

Shaping Norfolk's Future created a Norfolk Profile and Investment Group, of approximately 10 people which includes business leaders with a specific interest in Norfolk's profile and a range of expertise. For example, senior executives from HSBC, PricewaterhouseCoopers, a regional recruitment agency, a European law company and economic development specialists from Norfolk County Council.

Their role is to advise on and direct profile-raising activities. The majority were invited to form part of the Group; others asked to be part of the Group.

In addition, a strategic and working group were formed between Norfolk County Council and Shaping Norfolk's Future to develop the World Class Norfolk campaign. Support for the campaign was sought from a wide range of businesses, organisations and academic institutions, prior to the launch.