

# Eastern Daily Press

SERVING THE COMMUNITY  
SINCE 1870

## LEP should see engagement as a chance to grow

When any business, body or government department is spending upwards of £37m of public money, they wield significant influence – an influence that should be matched by similar levels of scrutiny.

Our investigation into the workings of New Anglia Local Enterprise Partnership (LEP), suggests the scale is somewhat unbalanced.

The body, run by unelected board members who meet behind closed doors, is clearly intended as a force for positive economic development. This can only be welcomed.

But the way in which they are able to make decisions which will impact on millions of people in our area, with little public involvement, raises some alarm bells.

There is no suggestion that the LEP has any reason to hide what it is doing.

Its aims of increasing housing and boosting jobs and growth – as well as facilitating infrastructure projects to support those aims – are wholly commendable.

For too long Norfolk and Suffolk have been on the back foot when it comes to business growth, and forward-thinking solutions are needed. But that does not mean progress should not be subject to checks and balances – especially when public money is involved.

And while scrutiny is provided by councils and central government, it is clear the public is not engaged with the LEP and its workings.

Fortunately, there is always room for change.

The LEP has the chance to increase its public engagement in line with its budget. It may even find the added input provides a helpful steer as it drives forward the region's growth. We hope it takes the opportunity.

## Communities praised

Cancer shows no discrimination, striking down young and old and bringing heartache to the families involved.

We live in the hope that one day a cure will be found but in the meantime all we can do is support those affected.

And today we need look no further than the two communities in our region who are doing just that to help two families who are having to come to terms with effects of the disease on their lives.

When people heard that Caleb McCulloch, a five-year-old boy with cancer, had created a bucket list, everyone leapt into action.

And the first event, a classic car fest organised by Katrina Kerslake, to help him achieve his goal was held yesterday in the boy's home town of Watton.

Meanwhile, a mother-of-five, with terminal cancer has praised the generosity of people in Lowestoft. Hundreds of people turned out on Saturday as two fund-raising events were held to support the family of Sarah Wright, who has shown incredible strength to plan for her family's future.

The generosity and community spirit of those who have supported these families in their hour of need should be commended.

## Last TV tango for Ed

Politicians are used to being able to think on their feet and that is certainly what former shadow chancellor Ed Balls has been doing very successfully for the past few weeks.

The Norwich City chairman has enjoyed a prolonged run in Strictly Come Dancing, defying the judges' barbed comments to return to the show week after week.

But at the weekend his tango proved to be his last dance, with the judges finally showing him the door.

The former Norwich schoolboy says he is looking forward to returning to Carrow Road on Saturday to watch the Canaries play Brentford.

After six games without a win, let's hope some of the glitter rubs off.

## READER'S PICTURE OF THE DAY

# iwitness24



■ Anne Marks sent in this picture of a barn owl in a field in Waxham. If you would like to submit a picture for possible publication in the EDP, visit [www.iwitness24.co.uk](http://www.iwitness24.co.uk)

## Christmas advert finally treats Norfolk accent with respect

Peter  
Trudgill



email: [newsdesk@archant.co.uk](mailto:newsdesk@archant.co.uk)

At last – the real Norfolk dialect is appearing on national TV! And it is not being used as a joke. Lidl's TV advertisement for their Christmas turkeys, which is now being broadcast on British television, shows Norfolk farmer Tony Kerry of Shropham talking seriously about the raising of his free-range turkeys.

Mr Kerry is not some incompetent actor. He is not even, thank goodness, Alan Partridge. He is a real Norfolk person. He is not speaking in phoney Mummerset but with a genuine and very agreeable Norfolk accent. And he is not participating in a comedy: he is being employed by Lidl to communicate what for them is a very serious message.

The intention of the advert is to demonstrate that its Norfolk free range turkeys really are free ranging, and that they are well looked after in a healthy environment. Mr Kerry communicates this message very well, in a very appealing and articulate way which nobody anywhere in the United Kingdom will have any trouble comprehending.

How very refreshing. This is progress.

Many other local accents are paid the respect of being considered worthy of



■ Norfolk farmer, Tony Kerry, teaches Lidl-sceptic Debbie about free range farming in the Lidl Christmas advert. Picture: LIDL

being used in the media, and it would only be right if ours was too. Scots read the news on BBC radio, including even on Radio Norfolk.

A continuity announcer on Radio 4 has a Caribbean accent without it being considered comic. Broadcasters with Northern Irish accents are treated as respected professionals in the national media. BBC TV news is fronted by a presenter with a Welsh accent. A Canadian is currently reading the news on BBC Four TV. Radio stations in the Manchester and Newcastle areas use northern accents as matter of course.

Norfolk people, too, deserve to

have our accent accorded this esteem and recognition.

We know that advertisers consider carefully which accents they are going to use when making TV commercials, and then select the ones they believe will symbolise the qualities they want to suggest are embodied in their product. Mr Kerry's genuine Norfolk accent is surely intended to indicate, amongst other things, quality, authenticity and reliability.

If a German company can decide that the Norfolk accent stands for authenticity and reliability in a turkey commercial, then surely British institutions can use it in other more important contexts where we also expect these traits.