

Great Yarmouth and Waveney April 2010



Information is taken from local news sources in addition to word of mouth. Where names of businesses are not included, this indicates sensitivity, and/or the business wishing to remain anonymous

Summary

Business confidence ↑

Unemployment ↓

Redundancies ↑

Notified vacancies to Job Centre Plus ↑

House Prices ↑

April was a largely positive month for the Great Yarmouth and Waveney coastal sub-region.

Despite uncertainty caused by the general election campaign, the majority of business announcements were positive, with examples of business investment and increased sales.

The area's traditional strengths of food, manufacturing, energy, tourism and retail all performed better than in recent months.

Key employers announced significant investments, such as Adnams at Southwold and Seajacks in Great Yarmouth.

Tourism businesses were positive in the main, recording a strong easter and retail, which has been hit hard in recent months, saw some positive news.

The numbers claiming Jobseekers Allowance in the sub-region dropped quite sharply in the month. Great Yarmouth, which has been hit hardest by rising unemployment over the past year, saw the biggest fall, with the April figure of 3,324 a reduction of 326 on March. Waveney too saw a fall. The April figure of 2,770 was 135 lower than March.

Both areas are lower than a year ago – with Waveney's JSA figure now 293 lower than a year ago and Great Yarmouth just 15 down on a year ago.

The reduction in April's JSA figures can largely be accounted by seasonal employment trends, however they do also indicate a gradual improvement in the economy.

Whilst much of the monthly data has been positive, there were 84 redundancies notified in Great Yarmouth, out of a total for Norfolk of 326, with redundancies at Great Yarmouth College an early indication of public sector job losses to come in future months.

Vacancy levels were up across Norfolk – 18pc up month on month. However in Great Yarmouth vacancy levels were actually down 6pc month on month. In contrast whilst vacancy levels across Suffolk were up 10 pc month on month, in Lowestoft they were up 18pc.

Conclusion

Some positive signs from businesses investing or winning new orders, and a welcome reduction in unemployment, which is now static rather than rising. However, looking ahead there are still concerns about the strength of the recovery and the impact public sector cutbacks will have on the sub-region.

Trading Climate & Confidence Levels

Key Facts: Adnams profits and sales recover from 2008 dip. Offshore business Seajacks chooses EastPort as its home port. New managing director for Mark Elliot Furniture in Beccles. Tourism businesses record strong Easter. Jobs to be lost at Great Yarmouth College as public sector cuts start to impact.

Agriculture & Food Processing

Positive	Negative
In Great Yarmouth, an advert for a deckhand drew 16 responses	Fisherman operating from ports around the East Anglian coast have warned that they could "go out of business" unless strict quota restrictions are revised, and that tourism may be affected if holidaymakers are unable to buy the fresh fish the area is known for.
Adnams, Southwold – brewer – is set to start producing gin, vodka and whisky alongside its traditional cask and bottled beers and visitors will be able to take tours of the distillery if planning permission is granted. The firm's 2009 results saw it increase profits 53 percent to £3.2m, a big improvement on its 2008 figures but still below the £4.2m made before the downturn hit. Overall sales were up 9 percent with turnover at £51.3m.	

Energy

Positive	Negative
Seajacks, Gorleston - operates self propelled, dynamically positioned, jack up platforms in the core market of the North Sea – has agreed to make EastPort UK harbour the home port for its two self-propelled jack-up vessels that have been purpose built for installing wind turbines.	

Digital

Positive	Negative
Prosper Online, Great Yarmouth – group of nine internet stores, employs three people – has reported a four-fold growth in sales with revenue hitting £250,000 in the year ending March 31, up from £60,000 the previous year.	

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Manufacturing

Positive	Negative
Mark Elliot Furniture, Beccles – has appointed a new managing director who has experience at Guinness, the Wine Society and Adnams with the aim to increase turnover from an estimated £6m this year to £8m with a new store closer to London in the future	

Retail

Positive	Negative
Great Yarmouth's Market Gates Shopping Centre will see a new fashion store opening up along with Aura, a jewellery chain which is replacing the former Diamond and Pearls Store.	

Tourism

Positive	Negative
The first weekend of the Easter holidays saw sunshine and temperatures hit double digits meaning increased visitors for the coastal resorts including Lowestoft and Great Yarmouth. The Great Yarmouth Sea Life Centre reported a positive week, trading above last year.	
Vauxhall Holiday Park, Great Yarmouth – about 400 holiday homes and more than 200 camping and caravan pitches, employs 50 people fulltime and 250 seasonally - saw a seven percent increase in bookings last year, and this year they are set to rise to 10 percent as more people join the rising trend of staying in the UK for their holidays. The firm's turnover was just under £7m in the last financial year and attracts about 80,000 visitors a year.	
The Tour of Britain will go through Norfolk on its sixth day, September 16 th , riders will set off from King's Lynn Tuesday Market Place and pass through north Norfolk and Norwich on their way to the finishing line in Great Yarmouth (120 miles). Up to a million spectators are expected to cram the roadsides for the eight day course, and could provide a welcome boost to tourism.	

Other

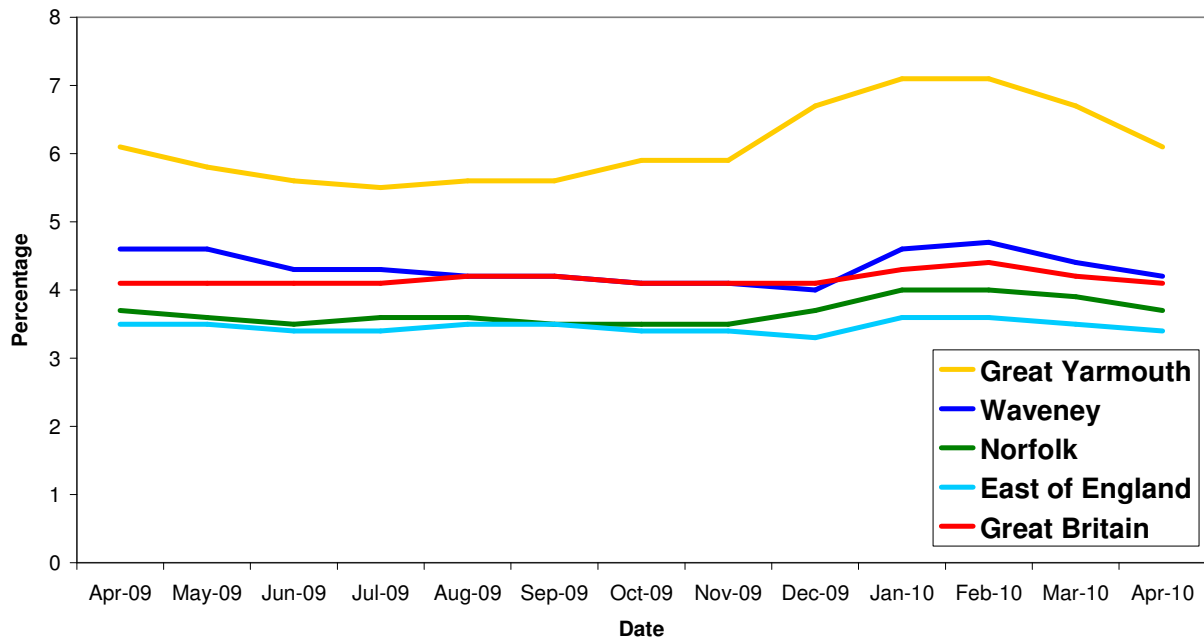
Positive	Negative
Anglia Skills Academy, Great Yarmouth – specialises in health and safety skills – has been appointed to train 80 staff at Kettle Foods on forklift safety skills and is hoping to strike up a long term contract with the food firm.	Great Yarmouth College – has warned that a funding reduction of about £1m could mean, at worst, up to 50 full-time posts being made redundant – about one eighth of its workforce.

Unemployment

Key Facts

- Norfolk JSA claimant count was 18,408 in April, down 933 or 4.82% since March 2010 and down by 45 on the year, a 0.2% decrease since April 2009.
- Great Yarmouth JSA claimant count was 3,324 in April, down 346 or 9.43% since March 2010 and down by 15 on the year, a 0.4% decrease since April 2009.
- Waveney JSA claimant count was 2,770 in April, down 135 or 4.65% since March 2010 down by 293 on the year, a 0.4% decrease since April 2009.

All people claiming JSA



Area	Count	%age of working age population	Change in count year on year	%age change in count year on year
Great Yarmouth	3,324	6.1	-15	-0.4%
Waveney	2,770	4.2	-293	-0.4%

Source: Job Centre Plus

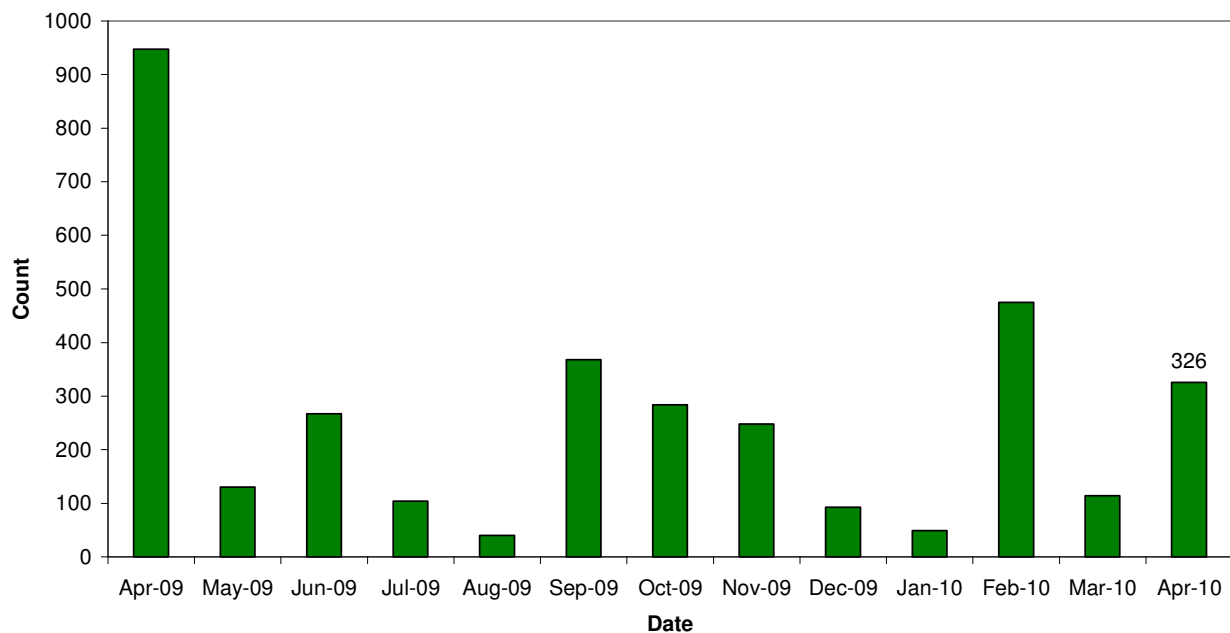
Redundancies

Key Facts

There have been 426 redundancies notified to Norfolk Job Centre Plus between July 2008 and 30 April 2010 for Great Yarmouth. There has been an increase of 84 since March or 24.56 percent. Great Yarmouth redundancies now account for six percent of the total notified to Norfolk Job Centre Plus, having increased to five percent in March after remaining at four percent since early last year.

Source: Job Centre Plus

Norfolk redundancy notifications



Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
1 st April 2010	6 and a 1/2	41 (29.08%)	82 (58.16%)	18 (12.77%)
8 th April 2010	6	27 (22.13%)	81 (66.39%)	14 (11.48%)
15 th April 2010	6	56 (32.94%)	84 (49.41%)	30 (17.65%)
22 nd April 2010	7	58 (35.58%)	93 (57.06%)	12 (7.36%)
29 th April 2010	6	69 (47.92%)	64 (44.44%)	11 (7.64%)

Unless figure or positions stated each advert is counted as one position

Job Adverts (Yarmouth Mercury)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
2 nd April 2010	1	1 (9%)	10 (91%)	0
9 th April 2010	1	3 (15%)	17 (85%)	0
16 th April 2010	1 and a 1/4	1 (4.55%)	16 (72.73%)	5 (22.73%)
23 rd April 2010	No Data			
30 th April 2010	1	7 (30.43%)	15 (65.22%)	1 (4.35%)

Job Adverts (Lowestoft Journal)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
2 nd April 2010	1	2 (10%)	15 (75%)	3 (15%)
9 th April 2010	1 and a 1/2	2 (10.53%)	17 (89.47%)	0
16 th April 2010	1 and a 1/2	13 (34.21%)	25 (65.79%)	0
23 rd April 2010	2	8 (29.63%)	17 (62.96%)	2 (7.41%)
30 th April 2010	1 and a 1/2	13 (52%)	20 (57.14%)	2 (5.71%)

Job Vacancies

4,409 jobs in Norfolk were notified to Job Centre Plus. Of these 70 percent were full time positions. Notified vacancies were up 18.78 percent from March's total.


- Great Yarmouth had 376, a drop of 30 percent since last year and a decrease of six percent from March.

3,627 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were up 10.5 percent from March's total.

- Lowestoft had 389 (of these 81.5 percent were full time positions), an increase of 25.7 percent since last year and a 15.1 percent increase from March.

Norfolk JCP Figures

Industry	Norfolk	
	April 09	April 10
Agriculture, hunting and forestry	35	26
Manufacturing	76	94
Electricity, gas and water supply	11	25
Construction	198	138
Wholesale and retail trade	239	487
Hotels and restaurants	314	366
Transport, storage and communication	49	62
Financial intermediation	19	171
Real estate, renting and business activities	1,470	1,525
Public administration/defence/compulsory social security	154	159
Education	54	66
Health and social work	399	379
Other community, social and personal service activities	119	894
Private households with employed persons	1	11
Column Total	3,138	4,403

 Industry sectors with falls in job vacancies

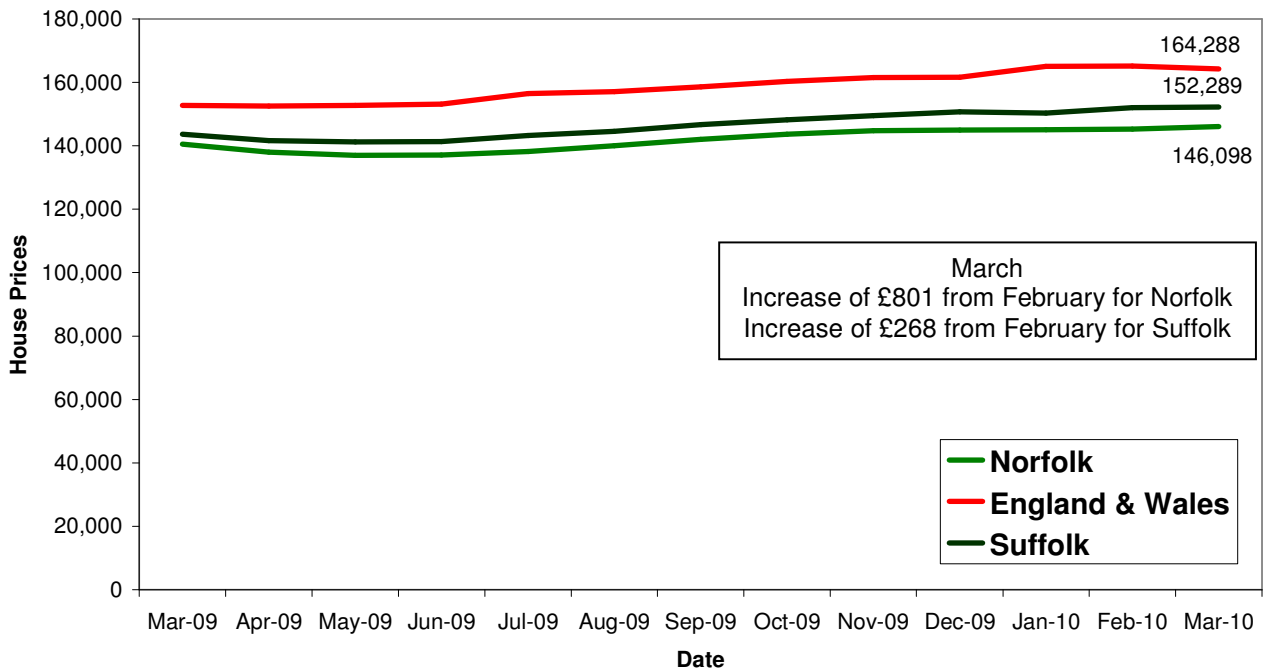
Housing

Key Facts

- **UK house prices decreased by 0.1% in April.** Prices are 8.7% above their April 2009 trough; an increase in the average price of £13,539 over this period. This rise follows a fall between August 2007 and April 2009 of 23%. The average house price is now 16% below its August 2007 peak.
- **Average House price £168, 202**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry