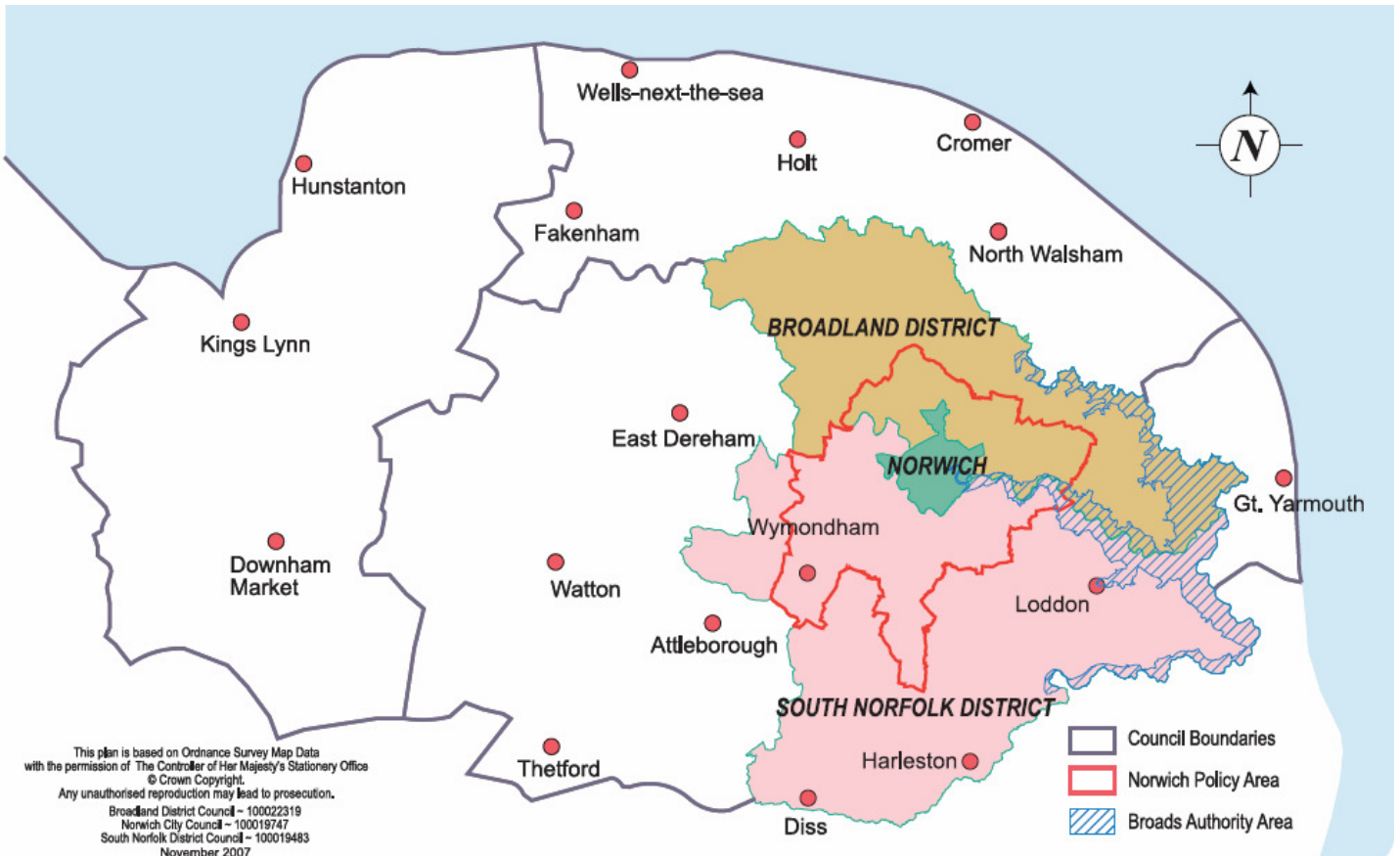


## Greater Norwich April 2010



Please note that this report concentrates on Greater Norwich but includes information relevant to all of the districts of Norfolk  
 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 positive month for the Greater Norwich and wider Norfolk economies, despite the uncertainty caused by the general election campaign.

Business news was largely positive across a range of sectors.

A number of creative and digital businesses secured new contracts, and there were examples of business success in engineering and manufacturing.

The one sector still under clear stress remains the construction industry, with the housing market still sluggish and job vacancies in the sector still below those of a year ago.

There was also a surprisingly large volume of business news in April, indicating greater activity and investment across sectors and local areas.

Unemployment data for the month was also very positive, continuing March's downward trend.

The numbers claiming Job Seekers Allowance in Norfolk dropped 933 in April compared with March, meaning the figure is now 45 lower than a year ago, reversing recent rises.

The biggest fall was in Norwich, effectively reversing February's rise, although Norwich is one area where numbers remain higher than a year ago.

One negative piece of news was the higher than expected monthly redundancy figure. The figure of 326 was higher than March, with worst hit sectors manufacturing (90), insurance and financial services (73) and further education (52).

Vacancy numbers are continuing to pick up – across Norfolk there were 4,408 in April compared with 3,138 a year ago.

Interestingly all sectors have an increase in vacancies compared with this time last year, apart from construction, health and agriculture.

## Conclusion

April was a stronger month for the Greater Norwich and wider Norfolk economies, with a significant number of positive business announcements.

The numbers claiming Job Seekers Allowance in April showed a large drop, following on from a reduction in March, and the number of vacancies continues to grow. However redundancy levels were higher than expected, and we would

anticipate conditions getting tougher over the coming months as the first wave of public spending cuts starts to impact on public sector roles and also private sector firms dependent on public sector contracts.

## Trading Climate & Confidence Levels

**Key Facts:** Jobs at risk at construction firm RG Carter. Bernard Matthews to invest £5m in marketing campaign. Bertram Books may move Leeds based division to its Norwich HQ. Major wins for creative and digital businesses including Selesti, DataDrum, Further, Selesti and Soak. Positive news from engineering and manufacturing firms including Milltech and Sinclair International. Tourism businesses report strong Easter trading.

### Agriculture & Food Processing Norfolk

Positive	Negative
	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.

### Other Areas

Positive	Negative
Watercress Lane, Mattishall – produces 7.5m duck eggs a year, employs 32 staff (was 20 18 months ago) – is expanding rapidly to meet demand and has launched a new quality mark, the “Blue Duck” logo. The company is renting two more sites due to a lack of space.	
Bernard Matthews, Great Witchingham – turkey farmer – is re-launching the phrase ‘bootiful’ as part of a £5m television and PR campaign. The announcement came after television chef Marco Pierre White signed up to a four year ambassadorial deal to promote the brand.	
Hargreaves Plants – specialist producer based in Long Stratton – is increasing asparagus crown production at the firm's site at West Bilney, near King's Lynn. An extra 20 acres of seed for crown production will be drilled.	

### Construction Greater Norwich

Positive	Negative
	R G Carter, Drayton – building firm – nine jobs are at risk due to a shortage of work.

**Creative  
Greater Norwich**

Positive	Negative
EPIC, Norwich – production studio – are to film an episode of Frank Skinner’s new BBC TV show ‘Opinionated’.	King of Hearts, Norwich – arts centre – is to close at the end of the year due to a lack of funds to cover the running and maintenance costs after the recession impacted on its reserves.
Norfolk and Norwich Millennium Library in 2008/09 issued 1,124,233 items including books, DVDs and console games and attracted 1,519,524 people making it Britain’s most popular library for the third year in a row.	Creative Sponge, Norwich – design and marketing agency - advertised for a couple of positions with over 120 applicants but were disappointed with the quality of the respondents CVs and application forms.
The Eastern Daily Press has been crowned Britain’s Regional Newspaper of the year at the 2010 Newspaper Awards.	
Bertram Group – wholesale book firm – could be moving its Bertram Library Services division from Leeds to the headquarters at Broadland Business Park, creating more than 100 jobs.	
Blue Pearl, Norwich – photographic art company – have been commissioned by the new Manchester Children’s Hospital to create a ‘Donor’s Wall of Gratitude’ using their ultra-modern PhotoGlassWorks product, with engineering firm Warren Services manufacturing their ArtBrackets.	

**Digital**

**Greater Norwich**

Positive	Negative
William H Brown estate agency and property listings site Homes24 has teamed up with Nokia to trial a pioneering mobile phone technology in Norwich and Dereham. Owners of Nokia smart phone can literally point at a William H Brown board outside property for sale or rent and gain instant information. This pilot is the first in Europe.	
APR Group, Wymondham – sales and maintenance of telecommunications – is due to turnover £1.8m this year, more than in previous years, even before the recession, and has increased staff levels from 18 last year to 25.	
DataDrum, Norwich – marketing firm, employs 11 people – have gained 40 new clients over the past 12 months, generating £40,000 extra	

<p>work at the £600,000 turnover firm after launching an email based package. The package allows firms to produce and send branded emails and also track how many are opened and if people click through to websites advertised in them.</p>	
<p>Further, Norwich – online marketing, employs 18 people in Norwich and London – has won a new contract with Japanese car brand Mazda to attract more potential customers to Mazda UK's network of dealers.</p>	
<p>The Works, Norwich – public relations agency – has acquired a former rival, business to business specialist FSW, to become one of the region's largest integrated marketing communications agencies. Including FSW The Works, which also includes The Word PR and Magic Online Solutions agencies, now has an annual turnover of about £2m and 30 staff.</p>	
<p>RD Research – database and data solutions, employs six people – created Canary Squares last year, which allows fans to buy squares of Norwich City Football Club. One element of the technology is a treasure hunt competition, which had 16,000 hits in 15 minutes recently. Now Championship and Premiership clubs have shown an interest in using the technology and RD Research are looking to improve the options available. The firm is due to have a record turnover of about £500,000 this year.</p>	
<p>Selesti, Norwich – web design agency, employs nine people – is aiming to double turnover to £1m, expand its team and take an additional office within two years after a buoyant start to 2010. New work at the firm includes projects for the NHS, ex-Norwich City and England footballer Dion Dublin and MasterChef featured London restaurant Sketch.</p>	
<p>Soak, Norwich – digital marketing agency – has won a contract to work on a research based website for the Economist group. The business, set up last year during the recession, as more than doubled its turnover to £450,000 and taken on 10 staff by the end of its first year in business.</p>	
<p>Falcon Global, Norwich – software developer to help firms manage complex infrastructure projects – has won a major contract with oil and gas giant Petrofac. The value of the contract is</p>	

believed to be in the high six-figure values and it is hoped the software will be used in more than five Petrofac projects in the Middle East and North Africa.	
Breathe, South Norfolk – public relations and marketing firm with focus on social marketing – has been established after the owner sold their share in a London based sponsorship and promotions agency.	
P1 Technology Partners, Norwich – has launched a new product into its support range called Netwatch, a system monitoring package as the company employs its 30 <sup>th</sup> staff member as staff numbers increase by 50 percent in the last year.	

#### Other Areas

Positive	Negative
Boudicca Marketing Services, North Norfolk – marketing agency, employs four people – been made a sales agency for online customer review firm FeeFo.	Economy Car Hire, Dereham – online travel firm – has lost £500,000 due to cancellations and having to give refunds because of the volcanic ash from Iceland.

#### Energy Norfolk

Positive	Negative
The North Sea Marine Cluster, a collaboration between UEA academics and marine science specialists from Gardline Group has been launched to help the region's business harness the opportunities offered by the sea. The aim of the cluster is to pool the region's existing expertise and plan for future potential growth areas.	

#### Greater Norwich

Positive	Negative
Add Energy, Hethel Engineering Centre – has developed a unique anaerobic digestion system and has secured 10 contracts in the south west, worth £18m.	
Acteon, Norwich – 17 businesses providing specialist services in the offshore oil and gas sector, employs 130 in Norfolk – listed 16 <sup>th</sup> in the Sunday Times Pricewaterhouse Coopers Profit Track 100, which ranks Britain's 100 private companies with the fastest growing profits. Profits risen 93 percent a year from an annualised £7.2m in 2005 to £52.3m in 2008.	

## Engineering Greater Norwich

Positive	Negative
Milltech, Rackheath – precision engineering offering milling, machining and assembly work to industries – saw an upsurge in demand in the first three months of 2010 after a poor second half of last year. Turnover at the company was up 23 percent over the first quarter of 2009 and more than 50 percent higher than in October to December last year. The growth follows a £300,000 investment in new CNC (computer numerically controlled) machines to increase production capacity last year and a 5,000 sq ft expansion at its factory.	
Magnus Marine, Hethel Engineering Centre – designs and manufactures electrical systems for super yachts – has received orders worth £500,000 since January – equivalent to almost half the firm's sales in 2009, which was itself a record year.	
KLM UK Engineering -carries out maintenance on aircraft at Norwich International Airport – would be forced to move out of the city, threatening 450 jobs, if planning permission to test aircraft on a section of the airport is not granted by Norwich City council.	

## Other Areas

Positive	Negative
Vandriel Engineering, East Harling – has diversified into art projects and secured its second commission with a world renowned artist. The contract is worth £50,000 and it is to fabricate a 5 ½ tonne metal sculpture by Brazilian contemporary visual artist Ernesto Neto.	
Nuttall John Martin, Dereham – civil engineers, employs about 150 staff, 80 percent in mid-Norfolk – has won a contract to reconstruct the base of the Needles Lighthouse on the Isle of Wight. It comes on the back of a £7.6m 18 month contract to overhaul the Bembridge lifeboat station, also on the Isle of Wight, on which the firm is currently working. The company has a turnover of £38m.	
TV & Theatre Services, near Dereham – stage and studio engineering technologies, employs six people – has brought out rival Camtrak after seeing their busiest period in the firm's 15 year history. The business has an annual turnover of £350,000.	

**Environmental  
Greater Norwich**

Positive	Negative
Harrison Group, Norwich – groundworks and environmental consultancy firm, employs about 35 staff – is hoping to turn growing regulation over sustainable building methods into a profit as it recovers from the recession. The company is on target to increase its turnover from £2m last year to £2.5m this year as the construction sector begins to pick up and work in environmental consultancy expands.	

**Financial  
Greater Norwich**

Positive	Negative
Rogers & Norton, Norwich – law firm – has appointed two new partners as part of its ongoing expansion.	
Virgin Money has received £100m investment from US tycoon Wilbur Ross, in return for a 21 percent stake, as it gears up to launch itself into high street banking. The investment is subject to FSA approval.	
Aviva, Norwich – insurance firm – is to expand in key Asian markets after launching an online car insurance service in Singapore.	
M & A Partners, Norwich – tax advisers and accountants – have appointed two new partners	

**Health & Life Sciences  
Greater Norwich**

Positive	Negative
Intelligent Fingerprinting – spin out company from scientists at the UEA who found a way to identify illegal drug use through a simple fingerprint test. The team are hoping to turn their research into a marketable product, which could revolutionise the way police detect illegal drugs.	
The Centre for Contemporary Agriculture – incorporates expertise from the UEA, Easton College, research institutes from the Norwich Research Park and the Eastern region as well as the food and agriculture industries to tackle global food challenges and promote	

<p>sustainable agriculture – opened this month. It will provide undergraduate and postgraduate courses, giving students the chance to undertake placements in agriculture and food businesses. In four to five years' time, between 300 and 400 students are expected to be studying at the centre.</p>	
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**Manufacturing  
Greater Norwich**

Positive	Negative
<p>Sinclair International, Bowthorpe – manufacture food labels and machinery - employs 100 people – is making automated fruit softness testing machines and then leasing them to firms in a range of countries, which can check 10 items of fruit per second, cutting out the need for staff-heavy hand testing and high volumes of fruit wasted. Fruit wasted can cost up to £2m a year.</p>	
<p>Samurai Sportswear, Long Stratton – sportswear company – has been chosen to deliver new match and off-field kits for the Irish Hockey Association.</p>	
<p>Bayer, Norwich – chemical experts specialising in crop protection, employs 400 people in the region – has pledged its commitment to stay put in Norwich with a £10m redevelopment of its base in the city.</p>	

**Other Areas**

Positive	Negative
<p>Seven marine industry firms at Catfield are joining with the North Norfolk Business Forum to form a district-wide manufacturing round table to be led by the marine sector there. And Catfield is to be promoted as a marine centre of excellence to help boost its profile and bring more jobs in the area. In 2008 more than 270 people were employed in marine manufacturing in Catfield, this fell to 250 in the first quarter of 2010.</p>	<p>Bespak, King's Lynn – medical device manufacturer, employs 550 people on the site – 25 jobs are at risk to remain competitive.</p>
<p>Struik and Hamerslag, Fakenham – create cabinets and interiors for the world's luxury super yachts, turnover of £3m, employs 30 people – has a full order book through until 2011 thanks to expanding into private jets. Their latest yacht project was for the Abu Dhabi royal family – a 142 yacht which is so large three separate contractors have been hired to</p>	

do a deck each.	
Multiyork, Thetford – furniture – has spent £80,000 on a new piece of machinery which will cut the equivalent of 120 sofas per week. The machine will use less power to operate and should ensure a more efficient, economical and precise finish than its predecessor.	
Exheat, Watton – designs and manufactures electric process heaters for specialised industrial application – have been listed 70 <sup>th</sup> in the Sunday Times Pricewaterhouse Coopers Profit Track 1000, which ranks Britain's 100 private companies with the fastest growing profits. Profits have grown 51 percent a year from £983,000 in 2005 to £3.4m in 2008.	
Structure-flex, North Norfolk – manufactures flexible intermediate bulk containers, employs about 45 people – has provided a one-off test bag made to recreate a 38 tonne diving bell used to lower divers to where they will be working. This would allow divers to work on projects for weeks without having to depressurise after every shift.	

**Retail  
Greater Norwich**

Positive	Negative
	Hallmark and Thorntons store, Diss – is to close following a 55 percent rise in rent with the loss of seven staff.

**Tourism  
Norfolk**

Positive	Negative
The region's tourism industry reported good levels of visitor numbers for Easter and predict another successful holiday season with 'staycations'. The Tour of Britain will go through Norfolk on its sixth day, September 16 <sup>th</sup> , 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.	
Arlington Hotel Group, which runs hotel sin	

<p>Newmarket, Swaffham, Norwich, North Walsham and Wroxham reported a steep rise in bookings due to the ash cloud stopping people from flying abroad on the last weekend of the Easter holidays.</p>	
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**Greater Norwich**

Positive	Negative
<p>EDP Spring Fling held at the Norfolk Showground – event aimed at children over the Easter holidays aged between four and 14 – had a record attendance of more than 5,100 visitors.</p>	
<p>The Norfolk Broads saw a record 4,746 registered craft in 2009 – nearly double the number of vessels compared to 1980, and it is hoped this year will see a repeat of the figures giving the Broads Authority an expected £2.5m income to spend on maintaining the Broads.</p>	
<p>Visit Norwich business event findings:</p> <ul style="list-style-type: none"> <li>• People becoming more interested in what they can do, rather than the destination – creating events and experiences</li> <li>• Importance of value for money, not just price</li> <li>• Local food and drink important</li> <li>• Need to signpost to other local attractions/produce</li> <li>• Accreditation with green tourism awards</li> </ul>	

**Other Areas**

Positive	Negative
<p>The first weekend of the Easter holidays saw sunshine and temperatures hit double digits meaning increased visitors for the county's coastal resorts including Hunstanton, Cromer and Sheringham with people using the Wash monster, Coasthopper and cafes. Gone Crabbing, Leziate – souvenir business launched with a Cromer crab design - is set to expand beyond Norfolk to shops and attractions in other holiday destinations around the country.</p>	<p>Blickling Hall, North Norfolk – will not be holding its popular summer concerts after promoters failed to find enough acts to perform. The annual weekend gigs, which are worth tens of thousands of pounds to the National Trust site have been running for 13 years, and although won't be on this year, should be back next year.</p>
<p>Crustacea Crawl, north Norfolk has started and leads up to the Cromer and Sheringham Crab and Lobster Festival in May. The colourful trail of crabs and lobsters should bring tens of thousands of visitors to the area over the next six weeks and could generate up to £2m for the local economy.</p>	

<p>The Thomas Paine Hotel, Thetford – which closed earlier in the year is set to reopen in about three months as a boutique hotel.</p>	
<p>Richardson's, North Norfolk – operates boat hire on the Broads – has invested more than £500,000 in 20 new cruisers which will be in use this summer after strong bookings both this year and last.</p>	

**Other Norfolk**

Positive	Negative
<p>Chamber Purchasing – partnership between AF Affinity, purchasing co-operative (Anglia Farmers subsidiary) and Norfolk Chamber of Commerce to give their companies and employees the buying power of the UK's largest purchasing group through a two tier service – business-to-business and business-to-consumer.</p>	<p>Anglian Water has confirmed 42 redundancies as part of a shake up of working arrangements for 650 of its "field based" staff across the region after being ordered to cut bills by £28, by 2015, by regulator Ofwat. Changes to working arrangements include "single crewing", in which one rather than two employees attends callouts to jobs where appropriate, which has led to the redundancies, almost half of which were voluntary.</p>
<p>Norse – facilities management and services firm – has opened up an in-house vehicle workshop to service vehicles from double decker buses to small cars. The investment in the new facility will be recouped over 10 years through efficiency savings and will see extra staff taken on.</p>	

**Greater Norwich**

Positive	Negative
<p>The UEA Sportspark achieved 12 percent growth in income to almost £3m last year after expanding to become the country's largest community sports facility. The venue attracts 1.3million visits a year, including both students and members of the public. The Sportspark has submitted a planning application for a new Olympic-standard gymnastics centre. The £2.8m plans also include an extension to the sports centre's SoccerPark with an additional three seven-a-side pitches.</p>	
<p>CVS, Diss – veterinary group – has increased its number of practices to 201 after buying Pet Doctors, Goudhurst Veterinary Surgery and Equine Clinic and the Cedar Veterinary Group last month. Revenue at the group for the year</p>	

ended June 2009, was £76.6m, 23 percent up on £62.15m the previous year. Operating profit for the same period was £7m, up 72 percent from £4m in the year end June 2008.	
The Space, Sprowston – is a new conference centre which can cater for up to 500 seated and 800 standing and is due to open in July. The venue has enough parking for 200 cars. Based at the former Fabric Warehouse, currently undergoing a £175,000 refurbishment, the centre will be run by the Proclaimers church and hired out to businesses.	
Broadland Guards, Norwich – security firm – is hoping to increase its turnover to £11m this year as it reaches its 20 <sup>th</sup> year in business. Despite the downturn it recently won a £3.9m contract over three years with the London borough of Camden.	
Able Community Care, Trowse – care for elderly and disabled people – is set to offer advice to western Australian consultants Aegis. The work was secured after two visits to the country which were supported and part funded by export body UK Trade & Investment.	
NEWS - business support agency - received more than 400 applications for just three trainee jobs – trainee financial administrator, receptionist and administrator.	
Heritage Wills, Norwich – will writing business – is moving from two existing sites into one large site after rapid expansion. Annual turnover was about £100,000 by 2002, but reached £1.9m last year.	
Evander, Broadland Business Park – property services – the glass and locks division has been named sole provider for glazing services for Lloyds TSB's insurance customers, a deal worth millions of pounds which could bring new jobs.	
More than 70 community projects in Norwich have received grants of up to £1,000 from Sport Relief's Community Cash fund.	

#### Other Areas

Positive	Negative
Corner House Boutique Salon, Burnham Market – beauty salon – has been set up by a	

family with the help of a mentor who provides the makeup for celebrities on Dancing on Ice.	
Sales Appeal, Stoke Ferry – sales consultancy targeting small engineering firms – has received interest from 22 businesses after setting the firm up in February after being made redundant. The entrepreneur behind the company hopes to take on staff as business picks up.	
Jack Richatds & Son, Fakenham – haulage firm – has secured a £600,000 extension to a contract to deliver products from builders' merchants Travis Perkins in King's Lynn to more than 300 of its branches across England for a year.	
Pure Potential, Swaffham – workshops to reduce stress – has been established by two women who plan to use techniques including hypnotherapy and neuro-linguistic programming to help people at their workplace.	
Gardeningthoughts, Dereham – online garden and shed furniture firm, employs two full and two part-time people – has seen trade leap by 137 percent in the past month as people have decided to spend money on their gardens. The firm is hoping to build up turnover back to £1.2m, recently their turnover has been around £250,000.	

## Other Information

### Greater Norwich

A project to build a £7.6m enterprise park just off the A11 in Thetford, which could create 1,000 jobs and provide an economic boost for Norfolk, has been agreed as Breckland Council agree to put in an extra £900,000. Work on the project is expected to start in June 2011 and be finished by April 2012.

Future Transport Systems and EEDA are spearheading a regional proposal to the Plugged in Places scheme, which provides match-funding to develop recharging infrastructure for electric and plug-in hybrid vehicles. The bid is for a share of £30m and is supported by the Hethel Engineering Centre and UEA. It is hoped that if the bid is successful, Norwich could become one of the first cities in the country to embrace the new technology.

The UK Competitiveness Index – which rates cities according to how good they are at attracting and keeping successful companies, while offering a good standard of living – found Norwich was one of the biggest climbers in the table (from 16<sup>th</sup> to 11<sup>th</sup>). The East of England was also rated as the third most

competitive region in the country, behind the South East in first place and London in second.

[The report can be downloaded here](http://www.cforic.org/downloads.php) (<http://www.cforic.org/downloads.php>)

#### **Other Areas**

North Norfolk Council is looking at spending £300,000 on green initiatives, which will stop a forecast £1.4m rise in energy costs. Measures being planned include promoting car sharing, improving cavity wall insulation and streamlining computer servers the council's headquarters from 50 to five.

#### **May Headlines**

Bernard Matthews, Great Witchingham – turkey farmer – has made its first acquisition in about 20 years - Lincs Turkeys, a firm with £23m turnover and £1.55m profit in 2008.

Aquaterra Energy, Norwich – oil and gas engineering – has won a \$3m (£2m) contract to provide marine drilling equipment for an Egyptian petroleum group.

Insight Financial Associates, Norwich – tax and financial advice firm – has boosted its turnover to more than £4m after buying an East Anglian wealth management company Coniston Wealth Management.

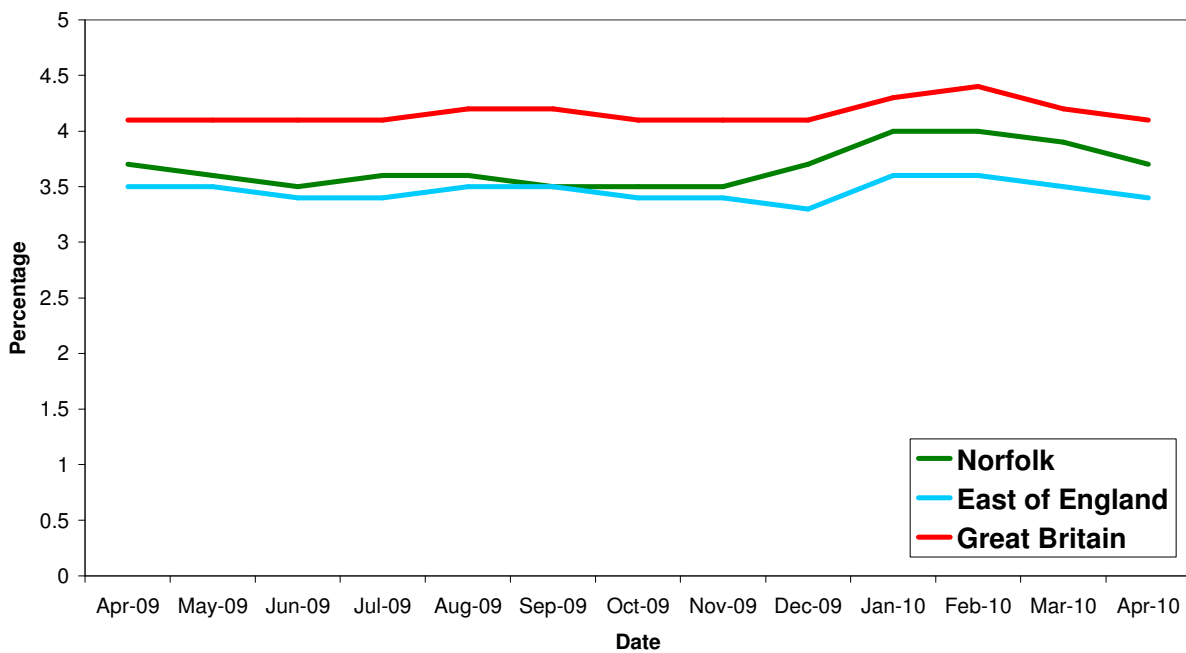
## Unemployment

### Key Facts

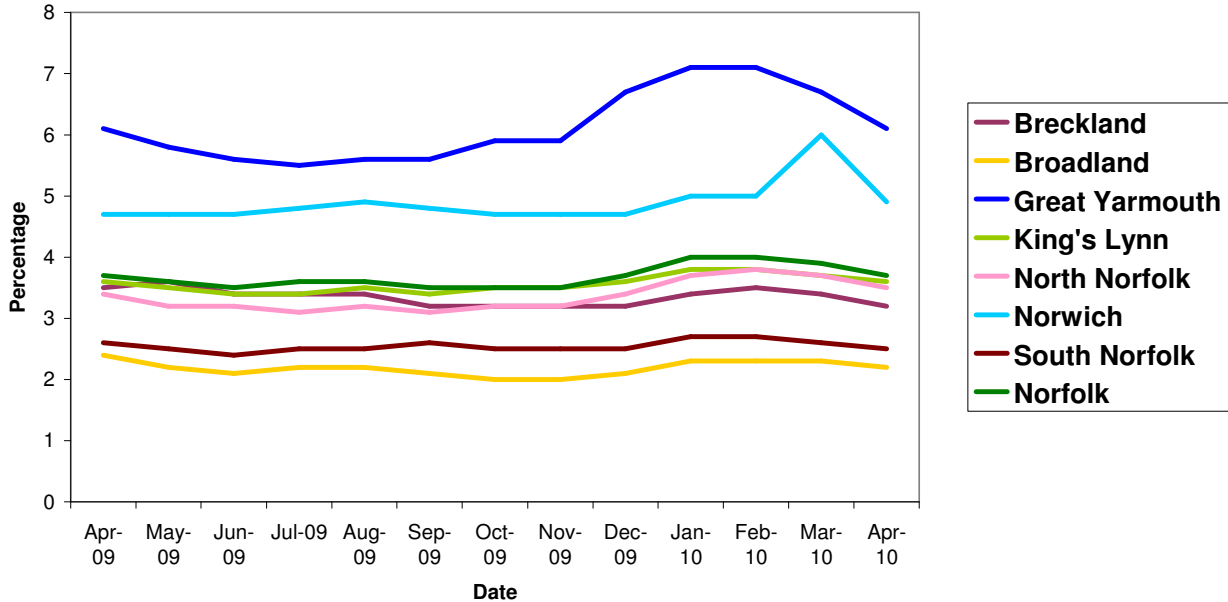
**Norfolk JSA claimant count was 18,408 in April, down 933 or 4.82% since March 2010 and down by 45 on the year, a 0.2% decrease since April 2009. Norwich saw a fall of 1.1% since March, while Broadland and South Norfolk saw falls of 0.1%.**

*Source: Nomis, Official Labour Market Statistics*

## All people claiming JSA



## All people claiming JSA



Source: Nomis, Official Labour Market Statistics

Area	Count	%age of working age population	Change in count year on year	%age change in count year on year
Norfolk	18,408	3.7	-45	-0.2%
Breckland	2,472	3.2	-182	-6.9%
Broadland	1,595	2.2	-102	-6.0%
Great Yarmouth	3,324	6.1	-15	-0.4%
King's Lynn & West Norfolk	2,914	3.6	-26	-0.9%
North Norfolk	1,850	3.5	22	1.2%
Norwich	4,554	4.9	306	7.2%
South Norfolk	1,699	2.5	-48	-2.7%

Source: Job Centre Plus

7,326 claimants in April 2010 were from the Norwich Job Centre Plus office, a three percent rise from 2009, a decrease of 2.24 percent since March 2010.

## Redundancies

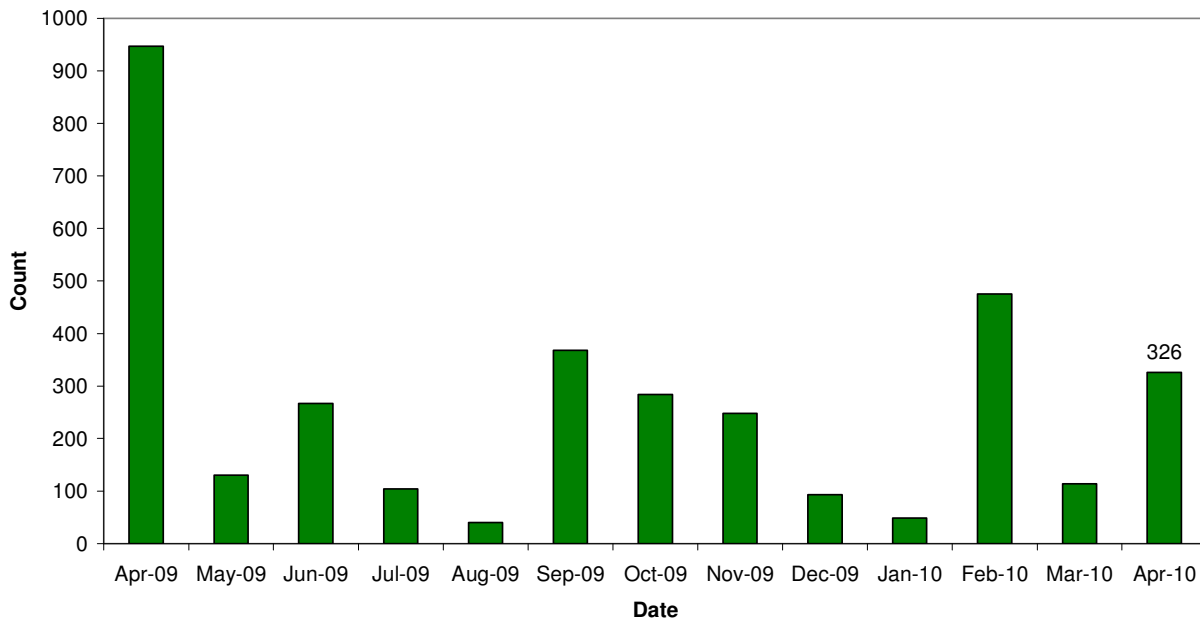
### Key Facts

There have been 7,262 redundancies notified to Job Centre Plus between July 2008 and 30 April 2010, with an increase of 186% since March 2010. Of these 51% have been in Norwich, 2.5% in Broadland and 2.5% in South Norfolk.

Sectors particularly hit this month include manufacturing (90), insurance and financial services (73), further education (52) and services (42).

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 <sup>st</sup> April 2010	6 and a 1/2	41 (29.08%)	82 (58.16%)	18 (12.77%)
8 <sup>th</sup> April 2010	6	27 (22.13%)	81 (66.39%)	14 (11.48%)
15 <sup>th</sup> April 2010	6	56 (32.94%)	84 (49.41%)	30 (17.65%)
22 <sup>nd</sup> April 2010	7	58 (35.58%)	93 (57.06%)	12 (7.36%)
29 <sup>th</sup> 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 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.


In terms of district vacancy notifications:

- Broadland had 347, a drop of 22 percent since last year but a seven percent increase from March.
- Norwich had 1,860, an increase of 105 percent since last year and a 35 percent increase from March.
- South Norfolk had 333, an increase of 36 percent since last year and a 19 percent increase from March

According to the UK's biggest recruitment firm Hays, the private sector demand is propping up the jobs market amid reduced public sector activity.

Norwich recruitment firm Hays Senior Finance reports that recruitment for senior finance professionals in Norfolk continued at an even rate compared to the significant drop elsewhere in the country.

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

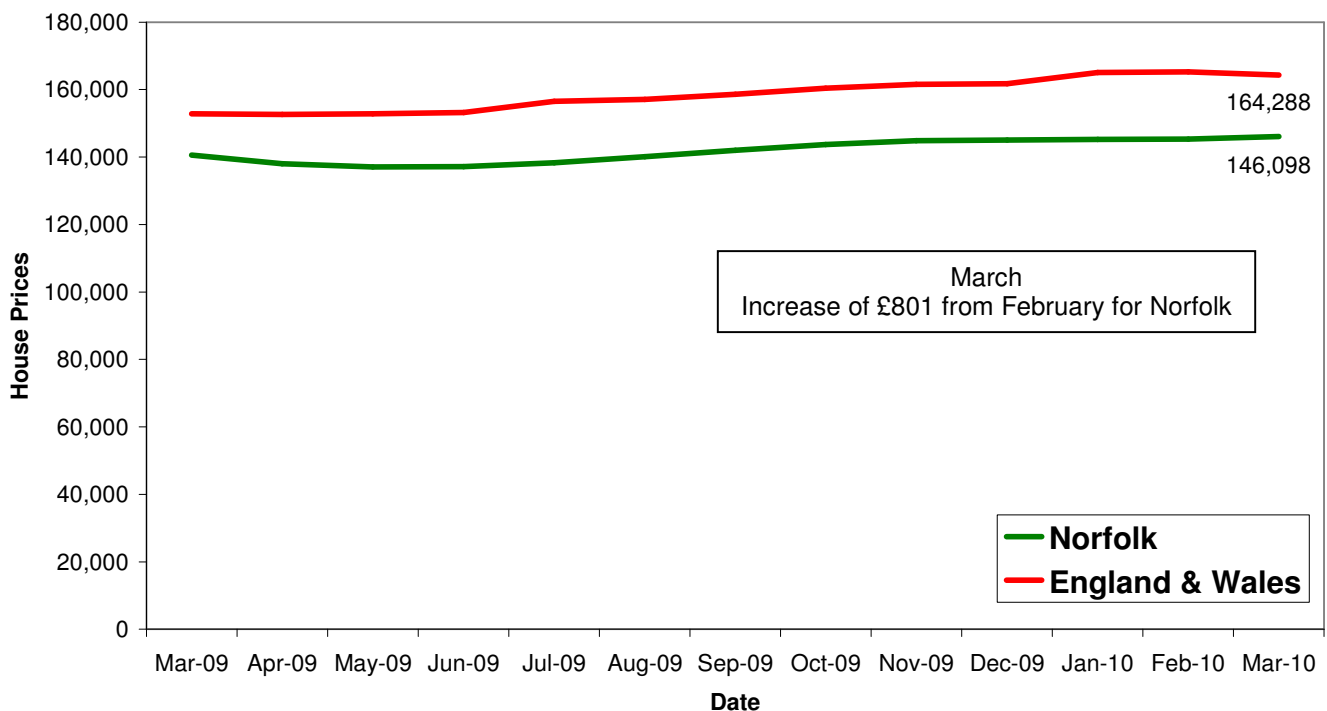
## Housing

### 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, Crown Copyright