

## Great Yarmouth and Waveney December 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	↓ in Norfolk ↔ in Great Yarmouth
Notified vacancies to Job Centre Plus	↓
House Prices	↓ in Norfolk ↑ in Suffolk

The sub-regional economy saw positive stories this month particularly around energy and the outer harbour with the UK signing up to create a giant offshore “supergrid” to connect offshore wind energy projects in the North Sea, and EastPort UK winning a contract to become a base for the construction of a new windfarm off the east coast.

Waveney may be set to have a new hotel if planning permission is granted to replace old halls that are no longer in use, and although Great Yarmouth’s 2011 resort brochure was launched this month, it was also announced the resort has suffered a set back in terms of creating a super-casino.

The number of people claiming Job Seeker Allowance rose in Norfolk overall and in Great Yarmouth. It fell in Waveney by only 13, but represents the first fall since the count has been rising month on month from June 2010.

Redundancy figures for Norfolk fell by 49, but none were reported in Great Yarmouth this month with its current figure of 683 representing 7.3pc of all redundancies in the county.

House prices rose in Suffolk but fell in Norfolk. House prices in Suffolk continue to be higher than its neighbouring county by nearly £10,000.

## Conclusion

With the announcement of job losses at Suffolk County Council, and Great Yarmouth looking to share services with South Norfolk district council, the numbers of people being made redundant and claiming JSA is likely to rise in the coming months. Contract wins by EastPort UK continue to highlight the sub-region as a place for offshore business and the entrepreneurial and innovative spirit seen in companies such as SHhhh and Aerocoat suggest that the private sector still has a lot to offer.

## Trading Climate & Confidence Levels

### Key Facts

This month saw fewer stories than last month, but many are positive within the private sector with jobs being created, new innovative products being released and SLP Engineering securing its first contract since being bought out of administration. Good news for Great Yarmouth's outer harbour as it will become a base for the construction of a new windfarm off the east coast over a six month period. The public sector is not faring as well with Suffolk County Council announcing job losses.

### Creative

Positive	Negative
SHhhh, Great Yarmouth – logo clothing – young entrepreneur has gone full time and is being based at Yarmouth College's Alchemy Centre	

### Digital

Positive	Negative
weconnectstudents.com, Waveney – new national website similar to facebook for new university students to meet one another is to launch. It will cost a one off fee of a £1 for students to sign up.	

### Energy

Positive	Negative
Ten European countries, including the UK, have signed up to create a giant offshore "supergrid" to connect offshore wind energy projects in the North Sea. It will ultimately connect offshore wind farms in Northern Europe allowing countries with surplus energy, to export to those with higher demand.	
Weatherford International, Great Yarmouth – offshore firm specialising in the control protection of oil safety shut down systems – could create 100 new jobs as its current three existing bases look to move in to one location	

### Engineering

Positive	Negative
SLP Engineering, Lowestoft – is set to recruit 60 staff after securing its first major contract since being bought out of administration.	

### Environmental

Positive	Negative
Thousands of tonnes of food waste collected from homes and schools in Waveney and east Suffolk is to be turned into "green" gas for the National Grid. The renewable fuel will be used to produce renewable energy at Adnams new anaerobic digestion plant at Reydon. Energy produced at the site should eventually help to heat the homes and schools where the waste was produced.	

## Manufacturing

Positive	Negative
Aerocoat, St Olaves – specialist powder coating firm – has launched Aeromax, a mirror finish paint which is an alternative to chrome. There is also “Mirror in a Can” which with a big corporation could be developed for the mass market. The firm wanted to be able to create a finish just like chrome- partially because the process of chrome plating is under pressure from environmental lobbyists to be phased out.	

## Retail

Positive	Negative
First Furnishings, Gorleston – furniture retailer – is opening a new superstore and creating seven new jobs.	David Mobbs, Great Yarmouth- sports shop – is to close in February/March next year once the stock has gone after 45years of trading. Its closure is being blamed on the internet revolution.

## Tourism

Positive	Negative
Great Yarmouth saw the launch of the resort's 2011 brochure- and the world premiere of its new television advert. The advert will first be screened on January 17, targeting 12m people in ITV's Central and Yorkshire areas.	There has been a set back in creating a ‘super’ casino in Great Yarmouth with the deadline for casino licence applications being moved from January 31 to May 31 and a blunder by the International Casino Review. It means that choosing the operator of the casino, one of eight being allowed nationally under the 2005 Gambling Act, is unlikely to be finished until December next year – 18 months later than originally envisioned.
An extension for planning permission for a new hotel and apartment complex to replace past halls that are no longer standing at Henham Estate has been submitted to Waveney District Council. The estate has become well known for hosting the Latitude music festival, Grand Henham Steam Rally and Wings and Wheels event.	More than half of the UK's coastguard control centres, including one at Great Yarmouth, could close as part of government cutbacks. The Great Yarmouth centre is responsible for providing search and rescue coverage from Haile Sand Fort in Lincolnshire to Southwold in Suffolk. About 36 people are employed at the base.

## Other

Positive	Negative
Norse grounds division - contract and facilities management company – has moved to a new depot on the outskirts of Great Yarmouth to help service contracts in the east of Norfolk.	

## Other Information

Suffolk County Council will see 1,472 jobs go by April 2012 as the authority look to make savings of at least £40m next year as part of £110m and £125m savings over the next four years. Nearly half will come from Adult and Community Services, and nearly 350 from Children and Young people's services. The job losses are being spread over two financial years.

More than a third of Suffolk's household waste sites are to close saving almost £1.5m.

Road repairs and the provision of public transport services in Norfolk and Suffolk could be carried out by a single team. Discussions are taking place between the two counties as they look to reduce funding gaps and as the New Anglia Local Enterprise Partnership bid between the two counties is approved.

Great Yarmouth Borough Council and South Norfolk District Council have engaged in early talks to discuss the possibility of sharing services which would see a sharing of staff between the largely rural district and seaside borough.

From April, tankers waiting to be restocked off the UK coast will be moored exclusively off north Suffolk. The Department for Transport decision comes just two months after maritime authorities considered putting a stop altogether to the practice of transferring oil at sea, amid fears of the potential for an environmental catastrophe if things ever went wrong.

EastPort UK, Great Yarmouth – has clinched a significant contract that will see the outer harbour used as a base for the construction of a new windfarm off the east coast over a six month period. Danish engineering giant MT Hojgaard is to establish a quayside base to facilitate the installation of the 450-tonne steel foundations for the Lincs offshore windfarm's 75 turbines.

## January Headlines

The energy minister visited Lowestoft's OrbisEnergy centre this month at the same time that electricity began flowing from the Greater Gabbard offshore windfarm.

Lowestoft has missed out on becoming a major base for manufacturing giant Siemens who build offshore wind turbines. The company will instead set up a turbine factory at Hull.

Pontin's holiday camp, Lowestoft – fresh hopes of securing a sale after 10 bids were received for the company.

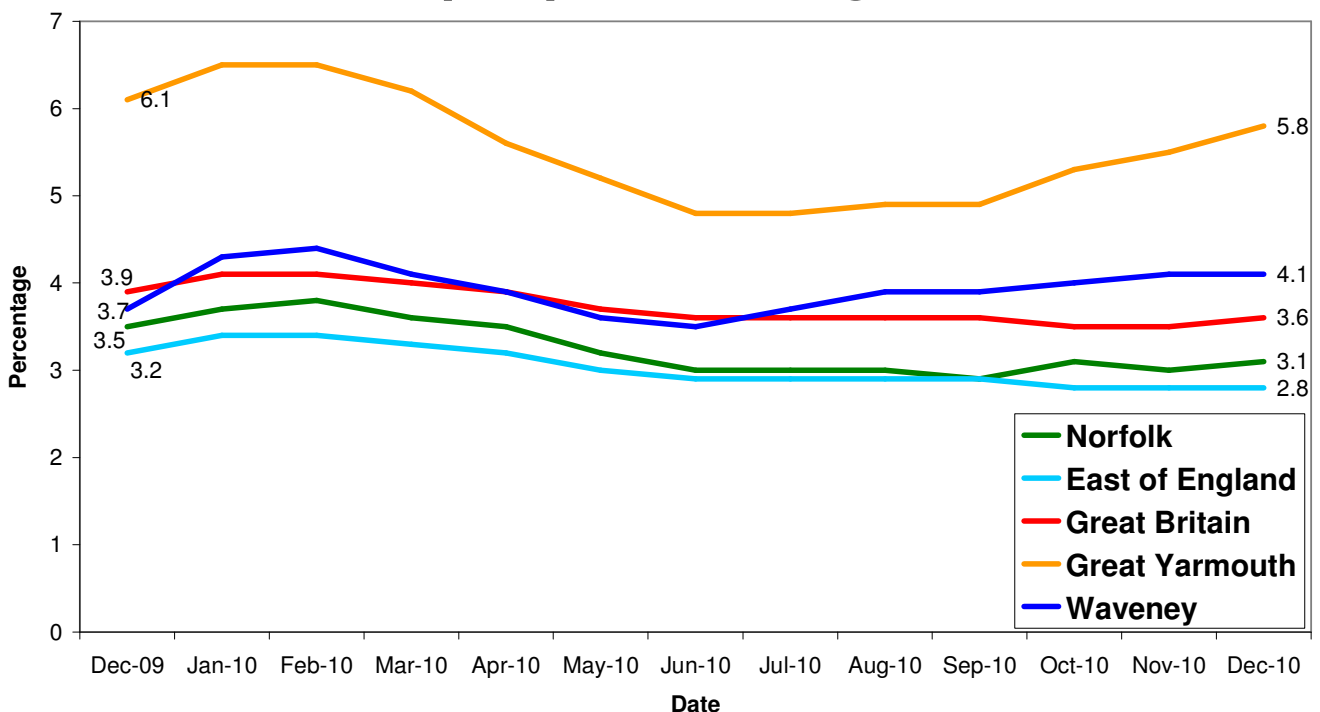
## Unemployment

### Key Facts

- **Norfolk JSA claimant count was 16,252 in December, up 258 or 1.61% since November 2010 but down by 2,219 on the year, an 11.6% increase since December 2009.**
- **Great Yarmouth JSA claimant count was 3,465 in December, up 204 or 6.26% since November 2010 but down by 168 on the year, a 4.6% decrease since December 2009.**
- **Waveney JSA claimant count was 2,864 in December, down 13 or .45% since November 2010 but up by 233 on the year, an 8.86% increase since December 2009.**

A study carried out by The Prince's Trust and the Royal Bank of Scotland warns that the price of youth unemployment nationally is at a record high. This is mirrored in Suffolk, where the number of 16 to 24 yr olds claiming JSA for 12 months or longer has hit a 12-year high as well as more than increasing five-fold since before the recession. The report states this costs the taxpayer £1.1m a week, based on lost productivity being equivalent to the average weekly wage for their age group.

## All people claiming JSA



Source: Job Centre Plus

Area	Count	%age of working age population	Change in count year on year	%age change in count year on year
Great Yarmouth	3,465	5.8	-168	-4.6
Waveney	2,864	4.1	233	8.86

Source: Job Centre Plus

## Redundancies

### Key Facts

**There have been 683 redundancies notified to Norfolk Job Centre Plus between July 2008 and 31 December 2010 for Great Yarmouth. This accounts for 7.3 percent of the total notified to Norfolk Job Centre Plus.**

Source: Job Centre Plus

## Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
2 <sup>nd</sup> December 2010	4	33 (44%)	32 (42.67%)	10 (13.33%)
9 <sup>th</sup> December 2010	4	22	38	3
16 <sup>th</sup> December 2010	2 and a 1/2	11	34	5
23 <sup>rd</sup> December 2010	No separate pullout	1 (25%)	3 (75%)	0
30 <sup>th</sup> December 2010	Data not available			

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

Lack of data for the Lowestoft Journal and Great Yarmouth Mercury this month.

3,746 jobs in Norfolk were notified to Job Centre Plus. Of these 67 percent were full time positions. Notified vacancies were down 24.32 percent from November's total.


- Great Yarmouth had 405, an increase of 13 percent since last year and an increase of 15 percent from November.

3,138 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were down 16.48 percent from November's total.

- Lowestoft had 175 (of these 71.4 percent were full time positions), a decrease of 32.95 percent since last year and a 23.25 percent decrease from November.

## Norfolk JCP Figures

Industry	Norfolk	
	December 09	December 10
Agriculture, hunting and forestry	16	6
Manufacturing	162	86
Electricity, gas and water supply	6	44
Construction	77	58
Wholesale and retail trade	307	456
Hotels and restaurants	169	99
Transport, storage and communication	58	76
Financial intermediation	133	65
Real estate, renting and business activities	1,545	1,919
Public administration/defence/compulsory social security	256	110
Education	88	105
Health and social work	750	448
Other community, social and personal service activities	222	260
Extra-territorial organisation and bodies	4	11
Column Total	<b>3,793</b>	<b>3,743</b>

 Industry sectors with falls in job vacancies

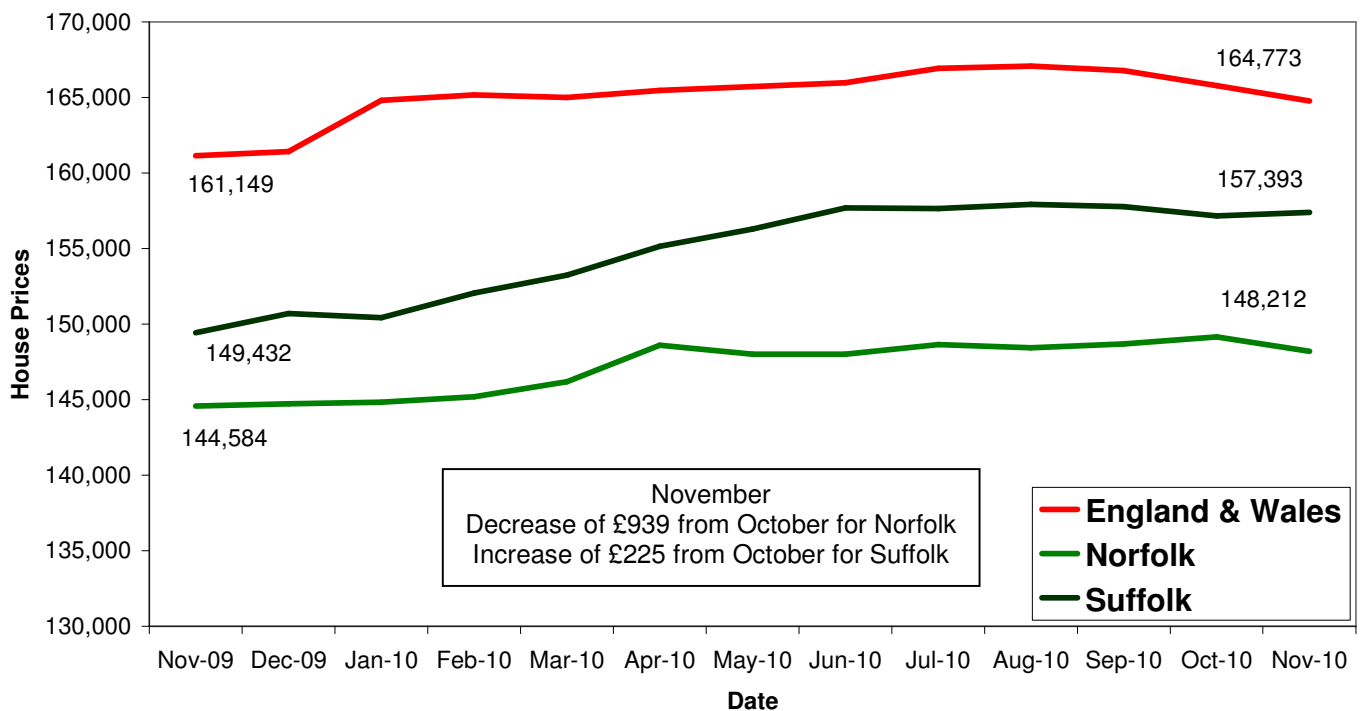
## Housing

### Key Facts

- UK house prices increased by 1.3% in December. Prices in the three months to December were 0.9% lower than in the preceding three months.** This rate of decline remains significantly lower than the quarterly falls of 5-6% during the second half of 2008.
- Average House price £162, 435**

Source: Halifax House Price Index

## House Price Trends



Source: Land Registry