

Great Yarmouth and Waveney February 2011



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	↓

A quiet month for stories, but the majority are positive with innovation by 4NRG and Scour Prevention Systems, a successful environmental trial in Lowestoft and Pleasurewood Hills being bought at a time when Great Yarmouth's tourism website is seeing double the hits as the same time last year.

This month saw both Norfolk County Council members and Suffolk County Council members agree to cuts in their counties to save money.

The number of people claiming Job Seeker Allowance rose this month to a 10 year high in Norfolk. Great Yarmouth claimant count rose by 38, a tenth of the rate between December and January, while Waveney rose by 396 after remaining stable between December and January. These increases follow the trend of employers laying off temporary staff after Christmas.

There were 307 redundancies this month in Norfolk, an increase of 191 from January. This is the highest month recording since September 2010, which reached a high of 587 after the highest peak of 947 in April 2009.

Job vacancies notified to Job Centre Plus have risen this month by over 50 percent in Norfolk after falling last month, and rose by 7.34 percent in Suffolk, a slight increase from last month's rise. Lowestoft saw a rise of nearly 45 percent.

House prices fell in Norfolk according to the Land Registry by £383 and in Suffolk by £95. The Halifax index also fell, by 0.9 percent after a 0.8 percent rise in January.

Conclusion

Despite the positive private sector news this month, the public sector stories continue to be negative in terms of cuts and job losses and the statistics for February are negative. Unemployment in Norfolk is at its highest for 10 months, 12 months in Suffolk, with redundancies up on January's total. March may bring more positive stories around energy for the sub-region as A2Sea, a major wind energy firm – is to use Great Yarmouth's outer harbour as a base until at least the end of 2011 to transport wind turbines to the Sheringham Shoal offshore windfarm.

Trading Climate & Confidence Levels

Key Facts

Innovative inventions are highlighted as 4NRG have created a tidal energy prototype in the River Yare that could create enough electricity for 2,000 homes and Scour Prevention Systems have been named overall winner of Energy Innovation Awards 2011. Elsewhere Pleasurewood Hills has been brought and investment promised by the new owners at a time when the Lowestoft Seafront Air Festival is unable to attract a main sponsor for the fourth year running.

Agriculture & Food Processing

Positive	Negative
J & H Bunn, Great Yarmouth – agricultural suppliers – the sale of the business with a turnover in excess of £140m, to Koch Fertilizer, has taken a step forward after being cleared by the Office of Fair Trading.	
Adnams, Southwold – brewer – have launched a new campaign to raise its profile nationwide. The 'Let's Talk Beer' campaign uses sketched posters and doodle-inspired beer mats to get its message across. The company is also looking to install 962 solar panels on land immediately surrounding the plant which will help generate more renewable energy on top of the anaerobic digestion plant.	

Construction

The east of England's construction sector is set to grow faster than any other region and could create 25,000 jobs by 2020, according to two separate reports on the area's economy. Major infrastructure and industrial projects from the Thames to the A11 as well as housing will drive the increase between 2011 and 2015, according to ConstructionSkills. Meanwhile, economic forecasters for the region Insight East predicted 25,000 jobs growth between now and 2020 in the sector.

Energy

Positive	Negative
4NRG, Lowestoft – research and development firm – have created a tidal-energy harvester and flood barrier prototype which when fully developed could become a device used in the River Yare to generate enough electricity for 2,000 homes.	
Gaoh Energy, Lowestoft – renewable energy company – has landed a six-figure engineering design contract with a major client in its first bid for offshore business. The company is now tendering for further work in the UK's Round 3 offshore windfarm developments and also negotiating for consultancy services with a major Chinese turbine manufacturer.	
Scour Prevention Systems, Lowestoft – developed a novel way of using old tyres to protect wind turbines from scour on the seabed – has been named overall winner of the Energy Innovation Awards 2011 organised by the East of England Energy Group.	

Environmental

Positive	Negative
Two Asda stores in the region- one in Lowestoft and one in Norwich – have been trialling paper milk bottles, called Green Bottles, since 2007 with about 15,000 being sold. The bottles can be composted within a few weeks while plastic ones take up to 500 years if they end up in landfill sites. Because of the success of this trial, the bottles are due to be rolled out across other parts of the country.	

Financial & Professional

Positive	Negative
M Hoose & Coy, Great Yarmouth – accountants - has merged with Lovewell Blake. This represents the second merger for Lovewell Blake within a year.	

Manufacturing

A report by Insight East has predicted employment in manufacturing will fall by 15pc by 2020 in the east of England.

Tourism

Positive	Negative
Pleasurewood Hills, near Lowestoft – has been bought by global private investment firm HIG Capital France and have announced major new investment in the tourist attraction. For Pleasurewood Hills it will mean the park will launch a host of new attractions over the coming months including a £65,000 indoor Laser Labyrinth game, an educational nature trail and a new train station.	The owner of Southwold Pier has spoken about their fears that oil transfers between ships off the Suffolk coast could threaten their business. The fears come as the Government plans to restrict ship-to-ship oil transfers in UK waters to Sole Bay from April. The proposals will now be put to consultation after a public outcry.
Southwold Tourism Group has been established to ensure local people have a say on the future of the town's tourism trade.	The Lowestoft Seafront Air Festival has failed to attract a main sponsor for the fourth year running. Despite its popularity the show suffered a £40,000 loss last year.
The Great Yarmouth tourism website is achieving double the hits compared with this time last year, with a 'remarkable' number of families already booking long-stay holidays.	

Other Information

Great Yarmouth's outer harbour – major work is to be carried out on the entrance to the harbour to address the swell problem which has been present during its first year of operation. The 200m entrance to the harbour could be reduced by as much as 50m. It has also been announced that the £8m container cranes that have been idle since their arrival at the harbour in May 2009, are to be shipped to Venice, Italy in late March or early April.

Suffolk County Council members have approved a selection of cuts/initiatives including getting communities to take over the running of 29 Suffolk libraries, ending the healthy schools programme and selling off two business centres.

March Headlines

A2Sea - major wind energy firm – is to use Great Yarmouth's outer harbour as a base until at least the end of 2011 to transport wind turbines to the Sheringham Shoal offshore windfarm.

Scour Prevention Systems, Lowestoft has entered talks with global energy firm E.on to trial its new tyre protection system in what could be a significant step towards commercialisation.

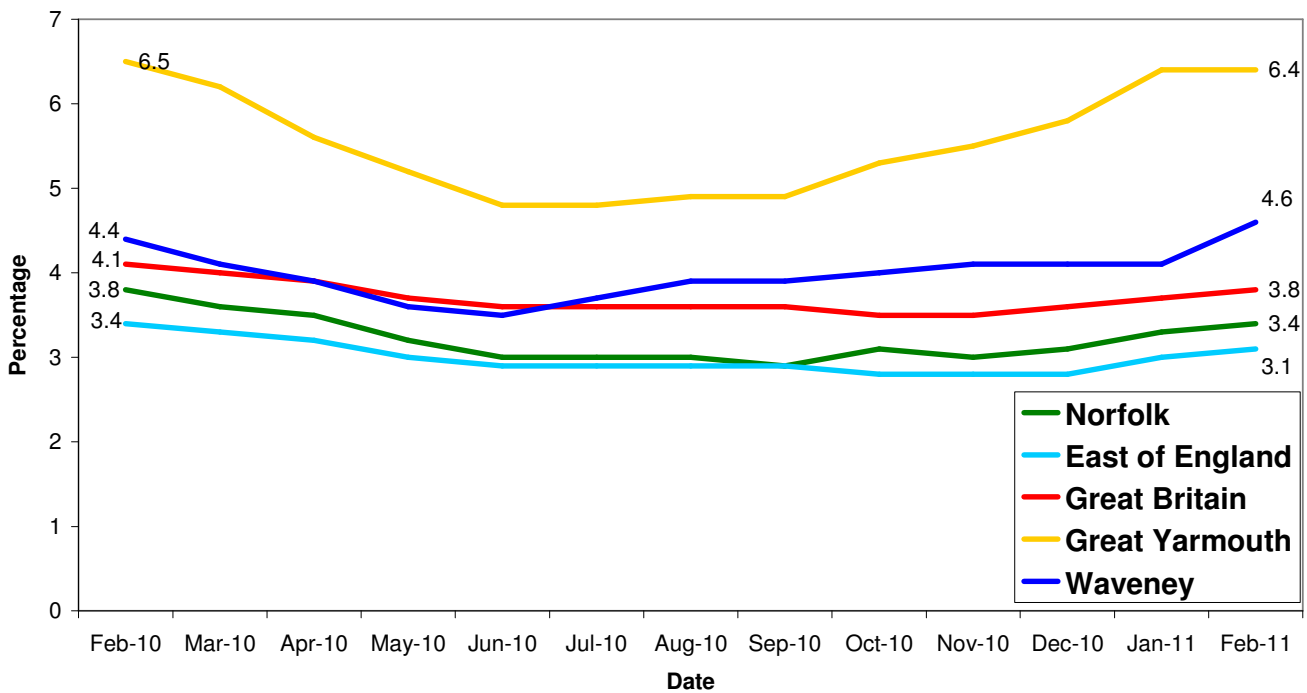
Compass - provide equipment and services to the oil industry – have had to cut five jobs after large sums of money became trapped in Libya when trade stopped.

Unemployment

Key Facts

- Norfolk JSA claimant count was 18,104 in February, up 438 or 2.48% since January 2011 but down by 1,816 on the year, a 9.12% increase since February 2010.
- Great Yarmouth JSA claimant count was 3,837 in February, up 38 or 1% since January 2011 but down by 29 on the year, a 0.8% decrease since February 2010.
- Waveney JSA claimant count was 3,260 in February, up 396 or 13.83% since January 2011 and up by 175 on the year, a 5.67% increase since February 2010.

All people claiming JSA



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	3,837	6.4	-29	-0.8%
Waveney	3,260	4.6	175	5.67%

Source: Job Centre Plus

Redundancies

Key Facts

There have been 499 redundancies notified to Norfolk Job Centre Plus for Great Yarmouth over the last 12 months. This accounts for 12.17 percent of the total notified to Norfolk Job Centre Plus over the last 12 months.

Source: Job Centre Plus

Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
3 rd February	5	43 (39.1%)	58 (52.73%)	9 (8.18%)
10 th February	6	30 (23.81%)	79 (62.7%)	17 (13.49%)
No data				
No data				

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

Job Adverts (Lowestoft Journal)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
4 th February	1 and a 1/4	9 (52.95%)	8 (47.06%)	0
11 th February	1 and a 1/2	10 (43.48%)	12 (52.17%)	1 (4.35%)
18 th February	1	5 (33.33%)	10 (66.67%)	0
25 th February	2/3	4 (57.14%)	3 (42.86%)	0


4,152 jobs in Norfolk were notified to Job Centre Plus. Of these 58 percent were full time positions. Notified vacancies were up 53.32 percent from January's total.

- Great Yarmouth had 510, a drop of 18 percent since last year but an increase of 155 percent from January.

3,450 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were up 7.34 percent from January's total.

- Lowestoft had 459 (of these 64.1 percent were full time positions), a decrease of 47 percent since last year but a 44.34 percent increase from January.

Industry	Norfolk	
	February 2010	February 2011
Agriculture, hunting and forestry	27	32
Manufacturing	258	100
Electricity, gas and water supply	11	121
Construction	79	73
Wholesale and retail trade	251	710
Hotels and restaurants	463	366
Transport, storage and communication	104	52
Financial intermediation	84	111
Real estate, renting and business activities	1,275	1,595
Public administration/defence/compulsory social security	141	120
Education	196	119
Health and social work	533	373
Other community, social and personal service activities	282	348
Column Total	3,704	4,120

 Industry sectors with falls in job vacancies

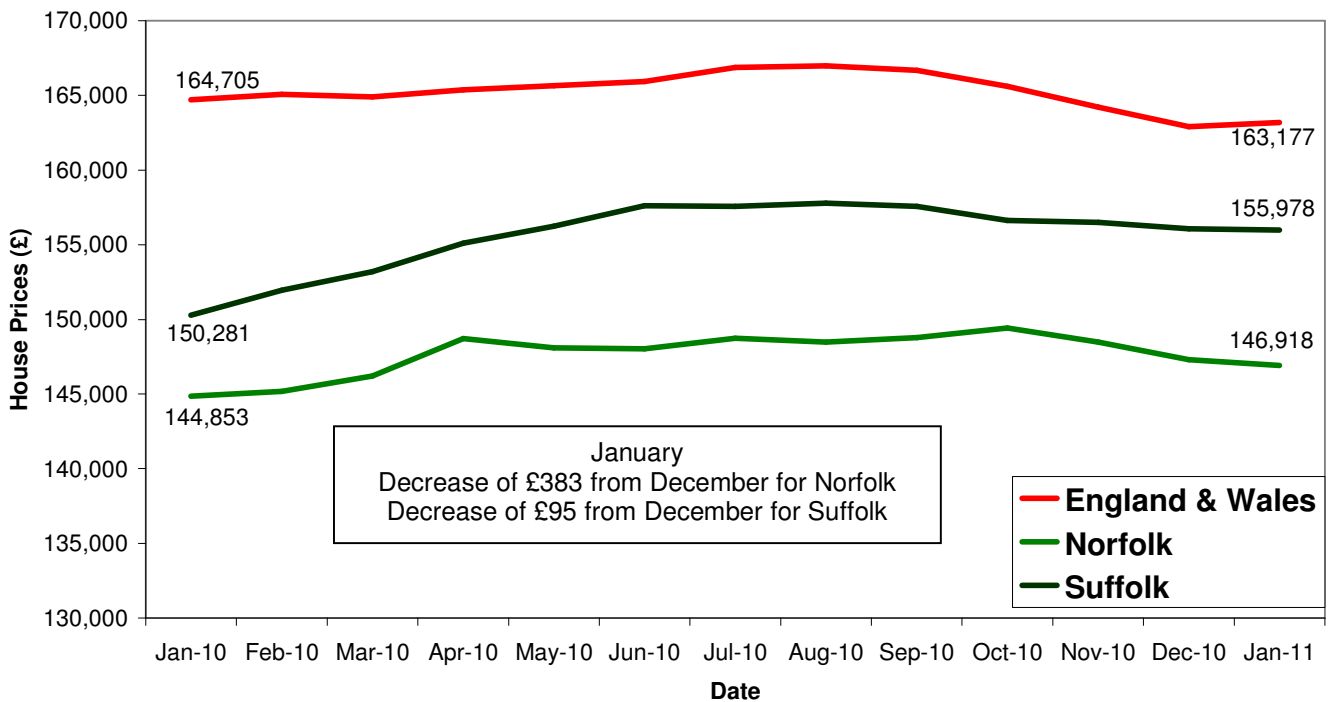
Housing

Key Facts

- **UK house prices decreased by 0.9% in February.** Prices in February were 2.8% lower than a year ago as measured by the average for the three months to February against the same period a year earlier. This is the biggest annual decline since October 2009.
- **Average House price £162, 657**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry