

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

The sub-regional economy has seen a second month of positive energy stories in the month when the energy minister visited the region. Enviroserve has trained new staff to keep up with demand for offshore servicing and Geneva based Noble Corporation, one of the world's largest offshore drilling contractors, has chosen Great Yarmouth's outer harbour as a location to refurbish its giant jack up gas rig boosting the local economy.

Further sectors performing well include tourism as Pontins has been bought securing 200 jobs with the new owner prepared to invest in the holiday resort and plans are underway to raise funds for the next Lowestoft Seafront Air Show. Two further businesses looking for growth include Claxton Engineering who have recently designed a new drilling tool and King of Shaves which was founded in Lowestoft launched a new razor.

The number of people claiming Job Seeker Allowance rose in Norfolk and Great Yarmouth overall by 10 percent and close to 10 percent respectively but remained the same in Waveney after falling very slightly in December.

There were no redundancies notified this month for Norfolk or Great Yarmouth.

Job vacancies were down on December's total for Norfolk with close to 50 percent in Great Yarmouth where as Suffolk saw a slight rise in total vacancies with Lowestoft seeing a rise of nearly 50 percent.

House prices fell in Norfolk and Suffolk in December according to the Land Registry but there may be signs of hope as the Halifax index rose by 0.8 percent this month.

## Conclusion

Positive news stories this month alongside statistics that are not so favourable in terms of a full recovery for the sub-region.

## Trading Climate & Confidence Levels

### Key Facts

Lots of stories around energy this month as the energy minister visited Lowestoft with electricity beginning to flow from the Greater Gabbard offshore windfarm, the outer harbour winning a contract worth £3m to the local economy and a new renewables company starting up help to partly offset the negative news that Lowestoft missed out on becoming a major base for manufacturing giant Siemens who build offshore wind turbines. Good news for the tourism industry as a buyer has been found for Pontins who want to restore the sites to their 'former glory' and are prepared to invest significantly in the business.

### Agriculture & Food Processing

Positive	Negative
J&H Bunn, Great Yarmouth – fertiliser producer - is set to begin a new chapter in its 195-year story in a planned acquisition by US giant Koch Fertilizer, with Koch planning to invest in and expand the network of fertiliser plants.	

### Energy

Positive	Negative
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.
Geneva based Noble Corporation, one of the world's largest offshore drilling contractors, has chosen Great Yarmouth's outer harbour as a location to refurbish its giant jack up gas rig. Local companies have been contracted for the refurbishment and it is understood these are worth £3m to the local economy. This does not include the associated business generated with hotels, taxis and other services as the rig has a crew of between 60 and 98 personnel.	
Enviroserve, Hemsby – offshore servicing company – has trained four new skippers due to a growth in demand for business and lack of outside training companies.	
Gaoh Energy, Lowestoft – new renewables consultancy – hope to turn over more than £10m in the next one to three years.	

### Engineering

Positive	Negative
Claxton Engineering Services, Great Yarmouth – offshore oil and gas – is aiming for further growth after developing a new drilling tool which could save clients millions of pounds. The company have spent nearly six months designing the hydraulic riser handling tool (RHT) which is used to lift risers, the pipes which connect oil and gas wells to rigs, into place.	
Survival Systems International (SSI), Great Yarmouth – specialise in servicing	

lifeboats – has secured new and repeat contracts at the end of 2010 worth £2m including work for worldwide clients.	
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### Environmental

Positive	Negative
Palmers Department Store, Great Yarmouth and Lowestoft – have completed a high-tech eco-friendly project which included a overhaul of lighting, refrigeration and boilers. The company hopes it will save £30,000 and 125 tonnes of carbon emissions at the two stores next year.	

### Manufacturing

Positive	Negative
	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.

### Tourism

Positive	Negative
Pontin's holiday camp, Lowestoft – saw 10 bids submitted to take it over with one being accepted by Cheshire-based Britannia Hotel Group, securing 200 jobs. Britannia want to restore the sites to their 'former glory' and are prepared to invest significantly in the business.	
The organisers of the Lowestoft Seafront Air Festival have launched a fundraising drive to help make the 2011 show a big success after suffering a \$30,000 loss last year.	

### Other

Positive	Negative
King of Shaves, founded in Lowestoft – men's grooming products – has launched a new razor, Azor 5, in Asda. It was launched the same day as Gillette new Fusion ProGlide but will be focusing on low-cost campaigns on social networking sites and is cheaper.	

### Other Information

Great Yarmouth Borough Council have warned that 18 jobs could be at risk under plans for major restructuring, including reducing the number of senior management posts.

### February Headlines

4NRG, Lowestoft – research and development firm – have created a tidal-energy harvester and flood barrier prototype

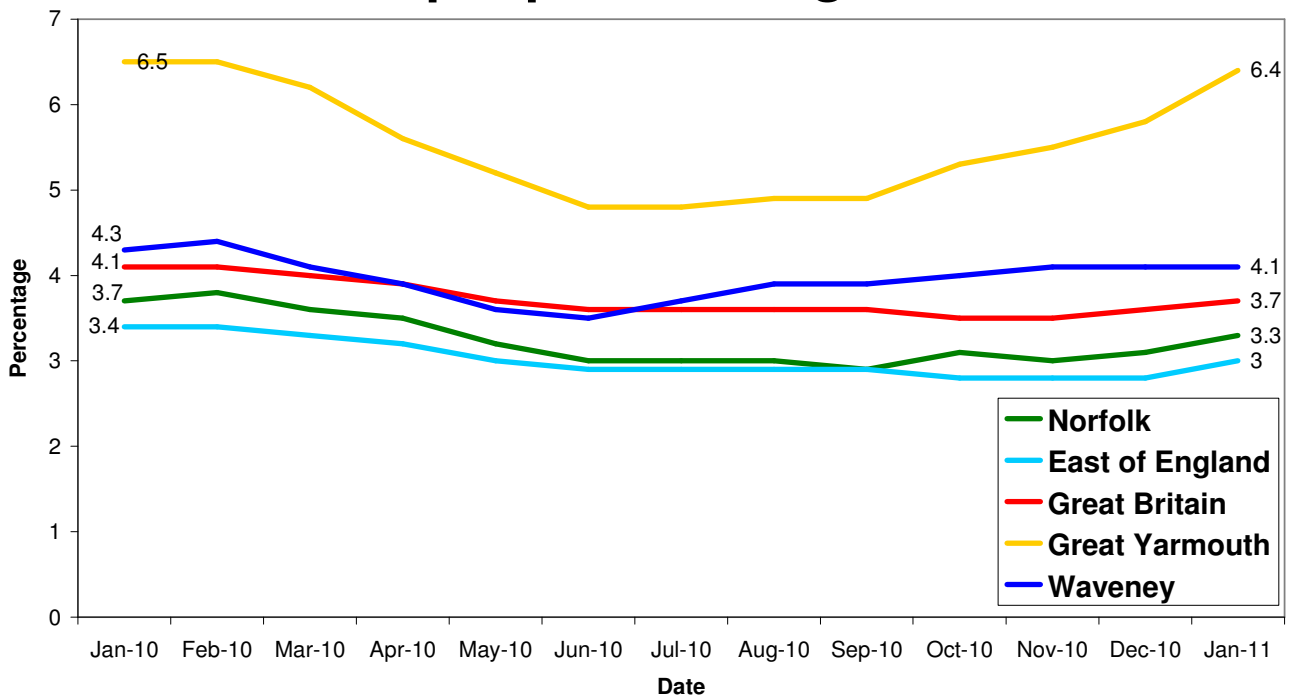
Pleasurewood Hills, near Lowestoft – has been bought by global private investment firm HIG Capital France and have announced major new investment in the tourist attraction.

### Unemployment

### Key Facts

- Norfolk JSA claimant count was 17,666 in January, up 1,672 or 10.29% since December 2010 but down by 715 on the year, a 3.89% decrease since January 2010.
- Great Yarmouth JSA claimant count was 3,799 in January, up 334 or 9.64% since December 2010 but down by 81 on the year, a 2.1% decrease since January 2010.
- Waveney JSA claimant count was 2,864 in January, the same as December 2010 but up by 233 on the year, a 8.86% increase since January 2010.

## 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	3,799	6.4	-81	-2.1%
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 January 2011 for Great Yarmouth. This accounts for 7.2 percent of the total notified to Norfolk Job Centre Plus. A 0.1% decrease from December.

Source: Job Centre Plus

### Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
6 <sup>th</sup> January	4	38 (36.89%)	38 (36.89%)	27 (incl 7 Future Jobs Fund positions at the Norfolk Wildlife Trust) (26.21%)
13 <sup>th</sup> January	7	45 (36.29%)	66 (53.23%)	13 (10.48%)
20 <sup>th</sup> January	4 and a 1/2	33 (28.95%)	65 (57.02%)	16 (14.04%)
27 <sup>th</sup> January	5	26 (22.41%)	77 (66.38%)	13 (11.21%)

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
7 <sup>th</sup> January	1	0	16 (84.21%)	3 (15.79%)
14 <sup>th</sup> January	No data			
21 <sup>st</sup> January	2/3 page	6 (42.86%)	8 (57.14%)	0
28 <sup>th</sup> January	1	4 (23.53%)	13 (76.47%)	0


2,708 jobs in Norfolk were notified to Job Centre Plus. Of these 64 percent were full time positions. Notified vacancies were down 27.71 percent from December's total.

- Great Yarmouth had 200, a drop of 22 percent since last year and a decrease of 51 percent from December.

3,214 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were up 2.42 percent from December's total.

- Lowestoft had 318 (of these 72.3 percent were full time positions), an increase of 89 percent since last year and a 44.97 percent increase from December.

	January 2010	January 2011
Agriculture, hunting and forestry	111	28
Manufacturing	95	91
Electricity, gas and water supply	7	76
Construction	75	82
Wholesale and retail trade	353	218
Hotels and restaurants	115	152
Transport, storage and communication	40	101
Financial intermediation	31	79
Real estate, renting and business activities	1,089	1,097
Public administration/defence/compulsory social security	299	176
Education	85	39
Health and social work	400	288
Other community, social and personal service activities	100	183
Column Total	<b>2,800</b>	<b>2,610</b>

 Industry sectors with falls in job vacancies

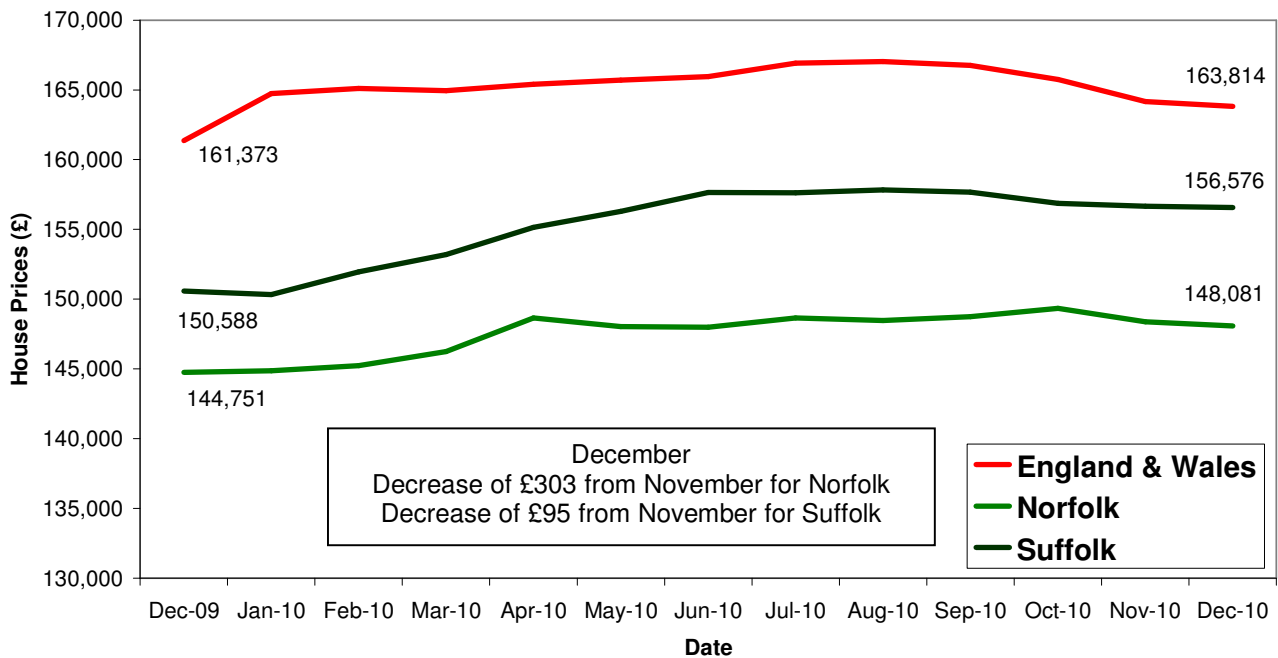
Housing

**Key Facts**

- UK house prices increased by 0.8% in January.** The latest RICS survey, for example, reported a decline in new seller instructions for the third successive month in December. A continuation of this trend would help to reduce the imbalance between demand and supply and support house prices.
- Average House price £164,173**

*Source: Halifax House Price Index*

## House Price Trends



*Source: Land Registry*