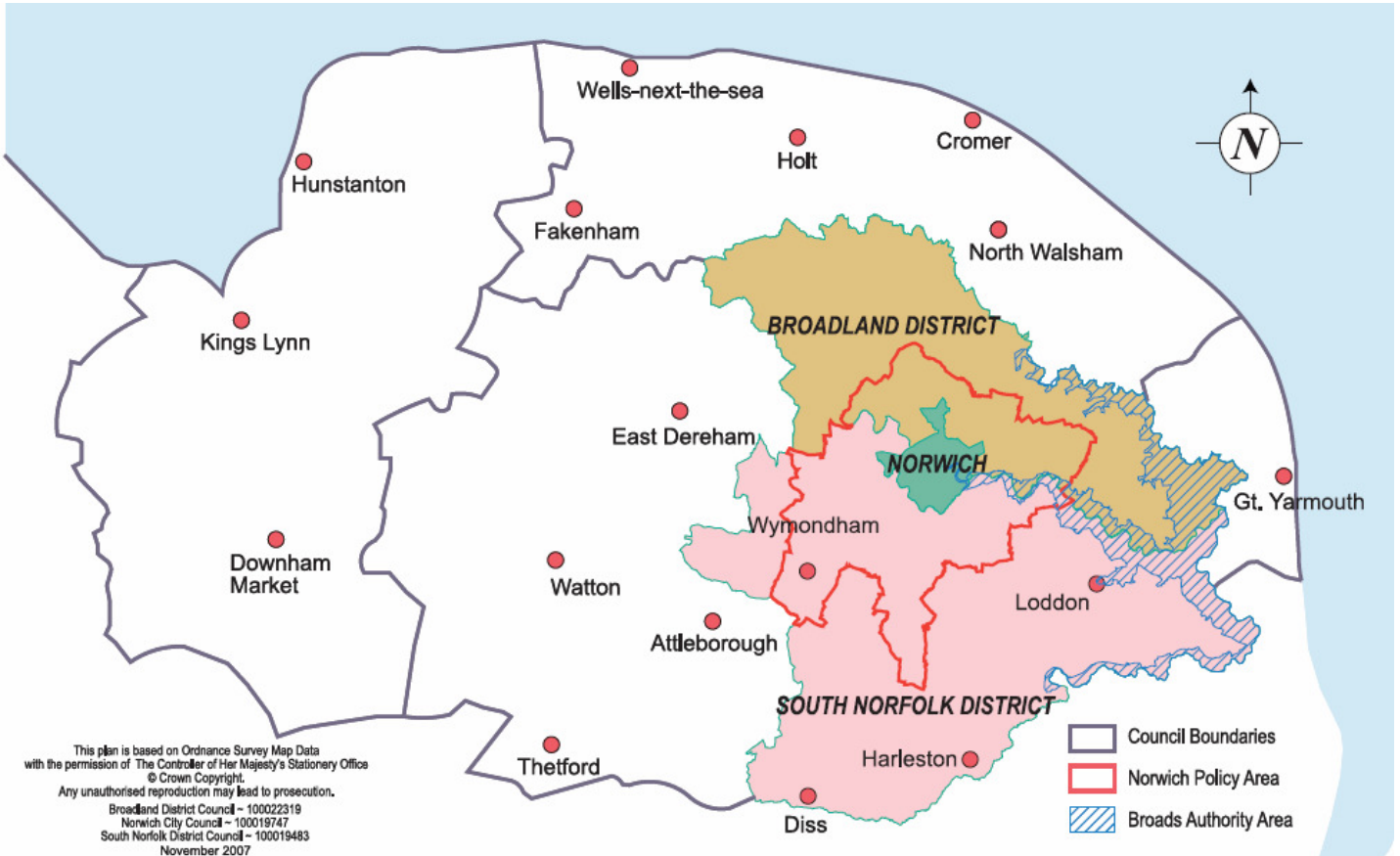


## Greater Norwich June 2010



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 ↑

Continued signs of recovery in the Greater Norwich economy have continued through June, with business confidence at its highest level since the start of the recession.

Across most sectors, positive news stories outnumber negative news stories by a significant margin.

Sectors such as food processing, creative, engineering and tourism continue to perform well.

There also seems to have been a significant improvement in the performance of financial and professional services businesses, a sector badly hit by the downturn.

And environmental services businesses have also recorded a strong month.

However construction businesses are continuing to struggle, one sector which is continuing to experience real stress.

The better news is reflected in the unemployment statistics, with the number claiming Jobseekers Allowance in Norfolk continuing to fall.

The Norfolk claimant count fell faster (0.3pc) than in the East of England and GB (0.1pc both).

The claimant count in Norfolk is now at the same level it was in January 2009.

For Norwich, after a peak two months ago, the count is at the same level it was in March 2009.

Redundancy notifications fell to 101 in June, from 462 in May, showing the fluctuating nature of monthly statistics.

Sectors worst hit this month were retail and the public sector.

We would anticipate that the claimant count will continue to decline over the summer, with the help of seasonal employment.

However we are expecting to see a significant increase over the autumn as the impact of public sector cuts starts to impact.

House prices in Norfolk rose very slightly in May, but we would anticipate prices remaining flat or declining over the remainder of the year.

## Conclusion

Positive signs from the private sector with businesses in a broad range of sectors reporting positive news, with new contracts, investment and a return to growth.

However public sector job cuts and budget reductions are sure to have a negative impact on this during the autumn.

## Trading Climate & Confidence Levels

**Key Facts** A lot of positive news this month – across a wide range of sectors. Examples include financial and professional services, with a raft of positive developments, for example Steeles Law in Norwich chosen to provide legal services to engineering company Cosworth. Expansion. Other examples: Panel Graphic in Loddon is doubling in staff numbers after winning a major contract and Simply Halal could create 300 jobs if its meat production plans take off.

### Agriculture & Food Processing Greater Norwich

Positive	Negative
Simply Halal, south Norfolk - up to 300 jobs could be created as proposals to form one of the largest halal meat production operations in Europe take shape.	
Woodforde brewery, which last month launched a special brew called Game On has already seen more than double the expected amount sold – 46,000 pints.	
Food production in the Broads is worth £150m to the region's economy, the National Farmers' Union has calculated in a report 'Why Farming Matters to the Broads'.	

### Other Areas

Positive	Negative
Cranswick, Watton – pork products supplier behind the former Bowes of Norfolk firm has seen pork production boosted by 50 percent in just over a year since the take over	
Cobb Breeding, Bawdeswell have been given the go-ahead to modernise their chicken farm by building six replacement breeding houses, capable of holding 36,000 birds.	

### Construction

#### Norwich

Positive	Negative
May Gurney's waste services division has secured £60m worth of new contracts with North Yorkshire County Council and West Oxfordshire District Council	City Living Developments (Norwich), City Living Homes and Anglia Projects & Developments have gone into administration after encountering financial difficulties. This announcement casts doubt over the future of the £120m redevelopment of St Anne's Wharf.
Morgan Ashurst has been merged with sister company infrastructure firm Morgan East to create Morgan Sindall. Key projects for the Norwich office include a 34.2m contract to refurbish and alter the IFR2 building for the	

Institute of Food Research among others	
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**Creative  
Norfolk**

Positive	Negative
Arts Council England has lessened the blow of funding cuts for some arts organisations across the county by digging into its coffers.	

**Greater Norwich**

Positive	Negative
It has been announced that the musical Hairspray will be coming to the Norwich Theatre Royal as part of the autumn and winter line-up	
Archant, Norwich has launched a new newspaper in Cambridge- Cambridge First which also has its own website. The company has also bought KOS Media Publishing, a Kent newspaper, following a restructuring of KOS Media's holding company. Archant has had a minority interest in KOS since 2005.	
Artisans UK, online business selling hand-made home furnishings and gifts. Set up by a Norfolk mother inspired by fears over her daughter's future after university. The aim is to create a business that puts designers, artists and craftspeople in contact with a wider buying public than they might manage on their own	
KM Marketing and Development, Burgh Apton – marketing firm has formed a partnership with Harrow Council to develop childcare publications for other local authorities across the UK, accounting for 50 percent of their work. The firm employs two people turning over £300,000 to £400,000.	

**Energy  
Greater Norwich**

Positive	Negative
Nio Petroleum, Norwich – new oil exploration company has been awarded exploration rights at two sites in Malaysia in partnership with the Malaysian nationalised oil firm Petronas and Swedish firm Lundin.	
Media and Crisis Management (M&CM), Norwich – crisis management business - has seen business grow by 15-20 percent over the past three years after expansion in the offshore renewables industry	

**Other Areas**

Positive	Negative
The first foundation for the Sheringham Shoal offshore wind farm has been installed on the site	

**Engineering  
Greater Norwich**

Positive	Negative
Heatstream Hot Water Systems, Norwich - launching a range of innovative ultra-efficient hot water and heating products which can significantly reduce the running costs of both domestic & commercial hot water systems can either be retro-fitted or incorporated into new build projects. Up to 50% savings can be achieved when compared like for like with standard water & heating systems.	
A £2.4m extension at Hethel Engineering Centre has taken a step forward after five new tenants were unveiled: <ul style="list-style-type: none"> <li>• Active Technologies, Haas Automation which are at Hethel already but require more space</li> <li>• Ansible Motion – simulators for professional motorsport teams</li> <li>• Proeon Systems – engineering consultancy in oil and gas</li> <li>• Vulcanic UK – designs and sells electric heaters for use in hazardous environments</li> </ul>	
Gatherer Partnership, Hethel Engineering Centre – develops pioneering medical technology to help sports starts train and recover from injury has been set up.	

**Other Areas**

Positive	Negative
Porvair, King's Lynn – filters for industry and aircraft – revenue growth in first six months expected to exceed 10 percent reflecting a strong recovery in metals filtration and continued growth in most of the micro-filtration markets	
A business breakfast was held to create awareness in the business community of a new £800,000 training centre planned for Fakenham which will be used for vocational training, adult education and community use and will meet a rising demand for engineering diplomas among teenagers. A total of £400,000 has been provided by central government and £373,000 from EEDA. It is due to open in early October.	

**Environmental  
Greater Norwich**

Positive	Negative
Future Biogas are to start work on building a pioneering anaerobic digestion plant in Taverham which will use maize to generate “green electricity” for more than 3,000 homes. It will be the first plant of its kind in the Norwich area.	
Norfolk Car Clubs set to expand to a third Norfolk location, Aylsham, in September with hopes of becoming county-wide within five years. The firm has four cars in Reepham and Norwich which can be rented for 30 minutes to a week by individuals, families and businesses.	
Ladbrook Engineering, North Walsham – is helping to design and produce the little Smasher, a glass smashing machine to help pubs and restaurants recycle glass bottles more efficiently.	
P1 Technology Partners has created Fleet Metrik software to help improve fuel consumption for businesses. The technology provides drivers and fleet managers with real time information on vehicles and can cut fuel consumption by encouraging them to drive more efficiently. Results have seen fuel consumption improve by almost 10% and saved £177,000 during a real world trial.	
Office2office – have launched photocopier paper that can be recycled over and over again and used repeatedly by the same firm after treatment. The product 100pc Recycled Closed Loop Paper would be taken away as shredded paper, recycled and then used again endlessly.	

**Other Areas**

Positive	Negative
A £1m waste recycling centre in Dereham has been given the go ahead by county councillors. The centre would deal with 6,000 tonnes of waste per year.	

**Financial & Professional  
Greater Norwich**

Positive	Negative
Steeles Law, Norwich has been chosen to provide core legal services to global engineering company Cosworth, which is currently supplying engines for Norfolk's Lotus F1 Racing 2010 cars	
Anglia Healthcare – broker private health	

insurance has grown to deal with £1m in premiums after fewer than three years' trading	
Rogers & Norton solicitors in Norwich have been instructed by global firm Oceanteam II BV. The firm charters large offshore construction support vessels and fast support vessels throughout the world and is currently in a dispute valued at between £1.7m and £2.5m.	
TaxAssist Accountants, Norwich won the gold award in the 2010 British Franchise Association HSBC Franchiser of the Year Awards, beating Domino's Pizza and McDonalds.	
Arnolds, Norwich – estate agency – has moved to larger offices as it looks to expand some services and widening its geographic spread within a 30 mile radius of Norwich for residential services, but further afield for commercial and surveying work.	
Norfolk IT Recruitment, Brundall – specialises in placing IT staff with Norfolk firms – is recruiting more staff after being bought out by a member of staff and a new investor.	
Knowlden Titlow Insurance Brokers (KTIB), Norwich – is looking to double the size of the business in the next five years	
GCB Agency Recruitment, Norwich – independent recruitment firm for the estate agency and recruitment industries has been formed.	
NPS Group, property consultants, has reorganised its UK-wide business by splitting it into four regions and appointing regional directors due to rapid growth and impending public sector funding cuts.	

## Manufacturing Greater Norwich

Positive	Negative
Polyprint Mailing Films, Rackheath – has invested in an flexographic press to both expand its capacity and give it more flexibility in turnaround times after seeing a growing demand for polythene film wrapping for magazines and the mailing industry. The firm turns over £7.2m a year with 58 staff.	
Heattend Products, Norwich – has won sole agency rights to sell Ducasa electric heaters and programmers across the country.	
Panel Graphic Ltd, Loddon – is set to double its staff and turnover after winning a huge contract with Irish firm Realview to make thousands of new 3D screens hat allow TV viewers, cinemagoers and gamers to watch without needing special eyewear.	

### Other Areas

Positive	Negative
TekPro, North Walsham – supply agricultural industry with testing equipment is hoping to break into the US market after seeing an increase in enquiries. Currently UK sales and export are split about 65 percent to 35 percent.	
The Dove Company, Dereham – has supplied panels for some of the world's most famous sports cars including Lotus, Jaguar, Subaru and MG – has diversified into luxury chicken coops following a downturn in trade.	
Palm Paper, King's Lynn – has officially opened and is at a production level they expected to reach in December 2010. The company donated around £35,000 to eight local charities with the money it raised by finishing three weeks ahead of schedule.	

### Retail Norfolk

Positive	Negative
New branch of photographic developing chain Snappy Snaps is opening as a franchise in Norwich	

### Greater Norwich

Positive	Negative
Bennetts electrical retail group has set up a new tax-free "express" branch at Norwich International Airport.	
Toyz and Gamez, Norwich – new toy store opening in the city	

### Tourism Norfolk

Positive	Negative
EDP Larking Gowen Tourism Business Survey results: <ul style="list-style-type: none"> <li>60% of businesses said turnover had risen in the past 12 months</li> <li>Further 50% said they remained confident that business would continue to grow this year</li> <li>Nearly 80% said they had increased the amount of money they had invested in their business in 2009</li> </ul>	EDP Larking Gowen Tourism Business Survey results: <ul style="list-style-type: none"> <li>More than 70% said they were unlikely to recruit, with staffing expected to stay the same in the next 12 months</li> </ul>

### Greater Norwich

Positive	Negative
Norwich has ranked 10 <sup>th</sup> in an annual survey of the UK's retail destinations with expenditure of £1,180m.	

Langley Abbey, Loddon has undergone a £500,000 restoration project and is now a new tourist attraction	
SoulPad, Northwold – camping company selling canvas tents have seen a boost in sales since the recession hit in 2008 as staycationers and campers are wanting a touch of luxury in their tents	
Lifestyle Living Group, Peterborough, has announced plans to invest £10m into Haveringland Hall Country Park in Cawston. The company purchased the country park for £3.5m.	

#### Other Areas

Positive	Negative
Duke's Head, King's Lynn - has been sold after its previous owner Elizabeth Hotels chain went into administration in December 2009.	

#### Other Greater Norwich

Positive	Negative
Hugh Crane Cleaning Equipment, Acle – is hoping to target breweries in Holland and Germany after developing a cask cleaner for the growing number of small and micro breweries in the UK.	
Midwich, Diss – IT and audiovisual equipment distributor – now has a French trading arm after purchasing French distributor SIDEV which has bases in Paris and Lyon	
Norse Group, commercial services firm has announced new and retained contracts worth about £253,000 including new minibus and coach routes. The firm has also invested £20,000 in specialist new equipment to help ensure the cleanliness of Norwich's multi-storey car parks.	
Samurai Sportswear, Long Stratton – design and source rugby kids and leisurewear for more than 2,000 clubs across East Anglia - has signed several overseas distribution deals in Australia, New Zealand, Italy and most recently Japan. Turnover is about £4.5m.	
Blastgreen, Seething – street and wall cleaning to local authorities – is hoping that work with the Broads Authority to help reduce pollution around boat yards will open up new business for a hull cleaner and lagoon system it has created. The firm is also hoping to expand its market serving offshore industries and expand its exports.	
Leisure Target, Wymondham – leaflet and	

brochure distribution firm – has been bought by its larger rival Take One Media which will mean the firm can be taken on to another level in what have been challenging times. The name and staff will remain the same.	
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#### Other Areas

Positive	Negative
Stulee, Dereham – general and industrial cleaning firm has launched and created 17 full time jobs with 70 people on the books	
Up to 60 new jobs will be created as a multi-million pound specialist care home is built on part of the former RAF Watton air base. Priory Group, an independent provider of mental health care plans to open the centre in September.	

#### Other Information

##### The Budget at a glance

- National Insurance threshold rises by £21 next year
- National Insurance incentives to companies starting businesses outside London, the South East and Eastern region (therefore excludes Norfolk)
- Planned tax relief for the video games industry cancelled
- Green investment bank planned and investment in digital infrastructure
- Planned landline duty to be abolished and private broadband expansion to be encouraged
- VAT to rise to 20percent from January 4
- The 10 percent capital gains tax rate for entrepreneurs extended to the first £5m of lifetime gain

##### Norfolk

The new coalition government has set out £1.2bn on cuts in local government funding with Norwich City Council and Great Yarmouth Borough Council among the hardest hit councils in the country.

Norfolk County Council will see its money slashed by just over £10m, with around £4m of that coming from money to support schools and its leader said cuts to services were likely.

##### Revenue grant allocations

District	Monetary Cut	Percentage Cut Equivalent
Breckland	£64,000	0.6
Broadland	No reduction	
Great Yarmouth	£308,000	2
King's Lynn & West Norfolk	£48,000	0.3
North Norfolk	No reduction	

Norwich	£355,000	2
South Norfolk	No reduction	

### Greater Norwich

Broadland District Council's planning committee have refused a bid to build a new business park in Rackheath. The £4m scheme would have created more than 125 jobs with buildings powered by wind turbines and underground heating and be a leading example of how to create green office space. The planning committee said the development should be reconsidered once a masterplan is produced later this year setting out where houses and jobs should be.

Plans for a £600,000 "eco education centre" to be built at Rackheath Industrial Estate have been approved. The centre will cost £400,000 to build and a further £200,000 to run for three years. The centre is thought to be the first of its kind in East Anglia.

SaxonAir is planning a £6m business aviation centre for Norwich International Airport which could lead to new jobs. The planned three-storey building will bring together all SaxonAir's operations at the airport. The ground floor will have a passenger reception area and VIP passenger lounge for SaxonAir's own private jet fleet, which can also cater for other private and business aviation flights into the airport. The first floor will provide SaxonAir will be offices and the second floor will likely be leased. If planning permission is granted the centre would be up and running by the end of March 2011.

### Other Areas

Development plans to convert a cluster of redundant farm buildings into a residential eco-education centre at West Lexham, near Swaffham, which would create new jobs and facilities, were approved by Breckland planners subject to conditions.

King's Lynn councillors have granted Sainsbury's permission to build a new flagship store on the Hardwick roundabout over Tesco. The scheme will create 500 jobs and safeguard jobs at the Penguin site if the government approves it.

More than 40 jobs could go at the College of West Anglia to cope with government spending cuts and a £21m maintenance bill. Both teaching and non-teaching jobs are under threat at campuses in King's Lynn, Wisbech, Downham Market and Milton, near Cambridge. However, the proposals could include the creation of 21 new posts across all three campuses.

### July Headlines

Hain Frozen Foods factory, Fakenham – workforce has increased from 170 to 225 in the last six months and gross sales have increased by 43 percent from £14m to 320m.

WilliamMorfoot, near Dereham – has just completed a contract to lay 20km of underground drainage pipes in the fields of Costa Collida in south east Spain after high levels of rainfall, its first overseas project.

Swains, Hunstanton – telecoms company – is set to move to new offices in Dersingham after outgrowing its premises following rapid growth

Cooper Roller Bearings, King's Lynn – has secured a £256,000 government grant to help drive the development of the next generation of offshore wind technology.

Oaklaire, Cawston – vacuum formed trays, specialising in those for luxury chocolates – has invested in a £65,000 German built fully automated Illig machine, set to boost output by 50 percent this year

## Unemployment

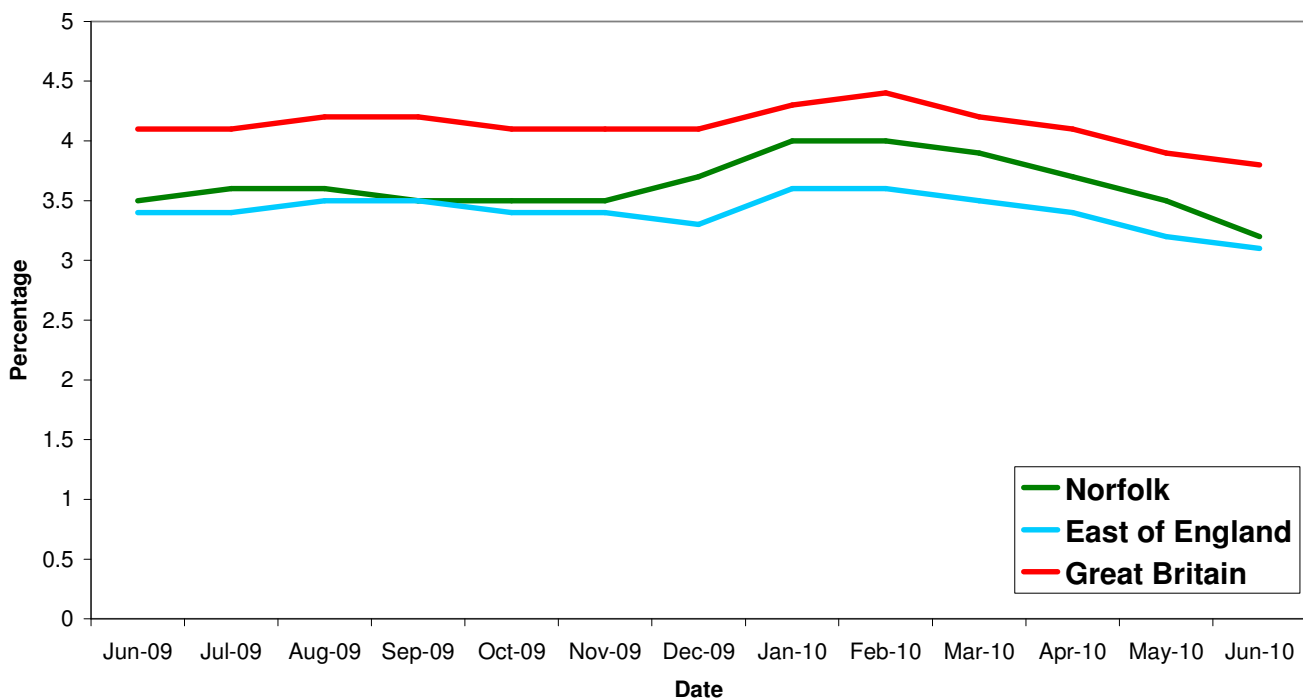
### Key Facts

Norfolk JSA claimant count was 16,140 in June, down 1,082 or 6.28% since May 2010 and down by 1,352 on the year, a 7.7% decrease since June 2009.

Broadland, Norwich and South Norfolk all saw their claimant count fall by 0.1% this month from May 2010.

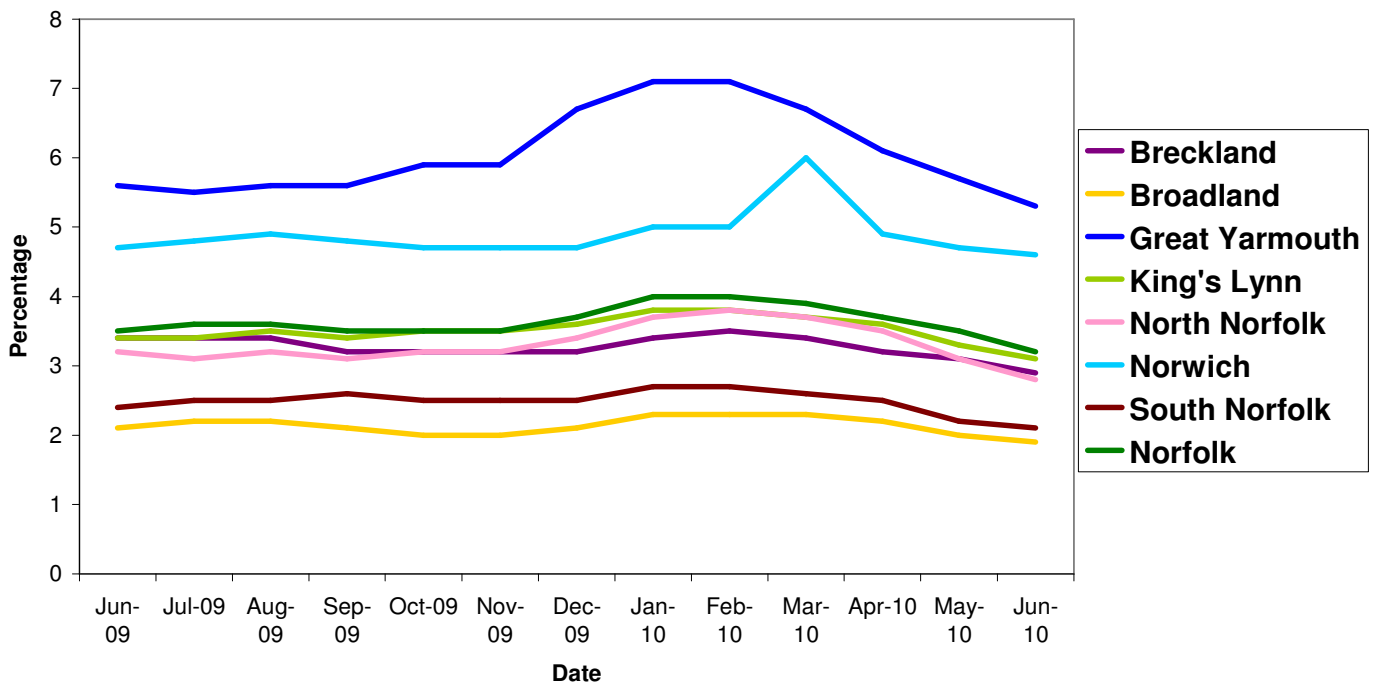
Source: Nomis, Official Labour Market Statistics

## All people claiming JSA



Norfolk claimant count continues to fall and this month it fell faster (0.3%) than in the East of England and Great Britain (0.1% in both). The claimant count in Norfolk is now at the same level as it was in January 2009 when the count first reached above 3percent since the 'credit crunch' hit.

## All people claiming JSA



Source: Job Centre Plus

Breckland and South Norfolk districts continue to have low claimant rates compared to the rest of the county. After a sharp peak of 6% in March, Norwich is now at 4.6%, the second highest in the county, back to the same level as March 2009.

Area	Count	%age of working age population	Change in count year on year	%age change in count year on year
Norfolk	16,140	3.2	-1,352	-7.7%
Breckland	2,234	2.9	-352	-13.6%
Broadland	1,330	1.9	-206	-13.4%
Great Yarmouth	2,870	5.3	-158	-5.2%
King's Lynn & West Norfolk	2,530	3.1	-248	-8.9%
North Norfolk	1,515	2.8	-195	-11.4%
Norwich	4,219	4.6	-6	-0.1%
South Norfolk	1,442	2.1	-187	-11.5%

Source: Job Centre Plus

6,559 claimants in June 2010 were from the Norwich Job Centre Plus office, a 4 percent fall from 2009, a decrease of 5.48 percent since May 2010.

## Redundancies

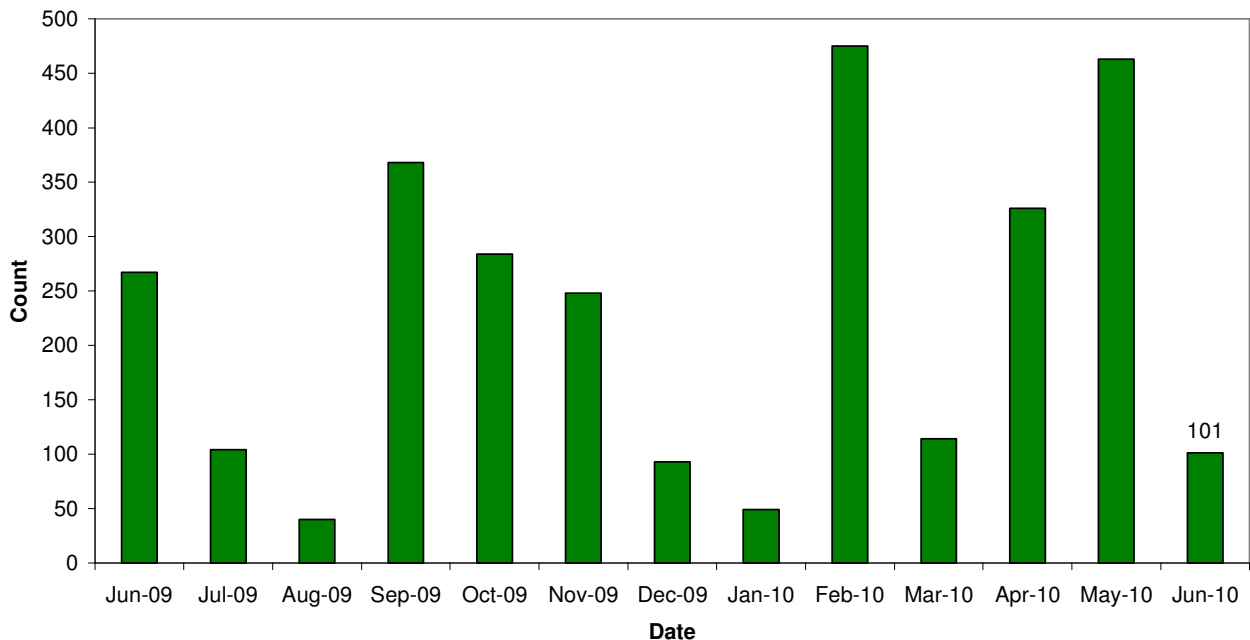
### Key Facts

**There have been 7,826 redundancies notified to Job Centre Plus between July 2008 and 30 June 2010, with an increase of 1.3% since May 2010. Of these 52.5% have been in Norwich, 2.5% in Broadland and 2.5% in South Norfolk.**

**Sectors particularly hit this month include retail (40) and public sector (61)**

*Source: Job Centre Plus*

## Norfolk redundancy notifications



Redundancies have fallen sharply from 462 in May to 101 this month, with most jobs this month being in the public sector with government spending cuts. Losses in public sector are likely to continue in the coming months as the government looks to reorganise departments and local councils look to save money.

## Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
3 <sup>rd</sup> June 2010	5	56 (29.17%)	116 (60 temp) (60.42%)	20 (10.42%)
10 <sup>th</sup> June 2010	7	35 (4.24%)	104 (10 temp) (63.03%)	26 (15.76%)
17 <sup>th</sup> June 2010	9	64 (26.02%)	156 (25 temp) (63.41%)	26 (10.57%)
24 <sup>th</sup> June 2010	6	58 (42.03%)	62 (44.93%)	18 (13.04%)

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


## Job Vacancies

3,843 jobs in Norfolk were notified to Job Centre Plus. Of these 70 percent were full time positions. Notified vacancies were down 21.1 percent from May's total.

In terms of district vacancy notifications:

- Broadland had 360, a drop of 25 percent since last year and a 36 percent increase from May.
- Norwich had 1,534, an increase of 101 percent since last year but a 21 percent decrease from May.
- South Norfolk had 244, an decrease of 33 percent since last year and a 48 percent decrease from May

Industry	Norfolk	
	June 09	June 10
Agriculture, hunting and forestry	19	26
Manufacturing	123	157
Electricity, gas and water supply	5	86
Construction	304	119
Wholesale and retail trade	343	477
Hotels and restaurants	231	308
Transport, storage and communication	94	45
Financial intermediation	18	81
Real estate, renting and business activities	1,500	1,629
Public administration/defence/compulsory social security	98	95
Education	82	90
Health and social work	429	274
Other community, social and personal service activities	127	453
Column Total	<b>3,373</b>	<b>3,840</b>

 Industry sectors with falls in job vacancies

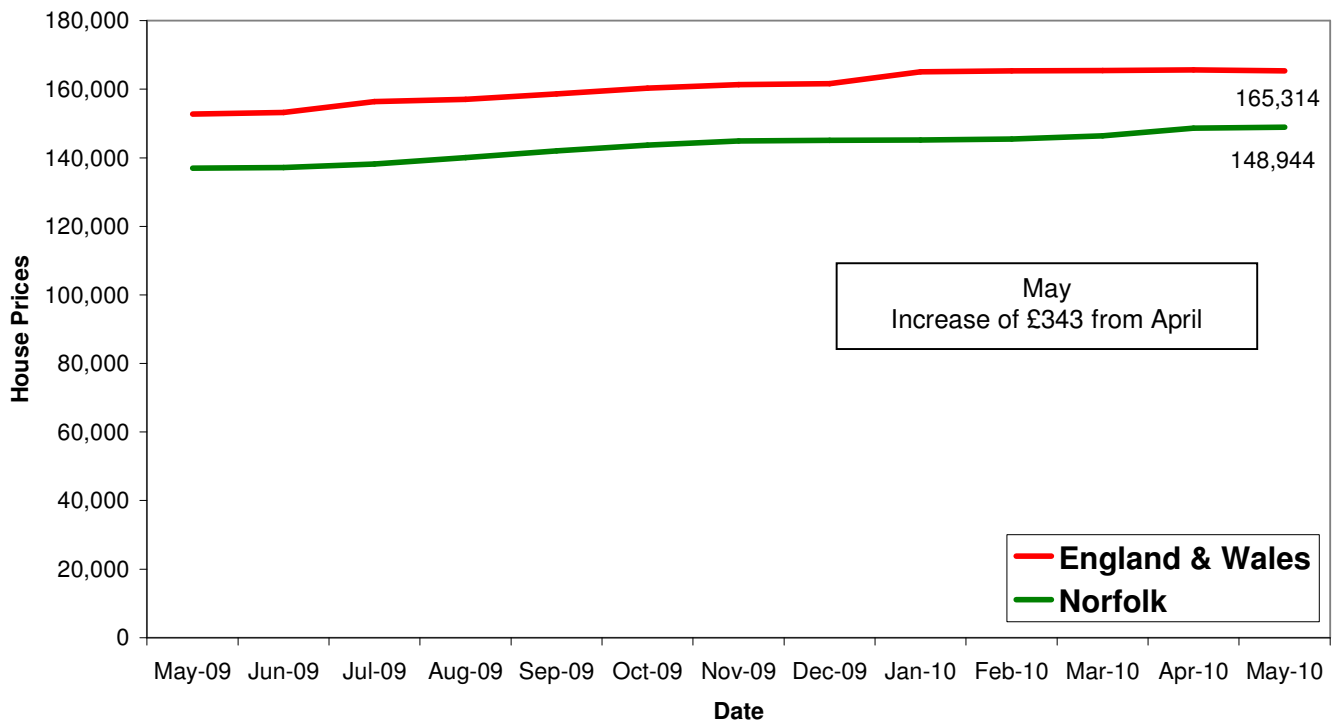
## Housing

### Key Facts

- UK house prices decreased by 0.6% in June.** This is the third consecutive month which has seen a decrease in prices. A shortage of properties for sale in 2009 contributed to an imbalance between supply and demand and was a key factor driving up house prices last year. An increase in the number of properties available for sale in recent months has helped to reduce the imbalance, relieving the upward pressure on prices.
- Average House price £166, 203**

Source: Halifax House Price Index

## House Price Trends



Source: Land Registry

A £100m project for more than 400 homes in Norwich and plans for the first council homes to be built in the city for nearly two decades have been put on ice because of the government's ongoing spending review.

Previous government housing targets of 37,000 new homes built in Norfolk could be scrapped under the new coalition. The regional planning blueprints would be abolished and decision making on housing and planning would be returned to local councils.