

Great Yarmouth and Waveney August 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 ↑ month on month ↓ year on year in Great Yarmouth, Waveney

Redundancies ↑

Notified vacancies to Job Centre Plus ↑

House Prices ↑

Mostly positive

Most sectors of the sub-regional economy are reporting positive growth, particularly in energy, engineering and manufacturing.

The sale of SLP to Zefier UK has secured the future of a key business in the sub-region, with its important supply chain, and brought the prospect of future employment for some of those made redundant by the business.

Positive news from 3sun in Gorleston, which has taken a stake in a wind energy business Dawson Energy.

Adnams has seen fall in sales and profits – although better than industry trends – indicating consumers are maintaining their reluctance to spend.

Positive news from Digital Phone Company, which looks to be expanding again through a deal with retailer Bennetts.

Generally tourism is looking positive, with bookings and expenditure by visitors up on last year in many cases.

Waveney based housing business Persimmon Anglia has bucked the downturn in the construction industry recording rising sales.

However the unemployment numbers rose last month in both Great Yarmouth and Waveney, a trend that is likely to continue into the autumn and winter as the impact of public sector cuts starts to bite.

Vacancy levels were significantly higher in Great Yarmouth, month on month, but lower in Waveney.

Conclusion

A positive month for the key sectors in the sub-regional economy. However the private sector recovery is still patchy, and the rise in the numbers receiving Job seekers allowance is an indication that unemployment will start to rise later this year.

Trading Climate & Confidence Levels

Key Facts

August has been a positive month in Great Yarmouth and Waveney with new lines and markets at Adnams and St Peter's Brewery, Norfolk Capacitors Limited moving offices with the creation of 64 jobs and the Lowestoft air-show taking place

Agriculture & Food Processing

Positive	Negative
Adnams, Southwold – brewer – has created a new sparkling beer to mark 350 years of brewing at Southwold.	Adnams have reported a dip in profits from £882,000 for the same period last year to £641,000 in the first six months to June 30 this year. Beer volumes were down 6.8percent compared to an industry wide drop of 9.1 percent, but sales in Adnams' owned pubs increased by 6 percent.
St Peter's Brewery, Waveney - has found a new and lucrative market in Mexico, where drinkers have taken a liking to two of its bottled stouts, Cream Stout and Honey Porter. St Peter's ships a container load of the two ales to Mexico every month, totalling 15,000 pints. Thanks to the surge in uptake of the ales, Mexico now stands at number six in the brewery's 28 export markets, with the US at number one.	
A discovery of a crab fishery off the coast of Southwold has allowed some fishermen to keep their jobs. A ban on landing sole and skate earlier this summer had led fishing crews to diversify.	
The Marine Management Organisation has secured extra North Sea sole quota from the Netherlands and Germany so that fishing for sole can start again on September 1. However while welcomed, there are warnings it won't be enough to protect small businesses in the future.	

Creative

Positive	Negative
A Great Yarmouth entrepreneur has brought from America a novel eco-development to his crafts complex in the city. Using a process known as "slumping", waste glass bottles are part-melted into flat cutting boards for cheese or fruit, or dishes for culinary or other purposes.	

Construction

Positive	Negative
Persimmon, parent company of Lowestoft-based firm Persimmon Homes Anglia has seen a 27 percent increase in turnover in the first	

half of the year. The company sold 4,657 homes in the six months to June 30 – up 16 percent on the same period of 2009.

Digital

Positive	Negative
Great Yarmouth Borough Council has signed a deal that will lead to £1m of savings and improvements in the computer services. The deal will see Norfolk County Council managing the computer services at GYBC, with the savings being re-invested into the ICT systems.	
Digital Phone Company, Great Yarmouth – have formed a partnership with Bennetts Electrical to open concessions in several of their stores.	

Energy

Positive	Negative
The East of England is on the shortlists of sites of two major manufacturers for wind turbines.	

Engineering

Positive	Negative
SLP Engineering, Lowestoft – has been sold to Zefier UK III, a subsidiary of Holland-based renewable energy firm Smulders and is now looking for new work.	
3sun, Great Yarmouth – offshore engineering – has taken a 75 percent shareholding in Scottish firm Dawson Energy, one of the country's major providers of technicians to install and service wind turbines. It will bring Dawson's 70 full-time staff into the 3sun group and the company is considering further acquisitions.	

Manufacturing

Positive	Negative
Geoacoustics, Great Yarmouth – produce scanners which are currently helping to map an ancient city, coral reefs, harbours and oil and gas production sites in seas across the globe. It is proving profitable with turnover rising from an average of £350,000 per month to £400,000 and has taken on more staff to meet demand.	
Norfolk Capacitors Limited, Great Yarmouth – electronics company - are hoping to move to Gorleston Beacon Park which would bring 64 jobs, increasing to a possible 110 in the future	

Tourism

Positive	Negative
St Georges Park – Great Yarmouth. The park has been awarded with the Green Flag award, meeting a set of criteria concerning its maintenance, health and safety and security after the park has been regenerated with £2million.	Pontins, Hemsby – plans for a multi-million pound homes development, with special domes providing all-year camping on the former Pontin's site have fallen through due to the high cost of the land.
The two-day Lowestoft air-show has taken place with estimates of 16,000 people attending each day.	Organisers have postponed making a decision about whether the Lowestoft air-show will take place in 2011 after bad weather, and subsequent lower attendance, caused a drop of nearly £35,000 in donations from last year.

Norfolk Tourism and VisitNorwich have set out their list of demands after David Cameron promised to give the county's £2.5bn tourism industry the backing it deserved.	
Comedian Jim Davidson has demanded the government subsidise Great Yarmouth to keep it going as a top tourist destination.	
The Atlantis Arena in Marine Parade, Great Yarmouth is hoping to open a new arcade with over 40 machines.	
Palatial Leisure, Great Yarmouth – casino – has launched a live online roulette, meaning players can now join in from anywhere around the globe	
Vauxhall Holiday Park, Great Yarmouth – has seen a 15 percent increase in bookings over the peak summer period. However there has been a strong increase in late bookings creating new issues.	
Hoseasons, Lowestoft – self catering holiday experts – is to retain its name following its £51m acquisition in February by the United States group Wyndham Worldwide.	

Other

Positive	Negative
Pentagon Freight Services, Great Yarmouth – branch of global freight company – has relocated to larger premises in Gorleston to help the business expand across East Anglia	Great Yarmouth – Coopers Ironmongery. One of Great Yarmouth's oldest companies is closing due to a drop in profitability, the 8 staff will now move to another store in Harfreys Industrial Estate

Other Information

1st East – urban regeneration company set up to regenerate contaminated and flood-prone sites in Great Yarmouth and Lowestoft – is facing uncertainty through funding cuts in the new financial year. 1st East will lose £500,000 from its £800,000 budget. It is understood discussions are taking place with its other funders over whether 1st East will still have a future, and, if so, in what form.

September Headlines

Pipeline Nitrogen Services (PNS), Holland – pipeline related services in the oil and gas sector – has unveiled plans to invest up to £15m in a new operation in Great Yarmouth which could create 60 jobs.

Spirafix, Halesworth – ground anchors – has won a contract to supply anchors for horse-riding events during the 2012 Olympics.

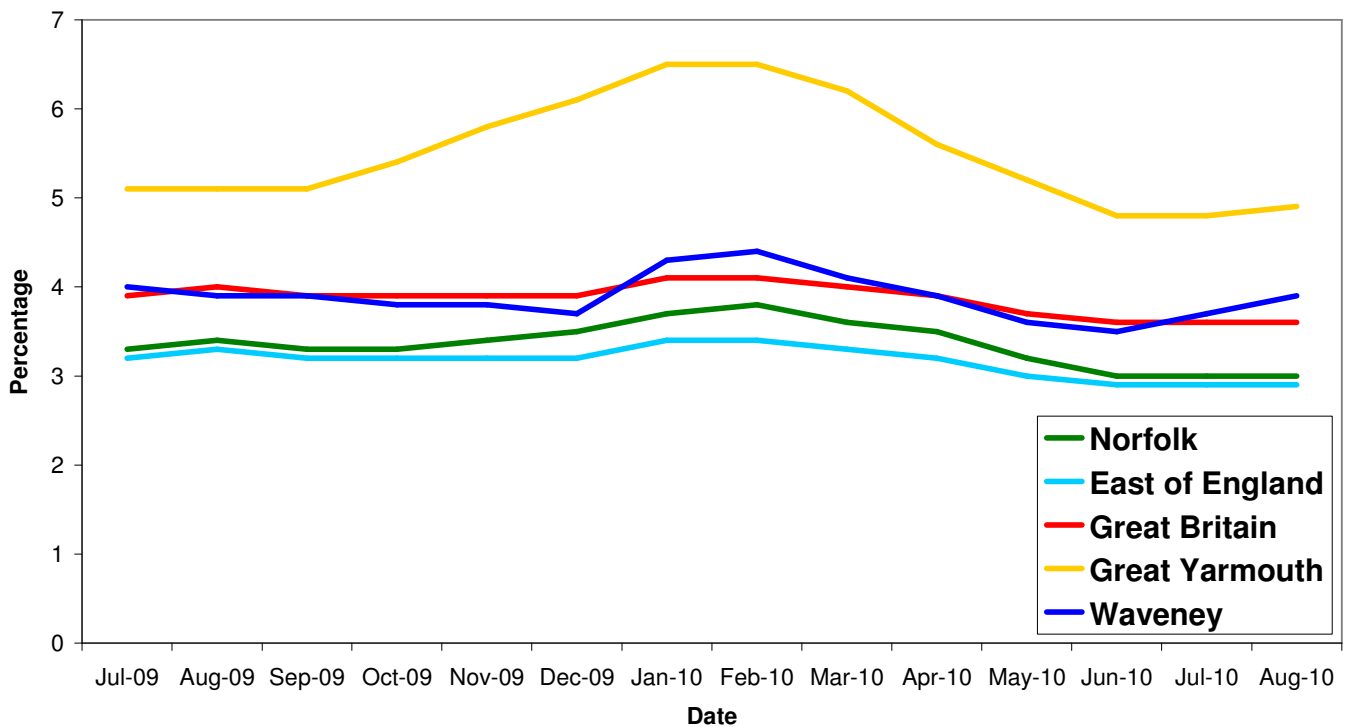
Pontins' Holiday Park in Pakefield, Lowestoft is set to be redeveloped in a major revamping that will be set to create 240 new jobs in the area.

Unemployment

Key Facts

- Norfolk JSA claimant count was 15,663 in August, down 225 or 1.42% since July 2010 and down by 2,193 on the year, a 12.3% decrease since August 2009.
- Great Yarmouth JSA claimant count was 2,908 in August, up 47 or 1.64% since July 2010 but down by 133 on the year, a 4.5% decrease since August 2009.
- Waveney JSA claimant count was 2,768 in August, up 209 or 8.17% since July 2010 but down by 13 on the year, a 0% decrease since August 2009.

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
Great Yarmouth	2,908	4.9	-138	-4.5
Waveney	2,768	3.9	-13	0

Source: Job Centre Plus

Redundancies

Key Facts

There have been 528 redundancies notified to Norfolk Job Centre Plus between July 2008 and 31 August 2010 for Great Yarmouth. This accounts for 6.5 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
5 th August 2010	3	16 (30.19%)	34 (64.15%)	3 (5.66%)
12 th August 2010	5	33 (14.16%)	185 (100 temp) (79.4%)	15 (6.44%)
19 th August 2010	3	27 (28.42%)	67 (70.53%)	1 (1.05%)
26 th August 2010	4 and a ½	48 (43.64%)	55 (50%)	7 (6.36%)

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

Job Adverts (Yarmouth Mercury)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
6 th August 2010	No data			
13 th August 2010	1/2	4 (33.33%)	8 (66.67%)	0
20 th August 2010	1/2	2 (22.22%)	7 (77.77%)	0
27 th August 2010	1/2	6 (66.66%)	3 (33.34%)	0

Job Adverts (Lowestoft Journal)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
6 th August 2010	No data			
13 th August 2010	1/2	1 (3.57%)	26 (92.86%)	1 (3.57%)
20 th August 2010	1	3 (15%)	17 (85%)	0
27 th August 2010	1	3 (21.43%)	10 (71.43%)	1 (7.14%)

5,061 jobs in Norfolk were notified to Job Centre Plus. Of these 74 percent were full time positions. Notified vacancies were up 27.07 percent from July's total.


- Great Yarmouth had 436, a rise of 25 percent since last year and an increase of 45 percent from July.

4,065 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were up 14.22 percent from July's total.

- Lowestoft had 354 (of these 66.9 percent were full time positions), an increase of 16.5 percent since last year but a 4.73 percent increase from July.

Norfolk JCP Figures

Industry	Norfolk	
	August 09	August 10
Agriculture, hunting and forestry	70	147
Manufacturing	169	130
Electricity, gas and water supply	54	99
Construction	134	212
Wholesale and retail trade	360	366
Hotels and restaurants	335	352
Transport, storage and communication	120	90
Financial intermediation	373	214
Real estate, renting and business activities	1,875	1,911
Public administration/defence/compulsory social security	108	86
Education	59	66
Health and social work	520	564
Other community, social and personal service activities	158	809
Private households with employed persons	4	14
Column Total	4,339	5,060

 Industry sectors with falls in job vacancies

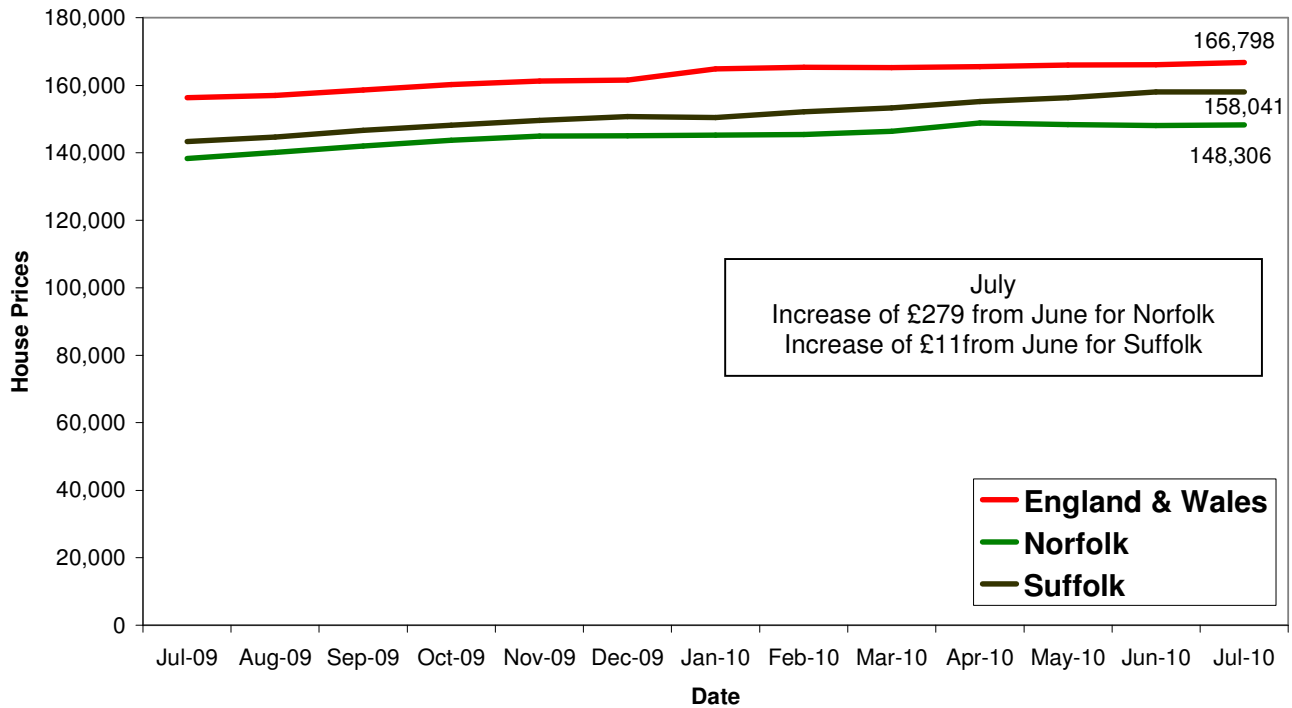
Housing

Key Facts

- **UK house prices increased by 0.2% in August.** This, together with July's rise of 0.7%, has reversed much of the modest decline in the three preceding months. Prices are now at a very similar level to that at the end of last year. Activity has also been largely static since the start of the year.
- **Average House price £167, 953**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry