

## Great Yarmouth and Waveney JULY 2009



## Summary

Business confidence in Great Yarmouth and Waveney appears to be improving, with no major redundancy or insolvency announcements in the sub-region during July.

In contrast the vast majority of the business intelligence was positive, with positive developments from a number of companies, particularly focused on the use of technology to grow their businesses.

It is fair to say that business updates are traditionally slower during July and August, but the increase in positive stories reinforces the trend of the previous three months.

Tourism – a key sector for the sub-region – continues to perform well, with businesses on average anticipating growth of perhaps 10pc this year.

The more positive outlook is reflected in the unemployment figures, with Norfolk seeing a slight increase in July, but Suffolk continuing its downward trend.

A note of caution – the vacancies in Great Yarmouth were down 38pc on June, although Lowestoft saw a 27pc increase in vacancies since June.

## Conclusion

Companies appear more confident, reflected in more positive business intelligence and a sharp reduction in job losses.

The rise in unemployment seems to have leveled off for now – but businesses remain cautious about the autumn.

## Trading Climate & Confidence Levels

### **Key Facts**

**Plans for a redevelopment of Southwold Pier, Lowestoft telecoms company expands into Scandinavia and Great Yarmouth secures cash to put empty shops back into use**

### **July headlines**

#### **ICT**

EACS, Lowestoft – print management company - launched a new patented product to improve the way companies send out gifts ordered by customers on the internet. The new Integrated Gift Tag will improve the efficiency with which goods are sent out and it has already landed deals with household names such as Estee Lauder and Thorntons chocolates. EACS is based at Pinbush Close on the South Lowestoft Industrial Estate and is celebrating its 25th year in business. It has an annual turnover of about £2.5m and employs 15 people.

#### **Tourism**

Southwold Pier - latest plans for a major multi-million pound re-development, which includes building a new four star luxury hotel. Hope that the investment will encourage people to visit the popular seaside resort all year round and provide a boost to the local tourist industry during the quiet winter months. The proposals - which will cost in the region of £4m - include demolishing the existing pavilion building and creating a new five storey structure that will feature a 34-bedroom, four-star luxury hotel. There are also plans to improve the existing amusement arcade, re-model the kitchen, extend the café, create a new bar and replace the Beachcomber Bar with a multi function room to be used by members of the community. Waveney District Council is hoping to make a decision on the plans in early October.

### **August Headlines**

#### **Energy**

Fern Communications, Lowestoft – offshore communications company to the oil and gas industry – expanding its market in Scandinavia by working with Norwegian company West Communication AS to promote the FRX-1 radio repeater. The FRX-1 can direct signals around solid structures so workers on oil rigs and gas platforms never lose reception when in confined or dangerous places. The company already exports its systems to companies in Kazakhstan, Iran, Sweden, Holland, Africa and Hong Kong.

**Tourism**

20 business owners in Hemsby and Newport are pioneering the latest customer feedback technology to measure and improve their service. The resort called in brand expert Simon Middleton who has designed postcards with “Tell the Viking what you think” and instructions and a phone number to text instant feedback to, making the resort the first tourist destination in Britain to use an advanced customer feedback scheme

**Other**

Great Yarmouth is to receive £52, 632 from government to help regenerate the town centre by putting empty shops back into use – potential options include meeting places, learning centres or showrooms for local artists.

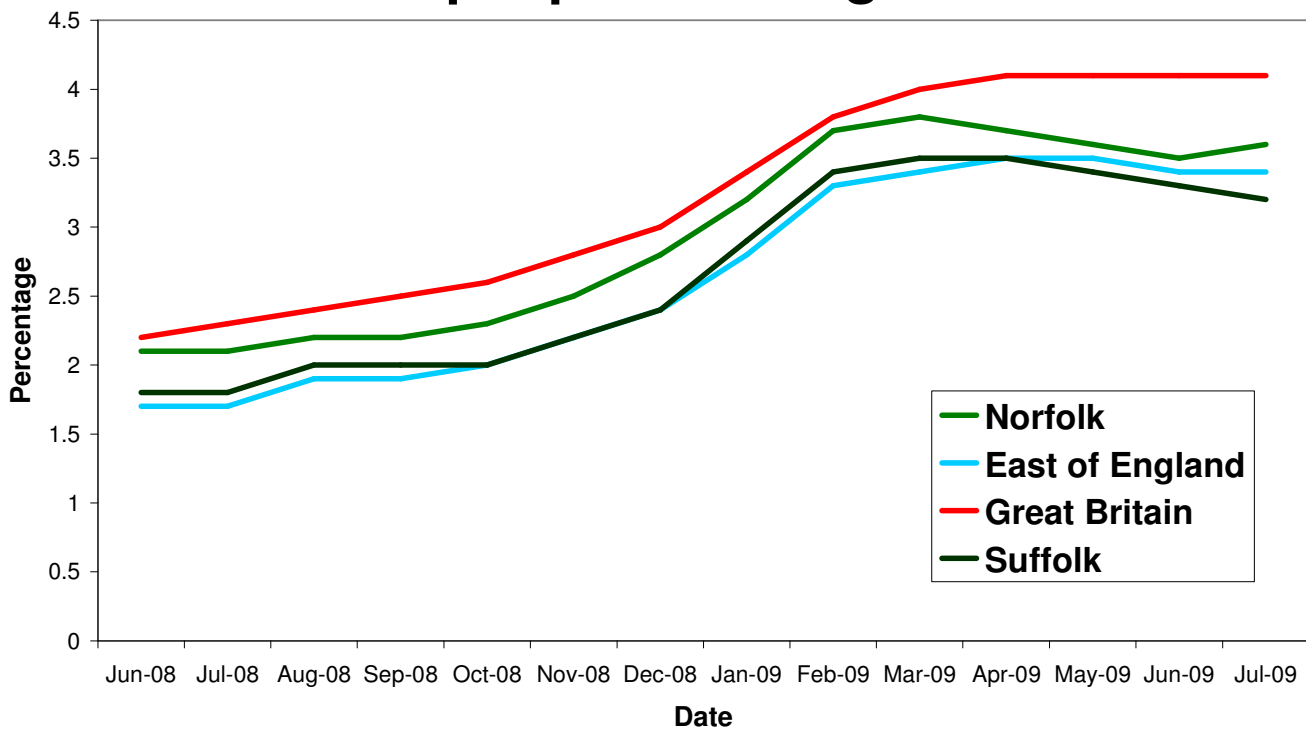
## Unemployment

### Key Facts

- Norfolk JSA claimant count was 17, 557 in July, up 65 or 0.37% since June 2009 but up by 7, 329 on the year, a 71.66% increase since July 2009.
- Suffolk JSA claimant count was 13, 500 in July, down 134 or 0.98% since June 2009 but up by 5, 934 on the year, a 78.43% increase since July 2008.

Source: Nomis

## 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	3, 014	5.5%	997	49.4%
Waveney	2, 824	4.3%	939	50.35%

Source: Job Centre Plus

## Redundancies

### Key Facts

**There have been 205 redundancies notified to Norfolk Job Centre Plus between July 2008 and 30 July 2009 for Great Yarmouth. This accounts for only four percent of the total notified to Norfolk 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> July	9 and a ½	97 (57%)	61 (35.5%)	13 (7.5%)
9 <sup>th</sup> July	No data			
16 <sup>th</sup> July	No data			
23 <sup>rd</sup> July	7 and a ½	89 (57.42%)	61 (39.35%)	5 (3.23%)
30 <sup>th</sup> July	8	75 (49.02%)	74 (48.37%)	4 (2.61%)

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

3, 577 jobs in Norfolk were notified to Job Centre Plus. Of these 52 percent were full time positions. Notified vacancies were up by 4 percent from June's total.

In terms of district vacancy notifications:

- Great Yarmouth had 293, a drop of 30 percent since last year and a drop of 38 percent from June.

4, 239 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were up 53.2 percent from June's total.

- Lowestoft had 310 (of these 61.6 percent were full time positions), a drop of 14.5 percent since last year and a 27.05 percent increase from June.

### Please Note:

June's report had some calculation errors due to contradictions in databases.


The correct figures are below:

2, 767 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were up 2.48 percent from May's total.

- Lowestoft had 244 (of these 67.6 percent were full time positions), a drop of 7.1 percent since last year and a 44.55 percent decrease from May.

## Norfolk JCP Figures

Industry	Norfolk	
	July 08	July 09
Agriculture, hunting and forestry	33	34
Manufacturing	139	112
Electricity, gas and water supply	20	7
Construction	99	141
Wholesale and retail trade	319	269
Hotels and restaurants	402	252
Transport, storage and communication	67	71
Financial intermediation	74	56
Real estate, renting and business activities	1,839	1,595
Public administration/defence/compulsory social security	178	167
Education	43	99
Health and social work	341	607
Other community, social and personal service activities	164	162
Column Total	<b>3,718</b>	<b>3,572</b>

 Industry sectors with a loss in vacancies

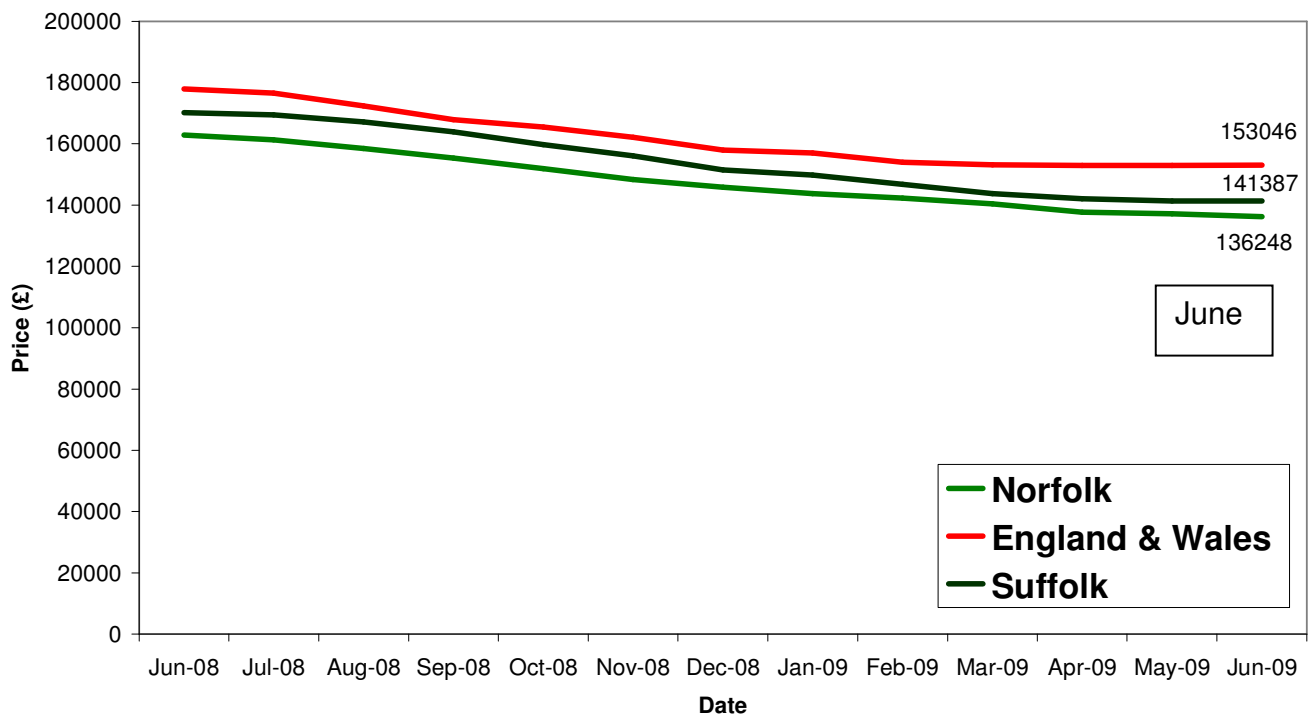
## Housing

### Key Facts

- **UK house prices increased by 1.1% in July.** This rise is in contrast to a slight decrease in June, but is lower than the rise of 2.6% in May.
- **Average House price £159, 623**

Source: Halifax House Price Index

## House Price Trends



Source: Land Registry