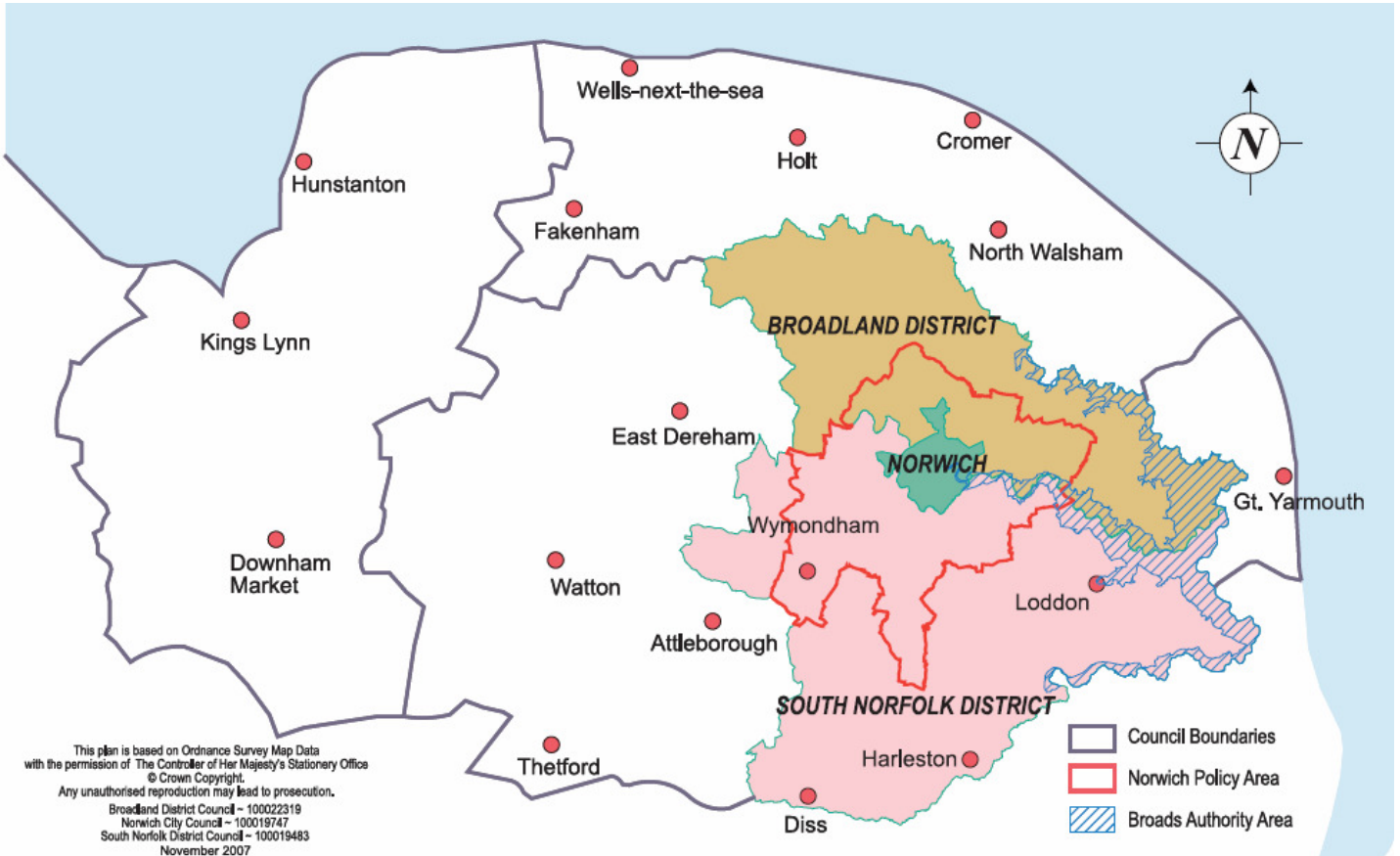


Greater Norwich July 2010



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 ↑ but with growing uncertainty in the public sector

Unemployment ↓

Redundancies ↑

Notified vacancies to Job Centre Plus ↑

House Prices ↓

A relatively light month for business updates, particularly in Greater Norwich - with the first signs of public sector cutbacks starting to bite.

A significant positive development was the new Bertram Books is closing its Leeds office and creating 100 jobs in Norwich. There were also some positive developments from digital businesses Foolproof, Magic Online Solutions and Metalfrog Studios. And boat builder Broom of Brundall was sold to two Norfolk based entrepreneurs.

However job losses were announced at a number of public sector organisations including Norfolk County Council and the UEA.

The number claiming jobseekers allowance dropped 252 on the month, down 1,669 on the year – a 9.5per cent decline since July last year. The rate of decline has slowed – and there are concerns public sector cutbacks will see the number increase over the autumn.

There were 154 redundancy notifications in July, up on June, but significantly lower than the 450 recorded in May. Broadland and South Norfolk saw a rise in job vacancies compared with June, but Norwich saw a drop.

Conclusion

The private sector recovery recorded in the first part of the year appears to be slowing, with less positive company news and the start of job losses in the public sector.

Whilst the jobless rate is continuing to fall, there is an expectation it may start to rise in the autumn.

Trading Climate & Confidence Levels

Key Facts

A thin month for business news – main headline a positive one with the decision by Bertram Books to create 100 jobs at its Norwich headquarters. A positive month for digital businesses, but job losses in Little Melton, with the closure of a meat processing plant.

Agriculture & Food Processing

Norfolk

Positive	Negative
A fund (the Axis 4 European Fisheries Fund) worth 4.6m euros is being made available to small communities across England which rely on fishing to provide employment	
A new variety of earlier and tastier raspberry is being grown in Norfolk. Hargreaves Plants has invested heavily in the new cultivar. It offers almost 100% class 1 fruit with no crumbling issues, giving a better yield for Norfolk farmers.	

Greater Norwich

Positive	Negative
	Silver Fern Farms – Little Melton, 64 staff at the frozen meat factory near Norwich were told that they are to lose their jobs with immediate effect. The decision is largely blamed on large decreases in turnover and the factory being unprofitable.

Other Areas

Positive	Negative
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. The company has also increased meat-free product listing in major retailers by 45 lines, including 15 new private label listings.	
Farm, Park and Wild, North Walsham – new food business providing high end local produce at reasonable prices either in raw form or cooked to dinner party standards	

Construction

Norfolk

Positive	Negative
	West Norfolk – Regeneration schemes worth £6million could be put on ice in West Norfolk. Regeneration of Hunstanton (£250,000) and a £1.5million new swimming pool at Lynnsport are among 6 major projects to be sidelines until at least 2013

Other Areas

Positive	Negative
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. The	

company is now investing in a £250,000 new land drainage trencher to meet demand as land owners look to increase the value of their land.	
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**Digital
Greater Norwich**

Positive	Negative
Activenet Data Solutions, Attleborough – installs and supports networks for companies – is now aiming its sights at helping more local SMEs as the public sector feels the weight of government cuts	
Foolproof, experience design agency and Further Search Marketing have been picked out by New Media Age, an online magazine looking at interactive business, in its Effectiveness Awards, seen as major awards in the sector.	
Magic Online Solutions, Norwich is celebrating a new national client win. Haven Power, part of Drax Power Limited and a bespoke commercial energy supplier, has asked them to design and build a new website and intranet website as well as developing a strategic online marketing campaign with an emphasis on SEO.	

Other Areas

Positive	Negative
Swains, Hunstanton – telecoms company – is set to move to new offices in Dersingham after outgrowing its premises following rapid growth (12 percent in sales, currently £7.5m a year). As a result the firm took on eight new staff.	
MetalFrog Studios Norwich – The website developer has seen good results, being responsible for creating innovative and bespoke websites for companies such as RP Valves, Suffolk and The New Inn in Roughton	

**Energy
Greater Norwich**

Positive	Negative
Acteon, Norwich – offshore energy group – has completed the acquisition of IOS Offshore from Aberdeen based firm Norse Cutting & Abandonment. IOS has sites around the Norwegian coast and will boost Acteon's presence in mooring services.	

Other Areas

Positive	Negative
Adnams Distribution Site – Southwold – Construction work has been completed on a ground breaking “green” energy plant for the company. The plant will generate up to 4.8million k/w of energy a year and will provide a large amount of renewable energy too.	

**Engineering
Other Areas**

Positive	Negative
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. The company was one of eight mentioned by energy secretary Chris Huhne with a total of £10m in grants.	

**Environmental
Norfolk**

Positive	Negative
The River Wensum is to get a £2million overhaul in a new project to breathe new life into the river. Several teams from UEA and the Wensum Alliance will be working together to improve the river.	
Bridgham, near Thetford – The Biodiversity Action Fund (Baf) has given out £2million in grants to worthy causes such as the RSPB Woodland trust, Butterfly Convention and National Trust in a bid to help restore natural habitats and protect diverse species.	
More than 1000 businesses in the region will benefit from the Rev-Active scheme. A multi-million pound scheme funded by the European Regional Development Fund, Breckland Council, Norfolk County Council and Shaping Norfolk's Future. The scheme aims to significantly cut the firms energy bills.	

Greater Norwich

Positive	Negative
	UEA – Norwich – The US government has suspended the funding of UEA's climatic research unit after the "Climategate" controversy where scientists were accused of manipulating data. The £131,000 a year donations will now be unavailable until further notice.

Other Areas

Positive	Negative
Kings Lynn – Kings Lynn has landed a £500,000 EU cash grant to create "countryside" on its doorstep The Gaywood River Valley will be made more pleasant as part of a 3 year project.	

**Construction
Norfolk**

Positive	Negative
Holt based Morston Assets is going to become the first Norfolk firm in 3 years to propose a stock market listing, to raise new funds for new staff and developments.	

**Financial & Professional
Greater Norwich**

Positive	Negative
Aviva, Norwich – is to become the new title sponsor of English rugby union's top-flight league. The four year, £20m deal will see the competition named Aviva Premiership Rugby from September.	

**Health & Life Sciences
Greater Norwich**

Positive	Negative
Norfolk and Norwich University Hospital – Norwich – The hospital is to open an IVF clinic which will benefit 1000's of women around the area.	

**Manufacturing
Greater Norwich**

Positive	Negative
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	
Small manufacturers across the region are being offered access to high-tech digital machines to help develop new products with the launch of a new £250,000 facility –The Direct Digital Manufacturing Facility (DDMC)	

Other Areas

Positive	Negative
Porvair, King's Lynn – filtration specialist – profit before tax has increased to £1.3m and revenues were up 10 percent to £29.7m in the six months to the end of May after a solid rebound from the damage of the recession	

**Retail
Other Areas**

Positive	Negative
Bennetts, King's Lynn – electrical retailer – will open a new store later in the year using a design which could be used in all of their other stores in the future. The store will employ about 20 staff and be based at St Nicholas Retail Park.	

**Tourism
Greater Norwich**

Positive	Negative
	Norwich – Norwich loses out on becoming the UK's first city of culture after a closely fought bidding war with other cities across the UK. Although the bid has proved to be a ground for many new schemes and projects that are set to rejuvenate the region.

**Other
Norfolk**

Positive	Negative
The number of people claiming unemployment benefits in the region has fallen by more than 500 in a month. 106,869 down from 112,276 the previous month. A 4.8% drop.	Connexions is to lose 65 jobs after losing £1.4m in funding after the government announced cuts of £6.2bn in public sector spending this year
	Norfolk Council leaders are pressing ahead with a £10million cuts package that will see up to 90 jobs lost in the careers service sector.

Greater Norwich

Positive	Negative
Gasway – alternative home boiler service - is hoping to turn itself into a regional brand after turning over £3m last year.	
Margaret Sheridan, Hingham – interior design and decoration firm specialising in country houses – has brought its workshops and showroom under one roof making it one of the largest collections of fabrics and wallpapers in the UK. The firm turns over more than £50,000, employs 10 staff plus contractors.	

Johnson Cleaners, Norwich – dry cleaning – has invested £60,000 to upgrade its store to use a “green” product derived from sand	
Smiths News – The UK’s leading newspaper and magazine distributor are moving the Bertram Library Services operation to Broadland Business Park, Norwich, from Leeds, creating more than 100 jobs and training opportunities in the area.	
Caley’s of Norwich – café/coffee shop – Opening its second branch in Norwich in July with a look to expand throughout the country with 5 more cafes in the next 12 months.	
UEA Norwich – Four sites on the universities campus have been set aside for development and are awaiting approval as part of the universities expansion plans.	
Broom Boats – Brundall – Historic Norfolk boat company have been bought out by two Norfolk based entrepreneurs who aim to launch new boats and grow the business which already employs 100 staff.	

Other Areas

Positive	Negative
Edwards and Blake, Swaffham – contract catering company – is set to top £10m in turnover by the end of this year after adding Tulip meat factory to its list of clients.	RAF Marham – Marham, Thousands of jobs in Norfolk could be under threat from the forthcoming defence cuts which are casting doubts over the future of RAF Marham. A proposed 10 to 20% cut in the military budget along with proposals to ground the RAF’s Tornado Jets to save £7.5Billion are among the considered options.

Other Information

Norfolk

NWES – business support organisation – has been ranked 24th in a new index tracking the UK’s social enterprises. The RBS SE100 data report charts the growth and social impact of social businesses across the UK.

The Rural Development Programme has £10.4m investment fund to boost food, farming and rural businesses.

Greater Norwich

Threat of redundancy hangs over staff at the University of East Anglia after management announced plans to integrate support services across the campus. The university is looking to make savings after its government funding was cut earlier this year.

Other Areas

The Griffin Area Partnership, north Norfolk – has received a £12,000 grant from the East of England Community Grants Programme to help local people find jobs, get further training or learn new skills.

West Norfolk Council – Jobs will go as West Norfolk Council as £5million of cuts are hitting it hard in the biggest spending restriction the council has ever faced. Staff are already being offered the opportunity to reduce their working hours or take voluntary redundancy.

August Headlines

Morgan Sindall's construction arm faces 'uncertainty' as the group reported a 10 percent fall in first half profits.

The Word, Norwich – marketing company – has won a contract to create advertising campaigns for energy firm Haven Power.

Lotus Engineering, Hethel - has been test driving its new "green" black cabs which have zero emissions.

A computer sciences PhD student at the UEA is developing a computer programme which can tell a child's bone age from an X-ray.

Unemployment

Key Facts

Norfolk JSA claimant count was 15,888 in July, down 252 or 1.56% since June 2010 and down by 1,669 on the year, a 9.5% decrease since July 2009.

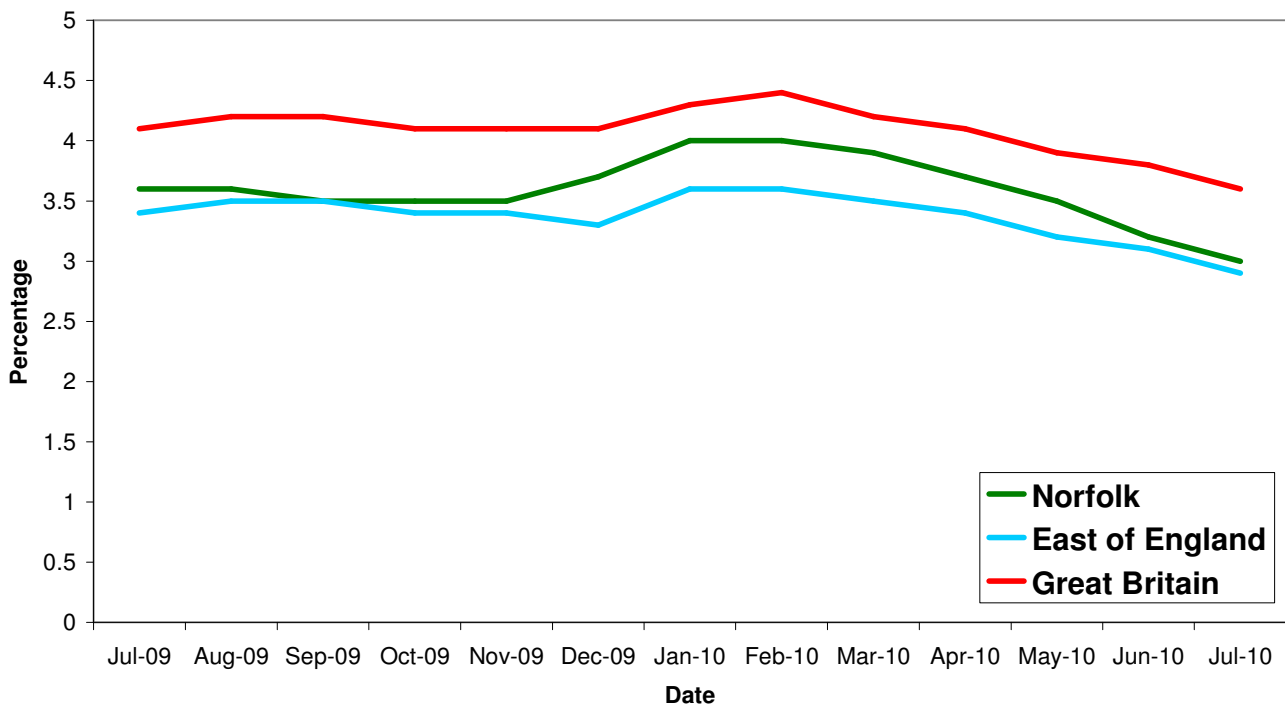
The Norfolk rate is now only 0.1% above the East of England rate.

The unemployment rate remained the same as June in Broadland and South Norfolk but fell by 0.1% in Norwich.

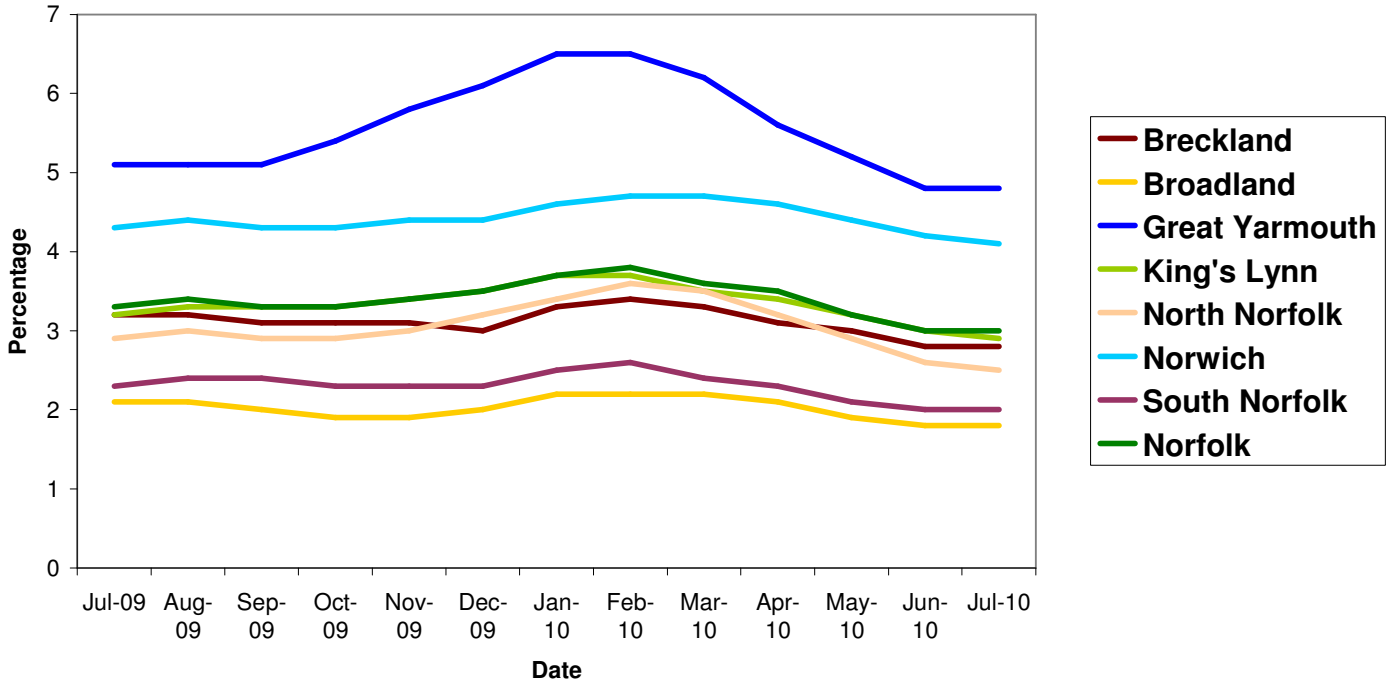
Source: Job Centre Plus

Please note the population figures used to calculate residence-based proportions (rates) have changed from working age (16-59f/64m) to aged 16-64 for both males and females. This change affects rates for all dates. So rates for all dates will differ to those downloaded previously

All people claiming JSA



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
Norfolk	15,888	3.0	-1,669	-9.5%
Breckland	2,184	2.8	-382	-14.9%
Broadland	1,352	1.8	-201	-12.9%
Great Yarmouth	2,861	4.8	-153	-5.1%
King's Lynn & West Norfolk	2,489	2.9	-268	-9.7%
North Norfolk	1,445	2.5	-248	-14.6%
Norwich	4,111	4.1	-200	-4.6%
South Norfolk	1,446	2.0	-217	-13.0%

Source: Job Centre Plus

6,513 claimants in July 2010 were from the Norwich Job Centre Plus office, a 6 percent fall from 2009, a decrease of 0.7 percent since June 2010.

Redundancies

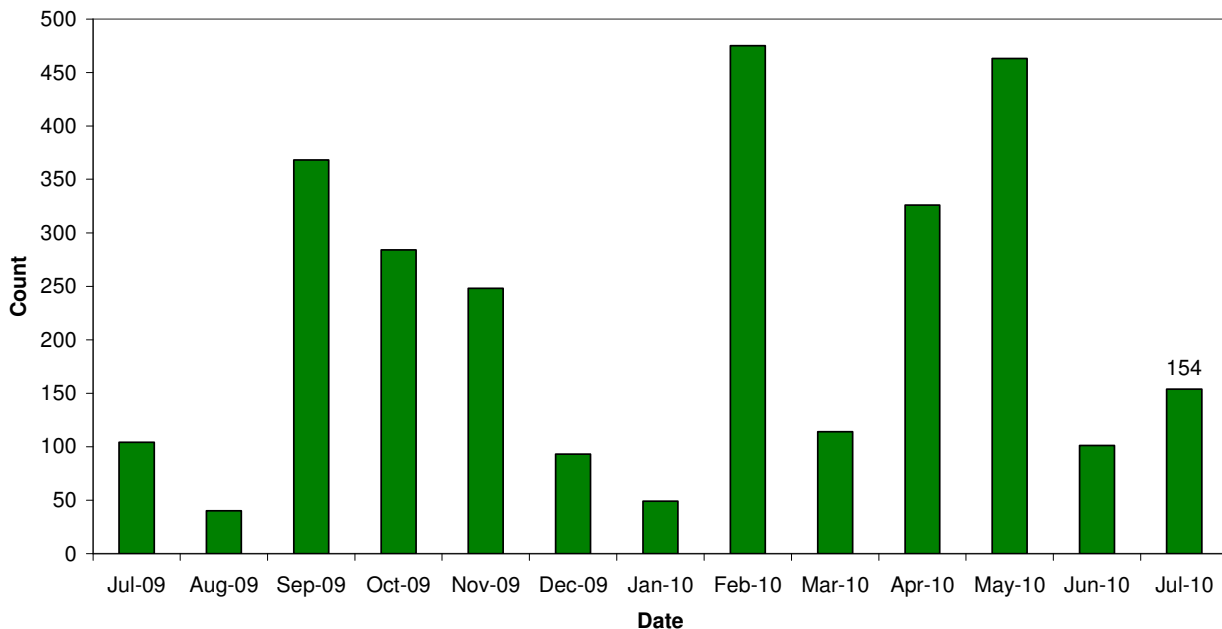
Key Facts

There have been 7,980 redundancies notified to Job Centre Plus between July 2008 and 31 July 2010, with an increase of 52.5% since June 2010. Of these 53% have been in Norwich, 2.5% in Broadland and 2.5% in South Norfolk.

Sectors particularly hit this month include food processing (65), manufacturing (40), insurance and financial services (30) and media (19).

Source: Job Centre Plus

Norfolk redundancy notifications



Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
1 st July 2010	6	61	75	11
8 th July 2010	6	45	119 (50 temp)	23
15 th July 2010	No data			
22 nd July 2010	No data			
29 th July 2010	6	35 (22.58%)	91 (58.71%)	29 (18.71%)

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


Job Vacancies

3,983 jobs in Norfolk were notified to Job Centre Plus. Of these 71 percent were full time positions. Notified vacancies were up 3.64 percent from June's total.

In terms of district vacancy notifications:

- Broadland had 628, a rise of 39 percent since last year and a 74 percent increase from June.
- Norwich had 1,192, a rise of 18 percent since last year but a 22 percent decrease from June.
- South Norfolk had 350, a rise of 10 percent since last year and a 43 percent increase from June.

Industry	Norfolk	
	July 09	July 10
Agriculture, hunting and forestry	33	30
Manufacturing	100	147
Electricity, gas and water supply	7	111
Construction	140	119
Wholesale and retail trade	271	641
Hotels and restaurants	231	224
Transport, storage and communication	65	57
Financial intermediation	61	87
Real estate, renting and business activities	1,599	1,605
Public administration/defence/compulsory social security	162	78
Education	100	44
Health and social work	639	411
Other community, social and personal service activities	168	421
Column Total	3,576	3,975

 Industry sectors with falls in job vacancies

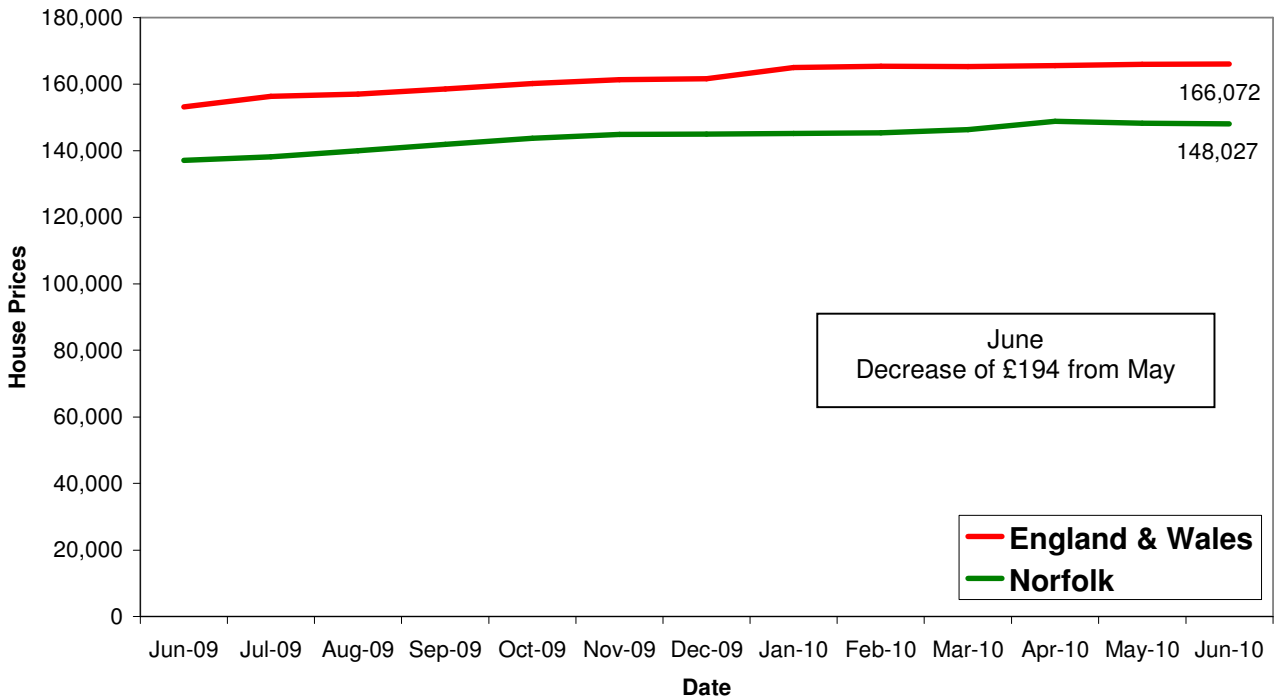
Housing

Key Facts

- **UK house prices increased by 0.6% in July.** This modest rise offsets the 0.6% fall in June
- **Average House price £167,425**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry