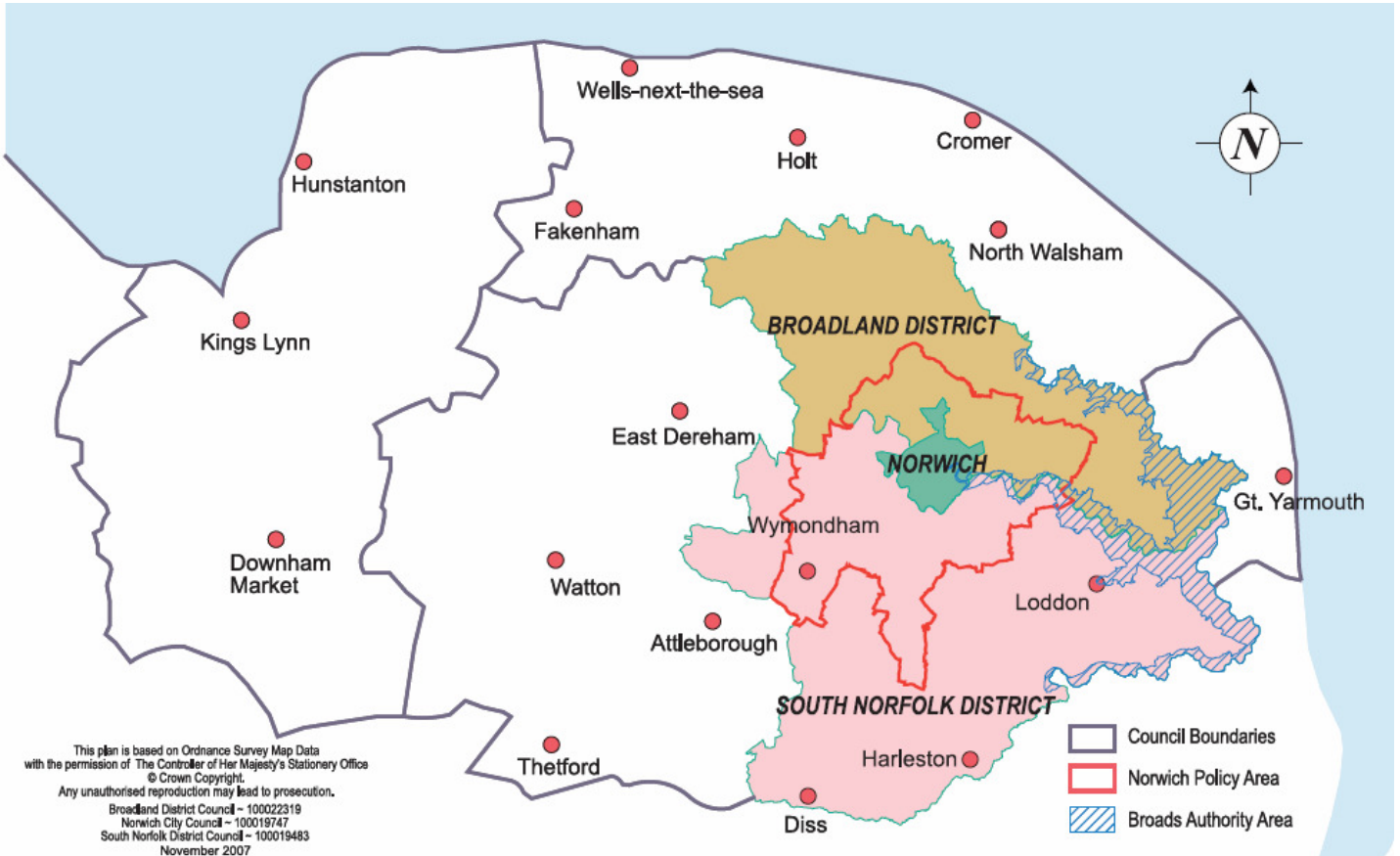


Greater Norwich NOVEMBER 2009



Please note that this report concentrates on Greater Norwich but also includes information relating to other parts of the county

Summary

A huge amount of business news this month, with the vast majority positive. A growing trend is emerging that businesses that cut costs earlier in the year are now reaping the benefits.

There are some signs of business investment, across sectors from food processing and creative to manufacturing and further confirmation of a bumper year for the tourism industry in Greater Norwich and Norfolk as a whole.

The creation of a treatment centre for people with dementia and brain injuries could create 500 jobs at Colney Hall at the edge of the Norwich Research Park.

Amongst major employers, positive news this month from Group Lotus and May Gurney, but the recession has hit sales of life and savings products at Aviva and the lower oil price looks likely to impact on profits at offshore business Acteon. Significant development in the manufacturing sector with the news ATB Laurence Scott has bought its factory from the FKI pension fund.

The business is an important manufacturing employer, which has been expanding since being acquired from administration by ATB two years ago.

The number claiming jobseekers allowance in Norfolk is edging up as expected, although Greater Norwich is continuing to outperform the region.

Redundancies have continued to reduce – although there were still 248 in November. This compares with more than 500 last November.

Hardest hit sectors continue to be manufacturing and financial services.

Early evidence suggests December will be worse – with a number of redundancies already announced, with an expectation of more in January, particularly in the retail sector, which is a large employer in Norwich.

Job vacancies are holding up, but the impact of the public sector funding squeeze can be seen in a sharp reduction in public sector vacancies compared with last year. By contrast manufacturing has seen a rise in vacancies.

House prices in Norfolk are continuing to rise in line with national trends – continuing a trend begun in the summer.

Trading Climate & Confidence Levels

Key Facts

ATB Laurence Scott secures its future by acquiring its premises in Norwich. Major deal for May Gurney in Wales, but falling pensions and savings sales for Aviva. Upbeat announcement from new chief executive of Group Lotus and positive news from the tourism industry. New health facility at Colney Hall could create 500 jobs and boost the Norwich Research Park.

Agriculture & Food Processing

Greater Norwich

First Quench Retailing – off-licence operating under retail brands including Thresher, Wine Rack, Bottoms Up and the Local – has gone into administration. Fears have been raised over the future of more than 1,200 off-licences including Bottoms Up in Norwich, Local branches in Diss, Catton, East Dereham and Heacham and a Threshers shop in Bungay.

Virgin Wines, Norwich – online wine retailer – has moved into the offline market following a link-up with sister company Warehouse Wines. The two businesses which are both part of the Direct Wines group, will trade jointly under the Virgin Wines brand following the move. The aim is to growth the business by ten percent a year for the next three years. Virgin Wines boosted its turnover from £18m to £25m in the year to June 2008, and is on course for turnover this financial year of about £44m.

Independent butchers and bakers in Norfolk are hoping to gain an edge over the big supermarkets while helping to promote healthy local food by working on new ways to cut salt from their produce. Norfolk Trading Standards is working with butchers and bakers across the county on the initiative.

Woodforde's brewery, Woodbastwick – have invested £50,000 in a new laboratory, which includes new equipment to analyse the products and microbial samples used in the brewing process, after seeing a 15 percent rise in sales this year. The company last year reported a 33 percent increase in sales to £3.6m.

A greener initiative, involving top retailer Waitrose, that will see pigs fed on locally-grown grain milled in south Norfolk has been launched this month. In the country's first multi-million pound "pork to plate" partnership a farmer-owned grain co-operative, Openfield will supply feed wheat and barley from cereal growers within a 50 mile radius to the Burstons mill, near Diss. Feed manufacturer BOCM Pauls and pig specialist BQP/Daleheads Foods will be working together.

Production of free range eggs in Norfolk could receive a boost if applications for three new poultry farms are approved. Plans for a 16,000-bird farm outside Wymondham have been submitted to South Norfolk Council, as well as

“screening opinion” applications for two more. All three farms would likely be under contract to Noble Foods, which supplies eggs to several large supermarket chains.

Other Areas

St George’s Distillery, near Thetford – Whiskey company – launching its first official whiskey in December. More than 2,000 bottles of the Chapter 6 whisky have been made available and the distillery aims to sell 100,000 bottles a year by 2010

Wissington beet sugar factory, near Downham Market, - Europe’s largest beet sugar factory - has been setting record after record for daily sugar production. Average sugar content is running at a six-year record in Britain as the sunshine and mild weather continue to boost crop growth. The factory has averaged 18,600 tonnes of beet sliced each day – against a target slice of about 17,500 tonnes.

A Norfolk made pea harvester will be travelling to London this month to represent the nation’s farming industry at the historic Lord Mayor’s Show. The machine is from PMC Harvesters in Fakenham and will be seen by hundreds of thousands of spectators including a national TV audience.

The company has sold 19 machines in 2009 – its best results for a decade. The factory has a turnover of £8m and exports to 40 countries, including Japan and Australia.

The Hain Frozen Foods site, Fakenham – currently makes the Linda McCartney brand of meat free foods - will soon be supplying a range of sponge puddings and crumbles to a major multi-national retailer. The production area, took just 16 weeks to build and has created 35 jobs. By the end of this financial year, the factory is expected to almost double its turnover from £14m to £25m. The company has “survived” the recession through the introduction of a lean manufacturing regime including a concentrated four day shift pattern, which brought £1m efficiency savings and increased production capacity without cutting workers’ hours.

Crisp Malting Group, near Fakenham – maltster, employs 95 full-time and six part time staff – is hoping to expand its production facility due to continued demand for locally grown barley. The expansion would need to include another two 3,000 tonne silos as well as a 25-space lorry park and a 30-space overspill car park. The plans are in the early stages but the site currently produces 115,000 tonnes of finished malt per year.

Construction

Greater Norwich

May Gurney, Norwich – integrated support and construction services – has secured a multi-million pound (up to £75m) waste and recycling contract with Bridgend County Borough Council. The contract begins in April 2010 and initially

runs for seven years with a further seven year extension available. May Gurney said that the company had a forward order book totalling more than £1.25bn.

Creative

Norfolk

Norfolk's creative industries are worth £750m (5 percent of total GVA) to the county's economy and currently employ around 20,000 people (5 percent of total employment in Norfolk), a Norfolk County Council report reveals. There are particular strengths in the visual arts, performing arts, creative writing, music, media and the digital content industries.

Working closely with Screen East to encourage film makers to use Norfolk as a location, there have been 333 days of filming (almost half of it in North Norfolk) bringing in more than £700,000 in 2008/09.

Greater Norwich

Hoodeasy, Norwich – clothes firm set up by a student who left university – has unveiled a pioneering bulk ordering system to help expand the service. The online service allows people to set up pages on the company website to allow members to pay and order themselves. The company supplies customised clothing including hooded tops, mostly to students or societies.

The company is set to turnover £200,000 this year.

Fear Driven Films, Norwich – couple run registered film company – looking for investors to help fund the costs of their movie Stagnant, which is a horror based on the Broads. They are asking for a minimum of £500, which will guarantee a 0.25 percent profit share.

The Forum Trust – has secured £95,000 as part of a scheme aimed at providing different kinds of teaching opportunities, allowing the building to become a hub of informal learning in Norwich.

Other Areas

MPG Biddles, King's Lynn – book printing firm, specialising in digital, low volume print runs, employs 74 people – has returned to profit after going into administration a year ago. The past year has seen £500,000 invested in new digital equipment by the company's owners but the number of employees had been cut from 98 to 74, including 20 redundancies. But despite the drop in turnover to a predicted £6.5m in the year to December 31, the firm is said to be in line for pre-tax profits of more than £300,000. However, the firm is expecting a tough 2010 with further deterioration in the market following publishing cuts by customers including academic institutions and individual publishers in the recession.

Energy

Greater Norwich

Plans for a wind turbine to power the Lotus Cars headquarters at Hethel has been given the go ahead.

Acteon, Norwich – made up of 17 businesses providing specialist services in the offshore oil and gas sector, employs 130 in Norfolk – has seen demand fall after crude oil prices fell from a peak of more than \$130 (£78) a barrel in spring 2008 to less than \$40 (£24) at the end of the year. Although now recovered to about \$75 (£45) a barrel, the fall had led to a reduction in activity in the offshore energy sector, resulting in lower demand for Acteon's services.

The firm reported a 36 percent rise in profits in 2008 to £34.6m, with turnover rising 59 percent to £309.2m over the same period. The forecast is for a flat first three quarters in 2010 with an upturn in activity by the fourth quarter.

Other Areas

Centrica Storage and Perenco UK have formed a new company called the Bacton Storage Company Limited (BSCL) in the hope of using a 1.7bn cubic metre gas field called Baird for gas storage. If the site was to be used for storage it could increase UK storage capacity by around a third. The multi-million pound project would boost the UK's security of supply.

This project will be facing a formal public consultation, but if planning permission is granted and construction goes to plan, the storage facility could be up and running by May 2012.

Engineering

Norfolk

Sector Group update:

Skills:

- Top priority focus is Skills with meeting recently between David Shorten (EAGIT), Glen Moore (LSC) and HEC. Resulting action plan looks to build stronger links between EAGIT and SNF Engineering Sector Group, as well as the other FE providers.
- E-surveys will be going out in coming weeks to build the picture of the skills gaps in the engineering and manufacturing sectors
- Plans are underway for a 'Skills for Engineering' Conference in the new year working with SNF and NCC, as well as businesses, colleges and hopefully school consortiums
- A number of different options are being investigated by HEC and Richard regarding moving the GTA (Group Training Association) forward

Economic Data from EEF

↑MPC	The Bank of England's Monetary Policy Committee (MPC) voted to extend its quantitative easing (QE) asset purchases by £25 billion over three months and keep interest rates on hold. By extending its QE programme, the MPC will have provided almost £200bn (15% of GDP) in new money to the economy since March of this year.
↑Manufacturing	Manufacturing output grew by 1.7% month-on-month in September and contracted slightly by 0.1% in the third quarter. The CIPS/Markit Purchasing Manager's Index for October, rose to 53.7 from 49.9 in September, the first reading above 50 since the recession began.
↑Car registrations	New vehicle registrations rose by 13.6% from September to October as the government's scrappage scheme continues to boost demand.
↑Producer Prices	Output prices rose by 1.7% in the year to October, while input prices rose by 0.1% compared to 12 months ago.

Greater Norwich

Group Lotus, Hethel, Norwich – manufacturer of sports cars – the new boss has committed the firm's future to Norfolk and pledged to create a “state of the art” sports car factory, with more cars rolling off the production line than ever before. Danny Bahar revealed the firm will spend the next two years investing in its headquarters before launching a new range of sports cars. With hopes of increasing production from 3,500 cars a year to between 6,000 and 8,000 a year within a decade.

Lotus F1 Racing - Racing Technologies Norfolk facility, Hingham - manufacturer of sports cars – has seen more than 1,000 people apply for jobs. About 250 jobs are expected to be created by the return of Lotus to the starting grid next season.

Other Areas

Ladbrook Engineering, North Walsham – new metal spinning technology, employs 28 workers and a turnover of £1.7m – is continuing to grow in the recession. The company is producing paint kettles (which are used by professional decorators around the world), car parts and glass recycling machines are among the varied products being produced. Spinning hardens metal as it shapes it enabling thinner, stronger products – including enclosures for “intelligent” road signs. The company has won large contracts for pressed metal parts for the automotive and technology sector.

Warren Services, Thetford – an engineering sub-contractor, whose speciality has been to build complex stage machinery for theatres and venues across the world – has invested £560,000 in a laser and brake press, a high speed and high accuracy metal cutting tool – the company's largest capital investment to date. Warren Services has increased its turnover from £3m in 2008 to £3.7m this year, and is planning to increase its 50 strong workforce by a further 10 people.

Financial

Greater Norwich

Aviva, Norwich – insurance firm – UK life and pension sales in the first nine months of this year have fallen by 25 percent compared to the same period a

year ago – although the firm increased its market share from 10.4 percent to 10.8 percent.

It was announced that the firm's UK life and general insurance operations are to come together in the new year.

Pricewaterhouse Coopers, Norwich, have taken on six graduates, after the company saw job applications from graduates increase by 48 percent this year.

Other Areas

Adrian Flux, West Norfolk – insurance firm – has ranked seventh out of the UK's top 45 sources of insurance cover, ahead of Aviva, Direct Line and Admiral by Auto Express magazine. In August the company revealed it had broken its monthly sales record three times since the start of the new year.

Health & Life Sciences

Greater Norwich

A world class treatment and research centre for people with dementia, brain injuries and learning difficulties could be built in Norfolk within two years, creating 500 specialist jobs. The owner of Colney Hall, near Norwich, has struck a deal with private provider Choice Lifestyles to establish a facility for patients with neurological conditions and disabilities. The proposed development would become an extension of the Norwich Research Park.

ICT

Greater Norwich

Walter Herriot, one of the pioneers who oversaw the establishment of the St John's Innovation Centre in Cambridge, has said that Norwich's emerging knowledge-based sector could be set for major growth thanks to a mix of entrepreneurial spirit and a memorandum of understanding between key players.

Real Projects, Norwich – design and create custom e-learning solutions - has featured in leading business magazine Real Business with their top 40 free business apps.

<http://www.realbusiness.co.uk/news/entrepreneur-profiles-and-lists/5712796/top-40-free-business-apps.thtml>

Soup, Norwich – digital marketing agency – has had a busy and successful month with the company winning two awards at the Gramia Awards (the grocery advertising and marketing industry awards) for the Big Buzz campaign with Jordan cereals and as Online Agency of the Year, Specialists in FMCG (Fast Moving Consumer Goods).

Other Areas

Swains PLC, Hunstanton – telecoms company, which specialises in providing low cost calls, broadband and data network solutions – has been named as the East of England's regional winner of the Award for Innovation Through Technology. It

now goes through to compete at the British Chambers of Commerce awards in London.

Manufacturing

Greater Norwich

ATB Laurence Scott – builds large electric motors for the oil and gas industries – has secured its future and 185 jobs. The company has bought its factory “Gothic Works” from its old parent company, FKI. The company has seen a turn around in fortunes after being brought by Austrian conglomerate ATB after its former owners hit cash flow problems two years ago. Since this time sales have doubled to £21m and profits top £1.6m, staff number has increased from 120 to 185 and the company has restarted its apprenticeship scheme and the purchase of a £2.5m new test facility.

Other Areas

STG Aerospace, Swaffham – aircraft emergency lighting, employs 13 people – has embarked on a recruitment drive (4 new positions) following record sales with a record high in September. The company is on target to have its 12th consecutive year of growth. In August the company announced a turnover of £6m, an increase of £1.7m on the previous year.

Hamilton Acorn, Attleborough – paintbrush manufacturer- Europe’s third largest producer of decorating tools – has confirmed it will be making more than a third (31) of its workforce redundant as it prepares to move production abroad to Sweden and China. The company’s marketing, warehousing, packaging and distribution facilities would stay in the town.

Tourism

Greater Norwich

At the Norfolk Tourism annual review meeting the news was positive.

- Norwich - business is good for attractions in the city but hotels have been struggling a bit as they have had to compromise their prices in order to get the clientele,. 2010 forward bookings are good.
- Attractions had a good year - not a great year
- Broads - the best year for many years with visitor centre numbers up by 30% with many new people to the area
- Norfolk Country Cottages - overall a good year with lots of new people coming in to self-catering. Bookings for 2010 are 15% up already

Visitor numbers at Norwich museums so far this year are up on last year’s figures but below target. However, the gap can be largely accounted for by the temporary closure of the Castle Museum’s mammal gallery and its knock-on effects on the adjoining Royal Norfolk Regimental Museum.

Regimental Museum – 10,140 visitors this financial year – 12,203 behind target. Total visitor numbers across the city’s museums – the Castle Museum and its Shirehall study centre, Strangers Hall, the Regimental Museum and Carrow House Costume and Textile Museum – have reached 118,483 in the first seven

months of this year, 5,747 down on the target figure of 124,230. The same period last year saw 107,882 visitors.

Admissions income for the museums is 2.58% higher than for the same period last year, and the projected annual figures is more than 10 percent above budget.

Quality Hotel, Bowthorpe – 80 room hotel - been brought by Suffolk based GS Hotels a year after its parent company went into administration. GS Hotels have promised to keep on the 36 staff and invest up to £750,000 in refurbishment of facilities, due to begin in January 2010.

The Broads Authority has agreed a 6 percent rise in tolls for all boats in 2010/11 – the second such rise in a row. The Norfolk and Suffolk Boating Association had demanded that any increases should be kept to a maximum of 5 percent so people were not put off taking to the water.

New tolls will see the annual charge for a small dinghy rise from £43.60 to £46.22, the toll for an 18m square yacht rise by £7.84 and a 25m square motor rise from £222.80 to £236.17.

KLM – flight operator – has confirmed restoring the fourth daily flight from Norwich to Amsterdam which was cut for the winter period following the recession and a seasonal fall in demand during winter months.

Other Areas

At the Norfolk Tourism annual review meeting the news was positive.

- West Norfolk has seen a very good year following the establishment and opening of the Palm Paper Factory
- Thursford will keep things going for the 2-3 months although there are concerns that the beginning of 2010 may be difficult.
- Merrivale Model Village - been the best year they have had. It started the season 16% up (in paid visitors), flat-lined, then ended at 9.5% up at the end of the season.
- Kelling Heath - camping is very good – most bookings are now taken through the internet
- Burnham Deepdale - camping is up including during the shoulder months
- Norfolk Coastal Path - the counters have shown a substantial increase of walkers of up 50% with more people coming by public transport with the Coach hopper being a huge success. Enquiries are up 15-20%

Norfolk has been announced as one of six areas of the country as “priority areas” for the creation of a coastal path around the whole of England. Natural England announced it alongside Weymouth, Kent, Somerset, Cumbria and East Riding in Yorkshire.

Other

Greater Norwich

East of England Co-Operative Society – independent food retailer, 200 trading outlets in 73 towns and villages – trading profits have risen to £7.2m in the first

half of 2009, with turnover up by 3.4 percent to £205m. The society said that food retailing had seen its “14th successive quarter of like for like growth” – but warned that the slowing of food inflation would affect the figures in the second half of the year. But several new food stores are in the pipeline.

Borders, Norwich – bookstore employing 36 full-time staff - future of the store is under threat due to the chain potentially going into administration. The company has 45 UK stores employing 1,110 staff and lodged a notice of intent to appoint administrators following the reported collapse of takeover negotiations, but it was believed to be scrambling to secure a rescue deal. Borders UK has been struggling for most of the autumn, following £13.6m losses last year, up from £10.3m in 2007.

OpenContact, Norwich – outsource contact centre – has won a substantial new contract with TPS (Insurance Admin Services) Ltd, part of the Longhawk Insurance Group, one of the UK's leading niche insurance specialists. As part of the contract TPS' entire Norwich based staff have transferred to OpenContact's employment. Of the 35 transferred staff, 25 will be employed directly in the call centre, doubling OpenContact's current staffing levels. The remaining 10 employees will strengthen OpenContact's management and support teams, in areas such as IT, HR and compliance.

Lady Luck's Boutique, Norwich – sells a range of bags, jewellery and items of clothing - has been opened by a former art student a year after launching her online business with help from the Prince's Trust.

www.ladylucksboutique.com

Windsor Bishop, Norwich – jewellers – supplied the jewellery for Stacey Solomon on X-Factor and will be supplying more jewellery for Susan Boyle on the show.

Blofield Florists – are celebrating 40 years in business with their best year yet.

Prohelp – organisation which helps businesses to help in their local community – is encouraging more Norfolk firms to give their time and expertise to community and voluntary groups free of charge. Thousands of pounds worth of pro-bono advice is given each year by surveyors, architects, lawyers and accountants through Norfolk Prohelp.

One Norfolk Prohelp project has seen Norwich based marketing and design agency Datadrum develop new branding and a website for Norfolk Homemakers, the local charity which provides affordable furniture to people in need and on low incomes.

Animal charities in Norfolk have reported a surge in people asking for help from horse owners. The problem could get worse with the cost of hay and feed through the winter expected to be the breaking point for many owners already under financial strain.

Redwings Horse Sanctuary, near Tasburgh said they had taken in 250 horses this year nationwide, which is 100 more than they would normally take.

Other Areas

RAF Marham, West Norfolk – rumours that the future of the airbase could be threatened by air force cuts. The rumour has come amid national reports the RAF is planning to cut 10,000 staff – a quarter of its manpower – and close up to five of its 19 large flying stations in the UK.

Foulger Transport has signed a distribution deal with QD stores that will see it deliver goods to the retailer's stores across the east of England. Foulger is already involved in Portal Norwich – formerly the Freight Consolidation Scheme – which delivers loads into the city on low-emission vehicles. The new deal would enable the company to potentially record an annual turnover of about £14m. By Christmas the company will have about 100 trucks and will employ about 200 people.

The old Woolworths store in Wymondham will be re-opened this week when it opens as a Co-operative supermarket. The refit has secured 20 jobs and created a further 25.

Iceland, Cromer – frozen food chain – announced in July that it would take over the former Woolworths store and create more than 30 full and part time jobs, however, a planning row may delay the store's opening.

Other Information

Greater Norwich

Norwich City Council has revealed where the axe will fall as it attempts to plug £6.3m hole in its finances:

- up to 45 posts could be shed
- further 30 vacancies currently frozen left unfilled
- sports facilities, including bowls greens, tennis courts and putting greens could also be sacrificed.
- Cashier service at City Hall could be removed
- Grants provided to voluntary groups reduced by £76,000
- Hours of tourist information centre cut
- Lord Mayor's Celebration reduced from four days to three.

The council said its priority was to save £6.3m by 2010 and the remaining £1.7m by April 2011. Officers said £3.1m will be saved by getting better deals when renewing and renegotiating contracts for services.

Rackheath 4,150 homeeco-town project - councillors at Broadland District Council have voted in favour to put in a £28.4m bid to the government to help kick start the project. If the £28.4m is successful, it would be used to pay for:

- £5m for the exemplar phase
- £1.92m for a sustainable water strategy study

- £4.84m to “retrofit” existing Rackheath homes and businesses to improve their energy efficiency
 - £1.25m for biodiversity and green infrastructure
 - £5.5m for bus services to employment centres
 - £2.5m for walking and cycling links to Norwich and Wroxham
-

Other Areas

The 250-berth marina planned for King’s Lynn may not go ahead for at least another decade due to a lack of funding in the current economic climate. Regional development funding which would have helped towards the cost of the scheme, has dried up because of the credit crunch. And a report to councillors warns a shortfall the council would have to cover has increased from £4.1m to £10.4m.

The news is the second major blow for the town in as many weeks, after the College of West Anglia confirmed it would not be building a new state-of-the-art campus on the Nar Ouse Regeneration Area. And it comes days after it was revealed the future of RAF Marham could be under threat from a review of defence spending, in which five of the RAF’s 19 large bases could close.

December Headlines

Greater Norwich

Central Trust, Norwich – finance broker – has seen 17 employees made redundant- including the chief executive. But chairman Andrew Turner said the worst was over and he did not expect further redundancies unless the economy deteriorates further. In 2008 Central Trust’s profits fell by more than £13m to £2.5m before tax. Turnover fell from £113.6m in 2007 to £85.4m last year after “severe challenges” to the business.

Millards, Norwich – civil engineering – has gone into administration with the loss of 23 jobs after a sharp fall in turnover (halve) and growing losses (£1m in the last couple of years) as a result of the slowdown in the construction sector.

Virgin Wines, Norwich – online win sales - saw sales of £377,000 on Monday, the company’s highest every daily figure.

Other Areas

Jack Richards & Son, Fakenham – haulage firm – fleet of 180 heavy goods vehicles – has secured a national distribution deal with construction materials specialist Dow Building Solutions. The contract will see the company deliver insulation material from Dow’s King’s Lynn manufacturing plant to customers across the country.

Unemployment

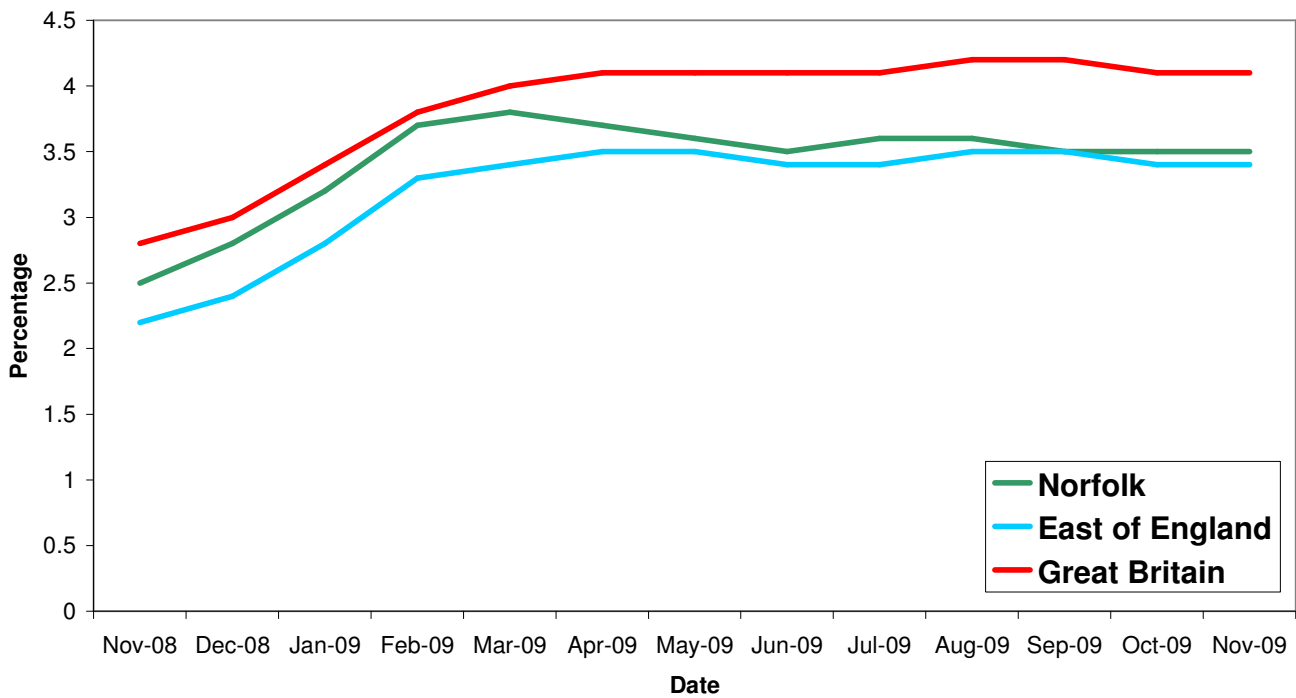
Key Facts

Norfolk JSA claimant count was 18,013 in November, up 365 or 20.1% since October 2009 and up by 5,554 on the year, a 44.6% increase since November 2008.

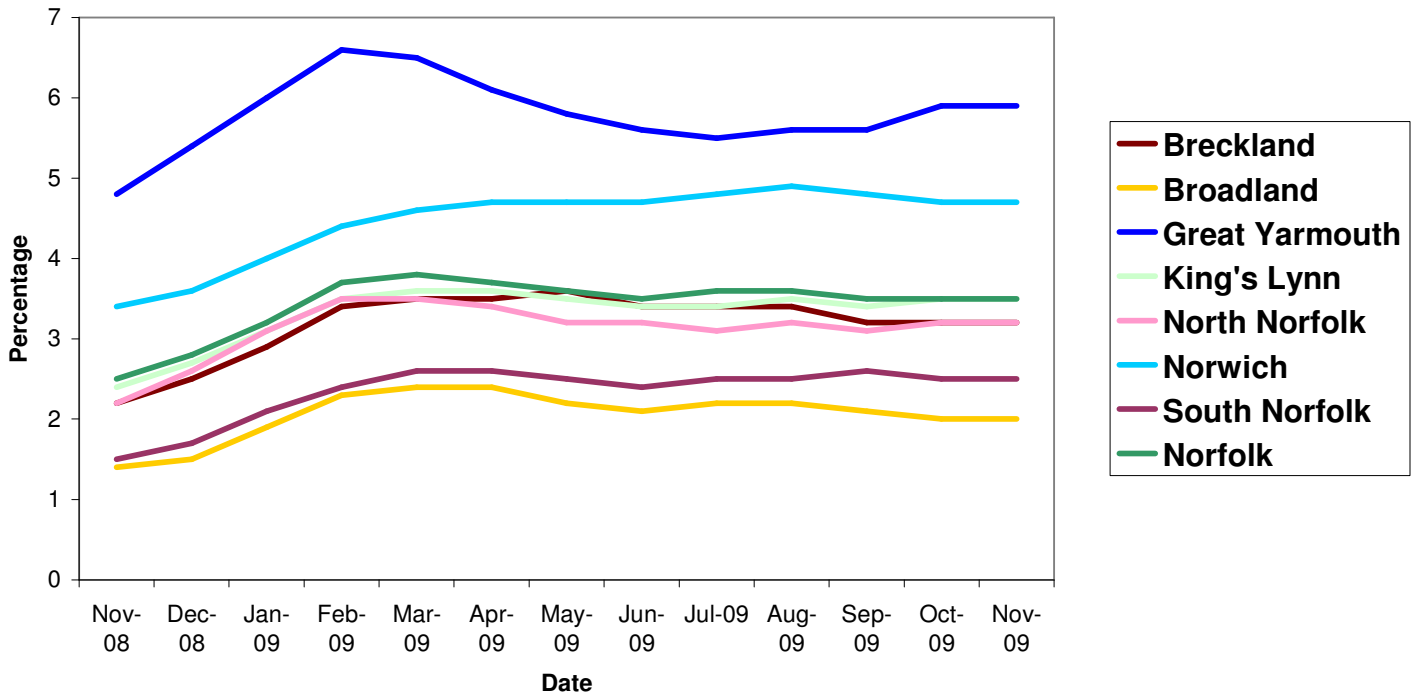
Norwich continues to be over the Norfolk average by at least one percent, while Broadland and South Norfolk remain below Norfolk's average by at least one percent.

Source: Nomis, Official Labour Market Statistics

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	18,013	3.6	5,554	44.6%
Breckland	2,440	3.2	791	48.0%
Broadland	1,444	2.0	464	47.3%
Great Yarmouth	3,447	6.3	832	31.8%
King's Lynn & West Norfolk	2,893	3.5	915	46.3%
North Norfolk	1,739	3.2	540	45.0%
Norwich	4,352	4.7	1,351	45.0%
South Norfolk	1,698	2.5	661	63.7%

Source: Job Centre Plus

6,978 claimants in November 2009 were from the Norwich Job Centre Plus office, a 47 percent rise from 2008, an increase of 1.1 percent since October 2009.

Redundancies

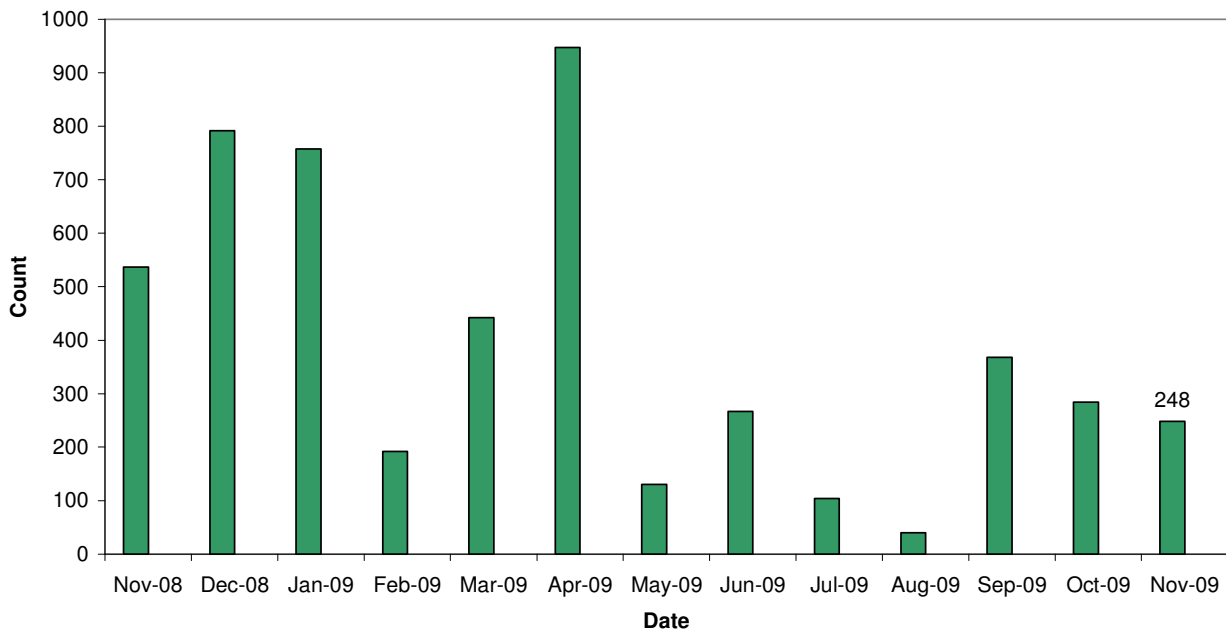
Key Facts

There have been 6, 205 redundancies notified to Job Centre Plus between July 2008 and 30 November 2009, with a decrease of 12.7% since October 2009. Of these 53% have been in Norwich, 1.5% in Broadland and 2% in South Norfolk. The same figures as in October.

The hardest hit sectors still continue to be manufacturing (1,100) and insurance and financial services (1,075). Although this month saw redundancies in health and social care rise from 67 to 167.

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
5 th November	7	71 (61.21%)	37 (31.90%)	8 (6.9%)
12 th November	9	88 (61.54%)	48 (33.57%)	7 (4.9%)
19 th November	7	88 (68.84%)	32 (25.4%)	6 (4.76%)
26 th November	6 and a 1/2	88 (50.29)	74 (42.29%)	13 (7.43%)


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

4, 118 jobs in Norfolk were notified to Job Centre Plus. Of these 65 percent were full time positions. Notified vacancies were up 2.5 percent from October's total.

In terms of district vacancy notifications:

- Broadland had 421, a drop of 24 percent since last year and a 22 percent increase from October.
- Norwich had 1,178, a drop of 12 percent since last year and a 24 percent decrease from October.
- South Norfolk had 373, an increase of 4 percent since last year but a 1 percent decrease from October

Industry	Norfolk	
	November 08	November 09
Agriculture, hunting and forestry	12	43
Manufacturing	88	152
Electricity, gas and water supply	25	8
Construction	179	186
Wholesale and retail trade	602	561
Hotels and restaurants	286	218
Transport, storage and communication	47	57
Financial intermediation	127	60
Real estate, renting and business activities	1,670	1,686
Public administration/defence/compulsory social security	271	168
Education	72	100
Health and social work	510	576
Other community, social and personal service activities	122	295
Column Total	4,011	4,110

 Industry sectors with falls in job vacancies

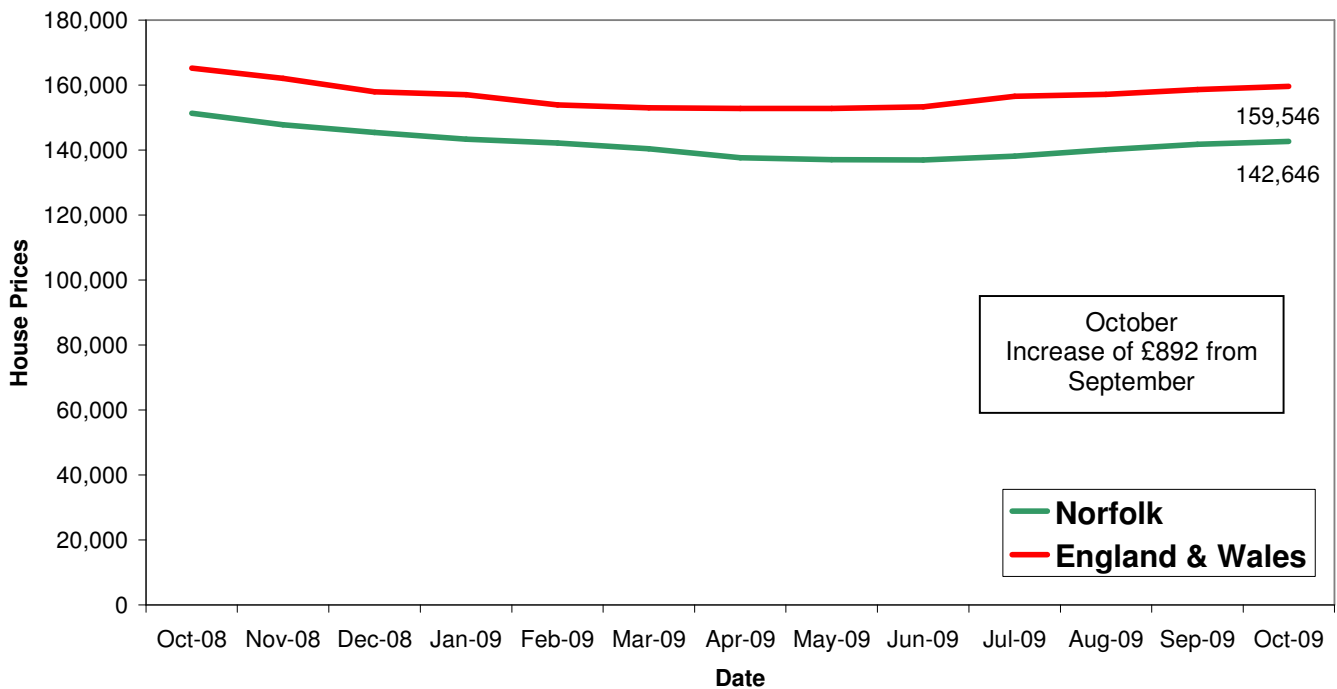
Housing

Key Facts

- UK house prices increased by 1.4% in November.** This is the fifth consecutive month which has seen an increase in prices. Prices have increased by 8.5% since reaching a trough in April 2009; an increase in the average price of £13,174. This follows a decline of 23% between August 2007 and April 2009.
- Average House price £167, 664**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry