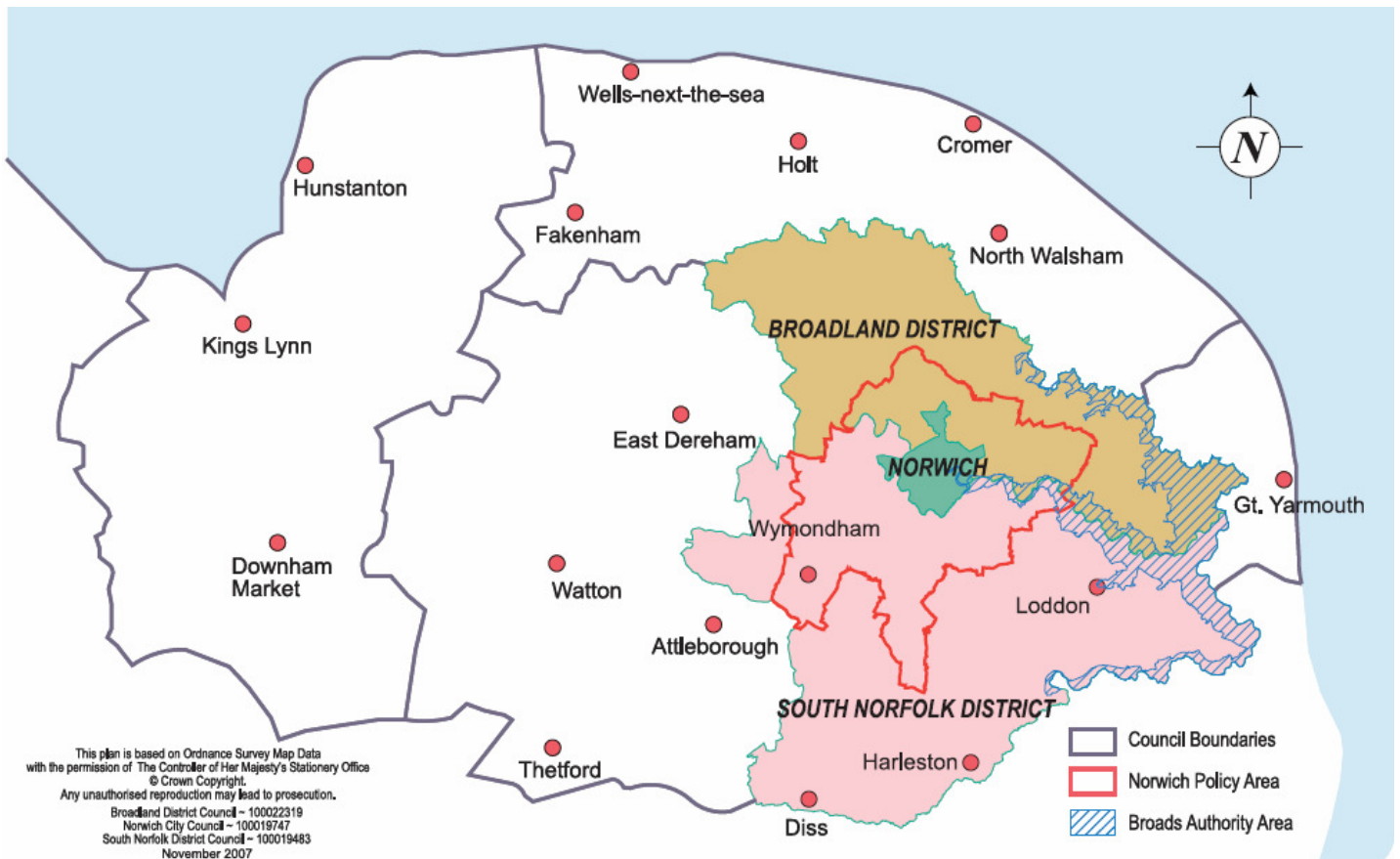


## Greater Norwich Quarter 2: July-September 2009



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Intelligence in these reports has been gathered from a number of sources which include:

- nomis official labour market statistics
- Job Centre Plus – Norfolk
- Land Registry house prices
- Halifax house price index
- Bidwells data books
- McTear, Williams & Wood
- the EDP newspaper
- the Lynn News paper
- the Lowestoft Journal
- the Great Yarmouth Mercury
- email updates from businesses
- word of mouth
- sector group meetings

## Introduction

This document brings together key business and economic intelligence information over the past quarter to develop a clearer understanding of the economic performance of the sub-region.

It primarily focuses on the Greater Norwich area, but also includes data and business intelligence covering Norfolk as a whole, taking in North Norfolk, Breckland and King's Lynn.

## Summary

The quarter has seen a mixed set of data and business news. Whilst many businesses are now reporting better trading conditions, recruiting staff and investing in their businesses, a significant number are still facing difficulties.

There is no doubt trading conditions are improving – but the recovery remains fragile.

Many manufacturing and engineering businesses are continuing to experience challenges, with jobs lost at manufacturing company Mondi and air conditioning business ACR Heat Transfer.

However Norfolk's tourism industry has enjoyed a bumper summer and a clutch of financial services businesses have announced the creation of new jobs. Sectors such as food processing, retail and construction appear to be recovering – with more positive news than previous quarters.

Insolvency figures have reduced from the previous quarter, but remain high. Business confidence has risen, according to the latest Chamber of Commerce survey.

The September Chartered Institute of Purchasing and Supply (CIPS) showed service businesses looking more positive, whilst research from the CBI found manufacturers remain gloomy.

Norfolk's unemployment figure reduced slightly over the quarter – although this figure is expected to rise in the next quarter, not least because redundancy notifications picked up sharply in September – 368 – compared with just 40 in August. However the September figure is significantly below the 900 plus figure recorded in April.

Norfolk's house prices have recorded their first quarter of growth since the start of the recession, although the rate of recovery lags slightly behind the England and Wales average.

Public sector interventions are starting to have an impact – such as the Government's Future Jobs fund, although there are concerns about how the squeeze in public sector finances will impact on the sub-regional economy.

## Conclusion

Both economic data and business intelligence are showing that the region's fragile recovery is continuing.

There are now more positive trends than in the first quarter report, which itself was an improvement on the sea of negative data between September 08 and March 09.

However businesses, particularly in manufacturing and engineering, remain cautious.

There is uncertainty about whether the economic recovery will be maintained, although interestingly many surveys are now indicating optimism for the future.

## Trading Climate & Confidence Levels

### **Key Facts**

Trading and confidence levels are showing more positive trends this quarter, although this varies from sector to sector. Some businesses are seeing the downturn as an opportunity to grow, but others are still finding the going tough. Engineering and manufacturing businesses are finding conditions tougher, but financial services and tourism have enjoyed better quarters.

### **Agriculture & Food Processing**

The agriculture and food processing sector has had a mixed quarter. Britvic (Robinsons) and Crown Chicken both report strong figures but there is caution about 2009 performance and Omex, a fertiliser and plant nutrition business, is investing £4m in a new factory in King's Lynn while Bernard Matthews made 44 redundancies in the same period.

Where one wine shop closed this quarter, another online wine retailer has had great success being picked by Jamie Oliver to work alongside his TV programme.

### **Construction**

Construction has continued to have a hard time with redundancies at both May Gurney and R G Carter, however, May Gurney won a new £350m, 10 year highways contract during this quarter.

### **Creative**

Although Archant has seen a fall in revenue and operating profits other creative businesses have seen success with Right Angle Events planning to take services overseas and have employed a further 23 staff in the last year, and Turton Middleton have employed two more staff.

### **Energy**

The energy sector has seen some very positive new stories with Carbon Special Reserve securing a £177,000 turnover in its first year with healthy profits and a plan to employ more staff this year and the news of an exciting new cluster 'The Eastern Region Wing Energy Group'. This cluster is a group of 24 automotive, aerospace and marine businesses across East Anglia, set up by Hethel Engineering which could create thousands of jobs in the region. The project is aimed at enabling East Anglian companies to break in to the growing wind energy sector and is one step closer after raising funds for a feasibility study.

### **Engineering**

Breckland Technology, a sports car manufacturer have made 16 staff redundant during this quarter after going into administration, which is following the national trend for job losses in the car manufacturing industry. Lotus, in contrast, have been bucking this national trend with the Lotus Evora model been crowned Britain's Best Driver Car 2009. The company has taken on more staff and it was

announced in this quarter that the Lotus F1 team will be returning to Formula One with the creation of a further 250 jobs.

Polar Composites, a specialist in carbon fibre products have had a successful quarter taking £70,000 worth of work in one week from six different clients, and The Exhibition of Advanced Manufacturing and Engineering 2009 (EAME) was a success with a significant increase in attendance with 539 registered guests on the first day alone up from about 350 last year.

### **Financial**

Positive news follows last quarter's announcement that jobs had been saved and created in this sector with Adrian Flux, Swinton, Open Contact and Alan Boswell announcing the creation of more jobs during this quarter. Larking Gowen has seen a rise in turnover and Moore Stephens have opened up a new office in Norwich with M&A Partners.

### **Health & Life Sciences**

Keep It Clean have been seeing benefits from the health scares around Swine Flu with recent inquiries increasing. Anglia DNA announced its DNA testing kit will now be available over the counter but the Institute of Food Research will be losing 40 jobs as part of a package of cuts forced by spiralling costs and funding pressures.

### **ICT**

The ICT sector continues to see positive results with Further reporting their best results to date, Foolproof are on course for a rise in turnover and Datadrum, RD Research and P1 Technology Partners have been winning new contracts and campaigns. Swains increased staff numbers but Soup sold a majority stake in the business to a London agency after going into administration.

### **Manufacturing**

Manufacturing continues to suffer during the recession with Mondi, manufacturer of cardboard boxes and ACR Heat Transfer making staff redundant- 28 and 80 respectively. Nevertheless, Structure Flex has designed and built a new piece of equipment for the British Antarctic Survey.

### **Tourism**

Enjoyed bumper holiday season with some holiday parks and resorts saying visitor numbers have risen by 40 percent and reporting good numbers after the school holidays where they usually experience a dip. Africa Alive!, Banham Zoo, Dinosaur Adventure, Fairhaven Woodland and Water Gardens are all reporting buoyant late summer trade.

UK Holiday Group reported it was in line for an 11 percent rise in bookings partly due to a boom in demand for domestic travel and Strattons, Swaffham a boutique eco-hotel is set to expand.

### **Other**

Retail has again seen a mix of fortunes. Jobs have been saved at firms including Mr Shoes and Capita which reduced the number of redundancies from 210 to about 25. Companies have been opening new stores (Java furniture, Living Rooms – ethnically sourced goods, 'You Can Brew It'- home brewing supply shop and Apollo Group- property services) but others have gone into administration including Allied Carpets, or others have left the area – Wesley Barrell.

Other businesses have seen contracts being won, turnover and profits increasing including the outdoor education company Kingswood, Bertram Group, Pure Lettings Ltd. And Norse Commercial Services

Overall exports of goods from the East of England are currently worth £20.2bn as at the end of June 2009.

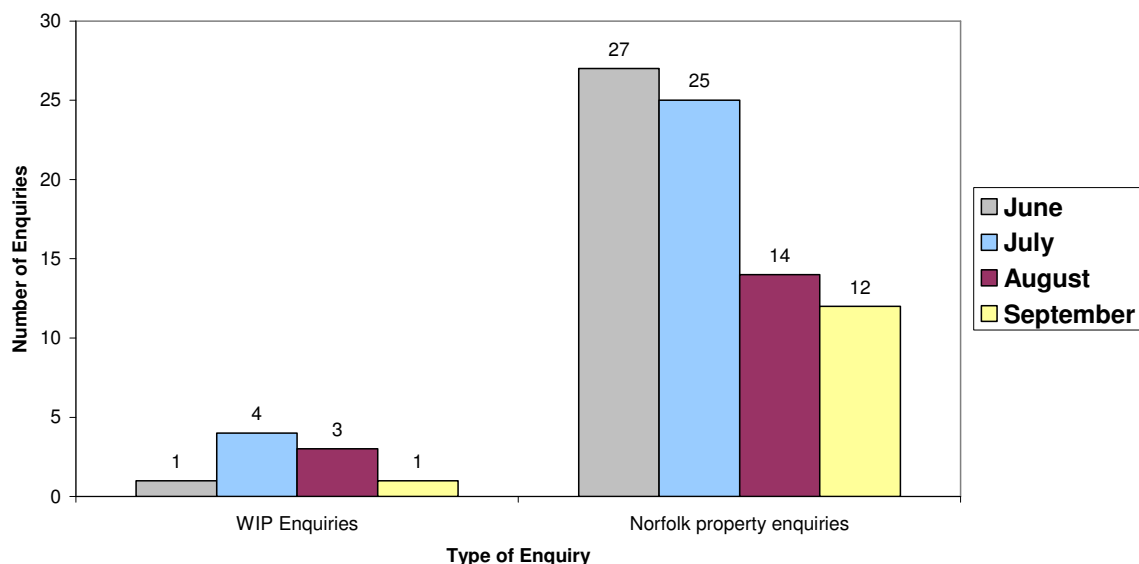
The number of companies exporting from the region is 8611 as at end of 2008, up 3.2 percent from end of 2007 (*source: EDP/East of England International*)

## Investment Enquiries

### Key Facts

The table shows that there are a higher proportion of Norfolk property enquiries through the Invest in Norfolk website than there are foreign company property investment enquiries. Norfolk property enquiries have declined over the quarter by 52%, and WIP enquiries have declined by 75% but the numbers are small which inflates the percentage fall.

## Investment Enquiries



WIP Enquiries – foreign company property investment enquiries

Norfolk property enquiries – enquiries via [www.investinnorfolk.com](http://www.investinnorfolk.com)

## Insolvencies

### Key Facts

- Norfolk has seen insolvencies drop by 25% between Quarter 1 and 2 in 2009. Norfolk has double the number of insolvencies in Quarter 2 2009 as Quarter 2 2008.

Norfolk is still the hardest hit county but the drop in figures may show that the worse of the recession is over.

| 2008  | Norfolk | Suffolk | Cambs | Essex | Total |
|-------|---------|---------|-------|-------|-------|
| Qtr 1 | 18      | 22      | 15    | 18    | 73    |
| Qtr 2 | 15      | 16      | 14    | 18    | 63    |
| Qtr 4 | 28      | 21      | 29    | 21    | 99    |
| 2009  |         |         |       |       |       |
| Qtr 1 | 40      | 34      | 22    | 33    | 129   |
| Qtr 2 | 30      | 23      | 26    | 17    | 96    |

The mw-w.com index has risen from 263 in quarter one 2009 to 273 for Norfolk.

*Source: McTear, Williams & Wood*

Surveys

### Key Facts

Surveys carried out during this quarter show that business confidence and optimism is growing in the majority of sectors, although manufacturing remains negative. Graduates are suffering with a quarter not in full time work three and a half years after graduating and those coming up to retirement are having to reconsider their options.

British Chamber of Commerce - Quarter 2 (April-June) Survey. Findings include:

- The worst of the recession is over.
- Turnover confidence has entered positive territory for the first time since Q3 last year and it has improved dramatically for manufacturing firms, rising 40 points from -38 in Q1 to +2 in Q2.

Norfolk analysis of the Quarter 2 Survey can be seen in the table:

Quarterly Economic Survey

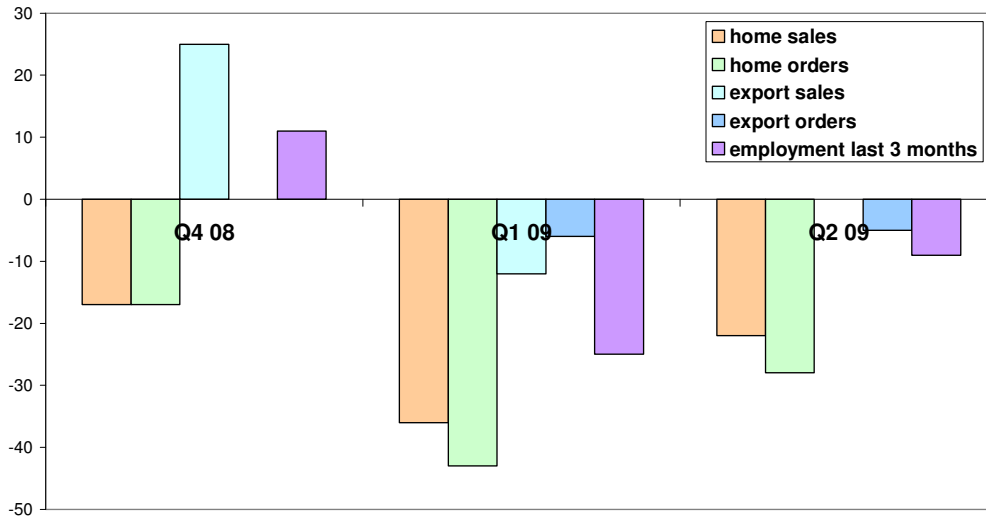
|                                                                                       |                                  | Manufacturing |       |       | Service |       |       |
|---------------------------------------------------------------------------------------|----------------------------------|---------------|-------|-------|---------|-------|-------|
|                                                                                       |                                  | Q4-08         | Q1-09 | Q2-09 | Q4-08   | Q1-09 | Q2-09 |
| Excluding season variations during the past 3 months what increase has there been in: | Home sales                       | -17           | -36   | -22   | -14     | -14   | -6    |
|                                                                                       | Home orders                      | -17           | -43   | -28   | -24     | -26   | -14   |
|                                                                                       | Export sales                     | 25            | -12   | 0     | 3       | 24    | -10   |
|                                                                                       | Export orders                    | 0             | -6    | -5    | -6      | -9    | -7    |
|                                                                                       | Employment last 3 months         | 11            | -25   | -9    | 0       | -16   | -9    |
| Over the next 3 months do you expect your workforce to increase                       | Employment next 3 months         | -11           | 28    | 6     | -8      | -1    | 3     |
| Have you tried to recruit staff over past 3 months                                    | % Tried to recruit               | 59            | 41    | 41    | 48      | 45    | 47    |
| If yes were they for:                                                                 | % Part-time                      | 25            | 40    | 17    | 35      | 40    | 37    |
|                                                                                       | % Full-time                      | 72            | 60    | 83    | 65      | 60    | 63    |
|                                                                                       | % Temporary                      | 70            | 63    | 25    | 35      | 35    | 36    |
|                                                                                       | % Permanent                      | 30            | 38    | 75    | 65      | 65    | 64    |
| Did you experience any difficulties finding suitable staff?                           | % Recruitment difficults         | 25            | 38    | 69    | 75      | 62    | 57    |
|                                                                                       | % Skilled manual                 | 50            | 31    | 15    | 23      | 22    | 17    |
|                                                                                       | % Professional & Managerial      | 13            | 15    | 46    | 42      | 27    | 31    |
|                                                                                       | % Clerical                       | 13            | 0     | 8     | 26      | 18    | 13    |
|                                                                                       | % Semi & unskilled               | 13            | 0     | 23    | 11      | 5     | 10    |
| During the past 3 months have you seen an increase in:                                | Cashflow                         | -3            | -40   | -38   | -24     | -29   | -21   |
|                                                                                       | Investment - plant and machinery | 15            | -10   | -32   | -16     | -11   | -16   |
|                                                                                       | Investment - training            | 22            | -12   | -16   | -1      | -4    | 2     |
| During the next 12 months which of the following do you expect ot                     | Confidence - turnover            | -19           | -35   | -3    | -1      | -10   | 22    |
|                                                                                       | Confidence - profitability       | -19           | -53   | -31   | -21     | -21   | 2     |
| Are you currently operating at full capacity                                          | % Full capacity                  | 48            | 27    | 22    | 31      | 30    | 41    |
| Over the next 3 months do you expect your prices to increase                          | Prices                           | 18            | 3     | -13   | 19      | 3     | 7     |
| Is your business suffering pressure to raise prices from any of the following:        | % Pay settlements                | 26            | 22    | 6     | 18      | 7     | 13    |
|                                                                                       | % Raw Material                   | 67            | 66    | 50    | 25      | 25    | 22    |
|                                                                                       | % Financial costs                | 15            | 44    | 28    | 19      | 19    | 17    |
|                                                                                       | % Other overheads                | 44            | 63    | 34    | 43      | 37    | 31    |

Questions 1 and 7 have been looked at in more detail as we felt these two questions were the most important in terms of the impact of the recession. Question 1: excluding season variations during the past three months what increase has there been in:

home sales; home orders; export sales; export orders; employment

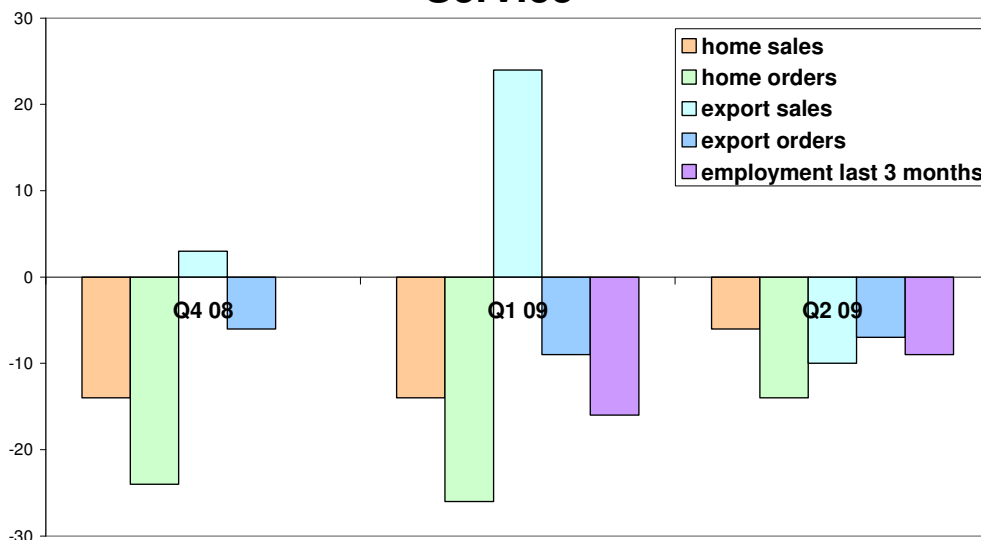
Manufacturing industries have seen an increase in homes sales, home orders and export sales between Q1 and Q2 after falling after Q4 08. Export orders remained stable after a slight fall from Q4 08. Employment fell dramatically between Q4 08 and Q1 09, but has started to increase in Q2.

### Manufacturing



Service industries have seen a continued increase in home sales since Q4 08, although they are still negative. Export sales peaked in Q1 09 but have fallen in Q2 09 to values below Q4 08.

### Service

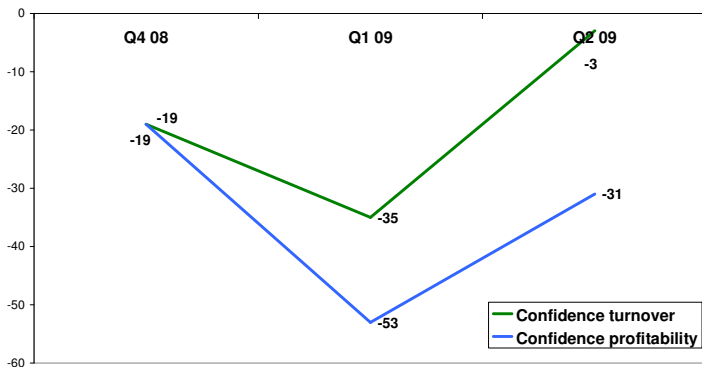


Question 7: during the next 12 months which of the following do you expect:

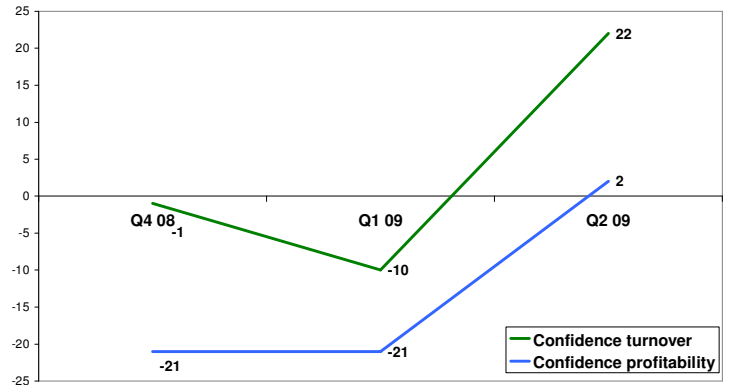
## Confidence- turnover Confidence- profitability

The manufacturing industries have remained negative, although confidence in turnover and profitability has increased between Q1 and Q2 09.  
The service industries have broken into positive figures, with confidence in turnover increasing 32 points.

### Manufacturing



### Service



British Chamber of Commerce - Quarter 3 (July-September) Survey. Findings include:

- Business confidence in Norfolk has strengthened across the board, particularly in the service industry, where turnover confidence climbed seven points to +41 percent. It remained steady in the manufacturing sector.
- Employment expectation in the services sector has risen by four points on the previous quarter to reach +6 percent.
- Less optimistically, cashflow expectations remain negative and are still weak by historical standards
- While domestic orders and sales improved during the third quarter, particularly in the service sector, they remain negative.

The Norfolk breakdown is not yet available.

## Further Surveys

August - Parity, IT company – impacts of the recession and job cuts. Findings include:

- recession induced job cuts could threaten efficiency, productivity and profit in the long-term
- almost a quarter of companies are unable to access information held by employees after they have been made redundant
- three fifths of firms have reduced staff hours
- 40 percent of firms have cut down on face-to-face meetings

August - NHBC survey of small buildings. Findings include:

- 41 percent believe they will feel the positive effects of a market recovery within a year
- 18 percent say it will take just six months for them to notice the benefits of a market recovery
- 12 percent said they are hopeful of benefiting from an upturn within two years.

August- Engineering Employers Federation survey. Findings include:

- More than three out of four manufacturing firms are freezing pay, with little sign that the trend will change soon
- Average deals have slumped from 0.8 percent to 0.3 percent in recent months, the lowest since records began in 1987.

August - Institute of Chartered Accountants in England and Wales. Findings include:

- Optimism among professionals is at its highest for two years, jumping from minus 28.2 in the third quarter to 4.8, the largest quarterly improvement since the survey began in 2003.
- Based on results of its Business Confidence Monitor it now predicts that economic output will rise 0.5 percent this quarter. Its forecast comes after a worse-than-expected 0.8 percent decline in the economy between April and June, marking the UK's fifth successive quarter of recession.
- Businesses expected a rise in 13 out of the survey's 14 key financial performance indicators in the coming 12 months, in contrast to earlier in the year when most were expected to contract.

August - Opinion Matters questioned 2, 053 people on behalf of MGM Advantage, retirement income firm. Findings include:

- A third of people have been forced to delay their retirement after seeing the value of their pension fund slashed during the economic downturn.
- Around 35 percent of people aged over 55 who are still working said they had put off plans to retire while they waited for the value of their pension savings to recover.
- 23 percent are expected to work on beyond the state pension age of 65
- 32 percent admitted they were not at all prepared for retirement.
- 48 percent said the recession had not changed their retirement plans
- 13 percent said they were currently saving more to offset losses elsewhere
- One in ten people said they were planning to boost their retirement income by either releasing equity from their home or moving to a smaller property.

August - Experian, global information services company research into used car sales. Findings include:

- 82, 767 used cars were sold in East Anglia from April 1st to June 30th 2009, almost 6 percent lower than the same period last year.
- Nationally used car sales were down 6.6 percent to about 1.8m.

August – Barclays survey of 3000 small companies 'Have Your Say'. Findings include:

- 49 percent were planning to grow in the next 12 months
- 34 percent expecting to stay the same or consolidate
- 54 percent of retail sector companies planning an expansion
- 46 percent of trade sector companies planning an expansion
- 60 percent of businesses less than three years old are considering expansion
- 40 percent of businesses more than 11 year sold are considering expansion

September – Charity Commission's third economic survey. Findings include:

- Norfolk charities are remaining positive about the future, despite the survey showing an increase in the number of good causes being affected by the recession.
- 56 percent had been affected by the downturn, up from 52 percent at the beginning of the year.
- 71 percent of charities felt optimistic about the outlook for the next six months.
- 9 percent of charities had considered merging, collaborating or forming a consortium with another charity
- 21 percent had looked to cut office and energy costs
- 18 percent had increased their fundraising efforts
- Largest charities, with an annual income of £1m or more, were both the most affected (83percent) and the least optimistic group, with one in three being worried about the future.

Norwich and Norfolk Scope Association is managing to buck economic trend. Its six shops in and around Norwich have trebled their profits over the past year to about £90,000.

September – CBI trends survey with 555 firms responding. Findings include:

- Manufacturers reported depressed order books for the 15<sup>th</sup> month in a row
- 48 percent of firms said order books were below normal
- 2 percent expecting output to fall over the next three months – strongest result since June last year
- 46 percent said export levels were lower than expected, little changed on the month
- Manufacturers expect little change in domestic prices in the three months ahead, easing concerns over a possible slide in deflation.

September – Higher Education Statistics Agency surveyed a snapshot of 41,395 university leavers graduates on November 28 last year. Findings include:

- Almost a quarter of graduates were still not in full-time work three and a half years after leaving university
- 19 percent of those working full or part-time were not in graduate professions
- 11.7 percent of those who left university in 2005/05 said they had been out of work at least once
- 23.0 percent were not in full time paid work

A study by academics at the University of East Anglia has found that employers valued a candidate's "values, social engagement and intellect" as traditional skills. The finding is the result of research with 105 employers of different sizes and from different industries in East Anglia.

September – Chartered Institute of Purchasing and Supply's (CIPS) report. Findings include:

- Services sector – the biggest contributor to the economy – recorded a reading of 54.1 on the business activity index, this is up from 53.2 seen in July and marks the highest on the CIPS purchasing managers' index since September 2007.
- August was the fourth month in a row where the reading has been above 50, which indicates growth.

September – Aon Consulting regarding retirement. Findings include:

- 64 percent of workers think they will have to delay their retirement plans because of the recession.
- 19 percent of workers are expecting to have to work for an extra six to nine years.

## Support & Government Initiatives

### Key Facts

**The schemes and support released during this period have included programmes and funding to help businesses to save money through resource and energy efficiency, as well as providing businesses with money to take on new staff- young people and those made redundant. This quarter has also seen the return of innovation vouchers after their previous success, demonstrating the support for people to get ahead during the downturn.**

### Initiatives Released/Promoted:

'Rural Money Matters' document was launched on July 1<sup>st</sup>. The document is intended to be a support guide to help people, local authorities and community groups find ways of bringing people out of financial problems.

<http://www.ruralcommunities.gov.uk/files/Rural%20Money%20Matters%20Aug091.pdf>

A £2.3m government grant is to create 356 job placements to help get young people in Norfolk into full-time work. Six-month, fully subsidised placements for 18-24 year olds will be available through Job Centre Plus from October.

The jobs will run at the minimum wage for 25 hours a week, which the council said would offer job seekers valuable work experience and a regular income.

To be eligible, applicants must have claimed Jobseekers' Allowance for between six months and a year. Jobs will be available in "green" industries, construction, retail, mechanics, clerical, gardening, plastering, painting and decorating.

5<sup>th</sup> August - Resource Efficiency East – launched a £2.1m programme to help regional businesses use resources more efficiently while boosting their profits. Two day supportive package including an onsite visit from a consultant, written report and tailor made action plan for businesses with fewer than 250 staff and turnover of less than Euro50m (about £42m) is one of the available services.  
[www.resourceefficiencyeast.co.uk](http://www.resourceefficiencyeast.co.uk)

19<sup>th</sup> August – Construction Skills, the industry's sector skills council has received £1m funding from the National Apprenticeship Service for construction businesses in the east of England to help them take on apprentices laid-off during the recession. Companies that are able to provide suitable apprenticeship employment to out of work apprentices and support them to complete their training can apply for financial support of up to £1,000. Funding is available for people in the final 12 months of their apprenticeships.

21<sup>st</sup> August – Carbon Trust - £100m in interest-free and unsecured loans for small and medium businesses over the next two years. British Chamber of Commerce urging businesses to take these loans up to help more businesses survive the recession by cutting their energy costs and their carbon footprints. Minimum loan amount has been lowered to just £3000 with an upper limit of £400,000.

28<sup>th</sup> August – Small Loans for Business scheme – programme through East of England Development Agency (EEDA) for businesses looking to borrow between £500 and £200,000. The scheme offers between £500 and £50,000 to regional businesses whose funding applications have been refused by the banks, while Regional Growth Loans provide up to £200,000 for small to medium-size businesses that demonstrate potential for long-term growth and a workable business proposition.  
[www.eeda.org.uk/finance](http://www.eeda.org.uk/finance)

25<sup>th</sup> September – Innovation Vouchers initiative – provides small to medium sized enterprises with £3,000 worth of dedicated support and advice through one week's close collaboration with top academics and researchers – free of charge.

The Future Jobs Fund is a £1 billion national fund aimed at creating 150,000 jobs between October 2009 and April 2011 providing real help for young people (18 – 24 years) and those who face significant disadvantages in the labour market. On behalf of Norfolk County Strategic Partnership, Norfolk County Council has led a bid to the Fund, with responsibility for the scheme delegated to the Investing in Communities (IiC) Partnership Board. The County Council will be the 'lead' delivery partner with a wide range of other partners, and have secured £1.2 million to date, with a potential to take this up to £2.3 million early next year. The first stage of the project will secure 183 jobs as well as providing intensive support to individuals to ensure they are able to progress into further employment beyond the period of funding.

The jobs created will be based mostly within social enterprises and will be within the following sectors: green construction, clerical, gardening, plastering and painting and decorating. A second bid will be developed that will focus on Lone Parents in areas of high unemployment, in addition to continuation of the 18-24 yr project. The focus on Lone Parents is proposed as the work of the Child Poverty Action Group identified them as the largest group in Norfolk where Children are in Poverty.

Business Link Engagement

### Key Facts

Overall the second quarter has seen Business Link engage with fewer businesses in nearly all categories. In total Business Link has engaged with 2,795 businesses during this second quarter, a fall of 3,268 (53.9%) businesses from quarter one. 1,273 enquiries were from people considering starting a new business, a fall of 936 (42.4%). The number of established business enquiries fell by 2,146 from 3,547 last quarter to 1,401 this quarter – a 60.5% decrease. However, those intensively assisted customers rose by 7.6%.

The drop in enquiries may be due to higher than usual figures in quarter one due to the continuing recession, where this quarter businesses may have already sought help earlier in the year, feel more positive or have found help elsewhere as advice resources have been emerging during the previous months in response to the recession.

### KEY

**IDBR** Inter-Departmental Business Register. Based on inputs from three administrative sources:

1. traders registered for Value Added Tax (VAT) purposes with HM Customs and Excise;
2. employers operating a Pay As You Earn (PAYE) scheme registered with the Inland Revenue; and
3. incorporated businesses

This represents the "stock" of businesses in the county (including the unitaries)

- A** Start Up Activity expressed as a % of IDBR  
**B** Established businesses expressed as a % of IDBR  
**C** All customers expressed as % of IDBR

| Area                             | IDBR          | Pre-Start    | Start Up   | A %        | Established Businesses | B %        | Total        | C %        | Intensive Assisted Customers |
|----------------------------------|---------------|--------------|------------|------------|------------------------|------------|--------------|------------|------------------------------|
| Broadland                        | 4,595         | 82           | 13         | 0.3        | 186                    | 4          | 281          | 6.1        | 34                           |
| Norwich                          | 4,235         | 138          | 24         | 0.6        | 264                    | 6.2        | 426          | 10.1       | 47                           |
| South Norfolk                    | 5,280         | 81           | 15         | 0.3        | 214                    | 4.1        | 310          | 5.9        | 53                           |
| <b>TOTAL for Greater Norwich</b> | <b>14,110</b> | <b>301</b>   | <b>52</b>  | <b>0.4</b> | <b>664</b>             | <b>4.7</b> | <b>1,017</b> | <b>7.2</b> | <b>134</b>                   |
| Breckland                        | 5,045         | 106          | 23         | 0.5        | 218                    | 4.3        | 347          | 6.9        | 39                           |
| Great Yarmouth                   | 3,025         | 567          | 24         | 0.8        | 141                    | 4.7        | 732          | 24.2       | 22                           |
| King's Lynn & West Norfolk       | 5,410         | 111          | 15         | 0.3        | 209                    | 3.9        | 335          | 6.2        | 37                           |
| North Norfolk                    | 4,485         | 188          | 7          | 0.2        | 169                    | 3.8        | 364          | 8.1        | 37                           |
| <b>TOTAL</b>                     | <b>32,075</b> | <b>1,273</b> | <b>121</b> | <b>0.4</b> | <b>1401</b>            | <b>4.4</b> | <b>2,795</b> | <b>8.7</b> | <b>269</b>                   |

Source: Business Link East

### Unemployment

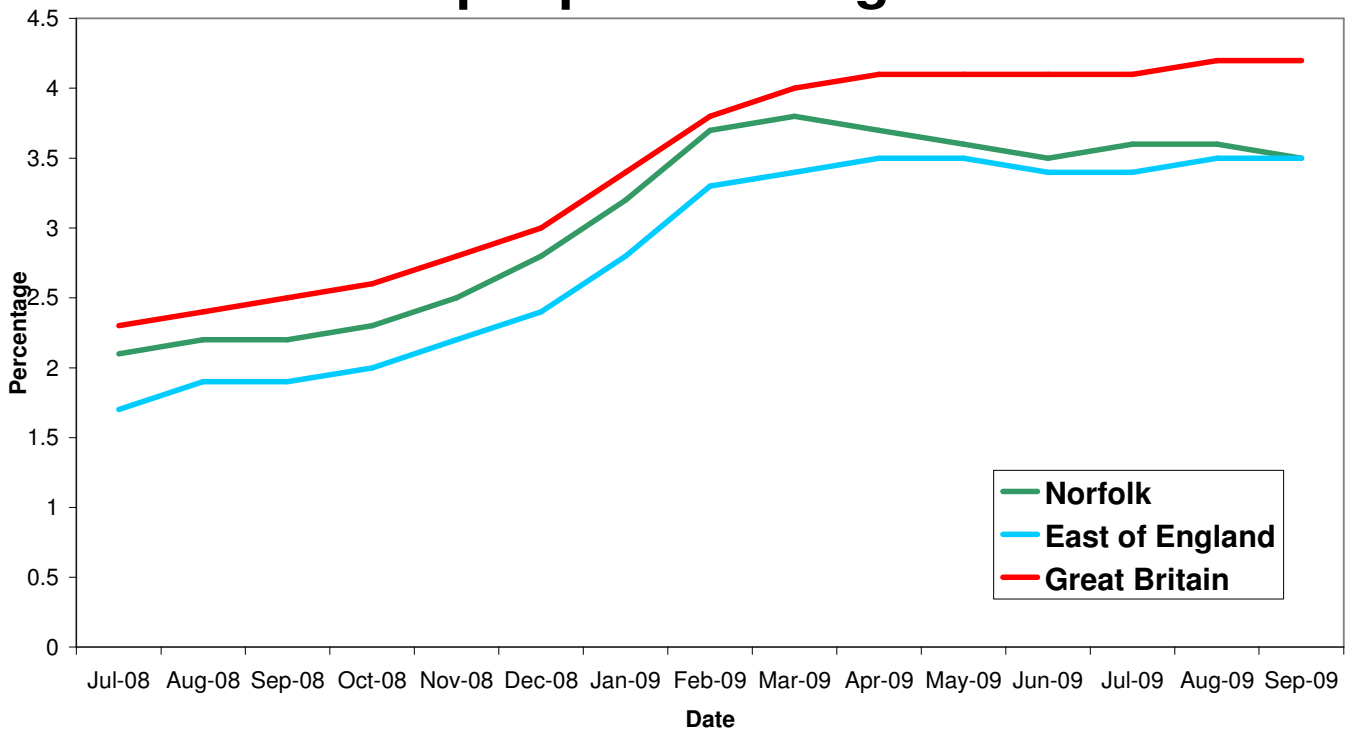
**Key Facts**

Norfolk saw an average of 17,604 people claiming JSA in this second quarter, with a fall of 158 people, 0.9% between July and September but a peak of 17,856 in August.

This quarter has seen the proportion of people who have been claiming JSA for less than 6 months continue to fall – this period it has fallen by 5% between July and September. That fall of 5% has been realised evenly between those claiming between 6 and 12 months and those claiming over 12 months.

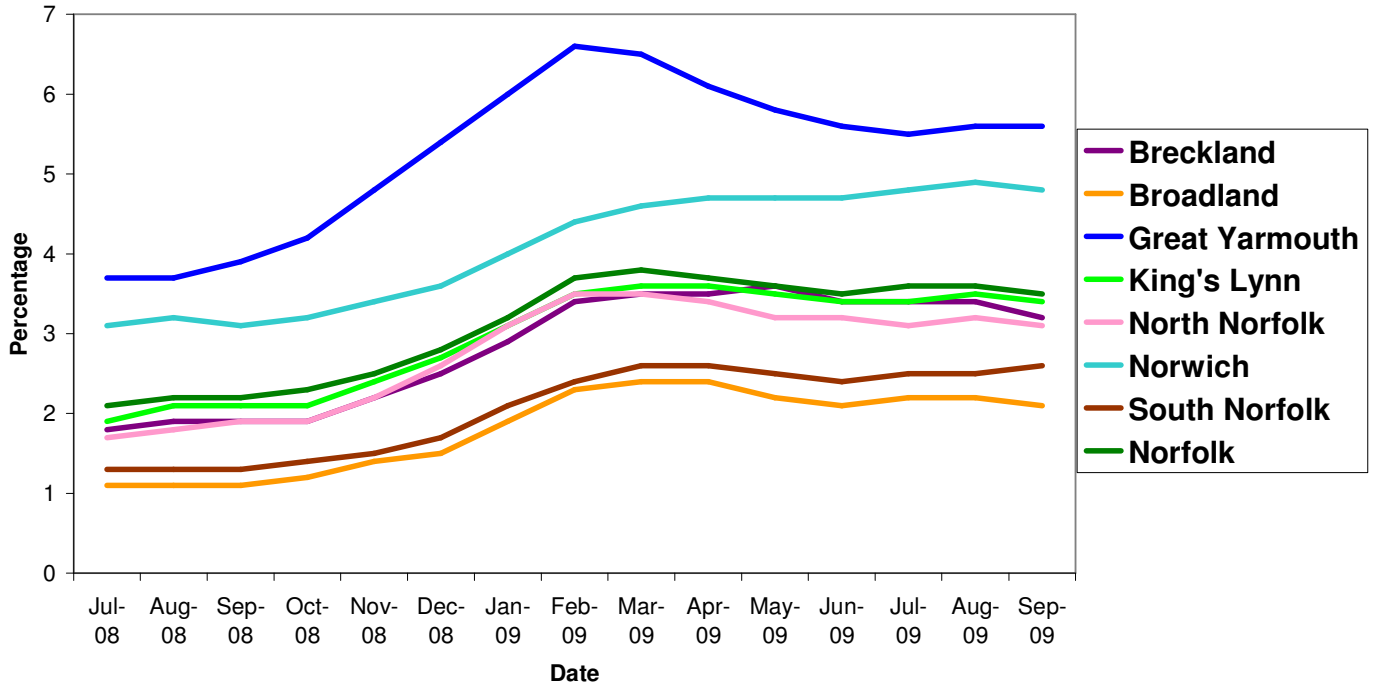
Unemployment in the region has hit 200,000 following a 10 percent jump in three months. Figures from the Office for National Statistics (ONS) for May to July published on the 16<sup>th</sup> September showed a 20,000 increase on the previous three months, bringing the rate to 6.7 percent. The figure is more than a third higher than in May to July 2008.

## All people claiming JSA



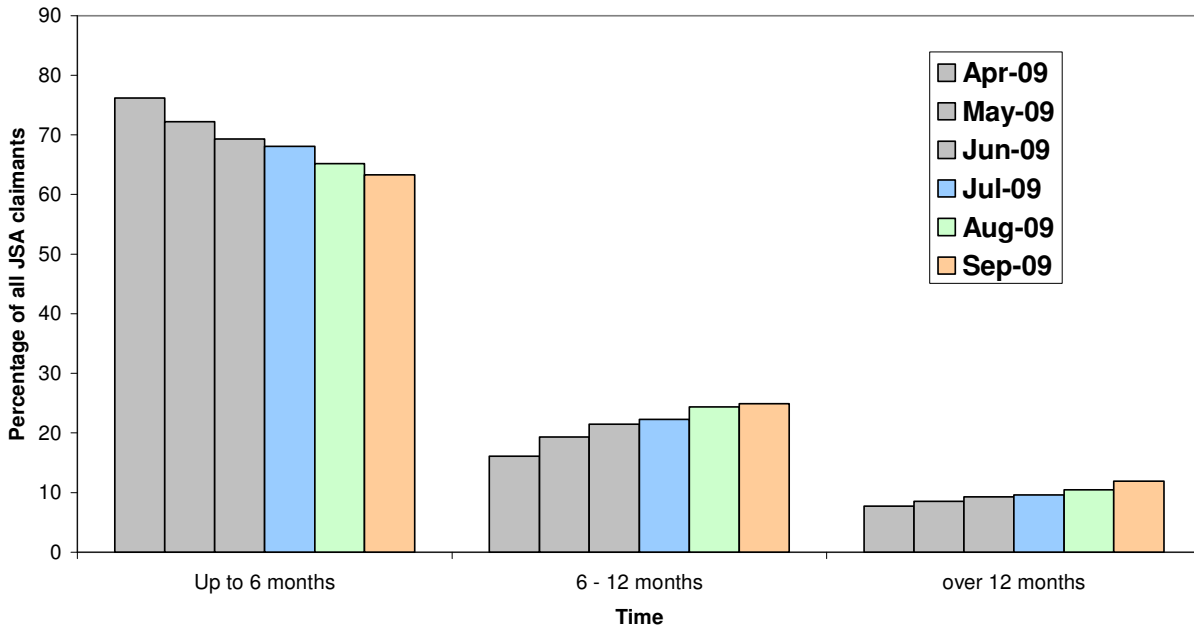
Source: Nomis

## All people claiming JSA



Source: Nomis

## Norfolk JSA Claimants by Duration



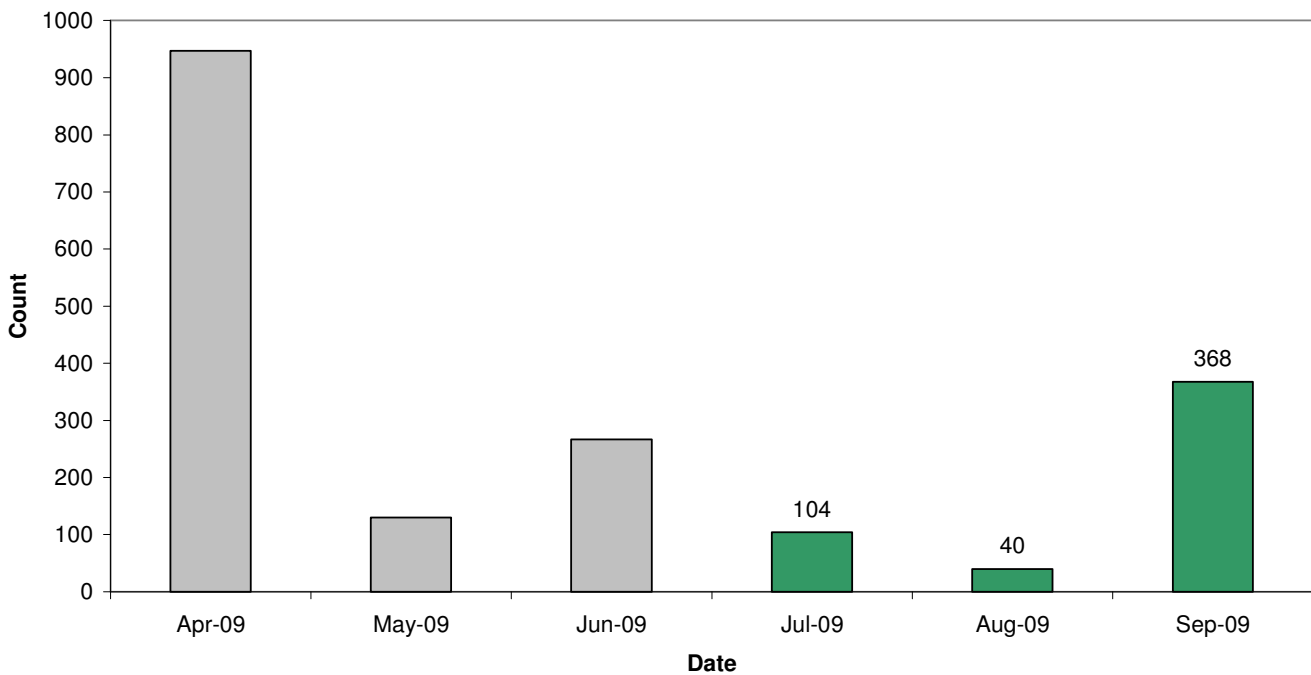
Source: Nomis

## Redundancies

### Key Facts

This quarter has seen the lowest month since July 2008 in August's figure, but a sharp rise of 328 to September. The total number of redundancies was 512. With retrospective data added to last quarters figures, this quarter had 1344 (61.9%) fewer redundancies.

## Norfolk redundancy notifications



Source: Job Centre Plus

| Total Redundancies in Norfolk since July 2008 | Sector                            |
|-----------------------------------------------|-----------------------------------|
| 5,661                                         | All                               |
| 955                                           | Manufacturing                     |
| 811                                           | Construction                      |
| 998                                           | Insurance & Financial Services    |
| 711                                           | Retail                            |
| 491                                           | Haulage & distribution            |
| 384                                           | Food Processing                   |
| 212                                           | Tourism & Leisure                 |
| 222                                           | Publishing                        |
| 139                                           | Public Transport                  |
| 101                                           | Boat building                     |
| 96                                            | Media                             |
| 133                                           | Mechanical/electrical engineering |
| 69                                            | Further Education                 |
| 64                                            | Service                           |
| 67                                            | Health & Social Care              |
| 44                                            | Wholesale                         |
| 42                                            | Real Estate                       |
| 41                                            | Printing                          |
| 40                                            | Science / Research                |
| 18                                            | Architecture                      |
| 15                                            | Public service                    |

Source: Job Centre Plus

## Job Adverts (EDP)

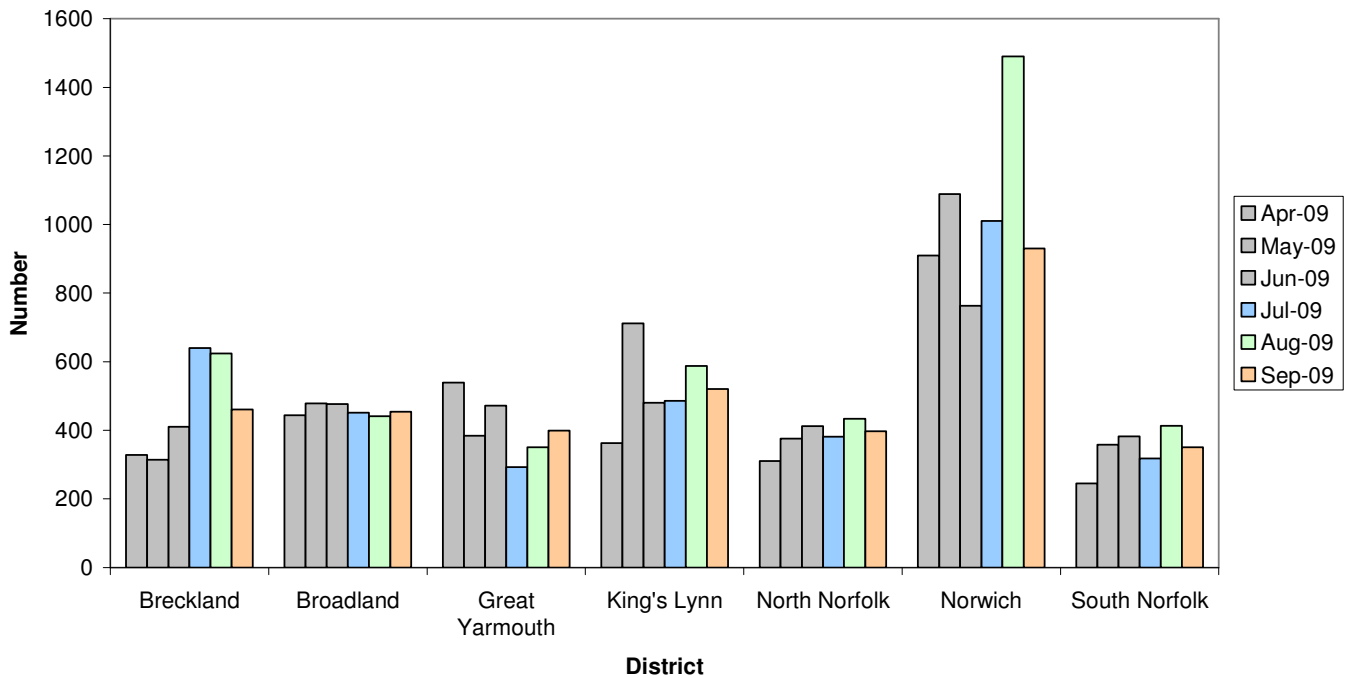
### Key Facts

From the available data for this quarter there are an increasing number of private sector jobs, although public sector typically had more positions overall.

Part of the rise in private sector jobs have been for large numbers of temporary workers for the Christmas period.

## Job Vacancies

### Vacancies notified by Local Authority Area



| Vacancies notified to JCP |        |                       |                  |
|---------------------------|--------|-----------------------|------------------|
|                           | Number | % Full Time Positions | Monthly Change % |
| July                      | 3577   | 52                    | +4               |
| August                    | 4339   | 64                    | +21              |
| September                 | 3511   | 66                    | -19              |

## Skills

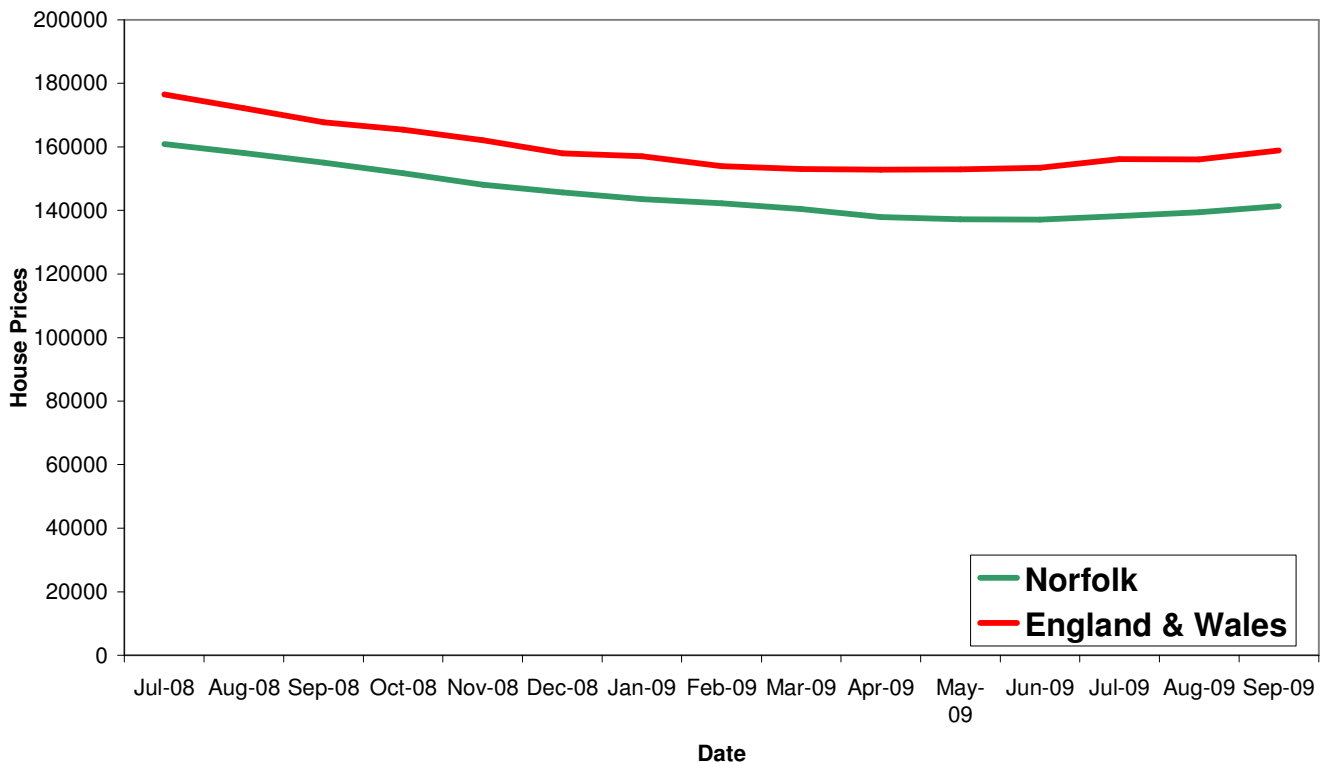
In the National Student Survey, 90 percent of students expressed their satisfaction with their education at the University of East Anglia, ranking it joint third mainstream university in the country. The figure was an increase from 89 percent last year, which bucks national trends where fewer students were satisfied with university provision.

## Housing

### Key Facts

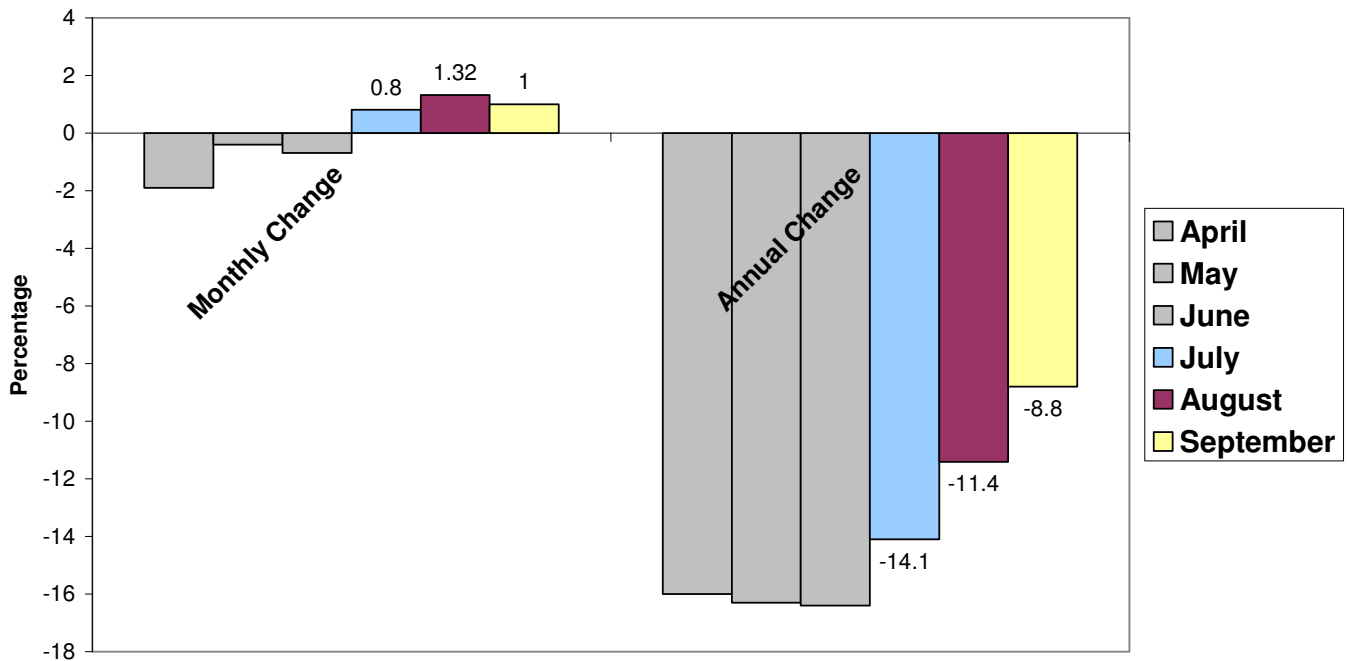
- UK house prices have averaged £161, 376 in this second quarter with a rise in prices of 2.45% between July and September (*Halifax*)
- Norfolk house prices have averaged £139, 833 in this first quarter with a rise in prices of 2.35% between July and September (*Land Registry which changes monthly*)
- Norfolk house prices are continuing to return to the prices seen a year ago, although at a slower rate than the rest of England & Wales, and have shown positive monthly rises, a contrast to last quarter.

## House Price Trends

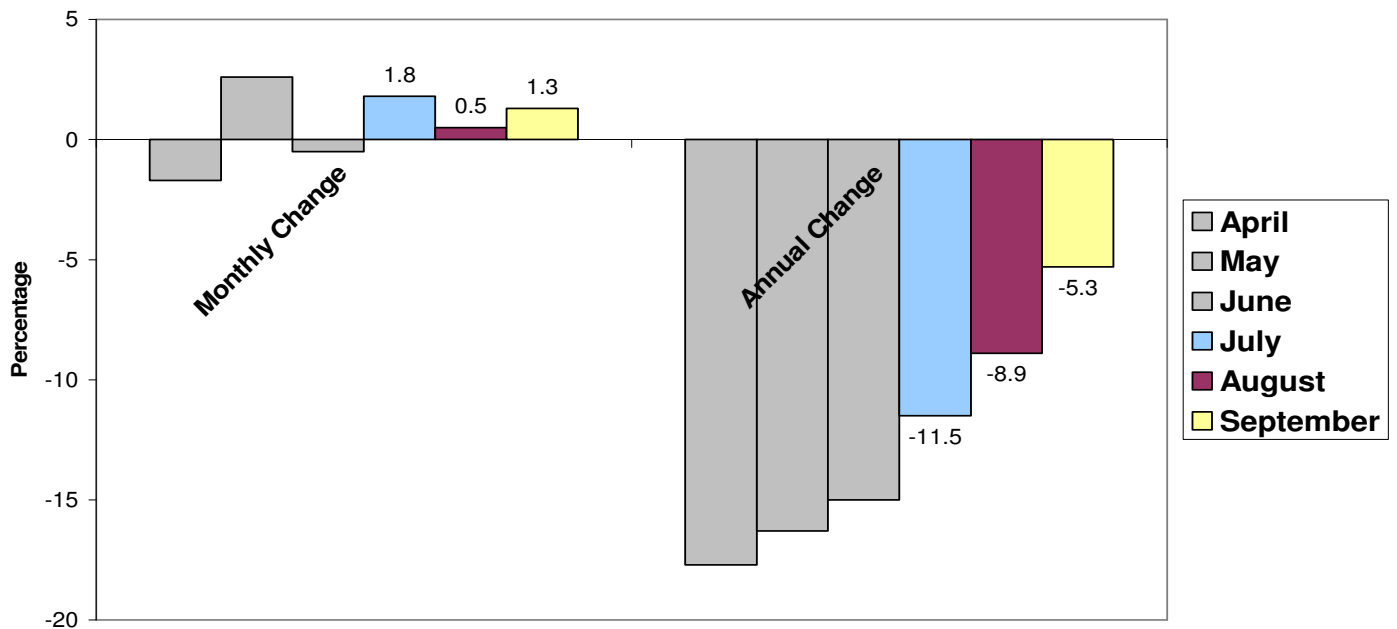


Source: Land Registry

## Norfolk House Price Trends



## England & Wales House Price Trends



Source: Land Registry

A report from the National Housing Federation, which represents 1,300 housing associations, paints a bleak picture of low incomes, poor job security, more repossessions and the continuing mortgage credit crunch keeping the housing market unaffordable and unsustainable.

The report says that despite the market downturn, house prices last year in the East of England still cost about 11 times the average income. This is set against the uncomfortable backdrop that one in 16 households in the region are on a social housing waiting list and the number of overcrowded households jumped by 11 percent last year, the second highest in the country.

The East of England Regional Assembly (EERA) published four options for housing growth in the region during this quarter as follows:

| Number of homes per year according to each scenario |            |            |            |            |
|-----------------------------------------------------|------------|------------|------------|------------|
|                                                     | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
| Norfolk                                             | 4, 150     | 4, 150     | 4, 290     | 5, 650     |
| Breckland                                           | 640        | 640        | 640        | 1,000      |
| Broadland                                           | 720        | 720        | 840        | 750        |
| Great Yarmouth                                      | 280        | 280        | 280        | 550        |
| King's Lynn & West Norfolk                          | 660        | 660        | 660        | 1, 050     |
| North Norfolk                                       | 400        | 400        | 400        | 650        |
| Norwich                                             | 720        | 720        | 720        | 850        |
| South Norfolk                                       | 720        | 720        | 750        | 800        |
| Waveney                                             | 290        | 290        | 290        | 850        |

### Commercial Properties

Henderson Business Centre, Bowthorpe – tenants moved in to new units at phase two and are already seeing encouraging signs. The nine units are aimed at new and existing businesses.