

Great Yarmouth and Waveney SEPTEMBER 2009



Summary

September was a positive trading month for businesses across the Great Yarmouth and Waveney sub-region. Tourism continues to perform well, with good weather in September helping build on a strong summer.

The traditional strength sectors of engineering, energy and food processing have all performed well during September.

Offshore businesses continue to pick up work, new jobs for example at Cosalt Offshore in Lowestoft, although there are concerns the lower oil price may cause a stagnation in the market in the coming months.

More than 20 businesses from Great Yarmouth and Waveney participated in the offshore Europe exhibition in Aberdeen.

The World Class Norfolk marketing campaign was also unveiled at the exhibition.

Unemployment levels in Great Yarmouth and Waveney were flat month on month, but the upward trend is expected to pick up again after the end of the holiday season. Both districts have continued to outperform the regional and national trends.

Trading Climate & Confidence Levels

Key Facts

Strong performance from a number of energy and engineering businesses in Great Yarmouth and Waveney, with new orders and new jobs created.

Tourism remains strong and positive news from food processing business Pasta Foods in Great Yarmouth.

Agriculture & Food Processing

Cap & Gown, Great Yarmouth – public house – closing down due to criminals and the economic downturn with trade reportedly down a third in the last year, in part influenced by the smoking ban and availability of cheaper booze from the supermarkets.

Pasta Foods, Great Yarmouth – manufactures pasta and snacks, employs 126 people – returned to profit after a £500,000 turnaround in fortunes. The company reported a net profit of £90,000 for year ending May 2 after losing £411,000 the previous year because of record rises in wheat prices. Turnover has increased by 28 percent to £21.6m thanks part to a 10 percent increase in volumes of products sold.

Construction

P J Groundworks Eastern Ltd, Lowestoft – construction contractors, employs 18 people working across Norfolk and Suffolk – is bucking the trend and sending out a positive message. They are going to be building an office and yard at Ellough, Waveney and create more jobs and grow rapidly in the next year as they hope to expand quite dramatically. The firm is nine years old and provides groundworks for civil engineering, new roads and housing projects. The company also secured an Investors in People award recently.

Energy

Cosalt Offshore, Lowestoft – oil and gas industry supplier – will create 12 new jobs in the area after winning a £25m contract with energy giant BP across its North Sea operations. The 12 new posts will add to the 52 strong workforce at the School Road Industrial Estate at Oulton Broad.

Overall group turnover for the half year was £52.85m, up from £49.57m in the first six months of 2008. But group operating profit was £2.32m, down from £3.11 in 2008.

Enviroserve, Great Yarmouth – service windfarms around Britain – launched a £1m catamaran. The company was set up by a former fisherman due to the struggle to make a living with EU quotas squeezing profits. The company employs nearly 20 people, mostly ex-fishermen and achieved a turnover of nearly £1m last year.

Top industry names from across the world descended on the Offshore Europe oil and gas exhibition in Aberdeen this week - and joining them were more than 20 companies from Lowestoft and Great Yarmouth. At the Great Yarmouth and Lowestoft East of England stand there were also new local businesses showcasing their services for the first time.

The stand highlighted the services of the following local firms and agencies: EEEGR, GYMI, Waveney District Council, AKD Engineering, Anzett AS, Applied Acoustic Engineering, Aquanos, Aquaterra Energy, ASCO, ATB Laurence Scott, Atlas Industrial and Marine, C-MAC MicroTechnology, CHPV Offshore Energy Media Services, EastPort UK, Great Yarmouth Borough Council, Media & Crisis Management, Milltech Precision Eng, Neftemer, Oilennium, Orwell Offshore, Pegasus Energy UK, Seajacks, Specialised Management Services, Subsea Protection Systems, Tyco Fire & Integrated Solutions (formerly Wormald).

A pioneering plan to create power from the waves suffered a major setback when the machine capsized off the north Suffolk coast. The seabed off Southwold was being used to test a new way of harnessing power from the waves which could ultimately generate electricity on a large scale but as the experimental wave generator, weighing 80 tonnes, was being towed into position on a floating pontoon yesterday, the pontoon capsized. Local shipping had to be warned as the 18 metre (59ft) high generator was floating loose and drifting with the tide. For reasons which are still not clear, the pontoon capsized, dumping its expensive cargo into the sea. None of the crew were hurt. It was not clear whether the machine itself was badly damaged or whether it will be able to be salvaged and put up as planned.

Engineering

Gardline, Great Yarmouth - marine contractor with activities ranging from marine sciences to satellite communications and shipbuilding, more than 1,000 employees worldwide and turnover in excess of £140m – has acquired Howards - the estate agency, property consultancy and its MMBL chartered surveying operation. Howard's 135 workforce have been asked to take a three month temporary pay cut in the wake of the deal.

Tourism

Sea Life Centre, Great Yarmouth - Merlin Entertainments, the firm behind the attraction has dismissed reports it was preparing to float on the stock market as pure speculation.

Plans for the multi-million pound investment of the Pontin's Pakefield Holiday Centre were unveiled this week - with the prospect of around 350 jobs being created. The newly created Lowestoft (Pakefield) Holiday Park will - subject to planning approval – double in capacity and extend over 100 acres. “If the scheme gets the go-ahead, the next generation of guest accommodation both catered and self catering, will be developed over the next three years and will see the park grow to a capacity of 3,000 guests and an additional 150 park jobs as well as 200 construction jobs,” a spokesman said. Plans are set to include: doubling

the size and capacity of the park to create a natural, open seaside feel over 100 acres and with an emphasis on the sustainable environment; an Ocean Spa complex; a leisure golf course; a village centre entertainment venue; an extended leisure pool facility; extended and refurbished nightclub and theatre/ballroom; extended sports facilities, both indoor and outdoor; and extended bar, restaurant and café facilities.

A snap survey of clients by the Great Yarmouth office of accountants and business advisers, PKF, found that many in the tourist and retail business had enjoyed as good a summer season as last year, if not better. It is believed that holiday makers who opted to stay in the UK rather than travel abroad have helped save the leisure business in Norfolk's biggest resort from the worst ravages of the recession.

Furzedown Hotel – said their 50th year was proving to be one of the better ones with business up on previous summer seasons. Many more people were opting for short or weekend stays rather than week-long breaks.

Imperial Hotel – been very busy but final figures were likely to be about the same because of the counter balance of the recession.

Gorleston's Pier Hotel and Yarmouth Pub and Hotel – upbeat about trade in the summer season which had exceeded their expectations but concerned about the current parking problems near Gorleston Pier.

Wrights Restaurant – felt businesses was on a par with last year but concerned at how the town emptied out from 5pm with people going back to caravan and holiday parks.

Seafood Restaurant – economy meant that business was no better than last year.

Joyland – business was up on the last three years and the weather encouraged short stay visitors and day trippers.

Other

King of Shaves, founded in Lowestoft – razors, shaving and skincare producer – as noted in June's report was offering customers the chance to invest in saving bonds issued by the King of Shaves brand. This initiative has raised in excess of £900,000 through more than 300 people investing an average of £3,000 each. King of Shaves has become the first consumer brand in the UK to raise funds by offering a savings bond – in return for a 6 percent annual return to investors. The £500,000 Mr King set as the minimum to be raised was achieved within 48 hours of opening the scheme.

Wilkinsons, Lowestoft – general store – transforming the former Somerfield building which will create more than 60 jobs, both full and part-time, when opened.

C-MAC Microtechnology, Great Yarmouth – electronics firm employs 250 people – set to expand its presence in the space sector in a pioneering deal with US corporation Linear Technology through supplying modules designed to withstand radiation in space. Accounts for the year ending August 29, 2008 show a

turnover of £18.6m, down from £20.8m the previous year, and pre-tax profits up by nearly £400,000 to £1.2m.

October Headlines

The Government announced it is to ban ship to ship oil transfers in UK territorial waters. This change will impact on a number of businesses in the Lowestoft and Waveney areas including hotels, bed and breakfasts, shops and taxis, as well as marine-based companies assisting the oil transfers.

Potters Leisure Resort, Hopton – turnover of £16.5m a year - has completed a £2m investment hospitality venue “Zest”. The company hopes to gain market share in corporate events and formal functions.

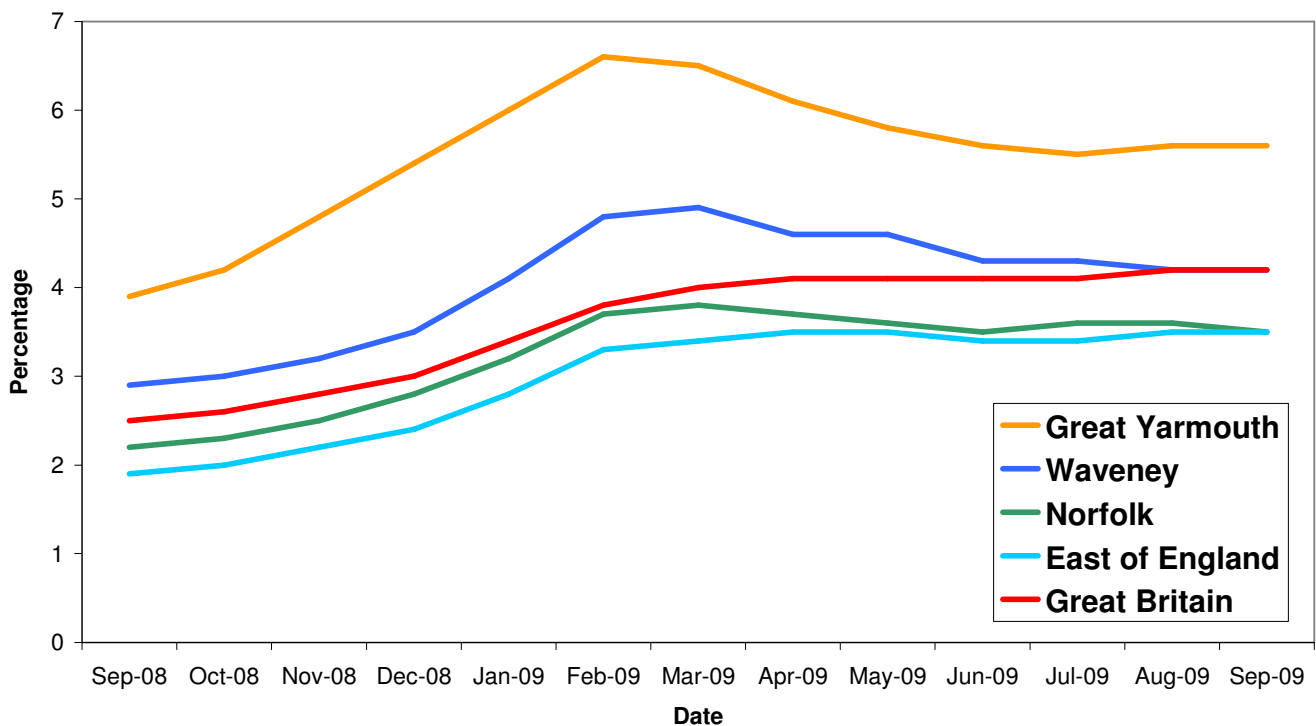
Mow and Grow, Lowestoft – social enterprise part of the Grow Organisation provides low cost gardening to vulnerable people – has been awarded a £200,000 loan from Big Issue Invest to enable it to start work on a £4m government contract and a planned nationwide expansion. The loan will help 1, 200 long-term unemployed people into work during the recession. The company also trains ex-offenders, the unemployed, the homeless and people with mental health issues to develop skills, gain qualifications and help them into full time employment.

Unemployment

Key Facts

- Norfolk JSA claimant count was 17,399 in September, down 457 or 2.6% since August 2009 but up by 6,604 on the year, a 61.2% increase since September 2008.
- Great Yarmouth JSA claimant count was 3,046 in September, the same as in August 2009 but up by 929 on the year, a 43.9% increase since September 2008.
- Waveney JSA claimant count was 2,757 in September, down 24 or 0.86% since August 2009 but up by 816 on the year, a 42% increase since September 2008.

All people claiming JSA



Source: Nomis, Official Labour Market Statistics

Area	Count	%age of working age population	Change in count year on year	%age change in count year on year
Great Yarmouth	3,046	5.6	929	43.9
Waveney	2,757	4.2	816	42

Source: Job Centre Plus

Redundancies

Key Facts

There have been 238 redundancies notified to Norfolk Job Centre Plus between July 2008 and 30 September 2009 for Great Yarmouth. This accounts for only four percent of the total notified to Norfolk Job Centre Plus.

Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
3 rd Sept	6	68 (54.4%)	45 (36%)	12 (9.6%)
10 th Sept	9	94 (47.96%)	95 (48.47%)	7 (3.57%)
17 th Sept	No data			
24 th Sept	11	111 (59.36%)	66 (35.3%)	10 (5.35%)

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

Job Adverts (Yarmouth Mercury)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
4 th Sept	No data			
11 th Sept	No data			
18 th Sept	1	5 (25%)	10 (50%)	5 (25%)
25 th Sept	1	8 (50%)	8 (50%)	0

Job Adverts (Lowestoft Journal)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
4 th Sept	No data			
11 th Sept	No data			
18 th Sept	2	12 (41.28%)	17 (58.72%)	0
25 th Sept	2	14 (34.14%)	22 (53.66%)	5 (12.2%)

4, 339 jobs in Norfolk were notified to Job Centre Plus. Of these 64 percent were full time positions. Notified vacancies were up 21 percent from July's total.

- Great Yarmouth had 350, a drop of 21 percent since last year but an increase of 19 percent from July.
- The table below shows that for Great Yarmouth in August, for every 1 vacancy there were 12.9 jobseekers, the highest since April 2009. According to this data, Great Yarmouth has continued to have more job seekers per vacancy in comparison to the East of England and Great Britain.

3,387 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were down 14.1 percent from August's total.

- Lowestoft had 280 (of these 57.9 percent were full time positions), an increase of 26 percent since last year but an 11.11 percent decrease from August.


Please note that last month's report contained an error: it should have read: Lowestoft had 315 (of these 50.5 percent were full time positions), a fall of 12 percent since last year but a 1.61 percent increase from July.

- The table below shows that for Waveney in September, for every 1 vacancy there were 3.8 jobseekers, the lowest since September 2008. Since March 2009, Waveney figures have remained below those for the East of England and Great Britain.

	Waveney	Great Yarmouth	East	Great Britain
Jan-09	16.6	22.8	7.9	6.4
Feb-09	9.2	11.5	7.2	5.9
Mar-09	5.3	13.7	7	6.4
Apr-09	6.2	8.2	7.4	7.1
May-09	5.6	12.3	6.9	7
Jun-09	5.4	8.4	6.5	7.1
Jul-09	4.7	10	5.8	7.4
Aug-09	3.8	12.9	5.6	7.1
Sep-09	6.0	8.7	5.5	6.7

Norfolk JCP Figures

Industry	Norfolk	
	September 08	September 09
Agriculture, hunting and forestry	29	38
Manufacturing	94	99
Construction	102	83
Wholesale and retail trade	486	431
Hotels and restaurants	288	369
Transport, storage and communication	47	40
Financial intermediation	58	58
Real estate, renting and business activities	1,770	1,534
Public administration/defence/compulsory social security	164	97
Education	39	71
Health and social work	376	507
Other community, social and personal service activities	106	163
Column Total	3,559	3,490

 Industry sectors with a loss in vacancies

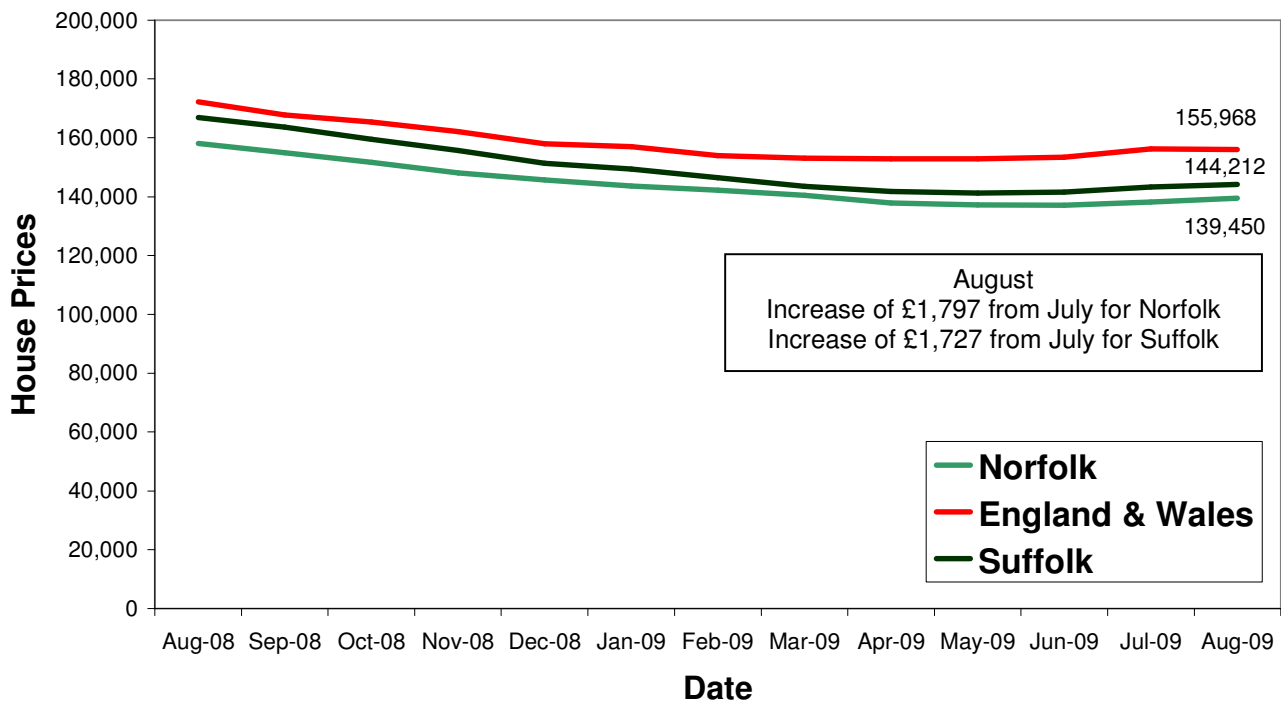
Housing

Key Facts

- **UK house prices increased by 1.6% in September.** This is the third consecutive month which has seen an increase in prices. House prices nationally have risen by 1.7% since the end of 2008.
- **Average House price £163, 533**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry