

Great Yarmouth and Waveney November 2010



Information is taken from local news sources in addition to word of mouth. Where names of businesses are not included, this indicates sensitivity, and/or the business wishing to remain anonymous

Summary

Business confidence	↑
Unemployment	↓ for Norfolk ↑ for Great Yarmouth and Waveney
Redundancies	↔ stayed the same for Great Yarmouth
Notified vacancies to Job Centre Plus	↓
House Prices	↑ in Norfolk and Suffolk

Most sectors of the sub-regional economy are reporting positive stories with investments, sale increases and new opportunities in energy. The new distillery at Adnams opened this month demonstrating how businesses can diversify and find new markets.

New construction developments and redevelopments and environmental recognition strengthen the location's attractiveness.

Less positive stories this month include the confirmation that all those employed at the Wessex Food factory will lose their jobs and Pontins, the holiday park company, has gone into administration. All the sites, including the Pakefield Holiday Park near Lowestoft, are remaining open as usual as a new owner is sought. With tourism being such an important sector in both Norfolk and Suffolk, any closure of holiday parks can have a real impact on visitor numbers and consequent spend in the two counties.

The number of people claiming Job Seeker Allowance went down overall in Norfolk and in Suffolk, but rose in Great Yarmouth and Waveney by 96 and 33 respectively, but these rises were lower than last month by at least 50 percent.

Redundancy figures have risen in Norfolk, but the Great Yarmouth figure remained the same at 683. This rate is the fourth highest in the county behind Norwich, Breckland and King's Lynn & West Norfolk.

House prices rose this month in both Norfolk and Suffolk. The rise in value in Suffolk is the highest since June 2010.

Conclusion

This sub-regional area continues to benefit from the emerging renewable energy sector with local businesses producing systems and products to be used by windfarms. With local businesses unable to recover from disasters such as fires, it is perhaps important that the energy sector continues to develop but at a faster pace to compensate for these job losses and those that are expected in the public sector too.

Trading Climate & Confidence Levels

Key Facts

This month saw the confirmation of job losses at Wessex Foods factory after a fire at the factory and the formal announcement that EastPort UK will suspend its container operation. The prime location and importance of energy in this part of the country could be strengthened as a new windfarm, East Anglia ONE, is being proposed off the Suffolk coast and a local business, Scour Prevention Systems has invested £300,000 in a system to protect windfarms and oil rigs from the effects of being battered by the sea.

Agriculture & Food Processing

Positive	Negative
Adnams, Southwold – small scale distillery producing hand-crafted vodka, gin and whiskey officially opened this month.	The Wessex Foods factory in Lowestoft was completely gutted by a fire in July and the 150 employees were off work on basic pay whilst a 90 day consultation into possible redundancies was launched. The consultation has now ended with all employees being made redundant with immediate effect, with the factory being “completely destroyed” by the fire.
Gleadell’s Great Yarmouth Grain Terminal – has seen 17,000 tonne cargo of wheat leave this month bound for Mauritania in north west Africa – the largest grain ship ever loaded in Norfolk or Suffolk. Gleadell invested £5m in storage and loading facilities and has so far transported 80,000 tonnes.	
Grants of up to £1,500, financed by the East of England Development Agency through Business Link will be available to help Suffolk’s rural pubs stay open for business. The grants can go towards business development including marketing, training and financial planning.	
The European Fisheries Fund is financing a new fund to help fishermen on the East Coast improve their efficiency, and then protect the environment by supporting projects such as diversification. Nationally, £1m has been set aside for innovation projects for fishing vessels under 10m. There are 362 registered vessels under 10m within the south-east region, administered from Lowestoft.	
Sam Cole Food Group, Lowestoft – fishing merchants – has increased its staff numbers by 10pc since the new £2.5m processing plant became operational in August. The plant was built to concentrate the firm’s operation on one site rather than five.	

Creative

Positive	Negative
	An appeal has been lodged after plans to add additional studio space to The New Cut Arts Centre in Halesworth, and a new roof covering for its roof terrace was turned down by Waveney District Council earlier in the year.

Construction

Positive	Negative
A Grade 2 Listed building in Great Yarmouth is set to be converted into a block of 18 flats. The building has been closed down since 1996 and the £2m plan is set to take just over 12 months to complete.	
St Georges Chapel in Great Yarmouth is set to become a new arts centre. The grade 1 listed building will be able to host various types of events and will aim to be opened by early 2012 RG Carter is doing the work in association with Great Yarmouth Borough Council.	

Digital

Positive	Negative
Passion Automotive, Great Yarmouth –online car and motorbike accessories dealer – has seen an increase in sales of 35percent. A new website launched last month will help spur the firm to further growth after turnover increased by about a third to £1.35m in the year to September 30.	

Energy

Positive	Negative
East Anglia ONE – is a new offshore wind farm planned for a site off the Suffolk coast covering an area of about 118 square miles. The Scottish Power Renewables proposal would be the second largest in the UK and could create hundreds of new jobs.	SLP Energy have seen plans for four giant wind turbines in farmland between Hemsby and Ormesby rejected by a government planning inspector.
Seajacks, Gorleston – operates self propelled dynamically positioned jack up platforms, used to allow wind turbines to be constructed at sea – has seen planning permission granted for a major office and warehouse development at South Beach Parade, South Denes. The new premises will allow the business to expand its operations and create new jobs.	
Scour Prevention Systems, Lowestoft – has invested £300,000 to develop an innovative system to protect offshore windfarms and oil rigs from the effects of being battered by the sea. The company want to use an undersea carpet of used tyres to prevent scouring damage around the base of turbines and other offshore facilities. The used tyres will come from East Anglia.	
Renewable UK Conference, Glasgow – saw more than 60 companies express an interest in the Great Yarmouth and Waveney area. Seajacks and EastPort UK were both present at the event.	

Environmental

Positive	Negative
The RSPB reserve at Minsmere, south of Southwold has been designated as a Natura 2000 site, giving it the status of one of the most important sites in Europe. The reserve has also joined the Natura People project to apply for a share of £1.9m funding and is expected to get £700k from the European regional Development Fund.	
Mental health charity, Minds Work 2 Grow, have been nominated for a Green Apple award. The award was given for the charities use of recycled materials and its role of raising awareness of the impact on the environment	

Retail

Positive	Negative
Poundland has unveiled plans for a new store in Gapton Hall Industrial Estate in Great Yarmouth. The store will occupy the old 47000sq ft of Rosebys Furniture store with a combined warehouse and staff space of 2000sq ft. The store is set to create 30 jobs.	Books Inside, an independent bookshop in Great Yarmouth has closed after three and a half years in the town but is set to continue as the man behind the shop, Martin Blackwell, has started up a niche online service. The service will compile books, music, maps, paintings and dvds by place covering the whole of the UK.
Waveney District Council is seeking to boost local businesses and encourage shoppers to Shop Local for Christmas by suspending some parking charges in December.	

Tourism

Positive	Negative
Lowestoft based Hoseasons Group has won two prestigious awards at the British Travel Awards. The group took the award for Best UK Waterways/Lakes Boat Operator whilst Cottages4you, a brand under the group, won the award for Best UK Cottage/Self Catering Booking Company.	Pontin's, holiday park company- has gone in to administration. The firm has five holiday centres, including the Pakefield Holiday Park near Lowestoft. Administrators KPMG confirmed there had already been a huge amount of interest from potential buyers. The company will continue to trade as normal while a purchaser is sought.
	Marina Theatre, Lowestoft- future is still uncertain with proposals to becoming an entertainments/leisure venue up in the air due to political decisions.

Other

Positive	Negative
Major plans to transform large areas of brownfield and waterfront locations around Lowestoft have been unveiled, with more than 1500 new houses and 1000 new jobs within the next 15 years earmarked. The plans have been created by Waveney District Council and the Urban Regeneration Company 1 st East.	Waveney district council is planning to raise its parking charges by an average of 5p an hour in a bid to cover some of the additional costs brought on by the proposed rise of VAT to 20pc in January. Store managers in the area are complaining that it will encourage less people to come shopping in Lowestoft.
Park Baptist Church in Great Yarmouth is	CHC Scotia Ltd has announced that Great

<p>launching a new charity to help the growing crisis of homelessness in the area. The charity will pay for three night's emergency accommodation for people who have nowhere to stay.</p>	<p>Yarmouth's North Denes heliport will be closing next May. The heliports 74 staff have been told they will be given the chance to relocate and the operation is expected to allow the focusing of operations at Norwich Airport.</p>
	<p>The North East Suffolk Citizens Advice Bureau, Lowestoft- charity that provides legal and financial advice – is to have its government funding cut by 54pc. In the past year they handled 21,000 inquiries- up more than 40pc on the previous 12 months.</p>

Other Information

The Port of Great Yarmouth has announced the suspension of its container operation, with the £30m terminals £7m cranes set for removal before being used even once. The move is said to have been made in response to growing demand from the offshore wind sector and the continuing slump in the container business. EastPort have already said that they are actively engaged with major windfarm development companies.

Nine youth clubs in Waveney are set to be closed or handed over to voluntary groups as cuts by Suffolk County Council come into effect. Three venues in Lowestoft, along with others in Kessingland, Reydon, Beccles, Bungay and Halesworth are set to be affected. There are growing concerns at the proposed closures and cuts to the clubs as Suffolk is reported to have a very high number of young people not in education, employment or training.

NHS Great Yarmouth and Waveney has put forward a proposal to set up a social enterprise to deliver community services including health visiting, independent living services and occupational therapy. The proposal is one of 32 projects put forward for the third wave of NHS organisations that want to set up social enterprises, through the NHS Right to Request scheme.

New partnership, Waveney Pre Apprenticeships, has been formed between Enterprise Lowestoft and local businesses. The partnership aims to offer youngsters between 16 and 18 an opportunity to enhance their skills and talents by working within a business for a set period of time.

A new bypass on the A12 cutting journey times between Lowestoft and Ipswich and major improvements for rail passengers in Waveney, could be among the benefits to local communities if a new Sizewell C nuclear plant is given the go-ahead. EDF Energy who hope to build Sizewell C on the Suffolk coast, agreed to finance the costs of public consultation into the scheme. The proposed plant would be twice the size of Sizewell B.

December Headlines

weconnectstudents.com, Waveney – new national website similar to facebook for new university students to meet one another is to launch

Ten European countries, including the UK, have signed up to create a giant offshore “supergrid” to connect offshore wind energy projects in the North Sea
Aerocoat, St Olaves – specialist powder coating firm – has launched Aeromax, a mirror finish paint which is an alternative to chrome.

There has been a set back in creating a ‘super’ casino in Great Yarmouth

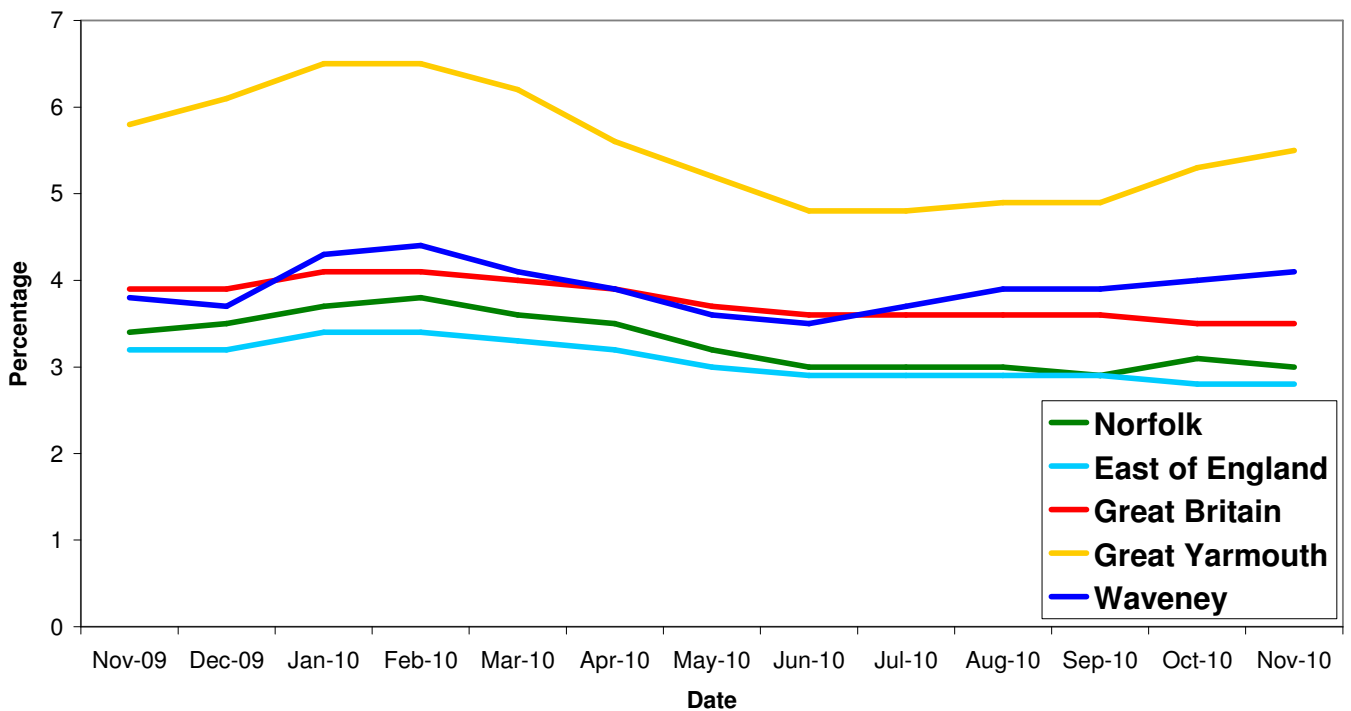
Suffolk County Council will see 1,472 jobs go by April 2012 as the authority look to make savings of at least £40m next year as part of £110m and £125m savings over the next four years.

Unemployment

Key Facts

- Norfolk JSA claimant count was 15,994 in November, down 201 or 1.24% since October 2010 and down by 2,019 on the year, an 11.2% decrease since November 2009.
- Great Yarmouth JSA claimant count was 3,261 in November, up 96 or 3.03% since October 2010 but down by 186 on the year, a 5.4% decrease since November 2009.
- Waveney JSA claimant count was 2,877 in November, up 33 or 1.16% since October 2010 and up by 179 on the year, a 6.63% increase since November 2009.

All people claiming JSA



Source: Job Centre Plus

Area	Count	%age of working age population	Change in count year on year	%age change in count year on year
Great Yarmouth	3,261	5.5	-186	-5.4
Waveney	2,877	4.1	179	6.63

Source: Job Centre Plus

Redundancies

Key Facts

There have been 683 redundancies notified to Norfolk Job Centre Plus between July 2008 and 30 November 2010 for Great Yarmouth. There have been no more notified this month which sees this month's figure accounting for seven percent of the total notified to Norfolk Job Centre Plus, down half a percent from October.

Source: Job Centre Plus

Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
4 th November 2010	5	46 (31.29%)	42 (+50 temp) (62.59%)	9 (6.12%)
11 th November 2010	6 and a 1/2	55 (21.47%)	56 (+130 temp) (72.66%)	15 (5.86%)
18 th November 2010	5	46 (46%)	42 (42%)	12 (12%)
25 th November 2010	4	32 (29.36%)	67 (61.47%)	10 (9.17%)

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
5 th November 2010	1/3	4 (57.14%)	1 (14.29%)	2 (28.57%)
12 th November 2010	3/4	6 (100%)	0	0
19 th November 2010	No data			
26 th November 2010	No data			

Job Adverts (Lowestoft Journal)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
5 th November 2010	1/2	3 (30%)	7(70%)	0
12 th November 2010	1/2	5 (55.56%)	4 (44.44%)	0
19 th November 2010	3/4	14 (70%)	6 (30%)	0
26 th November 2010	3/4	5 (50%)	3 (30%)	2 (20%)

4,590 jobs in Norfolk were notified to Job Centre Plus. Of these 60 percent were full time positions. Notified vacancies were down 14.54 percent from October's total.


- Great Yarmouth had 351, a drop of 19 percent since last year and a decrease of 3 percent from October.

3,757 jobs in Suffolk were notified to Job Centre Plus. Notified vacancies were down 22.54 percent from October's total.

- Lowestoft had 228 (of these 53.5 percent were full time positions), a decrease of 37 percent since last year and a 32.34 percent decrease from October.

Norfolk JCP Figures

Industry	Norfolk	
	November 09	November 10
Agriculture, hunting and forestry	43	48
Manufacturing	152	99
Electricity, gas and water supply	8	29
Construction	186	147
Wholesale and retail trade	561	420
Hotels and restaurants	218	217
Transport, storage and communication	57	147
Financial intermediation	60	45
Real estate, renting and business activities	1,686	1,599
Public administration/defence/compulsory social security	168	600
Education	100	70
Health and social work	576	758
Other community, social and personal service activities	295	403
Private households with employed persons	6	7
Column Total	4,116	4,589

 Industry sectors with falls in job vacancies

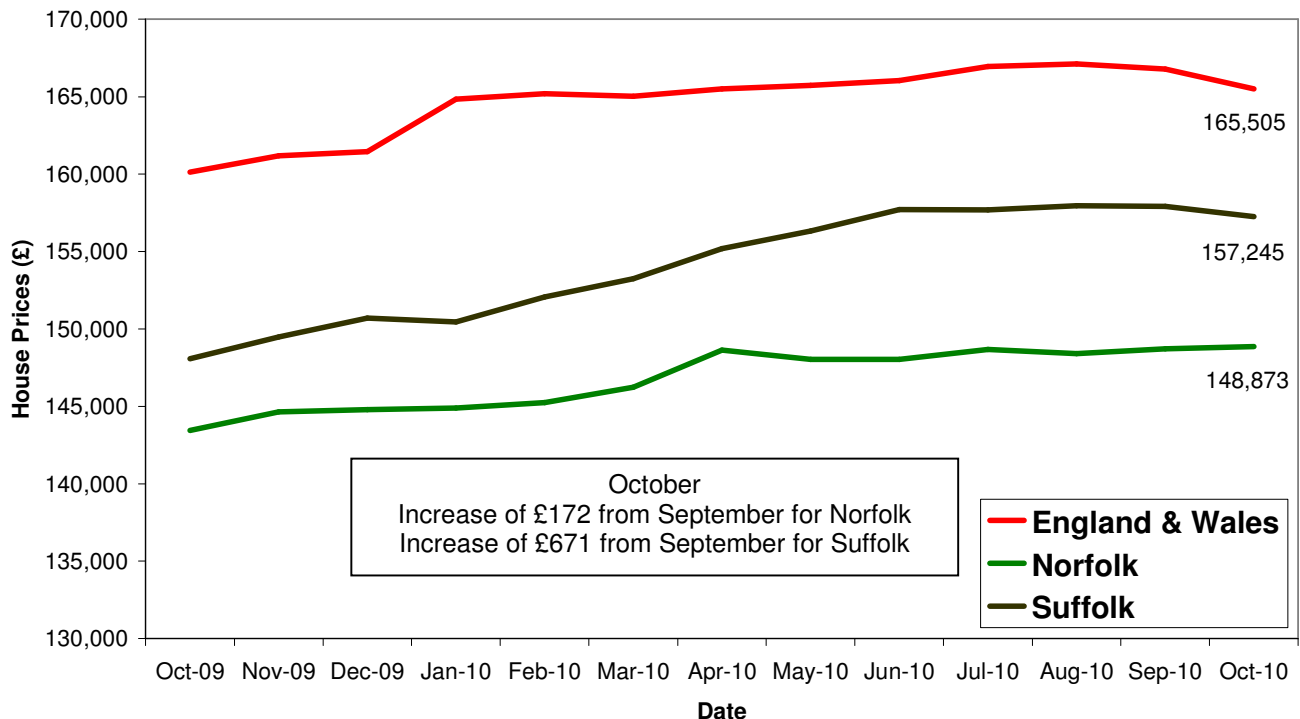
Housing

Key Facts

- **UK house prices decreased by 0.1% in November.** The rate of decline in prices on the three month-on-three month measure has picked up over the past few months, but it remains well below the declines of 5-6% in the second half of 2008. The highly mixed picture of monthly house price rises and falls recorded this year continued. Such a varied monthly pattern is consistent with a relatively flat underlying trend for house prices.
- **Average House price £164,708**

Source: Halifax House Price Index

House Price Trends



Source: Land Registry