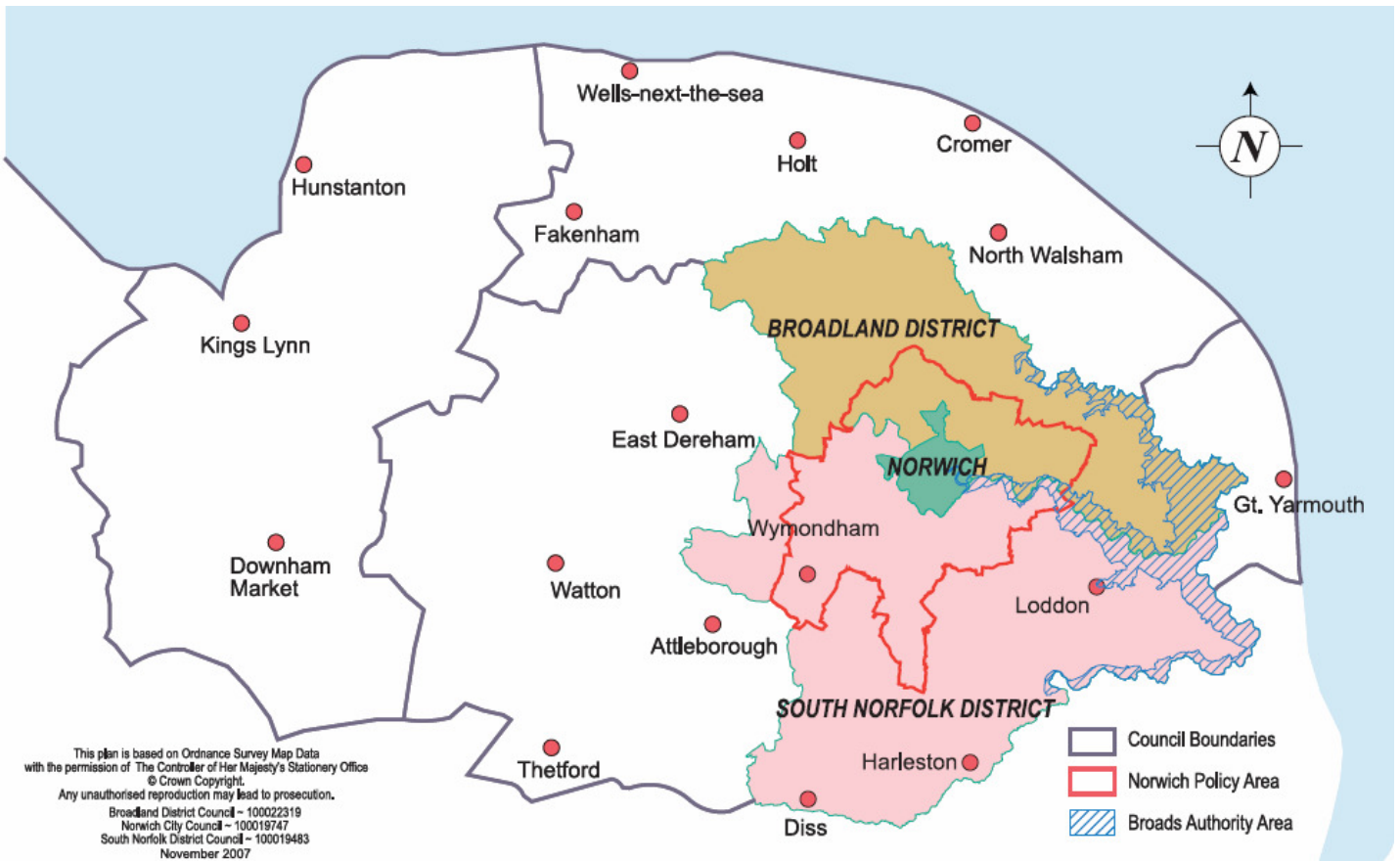


## Greater Norwich October 2010



Please note that this report concentrates on Greater Norwich but includes information relevant to all of the districts of Norfolk  
 Information is taken from local news sources in addition to word of mouth. Where names of businesses are not included, this indicates sensitivity, and/or the business wishing to remain anonymous

## Summary

Business confidence	↑
Unemployment	↑
Redundancies	↓
Notified vacancies to Job Centre Plus	↑ from August (September data unavailable)
House Prices	↑

Many sectors have seen a strong month with new contracts, clients and profits rising for several businesses. Despite the positivity, certain businesses are beginning to follow the fate of others in their sector with Henman Green, conservatory, window and door company ceasing trading due to the economic climate this month. Aspen Windows closed in August for similar reasons.

A new piece of research has found that Norfolk's natural environment is worth £900m a year to the county, which is great news, but despite this, areas such as the Broads are becoming more under threat from possible government funding cuts.

The number of people claiming Job Seeker Allowance rose month on month for the first time since February 2010. Norfolk's claimant rate is now higher than the East of England after both being at a rate of 2.9 percent last month. The East of England rate has fallen further to 2.8 percent, where as Norfolk's figure has risen to 3.1 percent. These figures correlate with the district figures as each district apart from Breckland saw their JSA rates rise this month.

Redundancy notifications have decreased this month – by 349, but new sectors are beginning to be hit compared to previous months which were dominated by construction, insurance and financial services and manufacturing. This month saw the introduction of IT redundancies (6) and energy which had 140 notified redundancies. The number of redundancy notifications in energy could be considered surprising with the projected growth in this sector for the region. Another sector particularly hit this month was health and social care. This can however be seen to correlate with the job vacancy data.

Job vacancy data is unavailable for September but there has been an increase in notifications since August. There was however a fall of 174 vacancies in health and social work since last year, which may correlate with the redundancy notifications.

House prices increased this month by 1.8 percent, so not offsetting the 3.6 percent fall in September but still welcome news to those anxiously waiting for a steady rise before selling.

### Conclusion

Although there are many positive stories this month from the business community and with redundancies decreasing, the number claiming job seeker allowance has increased perhaps indicating a delay from the previous two months which had 891 redundancies.

## Trading Climate & Confidence Levels

### Key Facts

**Positive news for East Anglian pea growers as a contract is signed with Europe's biggest frozen food specialist, Ardo, after Bird's Eye left growers in shock after announcing their move out of the region in February this year. Positive stories elsewhere include growth and profit rises as ATB Laurence Scott, May Gurney and Brand Experience. Tribe have won a new client and Liftshare have instigated a nationwide week to encourage people to share car journeys.**

### Agriculture & Food Processing Norfolk

Positive	Negative
The CEO of the Royal Norfolk Agricultural Association is aiming to improve the fortunes of The Norfolk Showground by attempting to double turnover from around £360k per year to around £700k. He aims to encourage more businesses to exhibit and hold events at the venue to fulfil what he believes is a large potential for the site.	
Pea growers in East Anglia have signed a contract with Europe's biggest frozen food specialist, Ardo. The contract is worth a total of £3m and also secures 38 jobs at the Norbert Dentressangle freezing plant.	

### Other Areas

Positive	Negative
Cantley, near Acle. A last minute surge of applications for an advanced £4.3m grain processing centre in Broadland has taken the total capital raised to more than £1m. The site has been purchased by four directors from Yaregrain and planning permission has been granted, allowing an application to EEDA for further funding.	
Pork products supplier Cranswick said its Watton based factory had recorded record volumes in the six months to the end of September, helping the firms pre tax profit to a total of £43.8m in the year March 31st	
Leading Norfolk pie producer, Brays Cottage Pork Pies near Holt, has won a coveted stand at the BBC good food show after impressing at a nationwide taste test. The show will be attended by many influential buyers and personalities and will be a major boost for the business.	

### Construction Norwich

Positive	Negative
May Gurney, Trowse- integrated services - has reported solid growth in the first half of the 2010/11 financial year with a forward order book standing at £1.4bn and sales opportunities in its core markets in excess of £4bn.	
More than 30 of the Connaught workers who lost their jobs when the company went into administration have been taken on by Lovell, based in Thrope Road. Lovell is part of UK construction and regeneration group, Morgan Sindall.	

**Creative  
Norfolk**

Positive	Negative
	Norfolk's largest cultural organisations are facing a major rethink on spending as their funding is slashed by 7pc from the Arts Council England. The reductions will see funding for the Norfolk and Norwich Festival down by £28,535 and the Writers Centre Norwich losing £14,132 to name only two. There are also fears that the money could be lost entirely from 2012.

**Greater Norwich**

Positive	Negative
Norwich film director Richard Bracewell is said to be delighted as his film, 'The Gigolos', has been named number 1 in the Daily Telegraph's Top 50 most underrated films of all time. The film was made in 2005, on a budget of £250,000 and took 4 years to reach DVD	
Tribe, Norwich – PR firm - has topped a string of new client wins by agreeing a deal to look after East Anglian brewing giant Greene King.	
GGS, Norwich - photography company - has seen a steep increase in demand leading to an upturn in sales. GGS has reported a 50pc rise in orders, leading to a 15pc rise in sales. The firm employs 9 people and has a turnover of around £600,000.	
Brand Experience, Norwich - has seen turnover increase by 49pc to £1m. The firm's digital work has fuelled this growth with an increase of 187pc in that area and has seen the company take on many lucrative global brand and advertising projects.	

**Digital  
Greater Norwich**

Positive	Negative
Research from the UEA has helped create a technology to correct digital photographs. The company responsible, Imsense, has been bought by Apple and unconfirmed reports suggest that Imsense technology has been used to support Apples iOS 4.1 for iPhone 4 users.	

**Other Areas**

Positive	Negative
SwainsPic has officially opened its new headquarters in Dersingham. The voice and data solution company which was launched in 1998 has seen profits grow to around £1.8m. The new headquarters sees the company move out of nearby rented space and will allow them to grow and expand, retaining all 25 staff with an option to employ more now space allows.	

**Energy  
Other Areas**

Positive	Negative
The first 10 wind turbine technicians have been appointed at the offshore Sheringham Shoal Wind Farm and all are from Norfolk. Approx. 65 members of staff will be needed to work at the farm.	

## Engineering Greater Norwich

Positive	Negative
One of Norfolk's oldest engineering firms, ATB Laurence Scott, has a 100 percent record for delivering services on time has seen a dramatic increase in profits. Profits have more than doubled to £5.05m with sales up £1.3m to £22.4m	
Hingham based Lotus Formula 1 Team is set to begin construction of a dedicated wind tunnel at its Norfolk factory. The new wind tunnel will help the team to develop further testing abilities and improve the car for next season.	

## Environmental Norfolk

Positive	Negative
Norfolk's natural environment is worth more than £900m a year to the county according to a report by Norfolk County Council. The figure includes £320m from visitors to the broads, £17m from drinking water and £129m from Weybourne-Snettisham area from tourism and income for local producers/suppliers.	
Norfolk firms are at the heart of a revolutionary high tech plan to expand the use of electric cars across the county. Lotus Cars and the Hethel Engineering Centre are involved with Eeda for a £2.7m bid into the scheme aiming to create a network of 600 charging points across the region by 2013. The scheme is also being backed by £500,000 OF EU funding.	

## Greater Norwich

Positive	Negative
Norwich City Council has arranged for a fleet of 14 more recycling and waste collection lorries to patrol the streets of Norwich. The plan is to cut the carbon impact and the cost of the cities recycling and refuse service.	The future of the Broads and other important British Landscapes are under threat from possible government funding cuts, the RSPB has claimed in a report. The report estimates that there will be a £273m annual shortfall in public funding for conservation.
Liftshare, South Norfolk - web-based company - has instigated a nationwide week designed to encourage people to share car journeys. Liftshare pairs people with similar journeys so they can share travel and cut costs.	

## Other Areas

Positive	Negative
An £8.5m investment at Wissington sugar processing plant near Downham Market will make it one of the greenest plants in the world. The plant will capture 70,000tonnes on CO2 produced by the refining process.	
An incinerator is being proposed at Willows Business Park on the edge of Kings Lynn. The proposed incinerator will be able to burn 260,000 tonnes of rubbish and collect energy from the process.	
The Butterfly Conservation Charity has been granted around £12,000 from WREN. The finding will help secure the future of Brecklands rare butterflies and moths and help habitat restoration.	

## Financial & Professional Greater Norwich

Positive	Negative
Norwich based Virgin Money Group has seen turnover increase £11m to £109.5m at the end of 2009, with operating profit up 46pc to £38.4m. The groups credit card programme is being credited for the increases.	A subsidiary of Norwich based Targetflow Group, has gone into administration, but the 90 jobs in the city and a further 200 nationwide are not believed to be under threat. It is believed that a planned Harford Place development in south Norwich will be affected.

### Other Areas

Positive	Negative
Mint Consulting, Dereham - developed a new training course specifically designed to deliver finance skills to non-finance managers in SME's. The course outline includes training on basic finance terminology, budgets, KPI's, the P&L, the balance sheet and ratios.	

## Health & Life Sciences Greater Norwich

Positive	Negative
A multi-million pound medical centre is to be opened in Costessy, to cater for the city's expanding population. The Roundwell medical Centre will be able to serve 14,500 patients and will be opening in early November.	
Norwich scientists have made an important breakthrough in the way anti-cancer drugs are tested, thanks to funds raised by Norfolk and Waveney cancer charity Big C. The study has been instrumental in the way that tumours are dealt with and is heralded as a 'big discovery'	

### Other Areas

Positive	Negative
Cromer Hospital is due to benefit from the delivery of a new MRI scanner in early November. The Mill Road hospital is currently undergoing a £15m rebuild using legacy cash. It is expected that about 4-5000 patients a year will benefit.	

## Manufacturing

### Norfolk

New business activity and employment increased in the East of England for the 17<sup>th</sup> consecutive month during September, according to the latest market PMI business activity index. The index measures the combined output of the manufacturing and service sectors. The manufacturing sector was the main driver of growth

### Greater Norwich

Positive	Negative
Wymondham based Orchard Toys has announced plans to increase its factory space by 50pc. The firm which specialises in children's games and jigsaw puzzles has seen sales grow 10pc for 2 years running.	
Multi-Fab Ltd has opened a new £2.5m factory at Bunns Bank near Attleborough. The company who manufactures sheet metal hopes to be able to accept more orders in the future. The new factory has so far employed 15 people with the hope to employ a further 10 soon.	

Glazing Vision Ltd, currently based in Brandon, has bought Hamlin Electronics 64,000 sq ft premises in Diss in what is believed to be the largest factory sale of the year in Norfolk, possibly in East Anglia. Glazing Vision is due to move into the site in December. The lights manufacturer is hoping to increase sales to £7m by the end of this financial year.	
AC Leigh - door handle and ironmongery - considering acquisitions to expand the business after record sales expected to exceed £5m up from £4.9m last year.	

### Other Areas

Positive	Negative
	Thetford based helmet manufacturer Centurion Safety Products has seen a dip in sales as turnover has fallen 8.1pc to £10.6m as distributors reduced their stocks and demand fell. Profit has also fallen by £400,000 to £2.1m
	Henman Green, Dereham – conservatory, window and door company- ceased trading due to the economic climate. Six staff were made redundant.

### Retail

#### Greater Norwich

Positive	Negative
Norwich based online catalogue furniture firm, Costwold Company, has bought New Heights furniture. The firm said the acquisition was part of a medium to long term growth plan	
Norwich based Mattressman has launched 10 new online retail stores and has since seen a seep growth in trade. It has seen turnover increase from £10.6m to £13.3m in the year to March 31 <sup>st</sup> . The company is also doing well on eBay and Amazon.	

### Tourism

#### Greater Norwich

Positive	Negative
A Norwich based holiday firm is set to add another Norfolk hotel to its portfolio.. Grand UK Hotels has bought the Hotel White Feather on Great Yarmouths Seafront, taking the chains portfolio up to 11 hotels.	

### Other Areas

Positive	Negative
	Stalham based Maypole Group is struggling to repay loans and could face administration. The hotel and country pub operator announced that its planned rebranding had not proved successful and had now suspended trading of Maypoles shares on the Alternate Investment Market. The company has 5 hotels/pubs in Norfolk and Suffolk and a sixth in Wiltshire.

### Other

#### Norfolk

Positive	Negative
A £2.5bn plan to help almost 11,500 homes get super fast broadband has been unveiled by BT. Drayton, South Wootton and St Faith's exchanges are set to be upgraded to FTTC and will be open to all companies providing broadband services.	A string of multi-million pound projects aimed at stimulating economic growth in the region have been cancelled following budget cuts at Eeda. The RDA has announced it has received a £25m reduction in funding and cuts are being made cancelling projects such as research

	park developments, low carbon initiatives and business support. Business Link is also receiving cuts and Eeda has said that even more reductions in funding may follow.
10 sites across Norfolk and North Suffolk have been chosen as part of the 2012 Olympic Pre-games Training programme and are set to be used by athletes from around the world to prepare for the London games.	A protest held by firefighters to avert plans that would see crews cut and 36 job losses has failed and the cuts will still go ahead. One crew will be cut from Norwich whilst 12 posts across six other stations will be lost.
Two Norfolk businesses have beaten hundreds of entrepreneurs to reach the national finals of HSBC's start-Up Stars Awards. Integrated Services and Crush Food and Stulee general and Industrial Cleaners are on the shortlist for the award.	
Five companies in Norfolk have been listed in a table of Britain's leading mid-market companies. Norwich based Anglian Group, Thetford based Jeyes Cleaning, Diss based Midwich and Great Yarmouth based Gardline Marines Science and J & H Bunn were also on the list.	

#### Greater Norwich

Positive	Negative
StFaiths - Sanitec Cleaning Services has been bought by Essex based Monthind for an undisclosed sum. The acquisition has seen the vast majority of the 170 staff transferred to Monthind with a small number choosing to leave the business.	
Evander, a homeserve glazing and locks firm in Norwich is planning to offer services direct to consumers for the first time in a bid to help grow the business. The firm aims to use its website and the yellow pages to sell to the public.	
The UEA internship project, Project Evolve, celebrated a milestone by helping its 100 <sup>th</sup> graduate/business.	
Norwich based Norse Group is in line for further growth this year as it has posted a 5pc sales rise in 2010 along with an £18.3m increase in turnover, and a profit of £174.6m compared to a £730,000 loss the previous year.	
Brundall based Broom Boats was only a few months ago put through liquidation. But the company has defied the odds to relaunch its historic brand and boat building heritage by beginning to build boats again. The company has already seen a £650,000 order placed by Norfolk Yacht Agency for a Broom 450.	
Norwich based leaflet distributor, Wright Distribution, was put on ice last year due to the housing market crash. The business has now been relaunched and has taken on 5 staff in the city and another 2 staff in Cambridge. There are plans to expand further to Gt Yarmouth and Kings Lynn.	
Norwich based book wholesaler Bertram has seen profits rise to £4m in its first full year since being taken over by Smiths News. The profit rise is said to be down to rising export and internet orders.	
Two Norwich based office equipment rivals are to join forces after a buyout saw Mayday Integrated Office Equipment Systems take over its city rival, EAC Document Solutions. The take over was made possible after EAC's founders decided to retire. The acquisition sees Mayday take on a 300-strong	

customer base and takes the firms combined turnover to £3m with more than 1000 customers.	
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#### Other Areas

Positive	Negative
North Norfolk business, Structure-Flex based at Melton Contsable, who specialises in heavy duty fabrics has invested £150,000 in a digital printer. The family run business is the only one in the county to run such a printer and hope the machine will help them “stay ahead of the game”	Plans to create one of the largest business parks in Norfolk have been dealt a large blow after £1.5m of funding was withdrawn. EEDA had committed the money to the enterprise park alongside the A11 near Thetford. The reason for this is the proposed scrapping of the RDA's and the inability to commit to funding beyond the end of the current financial year.
Roudham Skip Services, near East Harling, specialises in repairing skips and waste containers. The one-man business has only been going for 4 months but will now be expanding after experiencing massive demand for the service. The expansion may include hiring more staff and expanding the premises.	

#### Other Information

##### **Norfolk**

Norfolk County Council leader Daniel Cox has resigned from his position to do voluntary work in India with Derrick Murphy taking over.

Police chiefs in the area could step in to save Norfolk's speed cameras as they fear that cutbacks would result in deaths and casualties on the roads. Fatalities on the roads have fallen 27pc in two years according to council figures and this is largely due to speed cameras say the police.

Cabinet members have approved plans to abandon the building of nine Norfolk Children's centres. The ruling cabinet agreed the £4.1m cuts package leading to the reduction of funds for the centres.

Norfolk's 480 community buildings generate a £5.6m turnover, give jobs to 700 people and are used by 16,000 people a month, according to a new survey.

After a very long campaign, the government has announced that there is funding available for the regeneration and full dualling of the A11. Construction work on the A11 is unlikely to start before 2012-13.

Norwich City Council has given the go-ahead for £3m in budget cuts, with a warning that there is still “a long way to go”. Some of the cuts expected are £200,000 from cultural services, £300,000 from accounting and benefits and a further £1m from a wide range of department budgets. The savings are expected to continue over the next four years and save as much as £15m.

### Other Areas

Plans for a proposed sub-station for an off-shore wind farm in Little Dunham have been rejected. It has been rejected as it is believed it will cause harm to the natural landscape, in addition there were more than 200 objections from villagers, five local councils and a 1485 name petition. The substation would have occupied an area about 9.3 hectares on what is currently an open field and will enable the 560MW Dudgeon wind farm to link up with the National Grid at Little Dunham.

It is feared that more than 5000 jobs at RAF Marham along with its £100m contribution to the regions economy could be under threat after it is thought the RAF will bear the brunt of defence spending cuts. The main cause for concern is the future of the RAF's fleet of 120 Tornado Fighters, of which around half are based at Marham.

### November Headlines

Parent company, Zetar, of Fakenham based Kinnerton chocolate manufacturer – has said sales in the past six months rose by 5.4 percent to £60.2m.

StreamExchange, Norwich – create branded internet television channels and webcasts for commercial clients – has reached six figure revenues in its first year of trading.

Team of engineers has spent two years and £750,000 designing and building a new supercar prototype, Nemesis, at a secret location in Norfolk.

Howes Percival, Norwich – law firm – is set for expansion after opening two new satellite offices in Manchester and London.

Norwich City Football Club have announced the sale of two car parks next to Carrow Road in order to reduce the club's debt.

## Unemployment

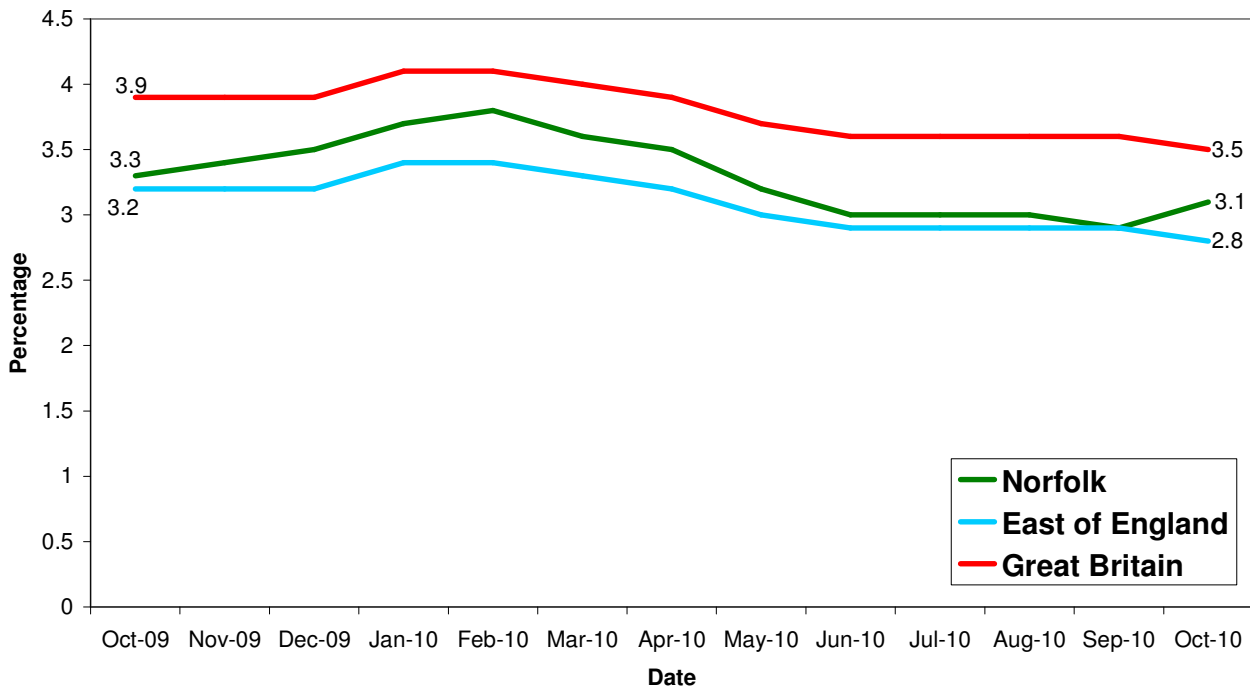
### Key Facts

Norfolk JSA claimant count was 16,195 in October, up 583 or 3.6% since September 2010 but down by 1,453 on the year, an 8.2% decrease since October 2009.

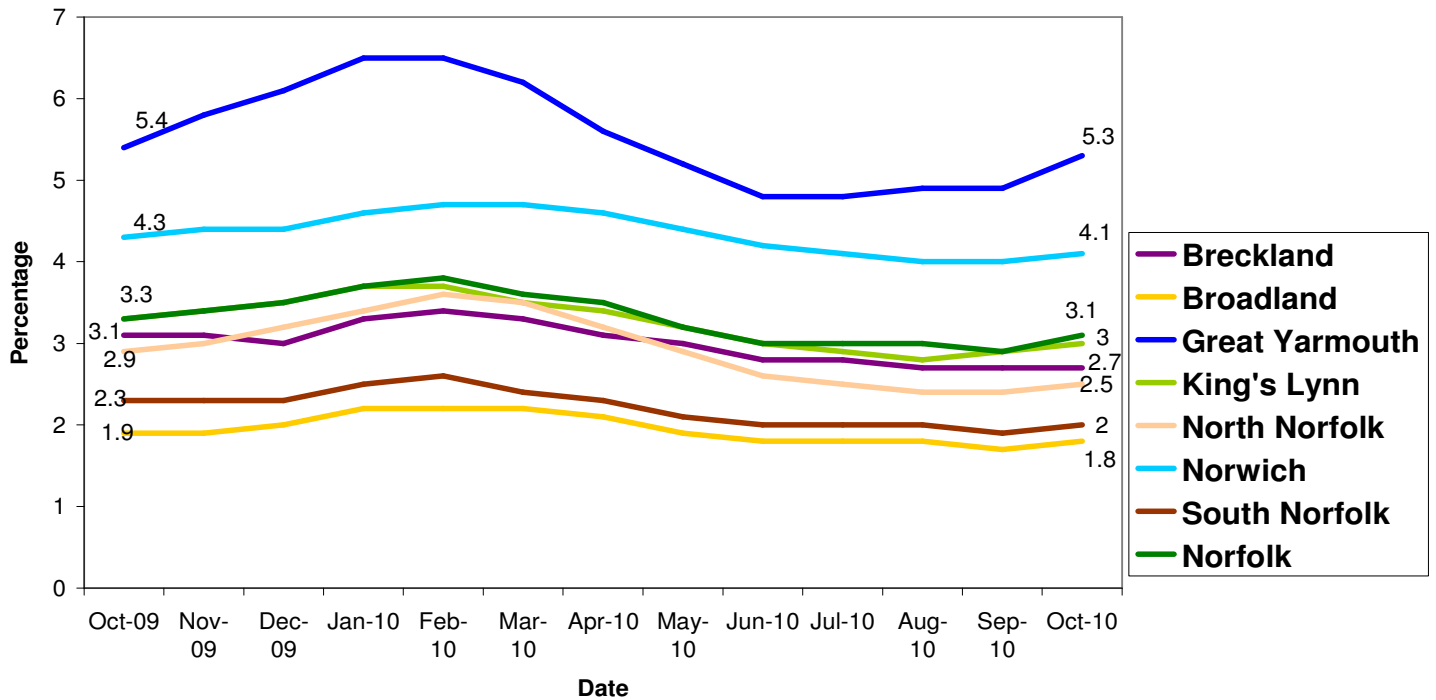
This is the first month on month increase since last September when there was month on month increase in JSA levels until February 2010.

*Source: Job Centre Plus*

## All people claiming JSA



## 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
Norfolk	16,195	3.1	-1,453	-8.2%
Breckland	2,127	2.7	-349	-14.1%
Broadland	1,365	1.8	-75	-5.2%
Great Yarmouth	3,165	5.3	-59	-1.8%
King's Lynn & West Norfolk	2,548	3.0	-268	-9.5%
North Norfolk	1,426	2.5	-266	-15.7%
Norwich	4,095	4.1	-212	-4.9%
South Norfolk	1,469	2.0	-224	-13.2%

Source: Job Centre Plus

6,586 claimants in October 2010 were from the Norwich Job Centre Plus office, a five percent fall from 2009, an increase of 4.8 percent since September 2010.

## Redundancies

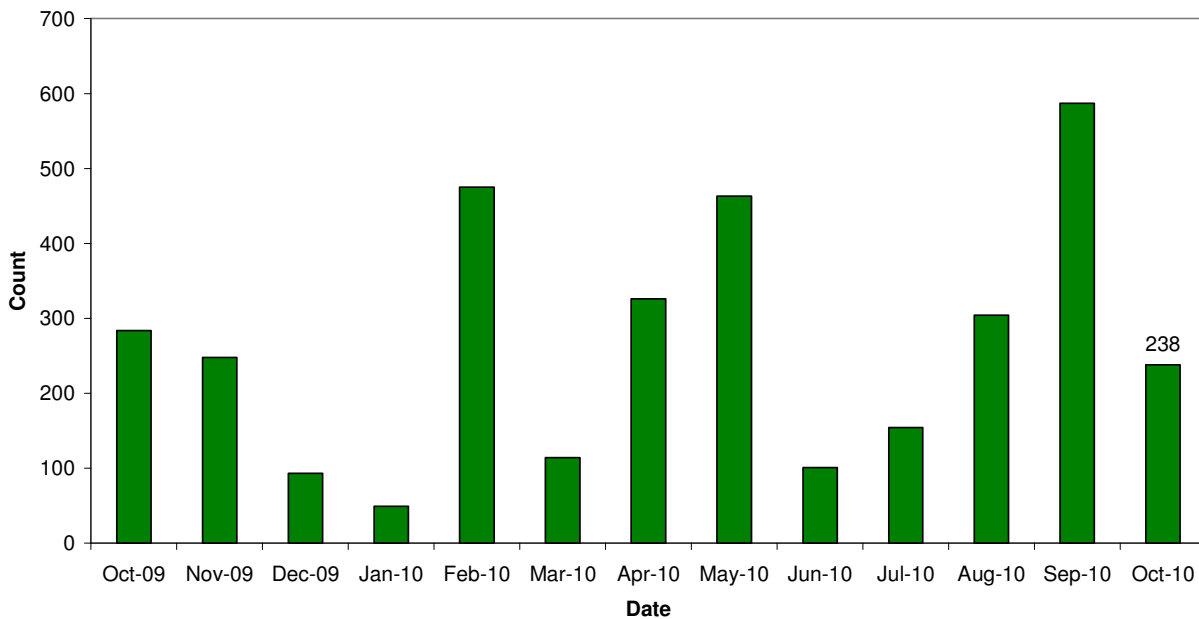
### Key Facts

There have been 8,871 redundancies notified to Job Centre Plus between July 2008 and 30 October 2010, with a decrease of 59.45% since September 2010. Of these 53.5% have been in Norwich, 3.5% in Broadland and 2% in South Norfolk.

The hardest hit sectors this month are different to previous months with health and social care seeing 40 redundancies. In addition Energy and IT have been added to the monthly table with 140 and 8 redundancies respectively.

*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
7 <sup>th</sup> October 2010	4 (+ double spread on interview techniques)	41 (30.83)	83 (62.41%)	9 (6.77%)
14 <sup>th</sup> October 2010	4	49 (40.83%) (Broadland have put out an advert asking for interest from boiler/heating installers to take part in the Rackheath Eco retrofitting project)	53 (44.17%)	18 (15%)
21 <sup>st</sup> October 2010	5	43 (35%)	71 (57.72%)	9 (7.32%)
28 <sup>th</sup> October 2010	3	26 (35.14%)	39 (52.70%)	9 (12.16%)

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

## Job Vacancies

5,371 jobs in Norfolk were notified to Job Centre Plus. Of these 67 percent were full time positions. Notified vacancies were up 6.9 percent from August's total

In terms of district vacancy notifications:

- Broadland had 562, an increase of 62 percent since last year but a 14 percent decrease from August.
- Norwich had 1,998, an increase of 29 percent since last year and a 11 percent increase from August.
- South Norfolk had 443, an increase of 18 percent since last year and a 49 percent increase from August.

Data is from August as September's data is not available.

Industry	Norfolk	
	October 09	October 10
Agriculture, hunting and forestry	55	26
Manufacturing	89	139
Electricity, gas and water supply	22	60
Construction	156	108
Wholesale and retail trade	605	966
Hotels and restaurants	316	280
Transport, storage and communication	208	277
Financial intermediation	70	92
Real estate, renting and business activities	1,499	2,236
Public administration/defence/compulsory social security	125	255
Education	67	72
Health and social work	557	383
Other community, social and personal service activities	124	462
Column Total	3,893	5,356

Industry sectors with falls in job vacancies



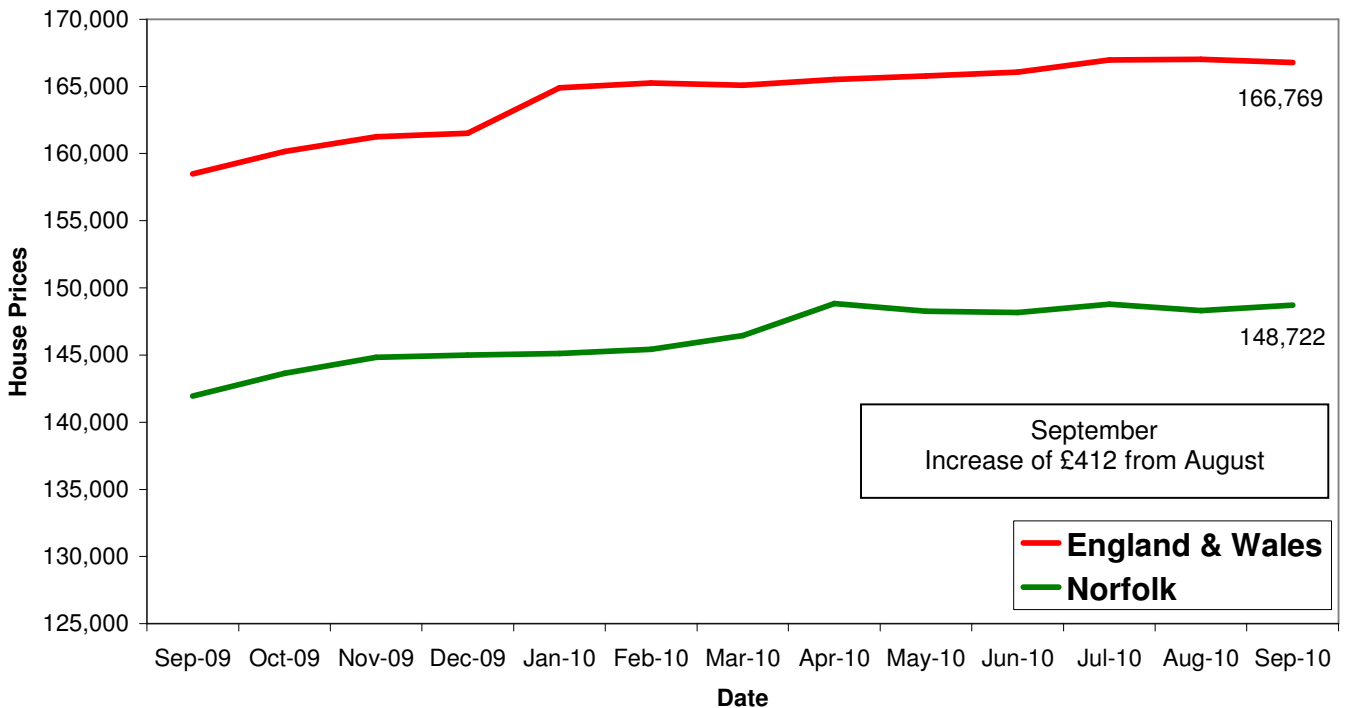
## Housing

### Key Facts

- **UK house prices increased by 1.8% in October.** Prices in the three months to October were 1.2% lower than in the preceding three months. This measure gives a better indication of the underlying trend in house prices than the monthly changes.
- **Average House price £164, 919**

Source: Halifax House Price Index

## House Price Trends



Source: Land Registry