

## Great Yarmouth and Waveney September 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 ↓ in Norfolk ↑ in Great Yarmouth and Waveney

Redundancies ↑

Notified vacancies to Job Centre Plus – not available

House Prices ↓ in Norfolk ↑ in Suffolk

A quiet month in terms of business stories for the sub-region, but all positive apart from poor weather affecting some tourism sites.

The biggest stories this month relate to the future of Suffolk County Council reducing its staff from 27,000 to between 200 and 500 people, and Waveney District Council and Suffolk Coastal District Council discussing moves which would see the council management teams merge.

The energy sector continues to provide positive stories for the area with investments and windfarms, and as renewable energy remains a key agenda for the government this sector should continue to grow.

Job Seeker Allowance claimant rates decreased overall in Norfolk but rose in Great Yarmouth and Waveney slightly, 35 and 10 respectively.

The two local job papers were sparse this month, with no more than a page of vacancies, and quite often public sector having the same amount or more vacancies than the private sector.

Despite house prices decreasing in the UK and Norfolk, Suffolk house prices rose this month, continuing the rise in prices in the county since January 2010.

## Conclusion

The rise in people claiming Job Seekers Allowance rose for the second month in Great Yarmouth and the third month in Waveney, and with continuing uncertainty around the public sector in this sub-region this may well continue to grow. There are hopes that the private sector will take on the jobless and in this sub-region the energy sector will have a key part to play.

## Trading Climate & Confidence Levels

### Key Facts

**Investment, job boosts, redevelopment and expansions in the private sector this month as the public sector look to merge and reduce the direct services they provide.**

### Agriculture & Food Processing

Positive	Negative
Adnams, Southwold – brewery - reached a major milestone in its bid to create a new £650,000 distillery. Large stills equipment arrived from Germany and it is hoped the production process will start around mid October, ready to sell the first drinks in the shop and welcome visitors to the distillery around mid-November.	

### Energy

Positive	Negative
Pipeline Nitrogen Services (PNS), Holland – pipeline related services in the oil and gas sector – has unveiled plans to invest up to £15m in a new operation in Great Yarmouth which could create 60 jobs.	
Greater Gabbard offshore wind farm - turbines are now in place and ready to start generating power. The development of the wind farm, which is being built about 15 miles off the Suffolk coast near Sizewell, is gathering pace and after a busy summer, all 140 foundations are now in place and 30 of the 170m tall turbines have been completed.	

### Manufacturing

Positive	Negative
Spirafix, Halesworth – ground anchors – has won a contract to supply anchors for horse-riding events during the 2012 Olympics. With a turnover of less than £100,000 last year, the contract is a major boost for the business, which has recently taken on its first member of staff after growth in sales through a new website.	

### Tourism

Positive	Negative
An advert to run during January and February	Visitor numbers at many attractions in Suffolk

<p>in the Yorkshire and Central regions and is aimed at encouraging people to book 7 and 14 day holidays is being shot in Great Yarmouth. The advert – costing £12,000 to shoot and a further £75,000 to broadcast, was paid for by government funding to deprived areas.</p>	<p>are down by 15 percent due to the summer being hit badly by heavy rainfall, nearly three times heavier than expected</p>
<p>Pontins' Holiday Park in Pakefeild, Lowestoft is set to be redeveloped in a major revamping that will be set to create 240 new jobs in the area.</p>	
<p>North Denes caravan and camping site - work to begin on the £2m project to redevelop the area and bring tourists back to the area started this month. Work will start to transform the concrete building at the site entrance so that it can become a small shop and reception area for the caravan development. It is hoped that by March next year, bases for about 50 static caravans will be in place so that the first caravans can be sold to private owners for occupation from next summer. The land to the south will also be available for touring caravans and camping.</p>	
<p>Southwold – The harbour wall which is crumbling and in need of repairs is set to benefit from a £4m project to strengthen a 278m stretch of the harbour. The development will support the local RNLI station and keep the harbour navigable and prevent the collapsing of the wall which is expected to fail completely within the next 5 years. The project is also being supported by a £1.22m grant from the European Fisheries Fund,</p>	

**Other**

Positive	Negative
<p>Internet Workwear, Great Yarmouth – uniforms supplier throughout the UK – is looking to build into a million-pound business following rapid growth with sales currently at more than £500,000 a year.</p>	

**Other Information**

Waveney District Council and Suffolk Coastal District Council will be discussing moves which would see the council management teams merge, helping deliver the best possible services and save an estimated £250,000. The two councils already share a chief executive and work closely on a number of projects.

Suffolk County Council is to be effectively dismantled and the services it provides will be supplied by other organisations in a bid to respond to threats of government spending cuts. The council have been working on this new strategic direction since September, and could see staff directly employed by the council fall from 27,000 to between 200 and 500 people.

## October Headlines

Martham, near Great Yarmouth based business Comm-Tech has been awarded Platinum Partner Status by Vodafone UK making it one of only 23 nationwide to be given the status.

Starfrost, an engineering company in Lowestoft, has completed a project worth £1.4m to supply freezers for a new food processing factory in Thailand.

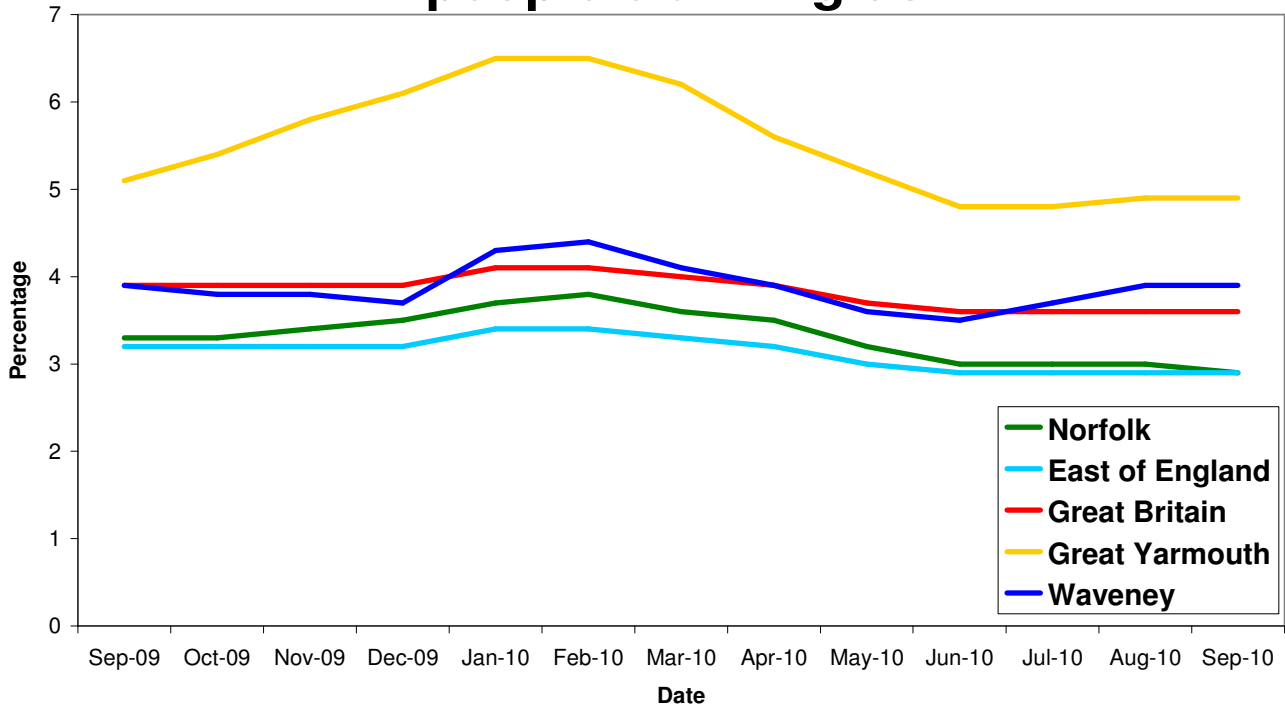
Blackwells in Great Yarmouth have invested £750k in a new press to help the service to become faster and more efficient.

## Unemployment

### Key Facts

- Norfolk JSA claimant count was 15,612 in September, down 51 or 0.33% since August 2010 and down by 1,787 on the year, a 10.3% decrease since September 2009.
- Great Yarmouth JSA claimant count was 2,943 in September, up 35 or 1.2% since August 2010 but down by 103 on the year, a 3.4% decrease since September 2009.
- Waveney JSA claimant count was 2,778 in September, up 10 or 0.4% since August 2010 and up by 21 on the year, a 0.76% increase since September 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	2,943	4.9	-103	-3.4%
Waveney	2,778	3.9	21	0.76

Source: Job Centre Plus

## Redundancies

### Key Facts

**There have been 530 redundancies notified to Norfolk Job Centre Plus between July 2008 and 30 September 2010 for Great Yarmouth. This accounts for six percent of the total notified to Norfolk Job Centre Plus.**

*Source: Job Centre Plus*

## Job Adverts (EDP)

Date	Pages	Public Sector Jobs (council, education, NHS, healthcare)	Private Sector Jobs	Third Sector Jobs
2 <sup>nd</sup> Sept 2010	5	67 (47.18%)	64 (45.07%)	11 (7.75%)
9 <sup>th</sup> Sept 2010	5 and a 1/2	50 (26.88%)	121 (65.05%)	15 (8.06%)
16 <sup>th</sup> Sept 2010	6 and a 1/2	78 (47.56%)	72 (43.09%)	14 (8.54%)
23 <sup>rd</sup> Sept 2010	5	34 (35.05%)	54 (55.67%)	9 (9.28%)
30 <sup>th</sup> Sept 2010	3	29 (23.39%)	85 (30 temp) (68.55%)	10 (8.06%)

*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
3 <sup>rd</sup> Sept 2010	1/2	4 (50%)	4 (50%)	0
10 <sup>th</sup> Sept 2010	1/2	3 (37.5%)	5 (62.5%)	
17 <sup>th</sup> Sept 2010	3/4	4 (33.33%)	8 (66.67%)	0
24 <sup>th</sup> Sept 2010	No data			

## Job Adverts (Lowestoft Journal)

<b>Date</b>	<b>Pages</b>	<b>Public Sector Jobs</b> (council, education, NHS, healthcare)	<b>Private Sector Jobs</b>	<b>Third Sector Jobs</b>
3 <sup>rd</sup> Sept 2010	1	14 (66.67%)	5 (23.81%)	2 (9.52%)
10 <sup>th</sup> Sept 2010	2/3	3 (30%)	6 (60%)	1 (10%)
17 <sup>th</sup> Sept 2010	1	13 (65%)	7 (35%)	
24 <sup>th</sup> Sept 2010	No data			

## Job Vacancies

*'The Jobcentre vacancy data for September 2010 has been withdrawn. This is due to problems identified with the data. Any vacancy data for September 2010 extracted this morning (13th October) should be discarded. Jobcentre Plus are investigating.'*

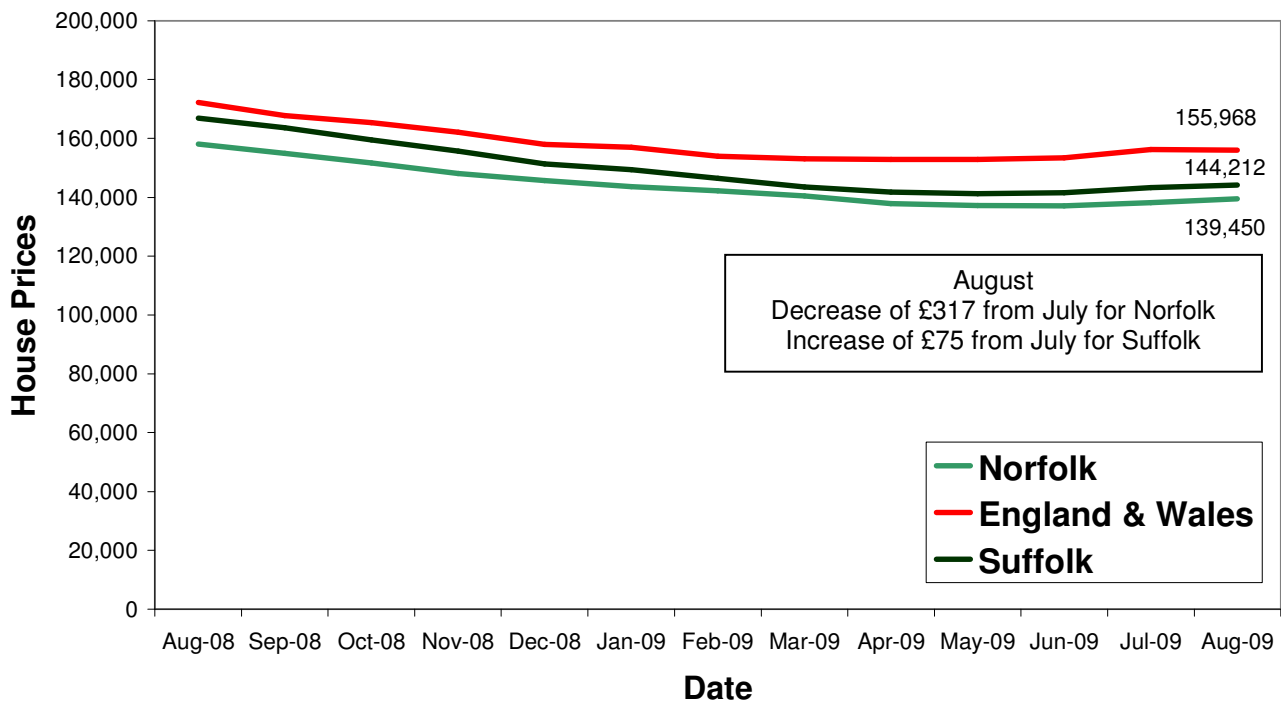
## Housing

### Key Facts

- **UK house prices decreased by 3.6% in September.** Prices in the third quarter of 2010 were 0.9% lower than in the second quarter of 2010. Quarterly house price data provides a clearer indication of the overall market trends, smoothing out the volatility caused by reduced number of monthly transactions in all house prices indices' monthly figures.
- **Average House price £162, 096**

Source: Halifax House Price Index

## House Price Trends



Source: Land Registry