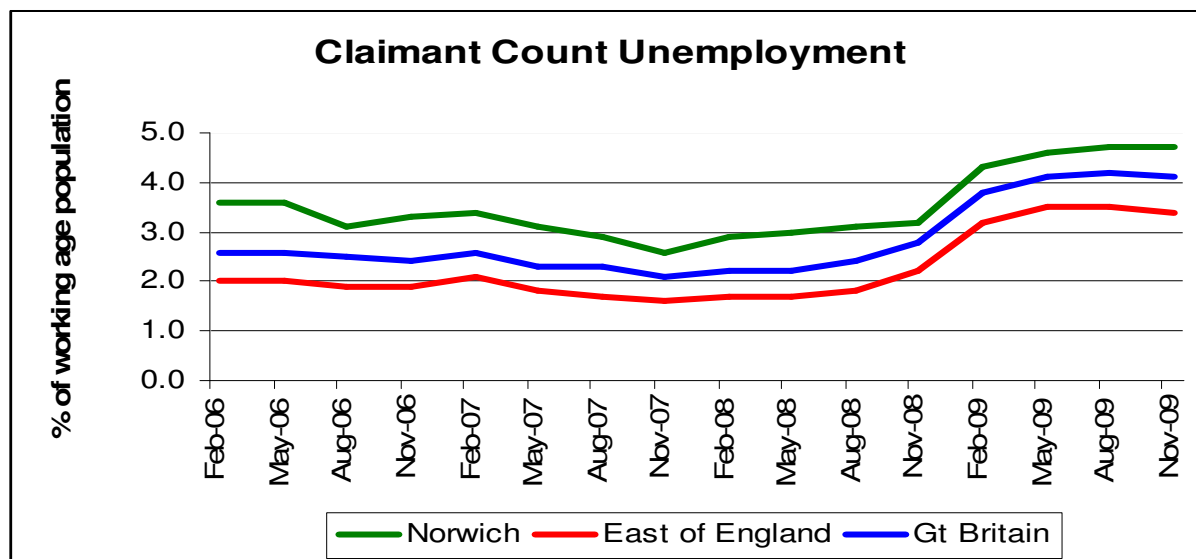


Norwich Monthly Economic Barometer November 2009

Figure 1 below shows that the Claimant Count unemployment rate in the Norwich City Council area remains above the national and regional rates, but the disparity between them has narrowed markedly since November 2008.

Figure 1



	November 2008		October 2009		November 2009		Change on previous month	Change on previous year
United Kingdom	1,056,145	2.8%	1,582,555	4.2%	1,569,446	4.1%	- 0.1%	+ 1.3%
East of England	75,252	2.2%	118,442	3.4%	116,854	3.4%	0	+ 1.2%
Norwich City Council area ⁱ	3,001	3.2%	4,307	4.7%	4,352	4.7%	0	+ 1.5%
Norwich Urban Area ⁱⁱ	3,666	2.7%	5,376	4.0%	5,389	4.0%	0	+ 1.3%
Bowthorpe	266	3.3%	376	4.7%	374	4.7%	0	+ 1.4%
Catton Grove	335	4.8%	442	6.3%	442	6.3%	0	+ 1.5%
Crome	200	3.5%	285	5.0%	297	5.2%	+ 0.2%	+ 1.7%
Eaton	72	1.4%	82	1.6%	87	1.7%	+ 0.1%	+ 0.3%
Lakenham	177	3.0%	317	5.4%	345	5.9%	+ 0.5%	+ 2.9%
Mancroft	372	5.5%	524	7.8%	522	7.8%	0	+ 2.3%
Mile Cross	366	5.2%	502	7.1%	487	6.9%	- 0.2%	+ 1.7%
Nelson	127	1.7%	188	2.5%	188	2.5%	0	+ 0.8%
Sewell	203	2.6%	307	3.9%	308	3.9%	0	+ 1.3%
Thorpe Hamlet	281	4.1%	399	5.8%	437	6.3%	+ 0.5%	+ 2.2%
Town Close	199	2.8%	312	4.4%	293	4.2%	- 0.2%	+ 1.4%

University	130	1.8%	164	2.2%	167	2.3%	+ 0.1%	+ 0.5%
Wensum	273	3.6%	409	5.5%	405	5.4%	- 0.1%	+ 1.8%

Table 1 on the previous page shows that, over the last 12 months, the rate of increase in Claimant Count unemployment in the Norwich has been marginally higher than the national and regional rates. The rate of increase in the Norwich urban area has matched the national rate. However, unemployment in Crome, Lakenham, Mancroft, Mile Cross, Thorpe Hamlet and Wensum wards grew at a faster rate than the Norwich average. Eaton ward has seen the smallest unemployment rate increases since January on a month by month basis.

Over the last month, the Claimant Count unemployment rate has remained unchanged at the regional level and across the Norwich City Council and urban areas; nationally the rate fell slightly. At ward level, unemployment fell, or remained stable, in all wards except Crome, Eaton, Lakenham, Thorpe Hamlet and University - the two latter wards saw the biggest increases.

Gender: Around one-quarter of unemployment claimants in the Norwich City Council are women, giving a female unemployment rate of around 2.3 per cent compared to a male rate of 6.8 per cent. The male unemployment rate is higher in Norwich than at the national and regional levels; records show that this has been the case since 1992.

Duration: Looking at the duration of unemployment claims, 16.6 per cent of claimants in Norwich have been unemployed for longer than 12 months compared to 11.9 per cent regionally and 12.7 per cent nationally.

Age and duration: The proportion of claimants aged between 18 – 24 years is higher in the Norwich City Council area (30.4 per cent) than at the national and regional levels (27 and 25.8 per cent). Mile Cross and Mancroft wards have more than 150 claimants aged between 18-24 years.

In Norwich, 2.3 per cent of these young people have been registered as unemployed for more than 12 months – much higher than the national and regional levels (0.9 and 0.8 per cent). At ward level Bowthorpe, Catton Grove, Crome, Mile Cross and Town Close wards have proportions of long-term unemployed claimants aged 18-24 years higher than the Norwich average.

At the other end of the scale, Norwich has a lower proportion (13.6 per cent) of unemployment claimants aged over 50 years than at the national or regional levels (15.4 and 17.4 per cent). The numbers of older claimants are highest in Mancroft, Wensum and Catton Grove wards.

Usual occupation: Around 14 per cent of claimants in the Norwich City Council area state that they are usually employed in higher level occupationsⁱⁱⁱ. However, 45 per cent of claimants stated that their usual employment was in a lower level occupation^{iv}. It would appear then that lower level occupations have been adversely affected by unemployment – only 17 per cent of total employment in Norwich is based in lower level occupations whereas 50 per cent of total employment is based in higher level occupations^v

	November 2008	October 2009	November 2009	<i>Change on last month</i>	<i>Change on last year</i>
Great Britain	379,627	347,936	374,380	+8%	-14%
East of England	33,690	29,713	31,874	+ 7%	- 5%
Norwich City Council	1,345	1,550	1,178	- 24%	- 12%
Norwich Urban Area	1,760	1,825	1,497	- 18%	- 15%

The figures given in Table 2 show that the number of vacancies notified to Jobcentre Plus has fallen across both Norwich areas against the previous month's figures, whereas at the regional and national levels vacancies have risen. Compared to this time last year, the number of vacancies notified to Jobcentre Plus fell across both Norwich areas and at the national and regional levels.

Number made redundant	Sector	Occupations Affected
30	Boat Builders	Boat Building Trades
18	Business services	Architects
21	Car sales	Sales staff
19	Communications	Production staff
338	Construction	Building Trades and Admin
42	Distribution	HGV drivers
39	Education	Admin
41	Engineering	Electricians, plant engineers and mechanics
754	Finance	Admin/IT technicians
40	Food processing	Operatives/ Café & Food Service
40	Health and Life Science	Scientists
4	Housing	HR/Admin
44	Fruit wholesaler	Sales, Admin, Drivers & Warehouse staff
172	Manufacturing	Operatives and joiners
78	Media	Admin and production staff
233	Print and publishing	Print and sales staff
159	Transport	Catering, Admin and Sales
225	Retail	Sales
65	Service Industry	Designers, Sales staff and others
137	Tourism & Leisure	Admin, Pilots, Cabin Crew, Engineers

Notified redundancy data should be viewed as indicative and not inclusive of all cases. It captures data which has been reported officially to Jobcentre Plus by companies and organisations or otherwise identified by Jobcentre Plus locally. The data excludes those employees affected by short-time working or temporary stoppages. Jobcentre Plus is notified when any company in the area intends to make 20 or more redundancies, therefore smaller-scale redundancies may not be picked up. Anecdotal evidence suggests that a number of redundancies have taken place in the business and

professional services sector that have not been picked up by Jobcentre Plus. Overall the number of redundancies notified to Jobcentre Plus appears to be slowing.

	Number of claimants	Change on previous month
February 2009	16,417	+ 312 (+ 1.9%)
March 2009	16,531	+114 (+ 0.6%)
April 2009	16,831	+ 300 (+ 1.8%)
May 2009	16,924	+ 93 (+ 0.5%)
June 2009	17,029	+ 105 (+ 0.6%)
July 2009	17,085	+ 56 (+ 0.3%)
August 2009	17,163	+ 78 (+ 0.4%)
September 2009	18,017	+ 854 (+ 4.9%)
October 2009	18,174	+ 157 (+ 0.8%)
November 2009	18,402	+ 228 (+ 1.2%)

Housing Benefit is an income-related benefit designed to help people on low incomes pay for rented accommodation whether in or out of work. The number of Housing Benefit claimants in Norwich has increased again over the month, although the increase was not as marked as in September. Comparable national data is not available because of a time lag in data collection.

	Norwich	National average
% of vacant shops	5.6%	12%

Norwich's city centre retail sector is continuing to perform well and there are fewer than average empty shop premises. According to a recent national survey undertaken by the Local Data Company, 5.6 per cent of shops in the city centre are vacant compared to 12 per cent nationally. The July 2009 Retail Monitor, undertaken by City Council's Planning Service, gives a shop vacancy rate of 11.8 per cent for the city centre. A survey undertaken by Experian gives the average for the top 15 UK retail centres as 22.7 per cent and records Norwich as having a vacancy rate of 16.6 per cent.

Week beginning:	2nd November	9th November	16th November	23rd November	30th November
Gentleman's Walk	244,814	216,497	253,020	247,295	277,371
Rampant Horse St Crossing	209,907	214,986	235,731	239,251	269,366
St Andrew's Street	20,627	20,596	21,832	21,538	24,783

Accurately measuring the footfall within the city centre is one of the key ways in which its health can be monitored, as well as measuring the impact of any events or promotions that are carried out by the Council or its partners. From early 2010, we will begin to build time series footfall data which will allow a year on year comparison.

Good News Stories

- The Department for Transport announced investment of up to £67.5m for the Northern Distributor Road which will help relieve congestion on the inner and outer ring roads and other key routes in Norwich. The scheme will provide 8.7 miles of new dual carriageway running from Postwick to the A140 at Norwich International Airport. This will bring faster, more reliable journeys and help attract business, visitors and investment to the area. The Government also confirmed investment of £21m from the Community Infrastructure Fund for proposed improvements at Postwick Hub which will deliver an improved junction at Postwick, increased Park & Ride capacity and the potential to unlock sites for up to 1,600 homes.
- Scientists at the Institute of Food Research on Norwich Research Park have produced the world's first accurate model of a working stomach, which is allowing them to study the complex methods of digestion of every kind of food and drug in any combination. The model will soon be marketed globally by Norwich technology company Plant Biosciences Ltd (PBL).
- Active Technologies, based at Hethel Engineering Centre, has won a contract from Greenfield Holdings, which is providing solar panels for a national supermarket chain. Active Technologies will provide the framework to support the photovoltaic solar panels. This initial contract could lead to further contract opportunities worth £2m.
- Agency Express, which maintains about a quarter of the UK's for sale boards has ranked Norwich eighth out of 22 cities for the rate of increase in the number of homes sold. Norwich has seen a 25.4 per cent rise in sales in 2009 compared to 2008.
- Aberdeen-based Bond Offshore Helicopters is set to create 20 jobs in Norwich after securing a 5-year, multi-million-pound contract in the offshore energy sector. The company will provide helicopter services to North Sea rigs from Norwich International airport.
- Norwich firm Tribe PR secured a Gold award in the Outstanding Public Relations Consultancy category in the Pride awards, run by the Chartered Institute of Public Relations.
- A delegation of international TV executives arrived in Norwich for a 4-day visit in November, as part of a prestigious education programme. The visit further enhances Norwich's reputation as a world-class city for creative and media industries.
- The Chief Executive of Lotus Group has pledged to create a "state-of-the-art" sports car factory. The company will spend the next two years investing in its Hethel headquarters before launching a new range of sports cars. Production could rise from 3,500 to 8,000 cars per year within a decade.
- A new initiative has been launched that will help over two hundred small businesses across the East of England to save money and become more efficient with their resources. In its latest bid to drive productivity across the region Resource Efficiency East (REE) has secured funding to run the Supply Chain Network. The initiative aims to improve the resource efficiency of small and

medium sized businesses in the East of England by working with the supply chains of up to eight larger regional organisations.

- Norwich-based MAW Communications was named “Home Business Couple of the Year” at the Enterprise Nation Awards held at the BT Centre in London in November, as part of Global Entrepreneurship Week. Gordon and Liz Maw, who set up the PR agency in their home four years ago, beat entrepreneurs from across the UK.
- Norwich-based financial data provider Moneyfacts has been chosen to supply financial information to consumer comparison service Tesco Compare.
- Hubbard Architectural Metalwork, based in Hurricane Way at Norwich Airport Industrial Estate is working on a 12 month project to build a feature staircase for the 47-floor Heron Tower, under construction in the heart of London's Square Mile. The Heron Tower project is one of a series won by Norwich-based Hubbard this year, including projects in the Olympic Village at Stratford and Caspian Wharf in London.

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Appendix

Data sources:

Figure 1 – Claimant count – NOMIS, Crown copyright

Table 1 – Claimant count – NOMIS, Crown copyright

Table 2 – Jobcentre Plus notified vacancies - NOMIS, Crown copyright

Table 3 - Jobcentre Plus (Norwich)

Table 4 – Norwich City Council

Table 5 – Norwich City Council

Table 6 - Norwich City Centre Partnership

ⁱ The Norwich City Council area comprises the following wards: Bowthorpe, Catton Grove, Crome, Eaton, Lakenham, Mancroft, Mile Cross, Nelson, Sewell, Thorpe Hamlet, Town Close, University, Wensum

ⁱⁱ The Norwich Urban Area covers the built-up area and comprises the following wards: Drayton North, Drayton South, Hellesdon North West, Hellesdon South East, Old Catton and Sprowston West, Sprowston Central, Sprowston East, Taverham North, Taverham South, Thorpe St Andrew North West, Thorpe St Andrew South East, Bowthorpe, Catton Grove, Crome, Eaton, Lakenham, Mancroft, Mile Cross, Nelson, Sewell, Thorpe Hamlet, Town Close, University, Wensum, Cringleford, New Costessey, Old Costessey, Stoke Holy Cross

ⁱⁱⁱ Managers and Senior Officials, Professional Occupations, Associate Professional and Technical Occupations

^{iv} Process, Plant and Machine Operatives and Elementary Occupations

^v ONS Annual Population Survey April 2008 to March 2009