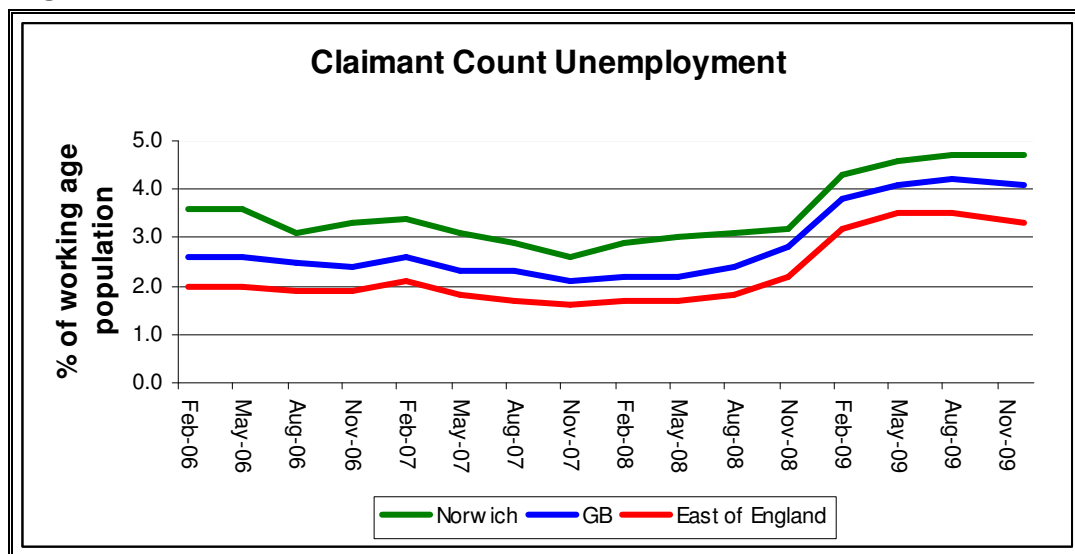


Norwich Monthly Economic Barometer December 2009

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

Figure 1



	December 2008		November 2009		December 2009		Change on previous month	Change on previous year
Great Britain	1,153,328	3.0%	1,569,446	4.1%	1,567,005	4.1%	0	+ 1.1%
East of England	83,461	2.4%	116,854	3.4%	116,616	3.3%	- 0.1%	+ 0.9%
Norwich City Council areaⁱ	3,202	3.5%	4,352	4.7%	4,360	4.7%	0	+ 1.2%
Norwich Urban Areaⁱⁱ	3,915	2.9%	5,389	4.0%	5,389	4.0%	0	+ 1.1%
Bowthorpe	294	3.7%	374	4.7%	364	4.6%	- 0.1%	+ 0.9%
Catton Grove	347	5.0%	442	6.3%	450	6.4%	+ 0.1%	+ 1.4%
Crome	206	3.6%	297	5.2%	278	4.9%	- 0.3%	+ 1.3%
Eaton	73	1.4%	87	1.7%	78	1.5%	- 0.2%	+ 0.1%
Lakenham	203	3.4%	345	5.9%	335	5.7%	- 0.2%	+ 2.3%
Mancroft	397	5.9%	522	7.8%	510	7.6%	- 0.2%	+ 1.7%
Mile Cross	397	5.6%	487	6.9%	504	7.1%	+ 0.2%	+ 1.5%
Nelson	138	1.9%	188	2.5%	179	2.4%	- 0.1%	+ 0.5%
Sewell	216	2.7%	308	3.9%	314	4.0%	+ 0.1%	+ 1.3%
Thorpe Hamlet	291	4.2%	437	6.3%	442	6.4%	+ 0.1%	+ 2.2%
Town Close	220	3.1%	293	4.2%	289	4.1%	- 0.1%	+ 1.0%
University	122	1.7%	167	2.3%	187	2.6%	+ 0.3%	+ 0.9%
Wensum	298	4.0%	405	5.4%	430	5.7%	+ 0.3%	+ 1.7%

Table 1 on the previous page shows that, over the last 12 months, claimant count unemployment in Norwich has increased at a similar rate to Gt. Britain but at a slightly higher rate than the East of England. Unemployment in Lakenham, Mancroft, Mile Cross, Thorpe Hamlet and Wensum wards has grown at a faster rate than the Norwich average.

Unemployment in Norwich and nationally has remained stable over the last month and has fallen slightly at the regional level. Over the same period, unemployment fell or remained fairly stable across all Norwich wards except in Mile Cross, University and Wensum wards.

Compared with previous recessions, the unemployment rate in the 2008-09 recession has remained lower – in December 1992, Norwich's claimant count unemployment rate stood at 9.4 per cent (GB 7.6 percent, East of England 6.3 per cent).

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 (GB 2.3 percent, East of England 2 per cent) – this rate has fallen markedly since 1992 when it stood at 4.1 per cent (GB 3.7 percent, East of England 3.2 per cent).

At 6.9 per cent, male claimant count unemployment rates are higher in Norwich than at the national and regional levels (GB 5.7 percent, East of England 4.6 per cent); records show that this has been the case since 1992 when male unemployment rates stood at 14.3 per cent in Norwich compared to 11.2 percent nationally and 9.2 per cent in the East of England.

It is likely that Norwich's relatively high levels of male unemployment can be attributed to the steady loss of manufacturing jobs and the dominance of the service sector – in Norwich 84.1 per cent of employees work in the service sector compared to 75.6 in the East of England and 76.2 per cent nationally.

Duration: Looking at the duration of claimant count unemployment claims, 18.4 per cent of claimants in Norwich have been unemployed for longer than 12 months compared to 13.6 per cent nationally and 13 per cent regionally.

Age and duration: Around 30 per cent of all unemployment claimants in the Norwich City Council area are aged between 18 to 24 years; this is similar to the proportion at the national level and slightly above that in the East of England. In Norwich, 1.6 per cent of these young people have been registered as unemployed for more than 12 months - higher than the national and regional levels (1 per cent and 1.1 per cent).

At ward level, Bowthorpe, Lakenham, Mile University and Wensum have a proportion of claimants aged 18-24 years that is higher than the Norwich average. However, Mile Cross, Mancroft and Wensum have the highest *numbers* of claimants aged between 18-24 years.

At the other end of the scale, Norwich has a lower proportion of unemployment claimants aged 50 years and over (13.6 per cent) than at the national or regional levels (15.4 per cent and 17.3 per cent). At ward level, Town Close, Eaton, Wensum, Thorpe Hamlet, University, Crome and Mancroft have a proportion of claimants aged 50 years and over

that is higher than the Norwich average. The *number* of older claimants is highest in Mancroft, Thorpe Hamlet, Wensum and Catton Grove wards.

Usual occupation: Around 13 per cent of claimants in the Norwich City Council area state that they are usually employed in higher level occupationsⁱⁱⁱ. However, 46 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

Table 2 Jobcentre Plus Notified Vacancies					
	December 2008	November 2009	December 2009	Change on last month	Change on last year
Great Britain	237,386	374,380	262,546	- 30%	+ 10%
East of England	20,439	31,874	24,172	- 24%	+ 18%
Norwich City Council	686	1,178	1,373	- 16%	+ 100%
Norwich Urban Area	995	1,497	1,714	- 14%	+ 72%

The figures given in Table 2 show that the number of vacancies notified to Jobcentre Plus has shown a marked increase across both Norwich areas over the year compared to the regional and national levels. The number of vacancies notified to Jobcentre Plus fell across both Norwich areas compared to the previous month but the fall was smaller than that seen at the regional and national levels.

Norwich has a higher number of unfilled jobcentre vacancies per 10,000 working age population (124) than at the national (61) and regional (59) levels. This is a long-term trend in Norwich and reflects its significance as a regional service centre and the high ratio of jobs to working age residents.

Table 3 Norwich City Council Housing Benefit Claimants		
	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%)
December 2009	18,503	+ 101 (+ 0.5%)

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 shown a marked rise since February 2009. Comparable national data is not available because of a time lag in data collection.

Table 4 Jobcentre Plus Notified Redundancies in Norwich since beginning of October 2008		
Number made redundant	Sector	Occupations Affected
30	Boat Builders	Boat Building Trades
18	Business services	Architects
21	Car sales	Sales staff
338	Construction	Building Trades and Admin
42	Distribution	HGV drivers
39	Education	Admin
61	Engineering	Electricians, plant engineers and mechanics
774	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
255	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.

Table 5 Shop Vacancy Rate		
	Norwich	National average
% of vacant shops	5.6%	12%

According to a recent national survey undertaken by the Local Data Company, Norwich's city centre retail sector is continuing to perform well and there are fewer than average empty shop premises.

Week beginning:	7th December	14th December	21st December	28th December
Gentleman's Walk	311,906	237,697	297,375	288,531
Rampant Horse St Crossing	271,460	247,925	210,997	228,329
St Andrew's Street	25,369	25,107	17,978	15,615

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 January 2010, we will begin to build time series footfall data which will allow a year- on - year comparison.

	Norwich	East of England	Gt. Britain
Hourly pay - workplace			
Full-time workers	£12.11	£11.83	£12.38
Male full-time workers	£13.34	£12.50	£13.02
Female full-time workers	£10.70	£10.73	£11.41
Hourly pay - resident			
Full-time workers	£11.08	£12.79	£12.40
Male full-time workers	£11.61	£13.67	£13.03
Female full-time workers	£10.41	£11.40	£11.42

Table 7 shows that median^{vi} resident earnings for full-time workers in Norwich are 13 per cent lower than regional median earnings and 11 per cent lower than national median earnings. However, median workplace earnings (local residents and in-commuters) for full-time workers in Norwich are 2 per cent higher than for the East of England and just 2 per cent lower than for Gt. Britain as a whole.

Median workplace earnings for full-time workers in Norwich are 9 per cent higher than resident earnings. The gap is even wider for male full-time workers with workplace earnings almost 15 per cent higher than resident earnings. This highlights the impact that commuting has on Norwich - the difference in workplace and residents' wages suggests that many well paid jobs in Norwich are taken by workers living outside the local authority area. As would be expected, resident earnings for the East of England are higher than workplace earnings reflecting the impact of out-commuting to London.

A gender gap still exists - the differential for median workplace earnings is bigger in Norwich than regionally and nationally. In Norwich a male full-time worker can expect to earn almost 20 per cent more than a female full-time worker (regionally 16 per cent, nationally 14 per cent). Male resident earnings in Norwich are almost 12 per cent higher than female resident earnings (regionally 20 per cent, nationally 14 per cent). Given the large difference between male resident and workplace median earnings in Norwich, reported above, it is interesting that the difference between workplace and resident median earnings for a female full-time worker is less than 3 per cent.

Table 8 House Prices		
	Norfolk	England and Wales
	Average Price	Average Price
November 2008	£147,650	£162,023
December 2008	£145,257	£157,829
January 2009	£143,312	£156,976
February 2009	£142,003	£153,865
March 2009	£140,234	£152,910
April 2009	£137,533	£152,748
May 2009	£137,040	£152,814
June 2009	£137,084	£153,240
July 2009	£138,156	£156,520
August 2009	£140,245	£157,035
September 2009	£141,836	£158,727
October 2009	£143,462	£160,083
November 2009	£144,804	£161,554

House Price Index data for November 2009 from HM Land Registry shows that Norfolk^{vii} has had an annual house price change of -1.9 per cent compared to - 0.3 per cent for England and Wales. Norfolk house prices have seen a slowing of the rate of decline since June 2009 - in England and Wales this is the seventh month in a row in which the annual rate of decline has eased.

Good News Stories

- Norwich-based Acteon, the oil and gas firm, is creating a new operation called Pulse Structural Monitoring. The new division will target new contracts in the oil and gas industries and take on existing offshore monitoring work carried out by 2H for Chevron in the Gulf of Mexico. The firm is also investigating wind turbine monitoring
- Signs of improvement in the region's jobs market have emerged after recruitment firm Cooper Lomaz, which has an office in Norwich, reported a 20 per cent rise in vacancies particularly in IT and web development, sales and procurement.
- SaxonAir, the executive jet operator at Norwich International Airport has invested £800,000 in the first of a new fleet of helicopters to offer VIP flights. SaxonAir was set up in 2007 and now has a workforce of eight full-time staff and five part-time employees. The company's turnover is predicted to rise from £1.5m a year to almost £2.5m in the 2009-10 financial year.
- A new consultancy has been set up by three University of East Anglia graduates to offer businesses help to cut their carbon emissions and to save money. The graduates, all of whom recently completed the world's first MBA course in carbon

- management, - set up their company 3 Carbon Elements late last year and offer help to firms with measuring, reporting and managing carbon emissions, the business will also help businesses wanting to become carbon neutral.
- Norwich-based firm, Real Projects, has been awarded a contract to develop a Game Based Learning Resource for the Yorkshire Ambulance Service. The project will see Real Projects develop a scalable game based emergency life support course. This will be used by over 1500 Volunteer Community First Responders who respond to life threatening emergencies in their local community.
 - The BBC has unveiled a new football magazine show 'Late Kick Off' for the East. The new Monday night football league show that will give fans across the East unparalleled access to their teams. It will be produced at EPIC (The East of England Production Innovation Centre) in Norwich, by Kevin Piper Media, a new company operating out of the Centre.
 - A flagship Norwich store is to get a major revamp, boosting its size by more than a third and creating dozens of jobs in the city. Bosses at the Mark and Spencers store on the corner of Rampant Horse Street and St. Stephen's are planning an ambitious upgrade. At present it employs 347 staff at its Norwich store, but the workforce could increase to about 500 by the end of next year, if the plans go ahead.

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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 – Norwich City Council

Table 4 - Jobcentre Plus

Table 5 – Norwich City Council

Table 6 - Norwich City Centre Partnership

Table 7 – Annual Survey Hours and Earnings 2009 - NOMIS, Crown copyright

Table 8 – HM Land Registry, Crown copyright

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

^{vi} The median divides the earnings distribution into two equal parts with one-half of the cases falling below the median and one-half above the median

^{vii} House Price data no longer available at local authority district level