

Norwich Monthly Economic Barometer – September '09

Figure 1

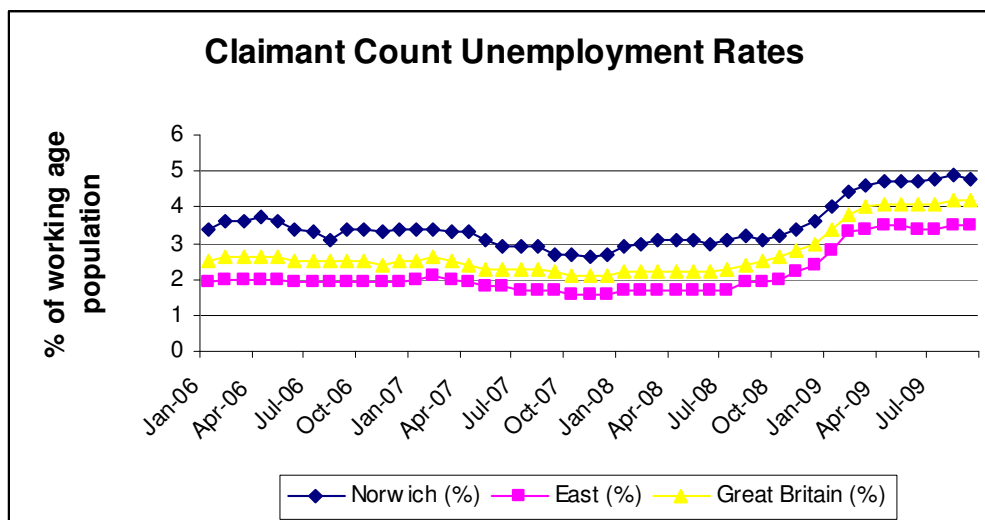


Figure 1 demonstrates that the rate of claimant count unemployment in the Norwich City Council area has remained above the national and regional rates, but the disparity between them has narrowed since September 2008.

	September 2008		August 2009		September 2009		<i>Change on previous month</i>	<i>Change on previous year</i>
United Kingdom	944,716	2.5%	1,602,189	4.2%	1,591,112	4.2%	0	+ 1.7%
East of England	65,641	1.9%	120,894	3.5%	119,263	3.5%	0	+ 1.6%
Norwich City Council areaⁱ	2,809	3.1%	4,385	4.9%	4,275	4.8%	- 0.1%	+ 1.7%
Norwich Urban Areaⁱⁱ	3,374	2.5%	5,514	4.1%	5,369	4.0%	- 0.1%	+ 1.5%
Bowthorpe	239	3.1%	371	4.9%	378	4.9%	0	+ 1.8%
Catton Grove	300	4.4%	452	6.7%	449	6.6%	- 0.1%	+ 2.2%
Crome	166	2.9%	300	5.3%	297	5.2%	- 0.1%	+ 2.3%
Eaton	78	1.5%	96	1.9%	88	1.7%	- 0.2%	+ 0.2%
Lakenham	183	3.2%	309	5.3%	307	5.3%	0	+ 2.1%
Mancroft	357	5.5%	538	8.3%	513	7.9%	- 0.4%	+ 2.4%
Mile Cross	362	5.3%	507	7.4%	485	7.1%	- 0.3%	+ 1.8%
Nelson	127	1.7%	186	2.5%	192	2.6%	+ 0.1%	+ 0.9%
Sewell	186	2.5%	331	4.4%	299	4.0%	- 0.4%	+ 1.5%
Thorpe Hamlet	253	3.8%	372	5.7%	382	5.8%	+ 0.1%	+ 2.0%
Town Close	171	2.5%	328	4.7%	312	4.5%	- 0.2%	+ 2.0%
University	121	1.7%	176	2.5%	163	2.3%	- 0.2%	+ 0.6%
Wensum	266	3.7%	419	5.8%	410	5.7%	- 0.1%	+ 2.0%

Table 1, on the previous page, shows that Norwich has seen a similar increase in claimant count unemployment over the last year compared to the national and regional rate. However, unemployment in Bowthorpe, Catton Grove, Crome, Lakenham, Mancroft, Mile Cross, Thorpe Hamlet, Town Close and Wensum wards grew at a faster rate than the Norwich average. Eaton and Nelson wards have had the smallest increases in unemployment since January on a month by month basis.

Over the last month, unemployment in the Norwich City Council and urban areas has fallen slightly; the national and regional rates remained the same. At ward level, unemployment fell in all wards except in Nelson and Thorpe Hamlet - there was no change on the previous month's rate in Bowthorpe and Lakenham.

Gender: Around one-quarter of unemployment claimants in the Norwich City Council are women, giving a female unemployment rate of around 2.4% compared to a male rate of 6.9%. 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, 13.9 per cent of claimants in Norwich have been unemployed for longer than 12 months compared to 10.6 per cent nationally and 9.7 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 and regional levels. In Norwich, 2 per cent of these young people have been registered as unemployed for more than 12 months - marginally higher than the national and regional levels. At ward level, Bowthorpe, Eaton, Lakenham, Mile Cross and Wensum have a proportion of claimants aged 18-24 years that is higher than the Norwich average. However, Mile Cross, Mancroft, Catton Grove and Bowthorpe 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 than at the national or regional level. The numbers of older claimants are highest in Mancroft, Wensum and Catton Grove.

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

	September 2008	August 2009	September 2009	<i>Change on last month</i>	<i>Change on last year</i>
Great Britain	353,036	341,538	292,845	-14%	-17%
East of England	26,970	31,132	26,611	-14%	- 1%
Norwich City Council	965	1,490	930	-37%	- 4%
Norwich Urban Area	1,338	1,847	1,226	-32%	- 8%

The figures given in Table 2 show that the number of vacancies notified to Jobcentre Plus fell across both Norwich areas compared to the previous month and the fall was larger than at the regional and national levels. The number of vacancies notified to Jobcentre Plus has fallen slightly across both Norwich areas compared to this time last year although the fall was not as large as that seen nationally.

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
27	Engineering	Electricians
717	Finance	Admin/IT technicians
40	Food processing	Operatives/ Café & Food Service
40	Health and Life Science	Scientists
44	Fruit wholesaler	Sales, Admin, Drivers & Warehouse staff
156	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%)

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 over the month. Comparable national data is not available because of a time lag in data collection.

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.

Table 6 Footfall Monitor 2009				
Week beginning:	7th September	17th September	24th September	1st October
Gentleman's Walk	268,240	265,783	279,980	212,869
Rampant Horse St Crossing	217,847	220,581	243,771	229,414
St Andrew's Street	27,867	23,159	27,888	13,094

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.

Table 7 Average House Prices – Quarter 2, 2009				
	Average Price	Change on previous quarter	Change on previous year	Sales this quarter
Norwich	£148,218	- 3.8%	-13.5%	392
Broadland	£176,467	3.7%	-12.6%	407
South Norfolk	£192,831	- 11.1%	- 6.6%	482
UK	£224,064	2.2%	- 2.8%	138,487

Norwich house prices fell slightly in the second quarter 2009 against the previous quarter. However, a large drop was recorded in Norwich house prices against the same quarter last year.

Good News Stories

- Norwich based PineSolutions, the UK's Largest Online Furniture Retailer won the EDP's Business of the Year award. Another Norwich-based company Further Search Marketing, one of the UK's fastest-growing search and social media marketing agencies was given the EDP's Best New Business award. The

- Chapelfield shopping centre won the Community Impact award and Jarrold & Sons Limited secured the Business Development award.
- Norwich-based insurance group, Alan Boswell, have announced they on track to increase their turnover and profits in 2010. They have increased their workforce from 145 to 156 people, despite job losses generally in the financial services industry. The business now has more than 50,000 clients and is trading globally
 - ETT Group, based in Norwich city centre, have seen sales rise by about 50 per cent in 18 months in the company's web design and internet marketing arms. The growth follows a string of new contracts in the past year, including designing new websites for the Cambridge Water Company, Barnardos, car dealer Desira Group and Marshalls Seeds.
 - VisitNorwich announced that Norwich's hotel trade is booming with a new Travelodge due to open in early December, a planned extension of bedrooms at the Premier Inn Norwich Showground and a number of other hotels in the pipeline. Norwich's burgeoning hotel sector is making the city more attractive to tourists and the lucrative business tourism market.
 - One of the country's leading accountancy firms has opened a new corporate finance arm in the East of England. Moore Stephens will run the new operation from Norwich in a joint venture with M+A Partners

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Appendix

Data sources:

Figure 1 – Claimant count – NOMIS, Crown copyright

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

Table 3 - Jobcentre Plus

Table 4 – Norwich City Council

Table 5 – Norwich City Council

Table 6 - Norwich City Centre Partnership

Table 7 - Land Registry of England and Wales, 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