



# Norfolk Economic Intelligence Report

## Welcome

This report brings together key business, economic and labour market intelligence to provide a regular insight into the current state of the Norfolk economy. Data is correct to 30th June 2019.



**0.5%**

National Gross Domestic Product  
(QoQ% change Jan-Mar 2019)



**0.75%**

Interest Rates  
(May 2019)



**1.9%**

Consumer Price Index  
(annual % change May 2019)



**1.4%**

UK House Prices  
(annual % change to Apr 2019)

Source: ONS, Bank of England.

## A47 Alliance Parliamentary Reception

On Tuesday 25th June over **70** delegates from a number of business and local authorities attended an A47 Alliance Parliamentary Reception hosted by Brandon Lewis MP at Westminster. The event was held to present the case for dualling of the A47 between Peterborough and Lowestoft. David Powles from the EDP compered the meeting and there were speeches from Cllr Martin Wilby, A47 Alliance Chairperson, Richard Pace, Norwich Airport, Rob Facer,



Barnack, Peter Brown, Jack Richards & Sons, Emma Stallion, Bepak and David Parfrey, Norwich Research Park. A Q&A session was also held with a panel.

Michael Ellis MP, Minister of State for Transport attended the event and was presented with the JustDualIt campaign postcards and other evidence pushing the case for full dualling of the A47. He told the delegation "I get it. I get the importance of the A47".

The event was covered by the media and the EDP article of the event including videos can be found [here](#).



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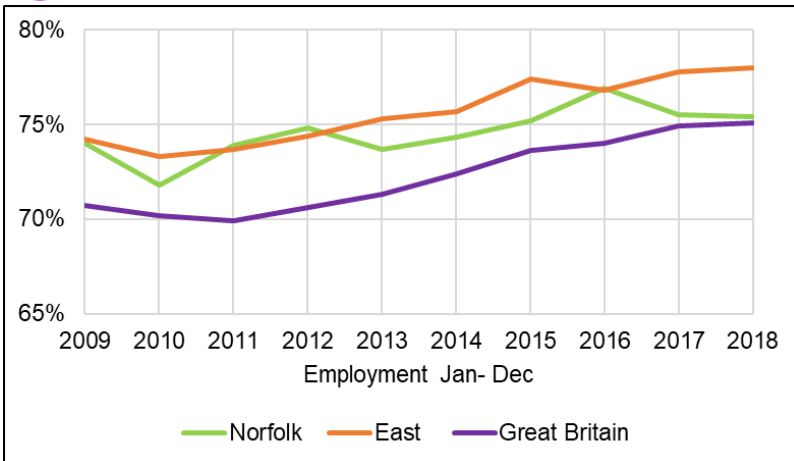
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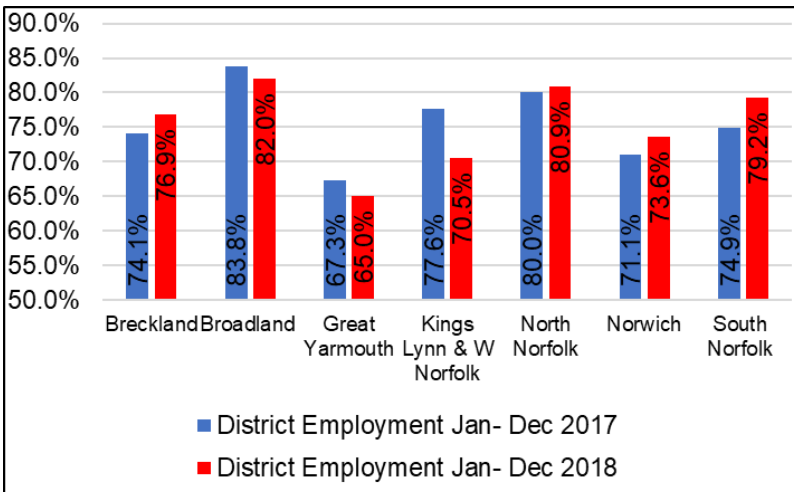
## Norfolk Economic Snapshot



### Employment



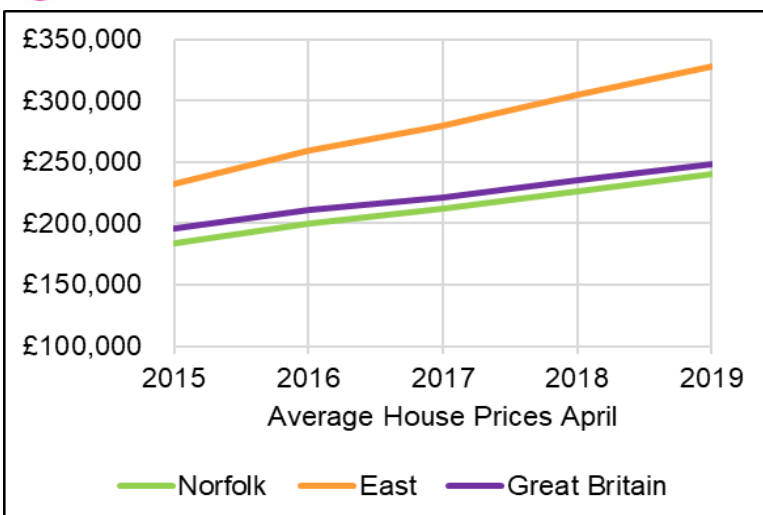
Source: NOMIS.



Source: NOMIS.



### House Prices



Data Source: Land Registry.

The labour market in Norfolk has remained at a healthy level, maintaining the same level of performance when compared to the same time period last year.

At **75.4%**, the County's performance is above the national level (**75.1%**), but is below the regional level (**78%**).

Year on year comparison shows there has been an increase in employment rates in some districts.

At **4%**, Norfolk's unemployment level is also below the national average (**4.2%**), but slightly above the regional level (**3.5%**).

The rate of claimants for Job Seekers Allowance and national insurance credits (**2%**) is lower than the national level (**2.7%**) and on par with the regional level (**2%**).

- The average house price in Norfolk has increased by **31%** since April 2015, and **6%** from 2018.
- However this is lower than the regional increase over the same period of **42%** but higher than the average increase for Great Britain of **27%**.
- The high rise in regional figures is mainly influenced by the high house prices in Cambridge.

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## Business

**Business Development Team:** leads and supports inward investment, business growth and business support in Norfolk. **Business team email:** [econdev@norfolk.gov.uk](mailto:econdev@norfolk.gov.uk)

### Invest East Cohort One Success



One of Norwich's fastest growing tech start-ups is preparing to launch its product to trial and says it is investment ready following participation on the first three month investment readiness programme delivered by the Invest East

project. Safepoint is a lone worker safety application which allows employees who work without direct supervision check in with their teams. The company was launched a 18 months ago and was initially boosted by seed funding from the University of East Anglia (UEA), which allowed the team to work full-time.

This month the app will be put into the hands of a trial business, which chief executive Callum Coombes says will be a major step for the brand. "It's the first time we'll be putting it directly into people's hands and seeing how it works," Mr Coombes said. "It's going to be a really big month for us because we've also got a couple of new sales leads as well as some potential investment opportunities." These opportunities were presented to Safepoint after the team completed the Invest East investment readiness scheme. The programme put over **20** SME business owners and managers through their paces by pulling apart their business plans as well as constructing investment-ready pitch decks, through a range of one to one support and classes.

Another three programmes are scheduled, which will support another **90** Norfolk and Suffolk companies to become investment

ready. The second programme opens in September 2019 and interested companies can find out more here [www.investeast.co.uk](http://www.investeast.co.uk). Invest East is led by Norfolk County Council, along with delivery partners Suffolk County Council, UEA and New Anglia LEP. The project is part funded by the European Regional Development Fund.

### Oiling the wheels...

This quarter has been busy supporting (with LEP and Districts) visitors to Norfolk. Where there are opportunities to promote



local companies for international project supply chains; or to meet investors in our local economy, the team work to ensure no potential links are missed. Partners attended one local company when its Chinese owner visited recently: and we ensured other local businesses made the itinerary of a national supply chain buyer when he made his first visit to Norfolk. Long term, the prizes are high if our businesses can win long term contracts, and if we can persuade investors to build new factories in Norfolk.

### Eastern Agritech Scheme continue in Norfolk and Suffolk

Welcome news that the NALEP is finalising payment of an additional **£1 million** to continue the Cambridgeshire and Peterborough led Eastern Agritech Scheme across Norfolk and Suffolk. Contact Martin Lutman for details on the Research and Development and the Growth elements of this grant scheme which supports technological innovation.

[martin.lutman@cambridgeshirepeterborough-ca.gov.uk](mailto:martin.lutman@cambridgeshirepeterborough-ca.gov.uk)

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## Infrastructure

### Greater Norwich Infrastructure Plan

The Greater Norwich Infrastructure Plan (GNIP) 2019 has been published by the Greater Norwich Growth Board (GNGB). The GNIP focuses on identifying the key infrastructure requirements which support the Joint Core Strategy for Norwich, South Norfolk and Broadland, the Greater Norwich City Deal and the Norfolk and Suffolk Economic Strategy. It also highlights the GNGBs strategic priorities for delivery over the coming year.



The report can be accessed at:

<http://www.greaternorwichgrowth.org.uk/dmsdocument/2538>.

For more information, contact the Greater Norwich Projects Team at [greaternorwich@norfolk.gov.uk](mailto:greaternorwich@norfolk.gov.uk)

### A140 Hempnall Crossroads

Work began on building a new **£4.6m** roundabout at Hempnall Crossroads in May. The scheme will help reduce delays and make the section of road safer. Norfolk County Council secured just over **£3m** from the Department for Transport and the New Anglia Local Enterprise Partnership, the county council and the GNGB community infrastructure levy are funding the remaining amount. The roundabout alongside the Long Stratton Bypass supports the new housing and employment plan planned for the area.

**Infrastructure Development and Greater Norwich Teams** support growth and help remove infrastructure constraints in key areas such as transport, housing and planning.

**Infrastructure team email:**

[infrastructure@norfolk.gov.uk](mailto:infrastructure@norfolk.gov.uk)

### Norwich in 90 rail service

On the 20th May the first train ran between Norwich and London Liverpool Street in 90 minutes.

The 90-minute services depart Norwich at 9am and 5pm (calling at Ipswich at 9.33am and 5.33pm) and London Liverpool Street at 11am and 7pm (calling at Ipswich at 11.55am and 7.57pm) and operate Monday to Saturday.

The Norwich in 90 campaign was launched in 2009 to push for better trains and new infrastructure to improve the journeys and capacity for rail passengers.

Greater Anglia are the first franchise to replace an entire fleet with new trains which are being rolled out in the coming months.

Although there are now Norwich in 90 services they are limited to two a day and there is still a need for significant infrastructure improvements including at Trowse and Haughley.



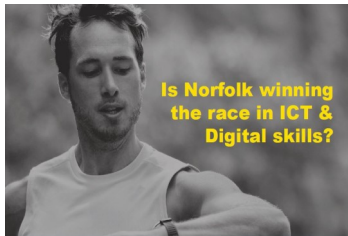
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## Skills

**Employment and Skills Team** comprises the Apprenticeships Team, the Skills Development Partnership and the European Social Fund Facilitator teams. The focus is on raising skills levels within Norfolk for the benefit of both the individual and the economy. **Employment and Skills team email:** [skills@norfolk.gov.uk](mailto:skills@norfolk.gov.uk)

### Norfolk ICT Project

The ICT project is well underway. Visits have taken place with the districts and we have been working closely with them to obtain the necessary contacts to ensure we get a good mix of employers participating in our survey. We have also begun meeting with employers on a one to one basis to gain a better understanding of needs within the industry. The first focus group will take place on 16 July and further will follow.



An interim analysis report will be completed by 16th July which will be shared amongst all the employers involved and will look to give us a first glance of the ICT & Digital skills gaps within Norfolk.

In talking to some of the **70** employers we have met so far, we have been able to signpost them onto other appropriate funding opportunities to help in their immediate skills gaps.

This survey will stay open until the project closes in October 2019.

### Skills Deals

The East of England Offshore Wind Skills Centre (OWSC) project started 1 April 2018 and has progressed well. Brandon Lewis MP officially launched the opening of the centre in December 2018.

Since then the project has completed 2 x 3 week transition courses for engineers and technicians and 2 x 12 week L2 diploma courses. Their next quarters activity will include a L2 pre-apprenticeship course and will begin to develop and deliver a L3 apprenticeship



### LEP Innovation Fund

The project continues to work closely with Vattenfall in the development of on-shore supply chain opportunities for Norfolk SME's.

In partnership with the Chamber of Commerce, a programme of workshops are currently being delivered throughout North Norfolk - raising the profile of the Vattenfall programme and equipping local organisations with the information and methods with which to engage with procurement activity.

The project evaluation will include increased employment opportunities, business growth and local collaboration.

# Norfolk Economic Intelligence Report



## Funding

**Economic Programmes Team** provides support to the Council and other partners to access external funding, with the aim of increasing funds spent in Norfolk.

**Economic Programmes Team email:** [funding@norfolk.gov.uk](mailto:funding@norfolk.gov.uk)

### Community Grants

Community Grants are available for small VCSE's to provide training or support to help people get closer to the workplace or formal learning.

Funded by ESF for structured learning projects in Norfolk and Suffolk, for individuals who are unemployed or inactive and who have other barriers to work:

Grants are available up to a maximum of **£20,000** per project and can be up to **100%** of the project cost.

Activity must be designed to develop skills, build confidence and raise aspiration with an aim to move people closer to or into work or formal learning.

Applications are particularly welcome for projects that are new, innovative or unusual, and in areas such as:

- Confidence building and other soft skills
- Non-accredited learning
- Skills linked to sectors with local skills gaps and potential career progression
- Job search and Interview skills
- Self-employment
- Work experience where acquisition of skills is structured
- Activities to overcome individual barriers to learning and/or work

Interested parties should contact the LIFT Programme Team at [lift@norfolk.gov.uk](mailto:lift@norfolk.gov.uk) or **01603 223179** for further information.

### New ESF grants programme opens for community-based employability support projects

The LIFT Programme Team's new ESF Community Grants Programme is now open to applications from the voluntary, community and social enterprise sector.

Eligible projects must be:

- based in either Norfolk or Suffolk
- for groups of adults aged 16+ who are not currently in work
- structured learning activity (this can include structured practical work experience)
- able to support people to engage with the learning
- focussed on those with an additional barrier to work that needs to be overcome (including long term unemployment)
- offering support to progress onwards from the project informed by previous experience of working within the local community

Up to **£20,000** per project is available for up to **100%** of project costs.

For more information contact the LIFT Programme Team at [lift@norfolk.gov.uk](mailto:lift@norfolk.gov.uk) or **01603 223179**.