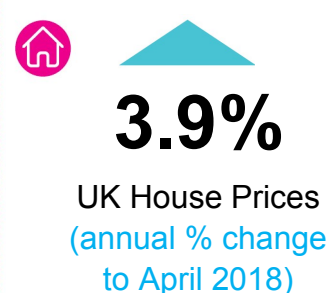
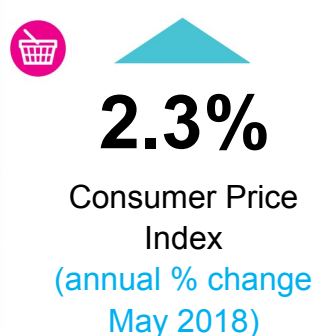
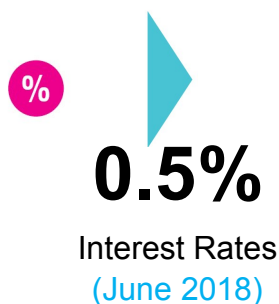
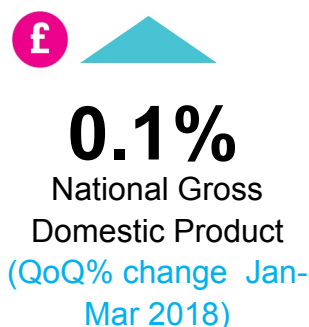


# Norfolk Economic Intelligence Report

## 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 2018.



Source: ONS, Bank of England.

## European Regional Development Fund success

We have been awarded **£900,000** of ERDF funding for high growth business support in Norfolk and Suffolk as part of a **£1.8m** project running over the next 3 years.

Norfolk County Council is the lead applicant and delivery partners include New Anglia LEP, UEA Adapt, Norfolk and Suffolk County Councils. The New Anglia Growth Hub will be the main point of contact for anyone wanting to engage.

The programme will be a core component of the high growth and intensive support offer in Norfolk and Suffolk, focusing specifically on investment readiness to help develop bespoke offers so businesses can draw down investment. We will support business to invest and grow and raise awareness that Norfolk and Suffolk demonstrate a fantastic opportunity for investment. Please email [econdev@norfolk.gov.uk](mailto:econdev@norfolk.gov.uk) for information.

## Retro Activewear

We welcome **Retro Activewear** to Norfolk: one of the UK's largest manufacturers of t-shirts and other garments in the UK, founded in 1971. They are especially energetic in the music, sports, fashion, film, gaming and licensing arenas. After looking nationally they decided that their new state of the art production facility was best located in Great Yarmouth, alongside a London sales office.

Their significant investment has been supported through grant funding provided by the New Anglia Growing Business Fund and creates **22** new jobs initially with more exciting growth plans on the way.

Find out more about this new exciting Norfolk Business by clicking [here](#).



**RETRO**  
ACTIVEWEAR

## Quick Links

[Norfolk Economic Snapshot](#)

[Business](#)

[Infrastructure](#)

[Skills](#)

[Funding](#)

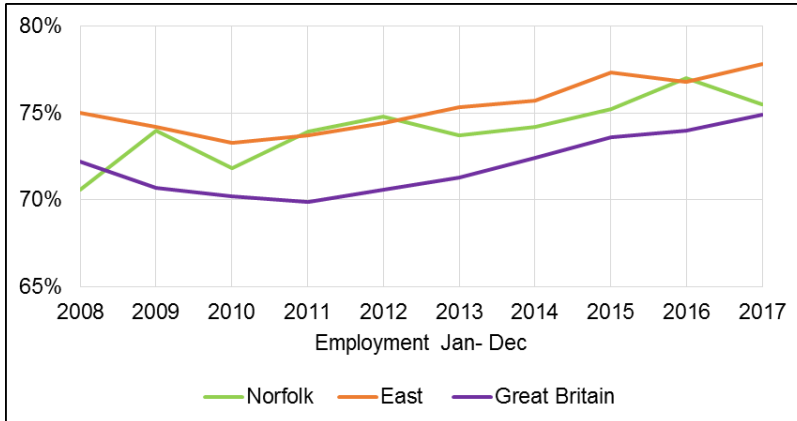
# Norfolk Economic Intelligence Report



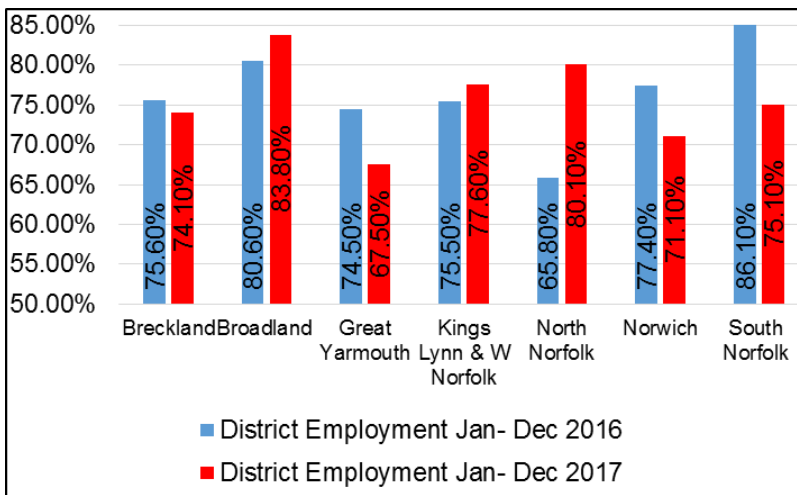
## Norfolk Economic Snapshot



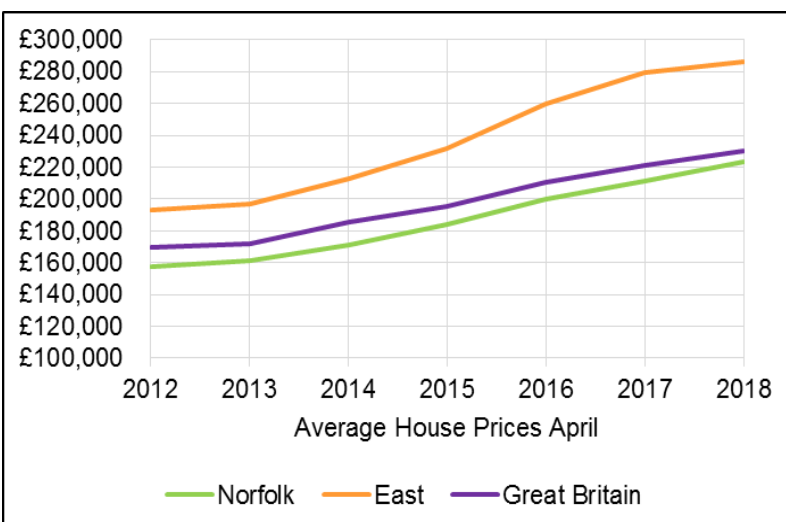
### Employment



Source: NOMIS.



Source: NOMIS.



Data Source: Land Registry.

- The labour market in Norfolk remains consistently above the national average level but below the regional level.
- At **75.5%**, the County's performance has decreased slightly from the same time last year. Norfolk has surpassed the national level (**74.9%**) but is below the regional level (**77.8%**).
- Year on year comparison shows there has been a decrease in employment rates in some districts.
- At **4.3%**, Norfolk's unemployment level continues to remain below the national average (**4.4%**), and above with the regional level (**3.6%**).
- The rate of claimants for the Job Seekers Allowance and national insurance credits (**1.7%**) is lower than the national level (**2.2%**) and marginally above the regional level (**1.6%**).

- The average house price in Norfolk has increased by **42%** since April 2012, and **5.7%** from 2017.
- However this is lower than the regional increase over the same period of **49%** but higher than the average increase for Great Britain of **36%**.
- The high rise in regional figures is mainly influenced by the high house prices in Cambridge.

# Norfolk Economic Intelligence Report



## Business

Business team email: [econdev@norfolk.gov.uk](mailto:econdev@norfolk.gov.uk)



### Cruise ship visits Great Yarmouth

The Seabourn Quest docked in Great Yarmouth on

Saturday, 30<sup>th</sup> June, and the Borough and County Councils supported Peel Ports in arranging a warm welcome for the American visitors. The **458** passengers spent one day here. A civic reception was offered at the harbour and transport into town with various options to visit the Golden Mile, Minster, Market Place and the Time and Tide Museum. Visitors commented on the “classy” nature of their welcome: “Amazing...these things - the nice touches - are what people remember about their trips abroad.”

The long term aim is to ensure a welcoming visitor experience, showcase the local attractions and heritage offer, and encourage further cruise ship visits in support of the local economy.



### Norfolk's Brexit

On the 5<sup>th</sup> June NCC and UEA hosted a half day conference for businesses to explore proactive steps to adapt to changes Brexit may bring.

**90** attendees engaged with experts from the fields of investment, export, standards, politics, tax, recruitment, law — and with senior representatives from the Institute of Directors and the British Chamber of Commerce — who are advising businesses on steps that can be taken.

A Brexit sounding board was launched so business can have a local voice to Government, share opportunities and impacts and direct questions. Email [business.brexit@norfolk.gov.uk](mailto:business.brexit@norfolk.gov.uk) to get involved.



### Norfolk County Council at the Royal Norfolk Show 2018

NCC hosted an Innovation and Enterprise stand this summer.

Cllr Keith Kiddie promoted a business brunch highlighting how the Council and partners are supporting growth in the Norfolk economy. Speakers included Chris Starkie, NALEP; Chris Sargisson, Norfolk Chamber of Commerce; Cllr Andrew Proctor, Leader of NCC and Dr Nikos Savvas, West Suffolk College.

Drop in surgeries were held across the two days with the support of partners from the New Anglia Growth Hub; The Things Network promoting the LoRaWAN network, alongside assistive technology demonstrations by Adult Social Care. Other County Council stands were supported by Trading Standards: Just Dual It! Grants officers and the Apprenticeships Norfolk Network. Hethel Innovation also exhibited at the stand. Feedback included comment from The Things Network that the stand had given them access to significant potential partners; and useful conversations had taken place, for which they are grateful.





# Norfolk Economic Intelligence Report



## Infrastructure

### Norfolk Strategic Planning Framework

The NSPF has recently been formally endorsed by all Norfolk authorities and published on the Norfolk County Council website, [NSPF](#). The impetus of producing a non-statutory framework is for the authorities to demonstrate compliance with the Duty to Co-operate under the Localism Act 2011 and formally agree to co-operate on a range of strategic cross boundary planning issues. The purpose of the framework is to maximise opportunities to secure external funding; find efficiencies in the planning system through working towards the establishment of a shared evidence base and the potential to enable strategic planning to be tied with the economic planning such as the Strategic Economic Plan. The framework contains **23** high level agreements on how to work together constructively on strategic planning matters across the County.

The framework is intended to be a live document that will be updated to reflect the latest change in government legislations. Following the publication of the draft National Planning Policy Framework, officers have started working on developing the framework into a Statement of Common Ground.

### A47 Alliance JustDualIt! Campaign

The A47 Alliance attended the Royal Norfolk Show on the 27th and 28th June to push for further support for the A47 Alliance.

The campaign garnered further support from businesses and the public. George Freeman MP came to show his support along with Ben Turner, RNAA President and Cllr Martin Wilby, Chairperson of the A47 Alliance.

More information about the JustDualIt campaign can be found [here](#).

**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:**

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

### Broadland Northway (Norwich Northern Distributor Road) opened

On Tuesday 17th April the Broadland Northway officially fully opened. The scheme received **£10m** Growth Deal funding to help build the new dual carriageway route from the A47 junction at Postwick to the A1067 North of Taverham.

### Norwich Western Link

Norfolk County Council have recently finished consulting on the 'missing link' linking the Broadland Northway from the A1067 to the A47 west of Norwich. The scheme is one of the counties current transport priorities more information about the scheme can be found [here](#).



# Norfolk Economic Intelligence Report



## Skills

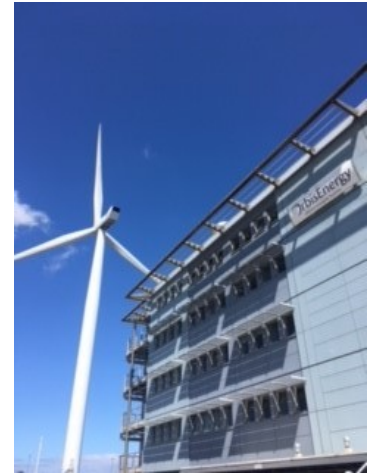
**Employment and Skills Team** comprises the Apprenticeships Team, the Skills Development Partnership and the European Social Fund Facilitator teams. The focus is on raising skills levels within Norfolk for the benefit of both the individual and the economy.

### Skills Deals

The month of May saw the soft launch of the East of England Offshore Wind Skills Energy Centre based at East Coast College.



The project will bring together industry experts and develop a number of specific courses or end point assessments which will support newcomers and existing staff in the industry to address the need identified by a network of employers.



Primarily the project will create a world class off shore wind training facility and will provide industry equipment and training together in one location.

### Apprenticeships Norfolk Network (ANN) Website launched and live!

At the Apprenticeships Norfolk AGM on Tuesday 1st May 2018, the new version of the Apprenticeships Norfolk website was launched in front of over **60** people representing a range of organisations, all very positive about the new features. Check it out at [www.apprenticeshipsnorfolk.org](http://www.apprenticeshipsnorfolk.org)

### Following on from the ANN AGM

Including a symposium lead by Cllr Stuart Clancy, Apprenticeships Champion, and focus groups looking at tackling Apprenticeship challenges we face in Norfolk, the team have been putting together an Action Plan for the network which will include all the issues identified by network members with both short term and long term actions. Keep an eye out for some exciting projects and events that will be happening over the next year. This can be followed on the website.

**Employment and Skills team email:**  
[skills@norfolk.gov.uk](mailto:skills@norfolk.gov.uk)





# Norfolk Economic Intelligence Report



## Funding

### FUNDING FOR RURAL BUSINESSES

#### 9 months to go!

Applicants have just a few months left to apply for [LEADER grant funding](#) to help start, grow or modernise their rural business. The programme covers rural Norfolk and north Suffolk. All projects have to be contracted by the end of March 2019. **£3m** of funding is still available for good projects that grow the local rural economy and create quality new jobs.

Recently funded projects include:

- A manufacturing company in Watton which was awarded funding for equipment to help them expand the business
- A new craft brewery in Westacre to help them start-up the business



- The History of Advertising Trust in Raveningham will be installing new equipment to further their research capacity

The five Local Action Groups will be working together over the coming months to ensure that maximum spend is achieved for the region.

So don't delay, get in touch with the LEADER team at Norfolk County Council now to find out how your business could benefit from funding. Email [leaderteam@norfolk.gov.uk](mailto:leaderteam@norfolk.gov.uk) or call on 01603 222930.

### Innovation New Anglia: support to innovate



The Innovation New Anglia project at Hethel Innovation is a **£1.1m** ERDF-funded

initiative supporting up to **300** businesses to innovate and grow.

Recent support to Connected Energy has helped them to understand and maximise the opportunity to develop new markets for their innovative energy storage system using second life car vehicle batteries and Pete Beasley, Operations Manager, said that *"the market insight provided by Innovation New Anglia has expanded our market intellect and capacity"*.

Go to [www.innovationnewanglia.com](http://www.innovationnewanglia.com) for information on accessing support.

### Calling all organisations working on tidal energy and plastic pollution – join a cross-border project today!

The Interreg France (Channel) England Programme is launching two new opportunities to work with French partners on a large-scale cross-border project.

Organisations that might be interested in working on an international collaborative project under either of these themes, or is interested in the full range of programme funding should register their interest at [www.channelmanche.com](http://www.channelmanche.com) or email [interregv@norfolk.gov.uk](mailto:interregv@norfolk.gov.uk).

**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)