



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 September 2018.



0.4%

National Gross Domestic Product
(QoQ% change Apr-Jun 2018)



0.75%

Interest Rates
(Sep 2018)



2.4%

Consumer Price Index
(annual % change Aug 2018)



3.1%

UK House Prices
(annual % change to Jul 2018)

Source: ONS, Bank of England.

Lintott Industry Accelerator

On Friday 28th September there was an official opening of a new training academy at Lintott Control Systems in Norwich, which was enabled by financial support from Norfolk County Council and Hethel Innovation Ltd. Lintott provided the room, the workstations and the software. NCC provided the ICT equipment and other hardware. The launch took place alongside Lintott's Queen's Award of Innovation celebration.

The facility will be used by East Coast College, City College Norwich, the College of West Anglia and the UEA, providing students with controlled access to a real-life and first-class design and manufacturing environment. Lintott is providing the space on a cost-neutral basis and the tutors will be provided with access to their highly talented staff who will provide technical support.

Students will enjoy practical skills training, in a real industrial environment using the latest industry software in manufacturing, engineering and design.

Local Flavours 2018

Norfolk County Council again supported the hugely successful Local Flavours event — working with the Department of Trade, NALEP, Chamber of Commerce and Lively Crew to encourage the fast growing Dutch supermarket 'Marqt' to send its buyers to the show. A Dutch themed reception was held to welcome delegates and introduce local stakeholders. Cllr Barry Stone represented the County Council. Our ambition is to encourage further trade links between the east and the Netherlands. This year's show hosted over **120** local producers and hundreds of buyers, including Fortnum and Mason, Morrisons, Tesco and Ocado supermarkets.



Roberta Willner, Norfolk County Council, with the team of buyers from Dutch supermarket Marqt.

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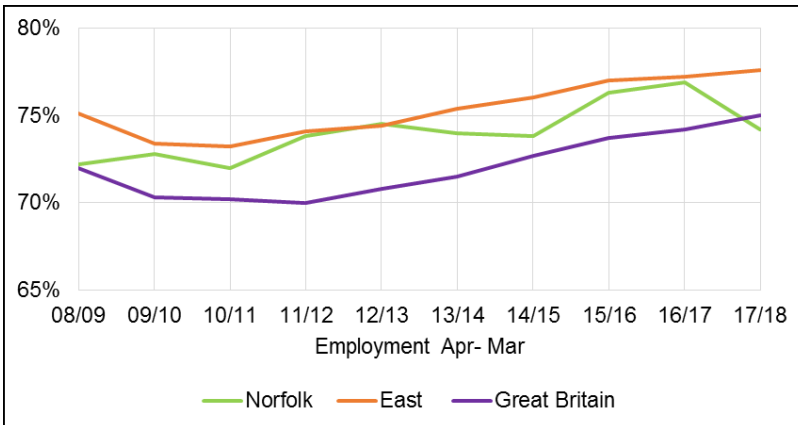
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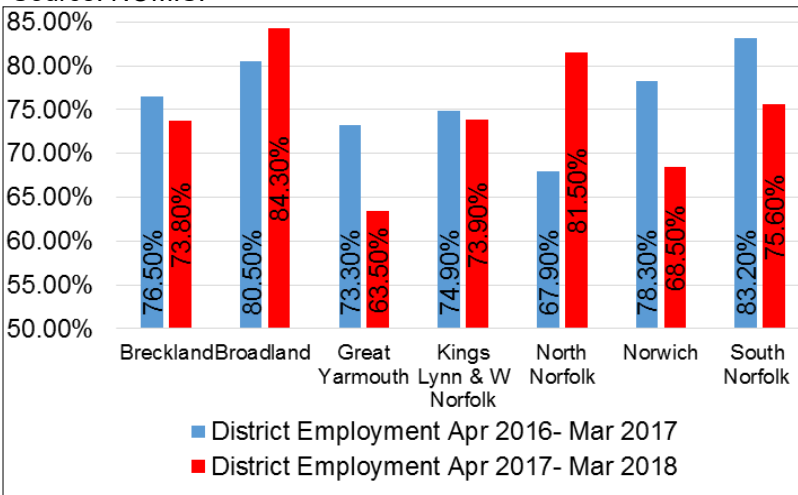
Norfolk Economic Snapshot



Employment



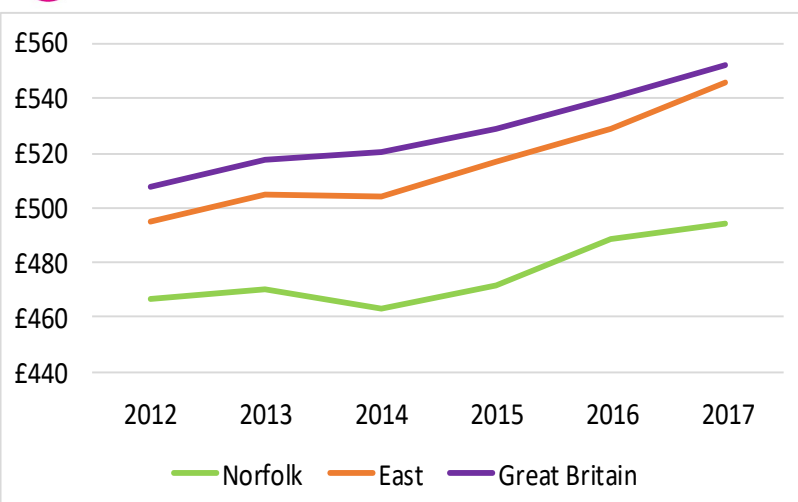
Source: NOMIS.



Source: NOMIS.



Average Weekly Earning



- While the labour market in Norfolk has dipped slightly below the national average, the claimant rate for out of work benefits has improved and is below both the national and regional level.
- At **74.2%**, the County's performance has decreased slightly from the same time last year. Norfolk's performance has dipped slightly below the national level (**75%**) and the regional level (**77.6%**).
- Year on year comparison shows there has been a decrease in employment rates in some districts.
- At **4.6%**, Norfolk's unemployment level has risen above the national average (**4.3%**), and regional level (**3.7%**).
- The rate of claimants for the Job Seekers Allowance and national insurance credits (**1.5%**) is lower than the national level (**2.2%**) and the regional level (**1.6%**).

The average gross weekly earnings in Norfolk is consistently lower than both the regional and national average.

The average weekly earning in Norfolk has risen by **6%** between 2012 and 2017 lower than the regional growth of **10%** and national growth of **9%**.

While Norfolk has a high employment level, we are still trailing Great Britain when it comes to pay.

This is mainly due to the County having a higher proportion of lower skilled jobs.

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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

Culture Board meets Digital Sector

The New Anglia Local Enterprise Partnership supports a number of sector groups, and in an innovative forum, tech companies joined members of the Culture board for an informal workshop on issues and pain points experienced by the sector. Following a successful session, where a number of issues and potential solutions were flagged up, the Culture Board will be working with TechEast Ltd (the ICT and digital sector group) to explore follow up activity.

Cleantech Conference — 3 September

Wendy Thomson of NCC was pleased to introduce this first conference by Cleantech East, offering delegates the opportunity to understand how the public sector will support the UK Clean Growth Strategy. For information on the Cleantech East visit their website: www.cleantecheast.uk/

Get into Retail: Celebrating a very special Partnership achievement

Marks and Spencer's Ltd, via their central Norwich store, have proved to be an exemplary partner to The Princes Trust. Having agreed to support the "Get into Retail" programme, to encourage NEET (Not in Employment, Education or Training) young people back into the workplace, the store now celebrates that **10%** of their store workforce have been recruited via this innovative programme.

If you'd like to find out more about the benefits the programme could bring to your retail outlet, contact Timothy Gardiner of the Princes Trust on 07483 147827.

M&S
EST. 1884



MAKE your
MARK
GIVING YOUNG PEOPLE THE
OPPORTUNITY TO SHINE

Get into Retail with M&S

Hosted by The Prince's Trust

The Things Network On Tour in Norwich 15 and 16 October

Norfolk County Council is a proud sponsor of the event, and have issued a number of challenges for the event's Hack A Thing. The challenges represent very real issues for our Norfolk residents, and the County Council hopes that our support to this event will raise awareness of the technology and of the Council's desire to find economic and innovative solutions on behalf of our residents.

The challenges come from Adult Social Services, Highways and Libraries. Nine have been offered and the teams will each be able to select their preferred challenge. The County Council will support the winning team to take their product ideas to the next stage, providing access to commissioners and subject specialists: and where appropriate will consider field trials. To find out more — check out www.thethingsconference.uk and www.thethingsnetwork.org/



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Infrastructure

Successful Transforming Cities Fund bid

Transport for Norwich (TfN) is in line for a share of an **£840m** pot of money specifically for promoting intra-city connectivity – aiming to make it easier for people to access jobs, training and retail.

It highlights three strategic routes to support the Norwich Research Park, Broadland Business Park and the airport industrial estate, each with a focus on where they meet the city centre.

Smart ticketing, cleaner vehicles, real-time information and faster journey times are all features outlined in the vision for Greater Norwich.

Transport for Norwich strategy review

More than **1,500** people took part in the Transport for Norwich strategy review survey, which ran between January and March this year.

Nearly **90%** of those who took part rated public transport as “important” or “very important” while **52%** included it in their overall top three priorities. The second priority identified was putting in place measures to tackle congestion, with **87%** rating it as “important” or “very important” and **47%** putting it in their top three priorities.

A second phase consultation on the detail of the strategy is due to take place in autumn 2019. Updates on progress of the project will be available [here](#).

A47 consultation

Highways England are currently consulting on their proposed A47 Blofield to North Burlingham dualling scheme. The closing date is **Friday 19 October**. More information and how to respond 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:

infrastructure@norfolk.gov.uk

Market Town Network Improvement Strategies

At the July 2018 NCC Environment, Development and Transport committee, Councillors agreed to spend **£20,000** on each of the second tranche of five Market Town Network Improvement Strategies during 2018/19. These towns are Aylsham, Downham Market, Fakenham, Wroxham and Hoveton and Wymondham.

The proposed scope of work is focused on transport issues and will consider the following:

Causalities, parking, congestion, inappropriate speeds, public transport and cycling and pedestrian facilities.

The strategies produced for the first tranche of market towns should be submitted to committee for adoption in the new year.



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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

European Social Fund (ESF)

There are still opportunities for organisations across Norfolk to get involved with ESF.

A call is open for **Local Workforce Development** until Monday 5 November. This is a call to run a project which builds on previous local experience of enabling employers to find ways of combating skills shortages by upskilling the current workforce in Norfolk and Suffolk.

More information about the call is available [here](#).

A second call is also open relating to **Basic Skills** which can be accessed [here](#).



European Union
European
Social Fund

Skills Deals

The East of England Offshore Wind Skills Centre (OWSC) project started 1 April 2018 and has made great leaps forward including:

Appointment of the Project Coordinator; soft launch; centre refurbishment; first cohort of nine students completed the 3-week transition course.

Within this next quarter, plans are in place to have the OWSC building at the Great Yarmouth Campus complete and to appoint the training staff and a Project Administrator. Also planned is the implementation of the online booking system and the launch of the website portal.

Apprenticeships Data

Norfolk is performing significantly better than the national average, which is reflected in the latest data released. Although apprenticeship starts are down by **33%** nationally, Norfolk is only down by **24%**. There are significant reasons for this, which include the introduction of the Apprenticeships Levy, the transition from Frameworks to Standards and getting to grips with **20%** off the job training. The top three sectors for Apprenticeships in Norfolk are Business, Administration & Law; Health, Public Services & Care; and Engineering & Manufacturing Technologies. King's Lynn and West Norfolk lead the way with the most Apprenticeship Starts in the County.

Apprenticeship Training Agency (ATA)

The referral system is now in place and TrAC have received over **130** individual referrals. We have seven Apprentices on the programme, with two more beginning within the next two weeks, and **17** completed work experience placements. We have received funding to deliver a Positive Activities project in the Opportunity Area through the Essential Life Skills fund to support individuals who are not yet ready for an Apprenticeship but could potentially work with TrAC in the future.

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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

LIFT (Local Investment in Future Talent): £400K still available to invest in the rural workforce

LIFT has approved **20** great projects to date, but we are still looking for more great ideas that will support workforce development in rural Norfolk and north Suffolk.

LIFT Skills can pay up to **50%** of training costs to increase the learning and skills of employees and improve business growth and sustainability.

LIFT Trials grants can cover up to **50%** of the costs of enabling rural employers to offer schemes of work experience, supported work trials, internships etc and to support individuals to get the most from their workplace experience

Recently funded projects include:

- Accredited training in customer service and marketing and digital skills for Tourism Businesses in the Waveney Valley area
- Staff from eight businesses and one community group in the Brecks area enabled to gain Institute of Leadership and Management qualifications and put their learning into action at work
- Four paid internships for unemployed graduates at the Loddon research and consultancy company RPA

A recent LIFT project showcase and information event has generated new project ideas (pictured). All LIFT funded projects need to be delivered by February 2020, so applicants need to come forward as soon as possible to secure funding. Help and advice is available throughout the application process and once a grant is approved. Contact the team at lift@norfolk.gov.uk or call on 01603 223179.

Social Impact Bond successes

Over the last two years Norfolk County Council has been developing expertise in this new type of funding. A Social Impact Bond (SIB) is a form of outcomes-based commissioning that focuses on prevention and innovation.

We have won central government contributions to Social Impact Bond projects to support some of our most vulnerable residents. These include a **20%** central government contribution to an edge of care project, The Vulnerable Child Project, and, in principle, a **36%** contribution for our multiple SIB project, Promoting Independence. If these projects are successful, they could unlock **£6m** in contributions from central government.

These projects also provide a platform for us to further develop our expertise and share that knowledge with our partners.

We are happy to support other Norfolk organisations (commissioners or providers of services) to develop their capacity to understand how Social Impact Bonds work, and what could be needed for a SIB funded project. If you want to learn more about Social Impact Bonds, please email graham.phillips@norfolk.gov.uk

