

# Performance Management Monitoring Analysis

Performance Indicators				
ENTERPRISE		2009	2010	
<b>New business start-up rate (as % business stock)</b>	Broadland	8.6%	8.9%	Over the year, the business start-up rate has increased for Greater Norwich as a whole. This was accounted for by a small increase in the rate in Broadland and South Norfolk; Norwich saw a slight fall. At the national level the rate fell from 11.5% to 10.1%. Therefore, the start-up rate in Broadland, South Norfolk and Greater Norwich rate remains below the national level; the Norwich rate is just above the national level.
	Norwich	10.8%	10.2%	
	South Norfolk	8.3%	9.0%	
	Greater Norwich	9.2%	9.4%	
<b>Proportion of the workforce in knowledge-driven sectors (Eurostat definition)</b>	Broadland	40.1%	46.9%	The percentage of the workforce in knowledge driven sectors has increased in Greater Norwich as a whole. Broadland had the largest relative increase; South Norfolk saw a marginal rise and Norwich suffered a slight fall. The proportion of the workforce in knowledge driven sectors in Greater Norwich exactly mirrors the national picture (51.1%).
	Norwich	53.9%	52.1%	
	South Norfolk	52.6%	53.3%	
	Greater Norwich	50.3%	51.1%	

Performance Indicators							
ENTERPRISE		2009	2010	2011	2012	2013	2014
<b>New business survival rate after 3 years</b>	Broadland	70.6%	64.4%	Over the 12 months, the 3-year new business survival rate in Greater Norwich as a whole has shown a marginal fall. In South Norfolk the survival rate increased; in Norwich it remained fairly stable; in Broadland the rate fell. At the national 3-year new business survival rate rose slightly from 64.6% to 66.1%.			
	Norwich	64.6%	64.5%				
	South Norfolk	67.0%	71.3%				
	Greater Norwich	67.4%	66.7%				

<b>Performance Indicators</b>				
<b>People and Skills</b>		<b>2009</b>	<b>2010</b>	
<b>Overall Employment Rate</b>	Broadland	80.3%	75.2%	The rate of employment across Greater Norwich showed a marked fall over the year as it did across each of the three districts. The reduction in the employment rate in Norwich was marginally smaller than in Broadland and South Norfolk. The employment rate also fell slightly at the national level, from 71% to 70.4%.
	Norwich	75.3%	71.1%	
	South Norfolk	76.9%	71.2%	
	Greater Norwich	77.3%	72.4%	
<b>Working age people on out-of-work benefits</b>	Broadland	7.6%	7.3%	In Greater Norwich the percentage of working age people claiming out-of-work benefits fell over the year. Each of the three districts also experienced a reduction in the percentage of out-of-work benefits claimants. Although the biggest reduction was seen in Norwich the rate here still remains relatively high. This reflected the picture at the national level where the claimant rate fell from 12.7% to 12.2%
	Norwich	13.6%	13.1%	
	South Norfolk	7.9%	7.6%	
	Greater Norwich	10.1%	9.7%	
<b>Employment in rural area</b>	Broadland/South Norfolk	51,235	50,822	The number of people in employment in Greater Norwich's rural areas fell slightly, by 0.8%, over the year.

<b>Performance Indicators</b>				
<b>People and Skills</b>		<b>2009</b>	<b>2010</b>	
<b>% of working age population at level 2+</b>	Broadland	66.3%	70.0%	The percentage of the working age population qualified to at least level 2 has increased over the year across Greater Norwich and in each of the three districts. South Norfolk saw the largest increase. At the national level the percentage grew from 63.9% to 65.4%.
	Norwich	61.9%	66.0%	
	South Norfolk	63.3%	75.0%	
	Greater Norwich	63.7%	69.9%	
<b>% of working age population at level 3+</b>	Broadland	47.5%	45.6%	The proportion of the working age population qualified to at least level 3 has grown over the year in Greater Norwich as a whole and in Norwich and South Norfolk; the latter saw the largest increase while Broadland recorded a slight fall. At the national level the percentage grew from 48.2% to 49.3%.
	Norwich	51.0%	53.5%	
	South Norfolk	47.6%	52.6%	
	Greater Norwich	48.9%	50.8%	
<b>% of working age population at level 4+</b>	Broadland	25.4%	24.8%	The percentage of the working age population qualified to at least level 4 has increased over the year in Greater Norwich as a whole and in Norwich and South Norfolk. The largest increase was recorded in South Norfolk while Broadland saw a slight fall. At the national level the percentage grew from 28.6% to 29.9%.
	Norwich	28.6%	30.5%	
	South Norfolk	25.4%	29.4%	
	Greater Norwich	26.7%	28.5%	

Performance Indicators				
People and Skills		2009	2010	
<b>Median earnings of employees in the area (weekly workplace earnings excluding overtime)</b>	Broadland	£398.80	£394.60	Median workplace weekly earnings (gross) of full-time workers in Greater Norwich fell by 1.1% over the year. Each of the districts recorded a fall in workplace earnings (Broadland -1.8%, Norwich – 3.4%, South Norfolk -2.4%). At the national level median earnings grew by 1.8% from £470.60 to £479.10. Earnings in Greater Norwich are just nine-tenths of national earnings (89%).
	Norwich	£456.30	£440.70	
	South Norfolk	£465.10	£453.80	
	Greater Norwich	£440.10	£429.70	
<b>% employed in higher occupations (Managers and Senior Officials, Professional Occupations and Associate Professional and Technical Occupations)</b>	Broadland	48.1%	37.4%	Over the year, the proportion of the workforce employed in higher level occupations has fallen by 5.6% in Greater Norwich. All three districts saw a fall in the percentage, with Broadland experiencing the largest fall. At the national level, 44.4% of the workforce is employed in higher level occupations and this level has been maintained since 2008.
	Norwich	48.7%	46.6%	
	South Norfolk	47.9%	43.5%	
	Greater Norwich	48.4%	42.8%	

**Performance Indicators**

<b>Infrastructure for Business</b>		<b>2009</b>	<b>2010</b>	
<b>Amount of floorspace developed for employment by type</b>	Broadland	B1 - 4857 m <sup>2</sup> B2 - 1613 m <sup>2</sup> B8 - 1593 m <sup>2</sup> <b>Total 8,063 m<sup>2</sup></b>	B1 - 1348 m <sup>2</sup> B2 - 0 B8 - 892 m <sup>2</sup> <b>Total 2,240 m<sup>2</sup></b>	The amount of floorspace developed in 2009/10 was less than one-half of the floorspace developed in 2008/09. It is likely that this is the result of depressed commercial property market conditions.
	Norwich	B1 - 13205 m <sup>2</sup> B2 - 1696 m <sup>2</sup> B8 - 932 m <sup>2</sup> <b>Total 15,833 m<sup>2</sup></b>	B1 - 657 m <sup>2</sup> B2 - 0 B8 - 0 <b>Total 657 m<sup>2</sup></b>	
	South Norfolk	B1 - 1182 m <sup>2</sup> B2 - 2586 m <sup>2</sup> B1/B2/B8 - 11301 m <sup>2</sup> <b>Total 15,069 m<sup>2</sup></b>	B1 - 4699 m <sup>2</sup> B2 - 2072 m <sup>2</sup> B8 - 9433 m <sup>2</sup> <b>Total 16,204 m<sup>2</sup></b>	
	Greater Norwich	B1 - 19244 m <sup>2</sup> B2 - 5895 m <sup>2</sup> B8 <sup>1</sup> - 13826 m <sup>2</sup> <b>Total 38,956 m<sup>2</sup></b>	B1 - 6704 m <sup>2</sup> B2 - 2072 m <sup>2</sup> B8 - 10325 m <sup>2</sup> <b>Total 19,101 m<sup>2</sup></b>	

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<sup>1</sup> This figure includes B1 and B2 in South Norfolk

Performance Indicators				
Infrastructure for Business		2009	2010	
<b>Amount of employment land lost to residential development</b>	Broadland	0	0	Over the period 2008/09 to 2009/10, the only employment land lost to housing development in Greater Norwich was in the Norwich local authority area.
	Norwich	3,000 m <sup>2</sup>	6,000 m <sup>2</sup>	
	South Norfolk	0	0	
	Greater Norwich	3,000 m <sup>2</sup>	6,000 m <sup>2</sup>	
<b>National retail ranking for Norwich – CACI Retail Footprint</b>	Norwich	12 <sup>th</sup> (all UK shopping centres)	10 <sup>th</sup>	Norwich has moved 2 places up the rankings to 10 <sup>th</sup> in UK, ahead of larger centres such as Bristol, Cardiff and Edinburgh with a retail expenditure of £1,180m.



Performance Indicators				
<b>Profile raising</b>		<b>2009</b>	<b>2010</b>	The number of Evolutive property searches in the Greater Norwich area has increased by 80% since 2009.
<b>Number of Evolutive property searches in Greater Norwich area</b>	Greater Norwich	160	289	
<b>Number of international students studying at UEA and NUCA</b>	UEA	1,588	1,891	Over the year, the number of international students studying at UEA increased by 19%. Two-thirds of these students came from ten countries: China, USA, Nigeria, India, Egypt, Japan, Thailand, Saudi Arabia, Vietnam, Russia
	NUCA	20	60	The number of international students studying at NUCA increased by 40 students (200%) compared to the previous year.
<b>Number employed in Tourism industry</b>	Broadland	3,750	3,350 (- 11%)	Tourism employment fell over the period 2009-2010 in each of the Greater Norwich local authority districts, with Broadland suffering the largest reduction. This reflected the trend at the national and regional levels where tourism employment fell by 10 per cent and 4 per cent respectively.
	Norwich	8,791	8,298 (- 6%)	
	South Norfolk	3,139	2,947 (- 6%)	
	Greater Norwich	15,680	14,594 (- 7%)	