

Greater Norwich
Development
Partnership

An Economic Assessment of Greater Norwich - 2012

A companion document to the Greater Norwich Economic Strategy
2009 – 2014

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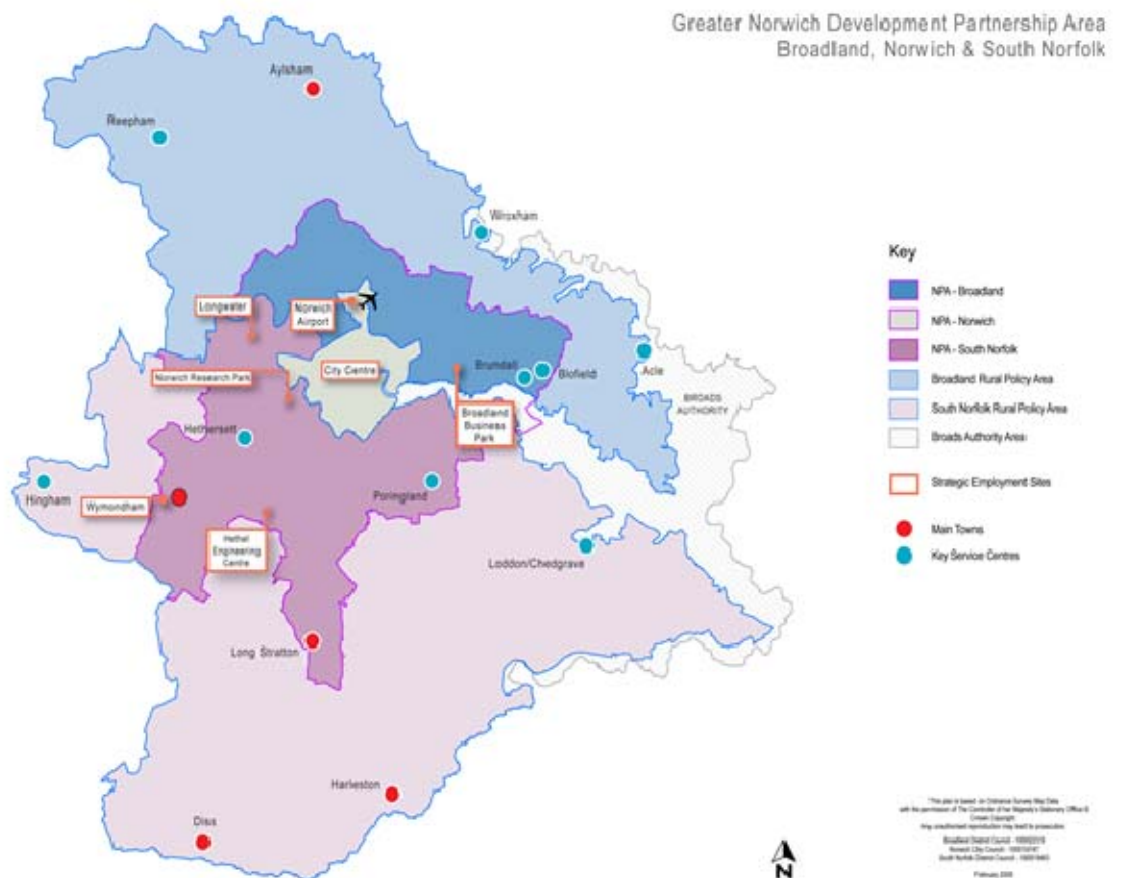
1. Introduction

1.1 The Greater Norwich Development Partnership (GNDP) is a partnership of Broadland District Council, Norwich City Council, South Norfolk District Council, Norfolk County Council and the Broads Authority which work together to manage the delivery of growth to meet the area's needs. This Greater Norwich Economic Assessment is the evidence base for the Greater Norwich Economic Strategy; provides supporting evidence for the GNDP Joint Core Strategy and feeds into the Norfolk Economic Assessment.

2. What is Greater Norwich?

2.1 Figure 1 shows that Greater Norwich comprises the local authority areas of Broadland, Norwich and South Norfolk. It covers an area of almost 1,500 sq km; approximately 28% of the land area of Norfolk. Greater Norwich is clearly the main engine of the Norfolk economy, accounting for almost one-half of the County's population and one in every two of the County's jobs.

Figure 1 Greater Norwich



- 2.1.1 Greater Norwich has key strengths in several of the knowledge intensive sectors which in national terms have generated the strongest growth in recent years: financial services, business services, creative industries, health and life sciences and engineering.
- 2.1.2 Greater Norwich has strong economic inter-relationships with the surrounding area (for example in business services, food processing, high-tech engineering, motorsport and tourism) and has connectivity with urban centres of employment such as Great Yarmouth, Thetford and Kings Lynn and the market towns.
- 2.1.3 The urban area acts as a major regional service centre and provides a wide range of employment, cultural, leisure and retail opportunities for the county and beyond with a regional catchment area of over 1,000,000 residents; 330,000 living within the primary catchment.
- 2.1.4 Greater Norwich is home to the regional or national headquarters of major companies including Aviva, Marsh, Group Lotus, Acteon Group and Virgin Money.
- 2.1.5 Norwich Research Park is internationally recognised for the excellence of research in the plant and microbial sciences, food, health, environmental sciences, computer and information systems and chemistry. The area is also home to Hethel Engineering Centre (supporting performance engineering and manufacturing companies) and EPIC (East of England Production Centre supporting the digital/ICT sector).
- 2.1.6 The city of Norwich is a major media and cultural centre; home to BBC East and Anglia TV, six theatres and 1,500 historic buildings within its city walls. It has been ranked as a top 10 UK retail centre since 2005.
- 2.1.7 Norwich International Airport is a major asset for both business and tourism. Greater Norwich has a strong and varied tourism offer with the heritage and culture of the city balanced by the attractions of the market towns, the Broads and the countryside.
- 2.1.8 Two of the market towns, Diss (the largest) and Harleston, lie outside the main sphere of influence of Norwich. Diss in particular is a focal point for employment and services for a large area of South Norfolk and North Suffolk known as the Waveney Valley.
- 2.1.9 Aylsham is the second largest of Greater Norwich's market towns and has achieved Cittaslow¹ status (as has Diss). The historic market towns of Acle, Reepham and Loddon are smaller, but noteworthy local centres of population and employment. Long Stratton is also an important local centre. Wymondham is a significant town in its own right and its proximity and transport links with Norwich have led to substantial population and employment growth over the last 30 years.

¹ Cittaslow is an international network of towns which are "real" towns which are quite distinct from anywhere else and where the "living is good." The organisation was founded in 1999 to encourage certain principles to help towns become much better places for residents and visitors. These principles are measured using a set of 55 criteria relating to environment, infrastructure, the quality of urban fabric, promotion of local products, hospitality and community.

- 2.1.10 A pioneering new development for the village of Rackheath near Norwich, the Rackheath eco-community, will see a mixed-use community offering employment, day-to-day services and public transport in addition to new houses. Renewable energy technologies will be incorporated into the development to help the eco-community achieve a low carbon way of life.
- 2.1.11 As a low lying area, Greater Norwich is particularly vulnerable to the affect of climate change. The seriousness of climate change and the need for sustainable development provide both challenges and opportunities for the Greater Norwich area.
- 2.1.12 A significant proportion of the population in the Norwich local authority area is affected by multiple deprivations (mainly education/training/skills, income, crime and living environment). Small pockets of this type of deprivation exist in the rural areas but the rural population is more likely to be affected by lack of access to housing and services. Access to broadband is a particular problem in the rural areas which affects both communities and businesses.
- 2.1.13 Significant contrasts exist between the position of Norwich and the two rural districts placing them at opposite ends of the spectrum in relation to national and regional averages. Almost half the population of the urban area of Norwich and all of its rural hinterland lies outside the Norwich City Council boundary. This can exaggerate differences between Norwich and other cities of a comparable size with less restrictive boundaries. When data for the three districts is aggregated it often shows a picture for Greater Norwich much closer to the regional and national averages. This summary recognises the variations but focuses on the characteristics of the area as a whole. All of the datasets used in this analysis are the most recently available at the time of writing.

3. SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> • Research undertaken for Financial Times, identifies Norwich as one of only 10 UK cities which showed resilience during 2007/08 recession with high growth potential - based on health of the labour market; skills profile; relatively low dependence on public sector; business stock. • Strong HE/FE offer – University of East Anglia, Norwich University College of the Arts, City College Norwich and Easton College. • High graduate retention rate • Globally significant science and research offer for health, life and environmental sciences - Norwich Research Park further stimulated by £26m government investment. • Diverse business base - financial services, business and professional services, creative industries, health and life sciences, hi-tech engineering, retail, construction, tourism • Top 10 UK retail centre (9th) - relative isolation means strength of retail likely to continue. • Extensive cultural, leisure, sports and heritage offer - largest collection of heritage assets in any UK provincial city. • Strong quality of life offer: easy access to countryside and coast, low crime rates, attractive urban and rural living environments - key drivers in attracting investment, business and knowledge workers. • Historic/ongoing attention to “quality of place” design and sustainability will ensure that growth enhances rather than dilutes Norwich’s special identity. • Relatively low cost housing and commercial premises • Earnings 10-15% lower than national average (benefit to employers) • Norwich International Airport provides connectivity within the UK and globally via Schipol. • Direct rail connections to London, Peterborough, Birmingham, Cambridge, Manchester and Liverpool • Excellent Park & Ride system • Good city for walking and cycling to work (not so good in surrounding areas) 	<ul style="list-style-type: none"> • Norwich City is one of the most deprived local authority areas in the East of England with multiple deprivations (income, education, crime and health) concentrated within particular City wards. • Some areas of the city suffer poor levels of qualifications and skills • Earnings 10-15% lower than the national average (weakness for employees). • Structure of labour market is out of balance: too many low paid/low skilled jobs, few intermediate level jobs and insufficient knowledge economy jobs. • High level of graduate retention leads to under-employed graduates silting up intermediate level jobs, stifling the aspirations/opportunities for the indigenous population. • Historical low levels of entrepreneurship and business start up rates and poor growth rates for SMEs. • Much of the city centre’s office accommodation does not meet 21st century requirements (but better on out of town business parks). • Inadequate or constrained employment land and premises availability – most existing strategic sites are constrained in some way • Limited supply of brownfield sites • Almost no speculative development in city centre and on business parks around north-east Norwich • City profile misunderstood (or not understood at all) nationally - perceptions of remoteness/sleepy small town offer. Lack of clear and positive external identity. • Need to improve national and regional connectivity e.g. the reliability and speed of rail services and improvements to the A11 / A47. • Utilities infrastructure investments required to address electricity supply, water supply and sewage as well as improvements to ICT infrastructure • Limited inward investment enquiries • Need to increase supply of ‘affordable’ homes

Opportunities:

- Bespoke facilities that support the future evolution and growth of knowledge economy sectors (Health & Life Sciences, Engineering, Creative and Financial Industries) in place and positively influencing future growth.
- Closest city to the main energy centre serving the Southern North Sea – effectively, England’s primary coastal energy centre - promotion of area for renewable energy (wind, solar, biomass) and links to Gt.Yarmouth /Lowestoft Enterprise Zone
- Space to grow development opportunities in the city centre and urban fringe
- Role of HE and research sector in driving growth
- Proper branding and promotion of Norwich for inward investment and tourism
- Potential to trade on quality of life offer
- Bring forward large brownfield sites for redevelopment
- Very significant additional capacity for new comparison shopping in Norwich amounting to around 42,000 sq m e.g. through redevelopment of St Stephens area
- Identify and fill gaps in supply of tourism facilities
- Potential expansion of Norwich Airport, introduction of additional routes and related business activities
- Norwich Northern Distributor Road (NNDR) will provide access to potential major growth areas on NE fringe and remove traffic from the city centre
- Growth provides an opportunity to improve public transport.
- Development of East Port at Gt Yarmouth improves freight and passenger service connectivity to Northern Europe
- New housing can sets exemplary standards in carbon emissions/energy use - raising the area’s profile
- Training in the construction industry on low carbon building - links with BRE

Threats:

- Global economic downturn has slowed economic growth locally
- Loss of employment from Norwich LA
- Norwich has a disproportionate dependency on large employers making the economy particularly vulnerable to global investment decisions
- Declining graduate retention rate (down from 1 in 3 to 1 to 5)
- Failure to provide sufficient knowledge economy jobs will reduce graduate retention
- Lack of speculative high quality office development
- Historically low business start up rates mean scale of employment growth required cannot be met by indigenous businesses
- Much of the job creation will be at the low value, low skills end of the spectrum, reinforcing the mismatch between high graduate retention and low proportion of knowledge based jobs
- Forecast shortfall in affordable homes may squeeze out some lower/medium income workers and young people
- Parts of central Norwich and other parts of the wider Norwich area including most of the Broads are at risk of flooding
- Impact of large scale development on climate change
- Poor quality development could undermine environmental quality of area
- Disparity between land values for housing and employment uses means market pressure is for housing development rather than business space
- Failure to develop Northern Norwich Distributor Road (NNDR) may restrict growth potential as NNDR would directly service airport, support commuting to Broadland Business Park. Development in NE Norwich would be curtailed.
- Affordability of housing is getting worse – currently house prices are 8 times median earnings
- Growth of internet shopping could stymie city retail offer
- Broadband speed in rural areas
- Vibrancy of market towns as retail centres

4. Population

- 4.1.1 An estimated 378,320 people live in Greater Norwich – Table 1 shows that the population has grown rapidly (+11%) since 2001. Note that 2010 figures show the Norwich local authority area had the fourth largest percentage increase of English local authorities in 2010. For Greater Norwich as a whole, planned growth of around 77,000 people is expected to take place over the period to 2021; an increase of almost 22% on 2001 population figures. In recent years, much of the housing growth that has taken place to accommodate this increase in population has occurred on brownfield land within the urban area. In future, as population growth continues, a higher proportion of this growth will have to take place outside of the urban area.

	2001	2010	2021
Greater Norwich	352,000	389,000	429,400
Broadland	118,800	123,700	139,700
Norwich	122,400	143,500	154,600
South Norfolk	110,800	121,800	135,100

Source: National Statistics (Nomis: www.nomisweb.co.uk) 2010 Mid-year population estimates Crown copyright material is reproduced with the permission of the Controller of HMSO NOMIS

- 4.1.2 From 2009 to 2010, Norwich local authority had a significant net migration gain, combined with an excess of births over deaths. South Norfolk also had a significant gain in population due to net in-migration. Broadland had a very small overall gain in population due to marginal growth in net in-migration and an excess of deaths over births.

	0-15 yrs	16-24 yrs	25-44 yrs	45-64 yrs	65+ yrs
Greater Norwich	16%	14%	27%	26%	19%
Broadland	17%	10%	23%	29%	22%
Norwich	14%	21%	33%	20%	14%
South Norfolk	18%	11%	22%	29%	21%
New Anglia LEP	17%	12%	24%	27%	21%
East of England	19%	12%	27%	26%	18%
Gt. Britain	19%	13%	27%	26%	17%

Source: National Statistics (Nomis: www.nomisweb.co.uk) 2010 Mid-year population estimates Crown copyright material is reproduced with the permission of the Controller of HMSO

- 4.1.3 Table 2 compares the age structure of the population of Greater Norwich to that of the New Anglia LEP area, the region and Gt. Britain as a whole. Greater Norwich has a lower than average percentage of the population in the 0 to 15 years age group alongside a higher percentage of the 16 to 24 years age group and the 60 years and

above age group. The other age groups are roughly in line with the LEP, regional and national proportions.

4.1.4 However, the population of the Norwich local authority area is characterized by a significantly high percentage of the 16 to 24 years age group (mainly due to the high student population) and the 25 to 44 years age group; it has a correspondingly lower level of the older age groups. Broadland and South Norfolk have a noticeably higher percentage of their populations aged over 65 years than the regional and national averages but a similar proportion to the LEP area.

4.1.5 A breakdown by ethnic group for the local population is given in Table 3. It shows that Greater Norwich's population is predominantly White British with Norwich local authority area having the lowest proportion of this group - just above the national average. The White Other and Chinese or Other Ethnic groups are also significantly larger in Norwich than in the other districts and noticeably higher than across the LEP area and the regional and national averages.

	Broadland	Norwich	South Norfolk	New Anglia LEP	East of England	England
White	96.1%	89.4%	96.1%	94.0%	90.0%	87.5%
<i>White British</i>	93.4%	83.7%	93.0%	90.0%	85.2%	82.8%
<i>White Irish</i>	0.5%	0.6%	0.6%	0.7%	1.1%	1.1%
<i>White Other</i>	2.1%	5.1%	2.6%	3.1%	3.7%	3.2%
Mixed Ethnicity	1.0%	1.8%	1.0%	2.7%	1.7%	1.9%
Black or Black British	1.3%	5.0%	1.3%	2.4%	4.4%	6.1%
Asian or Asian British	0.7%	1.4%	0.8%	1.1%	2.1%	2.9%
Chinese/Other Ethnic Group	1.1%	2.6%	0.9%	1.6%	1.7%	1.6%

Source: Norfolk Insight (LEP figures calculated from ONS data) - 2009 Population Estimates by Ethnic group

4.1.6 All three of the Greater Norwich districts have net in-migration. Most net domestic migration is from Greater London, the South East and the East of England with very little net migration from other English regions or from Wales. A number of migrants move to and from Greater Norwich and the East of England. Breckland is the only Norfolk district with significant net migration from Greater Norwich. All other nearby districts have net migration to Greater Norwich.

4.1.7 The level of international migration is small for Broadland and South Norfolk districts with net migration of less than 200 per year. Norwich has significant net international in-migration. Most international migrants are aged from 16 to 44 years.

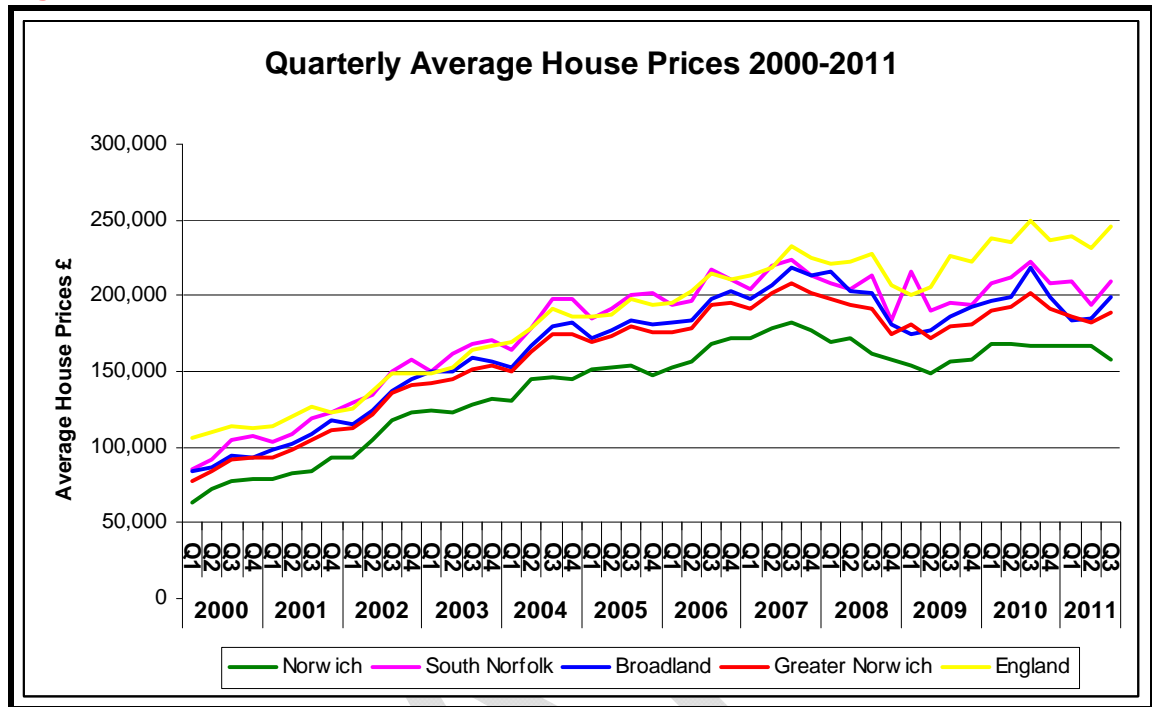
- 4.1.8 The Norwich local authority area has a significantly higher population density than Broadland and South Norfolk at 34.6 people per hectare. Broadland's population density stands at 2.2 people per hectare and South Norfolk has the lowest population density of the three districts at only 1.3 people per hectare.
- 4.1.9 Almost one-half (31 wards, 41%) of Greater Norwich wards are classified as "urban", a further 22% are classified as "town and fringe" and 37% are classified as "village, hamlet or isolated dwelling". All 13 wards in Norwich are classed as "urban", as are 11 of Broadland's wards and 7 of South Norfolk's wards. Seven of the remaining wards in Broadland are classed as "town and fringe" and 9 are classed as "village, hamlet or isolated dwelling". Ten of the 29 non-urban wards in South Norfolk are classed as "town and fringe" and the remaining 19 wards are classed as "village, hamlet or isolated dwelling".

Housing

- 4.1.10 The number of households determines the housing requirement - in turn, household numbers depend on the size of the population and average household sizes. Without doubt, declining average household size is a long term trend in the UK. For Greater Norwich projected changes in the population are mainly due to migration which is a key driver of the local housing market. The availability of housing is one of the factors affecting migration. It follows that increasing the supply of housing may lead to increased in-migration. The amount of new housing in nearby districts also affects migration patterns between Greater Norwich and the neighbouring districts. Moreover, migration is contributing to the aging population profiles of Broadland and South Norfolk districts.
- 4.1.11 The local housing market is continuing to experience the long-term effects of the economic downturn and the knock-on effects will continue to play out several years beyond the initial impact due to the natural time lag in the development and construction process. Consequently, Greater Norwich has seen another year of reduced housing delivery. The availability of finance continues to be a major issue for developers, social housing providers and potential house purchasers which has resulted in market stagnation.
- 4.1.12 However, generally house prices remain historically high. The chart in Figure 2 gives quarterly average house prices and shows that at the beginning of 2006, the average house price in Greater Norwich was £176,375. The peak of the market was reached in quarter 3 of 2007 when the average price was £208,383; an increase of 18% within a two-year period. A notable dip occurred in the second quarter 2008 and lasted into 2009. During this period, average house prices were equivalent to those seen at the end of 2005 at £174,140. By quarter 3 2011, average house prices in Greater Norwich had increased to £188,909. This represents a 10% increase from the dip in quarter 2 of 2009.
- 4.1.13 Average house prices have remained consistently higher in Broadland and South Norfolk, than in the Norwich local authority area, with a difference of around £40,000.

This is no doubt affected by the fact that there tend to be more, larger and relatively modern properties in the suburban and rural areas.

Figure 2



Source: Department for Communities and Local Government. Mean house prices based on Land Registry data, by district (quarterly)

4.1.14 The overall 5-year housing requirement across Greater Norwich has increased to 10,382 an increase of 7.1% since 2006 when the requirement was 9,691. A small shortage of housing exists in Broadland. Most of the shortages are for three and four-bedroom homes.

4.1.15 Housing developments in the Norwich City Council post-March 2006 are very different to developments completed over the period 2001 – 2006 with more apartments built - 70% compared to 31%. As a result, there are more one and two-bedroom properties - 73% compared to 56%.

4.1.16 A short term need has been identified across all tenures for dwellings in the following size ranges:

- 1 bedroom 13%-17%
- 2 bedroom 29%-33%
- 3 bedroom 35%-36%
- 4 bedroom+ 19%-20%

4.1.17 A shortage of one, two and four+ bedroom affordable homes is expected across Greater Norwich as a whole. In the Norwich City Council area, a shortage of affordable housing is projected for all property sizes. In the private market sector, all of the projected shortages are in Broadland. Housing market theory suggests that

demand will displace to Norwich and South Norfolk where sufficient market housing is projected.

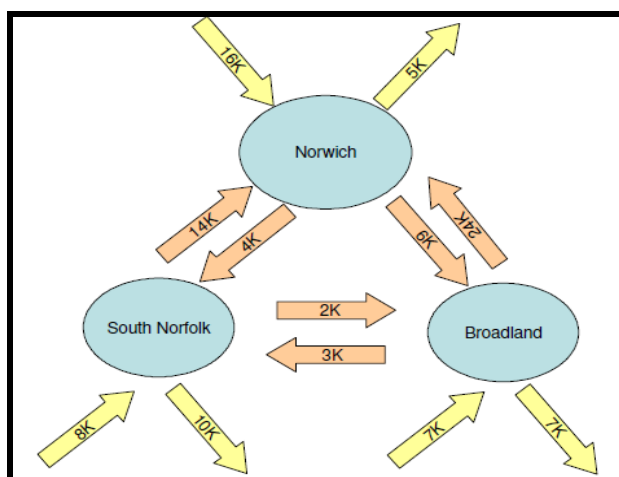
5. The scale of the Greater Norwich Economy

- 5.1 Forecast Total Gross Value Added² (GVA) in 2011 across Greater Norwich is estimated at about £7.4 billion (at 2006 prices) amounting to more than one-half of Norfolk's total GVA (£13.2 billion). Almost one-half of Greater Norwich's GVA is accounted for by the Norwich local authority area, a proportion which has fallen over the last decade. Relative labour productivity (GVA per worker at 2006 prices) in Greater Norwich is £37,700, just below the regional and national figures but above that of the LEP area as a whole.
- 5.1.1 Around 177,990 people are in employment³ in Greater Norwich; almost 50% of these jobs are based in the Norwich local authority area with the remainder split equally between the South Norfolk and Broadland local authority areas. However, almost three-quarters of employment is based in the built-up urban area.
- 5.1.2 Norwich attracts very high levels of inward commuting from Broadland and South Norfolk and significant inflows from Great Yarmouth, North Norfolk and Breckland. However, as shown in Figure 3, Greater Norwich as a whole is an exceptionally self-contained labour market with relatively low outflows.
- 5.1.3 As would be expected in a largely rural county, the level of car use is higher than the national average with almost three-quarters of Broadland and South Norfolk residents using this mode of travel to work. This sits uncomfortably with the need to reduce carbon emissions (see section 6). Conversely and highlighting the differences between the urban and rural areas, almost one-third of Norwich City Council residents walk or cycle to work – one of the highest rates in the country.

Figure 3: Greater Norwich Commuting Flows (2001 Census)

2 Gross Value Added is the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production. It is a measure of productivity.

3 Employment = employees + working proprietors. Working Proprietors are sole traders, sole proprietors, partners and directors. This does not apply to registered charities



Employment

5.2 Table 4 shows that, from 2001 to 2010, employee numbers in Greater Norwich increased by 6%. This is a much stronger rate of employment growth than was achieved across the LEP area, regionally and nationally.

Table 4 EMPLOYEES⁴ 2001 - 2010 (EXCLUDING SELF-EMPLOYED)			
	2001	2010	% Change 2001-2010
Greater Norwich	158,300	168,104	+ 9,804 (+ 6%)
Broadland	36,400	44,112	+ 7,712 (+ 21%)
Norwich	91,900	80,353	- 11,547 (- 13%)
South Norfolk	30,000	43,640	+ 13,640 (+ 45%)
New Anglia LEP	602,311	602,295	- 16 (- 0.002%)
East of England	2,266,100	2,345,515	+ 79,415 (+ 3.5%)
Gt. Britain	25,490,300	26,082,126	+ 591,826 (+2.3%)
Source: National Statistics (Nomis: www.nomisweb.co.uk) Annual Business Inquiry 2001 and Business Register and Employment Survey 2010 Crown copyright material is reproduced with the permission of the Controller of HMSO			

5.2.1 Employee numbers have grown rapidly in South Norfolk and Broadland alongside the large reduction in employee numbers in Norwich. The relocation of Norfolk and Norwich University Hospital in 2005 and the development of Broadland Business Park have involved substantial relocations of jobs from the centre of Norwich to the urban fringe.

5.2.2 Table 5 summarises economic activity levels and shows that the proportion of the Greater Norwich working age population reported as economically active⁵ is higher than that across the LEP area and the regional and national figures.

5.2.3 Greater Norwich's employment rate is above that seen in the LEP area and higher than both the regional and the national averages.

⁴ Prior to 2010 data not available for total employment including self-employed - only employees

⁵ Economically active: People who are either in employment or unemployed and looking for work.

5.2.4 The rate of self-employment in Greater Norwich is on par with the national average but slightly below the rate in the LEP area and across the region.

5.2.5 However, within Greater Norwich there are some differences between the districts. The overall economic activity rate is slightly lower in Norwich than in the other districts and compared to regional and national rates. This is accounted for, in large part, by the high student population.

5.2.6 The self-employment rate is lower in Broadland compared to Norwich and South Norfolk; the latter has a relatively high rate of self-employment compared to the LEP area, regionally and nationally.

Table 5 ECONOMIC ACTIVITY AS A PROPORTION OF WORKING AGE POPULATION			
	Economic Activity Rate	Employment Rate (including self-employed)	Self-employment Rate
Greater Norwich	81%	75%	9%
Broadland	79%	76%	6%
Norwich	79%	73%	8%
South Norfolk	86%	78%	12%
New Anglia LEP	79%	74%	10%
East of England	79%	74%	10%
Gt. Britain	76%	70%	9%

Source: National Statistics (Nomis: www.nomisweb.co.uk) Annual Population Survey July 2010-June 2011 material is reproduced with the permission of the Controller of HMSO

Business Vitality

5.3 Enterprise plays a key role in creating a dynamic and flexible economy. Economic growth in the Greater Norwich area has been generated mainly by existing businesses and indigenous business formation rather than as a result of large inward investment. In the form of new entrants to the market place, enterprise enhances productivity by raising competitive pressures and maintaining a healthy level of business 'churn'. The level of enterprise can be quantified by rates of business start-ups and closures and the overall stock of businesses. Important entrepreneurial activity also occurs within existing firms, for instance the launching of new products or through entering new markets - this activity however, is not so easily identified.

5.3.1 Over the period 2005 to 2010, the number of new businesses formed in Greater Norwich declined by 25%, reflecting the general downward trend in business formations across the country (LEP area 35%, region 18%, Gt. Britain 16%). Looking at the three districts, Broadland experienced a 29% fall over the period, Norwich levels fell by 17% and in South Norfolk the number of business start-ups dropped by 36%.

5.3.2 Over the year, the level of new business start-ups in Greater Norwich dropped by 16% compared to falls of 13% across the LEP area, 4% regionally and 1% nationally.

The individual districts also experienced a decline in business formation levels: Broadland (-17%), Norwich (-12%), South Norfolk (-22%).

- 5.3.3 Table 6 summarises the number of active businesses – the total business stock (VAT and/or PAYE registered) against the number of new businesses and measures the change over the year. A marginal fall in new businesses as a proportion of the active business stock took place across Greater Norwich and in each of the districts, as well as across the LEP area. No change was recorded at the regional and national levels.

**Table 6
NEW BUSINESSES AS % OF ACTIVE BUSINESS STOCK 2009 - 2010**

	New Businesses as % of Active Business Stock 2009	Number of New Businesses 2010	Active Business Stock 2010	New Businesses as % of Active Business Stock 2010	2009-2010 % Change in New Businesses (as % of Active Business Stock)
Greater Norwich	9%	1,115	13,825	8%	-1%
<i>Broadland</i>	<i>9%</i>	<i>350</i>	<i>4,500</i>	<i>8%</i>	<i>- 1%</i>
<i>Norwich</i>	<i>10%</i>	<i>415</i>	<i>4,480</i>	<i>9%</i>	<i>- 1%</i>
<i>South Norfolk</i>	<i>9%</i>	<i>350</i>	<i>4,845</i>	<i>7%</i>	<i>- 2%</i>
New Anglia LEP	9%	4535	57,085	8%	- 1%
East of England	10%	22,580	233,090	10%	No change
Gt. Britain	10%	230,555	2,241,375	10%	No change

Source: National Statistics, Business Demography dataset

- 5.3.4 Between 2009 and 2010, the number of active enterprises in Greater Norwich fell marginally (3% decrease) as birth rates declined and death rates increased in response to the economic downturn (LEP area 3% decrease, regionally 2% and nationally 2% decrease).

- 5.3.5 More business closures (business deaths) took place in 2010 at the national level than in the previous year. The New Anglia LEP area saw 3% fewer business closures; both the East of England and the Greater Norwich area saw 2% fewer business closures than in the previous year. Looking at the districts, Broadland had 10% fewer business closures than in 2009; Norwich's figure remained unchanged and South Norfolk saw 3% more business closures than the previous year.

Knowledge and Innovation

- 5.4 It is widely acknowledged that the future of the UK economy lies in its knowledge based industries. The knowledge economy has become central to how the UK pays its way in the global economy – between 1987 and 2006, the value of the UK’s knowledge-based service exports grew from less than £13 billion to just under £90 billion. According to The Work Foundation, the knowledge economy has created more than 7 million net new jobs in the past thirty years.
- 5.4.1 Knowledge-based sectors are reliant on highly technical and often specialised knowledge; their products are influenced less by price competition but marketed on a high value-added basis. Areas with high levels of employment in knowledge industries are more productive than those without and while the knowledge economy is growing nationally, local areas are experiencing this trend in very different ways. Knowledge-based industries are defined by the OECD as high to medium tech manufacturing (e.g. pharmaceuticals, aerospace and electrical engineering); financial and business services; telecommunications; education and health. Knowledge occupations are defined as Managers and Senior Officials, Professional Occupations and Associate Professional & Technical Occupations. However, these definitions provide only broad measures and at best give a simplistic and partial view of the knowledge economy.
- 5.4.2 The forecasting work undertaken for the ARUP Greater Norwich Employment Growth Study suggests that employment growth through to 2026 will shift the occupational balance towards higher and intermediate level “knowledge economy” jobs at a slow pace unless specific policy interventions are undertaken.
- 5.4.3 The 2010 UK Competitiveness Index benchmarked the competitiveness of the UK’s regions and localities. Norwich was ranked as the 11th most competitive city in the UK and the second most improved city, in terms of competitiveness, over the period 2008-2010. Broadland was the 16th most improved local authority area in the UK.
- 5.4.4 The Work Foundation’s 2006 report⁶ and the Knowledge Economy Strategy⁷ consider local strengths and weaknesses in terms of the knowledge economy in some detail. Both conclude that the Norwich urban area has several key strengths that can support the growth of its knowledge-based economy:
- The attractiveness of the city with its cultural heritage and high quality of life
 - A strong diverse economy
 - Existing strength in the financial and business services sector
 - Growing strengths in the creative industries sector
 - The great potential associated with the University of East Anglia, a top 20 university with world leading research strengths in climate change and environmental science and the second highest rate of graduate retention in England
 - Norwich Research Park, a major concentration of life science based research expertise and part of a wider regional cluster of bio-science expertise in the East of England

⁶ The Work Foundation: Ideopolis: Knowledge City Regions, Enabling Norwich in the Knowledge Economy

⁷ SQW Consulting: Greater Norwich Knowledge Economy Strategy

5.4.5 The reports also identified weak points that need addressing including:

- Shortages in high quality business premises
- A relatively low profile for the City, nationally and internationally, leading to a lack of awareness of its offer
- Limited inter-regional connectivity
- Some weaknesses in the levels of skills and educational attainment

5.4.6 More detailed information about Greater Norwich's knowledge intensive sectors can be found in the 2010 Greater Norwich Technopole Report⁸ which builds on the two previous reports and informs future investment in local knowledge economy sectors/clusters by:

- Identifying national and international best practice in supporting innovation and the development of the knowledge economy
- Reviewing the local innovation and enterprise support infrastructure to identify opportunities and needs
- Publicising the advantages and opportunities in Greater Norwich in order to attract and retain appropriate businesses
- Informing the Greater Norwich Development Partnership and partners' priorities for supporting and lobbying for future investment in the local infrastructure required to support the development of the knowledge economy

Employment Land and Premises

5.5 This section summarises the main findings of the Employment Growth, Land and Premises Study⁹ prepared as part of the evidence base for the Joint Core Strategy. It has been updated where possible.

Table 7 GREATER NORWICH PROPERTY STOCK			
	2001	2006	% change 2001 - 06
UNITS			
Total units	8,808	9,475	8%
Offices	1,912	2,085	9%
Factories	2,011	1,995	-0.8%
Warehouses	1,570	1,656	5%
FLOORSPACE '000 SQ. M.			
Total floorspace	3,588	3,821	6%
Offices	543	640	18%
Factories	1,497	1,463	-2%
Warehouses	748	860	15%

5.5.1 As shown in Table 7, the total stock of employment floorspace is almost four million square metres and expanded by about 6% between 2001 and 2006. However, while office space grew by 18% and warehousing by 15%, industrial space declined by 2%.

⁸ GNDP Greater Norwich Technopole Report July 2010

⁹ ARUP Consultants: Greater Norwich Employment Growth Land and Premises Study 2007

Most of the change results from relatively large office and warehouse units - the increase in floorspace is about twice that of the number of units.

Table 8

2011 COMMERCIAL RENTS (PER SQ FT) – EAST OF ENGLAND URBAN CENTRES

	Office (Prime)	Industrial (Prime)	Retail (Zone A)
Cambridge	£30.00	£9.00	£230.00
Chelmsford	£24.00	£8.00	£185.00
Ipswich	£14.50	£4.75	£105.00
Norwich	£14.50	£5.75	£180.00
Peterborough	£15.00	£5.00	£160.00*

Source: Bidwells Commercial Data Book 22 (September 2011) *Data from CBRE Retail Consultancy October 2011

- 5.5.2 Table 8 shows that office rents in the urban area of Norwich are the same as in Ipswich and slightly lower than in Peterborough, but significantly lower than in Cambridge and Chelmsford. Norwich's industrial rents are higher than those in Ipswich and Peterborough but as with office rents, are significantly lower than in Cambridge and Chelmsford. Retail rents are substantially higher in Norwich than in Ipswich and Peterborough but again are less than those in Cambridge and Chelmsford.
- 5.5.3 As a consequence, perhaps, of the relatively low office rents in Greater Norwich there has been little speculative office development. Most office space in recent years has been purpose built, particularly by the public sector and Aviva or pre-let prior to construction. This tends to mean that the supply of readily available office space is limited.
- 5.5.4 The Employment Growth, Land and Premises Study has produced forecasts of the need for office and industrial floorspace to 2026 based on the employment growth forecasts and evidence of recent take-up rates. The forecasts also incorporate allowance for the need to accommodate the movement of companies between premises that is not, necessarily, related to employment growth. The forecasts are based on two growth scenarios: the first is the baseline model based on Oxford Economics' baseline model and the second, slightly lower forecast based on the, now defunct, Regional Spatial Strategy's proposals. The difference between the two scenarios is small and the study recommends the use of the baseline scenario for planning purposes.
- 5.5.5 Although the employment forecasts expect an overall decline in industrial employment, the evidence of recent years is that there is continuing demand for new industrial floorspace, as manufacturing methods change, resulting in higher space requirements.
- 5.5.6 Having established the floorspace requirement the Study estimated the effect of this on the need for land, as shown in Table 9. This can only be taken as a rough guide, particularly with regard to office development. Office development in out of town business parks tends to be much more extensive than town centre development with

lower rise development and extensive on-site car parking and landscaping. The study assumes that 75% of new office floorspace will be in out-of-town locations.

Table 9					
LAND DEMAND 2007- 2026 (HECTARES) BASELINE SCENARIO					
	2007	2012	2017	2022	2026
B1	293	331	371	399	419
B2/B8	547	580	614	643	671
Total	840	910	984	1,042	1,090
B1 change from 2007	0	38	48	77	126
B2/B8 change from 2007	0	33	41	71	124
Total change from 2007	0	71	89	147	250
Source: Employment Growth, Land and Premises Study 2007 Arup					

- 5.5.7 This places great reliance on bringing forward Norwich Research Park - the type of provision at this location is very specific. Options for the balance include: further space in the City Centre (this has been fulfilled in part by the Whitefriars development (0.65 hectares) which has already been developed and let as offices) new business park allocations associated with new housing allocations and/or greater use of the Longwater Employment Area as an office park.
- 5.5.8 The Study also identified a qualitative need for business start-up and grow-on space providing flexible occupation arrangements, shared services and access to business support. It is suggested that this need could be met in a combination of locations in the urban and rural areas. These sites should also be accessible to communities in deprived areas to support enterprise opportunities in these areas.

Business Issues

- 5.6 The issues identified as of concern to businesses in the Greater Norwich area have been collected via a number of events¹⁰ over the past two years. Many of their concerns are generic and shared by businesses across the UK. However, a number of the issues are specific to the local area.
- 5.6.1 Generic concerns, UK wide problems:
- Red tape and bureaucracy (particularly for small businesses)
 - Business rates
 - Access to finance/credit
 - Ease of access to information (current plethora of publicly-funded recruitment, employment and training schemes is confusing)
 - Finding skilled staff (engineering sector in particular)
 - Public sector is not joined up and needs to focus on supporting businesses

¹⁰ Norwich Lord Mayor's Business Reception, March 2010; Greater Norwich Technopole workshop, February 2010; Rackheath Eco-community Business event February 2010; South Norfolk business events and visits 2009/2010; Greater Norwich Economic Strategy consultation 2008

- Need coordinated and clearly signposted support for start up businesses and SMEs¹¹
- Greater flexibility and support for business in the planning system (the need to invest in expensive professional advice to understand the system, perceived inconsistency of planning decisions and the length of time from point of application to final decision)

5.6.2 Local area-specific concerns, many of which relate to poor transport links:

- Completion of the A11 dualling and for improvements to the A47 and A140
- Need for Northern Distributor Road to improve the accessibility of employment areas to the north of the city particularly at Rackheath and Norwich Airport. Frustration that it will not link to the A47 west.
- Concern that policies do not recognise the importance of the car in rural areas
- Need to maintain and improve the rail service from Norwich to London
- Need further development of Norwich Airport
- Need for improved access to city centre by public transport and enhancement of Park & Ride and for improved public transport in rural areas
- Businesses in rural locations see signage, or the lack of it, as a major obstacle - this includes brown signage (for tourism businesses)
- Lack of broadband access in rural areas
- Businesses in the market towns highlight that high rents restrict the sustainability of existing businesses and act as barriers to new business start-ups
- Availability of business support and advice for new and start-up businesses
- Supply of start-up and grow-on premises is needed for small businesses
- UEA should become more commercially focussed – it has a major role to play in transferring knowledge into business
- More graduates should be encouraged to become entrepreneurs and stay in the local area
- A mismatch is identified in the demand and supply of graduate skills e.g. many graduates in Norwich are under-employed yet businesses say they have to recruit graduates from outside the area.
- Difficulties in attracting/finding the right employees - businesses identify a need for further promotion and development of the area to attract more people.

5.6.3 Norfolk County Council, supported by the Greater Norwich Development Partnership and other partners has lobbied for rural broadband access and:

- Has secured £15 million government funding for superfast broadband to help improve communications for businesses and residents.
- Will match the government funding and is now looking for a supplier to install the infrastructure and invest in the project.
- Norfolk residents and businesses are being invited to take part in the 'Say Yes' campaign for Broadband and register their interest to demonstrate demand and attract competitive proposals from telecoms partners.

¹¹ Small and medium sized enterprises

5.6.4 Earlier research undertaken by Shaping Norfolk's Future amongst businesses has shown that the service and speed on the Norwich to London Liverpool Street line is inadequate and needs improving. Dutch-based Abellio has taken over the region's trains and will operate them under the "Greater Anglia" banner. However, the new franchise will only last 29 months and Abellio are unable to offer any commitment to speeding up the service between the capital and the region – the "Norwich in 90" campaign will not be successful during the next franchise period.

Industrial Structure

5.7 Greater Norwich has a diverse economic base in a range of Service and Production sectors, particularly the high value-added sectors.

5.7.1 Standard Industrial Classification (SIC) codes are used to classify business establishments and other statistical units by the type of economic activity in which they are engaged. The classification provides a framework for the collection, tabulation, presentation and analysis of data and its use promotes uniformity. The latest SIC codes were introduced in 2007 and bring the UK's SIC codes into line with the EU's industrial classification system (NACE) and the UN's International Standard Industrial Classifications (ISIC). The SIC 2007 update was an attempt to reflect the growing importance of services and IT/communications in industrial activity and provide extensive detail at 5-digit SIC level. The sectors in Table 10 are based on SIC 2007 Broad Industrial Groups;

	Great Britain	East of England	New Anglia LEP	Broadland	Norwich	South Norfolk	Greater Norwich
Agriculture, Forestry & Fishing	<2%	<2%	<2%	<2%	<2%	<2%	<2%
Mining, Quarrying & Utilities	<2%	<2%	<2%	<2%	<2%	<2%	<2%
Manufacturing	9%	9%	11%	11%	6%	10%	8%
Construction	4%	5%	5%	7%	3%	8%	6%
Motor Trades	<2%	<2%	<2%	<2%	2%	<2%	<2%
Wholesale	4%	5%	4%	6%	4%	4%	4%
Retail	10%	12%	12%	10%	14%	10%	12%
Transport & Storage (inc Postal)	5%	5%	5%	3%	4%	3%	3%
Accommodation & Food Services	7%	6%	7%	5%	7%	5%	6%
Information & Communication	4%	3%	<2%	<2%	3%	<2%	2%

Financial & Insurance	4%	3%	3%	15%	5%	<2%	6%
Property	<2%	2%	<2%	3%	<2%	2%	2%
Professional, Scientific & Technical	7%	7%	5%	4%	5%	7%	5%
Business Admin & Support Services	8%	9%	7%	3%	11%	4%	7%
Public Admin & Defence	6%	5%	5%	3%	8%	4%	6%
Education	10%	10%	9%	7%	11%	9%	10%
Health	13%	12%	14%	15%	10%	25%	15%
Arts, Entertainment, Recreation & Other Services	5%	5%	5%	4%	5%	4%	5%

Source: National Statistics (Nomis: www.nomisweb.co.uk) Business Register and Employment Survey 2010
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5.7.2 Table 10 shows that Greater Norwich has above average levels of employment in the Construction, Retail, Financial & Insurance and Health sectors. The Greater Norwich area has lower than average levels of employment in Transport & Storage and Information & Communication.

5.7.3 Table 11 comprises bespoke local sectors built-up from 5-digit 2007 SIC and above which more accurately reflect key local sectors.

	Great Britain	East of England	New Anglia LEP	Broadland	Norwich	South Norfolk	Greater Norwich
Advanced Engineering & Manufacturing	5%	6%	6%	6%	3%	7%	5%
Agriculture & Food Processing	3%	3%	3%	3%	<2%	<2%	<2%
Business & Financial Services	21%	20%	17%	24%	22%	15%	21%
Creative Industries	4%	3%	2%	<2%	4%	2%	3%
Health & Life Science	<2%	<2%	<2%	<2%	<2%	<2%	<2%
Tourism	10%	9%	11%	7%	10%	7%	9%
Knowledge Intensive	52%	49%	47%	48%	52%	53%	51%

- 5.8 **Advanced Engineering and Manufacturing:** The percentage of employees working in the Advanced Engineering and Manufacturing sector in Greater Norwich reflects the national average; the East of England and the LEP area have slightly higher proportions of employment in this sector. Employment levels in both Broadland and South Norfolk in this sector are higher than the national average; Broadland's is in line with that of the region and the LEP area whilst Advanced Engineering and Manufacturing employment in South Norfolk is higher than the regional and LEP average. The Norwich City Council area has lower than average levels of employment in this sector.
- 5.8.1 The Engineering sector includes a range of firms in different subsectors with particular local strengths in (but not limited to) motorsports, the oil and gas sector and aircraft maintenance. Broadland is home to a number of precision engineering companies, many of which trade internationally, including Miltech Precision Engineering Services Ltd and MSI Defence Systems. Notable employers in South Norfolk include Group Lotus, Musset Engineering, Syfer Technology Ltd and Carbon Fibre Technologies. Norwich is home to Anglian Group and KLM UK. Many engineering SMEs are located in market towns and village locations and supply local and national markets and frequently niche international markets. A lack of skilled workers remains a key issue for the sector at the national as well as the local level. The sector has a high proportion of knowledge-based jobs and is supported by Hethel Engineering Centre aimed at high performance companies.
- 5.8.2 Broadland has relatively high levels of Manufacturing employment including a cluster of businesses within the Rackheath and Hellesdon Park Industrial Estates comprising "high spec" manufacturing companies. Rackheath Industrial Estate in Broadland is well placed to take advantage of the emerging Eco-Town development, with an opportunity to develop environmental and low carbon businesses whilst also increasing the variety of job opportunities in the Greater Norwich area. South Norfolk also has above average levels of Manufacturing employment.
- 5.8.3 Local Manufacturing activity is concentrated in the following sub-sectors: Manufacture of food products, Manufacture of rubber and plastic products; Manufacture of fabricated metal products, except machinery and equipment; Manufacture of electrical machinery and apparatus; Manufacture of motor vehicles, trailers and semi-trailers, Repair and installation of machinery and equipment. The sector is supported by MAS (Manufacturing Advisory Service) and Hethel Engineering Centre aimed at high performance engineering and manufacturing companies.
- 5.9 **Agriculture & Food Processing:** This sector has long been associated with Norfolk; the percentage of people employed in Agriculture & Food Processing in Broadland is in line with the LEP, regional and national averages. However, taking the Greater Norwich area as a whole the proportion is below the LEP, regional and national averages.

5.9.1 In 2010, employment in the Food Processing sector in Greater Norwich stood at just over 2,500 people; an 11 per cent decline on the level in 2009. Broadland accounts for around one-sixth of Norfolk's employment within this sector – mainly accounted for by Bernard Matthews based in Great Witchingham. Other large employers in the Greater Norwich area include Unilever and Kettle Foods. The sector is facing pressure and reduced profits from competitive global pricing and the world-wide sourcing of food products. In response to this, initiatives in the sector are looking at innovative ways in which to diversify and expand niche markets. The sector is supported by Easton College, a dedicated sector training facility and the Centre for Contemporary Agriculture (CCA). The CCA is a joint venture between the University of East Anglia and Easton College supported by partner institutes including the John Innes Centre, the Institute of Food Research, The Sainsbury Laboratory in Norwich, the National Institute for Agricultural Botany and The Arable Group (NIAB-TAG). The sector also has links to the Health & Life Science sector.

5.10 **Creative Industries:** The Creative Industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property. Creative Industries include Advertising, Architecture, Art and Antiques Markets, Computer and Video Games, Crafts, Design, Designer Fashion, Film and Video, Music, Performing Arts, Publishing, Software and Television and Radio. Employment in the Creative Industries is lower than average across Greater Norwich and at its lowest in Broadland, but overall more than 4,000 people are employed in the sector in Greater Norwich – three-quarters of these jobs are based in the built-up urban area (which has a similar proportion to that seen nationally, as does the Norwich City Council area)). The true employment figure is probably higher - it is widely recognised that the sector has a high proportion of self-employed and freelance workers, working on a project by project basis, who are not captured in official employment figures. Greater Norwich has established strengths in the Creative Industries which make it a key sector in the local economy. These strengths include a cluster of established businesses and organisations and growing smaller companies – companies in clusters, it is believed, have a higher rate of innovation than their non-cluster counterparts. This sort of growth derives from businesses taking advantage of their close proximity to share and create knowledge, through exploiting specialized labour and social networks and through networks of support services.

5.10.1 Notable employers include BBC East, Anglia Television, Extreme Video, Archant and Imago. The sector is supported by key educational institutions (Norwich University College of the Arts, University of East Anglia and City College Norwich) and the East of England Production Innovation Centre (EPIC), which will help promote further growth. EPIC is one of the most advanced broadcast production facilities in Europe, hiring HD studios and post production facilities to broadcasters and production companies.

5.11 **Construction:** The Construction industry operates on a cyclical basis and is prone to fluctuations in confidence of the UK economy at a macro-economic level – this is reflected to a greater or lesser extent at the regional and local levels depending on conditions 'on the ground' including the investment climate and robustness of the

micro-economy. Construction employment in Greater Norwich has fallen over the year (to around 10,800) but remains slightly above the national average; the sector is more concentrated in Broadland and South Norfolk than in the Norwich local authority area. More than one-third of employees in the local sector work in businesses employing fewer than 10 people and 93% of firms employ less than 10 people.

5.11.1 In addition to the continuing slowdown in housebuilding, a number of issues affect employment growth trends in the sector; these include skills shortages and the recruitment of younger people (the average age of construction workers is 50 years and over). Oxford Economics forecast that Construction will be a major growth sector over the coming years because of the projected housebuilding and infrastructure projects needed to support growth. The adoption of sustainable construction techniques will also become increasingly important in coming years and is an area that local firms can develop. Larger employers include RG Carter and May Gurney. The sector is supported by BuildNorfolk and the Norfolk Construction Forum.

5.12 **Business & Financial Services:** The proportion of employment in Business & Financial Services in Greater Norwich reflects the percentage at the national level and is higher than at the regional and the LEP level. More than 50% of jobs in this sector are knowledge economy jobs and the demand for higher level skills is increasing at a higher rate than in the economy as whole. The Business & Financial Services sector makes the largest private sector contribution to the local economy. The sector is supported by the Financial Industries Group and the National Skills Academy in Financial Services based in Norwich.

5.12.1 The proportion of the Greater Norwich workforce employed in Financial Services is higher than the national, regional and LEP area averages. Norwich has been a financial industry base for over 200 years and is the largest general insurance centre in the UK. The Norwich urban area is home to major businesses within the sector, which serve the UK from Norwich and include Aviva, Handelsbanken, Marsh, Virgin Money, Moneyfacts and Swiss Re. Aviva is, by far, the East of England's largest private sector employer, with around 6,000 Norwich-based staff. Greater Norwich has lost around 1,000 jobs in this sector over the previous 12 months. There is further scope to increase employment through the growth of existing companies and by attracting inward investment.

5.12.2 Business Services is a broad sector covering a variety of services including accountancy, legal, consultancy, marketing, commercial property, equipment and plant hire, recruitment, cleaning services etc. There are some overlaps with the financial services sector, as well as with creative industries, which includes advertising and architectural services. The concentration of Business Services is strong in the Norwich local authority area and the built-up urban area, but less so in Greater Norwich as a whole. Business Services has been a significant growth sector with output and employment both growing strongly at the national level in recent years and this is expected to continue into the future. Many of the jobs within the sector are highly skilled and relatively high wage. In view of its size, the Norwich urban area is well placed to continue to act as a service centre for Norfolk and for the north of the East of England region. Demand will come from the local economy and from markets elsewhere in the region that lack the critical mass to have their own

substantial Business Services sector. Larger employers include PricewaterhouseCoopers, William Leas and Mills & Reeve.

- 5.13 **Public Administration, Education & Health:** Public sector employment in Greater Norwich is marginally above average. The highest concentration is found in South Norfolk where the Norfolk and Norwich University Hospital is based. More than one-half of employees in the sector work in organisations employing more than 200 people. The sector has high proportions of knowledge workers alongside high levels of low paid, low skill workers.
- 5.13.1 **Public Administration:** Approximately 6% of employees in Greater Norwich work in Public Administration¹². Slightly more than two-thirds of the people employed in the sector in Greater Norwich are based in the Norwich local authority area. Planned reductions in spending on public services are likely to impact upon current employment levels; from 2009 to 2010 around 1,300 jobs have been lost.
- 5.13.2 **Education:** Around 10% of Greater Norwich employees work in Education, with more than one-half of these concentrated in the Norwich local authority area which is home to the University of East Anglia, Norwich University College of the Arts and City College Norwich. Despite the current planned reductions in education spending, in the long term, employment in the Education sector it is likely to expand in line with expected population growth. Over the year, the sector gained more than 1,200 jobs.
- 5.13.3 **Health & Social Work:** An estimated 15% of employees in Greater Norwich work in the Health & Social Work sector; almost one-half of these workers are employed in South Norfolk. Employment in the Health sector is likely to expand in line with expected population growth and in particular, the expecting growth in the elderly population. From 2009 to 2010 the sector gained around 500 jobs.
- 5.14 **Retail:** Greater Norwich has a thriving retail sector which offers scope for further jobs growth. As would be expected from a UK top ten shopping centre (9th), Norwich local authority area has a higher than average concentration of Retail employment. The City centre accounts for a significant proportion of regional comparison goods shopping, supported by the outstanding built environment which helps to attract visitors from a broad catchment area. Norwich's retail sector generates an estimated £1.18 billion per annum; the highest level of retail consumer spend in the region. Retail is also thriving in several of the market towns. The sector is one of the most dynamic in the UK economy in terms of change, innovation and competition. It has a workforce that has a larger than average representation of young people, part-time and unskilled/semi-skilled workers. In addition, the workforce at a store operations level is highly transient. The workforce is predicted to grow steadily and at the same time experience the replacement requirements of a highly mobile sector - requiring relatively large numbers to be brought into the sector. The prospects of the sector as a whole are linked to the area's wider cultural and heritage offer both inside and outside the city and need to be seen in the context of this wider perspective.
- 5.15 **Health and Life Science** employment is higher than average in South Norfolk where Norwich Research Park (NRP) is based. Norwich Research Park leads the world in research in agrifood, health and environmental sciences according to independent

¹² Administration of the State and the economic and social policy of the community; Provision of services to the community as a whole and compulsory social security activities

analysis - with the John Innes Centre/Sainsbury Laboratory, Institute of Food Research and School of Environmental Sciences being placed first, second and third globally in their respective fields. With over 2,700 scientists working on the Norwich Research Park it has one of Europe's largest single-site concentrations of research in Health, Food and Environmental Sciences. NRP has already generated a number of high-value spin-out companies (e.g. in drug development, DNA profiling, genomics and software development).

5.15.1 A significant programme of investment and development is underway at Norwich Research Park (NRP) to meet demand and stimulate further growth in health and life sciences. In recognition of the world leading research undertaken on the NRP, and the potential for commercialisation of research and innovation activities, the Government recently provided £26 million of funding to pump prime the development which will lead to around 5,000 additional high quality jobs over the next 10/12 years; further cementing the Norwich area's world class credentials in this sector.

5.16 **Tourism:** Tourism is not restricted to the leisure market, but also includes commercial visits, day trips and overnight stays and it impinges across a wide variety of businesses. These range from historic houses and gardens, tourist offices, tour operators (which are solely devoted to serving tourists), through to music venues, hotels and restaurants (which primarily although not exclusively serve tourists) to sport and recreational activities, transport services and retailers, a proportion of whose turnover may come from tourists. Also, the businesses that serve tourists directly are supported by a variety of other, often local, businesses. Tourism is becoming one of the most important economic activities in the UK. It not only has an economic impact, but also has a strong influence on other factors such as quality of life and improvements to cultural activities that are of benefit to local inhabitants. Around two-thirds of Tourism employees work in companies employing less than 50 employees. Surprisingly perhaps, Tourism employment is just lower than the national average and in line with the regional average across Greater Norwich, with South Norfolk having the greatest deficit. Tourism employment in Norwich is in line with the national average but below that of the LEP area as a whole. Employment in Accommodation & Food Services is lower than national and regional averages across Broadland and South Norfolk. This suggests that the potential exists to grow Greater Norwich's tourism offer to expand local markets.

5.16.1 The main recognised tourism destinations in the area are the city's heritage offer, parts of the Norfolk Broads and Waveney Valley.

5.17 **Knowledge intensive:** Greater Norwich has marginally lower levels of knowledge intensive jobs than at the national level, although it is on par with regional levels and just above that of the LEP area. Norwich has a proportion of knowledge intensive jobs that is equal to the national average and South Norfolk's proportion is just above the national average; Broadland has a percentage of knowledge intensive jobs above that of the LEP area but below the regional average.

Company Size

- 5.18 Table 12 shows the structure of the economy by company size. It is recognised that as a whole, Gt. Britain's economy is much less based on micro-firms than other EU economies. Correspondingly, larger companies play a more prominent role.

Table 12
PROPORTION OF COMPANIES BY EMPLOYMENT SIZEBAND

	0 to 4 employees	5 to 9 employees	10 to 19 employees	20 to 49 employees	50 to 99 employees	100 to 249 employees	250 + employees
Gt. Britain	76%	13%	6%	3%	1%	0.5%	0.4%
East of England	77%	13%	6%	3%	1%	0.5%	0.4%
New Anglia LEP	75%	14%	6%	3%	1%	0.5%	0.3%
Broadland	76%	14%	6%	3%	0.8%	0.3%	0.3%
Norwich	66%	16%	9%	5%	2%	1%	0.6%
South Norfolk	78%	13%	5%	2%	1%	0.3%	0.3%
Greater Norwich	74%	14%	6%	3%	1%	0.5%	0.4%

Source: ONS, UK Business: Activity, Size And Location - 2011

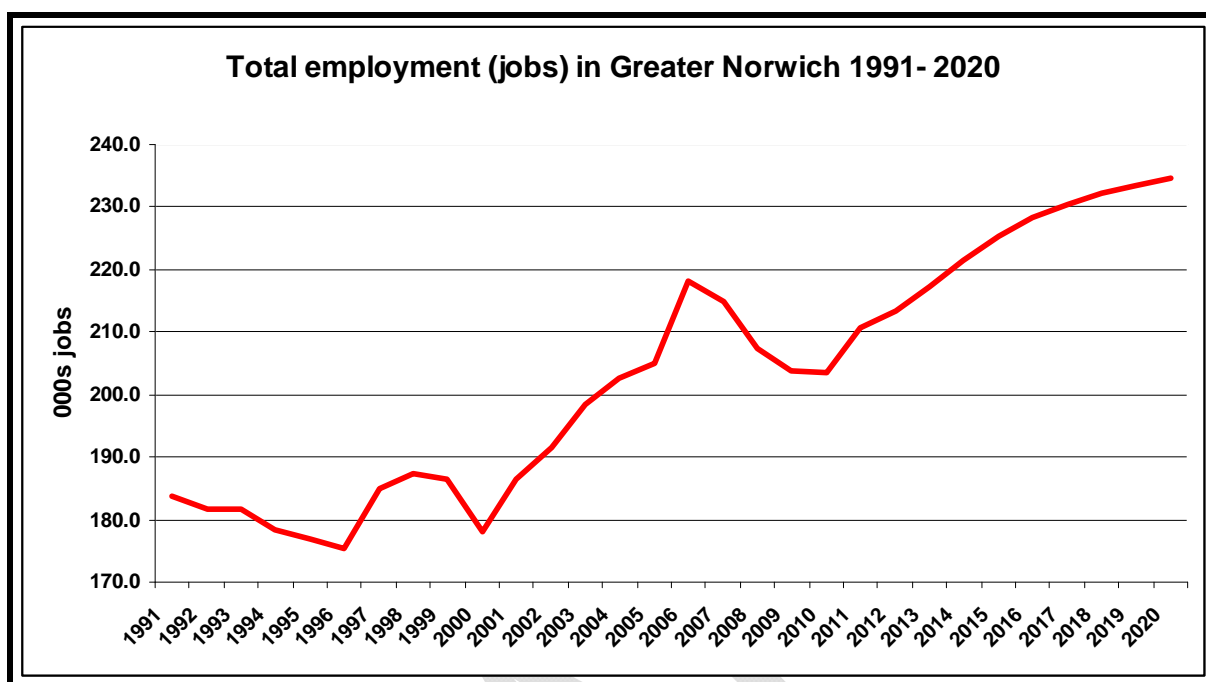
- 5.18.1 The Norwich local authority area has a much lower proportion of micro businesses (0 to 4 employees) than is seen across the LEP area and at regional and national levels; the proportion in Broadland and South Norfolk is broadly in line with the LEP area and the regional and national average. Greater Norwich as a whole has a slightly lower than average proportion of micro businesses.
- 5.18.2 Greater Norwich has a somewhat higher percentage of businesses employing between 5 and 9 employees than the regional and national average but the same proportion as at the LEP level. The Norwich local authority area has a higher than average level of companies in this employee size band.
- 5.18.3 For all other company sizebands, the proportions in Greater Norwich are in line with the LEP area, regional and national averages.
- 5.18.4 The Norwich local authority area has higher than average proportions of all company sizebands of more than 10 employees. Broadland has slightly lower proportions, as does South Norfolk with the exception of companies in the 50 to 99 employee sizeband which is marginally higher than average.

Employment Projections

- 5.19 The regional East of England Forecasting Model (EEFM, Oxford Economics) provides projections of overall change and sector change. Caution must be applied to the forecasts - the EEFM is based on observed past trends, is policy neutral and subject to margins of error which increase at more detailed geographical levels. Note

that as with all forecasting models the EEFM cannot take into account future, major structural shifts or changes in macroeconomic conditions.

Figure 3 Greater Norwich total employment outlook



5.19.1 Figure 3 is based on actual data to 2010 and forecast data thereafter. The model suggests that employment levels will start to increase from 2011 and projects that by 2014 employment will have increased to a level above the 2006 employment peak.

5.19.2 Table 13 summarises sectoral employment forecasts for Greater Norwich from 2010 to 2020. Employment in Greater Norwich¹³ is forecast to increase by 31,100 jobs with the strongest growth expected in the Professional Services, Business Services, Construction, Hotels & Restaurants, Health & Care, Arts & Entertainment and Retail sectors.

5.19.3 Weak growth is predicted for Agriculture and with the exception of Electronics, the contraction in Manufacturing employment is expected to persist.

Table 13 FORECAST CHANGE IN EMPLOYEE NUMBERS 2010 TO 2020	
Agriculture	300
Food Manufacturing	0
General Manufacturing	- 700
Metals	- 400
Transport	-200
Electronics	300
Utilities	-100
Waste and remediation	-100

¹³ Forecasts are available at district level but have not been included because of the large margin of error associated with the data at this level.

Construction	3,700
Wholesale	1,500
Retail	2,300
Land Transport	1,100
Water and air transport	0
Hotels and restaurants	3,000
Publishing and broadcasting	200
Telecoms	-100
Computer related activity	400
Finance	1,300
Real Estate	900
Professional services	5,500
R+D	100
Business services	4,600
Employment activities	1,100
Public Administration	- 600
Education	900
Health and care	3,100
Arts and entertainment	2,900
Other services	600
Total	31,100
Source: Oxford Economics EEFM, Local Area Baseline Forecasts	

Occupational Profile

5.20 Table 14 gives occupational profiles for residents. It shows that, as with industrial structure, the Greater Norwich area's occupational profile shows a marked divergence between the districts but the overall picture for the area is broadly in line with the LEP area and the regional and national averages¹⁴. Therefore, the low level of earnings across Greater Norwich cannot be explained by the area's occupational profile and suggests that the level of pay for comparable jobs is lower in Greater Norwich than either regionally or nationally. This may be explained by the relative spatial isolation of the Greater Norwich labour market which has led to lack of wage competition particularly in lower skilled occupations where people are less likely or less able, to travel out of the local area to work

	Greater Norwich	Broadland	Norwich	South Norfolk	New Anglia LEP	East of England	Great Britain
Managers, Directors & Senior Officials	10%	10%	8%	14%	10%	11%	10%
Professional	18%	18%	19%	16%	16%	19%	18%

¹⁴ Data originates from the Annual Population Survey and as with all survey data is subject to a margin of error, this can be quite large at district level but is within an acceptable range at the Greater Norwich level

Occupations							
Associate Professional & Technical Occupations	12%	13%	11%	12%	13%	14%	12%
Administrative & Secretarial Occupations	11%	12%	9%	13%	10%	12%	11%
Skilled Trades Occupations	10%	9%	8%	15%	13%	11%	10%
Caring, Leisure & Other Service Occupations	9%	7%	9%	10%	10%	9%	9%
Sales & Customer Service Occupations	12%	11%	16%	9%	9%	8%	12%
Process, Plant & Machine Operatives	6%	6%	8%	4%	7%	6%	6%
Source: National Statistics (Nomis: www.nomisweb.co.uk) Annual Population Survey June 2011 Crown copyright material is reproduced with the permission of the Controller of HMSO							

5.20.1 Norwich local authority area has a lower percentage of the resident population employed as Managers, Directors & Senior Officials than the other two districts. It is likely that people employed in these occupations within Norwich live in Broadland and South Norfolk. The proportion of residents employed in Professional occupations is higher than the LEP and national average in Norwich but in line with the regional average. Broadland has the same percentage of residents employed in Professional occupations as the LEP average, while South Norfolk's is in line with the national average. Norwich has a lower than average proportion of residents employed as Associate Professional and Technical Professionals. South Norfolk has the same proportion as at the national level and Broadland has a slightly higher level that is in line with the regional average.

5.20.2 Administrative & Secretarial occupations account for a markedly lower percentage of all occupations in Norwich compared to the other two districts. South Norfolk has a higher than average percentage of residents employed in Administrative & Secretarial occupations; Broadland is in line with the regional average. Greater Norwich as a whole has a higher percentage of these occupations than across the LEP area.

5.20.3 Both Broadland and Norwich have a lower than average percentage of residents employed in Skilled Trade occupations; South Norfolk has a much higher than average percentage of residents employed in these occupations.

5.20.4 The proportion of Broadland residents employed in Caring, Leisure & Other Service occupations is lower than average. The other two districts are in line with the LEP, regional and national averages.

5.20.5 Norwich has a much higher than average percentage of residents employed in Sales & Customer Service occupations. Both South Norfolk and Broadland have proportions that are lower than the national average but higher than the regional level. Broadland has a higher percentage of residents employed in Sales & Customer Service occupations than the LEP area as a whole and South Norfolk's percentage is in line with the LEP area.

5.20.6 The proportion of residents employed as Process, Plant & Machine Operatives is higher than average in Norwich. The proportion in Broadland is in line with regional and national averages but marginally lower than across the LEP area. South Norfolk has a much lower percentage of residents employed in these occupations.

Skills and Qualifications

5.21 The demand for technical higher level skills that are specific to sectors and to individual businesses is likely to increase, as will the need for generic/transferrable higher level skills such as leadership, management and business development. Alongside this and affecting all occupations is the need for ICT skills to exploit the potential of new technology and for inter-personal skills such as communication, team working, customer service and problem solving.

5.21.1 How businesses use these skills, particularly in combination with other key drivers of productivity such as investment, innovation and enterprise, is also critically important. For example investment in innovation and technology is more profitable when combined with skilled labour, which is more able to take advantage of such investment.

5.21.2 The Skills for a Green Economy review indicates that there is a growing demand for skills, in the context of the green economy, at all levels and of many types. There is evidence of demand for a workforce with generic green skills across all types of firms and sectors. Similarly, research shows a demand for classic leadership skills to help drive the transition within individual organisations. Some of the skills required to support the transition are relatively new. But many others are not new: they involve doing established actions with a distinctive green economy awareness and understanding.

5.21.3 Essentially, qualifications and skills are not the same thing but as skills are difficult to quantify, qualifications are used as a proxy measure for skills.

5.21.4 Table 16 shows that across the Greater Norwich area as a whole, the percentage of the working age resident population qualified to Level 4 and above (degree level) is above that of the LEP area and the regional and national averages. The Norwich local authority area has a much higher than average proportion of the working age population qualified to degree level and above. South Norfolk's proportion is in line with the national average and above that of the LEP area and the region; Broadland's is below average.

Table 16

QUALIFICATIONS OF WORKING AGE POPULATION

	NVQ 4+	NVQ 3 highest qualification	NVQ2 highest qualification	NVQ1 highest qualification	No Qualifications
--	--------	-----------------------------	----------------------------	----------------------------	-------------------

Greater Norwich	33%	16%	17%	13%	11%
Broadland	26%	13%	21%	18%	11%
Norwich	39%	14%	12%	12%	11%
South Norfolk	31%	21%	21%	11%	10%
New Anglia LEP	27%	16%	17%	16%	12%
East of England	29%	15%	18%	16%	10%
Great Britain	31%	16%	16%	13%	11%
Source: National Statistics (Nomis: www.nomisweb.co.uk) Annual Population Survey December 2010 Crown copyright material is reproduced with the permission of the Controller of HMSO					

5.21.5 Greater Norwich has the same level of working age residents whose highest qualification is Level 3 as the national and the LEP averages. Broadland and Norwich have lower than average levels of residents whose highest qualification is Level 3 while South Norfolk has higher than average proportions of these residents.

5.21.6 The percentage of Greater Norwich's working age population whose highest qualification is at Level 2 is above the national average, just below the regional average and in line with the LEP average..

5.21.7 Greater Norwich has a proportion of working age residents with a Level 1 qualification as their highest qualification that is in line with the national level but lower than that of the LEP area and the regional level. Broadland has a higher than average proportion of working age residents with a Level 1 qualification as their highest qualification, Norwich and South Norfolk have lower than average proportions.

5.21.8 The percentage of the working age population with no qualifications is in line with the national average in Greater Norwich but slightly lower than that of the LEP area and just above that seen regionally. South Norfolk has a slightly lower proportion of residents with no qualifications than the other two districts - both of which are in line with the national average. The challenge for Greater Norwich is to ensure that both the current and the future workforce are equipped with the skills necessary to participate in the higher value added sectors that comprise the knowledge economy. Particular attention must be paid to areas where pockets of low skills exist (see worklessness section).

5.21.9 Table 17 gives an indication of GCSE attainment by district of pupil residence for 2011. A significantly lower proportion, less than one-half, of pupils living in Norwich achieved 5 or more GCSE grade A* to C including English and Maths than in Broadland and South Norfolk where almost two-thirds achieved these qualifications. The situation was repeated for pupils obtaining 5 or more GCSE grade A* to C or equivalent where almost two-thirds of pupils residing in Norwich achieved these qualifications compared to four-fifths of pupils living in Broadland and South Norfolk. The average point score was also much lower in Norwich than in the other two

districts. A similar proportion of pupils across the three districts obtained any GCSE passes.

Table 17 2011 GCSE ATTAINMENT BY RESIDENCE			
	Broadland	Norwich	South Norfolk
Pupils obtaining 5 or more GCSE grade A* to C including English and Maths	67.9%	48.1%	67.4%
Pupils obtaining 5 or more GCSE grade A* to C or equivalent	81.6%	63.3%	81.2%
Pupils obtaining any GCSE passes	98.4%	97.9%	98.8%
Average point score	469.83	414.45	470.39

Job-related Training

- 5.22 Job-related training is a combination of work and preparing for work. It includes on-the-job training, training away from the job and pre-employment training. For employees, the benefits of job-related training are a greater range of skills, giving the opportunity of a better job or an increase in earnings in their current position. Employers send employees on job-related training for various reasons. These include the potential to increase their effectiveness in their current post, to fill skills gaps in their existing workforce or to encourage them to stay with their current employer.
- 5.22.1 Table 18 provides an area¹⁵ profile of workers who have received job-related training in the last four weeks. Workers in Greater Norwich's are less likely to receive job-related training than their national counterparts in each of the categories listed.
- 5.22.2 Employees and the self-employed at the regional level are more likely to receive job-related training than those working in Greater Norwich and in the New Anglia LEP area.
- 5.22.3 Generally, those employed in Managerial & Professional occupations are more likely to receive job-related training than other workers. However, people working in these occupations across the LEP area and at the regional and national levels have a higher chance of receiving job-related training than in Greater Norwich.
- 5.22.4 In Greater Norwich and the LEP area, full-time workers have a higher chance of receiving job-related training than their part-time colleagues - the difference is marginal at the regional level. At the national level there is no difference between full-time and part-time workers.
- 5.22.5 Table 18 shows that public sector workers are more likely to receive job-related training than their private sector colleagues with similar proportions across Greater Norwich, the LEP area, regionally and nationally.

¹⁵ Data not robust at district level

Table 18
ALL WHO RECEIVED JOB RELATED TRAINING IN THE LAST 4 WEEKS

	Greater Norwich	New Anglia LEP	East of England	Great Britain
Employees and Self-employed	11%	11%	12%	13%
In Managerial & Professional Occupations	14%	16%	16%	17%
In Service Industries	11%	12%	13%	15%
In Private Services	6%	8%	9%	11%
In Production Sector	8%	5%	7%	10%
In Public Sector	19%	18%	18%	20%
Full-Time Working	12%	12%	12%	13%
Part-Time Working	7%	9%	11%	13%

Source: National Statistics (Nomis: www.nomisweb.co.uk) Annual Population Survey June 2011
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5.22.6 Workers in the private service sector have a higher chance of receiving job-related training than their counterparts in the production sector. However, workers in private services in Greater Norwich are less likely to receive training than in the LEP area, regionally and nationally. Conversely, workers in the production sector in Greater Norwich are more likely to receive job-related training than their colleagues in the LEP area and regionally.

Education and Training

5.23 **University of East Anglia (UEA):** The UEA offers a choice of over 300 courses in 23 schools of study. It has more than 9,000 undergraduate students and nearly 4,000 postgraduates studying on campus. Of these, over 2,250 are non-UK students from more than 100 countries worldwide. Over 50 per cent of the University's research activity is deemed to be world leading or internationally excellent with 87% in total being of international standing. It is a leading member of the Norwich Research Park and home to the Tyndall Centre for Climate Change.

5.24 **Norwich University College of the Arts (NUCA):** NUCA provides a range of degree courses, whilst specialising in teaching arts, design and craft. NUCA is host to almost 1,500 students, studying a wide range of arts, design and media disciplines at Undergraduate, Postgraduate and Doctoral level. NUCA have 5 specialist research centres – animation and sound, art and design education, art and design interpretation and curation, design and fine art.

5.25 **City College Norwich:** The College is one of the UK's largest further and higher education colleges. City College Norwich offers a range of further education courses at GCSE and A level (AS and A2). The School of Technology has over 1,250 students divided into 6 curriculum areas. The College has three Centres of Vocational Excellence (CoVEs) in: Accountancy and Financial Services, Computing and Networking and Hospitality (the Hotel School). The College also offers full-time degrees, professional and postgraduate qualifications.

- 5.26 **Easton College:** The main focus of the College is vocational courses, traditionally for the agricultural and horticultural industries but this has been complemented over recent times with the development of a broader range of specialist vocational courses, ranging from equestrian studies and animal care through to countryside management, sport studies and public services. Qualifications such as First, National and Higher National Diplomas making up the majority of full-time provision - Foundation Degrees are offered at Easton College in various subjects.
- 5.27 **Work Based Learning:** Greater Norwich is particularly fortunate with regard to Work Based Learning (WBL) training providers. They comprise public sector, private sector and third sector organisations delivering a range of vocationally relevant qualifications and Skills for Life provision through Apprenticeships, Train to Gain, New Deal and Entry to Employment. These range from Entry Level to Level 5 provision and also include management programmes, business development and teacher training programmes.

Earnings

- 5.28 As shown in Table 19, both residence based and workplace based median hourly earnings for full time workers are below regional and national levels across Norwich and South Norfolk. Whilst this may be viewed as positive in terms of the competitive position of businesses, it has a negative impact in terms of the prosperity of the area and the level of disposable income available to spend within the local economy. Data is not available for Greater Norwich or for the LEP area.
- 5.28.1 Residence-based earnings for full-time workers are significantly higher than workplace based earnings in Broadland indicating that residents are commuting to other areas, most probably Norwich. Residence-based earnings in Norwich are the lowest of the three districts and 18% lower than at the regional level and 12% lower than at the national level. The earnings of residents in South Norfolk are slightly lower than the regional and national figures.
- 5.28.2 Over the year, residence-based earnings have risen faster in Broadland (+6.8%) than for South Norfolk (+0.8%), regionally (+1.9%) and nationally (+1%). Residence-based earnings in Norwich declined over the year (-6.1%).
- 5.28.3 Workplace-based earnings showed stronger growth than residence-based earnings in Norwich (+4.9%) and South Norfolk (+ 1.5%) over the year. Workplace-based earnings in Broadland grew at a similar level to residence-based earnings (+6.2%). Regionally the annual percentage change was +1.5% and nationally +1%.

Table 19
MEDIAN HOURLY EARNINGS (EXCLUDING OVERTIME) 2011

	Broadland	Norwich	South Norfolk	East of England	Gt. Britain
Resident earnings					
Full-time workers	£12.72	£11.30	£12.30	£13.28	£12.69
25% of full-time workers earn below	£9.18	£8.11	£9.05	£9.31	£9.00
Workplace earnings					

Full-time workers	£10.77	£12.14	£12.16	£12.29	£12.67
25% of full-time workers earn below	£8.36	£8.29	£8.42	£8.84	£8.98
Source: National Statistics (Nomis: www.nomisweb.co.uk) ASHE2011. Crown copyright material is reproduced with the permission of the Controller of HMSO					

5.28.4 Table 19 also summarises the lower end of the pay scale and shows that one-quarter of Norwich residents who are in full time work earn less than £8.11 per hour. This is a significantly lower rate of pay than for the bottom quartile of residents in Broadland, South Norfolk, regionally and nationally. Workplace earnings per hour for one-quarter of people in each of the three districts are less per hour than the bottom quartile in the region and nationally; again Norwich has the lowest rate.

5.28.5 Relatively low earnings mean that housing affordability is becoming an issue in Greater Norwich as new developments are built to cater for an increasing population and to meet the area's requirements for 37,500 new homes by 2026. The Housing Affordability Ratio is based on average house price and average annual salary - the higher the ratio, the less affordable houses are; in Greater Norwich it stands at around 7:1.

Worklessness

5.28 Worklessness describes all those who are out of work but who would like a job. It is used because common definitions of unemployment miss out important groups of people who are not working but would like to. Research has shown that a range of groups of people are disadvantaged in the labour market and have a higher risk of being workless and living in deprived areas. These include: lone parents, minority ethnic groups, disabled people, carers, older workers, offenders and ex-offenders. Not all individuals within these groups are workless, but being a member of these groups can increase the risk of being workless. Worklessness can be characterised by multiple disadvantage, where people face more than one barrier to participating in the labour market

The scale of worklessness in the Greater Norwich area

5.29 Almost one-fifth (19.3%) of the working age population in the Greater Norwich area is economically inactive, that is not participating in the labour market, compared to 21.1% across the LEP area and the region and 23.8% nationally. The proportion is higher in Norwich (21.3%) and Broadland (21.4%) than in South Norfolk (14.3%).

5.29.1 There are a variety of reasons for non-participation including: early retirement; being in full-time further or higher education; or being a full time carer of a family member - workless individuals also make up a significant proportion of those absent from the labour market.

Out-of-work benefit claimants

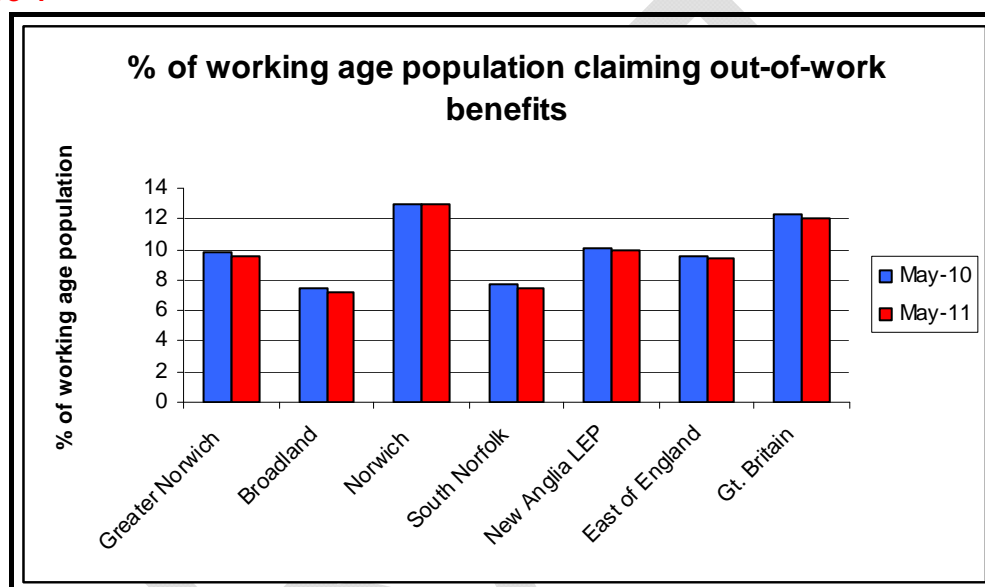
5.30 In May 2011, 24,220 people of working age living in the Greater Norwich area were claiming an out-of-work benefit (job seekers, incapacity benefits, lone parents and

others on income related benefits). Of the total, 55% of claimants live in Norwich (13,280), 22% (5,430) live in Broadland and 23% (5,500) live in South Norfolk. The higher numbers in Norwich are due, in part, to the larger working age population.

5.30.1 Figure 4 summarises the percentage of the working age population claiming out-of-work benefits - at 12.9%, Norwich has a higher rate than the LEP area (10%) and the regional (9.4%) and national averages (12.1%). Conversely, Broadland (7.2%) and South Norfolk (7.5%) have lower than average rates.

5.30.2 Rates have fallen over the year across each of the areas. However, Broadland and South Norfolk have seen the largest decline in out-of-work benefit claimant rates.

Figure 4



5.29.1 Without exception each geographical area has experienced an absolute decline in the proportion of the working age population claiming out-of-work benefits since 2005.

5.29.2 However, as shown in Table 20, the percentage of the working age population claiming out-of-work benefits has risen sharply since November 2008. The highest increase locally was seen in South Norfolk where the claimant rate increase was marginally below that of the LEP area and the national and regional levels.

**Table 20
WORKING AGE POPULATION CLAIMING OUT-OF-WORK BENEFITS**

	May 2008		May 2011		Change in number	Change in rate
	Number	Rate (%)	Number	Rate (%)		
Greater Norwich	21,870	8.9%	24,220	9.6%	+ 2,350	+ 1.0%
Broadland	5,050	6.7%	5,430	7.2%	+ 380	+ 0.5%
Norwich	12,030	12.4%	13,280	12.9%	+ 1,250	+ 0.5%
South Norfolk	4,800	6.6%	5,500	7.5%	+ 700	+ 0.9%
New Anglia LEP	87,700	9.0%	97,820	10.0%	+ 10,120	+ 1.0%

East of England	302,270	8.3%	348,890	9.4%	+ 46,620	+ 1.1%
Gt. Britain	4,283,890	11.0%	4,746,910	12.1%	+ 463,020	+ 1.1%

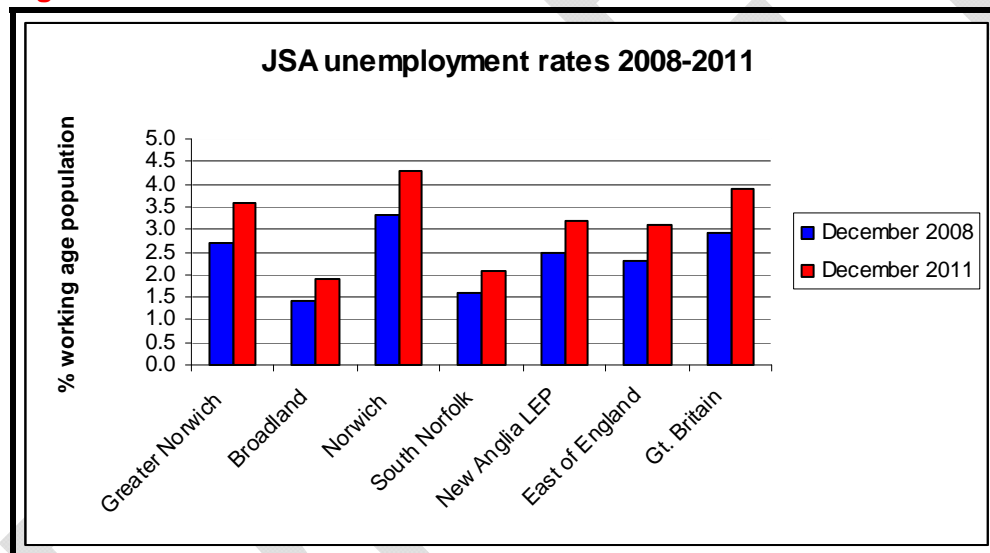
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Jobseekers Allowance (JSA) claimants

5.30 The percentage of the working age population claiming Jobseekers Allowance (JSA) is released monthly and therefore gives a more up-to-date, albeit narrow, measure of the level of unemployment.

5.30.1 Data for December 2011 summarised in Figure 5 shows that, as with out-of-work benefits, the number of JSA claimants has risen sharply since December 2008 across the Greater Norwich area as a whole (+38%) from a rate of 2.2% to 3% (7,458 people) of the working age population.

Figure 5



5.30.2 Over the same period, the number of JSA claimants in Norwich rose by 39% (from a rate of 3.3% to 4.3%, 4,446 people), in South Norfolk by 38% (from a rate of 1.6% to 2.1%, 1,569 people) and in Broadland by 47% (from a rate of 1.4% to 1.9%, 1,443 people).

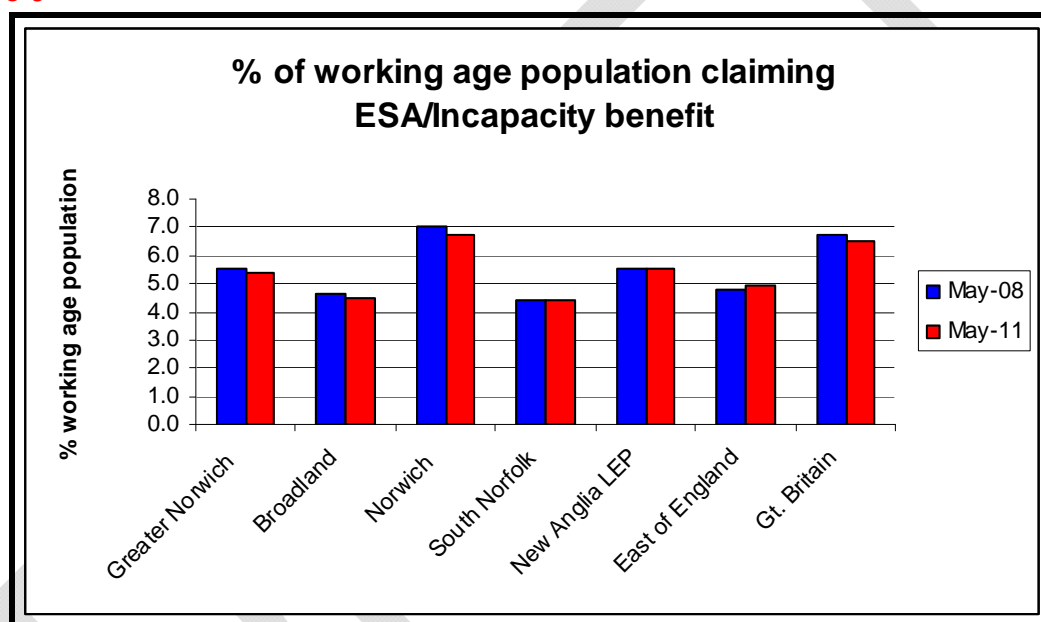
5.30.3 The local area has fared worse than at the national level where the number of people claiming JSA has increased from a rate of 2.9% of the working age population in December 2008 to 3.9% in December 2011 (+ 35%) and the LEP area where the rate increased from 2.5% to 3.2%. However, the local area increases were of a similar magnitude to that seen regionally where the rate increased from 2.3% to 3.1% (+ 37%).

Employment and Support Allowance/Incapacity Benefit claimants

5.31 Figure 6 demonstrates that from May 2008 to May 2011 the number of Employment and Support Allowance/Incapacity Benefit¹⁶ claimants has shown a slight downward trend with the exception of South Norfolk and the LEP area where rates have remained static and the East of England which has seen a marginal rise.

5.31.1 It is worth noting that, as in the rest of the country, the number of people claiming ESA/Incapacity Benefit in the Greater Norwich area has outstripped jobseeker numbers since the late 1990s. More than one-half (55%) of people claiming out-of-work benefits in the Greater Norwich area are in receipt of ESA/Incapacity Benefits. The proportions are higher in Broadland (61%) and in South Norfolk (57%) than in Norwich (52%). Logically, where there are higher proportions of ESA/Incapacity Benefit claimants in the stock of workless people, it is likely to be more difficult to reduce overall workless rates.

Figure 6



Concentration of worklessness in the Greater Norwich area

5.32 At ward level, the highest rates of out-of-work benefit claimants occur in Mancroft (21.4%), Mile Cross (18.3%) and Lakenham (16.2%) in Norwich. The ten wards with the highest rates are in Norwich (the three mentioned previously plus Bowthorpe, Wensum, Lakenham, Catton Grove, Crome and Thorpe Hamlet) and South Norfolk (Diss and Old Costessey).

5.32.1 Therefore, locally, worklessness is highly concentrated; these ten wards account for 46% of the workless total (out-of-work benefit claimants) for the Greater Norwich area.

¹⁶ Employment and Support Allowance (ESA) is a benefit paid to people with an illness or disability to move them into work. It replaced Incapacity Benefit for new claimants in October 2008

5.32.2 In addition, Sewell and Town Close wards in Norwich and Abbey in South Norfolk have between 10% and 14% of the working age population claiming out-of-work benefits:

Ward level JSA claimants

5.33 An analysis of JSA claimants at ward level reveals that, in December 2011, twelve wards had JSA unemployment rates above the Greater Norwich average (3%). These wards are shown in Table 21 – together they account for 56% of the Greater Norwich area's JSA claimants.

**Table 21
WARDS WITH JSA CLAIMANT RATES ABOVE GREATER NORWICH AVERAGE**

Ward	Local Authority Area	JSA claimant rate
Mancroft	Norwich	6.9%
Mile Cross	Norwich	6.9%
Catton Grove	Norwich	5.2%
Crome	Norwich	5.0%
Wensum	Norwich	5.0%
Lakenham	Norwich	4.8%
Thorpe Hamlet	Norwich	4.5%
Diss	South Norfolk	4.4%
Bowthorpe	Norwich	4.3%
Old Costessey	South Norfolk	3.8%
Sewell	Norwich	3.7%
Town Close	Norwich	3.2%

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5.33.1 The twelve wards with the highest JSA claimant counts also have the highest proportions of the population in receipt of out-of-work benefits.

Ward level ESA/Incapacity Benefit Claimants

Ward	Local Authority Area	ESA claimant rate
Mancroft	Norwich	12.5%
Mile Cross	Norwich	8.7%
Lakenham	Norwich	8.4%
Crome	Norwich	8.1%
Thorpe Hamlet	Norwich	7.7%
Wensum	Norwich	7.6%
Bowthorpe	Norwich	7.3%
Old Costessey	South Norfolk	7.3%
Catton Grove	Norwich	7.0%
Bressingham and Burston	South Norfolk	6.9%
Marshes	Broadland	6.5%
Drayton South	Broadland	6.3%
Town Close	Norwich	6.1%
Abbey	South Norfolk	6.0%
Hellesdon North West	Broadland	5.9%
Ditchingham and Broome	South Norfolk	5.9%
Hingham and Deopham	South Norfolk	5.9%
Diss	South Norfolk	5.7%
Harleston	South Norfolk	5.6%
Sprowston Central	Broadland	5.5%
Thurlton	South Norfolk	5.5%

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5.33 Table 22 shows that the composition of worklessness follows a similar pattern throughout the Greater Norwich area; the wards with the highest JSA claimant counts also have the highest proportions of the population in receipt of ESA/incapacity benefits. However, twenty one wards have ESA/Incapacity benefit claimant rates that are above the Greater Norwich average (5.4%).

Characteristics of worklessness

5.35 This section looks more closely at the composition of the different groups of benefit claimants that make-up the workless population, comparing the age, gender and length of time out of work in the Greater Norwich area.

5.35.1 Around 35% of out-of-work benefit claimants in Greater Norwich have been claiming benefits for less than one year. More detailed analysis of the data draws out similar trends across the three local authority districts with a comparable proportion of people claiming out-of-work benefits for less than one year in Broadland (32%), Norwich (37%) and South Norfolk (34%); between one and two years Norwich (10%), Broadland and South Norfolk (both 9%); 17% of people claiming out-of-work benefits have been claiming for between two to five years in Norwich and South Norfolk while

in Broadland the proportion is 16%. Surprisingly perhaps, both Broadland (43%) and South Norfolk (39%) have a higher percentage of people who have been claiming out-of-work benefits for more than five years than is the case in Norwich (36%).

5.35.2 Table 23 compares the percentage of people claiming JSA unemployment benefit by duration of claim in December 2008 and in December 2011. Each district has seen a marked increase in the percentage of JSA claimants claiming for more than 12 months. Short-term (< 6 months) JSA unemployment has also shown a marked fall across the three districts reflecting the picture across the LEP area, regionally and nationally.

5.35.3 Conversely, long-term unemployment has risen dramatically, particularly at the national level; the strongest increases locally took place in Norwich and South Norfolk, Broadland's rate of increase was marginally weaker.

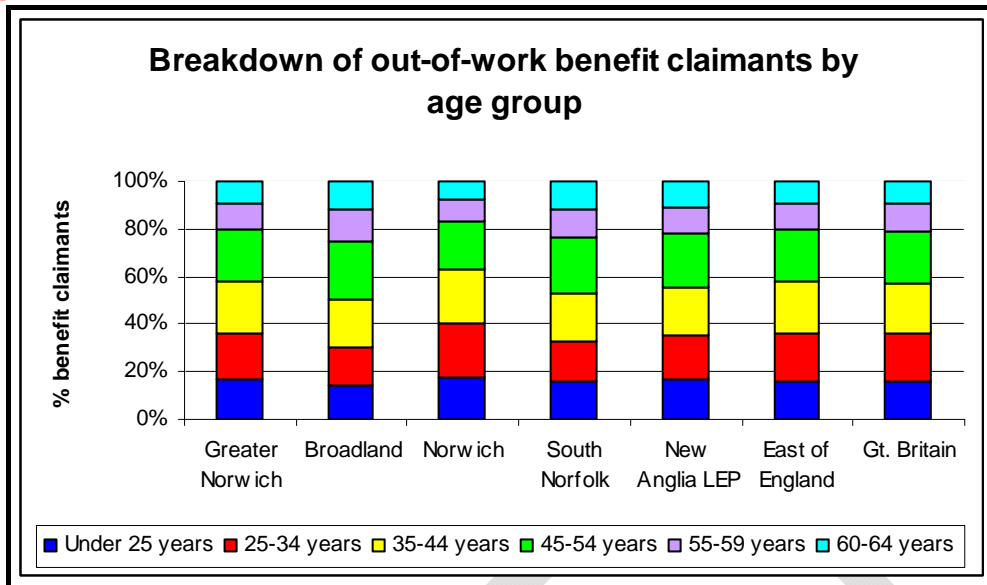
Table 23 JSA CLAIMANT DURATION			
	Broadland	Norwich	South Norfolk
Less than 6 months			
December 2008	81.9%	69.9%	82.1%
December 2011	63.2%	54.3%	63.8%
Less than 1 year			
December 2008	91.1%	87.4%	93.4%
December 2011	82.5%	77.7%	83.9%
More than 1 year			
December 2008	8.9%	12.6%	6.6%
December 2011	17.5%	22.3%	16.1%
Source: National Statistics (Nomis: www.nomisweb.co.uk) DWP Benefits data material is reproduced with the permission of the Controller of HMSO			

Age and Gender

5.36 As illustrated in Figure 7, across the Greater Norwich area as a whole, 16% of the working age population claiming out-of-work benefits is aged 25 years or younger (Broadland 14%, Norwich 18% and South Norfolk 16%). A further 41% is aged between 25 – 44 years (Broadland 36%, Norwich 45% and South Norfolk 37%). Again the Greater Norwich figure is in line with the regional and national averages (both 41%) but is slightly higher than the LEP area (39%).

5.36.1 Broadland (50%) and South Norfolk (47%) have much higher proportions of people aged more than 45 years and claiming out-of-work benefits than Norwich (37%), resulting in an average of 42% for the Greater Norwich area as a whole which is broadly in line with the regional (42%), national (43%) and LEP (44%) averages. The breakdown of out-of-work benefit claimants by age broadly reflects the age structure of the working age population in each of the local authority districts.

Figure 7



5.36.1 In the Greater Norwich area as a whole, 10.6% of the male working age population is claiming out-of-work benefits (Broadland 7.9%, Norwich 14.1% and South Norfolk 8.1%). This compares to a LEP average of 10.9%, a regional average of 9.8% and national average of 13.1%. Norwich has a much higher proportion of its working age male population claiming out-of-work benefits than any of the other areas while Broadland and South Norfolk's proportions are significantly lower.

5.36.2 Around 8.6% of the female working age population is claiming out-of-work benefits in the Greater Norwich area (Broadland 6.4%, Norwich 11.6% and South Norfolk 6.8%). This compares to a LEP average of 9.1%, a regional average of 9% and national average of 11.2%. Again, Broadland and South Norfolk's proportions are relatively low and the proportion of the female working age population claiming out-of-work benefits in Norwich is in line with the national average.

Disability/Long term illness

5.38 According to the Annual Population Survey, 12% of the working age population in the Greater Norwich area report that they have a "Work-limiting disability¹⁷" and are disabled in terms of the Disability Discrimination Act (national 12.2%, regional 10.9%, LEP 12.8%). In Broadland 10.1% of the working age population class themselves as having a "Work-limiting disability" and disabled in terms of the Disability Discrimination Act compared to 15% in Norwich and 10% in South Norfolk. However, the proportion of the working age population claiming DWP Disabled benefits is the same across each of the local authority areas and regionally (0.9%). Across the LEP area and nationally the figure is 1%.

¹⁷ „Work-limiting disability" is an Annual Population Survey (APS) classification and comprises those people who stated that they have had health problems for more than a year and that these problems affect either the kind or amount of work that they can do. APS also records whether or not someone is disabled in terms of the Disability Discrimination Act (DDA)

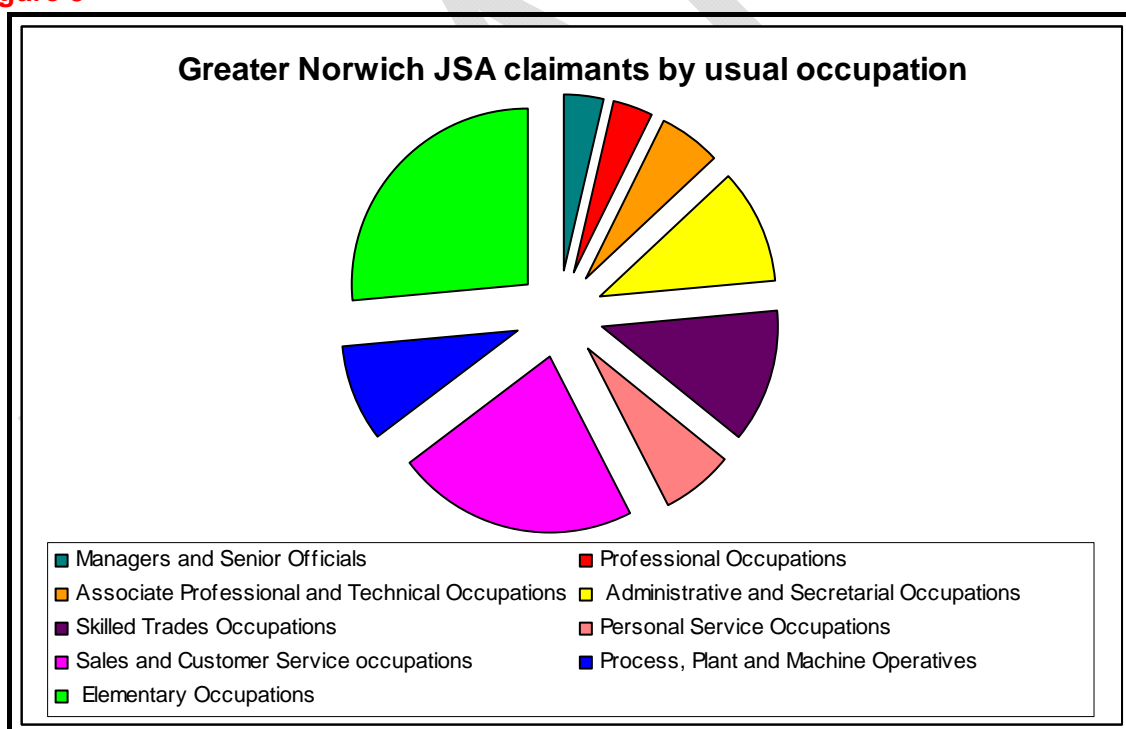
Usual occupation

5.39 An analysis of the usual occupation of JSA claimants shows that lower level occupations (Process, Plant and Machine Operatives and Elementary Occupations) are disproportionately represented. Around one-third (35%) of JSA claimants in the Greater Norwich area (Broadland 29%, Norwich 39% and South Norfolk 30%) state that they are usually employed in these occupations whereas the area's occupational profile shows that lower level occupations comprise only 16% of employment.

5.39.1 More than one-half of people who have been unemployed for more than 2 years state that they are usually employed in lower level occupations. The propensity of unemployed people to state that they usually work in lower level occupations is replicated across the country. However, the proportion is lower in both Broadland and South Norfolk, where it stands at around one-third of people who have been unemployed for more than 2 years.

5.39.2 Figure 8 shows that around one-tenth of JSA unemployed claimants in the Greater Norwich area are usually employed in Skilled Trades occupations reflecting, perhaps, the impact of the recession on the construction industry.

Figure 8



5.39.3 Only 16% of JSA claimants are usually employed in higher level occupations (Managers and Senior Officials, Professional Occupations and Associate Professional and Technical Occupations) whereas they account for almost one-half (44%) of occupations in Greater Norwich.

5.39.4 This suggests that “white collar” occupations have not been hit as hard by the recession as was originally predicted.

Youth unemployment

- 5.40 Around one-third of young people aged between 18 to 24 years are recorded as JSA unemployed – 30.1% nationally, 29.2% regionally and 32.1% across the LEP area. In Greater Norwich 31% of 18 to 24 year olds are JSA unemployed. Within the three districts, Broadland has the highest proportion of youth unemployment at 33.3% of 18 to 24 year olds, followed by 31.7% in South Norfolk and 30% in Norwich.
- 5.40.1 Approximately one-tenth of young people aged between 18 to 24 years are recorded as having been JSA unemployed for more than 6 months in Greater Norwich – 8.2% nationally, 7.6% regionally and 9% across the LEP area. At district level, Norwich has the highest proportion (10.6%) of young people aged between 18 to 24 years who are recorded as having been JSA unemployed for more than 6 months, followed by South Norfolk (8.9%) and Broadland (8.6%).
- 5.40.2 It is well recognised that being out of education, employment or training (NEET) between the ages of 16 and 18 years is an enormous waste of young peoples' potential. It is also linked to a number of other poor outcomes including low levels of attainment and teenage conception. In January 2012, 6.8% (746) young people aged 16-18 years across Greater Norwich were reported as NEET, this compares to 6.1% at the national level. Norwich reported the highest level of young people recorded as NEET at 10.7% (358) of 16-18 year olds; South Norfolk had 5.1% (205) 16-18 year olds recorded as NEET and Broadland had 4.6% (183) 16-18 year olds recorded as NEET. The percentage of NEETs was higher in January 2012 than the previous year in both Norwich and South Norfolk (3.8% and 4.4% respectively) while Broadland recorded a fall on the previous year (6.9%).

Barriers to work

- 5.41 Worklessness is a highly complex issue and there are many reasons why an individual may become and remain, workless. Barriers to work are discussed below.
- 5.41.1 Perhaps the most obvious supply-side barrier to gaining employment is a lack of skills in relation to those demanded by employers. The Skills and Qualifications section shows that the qualifications profile of working age residents in the Greater Norwich area broadly reflects the national picture. The Greater Norwich area¹⁸ as a whole has a lower than average percentage of the working age population with no qualifications.
- 5.42.1 Essentially, qualifications and skills are not the same thing, but demand is increasing for formalised knowledge in areas of activity (for example in parts of the construction industry) that have previously not required paper qualifications.
- 5.42.2 The decline of manufacturing and the shift towards knowledge based jobs which require higher level skills has had a big impact on the low skilled. In particular, young

people who leave education without higher level skills are more likely to struggle to enter the labour market.

- 5.42.3 However, the changing nature of skills demand may not always be recognised by those with low formal skills. Research¹⁹ shows that this may lead to a gap between the expectations of those looking for work and the reality of what is actually available, particularly among older members of the workforce with previous experience of unskilled work.
- 5.42.4 In some deprived areas, worklessness can be described as intergenerational. This occurs where individuals do not break out of the cycle of worklessness experienced by their parents. There is evidence that the impacts of worklessness in one generation can lead to a loss of motivation and aspiration in the next generation²⁰. This can lead to spatial concentrations of worklessness in deprived areas as individuals who break the cycle and gain employment tend to move away.
- 5.42.5 There is a strong relationship between worklessness and social housing, perhaps not unexpectedly, given that lack of work and low incomes mean that owner occupation is virtually impossible. This is particularly pertinent in Norwich which has the lowest proportion of owner occupiers outside of London and Manchester in England as a whole. The city has fewer than 50% of people owning their home²¹ and the highest proportion of social housing of any district in the region (36%).
- 5.42.6 Long-term ill health, disability or mental illness can be the catalyst for an individual becoming workless.
- 5.42.7 During a period of recession, the number of jobs available in an area declines making it more difficult for people to find work. Latest data (2010) shows that since the recession (from 2007 to 2010), the Greater Norwich area has lost almost 13,000 jobs. The longer someone is without work, the more likely they are to become workless in the long-term. According to research undertaken by Oxford Economics, the impact of the recession means it will be harder for workless households to find work as the pool of surplus and more skilled labour increases. During 'normal' times 8% who lose their job never get another one, during a recession 25% of those who lose jobs never return to work.

Worklessness summary

- 5.43 Across the Greater Norwich area as a whole, the percentage of the working age population claiming JSA (i.e. those that are economically active) account for almost one-third of the workless population – the proportion is higher in Norwich than in Broadland and South Norfolk.

¹⁹ CLG (October 2009), Understanding and Tackling Worklessness Vol. 2, p. 27

²⁰ The Centre For Market And Public Organisation: The Intergenerational Transmission of Worklessness in the UK Working Paper 2010

²¹ 2001 Census

- 5.43.1 More than one-half of people claiming out-of-work benefits in the Greater Norwich area are in receipt of ESA/Incapacity Benefits. Logically, where there are higher proportions of ESA/Incapacity Benefit claimants in the pool of workless people, it is likely to be more difficult to reduce overall workless rates
- 5.43.2 As in previous recessions, younger workers are being hit particularly hard with increased unemployment amongst 18-24 year-olds.
- 5.43.3 The breakdown of out-of-work benefit claimants by age broadly reflects the age structure of each local authority district.
- 5.43.4 Worklessness of all types is particularly concentrated in a number of wards, with Mancroft and Mile Cross wards in Norwich having the most intense concentrations on all measures.
- 5.43.5 The number of JSA unemployed for less than six months increased sharply at the start of the recession, but has since fallen back as a proportion of the workless population, while longer term JSA unemployment continues to rise. This supports the suggestion that the longer an individual is out of work the more difficult it becomes for them to return to the labour market.
- 5.43.6 Contrary to speculation in the early months of the recession, the 'middle-class recession' that some had predicted has not materialised and the economic downturn has impacted particularly severely on those in occupational groups that were already more prone to unemployment. This effect can be seen both nationally and locally, perhaps reflecting lower job security in less well paid and generally lower-skilled jobs.

Index of Multiple Deprivation 2010

- 5.44 The English Indices of Deprivation measures relative levels of deprivation in Lower layer Super Output Areas (LSOAs). The 2010 release updates the English Indices of Deprivation 2007 and is based, in the main, on 2008 statistical data and therefore pre-dates the recession. It is also important to remember that not everyone living in a deprived area is deprived and that not all deprived people live in deprived areas.
- 5.44.1 The Indices are used widely to analyse patterns of relative deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.
- 5.44.2 The Index of Multiple Deprivation 2010 combines a number of indicators, chosen to cover a range of economic, social and housing issues into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Six district summary scores for each Local Authority district are given (326²² districts in England). A relative ranking of areas, according to their level of deprivation is then provided. An explanation of the indicators is given below:

²² Note that the total number of local authority districts in ID2010 is 326 compared to 354 in ID2007 as a result of local authority reorganisation

- **Local concentration** - 'hot spots' of deprivation, based on the IMD score of the most deprived LSOAs containing exactly ten per cent of the population;
- **Extent** - how widespread high levels of deprivation are in a district;
- **Income scale** - the number of people experiencing income deprivation;
- **Employment scale** - the number of people experiencing employment deprivation;
- **Average scores** - the population weighted averages of the combined scores for all the LSOAs in the district;
- **Average ranks** - the population weighted averages of the combined ranks for all the LSOAs in the district.

	Rank of Local Concentration	Rank of Extent	Rank of Income Scale	Rank of Employment Scale	Rank of Average Score	Rank of Average Rank
Broadland	310	294	219	210	279	267
Norwich	109	61	98	96	70	73
South Norfolk	291	284	211	214	259	256

5.44.3 Table 23 presents the pattern of relative deprivation in the Greater Norwich local authority districts and illustrates the very wide variations within the area. With the exception of the local concentration measure, the Norwich local authority area is ranked within the 30% most deprived districts in England on each district measure. However, compared to the 2007 Indices, Norwich has shown relative improvement. Conversely, Broadland and South Norfolk are ranked within the 30% least deprived districts in England with the exception of the income and employment measures where they rank in the 40% least deprived districts. However, the relative positions of Broadland and South Norfolk have worsened compared to their relative position in the 2007 Indices.

5.44.3 Table 24 summarises the proportion of the population falling within the worst 10% of population in England for each of these domains. Any figure above 10% in Table 24 indicates an above average level of deprivation. Greater Norwich has lower levels of deprivation than the country as a whole except in relation to education skills and training. In the Norwich local authority area the extent of deprivation in relation to education, skills and training is particularly severe, affecting more than one-third of local residents.

5.44.4 Norwich also has a high level of deprivation in relation to income deprivation affecting children. Broadland and South Norfolk do not have any areas in the worst 10% except in relation to barriers to housing and services where above average levels of deprivation can be seen.

**Table 24
PROPORTION OF THE POPULATION LIVING IN THE 10% MOST DEPRIVED
AREAS IN ENGLAND**

	Greater Norwich	Broadland	Norwich	South Norfolk
Index of multiple deprivation	3.0%	0	9.38%	0
Income deprivation	3.8%	0	9.51%	0
Income deprivation affecting children	4.3%	0	17.33%	0
Income deprivation affecting older people	3.0%	0	9.89%	0
Health and disability	2.1%	0	7.34%	0
Education skills and training	10.5%	0	33.35%	0
Barriers to housing and services	7.9%	11.38%	2.45%	14.62%
Crime and disorder	4.0%	0	4.84%	0
Living Environment	3.1%	0	6.74%	0

Source: Compiled by Norfolk Insight from 2010 Index of Multiple Deprivation – CLG

5.44.5 The levels of multiple deprivation in the Norwich local authority area create a complex set of problems which result in large numbers of people being excluded from, or on the margins of, economic activity. These problems have been analysed in detail in the Norwich Needs Study²³. Problems of poverty, poor health and low levels of skill sit alongside and contribute to mental health problems, substance abuse and teenage pregnancy. These problems result in poor prospects for children including low attainment and relatively high numbers of children leaving school and classed as Not in Employment, Education or Training (NEET), contributing to a cycle of deprivation which is difficult to break.

5.44.6 A similar study was undertaken by OCSI to analyse the extent of rural deprivation in Norfolk²⁴ at a very local level. This study suggests a more one dimensional problem in the rural areas, with the main problems relating to accessibility to services and the affordability of housing. There are small pockets of deprivation relating to other indicators in the market towns but these do not compare in extent or severity with the problems prevalent in the Norwich local authority area.

²³ Oxford Consultants for Social Inclusion: Norwich Needs Study, Research for Local Area Agreement 2007

²⁴ Oxford Consultants for Social inclusion: Deprivation in Rural Norfolk 2006

6. Sustainability

6.1 One of the core values of the Greater Norwich Economic Strategy is to ensure that development is sustainable in the long term. This section sets out the baseline position for a range of sustainability indicators, summarised in Table 25.

IRF Sustainable Development Objective	Baseline Indicator	Greater Norwich	Norwich	Broadland	South Norfolk
1. Promote sustainable growth within environmental limits	% of working age population in employment		72.40%	81.20%	79.70%
	Job Density: ratio of jobs filled to working age population (2004)		1.21	0.68	0.75
	Job Seekers Allowance claimants as % of working population		3.80%	1.40%	1.50%
	% job seekers allowance claimants out of work for more than 1 year (Audit Commission and LA reports)		18.00%	15.70%	14.70%
2. Reduce poverty and inequality and promote social inclusion	% of working age population claiming key benefits (Feb 2007, Audit Commission)		13.86%	6.63%	6.30%
	% of population working age (16-74) Long term unemployed (ONS, 2001)	1.11%	1.30%	0.56	0.58%
	% of children living in income deprived families (ONS, 2001)	16.4%	30.30%	9.3%	9.5%
	% of population >60 who live in income deprived households (ONS, 2001)		18.50%	10.1%	11.1%
	Life expectancy at birth (2003-5) males (SHA)	78.4yrs	76.8yrs	78.6yrs	80yrs
	Life expectancy at birth (2003-5) females (SHA)	82.1yrs	82.4yrs	82.3yrs	82.9yrs
3. Reduce greenhouse gas emissions	Total CO2 emissions per capita (tonnes Carbon equivalent) pa (2003, DEFRA)		6.5	6.4	8.6
	Renewable energy generating capacity installed (2006, Audit Commission)	41 Mwe	0	36	5
4. Adapt to the impacts of climate change	Development permissions contrary to EA advice on flood risk (2005/6, Environment Agency)	1	0	0	1
	Daily domestic water use per capita L per capita/per diem (2004, Ofwat)	140	131	131	158

**Table 25
BASELINE CHARACTERISTICS OF GREATER NORWICH IN RELATION TO SUSTAINABLE
DEVELOPMENT PRIORITIES**

IRF Sustainable Development Objective	Baseline Indicator	Greater Norwich	Norwich	Broadland	South Norfolk
5. Promote employment, learning, skills and innovation	Work Force qualifications: % of working age population with NVQ4 or above (2006, Audit Commission)		37.50%	25.10%	35.10%
6. Increase resource efficiency and reduce resource use and waste	Eco footprint global hectare per capita (REAP model)	5.68	5.49	5.76	5.8
	Waste (kg/pa) generated per person (2005/6, Audit Commission)	380	403	407	329
	% of household waste recycled (2005/6, Audit Commission, LA BVPIs)		18.37%	32.27%	28.58%
	% of household waste recycled (2007, Audit Commission, LA BVPIs)		23.6%	47.5%	38.47%
7. Move goods and people sustainably	% of residents who travel to work (2001, ONS census) by				
	a) private motor vehicle	65.4%	52%	72.2%	72.4%
	b) public transport	7.7%	9.4%	7.6%	5.1%
	c) by foot or cycle	16.9%	31.5%	9.8%	9.8%
	d) work at - or mainly at - home	9.5%	6.7%	9.8%	12.0%
	Average distance traveled to workplace by residents (Km - 2001 census)	13.7	10.8	14.4	16.0
8. Provide decent, affordable and safe homes for all	% of total housing stock that is affordable (2001, ONS census)		36%	9%	11%
	% of overall stock not meeting Decent Homes standard (2005/6, Audit Commission)	29.70%	30.50%	27.60%	31.20%
	Housing completions (2004-5, Audit Commission)	1301	581	274	446
	% of last year's dwellings completions that are 'affordable' (2004/5, Audit Commission)	29.30%	36.40%	28.40%	20.80%
	House price to income ratio (2004, (Joseph Rowntree Foundation)		4.06	4.16	4.04

Source: Compiled by Ursus Consultants from a range of sources

6.1.1 Table 26 shows significant differences between the three districts in Greater Norwich in overall carbon emission levels and the source of carbon emissions. Emissions per capita are higher in South Norfolk because of the high levels relating to road transport, reflecting the more rural nature of the district, the longer average journey to work and lower use of public transport. Carbon emissions in Broadland are higher

than in Norwich because of higher industrial and commercial use. Norwich has lower per capita CO² use across all categories.

6.1.2 However, each of the districts has reduced CO² emissions per capita since 2005. Broadland and Norwich have emissions per capita below the national average, South Norfolk's are just above the national average.

6.1.3 According to Norfolk County Council and Department of Transport data, traffic flows in all types of vehicle were 8,254 million vehicle kilometres in 2006 suggesting average car travel of 9,915 km/capita per annum compared to 9,534 km/capita per annum in 2001; 4% growth in 5 years. Continued population growth and car use on this trajectory to 2020 would result in a huge growth in both absolute and per capita carbon emissions even when improvements in technology are taken into account.

		Industry and Commercial	Domestic	Road Transport	Total
Broadland	2005	3.2	2.5	2.0	7.5
	2006	3.1	2.5	1.9	7.4
	2007	3.0	2.4	1.9	7.2
	2008	3.1	2.4	1.8	7.2
	2009	3.1	2.1	1.8	7.0
Norwich	2005	3.5	2.3	1.1	6.9
	2006	3.5	2.2	1.0	6.8
	2007	3.2	2.1	1.0	6.2
	2008	3.0	2.0	0.9	5.9
	2009	2.6	1.7	0.9	5.2
South Norfolk	2005	2.4	2.5	3.6	8.4
	2006	2.4	2.6	3.5	8.4
	2007	2.3	2.5	3.5	8.2
	2008	2.3	2.5	3.4	8.1
	2009	2.1	2.3	3.2	7.5
UK	2005	4.0	2.6	2.2	8.8
	2006	4.0	2.6	2.2	8.7
	2007	3.9	2.5	2.2	8.5
	2008	3.8	2.5	2.1	8.2
	2009	3.2	2.2	2.0	7.4

Source: Local and Regional CO₂ Emissions Estimates for 2005-2009' produced by AEA for DECC

7. Appendix

Further detailed information on the economy of Greater Norwich may be obtained from the following sources and publications.

Data Sources

Demographic data: Norfolk Insight. www.norfolkinsight.org.uk

Population and employment data: Office of National Statistics www.nomisweb.co.uk

The 2010 Index of Multiple Deprivation: Department of Communities and Local Government <http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/>

Quarterly house prices: Department of Communities and Local Government <http://www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/housingmarket/livatables/>

CO₂ Emissions Estimates for 2005-2009: Department of Energy and Climate Change http://www.decc.gov.uk/en/content/cms/statistics/climate_stats/gg_emissions/uk_emissions/2009_local/2009_local.aspx

Publications

Employment Growth Sites and Premises Study. (2007) Prepared for Greater Norwich Development Partnership by ARUP and Oxford Econometrics: http://www.gndp.org.uk/documents_view.php?document_id=464&pageid=76

Norwich Area Growth, Infrastructure Needs and Funding Strategy. (2007) Prepared for Greater Norwich Development Partnership by EDAW / AECOM: http://www.gndp.org.uk/documents_view.php?document_id=463&pageid=76

Knowledge Economy Strategy. (2009) Prepared for Greater Norwich Development Partnership by SQW Consulting.

Ideopolis: Knowledge City Regions: Enabling Norwich in the Knowledge Economy (2006) Prepared for Norwich City Council by The Work Foundation: <http://www.theworkfoundation.com/research/publications/publicationdetail.aspx?oltemId=160&parentPage>

10 years of the UK's Knowledge Economy (2007) The Work Foundation: <http://www.theworkfoundation.com/research/publications/publicationdetail.aspx?oltemId=76&parentPage>

Norwich Needs Study: Oxford Consultants for Social Inclusion (OCSI) (2007) Research for the Local Area Agreement: Deprivation in Norwich.

Deprivation in Rural Norfolk: Oxford Consultants for Social Inclusion (OCSI) (2006)

Deprivation in Rural Norfolk.