



Norfolk Economic Intelligence Report

This April to June report brings together key business, economic and labour market intelligence to provide a regular insight into the current state of the Norfolk economy. Data is correct to 30 June 2021.



1.5%

National Gross Domestic Product (QoQ% change Jan-Mar 2021)



0.1%

Interest Rates (June 2021)



2.1%

Consumer Price Index (annual % change to May 2021)



8.9%

UK House Prices (annual % change to April 2021)

Source: ONS, Bank of England

Apprenticeships Norfolk #MadeInNorfolk marketing campaign

Apprenticeships Norfolk have launched their first ever TV marketing campaign, targeted at Norfolk businesses to raise awareness of the benefits of hiring an apprentice and the support available through Apprenticeships Norfolk.

The TV advert was filmed with three Norfolk SME businesses, each providing a simple yet valuable insight into the benefits their apprentices have brought to the organisation. The film aims to attract the attention of local businesses, at a time where there are generous incentives available to hire an apprentice.

The advert is being shown on SKY TV, YouTube and social media platforms for 30 days, starting 14 June. You can watch it here: [Made in Norfolk - TV Advert](#)

Apprenticeships Norfolk are hosting several informative webinars for employers who may want to know a little more about Apprenticeships. More details are on our website here: [Events | Apprenticeships Norfolk](#). We look forward to helping employers get started in developing an apprenticeship scheme for their business...



The world is changing rapidly, you'll learn as much from the people on the scheme as you are giving to them



Apprenticeships breed the right working attitude, how to behave on the job. The rewards are so worth it, we love it

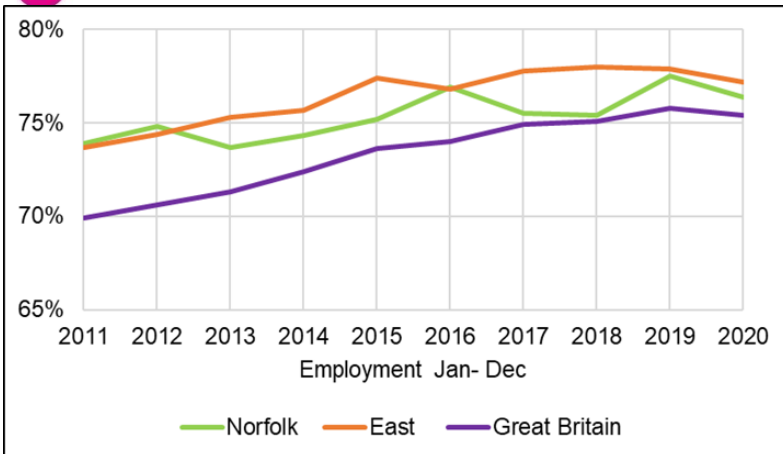




Norfolk Economic Snapshot



Employment



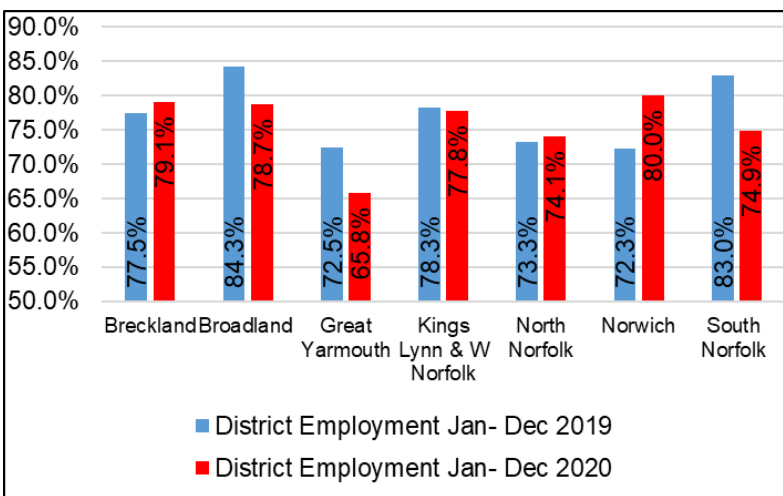
The employment level in Norfolk has decreased by 1.1% from the same time last year.

At **76.4%**, the County's performance is above both the national level (**75.4%**), and below the regional level (**77.2%**). Year on year comparison shows a more mixed picture for Districts.

At **5.1%**, Norfolk's unemployment level has not performed so well when compared to both national average (**4.6%**), and regional level (**3.8%**).

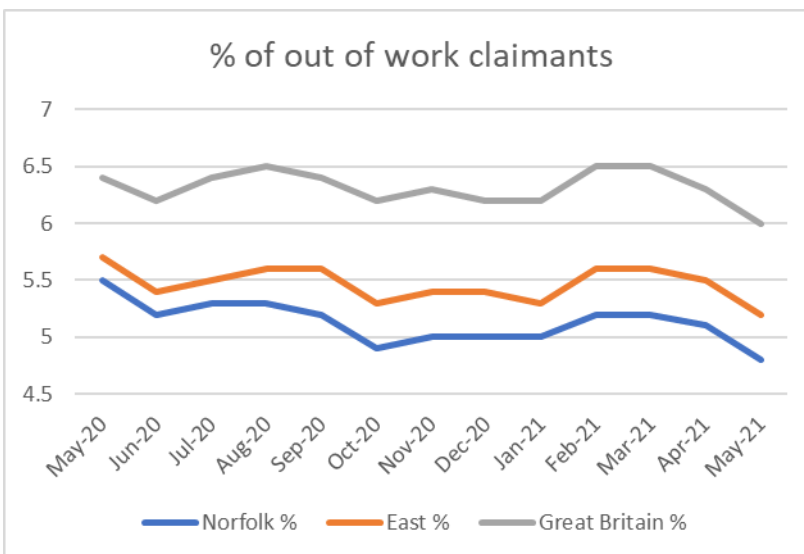
However, it is important to note these are annual figures with delayed reporting and have not included the impact of the current ongoing COVID-19 pandemic, as furloughed staff are still classified as employed.

Out of work claimant rates have been included below to give another representation of the current jobless level.



Source: NOMIS.

Out of Work Claimants Rate



Source: ONS claimant Count

This data represents the percentage of the working age population who are claiming universal credit principally for the reason of being unemployed.

This can be used as a proxy to the level of unemployment in the local area.

In the last 12 months, the rate of claimants has decreased from **5.5%** to **4.8%**. This is lower than the regional rate of **5.2%** and national rate of **6%**.



Business

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

Olsberg SPI's Film Research

Our specialist film research agency has been busy interviewing funding partners and leading lights in the Norfolk film and television sector as part of research commissioned by NCC, NALEP and districts. A sector survey on industry views on promotion of the sector and C-19 impacts will go live in July. A database on film, television and associated activities is being compiled with a first draft available to steering group members in early July. Methodologies for investigating the value of film to the Norfolk economy; for measuring social value impacts (increasing skills, creating jobs, etc) are being reviewed by the steering group. The project runs until the end of October 2021 and will make recommendations for ways the public sector can strengthen our Norfolk film and television sector.

Go Digital project

The original pilot to support **43** small businesses with increasing digitisation has grown significantly and **160** businesses are now on the programme thanks to district funding support.

Feedback from businesses has been very positive *"I would like to say how good and useful we found the process. Clare (advisor) was wonderful and really went above and beyond...."*. Another client said they'd recommend the scheme to others as its really useful to talk to an impartial advisor about the direction of the business – and the grant was helpful in buying equipment to make videos for our YouTube Channel. A third commented that: The advisor helped me to make more of my business social media presence and explained how I could install wifi in our coffee shop for a better client experience.

Other case studies include:

- an estate management/will writing company seeking help to improve online resources as their older client group are rather afraid of discussing delicate matters "online": the advisor provided website advice: digital tools (what to use, why, and how to measure success): SEO and customer profiling technique, and options for training or third party support.
- A local brewery wanting help with strategic thinking to develop an online presence: recommendations given supported development of a strategy development; hints and tips for a new website with ecommerce capability and associated digital marketing all covered in the action plan.
- A village hall with hall and bar, and playing fields wanted help to streamline volunteer jobs. This action plan included advice on remote monitoring of lighting; automated locking and fob options for clients along with the more usual back office systems advices.

In September an EU funded extension will commence, allowing NCC to support a further **600** businesses over 2 years.



Infrastructure

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

Infrastructure team email: infrastructure@norfolk.gov.uk

Norfolk Local Energy Asset Representation (LEAR)

The strategic planning team are taking forward an exciting project with the [Energy Systems Catapult](#) to produce a Norfolk LEAR. [A LEAR](#) is the data foundation for developing the most appropriate pathway to net zero providing us with the robust evidence base that will guide the County Council and partners towards which clean energy opportunities are the most effective.

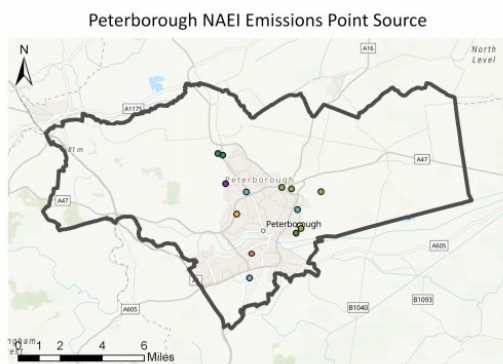
The recently produced Peterborough LEAR provided the following information:

- Building stock – age, main heating system, use by sqm, insulation and window types
- Identification of largest emitters by sector
- Estimated annual consumption and peak demand for electricity, gas and heat
- Total annual consumption and peak demand for different building types
- Consumption profile separating peak winter, winter weekday and summer weekend for comparison
- Capacity and generation from renewable technology
- Areas suitable for rooftop solar PV
- Considered wider factors such as listed buildings, fuel poverty and indices of deprivation

The data outputs will cover all of Norfolk and be available to all Local Authorities, meaning they can focus in on an area in more detail.

Match funding has been secured from [Eastern New Energy](#) (ENE), a 3-year research project who's aim is to understand and remove barriers that prevent us from rapidly decarbonising our society. Once the LEAR is completed, we will work with ENE to transform the data into a practical project with examples from other areas including accelerating EV uptake and net zero industrial estates.

The Norfolk LEAR is the first step towards developing a net zero pathway and can be taken forward in a number of ways, with one potential opportunity being to take the LEAR data foundation and develop a [Local Area Energy Plan \(LAEP\)](#).



- Industry Sector
- Commercial
 - Food, drink & tobacco industry
 - Major power producers
 - Minor power producers
 - Miscellaneous
 - Paper, printing & publishing industries
 - Processing & distribution of natural gas
 - Public administration
 - Waste collection, treatment & disposal

Dwellings Identified as Suitable for Rooftop Solar PV



1st most concentrated area in Peterborough.

Dwellings eligible for PV in area: 468

Combined capacity of these dwellings: 1,073kW



Skills

Employment and Skills Team comprises the LIFT, CHANCES and, Apprenticeships Teams, and the Skills Development Partnership. The focus is on raising skills levels within Norfolk for the benefit of both the individual and the economy.

**BRINGING
EMPLOYMENT &
SKILLS
TOGETHER**

Youth Pledge for Employers



icanbea...



European Union
European
Social Fund

Norfolk County Council has launched the [Youth Pledge for Employers](#) project, in partnership with Suffolk County Council and The Mason Trust, with the New Anglia Local Enterprise Partnership as a key stakeholder. This European Social Funded project, running until December 2023 aims to:

- Engage with SMEs across Norfolk and Suffolk to generate work inspiration, experience and/or employment opportunities for 16-24-year olds
- Be accessible by providing service that are directly available to young people, mainly by using [icanbea website](#) (hosted by The Mason Trust) to promote these opportunities
- Connect **420** organisations to Youth Pledge activities across the duration of the programme
- Create sustainability for when the programme ends by creating a legacy of employers committed to supporting young people across the region.

There are four Business Connectors employed across the region to connect businesses to the Youth Pledge and work with them to realise opportunities for Young People.

The team is now in place and in their first two weeks of being fully operational have already registered interest from nearly **20** employers.

Employers wanting to get involved can contact the team:

youthpledgeforemployers@norfolk.gov.uk

Employer Training Incentive Programme



The Employer Training Incentive Programme (ETIP) is a delegated grant scheme to assist Norfolk SMEs in sectors that have been most affected or highlighted by Covid-19. With funding for training from Norfolk County Council and the Norfolk Strategic Fund, this project aims to reach as many employers from the following sectors as possible:

- Visitor Economy – Tourism/Leisure/Hospitality/Culture/Entertainment
- Independent retailers
- Food & Drink businesses
- Agricultural business / Agritech
- Digital Technology businesses
- Businesses that can demonstrate that their work supports those above

The scheme can fund **75%** of training costs up to **£1,500** in total grant value per business. **50%** of the training cost is paid in advance of the training with the final **25%** of the grant paid on completion and programme evaluation. The ETIP team is now in place to support businesses and wants to hear from organisations as soon as possible as all training must be complete by the end of March 2022. Employers can contact the team at ETIP@norfolk.gov.uk for further information.

Funding

External Funding Team- provides support to the Council and other partners to access external funding, with the aim of increasing funds spent in Norfolk.

External Funding Team email: funding@norfolk.gov.uk

Norfolk County Council submits £12.5m of projects to UK Community Renewal Fund

The UK Community Renewal Fund (CRF) was announced in the March Budget by the UK Government and is the first programme to replace previously available EU structural funding. Four areas in Norfolk were listed by UK government as being “priority places”: Great Yarmouth, Kings Lynn, North Norfolk and Norwich.

Norfolk County Council (NCC) was designated as the CRF lead authority for the county by MHCLG, and as such ran the process for project selection and made the final submission to UK Government. Lead authorities were required to launch an open bidding round for their area and to produce a shortlist of applications for each place. We put together a facilitation team to support projects with their applications, and an appraisal team to support local leaders in decisions as to which projects were best to put forward. From this process, and in partnership with local town boards, a shortlist of **£12.5m** of projects were submitted to MHCLG on 16 June. The deadline for a decision by the UK government is expected sometime around late July.

Projects looking to access CRF must have aligned with one, or delivered across several, of the following investment priorities:

- Investment in skills
- Investment for local business
- Investment in communities and place
- Supporting people into employment

Applications from priority places had to meet a threshold score of **50%** to be considered, with projects delivering in solely non-priority places requiring **80%**. All multi-area projects spending at least **50%** in priority places are considered to be priority bids. CRF has an overall budget of **£220m** to spend across the whole of the UK and has limited submissions from each ‘place’ (District or Unitary Council) to a maximum of **£3m** including project management fees of **2%**. With **100** priority places identified, **£330m** would be required for each place to receive its full funding, therefore it is understood that the programme will be highly competitive.

Deadlines for the programme have been led and set by MHCLG, which meant that timescales for writing and appraising bids were short, giving applicants less than 4 weeks and appraisers a similar amount of time to carry out the required work. This has been achieved to a high standard across the board.

Upper tier authorities across the country have been given ‘lead authority’ status for the programme and will be the accountable bodies for each of their places once the final outcome is known, contracting with MHCLG and with the lead applicant for the delivery of the approved projects and monitoring spend and activity against target. These contracts will be signed following the final outcome.