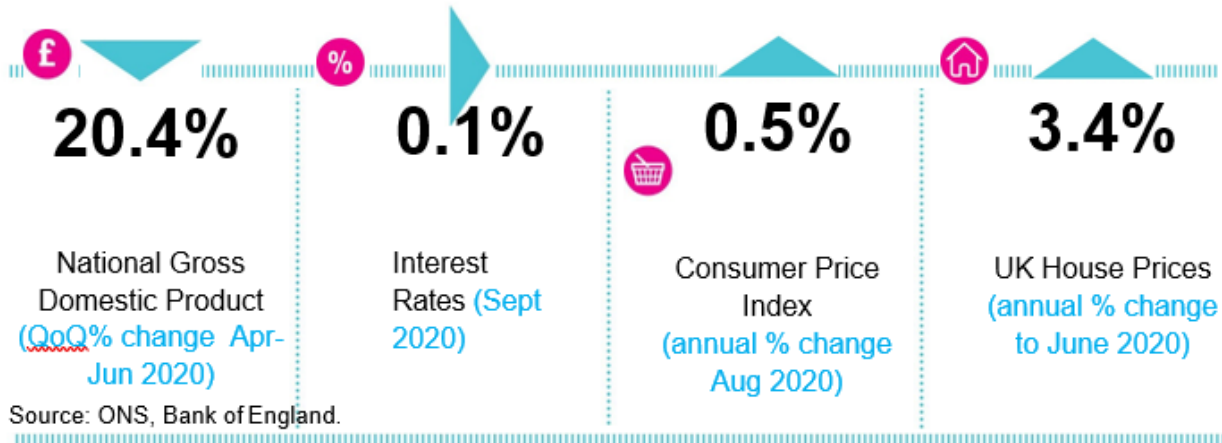




Norfolk Economic Intelligence Report

Welcome

This report brings together key business, economic and labour market intelligence to provide a regular insight into the current state of the Norfolk economy. Data is correct to 30 September 2020.



£2.225m Tourism Sector Support Package

In July a **£2.225m** tourism sector support package was agreed with the aim of making Norfolk as safe as possible for visitors and locals. The project, led by Norfolk County Council in partnership with all seven district councils and Visit East of England, was put in place to help the tourism sector to recover from the impact of COVID-19.

Funding was allocated to each District Council and to Visit East of England and is being used to help create a quality visitor experience whilst maintaining key Public Health messages to ensure we continue to keep COVID-19 figures as low as possible.

The package is supporting the ongoing work being undertaken at a regional and national level with VisitBritain and VisitEngland in seeking to become a Tourism Zone and to develop a sustainable, year-round visitor offer. Immediate activity included improving the presentation, cleanliness and hygiene of key locations and communication with visitors.

Quick Links

[Norfolk Economic Snapshot](#)

[Business](#)

[Infrastructure](#)

[Skills](#)

[Funding](#)

A grants programmes are also available in each district to support businesses with costs of adapting to the 'new normal' and to make the changes needed to extend the season.

Great Yarmouth Operations and Maintenance Campus



Norfolk County Council, in partnership with Great Yarmouth Borough Council, has

secured **£6m** of funding to deliver an offshore energy Operations and Maintenance Campus (O&M) at the Port of Great Yarmouth.

The project will capitalise on land in Borough Council ownership, close to the Southern North Sea wind farm arrays with access to deep water as well as the river port.

Repairs and an enhancement package are required to make the facility more accessible and attractive for businesses to invest.

Detailed analysis shows that the project could create up to **650** new jobs.

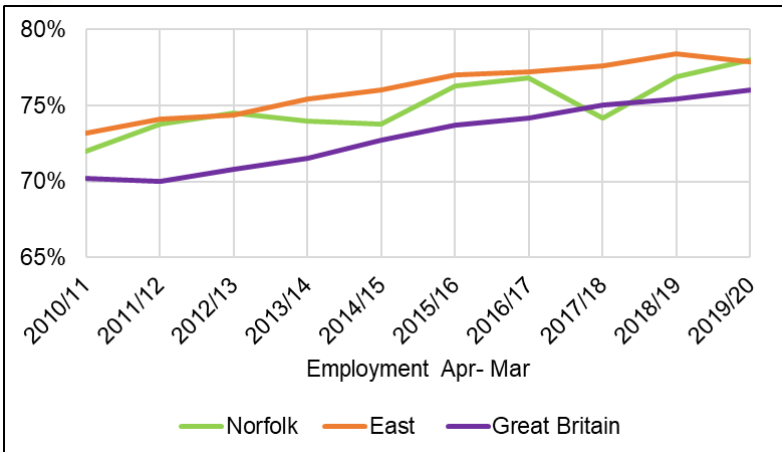
Norfolk Economic Intelligence Report



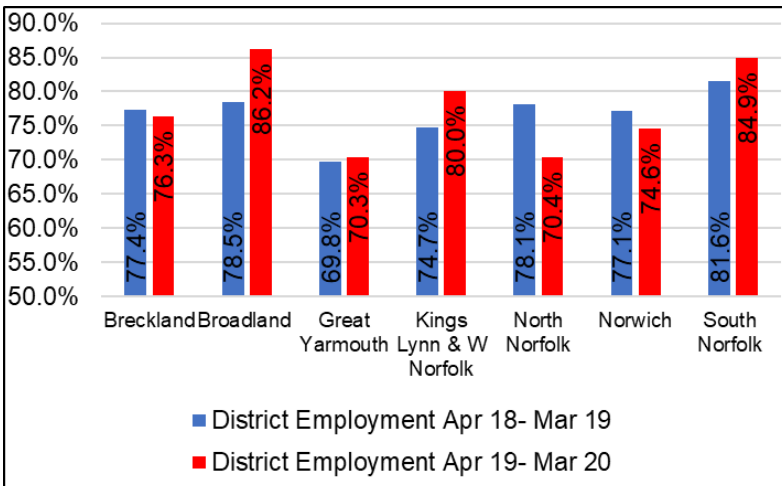
Norfolk Economic Snapshot



Employment

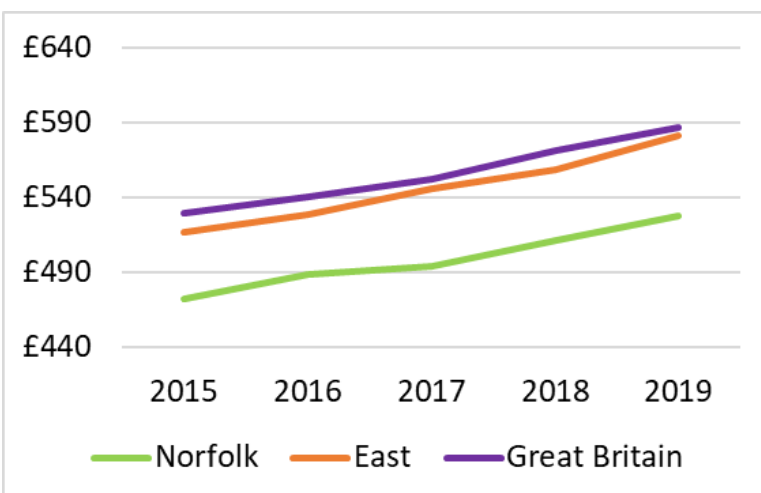


Source: NOMIS.



Source: NOMIS.

Average Weekly Earning



Source: NOMIS.

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

At **78%**, the County's performance is above both the national level (**76%**), and the regional level (**77.9%**).

Year on year comparison shows a more mixed picture for Districts.

At **3.8%**, Norfolk's unemployment level is better than national average (**3.9%**), but worse than the regional level (**3.2%**).

Figures above suggest Norfolk has maintained a healthy labour market.

However, it is important to note these are annual figures that have not included the impact of the current ongoing COVID-19 pandemic.

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

The average weekly earnings in Norfolk has risen by **11.8%** between 2015 and 2019 lower than the regional growth of **12.4%** but higher than national growth of **11%**.

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

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

Norfolk Economic Intelligence Report



Business

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

Internet of Things (IoT)



Norfolk has the largest free to access public sector IoT network in the UK.

Officially launched in September 20 by the Leader of Norfolk County Council Cllr Andrew Proctor, the IoT network is in use and serves businesses, individuals and the public sector.

They can use the IoT sensors on the network to sense, monitor, manage and report. This includes things such as temperature, air quality, moisture levels, traffic movements and anything else you can think of!

The launch event aimed to raise awareness of this technology within the business community and set out our ambitions for the future. Businesses can learn more at upcoming workshops to be held in November 2020. Find out more [here](#). or email us.

Cybersecurity

This is a joint initiative between Norfolk & Suffolk Constabularies and the National Cyber Security Centre (NCSC) and provides businesses with free online safety and cyber security advice.

A number of online sessions are being held which will include information on the most common threats to cyber security, the impact of a cyber incident to a business and how to protect your business from online criminals: The sessions are as follows:

General Business Event - 6 November 10am
Manufacturing/NAAME - 13 November 2.30pm
Finance/FIG - 9 December at 2.30pm.

Please email us to register your interest.

Rise! A recovery conference for food and drink producers

A recovery conference for Food & Drink producers

Food and drink businesses across Norfolk attended a webinar in September that gave practical and inspirational ideas for business recovery.

Organised by Norfolk County Council in partnership with Tech East, the New Anglia LEP, Local Flavours and Norfolk Chamber of Commerce the event also promoted the use of digital technology as being integral to success.

We had a whole host of engaging speakers including Professor Andrew Fearne, UEA, Wild Knight Distillery, Fielding Cottage, SocialB, Marketplace Amp, Doug Field and Emma Taylor from the New Anglia LEP. Valerie Watson Brown also joined us to talk about the Local Flavours food and drink trade show, now being held on 21 March 2021. Find out more at www.localflavours.co.uk.

Agri Food Intelligence and Feasibility Research

The first draft of the Agri-food Intelligence and Feasibility research project, jointly commissioned by NCC, Suffolk County Council and New Anglia LEP by Savills is now ready.

The research project is a key report for the Norfolk & Suffolk Agri-food Industry Council to identify opportunities in the supply chain to add value, in addition to follow on project work looking at food partnerships. The final report is scheduled to be published at the end of October 2020.

Norfolk Economic Intelligence Report



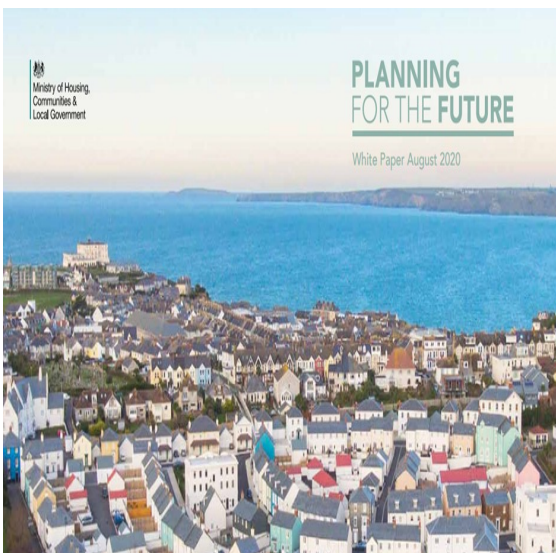
Infrastructure

Planning for the Future

On 6 August 2020 the Government published its consultation White Paper on Planning for the Future which in its own words proposes “radical reform unlike anything we have seen since the second World War” to the planning system. The proposals are focussed on delivering housing and employment growth.

The key proposals for reforming the planning system include: streamlining the Local Plan process by requiring Local Authorities to produce plans in 30 months; introduction of zonal planning; bringing a new focus on design and sustainability; and supporting efforts to combat climate change.

While the County Council welcomes many of the aims set out in the White Paper, there are a number of issues affecting the County Council in its various statutory roles which will require further legislation to ensure that the County Council, as an infrastructure provider has a clear and statutory role in the preparation of other authorities’ Local Plans particularly in proposed Growth Areas and has sufficient access to any new developer funding regime to enable us to deliver key infrastructure, such as roads and schools.



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

Transport East

Following the appointment of Andrew Summers as Strategic Director of Transport East, the Sub-national Transport Body covering Norfolk, Suffolk, Essex, Southend and Thurrock, activity has stepped up a gear. Sub-national Transport Bodies are tasked with developing a single voice for transport within their respective areas.

Transport East has successfully secured funding from government, some of which will be used to enable completion of its transport strategy. This will focus on its agreed outcomes of:

- Energised Coastal Communities
- Global Gateways
- Multi centred connectivity
- Decarbonisation
- National economic recovery and growth

Transport East was key to getting government support and scheme-development funding for the Norwich Western Link and Long Stratton Bypass. It has a member forum comprising the five transport authorities, three district representatives (one for each county group), Highways England, two local enterprise partnerships, three chambers of commerce and Network Rail. The forum is supported by wider partnerships including the Department for Transport. Its chair is Kevin Bentley, Deputy Leader of Essex County Council and Cabinet Member for Infrastructure. Martin Wilby, Cabinet Member for Highways and Infrastructure, Norfolk County Council is the vice-chair.

Norfolk Economic Intelligence Report

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.

Employment and Skills team email: skills@norfolk.gov.uk

Recruit | Retain | Reward

Apprenticeships Norfolk launched the **Recruit | Retain | Reward** incentive on 1 August 2020 for employers recruiting new apprentices or taking on redundant apprentices to complete their apprenticeships.

The scheme complements the current additional Apprenticeship incentives provided by the Government as part of the 'Plan for Jobs'. The national incentives apply to all employers recruiting all ages of new apprentices. **Recruit | Retain | Reward** provides an **additional £1,000** for small/medium businesses in Norfolk, recruiting apprentices aged 16-24.

Since launching the scheme, Apprenticeships Norfolk are thrilled to have received a steady number of applications; **73%** of applications have been for apprentices aged 16-18, with the remaining **27%** supporting apprentices aged 19-24.



**RECRUIT
RETAIN
REWARD**

**IT PAYS
TO EMPLOY
A YOUNG APPRENTICE**

APPLY FOR A GRANT TODAY AND RECEIVE:

£1000
'Recruit' Incentive grant - to support a non-levy business employing a new apprentice aged 16-24.

OR

£1000
'Retain' Recognition grant - to support a non-levy business offering new employment to an existing, redundant apprentice aged 16-24 to complete their apprenticeship.

Grant funds can be used towards: purchase of equipment required by the apprentice to complete their apprenticeship; travel expenses for apprentice or onboarding recruitment & operational costs.

Apprenticeships Norfolk | Apprenticeships Ambassador Network East of England | Apprenticeships Suffolk

Agri-food

We are working towards the launch of 'Developing Skills Provision', a project developed specifically to address the skills needs of the Agri-food Sector in Norfolk. Its aim is to deliver a programme of intensive engagement with employers and providers across the sector, designed to address workforce development needs and better equip the sector with the skills needed for growth.

Working collaboratively with a range of partners, we will undertake a training needs analysis with Agri-food businesses across Norfolk to understand more about their training needs and identify barriers to upskilling the workforce.

The project will also deliver targeted work with Further Education (FE) and Higher Education (HE) providers to understand how they can respond to the challenges around demand for higher level qualifications, explore the potential for facilitating progression routes to local FE and HE provision, and explore the development of a link between larger employers and training providers to support provision with experienced and skilled tutors.

Norfolk Economic Intelligence Report



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

Bid Writing Workshops

The Norfolk County Council External Funding Team have been working to convert their popular bid writing workshops from an in-person format to a virtual programme. Understanding that a full half day or full day online workshop is a bit of an anomaly the team have broken the workshops into five shorter 45 minutes sessions, with each session focusing on a specific aspect of writing an application for funding.

These workshops are open to both NCC departments, and to external organisations.

Programmes are limited to 8 people each with bespoke workshops available upon request. Please email funding@norfolk.gov.uk to discuss your requirements.

There are currently three virtual bid writing programmes scheduled, each consisting of 5 sessions, of approximately an hours duration. Some will have begun by publication.

Each programme of activities will follow the same curriculum and each session is mirrored in all programmes.

Delegates may, if their diaries require, switch between programmes to complete the whole course, or select the element / session required. Should this be the case the delegate will need to accept each meeting invitation individually, and not accept the series as a whole. For further information please contact the External Funding Team at funding@norfolk.gov.uk.

Session 1: Project Description	What, Where, Who, When, How
Session 2: Project Justification	Need, Demand, Evidence, Data, Counterfactual
Session 3: Project Benefit	Outputs, Outcomes, Matrices, Measures, Monitoring, Success
Session 4: Project Finance	Budget, Match Funding, Overheads, Staff Cost
Session 5: Application Appeal	Making an application stand out from the crowd to a funder

Programme 1 (P1) scheduled for: Tuesdays at 10:00	Programme 2 (P2) scheduled for: Thursdays at 12:00	Programme 3 (P3) scheduled for: Wednesdays at 09:00
Oct 13 - Session 1	Oct 22 - Session 1	Nov 18 - Session 1
Oct 20 - Session 2	Oct 29 - Session 2	Nov 25 - Session 2
Oct 27 - Session 3	Nov 05 - Session 3	Nov 02 - Session 3
Nov 03 - Session 4	Nov 12 - Session 4	Dec 09 - Session 4
Nov 10 - Session 5	Nov 19 - Session 5	Dec 16 - Session 5