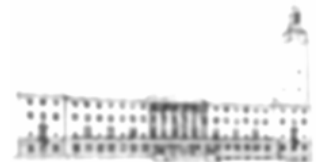




NORWICH
City Council

The Norwich Economy





Norwich – Driver of Norfolk’s Economy

- The Norwich Local Authority area population is around 123,500 - about two-thirds are of working age
- 43% of Norfolk’s employment is based in the Greater Norwich area
- More than 50,000 people commute into Norwich from the rest of Norfolk – proportionally the highest in-bound commuter rate outside of 4 London Boroughs





Employment

- More people work in Norwich than in Cambridge, Colchester or Ipswich
- Approximately 88,000 jobs in 5,000 workplaces are based in the Local Authority area – 32,000 of these jobs are in Mancroft ward covering the City centre
- Around 85% of Norwich's jobs are in the Service Sector which reflects the national trend
- Employment in the City is dominated by 60 large organisations (200+ employees) which employ just over a third of the City's workforce (30,359 people)





Industrial Sectors

Norwich's key sectors are:

| | % of employment |
|--|------------------------|
| ▪ Banking, Finance & Insurance | 28.7% |
| ▪ Distribution, Hotels & Restaurants (inc. Retail) | 25.7% |
| ▪ Public Services (Gov't, Health & Education) | 19.9% |
| ▪ Manufacturing | 11.1% |
| ▪ Creative Industries* | 8.2% |
| ▪ Tourism* | 9.0% |
| ▪ Transport & Communications | 5.0% |
| ▪ Construction | 4.1% |

* these sectors comprise a number of sub-sectors already included in the Broad Industry Groupings





Company Size

| | UK | Norwich |
|------------------|-----------|----------------|
| 1-4 employees | 68% | 58% |
| 5-10 employees | 15% | 18% |
| 11-24 employees | 9% | 12% |
| 25-49 employees | 4% | 6% |
| 50-199 employees | 3% | 4% |
| 200+ employees | 1% | 2% |





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Company Headquarters

Norwich is host to more than 50 national/regional headquarters including:

- Norwich Union
- The One Account
- John Innes Centre
- Adobe
- KLM UK
- May Gurney





Financial Industries

- The Financial Industries employ 28.7% of the City's workforce.
- Based at City College Norwich, the Norwich School of Financial Services offers a portfolio of professional qualifications which is unique outside London.
- Norwich Union worked in partnership with the UEA, City College Norwich and the Financial Industries Group to develop a Foundation Degree in Financial Services
- Recently announced £3m National Skills Academy to be based in Norwich





Creative Industries

- Norwich has the largest cluster of Creative Industries in the Eastern Region and employment in the Media Industry is 20% higher than the national average
- The City is home to the highly regarded, Norwich School of Art and Design, one of only 10 independent Art and Design schools in the country
- The MA in Creative Writing at UEA has an international reputation
- Strong cultural offer includes 5 theatres, 4 museums and more than 20 music venues and art centres
- Norwich is home to many festivals





Health and Life Sciences

- Norwich Research Park - Europe's largest single-site concentration of research and development in the areas of Plants; Microbes; Food; Diet & Health; Environment and Information Systems.
- 50,000 sq. ft Genome Laboratory, which includes the Norwich Bio-Incubator, a £5m state-of-the-art facility offering 12 self-contained units for biotechnology spinout and start-up companies.
- NRP-E is being developed as an enterprise hub through a partnership which includes NRP organisations, EEDA, Local Authorities and Business Link





Engineering

- A £4.5m Engineering Excellence Centre is currently under construction at Group Lotus, Hethel and is on target to open in January 2005
- The Centre will form part of the internationally recognised and networked Motorsport Valley cluster, supporting the development of new engineering businesses as well as providing high quality specialist training and advice to help keep companies competitive
- It will provide state-of-the-art workshops and office space for a cluster of small engineering companies.





Retail

- Norwich is ranked the ninth best shopping centre in the UK and the best in the Eastern Region (Experian Survey of 1,100 town and cities)
- Norwich has a unique retail offer: independent stores, small specialist shops and major high street chains.
- Chapelfield opened on the 21st September 2005 bringing 2,000 retail jobs
- The largest, oldest, permanent 6-day open-air market in England





Tourism

- In 2005, Norwich was voted the UK's 11th favourite city and was placed above Cambridge, Bristol, London and Oxford (Guardian/Observer Annual Travel Awards 2005)
- Visitors spend £342m annually in the Norwich area and £180m in the Norwich local authority area which directly supports 3,984 full-time equivalent employees (some 5,000 jobs) in more than 2,000 businesses covering a range of sub-sectors
- VisitNorwich Ltd launched in April 2005, key areas of activity include development of the Norwich & Norfolk Conference Bureau; working with Norwich International Airport to develop inbound tourism; creating a programme of short breaks, day trips and excursions; coordinating a major new Norwich Food Festival





Evening Economy

- Norwich is the number one venue in the Eastern region for entertainment and culture. The evening economy is experiencing rapid growth with around 30,000 people estimated to come into the City for its nightlife on a Saturday night.
- More than 20 clubs/music venues are based in Norwich and the City Centre is home to approximately 150 bars and restaurants
- Norwich has 4 cinemas from multiplexes of 14 screens to Norwich's oldest arthouse cinema, Cinema City, which is currently being re-developed to provide a 3-screen venue and the first digital cinema facility outside of London





Growth Industry Forecasts

The following industries are expected to show employment growth to 2015:

Distribution, Retailing, Hotels & Catering

Land Transport etc, Banking & Finance

Computing Services, Professional Services

Other Business Services, Education,

Health & Social Work, Miscellaneous Services





Forecast Occupations

| Measured in 000s | 2004 | 2015 |
|---|------|------|
| Managers and senior officials | 10.9 | 12.4 |
| Professional occupations | 13.3 | 14.9 |
| Associate professional/technical occupations | 12.7 | 13.2 |
| Administrative clerical/secretarial occupations | 8.1 | 6.6 |
| Skilled trades occupations | 12.9 | 12.4 |
| Personal service occupations | 6.2 | 7.3 |
| Sales and customer service occupations | 12.4 | 14.2 |
| Process plant & machine operators | 10.7 | 10 |
| Elementary occupations | 15.6 | 15.2 |





Deprivation – A tale of two cities

- According to the Indices of Deprivation 2004, Norwich is the most deprived local authority district in the Eastern Region and the 61st most deprived district nationally
- 21,460 people in Norwich are income deprived (below 60% of median Household income)
- Over 30% of children aged under 16 in the City Council area are affected by income deprivation - on this measure, Norwich is ranked 50th nationally; within the most deprived 20% of areas.
- Norwich has the highest proportion of Income Support claimants and Housing Benefit claimants in the Eastern region
- Norwich was designated by Central Government for Neighbourhood Renewal Funding in July 2005





Wage Rates

The average hourly wage rate (excluding overtime) is lower in Norwich than at the national level:

- UK - £11.96 per hour
- Norwich - £10.44 per hour

And lower than in other urban centres in the Region:

- Cambridge - £13.22 per hour
- Ipswich - £10.47 per hour
- Peterborough - £11.02 per hour





Unemployment

- The City has seen a significant reduction in unemployment over the last few years, from a rate of 9% in July 1995 to 3.3% in November 2005.
- However, Norwich's unemployment rate remains relatively high compared to a rate of 2.2% across the County, 1.8% across the Eastern Region and a UK rate of 2.4%.
- The following wards have unemployment rates above the Norwich average:

| | |
|---------------|------|
| Lakenham | 3.4% |
| Wensum | 3.6% |
| Catton Grove | 4.7% |
| Thorpe Hamlet | 4.7% |
| Mile Cross | 5.9% |
| Mancroft | 6.5% |





Skills Levels

- 19.7% of the working age population has no qualifications compared to 15.1% nationally
- In 1998/1999, 2.46% were accepted onto HE (UCAS and Open University) courses compared to 5.65% nationally – Norwich has the worse access to HE in Norfolk and the 2nd worse nationally
- **But** 46% (UK 43%) of Norwich's resident population is qualified to Level 3+ and 33% (UK 25%) is qualified to Level 4+ (Degree level)
- The UEA has the 2nd highest graduate retention rate in the country





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