



GREAT YARMOUTH
BOROUGH COUNCIL

GREAT YARMOUTH

Main Economic Indicators

2011

Introduction

This report contains the main economic indicators for Great Yarmouth.

If you would like any further information on the data provided, please contact the Economic Development Unit on 01493 335645 or email emarcham@great-yarmouth.gov.uk

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Indicators

DEMOGRAPHICS

Table 1: Population and Age Structure

Age Group (Years)	Great Yarmouth		Norfolk	East	Great Britain
	Numbers	%	%	%	%
Age Group: 0-4	5,100	5.4	5.2	6.0	6.1
Age Group: 5-14	10,300	10.6	10.4	11.6	11.3
Age Group: 15-29	16800	17.4	17.8	18.4	20
Age Group: 30-44	17500	18.2	18.4	20.7	20.8
Age Group: 45-64	26500	27.5	26.9	25.8	25.3
Age Group: 65-74	10700	11.1	10.8	8.9	8.6
Age Group: 75+	9400	9.8	10.2	8.3	7.8
Total	96,300	-	-	-	-

Source: Mid-year population estimates 2009 (ONS)

Table 2: Parish Populations

Parish	2008
Great Yarmouth (unparished area)	49,598
Ashby with Oby	64
Belton with Browston	3,890
Bradwell	10,399
Burgh Castle	1,282
Caister-on-Sea	8,692
Filby	757
Fleggburgh	943
Fritton and St. Olaves	491
Hemsby	3,320
Hopton-on-Sea	3,116
Martham	3,358
Mautby	379
Ormesby St. Margaret with Scratby	4,113
Ormesby St. Michael	293
Repps with Bastwick	385
Rollesby	1,042
Somerton	254
Stokesby with Herringby	318
Thurne	130
West Caister	179
Winterton-on-Sea	1,362

Source: Norfolk County Council

Note: Great Yarmouth town is less than the sum of the unparished wards, owing to part of Gorleston ward being in the parish of Hopton-on-Sea

Table 3: Ethnicity

	Great Yarmouth	East of England	England
	(%)	(%)	(%)
White: British	97.04	91.45	86.99
White: Irish	0.49	1.14	1.27
White: Other White	1.1	2.53	2.66
Mixed: White and Black Caribbean	0.18	0.37	0.47
Mixed: White and Black African	0.08	0.11	0.16
Mixed: White and Asian	0.19	0.32	0.37
Mixed: Other Mixed	0.15	0.27	0.31
Asian or Asian British: Indian	0.17	0.95	2.09
Asian or Asian British: Pakistani	0.12	0.72	1.44
Asian or Asian British: Bangladeshi	0.01	0.34	0.56
Asian or Asian British: Other Asian	0.08	0.25	0.48
Black or Black British: Caribbean	0.05	0.49	1.14
Black or Black British: African	0.08	0.31	0.97
Black or Black British: Other Black	0.02	0.1	0.19
Chinese or other ethnic group: Chinese	0.09	0.38	0.45
Chinese or other ethnic group: Other ethnic group	0.16	0.27	0.44

Source: ONS (2001)

Table 4: Social Profile of Great Yarmouth

National Statistics Socio-economic Classification - All People	Great Yarmouth Non-Metropolitan District
All people aged 16-74	64,808
Large employers and higher managerial occupations	1,027
Higher professional occupations	1,359
Lower managerial and professional occupations	9,200
Intermediate occupations	5,024
Small employers and own account workers	5,237
Lower supervisory and technical occupations	5,678
Semi-routine occupations	9,697
Routine occupations	7,924

Never worked	1,451
Long-term unemployed	1,207
Full-time students	2,779
Not classifiable for other reasons	14,225

Source: National Statistics Socio-economic Classification - All People (2001)

BUSINESS

Table 5: Business Demographics

	Number of Active Enterprises	Number of Business Births	Number of Business Deaths
2009	3120	350	355
2008	3110	295	300
2007	3160	345	300
2006	3120	365	310
2005	3085	375	330
2004	3085	425	360

Source: ONS – Business Demography

Table 6: Total Floor Space

	Total commercial and industrial floor space	Total office floor space
	Floor space in 000 square metres	
2000	937	75
2001	956	75
2002	973	76
2003	967	78
2004	946	78
2005	962	78
2006	969	79
2007	964	79
2008	961	78

Source: Local Knowledge; Commercial and Industrial Floorspace and Rateable Value Statistics

LABOUR MARKET

Table 7: Working Age Population

Age	Great Yarmouth		Norfolk	East	Great Britain
	Numbers	%	%	%	%
Working Age Population (Aged 16 – 64)	59,600	61.9	62.1	63.8	65.0

Table 8: Labour Market Structure

	Great Yarmouth	Great Yarmouth	East	Great Britain
	Numbers	%	%	%
Economically active [†]	46,500	77.8	78.8	76.4
In employment [†]	42,600	70.8	73.5	70.4
Employees [†]	34,000	58.1	62.9	60.9
Self employed [†]	8,500	12.7	10.3	9
Unemployed (model-based)	4,300	9.1	6.6	7.7

Source: ONS annual population survey (Jul 2009-Jun 2010)

† Numbers are for those aged 16 and over, % are for those aged 16-64

Table 9: Employment Rate

	Great Yarmouth	Norfolk	East	Great Britain
	<i>Percentage of the working age population (Aged 16-64)</i>			
2009	68.3	74.1	74.3	70.7
2008	63.5	70.6	75.0	72.2
2007	69.2	74.0	75.2	72.5

Source: ONS Annual Population Survey

Table 10: Employment by sector

	Great Yarmouth		East	Norfolk	Great Britain
	Number	%	%	%	%
Total Employees Jobs	36,300	*	*	*	*
Agriculture and Mining	800	2.3	2.2	1.4	2.0
Manufacturing & Construction	4,700	12.8	14.7	15.8	13.8
Retail and Wholesale	6,700	18.2	18.0	17.8	16.2
Transport & storage (inc postal)	1,800	4.8	5.2	4.4	4.6
Accommodation & food services	4,300	11.8	5.7	7.0	6.7
Finance, IT, other business activities	4,800	13.0	20.6	18.0	20.1
Public admin, education & health	11,400	31.2	26.2	29.5	28.2
Arts, entertainment, recreation & other services	1,800	4.8	4.4	4.5	4.5

Source: Business Register and Employment Survey 2009 (NOMIS)

Graph 1: Unemployment Rate

Unemployment rate from January 2000 - December 2010

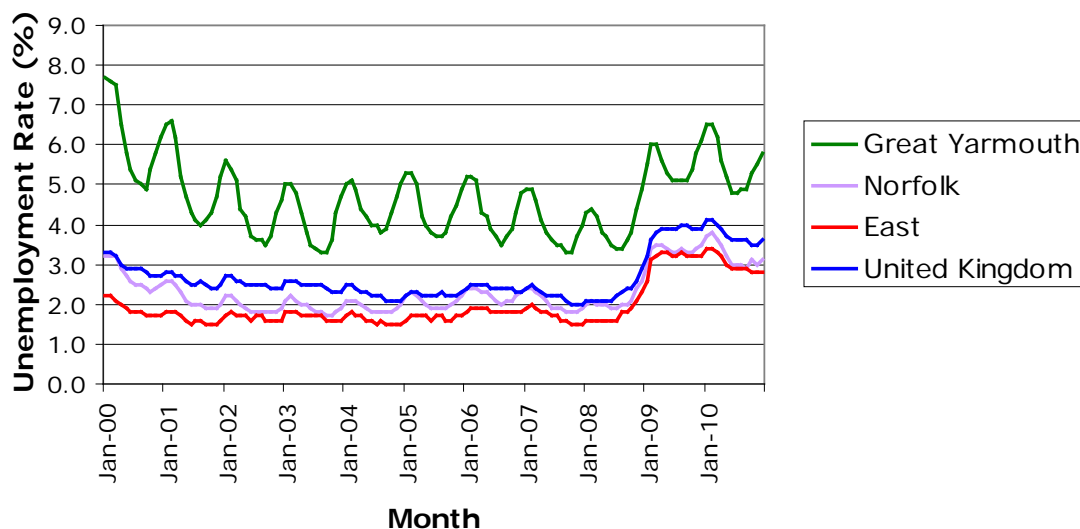


Table 11: 2010 Unemployment Rates

The table below shows the monthly rates for 2010.

Date	Great Yarmouth		Norfolk	East	United Kingdom
	Number	%	%	%	%
January	3,880	6.5	3.7	3.4	4.1
February	3,866	6.5	3.8	3.4	4.1
March	3,670	6.2	3.6	3.3	4.0
April	3,324	5.6	3.5	3.2	3.9
May	3,112	5.2	3.2	3.0	3.7
June	2,870	4.8	3.0	2.9	3.6
July	2,861	4.8	3.0	2.9	3.6
August	2,908	4.9	3.0	2.9	3.6
September	2,943	4.9	2.9	2.9	3.6
October	3,165	5.3	3.1	2.8	3.5
November	3,261	5.5	3.0	2.8	3.5
December	3,465	5.8	3.1	2.8	3.6

Source: NOMIS; Claimant Count

EARNINGS

Table 12: Resident Wage

Date	Great Yarmouth	Norfolk	East	Great Britain
	Median Weekly Wage (£)			
2002	332.7	349.6	415.9	392.7
2003	368.5	370.7	431.7	406.2
2004	363.9	377.7	447.6	421.3
2005	356.8	383.0	456.7	432.8
2006	383.3	396.3	466.0	445.9
2007	410.1	411.1	479.9	460.0
2008	411.2	416.3	499.0	480.0
2009	402.3	446.1	509.5	490.5
2010	403.0	445.8	523.3	501.8

Source: ONS Annual Survey of Hours and Earnings

Note: Results for 2003 and earlier exclude supplementary surveys. In 2006 there were a number of methodological changes made.

Graph 2: Resident Earnings

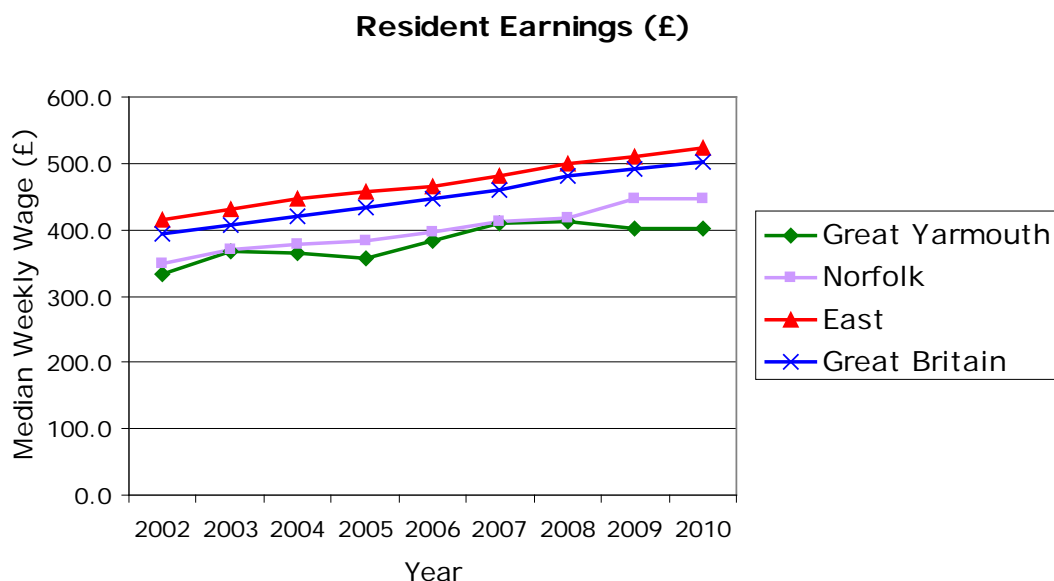


Table 13: Workplace Earnings

Date	Great Yarmouth	Norfolk	East	Great Britain
	Median Weekly Wage (£)			
2002	374.0	349.4	392.6	392.2
2003	381.8	364.9	407.6	405.2
2004	374.5	371.4	419.1	420.3
2005	399.4	383.1	427.7	431.7
2006	406.4	396.3	440.6	444.8
2007	446.6	408.8	450.5	459.3
2008	439.7	421.4	469.1	479.1
2009	457.9	445.3	478.6	489.9
2010	451.3	445.8	488.7	500.4

Source: ONS Annual Survey of Hours and Earnings

Note: Results for 2003 and earlier exclude supplementary surveys. In 2006 there were a number of methodological changes made.

Graph 3: Workplace Earnings



QUALIFICATIONS

Table 14: Qualification levels in Great Yarmouth

Variable	Great Yarmouth			Norfolk			East			Great Britain		
	2007	2008	2009	2007	2008	2009	2007	2008	2009	2007	2008	2009
Percentage of the working age population (aged 16-64)												
% with NVQ4+	16.0	10.6	10.3	22.3	21.0	23.8	25.9	25.6	27.3	28.5	28.6	29.9
% with NVQ3+	39.0	27.2	29.2	43.6	41.3	44.6	45.5	44.5	46.9	48.4	48.2	49.3
% with NVQ2+	56.5	51.3	45.4	59.7	58.6	63.2	61.9	61.4	64.2	64.3	63.9	65.4
% with NVQ1+	74.8	66.4	69.2	76.7	76.5	78.8	77.9	77.4	79.9	77.9	77.7	78.9
% with other qualifications	13.9	9.0	8.4	9.8	9.0	8.4	9.4	9.6	8.8	8.8	8.9	8.8
% with no qualifications	11.3	24.6	22.4	13.5	14.4	12.8	12.7	13.0	11.3	13.3	13.5	12.3

Source: ONS Annual Population Survey

Table 15: School Performance (GCSE)

	Number of pupils at end of KS4	GCSE/GNVQ Results (% of pupils achieving)		
		5+ A*-C	5+ A*-G	Min of 1 qualification
England Average		70.0	92.3	98.9
Norfolk Average		63.9	93.7	98.6
Caister High School	165	59	88	98
Cliff Park High School	218	63	94	99
Flegg High School	184	71	94	99
Great Yarmouth (VA) High School	186	59	90	98
Lynn Grove (VA) High School	224	80	98	100
Oriel High School	154	32	75	94

Source: Dept for Education (2009)

DEPRIVATION

Table 16: Deprivation Ranking for Norfolk Districts

District	Rank of Average Score
Breckland	213
Broadland	301
Great Yarmouth Borough	58
Kings Lynn & W Norfolk	137
Norwich	62
North Norfolk	160
South Norfolk	286

Source: Index of Multiple Deprivation (2007)

Note: The lower the rank, the more deprived the area

SOCIAL ASPECTS

Table 17: Tenure

	Great Yarmouth	East of England	England
All Households	39,380	2,231,974	20,451,427
Owned	27,556	1,622,870	14,054,122
Owned: Owns outright	13,894	684,456	5,969,670
Owned: Owns with a mortgage or loan	13,570	926,969	7,950,759
Owned: Shared ownership	92	11,445	133,693
Social rented	7,086	368,630	3,940,728
Social rented: Rented from Council (Local Authority)	6,054	259,031	2,702,482
Social rented: Other social rented	1,032	109,599	1,238,246
Private rented	3,690	196,591	2,037,470
Private rented: Private landlord or letting agency	3,297	168,985	1,798,864
Private rented: Employer of a household member	87	7,751	53,618
Private rented: Relative or friend of a household member	250	12,554	124,572
Private rented: Other	56	7,301	60,416
Living rent free	1,048	43,883	419,107

Source: ONS 2001