



## Broads LAG

area distribution



■ Broadland  
■ Great Yarmouth  
■ North Norfolk

The Broads LAG area cuts across the three council districts of Broadland, North Norfolk and Great Yarmouth (note **urban Great Yarmouth is not included** but all other parts of the GY Borough are).

Also included are the towns of Acle, Wroxham, Stalham and the substantial villages of Martham, Blofield and Brundal as well as all other towns and villages and the 'very rural' areas in between. The 'Greater Norwich' areas of Sprowston and Thorpe that are located in Broadland are included.

All of these areas are possible sources of people and businesses that could benefit from a LIFT funded project.

### Local Business Overview

There are a significant number of target small to medium enterprises (SMEs) in the area

Size (employees)	No.	2015 figures shown
Micro (0 to 9)	4010	
Small (10 to 49)	465	
Medium (50 to 249)	50	

and the local business survival rate beats the national average year on year

Business Survival Rates from 2009 births	1 year per cent	2 year per cent	3 year per cent	4 year per cent	5 year per cent
UK	90.8	73.8	59.6	48.9	41.7
Example: Broadland	90.2	79.3	64.6	54.9	48.8

Certain business sectors dominate in the Broads area. They are health and care, finance, construction, retail, whole sale, education, accommodation and food services.

Other significant sectors include agriculture and livestock farming, arts and heritage, tourism, food processing, haulage, farm equipment suppliers. The area has a strong employment focus on financial services and engineering with a particular emphasis on aviation.

There is a large manufacturing presence, with a strong aviation-related cluster centred around Norwich International Airport, KLM UK Engineering and Air Livery. This cluster seeks to support the growth in the overhaul, maintenance, refurbishment and repair of aircraft.

Other sectors are also represented and the LAG believes there are additional **opportunities** for growth and employment in sustainable tourism, rural skills, on-farm processing, boat building and for apprenticeships schemes in biodiversity in land management and farming

**NOTE: Any rural SME business in the area from any sector can be eligible for support from a LIFT Skills or LIFT Trials project.**

### Local skills overview

Improving the skills and qualification levels of working age people in the area is key to supporting the local economy and raising household incomes. The skills attainment levels of local people in Broadland shows a mixed picture with a fewer number people with no qualifications than the national average but also fewer people with an NVQ3 level qualification or above.

Broadland		Number	% local resident population aged 16-64	National average
Qualification (Jan-Dec 2014)	No qualification	4500	6.1	8.8
	NVQ1 and above	64400	87.2	85
	NVQ2 and above	51700	70.1	73.3
	NVQ3 and above	39500	53.5	56.7

Qualification levels in Great Yarmouth and North Norfolk are lower than in Broadland. Using the proportion of residents with no qualification as an example, both Great Yarmouth (11.5%) and North Norfolk (11.3%) have much performed poorly when compared the national rate of 8.8%

### **LIFT Priorities**

The LIFT programme is looking to fund projects that will offer solutions for local businesses and people to:

- ✓ Enable rural businesses to recruit, train and retain staff they need
- ✓ Overcome the barriers faced by many working age residents in rural areas to be ready for, and secure employment, including self-employment

The Broads area has a higher than national average proportion of residents working in basic level jobs and a lower than national average proportion people working in high skilled, professional level jobs.

There is a need to support existing businesses by helping them to 'upskill' existing employees with bespoke training packages in order to keep their business operating to capacity and to develop and grow

Improving English language and basic numeracy, literacy and ICT skills could raise the confidence and prospects of employees and job seekers. This may also encourage those not currently seeking work to enter the local workforce.

LIFT will fund projects that will contribute to positive change to the local economy through support for working age people in the LAG area.

Overall the LIFT funding programme must deliver the following as a minimum:

- 351 unemployed people (including long-term unemployed) and 151 inactive people supported towards or into employment, of whom 176 are expected to be in employment at the end of the project.
- 713 people in employment supported to develop their skills to benefit their own careers and to enhance their contribution to their employer businesses, of whom 120 will have no basic skills at the outset of the training.
- 61 businesses supported to deliver work trials for those with limited or no workplace experience, and from disadvantaged communities.

Other targets include support for groups of participants who may face additional barriers because they are

- without basic skills
- over 50
- from an ethnic minority group
- have a disability
- single parents

### **Some key local statistics to inform LIFT projects ideas might be:**

- 18% of Broadland population is economically inactive, in Gt Yarmouth and North Norfolk the rate is 26.2% and 27.8% respectively
- More women than men are inactive
- The total claimant count for the main out of work benefits is 4350, of which 480 is claiming JSA, 3390 is claiming ESA and incapacity benefits, 370 is lone parents support, 110 are others on income related benefits.
- There are 140 claimants over the age of 50 claiming JSA and universal credits. These are the people who are capable of, available for, and actively seeking work (Feb 2016).
- There are also 590 residents claiming disability benefits. (Aug 2015)