



Waveney Valley LAG

LAG area distribution



- South Norfolk
- Mid-Suffolk
- Suffolk Coastal
- Waveney
- Gt Yarmouth

The Waveney Valley LAG area cuts across the four district council areas of South Norfolk, Waveney, Mid-Suffolk, Suffolk Coastal and rural Great Yarmouth Borough. Please note that urban GT Yarmouth **is not included** in the LAG or LIFT area but the villages surrounding the town are. The towns of Diss, Beccles, Halesworth, Lodden, Harleston, Eye and Bungay together with their hinterlands and surrounding villages are also included.

These areas are all possible sources of people and businesses that can benefit from LIFT projects

Local Business Overview

There are a significant number of target Small to Medium Enterprises (SMEs) in the area that could benefit from a LIFT project

Size (employees)	No.
Micro (0 to 9)	4800
Small (10 to 49)	405
Medium (50 to 249)	65

2015 figures shown

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



Waveney Valley

Certain business sectors and employers dominate in the Waveney Valley area. They are health and care, construction, retail, professional services, education, business services and wholesale. Other significant sectors include agriculture food and tourism

Agri-tech and Life Sciences have been identified by the Government as having national growth potential and Norfolk is ideally placed to contribute to that growth. The South West of Norwich is home to the Norwich Research Park and the Longwater employment area, attracting a strong cluster of agri-tech and life sciences business and research

Other sectors are also represented LAG and the LAG believes there are additional **opportunities** for growth and employment in the creative sector, in ICT and for greater home-based working

Any rural SME business 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

A key concern is that the skills attainment of local people is significantly below the national average in Waveney Valley's South Norfolk area

South Norfolk	Number	% local resident population aged 16-64	National average
No qualification	5400	7.2	8.8
NVQ1 and above	67000	89.3	85.0
NVQ2 and above	58700	78.3	73.3
NVQ3 and above	41000	54.6	56.7

For other areas in the LAG, for example Waveney, there is 12.2% of resident population with no qualification, which compares poorly to the national average of 8.8%.

Whilst South Norfolk has performed better than the national average in the lower end of qualifications (from no qualification to NVQ level 2), the district still lags behind national performance when it comes to higher level achievement (from NVQ level 3 and onwards). This suggests the educational achievements is low to mid-level skilled, and there is a lack of higher qualified residents in the area.

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 to secure employment including self-employment.

The Waveney Valley 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 people's 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:

19% of South Norfolk population is economically inactive, but in Gt Yarmouth and Suffolk coastal the rate is higher than the national average at 26.2% and 23.8% respectively

In South Norfolk the 14700 economically inactive population there is 12500 out of which has declared they do not want a job. This makes up 84.95% of South Norfolk's inactive population, which is significantly higher than the 75.8% of the national average.

In Waveney, there is 41.6% of its economically inactive population that are unable to work due to long term sickness. This is substantially higher than the national rate of 21.8%.

The total claimant count for the main out of work benefits is 4350, of which 560 is claiming JSA, 3210 is claiming ESA and incapacity benefits, 460 is lone parents support, 110 is others on income related benefits.

There are 165 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 530 residents claiming disability benefits. (Aug 2015). This is 0.7% of South Norfolk's working age population, which is a stronger performance than the national average of 1%. However, in Great Yarmouth (1.1%) and Waveney (1.1%) the rate is higher than national performance