



## West Norfolk LAG

area distribution



■ King's Lynn & West Norfolk BC 100%

The West Norfolk LAG area consists of the rural parts of King's Lynn and West Norfolk Borough including the hub town of Downham Market along with other West Norfolk towns and substantial village populations and the 'very rural' areas in between. Note however **for the purposes of LIFT, King's Lynn town is also included** in the catchment.

These areas are all possible sources of people and business that could benefit from LIFT projects

### Business Overview

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

Size (employees)	No.	2015 figures shown
Micro (0 to 9)	4655	
Small (10 to 49)	535	
Medium (50 to 249)	70	

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
King's Lynn & West Norfolk	98.2	77.3	62.5	52.3	42.0

Certain business sectors and employers dominate in the King's Lynn and West Norfolk area. They are manufacturing, health, retail and wholesale, education, farming, accommodation, food services and tourism and visitors sector

The King's Lynn area hosts a number of world-leading manufacturing businesses which have their global headquarters, R&D and manufacturing facilities here and a broad base of engineering businesses from precision engineers to military aerospace engineering. It is home to a number of companies who are working at the forefront of their fields in the pharmaceuticals, precision engineering, chemicals, plastics and micro-porous materials industries and electronic technology applications for the telecommunications, automotive and computer industries.

Other sectors are also represented and the LAG believes there are **opportunities** for growth and employment in the global food supply chain and marine and inland water-based leisure industries.

**NOTE: Any local, 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 of working age people in the area is key to supporting the local economy and raising household incomes

West Norfolk is behind national performance across all levels of skills attainment and has a higher number of residents than average who have no qualifications at all. This suggests the educational achievement is low skilled, and there is a lack of mid to higher qualified residents in the area.

North Norfolk	Number	% local resident population aged 16-64	National average
No qualification	5400	10	8.8
NVQ1 and above	67000	84.9	85.0
NVQ2 and above	58700	66.7	73.3
NVQ3 and above	41000	47.9	56.7

Near King's Lynn, at Bircham Newton, is the headquarters of CTB construction skills, the sector skills Council and Training Board for the UK construction industry. It is co-located with the National Construction College which is Europe's largest construction sector training provider, training over 30,000 people each year including 700 apprentices.

## **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 West Norfolk 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 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:**

- 18.1% of the West Norfolk population aged 16-64 is economically inactive. Of the 15700 economically inactive a minority (4700) are unable to work due to long term sickness
- There are more men who are inactive than women
- The total claimant count in West Norfolk for the main out of work benefits is 7610, of which 850 are claiming JSA, 5730 are claiming ESA and incapacity benefits, 810 are lone parents support, 220 others are on income related benefits.
- There are 250 claimants over the age of 50 claiming mainly JSA and universal credits. (Feb 2016)
- There are also 800 residents claiming disability benefits. (Aug 2015).