

Welcome

NORTH NORFOLK BUSINESS EVENT

Venue: North Norfolk District Council offices

Date: Tuesday 30th January 2024

Time: 8am-10:30am

The event will include representatives from both the District and County Council, key businesses in the area and local organisations representing business and skills interests. It will provide the chance to discuss and understand the opportunities and challenges facing our local economy and to hear your views on how businesses, local partners and the Council can best engage and collaborate.

The event aims to foster discussions to:

- share the District Council's approach to supporting local businesses
- seek your input into Norfolk County Council's Economic Growth Strategy
- feed in views of Business Rate Payers on the Council's Budget

Refreshments provided. I hope you are able to attend and look forward to meeting you. Please respond by 23 January using the Eventbrite link below.



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post questions and
respond to polls
during the session



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Norfolk
County Council

north-norfolk.gov.uk

[email: economic.development@north-norfolk.gov.uk](mailto:economic.development@north-norfolk.gov.uk)

WELCOME



Cllr. Paul Heinrich
Portfolio Holder for Sustainable Growth
Chairman of Development Committee



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INTRODUCTION

Purpose

To engage with local business representatives to:

- Share the Council's approaches to supporting local businesses
- Seek input into the Economic Growth Strategy
- Feed in views of Business Rate Payers on the Council's budget

Format

- We want to **gather information** as well as share it
- Please **ask questions** after each presentation (either using the Slido Q&A function or in the traditional manner - put your hand up)
- At the end of the morning, we'd like your **feedback** and your views on how we should continue to engage with you in the future
- There will be a further chance to **network** at the end of the session and a chance to follow up with more detailed questions

Join the conversation
Ask questions &
vote in live polls

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Rob Young
Assistant Director for
Sustainable Growth

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Weather check:

What's it like out there?

- Q1. (In one or two words) What are the best things about trading in North Norfolk?
- Q2. What are the biggest challenges currently about trading in North Norfolk?
- Q3. From the perspective of your business in North Norfolk, how optimistic are you about the next few years?
- Q4. Do you currently have plans to grow or expand your business?

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Wordcloud poll

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Q1. (In one or two words) What are the best things about trading in North Norfolk?

018



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Q2. What are the biggest challenges currently about trading in North Norfolk?

0 2 2



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Multiple-choice poll

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Q3. From the perspective of your business in North Norfolk, how optimistic are you about the next few years?

0 2 3

Very optimistic



Quite optimistic



Not very optimistic



Not at all optimistic



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Multiple-choice poll

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Q4. Do you currently have plans to grow or expand your business?

0 2 3

Yes (definitely)



Hopefully



Possibly



No



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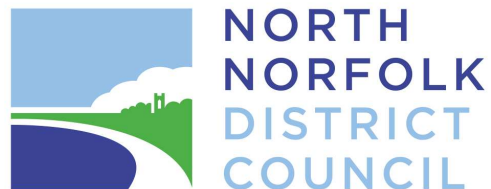
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Norfolk Economic Strategy

Economic Strategy Development Workshop: North Norfolk

Roberta Wilner - Business Development Manager

Chris Starkie – Director of Growth & Investment



What is the purpose of the Norfolk
Economic Strategy?

Why now?

Where are we up to and how does
today fit in?



Themes of the Norfolk Economic Strategy



Local Business



People and Skills



Infrastructure



**Placemaking and
Community**

Crosscutting themes:

Decarbonisation and Sustainability

Supporting Rural and Coastal Economies

Reducing Inequalities

Devolution in Norfolk

Key features:

- A **directly elected leader** – elections in 2025
- New powers, funding and tools for local **transport, skills, growth and housing**
- £20m per year for a **Norfolk Investment Fund** for local priorities
- £12m per year for devolved Adult Education Budget

There is more included in the Deal

Norfolk Devolution Deal

Subject to the statutory requirements referred to within this document, including the consent of Norfolk County Council and parliamentary approval of the secondary legislation implementing the provisions of this deal.



Department for Levelling Up,
Housing & Communities



Norfolk County Council

What the evidence tells us

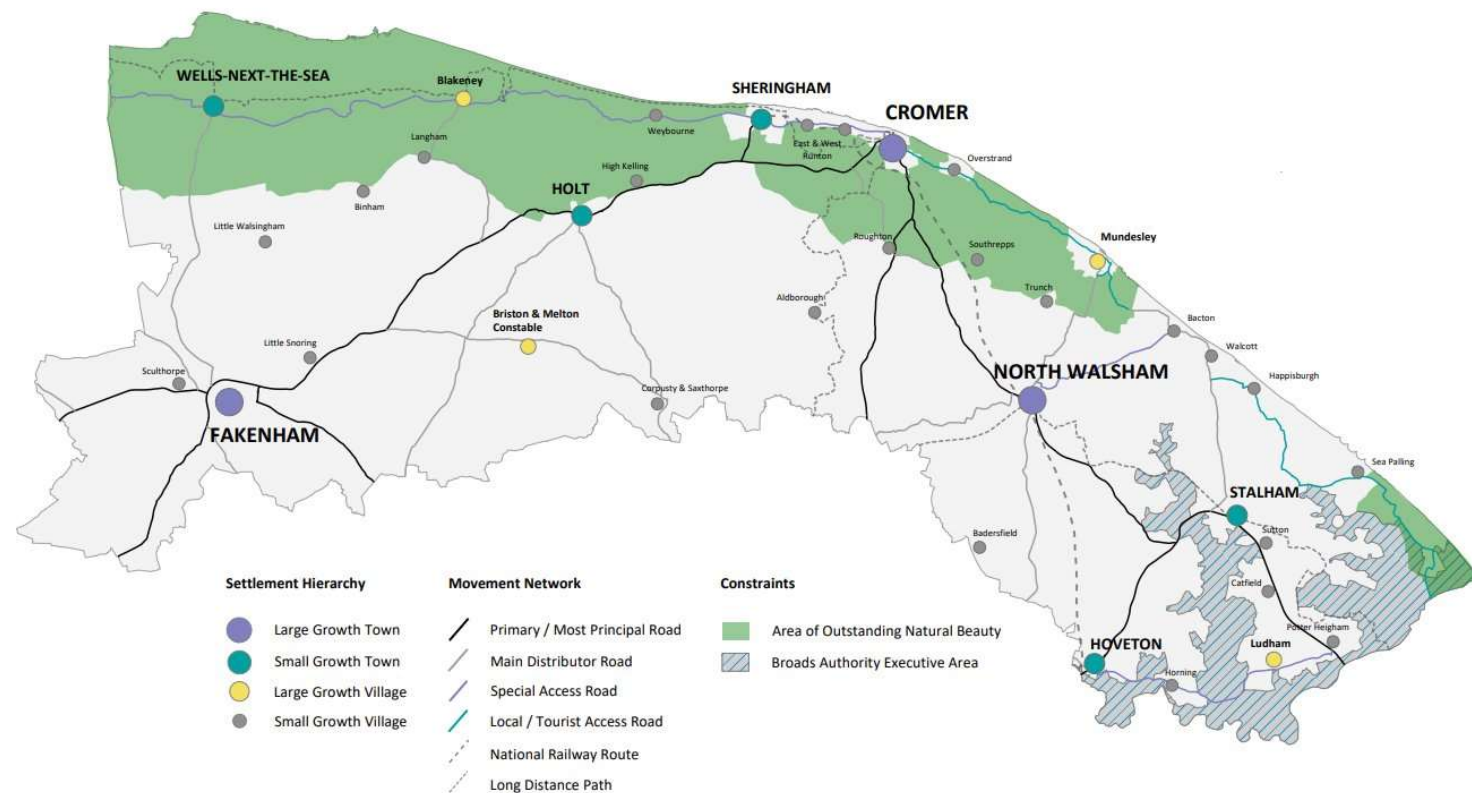
Norfolk today

- 920,000 residents
- 40,000 businesses
- 390,000 jobs
- £20bn economy
- 6 Enterprise Zones
- 2 UK top-25 universities
- Widespread cultural, natural and heritage assets
- World-shaping sectors (clean growth, life science, agri-tech, digital)
- A modern, rural, working county

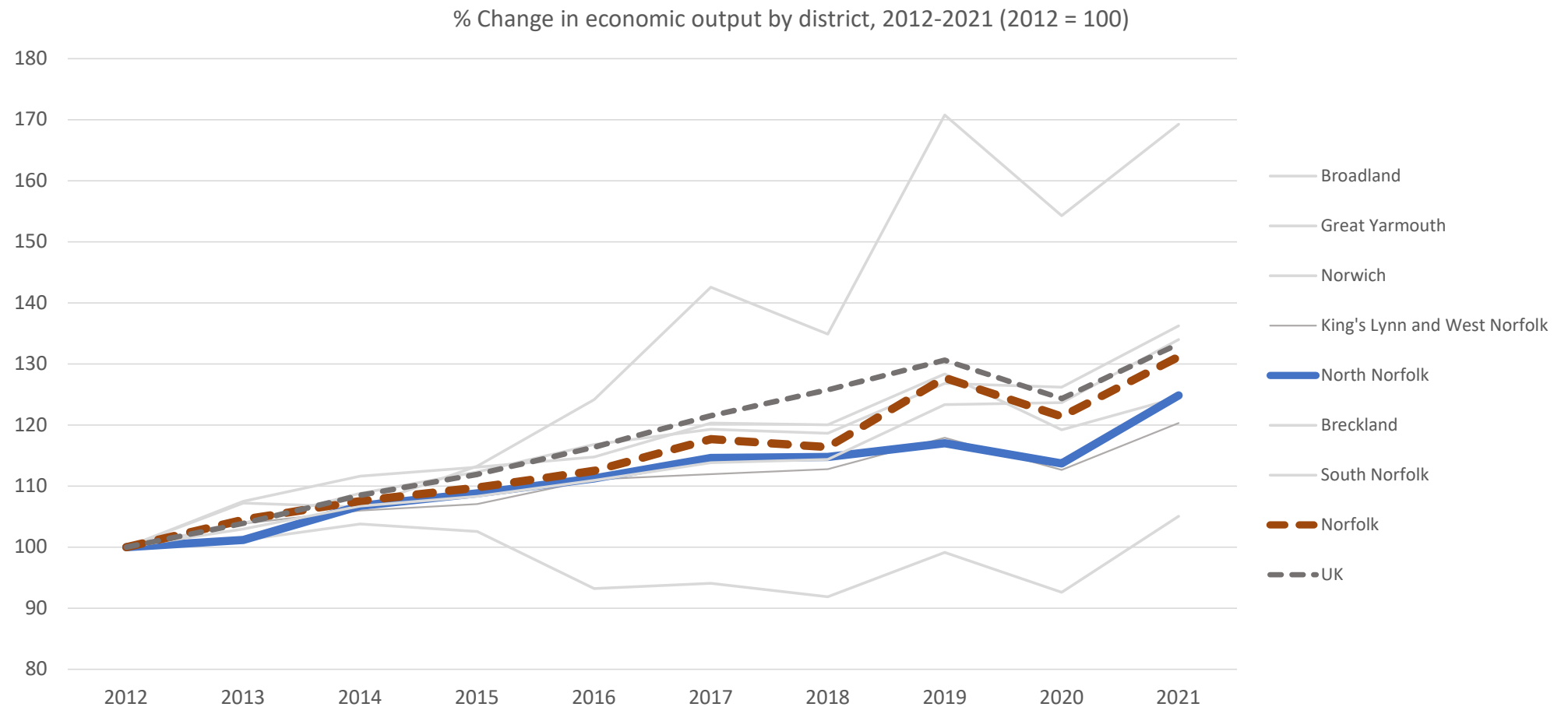


North Norfolk today

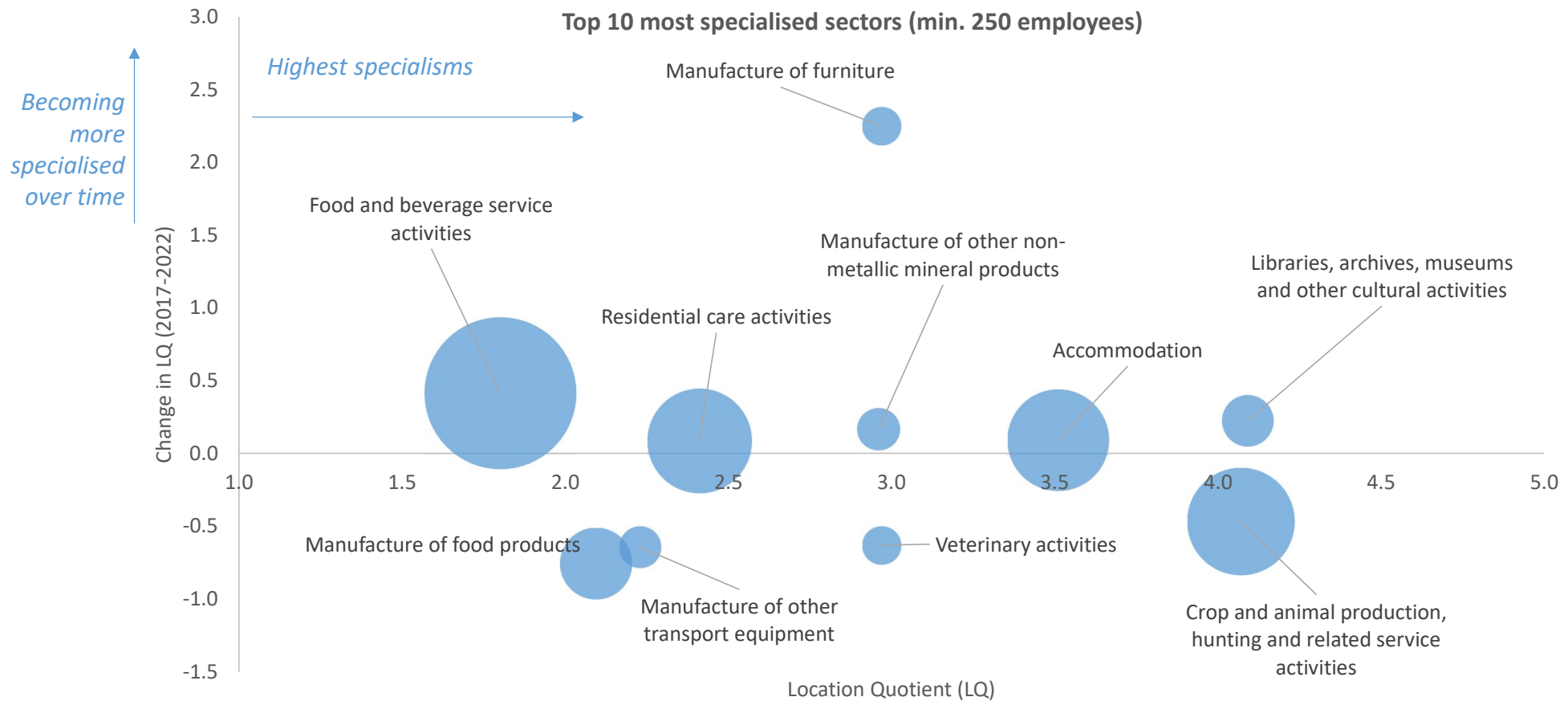
- 103,000 residents
- 5,000 businesses
- 36,000 jobs
- £1.7bn economy
- Diverse natural landscape and Areas of Natural Beauty – coastline, The Broads
- A widely-regarded tourism offer (built on attractive market towns, culture and nature)



After a period of slow growth, the economy picked up post-Covid



Specialisms in tourism, bespoke manufacturing, agriculture



Size of bubble indicates amount of employment (2022)

A score of '1' on the x-axis means the district is as specialised in that sector as the UK average. Higher scores mean greater specialism.

Our businesses: North Norfolk



Growth in business base since 2013

2013 – 2023



Productivity

GVA per hour



Business 3-year survival rates

Based on 2019 births



High growth companies

% of total



Proportion of larger businesses

50+ employees



Sole proprietors

% of all businesses

North Norfolk

+7%

£25.6

61%

0.50%

1.28%

22%

Norfolk

+14%

£32.9

63%

0.42%

1.94%

19%

England

+23%

£37.7
(UK)









56%

0.39%

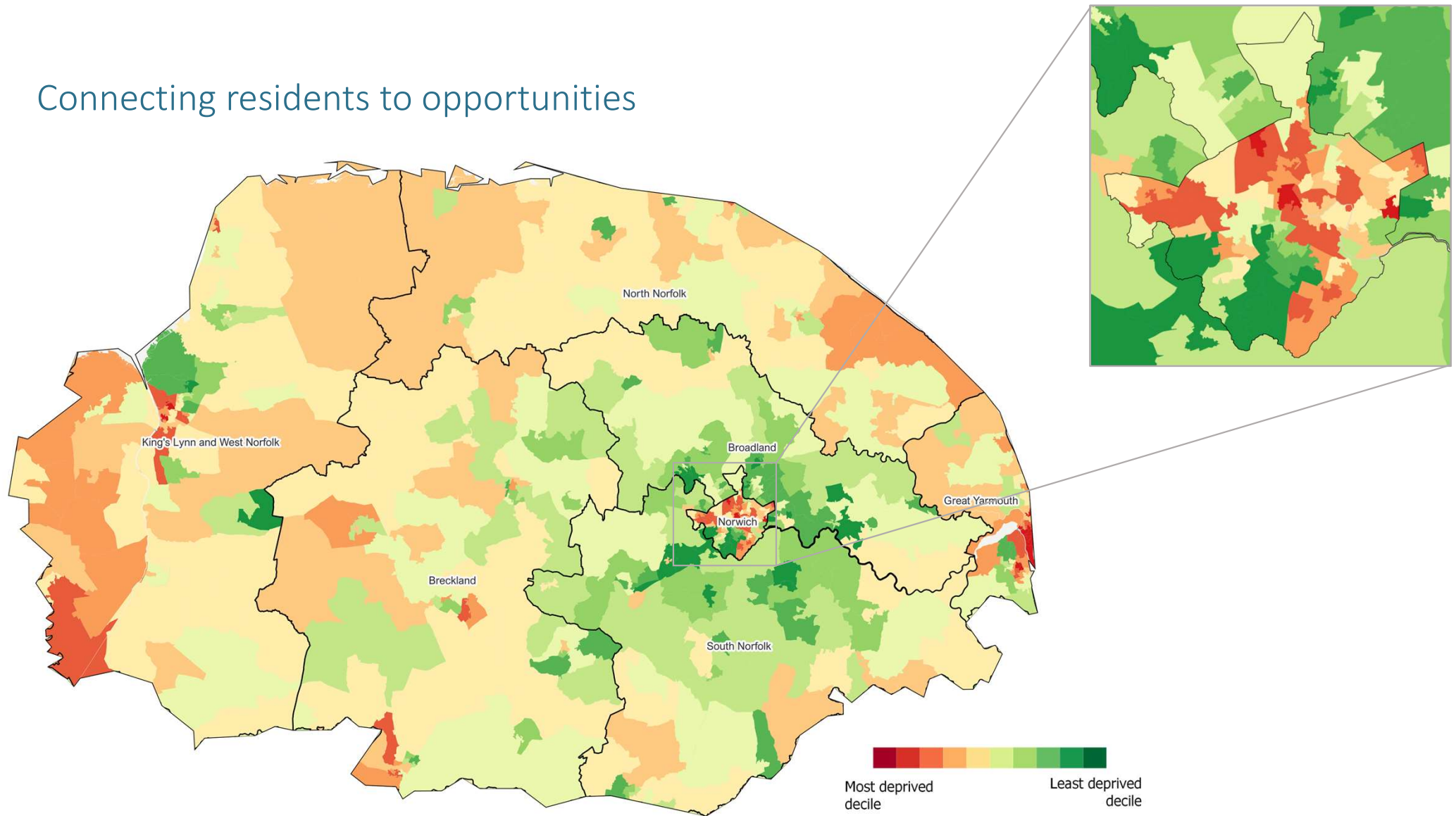
1.90%

14%

Living and working here: North Norfolk

								
	Wages	% of residents with NVQ4+ quals	% of residents with no quals	% change in employment	Economic inactivity rates	% of residents aged 65+	Housing affordability ratio	Residents living in 20% most deprived areas in England
	Average gross weekly pay	Proportion of total aged 16 - 64	Proportion of total aged 16 - 64	2015 – 2022	% not seeking or in employment (2022)	Proportion of total	Median house price to income	IMD, 2019
North Norfolk	£586	33%	4.5%	+2.8%	19%	33%	10.4	3%
Norfolk	£588	33%	7%	+4.2%	20%	24%	8.6	15%
England	£645	43%	6.5%	+7.8%	21%	18%	8.3	20%

Connecting residents to opportunities



Strengths and Weaknesses

Strengths

- Natural and cultural assets – Norfolk Coast AONB, the Broads National Park, Cromer Pier Pavilion Theatre, Fakenham Racecourse, Holkham and Felbrigg Halls
- Growth in tourism sector through investment in quality accommodation and attractions, and a move to year-round operations
- High share of high growth business and high one-year business survival rates
- Generally low deprivation (but some pockets)

Weaknesses / challenges

- An ageing population, with challenges attracting and retaining working age residents
- Relatively low wage, low productivity economy
- Lacking commercial premises to support business growth
- Historic closure of defence establishments at Coltishall, Neatishead, Sculthorpe and West Raynham has impacted local employment opportunities

Opportunities and Priorities

Opportunities

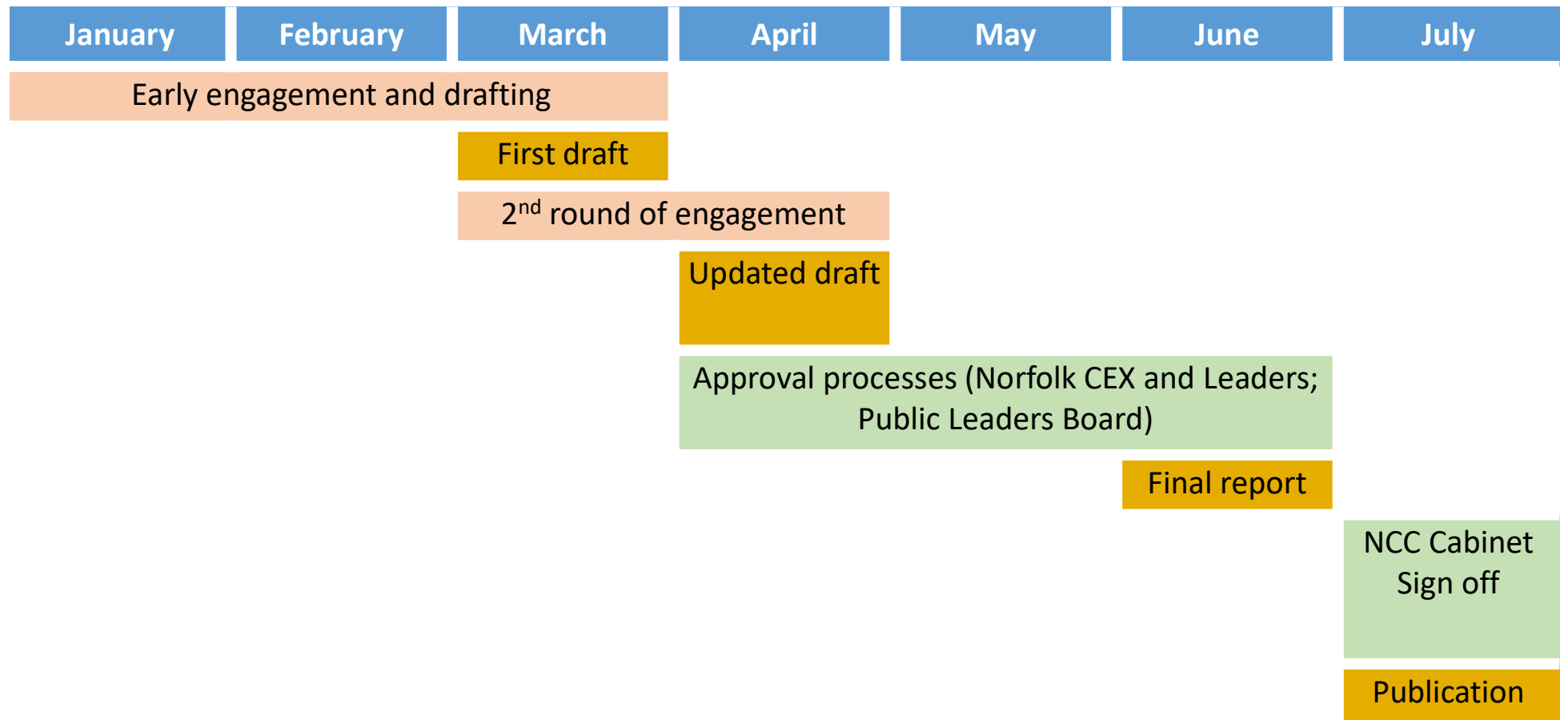
- Leveraging development sites such as Fakenham Urban extension and North Walsham West Sustainable Urban Extension to improve inclusivity and quality of life for residents
- Maximise potential from local implications of the transition towards hydrogen and carbon capture, use and storage at Bacton
- Working with partners to deliver increased sustainability in marine industries
- Working with market and resort towns to reinforce their roles as local service centres served by public transport

Priorities

- Working with schools and colleges to improve opportunities, inclusion, attainment and ambition
- Supporting rural businesses to thrive
- Investing in quality of life and promoting North Norfolk's distinct offer, attracting more working age residents to live here
- Leveraging enterprise zones such as Scottow Enterprise Park to attract inward investment and support companies to start up and scale up
- Supporting local residents to access employment opportunities

Summary and Next Steps

Looking ahead



North Norfolk District Council
Supporting the North Norfolk
Economy



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Rob Young
Assistant Director for
Sustainable Growth

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CORPORATE PLAN 2023-2027

INVESTING IN OUR LOCAL ECONOMY AND INFRASTRUCTURE

We will create an environment where businesses thrive and prosper, supporting jobs and economic opportunity for all

- An Environment for Business to thrive in
- Infrastructure to Support Growth
- Skills for Jobs



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Challenges

Q5. Please prioritise the following as challenges for your business now or in the near future?

- Recruitment and retaining staff
- Transportation
- Training/Workforce Development
- Financial Stability
- Availability of sites and premises

Q6. From your perspective, please prioritise the impact of the following on North Norfolk's economy?

- Climate change/flooding/coastal erosion
- Energy prices
- Cost of living
- Availability of suitable/affordable housing
- Availability of finance (grants, loans, investment)
- Increased competition from other areas
- Technological developments e.g. AI

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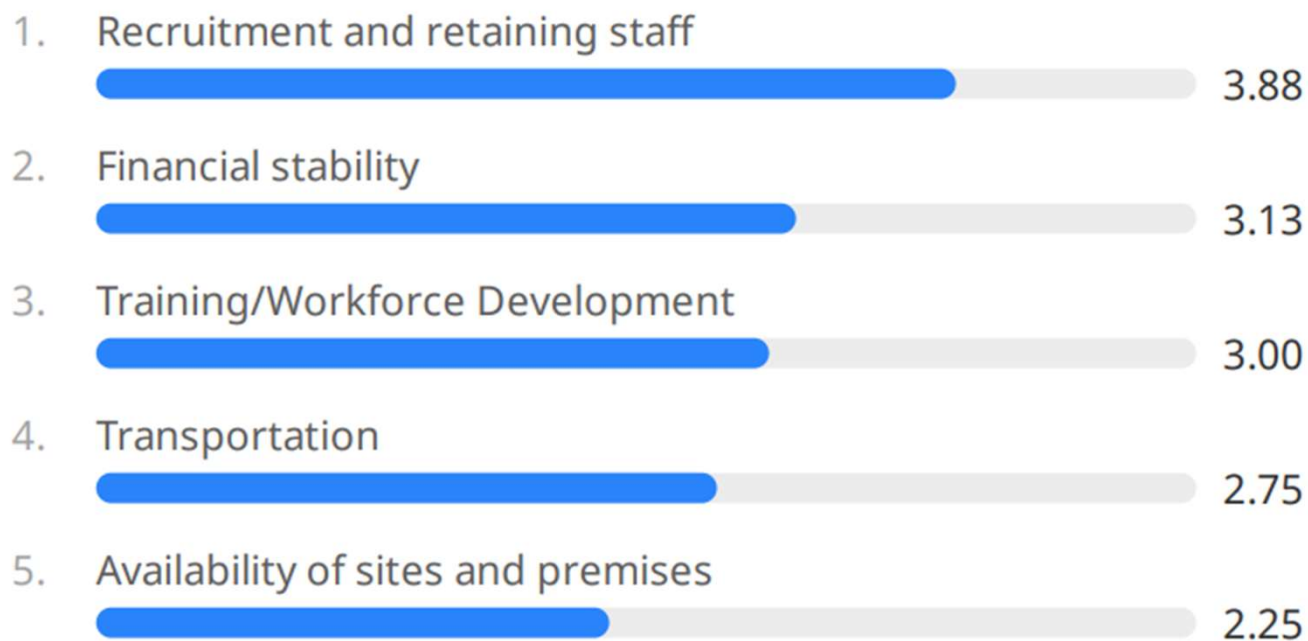


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Q5. Please prioritise the following as challenges for your business now or in the near future?

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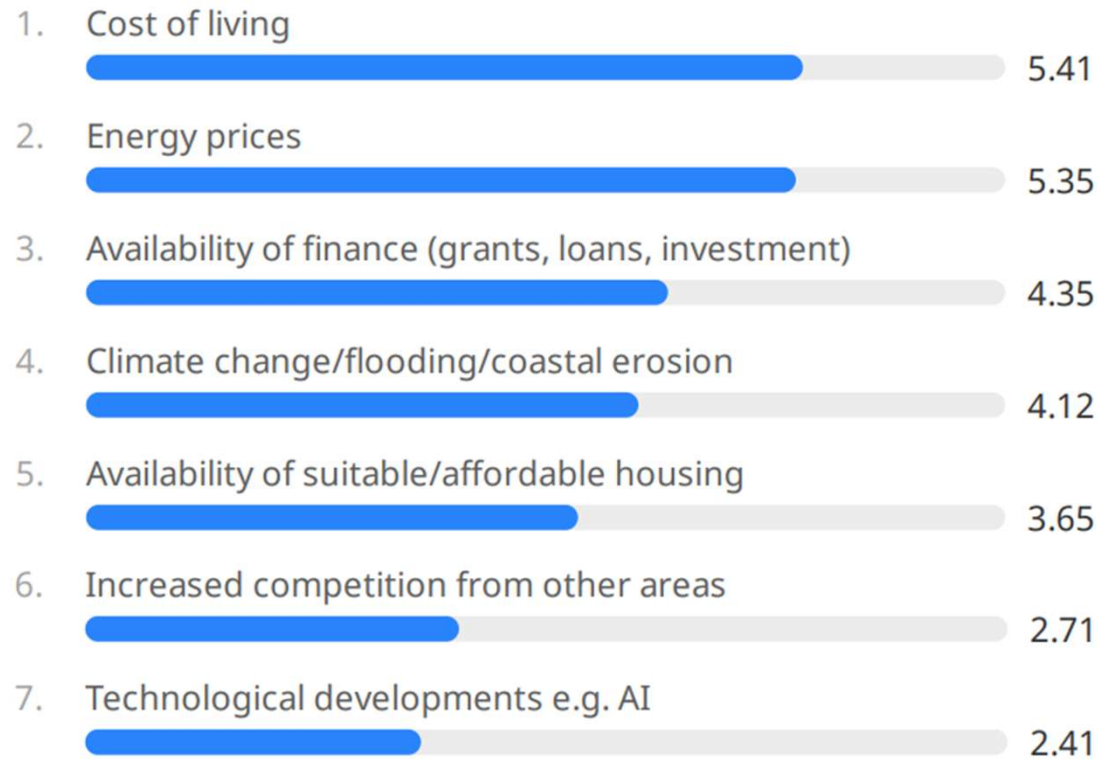
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Ranking poll

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Q6. From your perspective, please prioritise the impact of the following on North Norfolk's economy?

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THE THREE 'P'S

People

Developing a skilled workforce to support business growth and sustainability

Place

Creating an environment in which the growth aspirations of local businesses, start-ups, and new inward investment can all be supported

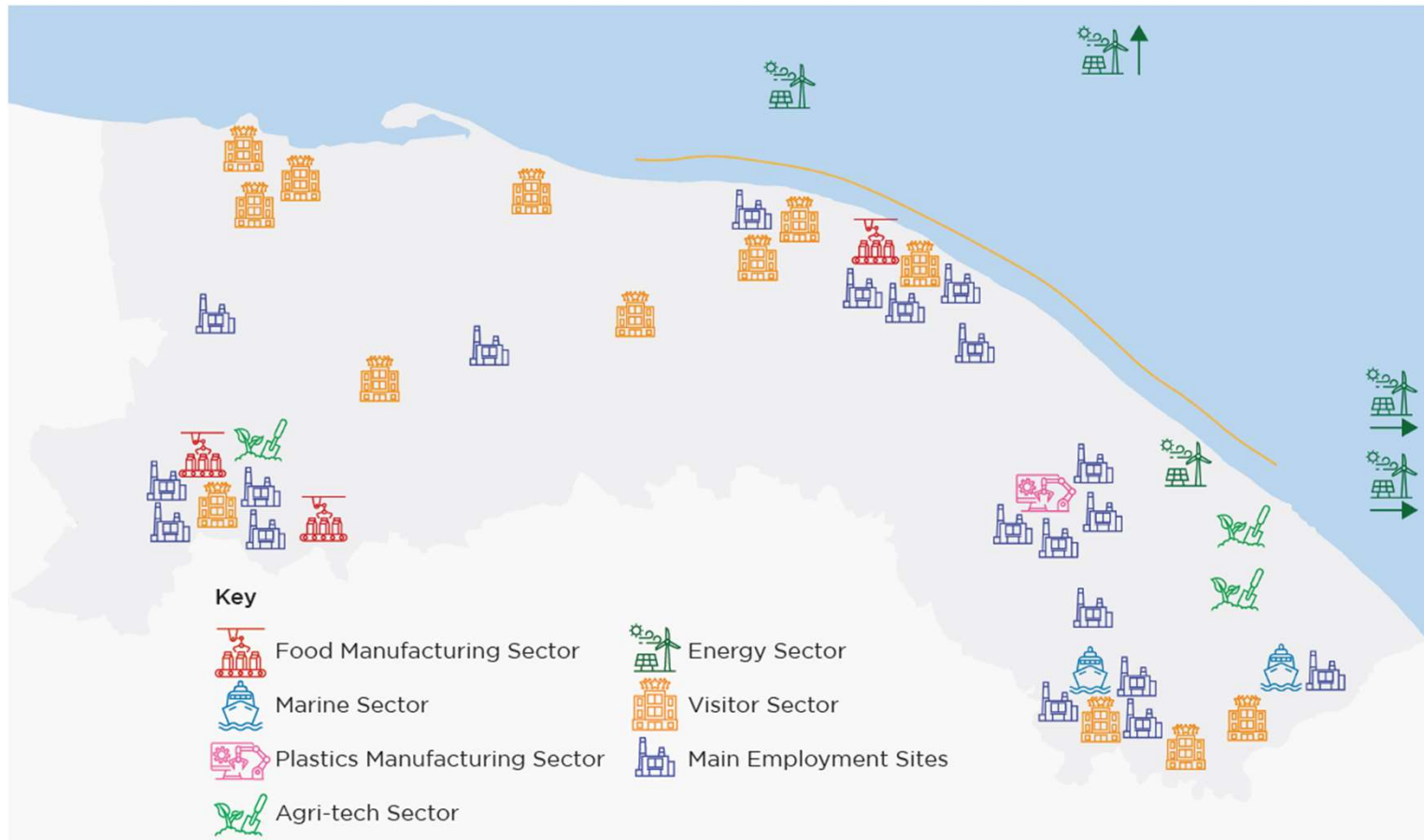
Partnership

Working together to achieve more



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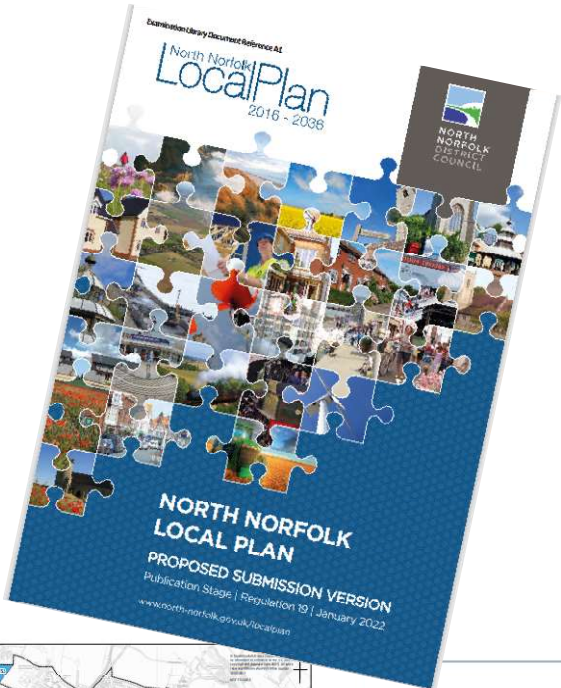
STRENGTHS & OPPORTUNITIES



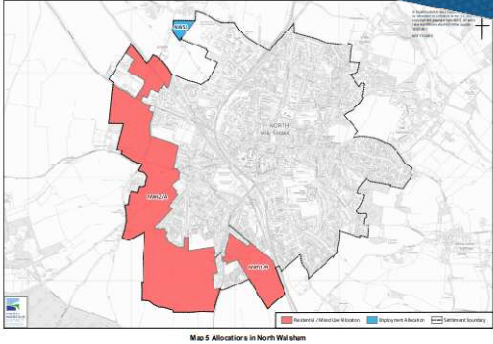
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Plans & Projects



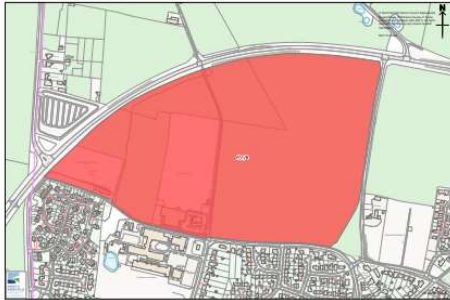
Allocations in North Walsham



Map 5 Allocations in North Walsham

11.1 Residential: Land North of Rudham Stile Lane (F01/B)

The following site is allocated for residential development of approximately 560 dwellings, elderly persons' accommodation, public open space, and associated on and off-site infrastructure:



North Walsham 14 |



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Steve Blatch
Chief Executive

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VISITOR ECONOMY

Economic Impact 2022 vs 2019
(Pre-pandemic levels)

Day trips 2022

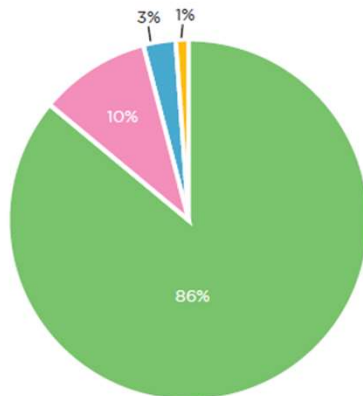
548,400
worth
£136,658,000
2022 vs 2019
-3%
2021 vs 2019
-34%

Overnight trips 2022

9,014,000
worth
£287,813,000
2022 vs 2019
-9%
2021 vs 2019
-30%

Trips by purpose

86% Holiday
10% Friends/Family
3% Business
1% Other



Value of Tourism

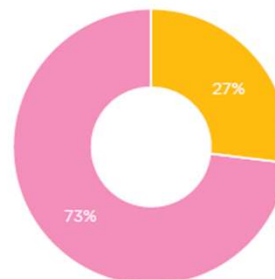
2022	£512,370,262
2021	£365,221,323
2019	£528,931,378

Breakdown of expenditure (Total staying)

32% Accommodation
29% Food & Drink
12% Shopping
10% Attractions
17% Travel

Tourism jobs as a % of total employment

73% Total jobs
27% Tourism



VISIT
NORTH
NORFOLK
HOME TO THE
DEEP HISTORY COAST

VISIT EAST OF ENGLAND

Visit Norfolk

Breakdown of expenditure (Total day visitors)

43% Food & Drink
26% Shopping
18% Travel
13% Attractions



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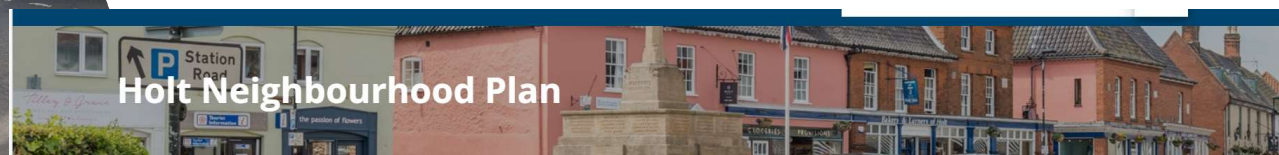
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Supporting our towns centres

Maltings^{wells}



Welcome to Sheringham



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UKSPF

The UK Shared Prosperity Fund (UKSPF) is a central pillar of the Government's Levelling Up agenda and is the successor funding model to some of the former EU funding.

NNDC has secured **£1.2m** to help deliver a range of programmes to support local businesses and communities through to March 2025.



Priority Areas

- Communities and Place
- Supporting Local Business
- People & Skills



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UKSPF

SUPPORTING LOCAL BUSINESS

Business Support Programme

Delivering a comprehensive package of support for local businesses, including 1-2-1 support, advice and guidance

Business Digitalisation Programme

Supporting business resilience, efficiency and growth through digital advice and funding

Tourism Marketing and Business Support

Working with Visit North Norfolk and partners to deliver marketing campaigns, influence national tourism policy and support local businesses

In partnership with



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UKSPF

SUPPORTING LOCAL BUSINESS

Business Decarbonisation Programme

Providing a package of support to help businesses on their sustainability journey and to decrease their energy costs. This will include net zero consultancy support & audits, webinars and grant funding

Future Skills NOW - Employment Skills Programme

Helping local businesses to identify and support the skills needs of their workforce. This will help to address barriers to employee training, establish future employment and promotional opportunities and with businesses and co-develop effective methods to access and invest in workforce training activity

In partnership with



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REPF

The Rural England Prosperity Fund (REPF) is a 2-year top-up to the UKSPF and is available to eligible local authorities in England where communities and businesses face specific rural challenges.

NNDC secured **£1.46m** to deliver a grant scheme to support local businesses and community organisations with capital (only) projects through to March 2025.

The first year has already seen a good number of fantastic business and community projects and investment supported.

£1.1m of this funding will be available to support projects from April 2024.



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QUESTIONS

Q7. What actions could be taken to make Norfolk (and your local area) a better place to live, work and do business?

Q8 What can be done to ensure that growth and investment genuinely benefits local people and communities?

Q9 What are the most important priorities for the economic strategy to address?

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If you wish to contribute further to the Norfolk Economic Strategy, please send your comments to Norfolk County Council at: econdev@norfolk.gov.uk

Q7. What actions could be taken to make Norfolk (and your local area) a better place to live, work and do business?

- LI towns should be “living” towns, not retirement hubs
- Influence hospitality skills development locally so we can recruit locally
- As a new business finding out where to go for help starting up and how to get the business known
- Infrastructure- network has seen little progress. We pay highly to ensure our network allows us to trade effectively. Equally we do not have sufficient electricity power to offer fast charging
- Bridges at Wroxham and Coltishall
- Provision of employment land
- More business networking support
- A council network to help business’ link with skilled workers
- Priorities local supply chain
- Public transport from urban to rural.
- More assistance for tourism VAT and rates relief for hospitality
- Must have better provision of affordable housing
- Support for coastal tourism through the close season
- Transport network
- Support commercial development in rural areas
- Transport links and better Connectivity
- Financial support to grow businesses and unskilled employees
- Road network
- Improve public transport



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Q8 What can be done to ensure that growth and investment genuinely benefits local people and communities?

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- The power of shared thoughts and ideas - bringing people together for networking
- Better use of business network groups to support local feedback
- Partnering with training providers to quicken the process or upskilling staff. Preventing the financial restraints for businesses and enabling us to do so.
- Encourage Larger businesses to use local SMEs as suppliers
- Support buy local - so vital in today's market place
- Improvement to the educational landscape - better resources
- don't assume everyone wants the same outcome - eg better transport links could spoil 'rural' Norfolk
- Support local supply chains - prioritise them over national
- Champion system to allow and prioritise local supply chain
- Could offer support for training graduates and pairing them with business'
- Openness and transparency of local authorities
- Support local schools and colleges to understand future job opportunities in the local area and skills pathway
- Ensuring those deprived areas are included within the growth and investment plans
- Support the coastal businesses who struggle in the winter, with consequences for local workers especially low-pay and casual.
- Encourage 'buy local'
- Invest in digital connectivity- benefits both residents & business
- Quicker and easier planning decisions
- Support for towns where landlords are pricing out business



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Q9 What are the most important priorities for the economic strategy to address?

0 1 3

- Sustainable (green) growth
- Allow multi-use pitches to allow for diversification and development. (In season and out of season) this will support the seasonal trade and benefit locals out of season
- Bring back Green Build
- 2nd home owners
- Effective business support for new and growing businesses and communicating this to those looking for help
- Support business expansion in rural areas
- Seasonal pitch costs rather than all year round to ease the burden on seasonal trades
- Solve nutrient neutrality as it is restricting growth
- Connectivity
- Perception of place - sell the brilliance of North Norfolk
- Support for the smaller, rural businesses
- Seasonality / winter that affects the tourism industry so badly and impacts on productivity and wages locally
- Help with start up and seasonal problems
- Funding restraints. Applications require too many tick boxes to be accessed by local businesses
- Electric supply
- Skills Development



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SETTING THE BUDGET – THE CONTEXT

- National Economy and local context
- Our limitations
- Our responsibilities
- Services



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THE PROPOSED BUDGET FOR 2024/25

General Fund Summary 2024/25 Base Budget

Service Area	2023/24 Updated Budget £	2024/25 Base Budget £
Corporate Leadership / Executive Support	517,720	406,877
Communities	10,056,257	10,768,774
Place and Climate Change	6,500,859	7,121,376
Resources	5,518,103	4,682,536
Savings to be Identified	0	(250,000)
Net Cost of Services	22,592,939	22,729,563
Other operating costs and income	3,237,892	(1,002,599)
Net Operating Expenditure	25,830,831	21,726,964
Income		
Parish Precepts	(2,875,207)	(2,875,207)
Council Tax Income	(6,738,797)	(7,052,536)
Retained Business Rates	(6,315,000)	(7,683,000)
Grants	(2,019,656)	(1,971,379)
Government Grant & Taxpayers Income	(17,948,660)	(19,582,122)
(Surplus)/Deficit	7,882,171	2,144,842
Contribution To/(From) Reserves	(7,882,171)	(2,144,842)
Net Position	0	0



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How did you rate this event?

What did you find most useful?

How would you like the Council to engage with you
as a local business?

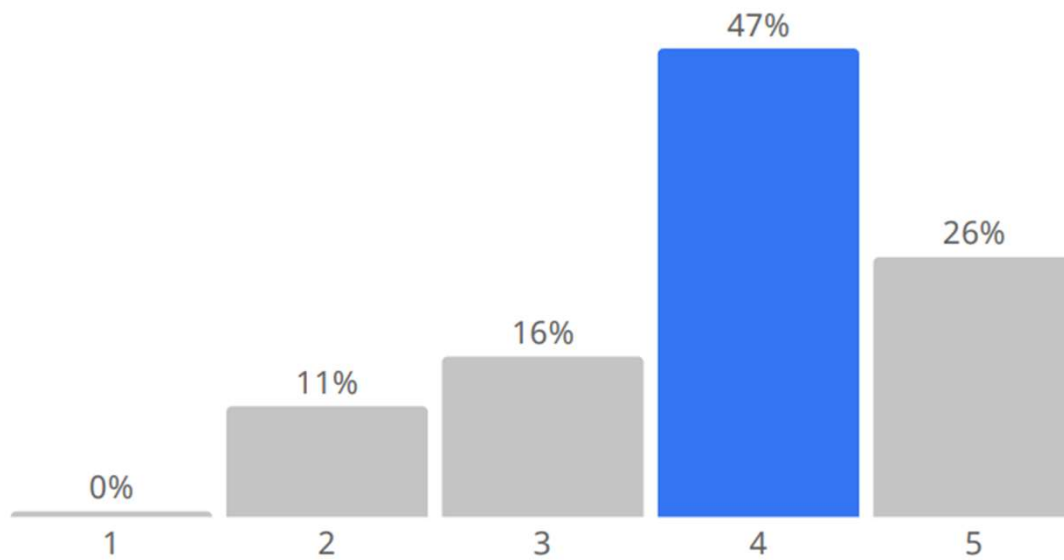
Rating poll

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How did you rate this event?

0 1 9

Score: 3.9



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Open text poll

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What did you find most useful?

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- Employment, recruitment, training assistance, opportunities, potential council assistance
- Overview
- To have the opportunity to be asked about business concerns and needs
- Info on what nndc propose to do regarding developing tourism
- Information
- The ability for attendees to articulate their point of view
- Explanation of how council works and supports business, and honesty
- Info on where we cN get help - e.g. grants



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How would you like the Council to engage with you as a local business (e.g. regular in-person events, virtual events, newsletter, website, social media etc.) ?

0 1 3

- A mix depending on content. Easy online access to written support material for all events / information provision.
- In person event.
- Create smaller more focused industry specific consultation / thinktank groups with business, meeting regularly
- Virtual event and newsletter
- In person network events, peer support hubs, fun business events
- More in person events in different locations
- All of the above! The ability to have a two way conversation is really important.
- Regular in person and these events
- All of the above
- In-person events
- Regular in person events
- Small group meetings
- Regular in person eventw



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Thank you



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Goodbye