

East Anglia THREE

Appendix 28.1

Socio-economics, Tourism and
Recreation

Environmental Statement

Volume 3

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28.1 Socio-economic Baseline

Table 28.1. Population

Area	Population (2001)	Population (2015)	Population (2021)	% Change 2001-2015	% Change 2015-2021
Great Yarmouth (30 mins)	205,824	219,640	226,090	7%	3%
Great Yarmouth (45 mins)	511,730	565,277	587,406	10%	4%
Great Yarmouth (60 mins)	647,829	717,364	746,115	11%	4%
Great Yarmouth (90 mins)	1,036,534	1,156,930	1,204,685	12%	4%
Lowestoft (30 mins)	171,477	183,505	188,248	7.0%	2.6%
Lowestoft (45 mins)	264,089	283,942	292,528	7.5%	3.0%
Lowestoft (60 mins)	521,030	577,115	599,775	10.8%	3.9%
Lowestoft (90 mins)	1,094,673	1,226,819	1,273,855	12.1%	3.8%
Harwich (30 mins)	78,401	87,147	91,913	11.2%	5.5%
Harwich (45 mins)	346,144	381,178	400,131	10.1%	5.0%
Harwich (60 mins)	794,710	893,992	932,995	12.5%	4.4%
Harwich (90 mins)	2,396,926	2,673,864	2,805,499	11.6%	4.9%
Woodbridge (30 mins)	234,908	269,211	278,598	14.6%	3.5%
Woodbridge (45 mins)	385,107	440,051	456,259	14.3%	3.7%
Papermill Lane (30 mins)	318,460	363,803	385,548	14.2%	6.0%
Papermill Lane (45 mins)	679,346	767,030	818,964	12.9%	6.8%
Norfolk	798,618	888,925	926,468	11.3%	4.2%
Essex	1,312,599	1,444,409	1,514,100	10.0%	4.8%

Area	Population (2001)	Population (2015)	Population (2021)	% Change 2001-2015	% Change 2015-2021
Suffolk	669,913	751,795	777,391	12.2%	3.4%
Cambridge	554,704	652,977	686,575	17.7%	5.1%
East of England	5,400,463	6,082,352	6,398,037	12.6%	5.2%
UK	59,113,058	65,223,817	67,849,196	10.3%	4.0%

Table 28.2. Population structure

Area	2001				2015				2021			
	0 to 15	16 to 64	65 +	Total	0 to 15	16 to 64	65 +	Total	0 to 15	16 to 64	65 +	Total
Great Yarmouth (30 mins)	19.2%	61.0%	19.8%	205,824	17.5%	58.6%	23.9%	219,640	17.7%	56.8%	25.5%	226,090
Great Yarmouth (45 mins)	18.4%	62.3%	19.3%	511,730	17.1%	60.6%	22.3%	565,277	17.5%	58.9%	23.6%	587,406
Great Yarmouth (60 mins)	18.4%	62.1%	19.4%	647,829	17.0%	60.6%	22.9%	717,364	17.4%	58.2%	24.4%	746,115
Great Yarmouth (90 mins)	18.5%	61.9%	19.6%	1,036,534	17.1%	59.3%	23.6%	1,156,930	17.5%	57.3%	25.2%	1,204,685
Lowestoft (30 mins)	19.6%	60.1%	20.3%	171,477	17.9%	58.3%	23.8%	183,505	18.0%	56.6%	25.4%	188,248
Lowestoft (45 mins)	19.0%	60.2%	20.8%	264,089	16.9%	57.5%	25.6%	283,942	17.1%	55.5%	27.4%	292,528
Lowestoft (60 mins)	18.1%	61.8%	20.1%	521,030	16.7%	59.9%	23.4%	577,115	17.0%	58.1%	24.9%	599,775
Lowestoft (90 mins)	18.9%	61.9%	19.2%	1,094,673	17.4%	59.9%	22.7%	1,226,819	17.7%	57.9%	24.4%	1,273,855
Harwich (30 mins)	19.5%	62.8%	17.7%	78,401	18.1%	61.2%	20.7%	87,147	18.6%	59.1%	22.3%	91,913
Harwich (45 mins)	19.2%	61.4%	19.4%	346,144	17.9%	60.1%	22.0%	381,178	18.3%	58.3%	23.4%	400,131
Harwich (60 mins)	19.7%	62.4%	17.9%	794,710	18.5%	60.6%	20.9%	893,992	17.4%	58.2%	22.5%	932,995
Harwich (90 mins)	20.1%	63.0%	16.9%	2,396,926	19.0%	61.2%	19.8%	2,673,864	19.5%	59.4%	21.1%	2,805,499
Woodbridge (30 mins)	20.3%	61.7%	17.9%	234,908	18.9%	61.2%	19.9%	269,211	19.0%	59.1%	21.8%	278,598
Woodbridge (45 mins)	20.1%	61.9%	18.1%	385,107	18.4%	60.3%	21.2%	440,051	18.5%	58.3%	23.2%	456,259
Papermill Lane (30 mins)	20.4%	62.4%	17.2%	318,460	19.0%	61.8%	19.2%	363,803	19.1%	59.5%	21.4%	385,548
Papermill Lane (45 mins)	19.9%	62.7%	17.4%	679,346	18.4%	61.5%	20.1%	767,030	18.5%	59.2%	22.2%	818,964
Norfolk	18.1%	61.9%	20.1%	798,618	16.8%	59.4%	23.7%	888,925	17.3%	57.5%	25.2%	926,468
Essex	20.0%	63.3%	16.7%	1,312,599	18.7%	61.0%	20.3%	1,444,409	19.1%	59.1%	21.7%	1,514,100

Area	2001				2015				2021			
	0 to 15	16 to 64	65 +	Total	0 to 15	16 to 64	65 +	Total	0 to 15	16 to 64	65 +	Total
Suffolk	19.8%	61.9%	18.3%	669,913	18.2%	59.4%	22.3%	751,795	18.3%	57.3%	24.4%	777,391
Cambridge	19.3%	65.9%	14.8%	554,704	18.4%	63.5%	18.0%	652,977	18.8%	61.4%	19.8%	686,575
East of England	20.1%	63.5%	16.5%	5,400,463	19.1%	61.7%	19.2%	6,082,352	19.5%	59.9%	20.6%	6,398,037
UK	20.1%	64.1%	15.9%	59,113,058	18.8%	63.3%	17.9%	65,223,817	19.2%	61.6%	19.2%	67,849,196

Table 28.3. Economic Activity 1

Economic activity (%)	Total	Active	Inactive
Harwich (30 mins)	63,191	67.8%	32.2%
Harwich (45 mins)	272,621	68.0%	32.0%
Harwich (60 mins)	637,749	70.9%	29.1%
Harwich (90 mins)	1,908,503	71.9%	28.1%
Great Yarmouth (30 mins)	156,893	66.4%	33.6%
Great Yarmouth (45 mins)	407,803	68.1%	31.9%
Great Yarmouth (60 mins)	516,844	68.5%	31.5%
Great Yarmouth (90 mins)	828,723	69.1%	30.9%
Lowestoft (30 mins)	130,377	65.7%	34.3%
Lowestoft (45 mins)	202,405	66.2%	33.8%
Lowestoft (60 mins)	415,950	67.9%	32.1%
Lowestoft (90 mins)	880,037	69.7%	30.3%
Woodbridge (30 mins)	192,366	72.2%	27.8%
Woodbridge (45 mins)	314,150	71.9%	28.1%
Papermill Lane (30 mins)	260,050	72.3%	27.7%
Papermill Lane (45 mins)	550,206	70.9%	29.1%
Cambridge	476,319	72.3%	27.7%
Essex	1,033,879	71.3%	28.7%
Norfolk	638,330	68.4%	31.6%
Suffolk	535,795	71.3%	28.7%
East of England	4,351,271	71.8%	28.2%
UK	47,353,624	69.8%	30.2%

Table 28.4. Economic Activity 2

Economic activity (%)	Econ. Active: Employee: Part-time (Res1674)	Econ. Active: Employee: Full-time (Res1674)	Econ. Active: Self-employed with employees : Part-time (Res1674)	Econ. Active: Self-employed with employees : Full-time (Res1674)	Econ. Active: Self-employed w/o employees : Part-time (Res1674)	Econ. Active: Self-employed w/o employees : Full-time (Res1674)	Econ. Active: Unemployed (Res1674)	Econ. Active: Full-time student (Res1674)	Econ. Inactive: Retired (Res1674)	Econ. Inactive: Student (including FT students) (Res1674)	Econ. Inactive: Looking after home or family (Res1674)	Econ. Inactive: Long-term sick or disabled (Res1674)	Econ. Inactive: Other (Res1674)
Great Yarmouth (30 mins)	25.1%	51.3%	0.5%	2.6%	3.5%	7.0%	6.3%	3.7%	56%	10%	14%	15%	6%
Great Yarmouth (45 mins)	23.3%	53.1%	0.5%	2.5%	3.7%	7.2%	5.0%	4.8%	53%	15%	13%	13%	6%
Great Yarmouth (60 mins)	23.1%	53.2%	0.5%	2.7%	3.9%	7.6%	4.7%	4.4%	54%	14%	13%	13%	6%
Great Yarmouth (90 mins)	22.3%	54.1%	0.6%	2.9%	4.2%	7.8%	4.2%	4.0%	56%	13%	13%	12%	6%
Lowestoft (30 mins)	25.6%	50.8%	0.5%	2.5%	3.4%	6.6%	6.8%	3.7%	54%	10%	15%	15%	6%
Lowestoft (45 mins)	24.9%	50.5%	0.6%	3.0%	4.1%	7.7%	5.6%	3.6%	58%	10%	13%	13%	6%
Lowestoft (60 mins)	23.0%	52.4%	0.6%	2.7%	4.1%	7.6%	4.9%	4.6%	54%	15%	13%	13%	6%
Lowestoft (90 mins)	22.8%	54.0%	0.5%	2.7%	4.0%	7.5%	4.4%	4.1%	55%	13%	14%	12%	6%
Harwich (30 mins)	22.1%	53.1%	0.5%	2.8%	3.9%	7.7%	4.4%	5.4%	51.0%	19.6%	12.8%	11.9%	4.8%
Harwich (45 mins)	22.1%	53.8%	0.5%	2.6%	3.8%	7.6%	4.7%	4.9%	51.7%	16.6%	13.7%	12.6%	5.3%
Harwich (60 mins)	21.7%	55.8%	0.5%	2.4%	3.7%	7.3%	4.4%	4.3%	53.0%	14.4%	15.0%	11.9%	5.7%

Economic activity (%)	Econ. Active: Employee: Part-time (Res1674)	Econ. Active: Employee: Full-time (Res1674)	Econ. Active: Self-employed with employees : Part-time (Res1674)	Econ. Active: Self-employed with employees : Full-time (Res1674)	Econ. Active: Self-employed w/o employees : Part-time (Res1674)	Econ. Active: Self-employed w/o employees : Full-time (Res1674)	Econ. Active: Unemployed (Res1674)	Econ. Active: Full-time student (Res1674)	Econ. Inactive: Retired (Res1674)	Econ. Inactive: Student (including FT students) (Res1674)	Econ. Inactive: Looking after home or family (Res1674)	Econ. Inactive: Long-term sick or disabled (Res1674)	Econ. Inactive: Other (Res1674)
Harwich (90 mins)	20.7%	56.1%	0.5%	2.7%	3.8%	8.0%	4.4%	3.8%	52.1%	13.8%	16.5%	11.5%	6.2%
Woodbridge (30 mins)	23.0%	55.7%	0.5%	2.3%	3.6%	6.5%	4.5%	3.8%	53.3%	12.4%	15.4%	12.1%	6.7%
Woodbridge (45 mins)	22.6%	55.2%	0.6%	2.6%	4.0%	7.2%	4.0%	3.8%	55.1%	12.5%	15.0%	11.3%	6.1%
Papermill Lane (30 mins)	22.3%	55.5%	0.5%	2.4%	3.6%	6.7%	5.3%	3.9%	54.5%	12.6%	15.6%	11.6%	5.8%
Papermill Lane (45 mins)	21.7%	54.6%	0.5%	2.6%	3.9%	7.2%	5.2%	4.4%	53.7%	14.8%	14.7%	11.4%	5.5%
Cambridge	18.7%	59.8%	0.5%	2.6%	3.8%	6.9%	3.3%	4.4%	45.1%	26.4%	13.3%	9.5%	5.7%
Essex	20.6%	55.5%	0.5%	2.9%	3.9%	8.5%	4.2%	3.9%	52.8%	14.0%	16.4%	11.0%	5.8%
Norfolk	22.4%	53.7%	0.6%	2.9%	4.1%	7.9%	4.4%	4.1%	55.6%	13.2%	13.0%	12.2%	6.0%
Suffolk	22.3%	55.4%	0.6%	2.7%	4.1%	7.4%	4.0%	3.5%	56.6%	11.1%	14.7%	11.0%	6.6%
East of England	20.2%	56.5%	0.5%	2.7%	3.9%	7.7%	4.2%	4.2%	50.1%	16.4%	15.9%	11.1%	6.5%
UK	19.9%	56.0%	0.5%	2.7%	3.5%	7.1%	5.4%	5.0%	45.1%	19.2%	14.1%	14.4%	7.2%

Table 28.5. Occupations

All usual residents aged 16 to 74 in employment

	Agriculture, forestry and fishing	Mining and quarrying	Manufacturing	Electricity, gas, steam and air conditioning supply	Water supply; sewerage, waste mgt. and remediation	Construction	Wholesale and retail; repair of motor cycles and vehicles	Transport and storage	Accommodation and food service activities	Information and communication	Financial and insurance activities	Real estate activities	Professional, scientific and technical activities	Administrative and support service activities	Public administration, defence, compulsory social security	Education	Human health and social work activities	Other
Great Yarmouth (30 mins)	1.0%	1.3%	8.9%	0.7%	0.9%	8.5%	15.7%	4.1%	8.9%	1.8%	2.9%	1.0%	6.6%	5.6%	4.3%	7.9%	14.8%	4.8%
Great Yarmouth (45 mins)	1.1%	0.7%	8.4%	0.6%	0.8%	8.2%	15.5%	3.7%	7.6%	2.7%	4.2%	1.2%	7.0%	5.4%	4.4%	9.2%	14.4%	4.9%
Great Yarmouth (60 mins)	1.6%	0.6%	8.8%	0.5%	0.8%	8.4%	15.6%	3.8%	7.2%	2.6%	4.0%	1.2%	7.0%	5.4%	4.5%	9.1%	14.2%	4.8%
Great Yarmouth (90 mins)	2.2%	0.4%	9.3%	0.6%	0.8%	8.5%	15.1%	3.9%	7.0%	2.6%	3.2%	1.2%	6.9%	5.4%	5.0%	8.8%	13.4%	5.8%
Lowestoft (30 mins)	1.1%	1.4%	10.1%	0.9%	1.1%	8.6%	15.9%	4.1%	9.4%	1.4%	1.8%	1.0%	6.4%	5.6%	4.0%	8.0%	14.4%	4.8%
Lowestoft (45 mins)	1.7%	1.2%	9.5%	1.0%	0.9%	8.8%	15.3%	4.0%	8.5%	1.8%	2.4%	1.1%	6.8%	5.4%	4.0%	8.5%	14.1%	4.9%
Lowestoft (60 mins)	1.5%	0.6%	8.3%	0.8%	0.8%	8.2%	15.1%	3.7%	7.7%	2.8%	3.9%	1.2%	7.4%	5.4%	4.2%	9.4%	14.1%	4.9%
Lowestoft (90 mins)	1.8%	0.4%	8.6%	0.8%	0.8%	8.3%	15.2%	4.9%	6.7%	3.3%	3.8%	1.2%	6.7%	5.4%	4.9%	8.8%	13.6%	4.8%
Harwich (30 mins)	1.3%	0.1%	6.8%	0.4%	0.7%	8.7%	15.1%	6.6%	5.5%	3.4%	4.3%	1.2%	6.5%	5.7%	4.5%	10.1%	14.3%	4.5%
Harwich	0.8%	0.1%	6.6%	0.4%	0.8%	8.9%	15.3%	5.3%	5.7%	3.6%	4.7%	1.3%	6.8%	5.6%	5.3%	10.0%	14.2%	4.7%

All usual residents aged 16 to 74 in employment																		
	Agriculture, forestry and fishing	Mining and quarrying	Manufacturing	Electricity, gas, steam and air conditioning supply	Water supply; sewerage, waste mgt. and remediation	Construction	Wholesale and retail; repair of motor cycles and vehicles	Transport and storage	Accommodation and food service activities	Information and communication	Financial and insurance activities	Real estate activities	Professional, scientific and technical activities	Administrative and support service activities	Public administration, defence, compulsory social security	Education	Human health and social work activities	Other
(45 mins)																		
Harwich (60 mins)	0.8%	0.1%	7.4%	0.6%	0.8%	8.8%	14.9%	5.9%	5.5%	4.2%	5.2%	1.2%	7.0%	5.5%	5.2%	9.2%	13.4%	4.6%
Harwich (90 mins)	0.8%	0.1%	7.5%	0.5%	0.8%	9.7%	14.7%	5.6%	5.0%	3.9%	6.3%	1.3%	7.6%	5.7%	4.9%	8.8%	12.1%	4.8%
Woodbridge (30 mins)	1.0%	0.1%	6.5%	1.3%	0.7%	7.6%	14.4%	7.8%	6.1%	5.4%	4.7%	1.1%	5.8%	5.6%	5.4%	8.4%	13.6%	4.5%
Woodbridge (45 mins)	1.4%	0.1%	7.1%	1.2%	0.7%	8.2%	14.5%	6.6%	5.9%	4.8%	4.5%	1.1%	6.5%	5.5%	5.2%	8.8%	13.4%	4.5%
Papermill Lane (30 mins)	0.9%	0.1%	7.8%	1.1%	0.8%	7.7%	16.5%	7.5%	4.6%	4.9%	5.7%	1.3%	5.3%	4.6%	5.9%	8.6%	12.7%	4.3%
Papermill Lane (45 mins)	1.0%	0.1%	8.2%	0.8%	0.8%	7.8%	16.7%	6.3%	4.7%	4.2%	5.0%	1.4%	5.7%	4.6%	6.1%	9.2%	12.9%	4.6%
Cambridge	1.5%	0.1%	9.6%	0.3%	0.8%	7.1%	12.6%	3.4%	4.8%	6.0%	2.0%	1.2%	11.8%	5.4%	4.6%	12.2%	12.0%	4.7%
Essex	0.6%	0.1%	7.4%	0.4%	0.8%	10.1%	14.4%	5.0%	4.7%	3.9%	6.8%	1.4%	8.2%	5.7%	4.7%	9.0%	12.1%	4.7%
Norfolk	2.2%	0.4%	9.4%	0.4%	0.8%	8.6%	15.6%	3.8%	7.1%	2.4%	3.6%	1.2%	6.5%	5.3%	4.8%	8.9%	13.9%	5.0%
Suffolk	1.7%	0.2%	9.2%	1.0%	0.8%	8.4%	14.5%	5.5%	6.2%	3.7%	3.2%	1.1%	6.7%	5.5%	5.4%	8.3%	12.7%	5.9%
East of England	1.0%	0.1%	8.2%	0.4%	0.8%	8.6%	14.8%	4.9%	5.4%	4.5%	4.5%	1.3%	8.6%	5.9%	4.8%	9.4%	12.0%	4.9%

All usual residents aged 16 to 74 in employment

	Agriculture, forestry and fishing	Mining and quarrying	Manufacturing	Electricity, gas, steam and air conditioning supply	Water supply; sewerage, waste mgt. and remediation	Construction	Wholesale and retail; repair of motor cycles and vehicles	Transport and storage	Accommodation and food service activities	Information and communication	Financial and insurance activities	Real estate activities	Professional, scientific and technical activities	Administrative and support service activities	Public administration, defence, compulsory social security	Education	Human health and social work activities	Other
UK	1.0%	0.3%	8.7%	0.6%	0.7%	8.1%	15.8%	4.8%	5.5%	3.8%	4.1%	1.6%	6.9%	5.3%	5.3%	9.8%	12.6%	5.0%

Table 28.6. Qualifications

	All usual residents aged 16 and over	No qualifications	Level 1 qualifications	Level 2 qualifications	Apprenticeship	Level 3 qualifications	Level 4 qualifications and above	Other qualifications
Great Yarmouth (30 mins)	180,230	29.1%	14.6%	15.9%	4.9%	12.0%	18.3%	5.1%
Great Yarmouth (45 mins)	465,555	25.2%	13.6%	15.5%	4.4%	13.2%	23.4%	4.8%
Great Yarmouth (60 mins)	591,410	24.9%	13.7%	15.7%	4.4%	13.0%	23.4%	4.9%
Great Yarmouth (90 mins)	952,556	24.7%	13.5%	15.6%	4.2%	12.6%	23.9%	5.5%
Lowestoft (30 mins)	150,140	30.1%	14.5%	15.8%	5.0%	12.1%	17.2%	5.3%
Lowestoft (45 mins)	234,957	28.4%	13.9%	15.8%	4.9%	12.1%	19.9%	4.9%
Lowestoft (60 mins)	477,872	24.9%	13.2%	15.3%	4.3%	13.1%	24.4%	4.8%
Lowestoft (90 mins)	1,006,770	24.2%	13.8%	15.8%	4.2%	12.7%	24.3%	5.0%
Harwich (30 mins)	70,717	23.4%	14.6%	16.6%	3.8%	13.4%	23.2%	5.0%
Harwich (45 mins)	310,644	25.0%	14.3%	16.2%	3.6%	12.6%	23.4%	4.9%
Harwich (60 mins)	723,267	23.1%	14.5%	16.3%	3.8%	12.5%	25.0%	4.8%
Harwich (90 mins)	2,148,642	23.2%	15.4%	16.5%	3.7%	12.2%	24.1%	4.9%
Woodbridge (30 mins)	217,186	22.3%	14.3%	16.0%	3.9%	12.2%	26.1%	5.2%
Woodbridge (45 mins)	356,610	22.0%	13.9%	16.1%	3.9%	12.5%	26.8%	4.8%
Papermill Lane (30 mins)	291,991	22.1%	14.3%	16.5%	4.0%	12.3%	25.9%	4.9%
Papermill Lane (45 mins)	619,812	22.6%	14.3%	16.4%	3.8%	12.5%	25.5%	4.9%
Cambridge	528,160	18.1%	11.6%	13.9%	3.5%	13.3%	34.3%	5.4%
Essex	1,165,790	23.2%	15.6%	16.6%	3.7%	12.2%	24.2%	4.4%

	All usual residents aged 16 and over	No qualifications	Level 1 qualifications	Level 2 qualifications	Apprenticeship	Level 3 qualifications	Level 4 qualifications and above	Other qualifications
Norfolk	734,149	25.4%	13.8%	15.7%	4.1%	12.6%	23.2%	5.2%
Suffolk	611,539	23.5%	13.9%	16.0%	4.2%	12.3%	24.7%	5.5%
East of England	4,881,705	21.8%	14.1%	15.6%	3.7%	12.4%	27.0%	5.3%
UK	52,589,043	22.3%	13.6%	14.6%	3.3%	12.9%	28.2%	5.1%

28.2 Tourism Baseline

Table 28.7 East of England Top 10 Paid & Unpaid Visitor Attractions 2014

Attraction Name	Visitors
Paid	
ZSL Whipsnade Zoo	696,750
Imperial War Museum Duxford	402,468
Southend-on-Sea Pier	319,796
Anglesey Abbey, Gardens and Lode Mill	315,631
Dinosaur Adventure	261,808
Cambridge University Botanic Garden	255,567
RHS Garden Hyde Hall	216,264
Norwich Castle Museum and Art Gallery	212,510
Ickworth House, Park and Gardens	210,897
Banham Zoo	210,285
Unpaid	
Needham Lake and Nature Reserve	337,000
Fitzwilliam Museum	323,019
Wroxham Barns	275,000
Grafham Water Visitor Centre	250,000
Cathedral and Abbey Church of St Alban	185,000
The Natural History Museum at Tring	158,539
The Sedgwick Museum of Earth Sciences	103,513
RSPB Titchwell Marsh Nature Reserve	80,368
Kettle's Yard	75,107
St Edmundsbury Cathedral	74,341

Table 28.8 Serviced & Non-Serviced Accommodation and Bed-space provision in East of England

	Cambridgeshire	Norfolk	Suffolk	Essex	East of England
Number of Serviced establishments	382	789	476	456	2,516
% of East of England Total	15%	31%	19%	18%	
Number of serviced bed-spaces	19,636	1,8868	12,234	24,315	11,3246
% of East of England Total	17%	17%	11%	21%	
Number of non-serviced establishments	144	1478	865	160	2,722
% of East of England Total	5%	54%	32%	6%	
Number of non-serviced bedspaces	2,476	29,065	8,387	31,053	73,596
% of East of England Total	3%	39%	11%	42%	2,516

Table 28.9 Domestic Tourism – Trips, Nights and Spend

	Average Annual Trips (000's)	Average Annual Trips (000's)	Average Annual Trips (000's)	Average Annual Nights (000's)	Average Annual Nights (000's)	Average Annual Nights (000's)	Average Annual Spend (£M)	Average Annual Spend (£M)	Average Annual Spend (£M)
	2009 -11 (3yr ave)	2010 -12 (3yr ave)	2011- 13 (3yr ave)	2009 -11 (3yr ave)	2010 -12 (3yr ave)	2011- 13 (3yr ave)	2009 -11 (3yr ave)	2010 -12 (3yr ave)	2011- 13 (3yr ave)
Norfolk	3,084	2,517	2,420	11,614	9,938	9,351	561	501	483
Suffolk	1,603	1,519	1,488	5,136	4,828	4,922	220	226	244
Essex	1,933	1,886	1,899	5,135	5,212	5,348	211	222	232
Cambridgeshire	1,482	1,445	1,443	3,479	3,736	3,462	181	188	184
East of England	9,994	9,196	9,189	30,063	27,843	27,455	1,385	1,385	1,361
England	100,682	101,418	103,500	300,915	300,922	304,912	16,924	17,751	18,707

Diagram 28.1 Overseas Trips (000's)

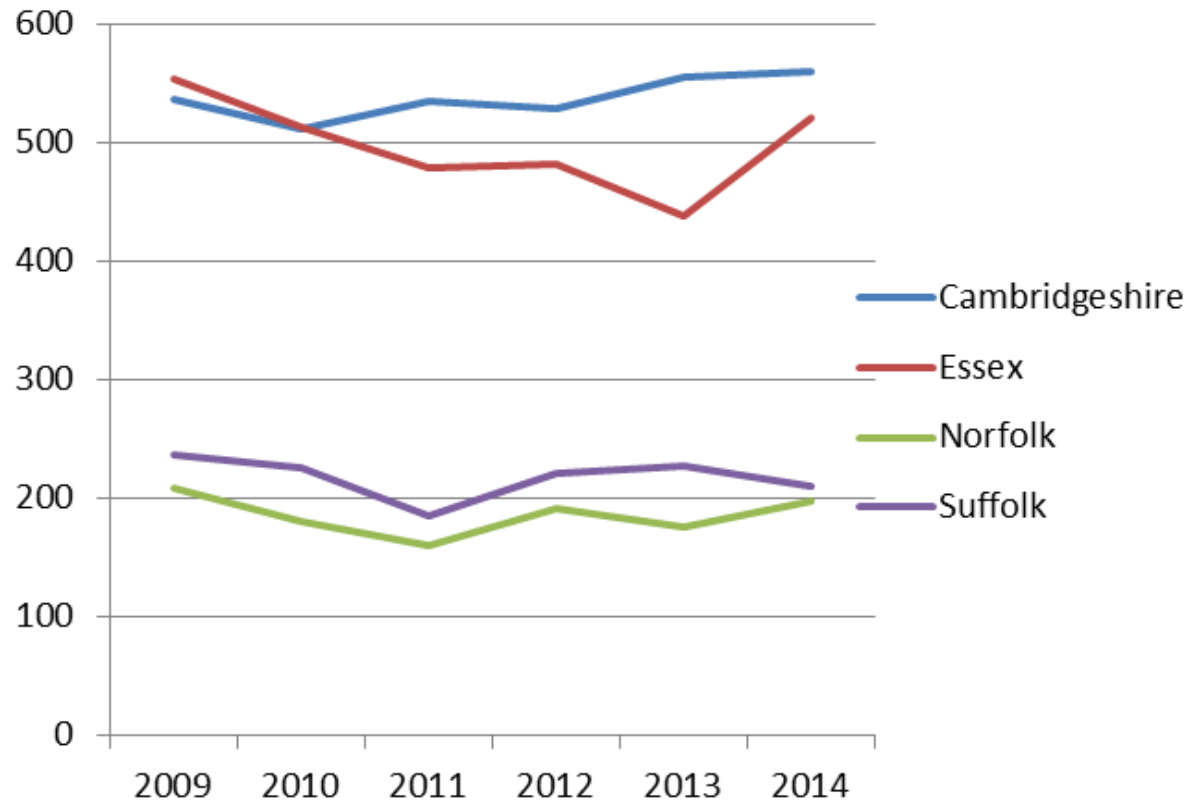


Table 28.10 East of England Purpose of Overseas Visits (000's)

	Holiday	VFR	Business	Other	Study
Norfolk	44,756	103,945	42,755	14,155	4,630
Suffolk	64,253	87,073	43,359	2,351	1,424
Essex	126,911	220,628	121,308	47,969	4,403
Cambridgeshire	144,547	215,132	146,618	17,678	36,128

Diagram 28.2 East of England accommodation used for staying visits (2013)

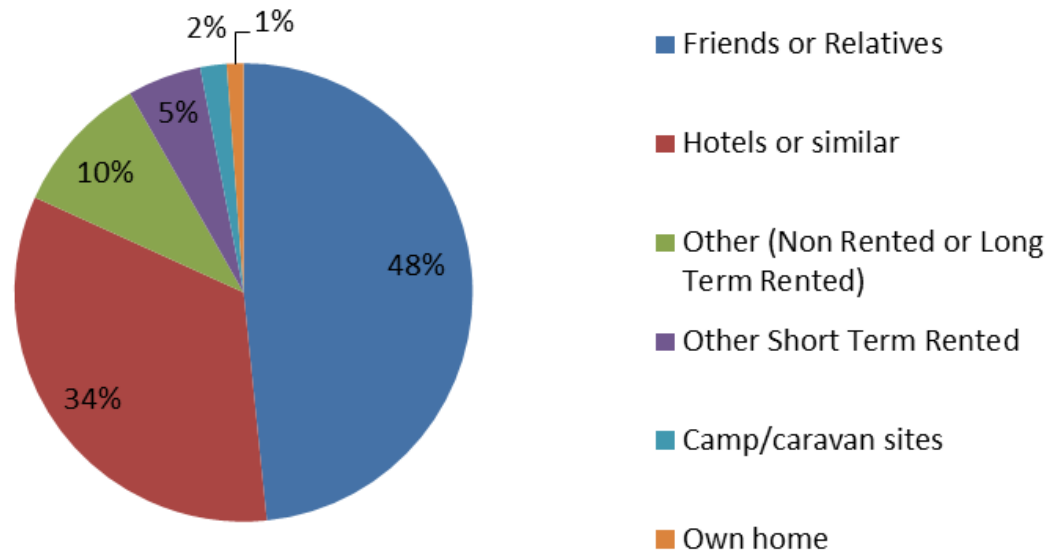


Diagram 28.3 Overseas Nights (Millions)

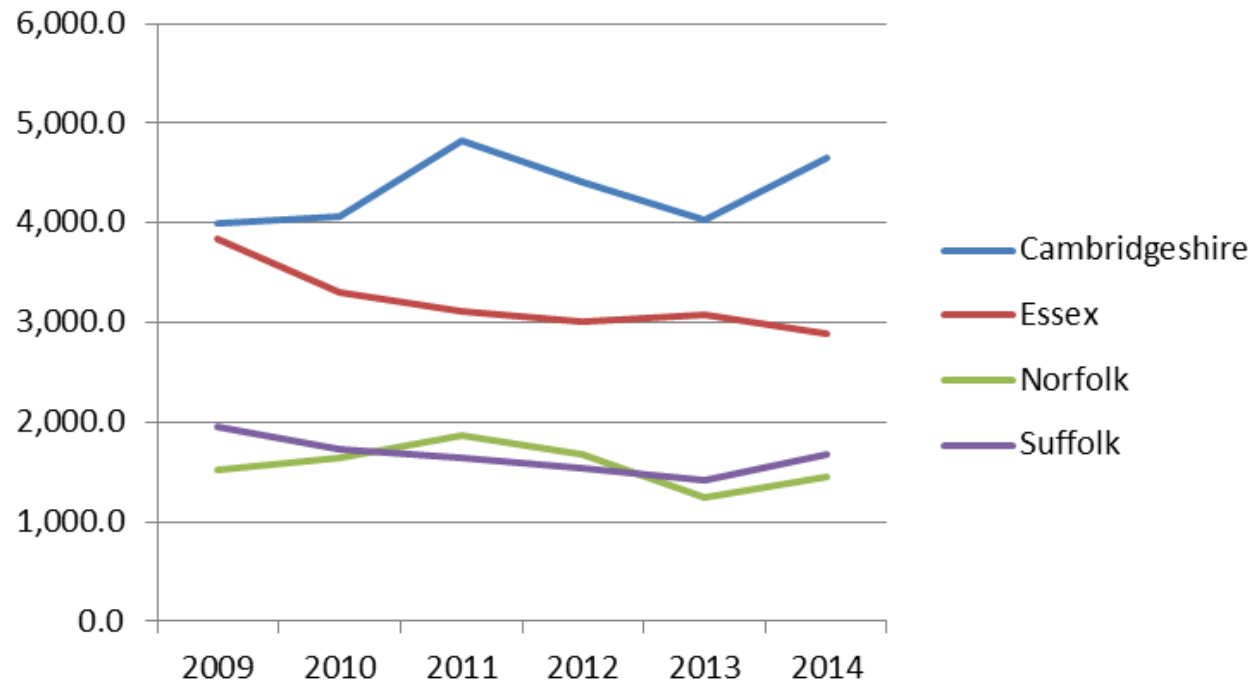


Diagram 28.4 Overseas Spend (Millions) (2015 prices)

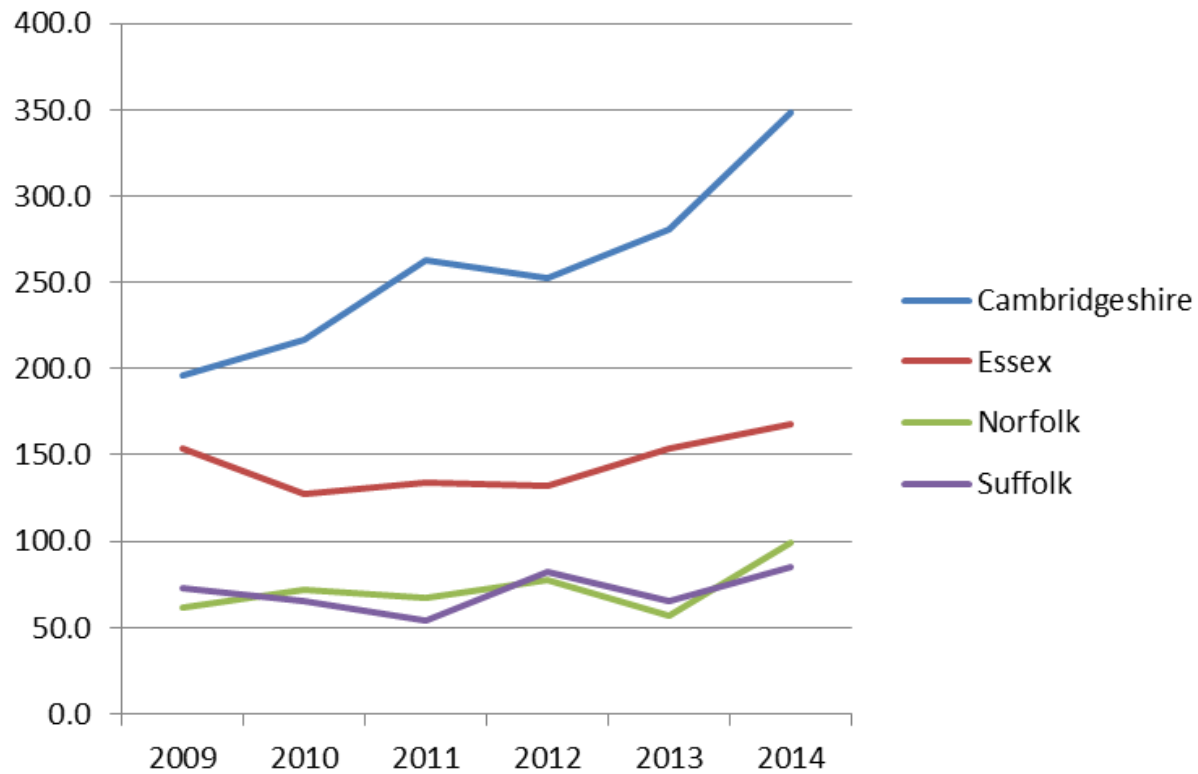


Table 28.11 Tourism related businesses in the coastal study area

	Hotels	Camping & other short stay	Restaurants	Bars & Pubs	Tour operators	Library, museum, cultural activities	Sporting activities	Other recreational activities	Total
2003	111	96	421	404	73	65	138	146	1,454
2008	102	110	438	421	63	47	142	137	1,460
2003 as % total	8%	7%	29%	28%	5%	4%	9%	10%	100%
2007 as % total	7%	8%	30%	29%	4%	3%	10%	9%	100%
Change 2003-2008									
No. Change	-9	14	17	17	-10	-18	4	-9	6

Table 28.12. Onshore Construction Absorption Capacity

	Woodbridge Drive Times			Bramford Drive Times		
	30 mins	45 mins	60 mins	30 mins	45 mins	60 mins
Working Age population	164,717	265,528	508,215	224,822	472,083	786,848
Economically active	138,889	225,960	426,968	188,065	389,905	653,214
Potentially available labour	6,275	9,081	17,753	9,877	20,304	33,611
Construction related workers	9,882	17,410	33,742	13,598	28,827	50,525
Net Additional FTEs	229					
Working Age population	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%
Economically active	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%
Potentially available labour	3.7%	2.5%	1.3%	2.3%	1.1%	0.7%
Construction related workers	2.3%	1.3%	0.7%	1.7%	0.8%	0.5%

Table 28.13. Sensitivity Analysis Offshore Construction Employment Varied +10% and -10%: versus Labour Market Scale

	Lowestoft Drive Times				Great Yarmouth Drive Times				Harwich Drive Times			
	30 mins	45 mins	60 mins	90 mins	30 mins	45 mins	60 mins	90 mins	30 mins	45 mins	60 mins	90 mins
Working Age population	106,968	163,344	345,891	734,676	128,683	342,493	430,909	685,745	53,313	229,244	541,716	1,636,479
Economically active	85,689	134,045	282,432	613,255	104,114	277,793	354,078	572,800	42,870	185,338	452,424	1,372,613
Potentially available labour	5,854	7,570	13,791	26,967	6,537	14,001	16,644	24,301	1,884	8,800	19,838	60,660
Construction related workers	6,654	10,836	21,434	47,739	8,061	21,084	27,578	45,306	3,472	15,244	37,183	124,748
Single Phase												
Net Additional FTEs (Low Scenario)	720	Lowest estimate -10%										
Working Age population	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Economically active	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%
Potentially available labour	12%	10%	5%	3%	11%	5%	4%	3%	38%	8%	4%	1%
Construction related workers	11%	7%	3%	2%	9%	3%	3%	2%	21%	5%	2%	1%
Net Additional FTE Jobs (High Scenario)	2,937	Highest estimate +10%										
Working Age population	3%	2%	1%	0%	2%	1%	1%	0%	6%	1%	1%	0%
Economically active	3%	2%	1%	0%	3%	1%	1%	1%	7%	2%	1%	0%
Potentially available labour	50%	39%	21%	11%	45%	21%	18%	12%	156%	33%	15%	5%
Construction related workers	44%	27%	14%	6%	36%	14%	11%	6%	85%	19%	8%	2%

28.3 References

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Appendix 28.1 Ends Here