

# Norfolk is a place of contrasts



- Fast growing city of Norwich; rural; coastal
- 5<sup>th</sup> largest shire county
- Two tier county with six district councils

## Employment

Priority sectors are biotechnology and agri-tech, clean energy, creative digital

Main employment is in health & social care, retail and agriculture

Opportunities can be seasonal and low wage

Higher skilled opportunities often filled by people from outside Norfolk



# Youth unemployment in Norfolk

- 3% of all 16 and 17 year olds are not in education, employment or training
- 3.4% of 18-24 year olds are claiming benefits

## What's changed?

Fewer young people are NEET, but those who are have more complex barriers & are likely to remain NEET for a longer period of time



# NEET strategy

- An in depth understanding of the barriers and issues
- Targeting of resources and support
- Right provision, in the right place

Underpinned by strong partnership approach and forensic use of MI

# What works

- Shared ownership & partnership work
- LA support for schools and colleges to provide effective IAG
- Tracking



