

# English Indices of Multiple Deprivation 2025 – Norfolk and Waveney



**Norfolk** County Council

A county, district, and Integrated Care Board (ICB) summary, plus Lower Layer Super Output Area (LSOA) analysis and comparison to 2019 release

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# Acronyms

CCG	Clinical Commissioning Group
COPD	Chronic Obstructive Pulmonary Disease
ICB	Integrated Care Board
IDACI	Income Deprivation Affecting Children Index
IDAOPi	Income Deprivation Affecting Older People Index
IMD	Indices of Multiple Deprivation
IoD	Indices of Deprivation
LSOA	Lower Layer Super Output Area
ONS	Office for National Statistics

# Index of Multiple Deprivation – 2025 Release: Infographic

The Index of Multiple Deprivation (IMD) compares areas against the rest of England, i.e. it is a 'relative' metric

As a relative metric, the IMD does not show if people's real-world living conditions have changed over time

The IMD is calculated only for areas not individuals

The IMD's construction has changed over time: 2025 uses 55 indicators, 2019 used 39 indicators

Norfolk is the **86th** most deprived local authority in England

153 local authorities in England

Norfolk is **slightly less deprived** than the average local authority

Norfolk and Waveney is the **15th** most deprived Integrated Care Board (ICB) in England

42 ICBs in England

Norfolk and Waveney is **more deprived** than the average ICB

Across Norfolk and Waveney...

**14%** of people live in areas among the 20% most deprived in England

**27%** of people in the **Great Yarmouth district** live in areas among the 10% most deprived in England

The severest deprivation is concentrated in **urban areas**



**Great Yarmouth**

**Norwich**

**Lowestoft**

**King's Lynn**

Across Norfolk and Waveney, of those aged 60+

**6%** live in areas among the 20% most deprived in England for income deprivation among older people

**Norwich** has the highest proportion who are income deprived



Compared to the rest of England, Norfolk and Waveney is most deprived for:

**Education, Skills and Training**



**Barriers to Housing and Services**



**Broadland and South Norfolk** are the **least deprived** districts in Norfolk and Waveney

**Broadland and South Norfolk** have **no** areas among the 30% most deprived in England

**BUT** less deprived areas can still contain many individuals who are likely to be deprived



**66%**

of rural areas in Norfolk and Waveney are among the 20% most deprived areas in England for **Barriers to Housing and Services**



Comparing IMD 2025 to IMD 2019:

Norfolk's overall rank is broadly **stable**

Across Norfolk and Waveney almost **17,000 fewer people** live in areas among the 20% most deprived in England

**7 fewer** areas in **Norwich** are identified as among the 20% most deprived in England

**4 more** areas in **King's Lynn and West Norfolk** are identified as among the 20% most deprived in England

Changes over time may result from methodological changes or changes in other areas of England

## Headlines

**Significant caution is required when making statements about changes in the Index of Multiple Deprivation (IMD) over time. Movements in an area's IMD ranking between years may not align with whether real-world living conditions in the area have improved or worsened in an absolute sense.**

- Out of 153 upper-tier local authorities, in 2025 Norfolk is the 86th most deprived local authority in England.
- As such, Norfolk is slightly less deprived than the average upper-tier local authority in England.
- The Index of Multiple Deprivation (IMD) rank<sup>1</sup> of Norfolk is relatively stable between 2019 and 2025. In 2019 Norfolk was ranked the 84<sup>th</sup> (out of 151) most deprived upper-tier local authority.
- In 2025 the Norfolk and Waveney Integrated Care Board (ICB) is ranked the 15<sup>th</sup> (out of 42) most deprived ICB in England according to the IMD.<sup>2</sup>
- As such, Norfolk and Waveney is somewhat more deprived than the average ICB in England.
- 14.4% of Norfolk and Waveney's population (around 152,000 people)<sup>3</sup> live in areas that are within the 20% most deprived areas in England.

## Variations by district

- The main concentrations of areas (Lower Layer Super Output Areas, LSOAs)<sup>4</sup> that are among the 20% most deprived areas in England are in King's Lynn, Lowestoft, Norwich and Great Yarmouth.
- As such, deprivation is concentrated in urban areas: 82 urban LSOAs in Norfolk and Waveney are among the 20% most deprived areas in England compared to 9 rural LSOAs.
- Of the LSOAs in Norfolk and Waveney that are among the 20% most deprived areas in England, 27 are in Norwich, 20 are in Great Yarmouth, 18 are in Waveney and 17 are in King's Lynn and West Norfolk.
- 34.4% of Great Yarmouth's population live in areas that are among the 20% most deprived areas in England, compared to 31.6% in Norwich, 23.7% in Waveney and 18.8% in King's Lynn and West Norfolk.
- 6.7% of Norfolk and Waveney's population (around 71,000 people) live in areas that are within the 10% most deprived in England.

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<sup>1</sup> All references to ranks refer to the 'Rank of the average scores' (there are different methodologies for assessing the relative deprivation of large areas). Also, all statements about ranks relate to upper-tier local authorities.

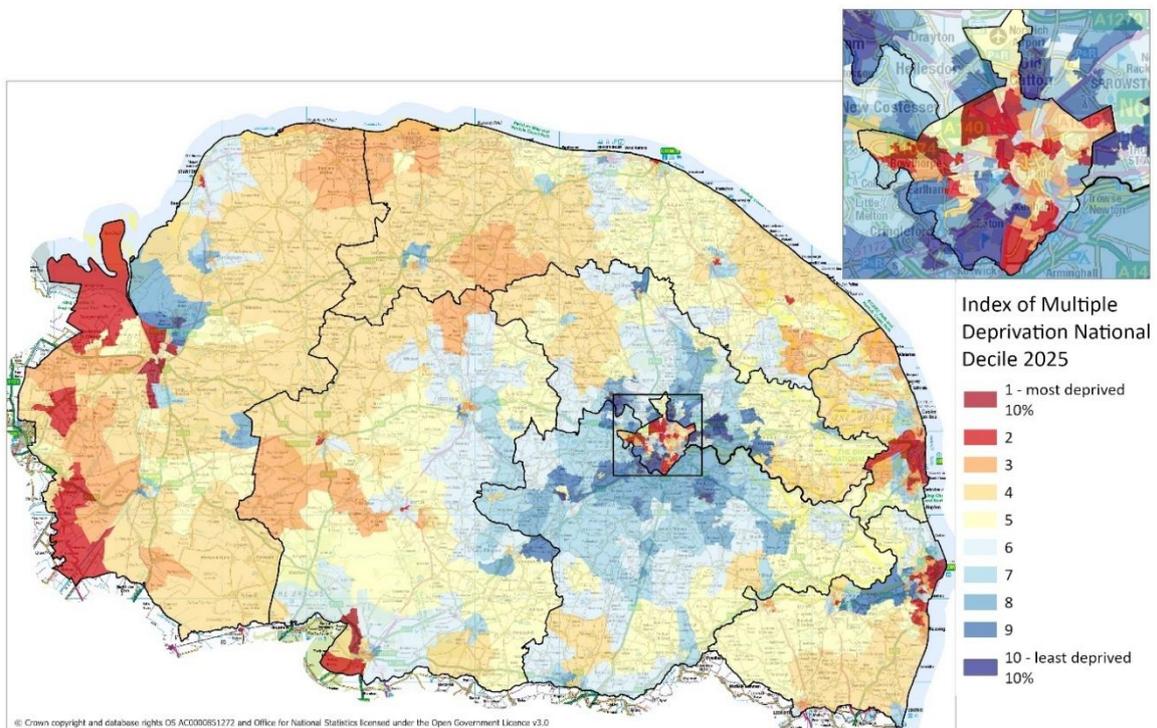
<sup>2</sup> The Norfolk and Waveney ICB had not been created when the IMD was last compiled in 2019.

<sup>3</sup> All references to populations use Office for National Statistics (ONS) 2024 mid-year population estimates.

<sup>4</sup> LSOAs are a standard geography for many statistics. The IMD 2025 assesses the level of deprivation in each of the 33,755 LSOAs in England.

- When looking at areas within the 10% most deprived in England, the deprivation in Great Yarmouth is clear: 26.6% of Great Yarmouth's population live in these areas, compared to 14.5% in Waveney, 10.9% in Norwich and 5.8% in King's Lynn and West Norfolk.
- 3 LSOAs in Great Yarmouth are among the 60 most deprived LSOAs in England
- Of the 9 rural LSOAs in Norfolk and Waveney that are among the 20% most deprived areas in England, 5 are located in King's Lynn and West Norfolk.
- Broadland and South Norfolk are the least deprived areas of Norfolk and Waveney. They contain *no* LSOAs that are among the 30% most deprived areas in England.
- Broadland has 10 LSOAs that are among the 10% least deprived areas in England, more than all the areas of Norfolk and Waveney combined.
- 2.7% of Norfolk and Waveney's population live in areas that are among the 10% least deprived areas in England. 10.8% of Norfolk and Waveney's population live in areas that are among the 20% least deprived areas in England.<sup>5</sup>

**Figure 1: Distribution of Norfolk and Waveney LSOAs across the deciles of the Index of Multiple Deprivation (IMD) - 2025**



**Note: Decile 1 (dark red) = most deprived 10% of areas in England, decile 10 (dark blue) = least deprived 10% of areas in England**

<sup>5</sup> The number of LSOAs among the 20% most deprived areas in England includes those LSOAs that are among the 10% most deprived areas in England.

- Appendix 1 provides enlarged versions of the choropleth map in Figure 1 for each district plus Waveney.
- Appendix 2 provides the proportion of LSOAs and population in each district (plus Waveney) broken down by deciles of the IMD distribution for England.

## Individual deprivation domains

- Considering the 7 deprivation domains forming the IMD, in 2025 Norfolk and Waveney, relative to the rest of England, is most deprived in the Education, Skills and Training domain (ranked 5th) and the Barriers to Housing and Services domain (ranked 11th).
- Relative to the rest of England, Norfolk and Waveney is least deprived for the Crime domain (ranked 35th) and the Income Deprivation Affecting Older People Index (ranked 27<sup>th</sup>).
- Barriers to Housing and Services are more severe an issue in rural areas: 66.0% of rural LSOAs (190 LSOAs) in Norfolk and Waveney are among the 20% most deprived areas in England for this domain compared to 4.2% of urban LSOAs.
- Appendix 3 provides the proportion of LSOAs and population in Norfolk and Waveney broken down by deciles of the distributions of each deprivation domain.
- The IMD is calculated for areas, so it is not possible to say which individuals are deprived according to the overall IMD.
- However, for the Income Deprivation and Employment Deprivation domains, it is possible to identify the number of people experiencing these specific domains of deprivation.
- There are many individuals experiencing these types of deprivation that do not live in LSOAs identified as being among the 20% most deprived in England for these domains.
- For example, while Broadland and South Norfolk do not contain any LSOAs among the 30% most income deprived areas in England, they respectively contain around 18,800 and 21,000 income deprived individuals.

## Changes over time

- Caution is required when looking at changes in the IMD over time as between 2019 and 2025 significant changes were made to its calculation and it is a 'relative' metric.
- Being a relative metric means it is not possible to use the IMD to assess whether the real-world living conditions experienced by people in Norfolk and Waveney improved or worsened over time.

- Accepting these caveats, moving from the IMD 2019 to the IMD 2025 means 8 fewer LSOAs (in net terms) in Norfolk and Waveney, containing around 16,800 people, are among the 20% most deprived areas in England.
- In terms of specific districts, the number of LSOAs in Norwich among the 20% most deprived areas in England fell by 7 LSOAs between the IMD 2019 and the IMD 2025, but in King's Lynn and West Norfolk there was an increase of 4 LSOAs identified as being among the most deprived areas.
- Just over half of the LSOAs in Norfolk and Waveney changed decile of the IMD distribution between the IMD 2019 and the IMD 2025.
- More LSOAs moved to a more deprived decile than moved to a less deprived decile (184 vs 154) between the IMD 2019 and the IMD 2025.
- While Norfolk's overall IMD rank remained stable between the IMD 2019 and the IMD 2025, there was more change among the individual domains.
- The biggest changes were Norfolk's ranking for Health Deprivation and Disability became less deprived, relative to other upper-tier local authorities, by 11 positions, while for the Barriers to Housing and Services domain Norfolk became more deprived, in relative terms, by 17 positions.

# Introduction

This report provides a summary of deprivation in Norfolk and Waveney, relative to the rest of England, by reporting on the English Indices of Deprivation 2025.<sup>6</sup> The report introduces the measure of deprivation produced by the Ministry of Housing, Communities & Local Government, the Index of Multiple Deprivation (IMD), describes the component parts of the IMD, and how it can be interpreted for Norfolk and Waveney. The report combines information provided within the IMD statistical release and research report<sup>7</sup>, with analysis specific to Norfolk and Waveney.

## What are the English Indices of Deprivation?

The Indices of Deprivation (IoD) are used to create the Index of Multiple Deprivation (IMD), which is used to assess deprivation across England. The measure is produced for the Ministry of Housing, Communities & Local Government and has been reported at regular intervals since its original publication in 2000.<sup>8</sup> The most recent release of the IMD was published on 30 October 2025.

The IMD provides an overall measure of deprivation for an area relative to the rest of England. England is split into 33,755 small areas (Lower Layer Super Output Areas or LSOAs) and for each area over 50 indicators are gathered and then combined into a single deprivation score.<sup>9</sup> These scores are then used to rank the areas from the most deprived to the least deprived. A rank of 1 identifies the most deprived LSOA in England, while a rank of 33,755 identifies the least deprived LSOA in England.<sup>10</sup> It is important to emphasise that the IMD assesses the average level of deprivation for an area and does not assess the deprivation faced by individual people within areas.

The IMD is comprised of 7 domains which are combined to create the overall index. Each domain feeding into the IMD has a weighting that has been derived by considering the academic literature on poverty and deprivation, as well as the robustness of the different indicators. The domains of the IMD and their weight in the overall IMD score are:

- Income Deprivation (22.5%)
- Employment Deprivation (22.5%)
- Education, Skills, and Training Deprivation (13.5%)

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<sup>6</sup> [English indices of deprivation 2025 - GOV.UK](#)

<sup>7</sup> [English indices of deprivation 2025: research report](#)

<sup>8</sup> [English indices of deprivation - GOV.UK](#)

<sup>9</sup> Being an aggregate measure, the IMD scores only have meaning in comparison to other areas and, as the indicators changed substantially between 2019 and 2025, comparing the scores (as opposed to the ranking) over time has little value.

<sup>10</sup> The ranking

- Health Deprivation and Disability (13.5%)
- Crime (9.3%)
- Barriers to Housing and Services (9.3%)
- Living Environment Deprivation (9.3%)

While the structure of the 2025 IMD domains remain the same as in 2019, including the weights attached to them, there have been significant changes to the individual indicators used in each of the domains. Overall, 20 new indicators have been added for 2025 and 14 indicators have been enhanced, while 21 indicators have not experienced major changes to their definition since 2019.<sup>11</sup> These changes to the underlying indicators mean that one of the potential reasons for changes in areas' IMD rank between 2019 and 2025 will be changes in methodology.

## IMD Metrics

The Ministry of Housing, Communities & Local Government provides scores and ranks for each domain of deprivation and the overall IMD. For the Income Deprivation and Employment Deprivation domains (but no other domains) the respective scores can be interpreted as the proportions of the population in an area experiencing Income (Employment) deprivation. This means, that unlike for the other domains, it is possible to report the number of individuals in each area experiencing Income and/or Employment Deprivation.

Rather than reporting the rank position of individual LSOAs, for ease of interpretation it is common the decile or quintile of the distribution that an LSOA lies within. Deciles are calculated by ranking the 33,755 LSOAs in England from most deprived to least deprived and dividing them into 10 equally sized groups. LSOAs in decile 1 fall within the most deprived 10% of LSOAs in England and LSOAs in decile 10 fall within the least deprived 10% of LSOAs across England. To correspond to the 'Core20' targeting approach this report often focuses on quintiles, where the ranking of LSOAs for England is split into 5 equally sized groups. The proportion of LSOAs in the bottom quintile, i.e. the 20% most deprived areas in England, is often stated in this report.

## Why is Deprivation an issue?

Higher deprivation is associated with poorer health outcomes, for example higher emergency hospital admissions, shorter healthy life expectancy, and a higher chance of an early death. More deprived populations experience social and

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<sup>11</sup> [English indices of deprivation 2025: technical report](#)

economic circumstances that increase health stresses and are more likely to have lifestyle behaviours that have a negative health impact such as smoking, poor diet and/or little physical exercise. For example, in England in 2022 16.2% of adults in the most deprived 10% of areas smoked compared to 9.8% of adults in the least deprived 10% of areas.<sup>12</sup> The consequences of these behaviours could be higher levels of mental health issues and long-term physical health problems resulting in shorter life expectancy<sup>13</sup>. Key health conditions, such as chronic obstructive pulmonary disease (COPD), chronic pain and type 2 diabetes, are at least one and a half times more common in the most deprived areas of England than in the least deprived areas of England.<sup>14</sup> In Norfolk, for the period 2021 to 2023, the difference in life expectancy between those living in the most deprived and those living in the least deprived areas was around 9.2 years for men and 5.7 years for women.<sup>15</sup>

As deprivation is widely linked to many other issues and health problems, the IMD has been used in a variety of contexts, including<sup>16</sup>:

- By national and local organisations to identify places to prioritise for receiving resources and targeted funding;
- To help inform eligibility for government policies and initiatives;
- To developing the evidence base for a range of national and local policies and strategies, including assessing programmes' reach and impact;
- Frequent use in funding bids, including bids made by councillors for their neighbourhoods, and from voluntary and community groups;
- As part of the Public Health Outcomes Framework to understand health inequalities.

## The Domains of Deprivation

As discussed above, 55 separate indicators<sup>17</sup> feed into the 7 domains of deprivation, which are then combined and weighted to calculate the overall IMD. Each domain measures a different aspect of deprivation, and the domain's weighting signals the overall importance of the domain within the IMD.

While the seven IMD domains are designed to measure different types of deprivation, it would be wrong to view them as being completely independent from one another; one domain can have an impact on others. For example, Income

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<sup>12</sup> [JSNA HNA Smoking and Tobacco Control January 2024.pdf](#)

<sup>13</sup> [Inequalities by deprivation | The Health Foundation](#)

<sup>14</sup> [Inequalities in specific health conditions by deprivation decile | The Health Foundation](#)

<sup>15</sup> [Health Inequalities Dashboard](#)

<sup>16</sup> [English indices of deprivation 2025: research report](#)

<sup>17</sup> Details of all the domains and indicators are taken from the [English indices of deprivation 2025: technical report](#).

Deprivation likely affects housing affordability deprivation, and Income Deprivation is likely related to Employment Deprivation.

## Income Deprivation

The Income domain measures the proportion of the population experiencing deprivation relating to low levels of income. The definition of low income used within the IMD includes people that are out of work, and those that are in work but who have sufficiently low earnings that they claim a means tested benefit.

The indicators that create the income domain of deprivation include:

- Adults and children in Income Support families
- Adults and children in Income-based Jobseeker's Allowance families or Income-based Employment and Support Allowance families
- Adults and children in Pension Credit (Guarantee) families
- Adults and children in 'out of work' Universal Credit families
- Adults and children in families with equivalised<sup>18</sup> income (after housing costs) below 70% of the national average where they receive 'in-work' Universal Credit, Housing Benefit or Tax Credits
- Asylum seekers in dispersed accommodation and receiving support

Between 2019 and 2025 the main changes to the indicators in this domain relate to the expansion of people receiving Universal Credit in place of other benefits, the inclusion of families receiving housing benefits and changes to the income threshold where it is applied. In 2019 the income threshold was 60% of national median equivalised income before housing costs, while in 2025 the income threshold is 70% of national median equivalised income after housing costs. In isolation, moving to an after housing cost income measure likely means that areas with high housing costs are identified as relatively more income deprived in 2025 than in 2019.

## Employment Deprivation

The Employment domain measures the proportion of the working-age population in an area involuntarily excluded from the labour market, including people who would like to work but are unable to do so due to unemployment, sickness, disabilities, or caring responsibilities. As with the Income domain, the employment domain is constructed by counting those who claim specific state benefits; this means that the measures of Income and Employment Deprivation are sensitive to changes in benefit eligibility criteria and the proportion of eligible individuals who actually claim benefits.

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<sup>18</sup> Equivalisation controls for the size of a household to account for the fact that a household with a given income will generally have a lower standard of living if the income is being used to support a larger number of people.

The indicators that make up the Employment Deprivation domain are:

- Claimants of Jobseekers Allowance
- Claimants of Employment and Support Allowance
- Claimants of Incapacity Benefit
- Claimants of Severe Disablement Allowance
- Claimants of Carer's Allowance
- Claimants of Income Support
- Claimants of Universal Credit

The main changes to this domain since 2019 are the growing proportion individuals receiving Universal Credit rather than other benefits; the extension of Universal Credit claimants counted in this deprivation measure to include those in the 'planning for work' and 'preparing for work' categories; and an expansion of the working age population to 18-66 for both males and females (from 18-64 for males and 18-59 for females in 2019).

## Health Deprivation and Disability

The Health Deprivation and Disability domain measures the risk of premature death and the impairment of quality of life due to poor physical or mental health. The domain measures morbidity, disability and premature mortality.

The indicators that feed into to this deprivation domain are:

- Years of potential life lost
- Comparative illness and disability ratio (essentially the proportion of people claiming relevant benefits)
- Acute morbidity (hospital stays lasting more than a day)
- Mental health (based on the suicide rate, hospital stays, prescribing data and certain benefit claimants)

Comparing 2025 with 2019, the main change in this domain has been the replacement of a 'Mood and Anxiety Disorders' indicator with a much broader mental health indicator.

## Education, Skills, and Training Deprivation

The Education, Skills and Training domain measures educational attainment and skills in the local population. The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills.

The indicators that create this deprivation domain are:

- Children & young people:
  - Key stage 2 attainment
  - Key stage 4 attainment
  - Entry to higher education
  - Absences from school
- Adults skills:
  - Adults with no or low qualifications
  - English language proficiency

Compared to 2019 the indicator of pupils staying on in post-16 education has been removed and an additional indicator measuring persistent school absences has been added. Also, as with the Employment domain, the working age population for assessing adult skills has been expanded to 18-66 to reflect the current retirement age for both males and females.

## Crime

The Crime domain measures the risk of being a victim of crime involving personal or property damage and/or theft at a local level.

The indicators that create the Crime domain are crime rates for:

- Violence
- Stalking and harassment
- Burglary
- Theft
- Criminal damage
- Public order and possession of weapons
- Anti-social behaviour

Since 2019 the number of indicators in the Crime domain has increased from 4 to 8. New types of crime included in the domain for 2025 are: (i) stalking and harassment, (ii) public order and possession of weapons, and (iii) anti-social behaviour. Additionally, the definitions of violent crime and theft have been expanded to include all crimes in these categories and 6 years of crime data is now used for the indicators rather than only 2. As with a number of the domains, the population denominator for the crime rates has also been expanded to include prisoners.

## Barriers to Housing and Services

The Barriers to Housing and Services domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains:

'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing.

The indicators that create this deprivation domain are:

- Geographical barriers:
  - Travel time by walking, cycling and public transport to retail, education, health, employment and leisure/entertainment destinations
- Wider barriers:
  - Household overcrowding
  - Homelessness
  - Housing affordability
  - Broadband speed
  - Patient-to-GP ratio

The construction of this domain has undergone significant revision between 2019 and 2025. Broadband speed and patient-to-GP ratio are new indicators and travel time data replaces an indicator simply measuring road distances. The travel time indicator now assesses access to 33 types of destination compared to only 4 types for the old road distance indicator in 2019.

Furthermore, the indicator for household overcrowding now considers bedrooms rather than just rooms and the measures of homelessness in 2025 include an indicator for the most extreme forms of homelessness in addition to an indicator of statutory homelessness.

## Living Environment Deprivation

The Living Environment domain measures the quality of the local environment where people live. The indicators fall into two sub-domains. The 'indoors' living environment measures the quality of housing; while the 'outdoors' living environment includes measures of air quality and road traffic accidents.

The indicators that create the Living Environment domain are:

- Indoors living environment:
  - Housing in poor condition
  - Housing Energy Performance Certificate score
  - Housing lacking private outdoor space
- Outdoors living environment:
  - Air quality
  - Road traffic accidents injuring pedestrians/cyclists
  - Transport noise pollution

Compared to 2019, in 2025 the housing Energy Performance Certificate indicator replaces the previous central heating indicator to provide a more comprehensive assessment of home energy efficiency, while the indicator of households lacking private outdoor space and the indicator of transport noise exposure are newly added.

## Supplementary Indices

As well as the 7 domains of deprivation used to create the IMD, there are also two supplementary indices: the Income Deprivation Affecting Children Index (IDACI) and the Income Deprivation Affecting Older People Index (IDAOPI).

### Income Deprivation Affecting Children Index (IDACI)

The IDACI measures the proportion of children aged 0 to 15 living in income deprived families. It is a subset of the Income Deprivation domain which measures the proportion of the population experiencing deprivation relating to low income. As with the Income domain, the definition of low income used includes both families that are out of work, and those that are in work but who have low earnings (and who receive specified means tested benefits).

### Income Deprivation Affecting Older People Index (IDAOPI)

The IDAOPI measures the proportion of those aged 60 or over who experience Income Deprivation. It is another subset of the Income Deprivation domain. Again, the definition of low income used includes both people who are out of work and those who are in work but who have low earnings (and so receive specified means tested benefits).

## Geography and Aggregation

The IMD uses indicators that have data available at a small area level, specifically by LSOA. LSOAs are small areas that generally contain 400 to 1,200 households and a population of 1,000 to 3,000 people. There are currently 33,755 LSOAs in England. LSOAs are a standard statistical geography produced by the Office for National Statistics (ONS).<sup>19</sup> As a result, the IMD provides a measure of deprivation for small areas allowing a detailed approach to assessing variations in deprivation across England.

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<sup>19</sup> LSOAs are sometimes referred to as neighbourhoods within the IMD releases.

Also, the IMD can be aggregated to ‘higher geographies’ (larger geographic areas) such as local authority districts, upper-tier local authorities (e.g. county councils), or Integrated Care Boards (ICBs) to provide an average population-weighted<sup>20</sup> measure of deprivation for a large area. For example, the Ministry of Housing, Communities, and Local Government publishes IMD data at local authority and ICB level. In 2025, there are 296 local authority districts, 153 upper-tier local authorities<sup>21</sup>, and 42 ICBs in England for which the IMD has been calculated.

The aggregation of IMD data to higher geographies can occur in a number of ways, including by aggregating the IMD scores of individual LSOAs or by aggregating the IMD ranks of individual LSOAs. Each method can result in slightly different rank positions for an area. For example, when averaging the IMD ranks for Norfolk, Norfolk is ranked the 83<sup>rd</sup> most deprived local authority out of 153 upper-tier local authorities, however, when averaging the IMD scores across Norfolk, Norfolk is ranked the 84<sup>th</sup> most deprived upper-tier local authority in England.

Additional aggregated measures for the overall IMD indicator are provided in the official release, such as the proportion of LSOAs making up a higher geography that are in the 10% most deprived LSOAs nationally. The official technical report makes clear that no one approach to aggregation should be considered the ‘best’ approach.<sup>22</sup> All aggregation within this report uses the average score method for ranking areas, not the average ranks approach, since arguably it is more sensitive to variations in deprivation across LSOAs. This is consistent with the approach taken in the 2019 version of this report.

The **average score** method involves averaging the LSOA IMD scores for each higher geography with the contribution of each LSOA to its higher geography being weighted by its population. The resulting scores for the higher geographies are then ranked, where the rank of 1 (most deprived) is given to the area with the highest score. This rank represents the whole area of the higher geography, covering both deprived and non-deprived areas. The main difference to the average rank method is that more deprived LSOAs tend to have more ‘extreme’ scores than ranks. As such, using the score method means that less deprived areas offset (average out) highly deprived areas to lesser extent than when using ranks; in other words, highly polarised areas will tend to be identified as having greater deprivation using the average score method than when using the average rank method.

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<sup>20</sup> Population weighting means that aggregated results will be influenced more by LSOAs with larger populations relative to LSOAs with smaller populations.

<sup>21</sup> Some local authority districts are also upper-tier local authorities.

<sup>22</sup> See pg19-22, [English indices of deprivation 2025: technical report](#)

The **average rank** method averages IMD ranks for all the LSOAs that form each higher geography weighted each LSOA's contribution by their population. The resulting 'average rank' values for the higher geographies are then ranked, where the rank of 1 (most deprived) is given to the area with the lowest average rank. For highly polarised higher geographies extremely deprived LSOAs and less deprived LSOAs will tend to 'average out' so that the higher geography may not appear particularly deprived.

# Difference between IMD 2019 and IMD 2025 for Norfolk and Waveney

## Assessing changes over time requires caution

Comparing the IMD between 2019 and 2025 requires considerable caution for two reasons:

- a) The construction of the IMD has undergone considerable revision between 2019 and 2025
- b) The IMD is a *relative* metric, i.e. all statements about deprivation are relative to other areas of England.

Regarding (a), the number of indicators feeding into the IMD has increased from 39 to 55, with 20 entirely new indicators and 14 existing indicators having been significantly modified. This means that changes observed between 2019 and 2025 may simply be due to changes in the construction of the IMD rather than due to living conditions on the ground changing.

Regarding (b), it is simply not possible to use the IMD to evaluate whether the actual living conditions of residents on the ground have improved or worsened in an absolute sense between 2019 and 2025. For example, actual living conditions could worsen in Norfolk, but Norfolk becomes less deprived (in relative terms) according to the IMD ranking if other areas' living conditions have worsened even more. Similarly, actual living conditions could improve in Norfolk, but Norfolk becomes more deprived (in relative terms) according to the IMD ranking if other areas' living conditions improved even more.

As a result, it is safest to view the IMD 2019 and the IMD 2025 as being different. Statements about improvement or decline over time always have to be caveated by being clear that the improvement/worsening is relative to other areas of England.

Further complicating the situation, the Norfolk and Waveney ICB did not exist in 2019 and following the 2021 census, LSOA boundaries were drawn increasing the number of LSOAs in Norfolk from 538 to 552. Unless stated otherwise, all statements and analysis regarding the IMD 2019 uses a conversion to 2021 LSOA boundaries.

## Overview of changes

The IMD rank of Norfolk is relatively stable between 2019 and 2025. In 2025 Norfolk is ranked the 86th (out of 153) most deprived upper-tier local authority, while in 2019 Norfolk was ranked the 84th (out of 151) most deprived upper-tier local authority.

In 2019, using 2011 LSOA boundaries, the IMD showed that 40 of Norfolk's 538 LSOAs were among the 10% most deprived areas in England, and 78 LSOAs were among the 20% most deprived areas in England. In 2025 the IMD showed that 31 of Norfolk's 552 LSOAs were among the 10% most deprived areas in England, and 73 were among the 20% most deprived areas in England. This suggests that, relative to other areas of England, Norfolk appears slightly less deprived in 2025 than in 2019.

Using 2021 LSOA boundaries and 2024 population estimates, Table 1 isolates the impact of the move from the IMD 2019 to the IMD 2025 on the areas in Norfolk and Waveney identified as being among the 20% most deprived in England. Table 1 shows that in net terms there are 8 fewer LSOAs, containing 16,800 residents, in Norfolk and Waveney that are identified as being in the 20% most deprived in England when the IMD 2025 is used instead of the IMD 2019.

**Table 1: Comparison of Norfolk and Waveney LSOAs and population among the 20% most deprived areas in England - IMD 2025 versus IMD 2019**

20% Most Deprived Statistic	Index of Multiple Deprivation 2019	Index of Multiple Deprivation 2025	Change
Number of LSOAs	99	91	-8
Percentage of LSOAs	15.9%	14.6%	-1.3 percentage points
Population	168,896	152,090	-16,806
Percentage of total population	16.0%	14.4%	-1.6 percentage points

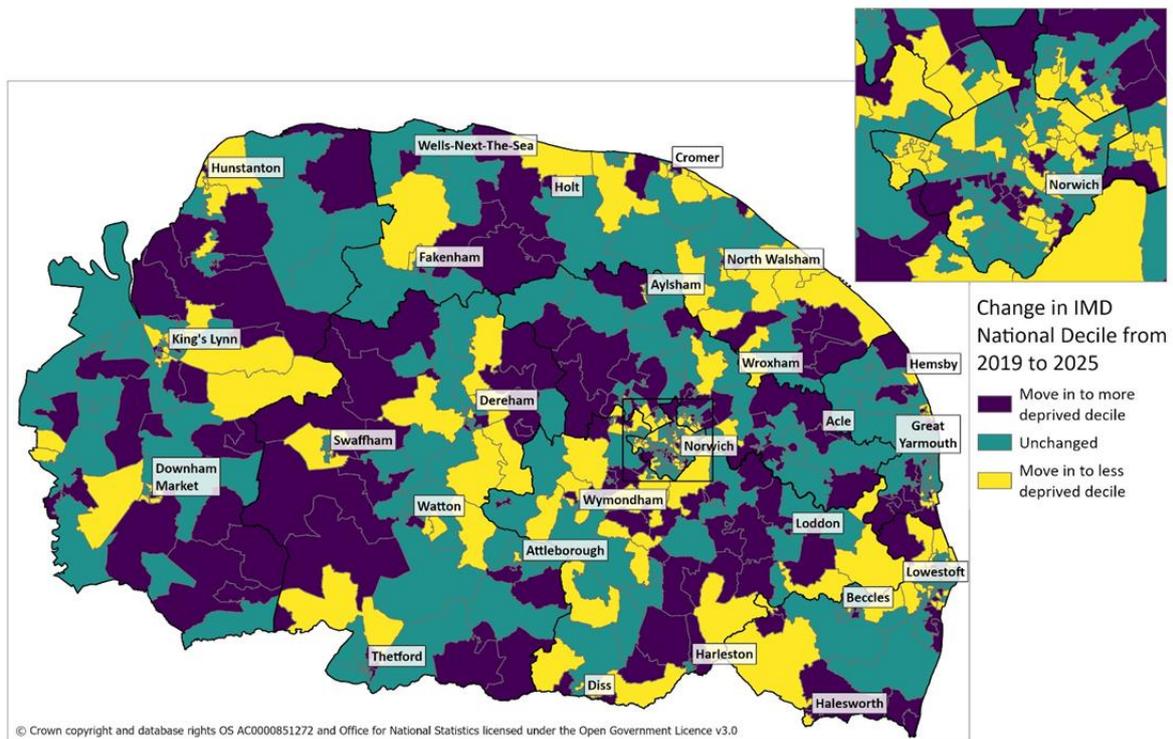
**Note: Calculations based on 2021 LSOA boundaries and 2024 population estimates.**

Figure 2 and Figure 3 provide a broader perspective of the changes in Norfolk and Waveney between the IMD 2019 and the IMD 2025. In total, across Norfolk and Waveney, 338 out of 624 LSOAs had the deprivation decile they were in change between the IMD 2019 and the IMD 2025. Of the LSOAs that moved decile between the IMD 2019 and the IMD 2025, more moved to a more deprived decile than to a less deprived decile, 184 vs 154.

Figure 3 shows that the vast majority of the LSOAs that moved decile only moved 1 decile, however, 36 LSOAs moved 2 deciles and 4 LSOAs moved 3 deciles. Figure 2

shows that the LSOAs which moved decile between the IMD 2019 and the IMD 2025 are widely distributed across the Norfolk and Waveney area.

**Figure 2: Map of Norfolk and Waveney LSOAs showing whether they moved decile in the IMD ranking for England between 2019 and 2025**



Note: Map uses 2021 LSOA boundaries

**Figure 3: Matrix showing the decile each LSOA in Norfolk and Waveney is in for the Index of Multiple Deprivation (IMD) in 2019 and 2025**

		IMD Decile 2025									
		1	2	3	4	5	6	7	8	9	10
IMD Decile 2019	1	37	13	0	0	0	0	0	0	0	0
	2	5	28	13	2	1	0	0	0	0	0
	3	0	8	29	16	1	0	0	0	0	0
	4	0	0	15	49	22	4	0	0	0	0
	5	0	0	2	31	33	25	1	1	0	0
	6	0	0	0	6	31	34	22	1	0	0
	7	0	0	0	1	6	16	24	12	0	0
	8	0	0	0	0	0	4	17	21	14	0
	9	0	0	0	0	0	1	8	16	18	6
	10	0	0	0	0	0	0	0	1	16	13

Note: Blue indicates no change in decile, green indicates movement to a less deprived decile, orange indicates movement to a more deprived decile. The matrix is based on 2021 LSOA boundaries.

While over 300 LSOAs in Norfolk and Waveney changed deprivation decile between the IMD 2019 and the IMD 2025, only a very small number of these changes occurred at the boundary identifying the 20% most deprived areas in England. Table 2 shows that only 18 LSOAs moved across this threshold with 8 LSOAs moving into the 20% most deprived areas in England and a greater number (16) no longer being among the 20% most deprived areas in England. Using 2024 population estimates, this means that in net terms around 16,800 fewer individuals in Norfolk and Waveney are identified as living in the 20% most deprived areas in England under the IMD 2025 than under the IMD 2019.

## Changes by area

Table 2 and Figure 4 shows that moving from the IMD 2019 to the IMD 2025 reduces the number of LSOAs in Breckland, Great Yarmouth and Norwich within the 20% most deprived areas across England. However, the change also increases the number of LSOAs in King's Lynn and West Norfolk and North Norfolk among the 20% most deprived areas in England. The change is most pronounced for Norwich where the shift from the IMD 2019 to the IMD 2025 means that 7 fewer LSOAs are identified as within the 20% most deprived in England. As such, around 13,400 Norwich residents (or 9.1% of Norwich's population) are no longer identified as living in the 20% most deprived areas in England when using the IMD 2025 instead of the IMD 2019.

**Table 2: Comparison of LSOAs and their populations among the 20% most deprived in England by Norfolk district plus Waveney - IMD 2025 versus IMD 2019**

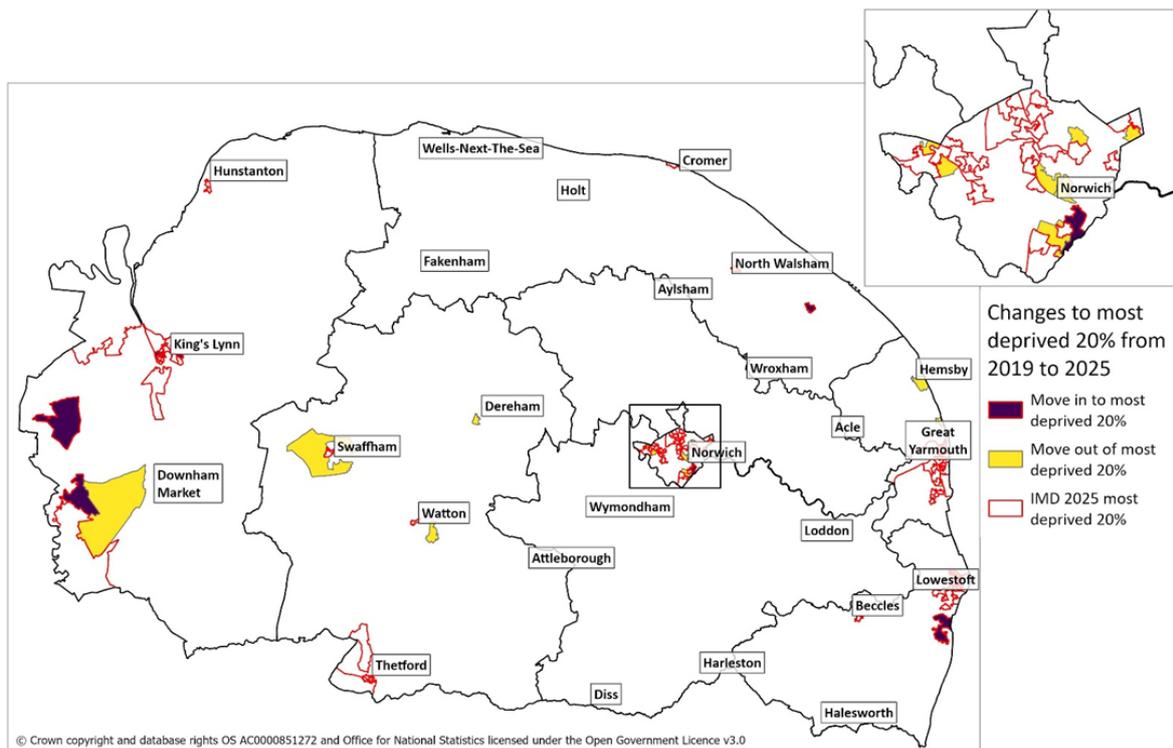
District	Change in number of LSOAs	Percentage point change in proportion of LSOAs	Change in population	Percentage point change in population proportion
Breckland	-3	-3.8	-6,164	-4.2
Broadland	No change	No change	No change	No change
Great Yarmouth	-3	-5.0	-4,471	-4.4
King's Lynn and West Norfolk	4	4.3	5,433	3.5
North Norfolk	1	1.6	1,235	1.2
Norwich	-7	-8.2	-13,401	-9.1
South Norfolk	No change	No change	No change	No change
Waveney	No change	No change	562	0.5

**Note: Calculations based on 2021 LSOA boundaries and 2024 population estimates.**

In contrast, 4 additional LSOAs in King's Lynn and West Norfolk are identified as being in the 20% most deprived areas in England according to the IMD 2025. This

increases the number of King’s Lynn and West Norfolk residents living in areas identified as among the 20% most deprived in England by around 5,400. The shift from the IMD 2019 to the IMD 2025 does not change the position of Broadland and South Norfolk which, under both classifications, have no LSOAs among the 20% most deprived areas in England. In Waveney, while the number of LSOAs identified as being among the 20% most deprived in England remains the same, the population in these areas increases slightly because the change from the IMD 2019 to the IMD 2025 alters the identity of one of the LSOAs in the most deprived category.

**Figure 4: Map of areas that have joined or left the group of Norfolk and Waveney LSOAs within the 20% most deprived across England – IMD 2025 versus IMD 2019**



**Note: Purple = areas that have joined the 20% most deprived group, Yellow = areas that have left the 20% most deprived group**

In Appendix 5, Table 66 and Table 67 respectively show the 20 most deprived and the 20 least deprived LSOAs in Norfolk and Waveney. For each LSOA the percentile<sup>23</sup> of the IMD distribution for England that they belong to is listed for 2015,

<sup>23</sup> While deciles split a distribution into 10 equal slices, percentiles split a distribution into 100 equal slices. The 1<sup>st</sup> percentile is the most deprived and the 100<sup>th</sup> percentile is the least deprived. Percentiles are used to convey more precisely the relative deprivation of the LSOAs as there is limited variation between them in the deciles that they lie within.

2019 and 2025. Comparing the two tables one can see that there is more stability in the relative deprivation of the most deprived LSOAs than among the least deprived LSOAs. All 20 of the most deprived LSOAs in Norfolk and Waveney according to the IMD in 2025 were also among the 10% most deprived areas in England in 2015 and 2019. Indeed, 6 of the 7 LSOAs in Norfolk and Waveney that are among the 1% most deprived areas in England in 2025 were also among the 1% most deprived areas in England in both 2015 and 2019. In contrast, 6 of the 20 least deprived LSOAs Norfolk and Waveney in 2025 moved into the 10% least deprived areas in England between 2019 and 2025.

## Changes by individual domain

Table 3 shows that between 2019 and 2025 changes in Norfolk's rank imply that, relative to other upper-tier local authorities in England, Norfolk became less deprived for Income Deprivation, Employment Deprivation, Health Deprivation and Disability, and Living Environment Deprivation. However, relative to other upper-tier local authorities in England, Norfolk became more deprived for the domains of Crime and Barriers to Housing and Services.

Regarding the increase in relative deprivation shown for the Crime and Barriers to Housing and Services domains, these moves are potentially related to significant changes in how these two domains are assessed between the IMD 2019 and the IMD 2025. For the Barriers to Housing and Services domain, broadband coverage and patient-to-GP ratios were added as additional indicators in 2025, while the convenience of services is now measured using travel times by foot, cycling and public transport rather than by simple road distance. Measurement of the Crime domain increased from 4 indicators to 8 between 2019 and 2025 with the new inclusion of crime rates for: (i) stalking and harassment, (ii) public order and possession of weapons, and (iii) anti-social behaviour.

**Table 3: Rank position of Norfolk compared to other upper-tier local authorities in England for individual IMD domains and supplementary indices - 2015, 2019 and 2025**

Indicator	2015 Rank	2019 Rank	2025 Rank	Change in Rank Position 2019 to 2025
<b>Overall IMD</b>	<b>88</b>	<b>84</b>	<b>86</b>	<b>+2</b>
Income Deprivation	96	91	100	+9
Employment Deprivation	77	76	85	+9
Health Deprivation and Disability	87	75	86	+11
Education, Skills and Training	31	34	34	No change
Crime	142	132	122	-10
Barriers to Housing and Services	44	54	37	-17
Living Environment	76	74	82	+8
Income Deprivation Affecting Children	95	91	91	No change
Income Deprivation Affecting Older People	99	100	108	+8

**Notes:** Larger numbers for the rank indicate Norfolk is less deprived. In 2025 there were 153 upper-tier local authorities, compared to 151 in 2019 and 152 in 2015.

## County, District, LSOA and ICB analysis by IMD domain

In the tables below it is important to remember that the average scores for particular areas are not comparable between 2019 and 2025 due to the differences in the indicators used between these two years.

### Overall Index of Multiple Deprivation (IMD)

In 2025 Norfolk is ranked the 86th (out of 153) most deprived upper-tier local authority in England. In 2019 Norfolk was ranked the 84<sup>th</sup> most deprived upper-tier local authority and was ranked 88<sup>th</sup> in 2015. This shows that Norfolk's overall deprivation relative to other parts of England appears fairly stable over time. Norfolk's rank of 86th implies that it is slightly less deprived than the average upper-tier local authority in England.

Table 4 and Table 5 show the closest upper-tier local authorities to Norfolk in 2025 and 2019 respectively, when ranked by the average IMD score for their area. The proportion of LSOAs in Norfolk that lie within the 10% most deprived in England fell from 7.4% in 2019 to 5.6% in 2025. Additionally, 3.4% of LSOAs in Norfolk are among the 10% least deprived LSOAs in England.

**Table 4: Upper-tier local authorities with a similar rank position to Norfolk for the Index of Multiple Deprivation (IMD) - 2025**

Upper-tier local authority	IMD – Average score	IMD – Rank of average score	IMD – Percentage of LSOAs in most deprived 10% nationally
Bristol, City of	22.50	80	11.2
Cornwall	22.32	81	3.3
Lincolnshire	22.24	82	9.0
Northumberland	21.96	83	11.0
East Sussex	21.23	84	8.7
Hammersmith and Fulham	21.20	85	1.7
<b>Norfolk</b>	<b>21.18</b>	<b>86</b>	<b>5.6</b>
Thurrock	21.03	87	3.0
North Tyneside	20.93	88	8.3
Kent	20.70	89	6.4
Hillingdon	20.65	90	0.0

**Note: A larger number for the rank indicates an area is less deprived.**

**Table 5: Upper-tier local authorities with a similar rank position to Norfolk for the Index of Multiple Deprivation (IMD) - 2019**

Upper-tier local authority	IMD – Average score	IMD – Rank of average score	IMD – Percentage of LSOAs in most deprived 10% nationally
Northumberland	22.08	80	11.7
Kensington and Chelsea	21.53	81	8.7
Hounslow	21.49	82	0.7
Cumbria	21.26	83	8.1
<b>Norfolk</b>	<b>21.18</b>	<b>84</b>	<b>7.4</b>
Thurrock	20.93	85	4.1
Stockport	20.83	86	9.0
Brighton and Hove	20.76	87	9.1
Westminster	20.34	88	2.3
Lincolnshire	20.29	89	6.9
Camden	20.13	90	0.0

Note: A larger number for the rank indicates an area is less deprived.

Table 6 shows that Norfolk and Waveney is the 15<sup>th</sup> (out of 42) most deprived ICB in England according to the rank of its average IMD score. 6.7% of the LSOAs in the Norfolk and Waveney ICB are within the 10% most deprived LSOAs in England, a figure slightly above that for the county of Norfolk alone. A comparison with 2019 is not provided for ICBs as they did not exist at that point in time.

**Table 6: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Index of Multiple Deprivation (IMD) - 2025**

Integrated Care Board (ICB)	IMD – Average score	IMD – Rank of average score	IMD – Percentage of LSOAs in most deprived 10% nationally
Cheshire and Merseyside	25.53	10	20.1
North West London	23.64	11	4.5
Nottingham and Nottinghamshire	22.87	12	12.0
Cornwall and the Isles of Scilly	22.28	13	3.3
Lincolnshire	22.24	14	9.0
<b>Norfolk and Waveney</b>	<b>21.74</b>	<b>15</b>	<b>6.7</b>
Derby and Derbyshire	21.55	16	8.6
Kent and Medway	21.25	17	6.8
Humber and North Yorkshire	20.86	18	12.7
South East London	20.61	19	0.5
Staffordshire and Stoke-on-Trent	20.39	20	8.9

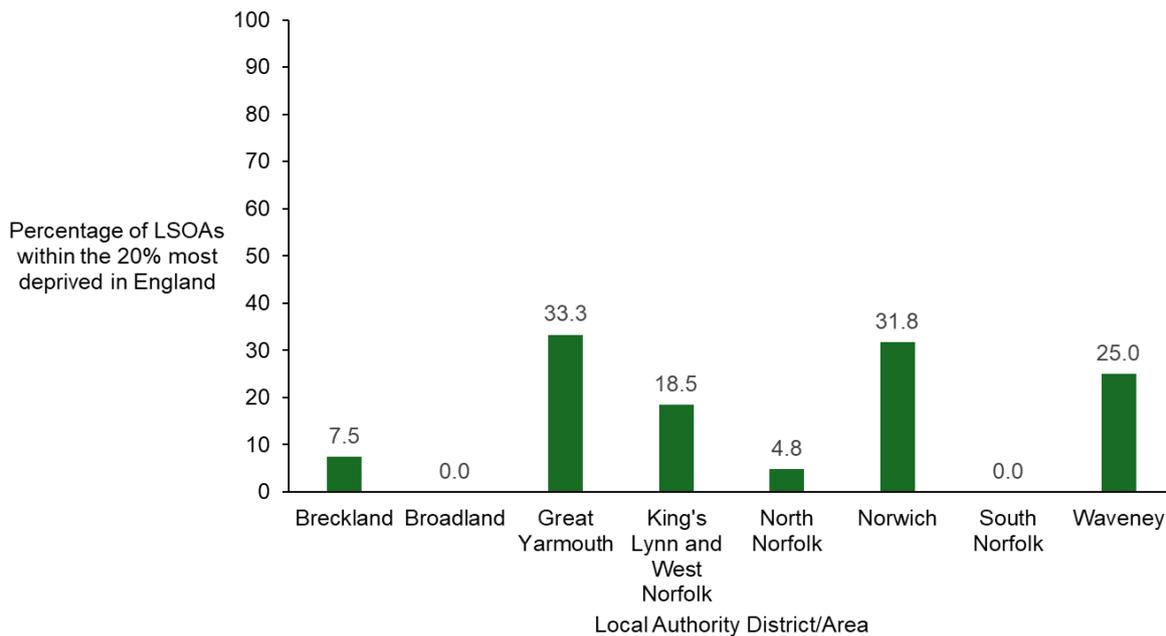
Note: A larger number for the rank indicates an area is less deprived.

Norfolk and Waveney's rank of 15<sup>th</sup> means that it is somewhat more deprived than the average ICB in England. While there is a difference in the apparent position of the county of Norfolk and the Norfolk and Waveney ICB in their respective rankings relative to the average English area, it is important to remember that the rankings for ICBs and local authorities are not directly comparable. Norfolk and Waveney's apparently more deprived rank position will not only be influenced by relative deprivation in Lowestoft, but also by how all the other ICBs have been constructed.

Considering Norfolk's individual districts plus Waveney, Figure 5 shows that 33.3% of LSOAs in Great Yarmouth, 31.8% of LSOAs in Norwich and 25.0% of LSOAs in Waveney are among the 20% most deprived areas in England. In contrast, Broadland and South Norfolk have no LSOAs that fall among the 20% most deprived areas in England. Indeed, of the 20 least deprived LSOAs in Norfolk and Waveney, 10 are in Broadland and 3 are in South Norfolk. However, 5 of the 20 least deprived LSOAs in Norfolk and Waveney are in Norwich, including the only LSOA in Norfolk and Waveney that is among the 1% least deprived areas in England. As such, within Norfolk and Waveney, Norwich has a particularly varied set of LSOAs in terms of deprivation. That Norwich and Great Yarmouth contain many of the most deprived districts in Norfolk, while Broadland and South Norfolk are the least deprived districts, is the same pattern as was found in 2019.

Additionally, Great Yarmouth and North Norfolk have no LSOAs that are among the 20% least deprived areas in England, while Breckland and Waveney have no LSOAs among the 10% least deprived areas in England.

**Figure 5: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England - 2025**



In terms of where the 20 most deprived districts in Norfolk and Waveney are located, Table 66 in Appendix 5 shows that 12 are in the district of Great Yarmouth, 6 are in Waveney and 2 are in Norwich. Indeed, the 3 most deprived LSOAs in Norfolk and Waveney are in Great Yarmouth and these 3 LSOAs are among the 60 most deprived LSOAs in the whole of England. Overall, Norfolk and Waveney contains 7 LSOAs that are among the 1% most deprived areas in England in 2025.

## Income Deprivation

The Income Deprivation domain measures the proportion of the population experiencing deprivation relating to low levels of income. The definition of low income used includes both people who are out of work, and those that are in work but who have low earnings.

Table 7 shows that Norfolk is ranked the 100th most deprived upper-tier local authority out of the 153 local authorities in England for Income Deprivation. Table 8 shows that in 2019 Norfolk was ranked the 91st most deprived local authority for Income Deprivation. As such, the IoD 2025 indicates that Norfolk is less deprived in the Income Deprivation domain relative to other English local authorities than the IoD 2019.

While in the income domain the 'average score' can be interpreted as the percentage of individuals experiencing Income Deprivation in each local authority (or LSOA), the average scores in 2019 and 2025 are not comparable. For example, between 2019 and 2025 the income threshold for inclusion in the Income Deprivation domain when in receipt of certain benefits was fundamentally revised and receipt of housing benefit was included in the domain for the first time. Also, the proportion of individuals identified as income deprived is fundamentally linked to the eligibility rules for different state benefits which can change over time.

**Table 7: Upper-tier local authorities with a similar rank position to Norfolk for the Income Deprivation domain - 2025**

Upper-tier local authority	Income – Average score	Income – Rank of average score	Income – Percentage of LSOAs in most deprived 10% nationally
Lincolnshire	0.213	90	5.3
Brighton and Hove	0.213	91	7.3
Reading	0.211	92	1.0
Milton Keynes	0.210	93	3.6
Northumberland	0.207	94	7.0
Kent	0.206	95	4.6
North Northamptonshire	0.204	96	3.9
Havering	0.203	97	1.3
Merton	0.203	98	2.4
Swindon	0.202	99	7.9
<b>Norfolk</b>	<b>0.202</b>	<b>100</b>	<b>5.1</b>

Note: A larger number for the rank indicates an area is less deprived.

**Table 8: Upper-tier local authorities with a similar rank position to Norfolk for the Income Deprivation domain - 2019**

Upper-tier local authority	Income – Average score	Income – Rank of average score	Income – Percentage of LSOAs in most deprived 10% nationally
Kensington and Chelsea	0.117	90	16.5
<b>Norfolk</b>	<b>0.116</b>	<b>91</b>	<b>6.0</b>
Reading	0.114	92	3.1
Bedford	0.114	93	3.9
Kent	0.114	94	5.2
Hillingdon	0.114	95	0.6
Nottinghamshire	0.114	96	5.6
Derbyshire	0.112	97	4.9
Bournemouth, Christchurch and Poole	0.112	98	3.4

Milton Keynes	0.111	99	5.3
Barnet	0.111	100	1.4

**Note: A larger number for the rank indicates an area is less deprived.**

In 2025 5.1% of LSOAs in Norfolk were in the 10% most deprived LSOAs in England for Income Deprivation, while 4.9% were in the 10% least deprived LSOAs in England for Income Deprivation.

Table 9 shows that Norfolk and Waveney is the 22<sup>nd</sup> (out of 42) most deprived ICB in England for the Income Deprivation domain. 6.1% of LSOAs in Norfolk and Waveney are in the 10% most income deprived LSOAs across England as a whole.

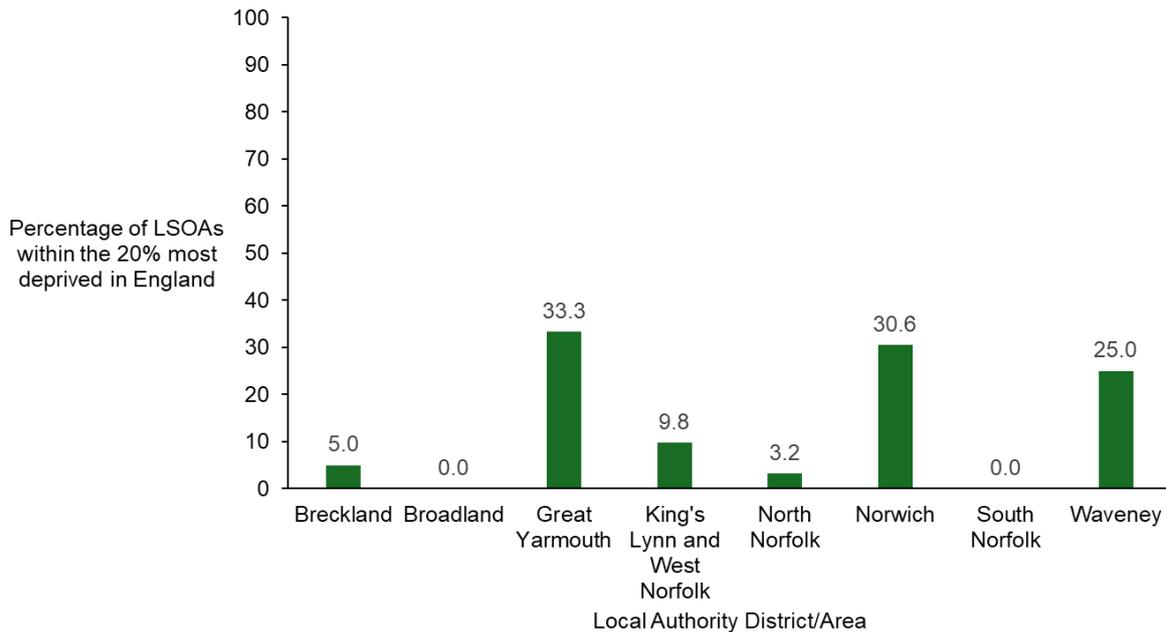
**Table 9: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Income Deprivation domain - 2025**

Integrated Care Board (ICB)	Income – Average score	Income – Rank of average score	Income – Percentage of LSOAs in most deprived 10% nationally
Leicester, Leicestershire and Rutland	0.212	20	7.9
Kent and Medway	0.211	21	4.9
<b>Norfolk and Waveney</b>	<b>0.207</b>	<b>22</b>	<b>6.1</b>
Shropshire, Telford and Wrekin	0.207	23	5.1
Humber and North Yorkshire	0.207	24	10.4
South West London	0.204	25	4.1
Devon	0.197	26	2.9
Mid and South Essex	0.195	27	3.5
Northamptonshire	0.191	28	3.2
Sussex	0.191	29	3.8
Suffolk and North East Essex	0.190	30	4.0

**Note: A larger number for the rank indicates an area is less deprived.**

Figure 6 shows that 33.3% of LSOAs in Great Yarmouth, 30.6% of LSOAs in Norwich and 25.0% of LSOAs in Waveney fall within the 20% most income deprived areas across England. In contrast, Broadland and South Norfolk have no LSOAs that fall among the 20% most income deprived areas of England. North Norfolk has just 2 LSOAs among the 20% most income deprived areas nationally, while Breckland has 4 LSOAs among the 20% most income deprived areas. Over three-quarters of the LSOAs in Norfolk and Waveney that are among the 20% most deprived in England for the Income Deprivation domain are located within Norwich, Great Yarmouth and Waveney. The pattern that Norwich and Great Yarmouth contain many of the most income deprived areas in Norfolk, while South Norfolk and Broadland are the least deprived in terms of Income Deprivation is the same as in 2019.

**Figure 6: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for Income Deprivation - 2025**



Unlike the overall IMD, the scores for each LSOA in the Income and Employment domains indicate the proportion of individuals/families in each LSOA that are experiencing the relevant type of deprivation. This means that, unlike for the overall IMD and the other domains, it is possible to calculate the number of people experiencing Income and Employment in each LSOA. Doing this highlights that there are many income deprived individuals who live in LSOAs that are not classified among the 20% most deprived in England. In particular, Table 10 shows that while Broadland and South Norfolk may not have any LSOAs among the 20% most income deprived in England, they still contain substantial numbers of income deprived individuals, 18,791 and 20,983 respectively. Similarly, for Breckland and North Norfolk the percentage of individuals who are income deprived is noticeably higher than might be suggested by the percentage of LSOAs in these two districts that are among the 20% most income deprived in England.

That there are differences between Figure 6 and Table 10 is not surprising. Behind Figure 6 is a ranking of LSOAs according to the proportion of individuals who are income deprived; in essence, this ranking is assessing the concentration of deprivation in each area. However, the number of income deprived individuals in a district is also influenced by the facts that districts contain differing numbers of LSOAs and LSOAs vary in their populations.

**Table 10: Number and percentage of individuals identified as income deprived by Norfolk district plus Waveney - 2024 population estimates**

<b>Local authority district/area</b>	<b>Number of individuals identified as Income deprived</b>	<b>Percentage of individuals in district/area identified as Income deprived</b>
Breckland	27,614	18.8
Broadland	18,791	13.6
Great Yarmouth	31,699	31.5
King's Lynn and West Norfolk	30,982	19.8
North Norfolk	19,438	18.8
Norwich	40,035	27.2
South Norfolk	20,983	14.1
Waveney	30,082	25.6

## Employment Deprivation

The Employment Deprivation domain aims to measure the proportion of the working age population involuntarily excluded from the labour market, including people who would like to work but are unable to do so due to unemployment, sickness, disabilities, or caring responsibilities.

Table 11 shows that in 2025 Norfolk is the 85<sup>th</sup> most deprived upper-tier local authority for Employment Deprivation. As a comparison, Table 12 shows that in 2019 Norfolk was the 76<sup>th</sup> most deprived local authority in England for the Employment domain. As such, relative to other local authorities in England, the IoD 2025 indicates that Norfolk is less deprived in the Employment domain than the IoD 2019.

While the average score in the Employment domain can be interpreted as the proportion of individuals identified as Employment deprived, the average scores in the Employment domain are not directly comparable between the IoD 2019 and the IoD 2025 due to indicator changes. Again, as with the Income Deprivation domain, the percentage of individuals identified as employment deprived is fundamentally linked to the eligibility criteria for specific state benefits.

**Table 11: Upper-tier local authorities with a similar rank position to Norfolk for the Employment Deprivation domain - 2025**

Upper-tier local authority	Employment – Average score	Employment – Rank of average score	Employment – Percentage of LSOAs in most deprived 10% nationally
Derbyshire	0.132	80	7.4
Southwark	0.132	81	0.0
Ealing	0.131	82	2.0
Stockport	0.131	83	8.9
Kent	0.129	84	6.9
<b>Norfolk</b>	<b>0.128</b>	<b>85</b>	<b>5.6</b>
Brighton and Hove	0.128	86	9.7
Solihull	0.127	87	14.9
Lambeth	0.127	88	0.6
Westminster	0.127	89	7.3
Hounslow	0.126	90	0.7

Note: A larger number for the rank indicates an area is less deprived.

**Table 12: Upper-tier local authorities with a similar rank position to Norfolk for the Employment Deprivation domain - 2019**

Upper-tier local authority	Employment – Average score	Employment – Rank of average score	Employment – Percentage of LSOAs in most deprived 10% nationally
Greenwich	0.102	70	2.0
Lincolnshire	0.101	71	10.2
East Sussex	0.100	72	7.0
Tower Hamlets	0.100	73	0.7
Luton	0.100	74	2.5
Derbyshire	0.099	75	7.7
<b>Norfolk</b>	<b>0.098</b>	<b>76</b>	<b>6.5</b>
Brent	0.097	77	4.6
Southwark	0.097	78	0.6
Warrington	0.097	79	10.2
Cheshire West and Chester	0.095	80	9.9

Note: A larger number for the rank indicates an area is less deprived.

In 2025 5.6% of LSOAs in Norfolk are within the most deprived 10% in England for the Employment Deprivation domain, while 2.7% of Norfolk LSOAs are within the least deprived 10% of LSOAs across England for this domain.

Table 13 shows that Norfolk and Waveney is the 16<sup>th</sup> (out of 42) most deprived ICB in England for the Employment Deprivation domain. 7.2% of Norfolk and Waveney's

LSOAs are among the 10% most deprived LSOAs across England for Employment Deprivation.

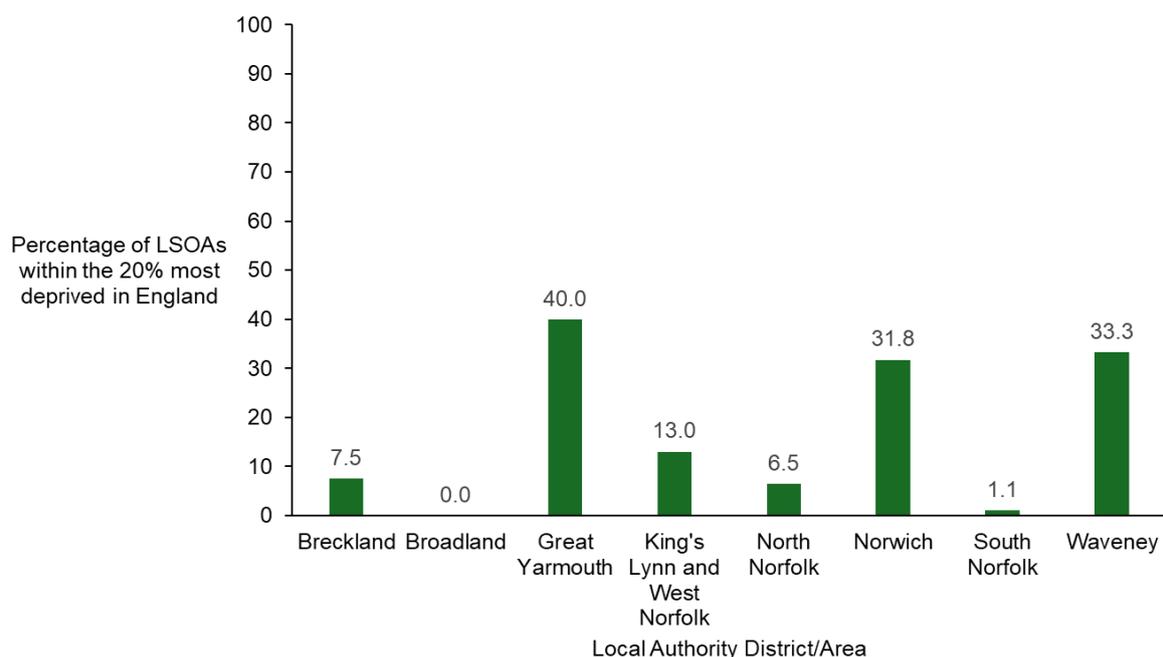
**Table 13: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Employment Deprivation domain - 2025**

<b>Integrated Care Board (ICB)</b>	<b>Employment – Average score</b>	<b>Employment – Rank of average score</b>	<b>Employment – Percentage of LSOAs in most deprived 10% nationally</b>
North Central London	0.147	10	6.0
Derby and Derbyshire	0.142	11	9.2
North East London	0.140	12	1.5
Lincolnshire	0.137	13	8.7
Cornwall and the Isles of Scilly	0.136	14	5.3
Staffordshire and Stoke-on-Trent	0.134	15	10.2
<b>Norfolk and Waveney</b>	<b>0.134</b>	<b>16</b>	<b>7.2</b>
Kent and Medway	0.131	17	7.4
Humber and North Yorkshire	0.130	18	12.2
Devon	0.129	19	5.2
South East London	0.126	20	1.6

**Note: A larger number for the rank indicates an area is less deprived.**

Figure 7 shows that in 2025 40.0% of LSOAs in Great Yarmouth, 33.3% of LSOAs in Waveney and 31.8% of LSOAs in Norwich fall within the 20% most employment deprived areas across England. In contrast, no LSOAs in Broadland and only 1 LSOA in South Norfolk fall within the 20% most employment deprived areas across England. Just over three-quarters of the LSOAs in Norfolk and Waveney that are within the 20% most deprived in England for the Employment Deprivation domain are located within Norwich, Waveney and Great Yarmouth. As in 2019, Norwich and Great Yarmouth contain many of the most employment deprived areas in Norfolk, while South Norfolk and Broadland are the least employment deprived districts in the county.

**Figure 7: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for Employment Deprivation - 2025**



As with Income Deprivation, for Employment Deprivation it is possible to calculate the number of individuals experiencing this type of deprivation. While Great Yarmouth has the highest rate of Employment Deprivation among its population, Table 14 shows that Norwich has a higher number of individuals that are employment deprived: just over 15,000 compared to Great Yarmouth's approximately 12,000.

**Table 14: Number and percentage of individuals identified as Employment deprived in Norfolk districts plus Waveney - 2024 population estimates**

Local authority district/area	Number of individuals identified as Employment deprived (aged 18-66)	Percentage of individuals aged 18-66 in district/area identified as Employment deprived
Breckland	9,818	11.5
Broadland	7,284	9.0
Great Yarmouth	12,194	20.7
King's Lynn and West Norfolk	11,938	13.3
North Norfolk	7,160	12.9
Norwich	15,223	15.0
South Norfolk	7,995	9.3
Waveney	11,924	18.0

Table 14 also shows that while Broadland has no LSOAs and South Norfolk has only 1 LSOA among the 20% most employment deprived in England, both districts have over 7,000 employment deprived individuals.

## Health Deprivation and Disability

The Health Deprivation and Disability domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain does not assess aspects of behaviour or the environment that may predict future health deprivation.

Table 15 shows that in 2025 Norfolk is the 86<sup>th</sup> most deprived upper-tier local authority in England for Health Deprivation and Disability. In 2019 Norfolk was ranked the 75<sup>th</sup> most deprived local authority in the Health Deprivation and Disability domain (see Table 16). As such, the IoD 2025 indicates that, relative to other parts of England, Norfolk is less deprived than in the IoD 2019.

**Table 15: Upper-tier local authorities with a similar rank position to Norfolk for the Health Deprivation and Disability domain - 2025**

Upper-tier local authority	Health – Average score	Health – Rank of average score	Health – Percentage of LSOAs in most deprived 10% nationally
North Northamptonshire	0.001	80	2.9
Hammersmith and Fulham	0.000	81	2.6
Nottinghamshire	-0.006	82	7.1
Cheshire West and Chester	-0.033	83	10.4
Staffordshire	-0.036	84	3.9
East Sussex	-0.051	85	6.3
<b>Norfolk</b>	<b>-0.060</b>	<b>86</b>	<b>5.4</b>
Cornwall	-0.068	87	1.2
Bournemouth, Christchurch and Poole	-0.068	88	4.2
Thurrock	-0.107	89	0.0
Haringey	-0.118	90	0.7

Note: A larger number for the rank indicates an area is less deprived.

**Table 16: Upper-tier local authorities with a similar rank position to Norfolk for the Health Deprivation and Disability domain - 2019**

<b>Upper-tier local authority</b>	<b>Health – Average score</b>	<b>Health – Rank of average score</b>	<b>Health – Percentage of LSOAs in most deprived 10% nationally</b>
Southwark	0.112	70	1.2
Brighton and Hove	0.097	71	10.3
Cheshire West and Chester	0.089	72	10.4
Isle of Wight	0.084	73	0.0
Medway	0.075	74	4.3
<b>Norfolk</b>	<b>0.068</b>	<b>75</b>	<b>7.3</b>
Lewisham	0.067	76	0.6
Southend-on-Sea	0.062	77	10.3
Cornwall	0.054	78	3.4
Swindon	0.007	79	6.1
Nottinghamshire	-0.007	80	6.8

**Note: A larger number for the rank indicates an area is less deprived.**

Comparing Table 15 and Table 16, one can see that the percentage of Norfolk LSOAs in the 10% most deprived areas nationally declined between 2019 and 2025 from 7.3% to 5.4%. 4.2% of Norfolk LSOAs in 2025 are within the 10% least deprived areas in England for the Health Deprivation and Disability domain.

Table 17 shows that Norfolk and Waveney is the 17<sup>th</sup> (out of 42) most deprived ICB in England for the Health Deprivation and Disability domain. 6.1% of the LSOAs within Norfolk and Waveney are in the 10% most deprived LSOAs across England as a whole for Health Deprivation and Disability.

**Table 17: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Health Deprivation and Disability domain - 2025**

Integrated Care Board (ICB)	Health – Average score	Health – Rank of average score	Health – Percentage of LSOAs in most deprived 10% nationally
Nottingham and Nottinghamshire	0.23	10	15.2
Staffordshire and Stoke-on-Trent	0.19	11	11.8
Coventry and Warwickshire	0.08	12	9.3
Lincolnshire	0.06	13	8.5
Devon	0.04	14	6.6
North East London	0.03	15	2.0
Shropshire, Telford and Wrekin	0.00	16	5.1
<b>Norfolk and Waveney</b>	<b>-0.02</b>	<b>17</b>	<b>6.1</b>
Humber and North Yorkshire	-0.06	18	10.9
Suffolk and North East Essex	-0.08	19	4.8
Cornwall and the Isles of Scilly	-0.08	20	1.2

Note: A larger number for the rank indicates an area is less deprived.

**Figure 8: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Health Deprivation and Disability domain - 2025**

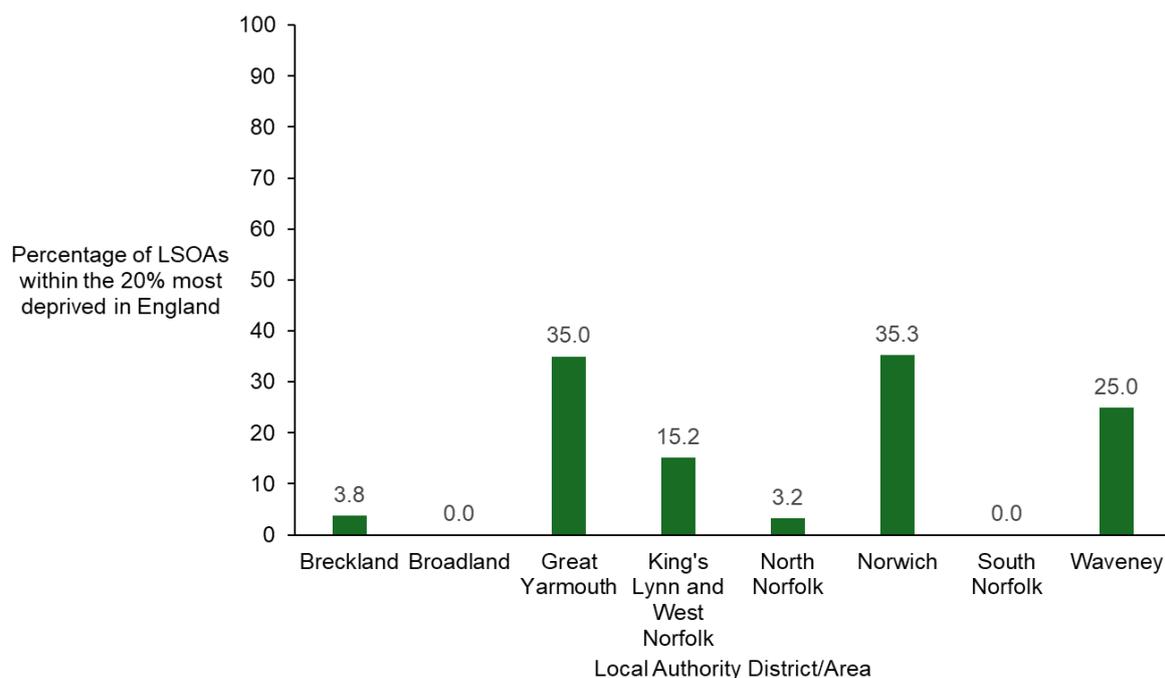


Figure 8 shows that in 2025 35.3% of LSOAs in Norwich, 35.0% of LSOAs in Great Yarmouth and 25.0% of LSOAs in Waveney fall within the 20% most deprived areas across England for Health Deprivation and Disability. In contrast, Broadland and South Norfolk have no LSOAs that fall within the 20% most deprived areas nationally for Health Deprivation and Disability. Over three-quarters of the LSOAs in Norfolk and Waveney that are among the 20% most deprived nationally in the Health Deprivation and Disability domain are located within Norwich, Great Yarmouth and Waveney. That Norwich and Great Yarmouth contain many of the most deprived areas in the Norfolk in for Health Deprivation is the pattern also found in 2019.

## Education, Skills and Training

The Education, Skills and Training domain measures the lack of attainment and skills in the local population. Separate indicators assess this domain for: (i) children and young people, and (ii) adult skills.

Table 18 shows that in 2025 Norfolk is the 34<sup>th</sup> most deprived upper-tier local authority in England for Education, Skills and Training. Table 19 shows that in 2019 Norfolk was also ranked the 34<sup>th</sup> most deprived local authority in this domain. It is noticeable that in the Education, Skills and Training domain Norfolk has a noticeably higher ranking, i.e. is more deprived relative to other areas of England, than for other domains of deprivation.

**Table 18: Upper-tier local authorities with a similar rank position to Norfolk for the Education, Skills and Training domain - 2025**

Upper-tier local authority	Education – Average score	Education – Rank of average score	Education – Percentage of LSOAs in most deprived 10% nationally
Portsmouth	29.30	30	16.8
Torbay	28.79	31	9.9
Sheffield	28.78	32	25.4
Dudley	28.69	33	17.7
<b>Norfolk</b>	<b>28.22</b>	<b>34</b>	<b>11.4</b>
Southampton	28.06	35	16.5
Manchester	28.05	36	10.5
St. Helens	27.82	37	18.2
Bolton	27.80	38	15.8
North Lincolnshire	27.64	39	18.5
Coventry	27.27	40	9.9

Note: A larger number for the rank indicates an area is less deprived.

**Table 19: Upper-tier local authorities with a similar rank position to Norfolk for the Education, Skills and Training domain - 2019**

Upper-tier local authority	Education – Average score	Education – Rank of average score	Education – Percentage of LSOAs in most deprived 10% nationally
Tameside	29.13	30	13.5
Newcastle upon Tyne	28.68	31	20.6
North Lincolnshire	28.42	32	17.8
Dudley	28.32	33	14.9
<b>Norfolk</b>	<b>28.19</b>	<b>34</b>	<b>13.2</b>
Manchester	28.12	35	14.5
Medway	28.03	36	11.0
Telford and Wrekin	27.93	37	19.4
St. Helens	27.80	38	16.0
Redcar and Cleveland	27.77	39	19.3
Portsmouth	27.71	40	16.8

**Note: A larger number for the rank indicates an area is less deprived.**

Between the IoD 2019 and the IoD 2025, Table 18 and Table 19 show that the percentage of LSOAs in Norfolk in the most deprived 10% of LSOAs in England for Education, Skills and Training fell from 13.2% to 11.4%. In 2025 1.6% of Norfolk LSOAs are among the least deprived 10% of areas across England for Education, Skills and Training.

Table 20 shows that Norfolk and Waveney is the 5<sup>th</sup> (out of 42) most deprived ICB in England for Education, Skills and Training. This is a noticeably more deprived position than for the other domains above. 12.3% of the LSOAs within Norfolk and Waveney are among the 10% most deprived LSOAs across England for Education, Skills and Training.

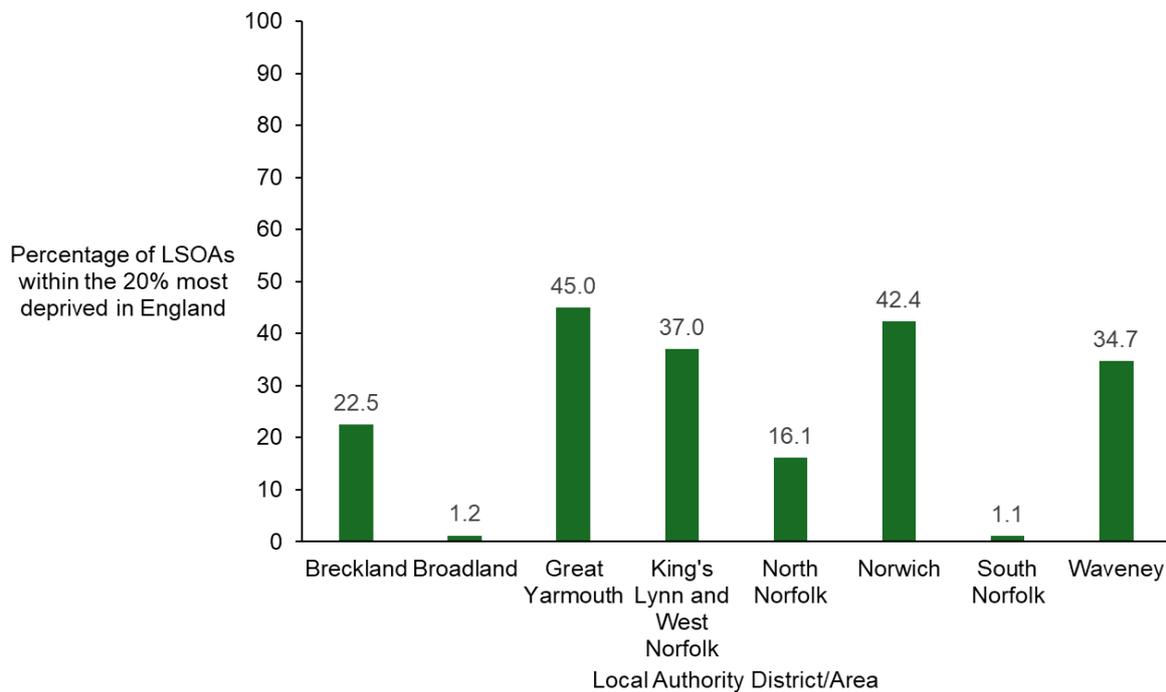
**Table 20: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Education, Skills and Training domain - 2025**

<b>Integrated Care Board (ICB)</b>	<b>Education – Average score</b>	<b>Education – Rank of average score</b>	<b>Education – Percentage of LSOAs in most deprived 10% nationally</b>
Black Country	33.46	1	20.8
South Yorkshire	31.88	2	26.9
Birmingham and Solihull	31.78	3	26.2
West Yorkshire	28.95	4	22.0
<b>Norfolk and Waveney</b>	<b>28.54</b>	<b>5</b>	<b>12.3</b>
Lincolnshire	26.70	6	13.8
North East and North Cumbria	26.10	7	15.6
Greater Manchester	25.62	8	12.8
Suffolk and North East Essex	25.02	9	13.6
Nottingham and Nottinghamshire	24.43	10	12.7
Black Country	33.46	1	20.8

**Note: A larger number for the rank indicates an area is less deprived.**

Figure 9 shows that 45.0% of LSOAs in Great Yarmouth, 42.4% of LSOAs in Norwich, 37.0% of LSOAs in King’s Lynn and West Norfolk and 34.7% of LSOAs in Waveney fall within the 20% most deprived areas across England for Education, Skills and Training. Unlike the domains above, every district/area in Norfolk and Waveney has at least 1 LSOA in the 20% most deprived areas in England for Education, Skills and Training. However, Broadland and South Norfolk remain the least deprived areas with only 1 LSOA each in this position.

**Figure 9: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Education, Skills and Training domain - 2025**



That Norwich and Great Yarmouth contain many of the most deprived areas in Norfolk for Education, Skills and Training is the same as in 2019. However, compared to the IoD 2019, in the IoD 2025 the positions of Breckland and King's Lynn and West Norfolk have diverged somewhat. In the IoD 2019, 32.6% of LSOAs in King's Lynn and West Norfolk were among the 20% most deprived areas in England for Education, Skills and Training, while just under 30% of LSOAs in Breckland were in a similar position. In comparison, in the IoD 2025 the proportion of King's Lynn and West Norfolk's LSOAs in the 20% most deprived nationally has increased to 37.0%, while the proportion of LSOAs in Breckland in this position has fallen to 22.5%.

## Crime

The Crime domain measures the risks of being a victim of crime relating to personal and material damage and theft at a local level.

Table 21 shows that in 2025 Norfolk is the 122<sup>nd</sup> most deprived upper-tier local authority in England for the Crime domain. Relative to other upper-tier local authorities, Norfolk has steadily become more deprived over time, although, it still remains noticeably less deprived in this domain than the average upper-tier local authority. In 2015, Norfolk was the 142<sup>nd</sup> most deprived local authority for Crime and Table 22 shows that in 2019 Norfolk was the 132<sup>nd</sup> most deprived local authority in

this domain. However, Crime remains the deprivation domain where, relative to other local authorities, Norfolk is least deprived. Also, some of the change in rank between 2019 and 2025 could be due to changes in the measurement of the Crime domain with the number of crime indicators used rising from 4 to 8.

**Table 21: Upper-tier local authorities with a similar rank position to Norfolk for the Crime domain - 2025**

Upper-tier local authority	Crime – Average score	Crime – Rank of average score	Crime – Percentage of LSOAs in most deprived 10% nationally
Bromley	-0.274	120	2.5
North Somerset	-0.282	121	8.7
<b>Norfolk</b>	<b>-0.288</b>	<b>122</b>	<b>6.0</b>
Harrow	-0.305	123	0.0
Surrey	-0.315	124	1.5
West Sussex	-0.326	125	1.7
Hertfordshire	-0.326	126	1.7
Central Bedfordshire	-0.343	127	1.7
Suffolk	-0.357	128	4.5
Cambridgeshire	-0.364	129	0.5
Richmond upon Thames	-0.390	130	0.0

Note: A larger number for the rank indicates an area is less deprived.

**Table 22: Upper-tier local authorities with a similar rank position to Norfolk for the Crime domain - 2019**

Upper-tier local authority	Crime – Average score	Crime – Rank of average score	Crime – Percentage of LSOAs in most deprived 10% nationally
Kingston upon Thames	-0.332	125	0.0
Staffordshire	-0.346	126	0.4
Cheshire East	-0.382	127	3.9
West Sussex	-0.438	128	1.2
Windsor and Maidenhead	-0.478	129	0.0
Wiltshire	-0.532	130	0.7
East Riding of Yorkshire	-0.542	131	4.3
<b>Norfolk</b>	<b>-0.569</b>	<b>132</b>	<b>3.7</b>
Buckinghamshire	-0.573	133	0.0
Shropshire	-0.576	134	0.0
Herefordshire, County of	-0.612	135	0.0

Note: A larger number for the rank indicates an area is less deprived.

Table 21 and Table 22 also show that the proportion of Norfolk’s LSOAs falling within the 10% most deprived areas for Crime in England increased between the IoD 2019 and the IoD 2025 from 3.7% to 6.0%. Also, in 2025 14.7% of Norfolk’s LSOAs are among the 10% least deprived areas for Crime in England.

**Table 23: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Crime domain - 2025**

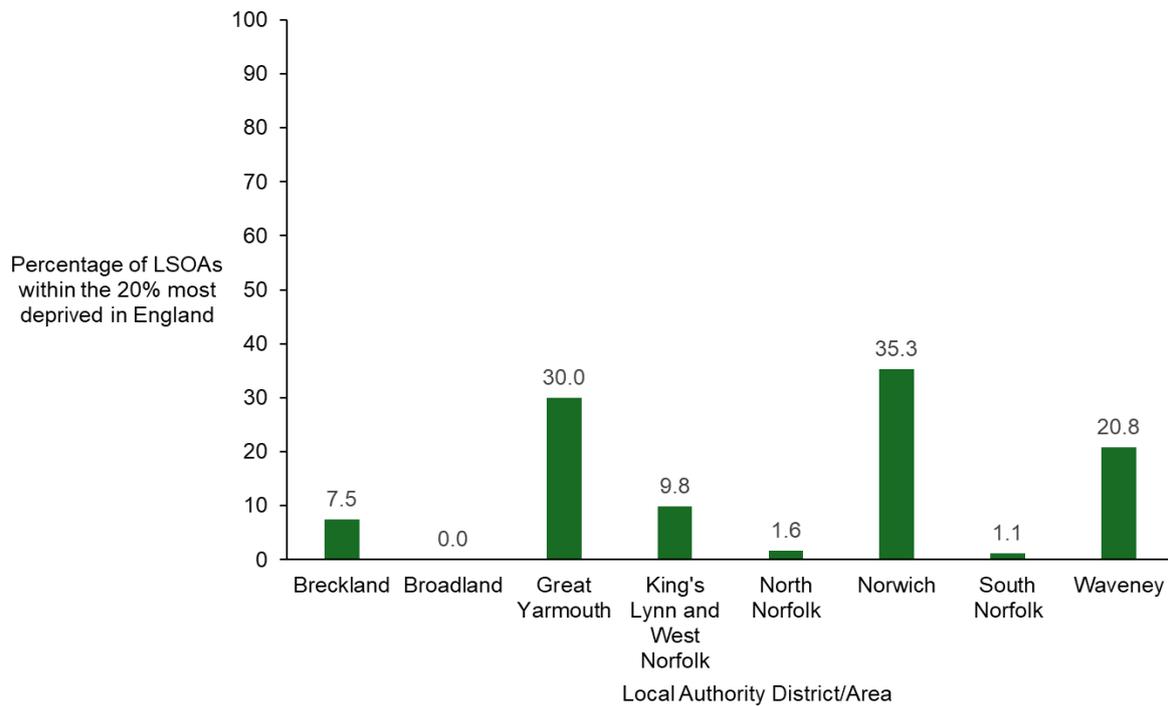
<b>Integrated Care Board (ICB)</b>	<b>Crime – Average score</b>	<b>Crime – Rank of average score</b>	<b>Crime – Percentage of LSOAs in most deprived 10% nationally</b>
Dorset	-0.244	30	5.2
Lincolnshire	-0.246	31	7.8
Gloucestershire	-0.254	32	4.8
Frimley	-0.259	33	2.4
Somerset	-0.262	34	6.2
<b>Norfolk and Waveney</b>	<b>-0.266</b>	<b>35</b>	<b>6.6</b>
Surrey Heartlands	-0.287	36	1.8
Shropshire, Telford and Wrekin	-0.319	37	6.1
Herefordshire and Worcestershire	-0.337	38	6.3
Bath and North East Somerset, Swindon and Wiltshire	-0.466	39	3.0
Devon	-0.495	40	4.1

**Note: A larger number for the rank indicates an area is less deprived.**

Table 23 shows that Norfolk and Waveney is the 35<sup>th</sup> (out of 42) most deprived ICB in England for the Crime domain. This is a noticeably less deprived position than for the other domains above. Nevertheless, 6.6% of the LSOAs within Norfolk and Waveney among the 10% most deprived LSOAs across England for Crime.

Figure 10 shows that in 2025 35.3% of LSOAs in Norwich, 30.0% of LSOAs in Great Yarmouth and 20.8% of LSOAs in Waveney fall within the 20% most deprived areas across England for Crime. In contrast, Broadland has no LSOAs that fall within the 20% most deprived areas for Crime, while South Norfolk and North Norfolk each only have 1 LSOA among the 20% most deprived areas for Crime. Indeed, Norwich, Great Yarmouth and Waveney account for over three-quarters of the Norfolk LSOAs that fall within the 20% most deprived areas across England for Crime. This spread of the most deprived areas for Crime across Norfolk’s districts is similar to that shown by the IoD 2019.

**Figure 10: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Crime domain - 2025**



## Barriers to Housing and Services

The Barriers to Housing and Services domain measures the physical and financial accessibility of housing and local services. That Norfolk's ranking in this domain appears more deprived, relative to other local authorities, in the IoD 2025 than in the IoD 2019 may be influenced by the substantial revisions made to the indicators forming this domain between 2019 and 2025.

Table 24 shows that in 2025 Norfolk is ranked the 37<sup>th</sup> most deprived upper-tier local authority for the Barriers to Housing and Services domain. In 2019 Norfolk was ranked the 54<sup>th</sup> most deprived local authority in this domain (see Table 25). Corresponding to this change in rank position, Table 24 and Table 25 also show that the percentage of Norfolk LSOAs in the 10% most deprived areas across England for Barriers to Housing and Services increased from 14.7% to 23.2% between the IoD 2019 and the IoD 2025. Also, in 2025 3.4% of LSOAs in Norfolk were in the 10% least deprived across England for the Barriers to Housing and Services domain.

**Table 24: Upper-tier local authorities with a similar rank position to Norfolk for the Barriers to Housing and Services domain - 2025**

Upper-tier local authority	Barriers – Average score	Barriers – Rank of average score	Barriers – Percentage of LSOAs in most deprived 10% nationally
Kent	27.165	30	17.3
Medway	27.147	31	12.4
East Sussex	27.145	32	23.5
Buckinghamshire	26.996	33	17.4
Peterborough	26.948	34	9.9
Southwark	26.734	35	4.6
Thurrock	26.660	36	10.0
<b>Norfolk</b>	<b>26.642</b>	<b>37</b>	<b>23.2</b>
Redbridge	26.265	38	11.6
Suffolk	26.213	39	19.6
Westminster	25.860	40	8.9

Note: A larger number for the rank indicates an area is less deprived.

**Table 25: Upper-tier local authorities with a similar rank position to Norfolk for the Barriers to Housing and Services domain - 2019**

Upper-tier local authority	Barriers – Average score	Barriers – Rank of average score	Barriers – Percentage of LSOAs in most deprived 10% nationally
Nottingham	23.586	50	5.5
Rutland	23.583	51	26.1
Somerset	23.582	52	13.2
Essex	23.487	53	9.3
<b>Norfolk</b>	<b>23.351</b>	<b>54</b>	<b>14.7</b>
Kent	23.299	55	10.1
Brighton and Hove	23.287	56	3.6
Westminster	23.114	57	0.0
Surrey	22.824	58	7.6
Oxfordshire	22.821	59	11.6
Sutton	22.792	60	0.8

Note: A larger number for the rank indicates an area is less deprived.

Table 26 shows that Norfolk and Waveney is the 11<sup>th</sup> (out of 42) most deprived ICB in England for the Barriers to Housing and Services domain. 21.5% of the LSOAs in Norfolk and Waveney are among the 10% most deprived LSOAs in England for Barriers to Housing and Services.

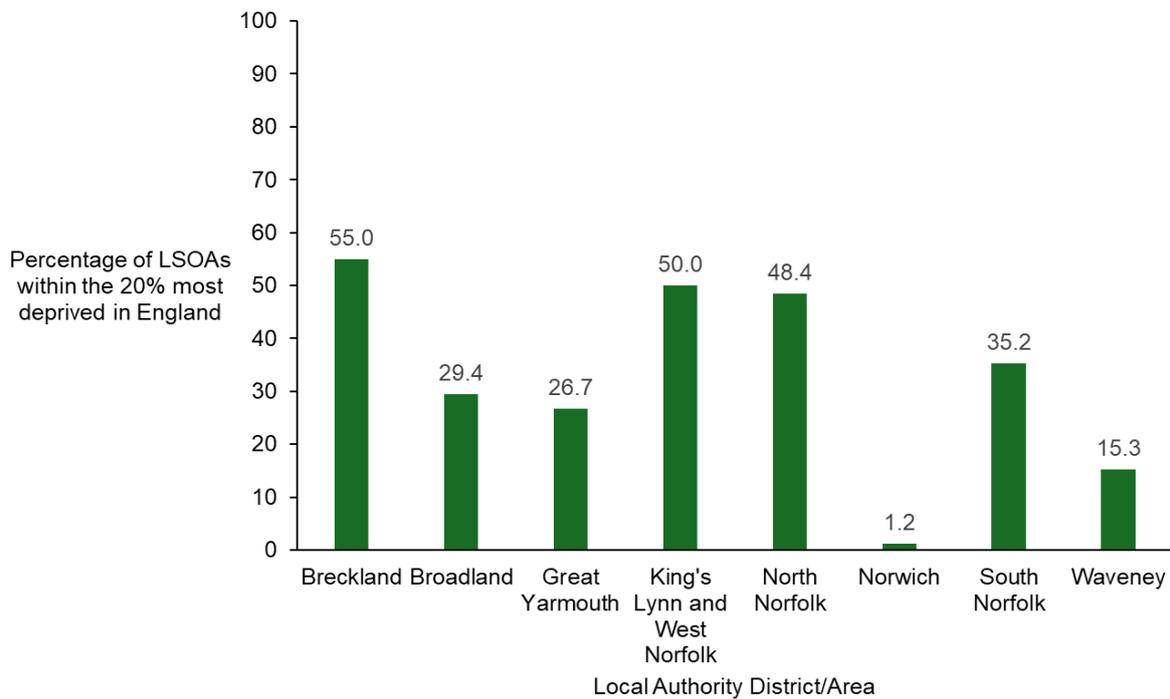
**Table 26: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Barriers to Housing and Services domain – 2025**

<b>Integrated Care Board (ICB)</b>	<b>Barriers – Average score</b>	<b>Barriers – Rank of average score</b>	<b>Barriers – Percentage of LSOAs in most deprived 10% nationally</b>
Suffolk and North East Essex	26.608	10	17.2
<b>Norfolk and Waveney</b>	<b>26.171</b>	<b>11</b>	<b>21.5</b>
Devon	25.908	12	17.3
Cambridgeshire and Peterborough	24.568	13	11.6
Leicester, Leicestershire and Rutland	24.365	14	15.0
Sussex	24.171	15	13.0
South East London	23.712	16	5.6
Buckinghamshire, Oxfordshire and Berkshire West	23.673	17	9.7
Herefordshire and Worcestershire	23.593	18	15.7
Dorset	23.527	19	11.0
Frimley	23.229	20	8.1

**Note: A larger number for the rank indicates an area is less deprived.**

Figure 11 shows that the distribution of most deprived areas for the Barriers to Housing and Services domain across Norfolk and Waveney’s districts/areas is noticeably different than for the other deprivation domains reported above. The Norfolk districts with the greatest proportion of LSOAs in the most deprived 20% of areas for Barriers to Housing and Services across England are: Breckland (55.0%), King’s Lynn and West Norfolk (50.0%) and North Norfolk (48.4%). In contrast to the other domains above, Norwich contains the lowest proportion (1.2%) of LSOAs among the 20% most deprived areas in England for the Barriers to Housing and Services domain. This pattern seems likely to be explained by more rural parts of Norfolk and Waveney having longer travel times to services and poorer broadband connectivity than more urban areas.

**Figure 11: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Barriers to Housing and Services domain - 2025**



## Living Environment

The Living Environment domain measures the quality of the surroundings that people live in. The indicators fall into two sub-domains: those relating to the 'indoor' environment, i.e. the quality of housing, and those assessing the 'outdoor' environment, such as air quality and road traffic accidents.

Table 27 shows that in 2025 Norfolk is the 82<sup>nd</sup> most deprived upper-tier local authority in England for the Living Environment domain. Table 28 shows that in 2019 Norfolk was ranked the 74<sup>th</sup> most deprived local authority in the Living Environment domain. Again, this change in rank position between 2019 and 2025 may be influenced by noticeable changes in the indicators used to form this domain between these two dates.

In 2025 10.1% of Norfolk's LSOAs are among the 10% most deprived areas in England for the Living Environment domain, while 16.1% of Norfolk's LSOAs are among the 10% least deprived areas in England for this domain.

**Table 27: Upper-tier local authorities with a similar rank position to Norfolk for the Living Environment domain - 2025**

Upper-tier local authority	Environment – Average score	Environment – Rank of average score	Environment – Percentage of LSOAs in most deprived 10% nationally
Bromley	21.05	80	1.0
Bexley	20.85	81	0.0
<b>Norfolk</b>	<b>20.75</b>	<b>82</b>	<b>10.1</b>
Gateshead	20.63	83	5.6
St. Helens	20.53	84	3.3
Southampton	20.49	85	0.7
Sunderland	20.48	86	13.5
Rutland	19.98	87	3.9
Derbyshire	19.96	88	7.0
Bath and North East Somerset	19.80	89	9.3
Wigan	19.51	90	7.5

Note: A larger number for the rank indicates an area is less deprived.

**Table 28: Upper-tier local authorities with a similar rank position to Norfolk for the Living Environment domain - 2019**

Upper-tier local authority	Environment – Average score	Environment – Rank of average score	Environment – Percentage of LSOAs in most deprived 10% nationally
Slough	22.39	70	0.0
Reading	22.11	71	6.2
Luton	22.09	72	1.7
Bury	21.78	73	8.3
<b>Norfolk</b>	<b>21.64</b>	<b>74</b>	<b>10.0</b>
Sutton	21.32	75	0.8
Torbay	21.20	76	10.1
Derby	21.08	77	7.3
Trafford	21.07	78	2.9
Sheffield	20.89	79	6.1
Suffolk	20.79	80	10.0

Note: A larger number for the rank indicates an area is less deprived.

Table 29 shows that Norfolk and Waveney is the 16<sup>th</sup> (out of 42) most deprived ICB in England for the Living Environment domain. 10.6% of the LSOAs in Norfolk and Waveney are among the 10% most deprived LSOAs across England for their Living Environment.

**Table 29: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Living Environment domain - 2025**

Integrated Care Board (ICB)	Environment – Average score	Environment – Rank of average score	Environment – Percentage of LSOAs in most deprived 10% nationally
Greater Manchester	25.67	10	11.1
Devon	22.60	11	15
Cheshire and Merseyside	21.71	12	11.6
Black Country	21.57	13	5.7
Somerset	21.46	14	12.7
Humber and North Yorkshire	21.26	15	14.1
<b>Norfolk and Waveney</b>	<b>20.72</b>	<b>16</b>	<b>10.6</b>
Derby and Derbyshire	20.71	17	8.0
Nottingham and Nottinghamshire	20.65	18	7.8
Coventry and Warwickshire	20.25	19	5.9
Herefordshire and Worcestershire	20.04	20	11.6

Note: A larger number for the rank indicates an area is less deprived.

**Figure 12: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Living Environment domain - 2025**

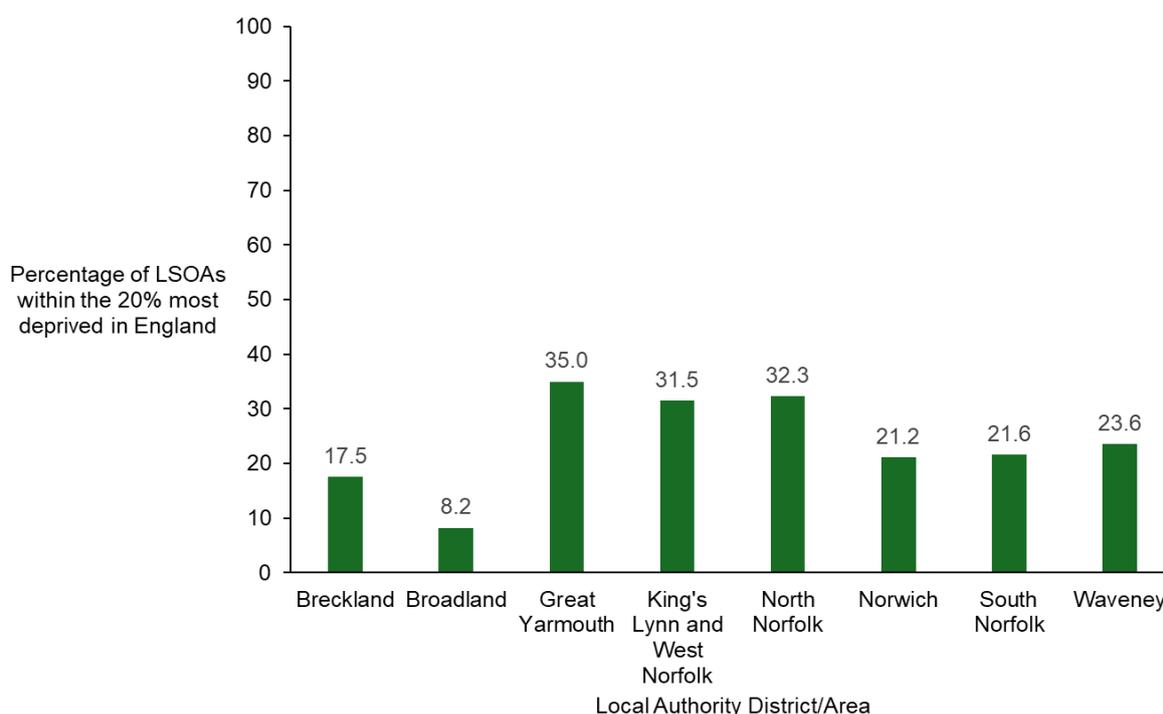


Figure 12 shows that 35.0% of LSOAs in Great Yarmouth, 32.3% of LSOAs in North Norfolk and 31.5% of LSOAs in King's Lynn and West Norfolk are among the 20% most deprived areas across England for the Living Environment domain. Compared to the other domains, the Living Environment domain has the most even distribution of deprived areas across Norfolk and Waveney. Even in Broadland, which has the lowest percentage of deprived areas, 8.2% of LSOAs fall within the 20% most deprived areas across England for their Living Environment.

## Income Deprivation Affecting Children Index (IDACI)

The IDACI measures the proportion of all children aged 0 to 15 living in income deprived families and so is a subset of the Income Deprivation domain. It includes both families that are out-of-work and those that are in work but who have low earnings.

Table 30 shows that in 2025 Norfolk is the 91<sup>st</sup> most deprived upper-tier local authority in England for Income Deprivation Affecting Children. Table 31 shows that Norfolk was also ranked 91<sup>st</sup> in 2019. While the IDACI score measures the proportion of children in Income Deprivation, the average scores in 2019 and 2025 are not directly comparable due to changes to the indicators that form the Income domain.

Despite the rank position of Norfolk remaining the same between the IoD 2019 and the IoD 2025, the proportion of Norfolk LSOA's identified as being among the 10% most deprived areas in England for Income Deprivation Affecting Children has fallen from 6.7% to 4.4%. Also, in 2025 3.1% of Norfolk LSOA's were among the 10% least deprived areas across England in terms of Income Deprivation Affecting Children.

**Table 30: Upper-tier local authorities with a similar rank position to Norfolk for the Income Deprivation Affecting Children Index (IDACI) - 2025**

Upper-tier local authority	IDACI – Average score	IDACI – Rank of average score	IDACI – Percentage of LSOAs in most deprived 10% nationally
Bedford	0.338	90	5.1
<b>Norfolk</b>	<b>0.336</b>	<b>91</b>	<b>4.4</b>
Northumberland	0.336	92	6.5
Reading	0.329	93	2.0
North Northamptonshire	0.324	94	2.9
Cumberland	0.323	95	5.7
Kent	0.322	96	5.1
Nottinghamshire	0.321	97	4.6
Brighton and Hove	0.319	98	9.7
Havering	0.318	99	0.0
Herefordshire, County of	0.315	100	3.4

Note: A larger number for the rank indicates an area is less deprived.

**Table 31: Upper-tier local authorities with a similar rank position to Norfolk for the Income Deprivation Affecting Children Index (IDACI) - 2019**

Upper-tier local authority	IDACI – Average score	IDACI – Rank of average score	IDACI – Percentage of LSOAs in most deprived 10% nationally
East Sussex	0.161	85	5.8
Bexley	0.160	86	2.1
Havering	0.160	87	3.3
Reading	0.160	88	4.1
Kent	0.158	89	7.9
Hillingdon	0.157	90	1.2
<b>Norfolk</b>	<b>0.155</b>	<b>91</b>	<b>6.7</b>
Nottinghamshire	0.155	92	6.8
Wandsworth	0.154	93	8.4
Brighton and Hove	0.153	94	9.7
Derbyshire	0.152	95	6.9

Note: A larger number for the rank indicates an area is less deprived.

Table 32 shows that Norfolk and Waveney is the 22nd (out of 42) most deprived ICB in England for Income Deprivation Affecting Children. 5.6% of the LSOAs in Norfolk and Waveney are among the 10% most deprived LSOAs across England for Income Deprivation Affecting Children.

**Table 32: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Income Deprivation Affecting Children Index (IDACI) - 2025**

<b>Integrated Care Board (ICB)</b>	<b>IDACI – Average score</b>	<b>IDACI – Rank of average score</b>	<b>IDACI – Percentage of LSOAs in most deprived 10% nationally</b>
Lincolnshire	0.352	20	5.8
Leicester, Leicestershire and Rutland	0.346	21	6.3
<b>Norfolk and Waveney</b>	<b>0.346</b>	<b>22</b>	<b>5.6</b>
Humber and North Yorkshire	0.338	23	10.7
Kent and Medway	0.329	24	5.2
Devon	0.324	25	3.6
Suffolk and North East Essex	0.320	26	6.0
Herefordshire and Worcestershire	0.313	27	4.3
Sussex	0.311	28	4.1
South West London	0.307	29	5.1
Mid and South Essex	0.307	30	2.6

**Note: A larger number for the rank indicates an area is less deprived.**

Figure 13 shows that in 2025 31.8% of LSOAs in Norwich, 31.7% of LSOAs in Great Yarmouth and 26.4% of LSOAs in Waveney were among the 20% most deprived across England for Income Deprivation Affecting Children. Both Broadland and South Norfolk have no LSOAs among the 20% most deprived areas in England for Income Deprivation Affecting Children. Over three-quarters of the Norfolk and Waveney LSOAs that are in the 20% most deprived areas for Income Deprivation Affecting Children in England are located in Norwich, Great Yarmouth and Waveney. Unsurprisingly, the distribution of Norfolk’s districts with the greatest proportions of highly deprived districts (in relative terms) for Income Deprivation Affecting Children is similar to that for the main Income domain (see Figure 6).

**Figure 13: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Income Deprivation Affecting Children Index (IDACI) - 2025**

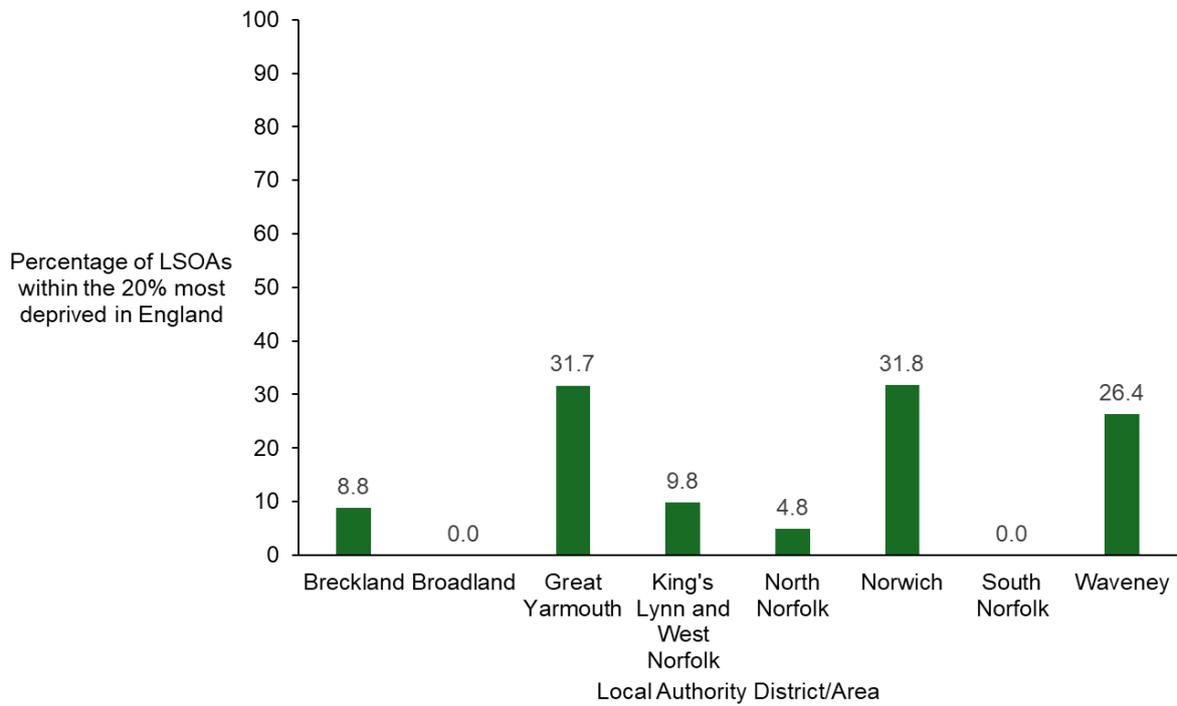


Table 33 shows that approximately half of all children aged 0-15 in the district of Great Yarmouth face Income Deprivation, while over 40% of children in Norwich and Waveney face the same issue. Furthermore, while Broadland and South Norfolk have no LSOAs identified as being among the 20% most deprived areas in England for Income Deprivation Affecting Children, they each contain at least 5,000 children identified as income deprived.

**Table 33: Number and percentage of individuals aged 0-15 identified as income deprived by Norfolk district plus Waveney - 2024 population estimates**

District/Area	Number of individuals aged 0-15 identified as Income deprived	Percentage of individuals aged 0-15 in district/area identified as Income deprived
Breckland	8,002	33.3
Broadland	5,004	22.6
Great Yarmouth	8,562	49.9
King's Lynn and West Norfolk	8,445	33.0
North Norfolk	4,783	35.6
Norwich	10,552	45.3
South Norfolk	5,658	21.8
Waveney	7,812	41.9

## Income Deprivation Affecting Older People Index (IDAOPi)

The IDAOPi measures the proportion of all those aged 60 or over who experience Income Deprivation. It is a subset of the Income Deprivation domain and includes both people that are out-of-work and people that are in work but who have low earnings.

Table 34 shows that in 2025 Norfolk is the 108<sup>th</sup> most deprived upper-tier local authority in England for Income Deprivation Affecting Older People. In other words, Norfolk is less deprived than the majority of upper tier local authorities in England when it comes to Income Deprivation Affecting Older People. For comparison, Table 35 shows that in 2019 Norfolk was the 100<sup>th</sup> most deprived upper-tier local authority for Income Deprivation Affecting Older People.

While Table 34 and Table 35 show that between the loD 2019 and the loD 2025 Norfolk on average became less deprived relative to other parts of England for Income Deprivation Affecting Older People, the proportion of Norfolk LSOAs among the 10% most deprived areas in England actually increased from 2.4% to 3.8%. Although the IDAOPi score measures the proportion of older people in Income Deprivation, as with the IDACI, the average scores in 2019 and 2025 are not directly comparable due to changes to the indicators that make up the Income domain.

**Table 34: Upper-tier local authorities with a similar rank position to Norfolk for the Income Deprivation Affecting Older People Index (IDAOPI) - 2025**

Upper-tier local authority	IDAOPI – Average score	IDAOPI – Rank of average score	IDAOPI – Percentage of LSOAs in most deprived 10% nationally
Havering	0.144	100	2.6
Bexley	0.143	101	4.1
Isle of Wight	0.14	102	1.1
Derbyshire	0.139	103	1.8
Northumberland	0.138	104	1.0
Bedford	0.138	105	5.1
North	0.137	106	1.0
Northamptonshire	0.137	106	1.0
Cumberland	0.137	107	1.1
<b>Norfolk</b>	<b>0.136</b>	<b>108</b>	<b>3.8</b>
East Sussex	0.135	109	3.6
Warrington	0.134	110	6.1

Note: A larger number for the rank indicates an area is less deprived.

**Table 35: Upper-tier local authorities with a similar rank position to Norfolk for the Income Deprivation Affecting Older People Index (IDAOPI) - 2019**

Upper-tier local authority	IDAOPI – Average score	IDAOPI – Rank of average score	IDAOPI – Percentage of LSOAs in most deprived 10% nationally
Bournemouth, Christchurch and Poole	0.130	95	4.3
Trafford	0.130	96	7.3
Stockport	0.129	97	6.3
Lincolnshire	0.124	98	3.1
Warrington	0.121	99	3.9
<b>Norfolk</b>	<b>0.121</b>	<b>100</b>	<b>2.4</b>
Havering	0.117	101	2.0
Kingston upon Thames	0.117	102	2.0
Derbyshire	0.117	103	1.0
Kent	0.116	104	1.7
Northumberland	0.115	105	1.0

Note: A larger number for the rank indicates an area is less deprived.

Also, in 2025 6.0% of LSOAs in Norfolk were among the 10% least deprived areas in England for Income Deprivation Affecting Older People.

Table 36 shows that Norfolk and Waveney is the 27th (out of 42) most deprived ICB in England for Income Deprivation Affecting Older People. 4.0% of the LSOAs in

Norfolk and Waveney are among the 10% most deprived LSOAs across England for Income Deprivation Affecting Older People.

**Table 36: Integrated Care Boards with a similar rank position to Norfolk and Waveney for the Income Deprivation Affecting Older People Index (IDAOPI) - 2025**

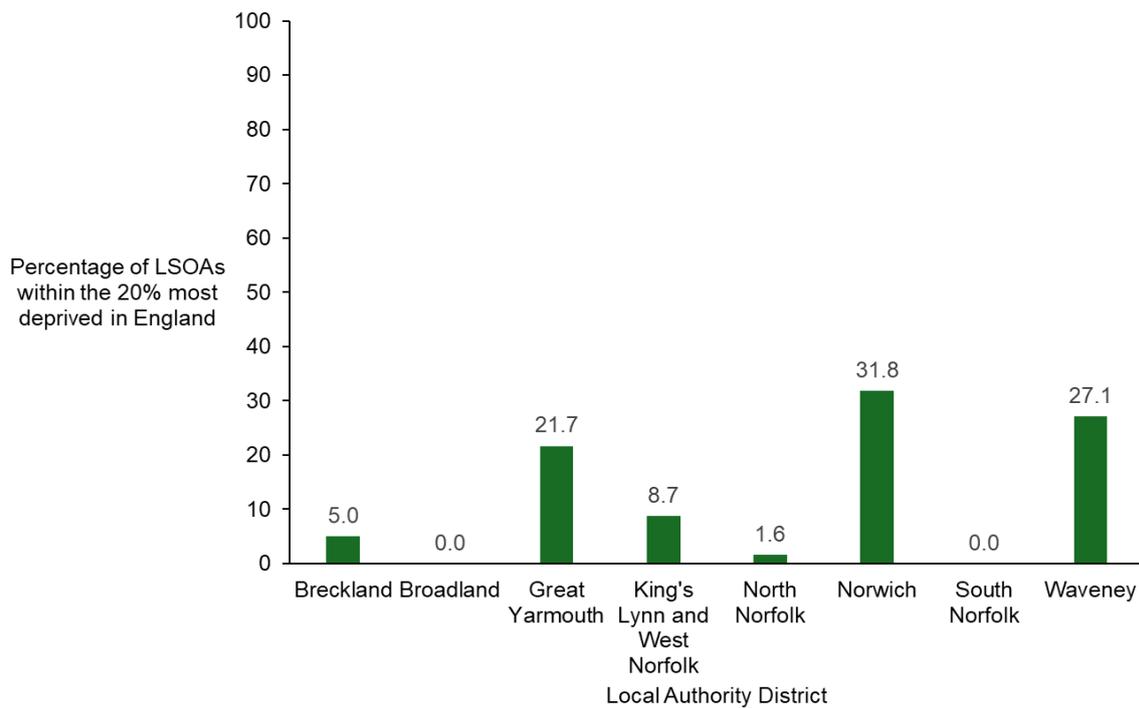
<b>Integrated Care Board (ICB)</b>	<b>IDAOPI – Average score</b>	<b>IDAOPI – Rank of average score</b>	<b>IDAOPI – Percentage of LSOAs in most deprived 10% nationally</b>
Lincolnshire	0.147	20	3.9
Humber and North Yorkshire	0.145	21	6.7
Coventry and Warwickshire	0.144	22	7.4
Shropshire, Telford and Wrekin	0.144	23	2.2
Bristol, North Somerset and South Gloucestershire	0.143	24	6.9
Staffordshire and Stoke-on-Trent	0.142	25	4.6
Mid and South Essex	0.141	26	2.5
<b>Norfolk and Waveney</b>	<b>0.138</b>	<b>27</b>	<b>4.0</b>
Devon	0.138	28	2.3
Cambridgeshire and Peterborough	0.135	29	3.6
Frimley	0.135	30	3.5

**Note: A larger number for the rank indicates an area is less deprived.**

Figure 14 shows that in 2025 31.8% of Norwich’s LSOAs, 27.1% of Waveney’s LSOAs and 21.7% of Great Yarmouth’s LSOAs are among the 20% most deprived areas across England for Income Deprivation Affecting Older People. In contrast, in 2025 Broadland and South Norfolk had no LSOAs falling within the 20% most deprived areas nationally for Income Deprivation Affecting Older People.

Unsurprisingly, the distribution of Norfolk’s districts with the greatest proportion of highly deprived districts (in relative terms) for IDAOPI is similar to that for the main Income domain (see Figure 6).

**Figure 14: Percentage of LSOAs in Norfolk districts plus Waveney falling within the 20% most deprived areas in England for the Income Deprivation Affecting Older People Index (IDAOPi) - 2025**



Comparing Figure 14 and Table 37 one can see that while Great Yarmouth has a greater proportion of LSOAs that are among the 20% most deprived in England according to IDAOPi than King's Lynn and West Norfolk, it is King's Lynn and West Norfolk that has a greater number of people aged 60 and over who are identified as income deprived. Similarly, while Broadland and South Norfolk each have no LSOAs among the 20% most deprived in England for IDAOPi, they each contain over 4,000 individuals aged 60 or over identified as income deprived.

**Table 37: Number and percentage of individuals aged 60 and over identified as income deprived by Norfolk district plus Waveney - 2024 population estimates**

<b>District/Area</b>	<b>Number of individuals aged 60 and over identified as Income deprived</b>	<b>Percentage of individuals aged 60 and over identified as Income deprived</b>
Breckland	6,065	12.6
Broadland	4,152	9.1
Waveney	6,455	15.3
Great Yarmouth	6,382	19.8
King's Lynn and West Norfolk	7,106	13.4
North Norfolk	5,222	11.6
Norwich	7,239	25.0
South Norfolk	4,728	10.0

## Comparing rural and urban deprivation

While deprivation in Norfolk and Waveney is concentrated in Great Yarmouth, Norwich, King's Lynn and Lowestoft, deprivation also exists in more rural areas even if it is generally more dispersed.

Across Norfolk and Waveney 46.2% of LSOAs (288 LSOAs) are identified as rural compared to 336 that are classified as urban.<sup>24</sup> No rural LSOAs are within the 10% most deprived areas in England<sup>25</sup> according to the overall IMD, while 9 are within the 20% most deprived areas in England. These numbers are much lower than for urban areas of Norfolk and Waveney: 42 urban LSOAs are within the 10% most deprived areas in England and 82 are within the 20% most deprived areas in England. Indeed, all the LSOAs in the list of the 20 most deprived LSOAs in Norfolk and Waveney in Table 66 in Appendix 5 are urban. As a result, 2.8% of Norfolk and Waveney's rural population live in areas that are among the 20% most deprived areas in England compared to 24.3% of Norfolk and Waveney's urban population.

Among the 9 rural LSOAs within the 20% most deprived areas in England, 5 are in King's Lynn and West Norfolk, 2 are in North Norfolk and there is 1 in each of Breckland and Waveney. Norwich has no LSOAs classified as rural, while Broadland and South Norfolk have no LSOAs within the 30% most deprived areas in England. In Table 68 in Appendix 5 one can see that of the 20 most deprived rural LSOAs in Norfolk and Waveney, 9 are in King's Lynn and West Norfolk, there are 3 each in Breckland, North Norfolk and the district of Great Yarmouth and 2 are in Waveney.

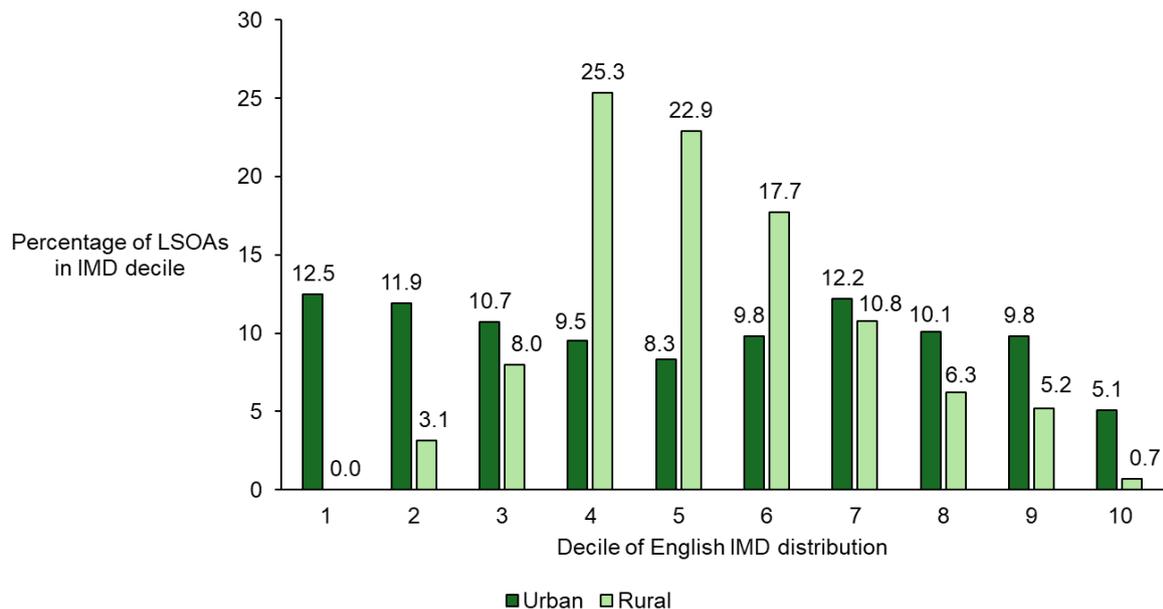
Figure 15 shows that in Norfolk and Waveney urban LSOAs are far more evenly distributed across the deciles of the IMD distribution for England than rural LSOAs. Almost two-thirds of rural LSOAs in Norfolk and Waveney are located in the 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> deciles of the IMD distribution. Not only are a lower proportion of rural LSOAs identified as high deprived, a lower proportion of rural LSOAs are within the 20% least deprived areas of England than urban areas (5.9% vs 14.9%). In the list of the 20 least deprived areas in Norfolk and Waveney in Table 67 in Appendix 5 only 2 are classified as rural compared to 18 that are urban.

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<sup>24</sup> Based on the ONS's 2021 rural-urban classification, see [Rural Urban Classification - GOV.UK](#)

<sup>25</sup> The ranking of LSOAs for England covers both rural and urban LSOAs.

**Figure 15: Percentage of Norfolk and Waveney LSOAs in each decile of the Index of Multiple Deprivation (IMD) for England - rural vs urban areas, 2025**



As well as looking at the proportion of rural LSOAs among the 20% most deprived areas in England, one can also look at the proportion of Norfolk and Waveney LSOAs among the 20% most deprived areas in England that are rural areas. Doing this 9.9% of LSOAs in Norfolk and Waveney in the 20% most deprived in England are classified as rural. However, there is some variation across the districts with 2 out of 3 of LSOAs in North Norfolk among the 20% most deprived in England being classified as rural and 29.4% of the LSOAs in King’s Lynn and West Norfolk in this category being classified rural. However, in the Great Yarmouth district none of the 20 LSOAs that are among the 20% most deprived in England are classified as rural.

As noted above, many deprived individuals in rural areas are likely to live in LSOAs that are not among the 20% most deprived in England. While it is not possible to quantify this issue for the overall IMD since it is an area-based metric, the number of Income and Employment deprived individuals can be calculated for every LSOA. Below the discrepancy between the most deprived LSOAs and where deprived individuals live in rural areas is illustrated for the IDACI and the IDAOPI.

Ranking LSOAs according to the IDACI, 6 LSOAs in Norfolk and Waveney are identified as among the 20% most deprived in England and these 6 LSOAs contain around 830 children experiencing Income Deprivation. However, across all rural LSOAs in Norfolk and Waveney there were 20,220 children identified as experiencing Income Deprivation. In other words, 95.8% of children experiencing Income Deprivation in rural areas do not live in LSOAs identified as among the most deprived in England as a whole. This type of mismatch also occurs in urban areas, but it is less severe due to the much larger number of urban LSOAs in Norfolk and

Waveney that are identified as being among the 20% most deprived in England according to the IDACI. Among the approximately 38,600 children experiencing Income Deprivation in urban parts of Norfolk and Waveney, around 17,800 (or 46%) reside in LSOAs identified as among the 20% most deprived in England by the IDACI.

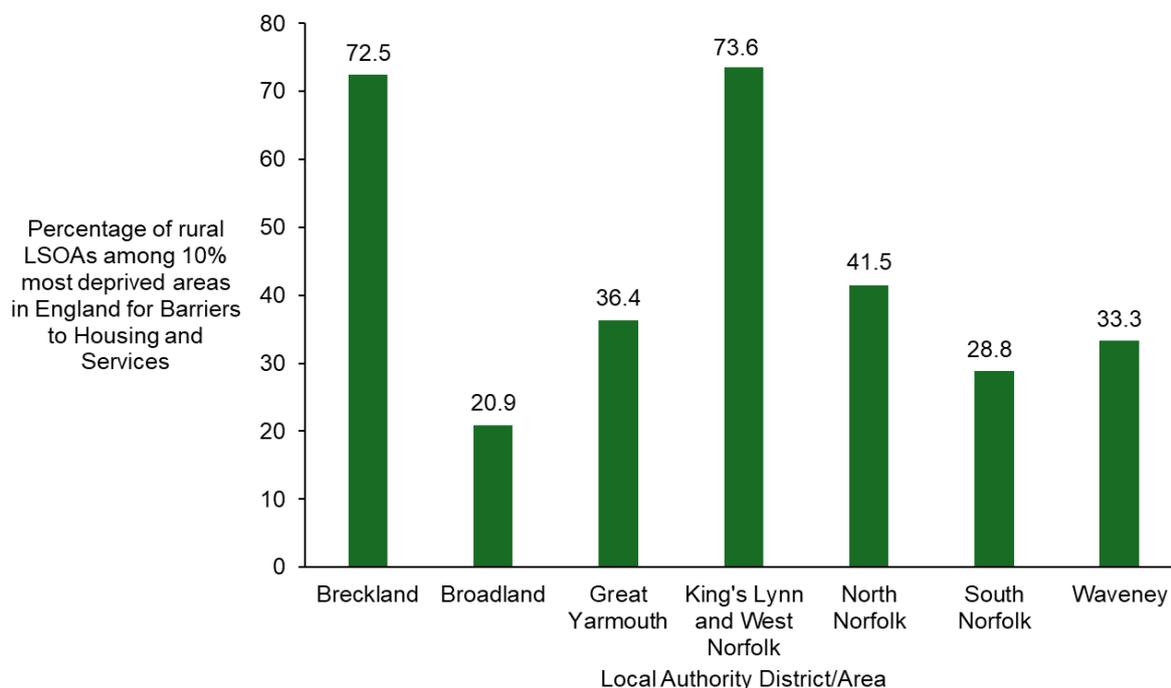
The mismatch between the most deprived LSOAs and deprived individuals in rural areas is even more extreme for Income Deprivation Affecting Older People. Only 1 rural LSOA in Norfolk and Waveney is identified as being among the 20% most deprived areas in England according to the IDAOPI. This single LSOA contains 150 individuals experiencing Income Deprivation Affecting Older People out a total of around 20,500 individuals experiencing this form of in Norfolk and Waveney's rural LSOAs. Of the approximately 26,800 residents experiencing Income Deprivation Affecting Older People in Norfolk and Waveney's urban areas, 33.3% (or around 8,900) live in LSOAs identified as being among the 20% most deprived areas in England according to the IDAOPI.

## Specific domains

While only a small proportion of Norfolk and Waveney's rural LSOAs are identified as being among the 20% most deprived in England according to the IMD, for the Barriers to Housing Services domain and the Living Environment domain the picture is rather different. For both these domains, a greater proportion of rural LSOAs in Norfolk and Waveney are identified as suffering deprivation than urban LSOAs. Across Norfolk and Waveney, 66.0% of rural LSOAs (190 LSOAs) are identified as within the 20% most deprived in England for Barriers to Housing and Services compared to only 4.2% of urban LSOAs (14 LSOAs). Also, 33.0% of rural LSOAs (95 LSOAs) in Norfolk Waveney are among the 20% most deprived in England for the Living Environment compared to 14.9% of urban LSOAs (50 LSOAs).

Figure 16 shows that there is variation in the proportion of rural LSOAs identified as within the 10% most deprived areas in England for Barriers to Housing and Services across different areas of Norfolk and Waveney. This form of deprivation is highest in Breckland and King's Lynn and West Norfolk, where over 70% of rural LSOAs are among the 10% most deprived areas in England for Barriers to Housing and Services. In contrast, in Breckland 20.9% of rural LSOAs are among the 10% most deprived areas in England for Barriers to Housing and Services. However, when the threshold is widened to LSOAs among the 20% most deprived areas in England, in each district plus Waveney a majority of LSOAs are among the 20% most deprived areas in England. For example, 58.1% of rural LSOAs in Broadland and 72.7% of rural LSOAs in the district of Great Yarmouth are among the 20% most deprived areas in England for Barriers to Housing and Services.

**Figure 16: Percentage of rural LSOAs in Norfolk districts plus Waveney among the 10% most deprived areas in England for Barriers to Housing and Services domain - 2025**

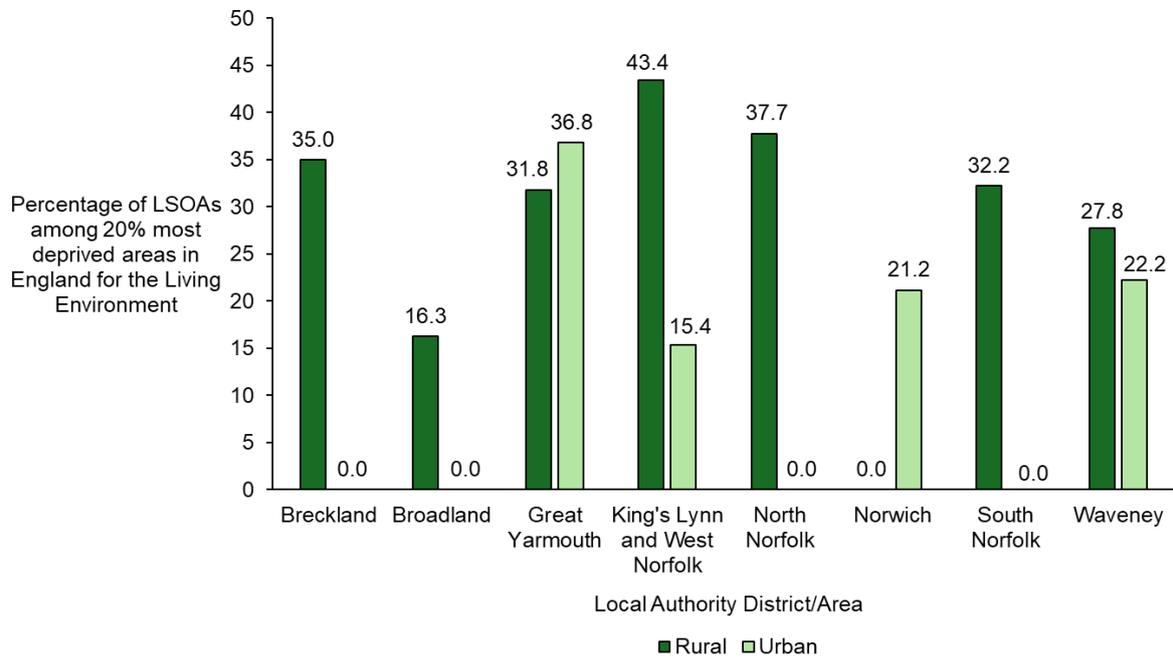


**Note: Norwich contains no rural LSOAs and so is not listed on the chart.**

Of the 14 urban LSOAs in Norfolk and Waveney identified as being among the 20% most deprived areas in England for Barriers to Housing and Services in 2025, 10 are in Breckland.

Figure 17 shows that rural-urban divide is somewhat less stark for the Living Environment domain than the Barriers to Housing and Services domain. In the Great Yarmouth district a greater proportion of LSOAs classified as urban are within the 20% most deprived in England for the Living Environment domain than LSOAs classified as rural (36.8% vs 31.8%). Similarly, 21.2% and 22.2% of urban LSOAs in Norwich and Waveney respectively are among the 20% most deprived in England for the Living Environment. However, in each of Breckland, North Norfolk and South Norfolk over 30% of rural LSOAs are among the 20% most deprived in England for the Living Environment, but no urban LSOAs are in the same position.

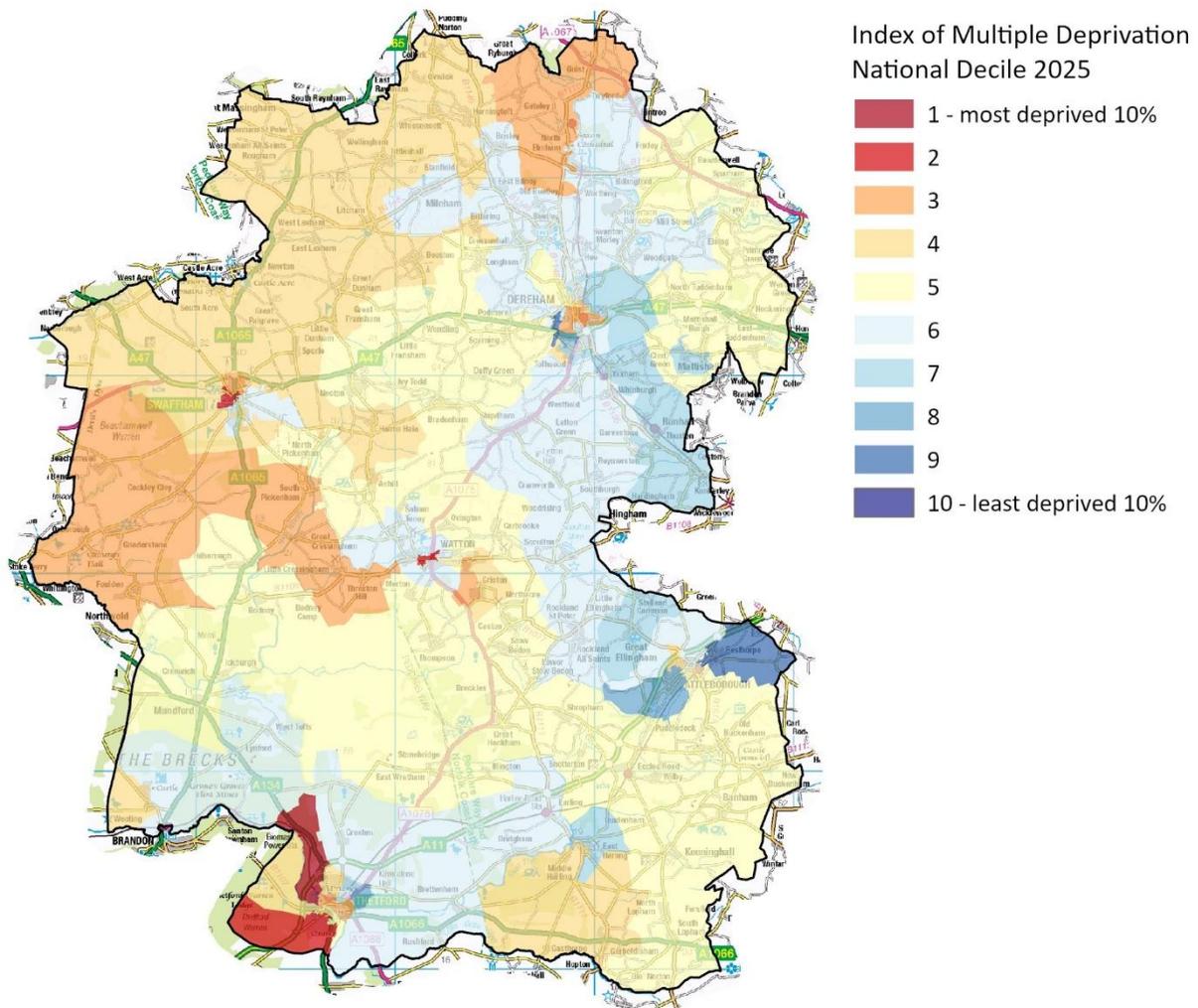
**Figure 17: Percentage of LSOAs in Norfolk districts plus Waveney among the 20% most deprived in England for the Living Environment domain - rural vs urban LSOAs, 2025**



**Note: Norwich contains no rural LSOAs.**

# Appendix 1 – Maps of deprivation by area for each Norfolk district plus Waveney

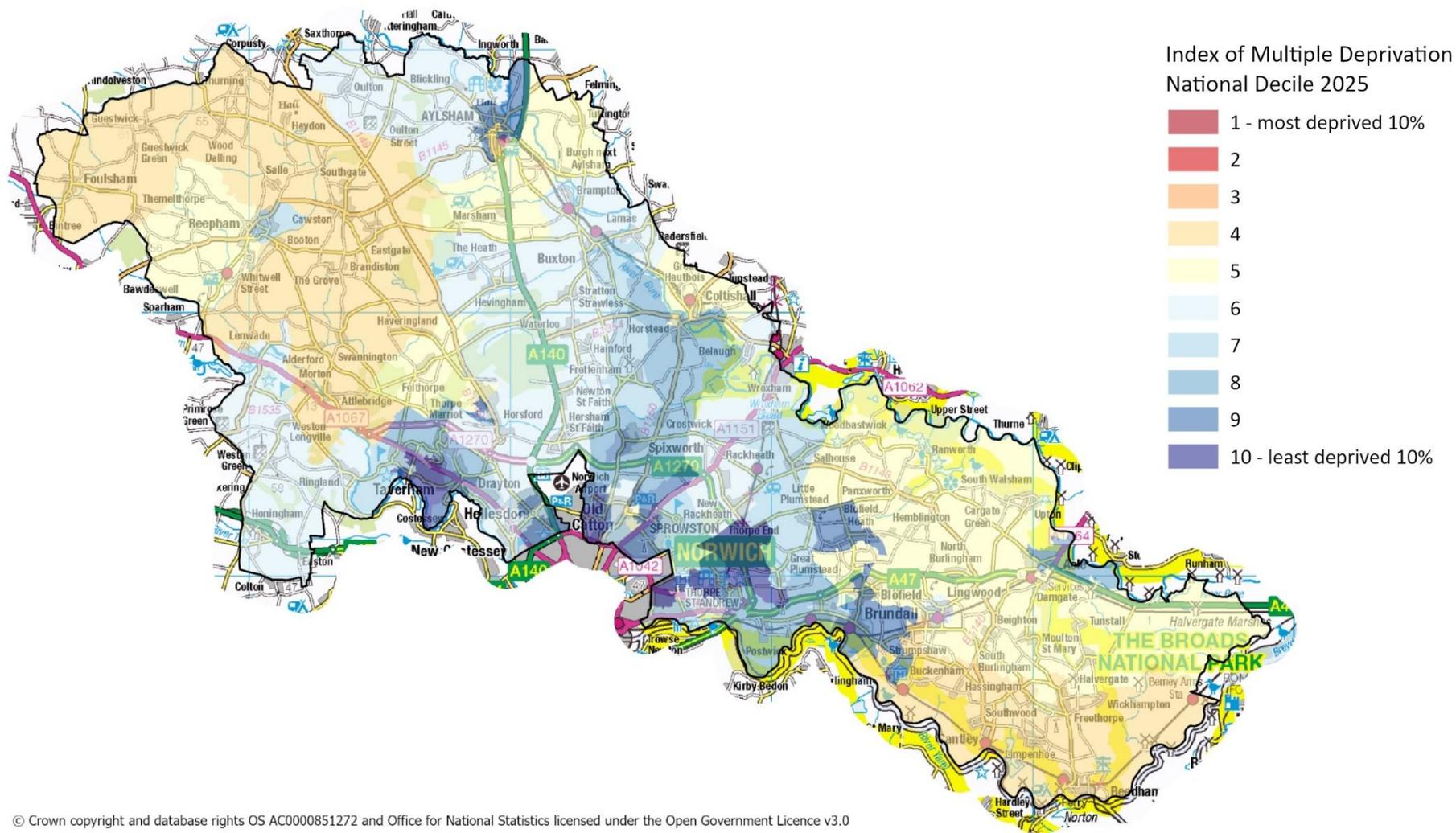
**Figure 18: Breckland's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)**



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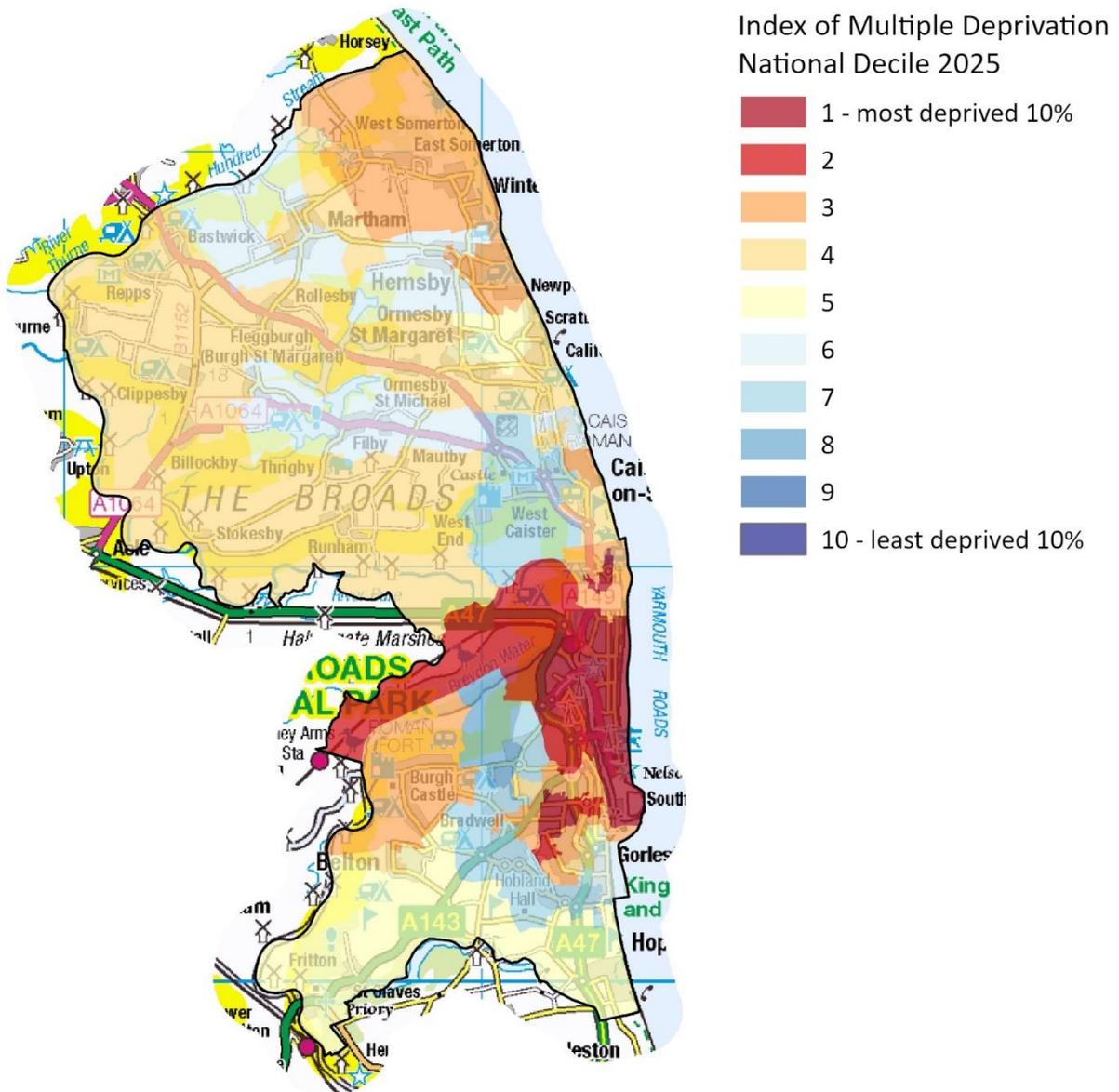
**Note: The deciles show how areas compare to rest of England, not just Norfolk.**

Figure 19: Broadland's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)



Note: The deciles show how areas compare to rest of England, not just Norfolk.

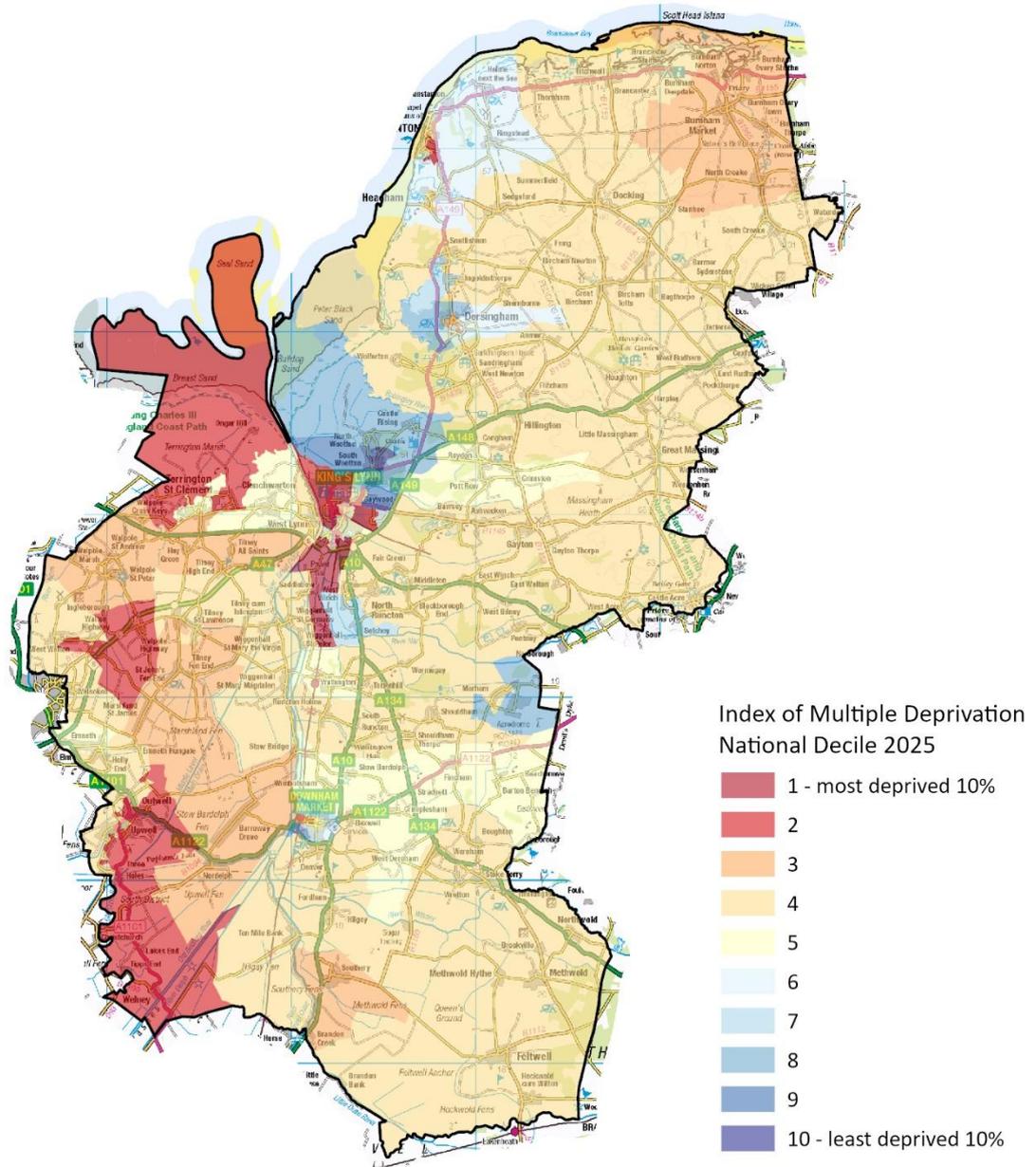
**Figure 20: Great Yarmouth's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)**



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**Note: The deciles show how areas compare to rest of England, not just Norfolk.**

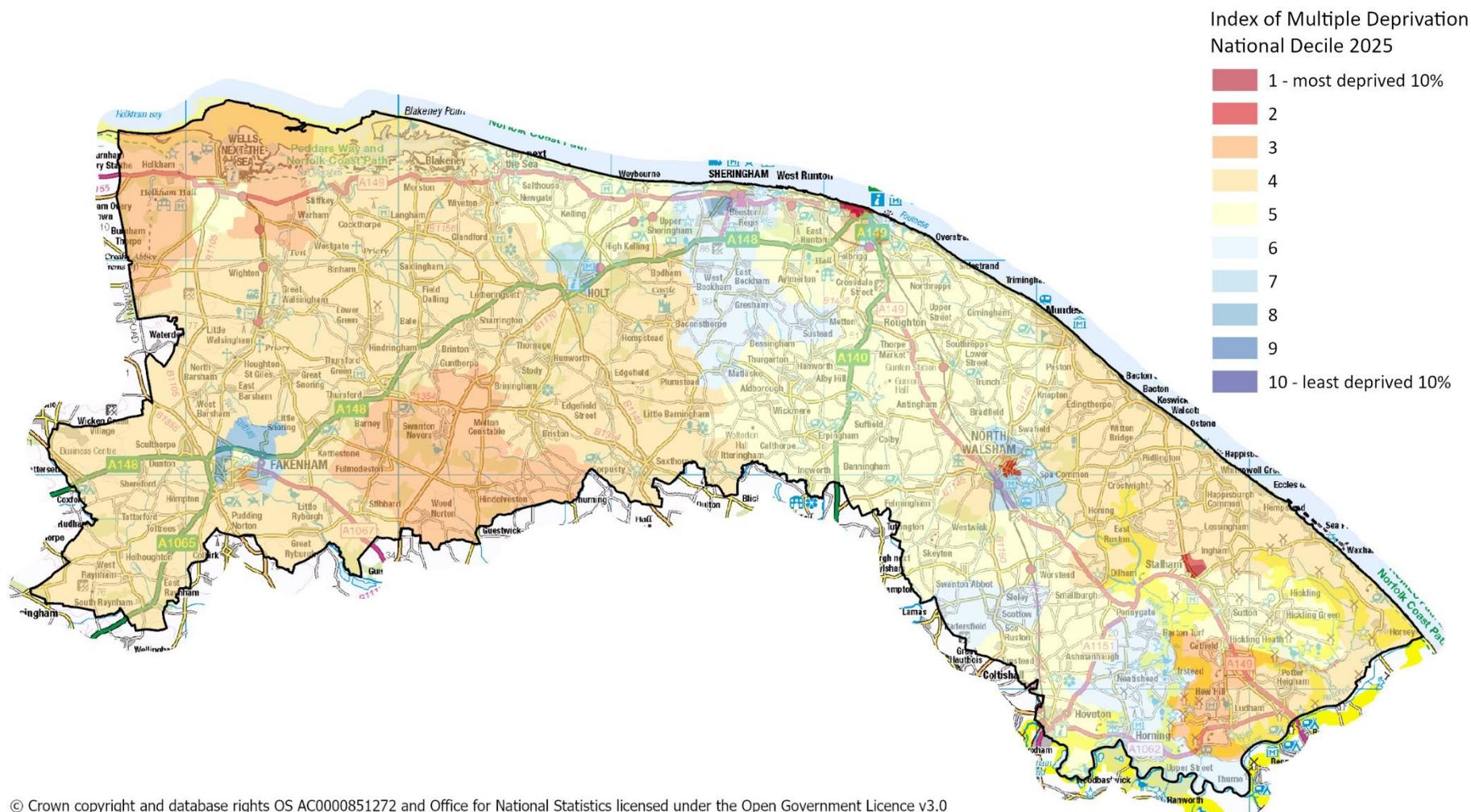
**Figure 21: King’s Lynn and West Norfolk’s distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)**



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**Note: The deciles show how areas compare to rest of England, not just Norfolk.**

Figure 22: North Norfolk's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)

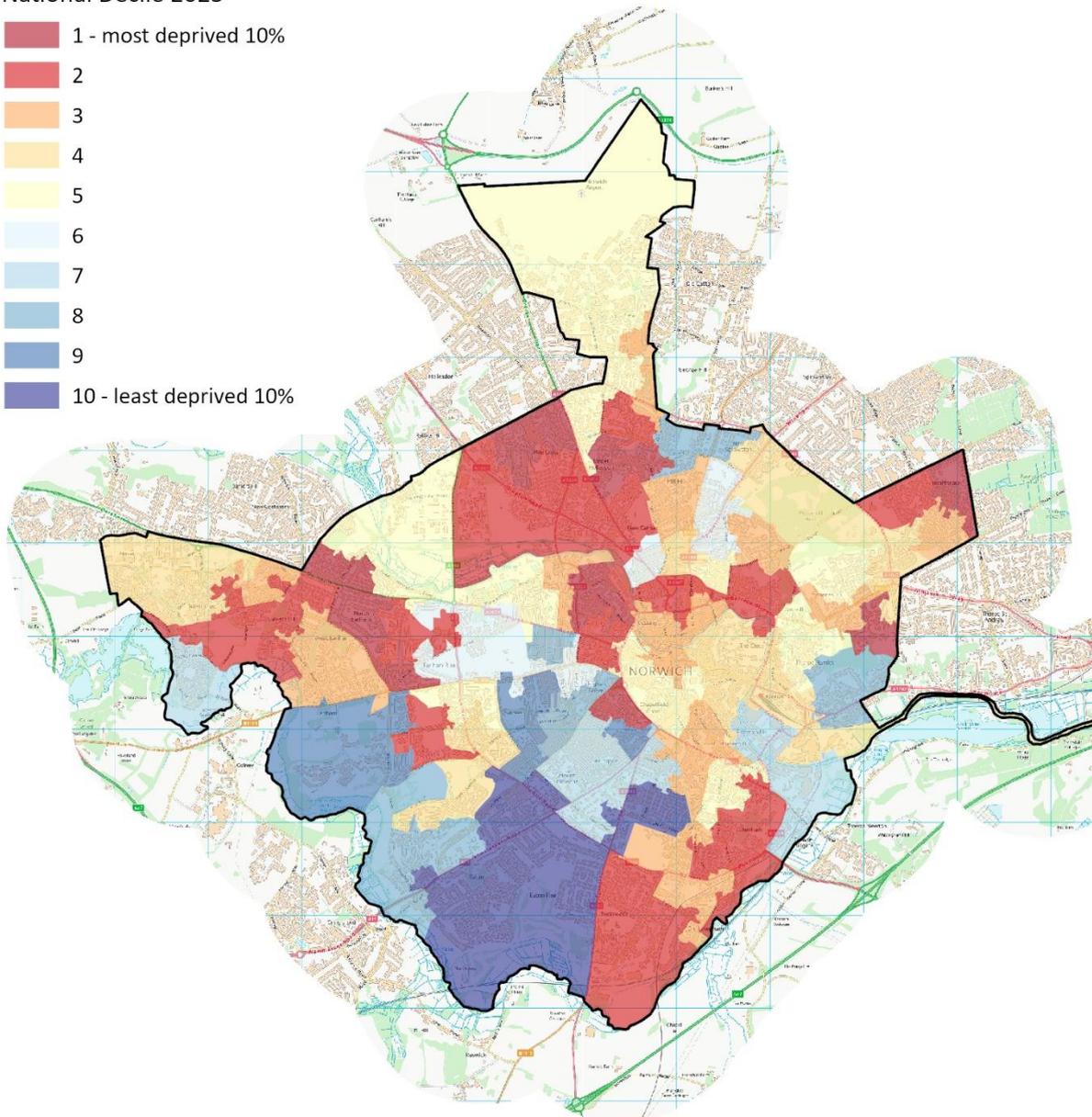


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**Note: The deciles show how areas compare to rest of England, not just Norfolk.**

**Figure 23: Norwich's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)**

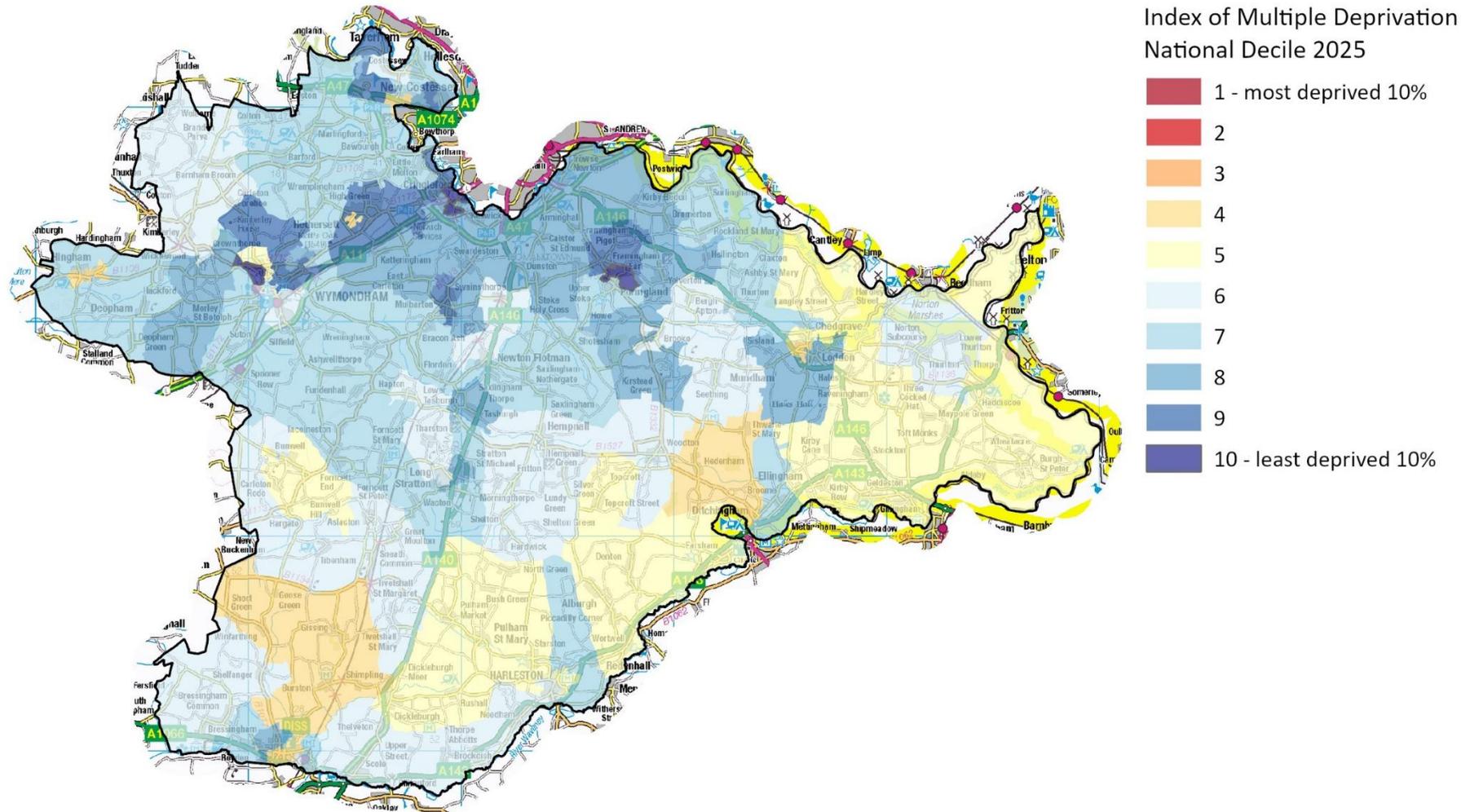
Index of Multiple Deprivation  
National Decile 2025



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**Note: The deciles show how areas compare to rest of England, not just Norfolk.**

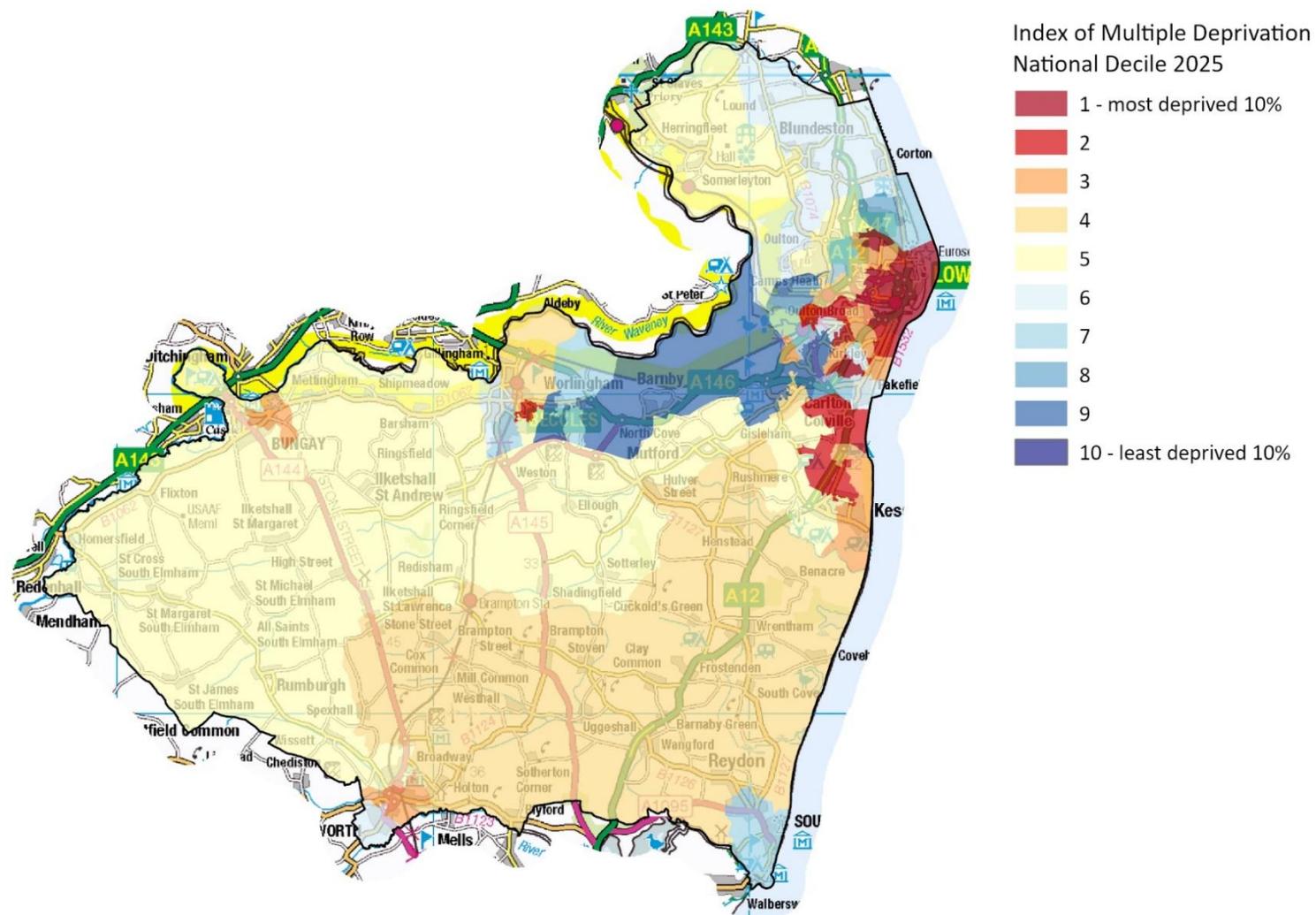
Figure 24: South Norfolk's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)



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Note: The deciles show how areas compare to rest of England, not just Norfolk.

Figure 25: Waveney's distribution of LSOAs across the deciles of the Index of Multiple Deprivation (IMD)



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Note: The deciles show how areas compare to rest of England, not just Norfolk.

## Appendix 2 – Proportion of LSOAs and residents by IMD decile in each Norfolk district plus Waveney

As in the rest of the document, in the tables below LSOAs are allocated to a deprivation decile based on the distribution of all LSOAs in England.

**Table 38: Number and proportion of LSOAs and the population in Breckland by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Breckland's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Breckland's 2024 population</b>
1 most deprived	1	1.3	2,250	1.5
2	5	6.3	7,649	5.2
3	8	10.0	16,197	11.0
4	14	17.5	24,764	16.9
5	17	21.3	32,473	22.1
6	19	23.8	34,003	23.2
7	8	10.0	14,020	9.6
8	6	7.5	11,193	7.6
9	2	2.5	4,071	2.8
10 least deprived	0	0.0	0	0.0
20% most deprived (deciles 1 and 2)	6	7.5	9,899	6.8

**Table 39: Number and proportion of LSOAs and the population in Broadland by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Broadland's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Broadland's 2024 population</b>
1 most deprived	0	0.0	0	0.0
2	0	0.0	0	0.0
3	0	0.0	0	0.0
4	6	7.1	8,869	6.4
5	10	11.8	16,383	11.9
6	16	18.8	28,793	20.8
7	15	17.6	24,490	17.7
8	9	10.6	14,046	10.2
9	19	22.4	30,774	22.3
10 least deprived	10	11.8	14,802	10.7
20% most deprived (deciles 1 and 2)	0	0.0	0	0.0

**Table 40: Number and proportion of LSOAs and the population in Great Yarmouth by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Great Yarmouth's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Great Yarmouth's 2024 population</b>
1 most deprived	15	25.0	26,754	26.6
2	5	8.3	7,850	7.8
3	13	21.7	20,445	20.3
4	10	16.7	14,846	14.8
5	5	8.3	8,253	8.2
6	5	8.3	8,599	8.6
7	6	10.0	11,791	11.7
8	1	1.7	1,991	2.0
9	0	0.0	0	0.0
10 least deprived	0	0.0	0	0.0
20% most deprived (deciles 1 and 2)	20	33.3	34,604	34.4

**Table 41: Number and proportion of LSOAs and the population in King's Lynn and West Norfolk by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of King's Lynn and West Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of King's Lynn and West Norfolk's 2024 population</b>
1 most deprived	5	5.4	9,009	5.8
2	12	13.0	20,411	13.1
3	9	9.8	15,321	9.8
4	29	31.5	50,548	32.4
5	13	14.1	22,790	14.6
6	7	7.6	10,509	6.7
7	5	5.4	7,882	5.0
8	8	8.7	12,710	8.1
9	3	3.3	5,079	3.3
10 least deprived	1	1.1	1,947	1.2
20% most deprived (deciles 1 and 2)	17	18.5	29,420	18.8

**Table 42: Number and proportion of LSOAs and the population in North Norfolk by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of North Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of North Norfolk's 2024 population</b>
1 most deprived	0	0.0	0	0.0
2	3	4.8	3,822	3.7
3	6	9.7	8,910	8.6
4	19	30.6	33,262	32.2
5	19	30.6	31,774	30.8
6	8	12.9	13,718	13.3
7	5	8.1	8,293	8.0
8	2	3.2	3,438	3.3
9	0	0.0	0	0.0
10 least deprived	0	0.0	0	0.0
20% most deprived (deciles 1 and 2)	3	4.8	3,822	3.7

**Table 43: Number and proportion of LSOAs and the population in Norwich by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norwich's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norwich's 2024 population</b>
1 most deprived	10	11.8	16,059	10.9
2	17	20.0	30,436	20.7
3	13	15.3	22,219	15.1
4	11	12.9	18,062	12.3
5	9	10.6	17,589	12.0
6	5	5.9	8,103	5.5
7	5	5.9	8,726	5.9
8	6	7.1	9,846	6.7
9	4	4.7	8,666	5.9
10 least deprived	5	5.9	7,476	5.1
20% most deprived (deciles 1 and 2)	27	31.8	46,495	31.6

**Table 44: Number and proportion of LSOAs and the population in South Norfolk by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of South Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of South Norfolk's 2024 population</b>
1 most deprived	0	0.0	0	0.0
2	0	0.0	0	0.0
3	0	0.0	0	0.0
4	8	9.1	13,117	8.8
5	10	11.4	17,708	11.9
6	17	19.3	26,421	17.8
7	20	22.7	34,456	23.2
8	17	19.3	26,830	18.1
9	13	14.8	25,451	17.1
10 least deprived	3	3.4	4,465	3.0
20% most deprived (deciles 1 and 2)	0	0.0	0	0.0

**Table 45: Number and proportion of LSOAs and the population in Waveney by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Waveney's 2024 population</b>
1 most deprived	11	15.3	17,043	14.5
2	7	9.7	10,807	9.2
3	10	13.9	14,782	12.6
4	8	11.1	14,395	12.2
5	11	15.3	21,158	18.0
6	7	9.7	9,943	8.5
7	8	11.1	12,750	10.8
8	3	4.2	4,962	4.2
9	7	9.7	11,815	10.0
10 least deprived	0	0.0	0	0.0
20% most deprived (deciles 1 and 2)	18	25.0	27,850	23.7

## Appendix 3 – Proportions of Norfolk and Waveney LSOAs and residents by decile of each deprivation domain

As in the rest of the document, in the tables below LSOAs are allocated to a deprivation decile based on the distribution of all LSOAs in England.

**Table 46: Number and proportion of LSOAs and the population in Norfolk and Waveney by deciles of the Index of Multiple Deprivation (IMD) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	42	6.7	71,115	6.7
2	49	7.9	80,975	7.7
3	59	9.5	97,874	9.3
4	105	16.8	177,863	16.8
5	94	15.1	168,128	15.9
6	84	13.5	140,089	13.2
7	72	11.5	122,408	11.6
8	52	8.3	85,016	8.0
9	48	7.7	85,856	8.1
10 least deprived	19	3.0	28,690	2.7
20% most deprived (deciles 1 and 2)	91	14.6	152,090	14.4

**Table 47: Number and proportion of LSOAs and the population in Norfolk and Waveney by deciles of the Income Deprivation domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	38	6.1	65,023	6.1
2	41	6.6	69,037	6.5
3	41	6.6	65,908	6.2
4	73	11.7	123,723	11.7
5	63	10.1	111,397	10.5
6	109	17.5	197,751	18.7
7	113	18.1	192,454	18.2
8	79	12.7	127,781	12.1
9	40	6.4	59,846	5.7
10 least deprived	27	4.3	45,094	4.3
20% most deprived (deciles 1 and 2)	79	12.7	134,060	12.7

**Table 48: Number and proportion of LSOAs and the population (aged 18-66) in Norfolk and Waveney by deciles of the Employment Deprivation domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population aged 18-66</b>	<b>Percentage of Norfolk and Waveney's 18-66 population in 2024</b>
1 most deprived	45	7.2	47,311	7.6
2	53	8.5	51,591	8.3
3	58	9.3	57,028	9.1
4	66	10.6	65,178	10.4
5	104	16.7	107,601	17.2
6	102	16.3	101,605	16.3
7	81	13.0	76,992	12.3
8	56	9.0	55,674	8.9
9	44	7.1	43,559	7.0
10 least deprived	15	2.4	17,651	2.8
20% most deprived (deciles 1 and 2)	98	15.7	98,902	15.8

**Table 49: Number and proportion of LSOAs and the population in Norfolk and Waveney by deciles of the Health Deprivation and Disability domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	38	6.1	65,082	6.2
2	50	8.0	82,711	7.8
3	57	9.1	87,916	8.3
4	71	11.4	116,999	11.1
5	82	13.1	134,868	12.7
6	79	12.7	139,394	13.2
7	86	13.8	147,783	14.0
8	84	13.5	145,375	13.7
9	54	8.7	97,331	9.2
10 least deprived	23	3.7	40,555	3.8
20% most deprived (deciles 1 and 2)	88	14.1	147,793	14.0

**Table 50: Number and proportion of LSOAs and the population in Norfolk and Waveney by deciles of the Education, Skills and Training domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	77	12.3	132,208	12.5
2	75	12.0	123,803	11.7
3	103	16.5	177,128	16.7
4	101	16.2	170,520	16.1
5	108	17.3	180,854	17.1
6	68	10.9	119,067	11.3
7	38	6.1	61,320	5.8
8	29	4.6	52,273	4.9
9	16	2.6	26,286	2.5
10 least deprived	9	1.4	14,555	1.4
20% most deprived (deciles 1 and 2)	152	24.4	256,011	24.2

**Table 51: Number and proportions of LSOAs and the population in Norfolk and Waveney by deciles of the Crime domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	41	6.6	71,321	6.7
2	39	6.3	68,768	6.5
3	41	6.6	67,185	6.4
4	33	5.3	49,925	4.7
5	37	5.9	63,847	6.0
6	56	9.0	101,141	9.6
7	88	14.1	151,785	14.3
8	101	16.2	176,632	16.7
9	100	16.0	170,084	16.1
10 least deprived	88	14.1	137,326	13.0
20% most deprived (deciles 1 and 2)	80	12.8	140,089	13.2

**Table 52: Number and proportion of LSOAs and the population in Norfolk and Waveney by deciles of the Barriers to Housing and Services domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	134	21.5	234,213	22.1
2	70	11.2	115,989	11.0
3	49	7.9	83,922	7.9
4	68	10.9	120,399	11.4
5	67	10.7	114,061	10.8
6	70	11.2	121,507	11.5
7	62	9.9	100,669	9.5
8	46	7.4	73,691	7.0
9	39	6.3	62,884	5.9
10 least deprived	19	3.0	30,679	2.9
20% most deprived (deciles 1 and 2)	204	32.7	350,202	33.1

**Table 53: Number and proportion of LSOAs and the population in Norfolk and Waveney by deciles of the Living Environment domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk and Waveney's 2024 population</b>
1 most deprived	66	10.6	111,349	10.5
2	79	12.7	130,952	12.4
3	61	9.8	98,800	9.3
4	52	8.3	86,571	8.2
5	33	5.3	55,532	5.2
6	39	6.3	65,452	6.2
7	51	8.2	83,242	7.9
8	61	9.8	103,849	9.8
9	78	12.5	138,836	13.1
10 least deprived	104	16.7	183,431	17.3
20% most deprived (deciles 1 and 2)	145	23.2	242,301	22.9

**Table 54: Number and proportion of LSOAs and the population (aged 0-15) in Norfolk and Waveney by deciles of the Income Deprivation Affecting Children Index (IDACI) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population aged 0-15</b>	<b>Percentage of Norfolk and Waveney's 0-15 population in 2024</b>
1 most deprived	35	5.6	12,311	7.2
2	49	7.9	15,963	9.4
3	56	9.0	15,192	8.9
4	68	10.9	17,823	10.5
5	93	14.9	24,636	14.5
6	94	15.1	25,603	15.0
7	101	16.2	27,574	16.2
8	57	9.1	13,985	8.2
9	53	8.5	12,862	7.6
10 least deprived	18	2.9	4,251	2.5
20% most deprived (deciles 1 and 2)	84	13.5	28,274	16.6

**Table 55: Number and proportion of LSOAs and the population (aged 60 and over) in Norfolk and Waveney by deciles of the Income Deprivation Affecting Older People Index (IDAOPi) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk and Waveney's LSOAs</b>	<b>2024 estimated population aged 60+</b>	<b>Percentage of Norfolk and Waveney's 60+ population in 2024</b>
1 most deprived	25	4.0	8,364	2.4
2	36	5.8	12,169	3.6
3	38	6.1	15,154	4.4
4	52	8.3	24,195	7.1
5	69	11.1	35,084	10.2
6	95	15.2	57,654	16.8
7	108	17.3	66,057	19.3
8	107	17.1	69,437	20.3
9	59	9.5	33,970	9.9
10 least deprived	35	5.6	20,535	6.0
20% most deprived (deciles 1 and 2)	61	9.8	20,533	6.0

## Appendix 4 - Proportions of Norfolk LSOAs and residents by deprivation decile

As in the rest of the document, in the tables below LSOAs are allocated to a deprivation decile based on the distribution of all LSOAs in England.

**Table 56: Number and proportion of LSOAs and the population in Norfolk by deciles of the Index of Multiple Deprivation (IMD) - 2025**

LSOA Deprivation Decile	Number of LSOAs	Percentage of Norfolk's LSOAs	2024 estimated population	Percentage of Norfolk's 2024 population
1 most deprived	31	5.6	54,072	5.8
2	42	7.6	70,168	7.5
3	49	8.9	83,092	8.8
4	97	17.6	163,468	17.4
5	83	15.0	146,970	15.6
6	77	13.9	130,146	13.8
7	64	11.6	109,658	11.7
8	49	8.9	80,054	8.5
9	41	7.4	74,041	7.9
10 least deprived	19	3.4	28,690	3.1
20% most deprived (deciles 1 and 2)	73	13.2	124,240	13.2

**Table 57: Number and proportion of LSOAs and the population in Norfolk by deciles of the Income Deprivation domain - 2025**

LSOA Deprivation Decile	Number of LSOAs	Percentage of Norfolk's LSOAs	2024 estimated population	Percentage of Norfolk's 2024 population
1 most deprived	28	5.1	49,147	5.2
2	33	6.0	57,054	6.1
3	37	6.7	60,464	6.4
4	60	10.9	100,667	10.7
5	58	10.5	103,099	11.0
6	98	17.8	178,748	19.0
7	105	19.0	180,259	19.2
8	70	12.7	112,503	12.0
9	36	6.5	53,324	5.7
10 least deprived	27	4.9	45,094	4.8
20% most deprived (deciles 1 and 2)	61	11.1	106,201	11.3

**Table 58: Number and proportion of LSOAs and the population (aged 18-66) in Norfolk by deciles of the Employment Deprivation domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population aged 18-66</b>	<b>Percentage of Norfolk's 18-66 population in 2024</b>
1 most deprived	31	5.6	34,070	6.1
2	43	7.8	42,934	7.7
3	49	8.9	47,445	8.5
4	58	10.5	57,884	10.4
5	91	16.5	96,736	17.3
6	97	17.6	97,830	17.5
7	74	13.4	70,697	12.7
8	52	9.4	50,905	9.1
9	42	7.6	41,831	7.5
10 least deprived	15	2.7	17,651	3.2
20% most deprived (deciles 1 and 2)	74	13.4	77,004	13.8

**Table 59: Number and proportion of LSOAs and the population in Norfolk by deciles of the Health Deprivation and Disability domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk's 2024 population</b>
1 most deprived	30	5.4	52,792	5.6
2	40	7.2	67,451	7.2
3	51	9.2	79,065	8.4
4	61	11.1	99,950	10.6
5	70	12.7	113,991	12.1
6	69	12.5	124,691	13.3
7	77	13.9	133,056	14.1
8	77	13.9	131,477	14.0
9	54	9.8	97,331	10.4
10 least deprived	23	4.2	40,555	4.3
20% most deprived (deciles 1 and 2)	70	12.7	120,243	12.8

**Table 60: Number and proportion of LSOAs and the population in Norfolk by deciles of the Education, Skills and Training domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk's 2024 population</b>
1 most deprived	63	11.4	110,388	11.7
2	64	11.6	107,622	11.4
3	90	16.3	155,597	16.5
4	94	17.0	156,327	16.6
5	96	17.4	162,029	17.2
6	57	10.3	100,025	10.6
7	35	6.3	56,547	6.0
8	29	5.3	52,273	5.6
9	15	2.7	24,996	2.7
10 least deprived	9	1.6	14,555	1.5
20% most deprived (deciles 1 and 2)	127	23.0	218,010	23.2

**Table 61: Number and proportion of LSOAs and the population in Norfolk by deciles of the Crime domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk's 2024 population</b>
1 most deprived	33	6.0	58,410	6.2
2	32	5.8	58,528	6.2
3	38	6.9	63,041	6.7
4	26	4.7	39,704	4.2
5	33	6.0	56,391	6.0
6	48	8.7	87,000	9.3
7	80	14.5	137,604	14.6
8	92	16.7	161,662	17.2
9	89	16.1	151,406	16.1
10 least deprived	81	14.7	126,613	13.5
20% most deprived (deciles 1 and 2)	65	11.8	116,938	12.4

**Table 62: Number and proportion of LSOAs and the population in Norfolk by deciles of the Barriers to Housing and Services domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk's 2024 population</b>
1 most deprived	128	23.2	222,644	23.7
2	65	11.8	108,513	11.5
3	45	8.2	77,440	8.2
4	59	10.7	103,674	11.0
5	58	10.5	97,788	10.4
6	59	10.7	104,936	11.2
7	48	8.7	80,241	8.5
8	35	6.3	56,259	6.0
9	36	6.5	58,185	6.2
10 least deprived	19	3.4	30,679	3.3
20% most deprived (deciles 1 and 2)	193	35.0	331,157	35.2

**Table 63: Number and proportion of LSOAs and the population in Norfolk by deciles of the Living Environment domain - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population</b>	<b>Percentage of Norfolk's 2024 population</b>
1 most deprived	56	10.1	93,909	10.0
2	72	13.0	119,983	12.8
3	54	9.8	88,090	9.4
4	49	8.9	81,187	8.6
5	30	5.4	50,407	5.4
6	33	6.0	56,111	6.0
7	44	8.0	72,836	7.7
8	52	9.4	90,778	9.7
9	73	13.2	130,051	13.8
10 least deprived	89	16.1	157,007	16.7
20% most deprived (deciles 1 and 2)	128	23.2	213,892	22.7

**Table 64: Number and proportion of LSOAs and the population (aged 0-15) in Norfolk by deciles of the Income Deprivation Affecting Children Index (IDACI) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population aged 0-15</b>	<b>Percentage of Norfolk's 0-15 population in 2024</b>
1 most deprived	24	4.3	9,104	6.0
2	41	7.4	13,446	8.9
3	49	8.9	13,431	8.9
4	59	10.7	15,763	10.4
5	82	14.9	21,287	14.0
6	85	15.4	23,657	15.6
7	95	17.2	25,927	17.1
8	51	9.2	12,780	8.4
9	49	8.9	12,075	8.0
10 least deprived	17	3.1	4,076	2.7
20% most deprived (deciles 1 and 2)	65	11.8	22,550	14.9

**Table 65: Number and proportion of LSOAs and the population (aged 60 and over) in Norfolk by deciles of the Income Deprivation Affecting Older People Index (IDAOP) - 2025**

<b>LSOA Deprivation Decile</b>	<b>Number of LSOAs</b>	<b>Percentage of Norfolk's LSOAs</b>	<b>2024 estimated population aged 60+</b>	<b>Percentage of Norfolk's 60+ population in 2024</b>
1 most deprived	21	3.8	6,827	2.3
2	32	5.8	10,520	3.5
3	34	6.2	13,315	4.4
4	43	7.8	20,179	6.7
5	57	10.3	28,648	9.5
6	90	16.3	54,421	18.1
7	91	16.5	54,898	18.3
8	98	17.8	63,199	21.0
9	53	9.6	29,115	9.7
10 least deprived	33	6.0	19,424	6.5
20% most deprived (deciles 1 and 2)	53	9.6	17,347	5.8

## Appendix 5: Most and least deprived LSOAs

**Table 66: The 20 most deprived LSOAs in Norfolk and Waveney according to the Index of Multiple Deprivation (IMD) – 2025**

LSOA Code	LSOA Name	Rural/Urban Classification	Local Authority District/Area	2024 Population Estimate	2025 IMD Rank Percentile	2019 IMD Rank Percentile	2015 IMD Rank Percentile
E01026625	Great Yarmouth 006D	Urban	Great Yarmouth	1,881	1	1	1
E01026597	Great Yarmouth 005C	Urban	Great Yarmouth	1,951	1	1	1
E01026624	Great Yarmouth 006C	Urban	Great Yarmouth	1,913	1	1	1
E01030250	East Suffolk 004D	Urban	Waveney	2,138	1	1	1
E01030247	East Suffolk 006A	Urban	Waveney	1,882	1	1	1
E01026622	Great Yarmouth 006A	Urban	Great Yarmouth	1,688	1	3	3
E01030258	East Suffolk 006D	Urban	Waveney	1,557	1	1	1
E01026598	Great Yarmouth 005D	Urban	Great Yarmouth	1,788	2	2	1
E01026623	Great Yarmouth 006B	Urban	Great Yarmouth	1,895	2	3	2
E01026626	Great Yarmouth 006E	Urban	Great Yarmouth	2,119	2	3	1
E01030261	East Suffolk 002A	Urban	Waveney	1,529	2	3	3
E01026595	Great Yarmouth 005A	Urban	Great Yarmouth	1,906	2	7	6
E01030277	East Suffolk 002C	Urban	Waveney	1,156	3	4	6
E01030279	East Suffolk 002D	Urban	Waveney	1,368	3	3	3
E01026604	Great Yarmouth 009D	Urban	Great Yarmouth	1,564	4	3	6
E01026603	Great Yarmouth 009C	Urban	Great Yarmouth	1,631	4	3	4
E01026833	Norwich 002F	Urban	Norwich	1,519	4	5	4
E01026641	Great Yarmouth 004D	Urban	Great Yarmouth	1,443	4	5	6
E01026635	Great Yarmouth 007D	Urban	Great Yarmouth	2,459	5	6	7
E01026808	Norwich 004F	Urban	Norwich	1,229	5	5	5

**Note: The most deprived LSOAs are listed first. A smaller number for the rank percentile indicates a more deprived LSOA.**

**Table 67: The 20 least deprived LSOAs in Norfolk and Waveney according to the Index of Multiple Deprivation (IMD) – 2025**

LSOA Code	LSOA Name	Rural/Urban Classification	Local Authority District/Area	2024 Population Estimate	2025 IMD Rank Percentile	2019 IMD Rank Percentile	2015 IMD Rank Percentile
E01033434	Norwich 011G	Urban	Norwich	1,181	90	78	62
E01026570	Broadland 015B	Urban	Broadland	1,634	91	87	89
E01026546	Broadland 008B	Rural	Broadland	1,429	91	85	96
E01026571	Broadland 015C	Urban	Broadland	1,482	92	81	90
E01026543	Broadland 009D	Urban	Broadland	1,454	92	89	93
E01026567	Broadland 006F	Urban	Broadland	1,582	93	95	97
E01026927	South Norfolk 006D	Rural	South Norfolk	1,757	94	98	99
E01026815	Norwich 012F	Urban	Norwich	1,471	94	99	97
E01026540	Broadland 009A	Urban	Broadland	1,451	94	91	93
E01026811	Norwich 012B	Urban	Norwich	1,596	95	95	93
E01026709	King's Lynn and West Norfolk 005D	Urban	King's Lynn and West Norfolk	1,947	95	94	96
E01026871	South Norfolk 005B	Urban	South Norfolk	1,249	95	86	84
E01026812	Norwich 012C	Urban	Norwich	1,616	96	92	93
E01026562	Broadland 006A	Urban	Broadland	1,191	96	95	96
E01026572	Broadland 015D	Urban	Broadland	1,355	96	94	95
E01026852	Norwich 011A	Urban	Norwich	1,324	97	90	93
E01035142	South Norfolk 002G	Urban	South Norfolk	1,459	98	93	97
E01026568	Broadland 006G	Urban	Broadland	1,558	98	99	99
E01026574	Broadland 016A	Urban	Broadland	1,666	99	96	96
E01026813	Norwich 012D	Urban	Norwich	1,469	100	99	99

**Note: The least deprived LSOAs are listed last. A larger number for the rank percentile indicates a less deprived LSOA.**

**Table 68: The 20 most deprived rural LSOAs in Norfolk and Waveney according to the Index of Multiple Deprivation (IMD) – 2025 (table continues on following page)**

LSOA Code	LSOA Name	Rural/Urban Classification	Local Authority District/Area	2024 Population Estimate	2025 IMD Rank Percentile	2019 IMD Rank Percentile	2015 IMD Rank Percentile
E01026734	North Norfolk 003A	Rural	North Norfolk	1,026	17	11	12
E01035133	Breckland 007F	Rural	Breckland	1,345	17	16	22
E01026721	King's Lynn and West Norfolk 013E	Rural	King's Lynn and West Norfolk	1,540	18	22	26
E01026659	King's Lynn and West Norfolk 016A	Rural	King's Lynn and West Norfolk	1,630	18	27	34
E01026711	King's Lynn and West Norfolk 008B	Rural	King's Lynn and West Norfolk	1,605	19	17	20
E01026680	King's Lynn and West Norfolk 001A	Rural	King's Lynn and West Norfolk	1,643	19	10	15
E01030253	East Suffolk 012D	Rural	Waveney	1,824	20	26	27
E01026775	North Norfolk 013B	Rural	North Norfolk	1,235	20	22	23
E01026716	King's Lynn and West Norfolk 016E	Rural	King's Lynn and West Norfolk	2,019	20	13	17
E01026592	Great Yarmouth 003D	Rural	Great Yarmouth	1,244	21	16	22
E01026459	Breckland 007E	Rural	Breckland	1,564	22	21	17
E01026696	King's Lynn and West Norfolk 015A	Rural	King's Lynn and West Norfolk	1,208	23	23	22
E01026483	Breckland 001E	Rural	Breckland	1,178	23	27	35
E01026614	Great Yarmouth 012B	Rural	Great Yarmouth	1,711	24	21	18
E01026652	King's Lynn and West Norfolk 019E	Rural	King's Lynn and West Norfolk	1,474	25	30	30
E01026607	Great Yarmouth 001C	Rural	Great Yarmouth	1,755	25	18	19
E01026654	King's Lynn and West Norfolk 004B	Rural	King's Lynn and West Norfolk	1,511	25	41	33
E01026684	King's Lynn and West Norfolk 013A	Rural	King's Lynn and West Norfolk	1,500	26	24	25
E01030251	East Suffolk 012B	Rural	Waveney	1,523	26	31	33

<b>LSOA Code</b>	<b>LSOA Name</b>	<b>Rural/Urban Classification</b>	<b>Local Authority District/Area</b>	<b>2024 Population Estimate</b>	<b>2025 IMD Rank Percentile</b>	<b>2019 IMD Rank Percentile</b>	<b>2015 IMD Rank Percentile</b>
E01026749	North Norfolk 011E	Rural	North Norfolk	1,627	27	31	32

**Note: The most deprived LSOAs are listed first. A smaller number for the rank percentile indicates a more deprived LSOA.**