



Norfolk's Story

August 2025

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1 Key findings

This report highlights key and cross-cutting issues for Norfolk such as changes in Norfolk's population, deprivation, economic and health issues. This evidence base could be used to inform decision making and support the planning of local service strategies and provision.

This report contains the most up to date data and information available at the time of publication. Much of the data used in this report is published annually or quarterly. Stringent methodological practices are in place to ensure published data is accurate and reliable, and this means that there is often a lag in publication of data.

Norfolk's population

- Norfolk's population is around 940,400 (mid-2024 estimates), with more people living in King's Lynn & West Norfolk and fewer people living in Great Yarmouth and North Norfolk, compared with the other districts.
- Over the last five years since mid-2019, estimates show that Norfolk's population has increased by 3.7%, or around 33,400 people.
- Norfolk's population continues to have a much older age profile than England as a whole, with 25.0% of Norfolk's population aged 65 and over, compared with 18.7% in England.
- Norfolk has a much less ethnically diverse population than for England as a whole.
- English is the main language for 95% of Norfolk residents, with Polish, Lithuanian and Portuguese being the most widely spoken other main languages.
- Norfolk's population could rise by an estimated 70,400 over the ten years to 2032, which is an increase of 7.6% (based on latest 2022-based population projections).
- South Norfolk, Breckland and Broadland are projected to be the fastest growing districts in the county, with South Norfolk being among the ten local authorities in England with the largest projected population growth by 2032 (based on latest 2022-based population projections).
- In the main, Norfolk has an ageing population. It is expected that 24.8% of the population will be of State Pension Age by 2032 (based on latest 2022-based population projections), compared with 23.4% in 2022.
- North Norfolk is projected to continue to be the area with the highest old age dependency ratio (OADR, defined as the number of people of pensionable age per 1,000 people of working age) in England, rising to 624.1 in mid-2032.
- The population of Norfolk aged 70 and over is projected to grow significantly with a 17.9% increase over the ten years to 2032 (based on latest 2022-based population projections).
- Norfolk's population is projected to exceed one million by 2033 (based on latest 2022-based population projections).

Deprivation and poverty in Norfolk

- The average annual gross pay in Norfolk is around £27,380 in 2023. Over the last year Norfolk's pay gap has narrowed compared with national pay levels.
- South Norfolk has had the highest average pay increase (proportionately) in the county, compared with the previous year, with North Norfolk having a decrease.
- The Indices of Deprivation 2019 show that Norfolk has experienced an increase in relative deprivation compared with 2015 and 2010.
- Of Norfolk's 538 Lower layer Super Output Areas (LSOAs), 97 have moved to a relatively more deprived decile compared with 2015.
- Around 135,000 Norfolk residents live in areas which have been classified as being among the 20% most deprived in England.
- The most deprived areas in Norfolk are largely centred around urban areas such as Norwich, Great Yarmouth, and King's Lynn, as well as some market towns such as Thetford, Dereham, and Watton.

Health and wellbeing in Norfolk

- The rate of conceptions by girls aged under 18 years for Norfolk is not significantly different to the England average.
- Although improving, Norfolk has a significantly worse rate of women smoking during pregnancy (at the time of delivery) than the England average.
- Over recent years, Norfolk's level of childhood obesity has an increasing trend. One in five children aged 10 to 11 are obese, which is not significantly different to the England average.
- Prevalence of smoking in adults for Norfolk is not significantly different to the England average.
- Two in three Norfolk adults are classed as overweight or obese (66.5%), which is significantly worse than the England average.
- Three in ten Norfolk adults do not take enough physical exercise to benefit their health.
- Overall, Norfolk people continue to rate more highly than, or similar to, the England average ratings on life satisfaction, the extent to which they feel things in life are worthwhile, and their happiness. Norfolk people rate their anxiety level as similar to the England average.
- Norfolk's rate for emergency admissions to hospitals for people aged 65 and over as a result of hip fractures, is significantly better than the England average.
- The rate for emergency hospital stays due to self-harm in Norfolk is significantly worse than the England average, although Norfolk's recent trend is improving.
- Norfolk's rate of admissions to hospital for alcohol-related conditions is significantly worse than the England average.

- For Norfolk, the rate for emergency inpatient hospital admissions for people with a mention of dementia or Alzheimer's in any of the diagnosis is significantly better than the England average.
- For Norfolk, life expectancy for males is 79.6 years and for females is 83.5 years, with both being significantly better than the England average. Males are living in poor health for an average of 17 years and females for 20 years.
- Norfolk's rate of deaths in under 75s from cardiovascular diseases (including heart disease and stroke) is significantly better than the England average.
- Norfolk's rate of deaths in under 75s from all cancers is significantly better than the England average.

Crime and disorder levels in Norfolk

- For most people Norfolk is very safe - it continues to have one of the lowest crime rates in the country.
- Overall, the total number of crimes recorded by police (excluding fraud) in Norfolk for the 12 months ending March 2025 was around 59,500, which is a 0.1% decrease compared with the previous year.
- The rate of total recorded offences (excluding fraud) per 1,000 residents for Norfolk is 63.8, which continues to be lower than the England rate of 86.1.
- The rate of fraud and computer misuse offences per 1,000 residents for Norfolk is 4.8, compared with a higher rate of 5.2 for England as a whole.
- Compared with the previous year, total police recorded crime (excluding fraud) has increased for Great Yarmouth and South Norfolk, with decreases for the other Norfolk districts. North Norfolk had the biggest decrease compared with the previous year.
- Norwich and Great Yarmouth continue to have higher crime rates than the Norfolk average, although higher rates are not uncommon for cities or towns due to transient or visiting populations that may over-represent the number of crimes relative to the real population.
- For the year ending March 2023, Norfolk's Crime Severity Score indicates that the seriousness of types of crimes committed in Norfolk has decreased over the year, compared with an increase in seriousness at the national level.
- Norfolk's Police and Crime Commissioner public perceptions survey shows that 87% of respondents say that Norfolk Constabulary are doing a good or excellent job.

Norfolk's economy

- For 2023, the most significant industry sector in Norfolk, in employment terms, is Human Health and Social Work activities (up from second place in the previous year).

- The second most significant industry sector in employment terms is the Wholesale and Retail Trade sector (down from first place in the previous year).
- The third most significant industry sector in employment terms is the Manufacturing sector (up from fourth place in the previous year).
- Industry sectors where Norfolk notably continues to employ at a lower level than regionally and nationally include the Administrative and Support Service Activities sector, and the Professional, Scientific and Technical Activities sector.
- Norfolk has a relatively high proportion of part-time jobs compared with national and regional averages.
- Overall, when compared with the region and nationally, for 2024/25 Norfolk has a lower proportion of employment in the aggregated major occupational groups 1 to 3 (including managers, directors, senior officials, professional occupations and associate professional & technical), and higher proportions in all other aggregated major groups.
- For 2024/25, the number of National Insurance Number Registrations to adult overseas nationals for Norfolk is around 3,870, which is a decrease of around 3,000 on the previous year.
- Overall, the average weekly gross pay for full-time employee jobs for 2024 for Norfolk was £680.00, which is around seven per cent below national pay.
- Norfolk's Gross Value Added (GVA) per head of population has steadily increased in recent years but is typically lower than the national level. For 2023, Norfolk GVA annual growth rate is 9.9% compared with 8.1% nationally.
- Over recent years, the rate of new enterprise start-ups for Norfolk has tended to be higher than the rate of enterprise closure, except for 2018 and 2022. For the most recent year 2023, there is a near-parity between rates of enterprise start-ups and closures.
- Businesses in Norfolk have a better rate of survival over five years than the East of England region and England averages, based on 2018 business start-ups.
- The trend is for Norfolk's employment rate to be above the national rate and below the regional rate, although for the most recent year ending December 2024, Norfolk's employment rate has dipped below the national rate.
- The trend is for Norfolk's unemployment rate to be generally below the national rate and above the regional rate, although for the most recent year ending December 2024, Norfolk's unemployment rate has risen above the national and regional rates.
- The Claimant Count rate for Norfolk stands at 2.9% for the month of July 2025, or around 16,200 people claiming benefit principally for the reason of being unemployed. This compares with 3.3% for the region and 4.1% nationally. The trend is for Norfolk's rate to be generally below the regional and national rates, and to follow a similar pattern.

Education and skills in Norfolk

- At Early Years Foundation Stage Profile level, the percentage of Norfolk pupils achieving the expected standard (a good level of development) for 2023/24 is 67.3%, compared with 67.7% nationally. Norfolk pupils' achievement remains fairly stable compared with the previous year.
- At Phonics screening check in Year 1, the percentage of Norfolk pupils meeting the expected standard for 2023/24 is 78%, compared with 80% nationally. Norfolk pupils' achievement is improved compared with the previous year.
- At Key Stage 2 level, the percentage of Norfolk pupils meeting the expected standard in reading, writing and maths (combined) for 2023/24 is 53%, compared with 61% nationally. Norfolk pupils' achievement is improved compared with the previous year.
- At Key Stage 4 level, the percentage of Norfolk pupils achieving grades 5 or above in English and maths GCSEs for 2023/24 is 43.0%, compared with 46.2% nationally. Norfolk pupils' achievement is improved compared with the previous year.
- For 2024, the proportion of Norfolk residents aged 16 to 64 with no Registered Qualifications Framework qualifications is 5.8% (or around 30,300 people), compared with 5.2% for the region and 6.6% for England.
- For 2024, the proportion of Norfolk residents aged 16 to 64 with a Registered Qualifications Framework level 4 qualification and above (HND, Degree and Higher Degree level qualifications or equivalent) is 37.6%, compared with 43.7% for the region and 46.8% for England.
- The proportion of Norfolk's 16- and 17-year-olds participating in education and training remains lower than for the region and nationally.
- For Norfolk, sectors having the highest numbers of people starting an apprenticeship during the 2023/24 academic year continue to be the Health, Public Services and Care sector, and the Business, Administration and Law sector.

2 Introduction

2.1 *Norfolk Office of Data & Analytics*

The [Norfolk Office of Data & Analytics \(NODA\)](#) was established in response to the increasing demand for data and evidence across the public sector system in Norfolk. NODA works collaboratively and thinks strategically to help Norfolk County Council (NCC) and partners make better informed decisions. NODA is often working on the most current affairs and shares data, insights and information that is localised to give a Norfolk perspective.¹

[Go to the Norfolk Insight website to see examples of NODA projects.](#)

2.2 *Purpose of Norfolk's Story*

Norfolk's Story aims to bring key evidence together, to highlight key and cross-cutting issues such as changes in our population, deprivation, economic and health issues. This evidence base could be used to inform decision making and support the planning of local service strategies and provision.

2.3 *Statement on data*

The data that contributes to this report comes from a range of national and local sources and are the most recent figures available to illustrate the current picture in Norfolk. Sources and dates of data have been acknowledged throughout the report.

The data used in this report is at various geographical levels, depending on what level the data is available at and the most appropriate level to display the data. Some data will be at local authority or district level, some at Middle layer Super Output Area (MSOA) and some at Lower layer Super Output Area (LSOA)². To provide more context, local and national comparator data has been included where possible.

It is acknowledged that this report will not include everything about Norfolk and the people of Norfolk, but it does contain key information to present a contextual picture. Additional information can be found within Norfolk's Joint Strategic Needs Assessment (JSNA), which is hosted on [Norfolk Insight](#), which may deal with some areas in more detail.³ Norfolk Insight is the county's locality-focused information system and the host of Norfolk's online JSNA. This is a public-facing website which presents key data for Norfolk.

Much of the data used in this report is published annually or quarterly. Stringent methodological practices are in place to ensure published data is accurate and reliable, and this means that there is often a lag in publication of data.

[Go to Norfolk Insight and the JSNA.](#)

¹ <https://www.norfolk.gov.uk/noda>

² Within England and Wales, a Lower Layer (minimum population of 1,000 and maximum population of 3,000) and a Middle Layer (minimum population of 5,000 and maximum population of 15,000) were introduced in 2004. Unlike electoral wards, these SOA layers are of consistent size across the country and will not be subjected to regular boundary change.

³ <https://www.norfolkinsight.org.uk/>

2.4 Uncertainty in data

There is a level of uncertainty in much data included in this report, especially where data is collected from surveys. Surveying a sample of the population rather than everyone is timelier and more cost-effective and, if the sample is large enough and well designed, can lead to accurate statistics. However, using a sample means that statistics are subject to levels of uncertainty relating to how the estimate might differ from the “true value” if the whole population had been surveyed.

The Office for National Statistics (ONS) gives a good explanation of measures of uncertainty such as standard error, confidence interval, coefficient of variation and statistical significance and how they affect estimates from surveys.⁴

[Go to the ONS for more information about uncertainty in data.](#)

For health and wellbeing statistics, the Office for Health Improvement & Disparities (OHID) gives information about the statistical and epidemiological methods used to produce the Fingertips data, including confidence intervals and statistical significance.

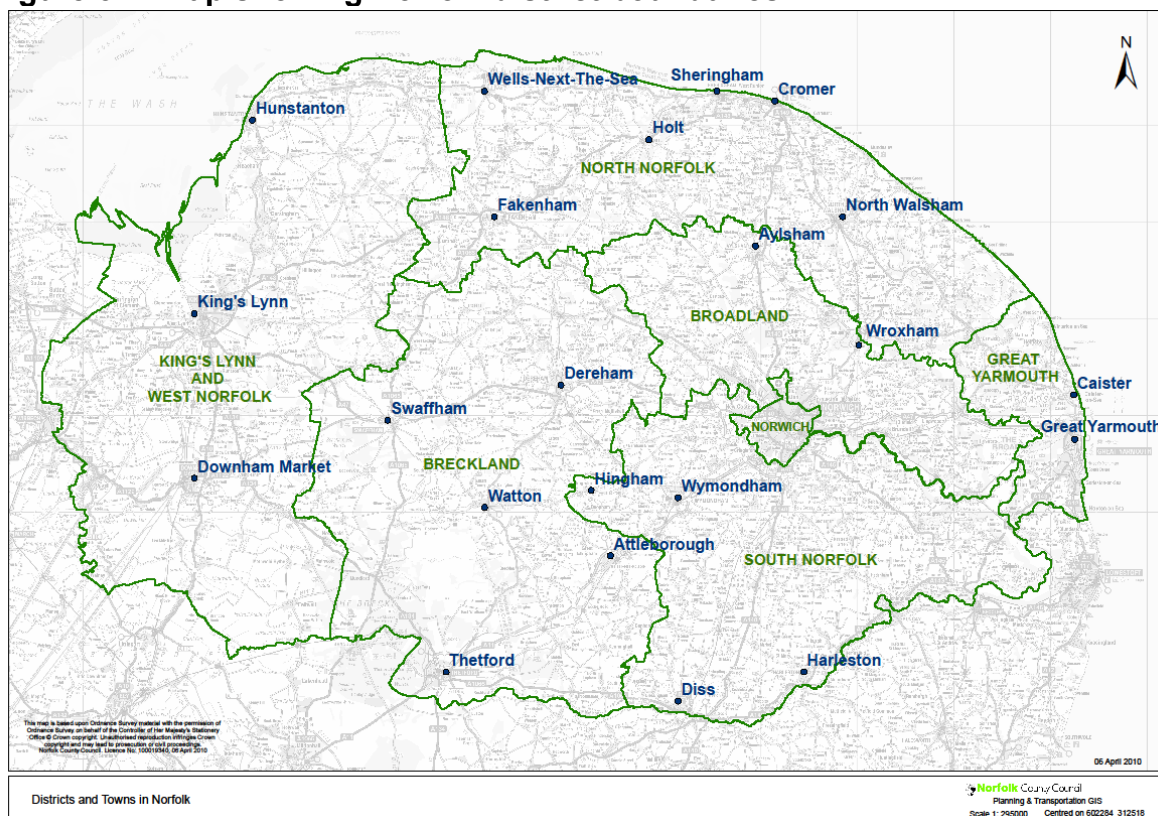
[Go to the Public Health Fingertips webpage on public health methods for information about analytical methods and uncertainty in data.](#)

⁴ ONS article *Uncertainty and how we measure it for our surveys* - <https://www.ons.gov.uk/methodology/methodologytopicsandstatisticalconcepts/uncertaintyandhowwemeasureit>

3 Norfolk the place – an overview

Norfolk is made up of seven local authority areas - Breckland District, Broadland District, Great Yarmouth Borough, King's Lynn & West Norfolk Borough, North Norfolk District, Norwich City, and South Norfolk District (**Figure 3.1**). At around 538,520 hectares (area to mean high water measurement⁵), Norfolk is the third largest shire county in England,⁶ with a population of around 940,400⁷ and 404,300 households⁸.

Figure 3.1: Map showing Norfolk district boundaries.



Source: Norfolk County Council.

Norfolk's natural environment is made up of a combination of outstanding coastline (much of which is designated as an Area of Outstanding Natural Beauty), some of the unique and internationally famed Norfolk Broads and valuable heathland and woodland. The Broads is a nationally designated area of national park equivalent status, where the Broads Authority is the local planning authority and has special responsibilities for the area's management.

Norfolk has around 6,200 miles of road.⁹ In terms of primary road transport connections, the county has no motorways, but there are strategic trunk roads that

⁵ The Area To Mean High Water is the total hectare measurement of an area clipped to the coastline.

⁶ ONS Open Geography Portal, Standard Area Measurements (2023) for Administrative Areas (December 2023) in the United Kingdom.

⁷ ONS, mid-2024 population estimates.

⁸ ONS, Census 2021.

⁹ Department for Transport – Road lengths in Great Britain 2021 -

<https://www.gov.uk/government/statistics/road-lengths-in-great-britain-2021>

provide road connections to the rest of the region and the wider UK. The A47 trunk road crosses the county west to east, linking to Peterborough and The Midlands. The A17, although not a trunk road, provides a main road link westward to Lincolnshire and The North. The A11 trunk road runs southwest, from Norwich to London and the southeast of England via the M11/M25 (and via the A14 links with Cambridge). The A12 connects the eastern end of the A47 at Great Yarmouth with Lowestoft in Suffolk. Although not a trunk road, south of Lowestoft it connects to Ipswich, Colchester, Chelmsford, and London. The A1270 Broadland Northway (previously known as the Norwich Northern Distributor Road NDR) is a dual carriageway linking the A47 to the southeast of Norwich, to Norwich International Airport to the north of the city, before finishing at the A1067 Fakenham Road to the northwest of the city.

There are rail links to Norwich from the south and southwest and there is a separate line from the south to King's Lynn. These routes link the county to Cambridge, London, and the southeast. There are also rail connections to The Midlands and The North via Ely and Peterborough. Rail services continue beyond Norwich to Cromer and Sheringham on the north coast and to Great Yarmouth and Lowestoft (Suffolk) on the east coast. But there are no direct railway lines between King's Lynn and Norwich and rail connections between these centres are via Ely.

Ports at Great Yarmouth and King's Lynn provide for offshore industries and for freight movement to and from European ports and beyond. Great Yarmouth provides the shortest sea crossing between the UK and the Netherlands and is England's principal support port for offshore energy in the Southern North Sea and is the closest viable deep-water harbour to the East Anglia Array wind farm project. There are also several minor harbours along the north coast which serve smaller vessels and support fishing, leisure, and tourism sectors. In addition to the Norfolk ports there are accessible seaports just beyond our county boundaries, at Wisbech in Cambridgeshire and Lowestoft in Suffolk.

The international airport at Norwich has regular connections within the UK and with the hub at Schiphol in the Netherlands providing routes to worldwide destinations.

4 Norfolk's population

It is important to understand the current and projected population profile of the county to help plan public services and allocate resources now and for the future. This section gives a picture of the local demographic.

4.1 Current population profile

4.1.1 Population estimates

The latest population estimates published by the Office for National Statistics (ONS) are for mid-2024.¹⁰ Norfolk's population is an estimated 940,400 and the figures by local authority are given in **Table 4.1**. This is an increase of around 6,700 compared with the revised mid-2023 population estimates, or an increase of 0.7%.

Over the last five years since mid-2019, Norfolk's population has increased by 3.7% (or around 33,400 people), compared with an increase of 4.8% for the East of England region and 4.3% for England as a whole.

Table 4.1: Estimated population, at local authority area, mid-2023 and mid-2024.

Local authority area	Mid-2023 estimate (thousands)	Mid-2024 estimate (thousands)
Breckland	144.9	146.6
Broadland	136.0	138.2
Great Yarmouth	100.2	100.5
King's Lynn & West Norfolk	156.2	156.2
North Norfolk	103.3	103.2
Norwich	146.4	147.2
South Norfolk	146.6	148.4
Norfolk	933.7	940.4

Source: ONS mid-2024 population estimates.

Note: figures may not equal due to rounding.

Figure 4.1 shows that Norfolk's annual population increase slowed from mid-2017 to mid-2020, then rapidly increased by mid-2021. Since then, annual population increase has been variable, with an increase in the latest year mid-2024 of around 6,700 people.

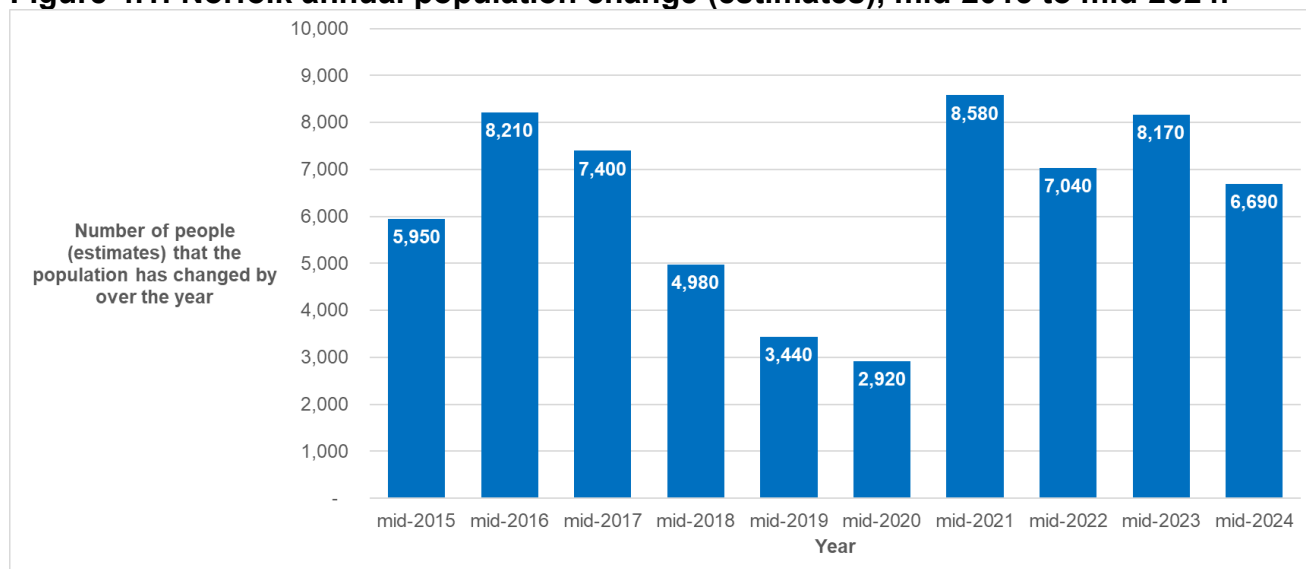
Looking in more detail at the components of change for the population increase for mid-2024, it is made up of natural change (net births and deaths of around minus 3,420), internal change (net inflows and outflows between different local authorities in the UK of around 4,730), and international change (net international inflows and outflows of around 5,260).¹¹

¹⁰ ONS mid-2024 population estimates -

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates>

¹¹ Arriving international migrants are included in the usually resident population if they remain in the UK for at least a year. Emigrants are excluded if they remain outside the UK for at least a year.

Figure 4.1: Norfolk annual population change (estimates), mid-2015 to mid-2024.



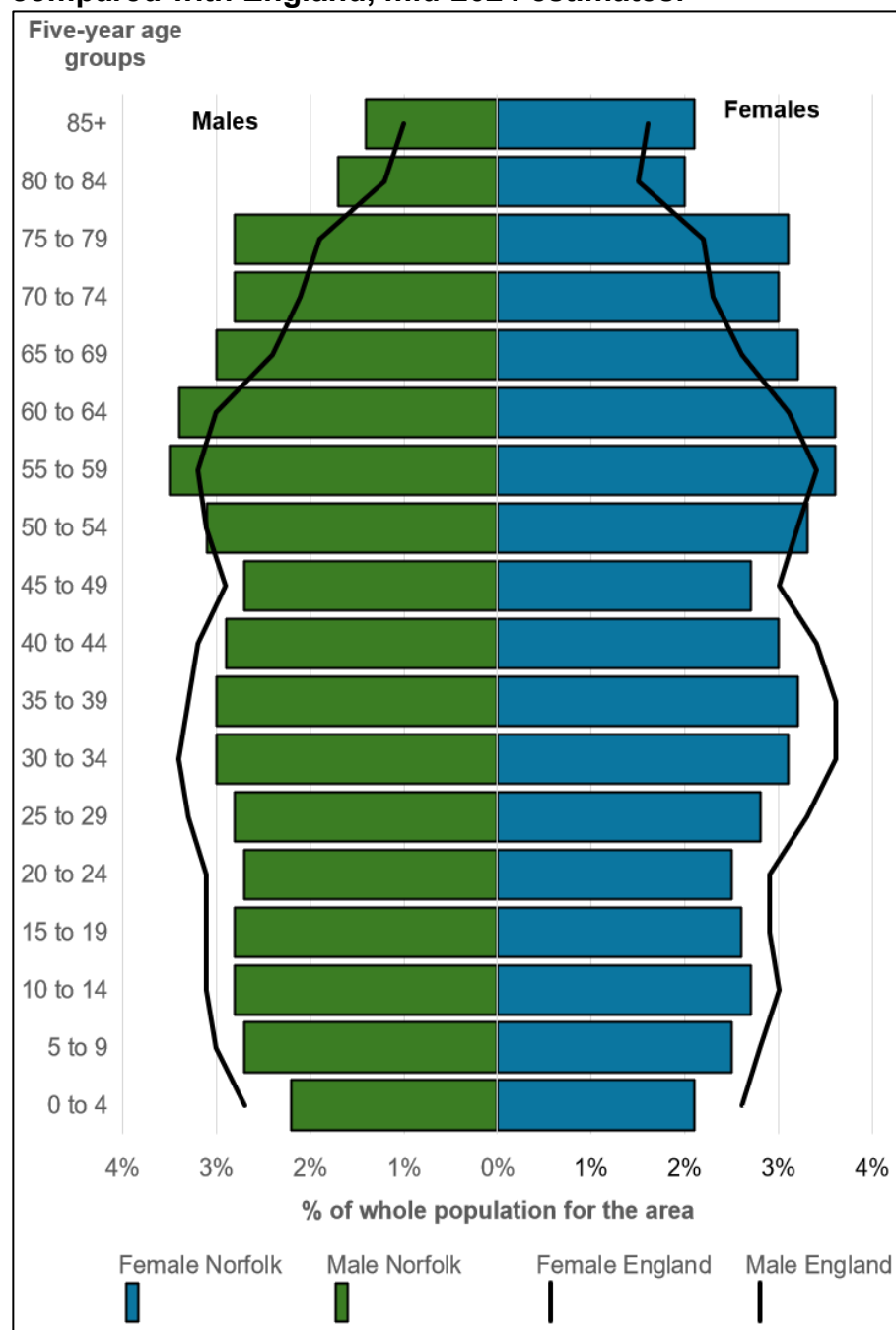
Source: ONS mid-2024 population estimates.

Figure 4.2 shows Norfolk's population by percentage breakdown for each five-year age group, by sex, compared with England.¹² Norfolk's population is made up of slightly more males in the younger age groups, until a parity is reached around age 25. From this point onwards, there are slightly more females in each age group, becoming rather more apparent for those aged 75 and over. Compared with the England average, Norfolk has a higher proportion of population for those aged 55 and over, with corresponding lower levels in the younger age bands.

The estimates for mid-2024 confirm that Norfolk's population continues to have a much older age profile than England as a whole, with 25.0% of Norfolk's population aged 65 and over, compared with 18.7% in England. Children and young people (aged 0 to 15) make up 16.1% of Norfolk's population (compared with 18.4% nationally) and working age adults (aged 16 to 64) make up 58.9% (compared with 62.9% nationally).

¹² ONS mid-2024 population estimates.

Figure 4.2: Proportions of males and females in Norfolk, by five-year age group, compared with England, mid-2024 estimates.



Source: ONS mid-2024 population estimates.

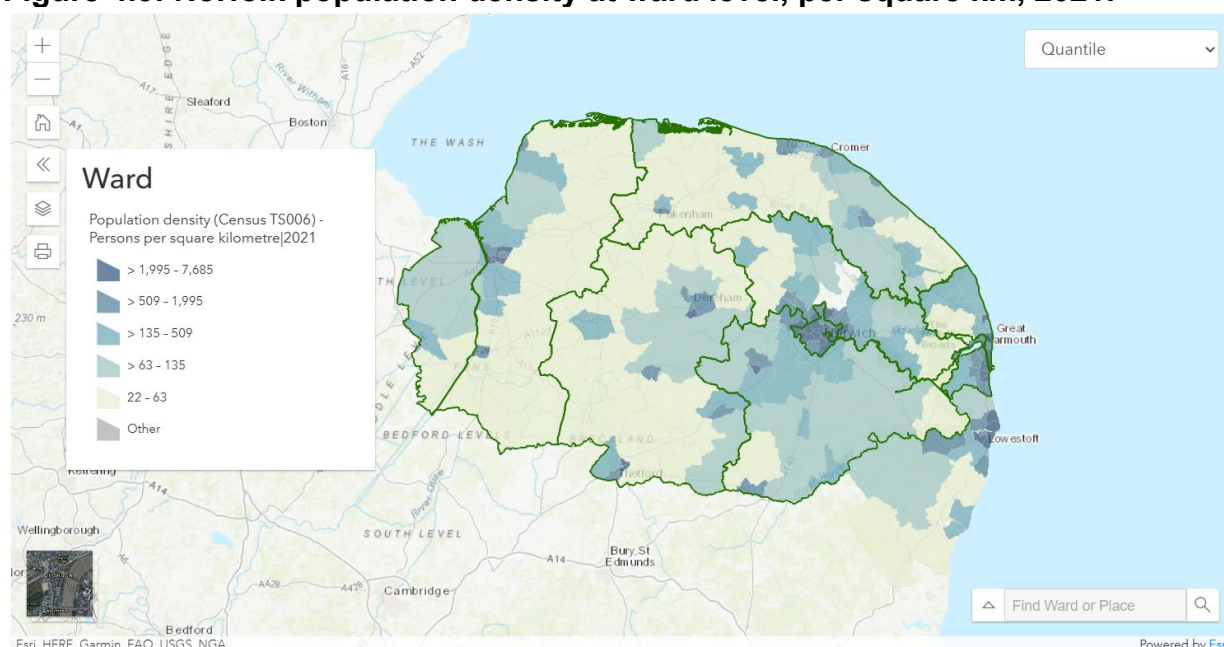
[Go to Norfolk Insight for more data about Norfolk's population at different geographical levels.](#)

[Go to the ONS for more data about population estimates.](#)

4.1.2. Population density

Figure 4.3 shows population density (persons per square kilometre) in Norfolk, by ward. The urban centres stand out as being more densely populated (represented by the darker coloured areas on the map), but in addition to lower density rural areas the map also shows moderately high densities in several contiguous areas – particularly in the vicinity of Norwich and Great Yarmouth.

Figure 4.3: Norfolk population density at ward level, per square km, 2021.



Source: ONS Census 2021 published on Norfolk Insight.

4.1.3. Ethnicity, Identity, Language and Religion

Table 4.2 shows Norfolk's ethnic make-up in the Census 2021 is characterised by a predominantly white (aggregated ethnic group) population of 94.7%, compared with 81.0% for England. The proportion of people from all other ethnic groups combined is 5.3%, compared with 19.0% for England. This shows that Norfolk has a much less ethnically diverse population than for England as a whole.

Table 4.2: Norfolk population by aggregated ethnic group (%), 2021.

Aggregated ethnic group	Norfolk (%)	England (%)
Asian or Asian British	2.1	9.6
black, black British, Caribbean or African	0.9	4.2
mixed or multiple ethnic groups	1.6	3.0
white	94.7	81.0
other ethnic group	0.7	2.2

Source: ONS Census 2021.

Table 4.3 shows that at the local authority level, there is some variation in ethnic make-up. Based on the aggregated ethnic groups, North Norfolk has the least ethnically diverse population, with Norwich having the most ethnically diverse population.

Table 4.3: Norfolk population by aggregated ethnic group (%) at local authority area, 2021.

Aggregated ethnic group	Breckland (%)	Broadland (%)	Great Yarmouth (%)	King's Lynn & West Norfolk (%)	North Norfolk (%)	Norwich (%)	South Norfolk (%)
Asian or Asian British	0.9	1.4	1.9	1.9	0.5	5.5	1.8
black, black British, Caribbean or African	0.6	0.5	1.1	0.5	0.2	2.5	0.8
mixed or multiple ethnic groups	1.4	1.4	1.6	1.3	0.9	3.1	1.5
white	96.5	96.3	94.6	95.6	98.1	87.1	95.4
other ethnic group	0.6	0.4	0.8	0.7	0.2	1.8	0.5

Source: Source: ONS Census 2021.

In terms of national identity, the Census 2021 shows that 93.5% of Norfolk people are associated in some way with a UK identity, compared with 90.0% for England.

In the Census 2021, English is the main language for 95.0% of Norfolk usual residents aged 3 years and over (compared with 90.8% for England). Other most widely spoken main languages are Polish (spoken by 0.8% of Norfolk's population), Lithuanian (spoken by 0.8%), and Portuguese (spoken by 0.6%).

Although the number of people in Norfolk identifying as Christian has fallen over the last decade, Christianity remains the main faith in the county at 47.0% in the Census 2021 (compared with 61.0% in the Census 2011), which is similar to England (46.3%). Numbers of people in Norfolk identifying as having no religion stands at 44.2% compared with 36.7% for England. No other religious group accounts for more than one per cent of the Norfolk population.

[Go to Norfolk Insight for more data at different geographical levels about Norfolk people's ethnicity, identity, language and religion.](#)

[Go to the ONS for more data about the Census 2021.](#)

4.2 Future population profile

Projected population change is the result of assumptions about future births, deaths and migration, sometimes known as components of population change. For each local authority in England, ONS collect data on components of change to project these trends forward. The latest 2022-based subnational projections use data from 2018 to 2022. ONS project these data forward for 25 years and use the national population projections for England to constrain the projections.

The data used for the subnational projections may not necessarily capture the entire local context in which population change occurs. At the local level, population change is influenced by many factors not considered in the projections, such as economic development and housing policies.¹³

[Go to the ONS 2022-based subnational population projections statistical bulletin.](#)

[Go to the ONS Subnational population projections QMI page for Quality and methodology information for subnational population projections.](#)

[Go to the ONS interactive tool to explore the projected changing structure for specific local authorities.](#)

Table 4.4 and **Table 4.5** show the projected population and population increases from mid-2022 to mid-2032 and mid-2047, for Norfolk's local authority areas.¹⁴

Table 4.4: Projected population to mid-2032 and mid-2047, at local authority area.

Local authority area	2022 (thousands)	2032 (thousands)	2047 (thousands)
Breckland	143.5	156.8	172.0
Broadland	133.9	146.6	160.9
Great Yarmouth	99.8	102.4	106.2
King's Lynn & West Norfolk	155.7	162.1	170.8
North Norfolk	103.2	109.4	118.3
Norwich	145.0	151.8	155.3
South Norfolk	144.6	167.0	188.7
Norfolk	925.7	996.1	1,072.1

Source: ONS 2022-based subnational population projections.

Note: Figures may not equal due to rounding.

¹³ ONS 2022-based subnational population projections, June 2025 -

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/bulletins/subnationalpopulationprojectionsforengland/2022based>

¹⁴ ONS 2022-based subnational population projections.

By 2032, Norfolk's projected population is around 996,100 people. From 2022 to 2032 there is projected growth of around 70,400 people in Norfolk – this is an increase of 7.6% which is above the East of England projected increase of 6.8% and above the national projected increase of 6.4%.

Looking further ahead, by 2047, Norfolk's projected population is around 1,072,100 people. There is projected growth from 2022 to 2047 of around 146,400 people in Norfolk – this is an increase of 15.8% which is above the East of England projected increase of 14.2% and above the national projected increase of 12.8%.

For both timescales, the largest increase in numbers is projected to be in South Norfolk, and the smallest increase in numbers is projected to be in Great Yarmouth.

South Norfolk is among the ten local authorities in England with the largest projected population growth by 2032.

Norfolk's population is projected to exceed one million by 2033.

Table 4.5: Norfolk projected population increases to mid-2032 and mid-2047, at local authority area.

Local authority area	2022-2032 increase (thousands)	2022-2032 increase (%)	2022-2047 increase (thousands)	2022-2047 increase (%)
Breckland	13.3	9.3	28.5	19.9
Broadland	12.7	9.5	27.0	20.2
Great Yarmouth	2.5	2.6	6.4	6.4
King's Lynn & West Norfolk	6.4	4.1	15.1	9.7
North Norfolk	6.2	6.0	15.1	14.6
Norwich	6.8	4.7	10.3	7.1
South Norfolk	22.4	15.5	44.1	30.5
Norfolk	70.4	7.6	146.4	15.8
East of England	434.0	6.8	911.7	14.2
England	3,700.0	6.4	7,300.0	12.8

Source: ONS 2022-based subnational population projections.

Note: Figures may not equal due to rounding.

England's population is projected to age, meaning that a higher proportion will be in older age groups. A common measure of ageing is the proportion of people of State Pension age (SPA),¹⁵ which also considers planned changes to the State Pension

¹⁵ State Pension age is currently 66 (July 2025).

age.¹⁶ In Norfolk, this is projected to increase by around 30,000 people, from around 216,500 in mid-2022 to around 246,500 in mid-2032. This is a projected increase in the proportion of people of SPA from 23.4% to 24.8% of the total population between mid-2022 and mid-2032 (**Table 4.6** and **Figure 4.4**). This compares with a projected increase of SPA for England as a whole from 17.6% to 18.7%. For mid-2032, North Norfolk continues to have the largest projected proportion of people of SPA (34.3% of North Norfolk's total population), with Norwich continuing to have the smallest projected proportion (14.5% of Norwich's total population).

An alternative measure of ageing is the old age dependency ratio (OADR), defined as the number of people of pensionable age per 1,000 people of working age. Working age covers all people aged from 16 years up to the SPA. Being over SPA does not necessarily mean someone is retired, nor are all working age people in employment.¹⁷ The OADR in Norfolk is projected to increase from 387.2 in mid-2022 to 402.9 in mid-2032 (**Table 4.7**). This compares with a projected increase for England as a whole from 275 to 287. Around 85% of local authorities in England are projected to have an increase in OADR (including all Norfolk local authority areas, except Norwich which is projected to have a decrease in OADR), and North Norfolk is projected to continue to be the area with the highest OADR in England, rising to 624.1 in mid-2032.

There are projected to be fewer children in the UK by mid-2032 and mid-2047, compared with mid-2022. This reflects the assumed fertility rates in the 2020s and 2030s being lower than those around 2001 when UK fertility was at a record low. In Norfolk, the number of children (aged under 16) is projected to decrease by around 12,300, from around 150,000 in mid-2022 to around 137,700 in mid-2032. This is a projected decrease in the proportion of children from 16.2% to 13.8% of the total population between mid-2022 and mid-2032 (**Table 4.6** and **Figure 4.4**). This compares with a projected decrease for England as a whole from 18.5% to 16.2%. For mid-2032, South Norfolk continues to have the largest projected proportion of children (15.4% of South Norfolk's total population), with North Norfolk continuing to have the smallest projected proportion (10.8% of North Norfolk's total population).

In Norfolk, the number of people of working age (aged between 16 years and the State Pension age) is projected to increase by around 52,600, from around 559,200 in mid-2022 to around 611,800 in mid-2032. This is a projected increase in the proportion of working age people from 60.4% to 61.4% of the total population between mid-2022 and mid-2032 (**Table 4.6** and **Figure 4.4**). This compares with a projected increase for England as a whole from 64.0% to 65.1%. For mid-2032, Norwich continues to have the largest projected proportion of working age people (72.7% of Norwich's total population), with North Norfolk continuing to have the smallest projected proportion (54.9% of North Norfolk's total population).

¹⁶ The population of State Pension age is defined as anyone who is over the State Pension age, regardless of whether they have retired or not. Projections of the State Pension age population reflect future changes under existing legislation; this takes into account the planned increases in State Pension age to 67 for both sexes.

¹⁷ Old-age dependency ratio (OADR) is defined as the number of people of State Pension age (SPA) per 1,000 people of working age. The working age population is defined as anyone aged between 16 years and the State Pension age, regardless of whether someone is employed or not.

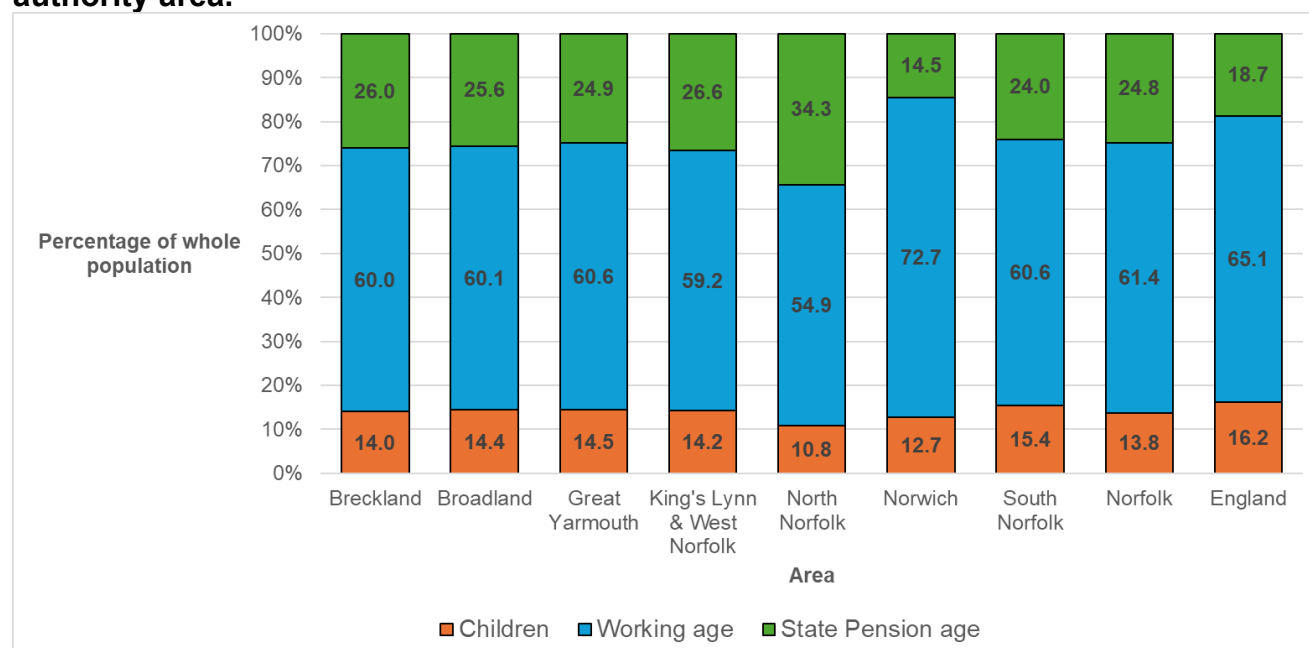
This shows that Norfolk's population is projected to continue to have a higher proportion of people of State Pension age, and lower proportions of children and working age people, when compared with England as a whole.

Table 4.6: Norfolk projected population for children, working age people and those of State Pension age (SPA), as % of whole population, 2022 and 2032, by local authority area.

Local authority area	Children 2022 (%)	Children 2032 (%)	Working age 2022 (%)	Working age 2032 (%)	SPA 2022 (%)	SPA 2032 (%)
Breckland	16.6	14.0	59.4	60.0	24.0	26.0
Broadland	16.2	14.4	59.1	60.1	24.7	25.6
Great Yarmouth	17.0	14.5	59.9	60.6	23.1	24.9
King's Lynn & West Norfolk	16.5	14.2	58.8	59.2	24.8	26.6
North Norfolk	13.3	10.8	54.5	54.9	32.2	34.3
Norwich	15.8	12.7	70.0	72.7	14.2	14.5
South Norfolk	17.5	15.4	59.3	60.6	23.2	24.0
Norfolk	16.2	13.8	60.4	61.4	23.4	24.8
England	18.5	16.2	64.0	65.1	17.6	18.7

Source: ONS 2022-based subnational population projections.

Figure 4.4: Norfolk projected population for children, working age people and those of State Pension age (SPA), as % of whole population, 2032, by local authority area.



Source: ONS 2022-based subnational population projections.

Table 4.7: Norfolk projected old age dependency ratio (OADR), 2022 and 2032, by local authority area.

Local authority area	OADR 2022	OADR 2032
Breckland	403.5	433.7
Broadland	418.4	425.5
Great Yarmouth	385.7	411.5
King's Lynn & West Norfolk	421.7	448.9
North Norfolk	590.1	624.1
Norwich	202.7	199.9
South Norfolk	391.7	396.2
Norfolk	387.2	402.9
England	275.0	287.0

Source: ONS 2022-based subnational population projections.

[Go to the ONS interactive tool to explore the projected changing structure for specific local authorities.](#)

Along with the national trend, Norfolk's population is projected to age, meaning that a higher proportion will be in older age groups - **Table 4.8** shows this in more detail. For Norfolk, those aged 70 and over are projected to increase by around 30,800 people, from around 171,700 in mid-2022 to around 202,500 in mid-2032. This is a projected increase of 17.9% over the ten-year period, compared with an increase of 18.7% for England as a whole. For Norfolk, this is a projected increase in the proportion of people aged 70 and over from 18.5% to 20.3% of the total population between mid-2022 and mid-2032. This compares with a projected increase of those aged 70 and over for England as a whole from 13.7% to 15.2%. For those aged 70 and over, the 85 to 89 five-year age group is projected to grow most quickly, increasing by more than fifty per cent by mid-2032.

Table 4.8: Norfolk projected population change mid-2022 to mid-2032, for those aged 70 and over, by five-year age group.

Five-year age group	2022 (thousands)	2032 (thousands)	2022-2032 change (thousands)	2022-2032 change (%)
70-74	56,700	63,500	6,700	11.9
75-79	51,600	50,800	-1,000	-1.5
80-84	31,600	43,200	11,600	36.5
85-89	20,100	30,500	10,400	51.9
90+	11,600	14,500	2,900	24.8
Total aged 70 and over	171,700	202,500	30,800	17.9

Source: ONS 2022-based subnational population projections.

Note: figures may not equal due to rounding.

For Norfolk's population aged 70 and over, **Table 4.9** shows that of the projected growth of around 30,800 people from mid-2022 to mid-2032, the highest projected increases are for South Norfolk (projected increase of around 6,300 people, or 23.7%) and Breckland (projected increase of around 6,100 people, or 22.3%). The lowest projected increases for this age group are for Norwich (projected increase of around 2,100 people, or 13.4%) and Great Yarmouth (projected increase of around 2,300 people, or 14.3%).

Table 4.9: Norfolk projected population change mid- 2022 to mid-2032, for those aged 70 and over, by local authority area.

Local authority area	2022 (thousands)	2032 (thousands)	2022-2032 change (thousands)	2022-2032 change (%)
Breckland	27,300	33,400	6,100	22.3
Broadland	26,500	31,100	4,700	17.6
Great Yarmouth	18,000	20,600	2,300	14.3
King's Lynn & West Norfolk	30,700	35,300	4,600	15.0
North Norfolk	26,500	30,900	4,400	16.6
Norwich	16,000	18,100	2,100	13.4
South Norfolk	26,700	33,000	6,300	23.7
Norfolk	171,700	202,500	30,800	17.9

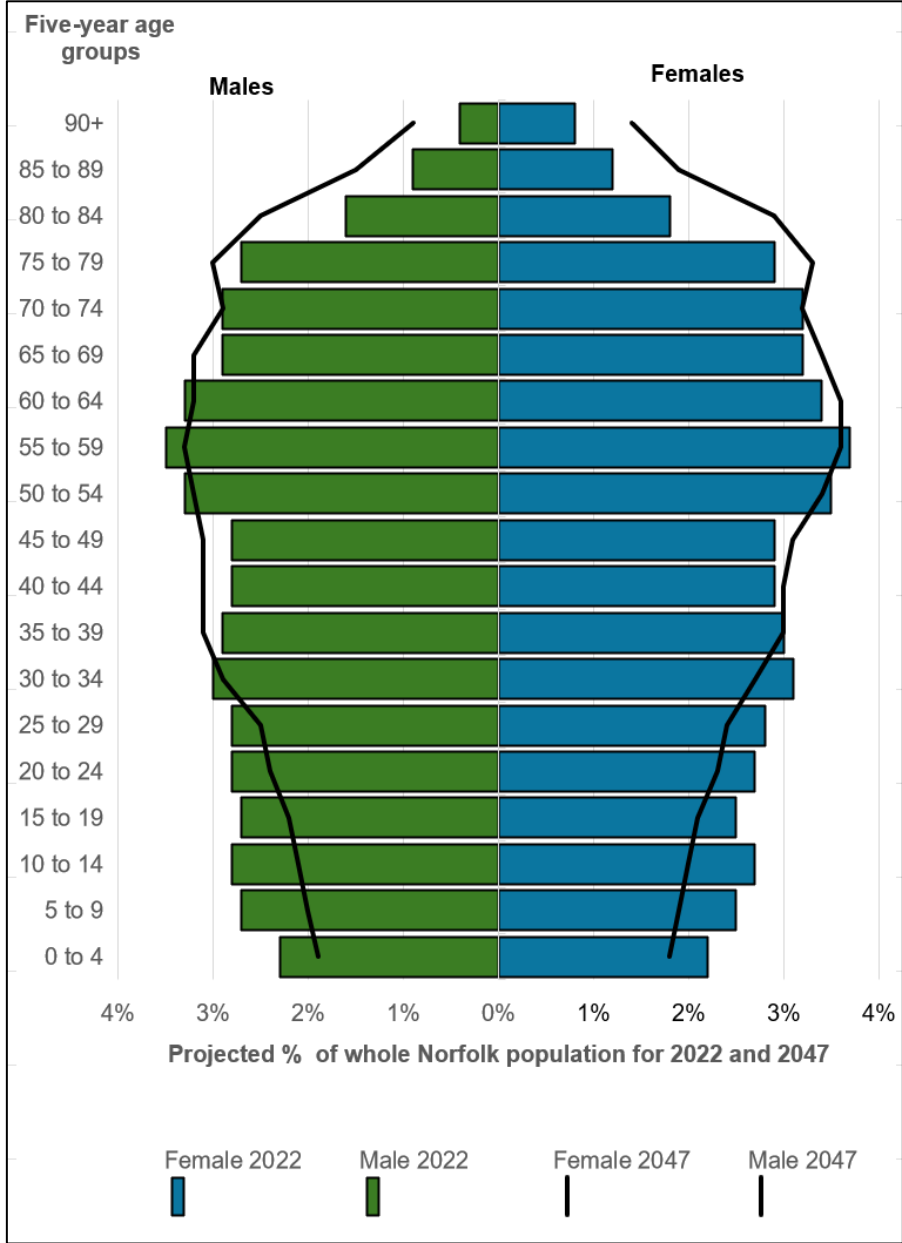
Source: ONS 2022-based subnational population projections.

Note: figures may not equal due to rounding

Looking further ahead, **Figure 4.5** shows Norfolk’s projected population by percentage breakdown for each five-year age group for 2022 compared with 2047, split by males and females. As a proportion of Norfolk’s whole population, the county’s oldest age groups are projected to grow, compared with many of the other age groups (particularly the younger age groups) which are projected to decrease.

In short, going forward, Norfolk’s population will have a much older profile than now.

Figure 4.5: Projected proportion of males and females in Norfolk, by five-year age group, 2022 compared with 2047.



Source: ONS 2022-based subnational population projections.

5 Deprivation and poverty in Norfolk

Issues related to deprivation and poverty are often intergenerational and can become entrenched through an ongoing cycle of inequality and disadvantage. This can often lead to low educational achievement, poor health, economic inactivity, and failure to reach full potential in life. Tackling these issues and breaking the cycle of disadvantage should therefore have important benefits for future generations, who will then experience greater opportunities.

5.1 Income

The average median¹⁸ annual gross pay for all Norfolk employee jobs is around £27,380 in 2023 – an increase of 8.5% on the previous year (**Table 5.1**). This compares with higher annual gross pay for the East of England of around £28,670 and for England of around £29,830 in 2023. Over the last year, Norfolk's pay gap has narrowed compared with national pay.¹⁹

For 2023, South Norfolk has the highest Norfolk average pay, with North Norfolk having the lowest. South Norfolk has had the highest average pay increase (proportionately) in the county, compared with the previous year, with North Norfolk having a decrease. These figures exclude Broadland as the estimates are unreliable – see Section 2.4 about uncertainty in data.

Table 5.1: Annual median gross pay for all employee jobs, 2023 (revised data), by local authority area.

Area	Median Gross annual pay (£), 2023	Annual percentage change
Breckland	26,297	11.6
Broadland	estimates unreliable	estimates unreliable
Great Yarmouth	26,885	8.6
King's Lynn & West Norfolk	25,438	5.7
North Norfolk	24,062	-1.3
Norwich	27,438	10.8
South Norfolk	29,956	15.2
Norfolk	27,375	8.5
East of England	28,669	7.0
England	29,828	6.4

Source: Annual Survey of Hours and Earnings (ASHE), 2023 (revised) – Table 7.7a

Notes: Data for Broadland is unreliable, and estimates are not available. See Section 2.4 about uncertainty in data.

¹⁸The median is the value below which 50% of jobs fall. It is ONS's preferred measure of average earnings as it is less affected by a relatively small number of very high earners and the skewed distribution of earnings. It therefore gives a better indication of typical pay than the mean.

¹⁹ Annual Survey of Hours and Earnings (ASHE) 2023 (revised), ONS – Table 7.7a

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/p/faceofworkbylocalauthorityashetable7>

5.2 Deprivation indices

The English Indices of Deprivation 2019 (IoD2019), produced by the Ministry of Housing, Communities & Local Government, identifies relative deprivation using a wide range of indicators. The IoD2019 contains a series of domains, indices, and a multiple index (IMD) designed to measure different aspects of deprivation at LSOA level. It is important to remember that not all deprived people live in deprived areas and not everyone living in a deprived area is deprived. Variations within local authorities may be at least as significant as variations between them. These are relative measures of deprivation as it is impossible to tell whether a change in an area's score compared with previous indices - and hence its rank - is a real change in the level of deprivation in an area or due to the scores of other areas going up or down.

Headline analysis of the IoD2019 shows²⁰:

- The most recent IMD was released in September 2019. Norfolk ranked the 84th relatively most deprived upper tier local authority out of 151 in total, based on the rank of average scores measure, with a rank of 1 being the most relatively deprived.
- In 2015, Norfolk ranked the 88th relatively most deprived local authority, and 97th in the 2010 IMD, showing an increase in relative deprivation over time.
- The domain of the IMD where Norfolk is the relatively least deprived is Crime, where Norfolk is ranked 132 out of 151 upper tier local authorities, indicating that Norfolk is a relatively safe place to live.
- Across all domains, Norfolk is the relatively most deprived in the Education, Skills, and Training domain with a rank of 34 out of 151 upper tier local authorities, and the Barriers to Housing and Services domain with a rank of 54.
- Areas in Broadland and South Norfolk are the relatively least deprived areas, with no LSOAs in the most relatively deprived quintile.
- Norwich remains a relatively deprived area, apart from the southwest of the city around Eaton.

An update to the English Indices of Deprivation has been commissioned by the Government. The provisional release date is currently late 2025.²¹

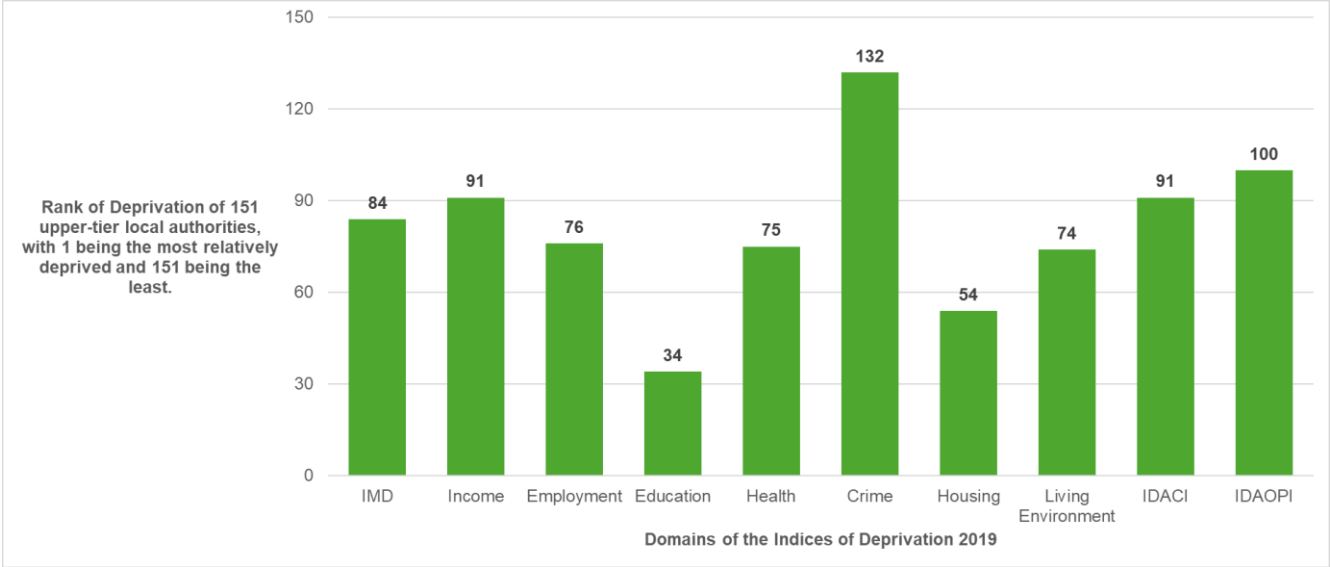
²⁰ Norfolk County Council *English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release*, (July 2019) -

https://www.norfolkinsight.org.uk/wp-content/uploads/2020/07/IMD_2019_Report_V2.pdf

²¹ <https://ocsi.uk/2023/07/10/we-are-updating-the-english-indices-of-deprivation/>

Figure 5.1 shows Norfolk’s rank across all the domains of the IoD2019, plus the overall measure (IMD), the supplementary Income Deprivation Affecting Children Index (IDACI), and the Income Deprivation Affecting Older People Index (IDAOPI). This is based on the rank of average scores measure, with a rank of 1 being the most relatively deprived upper tier local authority and a rank of 151 being the least relatively deprived.

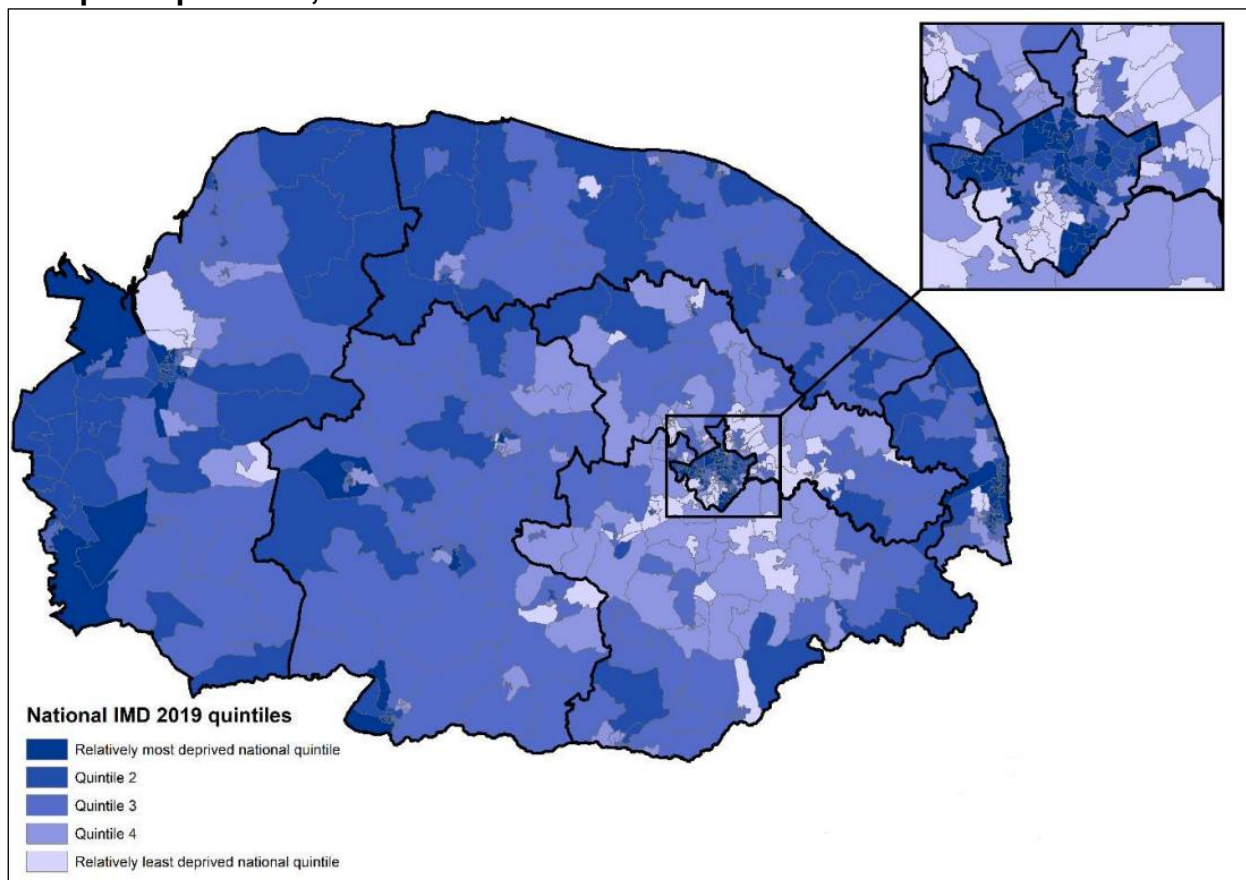
Figure 5.1: Norfolk rank for each domain of the Indices of Deprivation, 2019, with rank of 1 being the most relatively deprived upper tier local authority and a rank of 151 being the least relatively deprived.



Source: Norfolk County Council English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release, (July 2019).
Note: Rank of 1 is the most relatively deprived upper tier local authority and a rank of 151 is the least relatively deprived.

Figure 5.2 shows Norfolk neighbourhoods (LSOAs) by their national deprivation quintile classification. For Norfolk, there are estimated to be around 135,000 people living in the nationally most deprived 20% of LSOAs, or around 15% of the Norfolk population. These are largely centred around urban areas such as Norwich, Great Yarmouth, and King's Lynn, as well as some market towns such as Thetford, Dereham, and Watton, despite there being less deprived areas just outside the market towns. In comparison, around 117,000 of the Norfolk population live in the 20% relatively least deprived LSOAs, which are mainly in South Norfolk and outside Norwich city in Broadland.

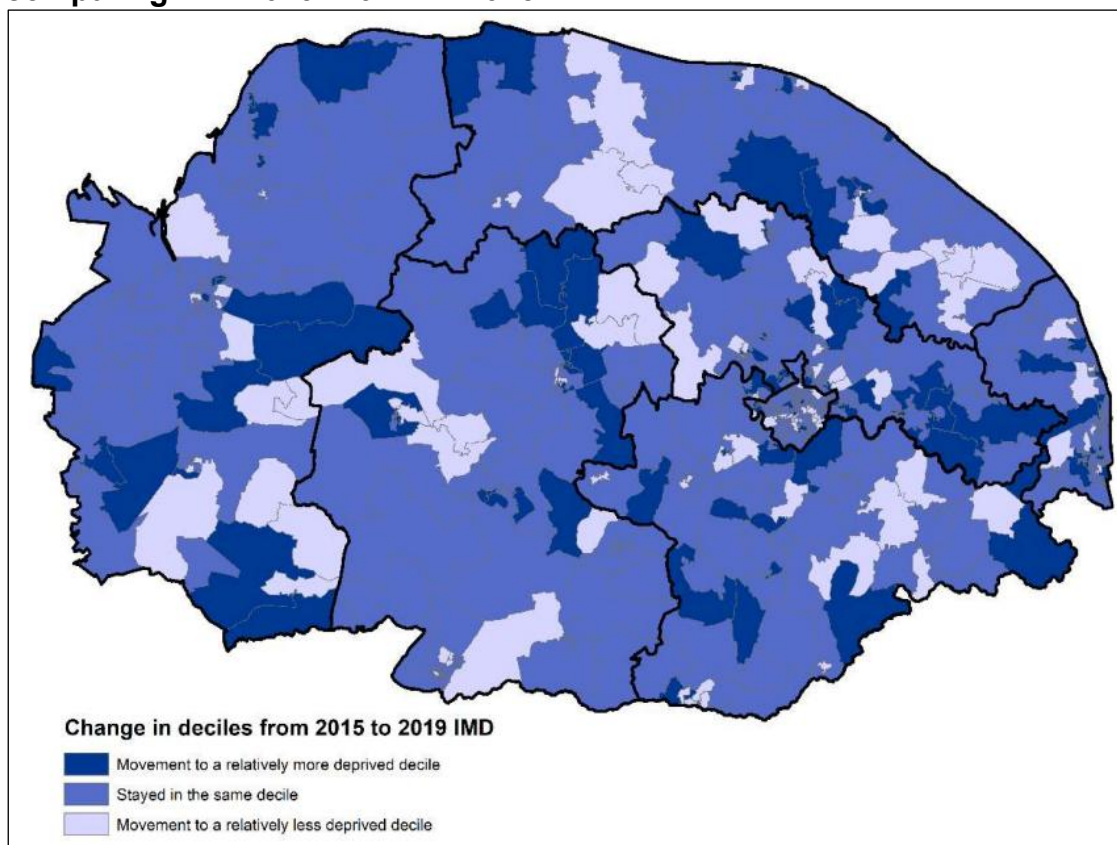
Figure 5.2: Map of national deprivation quintile for Norfolk LSOAs Index of Multiple Deprivation, 2019.



Source: Norfolk County Council English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release, (July 2019).

Figure 5.3 shows a map of Norfolk indicating which LSOAs have changed decile to a relatively more or less deprived decile between the 2015 and 2019 IMD releases. There have been changes across the county and changes have not been localised to one area. Comparing Norfolk's 538 LSOAs between the 2015 and 2019 IMD deciles, 95 (17.7%) moved to a relatively less deprived decile, 97 (18.0%) moved to a relatively more deprived decile, and 346 (64.3%) remained within the same IMD decile. No LSOA moved more than two deciles between the two IMD releases for the overall measure of deprivation.

Figure 5.3: Map of relative movement of LSOAs across Norfolk between deciles comparing IMD 2019 with IMD 2015.



Source: Norfolk County Council English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release, (July 2019).

[Go to Norfolk Insight for more data about deprivation and inequalities in Norfolk.](#)

[Go to Norfolk Insight for more analysis about deprivation and inequalities in Norfolk.](#)

[Go to the government website for more data and information about the Indices of Deprivation 2019.](#)

6 Health and wellbeing in Norfolk

This section gives a broad picture of the key health and wellbeing issues for Norfolk and shows how the county compares with the England average on a number of important health indicators. Much of this section is based on public health data and profiles.^{22 23}

[Go to the Public Health Fingertips webpage on public health methods for information about analytical methods and uncertainty in data.](#)

6.1 *Children's and young people's health*

Under 18 conceptions

Most teenage pregnancies are unplanned and around half end in an abortion. As well as it being an avoidable experience for the young woman, abortions represent an avoidable cost to the NHS. And while for some young women having a child when young can represent a positive turning point in their lives, for many more teenagers bringing up a child is incredibly difficult and often results in poor outcomes for both the teenage parent and the child in terms of the baby's health, the mother's emotional health and wellbeing, and the likelihood of both the parent and child living in long-term poverty.

Norfolk's current rate for conceptions by girls aged under 18 years (12.8 per 1,000 females aged 15 to 17 in 2021) is not significantly different to the England average (13.1).

Smoking status at time of delivery

Smoking in pregnancy is harmful for the mother and for the unborn child. Carbon monoxide enters the mother's blood, together with a number of other cigarette chemicals, and limits the oxygen that reaches the baby. There are a number of poor birth outcomes associated with smoking during pregnancy including an increased risk of premature births, still births, and low birth weight. The impact of being exposed to smoke in utero may not be confined to the prenatal and birth period but has also been linked to poorer growth and physical development after birth and during childhood and into adulthood.

For Norfolk, 11.2 women out of every 100 maternities were smoking at the time of delivery in 2023/24, which although is improving for Norfolk, remains significantly worse than the England average of 7.4%.

Breastfeeding

The importance of first feed breastmilk is twofold; the establishment and continuation of breastfeeding begins with initiation and first feed, and the feeding of colostrum in the first hours and days of life confers sophisticated protective benefits. Breast milk

²² Department of Health & Social Care Fingertips, Local Authority Health Profiles - <https://fingertips.phe.org.uk/profile/health-profiles>

²³ Office for Health Improvement & Disparities. Public Health Profiles. Date accessed June and July 2025 <https://fingertips.phe.org.uk> © Crown copyright 2025.

provides the ideal nutrition for infants in the first stages of life. There is evidence that not breastfeeding is linked to an increased risk of gastrointestinal and respiratory tract infections. There is growing evidence that not breastfeeding might increase the risk of obesity later in life. Breastfeeding is associated with improved maternal health: lower risk of breast cancer and endometriosis, and greater postpartum weight loss and lower body mass index in the longer term.

During 2023/24, the level of baby's first feed being breastmilk in Norfolk was 71.5%, which is not significantly different to the England average of 71.9%. There are concerns about the quality of the data of this indicator due to the data collection methods.²⁴

Excess weight in children

There is concern about the rise of childhood obesity and the implications of obesity persisting into adulthood. The risk of obesity in adulthood and risk of future obesity-related ill health are greater as children get older. Studies tracking child obesity into adulthood have found that the probability of children who are overweight or living with obesity becoming overweight or obese adults increases with age. The health consequences of childhood obesity include: increased blood lipids, glucose intolerance, Type 2 diabetes, hypertension, increases in liver enzymes associated with fatty liver, exacerbation of conditions such as asthma, and psychological problems such as social isolation, low self-esteem, teasing, and bullying.

The latest data from 2023/24 shows that for Norfolk children aged 10 to 11, 21.4% of children were obese, which is not significantly different to the England average of 22.1%. Over recent years, Norfolk's level of childhood obesity has an increasing trend.

6.2 Adults' health and lifestyle

Smoking prevalence and smoking related deaths

Smoking is the most important cause of preventable ill health and premature mortality in the UK. Smoking is a major risk factor for many diseases, such as lung cancer, chronic obstructive pulmonary disease (COPD), and heart disease. It is also associated with cancers in other organs, including lip, mouth, throat, bladder, kidney, stomach, liver, and cervix.

For Norfolk over recent years, prevalence of smoking in adults aged 18 and over peaked in 2021 at 15.8%. For 2023, smoking prevalence is 12.2% for Norfolk, which is not significantly different to the England average of 11.6%.

The smoking prevalence amongst people classed as routine and manual workers is higher than in the general population. For Norfolk, the proportion of these people who smoke has a decreasing trend, and in 2023 stands at 20.6%, which is not significantly different compared with the national average of 19.5%.

²⁴ Fingertips - Baby's first feed breastmilk Indicator Definitions and Supporting Information - [Fingertips | Department of Health and Social Care](#)

Excess weight in adults

Being overweight or obese increases the risk of a wide range of diseases including circulatory diseases, Type 2 diabetes, and various cancers.

Over recent years, the proportion of the Norfolk adult population classified as overweight or obese has not been significantly different to the England average. However, for 2023/24, 66.5% of the Norfolk adult population is classified as overweight or obese (or two in three people), which is significantly worse than the England average of 64.5%.

Physical activity

Physical inactivity is the fourth leading risk factor for global mortality accounting for six per cent of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease, and stroke compared to those who have a sedentary lifestyle. Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis, and colon/breast cancer, and with improved mental health. In older adults, physical activity is associated with increased functional capacities. The Chief Medical Officer (CMO) currently recommends that adults undertake a minimum of 150 minutes (2.5 hours) of moderate physical activity per week, or 75 minutes of vigorous physical activity per week or an equivalent combination of the two (MVPA), in bouts of 10 minutes or more. The overall amount of activity is more important than the type, intensity, or frequency.

For Norfolk in 2023/24, 67.8% of adults achieved the recommended level of physical activity per week, which is not significantly different to the England average of 67.4%. However, this means that three in ten people do not take enough physical exercise to benefit their health.

Personal well-being

Data for personal well-being estimates are sourced from the Annual Population Survey (APS), which is the UK's largest household survey containing the ONS personal well-being questions. Personal well-being is assessed through four measures: life satisfaction, feeling the things done in life are worthwhile, happiness, and anxiety.

For 2022/23, Norfolk people continue to rate more highly than, or similar to, the England average ratings on questions about life satisfaction, the extent to which they feel things in life are worthwhile, and their happiness. Norfolk people rate their anxiety level as similar to the England average.²⁵

6.3 Disease and poor health

Diabetes

Diabetes mellitus is one of the common endocrine diseases affecting all age groups with over three million people in the UK having the condition. Effective control and monitoring can reduce mortality and morbidity. Much of the management and

²⁵ ONS Personal Well-being in the UK, 2022/23

<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing>

monitoring of diabetic patients, particularly patients with Type 2 diabetes is undertaken by the GP and members of the primary care team.

For Norfolk, the percentage of patients aged 17 or over with diabetes mellitus, as recorded on practice disease registers for 2023/24 is 8.4% (representing an increasing trend), compared with 7.7% for England as a whole.

Hip fractures

Hip fracture is a debilitating condition – only one in three sufferers return to their former levels of independence and one in three ends up leaving their own home and moving to long-term care. Hip fractures are almost as common and costly as strokes and the incidence is rising.

For Norfolk during 2023/24, there were around 1,215 emergency admissions to hospitals for people aged 65 and over as a result of hip fractures. This equates to a rate of 498 per 100,000 population, which is significantly better than the England average of 547.

Self-harm and suicide

Self-harm is defined as an intentional act of self-poisoning or self-injury irrespective of the type of motivation or degree of suicidal intent. Self-harm is an expression of personal distress and there are varied reasons for a person to harm themselves. There is a significant and persistent risk of future suicide following an episode of self-harm.

For Norfolk in 2023/24, there were 1,155 emergency hospital stays for self-harm, which equates to a rate of 129.9 per 100,000 population, which is significantly worse than the England average of 117.0, although Norfolk's recent trend is getting better.

Since the period 2017-19, Norfolk's suicide rate has not been significantly different to the England rate. For 2021-23, Norfolk's rate is 11.0 per 100,000 population, which is not significantly different compared with 10.7 for England. This means that during the three-year period 2021 to 2023, in Norfolk 274 people died by suicide.

Alcohol-related conditions

Alcohol consumption is a contributing factor to hospital admissions and deaths from a diverse range of conditions. Alcohol misuse is estimated to cost the NHS about £3.5 billion per year and society as a whole, £21 billion annually.

For Norfolk in 2023/24 there were around 5,140 admissions to hospital where the primary diagnosis (main reason for admission) is an alcohol-related condition. This equates to a rate of 526 per 100,000 population, which is significantly worse than the England average of 504.

Dementia

Dementia is a syndrome characterised by an insidious but ultimately catastrophic, progressive global deterioration in intellectual function and is a main cause of late-life disability. The prevalence of dementia increases with age and is estimated to be approximately 20% at 80 years of age. The annual incidence of vascular dementia is

1.2/100 overall person years at risk and is the same in all age groups. Alzheimer's disease accounts for 50 - 75% of cases of dementia.

The recorded dementia prevalence is the number of people with dementia recorded on GP practice registers as a proportion of the people (all ages) registered at each GP practice. For Norfolk in 2023/24, recorded dementia prevalence (all ages) is 1.0% (around 9,820 people), compared with the England average of 0.8%, and represents no significant change for Norfolk over recent years.

A timely dementia diagnosis enables people living with dementia, their carers and healthcare staff to plan accordingly and work together to improve health and care outcomes. For Norfolk in 2024, estimated dementia diagnosis rate for those aged 65 and older is 62.4%, compared with 64.8% for England.

For Norfolk in 2019/20, there were around 6,200 emergency inpatient hospital admissions for people with a mention of dementia or Alzheimer's in any of the diagnosis, the equivalent of 2,641 per 100,000, which is significantly better than the England average of 3,517.

6.4 Life expectancy and causes of death

Life expectancy

Life expectancy at birth gives the average number of years a person would expect to live based on contemporary mortality rates. For Norfolk, life expectancy (three-year range 2021-23) for males is 79.6 years and for females is 83.5 years, with both being significantly better than the England average. Life expectancy (three-year range 2021-23) is 7.5 years lower for males and 4.9 years lower for females in the most deprived areas of Norfolk than in the least deprived areas.²⁶

Living a healthy life is as important as living a long life. 'Healthy life expectancy' is the average number of years that a person can expect to live in full health. For Norfolk, average healthy life expectancy at birth (three-year range 2021-23) for males is 62.5 years and for females is 62.9 years, with both being similar to the England averages. But this means that in Norfolk, males are living in poor health for an average of around 17 years and females for around 20 years.

Winter mortality

The purpose of the winter mortality measure is to compare the number of deaths that occurred in the winter period (December to March) with the average of the non-winter periods (August to November and April to July). Winter mortality is not solely a reflection of temperature, but of other factors as well, including respiratory diseases and pressure on services.

The winter mortality index (WMI) is a measure expressed as a ratio of the difference in all-cause mortality during winter months (December to March) compared to the average in the non-winter months (the preceding August to November and following April to

²⁶ Inequality in life expectancy figures for 2021-23 are based on provisional population data.

July). On this basis, during the August 2021 to July 2022 period, Norfolk's WMI is 10.4%, which is not significantly different than the England average of 8.1%.

Infant mortality

Infant mortality is an indicator of the general health of an entire population. It reflects the relationship between causes of infant mortality and determinants of population health such as economic, social, and environmental conditions. Deaths occurring during the first 28 days of life (the neonatal period) in particular are considered to reflect the health and care of both mother and new-born.

For Norfolk, during the three-year period 2021 to 2023, there were 92 deaths in infants aged under one year. This equates to a rate of 4.0 per 1,000 live births, which is not significantly different to the England average of 4.1.

Cardiovascular disease

Cardiovascular disease is one of the major causes of death in under 75s in England. There have been huge gains over the past decades in terms of better treatment for cardiovascular disease and improvements in lifestyle, but to ensure that there continues to be a reduction in the rate of premature mortality from cardiovascular disease, there needs to be concerted action in both prevention and treatment.

For Norfolk in 2023, there were around 650 deaths in under 75s from cardiovascular disease (including heart disease and stroke). This equates to a rate of 69.9 per 100,000 population, which is significantly better than the England average of 77.4.

Cancer

Cancer is the highest cause of death in England in under 75s, with 1 in 2 people developing some form of cancer during their lifetime. To ensure that there continues to be a reduction in the rate of premature mortality from cancer, there needs to be concerted action in both prevention and treatment.

For Norfolk in 2023, there were around 1,000 deaths in under 75s from all cancers. This equates to a rate of 107.3 per 100,000 population, which is significantly better than the England average of 120.8.

[Go to Norfolk's Joint Strategic Needs Assessment \(JSNA\) for a picture of health and wellbeing of the people of Norfolk.](#)

[Go to NCC's Director of Public Health annual reports for more data and information about how health varies by place in Norfolk.](#)

7 Crime and disorder levels in Norfolk

Measuring crime is complex and it can be difficult to know which source of data provides the best insight into levels of crime and trends over time. The Crime Survey for England and Wales (CSEW) and police recorded crime data have varying strengths and limitations depending on the crime type being measured. Police recorded crime has wider coverage than the CSEW because it covers all offences against the total population (including non-household populations), as well as crimes against businesses and crimes against society. However, it is important to note that trends in police recorded crime are influenced by changes in recording practices, which have had a particularly large impact on the recording of violent crime over the last ten years. Trends are also affected by changes in police activity and changes in victim's willingness to report a crime to the police.²⁷

[Go to the ONS Crime in England and Wales QMI page for more information about Quality and Methodology Information for crime levels and trends.](#)

7.1 National context

Crime against individuals and households has generally decreased over the last ten years with some notable exceptions, such as sexual assault. However, there have been increases across some crime types in the latest reporting period (year ended March 2025).

At the national level, police recorded crime data for the year ending March 2025 shows the number of homicides decreased by six per cent (to 535 offences) compared with the previous year (567 offences); this was the lowest since year ending March 2014 (533 offences). Offences involving knives or sharp instruments decreased by one per cent (to 53,047 offences) compared with the previous year (53,685 offences), with some police forces seeing increases and some seeing decreases. Offences involving firearms decreased by 21% (to 5,103 offences) compared with the previous year (6,449 offences); this was mainly because of a 30% fall (to 1,907 offences) in imitation firearms, such as replica weapons and BB guns. There was a three per cent decrease in robbery (78,804 offences) compared with the previous year (81,022 offences); a 50% increase (to 15,520 offences) in robbery of business property was offset by a ten per cent decrease (to 63,284 offences) in robbery of personal property. Shoplifting offences rose by 20% (to 530,643 offences) compared with the previous year (444,022 offences); this is the highest figure since current police recording practices began in the year ending March 2003.²⁸

²⁷ ONS Crime in England and Wales QMI Quality and Methodology Information for crime levels and trends, July 2025 -

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/methodologies/crimeinenglandandwalesqmi#output-information>

²⁸ Crime in England and Wales: year ending March 2025 (July 2025). ONS Statistical Bulletin London -

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingmarch2025>

7.2 Local picture of crime and disorder

For most people, Norfolk remains a very safe place. It continues to have one of the lowest crime rates in England, with the level of crime and disorder in most places being well below the national average.

Police recorded crime

Overall, the total number of crimes recorded by police (excluding fraud²⁹) in Norfolk for the 12 months ending March 2025 was around 59,500 (**Table 7.1**) – this represents a 0.1% decrease compared with the year ending March 2024. This compares with larger decreases of 0.4% for the East of England region and 1.8% for England as a whole. The rate of total recorded offences per 1,000 population for Norfolk is 63.8 and remains lower compared with 69.8 for the East of England region and 86.1 for England.³⁰

In terms of the number of fraud and computer misuse offences referred to National Fraud Intelligence Bureau by Action Fraud, for the year ending March 2025, Norfolk's rate is 4.8 per 1,000 population, compared with a higher rate of 5.2 for England as a whole. For Norfolk, this is a decrease in the number of fraud and computer misuse offences from 4,748 for the year ending March 2024, to 4,488 offences for the year ending March 2025. This equates to a 5.5% decrease over the year for Norfolk, compared with a lower decrease of 3.1% for England as a whole.

For the year ending March 2025, compared with the previous year, the numbers of police recorded crimes by broad offence group for Norfolk have fallen in terms of violence against the person (decrease of 5.8%); criminal damage and arson (decrease of 2.5%); drug offences (decrease of 1.3%); possession of weapons offences (decrease of 6.0%); and public order offences (decrease of 4.6%).

Increases in the numbers of police recorded crimes for Norfolk for the same period include sexual offences (increase of 6.3%); robbery (increase of 6.3%); theft offences (increase of 11.2%); and miscellaneous crimes against society (increase of 8.1%). The small percentage increases are on low volume offences, for instance robbery makes up just over half a percent of all recorded crime.

Table 7.1 shows the total police recorded crime (excluding fraud) for Norfolk by local authority area for the years to March 2024 and March 2025, along with the percentage change and the rate per 1,000 residents for March 2025. For Norfolk as a whole, total police recorded crime (excluding fraud) has decreased in the period to March 2025 by 0.1% compared with the previous year. Over the same period, total police recorded crime (excluding fraud) has increased for Great Yarmouth (increase of 6.5%) and South Norfolk (increase of 1.6%), with decreases for the other Norfolk districts. At 6.8%, North Norfolk had the highest decrease compared with the previous year.

²⁹ Currently, offences of fraud are excluded from subnational breakdowns of police recorded crime. Action Fraud have taken over the recording of fraud offences on behalf of individual police forces.

³⁰ ONS Crime in England and Wales: Police Force Area data tables, March 2025 - <https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/policeforceareadatatables>

Norwich (113.1) and Great Yarmouth (99.7) continue to have higher crime rates (per 1,000 residents) than the Norfolk average of 63.8, although ONS advises that caution should be taken when considering crime rates of city centre areas, as numbers will be affected by the size of the resident population relative to the transient or visiting populations and may therefore over-represent the number of crimes relative to the real population of potential victims. Broadland (36.3) continues to have the lowest crime rate (per 1,000 residents) in the county.

Table 7.1: Total police recorded crime (excluding fraud), by number and rate per 1,000 residents for Norfolk by local authority area, year ending March 2025.

Local authority area	March 2024	March 2025	% change March 2024 to March 2025	Recorded crime rate per 1,000 population, March 2025
Breckland	7,794	7,483	-4.0	52.2
Broadland	5,118	4,854	-5.2	36.3
Great Yarmouth	9,347	9,956	6.5	99.7
King's Lynn & West Norfolk	9,407	9,338	-0.7	60.0
North Norfolk	4,558	4,249	-6.8	41.2
Norwich	16,603	16,353	-1.5	113.1
South Norfolk	6,181	6,281	1.6	43.4
Norfolk	59,542	59,499	-0.1	63.8
East of England	453,148	451,266	-0.4	69.8
England	5,060,802	4,968,130	-1.8	86.1

Source: ONS Crime in England and Wales: Police Force Area data tables, March 2025.

Note: Totals may not equal due to some crimes being unassigned to a specific district.

Crime Severity Score

The ONS has developed a weighted measure of crimes recorded by the police; the “Crime Severity Score”. Existing official statistics on police recorded crime data are presented as counts of the number of offences or as a rate of offences recorded per head of population, broken into broad offence categories. However, even within a broad category, the counts take no account of the different levels of severity of the crimes within a category, or the demands these will place on the police. The Crime Severity Score measure of crime are experimental statistics and aims to address this by taking into account both the volume and the severity of offences, by weighting offences differently. By “severity”, the intention is to reflect the relative harm of an offence to society and the likely demands on the police. For example, it would be expected that the police response to a serious violent crime would be more resource intensive than their response to an incident of criminal damage. It is important to bear in mind that, as with other measures based on police recorded crime, the Crime

Severity Score is affected by variation in recording practices over time and between areas.³¹

Currently, the latest published data is for March 2023. ONS is aiming to publish an update to the Crime Severity Score by the end of 2025, that will include the years ending March 2024 and March 2025.

For the year ending March 2023³², Norfolk's Crime Severity Score is 12.9, which is similar to the score for the East of England region at 13.3 and better (lower) than the score for England at 16.4. Norfolk and the East of England region have slightly improved scores compared with the previous year, in contrast with England as a whole that had a worsening score. This indicates that the seriousness of types of crimes committed in Norfolk has decreased over the year, compared with an increase in seriousness at the national level.

Norwich has the highest Crime Severity Score (22.4) in the county, followed by Great Yarmouth (19.3), King's Lynn & West Norfolk (12.4), Breckland (10.6), South Norfolk (8.7), North Norfolk (8.7) and Broadland (7.4). Great Yarmouth and King's Lynn & West Norfolk have had increases in their scores compared with the previous year, with the other five districts having decreases.

Public confidence

The Police and Crime Commissioner (PCC) for Norfolk has published findings from their Public Perceptions Survey which provides insight into the perceptions of the public on key policing and personal safety matters.³³

For the year ending March 2024, the survey found that:

- 87% of respondents said that the police do a good or excellent job – this is a two percentage point increase compared with the previous reporting period (year ending March 2023).
- 82% of respondents said they had confidence in the police in their local area – this is a three percentage point increase compared with the previous reporting period.
- 67% of respondents said police understood the issues affecting their community – this is four percentage points increase compared with the previous reporting period.
- 61% of respondents had confidence that the police deal with crime and anti-social behaviour issues that matter – this is two percentage points increase compared with the previous reporting period.

³¹ ONS Research outputs: developing a Crime Severity Score for England and Wales using data on crimes recorded by the police (November 2016)

<https://www.ons.gov.uk/releases/researchoutputsdevelopingacrimeseverityscoreforenglandandwalesusingdataoncrimesrecordedbythepolice>

³² ONS Crime Severity Score statistics (2023)

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/crimeseverityscoreexperimentalstatistics>

³³ The Police and Crime Commissioner for Norfolk – Annual Report 2023-2024 – p. 52 and 144 -

<https://www.norfolk-pcc.gov.uk/document/1916/1521-OPCCN-report-PDFUA.pdf?t=703ad9373d30044bd65f733be86ac149de8b28d0>

- 60% of respondents were satisfied with the level of policing in their local area – this is four percentage points increase compared with the previous reporting period.

Additionally, the PCC for Norfolk has reported on ONS Crime Survey for England and Wales (CSEW) Public Perceptions Survey results for the twelve-month period ending September 2023. The findings include Norfolk Constabulary ranked second of all the 42 police forces in the country for the percentage of the public agreeing that the local police and local council are dealing with the antisocial behaviour and crime issues that matter most, and ranked fourth in the country for the percentage of the public who rated their police force as good or excellent, when asked how well the police are doing in their area.³⁴

³⁴ Ibid. p. 53.

8 Norfolk's economy

Norfolk covers an area of around 538,520 hectares (area to mean high water measurement³⁵), and contains several diverse economies, located within rural, urban, and coastal environments.

8.1 *Structure of the local economy*

Employment by industry sector

Based on the latest estimates for 2023, **Table 8.1** shows the number of jobs held by industry sector for Norfolk.³⁶ The data is sourced from the ONS Business Register and Employment Survey (BRES). Employee jobs excludes self-employed, government-supported trainees and HM Forces. The BRES data also excludes farm-based agriculture.

On this basis, the most significant industry sector in Norfolk, in employment terms, is Human health and social work activities (up from second place in the previous year), which in 2023 employed 16.4% of employees. This compares with 12.6% for the East of England region and 13.6% for England as a whole.

The next most significant industry sector in employment terms is the Wholesale and Retail Trade sector (down from first place in the previous year), which in 2023 employed 16.2% of employees. This compares with 15.0% for the region and 13.8% nationally.

The third most significant industry sector in employment terms is the Manufacturing sector (up from fourth place in the previous year), which in 2023 employed 9.7% of employees. This compares with 7.3% for the region and 7.4% nationally.

The fourth most significant industry sector in employment terms is the Accommodation and Food Service Activities sector (down from third place in the previous year), which in 2023 employed 9.4% of employees. This compares with 7.4% for the region and 7.9% nationally.

Industry sectors where Norfolk notably employs at a lower level than regionally and nationally continue to include the Administrative and Support Service Activities sector, and the Professional, Scientific and Technical Activities sector.

³⁵ The Area To Mean High Water is the total hectare measurement of an area clipped to the coastline.

³⁶ ONS Business Register and Employment Survey (BRES), 2023 (from Nomis).

Table 8.1: Norfolk employee jobs by industry group, 2023.

Industry	Norfolk (count)	Norfolk (%)	East of England (%)	England (%)
B: Mining and quarrying	700	0.2	0.1	0.1
C: Manufacturing	36,000	9.7	7.3	7.4
D: Electricity, gas, steam and air conditioning supply	600	0.2	0.2	0.3
E: Water supply; sewerage, waste management and remediation activities	3,000	0.8	0.8	0.7
F: Construction	20,000	5.4	6.1	4.7
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	60,000	16.2	15.0	13.8
H: Transportation and storage	14,000	3.8	6.0	5.1
I: Accommodation and food service activities	35,000	9.4	7.4	7.9
J: Information and communication	6,000	1.6	3.4	4.8
K: Financial and insurance activities	12,000	3.2	2.0	3.5
L: Real estate activities	8,000	2.2	2.1	2.0
M: Professional, scientific and technical activities	23,000	6.2	8.7	9.7
N: Administrative and support service activities	23,000	6.2	11.2	8.9
O: Public administration and defence; compulsory social security	18,000	4.9	3.5	4.4
P: Education	32,000	8.6	8.9	8.6
Q: Human health and social work activities	61,000	16.4	12.6	13.6
R: Arts, entertainment and recreation	11,000	3.0	2.4	2.6
S: Other service activities	6,000	1.6	2.1	2.0
TOTAL	371,000	100	100	100

Source: ONS Business Register and Employment Survey (BRES), 2023 (from Nomis).

Notes: Employee jobs excludes self-employed, government-supported trainees and HM Forces. Data excludes farm-based agriculture. % is a proportion of total employee jobs excluding farm-based agriculture. Numbers may not equal due to rounding.

Full-time and part-time employment split

For 2023 (provisional data), Norfolk has a relatively high proportion of part-time jobs compared with national and regional averages (**Table 8.2**). An employee is anyone aged 16 years or over that an organisation directly pays from its payroll(s), in return for carrying out a full-time or part-time job or being on a training scheme. The data excludes voluntary workers, self-employed, and working owners who are not paid via PAYE. Full-time employees are those working more than 30 hours per week, and part-time employees are those working 30 hours or less per week.

On this basis, Norfolk has an average of 36.3% of part-time jobs compared with 34.0% for the East of England region and 30.8% for England as a whole.³⁷ Of Norfolk's districts, Great Yarmouth (40.2%), King's Lynn & West Norfolk (39.7%) and North Norfolk (38.9%) have the highest levels of part-time jobs.

Table 8.2: Norfolk full-time and part-time employment split (%) by local authority area, 2023 (provisional).

Area	Full-time %	Part-time %
Breckland	67.1	32.9
Broadland	68.3	31.7
Great Yarmouth	59.8	40.2
King's Lynn & West Norfolk	60.3	39.7
North Norfolk	61.1	38.9
Norwich	63.9	36.1
South Norfolk	64.4	35.6
Norfolk	63.7	36.3
East of England	66.0	34.0
England	69.2	30.8

Source: ONS Business Register and Employment Survey (BRES) Table 6 and Table 3 (both provisional), 2023.

³⁷ ONS Business Register and Employment Survey (BRES), 2023 - <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/businessregisterandemploymentsurveybresprovisionalresults/provisionalresults2023>

Occupational structure

Table 8.3 shows Norfolk's occupational structure for 2024/25³⁸, for the occupational groups according to the Standard Occupation Classification 2020 (SOC 2020).³⁹ Employment in the aggregated major groups 1 to 3 (including managers, directors, senior officials; professional occupations; and associate professional occupations) for Norfolk is 43.3%. This compares with 53.2% for the East of England region and 53.7% for England as a whole.⁴⁰

Employment in the aggregated major groups 4 and 5 (including administrative and secretarial occupations; and skilled trades occupations) for Norfolk is 21.2%. This compares with 19.2% for the region and 17.6% nationally.

Employment in the aggregated major groups 6 and 7 (including caring, leisure and other service occupations; and sales and customer service occupations) for Norfolk is 16.6%. This compares with 13.5% for the region and 14.2% nationally.

Employment in the aggregated major groups 8 and 9 (including process plant and machine operatives; and elementary occupations) for Norfolk is 18.8%. This compares with 14.1% for the region and 14.5% nationally.

Overall, when compared with the region and nationally, Norfolk has a lower proportion of employment in the aggregated major occupational groups 1 to 3, and higher proportions in all other aggregated major groups.

When looking at the individual major SOC 2020 groups, the largest gap for Norfolk when compared nationally, is for employment in professional occupations (SOC 2020 major group 2), where Norfolk is almost eight percentage points behind the national figure.

³⁸ ONS annual population survey, 2024/25 (from Nomis).

³⁹ The Standard Occupational Classification (SOC) 2010 has been revised to produce SOC 2020. The main areas of change in SOC 2020 are: a review of the classification of roles as professional or associate professional; the reclassification of occupations associated with information technologies; and disaggregation into less heterogeneous unit groups.

⁴⁰ Numbers and % are for those of 16+; % is a proportion of all persons in employment.

Table 8.3: Norfolk employment by occupation group, 2024/25.

Occupation by Standard Occupation Classification 2020	Norfolk (count)	Norfolk (%)	East of England (%)	England (%)
Soc 2020 major group 1-3	192,500	43.3	53.2	53.7
1 Managers, directors and senior officials	43,500	9.7	11.6	11.4
2 Professional occupations	85,900	19.1	25.8	26.9
3 Associate professional occupations	63,100	14.0	15.6	15.2
Soc 2020 major group 4-5	94,300	21.2	19.2	17.6
4 Administrative & secretarial occupations	47,300	10.5	10.3	9.1
5 Skilled trades occupations	47,100	10.5	8.8	8.4
Soc 2020 major group 6-7	73,600	16.6	13.5	14.2
6 Caring, leisure and Other Service occupations	37,500	8.4	7.8	8.5
7 Sales and customer service occupations	36,100	8.0	5.6	5.7
Soc 2020 major group 8-9	83,600	18.8	14.1	14.5
8 Process plant & machine operatives	24,800	5.5	5.6	5.6
9 Elementary occupations	58,800	13.1	8.5	8.9

Source: ONS annual population survey, 2024/25 (from Nomis).

Note: Numbers and % are for those of 16+; % is a proportion of all persons in employment.

Migrant workers

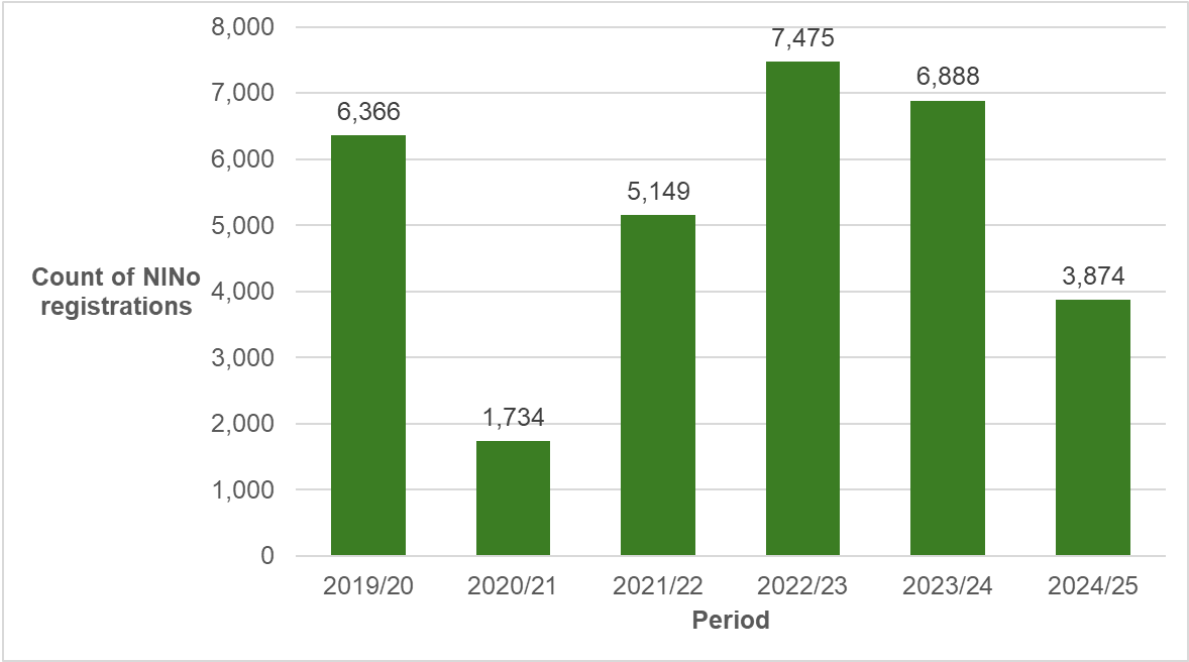
There are a number of sources of information about migrant workers entering the country, though none gives complete coverage. The mechanism for capturing information relating to the numbers of migrant workers is limited – for instance, outflows are not fully captured. Data from the Department for Work and Pensions (DWP), however, show the number of National Insurance Number (NINo) registrations to overseas nationals entering the UK. The NINo statistics cover all adults allocated a NINo for any type of work, including the self-employed and students working part-time, irrespective of the length of stay in the UK (including short term). The statistics provide a measure of immigration (inflow) but do not reflect emigration (outflow), or the overall migrant population (stock). Undocumented workers are not recorded in NINo data, so there will be under-recording.

There have been fluctuations in numbers of NINo registrations to adult overseas nationals for Norfolk over the period 2019/20 to 2024/25 (**Figure 8.1**).⁴¹ Levels and fluctuations must be considered in the context of changing make-up of constituent nation states within the EU, with nations joining the EU, and the UK's EU exit, as well

⁴¹ DWP NINo registrations to adult overseas nationals entering the UK, 2025. Sourced from LG Inform August 2025 - <https://lginform.local.gov.uk/reports/lgastandard?mod-metric=58&mod-area=E10000020&mod-group=E92000001&mod-type=area>

as global conflicts such as the ongoing conflict in Ukraine, impacts of the COVID-19 pandemic and subsequent changes to the travel rules because of government migration policies and COVID-19. For 2024/25, Norfolk had around 3,870 NINo registrations to adult overseas nationals. This is a decrease of around 3,000 on the previous year, or a decrease of 43.8% on the previous year compared with a 35.0% decrease for England as a whole.

Figure 8.1: Number of Norfolk NINo registrations to adult overseas nationals, 2019/20 to 2024/25.



Source: DWP NINo registrations to adult overseas nationals entering the UK, 2025 (from LG Inform).

[Go to the government website for more information and data about NINo registrations.](#)

Size of enterprises

In Norfolk for 2024, 99.7% of local business enterprises employ fewer than 250 people and 88.3% employ fewer than ten people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the national averages.⁴²

For Norfolk, the highest proportion of micro-businesses is found in South Norfolk where 90.5% of business enterprises employ fewer than ten people. The highest proportion of larger business enterprises with more than 250 employees are found in Norwich (0.7%). All the Norfolk districts, with the exception of Norwich, have a similar or lower level of larger business enterprises than the national average.

⁴² ONS Inter Departmental Business Register data, 2024 (from Nomis).

8.2 Economic competitiveness

Weekly pay

Average median gross weekly pay in 2024 for full-time workers in Norfolk is £680.00 (**Table 8.4**), compared with higher average pay for the East of England region of £763.50 and England of £732.00.⁴³ Compared with the previous year, Norfolk's average gross weekly full-time pay has increased by 5.8% compared with 7.6% for the region and 6.1% nationally.

At £753.30, South Norfolk's average gross weekly full-time pay is the highest in Norfolk, with Great Yarmouth having the lowest at £631.30. Compared with the previous year, all Norfolk districts have seen increases in average gross weekly full-time pay, with South Norfolk having the highest proportional increase (14.6%) and Norwich having the lowest proportional increase (0.9%).

Table 8.4: Norfolk median weekly gross pay (£) for full-time employee jobs, by local authority area, 2024.

Area	Full-time weekly pay 2024 (£)	% change from 2023
Breckland	683.40	7.4
Broadland	702.40	3.8
Great Yarmouth	631.30	1.9
King's Lynn & West Norfolk	678.30	4.3
North Norfolk	657.30	11.8
Norwich	645.00	0.9
South Norfolk	753.30	14.6
Norfolk	680.00	5.8
East of England	763.50	7.6
England	732.00	6.1

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2024 (from Nomis).

In terms of median gross weekly pay for part-time workers, the 2024 Norfolk average is £267.20 (**Table 8.5**), compared with similar average part-time pay for the East of England region of £262.20 and England of £262.90. Compared with the previous year, Norfolk's average gross weekly part-time pay has increased by 10.9% compared with lower increases of 7.6% for the region and 8.9% nationally.

At £300.60, South Norfolk's average gross weekly part-time pay is the highest in Norfolk, with North Norfolk having the lowest at £229.10. Compared with the previous year, all Norfolk districts have seen increases in average gross weekly part-time pay, with South Norfolk having the highest proportional increase (24.6%), with the lowest proportional increases for North Norfolk (4.7%) and Norwich (4.8%).

⁴³ ONS Annual Survey of Hours and Earnings (ASHE), 2024 (from Nomis).

Table 8.5: Norfolk median weekly gross pay (£) for part-time employee jobs, by local authority area, 2024.

Area	Part-time weekly pay 2024 (£)	% change from 2023
Breckland	268.80	8.5
Broadland	272.00	12.9
Great Yarmouth	245.30	13.1
King's Lynn & West Norfolk	264.50	12.2
North Norfolk	229.10	4.7
Norwich	268.40	4.8
South Norfolk	300.60	24.6
Norfolk	267.20	10.9
East of England	262.20	7.6
England	262.90	8.9

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2024 (from Nomis).

Gross Value Added

Gross Value Added (GVA) is a measure of the increase in the value of the economy due to the production of goods and services. It is measured at current basic prices, which include the effect of inflation, excluding taxes (less subsidies) on products (for example, Value Added Tax). GVA plus taxes (less subsidies) on products is equivalent to gross domestic product (GDP).

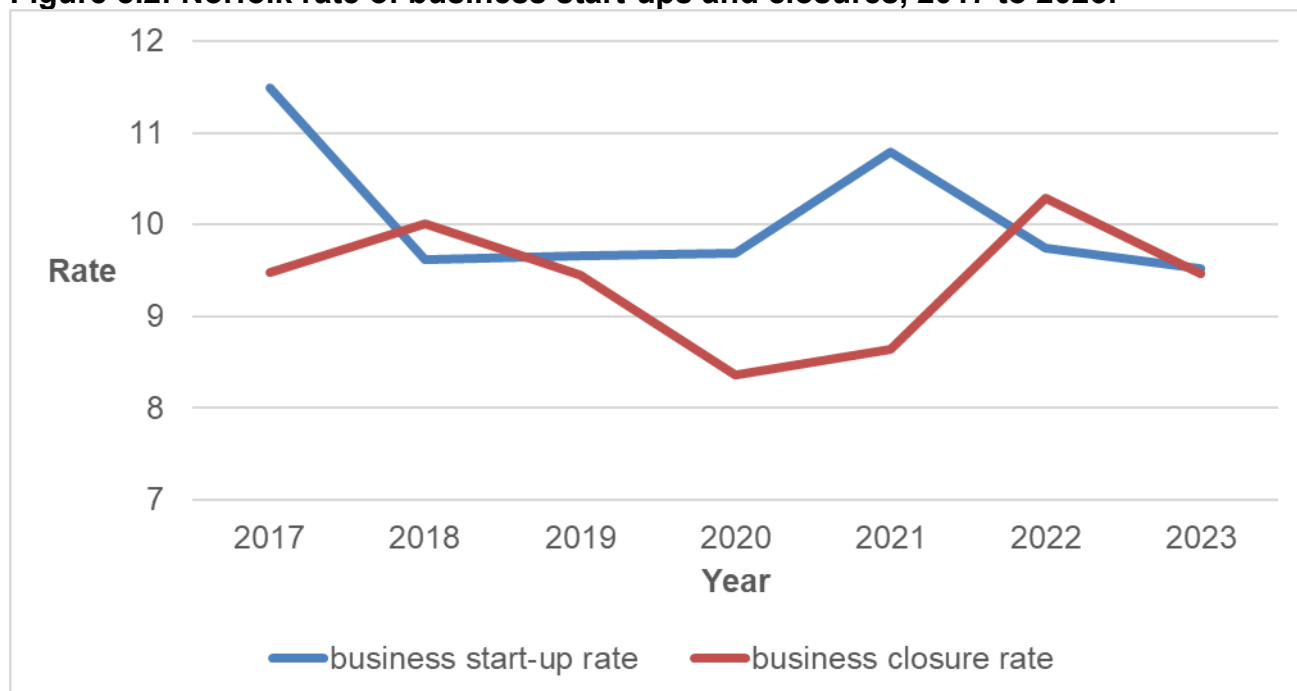
GVA (balanced) per head of population at current basic prices for Norfolk for 2023 is £26,356, which is typically lower than for the East of England (£31,739) and England (£36,632).⁴⁴ Norfolk GVA (balanced) per head annual growth rate for 2023 is 9.9%, compared with 8.3% for the region and 8.1% nationally.

⁴⁴ ONS Regional gross value added (balanced) per head and income components, 2023 – <https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/nominalregionalgrossvalueaddedbalancedperheadandincomecomponents>

Rates of Business Start-ups and Closures

In 2023, Norfolk had a stock of active enterprises of 33,130, which is a decrease on the previous year of 435 enterprises.⁴⁵ Over recent years, the rate of new enterprise start-ups for Norfolk has tended to be higher than the rate of enterprise closure, except for 2018 and 2022. For the most recent year 2023, there is a near-parity between rates of enterprise start-ups and closures (**Figure 8.2**). In 2023, there were around 3,155 new business start-ups in Norfolk, which is a rate of 9.52 per 100 active enterprises, which is lower than the England rate of 11.13. For Norfolk, there were around 3,135 business closures in 2023, which is a rate of 9.46 per 100 active enterprises, which is lower than the England rate of 10.89. On this basis, Norfolk has a positive net rate of business start-ups against business closures of 0.1, compared with England's positive net rate of 0.25.

Figure 8.2: Norfolk rate of business start-ups and closures, 2017 to 2023.



Source: ONS Business Demography, 2023.

Note: For this chart, the y-axis begins at 7, not zero.

Survival of Enterprises

Businesses in Norfolk have a better rate of survival over five years (45.9%) than the East of England region (40.4%) and England (39.4%) averages, based on 2018 business start-ups. There are notable differences in survival rates across the county, with Broadland (51.8%) having the highest survival rate, and Great Yarmouth (34.9%) having the lowest survival rate over the five years.⁴⁶

⁴⁵ ONS Business Demography, 2023 -

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable>

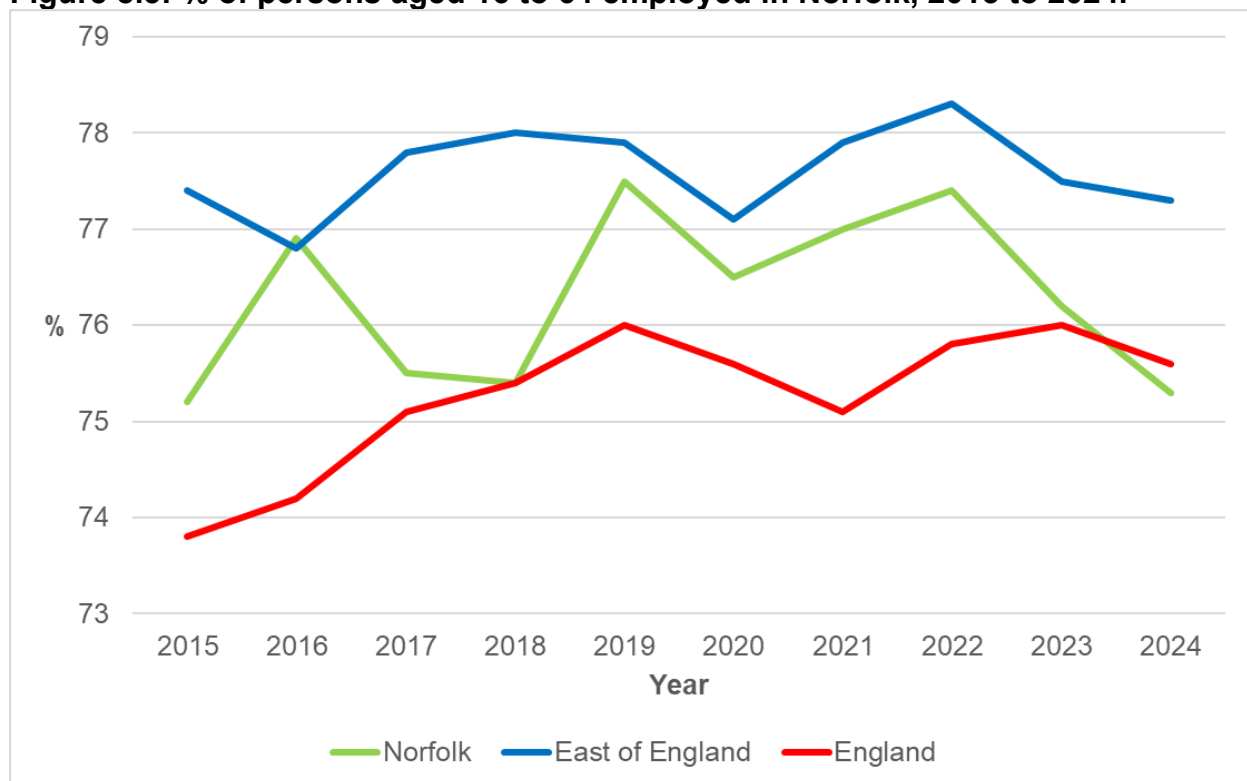
⁴⁶ ONS Business Demography, 2023.

8.3 Labour market

Employment

The rate of employment in Norfolk stands at 75.3% for the year to December 2024, or around 439,300 people. This compares with 77.3% for the East of England region and 75.6% for England as a whole.⁴⁷ **Figure 8.3** shows the annual proportion of those aged 16 to 64 in employment from 2015 to 2024 (annual data for January to December), compared with the region and nationally. There tends to be more variation in Norfolk's employment rates over time, compared with regional and national rates. The trend is for Norfolk's employment rate to be above the national rate and below the regional rate, although for the most recent year of 2024, Norfolk's employment rate has dipped below the national rate.

Figure 8.3: % of persons aged 16 to 64 employed in Norfolk, 2015 to 2024.



Source: ONS annual population survey, 2024 (from Nomis).

Note: For this chart, the y-axis begins at 73%, not zero.

Unemployment

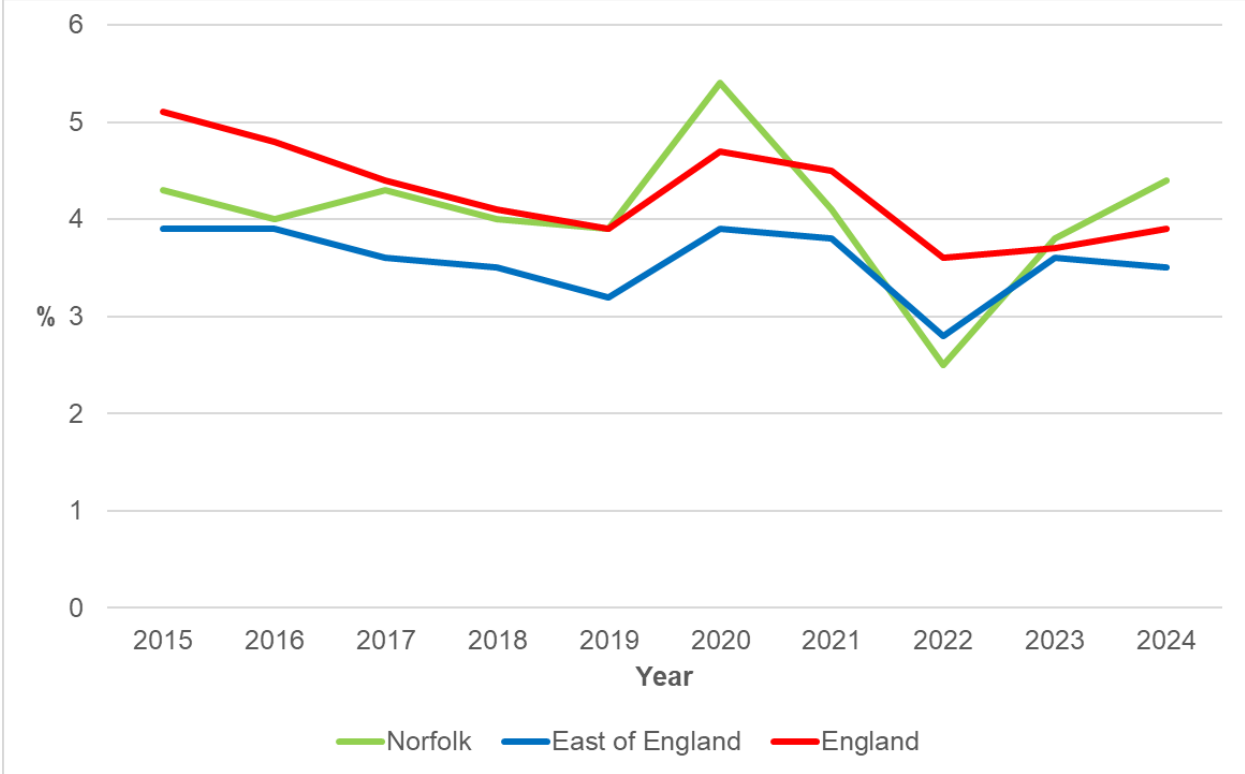
The rate of unemployment in Norfolk stands at 4.4% for the year to December 2024, or around 20,100 people. This compares with 3.5% for the East of England region and 3.9% for England as a whole.⁴⁸ **Figure 8.4** shows the annual proportion of those aged

⁴⁷ ONS annual population survey, 2024 (from Nomis). Numbers are for those aged 16 and over; % are for those aged 16-64.

⁴⁸ ONS annual population survey, 2024 (from Nomis). Numbers and % are for those aged 16 and over; % is a proportion of economically active (aged 16 to 64).

16 to 64 who were unemployed from 2015 to 2024 (annual data for January to December), compared with the region and nationally. There tends to be more variation in Norfolk's unemployment rates over time, compared with regional and national rates. The trend is for Norfolk's unemployment rate to be generally below the national rate and above the regional rate, although for the most recent year of 2024, Norfolk's unemployment rate has risen above the national and regional rates.

Figure 8.4: % of persons aged 16 to 64 unemployed in Norfolk, 2015 to 2024.



Source: ONS annual population survey, 2024 (from Nomis).

Claimant Count

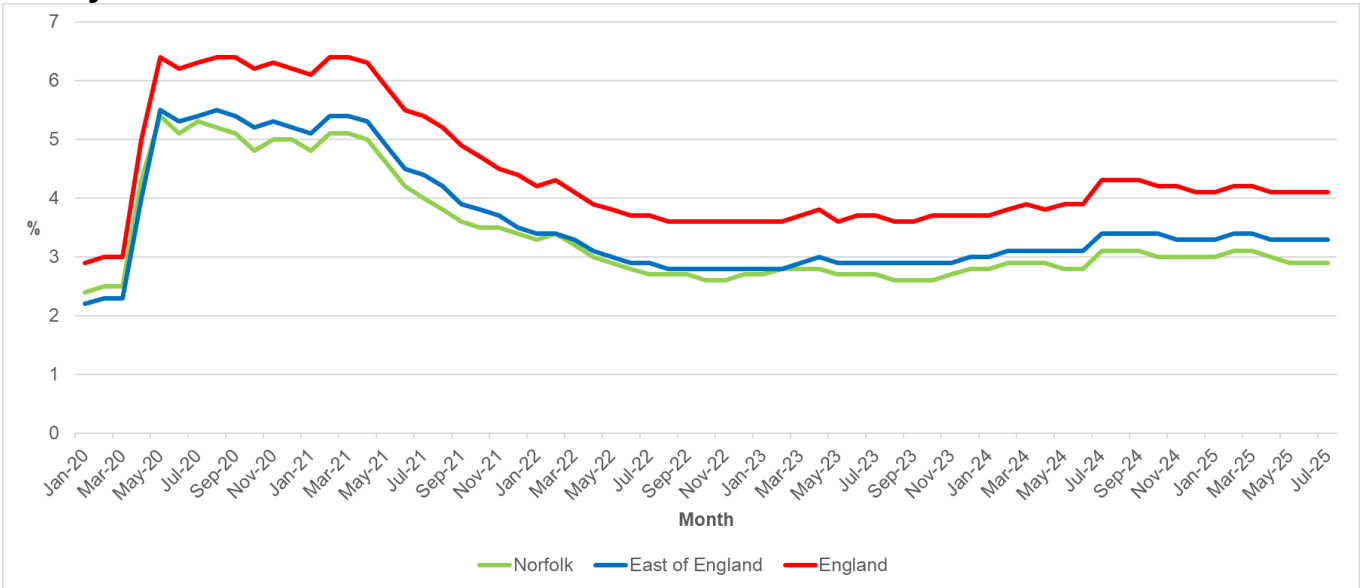
The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. This is measured by combining the number of people claiming Jobseeker's Allowance (JSA) and National Insurance credits with the number of people receiving Universal Credit principally for the reason of being unemployed. Claimants declare that they are out of work, capable of, available for, and actively seeking work during the week in which the claim is made. Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance, and therefore, as Universal Credit has been rolled out, the number of people recorded as being on the Claimant Count has risen. Claimant Count data is published on a monthly basis, so is more timely than the unemployment data that covers a twelve month period and is published on a quarterly basis.

The Claimant Count rate for Norfolk stands at 2.9% for the month of July 2025, or around 16,200 people claiming benefit principally for the reason of being unemployed. This compares with 3.3% for the East of England region and 4.1% for England as a

whole.⁴⁹ **Figure 8.5** shows the monthly Claimant Count rate of those aged 16 to 64 from January 2020 to July 2025, compared with the region and nationally.

The trend is for Norfolk’s Claimant Count rate to be generally below the regional and national rates and to follow a similar pattern. There was a steep rise in March 2020 when COVID-19 lockdown restrictions were first introduced in the UK, which plateaued until around May 2021, followed by a general decrease and period of stabilisation. However, in May 2024, the Department for Work and Pensions increased the administrative earnings threshold for full work search conditionality, increasing the Claimant Count at the time of the change. This policy change, along with two previous increases to the administrative earnings threshold in September 2022 and January 2023, represent discontinuities in the Claimant Count series.

Figure 8.5: Claimant Count (%) of persons aged 16 to 64 in Norfolk, January 2020 to July 2025.



Source: ONS Claimant Count, 2025 (from Nomis).

[Go to Norfolk Insight for more data about Norfolk’s economy.](#)

[Go to the Norfolk Business Board website for more insight of economic data for Norfolk, including the Local Growth Plan and associated evidence-base.](#)

⁴⁹ ONS Claimant Count, 2025 (from Nomis) Monthly data. % is the number of claimants as a proportion of resident population of area aged 16-64.

9 Education and skills in Norfolk

The provision of good quality education throughout a child's school life and beyond into adulthood is important, not only for attainment but also for raising aspirations, learning new skills, and reaching full potential in life.

Broadly speaking, when utilised effectively, skills enable people to carry out more complex work, work more effectively, and produce higher value products, thereby contributing to economic growth both through increased productivity and higher employment levels resulting from improvements in people's employability.

9.1 Educational attainment

Early Years outcomes

These annual statistics report on teacher assessments of children's development at the end of the early years foundation stage (EYFS), specifically the end of the academic year in which a child turns five. This is typically the summer term of Reception Year. The assessment framework, or EYFS Profile, consists of 17 early learning goals (ELGs) across seven areas of learning.

Table 9.1 shows that for 2023/24, 67.3% of Norfolk pupils achieved a good level of development in EYFSP, which is similar to the national level of 67.7%. Compared with the previous year, Norfolk pupils' achievement remains fairly stable (down 0.1 percentage points from 67.4% in 2022/23), compared with an increase for England as a whole (up 0.5 percentage points from 67.2% in 2022/23).⁵⁰

Table 9.1: Pupils achieving EYFSP Good Level of Development (%), 2021/22 to 2023/24.

Area	2021/22	2022/23	2023/24
Norfolk	64.4	67.4	67.3
England	65.2	67.2	67.7

Source: Department for Education. Early years foundation stage profile results: academic year 2023/24.

[Go to the government website for more data and information about early years foundation stage profile results.](#)

⁵⁰ Department for Education. Early years foundation stage profile results: academic year 2023/24 - <https://explore-education-statistics.service.gov.uk/find-statistics/early-years-foundation-stage-profile-results/2023-24>

Phonics screening check outcomes

Pupils take the phonics screening check at the end of Year 1, typically aged six. Pupils who do not meet the expected standard take the check again at the end of Year 2, typically aged seven. The screening check was not administered in 2020 and 2021 due to the coronavirus pandemic. Publication of attainment previously included the results of end of KS1 assessments. These became non-statutory from the 2023/24 academic year onwards. Optional assessments were still offered but the results of these are not collected, and statistics will not be published. This does not impact the headline metric of pupils taking the screening check in Year 1.

Table 9.2 shows that for 2023/24, 78% of Norfolk pupils met the expected standard in the phonics screening check in Year 1, which is two percentage points below the national level of 80%. Compared with the previous year, Norfolk pupils' achievement is improved (up two percentage points from 76% in 2022/23), compared with a lower increase for England as a whole (up one percentage point from 79% in 2022/23).⁵¹

Table 9.2: Pupils meeting the expected standard in the phonics screening check in Year 1 (%), 2021/22 to 2023/24.

Area	2021/22	2022/23	2023/24
Norfolk	71	76	78
England	75	79	80

Source: Department for Education. Phonics screening check attainment: academic year 2023/24.

[Go to the government website for more data and information about phonics screening check attainment results.](#)

Key Stage 2 outcomes

Key Stage 2 (KS2) statistics cover attainment in assessments taken by pupils at the end of Year 6, when most are 11 years old. The headline indicator is the percentage of pupils meeting the expected standard in reading, writing and maths (combined).

Table 9.3. shows that for 2023/24, 53% of Norfolk pupils met the expected standard in reading, writing and maths (combined), which is eight percentage points below the national level of 61%. Compared with the previous year, Norfolk pupils' achievement is improved (up by one percentage point from 52% in 2022/23), compared with a similar increase for England as a whole (up one percentage point from 60% in 2022/23).⁵²

⁵¹ Department for Education. Phonics screening check attainment: academic year 2023/24 - <https://explore-education-statistics.service.gov.uk/find-statistics/phonics-screening-check-attainment/2023-24>

⁵² Department for Education. Key Stage 2 attainment: academic year 2023/24 - <https://explore-education-statistics.service.gov.uk/find-statistics/key-stage-2-attainment/2023-24>

Table 9.3: Pupils meeting the expected standard in reading, writing and maths (combined) at KS2 (%), 2021/22 to 2023/24.

Area	2021/22	2022/23	2023/24
Norfolk	50	52	53
England	59	60	61

Source: Department for Education. Key Stage 2 attainment: academic year 2023/24.

[Go to the government website for more data and information about Key Stage 2 attainment results.](#)

Key Stage 4 outcomes

Key Stage 4 (KS4) assessments are taken at the end of Year 11, usually when children are 16 years old. The headline indicator is the percentage of pupils achieving grades 5 or above in English and maths GCSEs.

Table 9.4. shows that for 2023/24, 43.0% of Norfolk pupils achieved grades 5 or above in English and maths GCSEs, which is 3.2 percentage points below the national level of 46.2%. Compared with the previous year, Norfolk pupils' achievement is improved (up by 0.8 percentage points from 42.2% in 2022/23), compared with a similar increase for England as a whole (up 0.7 percentage points from 45.5%% in 2022/23).⁵³

Table 9.4: Pupils achieving grades 5 or above in English and maths GCSEs (%), 2021/22 to 2023/24.

Area	2021/22	2022/23	2023/24
Norfolk	46.3	42.2	43.0
England	50.0	45.5	46.2

Source: Department for Education. Key Stage 4 performance: academic year 2023/24.

[Go to the government website for more data and information about Key Stage 4 attainment results.](#)

[Go to Norfolk Insight for more data about educational attainment in Norfolk.](#)

[Go to the government website for more data and information about educational attainment.](#)

⁵³ Department for Education. Key Stage 4 performance: academic year 2023/24 - <https://explore-education-statistics.service.gov.uk/find-statistics/key-stage-4-performance/2023-24>

9.2 Skills

The fastest growing occupations in England generally demand higher level Registered Qualifications Framework (RQF) or National Vocational Qualification (NVQ) qualifications, while the fastest declining occupations are generally those requiring lower-level RQF or NVQ qualifications. Although low-skilled jobs are expected to persist and will remain important as a labour market entry point for many groups, such as those seeking to move out of unemployment, it is likely that these jobs will have to be up-skilled in order to make improvements in service and product quality and to meet changes in consumer demand.

The RQF/NVQ levels are⁵⁴:

- No Qualifications - No formal qualifications held.
- Other Qualifications - includes foreign qualifications and some professional qualifications.
- RQF/NVQ level 1 equivalent - e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent.
- RQF/NVQ level 2 equivalent - e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent.
- RQF/NVQ level 3 equivalent - e.g. 2 or more A levels, advanced GNVQ, NVQ 3, 2 or more higher or advanced higher national qualifications (Scotland) or equivalent.
- RQF/NVQ level 4 equivalent and above - e.g. HND, Degree and Higher Degree level qualifications or equivalent.

Table 9.5 shows that overall for 2024, the proportion of Norfolk residents aged 16 to 64 with no RQF qualifications is 5.8% (or 30,300 people), compared with 5.2% for the East of England and 6.6% for England as a whole. For Norfolk, 37.6% have a RQF level 4 qualification and above (HND, Degree and Higher Degree level qualifications or equivalent), compared with 43.7% for the East of England and 46.8% for England.

Table 9.5: People aged 16 to 64 qualified at a particular Registered Qualifications Framework (RQF) level and above, 2024.

RQF level	Norfolk (Count)	Norfolk (%)	East of England (%)	England (%)
RQF 4 and above	195,400	37.6	43.7	46.8
RQF 3 and above	315,600	60.8	65.2	67.3
RQF 2 and above	449,900	86.6	88.4	86.5
RQF 1 and above	465,000	89.5	90.9	89.0
other qualifications (RQF)	24,000	4.6	4.0	4.4
no qualifications (RQF)	30,300	5.8	5.2	6.6

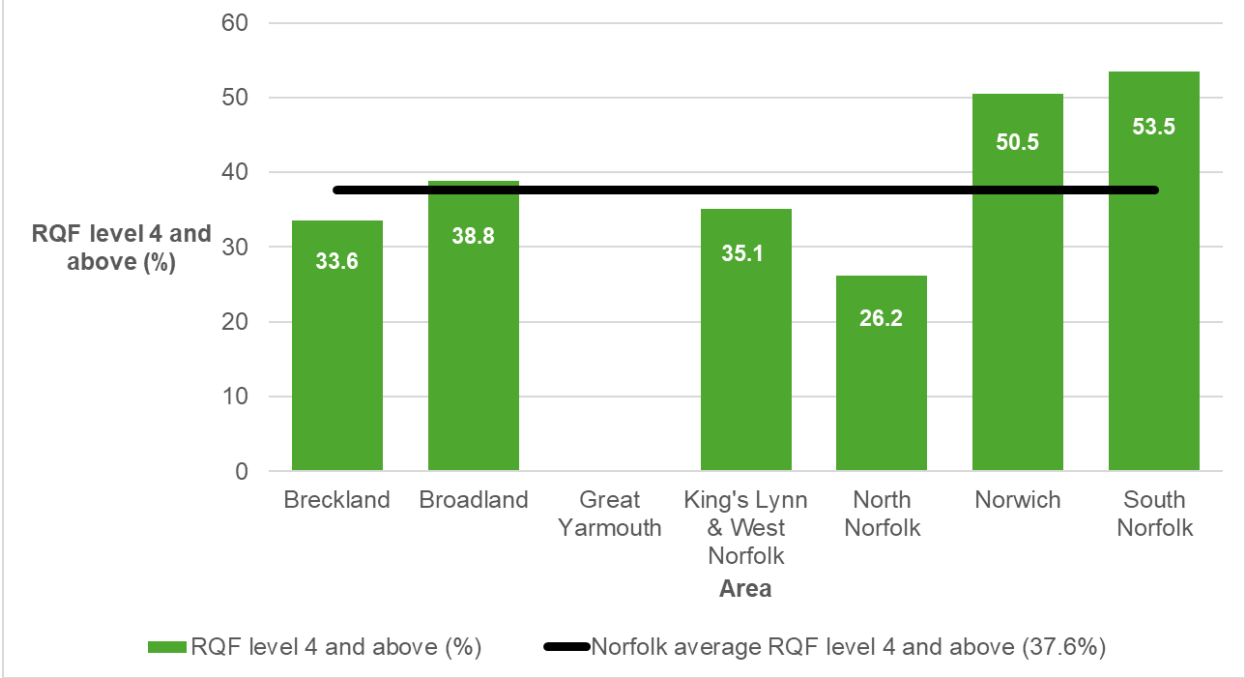
Source: ONS Annual Population Survey, 2024.

Note: Numbers and % are for those of aged 16-64. Variables show the total number of people who are qualified at a particular level and above, so data in this Table are not additive.

⁵⁴ ONS Annual Population Survey, 2024. Sourced from Nomis area profiles.

Figure 9.1 shows that within Norfolk for 2024, excluding Great Yarmouth for which no data is available,⁵⁵ South Norfolk has the highest proportion of people aged 16 to 64 qualified at RQF level 4 and above (53.5%) and North Norfolk has the lowest (26.2%). North Norfolk (26.2%), Breckland (33.6%) and King’s Lynn & West Norfolk (35.1%) have lower rates than the Norfolk average (37.6%).

Figure 9.1: Percentage of people aged 16 to 64 qualified at Registered Qualifications Framework (RQF) level 4 and above, 2024, by local authority area.

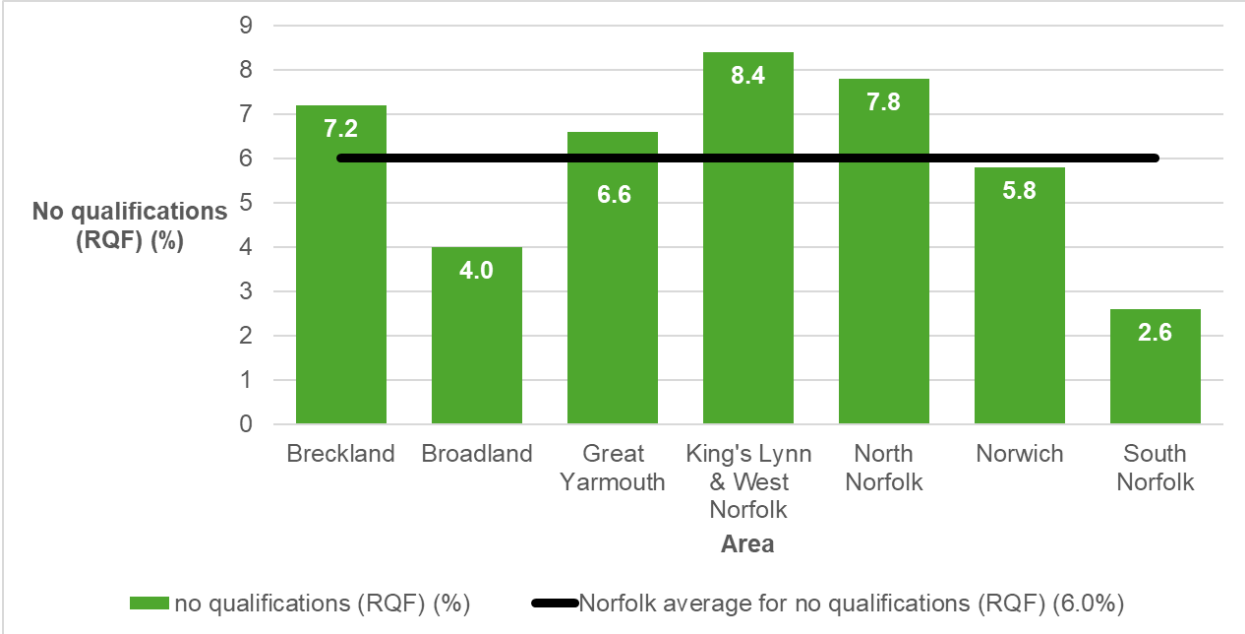


Source: ONS Annual Population Survey, 2024.
Note: Numbers and % are for those of aged 16-64. Variables show the total number of people who are qualified at a particular level and above, so data are not additive. RQF level 4 and above data for 2024 is not available for Great Yarmouth as APS sample sizes are too small for reliable estimates.

RQF data for those with no qualifications for 2024 is not available at district level as some sample sizes are too small for reliable estimates. However, **Figure 9.2** shows that within Norfolk for 2023, King’s Lynn & West Norfolk has the highest proportion of people aged 16 to 64 with no qualifications at RQF level (8.4%) and South Norfolk has the lowest (2.6%). King’s Lynn & West Norfolk (8.4%), North Norfolk (7.8%), Breckland (7.2%) and Great Yarmouth (6.6%) have higher rates than the Norfolk average (6.0%).

⁵⁵ RQF level 4 and above data for 2024 is not available for Great Yarmouth as APS sample sizes are too small for reliable estimates.

Figure 9.2: Percentage of people aged 16 to 64 with no qualifications at Registered Qualifications Framework (RQF), 2023, by local authority area.



Source: ONS Annual Population Survey, 2023
Note: Numbers and % are for those of aged 16-64. Variables show the total number of people who are qualified at a particular level and above, so data are not additive.

Education, Employment and Training

For most young people, being not in education, employment, or training (NEET) is a temporary outcome as they move between different education and training options. The characteristics of young people who are not participating are diverse, although there are some groups that are at greater risk of becoming NEET. This includes, for example, those with few or no qualifications and those with a health problem or disability, those in vulnerable groups, or those with low aspirations.

The Department for Education advises that participation and NEET data are collected using the National Client Caseload Information System (NCCIS), which draws together local databases used to support young people to engage in education and training and plan services that meet young people’s needs. Caution should be taken when using these figures due to the estimates being based on management information data. There is considerable variation at local authority level in how well 16- and 17-year-olds are tracked, and figures may not reflect the actual proportions participating or NEET due to issues such as organisational changes or procedural and processing issues which may cause incorrect or missing activity for some young people.

Participation estimates are based on data collected in March each year. NEET and not known rates are based on an average of December/January/February data to ensure as robust an estimate around the end of the calendar year.

Latest data shows that for the year ending March 2025, the proportion of Norfolk’s 16 and 17-year-olds participating in education and training is 86.7% (down 0.3ppts from

2024), compared with 91.3% (no change from 2024) for the East of England region and 92.0% (down 0.1ppts from 2024) for England as a whole.

Latest data shows that at the end of 2024 (average of December, January and February), the proportion of Norfolk's 16 and 17-year-olds who are NEET (including not known, as not knowns can mask underlying NEET) is 5.8% (up 0.6ppts from 2023), compared with 5.1% (no change from 2023) for the East of England region and 5.6% (up 0.2ppts from 2023) for England as a whole.^{56 57}

Apprenticeships

Apprenticeships have a critical role to play, not only in furnishing people with important skills, but also in developing a highly skilled and productive workforce that underpins economic prosperity.

For Norfolk, the latest published data shows there were 4,898 apprenticeship starts during the 2023/24 academic year, compared with 4,859 during the 2022/23 academic year. This is a 0.8% increase in apprenticeship starts compared with 2022/23, which is similar to the 0.7% increase for England overall.

During the 2023/24 academic year, the sectors that have the highest numbers of people starting apprenticeships in Norfolk are Health, Public Services, and Care; and Business, Administration and Law – this has been the case over the last few years. Other popular sectors for apprenticeship starts during the 2023/24 academic year are Engineering and Manufacturing Technologies; Retail and Commercial Enterprise; and Construction, Planning and the Built Environment.

For Norfolk, the highest number of apprenticeship starts for the 2023/24 academic year at the intermediate level are in Retail and Commercial Enterprise; the highest number of starts at the advanced level are in Health, Public Services, and Care; and the highest number of starts at the higher level are in Health, Public Services, and Care.⁵⁸

⁵⁶ Department for Education NEET and participation data -

<https://www.gov.uk/government/publications/neet-and-participation-local-authority-figures>

⁵⁷ NEET and participation Local Authority scorecard - <https://department-for-education.shinyapps.io/neet-comparative-la-scorecard/>

⁵⁸ Department for Education Apprenticeships and traineeships Academic year 2023/24 (summarised on the Apprenticeships Norfolk app) - <https://explore-education-statistics.service.gov.uk/find-statistics/apprenticeships-and-traineeships>

10 Final observations

This report highlights key and cross-cutting issues for Norfolk such as changes in Norfolk's population, deprivation, economic and health issues, which could be used to inform the planning of local service strategies and provision.

The picture it shows is of a county with continuing issues around a growing and ageing population, with the challenges for care and support that this brings. There continue to be issues around inequalities of health and deprivation, and some issues around educational attainment and the further impacts on people's skills and employment opportunities. The report also identifies some of the changing characteristics of the area, with a growing diversity of people.

This report contains the most up to date data and information available at the time of publication. Much of the data used in this report is published annually or quarterly. Stringent methodological practices are in place to ensure published data is accurate and reliable, and this means that there is often a lag in publication of data.



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