



Norfolk County Council



Norfolk's Story

August 2024

Contents

1	Key findings	3
2	Introduction	8
2.1	Norfolk Office of Data & Analytics	8
2.2	Purpose of Norfolk's Story	8
2.3	Statement on data	8
2.4	Norfolk the place – an overview	9
3	Norfolk's population	11
3.1	Current population profile	11
3.1.1.	Population estimates	11
3.1.2.	Population density	14
3.1.3.	Ethnicity, Identity, Language and Religion	14
3.2	Future population profile	16
4	Deprivation and poverty in Norfolk	22
4.1	Income	22
4.2	Deprivation indices	23
5	Health and wellbeing in Norfolk	27
5.1	Children's and young people's health	27
5.2	Adults' health and lifestyle	28
5.3	Disease and poor health	29
5.4	Life expectancy and causes of death	31
6	Crime and disorder levels in Norfolk	33
6.1	National context	33
6.2	Local picture of crime and disorder	34
7	Norfolk's economy	37
7.1	Structure of the local economy	37
7.2	Economic competitiveness	42
7.3	Labour market	45
8	Education and skills in Norfolk	48
8.1	Educational attainment	48
8.2	Skills	51
9	Concluding remarks	54

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 931,900, 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 five years to 2023, Norfolk's population has increased by 3.1%.
- 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 60,600 over the decade to 2028 - this is an increase of 6.7% (based on latest 2018 population projections).
- South Norfolk, Breckland and Broadland are projected to be the fastest growing districts in the county.
- In the main, Norfolk has an ageing population. It is expected that around 27% of the population will be aged 65 and over by 2028 (based on latest 2018 population projections), compared with 24.8% now.
- The population of Norfolk aged 85 and over is projected to grow significantly with a 24% increase by 2028 (based on latest 2018 population projections).
- Norfolk's population is projected to exceed one million by 2036 (based on latest 2018 population projections).

Deprivation and poverty in Norfolk

- The average annual gross pay in Norfolk is around £27,650. 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 the lowest increase.

- The Indices of Deprivation 2019 show that Norfolk has experienced an increase in relative deprivation compared with 2015 and 2010.
- Of Norfolk's 538 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 the 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, with the latest data showing one in five children aged 10 to 11 are obese.
- 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.
- 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.
- Although most recent data for Norfolk shows there were around 1,180 emergency admissions to hospitals as a result of hip fractures, the rate is significantly better compared with England and represents an improving trend.
- The rate for emergency hospital stays due to self-harm in Norfolk is significantly worse than the England average.
- Norfolk's rate of admissions to hospital for alcohol-related conditions is significantly worse than the England average.
- For Norfolk, the recorded dementia prevalence rate for those aged 65 and over is significantly lower than the England average.
- For Norfolk, life expectancy for males is 79.6 years and for females is 83.3 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.

- For Norfolk in 2022, there were around 630 deaths in under 75s from all cardiovascular diseases, with the rate being significantly better than the England average.
- For Norfolk in 2022, there were around 1,150 deaths in under 75s from all cancers, with the rate not being significantly different to 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 in Norfolk decreased by 11.6% for the 12 months ending March 2024, compared with the previous year.
- The rate of total recorded offences per 1,000 residents for Norfolk is 64.3, which continues to be better (lower) than the national rate.
- Compared with the previous year, total police recorded crime has decreased for all Norfolk's districts, with Great Yarmouth experiencing the highest decrease and Norwich experiencing the lowest decrease.
- Norwich and Great Yarmouth continue to have higher crime rates than the Norfolk average.
- 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 85% of respondents felt that Norfolk Constabulary were doing a good or excellent job.

Norfolk's economy

- For 2022, the most significant industry sector in Norfolk, in employment terms, continues to be the Wholesale and Retail Trade sector.
- The second most significant industry sector in employment terms continues to be the Human Health and Social Work Activities sector.
- The third most significant industry sector in employment terms is the Accommodation and Food Service Activities sector (overtaking the previous year's third placed Manufacturing sector).
- 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.
- For Norfolk in 2023, employment in the major occupational groups 1 to 3 (including managers, directors, senior officials, professional occupations and

associate professional & technical), stands at 47.7% - this compares with 53.5% for the region and 53.4% nationally.

- For 2023/24, the number of National Insurance Number Registrations to adult overseas nationals for Norfolk is around 6,870, which is a decrease of around 600 on the previous year.
- Overall, the average weekly gross pay for full-time employee jobs for 2023 for Norfolk was £643.30, which is around six per cent below national pay, although the gap is narrowing.
- Norfolk's GVA per head of population has steadily increased in recent years but is typically lower than the national level. For 2022, Norfolk GVA annual growth rate is 7.6% compared with 8.6% nationally.
- Over recent years for Norfolk, the rate of new enterprise start-ups has been higher than the rate of enterprise closures. However, for 2022 the rate of start-ups is lower than the rate of closures. Norfolk has a negative net rate of 0.5, compared with England's negative net rate of 0.4.
- Businesses in Norfolk have a slightly better rate of survival over five years than the East of England region and England averages, based on 2017 business start-ups.
- The trend is for Norfolk's employment rate to be above the national rate and below the regional rate. Over the last year, the national employment rate has remained stable in contrast to the rates for Norfolk and the region, which have worsened.
- The trend is for Norfolk's unemployment rate to be generally below the national rate and above the regional rate. Over the last year, the national unemployment rate has remained stable in contrast to the rates for Norfolk and the region, which have worsened.
- The claimant count rate for Norfolk stands at 3.0% for the month of March 2024, or around 16,300 people claiming benefit principally for the reason of being unemployed - this compares with 3.2% for the region and 4.0% 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 2022/23 is 67.4%, compared with 67.2% nationally. This is an improvement on the previous year.
- At Phonics (Year 1) level, the percentage of Norfolk pupils achieving the expected standard (32+/40) for 2022/23 (provisional data) is 76%, compared with 79% nationally. This is an improvement on the previous year.
- At Key Stage 2 level, the percentage of Norfolk pupils achieving the expected standard in reading, writing and maths for 2022/23 (revised data) is 52%, compared with 60% nationally. This is an improvement on the previous year.

- At Key Stage 4 level, the percentage of Norfolk pupils achieving grades 4 or above in English and maths GCSEs for 2022/23 (revised data) is 64.0%, compared with 65.4% nationally. This is a decrease on the previous year.
- For 2023, the proportion of Norfolk residents aged 16 to 64 with no Registered Qualifications Framework qualifications is 6.0% (or 30,900 people), compared with 5.3% for the region and 6.2% for England.
- For 2023, 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 39.7%, compared with 42.8% for the region and 46.7% 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 2022/23 academic year are 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 NODA 2023-24 Annual Review report to see examples of NODA projects.](#)

2.2 *Purpose of Norfolk's Story*

Norfolk's Story aims to bring key evidence together (local and nationally published data), 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.

¹ <https://www.norfolk.gov.uk/noda>

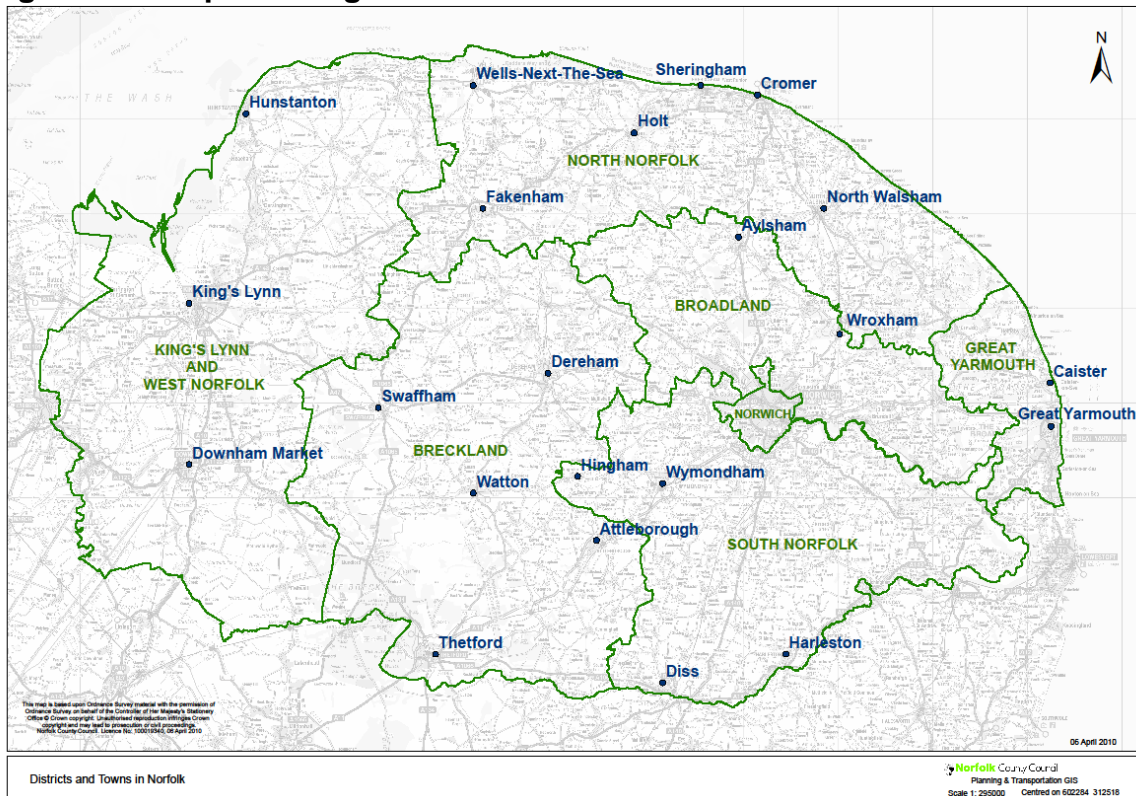
² Within England and Wales a Lower Layer (minimum population of 1,000 and maximum population of 3,000) and a Middle Layer (minimum population of 5,000 and maximum population of 15,000) were introduced in 2004. Unlike electoral wards, these SOA layers are of consistent size across the country and will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

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

2.4 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 2.1**). At around 551,000 hectares Norfolk is the fifth largest county in England,⁴ with a population of around 931,900⁵ and 404,300 households⁶.

Figure 2.1: 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 6,100 miles of road. In terms of primary road transport connections, the county has no motorways, but there are strategic trunk roads that 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

⁴ ONS Open Geography Portal, Standard Area Measurements (2022) for Administrative Areas in the United Kingdom.

⁵ ONS, mid-2023 population estimates.

⁶ ONS, Census 2021.

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.

3 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.

3.1 Current population profile

3.1.1. Population estimates

The latest population estimates published by the Office for National Statistics (ONS) are for mid-2023. Norfolk's population is an estimated 931,900 and the figures by local authority are given in **Table 3.1**. This is an increase of around 6,200 compared with the mid-2022 population, or an increase of 0.7%.

Over the last five years since mid-2018, Norfolk's population has increased by 3.1% (or around 28,400 people), compared with an increase of 3.7% in the East of England region and 3.2% in England.

Table 3.1: Estimated population, at local authority area, mid-2022 and mid-2023.

Local authority area	Mid-2022 estimate (thousands)	Mid-2023 estimate (thousands)
Breckland	143.5	145.1
Broadland	133.9	135.6
Great Yarmouth	99.8	100.0
King's Lynn & West Norfolk	155.7	155.8
North Norfolk	103.2	103.2
Norwich	145.0	145.6
South Norfolk	144.6	146.7
Norfolk	925.7	931.9

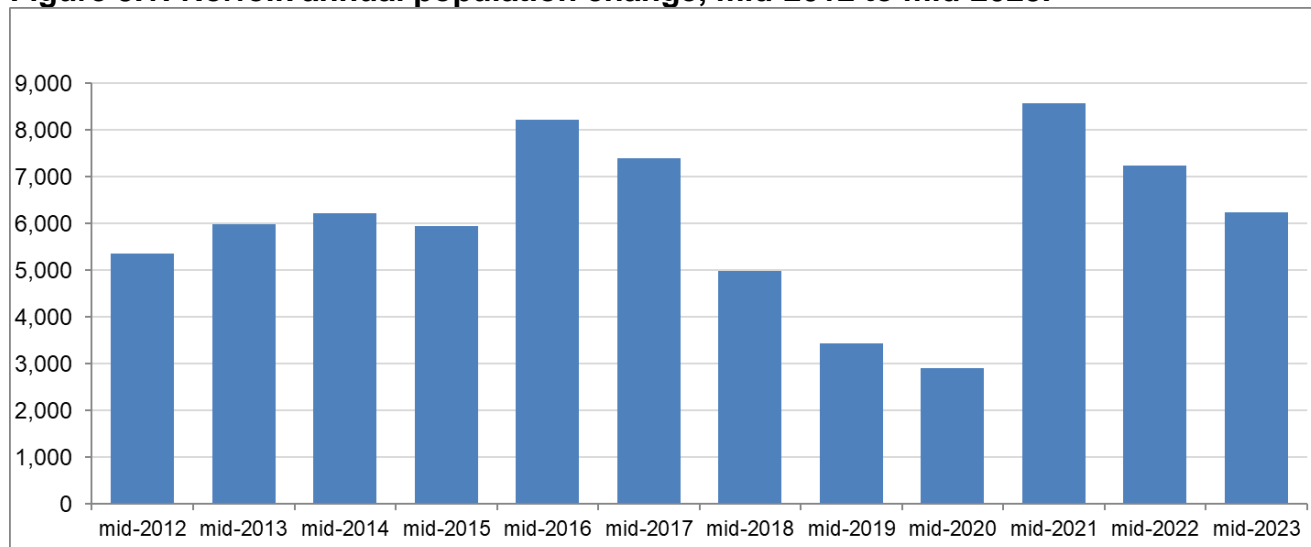
Source: ONS mid-2023 population estimates.

Note: figures may not equal due to rounding.

Figure 3.1 shows that Norfolk's annual population increase slowed from mid-2017 to mid-2020, then rapidly increased by mid-2021, and the increase has slowed again over the last two years to mid-2023. **Figure 3.2** shows that the spike in population increase for mid-2021 is less to do with natural change (net births and deaths) and international change (net international inflows and outflows), and more to do with internal change (net inflows and outflows between different local authorities in the UK).⁷

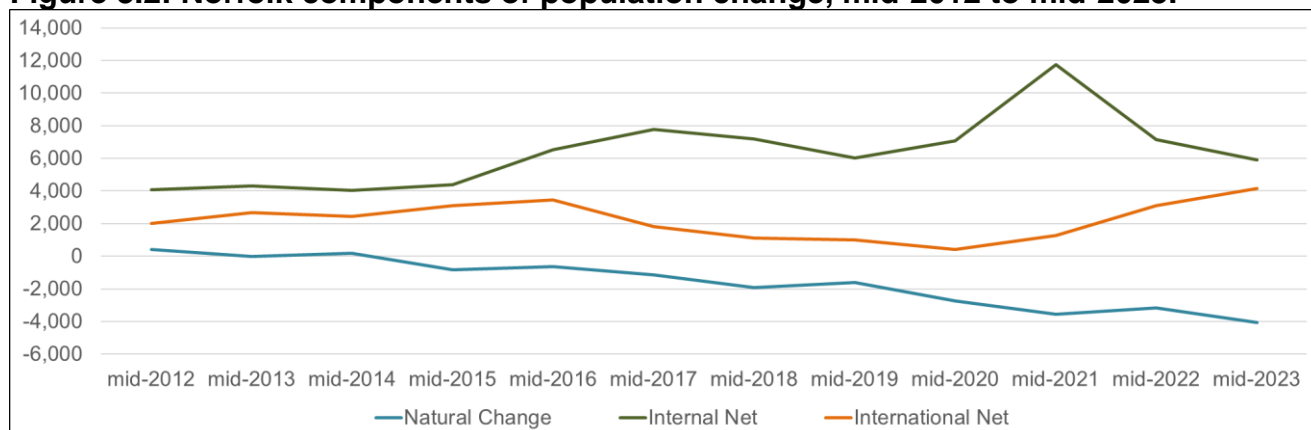
⁷ Arriving international migrants are included in the usually resident population if they remain in the UK for at least a year. Emigrants are excluded if they remain outside the UK for at least a year.

Figure 3.1: Norfolk annual population change, mid-2012 to mid-2023.



Source: ONS mid-2023 population estimates.

Figure 3.2: Norfolk components of population change, mid-2012 to mid-2023.



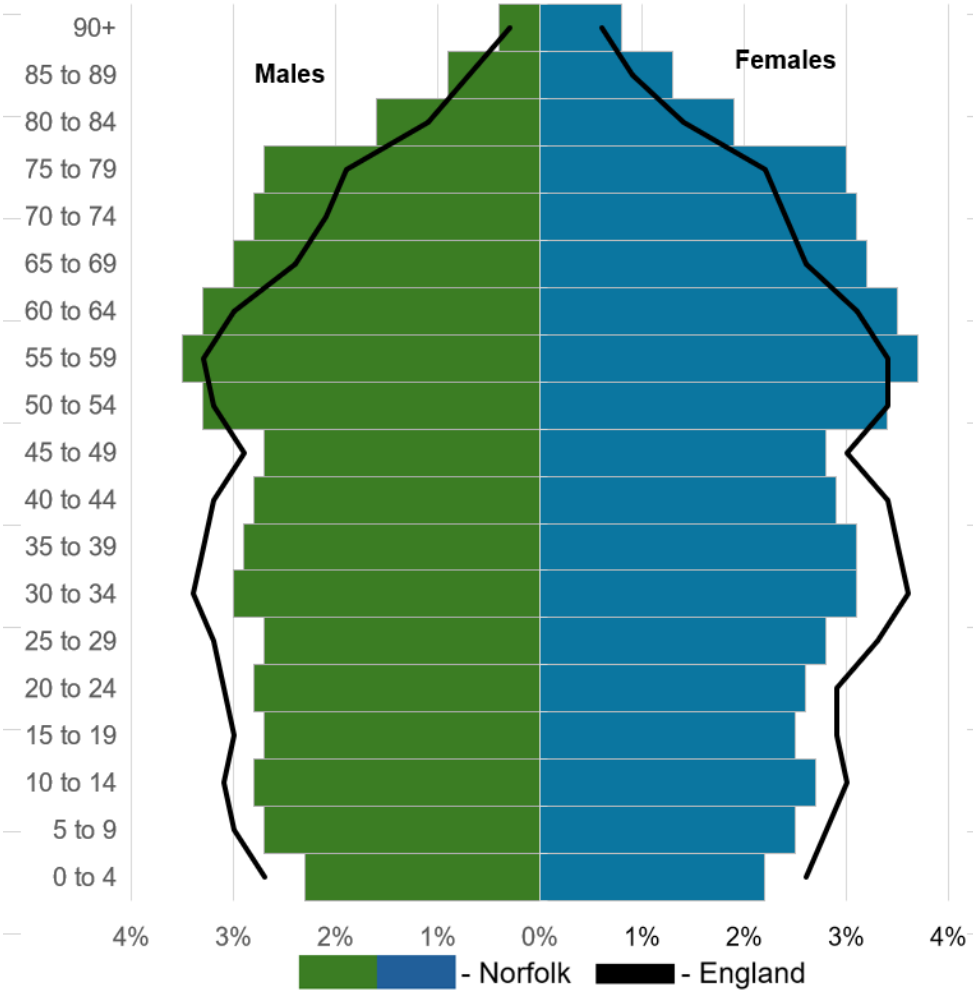
Source: ONS mid-2023 population estimates.

Figure 3.3 shows Norfolk’s population by percentage breakdown for each five-year age group, by sex, compared with England.⁸ Norfolk’s population is made up of slightly more males in the younger age groups, until a parity is reached around age 30. From this point onwards, there are slightly more females in each age group, becoming rather more apparent for those aged 70 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-2023 confirm that Norfolk’s population continues to have a much older age profile than England as a whole, with 24.8% of Norfolk’s population aged 65 and over, compared with 18.7% in England. Children and young people (aged 0 to 15) make up 16.2% of Norfolk’s population (compared with 18.5% nationally) and working age adults (aged 16 to 64) make up 59.1% (compared with 62.9% nationally).

⁸ ONS mid-2023 population estimates.

Figure 3.3: Proportions of males and females in Norfolk, by five-year age group, compared with England, mid-2023.



Source: ONS mid-2023 population estimates.

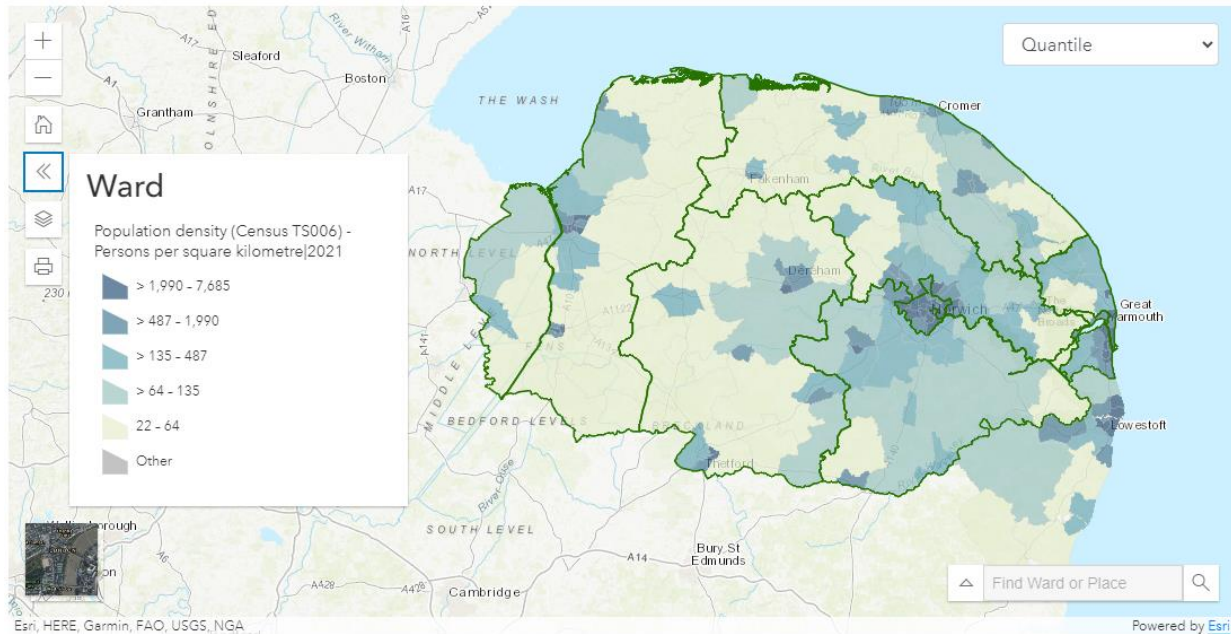
[Go to Norfolk Insight for more data about Norfolk’s population at different geographical levels.](#)

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

3.1.2. Population density

Figure 3.4 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 3.4: Norfolk population density at ward level, per square km, 2021.



Source: ONS Census 2021 published on Norfolk Insight.

3.1.3. Ethnicity, Identity, Language and Religion

Table 3.2 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 3.2: 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 3.3 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 3.3: 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.](#)

3.2 Future population profile

To help plan public services and allocate resources for the future, we need an informed estimate of what Norfolk's population is likely to be over the long term. ONS prepares a trend-based sub-national population projection for each local authority in the country, and the latest projections for local authorities are 2018-based projections to 2043. The purpose of these projections is to indicate how the population could change if recent past trends are assumed to continue.

The provisional release date for 2022-based subnational population projections is currently early 2025.⁹

Table 3.4 and **Table 3.5** show the projected population and population increases from 2018 to 2028 and 2043, for Norfolk's local authority areas.¹⁰ From 2018 to 2028 there is projected growth of around 60,600 people in Norfolk – this is an increase of 6.7% which is above the East of England projected increase of 5.0% and above the national projected increase of 5.0%. Looking further ahead, there is projected growth from 2018 to 2043 of around 126,200 people in Norfolk – this is an increase of 14.0% which is above the East of England projected increase of 10.3% and above the national projected increase of 10.3%. 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.

Norfolk's population is projected to exceed one million by 2036.

Table 3.4: Projected population to 2028 and 2043, at local authority area.

Local authority area	2018 (thousands)	2028 (thousands)	2043 (thousands)
Breckland	139.3	151.2	164.4
Broadland	129.5	139.7	150.9
Great Yarmouth	99.4	102.6	106.8
King's Lynn & West Norfolk	151.8	155.4	160.2
North Norfolk	104.6	110.7	118.1
Norwich	141.1	146.3	152.4
South Norfolk	138.0	158.4	177.1
Norfolk	903.7	964.2	1029.9

Source: ONS 2018-based sub-national population projections.

Note: figures may not equal due to rounding.

⁹ <https://www.gov.uk/government/statistics/announcements/subnational-population-projections-2022-based>

¹⁰ ONS 2018-based sub-national population projections.

Table 3.5: Projected population increases to 2028 and 2043, at local authority area.

Local authority area	2018-2028 increase (thousands)	2018-2028 increase (%)	2018-2043 increase (thousands)	2018-2043 increase (%)
Breckland	11.9	8.6	25.1	18.0
Broadland	10.2	7.9	21.4	16.5
Great Yarmouth	3.2	3.2	7.4	7.5
King's Lynn & West Norfolk	3.6	2.3	8.4	5.5
North Norfolk	6.1	5.9	13.6	13.0
Norwich	5.1	3.7	11.2	8.0
South Norfolk	20.4	14.8	39.1	28.3
Norfolk	60.6	6.7	126.2	14.0

Source: ONS 2018-based sub-national population projections.

Note: figures may not equal due to rounding.

The age structure and distribution around the county of that future population is also useful to know when planning for future services. Overall, Norfolk's population is projected to increase over the ten years to 2028 by around 60,600 people, or around 6.7% (**Table 3.6**). Norfolk's oldest age groups are projected to grow the quickest over the ten years to 2028, with numbers of 75 to 84-year-olds projected to increase by around 37% and numbers of those aged 85 and over projected to increase by around 24%. Numbers of those aged 0 to 14 are projected to fall by around two per cent, with all other age groups projected to increase over that ten year period. Of course, the age structure of the population varies across Norfolk's local authority areas, but in the main, looking forward to 2028, Norfolk continues to have an ageing population.

Table 3.6: Norfolk projected population change 2018 to 2028, by broad age group.

Age group	2018 (thousands)	2028 (thousands)	2018-2028 change (thousands)	2018-2028 change (%)
0-14	144.2	141.4	-2.8	-2.0
15-29	150.7	156.6	5.9	3.9
30-44	150.2	163.7	13.5	9.0
45-64	239.3	243.0	3.8	1.6
65-74	117.9	124.3	6.4	5.4
75-84	71.1	97.6	26.5	37.3
85+	30.3	37.7	7.4	24.3
All ages	903.7	964.2	60.6	6.7

Source: ONS 2018-based sub-national population projections.

Note: figures may not equal due to rounding.

Norfolk's population aged 65 and over (around 24% of the population in 2018-based sub-national population projections) is projected to increase to around 27% by 2028. Over the ten years to 2028, the population aged 65 and over is projected to increase by around 40,300 people, or an increase of around 18.4% (**Table 3.7**). The highest percentage increases are in South Norfolk and Breckland and the lowest (and starting from a lower base) is in Norwich.

Table 3.7: Projected increase in population aged 65 and over, 2018 to 2028, by local authority area.

Local authority area	2018 (thousands)	2028 (thousands)	2018-2028 change (thousands)	2018- 2028 change (%)
Breckland	34.5	42.0	7.6	21.9
Broadland	33.2	39.2	6.0	18.1
Great Yarmouth	24.0	28.2	4.2	17.5
King's Lynn & West Norfolk	39.2	45.2	6.0	15.3
North Norfolk	34.3	40.3	6.0	17.4
Norwich	21.0	23.7	2.8	13.3
South Norfolk	33.1	40.9	7.8	23.5
Norfolk	219.3	259.5	40.3	18.4

Source: ONS 2018-based sub-national population projections.

Note: figures may not equal due to rounding

Norfolk's population aged 85 and over (around 3.4% of the population in 2018-based sub-national population projections) is projected to increase to around 4.0% by 2028. Over the ten years to 2028, the population aged 85 and over is projected to increase by around 7,400 people, or an increase of around 24.3% (**Table 3.8**). The highest percentage increases are in South Norfolk and Breckland and the lowest is in Norwich. This age group is the most likely to require social care, so increases in the size of this older group are likely to have a high impact on the demand for social care services.

Table 3.8: Projected increase in population aged 85 and over, 2018 to 2028, by local authority area.

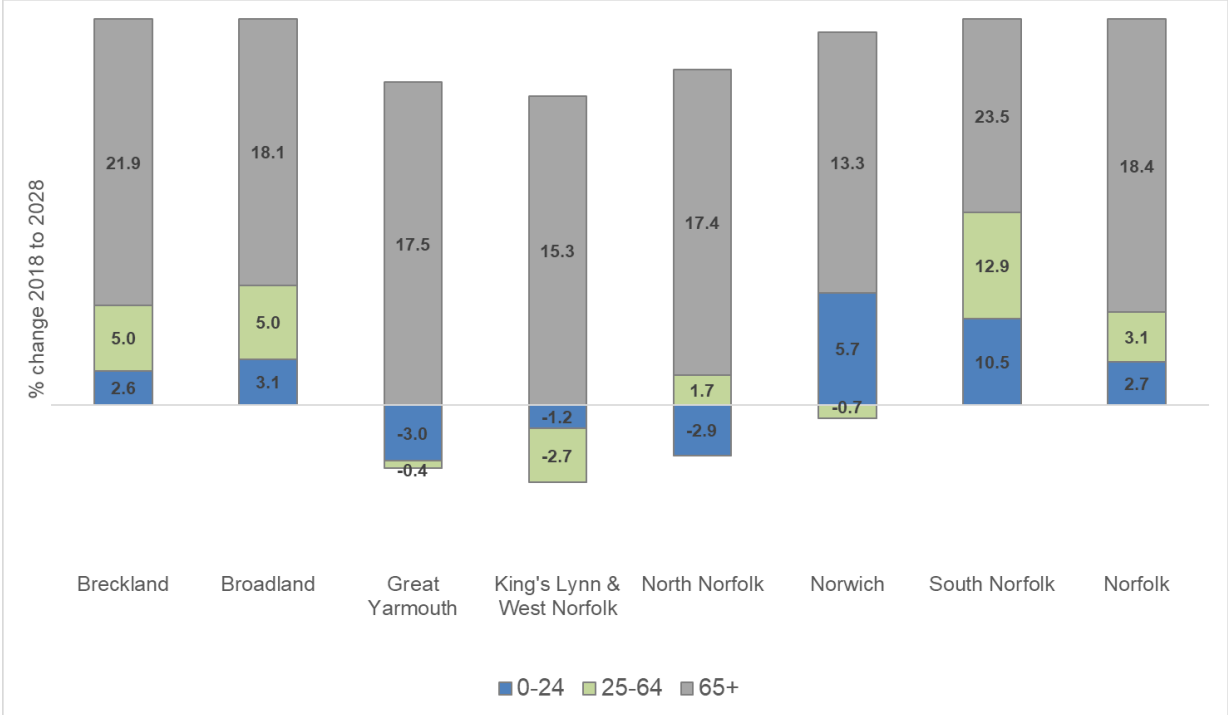
Local authority area	2018 (thousands)	2028 (thousands)	2018-2028 change (thousands)	2018- 2028 change (%)
Breckland	4.7	6.1	1.4	29.9
Broadland	4.6	5.8	1.2	26.5
Great Yarmouth	3.2	4.0	0.8	24.1
King's Lynn & West Norfolk	5.1	6.1	1.0	19.5
North Norfolk	5.0	6.0	1.0	20.9
Norwich	3.3	3.7	0.4	10.9
South Norfolk	4.5	6.0	1.6	35.3
Norfolk	30.3	37.7	7.4	24.3

Source: ONS 2018-based sub-national population projections.

Note: figures may not equal due to rounding.

The effects of the projected population change by broad age group are illustrated at **Figure 3.5**. Population growth over the ten years to 2028 as a whole is heavily influenced by growth in the 65+ population, though less so for Norwich. Populations are projected to reduce in the 0 to 24 age group for Great Yarmouth, King’s Lynn & West Norfolk, and North Norfolk. Populations are projected to reduce in the 25 to 64 age group for Great Yarmouth, King’s Lynn & West Norfolk, and Norwich.

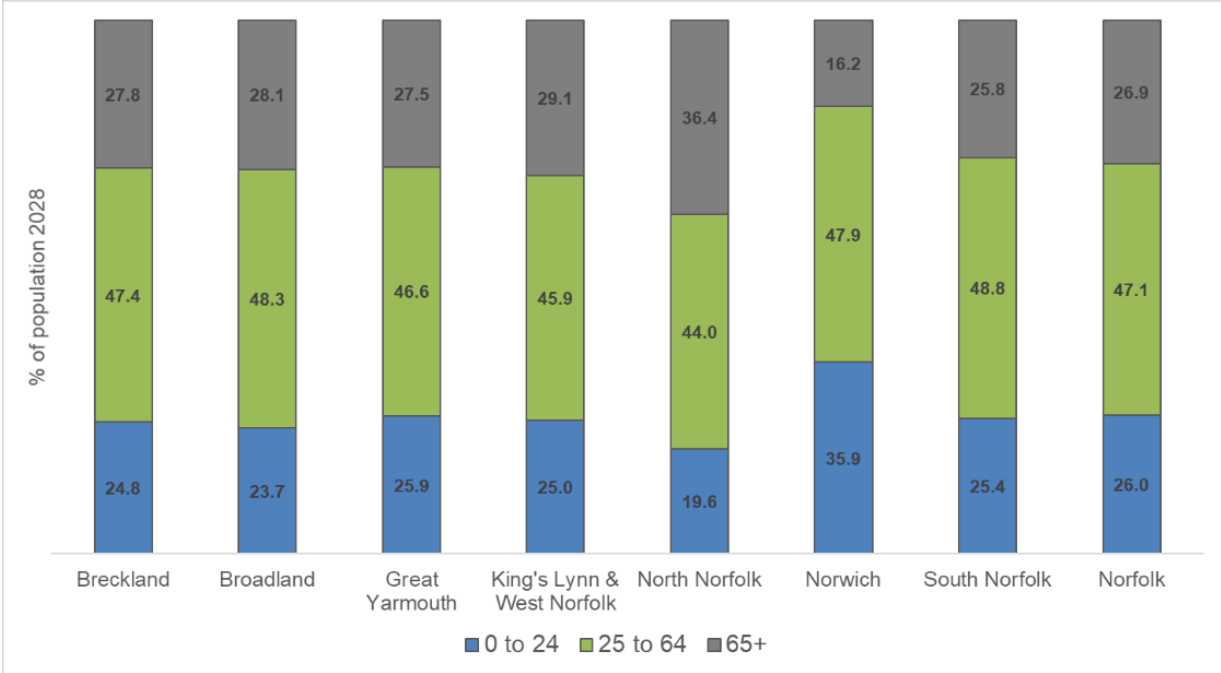
Figure 3.5: Projected population change (%) by broad age group, 2018 to 2028, by local authority area.



Source: ONS 2018-based sub-national population projections.

Figure 3.6 goes on to illustrate how these broad age groups are projected to vary between local authority areas in 2028. The two divergent cases are North Norfolk and Norwich. In the former there is projected to be a high proportion of the population aged 65 and over, related in part to the district’s popularity as a retirement area. In the latter there is projected to be a high proportion aged under 25, related in part to the area’s large student population and the tendency for graduates to remain in the area.

Figure 3.6: Projected broad age groups as percentage of population, 2028, by local authority area.

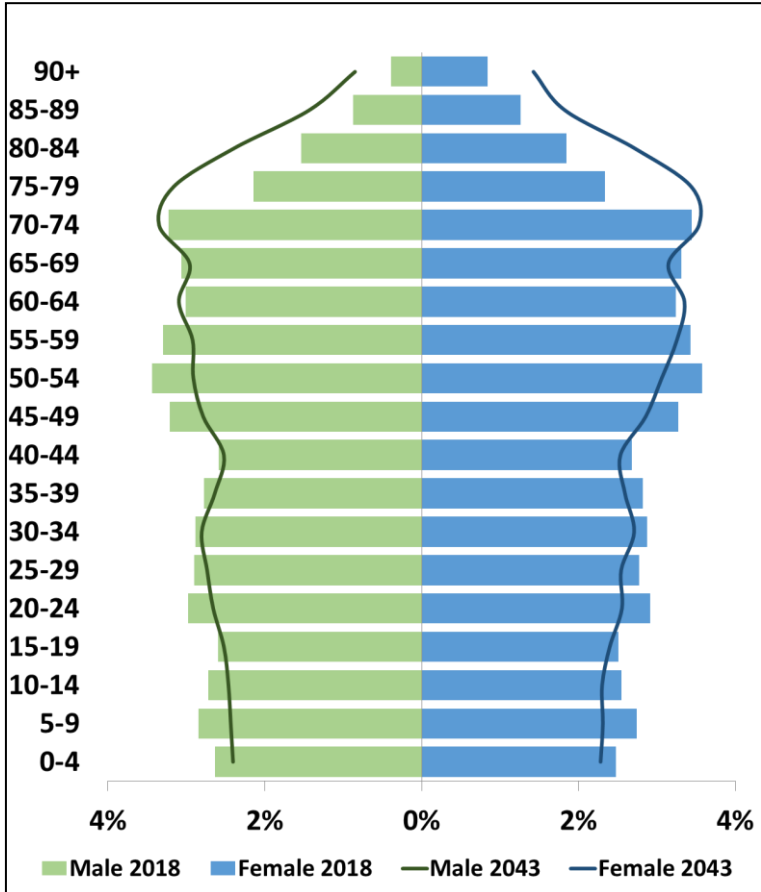


Source: ONS 2018-based sub-national population projections.

Looking further ahead, **Figure 3.7** shows Norfolk’s population by percentage breakdown for each five-year age group for 2018 compared with projections for 2043, 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 which are projected to reduce.

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

Figure 3.7: Projected proportion of males and females in Norfolk, by five-year age group, 2018 compared with 2043.



Source: ONS 2018-based sub-national population projections.

4 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.

4.1 Income

The average median¹¹ annual gross pay for all Norfolk employee jobs was around £27,650 in 2023 (provisional data) – an increase of 9.6% on the previous year (**Table 4.1**). This compares with higher annual gross pay for the East of England of around £28,880 and for England of around £29,960 in 2023.¹² Over the last year, Norfolk's pay gap has narrowed compared with national pay.

For 2023, South Norfolk and Broadland have 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 the lowest increase.

Table 4.1: Annual median gross pay for all employee jobs, 2023 (provisional data), by local authority area.

Area	Median Gross annual pay (£)	Annual percentage change
Breckland	26,670	13.1
Broadland	28,501	7.1
Great Yarmouth	27,635	11.6
King's Lynn & West Norfolk	26,221	9.0
North Norfolk	24,896	2.1
Norwich	27,718	11.9
South Norfolk	29,908	15.0
Norfolk	27,653	9.6
East of England	28,883	7.8
England	29,955	6.8

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

¹¹The 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.

¹² Annual Survey of Hours and Earnings (ASHE) 2023 (provisional), ONS – Table 7.7a

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

4.2 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 shows¹³:

- 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 2025.¹⁴

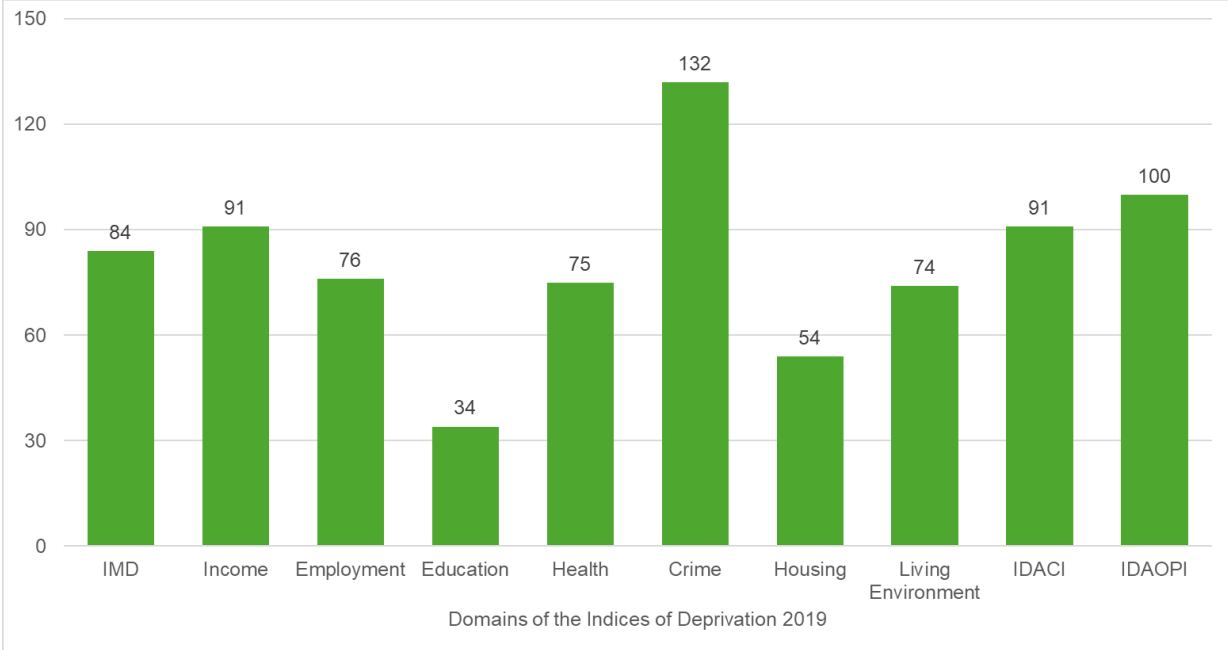
¹³ Norfolk County Council *English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release*, (July 2019) -

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

¹⁴ <https://ocsi.uk/2023/07/10/we-are-updating-the-english-indices-of-deprivation/>

Figure 4.1 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 4.1: 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.

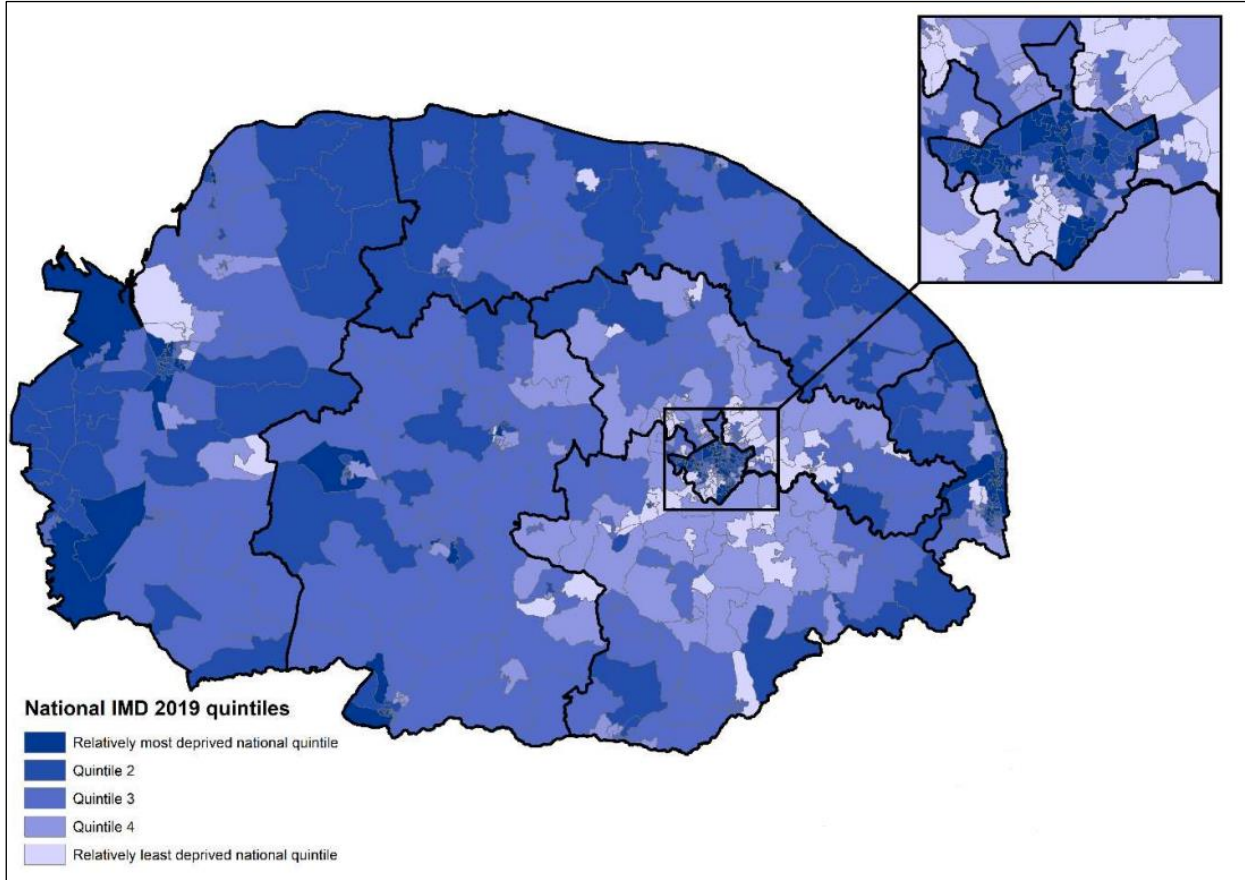


Source: Norfolk County Council English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release, (July 2019).

Note: Rank of 1 is the most relatively deprived upper tier local authority and a rank of 151 is the least relatively deprived.

Figure 4.2 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 the 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.

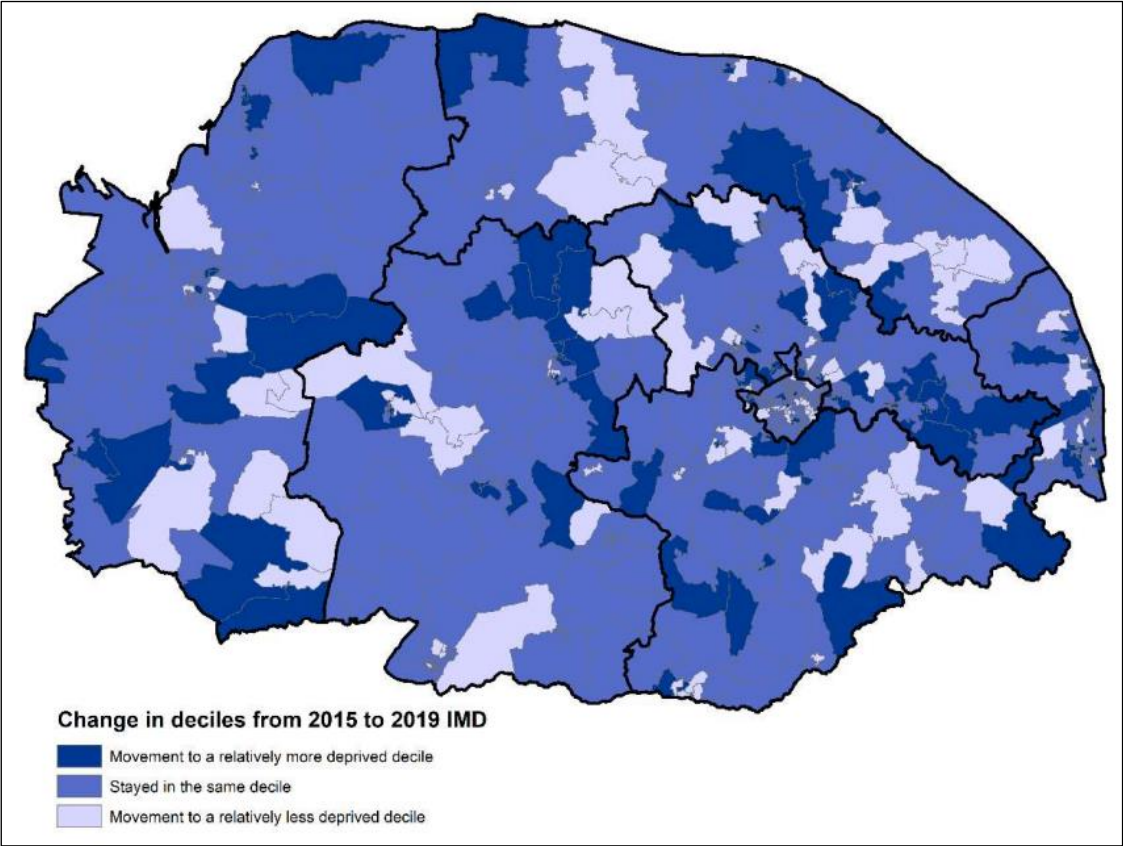
Figure 4.2: Map of national deprivation quintile for Norfolk LSOAs Index of Multiple Deprivation, 2019.



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 4.3 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 4.3: 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.](#)

[Go to NODA's Cost of Living briefing for more analysis about poverty.](#)

5 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.¹⁵

5.1 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, 11.6 women out of every 100 maternities were smoking at the time of delivery in 2022/23, which although is improving for Norfolk, remains significantly worse than the England average of 8.8%.

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 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.

¹⁵ <http://fingertips.phe.org.uk/profile/health-profiles>

During 2021/22, the level of baby's first feed being breastmilk in Norfolk was 76.1%, which is significantly better than the England average of 71.7%.

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 2022/23 shows that for Norfolk children aged 10 to 11, 22.0% of children were obese, which is not significantly different to the England average of 22.7%. Over recent years, Norfolk's level of childhood obesity has an increasing trend.

5.2 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 2022, smoking prevalence is 13.2% for Norfolk, which is not significantly different to the England average of 12.7%.

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 had decreased from 31.7% in 2013 to 21.1% in 2020, but in the last two years has risen again and in 2022 stands at 25.5%, which is not significantly different compared with the national average of 22.5%.

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.

For Norfolk, during 2021/22 the proportion of the adult population classified as overweight or obese is estimated at 63.5% (or two in three people), which is not significantly different to the England average of 63.8%.

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 2021/22, 68.3% of adults achieved the recommended level of physical activity per week, which is not significantly different to the England average of 67.3%. 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.¹⁶

5.3 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 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 2022/23 is 8.0% (representing an increasing trend), compared with 7.5% 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

¹⁶ ONS Personal Well-being in the UK, 2022/23

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

long-term care. Hip fractures are almost as common and costly as strokes and the incidence is rising.

For Norfolk during 2022/23, there were around 1,180 emergency admissions to hospitals for people aged 65 and over as a result of hip fractures. This equates to a rate of 492 per 100,000 population, which is significantly better than the England average of 558, and represents an improving trend for Norfolk.

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 2021/22, there were around 1,600 emergency hospital stays for self-harm, which equates to a rate of 186.1 per 100,000 population, which is significantly worse than the England average of 163.7.

Since the period 2017-19, Norfolk's suicide rate has not been significantly different to the England rate. For 2020-22, Norfolk's rate is 10.6 per 100,000 population, which is not significantly different compared with 10.3 for England. This means that during the three-year period 2020 to 2022, in Norfolk around 259 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 2021/22 there were around 4,920 admissions to hospital where the primary diagnosis (main reason for admission) is an alcohol-related condition. This equates to a rate of 511 per 100,000 population, which is significantly worse than the England average of 494.

Dementia

Dementia is most common in older people and can include a decline in memory, reasoning and communication skills, and a gradual loss of skills needed to carry out daily activities, becoming worse over time. People with dementia often require substantial amounts of care, particularly social care.

For Norfolk in 2020, recorded dementia prevalence for those aged 65 and over is 3.84% (around 8,500 people) which is significantly lower than the England average of 3.97%.

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 2022, estimated dementia diagnosis rate for those aged 65 and older is 55.6%, compared with 62.0% for England.

For Norfolk in 2019/20, there were around 6,200 emergency hospital admissions for people aged 65 and over with a comorbidity of dementia, the equivalent of 2,641 per 100,000, which is significantly better than the England average of 3,517.

5.4 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 2020-22) for males is 79.6 years and for females is 83.3 years, with both being significantly better than the England average. Life expectancy (three-year range 2018-20) is 7.3 years lower for males and 4.6 years lower for females in the most deprived areas of Norfolk than in the least deprived areas.

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 2018-20) for males is 62.9 years and for females is 63.9 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.

Excess winter deaths

Excess Winter Deaths Index (EWD Index) is the excess winter deaths measured as the ratio of extra deaths from all causes that occur in the winter months compared with the expected number of deaths, based on the average of the number of non-winter deaths. The number of excess winter deaths depends on the temperature and the level of disease in the population as well as other factors, such as how well-equipped people are to cope with lower temperatures. Most excess winter deaths are due to circulatory and respiratory diseases, and the majority occur amongst the elderly population.

On this basis, during the 2020-2021 period, there were around 1,430 excess winter deaths in Norfolk. This equates to a ratio of 44.2, which is significantly worse than the England average of 36.2.

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 2020 to 2022, there were 83 deaths in infants aged under one year. This equates to a rate of 3.6 per 1,000 live births, which is not significantly different to the England average of 3.9.

Circulatory disease

Circulatory 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 circulatory disease and improvements in lifestyle, but to ensure that there continues to be a

reduction in the rate of premature mortality from circulatory disease, there needs to be concerted action in both prevention and treatment.

For Norfolk in 2022, there were around 630 deaths in under 75s from all circulatory diseases. This equates to a rate of 67.5 per 100,000 population, which is significantly better than the England average of 77.8.

Cancer

Cancer is the highest cause of death in England in under 75s. 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 2022, there were around 1,150 deaths in under 75s from all cancers. This equates to a rate of 123.0 per 100,000 population, which is not significantly different to the England average of 122.47.

[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.](#)

6 Crime and disorder levels in Norfolk

Crime is inherently difficult to measure as some crime goes unreported or is under reported, victims can be unaware of some crimes such as fraud, and there are crimes where there may be no direct victims. While the two main statistical series on crime (the Crime Survey for England and Wales and the police) add to the understanding of crime, neither series produces, nor can they ever produce, a count of total crime.

Crimes are recorded by police in the year they are reported, and this may not necessarily be in the year the offence occurred. This means that historical crimes are potentially recorded long after the offence, for example over recent years there has been an increase in recorded sexual offences nationally due to historical sexual offences being reported.

Changes in police recording practices have led to discontinuity in police recorded crime figures over time, with changes having a particularly large impact on the recording of violent crime over the last few years. Therefore, police recorded violence does not provide reliable trends in crime but is a better indicator of police activity.

6.1 National context

There was no change in the volume of police recorded crime in England and Wales for the year ending March 2024 (6.7 million crimes) compared with the year ending March 2023 (6.7 million crimes). However, levels of police recorded crime have increased from 4 million crimes in the year ending March 2014. While this may include some genuine changes in trends in crimes that are reported to and recorded by the police, it will also reflect changes in police activity and recording practices.

At the national level, police recorded crime data for the year ending March 2024 shows the number of homicides were similar (583 offences) compared with the previous year (581 offences). Offences involving knives or sharp instruments increased by four per cent (to 50,510 offences) compared with the previous year (48,409 offences). Offences involving firearms increased by six per cent (to 6,268 offences) compared with the previous year (5,917 offences), attributed mainly to a 24% increase in imitation firearms. Robbery offences increased by eight per cent (to 81,019 offences) compared with the previous year (75,012 offences). Shoplifting offences rose by 30% (to 443,995 offences) compared with the previous year (342,428 offences).¹⁷

¹⁷ Crime in England and Wales: year ending March 2024 (July 2024). ONS Statistical Bulletin London - <https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingmarch2024>

6.2 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 fraud¹⁸) in Norfolk for the 12 months ending March 2024 was around 59,500 (**Table 6.1**) – this represents a 11.6% decrease compared with the year ending March 2023. This compares with smaller decreases of 5.9% for the East of England region and 3.4% for England as a whole. The rate of total recorded offences per 1,000 population for Norfolk is 64.3 and remains lower compared with 70.9 for the East of England region and 88.6 for England.¹⁹

For the year ending March 2024, 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 13.6%); sexual offences (decrease of 7.6%); theft offences (decrease of 1.2%); criminal damage and arson (decrease of 8.5%); drug offences (decrease of 9.7%); public order offences (decrease of 30.0%); and miscellaneous crimes against society (decrease of 14.5%). Increases in the numbers of police recorded crimes for Norfolk for the same period include robbery (increase of 2.6%); and possession of weapons offences (increase of 1.1%). The small percentage increases are on low volume offences, for instance robbery makes up just over half a percent of all recorded crime.

Table 6.1 shows the total police recorded crime (excluding fraud) for Norfolk by local authority area for the years to March 2023 and March 2024, along with the percentage change and the rate per 1,000 residents for March 2024. For Norfolk as a whole, total police recorded crime (excluding fraud) has decreased in the period to March 2024 by 11.6% compared with the previous year. Over the same period, total police recorded crime (excluding fraud) has decreased for all Norfolk's districts, with Great Yarmouth experiencing the highest decrease compared with the previous year (decrease of 16.5%), and Norwich experiencing the lowest decrease (decrease of 7.9%).

Norwich (114.8) and Great Yarmouth (93.4) continue to have higher crime rates (per 1,000 residents) than the Norfolk average of 64.3, although ONS advises that caution needs to be taken when considering crime rates of city centre areas, due to the often small population and household levels in these areas. The high reported crime rates in city centres are partly due to the use of small resident population and household figures as the denominator of the crime rate. The 'transient population' that migrates into these areas on a daily basis, either for work or leisure, will not be reflected in the resident population figures. Broadland (38.2) and South Norfolk (42.6) continue to have the lowest crime rates (per 1,000 residents) in the county.

¹⁸ 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.

¹⁹ ONS Police Recorded Crime Data Tables, March 2024.

Table 6.1: Total police recorded crime (excluding fraud), by number and rate per 1,000 residents for Norfolk by local authority area, year ending March 2024.

Local authority area	March 2023	March 2024	% change March 2023 to March 2024	Recorded crime rate per 1,000 population, March 2024
Breckland	8,625	7,781	-9.8	54.2
Broadland	5,902	5,114	-13.4	38.2
Great Yarmouth	11,170	9,326	-16.5	93.4
King's Lynn & West Norfolk	10,787	9,382	-13.0	60.2
North Norfolk	5,378	4,557	-15.3	44.1
Norwich	18,012	16,591	-7.9	114.8
South Norfolk	6,711	6,164	-8.2	42.6
Norfolk	67,240	59,470	-11.6	64.3
East of England	482,100	453,700	-5.9	70.9
England	5,239,800	5,059,400	-3.4	88.6

Source: ONS Recorded Crime Data Tables, March 2024.

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 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.²⁰

For the year ending March 2023²¹, 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

²⁰ 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>

²¹ ONS Crime Severity Score statistics (2023)

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

improved scores compared with the previous year, in contrast the 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.²²

For the year ending March 2023, the survey found that:

- 85% of respondents felt that Norfolk Constabulary were doing a good or excellent job – this is a one percentage point decrease compared with the previous reporting period (year ending March 2022).
- 79% of respondents indicated they had confidence in the police in their local area – this is a one percentage point increase compared with the previous reporting period.
- 63% of respondents felt police understood the issues affecting their community – this is two percentage points increase compared with the previous reporting period.
- 59% of respondents had confidence that Norfolk Constabulary will deal with crime and anti-social behaviour issues that matter – this is four percentage points increase compared with the previous reporting period.
- 56% of respondents were satisfied with the level of policing in their local area – this is five percentage points increase compared with the previous reporting period.

Norfolk Constabulary use the results of the Public Perception Survey to inform and direct engagement activity across the county.

²² The Police and Crime Commissioner for Norfolk – Annual Report 2022-2023 - <https://www.norfolk-pcc.gov.uk/document/1784/1495-OPCCN-Annual-Report-22-23-PDFUA.pdf?t=eb4b760103fdb42358d1a1822d6057a4d96f53b6>

7 Norfolk's economy

Norfolk covers a vast area of around 551,000 hectares²³ and contains several diverse economies, located within rural, urban, and coastal environments.

7.1 Structure of the local economy

Employment by industry sector

Based on the latest estimates for 2022, **Table 7.1** shows the number of jobs held by employees by industry sector for Norfolk.²⁴

On this basis, the most significant industry sector in Norfolk, in employment terms, continues to be the Wholesale and Retail Trade sector, which in 2022 employed 16.8% of employees – this compares with 15.5% for the region and 14.1% nationally.

The next most significant industry sector in employment terms continues to be the Human Health and Social Work Activities sector, which in 2022 employed 16.3% of employees – this compared with 12.4% for the region and 13.2% nationally.

The third most significant industry sector in employment terms is the Accommodation and Food Service Activities sector (overtaking the previous year's third placed Manufacturing sector), which in 2022 employed 10.3% of employees – this compares with 7.9% for the region and 7.9% nationally.

The fourth most significant industry sector in employment terms is the Manufacturing sector, which in 2022 employed 9.5% of employees – this compares with 7.4% for the region and 7.5% nationally.

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

²³ ONS Open Geography Portal.

²⁴ ONS Business Register and Employment Survey, 2022 (from Nomis).

Table 7.1: Norfolk employee jobs by industry group, 2022.

Industry	Norfolk (count)	Norfolk (%)	East of England (%)	England (%)
B: Mining and Quarrying	350	0.1	0.1	0.1
C: Manufacturing	35,000	9.5	7.4	7.5
D: Electricity, Gas, Steam and Air Conditioning Supply	600	0.2	0.2	0.3
E: Water Supply; Sewerage, Waste Management and Remediation Activities	2,500	0.7	0.8	0.7
F: Construction	22,000	6.0	6.7	4.8
G: Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	62,000	16.8	15.5	14.1
H: Transportation and Storage	13,000	3.5	5.6	5.1
I: Accommodation and Food Service Activities	38,000	10.3	7.9	7.9
J: Information and Communication	7,000	1.9	3.6	4.8
K: Financial and Insurance Activities	12,000	3.3	2.4	3.4
L: Real Estate Activities	7,000	1.9	1.9	1.9
M: Professional, Scientific and Technical Activities	20,000	5.4	8.0	9.4
N: Administrative and Support Service Activities	24,000	6.5	11.0	9.2
O: Public Administration and Defence; Compulsory Social Security	17,000	4.6	3.5	4.3
P: Education	32,000	8.7	8.7	8.6
Q: Human Health and Social Work Activities	60,000	16.3	12.4	13.2
R: Arts, Entertainment and Recreation	9,000	2.4	2.2	2.4
S: Other Service Activities	5,000	1.4	1.7	2.0
TOTAL	368,000	100	100	100

Source: ONS Business Register and Employment Survey, 2022 (from Nomis).

Notes: Employee jobs excludes self-employed, government-supported trainees and HM Forces. Data excludes farm-based agriculture.

Full-time and part-time employment split

Norfolk has a relatively high proportion of part-time jobs compared with national and regional averages (**Table 7.2**), with an average of 35.1% of jobs being part-time compared with 31.7% for the region and 30.9% nationally.²⁵ Of Norfolk's districts, Great Yarmouth (40.5%) and North Norfolk (39.4%) have the highest levels of part-time jobs.

Table 7.2: Norfolk full-time and part-time employment split (%) by local authority area, 2022.

Area	Full-time %	Part-time %
Breckland	68.8	31.2
Broadland	69.4	30.6
Great Yarmouth	59.5	40.5
King's Lynn & West Norfolk	64.9	35.1
North Norfolk	60.6	39.4
Norwich	65.1	34.9
South Norfolk	63.8	36.2
Norfolk	64.9	35.1
East of England	68.3	31.7
England	69.1	30.9

Source: ONS Business Register and Employment Survey, 2022 (from Nomis).

²⁵ ONS Business Register and Employment Survey, 2021 (from Nomis).

Occupational structure

Table 7.3 shows Norfolk's occupational structure for 2023²⁶, for the occupational groups according to the Standard Occupation Classification 2010 (SOC 2010).²⁷ Employment in the major groups 1 to 3 (including managers, directors, senior officials, professional occupations and associate professional & technical) for Norfolk is 47.7% - this compares with 53.5% for the region and 53.4% nationally.

Employment in the major groups 4 and 5 (including administrative, secretarial, and skilled trade occupations) for Norfolk is 21.7% - this compares with 19.5% for the region and 18.2% nationally.

Employment in the major groups 6 and 7 (including caring, leisure, other service occupations, sales, and customer service occupations) for Norfolk is 13.9% - this compares with 13.9% for the region and 14.0% nationally.

Employment in the major groups 8 and 9 (including process plant & machine operatives and elementary occupations) for Norfolk is 16.8% - this compares with 13.0% for the region and 14.5% nationally.

Table 7.3: Norfolk employment by occupation group, 2023.

Occupation by Standard Occupation Classification 2010	Norfolk (count)	Norfolk (%)	East of England (%)	England (%)
SOC 2010 Major Group 1-3	206,400	47.7	53.5	53.4
1 Managers, Directors and Senior Officials	53,900	12.5	12.4	11.2
2 Professional Occupations	93,400	21.6	25.8	27.0
3 Associate Professional Occupations	59,100	13.6	15.2	15.1
SOC 2010 Major Group 4-5	93,900	21.7	19.5	18.2
4 Administrative & Secretarial Occupations	42,700	9.9	10.6	9.5
5 Skilled Trades Occupations	51,300	11.8	8.8	8.6
SOC 2010 Major Group 6-7	60,000	13.9	13.9	14.0
6 Caring, Leisure and Other Service Occupations	30,900	7.1	7.7	7.8
7 Sales and Customer Service Occupations	29,100	6.7	6.2	6.1
SOC 2010 Major Group 8-9	72,600	16.8	13.0	14.5
8 Process Plant & Machine Operatives	23,000	5.3	4.8	5.3
9 Elementary Occupations	49,600	11.5	8.1	9.1

Source: ONS annual population survey, 2023 (from Nomis).

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

²⁶ ONS annual population survey, 2023 (from Nomis).

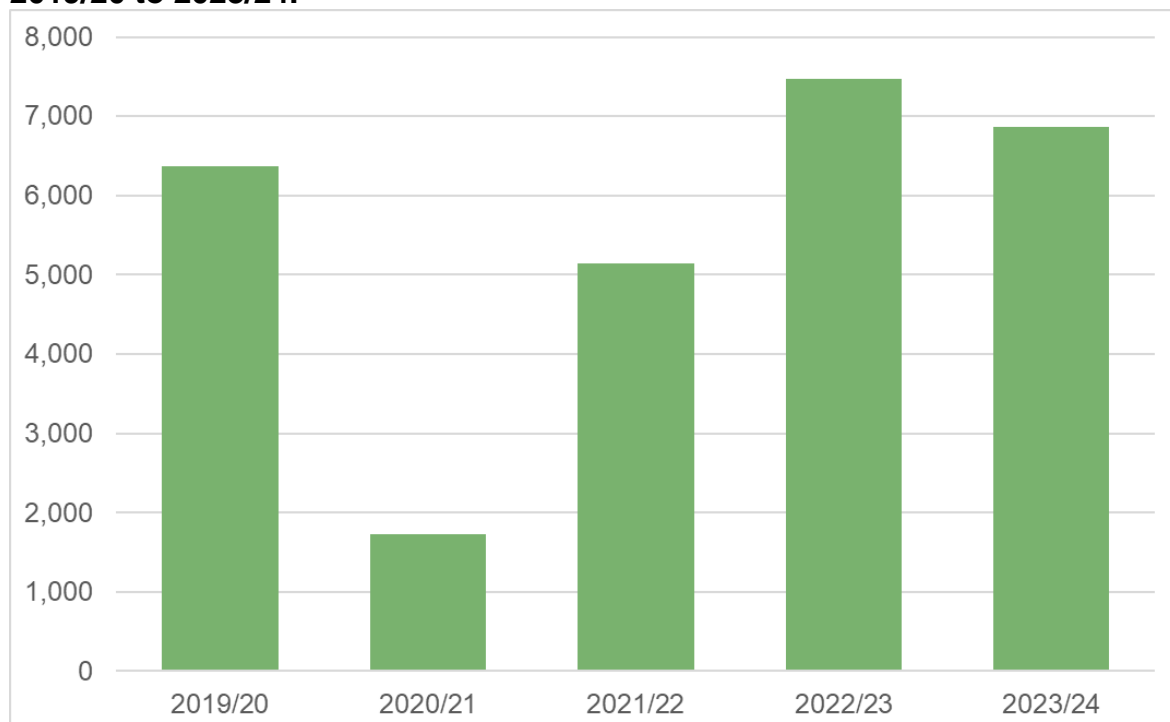
²⁷ Numbers and % are for those of 16+; % is a proportion of all persons in employment.

Migrant workers

There are a number of sources of information about migrant workers entering the county, 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. A NINo is generally required by any overseas national (aged 16 to 64) looking to work or claim benefits or tax credits in the UK, including the self-employed and students working part time. The statistics provide a measure of immigration (inflow) but do not reflect emigration (outflow), or the overall migrant population (stock). All adult overseas nationals allocated a NINo are included regardless of their length of stay in the UK. 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 2023/24 (**Figure 7.1**).²⁸ Levels and fluctuations can be accounted for by changes to EU and UK labour market restrictions, changing economic conditions over recent years and the impact of COVID-19. For 2023/24, Norfolk had around 6,870 NINo registrations to adult overseas nationals. This is a decrease of around 600 on the previous year, or an eight percent decrease on the previous year compared with a 14% decrease for England as a whole.

Figure 7.1: Number of Norfolk NINo registrations to adult overseas nationals, 2019/20 to 2023/24.



Source: DWP Stat-Xplore NINo registrations to adult overseas nationals entering the UK, 2024.

²⁸ DWP Stat-Xplore NINo registrations to adult overseas nationals entering the UK, 2024.

Size of enterprises

In Norfolk for 2023, 99.7% of local business units employ fewer than 250 people and 88.0% 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.

The highest proportion of micro-businesses is found in South Norfolk where 90.3% of business units employ fewer than ten people. The highest proportion of larger business units with more than 250 employees are found in Norwich. All the Norfolk districts, with the exception of Norwich, have a similar or lower level of larger business units than the national average.²⁹

7.2 Economic competitiveness

Weekly pay

Average gross weekly pay in 2023 for full-time workers in Norfolk is £643.30 (**Table 7.4**), compared with higher average pay for the East of England region of £705.70 and England of £683.40.³⁰ Compared with the previous year, Norfolk's average gross weekly full-time pay has increased by 6.8% compared with 5.3% for the region and 5.4% nationally.

At £676.50, Broadland's average gross weekly full-time pay is the highest in Norfolk, with North Norfolk having the lowest at £583.60. Compared with the previous year, North Norfolk has a 0.6% decrease in average gross weekly full-time pay, in contrast to all other Norfolk districts that have seen increases.

Table 7.4: Norfolk weekly gross pay (£) for full-time employee jobs, by local authority area, 2023.

Area	Full-time weekly pay 2023 £	% change from 2022
Breckland	629.30	6.5
Broadland	676.50	7.3
Great Yarmouth	624.50	5.7
King's Lynn & West Norfolk	650.60	10.2
North Norfolk	583.60	-0.6
Norwich	648.50	9.1
South Norfolk	656.90	4.5
Norfolk	643.30	6.8
East of England	705.70	5.3
England	683.40	5.4

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2023 (from Nomis).

²⁹ ONS Inter Departmental Business Register data, 2023 (from Nomis).

³⁰ ONS Annual Survey of Hours and Earnings (ASHE), 2023 (from Nomis).

In terms of gross weekly pay for part-time workers, the 2023 Norfolk average is £232.50 (**Table 7.5**), compared with similar average part-time pay for the East of England region of £241.50 and England of £240.90. Compared with the previous year, Norfolk's average gross weekly part-time pay has increased by 1.2% compared with higher increases of 5.4% for the region and 5.6% nationally.

At £248.00, Breckland's average gross weekly part-time pay is the highest in Norfolk, with Great Yarmouth having the lowest at £216.50. Compared with the previous year, only Breckland, Broadland and Norwich have an increase in average gross weekly part-time pay, with the other four Norfolk districts having decreases.

Table 7.5: Norfolk weekly gross pay (£) for part-time employee jobs, by local authority area, 2023.

Area	Part-time weekly pay 2022 £	% change from 2021
Breckland	248.00	9.3
Broadland	240.30	4.4
Great Yarmouth	216.50	-0.7
King's Lynn & West Norfolk	224.10	-4.2
North Norfolk	217.50	-1.0
Norwich	238.30	16.2
South Norfolk	228.50	-10.9
Norfolk	232.50	1.2
East of England	241.50	5.4
England	240.90	5.6

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2023 (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 Norfolk³¹ for 2022 is £23,485, which is typically lower than the East of England (£29,586) and England (£33,976).³² Norfolk GVA (balanced) per head annual growth rate for 2022 is 7.6%, compared with 8.3% for the region and 8.6% nationally.

³¹ GVA per head figure is mean average of the three NUTS3 areas for Norfolk.

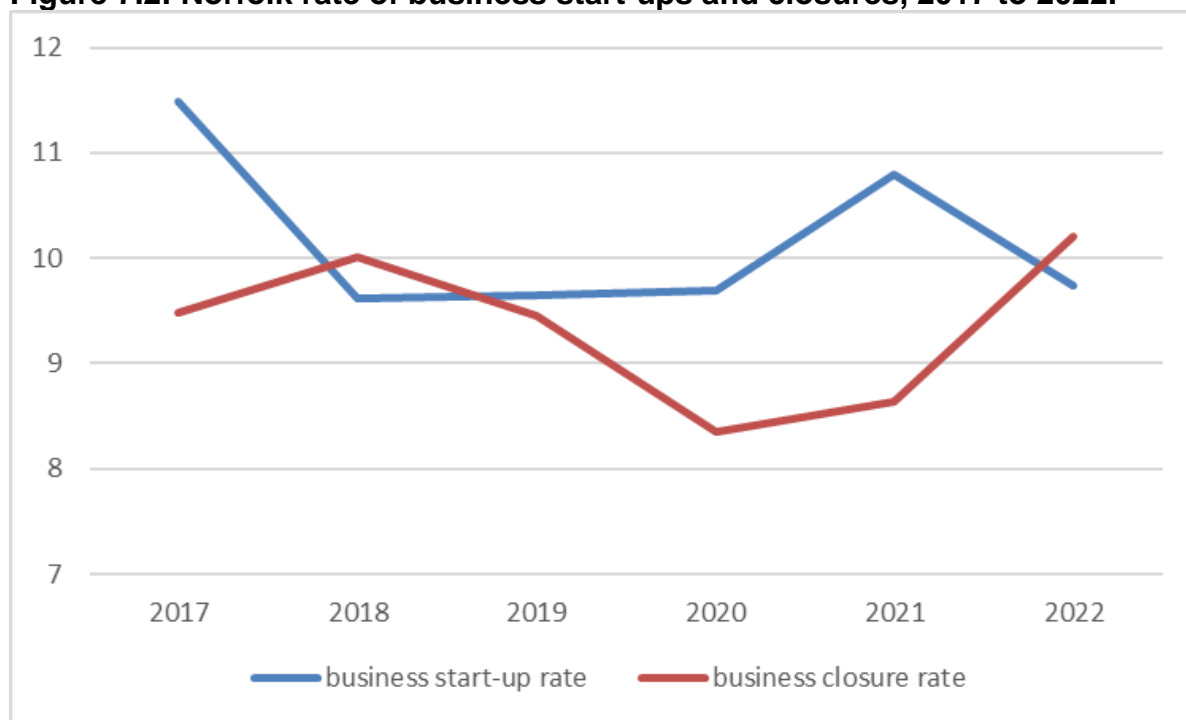
³² ONS Regional gross value added (balanced) per head and income components, 2022 -

<https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/nominalregionalgrossvalueaddedbalancedperheadandincomecomponents>

Rates of Business Start-ups and Closures

In 2022, Norfolk had a stock of active enterprises of around 33,565, which is an increase on the previous year of around 345 enterprises.³³ Over recent years for Norfolk, the rate of new enterprise start-ups has been higher than the rate of enterprise closure, except for in 2018 and the most recent year 2022 (**Figure 7.2**). In 2022, there were around 3,270 new business start-ups in Norfolk, which is a rate of 9.7 per 100 active enterprises, which is lower than the England rate of 11.6. For Norfolk, there were around 3,425 business closures in 2022, which is a rate of 10.2 per 100 active enterprises, which is lower than the England rate of 12.0. On this basis, Norfolk has a negative net rate of business start-ups against business closures of 0.5, compared with England's negative net rate of 0.4.

Figure 7.2: Norfolk rate of business start-ups and closures, 2017 to 2022.



Source: ONS Business Demography, 2022.

Survival of Enterprises

Businesses in Norfolk have a slightly better rate of survival over five years (40.1%) than the East of England region (39.2%) and England (39.4%) averages, based on 2017 business start-ups. There are notable differences in survival rates across the county, with North Norfolk (50.8%) and King's Lynn & West Norfolk (49.5%) having the highest survival rates, and Norwich (24.7%) having the lowest survival rate over the five years.³⁴

³³ ONS Business Demography, 2022 -

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

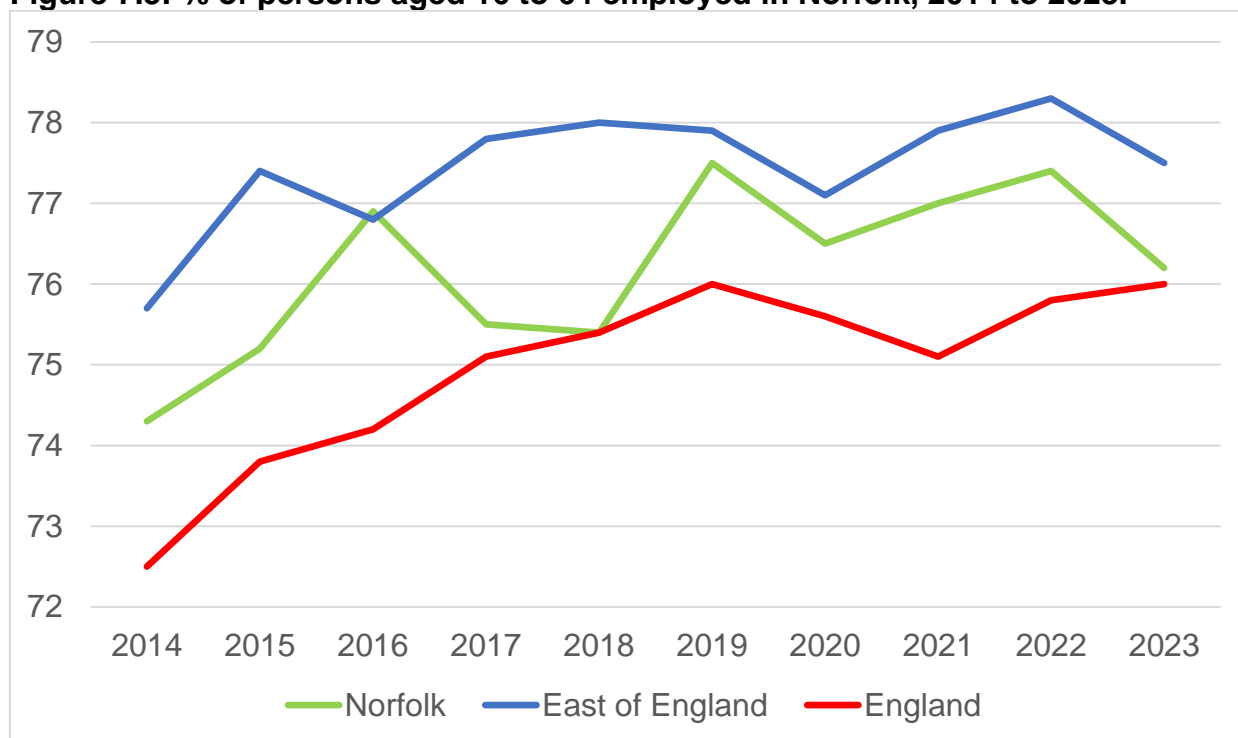
³⁴ ONS Business Demography, 2022.

7.3 Labour market

Employment

The rate of employment in Norfolk stands at 76.2% for the year to December 2023, or around 432,900 people. This compares with 77.5% for the East of England region and 76.0% for England as a whole.³⁵ **Figure 7.3** shows the annual proportion of those aged 16 to 64 in employment from 2014 to 2023 (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. Over the last year, the national employment rate has remained stable in contrast to the rates for Norfolk and the region, which have worsened.

Figure 7.3: % of persons aged 16 to 64 employed in Norfolk, 2014 to 2023.



Source: ONS annual population survey, 2023 (from Nomis).

Unemployment

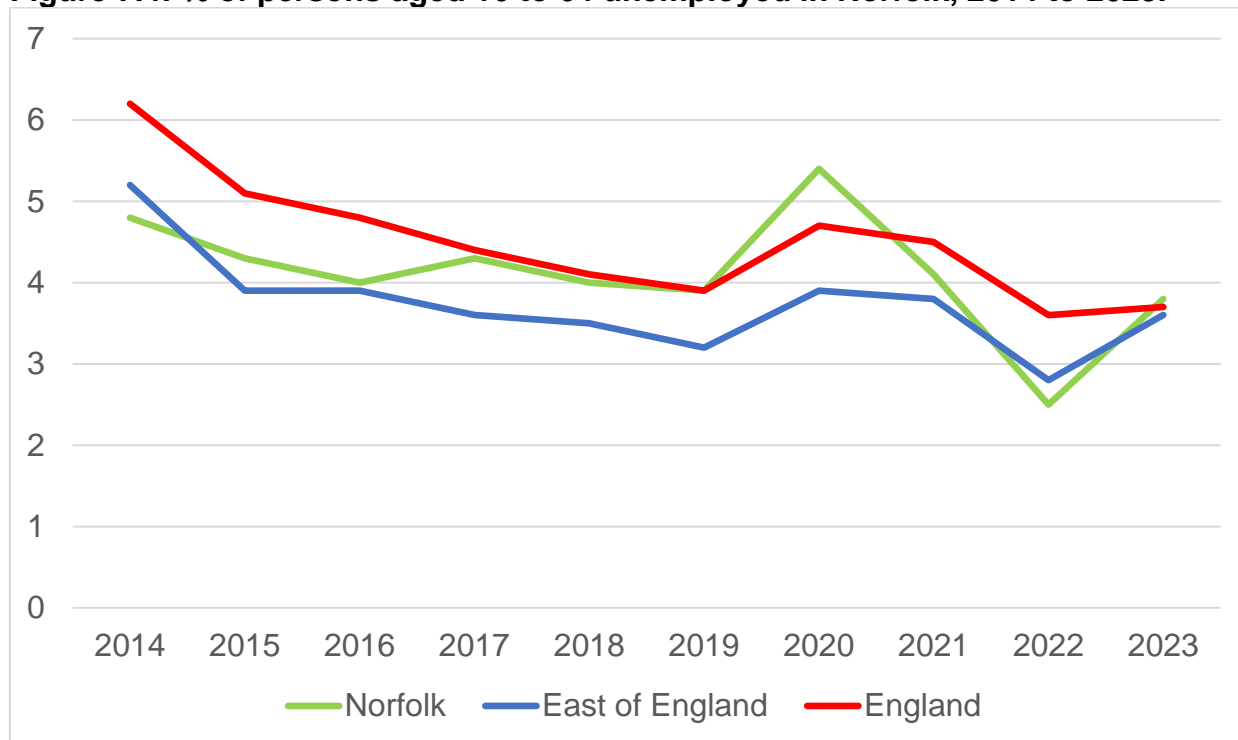
The rate of unemployment in Norfolk stands at 3.8% for the year to December 2023, or around 16,900 people. This compares with 3.6% for the East of England region and 3.7% for England as a whole.³⁶ **Figure 7.4** shows the annual proportion of those aged 16 to 64 who were unemployed from 2014 to 2023 (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. Over the last year, the national unemployment rate has

³⁵ ONS annual population survey, 2023 (from Nomis). Numbers are for those aged 16 and over; % are for those aged 16-64.

³⁶ ONS annual population survey, 2023 (from Nomis). Numbers and % are for those aged 16 and over; % is a proportion of economically active (aged 16 to 64).

remained stable in contrast to the rates for Norfolk and the region, which have worsened.

Figure 7.4: % of persons aged 16 to 64 unemployed in Norfolk, 2014 to 2023.



Source: ONS annual population survey, 2023 (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.³⁷ 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.

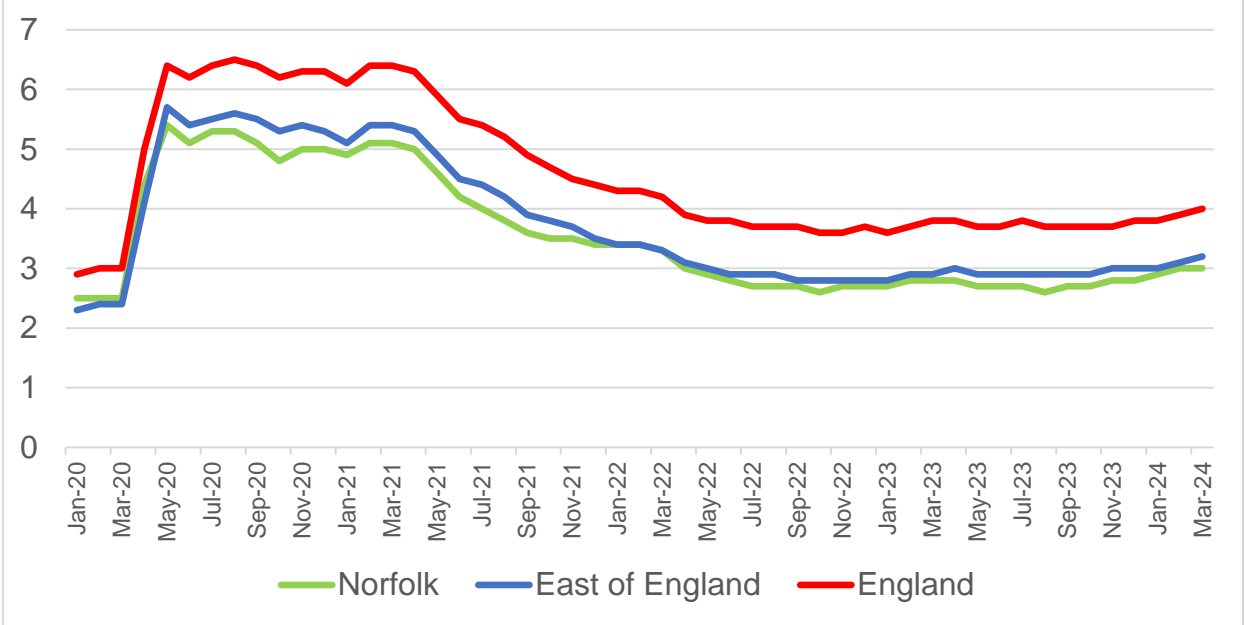
The Claimant Count rate for Norfolk stands at 3.0% for the month of March 2024, or around 16,300 people claiming benefit principally for the reason of being unemployed. This compares with 3.2% for the East of England region and 4.0% for England as a whole.³⁸ **Figure 7.5** shows the monthly Claimant Count rate of those aged 16 to 64 from January 2020 to March 2024, compared with the region and nationally. The trend

³⁷ ONS Nomis - The measure of the number of people receiving Universal Credit principally for the reason of being unemployed is still being developed by the Department for Work and Pensions. Consequently, this component of the total Claimant Count does not yet correctly reflect the target population of unemployed claimants and is subject to revisions. For this reason, the Claimant Count is currently designated as Experimental Statistics.

³⁸ ONS Claimant Count, 2024 (from Nomis) Monthly data. % is the number of claimants as a proportion of resident population of area aged 16-64.

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 until around January 2023, after which rates have tended to stabilise.

Figure 7.5: Claimant Count (%) of persons aged 16 to 64 in Norfolk, January 2020 to March 2024.



Source: ONS Claimant Count, 2024 (from Nomis).

Norfolk County Council is currently working on the Norfolk Economic Strategy with associated evidence-base. This is due to be published autumn 2024 and will contain further insight of economic data for Norfolk.

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

[Go to NODA’s population overview paper for more data about Norfolk’s labour market at district level.](#)

8 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.

8.1 Educational attainment

Early Years outcomes

The Early Years Foundation Stage Profile (EYFSP) is a statutory assessment of children's development at the end of the academic year in which children turn five, usually reception year. Each child's level of development is assessed against 17 early learning goals across all seven areas of learning in the EYFSP.

Table 8.1 shows that for 2022/23, 67.4% of Norfolk pupils achieved a good level of development (GLD) in EYFSP, which is similar to the national level of 67.2%. Compared with the previous year, Norfolk pupils' achievement is up three percentage points (up from 64.4% in 2021/22), which is similar to the two ppts increase in achievement at the national level (up from 65.2% in 2021/22).³⁹

Table 8.1: Pupils achieving EYFSP Good Level of Development (%), 2021/22 and 2022/23.

Area	2021/22	2022/23
Norfolk	64.4	67.4
England	65.2	67.2

Source: Department for Education. Early years foundation stage profile results: academic year 2022/23.

³⁹ Department for Education. Early years foundation stage profile results: academic year 2022/23 - <https://explore-education-statistics.service.gov.uk/find-statistics/early-years-foundation-stage-profile-results/2022-23>

Phonics (Year 1) outcomes

The phonics screening check is a statutory assessment for Year 1 pupils (typically aged six) that confirms whether they have met the expected standard in phonic decoding.⁴⁰ Teachers administer the check one-on-one with each pupil and record whether their response to each of the 40 words is correct. Each pupil is awarded a mark between 0 and 40. The threshold to determine whether a pupil had met the expected standard is 32.

Table 8.2 shows that for 2022/23 (provisional data), 76% of Norfolk pupils met the expected standard of 32+/40 in Phonics (Yr1), which is three percentage points below the national level of 79%. Compared with the previous year, Norfolk pupils' achievement is up by five pts (up from 71% in 2021/22), which is similar to the four pts increase in achievement at the national level (up from 75% in 2021/22).⁴¹

Table 8.2: Pupils achieving Phonics (Year 1) expected standard 32+/40 (%), 2021/22 and 2022/23 (provisional).

Area	2021/22	2022/23 (provisional)
Norfolk	71	76
England	75	79

Source: Department for Education. Key stage 1 and phonics screening check attainment: academic year 2022/23.

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.

Table 8.3. shows that for 2022/23, 52% of Norfolk pupils achieved the expected standard in reading writing and maths, which is below the national level of 60%. Compared with the previous year, Norfolk pupils' achievement is up by two percentage points (up from 50% in 2021/22), which is similar to the one ppt increase in achievement at the national level (up from 59% in 2021/22).⁴²

Table 8.3: Pupils achieving Key Stage 2 Expected Standard in reading, writing and maths (%), 2021/22 and 2022/23 (revised).

Area	2021/22	2022/23 (revised)
Norfolk	50	52
England	59	60

Source: Department for Education. Key Stage 2 attainment: academic year 2022/23.

⁴⁰ Key Stage 1 (KS1) data has not been included as from the 2023/2024 academic year KS1 reporting is no longer a statutory requirement and schools are not obliged to report. The Phonics (Year 1) data has been included instead, as this will continue to be reported annually.

⁴¹ Department for Education. Key stage 1 and phonics screening check attainment: academic year 2022/23 - <https://explore-education-statistics.service.gov.uk/find-statistics/key-stage-1-and-phonics-screening-check-attainment>

⁴² Department for Education. Key Stage 2 attainment: academic year 2022/23 - <https://explore-education-statistics.service.gov.uk/find-statistics/key-stage-2-attainment>

Key Stage 4 outcomes

Key Stage 4 (KS4) assessments are taken at the end of Year 11, usually when children are 16 years old.

Table 8.4. shows that for 2022/23, 64.0% of Norfolk pupils achieved grades 4 or above in English and mathematics GCSEs, which is similar to the national level of 65.4%. Compared with the previous year, Norfolk pupils' achievement is down by 3.6 percentage points (down from 67.6% in 2021/22), which is comparable with the 3.6 ppts drop in achievement at the national level (down from 69.0% in 2021/22).⁴³

Table 8.4: Pupils achieving Key Stage 4 grades 4 or above in English and mathematics GCSEs (%), 2021/22 and 2022/23 (revised).

Area	2021/22	2022/23 (revised)
Norfolk	67.6	64.0
England	69.0	65.4

Source: Department for Education. Key Stage 4 performance: academic year 2022/23.

[Go to NODA's population overview paper for more data about Norfolk pupils' attainment at district level.](#)

[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.](#)

⁴³ Department for Education. Key Stage 4 performance: academic year 2022/23 - <https://explore-education-statistics.service.gov.uk/find-statistics/key-stage-4-performance>

8.2 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 are⁴⁴:

- 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 8.5 shows that overall for 2023, the proportion of Norfolk residents aged 16 to 64 with no RQF qualifications is 6.0% (or 30,900 people), compared with 5.3% for the East of England and 6.2% for England. For Norfolk, 39.7% have a RQF level 4 qualification and above (HND, Degree and Higher Degree level qualifications or equivalent), compared with 42.8% for the East of England and 46.7% for England.

Table 8.5: People aged 16 to 64 qualified at a particular Registered Qualifications Framework (RQF) level and above, 2023.

RQF level	Norfolk (Count)	Norfolk (%)	East of England (%)	England (%)
RQF 4 and above	205,100	39.7	42.8	46.7
RQF 3 and above	336,100	65.1	64.7	67.4
RQF 2 and above	451,600	87.5	88.0	86.6
RQF 1 and above	469,300	91.0	90.9	89.2
other qualifications (RQF)	15,800	3.1	3.8	4.7
no qualifications (RQF)	30,900	6.0	5.3	6.2

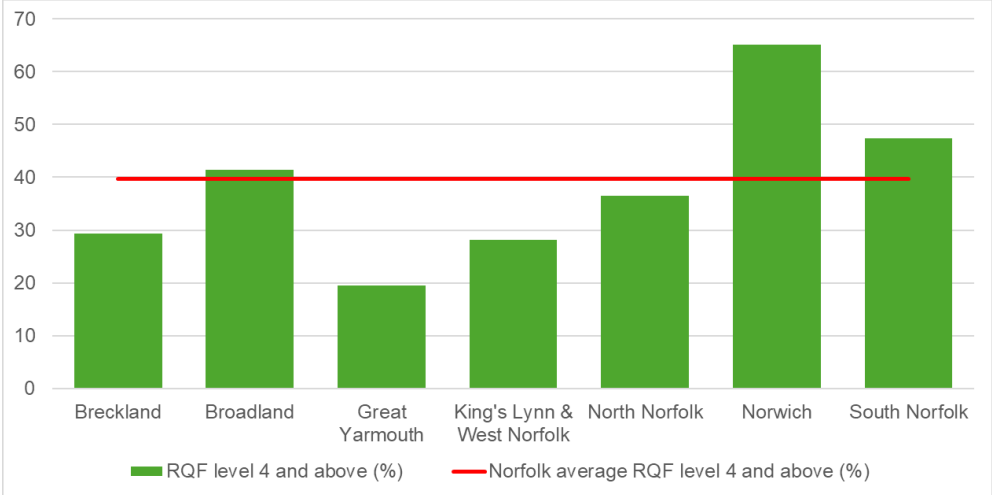
Source: ONS Annual Population Survey, 2023.

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 in this Table are not additive.

⁴⁴ ONS Nomis area profiles.

Figure 8.1 shows that within Norfolk for 2023, Norwich has the highest proportion of people aged 16 to 64 qualified at RQF level 4 and above (65.1%) and Great Yarmouth has the lowest (19.5%). Great Yarmouth (19.5%), King’s Lynn & West Norfolk (28.2%), Breckland (29.3%) and North Norfolk (36.5%) have lower rates than the Norfolk average (39.7%).

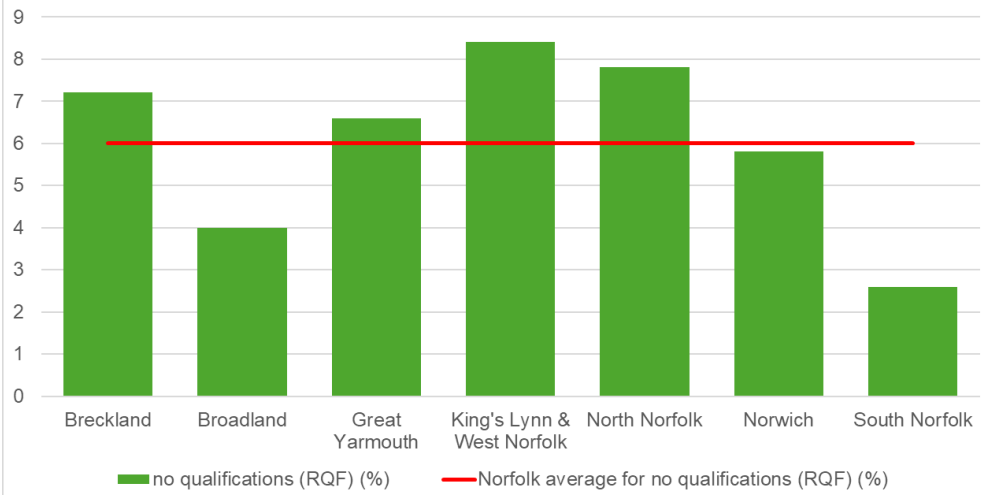
Figure 8.1: Percentage of people aged 16 to 64 qualified at Registered Qualifications Framework (RQF) level 4 and above, 2023, by local authority area.



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.

Figure 8.2 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%).

Figure 8.2: 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.

Latest data shows that for the year ending March 2023, the proportion of Norfolk's 16 and 17-year-olds participating in education and training is 87.5% (down 0.6 percentage points on the previous year), compared with 91.6% (down 0.6 ppts) for the East of England region and 92.3% (down 0.7 ppts) for England.

Latest data shows that at the end of 2022, the proportion of Norfolk's 16 and 17-year-olds who are NEET (including not known, as not knowns can mask underlying NEET) is 5.2% (up 0.3 percentage points on the previous year), compared with 4.2% (up 0.3 ppts) for the East of England region and 5.2% (up 0.5 ppts) for England.⁴⁵

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 4,860 apprenticeship starts during the 2022/23 academic year, compared with 5,120 during the 2021/22 academic year. This is a five per cent decrease in apprenticeship starts compared with 2021/22, which is similar to the three per cent decrease for England overall.

During the 2022/23 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 most popular sectors for apprenticeship starts during the 2022/23 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 2022/23 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.⁴⁶

⁴⁵ Department for Education NEET and participation data 2022/23 -

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

⁴⁶ Department for Education Apprenticeships and traineeships Academic year 2022/23 (summarised on the Apprenticeships Norfolk app) - <https://explore-education-statistics.service.gov.uk/find-statistics/apprenticeships-and-traineeships>

9 Concluding remarks

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.



If you need this document in large print, audio, Braille, alternative format or in a different language please contact Customer Services on 0344 800 8020 or Text Relay on 18001 0344 800 8020 (textphone) and we will do our best to help.

If you have any queries about this publication, please contact the Insight & Analytics Team by email i&a@norfolk.gov.uk

www.norfolk.gov.uk/noda

www.norfolk.gov.uk

Published August 2024