



GREAT YARMOUTH OLDER PERSONS STRATEGY

Evidence Base

September 2023

1. Introduction

1.1 Purpose of This Publication

This document produced by the Norfolk Office of Data and Analytics (NODA) is designed to centralise multiple sources of information relating to Great Yarmouth and its residents. The purpose of this compilation of data is to provide a statement of evidence and offer insight and context to multiple aspects of the lives of Great Yarmouth residents, including demographic, health and wellbeing profiles, income, and housing. We have not used the data to make recommendations as this is beyond the scope of this piece of work. Instead, this data pack is intended to provide our partners and the public with a sound evidence base on which to have these conversations.

1.2 Statement on Data

The data presented in this document has been compiled from a variety of publicly available sources including, but not limited to the Office for National Statistics (ONS), the Valuation Office Agency, Sport England, Public Health England, Department for Work and Pensions, and ThinkBroadband. References to the original sources of data are made throughout the document to corroborate the information provided and signpost to the data's origin for future use by the reader, if desired. Wherever possible, the most recent data has been included to give the most up to date picture of each of the topics covered. It should be noted that there are often differences in how frequently various data sources and indicators are refreshed or updated. As a result, some indicators and data sources may be more current than others. Furthermore, in order to ensure the veracity of data released to the public there is often a delay between data collection and data publication while all necessary verifications take place. This in turn results in lags in data publication. In terms of comparator data, most sources included in this briefing compare figures for Great Yarmouth with figures for Norfolk, the East of England Region, and/or for all of England. Wherever possible, data has been provided at district level and ward level to shed light on differences within the county and districts, however, it should be noted that not all data is available to the same degree of granularity meaning that some data is available only at county level, some at district, and others at ward level.

Contents

1. Introduction.....	0
1.1 Purpose of This Publication	1
1.2 Statement on Data.....	1
2. Population.....	3
2.1 Current Population Size and Age Distribution.....	3
2.2 Population Changes – Past and Projected	5
3. Life Expectancy	8
3.1. Life Expectancy at Birth.....	8
4. Disability.....	9
5. Unpaid Carers.....	11
6. Mental Health and Wellbeing.....	14
7. Household Size and Housing	16
7.1 Dwelling Counts and Types	16
7.2 Household Size.....	18
7.3 Housing Tenure.....	20
7.4 Residential Property Prices and Sales.....	22
7.5 Council Tax Bands.....	25
7.6 Decent Homes	27
8. Digital Connectivity and Exclusion.....	29
9. Income and Deprivation	32
9.1 Median Annual Income	32
9.2 Indices of Multiple Deprivation	33
9.3 Children in Low Income Families	34
9.4 Fuel Poverty	35
Appendix A	37

2. Population

2.1 Current Population Size and Age Distribution

At the time of the 2021 Census conducted by Office for National Statistics (ONS), the population of Great Yarmouth district stood at approximately 99,700 people. Of these, approximately 48,900 people (49%) were recorded as Male, and 50,900 (51%) were recorded as Female. This distribution of Males and Females in the district is comparable to the distribution in Norfolk, and the whole of England.

In terms of broad age groups, approximately 16,100 individuals in Great Yarmouth were aged less than 15 years old; this equates to approximately 16% of the population of the district. Around 59,800 individuals were aged between 15-64 years of age, accounting for approximately 60% of the population of Great Yarmouth. Finally, around 24,000 Great Yarmouth residents were recorded as being aged 64 and above, equating to approximately 24% of the district's population.

Figure 1: Broad Age Groups at District, County, and National Levels (2021)

Name	Great Yarmouth	Norfolk	England
Total Under 15	16,100	139,900	983,8700
Total Under 15 (%)	16.1	15.3	17.4
Total 15 - 64	59,800	552,500	36,249,800
Total 15 - 64 (%)	59.9	60.3	64.2
Total Over 64	24,000	223,900	10,401,200
Total Over 64 (%)	24	24.4	18.4

Some figures may not total due to rounding.

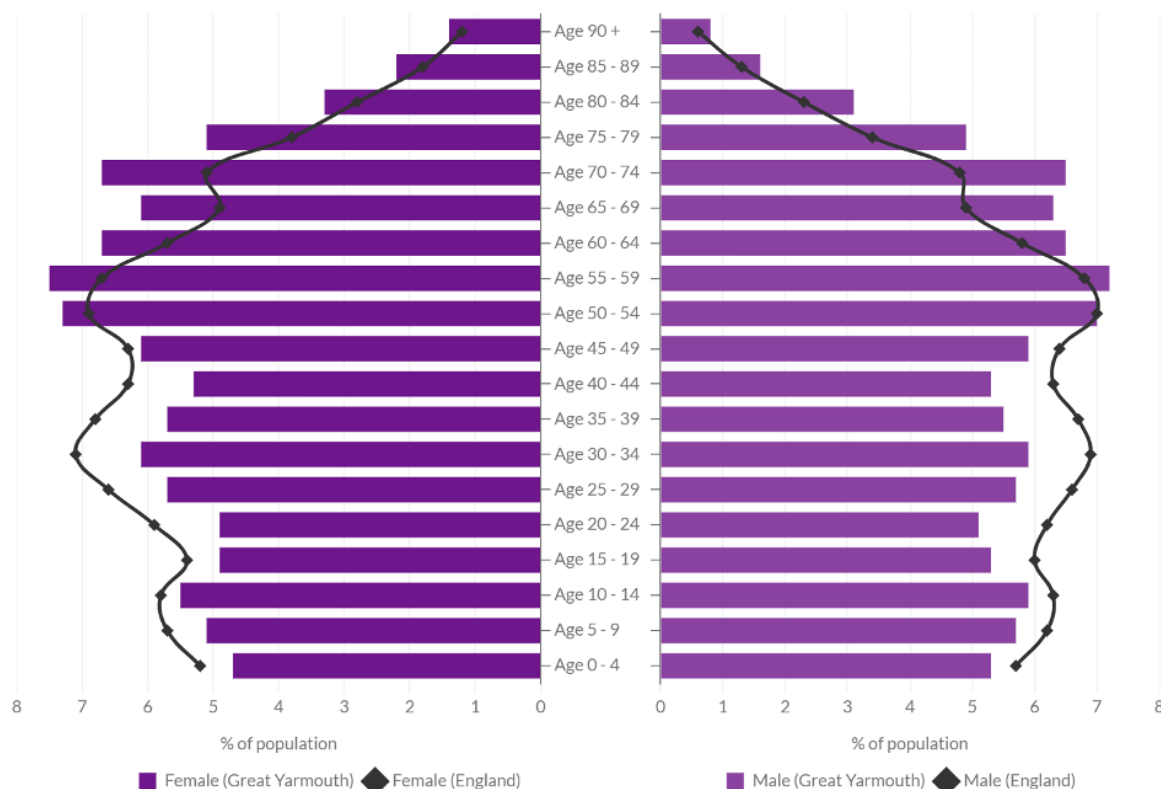
Source: ONS, Census 2021

When drawing comparisons between the age profiles at district, county, and national levels, the proportion of Great Yarmouth's population that is aged 64 and above is generally consistent with that of the rest of Norfolk. However, compared to the whole of England the percentage of the population aged 64 and older is approximately 5.6% greater.

Figure 2 below depicts the population of Great Yarmouth by five-year age groups and provides a more detailed look at the age distribution of the district. For instance, the more populous age groups for Great Yarmouth appear to be those between the 50-54 age bracket and the 70-74 age bracket, therefore being indicative of an older population. Furthermore, these older age groups exceed the population trends for England, and younger age groups fall below the trend for England, further indicating that Great Yarmouth has an older population than what is typical for the whole of

England. The most populous age group for both Males and Females in the district is the 55–59 year group.

Figure 2: Age Distribution of Great Yarmouth Residents (2021)



Source: ONS, Census 2021, Graph accessed from Norfolk Insight

At ward level, the total population of each ward is provided in figure 3, along with the distribution of Male and Female residents. The most populous ward at the time of the 2021 Census is Nelson, with a recorded population of approximately 9,300. The least populous of Great Yarmouth's wards is Fleggburgh, standing at around 2,700 residents.

Figure 3: Great Yarmouth's Population at Ward Level (2021)

Ward Name	Total Population	Males	%	Females	%
Bradwell North	6,500	3,200	49.1	3,300	50.9
Bradwell South and Hopton	7,700	3,800	49.2	3,900	50.8

Caister North	4,300	2,100	48.5	2,200	51.5
Caister South	4,500	2,200	48.8	2,300	51.2
Central and Northgate	8,600	4,300	50.2	4,300	49.8
Claydon	7,700	3,700	47.7	4,000	52.3
East Flegg	5,000	2,400	48.9	2,500	51.1
Fleggburgh	2,700	1,300	49.4	1,400	50.6
Gorleston	5,300	2,600	48.4	2,700	51.6
Lothingland	5,600	2,800	49.5	2,800	50.5
Magdalen	7,400	3,900	47.1	3,500	52.9
Nelson	9,300	4,700	50.7	4,600	49.3
Ormesby	4,700	2,300	48.9	2,400	51.1
Southtown and Cobholm	5,700	2,800	49.9	2,800	50.1
St Andrews	4,900	2,400	48.3	2,500	51.7
West Flegg	5,300	2,600	49.3	2,700	50.7
Yarmouth North	4,500	2,200	48.2	2,300	51.8
Great Yarmouth Total	99,700	48,900	49	50,900	51

Some figures may not total due to rounding.

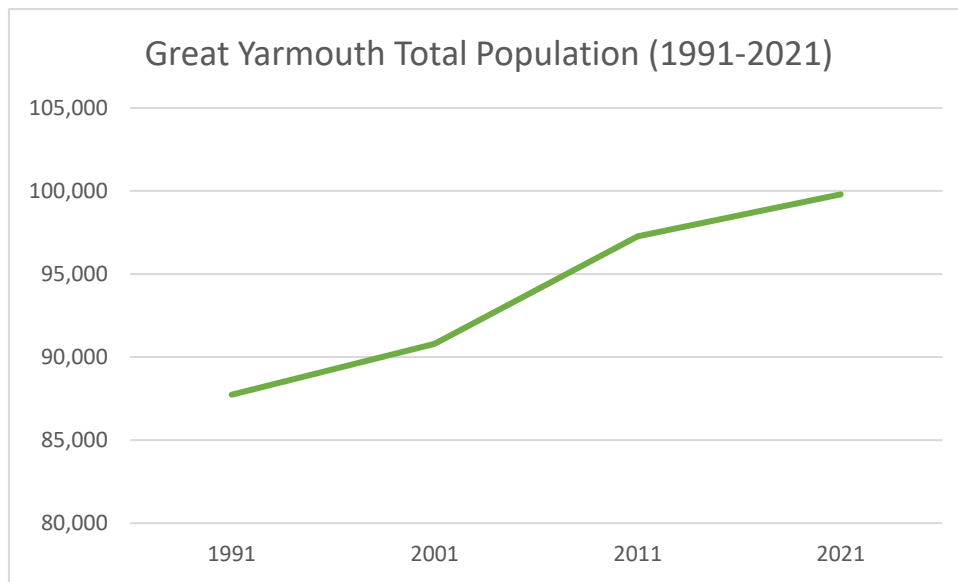
Source: ONS, Census 2021

For the age distribution of each ward with comparisons at county and national levels see Appendix A.

2.2 Population Changes – Past and Projected

In terms of how the population of Great Yarmouth has changed over the last few decades, the overall population has been steadily increasing. For instance, at the time of the 1991 census, the population of Great Yarmouth stood at approximately 87,700 compared to 99,800 at the time of the most recent census, a change of 12,100 or approximately 14%.

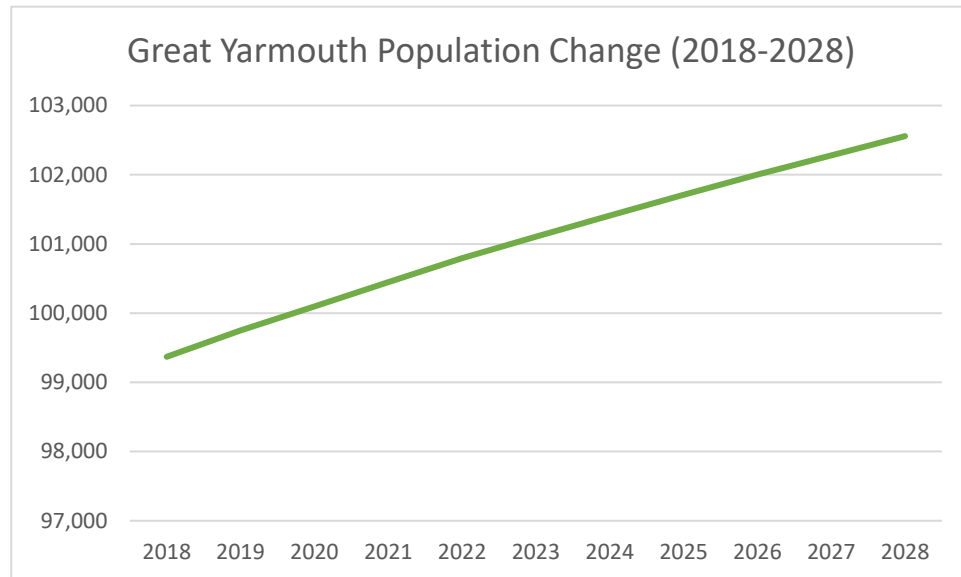
Figure 4: Great Yarmouth Total Population Change (1991-2021)



Source: ONS, Census 1991-2021

As for how the population of Great Yarmouth may change in the future, according to the ONS, the total population of Great Yarmouth is estimated to reach approximately 102,600 in 2028. These projections are based on the 2018 population estimates which were reported as approximately 99,400, therefore this projected increase reflects an additional 3,200 people or around a 3.2% increase. Compared to the rest of the East of England region, this is a small projected increase as the estimated population increase for the region was reported as 5%. This was in line with the projected average increase across the whole of England, also reported as 5%. It should be noted that these statistics are based on 2018-based estimates, therefore the eventual projected change may differ. Rebased population estimates that are informed by the 2021 Census are due to be released by the ONS at the end of September 2023.

Figure 5: Projected Population of Great Yarmouth (2018-2028)



Source: ONS, 2018-based Population Projections

Future population projections are not available at ward level.

3. Life Expectancy

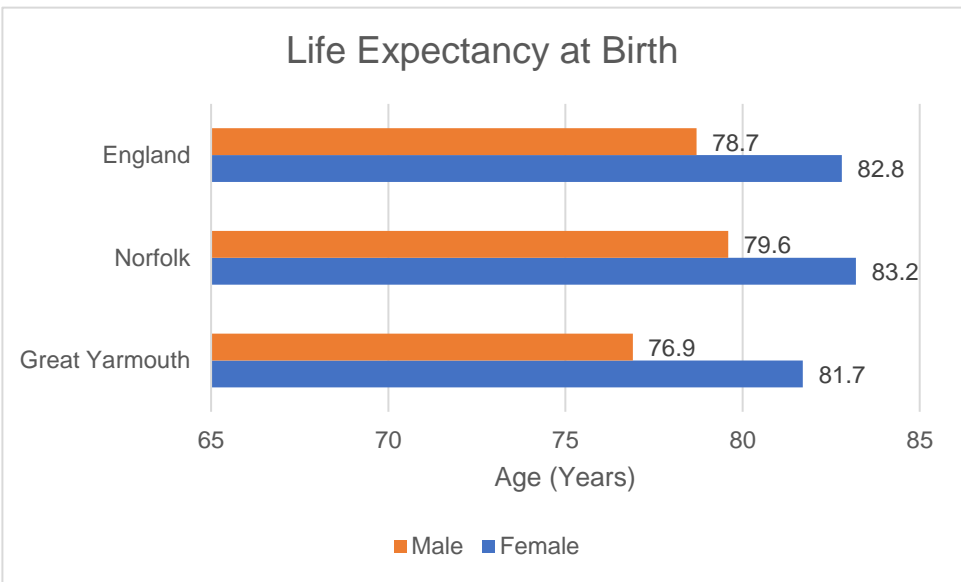
3.1. Life Expectancy at Birth

Life Expectancy at Birth refers to the average number of years a person would expect to live based on contemporary mortality rates for a particular area and time period. It is an estimate of the average number of years a newborn baby would survive if they experienced the age-specific mortality rates for that area and time period throughout their life. Figures are calculated from deaths from all causes and mid-year population estimates, based on data aggregated over a three-year period.

In Great Yarmouth, the average life expectancy for Males as of 2021 is approximately 76.9 years of age. By comparison, the average life expectancy for Females is 81.7 years of age - a difference of 4.8 years.

When contrasted with the whole of Norfolk, these life expectancies in Great Yarmouth are lower. For instance, on average Males across the whole of Norfolk can be expected to live an estimated 79.6 years – around 2.7 years longer. Furthermore, on average Females across the whole of Norfolk can be expected to live approximately 83.2 years – around 1.5 years longer than in Great Yarmouth.

Figure 6: Life Expectancy at Birth (2021)



Source: ONS

4. Disability

The ONS Census (2021) also captures data relating to disability under the Equality Act, including the degree to which an individual's daily activities are impacted by their disability. Data is captured at ward level and displayed below. Comparator data for Norfolk and England is also provided.

Figure 7: Proportion Disabled Under the Equality Act by Ward (2021)

Ward Name	Day to Day Activities Limited a lot (%)	Day to Day Activities Limited a Little (%)	Not Disabled Under the Equality Act (%)
Bradwell North	8.2	10.4	81.4
Bradwell South and Hopton	8.3	10.7	81.0
Caister North	10.1	12.6	77.2
Caister South	10.7	12.7	76.6
Central and Northgate	11.1	12.9	76.0
Claydon	12.5	13.9	73.6
East Flegg	11.3	12.8	75.9
Fleggburgh	7.5	10.8	81.7
Gorleston	8.1	12.1	79.8
Lothingland	8.9	12.2	79.0
Magdalen	12.2	12.7	75.0
Nelson	12.3	12.5	75.2
Ormesby	8.8	11.3	79.9
Southtown and Cobholm	9.9	12.0	78.1
St Andrews	9.2	12.9	77.9
West Flegg	9.7	13.1	77.3
Yarmouth North	11.6	13.9	74.5
Norfolk	8.2	12.0	79.9
England	7.3	10	82.7

Some figures may not total due to rounding.

Source: ONS, Census 2021

The ward reporting the highest proportion of individuals that are disabled under the Equality Act is Claydon. Further analysis of those who are not disabled under the Equality Act is also captured within the Census.

Figure 8: Proportion Not Disabled Under the Equality Act by Ward (2021)

Ward Name	Not disabled under the Equality Act: Has long term physical or mental health condition but day-to-day activities are not limited (%)	Not disabled under the Equality Act: No long term physical or mental health conditions (%)
Bradwell North	7.3	74.1
Bradwell South and Hopton	7.5	73.5
Caister North	7.9	69.3
Caister South	7.3	69.3
Central and Northgate	5.7	70.3
Claydon	6.5	67.2
East Flegg	7.4	68.5
Fleggburgh	7.5	74.2
Gorleston	7.9	71.9
Lothingland	8.0	71.0
Magdalen	6.1	69.0
Nelson	5.2	69.9
Ormesby	7.4	72.5
Southtown and Cobholm	6.5	71.5
St Andrews	8.0	69.8
West Flegg	7.4	69.8
Yarmouth North	5.9	68.6
Norfolk	7.9	72.0
England	6.8	75.9

Figures may not total due to rounding.

Source: ONS, Census 2021

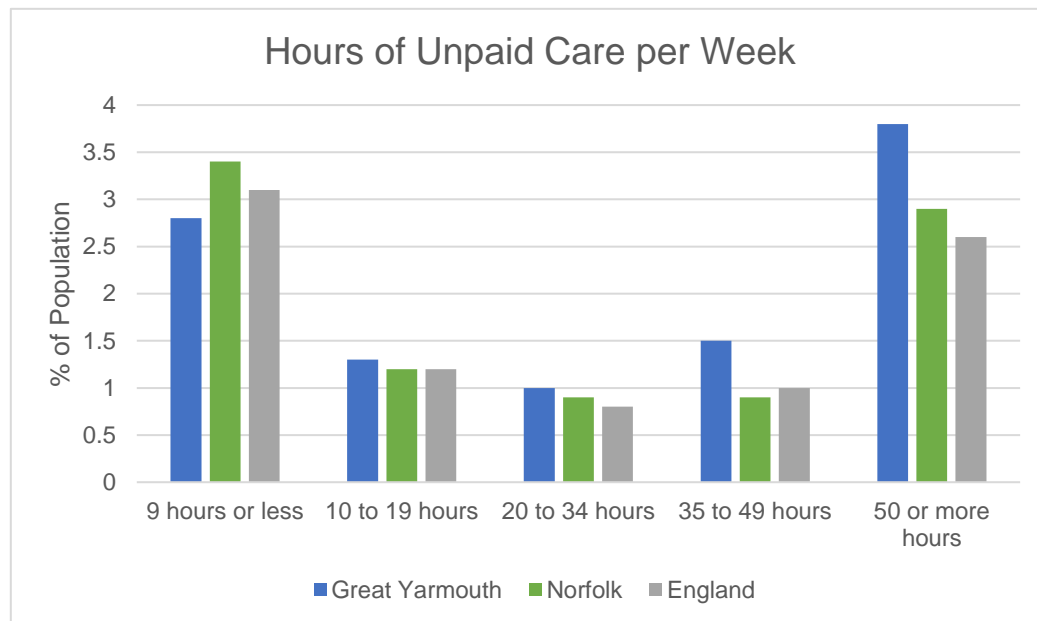
5. Unpaid Carers

A carer is anyone, including children and adults, who looks after a family member, partner or friend who needs help because of their illness, frailty, disability, a mental health problem, or an addiction and cannot cope without their support. The care they give is unpaid. Unpaid carers who provide high levels of care for sick, or disabled relatives and friends, are more than twice as likely to suffer from poor health compared to people without caring responsibilities.

The prevalence of unpaid carers and the number of hours of care that they provide are captured as part of the Census. As of 2021, around 10.4% of the population of Great Yarmouth provides unpaid care in some capacity compared to 9.3% of the population of Norfolk and 8.7% of the population of England.

In terms of the number of hours for which unpaid care is provided, in Great Yarmouth, 50 for more hours per week was the most commonly reported time commitment with 3.8% of the population reporting as such. This was followed by 9 hours per week or less, as reported by 2.8% of the population.

Figure 9: Hours of Unpaid Care per Week (2021)



Source: ONS, Census 2021

The proportion of the population that provide unpaid care and their time commitments are also captured at ward level.

Figure 10: Number of Unpaid Carers as Proportion of the Population and Time Committed per week (2021)

Ward Name	Total Unpaid Carers (%)	9 Hours or Less	10 to 19 Hours	20 to 34 Hours	35 to 49 Hours	50 or More Hours
Bradwell North	10.0	3.0	1.6	0.9	1.0	3.5
Bradwell South and Hopton	9.9	3.5	1.3	0.9	1.1	3.1
Caister North	11.1	2.9	1.5	1.2	1.1	4.5
Caister South	10.8	2.8	1.4	1.0	1.1	4.4
Central and Northgate	9.7	2.1	1.1	1.0	2.0	3.6
Claydon	11.3	2.7	1.4	1.2	2.0	3.9
East Flegg	10.4	2.4	1.3	0.9	1.1	4.8
Fleggburgh	11.6	4.2	1.3	1.3	0.9	3.9
Gorleston	10.7	3.6	1.4	1.0	1.0	3.7
Lothingland	10.8	3.3	1.4	0.9	1.4	3.9
Magdalen	11.5	2.4	1.4	1.6	1.9	4.2
Nelson	9.2	1.6	1.1	1.0	1.9	3.7
Ormesby	10.8	3.1	1.7	0.9	1.1	3.9
Southtown and Cobholm	9.1	2.2	1.0	0.8	1.5	3.6
St Andrews	9.8	3.0	1.1	0.9	1.5	3.3
West Flegg	11.1	3.6	1.4	0.7	1.4	3.9
Yarmouth North	11.0	2.8	1.7	1.1	1.5	3.8
Norfolk	9.3	3.4	1.2	0.9	0.9	2.9
England	8.8	3.1	1.2	0.8	1.0	2.6

Some figures may not total due to rounding.

Source: ONS, Census 2021

The ward reporting the greatest provision of unpaid care as of 2021 was Fleggburgh, with 11.6% of the population providing unpaid care in some capacity. The most reported time commitment to unpaid care was 9 hours or less per week. The ward reporting the greatest provision of unpaid care timewise was East Flegg with 4.8% of the population providing 50 hours or more per week.

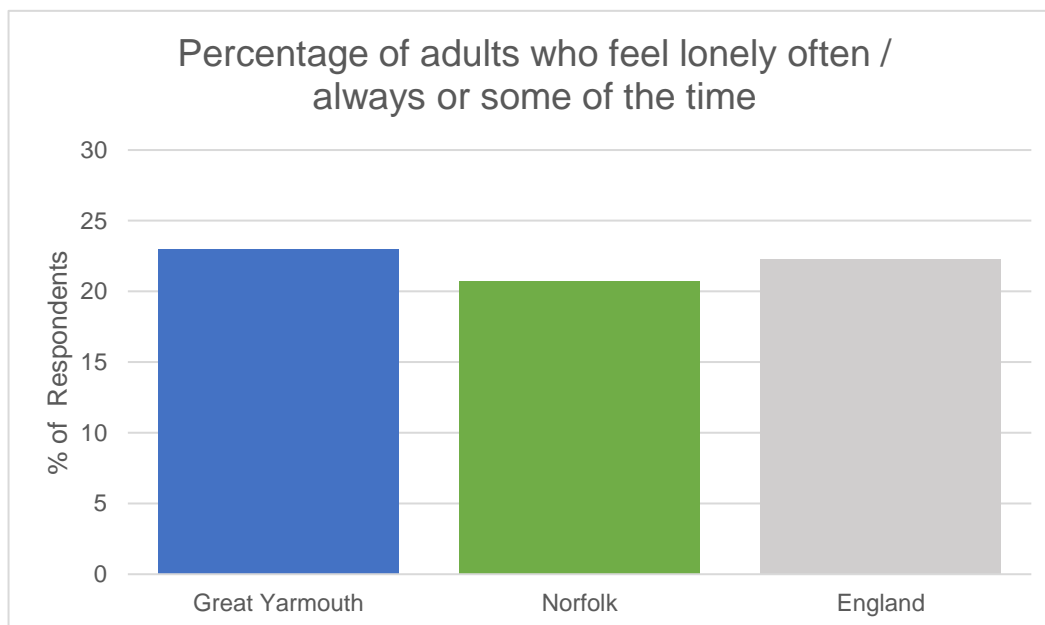
The ward reporting the smallest provision of unpaid care overall was Southtown and Cobholm with 9.1% of the population providing unpaid care in some capacity. Despite

having the least unpaid care provision overall, the most reported time commitment from the ward was 50 or more hours per week.

6. Mental Health and Wellbeing

The Active Lives Survey conducted by Sport England records the proportion of respondents who reported feeling lonely “some of the time”, “often”, or “always”. In Great Yarmouth this represented around 23% of respondents, slightly higher than for the overall Norfolk response (around 21%) and the overall England response (22%).

Figure 11: Percentage of adults who feel lonely often / always or some of the time

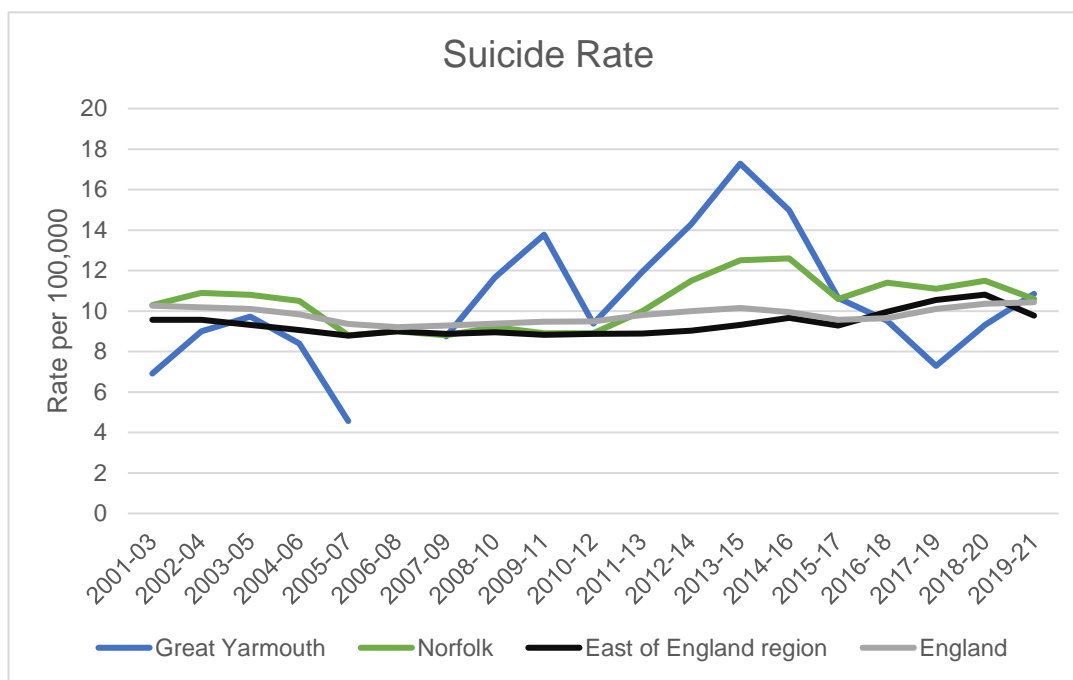


Source: Sport England, Active Lives Survey

Suicide is a significant cause of death in young adults and is seen as an indicator of underlying rates of mental ill-health. Figure 12 depicts the age-standardised mortality rate from suicide and injury of undetermined intent per 100,000 population.

While as of the latest reporting period (2019-2021) the suicide rate in Great Yarmouth would appear to be in line with and comparable to the rates for Norfolk and the whole of England (around 10.5 per 100,000), historically the suicide rate would appear to have been more variable. For example, for the 2013-2015 reporting period, the suicide rate in Great Yarmouth peaked at around 17 per 100,000 whereas the rate for England remained around 10 per 100,000.

Figure 12: Suicide Rate per 100,000 (2001 to 2021)



Source: Public Health England

Physical activity is often associated with good mental health and wellbeing. The indicator below is based on the number of respondents aged 19 and over, with valid responses to questions on physical activity, doing at least 150 moderate intensity equivalent (MIE) minutes physical activity per week in bouts of 10 minutes or more in the previous 28 days. When contrasted with the rest of Norfolk's districts, Great Yarmouth had the second lowest proportion of adults classified as active.

Figure 13: Proportion of Adults Classified as "Active"

Area	% of Active Adults
Breckland	71.1
Broadland	67.3
Great Yarmouth	62.5
King's Lynn and West Norfolk	59.7
North Norfolk	64.7
Norwich	77.3
South Norfolk	72.8
Norfolk	68.3
East of England Region	68.0
England	67.3

Source: Sport England, Active Lives Survey

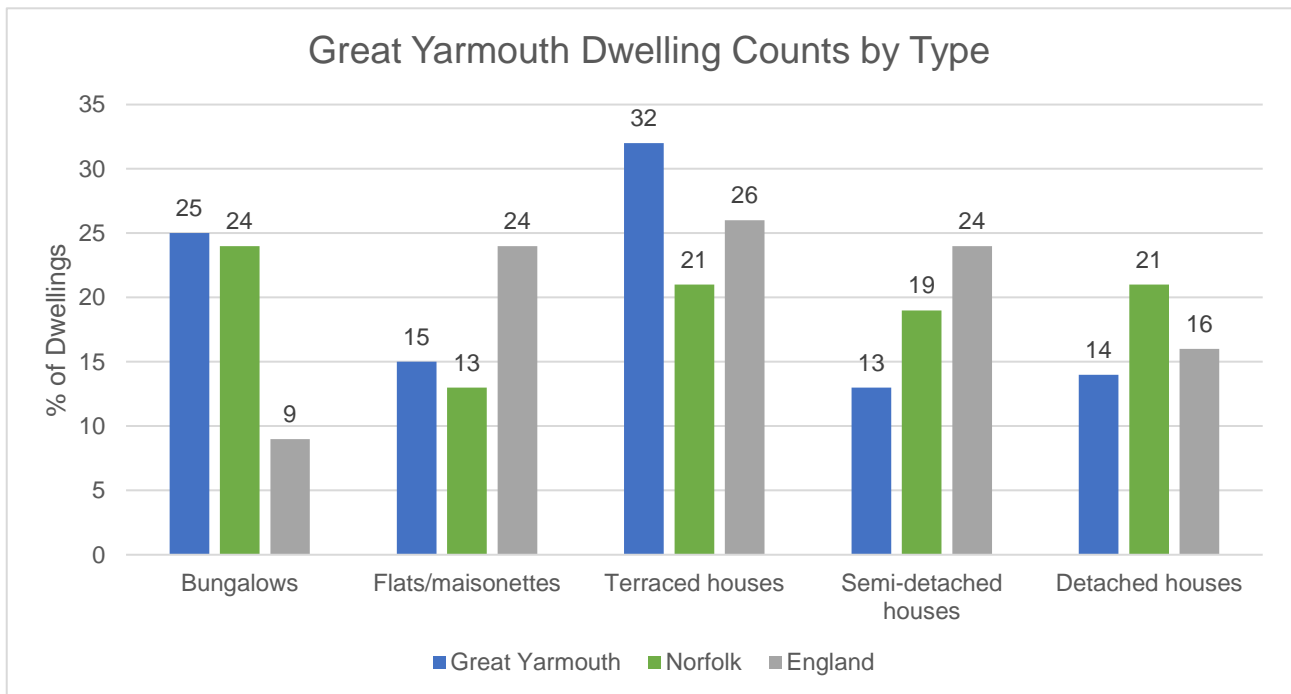
7. Household Size and Housing

7.1 Dwelling Counts and Types

According to the Valuation Office Agency, in 2021, there were around 48,600 properties in Great Yarmouth.

Of these properties, the most reported property type in Great Yarmouth was terraced houses accounting for around 32% of dwellings. This was followed by bungalows (25%), and then flats/maisonettes (15%). When contrasted with the whole of Norfolk, the number of terraced houses in Great Yarmouth is 11% greater.

Figure 14: Dwelling Counts by Type at District, County, and National Levels



Source: Valuation Office Agency

At ward level, figure 15 outlines the proportion of dwellings by type.

Figure 15: Dwelling Counts and Types by Ward

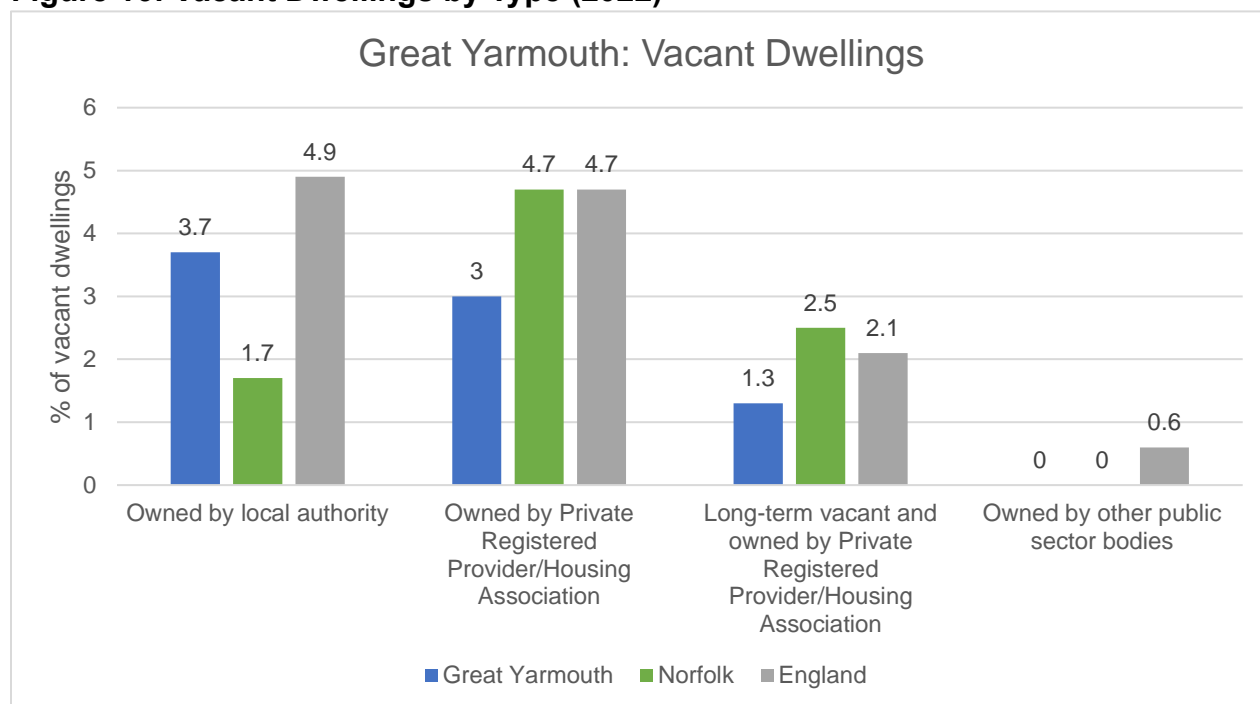
Ward	Number of Dwellings	Bungalows (%)	Flats/Maisonettes (%)	Terraced Houses (%)	Semi-Detached Houses (%)	Detached Houses (%)
Bradwell North	2,900	32	2	15	15	30
Bradwell South and Hopton	3,480	38	2	15	21	24
Caister North	2,180	51	2	17	11	19
Caister South	2,250	42	3	24	16	16
Central and Northgate	4,400	3	34	52	6	3
Claydon	3,720	11	28	42	14	4
East Flegg	3,390	61	1	9	11	15
Fleggburgh	1,180	20	3	9	25	40
Gorleston	2,470	23	15	24	14	24
Lothingland	2,540	29	2	17	20	22
Magdalen	3,200	15	18	47	15	6
Nelson	4,620	1	49	43	2	1
Ormesby	2,670	54	1	8	11	25
Southtown and Cobholm	2,560	1	18	70	6	1
St Andrews	2,510	9	16	57	14	4
West Flegg	2,470	42	3	14	19	21
Yarmouth North	2,110	13	11	46	21	7
Great Yarmouth Total	48,600	25	15	32	13	14

Some figures may not total due to rounding.

Source: Valuation Office Agency

Vacant dwellings are defined as empty properties (as classified for council tax purposes) and include all empty properties liable for council tax and properties that are empty but receive a council tax exemption. According to the Valuation Office Agency, there are approximately 726 vacant dwellings in Great Yarmouth. Figure 16 provides a more detailed look at these vacant dwellings by type.

Figure 16: Vacant Dwellings by Type (2022)



Source: Valuation Office Agency

7.2 Household Size

Data collected as part of the ONS Census (2021) provides insight into household sizes. Figure 17 outlines the percentage of households which are reported as having either one, two, three, or four people. Figures for Great Yarmouth are provided at ward level and comparator data is also provided for Norfolk as a whole and for England as a whole.

Figure 17: Number of People in a Household by Ward (1-4 people) (2021)

Ward	1 person in household (%)	2 people in household (%)	3 people in household (%)	4 people in household (%)
Bradwell North	27.2	41.6	14.7	12.0
Bradwell South and Hopton	30.3	38.0	15.1	11.9
Caister North	30.8	43.3	14.9	7.9

Caister South	33.7	40.3	13.6	8.0
Central and Northgate	40.3	29.9	14.8	9.1
Claydon	36.1	33.8	16.2	9.3
East Flegg	29.4	44.6	13.2	9.0
Fleggburgh	21.4	42.7	16.2	12.9
Gorleston	31.7	38.1	14.4	11.0
Lothingland	29.0	42.0	13.4	10.8
Magdelen	28.6	35.6	16.9	11.1
Nelson	41.2	28.5	13.5	8.8
Ormesby	26.3	44.5	14.3	10.1
Southtown and Cobholm	34.5	29.9	16.9	10.9
St Andrews	36.6	33.9	15.6	9.4
West Flegg	25.3	44.1	14.7	10.3
Yarmouth North	33.6	34.9	14.3	10.3
Norfolk	31.0	38.6	14.3	11.0
England	30.1	34.0	16.0	12.9

Figures may not total due to rounding.

Source: ONS, Census 2021

Instances where households consist of five or more people are also captured within this data. As above, comparator data for Norfolk and England is also provided.

Figure 18: Number of People in a Household by Ward (5+) (2021)

Ward	5 people in household (%)	6 people in household (%)	7 people in household (%)	8 or more people in household (%)
Bradwell North	3.2	0.8	0.4	0.1
Bradwell South and Hopton	3.5	0.9	0.1	0.1
Caister North	2.7	0.3	0.0	0.1
Caister South	2.9	1.1	0.2	0.2

Central and Northgate	3.6	1.3	0.6	0.3
Claydon	3.1	1.1	0.3	0.2
East Flegg	2.5	0.6	0.5	0.1
Fleggburgh	3.6	1.4	0.4	0.3
Gorleston	3.0	1.1	0.6	0.1
Lothingland	3.6	0.7	0.3	0.2
Magdelen	5.5	1.9	0.2	0.2
Nelson	4.5	2.3	0.6	0.6
Ormesby	3.5	1.0	0.2	0.0
Southtown and Cobholm	5.2	1.7	0.5	0.3
St Andrews	3.0	1.0	0.2	0.3
West Flegg	4.2	0.9	0.3	0.2
Yarmouth North	5.3	1.2	0.5	0.1
Norfolk	3.5	1.1	0.3	0.1
England	4.5	1.5	0.5	0.4

Figures may not total due to rounding.

Source: ONS, Census 2021

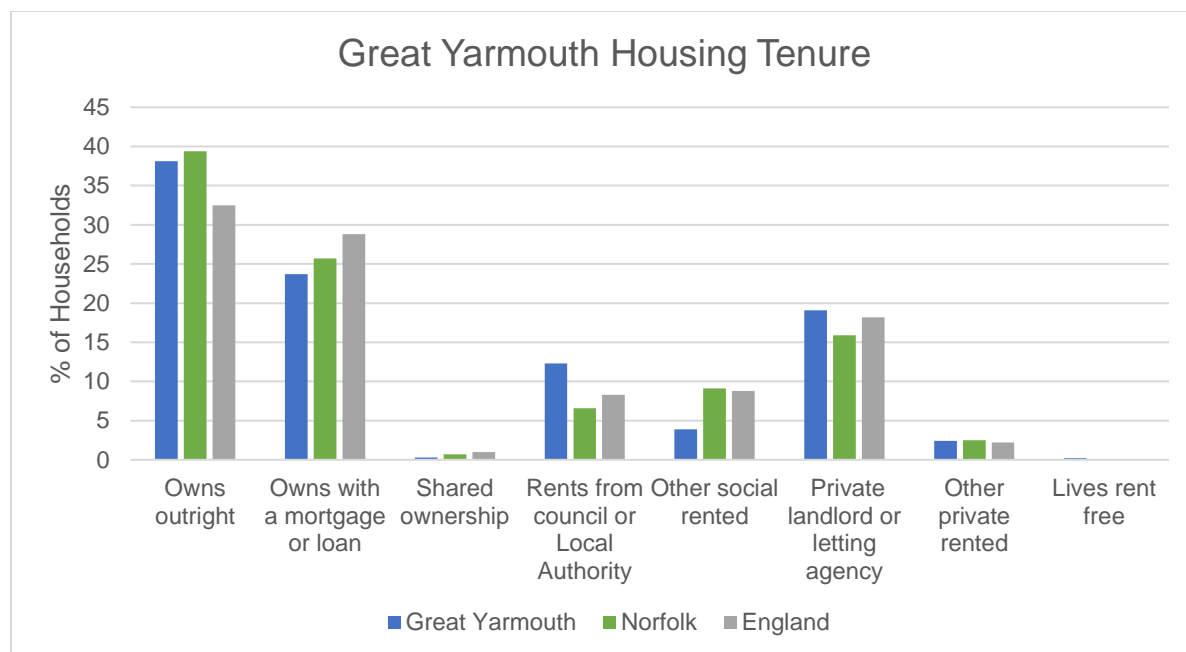
7.3 Housing Tenure

Tenure provides information about whether a household rents or owns the accommodation that it occupies and, if rented, combines this with information about the type of landlord who owns or manages the accommodation.

According to the Census, approximately 38.1% of households in Great Yarmouth own their homes outright; this is at a similar proportion of those across the whole of Norfolk with outright ownership (39.4%). Outright ownership in Great Yarmouth is around 5.6% higher than that of the whole of England. However, when it comes to home ownership with a mortgage, around 23.7% of households in Great Yarmouth own with a mortgage – this is 2% lower than this type of ownership at county level and 5.1% lower when compared to the whole of England.

Furthermore, the proportion of households in Great Yarmouth who rent (either from a private landlord or from a social housing provider/local authority) is greater than the proportion seen across Norfolk and across the whole of England. For instance, around 12.3% of households in Great Yarmouth rent from the council/local authority compared to 6.6% across the whole of Norfolk and 8.3% across England.

Figure 19: Great Yarmouth Housing Tenure by Type



Source: ONS, Census 2021

Insight into housing tenure is also available at ward level. Figure 20 outlines housing tenure by type for each of Great Yarmouth's wards.

Figure 20: Housing Tenure by Type at Ward Level

Ward	Owns Outright	Owns with a Mortgage or Loan	Shared Ownership	Social Rent	Private Rent
Bradwell North	51.7	31.5	0.5	5.1	11.2
Bradwell South and Hopton	41.9	35.1	0.2	11.6	11
Caister North	56.1	24	0.4	3.1	15.5
Caister South	50.2	23.0	0.3	11.0	15.3
Central and Northgate	20.8	13.8	0.5	19.5	45.1
Claydon	26.9	21.6	0.3	34.6	16.2
East Flegg	56.8	23.3	0.2	6.7	13.2
Fleggburgh	51.4	27.4	0.4	8.7	12.2

Gorleston	44.5	25.8	0.2	5.5	23.9
Lothingland	52.5	29.7	0.2	4.4	13.0
Magdalen	27.3	23.1	0.2	36.2	12.7
Nelson	16.7	9.2	0.4	30.3	42.9
Ormesby	53.1	30	0.8	5.5	10.6
Southtown and Cobholm	21.7	22.5	0.2	17.7	37.9
St Andrews	34.6	25.0	0.3	11.0	28.8
West Flegg	50.5	28.9	0.3	8.0	12.3
Yarmouth North	37.1	22.2	0	26.2	14.1
Norfolk	39.4	25.7	0.7	15.7	18.5
England	32.5	28.8	1.0	17.1	20.5

Some figures may not total due to rounding.

Source: ONS, Census 2021

A further breakdown of private and social rent types at ward level are available.

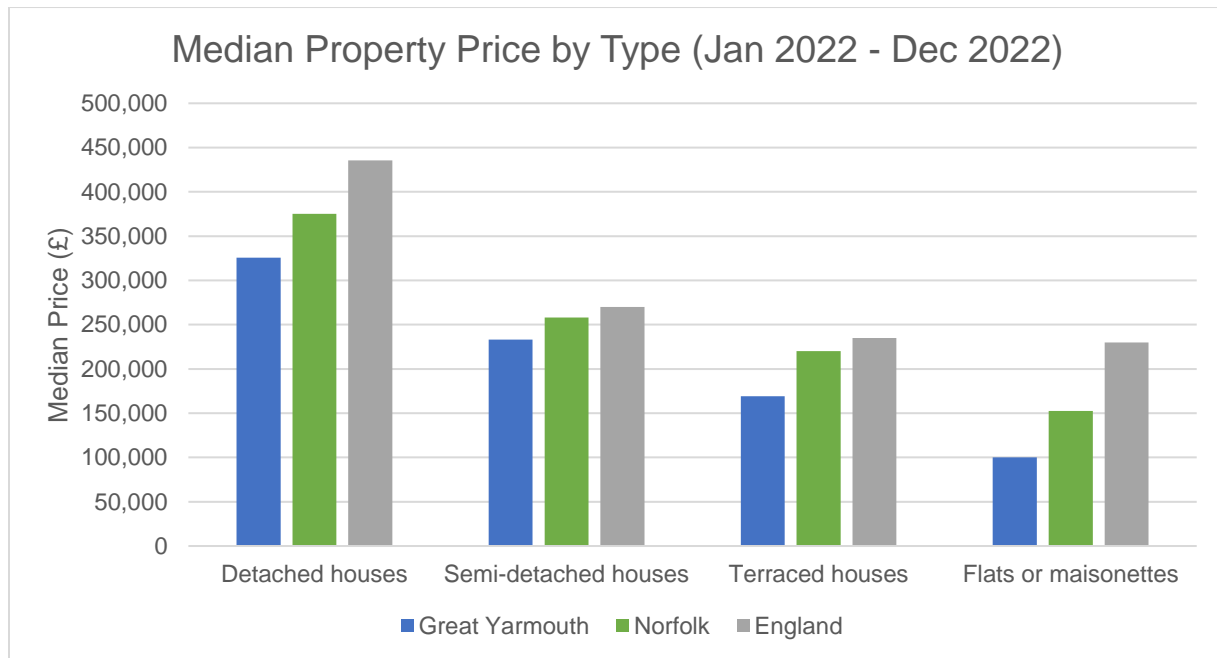
7.4 Residential Property Prices and Sales

House price statistics for small areas (HPSSAs) relate to transactions of residential properties at full market value in England and Wales as recorded by HM Land Registry, the body responsible for recording changes in land ownership. HPSSAs provide a uniquely localised view of housing market activity and price, and as such are used by housing policymakers including central and local government. In particular they are used for assessing housing needs and in developing and monitoring housing policies by local, regional and national government.

For all property types (detached, semi-detached, terraced, and flats and maisonettes) the median prices in Great Yarmouth were lower than their comparators (Norfolk and England). For example, in 2022, the median price of a detached property in Great Yarmouth was £325,500, approximately £49,500 less than the median price for Norfolk and £110,200 less than the median price across the whole of England.

The property type with the greatest price disparity from its comparators is flat/maisonettes. As of 2022, the median price for a flat/maisonette in Great Yarmouth was £100,000 – this is around £52,500 less than the median for the whole of Norfolk and £130,000 less when compared to the median for England.

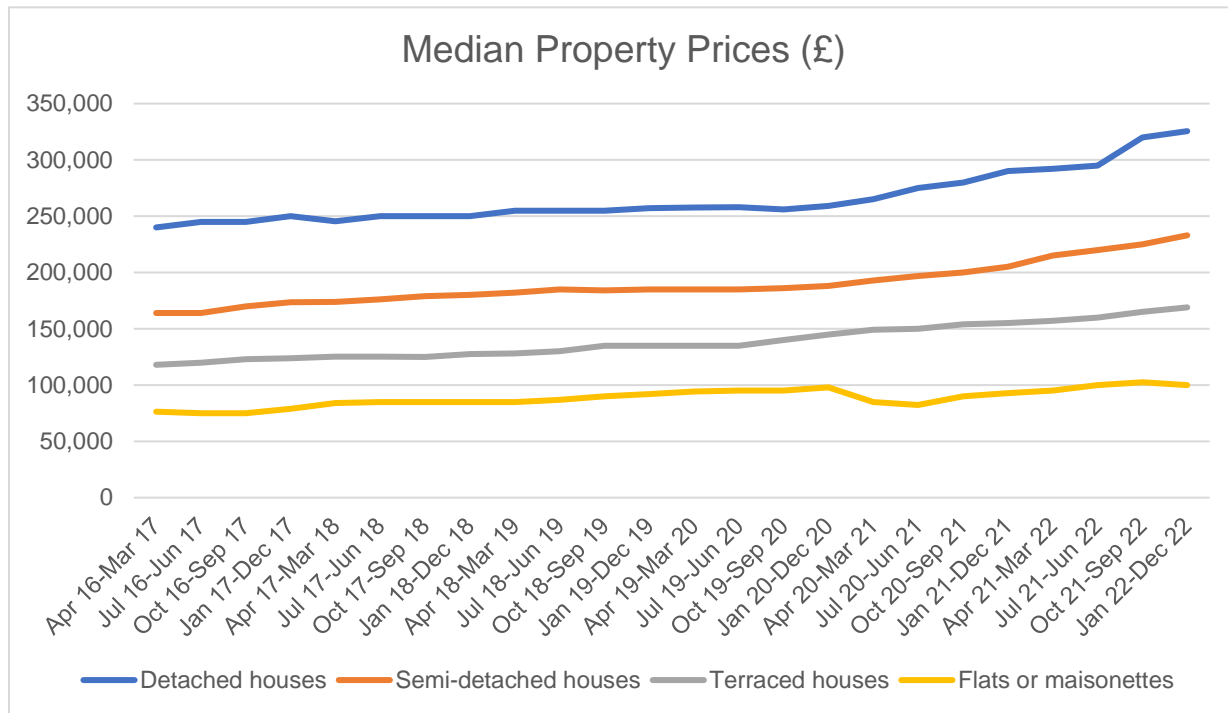
Figure 21: Median Property Price by Type (Jan 2022 – December 2022)



Source: ONS, House Pricing Statistics for Small Areas

Historical data shows that the median property price for all property types in Great Yarmouth remained relatively constant between the periods April 2016- March 2017 and Jan 2020- December 2020. However, beyond this point, the median property prices of detached, semi-detached, and terraced houses began to increase.

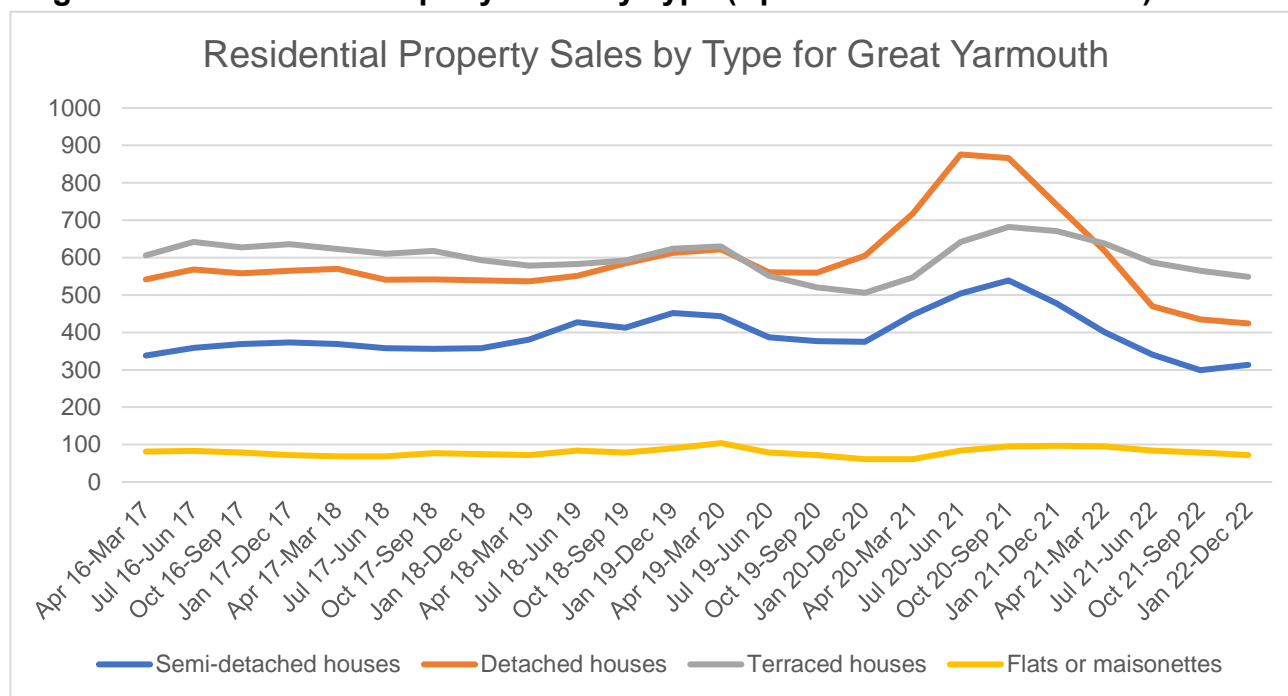
Figure 22: Median Property Price by Type (Apr 2016 – December 2022)



Source: ONS, House Pricing Statistics for Small Areas

In terms of the number of historical property sales in Great Yarmouth, January-December 2020 marked the beginning of a period of increased property sales in the area. For example, for the January 2020 to December period, there were 605 recorded sales for detached houses subsequently reaching 876 recorded sales in the July 2020 to June 2021 period which also remained elevated for the Oct 2020 -Sept 2021 reporting period until sharply declining. This could be attributed to the temporary suspension of stamp duty by the central government around this time. As of the latest reporting period (Jan 2022-December 2022) there were 424 reported sales of detached houses.

Figure 23: Residential Property Sales by Type (Apr 2016 – December 2022)



Source: ONS, House Pricing Statistics for Small Areas

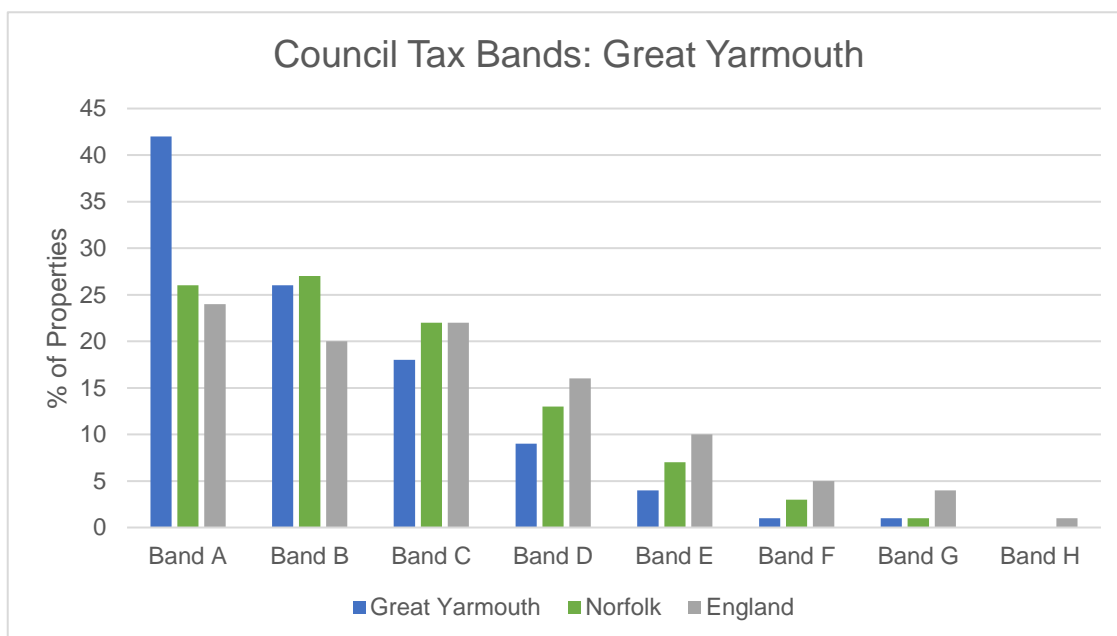
Historical data relating to property sales is also available at the ward level.

7.5 Council Tax Bands

Council tax statistics are published by the Valuation Office Agency. The VOA is an Executive Agency of HM Revenue and Customs and has responsibility for providing Council Tax bands for dwellings in England and Wales, placing each dwelling into one of the valuation bands based on its value.

Figure 24 outlines the distribution of Council Tax bands in Great Yarmouth as of 2021. The most common Council Tax band for the district is Band A accounting for 42% of properties in Great Yarmouth. This is significantly greater than the proportion of properties across Norfolk which are categorised as Band A (26%) and across England (24%).

Figure 24: Distribution of Council Tax Bands in Great Yarmouth (2021)



Source: Value Office Agency (2021)

These statistics are also available at ward level and provide a more granular view of council tax band distribution within the district.

Figure 25: Council Tax Band Distribution by Ward (2021)

Ward	Band A	Band B	Band C	Band D	Band E	Band F	Band G	Band H
Bradwell North	16.2	28.3	32.4	15.5	6.2	0.7	0.0	0.0
Bradwell South and Hopton	11.5	37.4	30.5	10.9	8.6	0.9	0.6	0.0
Caister North	8.7	39.0	33.9	14.7	2.8	0.0	0.0	0.0
Caister South	16.9	40.9	26.7	9.8	4.4	0.9	0.4	0.0
Central and Northgate	73.4	18.2	4.8	3.4	0.0	0.5	0.0	0.0
Claydon	58.9	27.4	10.0	2.7	0.8	0.0	0.0	0.0
East Flegg	42.8	17.1	20.9	11.5	5.3	1.2	0.6	0.0
Fleggburgh	11.0	24.6	19.5	16.1	12.7	11.9	4.2	0.0
Gorleston	23.1	17.4	27.1	16.2	12.6	2.8	1.2	0.0
Lothingland	24.0	31.1	22.8	9.5	6.7	3.9	1.6	0.0

Magdelen	44.7	35.6	14.1	4.1	1.3	0.3	0.3	0.0
Nelson	81.8	12.6	3.5	1.7	0.2	0.0	0.0	0.0
Ormesby	30.3	16.1	22.9	21.4	6.7	2.3	1.1	0.0
Southtown and Cobholm	76.2	20.3	3.1	0.0	0.0	0.0	0.0	0.0
St Andrews	53.0	33.9	10.4	2.4	0.8	0.0	0.0	0.0
West Flegg	15.0	34.3	28.7	13.4	6.1	2.0	1.2	0.0
Yarmouth North	49.3	16.6	16.1	12.3	2.8	1.9	1.0	0.0
Norfolk	26.0	27.0	22.0	13.0	7.0	3.0	1.0	0.0
England	24.0	20.0	22.0	16.0	10.0	5.0	4.0	1.0

Some figures may not total due to rounding.

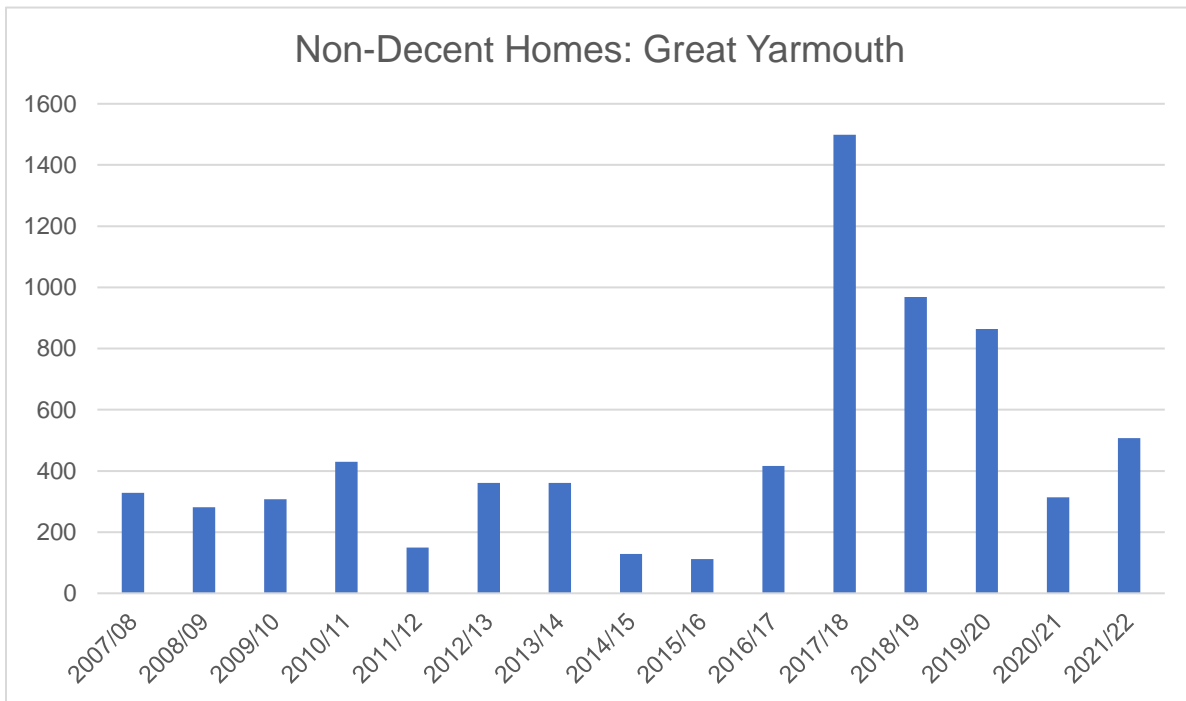
Source: Value Office Agency (2021)

7.6 Decent Homes

Local authorities are encouraged to carry out stock condition surveys on a regular basis. It refers to the delivery under the Decent Homes programme for dwellings owned by the local authority using the Housing Health and Safety Rating System (HHSRS) standard.

Figure 26 depicts the number of local authority dwellings that **do not** meet the Decent Homes standard at 31st March, of the reporting year since the 2007/2008 reporting period.

Figure 26: Number of Non-Decent Homes 2007-2022



Source: Department for Levelling Up, Housing & Communities, Local Authority Housing Statistics (LAHS)

8. Digital Connectivity and Exclusion

Figure 27 outlines the coverage for various broadband speeds in Norfolk. Coverage percentages include both residential and business premises and is based around postcode level data. In terms of Superfast broadband coverage, the proportion of premises covered by this speed is comparable to the coverage seen across the UK (i.e. is with 1% difference for both types). At the other end of the spectrum, the proportion of premises where broadband speeds are below the legal Universal Service Obligation (USO) in Norfolk is also comparable to that of the UK.

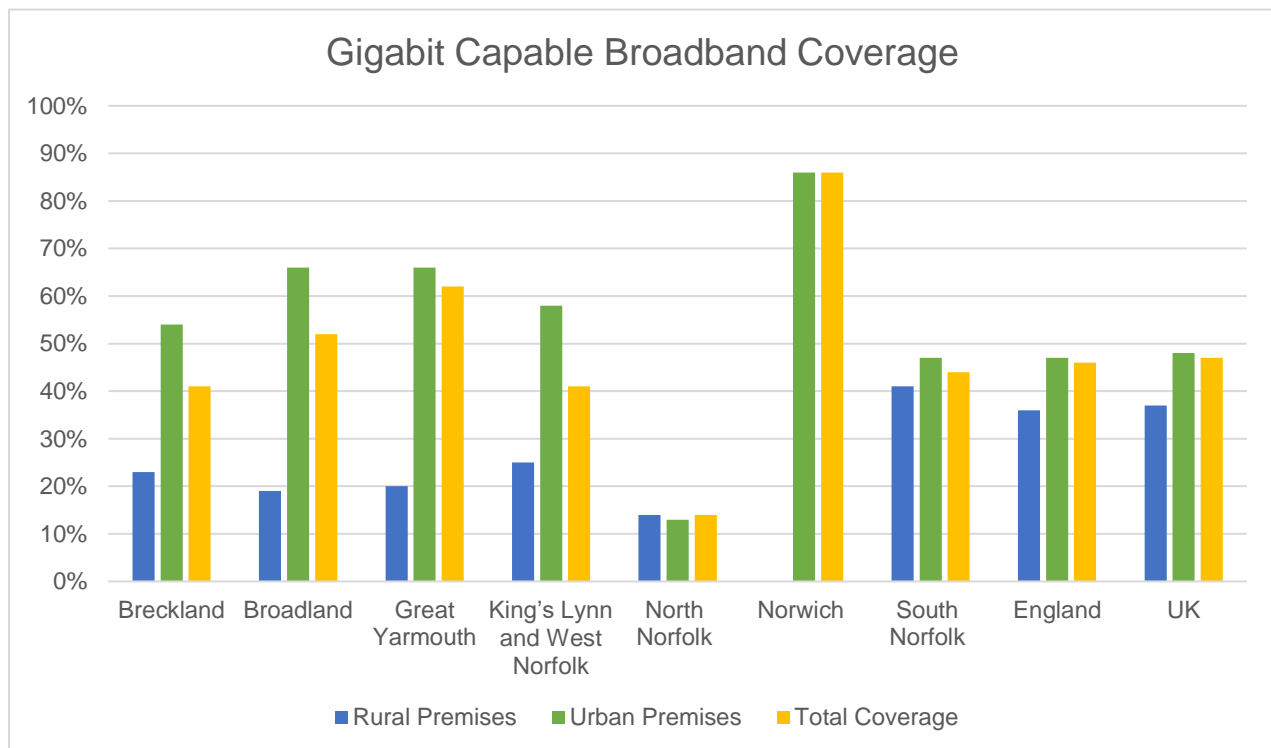
Figure 27: Percentage Coverage of Broadband types in Norfolk

Superfast (>24 Mbps):	97.19%	Below 2 Mbps down:	0.41%
Superfast (>=30 Mbps):	96.69%	Below 10 Mbps down: (Legal USO)	1.15%
Gigabit (DOCSIS 3.1 or FTTP):	54.35%	Below 10 Mbps, 1.2 Mbps up:	1.34%
Full Fibre (FTTP or FTTH):	41.20%	Below 15 Mbps: (High Speed Broadband)	2.02%
Alt Net FTTP: FTTP excluding Openreach, KCOM and Virgin Media RFOG	12.72%	Ultrafast (>100 Mbps):	55.50%
Openreach FTTP:	34.21%	Virgin Media Cable:	24.46%
'Fibre' partial/full at any speed: (FTTC/VDSL/G.fast/Cable/FTTP)	99.45%	Openreach (>30 Mbps):	95.31%
		Openreach G.fast:	2.94%

Source: ThinkBroadband, September 2023

One of the headline metrics of Central Government's Levelling Up Agenda is the coverage of Gigabit capable broadband across the UK. Gigabit capable broadband is defined as download speeds of at least 1 gigabit-per-second (1 Gbps or 1,000 megabits per second, Mbps). Figure 28 provides insight into the proportion of premises that can receive such speeds at the local authority (district) level. These figures are provided for both rural and urban premises.

Figure 28: Gigabit Capable Broadband Coverage



Source: Ofcom, Connected Nations, Spring 2023

The overall Gigabit capable broadband coverage for Great Yarmouth was reported as 62% of all premises. As for the distinction between coverage across rural and urban premises, these were reported as 20% and 66% respectively. Great Yarmouth was reported as having the second highest level of total gigabit coverage, second only to Norwich (86%).

In terms of the number of properties receiving broadband speeds below USO, figure 29 outlines how many premises in each of Norfolk's districts are eligible for Broadband Universal Obligation. Of the districts, Great Yarmouth had the second lowest number of premises eligible for USO.

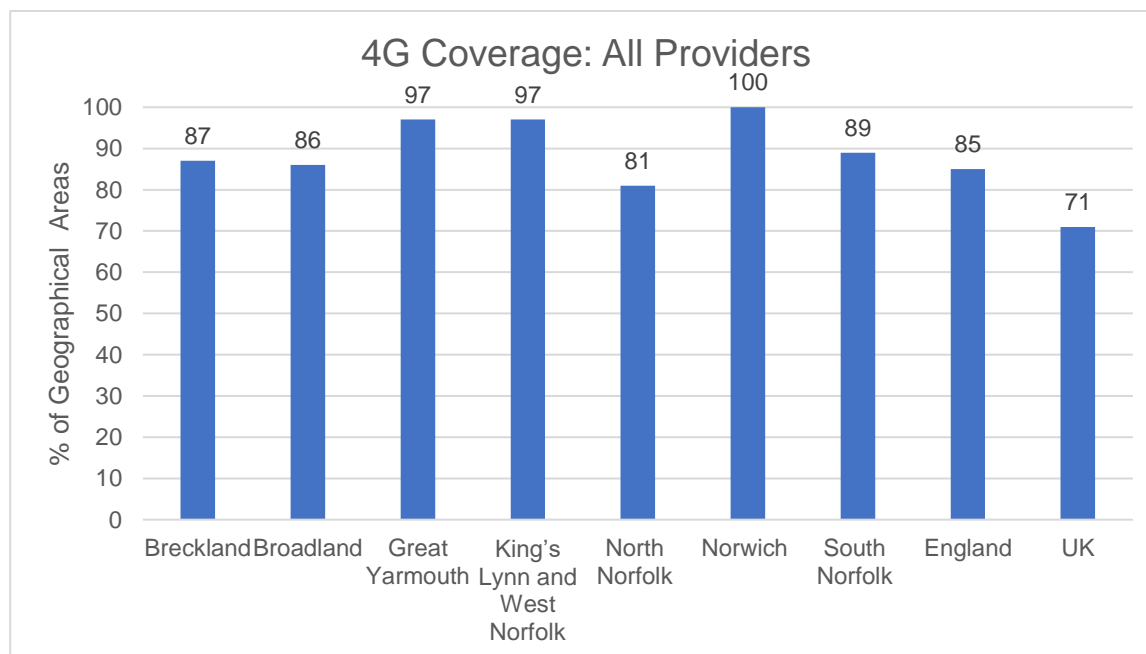
Figure 29: Number of Premises Eligible for Broadband Universal Obligation by District

Area	Number of Premises Eligible for Broadband Universal Obligation
Breckland	753
Broadland	437
Great Yarmouth	42
King's Lynn and West Norfolk	315
North Norfolk	751
Norwich	6
South Norfolk	385
England	33,622

Source: Ofcom, Connected Nations, Spring 2023

In terms of mobile coverage, all of Norfolk's districts can receive 4G coverage from at least one network provider. As to whether districts receive 4G coverage from all providers, in Great Yarmouth this coverage stands at around 97%. This is the second highest coverage from all providers, second only to Norwich. See figure 30 for district comparator data.

Figure 30: 4G Coverage from All Providers



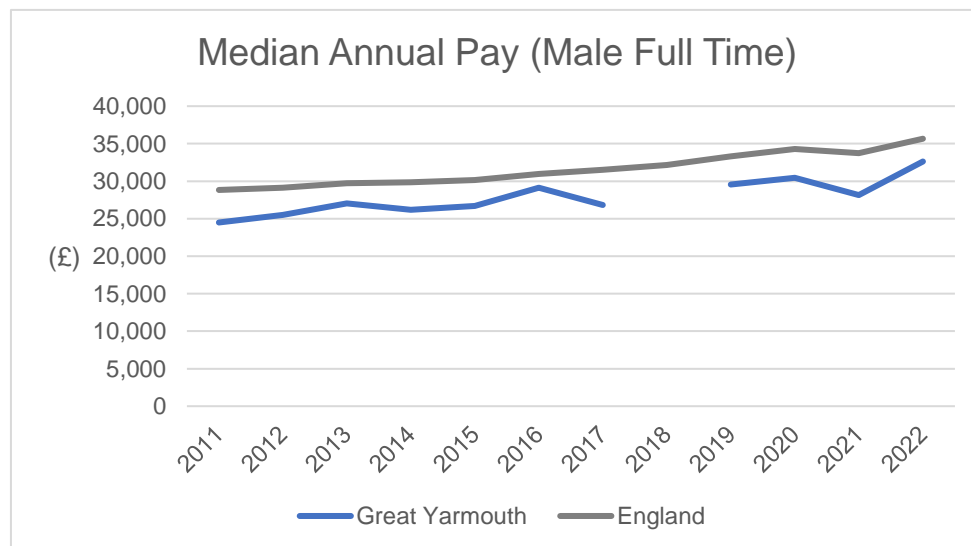
Source: Ofcom, Connected Nations, Spring 2023

9. Income and Deprivation

9.1 Median Annual Income

Figure 31 depicts the median annual income for Male full-time workers in Great Yarmouth. As of 2022, the median annual income for full time employed Males in Great Yarmouth is £32,600. Since 2011, the median pay for full time Male workers has increased by around £8,100. Compared to the median annual income for full time Male workers across the whole of England, the median annual pay in Great Yarmouth is around £3,000 less.

Figure 31: Median Annual Pay for Full Time Workers in Great Yarmouth (Males) 2011-2022

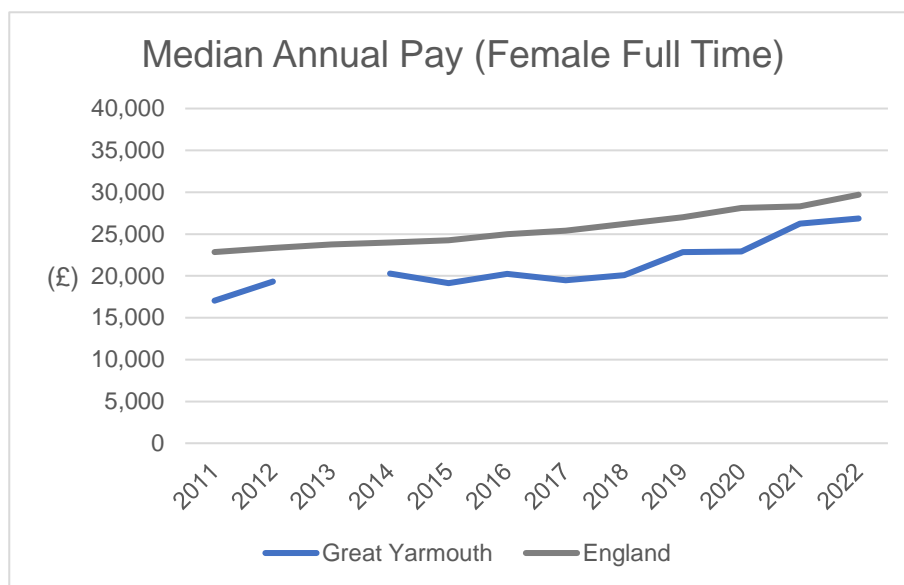


Source: Annual Survey of Hours and Earnings (ASHE)

In terms of median annual income for Female full-time workers in Great Yarmouth, as of 2022 median income stands at around £26,800. This is approximately £5,800 less than their male counterparts in Great Yarmouth also working full time. However, since 2011, the median annual income for female full time workers in Great Yarmouth has increased by approximately £9,800 – around £1,700 more than male full time workers in the district.

When contrasted with the female full-time workers across the whole of England, as of 2022, full time female workers in Great Yarmouth earn approximately £2,800 less per year.

Figure 32: Median Annual Pay for Full Time Workers in Great Yarmouth (Males) 2011-2022



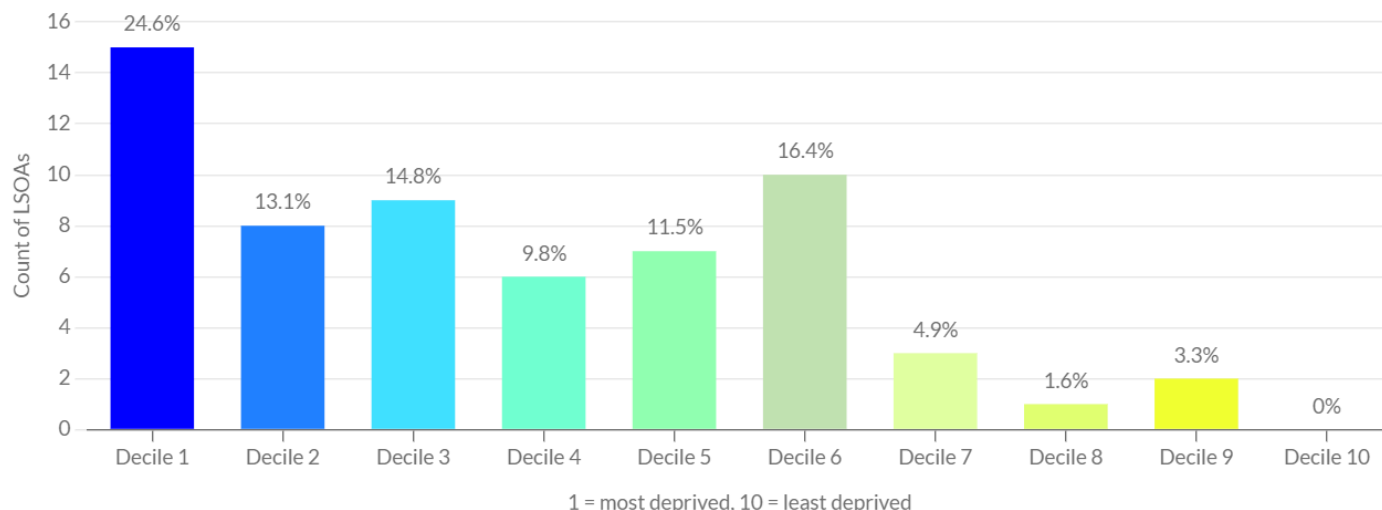
Source: Annual Survey of Hours and Earnings (ASHE)

9.2 Indices of Multiple Deprivation

The Index of Multiple Deprivation (IMD) 2019 is the official measure of relative deprivation for small areas (or neighbourhoods) in England. The IMD ranks every small area (Lower Super Output Area) in England from 1 (most deprived) to 32,844 (least deprived). For larger areas we can look at the proportion of LSOAs within the area that lie within each decile. Decile 1 represents the most deprived 10% of LSOAs in England while decile 10 shows the least deprived 10% of LSOAs.

Figure 33 shows the distribution of Great Yarmouth's LSOAs into the most and least deprived deciles. 15 or around 24.6% of Great Yarmouth's LSOA's fall into the most deprive decile, decile 1. Great Yarmouth's closest comparator in terms of the proportion of decile 1 LSOAs it has is Norwich where around 20% fall into the most deprived decile. This is followed by King's Lynn and West Norfolk (7.9%) and then Breckland (1.3%). Broadland, North Norfolk, and South Norfolk have no decile 1 LSOAs according to the IMD.

Figure 33: Distribution of Great Yarmouth's LSOAs into Deprivation Deciles



Source: IMD 2019, Graph extracted from Norfolk Insight

The distribution of LSOAs into deciles is also available at ward level.

9.3 Children in Low Income Families

Absolute low-income is defined as a family whose equivalised income is below 60% of the 2010/11 median income adjusted for inflation. Relative low-income is defined as a family whose equivalised income is below 60% of contemporary median income. Gross income measure is Before Housing Costs (BHC) and includes contributions from earnings, state support, and pensions. Income is equivalised to adjust for household size and family composition.

The percentage of children under 16 living in families with low income is presented below at ward level with comparator data for Norfolk and England.

At ward level, the area of Great Yarmouth with the highest proportion of children under 16 living in absolute low-income families was Nelson with 24.4%. Nelson also presented the highest proportion of under 16s living in relative low-income families, standing at 34.4%

The area of Great Yarmouth with the lowest proportion of children under 16 living in absolute low-income families was Gorleston (8.1%). As for the area with the lowest proportion of under 16s living in relative low-income families, Fleggburgh presented the smallest proportion (9.4%)

Figure 34: Proportion of Children Under 16 Living In Absolute Low and Relative Low- Income Families (2021/22)

Ward	Children Under 16 Living In Absolute Low Income Families (%)	Children Under 16 Living in Relative Low-Income Families (%)
Bradwell North	10.4	14.1
Bradwell South and Hopton	11.1	13.2
Caister North	10.4	14.9
Caister South	12.7	17.4
Central and Northgate	17.5	25.3
Claydon	16.5	23.8
East Flegg	12.3	17.7
Fleggburgh	9.7	9.4
Gorleston	8.1	12.8
Lothingland	13.2	16.3
Magdalen	16.2	22.3
Nelson	24.4	34.4
Ormesby	10.2	14.2
Southtown and Cobholm	19.1	26.5
St Andrews	14.4	19.4
West Flegg	12.2	17.2
Yarmouth North	14.8	21.0
Norfolk	12.0	16.6
England	14.7	19.2

Source: DWP

9.4 Fuel Poverty

Fuel poverty statistics are based on data from the English Housing Survey (EHS). Given the sample size of the EHS (11,974 households in the combined 2018/19 and 2019/20 datasets), it is not possible to reliably estimate fuel poverty levels in small geographical areas, such as Local Authorities, without the use of modelling. A logistic regression model is created, matching data from the EHS on whether a household is fuel poor or not with data from other sources available. Fuel poverty is measured based on required energy bills rather than actual spending. This ensures that households that have low energy bills simply because they actively limit their use of energy at home, for example by not heating their home, are not overlooked.

Fuel poverty statistics are provided at ward level below with Norfolk and England as comparators.

Figure 35: % of Households in Fuel Poverty- Low Income/Low Energy Efficiency (2020)

Ward	% of Households in Fuel Poverty
Bradwell North	8.7
Bradwell South and Hopton	10.1
Caister North	9.6
Caister South	17.1
Central and Northgate	21.4
Claydon	18.8
East Flegg	12.3
Fleggburgh	14.4
Gorleston	13.6
Lothingland	15.0
Magdalen	17.1
Nelson	25.0
Ormesby	16.0
Southtown and Cobholm	21.6
St Andrews	20.8
West Flegg	16.0
Yarmouth North	22.1
Norfolk	15.6
England	13.2

Source: BEIS

The ward with the highest proportion of households in fuel poverty was Nelson with 25% of households experiencing fuel poverty. Conversely, Bradwell North presented the lowest proportion (8.7%).

Appendix A

Figure A1: Age Distribution – Bradwell North

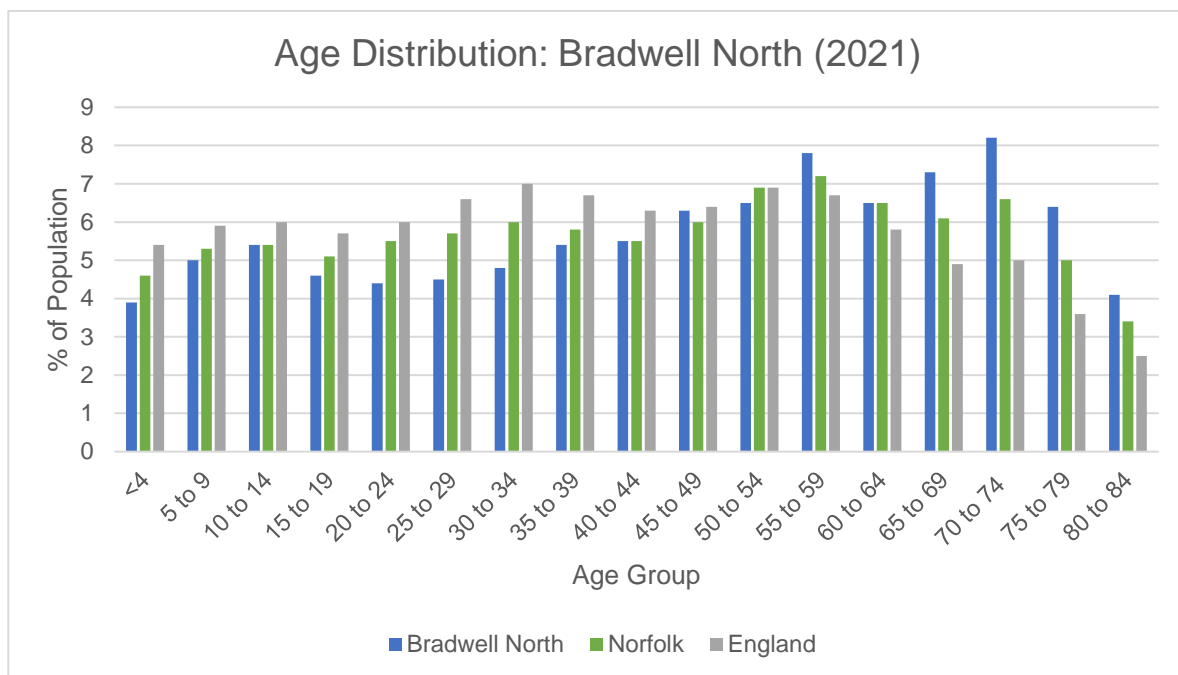


Figure A2: Age Distribution – Bradwell South and Hopton

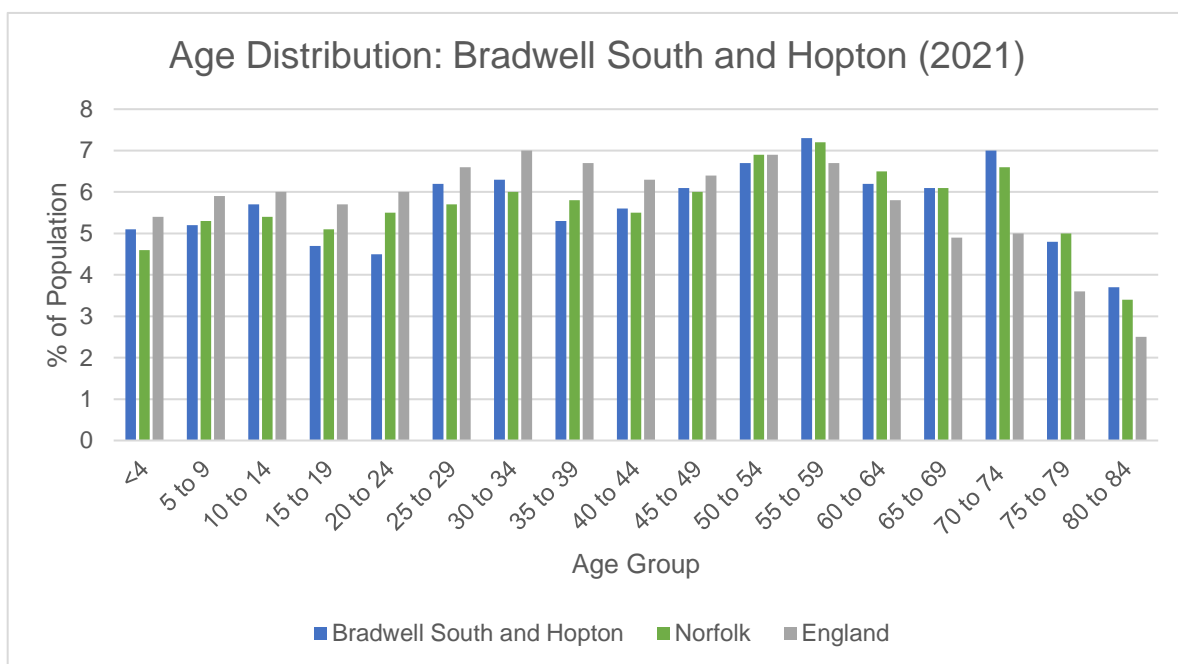


Figure A3: Age Distribution Caister North

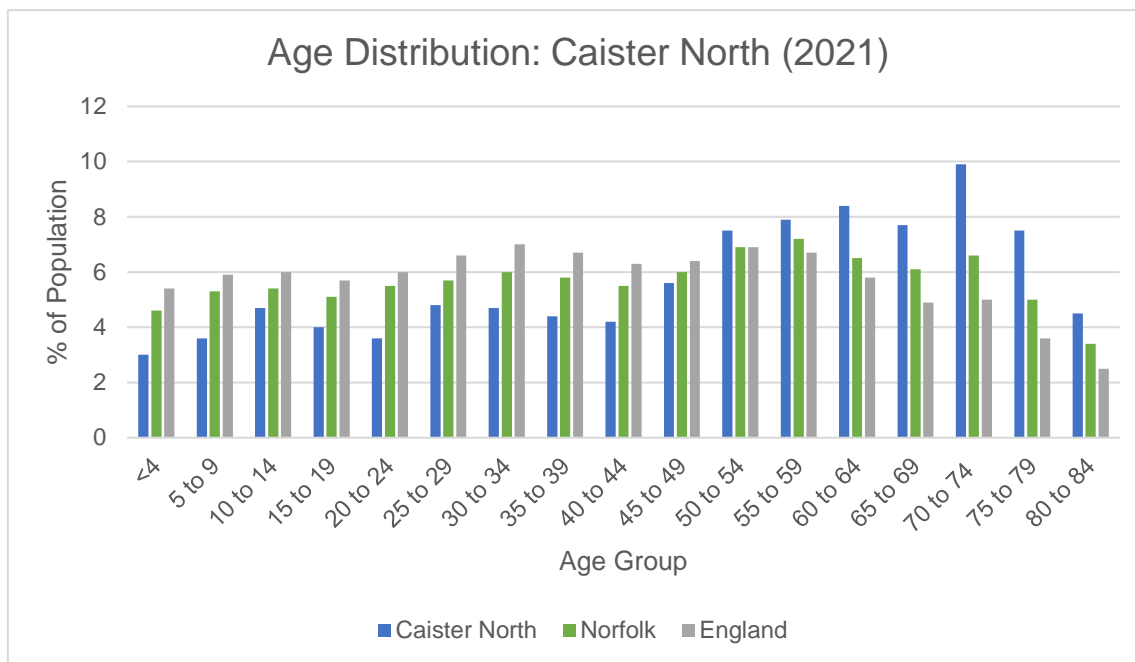


Figure A3: Age Distribution Caister South

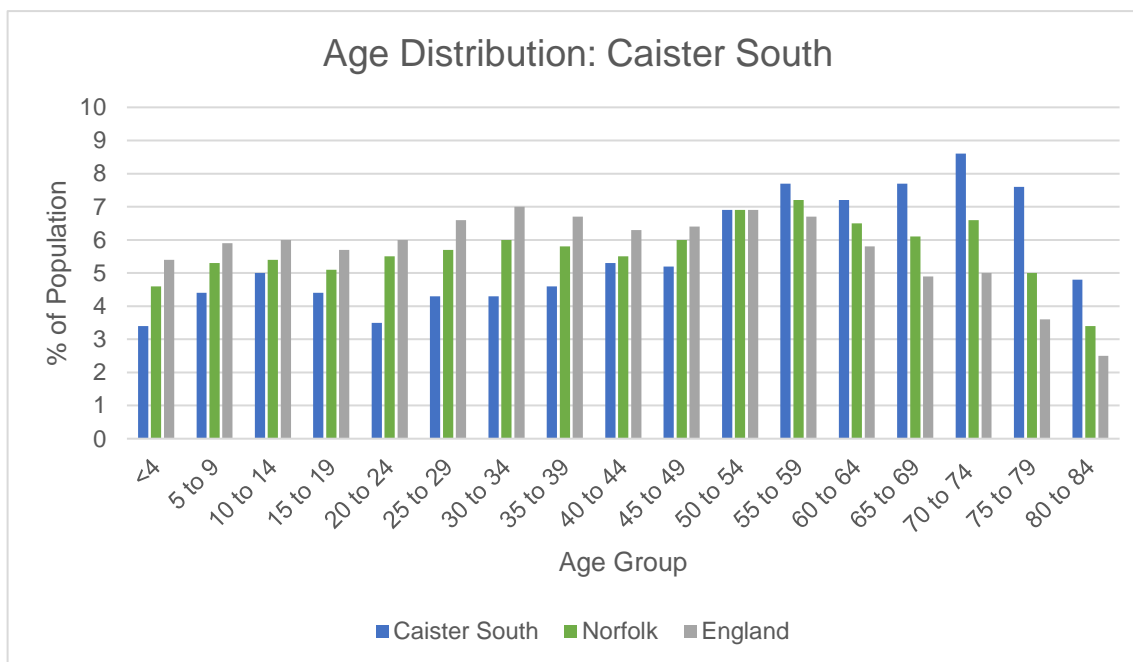


Figure A4: Age Distribution Central and Northgate

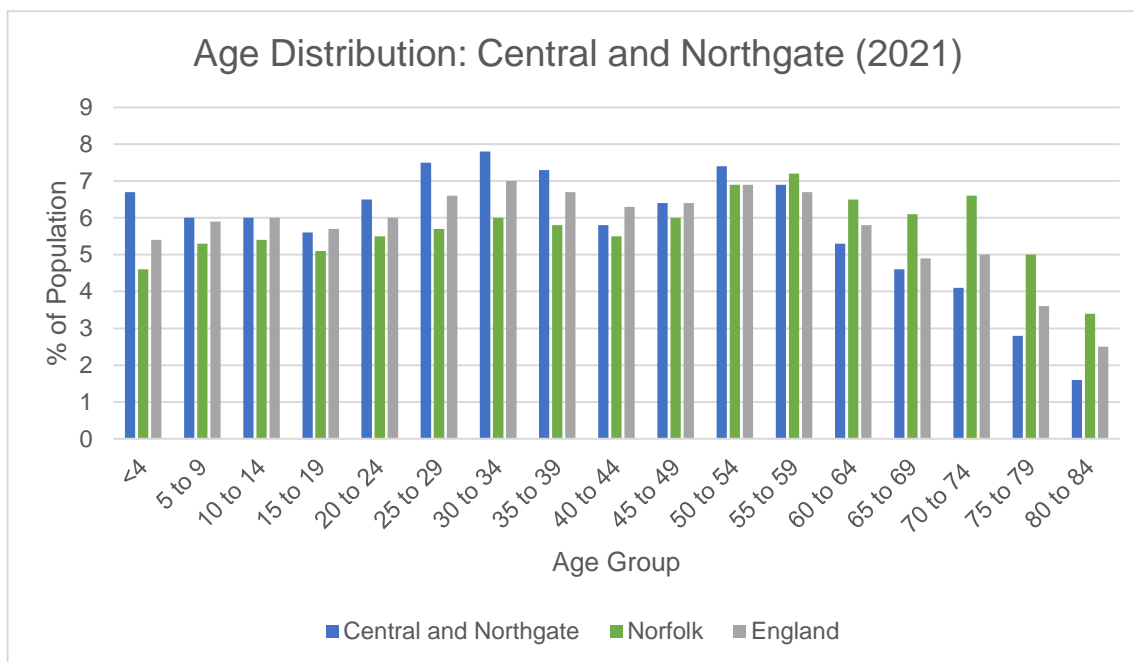


Figure A5: Age Distribution Claydon

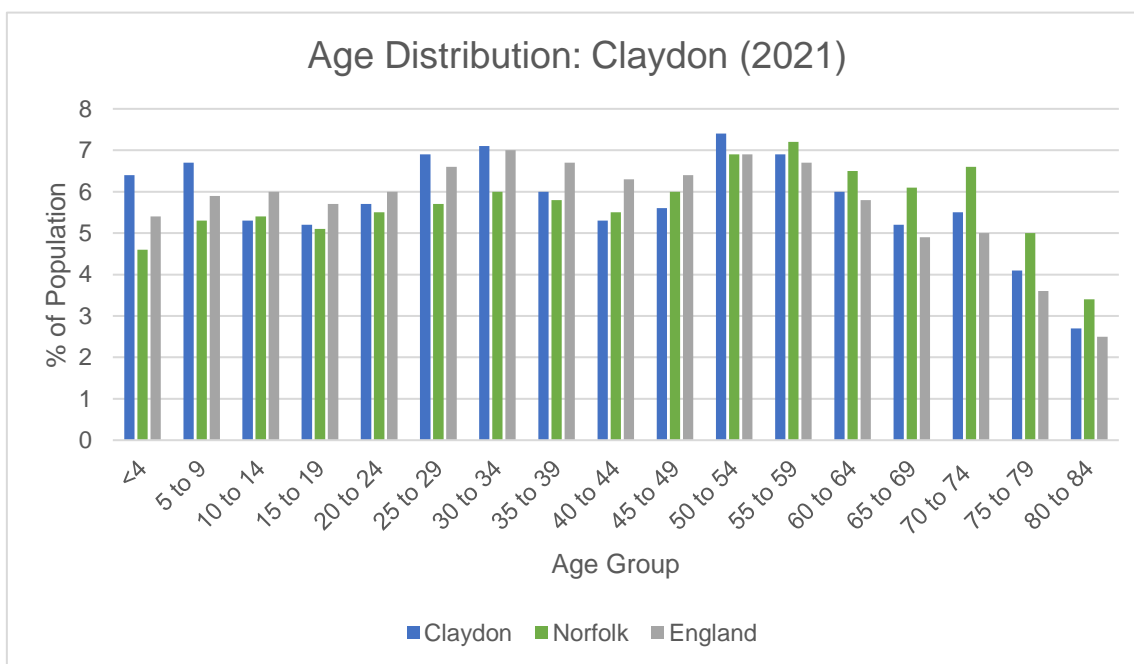


Figure A6: Age Distribution East Flegg

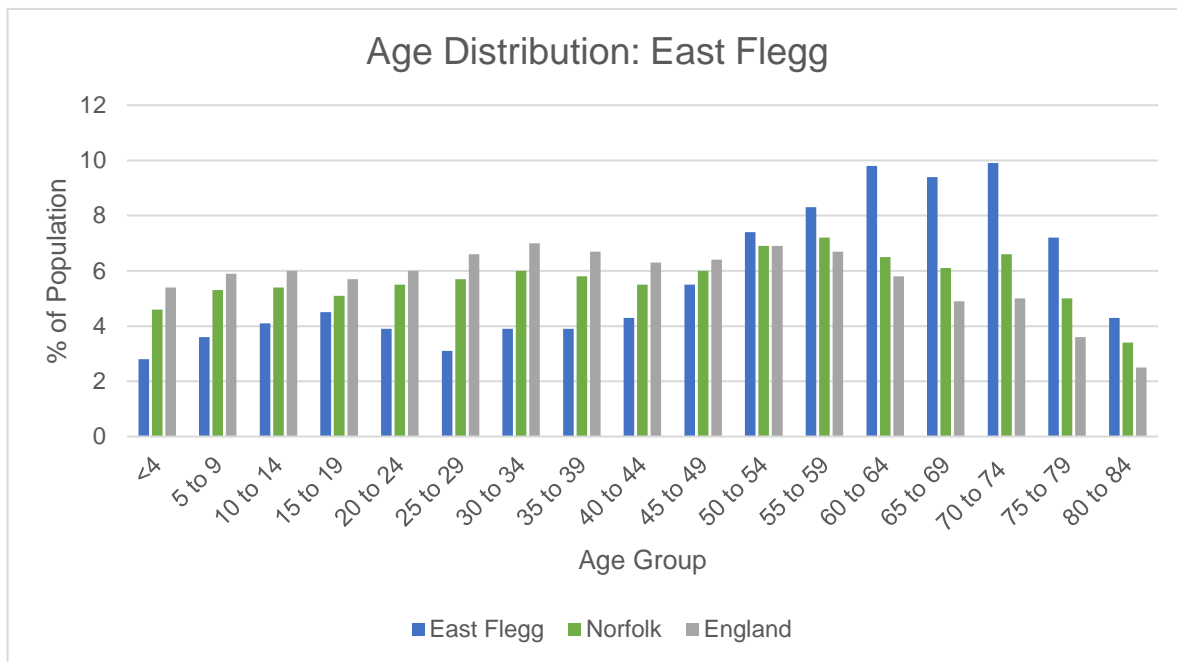


Figure A7: Age Distribution Fleggburgh

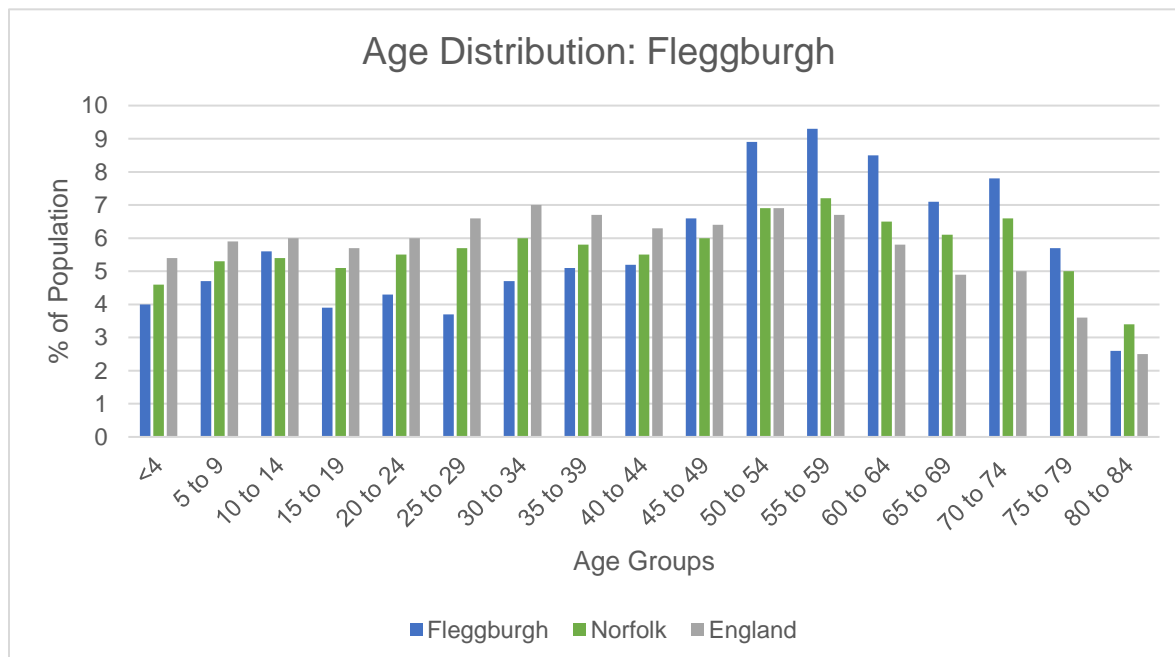


Figure A8: Age Distribution Gorleston

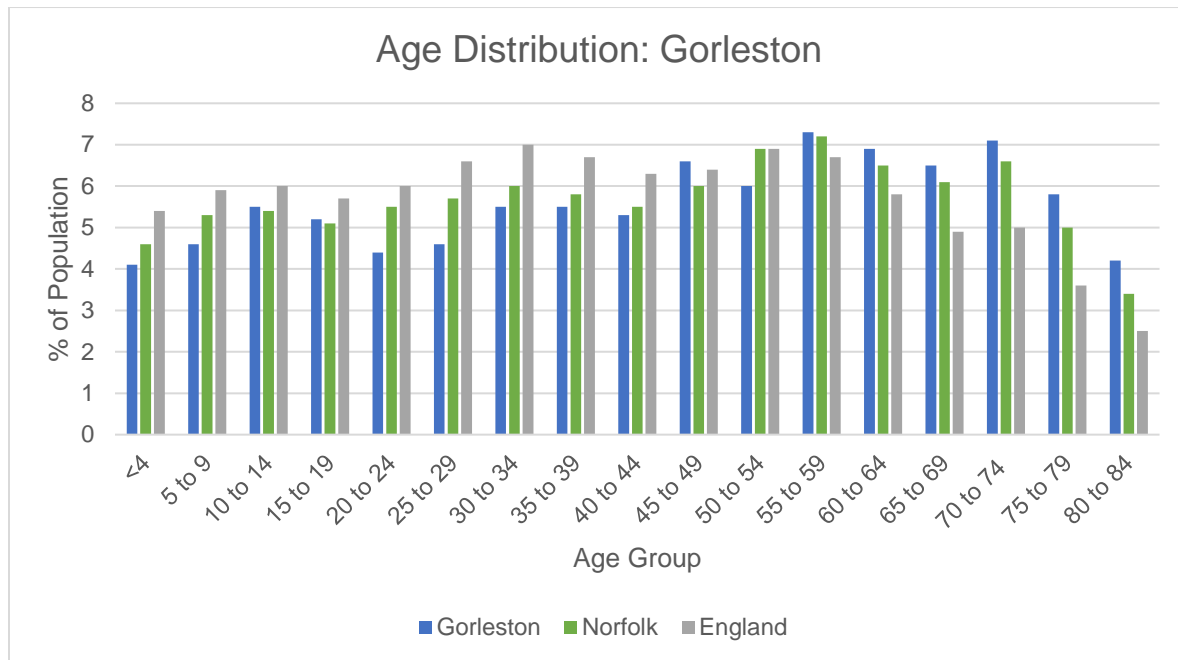


Figure A9: Age Distribution Lothlingland

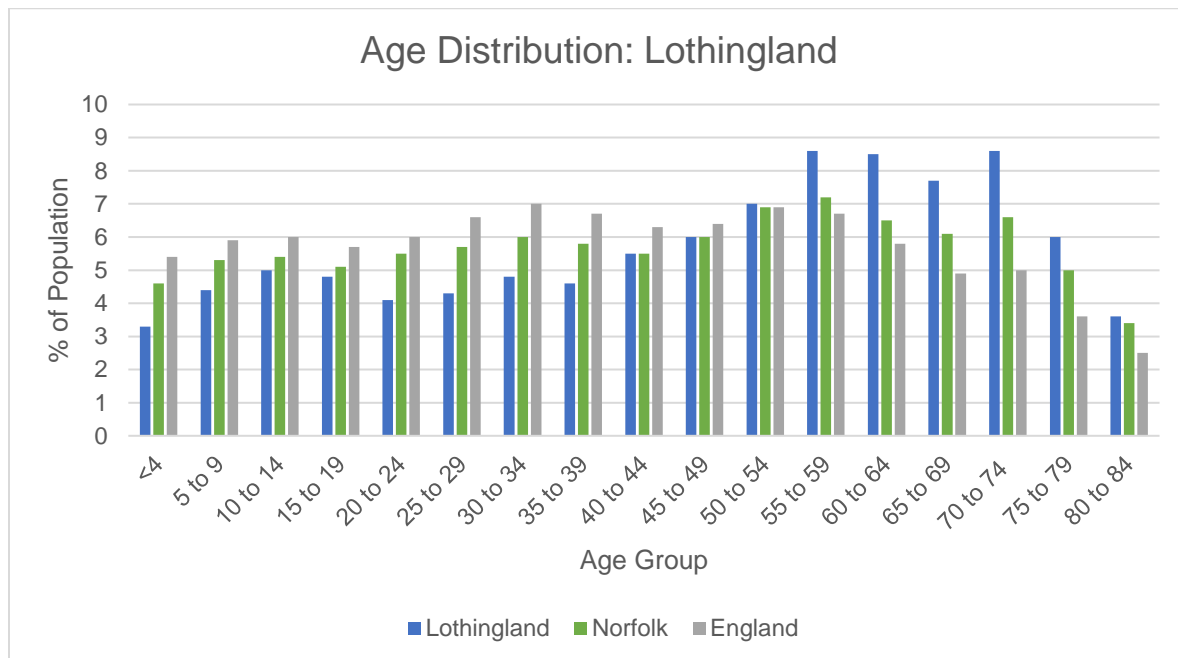


Figure A10: Age Distribution Magdalen

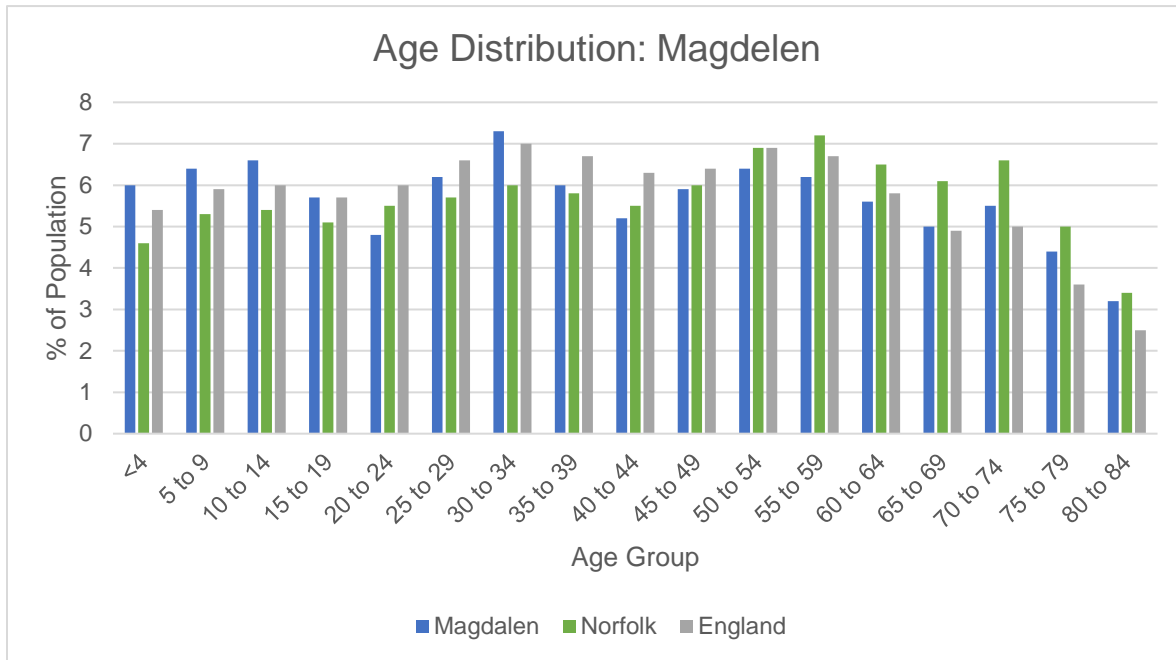


Figure A11: Age Distribution Nelson

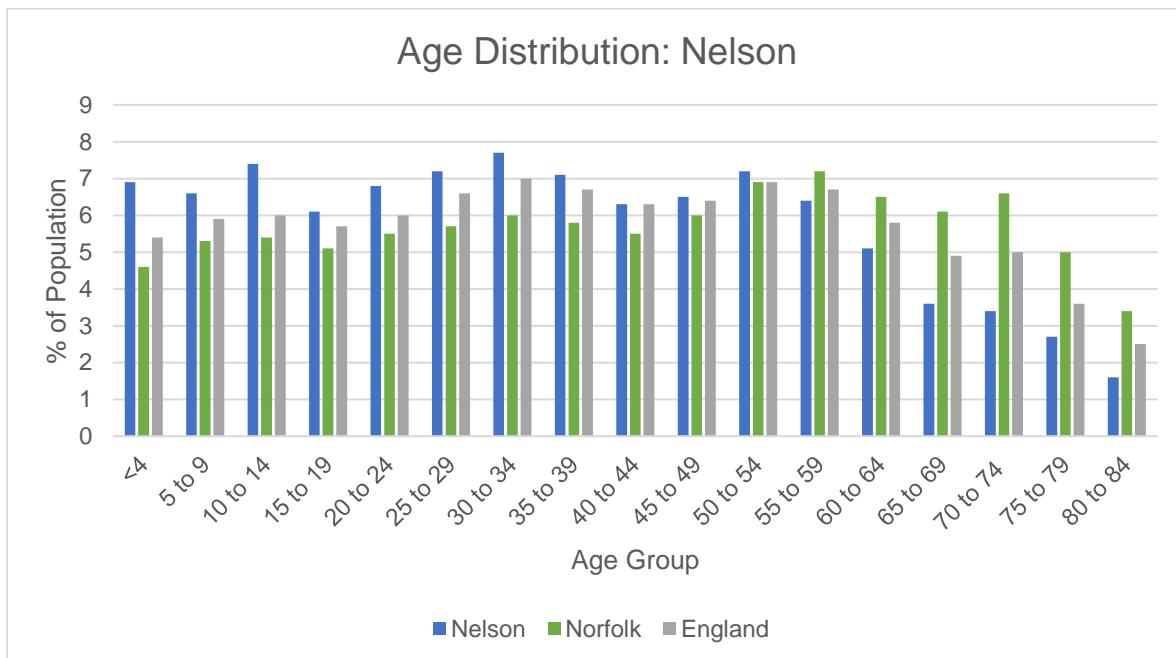


Figure A12: Age Distribution Ormesby

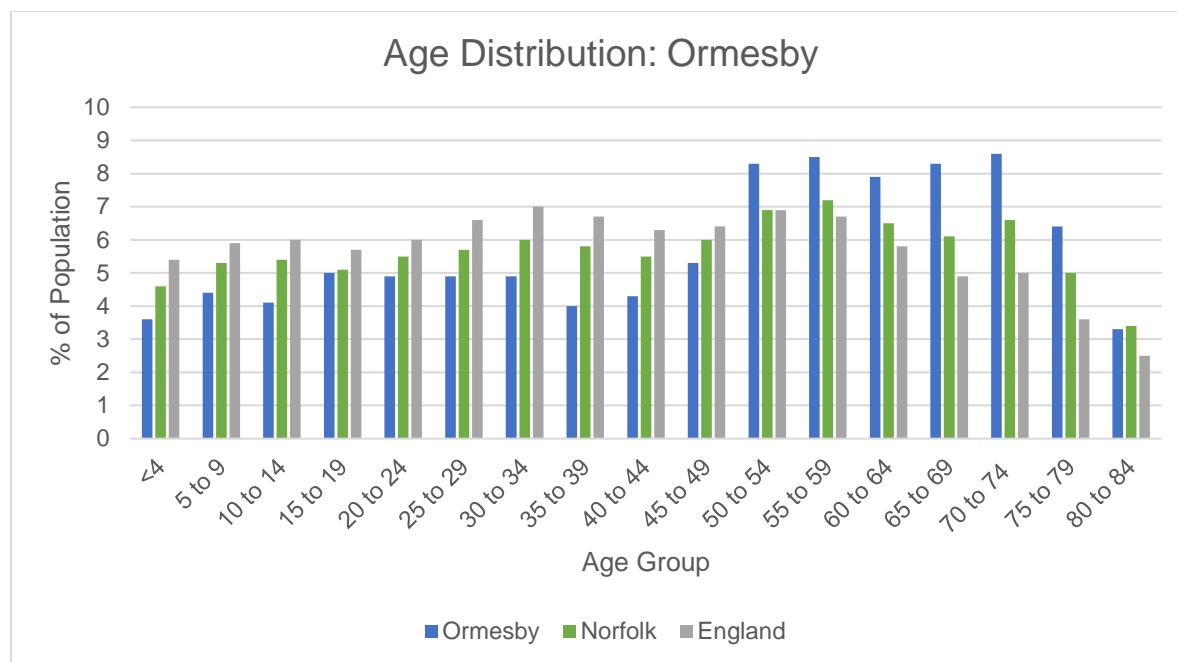


Figure A13: Age Distribution Southtown and Cobholm

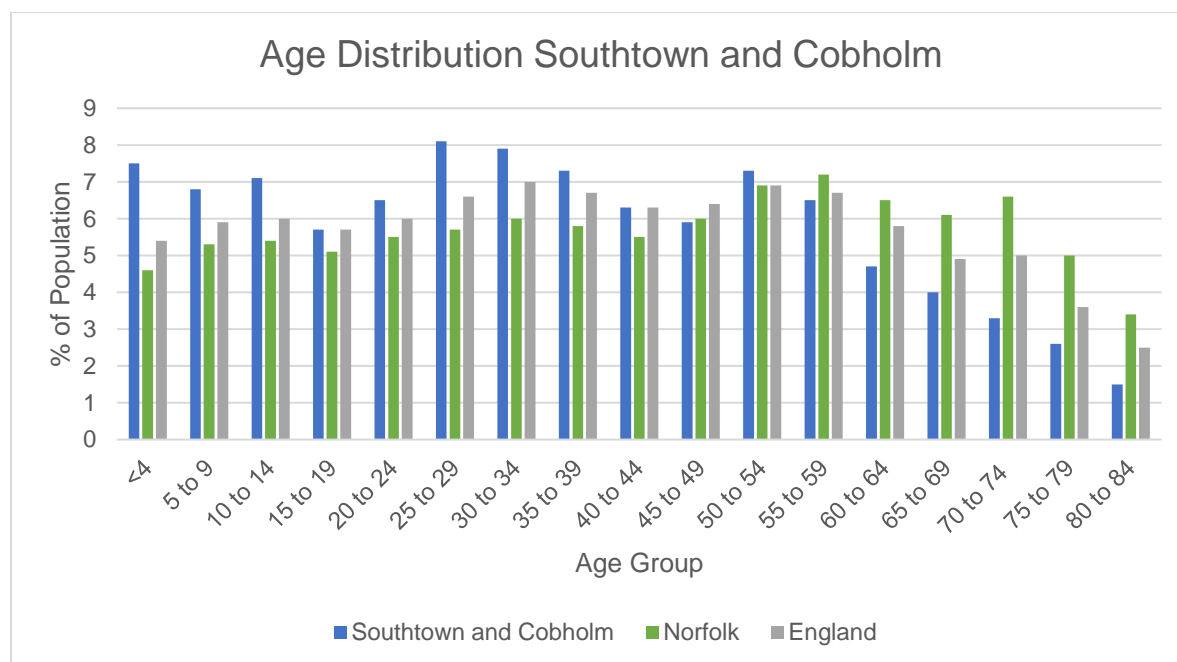


Figure A14: Age Distribution St Andrews

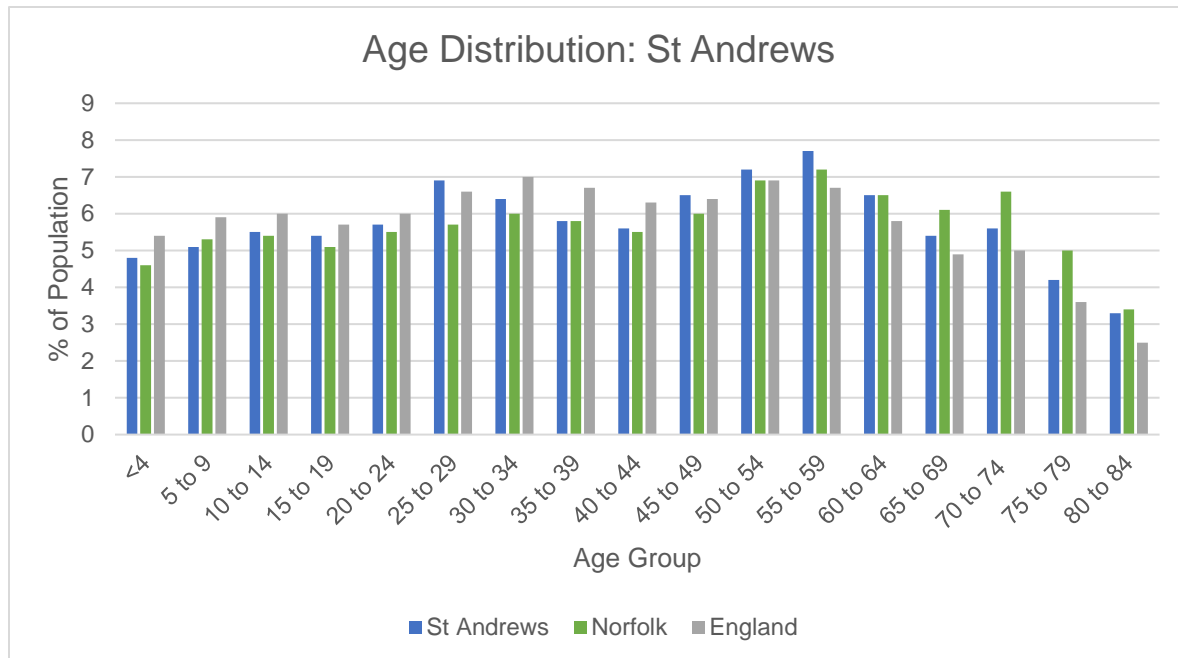


Figure A15: Age Distribution West Flegg

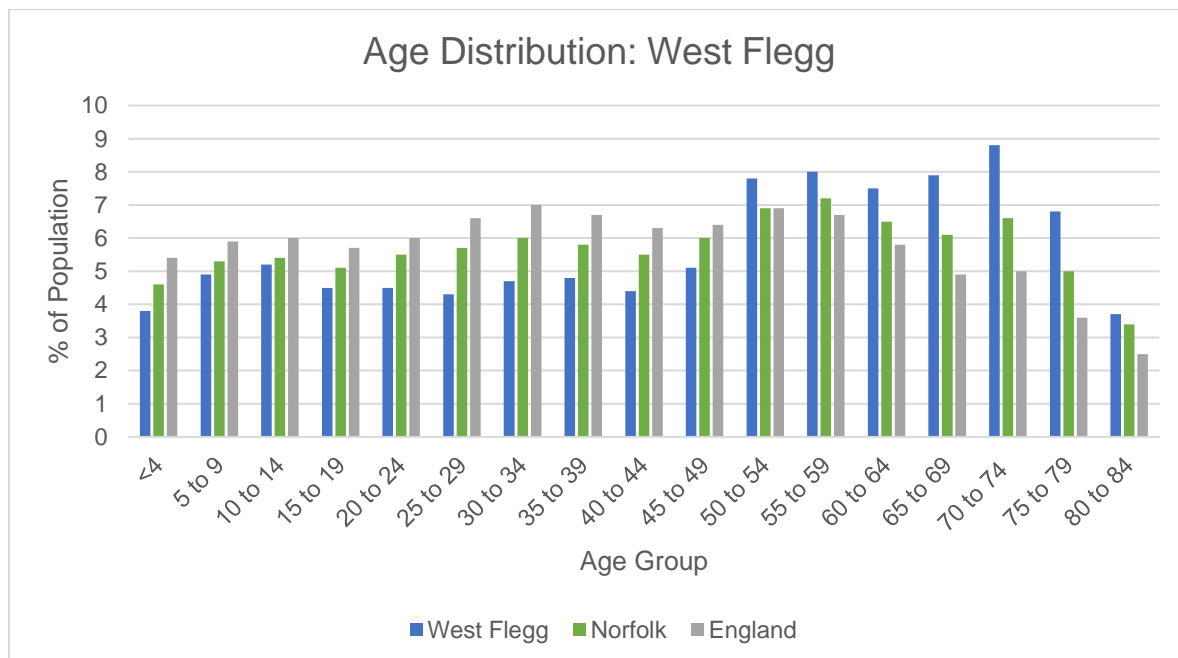


Figure A16: Age Distribution Yarmouth North

