

North Norfolk: Economic profile for district and the seven main market towns

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1 Key findings

This report highlights key demographic and economic data and information for the district of North Norfolk and seven main market towns of Cromer, Fakenham, Holt, North Walsham, Sheringham, Stalham and Wells next-the-Sea. The report is intended to be used as an evidence base to inform the planning of local service strategies and provision, and to support funding applications.

This report contains the most up to date data and information available at the time of publication. It should be noted that not all data is published at all geographical levels, which means that sourcing relevant data at low geographical levels can be challenging.

North Norfolk

- North Norfolk's population in the Census 2021 is an estimated 103,000 which is an increase of around 1,500 people since the previous Census.
- North Norfolk has higher proportions of both males and females in the older age groups (five-year age groups from aged 55) compared with the England averages, with corresponding lower proportions in the younger age groups.
- North Norfolk has a lower proportion of the population who are non-UK nationals and a lower proportion who are non-UK born, compared with the Norfolk and England averages.
- In the Census 2011, North Norfolk had lower levels in each broad minority ethnic group compared with Norfolk and England averages, particularly for Asian/Asian British and for Black/African/Caribbean/Black British.
- North Norfolk's population is projected to grow to around 118,100 by 2043.
- North Norfolk's population is projected to have an increasingly older profile, with the proportion of people aged 65 and over projected to increase from 33.4% in 2020 to 40.4% by 2043.
- For the year to December 2021, the rate of economically active for North Norfolk was 78.6% (or around 43,800 people aged 16 and over), which is lower than the Norfolk average of 80.4%.
- North Norfolk's economic inactivity rate for 2021 was 21.4% (or around 11,400 people aged 16 to 64), which is higher than the Norfolk average of 19.6%.
- The most significant industry sector for North Norfolk, in employment terms, is the Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles sector, which in 2020 employed 18.8% of employees, or around 6,000 employees.
- North Norfolk has a relatively high proportion of part-time jobs (40.6%) compared with Norfolk (36.3%).
- For 2021, in North Norfolk there has been an increase in the proportion of people employed in higher paid occupations and employed in administrative, secretarial and skilled trade occupations, compared with the previous year. Conversely, there has been a decline in the proportion of people employed in caring, leisure, other service occupations, sales and customer service occupations and people employed as process plant & machine operatives and in elementary occupations.
- North Norfolk's estimated rate of National Insurance Number Registrations to adult overseas nationals per 1,000 resident population aged 16 to 64 has remained lower than average rates for Norfolk and nationally over recent years.

- In North Norfolk for 2021, 99.7% of local VAT based business units employed fewer than 250 people and 84.4% employed fewer than ten people.
- Average gross weekly pay in 2021 for full-time workers in North Norfolk is £512.50, compared with higher average pay for Norfolk as a whole of £568.10.
- The gap between North Norfolk's average weekly full-time pay has widened over the last year, compared with averages for Norfolk and nationally.
- Latest figures for 2017/18 for North Norfolk show the net annual household income after housing costs was £27,927, which was similar to the Norfolk (£28,236) and England (£28,248) averages.
- Gross value added per hour worked is the preferred measure of labour productivity - Current Price GVA per hour worked for 2020 for North Norfolk is £25.64, compared with higher levels for Norfolk as a whole (£32.26) and for England (£38.29).
- In 2020, North Norfolk had a stock of active enterprises of around 3,910, which is a decrease on the previous year of around 40 enterprises.
- In 2020, there were around 300 new business start-ups in North Norfolk, which is a rate of 7.5 per 100 active enterprises, which is lower than the Norfolk rate of 10.0.
- There were around 285 business closures in 2020 in North Norfolk, which is a rate of 7.3 per 100 active enterprises, which is lower than the Norfolk rate of 8.8.
- Businesses in North Norfolk have a similar rate of survival over five years (44.3%) compared with the Norfolk average (44.4%), based on 2015 business start-ups.
- The rate of employment in North Norfolk stood at 76.0% for the year to December 2021, or around 42,500 people aged 16 and over in employment, which is similar to the Norfolk average of 77.0%.
- The rate of unemployment in North Norfolk stood at 3.5% for the year to December 2021, or around 1,500 people aged 16 and over unemployed, which is below the Norfolk average of 4.1%.
- The Claimant Count rate in North Norfolk stood at 2.6% for the month of June 2022, or around 1,465 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is below the Norfolk average of 2.9%. The trend is for North Norfolk's rate to be lower than the Norfolk and national rates.
- For 2021, North Norfolk had a lower proportion of people with no qualifications (4.5%) compared with Norfolk (6.9%), and at NVQ4 and above had a similar level of attainment (32.7%) compared with Norfolk (32.8%).
- For 2019, 63.4% of North Norfolk pupils attained GCSE English and Maths at grades 9-4, compared with similar rates of 63.0% for Norfolk and 64.6% nationally.

Cromer

- Cromer's population in 2020 is an estimated 7,760.
- Cromer's population has an older age profile than Norfolk as a whole - around 35.8% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In Cromer for 2021, 97.8% of local VAT based business units employed fewer than 50 people.

- Latest figures for 2017/18 for Cromer show the net annual household income after housing costs was around £26,600, which was below the North Norfolk average of £27,927 and further behind the Norfolk average of £28,236.
- The Claimant Count rate in Cromer stood at 3.3% for the month of June 2022, or around 135 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is higher than the North Norfolk (2.6%) and Norfolk (2.9%) rates. The trend is for Cromer's rate to be more variable than the North Norfolk rate, remaining above the North Norfolk rate.
- Cromer's occupational structure from the Census 2011, shows the highest proportion of people working in the Caring, leisure and other service occupations (15.1%), followed by Elementary occupations (14.7%) and Skilled trades occupations (14.5%).
- In the Census 2011, Cromer had a higher proportion of people with no qualifications compared with Norfolk, and a similar level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 66.7% of Cromer pupils attained GCSE English and Maths at grades 9-4, compared with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.
- For 2018-19, 16.0% of Cromer children aged under 16 are living in absolute low-income families, compared with lower rates of 15.4% for North Norfolk and 14.3% for Norfolk.
- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in Cromer at risk of NEET is 49.5%, compared with higher figures for North Norfolk (54.8%) and Norfolk (57.1%).

Fakenham

- Fakenham's population in 2020 is an estimated 8,060.
- Fakenham's population has an older age profile than Norfolk as a whole - around 30.6% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In Fakenham for 2021, 96.5% of local VAT based business units employed fewer than 50 people.
- Latest figures for 2017/18 for Fakenham show the net annual household income after housing costs was around £27,800, which was similar to the North Norfolk average of £27,927 and behind the Norfolk average of £28,236.
- The Claimant Count rate in Fakenham stood at 3.0% for the month of June 2022, or around 130 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is higher than the North Norfolk (2.6%) rate and similar to the Norfolk (2.9%) rate. The trend is for Fakenham's rate more recently to be generally above the North Norfolk rate, and following the same general pattern.
- Fakenham's occupational structure from the Census 2011, shows the highest proportion of people working in the Skilled trades occupations (16.7%), followed by Elementary occupations (14.0%) and Caring, leisure and other service occupations (11.7%).
- In the Census 2011, Fakenham had a higher proportion of people with no qualifications compared with Norfolk, and a lower level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 60.0% of Fakenham pupils attained GCSE English and Maths at grades 9-4, compared with higher rates of 63.4% for North Norfolk and 63.0% for Norfolk.

- For 2018-19, 13.8% of Fakenham children aged under 16 are living in absolute low-income families, compared with higher rates of 15.4% for North Norfolk and 14.3% for Norfolk.
- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in Fakenham at risk of NEET is 58.4%, compared with a lower figure for North Norfolk (54.8%) and a similar figure for Norfolk (57.1%).

Holt

- Holt's population in 2020 is an estimated 4,330.
- Holt's population has an older age profile than Norfolk as a whole - around 37.9% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In Holt for 2021, 96.0% of local VAT based business units employed fewer than 50 people.
- Latest figures for 2017/18 for Holt show the net annual household income after housing costs was around £27,600, which was similar to the North Norfolk average of £27,927 and behind the Norfolk average of £28,236.
- The Claimant Count rate in Holt stood at 1.9% for the month of June 2022, or around 40 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is lower than the North Norfolk (2.6%) and Norfolk (2.9%) rates. The trend is for Holt's rate to be below the North Norfolk rate.
- Holt's occupational structure from the Census 2011, shows the highest proportion of people working in the Skilled trades occupations (16.2%), followed by Professional occupations (14.7%), and Elementary occupations (13.9%).
- In the Census 2011, Holt had a higher proportion of people with no qualifications compared with Norfolk, and a similar level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 71.4% of Holt pupils attained GCSE English and Maths at grades 9-4, compared with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.
- For 2018-19, 15.5% of Holt children aged under 16 are living in absolute low-income families, compared with a similar rate of 15.4% for North Norfolk and a lower rate of 14.3% for Norfolk.
- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in Holt at risk of NEET is 59.0%, compared with lower figures for North Norfolk (54.8%) and Norfolk (57.1%).

North Walsham

- North Walsham's population in 2020 is an estimated 12,930.
- North Walsham's population has an older age profile than Norfolk as a whole - around 30.2% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In North Walsham for 2021, 97.0% of local VAT based business units employed fewer than 50 people.
- Latest figures for 2017/18 for North Walsham show the net annual household income after housing costs was around £25,500, which was below the North Norfolk average of £27,927 and further behind the Norfolk average of £28,236.

- The Claimant Count rate in North Walsham stood at 3.6% for the month of June 2022, or around 250 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is higher than the North Norfolk (2.6%) and Norfolk (2.9%) rates. The trend is for North Walsham's rate to be above the North Norfolk rate.
- North Walsham's occupational structure from the Census 2011, shows the highest proportion of people working in the Skilled trades occupations (16.5%) followed by Caring, leisure and other service occupations (13.7%), and Elementary occupations (13.2%).
- In the Census 2011, North Walsham had a higher proportion of people with no qualifications compared with Norfolk, and a lower level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 54.7% of North Walsham pupils attained GCSE English and Maths at grades 9-4, compared with higher rates of 63.4% for North Norfolk and 63.0% for Norfolk.
- For 2018-19, 14.7% of North Walsham children aged under 16 are living in absolute low-income families, compared with a higher rate of 15.4% for North Norfolk and a similar rate of 14.3% for Norfolk.
- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in North Walsham at risk of NEET is 52.5%, compared with higher figures for North Norfolk (54.8%) and Norfolk (57.1%).

Sheringham

- Sheringham's population in 2020 is an estimated 7,380.
- Sheringham's population has an older age profile than Norfolk as a whole - around 40.2% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In Sheringham for 2021, 98.7% of local VAT based business units employed fewer than 50 people.
- Latest figures for 2017/18 for Sheringham show the net annual household income after housing costs was around £27,800, which was similar to the North Norfolk average of £27,927 and behind the Norfolk average of £28,236.
- The Claimant Count rate in Sheringham stood at 2.3% for the month of June 2022, or around 80 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is lower than the North Norfolk (2.6%) and Norfolk (2.9%) rates. The trend is for Sheringham's rate to be more variable than the North Norfolk rate, and following the same general pattern.
- Sheringham's occupational structure from the Census 2011, shows the highest proportion of people working in the Skilled trades occupations (15.0%), followed by Managers, directors and senior officials (14.0%), and Professional occupations (13.5%).
- In the Census 2011, Sheringham had a similar proportion of people with no qualifications compared with Norfolk, and a higher level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 71.4% of Sheringham pupils attained GCSE English and Maths at grades 9-4, compared with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.
- For 2018-19, 14.2% of Sheringham children aged under 16 are living in absolute low-income families, compared with a higher rate of 15.4% for North Norfolk and a similar rate of 14.3% for Norfolk.

- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in Sheringham at risk of NEET is 55.0%, compared with a similar figure for North Norfolk (54.8%) and a higher figure for Norfolk (57.1%).

Stalham

- Stalham's population in 2020 is an estimated 3,140.
- Stalham's population has an older age profile than Norfolk as a whole - around 29.0% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In Stalham for 2021, 100% of local VAT based business units employed fewer than 50 people.
- Latest figures for 2017/18 for Stalham show the net annual household income after housing costs was around £25,900, which was below the North Norfolk average of £27,927 and further behind the Norfolk average of £28,236.
- The Claimant Count rate in Stalham stood at 3.8% for the month of June 2022, or around 65 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is higher than the North Norfolk (2.6%) and Norfolk (2.9%) rates. The trend is for Stalham's rate to be more variable than the North Norfolk rate, and higher than the North Norfolk rate.
- Stalham's occupational structure from the Census 2011, shows the highest proportion of people working in the Skilled trades occupations (19.5%), followed by Caring, leisure and other service occupations (15.3%), and Elementary occupations (14.0%).
- In the Census 2011, Stalham had a higher proportion of people with no qualifications compared with Norfolk, and a lower level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 85.7% of Stalham pupils attained GCSE English and Maths at grades 9-4, compared with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.
- For 2018-19, 14.9% of Stalham children aged under 16 are living in absolute low-income families, compared with a higher rate of 15.4% for North Norfolk and a lower rate of 14.3% for Norfolk.
- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in Stalham at risk of NEET is 55.0%, compared with a similar figure for North Norfolk (54.8%) and a higher figure for Norfolk (57.1%).

Wells next-the-Sea

- Wells next-the-Sea's population in 2020 is an estimated 2,670.
- Wells next-the-Sea's population has an older age profile than Norfolk as a whole - around 37.2% of the population is aged 65 and over, compared with 24.7% for Norfolk.
- In Wells next-the-Sea for 2021, 97.3% of local VAT based business units employed fewer than 50 people.
- Latest figures for 2017/18 for Wells next-the-Sea show the net annual household income after housing costs was around £30,000, which was above the North Norfolk average of £27,927 and the Norfolk average of £28,236.
- The Claimant Count rate in Wells next-the-Sea stood at 2.3% for the month of June 2022, or around 30 people aged 16 and over claiming benefit principally for the reason of being unemployed, which is lower than the North Norfolk (2.6%) and

Norfolk (2.9%) rates. The trend is for Wells next-the-Sea's rate to be more variable than the North Norfolk rate, and being similar to or above the North Norfolk rate.

- Wells next-the-Sea's occupational structure from the Census 2011, shows the highest proportion of people working in the Skilled trades occupations (21.6%), followed by Elementary occupations (16.3%), and Managers, directors and senior officials (14.8%).
- In the Census 2011, Wells next-the-Sea had a higher proportion of people with no qualifications compared with Norfolk, and a similar level of people attaining their highest level of qualification as Level 4 and above.
- For 2019, 70.0% of Wells next-the-Sea pupils attained GCSE English and Maths at grades 9-4, compared with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.
- For 2018-19, 17.9% of Wells next-the-Sea children aged under 16 are living in absolute low-income families, compared with lower rates of 15.4% for North Norfolk and 14.3% for Norfolk.
- Based on a range of Risk of NEET Indicators (RONIs), the estimated proportion of Year 10 and Year 11 children in Wells next-the-Sea at risk of NEET is 61.4%, compared with lower figures for North Norfolk (54.8%) and Norfolk (57.1%).

2 Introduction

2.1 Purpose of report

The North Norfolk District Council (NNDC) Economic Growth Team has requested that the Norfolk Office of Data & Analytics (NODA) produce a local economic profile for the district and for each of the seven main market towns of the district:

- Cromer
- Fakenham
- Holt
- North Walsham
- Sheringham
- Stalham
- Wells next-the-Sea

The local economic profile is intended to focus particularly on data related to basic demographics, educational attainment, economic make up of businesses, and enterprise births/deaths.

The data and analysis is intended to be used as an evidence base to inform the planning of local service strategies and provision, and to support funding applications.

2.2 Statement on data

The data contained in this report comes from a range of national and local sources and includes the most recent figures available to illustrate the current demographic and economic picture for North Norfolk. Sources and dates of data have been acknowledged throughout the report.

Not all data is published at all geographical levels. It should be noted that stringent methodological practices are in place to ensure published data is accurate and reliable, which means that there is often a lag in publication of data.

It should also be noted that some published data at the sub-national level is often limited in scope and collected less frequently. This means that at the local authority level, we often rely on little, outdated or incomparable data. At even lower geographical levels, this can be even more of a challenge.

It is important to note that the seven market towns of interest do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)¹ that make up each market town area where relevant data is available at LSOA level.

To provide more context, local and national comparator data has been included where possible.

¹ 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.

Some of the data included may be sourced from the Census. The Census happens every ten years and is a count of all people and households on a specific day. The latest Census was held on 21 March 2021, although data at the LSOA level and much data at the district level will only begin to be released from winter 2022 or later. Although Census 2011 data may seem rather out of date, for some issues it is the most complete source of information about the local population that we have available at this time.

3 North Norfolk district

3.1 Population profile

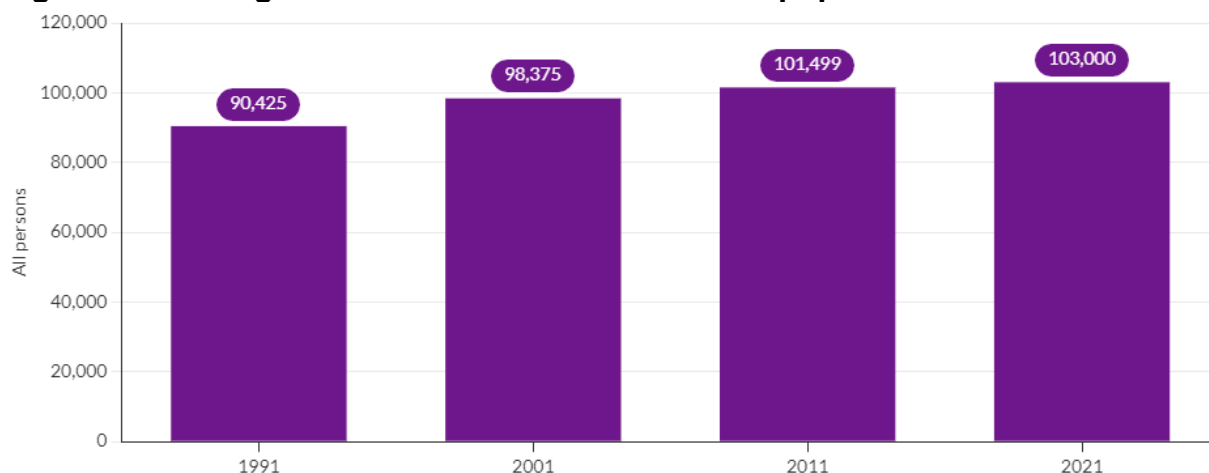
3.1.1. Current population profile

The latest population estimates published by the Office for National Statistics (ONS) at district level are from the Census 2021. North Norfolk's population is an estimated 103,000² which is an increase of around 1,500 people since the previous Census of 2011 (**Figure 3.1**).

Around 50,300 (48.8%) of North Norfolk's estimated population is male and around 52,700 (51.2%) is female.

The Census population figure for North Norfolk is around 2,200 lower than the latest annual ONS 2020 mid-year population estimates. Mid-year population estimates are trend-based and the Census allows ONS to 'rebase' the regular 'mid-year' estimates for the size of the population. Therefore, annual mid-2021 population estimates will be based on the Census and updated to take account of the births, deaths and estimated migration that has taken place during the three months between Census day and the mid-year point of 2021, and are expected to be published in autumn 2022.

Figure 3.1: Change in North Norfolk usual resident population from 1991 to 2021

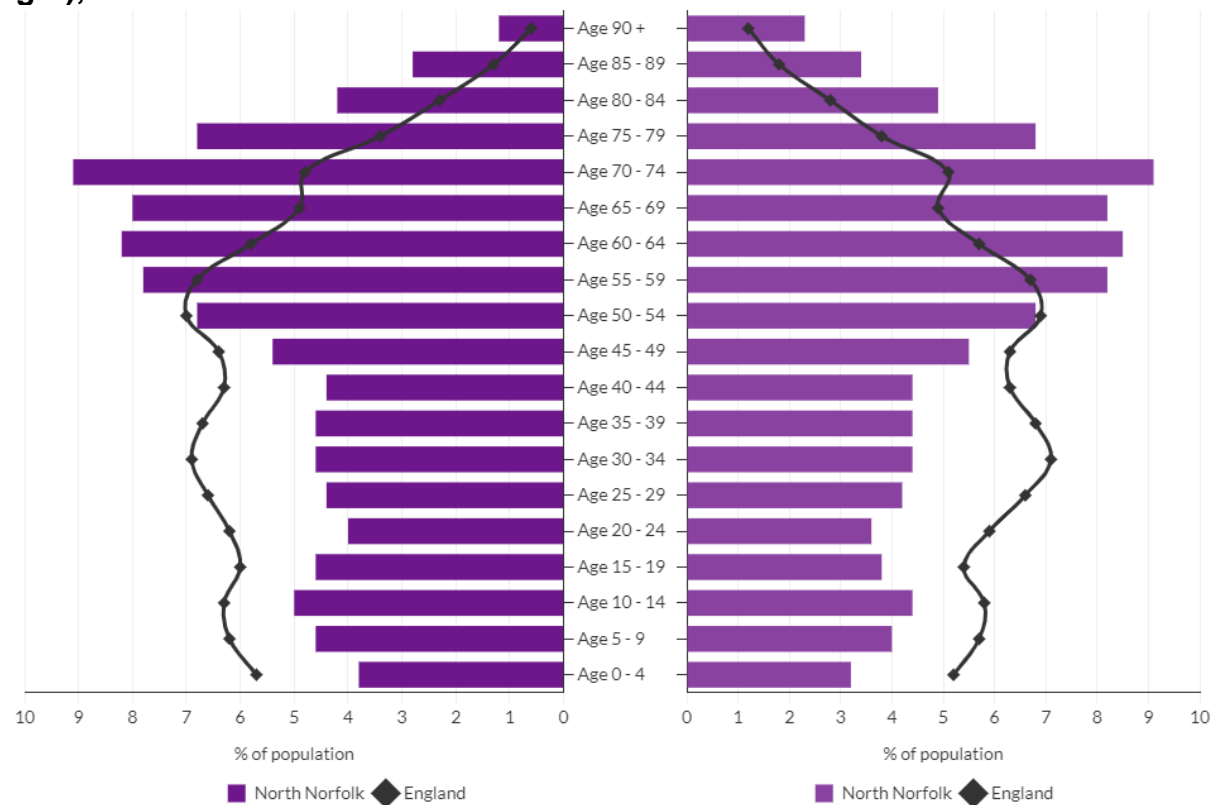


Source: ONS Census 2021

Figure 3.2 shows North Norfolk's population by five-year age bands for males (left) and females (right) in the Census 2021, compared with England. North Norfolk has higher proportions of both males and females in the older age groups (from aged 55) compared with the England averages, with corresponding lower proportions in the younger age groups compared with England.

² ONS population estimates Census, 2021

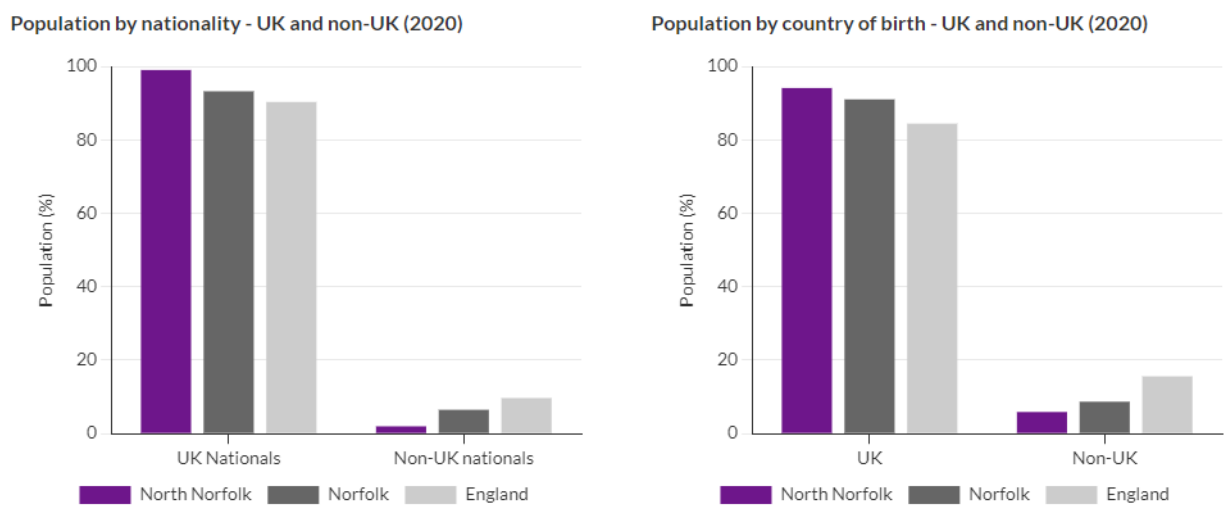
Figure 3.2: Population (%) by five-year age bands for males (left) and females (right), 2021



Source: ONS Census, 2021

The ONS publishes data about residents’ nationality and country of birth. **Figure 3.3** shows that North Norfolk has a lower proportion of the population who are non-UK nationals and a lower proportion who are non-UK born, compared to Norfolk and England.

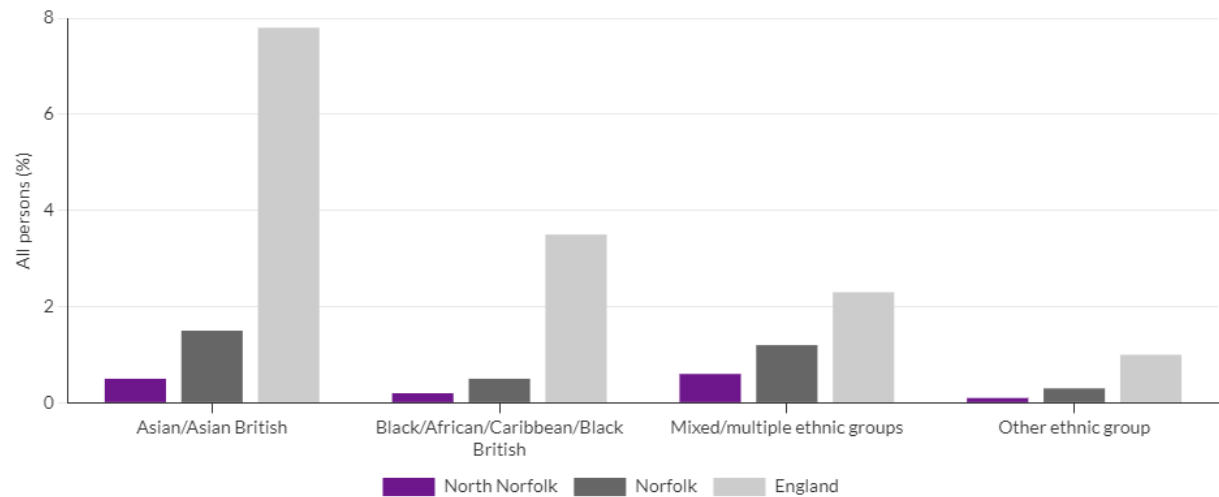
Figure 3.3: Population (%) by nationality and country of birth - UK and non-UK, 2020



Source: ONS Annual Population Survey, 2020

In the Census 2011, an estimated 96.7% of North Norfolk’s population self-identified as being a member of the ethnic group White, with 3.3% being from a number of ethnic groups collectively categorised as Ethnic Minorities. **Figure 3.4** shows North Norfolk’s proportion of population by broad minority groups, with lower levels in each broad group compared with Norfolk and England averages, particularly for Asian/Asian British and for Black/African/Caribbean/Black British.³

Figure 3.4: Population by broad minority groups, 2011

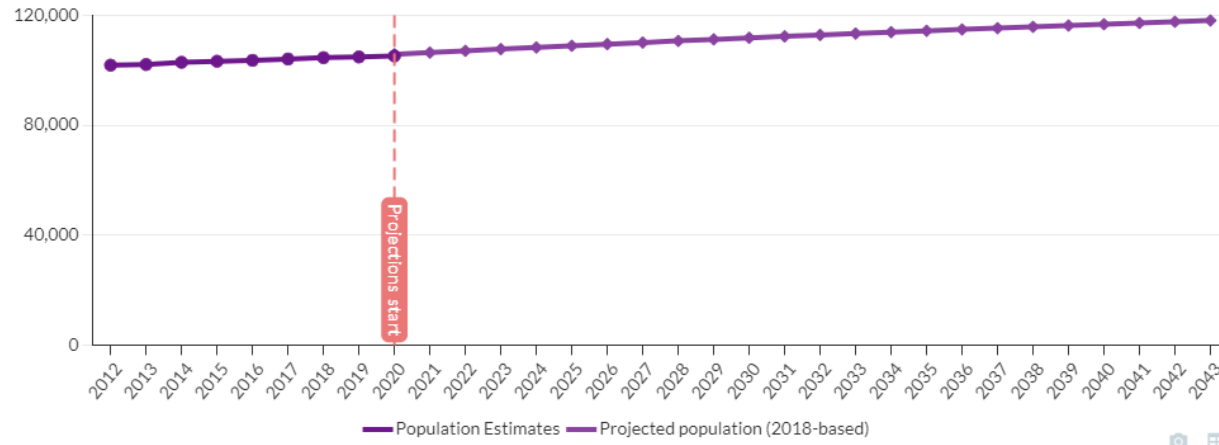


Source: ONS Census, 2011

3.1.2. Future population profile

ONS publishes a trend-based sub-national population projection for each local authority in the country, and the current projections are to mid-2043. The purpose of these projections is to indicate how the population could change if recent past trends are assumed to continue. **Figure 3.5** shows the estimated population of North Norfolk in mid-2020 was around 105,200 and it is projected to grow to around 118,100 by 2043.⁴

Figure 3.5: North Norfolk population estimates, mid-2012 to mid-2020, and projections to mid-2043



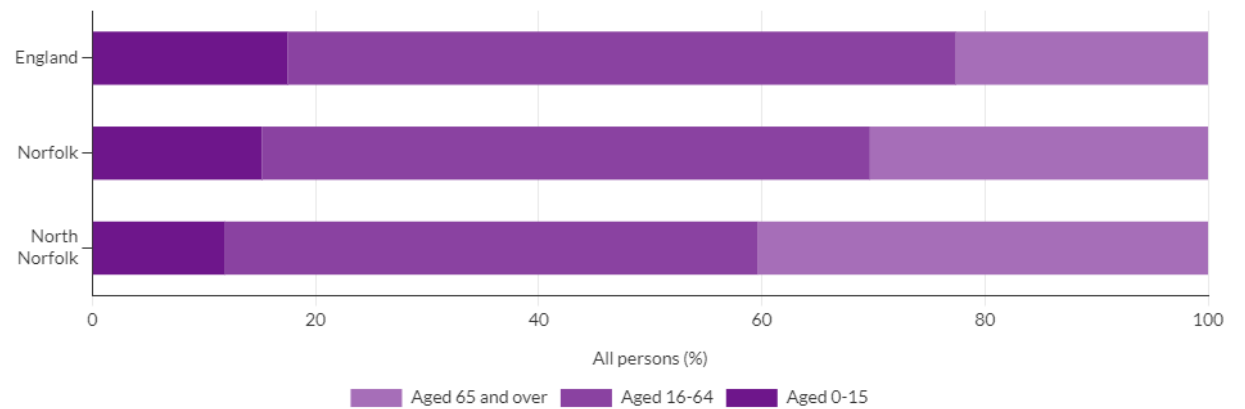
Source: ONS sub-national population projections

³ ONS Census, 2011

⁴ ONS sub-national population projections

Figure 3.6 shows the broad age group population projections for North Norfolk for 2043. North Norfolk is projected to have a lower proportion of those aged 0 to 15 and those aged 16 to 64 compared with Norfolk and England averages, with the corresponding higher proportion of those aged 65 and over compared with Norfolk and England.

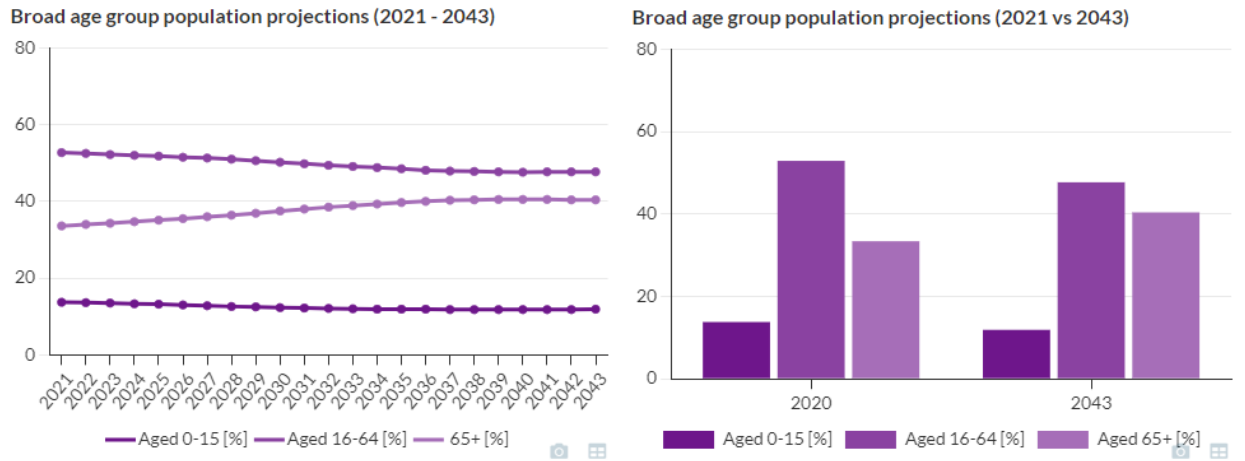
Figure 3.6: North Norfolk broad age group population projections (%) for 2043



Source: ONS sub-national population projections

Figure 3.7 goes on to show North Norfolk’s broad age group population projections for 2021 to 2043 and for 2021 compared with 2043. North Norfolk’s population is projected to have an increasingly older profile. The proportion of children (aged 0 to 15) in the population is projected to decrease from 13.8% in 2020 to 11.9% by 2043. The proportion of working age (aged 16-64) in the population is projected to decrease from 52.9% in 2020 to 47.7% by 2043. Conversely, the proportion of people aged 65 and over is projected to increase from 33.4% in 2020 to 40.4% by 2043.

Figure 3.7: North Norfolk broad age group population projections to 2043



Source: ONS sub-national population projections

3.2 Economy

3.2.1. Economically active and inactive

ONS publishes annual data about economic activity and inactivity. For the year to December 2021, the rate of those economically active⁵ for North Norfolk was 78.6% (or around 43,800 people aged 16 and over), which is lower than the Norfolk average of 80.4% and similar to the England average of 78.7%. Of those who were economically active, around 42,500 were in employment and around 1,500 were estimated to be unemployed.⁶ North Norfolk's economic inactivity rate⁷ was 21.4% (or around 11,400 people aged 16 to 64), which is higher than the Norfolk average of 19.6% and similar to the England average of 21.3%.⁸

3.2.2. Structure of the local economy

Employment by industry sector

Based on the latest estimates for 2020, **Table 3.1** shows the number of jobs held by employees by industry sector for North Norfolk.⁹

On this basis, the most significant industry sector for North Norfolk, in employment terms, is the Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles sector, which in 2020 employed 18.8% of employees (or around 6,000 employees) – this is a higher level than for Norfolk as a whole (17.3%) and nationally (15.0%).

The next most significant industry sector in employment terms is the Accommodation & Food Service Activities sector, which in 2020 employed 15.6% of employees (or around 5,000 employees) – this is a higher level than for Norfolk as a whole (9.2%) and nationally (7.2%).

The third most significant industry sectors in employment terms is the Human Health & Social Work Activities sector, which in 2020 employed 14.1% of employees (or around 4,500 employees) – this is a lower level than for Norfolk as a whole (16.2%) and a higher level than nationally (13.2%).

Industry sectors where North Norfolk notably employs at a lower level than the Norfolk average and nationally include the Financial & Insurance Activities sector; the Professional, Scientific & Technical Activities sector; and the Administrative & Support Service Activities sector.

⁵ For Economically Active, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

⁶ Numbers may not equal due to rounding.

⁷ For Economic Inactivity, ONS publishes numbers for those aged 16-64, and total % is for those aged 16-64.

⁸ ONS Annual Population Survey, 2021

⁹ ONS Business Register and Employment Survey, 2020 (from Nomis)

Table 3.1: Employee jobs by industry, 2020

Industry	North Norfolk (count)	North Norfolk (%)	Norfolk (%)	England (%)
B: Mining & Quarrying	100	0.3	0.2	0.1
C: Manufacturing	3,000	9.4	8.9	7.8
D: Electricity, Gas, Steam & Air Conditioning Supply	50	0.2	0.2	0.4
E: Water Supply; Sewerage, Waste Management & Remediation Activities	175	0.5	0.7	0.7
F: Construction	1,750	5.5	5.6	4.7
G: Wholesale & Retail Trade; Repair of Motor Vehicles & Motorcycles	6,000	18.8	17.3	15.0
H: Transportation & Storage	1,250	3.9	3.6	5.2
I: Accommodation & Food Service Activities	5,000	15.6	9.2	7.2
J: Information & Communication	450	1.4	2.0	4.7
K: Financial & Insurance Activities	250	0.8	3.6	3.6
L: Real Estate Activities	450	1.4	1.4	1.8
M: Professional, Scientific & Technical Activities	1,500	4.7	6.1	9.0
N: Administrative & Support Service Activities	1,500	4.7	7.0	9.0
O: Public Administration & Defence; Compulsory Social Security	1,250	3.9	4.7	4.2
P: Education	2,500	7.8	8.4	9.0
Q: Human Health & Social Work Activities	4,500	14.1	16.2	13.2
R: Arts, Entertainment & Recreation	1,000	3.1	2.2	2.2
S: Other Service Activities	600	1.9	1.7	2.0
TOTAL	32,000	100	100	100

Source: ONS Business Register and Employment Survey, 2020 (from Nomis)

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

Full-time and part-time employment split

North Norfolk has a relatively high proportion of part-time jobs compared with the Norfolk and national averages (**Table 3.2**), with an average of 40.6% of jobs being part-time compared with the Norfolk figure of 36.3% and a national figure of 31.9%.¹⁰

Table 3.2: North Norfolk full-time and part-time employment split, 2020

Area	Full-time %	Part-time %
North Norfolk	59.4	40.6
Norfolk	64.0	36.3
England	68.1	31.9

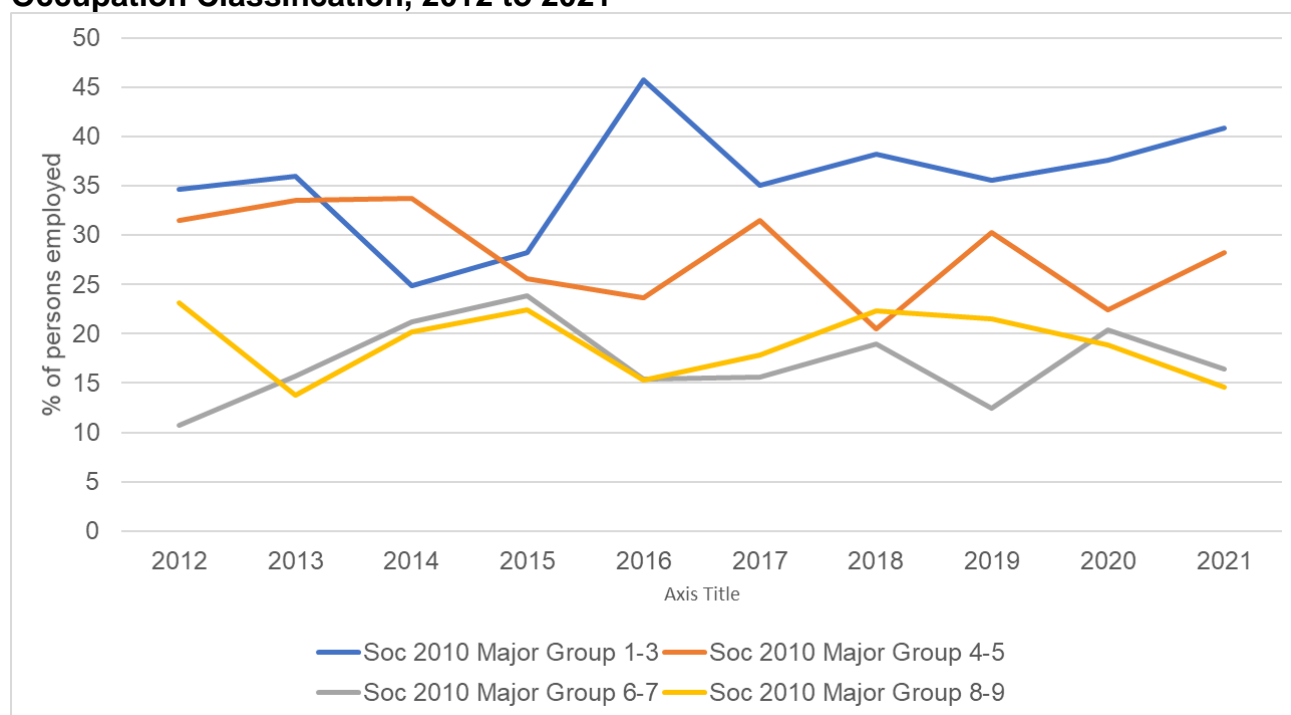
Source: ONS Business Register and Employment Survey, 2020 (from Nomis)

¹⁰ ONS Business Register and Employment Survey, 2020 (from Nomis)

Occupational structure

Figure 3.8 shows North Norfolk's occupational structure from 2012 to 2021¹¹, for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).¹² Major groups 1 to 3 include managers, directors, senior officials, professional occupations and associate professional & technical; major groups 4 and 5 include administrative, secretarial and skilled trade occupations; major groups 6 and 7 include caring, leisure, other service occupations, sales and customer service occupations; and major groups 8 and 9 include process plant & machine operatives and elementary occupations.

Figure 3.8: % of persons aged 16+ employed in North Norfolk by Standard Occupation Classification, 2012 to 2021



Source: ONS Annual Population Survey, 2021 (from Nomis)

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

Over the last ten-year period, there has been a fair amount of variation of numbers of people employed within each of the major occupational groups for North Norfolk. Over the last seven years, the proportion of people aged 16 and over employed in higher paid occupations (professionals, managers and senior officials) in North Norfolk has been consistently higher than other occupational groups, with a generally increasing trend. Over the last year, people employed in higher paid occupations (major groups 1 to 3) have increased their share of employment, compared with the previous year; proportions of people employed in administrative, secretarial and skilled trade occupations (major groups 4 and 5) have also increased compared with the previous year; conversely, there has been a decline in the proportion of people employed in caring, leisure, other service occupations, sales and customer service occupations

¹¹ ONS annual population survey, 2021 (from Nomis). Data for the period January to December, annually.

¹² Numbers and % are for those of 16+; % is a proportion of all persons in employment

(major groups 6 and 7) and people employed as process plant & machine operatives and in elementary occupations (major groups 8 and 9), compared with the previous year.

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 Registrations (NINo) 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 inevitably be under-recording.

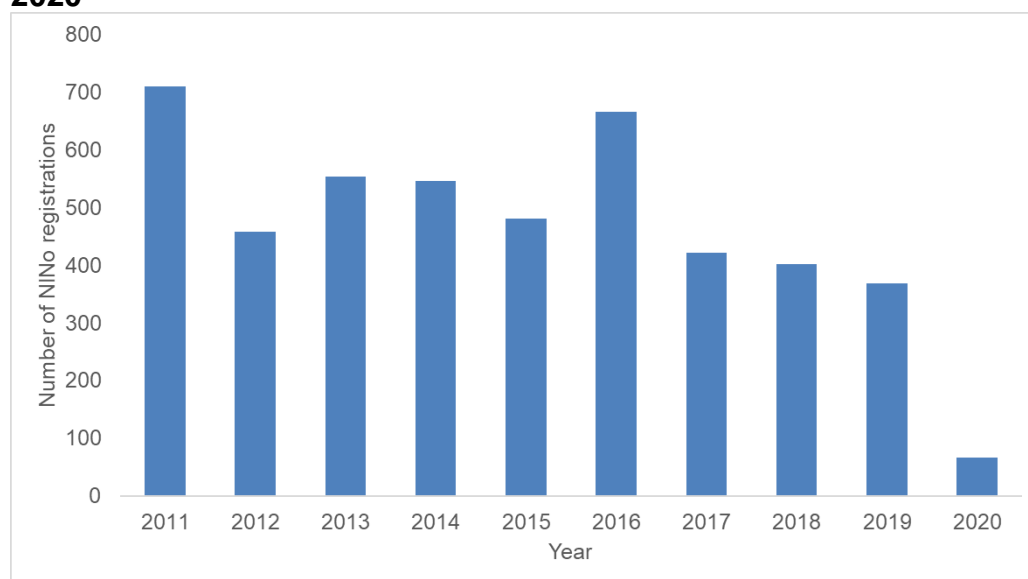
The latest data includes a mix of data from pre-COVID time (up to March 2020) and from during the pandemic (April to December 2020). The restrictions in place during the 2020 lockdown in the UK had direct impacts on population change at both the national and subnational level. Global restrictions also impacted the volume of international migration to and from the UK. The pandemic disturbed the collection and processing of demographic data from surveys, registration and administrative sources, for example the international passenger survey (the main source of data on migration flows) was suspended in March 2020. NINo operations were paused for most applicants from mid-March 2020, with EU nationals particularly affected by the closure of face-to face-services. Postal services, used by non-EU nationals, were reinstated in June 2020. Therefore, NINo data for 2020 should be treated with caution.

There have been fluctuations in estimated numbers of NINo registrations to adult overseas nationals entering North Norfolk over the period 2011 to 2020 (**Figure 3.9**), with the most recent peak for 2016 of around 670 registrations. There was a steady decline during 2017 to 2019 (with around 420, 400 and 370 annual registrations respectively) and then a sharp decline during 2020 with fewer than 70 registrations.¹³

¹³ ONS Local Area Migration Indicators, 2020 -

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/localareamigrationindicatorsunitedkingdom>

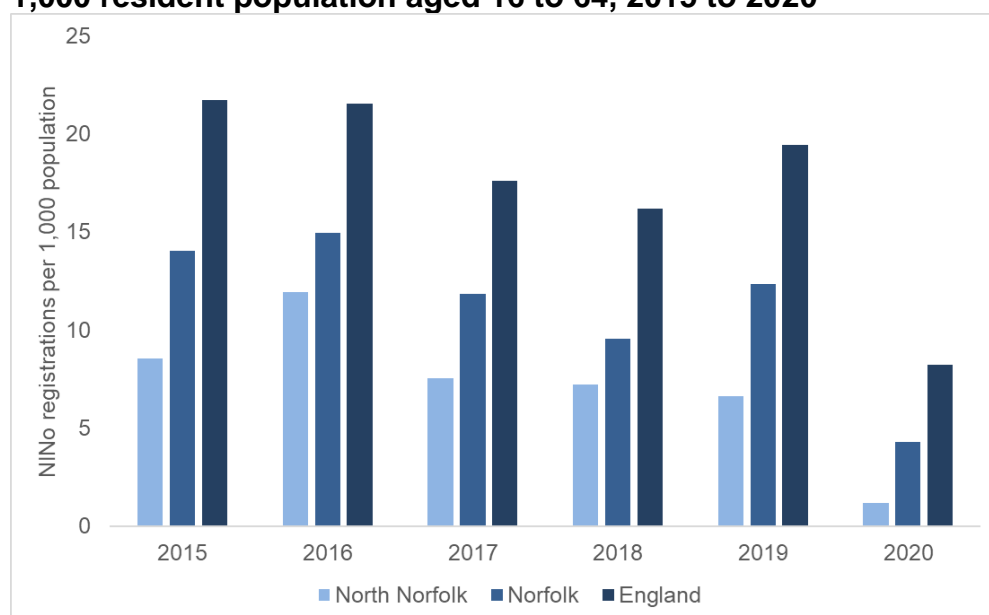
Figure 3.9: North Norfolk NINo registrations to adult overseas nationals, 2011 to 2020



Source: ONS Local Area Migration Indicators, 2020

North Norfolk's estimated rate of NINo registrations to adult overseas nationals per 1,000 resident population aged 16 to 64 has remained lower than average rates for Norfolk and nationally over recent years (**Figure 3.10**). For 2019, North Norfolk's rate is 6.6 (down from 7.2 in 2018), compared with 12.3 (up from 9.6 in 2018) for Norfolk as a whole and 19.5 (up from 16.2 in 2018) for England. For 2020 (when there were disruptions in recording), North Norfolk's rate was 1.2 per 1,000 resident population aged 16 to 64, compared with 4.3 for Norfolk and 8.2 nationally.

Figure 3.10: North Norfolk NINo registrations to adult overseas nationals, rate per 1,000 resident population aged 16 to 64, 2015 to 2020



Source: ONS Local Area Migration Indicators, 2020

Size of enterprises

In North Norfolk for 2021, 99.7% of local VAT based business units employed fewer than 250 people and 84.4% employed 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 Norfolk and national averages.¹⁴

3.2.3. Economic competitiveness

Weekly pay

Average gross weekly pay in 2021 for full-time workers in North Norfolk is £512.50 (**Table 3.3**), compared with higher average pay for Norfolk as a whole of £568.10 and England of £613.30.¹⁵ The gap between North Norfolk's average weekly full-time pay has widened over the last year, compared with averages for Norfolk and nationally, with North Norfolk's average decreasing by -2.9% compared with Norfolk's average increasing by 6.6% and the national average increasing by 3.9%.

Table 3.3: Weekly gross pay (£) for full-time employee jobs, 2021

Area	Full-time weekly pay 2020 £	Full-time weekly pay 2021 £	% change from 2020
North Norfolk	527.60	512.50	-2.9
Norfolk	532.80	568.10	6.6
England	590.00	613.30	3.9

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2020 (from Nomis)

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates, taking the regional figures and modelling down to neighbourhood level based on characteristics of the neighbourhood obtained from Census and administrative statistics. **Table 3.4** shows latest figures for 2017/18 that for North Norfolk the net annual household income after housing costs was £27,927, which was similar to the Norfolk average of £28,236 and the England average of £28,248.¹⁶

Table 3.4: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS, 2017/18 (from OCSI Local Insight)

¹⁴ ONS Inter Departmental Business Register data, 2021 (from Nomis)

¹⁵ ONS Annual Survey of Hours and Earnings (ASHE), 2021 (from Nomis)

¹⁶ ONS, 2017/18 (from OCSI Local Insight)

Gross Value Added

Gross value added (GVA) per hour worked is the preferred measure of labour productivity, according to the ONS.¹⁷ Current Price (smoothed) GVA (B)¹⁸ per hour worked for 2020 for North Norfolk is £25.64. This compares with higher levels of GVA for Norfolk as a whole (£32.26)¹⁹ and for England (£38.29).

Compared with 2019 figures, North Norfolk has seen negative annual growth of GVA per hour worked for 2020 of -1.0%, compared with positive growth for Norfolk as a whole of 2.7% and positive growth for England of 2.1%.

Rates of Business Start-ups and Closures

In 2020, North Norfolk had a stock of active enterprises of around 3,910, which is a decrease on the previous year of around 40 enterprises. Over the past five years, North Norfolk's rate of enterprise start-ups has had a generally decreasing trend, levelling-off over the last two years at a rate of 7.5 per 100 active enterprises. The rate of enterprise closures has fluctuated over the period, with a sharp decrease in the latest year to a rate of 7.3 per 100 active enterprises, which is below the rate of enterprise start-ups (**Figure 3.11**).²⁰

In 2020, there were around 300 new business start-ups in North Norfolk, which is a rate of 7.5 per 100 active enterprises, which is lower than the Norfolk rate of 10.0 and lower than the England rate of 12.1. There were around 285 business closures in 2020 in North Norfolk, which is a rate of 7.3 per 100 active enterprises, which is lower than the Norfolk rate of 8.8 and lower than the England rate of 10.7. On this basis, North Norfolk has a positive net rate of 0.2, compared with Norfolk's higher net rate of 1.2 and England's higher net rate of 1.4.

¹⁷ ONS Subregional productivity in the UK, 2020 -

<https://www.ons.gov.uk/releases/subregionalproductivityintheuk2020>

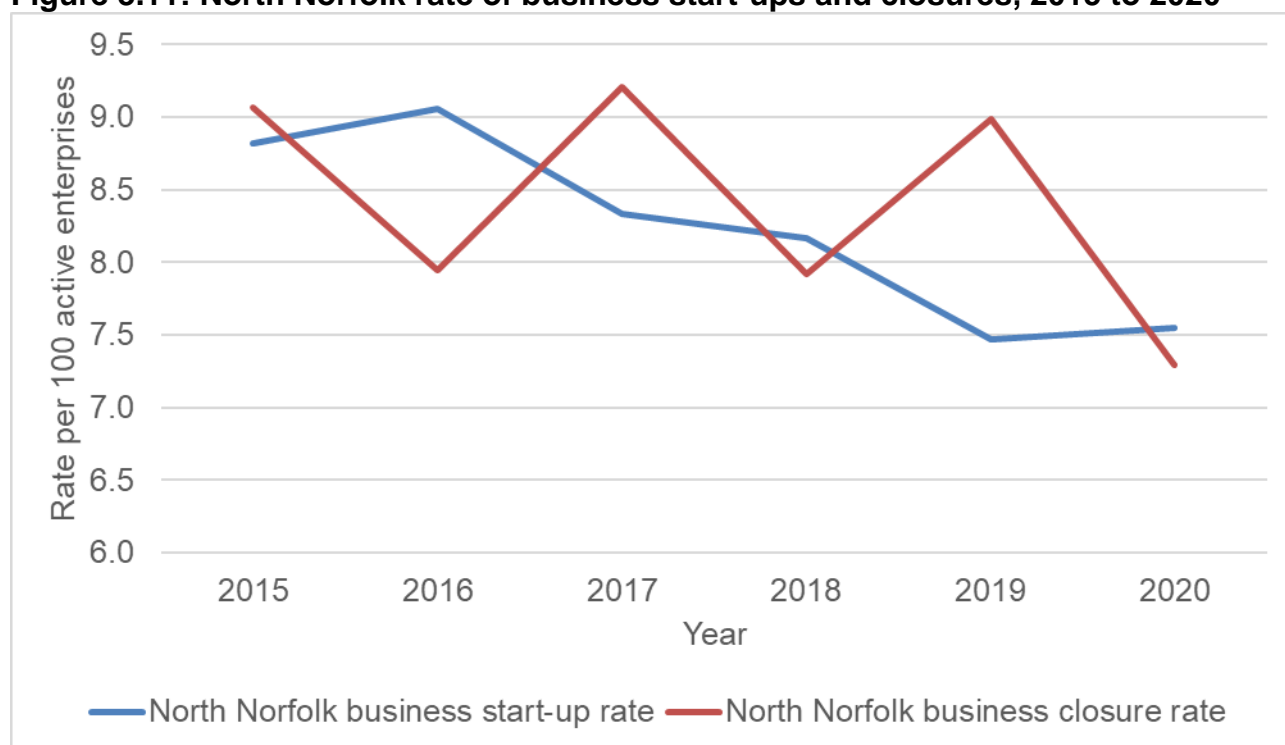
¹⁸ All data in the ONS release are based on the new GVA(B) method.

¹⁹ GVA figure for Norfolk is mean average of the three NUTS3 areas for Norfolk.

²⁰ ONS Business Demography, 2020 - Business births, deaths and survival rates -

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

Figure 3.11: North Norfolk rate of business start-ups and closures, 2015 to 2020



Source: ONS Business Demography, 2020

Survival of Enterprises

Businesses in North Norfolk have a similar rate of survival over five years (44.3%) compared with the Norfolk average (44.4%), and a better rate of survival over five years compared with the England average (39.5%), based on 2015 business start-ups.²¹

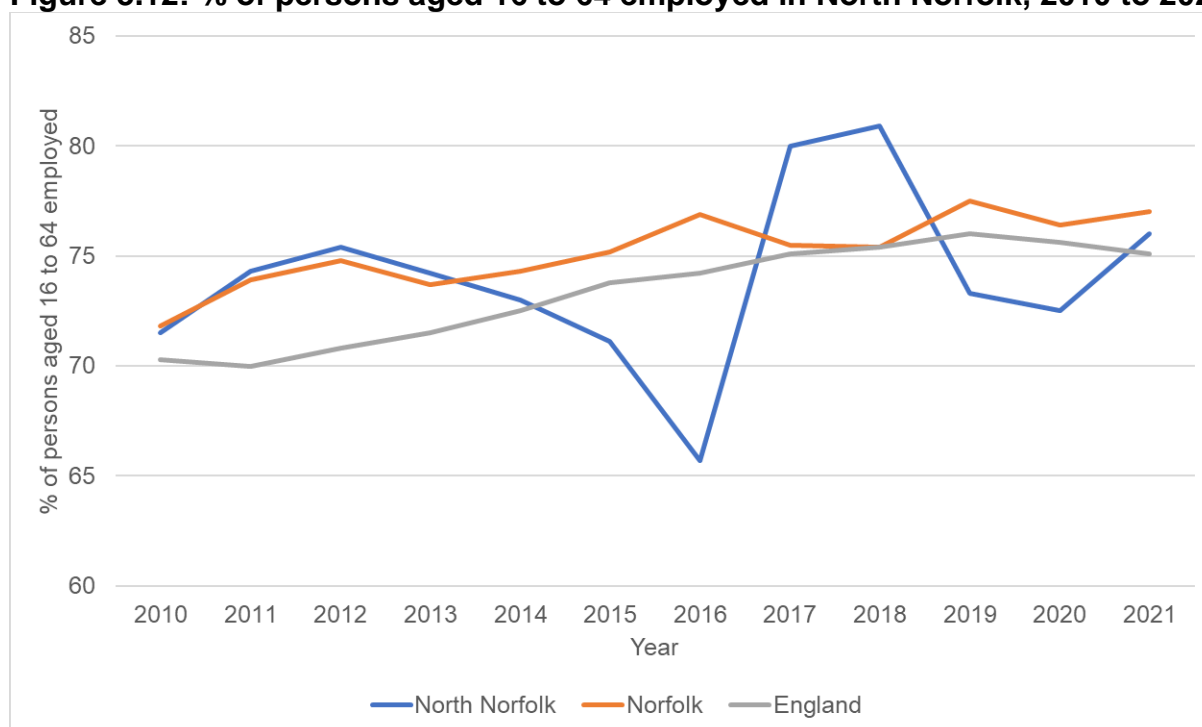
²¹ ONS Business Demography, 2020 - Business births, deaths and survival rates

3.2.4. Labour market

Employment

The rate of employment²² in North Norfolk stood at 76.0% for the year to December 2021, or around 42,500 people aged 16 and over in employment. North Norfolk's rate is similar to the Norfolk average of 77.0% and to the England average of 75.1%.²³ **Figure 3.12** shows the annual proportion of those aged 16 to 64 in employment from 2010 to 2021 (annual data for January to December), compared with Norfolk as a whole and nationally. There tends to be more variation in North Norfolk's employment rates over time, compared with the county and national rates, with steeper falls and rises during 2015 to 2019 particularly.

Figure 3.12: % of persons aged 16 to 64 employed in North Norfolk, 2010 to 2021



Source: ONS annual population survey, 2021 (from Nomis)

Unemployment

The rate of unemployment²⁴ in North Norfolk stood at 3.5% for the year to December 2021, or around 1,500 people aged 16 and over unemployed. North Norfolk's rate is below the Norfolk average of 4.1% and the England average of 4.5%.²⁵ **Figure 3.13** shows the annual proportion of those aged 16 to 64 who were unemployed from 2010 to 2021 (annual data for January to December), compared with Norfolk as a whole and nationally. There tends to be more variation in North Norfolk's unemployment rates over

²² For Employment, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

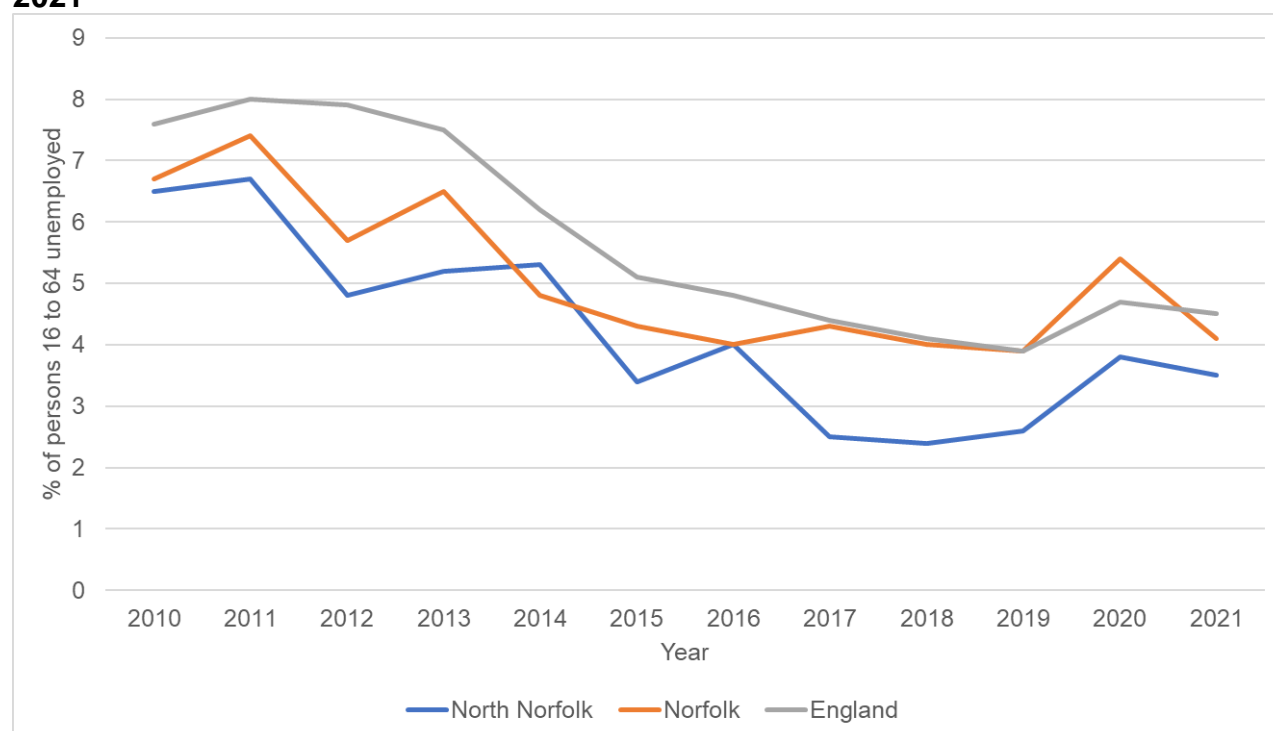
²³ ONS annual population survey, 2021 (from Nomis) Data for the period January to December, annually.

²⁴ For model-based Unemployment, ONS publishes numbers and % for those aged 16 and over, and % is a proportion of economically active.

²⁵ ONS annual population survey, 2021 (from Nomis) Data for the period January to December, annually.

time, compared with the county and national rates. The trend is for North Norfolk's unemployment rate to be generally lower than the Norfolk and national rates.

Figure 3.13: % of persons aged 16 to 64 unemployed in North Norfolk, 2010 to 2021



Source: ONS annual population survey, 2021 (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.²⁶ 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 rate²⁷ in North Norfolk stood at 2.6% for the month of June 2022, or around 1,465 people aged 16 and over claiming benefit principally for the reason of being unemployed. North Norfolk's rate is below the Norfolk average of 2.9% and the England average of 3.8%.²⁸ **Figure 3.14** shows the monthly claimant count rate of

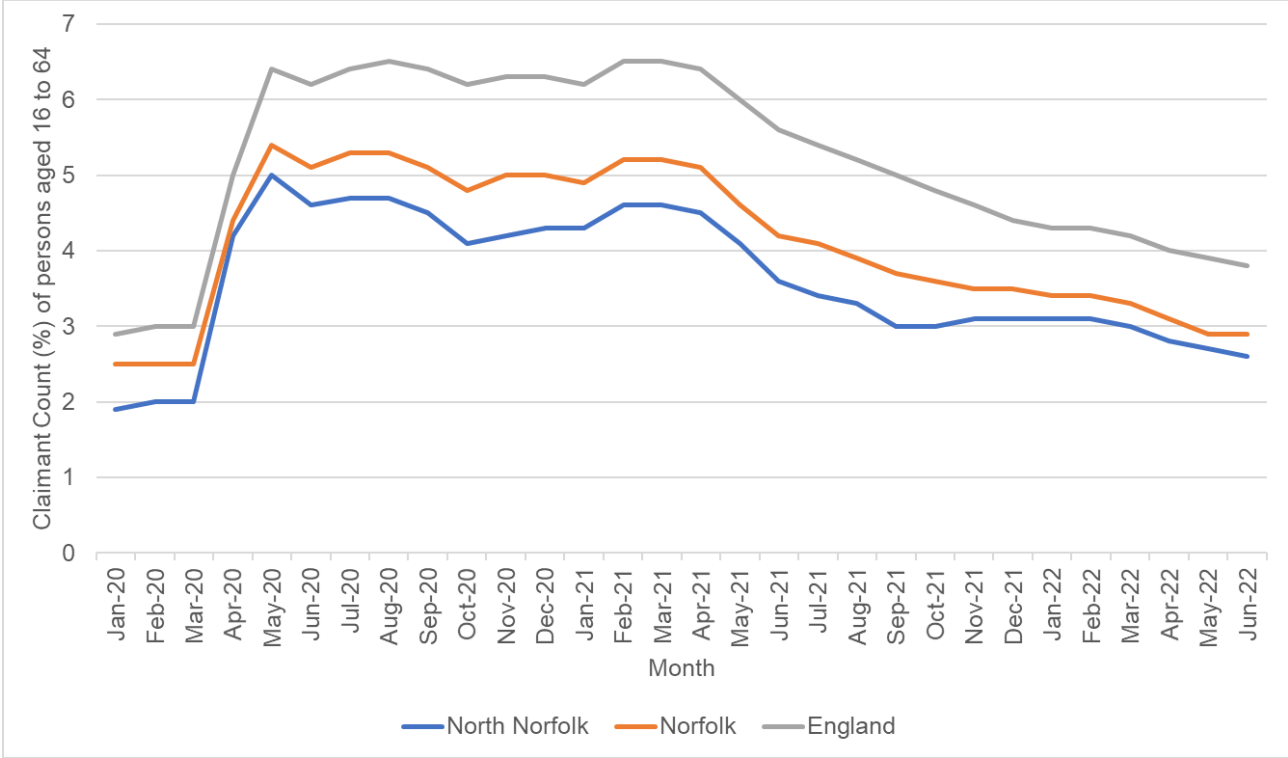
²⁶ ONS nomis - The measure of the number of people receiving Universal Credit principally for the reason of being unemployed is being developed by the Department for Work and Pensions. Consequently, this component of the total Claimant Count does not yet correctly reflect the target population of unemployed claimants and is subject to revisions. For this reason, the Claimant Count is currently designated as Experimental Statistics.

²⁷ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

²⁸ ONS Claimant Count, 2022 (from Nomis)

those aged 16 to 64 for January 2020 to June 2022, compared with Norfolk as a whole and nationally. The trend is for North Norfolk’s claimant count rate to be lower than the Norfolk and national rates. There was a steep rise from 2.0% in March 2020 when COVID-19 lockdown restrictions were first introduced in the UK, plateauing over the months from April 2020 to April 2021, and followed by a decreasing trend. This follows a similar pattern for Norfolk and nationally.

Figure 3.14: Claimant Count (%) of persons aged 16 to 64 in North Norfolk, January 2020 to June 2022



Source: ONS Claimant Count, 2022 (from Nomis)

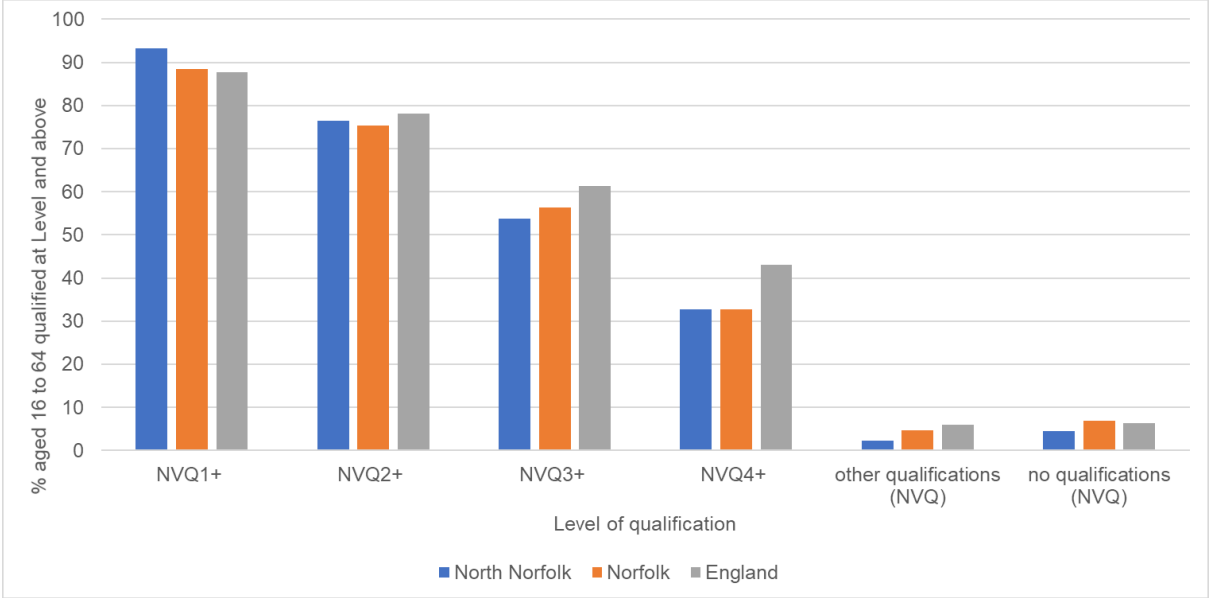
Qualifications

The ONS publishes annual qualifications data²⁹ at district level for the total number of people aged 16 to 64 who are qualified at a particular level and above.³⁰ **Figure 3.15** shows that for 2021, North Norfolk had a lower proportion of people with no qualifications (4.5%) compared with Norfolk (6.9%) and England (6.4%). North Norfolk had a higher proportion of people qualified to NVQ1 and above (93.3%) compared with Norfolk (88.4%) and England (87.8%). At NVQ4 and above, North Norfolk had a similar level of attainment (32.7%) compared with Norfolk (32.8%), both being lower than England (43.1%).

²⁹ ONS Annual Population Survey, 2021

³⁰ It is important to note that this annual district level qualifications data is not comparable with qualifications data presented at market town locality level. Annual district qualifications data is for residents aged 16 to 64, and the variables show the number of people who are qualified at a particular level and above. The aggregated market towns locality qualifications data from the Census 2011 is for residents aged 16 and over, and the variables show the highest level of qualification only.

Figure 3.15: % of aged 16 to 64 qualified at Level and above for North Norfolk, year ending December 2021

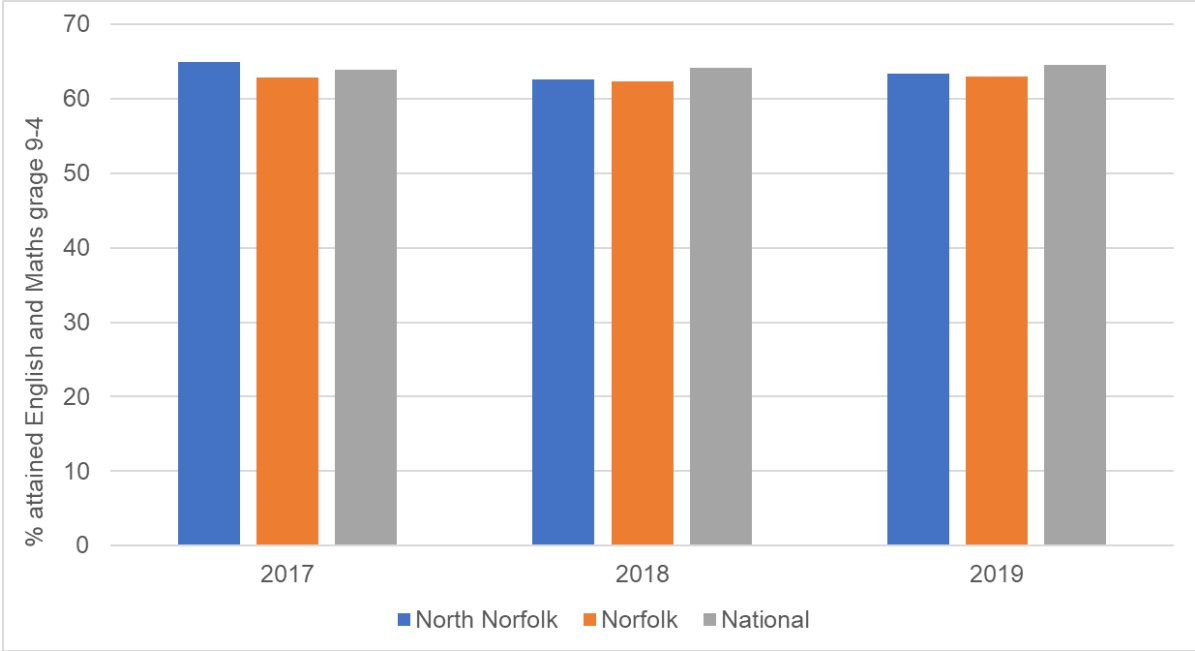


Source: ONS Annual Population Survey, 2021

Key Stage 4

Latest data for 2019 (**Figure 3.16**) shows that 63.4% of North Norfolk pupils attained GCSE English and Maths at grades 9-4. This compares with similar rates of 63.0% for Norfolk and 64.6% nationally.³¹

Figure 3.16: % of pupils attained GCSE English and Maths grade 9-4 for North Norfolk, 2017 to 2019



Source: NCC KS4, 2019

³¹ Norfolk County Council KS4 attainment data, 2019

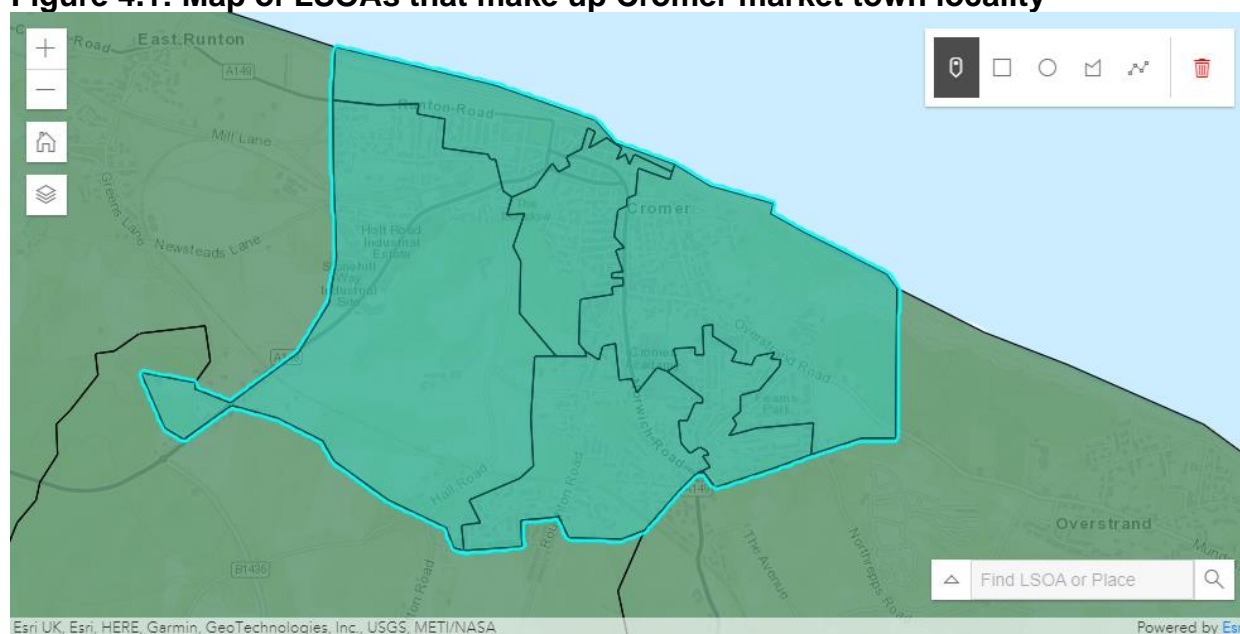
4 Cromer

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)³² that make up Cromer market town locality where relevant data is available at LSOA level.

Cromer market town locality is made up of the following six LSOA areas:

- E01026734 - North Norfolk 003A
- E01026735 - North Norfolk 003B
- E01026736 - North Norfolk 003C
- E01026777 - North Norfolk 003D
- E01026778 - North Norfolk 003E
- E01026779 - North Norfolk 003F

Figure 4.1: Map of LSOAs that make up Cromer market town locality



Source: ESRI (UK) Limited/Norfolk Insight

4.1 Population profile

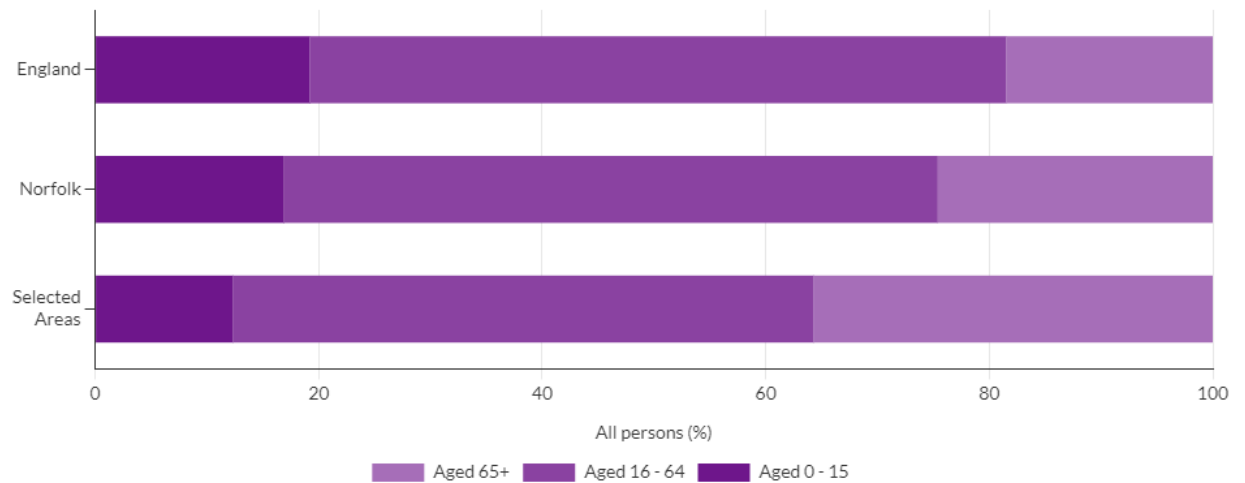
The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. Cromer's population is an estimated 7,760.³³

³² 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.

³³ ONS population estimates mid-2020

Figure 4.2 shows latest population estimates for Cromer by broad age group. The estimates for mid-2020 confirm that Cromer’s population has an older age profile than Norfolk as a whole and England. Around 35.8% of Cromer’s population is aged 65 and over, compared with 24.7% for Norfolk and 18.5% for England. Children and young people (aged 0 to 15) make up 12.3% of Cromer’s population (compared with 16.9% for Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 52.0% of Cromer’s population (compared with 58.5% for Norfolk and 62.3% nationally).

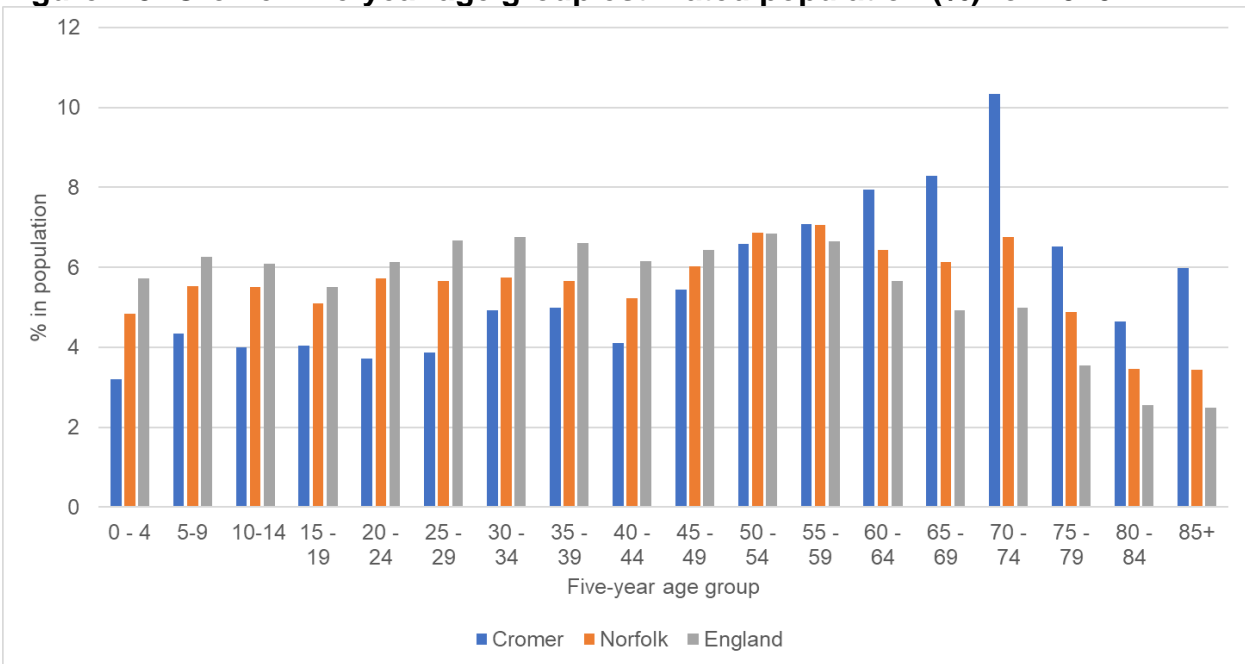
Figure 4.2: Cromer broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 4.3 shows Cromer’s population for each five-year age group. This shows that Cromer’s population is lower in the five-year age groups up to around the age 50 to 59, compared with Norfolk and England. For age groups beyond that, Cromer’s population is higher compared with Norfolk and England.

Figure 4.3: Cromer five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

4.2 Economy

Size of enterprises

In Cromer for 2021, 97.8% of local VAT based business units employed fewer than 50 people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.³⁴

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 4.1** shows latest figures for 2017/18 that for Cromer the net annual household income after housing costs was around £26,600, which was below the North Norfolk (£27,927), Norfolk (£28,236) and England (£28,248) averages.³⁵

Table 4.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
Cromer	26,600
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate³⁶ in Cromer stood at 3.3% for the month of June 2022, or around 135 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, Cromer's rate is higher than the North Norfolk rate of 2.6% and the Norfolk rate of 2.9%.³⁷ **Figure 4.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for Cromer's claimant count rate to be more variable than the North Norfolk rate, remaining above the North Norfolk rate.

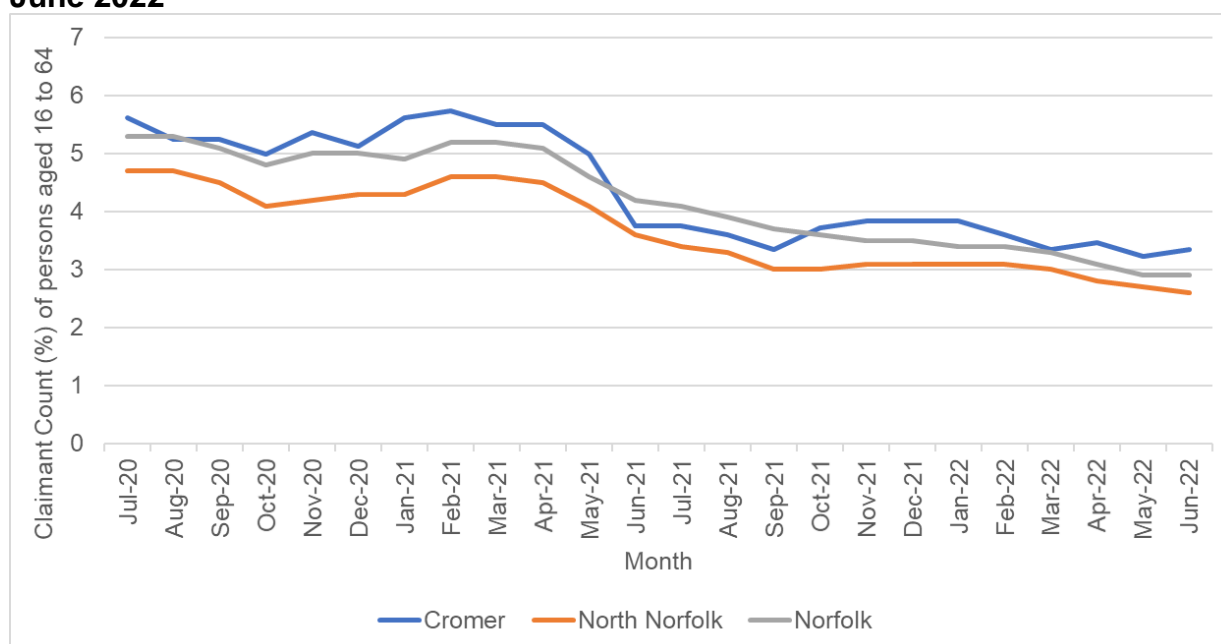
³⁴ ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

³⁵ ONS household income data, 2017/18 (from OCSI Local Insight)

³⁶ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

³⁷ ONS Claimant Count, 2022

Figure 4.4: Claimant Count (%) of persons aged 16 to 64 in Cromer, July 2020 to June 2022



Source: ONS Claimant Count, 2022

Occupational structure

Figure 4.5 shows Cromer's occupational structure from the Census 2011,³⁸ for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).³⁹ For 2011, Cromer had the highest proportion of people working in the Caring, leisure and other service occupations (15.1%), followed by Elementary occupations (14.7%) and Skilled trades occupations (14.5%).

Figure 4.5: % of persons aged 16+ employed in Cromer by Standard Occupation Classification, 2011



Source: ONS Census 2011

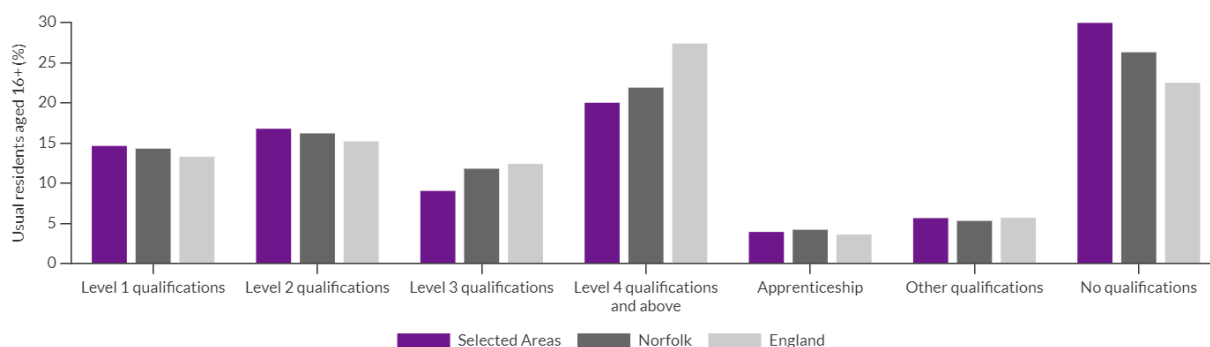
³⁸ ONS Census 2011

³⁹ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 4.6 shows the highest level of qualification attained by Cromer's residents aged 16 and over, from the Census 2011.⁴⁰ For 2011, Cromer had a higher proportion of people with no qualifications (30.0%) compared with Norfolk (26.3%) and England (22.5%). Cromer had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1, Level 2 and Level 4 and above qualifications, and a lower level attaining Level 3 qualifications.

Figure 4.6: Highest level of qualification for persons aged 16+ (%) in Cromer, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 66.7% of Cromer pupils attained GCSE English and Maths at grades 9-4. This compares with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.⁴¹

Children in low-income families

Latest data for 2018-19 shows that 16.0% of Cromer children aged under 16 are living in absolute low-income families. This compares with lower rates of 15.4% for North Norfolk and 14.3% for Norfolk.⁴²

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, Cromer's risk of NEET is 49.5%. This compares with a higher figure for North Norfolk of 54.8% and a higher figure for Norfolk of 57.1%.⁴³

⁴⁰ ONS Census 2011

⁴¹ Norfolk County Council KS4 attainment data, 2019

⁴² Department for Work and Pensions child poverty data, 2018-2019

⁴³ Norfolk County Council Children's Services Risk of NEET estimates, 2021

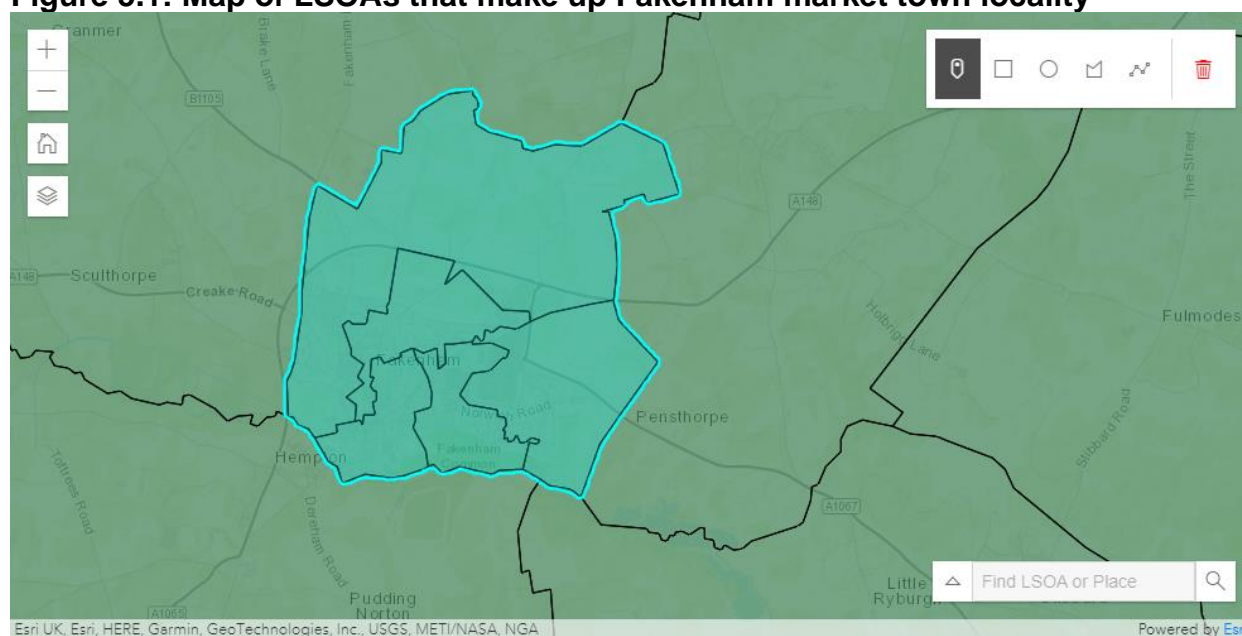
5 Fakenham

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)⁴⁴ that make up Fakenham market town locality where relevant data is available at LSOA level.

Fakenham market town locality is made up of the following five LSOA areas:

- E01026745 - North Norfolk 011A
- E01026746 - North Norfolk 011B
- E01026747 - North Norfolk 011C
- E01026748 - North Norfolk 011D
- E01026749 - North Norfolk 011E

Figure 5.1: Map of LSOAs that make up Fakenham market town locality



Source: ESRI (UK) Limited/Norfolk Insight

5.1 Population profile

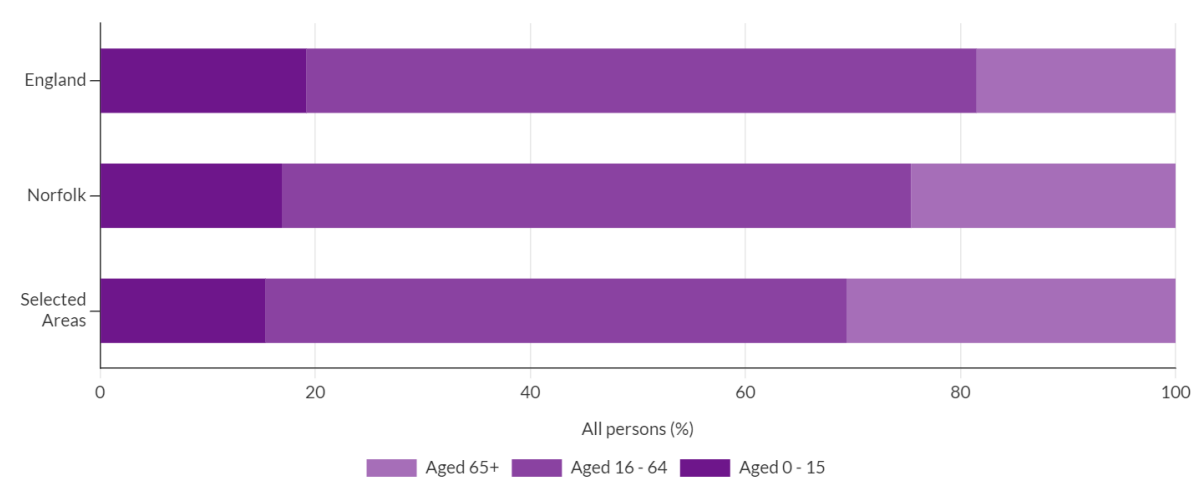
The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. Fakenham's population is an estimated 8,060.⁴⁵

⁴⁴ 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.

⁴⁵ ONS population estimates mid-2020

Figure 5.2 shows latest population estimates for Fakenham by broad age group. The estimates for mid-2020 confirm that Fakenham’s population has an older age profile than Norfolk as a whole and England. Around 30.6% of Fakenham’s population is aged 65 and over, compared with 24.7% for Norfolk and 18.5% for England. Children and young people (aged 0 to 15) make up 15.4% of Fakenham’s population (compared with 16.9% for Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 54.0% of Fakenham’s population (compared with 58.5% for Norfolk and 62.3% nationally).

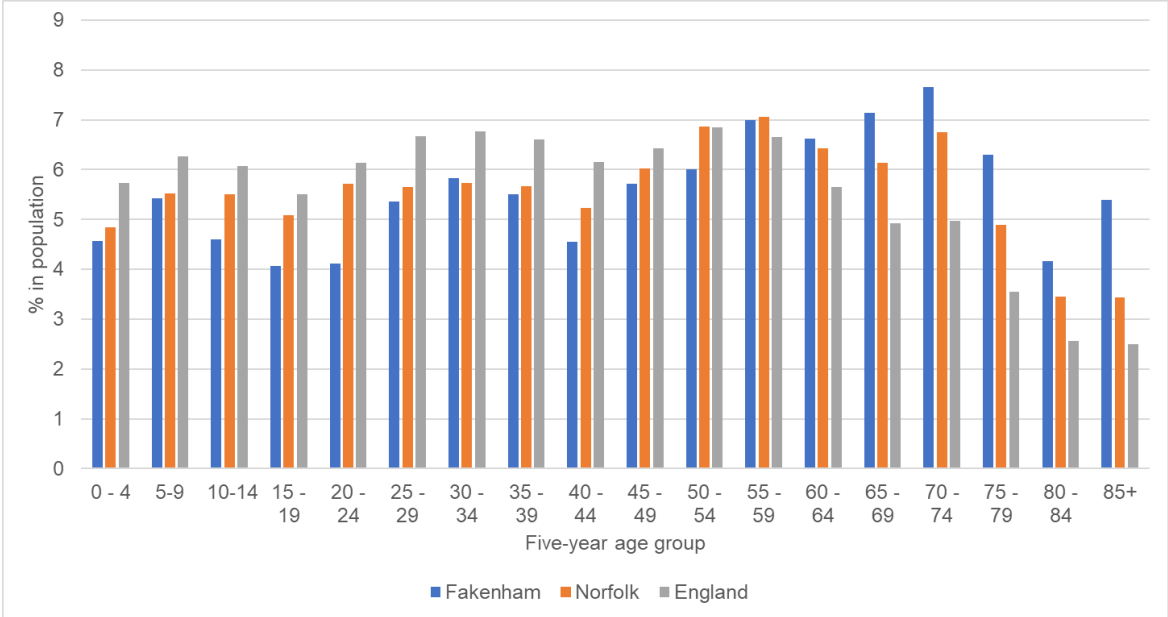
Figure 5.2: Fakenham’s broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 5.3 shows Fakenham’s population for each five-year age group. This shows that Fakenham’s population is generally lower in the five-year age groups up to around the age 55 to 59, compared with Norfolk and England. For age groups beyond that, Fakenham’s population is higher compared with Norfolk and England.

Figure 5.3: Fakenham five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

5.2 Economy

Size of enterprises

In Fakenham for 2021, 96.5% of local VAT based business units employed fewer than 50 people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.⁴⁶

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 5.1** shows latest figures for 2017/18 that for Fakenham the net annual household income after housing costs was around £27,800, which was similar to the North Norfolk (£27,927) average, and below the Norfolk (£28,236) and England (£28,248) averages.⁴⁷

Table 5.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
Fakenham	27,800
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate⁴⁸ in Fakenham stood at 3.0% for the month of June 2022, or around 130 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, Fakenham's rate is higher than the North Norfolk rate (2.6%) and similar to the Norfolk rate (2.9%).⁴⁹ **Figure 5.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for Fakenham's claimant count rate more recently to be generally above the North Norfolk rate, and following the same general pattern.

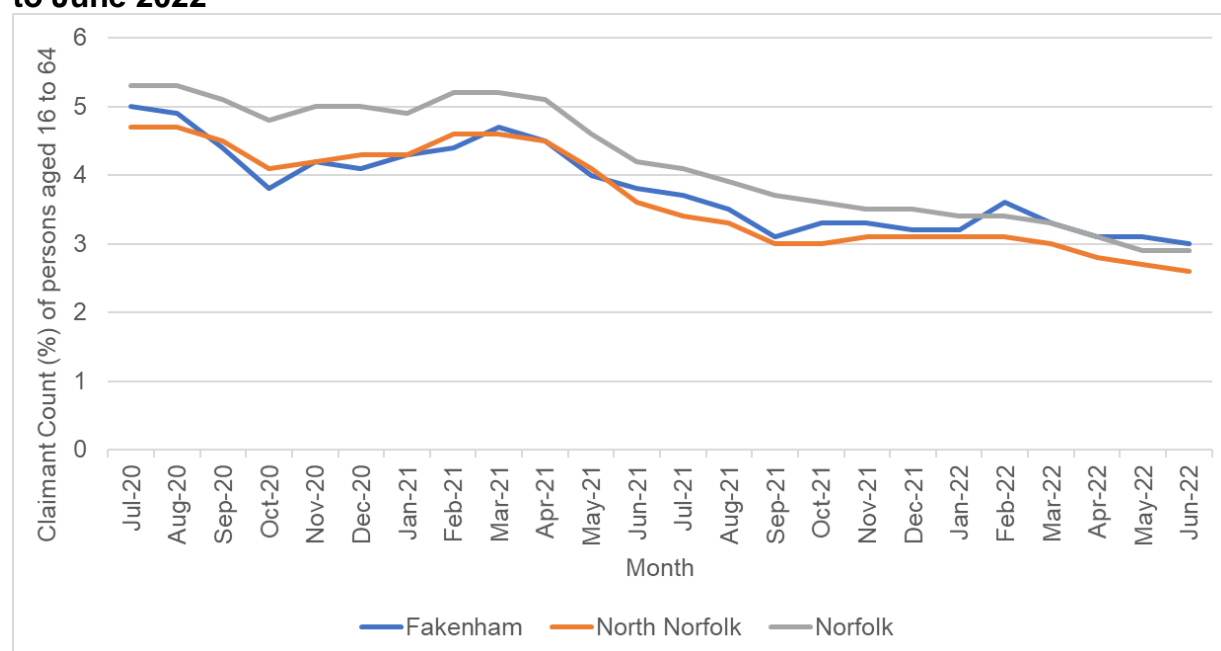
⁴⁶ ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

⁴⁷ ONS household income data, 2017/18 (from OCSI Local Insight)

⁴⁸ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

⁴⁹ ONS Claimant Count, 2022

Figure 5.4: Claimant Count (%) of persons aged 16 to 64 in Fakenham, July 2020 to June 2022



Source: ONS Claimant Count, 2022

Occupational structure

Figure 5.5 shows Fakenham's occupational structure from the Census 2011,⁵⁰ for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).⁵¹ For 2011, Fakenham had the highest proportion of people working in the Skilled trades occupations (16.7%), followed by Elementary occupations (14.0%) and Caring, leisure and other service occupations (11.7%).

Figure 5.5: % of persons aged 16+ employed in Fakenham by Standard Occupation Classification, 2011



Source: ONS Census 2011

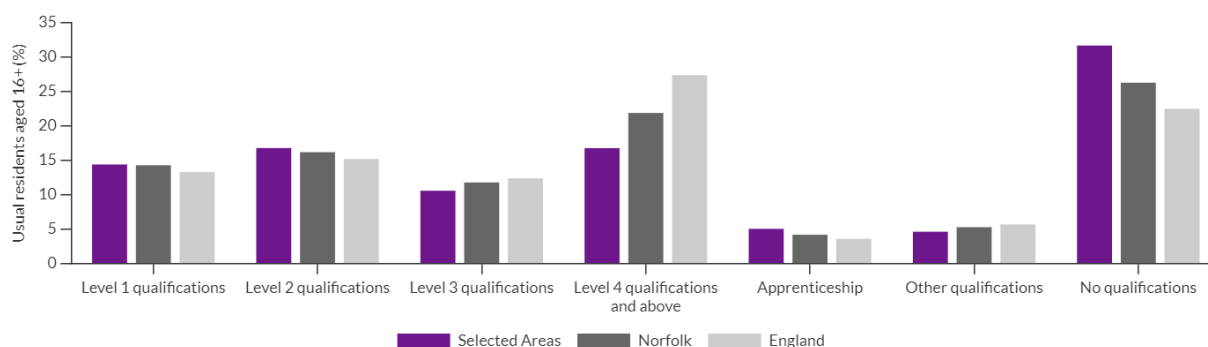
⁵⁰ ONS Census 2011

⁵¹ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 5.6 shows the highest level of qualification attained by Fakenham's residents aged 16 and over, from the Census 2011.⁵² For 2011, Fakenham had a higher proportion of people with no qualifications (31.7%) compared with Norfolk (26.3%) and England (22.5%). Fakenham had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1, Level 2 and Level 3 qualifications, and a lower level attaining Level 4 and above qualifications.

Figure 5.6: Highest level of qualification for persons aged 16+ (%) in Fakenham, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 60.0% of Fakenham pupils attained GCSE English and Maths at grades 9-4. This compares with higher rates of 63.4% for North Norfolk and 63.0% for Norfolk.⁵³

Children in low-income families

Latest data for 2018-19 shows that 13.8% of Fakenham children aged under 16 are living in absolute low-income families. This compares with higher rates of 15.4% for North Norfolk and 14.3% for Norfolk.⁵⁴

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, Fakenham's risk of NEET is 58.4%. This compares with a lower figure for North Norfolk of 54.8% and a similar figure for Norfolk of 57.1%.⁵⁵

⁵² ONS Census 2011

⁵³ Norfolk County Council KS4 attainment data, 2019

⁵⁴ Department for Work and Pensions child poverty data, 2018-2019

⁵⁵ Norfolk County Council Children's Services Risk of NEET estimates, 2021

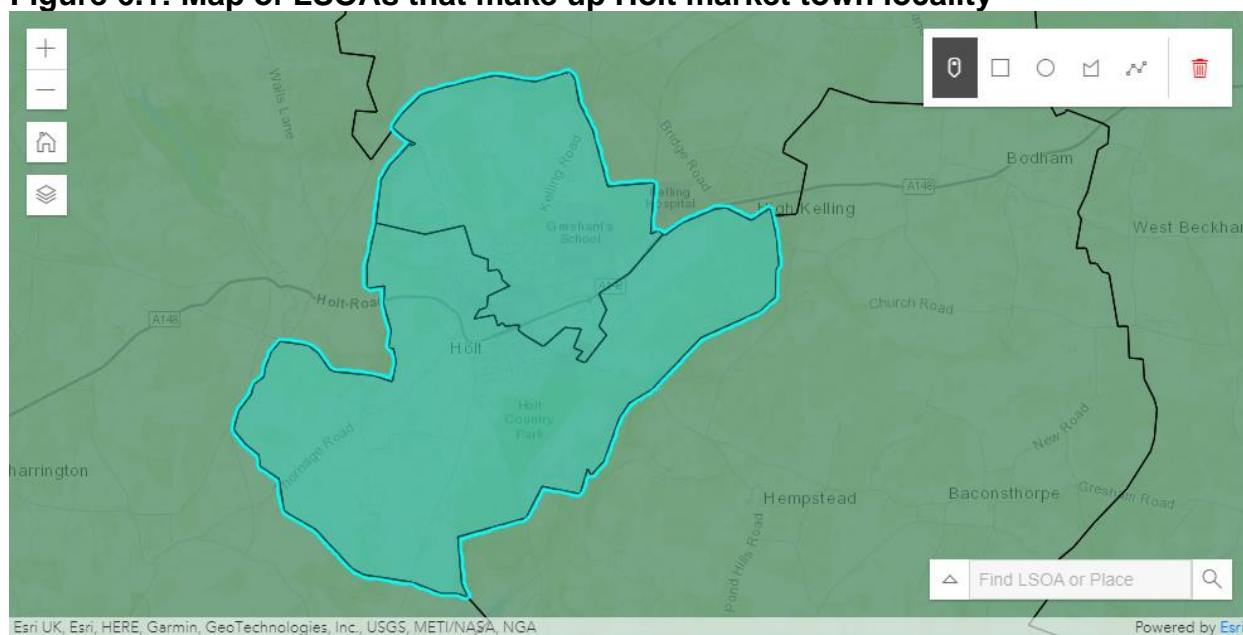
6 Holt

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)⁵⁶ that make up Holt market town locality where relevant data is available at LSOA level.

Holt market town locality is made up of the following two LSOA areas:

- E01026742 - North Norfolk 004B
- E01026743 - North Norfolk 004C

Figure 6.1: Map of LSOAs that make up Holt market town locality



Source: ESRI (UK) Limited/Norfolk Insight

6.1 Population profile

The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. Holt's population is an estimated 4,330.⁵⁷

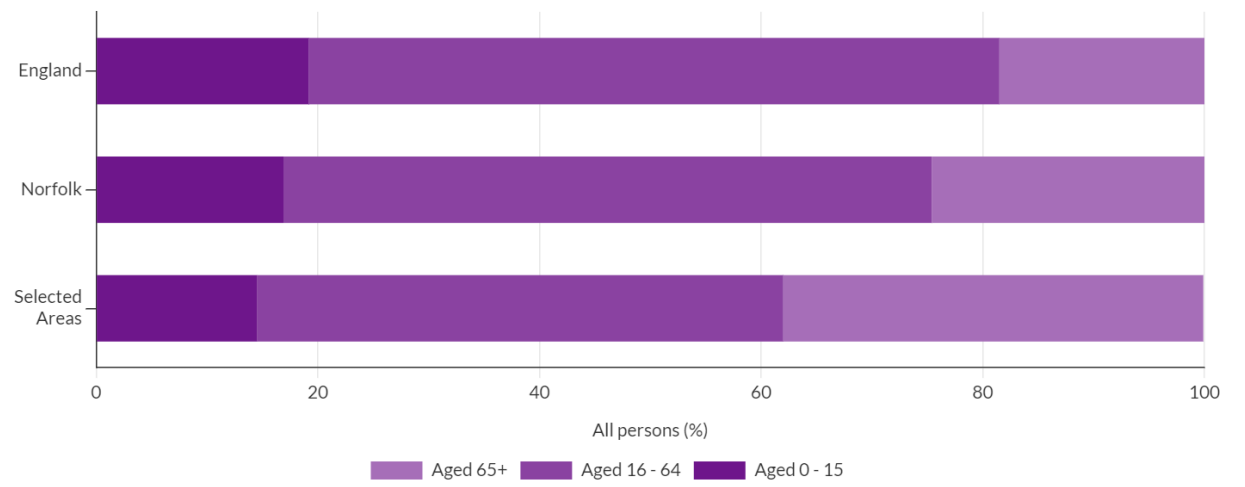
Figure 6.2 shows latest population estimates for Holt by broad age group. The estimates for mid-2020 confirm that Holt's population has an older age profile than Norfolk as a whole and England. Around 37.9% of Holt's population is aged 65 and over, compared with 24.7% for Norfolk and 18.5% for England. Children and young people (aged 0 to 15) make up 14.5% of Holt's population (compared with 16.9% for

⁵⁶ 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.

⁵⁷ ONS population estimates mid-2020

Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 47.5% of Holt's population (compared with 58.5% for Norfolk and 62.3% nationally).

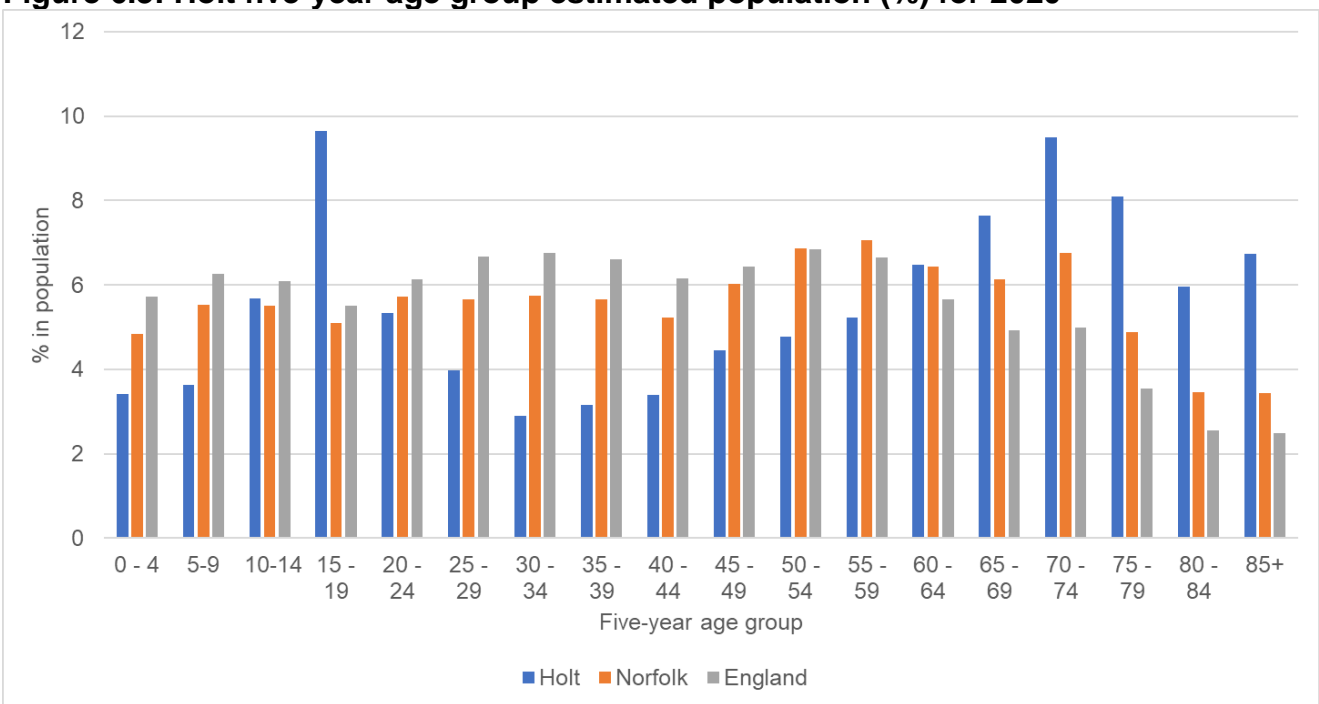
Figure 6.2: Holt's broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 6.3 shows Holt's population for each five-year age group. This shows that Holt's population is generally lower in the five-year age groups up to around the age 55 to 59, compared with Norfolk and England, with the notable exception of the 15 to 19 year age group. For age groups beyond 60 to 64, Holt's population is higher compared with Norfolk and England.

Figure 6.3: Holt five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

6.2 Economy

Size of enterprises

In Holt for 2021, 96.0% of local VAT based business units employed fewer than 50 people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.⁵⁸

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 6.1** shows latest figures for 2017/18 that for Holt the net annual household income after housing costs was around £27,600, which was similar to the North Norfolk (£27,927) average, and below the Norfolk (£28,236) and England (£28,248) averages.⁵⁹

Table 6.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
Holt	27,600
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate⁶⁰ in Holt stood at 1.9% for the month of June 2022, or around 40 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, Holt's rate is lower than the North Norfolk (2.6%) and Norfolk (2.9%) rates.⁶¹ **Figure 6.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for Holt's claimant count rate to be below the North Norfolk rate.

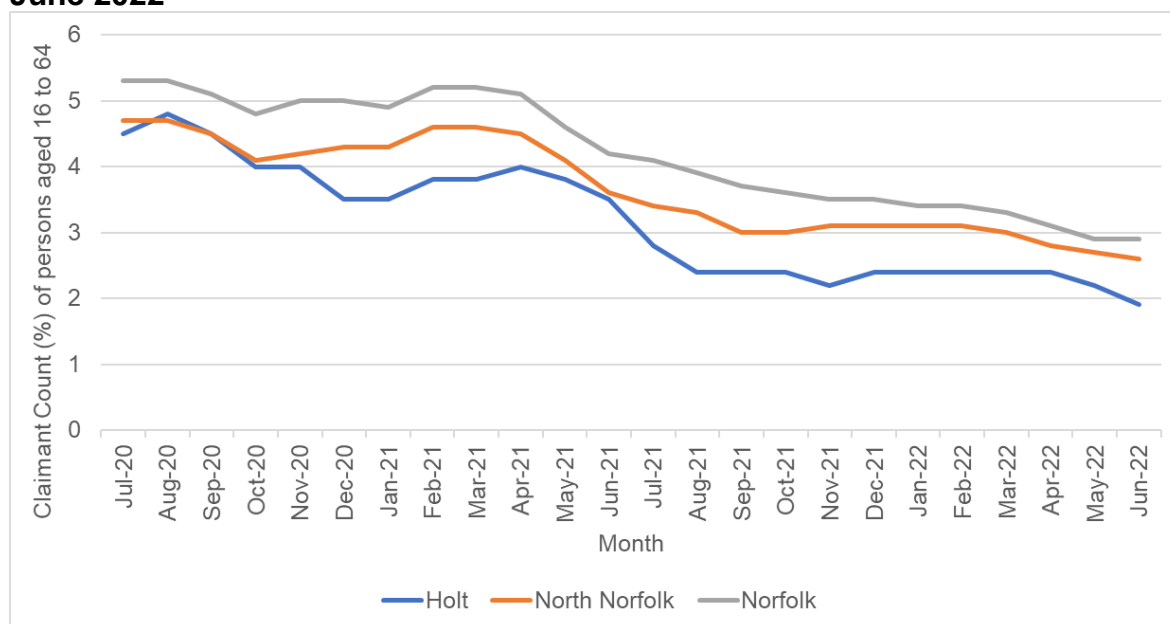
⁵⁸ ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

⁵⁹ ONS household income data, 2017/18 (from OCSI Local Insight)

⁶⁰ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

⁶¹ ONS Claimant Count, 2022

Figure 6.4: Claimant Count (%) of persons aged 16 to 64 in Holt, July 2020 to June 2022

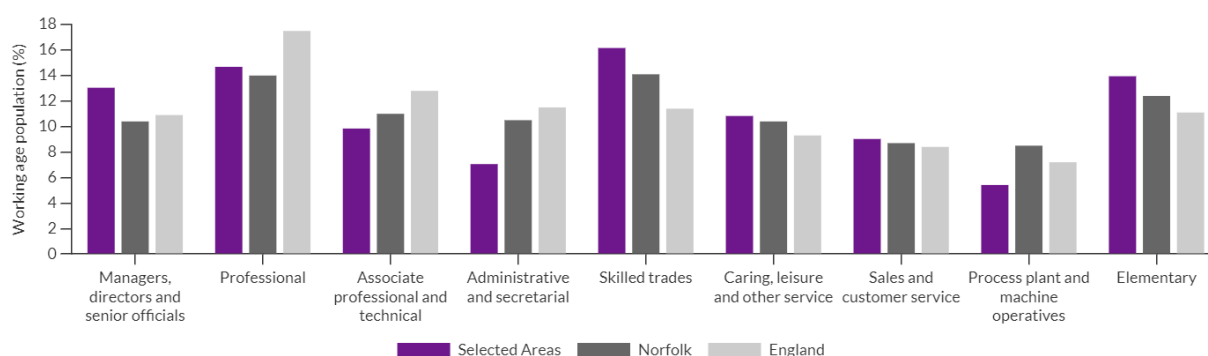


Source: ONS Claimant Count, 2022

Occupational structure

Figure 6.5 shows Holt's occupational structure from the Census 2011,⁶² for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).⁶³ For 2011, Holt had the highest proportion of people working in the Skilled trades occupations (16.2%), followed by Professional occupations (14.7%), and Elementary occupations (13.9%).

Figure 6.5: % of persons aged 16+ employed in Holt by Standard Occupation Classification, 2011



Source: ONS Census 2011

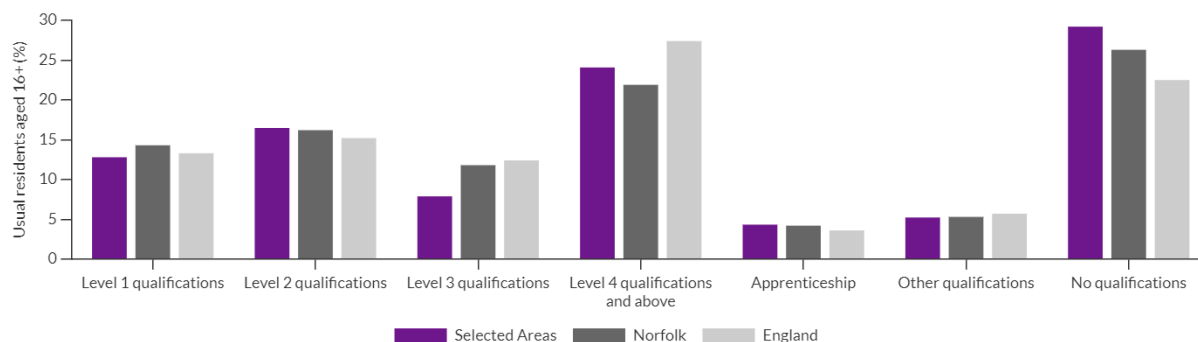
⁶² ONS Census 2011

⁶³ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 6.6 shows the highest level of qualification attained by Holt's residents aged 16 and over, from the Census 2011.⁶⁴ For 2011, Holt had a higher proportion of people with no qualifications (29.2%) compared with Norfolk (26.3%) and England (22.5%). Holt had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1, Level 2 and Level 4 and above qualifications, and a lower level attaining Level 3 qualifications.

Figure 6.6: Highest level of qualification for persons aged 16+ (%) in Holt, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 71.4% of Holt pupils attained GCSE English and Maths at grades 9-4. This compares with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.⁶⁵

Children in low-income families

Latest data for 2018-19 shows that 15.5% of Holt children aged under 16 are living in absolute low-income families. This compares with 15.4% for North Norfolk and 14.3% for Norfolk.⁶⁶

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, Holt's risk of NEET is 59.0%. This compares with a lower figure for North Norfolk of 54.8% and a lower figure for Norfolk of 57.1%.⁶⁷

⁶⁴ ONS Census 2011

⁶⁵ Norfolk County Council KS4 attainment data, 2019

⁶⁶ Department for Work and Pensions child poverty data, 2018-2019

⁶⁷ Norfolk County Council Children's Services Risk of NEET estimates, 2021

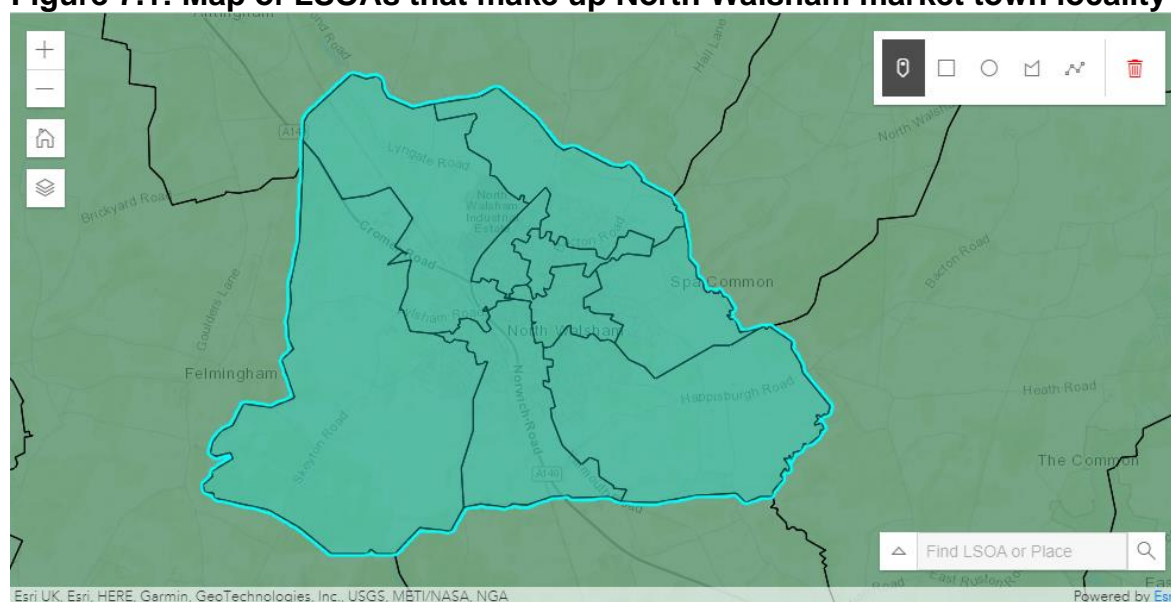
7 North Walsham

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)⁶⁸ that make up North Walsham market town locality where relevant data is available at LSOA level.

North Walsham market town locality is made up of the following nine LSOA areas:

- E01026753 - North Norfolk 010A
- E01026754 - North Norfolk 010B
- E01026755 - North Norfolk 010C
- E01026756 - North Norfolk 010D
- E01026757 - North Norfolk 010E
- E01026758 - North Norfolk 010F
- E01026759 - North Norfolk 010G
- E01026760 - North Norfolk 010H
- E01026761 - North Norfolk 010I

Figure 7.1: Map of LSOAs that make up North Walsham market town locality



Source: ESRI (UK) Limited/Norfolk Insight

7.1 Population profile

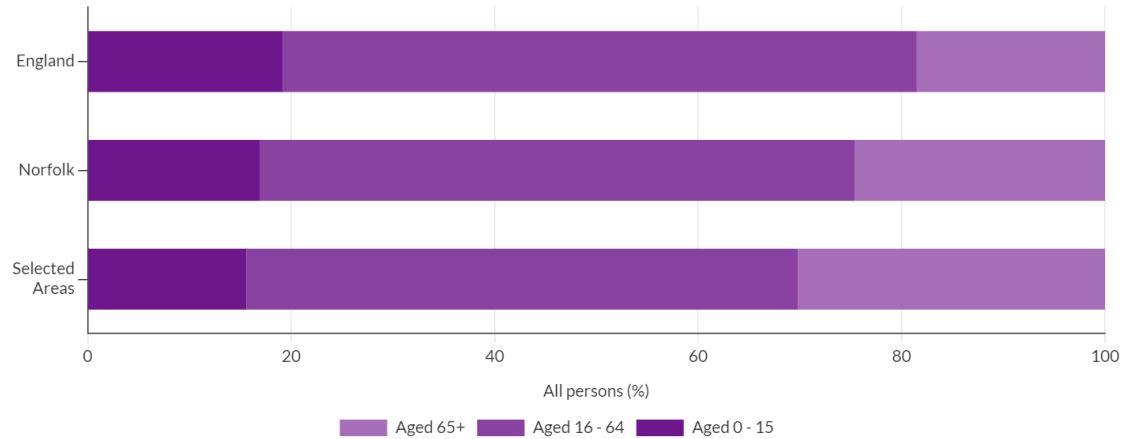
The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. North Walsham's population is an estimated 12,930.⁶⁹

⁶⁸ 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.

⁶⁹ ONS population estimates mid-2020

Figure 7.2 shows latest population estimates for North Walsham by broad age group. The estimates for mid-2020 confirm that North Walsham’s population has an older age profile than Norfolk as a whole and England. Around 30.2% of North Walsham’s population is aged 65 and over, compared with 24.7% for Norfolk and 18.5% for England. Children and young people (aged 0 to 15) make up 15.6% of North Walsham’s population (compared with 16.9% for Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 54.2% of North Walsham’s population (compared with 58.5% for Norfolk and 62.3% nationally).

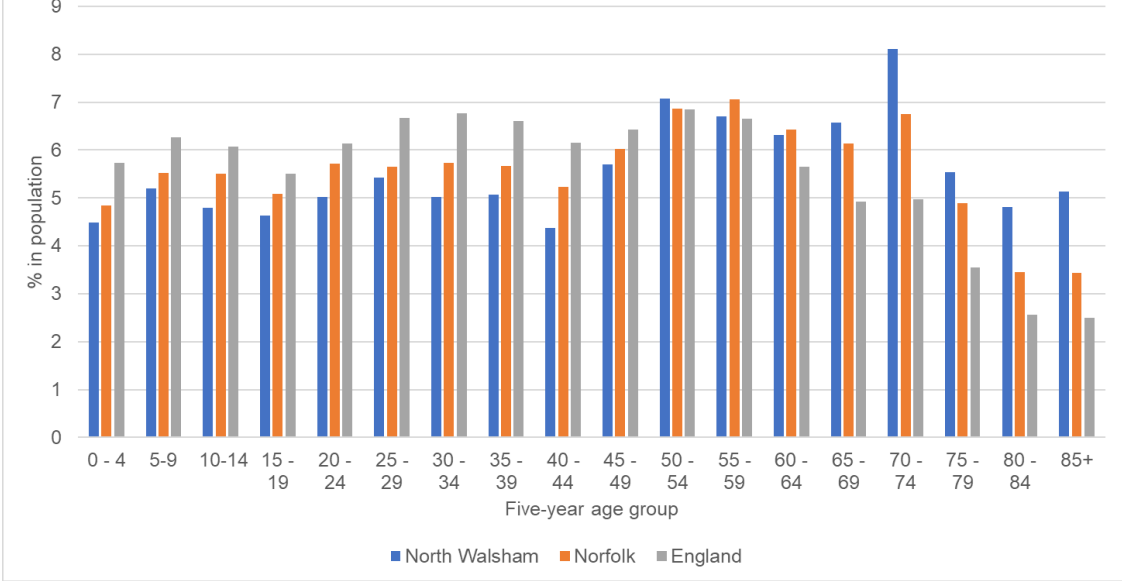
Figure 7.2: North Walsham broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 7.3 shows North Walsham’s population for each five-year age group. This shows that North Walsham’s population is generally lower in the five-year age groups up to around the age 45 to 49, compared with Norfolk and England. For age groups beyond 60 to 64, North Walsham’s population is higher compared with Norfolk and England.

Figure 7.3: North Walsham five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

7.2 Economy

Size of enterprises

In North Walsham for 2021, 97.0% of local VAT based business units employed fewer than 50 people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.⁷⁰

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 7.1** shows latest figures for 2017/18 that for North Walsham the net annual household income after housing costs was around £25,500, which was below the North Norfolk (£27,927), Norfolk (£28,236) and England (£28,248) averages.⁷¹

Table 7.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
North Walsham	25,500
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate⁷² in North Walsham stood at 3.6% for the month of June 2022, or around 250 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, North Walsham's rate is higher than the North Norfolk (2.6%) and Norfolk (2.9%) rates.⁷³ **Figure 7.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for North Walsham's claimant count rate to be above the North Norfolk rate.

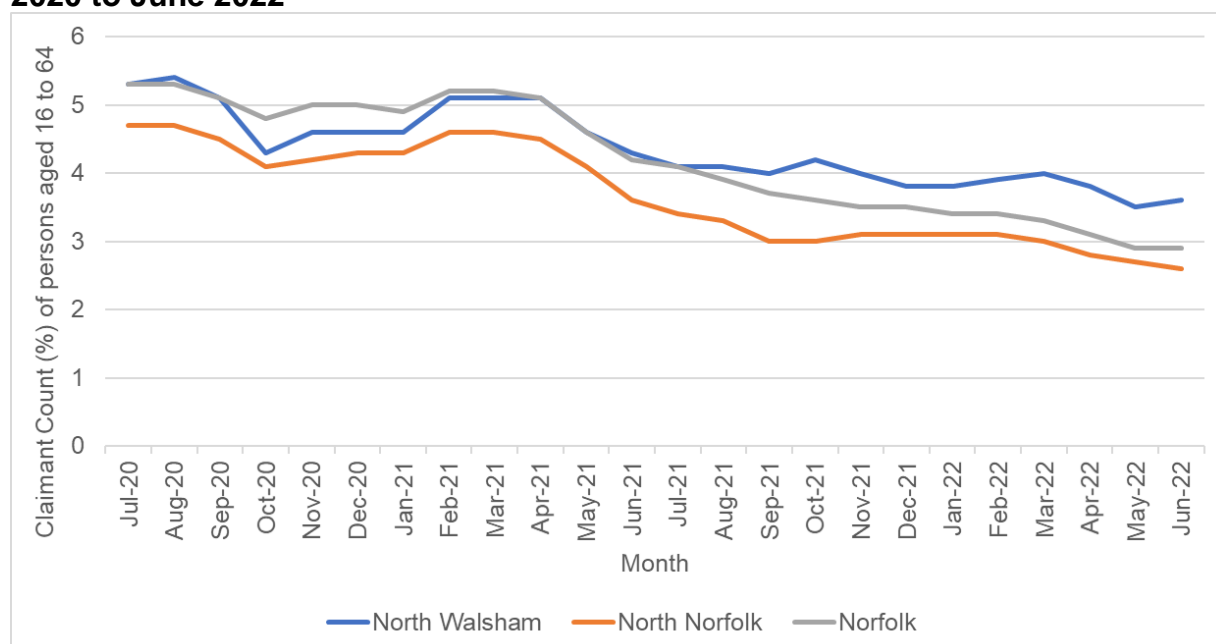
⁷⁰ ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

⁷¹ ONS household income data, 2017/18 (from OCSI Local Insight)

⁷² For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

⁷³ ONS Claimant Count, 2022

Figure 7.4: Claimant Count (%) of persons aged 16 to 64 in North Walsham, July 2020 to June 2022



Source: ONS Claimant Count, 2022

Occupational structure

Figure 7.5 shows North Walsham's occupational structure from the Census 2011,⁷⁴ for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).⁷⁵ For 2011, North Walsham had the highest proportion of people working in the Skilled trades occupations (16.5%) followed by Caring, leisure and other service occupations (13.7%), and Elementary occupations (13.2%).

Figure 7.5: % of persons aged 16+ employed in North Walsham by Standard Occupation Classification, 2011



Source: ONS Census 2011

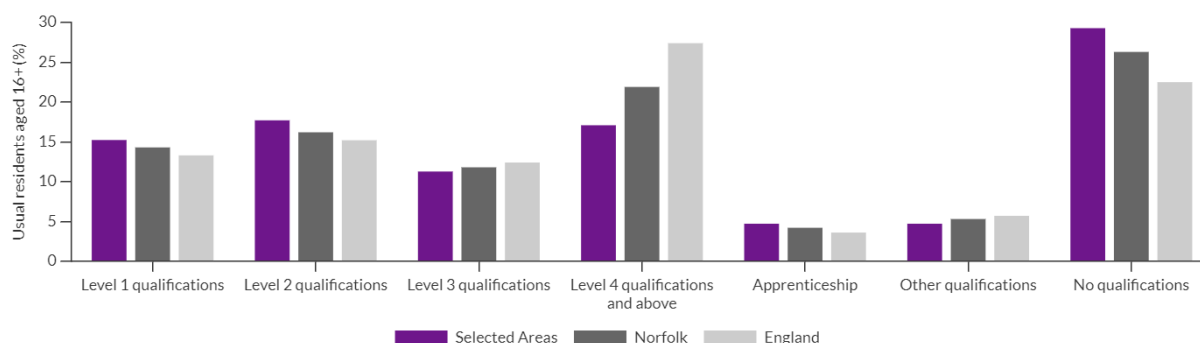
⁷⁴ ONS Census 2011

⁷⁵ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 7.6 shows the highest level of qualification attained by North Walsham's residents aged 16 and over, from the Census 2011.⁷⁶ For 2011, North Walsham had a higher proportion of people with no qualifications (29.3%) compared with Norfolk (26.3%) and England (22.5%). North Walsham had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1, Level 2 and Level 3 qualifications, and a lower level attaining Level 4 and above qualifications.

Figure 7.6: Highest level of qualification for persons aged 16+ (%) in North Walsham, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 54.7% of North Walsham pupils attained GCSE English and Maths at grades 9-4. This compares with higher rates of 63.4% for North Norfolk and 63.0% for Norfolk.⁷⁷

Children in low-income families

Latest data for 2018-19 shows that 14.7% of North Walsham children aged under 16 are living in absolute low-income families. This compares with a higher rate of 15.4% for North Norfolk and a similar rate of 14.3% for Norfolk.⁷⁸

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, North Walsham's risk of NEET is 52.5%. This compares with a higher figure for North Norfolk of 54.8% and a higher figure for Norfolk of 57.1%.⁷⁹

⁷⁶ ONS Census 2011

⁷⁷ Norfolk County Council KS4 attainment data, 2019

⁷⁸ Department for Work and Pensions child poverty data, 2018-2019

⁷⁹ Norfolk County Council Children's Services Risk of NEET estimates, 2021

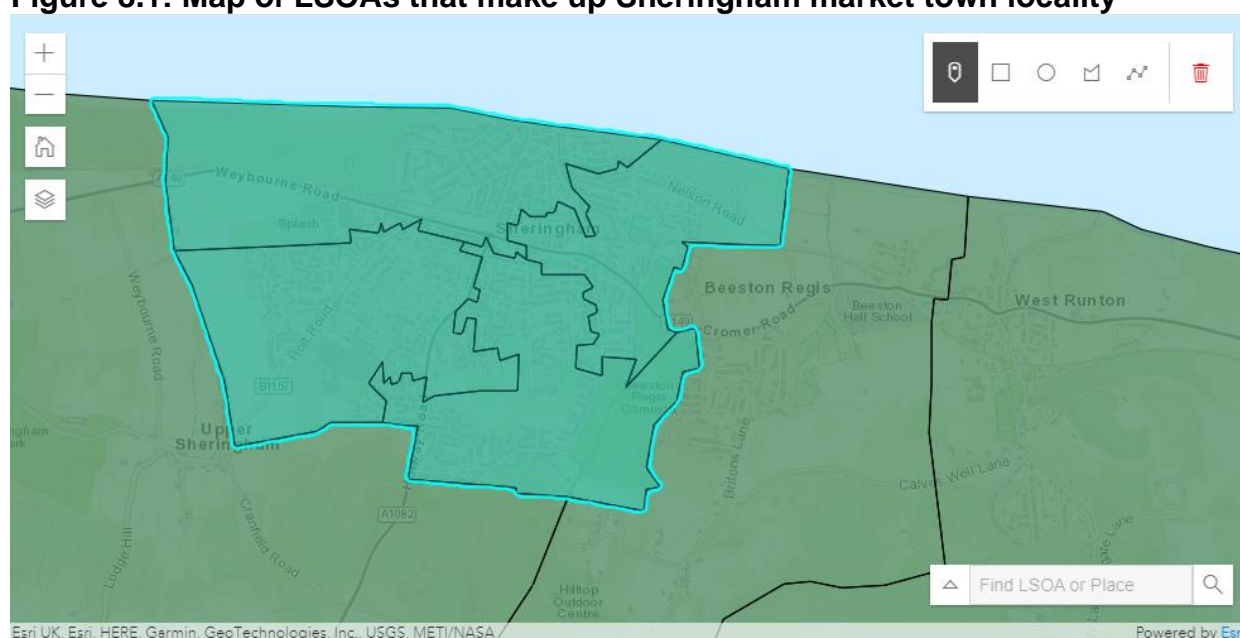
8 Sheringham

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)⁸⁰ that make up Sheringham market town locality where relevant data is available at LSOA level.

Sheringham market town locality is made up of the following four LSOA areas:

- E01026770 - North Norfolk 001A
- E01026771 - North Norfolk 001B
- E01026772 - North Norfolk 001C
- E01026773 - North Norfolk 001D

Figure 8.1: Map of LSOAs that make up Sheringham market town locality



Source: ESRI (UK) Limited/Norfolk Insight

8.1 Population profile

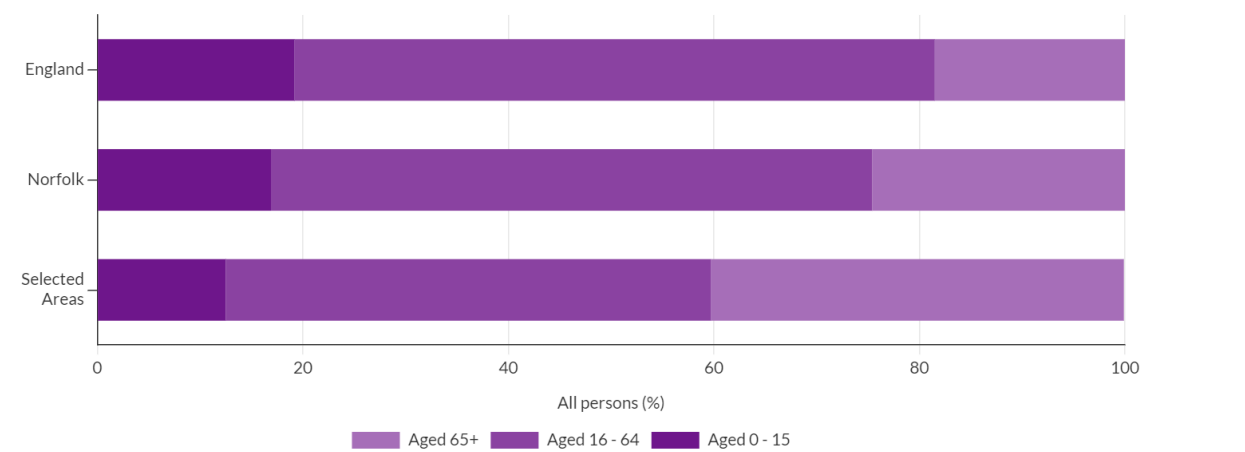
The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. Sheringham's population is an estimated 7,380.⁸¹

⁸⁰ 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.

⁸¹ ONS population estimates mid-2020

Figure 8.2 shows latest population estimates for Sheringham by broad age group. The estimates for mid-2020 confirm that Sheringham’s population has an older age profile than Norfolk as a whole and England. Around 40.2% of Sheringham’s population is aged 65 and over, compared with 24.7% for Norfolk and 18.5% for England. Children and young people (aged 0 to 15) make up 12.5% of Sheringham’s population (compared with 16.9% for Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 47.2% of Sheringham’s population (compared with 58.5% for Norfolk and 62.3% nationally).

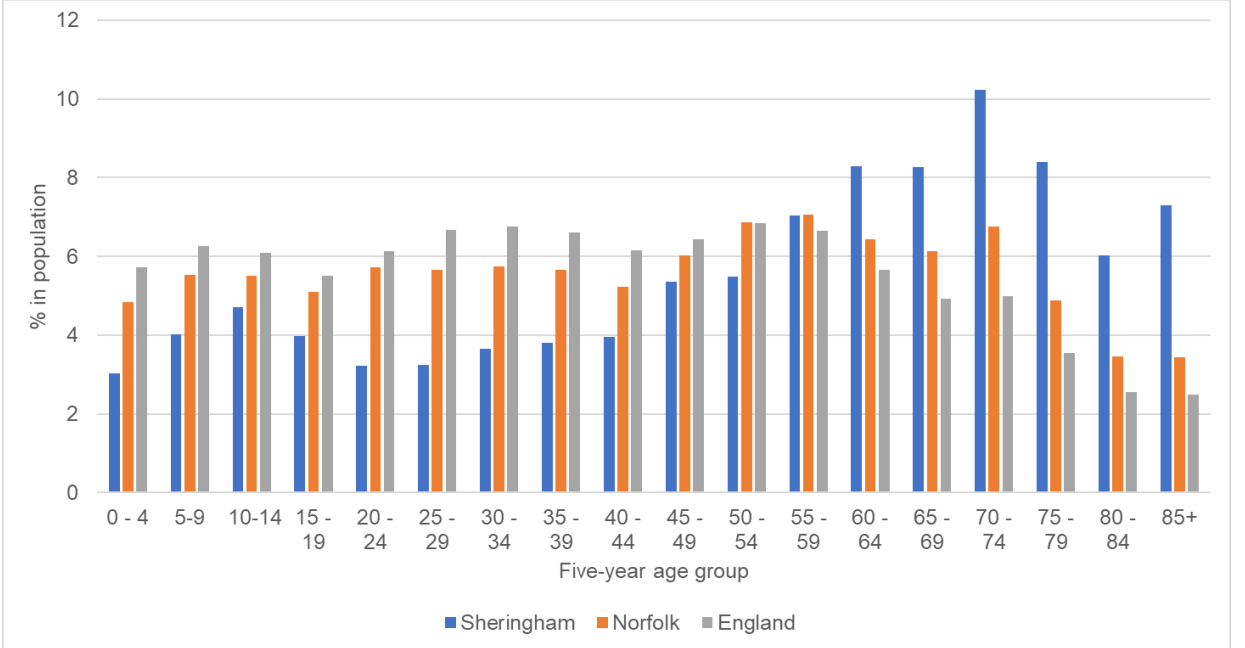
Figure 8.2: Sheringham broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 8.3 shows Sheringham’s population for each five-year age group. This shows that Sheringham’s population is lower in the five-year age groups up to around the age 50 to 54, compared with Norfolk and England. For age groups beyond 55 to 59, Sheringham’s population is higher compared with Norfolk and England.

Figure 8.3: Sheringham five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

8.2 Economy

Size of enterprises

In Sheringham for 2021, 98.7% of local VAT based business units employed fewer than 50 people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.⁸²

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 8.1** shows latest figures for 2017/18 that for Sheringham the net annual household income after housing costs was around £27,800, which was similar to North Norfolk (£27,927) and below Norfolk (£28,236) and England (£28,248) averages.⁸³

Table 8.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
Sheringham	27,800
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate⁸⁴ in Sheringham stood at 2.3% for the month of June 2022, or around 80 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, Sheringham's rate is lower than the North Norfolk (2.6%) and Norfolk (2.9%) rates.⁸⁵ **Figure 8.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for Sheringham's claimant count rate to be more variable than the North Norfolk rate, and following the same general pattern.

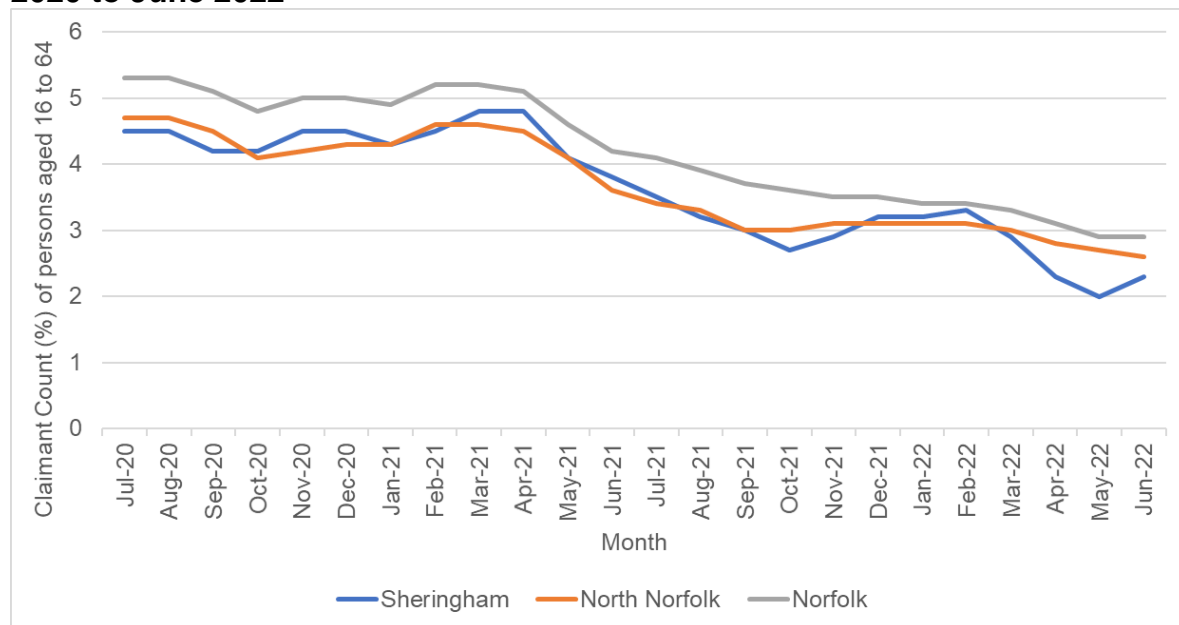
⁸² ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

⁸³ ONS household income data, 2017/18 (from OCSI Local Insight)

⁸⁴ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

⁸⁵ ONS Claimant Count, 2022

Figure 8.4: Claimant Count (%) of persons aged 16 to 64 in Sheringham, July 2020 to June 2022

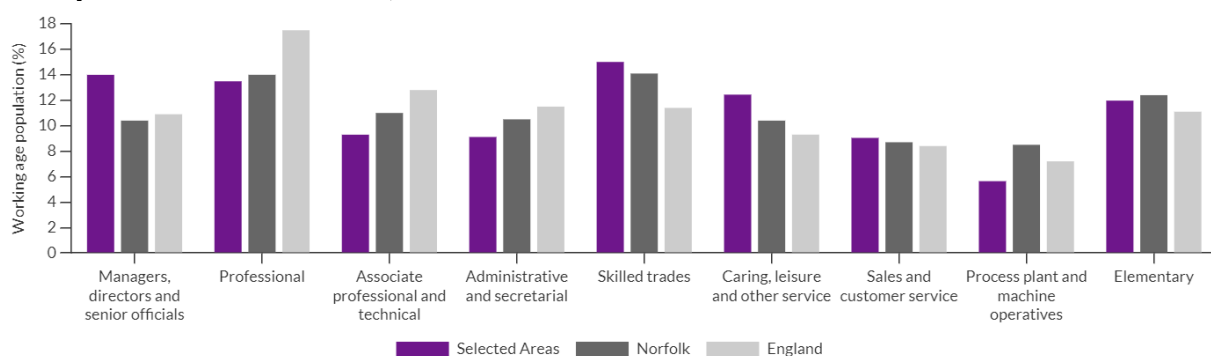


Source: ONS Claimant Count, 2022

Occupational structure

Figure 8.5 shows Sheringham's occupational structure from the Census 2011,⁸⁶ for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).⁸⁷ For 2011, Sheringham had the highest proportion of people working in the Skilled trades occupations (15.0%), followed by Managers, directors and senior officials (14.0%), and Professional occupations (13.5%).

Figure 8.5: % of persons aged 16+ employed in Sheringham by Standard Occupation Classification, 2011



Source: ONS Census 2011

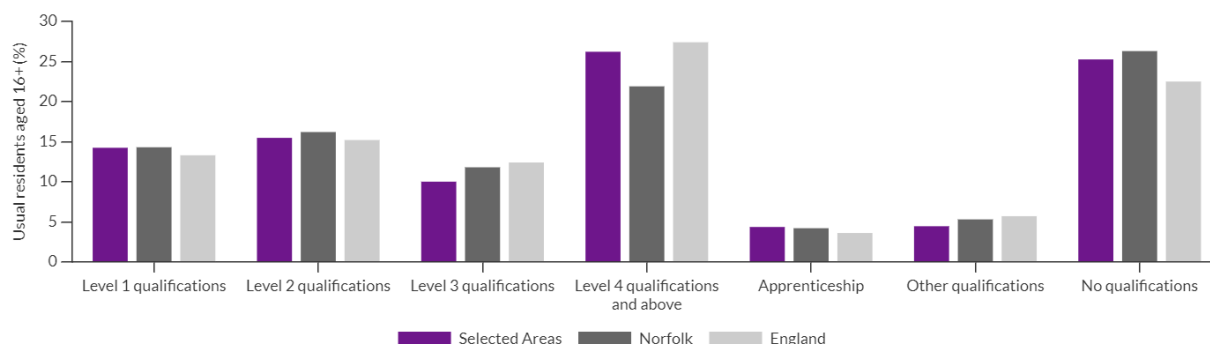
⁸⁶ ONS Census 2011

⁸⁷ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 8.6 shows the highest level of qualification attained by Sheringham's residents aged 16 and over, from the Census 2011.⁸⁸ For 2011, Sheringham had a similar proportion of people with no qualifications (25.3%) compared with Norfolk (26.3%) and a higher proportion compared with England (22.5%). Sheringham had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1 and Level 2 qualifications, a lower level attaining Level 3 qualifications, and a higher level attaining Level 4 and above qualifications.

Figure 8.6: Highest level of qualification for persons aged 16+ (%) in Sheringham, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 71.4% of Sheringham pupils attained GCSE English and Maths at grades 9-4. This compares with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.⁸⁹

Children in low-income families

Latest data for 2018-19 shows that 14.2% of Sheringham children aged under 16 are living in absolute low-income families. This compares with a higher rate of 15.4% for North Norfolk and a similar rate of 14.3% for Norfolk.⁹⁰

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, Sheringham's risk of NEET is 55.0%. This compares with a similar figure for North Norfolk of 54.8% and a higher figure for Norfolk of 57.1%.⁹¹

⁸⁸ ONS Census 2011

⁸⁹ Norfolk County Council KS4 attainment data, 2019

⁹⁰ Department for Work and Pensions child poverty data, 2018-2019

⁹¹ Norfolk County Council Children's Services Risk of NEET estimates, 2021

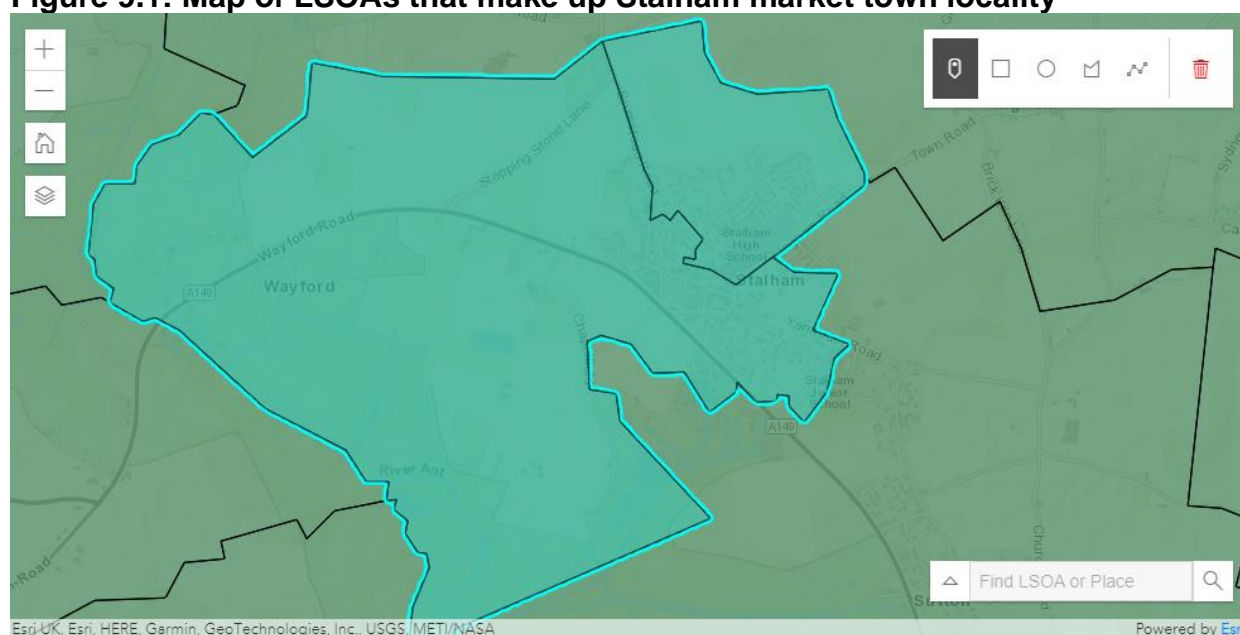
9 Stalham

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)⁹² that make up Stalham market town locality where relevant data is available at LSOA level.

Stalham market town locality is made up of the following two LSOA areas:

- E01026775 - North Norfolk 013B
- E01026776 - North Norfolk 013C

Figure 9.1: Map of LSOAs that make up Stalham market town locality



Source: ESRI (UK) Limited/Norfolk Insight

9.1 Population profile

The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. Stalham's population is an estimated 3,140.⁹³

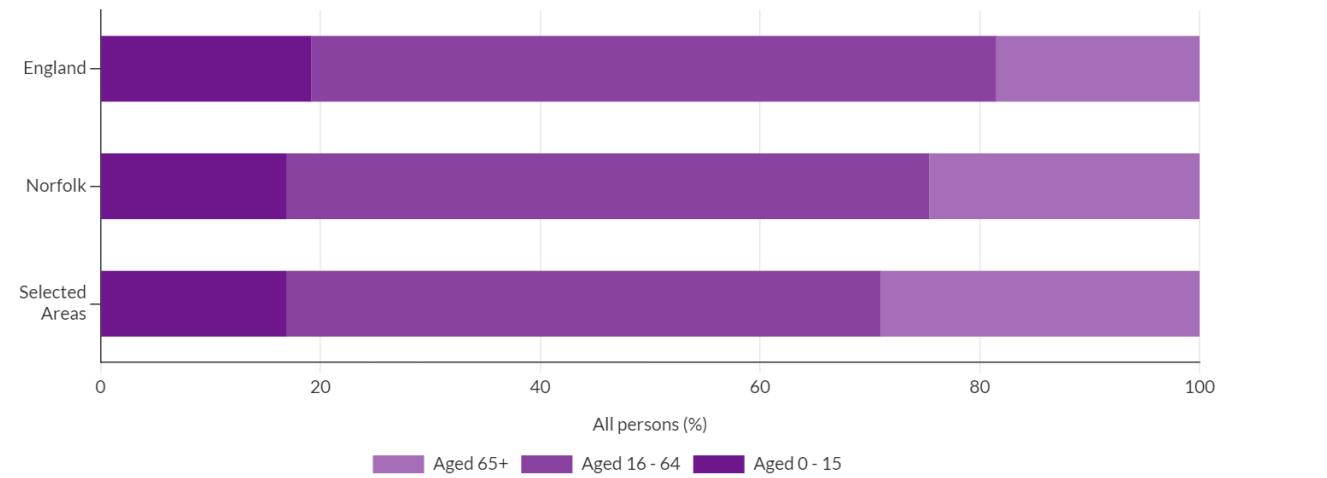
Figure 9.2 shows latest population estimates for Stalham by broad age group. The estimates for mid-2020 confirm that Stalham's population has an older age profile than Norfolk as a whole and England. Around 29.0% of Stalham's population is aged 65 and over, compared with 24.7% for Norfolk and 18.5% for England. Children and young people (aged 0 to 15) make up 16.9% of Stalham's population (compared with 16.9%

⁹² 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.

⁹³ ONS population estimates mid-2020

for Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 54.1% of Stalham’s population (compared with 58.5% for Norfolk and 62.3% nationally).

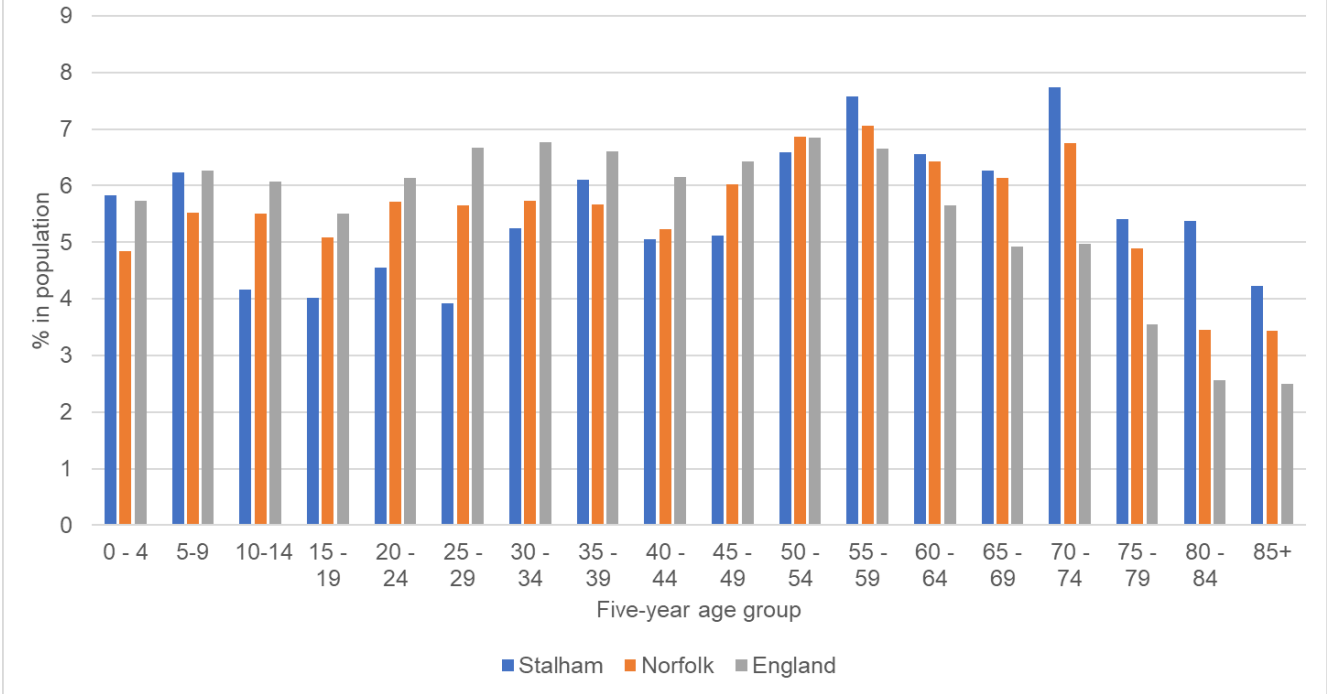
Figure 9.2: Stalham broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 9.3 shows Stalham’s population for each five-year age group. This shows that Stalham’s population is generally lower in the five-year age groups up to around the age 50 to 54, compared with Norfolk and England, with the notable exceptions of young children aged 0 to 9. For many of the age groups beyond 50 to 54, Stalham’s population is higher compared with Norfolk and England.

Figure 9.3: Stalham five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

9.2 Economy

Size of enterprises

In Stalham for 2021, 100% of VAT based local business units employed fewer than 50 people. While this does show that the structure of the economy is entirely weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.⁹⁴

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 9.1** shows latest figures for 2017/18 that for Stalham the net annual household income after housing costs was around £25,900, which was below North Norfolk (£27,927), Norfolk (£28,236) and England (£28,248) averages.⁹⁵

Table 9.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
Stalham	25,900
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate⁹⁶ in Stalham stood at 3.8% for the month of June 2022, or around 65 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, Stalham's rate is higher than the North Norfolk (2.6%) and Norfolk (2.9%) rates.⁹⁷ **Figure 9.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for Stalham's claimant count rate to be more variable than the North Norfolk rate, and higher than the North Norfolk rate.

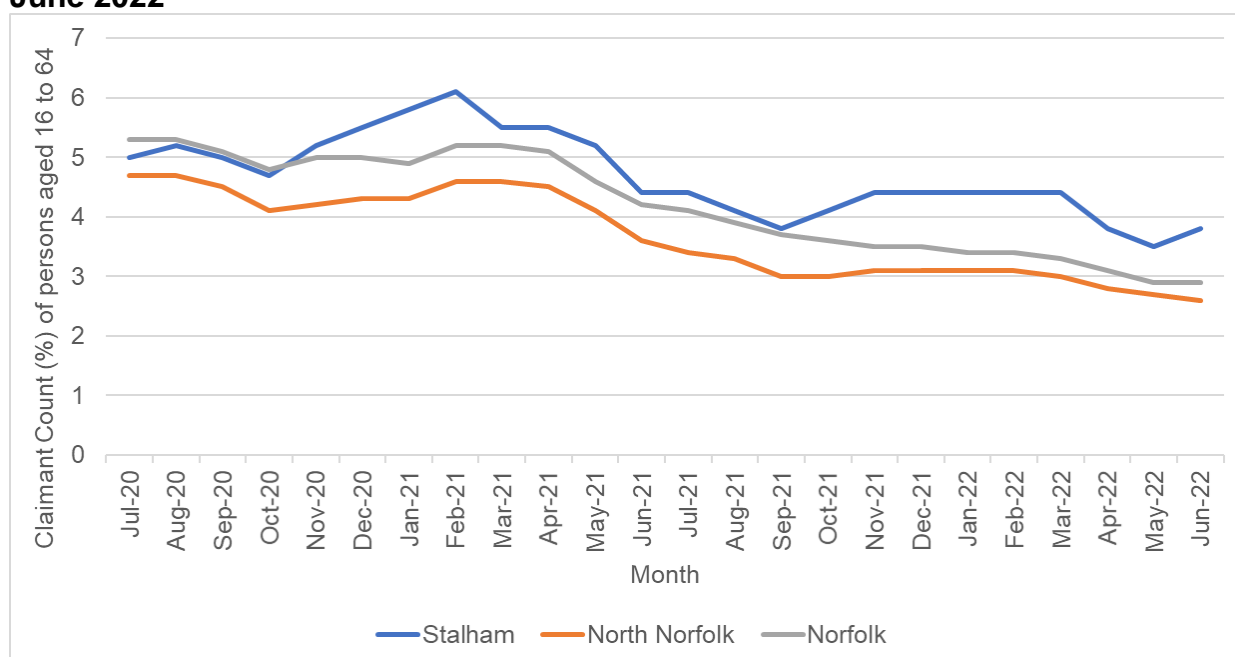
⁹⁴ ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

⁹⁵ ONS household income data, 2017/18 (from OCSI Local Insight)

⁹⁶ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

⁹⁷ ONS Claimant Count, 2022

Figure 9.4: Claimant Count (%) of persons aged 16 to 64 in Stalham, July 2020 to June 2022



Source: ONS Claimant Count, 2022

Occupational structure

Figure 9.5 shows Stalham's occupational structure from the Census 2011,⁹⁸ for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).⁹⁹ For 2011, Stalham had the highest proportion of people working in the Skilled trades occupations (19.5%), followed by Caring, leisure and other service occupations (15.3%), and Elementary occupations (14.0%).

Figure 9.5: % of persons aged 16+ employed in Stalham by Standard Occupation Classification, 2011



Source: ONS Census 2011

⁹⁸ ONS Census 2011

⁹⁹ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 9.6 shows the highest level of qualification attained by Stalham's residents aged 16 and over, from the Census 2011.¹⁰⁰ For 2011, Stalham had a higher proportion of people with no qualifications (33.3%) compared with Norfolk (26.3%) and England (22.5%). Stalham had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1, Level 2 and Level 3 qualifications, and a lower level attaining Level 4 and above qualifications.

Figure 9.6: Highest level of qualification for persons aged 16+ (%) in Stalham, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 85.7% of Stalham pupils attained GCSE English and Maths at grades 9-4. This compares with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.¹⁰¹

Children in low-income families

Latest data for 2018-19 shows that 14.9% of Stalham children aged under 16 are living in absolute low-income families. This compares with a higher rate of 15.4% for North Norfolk and a lower rate of 14.3% for Norfolk.¹⁰²

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, Stalham's risk of NEET is 55.0%. This compares with a similar figure for North Norfolk of 54.8% and a higher figure for Norfolk of 57.1%.¹⁰³

¹⁰⁰ ONS Census 2011

¹⁰¹ Norfolk County Council KS4 attainment data, 2019

¹⁰² Department for Work and Pensions child poverty data, 2018-2019

¹⁰³ Norfolk County Council Children's Services Risk of NEET estimates, 2021

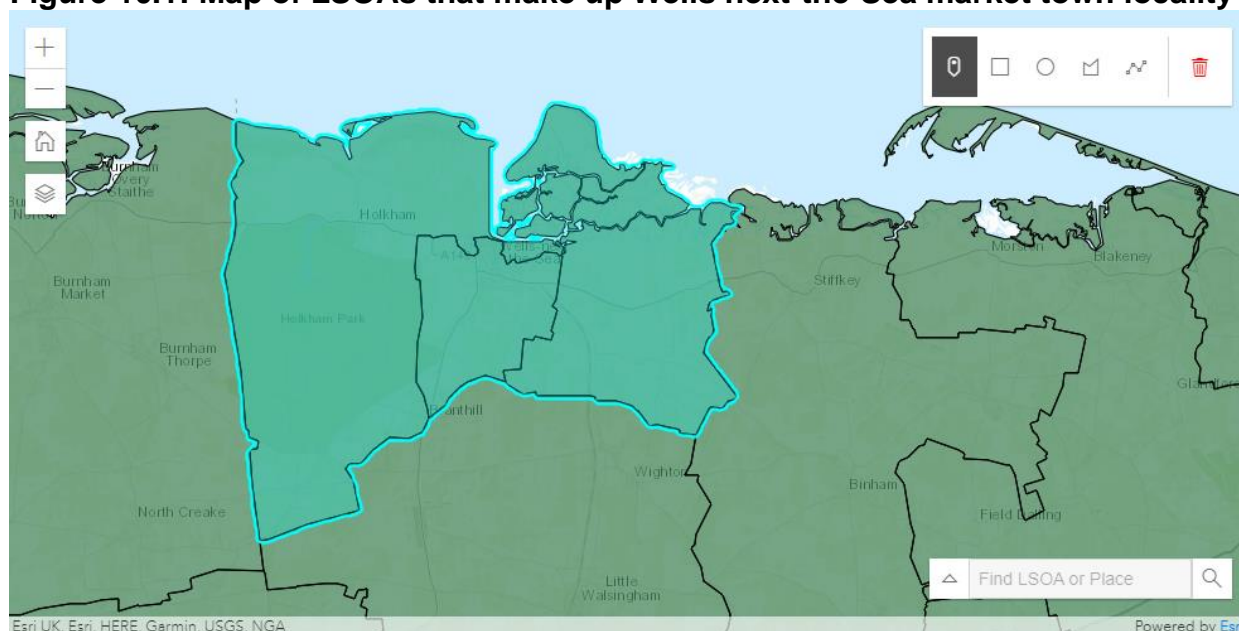
10 Wells next-the-Sea

Not all data is published at all geographical levels. It is important to note that market towns do not have boundaries at which data is routinely published. Therefore, we have aggregated data relating to the Lower Level Super Output Areas (LSOA)¹⁰⁴ that make up Wells next-the-Sea market town locality where relevant data is available at LSOA level.

Wells next-the-Sea market town locality is made up of the following two LSOA areas:

- E01026763 - North Norfolk 002B
- E01026764 - North Norfolk 002C

Figure 10.1: Map of LSOAs that make up Wells next-the-Sea market town locality



Source: ESRI (UK) Limited/Norfolk Insight

10.1 Population profile

The latest population estimates at this geographical level published by the Office for National Statistics (ONS) are for mid-2020. Wells next-the-Sea's population is an estimated 2,670.¹⁰⁵

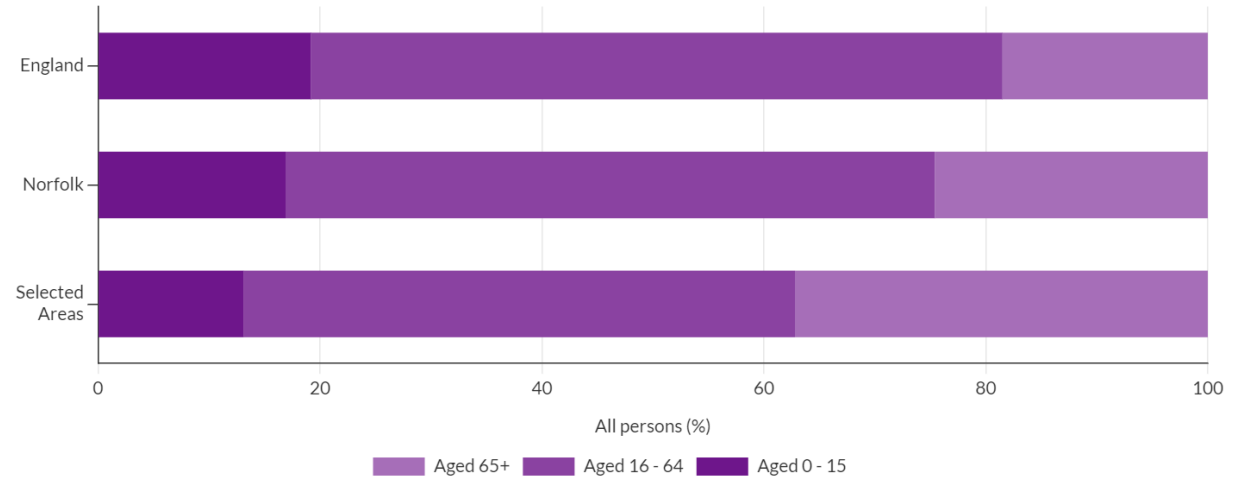
Figure 10.2 shows latest population estimates for Wells next-the-Sea by broad age group. The estimates for mid-2020 confirm that Wells next-the-Sea's population has an older age profile than Norfolk as a whole and England. Around 37.2% of Wells next-the-Sea's population is aged 65 and over, compared with 24.7% for Norfolk and 18.5%

¹⁰⁴ 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.

¹⁰⁵ ONS population estimates mid-2020

for England. Children and young people (aged 0 to 15) make up 13.1% of Wells next-the-Sea’s population (compared with 16.9% for Norfolk and 19.2% nationally) and working age adults (aged 16 to 64) make up 49.7% of Wells next-the-Sea’s population (compared with 58.5% for Norfolk and 62.3% nationally).

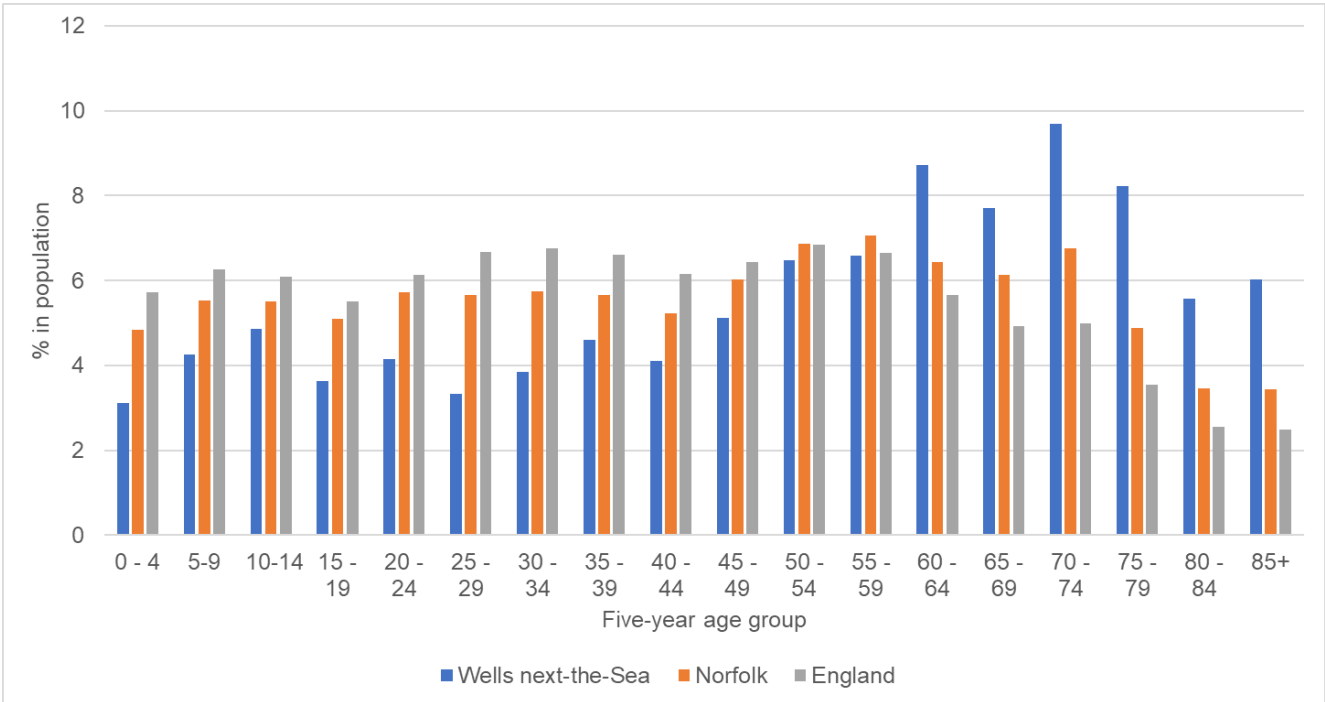
Figure 10.2: Wells next-the-Sea broad age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

Figure 10.3 shows Wells next-the-Sea’s population for each five-year age group. This shows that Wells next-the-Sea’s population is lower in the five-year age groups up to around the age 55 to 59, compared with Norfolk and England. For age groups beyond that, Wells next-the-Sea’s population is higher compared with Norfolk and England.

Figure 10.3: Wells next-the-Sea five-year age group estimated population (%) for 2020



Source: ONS population estimates mid-2020

10.2 Economy

Size of enterprises

In Wells next-the-Sea for 2021, 97.3% of local VAT based business units employed fewer than 50 people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the North Norfolk, Norfolk and national averages.¹⁰⁶

Net annual household income after housing costs

ONS publishes estimates of the net average annual household income (equivalised to take into account variations in household size) after housing costs are taken into account. These figures are model-based estimates. **Table 10.1** shows latest figures for 2017/18 that for Wells next-the-Sea the net annual household income after housing costs was around £30,000, which was above North Norfolk (£27,927), Norfolk (£28,236) and England (£28,248) averages.¹⁰⁷

Table 10.1: Net annual household income after housing costs (£), 2017/18

Area	Net annual household income after housing costs (£)
Wells next-the-Sea	30,000
North Norfolk	27,927
Norfolk	28,236
England	28,248

Source: ONS household income data, 2017/18 (from OCSI Local Insight)

Claimant Count

The Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. 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 rate¹⁰⁸ in Wells next-the-Sea stood at 2.3% for the month of June 2022, or around 30 people aged 16 and over claiming benefit principally for the reason of being unemployed. For June 2022, Wells next-the-Sea's rate is lower than the North Norfolk (2.6%) and Norfolk (2.9%) rates.¹⁰⁹ **Figure 10.4** shows the monthly claimant count rate of those aged 16 to 64 for July 2020 to June 2022, compared with North Norfolk and Norfolk as a whole. The trend is for Wells next-the-Sea's claimant count rate to be more variable than the North Norfolk rate, and being similar to or above the North Norfolk rate.

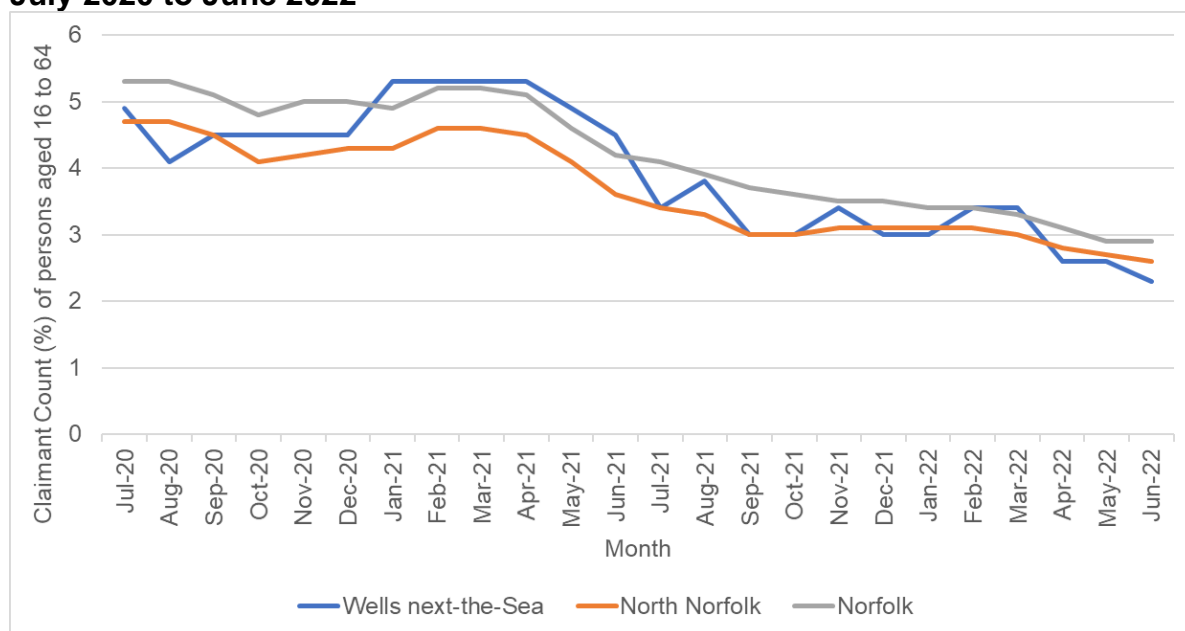
¹⁰⁶ ONS Inter Departmental Business Register data, 2021 (from OCSI Local Insight)

¹⁰⁷ ONS household income data, 2017/18 (from OCSI Local Insight)

¹⁰⁸ For Claimant Count, ONS publishes numbers for those aged 16 and over, and % are for those aged 16-64.

¹⁰⁹ ONS Claimant Count, 2022

Figure 10.4: Claimant Count (%) of persons aged 16 to 64 in Wells next-the-Sea, July 2020 to June 2022



Source: ONS Claimant Count 2022

Occupational structure

Figure 10.5 shows Wells next-the-Sea's occupational structure from the Census 2011,¹¹⁰ for the major occupational groups according to the Standard Occupation Classification 2010 (Soc 2010).¹¹¹ For 2011, Wells next-the-Sea had the highest proportion of people working in the Skilled trades occupations (21.6%), followed by Elementary occupations (16.3%), and Managers, directors and senior officials (14.8%).

Figure 10.5: % of persons aged 16+ employed in Wells next-the-Sea by Standard Occupation Classification, 2011



Source: ONS Census 2011

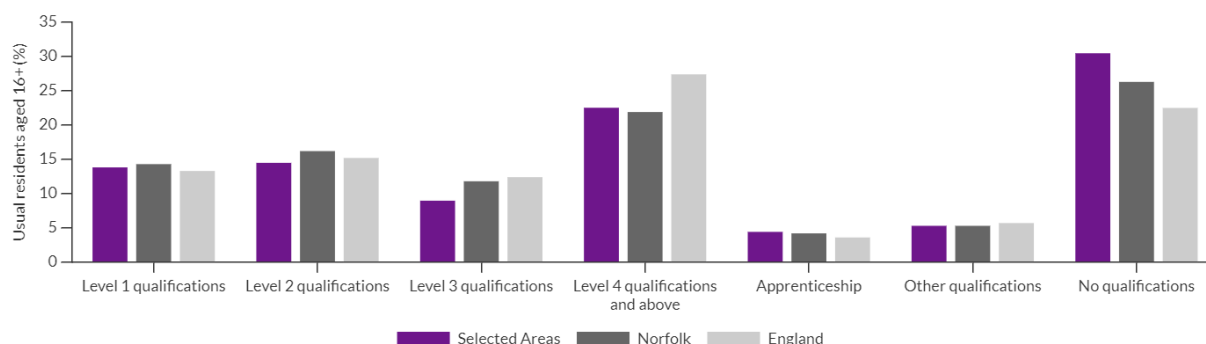
¹¹⁰ ONS Census 2011

¹¹¹ Numbers and % are for those of 16+; % is a proportion of all persons in employment

Qualifications

Figure 10.6 shows the highest level of qualification attained by Wells next-the-Sea's residents aged 16 and over, from the Census 2011.¹¹² For 2011, Wells next-the-Sea had a higher proportion of people with no qualifications (30.5%) compared with Norfolk (26.3%) and England (22.5%). Wells next-the-Sea had a similar level compared with Norfolk as a whole, of people attaining their highest level of qualification for Level 1, Level 2 and Level 4 and above qualifications, and a lower level attaining Level 3 qualifications.

Figure 10.6: Highest level of qualification for persons aged 16+ (%) in Wells next-the-Sea, 2011



Source: ONS Census 2011

Key Stage 4

Latest data for 2019 shows that 70.0% of Wells next-the-Sea pupils attained GCSE English and Maths at grades 9-4. This compares with lower rates of 63.4% for North Norfolk and 63.0% for Norfolk.¹¹³

Children in low-income families

Latest data for 2018-19 shows that 17.9% of Wells next-the-Sea children aged under 16 are living in absolute low-income families. This compares with lower rates of 15.4% for North Norfolk and 14.3% for Norfolk.¹¹⁴

Risk of being NEET

National and local research has shown that the personal circumstances or characteristics present in a young person's life contribute significantly to their potential to become NEET (Not in Education, Employment or Training). These are known as Risk of NEET Indicators (RONIs). Based on a range of RONIs, NCC Children's Services has estimated the proportion of Year 10 and Year 11 children in an area who are at risk of being NEET. For 2021, Wells next-the-Sea's risk of NEET is 61.4%. This compares with a lower figure for North Norfolk of 54.8% and a lower figure for Norfolk of 57.1%.¹¹⁵

¹¹² ONS Census 2011

¹¹³ Norfolk County Council KS4 attainment data, 2019

¹¹⁴ Department for Work and Pensions child poverty data, 2018-2019

¹¹⁵ Norfolk County Council Children's Services Risk of NEET estimates, 2021

11 Concluding remarks

This report highlights key demographic and economic data and information for North Norfolk district and the seven main market towns of Cromer, Fakenham, Holt, North Walsham, Sheringham, Stalham and Wells next-the-Sea. The report is intended to be used as an evidence base to inform the planning of local service strategies and provision, and to support funding applications.

This report contains the most up to date data and information available at the time of publication. It should be noted that not all data is published at all geographical levels, which means that sourcing relevant data at low geographical levels can be challenging.

The picture this report shows is of a district and local market towns with increasingly older population profiles, and corresponding reductions of children and young people and working age people in the population, with the challenges for care and support that this brings.

From the data available, it shows that people are employed in a good variety of industry sectors across the district, and there is diversity of employment within the market towns, although overall there has been a recent decline in the proportion of people employed in caring, leisure, sales, customer service, process plant, machine operatives and elementary occupations.

The picture shows that the district's labour productivity is lower than average, and that the pay gap has widened, but that there is a relatively good employment rate. There is variation across the market towns for people claiming benefit principally for the reason of being unemployed, although at the district level, the trend remains lower than the Norfolk and national rates.

Although the district has a lower rate of business start-ups compared with Norfolk as a whole, it also has a lower rate of business closures, and encouragingly has a similar rate of business survival over five years.

Overall, the district's children compare well with Norfolk and nationally at Key Stage 4, although there is variation across the market towns, which could impact on employment opportunities. Similarly, there is variation across the market towns around people's level of qualification, which could impact people's skills and employment opportunities.

You are free to use and re-use the information in this report, and we ask that you acknowledge NODA as the source.

If you have any queries about this publication, please contact:

[Andrew Brownsell](#) – Analyst, NODA

[Eliska Cheeseman](#) – Head of NODA



Published August 2022

12 Appendix – Market town localities by LSOA

LSOA Code	LSOA Name	Market Town Locality
E01026734	North Norfolk 003A	Cromer
E01026735	North Norfolk 003B	Cromer
E01026736	North Norfolk 003C	Cromer
E01026777	North Norfolk 003D	Cromer
E01026778	North Norfolk 003E	Cromer
E01026779	North Norfolk 003F	Cromer
E01026745	North Norfolk 011A	Fakenham
E01026746	North Norfolk 011B	Fakenham
E01026747	North Norfolk 011C	Fakenham
E01026748	North Norfolk 011D	Fakenham
E01026749	North Norfolk 011E	Fakenham
E01026742	North Norfolk 004B	Holt
E01026743	North Norfolk 004C	Holt
E01026753	North Norfolk 010A	North Walsham
E01026754	North Norfolk 010B	North Walsham
E01026755	North Norfolk 010C	North Walsham
E01026756	North Norfolk 010D	North Walsham
E01026757	North Norfolk 010E	North Walsham
E01026758	North Norfolk 010F	North Walsham
E01026759	North Norfolk 010G	North Walsham
E01026760	North Norfolk 010H	North Walsham
E01026761	North Norfolk 010I	North Walsham
E01026770	North Norfolk 001A	Sheringham
E01026771	North Norfolk 001B	Sheringham
E01026772	North Norfolk 001C	Sheringham
E01026773	North Norfolk 001D	Sheringham
E01026775	North Norfolk 013B	Stalham
E01026776	North Norfolk 013C	Stalham
E01026763	North Norfolk 002B	Wells-next-the-Sea
E01026764	North Norfolk 002C	Wells-next-the-Sea