

## Norfolk Insight – quick guidance on what the site can offer and how to use it (January 2024)

The best thing to do is to explore Norfolk Insight, but this quick guidance will give you a good start in showing you what the site can offer and how to use it.

### What is Norfolk Insight?

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

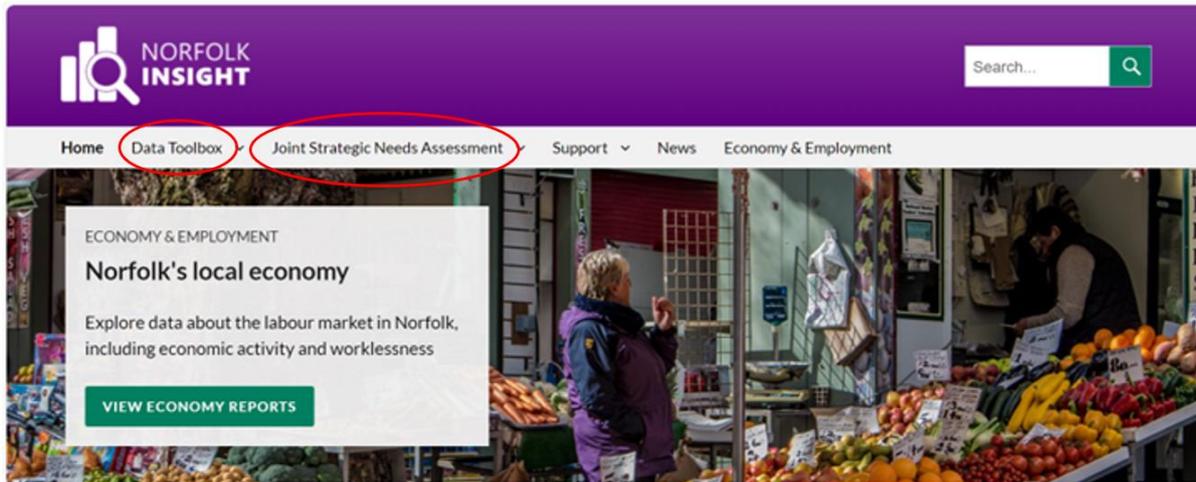
- Locality-focused information system providing data and analysis for neighbourhoods in Norfolk.
- Empowering you with up-to-date data and knowledge of local communities.
- Provides the evidence-base you need to make better informed decisions to improve services and localities.
- Easy access public-facing site.
- Contains over 5,000 indicators from open data sources – such as Office for National Statistics (ONS), Department for Work and Pensions (DWP), Public Health England.
- Data is routinely refreshed to ensure the site is kept up-to-date – metadata says when data was last published.

### How can Norfolk Insight help me?

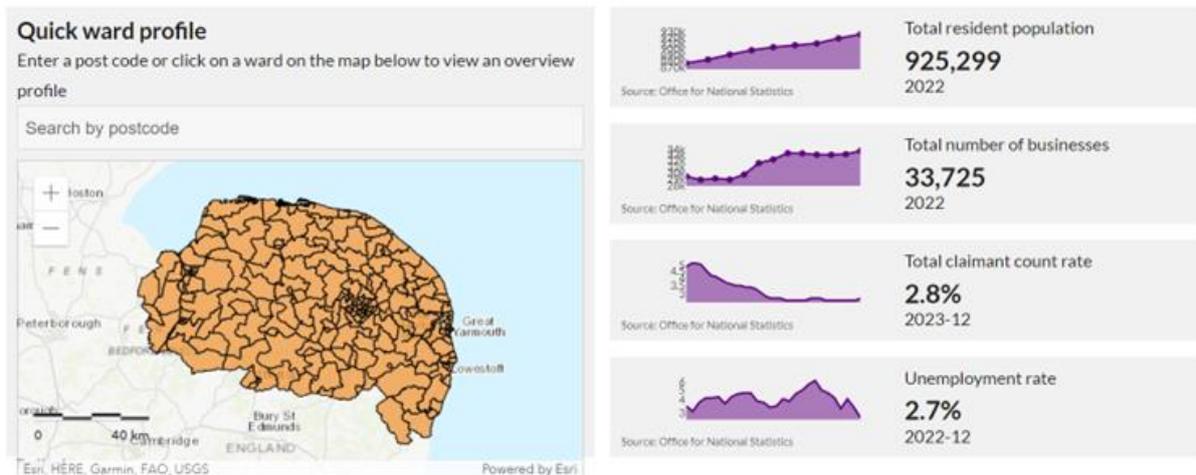
- Explore data to better understand the population of Norfolk.
- Access up-to-date data for service planning and delivery.
- Understand the health and wellbeing needs of the people of our county.
- Access data to evidence investment and funding in the community you work.
- Create themed area reports from local neighbourhoods to local authorities.
- Explore data visually through our map explorer.
- Export maps, data and charts to use in your own reports or presentations.
- Find out information about the area you live or work, such as house prices or crime levels.

## Norfolk Insight – Homepage

- Select items from the main menu for data (Data Toolbox) and analysis (JSNA).



- Get a quick Ward profile or see headline data for Norfolk (hover over to see values).



- Select quick links for Norfolk themed reports.

### Quick Norfolk profile



## Data Toolbox

- Data can be accessed in a variety of ways within the Data Toolbox.
- Norfolk Overview – themed reports at the Norfolk level (population, children and young people, health & social care, housing & households, crime & community safety, deprivation, economy & employment, and environment).
- Map Explorer – select from around 5,000 indicators to view on a map at various geographical levels.
- Area Reports – similar to Norfolk Overview, but view a themed report for a particular Ward, District, County Electoral Division, MSOA or LSOA (where data is available at lower levels).
- Data Explorer – a search engine to find data – available at various geographical levels – view as a Table or map or time series.
- Custom Area Reporter - select one or more LSOA or Ward areas you would like to produce a themed report for - the data in the report will show aggregated figures for all the areas selected.

### Note:

- Lower Layer Super Output Area (LSOA) - minimum population of 1,000 and maximum population of 3,000.
- Middle Layer Super Output Area (MSOA) - minimum population of 5,000 and maximum population of 15,000.

## Data Toolbox – Norfolk Overview

- Data can be accessed in a variety of ways within the Data Toolbox.
- Norfolk Overview – themed reports at the Norfolk level (population, children and young people, health & social care, housing & households, crime & community safety, deprivation, economy & employment, and environment).
- Allows you to export charts or download data.
- Shows comparison data for England.
- A few of the many tables and charts on the Population Report for Norfolk are shown here.

- Click on icons    to download or export data or charts.
- Hover over values in the charts to see more data.

### Population Report for Norfolk

Most of the data in this report are sourced from Census 2021 tables. A usual resident is anyone who on Census Day, 21 March 2021 was in the UK and had stayed or intended to stay in the UK for a period of 12 months or more, or had a permanent UK address and was outside the UK and intended to be outside the UK for less than 12 months.

**census 2021**

#### Age and Sex

All persons Norfolk (2021)	Females Norfolk (2021)	Males Norfolk (2021)
<b>916,120</b>	<b>466,869</b>	<b>449,251</b>

#### Population by sex for Norfolk (2021)



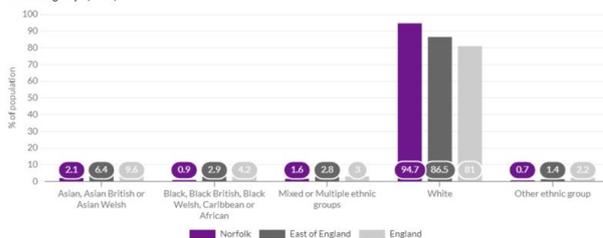
	Norfolk	East of England	England
Females	466,869	3,228,097	28,833,712
Females (%)	51	51	51
Males	449,251	3,106,977	27,656,336
Males (%)	49	49	49

Date: 2021 | Source: ONS, Census 2021

#### Population by broad age group for Norfolk (2021)

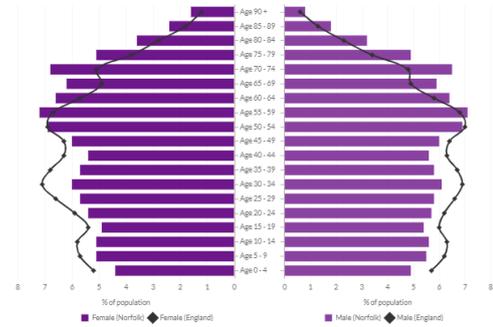


#### Broad ethnic groups (2021)



Source: ONS, Census 2021

#### Percentage of population by 5-year age groups (2021)

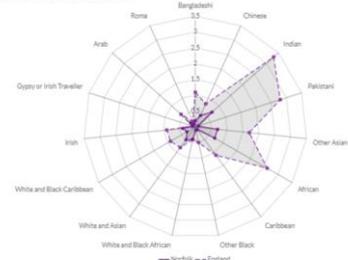


Source: ONS, Census 2021

	Norfolk	East of England	England
Age 4 and under	42,518	349,144	3,076,950
Age 5 - 9	48,368	380,618	3,348,700
Age 10 - 14	49,048	385,077	3,413,327
Age 15 - 19	46,890	343,034	3,218,893
Age 20 - 24	50,804	342,373	3,414,452
Age 24 - 29	52,594	387,940	3,715,280
Age 30 - 34	55,230	424,411	3,952,585
Age 35 - 39	52,840	417,896	3,795,388
Age 40 - 44	50,467	405,843	3,580,406
Age 45 - 49	55,284	410,811	3,602,644
Age 50 - 54	63,194	442,832	3,907,753
Age 55 - 59	65,662	432,496	3,806,369
Age 60 - 64	59,468	369,476	3,255,998
Age 65 - 69	55,203	319,222	2,767,496
Age 70 - 74	60,897	335,984	2,796,647
Age 75 - 79	45,594	246,502	2,038,774
Age 80 - 84	31,108	171,283	1,426,085
Age 85 and over	30,650	170,093	1,372,301

Date: 2021 | Source: ONS, Census 2021

#### Percentage of population by ethnic group (2021)



Source: ONS, Census 2021

## Data Toolbox – Map Explorer

- Data can be accessed in a variety of ways within the Data Toolbox.
  - Map Explorer – select from around 5,000 indicators to view on a map at various geographical levels.
  - Data grouped by themes – population, children & young people, health & social care, housing & households, crime & community safety, deprivation, and economy & employment.
  - Allows you to view as a map or in a data table – options to download the data or export the map.
  - An example of ethnicity data from the Population theme at Ward level is shown here.
- Click to select geographical level and date of the data you are interested in.
- Expand themes until you find the data you are interested in, or just use search function.

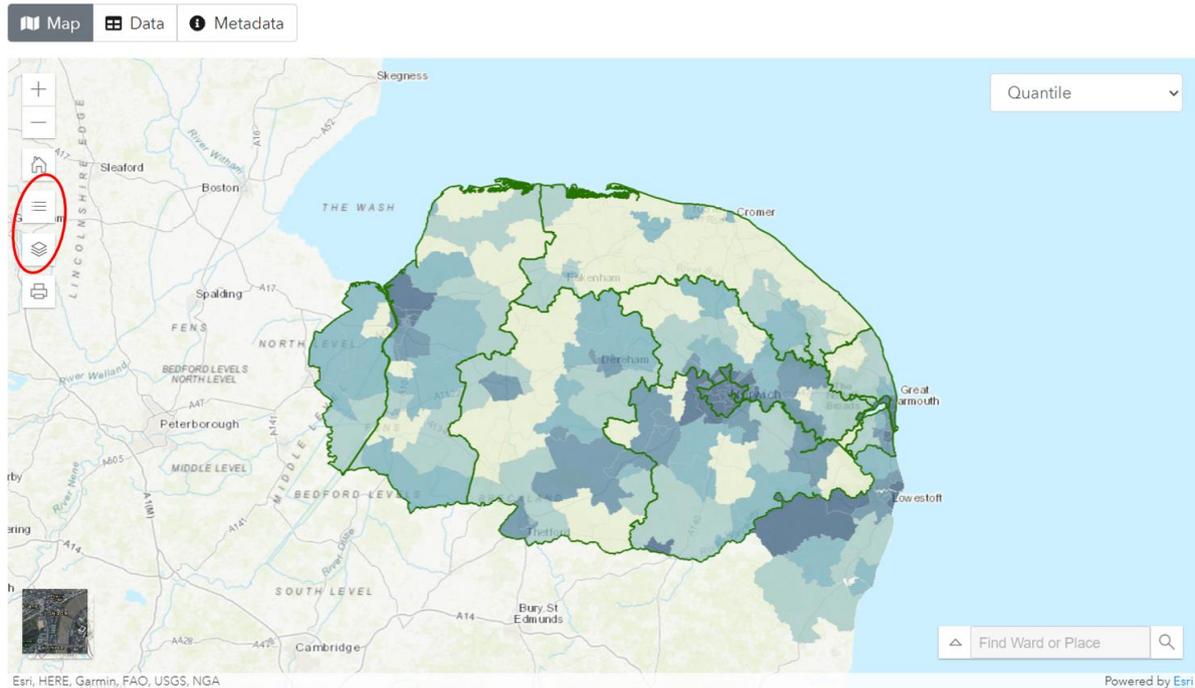
District ▼ 2021 ▼

🔍

- By Age and Sex
- By Household
- Density
- Ethnicity, Identity, Language and Religion
  - Census 2011
  - Ethnic group
    - Ethnic groups in England and Wales (Census TS021)
    - Household members have same or different ethnic groups (Census TS023)
    - Detailed Ethnic groups in England and Wales (Census TS022)
  - Language
  - National Identity
  - Religion
- Mid-year estimates
- Legal Partnerships and Living Arrangements
- Nationality and Country of Birth
- Population projections
- Veterans
- Sexual orientation
- Gender identity

- Click icon ☰ to see a legend.
- Click icon ⚙ to overlay a district boundary.
- Click on any area of the map to see that area's data, with Norfolk and England comparison data.
- Click on the Data tab to see the data in a downloadable table and click the Metadata tab to see the metadata.

Ethnic group (Census TS021) - Asian, Asian British or Asian Welsh - Ward (2021)



## Data Toolbox – Area Reports

- Data can be accessed in a variety of ways within the Data Toolbox.
- Area Reports – similar to Norfolk Overview, but view a themed report for a particular Ward, District, County Electoral Division, MSOA or LSOA (where data is available at lower levels).
- Allows you to export charts or download data.
- Shows comparison data for Norfolk and England.
- A few of the many tables and charts on the Economy Report for Acle Ward are shown here.

- Click on icons    to download or export data or charts.
- Hover over values in the charts to see more data.

Economically active (2021)



Percent economically active by occupation (2021)



Source: ONS, Census 2021

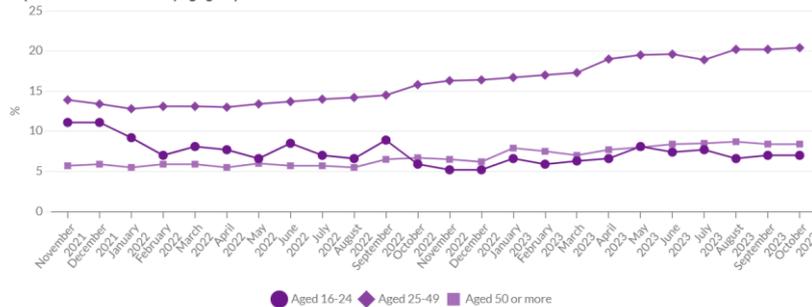


Source: ONS, Census 2021

— Acle — England



People on Universal Credit by age group for Acle



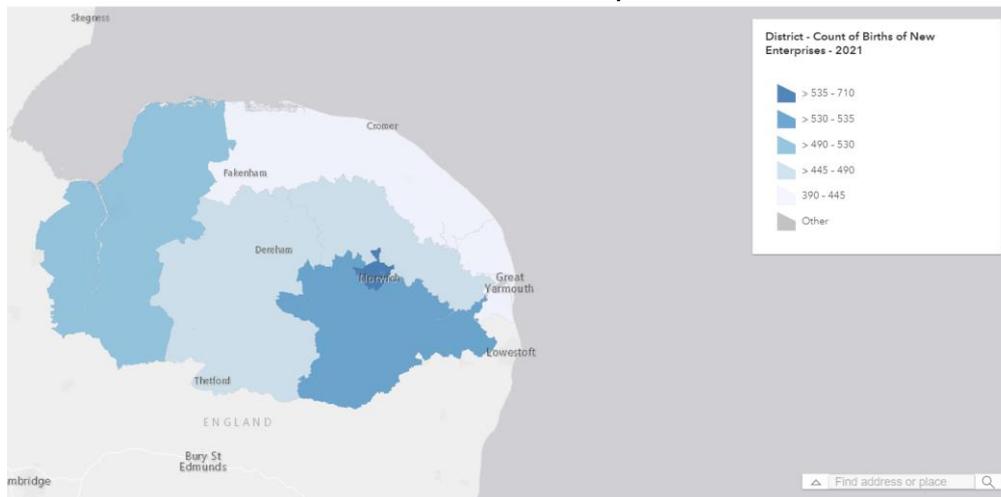
Source: DWP



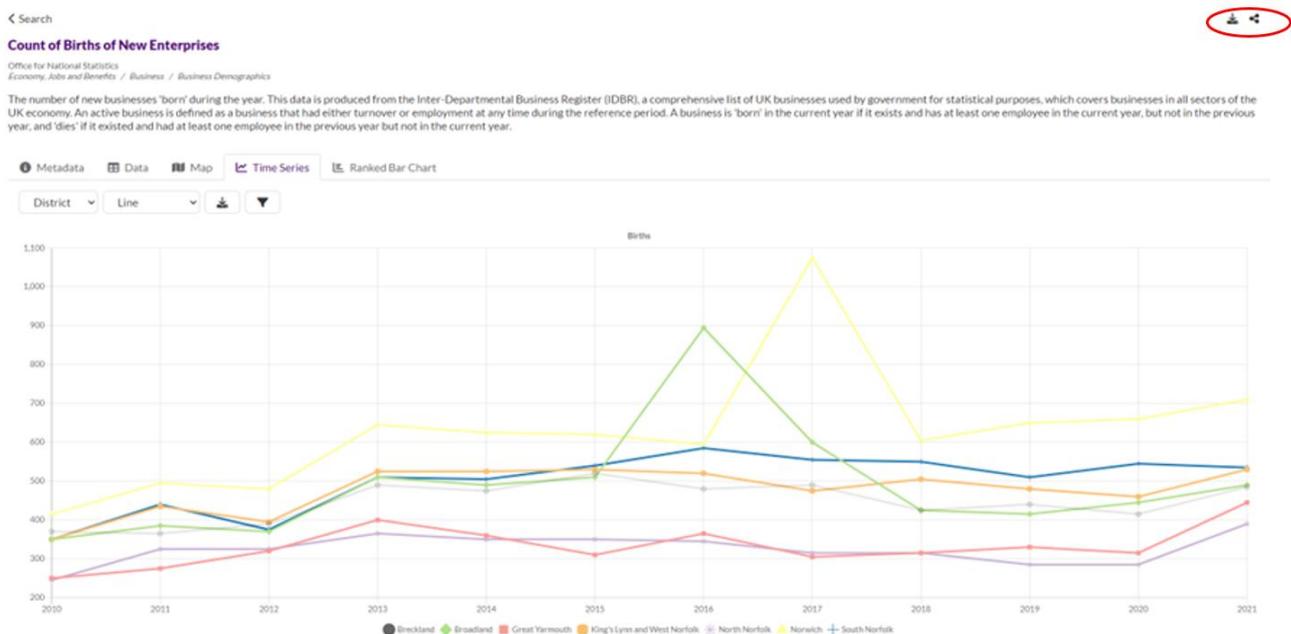
## Data Toolbox – Data Explorer

- Data can be accessed in a variety of ways within the Data Toolbox.
- Data Explorer – a search engine to find data.
- Use Search function and select from around 5,000 indicators to view at various geographical levels.
- Allows you to view as a map or in a data table or time series – options to download the data or export the map.
- An example of business births data at District level is shown here.

➤ Hover over values in the charts and maps to see more data.



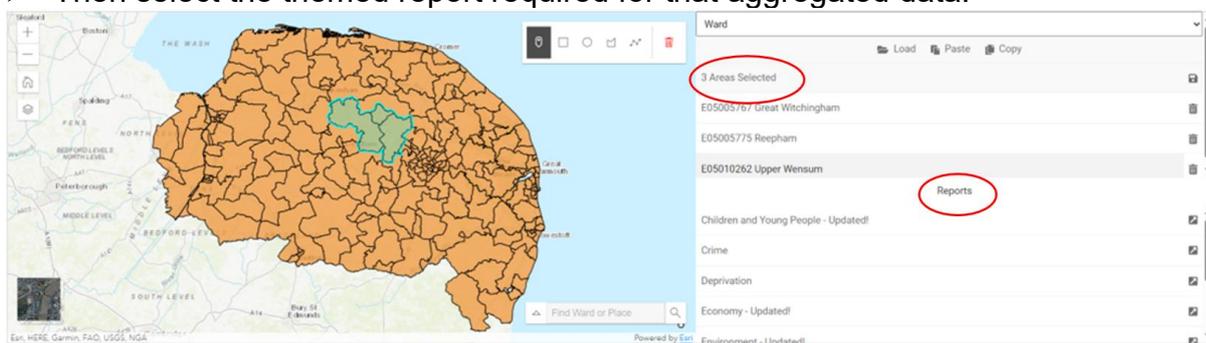
- Switch between table or map or time series tabs.
- Click the Metadata tab to see the metadata.
- Click icons   to download data or share a link to the map or table that you created.



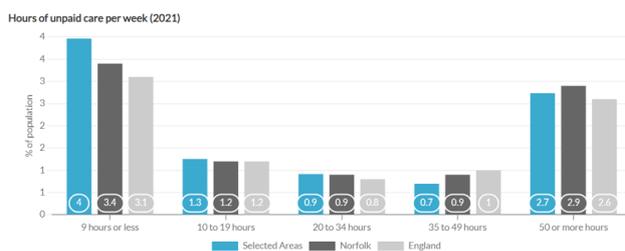
## Data Toolbox – Custom Area Reporter

- Data can be accessed in a variety of ways within the Data Toolbox.
- Custom Area Reporter - select one or more LSOA or Ward areas you would like to produce a themed report for - the data in the report will show aggregated figures for all the areas selected.
- Data grouped by themes - population, children and young people, crime, health, housing, deprivation, economy, and environment.
- Allows you to export charts or download data.
- Shows comparison data for Norfolk and England.
- A few of the many tables and charts on the Health Report for the three aggregated Wards of Reepham, Upper Wensum and Great Witchingham are shown here.

- Select areas of interest on the map.
- Then select the themed report required for that aggregated data.



- On the themed report, hover over values in the charts and maps to see more data.
- Click on icons    to download or export data or charts.



Source: ONS



Source: ONS



## Joint Strategic Needs Assessment (JSNA)

- Analysis and information can be accessed in a variety of ways within the JSNA section of Norfolk Insight.
- Document Library – over 100 briefing papers, needs assessments and reports available to download and use.
- Themes – briefing papers, profiles and useful links to other resources for various themes (population, health inequalities, healthcare evaluation, people including protected characteristics, place, healthy start, childhood health & wellbeing, adult health & wellbeing, and older people’s health & wellbeing).
- Health & Wellbeing Profiles – profiles at County Electoral Division level.

## JSNA – Document Library

- Analysis and information can be accessed in a variety of ways within the JSNA section of Norfolk Insight.
- Document Library – over 100 briefing papers, needs assessments and reports available to download and use.
- Shown here is a small selection of what is available to download.

Title	Categories
Adult carers and carers of adults in need of care and support (Aug-19)	<a href="#">Adult health &amp; wellbeing</a> , <a href="#">Briefing paper</a> , <a href="#">Carers</a> , <a href="#">Older people's health &amp; wellbeing</a>
Adults and children with autism in Norfolk (Mar-19)	<a href="#">Adult health &amp; wellbeing</a> , <a href="#">Childhood health &amp; wellbeing</a> , <a href="#">Health needs assessment</a>
Air Quality (Sep-23)	<a href="#">Briefing paper</a> , <a href="#">Environment</a>
Armed Forces community needs assessment for Norfolk (Dec-22)	<a href="#">Adult health &amp; wellbeing</a> , <a href="#">Health needs assessment</a>
Breastfeeding (Nov-21)	<a href="#">Breastfeeding</a> , <a href="#">Briefing paper</a> , <a href="#">Healthy start</a>
Cardiovascular disease (CVD) – Public Health outcomes and prevention priorities – Accessible version (Jun-23)	<a href="#">Healthcare evaluation</a>
Cardiovascular disease (CVD) – Public Health outcomes and prevention priorities – Slide Set (Jun-23)	<a href="#">Healthcare evaluation</a>
Child sexual abuse (May-20)	<a href="#">Briefing paper</a> , <a href="#">Childhood health &amp; wellbeing</a> , <a href="#">Crime</a> , <a href="#">Safeguarding</a>
Childhood poverty (May-19)	<a href="#">Briefing paper</a> , <a href="#">Childhood health &amp; wellbeing</a> , <a href="#">Deprivation</a>
Children and young people with special educational needs and disabilities (May-22)	<a href="#">Briefing paper</a> , <a href="#">Childhood health &amp; wellbeing</a> , <a href="#">Education</a> , <a href="#">Learning disability</a> , <a href="#">Special educational need &amp; disabilities</a>
Core20 Plus Groups of Focus – Norfolk & Waveney – Accessible version (Dec-23)	<a href="#">Core20 Plus</a> , <a href="#">Health inequalities</a>
Core20 Plus Groups of Focus – Norfolk & Waveney – Infographics (Dec-23)	<a href="#">Core20 Plus</a> , <a href="#">Health inequalities</a>
Core20 Summary – Main report (Feb-22)	<a href="#">Core20 Plus</a> , <a href="#">Health inequalities</a>
Core20 Summary – Accessible version (Feb-22)	<a href="#">Core20 Plus</a> , <a href="#">Health inequalities</a>
Covid-19 direct impacts (2020-21)	<a href="#">Covid-19</a>
Dementia (Apr-21)	<a href="#">Briefing paper</a> , <a href="#">Mental health</a> , <a href="#">Older people's health &amp; wellbeing</a>
Deprivation (Dec-19)	<a href="#">Briefing paper</a> , <a href="#">Deprivation</a> , <a href="#">Place</a>
Director of Public Health Report (2019)	<a href="#">Director of Public Health Report</a>
Director of Public Health Report (2020-21)	<a href="#">Director of Public Health Report</a>
Director of Public Health Report (2022)	<a href="#">Director of Public Health Report</a>

## JSNA – Themes

- Analysis and information can be accessed in a variety of ways within the JSNA section of Norfolk Insight.
- Themes – briefing papers, profiles and useful links to other resources for various themes of population, health inequalities, healthcare evaluation, people including protected characteristics, place, healthy start, childhood health & wellbeing, adult health & wellbeing, and older people’s health & wellbeing.
- For example, within the Place theme, there are Chapters covering housing, transport, economy & employment, environment, deprivation, health & social care, accidents, crime, rural, digital connectivity, and health inequalities toolkit.
- Shown here are resources available under the Housing chapter of the Place theme.

### Housing

Average monthly private rental rates between October 2019 to September 2020 in England was £845, in Norfolk the average is £715 and varies from £578 in Great Yarmouth to £796 in Norwich.<sup>[130]</sup> The number of households is projected to increase in Norfolk by 62,000 between the years 2020 and 2040, that is a percentage increase of roughly 16%, higher than England in general which is set to increase by 13%. Out of the Norfolk districts, Breckland has the largest percentage increase and South Norfolk the largest numerical increase in households over the time period.<sup>[14]</sup> 15,000 houses were sold in Q1 2019 in Norfolk with average house price varying from £175,000 in Great Yarmouth to £257,000 in South Norfolk.<sup>[152]</sup> Homelessness in Norfolk is better than England with 70 households per capita in temporary accommodation compared to 380 in England.<sup>[113]</sup> Within Norfolk itself, Great Yarmouth had the highest number in temporary accommodation per capita, 190. With South Norfolk having the lowest number, 20. But both were lower than the average of the East of England at 240.<sup>[158]</sup> It has been shown that renting correlates with a lower life expectancy and worse health outcomes,<sup>[155]</sup> and low-quality housing can cause certain health issues.<sup>[16]</sup>

A household considered to be fuel poor if they reside in a property with a fuel poverty energy efficiency rating of band D or below and if they properly heat their home, their remaining income is below the official poverty line.<sup>[17]</sup> Fuel poverty in Norfolk is higher (11.5%) than England at 10.3% of households in fuel poverty and is the second worst in the East of England.<sup>[18]</sup> Within Norfolk the highest percentage is in North Norfolk and the lowest in Broadland.<sup>[19]</sup>

Last updated: Apr-21

#### Housing resources

<p><b>Briefing paper - Housing and health</b> Feb-18   Norfolk County Council</p> 	<p><b>Briefing paper - Homelessness</b> Dec-19   Norfolk County Council</p> 	<p><b>Profile data related to housing</b> Norfolk Insight</p> 
<p><b>Map data related to housing</b> Norfolk Insight</p> 	<p><b>Homes for health</b> Public Health England</p> 	<p><b>Greater Norwich Growth Board</b></p> 
<p><b>Housing services in Norfolk</b> Local district, borough and city councils</p> <p> <input type="text" value="-- select an option --"/> <input type="button" value="GO"/>  </p>		

## JSNA – Health & Wellbeing Profiles

- Analysis and information can be accessed in a variety of ways within the JSNA section of Norfolk Insight.
- Health & Wellbeing Profiles – profiles at County Electoral Division level.
- Displayed in a Power BI dashboard format.
- Profiles include data and narrative around population, health, deprivation, crime, early years, children & young people, adult lifestyle, long-term conditions, and older people.
- Shown here is the deprivation and crime page of the dashboard for the county electoral division of Aylsham.

### Norfolk Health and Wellbeing Profiles Deprivation and Crime

Select your district area: Broadland

Select your electoral division (or district) area: Aylsham

Norfolk County Council

#### Deprivation and Poverty

Evidence says that people living in the most deprived areas face the worse health inequalities in relation to health access, experiences and outcomes.

What defines whether an area is a deprived area is based on a number of characteristics included in the 'Index of Multiple Deprivation' – including income, employment; education and training; health and disability; crime; barriers to housing and services; and living environment.

The level of deprivation in this area is below Norfolk average.

Aylsham ranks 62 out of the 84 electoral divisions in Norfolk (where 1 is the most deprived).

#### Crime and Antisocial Behaviour

##### Antisocial behaviour

Last year there were 58 recorded antisocial behaviour incidents in this area.

5.5

per 1,000

##### Violent Crime

Last year there were 249 recorded violent crimes in this area.

23.6

per 1,000

##### Domestic Abuse Crimes and Incidents

17.4

per 1,000

< 4 of 12 >

## Economy & Employment zone

- The Economy & Employment zone is an area of Norfolk Insight where NODA publishes its analysis papers.
- Includes analysis papers, links to other useful resources, links to other areas of Norfolk Insight, links to other useful data.
- Analysis papers include demographic and economic profiles for bespoke areas, cost of living analysis, evidence around mental health, analysis of Universal Credit data, and housing market projections.

Economy & Employment Zone > Analysis Papers | Resources

**In this section**  
Analysis papers, data and resources for economy & employment in Norfolk. Let us know if there are any analysis papers or resources that you would like to be included here by emailing [insighteconomy@norfolk.gov.uk](mailto:insighteconomy@norfolk.gov.uk)



**Reports & Resources**

Analysis Papers	Resources	Area Reports
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**Data**

Annual Population Survey	Annual Survey of Hours and Earnings	Benefits
Business	Census	Claimants
Jobs Density	Small Area Income	View all Economy Data

## Sharing or reusing data on Norfolk Insight

- We would encourage you to share and reuse the data. Reproduction of information is subject to the terms of the [Open Government Licence](#)
- Data can be exported from the area reports, map and data explorer in spreadsheet format (csv).
- Area reports can be exported to PDF, whilst maps offer an export to PDF or image file.
- Charts can be copy-pasted into documents or saved as an image file.
- You must use the following copyright statements when you reproduce or use the maps:
  - Contains National Statistics data © Crown copyright and database right 2020
  - Contains OS data © Crown copyright and database right 2020

## Norfolk Insight support

From the Norfolk Insight Homepage:

- Support – support team contact details and FAQs.
- Sign-up to the Norfolk Insight news feed and receive notifications when data is updated, and analysis papers are published.
- Request content to be included on the JSNA.

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