



# Norfolk's Story

**August 2023**

# Contents

1	Key findings	3
2	Introduction	8
2.1	Norfolk Office of Data & Analytics	8
2.2	Purpose of Norfolk's Story	8
2.3	Statement on data	8
2.4	Norfolk the place – an overview	9
3	Norfolk's population	11
3.1	Current population profile	11
3.1.1.	Population estimates	11
3.1.2.	Population density	14
3.1.3.	Ethnicity, Identity, Language and Religion	14
3.2	Future population profile	16
4	Deprivation and poverty in Norfolk	20
4.1	Income	20
4.2	Deprivation indices	21
5	Health and wellbeing in Norfolk	25
5.1	Children's and young people's health	25
5.2	Adults' health and lifestyle	26
5.3	Disease and poor health	27
5.4	Life expectancy and causes of death	28
6	Crime and disorder levels in Norfolk	30
6.1	National context	30
6.2	Local picture of crime and disorder	31
7	Norfolk's economy	35
7.1	Structure of the local economy	35
7.2	Economic competitiveness	40
7.3	Labour market	43
8	Education and skills in Norfolk	46
8.1	Educational attainment	46
8.2	Skills	49
9	Concluding remarks	53

# 1 Key findings

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

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

## Norfolk's population

- Norfolk's population is around 914,000, with more people living in King's Lynn & West Norfolk and fewer people living in Great Yarmouth, compared with the other districts (latest data for 2020).
- Over the five years to 2020 (latest data), Norfolk's population has increased by 3.3%.
- Norfolk's ethnic make-up is characterised by a predominantly White population (94.7%). Norfolk has a much less ethnically diverse population than for England as a whole.
- The proportion of people with an ethnic group other than White is 5.3%, and this varies from 1.8% in North Norfolk to 12.9% in Norwich.
- English is the main language for 95.0% of Norfolk residents, with Polish, Lithuanian and Portuguese being the most widely spoken other main languages.
- Norfolk's population could rise by an estimated 60,600 over the decade to 2028 - this is an increase of 6.7% (based on latest 2018 population projections).
- South Norfolk, Breckland and Broadland are projected to be the fastest growing districts in the county.
- In the main, Norfolk has an ageing population. It is expected that around 27% of the population will be aged 65 and over by 2028, compared with 24.7% now.
- The population of Norfolk aged 85 and over is projected to grow significantly with a 24% increase by 2028 (based on latest 2018 population projections).
- Norfolk's population is projected to exceed one million by 2036.

## Deprivation and poverty in Norfolk

- The average annual gross pay in Norfolk is around £25,190. Over the last year Norfolk's pay gap has widened compared with national pay levels.

- North Norfolk has had the highest average pay increase (proportionately) in the county, compared with the previous year, with Breckland having the lowest increase.
- The Indices of Deprivation 2019 show that Norfolk has experienced an increase in relative deprivation compared with 2015 and 2010.
- Of Norfolk's 538 LSOAs, 97 have moved to a relatively more deprived decile compared with 2015.
- Around 135,000 Norfolk residents live in areas which have been classified as being among the 20% most deprived in England.
- The most deprived areas in Norfolk are largely centred around the urban areas such as Norwich, Great Yarmouth, and King's Lynn, as well as some market towns such as Thetford, Dereham, and Watton.

### **Health and wellbeing in Norfolk**

- Conceptions by girls aged under 18 years has seen a reducing trend over the past ten years for Norfolk.
- Norfolk has a significantly worse rate of women smoking during pregnancy (at the time of delivery) than the England average.
- Over recent years, Norfolk's level of childhood obesity has an increasing trend, with the latest data showing one in five children are obese.
- Over recent years, prevalence of smoking in adults aged 18 and over for Norfolk peaked in 2011 and since then has gradually decreased until 2017 when the rate started to increase.
- Two in three Norfolk adults are classed as overweight or obese.
- Three in ten Norfolk adults do not take enough physical exercise to benefit their health.
- Overall, Norfolk people continue to rate more highly than, or similar to, the England average ratings on life satisfaction, the extent to which they feel things in life are worthwhile, and their happiness. Norfolk people rate their anxiety level as lower than the England average.
- For Norfolk, there is an increasing trend in the estimated diabetes diagnosis rate, but for 2018 it is not significantly different to the England rate.
- For Norfolk during 2021/22, there were around 1,100 emergency admissions to hospitals as a result of hip fractures.
- The rate for emergency hospital stays due to self-harm in Norfolk is significantly worse than the England average.
- Norfolk's rate of admissions to hospital for alcohol-related conditions is significantly worse than the England average.
- For Norfolk, the estimated dementia diagnosis rate for those aged 65+ is significantly worse than the England average.

- For Norfolk, life expectancy for males is 79.6 years and for females is 83.2 years, with both being significantly better than the England average. Males are living in poor health for an average of 17 years and females for 20 years.
- For Norfolk in 2021, there were around 600 deaths in under 75s from all cardiovascular diseases, with the rate being significantly better than the England average.
- For Norfolk in 2021, there were around 1,060 deaths in under 75s from all cancers, with the rate being significantly better than the England average.

### **Crime and disorder levels in Norfolk**

- For most people Norfolk is very safe - it continues to have one of the lowest crime rates in the country.
- Overall, the total number of crimes recorded by police in Norfolk increased by around 4.0% for the 12 months ending September 2022, compared with pre-coronavirus pandemic levels in the year ending March 2020.
- The rate of total recorded offences per 1,000 residents for Norfolk is 75.7, which continues to be better (lower) than the national rate.
- Compared with pre-coronavirus pandemic levels, total police recorded crime has increased for all Norfolk's districts except for Norwich (decrease of 1.8%), although Norwich continues to have the highest level of recorded crime.
- Norwich and Great Yarmouth continue to have higher crime rates than the Norfolk average.
- Norfolk's Crime Severity Score is better (lower) than nationally, although the county has a similar score increase, indicating that the seriousness of types of crimes committed in Norfolk is increasing at a similar rate to regionally and nationally.
- Norfolk's Police and Crime Commissioner public perceptions survey shows that 97% of respondents felt safe in the local area during daylight hours, and 67% felt safe after dark – the daylight figure is consistent with the previous year's findings and the after dark hours figure is worse.

### **Norfolk's economy**

- The most significant industry sector in Norfolk, in employment terms, is the Wholesale and Retail Trade sector.
- The second most significant industry sector in employment terms is the Human Health and Social Work Activities sector.
- The third most significant industry sector in employment terms is the Manufacturing sector.
- The Accommodation and Food Service Activities sector in Norfolk employs at a higher level than the region and nationally.

- Industry sectors where Norfolk notably employs at a lower level than regionally and nationally include the Administrative and Support Service Activities sector, and the Professional, Scientific and Technical Activities sector.
- Norfolk has a relatively high proportion of part-time jobs compared with national and regional averages.
- For Norfolk in 2022, employment in the major occupational groups 1 to 3 (including managers, directors, senior officials, professional occupations and associate professional & technical), stands at 48.7% - this compares with 50.8% for the region and 52.1% nationally.
- During 2022, the estimated number of National Insurance Number Registrations to adult overseas nationals in Norfolk is around 7,580, and is back up to the same level as the most recent peak in 2016.
- Overall, the average weekly gross pay for full-time employee jobs during 2022 for Norfolk was £600.00, which is around seven per cent below national pay, although the gap is narrowing.
- Norfolk's GVA per capita has steadily increased in recent years but is typically lower than the national level, although for 2021 Norfolk's GVA growth rate is 8.0% compared with 7.1% nationally.
- For Norfolk in 2021, the rate of new enterprise start-ups is higher than the rate of enterprise closures. Norfolk has a positive net rate of 2.2, compared with England's lower net rate of 1.3.
- Businesses in Norfolk have a better rate of survival over five years than the East of England region and England averages, based on 2016 business start-ups.
- The trend is for Norfolk's employment rate to be above the national rate and below the regional rate.
- The trend is for Norfolk's unemployment rate to be generally below the national rate and above the regional rate.
- The claimant count rate for Norfolk stands at 2.8% for the month of June 2023, or around 15,000 people claiming benefit principally for the reason of being unemployed - this compares with 3.0% for the region and 3.8% nationally. The trend is for Norfolk's rate to be generally below the regional and national rates, and to follow a similar pattern.

## **Education and skills in Norfolk**

- At Early Years Foundation Stage level, the percentage of Norfolk pupils achieving the expected standard (a good level of development) for 2021/22 is 64.4% compared with 65.2% nationally.
- At Key Stage 2 level, the percentage of Norfolk pupils reaching/working at the expected standard for headline test outcomes and teacher assessments for 2021/22 are below national averages.

- At Key Stage 4 level, Norfolk pupils' performance for 2021/22 on headline measures has improved compared with 2018/19 (pre-coronavirus pandemic period).
- Census 2021 shows that for those with no qualifications, the average for Norfolk decreased (improved) from 26.3% in 2011 to 20.4% in 2021, but still sits above (worse than) the average for England (18.2%).
- Census 2021 shows that for those having Level 4 qualifications (which include those with a degree, higher degree or equivalent) as their highest level of qualification, the average for Norfolk increased (improved) from 21.9% in 2011 to 26.7% in 2021, but still sits below (worse than) the average for England (33.9%).
- The proportion of Norfolk's 16- and 17-year-olds participating in education and training is lower than for the region and nationally.
- Sectors having the highest numbers of apprenticeship starts for Norfolk during the 2021/22 academic year are the Health, Public Services and Care sector, and the Business, Administration and Law sector.

## 2 Introduction

### 2.1 *Norfolk Office of Data & Analytics*

The [Norfolk Office of Data & Analytics \(NODA\)](#) was established in response to the increasing demand for data and evidence across the public sector system in Norfolk. NODA exists to help Norfolk County Council (NCC) and its partners make evidence led decisions for the benefit of Norfolk's residents. NODA helps public sector partners get the most out of data by creating actionable insight. <sup>1</sup>

### 2.2 *Purpose of Norfolk's Story*

NCC works with a wide range of partners from the public, private, voluntary and community sectors, to achieve shared ambitions and objectives. Local authorities, together with other partners, collect a range of data and evidence to support service decision making and resource allocation.

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

Following feedback, this latest version of *Norfolk's Story* has some different content compared with previous versions. If you need some data that is not included in this latest version, please email NODA using the contact details at the end of this report.

### 2.3 *Statement on data*

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

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

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

---

<sup>1</sup> [www.norfolk.gov.uk/noda](http://www.norfolk.gov.uk/noda)

<sup>2</sup> 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.

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



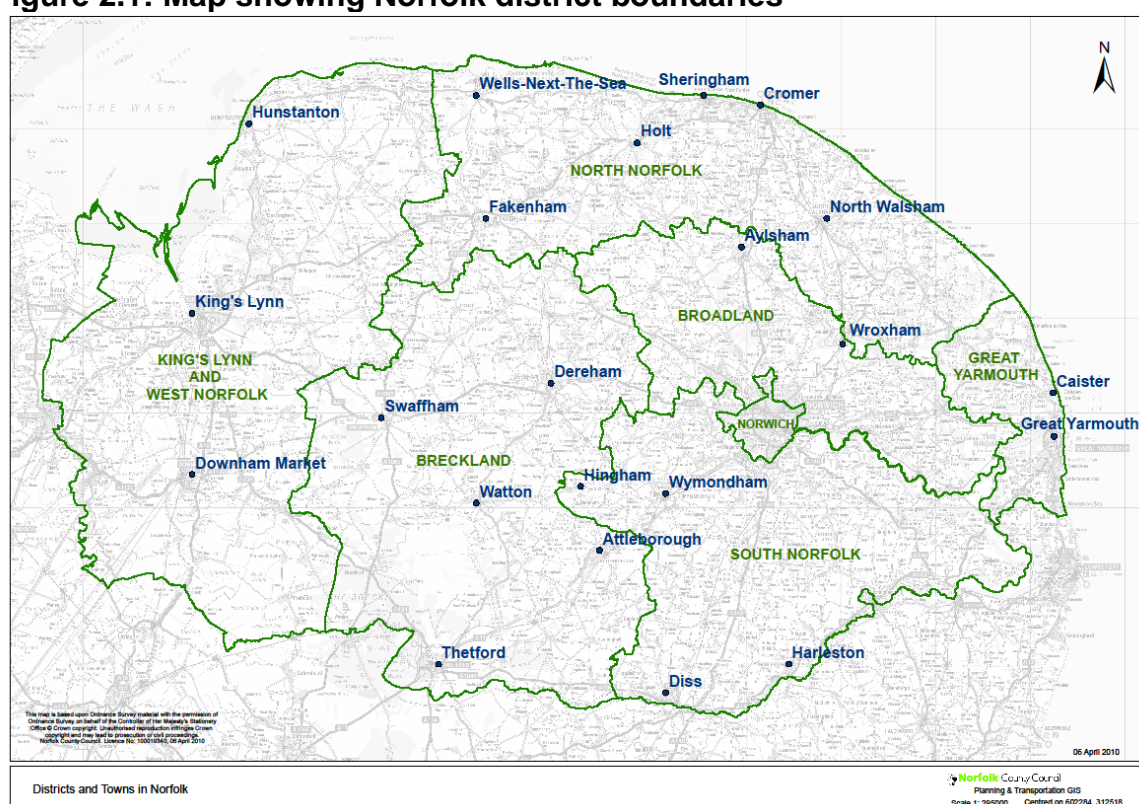
of Norfolk's online JSNA. This is a public-facing website which presents key data for Norfolk.

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

## 2.4 Norfolk the place – an overview

Norfolk is made up of seven local authority areas - Breckland District, Broadland District, Great Yarmouth Borough, King's Lynn & West Norfolk Borough, North Norfolk District, Norwich City, and South Norfolk District (**Figure 2.1**). At around 551,000 hectares Norfolk is the fifth largest county in England,<sup>4</sup> with a population of around 914,000<sup>5</sup> and 404,300 households<sup>6</sup>. Norwich is the only major city in the county and there are also three large towns - Great Yarmouth, King's Lynn and Thetford.

**Figure 2.1: Map showing Norfolk district boundaries**



Source: Norfolk County Council

Norfolk's natural environment is made up of a combination of outstanding coastline (much of which is designated as an Area of Outstanding Natural Beauty), some of the unique and internationally famed Norfolk Broads and valuable heathland and woodland. The Broads is a nationally designated area of national park equivalent

<sup>4</sup> ONS Open Geography Portal, Standard Area Measurements (2016) for Administrative Areas in the United Kingdom (2019)

<sup>5</sup> ONS, mid-2020 population estimates

<sup>6</sup> ONS, Census 2021

status, where the Broads Authority is the local planning authority and has special responsibilities for the area's management.

Norfolk has around 6,100 miles of road. In terms of primary road transport connections, the county has no motorways, but there are strategic trunk roads that provide road connections to the rest of the region and the wider UK. The A47 trunk road crosses the county west to east, linking to Peterborough and The Midlands. The A17, although not a trunk road, provides a main road link westward to Lincolnshire and The North. The A11 trunk road runs southwest, from Norwich to London and the southeast of England via the M11/M25 (and via the A14 links with Cambridge). The A12 connects the eastern end of the A47 at Great Yarmouth with Lowestoft in Suffolk. Although not a trunk road, south of Lowestoft it connects to Ipswich, Colchester, Chelmsford, and London. The A1270 Broadland Northway (previously known as the Norwich Northern Distributor Road NDR) is a dual carriageway linking the A47 to the southeast of Norwich, to Norwich International Airport to the north of the city, before finishing at the A1067 Fakenham Road to the northwest of the city.

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

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

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

## 3 Norfolk's population

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

### 3.1 Current population profile

#### 3.1.1. Population estimates

The latest comparable population estimates published by the Office for National Statistics (ONS) are for mid-2020.<sup>7</sup> Norfolk's population is an estimated 914,000<sup>8</sup> and the figures by local authority are given in **Table 3.1**. This is an increase of around 6,200 compared with the mid-2019 population, or an increase of 0.68%. **Figure 3.1** shows that Norfolk's annual population increase has slowed over recent years and then increased again in the latest year. Over the last five years since 2015, Norfolk's population has increased by 3.3% (or around 29,300 people), compared with an increase of 3.2% in the East of England region and 3.2% in England.

**Table 3.1: Estimated population, at local authority area, mid-2019 and mid-2020**

Local authority area	Mid-2019 estimate (thousands)	Mid-2020 estimate (thousands)
Breckland	140.0	141.3
Broadland	130.8	131.9
Great Yarmouth	99.3	99.2
King's Lynn & West Norfolk	151.4	151.2
North Norfolk	104.8	105.2
Norwich	140.6	142.2
South Norfolk	140.9	143.1
<b>Norfolk</b>	<b>907.8</b>	<b>914.0</b>

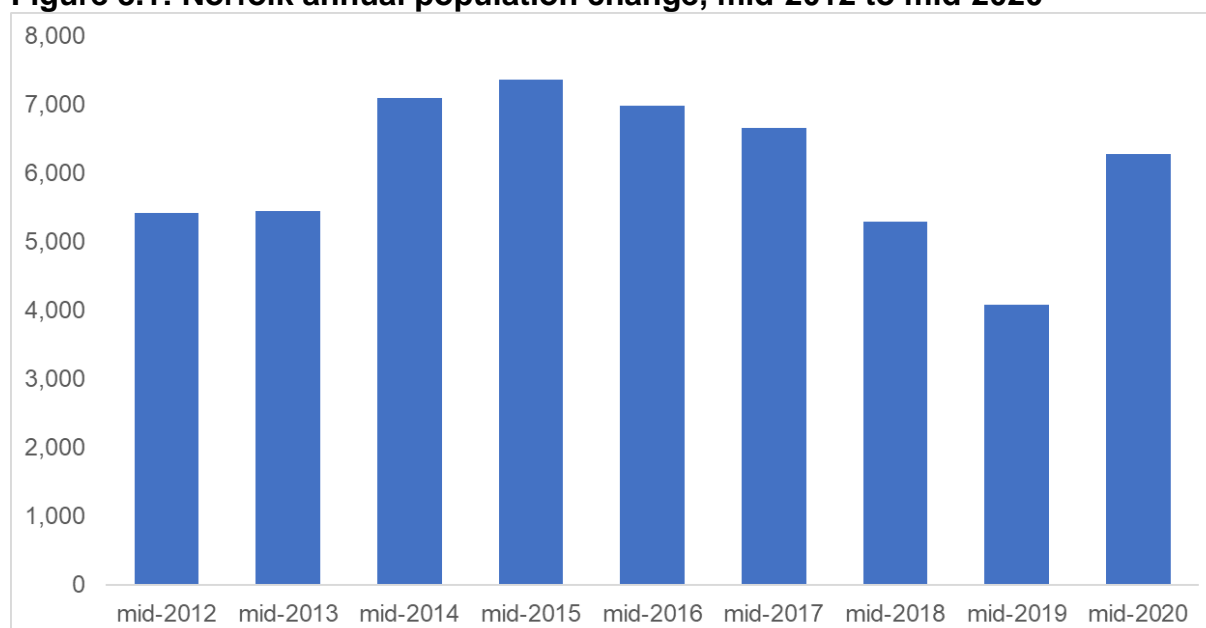
Source: ONS mid-2020 population estimates

Note: figures may not equal due to rounding

<sup>7</sup> ONS mid-2021 population estimates have been published but these are not comparable with previous mid-year estimates, as they are primarily based on Census 2021 data. Once previous mid-year estimates are re-based to Census 2021 data, then the most recent mid-year estimates can be taken as more reliable.

<sup>8</sup> ONS mid-2020 population estimates

**Figure 3.1: Norfolk annual population change, mid-2012 to mid-2020**



Source: ONS mid-2020 population estimates

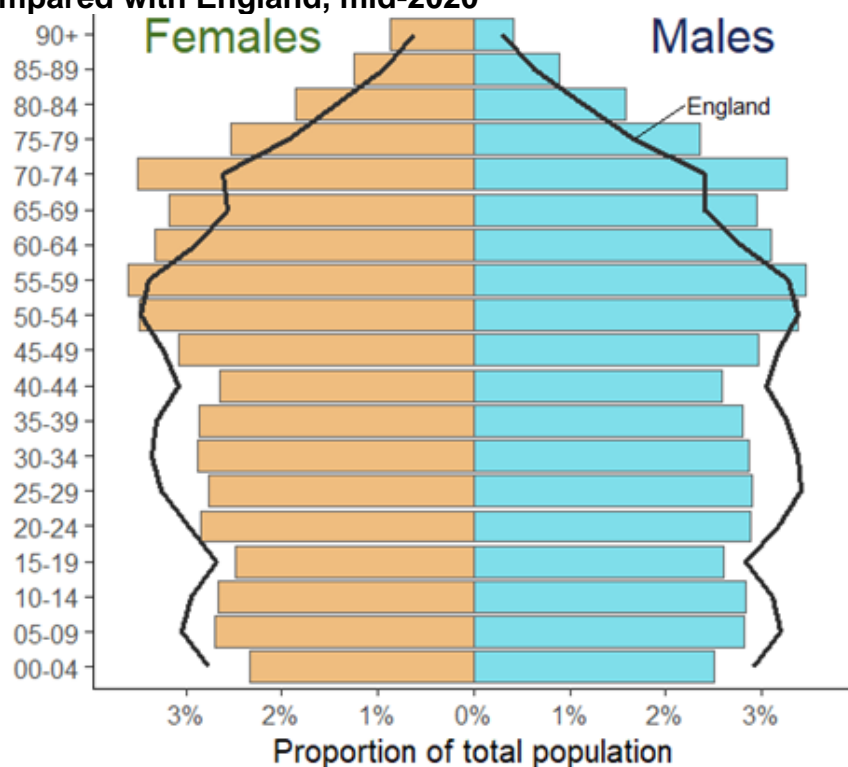
**Figure 3.2** shows Norfolk's population by percentage breakdown for each five-year age group, by sex, compared with England.<sup>9</sup> This shows that Norfolk's population is made up of slightly more males in the younger age groups, until a parity is reached around age 30. From this point onwards, there are slightly more females in each age group, becoming rather more apparent for those aged 80 and over. Compared with the England average, Norfolk has a higher proportion of population for those aged 55 and over, with corresponding lower levels in the younger age bands.

The estimates for mid-2020 confirm that Norfolk's population has a much older age profile than England as a whole, with 24.7% of Norfolk's population aged 65 and over, compared with 18.5% in England. Children and young people (aged 0 to 15) make up 16.9% of Norfolk's population (compared with 19.2% nationally) and working age adults (aged 16 to 64) make up 58.5% (compared with 62.3% nationally).

---

<sup>9</sup> ONS mid-2020 population estimates

**Figure 3.2: Proportion of males and females in Norfolk, by five-year age group, compared with England, mid-2020**



Source: ONS mid-2020 population estimates

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

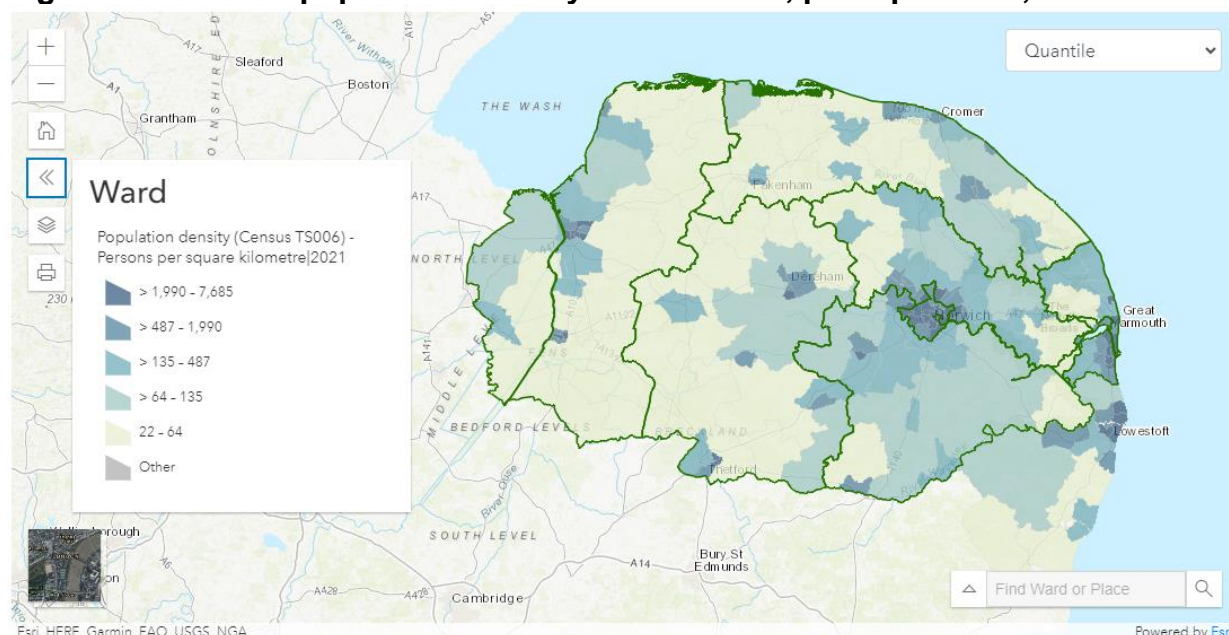
[Go to NODA's population overview paper for more data about Norfolk's population at neighbourhood level.](#)

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

### 3.1.2. Population density

**Figure 3.3** shows population density (persons per square kilometre) in Norfolk, by ward. The urban centres stand out as being more densely populated (represented by the darker coloured areas on the map), but in addition to lower density rural areas the map also shows moderately high densities in several contiguous areas – particularly in the vicinity of Norwich and Great Yarmouth.

**Figure 3.3: Norfolk population density at ward level, per square km, 2021**



Source: ONS Census 2021 published on Norfolk Insight

### 3.1.3. Ethnicity, Identity, Language and Religion

**Table 3.2** shows Norfolk's ethnic make-up is characterised by a predominantly White population (94.7% in the 2021 Census), compared with 81.0% for England. The proportion of people of an ethnic group other than White is 5.3%, compared with 19.0% for England. This shows that Norfolk has a much less ethnically diverse population than for England as a whole.

**Table 3.2: Norfolk population by broad ethnic group (%), 2021**

Ethnic group	Norfolk (%)	England (%)
Asian, Asian British or Asian Welsh	2.1	9.6
Black, Black British, Black Welsh, Caribbean or African	0.9	4.2
Mixed or Multiple ethnic groups	1.6	3.0
White	94.7	81.0
Other ethnic group	0.7	2.2

Source: ONS Census 2021

**Table 3.3** shows that at the local authority level, there is some variation in ethnic make-up. The proportion of people of an ethnic group other than White varies from 1.8% of the population in North Norfolk to 12.9% in Norwich.

**Table 3.3: Norfolk population by broad ethnic group (%) at local authority area, 2021**

<b>Ethnic group</b>	<b>Breckland (%)</b>	<b>Broadland (%)</b>	<b>Great Yarmouth (%)</b>	<b>King's Lynn &amp; West Norfolk (%)</b>	<b>North Norfolk (%)</b>	<b>Norwich (%)</b>	<b>South Norfolk (%)</b>
Asian, Asian British or Asian Welsh	0.9	1.4	1.9	1.9	0.5	5.5	1.8
Black, Black British, Black Welsh, Caribbean or African	0.6	0.5	1.1	0.5	0.2	2.5	0.8
Mixed or Multiple ethnic groups	1.4	1.4	1.6	1.3	0.9	3.1	1.5
White	96.5	96.3	94.6	95.6	98.1	87.1	95.4
Other ethnic group	0.6	0.4	0.8	0.7	0.2	1.8	0.5

Source: Source: ONS Census 2021

In terms of national identity, the 2021 Census shows that 93.5% of Norfolk people are associated in some way with a UK identity (compared with 90.0% for England), and the remaining 6.5% with non-UK identity only (compared with 10.0% for England).

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

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

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

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



### 3.2 Future population profile

To help plan public services and allocate resources for the future, we need an informed estimate of what Norfolk's population is likely to be over the long term. ONS prepares a trend-based sub-national population projection for each local authority in the country, and the latest projections for local authorities are 2018-based projections to 2043. The purpose of these projections is to indicate how the population could change if recent past trends are assumed to continue. The results are shown in **Table 3.4**.<sup>10</sup>

On this basis, from 2018 to 2028 there is projected growth of around 60,600 people in Norfolk – this is an increase of 6.7% which is above the East of England projected increase of 5.0% and above the national projected increase of 5.0%. Looking further ahead, there is projected growth from 2018 to 2043 of around 126,200 people in Norfolk – this is an increase of 14.0% which is above the East of England projected increase of 10.3% and above the national projected increase of 10.3%. For both timescales, the largest increase in numbers is projected to be in South Norfolk, and the smallest increase in numbers is projected to be in Great Yarmouth. Norfolk's population is projected to exceed one million by 2036.

**Table 3.4: Projected population to 2028 and 2043**

(thousands)	2018	2028	2043	2018-2028 increase		2018-2043 increase	
Local authority area				Number	%	Number	%
Breckland	139.3	151.2	164.4	11.9	8.6	25.1	18.0
Broadland	129.5	139.7	150.9	10.2	7.9	21.4	16.5
Great Yarmouth	99.4	102.6	106.8	3.2	3.2	7.4	7.5
King's Lynn & West Norfolk	151.8	155.4	160.2	3.6	2.3	8.4	5.5
North Norfolk	104.6	110.7	118.1	6.1	5.9	13.6	13.0
Norwich	141.1	146.3	152.4	5.1	3.7	11.2	8.0
South Norfolk	138.0	158.4	177.1	20.4	14.8	39.1	28.3
<b>Norfolk</b>	<b>903.7</b>	<b>964.2</b>	<b>1029.9</b>	<b>60.6</b>	<b>6.7</b>	<b>126.2</b>	<b>14.0</b>

Source: ONS 2018-based sub-national population projections

Note: figures may not equal due to rounding

The age structure and distribution around the county of that future population is also useful to know when planning for future services. Overall, Norfolk's population is projected to increase over the ten years to 2028 by around 60,600 people, or around 6.7% (**Table 3.5**). Norfolk's oldest age groups are projected to grow the quickest over the ten years to 2028, with numbers of 75 to 84-year-olds projected to increase by around 37% and numbers of those aged 85 and over projected to increase by around 24%. Numbers of those aged 0 to 14 are projected to fall by around two per cent, with all other age groups projected to increase over the next ten years. Of course, the age structure of the population varies across Norfolk's local authority areas, but in the main, looking forward to 2028, Norfolk continues to have an ageing population.

<sup>10</sup> ONS 2018-based sub-national population projections



**Table 3.5: Norfolk projected population change 2018-2028 by broad age group**

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

Source: ONS 2018-based sub-national population projections

Note: figures may not equal due to rounding

Norfolk's population aged 65 and over (around 24% of the population in 2018-based sub-national population projections) is projected to increase to around 27% by 2028. Over the ten years to 2028, the population aged 65 and over is projected to increase by around 40,300 people, or an increase of around 18.4% (**Table 3.6**). The highest percentage increases are in South Norfolk and Breckland and the lowest (and starting from a lower base) is in Norwich.

**Table 3.6: Projected increase in population aged 65 and over, 2018 to 2028**

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

Source: ONS 2018-based sub-national population projections

Note: figures may not equal due to rounding

Norfolk's population aged 85 and over (around 3.4% of the population in 2018-based sub-national population projections) is projected to increase to around 4.0% by 2028. Over the ten years to 2028, the population aged 85 and over is projected to increase by around 7,400 people, or an increase of around 24.3% (**Table 3.7**). The highest percentage increases are in South Norfolk and Breckland and the lowest is in Norwich. This age group is the most likely to require social care, so increases in the size of this older group are likely to have a high impact on the demand for social care services.

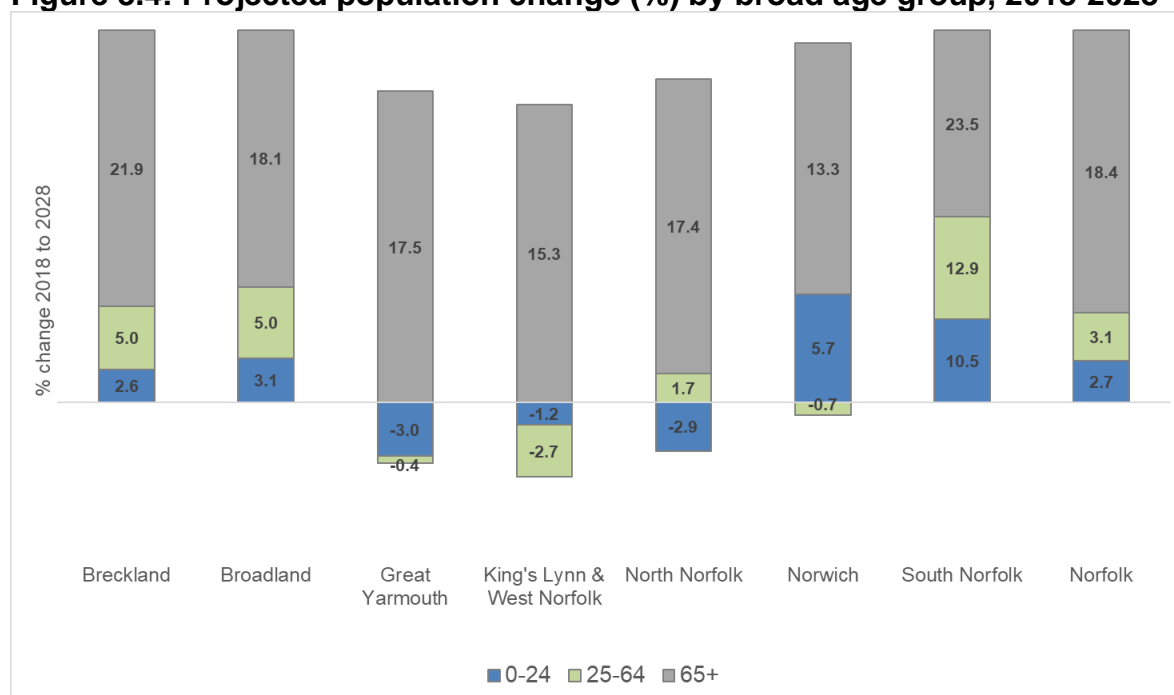
**Table 3.7: Projected increase in population aged 85 and over, 2018 to 2028**

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

Source: ONS 2018-based sub-national population projections

Note: figures may not equal due to rounding

The effects of the projected population change by broad age group are illustrated at **Figure 3.4**. Population growth over the ten years to 2028 as a whole is heavily influenced by growth in the 65+ population, though less so for Norwich. Populations are projected to reduce in the 0 to 24 age group for Great Yarmouth, King's Lynn & West Norfolk, and North Norfolk. Populations are projected to reduce in the 25 to 64 age group for Great Yarmouth, King's Lynn & West Norfolk, and Norwich.

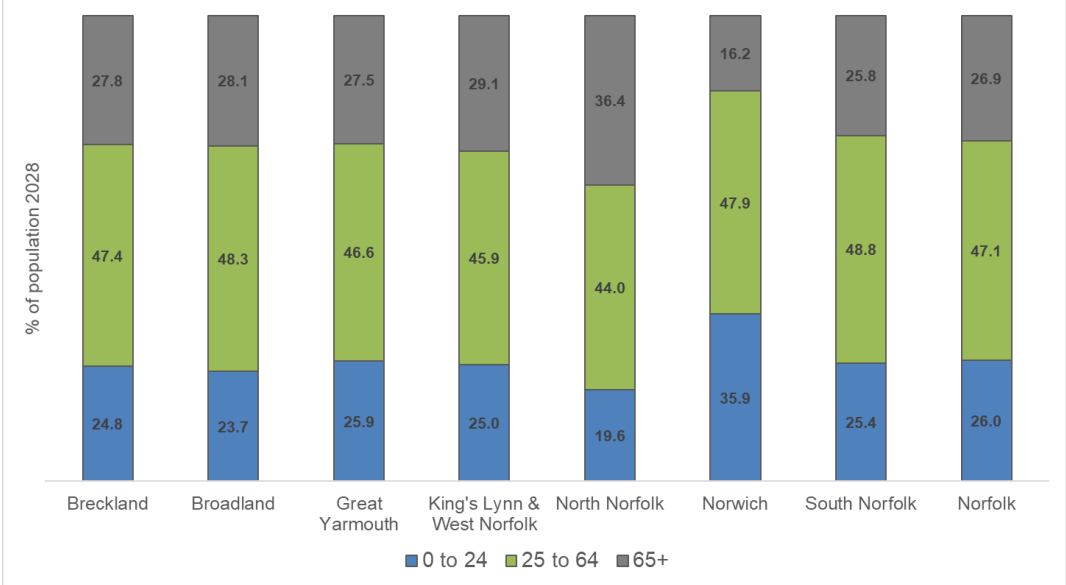
**Figure 3.4: Projected population change (%) by broad age group, 2018-2028**

Source: ONS 2018-based sub-national population projections

**Figure 3.5** goes on to illustrate how these broad age groups are projected to vary between local authority areas in 2028. The two divergent cases are North Norfolk and Norwich. In the former there is projected to be a high proportion of the population aged 65 and over, related in part to the district's popularity as a retirement area. In the latter

there is projected to be a high proportion aged under 25, related in part to the area’s large student population and the tendency for graduates to remain in the area.

**Figure 3.5: Projected broad age groups as percentage of population, 2028**

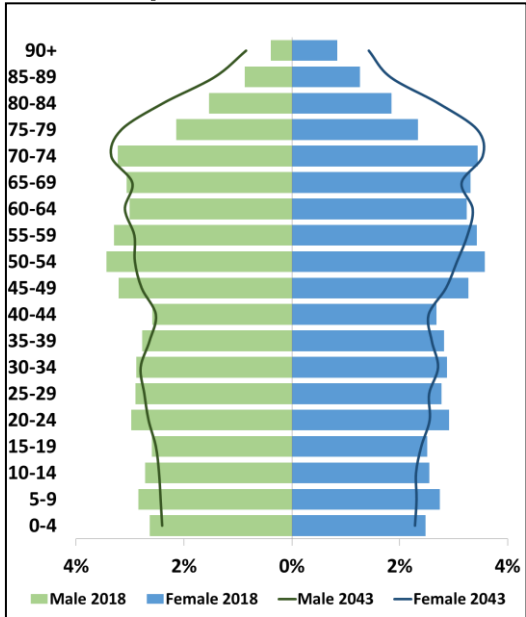


Source: ONS 2018-based sub-national population projections

Looking further ahead, **Figure 3.6** shows Norfolk’s population by percentage breakdown for each five-year age group for 2018 compared with projections for 2043, split by males and females. As a proportion of Norfolk’s whole population, the county’s oldest age groups are projected to grow, compared with many of the other age groups which are projected to reduce.

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

**Figure 3.6: Projected proportion of males and females in Norfolk, by age group, 2018 compared with 2043**



Source: ONS 2018-based sub-national population projections

## 4 Deprivation and poverty in Norfolk

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

### 4.1 Income

The average median<sup>11</sup> annual gross pay for all Norfolk employees was around £25,190 in 2022 (provisional data) – an increase of 3.9% on the previous year (**Table 4.1**). This compares with higher annual gross pay for the East of England of around £26,840 and for England of around £28,000 in 2022.<sup>12</sup> Over the last year, Norfolk's pay gap has widened compared with national pay.

For 2022, South Norfolk and Broadland have higher than Norfolk average pay, with Breckland having the lowest average pay in Norfolk. North Norfolk has had the highest average pay increase (proportionately) in the county, compared with the previous year, with Breckland having the lowest increase.

**Table 4.1: Annual median gross pay for all employees, 2022 (provisional data)**

Area	Median Gross annual pay (£)	Annual percentage change
Breckland	23,575	0.2
Broadland	26,584	4.8
Great Yarmouth	24,895	6.2
King's Lynn & West Norfolk	24,077	1.7
North Norfolk	24,357	11.2
Norwich	24,806	2.0
South Norfolk	25,860	1.0
<b>Norfolk</b>	<b>25,191</b>	<b>3.9</b>
East of England	26,840	6.0
England	28,000	6.7

Source: Annual Survey of Hours and Earnings (ASHE) 2022, ONS – Table 7.7a

<sup>11</sup>The median is the value below which 50% of jobs fall. It is ONS's preferred measure of average earnings as it is less affected by a relatively small number of very high earners and the skewed distribution of earnings. It therefore gives a better indication of typical pay than the mean.

<sup>12</sup> Annual Survey of Hours and Earnings (ASHE) 2022 (provisional), ONS – Table 7.7a

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

## 4.2 Deprivation indices

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

Headline analysis of the IoD2019 shows<sup>13</sup>:

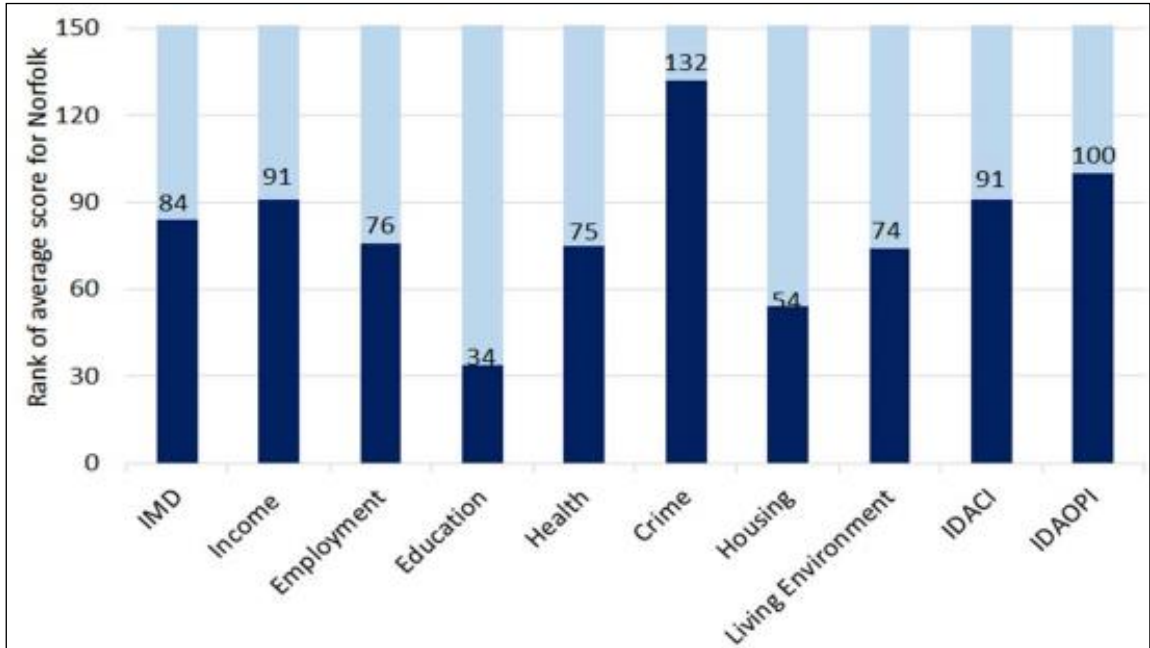
- The most recent IMD was released in September 2019. Norfolk ranked the 84th relatively most deprived upper tier local authority out of 151 in total, based on the rank of average scores measure, with a rank of 1 being the most relatively deprived.
- In 2015, Norfolk ranked the 88th relatively most deprived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

---

<sup>13</sup> Norfolk County Council *English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release*, (July 2019) - [https://www.norfolkinsight.org.uk/wp-content/uploads/2020/07/IMD\\_2019\\_Report\\_V2.pdf](https://www.norfolkinsight.org.uk/wp-content/uploads/2020/07/IMD_2019_Report_V2.pdf)

**Figure 4.1** shows Norfolk’s rank across all the domains of the IoD2019, plus the overall measure (IMD), the supplementary Income Deprivation Affecting Children Index (IDACI), and the Income Deprivation Affecting Older People Index (IDAOPI). This is based on the rank of average scores measure, with a rank of 1 being the most relatively deprived upper tier local authority and a rank of 151 being the least relatively deprived.

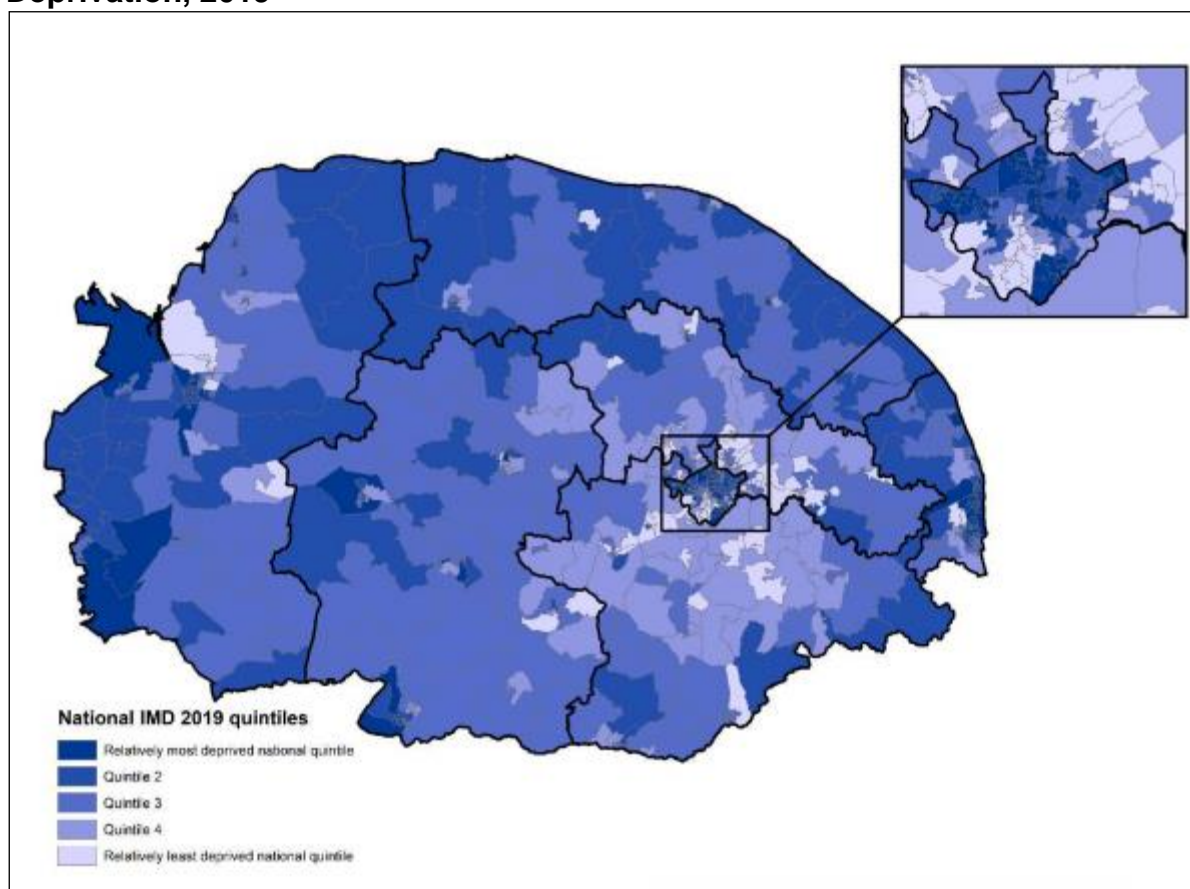
**Figure 4.1: Norfolk rank for each domain of the Indices of Deprivation, 2019, with rank of 1 being the most relatively deprived upper tier local authority and a rank of 151 being the least relatively deprived.**



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

**Figure 4.2** shows Norfolk neighbourhoods (LSOAs) by their national deprivation quintile classification. For Norfolk, there are estimated to be around 135,000 people living in the nationally most deprived 20% of LSOAs, or around 15% of the Norfolk population. These are largely centred around the urban areas such as Norwich, Great Yarmouth, and King's Lynn, as well as some market towns such as Thetford, Dereham, and Watton, despite there being less deprived areas just outside the market towns. In comparison, around 117,000 of the Norfolk population live in the 20% relatively least deprived LSOAs, which are mainly in South Norfolk and outside Norwich city in Broadland.

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



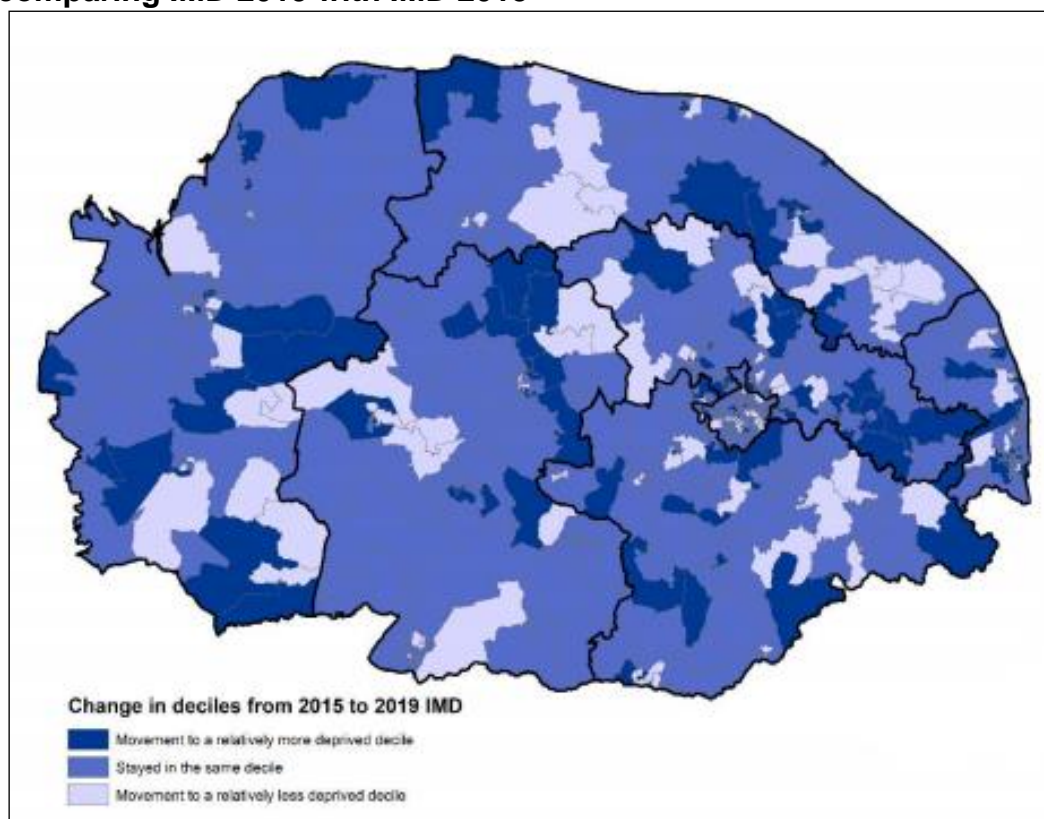
Source: Norfolk County Council English Indices of Multiple Deprivation 2019 – A county, district, and CCG summary, LSOA analysis, and comparison to 2015 release, (July 2019)

**Figure 4.3** shows a map of Norfolk indicating which LSOAs have changed decile to a relatively more or less deprived decile between the 2015 and 2019 IMD releases. There have been changes across the county and changes have not been localised to one area. Comparing Norfolk's 538 LSOAs between the 2015 and 2019 IMD deciles, 95 (17.7%) moved to a relatively less deprived decile, 97 (18.0%) moved to a relatively more deprived decile, and 346 (64.3%) remained within the same IMD decile. No LSOA



moved more than two deciles between the two IMD releases for the overall measure of deprivation.

**Figure 4.3: Relative movement of LSOAs across Norfolk between deciles comparing IMD 2019 with IMD 2015**



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

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

[Go to Norfolk Insight for an interactive dashboard about the Index of Multiple Deprivation.](#)

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

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



## 5 Health and wellbeing in Norfolk

This section gives a broad picture of the key health and wellbeing issues for Norfolk and shows how the county compares with the England average on a number of important health indicators. Much of this section is based on Public Health England (PHE) Health Profiles.<sup>14</sup>

### 5.1 *Children's and young people's health*

#### **Under 18 conceptions**

Most teenage pregnancies are unplanned and around half end in an abortion. As well as it being an avoidable experience for the young woman, abortions represent an avoidable cost to the NHS. And while for some young women having a child when young can represent a positive turning point in their lives, for many more teenagers bringing up a child is incredibly difficult and often results in poor outcomes for both the teenage parent and the child in terms of the baby's health, the mother's emotional health and wellbeing, and the likelihood of both the parent and child living in long-term poverty. Over the past ten years, for Norfolk there has been a reducing trend of conceptions by girls aged under 18 years. Norfolk's rate (12.8 per 1,000 females aged 15 to 17 in 2021) is not significantly different to the England average (13.1).

#### **Smoking status at time of delivery**

Smoking in pregnancy is harmful for the mother and for the unborn child. Carbon monoxide enters the mother's blood, together with a number of other cigarette chemicals, and limits the oxygen that reaches the baby. There are a number of poor birth outcomes associated with smoking during pregnancy including an increased risk of premature births, still births, and low birth weight. The impact of being exposed to smoke in utero may not be confined to the prenatal and birth period but has also been linked to poorer growth and physical development after birth and during childhood and into adulthood. For Norfolk, 12.1 women out of every 100 maternities were smoking at the time of delivery in 2021/22, which remains significantly worse than the England average (9.1%).

#### **Breastfeeding**

The importance of first feed breastmilk is twofold; the establishment and continuation of breastfeeding begins with initiation and first feed, and the feeding of colostrum in the first hours and days of life confers sophisticated protective benefits. Breast milk provides the ideal nutrition for infants in the first stages of life. There is evidence that not breastfeeding is linked to an increased risk of gastrointestinal and respiratory tract infections. There is growing evidence that not breastfeeding might increase the risk of obesity later in life. Breastfeeding is associated with improved maternal health: lower risk of breast cancer and endometriosis, and greater postpartum weight loss and lower body mass index in the longer term. During 2018/19 (latest data available), the level of baby's first feed being breastmilk in Norfolk was 74.3%, which is significantly better than the England average (67.4%).

---

<sup>14</sup> <http://fingertips.phe.org.uk/profile/health-profiles>

## **Excess weight in children**

There is concern about the rise of childhood obesity and the implications of obesity persisting into adulthood. The risk of obesity in adulthood and risk of future obesity-related ill health are greater as children get older. Studies tracking child obesity into adulthood have found that the probability of children who are overweight or living with obesity becoming overweight or obese adults increases with age. The health consequences of childhood obesity include: increased blood lipids, glucose intolerance, Type 2 diabetes, hypertension, increases in liver enzymes associated with fatty liver, exacerbation of conditions such as asthma, and psychological problems such as social isolation, low self-esteem, teasing, and bullying. The latest data from 2021/22 shows that for Norfolk children (aged 10 to 11), 22.4% of children were obese, which is significantly better than the England average (23.4%). Over recent years, Norfolk's level of childhood obesity has an increasing trend.

## **5.2 Adults' health and lifestyle**

### **Smoking prevalence and smoking related deaths**

Smoking is the most important cause of preventable ill health and premature mortality in the UK. Smoking is a major risk factor for many diseases, such as lung cancer, chronic obstructive pulmonary disease (COPD), and heart disease. It is also associated with cancers in other organs, including lip, mouth, throat, bladder, kidney, stomach, liver, and cervix. For Norfolk over recent years, prevalence of smoking in adults aged 18 and over peaked in 2011 and since then has gradually decreased until 2017 when the rate started to increase. For 2021, smoking prevalence is 15.8% for Norfolk, which is not significantly different to the England average (13.0%).

The smoking prevalence amongst people classed as routine and manual workers is higher than in the general population. For Norfolk, the proportion of these people who smoke has decreased from 31.7% in 2013 to 21.1% in 2020, which is not significantly different compared with the national average (24.5%).

### **Excess weight in adults**

Being overweight or obese increases the risk of a wide range of diseases including circulatory diseases, Type 2 diabetes, and various cancers. For Norfolk, during 2021/22 the proportion of the adult population classified as overweight or obese is estimated at 63.5% (or two in three people), which is not significantly different to the England average (63.8%).

### **Physical activity**

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

amount of activity is more important than the type, intensity, or frequency. For Norfolk in 2021/22, 68.3% of adults achieved recommended level of physical activity per week, which is not significantly different to the England average (67.3%). However, this means that three in ten people do not take enough physical exercise to benefit their health.

### **Personal well-being**

Personal well-being is part of the wider Measuring National Well-being (MNW) Programme at the ONS, which aims to provide accepted and trusted measures of the nation's well-being. The MNW work is part of an initiative, both in the UK and internationally, to look beyond traditional headline economic growth figures to establish progress on how we are doing as individuals, as communities and as a nation, and how sustainable this is for the future. The measures include both standard objective measures, such as income and health, and people's own views about their lives.

For 2021/22, Norfolk people continue to rate more highly than, or similar to, the England average ratings on questions about life satisfaction, the extent to which they feel things in life are worthwhile, and their happiness. Norfolk people rate their anxiety level as lower than the England average.<sup>15</sup>

## **5.3 Disease and poor health**

### **Diabetes**

Diabetic complications (including cardiovascular, kidney, foot, and eye diseases) result in considerable morbidity and have a detrimental impact on quality of life. Type 2 diabetes (approximately 90% of diagnosed cases) is partially preventable – it can be prevented or delayed by lifestyle changes (exercise, weight loss, healthy eating). Earlier detection of Type 2 diabetes followed by effective treatment reduces the risk of developing diabetic complications.

For Norfolk, the estimated diabetes diagnosis rate (the estimated diabetes diagnosis rate, expressed as a percentage defined as the observed number of people with a formal diagnosis of diabetes as a proportion of the estimated number with diabetes) for 2018 is 75.5% (representing an increasing trend) which is not significantly different to the England rate (78.0%).

### **Hip fractures**

Hip fracture is a debilitating condition – only one in three sufferers return to their former levels of independence and one in three ends up leaving their own home and moving to long-term care. Hip fractures are almost as common and costly as strokes and the incidence is rising. For Norfolk during 2021/22, there were around 1,100 emergency admissions to hospitals for people aged 65 and over as a result of hip fractures. This equates to a rate of 470 per 100,000 population, which is significantly better than the England average (551).

---

<sup>15</sup> ONS Personal Wellbeing in the UK, 2021/22

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

### **Self-harm and suicide**

Self-harm is defined as an intentional act of self-poisoning or self-injury irrespective of the type of motivation or degree of suicidal intent. Self-harm is an expression of personal distress and there are varied reasons for a person to harm themselves. There is a significant and persistent risk of future suicide following an episode of self-harm. For Norfolk in 2021/22, there were around 1,600 emergency hospital stays for self-harm, which equates to a rate of 186.2 per 100,000 population, which is significantly worse than the England average (163.9).

Since the period 2017-19, Norfolk's suicide rate has not been significantly different to the England rate. For 2019-21, Norfolk's rate is 10.6 per 100,000 population, which is not significantly different compared with 10.4 for England. This means that during the three-year period 2019 to 2021, in Norfolk around 256 died by suicide.

### **Alcohol-related conditions**

Alcohol consumption is a contributing factor to hospital admissions and deaths from a diverse range of conditions. Alcohol misuse is estimated to cost the NHS about £3.5 billion per year and society as a whole, £21 billion annually. For Norfolk in 2021/22 there were around 4,920 admissions to hospital where the primary diagnosis (main reason for admission) is an alcohol-related condition. This equates to a rate of 511 per 100,000 population, which is significantly worse than the England average (494).

### **Dementia**

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

For Norfolk in 2020, recorded dementia prevalence for those aged 65+ is 3.84% (around 8,500 people) which is significantly lower than the England average (3.97%). However, Norfolk's estimated dementia diagnosis rate for those aged 65+ is significantly worse than the England average. For Norfolk in 2019/20, there were around 6,200 emergency hospital admissions for people aged over 65 with a comorbidity of dementia, the equivalent of 2,641 per 100,000, which is significantly better than the England average (3,517).

## ***5.4 Life expectancy and causes of death***

### **Life expectancy**

Life expectancy at birth gives the average number of years a person would expect to live based on contemporary mortality rates. For Norfolk, life expectancy for males is 79.6 years and for females is 83.2 years, with both being significantly better than the England average. Life expectancy is 7.3 years lower for males and 4.6 years lower for females in the most deprived areas of Norfolk than in the least deprived areas. Living a healthy life is as important as living a long life. 'Healthy life expectancy' is the average number of years that a person can expect to live in full health. For Norfolk, average healthy life expectancy at birth for males is 62.9 years and for females is 63.9 years,

with both being similar to the England averages. But this means that in Norfolk, males are living in poor health for an average of 17 years and females for 20 years.

### **Excess winter deaths**

Excess Winter Deaths Index (EWD Index) is the excess winter deaths measured as the ratio of extra deaths from all causes that occur in the winter months compared with the expected number of deaths, based on the average of the number of non-winter deaths. On this basis, during the 2020-2021 period, there were around 1,430 excess winter deaths in Norfolk. This equates to a ratio of 44.2, which is significantly worse than the England average (36.2). The number of excess winter deaths depends on the temperature and the level of disease in the population as well as other factors, such as how well-equipped people are to cope with lower temperatures. Most excess winter deaths are due to circulatory and respiratory diseases, and the majority occur amongst the elderly population.

### **Infant mortality**

Infant mortality is an indicator of the general health of an entire population. It reflects the relationship between causes of infant mortality and determinants of population health such as economic, social, and environmental conditions. Deaths occurring during the first 28 days of life (the neonatal period) in particular are considered to reflect the health and care of both mother and new-born. For Norfolk, during the three-year period 2019 to 2021, there were 86 deaths in infants aged under one year. This equates to a rate of 3.6 per 1,000 live births, which is similar to the England average (3.9). Norfolk's rate has increased (worsened) over recent years, compared with England's which has remained consistent.

### **Cardiovascular disease**

Cardiovascular disease (CVD) is one of the major causes of death in under 75s in England. There have been huge gains over the past decades in terms of better treatment for CVD and improvements in lifestyle, but to ensure that there continues to be a reduction in the rate of premature mortality from CVD, there needs to be concerted action in both prevention and treatment. For Norfolk in 2021, there were around 600 deaths in under 75s from all CVDs. This equates to a rate of 63.6 per 100,000 population, which is significantly better than the England average (76.0).

### **Cancer**

Cancer is the highest cause of death in England in under 75s. To ensure that there continues to be a reduction in the rate of premature mortality from cancer, there needs to be concerted action in both prevention and treatment. For Norfolk in 2021, there were around 1,060 deaths in under 75s from all cancers. This equates to a rate of 111.7 per 100,000 population, which is significantly better than the England average (121.5).

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

[Go to NCC's Director of Public Health report 2022 for more data and information about how health varies by place in Norfolk.](#)

## 6 Crime and disorder levels in Norfolk

Crime is inherently difficult to measure as some crime goes unreported or is under reported, victims can be unaware of some crimes such as fraud, and there are crimes where there may be no direct victims. While the two main statistical series on crime (the Crime Survey for England and Wales and the police) add to the understanding of crime, neither series produces, nor can they ever produce, a count of total crime. Crimes are recorded by police in the year they are reported, and this may not necessarily be in the year the offence occurred – this means that historical crimes are potentially recorded long after the offence, for example over recent years there has been an increase in recorded sexual offences nationally due to historical sexual offences being reported.

### 6.1 National context

Police recorded crime levels in England and Wales have been substantially affected by the coronavirus (COVID-19) pandemic and restrictions on social contact. In line with Crime Survey for England and Wales (CSEW) comparisons, latest police recorded crime levels in the year ending September 2022 are compared with pre-coronavirus pandemic levels in the year ending March 2020. Comparing year ending September 2022 data with the year ending March 2020 gives us a comparable estimate to the period before the coronavirus pandemic.

Police recorded crime in England and Wales in the year ending September 2022 exceeded pre-coronavirus pandemic levels. The 6.6 million crimes recorded were 10% higher compared with the year ending March 2020 (6.1 million offences). This overall increase was largely driven by increases in the offence categories, which are most subject to changes in reporting and recording practices. Therefore, these estimates should be treated with caution as they may not reflect a genuine increase in crime.

The number of police recorded homicides decreased by 8% to 663 offences compared with the year ending March 2020, where there were 719 offences. Police recorded offences involving knives or sharp instruments is down 8% to 50,434 offences compared with the year ending March 2020. The number of police recorded robbery offences also remained 21% lower (70,881 offences) than the year ending March 2020 (90,204 offences). Police recorded sexual offences have risen by 22% compared with the pre-coronavirus pandemic year ending March 2020 - this increase to 199,021 offences was the highest annual figure recorded in England and Wales. When interpreting police recorded sexual offences, it is important to note that these figures may reflect a number of factors, including the impact of high-profile cases and campaigns on victims' willingness to report both recent and historical incidents.<sup>16</sup>

---

<sup>16</sup> Crime in England and Wales: year ending September 2022 (January 2023). ONS Statistical Bulletin London  
<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingseptember2022>

## 6.2 Local picture of crime and disorder

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

### Police recorded crime

In line with CSEW comparisons, latest police recorded crime levels in the year ending September 2022 are compared with pre-coronavirus pandemic levels in the year ending March 2020. Comparing year ending September 2022 data with the year ending March 2020 gives us a comparable estimate to the period before the coronavirus pandemic.

Overall, the total number of crimes recorded by police (excluding fraud<sup>17</sup>) in Norfolk for the 12 months ending September 2022 was around 69,200 (**Table 6.1**) – this represents a 4.0% increase compared with pre-coronavirus pandemic levels in the year ending March 2020. This compares with a decrease of 2.4% for the East of England region and a greater increase of 11.3% for England. The rate of total recorded offences per 1,000 population for Norfolk is 75.7 and remains lower compared with 78.0 for the East of England region and 91.9 for England.<sup>18</sup>

For the period to September 2022, compared with pre-coronavirus pandemic levels, the numbers of police recorded crimes by broad offence group for Norfolk have fallen in terms of robbery (decrease of 17.7%); theft offences (decrease of 21.7%); criminal damage and arson (decrease of 9.5%); and drug offences (decrease of 21.9%). Increases in the numbers of police recorded crimes for Norfolk for the same period include violence against the person (increase of 23.3%); sexual offences (increase of 17.6%); possession of weapons offences (increase of 22.6%); public order offences (increase of 22.2%); and miscellaneous crimes against society (increase of 8.2%). It should be noted that increases in the numbers of police recorded crimes reflect a combination of factors, which vary for different crime types, that include continuing improvements to recording processes and practices, more victims reporting crime (including for historical offences), and genuine increases in crime.

**Table 6.1** shows the total police recorded crime (excluding fraud) for Norfolk by local authority area for the years to March 2020 and September 2022, along with the percentage change and the rate per 1,000 residents for September 2022. For Norfolk as a whole, total police recorded crime (excluding fraud) has increased in the period to September 2022 by 4.0% compared with pre-coronavirus pandemic levels. Over the same period, total police recorded crime (excluding fraud) has increased for all Norfolk's districts except for Norwich (decrease of 1.8%), although Norwich continues to have the highest level of recorded crime. There has been an increase over the period compared with pre-coronavirus pandemic levels for North Norfolk (increase of

---

<sup>17</sup> Fraud offences investigated by the police are recorded and collected by the National Fraud Intelligence Bureau (NFIB) from Action Fraud and two industry bodies, Cifas and UK Finance. Police recorded fraud increased by 22% in the year ending September 2022. However, this masked variation by reporting body and needs to be interpreted in the context of differences in coverage and fraud types captured by each reporting body as well as administrative changes.

<sup>18</sup> ONS Recorded Crime Data Tables, September 2022

17.4%), King's Lynn & West Norfolk (increase of 9.2%), South Norfolk (increase of 8.9%), Breckland (increase of 5.7%), Great Yarmouth (increase of 2.7%) and Broadland (increase of 1.4%).

Norwich (133.0) and Great Yarmouth (115.0) continue to have higher crime rates (per 1,000 residents) than the Norfolk average of 75.7, although ONS advises that caution needs to be taken when considering crime rates of city centre areas, due to the often small population and household levels in these areas. The high reported crime rates in city centres are partly due to the use of small resident population and household figures as the denominator of the crime rate. The 'transient population' that migrates into these areas on a daily basis, either for work or leisure, will not be reflected in the resident population figures. Broadland (46.2) and South Norfolk (48.6) have the lowest crime rates (per 1,000 residents) in the county.

**Table 6.1: Total police recorded crime (excluding fraud), by number and rate per 1,000 residents for Norfolk by local authority area, year ending September 2022**

Local authority area	March 2020	Sept 2022	% change March 2020 to Sept 2022	Recorded crime rate per 1,000 population, Sept 2022
Breckland	8,502	8,988	5.7	63.6
Broadland	6,018	6,101	1.4	46.2
Great Yarmouth	11,111	11,410	2.7	115.0
King's Lynn & West Norfolk	9,677	10,570	9.2	69.9
North Norfolk	4,727	5,549	17.4	52.8
Norwich	19,257	18,908	-1.8	133.0
South Norfolk	6,393	6,960	8.9	48.6
<b>Norfolk</b>	<b>66,520</b>	<b>69,208</b>	<b>4.0</b>	<b>75.7</b>
East of England	500,620	488,816	-2.4	78.0
England	4,671,321	5,197,575	11.3	91.9

Source: ONS Recorded Crime Data Tables, September 2022

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

### Crime Severity Score

The ONS has developed a weighted measure of crimes recorded by the police; the "Crime Severity Score". Existing official statistics on police recorded crime data are presented as counts of the number of offences or as a rate of offences recorded per head of population, broken into broad offence categories. However, even within a broad category, the counts take no account of the different levels of severity of the crimes within a category, or the demands these will place on the police. The Crime Severity Score measure of crime aims to address this by taking into account both the volume and the severity of offences, by weighting offences differently. By "severity", the intention is to reflect the relative harm of an offence to society and the likely demands on the police. For example, it would be expected that the police response to a serious



violent crime would be more resource intensive than their response to an incident of criminal damage. It is important to bear in mind that, as with other measures based on police recorded crime, the Crime Severity Score is affected by variation in recording practices over time and between areas.<sup>19</sup>

For the year ending March 2022<sup>20</sup>, Norfolk's Crime Severity Score is 13.3, which is similar to the score for the East of England region at 13.5 and better (lower) than the score for England at 15.9. Norfolk has a similar score increase to the region and nationally when compared with the previous year, indicating that the seriousness of types of crimes committed in Norfolk is increasing at a similar rate to regionally and nationally.

Norwich has the highest Crime Severity Score (24.4) in the county, followed by Great Yarmouth (18.5), Breckland (11.6), King's Lynn & West Norfolk (11.1), South Norfolk (9.3), North Norfolk (8.7) and Broadland (8.5). Great Yarmouth has the greatest increase in score compared with the previous year (24% increase), with South Norfolk having the smallest increase (5% increase).

### **Public confidence**

The Police and Crime Commissioner (PCC) for Norfolk recently published findings from its Public Perceptions Survey which provides insight into the perceptions of the public on key policing and personal safety matters.<sup>21</sup>

For the year ending March 2022, the survey found that:

- 86% of respondents think police are doing a good or excellent job – this is four percentage points decrease compared with the previous reporting period (year ending March 2021).
- 78% of respondents indicated they had confidence in the police in their local area – this is seven percentage points decrease compared with the previous reporting period.
- 83% of respondents indicated they were confident they would get a good service if they reported a crime or incident – this is four percentage points decrease compared with the previous reporting period.
- 88% of respondents felt the police would treat them fairly and with respect – this is five percentage points decrease compared with the previous reporting period.
- 97% of respondents felt safe in the local area during daylight hours. This drops to 67% after dark - the daylight figure is consistent with the previous reporting period; after dark hours has dropped by eleven percentage points.

---

<sup>19</sup> ONS Research outputs: developing a Crime Severity Score for England and Wales using data on crimes recorded by the police (November 2016)

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

<sup>20</sup> ONS Crime Severity Score statistics (2022)

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

<sup>21</sup> The Police and Crime Commissioner for Norfolk – Annual Report 2021-2022 - <https://www.norfolk-pcc.gov.uk/document/1594/OPCCN-Annual-Report-2021-22-PDFUA-v2.pdf?t=6b08d68a94432467c0a72b5fa5422e43d14b502c>

- 61% of respondents felt police understood the issues affecting their community – this is eight percentage points decrease compared with the previous reporting period.

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

## 7 Norfolk's economy

Norfolk is arguably the most self-contained labour market in the region, in part due to its peripheral and coastal location, but also due to the distance from other regional cities and the limited connectivity of the transport network. The county covers a vast area of around 551,000 hectares<sup>22</sup> and contains several diverse economies, located within rural, urban, and coastal environments.

### 7.1 *Structure of the local economy*

#### **Employment by industry sector**

Based on the latest estimates for 2021, **Table 7.1** shows the number of jobs held by employees by industry sector for Norfolk.<sup>23</sup>

On this basis, the most significant industry sector in Norfolk, in employment terms, is the Wholesale and Retail Trade sector, which in 2021 employed 16.8% of employees – this compares with 15.2% for the region and 14.5% nationally.

The next most significant industry sector in employment terms is the Human Health and Social Work Activities sector, which in 2021 employed 15.6% of employees – this compared with 12.2% for the region and 13.4% nationally.

The third most significant industry sector in employment terms is the Manufacturing sector, which in 2021 employed 9.8% of employees – this compares with 7.3% for the region and 7.5% nationally.

The tourism industry is vital for supporting employment across Norfolk and is especially important in Norwich, along the north Norfolk coast, in the Broads and the east coast resorts of Great Yarmouth. In 2021, the Accommodation and Food Service Activities sector employed 9.5% of employees – this compares with 6.9% for the region and 7.5% nationally.

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

---

<sup>22</sup> ONS Open Geography Portal

<sup>23</sup> ONS Business Register and Employment Survey, 2021 (from Nomis)

**Table 7.1: Employee jobs by industry, 2021**

Industry	Norfolk (count)	Norfolk (%)	East of England (%)	England (%)
B: Mining and Quarrying	900	0.3	0.1	0.1
C: Manufacturing	35,000	9.8	7.3	7.5
D: Electricity, Gas, Steam and Air Conditioning Supply	500	0.1	0.2	0.4
E: Water Supply; Sewerage, Waste Management and Remediation Activities	2,500	0.7	0.7	0.7
F: Construction	19,000	5.3	5.9	4.8
G: Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	60,000	16.8	15.2	14.5
H: Transportation and Storage	13,000	3.6	5.5	5.2
I: Accommodation and Food Service Activities	34,000	9.5	6.9	7.5
J: Information and Communication	7,000	2.0	4.1	4.7
K: Financial and Insurance Activities	11,000	3.1	2.1	3.7
L: Real Estate Activities	7,000	2.0	1.7	1.9
M: Professional, Scientific and Technical Activities	22,000	6.1	9.2	9.3
N: Administrative and Support Service Activities	26,000	7.3	11.8	9.0
O: Public Administration and Defence; Compulsory Social Security	17,000	4.7	3.4	4.3
P: Education	33,000	9.2	9.5	8.8
Q: Human Health and Social Work Activities	56,000	15.6	12.2	13.4
R: Arts, Entertainment and Recreation	9,000	2.5	2.2	2.3
S: Other Service Activities	6,000	1.7	1.8	1.9
<b>TOTAL</b>	<b>358,000</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: ONS Business Register and Employment Survey, 2021 (from Nomis)

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

### Full-time and part-time employment split

Norfolk has a relatively high proportion of part-time jobs compared with national and regional averages (**Table 7.2**), with an average of 35.8% of jobs being part-time compared with 33.1% for the region and 31.6% nationally.<sup>24</sup>

**Table 7.2: Norfolk full-time and part-time employment split by district, 2021**

Area	Full-time %	Part-time %
Breckland	68.1	31.9
Broadland	67.4	32.6
Great Yarmouth	59.5	40.5
King's Lynn & West Norfolk	64.3	35.7
North Norfolk	59.4	40.6
Norwich	64.7	35.3
South Norfolk	62.5	35.7
<b>Norfolk</b>	<b>64.5</b>	<b>35.8</b>
East of England	66.9	33.1
England	68.4	31.6

Source: ONS Business Register and Employment Survey, 2021 (from Nomis)

### Occupational structure

**Table 7.3** shows Norfolk's occupational structure for 2022<sup>25</sup>, for the occupational groups according to the Standard Occupation Classification 2010 (SOC 2010).<sup>26</sup> Employment in the major groups 1 to 3 (including managers, directors, senior officials, professional occupations and associate professional & technical) for Norfolk is 48.7% - this compares with 50.8% for the region and 52.1% nationally.

Employment in the major groups 4 and 5 (including administrative, secretarial, and skilled trade occupations) for Norfolk is 20.0% - this compares with 20.7% for the region and 18.8% nationally.

Employment in the major groups 6 and 7 (including caring, leisure, other service occupations, sales, and customer service occupations) for Norfolk is 17.1% - this compares with 14.2% for the region and 14.2% nationally.

Employment in the major groups 8 and 9 (including process plant & machine operatives and elementary occupations) for Norfolk is 14.1% - this compares with 14.3% for the region and 14.9% nationally.

<sup>24</sup> ONS Business Register and Employment Survey, 2021 (from Nomis)

<sup>25</sup> ONS annual population survey, 2022 (from Nomis)

<sup>26</sup> Numbers and % are for those of 16+; % is a proportion of all persons in employment.

**Table 7.3: Employment by occupation, 2022**

<b>Occupation by Standard Occupation Classification 2010</b>	<b>Norfolk (count)</b>	<b>Norfolk (%)</b>	<b>East of England (%)</b>	<b>England (%)</b>
<b>SOC 2010 Major Group 1-3</b>	<b>209,500</b>	<b>48.7</b>	<b>50.8</b>	<b>52.1</b>
1 Managers, Directors and Senior Officials	52,100	12.1	11.7	10.7
2 Professional Occupations	99,300	23.0	24.2	26.4
3 Associate Professional Occupations	58,100	13.5	14.7	14.8
<b>SOC 2010 Major Group 4-5</b>	<b>86,200</b>	<b>20.0</b>	<b>20.7</b>	<b>18.8</b>
4 Administrative & Secretarial Occupations	41,600	9.7	10.9	10.1
5 Skilled Trades Occupations	44,500	10.3	9.7	8.6
<b>SOC 2010 Major Group 6-7</b>	<b>73,500</b>	<b>17.1</b>	<b>14.2</b>	<b>14.2</b>
6 Caring, Leisure and Other Service Occupations	43,500	10.1	8.1	7.9
7 Sales and Customer Service Occupations	30,000	6.9	6.1	6.2
<b>SOC 2010 Major Group 8-9</b>	<b>60,700</b>	<b>14.1</b>	<b>14.3</b>	<b>14.9</b>
8 Process Plant & Machine Operatives	24,500	5.7	5.5	5.5
9 Elementary Occupations	36,200	8.4	8.7	9.3

Source: ONS annual population survey, 2022 (from Nomis)

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

### **Migrant workers**

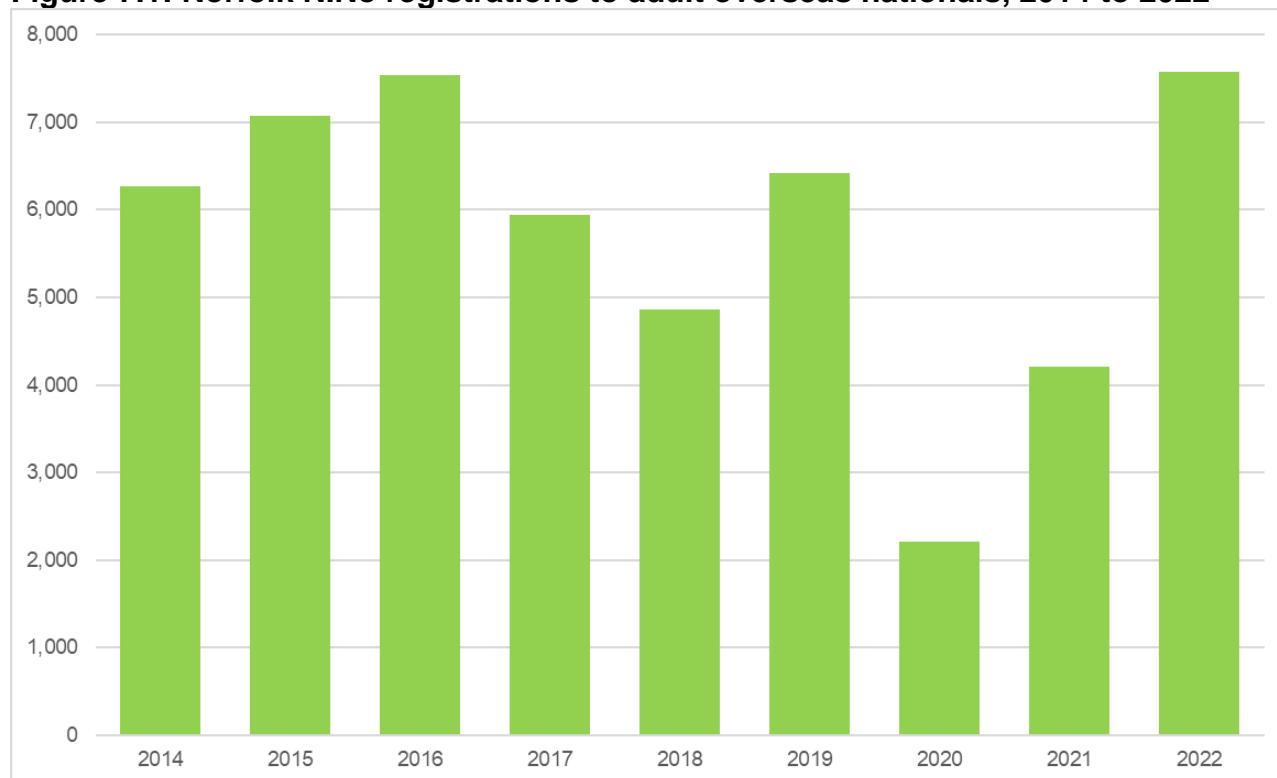
There are a number of sources of information about migrant workers entering the county, though none gives complete coverage. The mechanism for capturing information relating to the numbers of migrant workers is limited – for instance, outflows are not fully captured. Data from the Department for Work and Pensions (DWP), however, show the number of National Insurance Number (NINo) Registrations to overseas nationals entering the UK. A NINo is generally required by any overseas national (aged 16 to 64) looking to work or claim benefits or tax credits in the UK, including the self-employed and students working part time. The statistics provide a measure of immigration (inflow) but do not reflect emigration (outflow), or the overall migrant population (stock). All adult overseas nationals allocated a NINo are included regardless of their length of stay in the UK. Undocumented workers are not recorded in NINo data, so there will be under-recording.

There have been fluctuations in estimated numbers of NINo registrations to adult overseas nationals for Norfolk over the period 2014 to 2022 (**Figure 7.1**).<sup>27</sup> Levels and fluctuations can be accounted for by changes to EU and UK labour market restrictions, changing economic conditions over recent years and the impact of COVID-19. For 2022, Norfolk had an estimated 7,580 NINo registrations to adult overseas nationals, which is an increase of around 3,360 on the previous year and is back up to the same level as the most recent peak of registrations in 2016. Based on national data, DWP says that 85% of registrations for year ending December 2022 were to non-EU

<sup>27</sup> DWP Stat-Xplore NINo registrations to adult overseas nationals entering the UK, 2023

nationals compared with 14% to EU nationals.<sup>28</sup> We are not able to compare latest rates of NINo registrations to adult overseas nationals as mid-year population estimates for 2022 have not yet been published.

**Figure 7.1: Norfolk NINo registrations to adult overseas nationals, 2014 to 2022**



Source: DWP Stat-Xplore NINo registrations to adult overseas nationals entering the UK, 2023

### Size of enterprises

In Norfolk for 2022, 99.7% of local business units employ fewer than 250 people and 83.5% employ fewer than ten people. While this does show that the structure of the economy is heavily weighted to smaller businesses, proportions are similar to the national averages.

The highest proportion of micro-businesses is found in South Norfolk where 86.8% of business units employ fewer than ten people. The highest proportion of larger business units with more than 250 employees are found in Norwich. All the Norfolk districts, with the exception of Norwich, have a lower level of larger business units than the national average.<sup>29</sup>

<sup>28</sup> DWP National Insurance numbers allocated to adult overseas nationals to December 2022 (February 2023) - <https://www.gov.uk/government/statistics/national-insurance-numbers-allocated-to-adult-overseas-nationals-to-december-2022/national-insurance-numbers-allocated-to-adult-overseas-nationals-to-december-2022>

<sup>29</sup> ONS Inter Departmental Business Register data, 2022 (from Nomis)

## 7.2 Economic competitiveness

### Weekly pay

Average gross weekly pay in 2022 for full-time workers in Norfolk is £600.00 (**Table 7.4**), compared with higher average pay for the East of England region of £667.60 and England of £645.80.<sup>30</sup> Compared with the previous year, Norfolk's average gross weekly full-time pay has increased by 6.3% compared with 6.7% for the region and 5.3% nationally.

At £630.50, Broadland's average gross weekly full-time pay is the highest in Norfolk, with North Norfolk having the lowest at £578.70. Compared with the previous year, Great Yarmouth has a 1.2% decrease in average gross weekly full-time pay, in contrast to all other Norfolk districts that have seen increases.

**Table 7.4: Weekly gross pay (£) for full-time employee jobs, 2022**

Area	Full-time weekly pay 2022 £	% change from 2021
Breckland	593.70	13.9
Broadland	630.50	11.6
Great Yarmouth	593.00	14.7
King's Lynn & West Norfolk	585.30	4.9
North Norfolk	578.70	3.5
Norwich	594.00	-1.2
South Norfolk	619.00	3.1
<b>Norfolk</b>	<b>600.00</b>	<b>6.3</b>
East of England	667.60	6.7
England	645.80	5.3

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2022 (from Nomis)

In terms of gross weekly pay for part-time workers, the 2022 Norfolk average is £229.50 (**Table 7.5**), compared with similar average part-time pay for the East of England region of £229.20 and England of £228.00. Compared with the previous year, Norfolk's average gross weekly part-time pay has increased by 3.5% compared with 7.0% for the region and 6.2% nationally.

At £258.60, South Norfolk's average gross weekly part-time pay is the highest in Norfolk, with Norwich having the lowest at £203.20. Compared with the previous year, Broadland and Norwich have a decrease in average gross weekly part-time pay, in contrast to the other five Norfolk districts that have seen increases.

<sup>30</sup> ONS Annual Survey of Hours and Earnings (ASHE), 2022 (from Nomis)



**Table 7.5: Weekly gross pay (£) for part-time employee jobs, 2022**

Area	Part-time weekly pay 2022 £	% change from 2021
Breckland	227.00	18.2
Broadland	230.30	-1.1
Great Yarmouth	211.90	7.5
King's Lynn & West Norfolk	231.60	1.5
North Norfolk	219.30	23.1
Norwich	203.20	-3.4
South Norfolk	258.60	5.9
<b>Norfolk</b>	<b>229.50</b>	<b>3.5</b>
East of England	229.20	7.0
England	228.00	6.2

Source: ONS Annual Survey of Hours and Earnings (ASHE), 2022 (from Nomis)

### Gross Value Added

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

GVA (balanced) per head of population at current basic prices for Norfolk<sup>31</sup> for 2021 is £21,958, which is typically lower than the East of England (£26,995) and England (£31,138).<sup>32</sup> Norfolk GVA (balanced) per head annual growth rate for 2021 is 8.0%, compared with 7.3% for the region and 7.1% nationally.

### Rates of Business Start-ups and Closures

In 2021, Norfolk had a stock of active enterprises of around 33,220, which is an increase on the previous year of around 970 enterprises.<sup>33</sup> Over recent years for Norfolk, the rate of new enterprise start-ups has been higher than the rate of enterprise closure, except for in 2018 (**Figure 7.2**). In 2021, there were around 3,585 new business start-ups in Norfolk, which is a rate of 10.8 per 100 active enterprises, which is lower than the England rate of 12.5. There were around 2,860 business closures in 2021, which is a rate of 8.6 per 100 active enterprises, which is lower than the England rate of 11.2. On this basis, Norfolk has a positive net rate of 2.2, compared with England's lower net rate of 1.3.

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

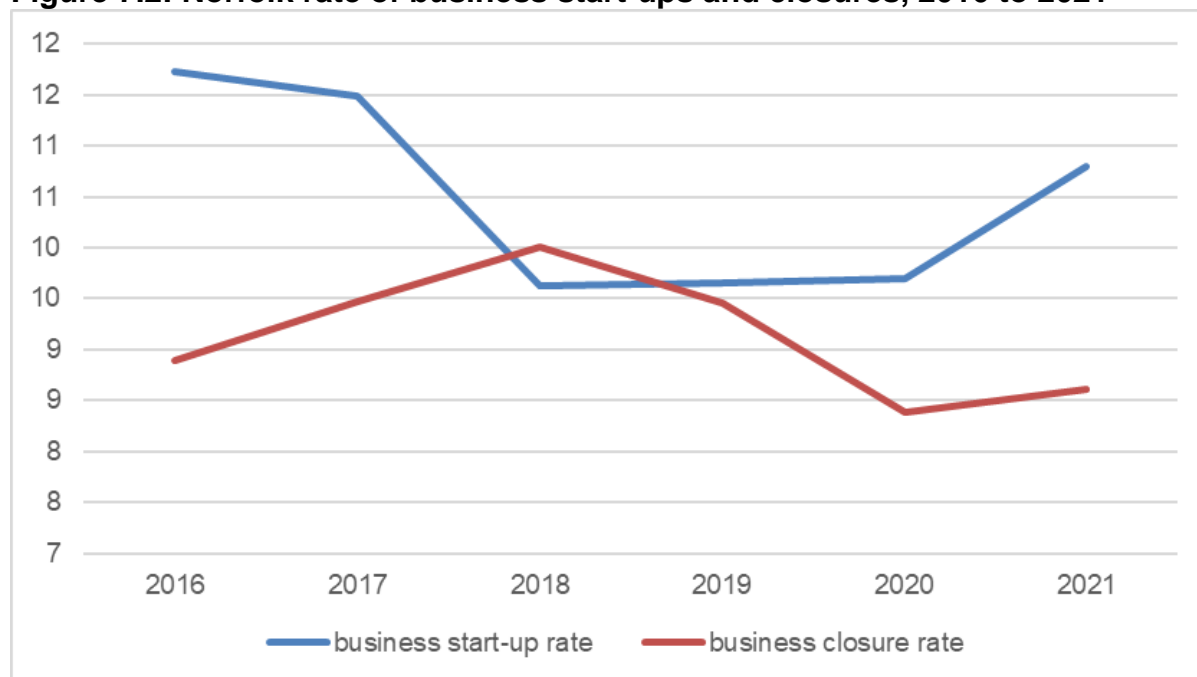
<sup>32</sup> ONS Regional gross value added (balanced) per head and income components, 2021 -

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

<sup>33</sup> ONS Business Demography, 2021 -

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

**Figure 7.2: Norfolk rate of business start-ups and closures, 2016 to 2021**



Source: ONS Business Demography, 2021

### Survival of Enterprises

Businesses in Norfolk have a better rate of survival over five years (40.6%) than the East of England region (33.9%) and England (38.0%) averages, based on 2016 business start-ups. There are notable differences in survival rates across the county, with South Norfolk (47.0%), North Norfolk (46.4%) and King's Lynn & West Norfolk (46.2%) having the highest survival rates, and Broadland (27.4%) having the lowest survival rate.<sup>34</sup>

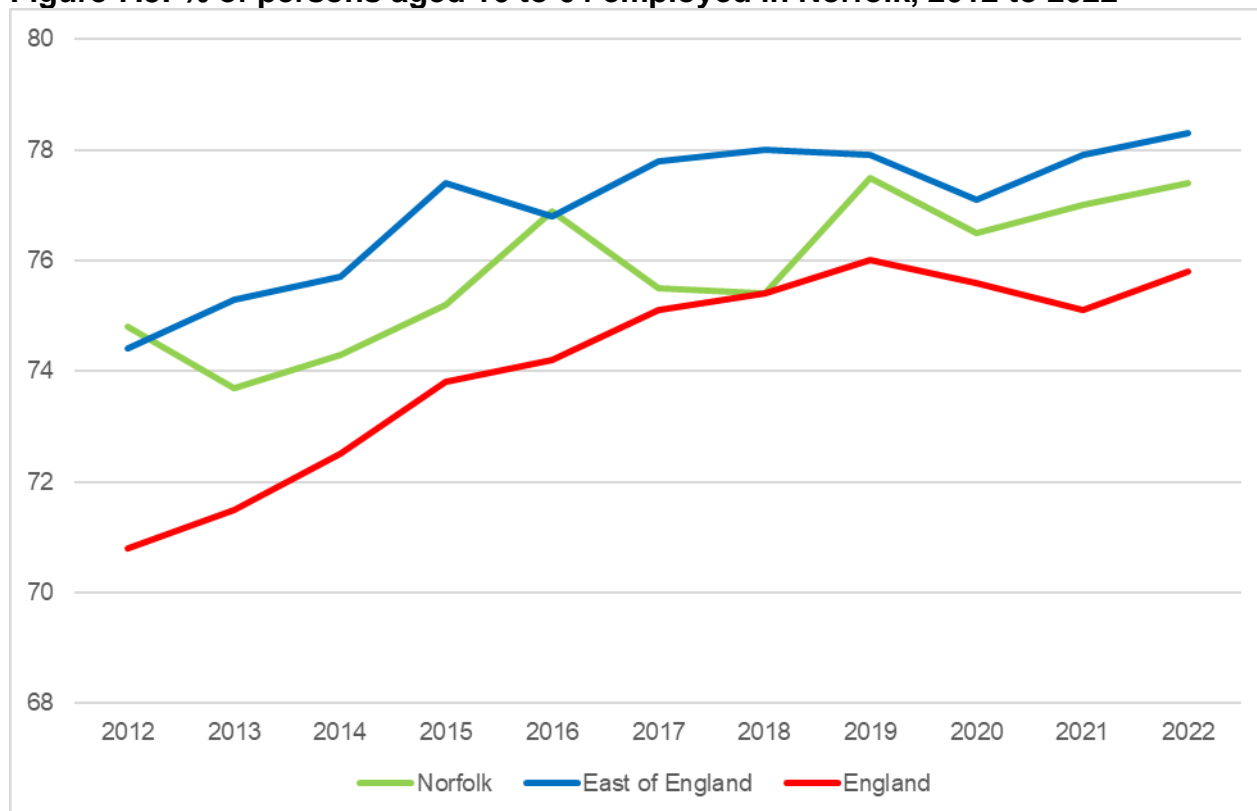
<sup>34</sup> ONS Business Demography, 2021

## 7.3 Labour market

### Employment

The rate of employment in Norfolk stands at 77.4% for the year to December 2022, or around 431,100 people. This compares with 78.3% for the region and 75.8% nationally.<sup>35</sup> **Figure 7.3** shows the annual proportion of those aged 16 to 64 in employment from 2012 to 2022 (annual data for January to December), compared with the region and nationally. There tends to be more variation in Norfolk's employment rates over time, compared with regional and national rates. The trend is for Norfolk's employment rate to be above the national rate and below the regional rate.

**Figure 7.3: % of persons aged 16 to 64 employed in Norfolk, 2012 to 2022**



Source: ONS annual population survey, 2022 (from Nomis)

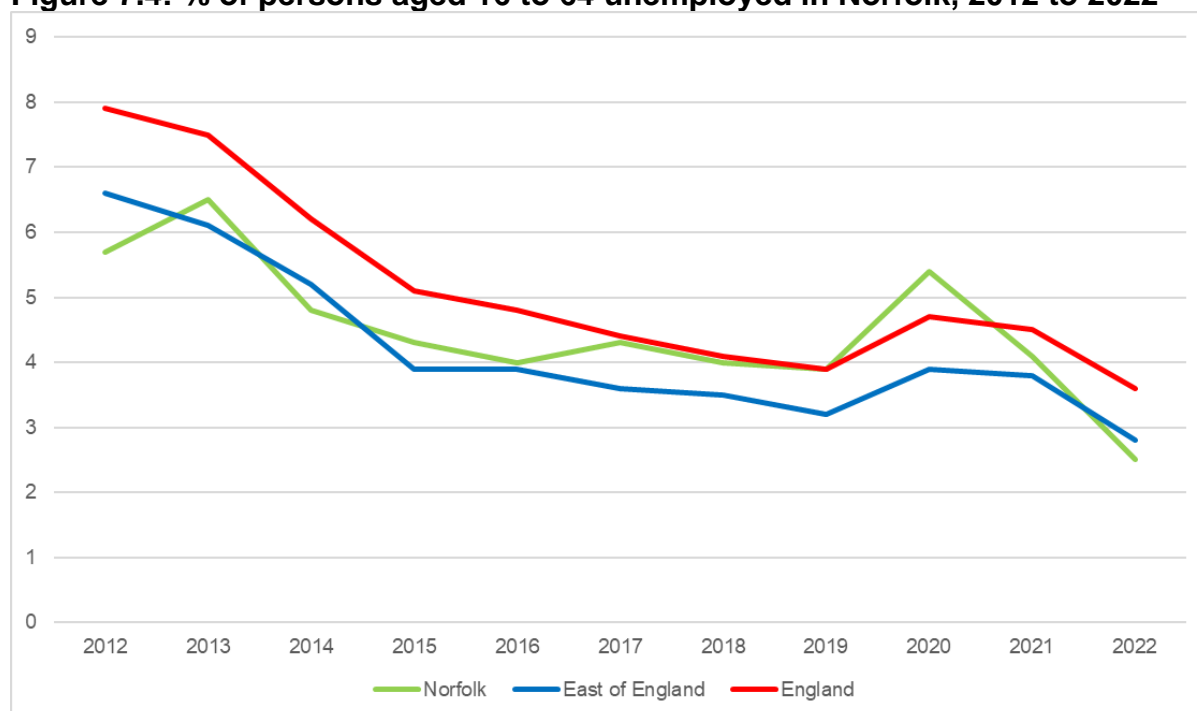
### Unemployment

The rate of unemployment in Norfolk stands at 2.5% for the year to December 2022, or around 11,200 people. This compares with 2.8% for the region and 3.6% nationally.<sup>36</sup> **Figure 7.4** shows the annual proportion of those aged 16 to 64 who were unemployed from 2012 to 2022 (annual data for January to December), compared with the region and nationally. There tends to be more variation in Norfolk's unemployment rates over time, compared with regional and national rates. The trend is for Norfolk's unemployment rate to be generally below the national rate and above the regional rate.

<sup>35</sup> ONS annual population survey, 2022 (from Nomis). Numbers are for those aged 16 and over; % are for those aged 16-64.

<sup>36</sup> ONS annual population survey, 2022 (from Nomis). Numbers and % are for those aged 16 and over; % is a proportion of economically active (aged 16 to 64).

**Figure 7.4: % of persons aged 16 to 64 unemployed in Norfolk, 2012 to 2022**



Source: ONS annual population survey, 2022 (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.<sup>37</sup> Claimant Count data is published on a monthly basis, so is more timely than the unemployment data that covers a twelve month period and is published on a quarterly basis.

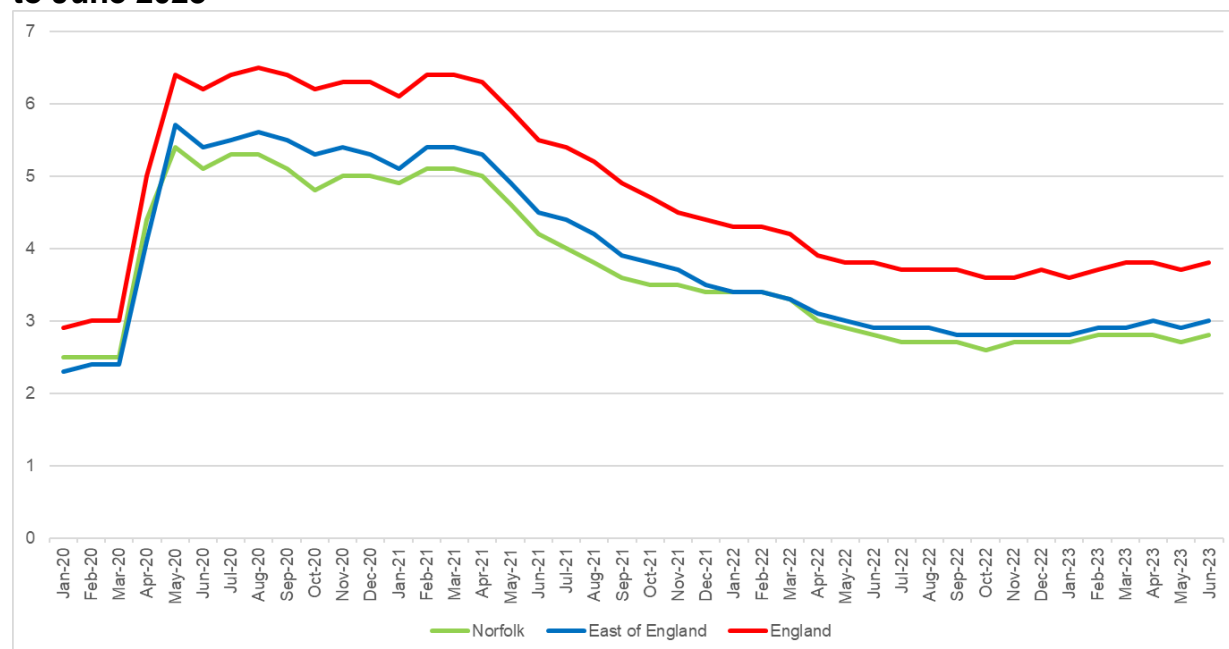
The Claimant Count rate for Norfolk stands at 2.8% for the month of June 2023, or around 15,000 people claiming benefit principally for the reason of being unemployed. This compares with 3.0% for the region and 3.8% nationally.<sup>38</sup> **Figure 7.5** shows the monthly Claimant Count rate of those aged 16 to 64 from January 2020 to June 2023, compared with the region and nationally. The trend is for Norfolk's Claimant Count rate to be generally below the regional and national rates and to follow a similar pattern - there was a steep rise in March 2020 when COVID-19 lockdown restrictions were first

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

<sup>38</sup> ONS Claimant Count, 2023 (from Nomis) Monthly data. % is the number of claimants as a proportion of resident population of area aged 16-64.

introduced in the UK, which plateaued until around May 2021, followed by a general decrease.

**Figure 7.5: Claimant Count (%) of persons aged 16 to 64 in Norfolk, January 2020 to June 2023**



Source: ONS Claimant Count, 2023 (from Nomis)

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

## 8 Education and skills in Norfolk

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

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

### 8.1 Educational attainment

#### Early Years outcomes

The early years foundation stage (EYFS) sets standards for the learning, development, and care of your child from birth to 5 years old. Children are defined as having reached a good level of development if they achieve at least the expected level in the early learning goals in the prime areas of learning (personal, social and emotional development; physical development; and communication and language) and the early learning goals in the specific areas of mathematics and literacy.

EYFS data from the 2021/22 academic year is not comparable with previous years due to changes to the EYFS framework. Moreover, there were no data collections in 2019/20 or 2020/21.

**Table 8.1** shows that for 2021/22, at 64.4% the level of Norfolk pupils achieving a good level of development at EYFS is slightly lower than for England (65.2%).

**Table 8.1: Pupils achieving EYFS Good Level of Development (%), 2021/22**

	Norfolk	England
<b>EYFS Good Level of Development (%)</b>	64.4	65.2

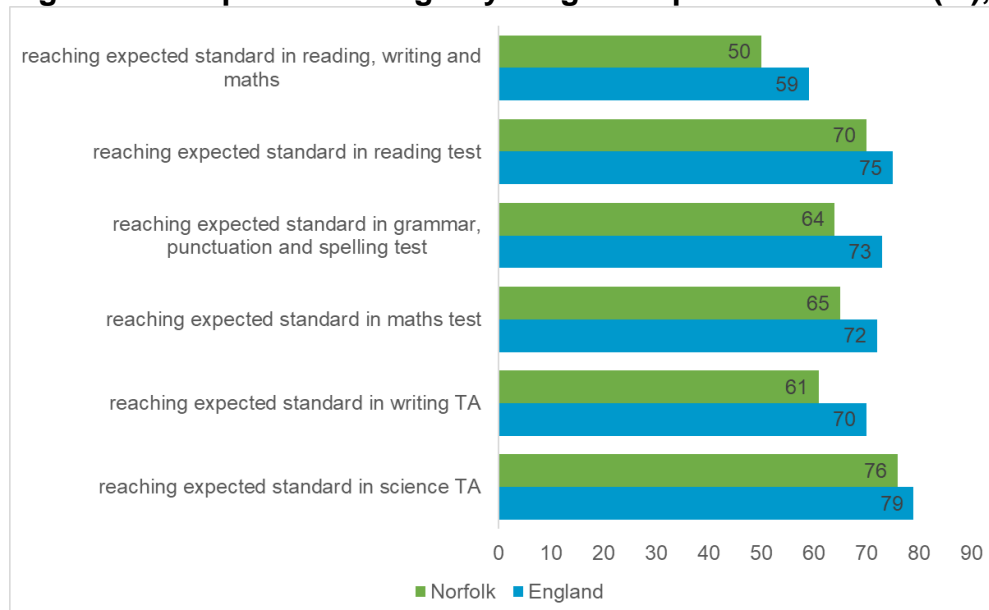
Source: Department for Education

## Key Stage 2 outcomes

Key Stage 2 (KS2) refers to Year 3 to Year 6 and to pupils aged between 7 and 11. Pupils take national curriculum assessment in Year 6, at the end of KS2, when most pupils will reach age 11 by the end of the school year. Pupils take tests (commonly referred to as SATs) in reading, maths and grammar, punctuation and spelling (GPS) and receive a teacher assessment (TA) in writing.

**Figure 8.1** shows that for Norfolk at KS2 level, test outcomes and teacher assessments for 2021/22 headline measures of children achieving the expected standard are below national figures in all subjects.

**Figure 8.1: Pupils achieving Key Stage 2 Expected Standard (%), 2021/22**



Source: Department for Education

**Table 8.2** shows Norfolk's KS2 performance on headline measures for 2021/22 compared with 2018/19 (pre-covid pandemic). Attainment on all measures apart from the reading test have decreased since 2018/19, with the greatest drop being in writing TA (drop of 14ppts).

**Table 8.2: Pupils achieving Key Stage 2 Expected Standard (%), 2021/22 compared with 2018/19**

	Norfolk 2018/19	Norfolk 2021/22
reaching expected standard in reading, writing and maths	60	50
reaching expected standard in reading test	70	70
reaching expected standard in grammar, punctuation and spelling test	71	64
reaching expected standard in maths test	75	65
reaching expected standard in writing TA	75	61
reaching expected standard in science TA	82	76

Source: Department for Education

## Key Stage 4 outcomes

Key Stage 4 (KS4) assessments are taken at the end of Year 11, usually when children are 16 years old. Results for 2021/22 KS4 headline measures are at **Table 8.3**.

The percentage of English Baccalaureate (EBacc) gives the proportion of students entering GCSEs (or AS level qualifications) within core academic subjects at KS4. The EBacc metric tracks English, maths, a language, science, and geography or history. For 2021/22, Norfolk achieved 40.2% compared with 38.8% for England.

The proportion of Norfolk pupils achieving English and maths (to grade 5 or above) for 2021/22 is 46.6%, compared with 49.8% for England.

Attainment 8 measures the average achievement of pupils in up to 8 qualifications including English (double weighted if both language and literature are taken), maths (double weighted), three further qualifications that count in the EBacc and three further qualifications that can be GCSE qualifications (including EBacc subjects) or any other non-GCSE qualifications on the DfE approved list. For 2021/22, Norfolk pupils achieved 47.2 compared with 48.8 for England.

the EBacc average point score, or APS, measures a pupil's average of the points scored in the 5 EBacc subject areas. This ensures the attainment of all pupils is recognised, not just those at particular grade boundaries, encouraging schools to enter pupils of all abilities and support them to achieve their full potential. For 2021/22, Norfolk achieved an APS of 4.18 compared with 4.28 for England.

**Table 8.3: Pupils achieving Key Stage 4 headline measures, 2021/22**

	Norfolk	England
% Ebacc entry	40.2	38.8
% English and maths, grade 5 or above	46.6	49.8
Attainment 8 score	47.2	48.8
Ebacc Average Point Score	4.18	4.28

Source: Department for Education



**Table 8.4** shows Norfolk's KS4 performance on headline measures for 2021/22 compared with 2018/19 (pre-covid pandemic). Attainment on all measures has increased since 2018/19.

**Table 8.4: Pupils achieving Key Stage 4 headline measures, 2021/22 compared with 2018/19**

	Norfolk 2018/19	Norfolk 2021/22
% Ebacc entry	37.6	40.2
% English and maths, grade 5 or above	40.1	46.6
Attainment 8 score	45.3	47.2
Ebacc Average Point Score	3.95	4.18

Source: Department for Education

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

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

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

## 8.2 Skills

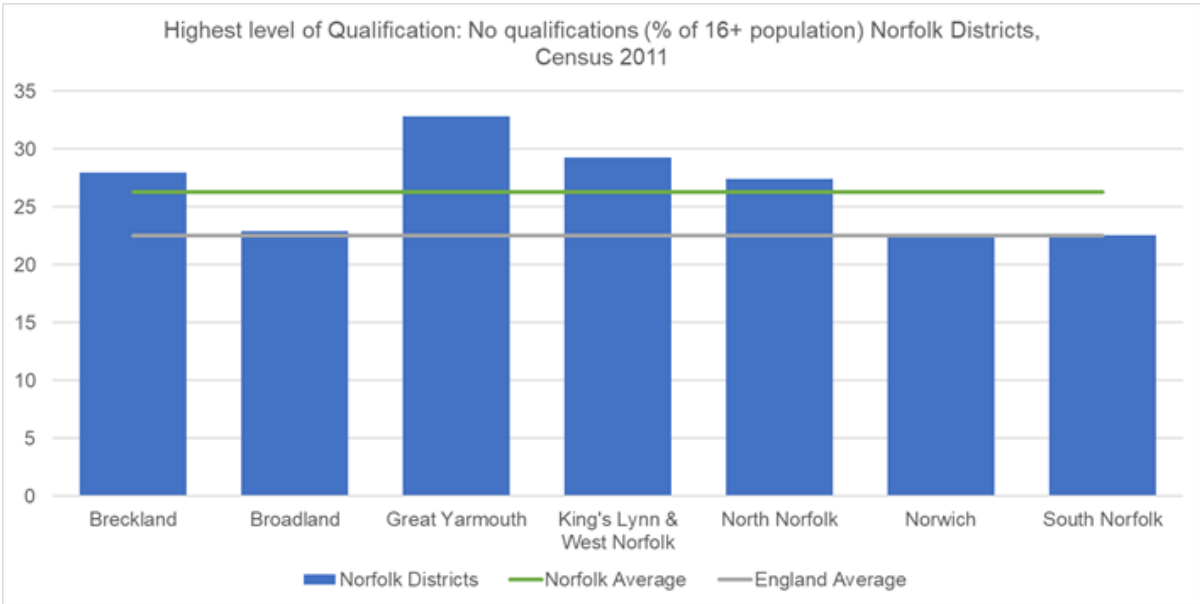
The fastest growing occupations in England generally demand National Vocational Qualification (NVQ) level 4 qualifications while the fastest declining occupations are generally those requiring NVQ level 2 and lower qualifications. Although low skilled jobs are expected to persist and will remain important as a labour market entry point for many groups, such as those seeking to move out of unemployment, it is likely that these jobs will have to be up-skilled in order to make improvements in service and product quality and to meet changes in consumer demand.

### Highest level of qualification

The Census 2021 provides estimates for self-reported highest level of qualification for residents aged 16 years and over.<sup>39</sup> **Figure 8.2** and **Figure 8.3** show for those that reported having no qualifications, the average for Norfolk decreased (improved) from 26.3% in 2011 to 20.4% in 2021, but still sits above (worse than) the average for England (18.2%). The worst performing district in Norfolk remained Great Yarmouth (26.5%), which was the fourth worst district in England (from seventh in 2011), although the level of those with no qualifications in Great Yarmouth has decreased (improved) since 2011 (32.8%). King's Lynn & West Norfolk (23.4%) and Breckland (22.3%) had the next highest levels of those with no qualifications, both above the averages for Norfolk and England.

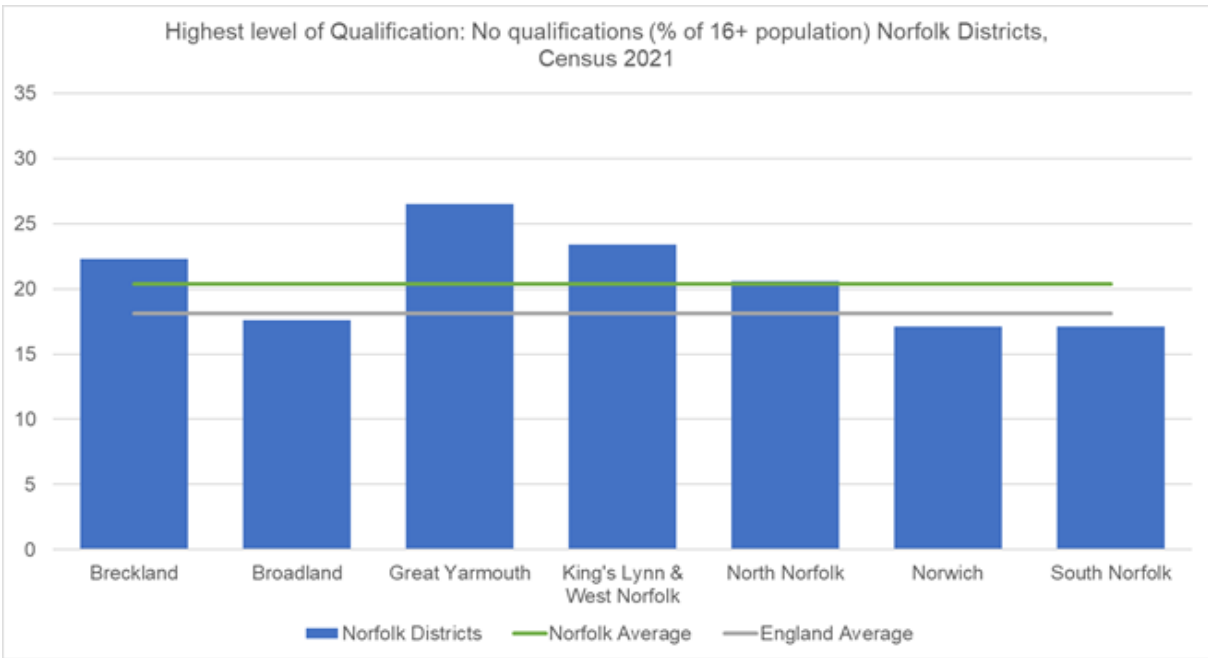
<sup>39</sup> ONS Census 2021 – highest level of qualification data

**Figure 8.2: Highest level of Qualification: No qualifications (% of 16+ population), Census 2011**



Source: ONS Census 2011

**Figure 8.3: Highest level of Qualification: No qualifications (% of 16+ population), Census 2021**

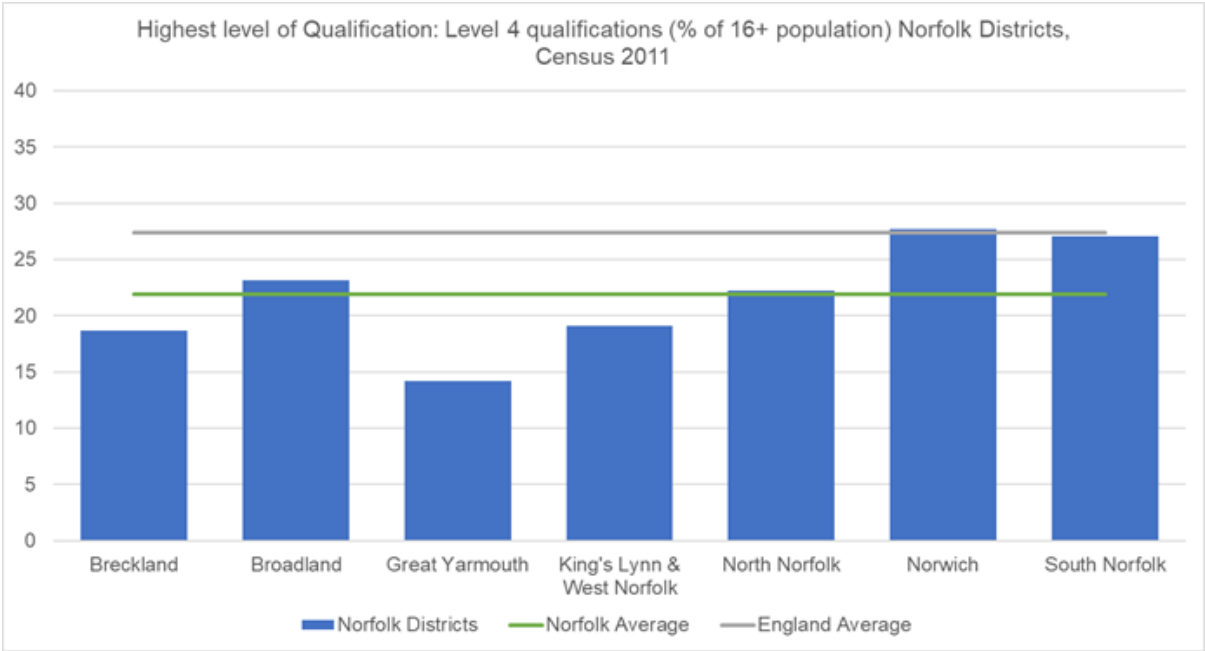


Source: ONS Census 2021

**Figure 8.4** and **Figure 8.5** show for those that reported having Level 4 qualifications (which include those with a degree, higher degree or equivalent) as their highest level of qualification, the average for Norfolk increased (improved) from 21.9% in 2011 to 26.7% in 2021, but still sits below (worse than) the average for England (33.9%). In 2021, the worst performing district in Norfolk was Great Yarmouth (18.2%), which was also the worst performing district in England for this indicator. Breckland (23.1%) and Kings Lynn & West Norfolk (23.3%) also performed worse than the Norfolk average.

Only Norwich performed better than the England average with 34.1% of the population aged 16+ with their highest level of qualification being Level 4 or above.

**Figure 8.4: Highest level of Qualification: Level 4 (% of 16+ population), Census 2011**



Source: ONS Census 2011

**Figure 8.5: Highest level of Qualification: Level 4 (% of 16+ population), Census 2021**



Source: ONS Census 2021

## **Education, Employment and Training**

For most young people, being not in education, employment, or training (NEET) is a temporary outcome as they move between different education and training options. The characteristics of young people who are not participating are diverse, although there are some groups that are at greater risk of becoming NEET. This includes, for example, those with few or no qualifications and those with a health problem, disability, or low aspirations. Latest data shows that for the year ended March 2022, the proportion of Norfolk's 16- and 17-year-olds participating in education and training is 87.5%, compared with 91.6% for the East of England region and 92.3% for England. The proportion of Norfolk's 16 and 17-year-olds who are NEET (including not known, as not knowns can mask underlying NEET) is 5.2%, compared with 4.2% for the East of England region and 5.2% for England. Males are more likely to be NEET than females for Norfolk, the region, and nationally.<sup>40</sup>

## **Apprenticeships**

Apprenticeships have a critical role to play, not only in furnishing young people with important skills, but also in developing a highly skilled and productive workforce that underpins economic prosperity. For Norfolk, the latest published data shows there were around 5,120 apprenticeship starts during 2021/22 academic year, compared with 4,350 during 2020/21 academic year. In 2021/22 academic year, the sectors that have the highest numbers of people starting apprenticeships in Norfolk are Health, Public Services, and Care; and Business, Administration and Law – this has been the case over the last few years. The highest number of apprenticeship starts for 2021/22 academic year at the intermediate level are in Retail and Commercial Enterprise; the highest number of starts at the advanced level are in Business, Administration and Law; and the highest number of starts at the higher level are in Health, Public Services, and Care.<sup>41</sup>

---

<sup>40</sup> Department for Education NEET and participation data -

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

<sup>41</sup> Norfolk County Council Apprenticeships data, 2021/22 academic year

## 9 Concluding remarks

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

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

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



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

If you have any queries about this publication, please contact NODA by email [i&a@norfolk.gov.uk](mailto:i&a@norfolk.gov.uk)

[www.norfolk.gov.uk/noda](http://www.norfolk.gov.uk/noda)

[www.norfolk.gov.uk](http://www.norfolk.gov.uk)

**Published August 2023**