

Downham Market and Villages

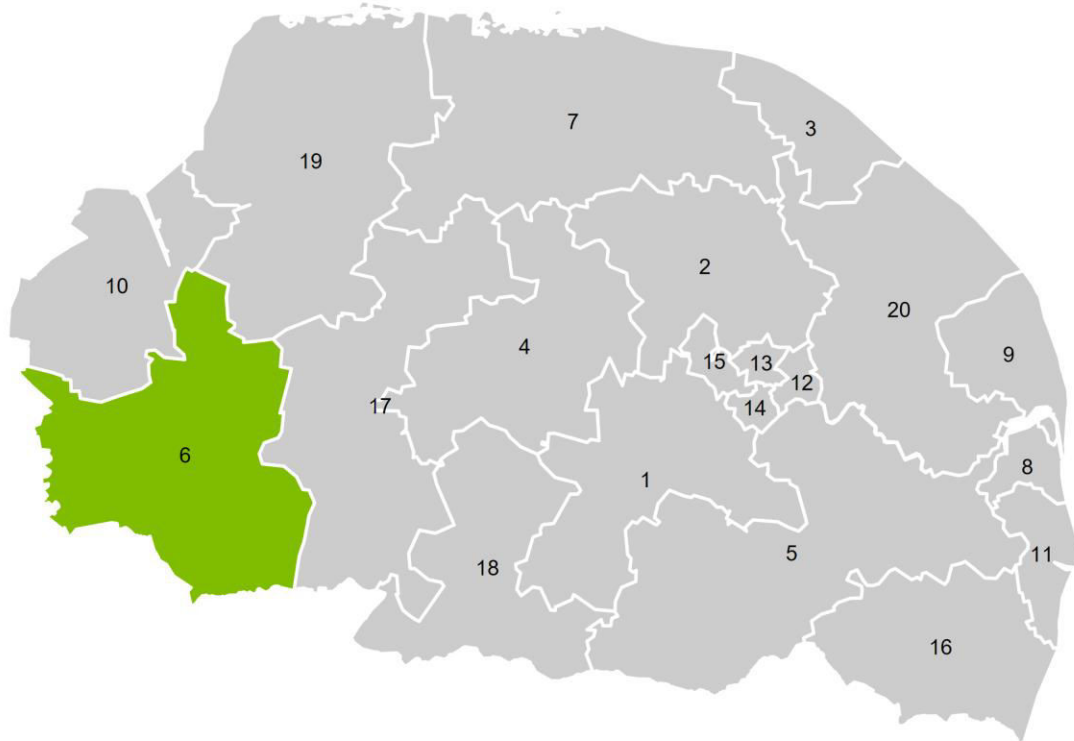
I&A Public Health Intelligence

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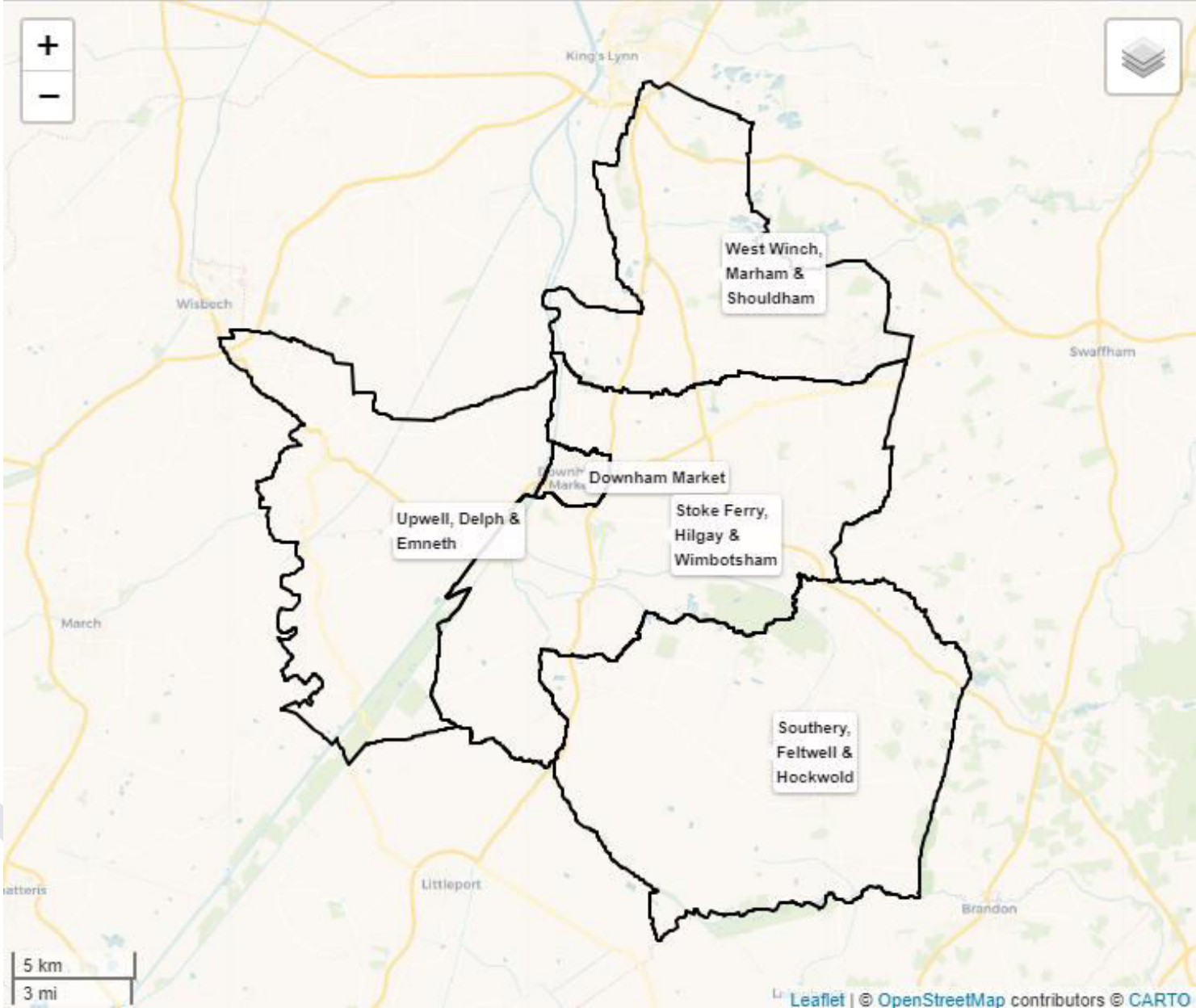
Neighbourhood areas



Nr	Name	Resident Population ¹
1	A11 Attleborough and Wymondham	75,007
2	Aylsham, Coltishall and Reepham	43,737
3	Cromer and North Walsham	34,257
4	Dereham	50,190
5	Diss, Long Stratton, Loddon Waveney Valley	74,657
6	Downham Market and Villages	47,112
7	Fakenham, The Raynhams, Holt and Sheringham	45,873
8	Gorleston	44,337
9	Great Yarmouth and Northern Villages	56,192
10	King's Lynn and Marshland North	72,760
11	Lowestoft	78,700
12	Norwich East	54,275
13	Norwich North	53,717
14	Norwich South	64,785
15	Norwich West	52,943
16	South Waveney	37,456
17	Swaffham and Villages	26,241
18	Thetford and Watton	52,313
19	West Norfolk Coastal	34,604
20	Wroxham, Stalham and the Broads	55,629
Total		1,054,785

¹2024 mid-year-estimates for small areas (ONS)

Local areas (MSOAs)



Neighbourhood Profiles

What they are:

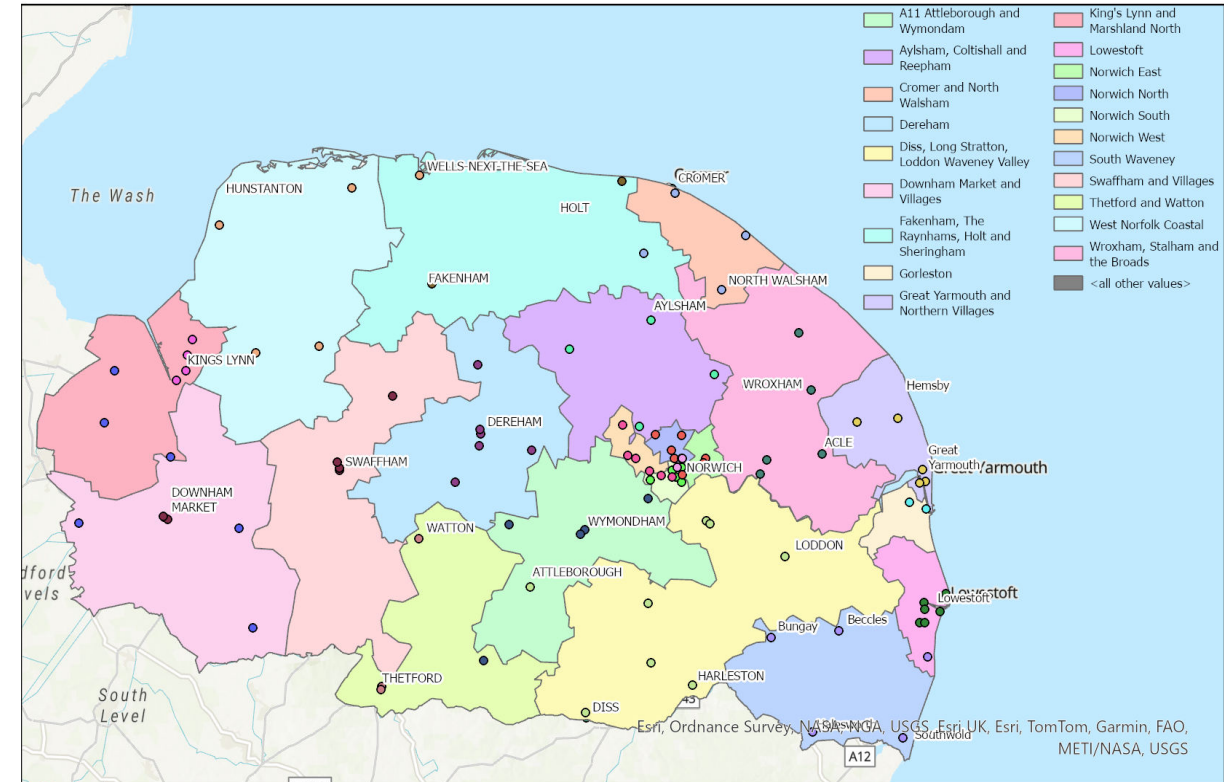
- Summaries of health, wellbeing, and wider determinants in each neighbourhood
- Based on local data, insights, and community context
- Highlight key challenges and opportunities for improving population health

Why they matter:

- Provide a shared evidence base for health, care, and community partners
- Support integrated planning and decision-making at neighbourhood level
- Help identify inequalities and target resources where they're most needed
- Research shows neighbourhood characteristics strongly influence health and wellbeing outcomes and advocates for neighbourhood areas that reflect local perceptions and activity

How they'll be used:

- Inform health and social care, Integrated Neighbourhood Teams (INTs) and wider system partners to guide service design, prevention initiatives, and community engagement and enable monitoring of progress over time

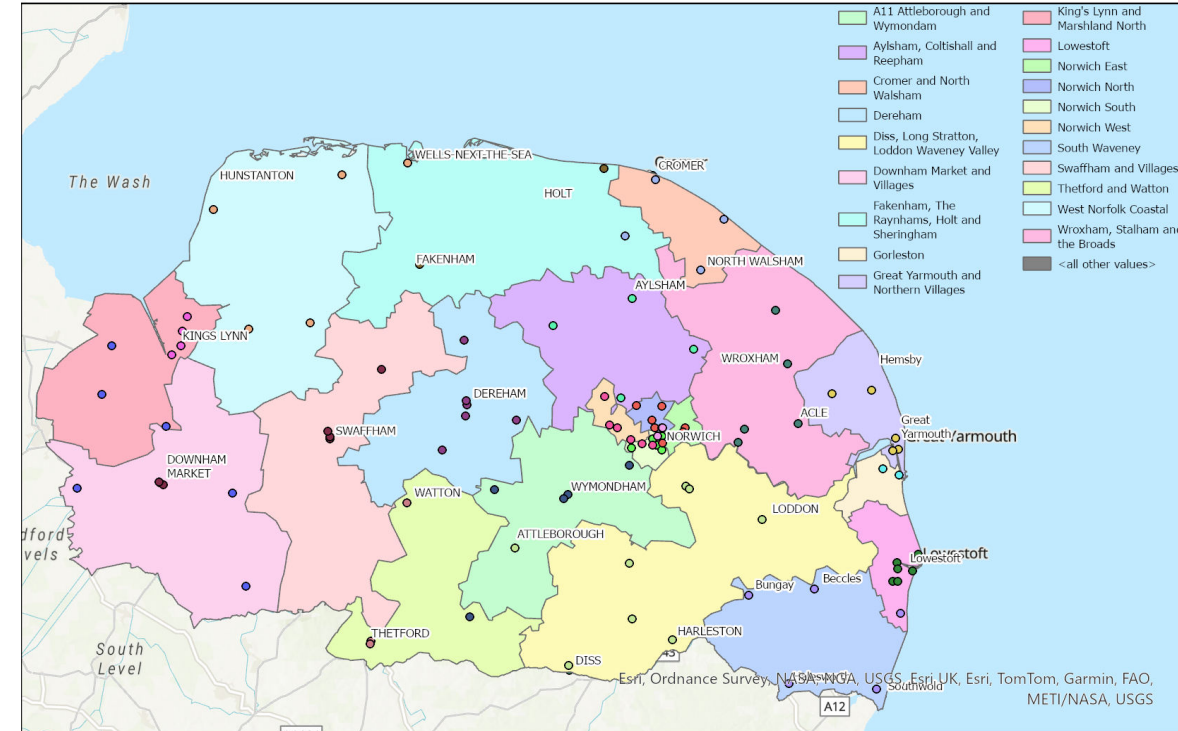


How do we define neighbourhoods?

There is no single definition of a neighbourhood in the NHS and local authority planning context. Neighbourhoods can be understood in several ways:

- Administrative or statistical boundaries such as wards, parishes, or Middle Layer Super Output Areas (MSOAs), which provide stable geographies for data analysis.
- Economic centres like market towns or main urban areas, reflecting where people live, work, and access services.
- Functional service areas, for example, GP practice or NHS trust catchments, which align with how health and care services are delivered.
- Collaborative structures such as Primary Care Networks (PCNs) or integrated care partnerships, which represent groups of organisations working together to serve a defined population.

These neighbourhood profiles draw on recorded data for these areas - whether by GP practice population, PCN, or statistical geography - to provide a shared evidence base for planning, resource allocation, and addressing health inequalities.



Methods

Most of the data used in this profile is based on information available at local (MSOA) level and thus calculated for the neighbourhood or local areas within the neighbourhood.

There are several exceptions:

- Slide 27: Life expectancy inequality is based on difference between the most and least deprived small areas (LSOAs). Because neighbourhood areas are relatively small, life expectancy inequality at the **Partnership (lower tier local authority)** or **Place (formerly CCG)** level that best matches the neighbourhood area was used ([Population - JSNA - Norfolk Insight](#)).
- Slide 34: The contribution of behavioural risk factors to mortality and morbidity is calculated by the Institute for Health Metrics and Evaluation and is available at no smaller than **county** level ([VizHub - GBD Compare](#)).
- Slides 38 and 46: Behavioural risk factors were estimated for **Partnership (lower tier local authority)** level for Norfolk's Health and Wellbeing Profiles ([Health & wellbeing profiles - JSNA - Norfolk Insight](#)).
- Slides 41 & 42: Estimates of long-term conditions are estimated based on GP NHS Quality Outcomes Framework records. Here, we show estimates for the **Primary Care Network** encompassing the largest number of GP practices at which Neighbourhood residents are registered.



Population and deprivation

- This section introduces demographic and deprivation data for Downham Market and Villages, highlighting population structure and socioeconomic challenges.

Population and deprivation summary

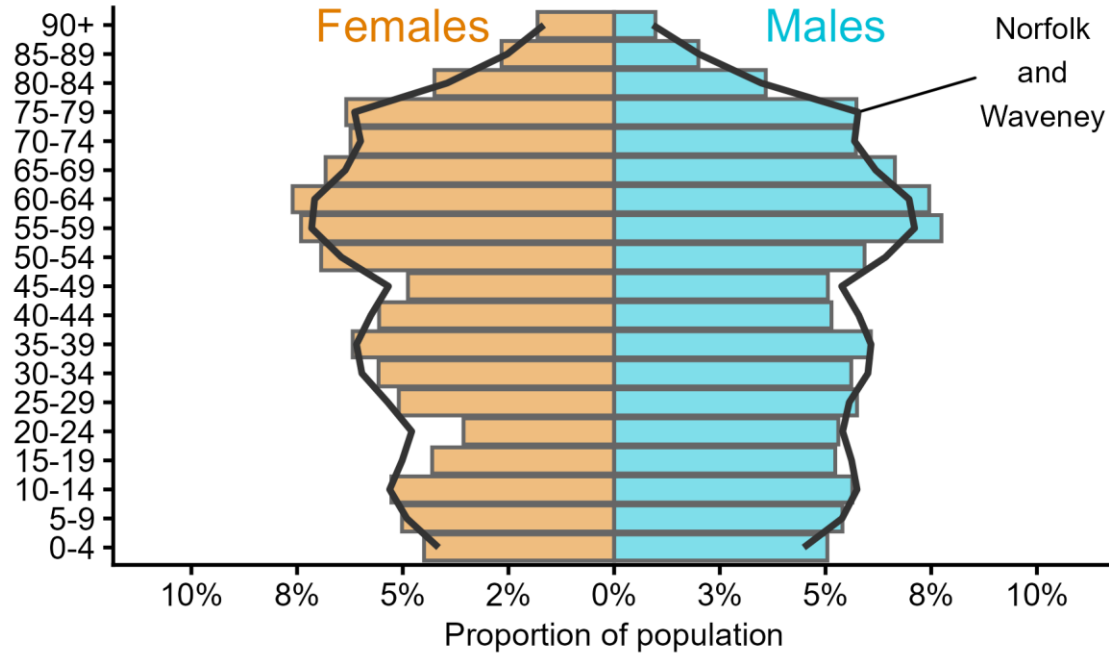
Downham Market and Villages has a predominantly rural population with small market towns and villages. The area's age distribution is similar to Norfolk and Waveney overall, albeit with a notably smaller proportion of females in their late teens and early twenties.

Socioeconomic deprivation is relatively low overall, but pockets of disadvantage exist, particularly in isolated communities.

	Period	England	Downham Market	Southery, Feltwell & Hockwold	Stoke Ferry, Hilgay & Wimbotsham	Upwell, Delph & Emneth	West Winch, Marham & Shouldham
Resident population (aged 0 to 15)	2022	18.5	16.3	18.5	14.6	16.7	16
Resident population (aged 65 and over)	2022	18.6	29.4	21.4	28.3	24.8	24.1
Resident population (aged 85 and over)	2022	2.5	5.7	2.45	3.49	2.99	3.31
Population density: people per square kilometre	2022	438	2180	52.3	49.5	91.1	106
Poverty: Index of Multiple Deprivation	2019	21.7	19.6	20.8	20.2	29.1	14.3
Poverty: English Indices of Deprivation	2019	12.9	12	9.04	8.55	13.6	6.52
Children in poverty: Income Deprivation Affecting Children Index (IDACI) (aged 0 to 15)	2019	17.1	17.7	10.6	7.53	17.4	7.73
Older people in poverty: Income Deprivation Affecting Older People Index (IDAOPI) (aged 60 and over)	2019	14.2	10.8	11.6	11.4	14.9	8.89
Fuel poverty (low income, low energy efficiency methodology)	2023	11.4	8.91	16.4	14.9	14.3	12.6
Unemployment: people claiming out of work benefit (aged 16 to 64)	2024/25	4.07	2.53	1.62	2.05	3.15	1.24
Long-term unemployment: people claiming out of work benefit for over 12 months (aged 16 to 64)	2024/25	0.51	0.47	0	0	0	0

Demography in Downham Market and Villages

Downham Market and Villages population compared to Norfolk and Waveney 2024



Source: ONS 2024 mid-year estimates

The area's age distribution is similar to that of Norfolk and Waveney overall, albeit with a notably smaller proportion of females in their late teens and early twenties.

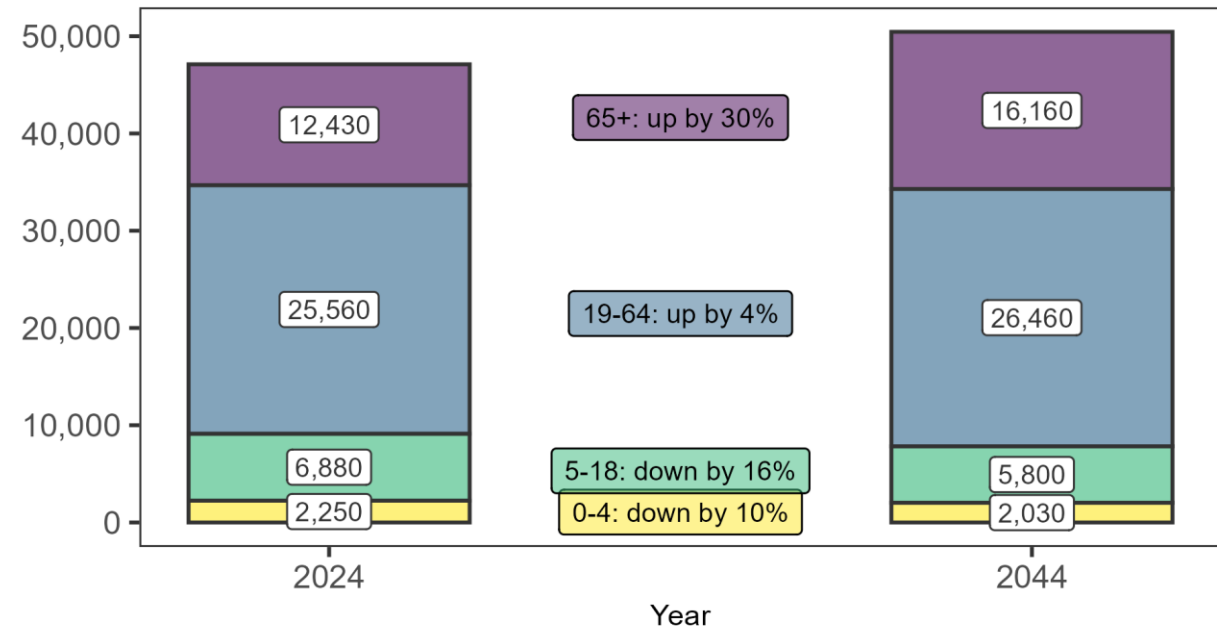


The age group with the largest projected population growth by 2044 in Downham Market and Villages is people aged 65+.

Locally, the MSOA with the largest estimated overall population growth is Downham Market with a 9.1% population increase by 2044.

Population projections by age groups for Downham Market and Villages

Residents



Source: ONS population projections (2025); Age-specific LTLA projections applied to MSOA SYOA mid-2024 populations

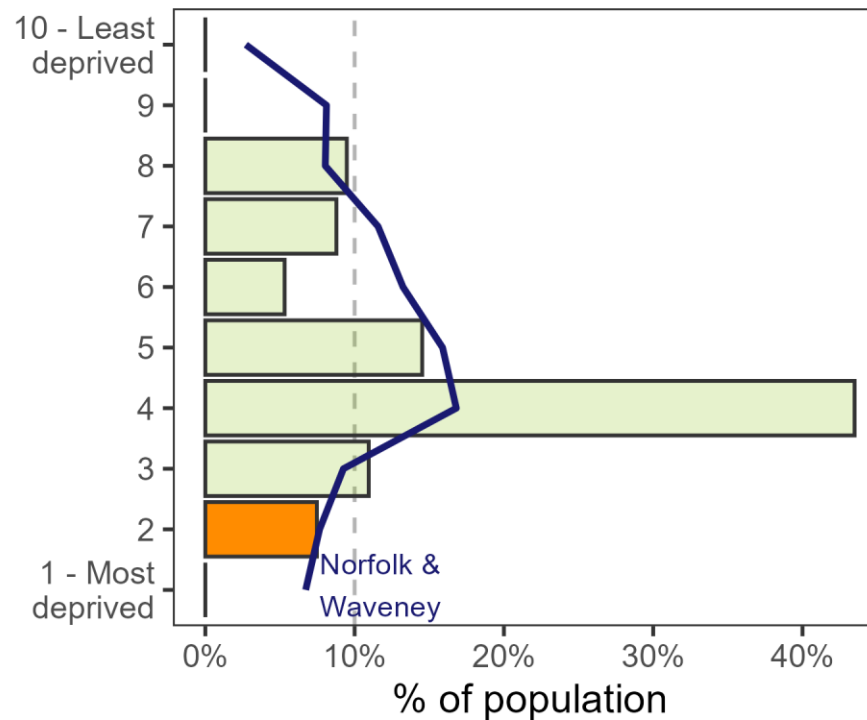
Deprivation in Downham Market and Villages

Core20 LSOAs in Downham Market and Villages



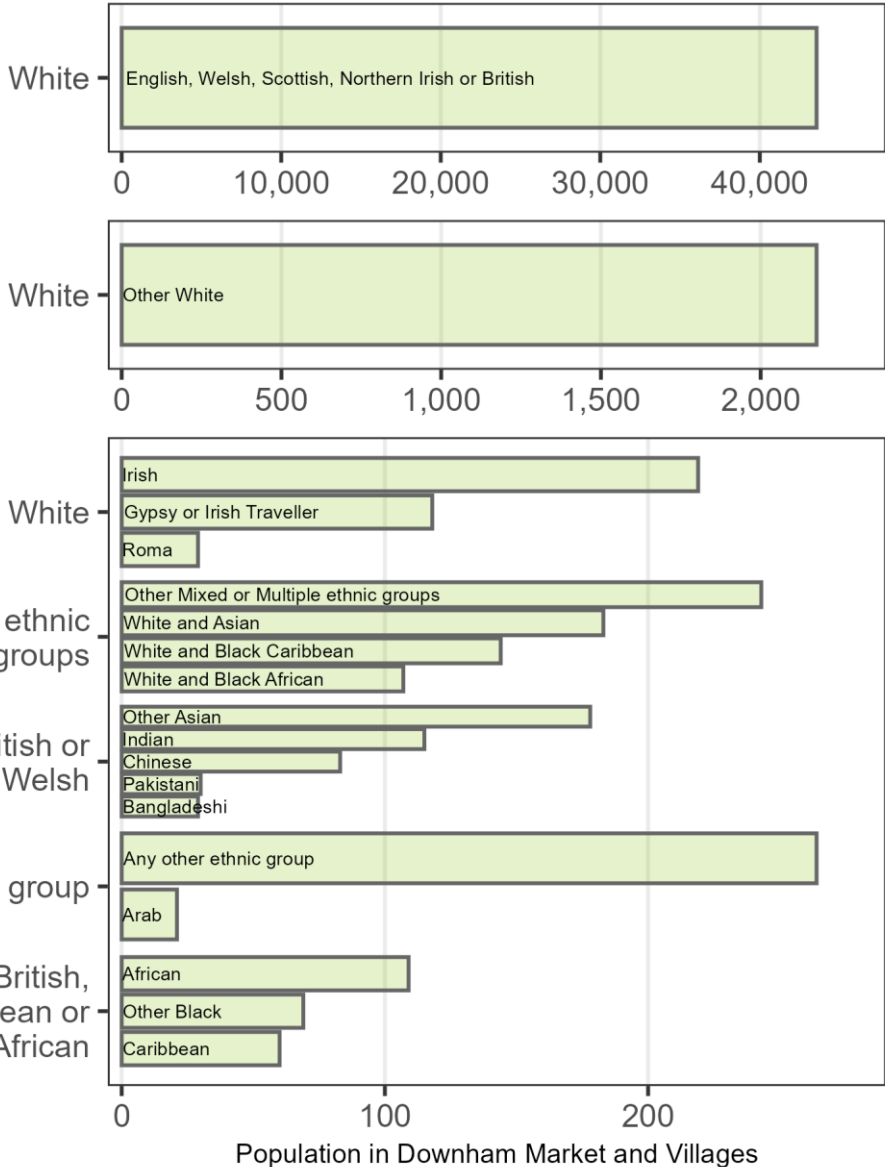
7.5% of the population of Downham Market and Villages live in small areas that are among the 20% most deprived areas in England (Core20 areas). Across Norfolk and Waveney, 14.4% live in Core20 areas.

IMD 2025 Decile



Index of Multiple Deprivation 2025, Department for Levelling Up, Housing and Communities; ONS 2024 mid-year population estimates

Ethnicity in Downham Market and Villages



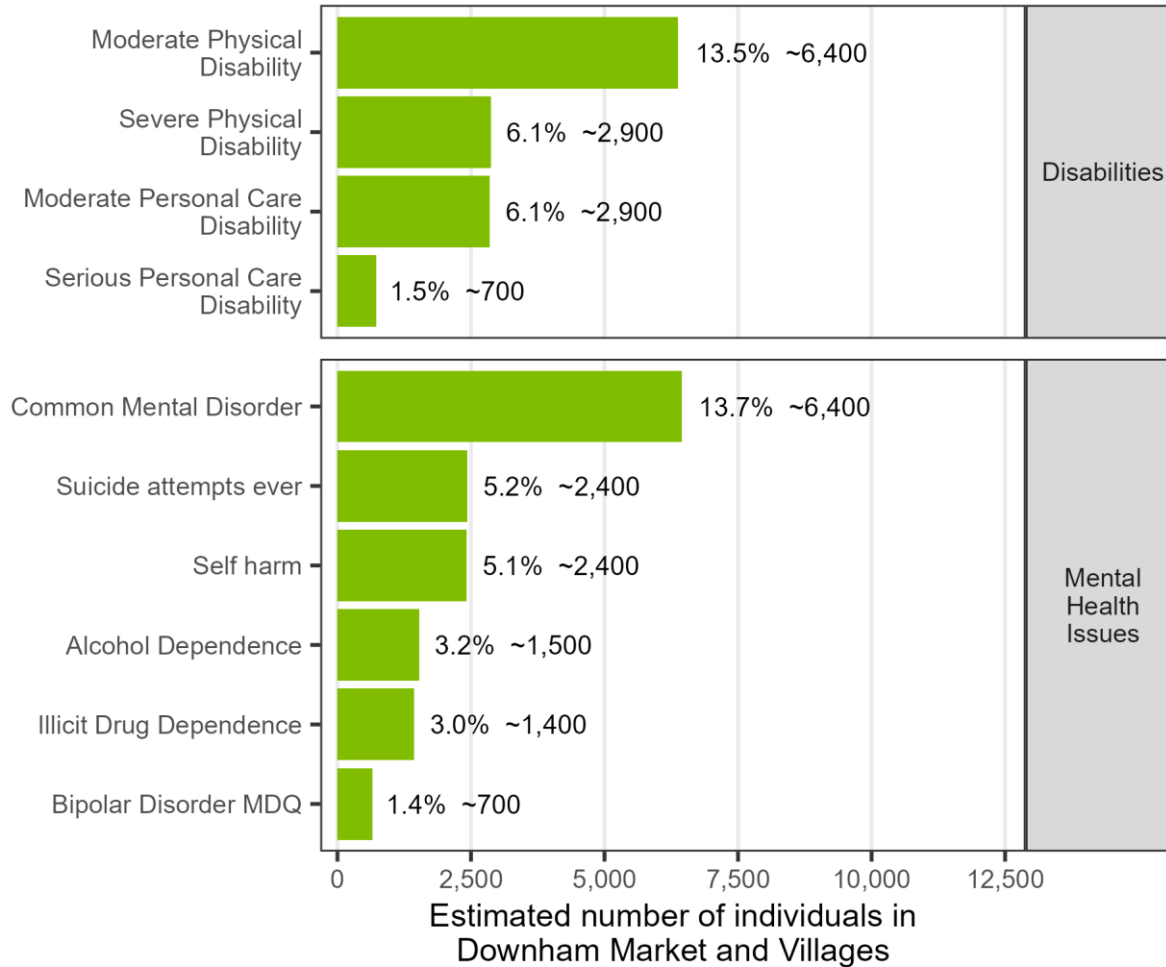
Source: Census 2021 (obtained through NOMIS)

Ethnicity group	Population	Proportion
White	46,099	96.6%
Mixed Or Multiple Ethnic Groups	677	1.4%
Asian Asian British Or Asian Welsh	435	0.9%
Other Ethnic Group	285	0.6%
Black Black British Black Welsh Caribbean Or African	238	0.5%

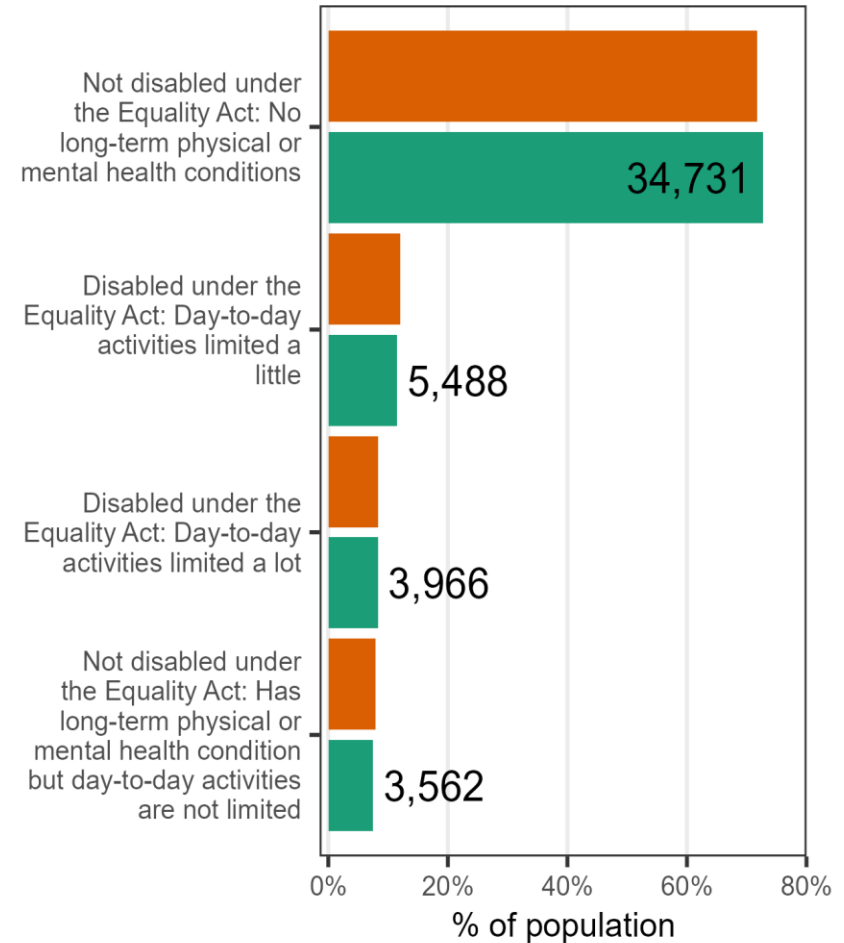
Source: Census 2021 (obtained through NOMIS)

Small areas (MSOAs) with the highest proportions of non-White residents in Downham Market and Villages include Southery, Feltwell & Hockwold (5.8%) and Downham Market (4.2%).

People with disabilities and vulnerable populations



Sources:
 PANSI/POPPI, Psychiatric Morbidity Survey
 ONS 2024 mid-year population estimates



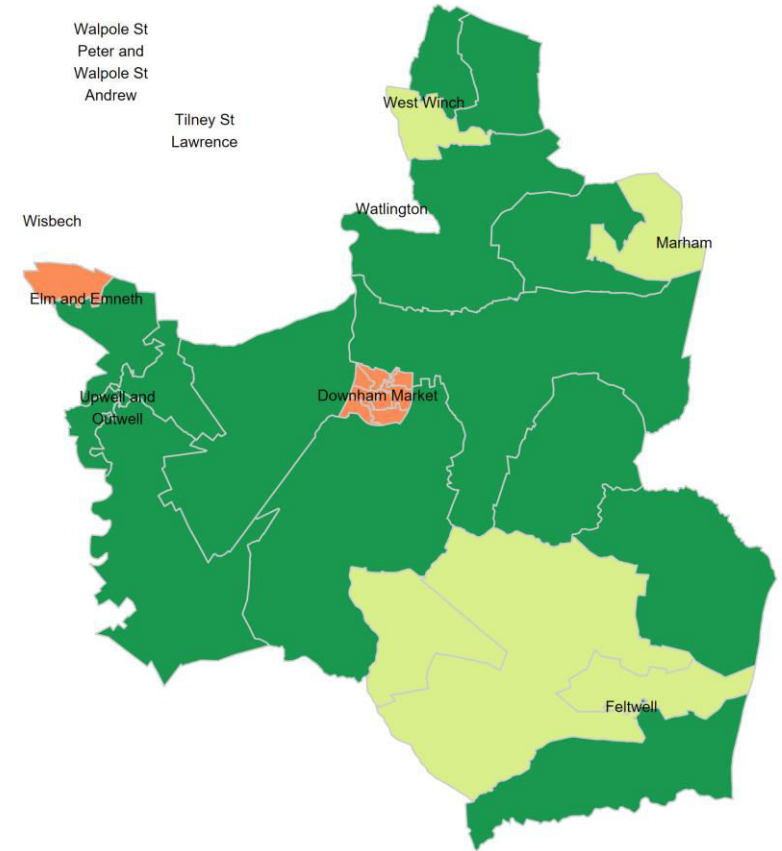
Source: 2021 Census (ONS)

Area

- Norfolk and Waveney
- Downham Market and Villages

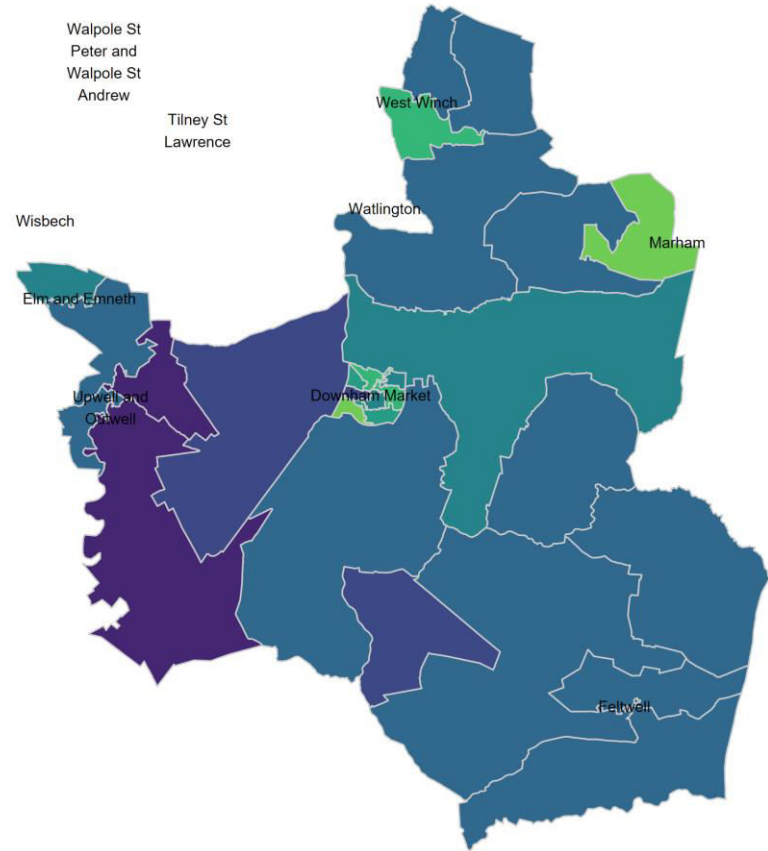
Rurality and Deprivation in Downham Market and Villages

ONS Rural Urban Classification



- Urban: Nearer to a major town or city
- Urban: Further from a major town or city
- Larger rural: Nearer to a major town or city
- Larger rural: Further from a major town or city
- Smaller rural: Nearer to a major town or city
- Smaller rural: Further from a major town or city

Index of Multiple Deprivation deciles



- 1 - Most deprived
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Least deprived

Children in Poverty

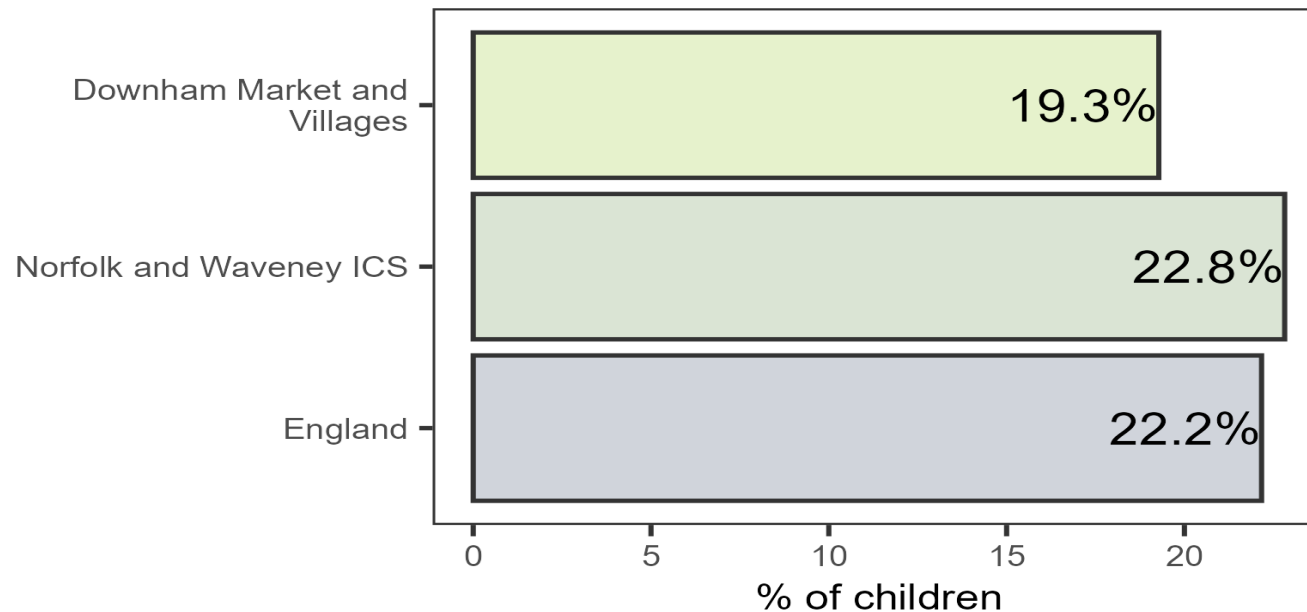
In Downham Market and Villages, 19.3% of children aged 0-19 live in low-income families, compared to 22.8% across Norfolk and Waveney and 22.2% across England.

28.2% of children aged 0 to 15 in Downham Market and Villages are estimated to live in poverty according to the Income Deprivation Affecting Children Index (IDACI). In England overall, this is 36.25%.

In Downham Market and Villages, 22.0% of pupils from Reception to Year 13 are eligible for free school meals. This is significantly lower than across all schools in Norfolk, where 23.9% of pupils are eligible.



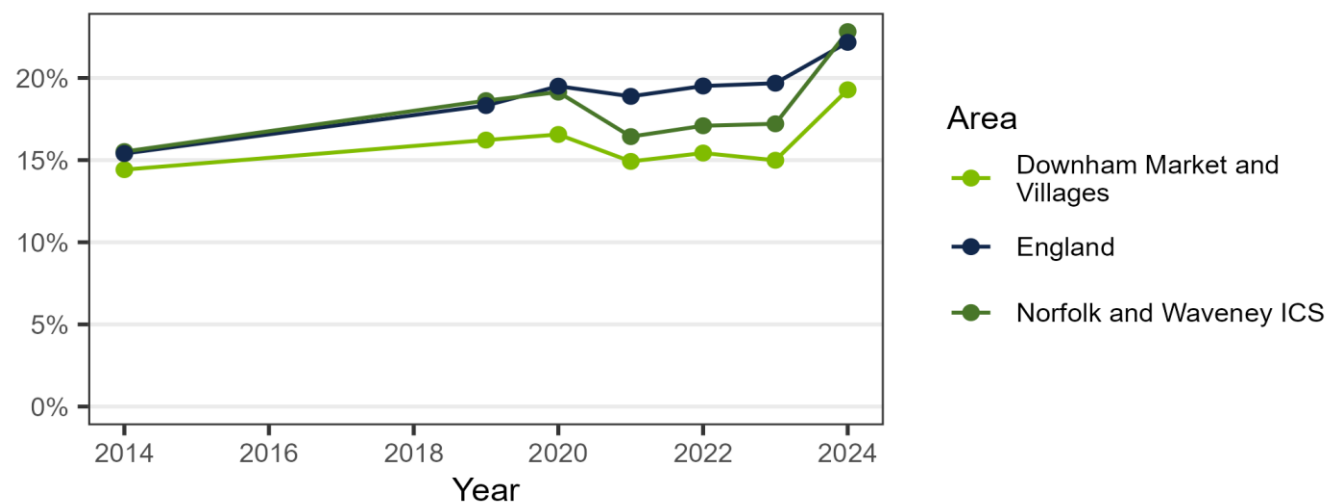
Children aged 0-19 in relative low-income families



Source: Local Insight (OCSI)

Children aged 0-19 in relative low-income families

% of children



Source: Local Insight (OCSI)

Economy, employment and housing

Economy and Employment

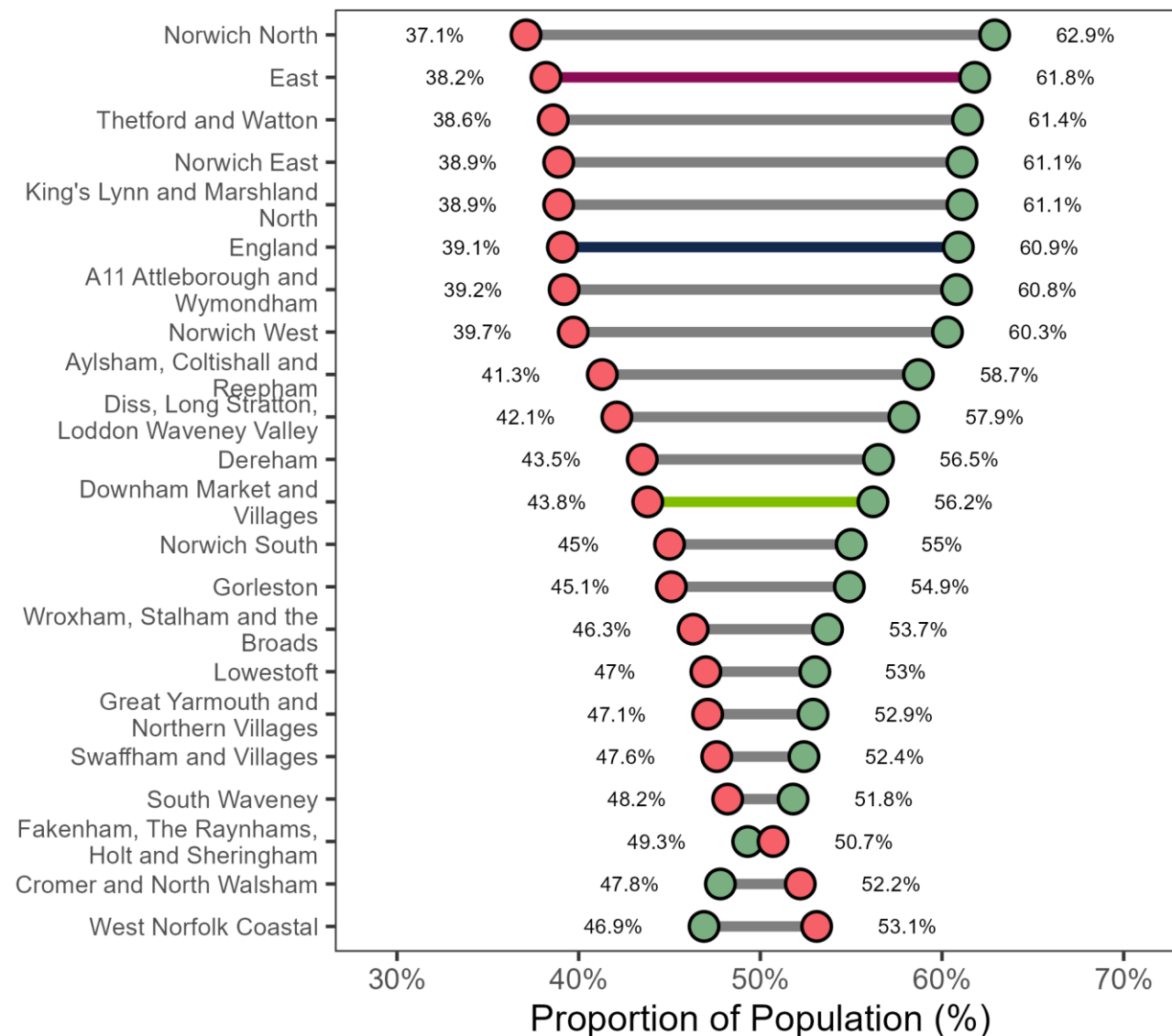
Economic Activity Across Areas (Census 2021)

Economic Activity ● Inactive ● Active

Economically Active Definition: Aged between 16-64 and either in employment, unemployed but looking for work and could start within two weeks of an offer, or unemployed but waiting to start a job that has been offered and accepted.

During the **2021 Census**, the proportion of residents (aged 16-64) who were economically active within the Norfolk and Waveney neighbourhoods was generally lower than both the East of England (61.8% economically active) and England average (60.9% economically active).

Within the Downham Market and Villages neighbourhood 56.2% of working-age residents were classified as economically active, while 43.8% were economically inactive. These proportions position the area within the mid-range of economic activity when compared to other neighbourhoods, but still lower than the regional and national averages.



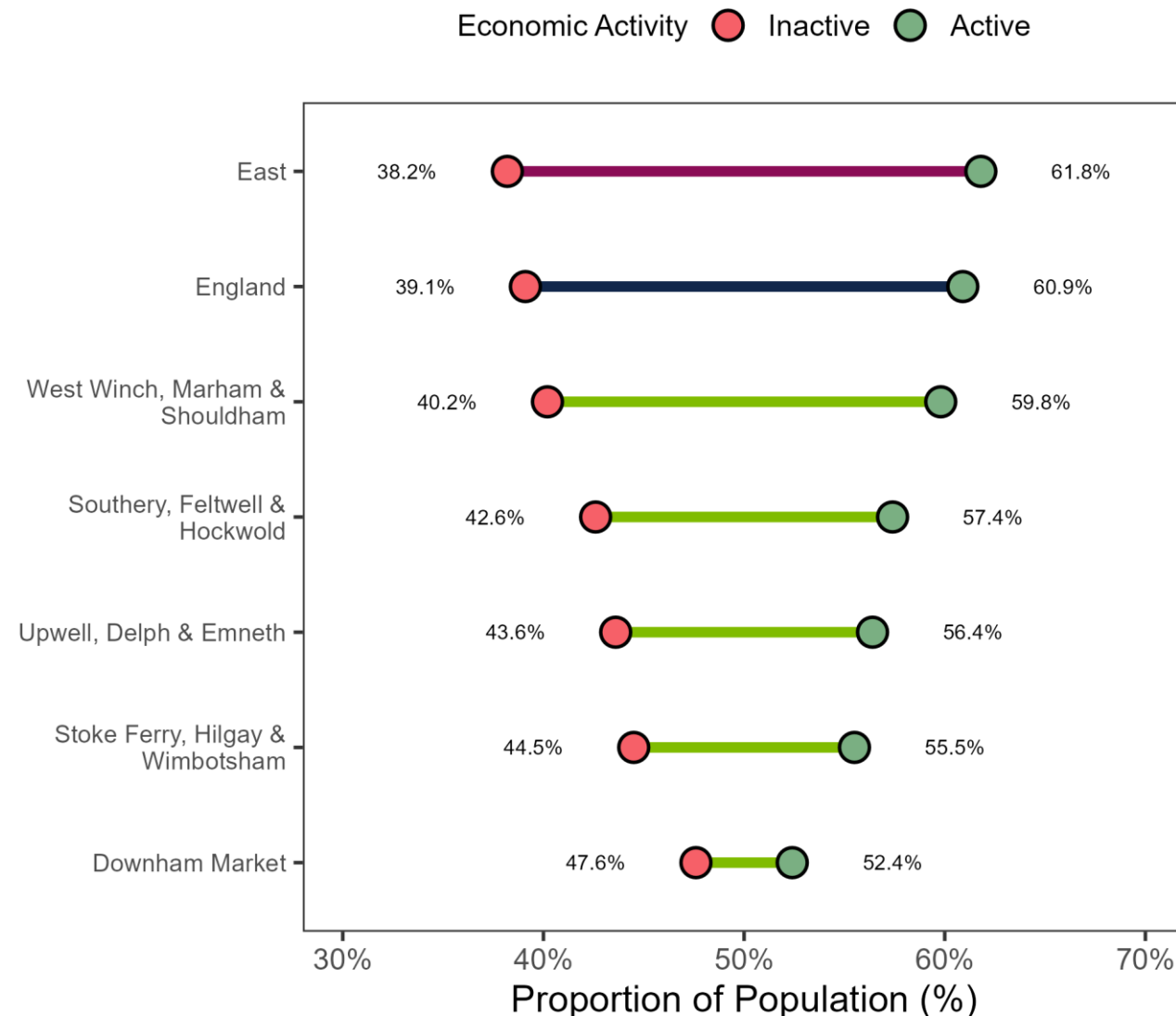
Economy and Employment

Levels of economic activity reported across MSOAs within the Downham Market and Villages neighbourhood in the 2021 Census were consistently below the East of England (61.8% active) and England (60.9% active) averages.

Within the neighbourhood, Downham Market recorded the lowest proportion of economically active residents aged 16–64 at 52.4%, indicating high levels of economic inactivity among the working-age population.

In contrast, West Winch, Marham and Shouldham recorded the highest proportion of economically active residents (59.8%) among MSOAs within the neighbourhood, though remained marginally below national and regional benchmarks.

Economic Activity Across Areas (Census 2021)



Economy and Employment

Occupation, as recorded in the 2021 Census, is derived from an individual's main job title and the activities associated with that role. Values are based on the proportion of usual residents aged 16 and over in employment.

In the Downham Market and Villages neighbourhood, Skilled Trades occupations represented the largest occupational group, with 14.7% of usual residents aged 16 years and over in employment engaged in these roles. This proportion is noticeably higher than both the Norfolk and England averages, indicating a strong presence of practical, vocational and technically specialised roles within the local labour market.

In contrast, the neighbourhood recorded a lower-than-average share of residents working in professional occupations, relative to both county and national levels. This suggests that the area has a comparatively smaller concentration of workers engaged in higher-skilled, graduate-oriented, or knowledge-based roles, such as those found in leadership, technical, or specialist professional sectors.

Occupational Groups						
Indicator	Downham Market and Villages		Norfolk		England	
	Count	Rate	Count	Rate	Count	Rate
Managers, Directors & Senior Officials	2,918	13.6%	49,365	11.9%	3,403,916	12.9%
Professional	2,851	13.3%	68,653	16.6%	5,356,649	20.3%
Associate Professional & Technical	2,859	13.3%	48,630	11.8%	3,499,749	13.3%
Administrative & Secretarial	2,046	9.5%	37,330	9.0%	2,446,565	9.3%
Skilled Trades	3,168	14.7%	52,732	12.8%	2,683,139	10.2%
Caring, Leisure & Other Service	2,106	9.8%	43,994	10.6%	2,447,148	9.3%
Sales & Customer Service	1,487	6.9%	33,402	8.1%	1,972,553	7.5%
Process, Plant & Machine Operatives	1,862	8.7%	33,235	8.0%	1,832,666	6.9%
Elementary	2,206	10.3%	46,376	11.2%	2,762,829	10.5%

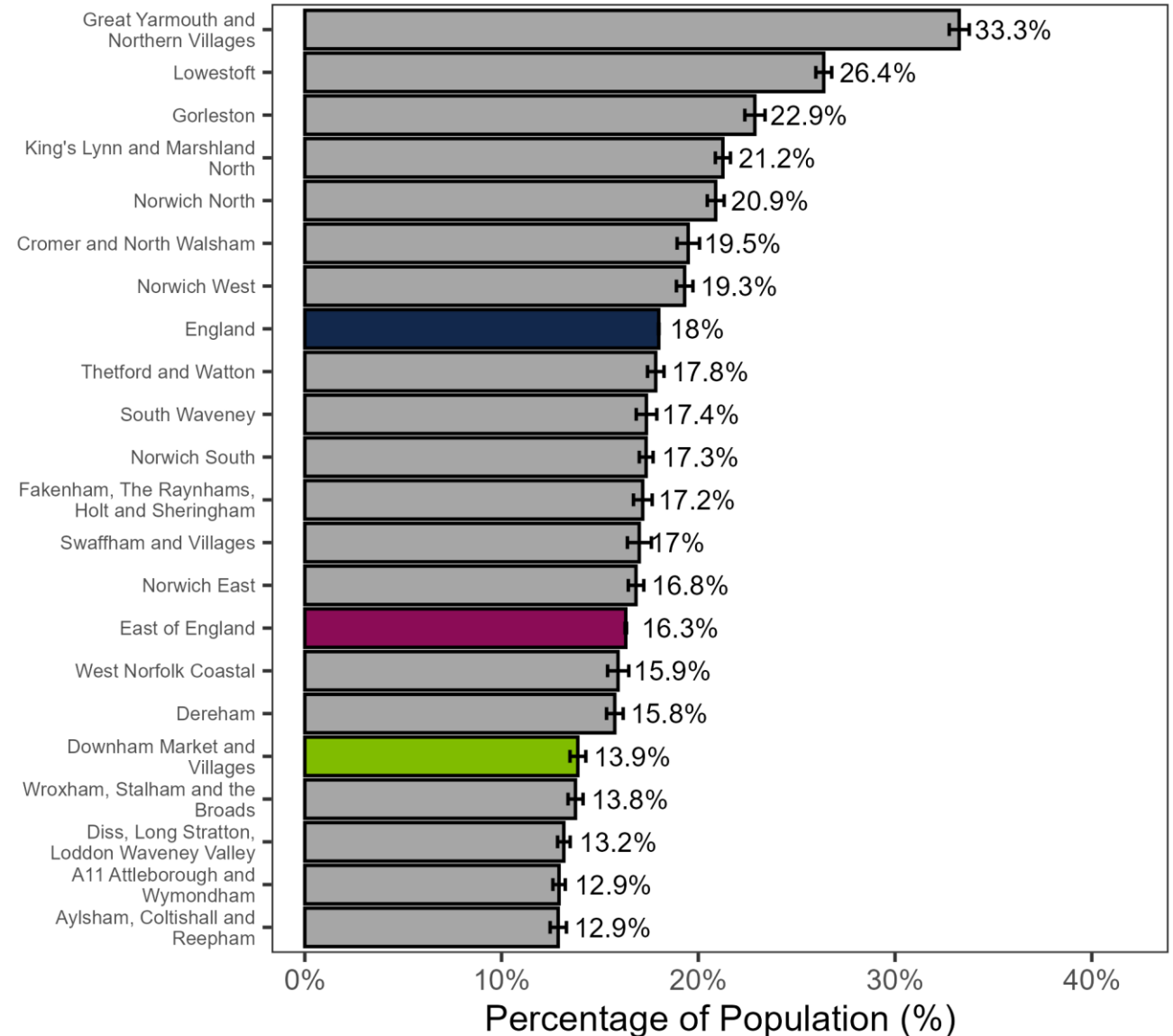
Economy and Employment

Universal Credit is a monthly payment from the government to help with living costs for individuals on a low income or out of work. Eligible individuals must be between 18 and 66 years of age and have less than £16,000 in money, saving and investments.

The graph shows the proportion of residents aged 18 to 66 claiming Universal Credit across neighbourhoods in August 2025, alongside regional and national benchmarks.

The proportion of residents claiming Universal Credit varies significantly across neighbourhoods. Downham Market and Villages reported a significantly lower proportion of individual claimants (13.9%) than 15 of the other 19 neighbourhoods during August 2025. In addition, the proportion of claimants was significantly lower than both the East of England (16.3%) and England (18%) averages.

Percentage of Population Claiming Universal Credit by Area (Aug 2025)



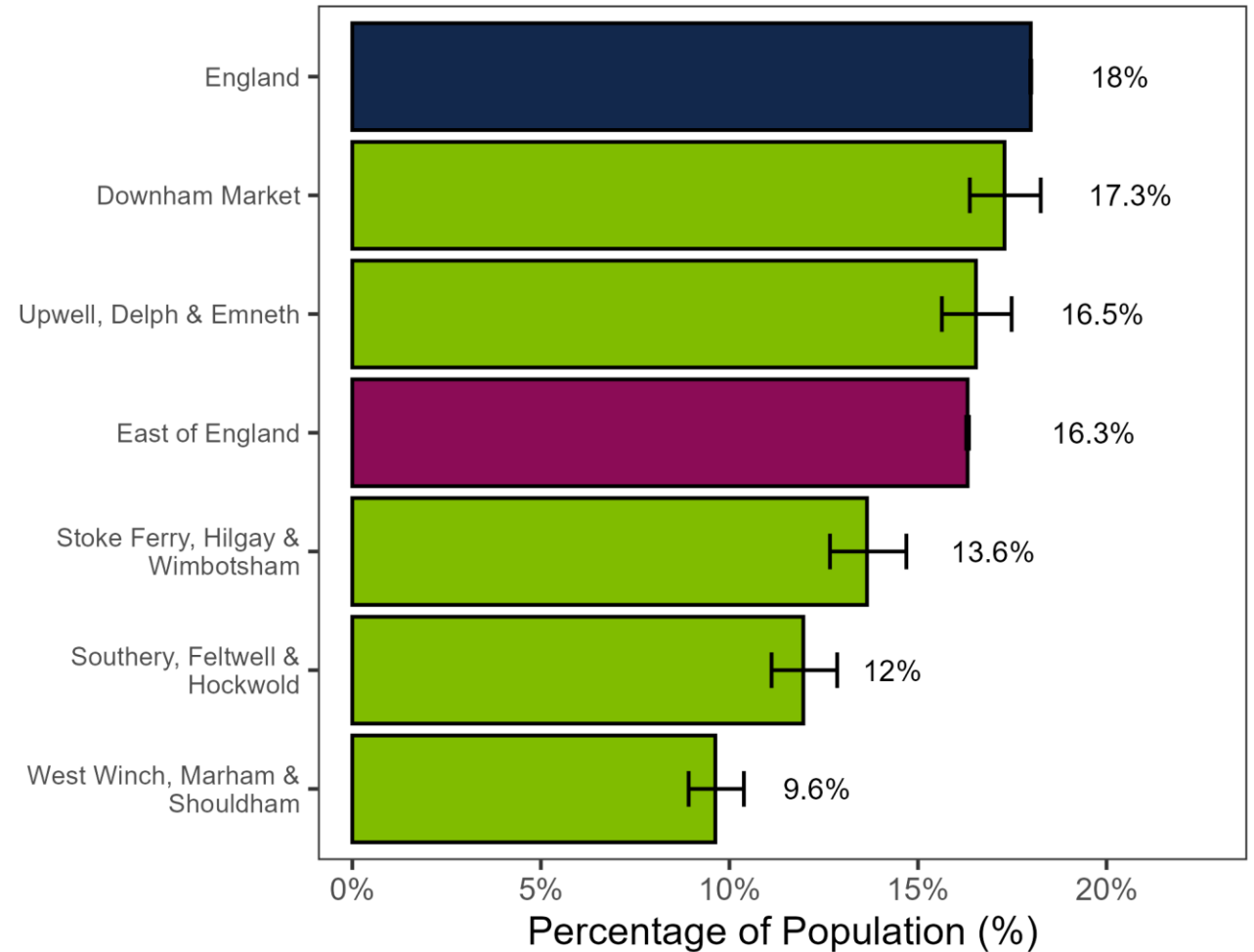
Economy and Employment

In August 2025, the proportion of residents aged 18 to 66 claiming Universal Credit in the Downham Market and Villages neighbourhood ranged from 9.6% to 17.3%, indicating notable variation across MSOAs.

Downham Market recorded the highest proportion of claimants at 17.3%, which was significantly higher than three of the four remaining MSOAs in the neighbourhood and above the East of England average of 16.3%, though similar to the England average of 18%.

In contrast, West Winch, Marham and Shouldham reported the lowest proportion of claimants at 9.6%, markedly lower than any other MSOA in the area and below both the regional and national averages.

Universal Credit Claimants by MSOA in Downham Market and Villages (Aug 2025)



Source: Stat-Xplore, ONS 2024 mid-year population estimates

Economy and Employment

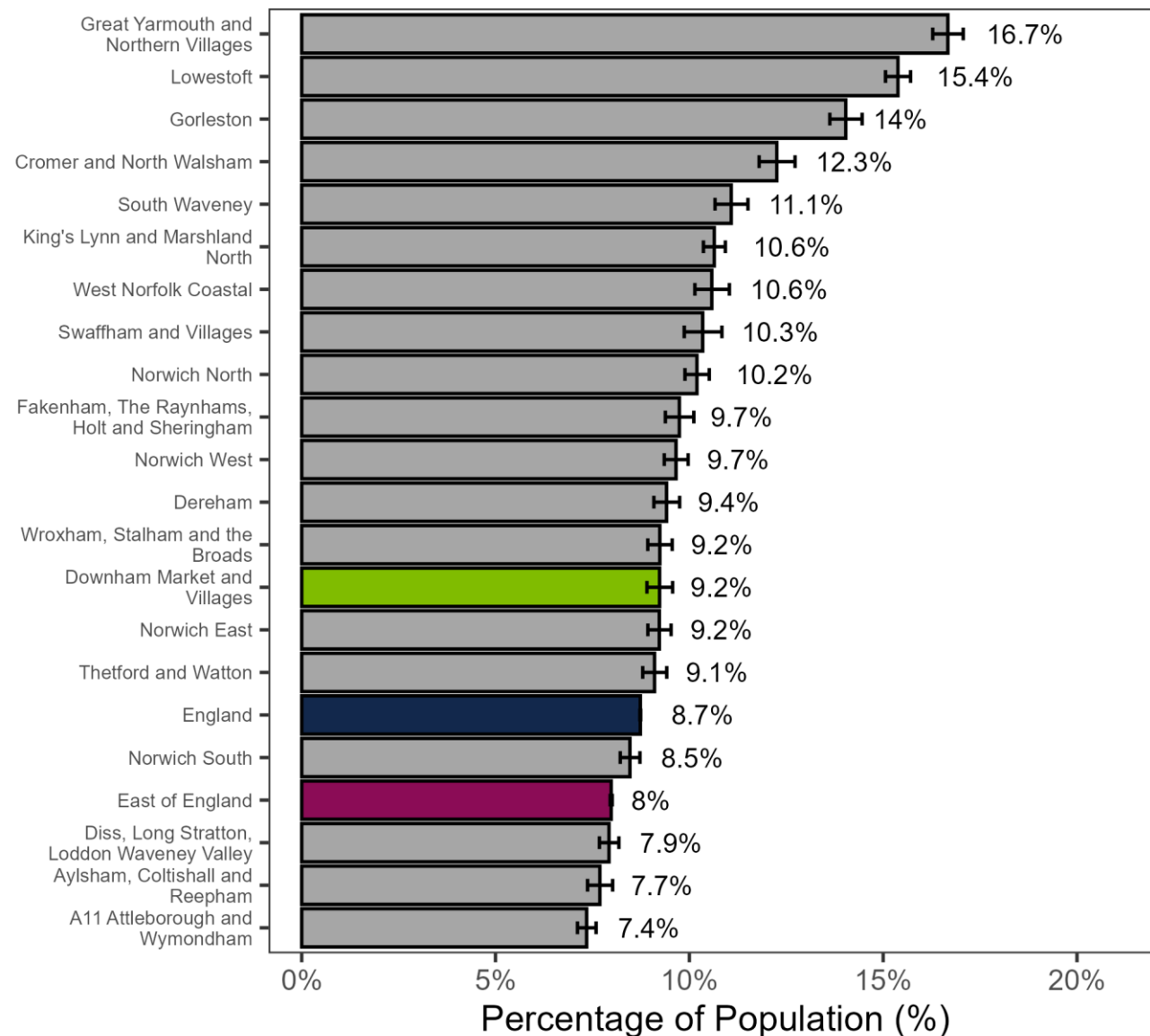
Personal Independence Payments (PIP) entitlement statistics covers individuals currently receiving PIP and those whose payments are temporarily suspended (e.g., during a hospital stay).

To be eligible for PIP an individual needs to be between 16-66 and have a long-term condition which makes everyday tasks or mobility difficult. PIP provides support through two components: daily living (help with everyday activities) and mobility (help with getting around).

The graph shows the proportion of individuals (aged 16-66) entitled PIP across neighbourhoods during June 2025, alongside regional and national benchmarks.

In June 2025, the proportion of residents entitled to PIP in the Downham Market and Villages neighbourhood was 9.2%, which was broadly consistent with the average across neighbourhoods. However entitlement in this area was higher than both the East of England average (8%) and the England average (8.7%), indicating comparatively elevated levels of PIP entitlement locally when compared with regional and national figures.

Percentage of Population Entitled to PIP by Area (June 2025)



Source: Stat-Xplore, ONS 2024 mid-year population estimates

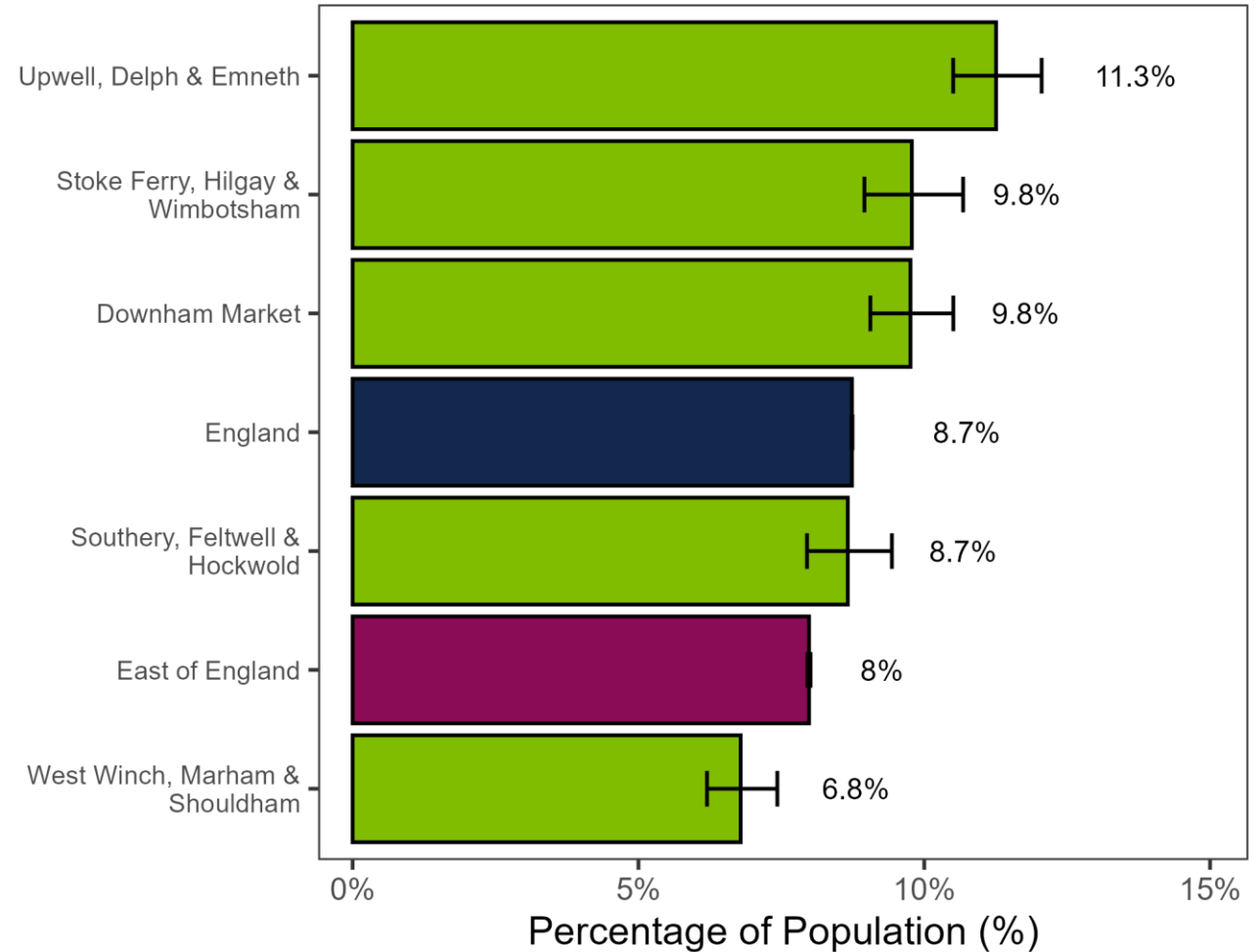
Economy and Employment

In June 2025, the proportion of residents aged 16 to 66 entitled to Personal Independence Payment (PIP) across MSOAs within the Downham Market and Villages neighbourhood differed significantly.

Upwell, Delph and Emmeth recorded the highest entitlement rate at 11.3%. This was significantly higher than Southery, Feltwell and Hockwold (8.7%) and West Winch, Marham and Shouldham (6.8%). In addition, entitlement in this MSOA was significantly higher than both the East of England average (8%) and England average (8.7%).

In Contrast, West Winch, Marham and Shouldham, recorded the lowest entitlement rate within the neighbourhood, significantly lower than all other MSOAs in the area as well as East of England and England average, indicating below-average levels of PIP entitlement.

Population Entitled to PIP by MSOA in Downham Market and Villages (June 2025)



Source: Stat-Xplore, ONS 2024 mid-year population estimates

Housing

The table shows the percentage breakdown of housing tenure types across neighbourhoods compared to England, as reported in the 2021 Census.

Compared to England, Downham Market and villages has a higher proportion of homes owned outright (43.9% vs 32.5%) and a slightly lower proportion with a mortgage (26.8% vs 28.8%). Its combined social renting rate (council and housing association) is 9.9%, which is lower than the national average of 17.1%. The private renting rate (Landlord/rent free/other) at 19.0% is also slightly lower than the England average (20.6%).

Compared to the average across neighbourhoods, Downham Market and Villages has more homes owned outright or mortgaged. A lower proportion of homes rented privately, and higher portion rented from social housing.

Area	Owned outright	Owned with mortgage or loan	Private rented with landlord	Rented from housing association	Rented from council	Private rented other	Shared ownership	Non owner occupied housing rent free
England	32.5%	28.8%	18.2%	8.8%	8.3%	2.2%	1.0%	0.1%
Downham Market and Villages	43.9%	26.8%	14.4%	7.9%	2.0%	4.6%	0.4%	<0.1%
A11 Attleborough and Wymondham	40.1%	32.9%	12.4%	9.0%	2.0%	2.2%	1.4%	<0.1%
Aylsham, Coltishall and Reepham	44.8%	29.3%	12.2%	9.3%	1.2%	2.3%	0.8%	0.0%
Cromer and North Walsham	48.4%	19.9%	15.4%	11.2%	1.9%	2.4%	0.7%	<0.1%
Dereham	43.1%	27.1%	13.1%	10.4%	2.5%	3.2%	0.5%	<0.1%
Diss, Long Stratton, Loddon Waveney Valley	44.5%	28.3%	12.1%	9.2%	2.5%	2.3%	1.0%	<0.1%
Fakenham, The Raynhams, Holt and Sheringham	48.6%	18.9%	14.6%	11.6%	2.2%	3.2%	0.8%	<0.1%
Gorleston	39.5%	27.6%	13.6%	3.7%	12.7%	2.3%	0.3%	0.3%
Great Yarmouth and Northern Villages	37.1%	20.6%	23.3%	4.1%	11.9%	2.5%	0.3%	0.2%
King's Lynn and Marshland North	34.9%	27.9%	17.0%	12.5%	4.7%	2.3%	0.6%	0.1%
Lowestoft	40.0%	24.8%	18.4%	7.1%	7.3%	2.0%	0.3%	<0.1%
Norwich East	33.9%	26.8%	18.3%	8.7%	9.6%	1.9%	0.7%	<0.1%
Norwich North	30.2%	26.9%	17.3%	6.9%	15.9%	2.2%	0.5%	0.1%
Norwich South	25.7%	18.5%	25.6%	7.8%	19.5%	2.2%	0.5%	0.2%
Norwich West	28.4%	27.7%	16.8%	9.9%	14.3%	1.7%	1.0%	0.1%
South Waveney	47.0%	21.8%	14.2%	5.5%	8.6%	2.3%	0.6%	<0.1%
Swaffham and Villages	45.3%	24.0%	12.8%	12.1%	2.4%	2.8%	0.6%	0.0%
Thetford and Watton	34.5%	27.2%	18.4%	12.8%	3.6%	2.7%	0.8%	<0.1%
West Norfolk Coastal	50.9%	19.2%	14.2%	9.7%	2.0%	3.4%	0.4%	<0.1%
Wroxham, Stalham and the Broads	47.4%	27.3%	11.3%	9.3%	1.4%	2.2%	0.9%	<0.1%

Life expectancy and mortality

- This section focuses on life expectancy and mortality trends, key indicators of overall health and inequality

Life expectancy and mortality

Life expectancy is broadly in line with Norfolk and England, but some inequalities exist between MSOAs.

Premature and preventable mortality rates are 13% lower than England, reflecting relatively good health outcomes compared to national benchmarks.

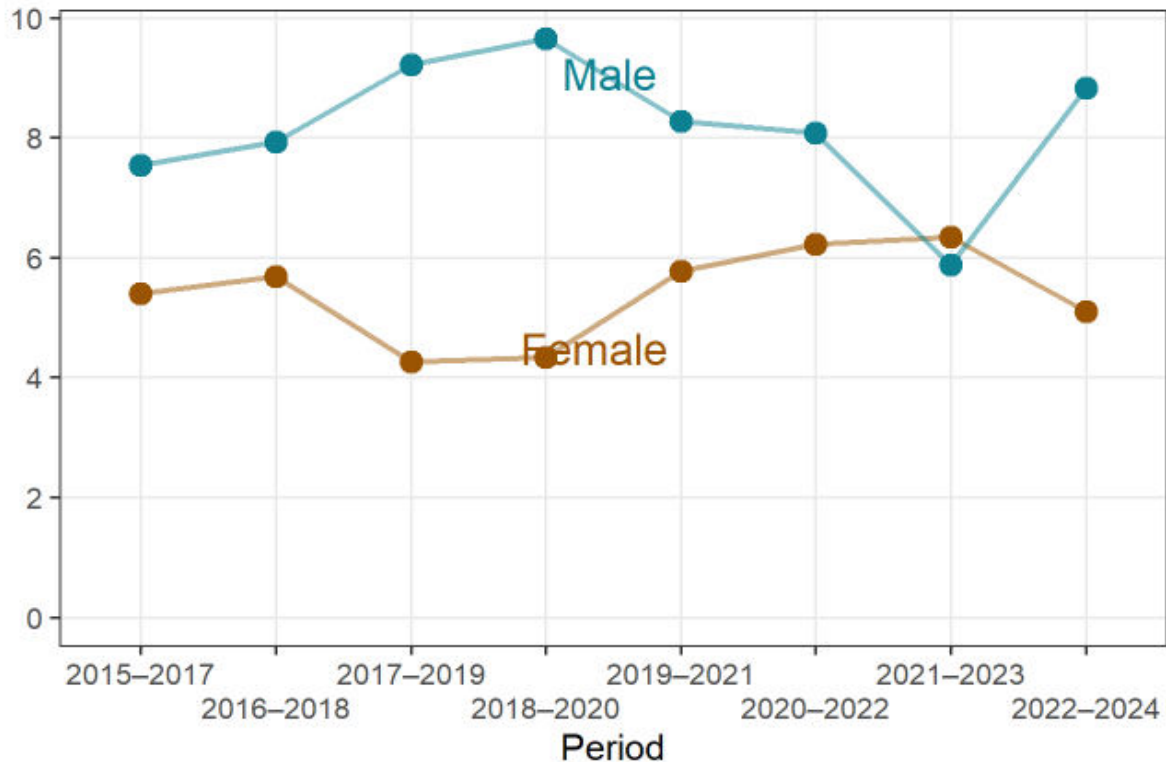
	Period	England	Downham Market	Southery, Feltwell & Hockwold	Stoke Ferry, Hilgay & Wimbotsham	Upwell, Delph & Emneth	West Winch, Marham & Shouldham
Life expectancy at birth - Female	2019 - 23	83	83	83.8	82.4	84.6	84.6
Life expectancy at birth - Male	2019 - 23	79.1	78.9	78.8	81.4	79.4	80.6
Mortality from all causes	2019 - 23	100	107	95.9	81.7	94.2	89.4
Mortality from all causes (aged under 75)	2019 - 23	100	100	79.8	91.9	86.5	72.7
Mortality from cancer	2019 - 23	100	115	99	93.5	101	92.9
Mortality from cancer (aged under 75)	2019 - 23	100	122	75.4	103	85.5	83.1
Mortality from cardiovascular disease	2019 - 23	100	95.3	107	81.2	96.2	84.5
Mortality from cardiovascular disease (aged under 75)	2019 - 23	100	84.5	76.1	88.3	89.3	70.4
Mortality from coronary heart disease	2019 - 23	100	81.8	97.2	76.1	86.9	85.7
Mortality from stroke	2019 - 23	100	114	104	84	101	81.3
Mortality from respiratory diseases	2019 - 23	100	118	86.2	106	111	85.8
Mortality from causes considered preventable (aged under 75)	2019 - 23	100	103	88.3	81.7	93.5	63.8

Life expectancy inequalities in King's Lynn and West Norfolk

There is a relatively moderate gap in life expectancy between people living in the most and least deprived areas of King's Lynn & West Norwich district. Nonetheless, the leading causes of premature death - cancer, circulatory and respiratory conditions - are more prevalent in relatively more deprived small areas. Targeted prevention and improved access to care are essential.

Change in life expectancy gap (3 year average) between most and least deprived deciles within King's Lynn and West Norfolk

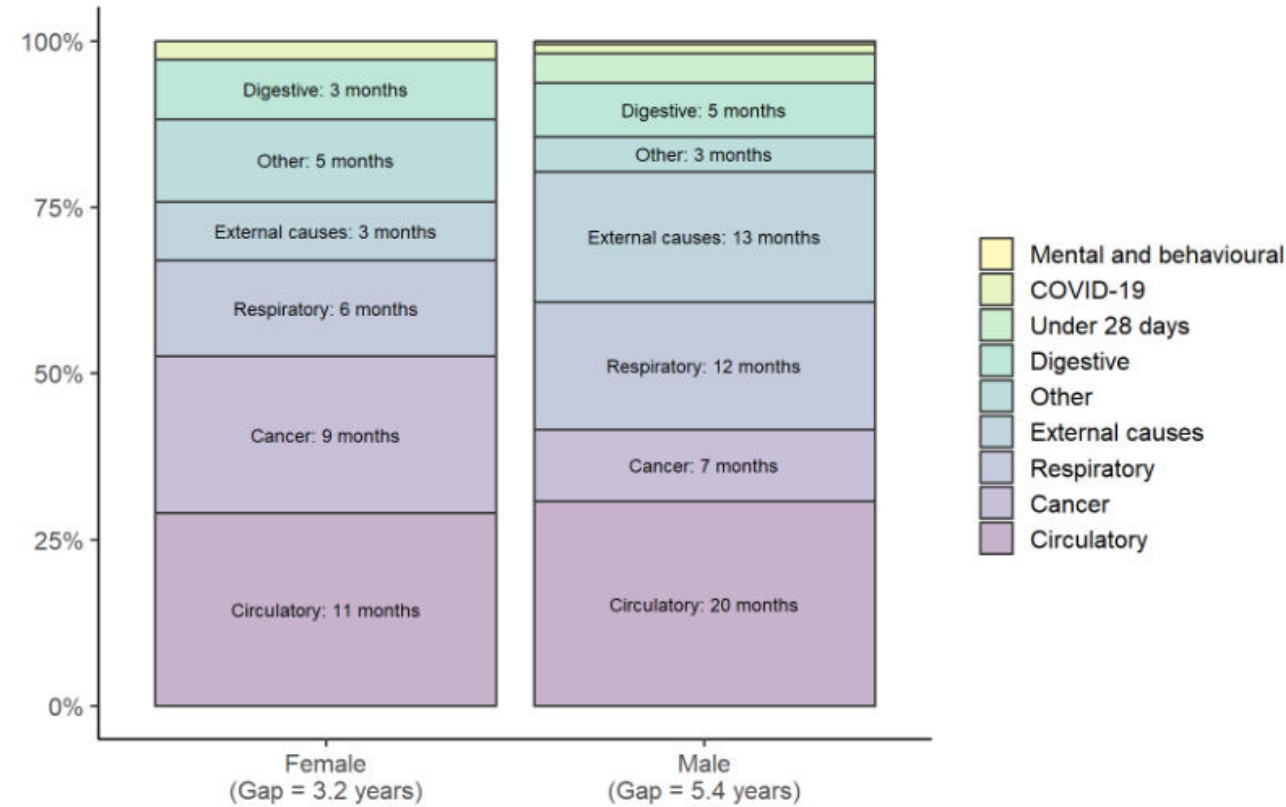
Gap in life expectancy at birth (years)



Sources: CRD (NHS Digital) and ONS mid-year estimates
NB: Small area deprivation scores based on IMD 2025

Contributors to life expectancy gap between most and least deprived quintiles within King's Lynn and West Norfolk in 2022-2024

Percentage contribution

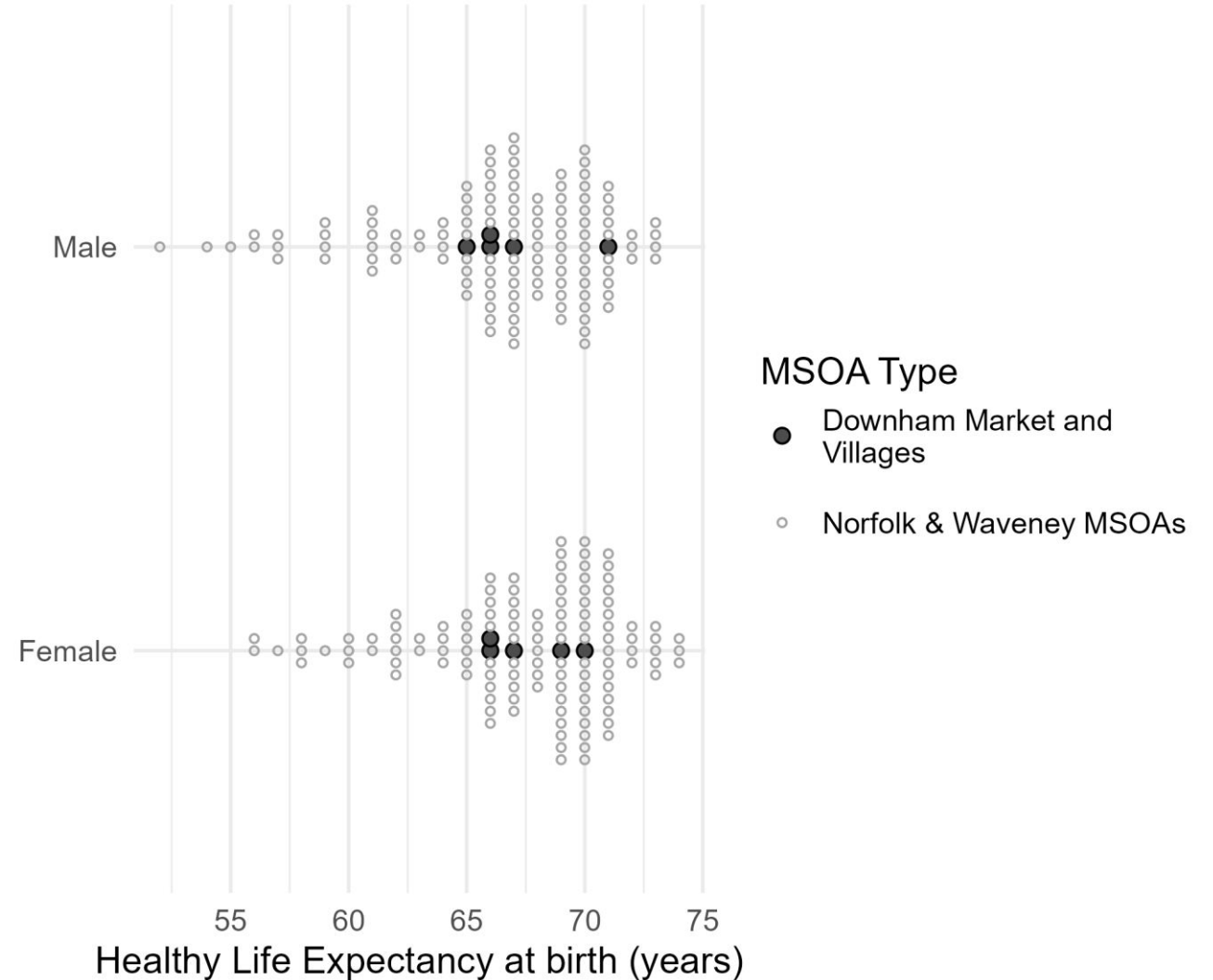


Sources: CRD (NHS Digital) and ONS mid-year estimates
NB: Small area deprivation scores based on IMD 2025

Healthy Life Expectancy

Within the Downham Market and Villages neighbourhood area, healthy life expectancy was generally similar to the Norfolk and Waveney average in 2021.

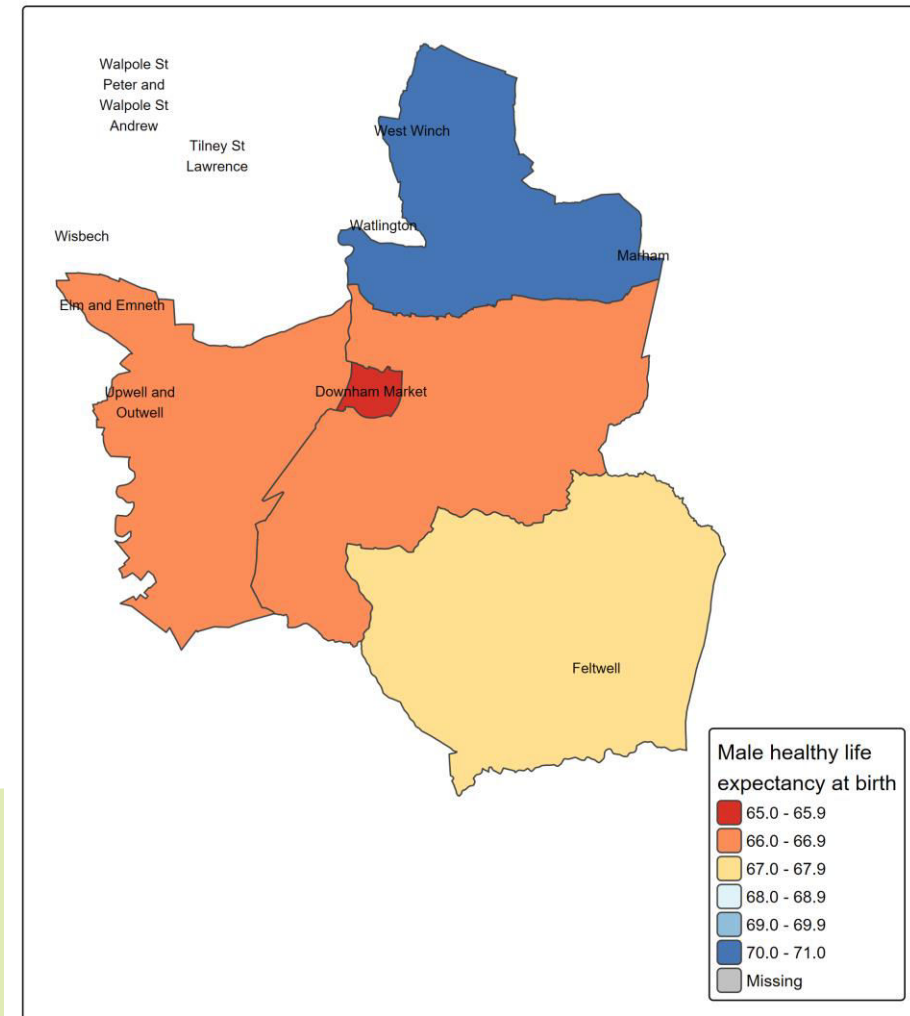
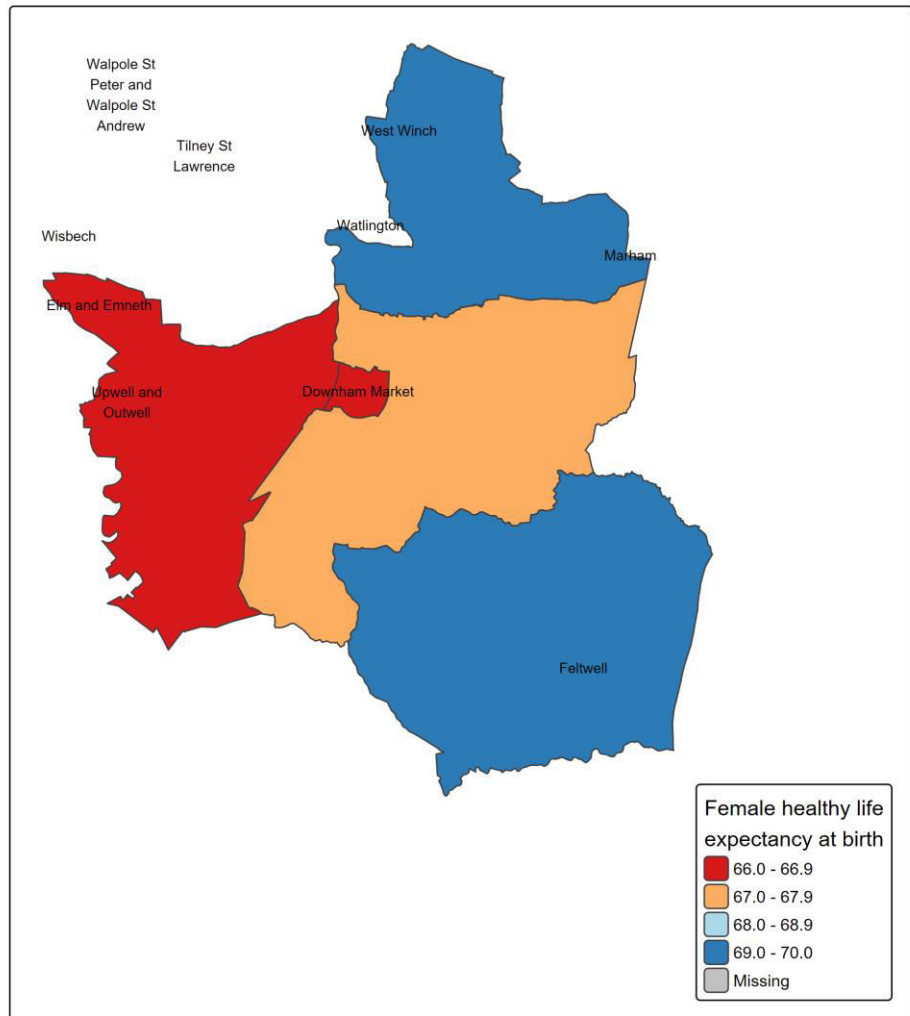
Among the small areas (MSOAs), Downham Market had the lowest healthy life expectancy for males and females.



Source: HDIG report 1. Healthy life expectancy and prevention opportunities (2023)

Healthy Life Expectancy in Downham Market and Villages

Within the Downham Market and Villages neighbourhood area, female healthy life expectancy was lowest in Downham Market and Upwell, Delph & Emneth and highest in West Winch, Marham & Shouldham in 2021. Male healthy life expectancy was lowest in Downham Market and highest in West Winch, Marham & Shouldham in 2021.



Deaths

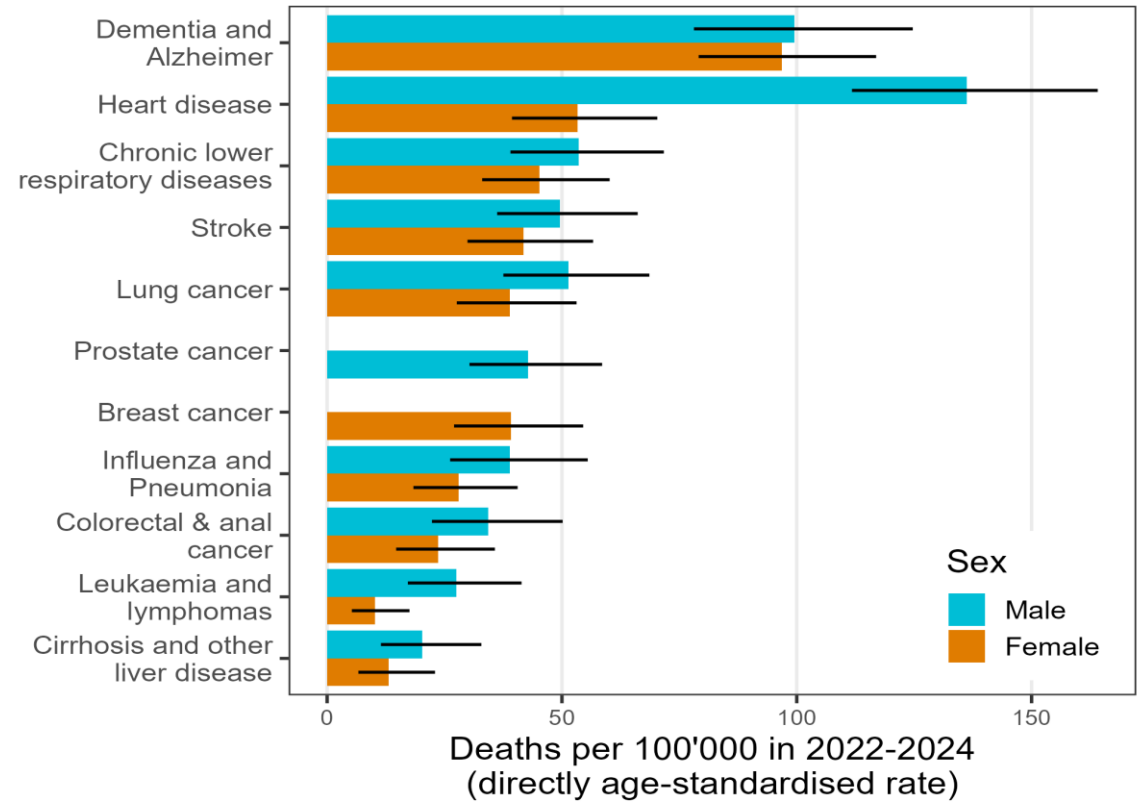
Deaths in Downham Market and Villages



Source: NOMIS

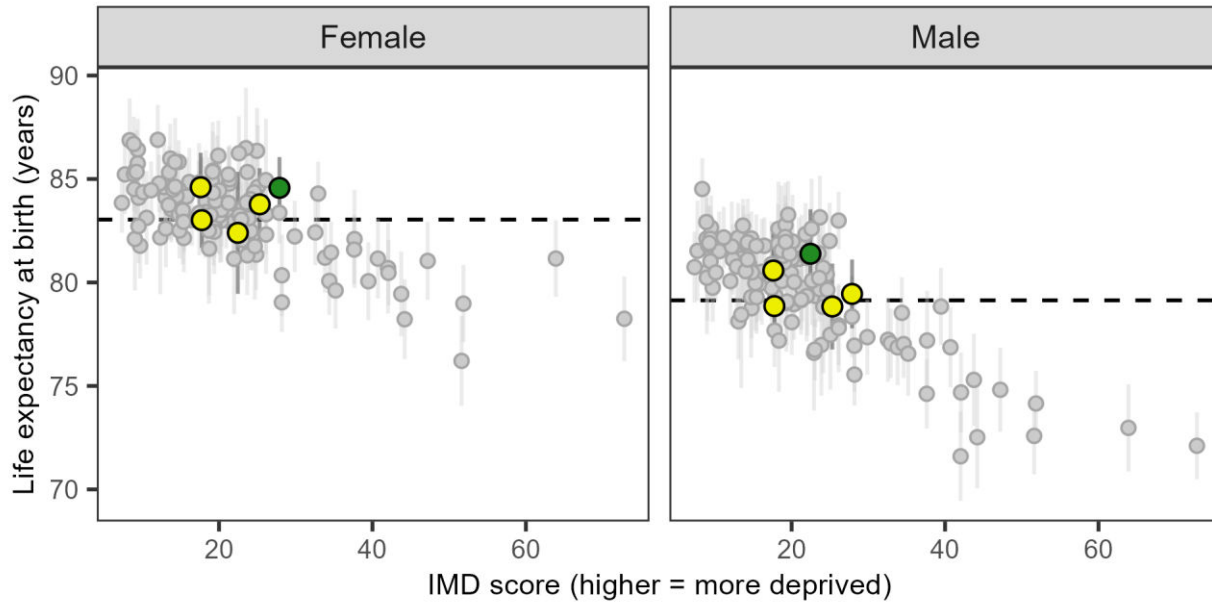
Leading causes of death in Downham Market and Villages

Leading cause of death

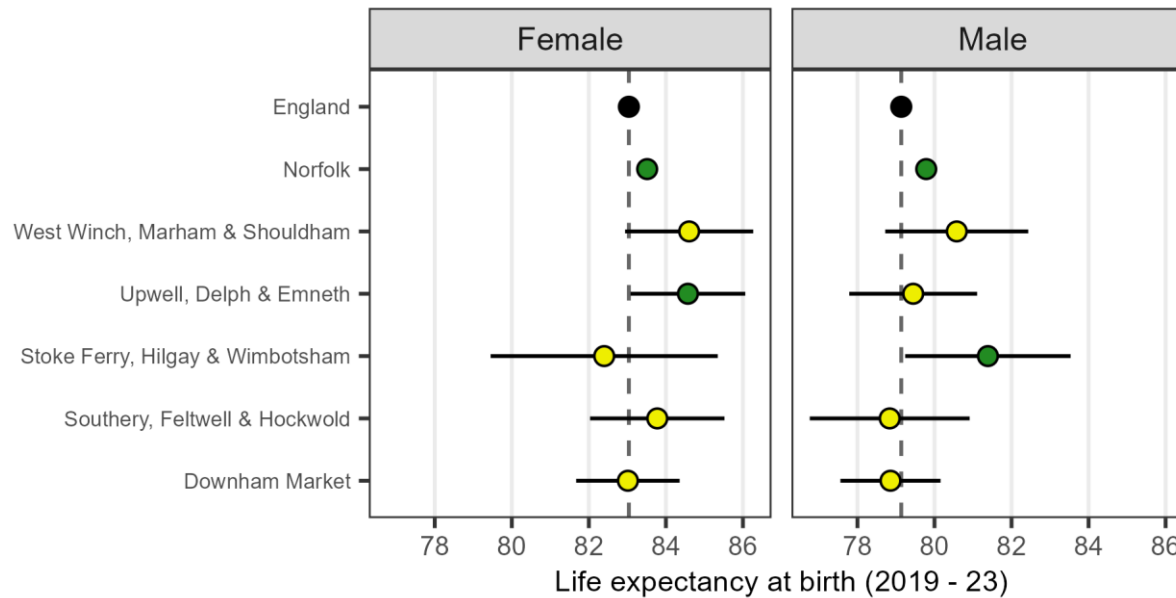


Source: CRD (NHS Digital) and ONS mid-year population estimates

Life expectancy in Downham Market and Villages



Life expectancy in Downham Market and Villages is generally in line with the England and Norfolk averages, consistent with average levels of deprivation.



- Better
- Similar
- Worse
- Not compared

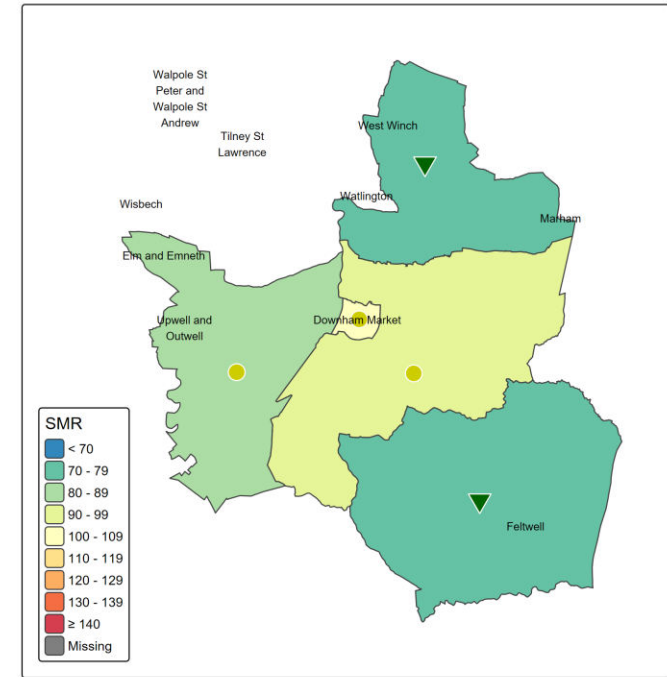
There is moderate variation between small areas.

Premature mortality

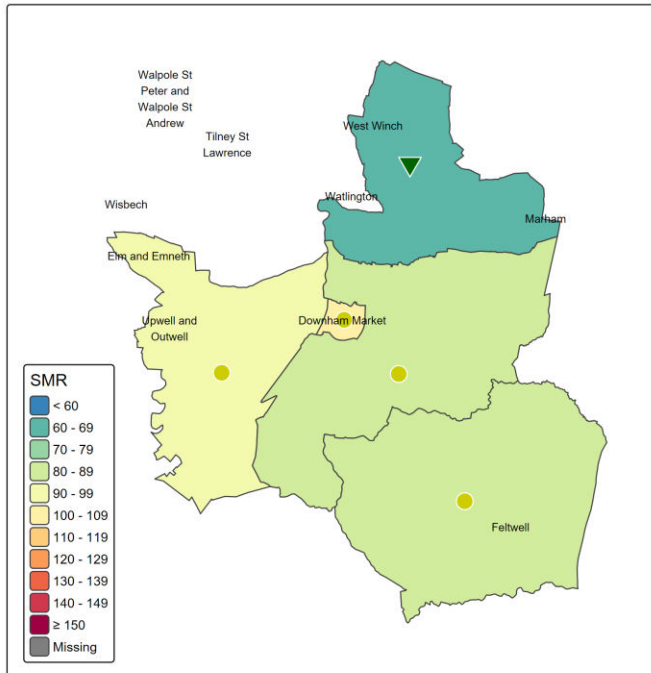
There were 754 deaths of people under the age of 75 in Downham Market and Villages in 2019 - 23. Overall, the rate of premature mortality was 13% lower than the England average.

Locally, the highest rate of premature mortality was in Downham Market (Standardised Mortality Ratio = 100.4). The lowest rate was in West Winch, Marham & Shouldham. Two neighbourhood areas (MSOAs) had a significantly better premature mortality rate than the England average (green triangles).

Mortality from all causes (aged under 75) in Downham Market and Villages (Standardised Mortality Ratio [England = 100], 2019-2023)



Mortality from causes considered preventable (aged under 75) in Downham Market and Villages (Standardised Mortality Ratio [England = 100], 2019-2023)



Preventable mortality

In 2019 - 23, 349 deaths of people under the age of 75 in Downham Market and Villages were from causes considered preventable. Overall, there was a 13% lower rate of preventable mortality compared to the national average.

Locally, the highest rate of preventable mortality was in Downham Market (Standardised Mortality Ratio = 103.2). The lowest rate was in West Winch, Marham & Shouldham which had a significantly better preventable mortality rate than the England average.

Behavioural determinants of health

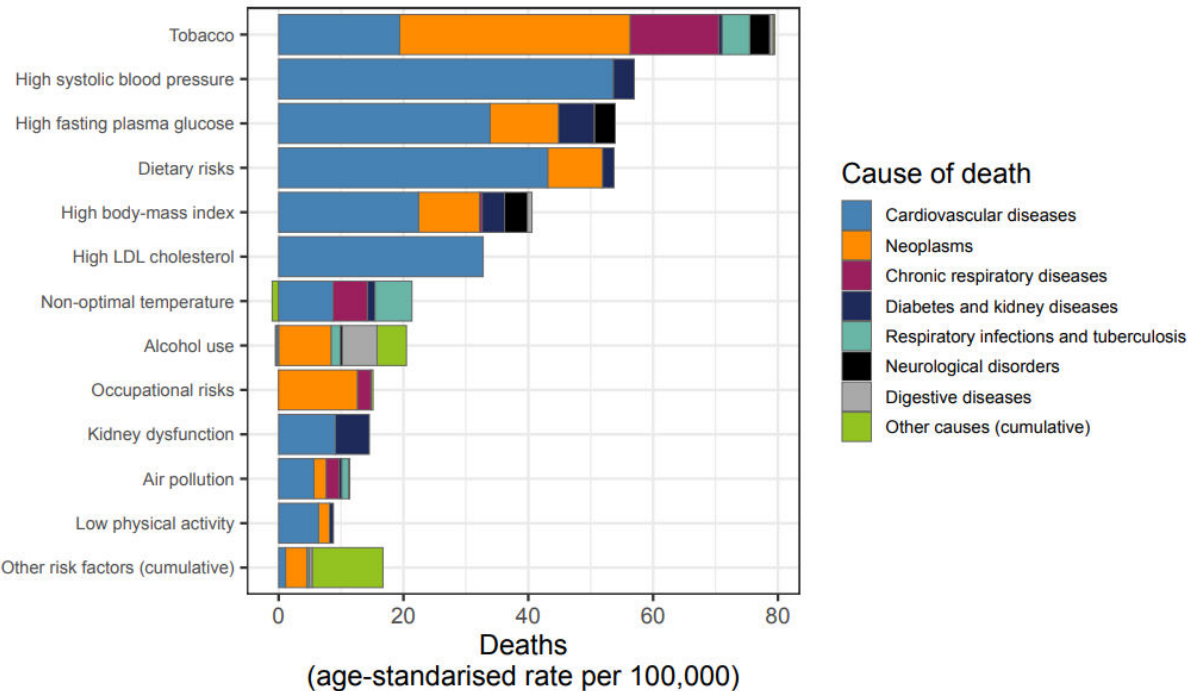
- This section examines lifestyle and behavioural risk factors such as smoking, diet, and physical activity, which contribute to preventable disease.

How can we improve health in Norfolk?

Preventable behavioural risk factors have an important impact on ill health and constitute a major challenge for health and social care. Of concern are our rates of smoking, poor diet and exercise, and alcohol consumption.

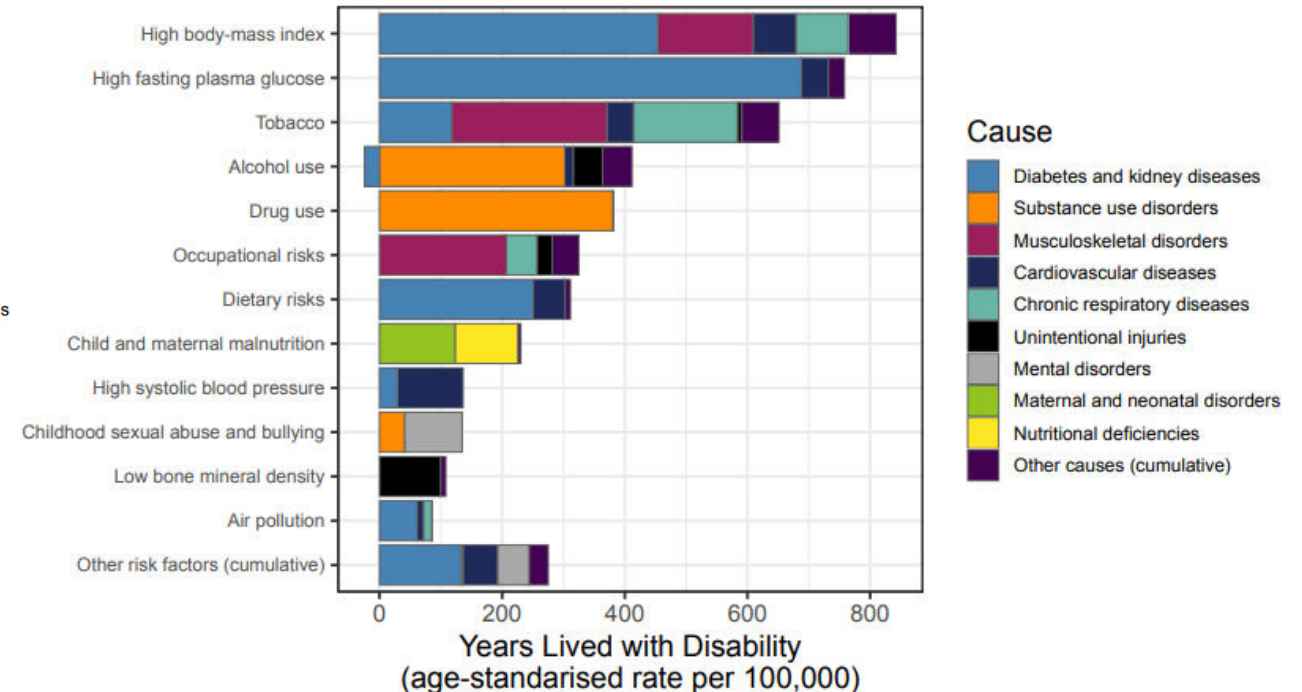
Deaths

Attribution of risk factors to cause of death in Norfolk



Years lived with disability

Attribution of risk factors to causes of years lived with disability in Norfolk



Behavioural risk factors

Smoking and alcohol-related risks are generally higher in King's Lynn & West Norfolk than Norfolk. And adult obesity prevalence is a little higher than average.

Childhood overweight prevalence in the local areas tends to be a little higher than average.

	Period	England	Downham Market	Southery, Feltwell & Hockwold	Stoke Ferry, Hilgay & Wimbotsham	Upwell, Delph & Emneth	West Winch, Marham & Shouldham
Reception prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	9.64	7.84	10	9.68	13.7	9.43
Reception prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	21.9	23.5	27.5	19.4	25.5	20.8
Year 6 prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	22.7	21.7	25	18.4	22.6	20.8
Year 6 prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	36.7	34.8	43.2	36.8	40.3	37.5
General fertility rate (women aged 15 to 44)	2018 - 22	54.6	56.7	71.4	55.9	56.8	60.9
Low birth weight of live babies	2018 - 22	6.84	4.95	4.38	5.43	6.18	4.41
Emergency hospital admissions: all causes (aged under 5)	2016/17 - 20/21	141	144	104	140	167	126
Unintentional and deliberate injuries: emergency hospital admissions in children (aged under 5)	2016/17 - 20/21	119	125	98.9	107	115	105
Unintentional and deliberate injuries: hospital admissions in children (aged under 15)	2016/17 - 20/21	92	94.5	87.8	94.6	82.2	81.8
Unintentional and deliberate injuries: hospital admissions in young people (aged 15 to 24)	2016/17 - 20/21	128	91.3	140	122	117	107

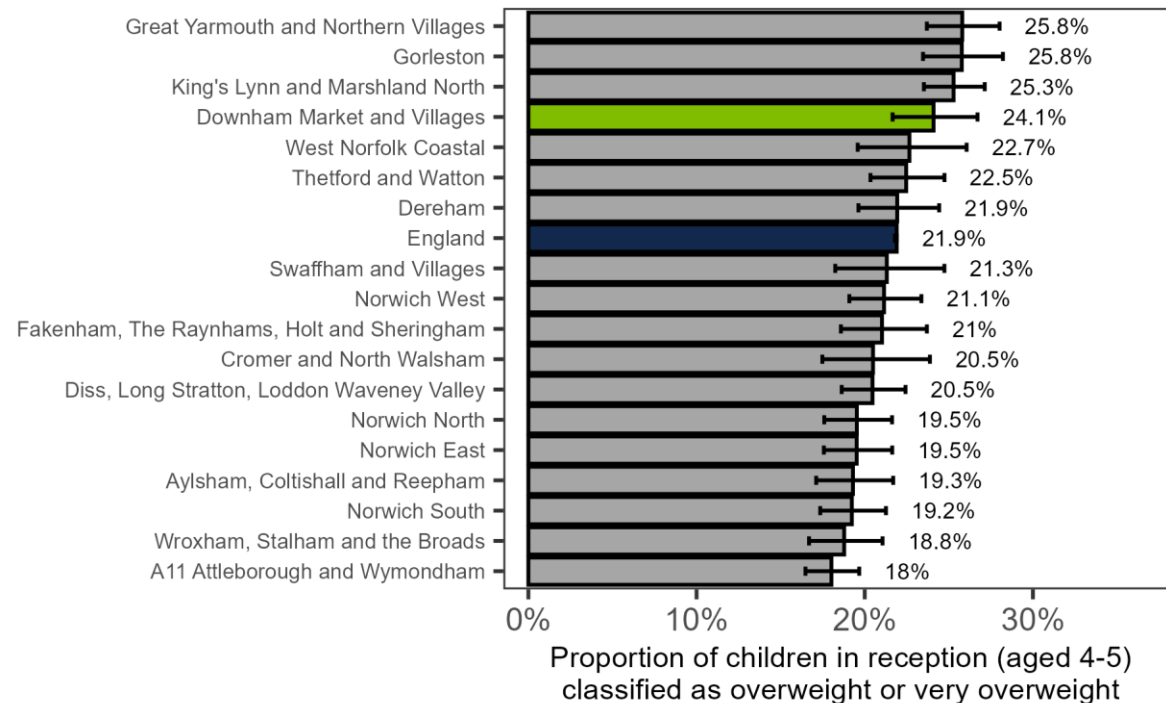
Behavioural risk factors - children

The National Child Measurement Programme (NCMP) measures the height and weight of children in Reception class (aged 4 to 5) and Year 6 (aged 10 to 11), to assess overweight and very overweight levels in children within primary schools.

Analysis of aggregated NCMP data from 2021/22 to 2023/24 reveals that the prevalence of overweight or very overweight children varies across neighbourhoods, with rates typically lower in Reception (ranging from 18% to 26%) and higher in Year 6 (ranging from 30% to 42%).

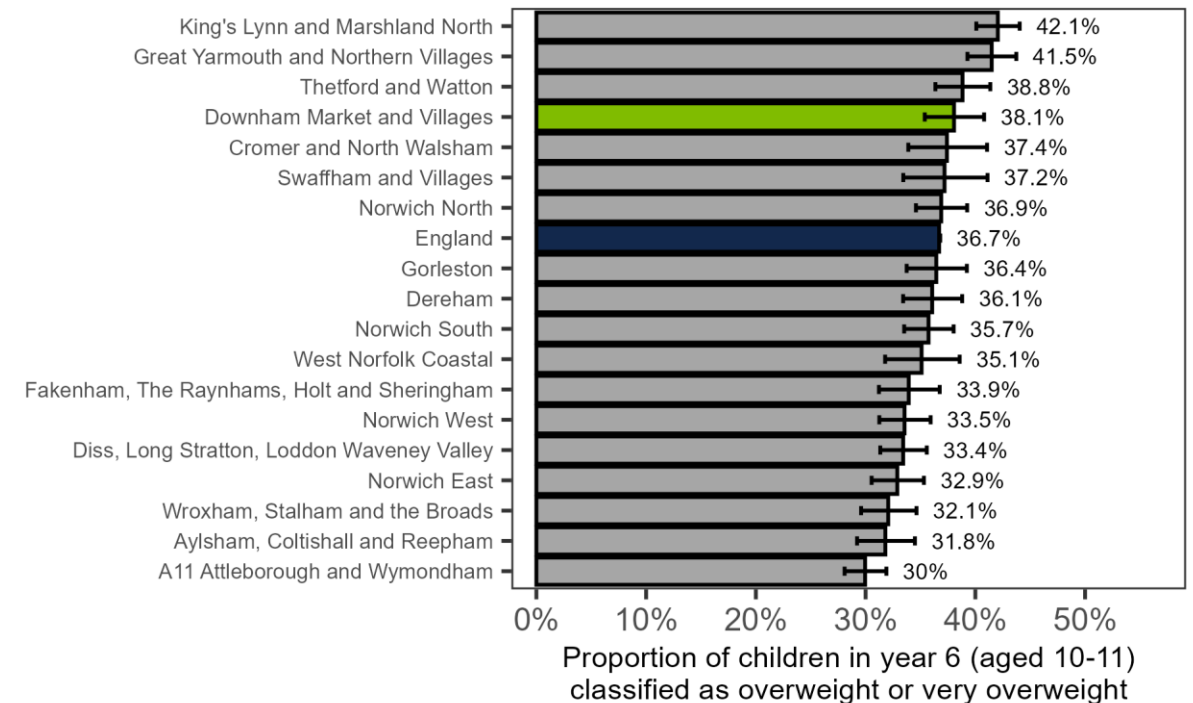
In the Downham Market and Villages neighbourhood, 24.1 % of Reception children and 38.1 % of Year 6 children were classified as overweight or very overweight. These proportions were among some of the highest recorded across neighbourhoods and above the England averages. However, the differences compared with England were not statistically significant.

Reception: 3-Year Combined Prevalence of Overweight or Very Overweight Children by Area



Source: NCMP data, 2021/22-2023/24

Year 6: 3-Year Combined Prevalence of Overweight or Very Overweight Children by Area



Source: NCMP data, 2021/22-2023/24

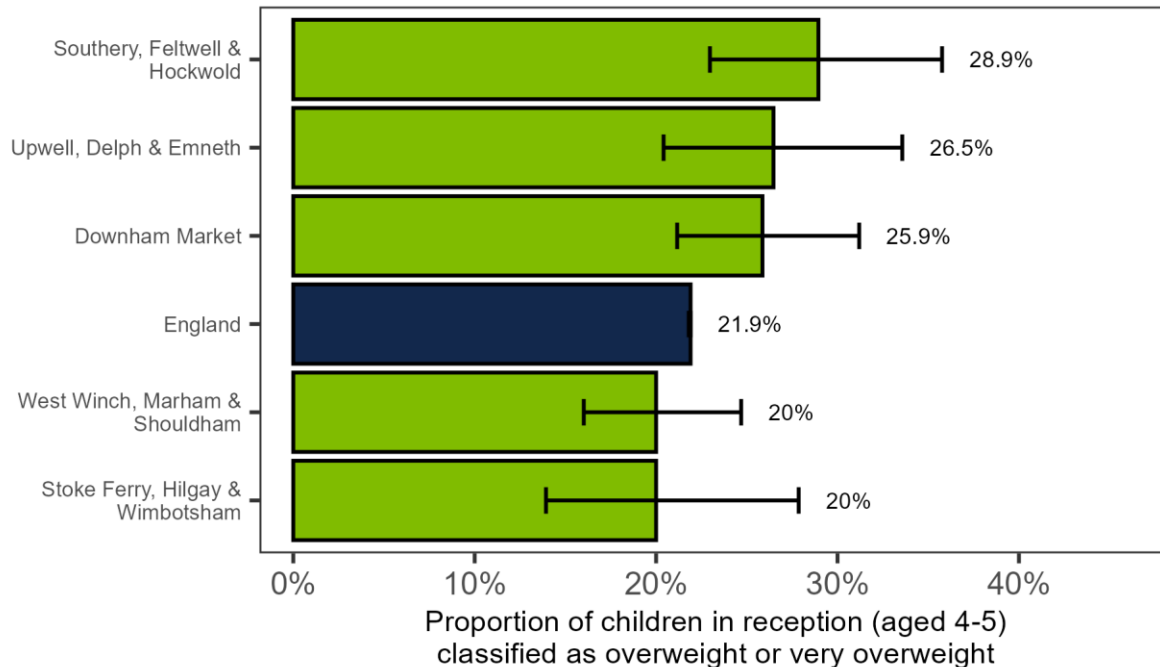
Behavioural risk factors - children

Between 2021/22 and 2023/24, levels of overweight and very overweight children in the Downham Market and Villages neighbourhood showed little variation across MSOAs.

Among Reception-age children, the highest prevalence was observed in Southery, Feltwell and Hockwold at 28.9%. While this was broadly in line with other MSOAs in the neighbourhood, it was significantly higher than the national average of 21.9%.

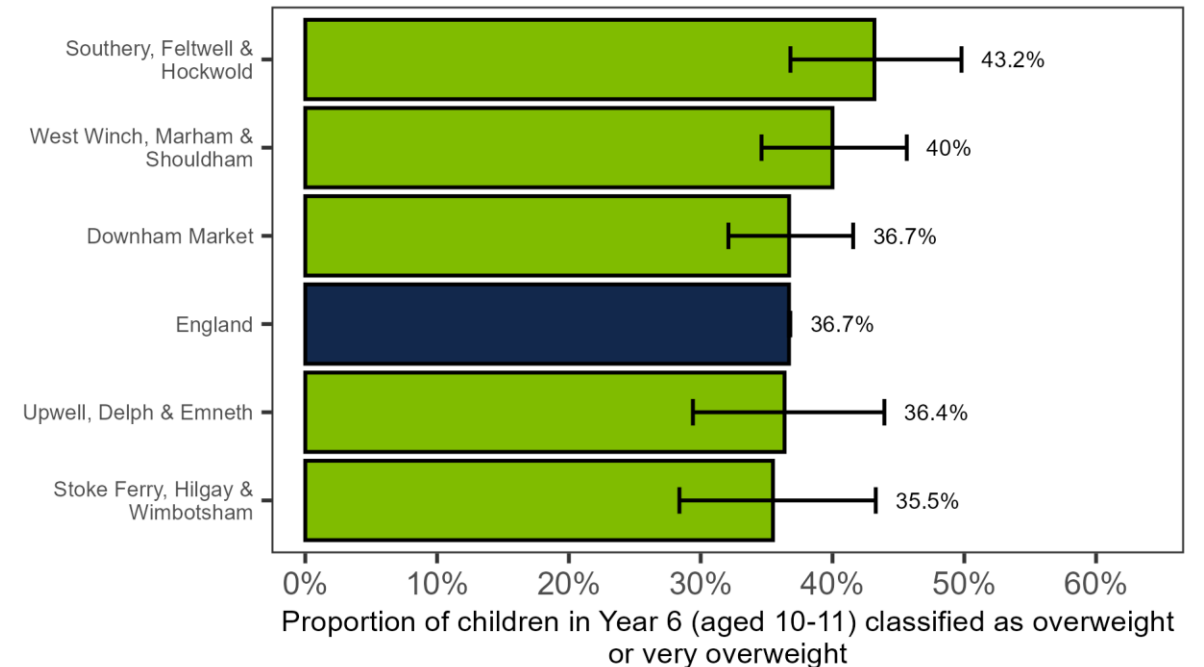
For Year 6 children, Southery, Feltwell and Hockwold again reported the highest prevalence at 43.2%. This figure was comparable to other MSOAs but remained significantly higher than the national average of 36.7%.

Reception: Prevalence of Overweight or Very Overweight Children Across MSOAs in Downham Market and Villages Compared to National Average (3-Year Combined)



Source: NCMP data, 2021/22-2023/24

Year 6: Prevalence of Overweight or Very Overweight Children Across MSOAs in Downham Market and Villages Compared to National Average (3-Year Combined)



Source: NCMP data, 2021/22-2023/24

Behavioural risk factors - adults

In King's Lynn and West Norfolk, alcohol-specific hospital admissions are higher than the Norfolk average but remain below the England rate. Smoking prevalence in the area is notably higher than both the Norfolk and England averages, indicating a greater local burden of smoking-related health risks. The proportion of adults estimated to be obese is also above the Norfolk and England averages, suggesting that weight-related health challenges are more pronounced in this area compared with wider regional and national patterns.

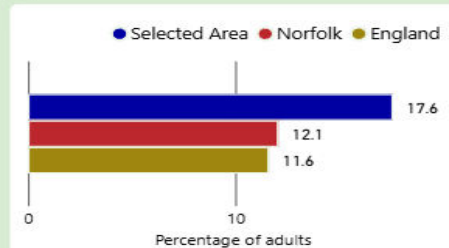
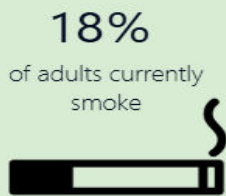
Norfolk Health and Wellbeing Profiles Adult Lifestyle

There are approximately 83,580 adults aged 20-64 living in this area, who make up 54% of the population (the Norfolk average is 55% of the population).

The central government's prevention plan says that making healthy choices is not always easy or clear. Local authorities and their partners have a role in creating an environment that makes healthy choices easier.

Smoking

Smoking increases the risk of diseases like lung cancer, chronic obstructive pulmonary disease (COPD), and heart disease. Smoking is a leading cause of early deaths.



There are approximately 22,340 people who are smokers in this area.

Select your district or Norfolk: King's Lynn and West Norf... ▾

Select your electoral division or district or Norfolk: King's Lynn and West Norf... ▾

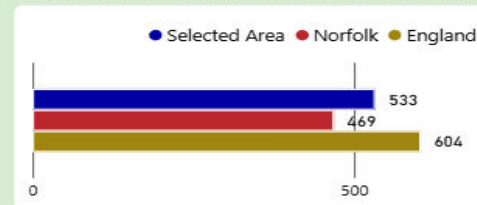


Alcohol

Alcohol is an increasing cause of early deaths in England. Drinking alcohol is linked to increased hospital admissions and deaths from different health conditions.

533

hospital admissions for alcohol specific conditions per 100,000 people



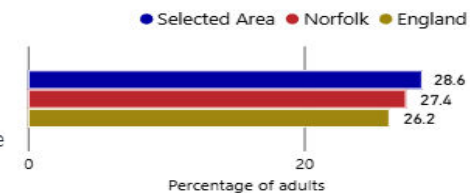
In the most recent 3-year period there were approximately 2,470 hospital admissions for alcohol specific conditions in this area.

Healthy Weight

Excess weight in adults is recognised as a major cause of early death and avoidable ill health.



29%
of adults are
predicted to be obese



In this area there are approximately 35,950 adults who are predicted to be obese and approximately 41,620 adults who are physically inactive.



Disease and poor health

- This section summarises the prevalence of long-term conditions and other health burdens in the neighbourhood.

Disease and poor health

The burden of long-term conditions is relatively high and will rise further with ageing demographics. Diet-related conditions and cardiovascular disease remain priorities for prevention and management.

Generally, unplanned hospital admissions are higher than average, especially in some local areas.

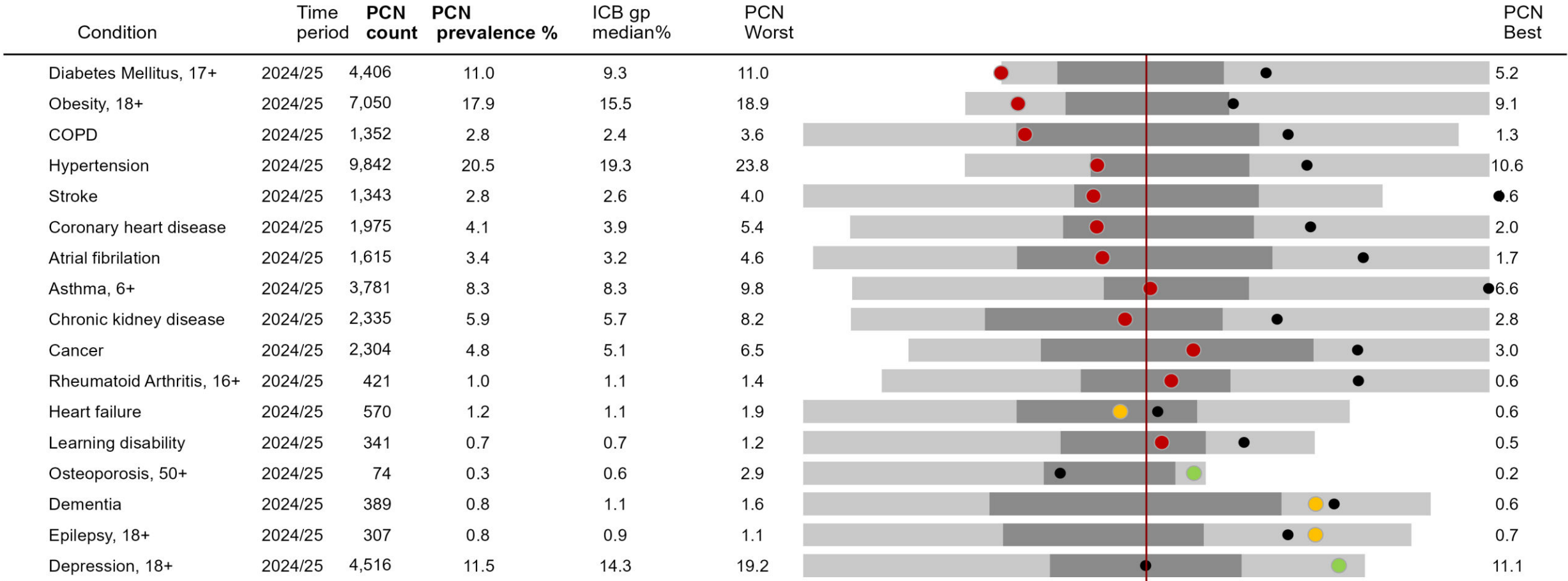
	Period	England	Downham Market	Southery, Feltwell & Hockwold	Stoke Ferry, Hilgay & Wimbotsham	Upwell, Delph & Emneth	West Winch, Marham & Shouldham
Emergency hospital admissions: all causes	2016/17 - 20/21	100	121	101	105	120	112
Coronary heart disease: emergency hospital admissions	2016/17 - 20/21	100	126	110	140	133	145
Stroke: emergency hospital admissions	2016/17 - 20/21	100	126	103	111	86.7	89.6
Heart attack (myocardial infarction): emergency hospital admissions	2016/17 - 20/21	100	116	113	123	121	137
Chronic obstructive pulmonary disease (COPD): emergency hospital admissions	2016/17 - 20/21	100	122	113	109	145	88.8
Intentional self-harm: emergency hospital admissions	2016/17 - 20/21	100	155	81.7	166	82.2	57.5
Hip fracture: emergency hospital admissions (aged 65 and over)	2016/17 - 20/21	100	115	95.3	65.9	99.6	123
Alcohol-related conditions: admission episodes (all primary and secondary diagnoses)	2016/17 - 20/21	100	110	89.7	114	111	105
Hospital admissions for alcohol attributable conditions, narrow definition	2016/17 - 20/21	100	103	78.1	149	95.8	94.5

Indicators are based on the Local Health summary (OHID Fingertips)

Long-term conditions

This spine chart shows how Fens & Brecks PCN compares with other PCNs in Norfolk and Waveney across a range of indicators. The median values for GP practices across all PCNs in Norfolk and Waveney are aligned to form one central line or 'spine' on the chart. The summary information for each measure is scaled and displayed on each 'vertebra' of the spine. The vertebrae show the range of values (light grey) and the 25th and 75th percentiles (dark grey). Values specific to Fens & Brecks PCN are placed on top of these summaries, allowing the viewer to compare it with other areas for that measure. The symbol is RAG rated to represent the significance compared to the national value (black circle).

Fens & Brecks PCN



Prevalence here is a crude proportion of registered patients in the PCN recorded with conditions out of total registered patients in PCN. This is aggregated from GP NHS Quality Outcomes Framework records. Where a threshold age (e.g. 16+) is absent, the proportions refer to patients of all ages for the respective condition. The statistics are not age standardised so where frequency of conditions are strongly associated with age, prevalence may reflect differences in age structures of the PCN's patients, rather than a comparatively greater risk compared to ICB median or the England average prevalence.

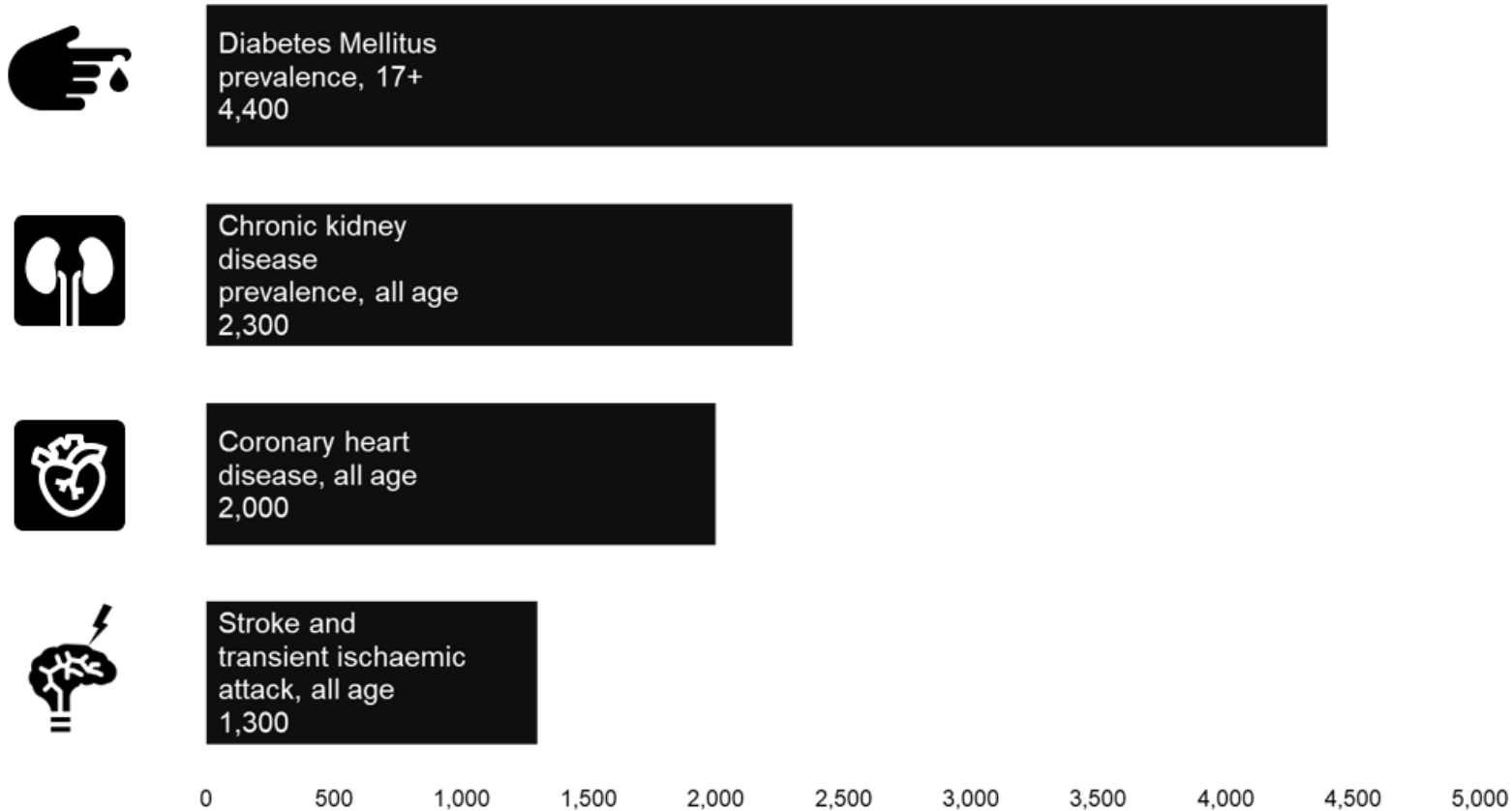
Prevalence of PCN (%) compared to England: ● Worse ● Same ● Better

● Black circle is prevalence across England's registered population in total

| Vertical red line is N&W ICB's median of all GP practices

Long-term conditions

Fens & Brecks PCN



This chart shows the estimated number of patients with major long-term conditions within the Fens and Brecks PCN.

Diabetes affects around 4,400 adults, and chronic kidney disease affects 2,300 people.

Stroke and transient ischaemic attack affect approximately 1,300 people.

These figures highlight a significant burden of metabolic and cardiovascular disease, reinforcing the need for integrated prevention and management strategies.

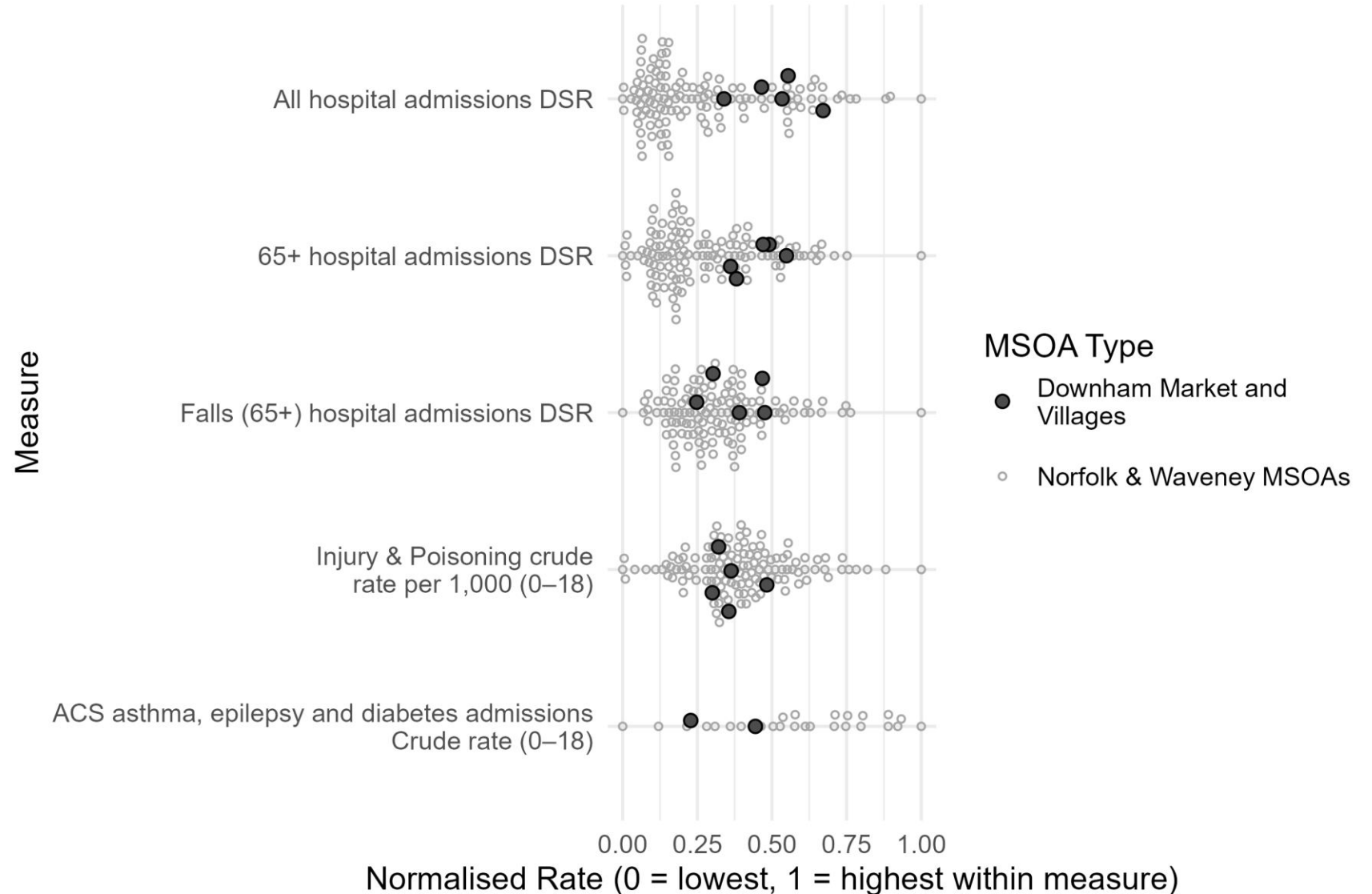
Healthcare - unplanned hospital admissions

Generally, unplanned hospital admission rates in the area are higher than average.

Admissions for more specific conditions such as falls and injuries are closer to the Norfolk and Waveney averages.

Numbers of ACS asthma, epilepsy and diabetes admissions were too small for rates to be reliably calculated for many small areas.

Neighbourhood MSOA emergency hospital admission rate comparison



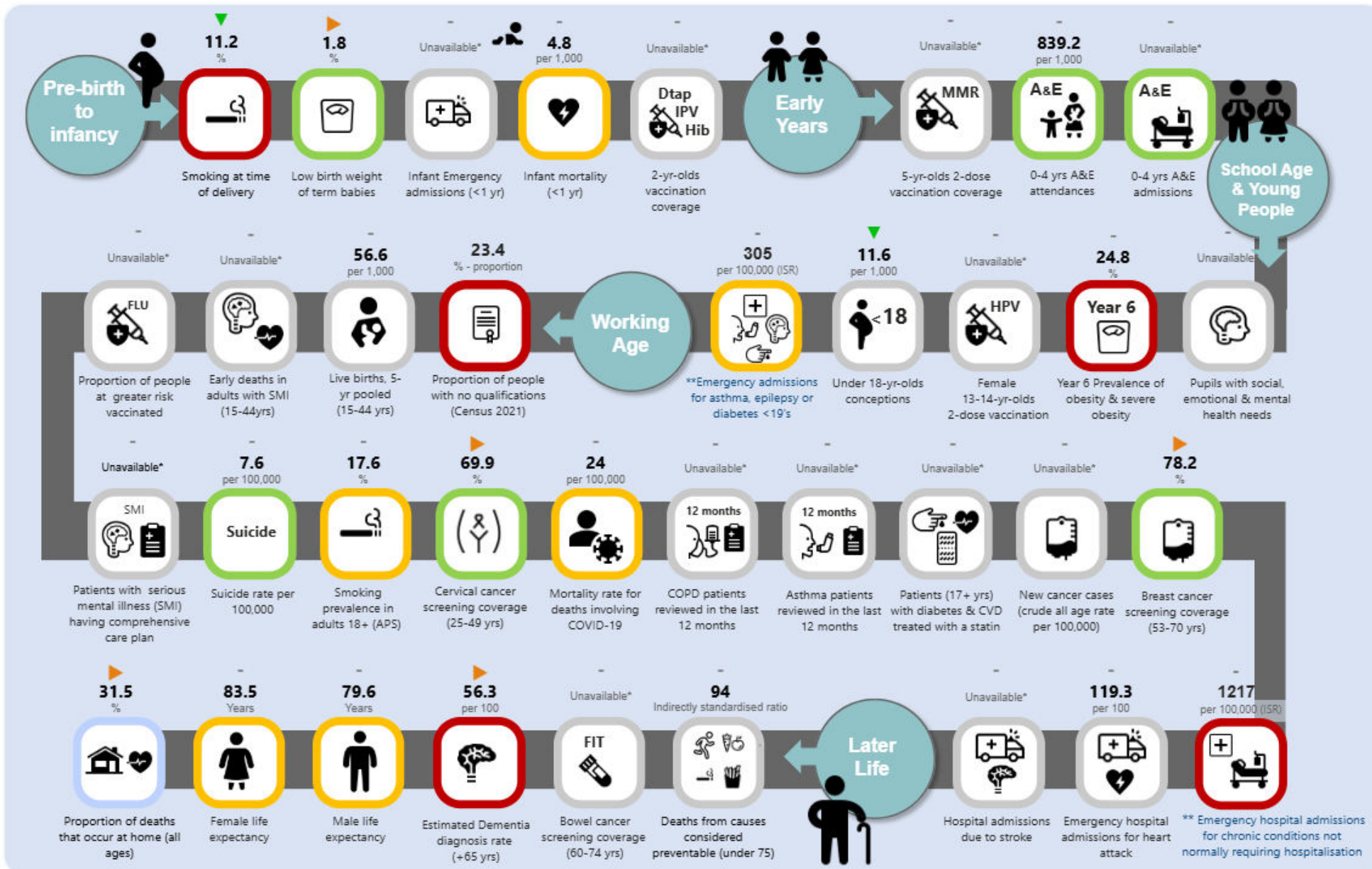
Healthcare - unplanned hospital admissions

Measure	Upwell, Delph & Emneth	West Winch, Marham & Shouldham	Downham Market	Stoke Ferry, Hilgay & Wimbotsham	Southery, Feltwell & Hockwold
All hospital admissions DSR	7,265	6,526	6,400	5,964	5,171
65+ hospital admissions DSR	12,662	12,020	11,798	10,592	10,811
Falls (65+) hospital admissions DSR	1,587	1,787	1,981	1,462	1,963
Injury & Poisoning crude rate per 1,000 (0–18)	11.7	11.6	13.6	11.1	10.8
ACS asthma, epilepsy and diabetes admissions Crude rate (0–18)	2.3	1.7			

Local strategy measures summary

- This section links local health outcomes to strategic priorities within Norfolk & Waveney's Integrated Care System.

Healthcare life-course measures – King's Lynn & West Norfolk



Compared to England in same period**

Better Worse Similar Higher Lower N/A, Not compared

█ █ █ █ █ █

Recent trends

▲ Increasing & getting worse ▲ Increasing & getting better
▼ Decreasing & getting worse ▼ Decreasing & getting better
▲ Increasing ▼ Decreasing
▶ No significant change - Could not be calculated

These measures track health outcomes across different life stages, providing insight into where interventions may have the greatest impact.

*The indicator is not published or is unavailable for the area type selected.

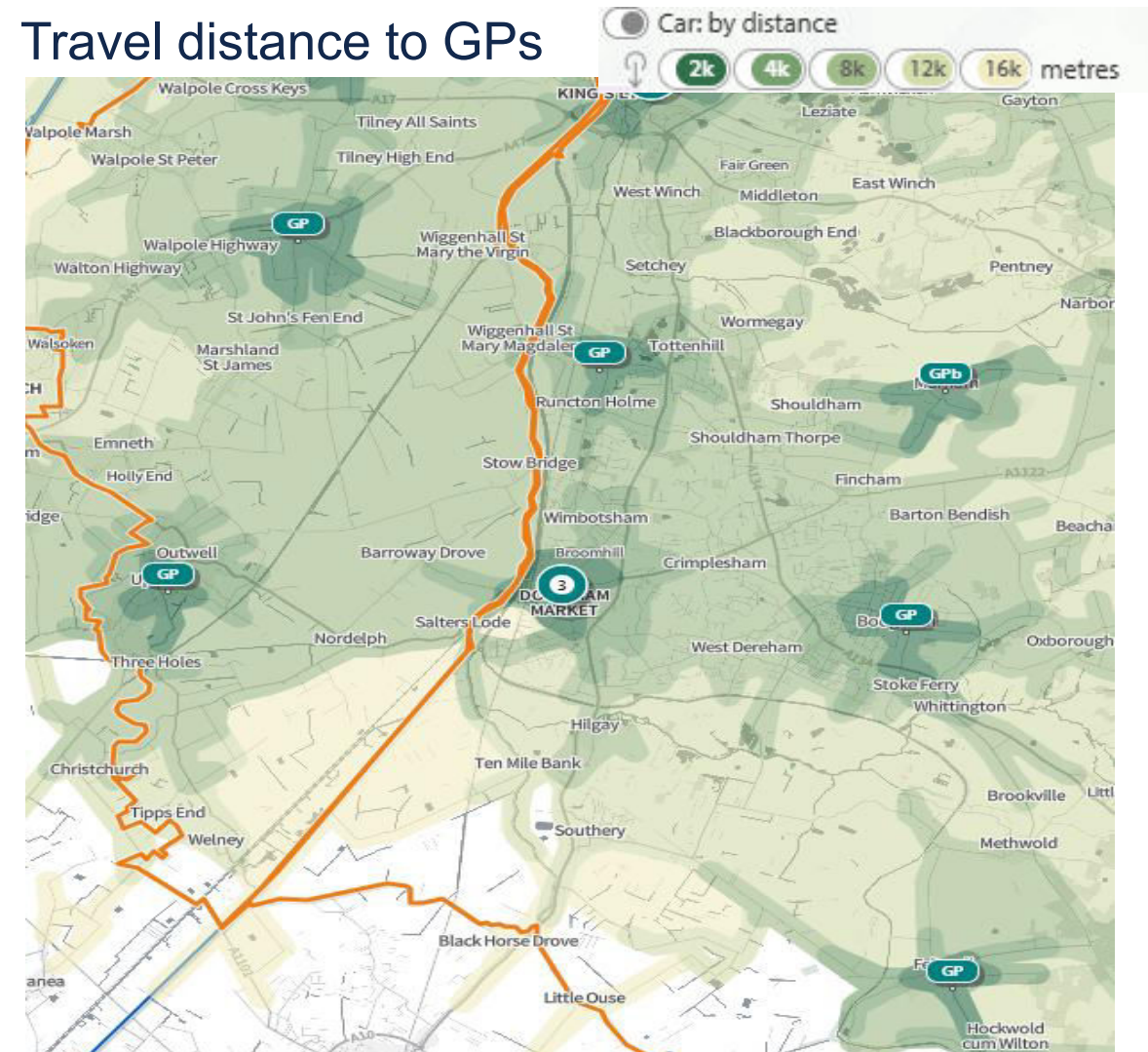
**There is an exception for NHS Outcome metrics marked with asterisks which compare to a 2012 England baseline.

Services and access

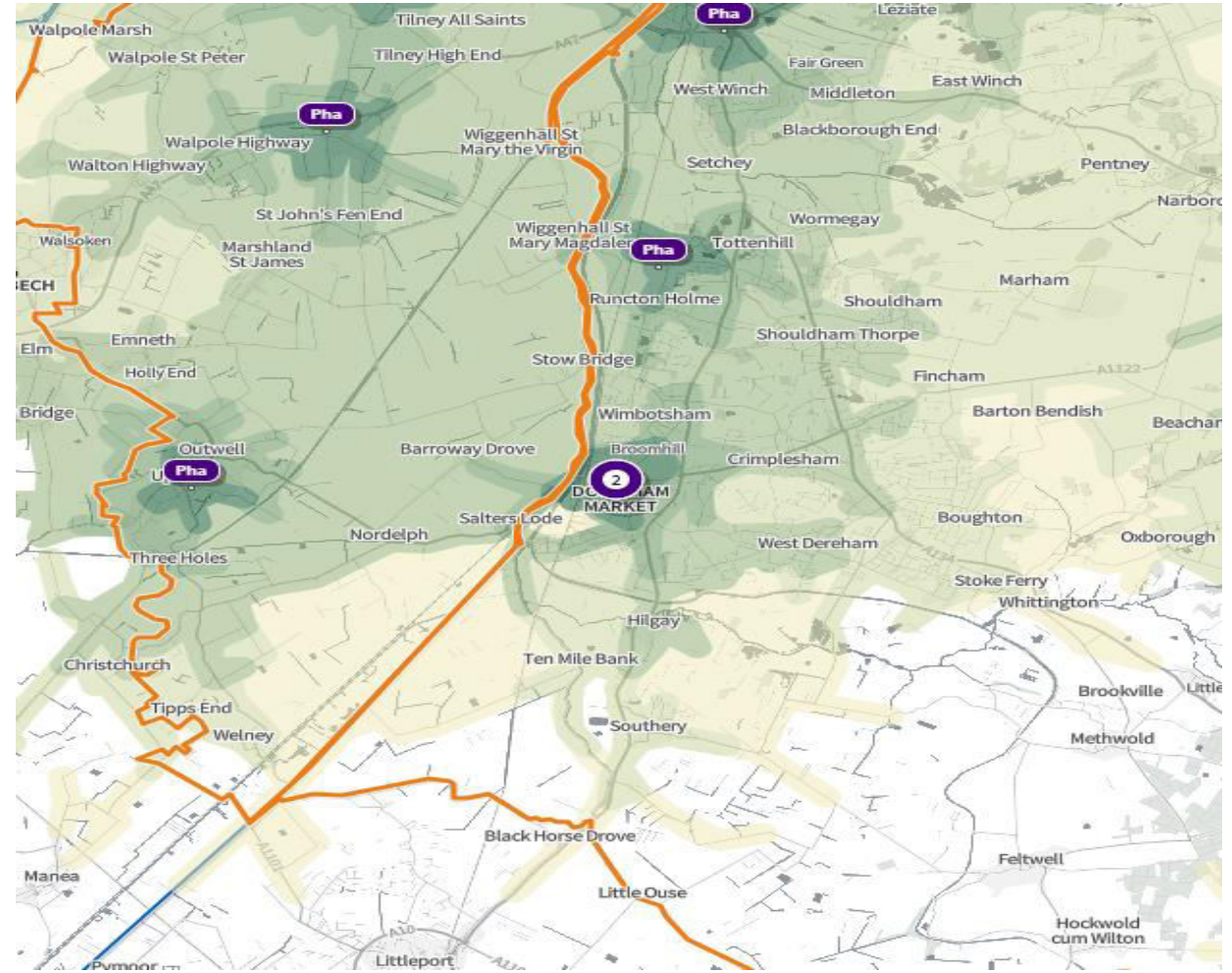
- This section looks at access to health and community services, which is critical for addressing inequalities.

Access to primary care and pharmacies

Travel distance to GPs



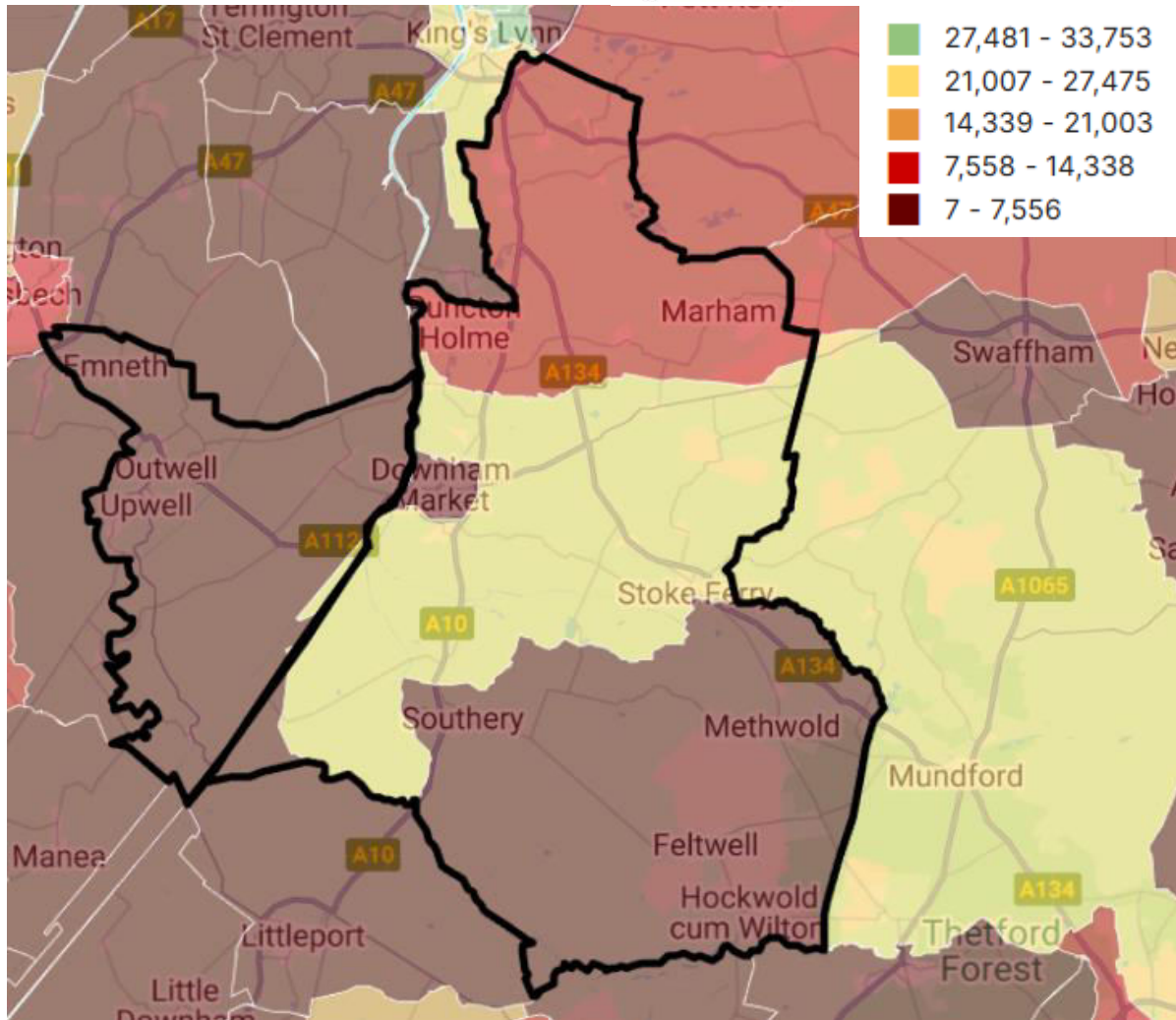
Travel distance to pharmacies



These maps show average travel distances to GP practices and pharmacies, highlighting potential barriers to timely care.

Civic Assets

Community Needs Index: Civic Assets rank (lower = greater need)



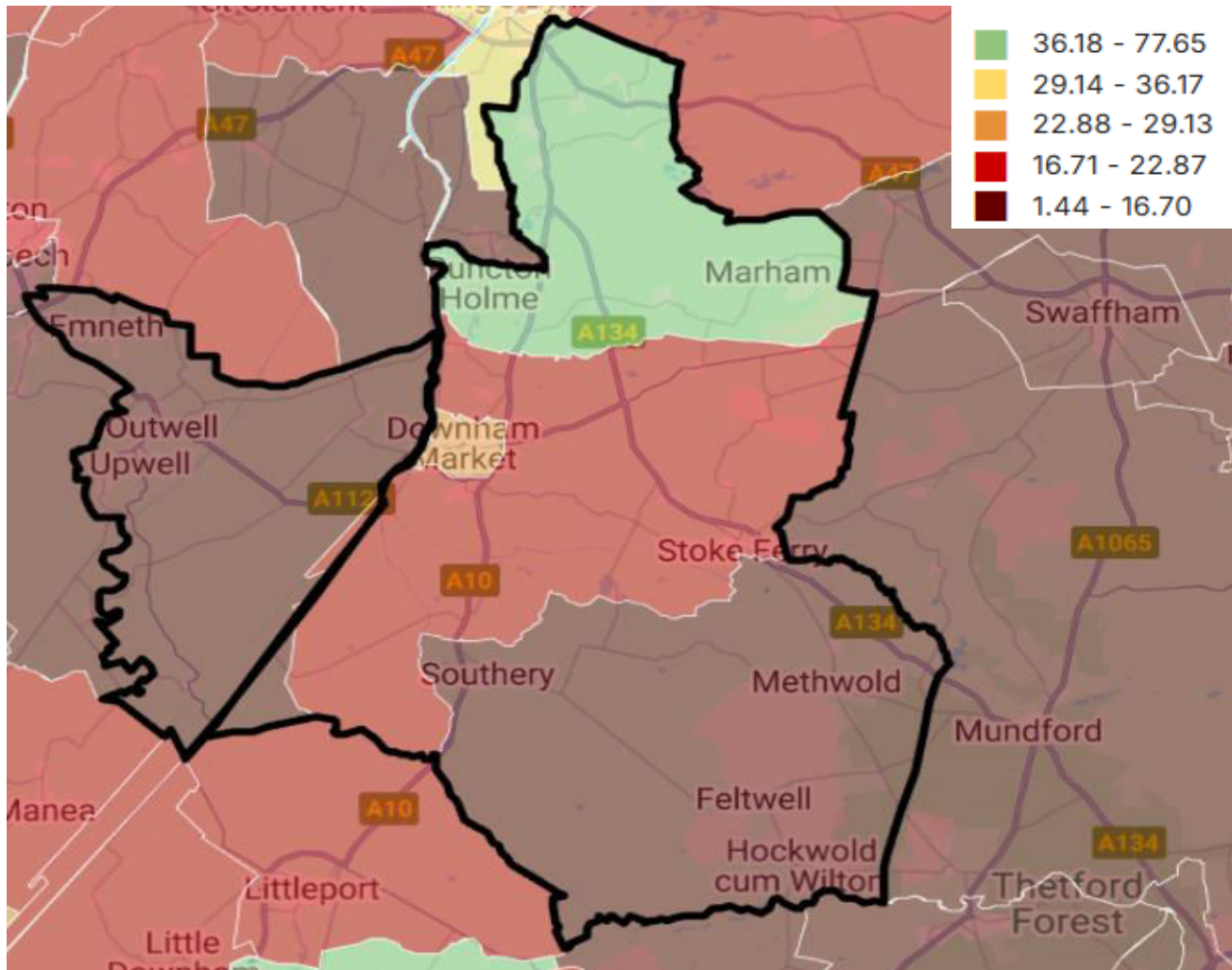
This map shows the Community Needs Index and civic assets ranking, which reflect the availability of community infrastructure and its role in wellbeing.

The Community Needs Civic Assets rank measures the presence of key community, civic, educational and cultural assets in a close proximity of the area. These include pubs, libraries, green space, community centres, swimming pools facilities that provide things to do often, at no or little cost, which are important to how positive a community feels about its area.

<https://norfolk.localinsight.org/#/map>

<https://localtrust.org.uk/wp-content/uploads/2023/05/Community-Needs-Index-2023-Technical-Methodology-Paper.pdf>

Accessible childcare



This indicator shows the availability of childcare places per 100 children aged 0–7, an important factor for family wellbeing and workforce participation.

Summary

Downham Market and Villages – Key Headlines

Population & Deprivation:

- Ageing population; low deprivation overall but rural isolation risks.

Health Outcomes:

- Life expectancy near England average; moderate inequalities between MSOAs.

Behavioural Risks:

- Higher smoking, drinking and obesity rates; average to worse child health indicators.

Disease Burden:

- LTC prevalence similar to Norfolk and Waveney average; ageing trend will further increase demand.

Wider Determinants:

- Low economic activity; average housing stability; average benefit dependency.

Additional sources of health and wellbeing information for communities:

- **Norfolk's Joint Strategic Needs Assessment** – <https://www.norfolkinsight.org.uk/jsna> – A picture of the health and wellbeing of the people of our county and the issues which affect their needs, inequalities and services.
- **Health and Wellbeing Electoral Division Profiles** – <https://www.norfolkinsight.org.uk/jsna/health-and-wellbeing-profiles> – Information on health and wellbeing of populations at electoral division community level
- **ONS/Census – 2021 Census data** – <https://www.ons.gov.uk/census/maps/choropleth> – Census statistics help paint a picture of the nation and how we live. They provide a detailed snapshot of the population and its characteristics and underpin funding allocation to provide public services.
- **NOMIS – Official labour market statistics** – <https://www.nomisweb.co.uk> – Nomis is a service provided by the Office for National Statistics, ONS, to give you free access to the most detailed and up-to-date UK labour market statistics from official sources.
- **Local Insight – OCSI** – <https://norfolk.localinsight.org/#/map> – Data mapping platform that brings together small-area socio-economic data to help organisations make informed decisions for communities.
- **Fingertips – Public Health Profiles** – <https://fingertips.phe.org.uk> – These profiles are a rich source of indicators across a range of health and wellbeing themes that has been designed to support JSNA and commissioning to improve health and wellbeing and reduce inequalities.
- **NHS Digital** – <https://digital.nhs.uk> – The national information and technology partner to the health and care system. NHS Digital process and publish data and information from across the health and social care system in England. Search for publications and indicators.