

Great Yarmouth and Northern Villages

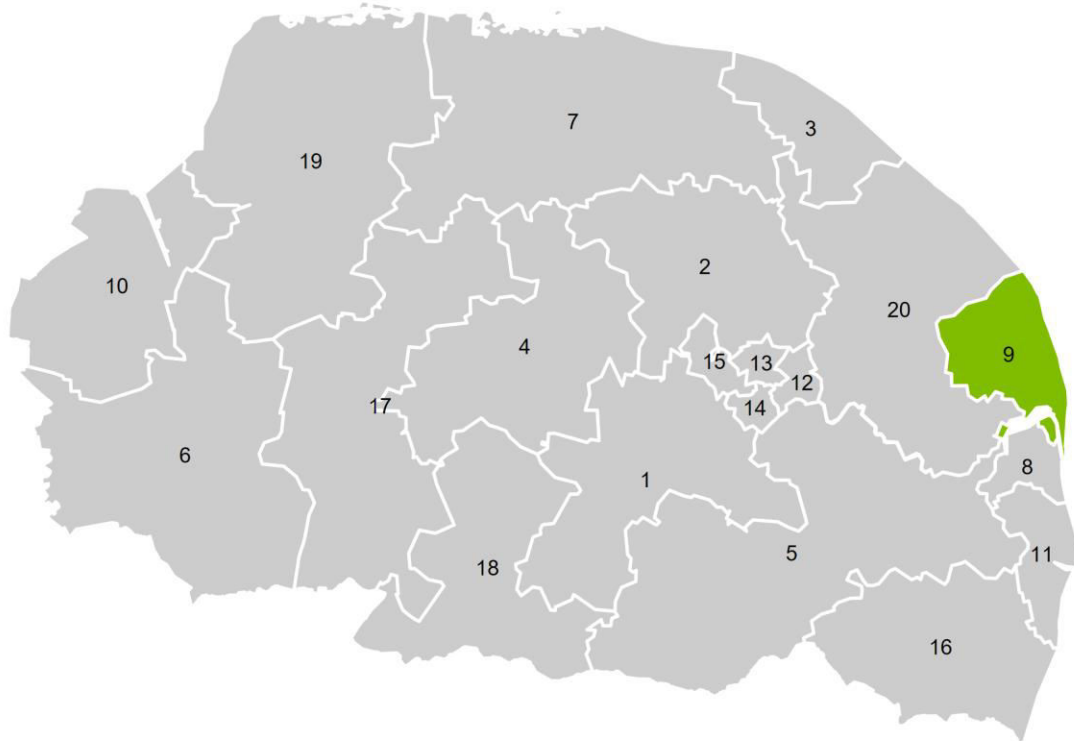
I&A Public Health Intelligence

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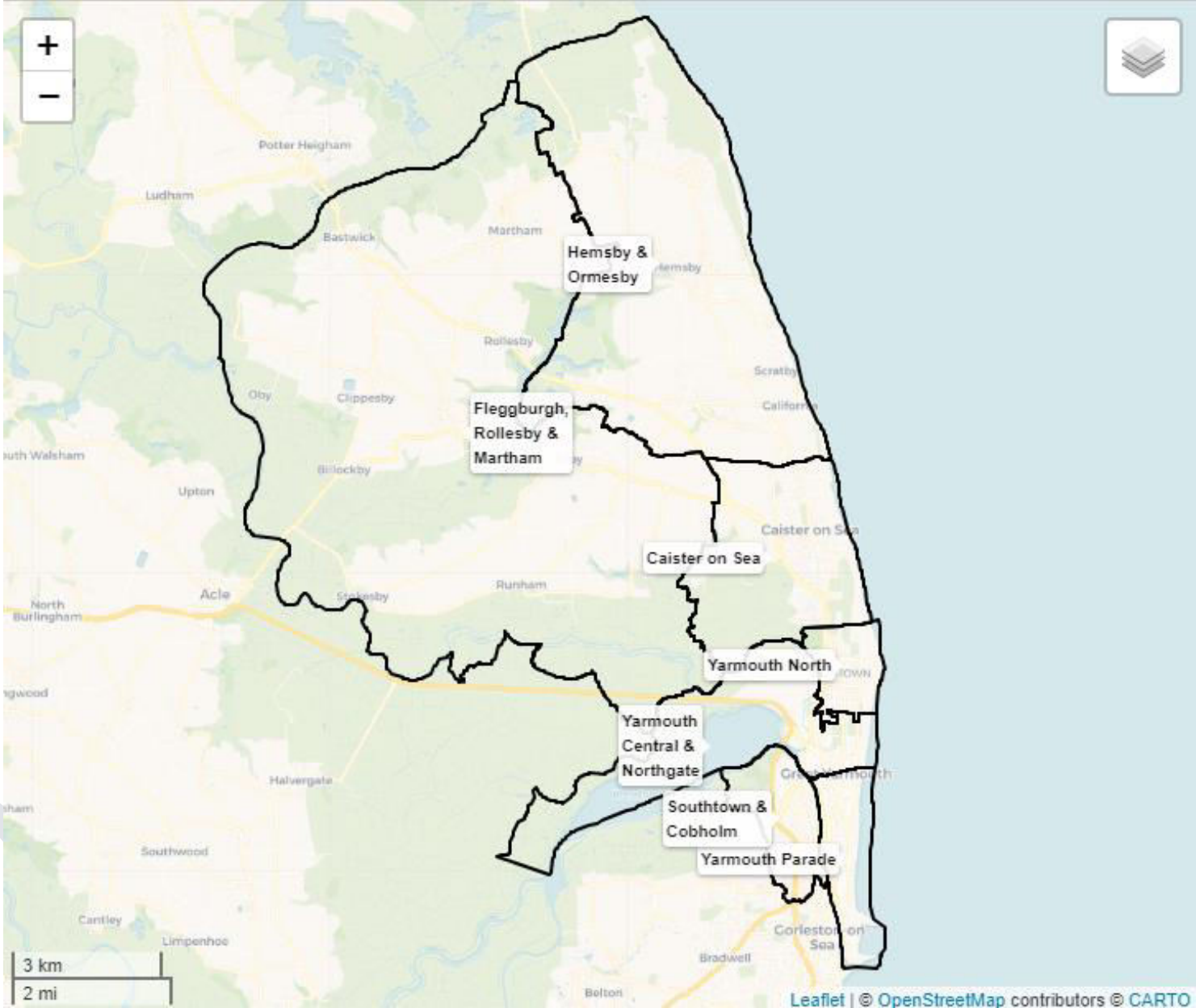
Neighbourhood areas



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:

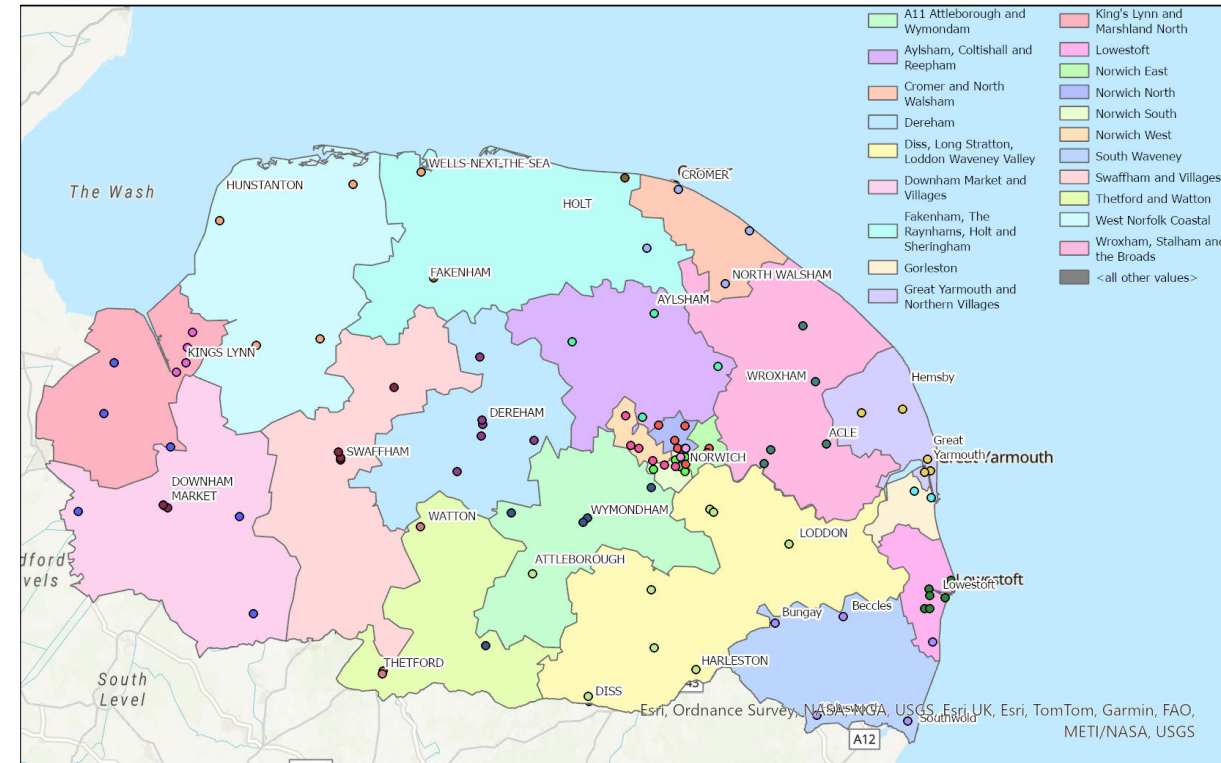
- Summaries of health, wellbeing, and wider determinants in each neighbourhood
- Draw on local data, insights, and community context
- Highlight key challenges and opportunities for improving population health

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 significantly influence health and wellbeing outcomes and advocates for 'natural' neighbourhood 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

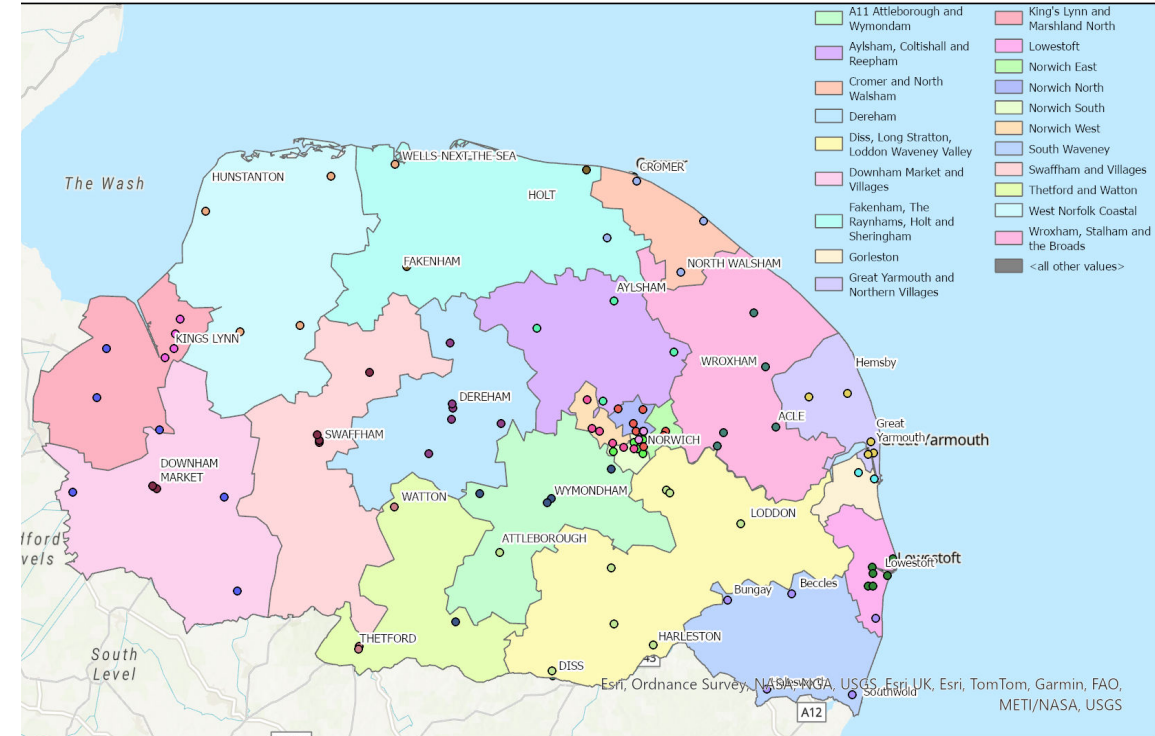


How do we define neighbourhoods?

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 & deprivation

- This section introduces demographic and deprivation data for Great Yarmouth and Northern Villages, highlighting population structure and socioeconomic challenges.

Population and deprivation summary

GY and Northern Villages has a similar age profile to the rest of Norfolk & Waveney but with differing age profiles across the locality, with a higher proportion of children and young people in Yarmouth wards, and older populations in Caister and Hemsby.

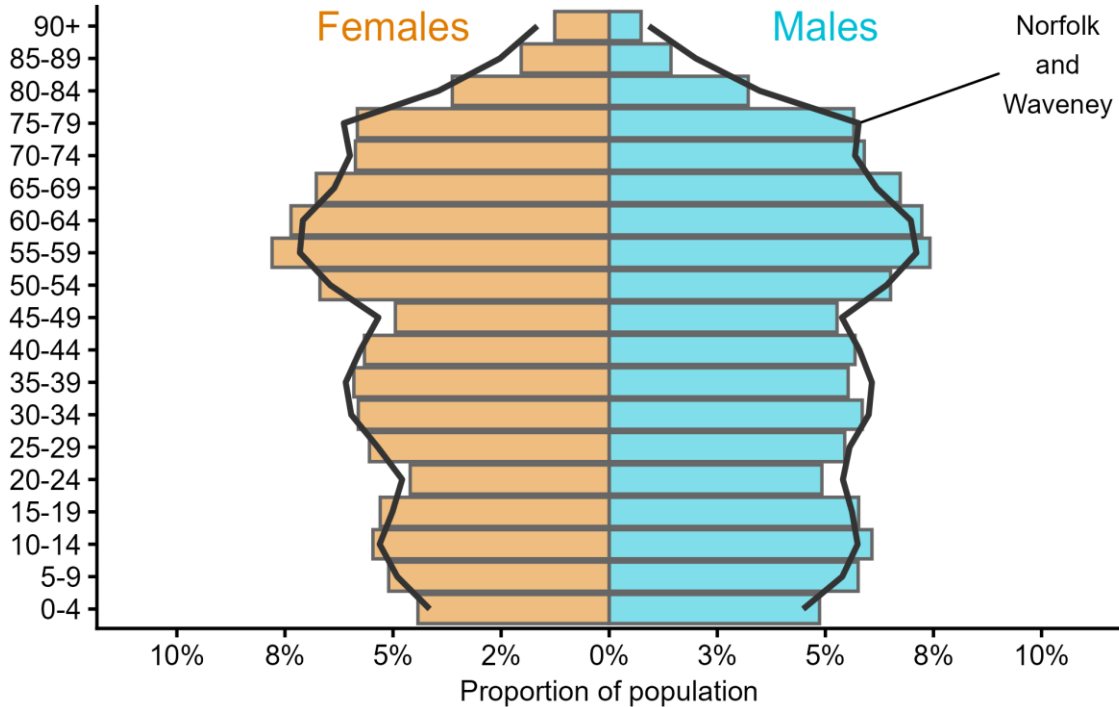
The age group with the largest projected population growth by 2042 in Great Yarmouth and Northern Villages is people aged 75+.

Locally, the neighbourhood with the largest estimated overall population growth is Caister on Sea with a 9.2% population increase by 2042.

	Period	England	Caister on Sea	Fleggburgh, Rollesby & Martham	Hemsby & Ormesby	Southtown & Cobholm	Yarmouth Central & Northgate	Yarmouth North	Yarmouth Parade
Resident population (aged 0 to 15)	2022	18.5	12.6	14.4	11.8	22.1	20.3	17.8	22.8
Resident population (aged 65 and over)	2022	18.6	34.4	30.9	34	14	15.1	24.9	12.7
Resident population (aged 85 and over)	2022	2.5	4.77	3.51	3.81	0.695	1.65	3.54	1.29
Population density: people per square kilometre	2022	438	810	111	300	2160	995	2530	3680
Poverty: Index of Multiple Deprivation	2019	21.7	21.1	20.2	22.1	43.4	57.1	38.7	67.3
Poverty: English Indices of Deprivation	2019	12.9	12.8	9.98	11.1	25.4	29.6	22.4	36.4
Children in poverty: Income Deprivation Affecting Children Index (IDACI) (aged 0 to 15)	2019	17.1	18.6	12.9	12.2	33.1	33.1	31.2	44.8
Older people in poverty: Income Deprivation Affecting Older People Index (IDAOPI) (aged 60 and over)	2019	14.2	13.6	11	12.3	25	26.7	23.1	33
Fuel poverty (low income, low energy efficiency methodology)	2023	11.4	9.16	11.5	11.8	15.8	21.2	15.6	21.4
Unemployment: people claiming out of work benefit (aged 16 to 64)	2024/25	4.07	2.88	2.2	2.78	6.37	10.3	5.78	11
Long-term unemployment: people claiming out of work benefit for over 12 months (aged 16 to 64)	2024/25	0.51	0	0.65	0.64	0.72	0.72	1	1.38

Demography in Great Yarmouth and Northern Villages

Great Yarmouth and Northern Villages population compared to Norfolk and Waveney 2024



Source: ONS 2024 mid-year estimates

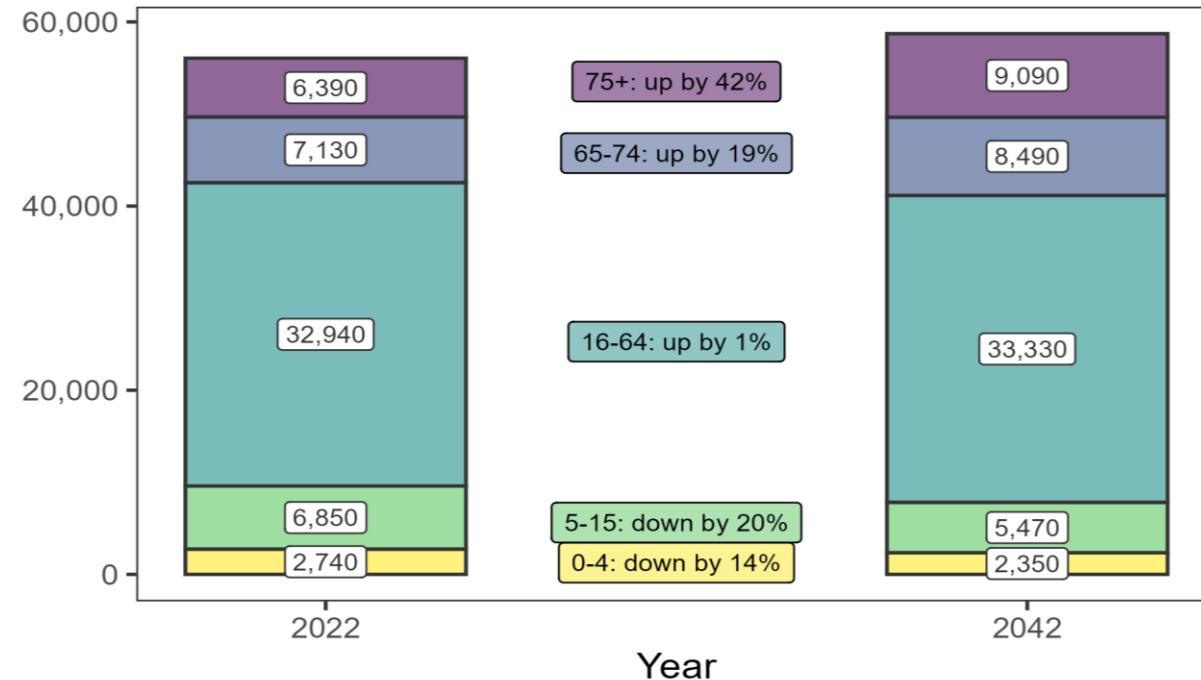
GY and Northern Villages has a similar age profile to the rest of Norfolk & Waveney but with differing age profiles across the locality, with a higher proportion of children and young people in Yarmouth wards, and older populations in Caister and Hemsby.

The age group with the largest projected population growth by 2042 in Great Yarmouth and Northern Villages is people aged 75+, which has implications for health and social care planning.

Locally, the neighbourhood with the largest estimated overall population growth is Caister on Sea with a 9.2% population increase by 2042.

Population projections by age groups for Great Yarmouth and Northern Villages INT

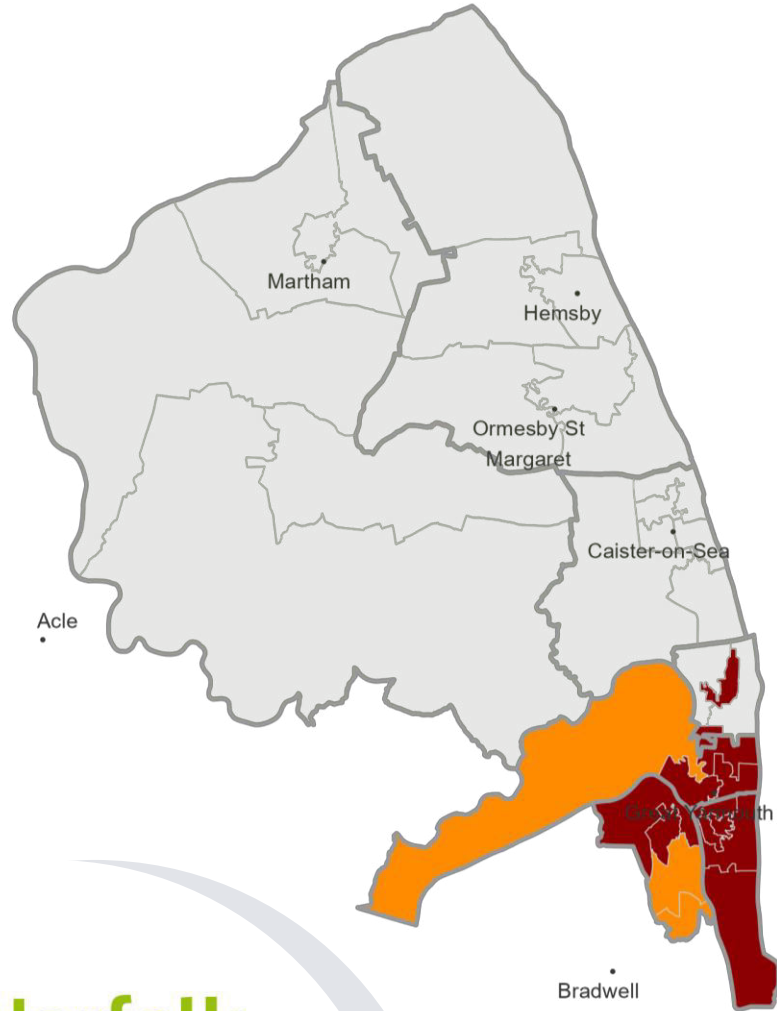
Residents



Source: ONS population projections (2025)
Age-specific LTLA projections applied to MSOA SYOA mid-2022 populations

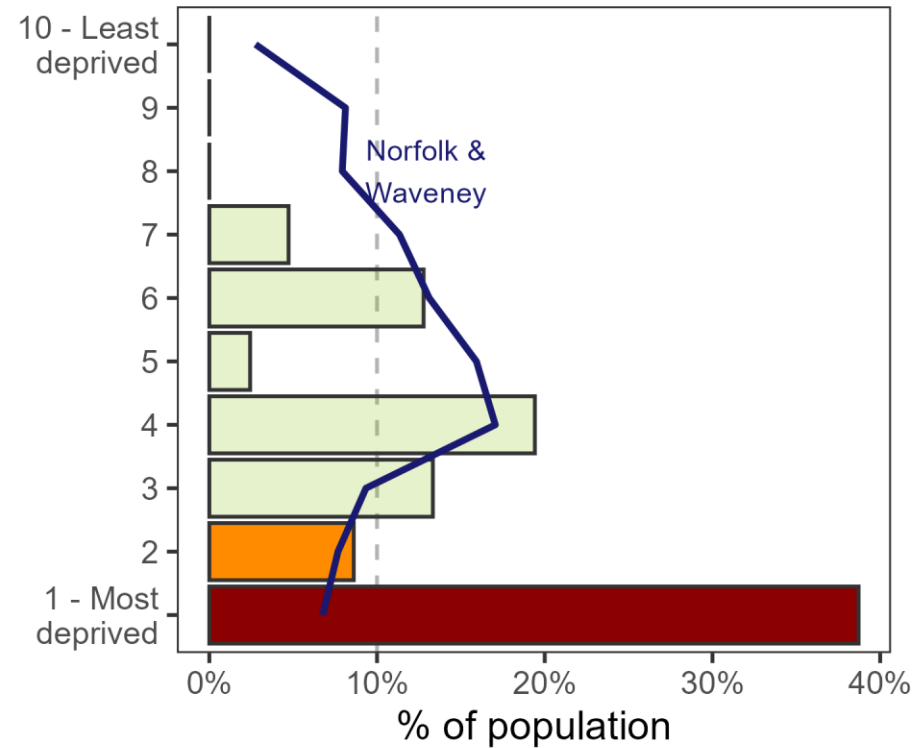
Deprivation in Great Yarmouth and Northern Villages

Core20 LSOAs in Great Yarmouth and Northern Villages



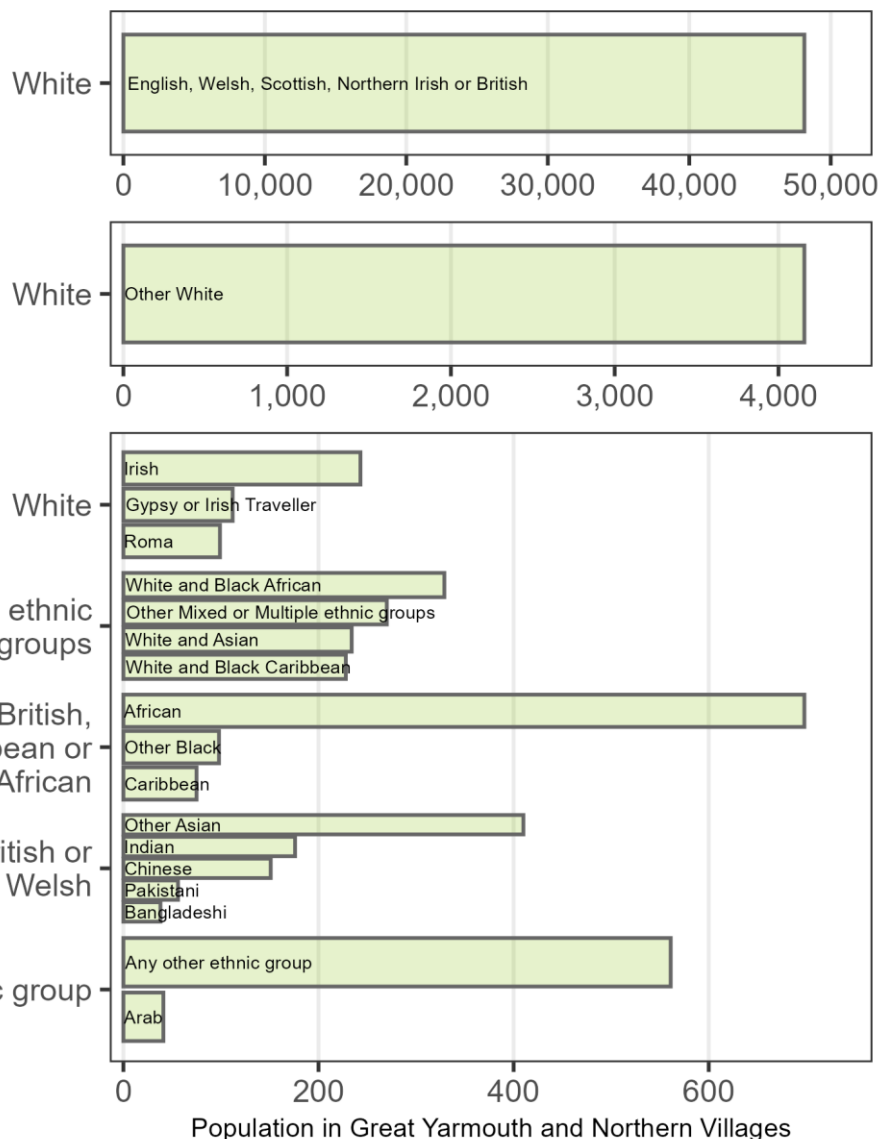
47.3% of the population of Great Yarmouth and Northern Villages live in small areas that are among the 20% most deprived areas in England (Core20 areas). Across Norfolk and Waveney, 14.4% live in Core20 areas.

IMD 2025 Decile



Index of Multiple Deprivation 2025, Department for Levelling Up, Housing and Communities

Ethnicity in Great Yarmouth and Northern Villages



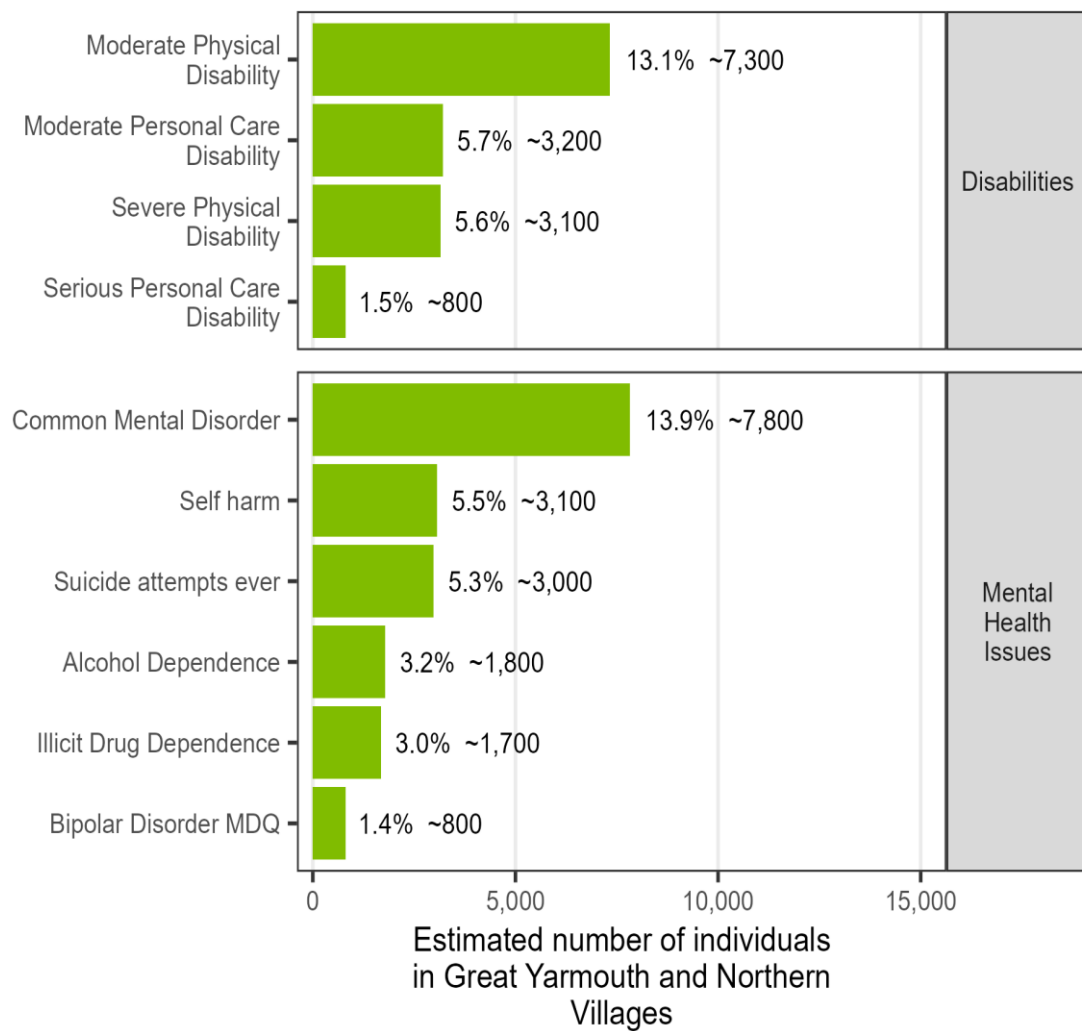
Source: Census 2021 (obtained through NOMIS)

Ethnicity group	Population	Proportion
White	52,747	94.0%
Mixed Or Multiple Ethnic Groups	1,061	1.9%
Black Black British Black Welsh Caribbean Or African	871	1.6%
Asian Asian British Or Asian Welsh	831	1.5%
Other Ethnic Group	602	1.1%

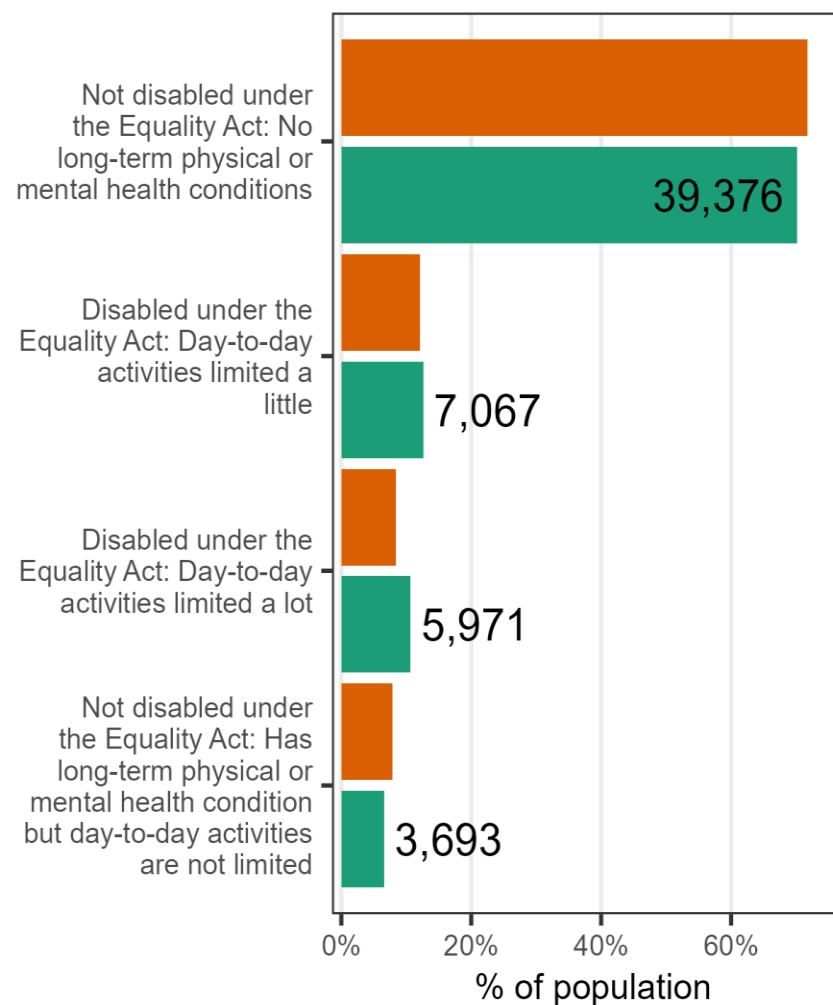
Source: Census 2021 (obtained through NOMIS)

Neighbourhoods (MSOAs) with the highest proportions of non-White residents in Great Yarmouth and Northern Villages include Yarmouth Parade (13.8%) and Yarmouth Central & Northgate (10.7%).

People with disabilities and vulnerable populations



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



Source: 2021 Census (ONS)

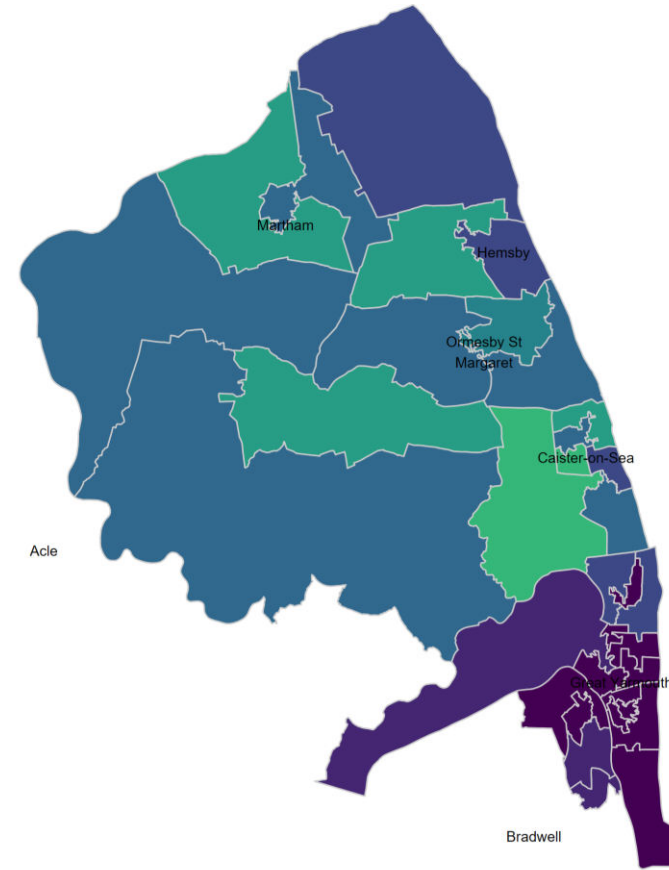
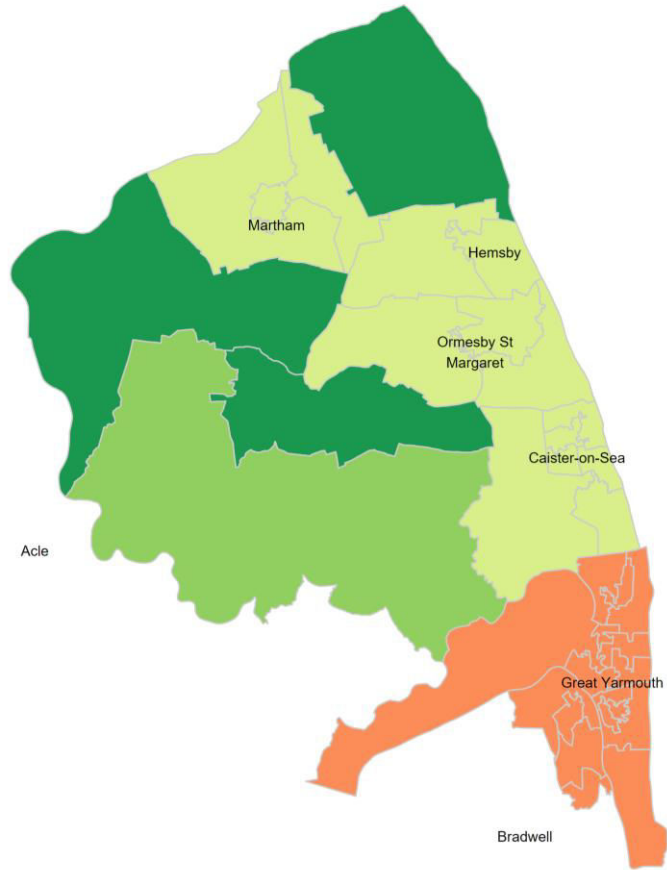
Area

- Norfolk and Waveney
- Great Yarmouth and Northern Villages

Rurality and Deprivation in Great Yarmouth and Northern Villages

ONS Rural Urban Classification

Index of Multiple Deprivation deciles



- 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

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

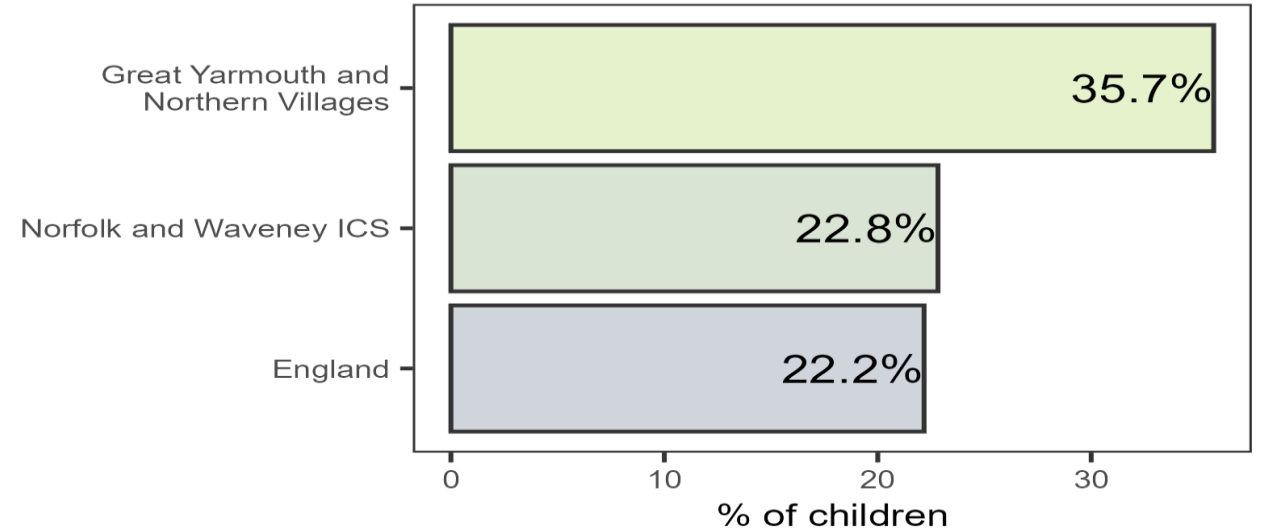
Children in Poverty

In Great Yarmouth and Northern Villages, 35.7% of children aged 0-19 live in low-income families, compared to 22.8% across Norfolk and Waveney and 22.2% across England.

50.6% of children aged 0 to 15 in Great Yarmouth and Northern Villages are estimated to live in poverty according to the Income Deprivation Affecting Children Index (IDACI). In England overall, this is 36.25%.

In Great Yarmouth and Northern Villages, 41.9% of pupils from Reception to Year 13 are eligible for free school meals. This is significantly higher than across all schools in Norfolk, where 22.6% of pupils are eligible.

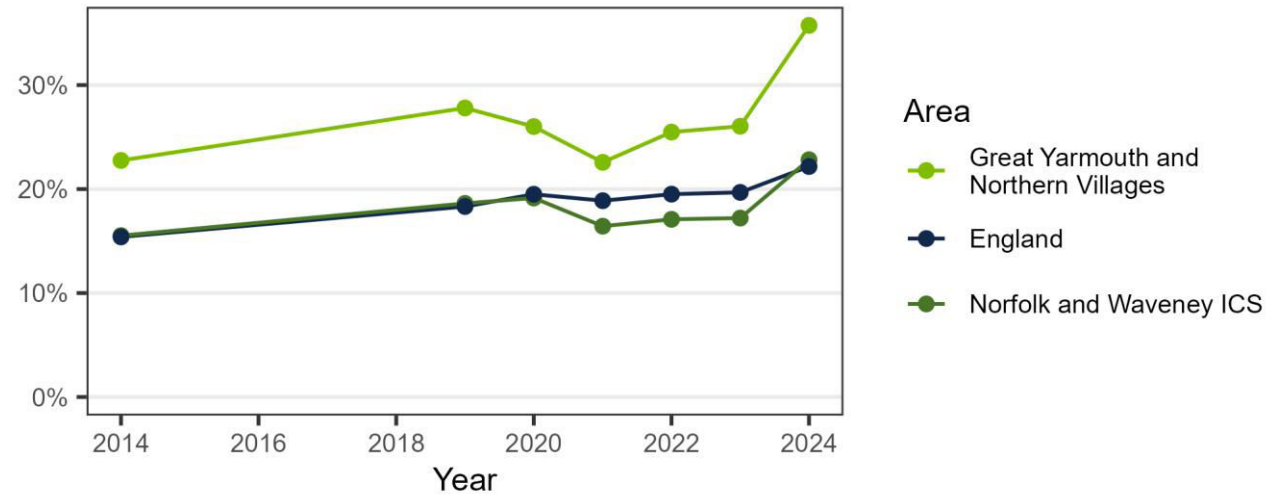
Children aged 0-19 in relative low-income families



Source: Local Insight (OCSI)

Children aged 0-19 in relative low-income families

% of children



Source: Local Insight (OCSI)

Economy, employment and housing

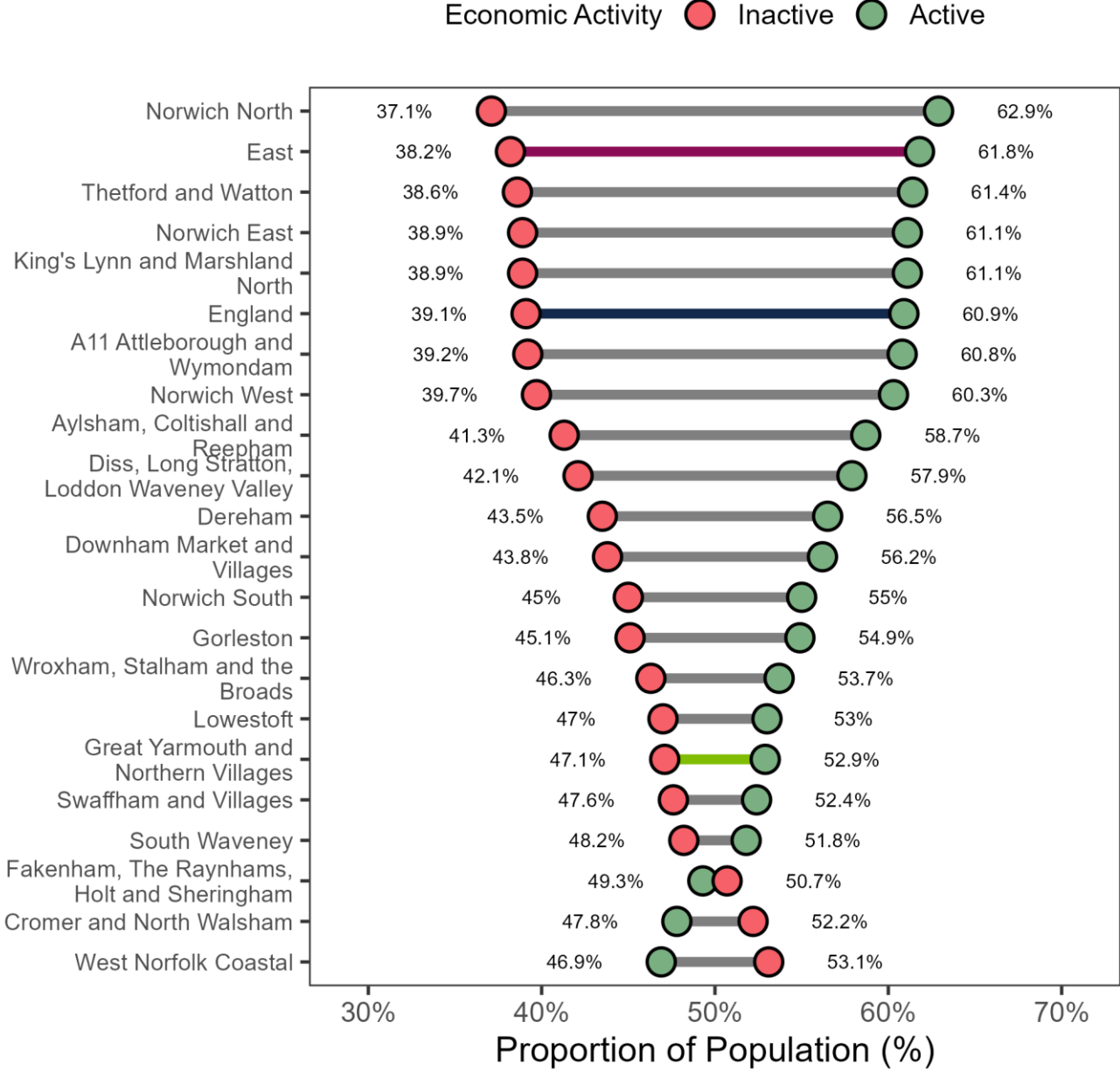
Economy and Employment

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 had 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).

Great Yarmouth and Northern Villages recorded 52.9% of working-age residents economically active and 47.1% economically inactive, placing the area among the less economically active neighbourhoods.

Economic Activity Across Areas (Census 2021)



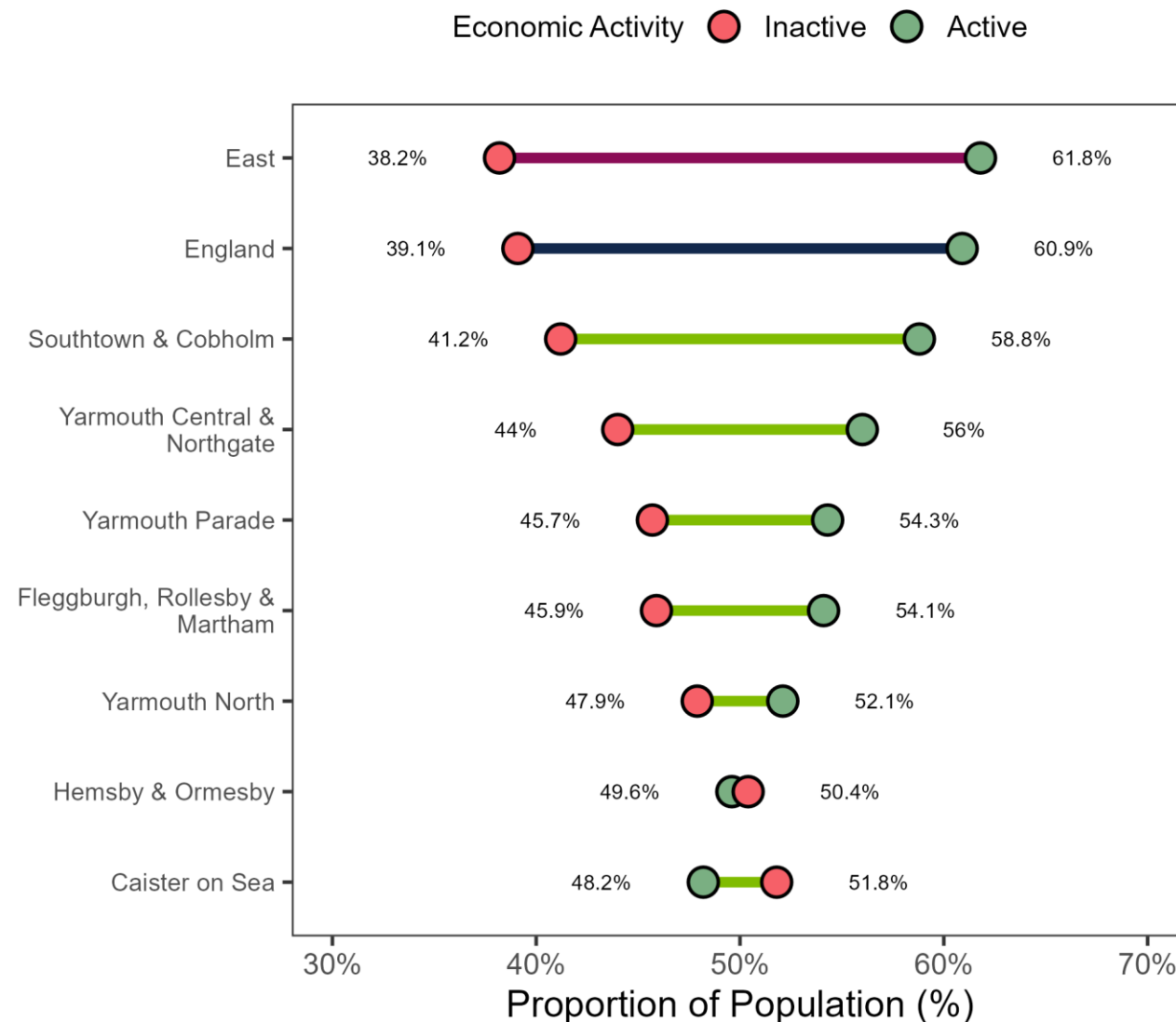
Economy and Employment

Levels of economic activity reported across MSOAs in Great Yarmouth and Northern Villages in the 2021 Census were consistently below the England (60.9% active) and East of England (61.8% active) averages, with notable variation across areas.

Within the neighbourhood, Caister on Sea recorded the lowest proportion of economically active residents (aged 16–64) at 48.2%, indicating significant economic inactivity among the working-age population.

In contrast, Southtown & Cobholm and Yarmouth Central & Northgate recorded the highest proportions of economically active residents among the MSOAs at 58.8% and 56%, respectively. However, both remained 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 Great Yarmouth and Northern Villages neighbourhood there were a higher proportion of elementary occupations (15.5%), compared to 11.2% in Norfolk and 10.5% in England. Similarly, process and plant operatives accounted for 12.3% of resident's occupations, well above the Norfolk (8.0%) and England (6.9%) averages. Caring and service roles were also higher at 12.8%, compared to Norfolk (10.6%) and England (9.3%). This suggests a relatively high concentration of individuals engaged in routine and manual forms of work within the neighbourhood, compared to county and national averages.

In contrast, only 9.8% of residents aged 16 and above in the Great Yarmouth and Northern Villages neighbourhood were reported to be in professional occupations during the 2021 Census, significantly below the Norfolk (16.6%) and England (20.3%) averages. Managerial roles were also underrepresented (10.1% vs 12.0% in Norfolk and 12.9% in England).

Occupational Profile

Occupation	Great Yarmouth and Northern Villages		Norfolk		England	
	Count	Proportion of Population Aged 16+ (%)	Count	Proportion of Population Aged 16+ (%)	Count	Proportion of Population Aged 16+ (%)
Managers, Directors & Senior Officials	2,269	10.1%	49,365	11.9%	3,403,916	12.9%
Professional	2,210	9.8%	68,653	16.6%	5,356,649	20.3%
Associate Professional & Technical	2,076	9.2%	48,630	11.8%	3,499,749	13.3%
Administrative & Secretarial	1,869	8.3%	37,330	9.0%	2,446,565	9.3%
Skilled Trades	2,906	12.9%	52,732	12.8%	2,683,139	10.2%
Caring, Leisure & Other Service	2,885	12.8%	43,994	10.6%	2,447,148	9.3%
Sales & Customer Service	2,102	9.3%	33,402	8.1%	1,972,553	7.3%
Process, Plant & Machine Operatives	2,769	12.3%	33,235	8.1%	1,832,666	6.9%
Elementary	3,499	15.5%	46,376	11.2%	2,762,829	10.5%

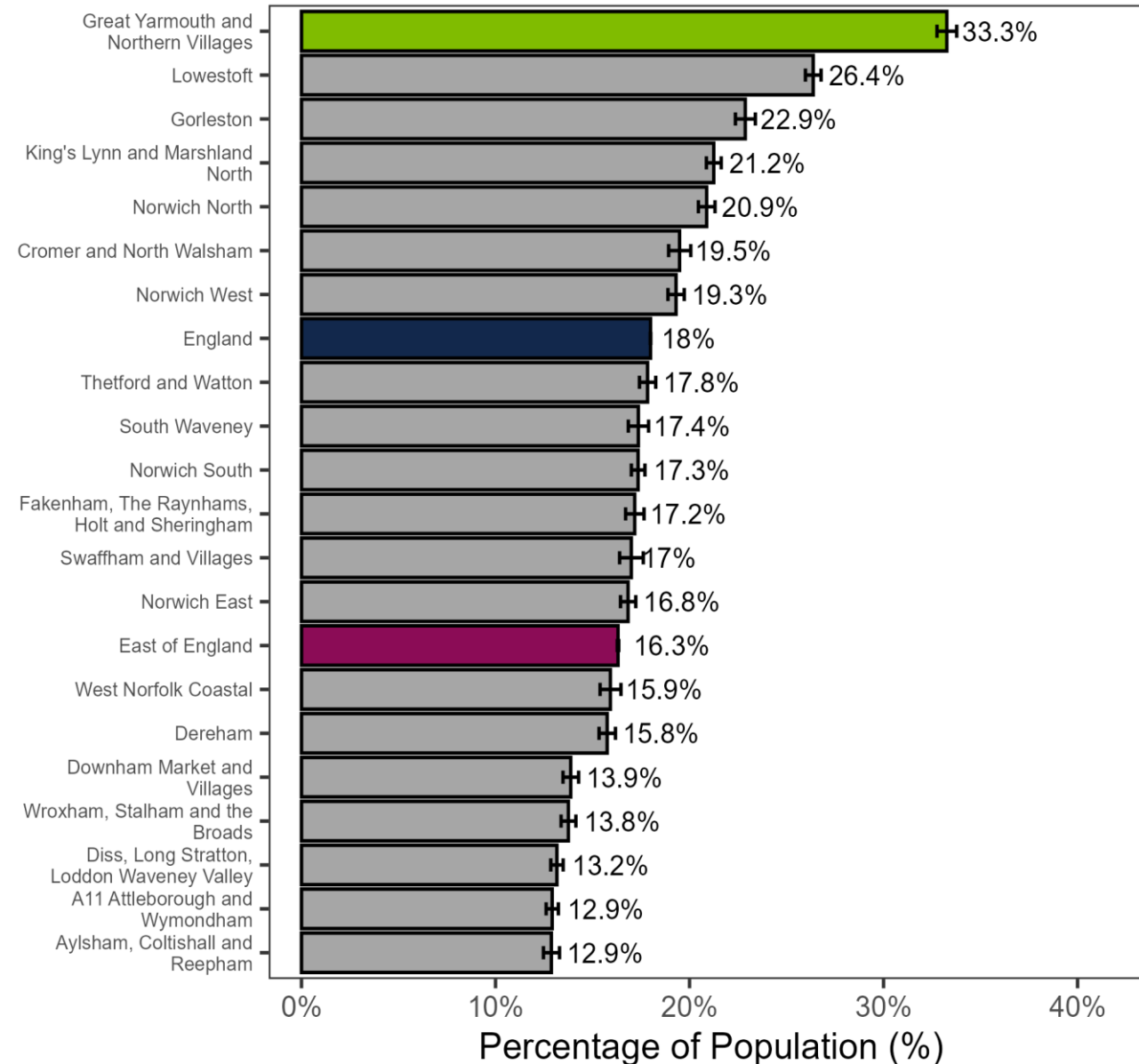
Economy and Employment

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. Great Yarmouth and Northern Villages reported a significantly higher proportion of individual claimants (33.3%) than all other neighbourhoods during August 2025. In addition, the proportion of claimants was significantly higher than both the East of England (16.3%) and England (18%) averages. This suggests this neighbourhood has higher levels of financial vulnerability and reliance on benefits than both regional and national benchmarks.

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



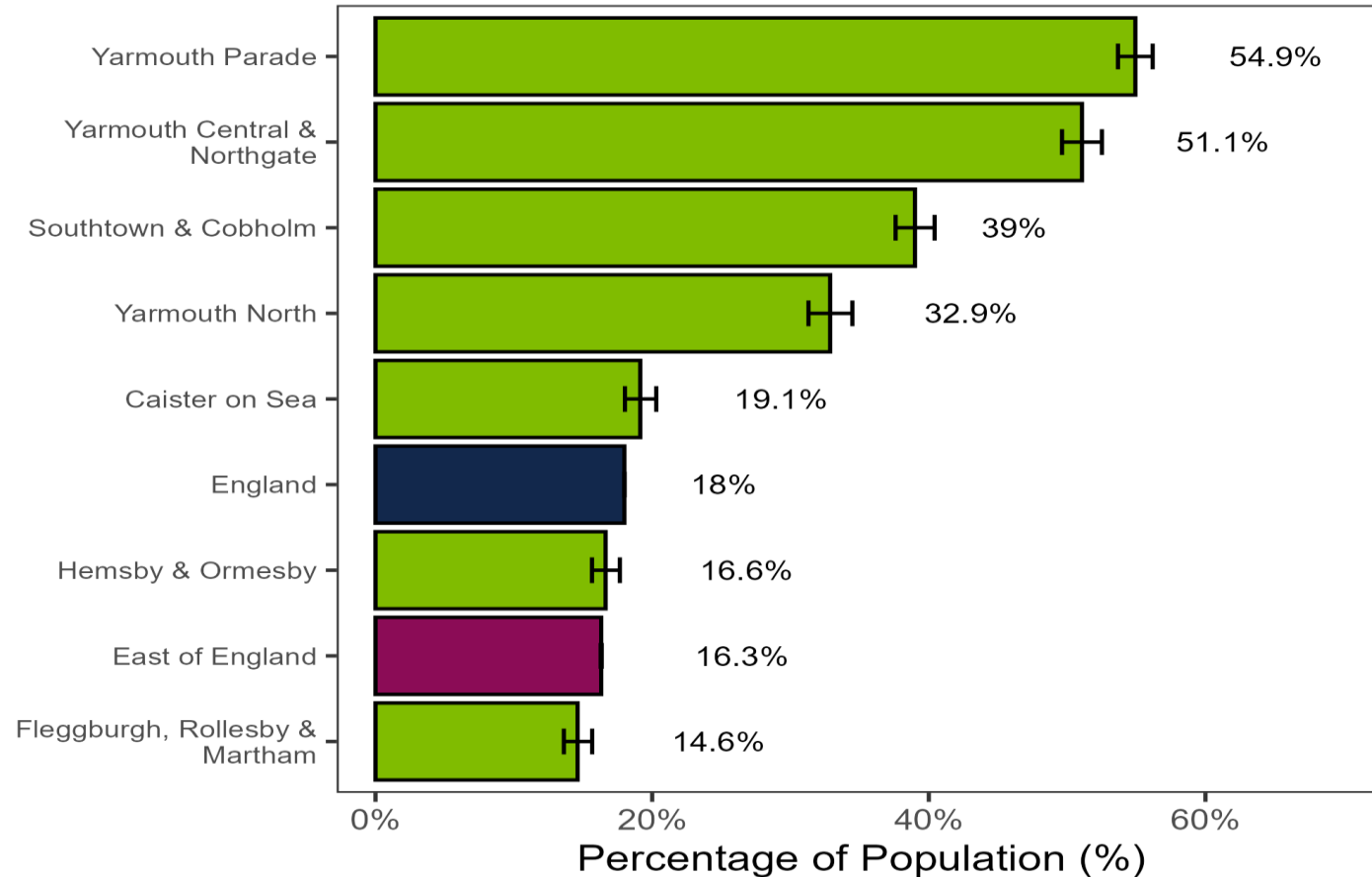
Economy and Employment

In August 2025, the proportion of residents (aged 18 to 66) claiming Universal Credit varied significantly across MSOAs within the Great Yarmouth and Northern Villages neighbourhood (ranging from 14.6%-54.9%).

Yarmouth Parade recorded the highest proportion of claimants at 54.9%, significantly more claimants than any other MSOA within the neighbourhood. This figure was also significantly higher than the East of England (16.3%) and England average (18%). This suggests that Yarmouth Parade has higher levels of unemployment/ financial hardship compared with both local and wider benchmarks.

Fleggburgh, Rollesby and Martham reported the lowest proportion of claimants at 14.6%, significantly fewer claimants compared to five of the other seven MSOAs within the area and both the East of England and England average.

Universal Credit Claimants by MSOA in Great Yarmouth and Northern Villages (Aug 2025)



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

Economy and Employment

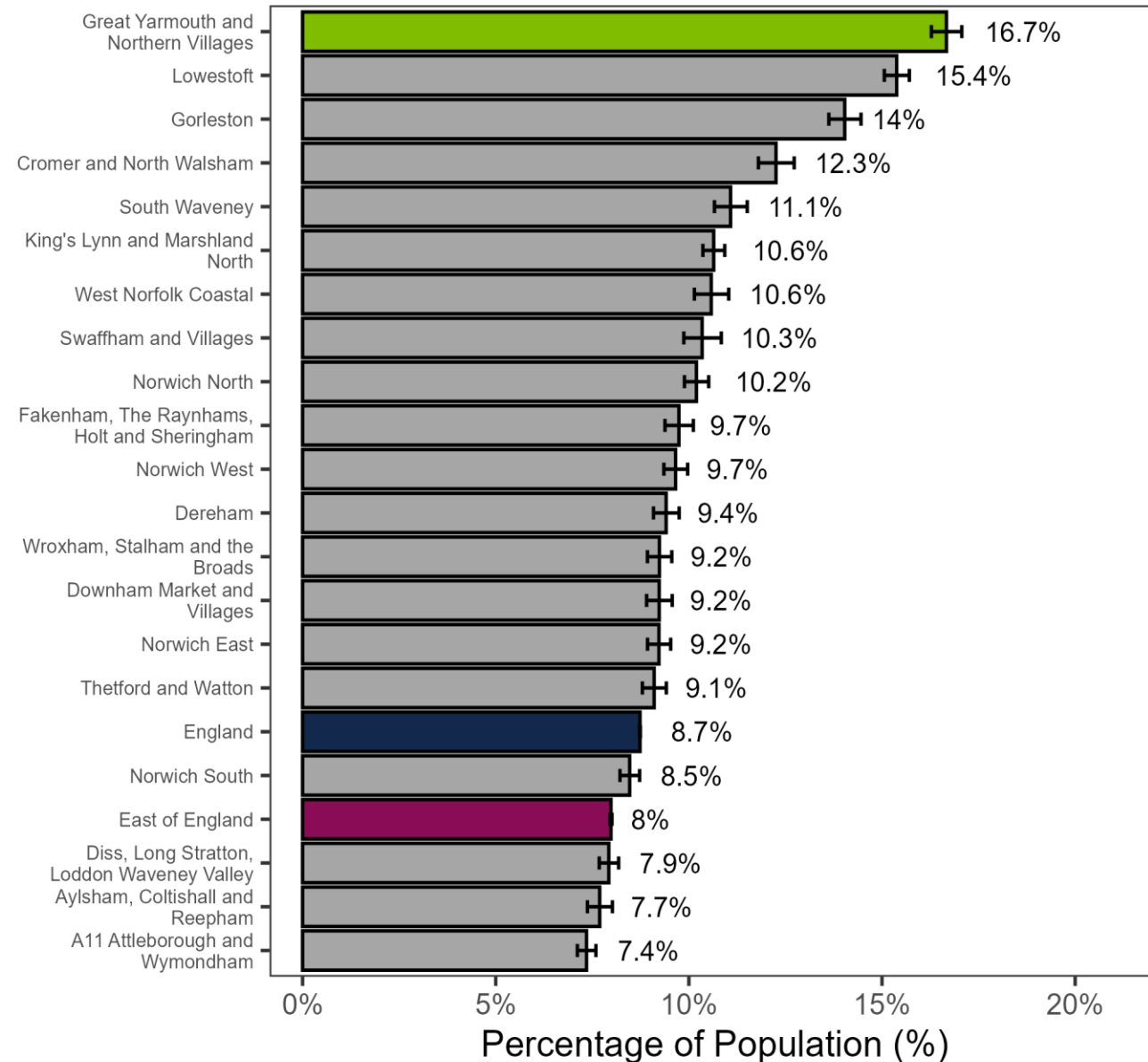
Personal Independence Payments (PIP) entitlement statistics covers individuals currently receiving PIP and those whose payments are temporarily suspended (e.g., during a hospital stay).

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 to PIP across neighbourhoods during June 2025.

The proportion of residents entitled to PIP varies significantly across neighbourhoods. Great Yarmouth and Northern Villages had a significantly higher proportion of individuals entitled to claim (16.7%) than all other neighbourhoods during June 2025. In addition, the claimant rate in this neighbourhood was significantly higher than both the East of England (8%) and England average (8.7%), indicating that the prevalence of long-term health conditions in Great Yarmouth and Northern Villages is greater than both regional and national levels.

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



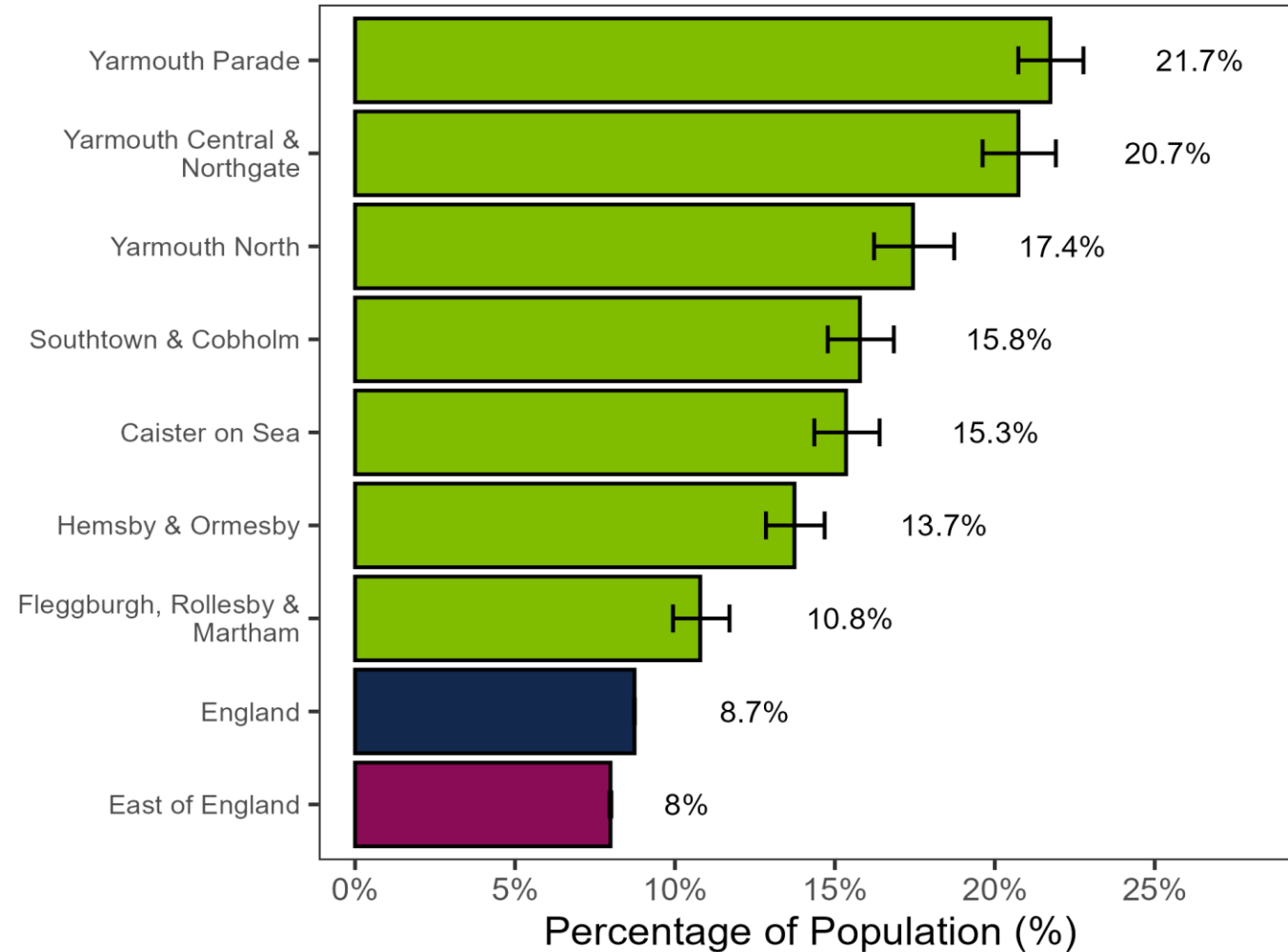
Economy and Employment

In June 2025, the proportion of residents aged 16 to 66 entitled to Personal Independence Payment (PIP) varied significantly across MSOAs within the Great Yarmouth and Northern Villages neighbourhood.

Yarmouth Parade recorded the highest entitlement rates at 21.7%, significantly higher than five of the other six MSOAs within the neighbourhood.

PIP entitlement in all MSOAs was significantly higher than the East of England (8%) and England (8.7%) averages, indicating that the prevalence of long-term health condition in these MSOAs is higher than seen regionally or nationally.

Population Entitled to PIP by MSOA in Great Yarmouth and Northern 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, Great Yarmouth and Northern Villages has a slightly higher proportion of homes owned outright (37.1% vs 32.5%) but a lower proportion with a mortgage (20.6% vs 28.8%). Its combined social renting rate (council and housing association) is 16.0%, which is close to the national average of 17%. Private renting rate (Landlord/rent free/other) at 26% is higher than the England average.

Compared to other neighbourhoods, Great Yarmouth and Northern Villages has a lower proportion of homes owned outright or with a mortgage, a higher proportion of homes privately rented and a social renting rate broadly in line with the average across the neighbourhoods.

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%
Great Yarmouth and Northern Villages	37.1%	20.6%	23.3%	4.1%	11.9%	2.5%	0.3%	0.2%
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%
Downham Market and Villages	43.9%	26.8%	14.4%	7.9%	2.0%	4.6%	0.4%	<0.1%
Fakenham, The Raynham, 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%
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%

Source: Census 2021 Housing Tenure Data

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 in Great Yarmouth and Northern Villages is below the England average and is particularly low within Yarmouth.

This reflects entrenched health inequalities, particularly in deprived areas. Mortality rates from circulatory, cancer, and respiratory diseases are key contributors to this gap.



	Period	England	Caister on Sea	Fleggburgh, Rollesby & Martham	Hensby & Ormesby	Southtown & Cobholm	Yarmouth Central & Northgate	Yarmouth North	Yarmouth Parade
Life expectancy at birth - Female	2019 - 23	83	83	83.3	81.3	81	81.2	80.1	78.2
Life expectancy at birth - Male	2019 - 23	79.1	79	81.1	79.7	74.8	73	78.8	72.1
Mortality from all causes	2019 - 23	100	99.1	91.2	113	131	136	125	153
Mortality from all causes (aged under 75)	2019 - 23	100	88.3	77	109	144	152	138	206
Mortality from cancer	2019 - 23	100	99.2	107	112	129	137	119	149
Mortality from cancer (aged under 75)	2019 - 23	100	90.8	117	110	129	125	128	167
Mortality from cardiovascular disease	2019 - 23	100	112	90.2	118	156	129	141	188
Mortality from cardiovascular disease (aged under 75)	2019 - 23	100	85.3	60.7	118	159	152	185	268
Mortality from coronary heart disease	2019 - 23	100	112	79	133	155	128	154	234
Mortality from stroke	2019 - 23	100	123	87.6	99.1	91.7	154	119	148
Mortality from respiratory diseases	2019 - 23	100	91.5	69.5	108	143	118	141	166
Mortality from causes considered preventable (aged under 75)	2019 - 23	100	83.9	65.6	104	154	172	145	228

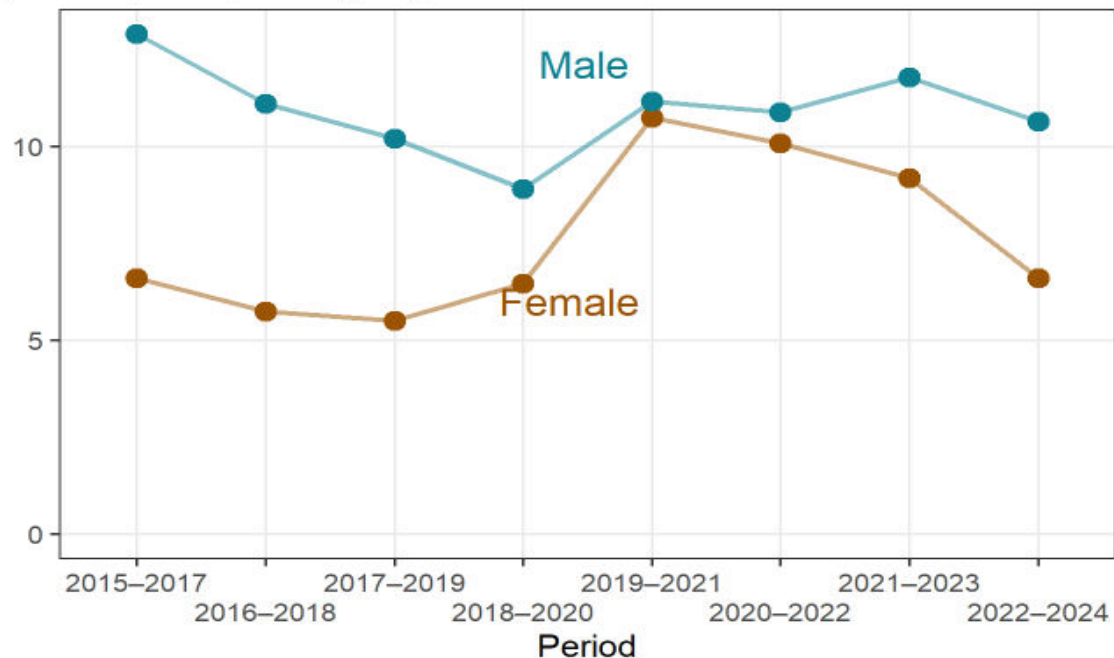
Indicators are based on the Local Health summary (OHID Fingertips)

Life expectancy inequalities in Great Yarmouth Borough Council area

While the gap in life expectancy is narrowing slightly, inequalities persist. The leading causes of premature death - circulatory disease, respiratory and digestive conditions - are more prevalent in deprived 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 Great Yarmouth

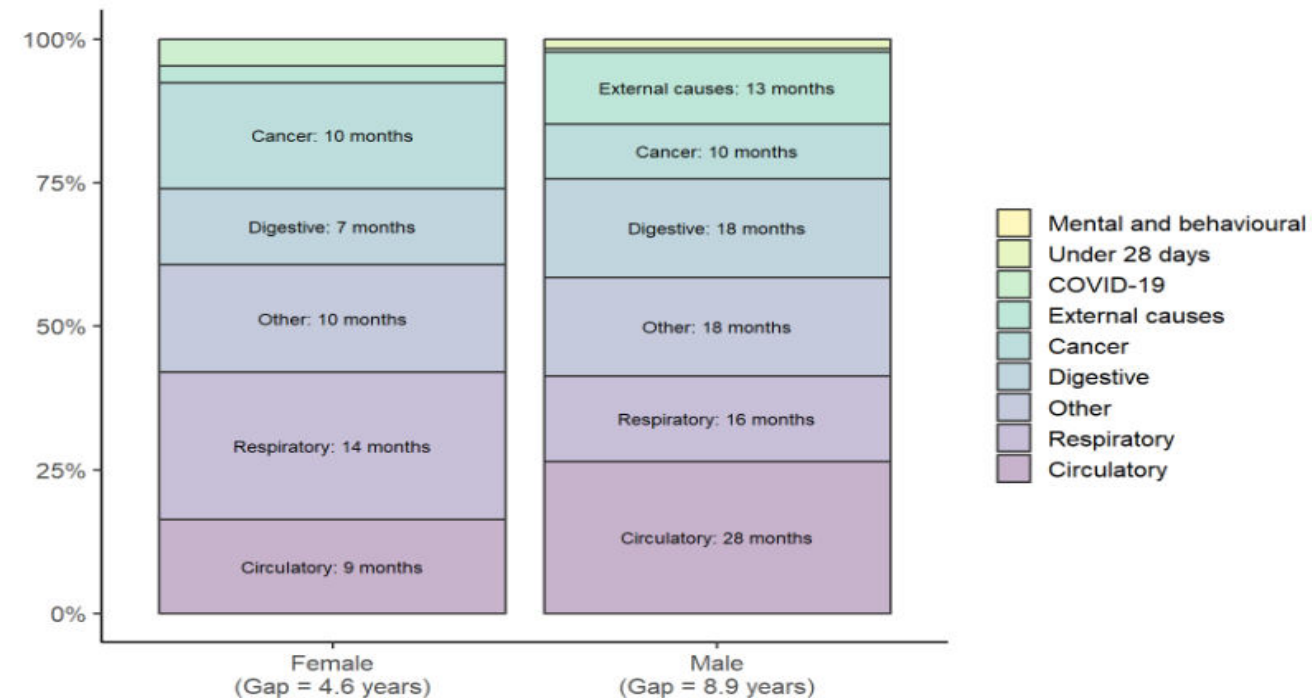
Gap in life expectancy at birth (years)



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 Great Yarmouth in 2022-2024

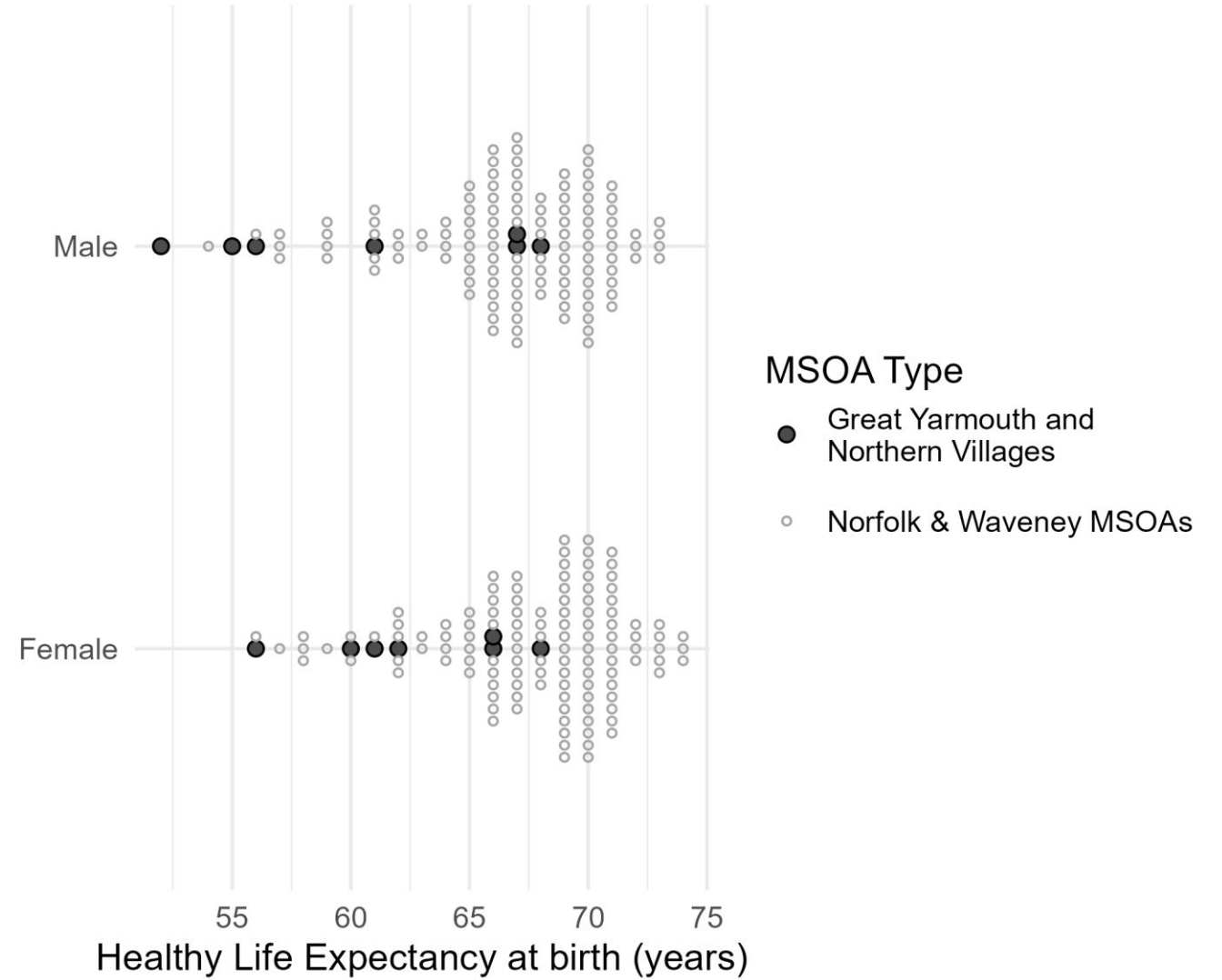
Percentage contribution



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

Healthy Life Expectancy

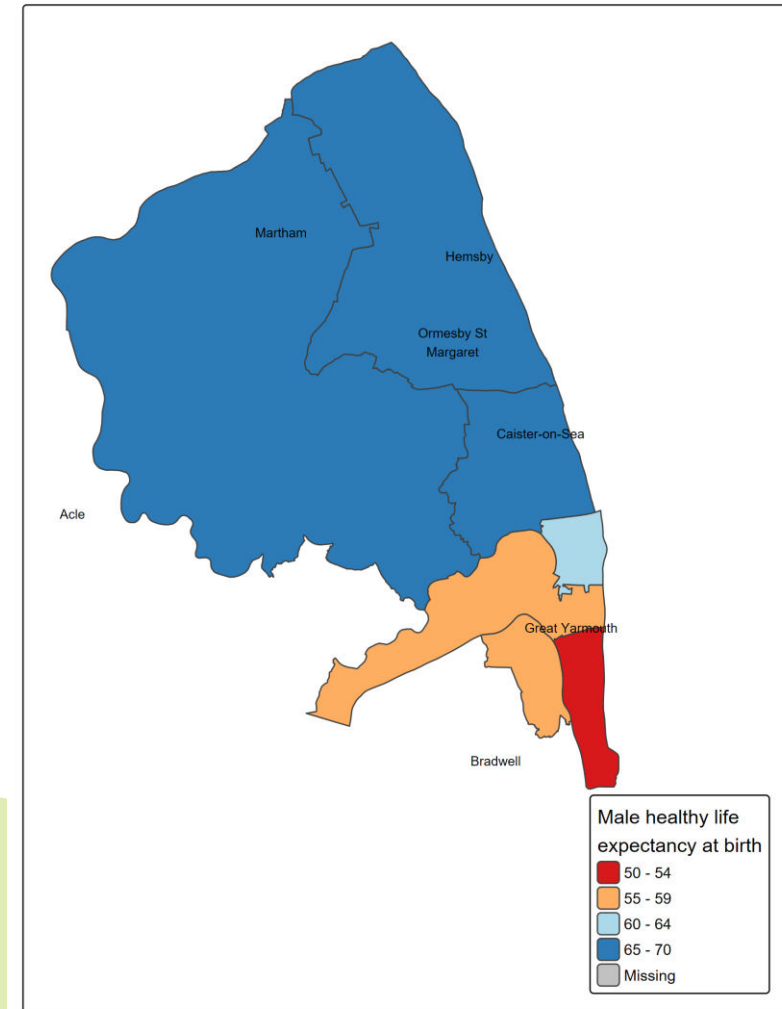
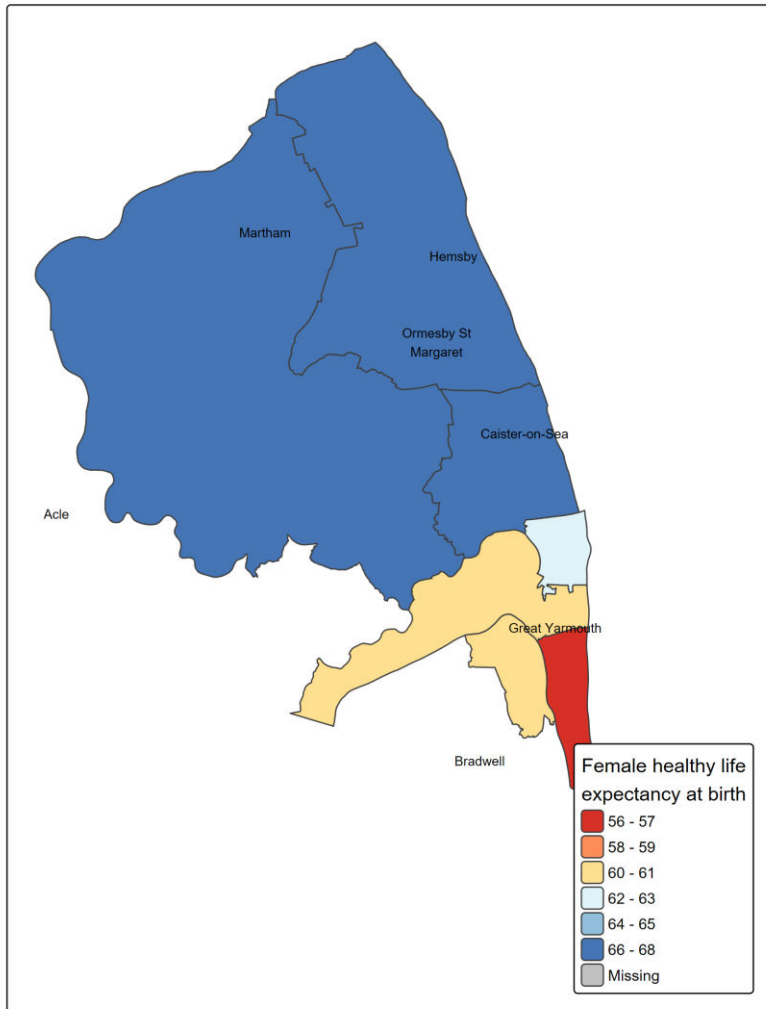
Healthy life expectancy is generally lower in GYNV compared to other areas in Norfolk



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

Healthy Life Expectancy in Great Yarmouth and Northern Villages

Within the Great Yarmouth and Northern Villages neighbourhood area, female healthy life expectancy was lowest in Yarmouth Parade and highest in Fleggburgh, Rollesby & Martham in 2021. Male healthy life expectancy was lowest in Yarmouth Parade and highest in Caister on Sea in 2021.



Deaths

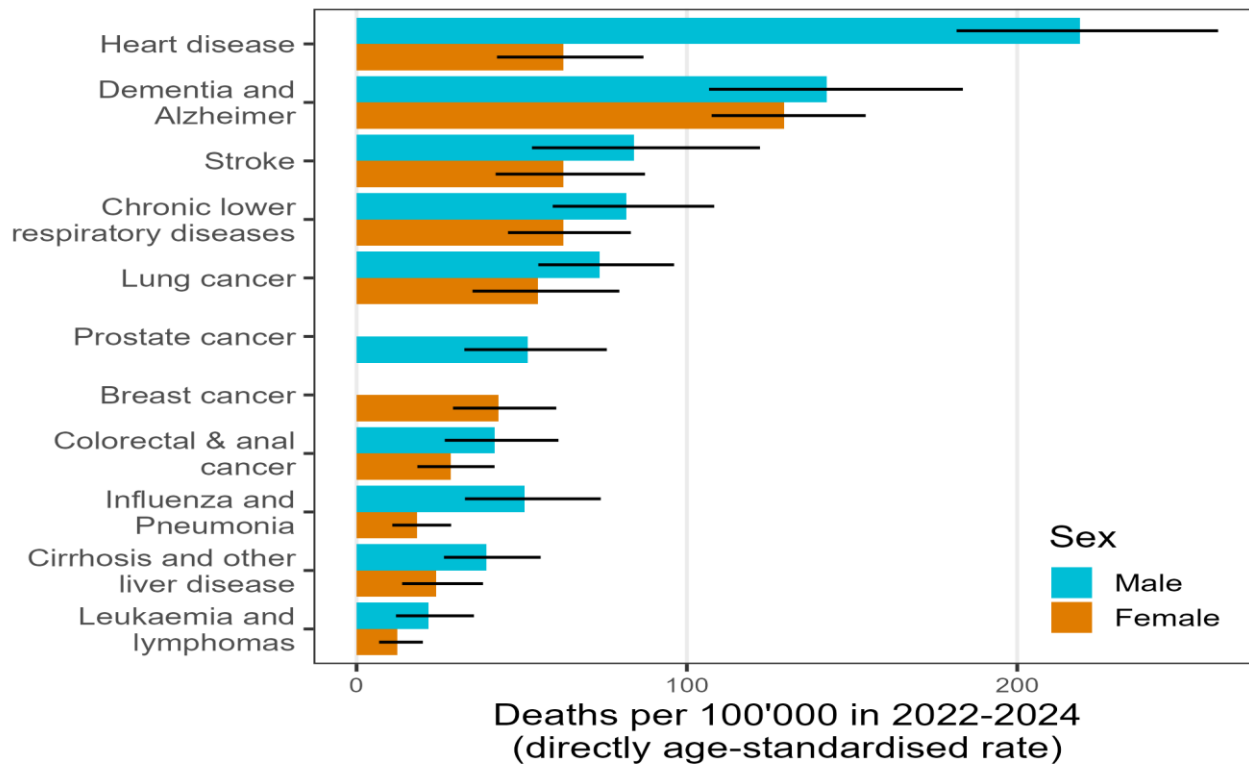
Deaths in Great Yarmouth and Northern Villages



Source: NOMIS

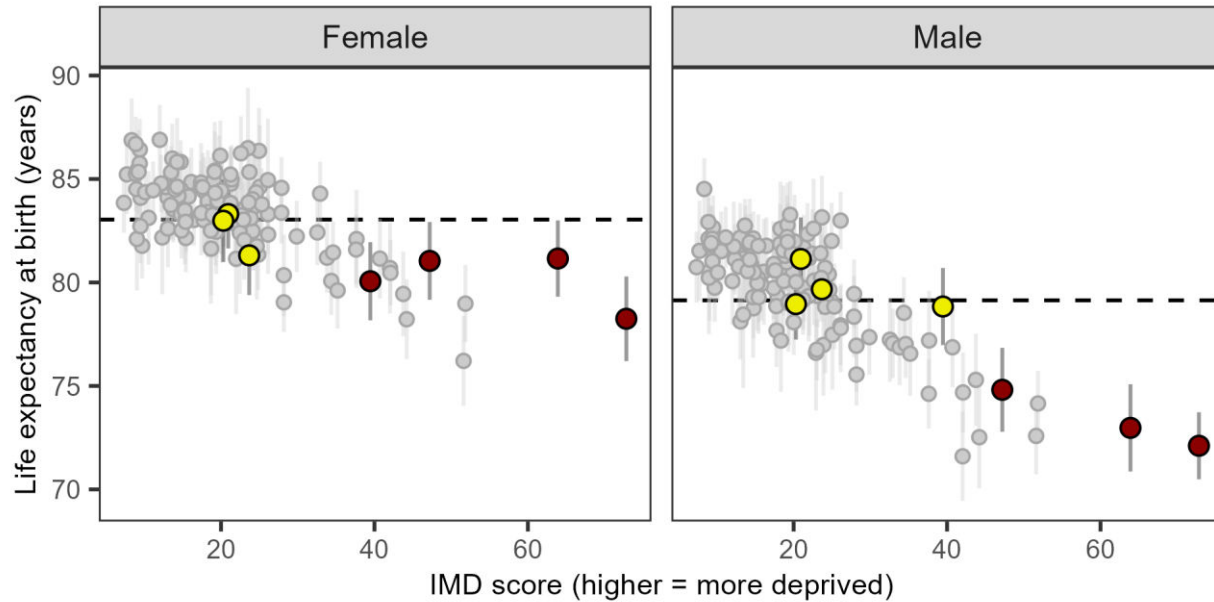
Leading causes of death in Great Yarmouth and Northern Villages

Leading cause of death



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

Life expectancy in Great Yarmouth and Northern Villages

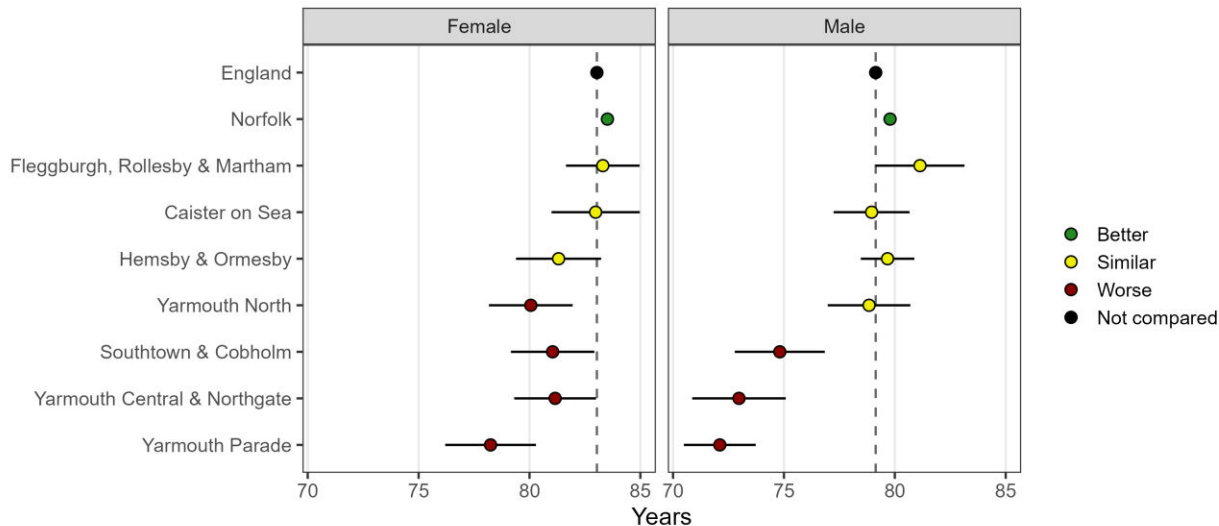


There is wide local variation – Great Yarmouth areas show a gap of 6 years for females and 8 years for males compared to Norfolk averages.

Yarmouth Parade and Central & Northgate have the lowest life expectancy.

- Females live longer than males in all areas, but male inequality is more pronounced in deprived neighbourhoods.

Life expectancy at birth (2019 - 23)
Area



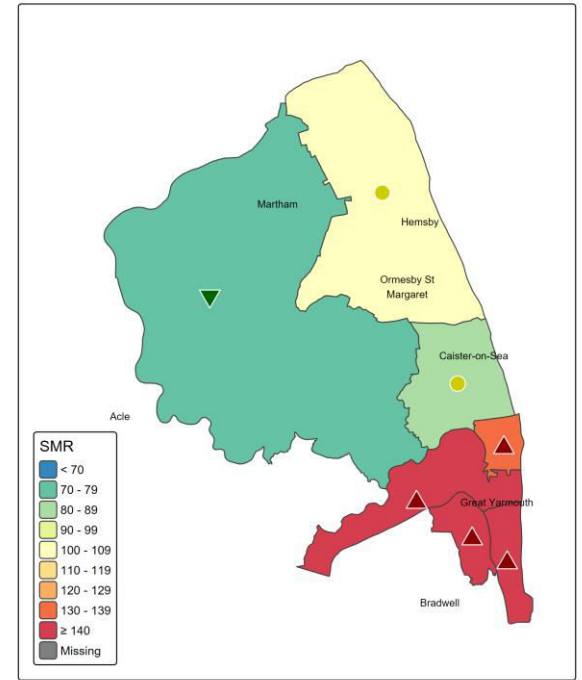
Source: OHID Fingertips

Premature mortality

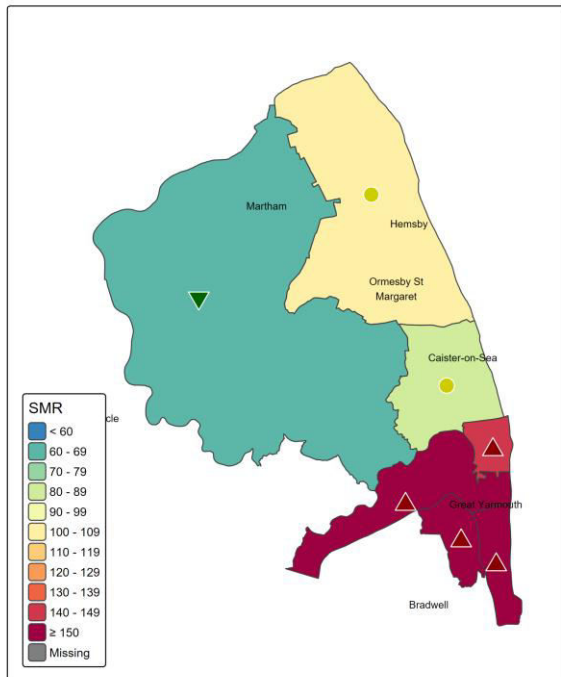
There were 1,221 deaths of people under the age of 75 in Great Yarmouth and Northern Villages in 2019 - 23. Overall, the rate of premature mortality was 22% higher than the England average.

Locally, the highest rate of premature mortality was in Yarmouth Parade (Standardised Mortality Ratio = 206). The lowest rate was in Fleggburgh, Rollesby & Martham. Four local areas (MSOAs) had a significantly higher premature mortality rate than the England average (red triangles).

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



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



Preventable mortality

In 2019 - 23, 578 deaths of people under the age of 75 in Great Yarmouth and Northern Villages were from causes considered preventable. Overall, there was a 25% higher rate of preventable mortality compared to the national average.

Locally, the highest rate of preventable mortality was in Yarmouth Parade (Standardised Mortality Ratio = 227.6). The lowest rate was in Fleggburgh, Rollesby & Martham. Four local areas (MSOAs) had a significantly higher preventable mortality rate than the England average (red triangles).



Behavioural determinants of health

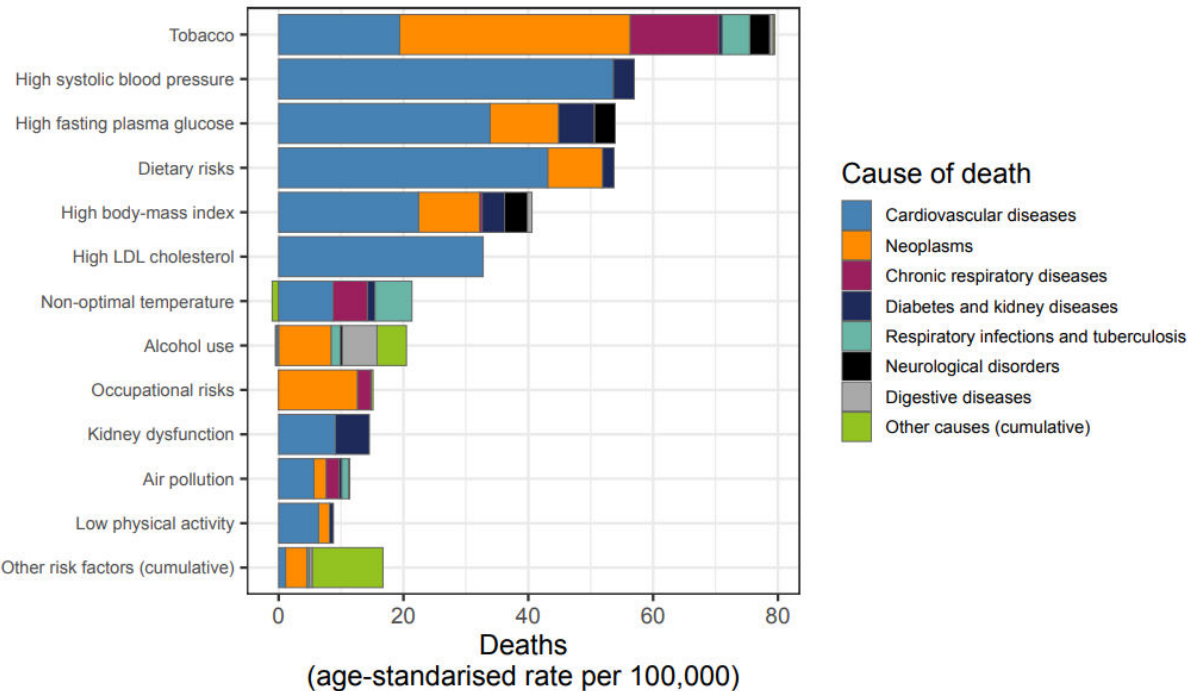
- This section examines lifestyle and behavioural risk factors such as smoking, diet, and physical activity, which contribute to preventable disease.

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.

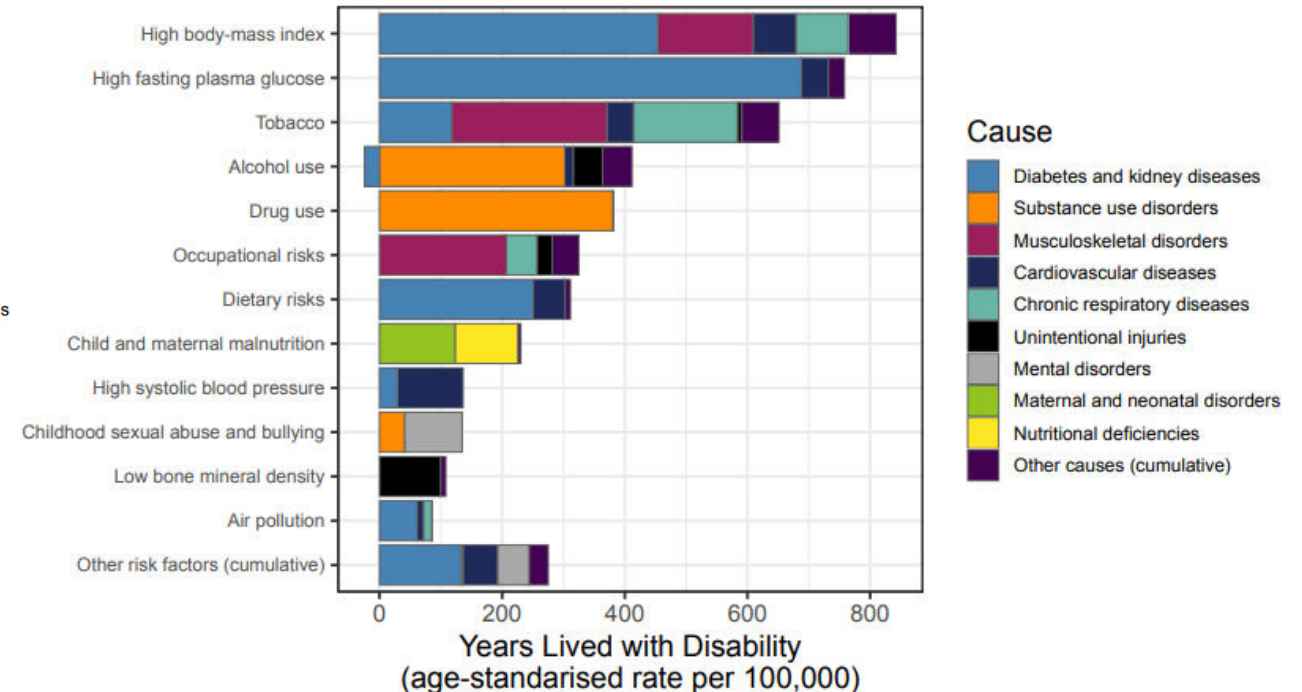
Deaths

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

Behavioural risk factors such as smoking, poor diet, physical inactivity, and alcohol consumption are major contributors to preventable disease and health inequalities in Great Yarmouth and Northern Villages.

Children

- Childhood obesity is higher than the England average, particularly in Yarmouth Central & Northgate and Southtown & Cobholm.
- These figures suggest early-life interventions are critical.

Adults

- Smoking prevalence is higher than Norfolk and England averages.
- Alcohol-specific hospital admissions are elevated compared to regional and national benchmarks.
- A greater proportion of adults are overweight or obese, indicating poor diet and physical inactivity.

Environmental and Social Factors

- Yarmouth Parade shows elevated hospital admissions for children under 5, likely linked to smoking, poor housing, and limited access to primary care.
- These risks are preventable, highlighting opportunities for targeted community and family-based interventions.

Implications

- High prevalence of behavioural risks contributes to chronic disease burden (diabetes, cardiovascular disease).
- Tackling smoking and obesity could significantly reduce health inequalities and improve long-term outcomes.

	Period	England	Caister on Sea	Fleggburgh, Rollesby & Martham	Hemsby & Ormesby	Southtown & Cobholm	Yarmouth Central & Northgate	Yarmouth North	Yarmouth Parade
Reception prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	9.64	10.8	8.33	8.33	10	13.7	15.2	13
Reception prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	21.9	24.3	22.2	22.2	25	29.4	27.3	27.3
Year 6 prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	22.7	23.1	16.3	23.8	30.9	31.4	25.6	30.6
Year 6 prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	36.7	38.5	27.9	40.5	43.6	47.1	41	41.7
General fertility rate (women aged 15 to 44)	2018 - 22	54.6	45.3	46.7	47.3	62.9	66.1	46.7	75.3
Low birth weight of live babies	2018 - 22	6.84	3.31	8.04	6.03	9.2	8.36	7.48	10.4
Emergency hospital admissions: all causes (aged under 5)	2016/17 - 20/21	141	144	126	160	161	166	127	169
Unintentional and deliberate injuries: emergency hospital admissions in children (aged under 5)	2016/17 - 20/21	119	117	63.2	101	151	90.6	74.7	220
Unintentional and deliberate injuries: hospital admissions in children (aged under 15)	2016/17 - 20/21	92	69	75.7	76.1	121	91.8	92.5	152
Unintentional and deliberate injuries: hospital admissions in young people (aged 15 to 24)	2016/17 - 20/21	128	90.1	103	87.2	131	170	115	183

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

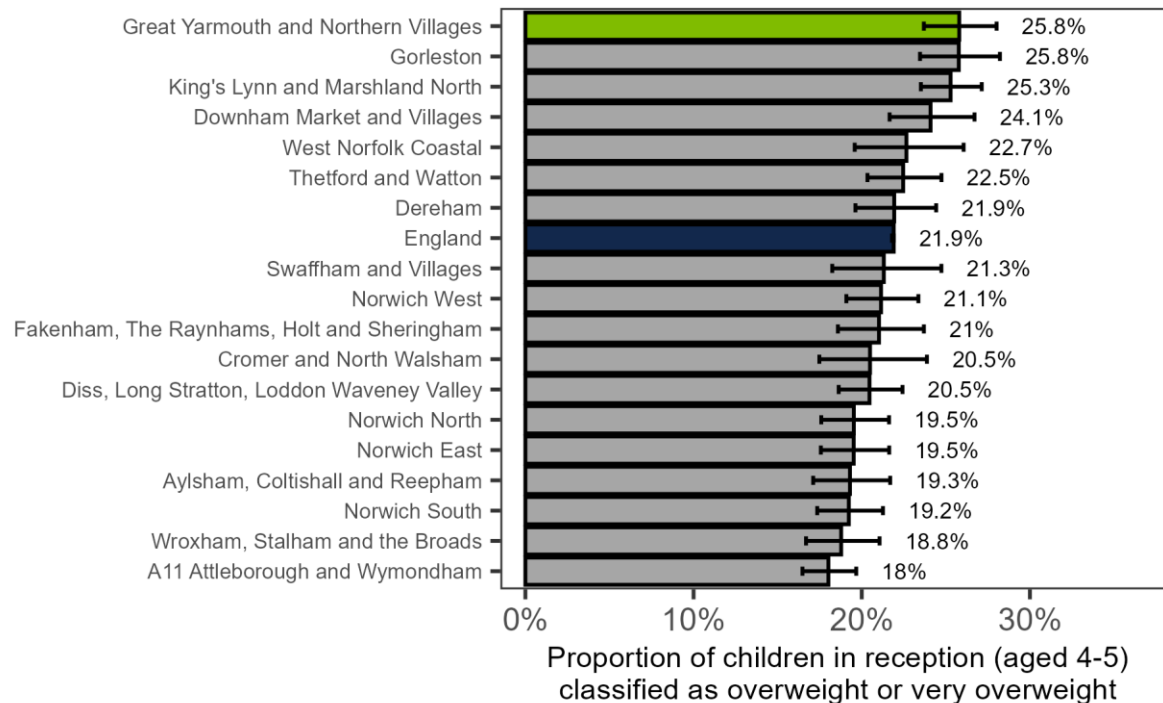
Behavioural risk factors - children

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%).

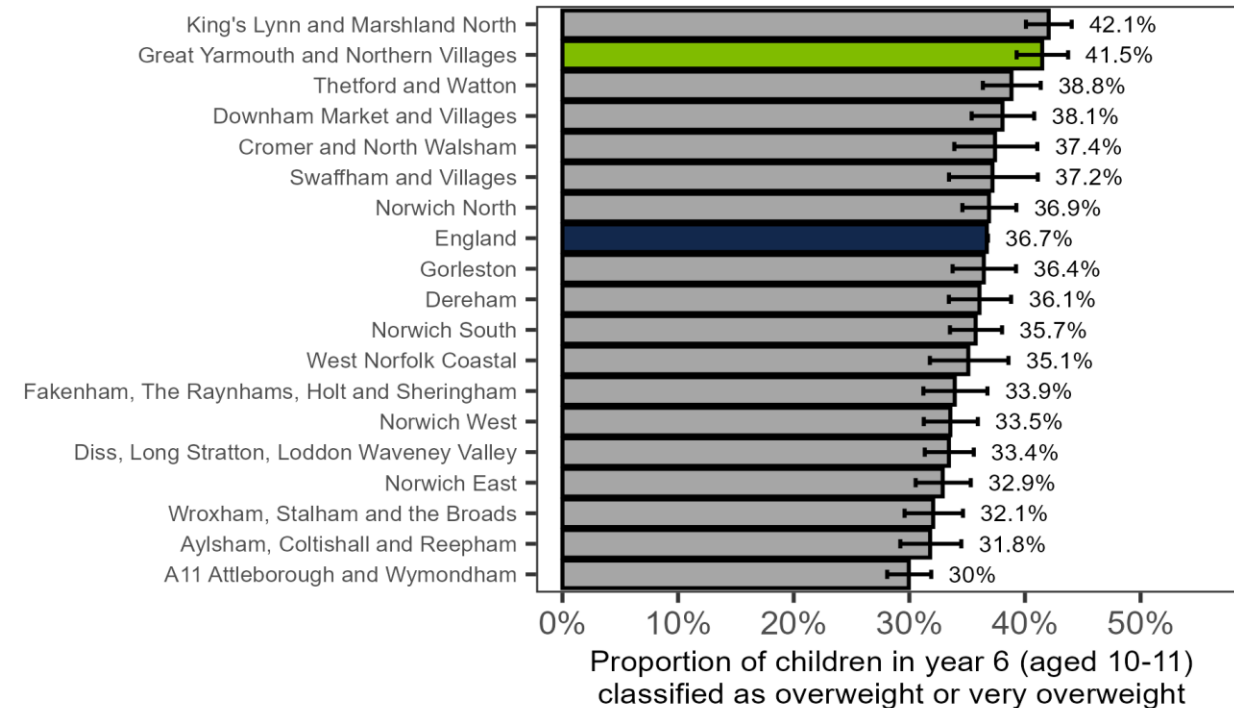
In the Great Yarmouth and Northern Villages neighbourhood, 25.8 % of Reception children and 41.5% of Year 6 children were classified as overweight or very overweight. These proportions were among some of the highest recorded across neighbourhoods and significantly above the England averages.

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

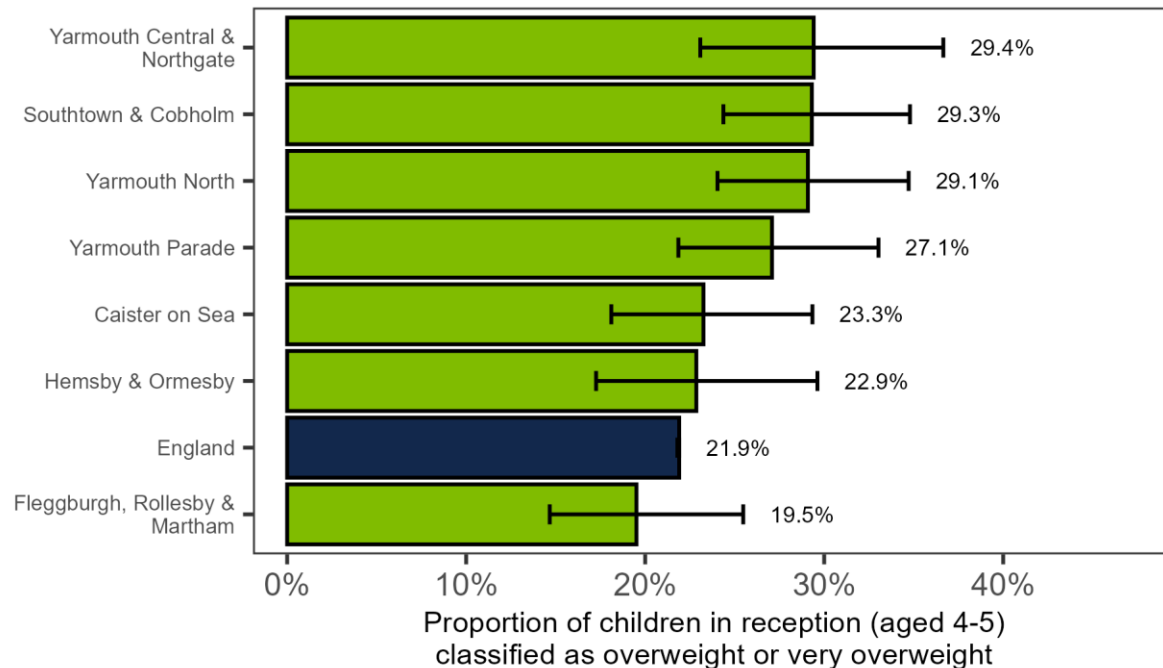
Behavioural risk factors - children

Within the Great Yarmouth and Northern Villages neighbourhood, the proportion of Reception and Year 6 children classified as overweight or very overweight varied marginally across MSOA areas during the 21/22-23/24 period.

Among Reception aged children, Yarmouth Central and Northgate recorded the highest prevalence of overweight or very overweight children at 29.4%. This was significantly higher than the England average (21.9%) but not significantly different from other MSOAs within the neighbourhood.

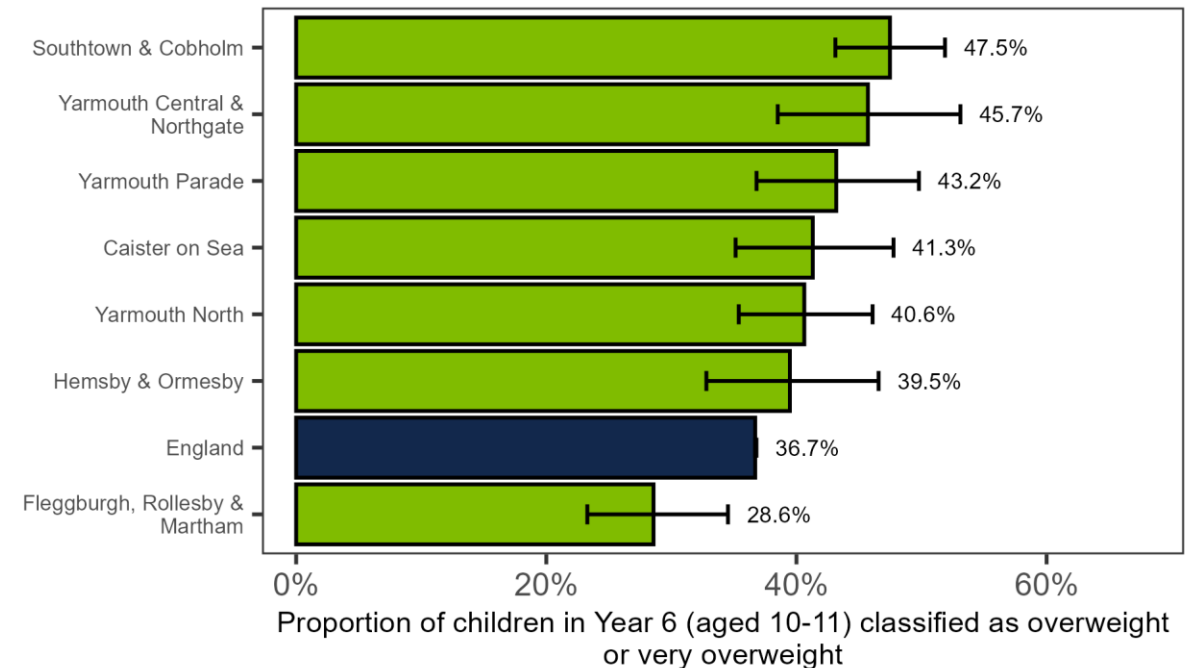
Among Year 6 aged children, Southtown and Cobholm recorded the highest prevalence of overweight or very overweight children at 47.5%. This was significantly higher than recorded in both Fleggburgh, Rollesby and Martham (28.6%) and the England average (36.7%)

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



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

Behavioural risk factors - adults

In Great Yarmouth, alcohol-specific hospital admissions are higher than the Norfolk and England averages, suggesting a greater local burden of alcohol related health risks. In addition, the proportion of adults estimated to be obese is higher than the Norfolk and England averages, suggesting that weight-related health challenges are more pronounced in this area compared with wider regional and national patterns. In comparison smoking prevalence in slightly lower than the Norfolk and England averages.

Norfolk Health and Wellbeing Profiles Adult Lifestyle

There are approximately 54,340 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.

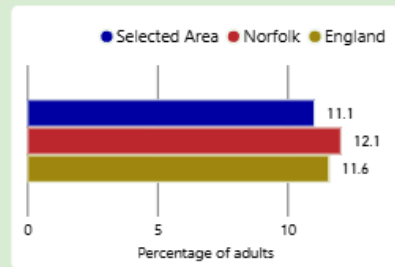
Select your district or Norfolk:

Select your electoral division or district or Norfolk:



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.



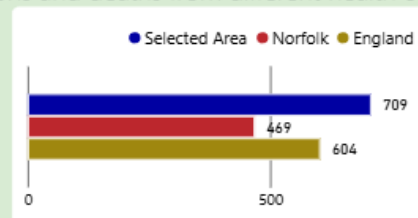
There are approximately 8,910 people who are smokers in this area.

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.

709

hospital admissions for alcohol specific conditions per 100,000 people



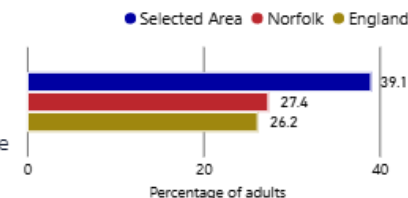
In the most recent 3-year period there were approximately 2,115 hospital admissions for alcohol specific conditions in this area.

Healthy Weight

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



39%
of adults are predicted to be obese



In this area there are approximately 31,270 adults who are predicted to be obese and approximately 27,350 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

Great Yarmouth and Northern Villages has a high burden of long-term conditions (LTCs) compared to national averages, contributing to poor health outcomes and increased healthcare demand. These conditions include diabetes, COPD, depression and CHD.

Implications

- High prevalence of LTCs and associated risk factors drives health inequalities and premature mortality.
- Integrated strategies focusing on smoking cessation, weight management, and early detection are critical.

	Period	England	Caister on Sea	Fleggburgh, Rollesby & Martham	Hemsby & Ormesby	Southtown & Cobholm	Yarmouth Central & Northgate	Yarmouth North	Yarmouth Parade
Emergency hospital admissions: all causes	2016/17 - 20/21	100	84.1	79.4	93.7	106	109	98.7	130
Coronary heart disease: emergency hospital admissions	2016/17 - 20/21	100	106	98.9	121	134	125	105	150
Stroke: emergency hospital admissions	2016/17 - 20/21	100	104	85.6	111	132	124	103	145
Heart attack (myocardial infarction): emergency hospital admissions	2016/17 - 20/21	100	100	106	138	156	139	90.1	173
Chronic obstructive pulmonary disease (COPD): emergency hospital admissions	2016/17 - 20/21	100	81.7	77	74.3	161	172	115	289
Intentional self-harm: emergency hospital admissions	2016/17 - 20/21	100	69.1	63.8	63.3	149	180	92.7	183
Hip fracture: emergency hospital admissions (aged 65 and over)	2016/17 - 20/21	100	83.9	82.2	93	79.4	117	69.2	125
Alcohol-related conditions: admission episodes (all primary and secondary diagnoses)	2016/17 - 20/21	100	87.3	78.5	91.6	118	155	125	191
Hospital admissions for alcohol attributable conditions, narrow definition	2016/17 - 20/21	100	73	67.4	84.2	129	157	125	224

Long-term conditions

Great Yarmouth & Northern Villages PCN

This spine chart shows how Great Yarmouth & Northern Villages 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 Great Yarmouth & Northern Villages 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).

Condition	Time period	PCN count	PCN prevalence %	ICB gp median%	PCN Worst	PCN Best
COPD	2024/25	2,369	3.6	2.4	3.6	1.3
Epilepsy, 18+	2024/25	597	1.1	0.9	1.1	0.7
Depression, 18+	2024/25	9,217	17.1	14.3	19.2	11.1
Osteoporosis, 50+	2024/25	564	2.0	0.6	2.9	0.2
Diabetes Mellitus, 17+	2024/25	5,935	10.9	9.3	11.0	5.2
Heart failure	2024/25	987	1.5	1.1	1.9	0.6
Learning disability	2024/25	583	0.9	0.7	1.2	0.5
Hypertension	2024/25	13,486	20.5	19.3	23.8	10.6
Obesity, 18+	2024/25	8,861	16.4	15.5	18.9	9.1
Asthma, 6+	2024/25	5,306	8.5	8.3	9.8	6.6
Chronic kidney disease	2024/25	3,299	6.1	5.7	8.2	2.8
Coronary heart disease	2024/25	2,604	3.9	3.9	5.4	2.0
Stroke	2024/25	1,713	2.6	2.6	4.0	1.6
Dementia	2024/25	651	1.0	1.1	1.6	0.6
Atrial fibrillation	2024/25	1,822	2.8	3.2	4.6	1.7
Rheumatoid Arthritis, 16+	2024/25	532	1.0	1.1	1.4	0.6
Cancer	2024/25	2,765	4.2	5.1	6.5	3.0

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

Great Yarmouth & Northern Villages PCN



Diabetes Mellitus
prevalence, 17+
5,900



Chronic kidney
disease
prevalence, all age
3,300



Coronary heart
disease, all age
2,600



Stroke and
transient ischaemic
attack, all age
1,700

0 1,000 2,000 3,000 4,000 5,000 6,000

This chart shows the estimated number of patients with major long-term conditions within the Great Yarmouth & Northern Villages PCN.

Diabetes affects around 5,900 adults, and chronic kidney disease affects 3,300 people.

Stroke and transient ischaemic attack affect approximately 1,700 people.

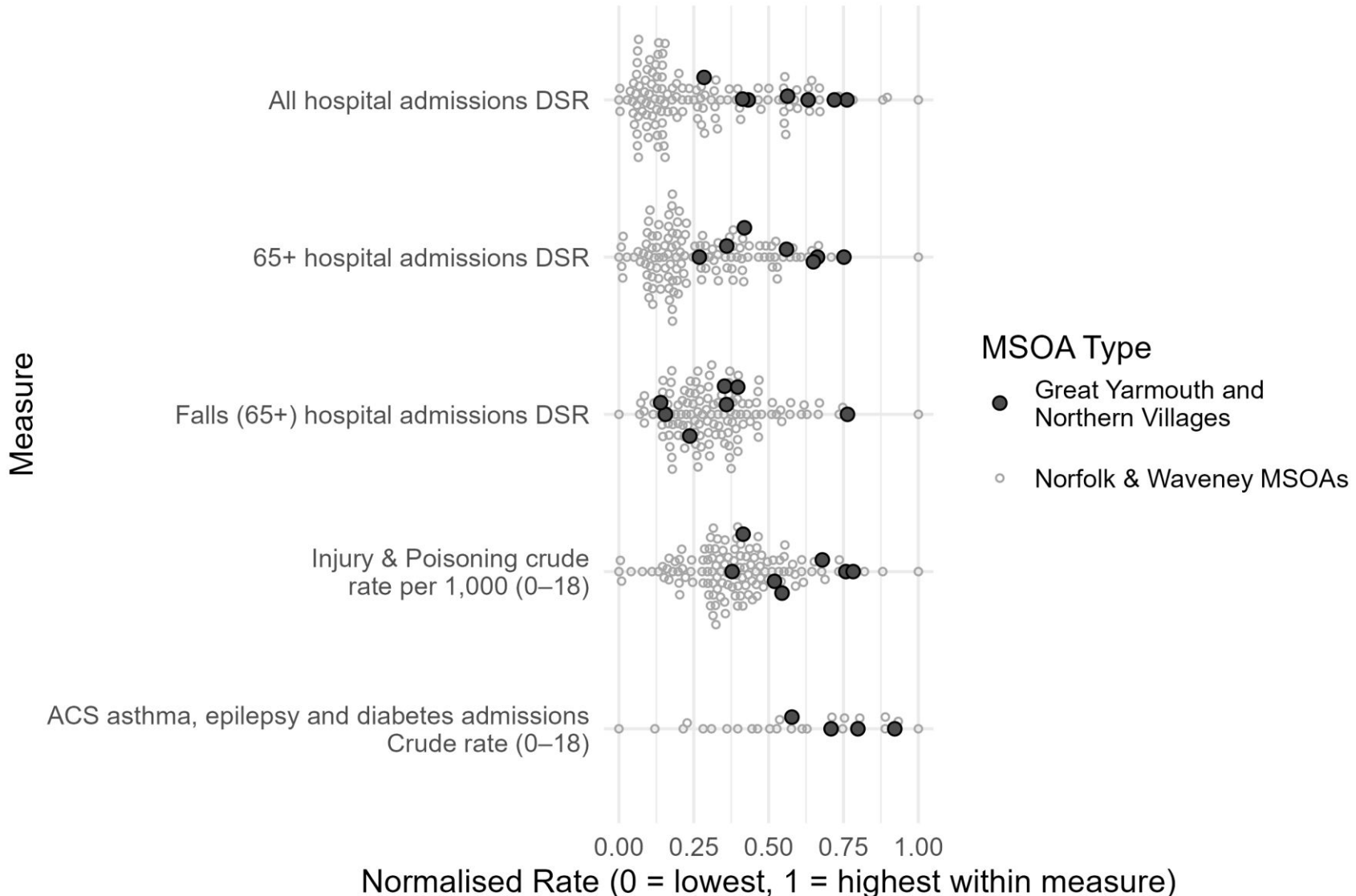
These figures highlight a significant burden of metabolic and cardiovascular disease, reinforcing the need for integrated prevention and management strategies.

Healthcare - Unplanned hospital admissions

Great Yarmouth and Northern Villages MSOAs tend to cluster toward the higher end of the scale for most hospital admission measures, indicating worse outcomes compared to other areas.

These local areas show consistently elevated hospital admission rates, particularly for older adults and children, which may reflect higher underlying health needs, deprivation, or service access issues.

Neighbourhood MSOA emergency hospital admission rate comparison



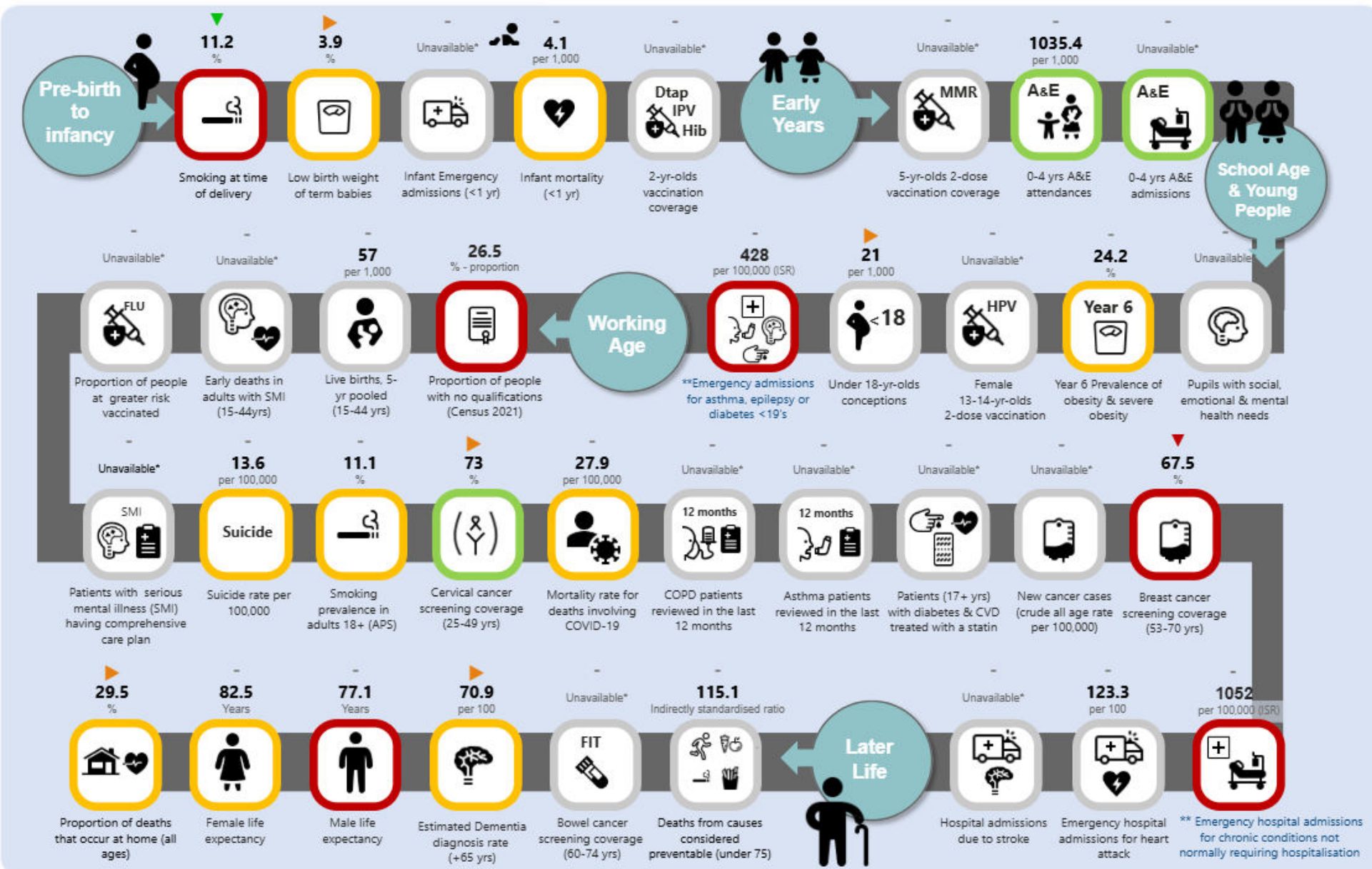
Healthcare - unplanned hospital admissions

Measure	Yarmouth Parade	Yarmouth Central & Northgate	Southtown & Cobholm	Yarmouth North	Caister on Sea	Hemsby & Ormesby	Fleggburgh, Rollesby & Martham
All hospital admissions DSR	7,837	7,570	7,018	6,584	5,755	5,635	4,824
65+ hospital admissions DSR	13,933	13,780	14,908	12,786	11,231	10,577	9,564
Falls (65+) hospital admissions DSR	1,701	1,716	2,635	1,801	1,437	1,252	1,215
Injury & Poisoning crude rate per 1,000 (0–18)	17.8	16.6	18.2	14.2	12.0	14.5	12.5
ACS asthma, epilepsy and diabetes admissions Crude rate (0–18)	3.2	2.8	3.5	3.9			

Local strategy measures summary

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

Healthcare life-course measures – Great Yarmouth



Compared to England in same period**

Better (Green) | Worse (Red) | Similar (Yellow) | Higher (Light Blue) | Lower (Dark Blue) | N/A, Not compared (Grey)

Recent trends

▲ Increasing & getting worse | ▲ Increasing
 ▼ 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.

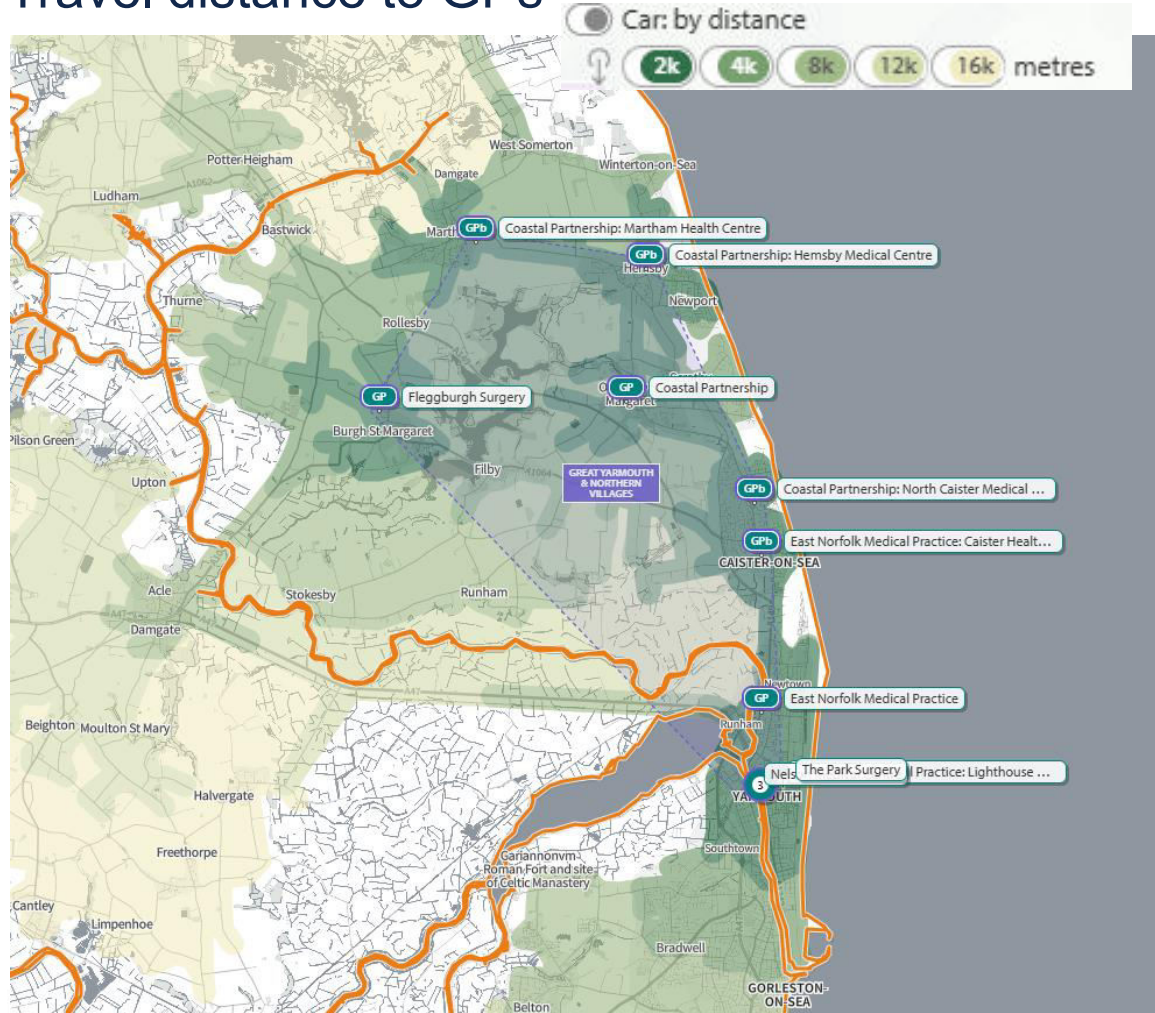
**There is an exception for NHS Outcome metrics marked with asterisks which compare to a 2012 England baseline.

Services and access

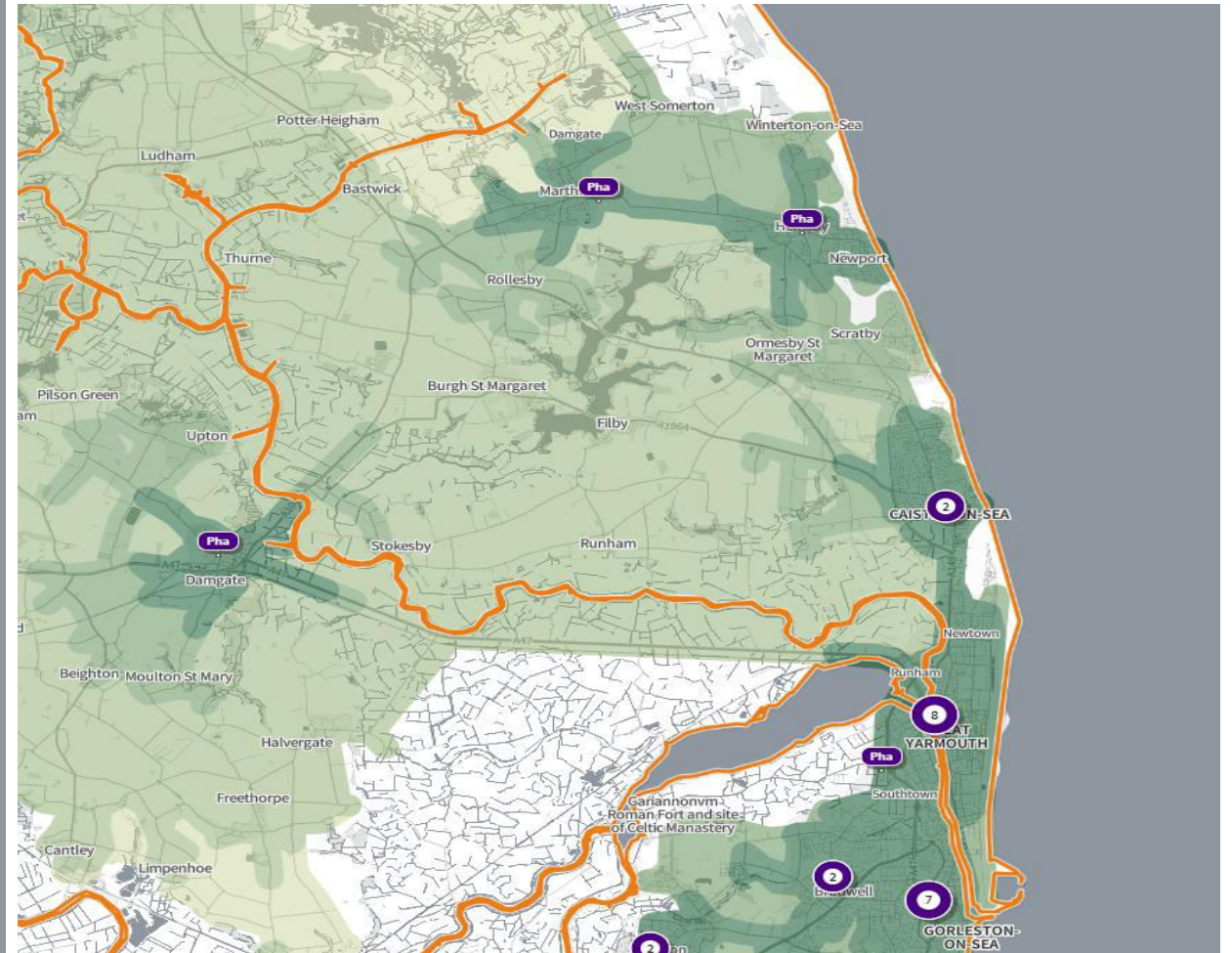
- This section looks at access to health and community services, which is critical for addressing inequalities.

Access to primary care and pharmacies

Travel distance to GPs

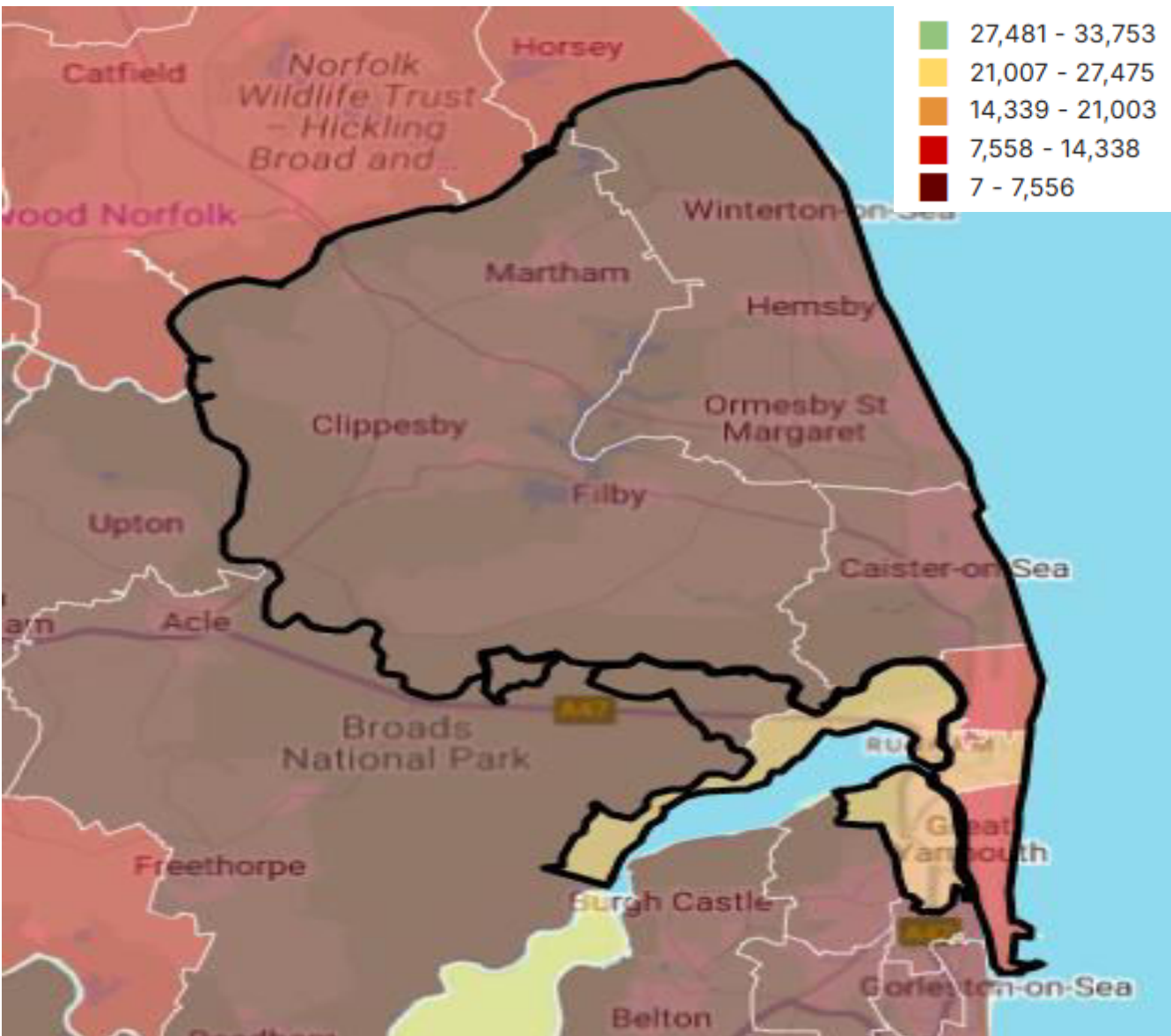


Travel distance to pharmacies



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

Civic Assets



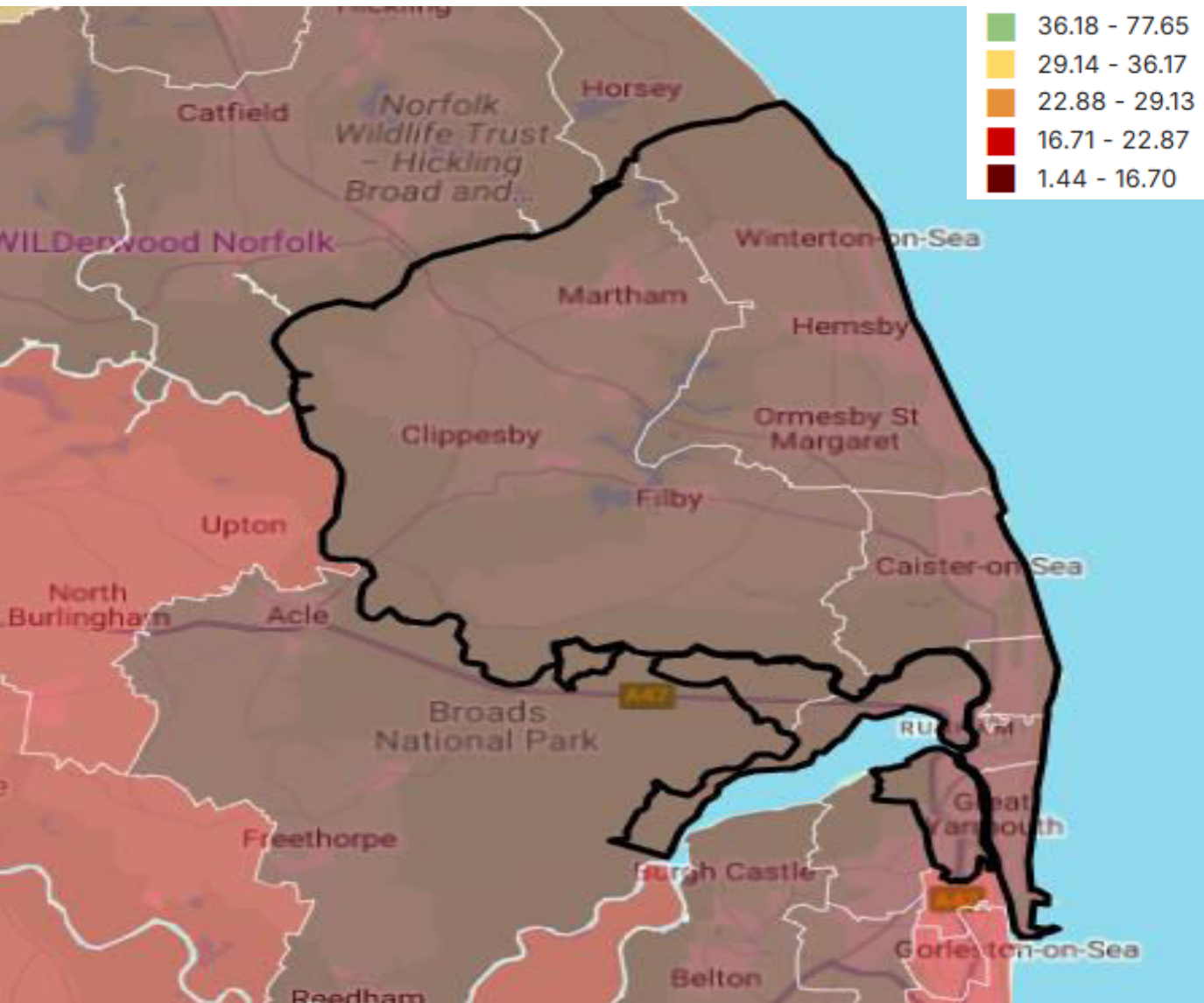
This map shows the Community Needs Index and civic assets ranking, which reflect the availability of community infrastructure and its role in wellbeing.

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.

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

Summary

Great Yarmouth & Northern Villages – Key Headlines

Population & Deprivation:

- 47% live in England's most deprived 20% of areas (Core20).
- High child poverty (50.6%) and Free School Meal eligibility (41.9%).

Health Outcomes:

- Life expectancy below England average; large inequalities (up to 8-year gap for men).
- Premature mortality 22% higher than national average; preventable mortality 25% higher. Some local areas with more than 2x the England average rate.

Behavioural Risks:

- Smoking, alcohol-related admissions, and obesity rates exceed Norfolk and England averages.
- Childhood overweight among highest in region (Year 6: 41.5%).

Disease Burden:

- High prevalence of diabetes (10.9%), COPD (3.6%), and depression (17.1%).
- Significant cardiovascular and metabolic conditions (diabetes ~5,900 cases).

Wider Determinants:

- Low economic activity (52.9% vs 61.8% East of England).
- High Universal Credit (33%) and PIP entitlement (16.7%).

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.