

# Norwich South

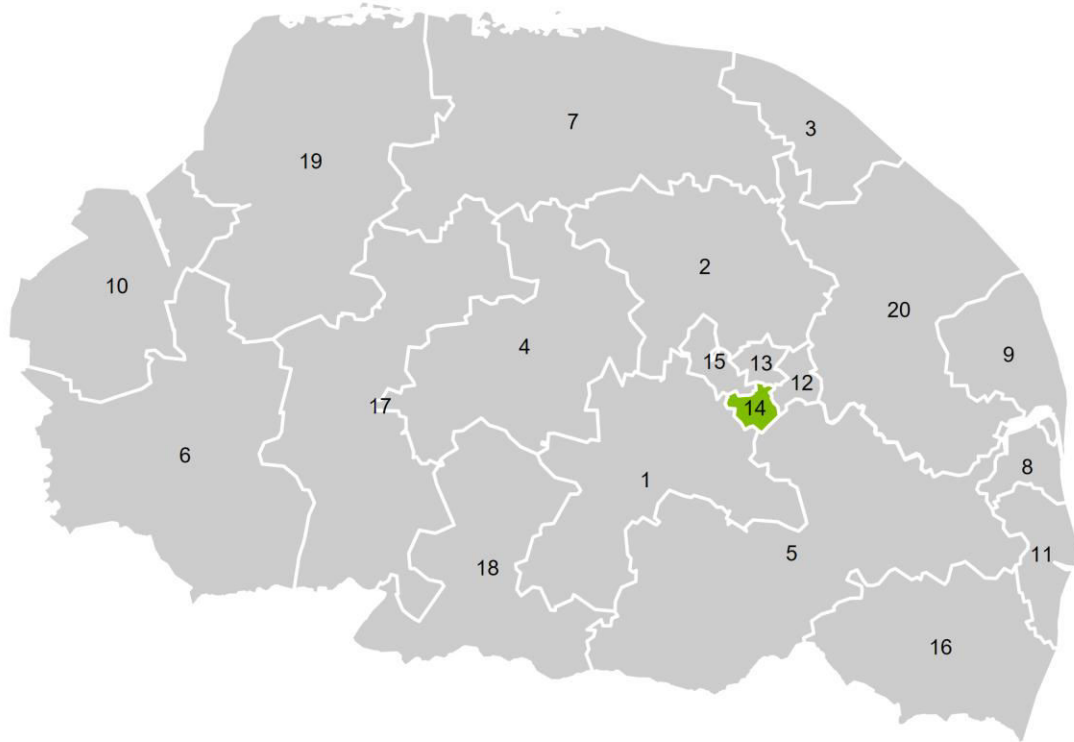
I&A Public Health Intelligence

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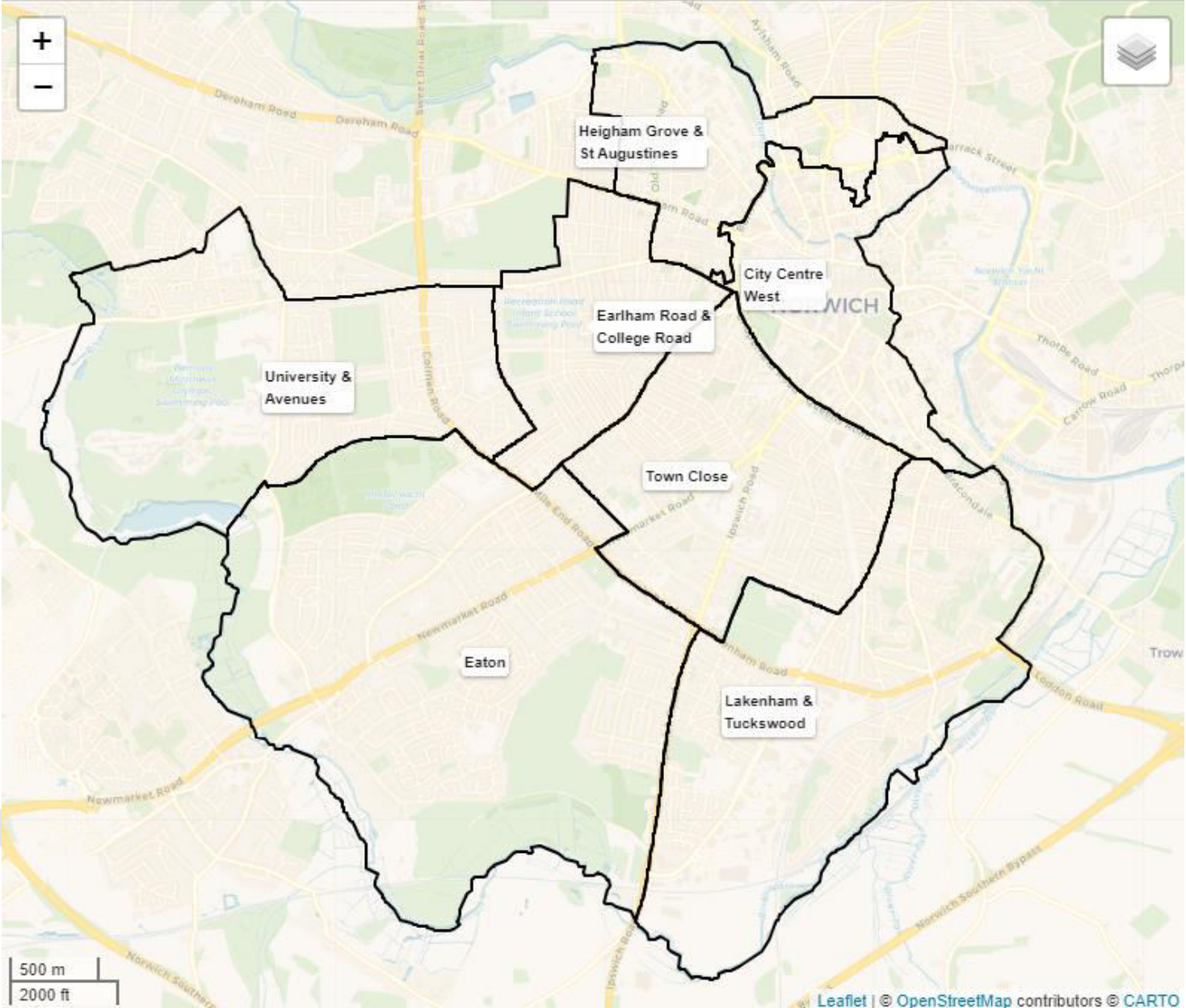
# Neighbourhood areas



Nr	Name	Resident Population <sup>1</sup>
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
<b>14</b>	<b>Norwich South</b>	<b>64,785</b>
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
<b>Total</b>		<b>1,054,785</b>

<sup>1</sup>2024 mid-year-estimates for small areas (ONS)

# Local areas (MSOAs)



# Neighbourhood Profiles

## What they are:

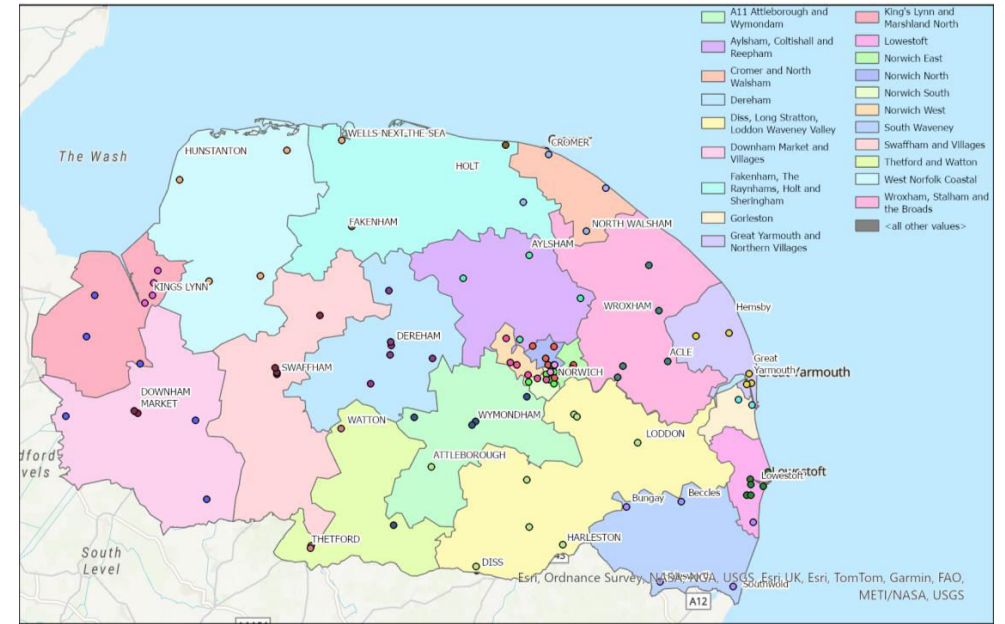
- Summaries of health, wellbeing, and wider determinants in each neighbourhood
- Based on local data, insights, and community context
- Highlight key challenges and opportunities for improving population health

## 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

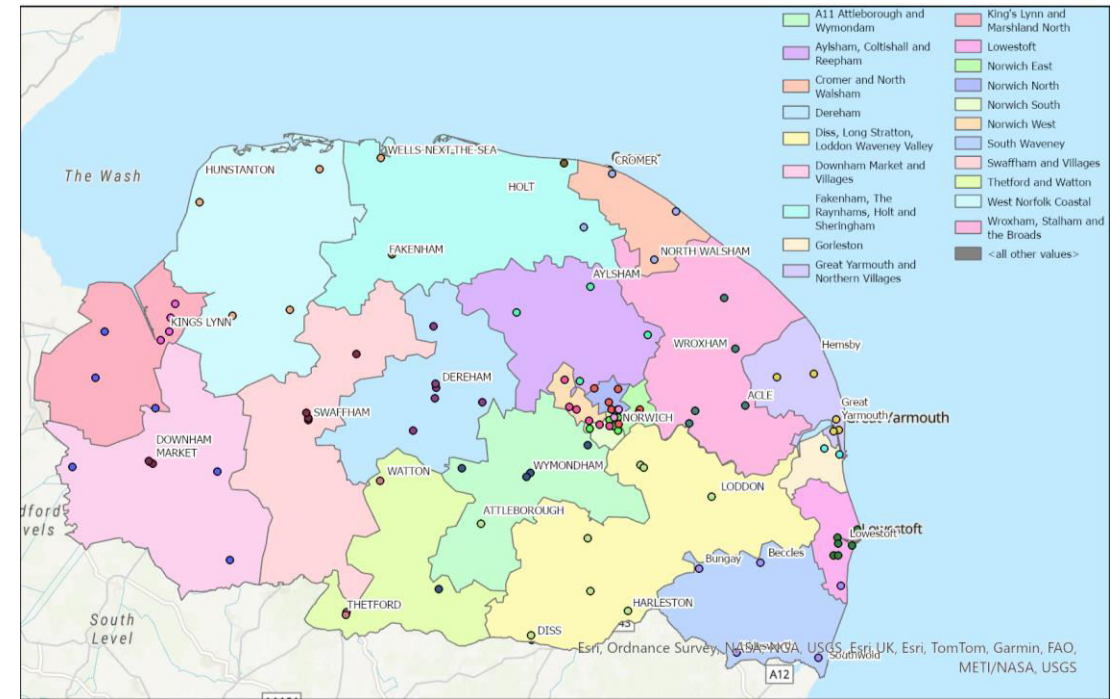


# How do we define neighbourhoods?

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.

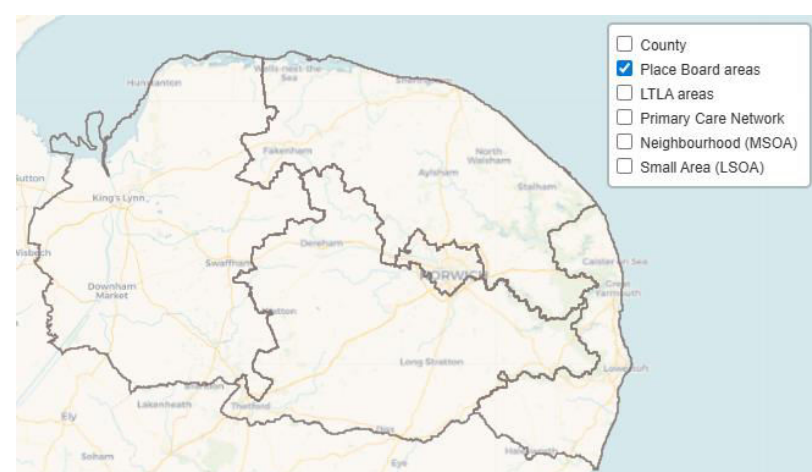


# Methods

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 Norwich South, highlighting population structure and socioeconomic challenges.

# Population and deprivation summary

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

Norwich South has an age profile that is characterised by a much younger population than that of Norfolk & Waveney as a whole, most notably due to UEA being located in this area. Lakenham & Tuckswold has the largest proportion of children (1 in 5 aged under 16), whereas almost one in three residents are aged 65+ in Eaton.

Locally, the MSOA with the largest estimated overall population growth is Eaton with an 8.2% population increase by 2044.

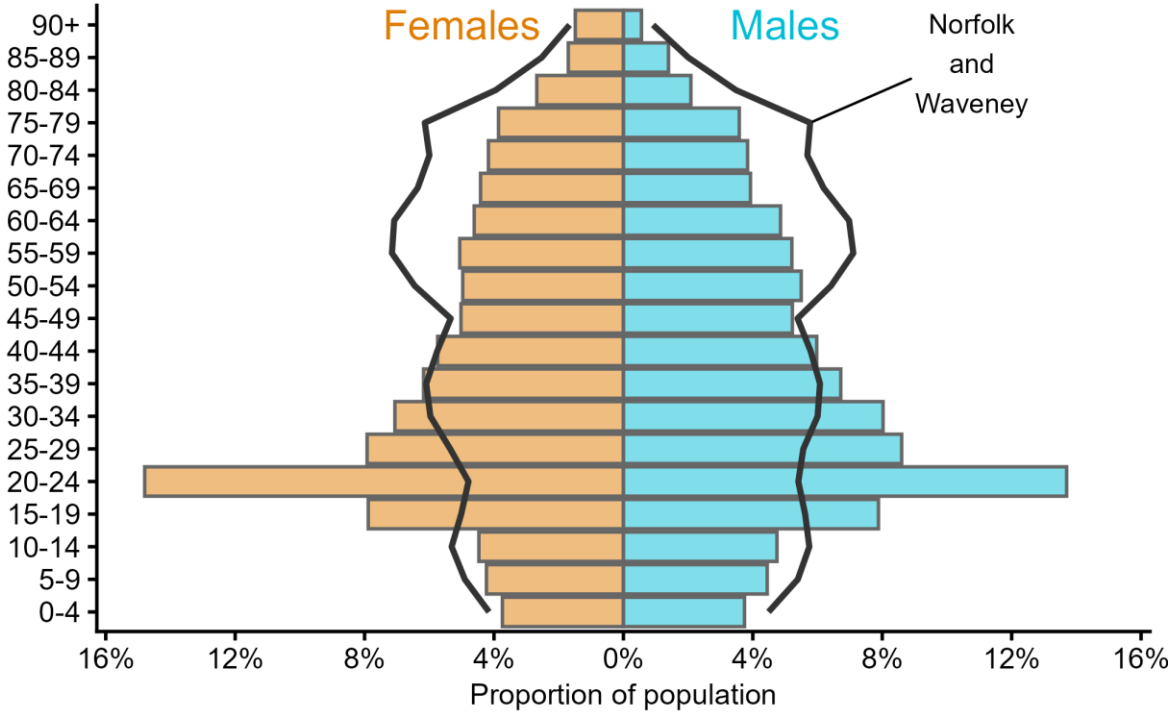
There is stark variation in deprivation between local areas, with significant deprivation in the Heigham Grove and Lakenham areas.

	Period	England	City Centre West *	Earlham Road & College Road	Eaton	Heigham Grove & St Augustines *	Lakenham & Tuckswold	Town Close	University & Avenues
Resident population (aged 0 to 15)	2022	18.5	5.65	13.5	14.6	12.9	20.1	12.7	11.8
Resident population (aged 65 and over)	2022	18.6	12.6	14	29	17.3	17.4	19	9.58
Resident population (aged 85 and over)	2022	2.5	1.85	1.5	5.94	2.12	2.68	2.48	1.8
Population density: people per square kilometre	2022	438	5260	7900	1920	5790	3140	5580	3880
Poverty: Index of Multiple Deprivation	2019	21.7		8.64	8.5		33.6	18.2	17.6
Poverty: English Indices of Deprivation	2019	12.9		4.81	6.47		21.4	11.2	11.4
Children in poverty: Income Deprivation Affecting Children Index (IDACI) (aged 0 to 15)	2019	17.1		6.75	10.6		28.6	14	25.8
Older people in poverty: Income Deprivation Affecting Older People Index (IDAOPI) (aged 60 and over)	2019	14.2		10.7	7.11		24.2	17.3	21.9
Fuel poverty (low income, low energy efficiency methodology)	2023	11.4	9.17	16.9	9.32	12.9	12.4	12.6	15.1
Unemployment: people claiming out of work benefit (aged 16 to 64)	2024/25	4.07		2.2	1.89		4.92	3.5	2.2
Long-term unemployment: people claiming out of work benefit for over 12 months (aged 16 to 64)	2024/25	0.51		0	0		0.6	0.94	0.43

\* 2021 MSOAs with no data for pre-2021 indicators.

# Demography in Norwich South

Norwich South population compared to Norfolk and Waveney 2024



Source: ONS 2024 mid-year estimates

Norwich South has an age profile that is characterised by a much younger population than that of Norfolk & Waveney as a whole, most notably due to UEA being located in this area.

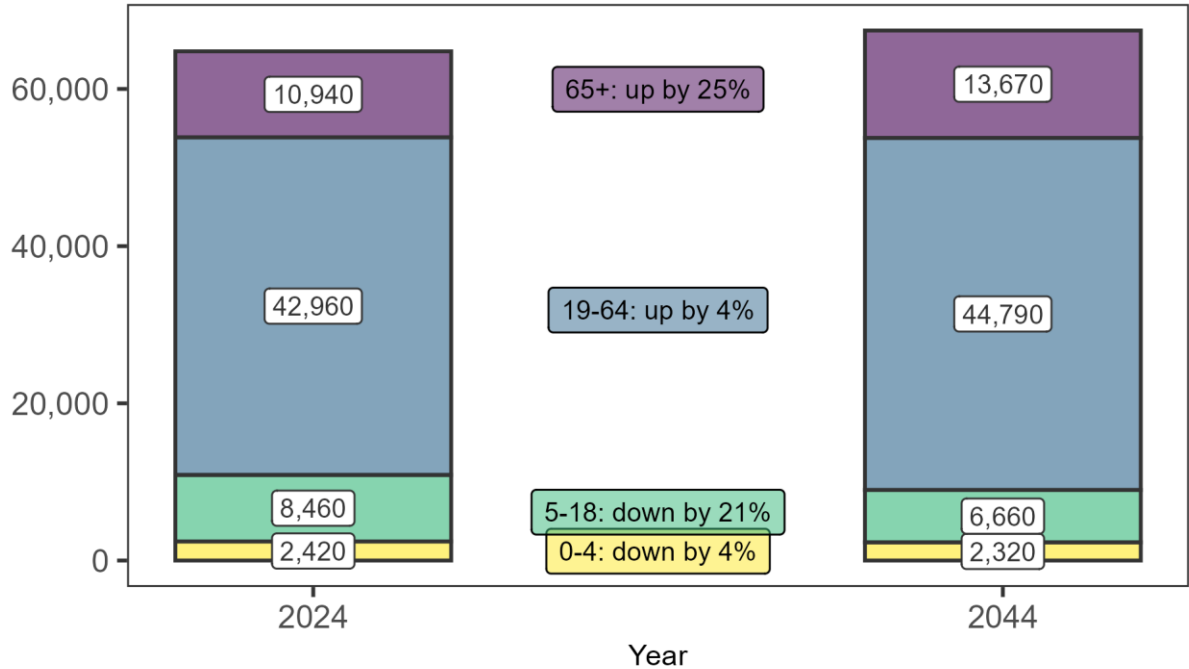


The age group with the largest projected population growth by 2044 in Norwich South is people aged 65+.

Locally, the MSOA with the largest estimated overall population growth is Eaton with an 8.2% population increase by 2044.

Population projections by age groups for Norwich South

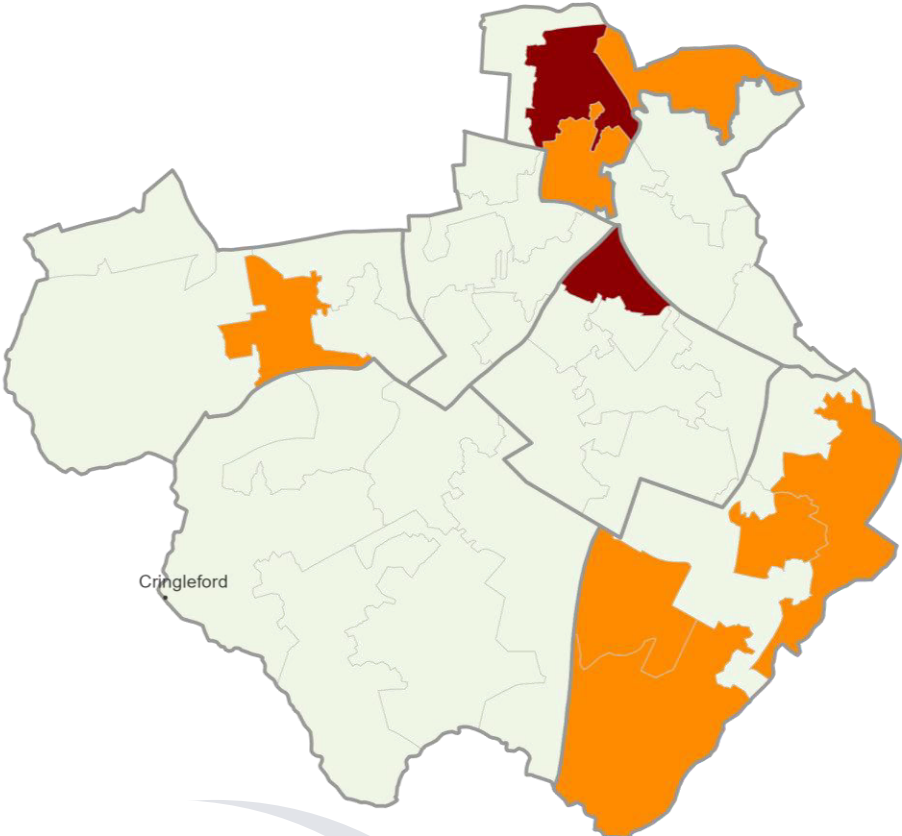
Residents



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

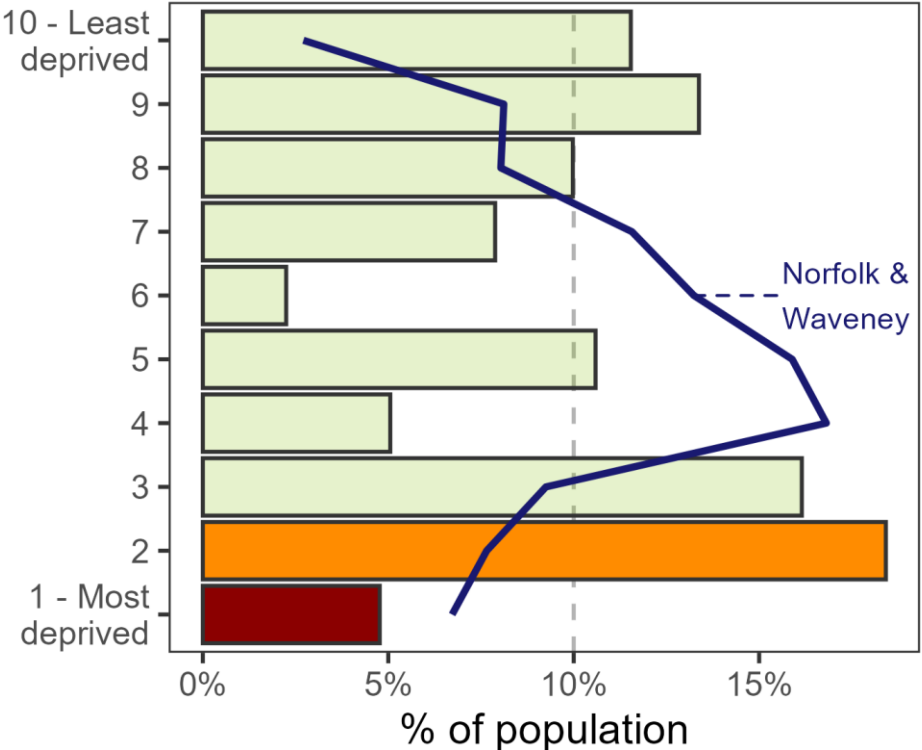
# Deprivation in Norwich South

Core20 LSOAs in Norwich South



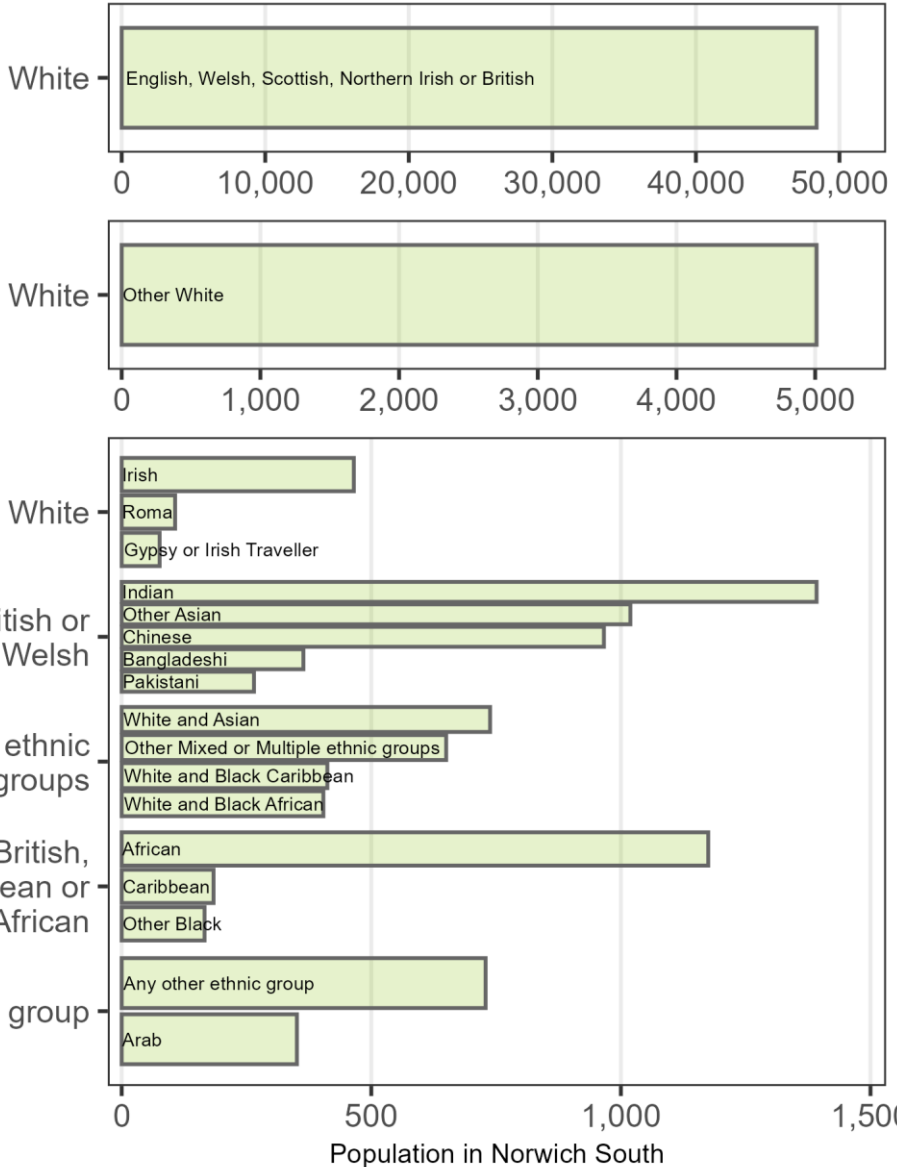
23.2% of the population of Norwich South live in small areas that are among the 20% most deprived areas in England (Core20 areas). Across Norfolk and Waveney, 14.4% live in Core20 areas.

IMD 2025 Decile



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

# Ethnicity in Norwich South



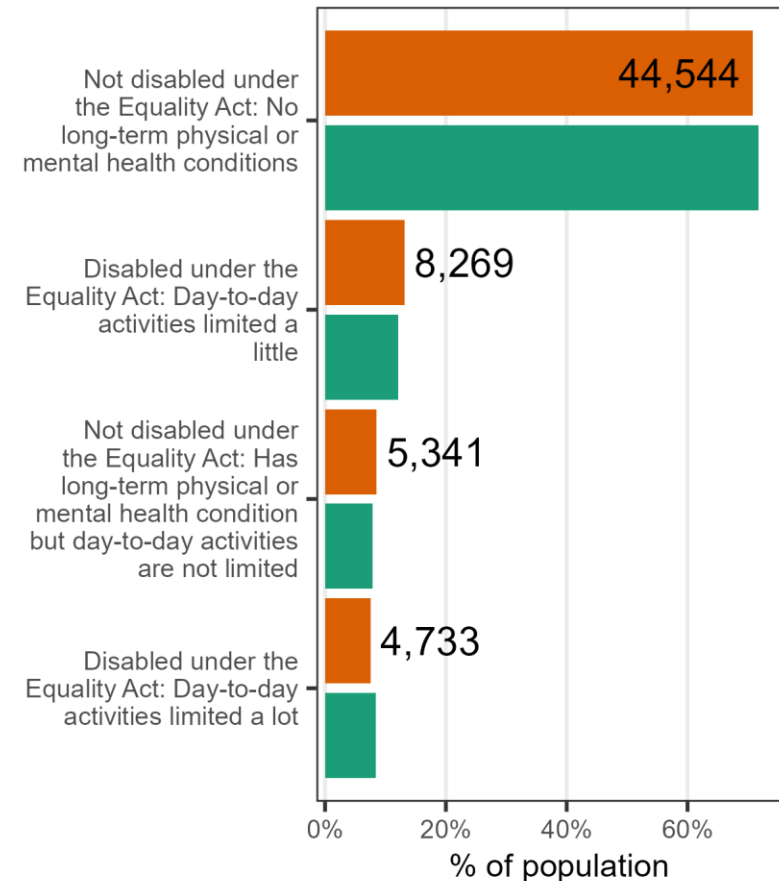
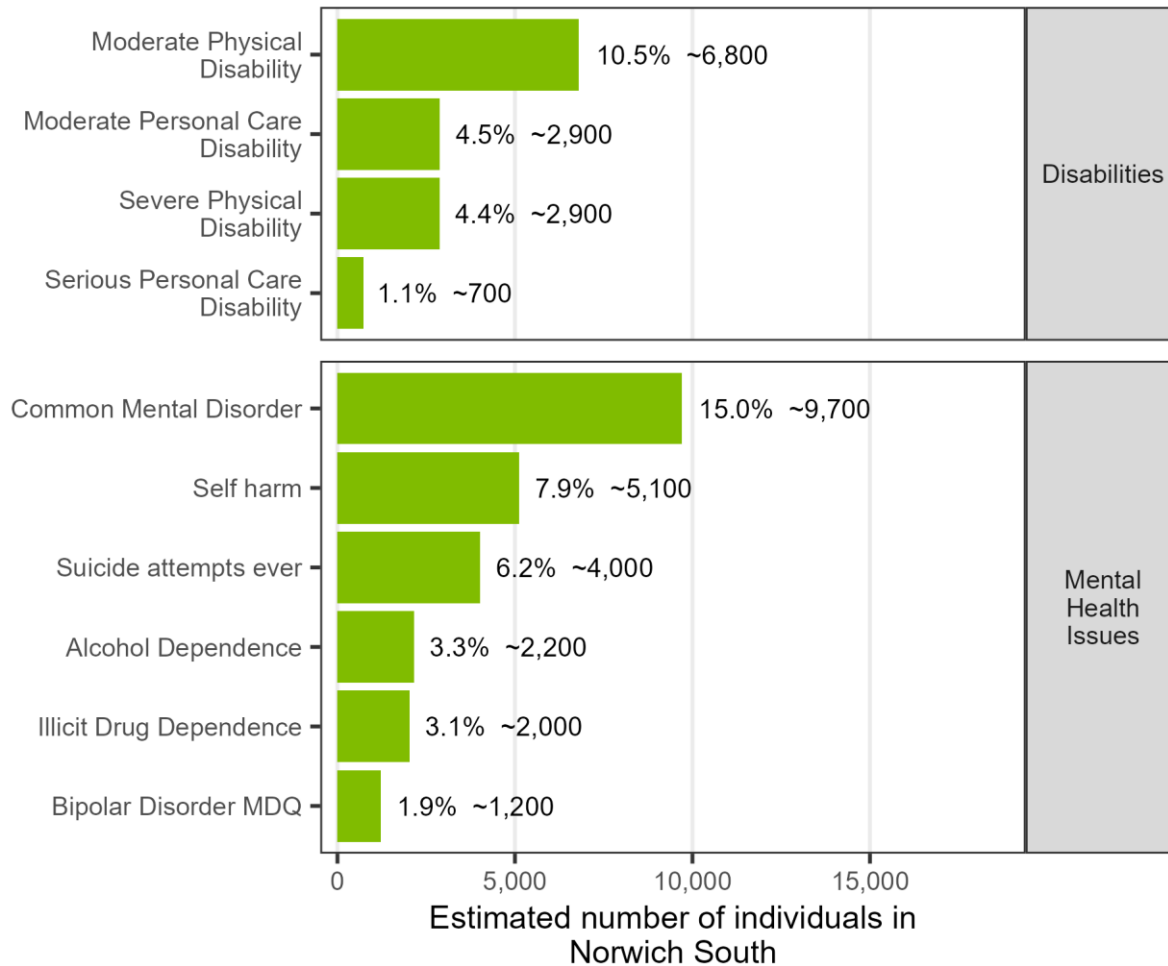
Source: Census 2021 (obtained through NOMIS)

Ethnicity group	Population	Proportion
White	54,064	86.0%
Asian Asian British Or Asian Welsh	4,006	6.4%
Mixed Or Multiple Ethnic Groups	2,204	3.5%
Black Black British Black Welsh Caribbean Or African	1,525	2.4%
Other Ethnic Group	1,080	1.7%

Source: Census 2021 (obtained through NOMIS)

Small areas (MSOAs) with the highest proportions of non-White residents in Norwich South include University & Avenues (22.9%) and City Centre West (16.5%).

# People with disabilities and vulnerable populations

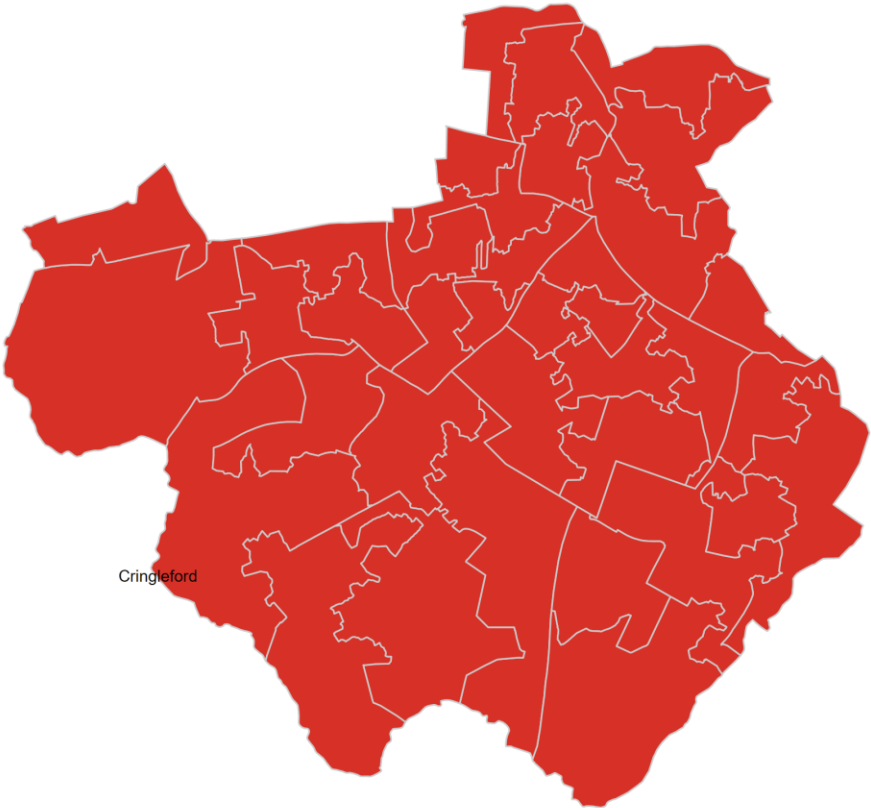


Source: 2021 Census (ONS)

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

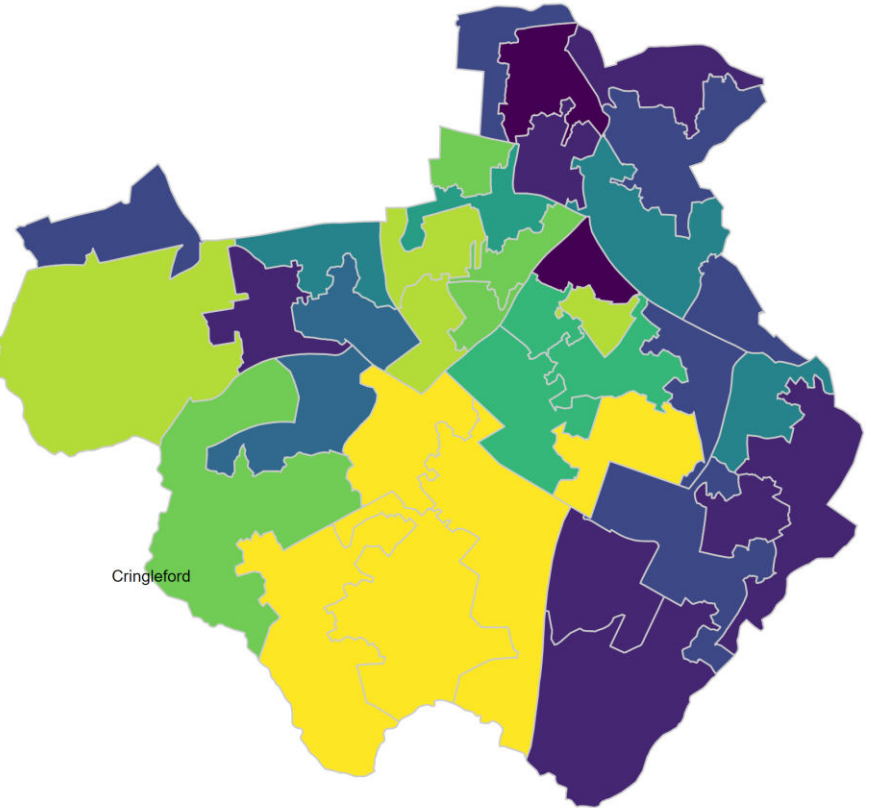
# Rurality and Deprivation in Norwich South

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

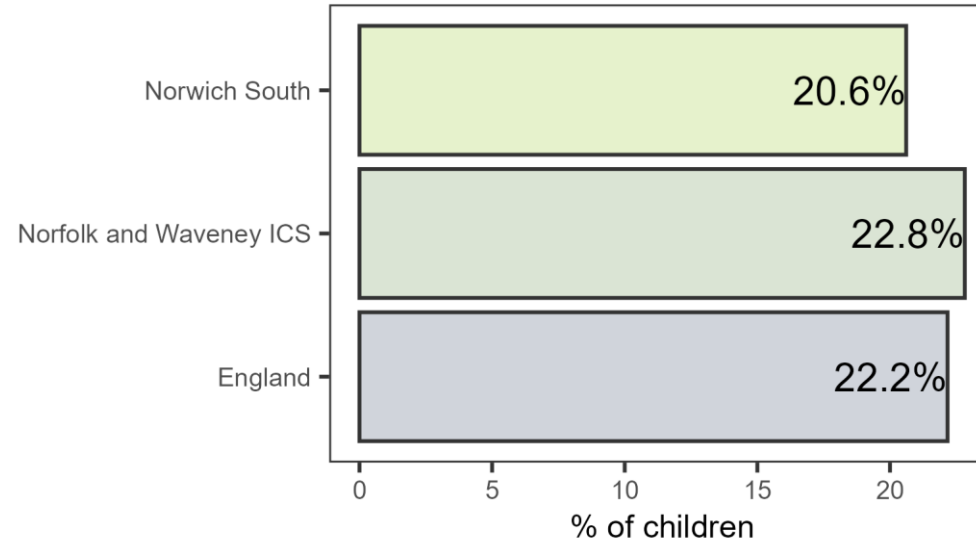
# Children in Poverty

In Norwich South, 20.6% of children aged 0-19 live in low-income families, compared to 22.8% across Norfolk and Waveney and 22.2% across England.

36.9% of children aged 0 to 15 in Norwich South are estimated to live in poverty according to the Income Deprivation Affecting Children Index (IDACI). In England overall, this is 36.25%.

In Norwich South, 29.6% of pupils from Reception to Year 13 are eligible for free school meals. This is significantly higher than across all schools in Norfolk, where 23.5% of pupils are eligible.

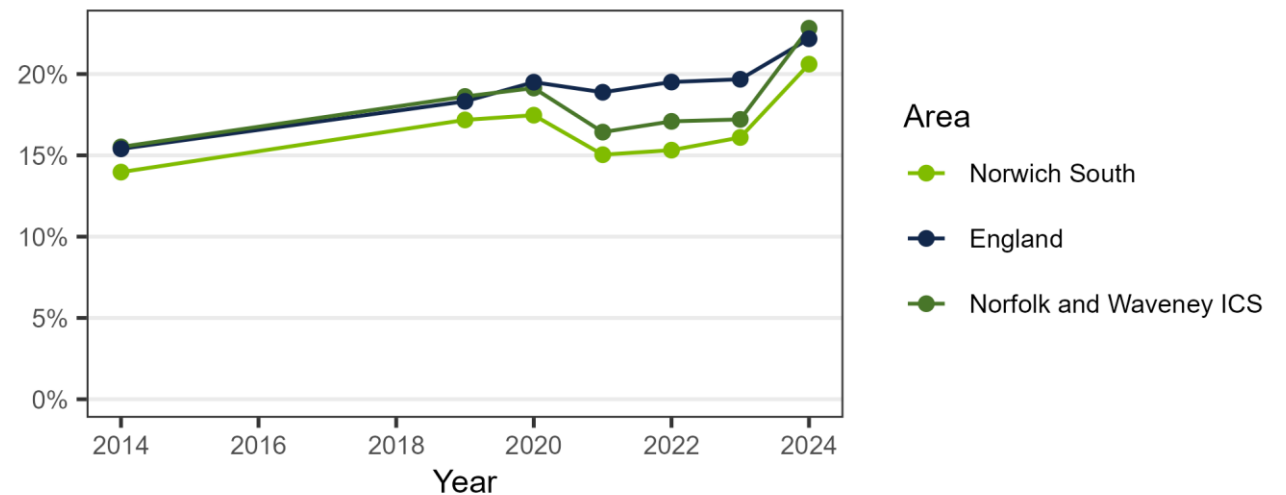
Children aged 0-19 in relative low-income families



Source: Local Insight (OCSI)

Children aged 0-19 in relative low-income families

% of children



Source: Local Insight (OCSI)

# Economy, employment and housing

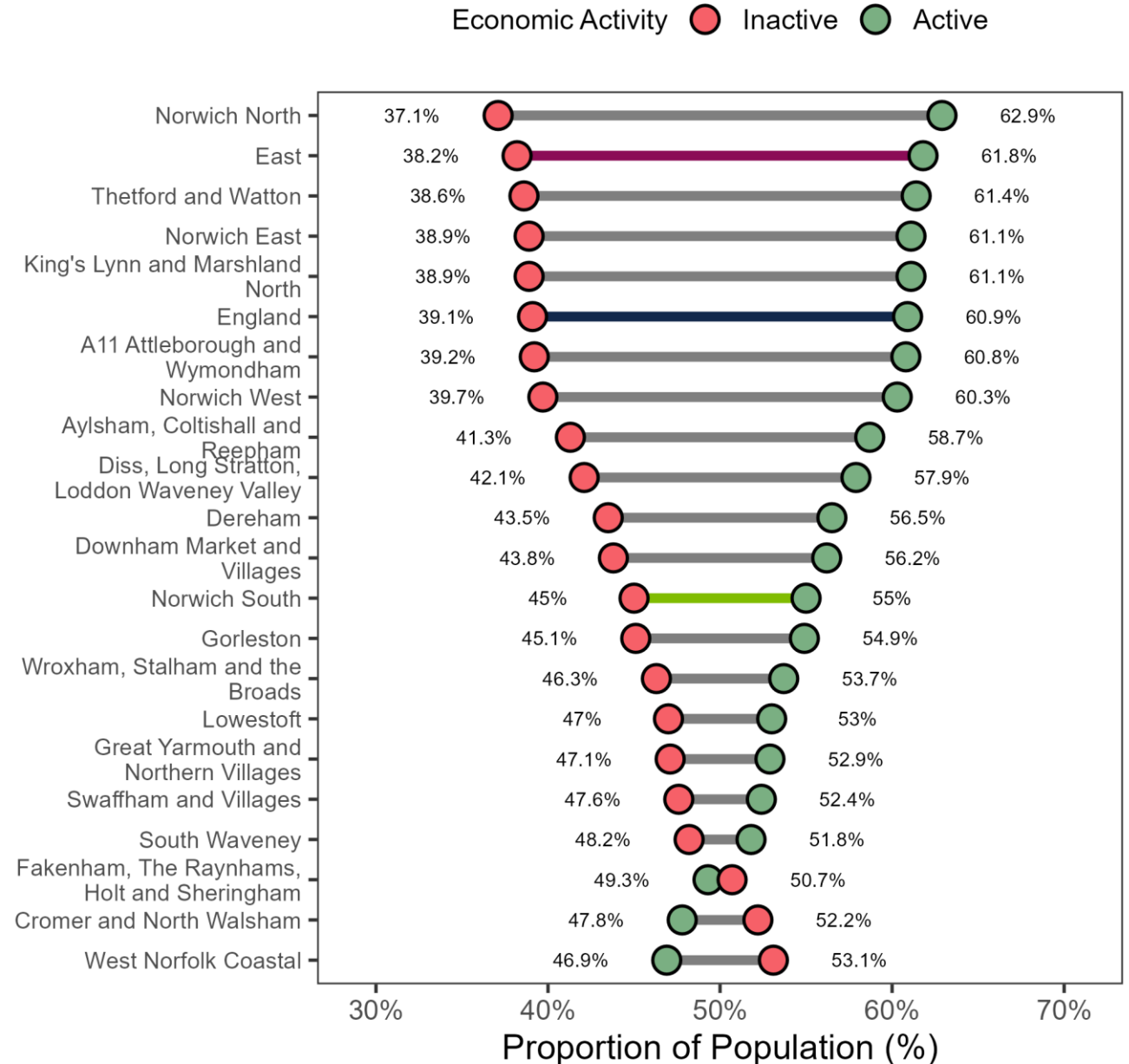
# Economy and Employment

**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).

Within the Norwich South neighbourhood 55% of working-age residents were classified as economically active, while 45% were economically inactive. These proportions position the area towards the mid-to-lower end of economic activity compared with other neighbourhoods and below both the regional and national averages.

Economic Activity Across Areas (Census 2021)



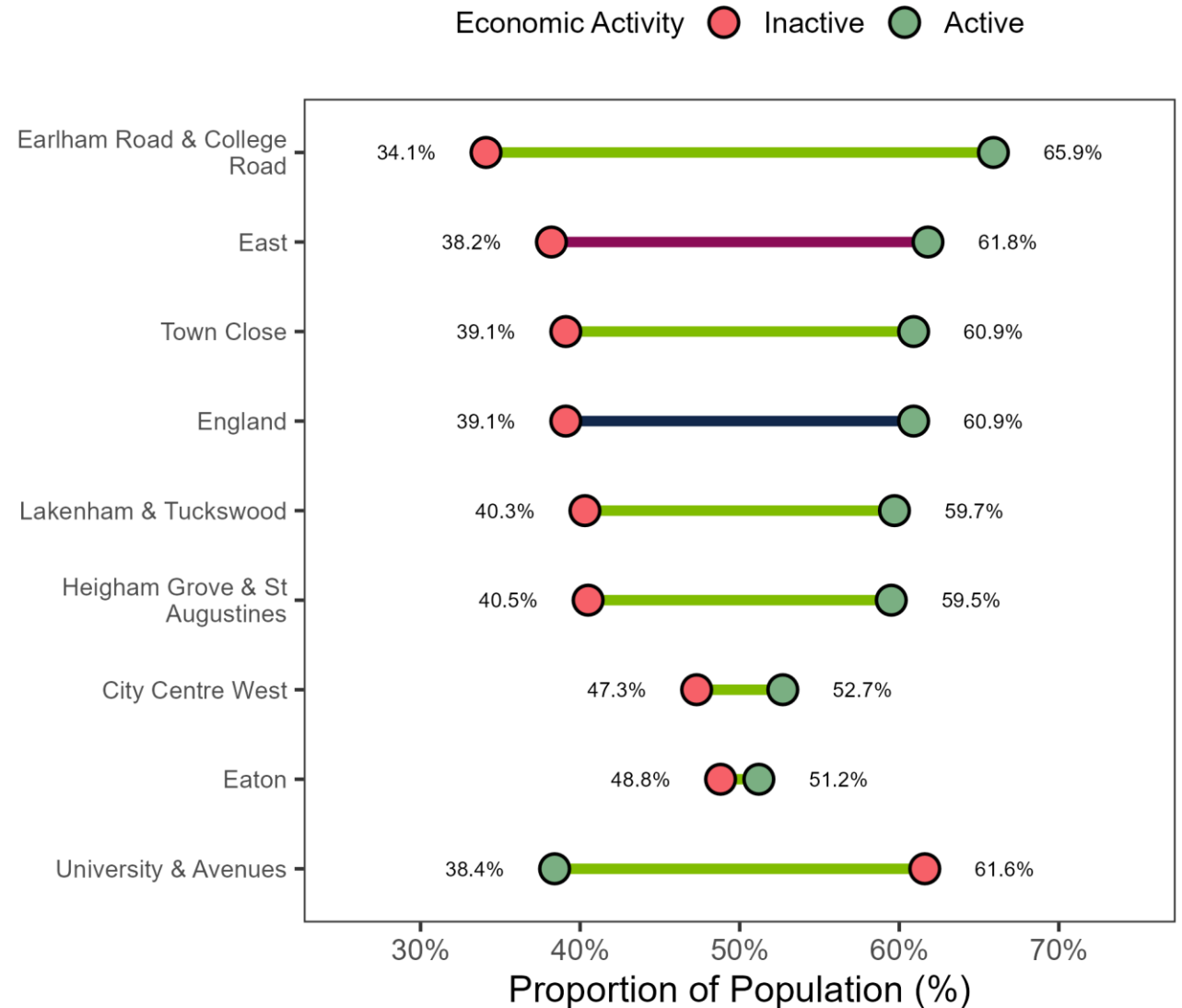
# Economy and Employment

Levels of economic activity reported across MSOAs within the Norwich South neighbourhood during the 2021 Census varied considerably.

Within the neighbourhood, University and Avenues recorded the lowest proportion of economically active residents aged 16–64 at 38.4 %, indicating high levels of economic inactivity among the working-age population.

In contrast, Earlham Road and College Road recorded the highest proportion of economically active residents (65.9%) among MSOAs within the neighbourhood. This MSOA exceeded both the East of England average (61.8%) and the England average (60.9%). This suggests that economic activity in this MSOA is notably higher than regional and national 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 Norwich South neighbourhood professional occupations formed the largest group, with 27.8% of employed residents working in these roles. This is well above the averages for both Norfolk and England, indicating a strong concentration of graduate-level and knowledge-based employment in the area. Employment in Associate Professional & Technical roles was also slightly above county and national averages, further reflecting a skilled workforce.

In contrast, the proportions of residents working in Skilled Trades, Process, Plant & Machine Operative, and Managerial roles were lower than county and national levels. This suggests a comparatively smaller presence of manual, operational, and senior leadership roles within the local labour market.

Occupational Groups						
Indicator	Norwich South		Norfolk		England	
	Count	Rate	Count	Rate	Count	Rate
Managers, Directors & Senior Officials	2,679	9.8%	49,365	11.9%	3,403,916	12.9%
Professional	7,628	27.8%	68,653	16.6%	5,356,649	20.3%
Associate Professional & Technical	3,704	13.5%	48,630	11.8%	3,499,749	13.3%
Administrative & Secretarial	2,108	7.7%	37,330	9.0%	2,446,565	9.3%
Skilled Trades	1,959	7.1%	52,732	12.8%	2,683,139	10.2%
Caring, Leisure & Other Service	2,409	8.8%	43,994	10.6%	2,447,148	9.3%
Sales & Customer Service	2,458	9.0%	33,402	8.1%	1,972,553	7.5%
Process, Plant & Machine Operatives	1,340	4.9%	33,235	8.0%	1,832,666	6.9%
Elementary	3,165	11.5%	46,376	11.2%	2,762,829	10.5%

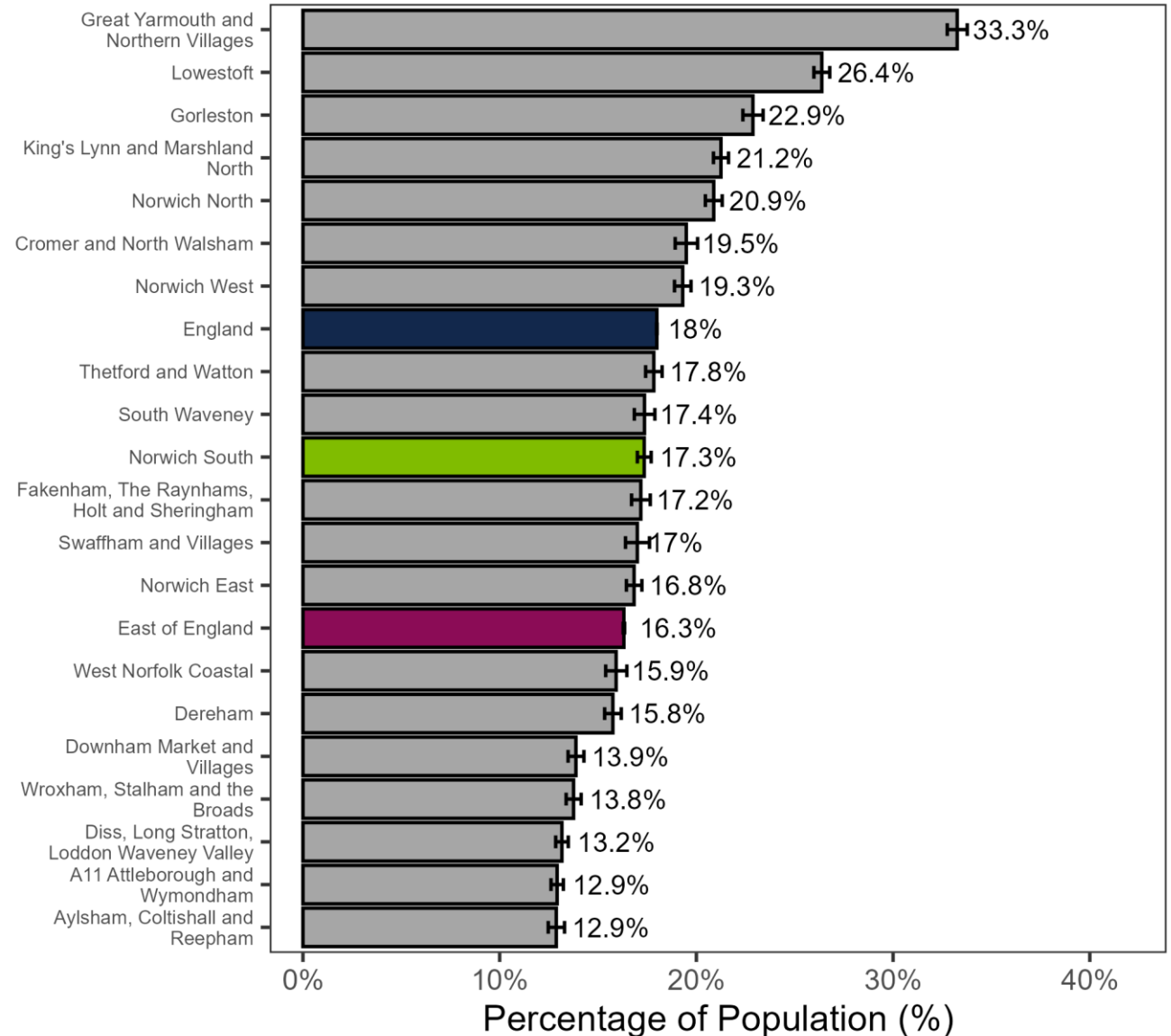
# Economy and Employment

**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 the population (aged 18-66) claiming Universal Credit across different neighbourhoods in Norfolk during August 2025.

The proportion of residents claiming Universal Credit varies across neighbourhoods. In August 2025, the Norwich South neighbourhood recorded a claimant rate of 17.3%, which was significantly lower than seven of the 19 other neighbourhoods and the England average (18%). However, the rate remained above the East of England average (16.3%).

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



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

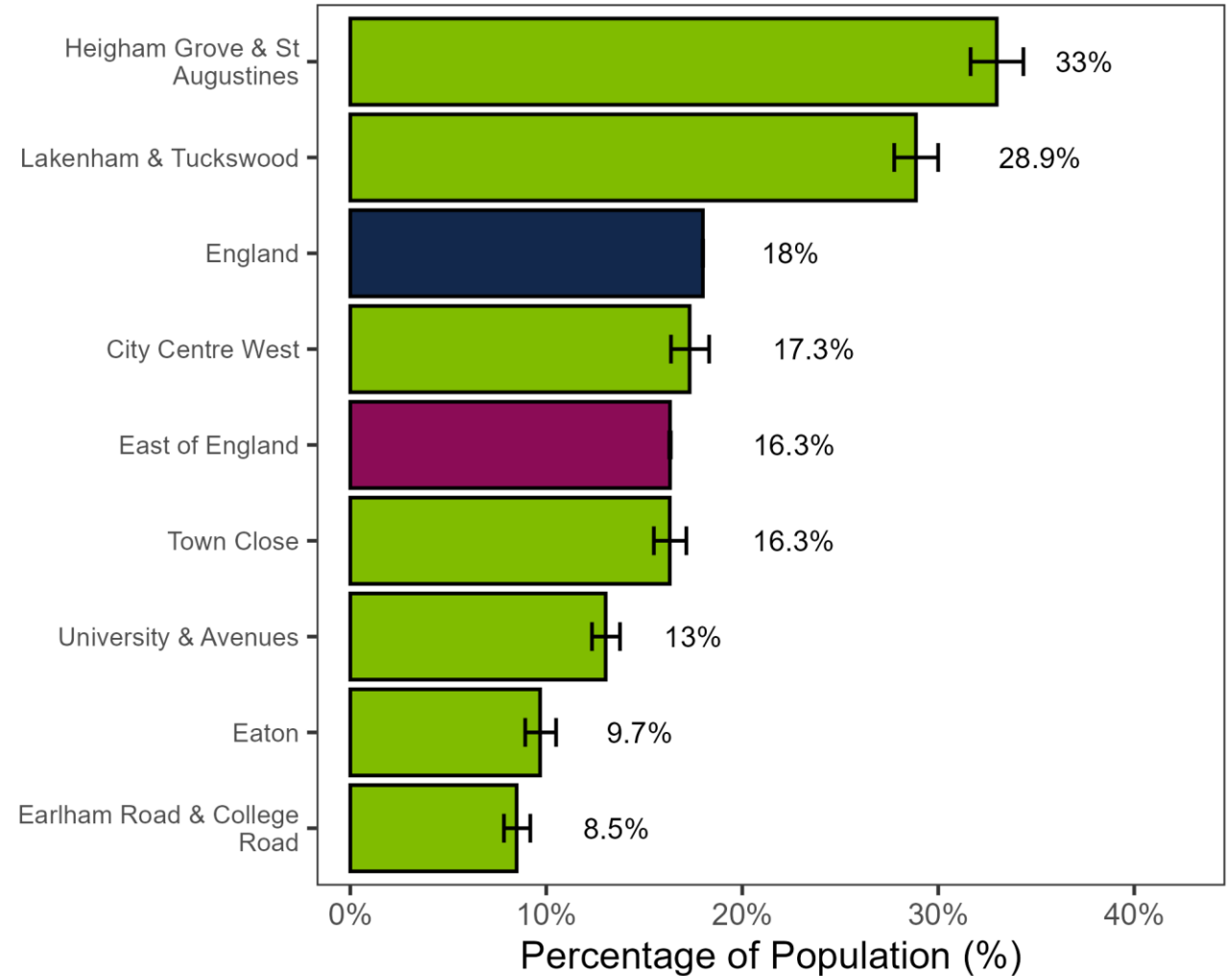
# Economy and Employment

In August 2025, the proportion of residents (aged 18 to 66) claiming Universal Credit varied significantly across MSOAs within the Norwich South neighbourhood (ranging from 8.5%-33%).

Heigham Grove and St Augustines recorded the highest proportion of claimants at 33%, significantly more claimants than all other MSOAs within the neighbourhood. This figure was also significantly higher than the East of England (16.3%) average and the England average (18%).

Earlham Road and College Road reported the lowest proportion of claimants at 8.5%, significantly fewer claimants compared to five of the other six MSOAs within the area and both the East of England and England average.

Universal Credit Claimants by MSOA in Norwich South (Aug 2025)



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

# Economy and Employment

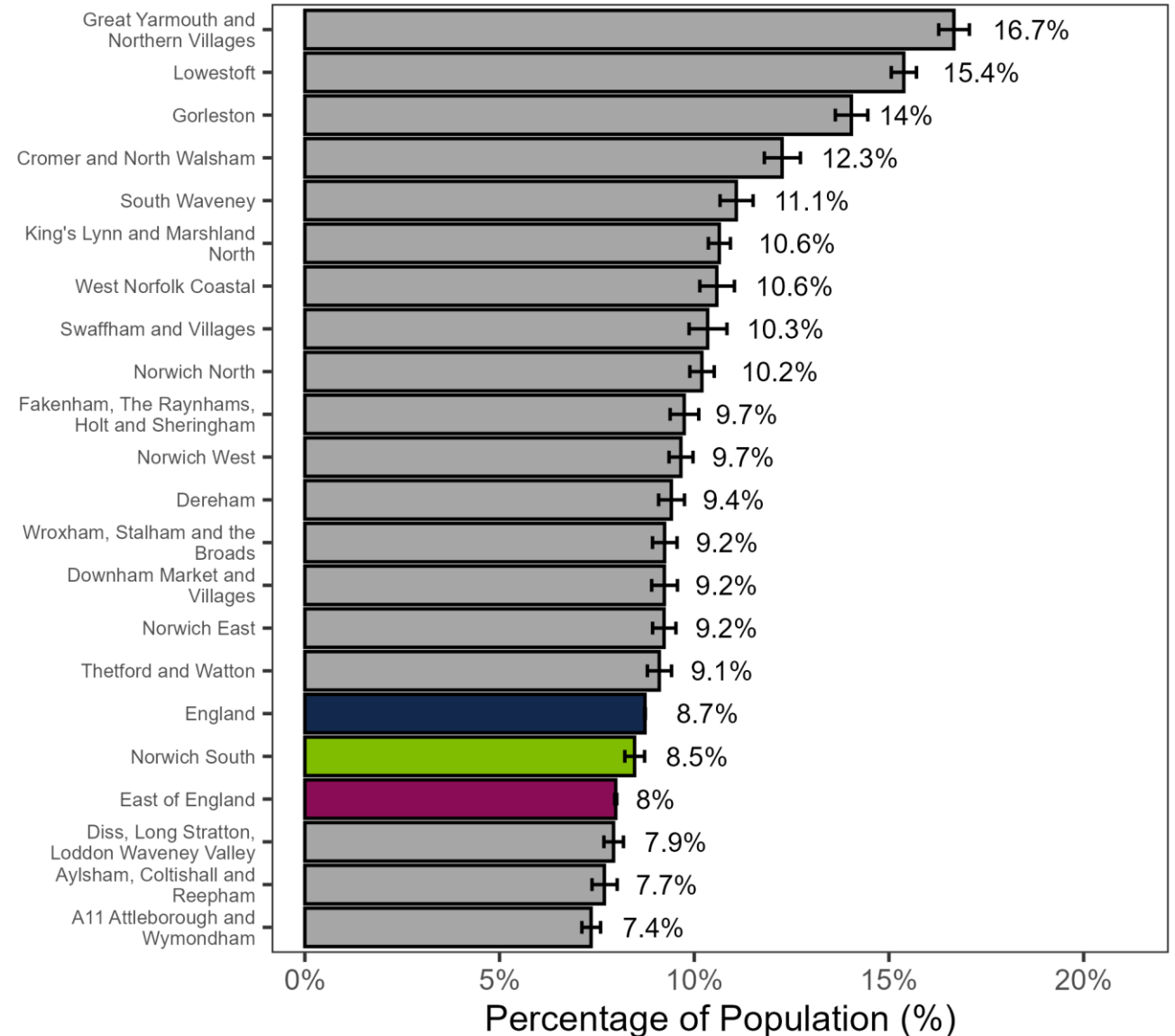
**Personal Independence Payments (PIP)** entitlement statistics covers individuals currently receiving PIP and those whose payments are temporarily suspended (e.g., during a hospital stay).

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, alongside regional and national benchmarks.

The Norwich South neighbourhood had one of the lowest proportions of individuals entitled to PIP ( 8.5 %) across neighbourhoods. Entitlement was also below the England average (8.7%) indicating comparatively lower levels of entitlement in this area compared with the national average.

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



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

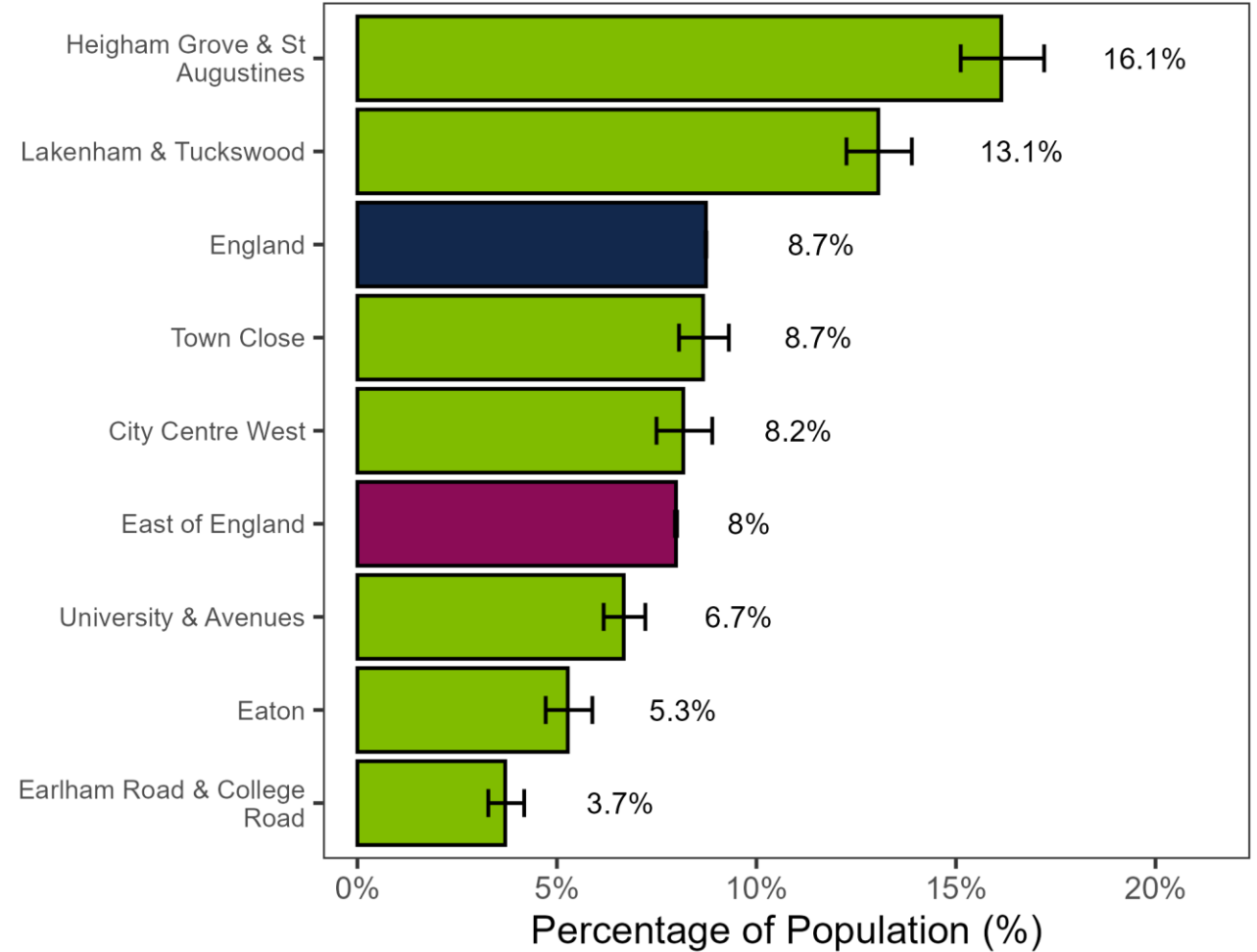
# Economy and Employment

In June 2025, the proportion of residents aged 16 to 66 entitled to Personal Independence Payment (PIP) across MSOAs within the Norwich South neighbourhood varied significantly (ranging from 3.7%-16.1%).

Heigham Grove and St Augustine's recorded the highest entitlement rate at 16.1%, significantly higher than all other MSOAs within the neighbourhood. This figure was also significantly higher than the East of England (16.3%) average and the England average (18%).

Earlham Road and College Road reported the lowest entitlement rate at 3.7%, significantly lower than all other MSOAs within the area and both the East of England and England average.

Population Entitled to PIP by MSOA in Norwich South (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, Norwich South has a lower proportion of homes owned outright (25.7% vs 32.5%) and a lower proportion with a mortgage (18.5% vs 28.8%). Its combined social renting rate (council and housing association) is 27.3%, which is higher than the national average of 17.1%. The private renting rate (Landlord/rent free/other) at 27.9% is also higher than the England average (20.6%).

Compared to the average across neighbourhoods, the Norwich South neighbourhood has a lower proportion of homes owned outright or mortgaged and a higher proportion of homes rented (from social housing or the private sector).

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
<b>England</b>	<b>32.5%</b>	<b>28.8%</b>	<b>18.2%</b>	<b>8.8%</b>	<b>8.3%</b>	<b>2.2%</b>	<b>1.0%</b>	<b>0.1%</b>
<b>Norwich South</b>	<b>25.7%</b>	<b>18.5%</b>	<b>25.6%</b>	<b>7.8%</b>	<b>19.5%</b>	<b>2.2%</b>	<b>0.5%</b>	<b>0.2%</b>
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 Raynams, 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 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

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

Within Norwich South, some areas have significantly mortality outcomes that are significantly worse than the national average.

Specifically, Heigham Grove & St. Augustines and City Centre West have high rates of early and preventable mortality.

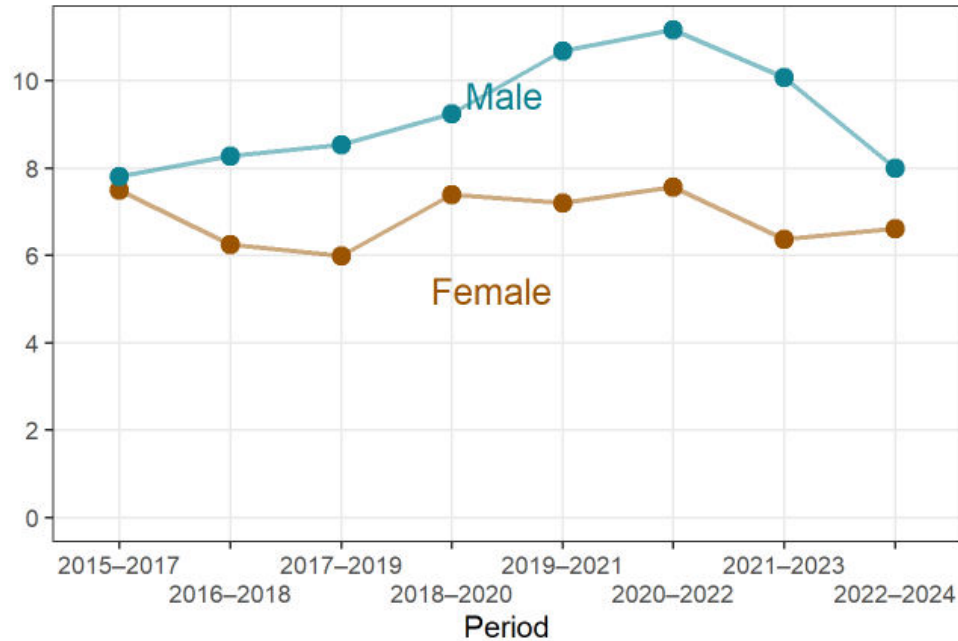
	Period	England	City Centre West *	Earlham Road & College Road	Eaton	Heigham Grove & St Augustines *	Lakenham & Tuckswood	Town Close	University & Avenues
Life expectancy at birth - Female	2019 - 23	83	84.6	82.7	86.9	80.7	84.3	84.4	82.6
Life expectancy at birth - Male	2019 - 23	79.1	77.5	82.7	84.5	71.6	77.1	77.7	79
Mortality from all causes	2019 - 23	100	91.9	101	67.6	133	101	94.8	96.1
Mortality from all causes (aged under 75)	2019 - 23	100	127	64.9	53.7	181	116	103	89.7
Mortality from cancer	2019 - 23	100	104	67.8	78.9	111	99.7	90.8	87.7
Mortality from cancer (aged under 75)	2019 - 23	100	88.2	49.6	60.6	107	103	86.8	71.9
Mortality from cardiovascular disease	2019 - 23	100	80.8	113	70.8	159	98.7	103	119
Mortality from cardiovascular disease (aged under 75)	2019 - 23	100	109	73.8	60.3	223	91.5	115	91.4
Mortality from coronary heart disease	2019 - 23	100	83.1	79.3	62.2	173	96	90.7	119
Mortality from stroke	2019 - 23	100	64.8	176	64.1	125	75.9	112	99.7
Mortality from respiratory diseases	2019 - 23	100	63.1	98.5	54.4	190	114	80.8	131
Mortality from causes considered preventable (aged under 75)	2019 - 23	100	143	52	47	187	134	103	76.3

\* 2021 MSOAs with no data for pre-2021 indicators.

# Life expectancy inequalities in Norwich Place Board area

Change in life expectancy gap (3 year average) between most and least deprived deciles within Norwich

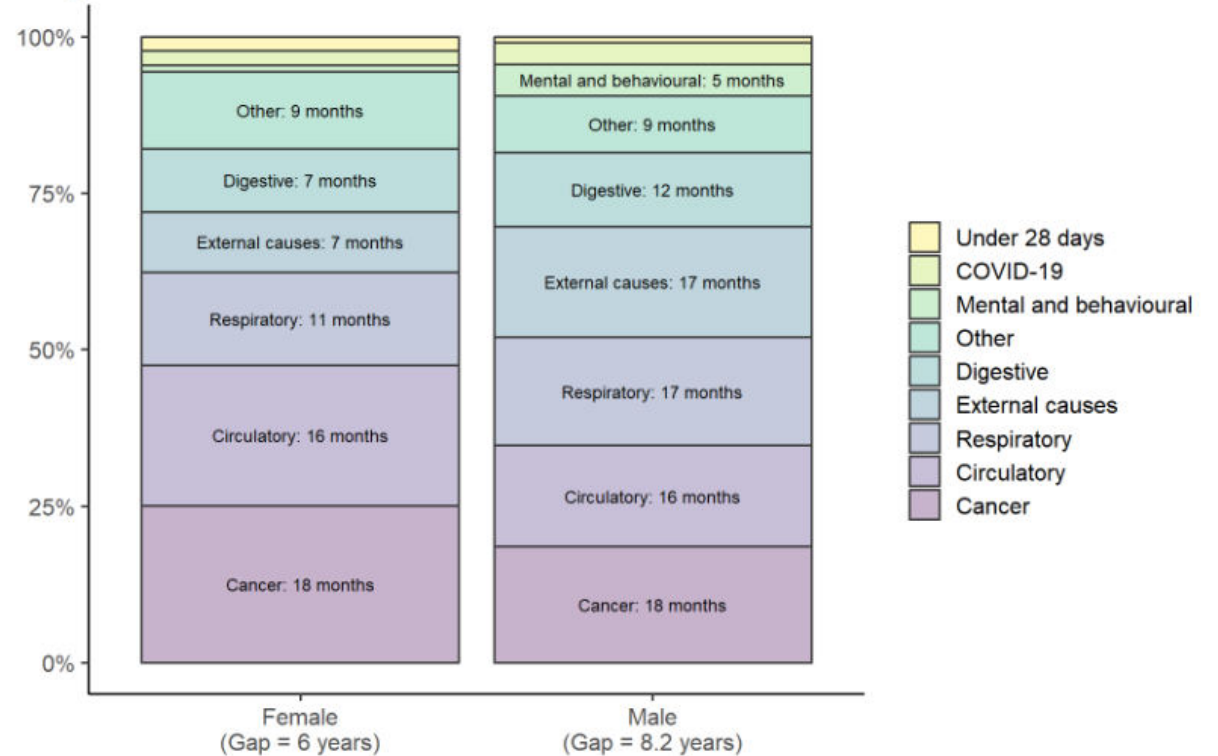
Gap in life expectancy at birth (years)



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 Norwich in 2022-2024

Percentage contribution

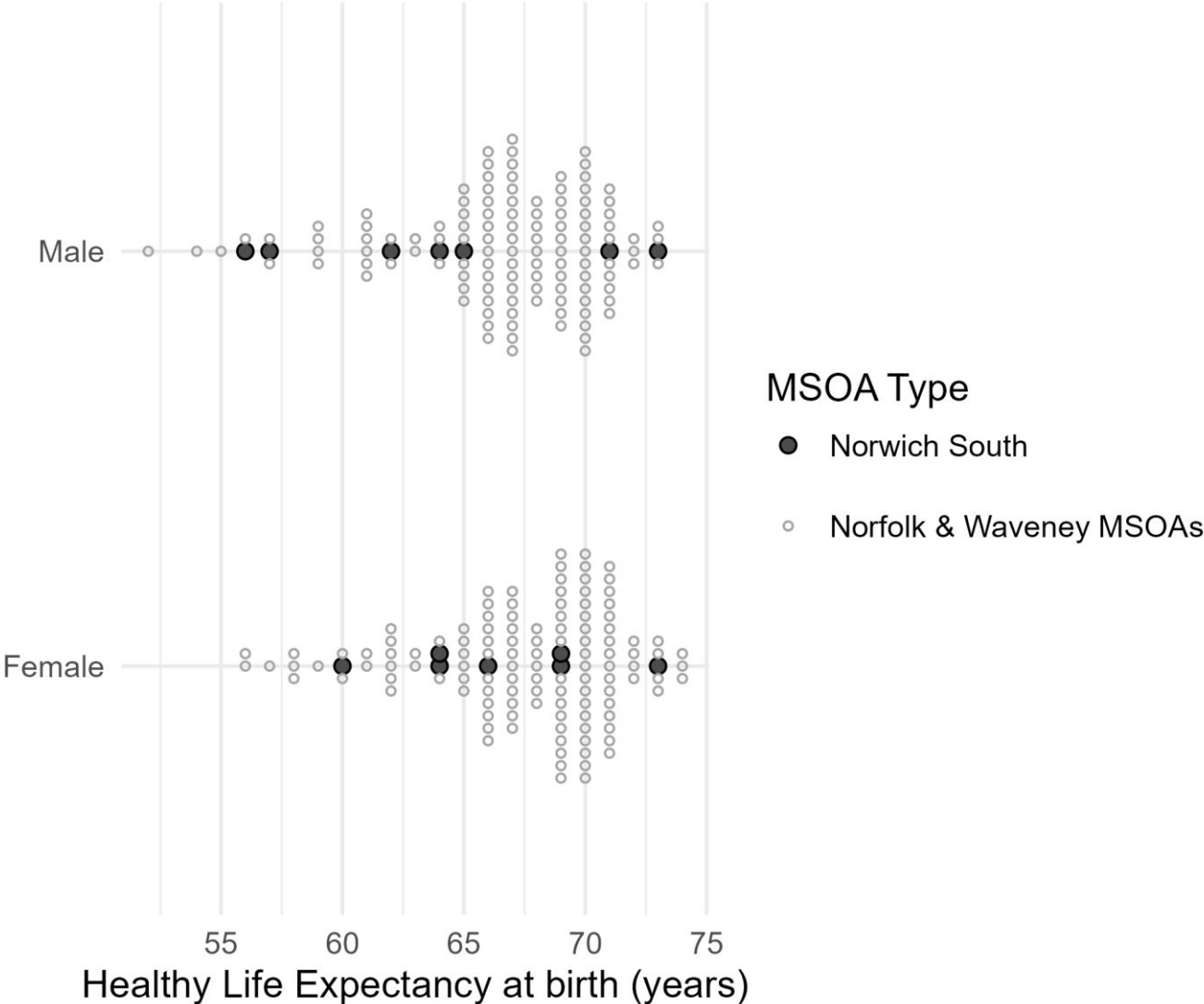


Sources: CRD (NHS Digital) and ONS mid-year estimates  
NB: Small area deprivation scores based on IMD 2025

There is a large gap in life expectancy between people living in the most and least deprived areas of Norwich Place Board (former CCG). 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.

# Healthy Life Expectancy

As for other indicators, there is a strong contrast between the least deprived area of Eaton and the most deprived area of Heigham Grove, where healthy life expectancy is among the lowest in Norfolk and Waveney.

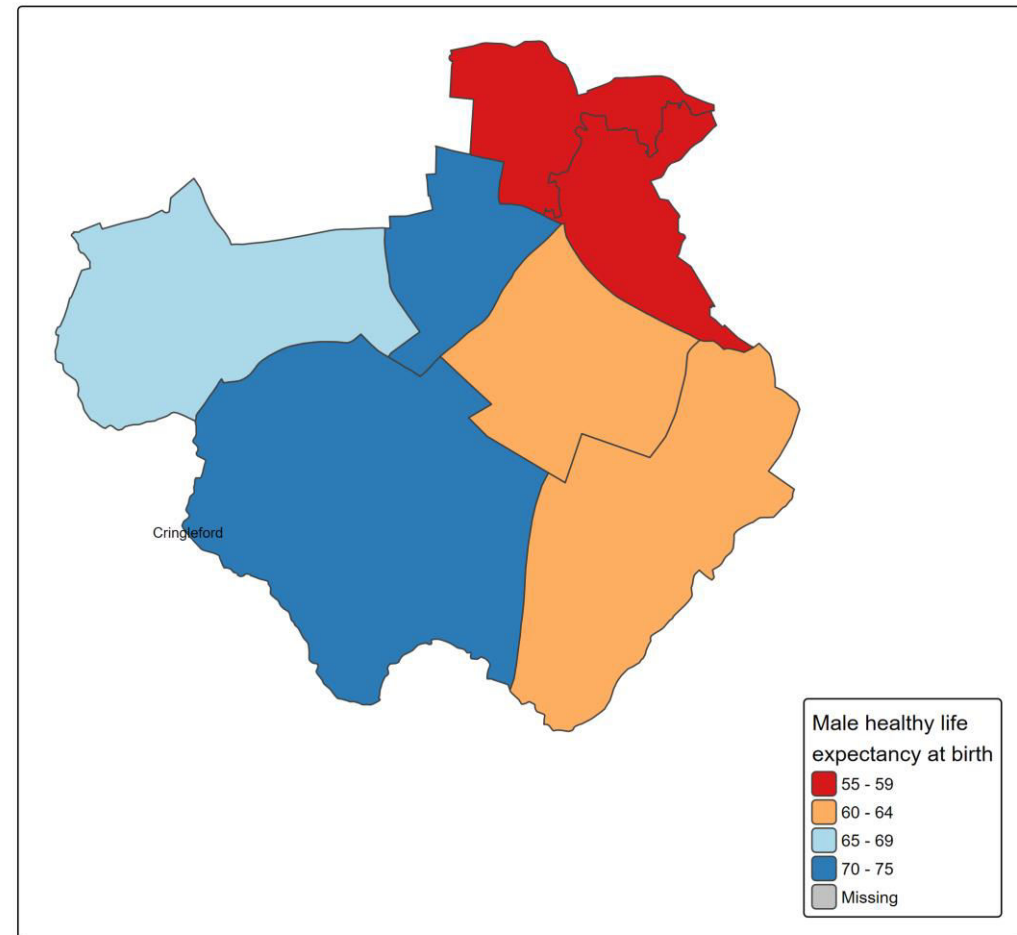
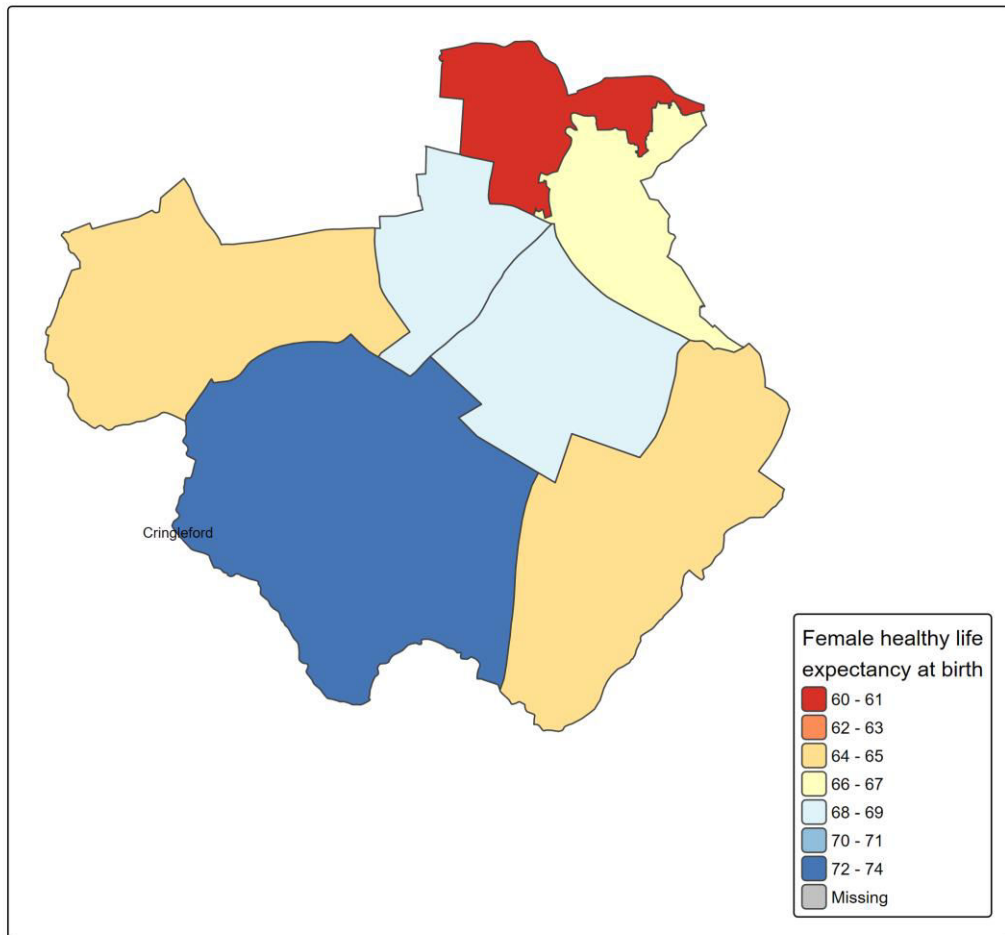


Source: HDIG report 1. Healthy life expectancy and prevention opportunities (2023)

# Healthy Life Expectancy in Norwich South

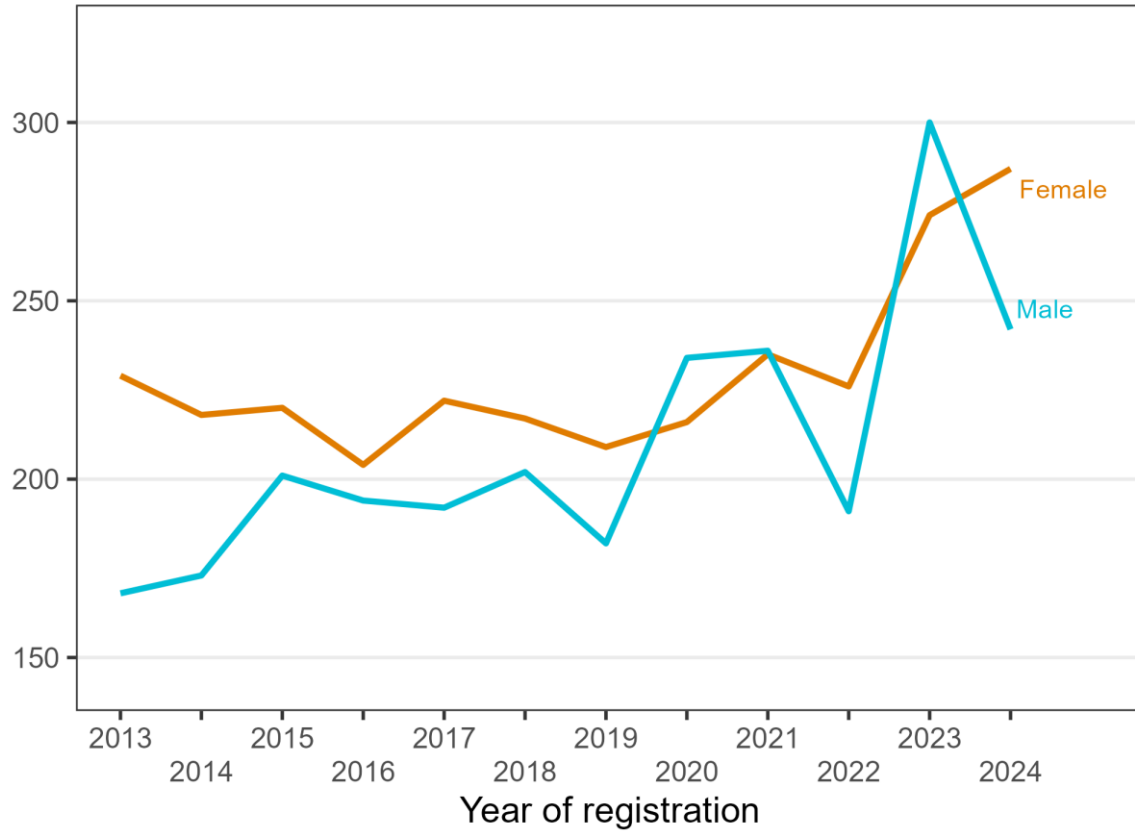
Within the Norwich South neighbourhood area, female healthy life expectancy was lowest in Heigham Grove & St Augustines and highest in Eaton in 2021.

Male healthy life expectancy was lowest in Heigham Grove & St Augustines and highest in Eaton in 2021.



# Deaths

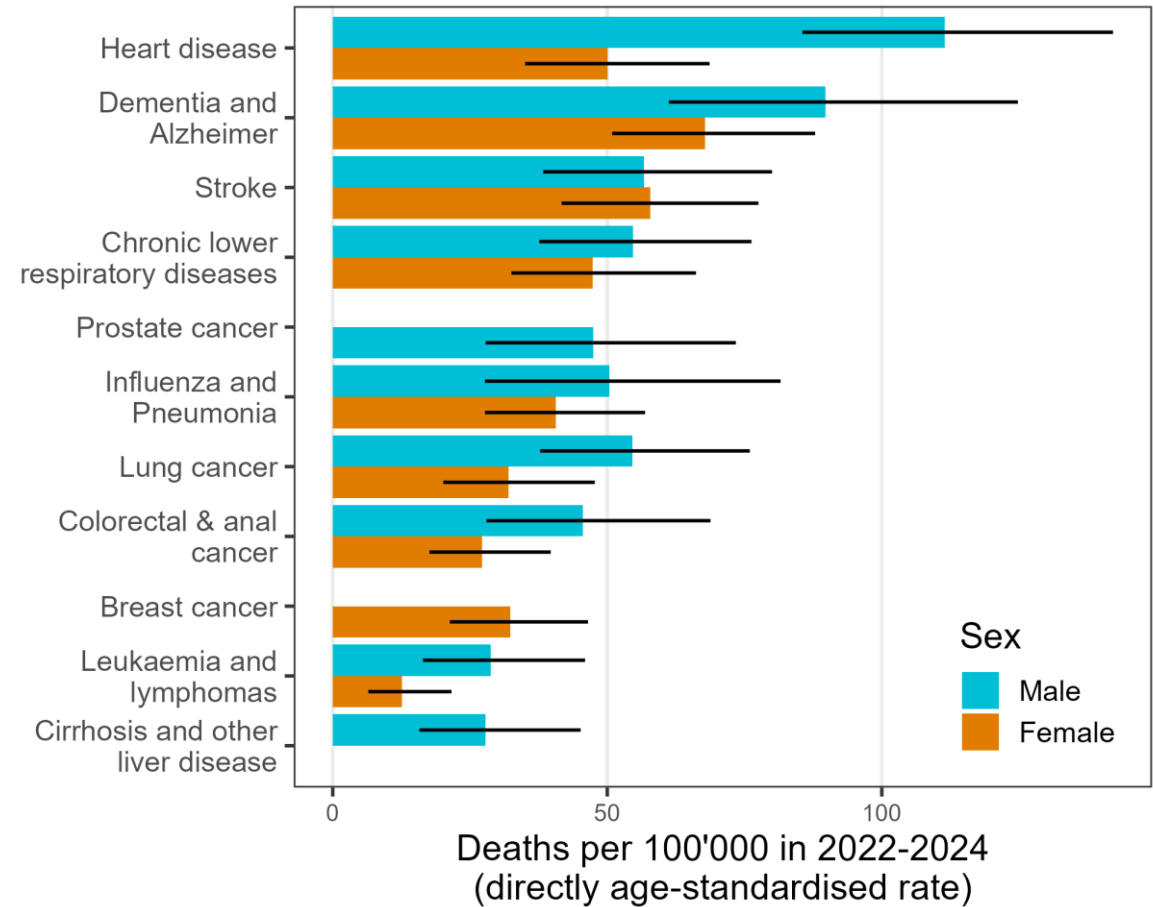
## Deaths in Norwich South



Source: NOMIS

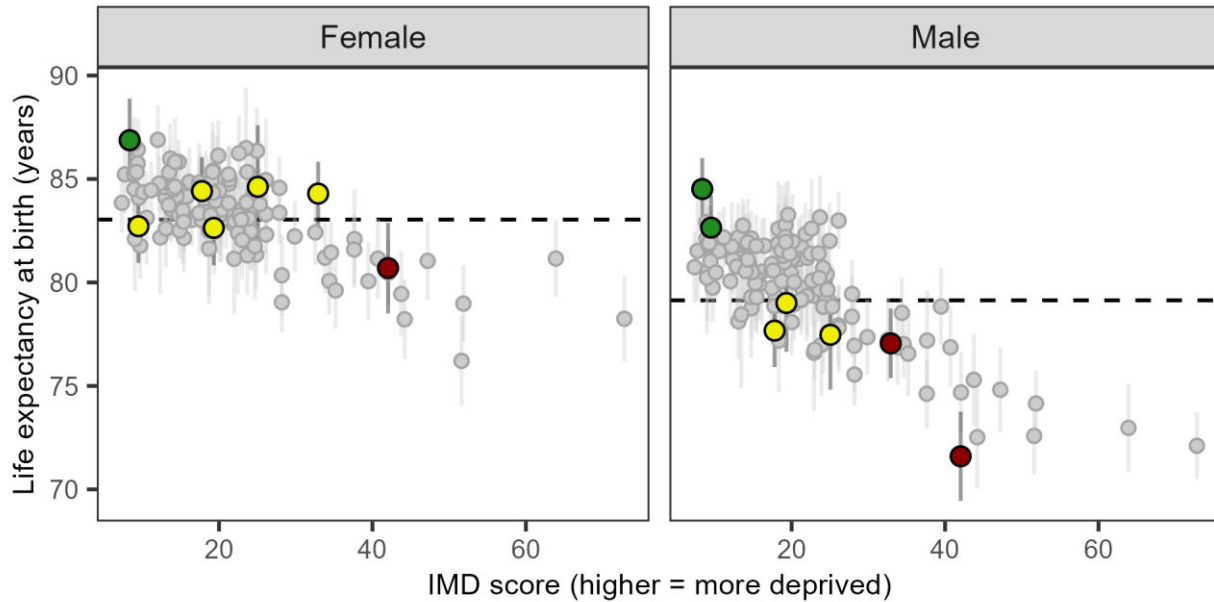
## Leading causes of death in Norwich South

### Leading cause of death

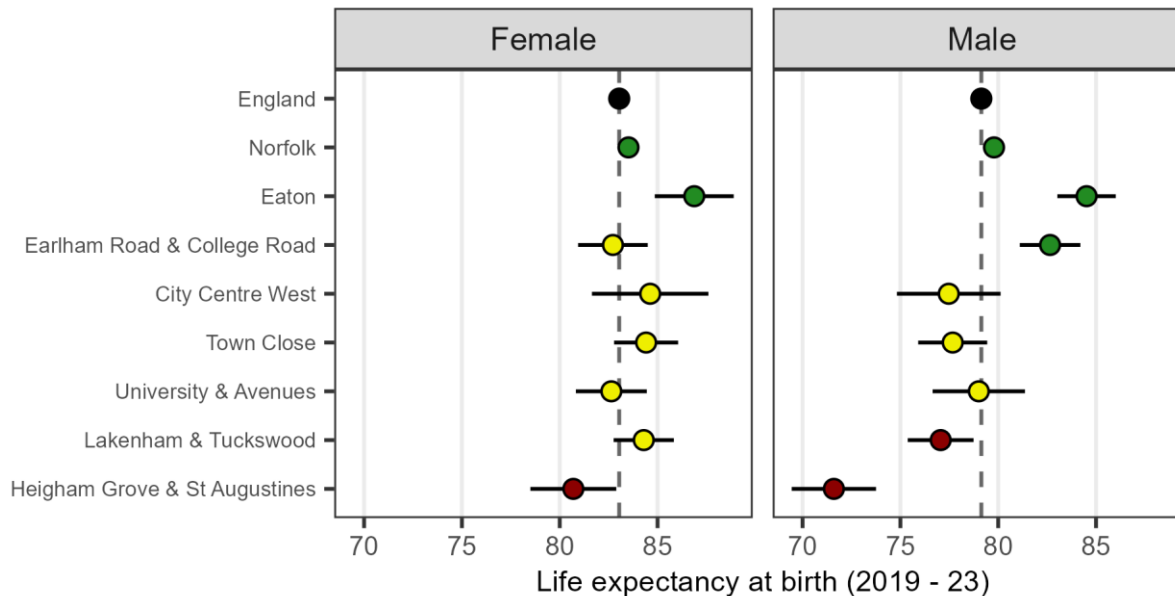


Source: CRD (NHS Digital) and ONS mid-year population estimates

# Life expectancy in Norwich South



- There is contrasting variation in life expectancy across small areas within Norwich South, alongside variation in multiple deprivation.
- Life expectancy for males in Heigham Grove & St Augustines is the lowest of Norfolk and Waveney.
- Females live longer than males in all areas.



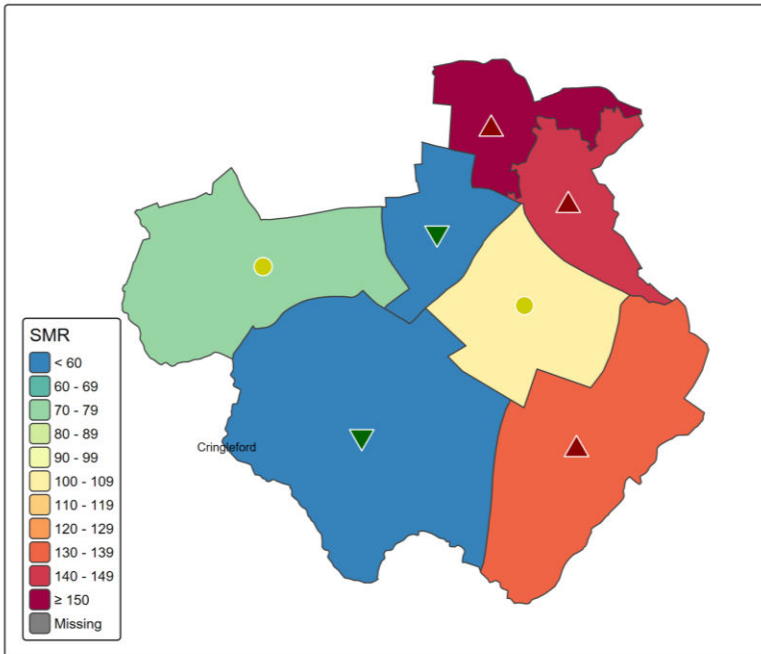
- Better
- Similar
- Worse
- Not compared

# Premature mortality

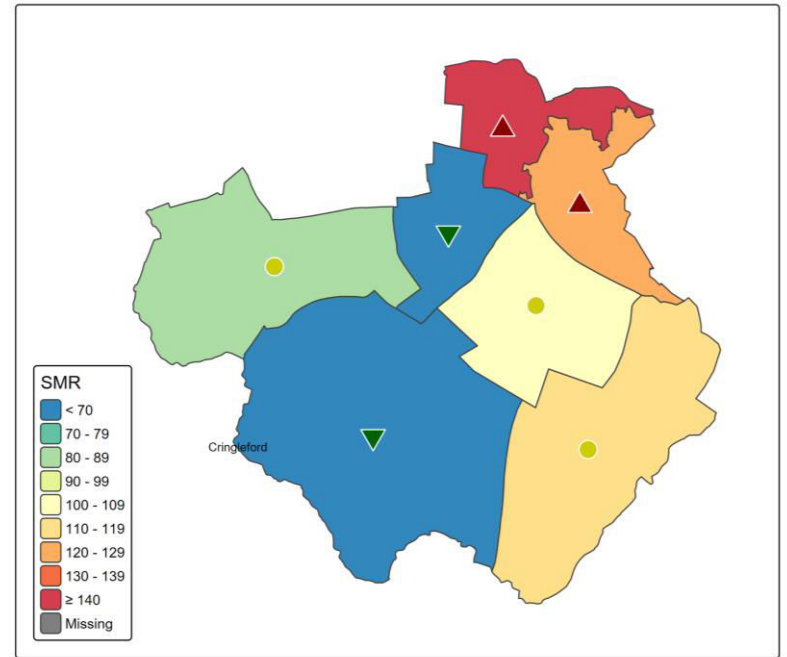
There were 826 deaths of people under the age of 75 in Norwich South in 2019 - 23. Overall, the rate of premature mortality was 1% lower than the England average.

Locally, the highest rate of premature mortality was in Heigham Grove & St Augustines (Standardised Mortality Ratio = 180.7). The lowest rate was in Eaton. Two neighbourhood areas (MSOAs) had a significantly better premature mortality rate than the England average (red triangles).

Mortality from causes considered preventable (aged under 75) in Norwich South (Standardised Mortality Ratio [England = 100], 2019-2023)



Mortality from all causes (aged under 75) in Norwich South (Standardised Mortality Ratio [England = 100], 2019-2023)



# Preventable mortality

In 2019 - 23, 390 deaths of people under the age of 75 in Norwich South were from causes considered preventable. Overall, there was a 1% lower rate of preventable mortality compared to the national average.

Locally, the highest rate of preventable mortality was in Heigham Grove & St Augustines (Standardised Mortality Ratio = 187.1). The lowest rate was in Eaton. Three neighbourhood areas (MSOAs) had a significantly worse preventable mortality rate than the England average (red triangles).

# Behavioural determinants of health

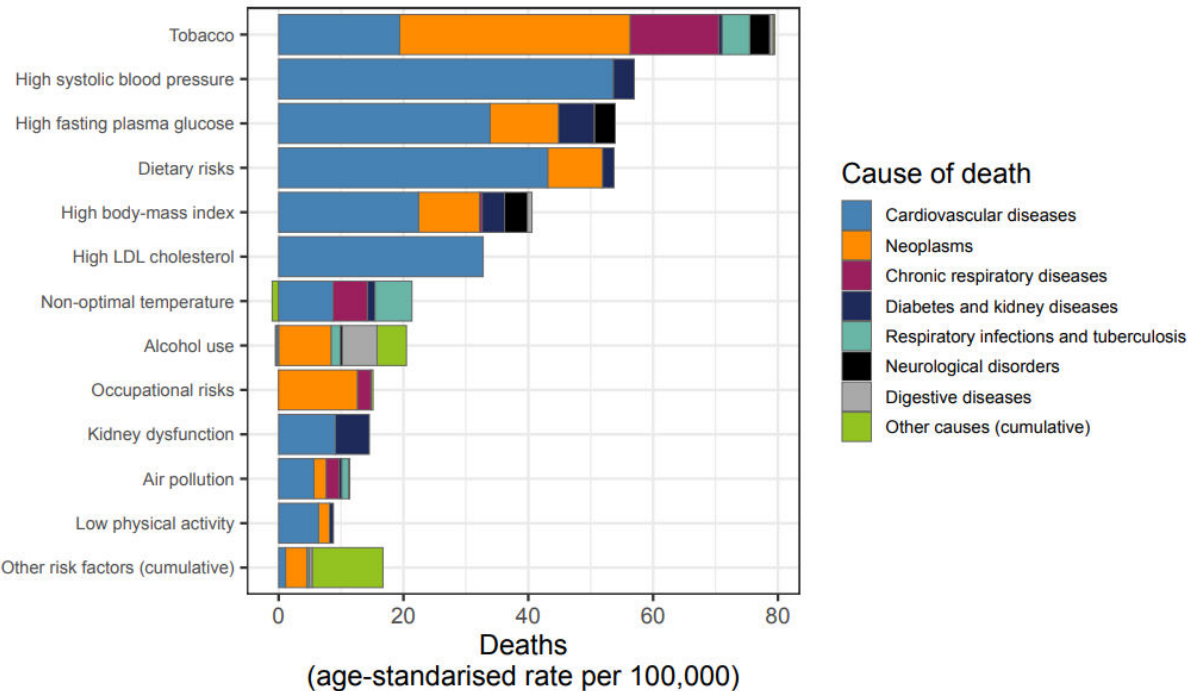
- This section examines lifestyle and behavioural risk factors such as smoking, diet, and physical activity, which contribute to preventable disease.

# 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.

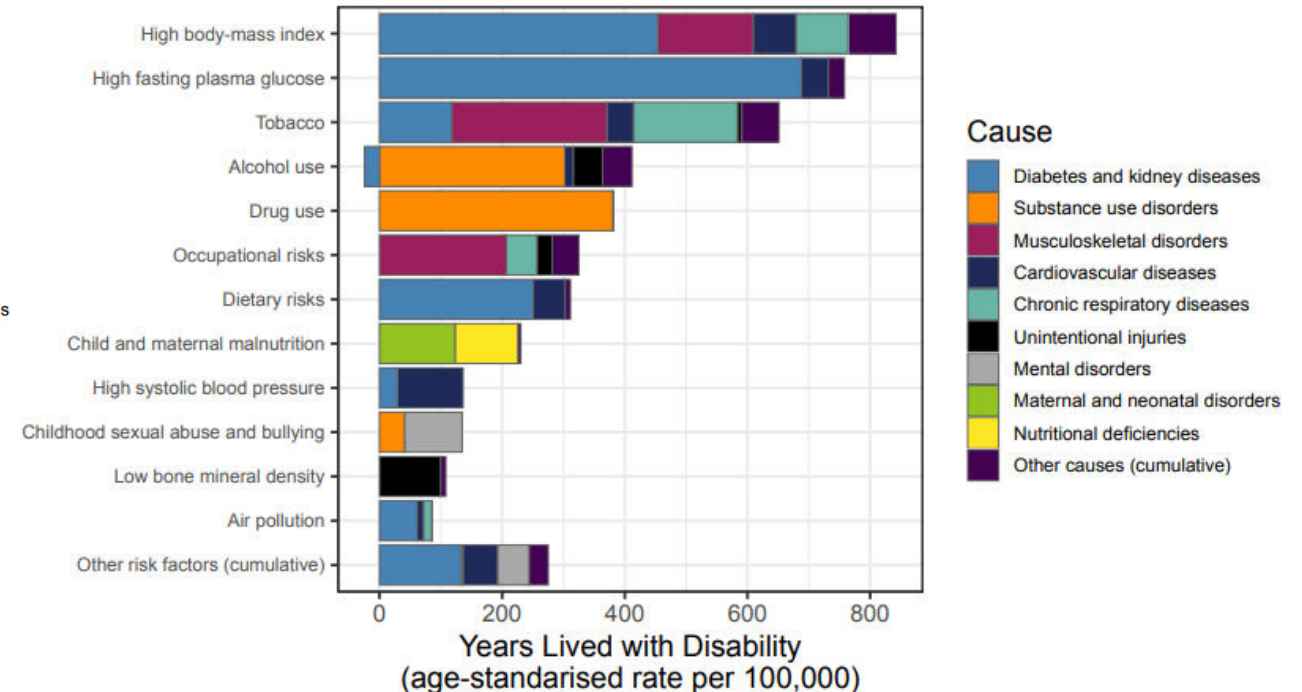
## Deaths

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

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

Behavioural risk factors such as smoking, poor diet, physical inactivity, and alcohol consumption contribute to preventable disease and health inequalities.

## Children

- Childhood weight is generally lower than or similar to the England average, though there is some variation between small areas.

## Adults

- Smoking prevalence across Norwich is similar to Norfolk and England averages.
- Alcohol-specific hospital admissions are increased compared to regional and national benchmarks.
- A smaller proportion of adults are overweight or obese.
- All these factors are likely in part explained by the younger demographic in Norwich compared to other areas

## Environmental and Social Factors

- A few local areas show elevated hospital admissions for children under 5.
- Behavioural risks are preventable, highlighting opportunities for targeted community and family-based interventions.

## Implications

- High prevalence of behavioural risks in some local areas contributes to disease burden (injuries, chronic disease).
- Tackling smoking, diet and physical activity could significantly reduce health inequalities and improve long-term outcomes.

	Period	England	City Centre West *	Earlham Road & College Road	Eaton	Heigham Grove & St Augustines *	Lakenham & Tuckswood	Town Close	University & Avenues
Reception prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	9.64			7.14	6.25	9.38	10.3	10.3
Reception prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	21.9	15.4	10.3	16.7	21.9	21.9	20.5	17.9
Year 6 prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	22.7		12.5	16.3	30.8	24.3	18.6	26.5
Year 6 prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	36.7		25	27.9	42.3	41.4	32.6	38.8
General fertility rate (women aged 15 to 44)	2018 - 22	54.6	22.9	31	38	50.9	57.9	33.4	10.9
Low birth weight of live babies	2018 - 22	6.84	7.39	5.82	10.3	7.65	5.6	5.86	7.83
Emergency hospital admissions: all causes (aged under 5)	2016/17 - 20/21	141		141	140		194	145	175
Unintentional and deliberate injuries: emergency hospital admissions in children (aged under 5)	2016/17 - 20/21	119		141	162		165	114	109
Unintentional and deliberate injuries: hospital admissions in children (aged under 15)	2016/17 - 20/21	92		108	97.2		120	76	102
Unintentional and deliberate injuries: hospital admissions in young people (aged 15 to 24)	2016/17 - 20/21	128		41.3	63		130	63.7	63.2

\* 2021 MSOAs with no data for pre-2021 indicators.

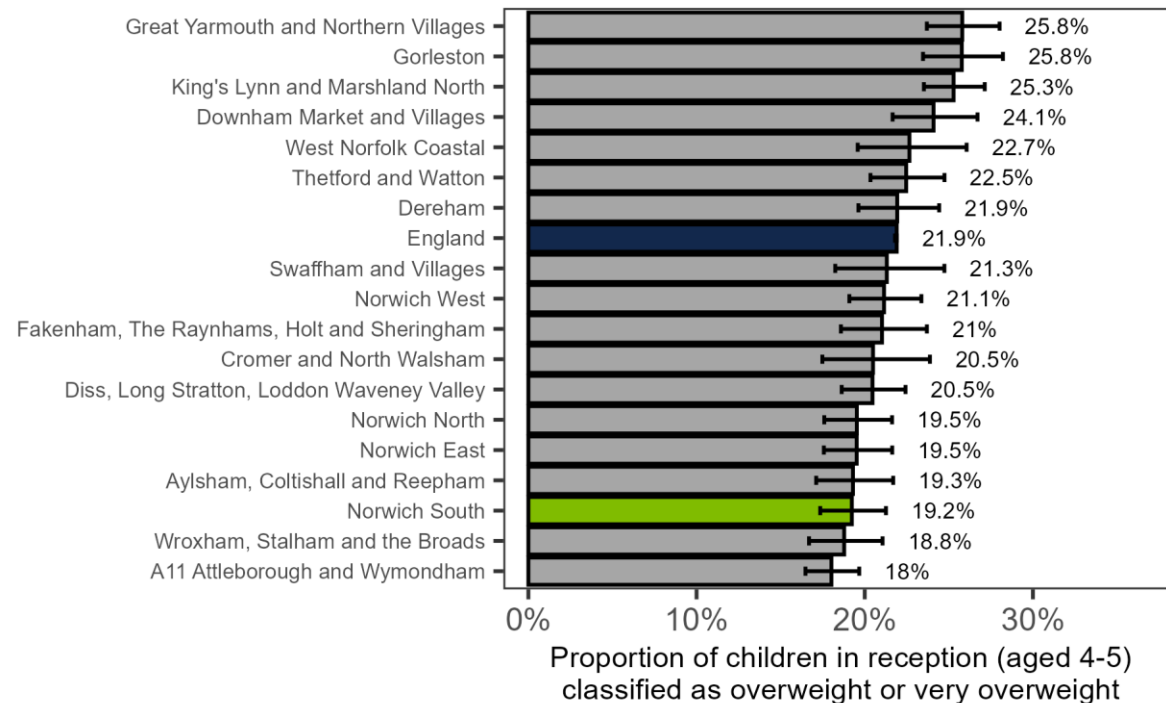
# Behavioural risk factors - children

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%).

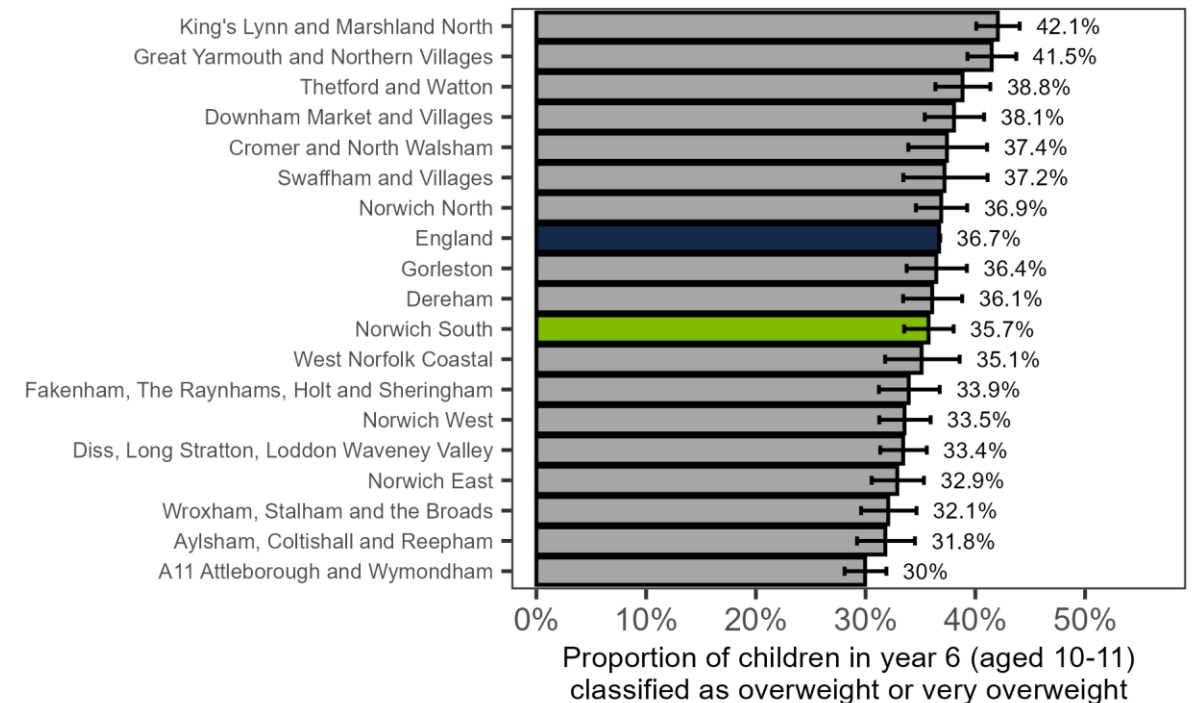
In the Norwich South neighbourhood, 19.2% of Reception children and 35.7% of Year 6 children were classified as overweight or very overweight. The prevalence in Reception-aged children ranked among the lowest across all neighbourhoods and was significantly below the England average (21.9%). While the prevalence in Year 6 aged children was below the England average (36.7%), this was not statistically different.

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

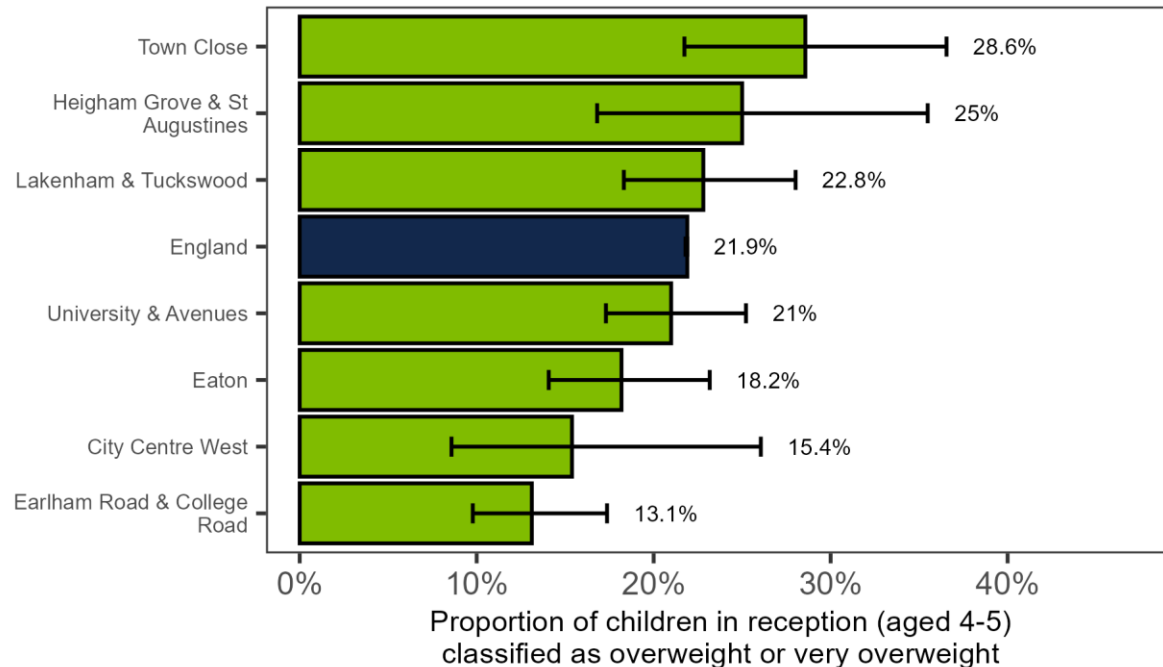
# Behavioural risk factors - children

Within the Norwich South neighbourhood, the proportion of Reception and Year 6 children classified as overweight or very overweight varied marginally across MSOAs during the 21/22-23/24 period.

Among Reception-age children, Town Close recorded the highest prevalence (28.6%), however this was only significantly higher than one of the other six MSOAs within the Neighbourhood. Although the rate in Town Close was higher than the national average (21.9%), this difference was not statistically significant.

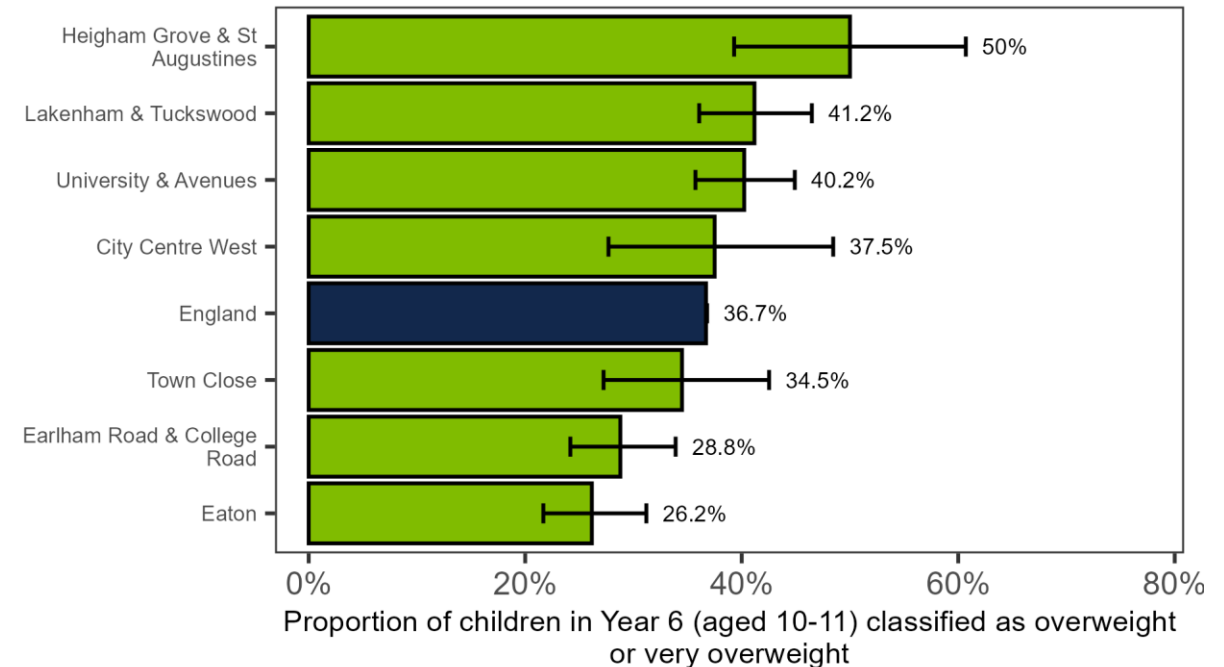
Among Year 6 children, Heigham Grove and St Augustines reported the highest prevalence (50%), this was significantly higher than two of the other six MSOAs within the Neighbourhood and the national average (36.7%). This suggests Heigham Grove and St Augustines may face a greater risk of health issues associated with excess weight in Year 6 aged children compared to both local and national levels.

Reception: Prevalence of Overweight or Very Overweight Children Across MSOAs in Norwich South 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 Norwich South Compared to National Average (3-Year Combined)



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

# Behavioural risk factors - adults

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

## Norfolk Health and Wellbeing Profiles Adult Lifestyle

There are approximately 91,330 adults aged 20-64 living in this area, who make up 63% 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.

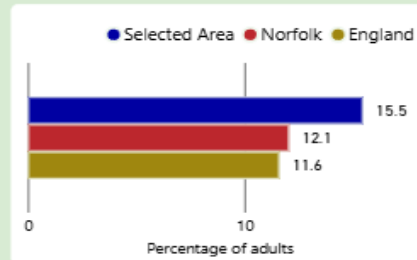
Select your district or Norfolk:

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 18,170 people who are smokers in this area.

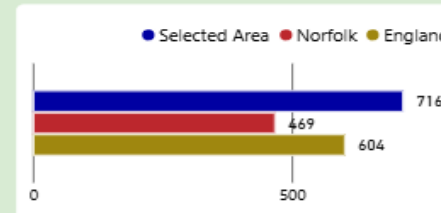


### Alcohol

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

716

hospital admissions for alcohol specific conditions per 100,000 people



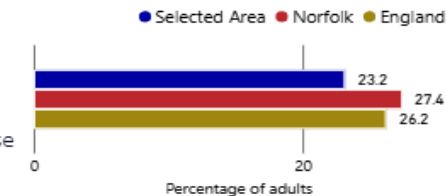
In the most recent 3-year period there were approximately 2,675 hospital admissions for alcohol specific conditions in this area.

### Healthy Weight

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



23%  
of adults are predicted to be obese



In this area there are approximately 27,460 adults who are predicted to be obese and approximately 24,380 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

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

The prevalence of LTC is very low compared to other areas, likely in part due to the younger population.

Rates of emergency hospital admissions vary greatly between local areas.

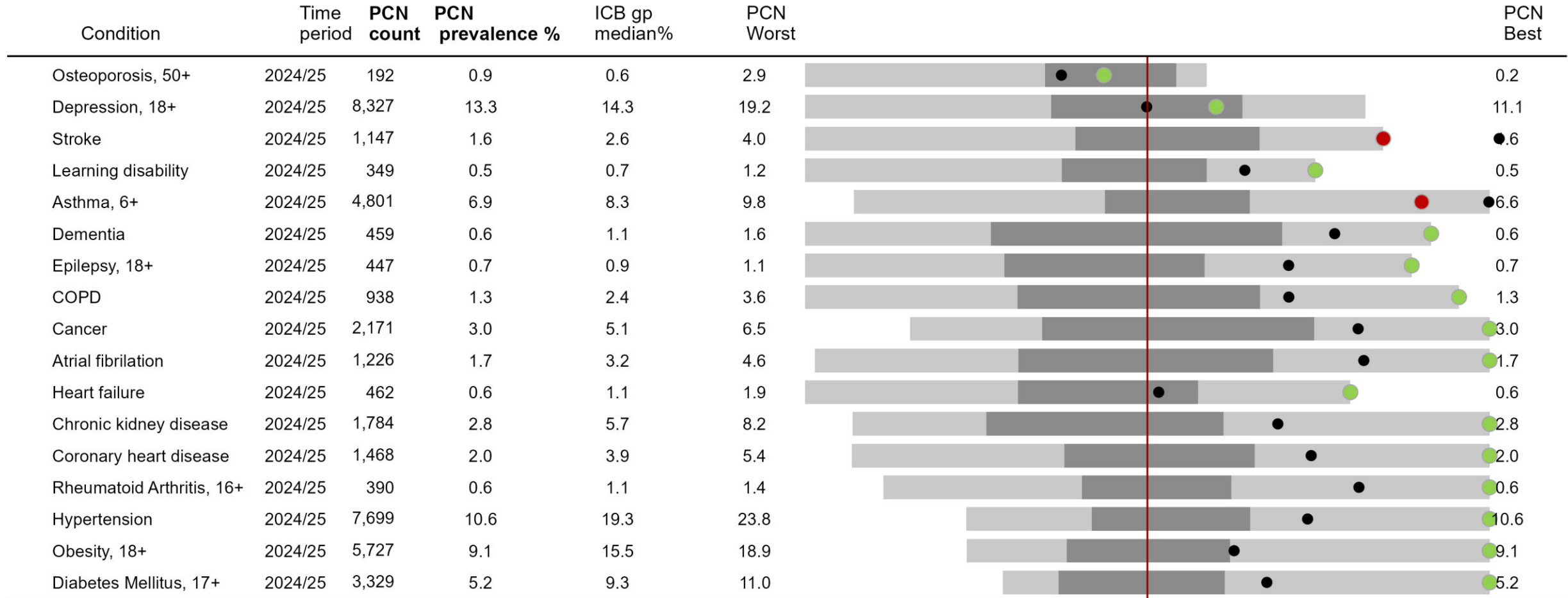
There are local areas with a high rate of emergency admissions for stroke, and Lakenham & Tuckswood has a high rate of alcohol-related admissions.

	Period	England	Earlham Road & College Road	Eaton	Lakenham & Tuckswood	Town Close	University & Avenues
Emergency hospital admissions: all causes	2016/17 - 20/21	100	63.1	64.7	103	77.4	74.3
Coronary heart disease: emergency hospital admissions	2016/17 - 20/21	100	51.3	62.9	112	81.3	78.1
Stroke: emergency hospital admissions	2016/17 - 20/21	100	99.6	123	133	115	135
Heart attack (myocardial infarction): emergency hospital admissions	2016/17 - 20/21	100	62.4	81.6	146	98.6	94
Chronic obstructive pulmonary disease (COPD): emergency hospital admissions	2016/17 - 20/21	100	47.5	30.2	120	82.1	115
Intentional self-harm: emergency hospital admissions	2016/17 - 20/21	100	48.5	52.5	114	99.6	65.2
Hip fracture: emergency hospital admissions (aged 65 and over)	2016/17 - 20/21	100	126	81.5	90.6	100	76.8
Alcohol-related conditions: admission episodes (all primary and secondary diagnoses)	2016/17 - 20/21	100	74.5	67.9	126	99.9	103
Hospital admissions for alcohol attributable conditions, narrow definition	2016/17 - 20/21	100	86.7	81.3	155	106	110

# Long-term conditions

This spine chart shows how Central Norwich 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 Central Norwich 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).

## Central Norwich 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.

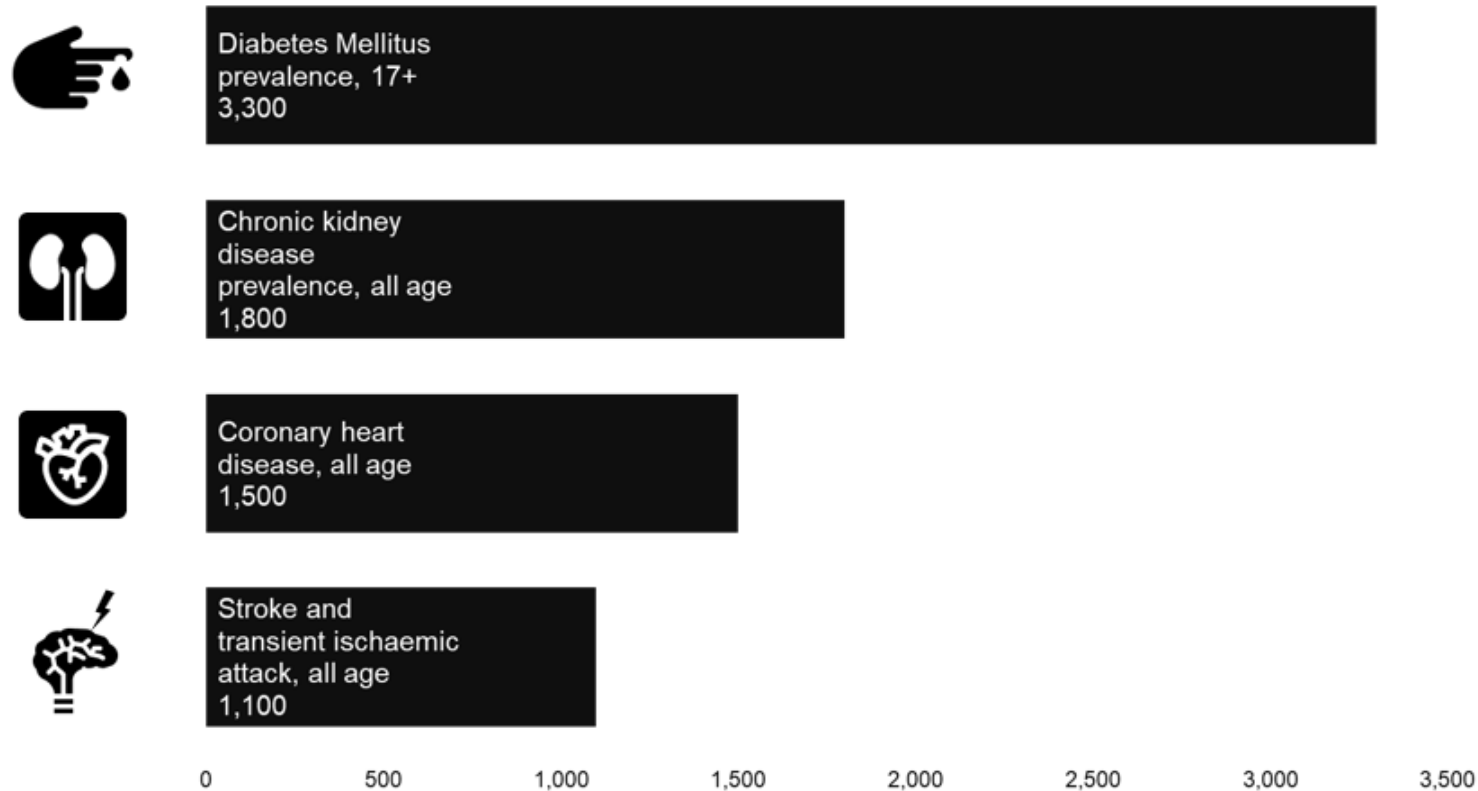
Prevalence of PCN (%) compared to England: ● Worse ● Same ● Better

● 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

## Central Norwich PCN



This chart shows the estimated number of patients with major long-term conditions within the Norwich East PCN.

Diabetes affects around 3,300 adults, and chronic kidney disease affects 1,800 people.

Stroke and transient ischaemic attack affect approximately 1,100 people.

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

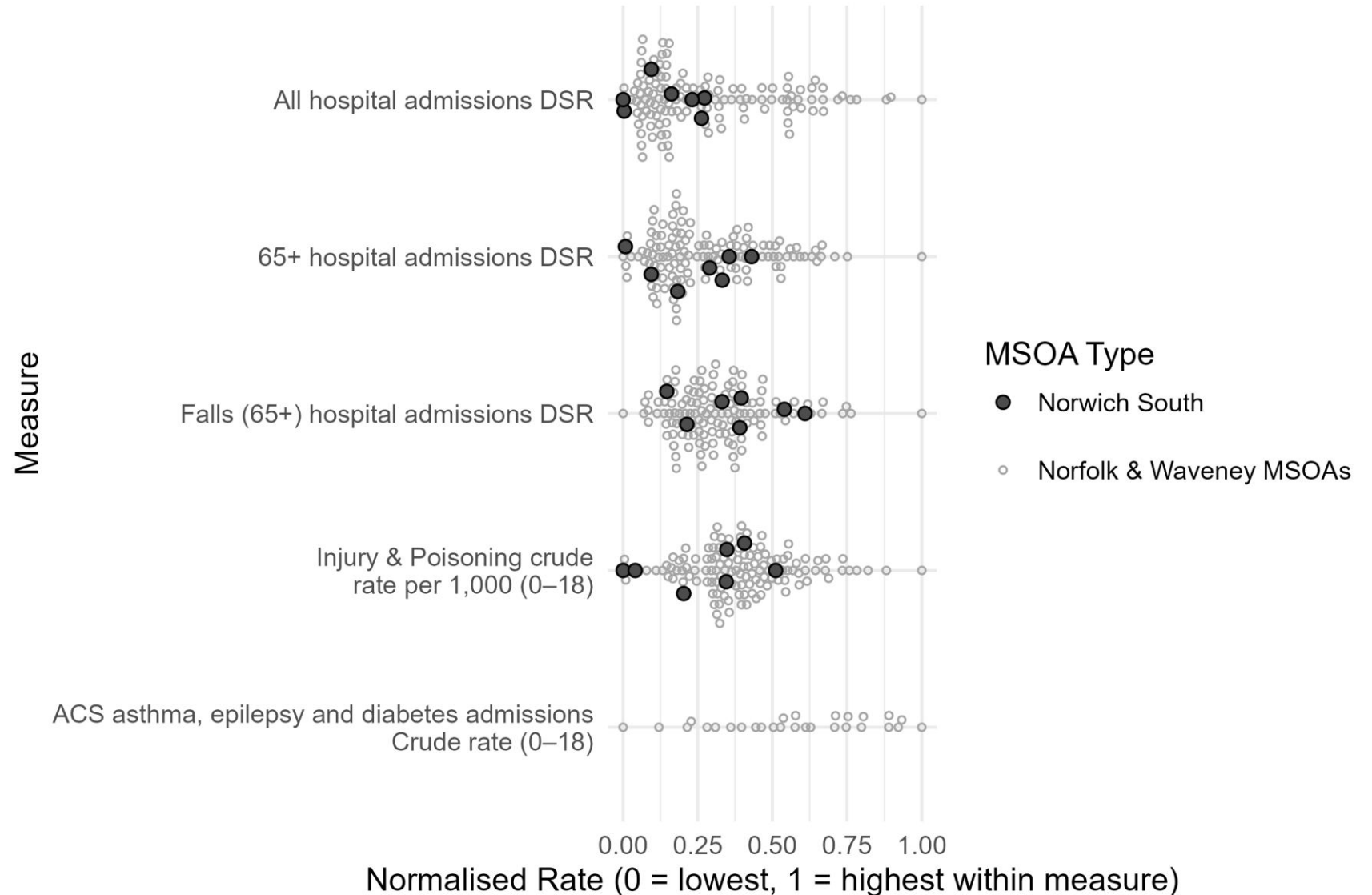
# Healthcare - unplanned hospital admissions

There is a moderate spread of Norwich East MSOAs across the scale for hospital admissions among the youngest and oldest age groups.

Generally, rates are lower than or similar to the overall Norfolk and Waveney averages.

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

Neighbourhood MSOA emergency hospital admission rate comparison



# Healthcare - unplanned hospital admissions

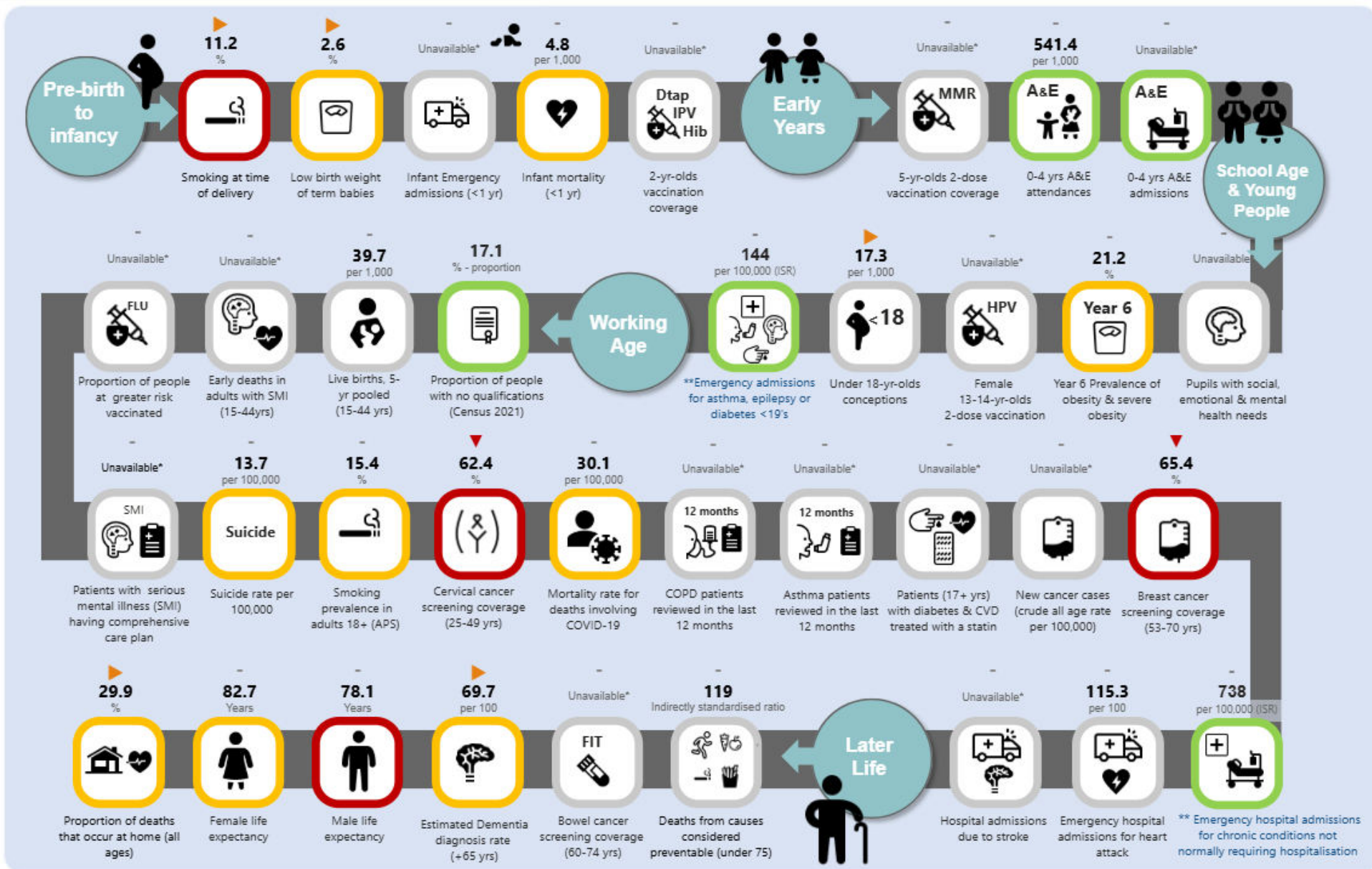
Measure	Heigham Grove & St Augustines	Lakenham & Tuckswold	City Centre West	University & Avenues	Town Close	Earlham Road & College Road	Eaton
All hospital admissions DSR	4,750	4,687	4,488	4,051	3,626	3,051	3,029
65+ hospital admissions DSR	11,357	10,522	10,267	9,800	8,620	7,636	6,679
Falls (65+) hospital admissions DSR	2,127	1,799	2,285	1,652	1,788	1,384	1,231
Injury & Poisoning crude rate per 1,000 (0–18)	11.5	14.0	6.1	6.8	11.5	12.4	9.3

ACS asthma, epilepsy and diabetes admissions  
Crude rate (0–18)

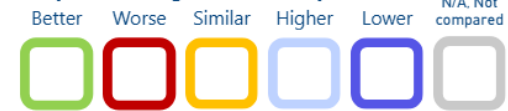
# Local strategy measures summary

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

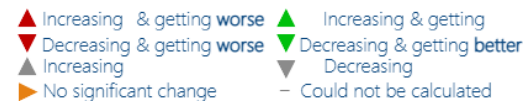
# Healthcare life course measures – Norwich



Compared to England in same period\*\*



Recent trends



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.

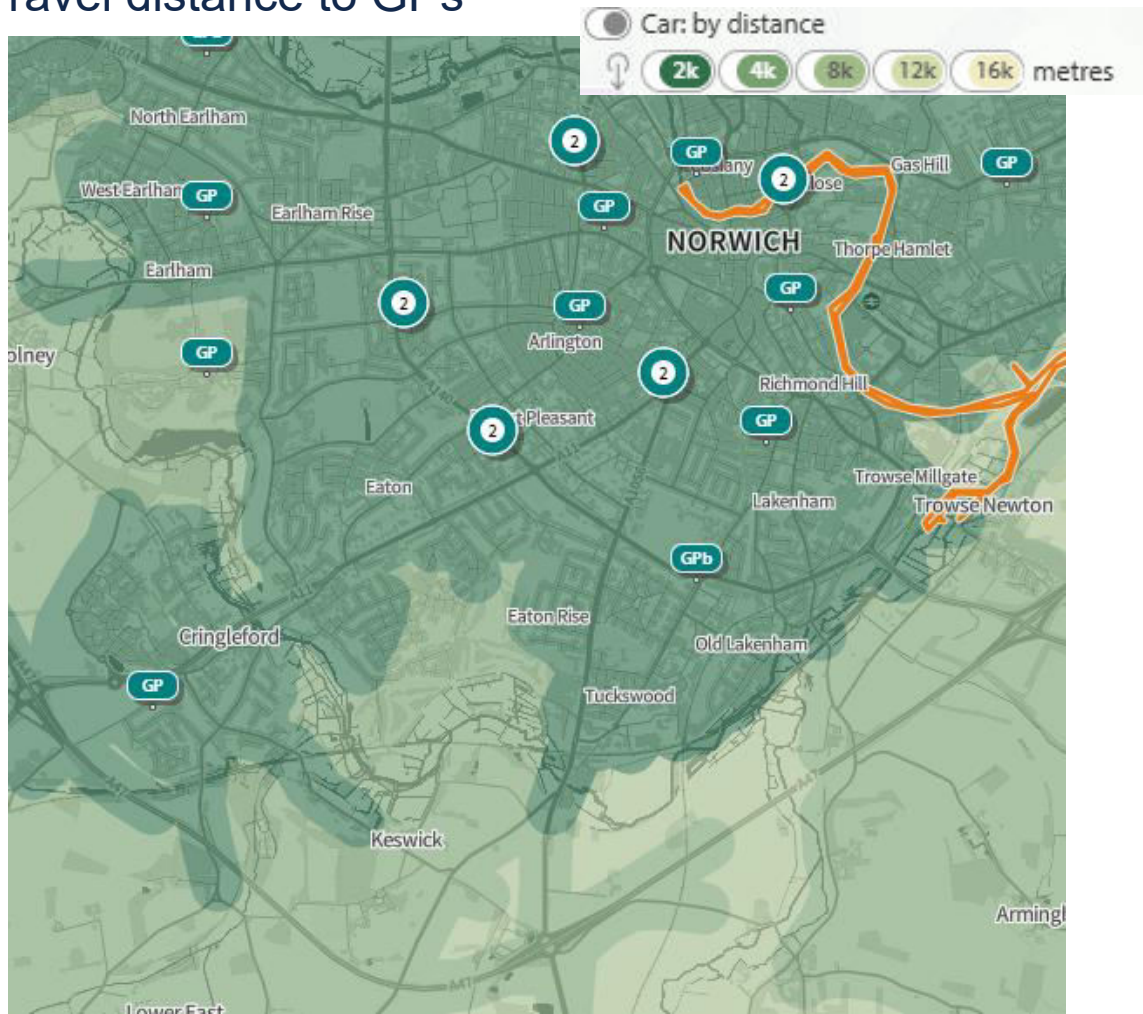
\*\*There is an exception for NHS Outcome metrics marked with asterisks which compare to a 2012 England baseline.

# Services and access

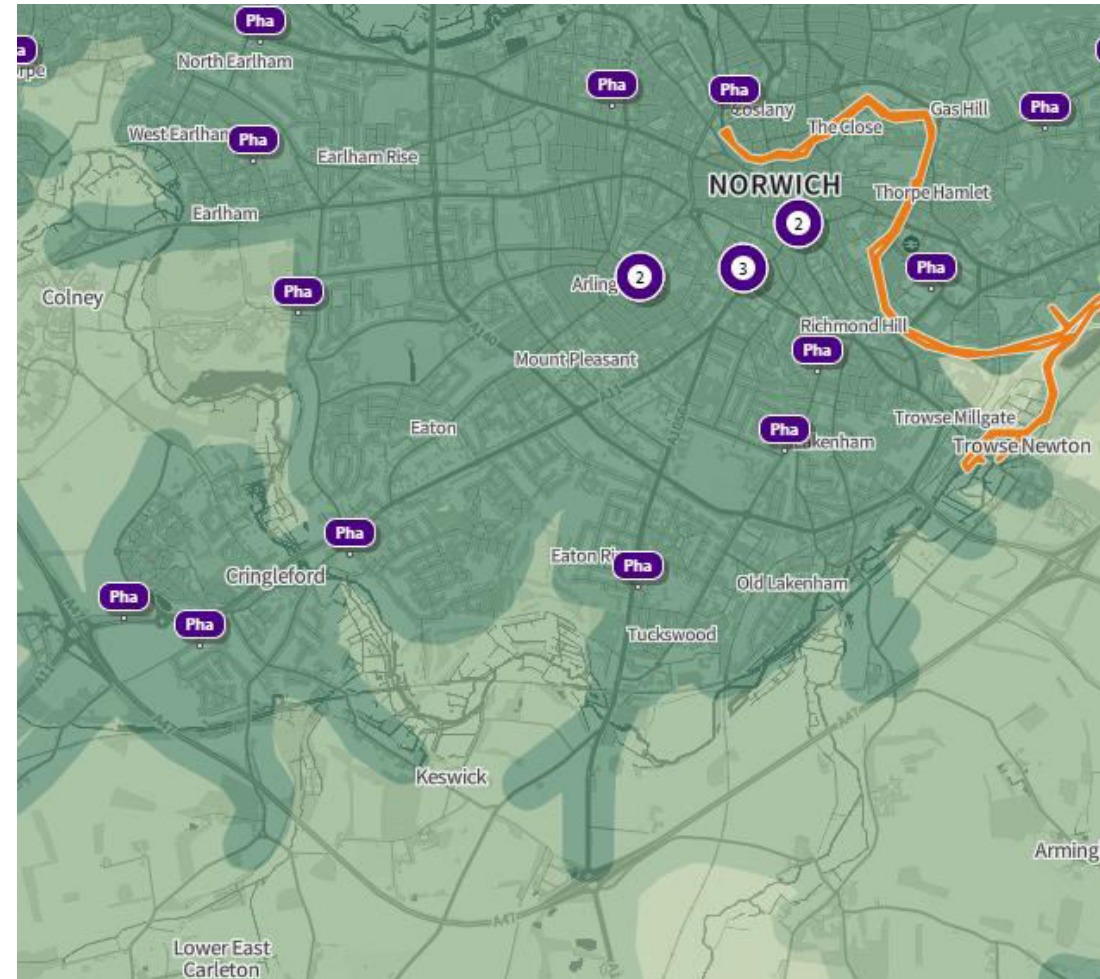
- This section looks at access to health and community services, which is critical for addressing inequalities.

# Access to primary care and pharmacies

Travel distance to GPs

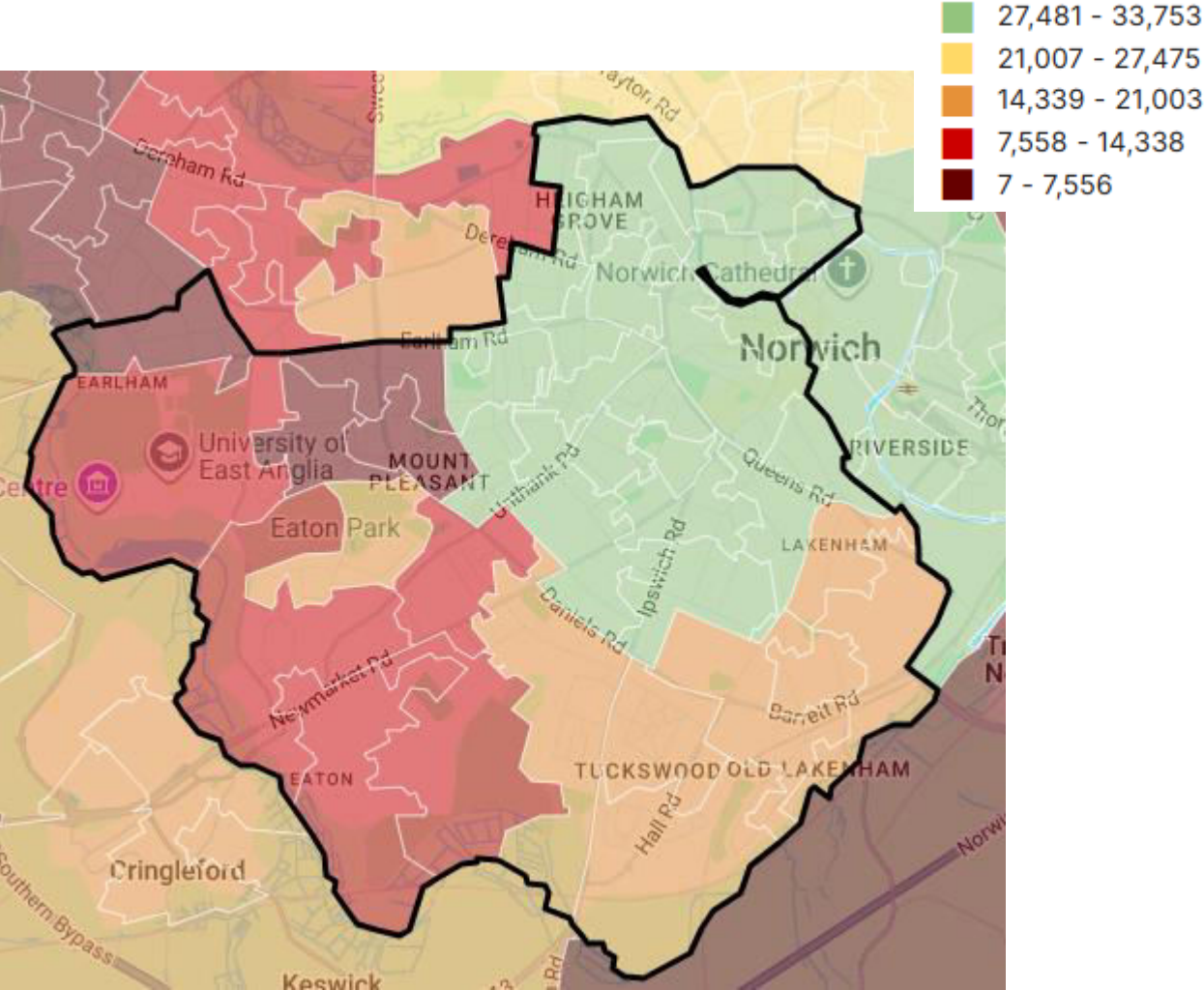


Travel distance to pharmacies



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

# Civic Assets



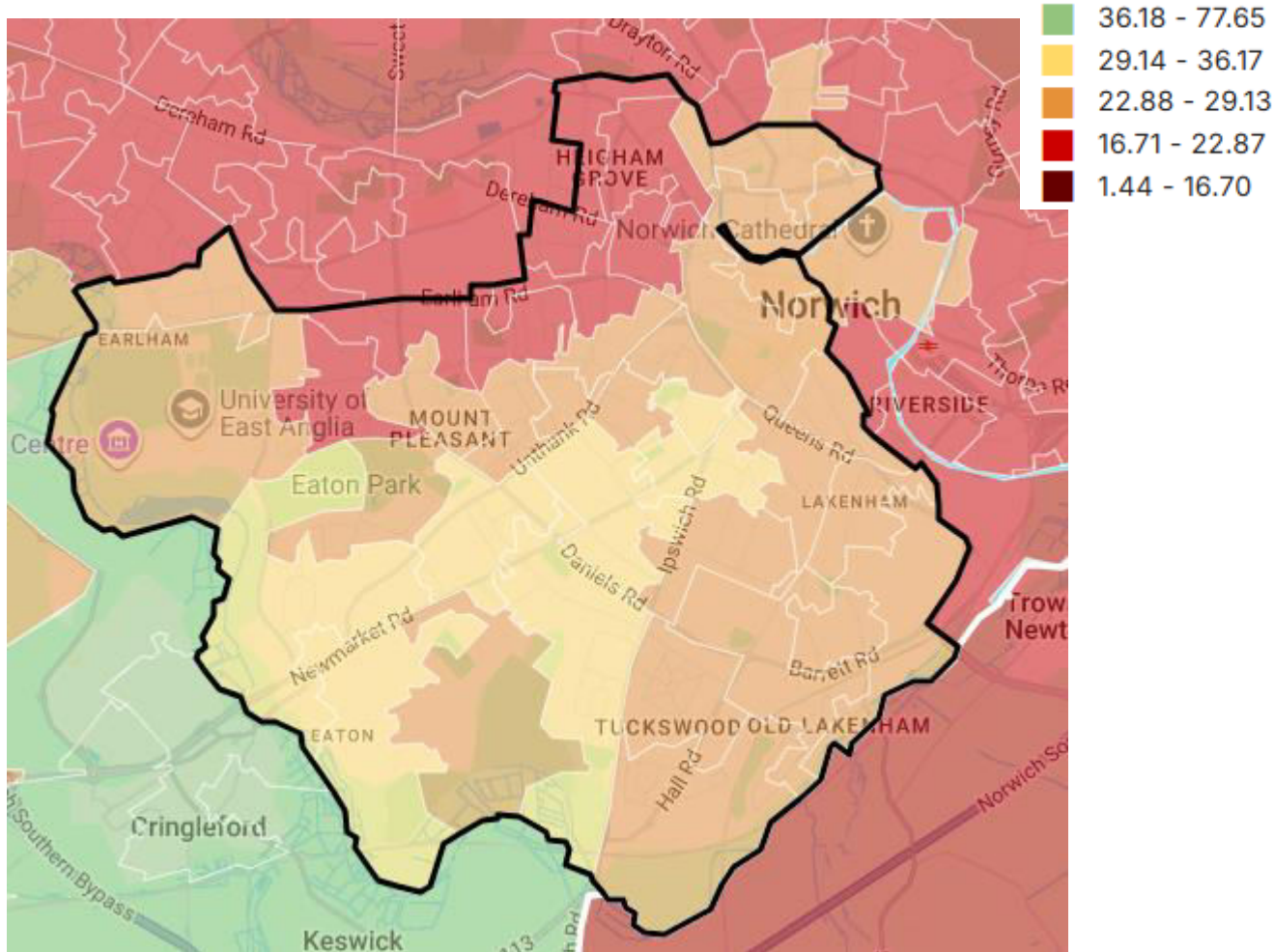
This map shows the Community Needs Index and civic assets ranking, which reflect the availability of community infrastructure and its role in wellbeing.

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.

# Summary

# Norwich South – Key Headlines

## Population & Deprivation:

- Large variation in deprivation, ranging from the most to the least deprived national deciles.
- Overall average levels of child poverty and slightly high than average Free School Meal eligibility, but there is stark local socioeconomic variation.

## Health Outcomes:

- Life expectancy overall similar to the England average; but strong inequalities (larger than 10-year gap for men, 6-year gap for women).
- Premature and preventable mortality overall similar to national average; but area with worst outcomes has rates 80-90% worse than national averages.

## Behavioural Risks:

- Smoking across Norwich slightly higher, alcohol-related admissions much higher, and obesity rates lower than Norfolk and England averages. Likely partly explained by demographic differences.
- Childhood overweight average to low within Norfolk and Waveney, but considerable local variation.

## Disease Burden:

- Prevalence of long-term conditions lowest within Norfolk and Waveney and better than England averages. Likely driven by young demographic.

## Wider Determinants:

- Lower than average economic activity 55% (England 60.9%), due in part to student population. Large variation locally.
- Average Universal Credit (17.3%) and PIP entitlement (8.5%) overall. High proportions in most deprived areas.
- Generally good access to healthcare.

# 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.