

# Swaffham and Villages

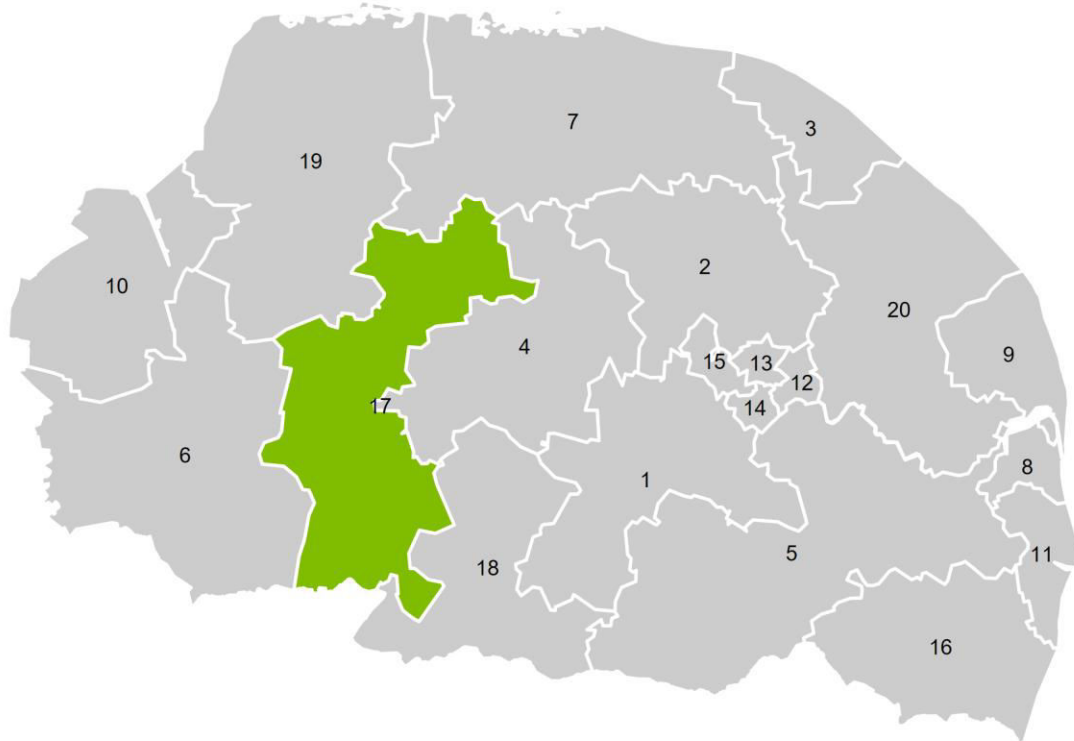
I&A Public Health Intelligence

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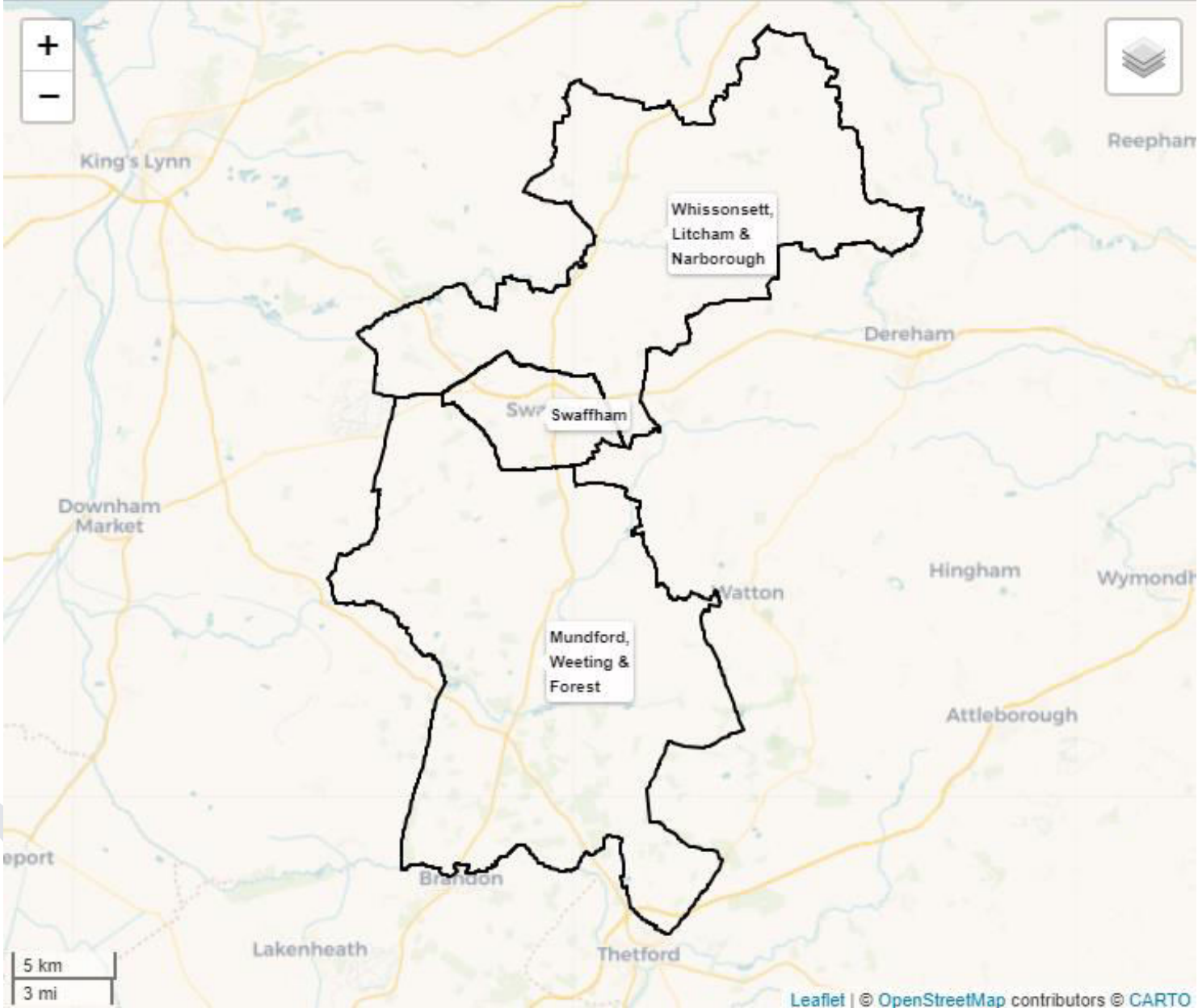
# Neighbourhood areas



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
14	Norwich South	64,785
15	Norwich West	52,943
16	South Waveney	37,456
<b>17</b>	<b>Swaffham and Villages</b>	<b>26,241</b>
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:

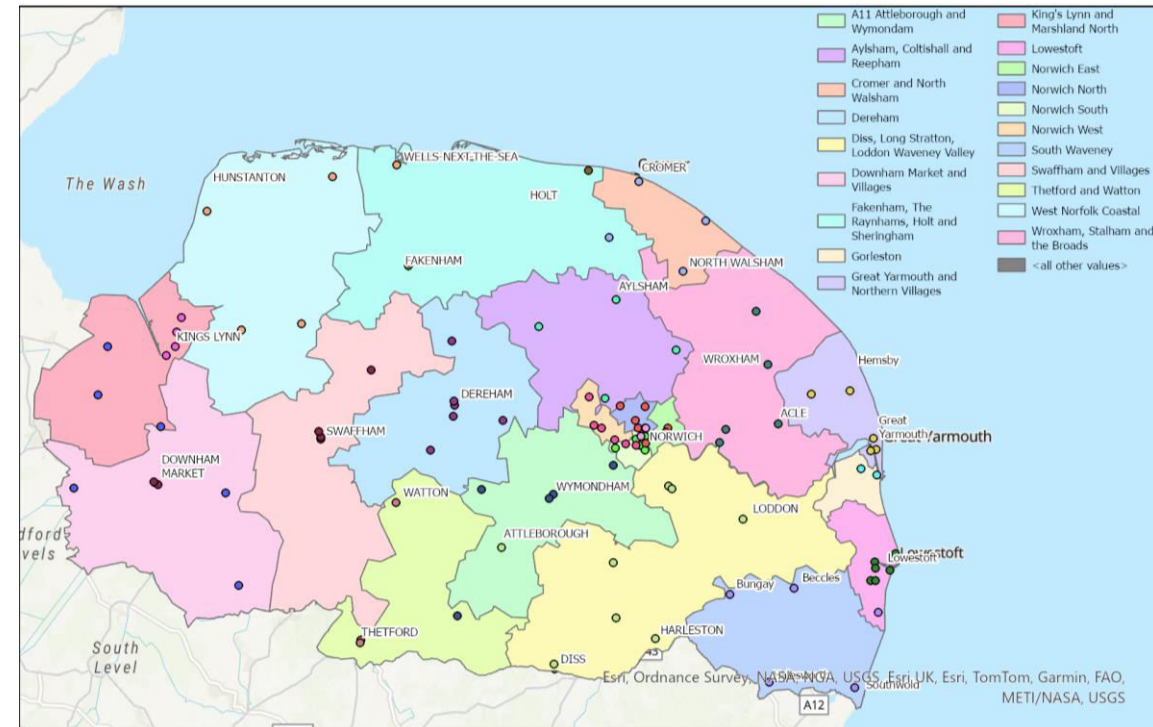
- Summaries of health, wellbeing, and wider determinants in each neighbourhood
- Based on local data, insights, and community context
- Highlight key challenges and opportunities for improving population health

## 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

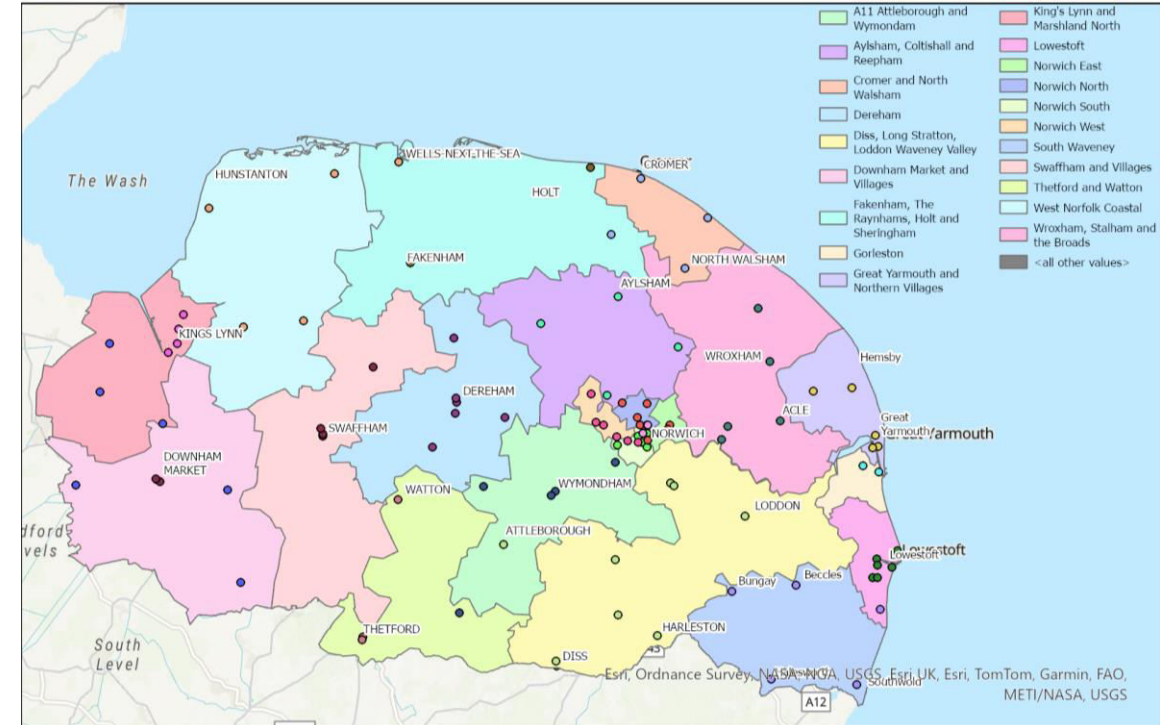


# How do we define neighbourhoods?

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.

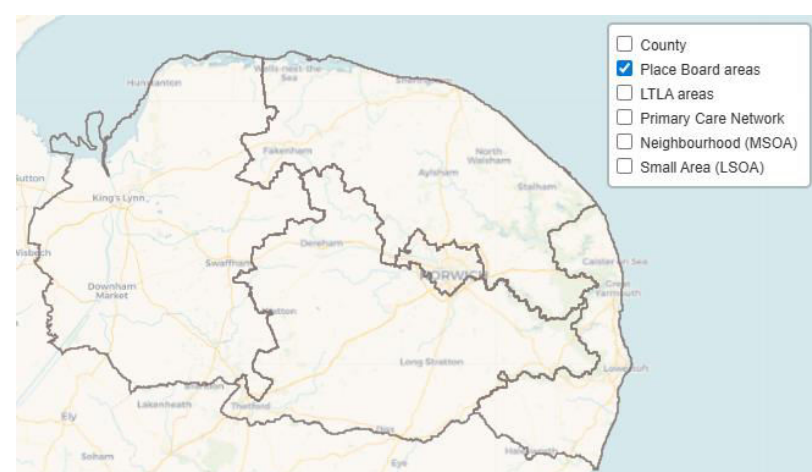


# Methods

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 Swaffham and Villages, highlighting population structure and socioeconomic challenges.

# Population and deprivation summary

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

The Swaffham and Villages neighbourhood area is characterised by rural areas with market towns and villages.

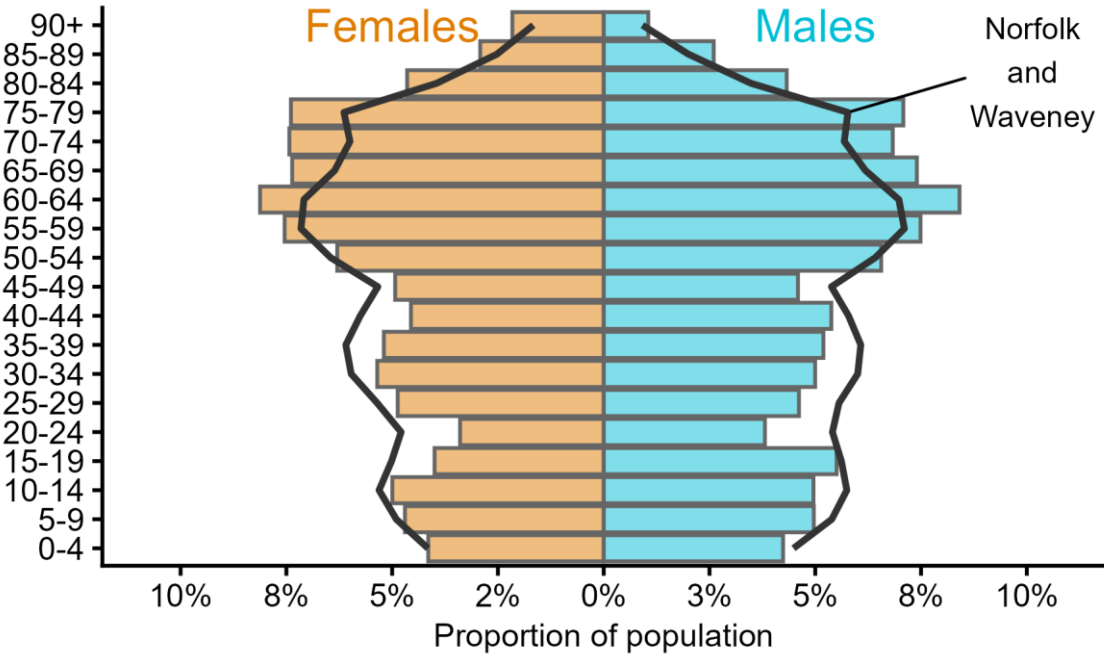
The population's age distribution is a little older than the Norfolk & Waveney average.

Socioeconomic deprivation is relatively low overall.

	Period	England	Mundford, Weeting & Forest	Swaffham	Whissonsett, Litcham & Narborough
Resident population (aged 0 to 15)	2022	18.5	15.2	15.8	15.1
Resident population (aged 65 and over)	2022	18.6	27.9	32.2	30.7
Resident population (aged 85 and over)	2022	2.5	3.52	5.66	3.8
Population density: people per square kilometre	2022	438	25.7	304	46.7
Poverty: Index of Multiple Deprivation	2019	21.7	19.6	26.7	18.9
Poverty: English Indices of Deprivation	2019	12.9	8.09	15.1	9.26
Children in poverty: Income Deprivation Affecting Children Index (IDACI) (aged 0 to 15)	2019	17.1	8.74	23.8	11
Older people in poverty: Income Deprivation Affecting Older People Index (IDAOPI) (aged 60 and over)	2019	14.2	9.85	12.5	10.2
Fuel poverty (low income, low energy efficiency methodology)	2023	11.4	13.9	11.2	14.9
Unemployment: people claiming out of work benefit (aged 16 to 64)	2024/25	4.07	1.82	3.48	2.28
Long-term unemployment: people claiming out of work benefit for over 12 months (aged 16 to 64)	2024/25	0.51	0	0.71	0.74

# Demography in Swaffham and Villages

Swaffham and Villages population compared to Norfolk and Waveney 2024



Source: ONS 2024 mid-year estimates

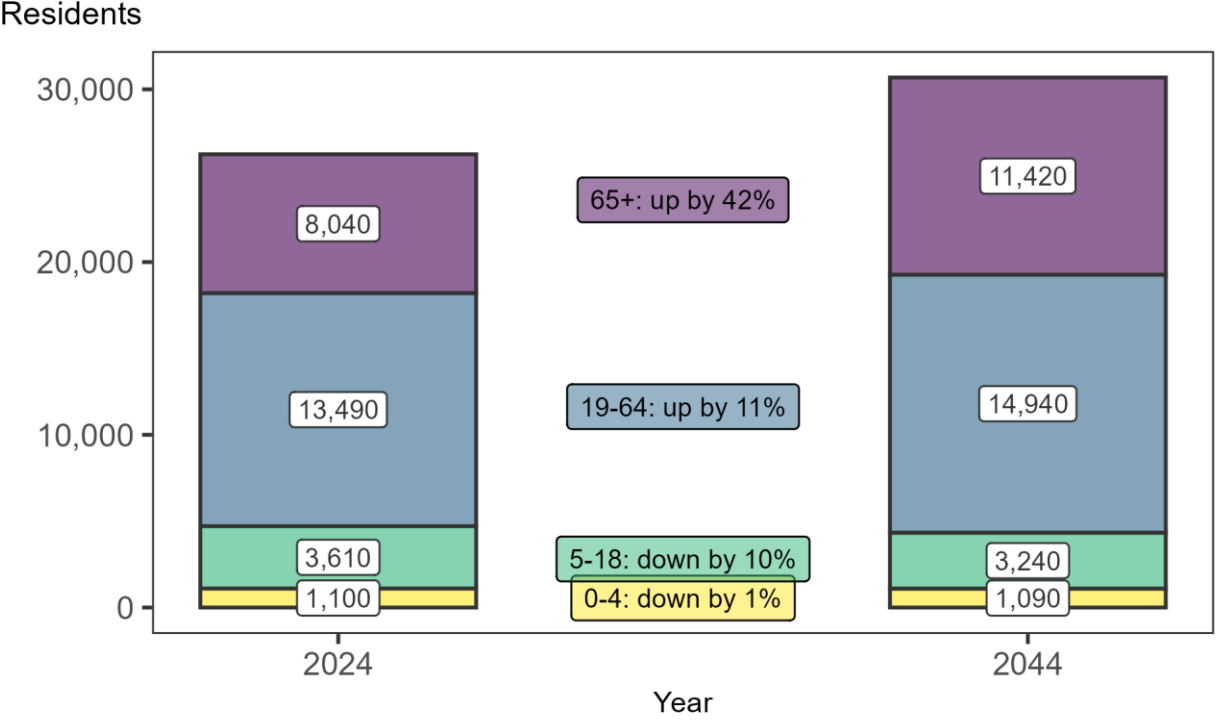
The population's age distribution is a little older than the Norfolk & Waveney average.



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

Locally, the MSOA with the largest estimated overall population growth is Swaffham with a 17.8% population increase by 2044.

Population projections by age groups for Swaffham and Villages



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

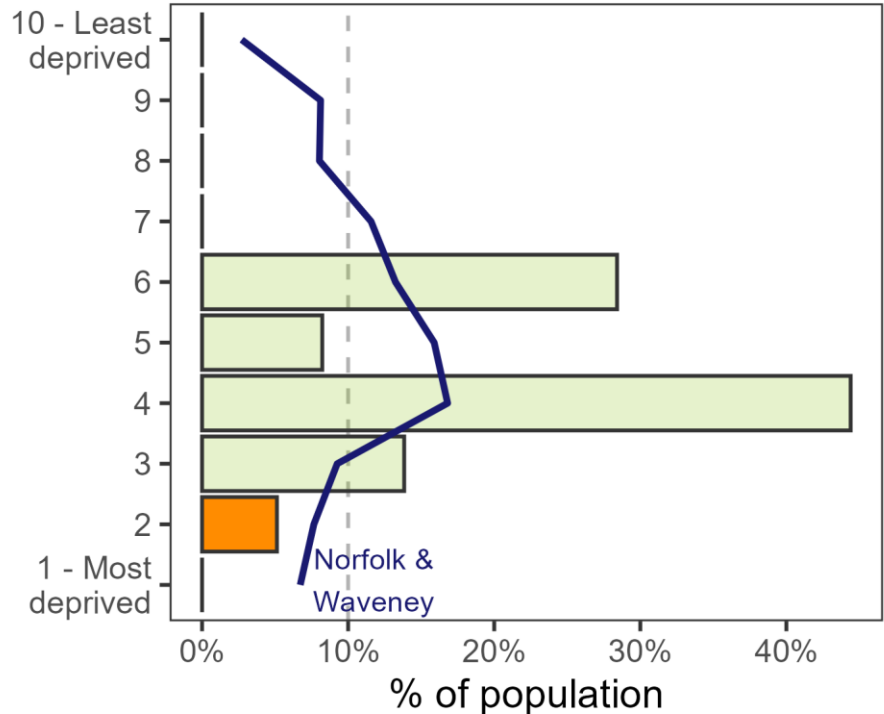
# Deprivation in Swaffham and Villages

Core20 LSOAs in Swaffham and Villages



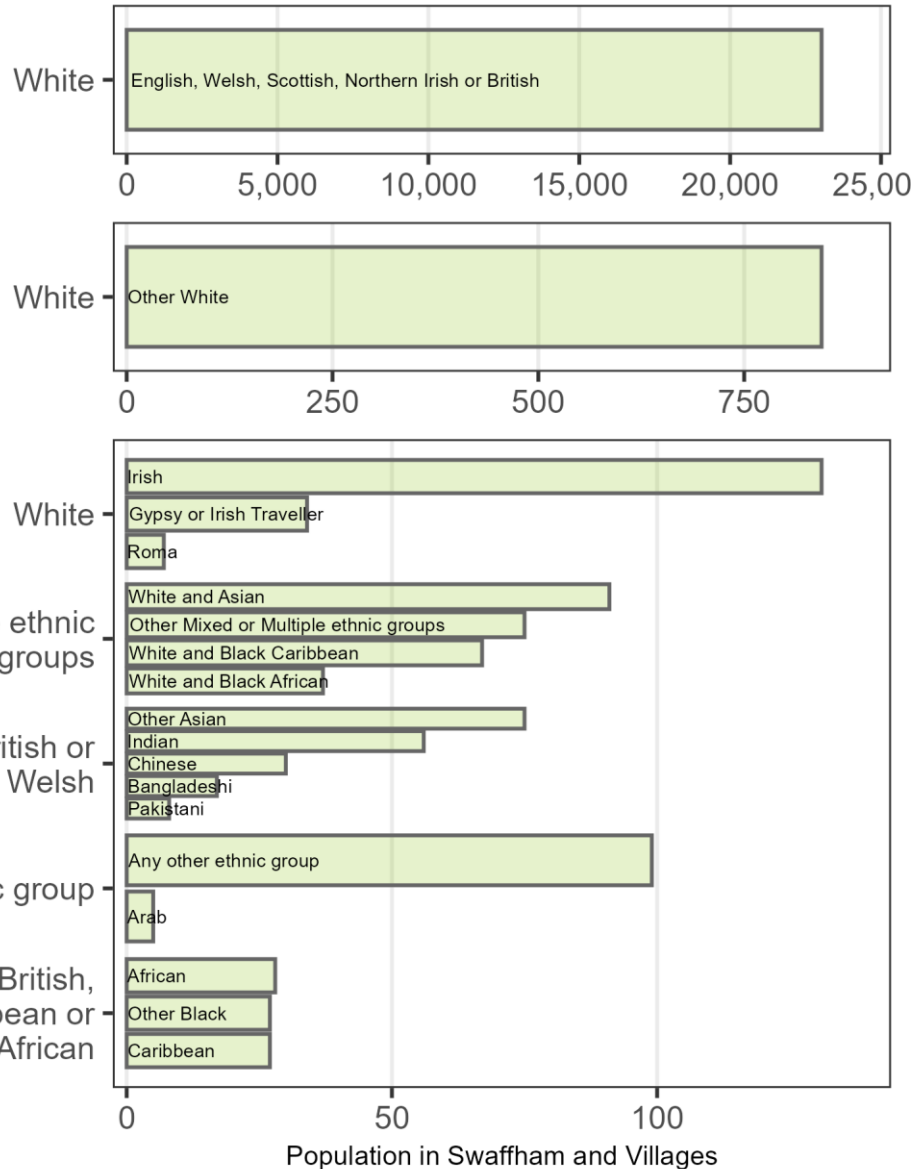
5.1% of the population of Swaffham and Villages live in small areas that are among the 20% most deprived areas in England (Core20 areas). Across Norfolk and Waveney, 14.4% live in Core20 areas.

IMD 2025 Decile



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

# Ethnicity in Swaffham and Villages



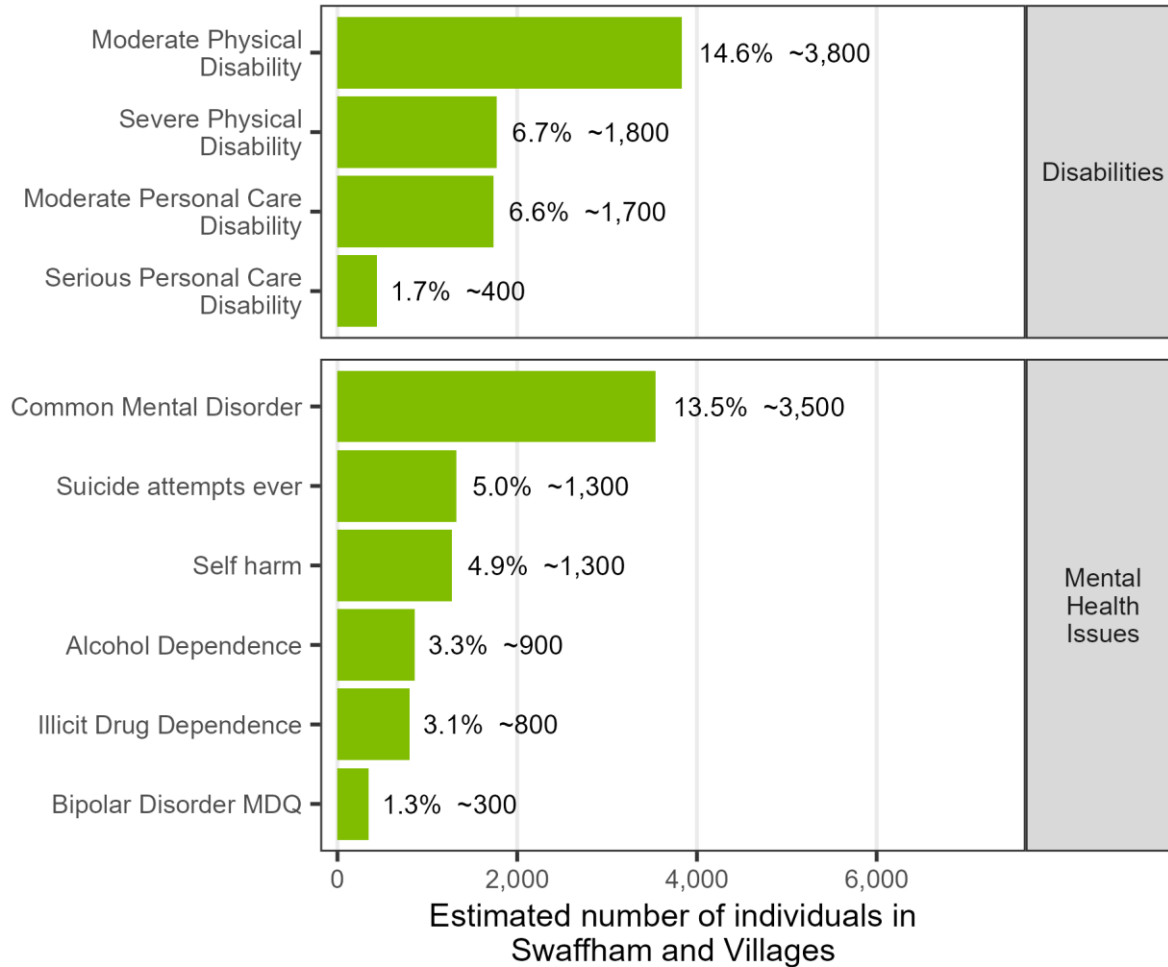
Source: Census 2021 (obtained through NOMIS)

Ethnicity group	Population	Proportion
White	24,046	97.4%
Mixed Or Multiple Ethnic Groups	270	1.1%
Asian Asian British Or Asian Welsh	186	0.8%
Other Ethnic Group	104	0.4%
Black Black British Black Welsh Caribbean Or African	82	0.3%

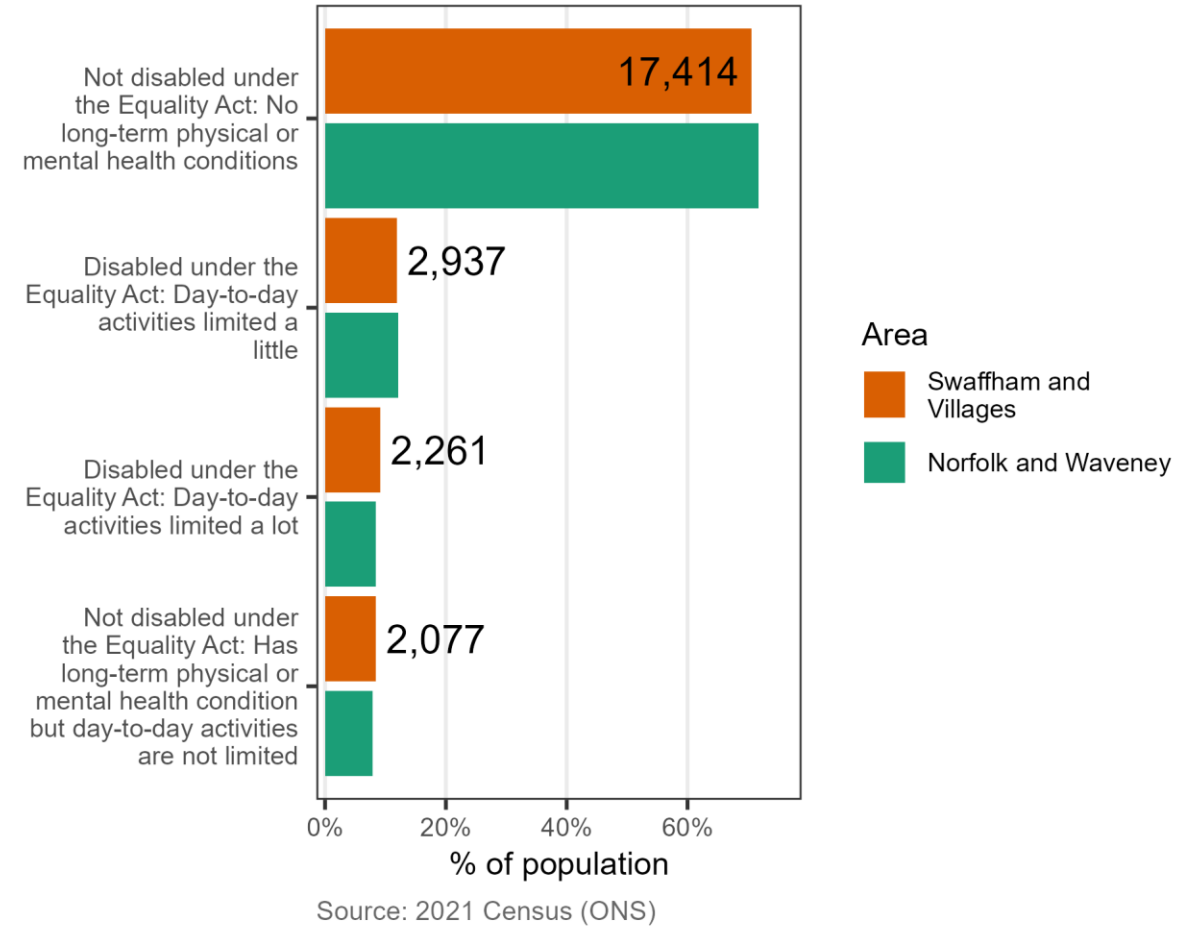
Source: Census 2021 (obtained through NOMIS)

Small areas (MSOAs) with the highest proportions of non-White residents in Swaffham and Villages include Swaffham (3.4%) and Mundford, Weeting & Forest (2.8%).

# People with disabilities and vulnerable populations



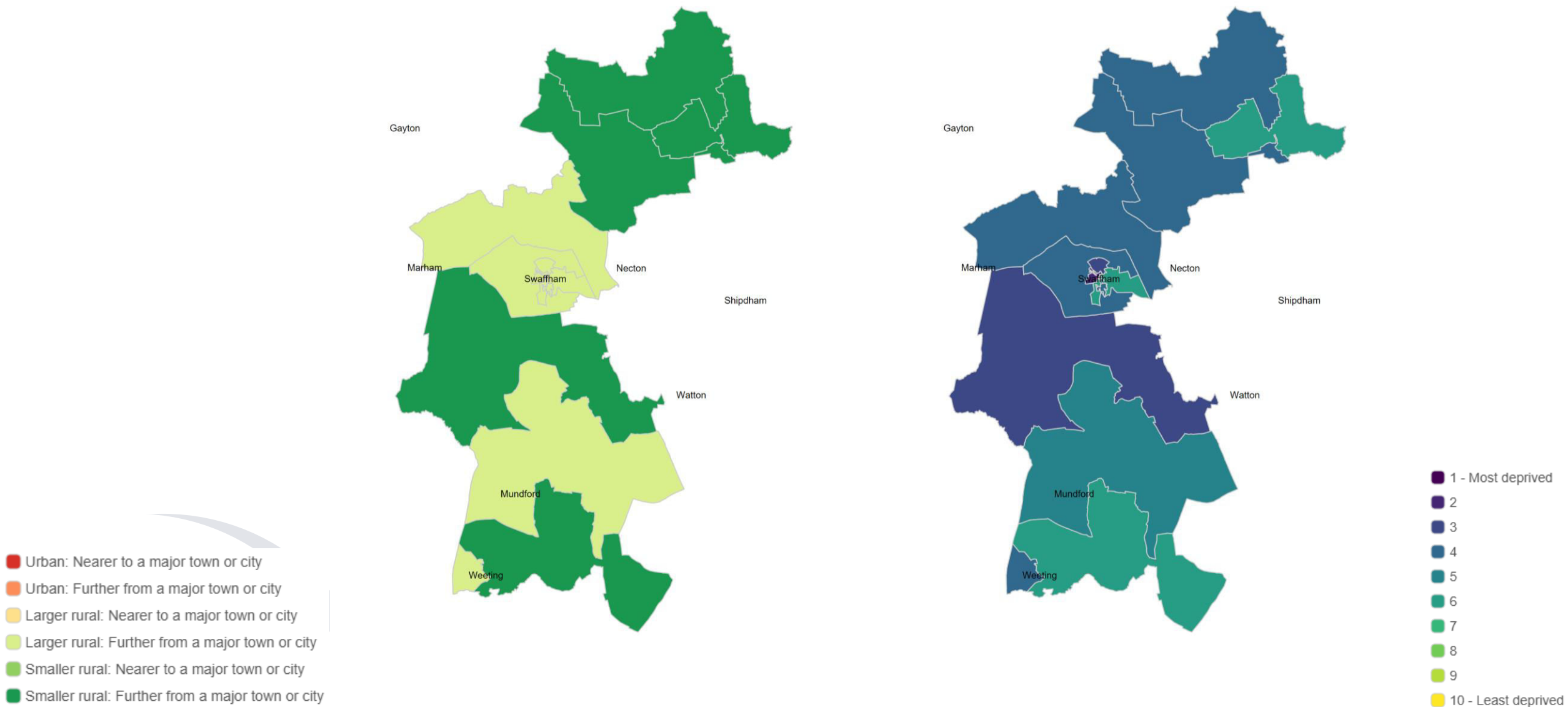
Sources:  
 PANSI/POPPI, Psychiatric Morbidity Survey  
 ONS 2024 mid-year population estimates



# Rurality and Deprivation in Swaffham and Villages

ONS Rural Urban Classification

Index of Multiple Deprivation deciles



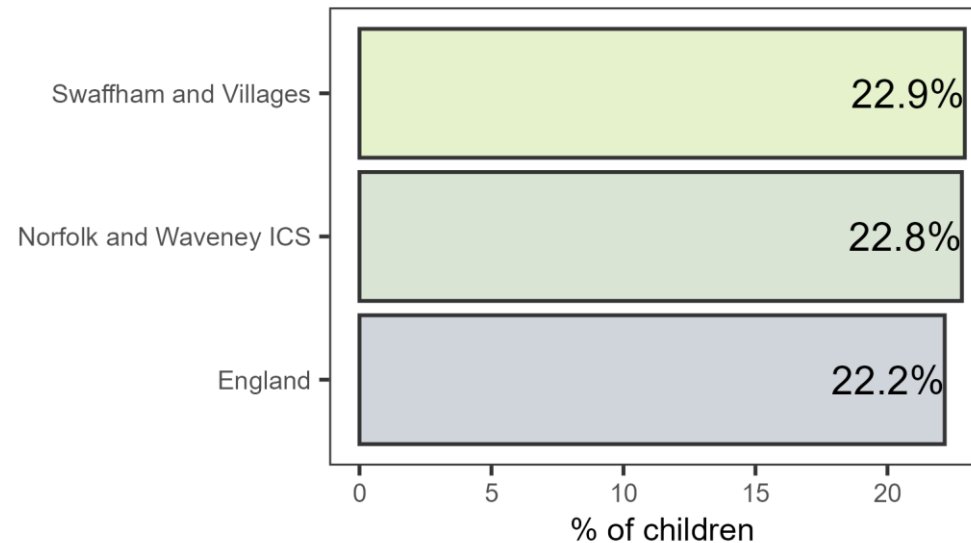
# Children in Poverty

In Swaffham and Villages, 22.9% of children aged 0-19 live in low-income families, compared to 22.8% across Norfolk and Waveney and 22.2% across England.

34.4% of children aged 0 to 15 in Swaffham and Villages are estimated to live in poverty according to the Income Deprivation Affecting Children Index (IDACI). In England overall, this is 36.25%.

In Swaffham and Villages, 24.9% of pupils from Reception to Year 13 are eligible for free school meals. This is similar to across all schools in Norfolk, where 23.8% of pupils are eligible.

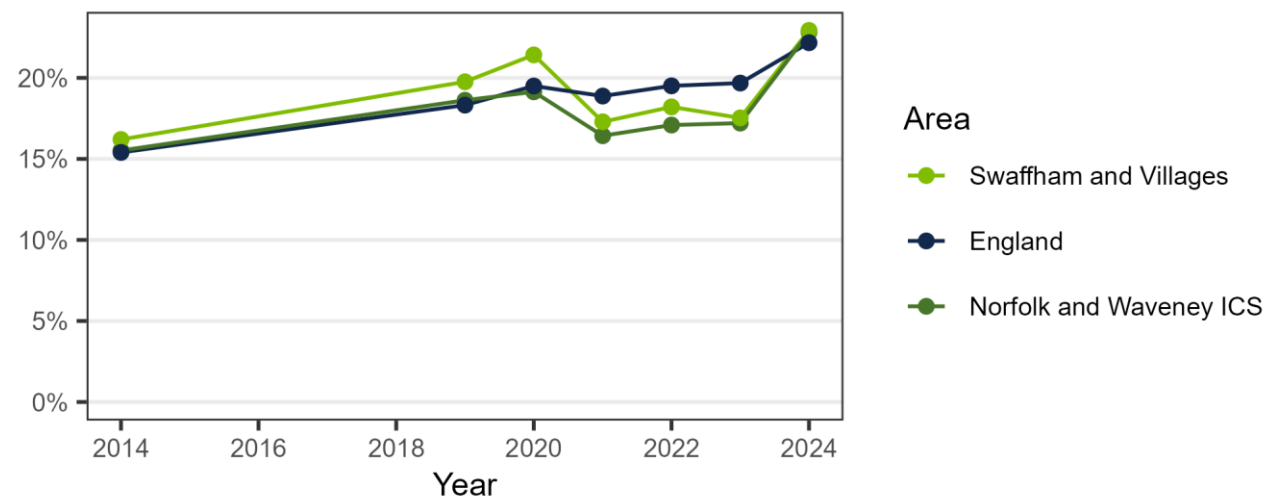
Children aged 0-19 in relative low-income families



Source: Local Insight (OCSI)

Children aged 0-19 in relative low-income families

% of children



Source: Local Insight (OCSI)

# Economy, employment and housing

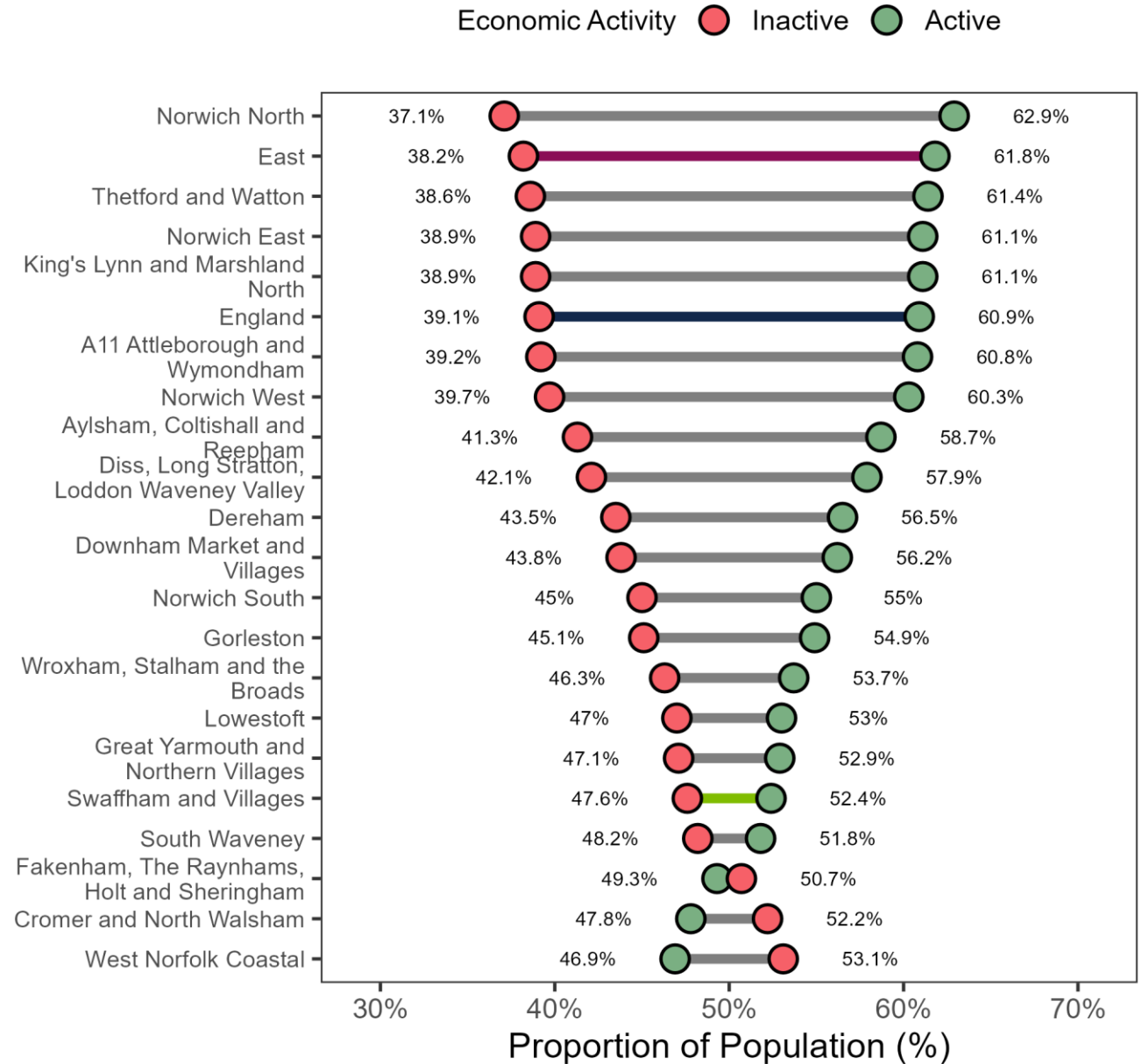
# Economy and Employment

**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 has been offered and accepted.

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

Within the Swaffham and Villages neighbourhood, 52.4% of working-age residents were economically active, while 47.6% were economically inactive. This made South Waveney one of the least economically active neighbourhood, below both regional and national averages.

Economic Activity Across Areas (Census 2021)



# Economy and Employment

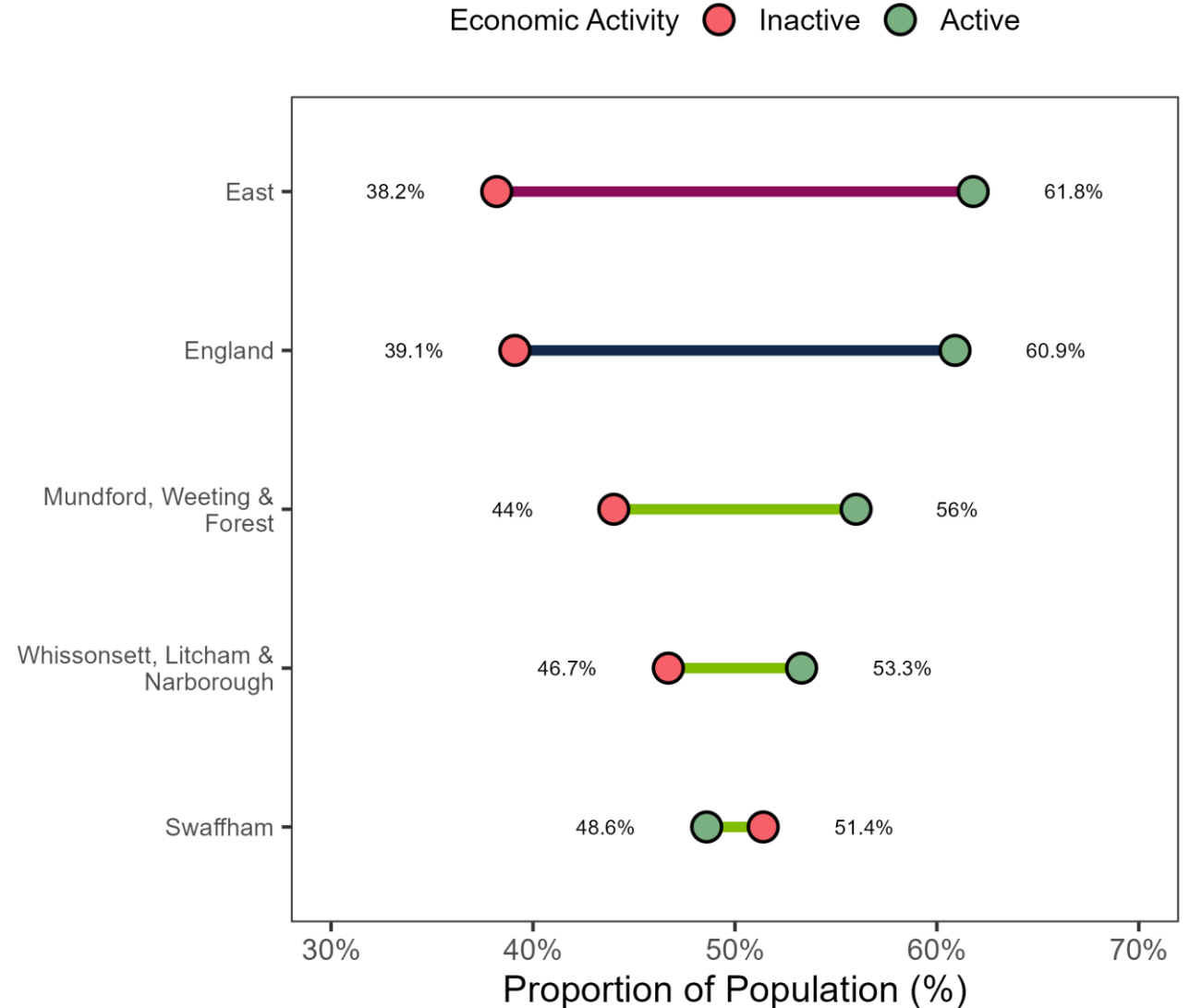
Levels of economic activity reported across MSOAs within the Swaffham and Villages neighbourhood during the 2021 Census varied considerably.

Within the neighbourhood, Swaffham recorded the lowest proportion of economically active residents aged 16–64 at 48.6%, indicating high levels of economic inactivity among the working-age population.

In contrast, Mundford, Weeling and Forest recorded the highest proportion of economically active residents (56%) among MSOAs within the neighbourhood. However, this was still below the East of England average (61.8%) and slightly below the England average (60.9%).

This suggests below-average rates of economic activity across MSOAs compared with regional and national levels.

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 Swaffham and Villages neighbourhood, the highest levels of employment were in Skilled Trades (14.9%) and Managers, Directors & Senior Officials (12.8%), both above the Norfolk and England averages and indicating a strong presence of vocational and leadership roles locally.

The lowest levels of employment were in Sales & Customer Service (7.7%), Administrative & Secretarial (8.9%), and Process, Plant & Machine Operatives (8.3%), all of which sat below county and national averages, showing comparatively fewer residents in these roles.

Occupational Groups						
Indicator	Swaffham and Villages		Norfolk		England	
	Count	Rate	Count	Rate	Count	Rate
Managers, Directors & Senior Officials	1,348	12.8%	49,365	11.9%	3,403,916	12.9%
Professional	1,464	13.9%	68,653	16.6%	5,356,649	20.3%
Associate Professional & Technical	1,185	11.3%	48,630	11.8%	3,499,749	13.3%
Administrative & Secretarial	936	8.9%	37,330	9.0%	2,446,565	9.3%
Skilled Trades	1,565	14.9%	52,732	12.8%	2,683,139	10.2%
Caring, Leisure & Other Service	1,182	11.2%	43,994	10.6%	2,447,148	9.3%
Sales & Customer Service	809	7.7%	33,402	8.1%	1,972,553	7.5%
Process, Plant & Machine Operatives	871	8.3%	33,235	8.0%	1,832,666	6.9%
Elementary	1,154	11.0%	46,376	11.2%	2,762,829	10.5%

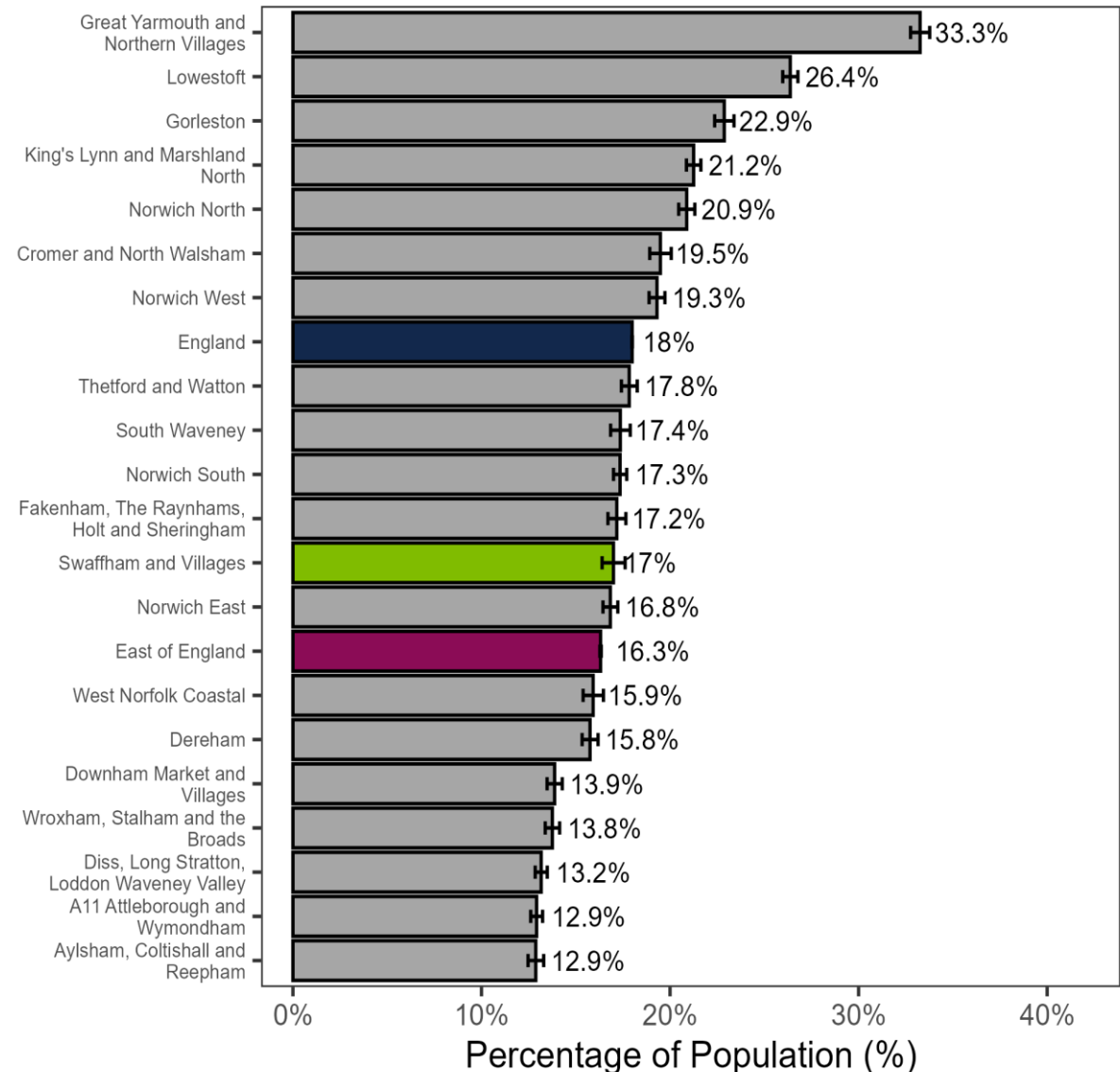
# Economy and Employment

**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 Swaffam and Villages neighbourhood recorded a claimant rate of 17%, 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

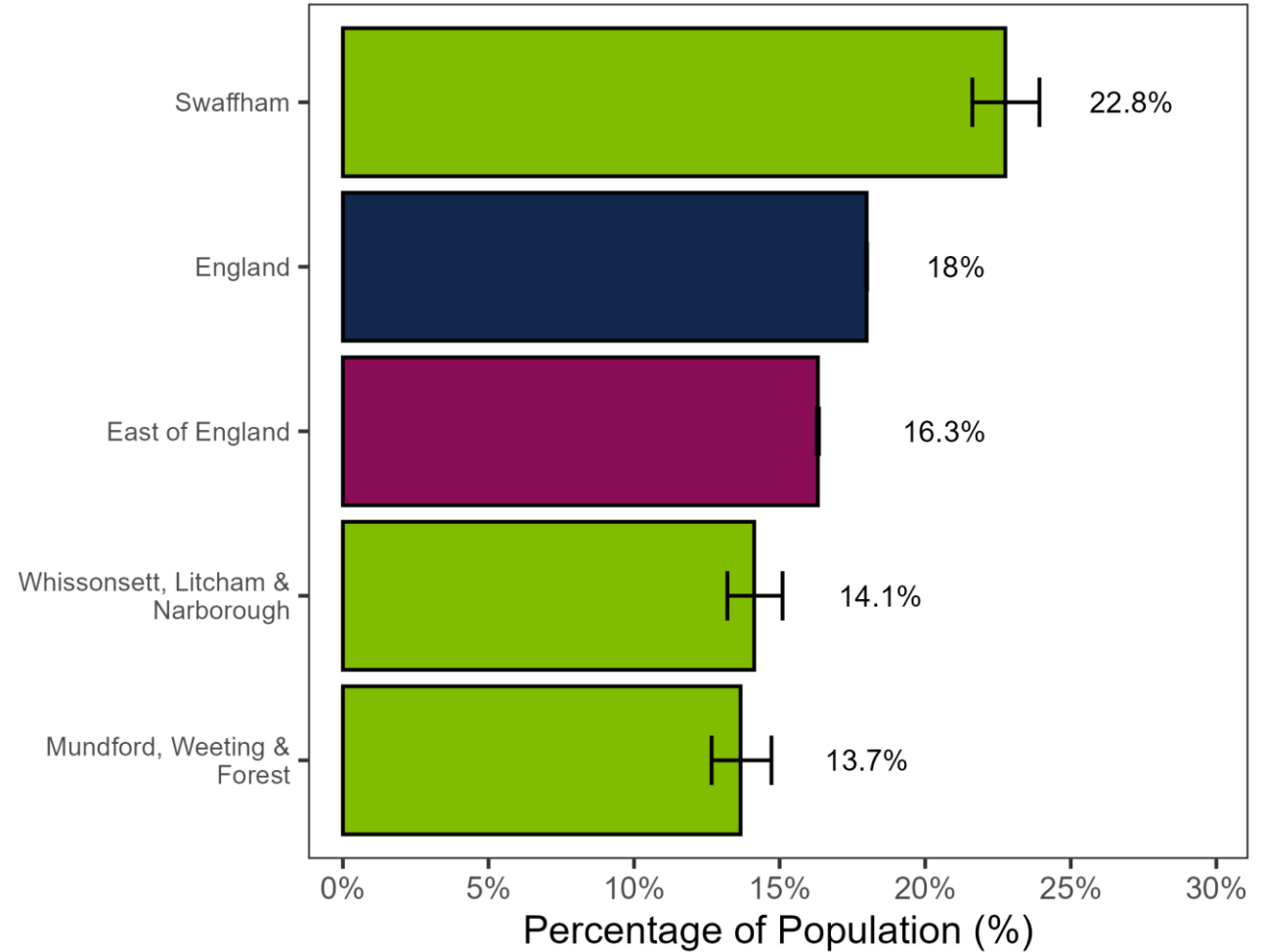
# Economy and Employment

In August 2025, the proportion of residents (aged 18 to 66) claiming Universal Credit varied significantly across MSOAs within the Swaffham and Villages neighbourhood (ranging from 13.7% - 22.8%).

Swaffham recorded the highest proportion of claimants at 22.8%, 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%).

Mundford, Weeting and Forest reported the lowest proportion of claimants at 13.7%, closely followed Whissonsett, Litcham and Narborough (14.1%) both reported significantly fewer claimants compared to Swaffham and both the East of England and England average.

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



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

# Economy and Employment

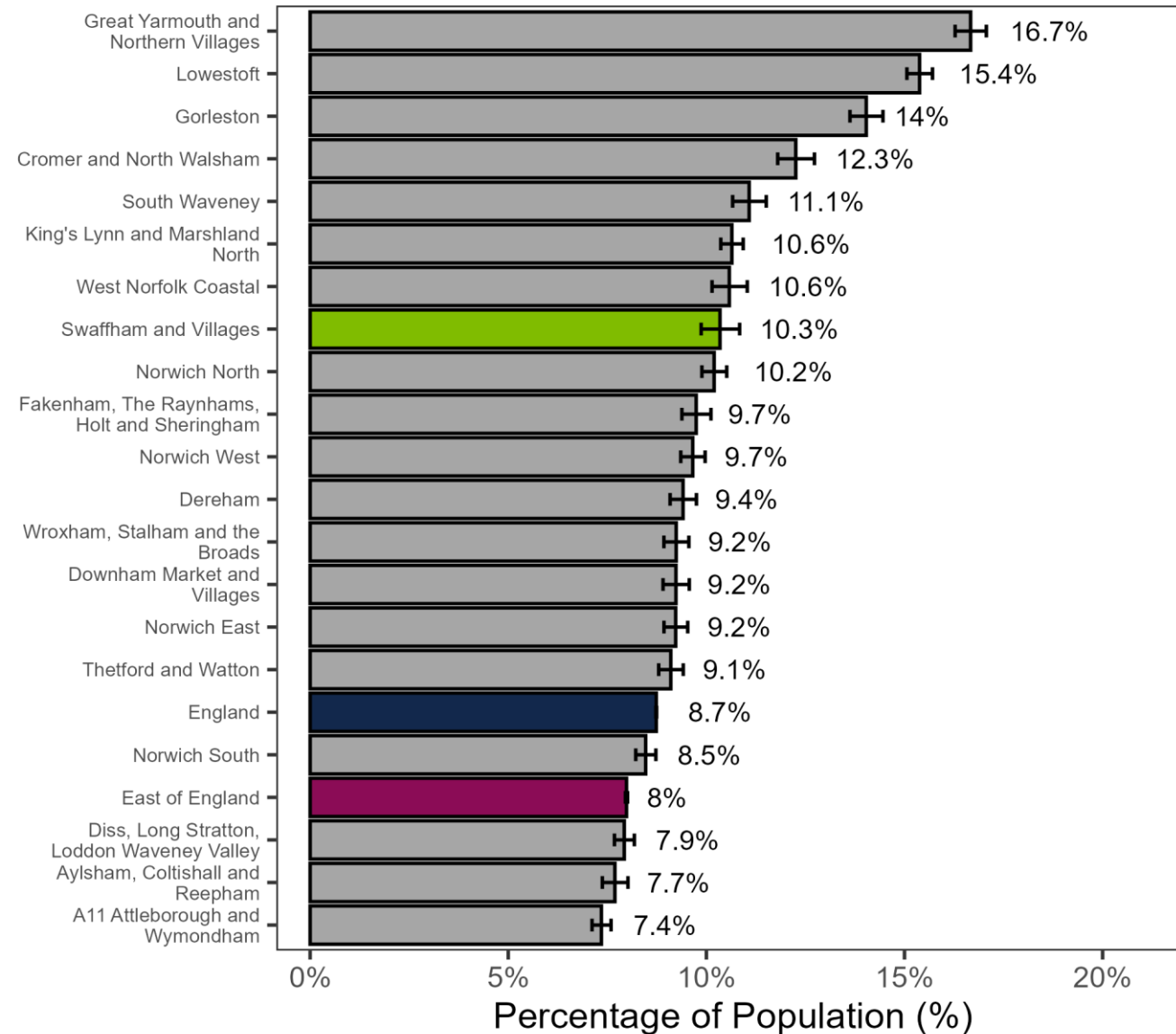
**Personal Independence Payments (PIP)** entitlement statistics covers individuals currently receiving PIP and those whose payments are temporarily suspended (e.g., during a hospital stay).

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

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

During June 2025, the Swaffham and Villages neighbourhood had a PIP entitlement rate of 10.3 %, which was broadly consistent with the average across neighbourhoods (10.4%). However, entitlement in this area was higher than both the East of England average (8%) and the England average (8.7%), indicating comparatively elevated levels of PIP entitlement locally when compared with regional and national figures.

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



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

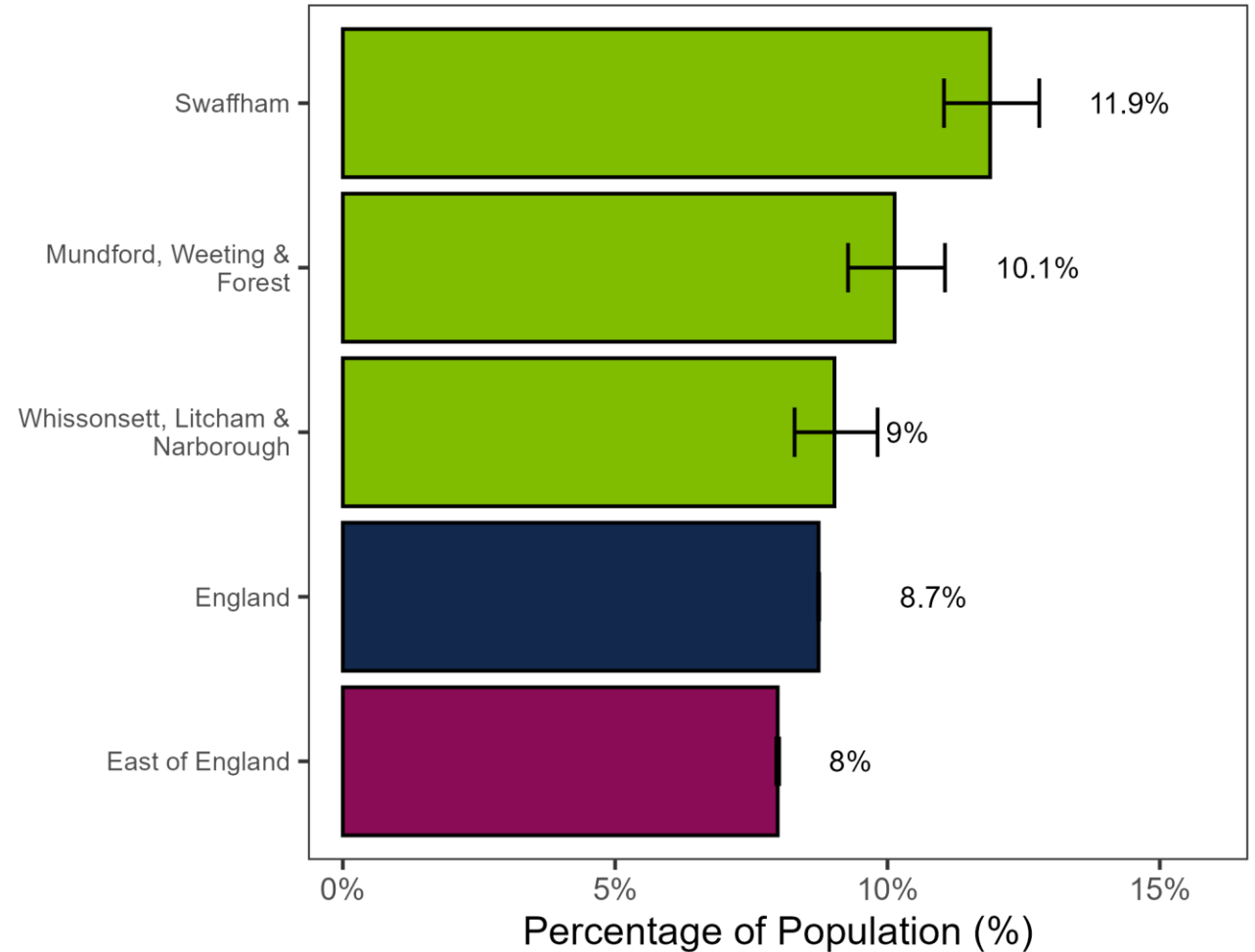
# Economy and Employment

In June 2025, the proportion of residents aged 16 to 66 entitled to Personal Independence Payment (PIP) across MSOAs within the Swaffham and Villages neighbourhood varied significantly (ranging from 9% to 11.9%).

Swaffham recorded the highest entitlement rate at 11.9%, significantly higher than one of the other two MSOAs within the neighbourhood.

Entitlement in all MSOAs was significantly higher than the East of England average (8%) and in two of three MSOAs entitlement was significantly higher than the England average (8.7%). This suggests that health-related support needs in the Swaffham and Villages neighbourhood are consistently higher than regional levels and mostly higher than national levels, indicating a higher prevalence of long-term health conditions requiring support across the neighbourhood.

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



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

# Housing

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

Compared to England, Swaffham and Villages has a higher proportion of homes owned outright (45.3% vs 32.5%) and a lower proportion with a mortgage (24% vs 28.8%). Its combined social renting rate (council and housing association) is 14.5%, which is lower than the national average of 17.1%. The private renting rate (Landlord/rent free/other) at 15.7% is again lower than the England average (20.6%).

Compared to the average across neighbourhoods, the Swaffham and Villages neighbourhood has a higher proportion of homes owned outright and a lower proportion mortgaged or 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>Swaffham and Villages</b>	<b>45.3%</b>	<b>24.0%</b>	<b>12.8%</b>	<b>12.1%</b>	<b>2.4%</b>	<b>2.8%</b>	<b>0.6%</b>	<b>0.0%</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 Raynhams, Holt and Sheringham	48.6%	18.9%	14.6%	11.6%	2.2%	3.2%	0.8%	<0.1%
Gorleston	39.5%	27.6%	13.6%	3.7%	12.7%	2.3%	0.3%	0.3%
Great Yarmouth and Northern Villages	37.1%	20.6%	23.3%	4.1%	11.9%	2.5%	0.3%	0.2%
King's Lynn and Marshland North	34.9%	27.9%	17.0%	12.5%	4.7%	2.3%	0.6%	0.1%
Lowestoft	40.0%	24.8%	18.4%	7.1%	7.3%	2.0%	0.3%	<0.1%
Norwich East	33.9%	26.8%	18.3%	8.7%	9.6%	1.9%	0.7%	<0.1%
Norwich North	30.2%	26.9%	17.3%	6.9%	15.9%	2.2%	0.5%	0.1%
Norwich South	25.7%	18.5%	25.6%	7.8%	19.5%	2.2%	0.5%	0.2%
Norwich West	28.4%	27.7%	16.8%	9.9%	14.3%	1.7%	1.0%	0.1%
South Waveney	47.0%	21.8%	14.2%	5.5%	8.6%	2.3%	0.6%	<0.1%
Thetford and Watton	34.5%	27.2%	18.4%	12.8%	3.6%	2.7%	0.8%	<0.1%
West Norfolk Coastal	50.9%	19.2%	14.2%	9.7%	2.0%	3.4%	0.4%	<0.1%
Wroxham, Stalham and the Broads	47.4%	27.3%	11.3%	9.3%	1.4%	2.2%	0.9%	<0.1%

# Life expectancy and mortality

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

# Life expectancy and mortality

Life expectancy is broadly in line with England and Norfolk averages overall.

Premature mortality is 15% lower than England, and preventable mortality is 26% lower, reflecting relatively good health outcomes compared to national benchmarks.

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

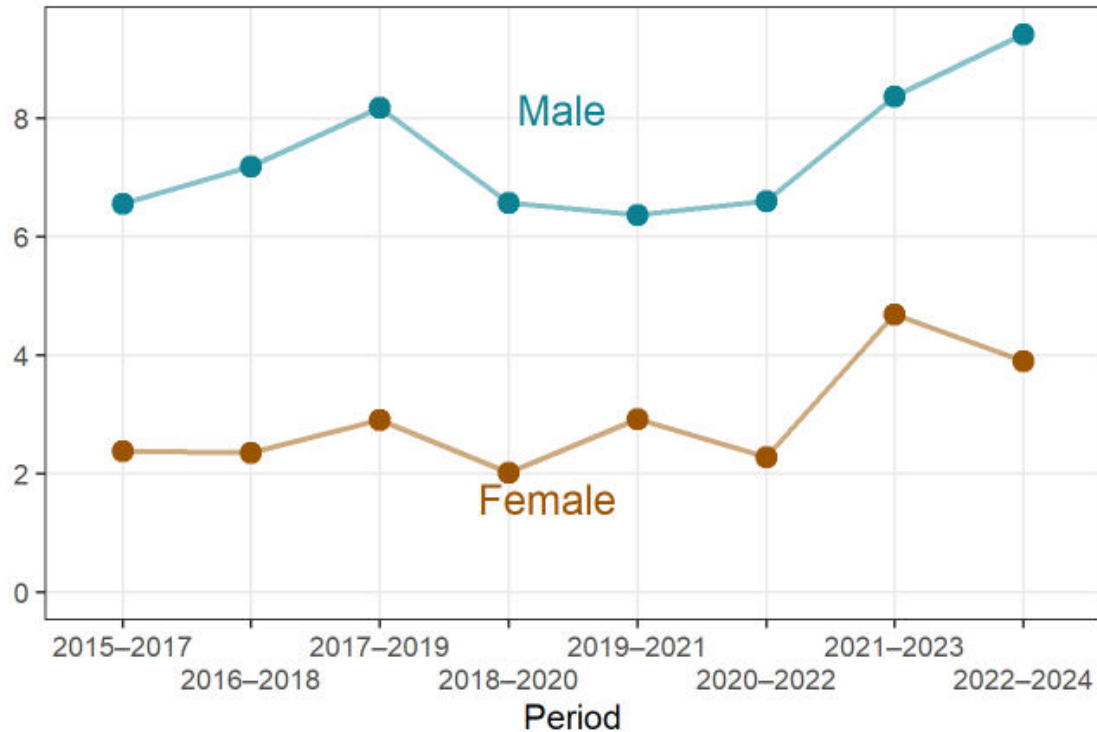
	Period	England	Mundford, Weeting & Forest	Swaffham	Whissonsett, Litcham & Narborough
Life expectancy at birth - Female	2019 - 23	83	82.8	81.3	83
Life expectancy at birth - Male	2019 - 23	79.1	82.3	79.1	81.2
Mortality from all causes	2019 - 23	100	91.5	112	90.4
Mortality from all causes (aged under 75)	2019 - 23	100	81.3	103	72.8
Mortality from cancer	2019 - 23	100	96.5	95	77
Mortality from cancer (aged under 75)	2019 - 23	100	82.7	86.3	80.6
Mortality from cardiovascular disease	2019 - 23	100	86.8	106	90.2
Mortality from cardiovascular disease (aged under 75)	2019 - 23	100	84.4	80.3	74.1
Mortality from coronary heart disease	2019 - 23	100	97.1	83.1	101
Mortality from stroke	2019 - 23	100	52.2	140	80.2
Mortality from respiratory diseases	2019 - 23	100	95.9	90.8	71
Mortality from causes considered preventable (aged under 75)	2019 - 23	100	78.4	86.6	60.5

# Life expectancy inequalities in Breckland

There is a large gap in life expectancy between people living in the most and least deprived areas of Breckland district. The leading causes of premature death - circulatory and respiratory conditions, cancer - are more prevalent in relatively more deprived small areas. Targeted prevention and improved access to care are essential.

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

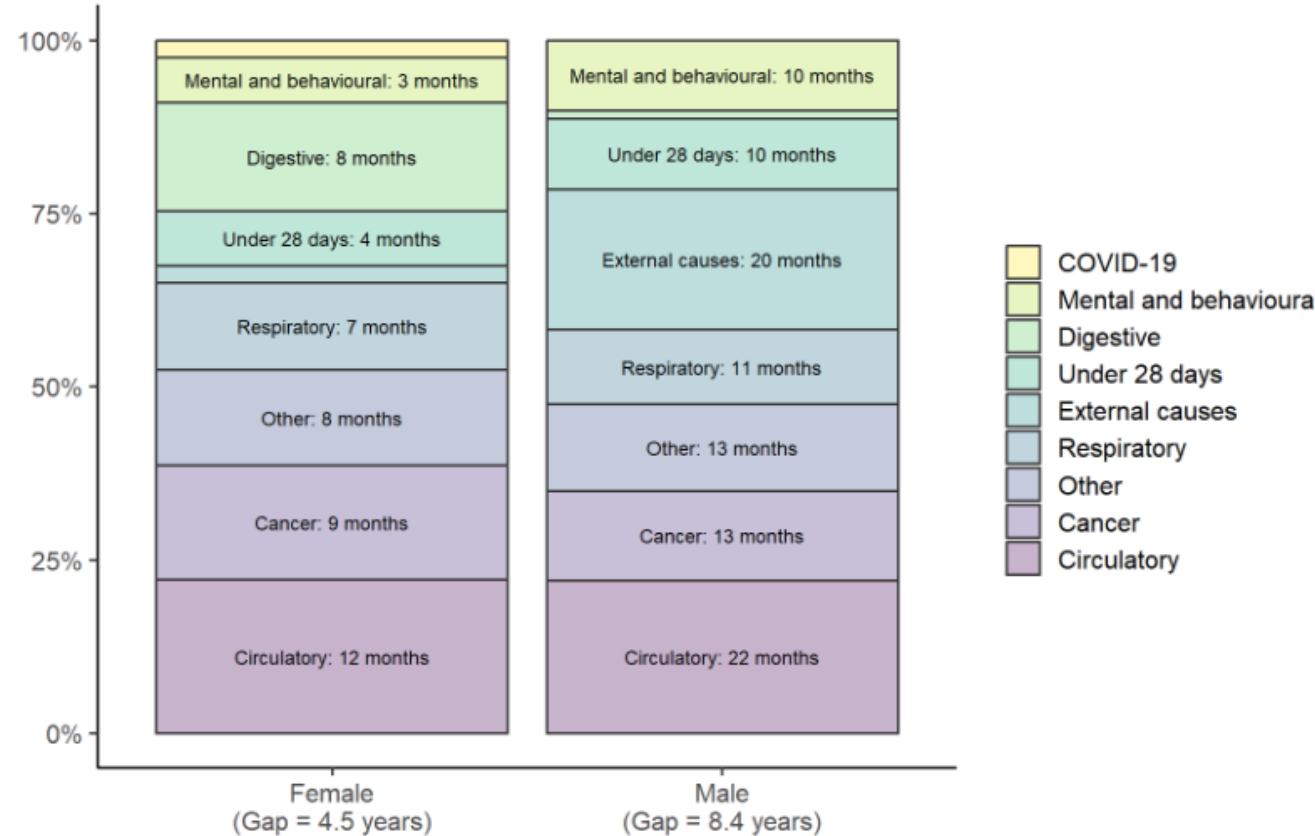
Gap in life expectancy at birth (years)



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

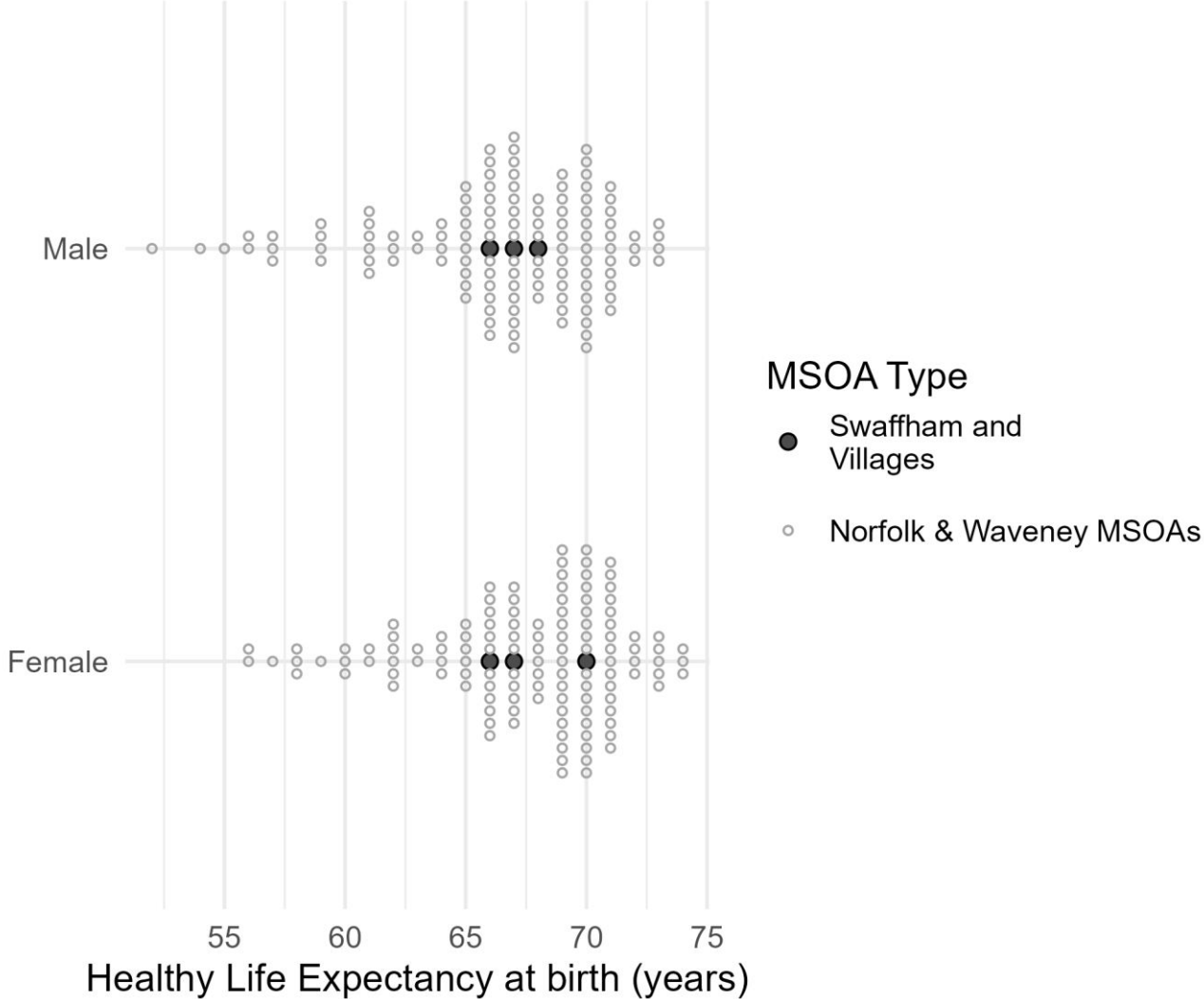
Contributors to life expectancy gap between most and least deprived quintiles within Breckland in 2022-2024

Percentage contribution



# Healthy Life Expectancy

Within the Swaffham and Villages neighbourhood area, healthy life expectancy was generally similar to the Norfolk and Waveney average in 2021 and there was little variation between small areas (MSOAs).

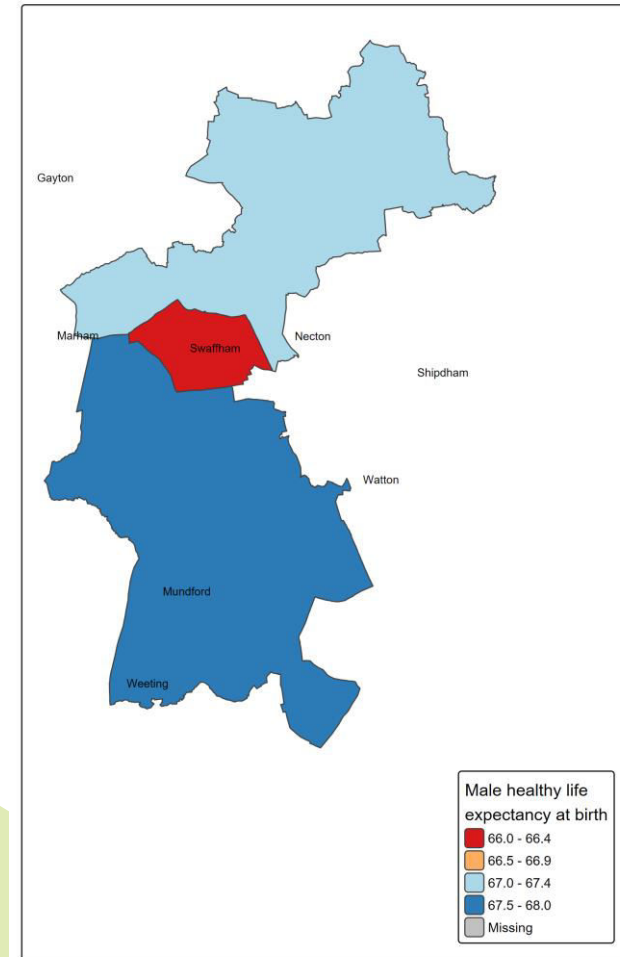
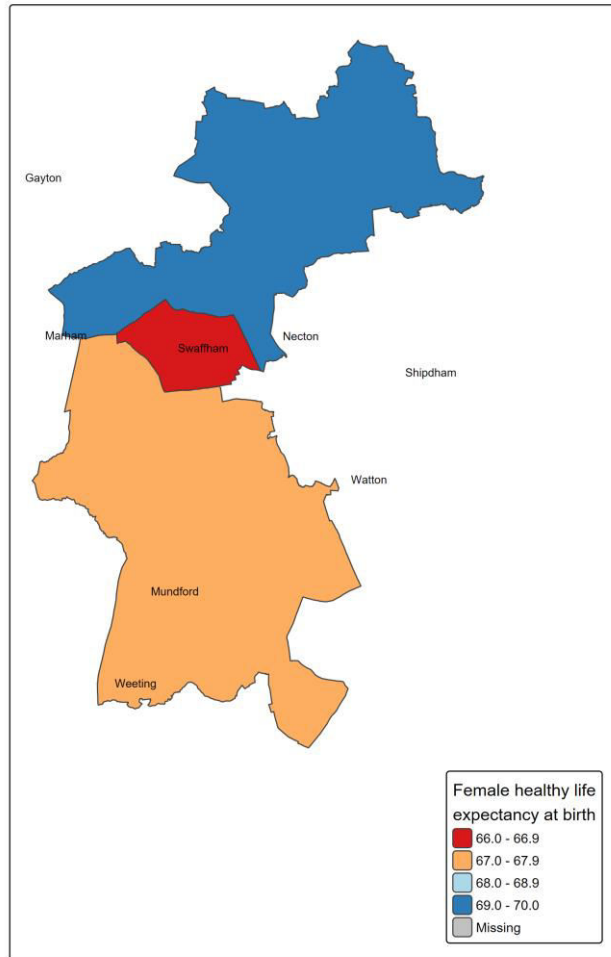


Source: HDIG report 1. Healthy life expectancy and prevention opportunities (2023)

# Healthy Life Expectancy in Swaffham and Villages

Within the Swaffham and Villages neighbourhood area, female healthy life expectancy was lowest in Swaffham and highest in Whissonsett, Litcham & Narborough in 2021.

Male healthy life expectancy was lowest in Swaffham and highest in Mundford, Weeting & Forest in 2021.



# Deaths

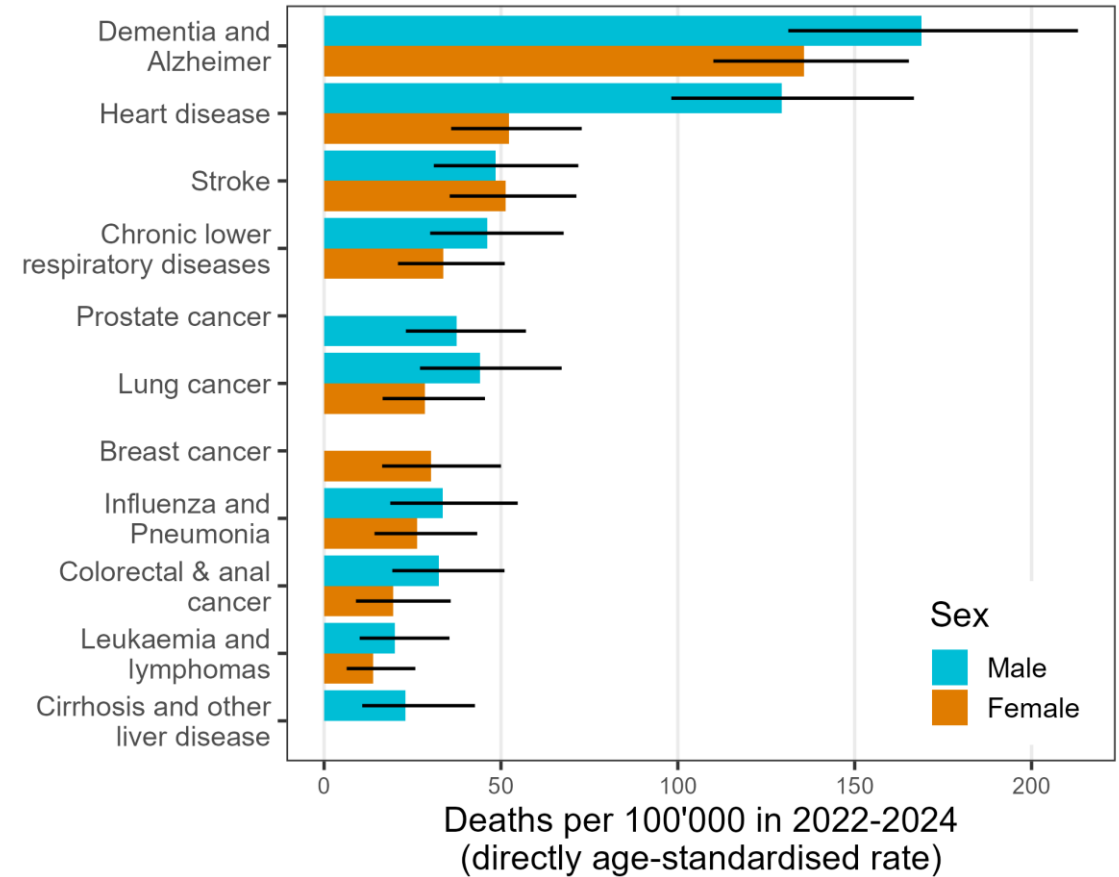
Deaths in Swaffham and Villages



Source: NOMIS

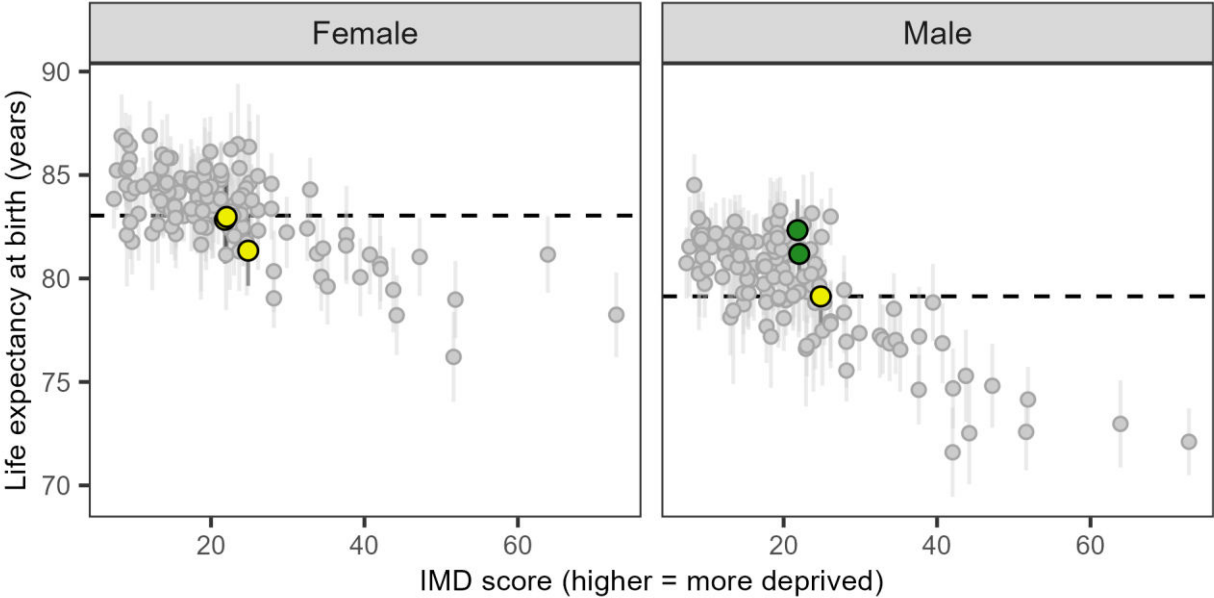
Leading causes of death in Swaffham and Villages

Leading cause of death



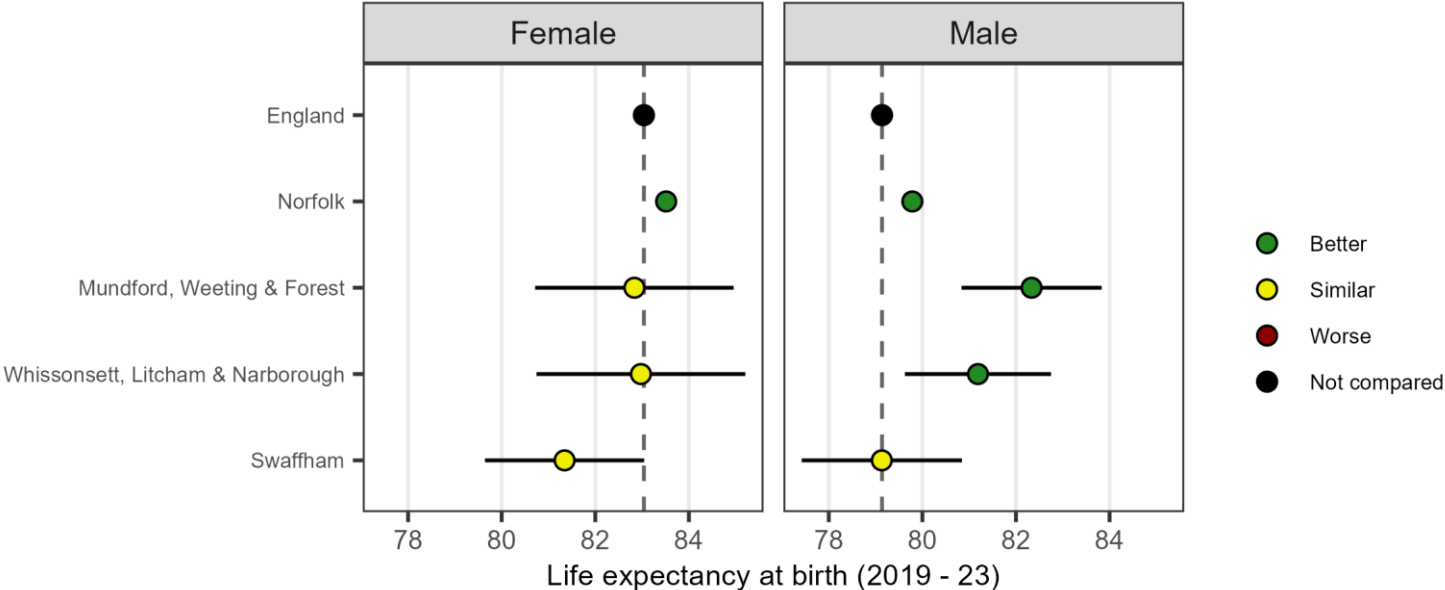
Source: CRD (NHS Digital) and ONS mid-year population estimates

# Life expectancy in Swaffham and Villages



Life expectancy in the Swaffham and Villages neighbourhood area is generally similar to the England average for females and higher than the national average for males, reflecting average deprivation and healthier behaviours.

Compared to other areas, the difference in female and male life expectancy is small.



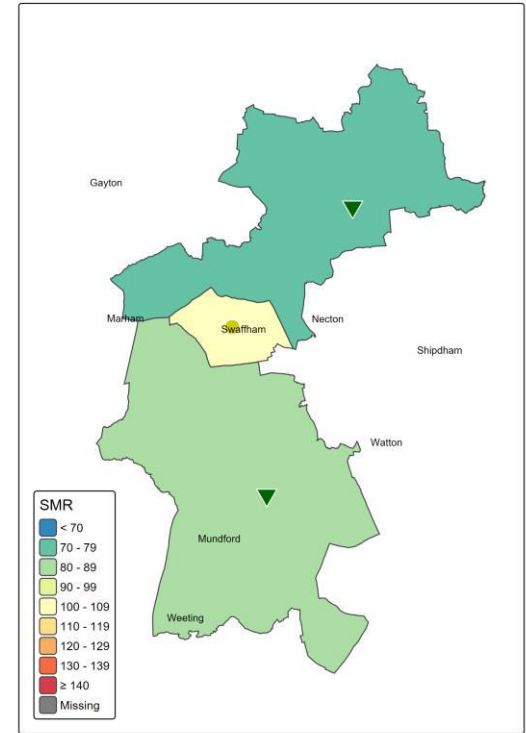
Source: OHID Fingertips

# Premature mortality

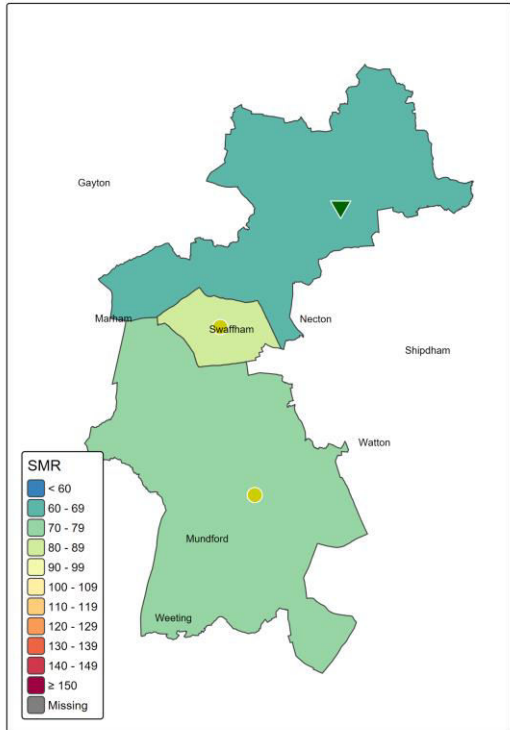
There were 427 deaths of people under the age of 75 in Swaffham and Villages in 2019 - 23. Overall, the rate of premature mortality was 15% lower than the England average.

Locally, the highest rate of premature mortality was in Swaffham (Standardised Mortality Ratio = 103.3). The lowest rate was in Whissonsett, Litcham & Narborough. Two small areas (MSOAs) had a significantly better premature mortality rate than the England average (green triangles).

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



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



# Preventable mortality

In 2019 - 23, 171 deaths of people under the age of 75 in Swaffham and Villages were from causes considered preventable. Overall, there was a 26% lower rate of preventable mortality compared to the national average.

Locally, the highest rate of preventable mortality was in Swaffham (Standardised Mortality Ratio = 86.6). The lowest rate was in Whissonsett, Litcham & Narborough, which had a significantly better preventable mortality rate than the England average.

# Behavioural determinants of health

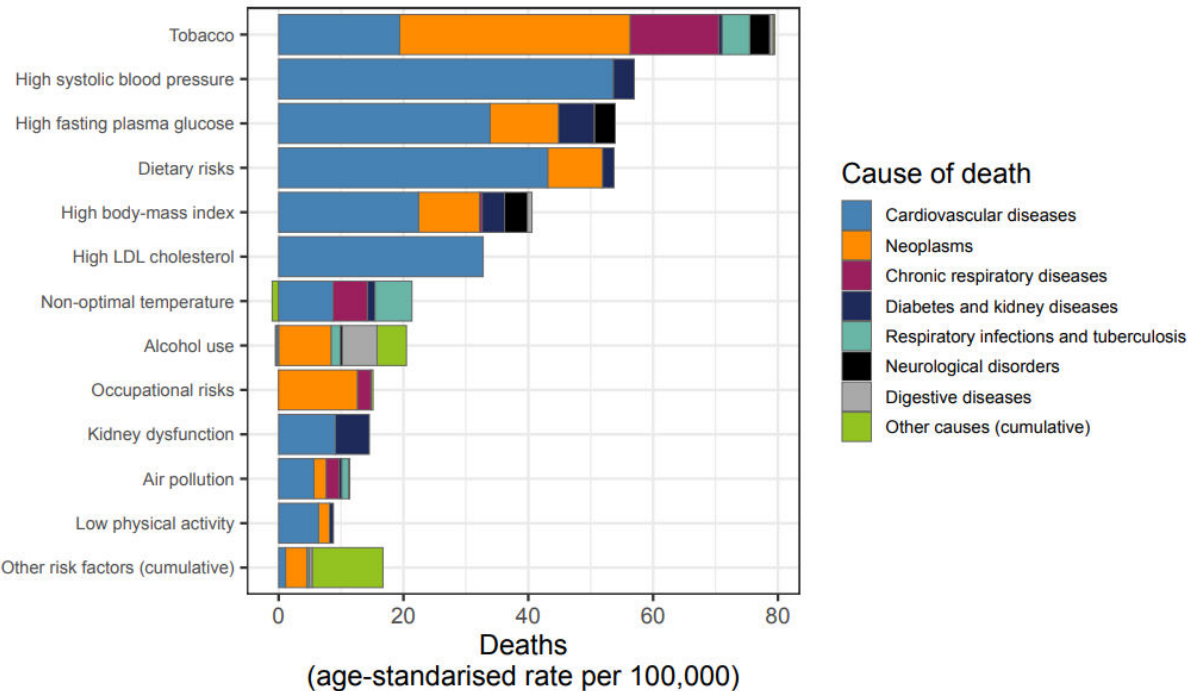
- This section examines lifestyle and behavioural risk factors such as smoking, diet, and physical activity, which contribute to preventable disease.

# How can we improve health in Norfolk?

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

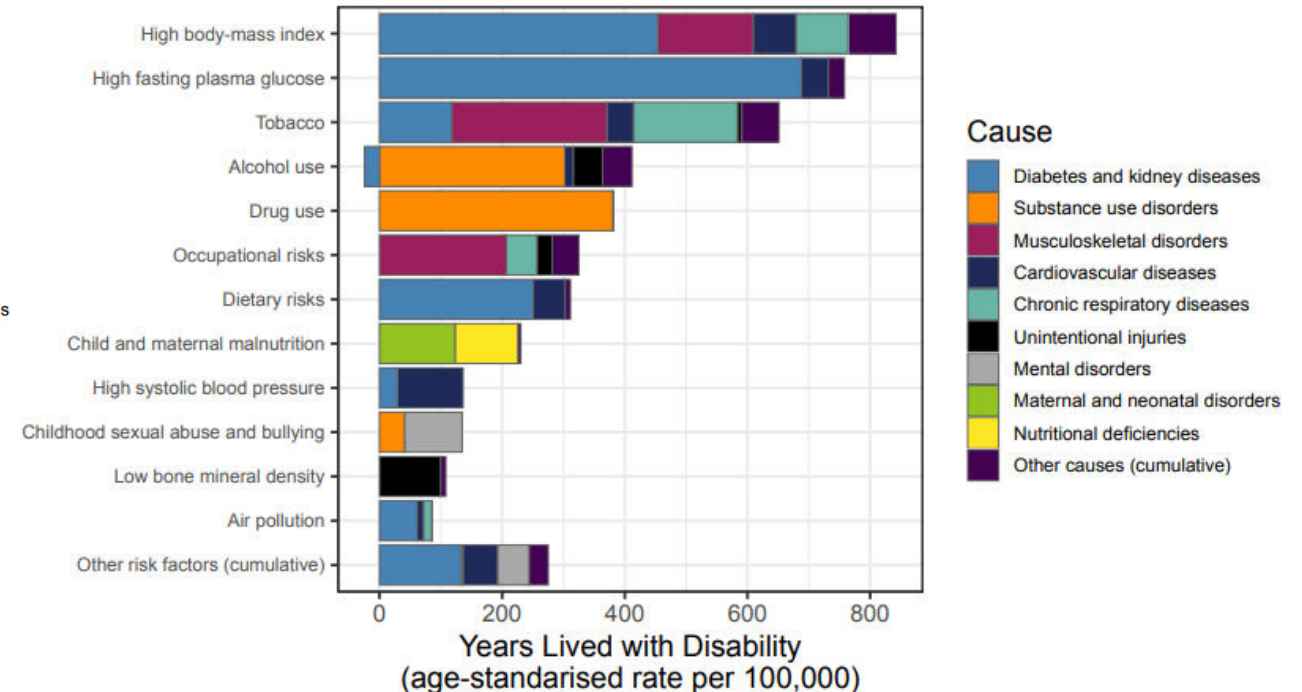
## Deaths

Attribution of risk factors to cause of death in Norfolk



## Years lived with disability

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



# Behavioural risk factors

Smoking, obesity, and alcohol-related risks are generally lower for Breckland than the Norfolk and England averages.

Childhood overweight prevalence in the local areas is average but rates of emergency hospital admissions for young children are significantly elevated in Whissonsett, Litcham & Narborough.

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

	Period	England	Mundford, Weeting & Forest	Swaffham	Whissonsett, Litcham & Narborough
Reception prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	9.64	6.45	6.67	10.5
Reception prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	21.9	22.6	20	21.1
Year 6 prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	22.7	20.6	30.8	20.4
Year 6 prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	36.7	41.2	43.6	34.7
General fertility rate (women aged 15 to 44)	2018 - 22	54.6	63.7	64.6	51.7
Low birth weight of live babies	2018 - 22	6.84	6.29	7.04	7.36
Emergency hospital admissions: all causes (aged under 5)	2016/17 - 20/21	141	112	200	141
Unintentional and deliberate injuries: emergency hospital admissions in children (aged under 5)	2016/17 - 20/21	119	94.9	91.7	186
Unintentional and deliberate injuries: hospital admissions in children (aged under 15)	2016/17 - 20/21	92	60.7	91.4	126
Unintentional and deliberate injuries: hospital admissions in young people (aged 15 to 24)	2016/17 - 20/21	128	101	127	140

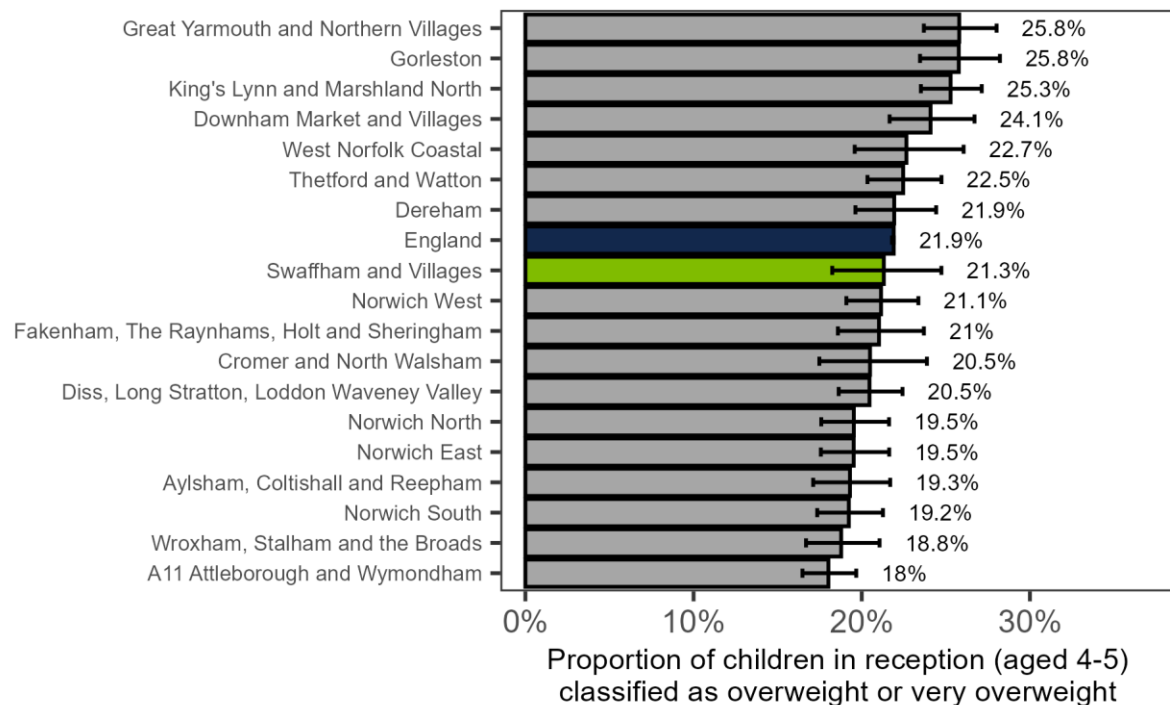
# Behavioural risk factors - children

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%).

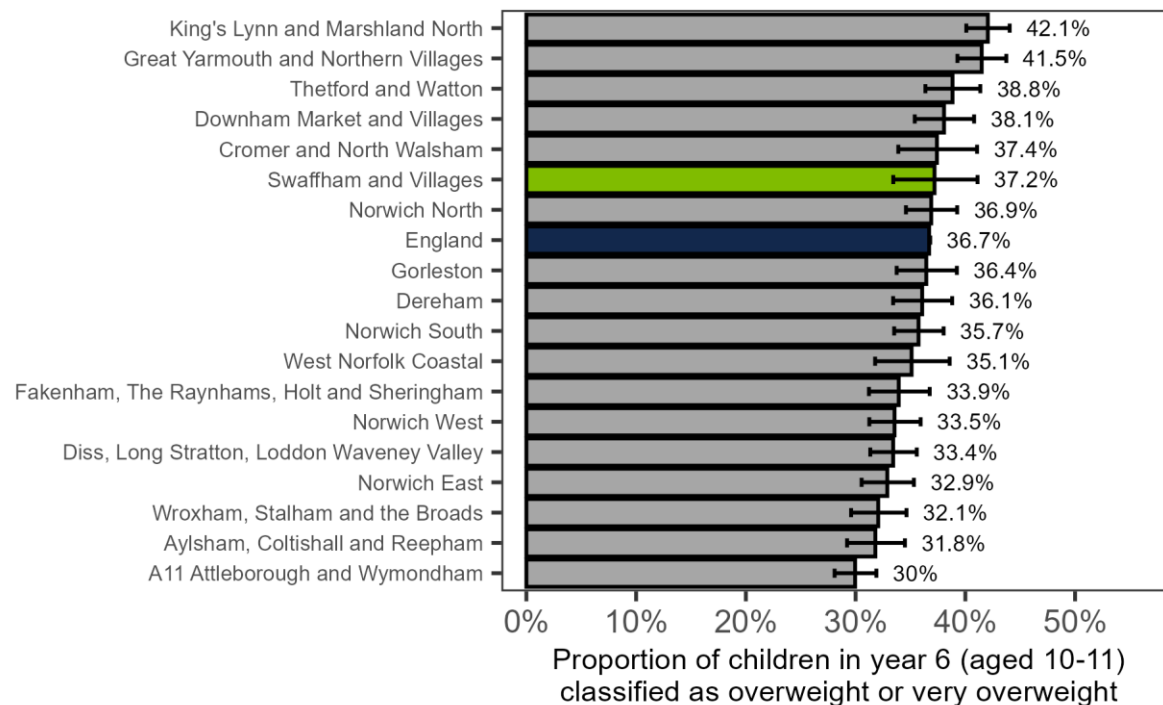
In the Swaffham Villages neighbourhood, 21.3% of Reception-age children were classified as overweight or very overweight. This figure was below the England average (21.9%), although the difference was not statistically significant. For Year 6-age children, 37.2% were overweight or very overweight, this was above the England average (36.7%) but not significantly different from other neighbourhoods or England overall.

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

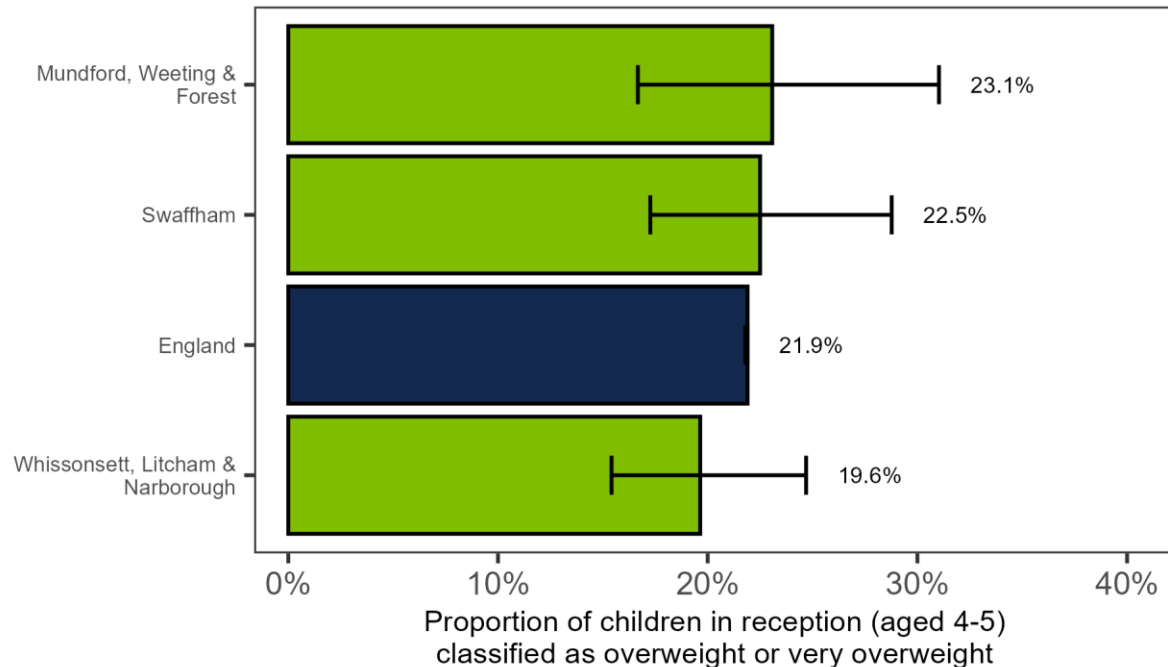
# Behavioural risk factors - children

Within the Swaffham and Villages 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, Mundford, Weeting and Forest recorded the highest prevalence (23.1%), however this was not significantly higher than any other MSOAs within the Neighbourhood or the national average (21.9%).

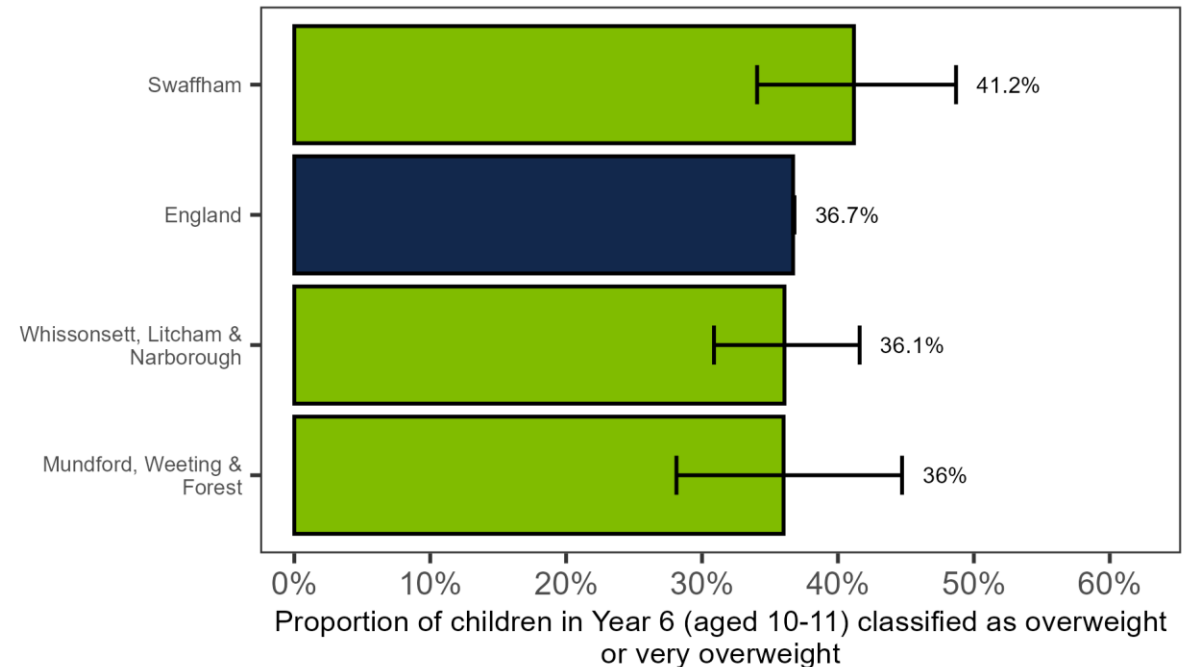
Among Year 6 children, Swaffham reported the highest prevalence (41.2%), however again this was not significantly higher than any other MSOA within the Neighbourhood or the national average (36.7%).

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



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

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



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

# Behavioural risk factors - adults

In Breckland, alcohol-specific hospital admissions and smoking prevalence are lower than the Norfolk and England averages, suggesting a lower local burden of smoking and alcohol related health risks.

The proportion of adults estimated to be obese in Breckland is slightly below the Norfolk and England averages, suggesting that weight-related health challenges are marginally less pronounced in this area compared with wider regional and national patterns.

## Norfolk Health and Wellbeing Profiles Adult Lifestyle

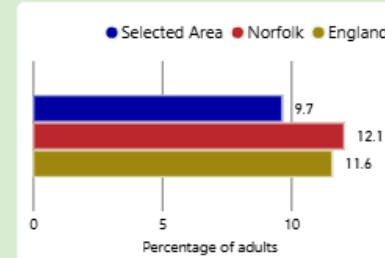
There are approximately 78,030 adults aged 20-64 living in this area, who make up 54% of the population (the Norfolk average is 55% of the population).

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

### Smoking

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

10%  
of adults currently  
smoke



There are approximately 11,410 people who are smokers in this area.

Select your district or Norfolk:

Select your electoral division or district or Norfolk:

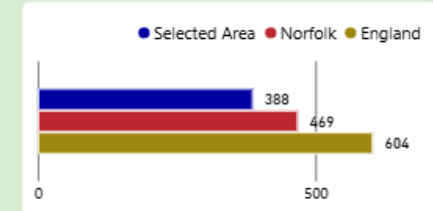


### Alcohol

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

388

hospital admissions for alcohol specific conditions per 100,000 people



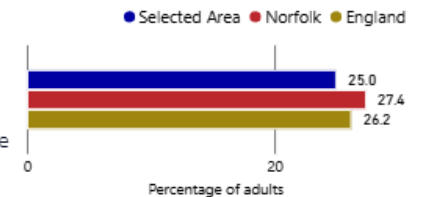
In the most recent 3-year period there were approximately 1,740 hospital admissions for alcohol specific conditions in this area.

### Healthy Weight

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



25%  
of adults are  
predicted to be obese



In this area there are approximately 28,410 adults who are predicted to be obese and approximately 35,980 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 burden of long-term conditions is higher than average, consistent with an older and ageing population.

Diet-related endocrine conditions and cardiovascular disease remain priorities for prevention and management.

	Period	England	Mundford, Weeting & Forest	Swaffham	Whissonsett, Litcham & Narborough
Emergency hospital admissions: all causes	2016/17 - 20/21	100	88.8	117	91
Coronary heart disease: emergency hospital admissions	2016/17 - 20/21	100	111	119	103
Stroke: emergency hospital admissions	2016/17 - 20/21	100	101	124	87
Heart attack (myocardial infarction): emergency hospital admissions	2016/17 - 20/21	100	117	117	108
Chronic obstructive pulmonary disease (COPD): emergency hospital admissions	2016/17 - 20/21	100	81.2	116	87.3
Intentional self-harm: emergency hospital admissions	2016/17 - 20/21	100	67.2	125	65.7
Hip fracture: emergency hospital admissions (aged 65 and over)	2016/17 - 20/21	100	84	103	112
Alcohol-related conditions: admission episodes (all primary and secondary diagnoses)	2016/17 - 20/21	100	78.9	112	93.1
Hospital admissions for alcohol attributable conditions, narrow definition	2016/17 - 20/21	100	74.9	109	91.7

# Long-term conditions

This spine chart shows how Swaffham & Downham Market 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 Swaffham & Downham Market 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).

## Swaffham & Downham Market PCN

Condition	Time period	PCN count	PCN prevalence %	ICB gp median%	PCN Worst	PCN Best
Obesity, 18+	2024/25	7,310	18.9	15.5	18.9	9.1
Diabetes Mellitus, 17+	2024/25	4,323	11.0	9.3	11.0	5.2
Coronary heart disease	2024/25	2,183	4.7	3.9	5.4	2.0
Depression, 18+	2024/25	6,376	16.5	14.3	19.2	11.1
Chronic kidney disease	2024/25	2,819	7.3	5.7	8.2	2.8
Cancer	2024/25	2,720	5.8	5.1	6.5	3.0
Heart failure	2024/25	702	1.5	1.1	1.9	0.6
Hypertension	2024/25	9,860	21.1	19.3	23.8	10.6
Atrial fibrillation	2024/25	1,751	3.8	3.2	4.6	1.7
Stroke	2024/25	1,403	3.0	2.6	4.0	0.6
Rheumatoid Arthritis, 16+	2024/25	463	1.2	1.1	1.4	0.6
COPD	2024/25	1,280	2.7	2.4	3.6	1.3
Dementia	2024/25	564	1.2	1.1	1.6	0.6
Asthma, 6+	2024/25	3,762	8.5	8.3	9.8	6.6
Osteoporosis, 50+	2024/25	236	1.0	0.6	2.9	0.2
Epilepsy, 18+	2024/25	344	0.9	0.9	1.1	0.7
Learning disability	2024/25	241	0.5	0.7	1.2	0.5

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.

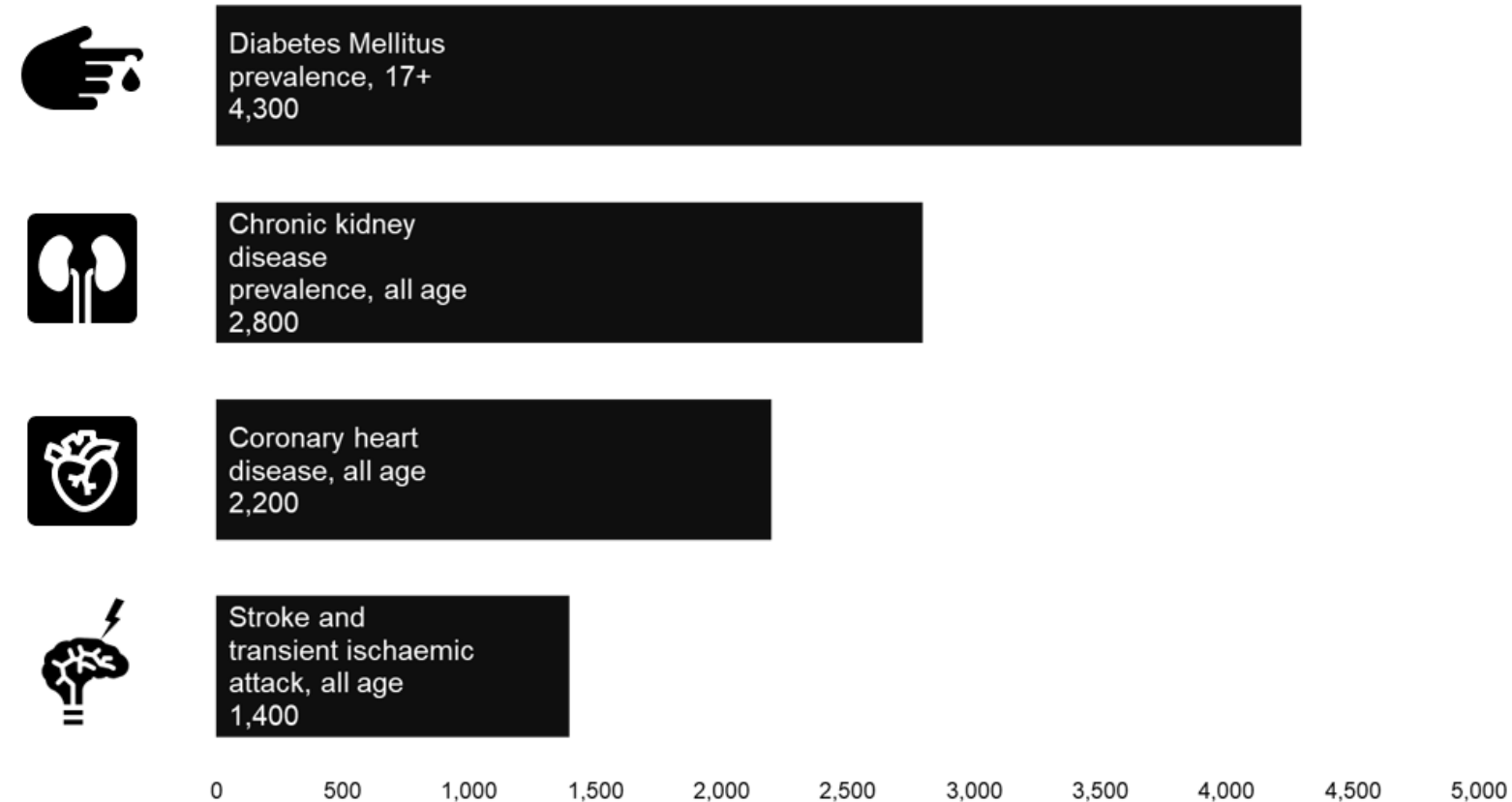
Prevalence of PCN (%) compared to England: ● Worse ● Same ● Better

● 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

## Swaffham & Downham Market PCN



This chart shows the estimated number of patients with major long-term conditions within the Swaffham and Downham Market PCN.

Diabetes affects around 4,300 adults, and chronic kidney disease affects 2,800 people.

Stroke and transient ischaemic attack affect approximately 1,400 people.

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



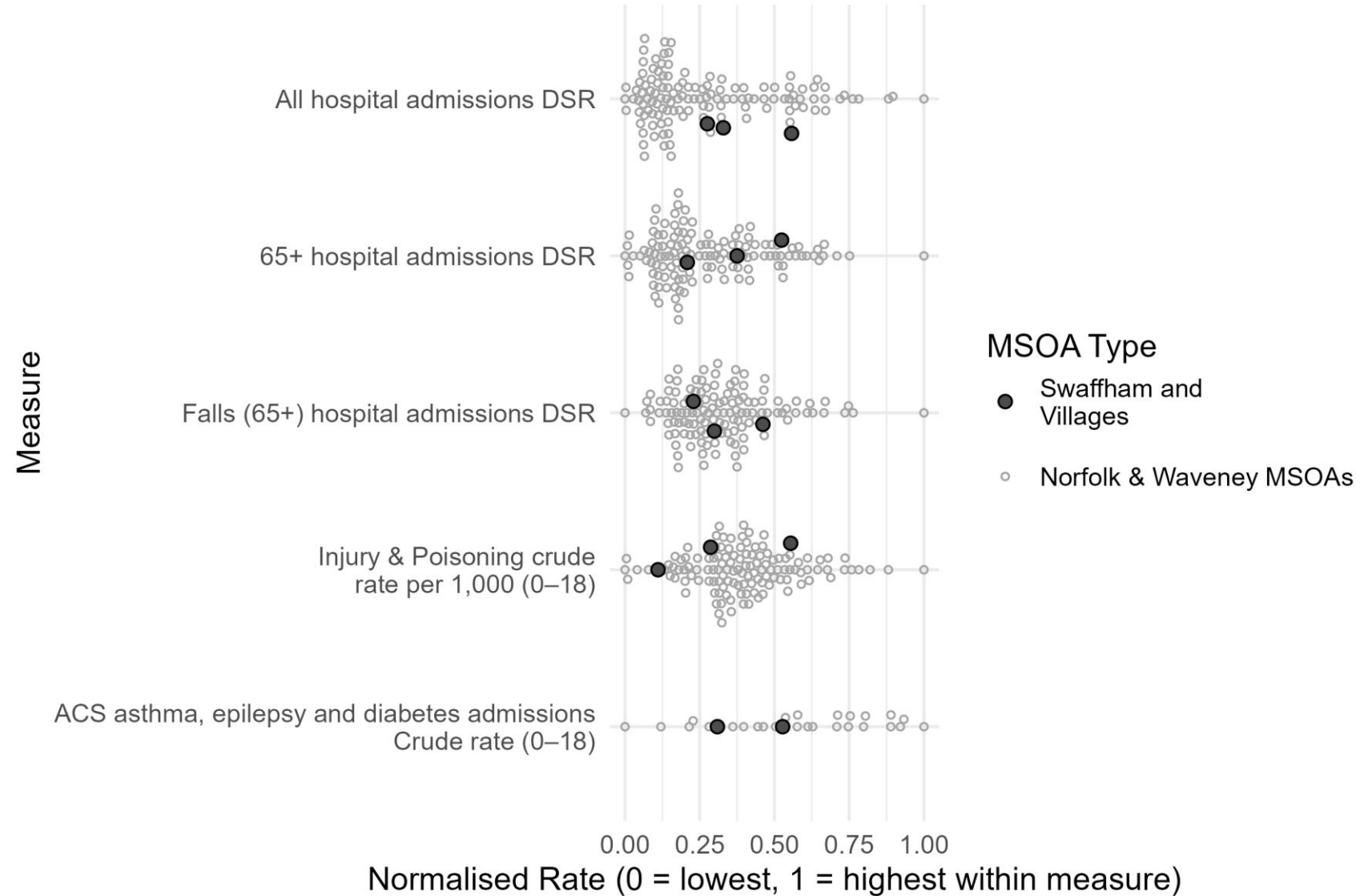
**Norfolk**  
County Council

Infographics: [healthicons.org](http://healthicons.org)

# Healthcare - unplanned hospital admissions

Age-standardised unplanned hospital admission rates in the Swaffham and Villages neighbourhood area are generally average to higher than average.

Neighbourhood MSOA emergency hospital admission rate comparison



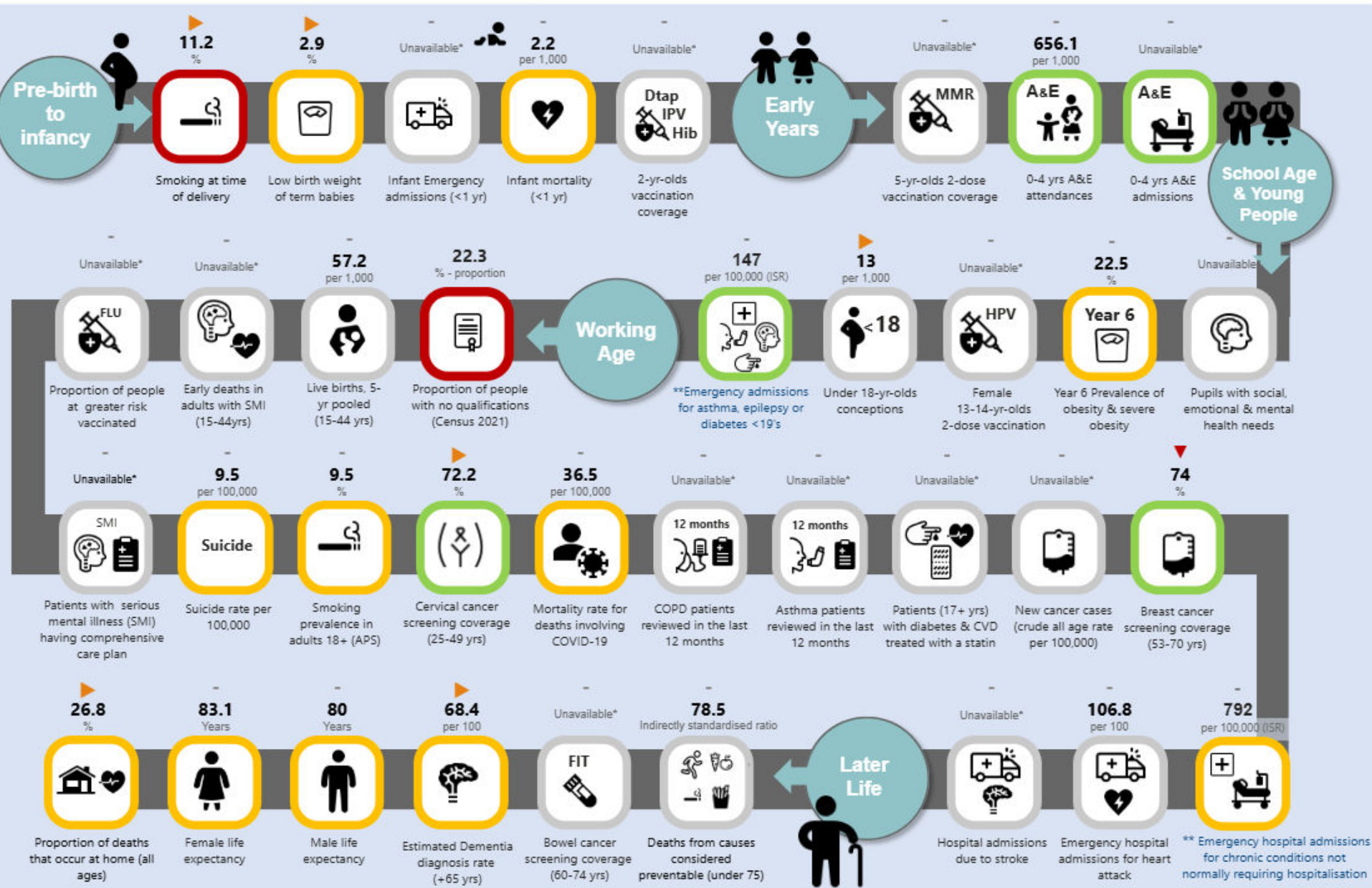
# Healthcare - unplanned hospital admissions

Measure	Swaffham	Mundford, Weeting & Forest	Whissonsett, Litcham & Narborough
All hospital admissions DSR	6,546	5,105	4,768
65+ hospital admissions DSR	12,390	10,743	8,898
Falls (65+) hospital admissions DSR	1,948	1,578	1,419
Injury & Poisoning crude rate per 1,000 (0–18)	10.5	7.8	14.7
ACS asthma, epilepsy and diabetes admissions Crude rate (0–18)	1.9	2.6	

# Local strategy measures summary

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

# Healthcare life course measures – Breckland



**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

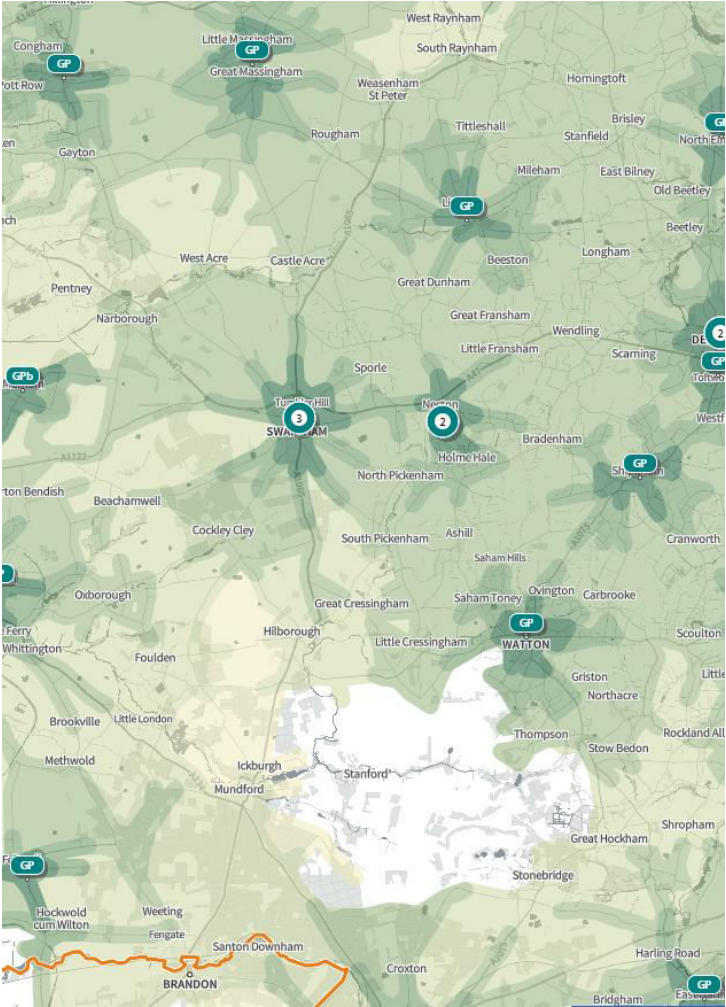
- This section looks at access to health and community services, which is critical for addressing inequalities.

# Access to primary care and pharmacies

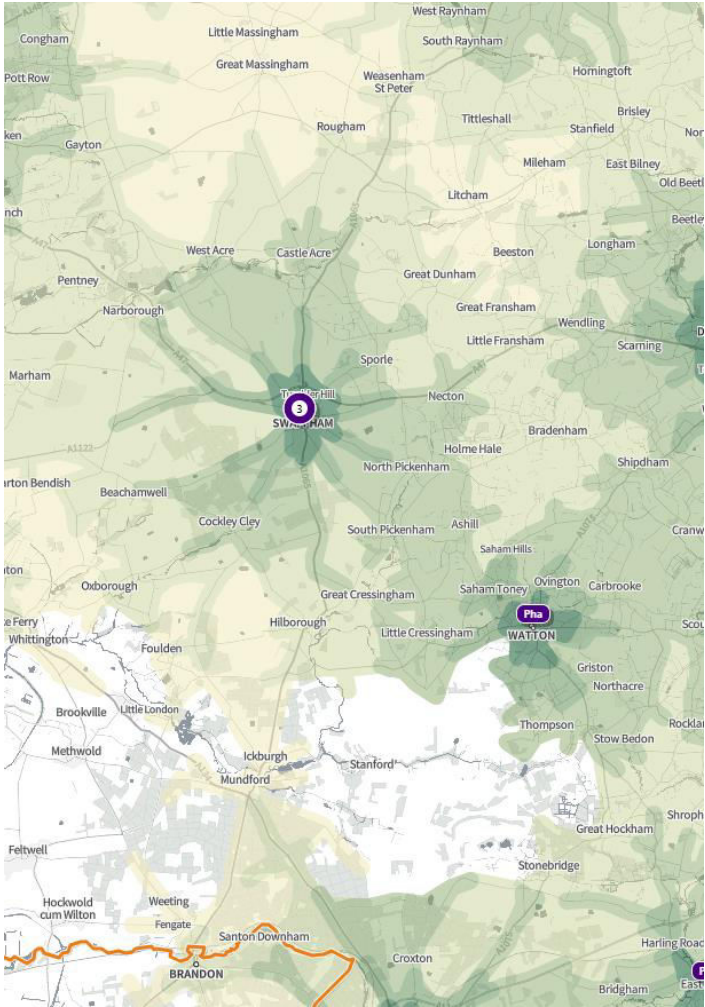


These maps show average travel distances to GP practices and pharmacies, highlighting potential barriers to timely care.

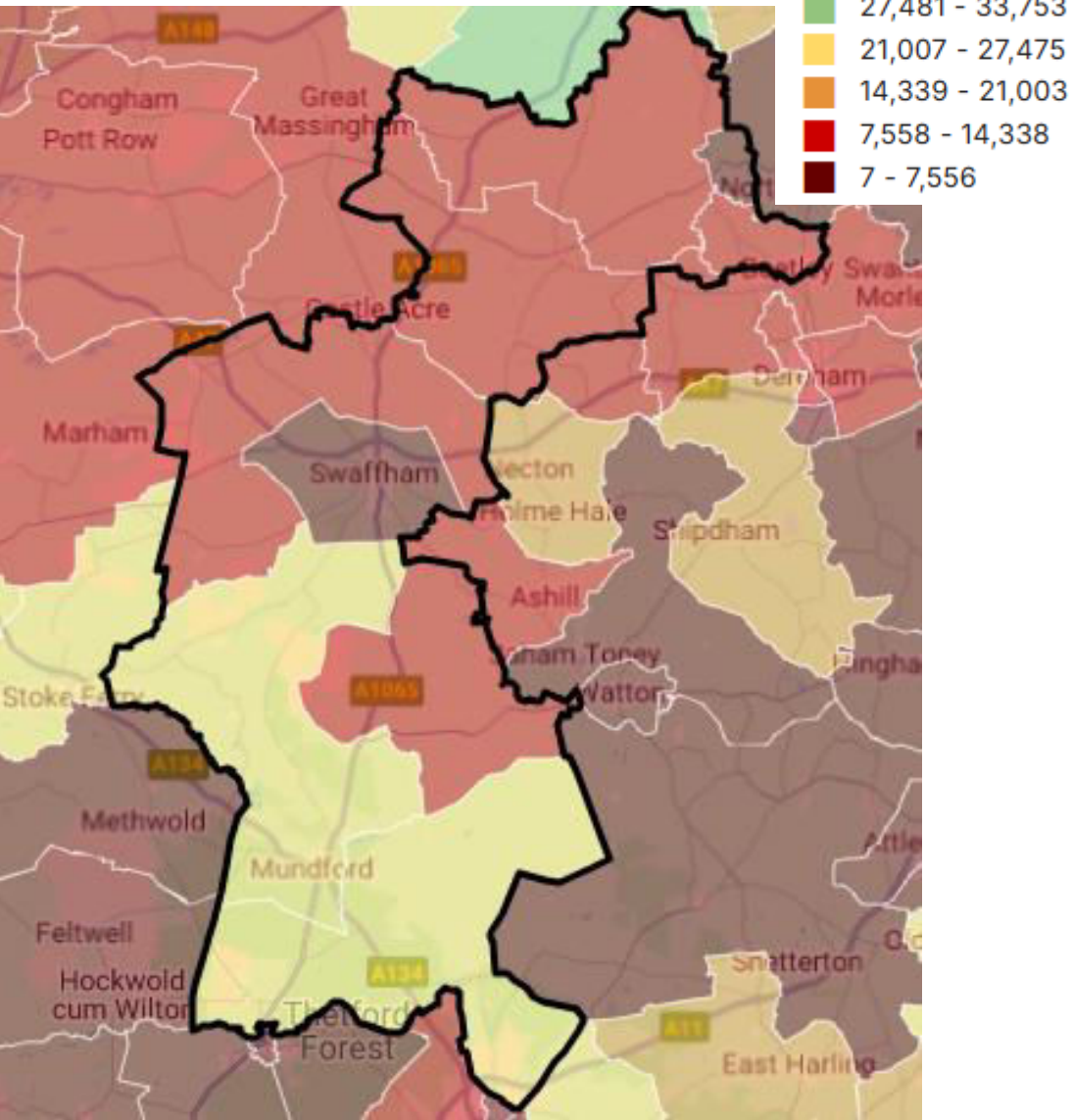
### Travel distance to GPs



### Travel distance to pharmacies



# Civic Assets



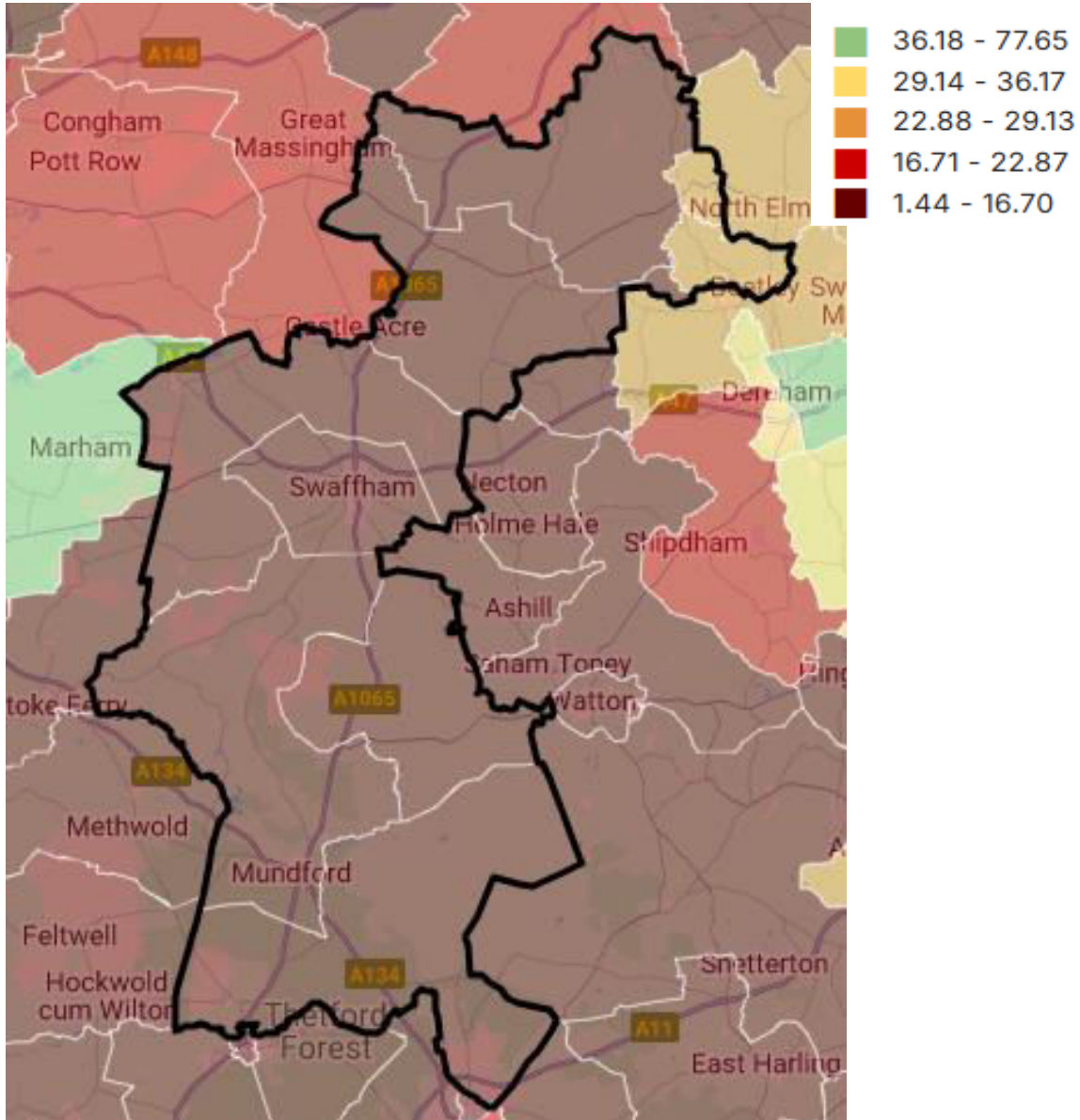
This map shows the Community Needs Index and civic assets ranking, which reflect the availability of community infrastructure and its role in wellbeing.

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

# Swaffham and Villages – Key Headlines

## **Population & Deprivation:**

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

## **Health Outcomes:**

- Life expectancy similar to England average; moderate inequalities between MSOAs.

## **Behavioural Risks:**

- Lower smoking, drinking and obesity rates; average child health indicators.

## **Disease Burden:**

- Relatively high LTC prevalence due to age profile; ageing trend will further increase demand.

## **Wider Determinants:**

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

# Additional sources of health and wellbeing information for communities:

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