

# West Norfolk Coastal

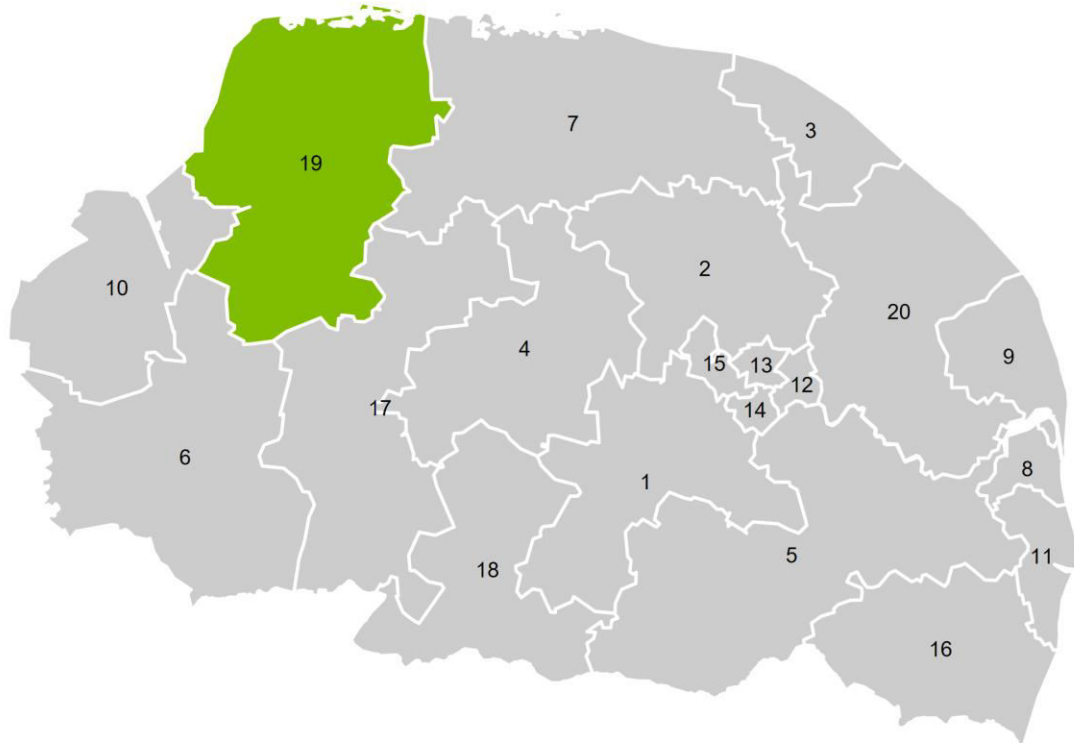
I&A Public Health Intelligence

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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
17	Swaffham and Villages	26,241
18	Thetford and Watton	52,313
<b>19</b>	<b>West Norfolk Coastal</b>	<b>34,604</b>
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:

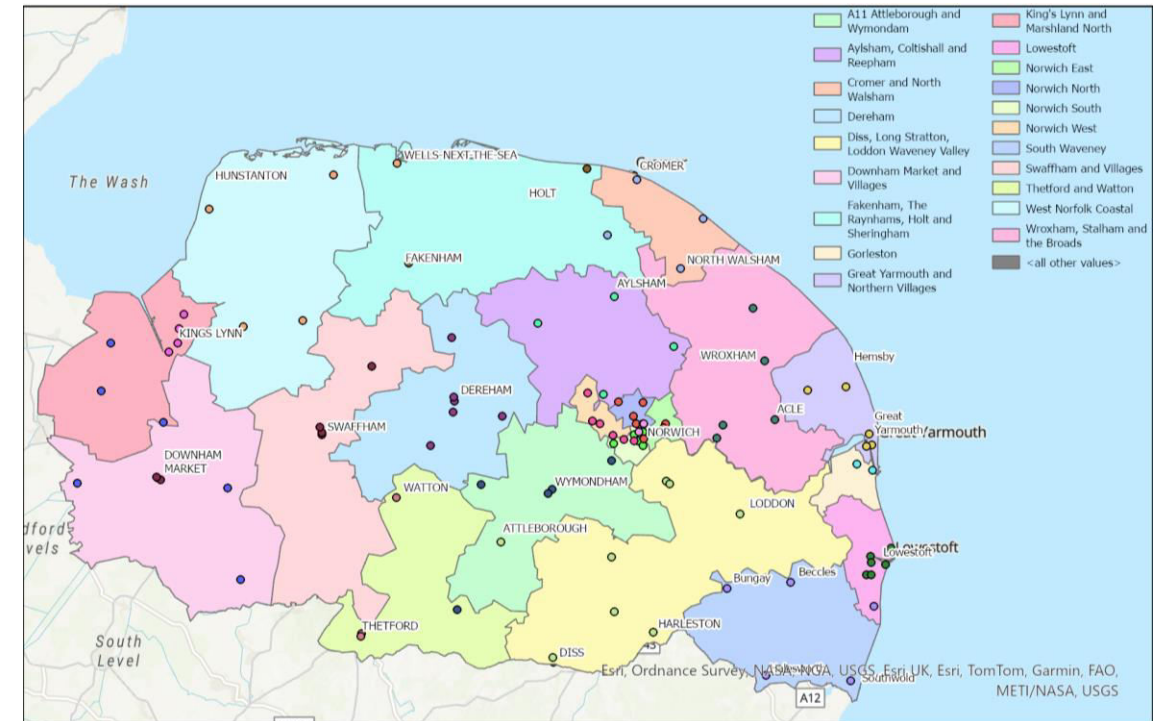
- Summaries of health, wellbeing, and wider determinants in each neighbourhood
- Draw on local data, insights, and community context
- Highlight key challenges and opportunities for improving population health

## Why they matter:

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

## How they'll be used:

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

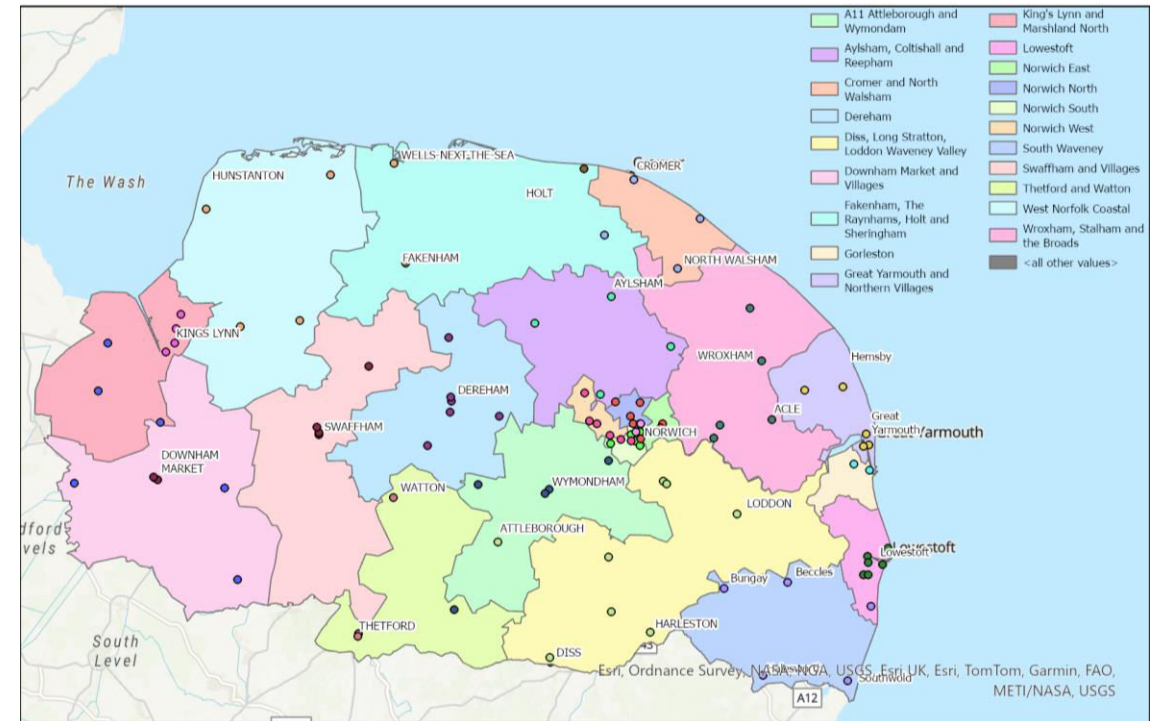


# How do we define neighbourhoods?

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

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

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

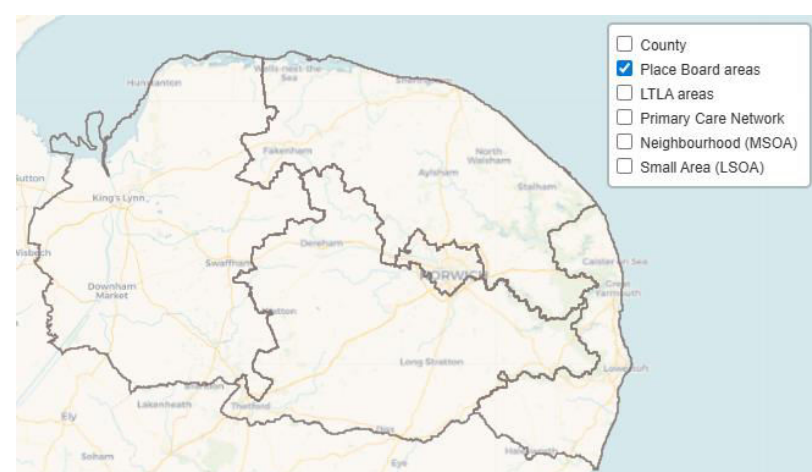


# Methods

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

There are several exceptions:

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



# Population and deprivation

- This section introduces demographic and deprivation data for West Norfolk Coastal, highlighting population structure and socioeconomic challenges.

# Population and deprivation summary

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

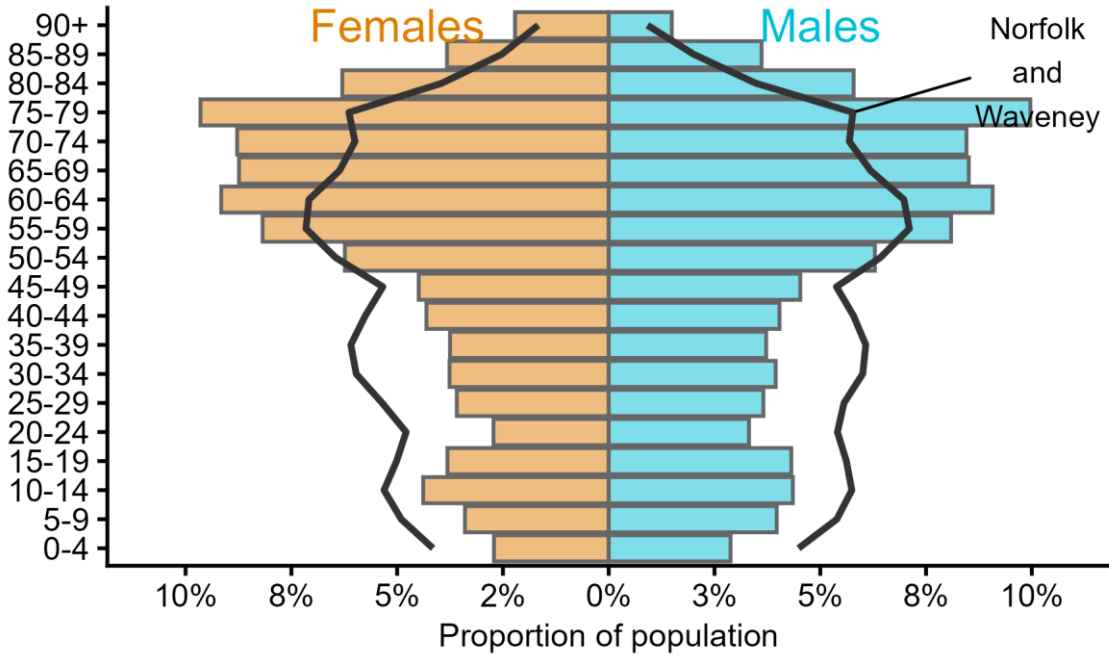
West Norfolk Coastal has a rural population with small market towns and villages. The area's age distribution is much older than Norfolk and Waveney overall.

Socioeconomic deprivation is relatively low overall, but pockets of disadvantage exist.

	Period	England	Brancaster, Burnham Market & Docking	Dersingham, Sandringham & Massingham	Grimston, Gayton & East Winch	Heacham & Snettisham	Hunstanton
Resident population (aged 0 to 15)	2022	18.5	11.6	13.5	14.7	10.4	8.86
Resident population (aged 65 and over)	2022	18.6	37.2	37.9	29.1	42.6	45.7
Resident population (aged 85 and over)	2022	2.5	5.15	5.4	3.26	5.87	7.7
Population density: people per square kilometre	2022	438	26.8	61.7	57.1	118	183
Poverty: Index of Multiple Deprivation	2019	21.7	24.8	16.6	24.1	19.2	28
Poverty: English Indices of Deprivation	2019	12.9	10.5	9.1	10.2	10.1	13.2
Children in poverty: Income Deprivation Affecting Children Index (IDACI) (aged 0 to 15)	2019	17.1	16.9	12.5	11.7	12.6	22
Older people in poverty: Income Deprivation Affecting Older People Index (IDAOPI) (aged 60 and over)	2019	14.2	8.93	9.24	11.8	10.6	11.3
Fuel poverty (low income, low energy efficiency methodology)	2023	11.4	16.7	14.1	13.9	12.1	11.7
Unemployment: people claiming out of work benefit (aged 16 to 64)	2024/25	4.07	2.43	1.84	1.82	2.12	2.69
Long-term unemployment: people claiming out of work benefit for over 12 months (aged 16 to 64)	2024/25	0.51	0	0	0.39	0	1.06

# Demography in West Norfolk Coastal

West Norfolk Coastal population compared to Norfolk and Waveney 2024



Source: ONS 2024 mid-year estimates

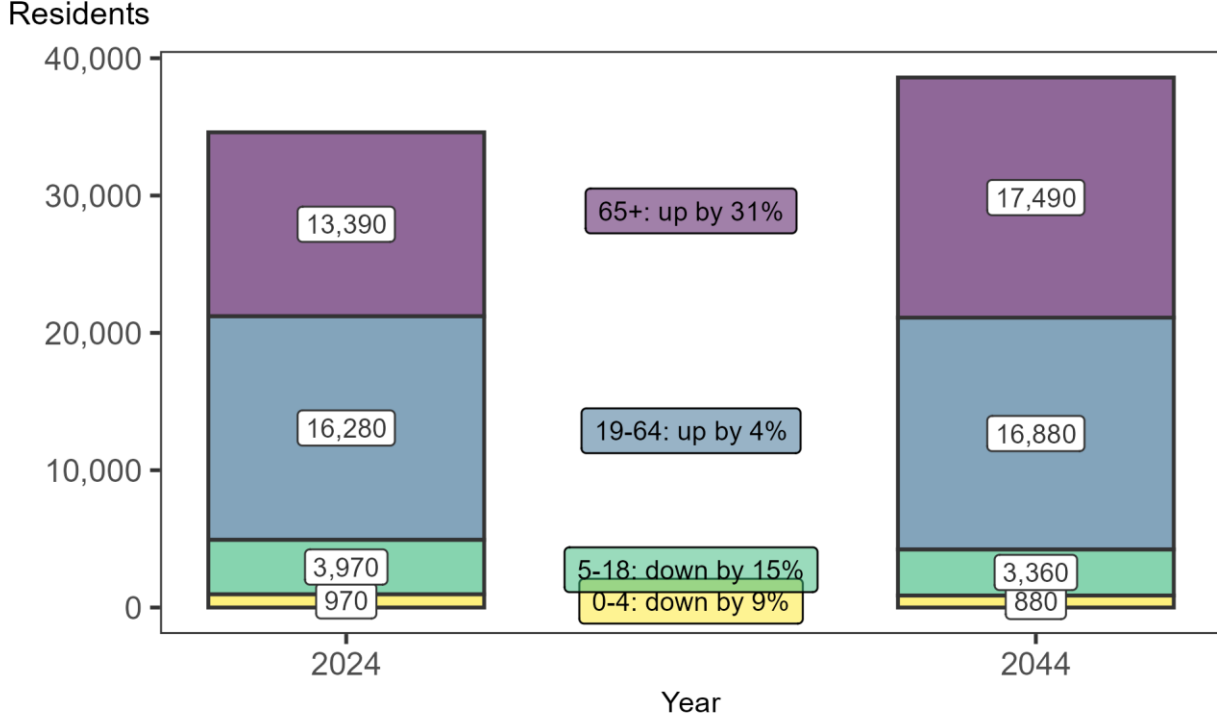
West Norfolk Coastal's age distribution is much older than Norfolk and Waveney overall.



The age group with the largest projected population growth by 2044 in West Norfolk Coastal is people aged 65+.

Locally, the MSOA with the largest estimated overall population growth is Hunstanton with a 14.9% population increase by 2044.

Population projections by age groups for West Norfolk Coastal



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

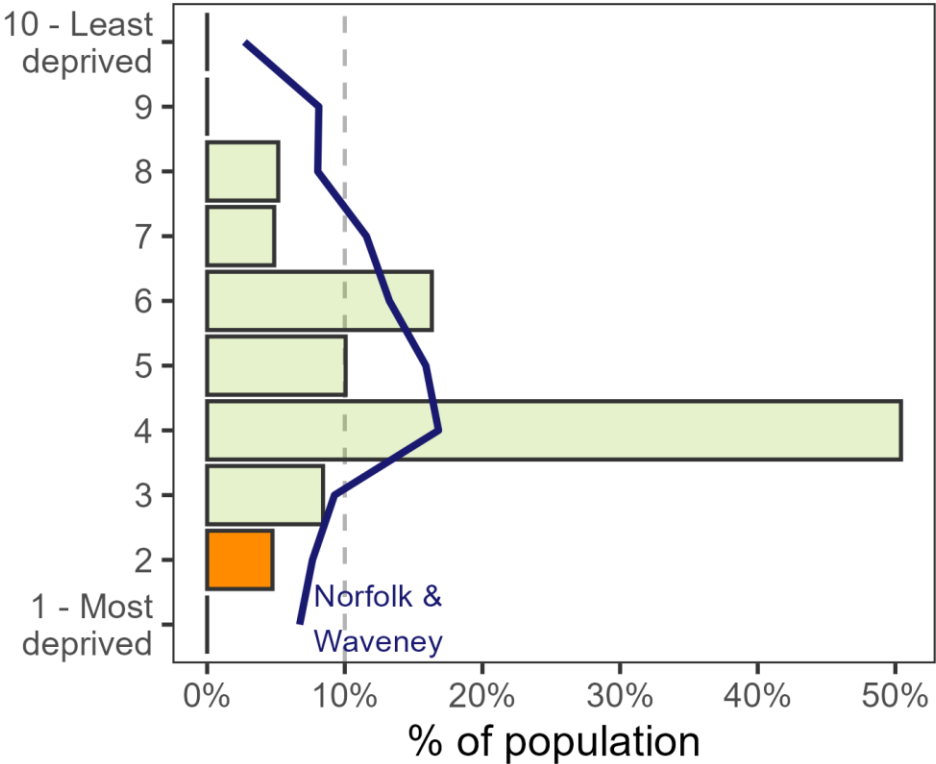
# Deprivation in West Norfolk Coastal

Core20 LSOAs in West Norfolk Coastal



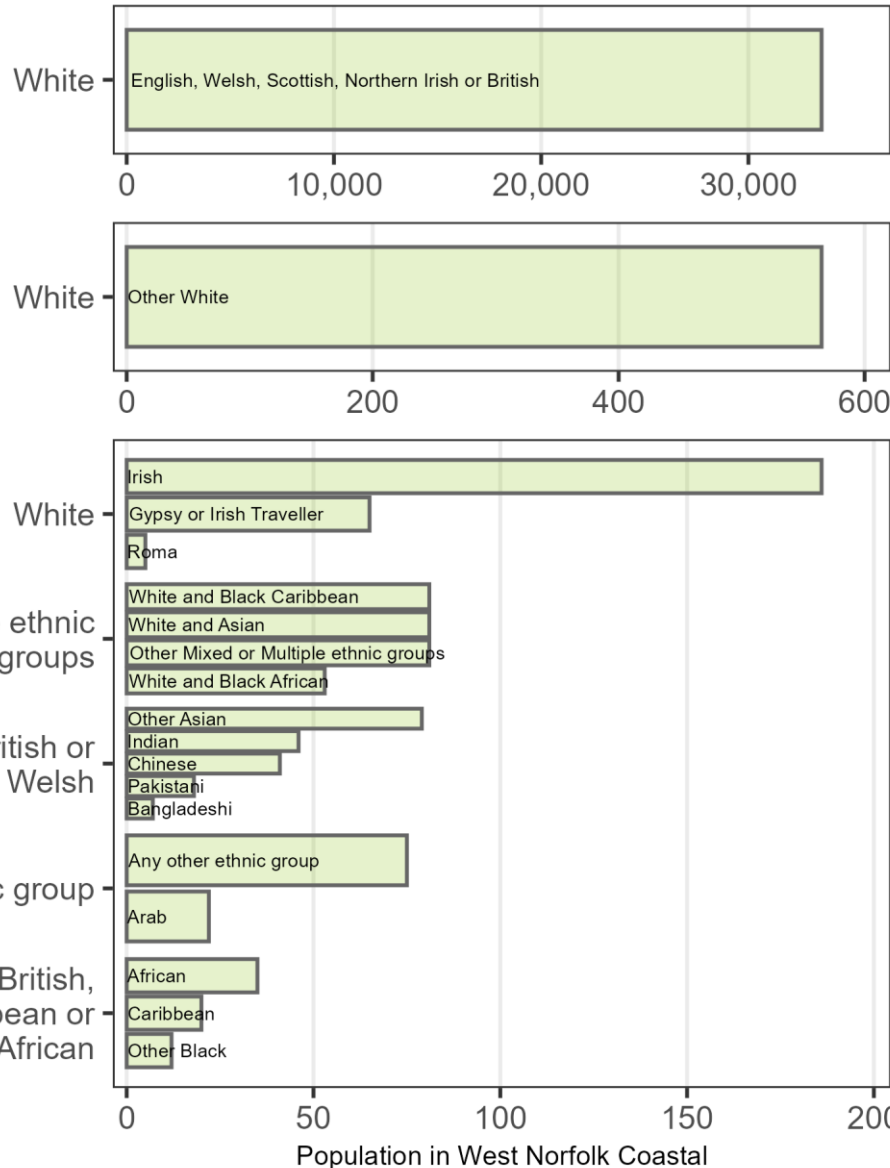
4.7% of the population of West Norfolk Coastal live in small areas that are among the 20% most deprived areas in England (Core20 areas). Across Norfolk and Waveney, 14.4% live in Core20 areas.

IMD 2025 Decile



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

# Ethnicity in West Norfolk Coastal



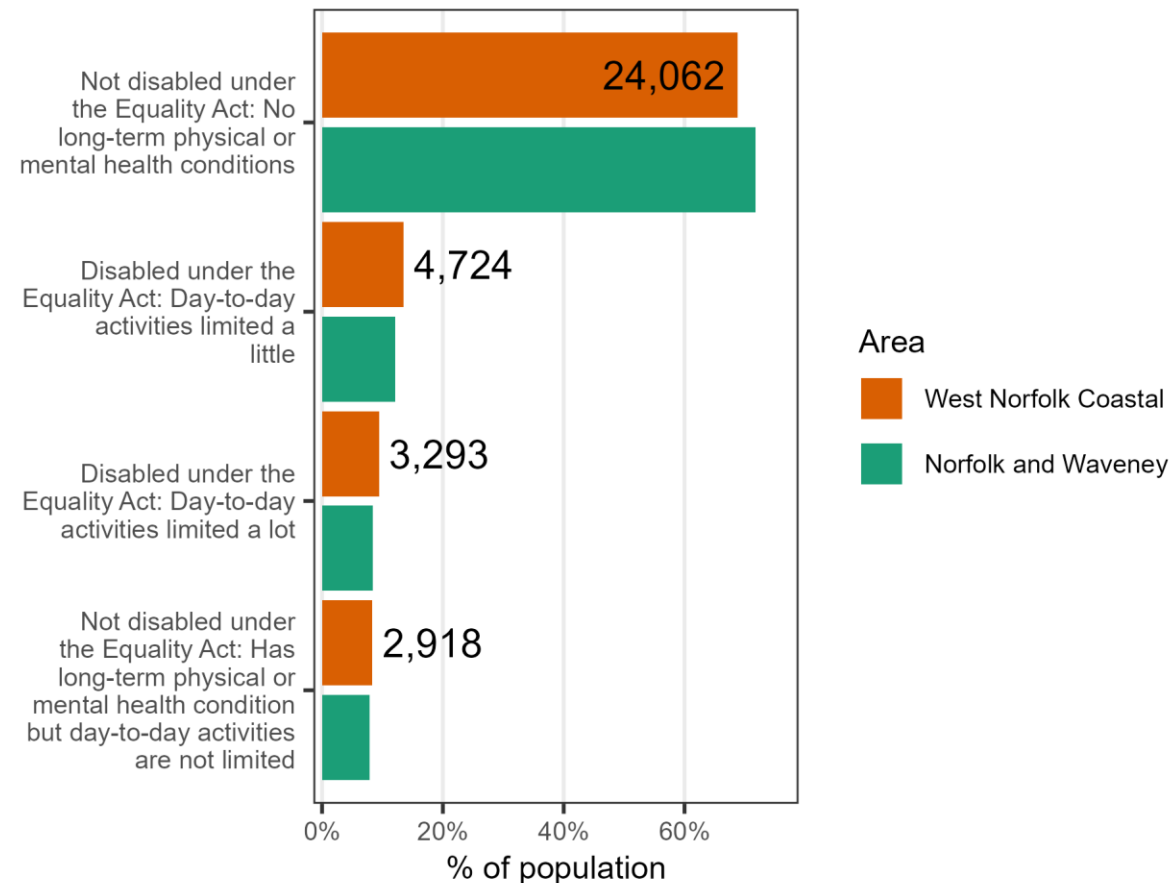
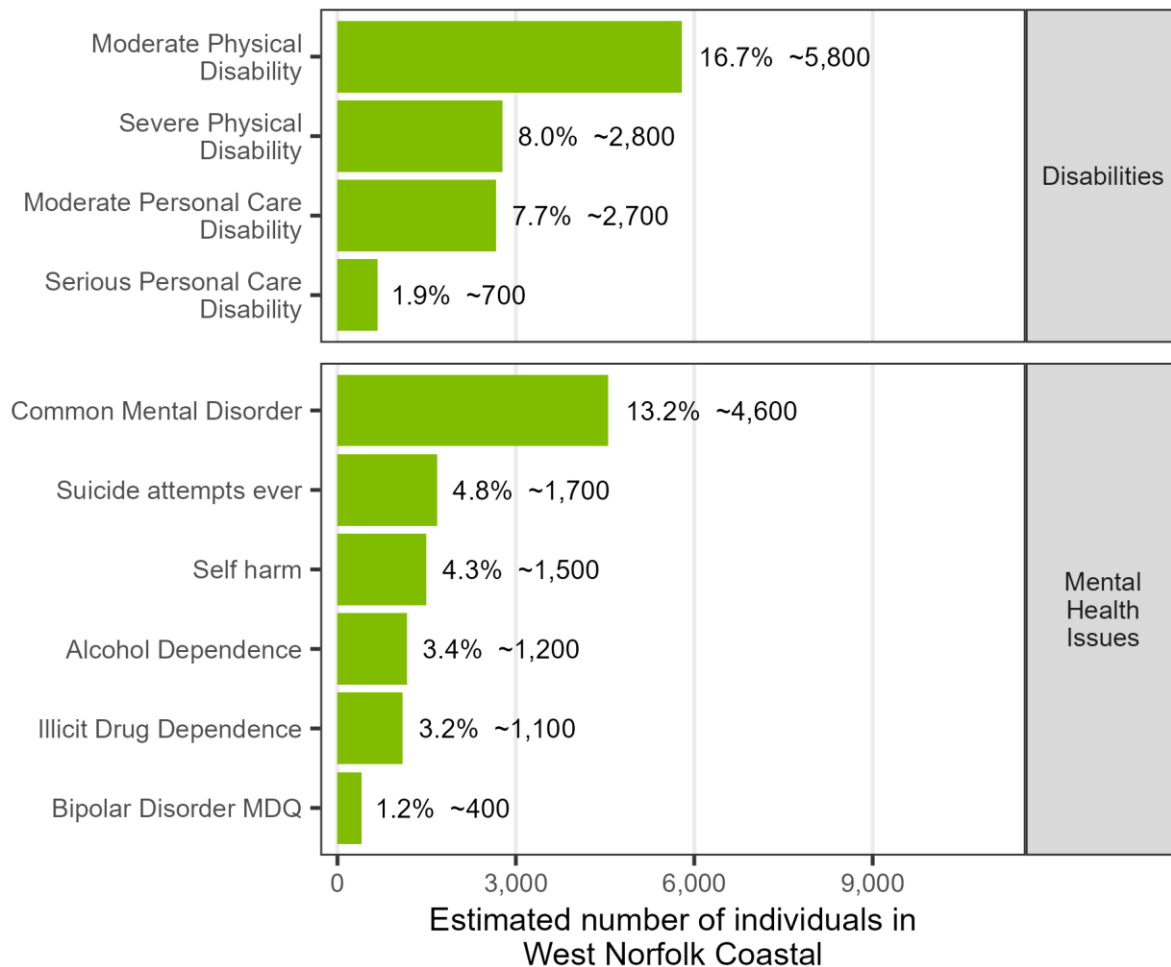
Source: Census 2021 (obtained through NOMIS)

Ethnicity group	Population	Proportion
White	34,351	98.1%
Mixed Or Multiple Ethnic Groups	296	0.8%
Asian Asian British Or Asian Welsh	191	0.5%
Other Ethnic Group	97	0.3%
Black Black British Black Welsh Caribbean Or African	67	0.2%

Source: Census 2021 (obtained through NOMIS)

Small areas (MSOAs) with the highest proportions of non-White residents in West Norfolk Coastal include Hunstanton (2.6%) and Grimston, Gayton & East Winch (2.4%).

# People with disabilities and vulnerable populations

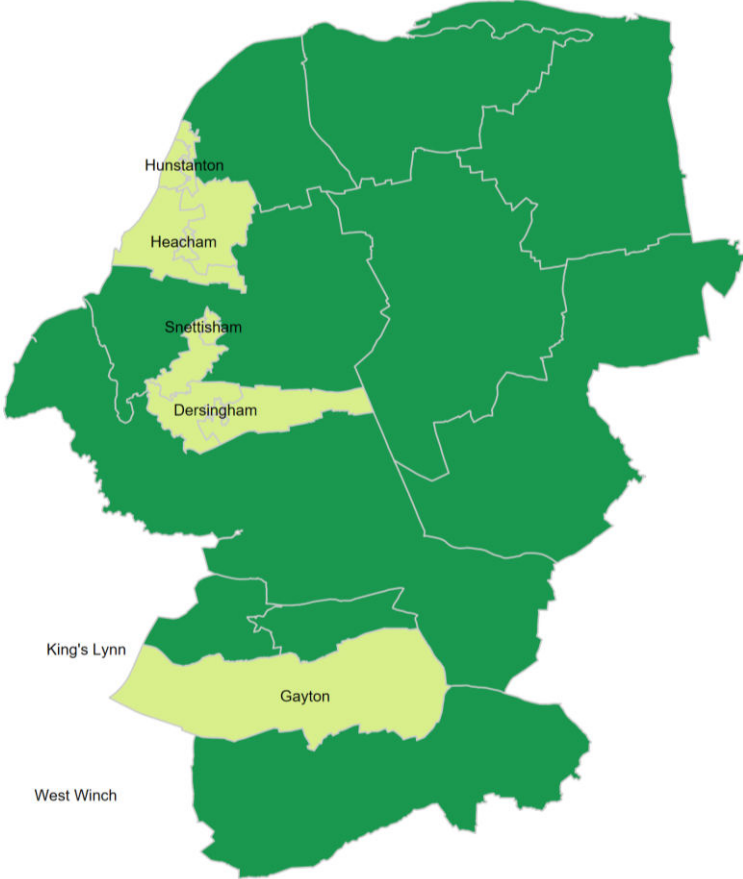


Source: 2021 Census (ONS)

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

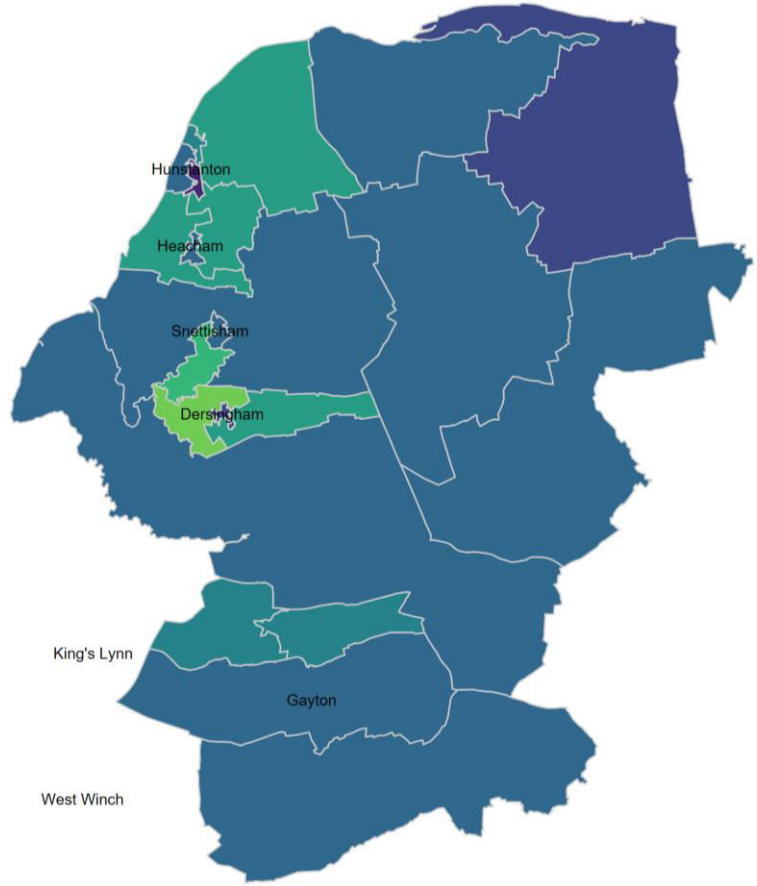
# Rurality and Deprivation in West Norfolk Coastal

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

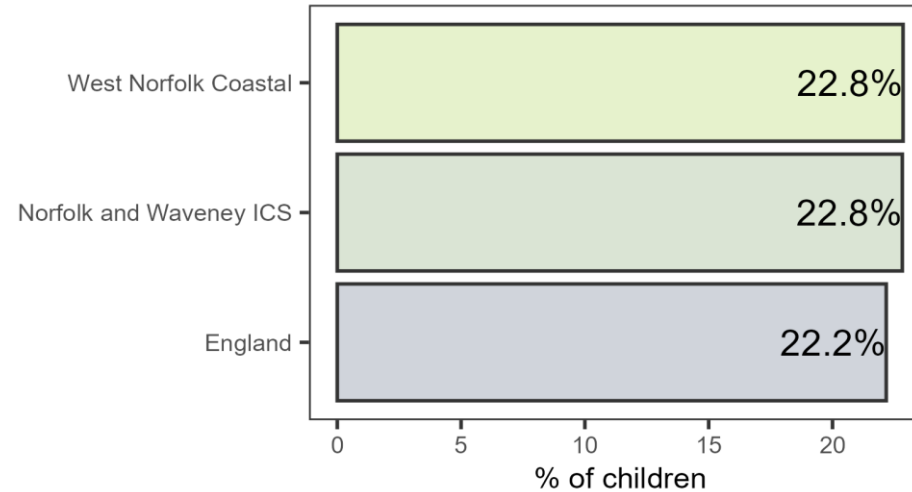
# Children in Poverty

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

34.1% of children aged 0 to 15 in West Norfolk Coastal are estimated to live in poverty according to the Income Deprivation Affecting Children Index (IDACI). In England overall, this is 36.25%.

In West Norfolk Coastal, 23.4% 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.

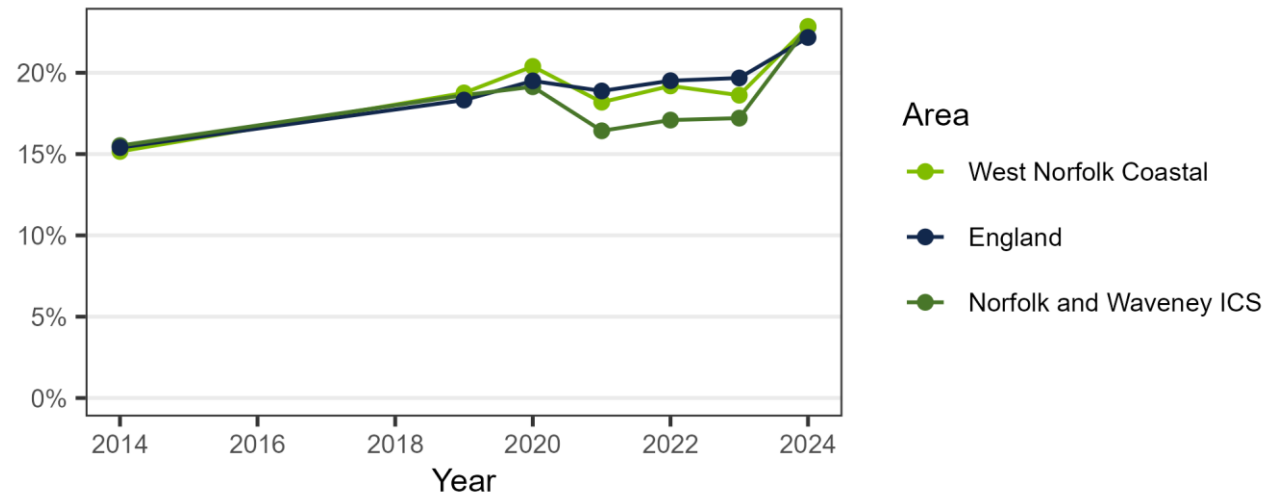
Children aged 0-19 in relative low-income families



Source: Local Insight (OCSI)

Children aged 0-19 in relative low-income families

% of children



Source: Local Insight (OCSI)

# Economy, employment and housing

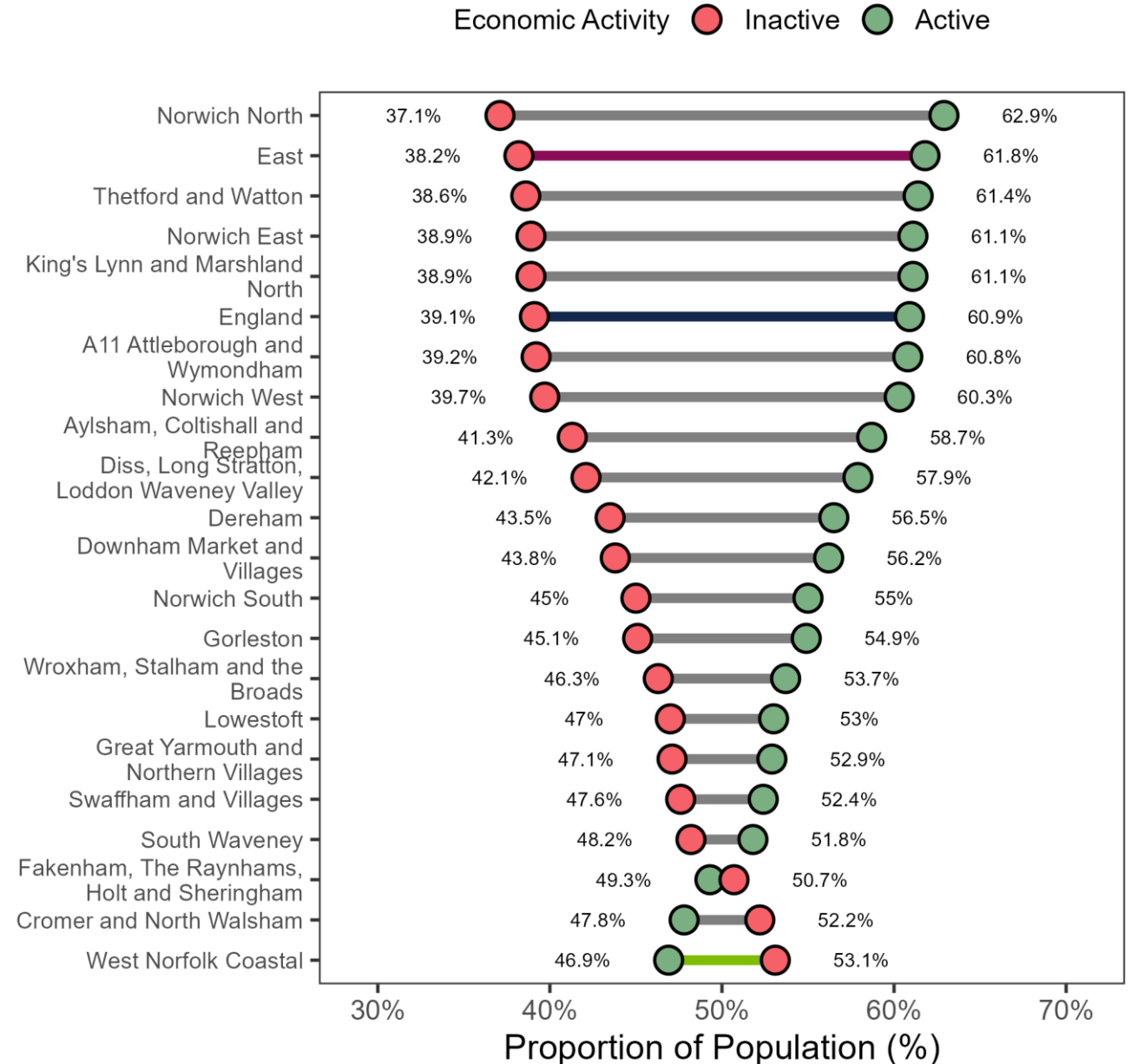
# Economy and Employment

**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 West Norfolk Coastal neighbourhood, 46.9% of working-age residents were economically active, while 53.1% were economically inactive. This made West Norfolk Coastal the least economically active neighbourhood, far below both regional and national averages.

Economic Activity Across Areas (Census 2021)



# Economy and Employment

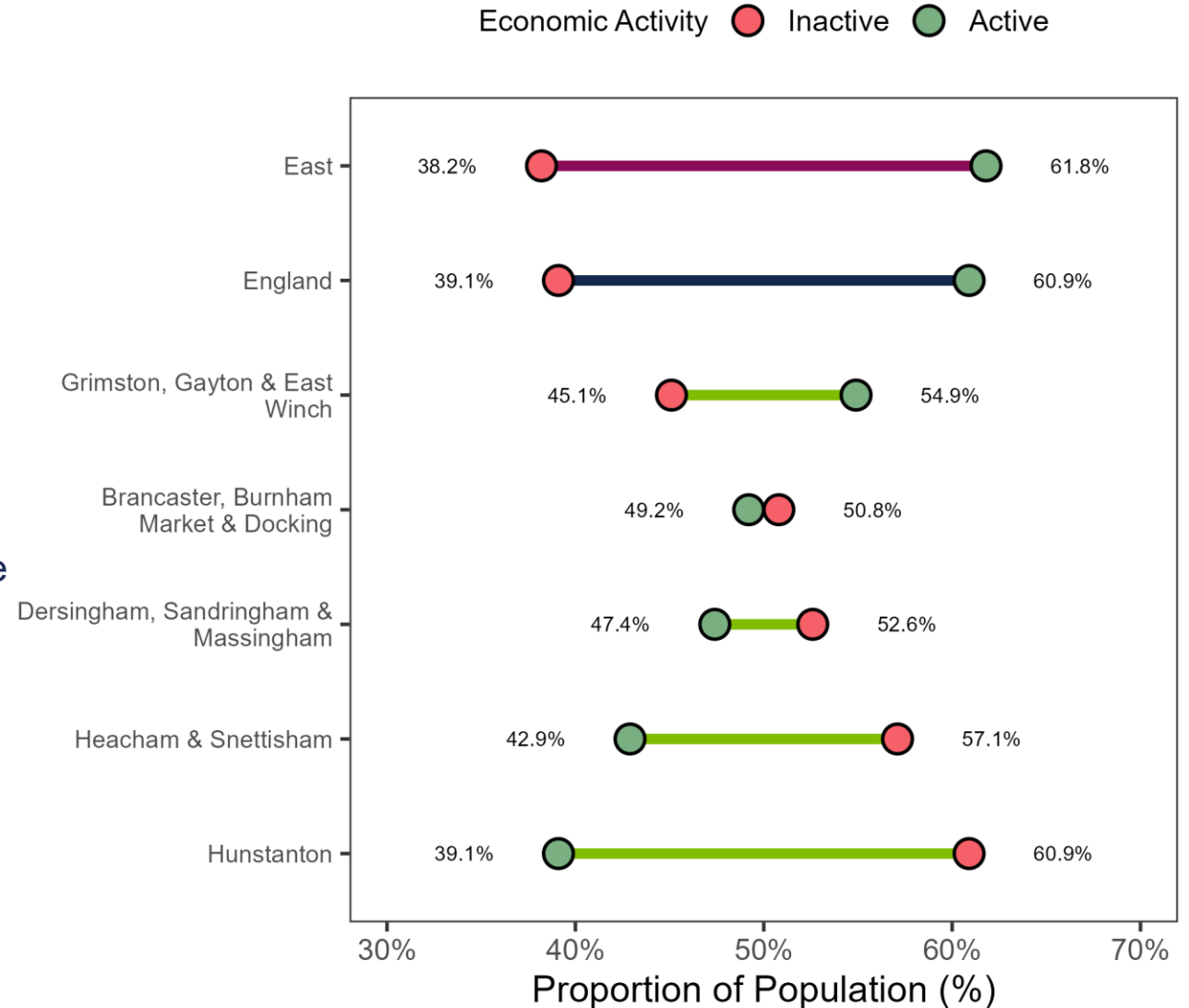
Levels of economic activity reported across MSOAs within the West Norfolk Coastal neighbourhood during the 2021 Census varied considerably.

Within the neighbourhood, Hunstanton recorded the lowest proportion of economically active residents aged 16–64 at 39.1%, indicating very high levels of economic inactivity among the working-age population.

In contrast, Grimston, Gayton and East Winch recorded the highest proportion of economically active residents (54.9%) among MSOAs within the neighbourhood. However this was still below the East of England (61.8%) and 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 West Norfolk Coastal, the highest levels of employment were in Skilled Trades (15.8%) and Managers, Directors & Senior Officials (15.4%), both above the Norfolk and England averages. This indicates a strong presence of vocational, technical, and leadership-focused roles within the local labour market.

The lowest employment levels were in Process, Plant & Machine Operatives (6.2%) and Sales & Customer Service roles (7.2%), both below county and national averages, suggesting relatively fewer residents working in operational or customer-facing roles compared with wider patterns.

Occupational Groups						
Indicator	West Norfolk Coastal		Norfolk		England	
	Count	Rate	Count	Rate	Count	Rate
Managers, Directors & Senior Officials	2,110	15.4%	49,365	11.9%	3,403,916	12.9%
Professional	1,857	13.6%	68,653	16.6%	5,356,649	20.3%
Associate Professional & Technical	1,457	10.7%	48,630	11.8%	3,499,749	13.3%
Administrative & Secretarial	1,265	9.3%	37,330	9.0%	2,446,565	9.3%
Skilled Trades	2,167	15.8%	52,732	12.8%	2,683,139	10.2%
Caring, Leisure & Other Service	1,497	10.9%	43,994	10.6%	2,447,148	9.3%
Sales & Customer Service	985	7.2%	33,402	8.1%	1,972,553	7.5%
Process, Plant & Machine Operatives	841	6.2%	33,235	8.0%	1,832,666	6.9%
Elementary	1,503	11.0%	46,376	11.2%	2,762,829	10.5%

# Economy and Employment

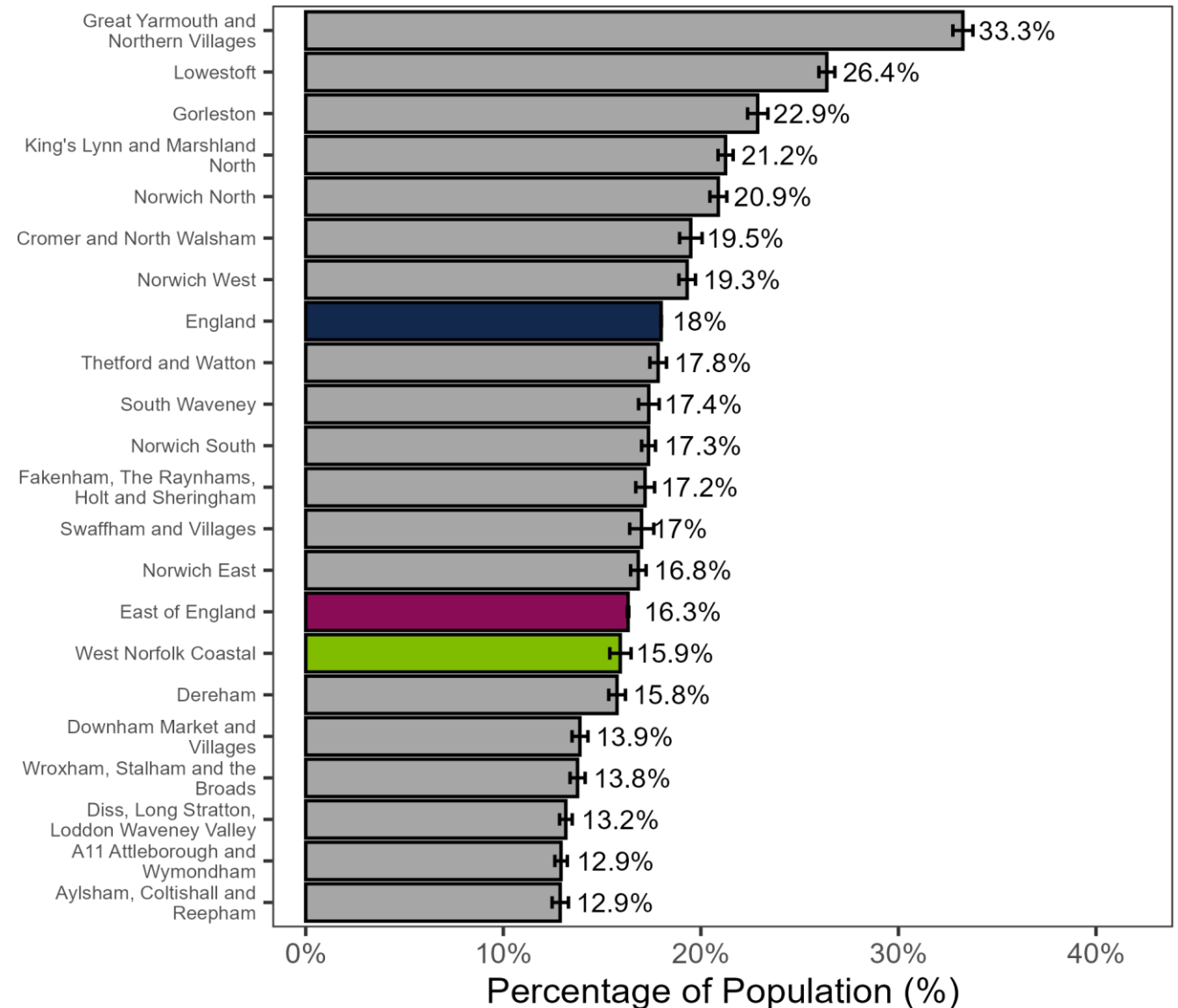
**Universal Credit** is a monthly payment from the government to help with living costs for individuals on a low income or out of work. Eligible individuals must be between 18 and 66 years of age and have less than £16,000 in money, saving and investments.

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 West Norfolk Coastal neighbourhood recorded a claimant rate of 15.9%, which was significantly lower than 11 of the 19 other neighbourhoods and below the England average (18%).

The rate was statistically similar to the East of England average (16.3%). This suggests that economic inactivity in West Norfolk Coastal may be less pronounced than in many other neighbourhoods, though broadly in line with regional trends.

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



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

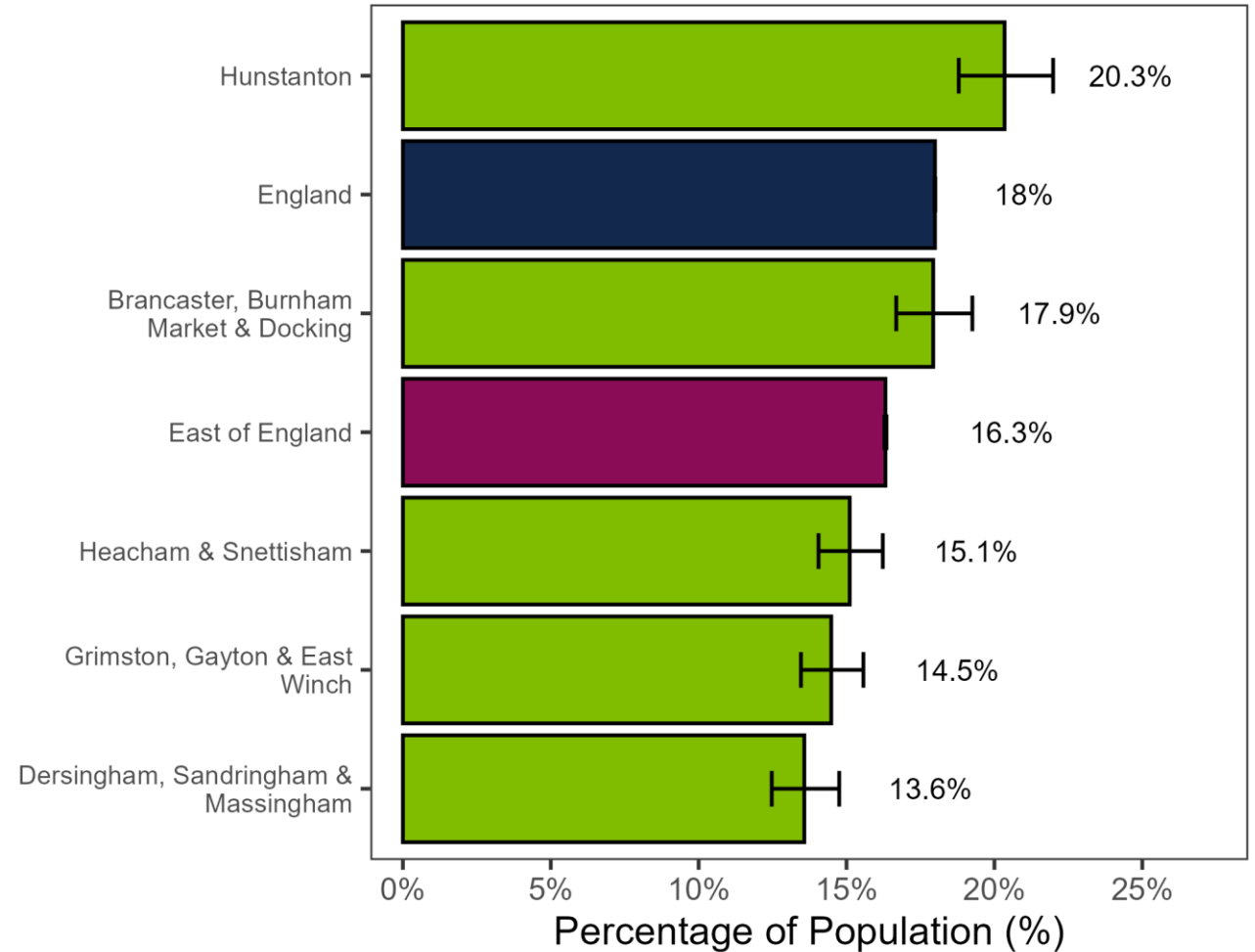
# Economy and Employment

In August 2025, the proportion of residents (aged 18 to 66) claiming Universal Credit varied significantly across MSOAs within the West Norfolk Coastal neighbourhood (ranging from 13.6%-20.3%).

Hunstanton recorded the highest proportion of claimants at 20.3%, significantly more claimants than three of the other four MSOAs within the neighbourhood. This figure was also significantly higher than the East of England (16.3%) average and the England average(18%).

Dersingham, Sandringham and Massingham reported the lowest proportion of claimants at 13.6%, significantly fewer claimants compared to two of the other four MSOAs within the area and both the East of England and England average.

Universal Credit Claimants by MSOA in West Norfolk Coastal (Aug 2025)



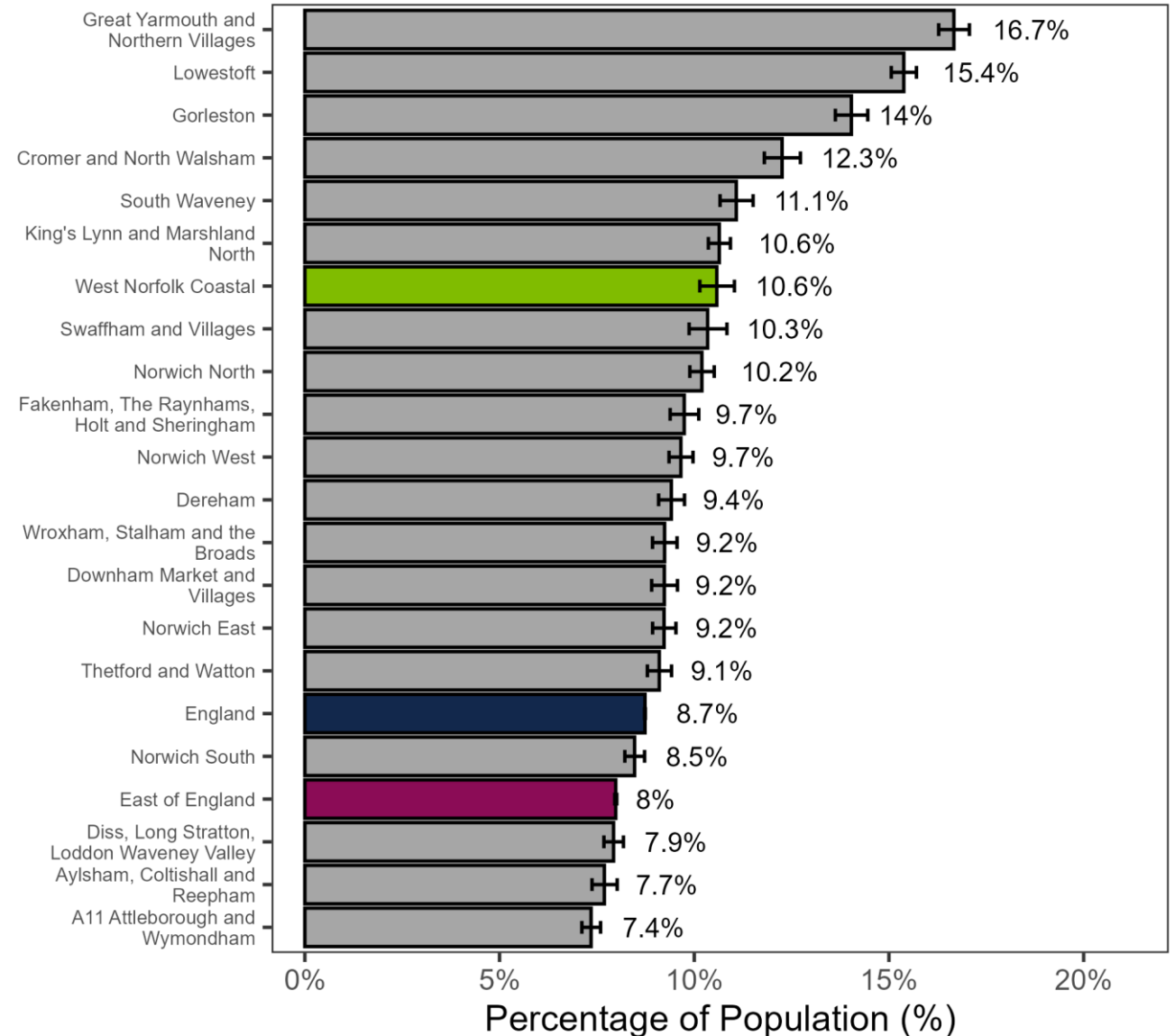
Source: Stat-Xplore, ONS 2024 mid-year population estimates

# 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).

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



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

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 West Norfolk Coastal neighbourhood had a PIP entitlement rate of 10.6%, which was broadly consistent with the average across neighbourhoods (average 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.

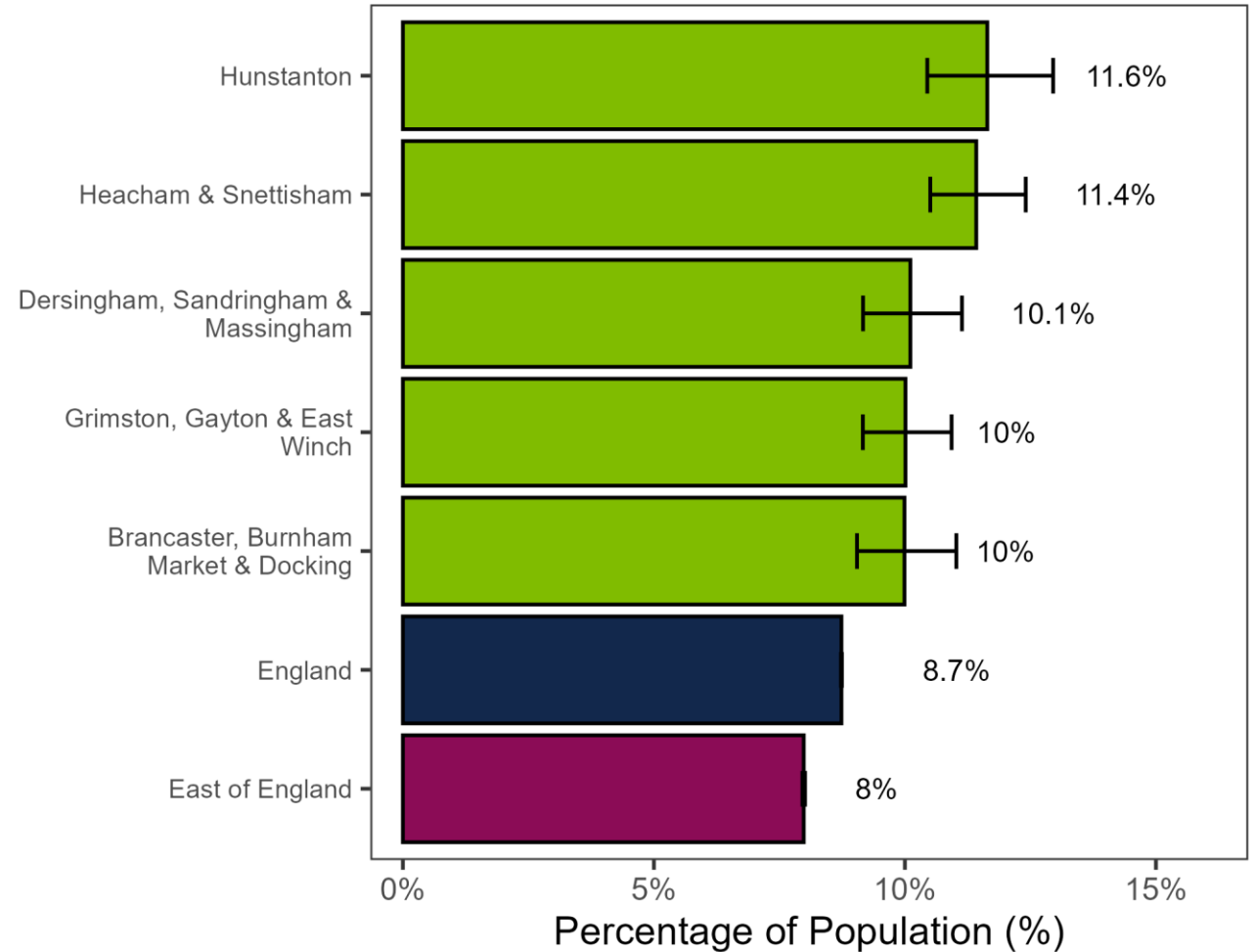
# Economy and Employment

In June 2025, the proportion of residents aged 16 to 66 entitled to Personal Independence Payment (PIP) across MSOAs within the West Norfolk Coastal neighbourhood showed only minor variation (ranging from 10% to 11.6%).

Hunstanton recorded the highest entitlement rate at 11.6%, although this was not significantly higher than any other MSOA within the neighbourhood.

Entitlement in all MSOAs was significantly higher than the East of England average (8%) and the England average (8.7%). This suggests that health-related support needs in West Norfolk Coastal are consistently higher than regional and national levels, indicating a higher prevalence of long-term health conditions or disabilities across the neighbourhood.

Population Entitled to PIP by MSOA in West Norfolk Coastal (June 2025)



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

# Housing

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

Compared to England, West Norfolk Coastal has a higher proportion of homes owned outright (50.9% vs 32.5%) and a lower proportion with a mortgage (19.2% vs 28.8%). Its combined social renting rate (council and housing association) is 11.7%, which is lower than the national average of 17.1%. The private renting rate (Landlord/rent free/other) at 17.7% is lower than the England average (20.6%).

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

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>West Norfolk Coastal</b>	<b>50.9%</b>	<b>19.2%</b>	<b>14.2%</b>	<b>9.7%</b>	<b>2.0%</b>	<b>3.4%</b>	<b>0.4%</b>	<b>&lt;0.1%</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%
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%
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)

Life expectancy is similar or better than the England average, with good outcomes especially for males.

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

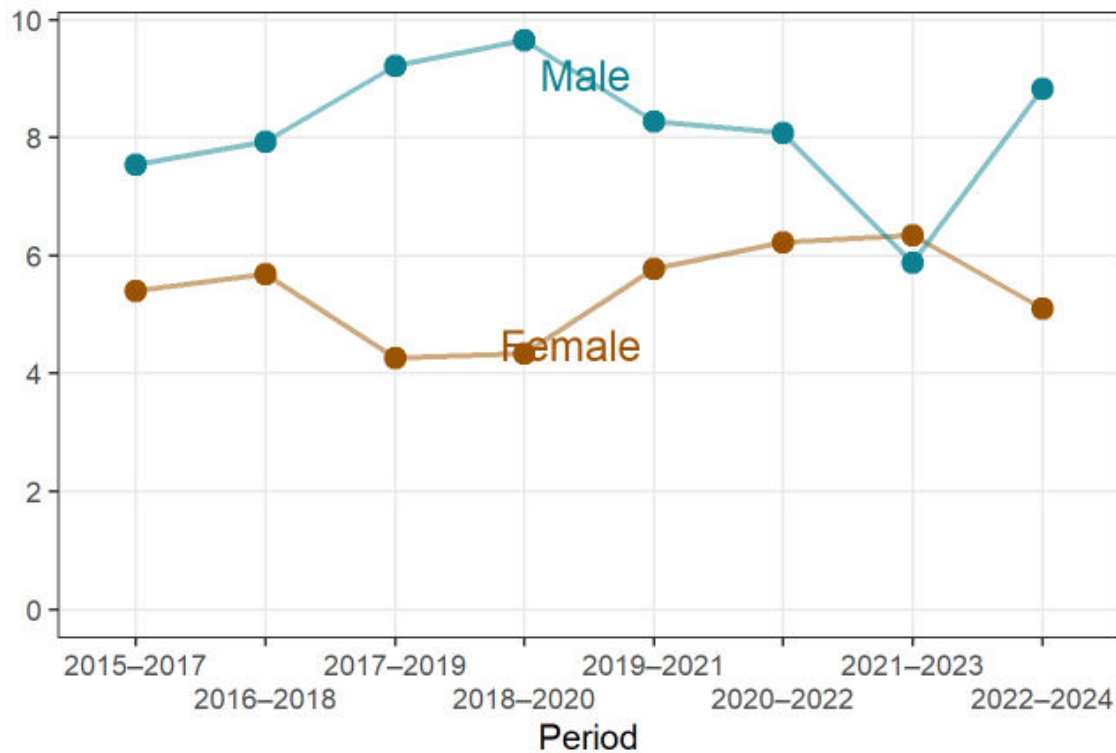
	Period	England	Brancaster, Burnham Market & Docking	Dersingham, Sandringham & Massingham	Grimston, Gayton & East Winch	Heacham & Snettisham	Hunstanton
Life expectancy at birth - Female	2019 - 23	83	83.3	83.9	86.2	81.6	81.8
Life expectancy at birth - Male	2019 - 23	79.1	83	83.3	82.6	80.1	79.6
Mortality from all causes	2019 - 23	100	86	75.6	72.7	97.6	95.7
Mortality from all causes (aged under 75)	2019 - 23	100	83	79.6	66.7	86.4	96.2
Mortality from cancer	2019 - 23	100	96.9	95.3	81.9	94.1	97.3
Mortality from cancer (aged under 75)	2019 - 23	100	89.3	93.4	88.5	103	100
Mortality from cardiovascular disease	2019 - 23	100	91.8	77.2	62.8	84.1	98.7
Mortality from cardiovascular disease (aged under 75)	2019 - 23	100	95.5	66.5	49	63.3	89.5
Mortality from coronary heart disease	2019 - 23	100	91.3	69	59.7	87.6	80
Mortality from stroke	2019 - 23	100	71	87.3	50.5	88.4	108
Mortality from respiratory diseases	2019 - 23	100	70.2	83.2	87.7	103	83.4
Mortality from causes considered preventable (aged under 75)	2019 - 23	100	67.8	66.4	63.4	88.9	85

# Life expectancy inequalities in King's Lynn and West Norfolk

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

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

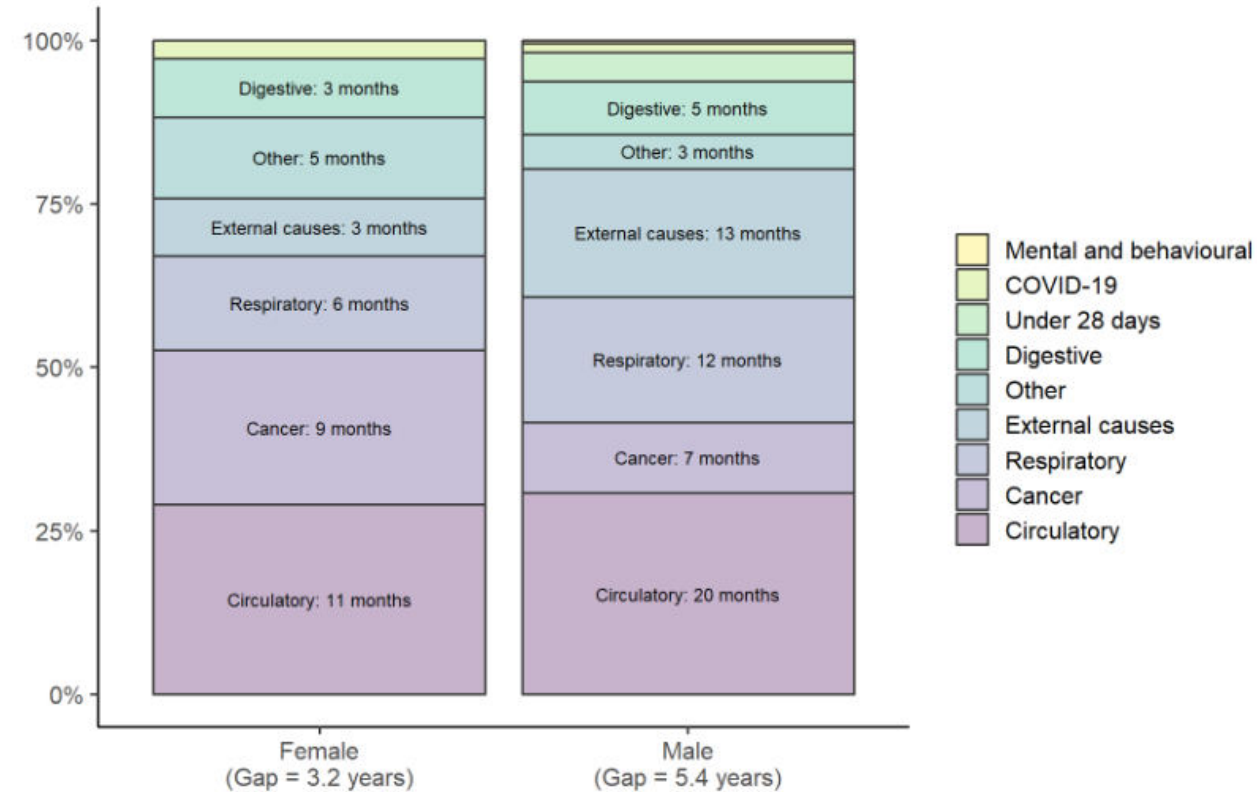
Gap in life expectancy at birth (years)



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

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

Percentage contribution

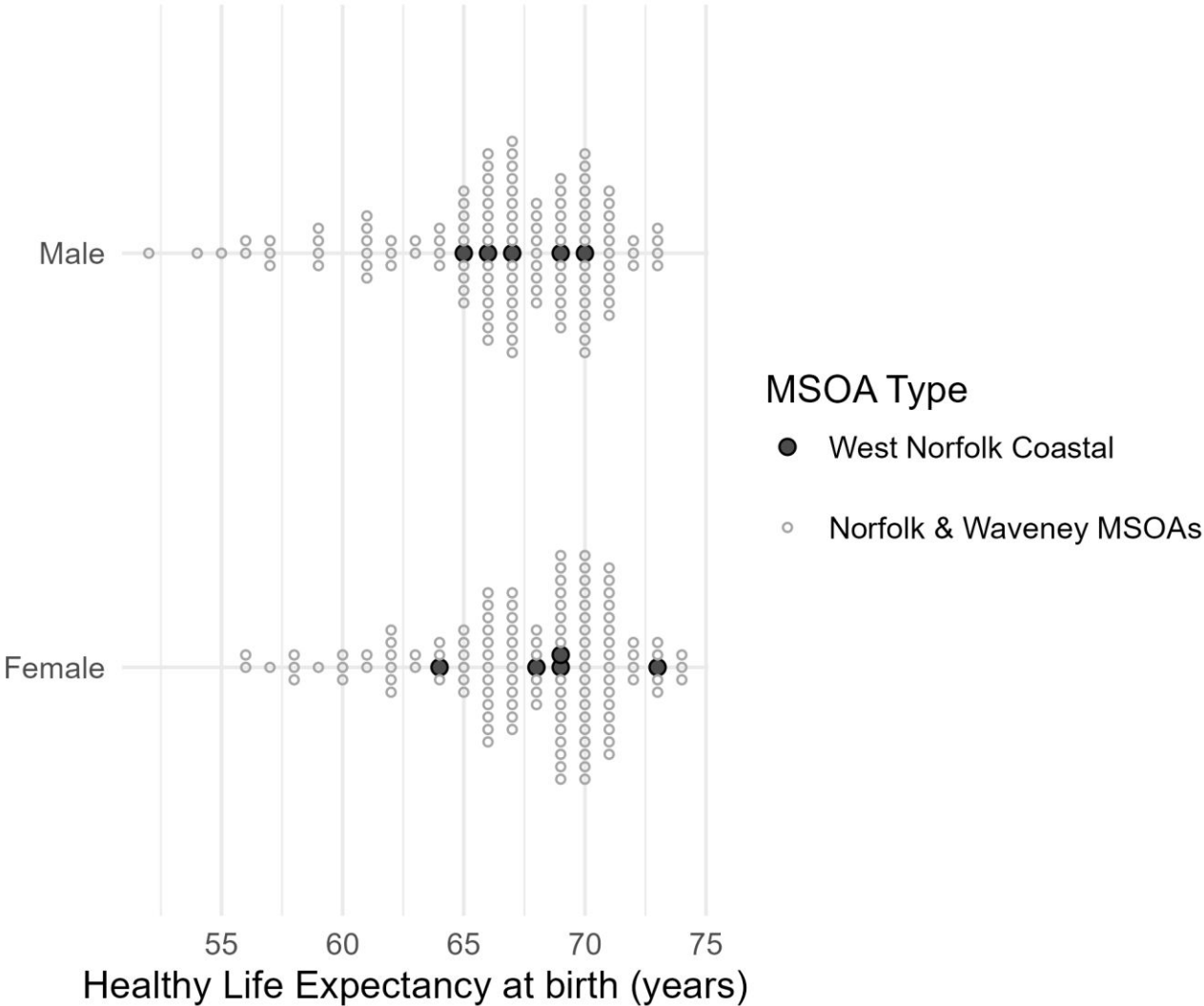


Sources: CRD (NHS Digital) and ONS mid-year estimates  
NB: Small area deprivation scores based on IMD 2025

# Healthy Life Expectancy

Within the West Norfolk Coastal neighbourhood area, healthy life expectancy was generally similar to the Norfolk and Waveney average in 2021.

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

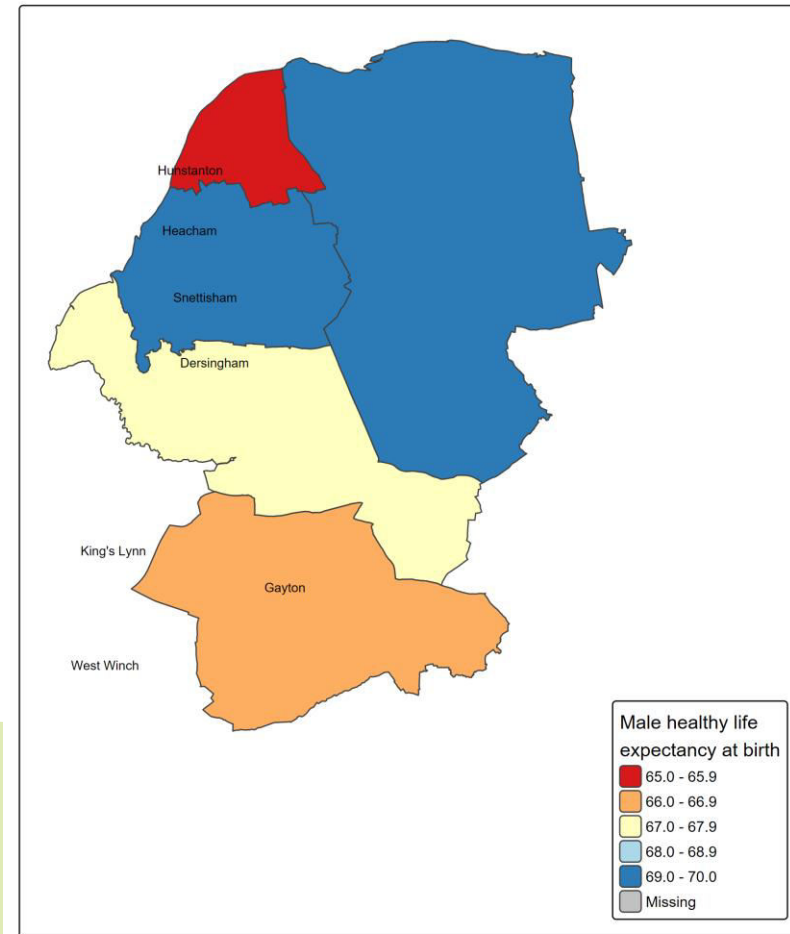
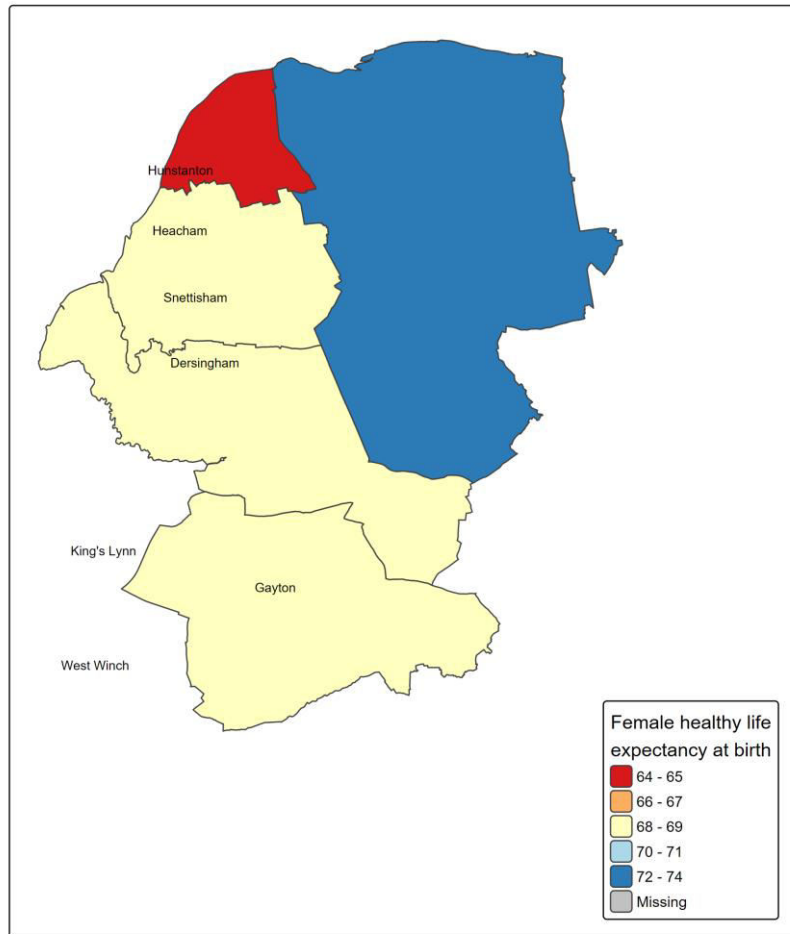


Source: HDIG report 1. Healthy life expectancy and prevention opportunities (2023)

# Healthy Life Expectancy in West Norfolk Coastal

Within the West Norfolk Coastal neighbourhood area, female healthy life expectancy was lowest in Hunstanton and highest in Brancaster, Burnham Market & Docking in 2021.

Male healthy life expectancy was lowest in Hunstanton and highest in Brancaster, Burnham Market & Docking in 2021.



# Deaths

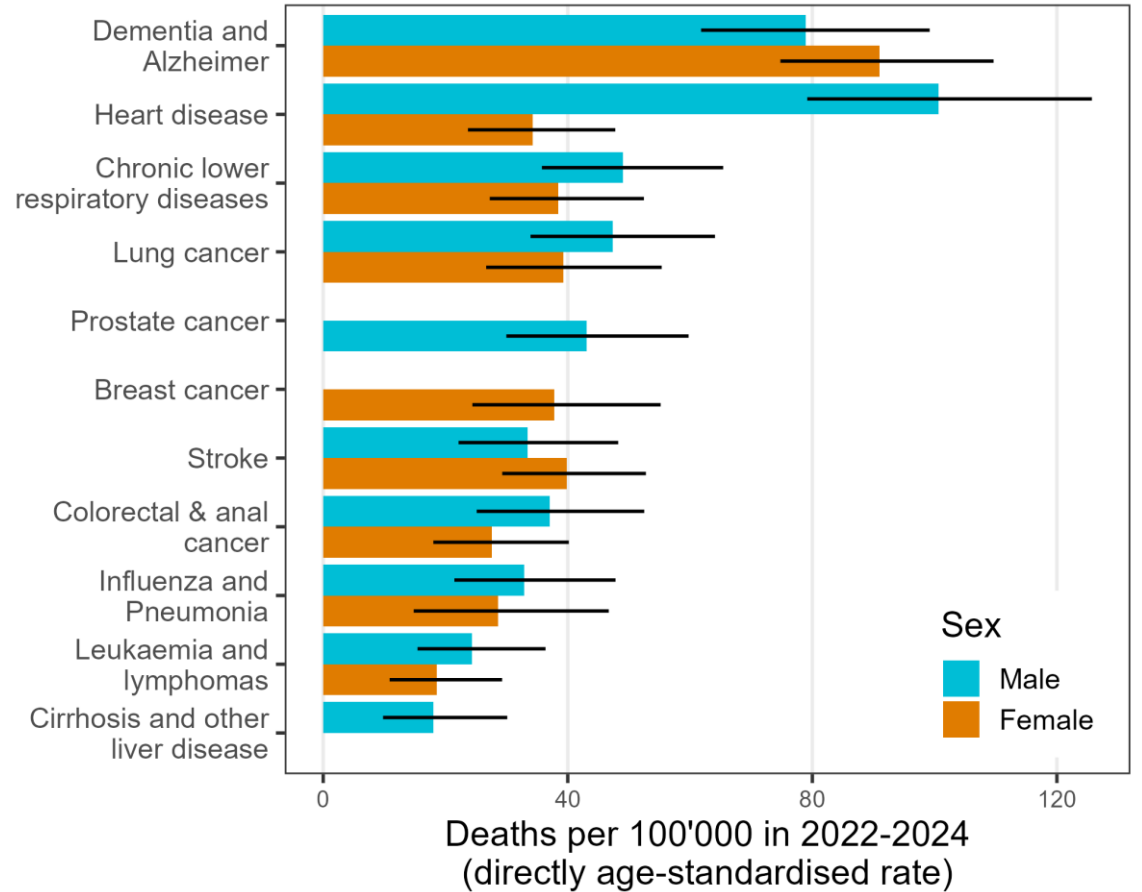
Deaths in West Norfolk Coastal



Source: NOMIS

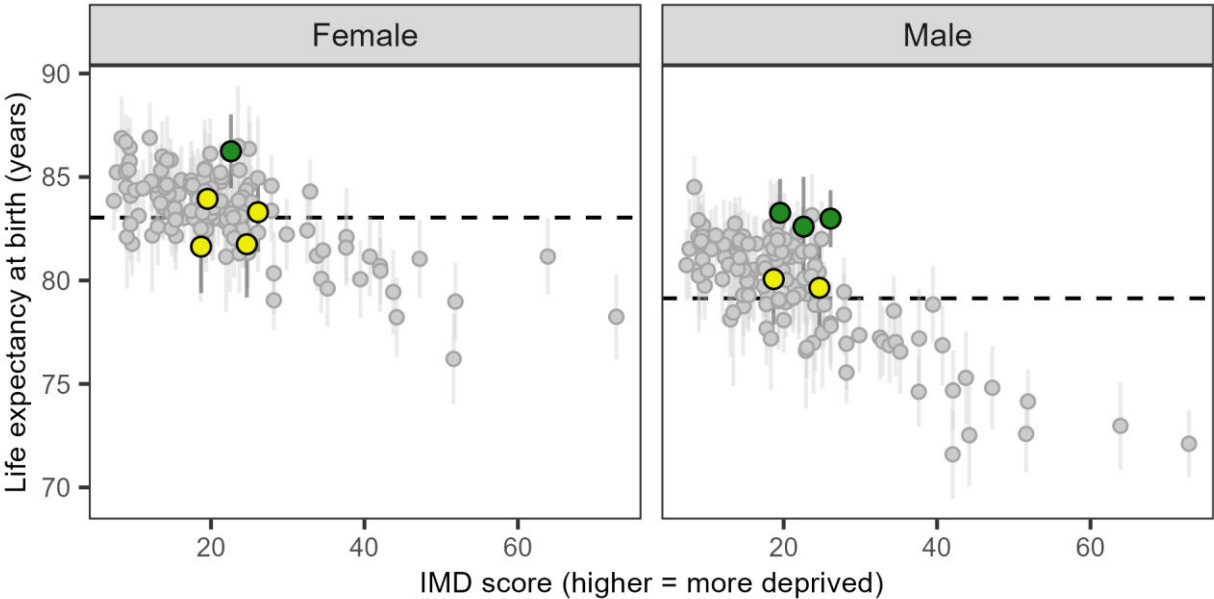
Leading causes of death in West Norfolk Coastal

Leading cause of death

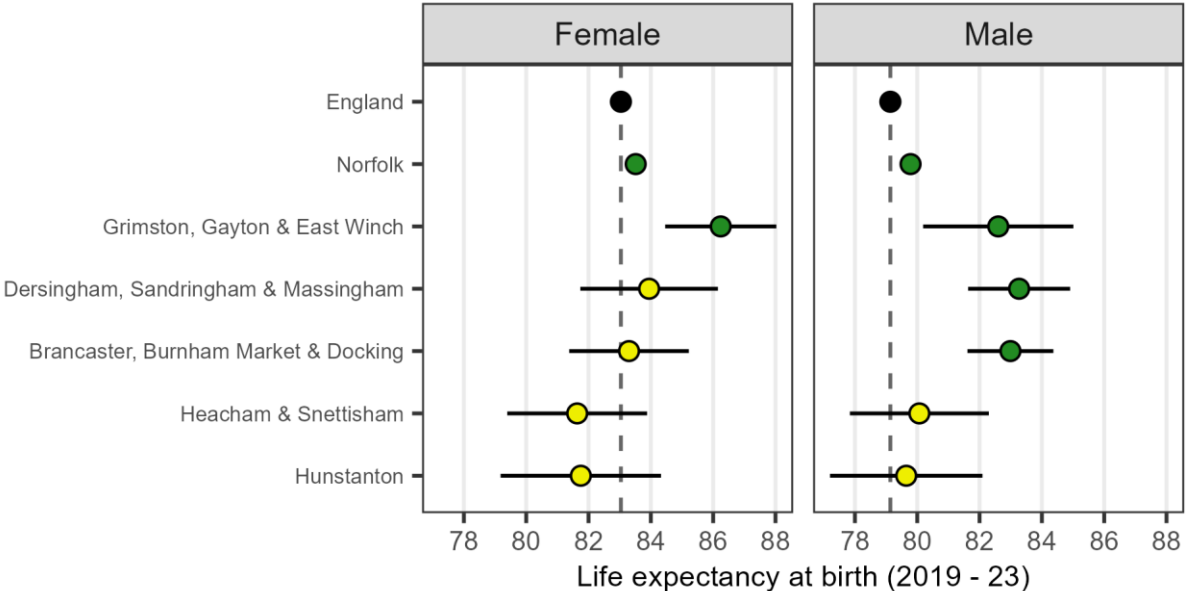


Source: CRD (NHS Digital) and ONS mid-year population estimates

# Life expectancy in West Norfolk Coastal



Life expectancy in West Norfolk Coastal is generally in better than England and similar to the Norfolk average, consistent with average levels of deprivation.



There is moderate variation between small areas. The difference between male and female life expectancy is small compared to other areas.

- Better
- Similar
- Worse
- Not compared

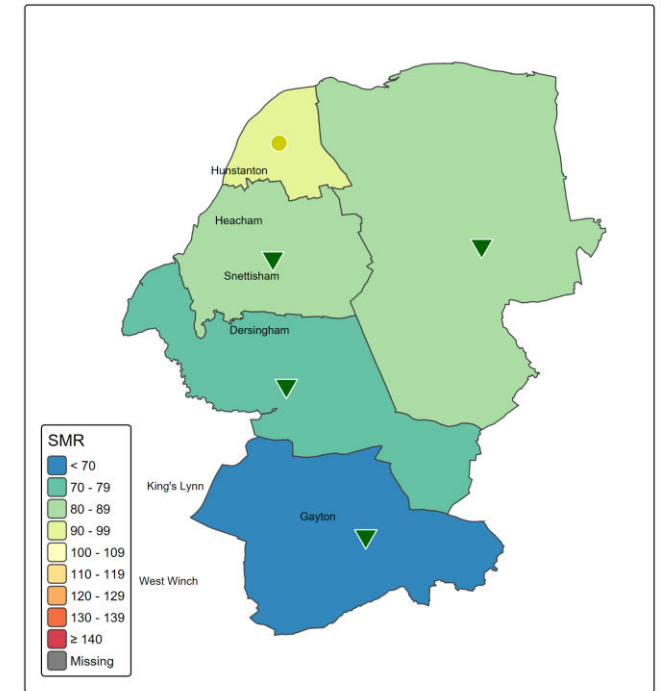
Source: OHID Fingertips

# Premature mortality

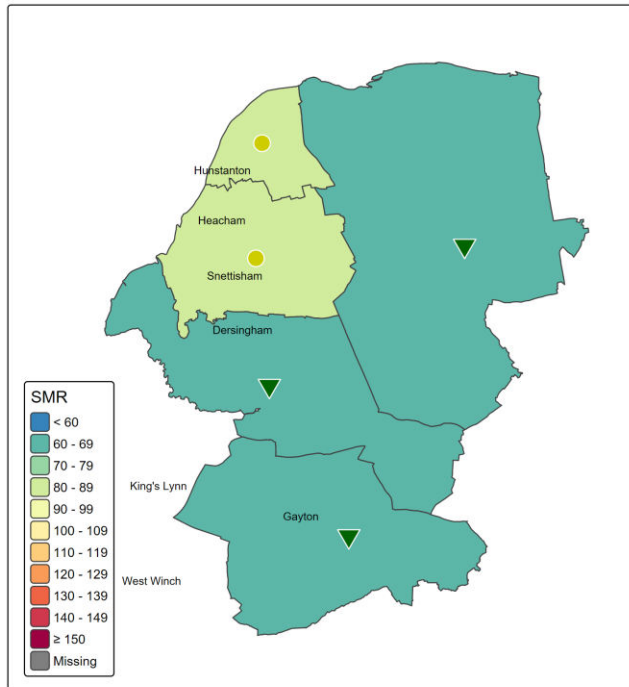
There were 657 deaths of people under the age of 75 in West Norfolk Coastal in 2019 - 23. Overall, the rate of premature mortality was 18% lower than the England average.

Locally, the highest rate of premature mortality was in Hunstanton (Standardised Mortality Ratio = 96.2). The lowest rate was in Grimston, Gayton & East Winch. Four small areas (MSOAs) had a significantly better premature mortality rate than the England average (green triangles).

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



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



# Preventable mortality

In 2019 - 23, 274 deaths of people under the age of 75 in West Norfolk Coastal were from causes considered preventable. Overall, there was a 25% lower rate of preventable mortality compared to the national average.

Locally, the highest rate of preventable mortality was in Heacham & Snettisham (Standardised Mortality Ratio = 88.9). The lowest rate was in Grimston, Gayton & East Winch. Three small areas (MSOAs) had a significantly better preventable mortality rate than the England average.



# Behavioural determinants of health

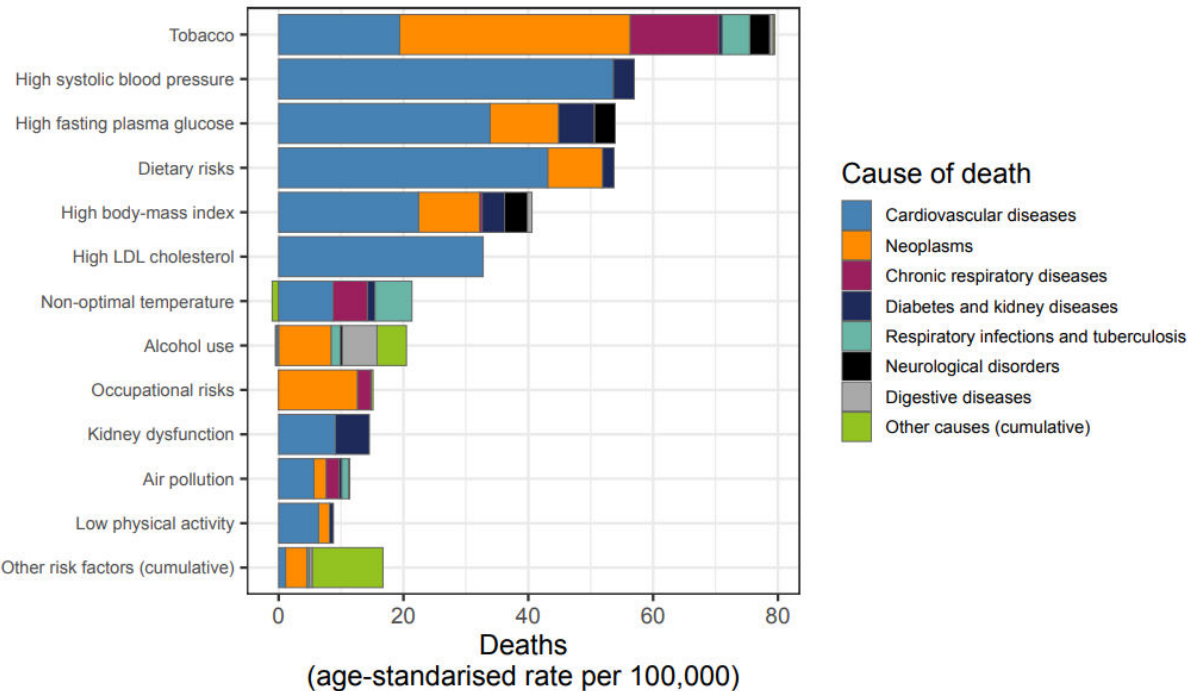
- This section examines lifestyle and behavioural risk factors such as smoking, diet, and physical activity, which contribute to preventable disease.

# 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.

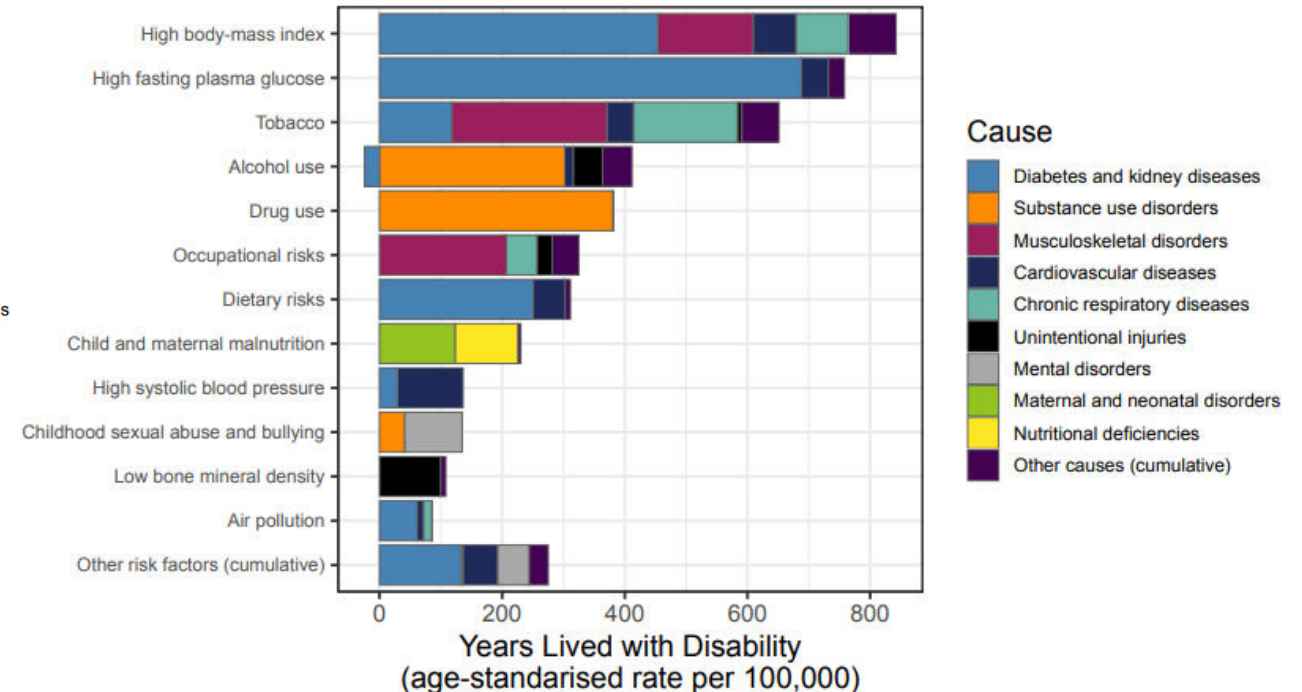
## Deaths

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

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

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

Childhood overweight prevalence in the local areas is average, but there are high rates of hospital admissions for young children.

	Period	England	Brancaster, Burnham Market & Docking	Dersingham, Sandringham & Massingham	Grimston, Gayton & East Winch	Heacham & Snettisham	Hunstanton
Reception prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	9.64	12.5	6.9	9.09	11.5	
Reception prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	21.9	29.2	17.2	21.2	30.8	18.2
Year 6 prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	22.7	23.1	19.4	23.1	18.8	23.5
Year 6 prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	36.7	30.8	38.7	35.9	31.2	41.2
General fertility rate (women aged 15 to 44)	2018 - 22	54.6	47.6	44.1	51.1	54.4	46.9
Low birth weight of live babies	2018 - 22	6.84	7.18	2.73	6.99	2.83	4.92
Emergency hospital admissions: all causes (aged under 5)	2016/17 - 20/21	141	184	201	219	201	194
Unintentional and deliberate injuries: emergency hospital admissions in children (aged under 5)	2016/17 - 20/21	119	163	159	89.6	192	143
Unintentional and deliberate injuries: hospital admissions in children (aged under 15)	2016/17 - 20/21	92	101	81.3	114	112	99.4
Unintentional and deliberate injuries: hospital admissions in young people (aged 15 to 24)	2016/17 - 20/21	128	112	151	101	147	149

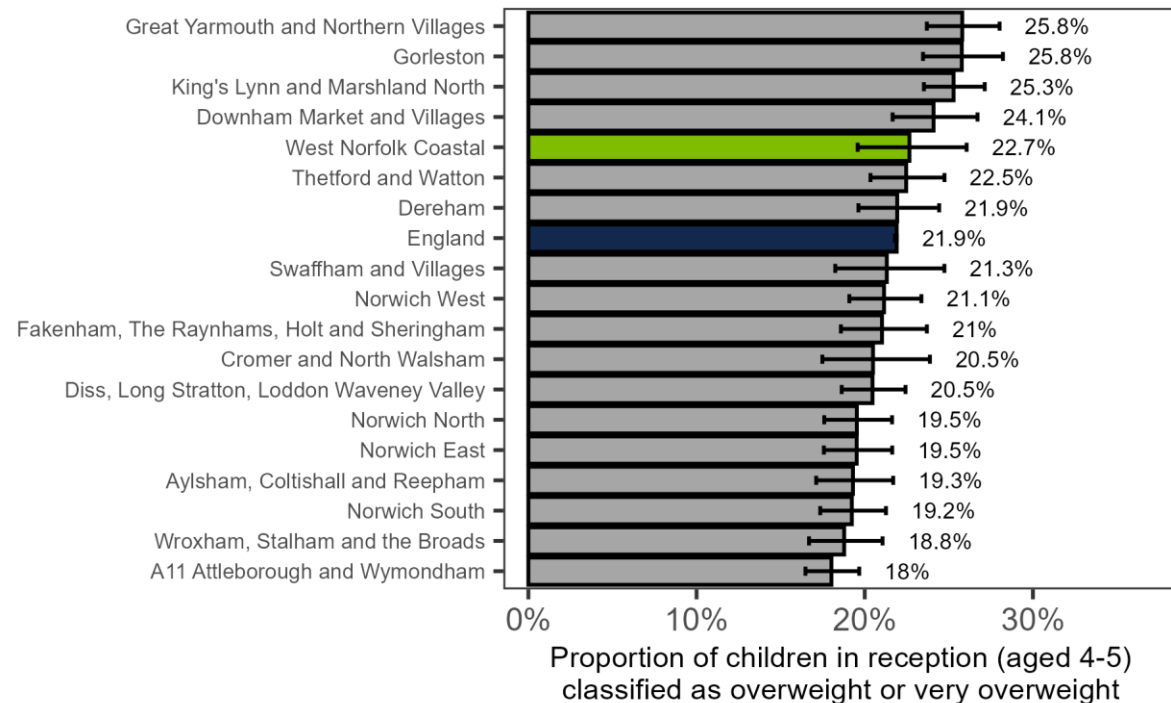
# Behavioural risk factors - children

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%).

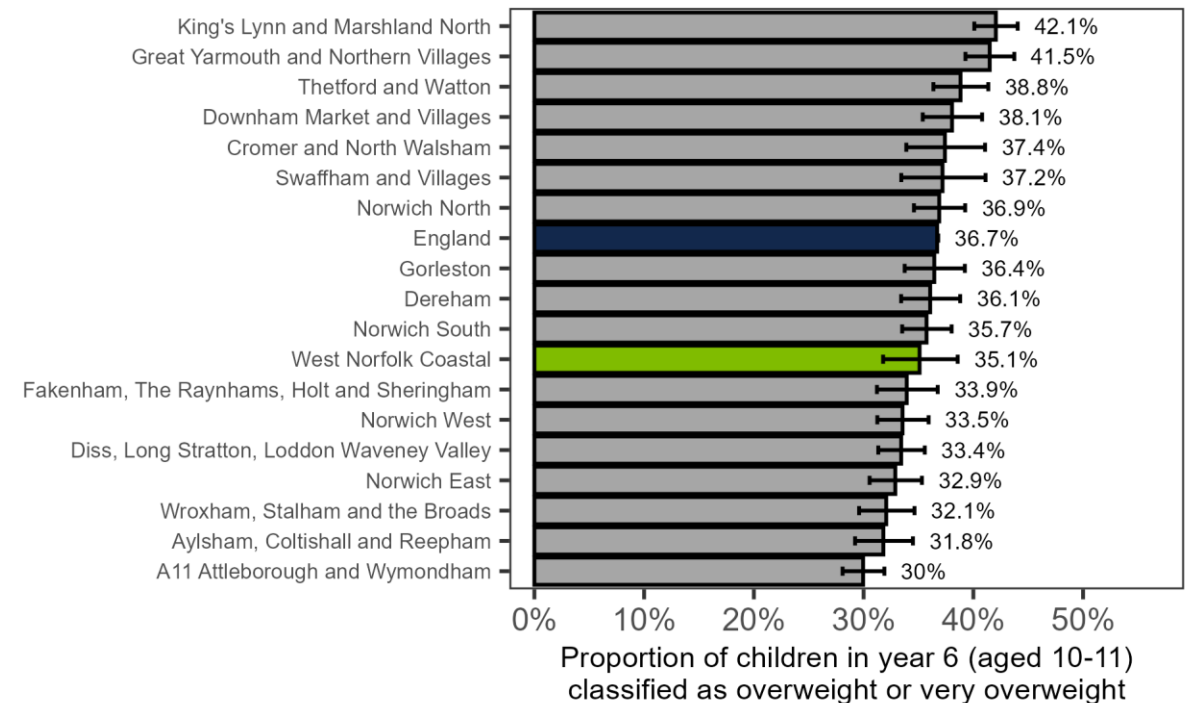
In West Norfolk Coastal, 22.7% of Reception-age children were classified as overweight or very overweight, which was one of the highest proportions across neighbourhoods. This figure was above the England average, although the difference was not statistically significant. Among Year 6-age children, 35.1% were overweight or very overweight. This was below the England average 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

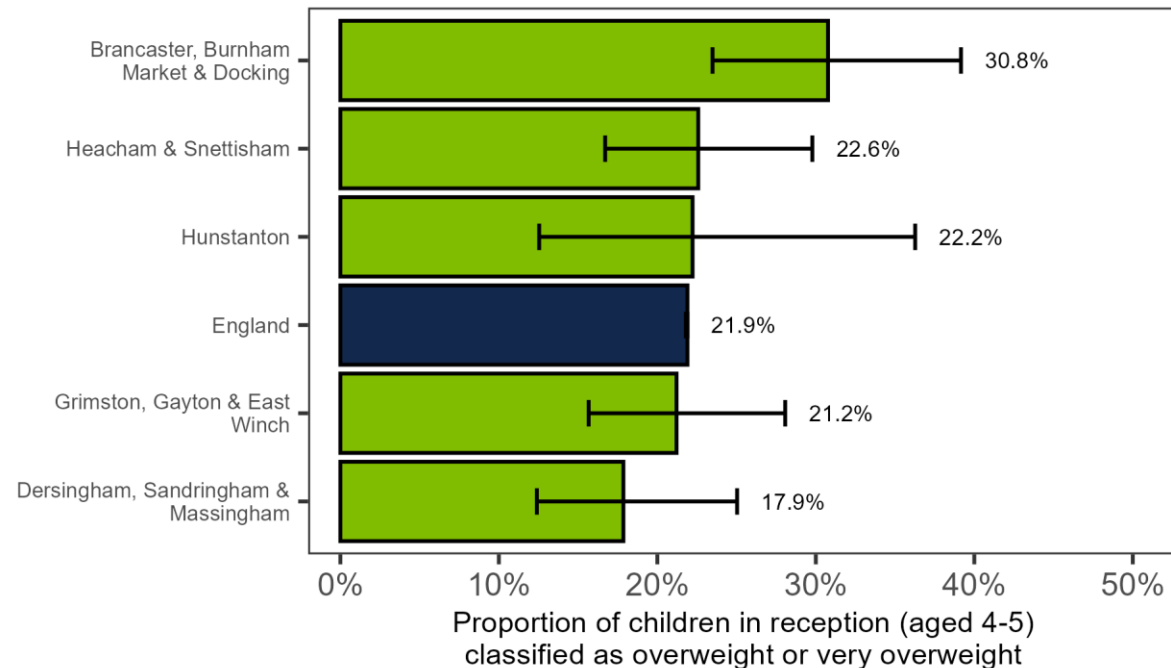
# Behavioural risk factors - children

Within the West Norfolk Coastal 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, Brancaster, Burnham Market and Docking recorded the highest prevalence (30.8%). This was not significantly higher than any of the other MSOAs within the Neighbourhood, but significantly higher than the national average (21.9%).

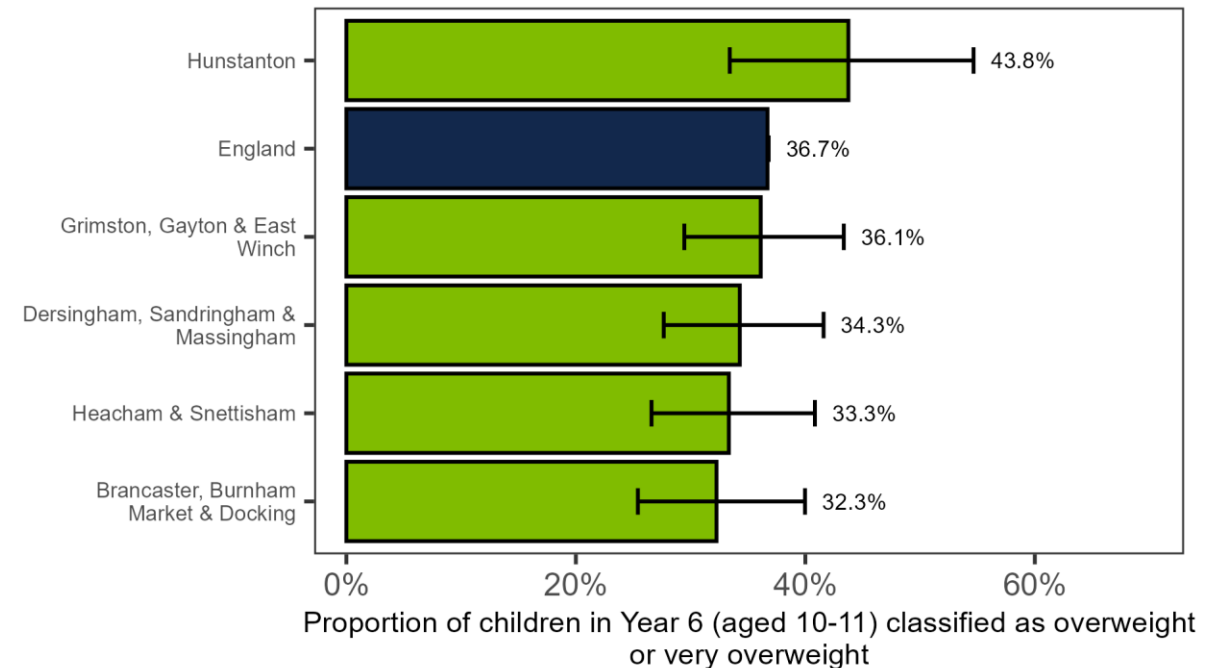
Among Year 6-age children, Hunstanton reported the highest prevalence (43.8%), however this was not significantly higher than any other MSOA within the Neighbourhood or the national average (36.7%).

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



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

# Behavioural risk factors - adults

In King's Lynn and West Norfolk, alcohol-specific hospital admission rates are higher than the Norfolk average but remain below the England average.

Smoking prevalence in the area is higher than both the Norfolk and England averages, indicating a greater local burden of smoking-related health risks.

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

## Norfolk Health and Wellbeing Profiles Adult Lifestyle

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

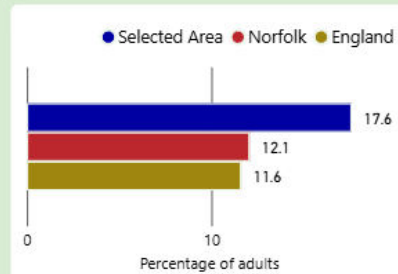
The central government's prevention plan says that making healthy choices is not always easy or clear. Local authorities and their partners have a role in creating an environment that makes healthy choices easier.

### Smoking

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

18%

of adults currently smoke



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

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

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

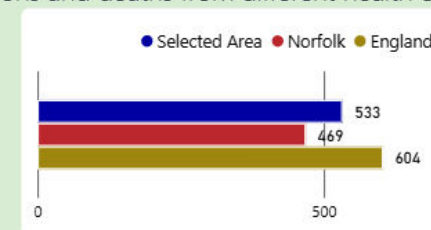


### Alcohol

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

533

hospital admissions for alcohol specific conditions per 100,000 people



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

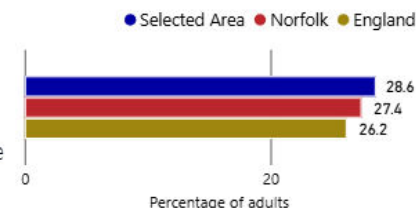
### Healthy Weight

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



29%

of adults are predicted to be obese



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

# Disease and poor health

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

# Disease and poor health

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

The burden of long-term conditions is high and will rise further with ageing demographics. Cardiovascular disease, respiratory conditions and diet-related risks remain priorities for prevention and management.

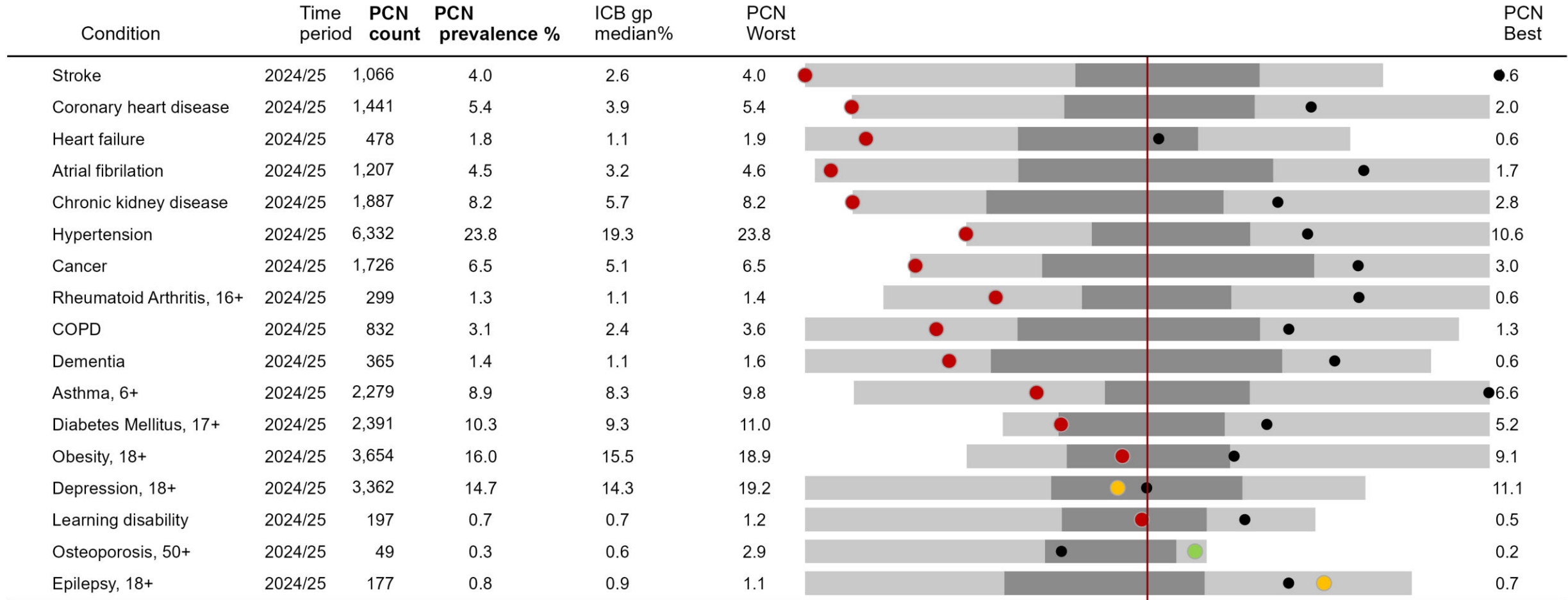
Generally, unplanned hospital admissions are higher than average.

	Period	England	Brancaster, Burnham Market & Docking	Dersingham, Sandringham & Massingham	Grimston, Gayton & East Winch	Heacham & Snettisham	Hunstanton
Emergency hospital admissions: all causes	2016/17 - 20/21	100	90.3	107	114	117	105
Coronary heart disease: emergency hospital admissions	2016/17 - 20/21	100	116	131	119	136	102
Stroke: emergency hospital admissions	2016/17 - 20/21	100	91.9	88.6	89.3	110	119
Heart attack (myocardial infarction): emergency hospital admissions	2016/17 - 20/21	100	118	102	107	120	95.6
Chronic obstructive pulmonary disease (COPD): emergency hospital admissions	2016/17 - 20/21	100	77.5	79.3	100	106	111
Intentional self-harm: emergency hospital admissions	2016/17 - 20/21	100	113	150	140	130	200
Hip fracture: emergency hospital admissions (aged 65 and over)	2016/17 - 20/21	100	73.5	97.6	87.8	98	96.5
Alcohol-related conditions: admission episodes (all primary and secondary diagnoses)	2016/17 - 20/21	100	98.3	111	131	118	114
Hospital admissions for alcohol attributable conditions, narrow definition	2016/17 - 20/21	100	100	118	142	112	125

# Long-term conditions

This spine chart shows how West Norfolk Coastal 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 West Norfolk Coastal PCN are placed on top of these summaries, allowing the viewer to compare it with other areas for that measure. The circle colours red amber or green represent the PCN being worse, similar or better compared to the national value (black circle).

## West Norfolk Coastal 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

## West Norfolk Coastal PCN



Diabetes Mellitus  
prevalence, 17+  
2,400



Chronic kidney  
disease  
prevalence, all age  
1,900



Coronary heart  
disease, all age  
1,400



Stroke and  
transient ischaemic  
attack, all age  
1,100

0

500

1,000

1,500

2,000

2,500

3,000

This chart shows the estimated number of patients with major long-term conditions within the West Norfolk Coastal PCN.

Diabetes affects around 2,400 adults, and chronic kidney disease affects 1,900 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.

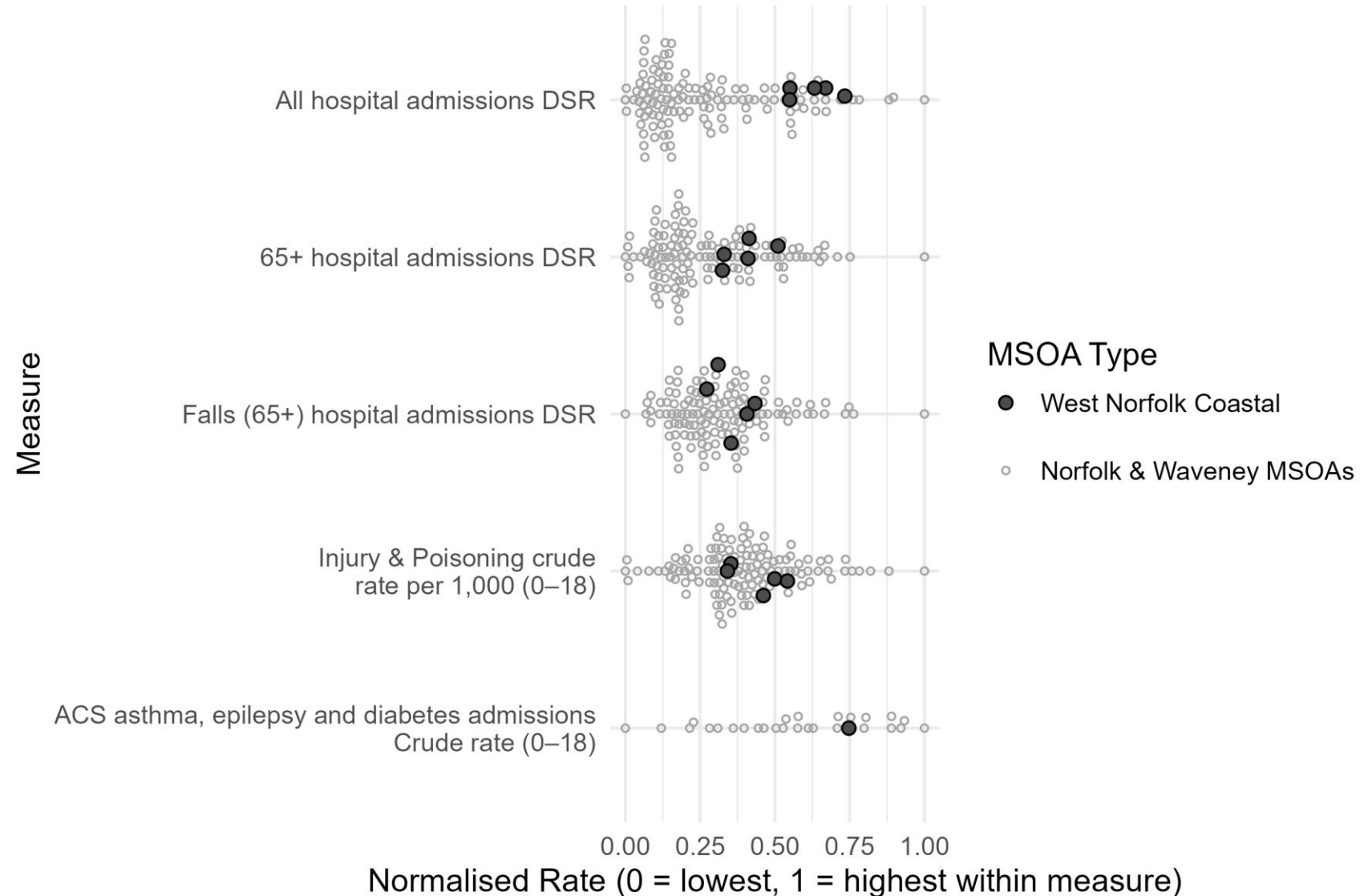
# Healthcare - unplanned hospital admissions

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

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

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

Neighbourhood MSOA emergency hospital admission rate comparison



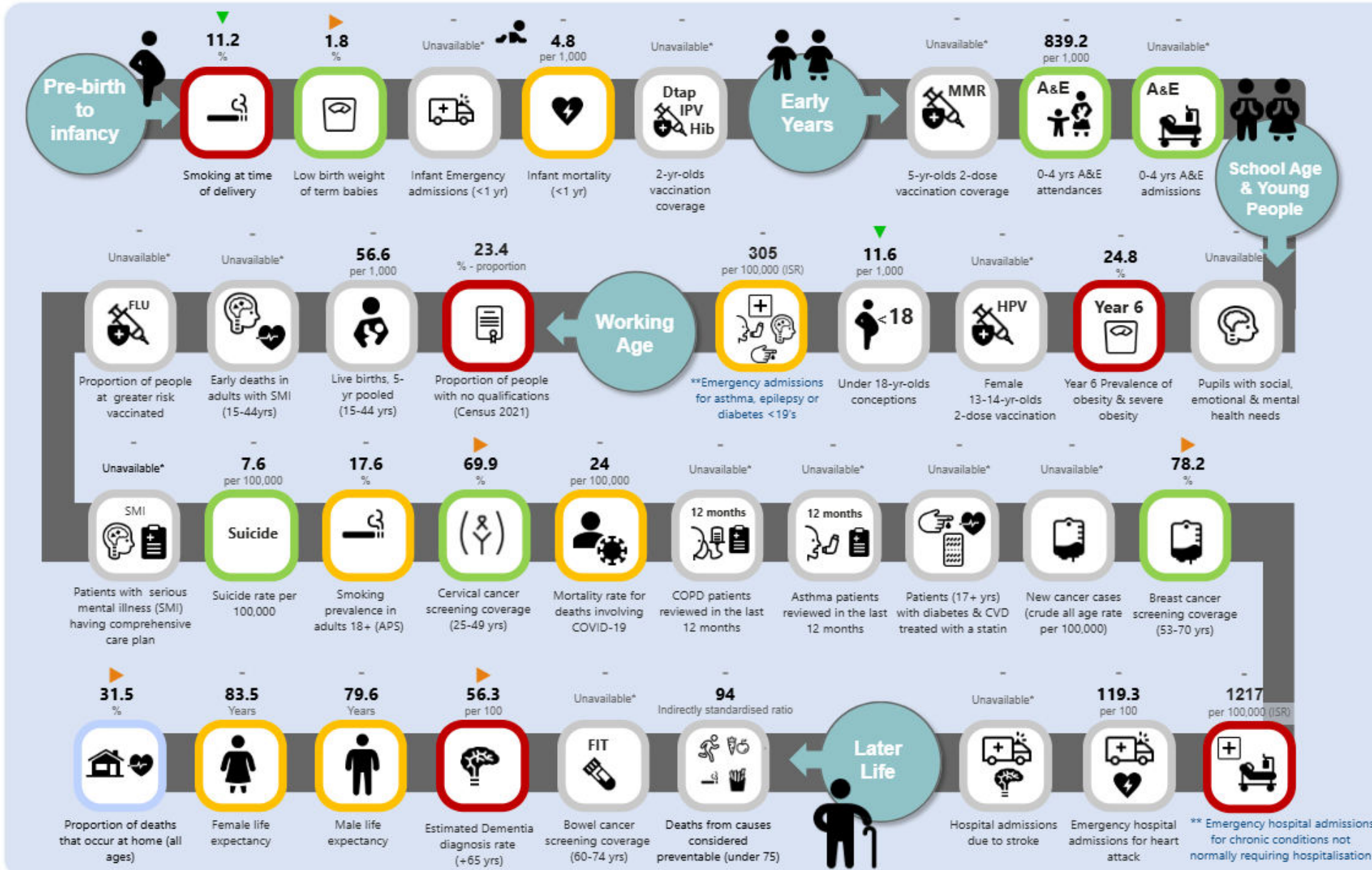
# Healthcare - unplanned hospital admissions

Measure	Hunstanton	Heacham & Snettisham	Grimston, Gayton & East Winch	Brancaster, Burnham Market & Docking	Dersingham, Sandringham & Massingham
All hospital admissions DSR	7,660	7,255	7,020	6,501	6,494
65+ hospital admissions DSR	11,167	12,238	11,132	10,247	10,185
Falls (65+) hospital admissions DSR	1,824	1,884	1,518	1,702	1,604
Injury & Poisoning crude rate per 1,000 (0–18)	13.8	13.3	14.5	11.6	11.4
ACS asthma, epilepsy and diabetes admissions Crude rate (0–18)				3.3	

# Local strategy measures summary

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

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



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.

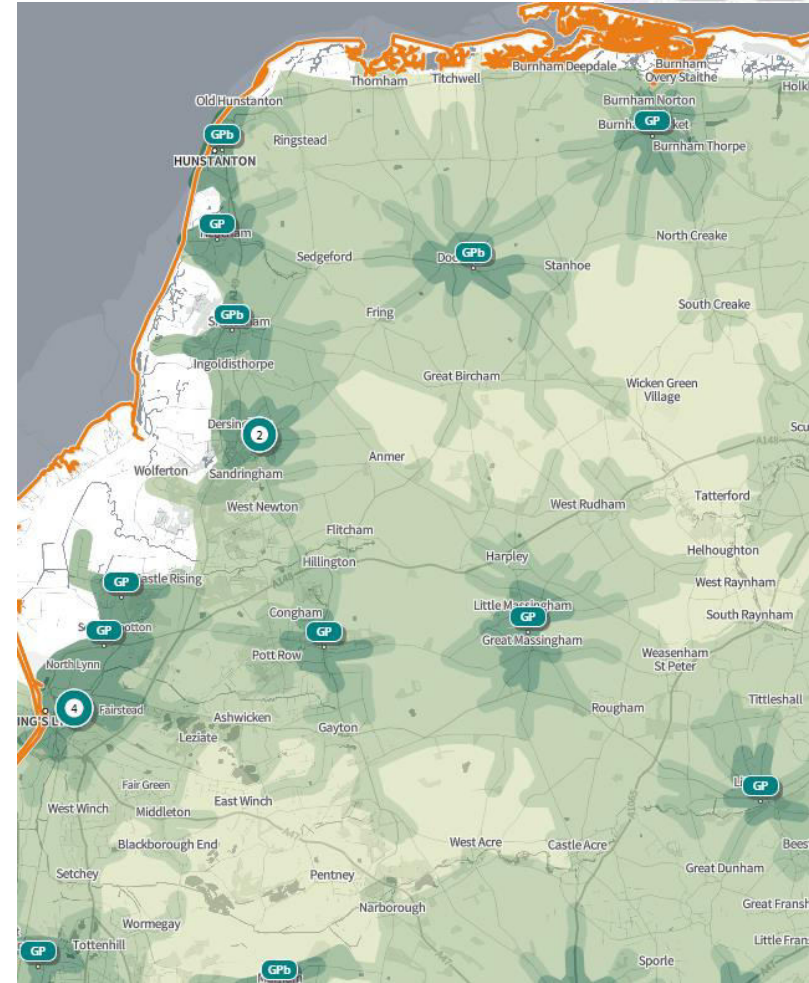
\*\*There is an exception for NHS Outcome metrics marked with asterisks which compare to a 2012 England baseline.

# Services and access

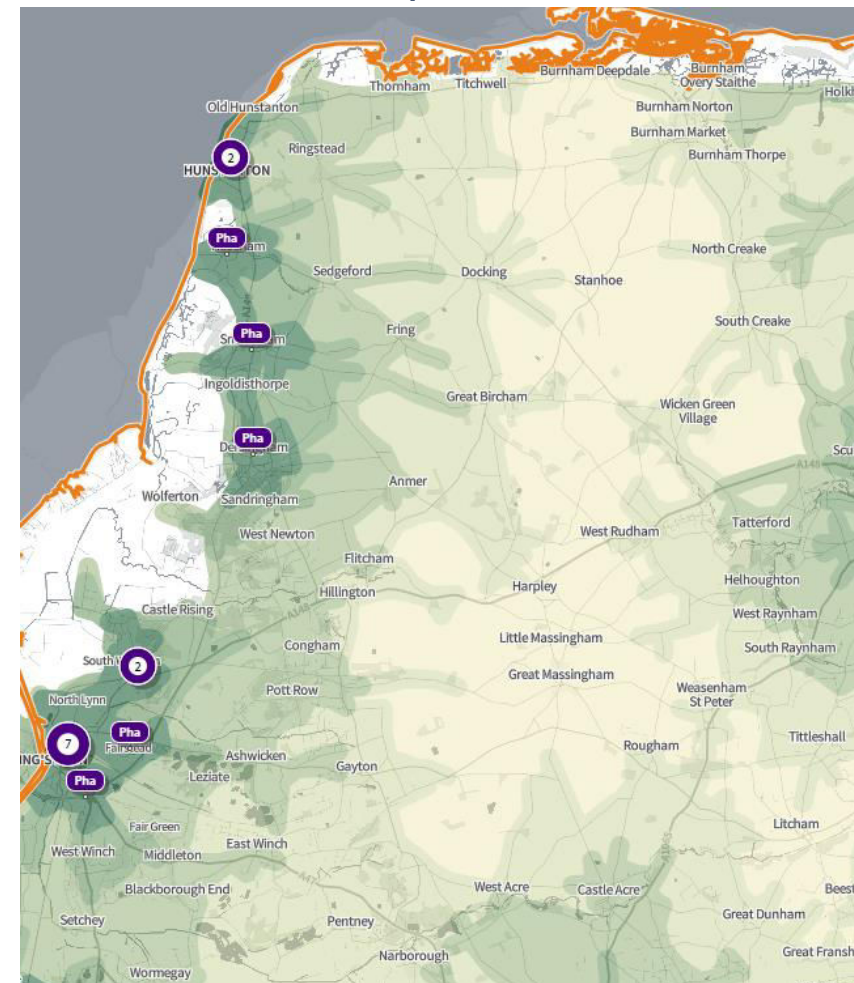
- This section looks at access to health and community services, which is critical for addressing inequalities.

# 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



- 27,481 - 33,753
- 21,007 - 27,475
- 14,339 - 21,003
- 7,558 - 14,338
- 7 - 7,556

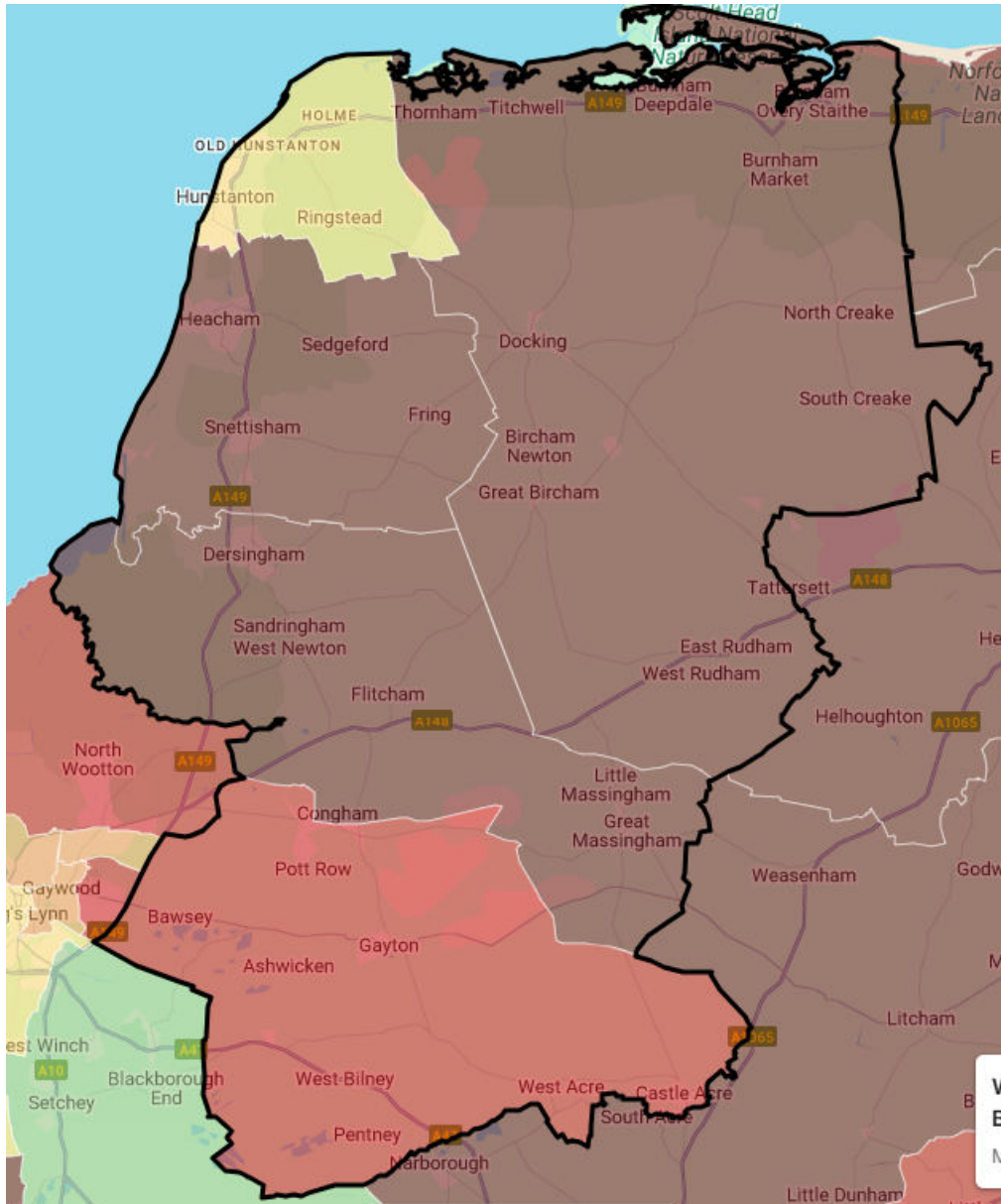
This map shows the Community Needs Index and civic assets ranking, which reflect the availability of community infrastructure and its role in wellbeing.

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

# West Norfolk Coastal – Key Headlines

## Population & Deprivation:

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

## Health Outcomes:

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

## Behavioural Risks:

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

## Disease Burden:

- High LTC prevalence; ageing trend will further increase demand.

## Wider Determinants:

- Very low economic activity; average benefit dependency; high outright home ownership.

# 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.