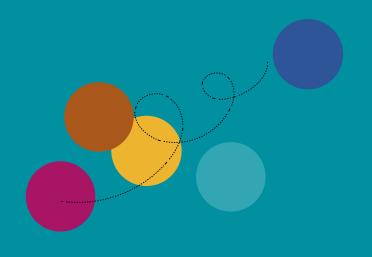


A fair and thriving city, full of ambition

# THE STATE OF NORWICH 2024

# PEOPLE, PLACE, ECONOMY, WELLBEING

All data is accurate as of December 2024



# THE STATE OF NORWICH

OVERVIEW OF THE STATE OF NORWICH



For further information, please select relevant box



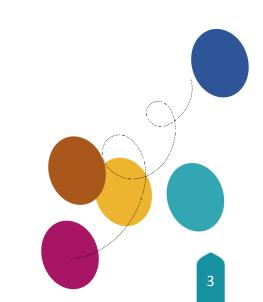
# **OVERVIEW**

The State of Norwich uses key datasets and metrics that can be compared with other places and observed over time to help the council, and its partners, stakeholders and residents develop a shared, long-term view of the city.

The purpose of this evidence base is to create a framework to monitor collective progress towards the council's vision and the shared priorities set out in its community-led plan 'We are Norwich'. Additionally, the datasets and metrics monitor contextual trends and inform decision-making on shared strategic issues, both within the council and across its key partnerships.

The State of Norwich is organised around four key themes, which are:





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# 1. PEOPLE

## INTRODUCTION

The people theme seeks to understand data relating to the following areas:

- Population and characteristics, which considers the size, growth and diversity of the Norwich population.
- **Deprivation and poverty,** which considers poverty in children in absolute low-income families.
- Educational attainment in Norwich in Level 1-Level 4 qualifications.
- Workforce travel, which considers the methods used to travel to work in Norwich.

### **SUMMARY**

The analysis shows that Norwich has experienced significant population growth over the last decade and is the most densely populated district in Norfolk with 3,731 residents per kilometre.

Norwich has the most 15–64-year-olds of all neighbouring districts and of all the districts, Norwich has seen the smallest percentage change in population aged 65 years and older between 2011-2023. Ethnic diversity is low in Norwich, with the proportion of people from an ethnic group other than White is 12.9%.

Norwich, as with any city, faces some challenges including significant and entrenched inequality and deprivation. The latest data published by the <u>End Child Poverty Coalition</u> discovered that one in three children across Norfolk are living in poverty households. In Norwich itself, **35.3%** of children are living in households below the poverty line.

### Overview

Population by Religion

Population by Ethnic Group

Household Composition

Children Living in Low-Income Families

Qualifications

Method Used to Travel to Work

Population by Age



Please select 'Home' to return to the main menu or select a 'Key Theme' in the toolbar for further information on the 'State of Norwich'.

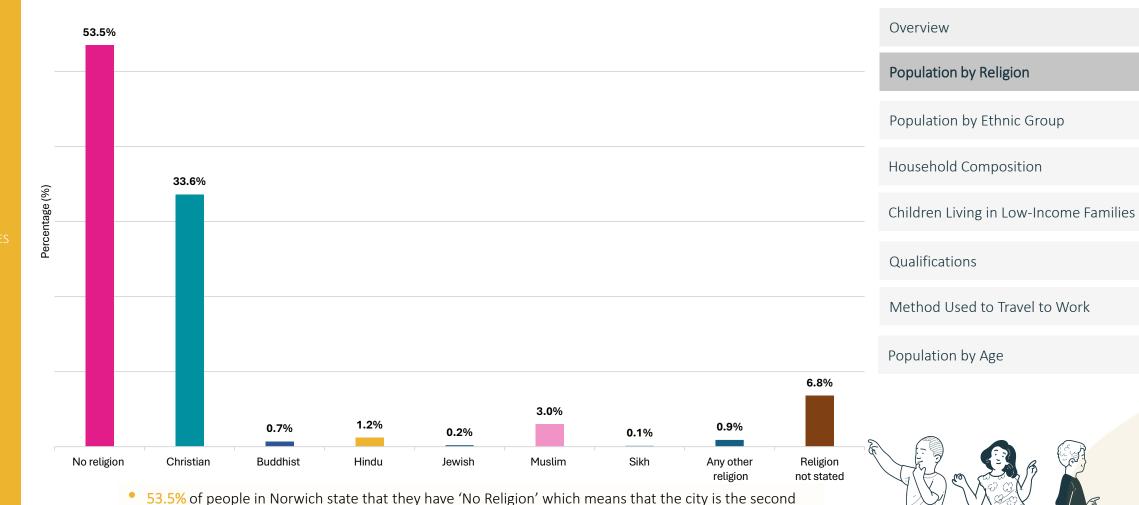
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### POPULATION BY RELIGION, 2021



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least religious in England.

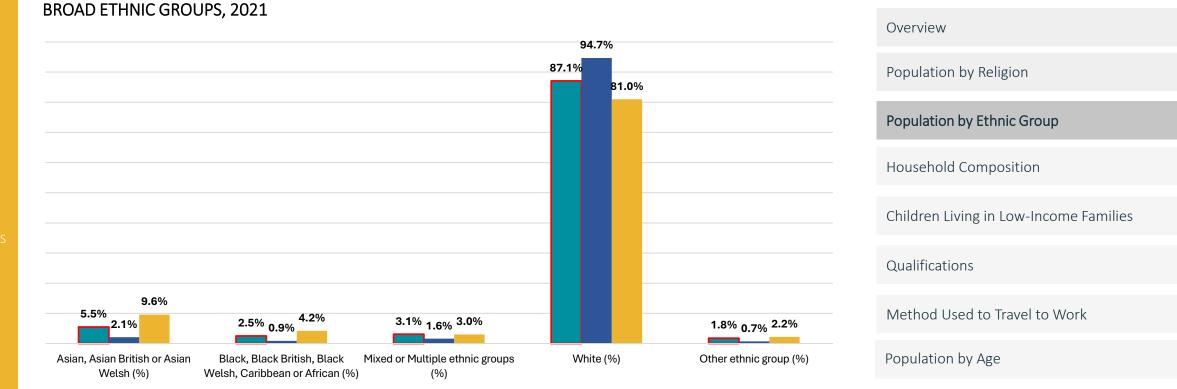
• The number of people in Norwich who said they were Christian dropped from 44.9% in 2011 to 33.6% in 2021.

1. PEOPLE



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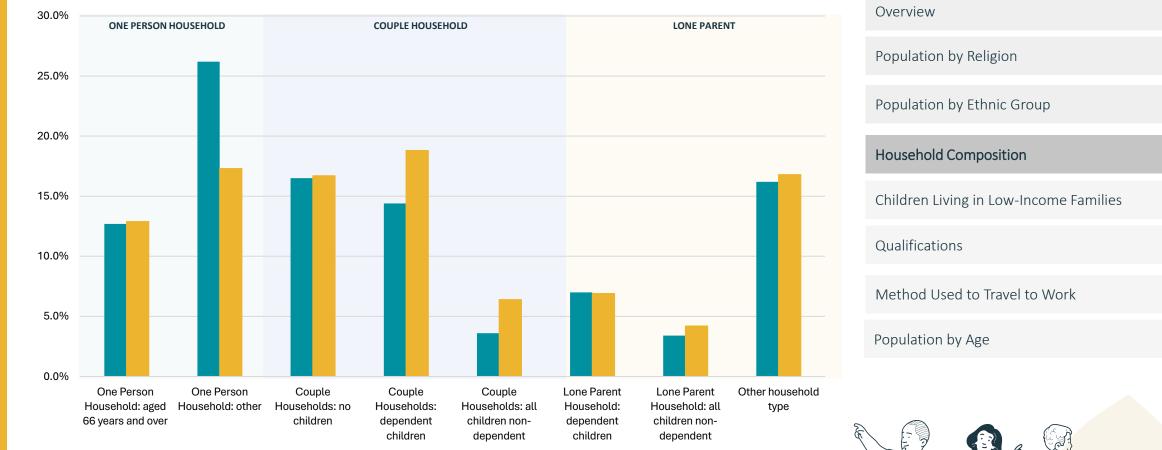
### Norwich Norfolk England

- In 2021, 5.5% of Norwich residents identified as 'Asian, Asian British or Asian Welsh', which constitutes a 4.4% increase since 2011. The 1.1 percentage-point change was the largest increase among high-level ethnic groups in the area.
- 87.1% of people in Norwich identified as 'White' (compared with 90.8% in 2011).





### HOUSEHOLD COMPOSITION IN NORWICH, 2021



Norwich England & Wales

 According to the 2021 Census, the most common type of household in Norwich is a one-person household. It is notable, that 26.2% of respondents stated that they live in a one-person household (other), which is 8.9% higher than results for England and Wales.

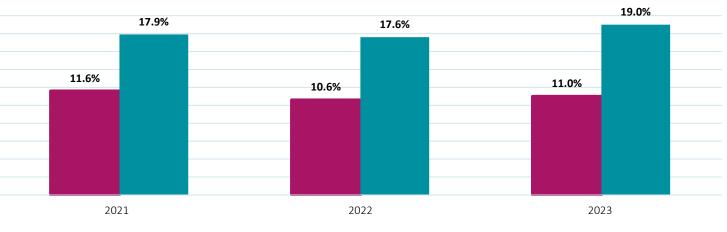


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# 1. PEOPLE

### CHILD POVERTY, 2023



Percentage of children (aged under 16) living in absolute low income families in East of England

Percentage of children (aged under 16) living in absolute low income families in Norwich

LOCATION	Percentage of children living in absolute low-income families
Breckland	12.3
Broadland	8.6
Great Yarmouth	17.3
King's Lynn and West Norfolk	14.0
North Norfolk	13.9
Norwich	19.0
South Norfolk	8.3

In 2023, the percentage of children living in absolute low-income families was 19% - this is 8% higher than in the East of England.

 The table shows the percentage of children living in absolute low-income in 2023 by neighbouring districts. Norwich has a significantly higher rate (in comparison to the other districts).



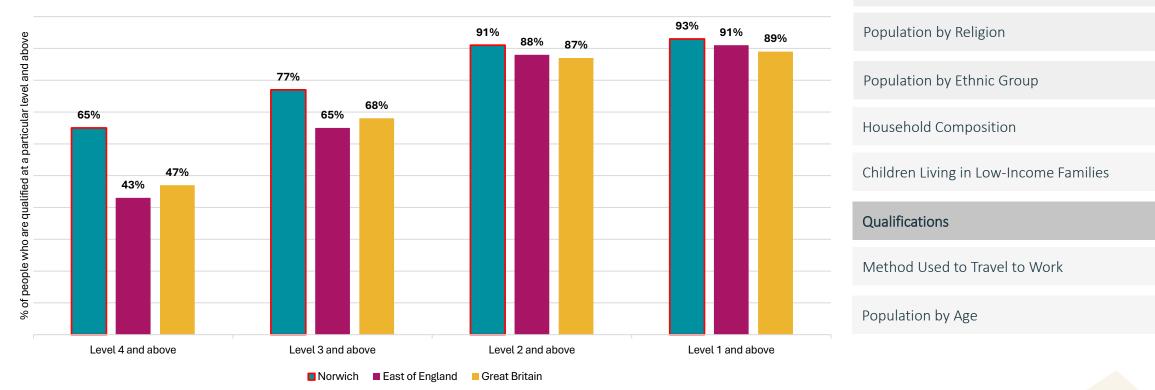




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# 1. PEOPLE



QUALIFICATION BY LEVEL, 2023

- Norwich has consistently performed better across all levels of qualifications compared to the East of England and Great Britian.
- It is notable that Norwich has a significantly higher percentage of people qualified at a level 4 and above (65%).



Overview

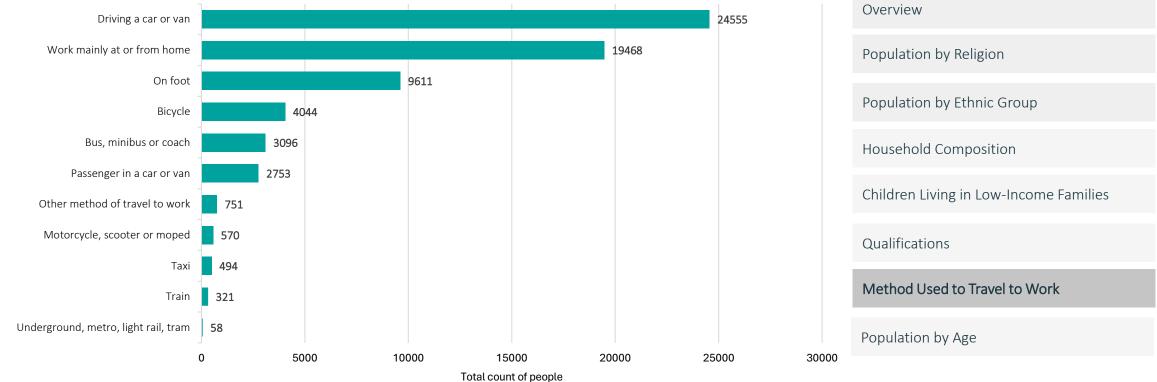


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# 1. PEOPLE





- In 2021, driving a car or a van was the most popular method to travel to work and was significantly higher than all other methods.
- In 2021, the second most popular method was homeworking with 29.6% of people aged 16 years and over in employment in Norwich working mainly at or from home\*

\*Please note, at the time of Census 2021, UK government guidance and lockdown restrictions resulted in unprecedented changes to travel behaviour and patterns. Therefore, the ONS recommends that figures are reviewed as estimates only.



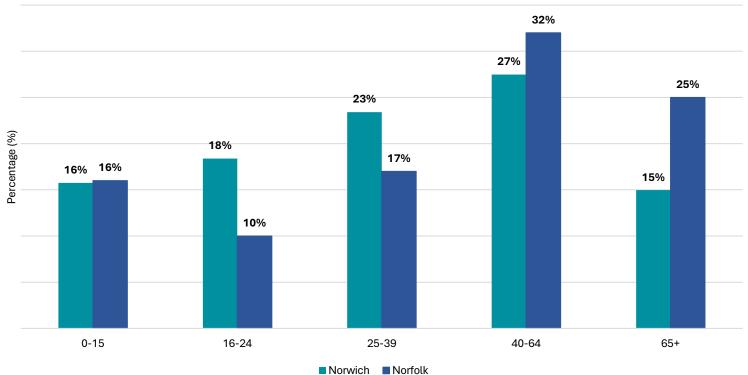


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# 1. PEOPLE







- Norwich has an estimated population of around 145,591 people and is the most densely populated district in Norfolk, with 3,731 residents per kilometre.
- Norwich has a younger age profile than Norfolk, with 41% of people aged between 16-39 years old, compared with 27% for Norfolk.





# KEY THEMES **2.PLACE**

# INTRODUCTION

The place theme seeks to understand data relating to the following areas:

- Housing costs and affordability, which considers housing costs and housing affordability, in terms of both renting and buying.
- **Fuel Poverty,** which considers the proportion of fuel-poor households in the city.
- Sustainable travel, considers the uptake and coverage of Beryl transport options.
- **Carbon emissions,** which considers carbon emissions across multiple sectors.
- Waste and Recycling, which considers waste and recycling rates in Norwich.
- **Open Spaces,** which considers parks and open spaces that have been formally recognised for people to enjoy.

# SUMMARY

Norwich was identified by the think-tank, Centre for Cities, as one of the five 'fast growth cities' in England.

This year, the coveted <u>Green Flag Award</u> has recognised **6** parks and open spaces in Norwich as outstanding examples of green outdoor spaces for people to enjoy.

Please select 'Home' to return to the main menu or select a 'Key Theme' in the toolbar for further information on the 'State of Norwich'.

Over the period of 2017-2021, the average tonnage of CO2 emissions for the Norwich domestic sector was **172**. At a local authority level, Norwich City Council continues to implement an ambitious programme to reduce its own carbon emissions reducing this by two thirds since 2008.

Against this background, data shows that, in 2022, 12.2% of households experienced fuel poverty – this is higher than the proportion of fuel-poor households in the East of England.

Norwich saw the East of England's largest percentage-point fall in the proportion of households in the social rented sector. Despite the decrease, Norwich was in the highest 3% of English local authority areas for the share of households in the social-rental sector, with a social housing stock of approximately 14,400.

### Overview

Average Monthly Rent

Housing by Tenure & Average House Price

Households in Fuel Poverty

Beryl Journeys

Carbon Emissions by Sector in Norwich

Waste and Recycling & Parks and Open Spaces



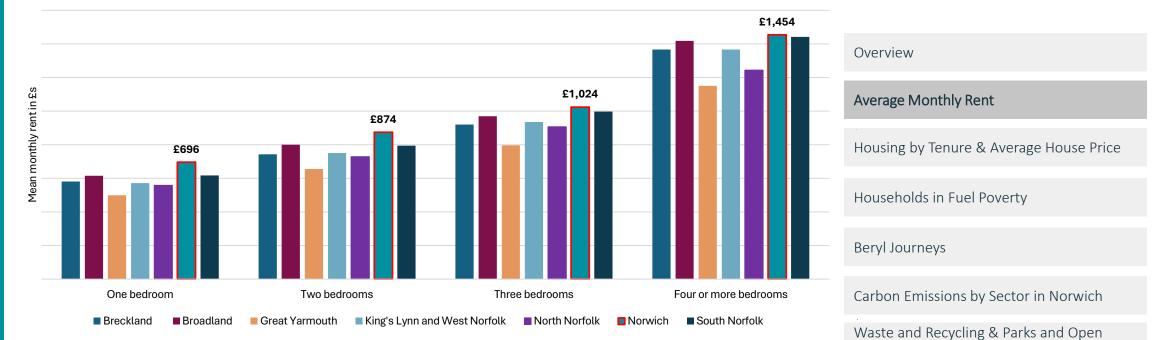
### KEY THEMES



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# 2. PLACE

### AVERAGE PRIVATE MONTHLY RENT, 2024



### AVERAGE MONTHLY RENT FOR A COUNCIL HOME, 2024

Size of the property	Council home (£)
One bedroom	327
Two bedrooms	350
Three bedrooms	387
Four or more bedrooms	418-466*

- Norwich has the highest private average monthly rents across all property sizes, compared to other districts.
- As shown in the table, living in a council property is considerably cheaper than renting privately.



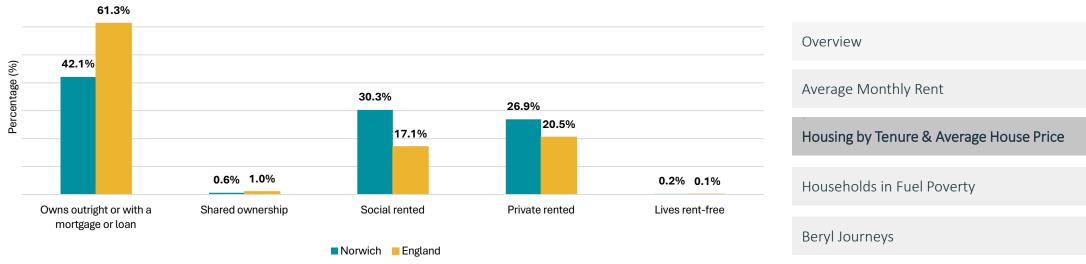
Spaces

\* Calculated on four to five-bedroom homes only



# 2. PLACE

## HOUSING BY TENURE, 2021



Norwich saw the East of England's largest percentage-point fall in the proportion of households in the social rented sector (from 32.7% in 2011 to 30.3% in 2021). Despite the decrease, Norwich was in the highest 3% of English local authority areas for the share of households in the social rented sector in 2021.

# Carbon Emissions by Sector in Norwich

Waste and Recycling & Parks and Open

Spaces

**AVERAGE HOUSE PRICE, 2024** 

AREA	2024	2023	DIFFERENCE
Norwich	£244,024	£242,452	0.6%
Norfolk	£276,043	£278,287	-0.8%

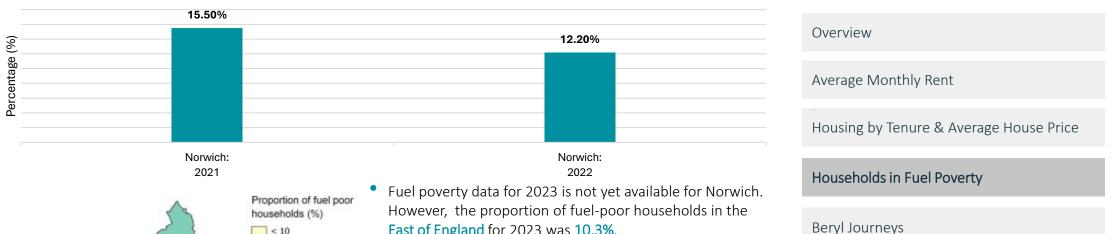


Data Source: Tenure - Office for National Statistics UK House Price Index England: August 2024 - GOV.UK



# 2. PLACE

### HOUSEHOLDS IN FUEL POVERTY, 2021-2022



East of England for 2023 was 10.3%.

Please note, the lowest fuel poverty rates in 2023 were the Southeast (9.6%), East (10.3%) and London (10.2%). This could be due to a combination of median fuel poverty energy efficiency ratings being higher than the national median and median incomes, that are greater than £27,400.

Carbon Emissions by Sector in Norwich

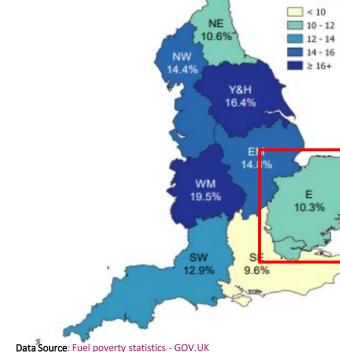
Waste and Recycling & Parks and Open Spaces



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**KEY THEMES** 

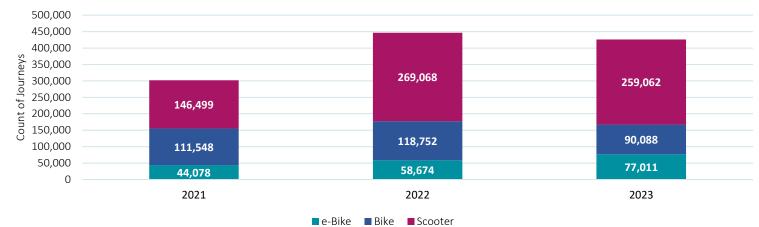


Sub-regional fuel poverty in England, 2024 report (2022 data) - GOV.UK



# **BERYL JOURNEYS, 2023**

### TOTAL JOURNEYS BY VEHICLE TYPE



2. PLACE

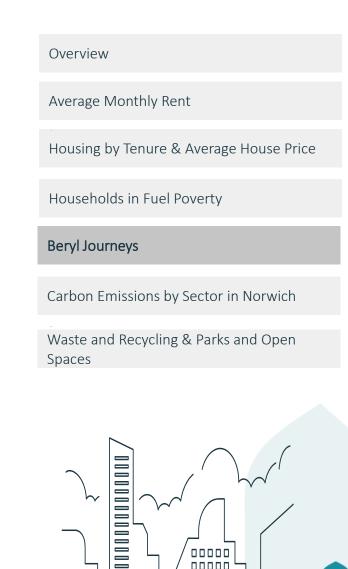
**KEY THEMES** 



### TOTAL DISTANCE TRAVELLED (KM) BY VECHICLE TYPE



e-Bike Bike Scooter





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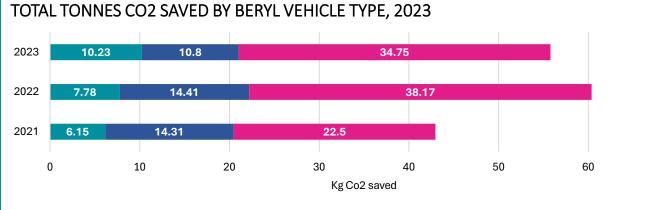
# 2. PLACE

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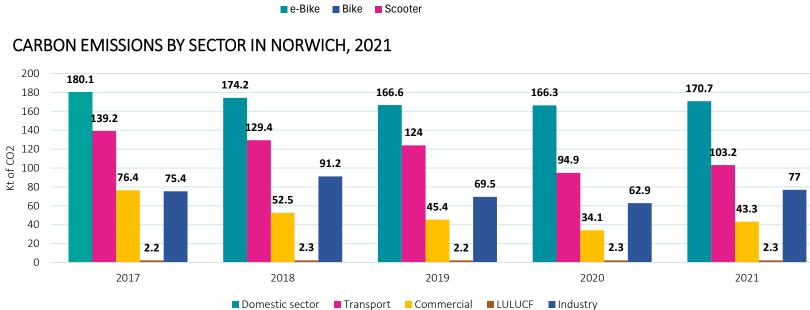
70

Despite the total

Beryl journeys



Between 2017 and 2021, the domestic sector's average CO2 emissions were 172 tonnes.



• The domestic sector (including electricity-related emissions) has consistently had the highest carbon emissions in Norwich.

# Overview decreasing in 2023, the total CO2 saved was 55.78 tonnes. Average Monthly Rent Housing by Tenure & Average House Price Households in Fuel Poverty **Beryl Journeys** Carbon Emissions by Sector in Norwich Waste and Recycling & Parks and Open Spaces



### **KEY THEMES**

Data Source: Beryl, A bike & scooter sharing scheme in UK towns and cities Environment - Area reports - Norfolk Insight



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### PERCENTAGE OF WASTE SENT FOR REUSE/ RECYCLING

**38.3%** 2020-2021

**39.6%** 2021-2022

**38.5%** 2022-2023

Overview
Average Monthly Rent
Housing by Tenure & Average House Price
Households in Fuel Poverty
Beryl Journeys
Carbon Emissions by Sector in Norwich
Waste and Recycling & Parks and Open
Spaces



### PARKS AND OPEN SPACES

The Green Flag Award scheme recognises and rewards well-managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. This year, the coveted Green Flag has recognised the following parks and open spaces in Norwich as outstanding examples of green outdoor spaces for people to enjoy:



Kett's Heights – New Winner



- Heigham Park New Winner
- Mousehold Heath
- Waterloo Park
- Eaton Park



# KEY THEMES 3. ECONOMY

## INTRODUCTION

The economy theme seeks to understand the data relating to the following areas:

- **Business enterprise,** which considers enterprises by employment and business resilience.
- **Business characteristics,** which considers the employment rate, highest employment sectors and job density in Norwich.
- Earnings and pay, which considers pay levels and pay inequalities.
- **Out of work benefits,** which considers out-of-work benefit claims in Norwich.

## SUMMARY

The diversity of Norwich's economy is one of its greatest strengths, helping the city to remain relatively stable during financial challenges, such as Covid-19 and the war in Ukraine.

Norwich full-time employees are, on average, paid 9.7% less than full time employees in the UK. Currently, Norwich has 81 accredited employers paying the <u>Living Wage</u> to their workers – and Norwich City Council is proud to have the Living Wage accreditation from the national <u>Living Wage</u> Foundation. Norwich demonstrates a dynamic economic landscape and has a 0.3% higher employment rate than England for persons aged 16-64. The city's most prominent sectors include:

- Wholesale and retail trades (which includes the repair of motor vehicles)
- Education
- Accommodation and food services
- Public administration and defence and
- Health and social work

Yet, the city centre is underperforming with a risk of 'hollowing out' due to the significant decline in employment in certain areas – please see further information <u>here</u>.

The balance in gender representation in employment showcases progressive trends in the city. For example, the female employment rate in Norwich is **significantly higher** than in Norfolk and England.

### Overview

Enterprises

Economic Activity

Economic Geography

Employment

Employment Continued

Earnings

Out-of-Work Benefits



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Please select 'Home' to return to the main menu or select a 'Key Theme' in the toolbar for further information on the 'State of Norwich'.

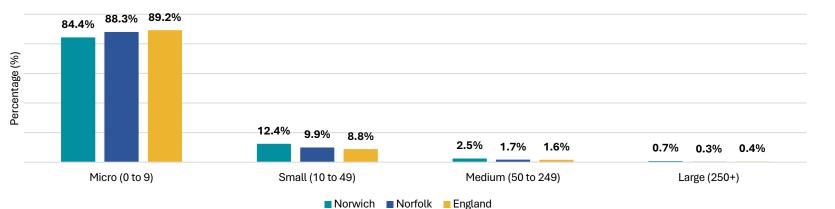
KEY THEMES

# HOME

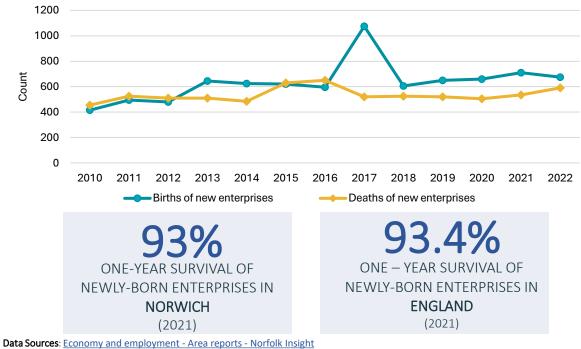
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# 3. ECONOMY

### ENTERPRISES BY EMPLOYMENT BAND SIZE, 2023



### KEY THEMES BIRTHS AND DEATHS OF NEW ENTERPRISES FOR NORWICH, 2022



- Enterprises by employment band size show a similar picture to Norfolk and England, with a slightly lower proportion of micro-sized businesses in Norwich.
- In 2022, 675 new enterprises were established in Norwich.
- Overall, one-year survival rates in Norwich were similar to the average in England.

# EnterprisesEconomic ActivityEconomic GeographyEmploymentEmployment ContinuedEarningsOut-of-Work Benefits

Overview



Data Sources: Economy and employment - Area reports - Norfolk Insig Business demography, UK - Office for National Statistics

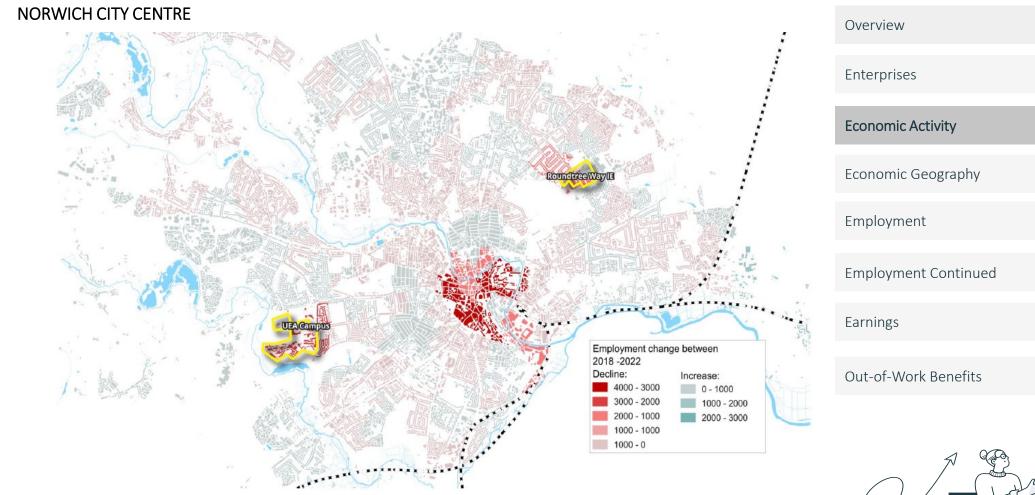


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# ECONOMIC ACTIVITY 3. ECONOMY



- Norwich city centre is underperforming with a risk of 'hollowing out'\*due to the significant decline in employment in certain areas (from 3,000 to 4,000 across 2018-2022). This decline has been caused by the loss of higher-value knowledge- intensive jobs and national retail trends.
  - \*Hollowing out: Drawing economic activity away from the city centre (as opposed to into it)



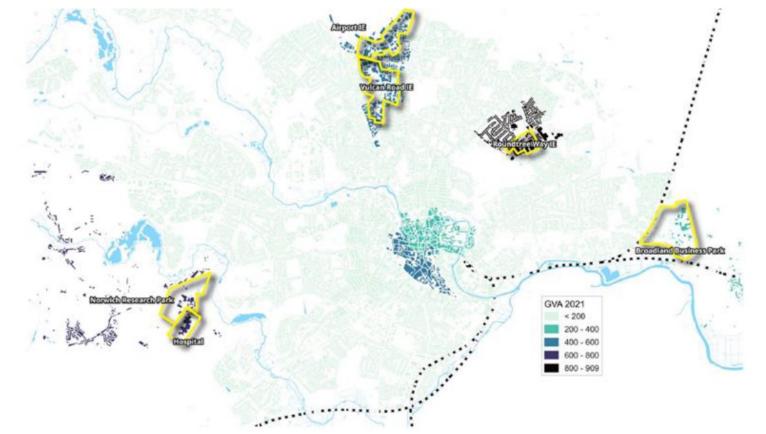
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# 3. ECONOMY

### **ECONOMIC GEOGRAPHY**



# Overview Enterprises **Economic Activity** Economic Geography Employment **Employment Continued** Earnings Out-of-Work Benefits

- Norwich is now home to a unique economic geography with five distinct clusters. They are:
  - 1. Norfolk & Norwich Hospital, and Research Park
- 2. Norwich Airport
- 3. Vulcan Road
- 4. Roundtree Way
- 5. Broadland Business Park

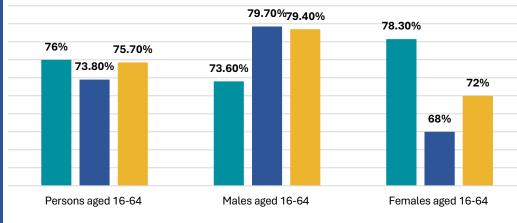
Data Source: Partnering Regeneration Development Ltd (PRD) , The economy of Norwich



# НОМЕ

# 3. ECONOMY

### EMPLOYMENT RATE BY GENDER, MARCH 2024



🗖 Norwich 📲 Norfolk 📒 England

- Norwich has a higher employment rate for persons aged 16-64 than Norfolk and England.
- The female employment rate in Norwich is significantly higher than Norfolk and England.
- Notably, **34.5%** of females in Norwich are working part-time compared to **12.7%** of males.

### Overview

Enterprises

**Economic Activity** 

Economic Geography

Employment

Employment Continued

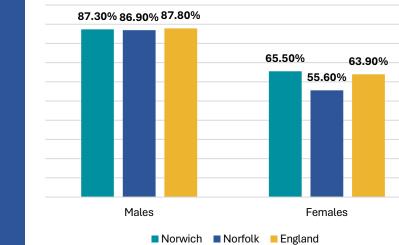
Earnings

### Out-of-Work Benefits



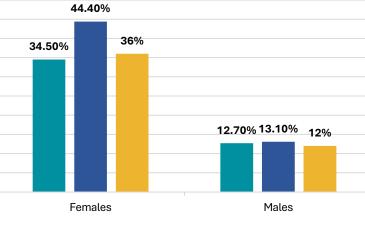
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**KEY THEMES** 



PEOPLE WORKING FULL-TIME BY GENDER

# PEOPLE WORKING PART TIME BY GENDER

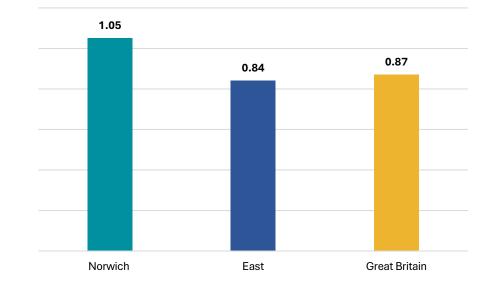


Norwich Norfolk England

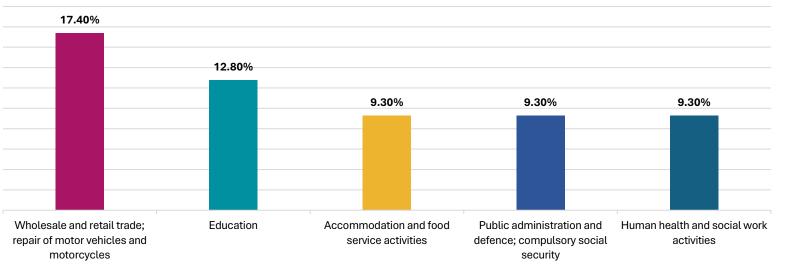
Data Source: Economy and employment - Area reports - Norfolk Insight



# JOBS DENSITY, 2022



### TOP 5 SECTORS BY EMPLOYMENT, 2022



3. ECONOMY

Norwich.

• A job density of 1 means that there is one job

In 2022, Norwich has a job density rate of

1.05 which is higher than the East of England.

The wholesale and retail trades is the highest employment sector in Norwich (17.4%).

'Retail', 'motor trades', and 'education' are

unique sector strengths with a declining presence in England but strong presence in

for every resident aged 16-64.

# Overview Enterprises **Economic Activity** Economic Geography Employment **Employment Continued** Earnings Out-of-Work Benefits

Data Source: Labour Market Profile - Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk)



# 3. ECONOMY

### MEDIAN ANNUAL PAY FOR FULL TIME WORKERS, 2023

NORWICH

MALE FULL-TIME WORKERS

£36,256

£29,831

FEMALE FULL-TIME WORKERS

- The annual pay for male fulltime workers in Norwich is **3.9%** less than the national average.
- The annual pay for female fulltime workers in Norwich is **5.6%** less than the national average.

Overview

Enterprises

Economic Activity

Economic Geography

Employment

**Employment Continued** 

Earnings

Out-of-Work Benefits



KEY THEMES

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# ENGLAND £37,743 MALE FULL-TIME WORKERS

**£31,605** FEMALE FULL-TIME WORKERS

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Norwich full-time employees are, on

average, paid 9.7% less than full-time

employees in the UK.

# MEDIAN GROSS WEEKLY EARNINGS, 2024 (Provisional Data)

LOCATION	Median gross weekly earnings for full- time employees
Breckland	635.0
Broadland	720.5
Great Yarmouth	631.0
King's Lynn and West	
Norfolk	676.8
North Norfolk	623.4
Norwich	657.6
South Norfolk	691.1

 Data Source:
 Economy - LTLA | Norwich | Report Builder for ArcGIS

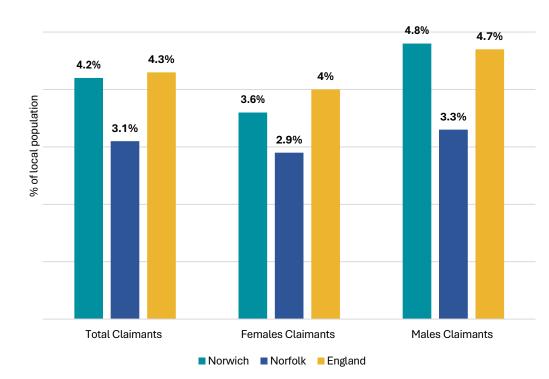
 Employee earnings in the UK - Office for National Statistics



£

# 3. ECONOMY

### CLAIMANTS BY GENDER IN NORWICH, OCTOBER 2024



### In October 2024, Norwich had a total of 4,275 claimants for out-ofwork benefits.

- Norwich has a significantly higher claimant count than Norfolk – in October 2024 there was a difference of 1.1%.
- Overall, Norwich has similar claimant rate to England.

# Overview Enterprises Economic Activity Economic Geography Employment Employment Continued Earnings

Out-of-Work Benefits

CLAIMANT COUNT IN NORWICH, OCTOBER 2024

**4,275** TOTAL CLAIMANTS 16+



**2,425** MALE CLAIMANTS 16+





# 4. WELLBEING

## INTRODUCTION

The wellbeing theme seeks to understand the data relating to the following areas:

- **Community wellbeing and quality of life,** which considers a self-reported measure of wellbeing and life satisfaction.
- Health outcomes, which considers life expectancies at birth, and healthy lifestyles.
- **Crime,** which considers the 12-month rolling crime rate for all crimes.
- Excess deaths in winter, which considers excess winter deaths measured as the ratio of extra deaths from all causes that occur in all those aged 85 and over in the winter months.

SUMMARY

The cost of living has risen drastically in Norwich. The city sits in the third highest quartile against the <u>Cost of Living Vulnerability Index</u> with a score of **978**. This figure is significantly above the average for all English district local authorities (749).

As a result, residents are particularly vulnerable to being pulled into poverty or destitution.

Females aged 85 and over in Norwich have significantly higher excess winter deaths than Norfolk and England. It should be noted here that the struggle to keep homes warm over winter may be increased with the recent restriction on Winter Fuel Payments.

Over 2021-2022, Norwich adults reported low levels of happiness and had the lowest happiness scores out of all neighbouring districts. However, life satisfaction in Norwich has increased significantly since 2020/21.

# OverviewPersonal WellbeingPersonal Wellbeing (Continued)Personal Wellbeing (Continued)CrimeLife Expectancy and Suicide RatesExcess Deaths in Winter



Please select 'Home' to return to the main menu or select a 'Key Theme' in the toolbar for further information on the 'State of Norwich'.

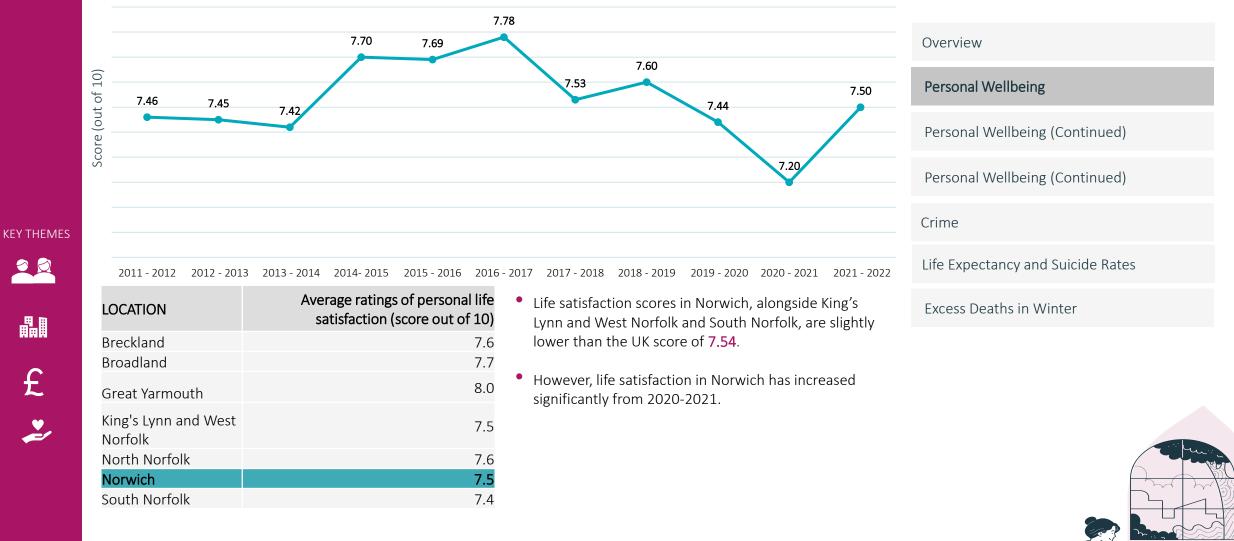
# 4. WELLBEING

### LIFE SATISFACTION IN NORWICH, 2011-2022

HOME

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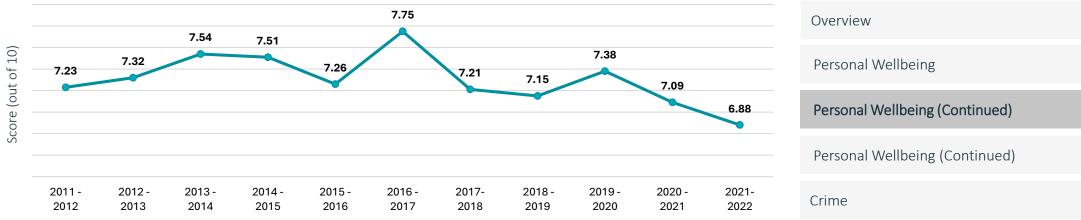
**KEY THEMES** 

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# 4. WELLBEING

### HAPPINESS , 2011-2022



LOCATION	Average ratings of personal happiness (score out of 10)
Breckland	7.8
Broadland	7.6
Great Yarmouth	7.6
King's Lynn and West Norfolk	7.6
North Norfolk	7.3
Norwich	6.9
South Norfolk	7.4

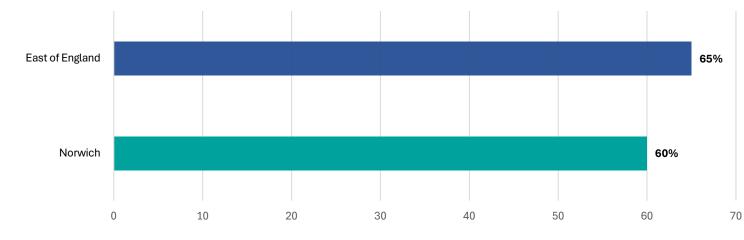
• Data for 2021/22, shows that Norwich has the lowest happiness score (at 6.88) of all districts and a lower score than the UK overall (7.45).

# Crime Life Expectancy and Suicide Rates Excess Deaths in Winter



# 4. WELLBEING

### PERCENTAGE OF ADULTS CLASSED AS OVERWEIGHT OR OBESE, 2022-2023



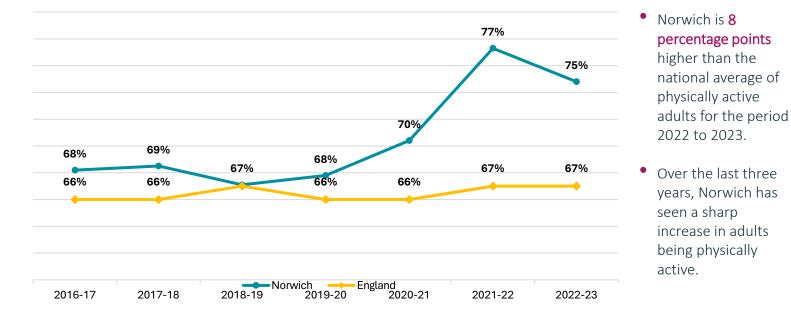
## PERCENTAGE OF PHYSICALLY ACTIVE ADULTS, 2016-2023

HOME

**KEY THEMES** 

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# OverviewPersonal WellbeingPersonal Wellbeing (Continued)Personal Wellbeing (Continued)CrimeLife Expectancy and Suicide RatesExcess Deaths in Winter



Data Sources: Obesity Profile - Data | Fingertips | Department of Health and Social Care



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# 4. WELLBEING

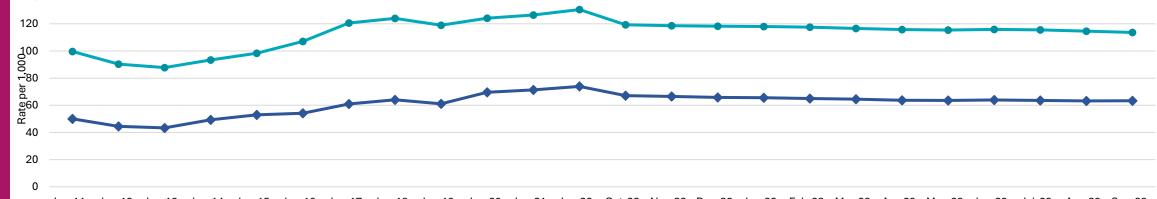
### **ROLLING CRIME RATES**

LOCATION	Rolling crime rates for September 2023- August 2024
Breckland	54.6
Broadland	37.3
Great Yarmouth	94.4
King's Lynn and West Norfolk	60.3
North Norfolk	41.7
Norwich	113.6
South Norfolk	43.5

ALL CRIME – 12 MONTH ROLLING RATES, 2011-2024

- Norwich has a significantly higher 12-month rolling crime rate than neighbouring districts. It is important to note, that Norwich is the most densely populated district.
- Single crime case data have been aggregated for Norwich and rates are calculated per 1,000 population.
- 12-month rolling figures use an average of the population monthly figures over the same period.
- Where the dates for the crime data exceed the latest available date for population estimates, the latest population figure was used for any crime rates after that date (no extrapolating).





Jan-11 - Jan-12 - Jan-13 - Jan-14 - Jan-15 - Jan-16 - Jan-17 - Jan-18 - Jan-19 - Jan-20 - Jan-22 - Oct-22 - Nov-22 - Dec-22 - Jan-23 - Feb-23 - Mar-23 - Mar-23 - Mar-23 - Jun-23 - Jun-23 - Aug-23 - Sep-23 -Dec-11 Dec-12 Dec-13 Dec-14 Dec-15 Dec-16 Dec-17 Dec-18 Dec-19 Dec-20 Dec-21 Dec-22 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 Jun-24 Jul-24 Aug-24 ---- Norwich ----- Norfolk



# 4. WELLBEING

### LIFE EXPECTANCY AT BIRTH, 2022



### KEY THEMES

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# NUMBER OF SUICIDES DEATHS REGISTERED 2023-2019

LOCATION	2019	2020	2021	2022	2023
Breckland	15	12	13	11	12
Broadland	8	9	11	17	13
Great Yarmouth	4	10	12	15	8
King's Lynn and West Norfolk	22	13	10	12	11
North Norfolk	13	14	17	8	8
Norwich	20	13	13	19	19
South Norfolk	7	5	15	10	20

### Norwich has the second highest number of deaths by suicide out of all local districts.

# Personal WellbeingPersonal Wellbeing (Continued)Personal Wellbeing (Continued)CrimeLife Expectancy and Suicide RatesExcess Deaths in Winter

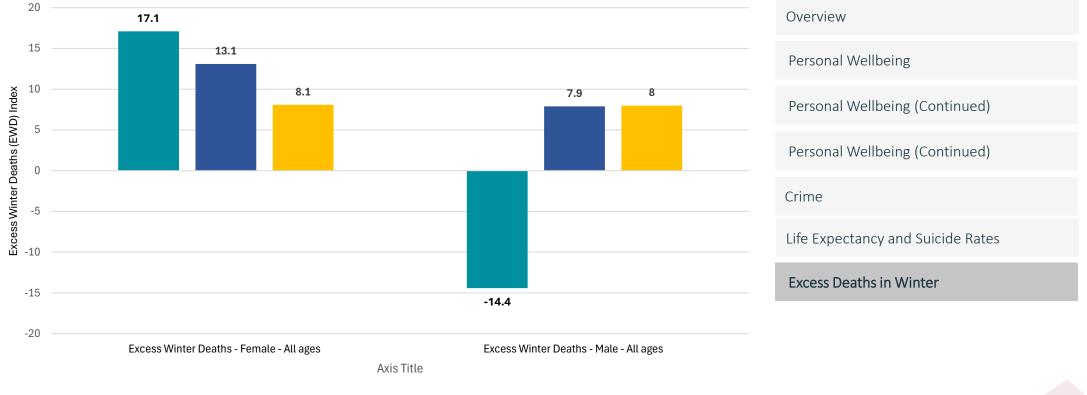




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# 4. WELLBEING

## EXCESS DEATHS IN WINTER, AUGUST 2021 TO JULY 2022



Norwich Norfolk England

• The Excess Winter Deaths Index shows the excess winter deaths measured as the ratio of extra deaths from all causes that occur in all those aged 85 and over in the winter months. This figure is then compared with the expected number of deaths, based on the average of the number of non-winter deaths in those aged 85 and over.





# VERSION CONTROL

STATE OF NORWIG	CH			
Owner	Strategy Manager			
Approval level	Strategy Manag	ger		
Version	1.0	1.0		
Review period	Annually			
Review date	December 2025			
VERSION CONTROL				
Date	Version	Reason	Author	
Published on the 20 <sup>th</sup> December 2024	1.0	Update and design refresh of the 2023 State of Norwich	Strategy and Performance Support Officer	

