NODA
Norfolk Economic Strategy
Evidence base

July 2024
Produced by the Norfolk Office of Data & Analytics (NODA)

The Norfolk Office of Data & Analytics

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Insight for action
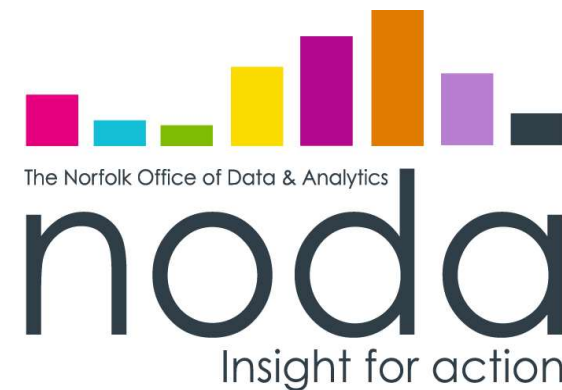
Foreword

Norfolk is perfectly placed to be a major contributor to the UK economy. With strengths in clean energy, agri-food, financial services and ICT digital, the county has the potential to play a leading role in the industries of the future.

With our diverse and outward looking economy, over 100 miles of coastline, historic and cultural assets, rural landscapes, coastal communities, market towns and three urban centres, Norfolk boasts a unique and distinctive identity, strengthened by its people's passion and pride of place.

County, District, Borough and City councils have long worked collaboratively and effectively with businesses, our Universities and colleges and community and voluntary organisations to create a successful and forward-looking economy. Collectively, we recognise our potential and our opportunities. We have the vision, appetite and ability to deliver significant growth for the county and the country. Norfolk's diverse economy and specialist strengths mean that there are few places so uniquely equipped to make impactful contributions to the major challenges facing the UK and the world in the 21st century: food and energy security, healthy ageing, environmental change, and rapid technological advances.

We also recognise our challenges. Not everyone in our county has the right life chances, and too many of our residents are unable to access good jobs, healthcare and the chance to learn new skills. Like other rural and coastal areas, Norfolk has faced historical imbalances of underfunding and lacks key infrastructure for housing and business growth. We can and must do better.

Norfolk's devolution has given us a once-in-a-generation opportunity to do more for our communities and our county, and we want to use that to accelerate change for the future. It is our firm belief that developing our infrastructure, investing in public transport, joining up education, skills and jobs, providing support for our businesses, managing our land and water resilience, and looking after our environment, will enable our county to grow and our people to live well.

It is with great pleasure that we introduce Norfolk's Economic Strategy 2024-2029, the central mission of which is to improve productivity to drive growth and improved standards of living. But we don't believe we have to choose between a healthy economy and a healthy county. So, the strategy is not only focused on increasing GVA, but it also aims to drive and shape economic growth for the wider benefit of the people, communities and businesses in Norfolk, and our natural environment and heritage.

This strategy is just a start. We are building a vision for the long-term future of the county, an ambition that cannot be achieved by any one organisation, one that needs us to work closely together to deliver impact for our county, making the most of our collective strengths and powers. This is our time. This is Norfolk's time.

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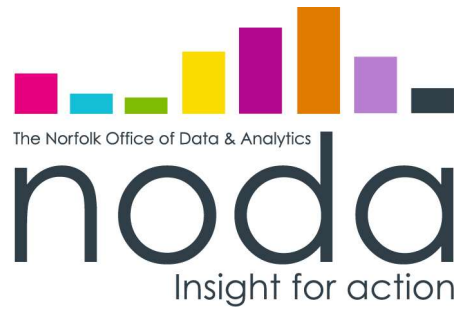
Introduction to the evidence base

This evidence base is intended as a companion document to the Norfolk Economic Strategy 2024. The evidence base consists of the core data sets that informed and underpinned the analysis and narrative in the Strategy.

We've predominantly relied on Office for National Statistics and other comparable central government data releases in compiling the evidence base, as these data sets are constructed around well recognised, comparatively stable data methodologies, which also facilitate (in most instances), benchmarking matrices at a national, regional and local authority level. We've accessed the most up-to-date data available.

In the future we will review the overall economic landscape in Norfolk on a regular basis and publish the findings.

Contents

People

Key metrics analysis – people

This section looks at:

- Norfolk's population and how it has changed over time
- Employment rate
- Pay
- Economic inactivity
- Occupational profile
- Claimant count
- Deprivation
- Fuel poverty
- Early years education
- Not in education, employment or training (NEET)
- Student population
- Skills and qualifications
- Other qualifications
- No qualifications
- Index of Multiple Deprivation (IMD) – Education, Skills and Training
- Adult education rate/POLAR4 quintile
- Apprenticeship starts
- Healthy life expectancy

Population

Population density (number of usual residents per square kilometre) within East of England by local authority district, 2021

Population density of the East of England by local authority district, 2021
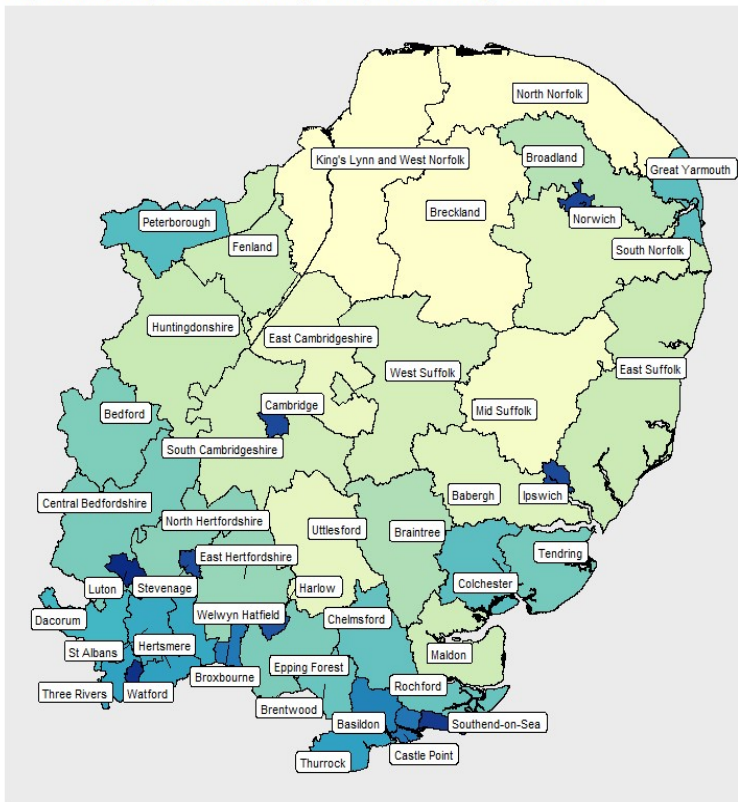
Source: Population density, Census 2021

Age profile

Norfolk ⏤ (England)

0 years — 85+

% of all people, 5 year age bands
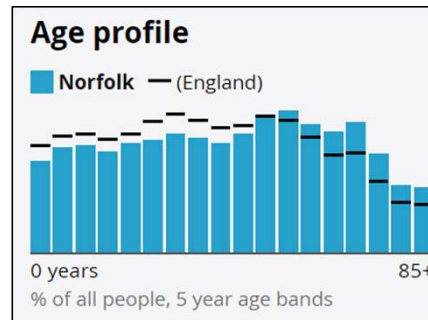
Log Population Density (10^x)

Sex

Norfolk | (England)

Female **51.0%** (51.0%)

Male **49.0%** (49.0%)

% of all people
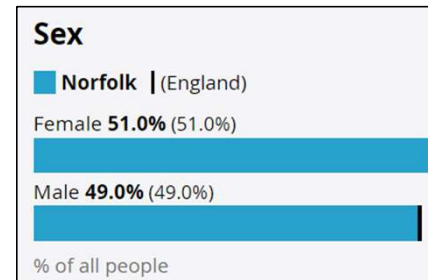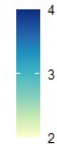
- Norfolk has an estimated population of around 916,100 people.

- Norfolk's population has a much older age profile than England as a whole, with 24.4% aged 65 and over, compared with 18.4% for England.

- Norfolk's population aged 65 and over are more concentrated within the rural and coastal parts of the county, in contrast to the working age and younger residents being within the more urban areas.

Source: Norfolk Population Overview August 2023 (norfolkinsight.org.uk) & Build a custom area profile - Census 2021, ONS

Population by district

Population by district within Norfolk, 2021
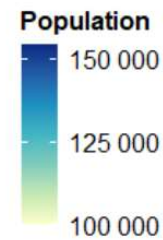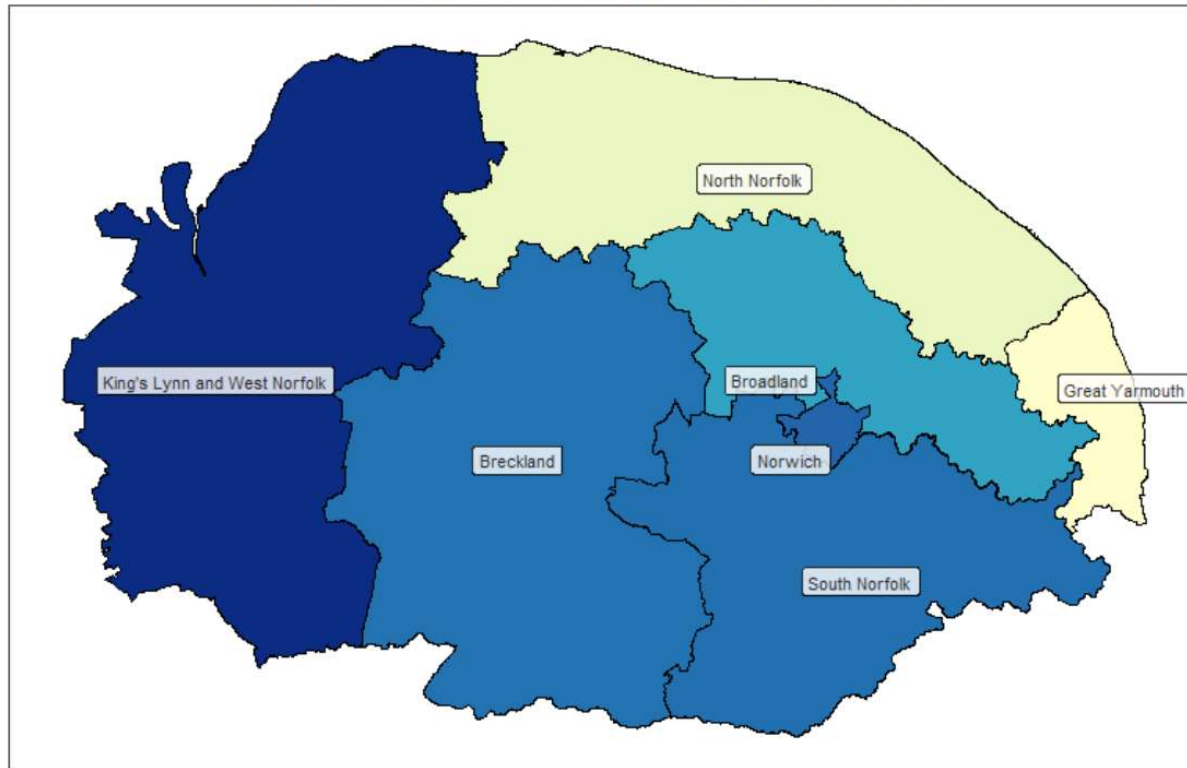
	Population (estimate)	Population density*
Breckland	141,500	108
Broadland	131,700	239
Great Yarmouth	99,800	573
King's Lynn and West Norfolk	154,300	107
North Norfolk	103,000	107
Norwich	144,000	3,690
South Norfolk	141,900	156
Norfolk	916,200	N/A
England	56,489,800	N/A

*The number of residents per square kilometre.

- King's Lynn & West Norfolk is the most populated local authority district with around 154,300 residents and Great Yarmouth having the lowest population at around 99,800.

- Norwich is the most densely populated district in Norfolk with over 3,500 residents per kilometre.

Source: How the population changed where you live, Census 2021 – ONS & Build a custom area profile - Census 2021, ONS

Population by age – statistical neighbours

PERCENTAGE POPULATION BY AGE

■ Norfolk ■ Lincolnshire ■ Suffolk ■ Somerset ■ East Sussex ■ Cornwall

Age Range (Years)	Norfolk	Lincolnshire	Suffolk	Somerset	East Sussex	Cornwall
85+	3.42	3.01	3.32	3.46	3.89	3.25
80-84	3.42	3.26	3.33	3.43	3.65	3.33
75-79	5.58	5.34	5.38	5.54	5.99	5.82
70-74	6.13	6.07	5.98	6.41	6.49	6.57
65-69	6.12	6.09	5.89	6.31	6.39	6.61
60-64	6.72	6.96	6.60	6.99	7.06	7.23
55-59	7.20	7.52	7.26	7.60	7.74	7.66
50-54	6.79	7.08	6.92	7.09	7.07	7.05
45-49	5.67	5.62	5.80	5.66	5.74	5.74
40-44	5.65	5.58	5.81	5.48	5.58	5.58
35-39	5.88	5.75	5.89	5.66	5.46	5.48
30-34	6.02	5.94	6.15	5.84	5.43	5.58
25-29	5.61	5.44	5.67	5.17	4.73	4.85
20-24	5.46	5.41	4.81	4.29	4.24	4.88
15-19	5.14	5.29	5.19	5.33	5.19	5.24
10-14	5.47	5.70	5.73	5.78	5.67	5.58
5-9	5.22	5.33	5.42	5.27	5.17	5.16
0 - 4	4.50	4.60	4.85	4.69	4.52	4.41

Percentage (%)

- The age group with the highest percentage of population within Norfolk is 55-59 (7.2%), followed by the 50-54 group (6.79%).

- The age groups 85+ and the 80-84 has the lowest percentage of population (3.42% each) in Norfolk.

- Norfolk has got the lowest percentage population in comparison with its statistical neighbours for the age groups 10-14 (5.47%) and 15-19 (5.14%).

- Norfolk has got the highest percentage population in comparison with its statistical neighbours for the age groups 20-24 (5.46%) and 40-44 (5.65%).

Source: Nomis Population Dataset , 2022

Population by age by district

	Population (2021 Census)	Aged under 15 years %	Aged 15 to 64 years %	Aged 65 years and over %
Breckland	141,500	15.7%	59.4%	25.0%
Broadland	131,700	15.1%	59.0%	25.9%
Great Yarmouth	99,800	16.0%	60.0%	24.0%
King's Lynn and West Norfolk	154,300	15.5%	58.6%	25.9%
North Norfolk	103,000	12.5%	54.0%	33.5%
Norwich	144,000	15.2%	69.9%	14.9%
South Norfolk	141,900	16.3%	59.4%	24.3%
Norfolk	916,200	15.3%	60.3%	24.4%
England	56,489,800	17.4%	64.2%	18.4%

- Norfolk has an older population than England overall (24.4% of the Norfolk population are aged 65+ compared to 18.4% for England as a whole).

- South Norfolk (16.3%) and Great Yarmouth (16.0%) had the highest proportion of under 15s.

- Norwich (69.9%) had the most 15–64-year-olds, more than England overall (64.2%), but the only Norfolk district above England.

- North Norfolk had 33.5% of their population aged 65 or over.

Population change

	Population (2021 Census)	Overall % change (vs. 2011 Census)	Aged under 15 years % change (2021 vs. 2011)	Aged 15 to 64 years % change (2021 vs. 2011)	Aged 65 years and over % change (2021 vs. 2011)
Breckland	141,500	8.4%	4.4%	3.6%	25.8%
Broadland	131,700	5.7%	2.2%	0.6%	22.6%
Great Yarmouth	99,800	2.6%	0.4%	-1.7%	17.8%
King's Lynn and West Norfolk	154,300	4.6%	3.8%	-0.1%	17.9%
North Norfolk	103,000	1.5%	-4.0%	-5.6%	17.8%
Norwich	144,000	8.7%	6.3%	8.6%	10.6%
South Norfolk	141,900	14.4%	11.8%	9.7%	30.1%
Norfolk	916,200	6.8%	4.0%	2.7%	20.9%
England	56,489,800	6.6%	5.0%	3.6%	20.1%

- Norfolk has seen a 6.8% increase in population between the 2011 Census and 2021 Census, compared to 6.6% for England.

- In the same period, South Norfolk (+14.4%) and Norwich (+8.7%) saw the largest population changes, while North Norfolk (+1.5%) and Great Yarmouth (+2.6%) saw the smallest changes.

- When looking at the change by broad age groups, we can see that South Norfolk's high rate of population growth is consistent across all the age groups.

- Other areas such as Broadland, Great Yarmouth and North Norfolk have seen very small growth, or in some cases declines, in population in lower age groups, compared to Norfolk overall.

- Of all the districts, Norwich has seen the smallest percentage change in population aged 65 years and older between 2011 and 2021.

Source: Build a custom area profile - Census 2021, ONS & Norfolk Population Overview August 2023 (norfolkinsight.org.uk)
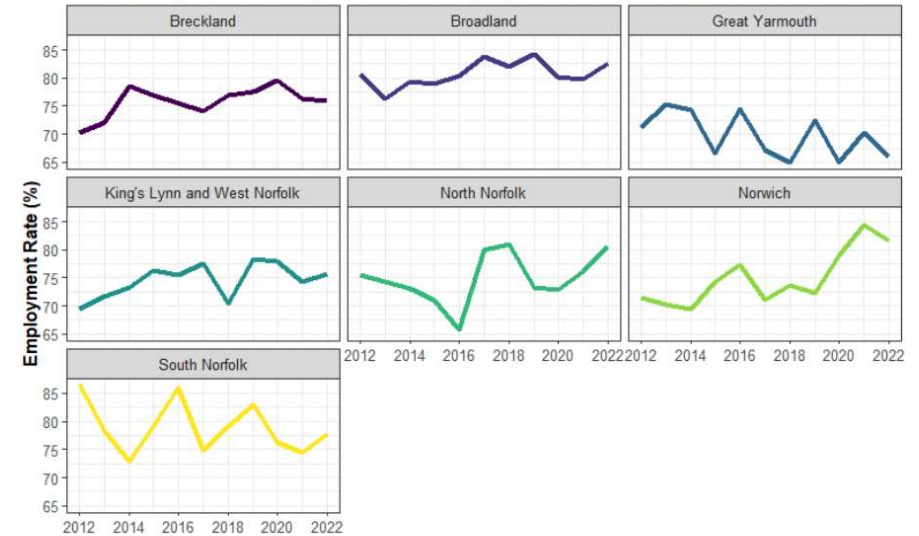
Employment rate

Percentage of people in employment in Norfolk, East of England and England, 2012-2022
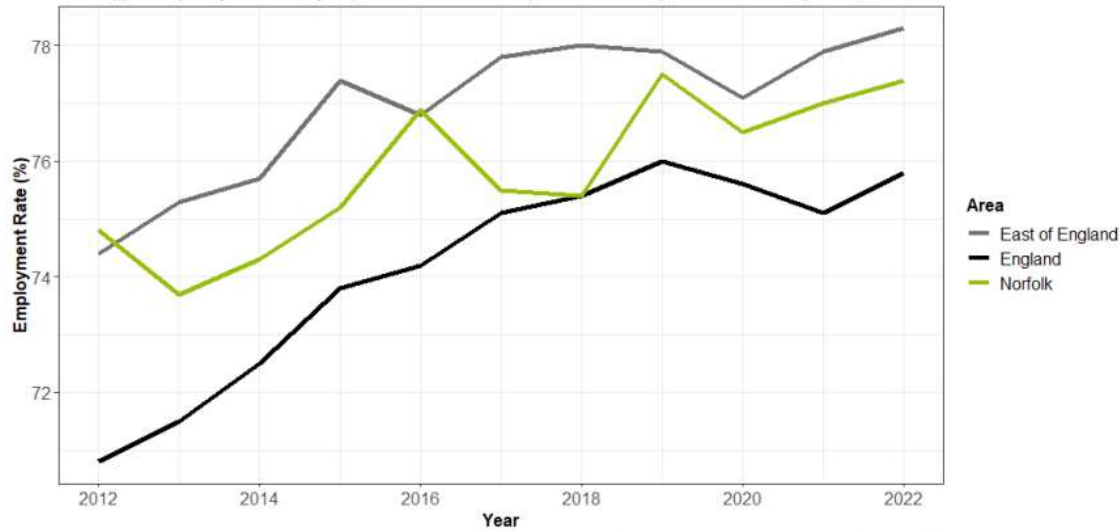
Source: ONS annual population survey, from NOMIS

Percentage of people in employment by Norfolk district, 2012-2022

Source: ONS annual population survey, from NOMIS

- The latest data from 2022 puts Norfolk at 77.4% employment compared to 78.3% regionally and 75.8% nationally. Additionally, all areas are undergoing an overarching, increasing trend in employment rates after a relative dip in 2020/21 – likely due to the Covid-19 pandemic.

- Historically and presently Norfolk's employment rate tends to lie between the regional (East of England) and national rates.

- Most districts are on an upward or constant trend, with Great Yarmouth the exception.

- Great Yarmouth, with an employment rate of 65.9% in 2022, is experiencing a fluctuating but gradual decline in employment. South Norfolk is also experiencing variable rates through the displayed years but is currently at a local increase to 77.7% employment.

- The district with the highest employment rate for 2022 was Broadland at 82.6%.

Source: Norfolk Population Overview August 2023 (norfolkinsight.org.uk)

Gross median weekly pay

Gross median weekly pay (£) in Norfolk and England, 2018- 2022
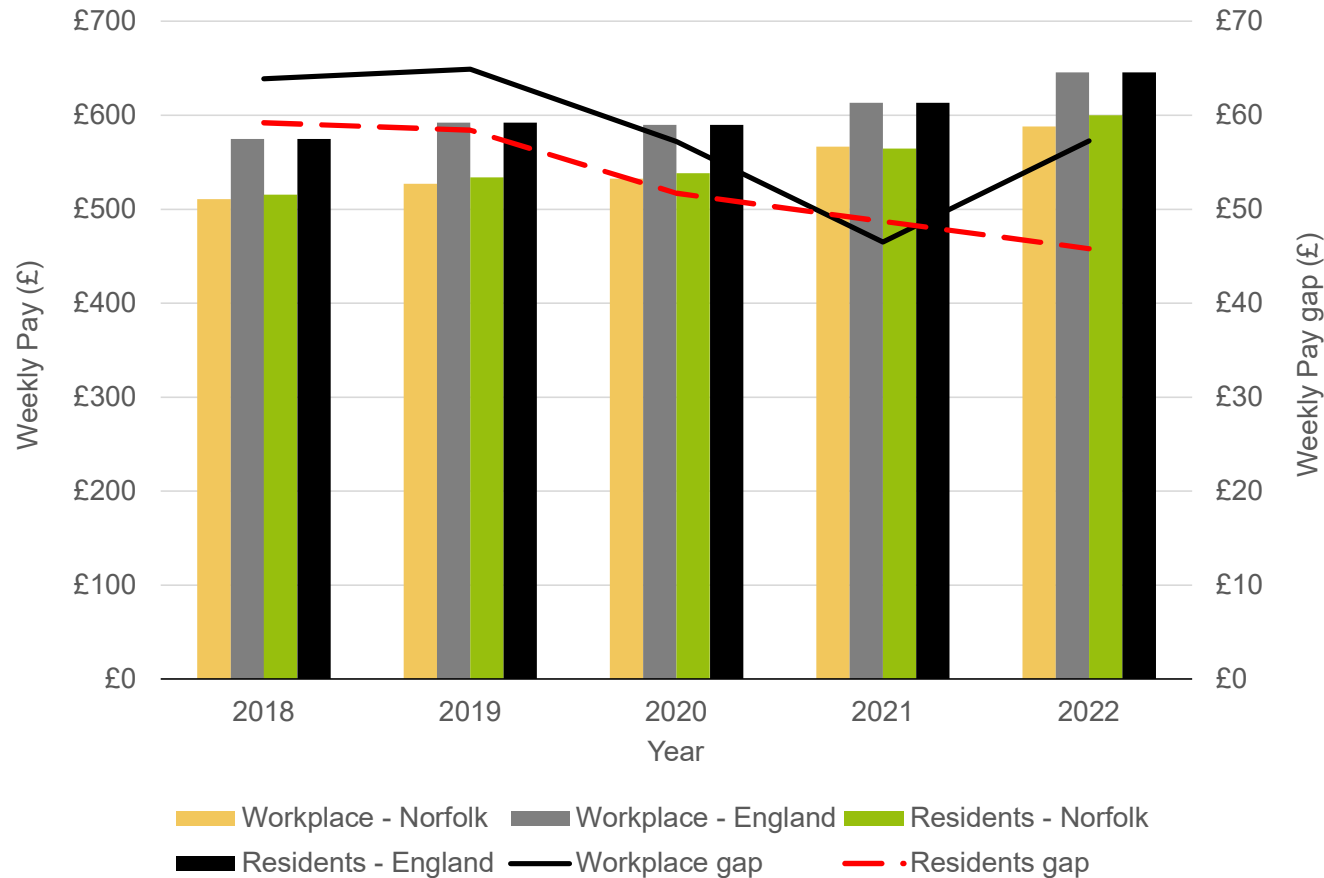
- To bring Norfolk in line with England, we would need to increase the gross median weekly pay by £57 (workplace – i.e. people who work in Norfolk) or £46 (residents – i.e. people who live in Norfolk).

- On a positive note, (workplace) gross weekly median pay in Norfolk has increased 15% between 2018 and 2022, compared to an 12% increase for England overall.

- This is also true for resident's gross median weekly pay which has seen a 16% increase (in comparison to 12% for the UK overall).

Source: annual survey of hours and earnings - https://www.nomisweb.co.uk/ (taken November 2023)

Gross median weekly pay (workplace) by district

Workplace Gross Median Weekly Pay (£) in Norfolk districts, Norfolk and England, 2018-2022
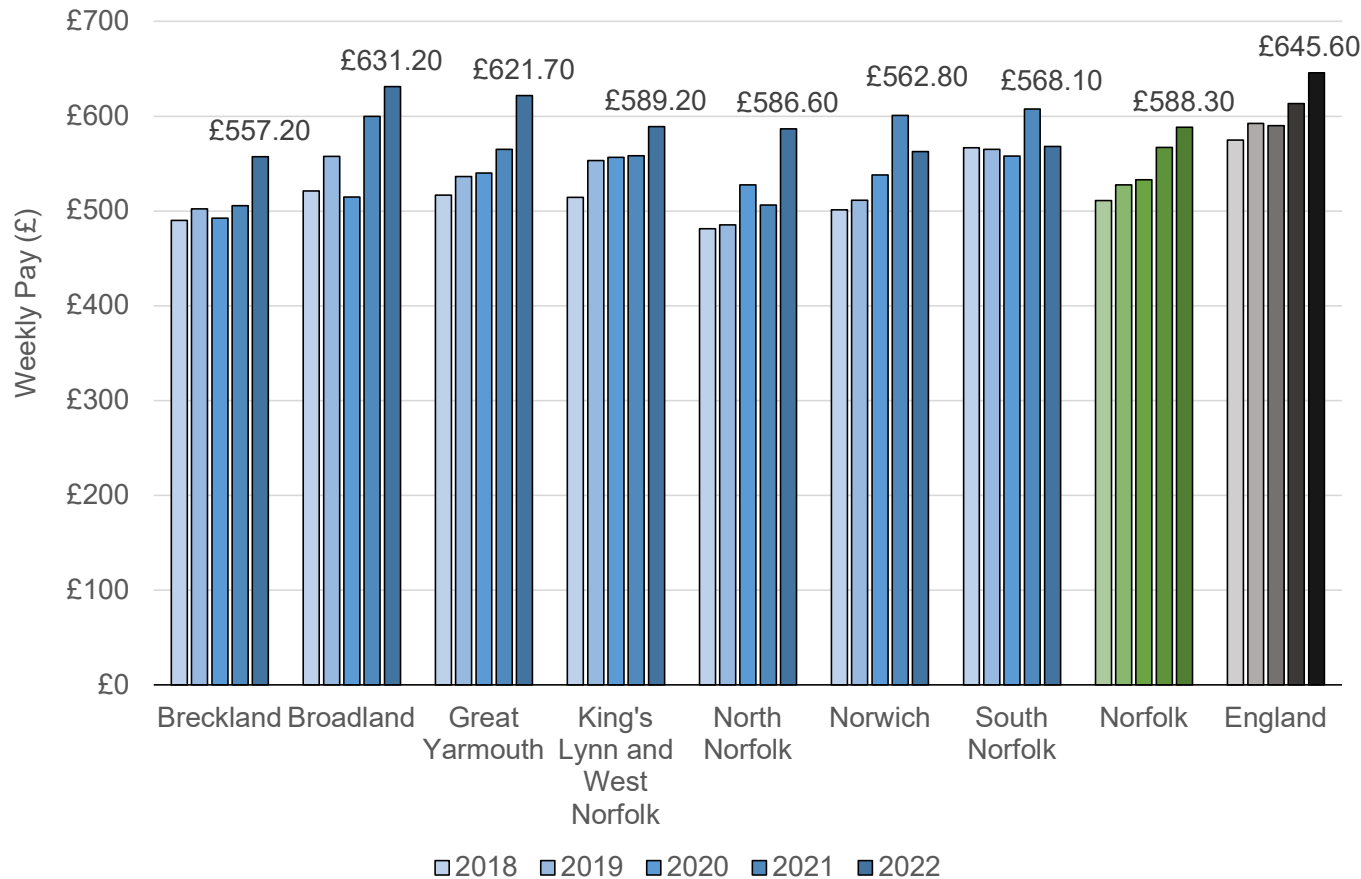
- As a place to work Broadland (£631.20) and Great Yarmouth (£621.70) have the highest gross median weekly pay, with Breckland (£557.20) and Norwich (£562.80) the lowest.

- Broadland, Great Yarmouth and King's Lynn and West Norfolk are all above the Norfolk median, with South Norfolk 7.2% above Norfolk overall.

- None of the districts are as high as, or above the England median, but the UK gross median weekly pay is 15.8% higher than Breckland – the lowest level of gross median pay – in Norfolk.

Source: annual survey of hours and earnings - https://www.nomisweb.co.uk/ (taken February 2022)

Gross median weekly pay (residents) by district

Resident Gross Median Weekly Pay (£) in Norfolk districts, Norfolk and England, 2018-2022
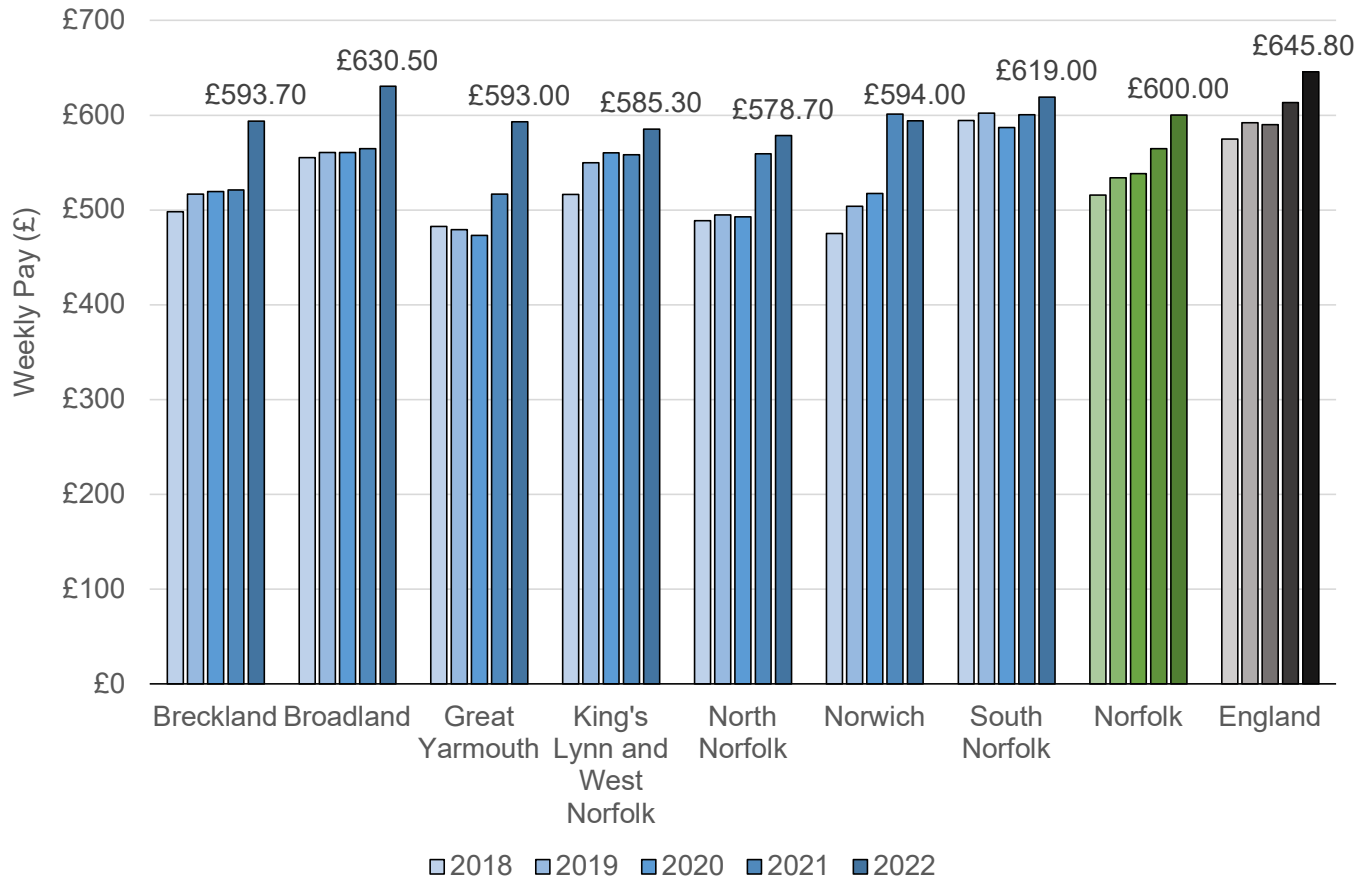
- Broadland (£630.50) and South Norfolk (£619.00) have the highest resident gross median weekly pay, with North Norfolk (£578.70) and King's Lynn and West Norfolk (£585.30) the lowest.

- Broadland and South Norfolk are above the Norfolk median, with South Norfolk 5.0% higher than Norfolk overall.

- Again, no Norfolk districts reach the national level, and England's overall gross median weekly pay is 11.5% higher than North Norfolk (Norfolk's lowest district for resident's weekly pay).

Source: annual survey of hours and earnings - https://www.nomisweb.co.uk/ (taken February 2022)

Pay (residents) – Statistical Neighbours

Median Gross Weekly Pay (£) - Full Time Workers (Residents) for Norfolk and Statistical Neighbours, 2018 - 2023
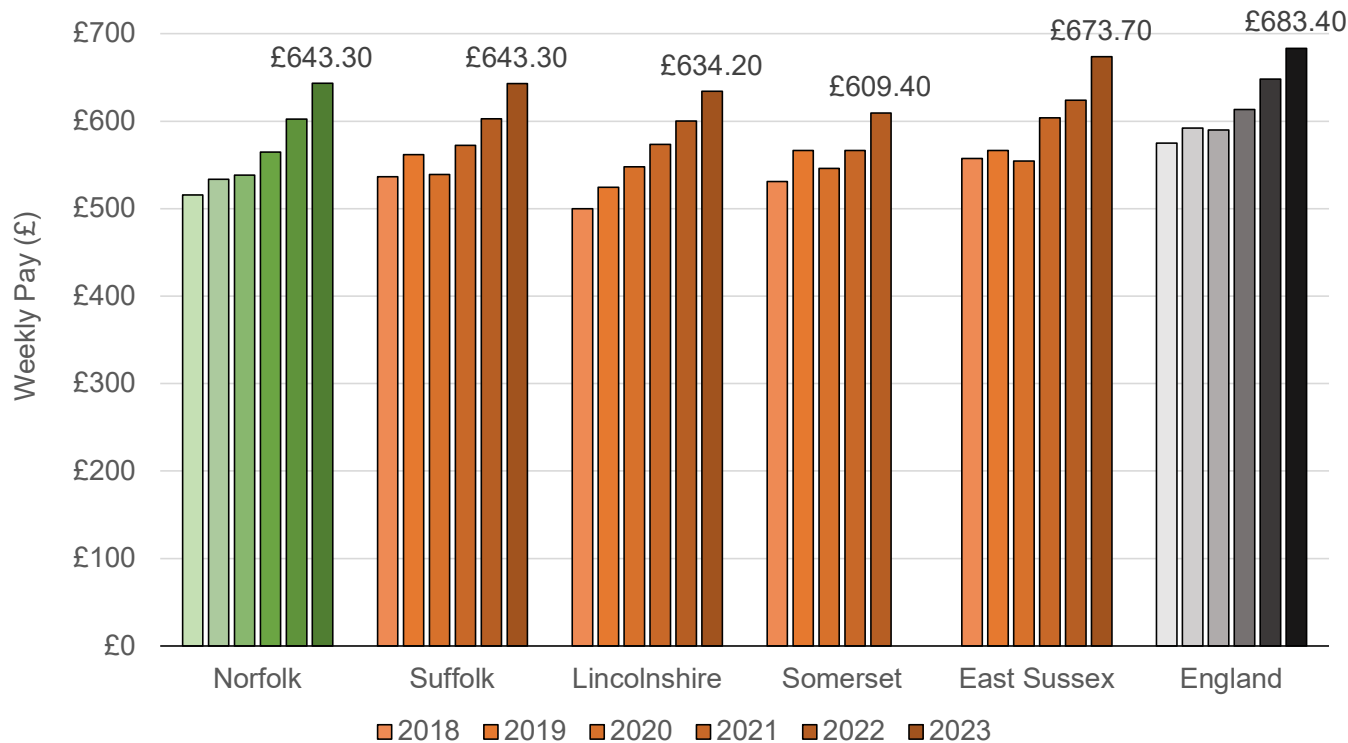
- The resident full-time workers' median gross weekly pay of Norfolk (£643.30) is 5.87% less than the national level (£683.40).

- Among the statistical neighbours, East Sussex (£673.7) has the highest median gross weekly pay, which is 4.73% more than Norfolk.

- The region with a higher median gross weekly pay (residents) than Norfolk is East Sussex (£673.70), and Suffolk is on par with Norfolk at £643.3.

Pay (workplace) – Statistical Neighbours

Median Gross Weekly Pay (£) - Full Time Workers (Workplace) for Norfolk and Statistical Neighbours, 2018 - 2023
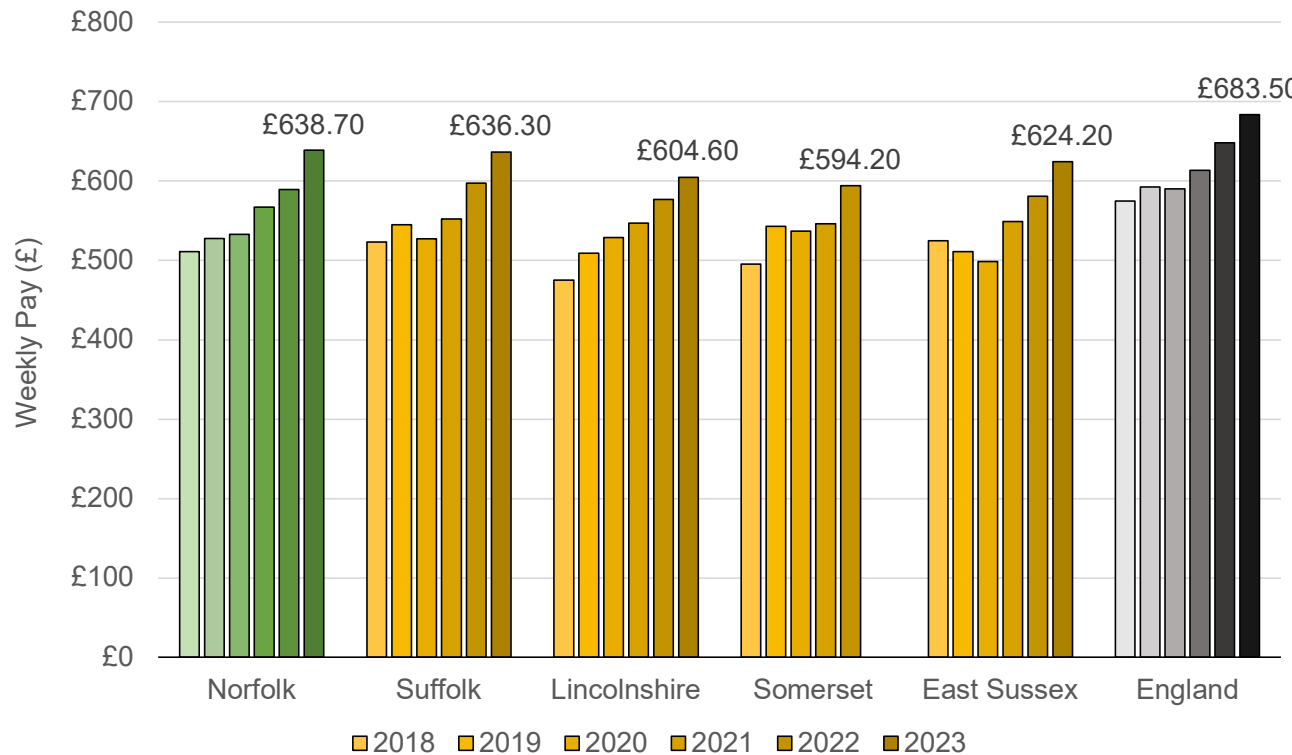
- Norfolk has the highest median gross weekly pay (workplace) among its statistical neighbours (£638.7).

- The median gross weekly pay (workplace) of Norfolk is less than the national level (£683.5) by 6.55%.

- The median gross weekly pay (workplace) of Norfolk increased by 8.42% from the year 2022 to 2023. The average weekly pay at workplace in Norfolk has demonstrated steady growth between 2014 – 2023.

Source: annual survey of hours and earnings - https://www.nomisweb.co.uk/ (taken March 2024)

Economic inactivity

Percentage of economically inactive residents by Norfolk and comparator areas, 2012-2022
Source: ONS annual population survey, from NOMIS
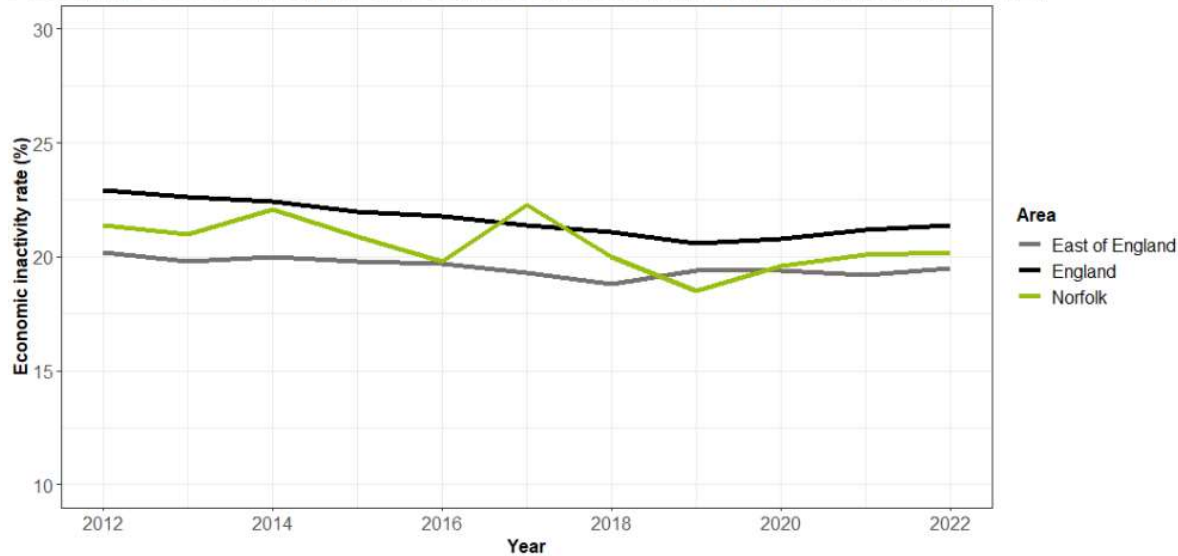
Percentage of economically inactive residents by Norfolk district, 2012-2022
Source: ONS annual population survey, from NOMIS
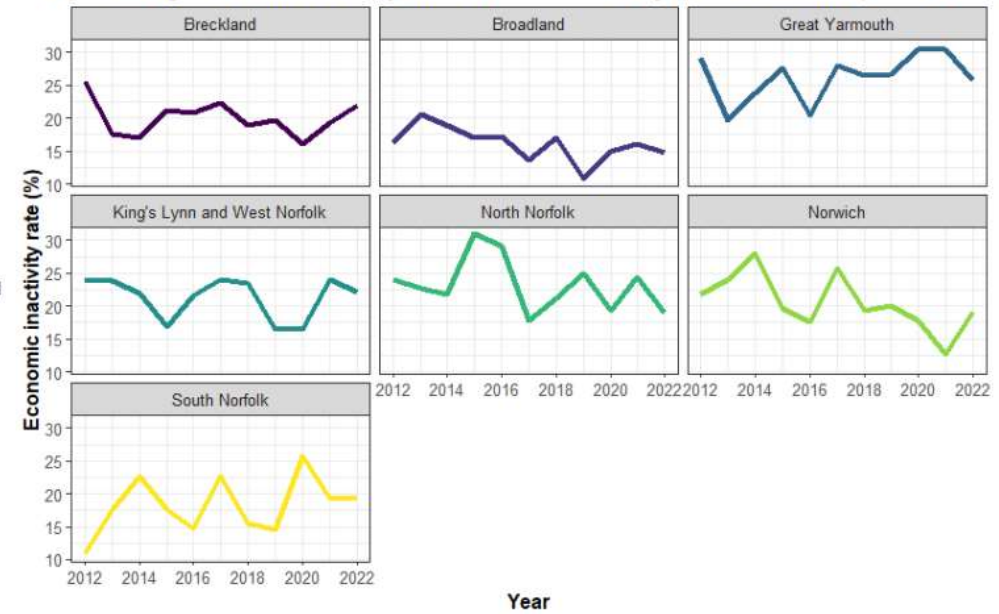
- Economic inactivity is a measure of those individuals that are unemployed and have not sought work within the past 4 weeks, and/or are unable to start work within the next 2 weeks. In recent years Norfolk has seen lower levels of economic inactivity than England, but higher levels when compared to the East of England.

- The left hand chart shows the percentage of economically inactive persons in Norfolk, East of England, and England, from 2012 to 2022. 20.2% of 16-64 year olds were classed as economically 'inactive' in 2022 in Norfolk compared to 19.5% in the East of England and 21.4% in England.

- The chart on the right show the breakdown of economic inactivity by Norfolk district over the same period (2012-2022). In 2022 economic inactivity was highest in Great Yarmouth (25.7%) and King's Lynn and West Norfolk (22.1%) and lowest in Broadland (14.8%) and North Norfolk (19.0%).

Source: annual population survey - https://www.nomisweb.co.uk/ (taken November 2023)

Employment, unemployment and economic inactivity

Below are links to the ONS website showing data on employment, unemployment and economic inactivity for each Norfolk district

Breckland's employment, unemployment and economic inactivity – ONS

Broadland's employment, unemployment and economic inactivity – ONS

Great Yarmouth's employment, unemployment and economic inactivity – ONS

King's Lynn and West Norfolk's employment, unemployment and economic inactivity – ONS

North Norfolk's employment, unemployment and economic inactivity – ONS

Norwich's employment, unemployment and economic inactivity – ONS

South Norfolk's employment, unemployment and economic inactivity - ONS

Unemployment Rate – Statistical Neighbours

Unemployment Rate (Statistical Neighbours) 2018 - 2022
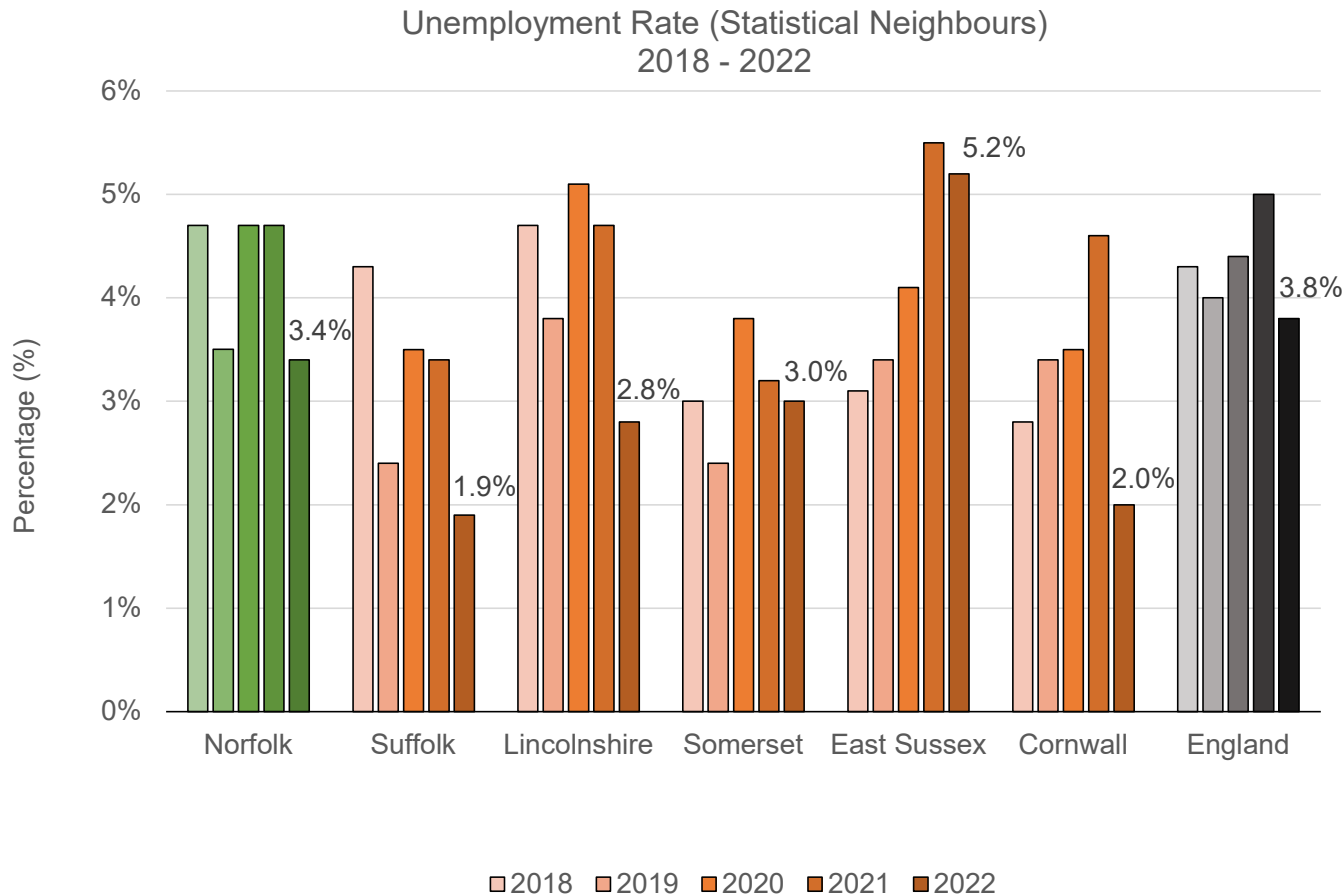
- Norfolk has the highest unemployment rate (5.4%) among its statistical neighbours, which is also 1.5% more than the national average.

- The unemployment rate of Norfolk increased from 3.4% in 2022 to 5.4% in 2023 i.e.; 58.8% increase from 2022, which is the highest in comparison to the statistical neighbours.

- Norfolk also recorded its highest ever unemployment rate (5.4%) between 2014-2023.

Occupational profile

- A higher proportion of Norfolk's residents work in 'medium' (30%) and 'low' skill (23%) jobs than regionally and nationally. One of the contributing factors is Norfolk's lower proportion of "Professional Occupations".

Occupational Profile, Norfolk vs region and national, 2023

Legend: High Skill (1-3), Medium Skill (4-6), Low Skill (7-9)

	Norfolk	East of England	England
Low Skill (7-9)	23	20	21
Medium Skill (4-6)	30	28	26
High Skill (1-3)	47	52	53
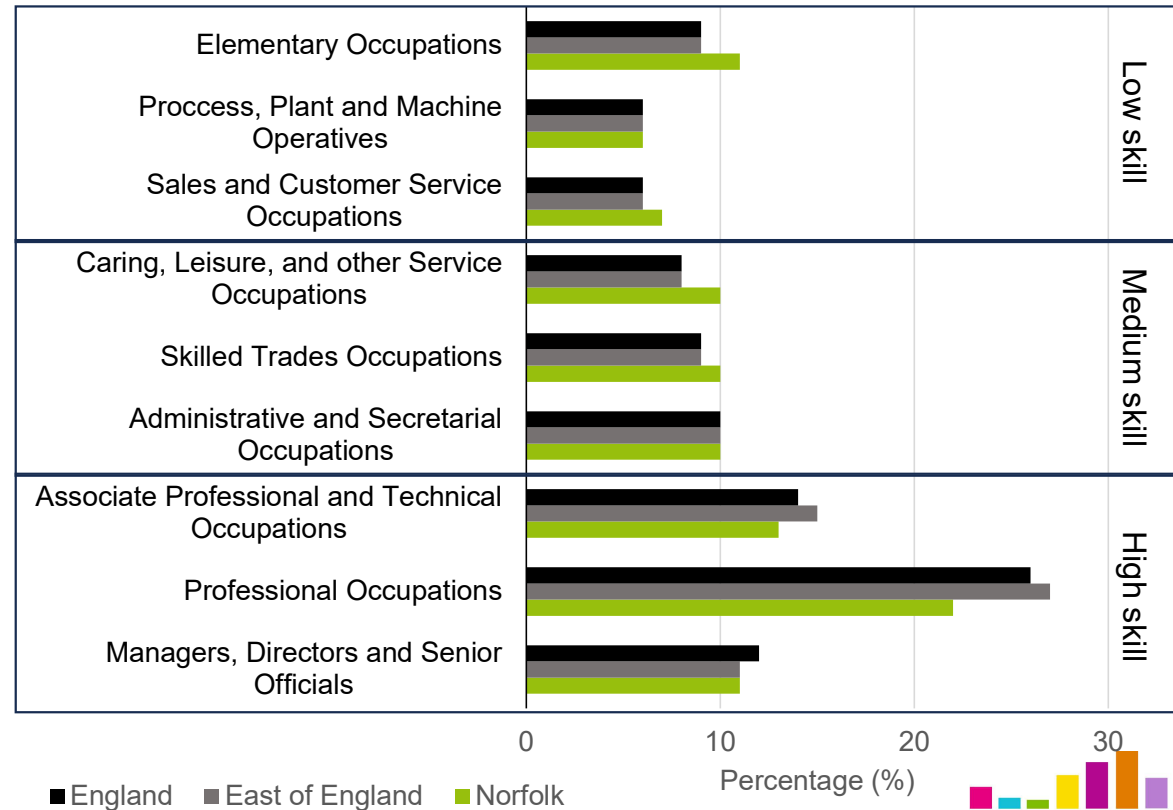
- High skill (SOC 1-3): these roles mostly require graduate level education to access
- Medium skill (SOC 4-6): mostly require Level 3-5 qualification
- Low skill (SOC 7-9): mostly require Level 2 qualification or below

Occupational Profile, 2023

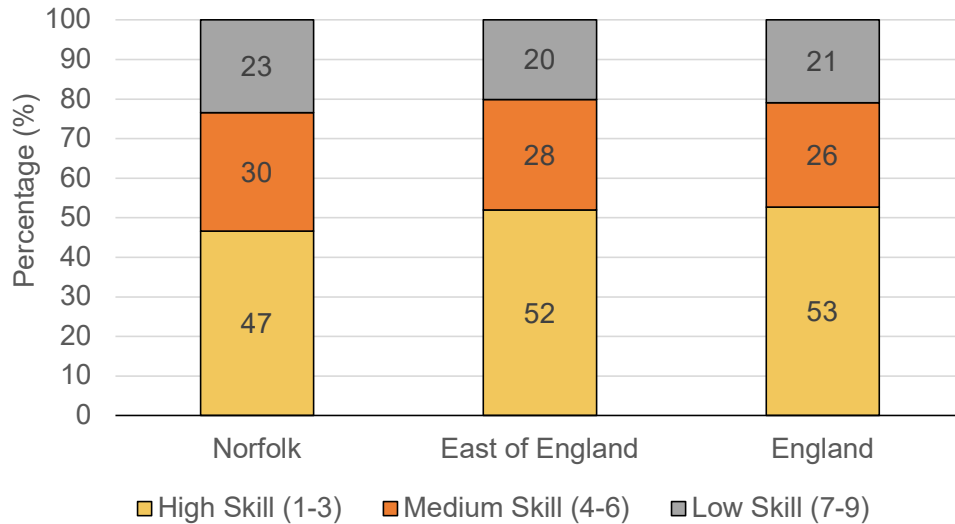
Low skill: Elementary Occupations; Proccess, Plant and Machine Operatives; Sales and Customer Service Occupations

Medium skill: Caring, Leisure, and other Service Occupations; Skilled Trades Occupations; Administrative and Secretarial Occupations

High skill: Associate Professional and Technical Occupations; Professional Occupations; Managers, Directors and Senior Officials

Legend: England, East of England, Norfolk

Percentage (%)

Source: annual population survey - https://www.nomisweb.co.uk/ (taken November 2023)

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Vacancies

| Industry (SOC 1 digit)	Unique Postings (Apr 2022 - Mar 2023)	Unique Postings (Apr 2023 - Mar 2024)	Number change from 2022/23 to 2023/24	% change from 2022/23 to 2023/24
Construction	1,247	2,110	863	69.2
Transportation and Storage	800	1,312	512	64.0
Arts, Entertainment and Recreation	548	852	304	55.5
Public Administration and Defence; Compulsory Social Security	1,621	2,519	898	55.4
Manufacturing	2,060	3,196	1,136	55.1
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	3,679	5,506	1,827	49.7
Real Estate Activities	1,229	1,831	602	49.0
Accommodation and Food Service Activities	3,382	4,754	1,372	40.6
Other Service Activities	2,055	2,840	785	38.2
Agriculture, Forestry and Fishing	308	411	103	33.4
Professional, Scientific and Technical Activities	5,715	7,537	1,822	31.9
Administrative and Support Service Activities	31,137	38,835	7,698	24.7
Education	3,016	3,753	737	24.4
Water Supply; Sewerage, Waste Management and Remediation Activities	398	482	84	21.1
Information and Communication	1,939	2,193	254	13.1
Human Health and Social Work Activities	13,804	14,305	501	3.6
Financial and Insurance Activities	1,609	1,538	-71	-4.4
Electricity, Gas, Steam and Air Conditioning Supply	101	88	-13	-12.9
Mining and Quarrying	234	104	-130	-55.6
NORFOLK TOTAL UNIQUE POSTINGS	**74,882**	**94,166**	**19,284**	**25.8**

- For the 12-month period April 2023 to March 2024, across all industry sectors there were around 19,300 (25.8%) more unique vacancy posting for Norfolk jobs, compared with the previous 12-month period.

- Overall, the duration of job postings has not really changed since last year, so there is no suggestion that there are any increased difficulties in filling job vacancies.

- Over the last year, highest proportional increases in job vacancy postings have been for Construction (increase of 69.2%); Transportation and Storage (64.0%); Arts, Entertainment and Recreation (55.5%); Public Administration and Defence (55.4%); Manufacturing (55.1%); Wholesale and Retail Trade (49.7%); and Real Estate Activities (49.0%).

Note: The unique posting count is the count of postings after the deduplication process has taken place. Deduplication is the process of identifying duplicate job postings and only counting one of the duplicates.

Source: Lightcast labour market analytics – unique job postings data - Lightcast - A Global Leader in Labour Market Analy...
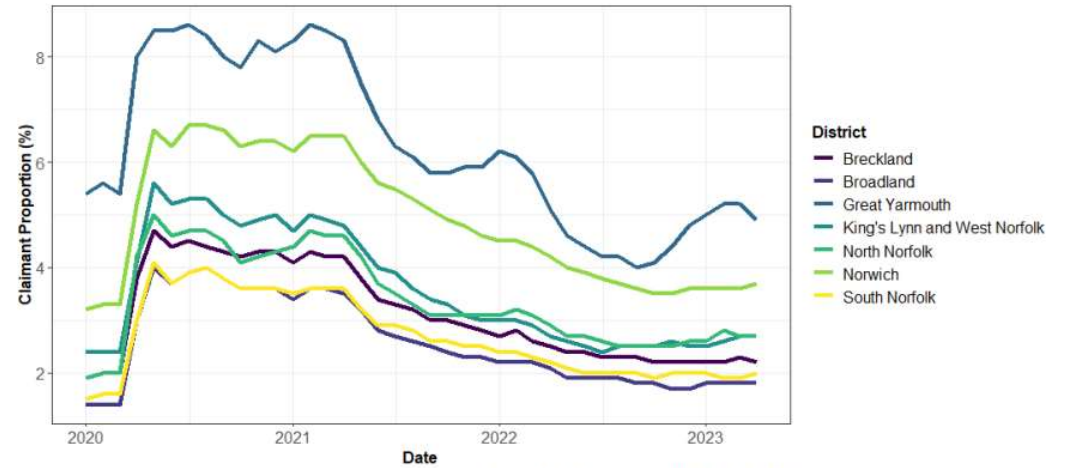
Claimant count

Proportion of residents aged 16-64 claiming JSA and UC in Norfolk, East of England and England, 01/2020 to 04/2023

Source: ONS Claimant Count, from NOMIS

Proportion of residents aged 16-64 claiming JSA and UC by Norfolk district, 012/2020 to 04/2023
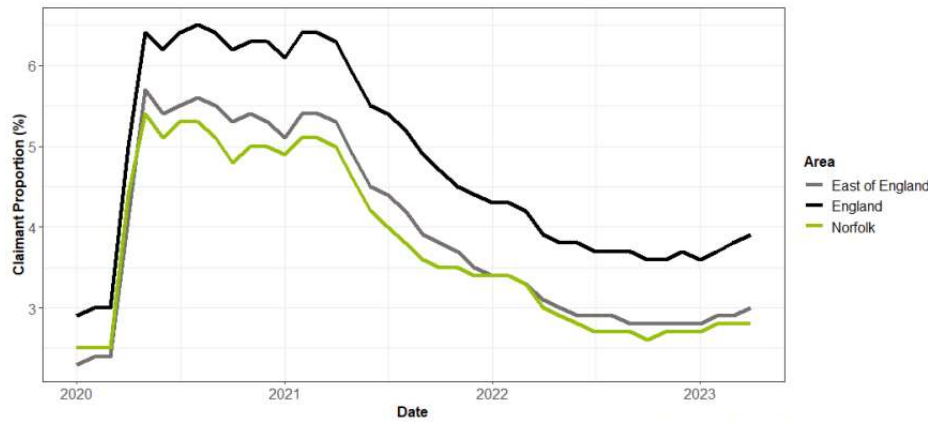
Source: ONS Claimant Count, from NOMIS

- The monthly plot shows a sharp increase in claimants (the % of residents aged 16-64 who are claiming either Job Seekers Allowance, JSA, or Universal Credit, UC) in all areas at the beginning of the Covid-19 pandemic. These increased rates continue until early/mid-2021 when they start declining. After a period of relatively constant proportions, all areas have increased slightly in 2023.

- Both Norfolk and the East of England have remained below the national average for the entire period. Norfolk's claimant rate as of April 2023 was 2.8% compared to 3.9% nationally and 3% regionally.

- This chart shows the same metric for the districts within Norfolk. Great Yarmouth and Norwich had sustained higher claimant proportions throughout the entire period. Moreover, while all districts display the same profile, although to varying degrees of amplitude, Great Yarmouth shows much more variable and volatile claimant proportions. For example, all districts have seen a gradual decline and levelling off in claimant percentage since early/mid-2021, while Great Yarmouth has seen two separate peaks around January of both 2022 and 2023.

- Great Yarmouth also has the highest claimant proportion as of April 2023 at 4.9% with Norwich the next highest at 3.7%.

Source: Norfolk Population Overview August 2023 (norfolkinsight.org.uk)

Claimant count continued

Total individuals on UC per LSOA in Norfolk - September 2022
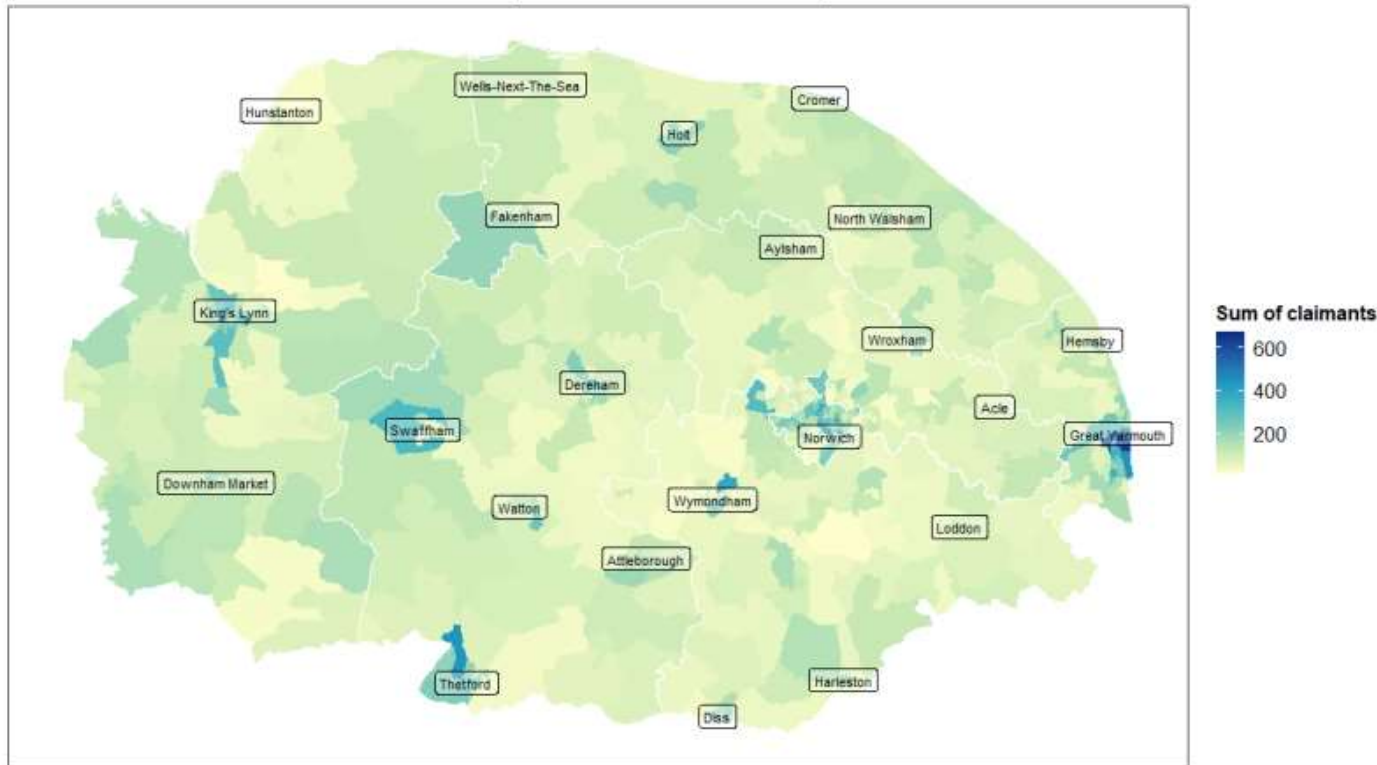
Source: Stat-Xplore

- This map shows a lower super output area (LSOA) map of individuals receiving UC for Norfolk in August 2022, with areas shaded blue representing areas with a greater than average number.

- A light green shaded LSOA represents one with the mean average number of UC recipients of all LSOAs, which in August 2022 was 127.

- Areas shaded light yellow are those with lower than average numbers of UC recipients. This illustrates areas with the most UC claimants and helps to give a picture of the levels of hardship being experienced across the county.

- As we might expect there is more residents claiming Universal Credit in urbanised areas.

- As shown, the larger urban centres of Norwich, Kings Lynn, Thetford, and Great Yarmouth continue to have high number of UC claimants, however there are also hotspots around the smaller towns of Holt, Fakenham, Dereham, Swaffham and Wymondham.

Deprivation

Norfolk's rank across all the domains of the 2019 IMD based on the rank of average score measures

Norfolk rank for each domain of the 2019 IMD
Source: IMD 2019
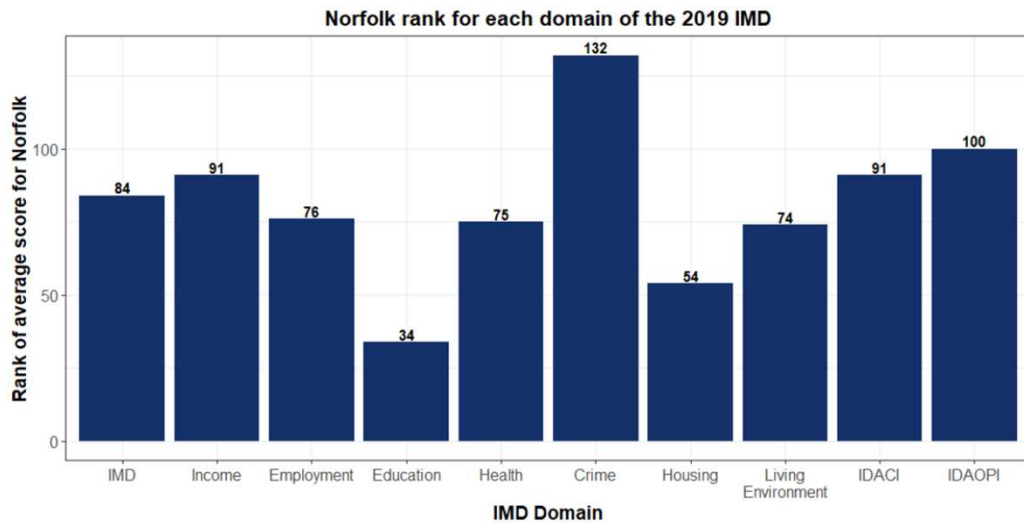
IMD 2019 quintiles at LSOA level within Norfolk

National IMD 2019 quintiles
- Relatively most deprived
- Quintile 2
- Quintile 3
- Quintile 4
- Relatively least deprived

Source: IMD 2019
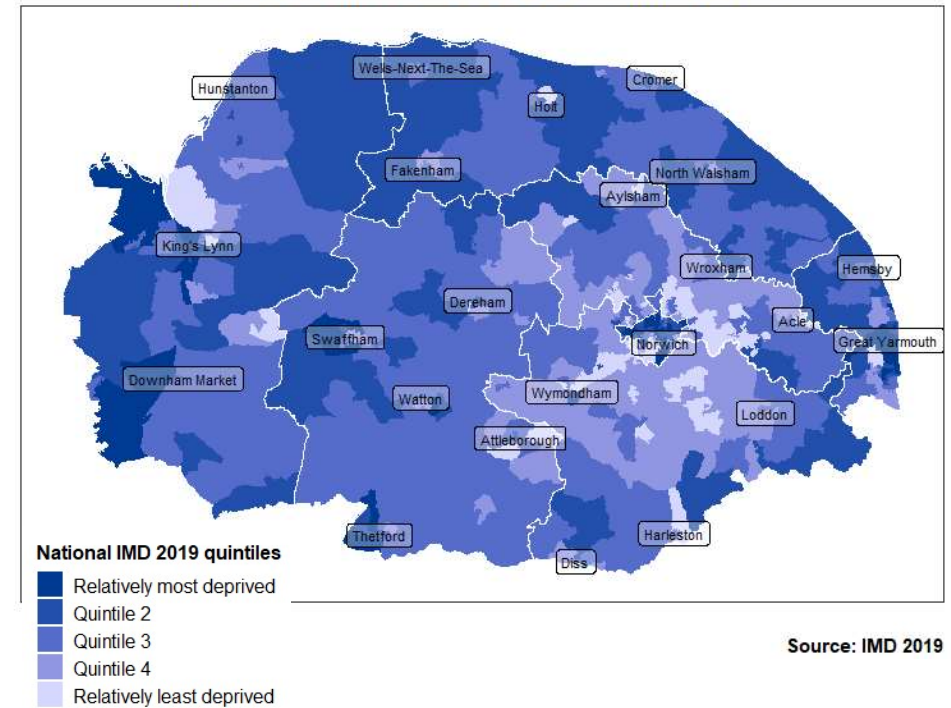
- The 2019 index of multiple deprivation (IMD) release is still the most up to date release of deprivation data and ranked Norfolk as the 84th most relatively deprived upper tier local authority out of 151 in total.

- The chart on the left shows that Norfolk is relatively least deprived within the Crime domain, at a rank of 132nd out of 151 upper tier local authorities. The domain in which Norfolk was relatively most deprived was Education, Skills and Training with a rank of 34, second was Barriers to Housing and Services with a rank of 54.

- The map on the right shows the quintiles of deprivation according to the 2019 IMD publication, (Ministry of Housing, Communities & Local Government, 2019) at LSOA level. Areas of less relative deprivation can be seen in South Norfolk and Broadland, whereas places like Great Yarmouth, Thetford, King's Lynn and Norwich have higher rates of relative deprivation. Norwich in particular remains a relatively deprived area, except for the southwest part of the city.

Source: IMD 2019 Report V2 (002) (norfolkinsight.org.uk)

Population living in most deprived IMD decile by district

Percentage of population living in IMD decile 1 or 2 (at LSOA level)
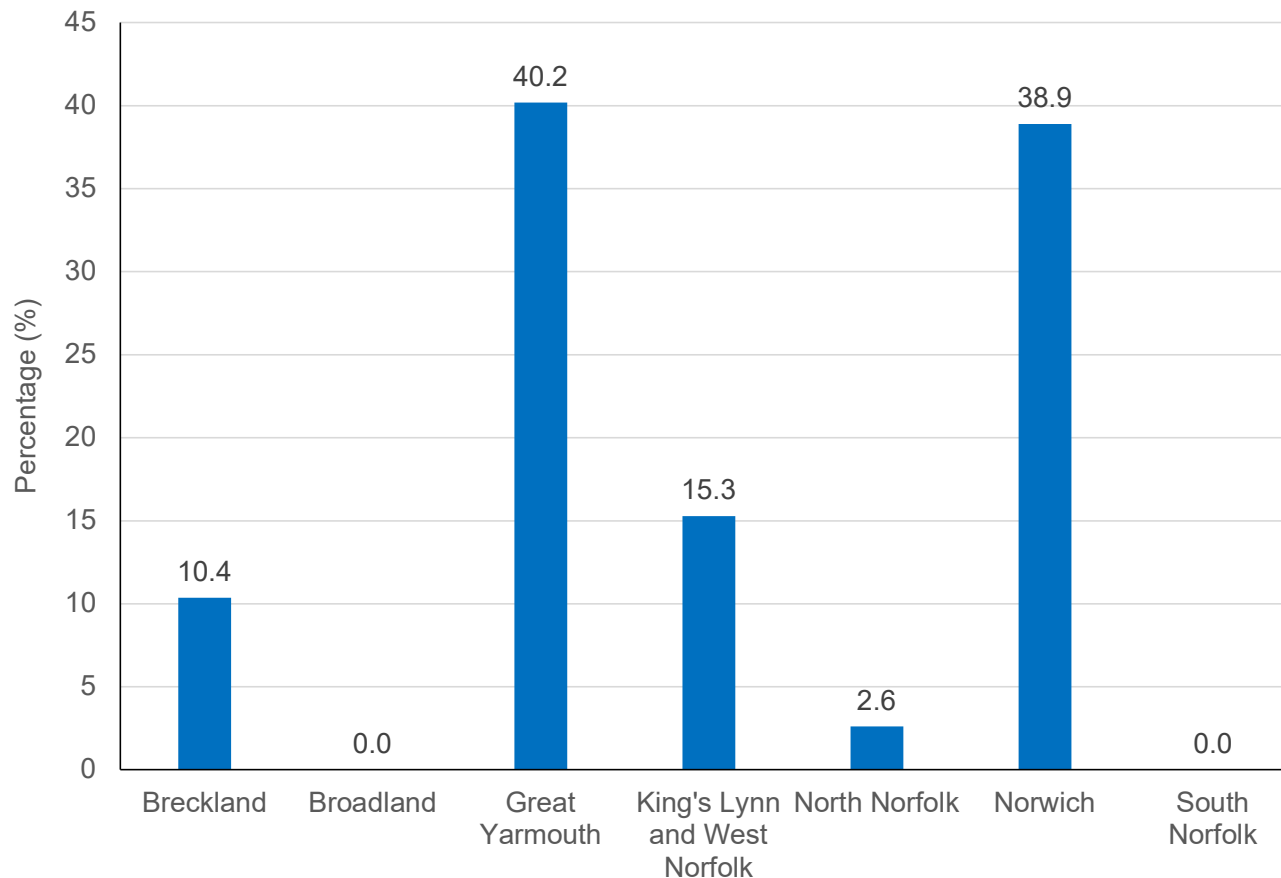
- Overall, 14.9% of the Norfolk population (approximately 136,400 residents) live in areas that are in IMD decile 1 or 2 – areas that are in the 20% most deprived areas of England.

- The proportions are higher in Great Yarmouth and Norwich where around four in every 10 people live in LSOAs that are classed as the 20% most deprived areas of the country.

- This equates to approximately 40,100 and 56,000 residents living in IMD decile 1 or 2 in Great Yarmouth and Norwich respectively.

- None of the LSOAs in Broadland or South Norfolk are in IMD decile 1 or 2 and therefore none of their residents live in the 20% of most deprived areas of England.

Percentage population living in each IMD decile by district

- The table shows the percentage of the population in each district who live in LSOAs in each IMD decile.

- Great Yarmouth has the highest proportion of people living in LSOAs in IMD decile 1 (27.2%) and no residents living in IMD decile 10.

- Conversely, South Norfolk has the highest proportion of people living in IMD decile 10, the least deprived 10% of LSOAs, and no residents in IMD decile 1, 2 or 3.

- Note: these numbers are calculated using 2019 ONS mid-year estimates and the IMD decile of each LSOA. In this dataset the total Norfolk population used is 907,760.

	IMD decile 1	IMD decile 2	IMD decile 3	IMD decile 4	IMD decile 5	IMD decile 6	IMD decile 7	IMD decile 8	IMD decile 9	IMD decile 10
Breckland	1.8%	8.6%	10.7%	6.9%	24.5%	21.6%	11.2%	9.9%	4.8%	0.0%
Broadland	0.0%	0.0%	0.0%	4.6%	11.5%	14.8%	16.5%	18.4%	21.8%	12.5%
Great Yarmouth	27.2%	13.0%	13.7%	8.6%	10.6%	15.4%	5.2%	2.6%	3.7%	0.0%
King's Lynn and West Norfolk	7.9%	7.3%	16.2%	17.7%	24.3%	13.2%	4.6%	2.0%	3.9%	2.8%
North Norfolk	0.0%	2.6%	13.9%	25.9%	27.3%	21.1%	5.8%	1.7%	1.9%	0.0%
Norwich	19.4%	19.5%	9.2%	17.6%	2.4%	7.9%	3.5%	7.1%	3.1%	10.3%
South Norfolk	0.0%	0.0%	0.0%	10.1%	10.4%	17.0%	22.3%	17.2%	10.3%	12.7%

Household deprivation

- Relative to England as a whole, Broadland and South Norfolk have a lower percentage of households that are classed as 'deprived in at least one dimension' while Great Yarmouth has a much higher percentage of households in deprivation (compared to England).

More information on the classification of household deprivation can be found here:
Households by deprivation dimensions - Office for National Statistics

	Percentage of households who have at least one dimension of deprivation
Breckland	54.5%
Broadland	49.0%
Great Yarmouth	61.8%
King's Lynn and West Norfolk	56.0%
North Norfolk	55.6%
Norwich	55.0%
South Norfolk	48.3%
Norfolk*	54.1%
England*	51.6%

*calculated using all data from lower tier local authorities

Source: Build a custom area profile - Census 2021, ONS

England and Wales
Household is not deprived in any dimension

37.6%   43.3%   47.3%   51.1%   55.3%   61.9%
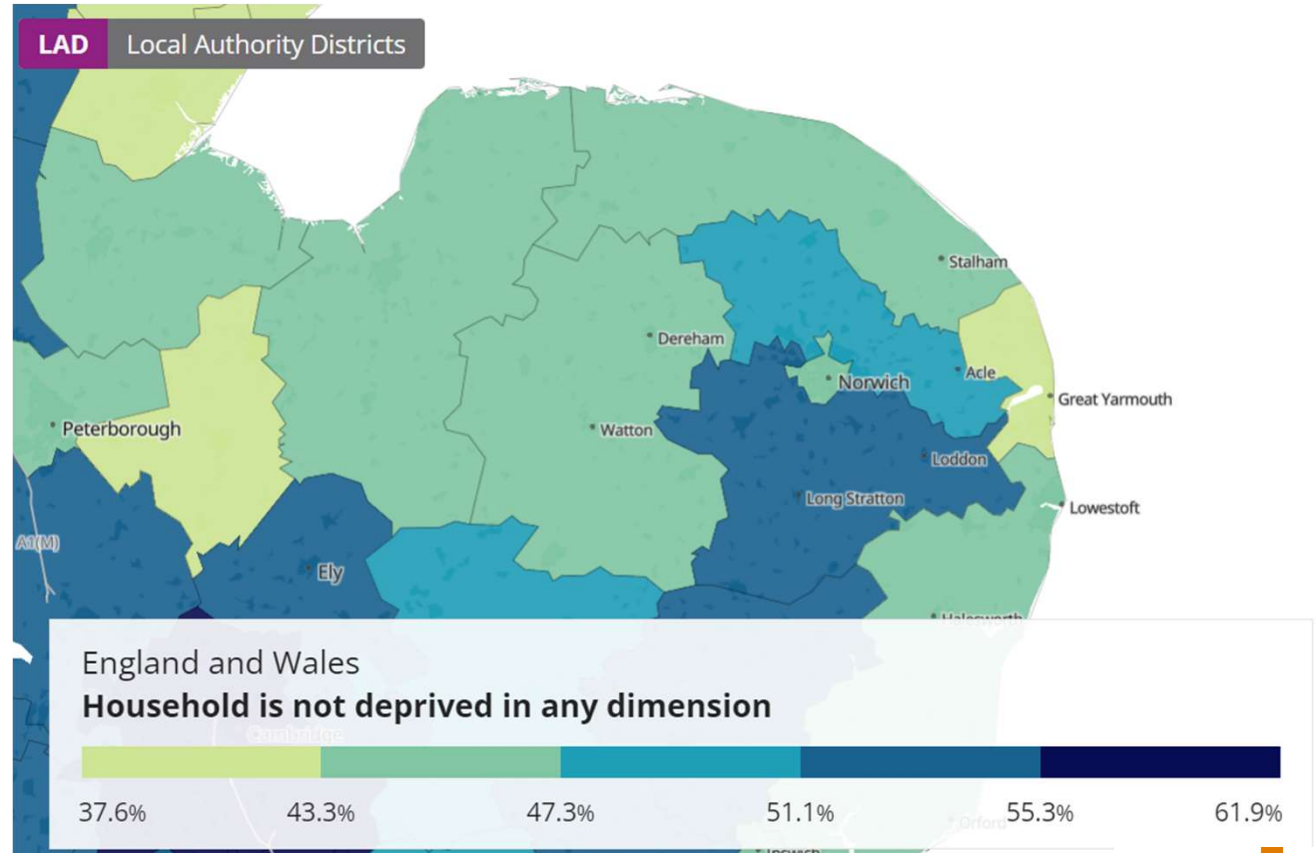
Fuel poverty

Percentage of households in fuel poverty - Low Income/Low energy Efficiency (LILEE), Norfolk districts, Norfolk and England, 2019 & 2020

Percentage (%)

District	2019	2020
Breckland	15.1	14.6
Broadland	11.4	11.6
Great Yarmouth	16.4	17.1
King's Lynn and West Norfolk	17.0	16.6
North Norfolk	15.8	16.3
Norwich	18.7	19.6
South Norfolk	13.3	13.0
Norfolk	15.4	15.6
England	13.4	13.2
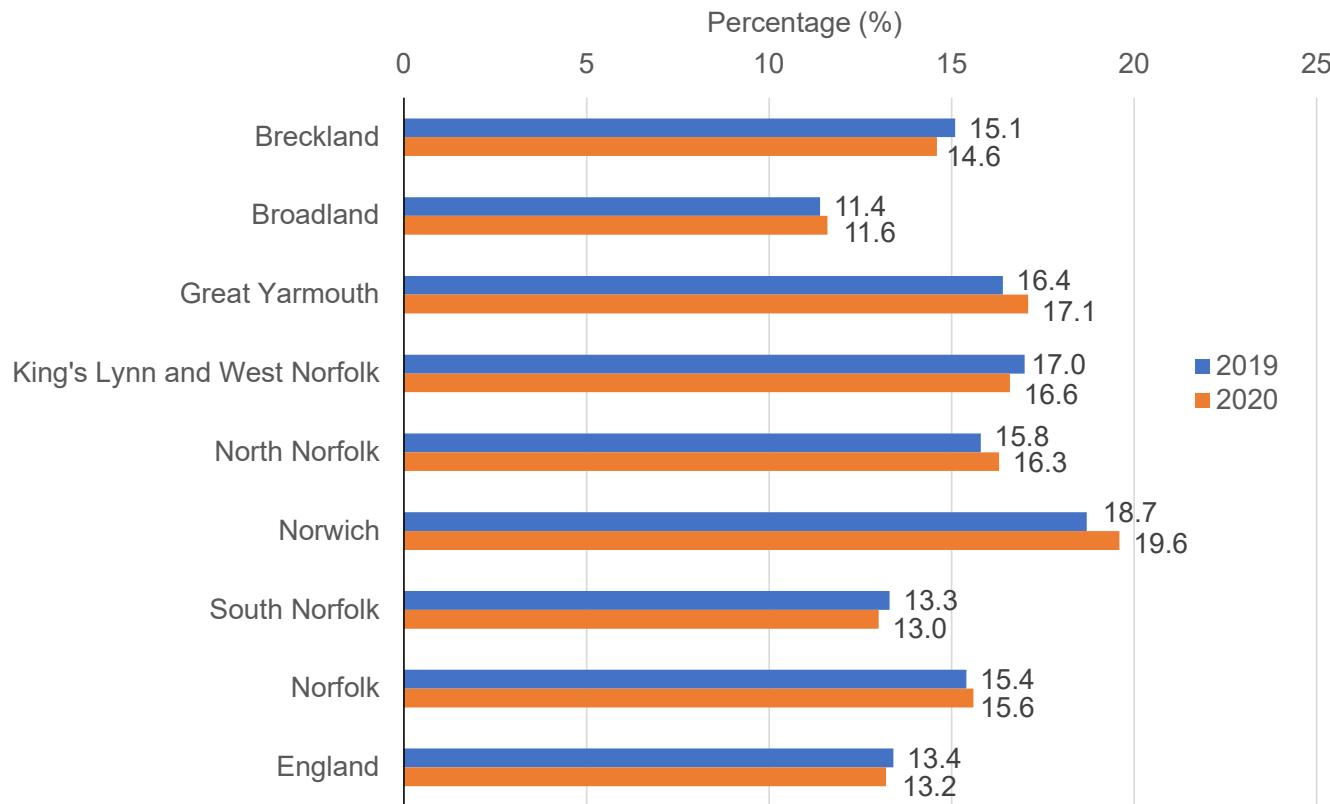
- In 2020, 15.6% of households in Norfolk were classed as in fuel poverty (using the Low Income/Low energy Efficiency or LILEE model), compared to 13.2% in England.

- Almost one in every five (19.6%) households in Norwich was classified as in fuel poverty in 2020, the highest proportion of all the Norfolk districts.

- This was followed by Great Yarmouth (17.1%), King's Lynn and West Norfolk (16.6%) and North Norfolk (16.3%) – all higher than Norfolk's proportion.

- The lowest percentage of houses in fuel poverty were in Broadland (11.6%) and South Norfolk (13.0%).

- On the other hand, two districts had lower proportions than England as a whole – Broadland (11.6%) and South Norfolk (13.0%).

Source: Percentage of households in fuel poverty - Low Income/Low energy Efficiency (LILEE) | Data Explorer - Norfolk Insight

Early years education (KS2)

- Over time, Norfolk's early years attainment levels have been consistently lower than the region and country.

Percentage of pupils meeting the expected standard in reading, writing and maths (combined)
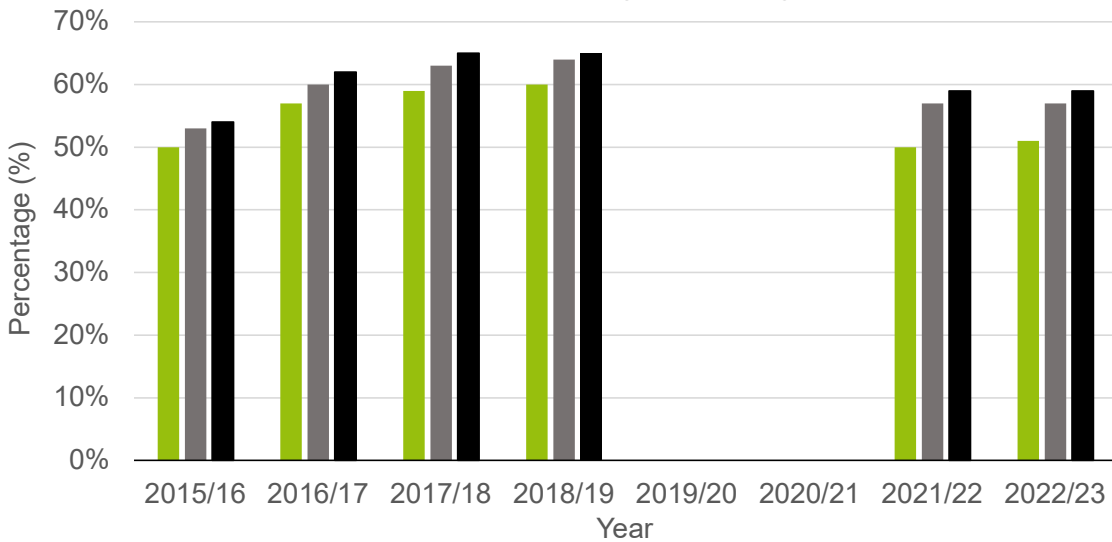
Percentage of pupils reaching the higher standard in reading, writing and maths (combined)
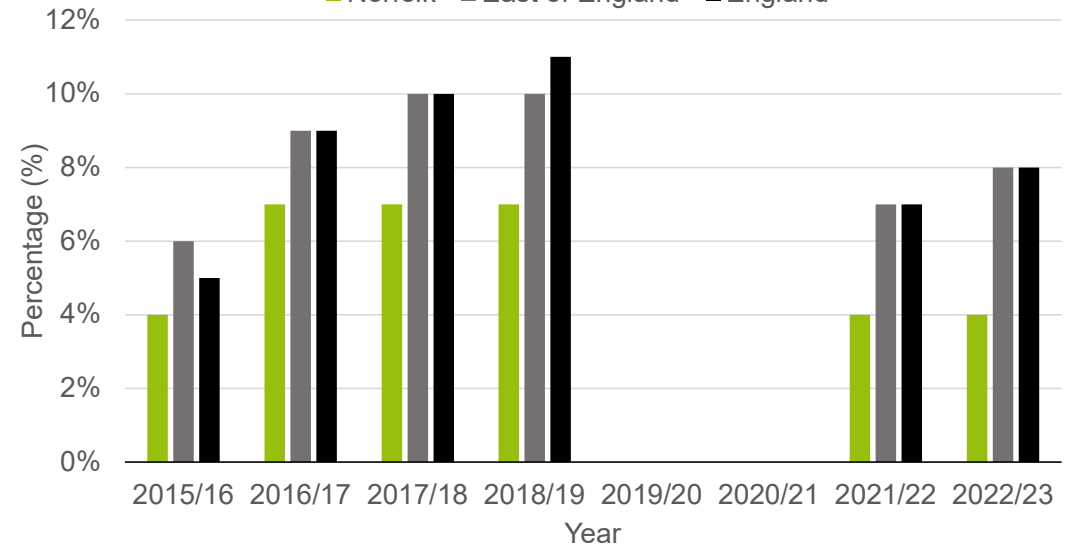
	Pupils reaching expected standard (2022/23)	Pupils reaching higher standard (2022/23)
Norfolk	51%	4%
East of England	57%	8%
England	59%	8%

Source: 'Attainment by region and local authority' from 'Key stage 2 attainment', Permanent data table – Explore education statistics – GOV.UK (explore-education-statistics.service.gov.uk)

Early years education (KS2) by sex

- As previously mentioned, Norfolk's 2022/23 Key Stage 2 attainment levels for reading, writing and maths were below both the East of England and England.

- When looking at the Norfolk data by sex, boys' levels of attainment were generally lower than girls (reflecting England as a whole), with both sexes following the trend of scoring below the region and nation.

Key Stage 2 attainment, boys, 2022/23

Percentage (%)

Region	Met expected standard	Met higher standard
England	56	7
East of England	54	7
Norfolk	47	4

■ Met expected standard in reading, writing and maths
■ Met higher standard in reading, writing and maths

Key Stage 2 attainment, total, 2022/23

Percentage (%)

Region	Met expected standard	Met higher standard
England	59	8
East of England	57	8
Norfolk	51	4

■ Met expected standard in reading, writing and maths
■ Met higher standard in reading, writing and maths

Key Stage 2 attainment, girls, 2022/23

Percentage (%)

Region	Met expected standard	Met higher standard
England	62	9
East of England	60	9
Norfolk	56	5

■ Met expected standard in reading, writing and maths
■ Met higher standard in reading, writing and maths

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Insight for action
The Norfolk Office of Data & Analytics

Not in education, employment or training (NEET)

Proportion of 16-17 year olds classed as NEET (not in education, employment or training), 2019-2023, Norfolk, East of England and England
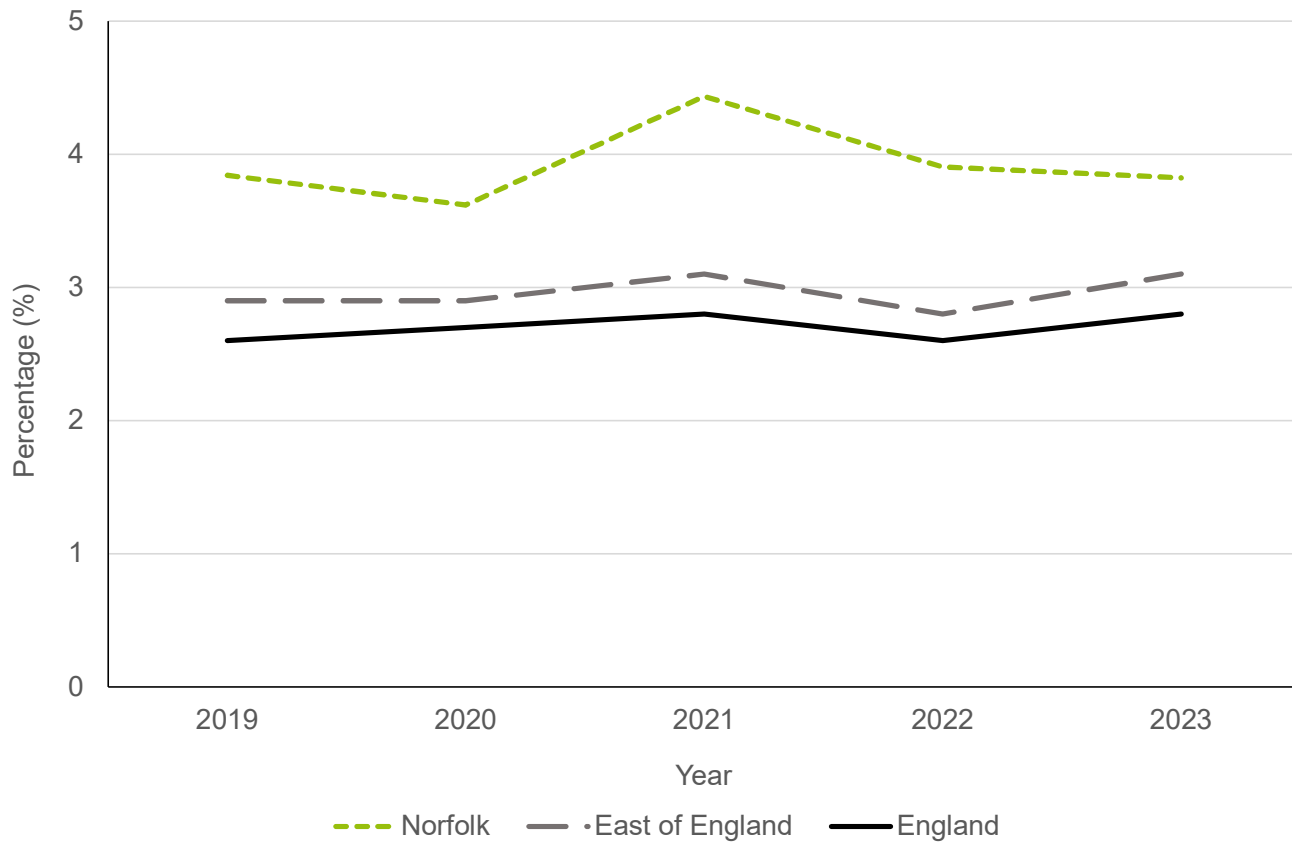
- Norfolk has consistently had a higher proportion of 16–17-year-olds classed as NEET than both the East of England and England.

2023 figures:

Norfolk	3.8%
East of England	3.1%
England	2.8%

Student population

North Norfolk 3.5%

King's Lynn & West Norfolk 3.9%

Broadland 4.4%

Great Yarmouth 5.1%

Norwich 12.7%

Breckland 4.1%

South Norfolk 4.5%
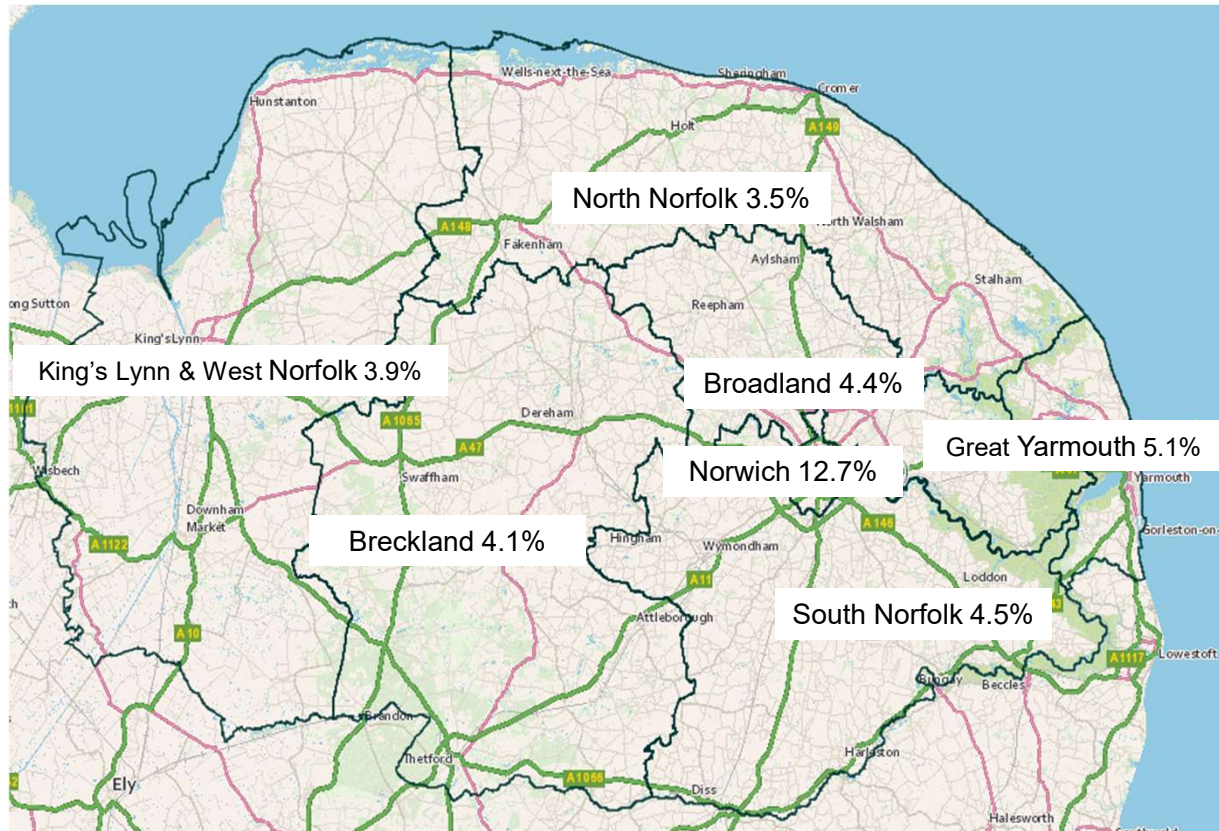
- Overall, 5.5% of Norfolk's population is classed a full-time students, compared to 7.1% in England overall.

- Norwich ranks 121st out of 175 upper tier local authorities in England and Wales for the proportion of "all usual residents aged 16 and over" that are "full-time students".

- Norwich is the highest ranking of Norfolk's seven lower-tier local authorities, ranking 10th out of 318.

- Great Yarmouth ranked 210th and all the other Norfolk districts ranked between 282nd and 317th with three ranking in the bottom seven.

Skills and qualifications

Percentage of people with NVQ4+ aged 16-64, Norfolk, East of England and England, 2004 to 2021
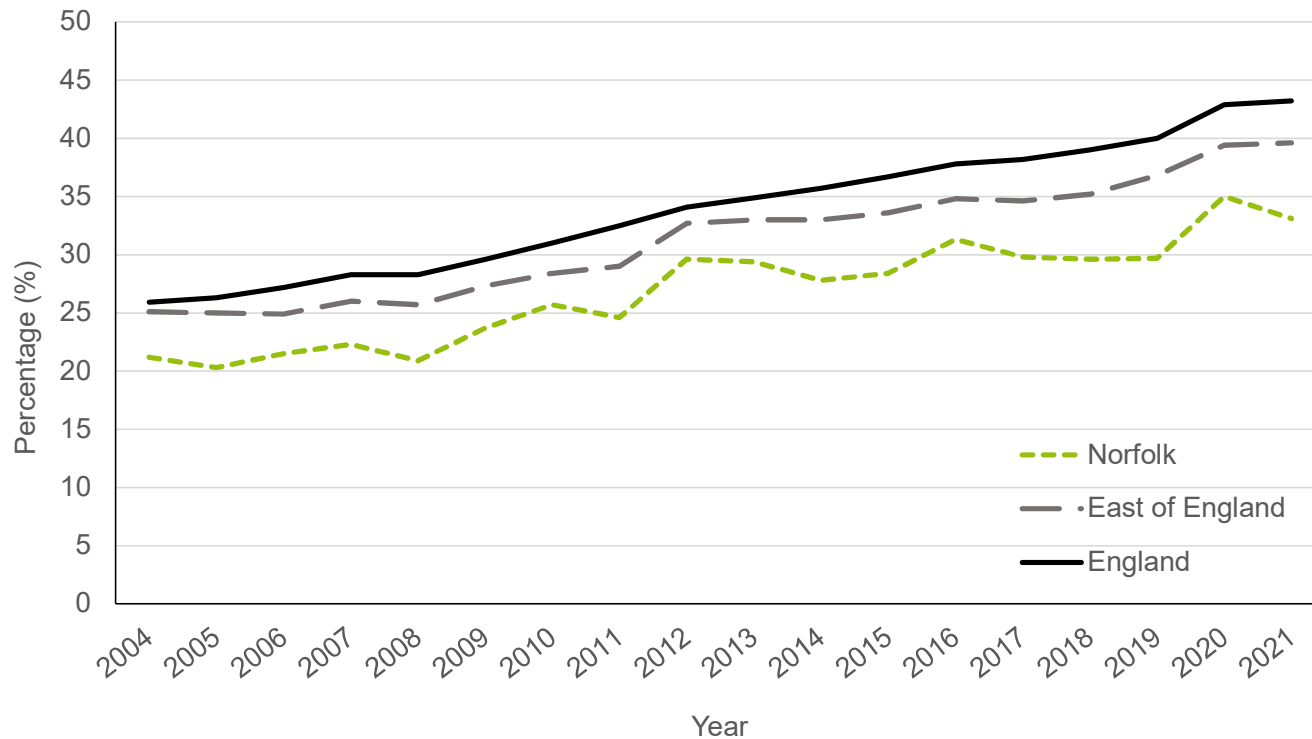
- The percentage of people aged 16-64 in Norfolk with level 4 (or higher) qualifications has consistently remained below both the national and regional percentages with the same level of qualification.

The figures for January 2021 to December 2021 are:

Norfolk	33.1%
East of England	39.6%
England	43.2%

Source: Annual Population Survey - https://www.nomisweb.co.uk/ (taken 21st November 2023)

Employment by Industry

Employment by Industry (% aged 16-64 in employment)
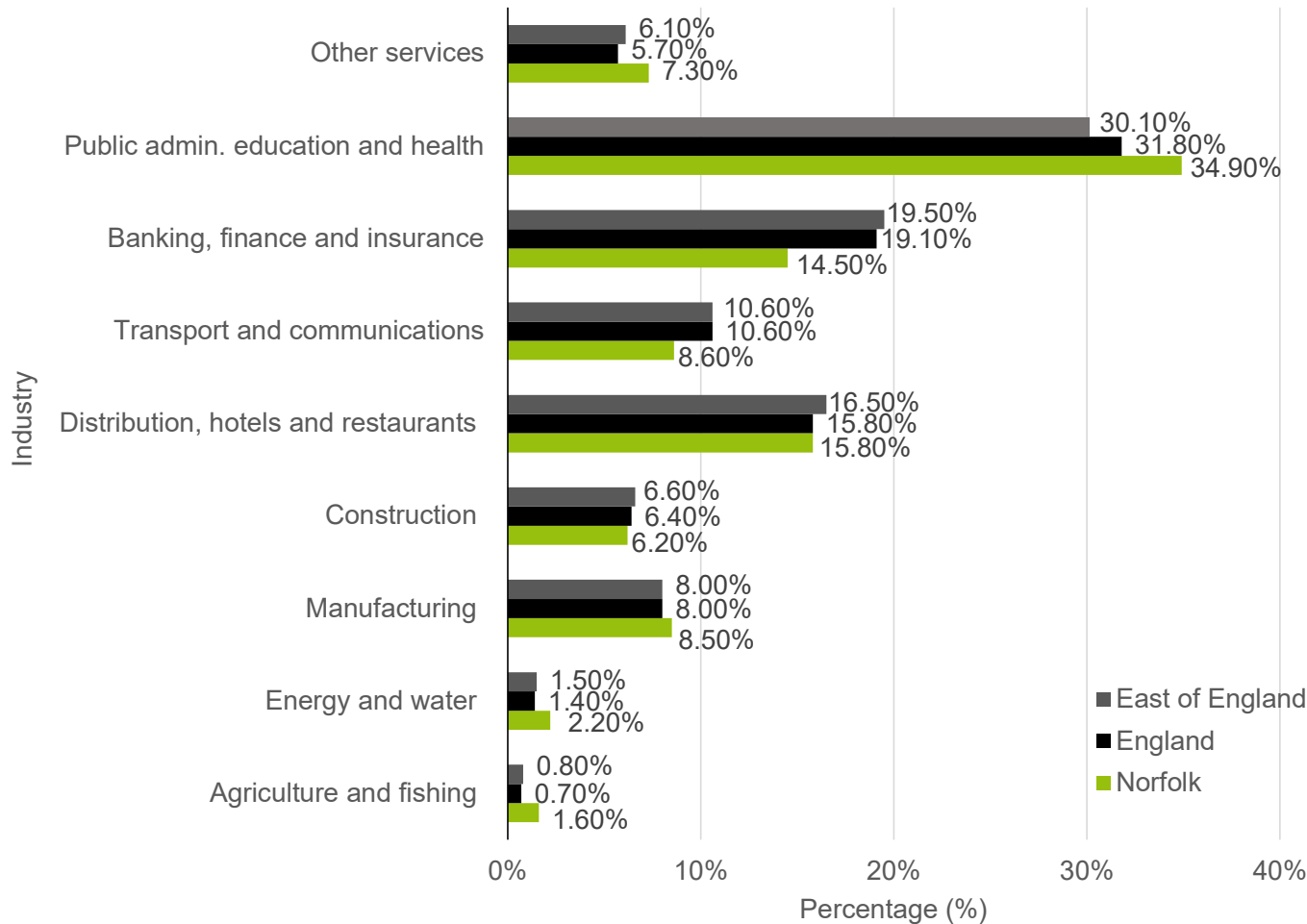
- Norfolk has a higher percentage of employment than England and the East of England in the following industries – 'Public administration, education and health' (34.9%), 'Manufacturing' (8.5%), 'Energy and Water' (2.2%) and 'Agriculture and Fishing' (1.6%).

- Norfolk has a lower percentage of employment when compared to the England and the East of England in the following industries – 'Banking, Finance and Insurance' (14.5%), 'Transport and Communication' (8.6%) and 'Construction' (6.2%).

- Norfolk is at par with the national level in the 'Distribution of hotels and restaurants' at 15.8%.

Skills and qualifications by district

Percentage of people aged 16-64 with NVQ4+, Norfolk districts 2017 to 2021, and 2021 benchmark for Norfolk and England
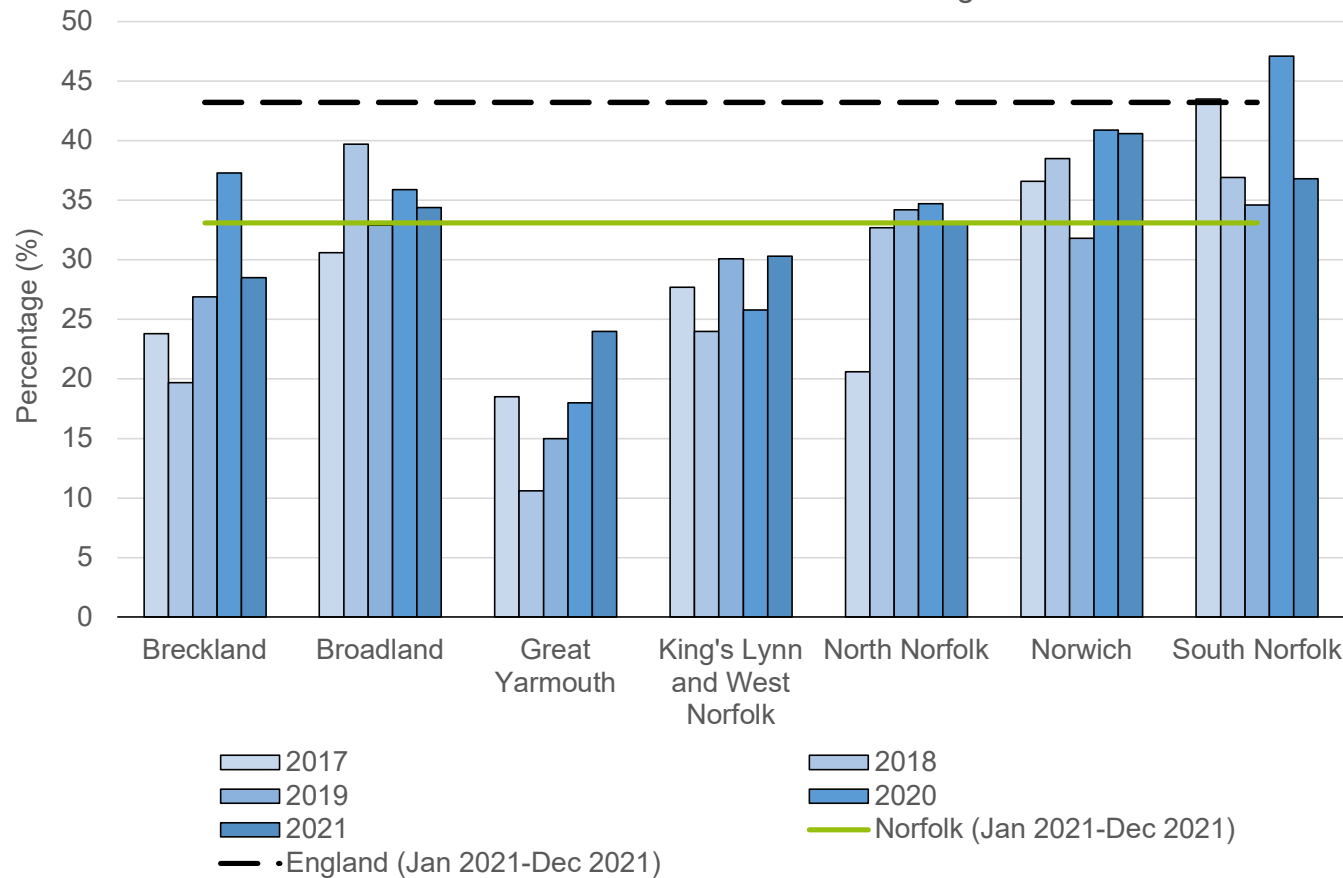
- While some of Norfolk's districts are above or close to the county overall, none reach the national percentage for 2021. Some districts have a relatively low percentage of people with level 4+ qualifications when compared to England as a whole.

- In 2021, three districts (Broadland, Norwich and South Norfolk) had a higher percentage of people aged 16-64 with a level 4+ qualification than Norfolk overall.

- However, none of the districts had the same or higher percentages than the national (England) percentage of 43.2% in 2021.

Legend:
- 2017
- 2018
- 2019
- 2020
- 2021
- Norfolk (Jan 2021-Dec 2021)
- England (Jan 2021-Dec 2021)

Source: Annual Population Survey - https://www.nomisweb.co.uk/ (taken 21st November 2023)

Other qualifications

- The chart shows the percentage of people in each region with each level of qualification for January 2021 to December 2021 with England and the East of England for comparison.

- South Norfolk is the only district to have higher proportions of people with all of the different qualifications than England as a whole.

Percentage of people with NVQ1+/2+/3+ or other qualifications aged 16-64 for Norfolk, Norfolk districts, East of England and England, 2021

	Norfolk	Breckland	Broadland	Great Yarmouth	King's Lynn and West Norfolk	North Norfolk	Norwich	South Norfolk	England	East of England
Other (NVQ)	4.8	3.9	4.7	0	4.5	1.9	7.5	5.6	5.9	5.8
% with NVQ1+	88.3	86.8	86.4	84.0	88.8	93.5	87.6	91.3	87.7	88.5
% with NVQ2+	75.4	73.0	74.7	74.8	71.5	76.5	78.1	78.9	78.1	76.7
% with NVQ3+	56.6	51.7	52.0	53.3	52.5	54.0	65.5	63.0	61.4	58.2

■ % with NVQ3+   ■ % with NVQ2+   ■ % with NVQ1+   ■ % with other qualifications (NVQ)

Source: Annual Population Survey - https://www.nomisweb.co.uk/ (taken 21st November 2023)

No qualifications

Percentage of people with no qualifications (NVQ) aged 16 - 64 for Norfolk, Norfolk districts, East of England and England, January 2021 to December 2021

Percentage (%)

Region	Percentage
Norfolk	7.0
Breckland	9.2
Broadland	8.9
Great Yarmouth	12.8
King's Lynn and West Norfolk	6.7
North Norfolk	4.5
Norwich	4.9
South Norfolk	3.1
England	6.4
East of England	5.8
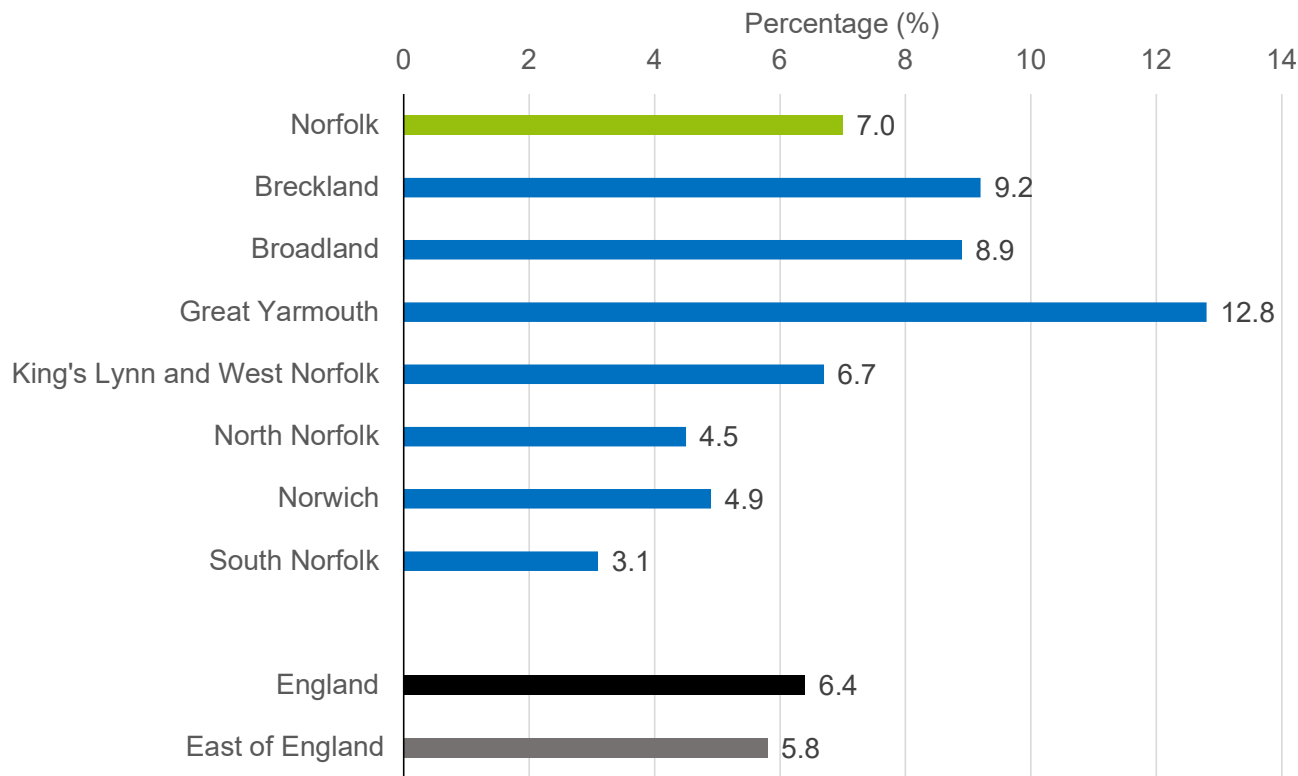
- 2021 data shows 7% of people aged 16-64 in Norfolk had no qualifications, this compares to 6.4% in England as a whole and 5.8% in the East of England region for the same period.

- Four of the seven Norfolk districts have a higher percentage of people aged 16-64 with no qualifications than England as a whole.

- Great Yarmouth had the highest percentage of people aged 16-64 with no qualifications (12.8%) while South Norfolk (3.1%) had the lowest percentage.

Source: Annual Population Survey - https://www.nomisweb.co.uk/ (taken 21st November 2023)

IMD – Education, Skills and Training

Percentage of LSOAs in the most deprived decile for Adult Skills IMD subdomain, 2019
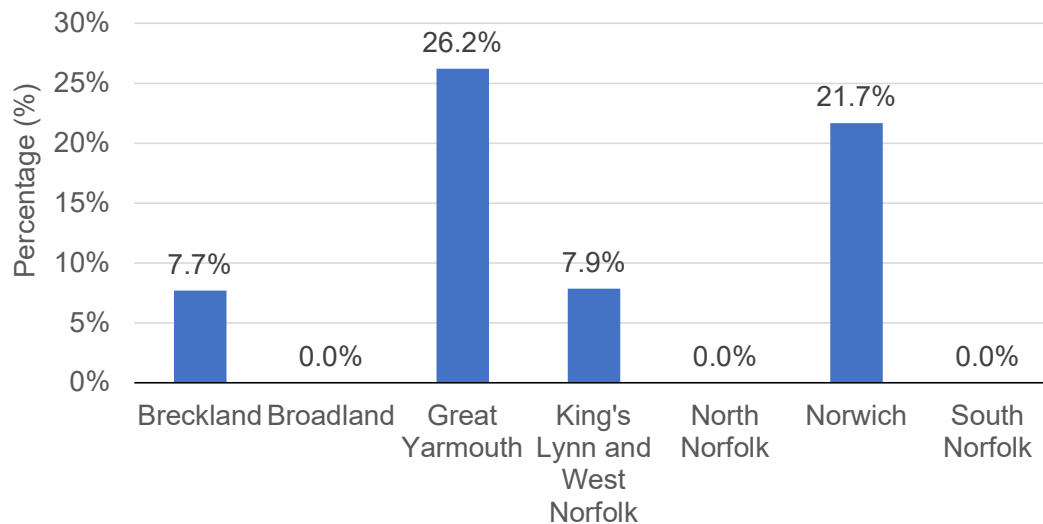
Education, Skills and Training IMD deciles for Norfolk LSOAs, 2019

Education, Skills and Training Decile
- Most Deprived
- Decile 2
- Decile 3
- Decile 4
- Decile 5
- Decile 6
- Decile 7
- Decile 8
- Decile 9
- Least Deprived
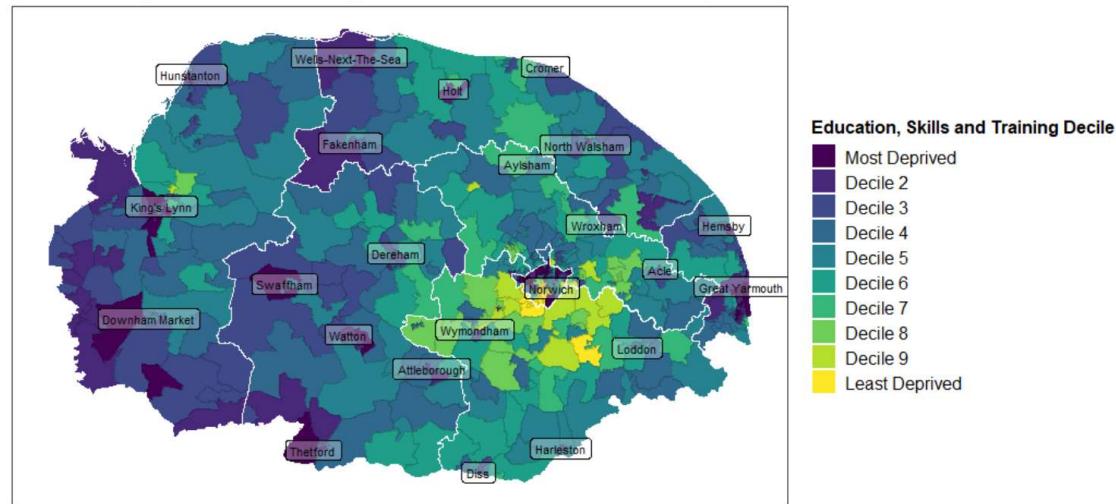
Source: Ministry of Housing, Communities & Local Government: English Indices of Deprivation 2019

- Within the Education domain of IMD there is an Adult Skills sub-domain. The above visuals show the proportion of LSOAs, within a local authority district, that fall within the most deprived 10% nationally, for the Adult Skills sub-domain.

- Broadland, North Norfolk, and South Norfolk have no LSOAs within the most deprived 10% nationally for Adult Skills. However, the remaining 4 Norfolk districts have proportions that are above the East of England average (5%), with Great Yarmouth the only district within the East of England to have a proportion higher than 25%. That is, over a quarter of Great Yarmouth's LSOAs fall within the most deprived 10%, nationally, for Adult Skills.

- The map of Norfolk LSOAs shows pockets of Education, Skills and Training deprivation, such as Downham Market, Swaffham, Watton and South Holt.

Adult education rate/POLAR4 quintile by district

- Over a quarter of the adult population in Norwich and South Norfolk held higher education qualifications in 2020, compared to 14.2% in Great Yarmouth and 19.2% in King's Lynn and West Norfolk.

Adult Higher Education Rate (proportion of the adult population in the MSOA that holds a higher education qualification) for Norfolk districts, 2020
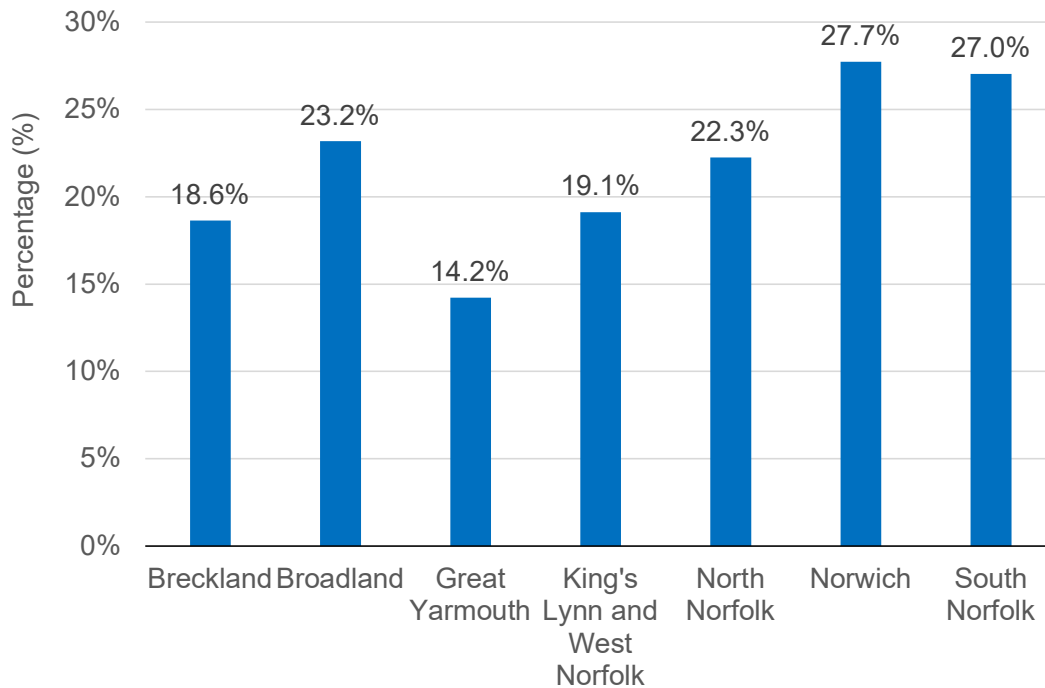
"The participation of local areas (POLAR) classification groups areas across the UK based on the proportion of young people who participate in higher education.

It looks at how likely young people are to participate in higher education across the UK and shows how this varies by area.

POLAR classifies local areas into five groups - or quintiles - based on the proportion of young people who enter higher education aged 18 or 19 years old.

Quintile one shows the lowest rate of participation. Quintile five shows the highest rate of participation." Source: Office for Students

	Mode average (i.e. most common at MSOA level) POLAR4 quintile
Breckland	Quintile 2 (7 of 17 MSOAs)
Broadland	Quintile 2 / Quintile 3 (both 6 of 18 MSOAs)
Great Yarmouth	Quintile 1 (7 of 13 MSOAs)
King's Lynn and West Norfolk	Quintile 1 (11 of 19 MSOAs)
North Norfolk	Quintile 3 (7 of 14 MSOAs)
Norwich	Quintile 1 (8 of 14 MSOAs)
South Norfolk	Quintile 4 (6 of 15 MSOAs)

Source: https://www.officeforstudents.org.uk/data-and-analysis/young-participation-by-area/get-the-postcode-data/

Apprenticeship starts

- Norfolk's apprenticeship starts have followed the same trend as England overall.

- 2022/23 has seen lower numbers of starts in comparison to 2021/22, and this trend is also reflected across all the districts.

Apprenticeship starts in England and Norfolk during the 2022/23 academic year

Source: DfE

Percentage change of apprentice starts within the districts of Norfolk between 2020/21 to 2022/23

Source: DfE
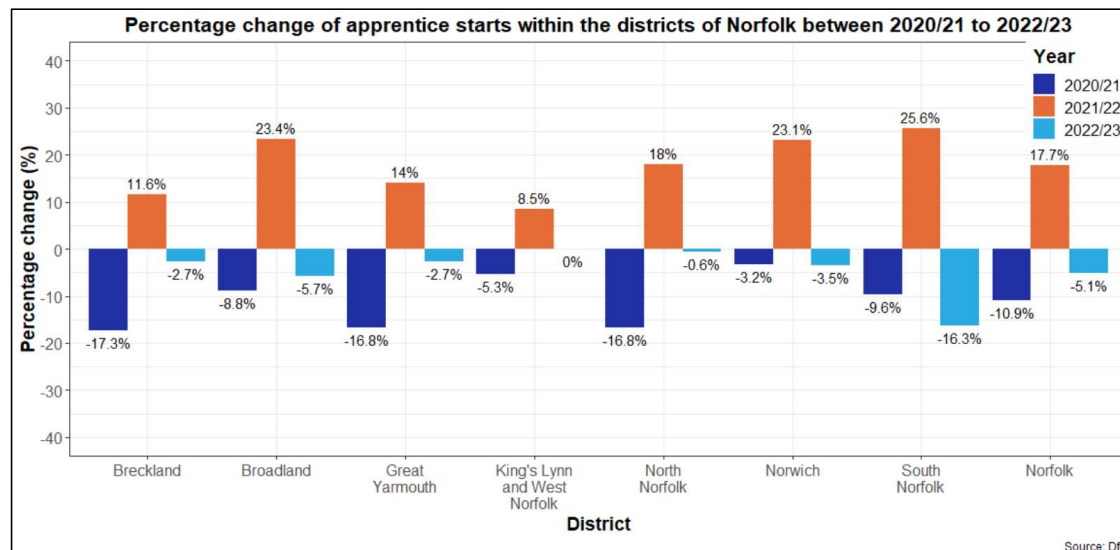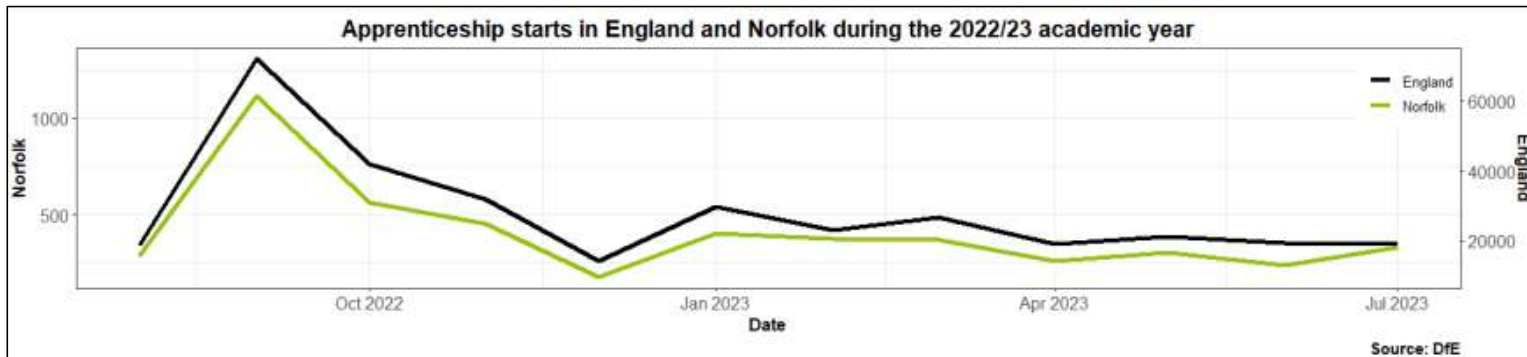
Healthy life expectancy

- Healthy life expectancy at birth was 62 years and 11 months for men in Norfolk in 2018-20 (compared to 63 years for England) and 63 years and 11 months for women in Norfolk – the same as England overall (for the same period).

- Healthy life expectancy is created from data obtained from population surveys such as the Annual Population Survey, and sample sizes aren't high enough to create lower tier LA level figures.

- 'Life Expectancy' data is available at lower tier LA level, and details can be found on slide 43.

Healthy Life Expectancy at birth for males in Norfolk and England, 2011-13 to 2018-20

Source: Health state life expectancies, ONS

Healthy Life Expectancy at birth for females in Norfolk and England, 2011-13 to 2018-20

Source: Health state life expectancies, ONS

Source:
https://www.ons.gov.uk/file?uri=/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk/current/reftablehsle1820new.xlsx

Life expectancy

- There is a difference in life expectancy between districts, but this is wider if we look at smaller communities like market towns. For example, a male in Loddon can expect to live to 83.3 years but a male in Great Yarmouth can expect to live 75.1 years. A female living in Southwold can expect to live for 86.4 years but a female in King's Lynn can expect to live for 81 years.

- 'Healthy Life Expectancy' (only available at county level) can be found on slide 42.

Core20 most deprived communities across Norfolk and Waveney
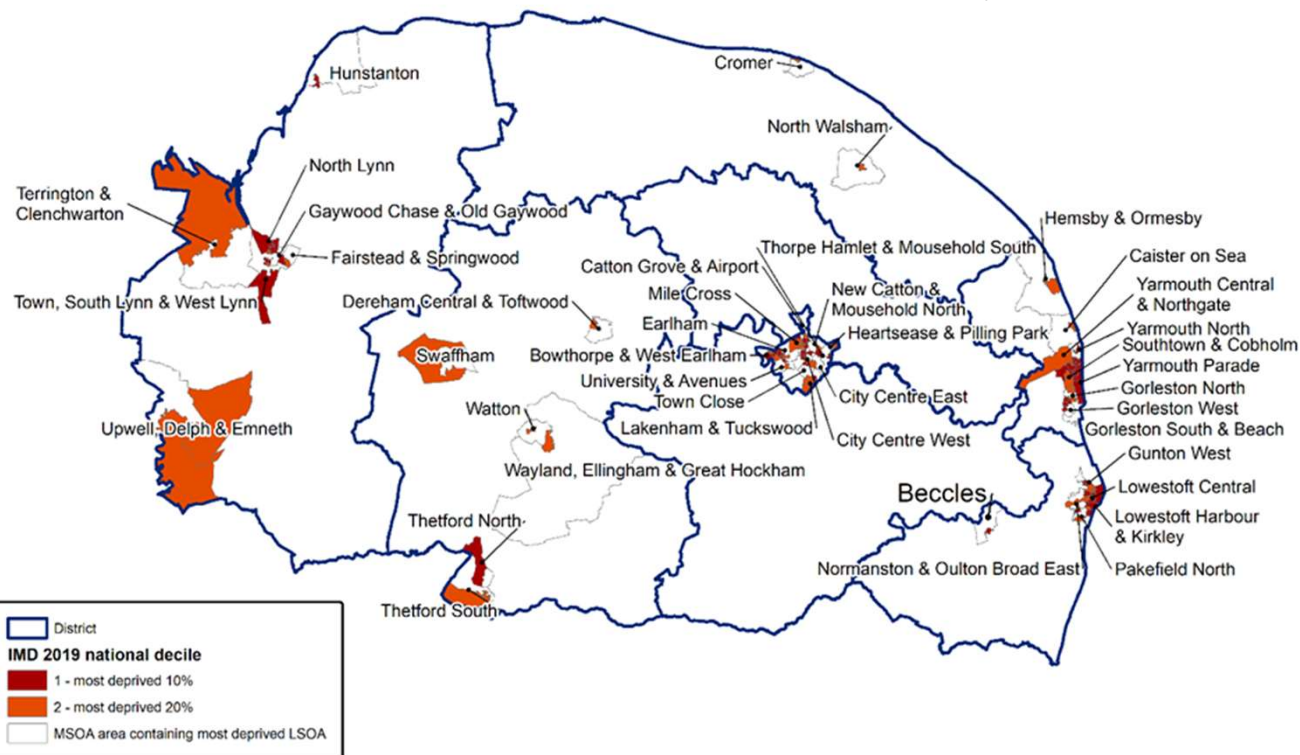
Locality	Male Life Expectancy 2015 to 2019 (years)	Female Life Expectancy 2015 to 2019 (years)
Great Yarmouth	75.1	81.2
King's Lynn	76.7	81.0
Loddon	83.3	85.8
Southwold	82.0	86.4
Norfolk	80.0	83.8
Norfolk and Waveney	80.0	83.8

Market town life expectancy gap*
- 8.2 years for men
- 5.4 years for women

But between some of the most deprived core20 communities and least deprived communities it is**
- 9.2 years for men
- 7.2 years for women

* local PHI calculations using NHS Digital civil registration data
** https://fingertips.phe.org.uk/profile/local-health/
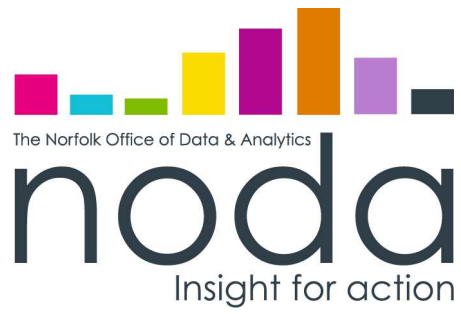
Business

Key metrics analysis – business

This section looks at:

- Key sector and cluster (including definitions)
- Business Counts
- Distribution of clusters between districts
- Gross Value Added (GVA)
- Jobs and Average wages
- Location Quotient and competitive effect
- Percentage change in jobs and job forecast
- Norfolk businesses – sectors
- Norfolk's tourism sector
- Norfolk businesses – sizes
- Business change
- Business 'births', and survival rates
- Sole proprietors
- High Growth enterprises
- Norfolk's employment base and change
- Productivity (GVA)
- Indexed GVA per hour worked
- GVA by sector

Key sector and cluster definitions

Definitions

- **Advanced Manufacturing and Engineering** – This sector includes industries involved in the use of cutting-edge technology to improve products and processes. It encompasses high-precision manufacturing, automation, robotics, and materials engineering to create innovative products and solutions.

- **Creative Sector** – This sector includes industries that focus on the creation and distribution of products and services that are rooted in cultural, artistic, and design-oriented creativity. It encompasses activities such as advertising, architecture, arts, crafts, design, fashion, film, music, performing arts, publishing, and software development.

- **Ports and Logistics** – This sector involves the management of the movement of goods and services, including the operation of ports, warehousing, transportation, distribution, and supply chain management. It ensures the efficient flow of products from origin to destination.

- **Space -** This sector includes activities related to space exploration, satellite technology, space research, and the development of related technologies and infrastructure. It encompasses aerospace engineering, satellite communications, and space missions.

- **Visitor Economy -** This sector involves industries that support tourism and travel, including hospitality, accommodation, attractions, events, and services that cater to tourists and visitors. It plays a key role in regional economic development by attracting visitors and their spending.

- **Construction and Development -** This sector includes industries involved in the planning, design, construction, and maintenance of buildings and infrastructure. It encompasses residential, commercial, industrial, and civil engineering projects, as well as real estate development.

- **Financial Services and Insurance -** This sector comprises industries that manage money, including banking, investment, insurance, real estate, and financial technology. It provides services such as lending, asset management, financial planning, and risk management.

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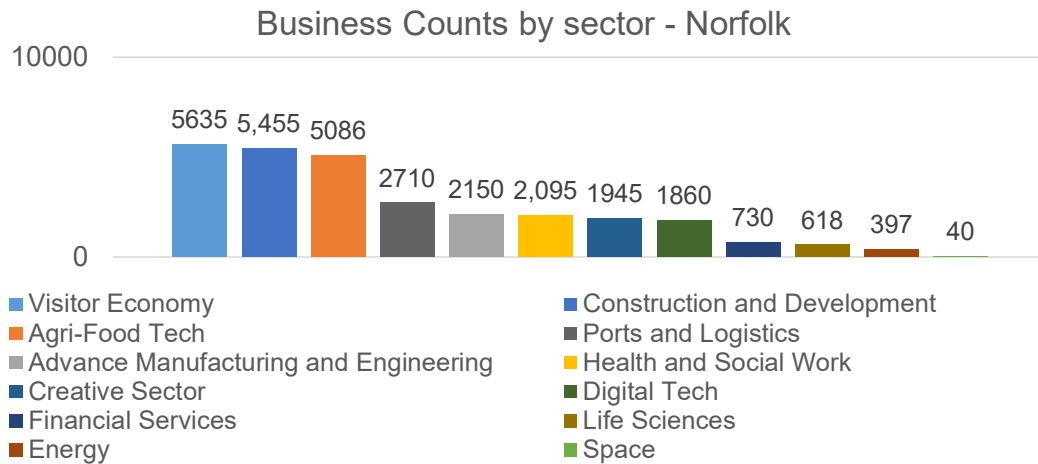# Key sector and cluster definitions – (continued)

Definitions

- **Digital Tech -** This sector encompasses industries that develop and utilize digital technologies, including software development, IT services, cybersecurity, data analytics, artificial intelligence, and telecommunications. It focuses on the innovation and application of digital solutions.

- **Health and Social Work**– This sector includes industries that provide medical care, health services, and social support. It encompasses hospitals, clinics, healthcare professionals, social workers, and organizations that offer support for mental health, elderly care, and community services.

- **Agri-Food Tech -** This sector involves the application of technology to agriculture and food production. It includes activities such as precision farming, biotechnology, food processing, supply chain management, and sustainable agriculture practices to improve productivity and efficiency in the food industry.

- **Energy** - This sector includes industries involved in the production, distribution, and management of energy. It encompasses traditional energy sources like oil, gas, and coal, as well as renewable energy sources such as wind, solar, hydroelectric, and geothermal power.

- **Life Sciences** - This sector includes industries related to the study of living organisms and life processes. It encompasses biotechnology, pharmaceuticals, medical devices, healthcare, and environmental sciences. It focuses on research, development, and the application of biological and medical knowledge to improve health and the environment.

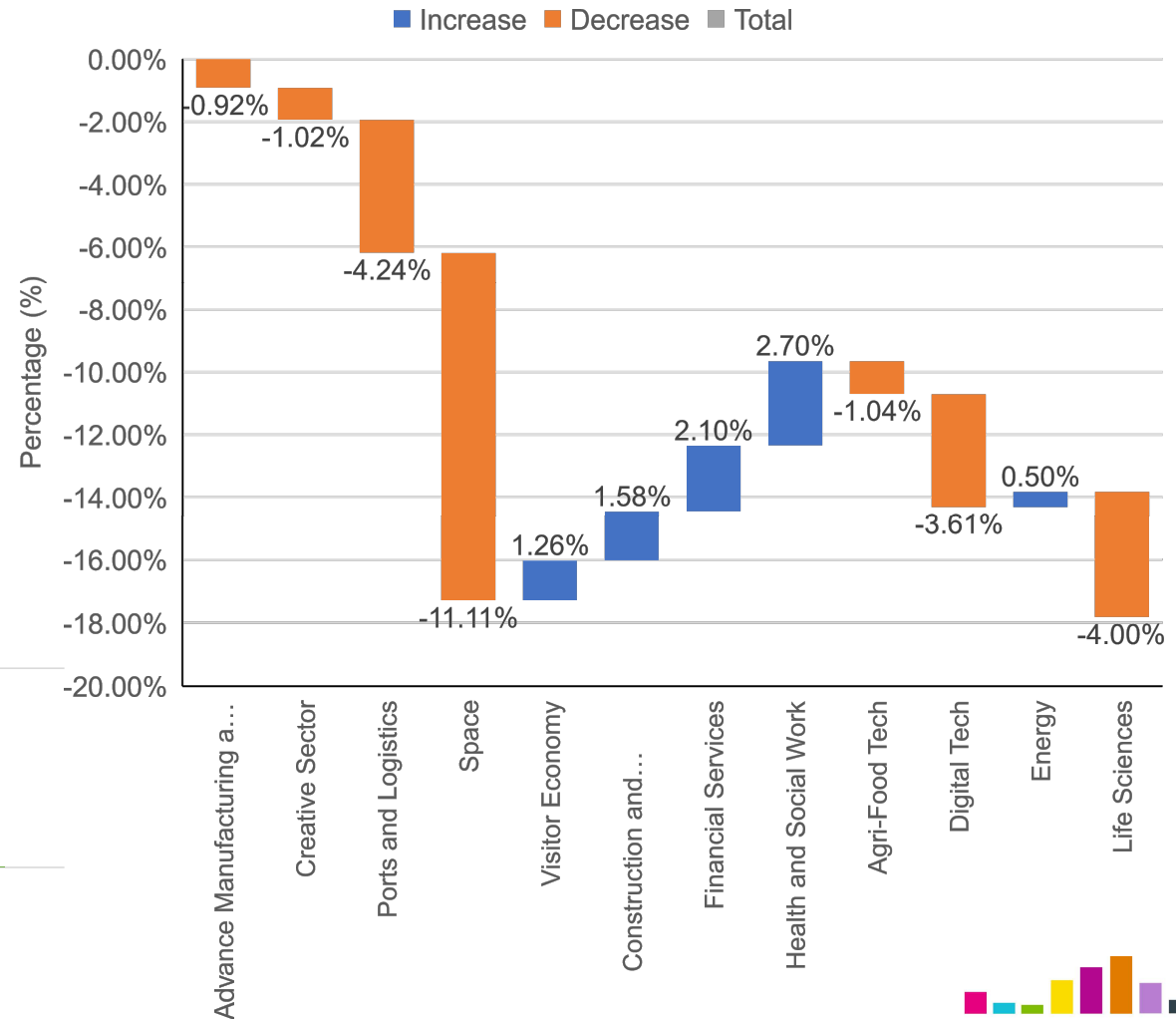The above definitions are not intended to replace or replicate strict Standard Industrial Classification (SIC) sector definitions, while specific SIC sector codes definitions will be composite elements within these strategic opportunities, they are deliberately intended to be cross-cutting and are understood to often operate in support of one another - fundamentally underpinning the over-arching objective of clean growth.

Business Counts

- The Visitor Economy has the highest share of business counts within the businesses in Norfolk (19.62%) and the Space sector being the smallest (0.14%).

- The Health and Social Care sector demonstrated the highest increase in the business counts by 2.7% from 2022-2023, followed by Financial Services at 2.1%.

- The Space sector showed the most decrease (-11.11%) in the number of businesses within Norfolk, followed by Ports and Logistics sector at 4.24%

- Norfolk is higher than England in the Agri-food Tech sector in the business count share by 6.09% and lower than the national figures in Digital Tech by 4.26%.

Percentage Change in Business Counts – Norfolk (2022 to 2023)

Legend: ■ Increase ■ Decrease ■ Total

Waterfall chart values by sector:
- Advance Manufacturing a...: -0.92%
- Creative Sector: -1.02%
- Ports and Logistics: -4.24%
- Space: -11.11%
- Visitor Economy: 1.26%
- Construction and...: 1.58%
- Financial Services: 2.10%
- Health and Social Work: 2.70%
- Agri-Food Tech: -1.04%
- Digital Tech: -3.61%
- Energy: 0.50%
- Life Sciences: -4.00%

Y-axis: Percentage (%), from -20.00% to 0.00%

Business Counts by sector - Norfolk

Bar values: 5635, 5,455, 5086, 2710, 2150, 2,095, 1945, 1860, 730, 618, 397, 40

Legend:
- ■ Visitor Economy
- ■ Construction and Development
- ■ Agri-Food Tech
- ■ Ports and Logistics
- ■ Advance Manufacturing and Engineering
- ■ Health and Social Work
- ■ Creative Sector
- ■ Digital Tech
- ■ Financial Services
- ■ Life Sciences
- ■ Energy
- ■ Space

Source: Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk) - UK Business Counts (local units)

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The Norfolk Office of Data & Analytics
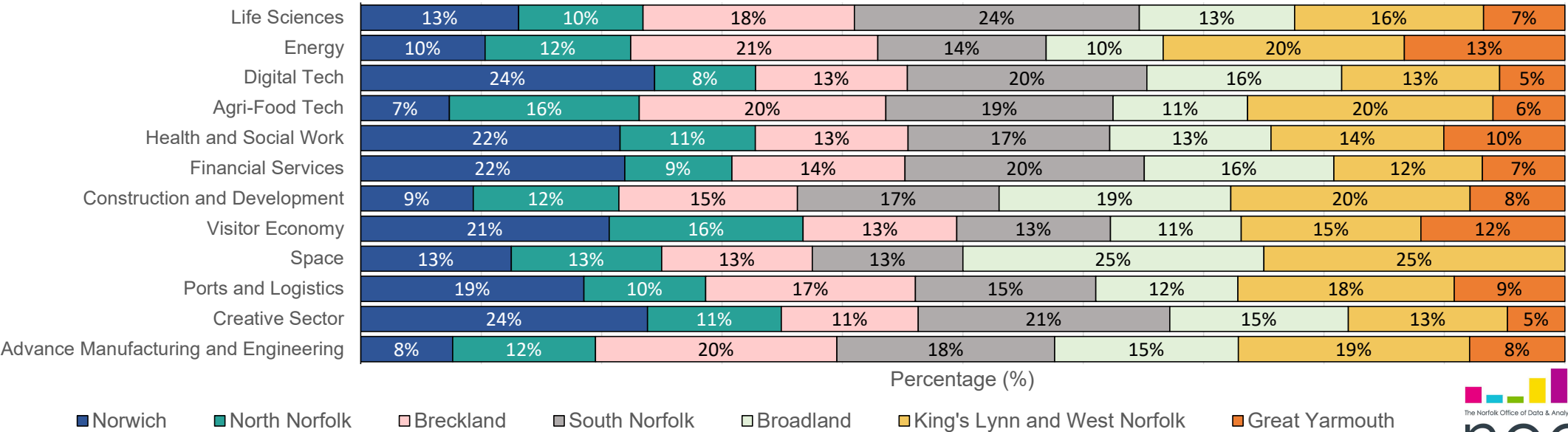Insight for action

Distribution of clusters between districts

- King's Lynn and West Norfolk has the highest number of business units (4783), and the least is in Great Yarmouth (2302) in 2023.

- Norwich leads in the highest proportion of business units in Creative, Ports and Logistics, Visitor Economy, Financial Services, Health and Social Work and Digital Tech.

- Great Yarmouth has the least share of business units Creative, Ports and Logistics, Space, Construction and Development, Agri-Food teach, Financial Services, Health and Social Work and Digital Tech.

Foundational Sectors	Highest share of business units	Lowest share of business units
Advance Manufacturing and Engineering	Breckland	Norwich
Creative Sector	Norwich	Great Yarmouth
Ports and Logistics	Norwich	Great Yarmouth
Space	Broadland	Great Yarmouth
Visitor Economy	Norwich	Broadland
Construction and Development	King's Lynn and West Norfolk	Great Yarmouth
Financial Services	Norwich	Great Yarmouth
Health and Social Work	Norwich	Great Yarmouth
Agri-Food Tech	Breckland	Great Yarmouth
Digital Tech	Norwich	Great Yarmouth
Energy	Breckland	Broadland
Life Sciences	South Norfolk	Great Yarmouth

Percentage of Business Sectors by District

Sector	Norwich	North Norfolk	Breckland	South Norfolk	Broadland	King's Lynn and West Norfolk	Great Yarmouth
Life Sciences	13%	10%	18%	24%	13%	16%	7%
Energy	10%	12%	21%	14%	10%	20%	13%
Digital Tech	24%	8%	13%	20%	16%	13%	5%
Agri-Food Tech	7%	16%	20%	19%	11%	20%	6%
Health and Social Work	22%	11%	13%	17%	13%	14%	10%
Financial Services	22%	9%	14%	20%	16%	12%	7%
Construction and Development	9%	12%	15%	17%	19%	20%	8%
Visitor Economy	21%	16%	13%	13%	11%	15%	12%
Space	13%	13%	13%	13%	25%	25%	
Ports and Logistics	19%	10%	17%	15%	12%	18%	9%
Creative Sector	24%	11%	11%	21%	15%	13%	5%
Advance Manufacturing and Engineering	8%	12%	20%	18%	15%	19%	8%

Percentage (%)

■ Norwich ■ North Norfolk ■ Breckland ■ South Norfolk ■ Broadland ■ King's Lynn and West Norfolk ■ Great Yarmouth
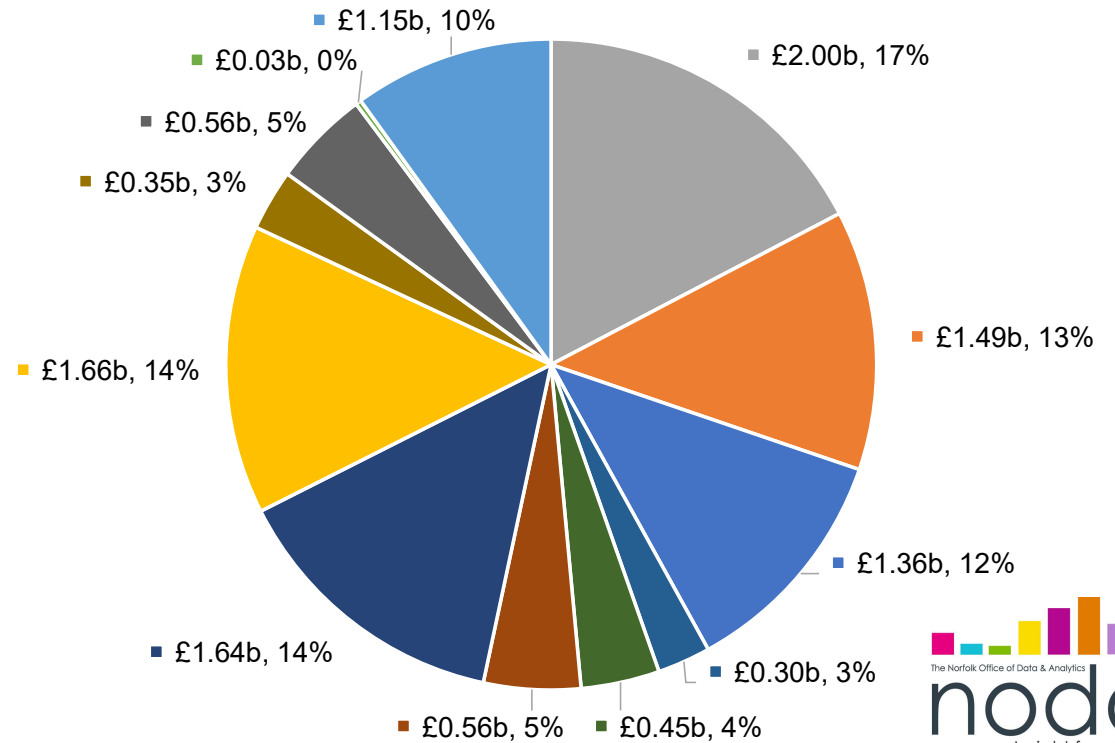
Gross Value Added (GVA)

- **Advanced Manufacturing and Engineering sector** has the highest GVA in Norfolk (£2.00 B) occupying a share of 17%.

- **Space sector** occupies the least GVA share with a value of £0.03 B.

- The GVA per head (calculated by GVA per number of jobs) is the highest in the **Energy sector** (£153.9k), closely followed by **Financial Services and Insurance sector** (£136.8k).

- The GVA per head is least in the **Visitor Economy sector** with a value of £18.6k.
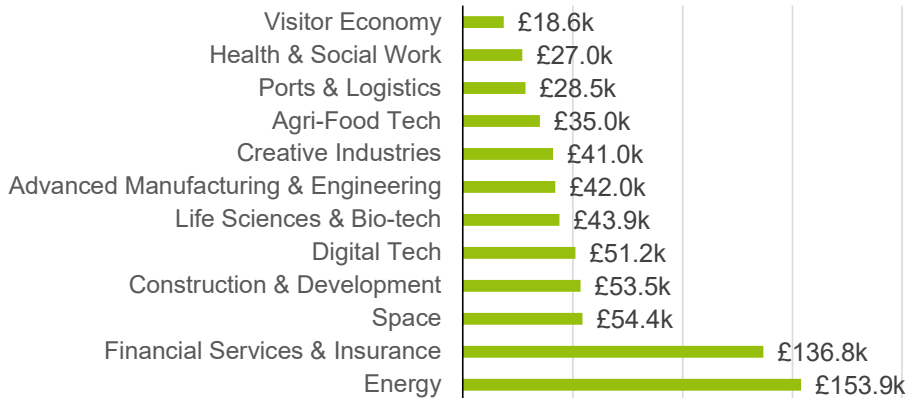
Gross value added (**GVA**), which is the value generated by any unit engaged in the production of goods and services.
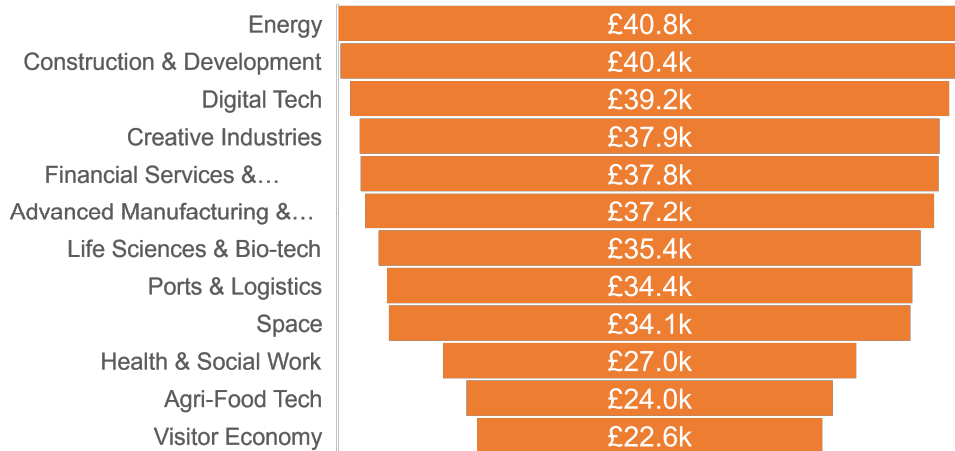
- Advanced Manufacturing & Engineering
- Construction & Development
- Digital Tech
- Financial Services & Insurance
- Life Sciences & Bio-tech
- Space
- Agri-Food Tech
- Creative Industries
- Energy
- Health & Social Work
- Ports & Logistics
- Visitor Economy

GVA per head - Norfolk

Sector	GVA per head
Visitor Economy	£18.6k
Health & Social Work	£27.0k
Ports & Logistics	£28.5k
Agri-Food Tech	£35.0k
Creative Industries	£41.0k
Advanced Manufacturing & Engineering	£42.0k
Life Sciences & Bio-tech	£43.9k
Digital Tech	£51.2k
Construction & Development	£53.5k
Space	£54.4k
Financial Services & Insurance	£136.8k
Energy	£153.9k

Pie chart values:
- £1.15b, 10%
- £0.03b, 0%
- £0.56b, 5%
- £0.35b, 3%
- £1.66b, 14%
- £2.00b, 17%
- £1.49b, 13%
- £1.36b, 12%
- £0.30b, 3%
- £0.45b, 4%
- £0.56b, 5%
- £1.64b, 14%

Source: Lightcast

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Insight for action
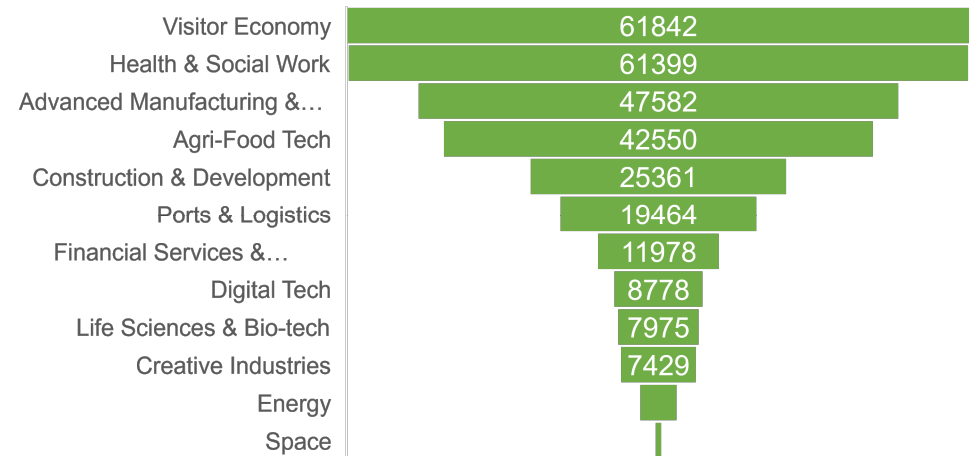The Norfolk Office of Data & Analytics

Jobs and Average Wages

- The **Energy** sector provides the highest average wages (£40.8 k) among the foundational sectors, followed by **Construction and Development** (£40.4 k). **Energy** sector also has one of the lowest jobs available in Norfolk (3611 jobs).

- The **Visitor Economy** sector has the lowest average wages in Norfolk (£22.6 k) but also has the highest number of jobs (61842 jobs).

- The **Space** sector has the lowest number of jobs available in Norfolk (595), with an average wage of £34.1 k.

- The Visitor Economy, Agri-food tech and Health and Social Work sectors demonstrates an inverse relationship between the number of jobs and the average wages for the jobs.

Average Wages in Norfolk

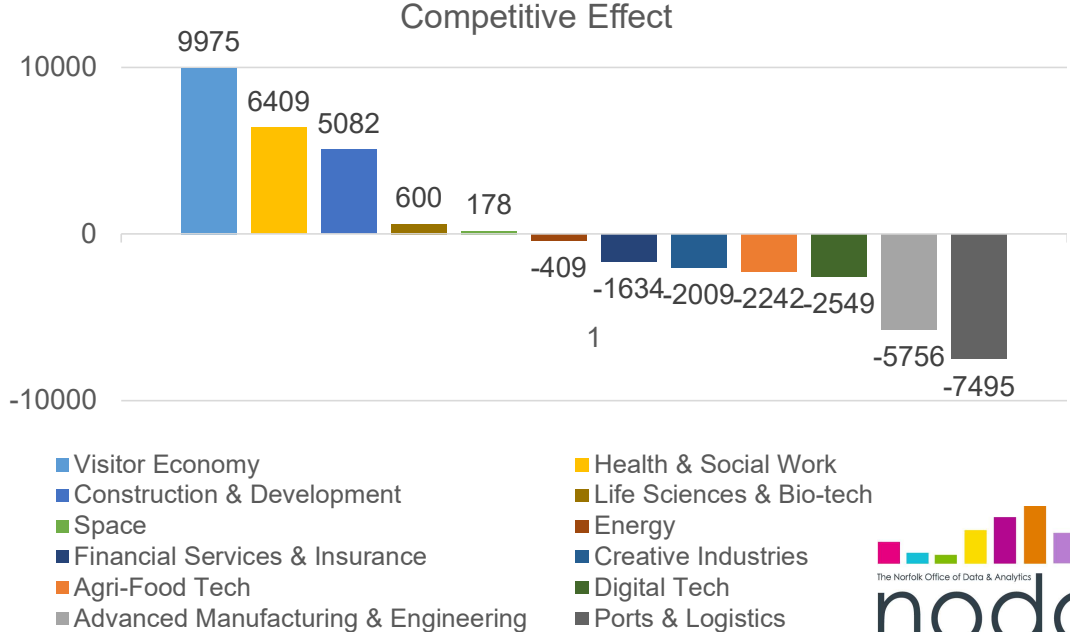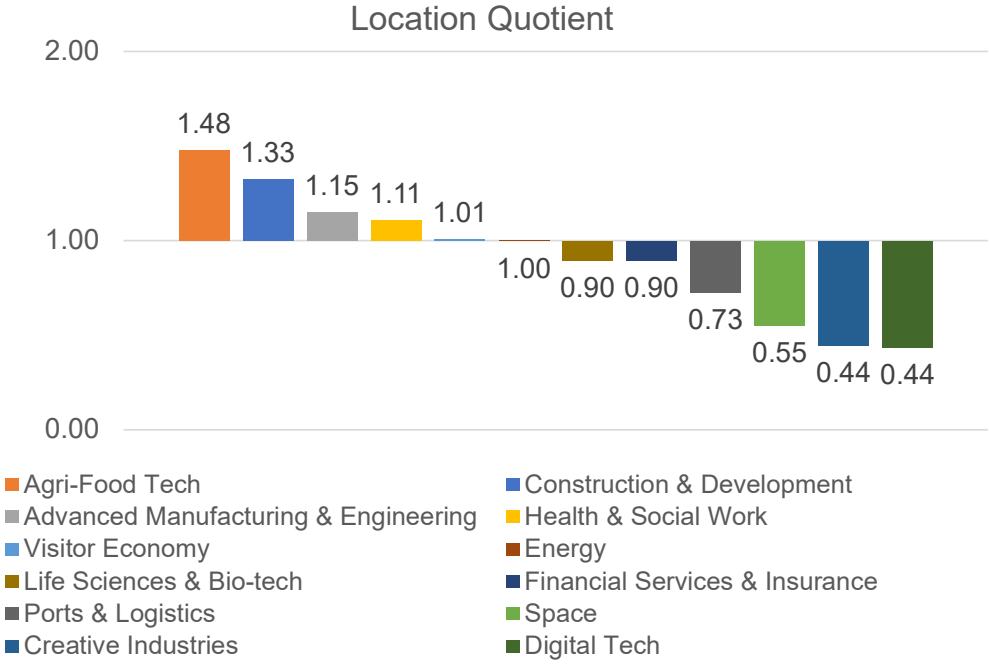| Sector	Average Wage
Energy	£40.8k
Construction & Development	£40.4k
Digital Tech	£39.2k
Creative Industries	£37.9k
Financial Services &…	£37.8k
Advanced Manufacturing &…	£37.2k
Life Sciences & Bio-tech	£35.4k
Ports & Logistics	£34.4k
Space	£34.1k
Health & Social Work	£27.0k
Agri-Food Tech	£24.0k
Visitor Economy	£22.6k

Number of Jobs in Norfolk

Sector	Number of Jobs
Visitor Economy	61842
Health & Social Work	61399
Advanced Manufacturing &…	47582
Agri-Food Tech	42550
Construction & Development	25361
Ports & Logistics	19464
Financial Services &…	11978
Digital Tech	8778
Life Sciences & Bio-tech	7975
Creative Industries	7429
Energy	
Space	

Source: Lightcast

Location Quotient and Competitive Effect

Competitive effect indicates how much of the job change within a given region is the result of some unique competitive advantage of the region. A positive competitive effect suggests that the region has some competitive edge or unique factors driving job growth beyond national or industry trends.

A **location quotient (LQ)** is an analytical statistic that measures a region's industrial specialization relative to a larger geographic unit. It is a ratio that compares the concentration of a particular industry or sector in a region to the national average. An LQ greater than 1 indicates that the industry has a higher concentration in the region than nationally, suggesting specialization.
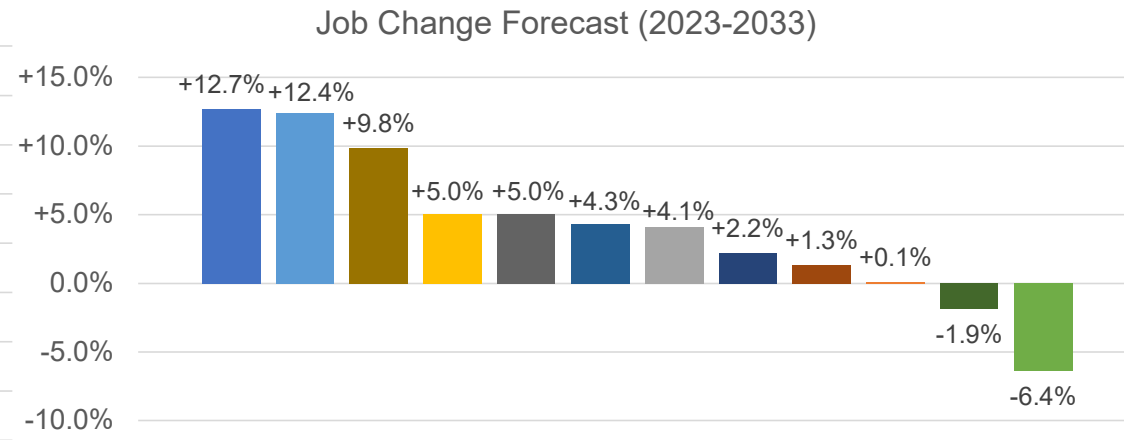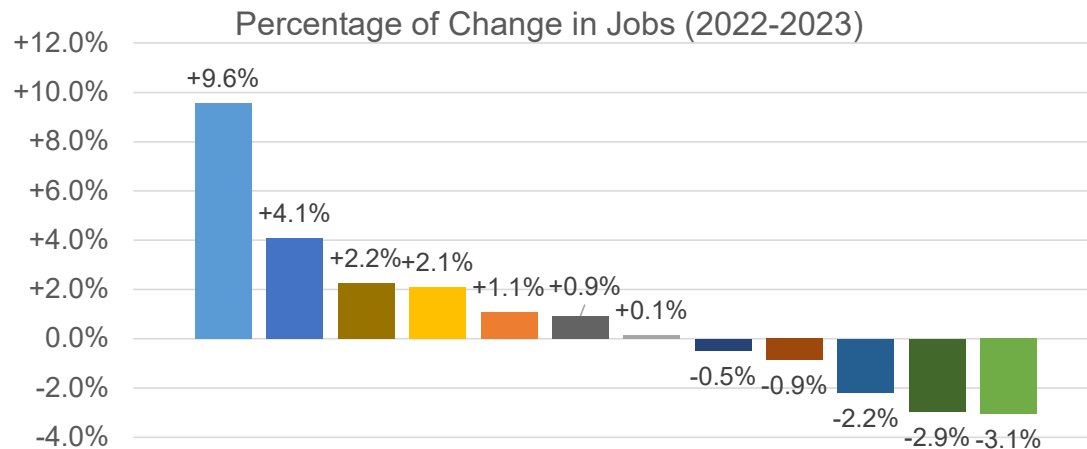
- **Agri-Food Tech** sector has the highest location quotient (1.48) followed by Construction and Development sector (1.33) in Norfolk

- **Digital-Tech** sector has the lowest LQ (0.44) indicating the lack of specialization in the industry in Norfolk.

- The **Visitor Economy sector** has the highest competitive edge among the foundational sectors. Meanwhile the **Ports and Logistics** sector has the lowest competitive effect in Norfolk.

- **Digital-Tech** and **Ports and Logistics** sectors demonstrated low LQ and competitive effect, showcasing the need for specialisation and improving the factors for job growth.

Location Quotient

2.00

1.48   1.33   1.15   1.11   1.01

1.00   1.00   0.90   0.90   0.73   0.55   0.44   0.44

0.00

- Agri-Food Tech
- Advanced Manufacturing & Engineering
- Visitor Economy
- Life Sciences & Bio-tech
- Ports & Logistics
- Creative Industries
- Construction & Development
- Health & Social Work
- Energy
- Financial Services & Insurance
- Space
- Digital Tech

Competitive Effect

10000

9975   6409   5082   600   178

0   -409   -1634   -2009   -2242   -2549   -5756   -7495

1

-10000

- Visitor Economy
- Construction & Development
- Space
- Financial Services & Insurance
- Agri-Food Tech
- Advanced Manufacturing & Engineering
- Health & Social Work
- Life Sciences & Bio-tech
- Energy
- Creative Industries
- Digital Tech
- Ports & Logistics

Source: Lightcast

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The Norfolk Office of Data & Analytics
Insight for action

Percentage Change in Jobs and Job Forecast

- The **Visitor Economy** sector has the highest percentage increase in the number of jobs among the foundational sectors (+9.6%), followed by **Construction and Development** (+4.1%) from 2022-2023.

- **Space** (-3.1%) and **Digital-Tech** (-2.9%) sectors faced the highest decline in the number of jobs from 2022 to 2023.

- The **Construction and Development** (+12.7%) sector has the highest <u>forecasted</u> percentage increase in the number of jobs among the foundational sectors, followed by **Visitor Economy** sector (+12.4%) for the period of 2023 to 2033.

- **Space** and **Digital-Tech** sectors has the most decline in the percentage of forecasted jobs from 2023 to 2033.

Source: Lightcast

Norfolk businesses – sectors

Proportion of businesses by sector, 2023
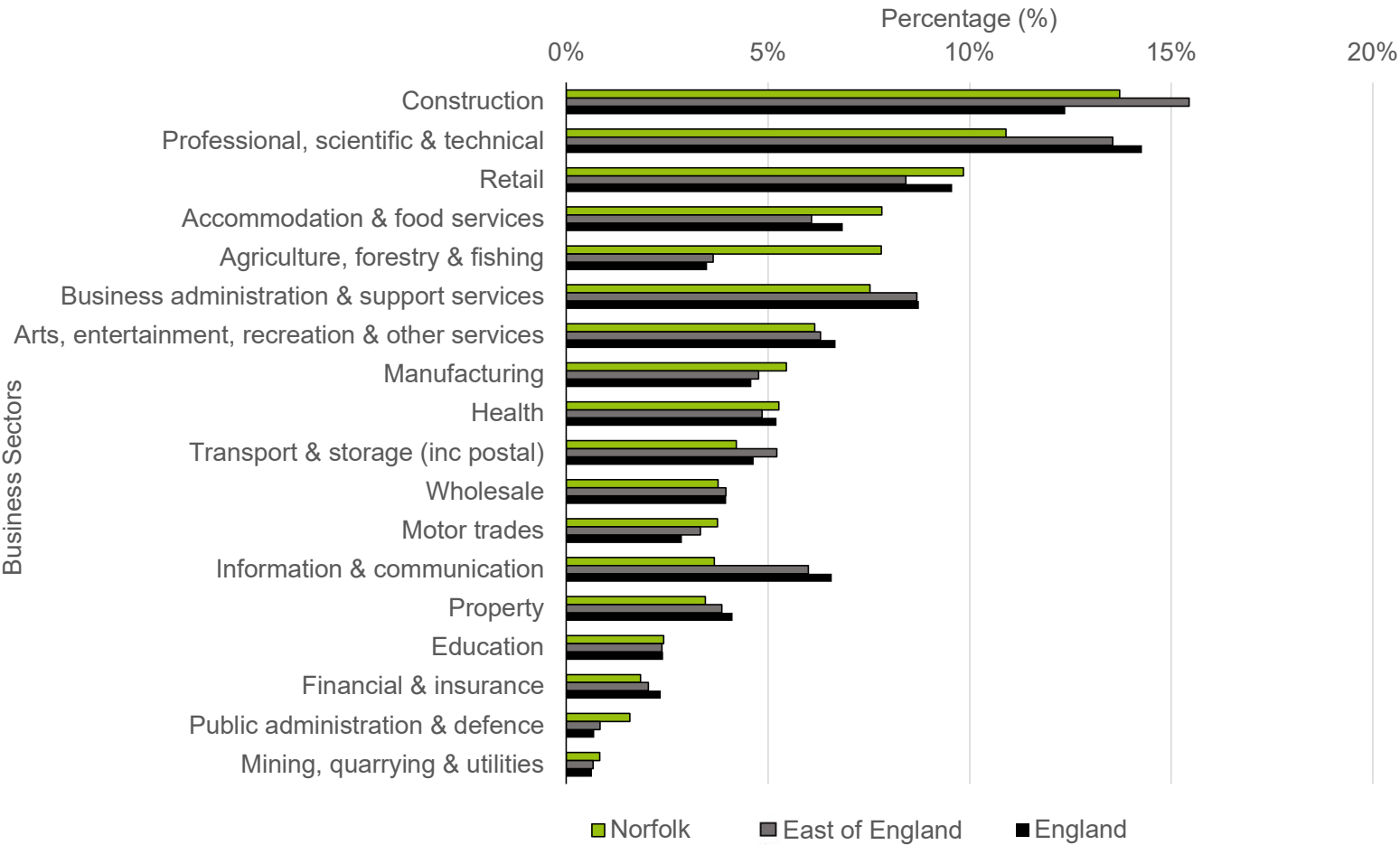
- Of the 39,675 businesses in Norfolk, 14% are in construction, 11% are in professional, scientific & technical and 10% are in retail.

- Compared to England, Norfolk has a slightly higher proportion of businesses in 'construction' (14% vs. 12%), 'agriculture, forestry and fishing' (8% vs. 3%), 'accommodation and food services' (8% vs. 7%).

- Norfolk has a lower proportion of 'professional, scientific & technical' businesses than England (11% vs. 14%).

Source: Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk) – UK Business Counts (local units and enterprises)

Norfolk's tourism sector

Economic Impact of Tourism - Year on year comparisons	2022	2021	2019	Year-on-year comparison	Pre-pandemic levels
Day Trips	**2022**	**2021**	**2019**	**2022 v 2021**	**2022 v 2019**
Day trips Volume	48,376,000	29,625,000	48,835,000	63%	-1%
Day trips Value	£1,652,996,000	£1,073,614,000	£1,639,298,000	54%	1%
Overnight Trips					
Number of overnight trips	2,984,000	2,348,000	3,164,000	27%	-6%
Number of nights	11,758,000	8,727,000	12,642,000	35%	-7%
Overnight trip value	£726,489,000	£510,004,000	£759,354,000	42%	-4%
Total Value	£3,366,027,493	£2,344,331,720	£3,423,350,428	44%	-2%
Actual Jobs	68,066	50,777	69,266	34%	-2%
	2022	**2021**	**2019**	**2022 v 2021**	**2022 v 2019**
Average length stay (nights x trip)	3.94	3.72	4.00	6.0%	-1.4%
Spend x overnight trip	£243.46	£217.21	£240.00	12.1%	1.4%
Spend x night	£61.79	£58.44	£60.07	5.7%	2.9%
Spend x day trip	£34.17	£36.24	£33.57	-5.7%	1.8%

- 2022 saw over 50 million trips to Norfolk.

- Norfolk's visitor economy grew 44% in 2022 (compared to 2021).

- The total value of tourism is now £3.4bn – the same as in 2019.

- The volume of day trips in 2022 increased 63% year-on-year in Norfolk, with the overall number of day trippers slightly up compared to 2019. This figure is also higher in key tourist destinations, such as North Norfolk and Great Yarmouth.

- As of 2021, it was estimated that the tourism sector provides £2.3 billion of Gross Value Added (GVA) to Norfolk's economy.

The Data City explainer

Explanation of the Data City platform and some of its caveats.

The Data City is an online platform which is used to gather wider insights on business activity, focusing on emerging and innovative sectors. The platform uses an alternative to SIC-codes called 'Real Time Industrial Classifications' (or RTICs). These new-tech sector groupings are identified via web scraping and machine learning technology, through analysing text on businesses' websites to understand the activity and sectors they are involved in based upon keywords and business demography.

The platform only analyses companies listed on companies house which also have a website, making up of around 30% of the total business base, meaning that sole proprietors or micro companies with no website are often not reflected. In total, over 5 million UK companies and 350 sectors (RTICs) and sub-sectors (sub-RTICs) are included.

However, insights deriving from Data City do come with some caveats. As the platform uses machine learning technology, some additional businesses may be picked up while others may be left out. This is particularly the case when analysing some businesses in the 'Net Zero' RTIC as some businesses may claim to use sustainable practices, but not necessarily in the Net Zero sector. This means that the Data City is best used for relative figures such as shares or specialisms in trying to establish what elements of emerging sectors a place may have strengths in. This is what we use it for. Data City is also best used to analyse business counts as employee and turnover figures are estimated based upon a sample of businesses. We do not recommend using the data for job numbers of turnover figures.

Any use of Data City to identify specific companies also needs careful follow up analysis. This is because the data also also includes subsidiary businesses listed on companies house in the counts. Therefore, some of the larger bubbles on a map may not represent a bunch of different businesses, but a singular business with multiple subsidiaries. Particular caution should be taken when looking at Net Zero, as businesses in the sub-sector "waste management and recycling" often includes companies with a high volume of subsidiaries. For example, the two larger bubbles near Fakenham are due to Mick George skips, which has a lot of subsidiary businesses operating in Briston to the North East and in West Raynham Business Park to the South West.

Company counts in all districts

Sector	Breckland	Broadland	Great Yarmouth	King's Lynn and West Norfolk	North Norfolk	Norwich	South Norfolk	Norfolk Total	UK	Companies count LQ
Total	8,206	8,267	5,557	8,600	5,699	14,757	8,719	**54,851**	5,383,661	1.00
Advanced Manufacturing	39	25	23	23	19	32	40	**187**	11,598	2.21
Agri-Tech	10	10	9	13	10	4	26	**74**	1,725	3.80
Clean Energy Generation	29	39	56	13	16	28	17	**172**	7,588	2.51
Digital Technology	20	27	8	20	5	70	39	**176**	20,509	0.64
Life Sciences	24	50	35	40	25	105	73	**343**	21,896	0.72
Net Zero	94	51	67	100	69	61	121	**448**	22,960	2.69
FinTech	0	3	1	4	3	21	10	**42**	5,690	0.72

Advanced Manufacturing

Sub-RTIC	Definition
Advanced Measurement	Companies which can complete the measurement of workpieces between operations with high speed, high efficiency, high accuracy and high flexibility.
Artificial Intelligence	Companies leveraging AI and machine learning, manufacturers can improve operational efficiency, launch new products, customize product designs and plan future financial action.
Augmented and Virtual Reality	Enhancing and augmenting existing product and service design and enabling entirely new techniques using virtual worldsd
Coating Tech	Companies offering services for covering that is applied to the surface of an object, usually referred to as the substrate. The purpose of applying the coating may be decorative, functional, or both.
Computer Aided Manufacturing	Companies using software and computer-controlled machinery to automate a manufacturing process.
Cutting and Machining	Cutting is a technique where the operator moves a material (workpiece) such as metal and the tool in relation to each other in order to shape the workpiece into the desired form through shaving, drilling, etc
Data Services	Companies using data to drive efficient and responsive production systems.
Digital Design	Digital Design, Manufacturing & Services (DDMS) is a digital-first approach to the way products are designed, manufactured and operated.
Digital Twins	The digital twin is a virtual representation of the as-designed, as-built, and as-maintained physical product
Forging	Forging is a manufacturing process involving the shaping of a metal through hammering, pressing, or rolling.
Forming	Forming is a mechanical process used in manufacturing industries wherein materials (mostly metals) undergo plastic deformations and acquire required shapes and sizes by application of suitable stresses such as compression, shear and tension
Industrial IoT	The industrial internet of things (IIoT) refers to interconnected sensors, instruments, and other devices networked together with computers' industrial applications.
Moulding	A process that involves shaping a liquid or malleable raw material by using a fixed frame; known as either a mould or a matrix.
Prototyping	Companies creating early samples, models, or releases of a product built to test a concept or process.
Robotics and Automation	Robotic Process Automation, or RPA, is software that is integrated with business processes in order to automate certain activities, minimize human errors, and maximize productivity

Metro——Dynamics

Agri-Tech

RTIC	sub-RTIC	Definition
Agri-Tech	AgSciences	Companies in the field of life sciences pushing for agricultural innovation by providing specialised products or services, like GMO seeds
Agri-Tech	Automation	Companies producing machinery and/or technology that enable the automation of agricultural processes
Agri-Tech	Drone Technology	Companies providing drone technology, or services reliant on drone technology, to the agricultural industry
Agri-Tech	Management Platforms	Companies providing software and/or platforms that enable agricultural data management and analytics
Agri-Tech	Precision Farming	Set of products and/or services that enable real-time and off-field monitoring and control of agricultural processes
Agri-Tech	Remote Sensing	Companies providing products that make possible agricultural monitoring off-field
Agri-Tech	Vertical Farming	Companies producing the technology and related services and infrastructure that enable vertical farming
FoodTech	Agri Tech	Companies offering services and technologies that aim to increase farming efficiency and sustainability
Net Zero	Agritech	Companies developing technologies and providing services transforming dominant/traditional agricultural practices.

Clean Energy Generation

RTIC	sub-RTIC	Definition
Energy Generation	Bioenergy	Companies generating energy from organic materials, such as biomass and biofuels.
Energy Generation	Hydrogen	Companies generating energy from hydrogen, contributing to sustainable power solutions and carbon-neutral practices.
Energy Generation	Hydropower	Companies generating energy from hydropower (flowing water).
Energy Generation	Offshore Wind	Companies using offshore wind to produce electricity and companies engaged in the maintenance of offshore wind facilities.
Energy Generation	Onshore Wind	Companies using onshore wind to produce electricity.
Energy Generation	Renewable Thermal	Companies generating energy from sustainable heat sources, such as solar, geothermal, or biomass.
Energy Generation	Solar	Companies generating energy from solar sources
Energy Generation	Nuclear	Companies generating energy from nuclear sources.

Digital Technology

RTIC	Definition
Artificial Intelligence	Companies working with artificial intellience (often machine learning) in areas such as; Data Analysis, Enabling Platforms, Image Processing, Machine Learning, Natural Language Processing, Blockchain, GreenTech, Life Sciences, Industry 4.0 and Automation, Systems Optimisation, Signal Processing
Cyber	Companies working across the cybersecurity and computer safety sector; Cryptographic Authentication, Endpoint Security, Identity Management, IoT Security, Network Security, Incident Detection and Response, Risk Management, Threat Management.
Immersive Technologies	Companies and start-ups focused on the development, manufacturing, and delivery of Immersive Technologies, including Augmented Reality, Haptics, Hardware, the Metaverse and more.
Internet of Things	Companies creating objects with the capability of communicating with each other and sharing data over the internet.
Sensors	Companies designing or deploying devices or management systems related to those devices that enable products to sense their environment and respond or create data for further analysis.
Software as a Service (SaaS)	Companies selling software subscriptions, often hosted in the cloud, either directly to consumers or to businesses.
Software Development	Companies involved in creating, designing, and maintaining computer programs.
Wearables and Quantified Self	Companies creating or deploying wearable devices and other technologies that collect data about the wearer such as fitness and sleep and provide insight via analysis.

Life Sciences

RTIC	sub-RTIC	Definition
Life Sciences	Biology and Biotech	Companies working in the field of biology and biotechnology, may that be developing products or providing services.
Life Sciences	Chemical Products and Services	Companies working in the field of chemistry, developing products or providing services.
Life Sciences	Environmental Sciences Products and Services	Companies that work in the field of environmental monitoring, ecology, geography and/or any sector that directly investigates the state of inhabited territories
Life Sciences	Human Health Services	Companies providing health services
Life Sciences	Life Sciences Manufacturing	Companies that provide the technologies, products and services that enable manufacturing specialised life sciences materials
Life Sciences	Research	Companies that base their economic activity in Life Sciences research
Life Sciences	Synthetic Biotechnology	Companies involved in the use and development of synthetic biotechnology products in areas such as agriculture , healthcare and environmental sustainability.
Biopharmaceutical		Companies involved in the development and production of innovative medical solutions, including antibodies, vaccines, advanced therapy medicinal products (ATMPs), small molecule therapeutics, and blood and cell products.
Omics		Companies aiming at the collective characterisation and quantification of biological molecules that translate into the structure, function, and dynamics of an organism.
Pharma		Companies providing new technologies and services to the pharmaceutical industry, largely in the developpent, testing, production, distribution, and marketing of medicines.

Metro——Dynamics

Net Zero

Sub-RTIC	Definition
Agri-tech	Companies developing technologies and providing services transforming dominant/traditional agricultural practices.
Building Technologies	Companies providing technology and services for increased energy efficiency in buildings.
Carbon Capture	Companies dedicated to carbon capture, storage and utilisation
Diversion of Biodegradable Waste from Landfill	Companies focusing on landfill management.
Energy Cooperatives	Energy producers where citizens have control/ownership over the energy source.
Energy Storage	Companies providing services/technology to capture energy for use at a later time.
Green Finance	Structured financial activity that's been created to ensure a better environmental outcome.
Grid	Organisations dedicated to energy management and energy infrastructure development/maintenance.
Heating	Companies offering services/technology for low carbon heating.
Low Carbon Consultancy, Advisory & Offsetting Services	Businesses providing environmental consultancy are producing a service for the low carbon economy.
Low Carbon Energy Generation	Companies providing energy from low carbon sources.
Low Emission Vehicles	Companies focusing on the development of technology and infrastructure for electric vehicles.
Pollution Control and Mitigation	Companies providing services and technology for the mitigation of pollution.
Renewable Energy Planning Database	Companies captured and/or similar to those identified in the Renewable Energy Planning Database.
Renewables	Companies providing energy from renewable sources.
Waste Management and Recycling	Companies dedicated to solid waste removal, management and processing.

FinTech

Sub-RTIC	Definition
Alternative Credit Analysis	Companies providing analytics products/services for the financial sector.
Consensus Services	Companies involved in utilising advanced technologies such as blockchain and smart contracts to transform the verification of financial agreements, enhancing trust and transparency in transaction processes.
Crypto Asset Exchange	Companies developing/providing secure and user-friendly platforms for buying, selling, and exchanging cryptocurrencies.
Digital Banks	Companies developing technologies and services that allow for the digitalisation of banking products or services.
Digital Capital Raising	Companies developing/providing novel platforms and strategies that enable efficient and accessible capital acquisition for businesses and projects.
Digital Custody	Companies dedicated to the development of digital products that provide robust and reliable solutions for safeguarding and managing digital assets.
Digital Identity	Companies supplying digital technologies aimed towards verifying identities in digital financial transactions.
Digital Lending	Companies producing digital platforms and technologies for lending services.
Digital Payments	Companies offering digital payments technologies.
Digital Savings	Companies providing specialised cyber security services to financial institutions.
Insurtech	Companies developing specialised digital products for the insurance sector.
Regtech	Companies developing technologies that facilitate regulations and assets management.
Tech for Enterprise	Companies creating software products to financial institutions.
Wealthtech	Companies creating software products to financial institutions

Norfolk business size comparison

- 88% of Norfolk businesses are classed as 'micro' – employing 0-9 employees.

- This is comparable to both England as a whole and all the statistical neighbours.

Proportion of Business by Size, 2023
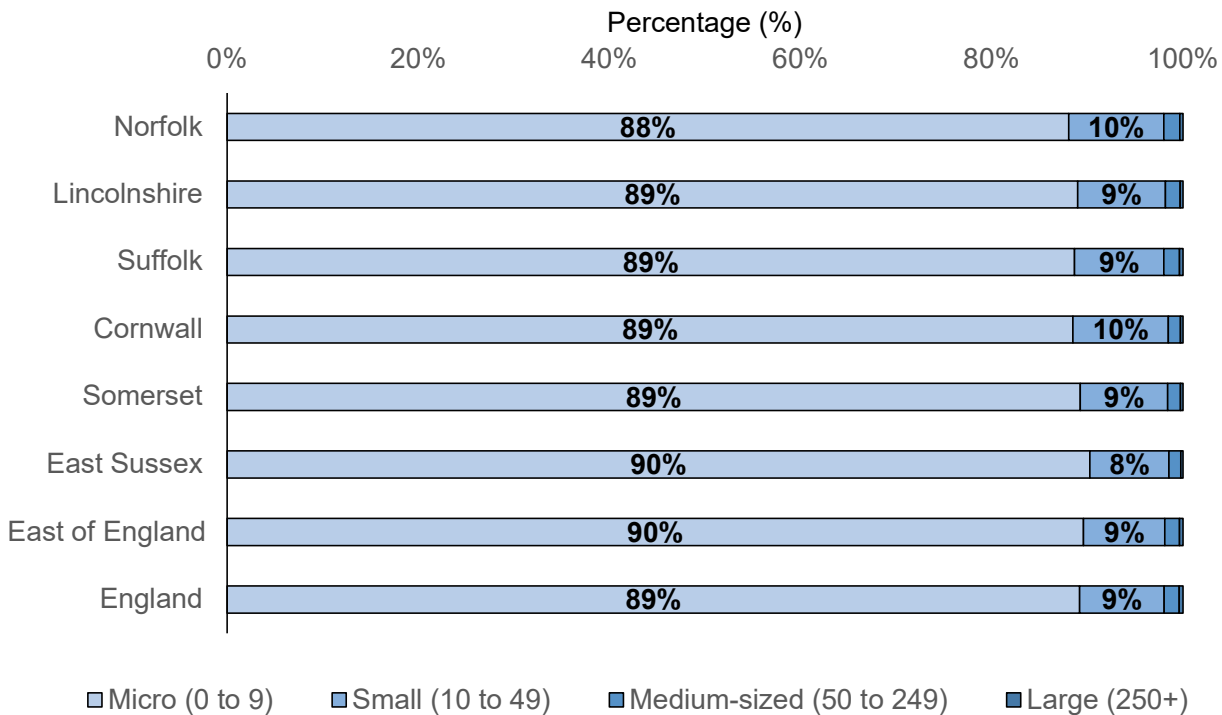
	Micro (0-9)	Small (10-49)	Medium (50-249)	Large (250+)
Norfolk	88%	10%	2%	0.3%
Lincolnshire	89%	9%	2%	0.3%
Suffolk	89%	9%	2%	0.4%
Cornwall	89%	10%	1%	0.3%
Somerset	89%	9%	1%	0.3%
East Sussex	90%	8%	1%	0.2%
East of England	90%	9%	2%	0.4%
England	89%	9%	2%	0.4%

Chart: Proportion of Business by Size, 2023 (Percentage %)

- Norfolk: 88%, 10%
- Lincolnshire: 89%, 9%
- Suffolk: 89%, 9%
- Cornwall: 89%, 10%
- Somerset: 89%, 9%
- East Sussex: 90%, 8%
- East of England: 90%, 9%
- England: 89%, 9%

Legend: Micro (0 to 9), Small (10 to 49), Medium-sized (50 to 249), Large (250+)

Source: Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk) – UK Business Counts (local units and enterprises)

noda
The Norfolk Office of Data & Analytics
Insight for action

Norfolk business size by District

- The districts show a similar picture to Norfolk overall, with a slightly lower proportion of micro-sized businesses in Norwich.

Norfolk Districts - Proportion of Business by Size, 2023
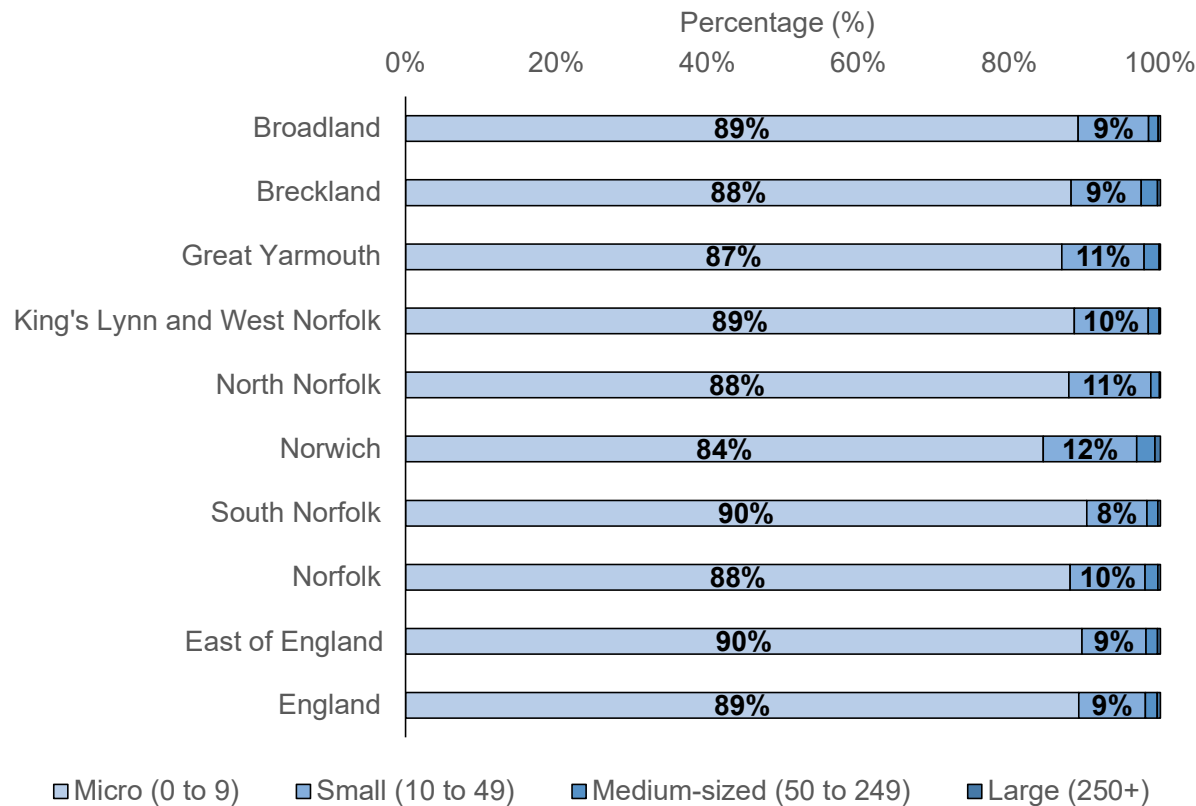
	Business count (2023)	Micro (0-9)	Small (10-49)	Medium (50-249)	Large (250+)
Broadland	6,080	89%	9%	1%	0.3%
Breckland	5,475	88%	9%	2%	0.4%
Great Yarmouth	3,520	87%	11%	2%	0.2%
King's Lynn and West Norfolk	6,650	89%	10%	1%	0.2%
North Norfolk	4,980	88%	11%	1%	0.1%
Norwich	6,500	84%	12%	2%	0.7%
South Norfolk	6,555	90%	8%	1%	0.3%
Norfolk	39,760	88%	10%	2%	0.3%
East of England	308,685	90%	9%	2%	0.4%
England	2,737,105	89%	9%	2%	0.4%

Business change

Business change (2013 to 2023)
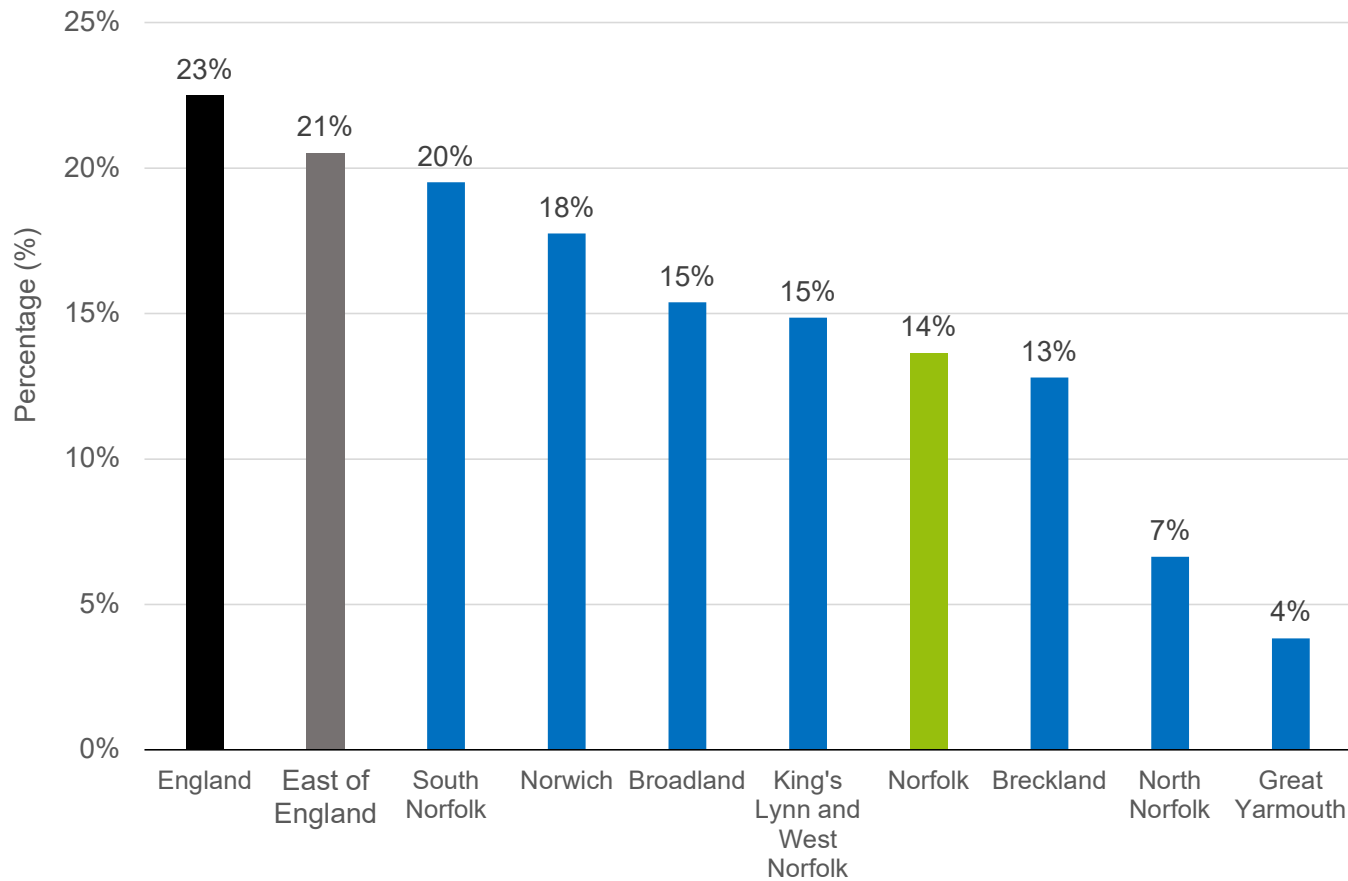
- Norfolk saw less business growth at 14% compared to England (23%) and the East of England (21%).

- Of the districts, South Norfolk (20%) saw the largest change in number of businesses between 2013 and 2023, while Great Yarmouth (4%) saw the smallest level of business change in the same period.

Source: Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk) - UK Business Counts (local units)

Business 'births' and survival rates

- In 2021 in Norfolk 3,585 new enterprises were 'born' and 93.9% of these enterprises 'survived' their first year of business.

- 1-year survival rates were similar across the board.

- The 3-year survival rate (based on business 'births' in 2019) was higher in every Norfolk district than England overall. Broadland had the highest 3-year survival rate at 65.1%.

- When looking at 5-year survival rates (for business births in 2017), all Norfolk districts except for Norwich achieved better survival rates than England and the 5-year survival rate was highest in North Norfolk (50.8%) – over double the survival rate in Norwich (24.7%).

Births Of New Enterprises	2021	2022
Norfolk	3,585	3,270
Breckland	485	470
Broadland	490	445
Great Yarmouth	445	330
King's Lynn and West Norfolk	530	475
North Norfolk	390	350
Norwich	710	675
South Norfolk	535	525

Survival Of Newly Born Enterprises (2021 business births)	1-year survival
Norfolk	93.9%
Breckland	93.8%
Broadland	94.9%
Great Yarmouth	93.3%
King's Lynn and West Norfolk	94.3%
North Norfolk	96.2%
Norwich	93.0%
South Norfolk	92.5%
England	93.5%

Survival Of Newly Born Enterprises (2019 business births)	1-year survival	2-year survival	3-year survival
Norfolk	94.5%	77.5%	62.5%
Breckland	93.2%	75.0%	62.5%
Broadland	96.4%	81.9%	65.1%
Great Yarmouth	95.5%	77.3%	59.1%
King's Lynn and West Norfolk	94.8%	76.0%	63.5%
North Norfolk	93.0%	77.2%	61.4%
Norwich	93.8%	77.7%	61.5%
South Norfolk	95.1%	77.5%	63.7%
England	94.7%	74.5%	55.9%

Survival Of Newly Born Enterprises (2017 business births)	1-year survival	2-year survival	3-year survival	4-year survival	5-year survival
Norfolk	93.8%	76.0%	52.7%	45.3%	40.1%
Breckland	92.9%	75.5%	60.2%	52.0%	46.9%
Broadland	93.3%	62.5%	52.5%	45.8%	41.7%
Great Yarmouth	91.8%	73.8%	57.4%	49.2%	41.0%
King's Lynn and West Norfolk	95.8%	81.1%	63.2%	53.7%	49.5%
North Norfolk	96.8%	79.4%	65.1%	60.3%	50.8%
Norwich	94.0%	81.4%	34.4%	28.8%	24.7%
South Norfolk	92.8%	75.7%	63.1%	53.2%	47.7%
England	93.8%	72.6%	55.9%	45.7%	39.4%

Source: Business demography, UK - Office for National Statistics (ons.gov.uk)

Sole proprietors

- Sole proprietor businesses account for 19% of the business base in Norfolk. This increases to 22% in North Norfolk and is higher than the national (14%) and regional (also 14%) averages.

Sole proprietors as a proportion of the business base, 2023
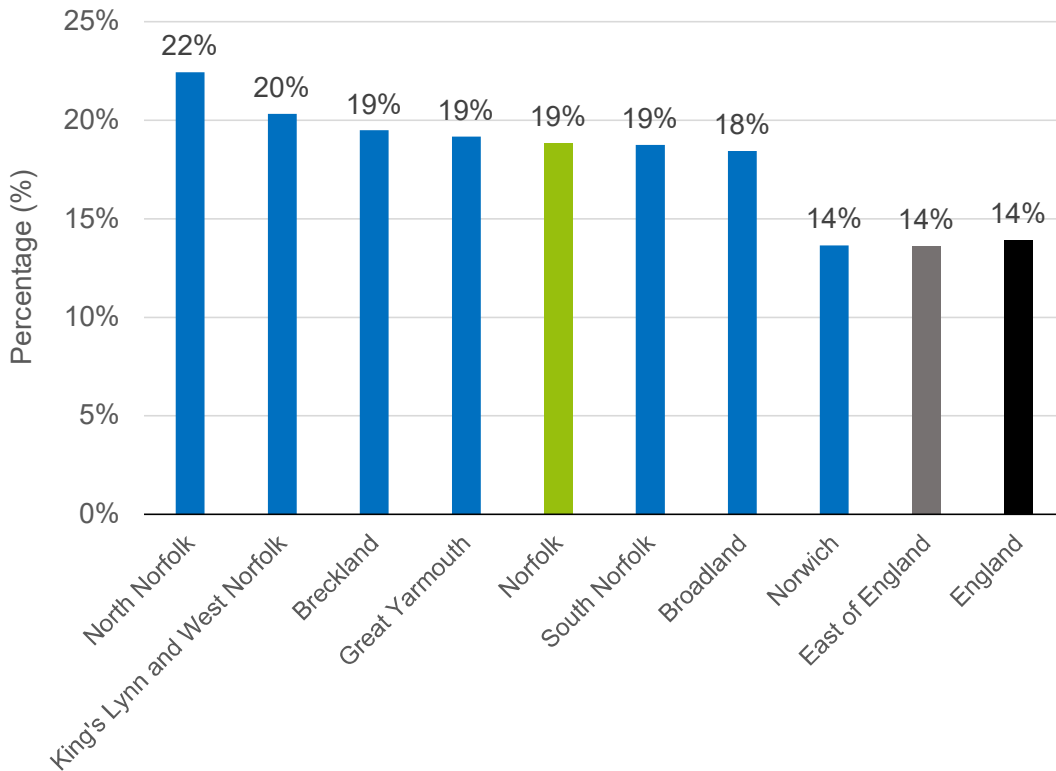
Sole proprietors as a proportion of the business base, 2014-2023
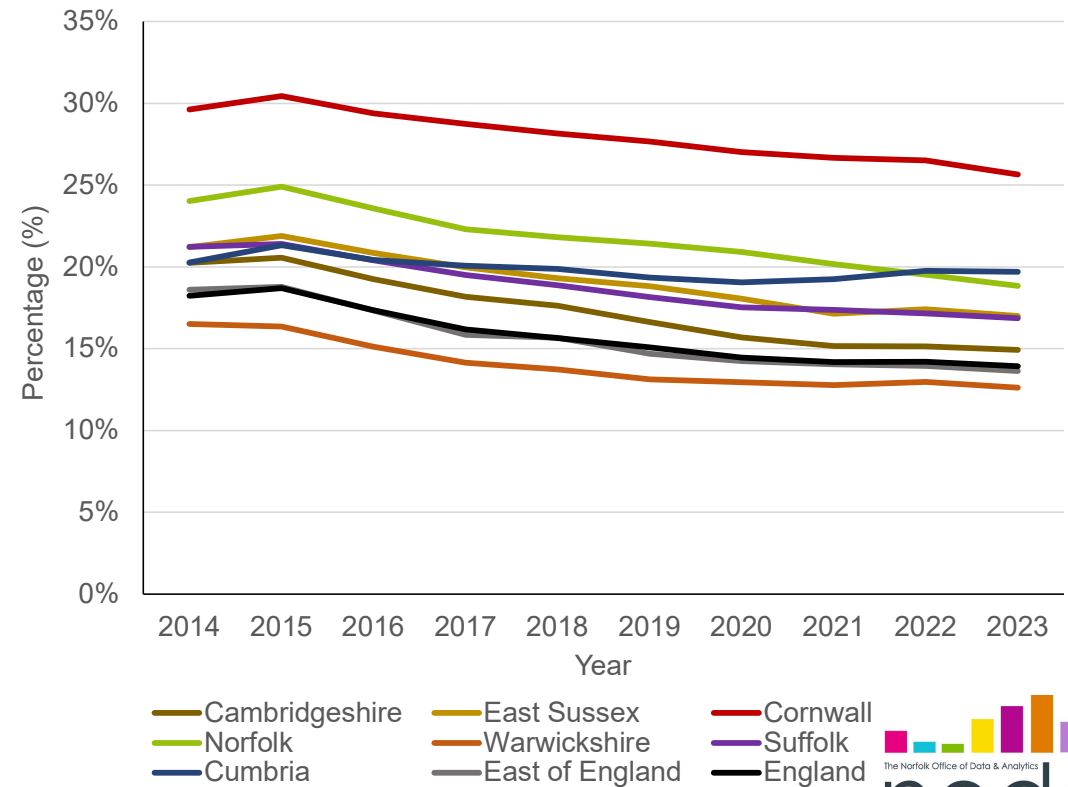
High Growth enterprises

- 0.42% of Norfolk's 'active enterprises' in 2022 were classed as 'High Growth'.

- Norwich had the highest proportion of 'High Growth' enterprises (0.54%) and Breckland had the lowest (0.20%).

Percentage of High Growth Enterprises in Norfolk and Norfolk Districts, 2021 & 2022
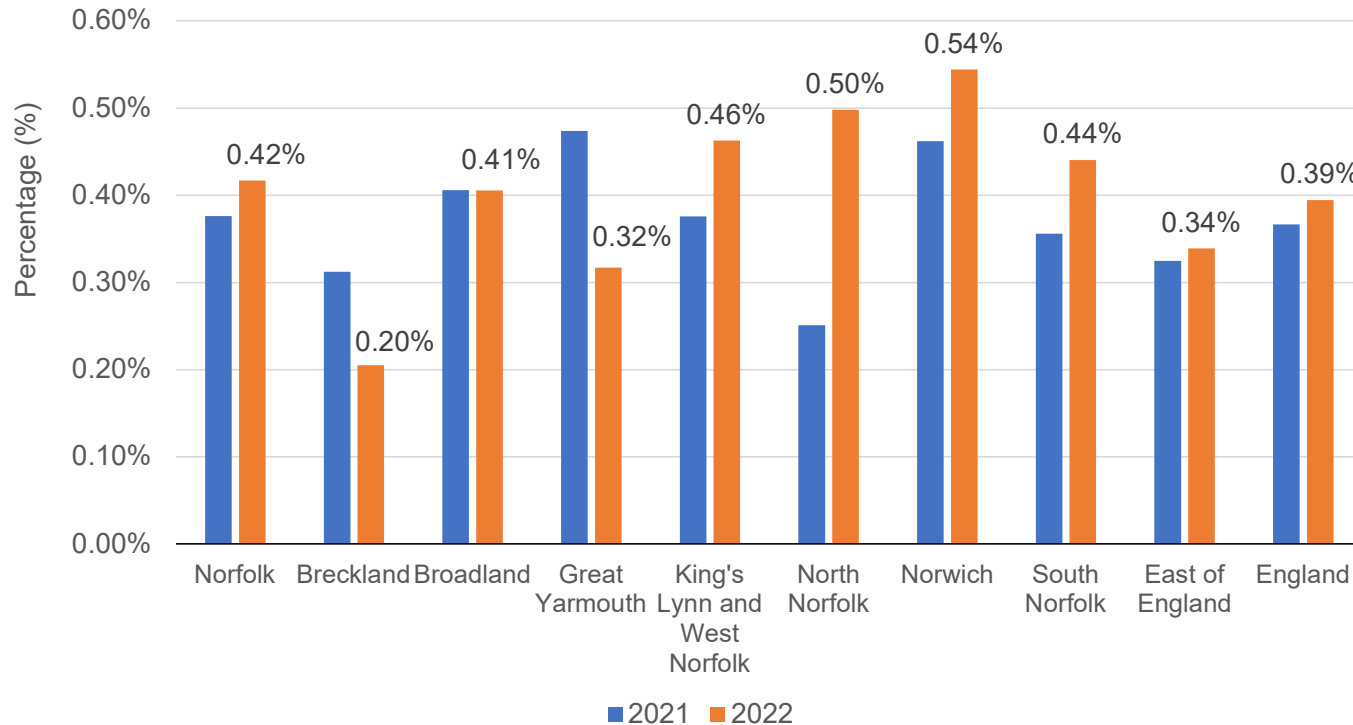
High Growth enterprises definition/method:

"There are several different methods of measuring high growth. The following definition has been used for this analysis:

All enterprises with average annualised growth greater than 20% per annum, over a three year period. Growth can be measured by the number of employees or by turnover. For this analysis growth has been measured using employment.

It is also recommended that a meaningful size threshold be set to avoid the growth of small businesses distorting any results. Eurostat have provisionally set a starting threshold of 10 employees.

In order to calculate the growth of units, it is not necessary to check the change in employee numbers or turnover from one year to the next over a three year period. Instead it is sufficient to compare the population of active enterprises in year xx-3 with those in year xx.

In practice, average annualised growth of 20% per annum over three years would be equal to 72.8% growth from xx-3 to year xx.

We are unable to isolate and remove all cases where data has grown due to a merger or a takeover. These cases are isolated and we do not expect them to have a big impact on the data."

Norfolk's employment base and change

- The number of people employed in Norfolk's rose from 377,000 in 2015 to 393,300 in 2022 – a 4.5% increase.

- Health (15%), retail (11%) and accommodation & food services (10%) account for over a-third of the Norfolk employment base.

- South Norfolk was the district with the largest positive employment change between 2015 and 2022 (15.7%), followed by King's Lynn and West Norfolk (9.1%) and Broadland (8.7%).

Employment by sector, 2022
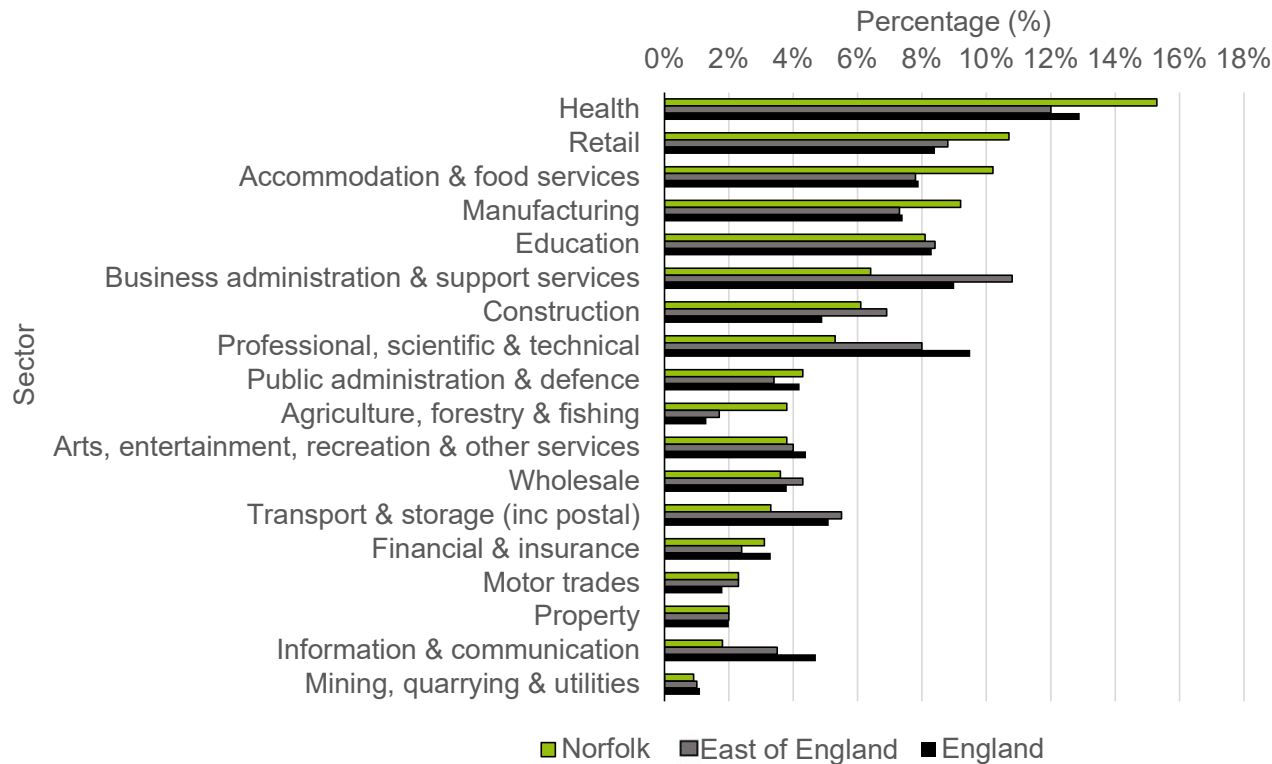
	Percentage employment change by area (2015-2022)
Norfolk	4.5%
Breckland	0.0%
Broadland	8.7%
Great Yarmouth	-2.6%
King's Lynn and West Norfolk	9.1%
North Norfolk	6.3%
Norwich	-2.3%
South Norfolk	15.7%
East of England	7.9%
England	8.4%
Lincolnshire	7.1%
Suffolk	6.4%
Cornwall	10.7%
Somerset	5.8%
East Sussex	-0.5%
Cambridgeshire & Peterborough	8.3%

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

Investment from Innovate UK

- Over the ten-year period 2013/14 to 2022/23, Innovate UK has funded projects in England to the value of around £10.75bn.

- 8.5% has been awarded to projects in the East of England region - of that £915m, around 4.2% of funding has been awarded to projects in Norfolk (around £38.5m), compared with 1.9% for Suffolk (around £17.6m).

- In the year 2022/23, Norfolk received around £4.7m funding, which has been the highest award over the ten-year period, except for £8m awarded in 2019/20.

- Norwich has the most investment in funded projects during 2022/23.

Innovate UK funded projects in Norfolk 2013/14 to 2022/23
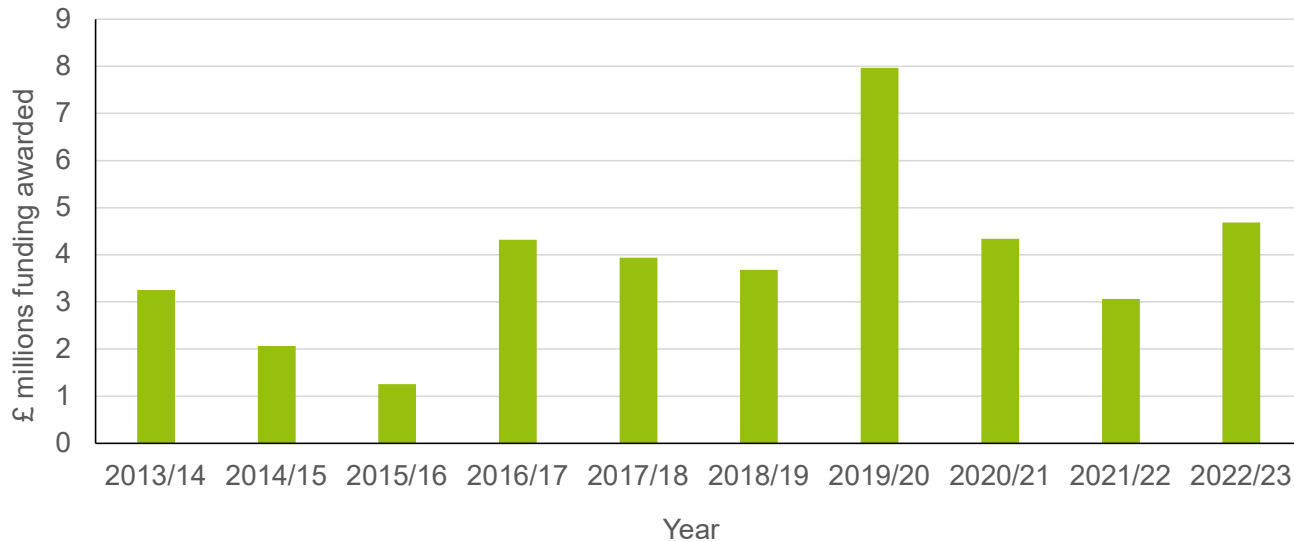
	Innovate UK funded projects, 2022/23 (£)
Breckland	£377,700
Broadland	£408,900
Great Yarmouth	£6,000
King's Lynn and West Norfolk	£0
North Norfolk	£161,500
Norwich	£3,064,300
South Norfolk	£667,400
Norfolk Total	£4,685,800

Source: Innovate UK

Productivity (GVA)

- The Norwich and Broadland regions were responsible for over £4 billion in GVA in 2021.

- Alternatively, the measure of GVA per hour worked shows that in 2020, only Broadland was more productive, on average, than the UK overall.

Regional gross value added (balanced) by Norfolk district, 2012 to 2021
(current prices, pounds million)
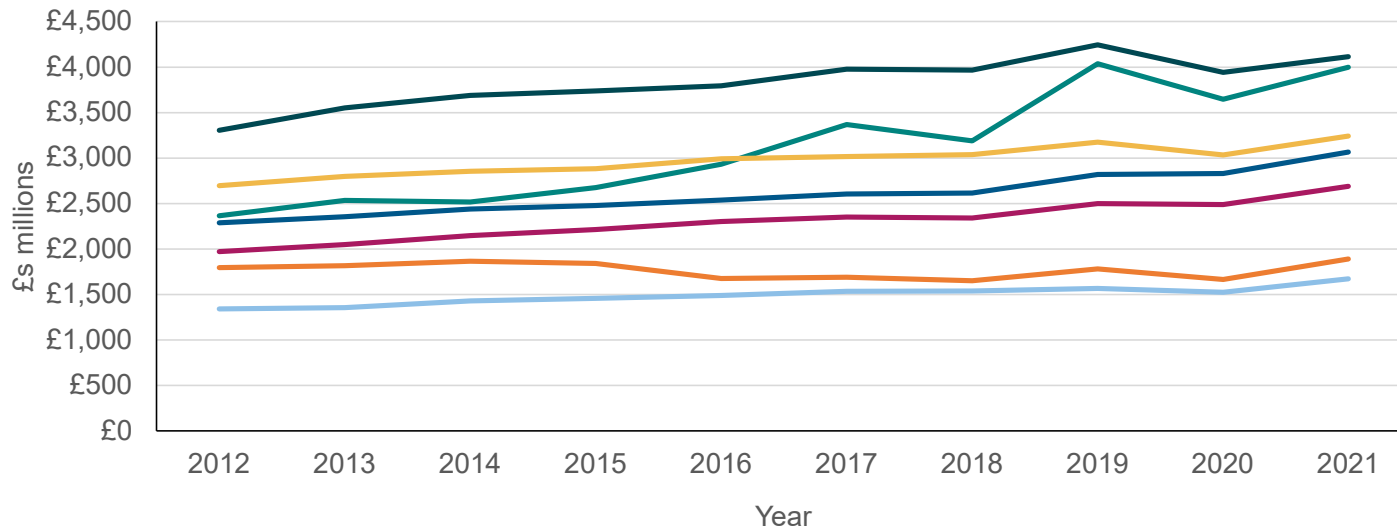
	Regional GVA (current prices, £m)	GVA per hour worked (2020)
Breckland	£2,687	£30.95
Broadland	£4,000	£47.39
Great Yarmouth	£1,888	£30.96
King's Lynn and West Norfolk	£3,241	£32.46
North Norfolk	£1,673	£25.64
Norwich	£4,116	£30.59
South Norfolk	£3,064	£31.99
UK less Extra-Regio	N/A	£37.73

Legend: Breckland, Broadland, Great Yarmouth, King's Lynn and West Norfolk, North Norfolk, Norwich, South Norfolk

Indexed GVA per hour worked

Current Price (smoothed) GVA (B) per hour worked indices; Local Authority District, 2012 - 2021
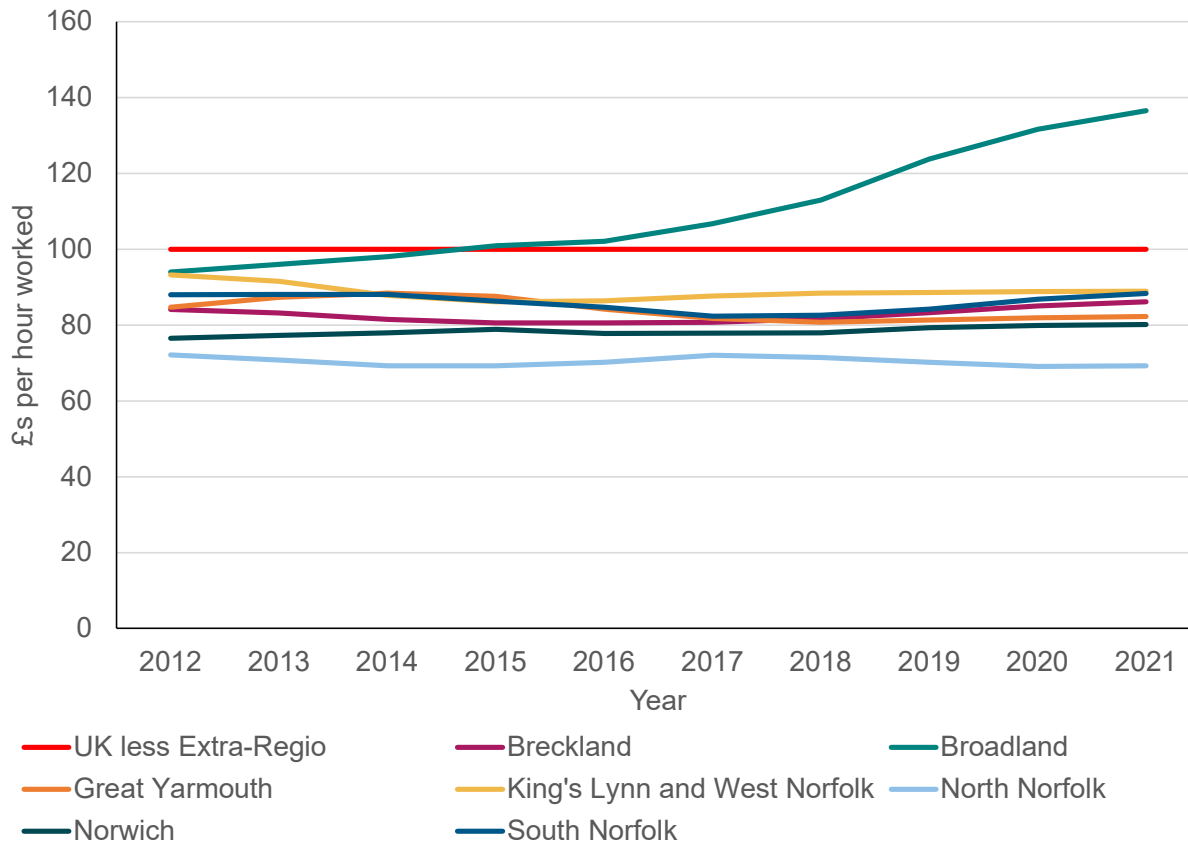
- With the UK indexed to 100, we can see how the Norfolk districts compare to the country in terms of GVA (£ per hour worked) between 2012 and 2021.

- Broadland saw a good increase compared to the UK between 2017 and 2021, whereas all the other districts have remained below the UK index.

- Some have been consistently below for the past 10 years.

Source: Subregional productivity in the UK - Office for National Statistics (ons.gov.uk) & Subregional productivity: labour productivity indices by local authority district - Office for National Statistics (ons.gov.uk)

GVA by sector

Regional gross value added (balanced) by industry for Norfolk districts, in millions, 2021 data. This table shows a breakdown of GVA by industry and local authority.

- GVA was highest in Broadland (£3.9bn) and lowest in Great Yarmouth (1.7bn).

- 'Manufacturing' was a greater contributor in Breckland and King's Lynn and West Norfolk, whereas the 'services sector' contributed more in Broadland and Norwich.

- 'Financial and insurance activities' in Broadland are prominent while 'public administration and defence' contributed more GVA in King's Lynn and West Norfolk and Norwich and 'education; was higher in Norwich also.

- South Norfolk had higher GVA from 'human health' sectors.

2021 (£ million)	Breckland	Broadland	Great Yarmouth	King's Lynn and West Norfolk	North Norfolk	Norwich	South Norfolk
All industries	2,589	3,960	1,715	3,043	1,588	3,832	2,702
Production sector	758	400	345	957	319	344	368
Agriculture, mining, electricity, gas, water and waste	156	67	147	231	141	52	164
Manufacturing	602	333	198	726	178	292	204
Manufacture of food, beverages, textiles and clothing	176	113	13	262	65	47	49
Manufacture of wood, petroleum, chemicals and minerals	262	88	32	249	36	111	47
Manufacture of metals, electrical products and machinery	125	114	117	178	54	81	91
Other manufacturing, repair and installation	39	18	35	36	23	53	17
Construction	244	271	85	219	107	229	258
Construction of buildings	67	100	14	44	40	33	39
Civil engineering	71	17	14	26	16	57	60
Specialised construction activities	106	154	56	148	51	139	159
Services sector	1,587	3,288	1,285	1,867	1,162	3,259	2,077
Wholesale and retail trade; repair of motor vehicles	283	280	150	292	158	481	290
Motor trades	25	30	17	59	15	74	37
Wholesale trade	83	89	26	67	37	98	125
Retail trade	175	161	107	166	106	309	128
Transportation and storage	89	34	37	45	34	96	44
Land, water and air transport	32	8	12	21	22	40	20
Warehousing, transport support, postal and courier activities	57	26	25	24	12	56	25
Accommodation and food service activities	57	57	125	108	99	124	63
Information and communication	21	77	33	29	18	163	41
Financial and insurance activities	14	1,742	13	16	11	104	13
Real estate activities	385	481	217	460	411	475	446
Owner-occupiers' imputed rental	316	350	189	395	349	235	369
Real estate activities, excluding imputed rental	70	131	28	65	61	240	78
Professional, scientific and technical activities	93	88	89	67	43	289	109
Legal and accounting activities	24	31	10	25	13	173	33
Head offices and management consultancy	5	6	3	5	4	16	14
Architectural and engineering activities	33	18	64	13	3	31	22
Other professional, scientific and technical activities	30	33	11	24	22	69	40
Administrative and support service activities	163	78	101	112	42	219	85
Rental and leasing activities	66	21	47	34	9	27	11
Employment activities; tourism and security services	67	21	35	51	12	134	22
Services to buildings and landscape activities	16	13	4	20	9	38	20
Office administration and business support activities	12	24	15	7	12	20	32
Public administration and defence	150	78	57	229	68	441	144
Education	156	149	128	194	120	472	177
Human health and social work activities	116	171	259	263	85	241	596
Human health and residential care activities	89	151	237	252	79	194	509
Social work activities	27	20	22	11	5	46	87
Arts, entertainment and recreation	25	19	50	27	35	79	24
Other service activities	25	26	19	16	31	67	34
Membership organisations; repair of household goods	6	9	1	1	14	45	7
Other personal service activities	19	17	18	15	18	22	27
Activities of households	9	8	6	10	7	9	9

Value of imports and exports

- During the period 2016 and 2021, the value of worldwide imports and exports for total trade of all industries have increased for Norfolk – 5.8% increase for imports compared with 4.9% for the East of England, and 33.5% increase for exports compared with 30.1% for the East of England.

- For 2021, the value of Norfolk's worldwide imports is £2.9bn (representing 5.0% of the region's imports value), and the value of Norfolk's worldwide exports is £3.8bn (representing 7.5% of the region's exports value).

- Over that last year, the value of Norfolk's worldwide imports and exports are proportionately much higher than for the region, and are now above pre-COVID-19 (2018) levels.

Worldwide imports and exports for total trade of all industries for Norfolk, 2016 to 2021

Source: ONS International trade in UK nations, regions and cities - Office for National Statistics
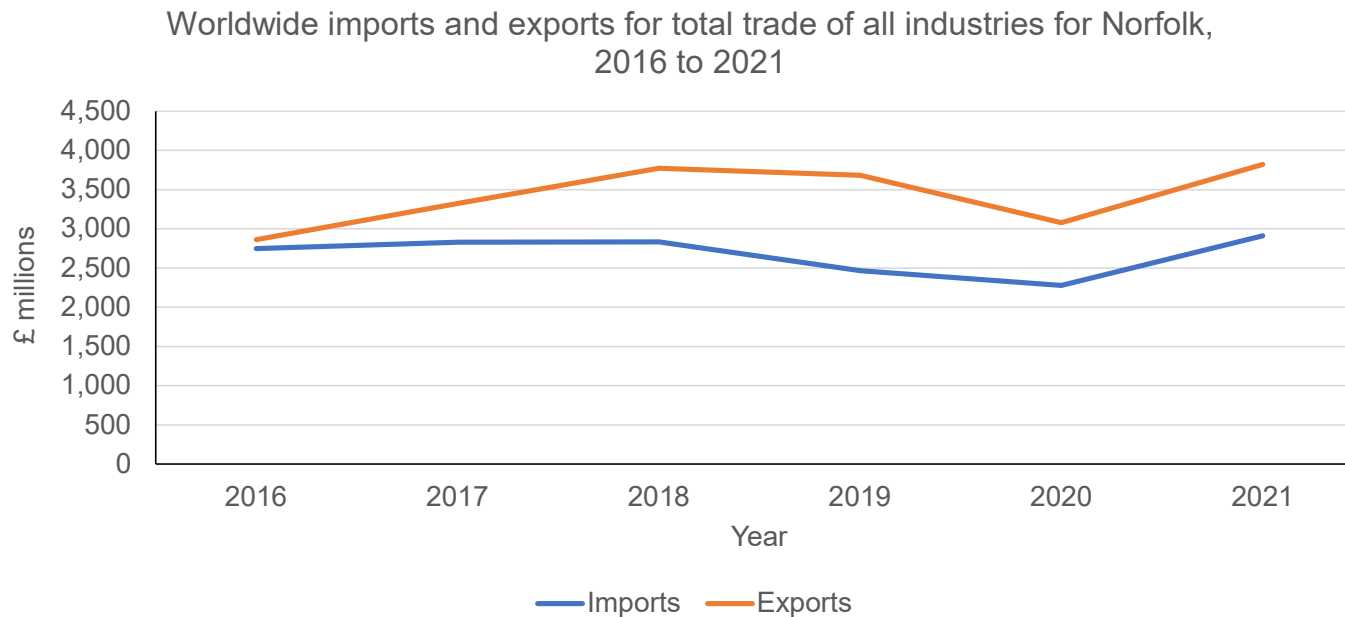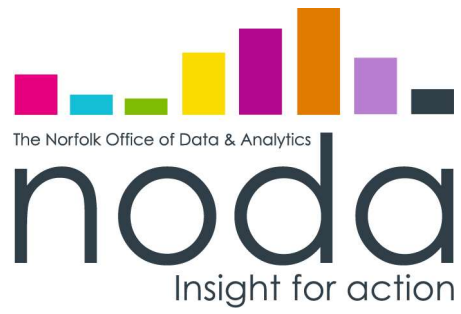
Place

Key metrics analysis – place

This section looks at:

- Gigabit broadband coverage
- Ultrafast broadband coverage
- Superfast broadband coverage
- 4G coverage
- Wellbeing – life satisfaction
- Wellbeing – a worthwhile life
- Wellbeing – happiness
- Wellbeing – anxiety
- Loneliness
- Housing affordability
- House prices
- Planned housing
- Gross disposable household income (GDHI) per head
- Transport connectivity
- Access to services
- Commuting patterns
- Location of usual residence and place of work
- Emissions per km
- Emissions over time (by district)

Gigabit broadband coverage

- In November 2023, Norfolk had 55.0% of premises with gigabit broadband, compared to the England coverage of 79.8%.

- The gap between the Norfolk and England percentages remained consistent between December 2022 (25.0%) and November 2023 (24.8%).

Gigabit broadband coverage for Norfolk and England
January 2010 – November 2023
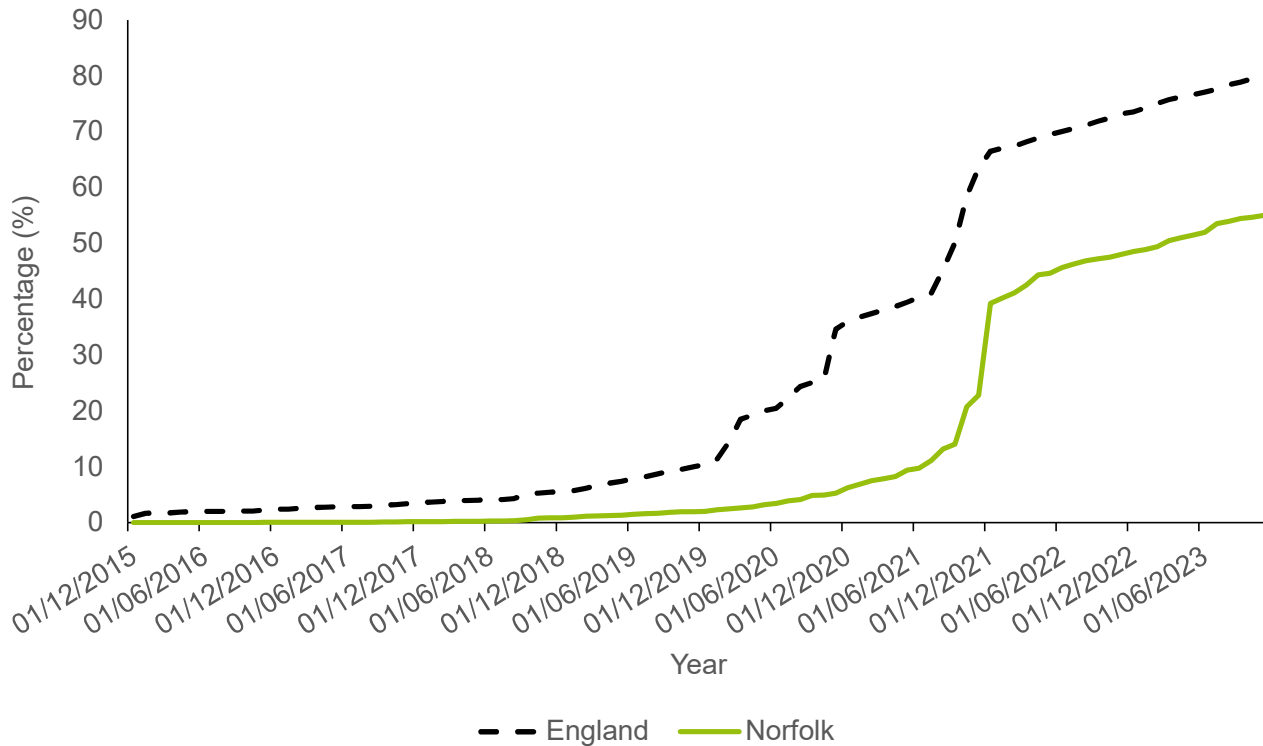
Percentage of premises with gigabit broadband by month and region	Norfolk	England
1/12/2022	48.6%	73.6%
1/1/2023	48.9%	74.3%
1/3/2023	49.5%	75.1%
1/3/2023	50.6%	75.8%
1/4/2023	51.1%	76.3%
1/5/2023	51.5%	76.6%
1/6/2023	52.0%	77.1%
1/7/2023	53.6%	77.7%
1/8/2023	54.0%	78.4%
1/9/2023	54.5%	78.9%
1/10/2023	54.7%	79.5%
1/11/2023	55.0%	79.8%

Source: Broadband Coverage and Speed Test Statistics for Norfolk (thinkbroadband.com)

Ultrafast broadband coverage

- In November 2023, Norfolk had 56.1% of premises with ultrafast broadband, compared to the England coverage of 81.1%.

- The gap between the Norfolk and England remained between 24% and 26% between December 2022 and November 2023.

Ultrafast broadband coverage for Norfolk and England
January 2010 – November 2023
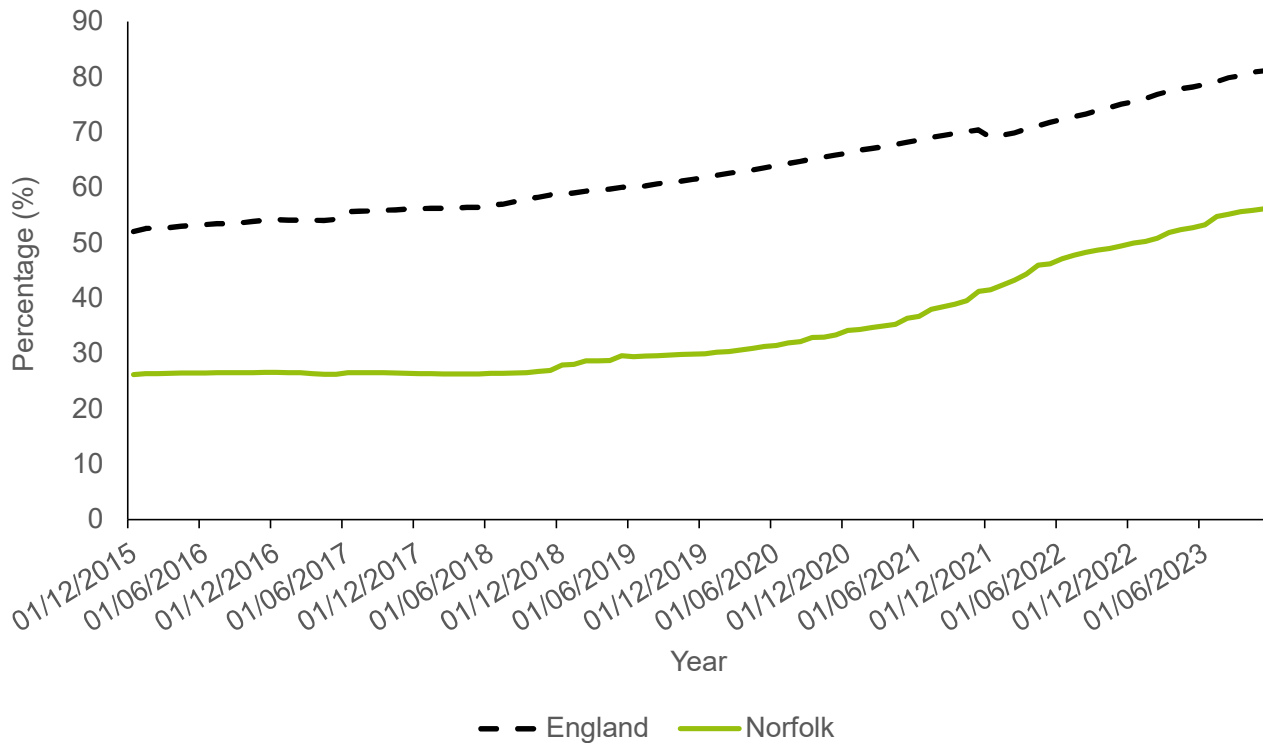
Percentage of premises with ultrafast broadband by month and region	Norfolk	England
1/12/2022	50.0%	75.5%
1/1/2023	50.3%	76.1%
1/3/2023	50.9%	76.8%
1/3/2023	51.9%	77.4%
1/4/2023	52.4%	77.8%
1/5/2023	52.8%	78.2%
1/6/2023	53.3%	78.6%
1/7/2023	54.8%	79.1%
1/8/2023	55.2%	79.8%
1/9/2023	55.6%	80.3%
1/10/2023	55.9%	80.8%
1/11/2023	56.1%	81.1%

Source: Broadband Coverage and Speed Test Statistics for Norfolk (thinkbroadband.com)

Superfast broadband coverage

- In November 2023, Norfolk had 97.2% of premises with superfast broadband, compared to the England coverage of 98.2%.

- The gap between the Norfolk and England remained small between December 2022 and November 2023, with only minimal change to the England percentage.

Superfast broadband coverage for Norfolk and England, January 2010 – November 2023
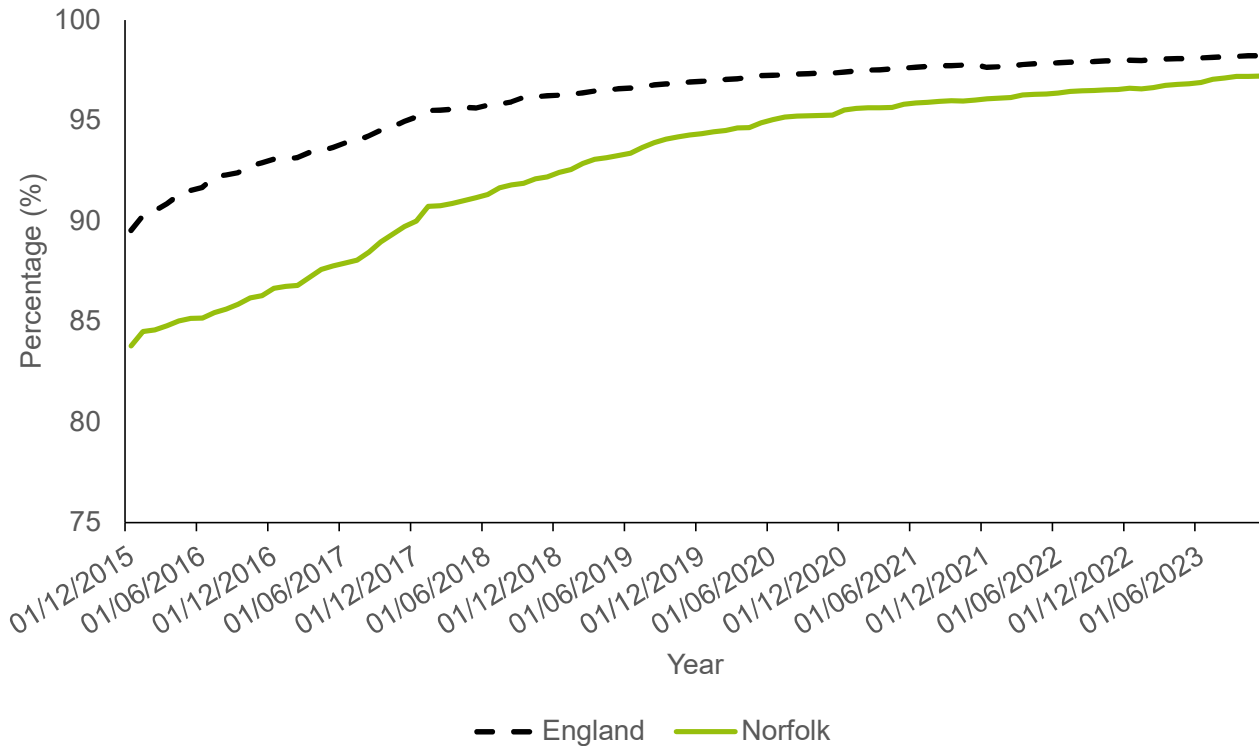
Percentage of premises with superfast broadband by month and region	Norfolk	England
1/12/2022	96.6%	98.0%
1/1/2023	96.6%	98.0%
1/3/2023	96.7%	98.0%
1/3/2023	96.8%	98.1%
1/4/2023	96.8%	98.1%
1/5/2023	96.8%	98.1%
1/6/2023	96.9%	98.1%
1/7/2023	97.1%	98.2%
1/8/2023	97.1%	98.2%
1/9/2023	97.2%	98.2%
1/10/2023	97.2%	98.2%
1/11/2023	97.2%	98.2%

Please note the chart scale on this page ranges from 75% to 100% and not 0% to 100% like the previous two pages.

Source: Broadband Coverage and Speed Test Statistics for Norfolk (thinkbroadband.com)

4G coverage

4G services, geographic (outdoor): signal from all operators (%)
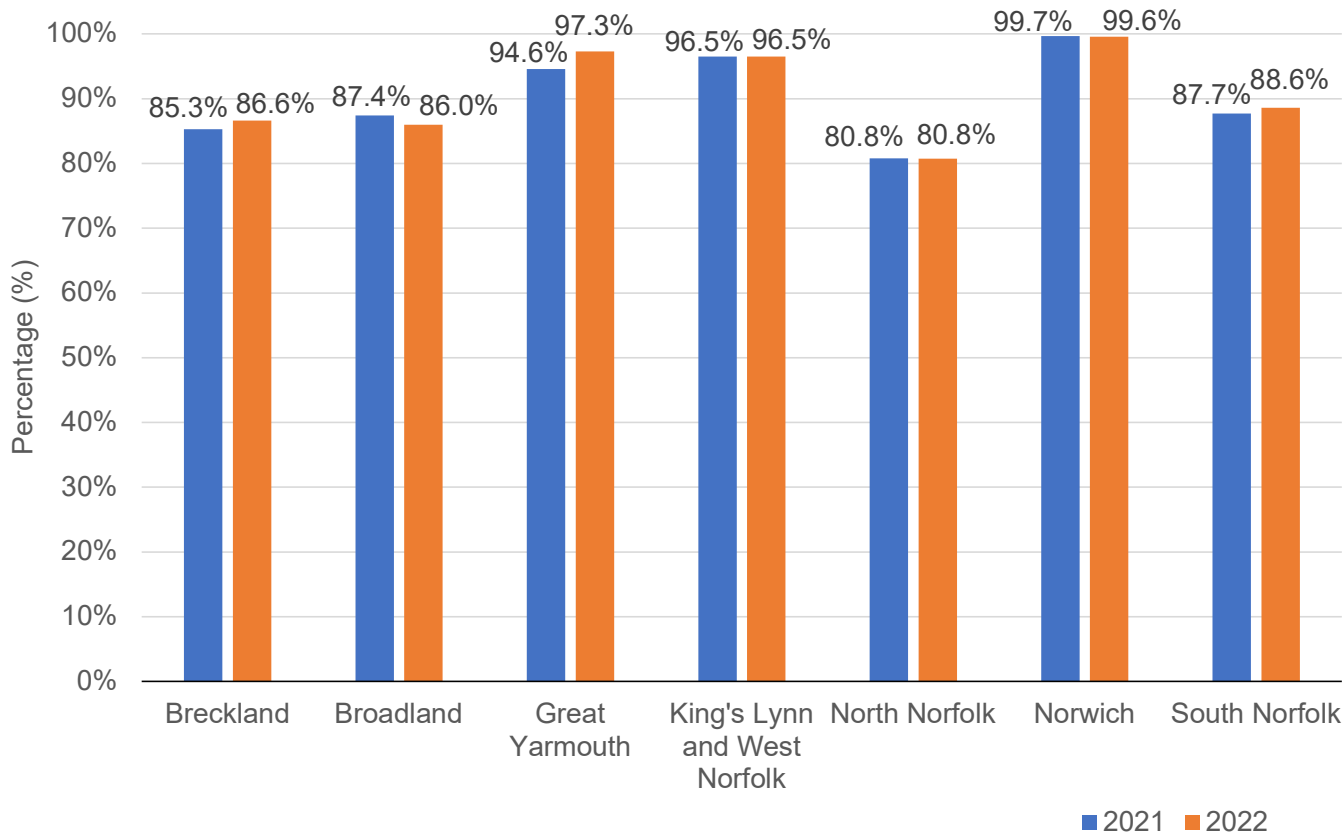
- In 2022 Norwich had almost 100% 4G signal from all operators, whereas North Norfolk was some way behind at 80.8%.

- The average of the 2022 figures is 90.8%, so we could infer that Norfolk as a whole has 90.8% 4G coverage from all operators.

- This is up slightly from an average of 90.3% in 2021.

Wellbeing – life satisfaction

- Life satisfaction scores in Norfolk have consistently remained above UK scores for the last 10 years.

- Four of the seven Norfolk districts had life satisfaction scores above that of the UK overall in 2021/22.

Life satisfaction scores (out of 10) for Norfolk and the UK, 2011/12 to 2021/22
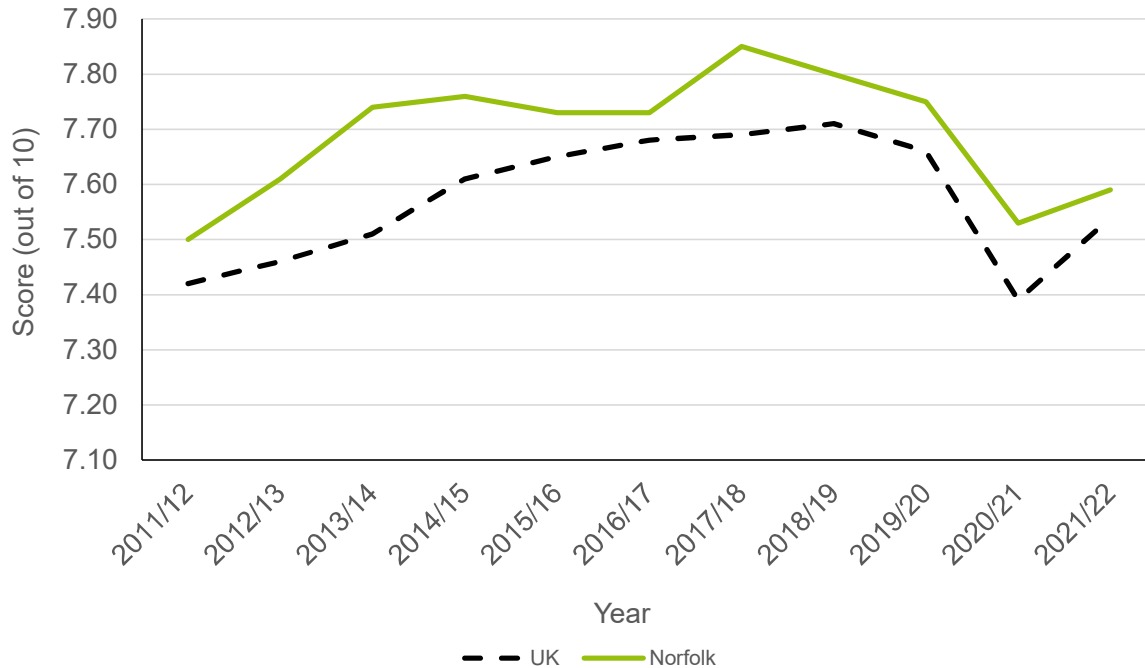
Life satisfaction scores, Norfolk districts compared with UK, 2021/22
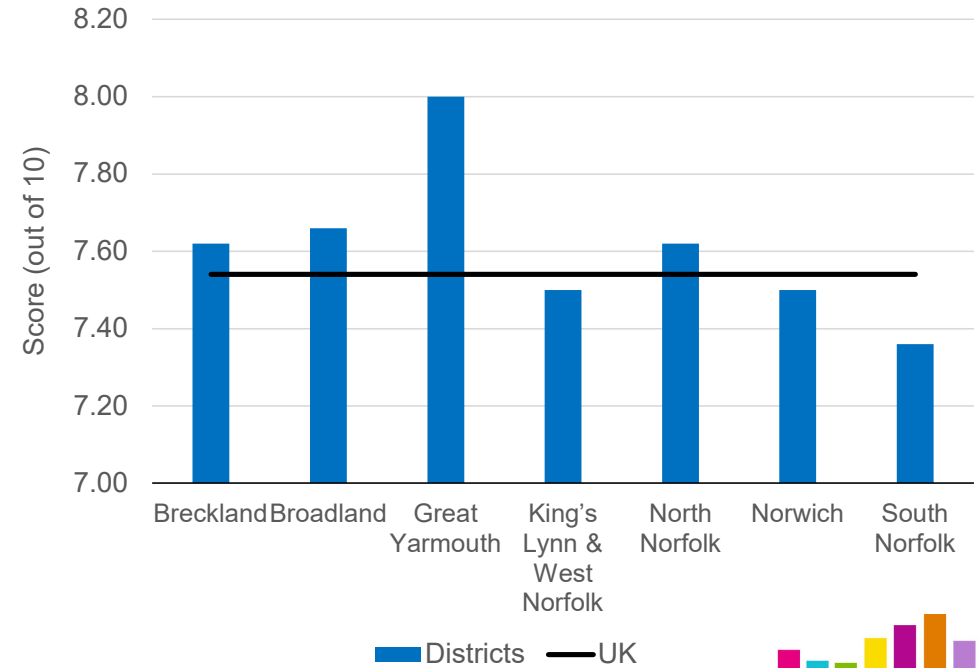
Source: Annual Population Survey, Office for National Statistics
Question: Overall, how satisfied are you with your life nowadays? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

Wellbeing – a worthwhile life

- Data for 2021/22 shows that Norfolk scores higher than the UK overall for feeling the 'things' people 'do' in life are 'worthwhile'.

- Six of the seven Norfolk districts have 'feeling worthwhile' scores equal to, or above the UK overall.

Feeling worthwhile scores (out of 10) for Norfolk and the UK 2011/12 - 2021/22
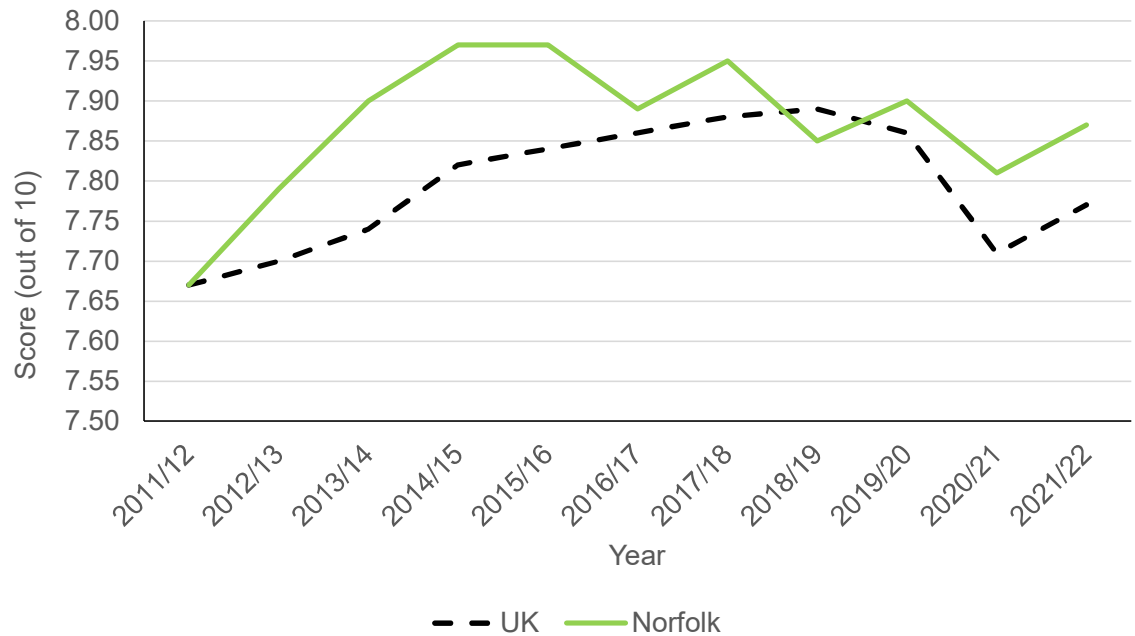
Feeling worthwhile scores, districts compared with UK, 2021/22
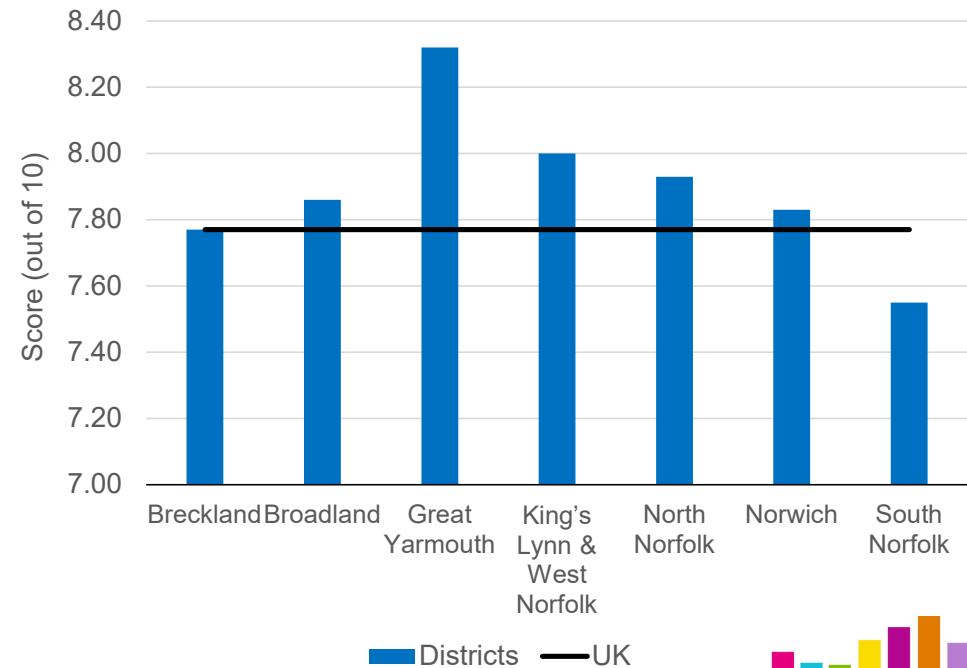
Source: Annual Population Survey, Office for National Statistics
Question: Overall, to what extent do you feel the things you do in your life are worthwhile? Where 0 is 'not at all worthwhile' and 10 is 'completely worthwhile'.

Wellbeing – happiness

- Happiness scores for Norfolk have remained in-line with the UK overall.

- Data for 2021/22, shows that four of the seven Norfolk districts have higher happiness scores than the UK overall.

Happiness scores (out of 10) for Norfolk and the UK 2011/12 - 2021/22
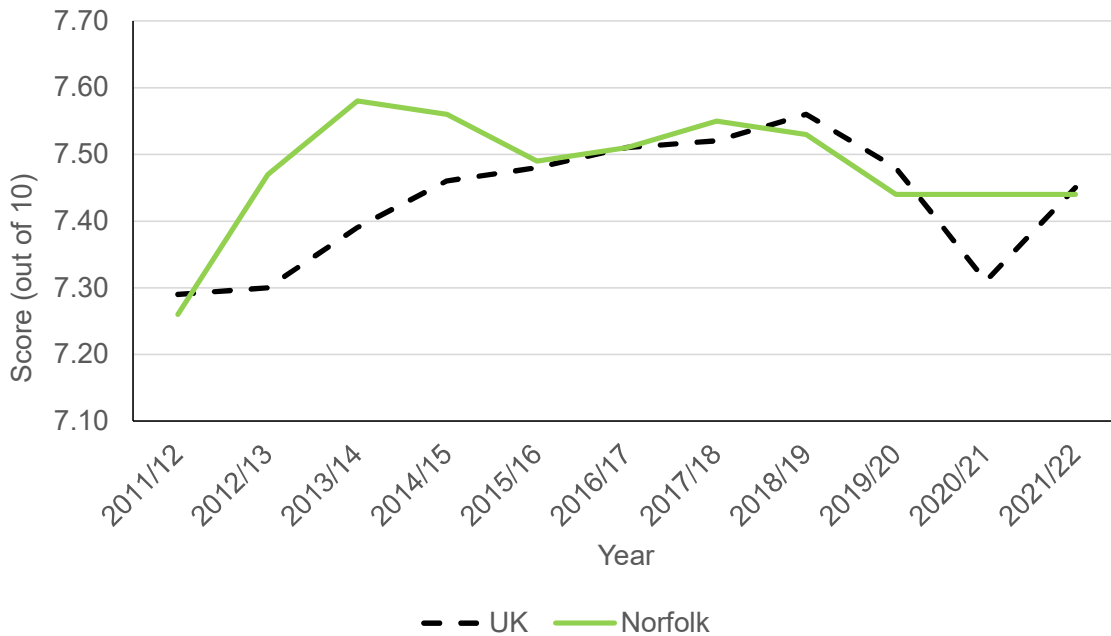
Happiness scores, districts compared with UK, 2021/22
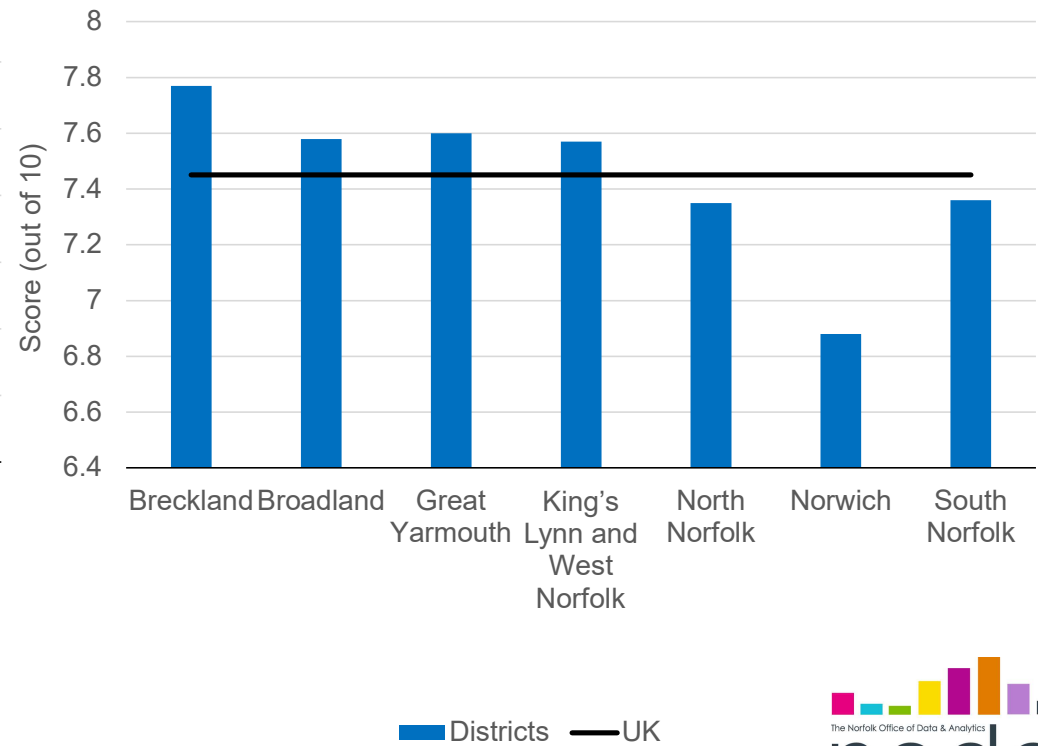
Wellbeing – anxiety

- Feelings of anxiety for Norfolk residents have been in-line with the UK overall.

- Most (five of the seven) Norfolk districts have lower anxiety scores than of the UK overall, which is a positive.

Feelings of anxiety scores (out of 10) for Norfolk and the UK, 2011/12 to 2021/22
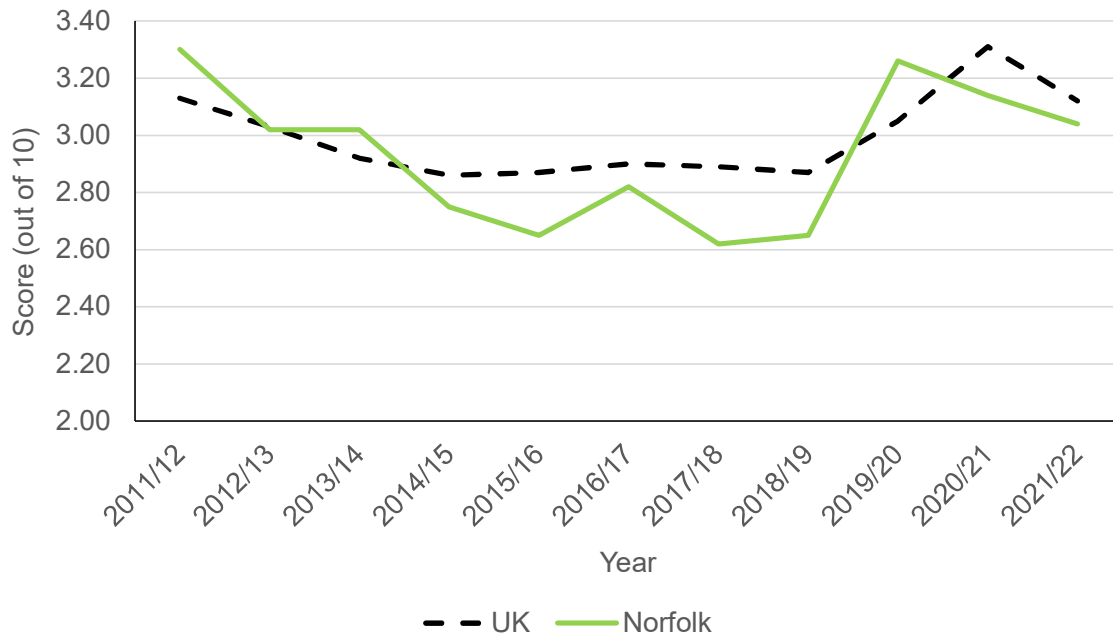
Feelings of anxiety scores (out of 10), districts compared with UK, 2021/22
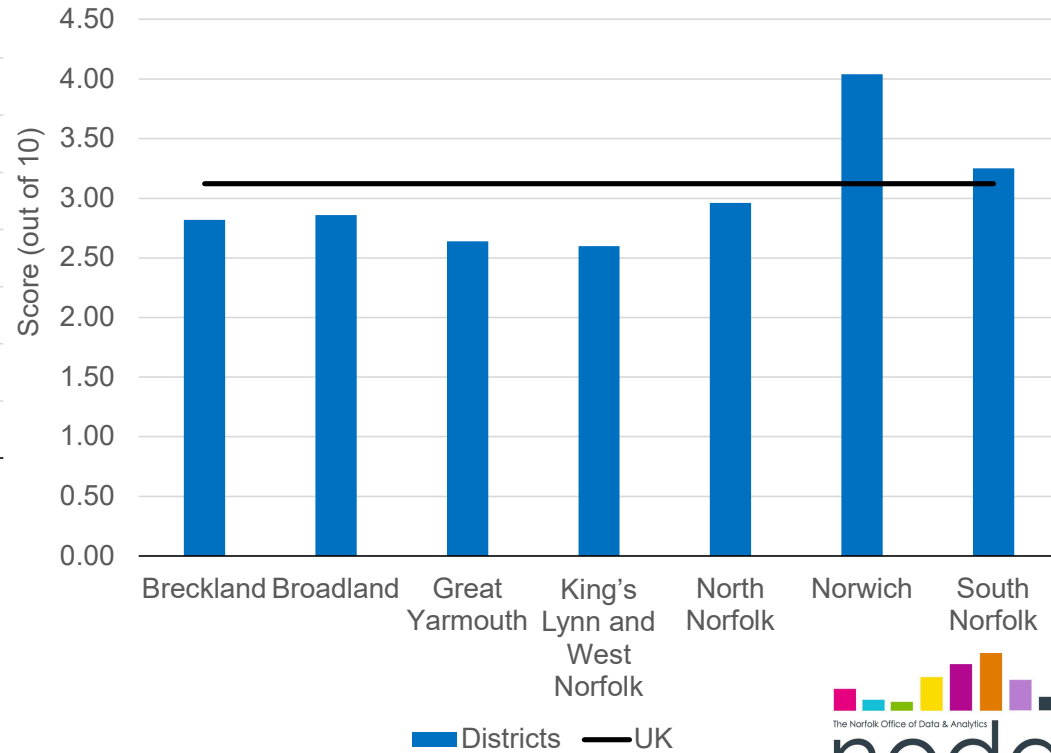
Source: Annual Population Survey, Office for National Statistics
Question: Overall, how anxious did you feel yesterday? Where 0 is 'not at all anxious' and 10 is 'completely anxious'

Loneliness

% often or always lonely

1 5 7 10 13 18
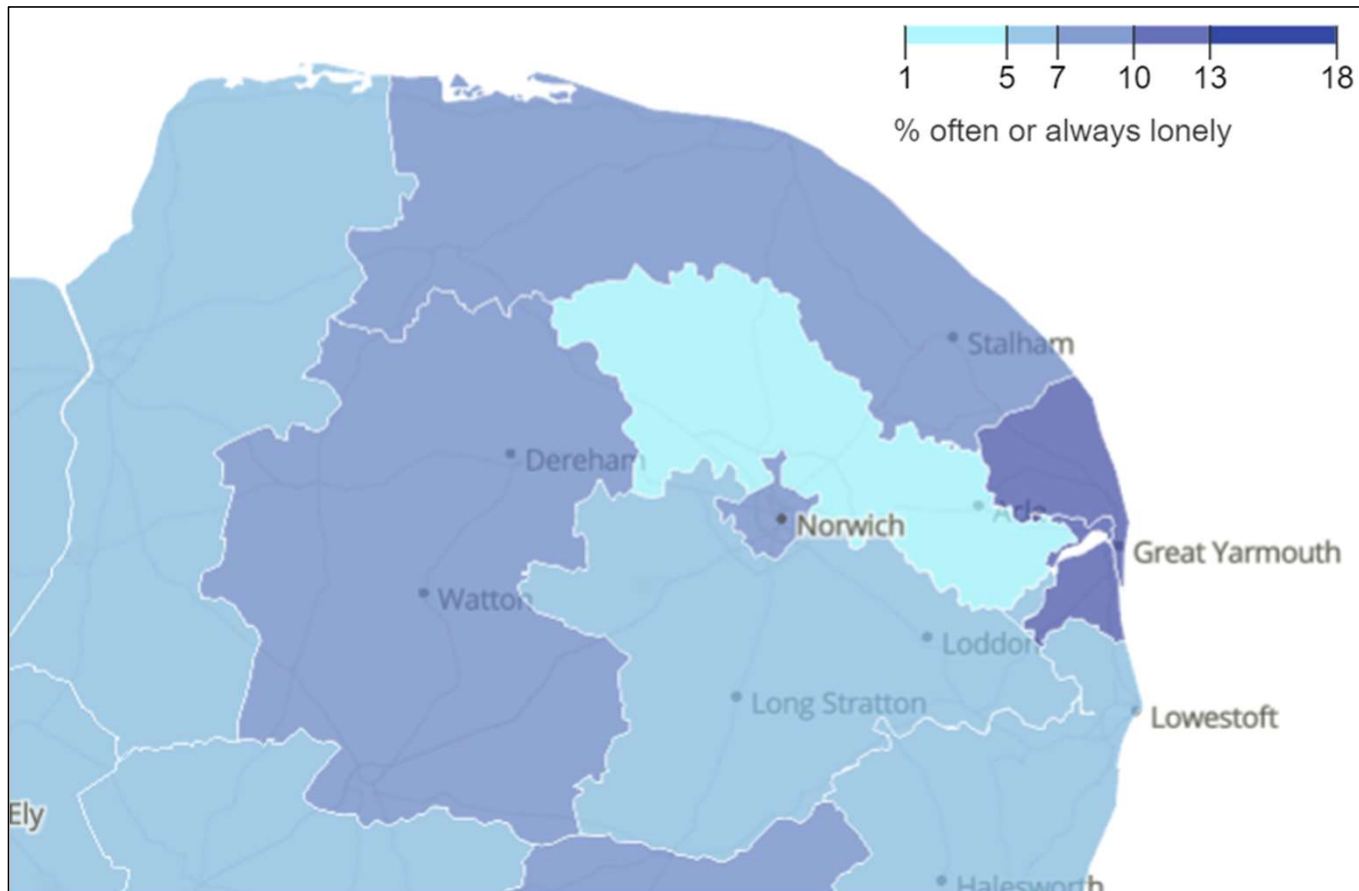
- The map shows a measure of loneliness – the % of adults aged 16 and over reporting "often or always" feeling lonely – October 2020 to February 2021. Please note this data was gathered during the Covid-19 pandemic National lockdowns.

- The percentages for each district are shown below:

- Breckland   7.7%
- Broadland   4.5%
- Great Yarmouth   10.7%
- KL & WN   6.3%
- North Norfolk   8.5%
- Norwich   8.4%
- South Norfolk   6.8%

- Great Britain   7.2%

- Further context and links to other data sets has been provided by the ONS in the source link below.

Housing affordability

Housing affordability for England, Norfolk and districts, 2018 to 2022
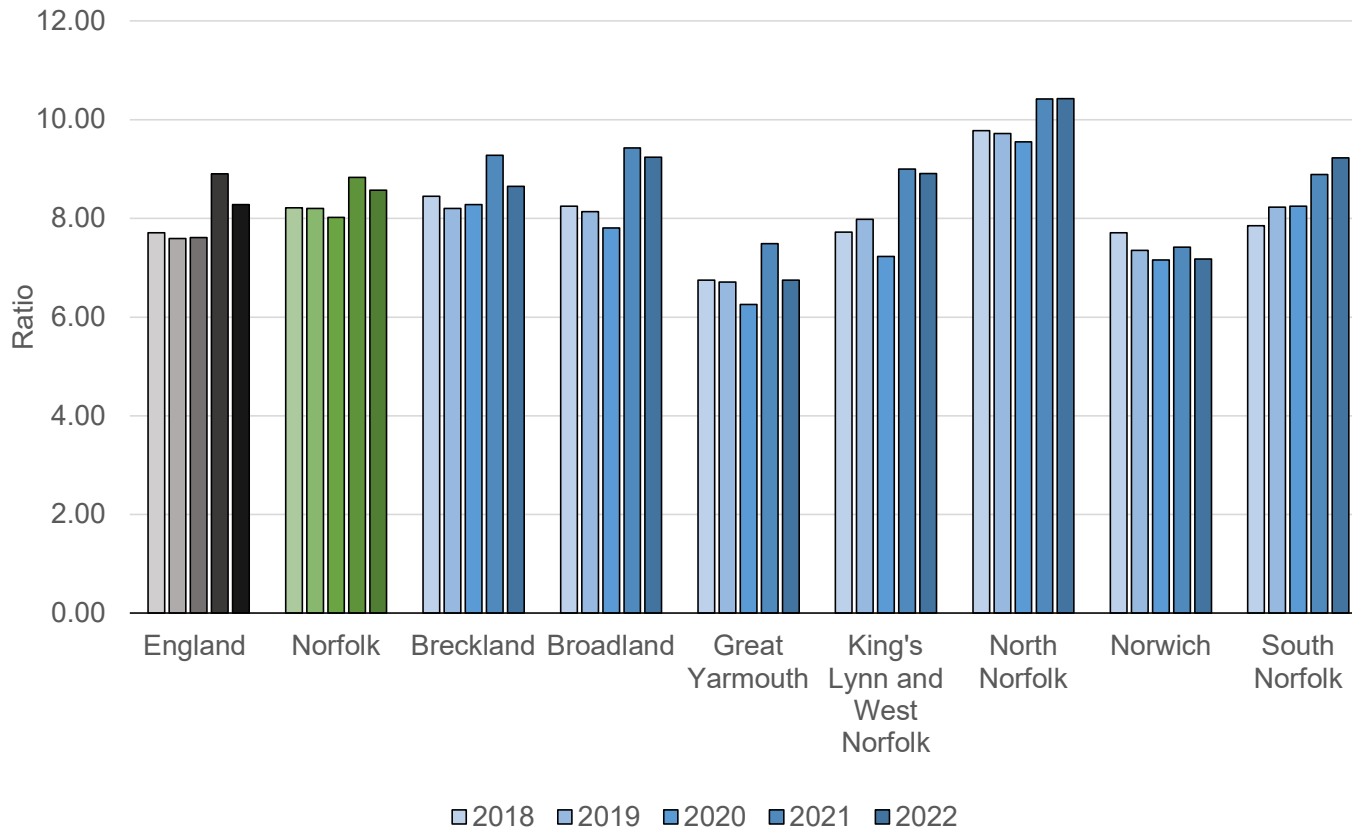
- For this measure a lower ratio is a positive, therefore Norfolk's affordability of housing (in comparison to earnings) of 8.57 (for 2022) is less affordable than England (8.28).

- Great Yarmouth (6.75) and Norwich (7.18) have the lowest ratios, indicating they are the most affordable places for those who live there to buy a house.

- North Norfolk (10.43), Broadland (9.24) and South Norfolk (9.23) have the highest ratios, so are the least affordable places for those who live there to buy a house.

A higher ratio indicates that on average, it is less affordable for a resident to purchase a house in their local authority district.

House prices

Median house price (existing dwellings) for England, Norfolk and districts,
year ending September 2018 to year ending September 2022 (£)
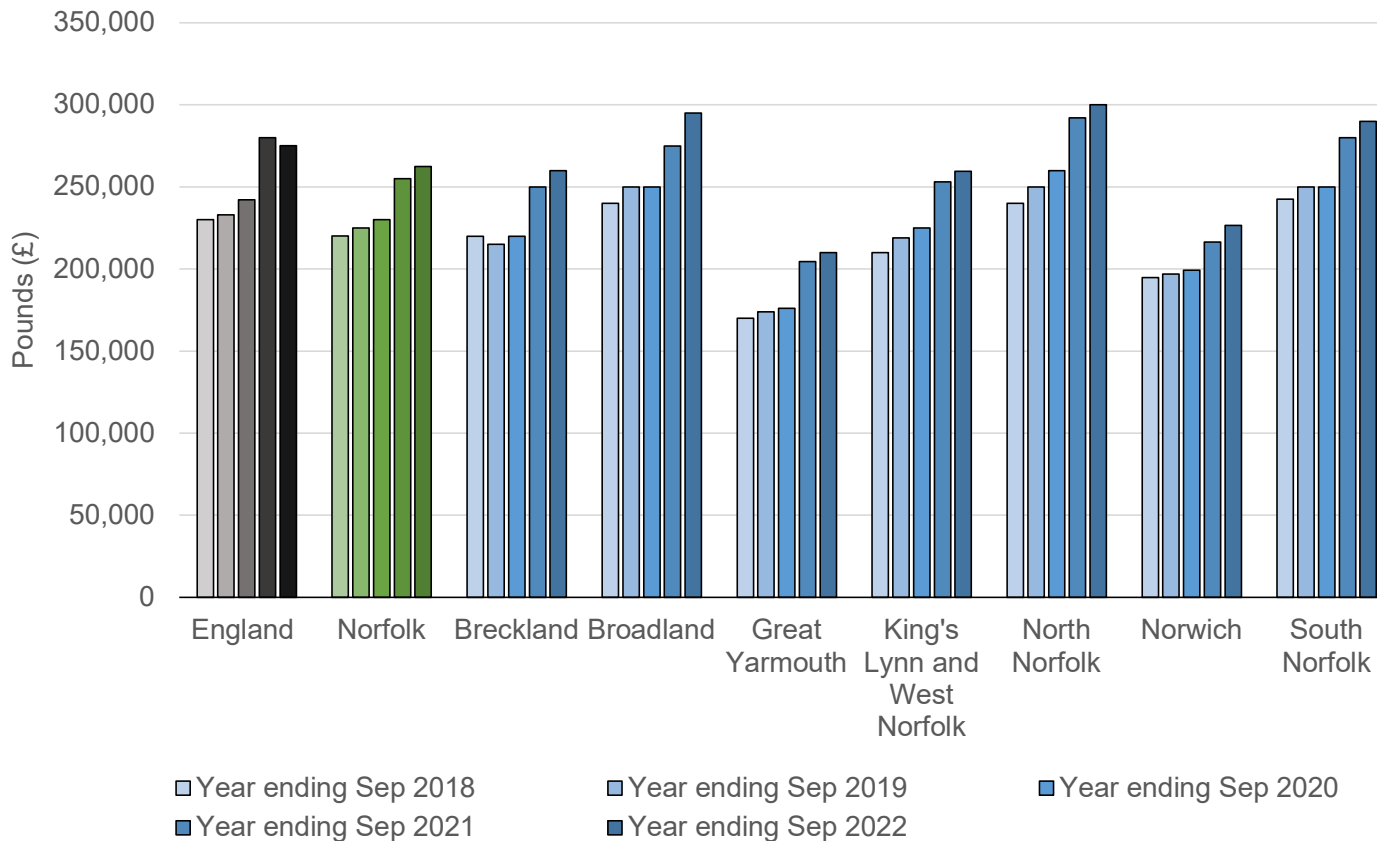
- The average median price paid for a house in Norfolk for the year ending September 2022 was £262,300, compared to £275,000 for England. Of the districts, North Norfolk was highest at £300,000 and Great Yarmouth (£210,000) was lowest.

- The median price paid for a house in Norfolk increased by £42,300 between the year ending September 2018 and the year ending September 2022.

- This is slightly below England as a whole (£45,000).

- North Norfolk saw the largest increase in this period (£60,000) while Norwich saw the least growth (£31,750).

Source: House price (existing dwellings) to residence-based earnings ratio - Office for National Statistics (ons.gov.uk)
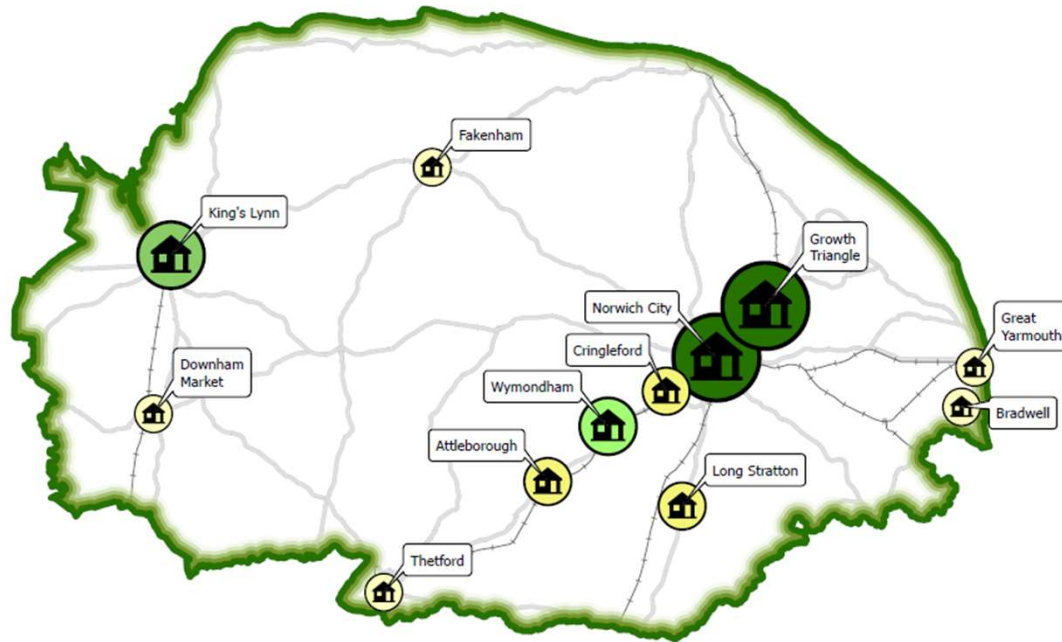
Planned housing

- This map shows the planned housing in Norfolk– taken from several local plans. It shows housing growth along the 'Cambridge Norwich Tech Corridor'.

- It identifies the key strategic housing sites from the following local plans:
  - Breckland: 2011 – 2036
  - Great Yarmouth: 2013 – 2030
  - Kings Lynn & West Norfolk: 2001 – 2026
  - North Norfolk 2001 – 2025
  - Greater Norwich: 2018 – 2036

- The map doesn't include all housing but shows the major sites. It should also be noted that it doesn't account for what has been built since the start of the local plan period(s).

Planned Housing Growth

1000	1001 - 2000	2001 - 3000	3001 - 5000	5001 - 11000

	Local Plan period	Number of houses planned in the Local Plan period	Number of houses built since Local Plans adopted
Breckland	2011-2036	15,298	6,081
Great Yarmouth	2013-2030	5,303	2,489
King's Lynn & West Norfolk	2001-2026	16,500	11,471
North Norfolk	2001-2025	8,025	8,347
Greater Norwich Local Plan (Broadland, Norwich and South Norfolk)	2018-2036	45,000	23,684
Norfolk Total		**90,126**	**52,072**

Source: Draft Norfolk Strategic Infrastructure Delivery Plan 2023

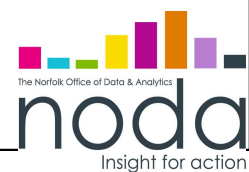# Gross disposable household income (GDHI) per head

Gross Disposable Household Income, Norfolk districts vs UK, 2019 - 2021
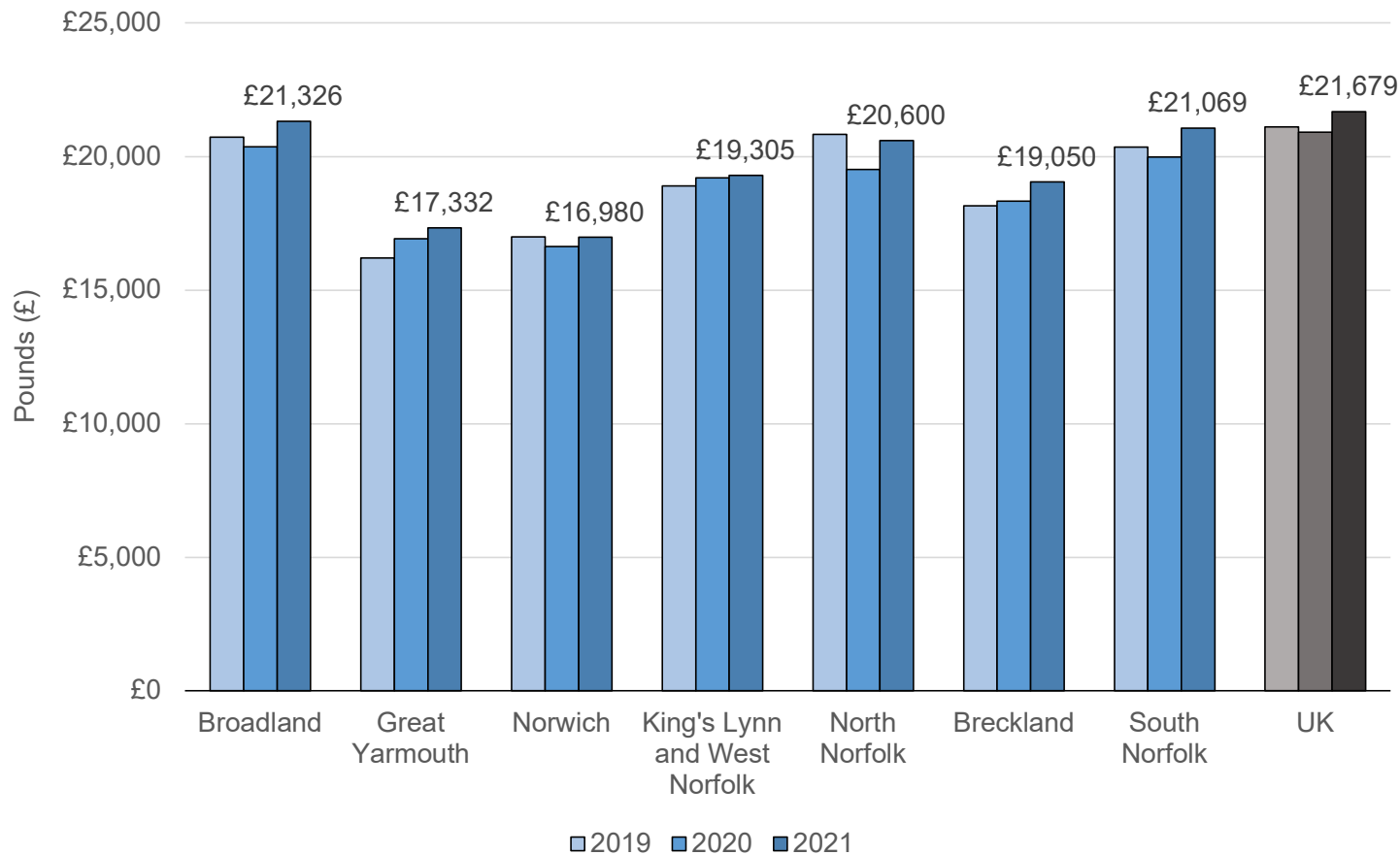
Gross disposable household income (GDHI) is the amount of money that all the individuals in the household sector have available for spending or saving after they have paid direct and indirect taxes and received any direct benefits. GDHI is a concept that is seen to reflect the "material welfare" of the household sector. The household sector includes residents of traditional households, as well as those living in communal establishments. GDHI also includes the business income of self-employed people.

- In 2021, GDHI was highest in Broadland (£21,326) and South Norfolk (£21,069), but all of the Norfolk districts are below the UK overall.

- When looking at the 5-year change between 2017 and 2021, four of the seven districts had a bigger percentage change than the UK as a whole:

|	
Breckland	+12.6%
Broadland	+7.2%
Great Yarmouth	+16.0%
KL & WN	+11.4%
North Norfolk	+9.4%
Norwich	+10.2%
South Norfolk	+9.6%
UK	+10.0%

Transport connectivity

- The map below shows the average travel time to an employment centre of 5,000+ people, by car for each LSOA in Norfolk.

- Norwich and surrounding areas are fairly well connected to employment centres of 5,000+, but we can see that some areas of North Norfolk are over an hour, on average, by car from the nearest employment centre of 5,000+.

- The chart shows that Norfolk has higher average travel times by all methods of transport to employment centres of 5k+ employees.

Average car travel times by LSOA, 2019
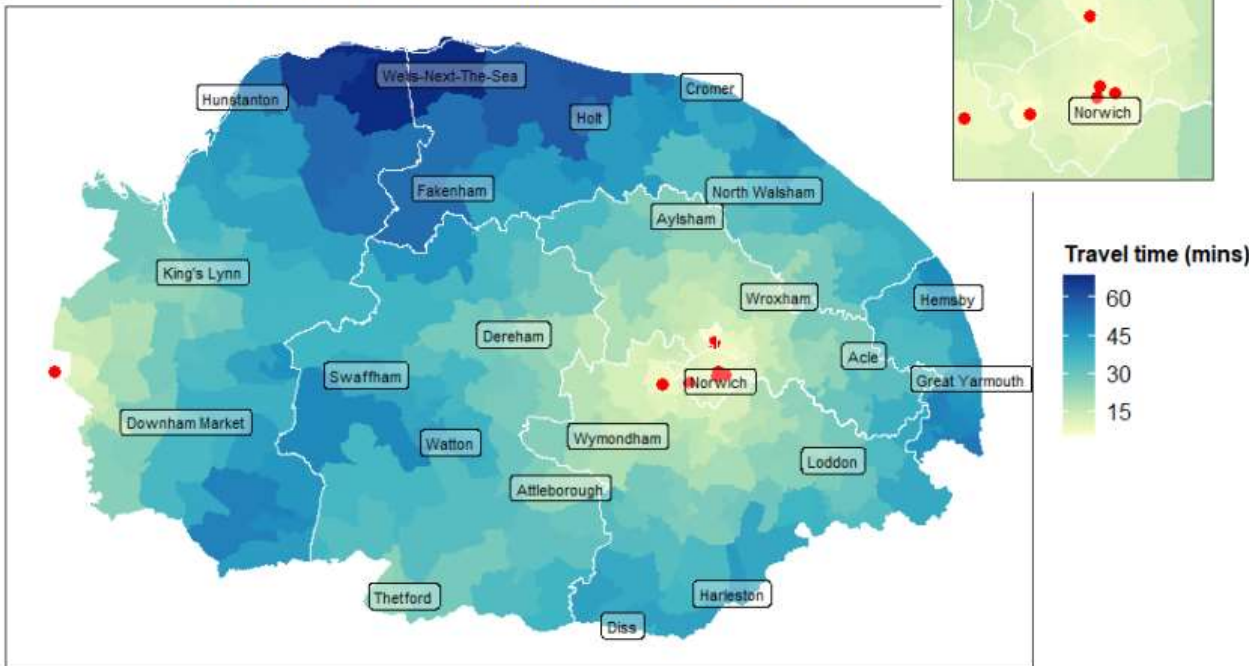
Average travel time (2019) to employment centre (5k+ employees)
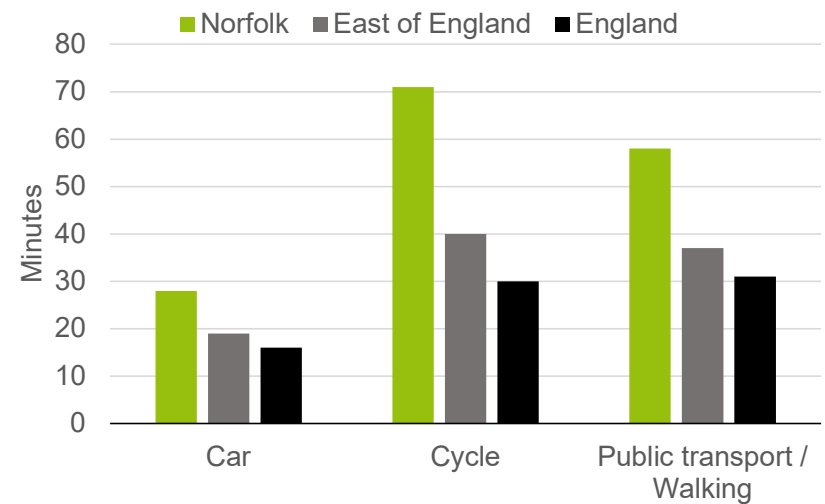
Note – an employment centre is defined as an LSOA where there is 5,000 or more jobs. These are marked on the map with briefcase logos, and in Power BI this would be interactive (and more would appear when you zoom in). However, as this is a screen shot, not all employment centres are shown, Norfolk has 7 LSOAs that meet the criteria, 5 in Norwich, 1 in Broadland and 1 in South Norfolk.

Source: Table JTS0401 – Journey time statistics: data tables (JTS) - GOV.UK (www.gov.uk)

Access to services

- Norfolk, and most district areas both have higher average travel times to key services than the East of England and England.

- However, the exception is that Norwich has lower average minimum travel times than both the East of England and England across all methods of transport.

- Great Yarmouth is also lower than the East of England for all four methods, and below England for one of the four.

- North Norfolk, as we might expect with its rurality has the higher average travel times of all the districts across all methods.

Average minimum travel time (in minutes) to reach the nearest key services* by mode of travel, 2019	Public transport / Walking	Cycle	Car	Walking
Norfolk	25 mins 24 secs	23 mins 48 secs	12 mins 54 secs	43 mins 54 secs
Breckland	30 mins 48 secs	28 mins 6 secs	13 mins 42 secs	48 mins 0 secs
Broadland	27 mins 18 secs	23 mins 54 secs	13 mins 24 secs	49 mins 6 secs
Great Yarmouth	17 mins 42 secs	17 mins 12 secs	10 mins 36 secs	33 mins 30 secs
King's Lynn and West Norfolk	25 mins 48 secs	26 mins 0 secs	13 mins 12 secs	51 mins 6 secs
North Norfolk	34 mins 6 secs	35 mins 18 secs	17 mins 54 secs	57 mins 36 secs
Norwich	15 mins 42 secs	12 mins 54 secs	9 mins 24 secs	22 mins 0 secs
South Norfolk	28 mins 6 secs	25 mins 24 secs	13mins 24 secs	50 mins 6 secs
East of England	20 mins 42 secs	18 mins 36 secs	11 mins 18 secs	34 mins 6 secs
England	17 mins 54 secs	15 mins 36 secs	10 mins 18 secs	28 mins 0 secs

* The average of minimum journey times to medium sized centres of employment (500-4999 jobs), primary schools, secondary schools, further education, GPs, hospitals, food stores and town centres.

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Commuting patterns

19,546

- 211,276 people commute within Norfolk (i.e. from a Norfolk district to the same/another Norfolk district).

- 19,546 commute from elsewhere into Norfolk.

- 29,096 commute out of Norfolk to elsewhere.

- **Results in a net change of -9,550 (i.e. we have more people commuting out of Norfolk than in).**
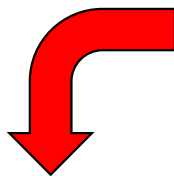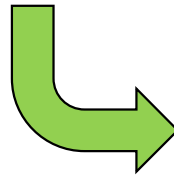
20,096

Please note: due to the Census being taken while national lockdowns and the furlough scheme were in place, the ONS advise caution when looking at travel and working patterns, so these should be seen as estimates only. Please read further information on the dataset here:
Travel to work quality information for Census 2021 - Office for National Statistics (ons.gov.uk)
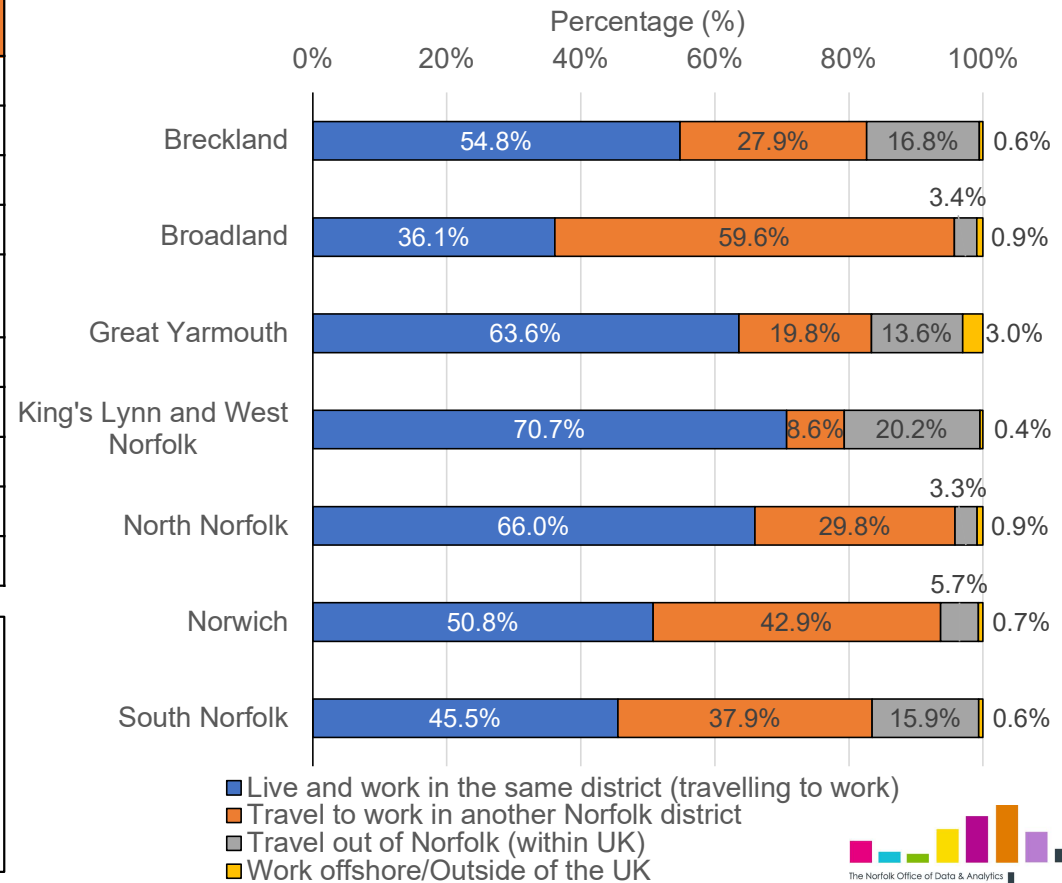
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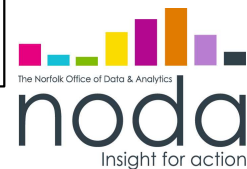
Location of usual residence and place of work

- 25.4% of people in Norfolk worked mainly at or from home in 2021, compared to 31.5% of people in England.

- This rose to 31.5% in South Norfolk and 30.3% in Broadland but was as low as 16.6% in Great Yarmouth.

- Excluding those who work from home, King's Lynn and West Norfolk and North Norfolk saw the highest proportion of people both living and working in the same district (7.07% and 66.0% respectively).

- Four of the seven districts had over 10% of the usual residence travelling out of Norfolk to work elsewhere in the UK.

	Percentage of people who work mainly at or from home
Norfolk	25.4%
Breckland	21.9%
Broadland	30.3%
Great Yarmouth	16.6%
King's Lynn and West Norfolk	20.5%
North Norfolk	24.3%
Norwich	29.6%
South Norfolk	31.5%
East of England	31.9%
England	31.5%

Please note: due to the Census being taken while national lockdowns and the furlough scheme were in place, the ONS advise caution when looking at travel and working patterns, so these should be seen as estimates only.

The numbers shown are calculated on the available data with more information available here: Travel to work quality information for Census 2021 - Office for National Statistics (ons.gov.uk)

Location of usual residence and place of work, Norfolk districts, Census 2021 (excluding those who work from home)

Emissions per km – Norfolk districts

- The Local and Regional GHG interactive map show emissions for each Local Authority split by sectors.

- The map shows far greater emissions in Norwich, as we might expect, with lower emissions in North Norfolk and Breckland.

- 2021 data for emissions per km (kt CO2E) is shown below:

  - Breckland   0.9
  - Broadland   1.4
  - Great Yarmouth   2.2
  - KL & WN   1.2
  - North Norfolk   0.8
  - Norwich   12.7
  - South Norfolk   1.2

- Transport is the single biggest contributor to Norfolk's carbon emissions accounting for 26%, and of this 92% is from road vehicles.

- The second biggest contributor is Domestic emissions (21%), followed by Agriculture emissions (20%).

Legend

Emissions are in kt CO_2e except for the Per Capita, which are in t CO_2e

	< 1.1
	1.1 - 2.2
	2.2 - 4.9
	4.9 - 9.9
	> 9.9
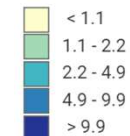
The size of point sources are relative to their emission.

Source: Local Authority GHG Map (beis.gov.uk)

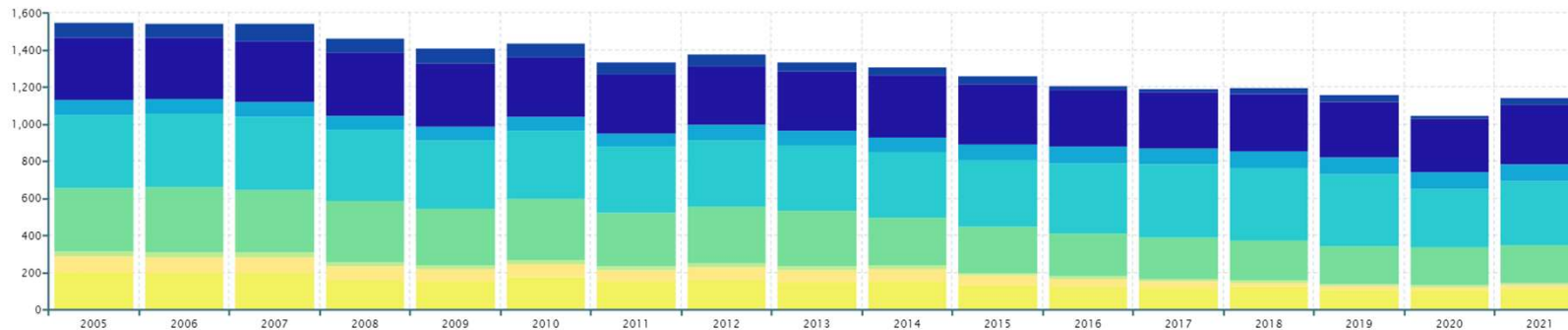# Emissions over time – Breckland

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for Breckland.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend

Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

Breckland (2021 Data)	
Per Capita Emissions (tCO$_2$e)	**8**
Population ('000s, mid-year estimate)	142.2
Emissions per km² (kt CO$_2$e)	**0.9**
Area (km²)	1305.1

Breckland (2021 Data)	GHG emissions
Grand Total	**1141.9**
Industry Total	**112.6**
Industry Electricity	35.1
Industry Gas	18.4
Industry 'Other'	58.2
Large Industrial Installations	0.8
Commercial Total	**17.8**
Commercial Electricity	13.7
Commercial Gas	3.5
Commercial 'Other'	0.5
Public Sector Total	**11.4**
Public Sector Electricity	6.0
Public Sector Gas	5.2
Public Sector 'Other'	0.2
Domestic Total	**205.7**
Domestic Electricity	56.0
Domestic Gas	81.4
Domestic 'Other'	68.3
Transport Total	**346.8**
Road Transport (A roads)	220.3
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	120.7
Diesel Railways	3.1
Transport 'Other'	2.7
LULUCF Net Emissions	**90.3**
Net Emissions: Forest land	-131.3
Net Emissions: Cropland	141.6
Net Emissions: Grassland	72.3
Net Emissions: Wetlands	0.2
Net Emissions: Settlements	6.9
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N$_2$O	0.5
Agriculture Total	**320.2**
Agriculture Electricity	8.7
Agriculture Gas	9.5
Agriculture 'Other'	15.3
Agriculture Livestock	173.1
Agriculture Soils	113.6
Waste Management Total	**37.1**
Landfill	24.5
Waste Management 'Other'	12.6

Source:

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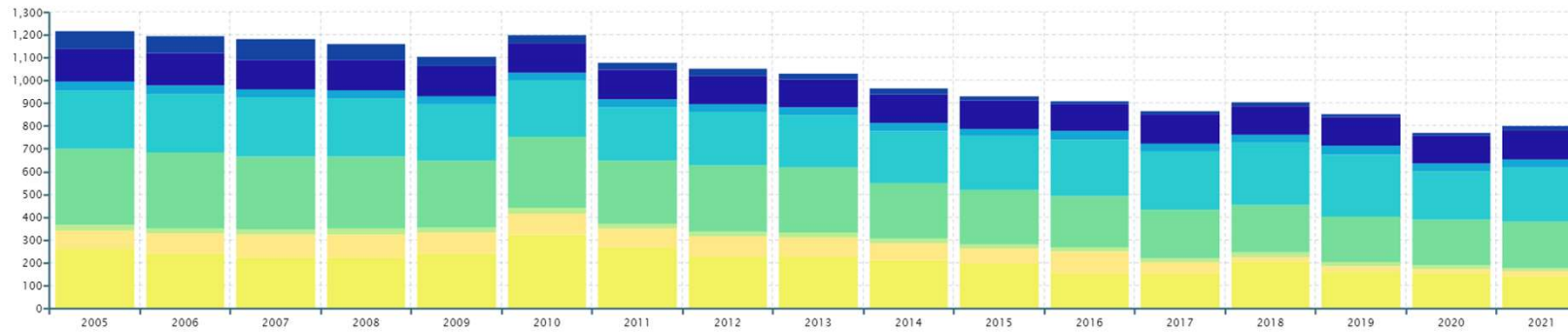Insight for action

Emissions over time – Broadland

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for Broadland.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend

Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

Broadland (2021 Data)	
Per Capita Emissions (tCO$_2$e)	**6.1**
Population ('000s, mid-year estimate)	132.2
Emissions per km² (kt CO$_2$e)	**1.4**
Area (km²)	553.2

Broadland (2021 Data)	GHG emissions
Grand Total	**800.8**
Industry Total	**145.2**
Industry Electricity	20.1
Industry Gas	33.8
Industry 'Other'	32.2
Large Industrial Installations	59.1
Commercial Total	**17.5**
Commercial Electricity	13.8
Commercial Gas	3.2
Commercial 'Other'	0.6
Public Sector Total	**16.0**
Public Sector Electricity	8.2
Public Sector Gas	7.8
Public Sector 'Other'	0.1
Domestic Total	**202.6**
Domestic Electricity	48.9
Domestic Gas	116.6
Domestic 'Other'	37.2
Transport Total	**237.6**
Road Transport (A roads)	127.9
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	77.0
Diesel Railways	2.7
Transport 'Other'	30.1
LULUCF Net Emissions	**35.2**
Net Emissions: Forest land	-39.8
Net Emissions: Cropland	44.0
Net Emissions: Grassland	20.9
Net Emissions: Wetlands	4.1
Net Emissions: Settlements	5.8
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N$_2$O	0.3
Agriculture Total	**131.4**
Agriculture Electricity	3.9
Agriculture Gas	0.3
Agriculture 'Other'	8.3
Agriculture Livestock	72.2
Agriculture Soils	46.7
Waste Management Total	**15.2**
Landfill	4.8
Waste Management 'Other'	10.4

Source: Local Authority GHG Map (beis.gov.uk)

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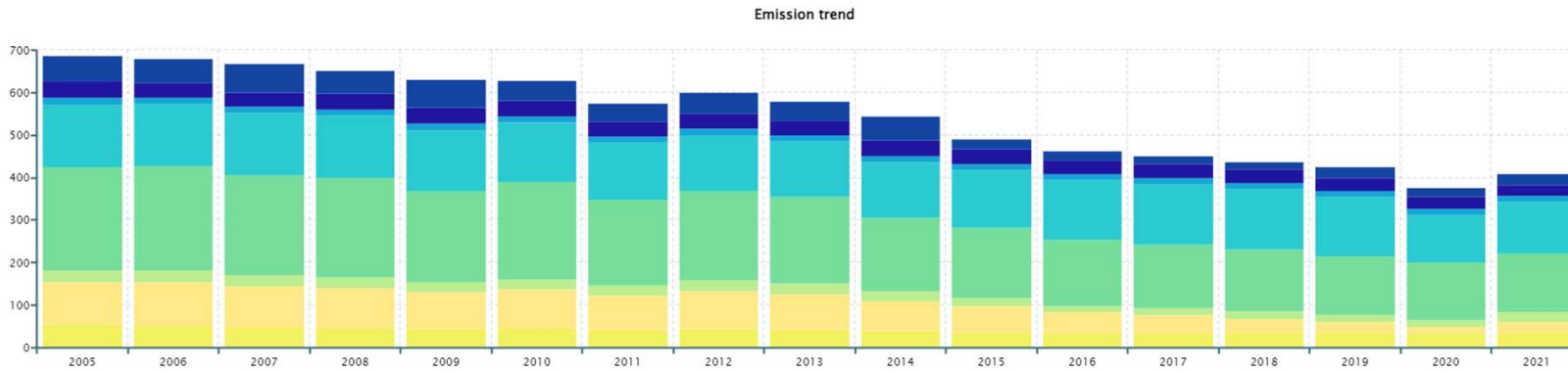The Norfolk Office of Data & Analytics

Emissions over time – Great Yarmouth

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for Great Yarmouth.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend

Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

Great Yarmouth (2021 Data)	
Per Capita Emissions (tCO$_2$e)	**4.1**
Population ('000s, mid-year estimate)	100.1
Emissions per km² (kt CO$_2$e)	**2.2**
Area (km²)	182.4

Great Yarmouth (2021 Data)	GHG emissions
Grand Total	**408.5**
Industry Total	**36.1**
Industry Electricity	12.3
Industry Gas	6.7
Industry 'Other'	17.1
Large Industrial Installations	0.0
Commercial Total	**25.2**
Commercial Electricity	16.0
Commercial Gas	8.8
Commercial 'Other'	0.3
Public Sector Total	**23.0**
Public Sector Electricity	5.7
Public Sector Gas	17.1
Public Sector 'Other'	0.2
Domestic Total	**138.1**
Domestic Electricity	36.0
Domestic Gas	74.2
Domestic 'Other'	27.9
Transport Total	**120.2**
Road Transport (A roads)	57.4
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	40.2
Diesel Railways	0.2
Transport 'Other'	22.4
LULUCF Net Emissions	**14.0**
Net Emissions: Forest land	-6.4
Net Emissions: Cropland	12.7
Net Emissions: Grassland	1.3
Net Emissions: Wetlands	3.3
Net Emissions: Settlements	3.0
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N$_2$O	0.1
Agriculture Total	**25.6**
Agriculture Electricity	1.8
Agriculture Gas	0.0
Agriculture 'Other'	3.0
Agriculture Livestock	10.7
Agriculture Soils	10.1
Waste Management Total	**26.3**
Landfill	22.3
Waste Management 'Other'	4.0

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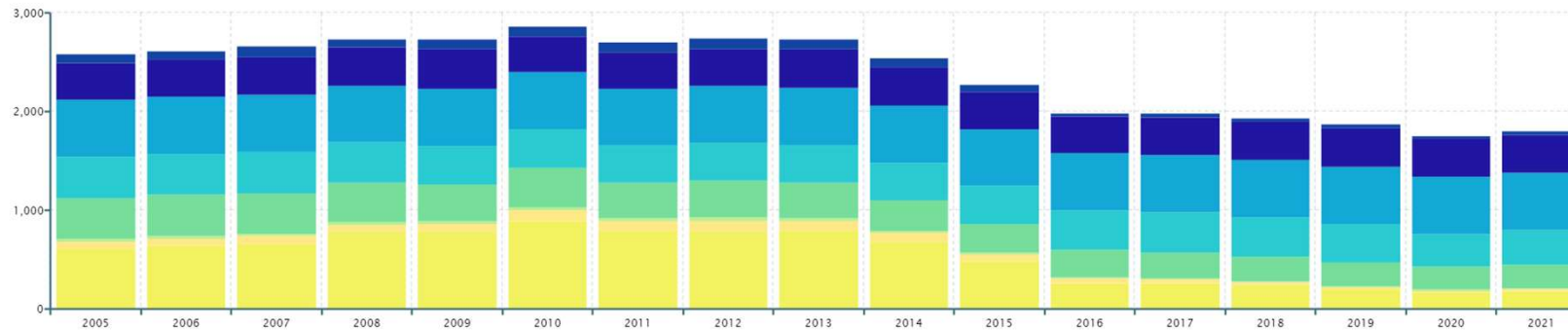The Norfolk Office of Data & Analytics

Emissions over time – King's Lynn & West Norfolk

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for King's Lynn and West Norfolk.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend

Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

King's Lynn and West Norfolk (2021 Data)	
Per Capita Emissions (tCO₂e)	**11.6**
Population ('000s, mid-year estimate)	154.9
Emissions per km² (kt CO₂e)	**1.2**
Area (km²)	1526.9

King's Lynn and West Norfolk (2021 Data)	GHG emissions
Grand Total	**1800.2**
Industry Total	**179.7**
Industry Electricity	61.1
Industry Gas	46.3
Industry 'Other'	44.6
Large Industrial Installations	27.8
Commercial Total	**20.9**
Commercial Electricity	19.7
Commercial Gas	0.5
Commercial 'Other'	0.7
Public Sector Total	**8.2**
Public Sector Electricity	6.7
Public Sector Gas	1.3
Public Sector 'Other'	0.2
Domestic Total	**240.2**
Domestic Electricity	69.6
Domestic Gas	90.0
Domestic 'Other'	80.6
Transport Total	**353.7**
Road Transport (A roads)	207.1
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	133.4
Diesel Railways	0.5
Transport 'Other'	12.8
LULUCF Net Emissions	**581.6**
Net Emissions: Forest land	-53.5
Net Emissions: Cropland	581.9
Net Emissions: Grassland	43.6
Net Emissions: Wetlands	0.7
Net Emissions: Settlements	8.4
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N₂O	0.5
Agriculture Total	**380.4**
Agriculture Electricity	9.5
Agriculture Gas	0.0
Agriculture 'Other'	19.5
Agriculture Livestock	144.8
Agriculture Soils	206.6
Waste Management Total	**35.5**
Landfill	24.2
Waste Management 'Other'	11.3

Source: Local Authority GHG Map (beis.gov.uk)

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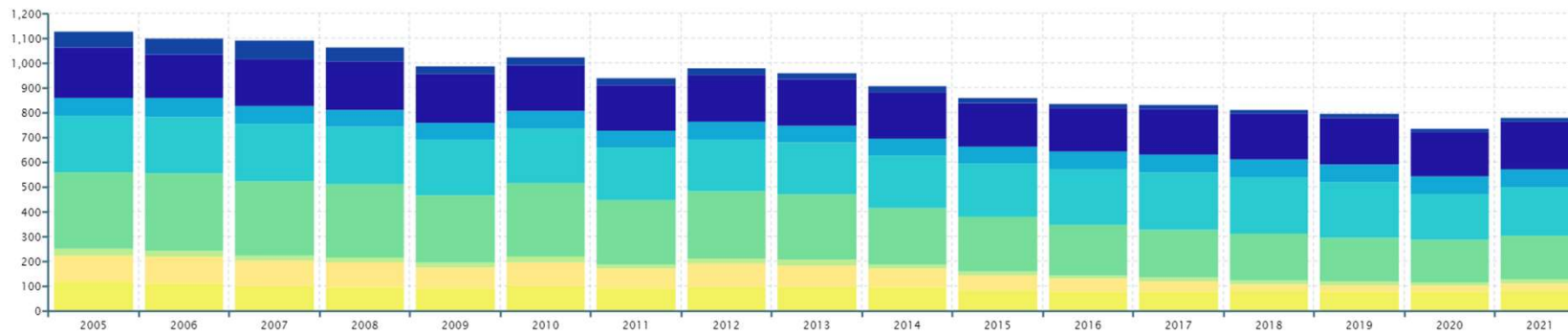# Emissions over time – North Norfolk

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for North Norfolk.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend

Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

North Norfolk (2021 Data)	
Per Capita Emissions (tCO$_2$e)	**7.6**
Population ('000s, mid-year estimate)	103.3
Emissions per km² (kt CO$_2$e)	**0.8**
Area (km²)	990

North Norfolk (2021 Data)	GHG emissions
Grand Total	**782.9**
Industry Total	**85.5**
Industry Electricity	24.2
Industry Gas	28.6
Industry 'Other'	32.6
Large Industrial Installations	0.0
Commercial Total	**26.4**
Commercial Electricity	21.3
Commercial Gas	4.5
Commercial 'Other'	0.6
Public Sector Total	**16.1**
Public Sector Electricity	8.4
Public Sector Gas	7.5
Public Sector 'Other'	0.2
Domestic Total	**176.7**
Domestic Electricity	51.2
Domestic Gas	67.1
Domestic 'Other'	58.5
Transport Total	**198.0**
Road Transport (A roads)	75.6
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	94.9
Diesel Railways	0.7
Transport 'Other'	26.8
LULUCF Net Emissions	**72.2**
Net Emissions: Forest land	-62.0
Net Emissions: Cropland	81.4
Net Emissions: Grassland	31.4
Net Emissions: Wetlands	15.1
Net Emissions: Settlements	5.8
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N$_2$O	0.4
Agriculture Total	**191.2**
Agriculture Electricity	12.8
Agriculture Gas	0.8
Agriculture 'Other'	14.8
Agriculture Livestock	83.9
Agriculture Soils	79.0
Waste Management Total	**16.8**
Landfill	4.8
Waste Management 'Other'	12.0

noda
Insight for action
The Norfolk Office of Data & Analytics
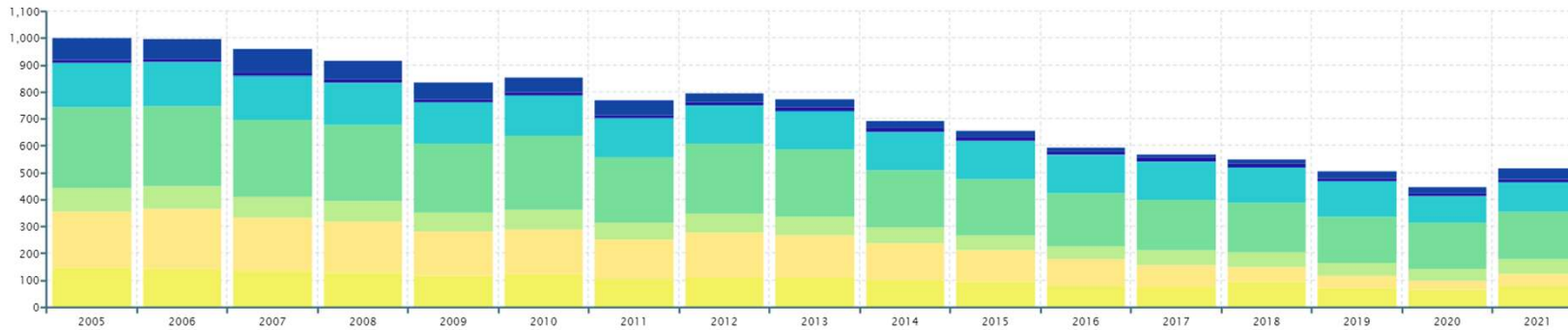
Emissions over time – Norwich

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for Norwich.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend

Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

Norwich (2021 Data)	
Per Capita Emissions (tCO₂e)	**3.6**
Population ('000s, mid-year estimate)	143.1
Emissions per km² (kt CO₂e)	**12.7**
Area (km²)	40.6

Norwich (2021 Data)	GHG emissions
Grand Total	**516.5**
Industry Total	**79.8**
Industry Electricity	17.6
Industry Gas	40.1
Industry 'Other'	22.0
Large Industrial Installations	0.0
Commercial Total	**44.7**
Commercial Electricity	32.1
Commercial Gas	12.0
Commercial 'Other'	0.7
Public Sector Total	**56.4**
Public Sector Electricity	12.1
Public Sector Gas	44.4
Public Sector 'Other'	0.0
Domestic Total	**176.5**
Domestic Electricity	41.7
Domestic Gas	128.1
Domestic 'Other'	6.6
Transport Total	**104.7**
Road Transport (A roads)	55.7
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	42.0
Diesel Railways	0.6
Transport 'Other'	6.4
LULUCF Net Emissions	**3.1**
Net Emissions: Forest land	-1.9
Net Emissions: Cropland	0.7
Net Emissions: Grassland	1.2
Net Emissions: Wetlands	0.0
Net Emissions: Settlements	3.0
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N₂O	0.0
Agriculture Total	**12.7**
Agriculture Electricity	0.2
Agriculture Gas	0.3
Agriculture 'Other'	0.3
Agriculture Livestock	7.9
Agriculture Soils	4.0
Waste Management Total	**38.6**
Landfill	32.3
Waste Management 'Other'	6.3

Source:

noda
Insight for action
The Norfolk Office of Data & Analytics

Emissions over time – South Norfolk

The chart shows greenhouse gas emissions (kt CO2E) between 2005 and 2021 for South Norfolk.

Note: The Waste Management and Agriculture sectors were included from 2018 onwards only.

LULUCF = land use, land use change and forestry sector
GHG = Greenhouse gas

Emission trend
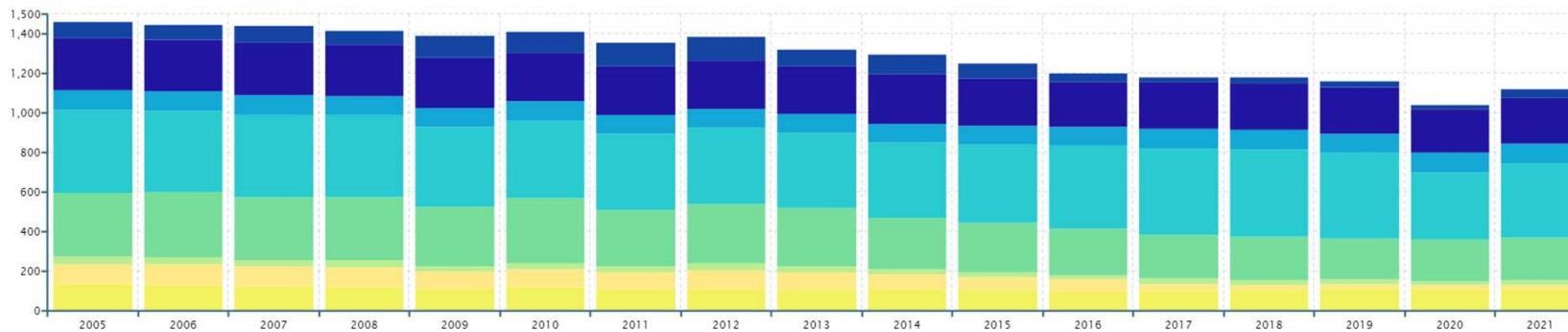
Guide to coloured sectors:

- Agriculture Total
- Waste Management Total
- LULUCF Net Emissions
- Transport Total
- Domestic Total
- Public Sector Total
- Commercial Total
- Industry Total

South Norfolk (2021 Data)	
Per Capita Emissions (tCO$_2$e)	**7.8**
Population ('000s, mid-year estimate)	142.5
Emissions per km² (kt CO$_2$e)	**1.2**
Area (km²)	908.9

South Norfolk (2021 Data)	GHG emissions
Grand Total	**1118.1**
Industry Total	**112.2**
Industry Electricity	20.0
Industry Gas	17.8
Industry 'Other'	73.8
Large Industrial Installations	0.6
Commercial Total	**19.9**
Commercial Electricity	16.8
Commercial Gas	2.4
Commercial 'Other'	0.7
Public Sector Total	**25.5**
Public Sector Electricity	8.0
Public Sector Gas	17.3
Public Sector 'Other'	0.2
Domestic Total	**212.7**
Domestic Electricity	57.7
Domestic Gas	86.6
Domestic 'Other'	68.4
Transport Total	**375.2**
Road Transport (A roads)	233.5
Road Transport (Motorways)	0.0
Road Transport (Minor roads)	107.8
Diesel Railways	2.3
Transport 'Other'	31.6
LULUCF Net Emissions	**98.4**
Net Emissions: Forest land	-38.0
Net Emissions: Cropland	64.9
Net Emissions: Grassland	63.6
Net Emissions: Wetlands	0.4
Net Emissions: Settlements	7.0
Net Emissions: Harvested Wood Products	0.0
Net Emissions: Indirect N$_2$O	0.4
Agriculture Total	**231.7**
Agriculture Electricity	15.9
Agriculture Gas	10.6
Agriculture 'Other'	15.0
Agriculture Livestock	114.1
Agriculture Soils	76.2
Waste Management Total	**42.5**
Landfill	25.9
Waste Management 'Other'	16.6

Source: Local Authority GHG Map (beis.gov.uk)

noda
The Norfolk Office of Data & Analytics
Insight for action

Produced by the Norfolk Office of Data & Analytics (NODA)
Completed May 2024
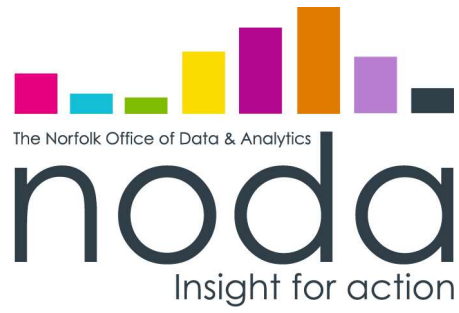
Strategic Alignment

District priorities

Borough Council of Great Yarmouth Corporate Plan

The Plan 2020 - 2025

Themes

A strong and growing economy – growth and impact of offshore energy sector, year-round tourism offer, enhancing culture and heritage offer

Improved housing and strong communities – improve range and quality of housing and supporting community self-sufficiency

High-quality and sustainable environment – relationship to coastline, the broads and mitigating climate change

An efficient and effective council – ambition, clear direction and value for money.

Example Outcomes
• To have secured new inward investment in the borough
• Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work.
• Support Great Yarmouth and Gorleston town centres as important community hubs and places where people choose to live as well as work, shop and undertake leisure activities.
• A thriving visitor economy with an extended season beyond the peak summer period.
• Improved the health and well-being of residents

Borough Council of Great Yarmouth Economic Plan
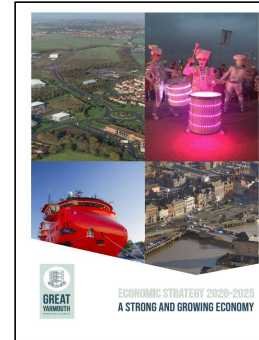
Economic Strategy 2020-2025

Summary - *A Strong and Growing Economy*
The Strategy is to lead a placemaking agenda that changes how Great Yarmouth is perceived and understood by residents, visitors, existing and new businesses, investors and workforces. Its leadership resides with the Economic Development Committee and is realised through delivery of the Economic Growth Action Plan. Its implementation is reported to and monitored by the Economic Reference Group, whose membership comprises delivery partners and stakeholders.

Outcomes
• To have secured new inward investment in the Borough, creating a vibrant economy and matching local skills provision with future job and career opportunities
• To support Great Yarmouth and Gorleston town centres as important community hubs and places where people choose to live as well as work, shop and undertake leisure activities
• Improved median wage levels in Great Yarmouth and increased the number of local people accessing better paid work
• A thriving visitor economy with an extended season beyond the peak summer period

District priorities

Borough Council of Great Yarmouth Local Plan
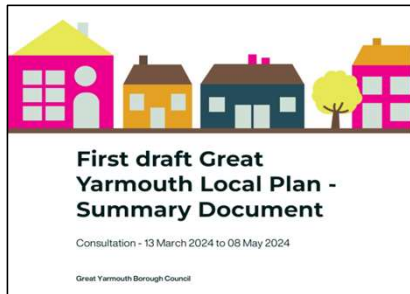
Emerging Local Plan 2021 - 2040

Scale and Location of growth

The plan sets out a strategy to meet the target of **7,200 new homes** over the plan period (2021-2041) by identifying sufficient land for 7,500 homes. New homes will be planned across the Borough approximately as follows:

• Urban area of Great Yarmouth, Gorleston and Bradwell – 45% of housing growth
• Caister-on-Sea - 20% of housing growth
• Villages - 35% of housing growth

The council will work with partners to deliver the borough's regeneration and growth ambitions across the urban area and has identified 12 Urban Opportunity Areas,

The local plan flexibly supports the development of new industrial and business uses within the Borough, applying a slightly more restrictive approach within the countryside.

The local plan defines a hierarchy of designated centres with Great Yarmouth as the main town centre, Gorleston-on-Sea as a town centre, Beacon Park and Caister with district centres, and a series of local centres across the Borough.

BC of King's Lynn & West Norfolk Corporate Strategy

Corporate Strategy 2023-2027

Themes

Promote growth and prosperity to benefit West Norfolk - To create job opportunities, support economic growth, develop skills needed locally, encourage housing development and infrastructure that meets local need, and promote West Norfolk as a destination.

Protect our environment - To create a cleaner, greener, and better protected West Norfolk by considering environmental issues in all we do and by encouraging residents and businesses to do the same.

Efficient and effective delivery of our services - To provide cost-effective, efficient services that meet the needs of our local communities, promote good governance, and provide sustainable financial planning and appropriate staffing

Support our communities - To support the health and wellbeing of our communities, help prevent homelessness, assist people with access to benefits advice and ensure there is equal access to opportunities.

Example Activities
• Support a year-round programme of events, festivals and activities for residents and visitors
• Maximize opportunities to transform and regenerate our high streets and heritage assets
• Encourage active travel by reducing barriers to walking and cycling.
• Tackle social and health inequalities

District priorities

BC of King's Lynn & West Norfolk Economic Strategy

West Norfolk Economic Strategy & Vision 2045
Due for publication in 2024,

Whilst the area has significant strengths and opportunities, there are also challenges to be overcome to secure the renewed success of King's Lynn and West Norfolk. These centre on health inequalities (particularly in areas such as North Lynn), insufficient housing, transport and connectivity constraints and business base pressures.

Vision
West Norfolk's Economic Vision and Strategy 2045 seeks to target and address these challenges. The strategy sets out 5 strategic pillars:

- **Thriving towns** that are destinations for both residents and tourists
- **Access to education** and good work, at all phases of life
- **Specialised agri-food, engineering, waste & water and visitor economy sectors,** with productive jobs and businesses that are a reason to stay in the area, re-locate to it and invest in it
- Proactive, efficient and sustainable **management of our natural resources**
- **Happy, healthy people living in inclusive communities** with access to housing, health services, social and leisure facilities

Borough Council of King's Lynn & West Norfolk Local Plan
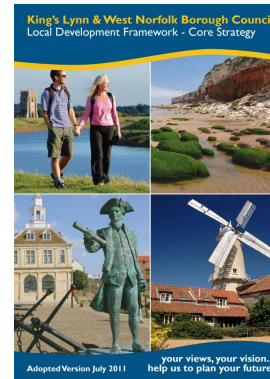
Local Development Framework - Core Strategy
See document for more information

Vision
People want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit. West Norfolk enjoys an unparallelled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this.

Example Core Strategy Objectives
- **Economy -** People want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit. West Norfolk enjoys an unparallelled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this.
- **Society -** All communities are strong, cohesive and safe.
- **Environment -** West Norfolk is meeting the challenges of climate change and reducing or mitigating carbon emissions.
- **Towns and Places –** King's Lynn, Downham Market, Hunstanton, Rural areas, coast

District priorities

Breckland Corporate Plan

Priorities

Inspiring Communities - We want to build on the many strengths of our local communities so that people can lead happy, healthy, fulfilling lives in Breckland and we support people through targeted services that make a difference.

Thriving Places - We continue to drive investment to unlock the significant potential and opportunities in our district.

Breckland 2035 - We will be a role model for sustainability, take action, and enable others to make informed choices so that together we can all make an impact and contribute to greener lifestyles.

Working Smarter - We are a dynamic, innovative organisation which embraces change and new ways of working.

Example Activities

• Supporting vulnerable residents through our £1 million Inspiring Communities programme
• Developing a focus on creating an 'Inclusive Economy'
• Ensuring the success and effectiveness of the Future Breckland project

Breckland Future Breckland
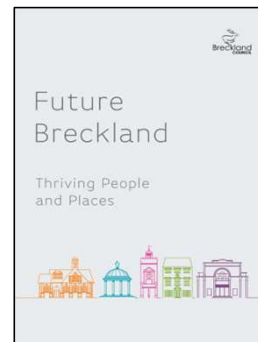
Future Breckland
The ethos behind Future Breckland was to create a shared vision that everyone with a stake in Breckland's society and economy could align to.

Objectives

Regenerating and placemaking - Regenerating Breckland's town centres to help them realise their potential, adapt to changing conditions, and attract people and businesses.

Building on our heritage and culture - Building on Breckland's rich heritage and culture, while enhancing tourism opportunities and bringing our local communities together.

Growing our business and enterprise base - Encouraging new businesses, expansions and relocations by improving the availability of business services and premises.

Investing in housing and infrastructure Targeted investment in housing, public transport and active travel to improve quality of life.

Improving sustainability and wellbeing - Delivering our net zero commitment while supporting our residents to maintain active lifestyles.

Encouraging educational attainment - Supporting our residents to train and pursue further and continual education to increase employment opportunities and meet ongoing employment needs.

District priorities

Breckland District Council Local Plan
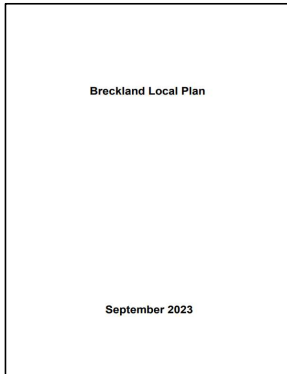
Breckland Local Plan
See document for more information

The Local Plan sets out the need for homes across the district and allocates land accordingly. In total, 16,525 homes have been allocated across the plan period (2021-2046).

Strategic objectives:
Development in the right place
- Meet housing need
- A strong economy
- A rich environment
- Thriving communities

This plan identifies Attleborough, Dereham and Thetford as Breckland's strategic growth locations, both business and housing, with significant urban extensions already committed in Attleborough and Thetford. Whilst also considering the rurality of the district and allocating sufficient development outside of the market towns.

North Norfolk District Council Corporate Plan

Our Corporate Plan 2023 - 2027

Main Ambitions
Our greener future - We will continue our work to create a cleaner, green and zero-carbon future for North Norfolk.
Developing our communities We will develop our work to support confident, engaged, resilient and inclusive communities.
Meeting our housing need - We will seek to meet the challenges of local housing need.
Investing in our local economy & infrastructure - We will create an environment where businesses thrive and prosper, supporting jobs and economic opportunity for all.
A strong, responsible & accountable council

Example Ambitions
• Supporting our communities to become more resilient, self-reliant, inclusive and embrace their diversity
• Working with our Market and Resort Towns to reinforce their roles as local service centres, centres of employment, financial services and business activity, served by public transport

District priorities

North Norfolk District Council Economic Strategy

Economic Strategy and Action Plan 2023 - 2027

Themes
• Inflationary pressures – cost of living for residents, operational costs of running businesses.
• Climate change
• Infrastructure investment – needed to unlock key growth areas and to address critical 'not spot' broadband and mobile signal issues.
.• Market towns – and the changing way in which people shop and use our towns, particularly given the growth in out-of-town retail areas and online shopping.
• Lack of 'grow on' space for businesses - commercial premises stock of many industrial sites are aging and predominantly saturated.

Example Activities
• Establish and support a North Norfolk Skills Assembly to help embed a joined up and collaborative approach to supporting skills and recruitment and overcome critical issues.
• Market Town Network Improvement Strategies. Norfolk County Council have previously produced reports for North Walsham, Fakenham and Hoveton and Wroxham. We will encourage and support reports in the other towns.

North Norfolk District Council Local Plan
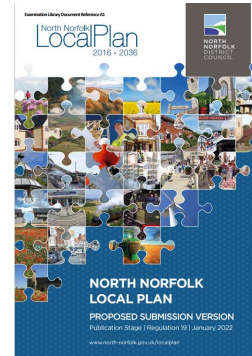
Emerging Local Plan 2022 - 2036

The plan outlines the long-term vision and strategy for the development and evolution of towns, villages, and the countryside in North Norfolk up to 2036.

The towns of North Walsham, Fakenham and Cromer are the focus for a significant proportion of the required development.

Objectives:
1. Delivering Climate Resilient Sustainable Development
2. Protecting Character
3. Meeting accommodation needs
4. Enabling Economic Growth
5. Delivering Healthy Communities

District priorities

Norwich City Council Corporate Plan

We Are Norwich (2024 – 2029)

Main Ambitions

An open and modern council • A prosperous Norwich • A fairer Norwich • A climate responsive Norwich • A future-proof Norwich

Example Ambitions

A net-zero council by 2030 - Our council services have a reduced carbon footprint, and environmentally conscious suppliers are supported by increased council investment and spending. Our businesses drive a low emission agenda, our recycle rates are increased across the city and our air quality is improved.

Vibrant parks and open spaces for all - Our parks and green spaces have increased usage across all communities, with improved recreation, sport and leisure opportunities, evidenced by a higher take up in sport and physical activity, contributing to better mental and physical wellbeing

Better incomes for people in Norwich - Incomes have risen and people have better standards of living. The Real Living Wage has become the norm not the exception, more people receive the benefits they are entitled to, and there is a greater number of high quality unionised jobs. The economy is more inclusive and there is support for people into work, particularly in our most disadvantaged communities.

Norwich City Council Economic Strategy

Norwich Economic Strategy 2019 - 2024
New 5 year Norwich Economic Strategy to be published January 2025

Themes

Diverse economy -The diversity of Norwich's economy is one of its greatest strengths • Low productivity - poorly paid and insecure employment in relatively low-skilled jobs in sectors which are likely to see significant contraction as technology replaces many roles • Shifts in the labour market - Artificial Intelligence (AI) and other technologies replace many traditional roles and new requirements, particularly those driven by expected technological advancement, will emerge • School attainment - Norwich's future labour market should provide many opportunities for our young people • Vibrant city centre - Norwich, with its historic, cultural and visitor offer should be able to prosper in an environment where technology has profoundly impacted high streets, though this will require further investment and active management to find the balance between employment, housing, retail and leisure • Innovation - adopting new approaches which form the best way to build on the city's strengths, harness new ways to create growth, and inform new ways of meeting social challenges • Climate change - businesses can benefit from the low-carbon economy in two ways: by diversifying into new products, and by becoming more efficient in their current processes. • Brexit - delivering sustainable economic growth relies upon new financial models and effective working across the public sector, and between the public and private sectors.

District priorities

South Norfolk District Council Strategic Plan
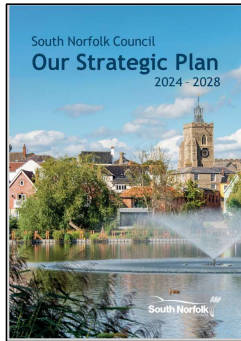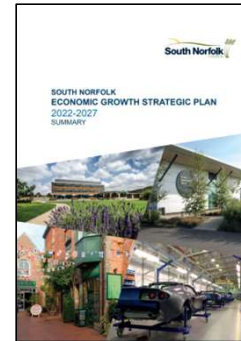

[Our Strategic Plan 2024 - 2028](#)

Vision
• Enhancing our environment
• Growing a prosperous economy
• Enriching our communities
• Moving with the times

Example activities
• Make the most of our own community asset land to increase biodiversity and ensure they contribute to an attractive natural environment.
• Make it easier for rural businesses by helping enterprises that are in more secluded areas.
• Focus and expand upon our early intervention solutions, one family at a time.
• Collaborate with neighbouring councils, regional organisations, and private sector partners to leverage resources, share best practices, and collectively address challenges.

South Norfolk District Council Economic Strategy

[South Norfolk Economic Growth Strategic Plan](#)
2022 - 2027

Priorities
1: Growth and Investment Supporting businesses and key clusters and securing capital funding
2: Quality Locations and Infrastructure Promote quality and affordable housing, building community resilience, developing a sustainable and accessible transport network
3: Skills and Lifelong learning Addressing the skills shortage, creating high-calibre employment, and tackling long term unemployment while maintaining equality of opportunity and inclusive growth
4: Innovation and Enterprise Championing the development of new technologies and networks - transition to a Net-Zero carbon economy

Example Activities
• Increased space available for start-ups and increased retention of expanding businesses in the area - Hethel Innovation Centre, Food Enterprise Zone and Norwich Research Park
• Work with partners to promote the Norwich to Cambridge Tech Corridor and associated cluster formation and growth

District priorities

Broadland District Council Council Plan

[Council Plan 2020 - 2024](link)

Vision
As a modern, caring Council, we will strive to achieve this by focussing on our four key priorities:
• Empowering individuals and communities
• Cleaner, greener Broadland
• Providing the right homes in the right places
• Sustainable resilient local economy

Example activities
• Explore the delivery of Community Hubs across the district.
• Develop "social value" procurement frameworks, associated training, on reducing carbon emissions and embedded carbon, improved employment practices, the protection and enhancement of natural environments, investment in green skills.
• Measure the success of our economy not only by monetary metrics but through co-benefits such as community wellbeing, public health, skill development, and social inclusion.
• Deliver a retrofit programme, focussing on least energy efficient homes and grow the circular economy and local skills around retrofit.

Broadland District Council Economic Strategy

[Broadland Economic Growth Strategic Plan](link)
2022 - 2027

Priorities
1: Growth and Investment Supporting businesses and key clusters and securing capital funding
2: Quality Locations and Infrastructure Promote quality and affordable housing, building community resilience, developing a sustainable and accessible transport network
3: Skills and Lifelong learning Addressing the skills shortage, creating high-calibre employment, and tackling long term unemployment while maintaining equality of opportunity and inclusive growth
4: Innovation and Enterprise Championing the development of new technologies and networks - transition to a Net-Zero carbon economy

Example Activities
• Develop business cases for commercial investment opportunities in key clusters with regional partners ahead of funding streams becoming available
• Engage with businesses to understand current skills gaps and evolve the package of direct delivery at Carrowbreck House and online to address local needs

District Priorities Greater Norwich and the Greater Norwich Growth Board

Broadland District Council, Norwich City Council, South Norfolk District Council
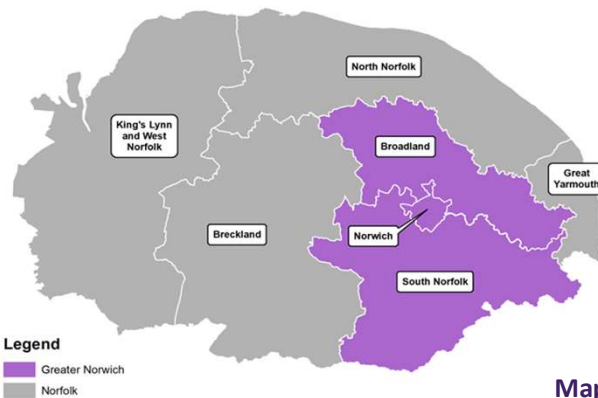
Map of Greater Norwich area

Greater Norwich consists of the combined administrative areas of Broadland District Council, Norwich City Council and South Norfolk Councils. Together they form one of the fastest growing parts of the country, delivering infrastructure under a unique voluntary partnership arrangement which is recognised nationally as being an exemplar for best practice.

Greater Norwich is overseen by two separate voluntary partnership boards:

- The **Greater Norwich Development Partnership (GNDP)** directs the development and delivery of the Greater Norwich Local Plan (GNLP).
- The **Greater Norwich Growth Board (GNGB)** monitors and drives forward the delivery of infrastructure which is required to support the growth that is agreed in the Greater Norwich Local Plan.

The **Greater Norwich Local Plan** sets out the vision for future development in Greater Norwich until 2038. It was created collaboratively by Broadland District Council, Norwich City Council, South Norfolk Council and Norfolk County Council, and was adopted by all three councils in March 2024. The GNLP includes strategic planning policies and allocates individual sites for development. It aims to ensure that new homes and jobs are delivered whilst the environment is protected and enhanced.

Approximately 70% of the Greater Norwich housing growth and the majority of commercial growth to 2038 is proposed to be within the Strategic Growth Area (SGA) shown in the figure, overleaf.

District Priorities   Greater Norwich and the Greater Norwich Growth Board

Broadland District Council, Norwich City Council, South Norfolk District Council
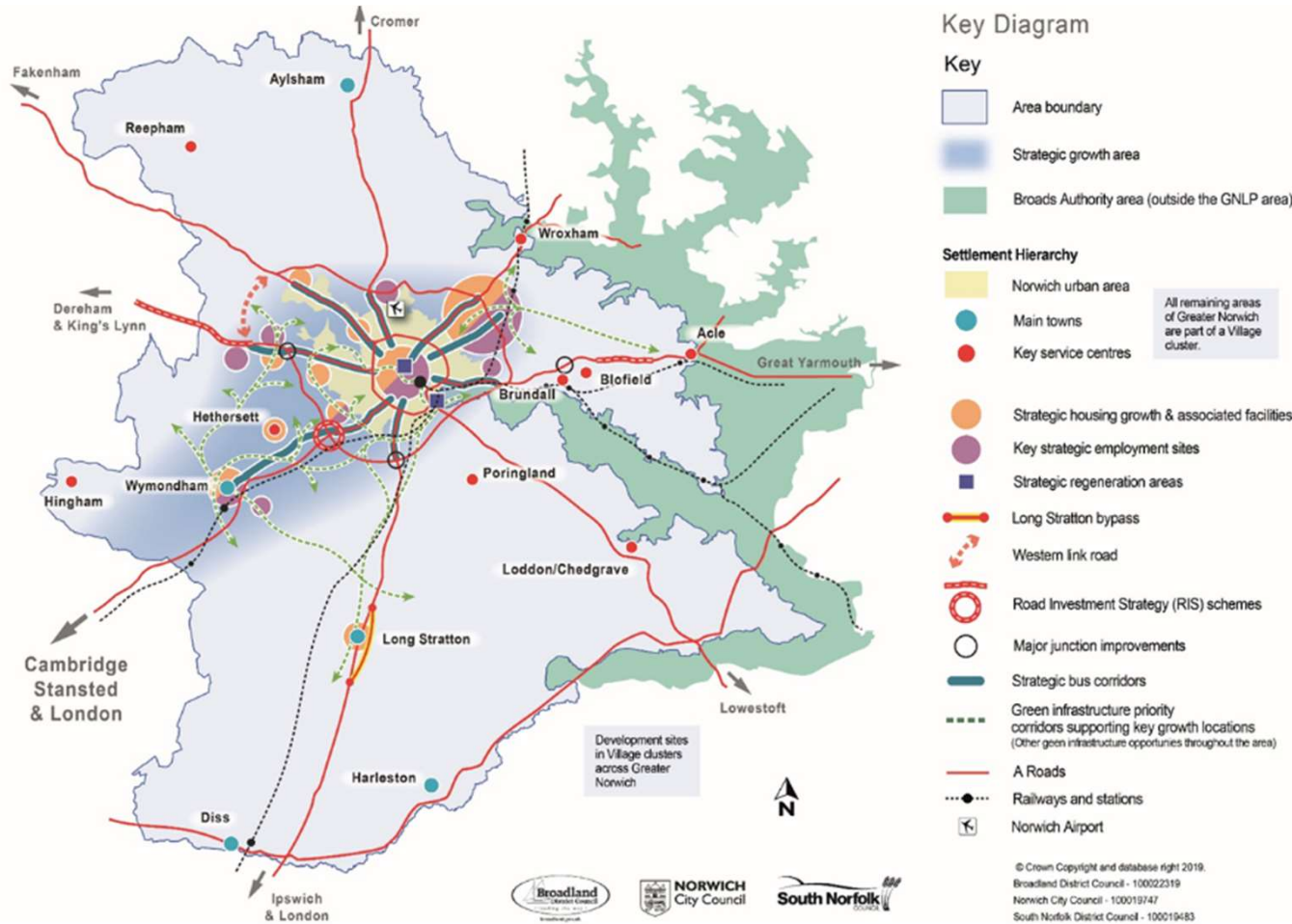
Key Diagram
March 2024

TC0   Ive updated this map from the JCS version to the GNLP version. Ive made it a lot bigger because there is too much detail for it to be any smaller.

Not sure exactly what your trying to communicate, so im not clear whether this is helpful here or not!
Thomas Cushan, 2024-05-20T14:40:47.679

District Priorities — Cambridge Norwich Tech Corridor

South Norfolk and Broadland Council, Breckland Council, Norwich City Council

Cambridge Norwich Tech Corridor: vision and spatial strategy report
Perkins & WIll

Summary
Perkins & Will set out a visionary report which hiighlights the tech corridor has a vibrant economy of £27.3bn where life science and med-tech clusters are working at the intersection of food and human health, creating ground breaking therapies and medical devices. The corridor has seen a 40% growth in scientific and R&D employment since 2010. Home to a thriving agri-food and agri-tech sector, adding £1.5bn to the UK economy.

TC0	Ive updated this map from the JCS version to the GNLP version. Ive made it a lot bigger because there is too much detail for it to be any smaller.

Not sure exactly what your trying to communicate, so im not clear whether this is helpful here or not!
Thomas Cushan, 2024-05-20T14:40:47.679

Norfolk's Policies

Better Together For Norfolk (2021-2025)
The Together for Norfolk Plan (2019) has been refreshed in 2021 to create the Better Together for Norfolk Strategy.

Norfolk County Council Delivery Plan (2024 -25)
Details the most significant activities happening across the Council which support the delivery of the *Better Together, for Norfolk* strategy.

Main Challenges Identified
A survey of Norfolk residents post-Covid-19 identified the main priorities for Norfolk residents as local businesses, unemployment, social care and health, and investment in community infrastructure and hubs.

Main Ambitions
The document sets out five strategic priorities: (1) A vibrant and sustainable economy; (2) Better opportunities for children and young people; (3) Healthy, fulfilling and independent lives; (4) Strong, engaged and inclusive communities; (5) A greener, more resilient future. This is to be achieved via three themes (1) Growing Economy; (2) Thriving People and (3) Strong Communities.

Example Activities Supported
 • Develop Norfolk as a centre for innovation in life sciences and supporting new technologies with a strong inward investment proposition that promotes our county as a place to visit. • Levelling-up economy by promoting good jobs and a higher skilled and healthier workforce. • Working with partners to increase qualifications and build the skills that meet the needs of green, high-value and transformational businesses.

Main Challenges & Opportunities Identified
Significant challenges to local government finances with higher costs, increasing demand for services and restricted government funding • Devolution • Climate change • Addressing skills gap as the world of work will continues to change, with decreasing jobs in invoicing, clerical, and administrative work and new opportunities emerge within technology, energy, and green sectors • Growing demand for critical services • A high percentage of people living within rural areas which increases the cost of service delivery • Challenges in our local health system.

Main Ambitions
As outlined in Better Together, For Norfolk (2021- 25)

Example Activities Supported
 • Deliver the devolution deal • Integrate LEP functions • Maximise business, employment and skills support • Continue to improve digital connectivity to maximise digital inclusion • Deliver the next phase of the Norwich Western Link and continue to lobby to dual the A47 • Promote Norfolk as a key destination for inward investment and tourism • Continue to implement Apprenticeships strategy • Continue to deliver specialist housing programmes • Continue to roll out improvements to bus services with a focus on green transport.
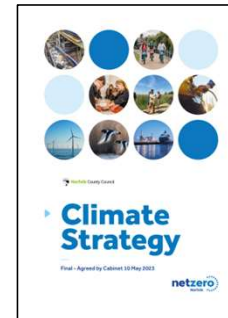
Norfolk's Policies
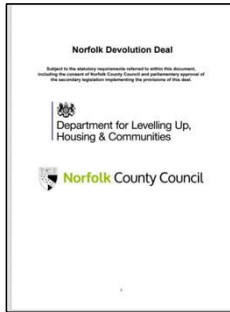
Norfolk's Devolution
Summary of the Devolution Deal between the Government and Norfolk County Council

Climate Strategy 2023
This document sets out a strategic framework for the way Norfolk County Council is tackling climate change locally and building resilience to its effects.

Devolution agreement includes
Control of a £20million per year allocation of investment funding over 30 years, 40% capital and 60% revenue, to be invested by Norfolk County Council to drive growth and take forward its priorities over the long term • Almost £7m for the building of new homes on brownfield land in 2024/25, subject to sufficient eligible projects for funding being identified • £5.9 million of capital funding in this Spending Review period to support the delivery of housing, regeneration and development priorities Norfolk. This investment is subject to agreement of the relevant business cases • New powers to drive the regeneration of the area and to build more affordable homes including compulsory purchase powers and the ability to establish Mayoral Development Corporations15 • An integrated transport settlement starting in 2024/25. Government will work with Norfolk to agree an integrated multi-year transport settlement at the next Spending Review, at which point opportunities for expanding the integrated transport settlement offer will also be explored • New powers to shape local skills provision to better meet the needs of the local economy and local people, including devolution of the core Adult Education Budget, as well as input into the new Local Skills Improvement Plan

Focus areas
NCC Estate • Indirect Emissions • County-wide Emissions • Promoting green economy • Adapting to climate change • Space for nature to grow and recover • Engage and collaborate

Example Activities Supported
Work with local networks such as the LEP to support SMEs (small and medium enterprises) on their journey to net zero • Develop an energy strategy for Norfolk County Council aligned with our net zero agenda • Work with the Tyndall Centre for Climate Change Research at the University of East Anglia to understand better the risks of climate change impacts on Norfolk and potential adaptation responses • Ensure new infrastructure is designed against appropriate assumptions on the future impacts of climate change • Produce a Local Nature Recovery Strategy for Norfolk that prioritises areas for action focusing on species, habitats, landscapes and land use of importance to Norfolk with potential for carbon capture • NCC will work in partnership with the Retrofit Academy to establish the feasibility of developing a dedicated retrofit and low carbon building training facility in the County

Norfolk's Policies
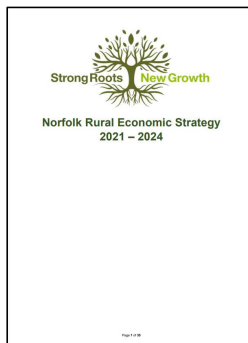
Norfolk's Rural Economic Strategy (2021 Draft)
This latest report refresh for 2021-2024 focuses on the impacts of the COVID-19 pandemic and how the Strategy can respond to the major changes to rural community life.

Main Challenges Identified
Over half the people living in the county and claiming universal credit live in rural areas; business start up rates in rural areas are well below the national average; the 2020 digital transition has been huge but rural Norfolk still needs to overcome constraints due to a lack of connectivity and skills; rural communities need better access to health and wellbeing services; Brexit is causing challenges for many rural businesses (particularly health and social care) in recruiting and retaining workers; the impact of climate change could have significant impact for agricultural businesses.

Main Ambitions Set Out
'Our vision for Rural Norfolk is inclusive, sustainable communities with a dynamic, connected economy and healthy natural environment, able to meet the needs of all rural residents and visitors'.

Example Activities Supported
• Provision of business diversification grants (e.g., LEADER or DRIVE programme)
• Diversification of publicly-owned assets (e.g., County Farms Portfolio) to support rural diversification
• Champion the role of the Environmental Land Management Scheme to support countryside access and active forms of countryside recreation

Norfolk Strategic Infrastructure Delivery Plan (2022)
The Norfolk strategic infrastructure delivery plan (NSIDP) pulls together information on the key infrastructure needed to deliver economic growth in Norfolk.
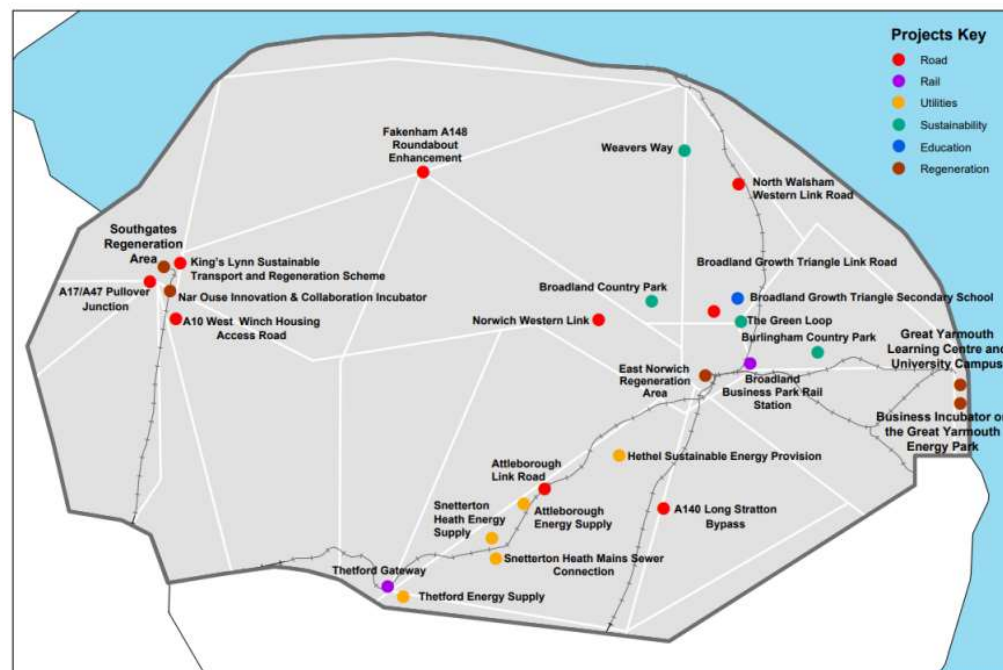
Norfolk's Policies

NCC Local Transport Plan 4 Strategy (2021 – 2036)

The Local Transport Plan sets out Norfolk County Council's plans, policies and programmes on transport and transport infrastructure. The plan details how we will deliver a transport network in Norfolk through identifying the projects and programmes important to us, and in their design and direct delivery

Greater Norwich Infrastructure Plan (2024)

High-level summary of what infrastructure is needed to support growth in Greater Norwich. It is prepared to help coordinate and manage the delivery of strategic infrastructure projects as well as improve quality of life for residents and enhance the natural environment.

Main Challenges Identified

Significant numbers of people have to travel relatively long distances to access everyday facilities, often with the added challenge of variable quality public transport • Norfolk's transport network is largely rural, lengthening journey times • Many settlements still retain historic street layouts, leading to congestion on some corridors and a lack of space to provide facilities for all different types of user of the network.

Main Ambitions

Embracing the Future • Delivering a Sustainable Norfolk • Enhancing Connectivity • Enhancing Norfolk's Quality of Life • Increasing Accessibility • Improving Transport Safety • A Well Managed and Maintained Transport Network

Example Activities Supported

Ensure that new developments are located in suitable areas with access to services and leisure facilities via sustainable and active transport • Ensure new developments are well-connected to bus networks • Make the case for investment to the rail network and trunk roads.

The GNIP includes:
- Information about how the partners are working to achieve decarbonization and sustainability.
- A summary of the Greater Norwich Strategic Growth Area, the areas where growth is planned to take place.
- An outline of the range of funding streams which have been used to deliver infrastructure in Greater Norwich.
- An explanation of how Neighbourhood CIL is administered and spent in Greater Norwich with a supporting list of projects which have been identified in Neighbourhood Plans.
- Outlines the infrastructure that is required across the four thematic groups which are eligible to receive Strategic CIL funding from the GNGB; Green Infrastructure, Transport, Community Facilities and Education.
- Outlines the additional infrastructure requirements across a range of other categories.
- Contains appendices which provide a list of projects from the four eligible infrastructure groups that are currently programmed for delivery, separated from those that remain to be purely aspirational.

Norfolk's Policies
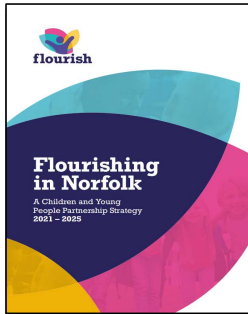
Flourishing in Norfolk Strategy
A Children and Young People Partnership
Strategy 2021 – 2025

Produced with children, young people and families, FLOURISH is our shared ambition for Norfolk's children and young people.

Guiding principles
• Child and young person focused
• Positively framed – based on aspirations rather than just needs
• Places importance on how children, young people and families feel about their lives
• Inclusive of all children and young people in Norfolk
• Recognises our shared responsibility for children, young people and families
• Co-produced with young people
• Represents the interests and focus of all Children and Young People Strategic Alliance members
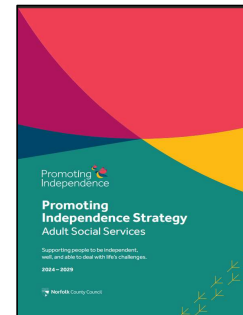

Promoting Independence Strategy
Adult Social Services
Supporting people to be independent, well, and able to deal with life's challenges. 2024 – 2029

Promoting Independence – A Vision for Norfolk

We have an important vision for Adult Social Services in Norfolk: we want to support people to be independent, well, and able to deal with life's challenges. To achieve our vision, this strategy – Promoting Independence – is shaped by the Care Act, which aims to prevent, reduce and delay the demand for social care. This means we don't just provide the statutory minimum for our residents; we also continuously look for ways to support people before they face a crisis. Our strategy outlines our choices of how we will do that into the future, based on what you have told us is important. And through those choices, this strategy will also help us manage the demand for our services, our finances, and plan for our long-term future.

Norfolk's Policies
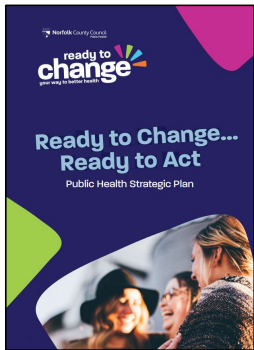
Ready to Change... Ready to Act
Norfolk Public Health Strategic Plan 2023

Mission: To improve the health and wellbeing of the people of Norfolk and reduce health inequalities. Informed by best practice and evidence, we will lead the system in Norfolk to develop and focus a prevention approach to improve and sustain good health and wellbeing.

Priorities
• Adults and Older People
• Prevention, Partnerships and Places
• Children and Young People

Example activities
• Support partners with their plans for addressing health inequalities by mapping existing health inequalities work across Norfolk, advise on gaps and duplication and develop a cohesive action plan for ourselves and partners
• Ensure services are tailored to older people as appropriate and includes identifying and addressing frailty, dementia and social isolation.

Transitional Integrated Care Strategy and Joint Health and Wellbeing Strategy 2022-23
Setting the agenda for our new Integrated Care System across Norfolk and Waveney
Norfolk and Waveney Integrated Care System

As an Integrated Care System, we have developed an overarching mission to help the people of Norfolk and Waveney to live longer, healthier, and happier lives.

Goals
• To make sure that people can live as healthy a life as possible
• To make sure that you only tell your story once
• To make Norfolk and Waveney the best place to work in health and care

Example activities
• To work as a single sustainable system in the delivery of people centred care, across a complex organisational and service delivery landscape.
• Embed prevention and early help across all system and organisational strategies, plans and policies and shift focus to community provision.
• Consult and engage with residents, including those from seldom heard and excluded communities, to design and input into our services. This should include a variety of engagement methods and technologies.

Norfolk's Policies
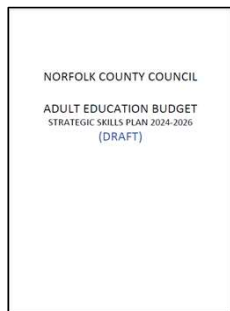
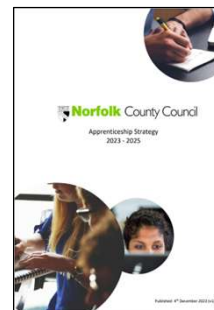**Adult education budget strategic skills plan (2024-26)**
Devolution of the Adult Education Budget (AEB) enables us to deliver education provision which is aligned to meet the needs of Norfolk people, places, businesses and employers. This strategy sets out how it will do so.

Apprenticeship Strategy (2023 – 25)
Outlines how NCC intends to support the delivery of apprenticeships locally; both as an employer and as a strategic leader. Strategy compiled across 3 directorates – Children's Services, Human Resources and Growth & Investment

Main Challenges Identified
Skills miss-matches with skills shortages in some sectors, but also within geographic and demographic communities where individuals struggle to access opportunities • Wage and occupational inequality and lack of progression in work • Growing polarisation between higher and lower skilled occupations • Geographical inequalities, including health and wellbeing, and profound in some areas of skills deprivation.

Main Ambitions

Establish a strategic partnership with providers and stakeholders, able to collaborate with a specific place-based focus on Norfolk's skills needs • Develop and commission delivery of a local offer with the agility to respond to employer demand • Focus provision and learner support to areas of high skills deprivation, supporting the social mobility of residents in these areas • Focus skills provision on key Norfolk industry sectors, supporting growth and inward investment opportunity • Establish joint working protocols across post-16 skills activity, bringing clarity on devolved and non-devolved funding and ensuring complementary provision.

Main Challenges Identified
There has been a significant decline in the number of apprenticeships in Norfolk and England since 2016/17 • Stagnant apprenticeship funding • Continual policy developments and annual developments to (complex) funding rules.

Main Ambitions
Apprenticeship as a high-quality opportunity that delivers the skills, knowledge and behaviours that employers are looking for • Promoting sustainable green skills required to support our emerging Net Zero priorities • A broad range of apprenticeships at all levels, from intermediate/advanced through to higher/degree level • Apprenticeships as a viable and aspirational pathway and route of progression for our young people and adults.

Example Activities Supported
Increase opportunities to inspire, promote and champion apprenticeships; improving awareness and understanding of the benefits an apprenticeship; and celebrating successes • Undertake primary research to better understand the barriers to apprenticeships • Support an increase in the number of apprenticeship starts in Norfolk.

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Norfolk's Policies

**NCC Digital Strategy and Roadmap for the 2020s**
This digital strategy and roadmap explains how NCC are going to build on past and current success, as the Connected Britain Digital Council of the Year 2020.

Main Ambitions
Focusing on inclusive growth and improved social mobility • Encouraging housing, infrastructure, jobs and business growth across the County • Developing our workforce to meet the needs of the sectors powering our local economy • Work to reduce our impact on the environment • This way we can help Norfolk have a growing economy, full of thriving people living in strong communities we are proud of.

Example Activities Supported
Digital Strategy for Care • Go Digital – free digital support to micro and SME businesses • LoRaWAN – the largest free public sector deployment in the UK • Schools Digital Skills Development
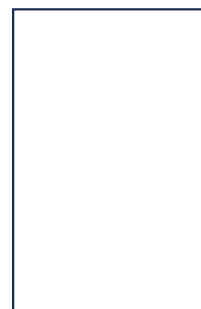
Digital Inclusion Strategy
December 2021

The strategy's vision is that every Norfolk resident is provided with the appropriate digital access opportunities to meet their needs and enable them to be digitally included in all aspects of their lives.

Aspirations
- Working in partnership to target activity and make best use of resources
- Enabling universal access to connectivity in the county
- Supporting access to devices and equipment
- Increasing digital skills and confidence in key cohorts
- Developing the skills of our staff to understand how to support residents to access and use technology to improve their lives

Example activities
• Subsidised and free connectivity through the Norfolk Assistance Scheme to provide broadband and/or mobile connectivity to selected cohorts.
• Digital programmes of learning will include information about purchasing and understanding broadband packages.
• Ensure Norfolk residents, including children, can stay safe online and understand how to avoid scams, cyber abuse and exploitation.

TC0   Im sure this is just a placeholder, but just in case - this isnt the right image!
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Additional policies for Norfolk

Economic Strategy East of England (2020)
The Economic Strategy for the East of England was produced by Cambridge Econometrics in 2020 on behalf of IFM Investors. It has been endorsed by LEPs across the region.

Transport East Transport Strategy
Strategy which aims to overcome some of the transport challenges experienced, while also delivering a fit for purpose, high quality, inclusive and sustainable transport network that will be able to accommodate future growth in the area.

Main Challenges Identified
Growth prospects are limited by an inability to move daily commuters to and from employment hubs; there is patchy infrastructure provision in rural areas which means many places are not integrated with important economic markets; there are disadvantaged coastal communities that are unable to access opportunities in the local transport, logistics and clean energy sectors; Permitted Development Rights is impacting employment assets and sites; levels of graduate retention are low and there are few clear attractors for them.

Main Ambitions
The region's expertise and assets leave it well-placed to tackle the Government's Ageing Society and Clean Energy Grand Challenges; New Anglia LEP are focusing on building excellence in STEM disciplines across their skills and education system; R&D spending in New Anglia is 1.14x the national average; there are c.1,000 wind turbines off the coast of the East of England generating 3.5GW of energy - investment has been secured for another 1,000 turbines; 60% of offshore wind energy is generated in the East of England; there is 1.4m hectares of farmland in the East of England and 79% is arable;

Main Challenges Identified
The region covers a large area, with no major hub city • Many journeys made within the region are difficult to make other than by car. This results in high transport related emissions – 42% of all carbon emissions in the region. Affecting people's health and contributing to climate change • Poor connections are a particular challenge for many people living in our rural and coastal areas, making it difficult to access jobs, education and essential services.

Main Ambitions
Decarbonisation to net-zero • Connecting growing towns and cities • Energising coastal and rural communities • Unlocking international gateways

Priority corridors
Midlands – King's Lynn – Norwich – Great Yarmouth • London – Chelmsford – Colchester – Ipswich – Norwich & Suffolk Coast • Norfolk and Suffolk to Cambridge – Midlands – South-West • Connecting South Essex – London – Thurrock – Basildon – Southend • Stansted – Braintree – Colchester – Harwich and Clacton • King's Lynn – Cambridge – Harlow – London

Additional policies for Norfolk
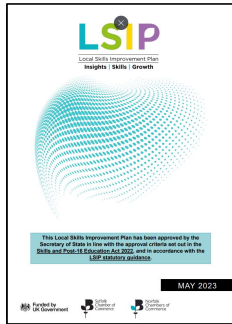
Norfolk and Suffolk Local Skills Improvement Plan
Norfolk Chamber of Commerce and Suffolk Chamber of Commerce

Norfolk and Suffolk Enterprise Zones
Delivering clean growth and innovation on our strategic investment sites Five year strategic plan (2021-26)

LSIP Priorities
• Industries - Agri-Food/Tech, Net-Zero
• Cross Cutting Themes - Workforce Digital, Soft / Impact Skills

Example activities
• Priority Provision Mapping - Knowledge sharing improving accessibility to training
• Project 1st - Standardise training package across the region.
• Common Language Response - Improve access to local provision.
• Net Zero Private Sector Funding for Training - Unlocking funding streams.

The Space to Innovate Enterprise Zone comprises 10 sites across Norfolk and Suffolk which are helping to create thousands of new jobs over 25 years. Collectively they provide over 130ha of space for new and expanding businesses looking to grow in Norfolk and Suffolk.

The Great Yarmouth & Lowestoft Enterprise Zone covers 6 sites. It is strategically placed to capture billions of pounds of investment in the region's energy sector and supply chain over the next two decades.

Additional policies for Norfolk
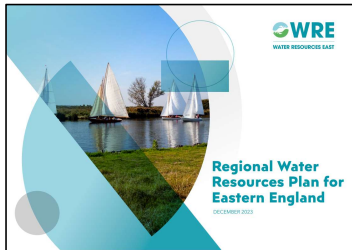
[Regional Water Resources Plan for Eastern England December 2023](#)
Water Resources East

There is an urgent need for all the major water-using sectors in Eastern England to invest in managing the present and future risks of water scarcity.

WRE's preferred environmental outcome
Taking a long-term view in our regional plan at the draft and this final stage has allowed us to explore the actions and investments that would be needed between now and 2050 to meet the outcomes sought by the Environment Agency's most ambitious environmental enhancement scenario.

This 'Enhance' scenario entails:
• Supporting the achievement of 'Good Ecological Status' (or 'Good Ecological Potential') in all waterbodies, even where the Environment Agency has previously considered it 'uneconomic' to do so.
• Providing extra protection for European Protected Sites and Sites of Special Scientific Interest (SSSIs).
• Delivering enhanced protection for chalk streams, wetlands and sensitive headwaters.

Norfolk's Sectors

Norfolk FinTech Report 2024
Whitecap consulting

Norfolk Screen Sector - Review & Recommendations
Olsberg SPI

Summary
WhiteCap Consulting produced this piece of work as part of a project funded by Norfolk County Council which reviews FinTech activity in the region. The report finds an emerging cluster of 24 FinTech firms. Potential to double in size over next few years - presenting a growth opportunity for Norfolk, with higher value jobs. The proportion of female FinTech founders is the highest WhiteCap have observed in any regional ecosystem to date. There is a clear strength in InsurTech (the only region where it is the top subsector).

Summary
In 2021 Norfolk County Council commissioned a holistic research project into the Norfolk Screen Sector including Film, TV, animation, commercials and related sector activity. The research has created an evidence base of the value, size and shape of the screen sector in Norfolk and has recommendations for its growth.

Norfolk's Sectors

Innovation Prospectus
Connected Innovation

Local Action Plan for Norfolk and Suffolk
Innovate UK

Summary
The Connected Innovation Prospectus showcases the region's innovation ecosystem and sets out information across key innovation hubs, research locations and clusters in the region.

Summary
The Innovate UK Local Action Plan sets out the key actions and priorities for engagement with Innovate UK across Norfolk and Suffolk's innovation ecosystem.

Norfolk's Sectors

Economic Impact of Tourism Visit Norfolk Report 2022
Destination Research

Culture Drives Impact
Norfolk & Suffolk Culture Board

Summary

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2022 and provides comparative data against the previously published data for 2021 .

The total visitor spend value was £2,384,544,493, with an indirect / induced spend value of £981,483,000 leading to a total tourism value of £3,366,027,493 for Norfolk.

There are 50,898 FTE jobs and the total actual tourism related employment was 68,066 equating to 15.9% of all employment.

Summary

The cultural sector of Norfolk and Suffolk contributed £272 million in GVA in 2018 and grew by 16% since 2015. It supports job creation and delivers impact across the economy. Culture, then, drives growth. But it also helps shape a different kind of economy, based on wellbeing and sustainability.

Norfolk's Sectors

Agri-Food in Eastern England Regional Narrative
Norfolk, Suffolk, Cambridgeshire & Lincolnshire

Summary
The regional narrative is a document that sets out the combined size, capabilities and ambitions for agri-food across Norfolk, Suffolk, Cambridgeshire and Lincolnshire. It covers research and innovation, digital technologies, the transition to net zero and diet and health. This was the basis of a combined bid to secure the £7.5m Innovate UK Agri-Tech and Food Tech Launchpad.

RNAA Annual Report 2023
Royal Norfolk Agriculture Association

Review of activities
• Food, Farming and Environment Forum
• The Yield Network
• Agritech Week
• Support to agricultural charities
• Food and Farming Discovery Trust
• Skills and careers

Norfolk Showground Ltd reported profits of £73,405 indicating the events industry has returned post-Covid reflecting in continued investment on site with the Norfolk Events Centre. Developing plans to build a Food hall at the Norfolk Showground.

Royal Norfolk Showground –
Economic Impact Assessment 2024

Norfolk's Sectors

[Space Strategy for Norfolk & Suffolk](#)
AstroAgency

Summary
There are a range of exciting uses of space technologies that can – and should – be promoted far more extensively for the benefit and growth of the whole region.

We have strong relationships with the European Space Agency, UK Space Agency and Satellite Applications Catapult to help create new opportunities. This will help to identify applications of space and satellite technologies to boost jobs and support diverse sectors such as food and agriculture, offshore wind, coastal and marine science, transport and logistics. Meanwhile, our existing technology strengths and innovation assets such as Adastral Park, Norwich Research Park, Hethel Innovation, OrbisEnergy, CEFAS, UEA, University of Suffolk and others, present exciting opportunities for Norfolk and Suffolk to become a UK leader in the supply chain for the global space sector. Space presents a significant opportunity and the global space market is projected to grow from £270 billion to £490 billion by 2030.