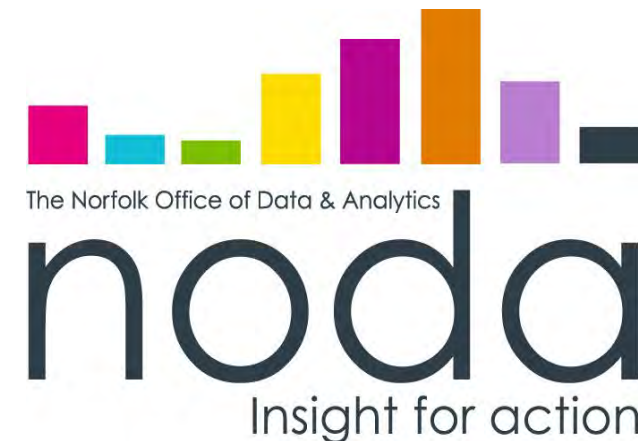


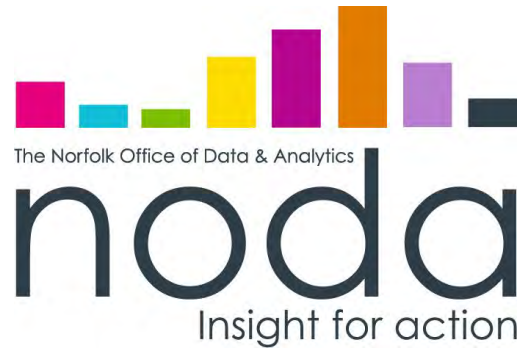
Economic Evidence Base for North Norfolk District Council

April 2024

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

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Norfolk
County Council

People



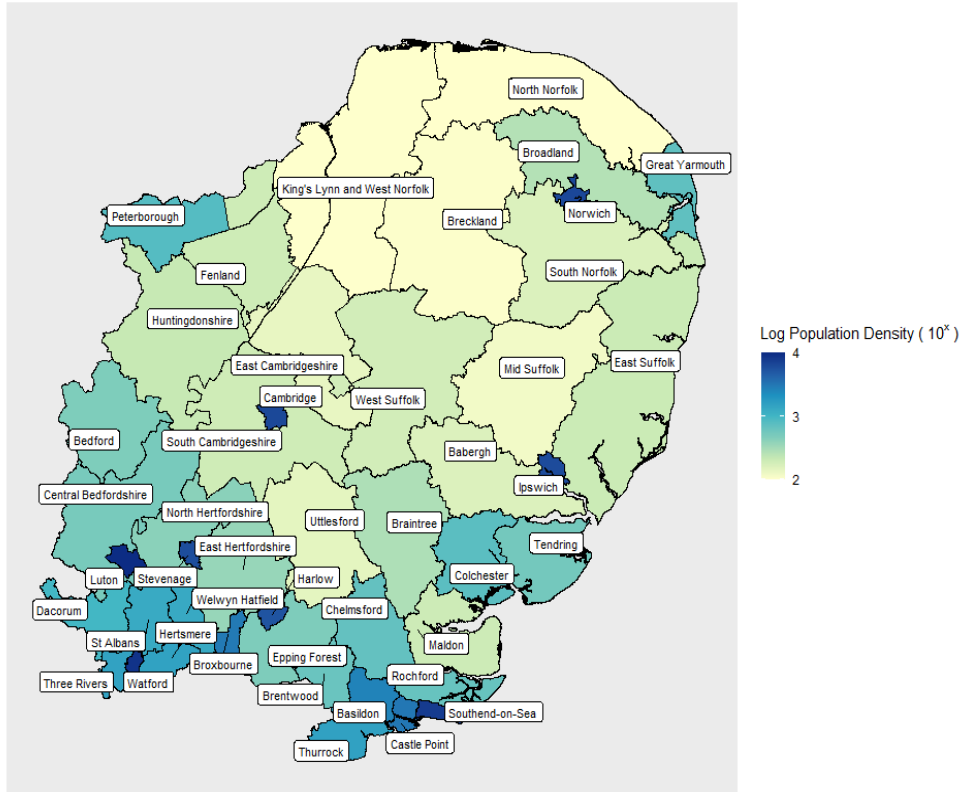
Borough Council of
King's Lynn &
West Norfolk



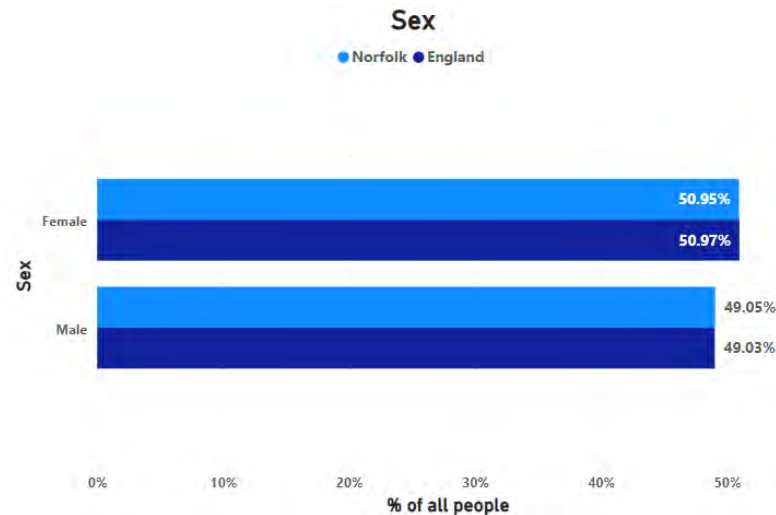
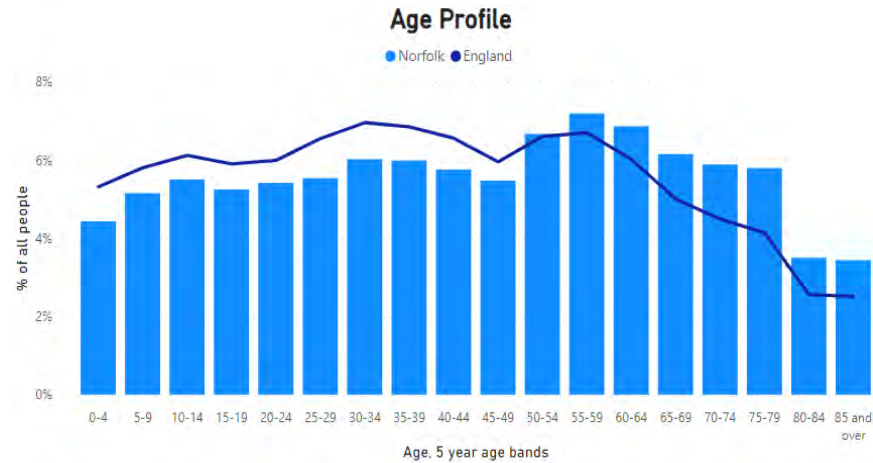
Population

Population density (number of usual residents per square kilometre) within East of England by local authority district, 2023

Population density of the East of England by local authority district, 2023



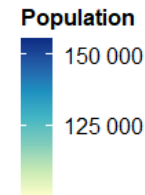
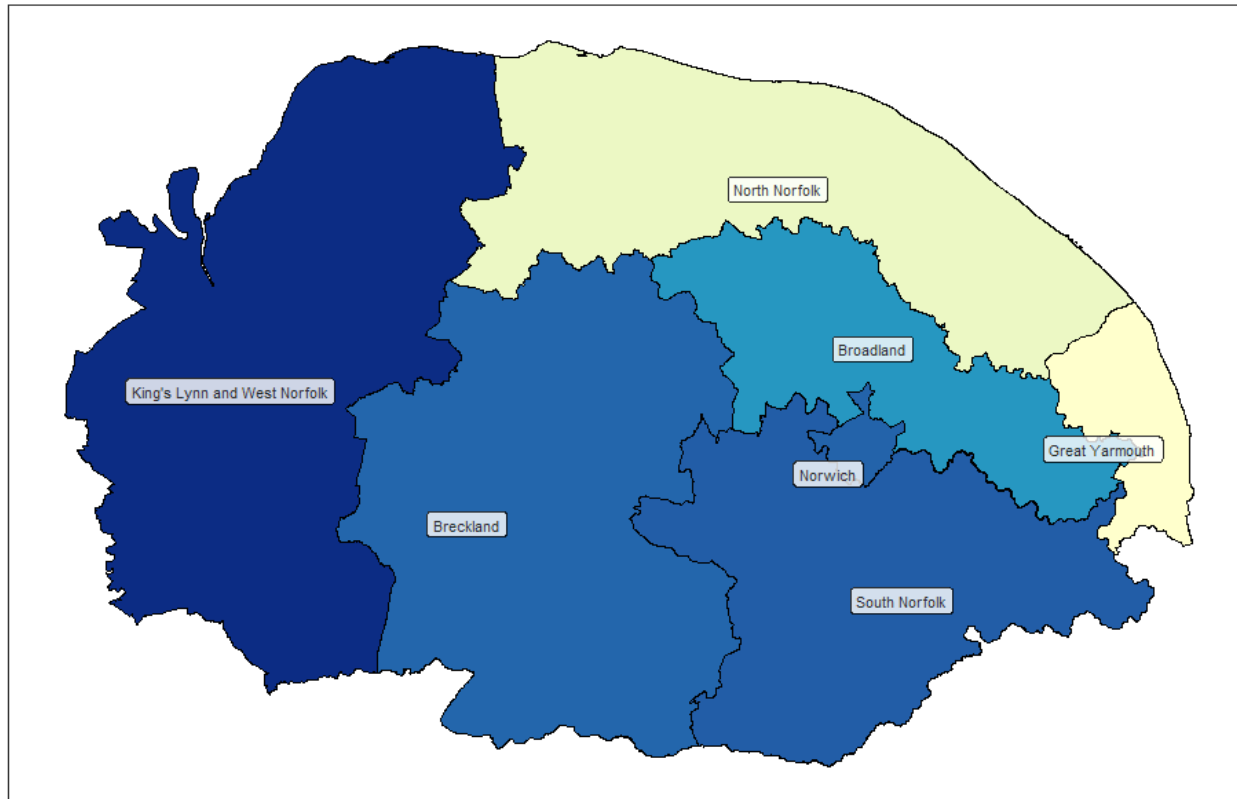
Source: Population density for local authorities in England and Wales, mid-2011 to mid-2023



- Norfolk has an estimated population of around 931,943 people.
- Norfolk's population has a much older age profile than England as a whole, with 24.8% aged 65 and over, compared with 18.7% 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.

Population by district

Population by district within Norfolk, 2023



Location	Population (estimate)	Population density*
Breckland	145,081	111
Broadland	135,565	246
Great Yarmouth	100,065	574
King's Lynn and West Norfolk	155,758	108
North Norfolk	103,228	107
Norwich	145,591	3,731
South Norfolk	146,655	162
Norfolk	931,943	173
England	57,690,323	443

*The number of residents per square kilometre.

- North Norfolk's population is around 103,228 residents.
- North Norfolk has the lowest population density, with around 107 residents per square kilometre.

Source: Persons by single year of age and sex for local authorities in England and Wales, mid-2023

Population by age by district

Location	Population (2023)	Aged under 15 years %	Aged 15 to 64 years %	Aged 65 years and over %
Breckland	145,081	16.4%	58.2%	25.4%
Broadland	135,565	16.1%	57.9%	25.9%
Great Yarmouth	100,065	17.0%	58.3%	24.6%
King's Lynn and West Norfolk	155,758	16.5%	57.1%	26.4%
North Norfolk	103,228	13.1%	52.7%	34.2%
Norwich	145,591	15.7%	69.3%	15.0%
South Norfolk	146,655	17.6%	57.9%	24.6%
Norfolk	931,943	16.2%	59.1%	24.8%
England	57,690,323	18.5%	62.9%	18.7%

- Norfolk has an older population than England overall. 24.8% of the Norfolk population are aged 65+ compared to 18.7% for England.
- North Norfolk has the lowest number of residents aged under 15 years (13.1%) and aged 15 to 64 years (52.7%) out of all the districts, as well as being lower than the Norfolk average (16.2% and 59.1%).
- However, North Norfolk has more residents aged 65 years and over (34.2%) than the Norfolk (24.8%) and England (18.7%) average.

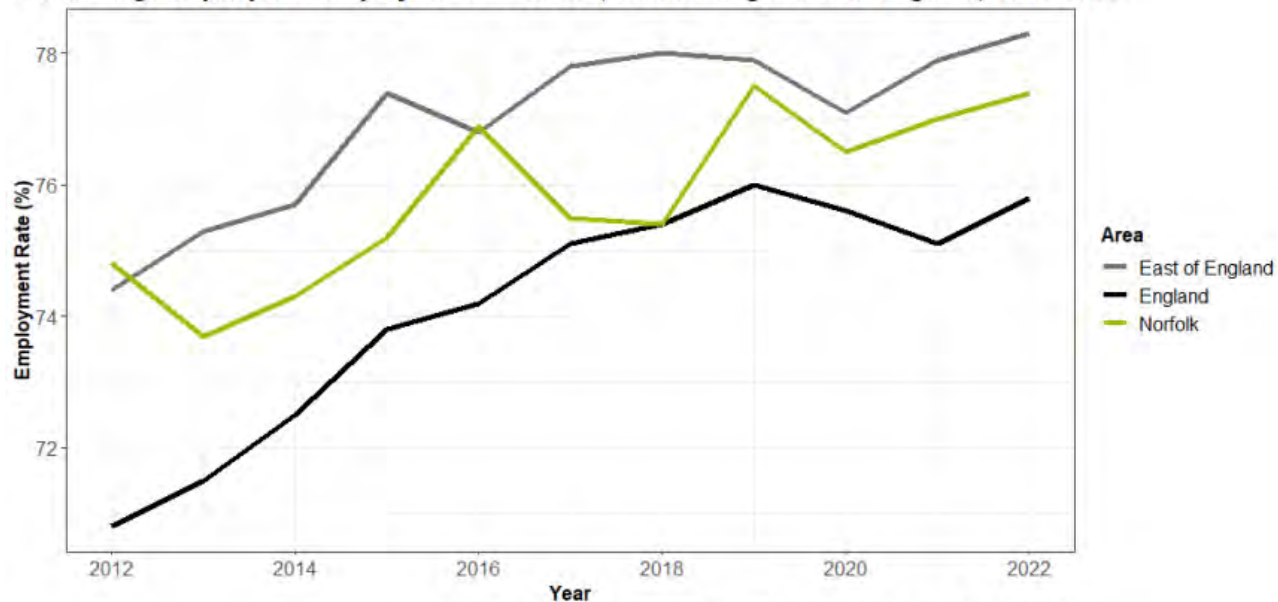
Population change

Location	Population (2023)	Overall % change	Aged under 15 years % change (2011 vs. 2023)	Aged 15 to 64 years % change (2011 vs. 2023)	Aged 65 years and over % change (2011 vs. 2023)
Breckland	145,081	10.74%	3.59%	6.12%	29.43%
Broadland	135,565	8.68%	4.86%	3.63%	25.14%
Great Yarmouth	100,065	2.71%	-1.94%	-1.79%	19.62%
King's Lynn and West Norfolk	155,758	5.29%	3.98%	-0.11%	20.33%
North Norfolk	103,228	1.54%	-7.52%	-5.54%	19.90%
Norwich	145,591	10.16%	5.55%	10.78%	12.44%
South Norfolk	146,655	17.80%	15.49%	12.64%	34.21%
Norfolk	931,943	8.44%	4.18%	4.28%	23.47%
England	57,690,323	8.63%	6.16%	5.57%	23.52%

- Norfolk has seen an 8.44% increase in population between the 2011 Census and 2023 Population Estimates, compared to 8.63% for England.
- North Norfolk has seen a 1.54% increase in population between the 2011 Census and 2023 Population Estimates, compared to 8.63% for England.
 - Population change (2023 vs. 2011):
 - Population under 15 years has decreased by -7.52%
 - Population aged 15 to 64 years has decreased by -5.54%
 - Population aged 65 years and over has increased by 19.90%
- Of the districts, North Norfolk has the biggest decreases in population for residents aged under 15 years, and aged 16 to 64 years.

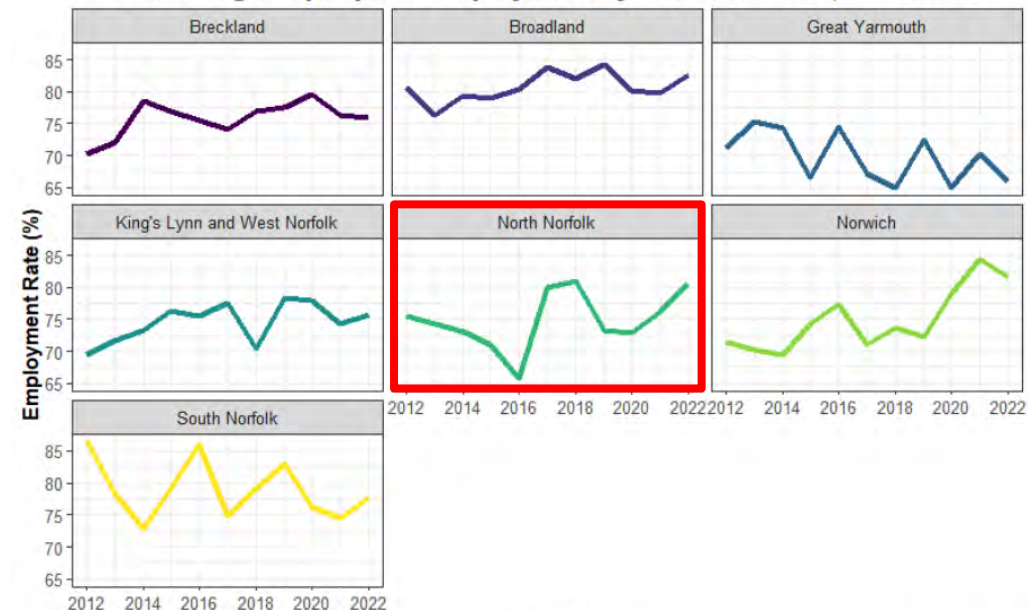
Employment rate

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



Year

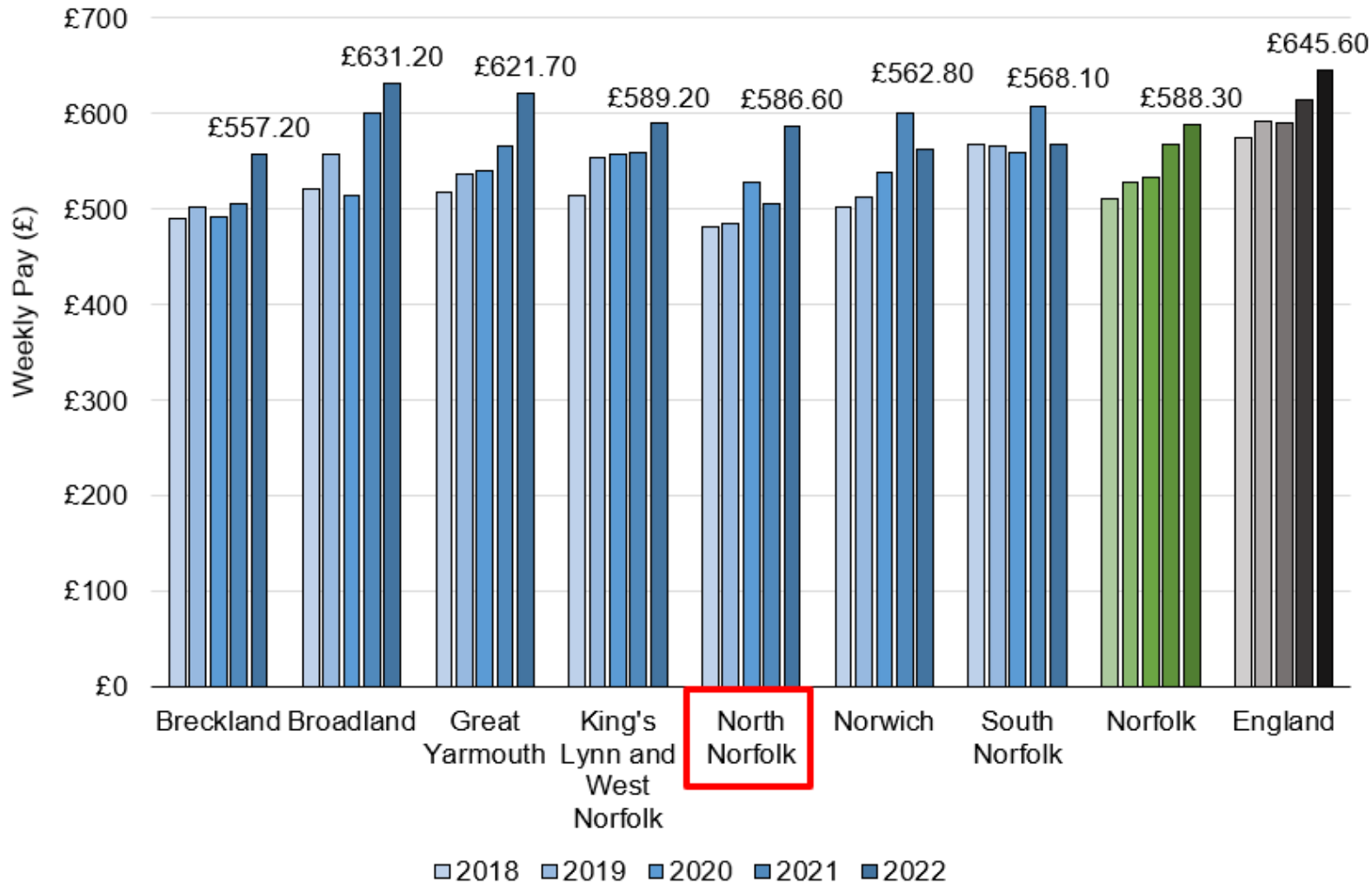
Source: ONS annual population survey, from NOMIS

- The latest data from 2022 puts Norfolk at 77.4% in employment compared to 78.3% in the East of England and 75.8% in England. 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 (England) rates.

- North Norfolk had a slight drop in employment from 2014 to 2016, and in 2020, otherwise has been on an upward and constant trend, similar to other districts except for Great Yarmouth.

Gross median weekly pay (workplace) by district

Workplace Gross Median Weekly Pay (£) in Norfolk districts, Norfolk and England, 2018-2022

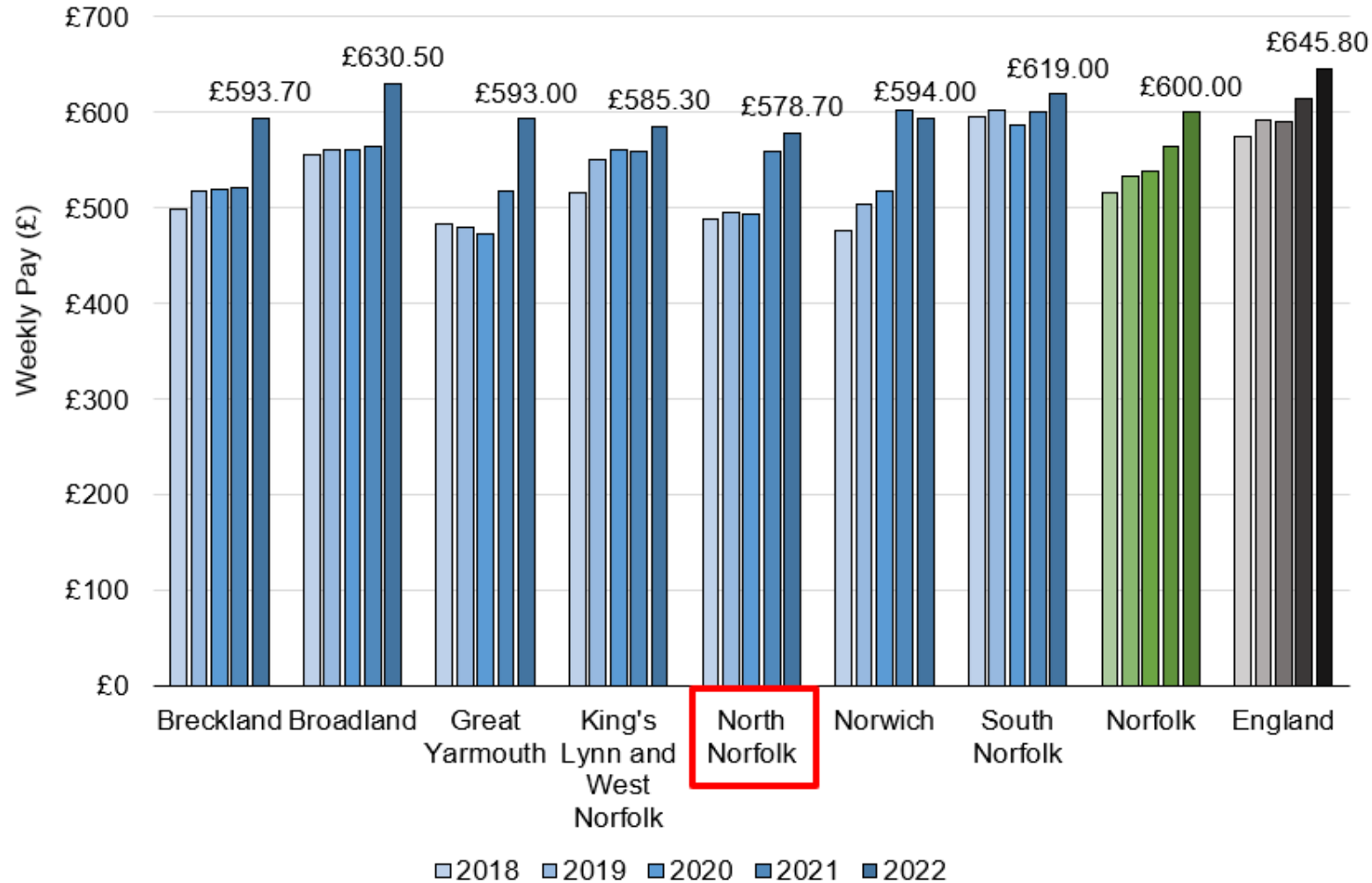


- Workplace gross median weekly pay refers to median earnings in pounds for employees working in the area.
- As of 2022, as place to work, North Norfolk has a gross weekly median pay of £586.60.
- Gross weekly median pay for North Norfolk has gradually increased from 2018, however remains just below the Norfolk median.
- None of the districts are as high as, or above the England median.

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

Gross median weekly pay (residents) by district

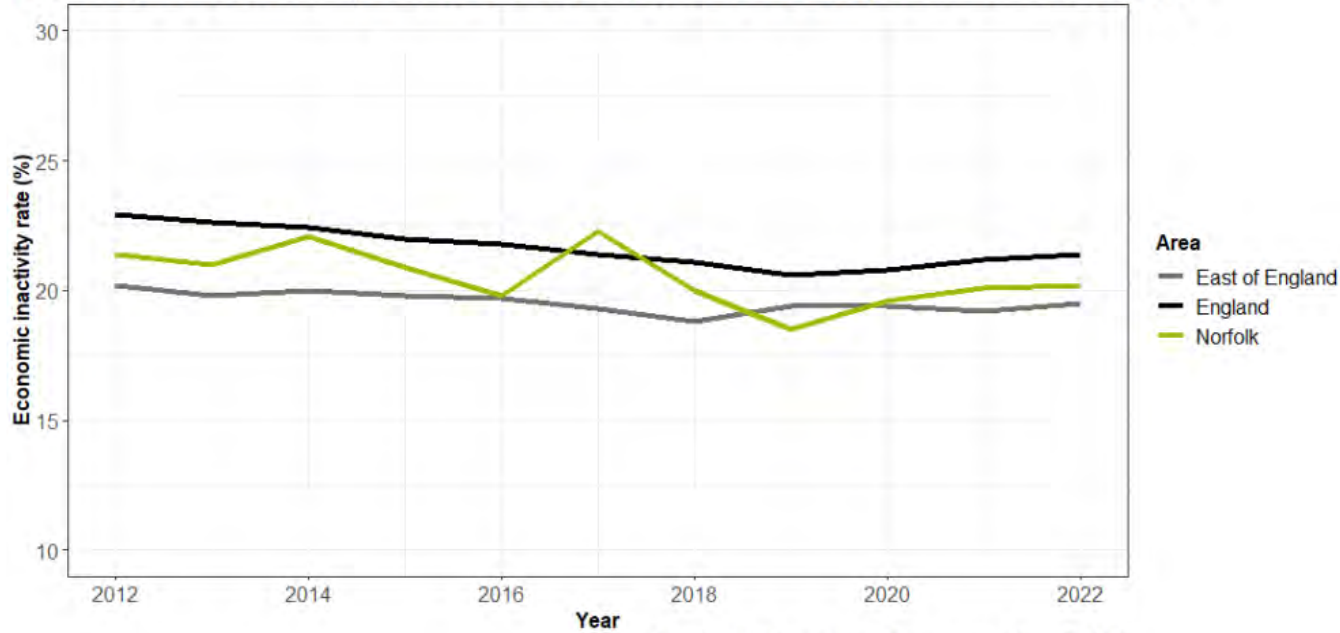
Resident Gross Median Weekly Pay (£) in Norfolk districts, Norfolk and England, 2018-2022



- Resident gross median weekly pay refers to median earnings in pounds for employees living in the area.
- North Norfolk has the lowest resident gross median pay of all the districts (£578.70).
- North Norfolk is below the Norfolk average (£600), and the England average (£645.80).
- None of the districts are as high as, or above the England median.

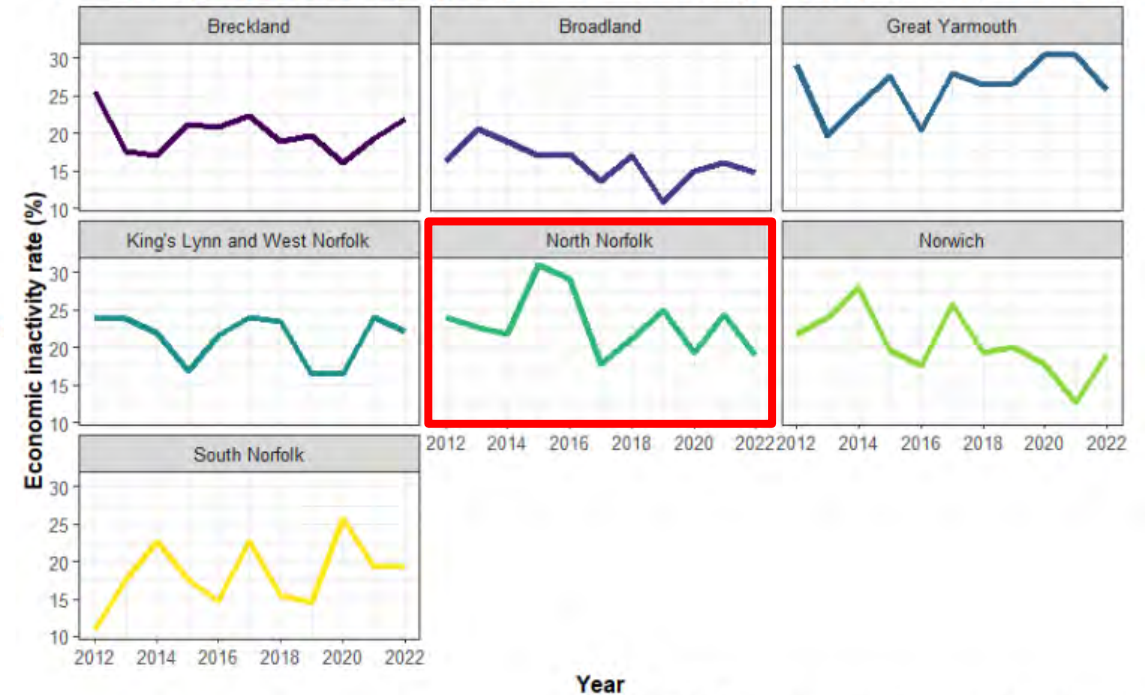
Economic inactivity

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

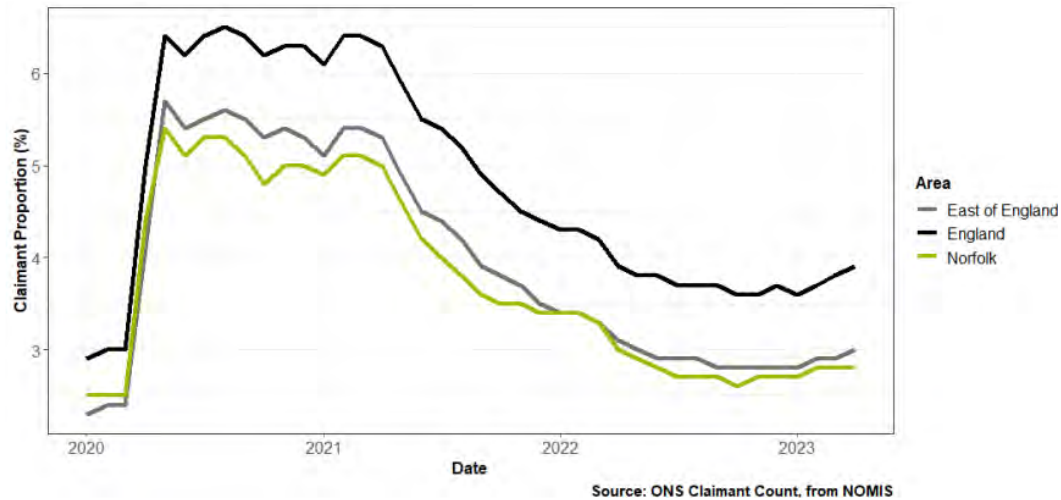


Source: ONS annual population survey, from NOMIS

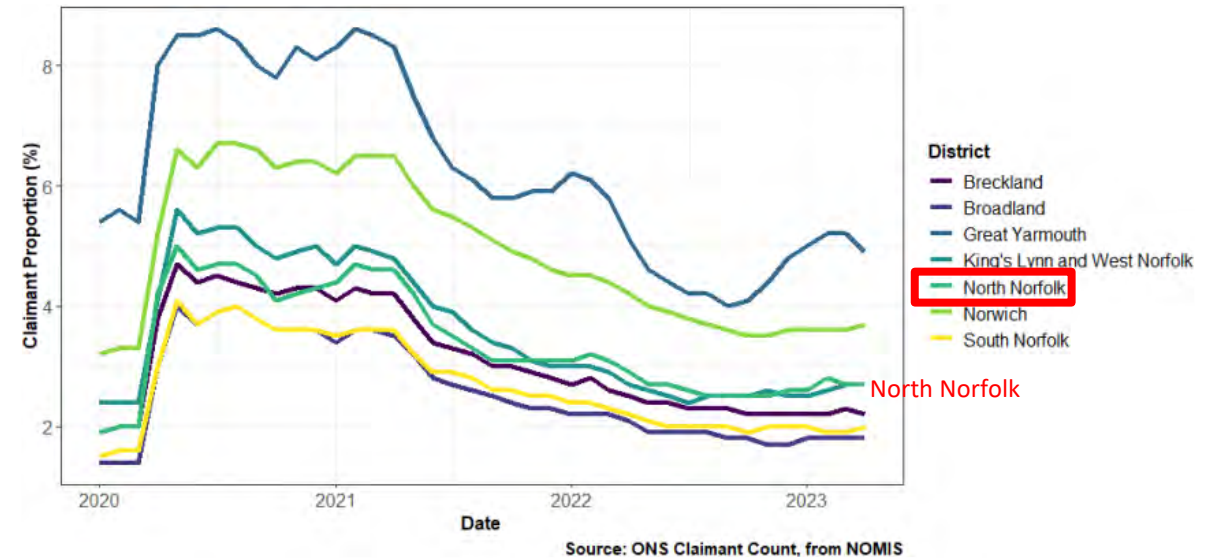
- Economic inactivity is a measure of those individuals that are unemployed and have not sought work within the past 4 weeks, and/or are unable to start work within the next 2 weeks. In recent years Norfolk has seen lower levels of economic inactivity than England, but higher levels when compared to the East of England.
- The chart on the left 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).
- North Norfolk's inactivity has been on a relatively constant and downward trend, being one of the lowest in Norfolk (19.0%).

Claimant count

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



Proportion of residents aged 16-64 claiming JSA and UC by Norfolk district, 01/2020 to 04/2023

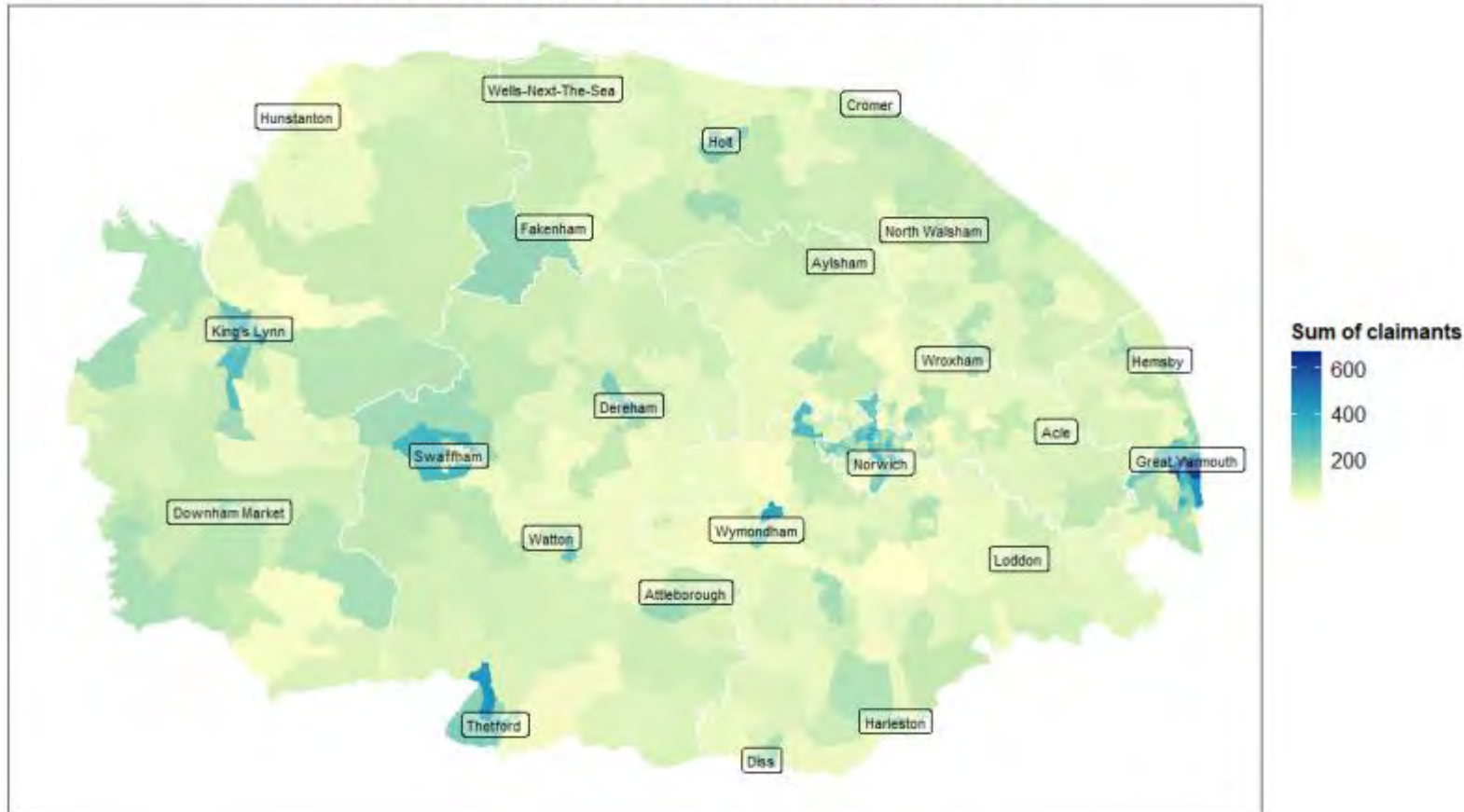


- The monthly plot shows a sharp increase in claimants (the percentage of residents aged 16-64 who are claiming either Job Seekers Allowance (JSA) or Universal Credit (UC) in all areas at the beginning of the Covid-19 pandemic. These increased rates continue until early/mid-2021 when they start declining. 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 England 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.
- North Norfolk had a sharper increase in 2020 at the beginning of the pandemic, but not as high as many other districts. Only South Norfolk, Broadland and Breckland sit under North Norfolk's proportions.
- North Norfolk has seen a gradual decline and levelling off in claimant percentage since early/mid-2021 along with all districts except Great Yarmouth.

Claimant count continued

Total individuals on UC per LSOA in Norfolk - September 2022

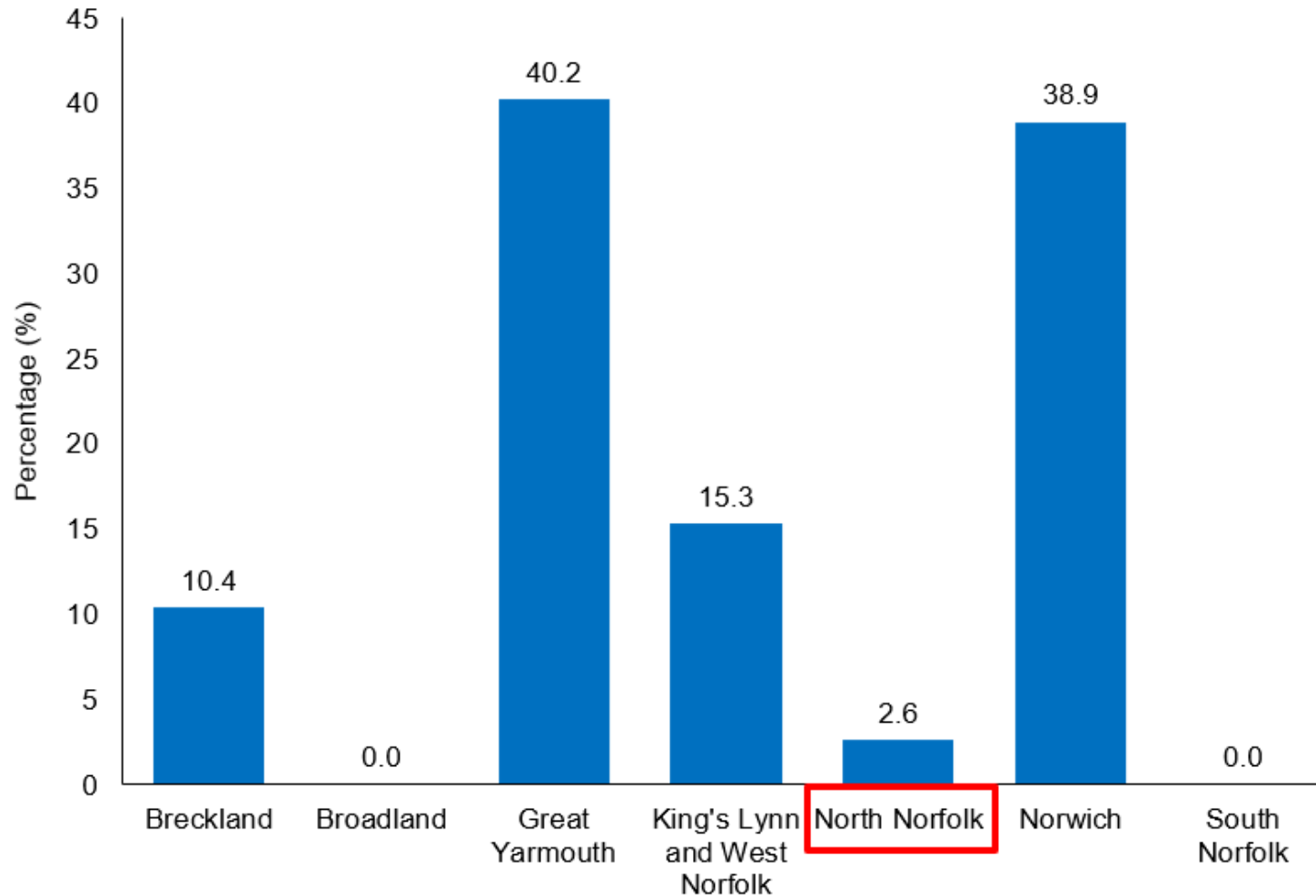


Source: Stat-Xplore

- 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 shown, larger urban centres have higher numbers of UC claimants which are not located in North Norfolk. However, the town of Holt is a hotspot.

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).
- 2.6% of North Norfolk's population live in areas that are in IMD decile 1 or 2.
- Compared to other districts, 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.

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.
- None of North Norfolk's residents live in IMD decile 1 and 10.
- 16.5% of North Norfolk's residents live in IMD deciles 2 and 3.
- North Norfolk has the highest proportion of people living in LSOAs in IMD deciles 4 (25.9%), 5 (27.3%) and 6 (21.1%).
- 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.

Norfolk District	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

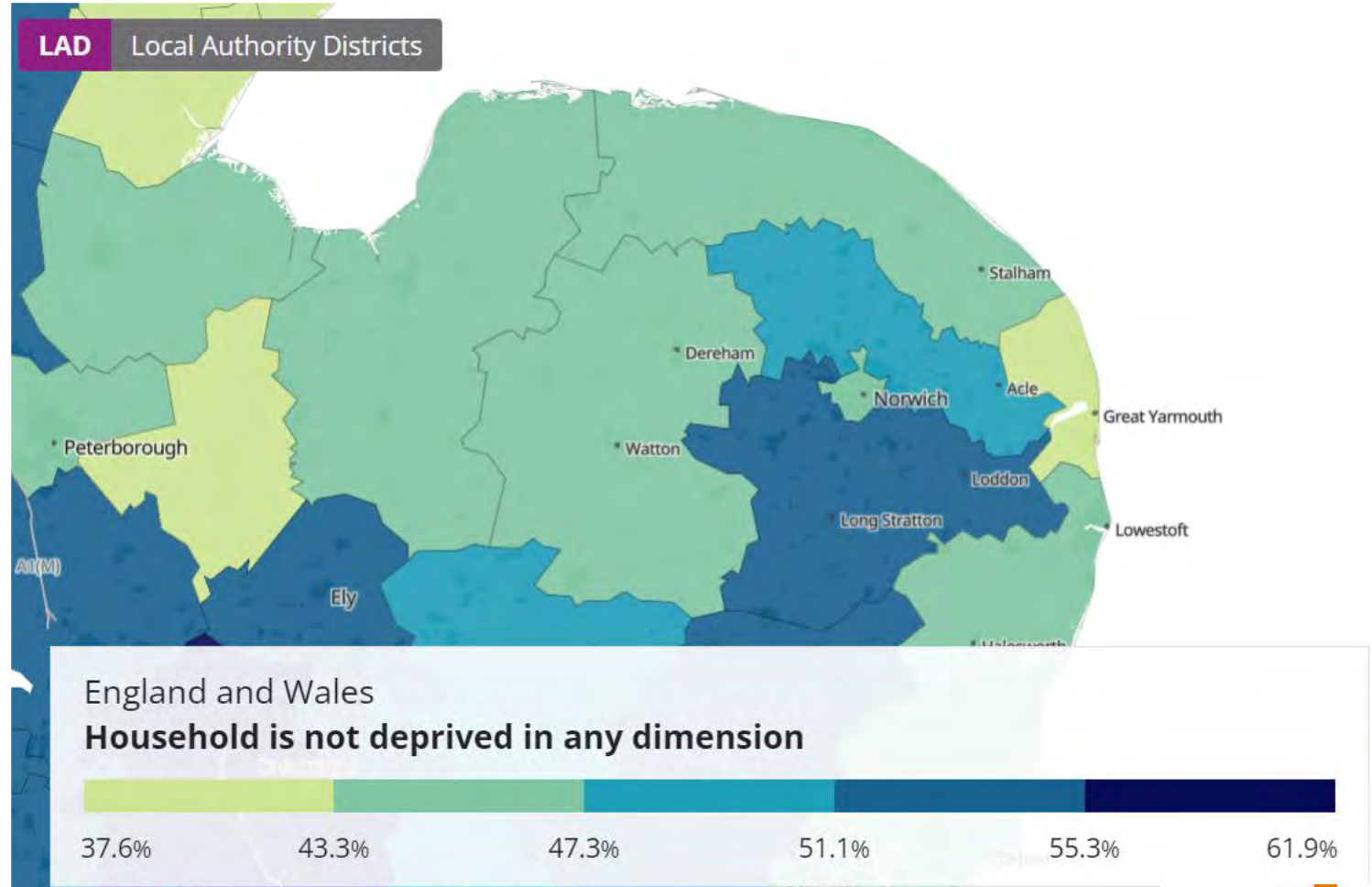
- North Norfolk has a higher percentage of households that are classed as 'deprived in at least one dimension' (55.6%) compared to Norfolk (54.1%) and England (51.6%).

More information can be found here:

[Households by deprivation dimensions - Office for National Statistics](#)

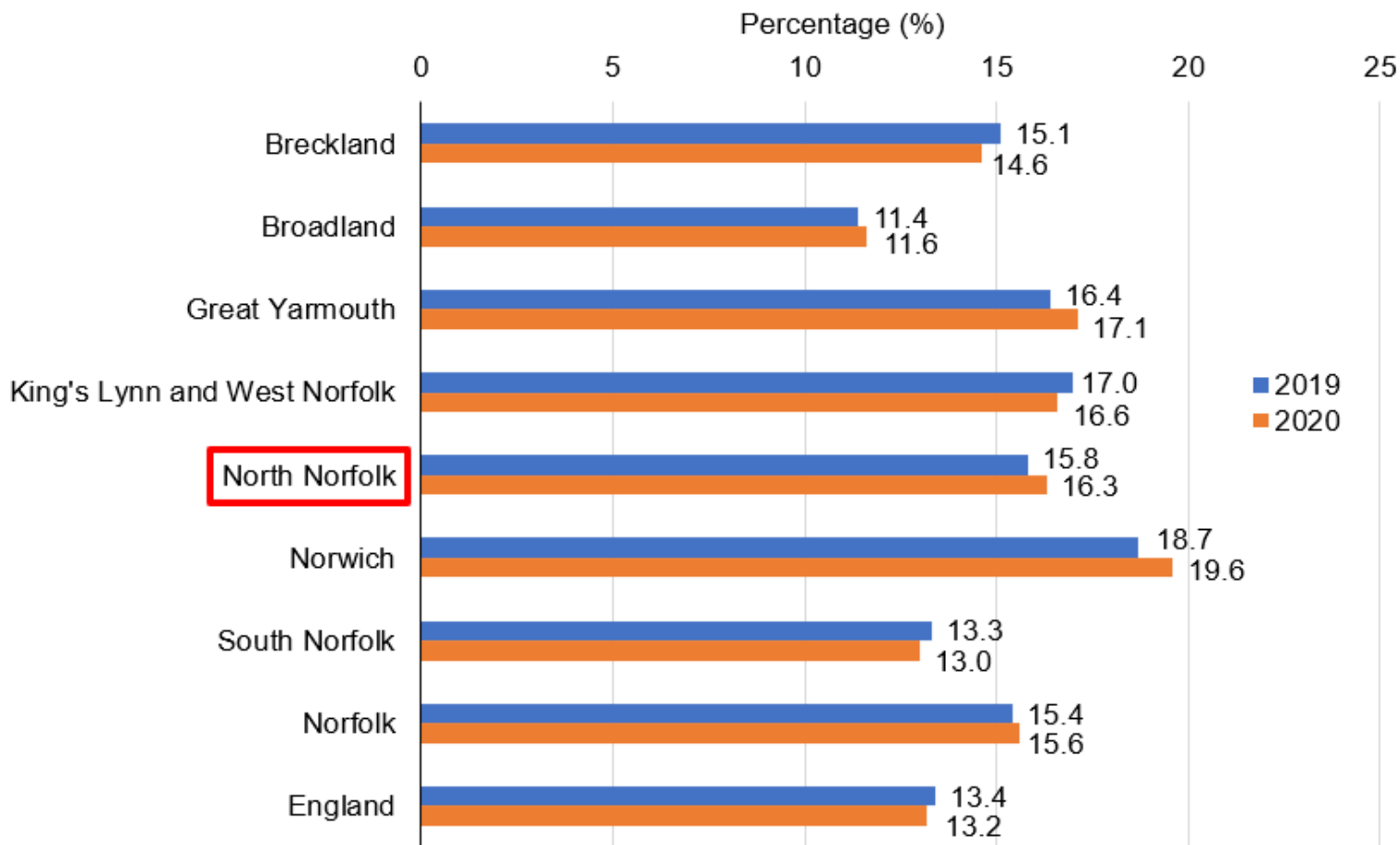
Location	Percentage of households who have at least one dimension of deprivation
Breckland	54.5%
Broadland	49.0%
Great Yarmouth	61.8%
King's Lynn and West Norfolk	56.0%
North Norfolk	55.6%
Norwich	55.0%
South Norfolk	48.3%
Norfolk*	54.1%
England*	51.6%

*calculated using all data from lower tier local authorities



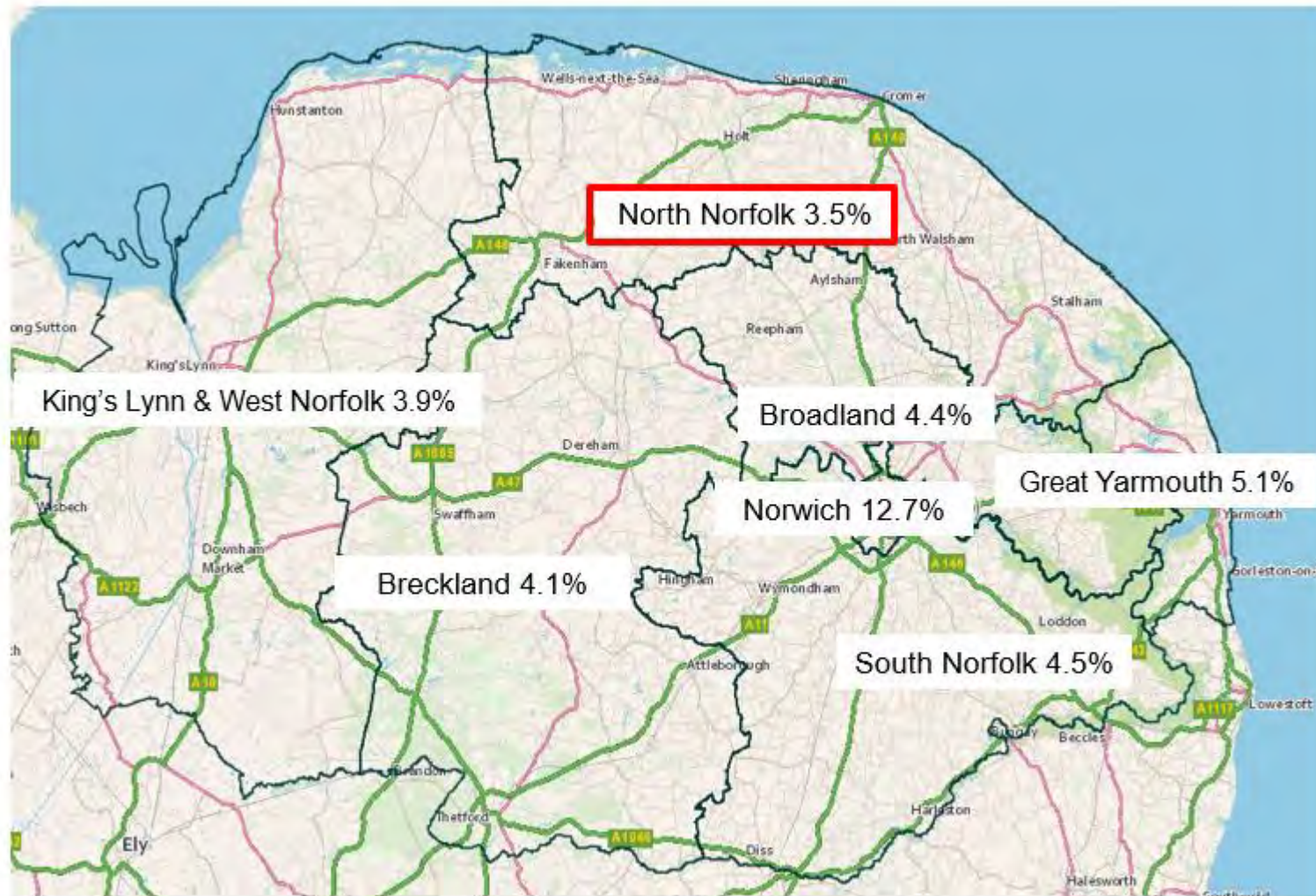
Fuel poverty

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



- 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.
- North Norfolk has a higher proportion of households in fuel poverty (16.3%) compared to Norfolk (15.6%) and England (13.2%).

Student population

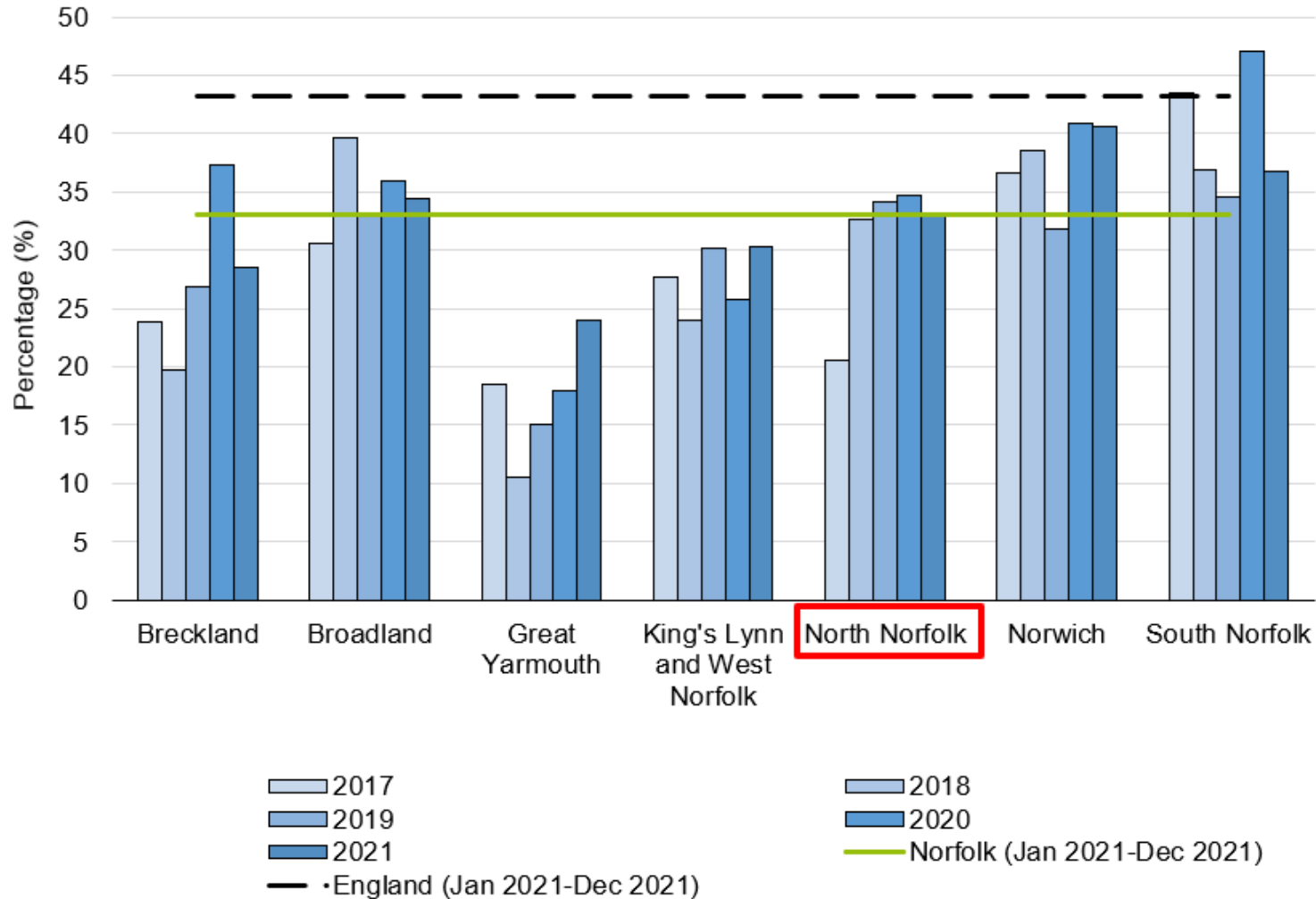


- Overall, 5.5% of Norfolk's population is classed a full-time students, compared to 7.1% in England overall.
- 3.5% of North Norfolk's population are classed as full-time students aged 16 and over, the lowest of all the districts.
- North Norfolk ranks 317th out of 318 of all local authorities for the proportion of "all usual residents aged 16 and over" that are "full-time students".
- Along with Breckland and King's Lynn and West Norfolk, North Norfolk is one of the seven lowest-tier ranked local authorities.

Source: 2021 Census (RM020) - <https://www.nomisweb.co.uk/> (taken 5th January 2024), calculated using figures shown and "full time student" cohorts as a proportion of "all usual residents aged 16 years and over in households". It should be noted that students were given guidance on how to complete the Census, more information is here: [Students: Census 2021 - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peoplepopulationandcommunity/educationandtraining/articles/briefingnotes/2021censusstudents)

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

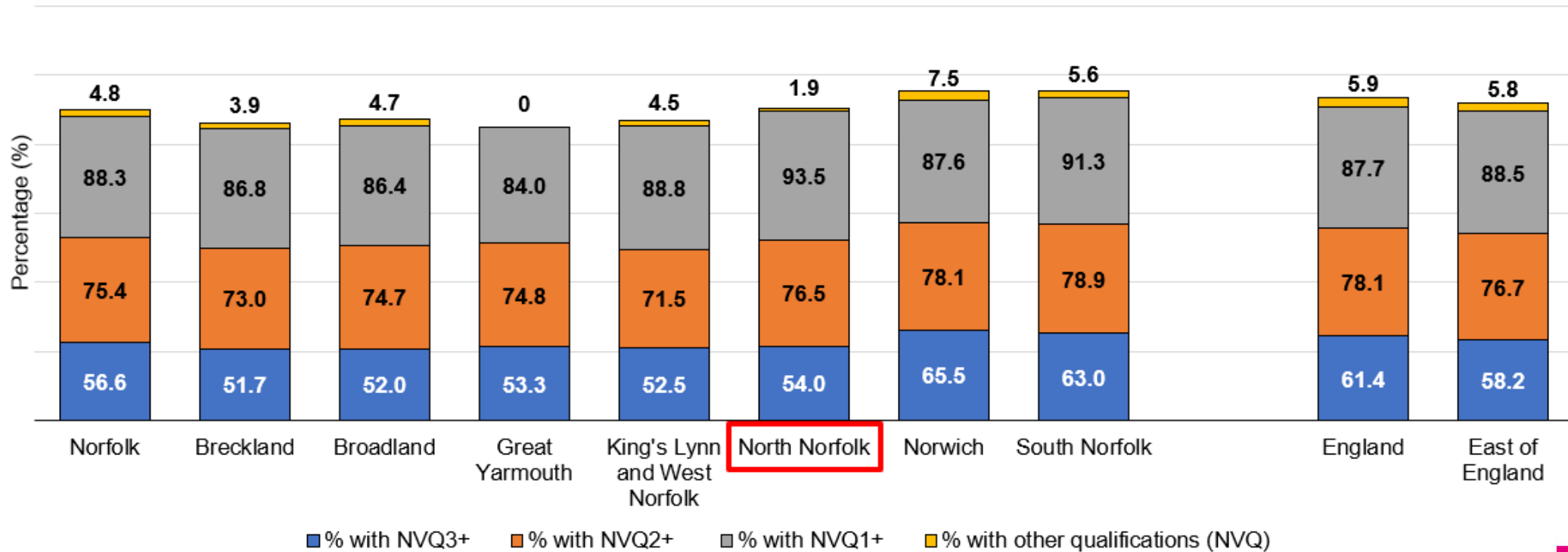


- While some of Norfolk's districts are above or close to the county overall, none reach the national percentage for 2021. Some districts have a relatively low percentage of people with level 4+ qualifications when compared to England as a whole.
- North Norfolk has 33.0% of people with level 4+ qualifications in 2021, a slight decrease since 2020 and 2019.
- In 2021, North Norfolk is almost the same as the Norfolk percentage (33.1%) but doesn't reach the England percentage (43.2%).
- None of the districts had the same or higher percentages than the England percentage in 2021.

Other qualifications

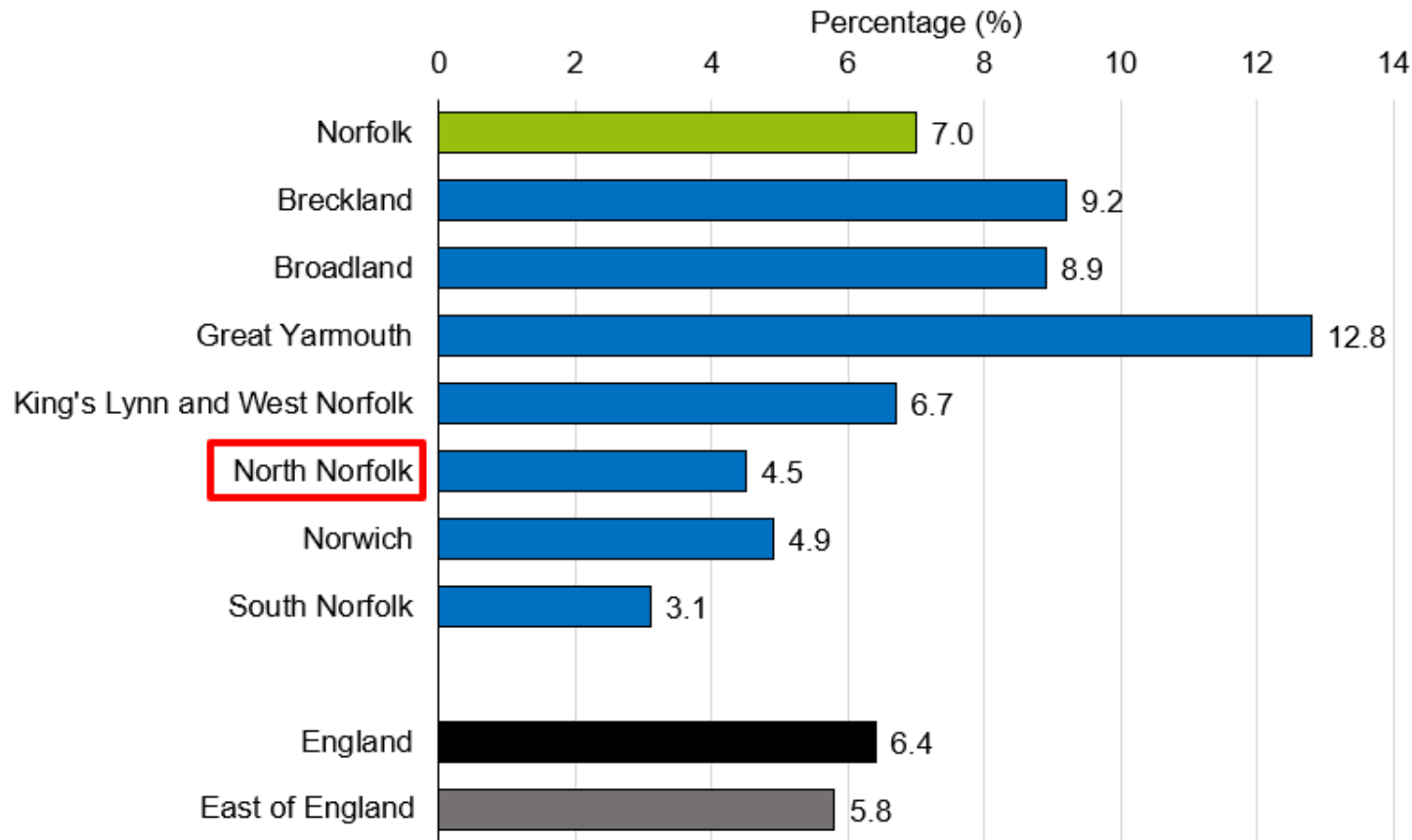
- The chart shows the percentage of people in each region with each level of qualification for January 2021 to December 2021 with England and the East of England for comparison.
- The percentage of residents in North Norfolk with NVQ1+ are above the averages for Norfolk, East of England and England. However, the percentage of residents with NVQ3+ are all below the averages for Norfolk, East of England and England.

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



No qualifications

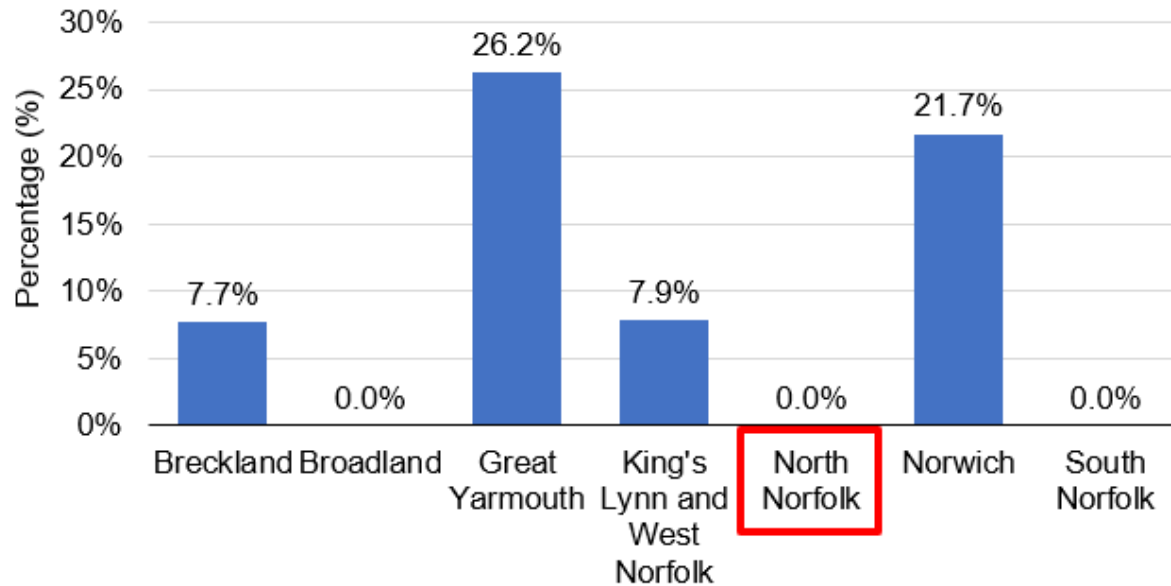
Percentage of people with no qualifications (NVQ) aged 16 - 64 for Norfolk, Norfolk districts, East of England and England, January 2021 to December 2021



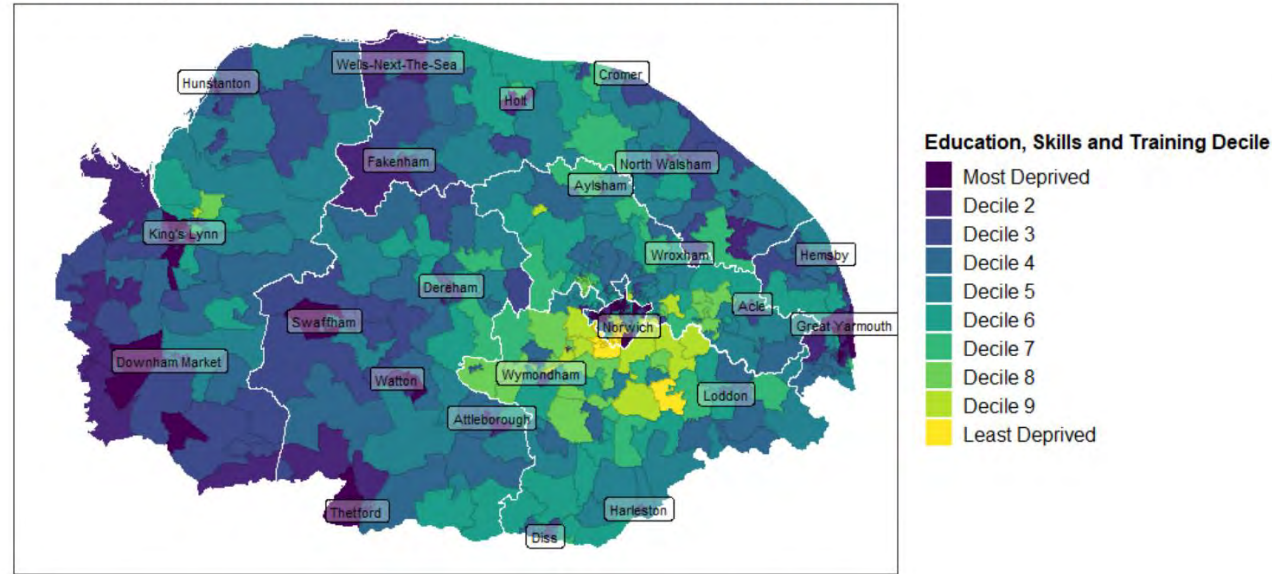
- The 2021 data shows 7% of people aged 16-64 in Norfolk had no qualifications, compared to 6.4% in England and 5.8% in the East of England region for the same period.
- North Norfolk has a lower percentage of people aged 16-64 with no qualifications (4.5%) compared to England (6.4%), East of England (5.8%) and Norfolk (7.0%).
- North Norfolk has the second lowest percentage, with South Norfolk the lowest (3.1%).

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



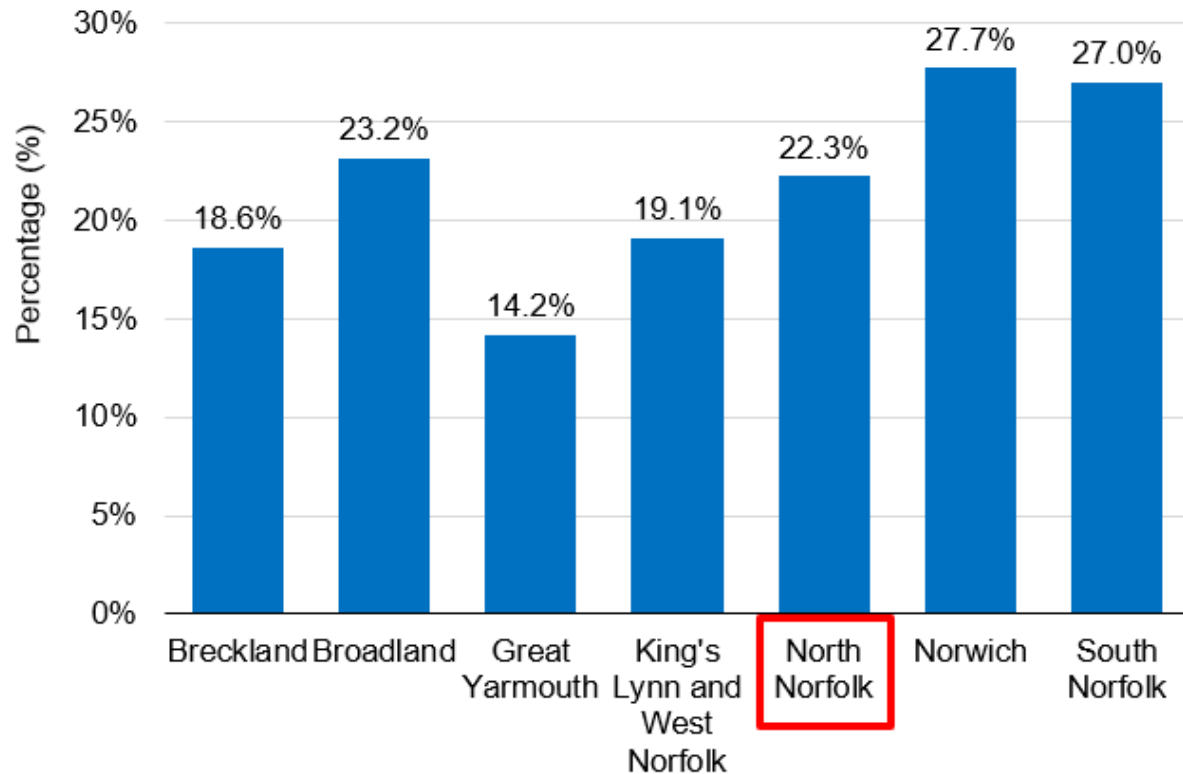
Source: Ministry of Housing, Communities & Local Government: English Indices of Deprivation 2019

- 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.
- North Norfolk has no LSOAs within the most deprived 10% nationally for Adult Skills.
- The map of Norfolk LSOAs above shows pockets of Education, Skills, and Training deprivation throughout the county, including Wells-next-the-Sea, Fakenham and Holt.

Adult education rate/POLAR4 quintile by district

- In North Norfolk, 22.3% of the adult population held higher education qualifications in 2020.

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.

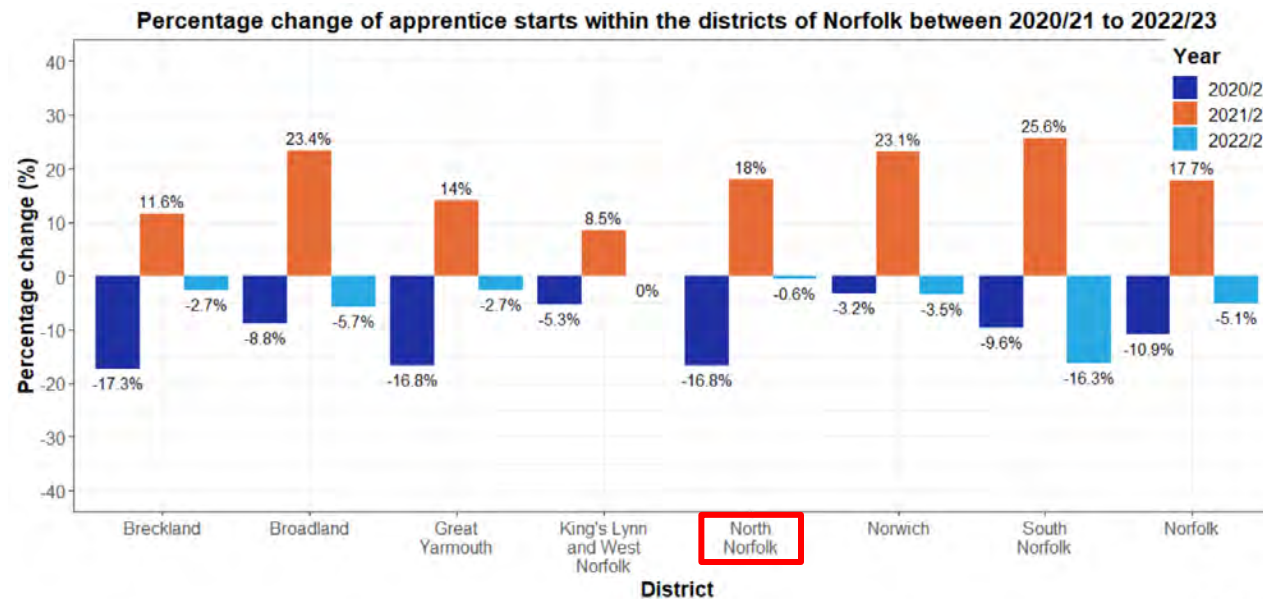
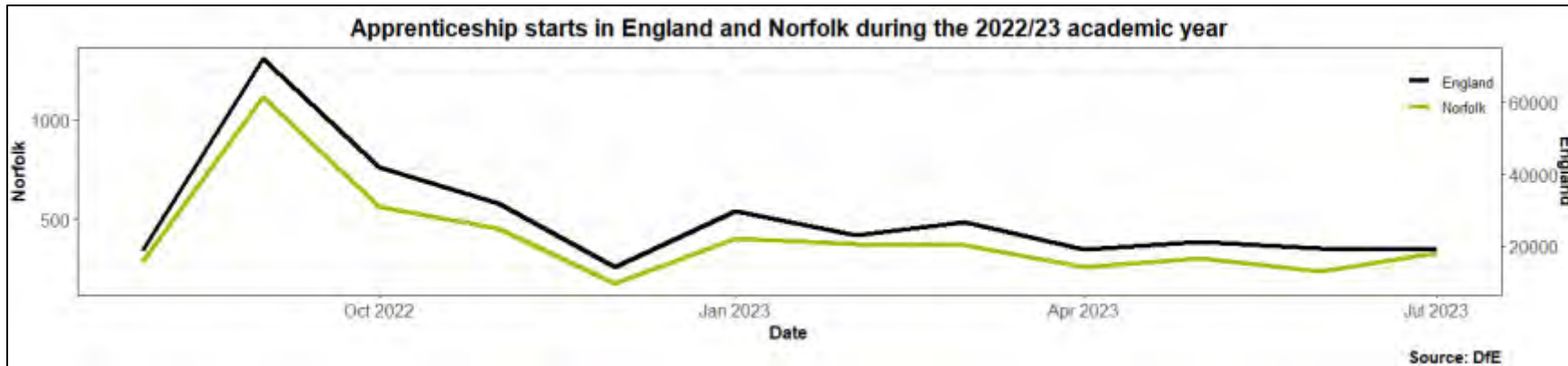
POLAR classifies local areas into five groups, or quintiles, based on the proportion of young people who enter higher education aged 18 or 19 years old.

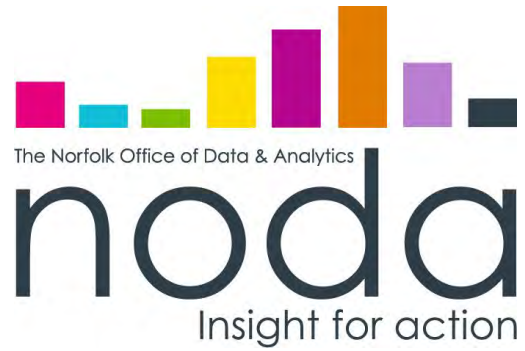
Quintile one shows the lowest rate of participation. Quintile five shows the highest rate of participation.” [Source: Office for Students](#)

Norfolk district	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)

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.





Norfolk
County Council

Business



Borough Council of
King's Lynn &
West Norfolk



Key sector and cluster definitions

Important Information :

- ❖ The sector definitions provided below are only for the 12 key sectors that is a part of the business cluster analysis methodology developed for the Economic Strategy Evidence Base.
- ❖ The following sections use the latest (2023) Lightcast data for the sectors defined below: Gross Value Added (GVA), Jobs and Average wages, Location Quotient and Competitive Effect and Percentage change in Jobs and Job Forecast.
- ❖ The definitions provided below 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.

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.

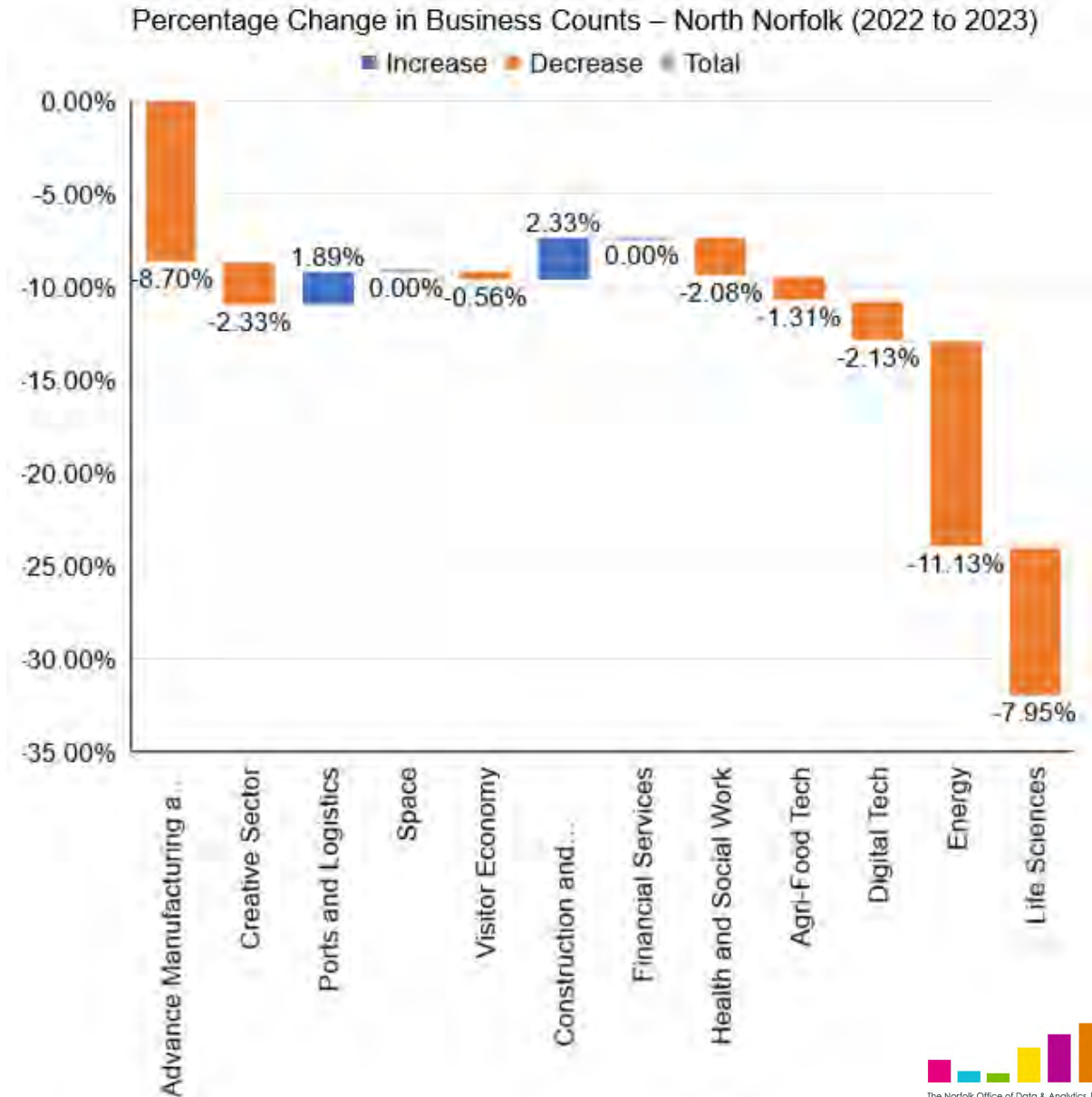
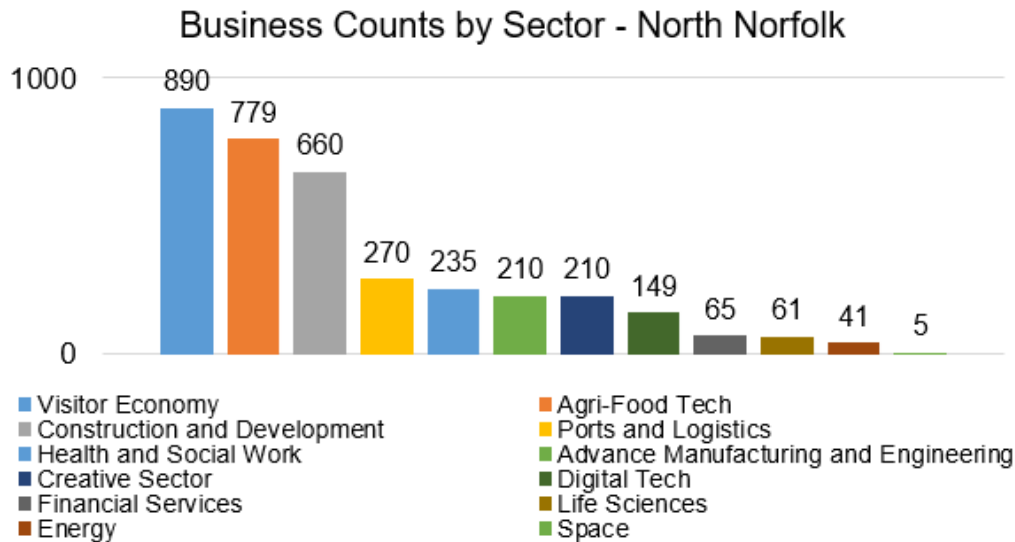
Key sector and cluster definitions – (continued)

Definitions

- **Visitor Economy** - This sector involves industries that support tourism and travel, including hospitality, accommodation, attractions, events, and services (including some retail 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.
- **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 and Agri-Tech** - This sector applies to the whole agri-food supply chain, including primary agriculture and the application of technology to agriculture and food production. It also 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.

Business Counts

- The **Visitor Economy** sector has the highest share of business counts within the businesses in North Norfolk (24.89%), with the **Space** sector being the smallest (0.08%).
- The **Construction and Development** sector demonstrated the highest increase in the business counts by 2.33% from 2022-2023, followed by the **Ports and Logistics** sector at 1.89%.
- The **Energy** sector showed the most decrease (-11.13%) in the number of businesses within North Norfolk, followed by the **Advanced Manufacturing and Engineering** sector at -8.7%
- North Norfolk is higher than England in the **Agri-food Tech** sector by 6.67% in the business count share and lower than the national figures in the **Digital Tech** sector by 7.23%.

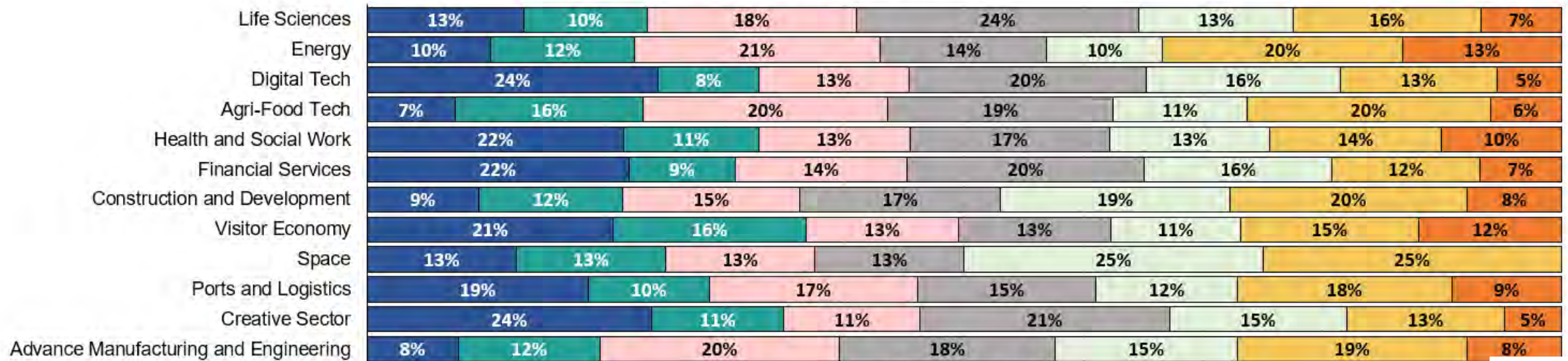


Distribution of clusters between districts

- In 2023, North Norfolk has the second lowest number of business units of the districts (3576 units), with the lowest number in Great Yarmouth (2302).
- The **Visitor Economy** sector has the highest proportion of business units in North Norfolk (890 business units) followed by the **Agri-Food Tech** sector (779 units).
- The **Space** (5), **Energy** (41) and **Life Sciences** (61) sectors have the least number of business counts in North Norfolk.

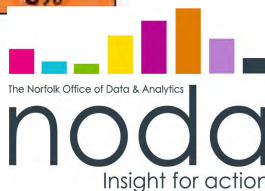
Sectors	Highest share of business units	Lowest share of business units
Advance Manufacturing and Engineering	Breckland	Norwich
Creative Sector	Norwich	Great Yarmouth
Ports and Logistics	Norwich	Great Yarmouth
Space	Broadland	Great Yarmouth
Visitor Economy	Norwich	Broadland
Construction and Development	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



Percentage (%)

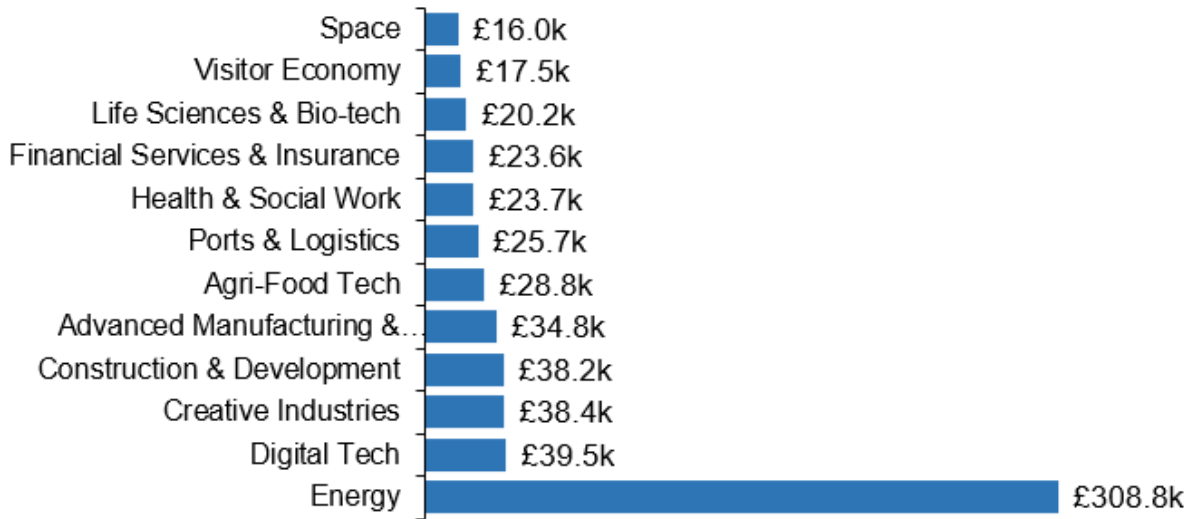
■ Norwich
 ■ North Norfolk
 ■ Breckland
 ■ South Norfolk
 ■ Broadland
 ■ King's Lynn and West Norfolk
 ■ Great Yarmouth



Gross Value Added (GVA)

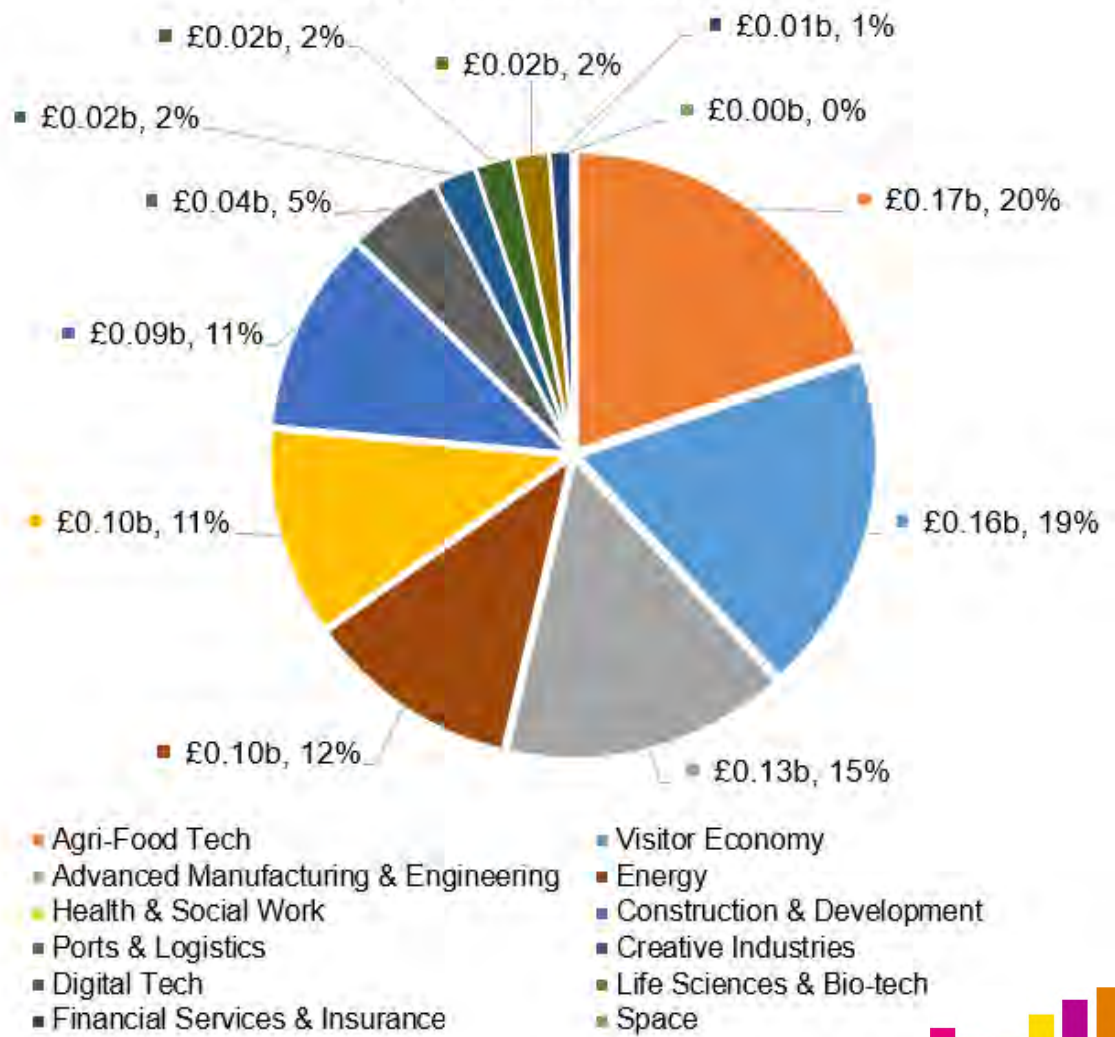
- The **Agri-Food Tech** sector has the highest GVA in North Norfolk (£0.53 billion) occupying a share of 20%, followed by the Visitor Economy sector at 19%.
- The **Space** sector occupies the least GVA share with a value of £0.5 million, followed by the **Financial Services and Insurances** sector (1%) and Life Sciences sector (2%).
- The GVA per head (calculated by GVA per number of jobs) is the highest in the **Energy** sector (£308,800), followed by the **Digital-Tech** sector (£39,500).
- The GVA per head is least in the **Space** sector (£16,000), followed by the **Visitor Economy** sector (£17,500).

GVA per head – North Norfolk



Gross value added (GVA), which is the value generated by any unit engaged in the production of goods and services.

GVA by sector – North Norfolk

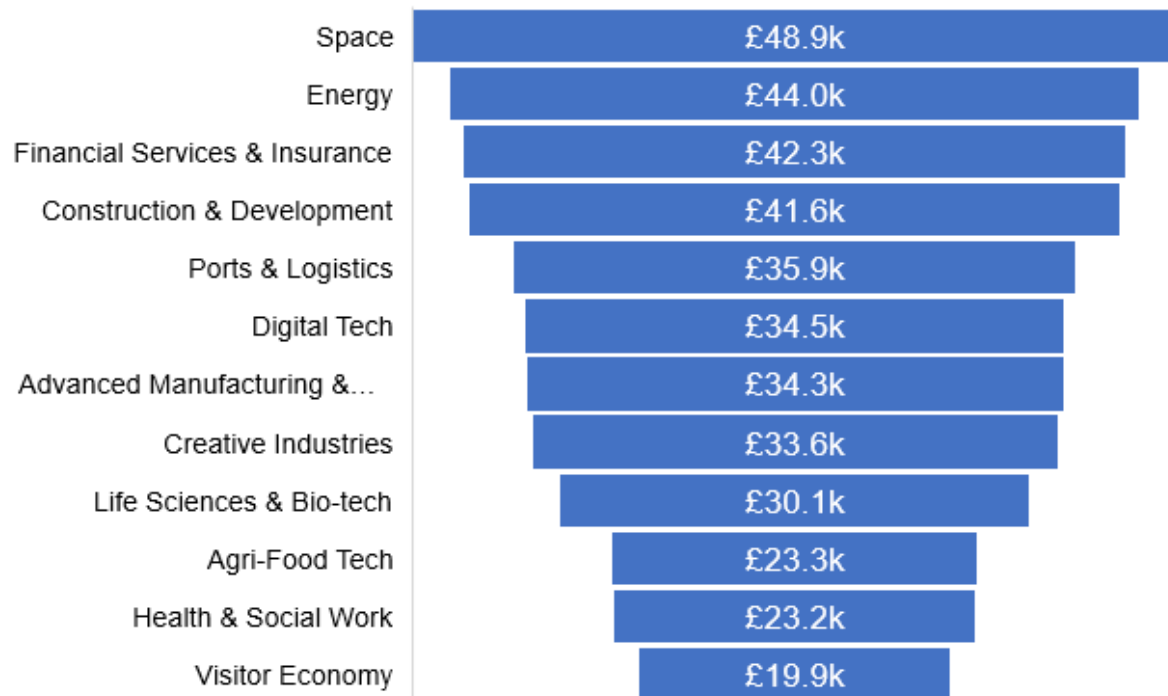


Source: [Lightcast](#)

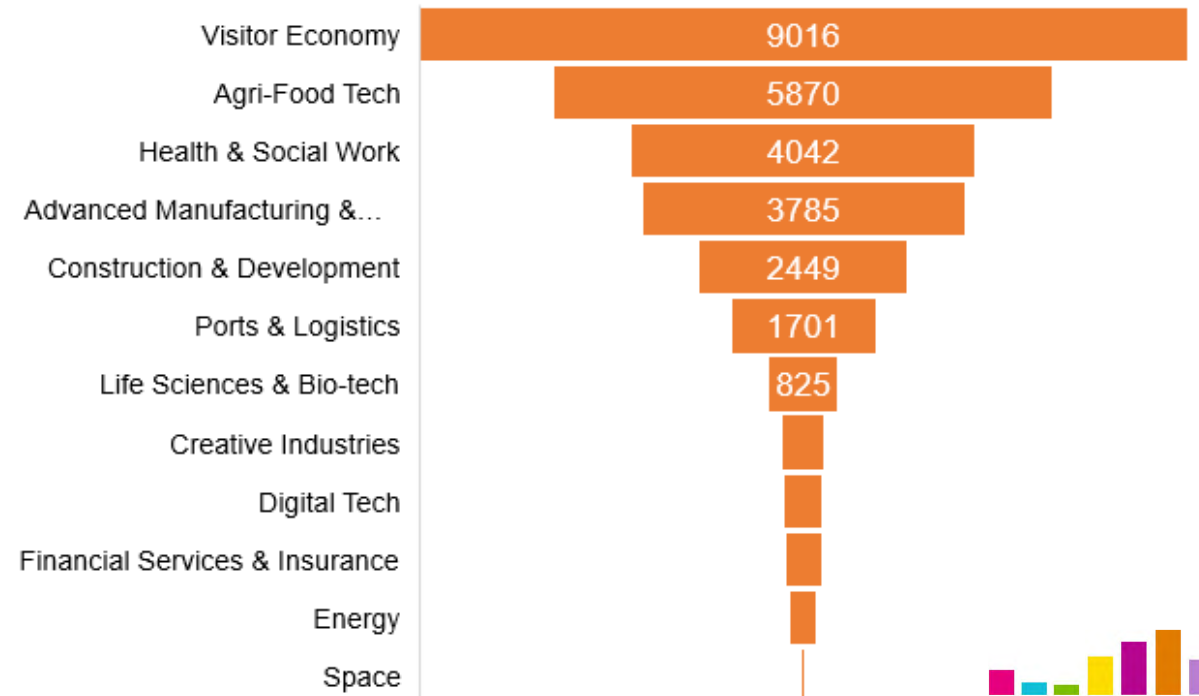
Jobs and Average Wages

- The **Space** sector provides the highest average wages (£48,900) among the sectors, followed by the **Energy** sector (£44,000).
- The **Visitor Economy** sector has the lowest average wages in North Norfolk (£19,900).
- The **Space** sector has the lowest number of jobs available in North Norfolk (34 jobs), followed by the **Energy** sector (321 jobs).
- The **Visitor Economy** sector has the highest number of jobs available in North Norfolk (9016 jobs), followed by the **Agri-food Tech** sector (5870).

Average Wages in North Norfolk



Number of Jobs in North Norfolk



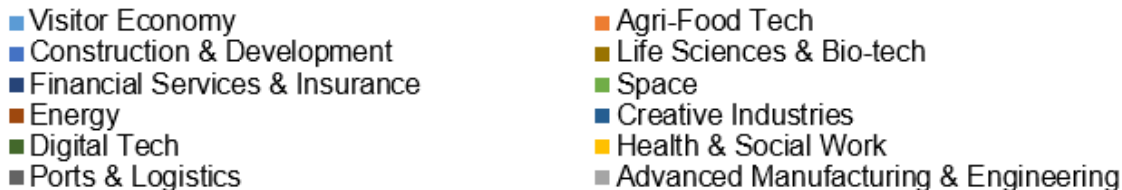
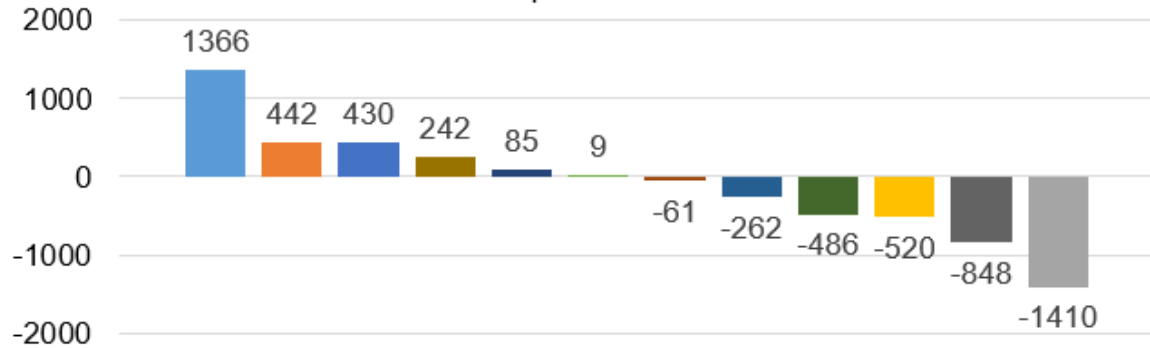
Location Quotient and Competitive Effect

- In North Norfolk, the **Agri-Food Tech** sector has the highest location quotient (2.15) followed by the **Visitor Economy** sector (1.89).
- The **Digital-Tech** sector has the lowest location quotient (0.22) indicating the lack of specialization in the industry in North Norfolk.
- The **Visitor Economy** sector has the highest competitive effect among the sectors (1366), followed by the **Agri-Food Tech** sector (442).
- The **Advanced Manufacturing and Engineering** sector has the lowest competitive effect (-1410).

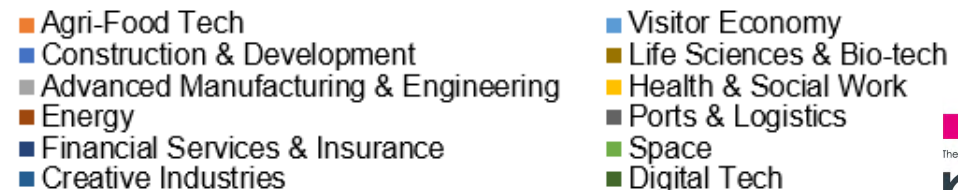
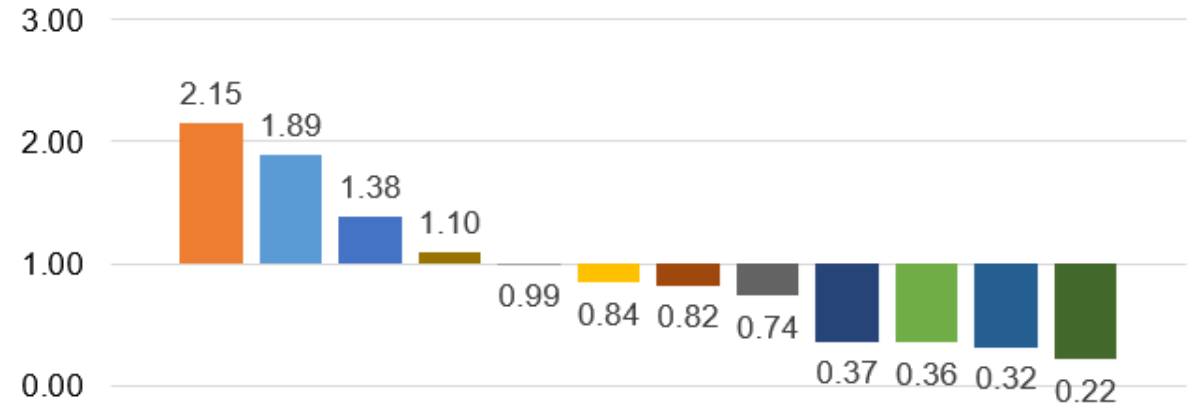
Competitive effect indicates how much of the job change within a given region is the result of some unique competitive advantage of the region. A positive competitive effect suggests that the region has some competitive edge or unique factors driving job growth beyond national or industry trends.

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.

Competitive Effect



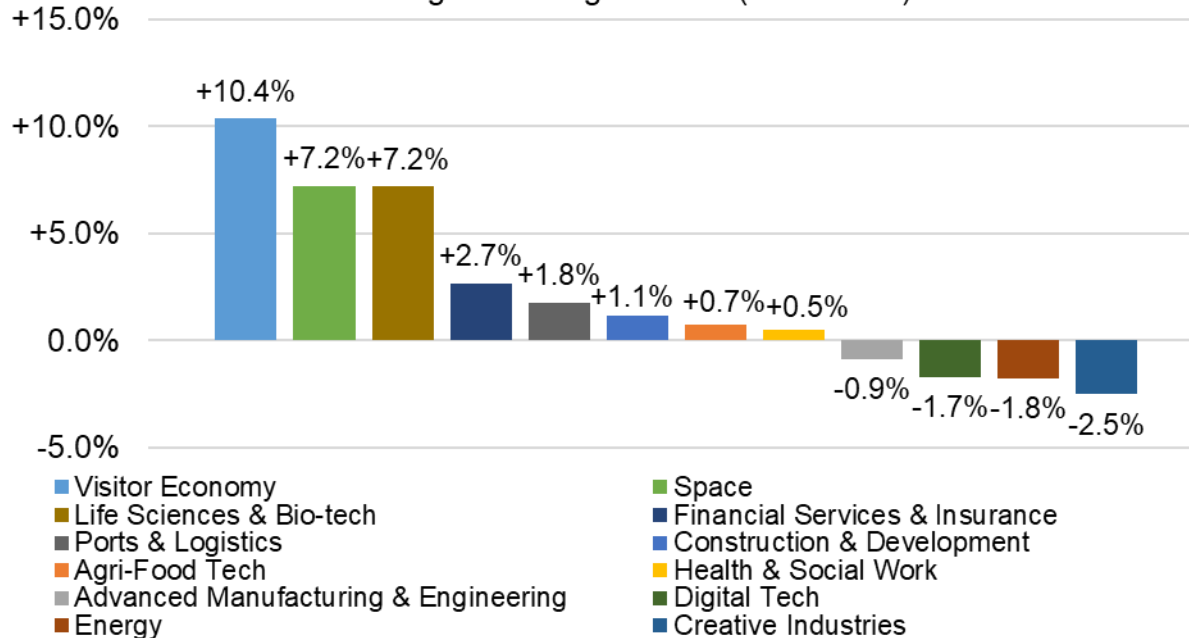
Location Quotient



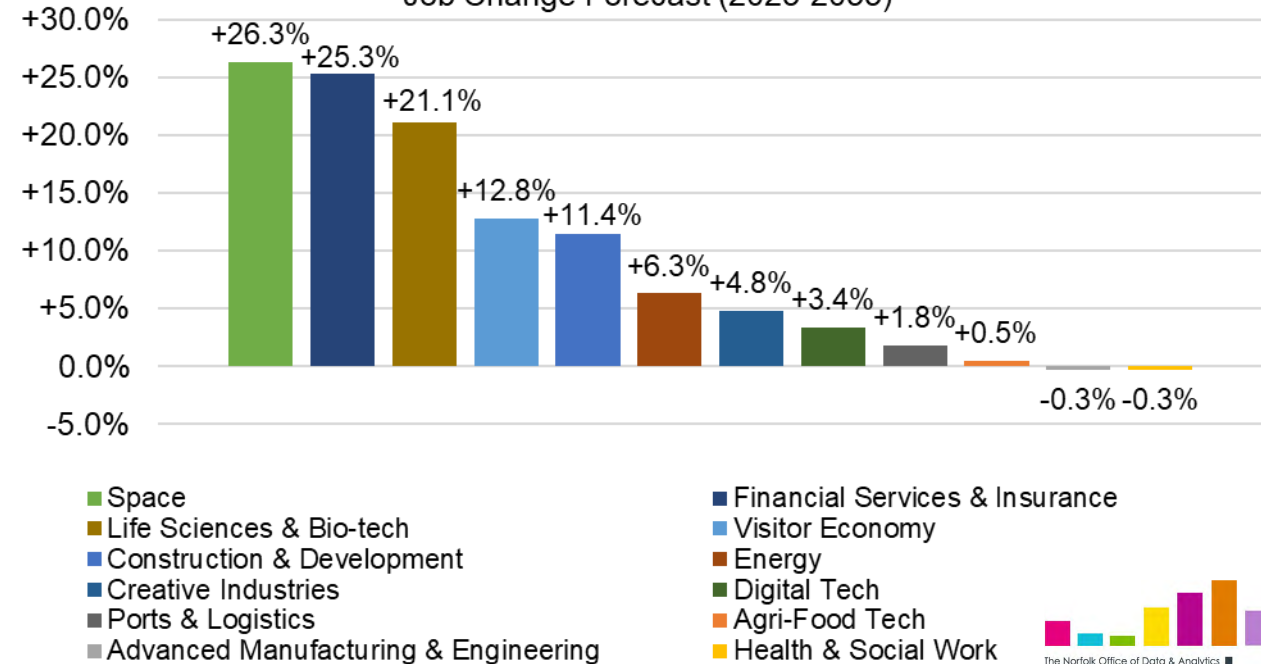
Percentage Change in Jobs and Job Forecast

- The **Visitor Economy** sector has the highest percentage increase in the number of jobs among the key sectors (+10.4%), followed by the **Space** sector (+7.2%).
- **Creative Industries** (-2.5%) and **Energy** (-1.8%) sectors faced the highest decline in the number of jobs from 2022 to 2023.
- The **Space** (+26.3%) sector has the highest forecasted percentage increase in the number of jobs among the key sectors, followed by the **Financial Services and Insurance** sector (+25.3%) for the period of 2023 to 2033.
- The **Health and Social Work** and **Advanced Manufacturing and Engineering** sectors had a decline in the percentage of forecasted jobs from 2023 to 2033 (both 0.3%).

Percentage of Change in Jobs (2022-2023)



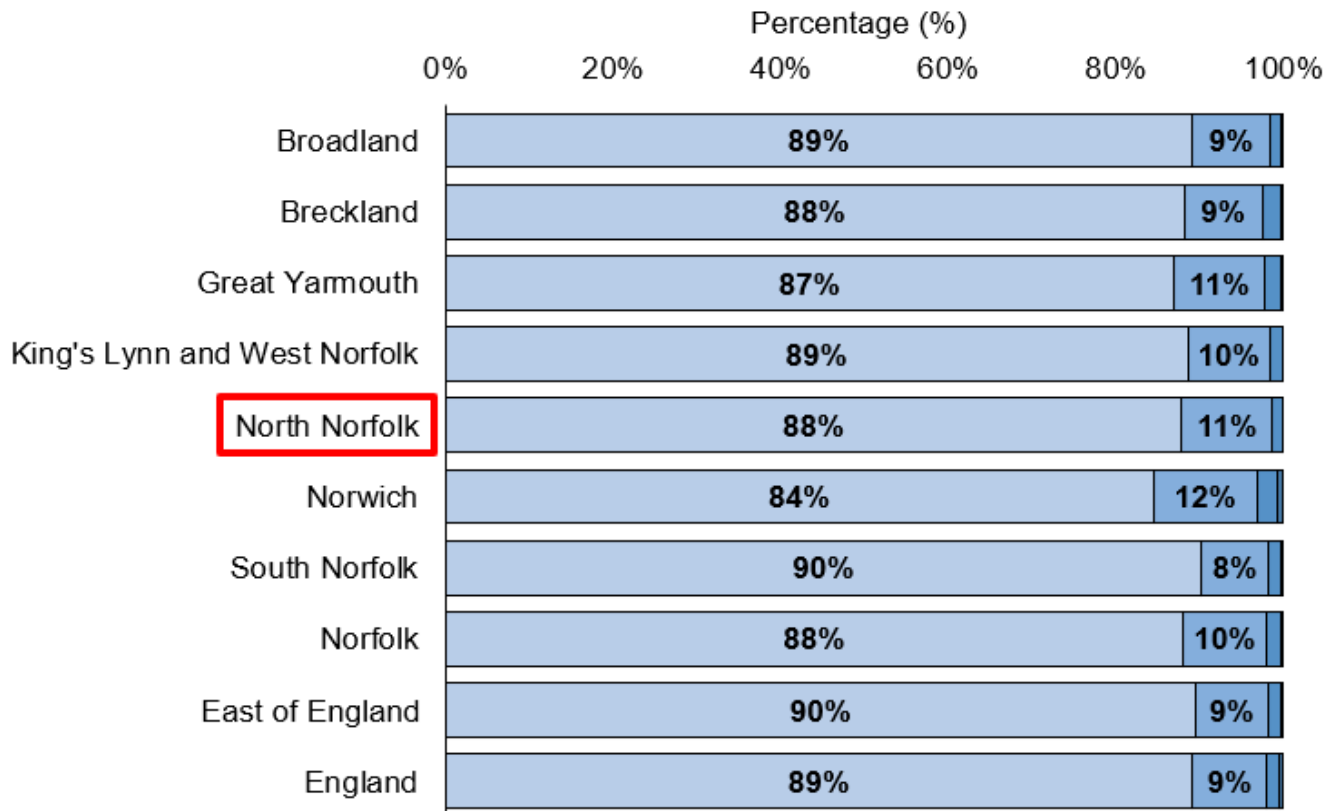
Job Change Forecast (2023-2033)



Norfolk business size by District

- The districts show a similar picture to Norfolk and England overall, including North Norfolk.
- North Norfolk has 4,980 businesses as of 2023, with 88% of these micro businesses.

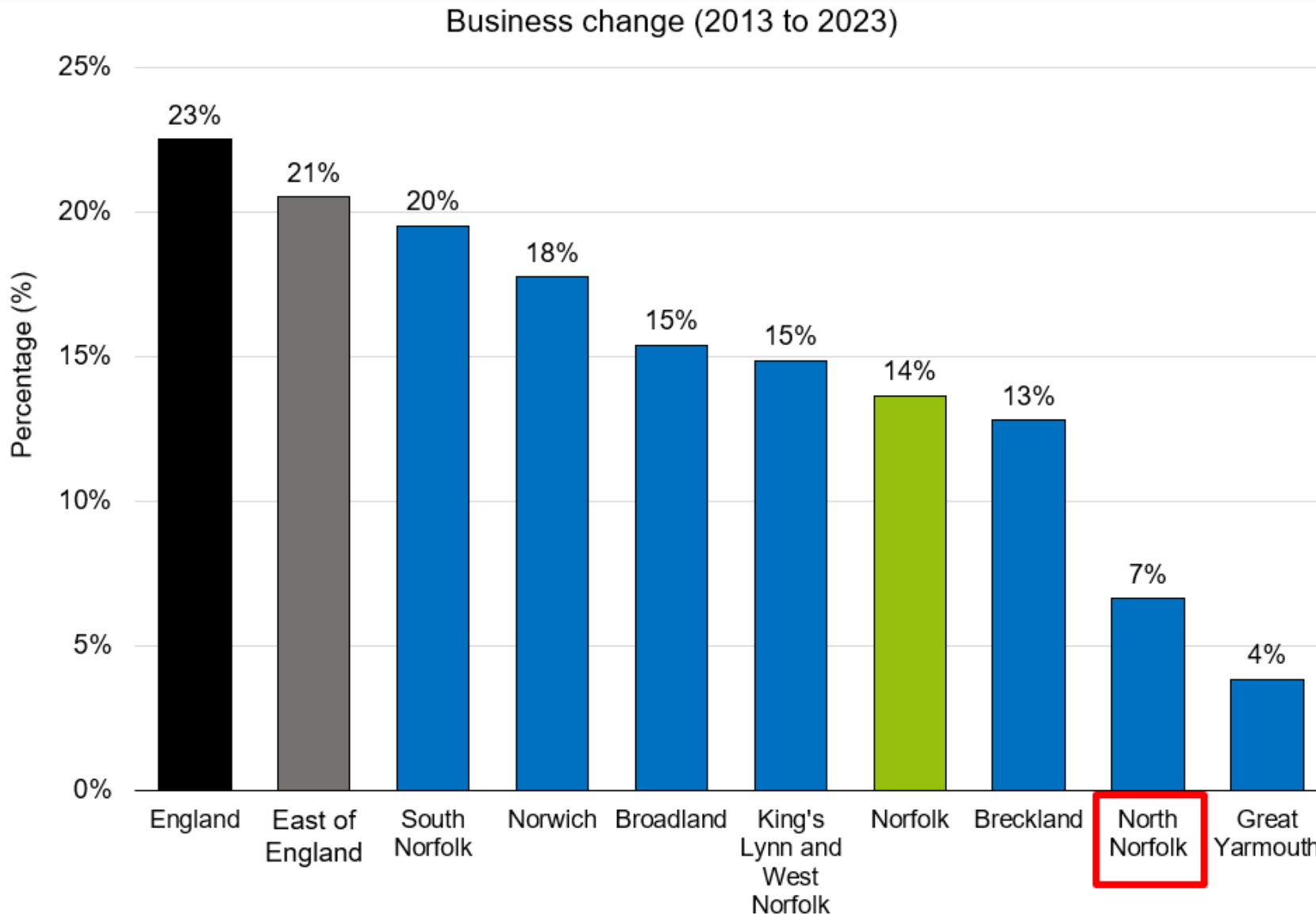
Norfolk Districts - Proportion of Business by Size, 2023



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

Location	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



- North Norfolk has seen a 7% business growth, which is the second lowest of the districts.
- North Norfolk is 7% below Norfolk, 14% below the East of England and 16% below the England average.

Business 'births' and survival rates

- In 2021 in North Norfolk, 390 new enterprises were 'born' and 96.2% 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 North Norfolk than England, but lower than the Norfolk average overall.
- When looking at 5-year survival rates (for business births in 2017), North Norfolk achieved better survival rates (50.8%) than England (39.4%) and Norfolk (40.1%).

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%

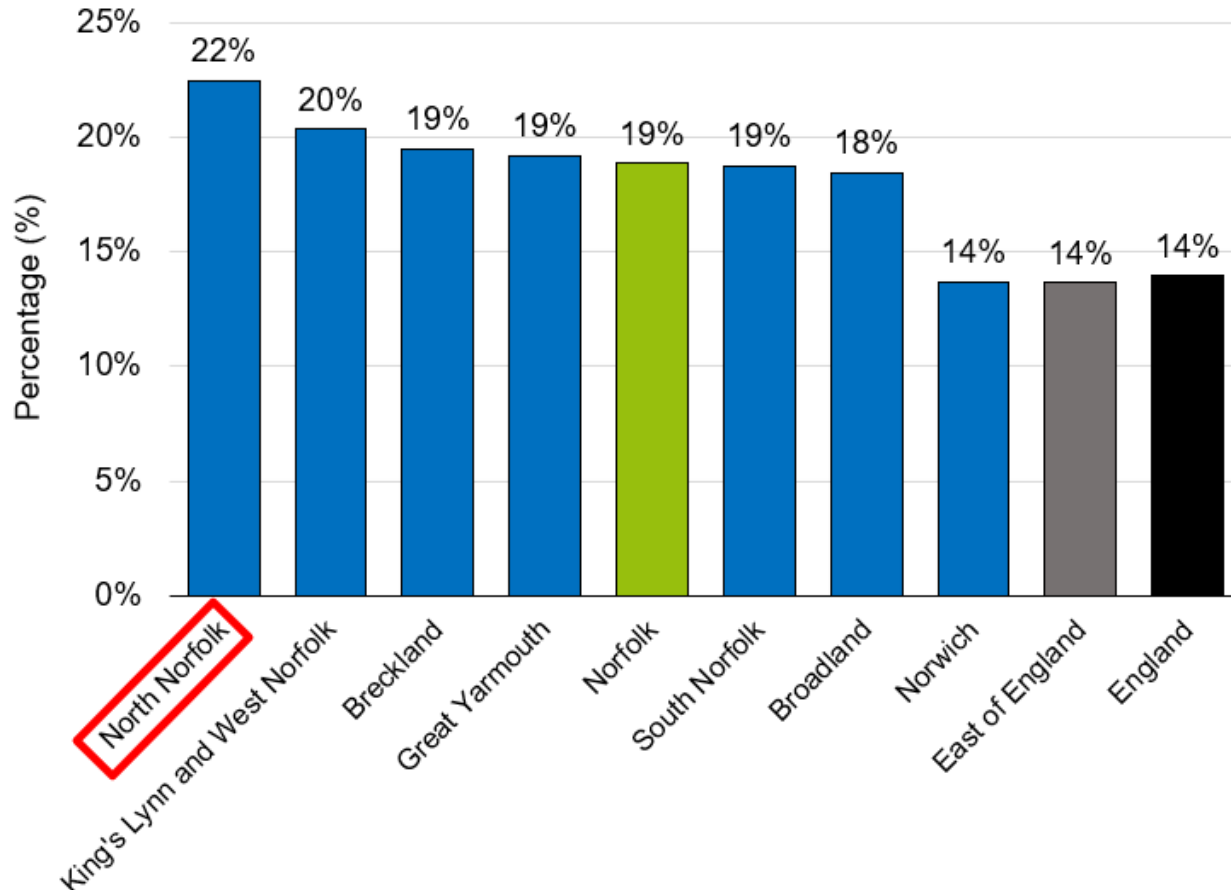
Survival Of Newly Born Enterprises (2019 business births)	1-year survival	2-year survival	3-year survival
Norfolk	94.5%	77.5%	62.5%
Breckland	93.2%	75.0%	62.5%
Broadland	96.4%	81.9%	65.1%
Great Yarmouth	95.5%	77.3%	59.1%
King's Lynn and West Norfolk	94.8%	76.0%	63.5%
North Norfolk	93.0%	77.2%	61.4%
Norwich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

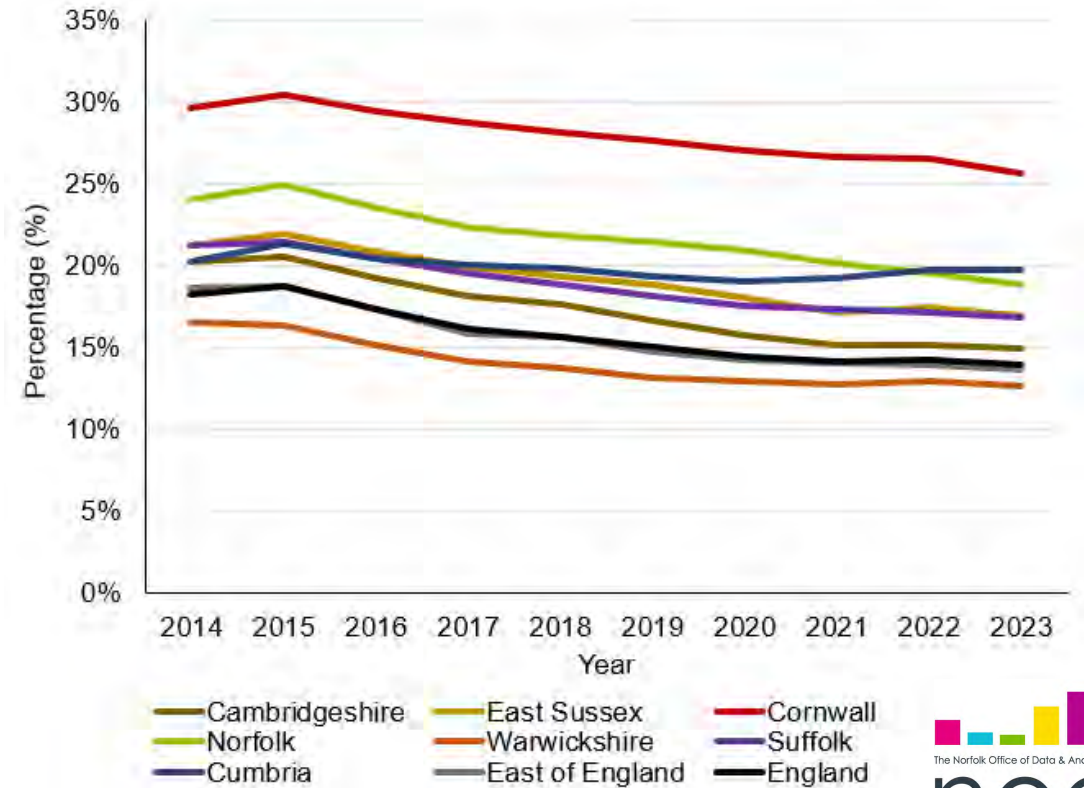
Sole proprietors

- Sole proprietor businesses account for 22% of the business base in North Norfolk. This is higher than the other Norfolk districts, Norfolk (19%), England and the East of England (both 14%).
- Comparing Norfolk with its statistical neighbours, Cornwall has the highest percentage of sole proprietors. Norfolk is below Cornwall, but above the remaining neighbours, East of England, and England. Almost all show a slight decline in sole proprietors from 2014 to 2023.

Sole proprietors as a proportion of the business base, 2023



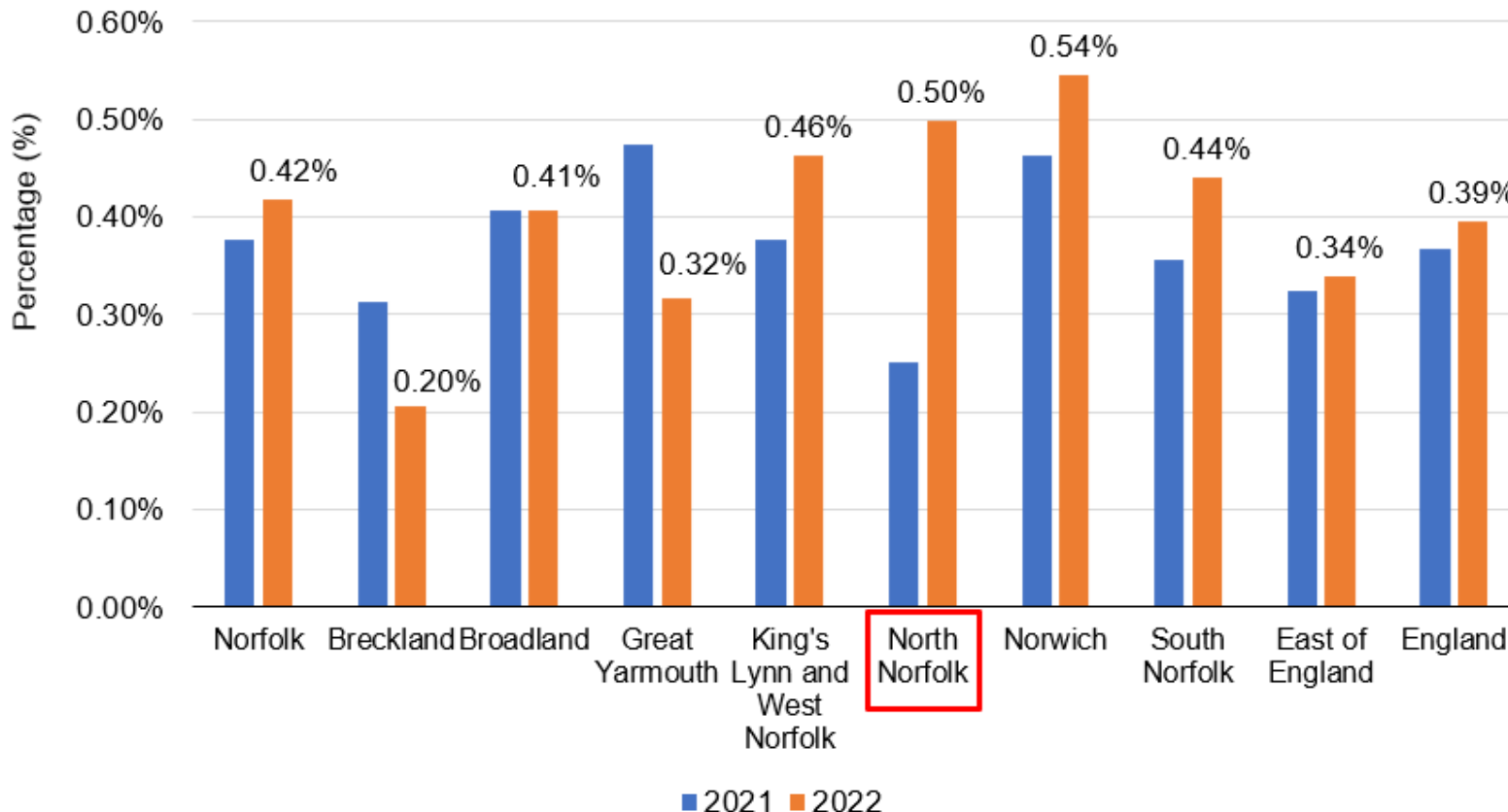
Sole proprietors as a proportion of the business base, 2014-2023



High Growth enterprises

- North Norfolk has the second highest proportion of 'High Growth' enterprises in 2022 (0.50%).
- North Norfolk is also higher than the Norfolk (0.42), East of England (0.34) and England average (0.39).

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.

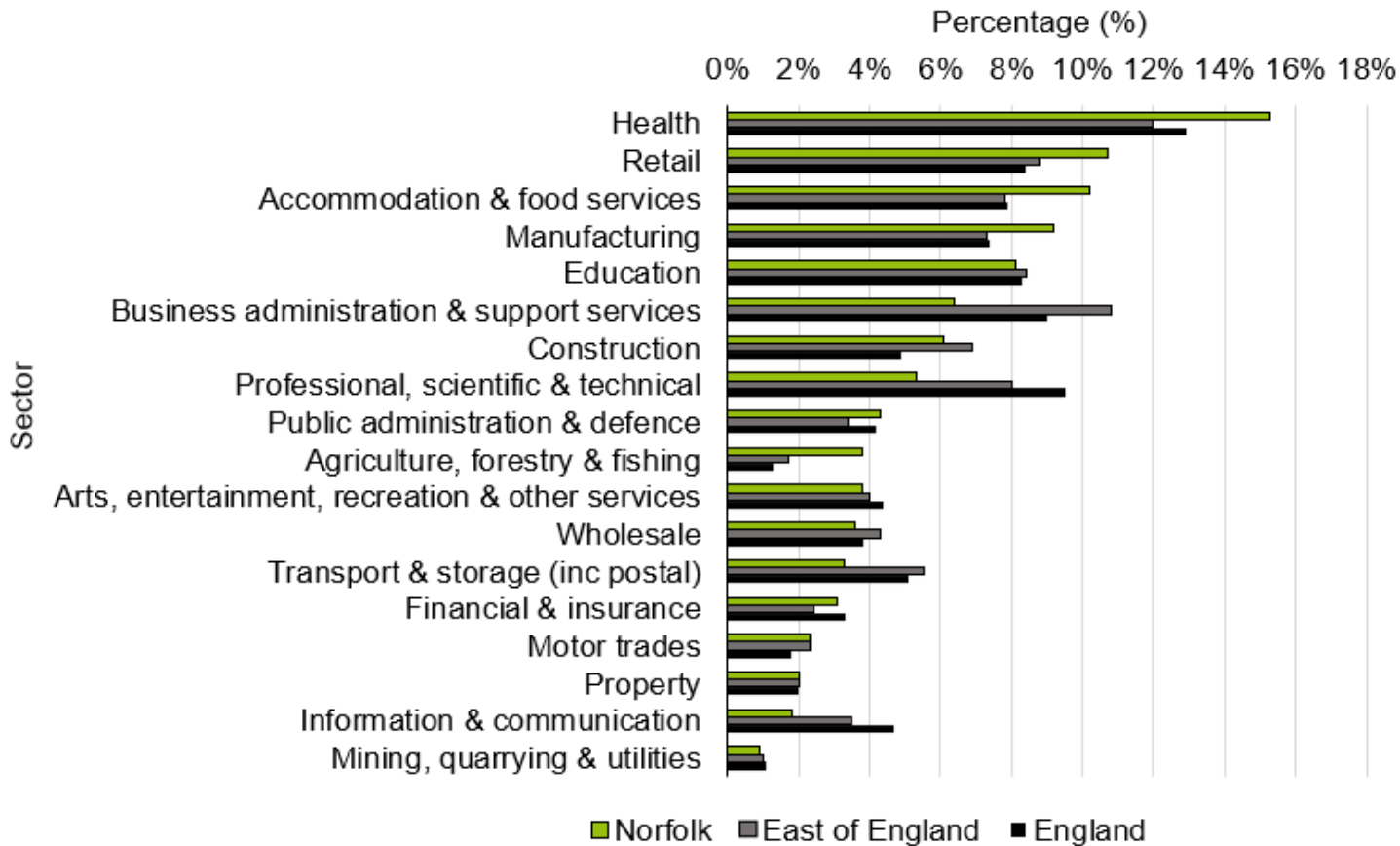
In practice, average annualised growth of 20% per annum over three years would be equal to 72.8% growth from xx-3 to year xx.

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 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.
- North Norfolk had a percentage change of 6.3%, which is higher than the Norfolk average (4.5%) but lower than the East of England (7.9%) and England (8.4%) average.

Employment by sector, 2022

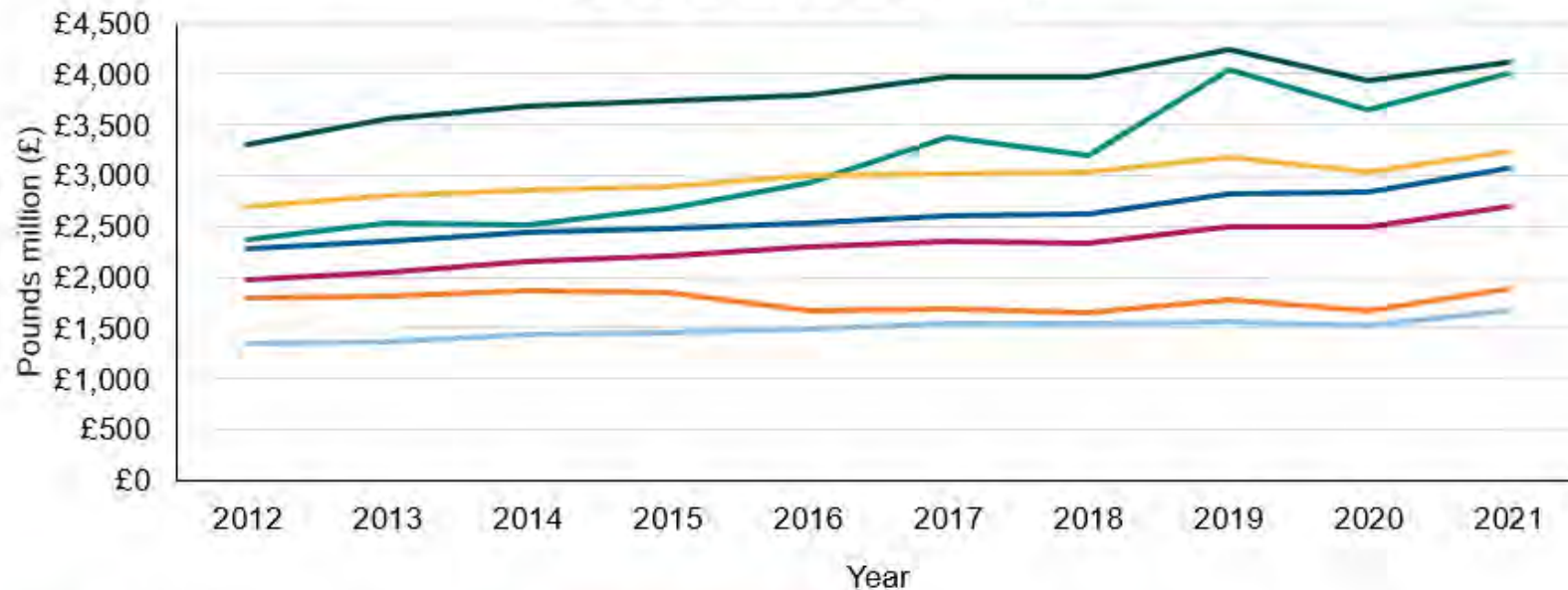


Location	Percentage employment change by area (2015-2022)
Norfolk	4.5%
Breckland	0.0%
Broadland	8.7%
Great Yarmouth	-2.6%
King's Lynn and West Norfolk	9.1%
North Norfolk	6.3%
Norwich	-2.3%
South Norfolk	15.7%
East of England	7.9%
England	8.4%
Lincolnshire	7.1%
Suffolk	6.4%
Cornwall	10.7%
Somerset	5.8%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

Productivity (GVA)

- The North Norfolk region was responsible for over £1.6 billion in GVA in 2021.
- The measure of GVA per hour worked shows that in 2020, North Norfolk was not more productive, on average, than the UK overall.

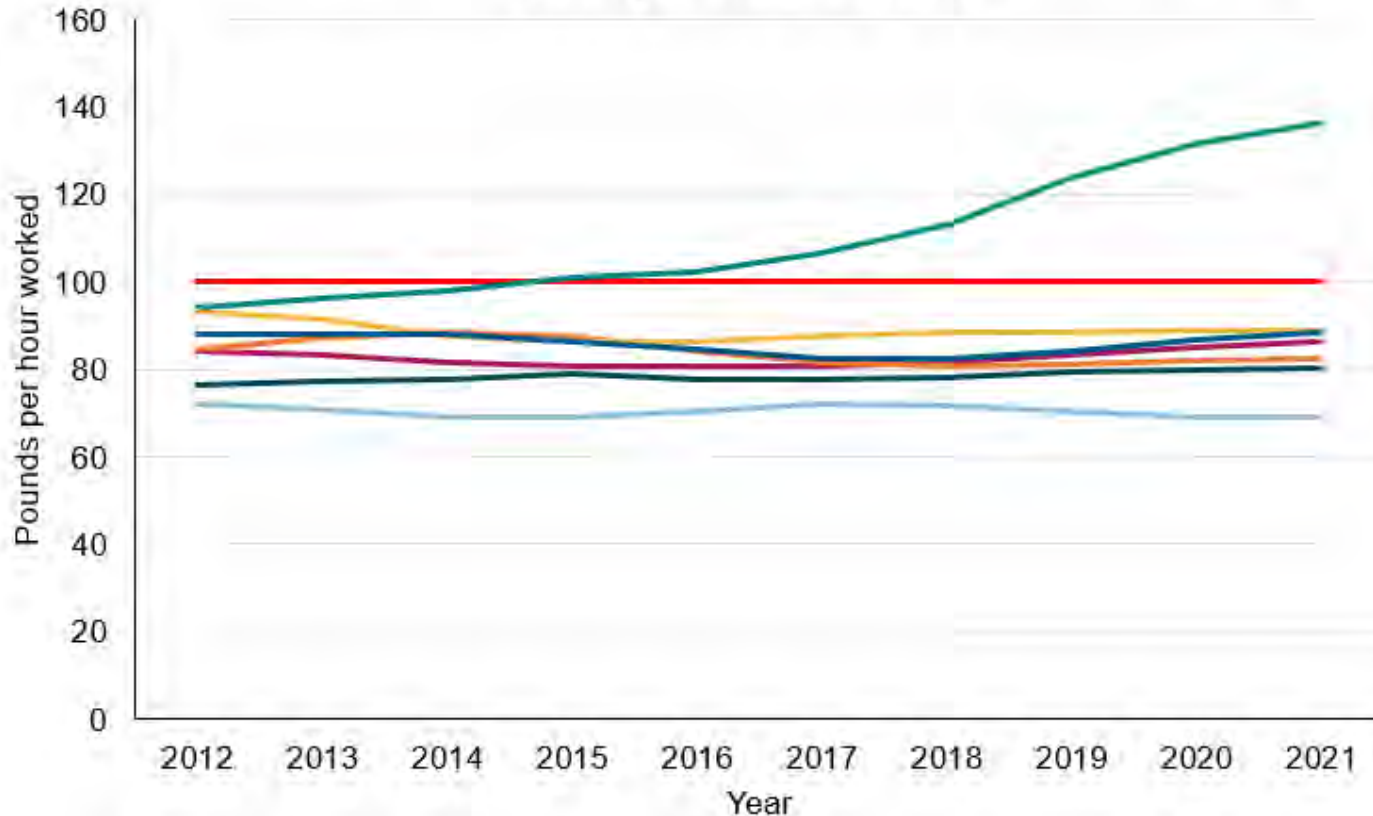
Regional gross value added (balanced) by Norfolk district, 2012 to 2021
(current prices, pounds million)



Location	Regional GVA (current prices, pounds million)	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-Region	N/A	£37.73

Indexed GVA per hour worked

Current Price (smoothed) GVA (B) per hour worked indices; Local Authority District, 2012 - 2021



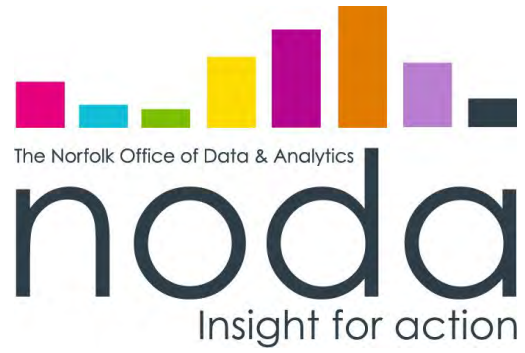
- UK less Extra-Regio
- Breckland
- Great Yarmouth
- Norwich
- King's Lynn and West Norfolk
- South Norfolk
- Broadland
- North Norfolk

- With the UK indexed to 100, we can see how the Norfolk districts compare to the country in terms of GVA (pounds per hour worked) between 2012 and 2021.
- Aside from Broadland, North Norfolk, along with the other districts, has remained below the UK index. This has been the same for the last 10 years.
- North Norfolk is the lowest of all the districts.

GVA by sector

- This table shows a breakdown of regional gross value added (balanced) by industry for Norfolk districts, in millions, for the year 2021.
- GVA for North Norfolk was £1.59bn.
- Services, Real estate activities and Owner-occupiers imputed rental' are some of the greatest contributors to GVA in North Norfolk.
- Production was also a high contributor to GVA in North Norfolk.

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



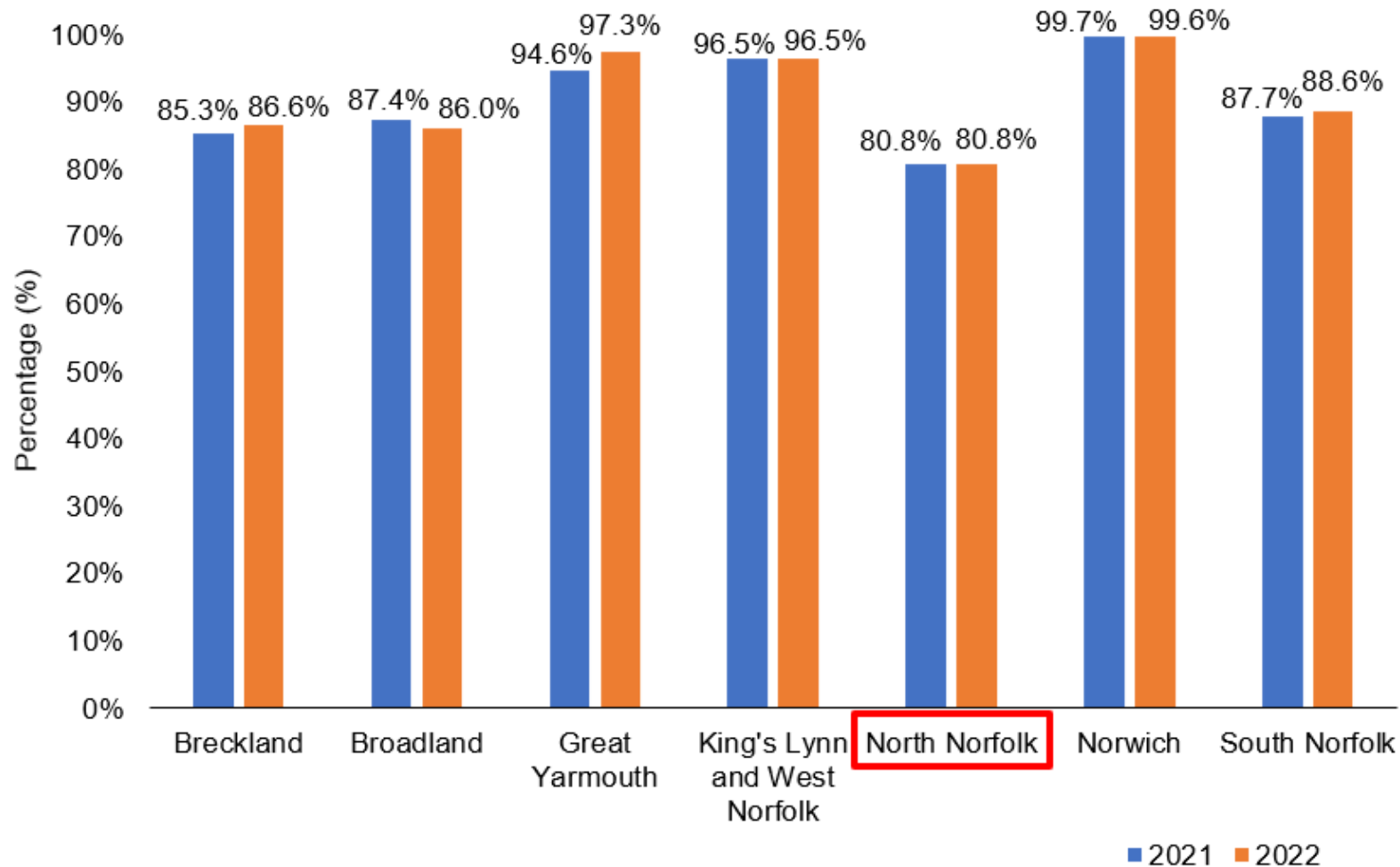
Norfolk
County Council

Place



4G coverage

4G services, geographic (outdoor): signal from all operators (%)

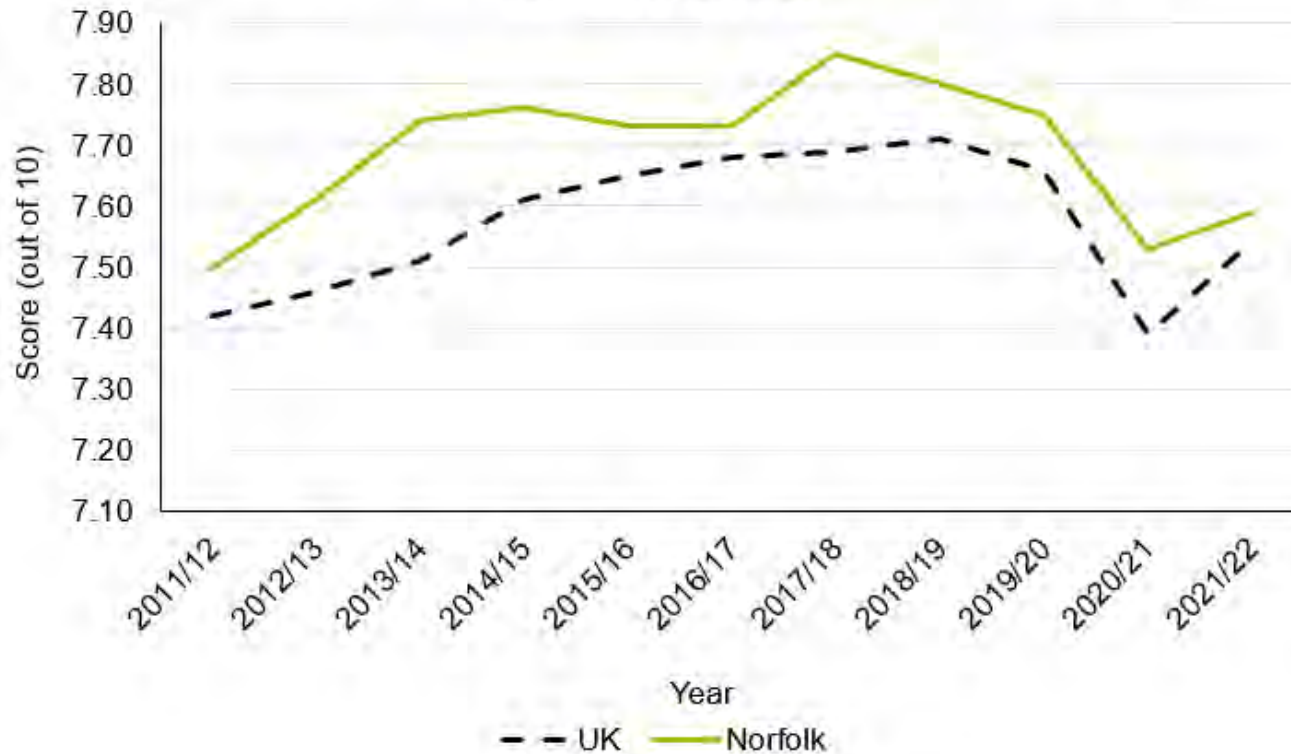


- North Norfolk has the lowest 4G coverage of all the districts (80.8%).
- 4G Coverage has remained the same for North Norfolk in both 2021 and 2022.
- The average of the 2022 figures is 90.8%, so we could infer that Norfolk as a whole has 90.8% 4G coverage from all operators.
- This is up slightly from an average of 90.3% in 2021.

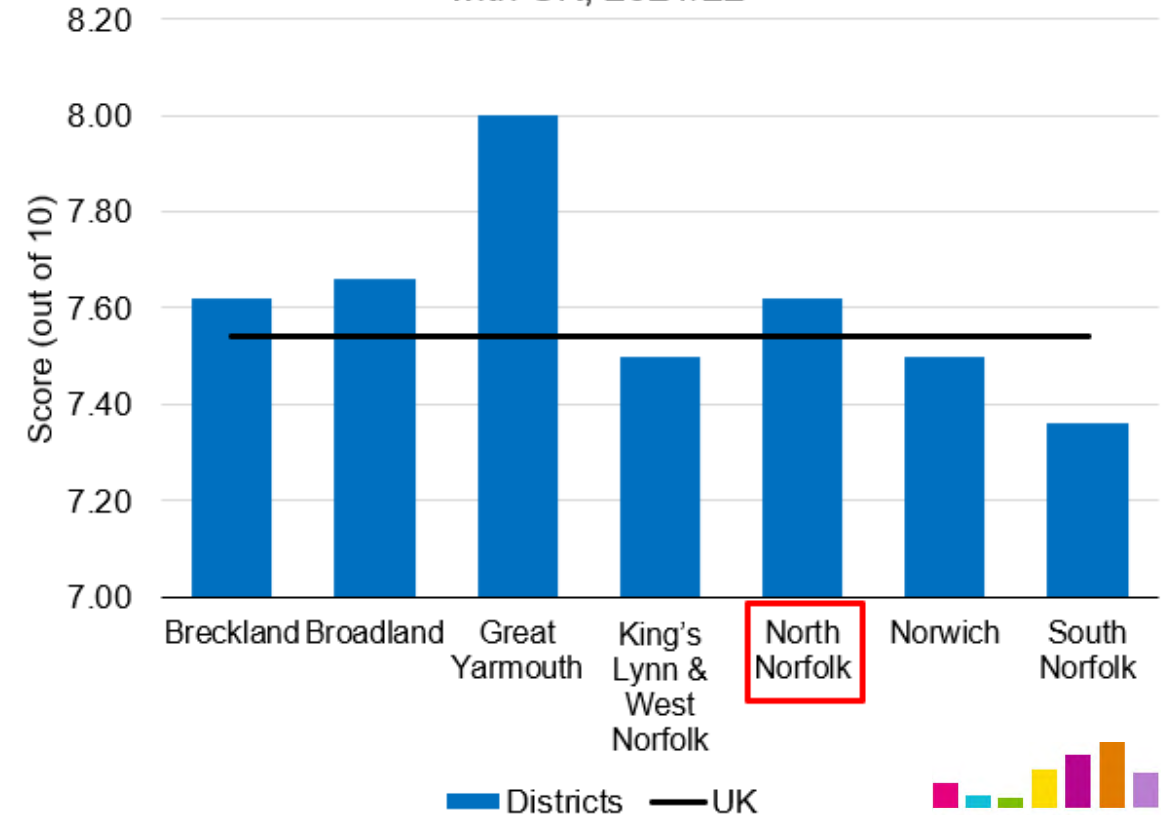
Wellbeing – life satisfaction

- Life satisfaction scores in Norfolk have consistently remained above UK scores for the last 10 years.
- Life satisfaction scores in North Norfolk (7.62) are higher than the UK scores (7.54).

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



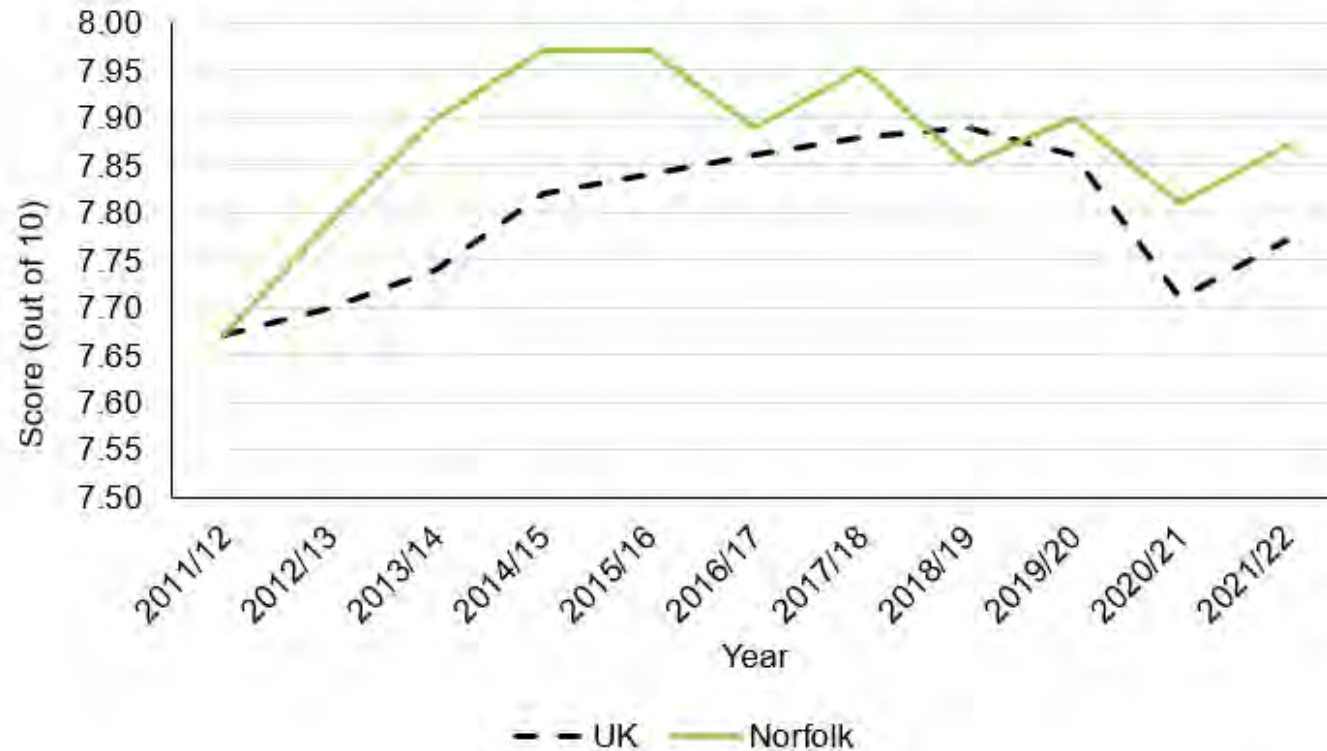
Source: [Annual Population Survey, Office for National Statistics](#)

Question: Overall, how satisfied are you with your life nowadays? Where 0 is 'not at all satisfied' and 10 is 'completely satisfied'.

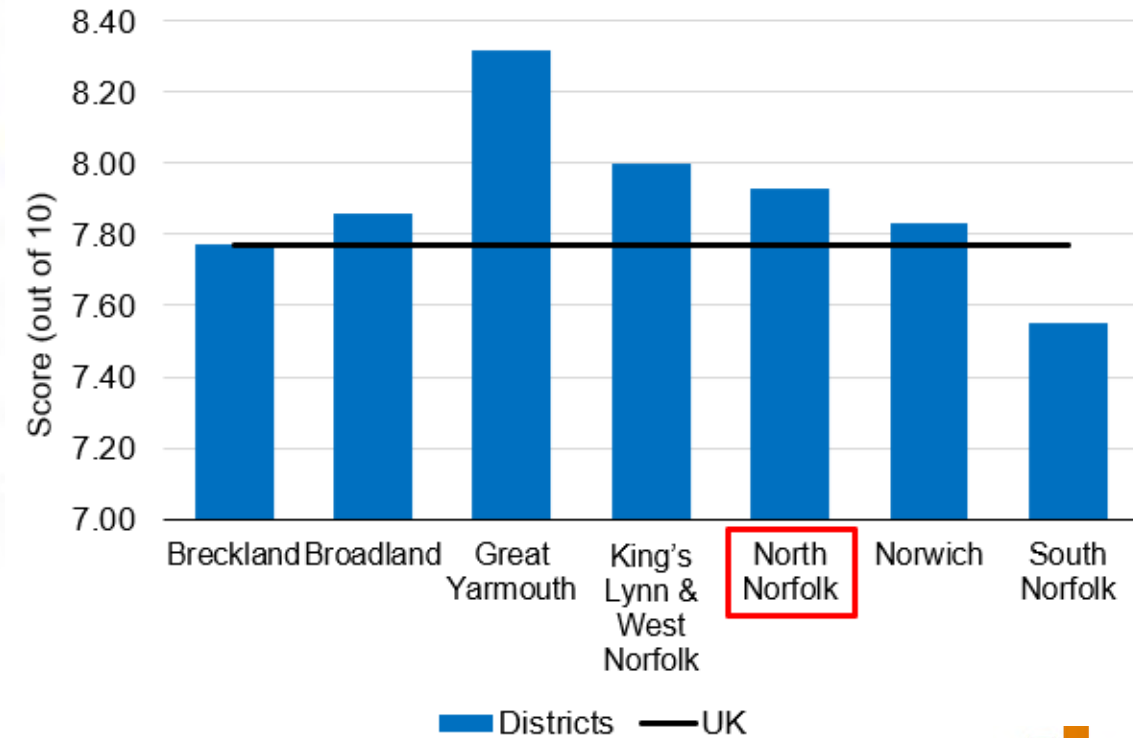
Wellbeing – a worthwhile life

- Data for 2021/22 shows that Norfolk scores are higher than the UK overall for feeling the 'things' people 'do' in life are 'worthwhile'.
- 'Feeling worthwhile' scores in North Norfolk are the third highest of all districts (7.93). North Norfolk scores are also higher than UK scores (7.77).

Feeling worthwhile scores (out of 10) for Norfolk and the UK
2011/12 - 2021/22



Feeling worthwhile scores, districts compared with UK, 2021/22



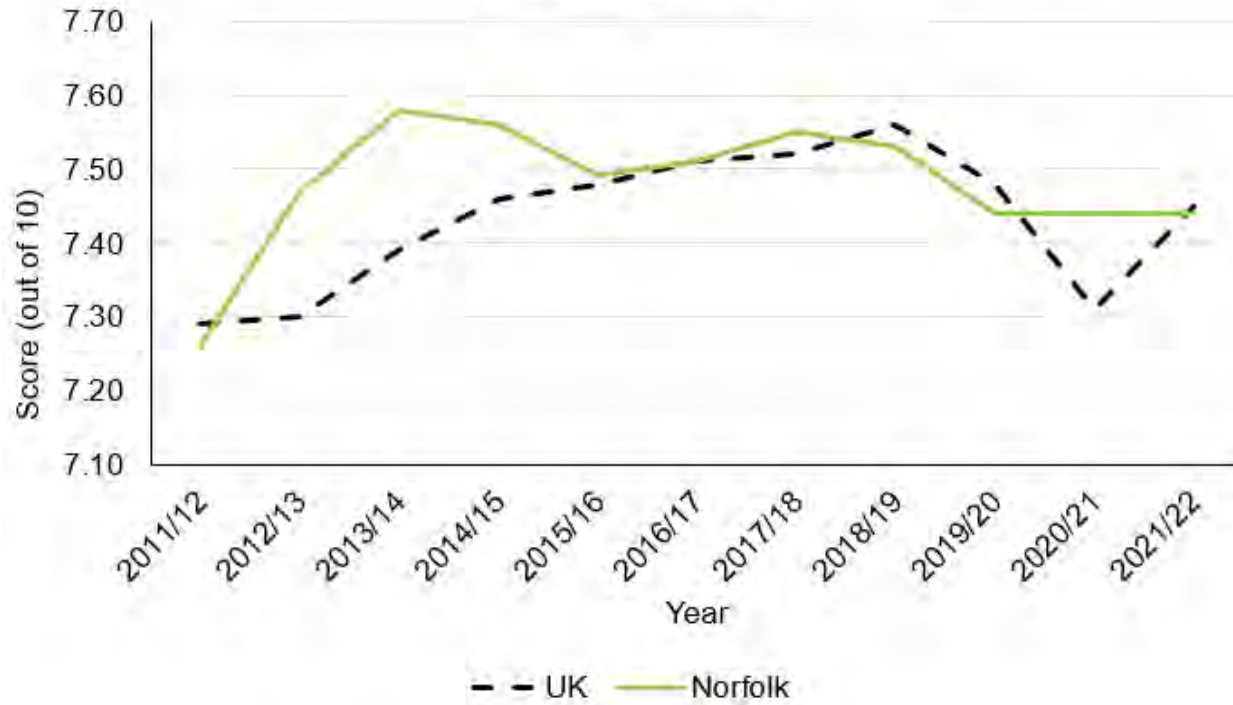
Source: [Annual Population Survey, Office for National Statistics](#)

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'.

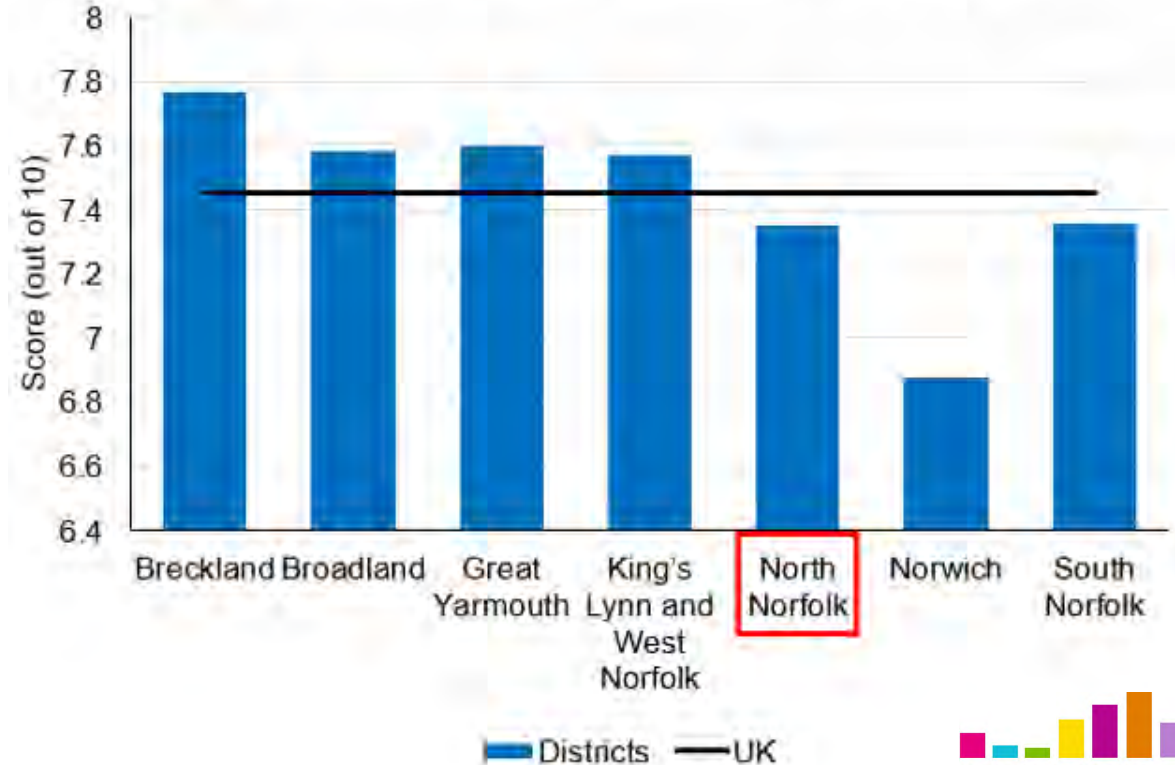
Wellbeing – happiness

- 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.
- North Norfolk has the second lowest happiness scores of all the districts (7.35) which is also lower than the UK average (7.54).

Happiness scores (out of 10) for Norfolk and the UK
2011/12 - 2021/22



Happiness scores, districts compared with UK, 2021/22



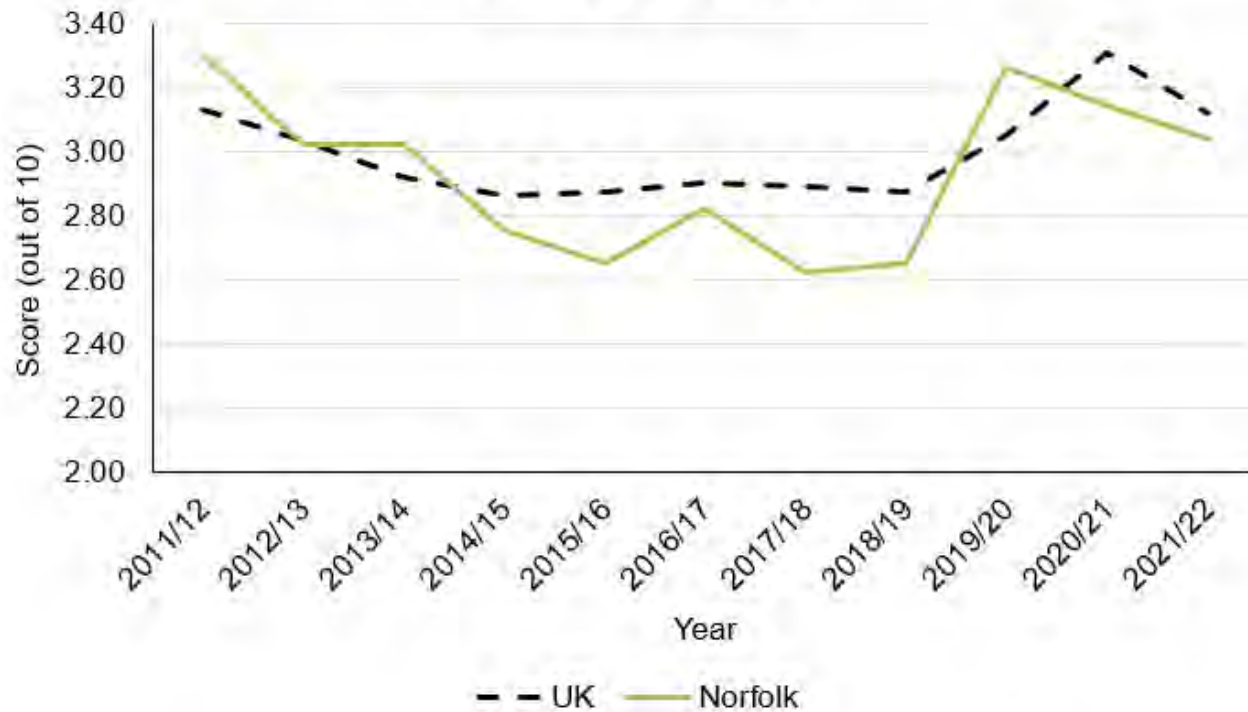
Source: [Annual Population Survey, Office for National Statistics](#)

Question: Overall, how happy did you feel yesterday? Where 0 is 'not at all happy' and 10 is 'completely happy'.

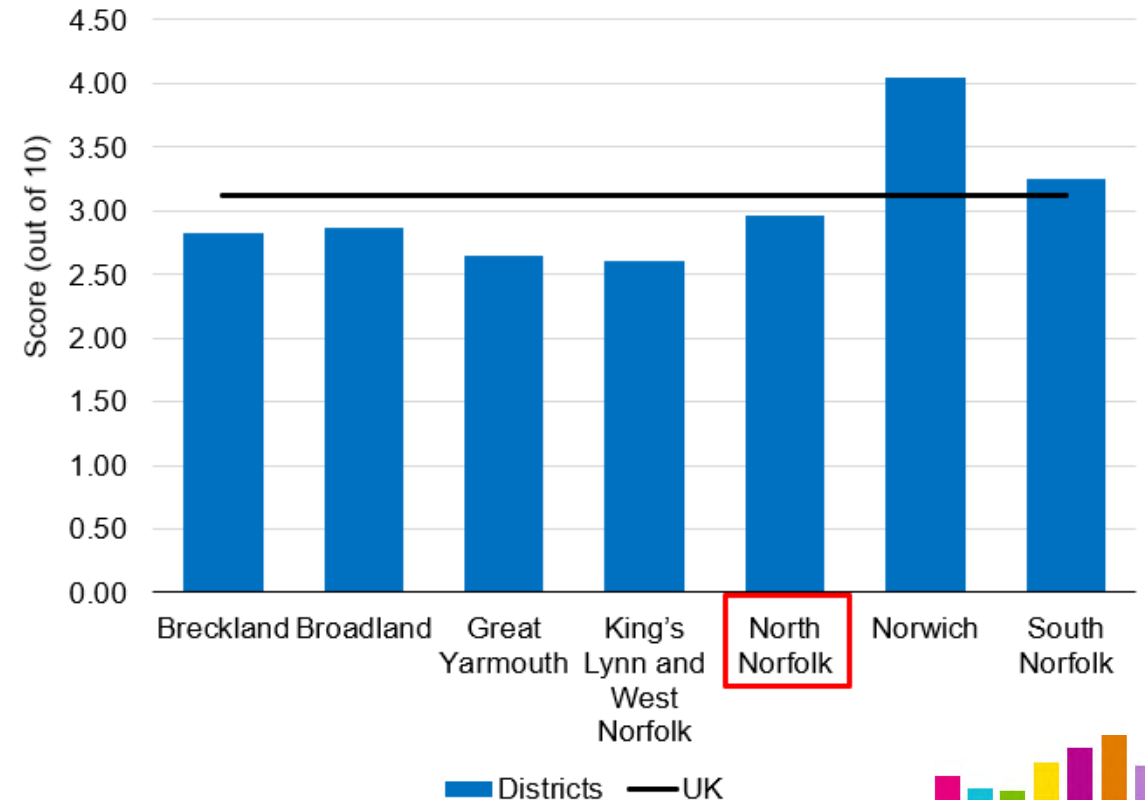
Wellbeing – anxiety

- Feelings of anxiety for Norfolk residents have been in-line with the UK overall.
- North Norfolk (2.96), along with most other Norfolk districts, have lower anxiety scores than of the UK overall (3.12).

Feelings of anxiety scores (out of 10) for Norfolk and the UK, 2011/12 to 2021/22



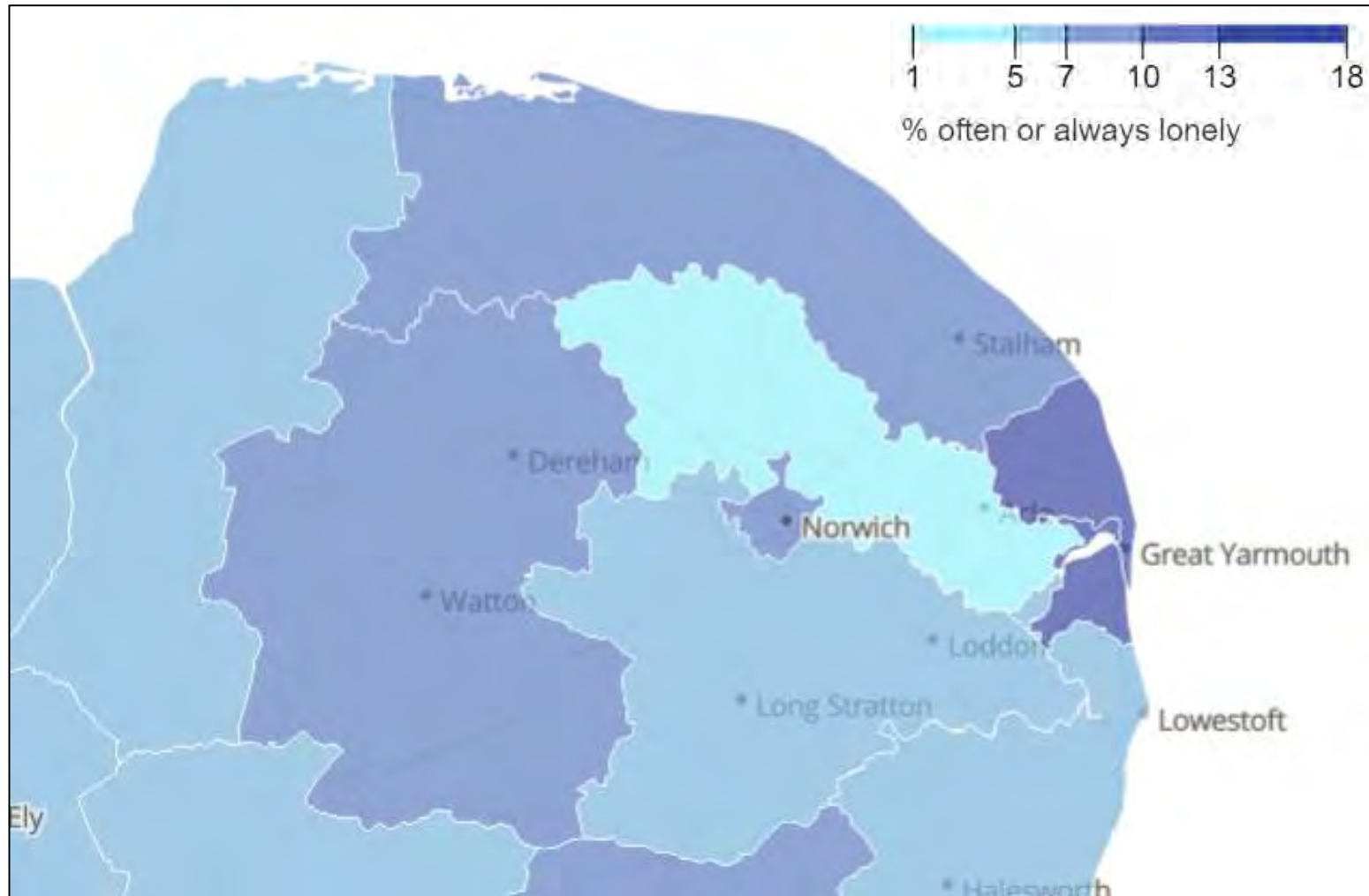
Feelings of anxiety scores (out of 10), districts compared with UK, 2021/22



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



- The map shows a measure of loneliness – the percentage of adults aged 16 and over reporting “often or always” feeling lonely, from 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:

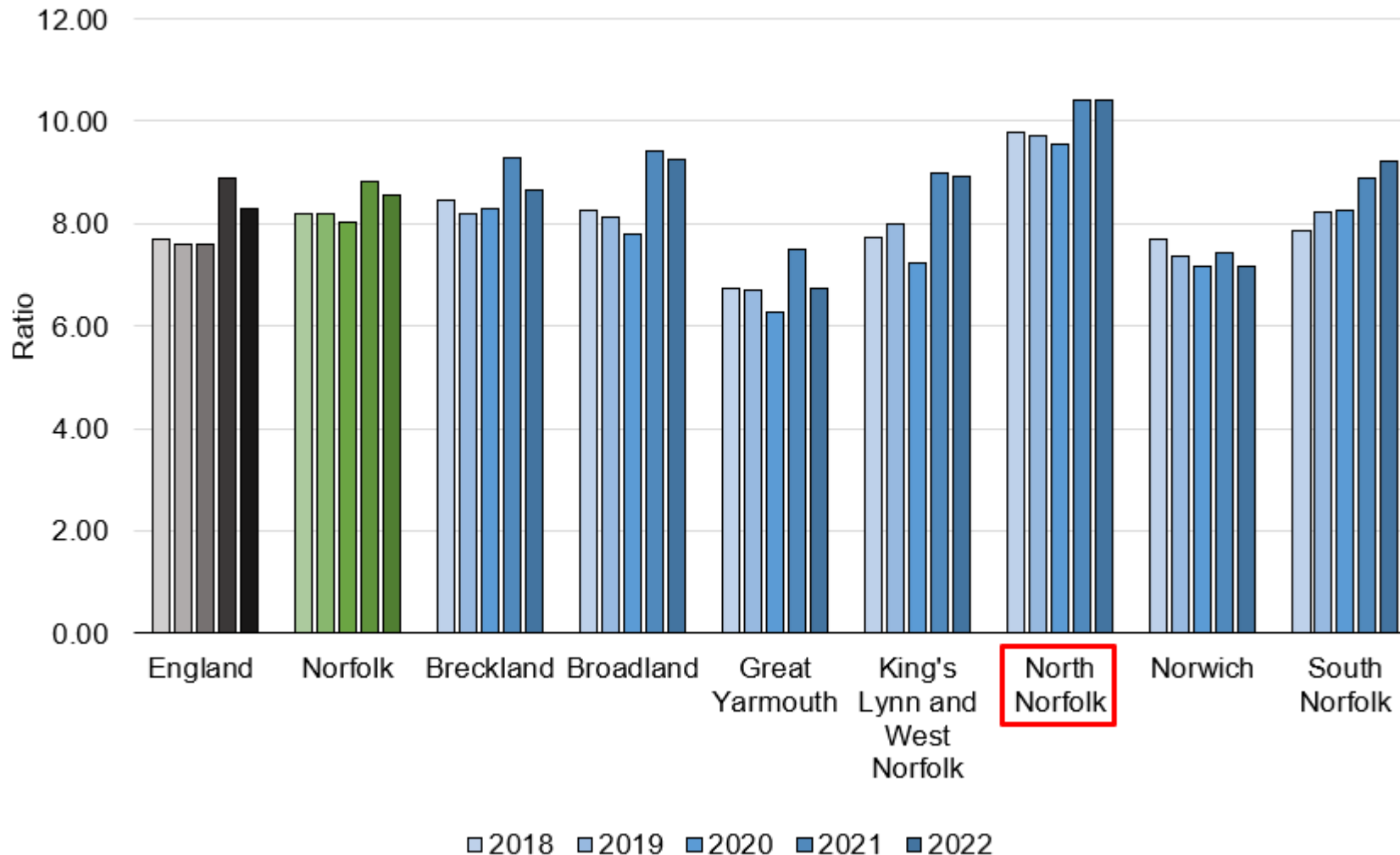
- Breckland 7.7%
- Broadland 4.5%
- Great Yarmouth 10.7%
- KL & WN 6.3%
- North Norfolk 8.5%
- Norwich 8.4%
- South Norfolk 6.8%

- 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

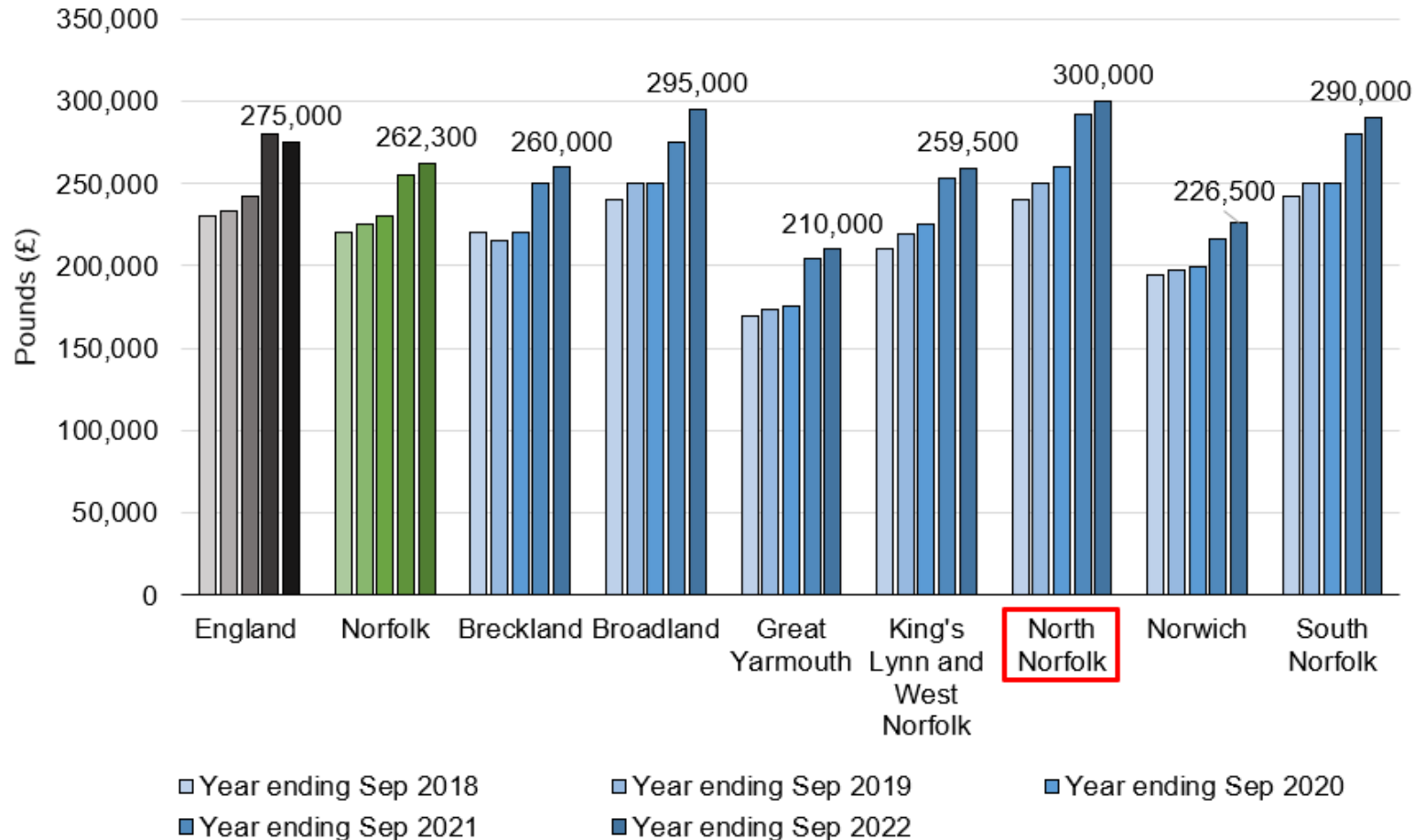


- This chart shows the ratio of housing affordability for Norfolk districts, Norfolk, and England.
- For this measure, a higher ratio indicates that on average, it is less affordable for a resident to purchase a house in their local authority district. Therefore, Norfolk's affordability of housing (in comparison to earnings) of 8.57 (for 2022) is less affordable than England (8.28).
- In 2022, North Norfolk (10.43) had the highest ratio, meaning it is less affordable for those who live there to buy a house, compared to other Norfolk districts.
- North Norfolk has a higher ratio than Norfolk (8.57) and England (8.28).

Source: [House price \(existing dwellings\) to residence-based earnings ratio - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/house-price-existing-dwellings-to-residence-based-earnings-ratio)
 A higher ratio indicates that on average, it is less affordable for a resident to purchase a house in their local authority district.

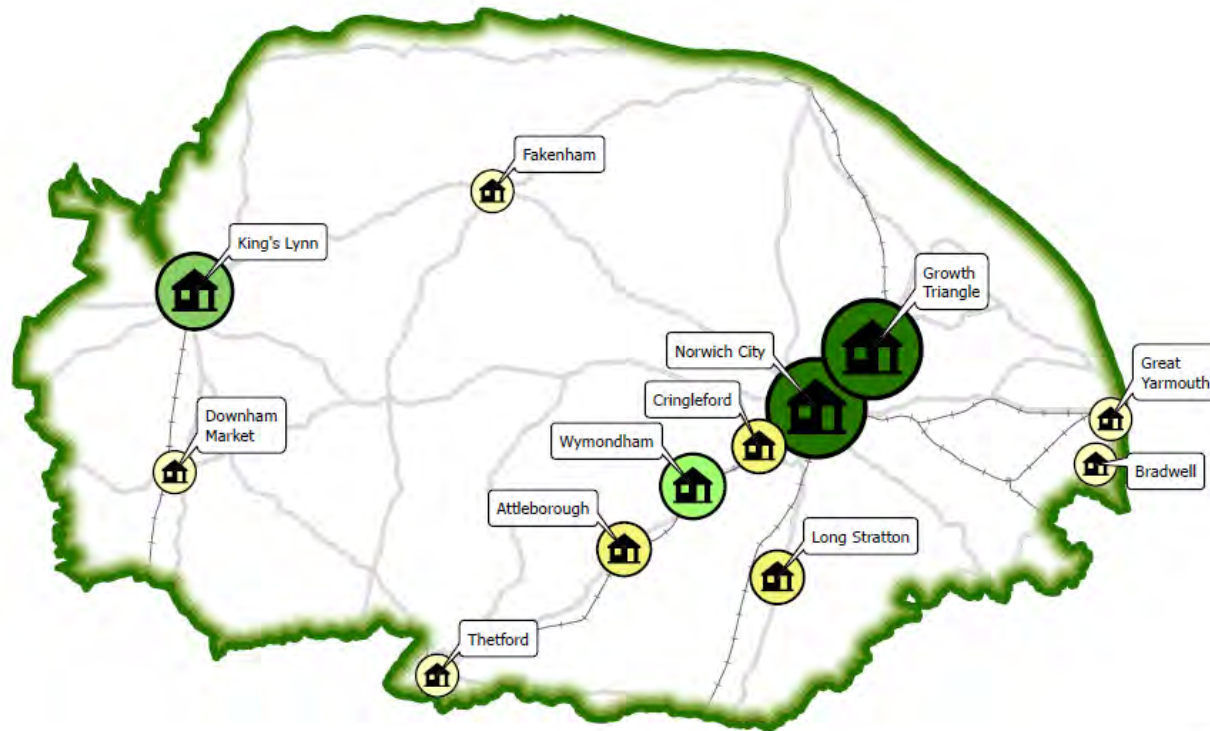
House prices

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.
- The median price paid for a house in North Norfolk is £300,000, which is higher than the Norfolk and England average.
- The median price paid for a house in North Norfolk increased by £60,000 between the year ending September 2018 and the year ending September 2022.
- This increase is higher than England for the same period (£45,000).

Planned housing



Planned Housing Growth

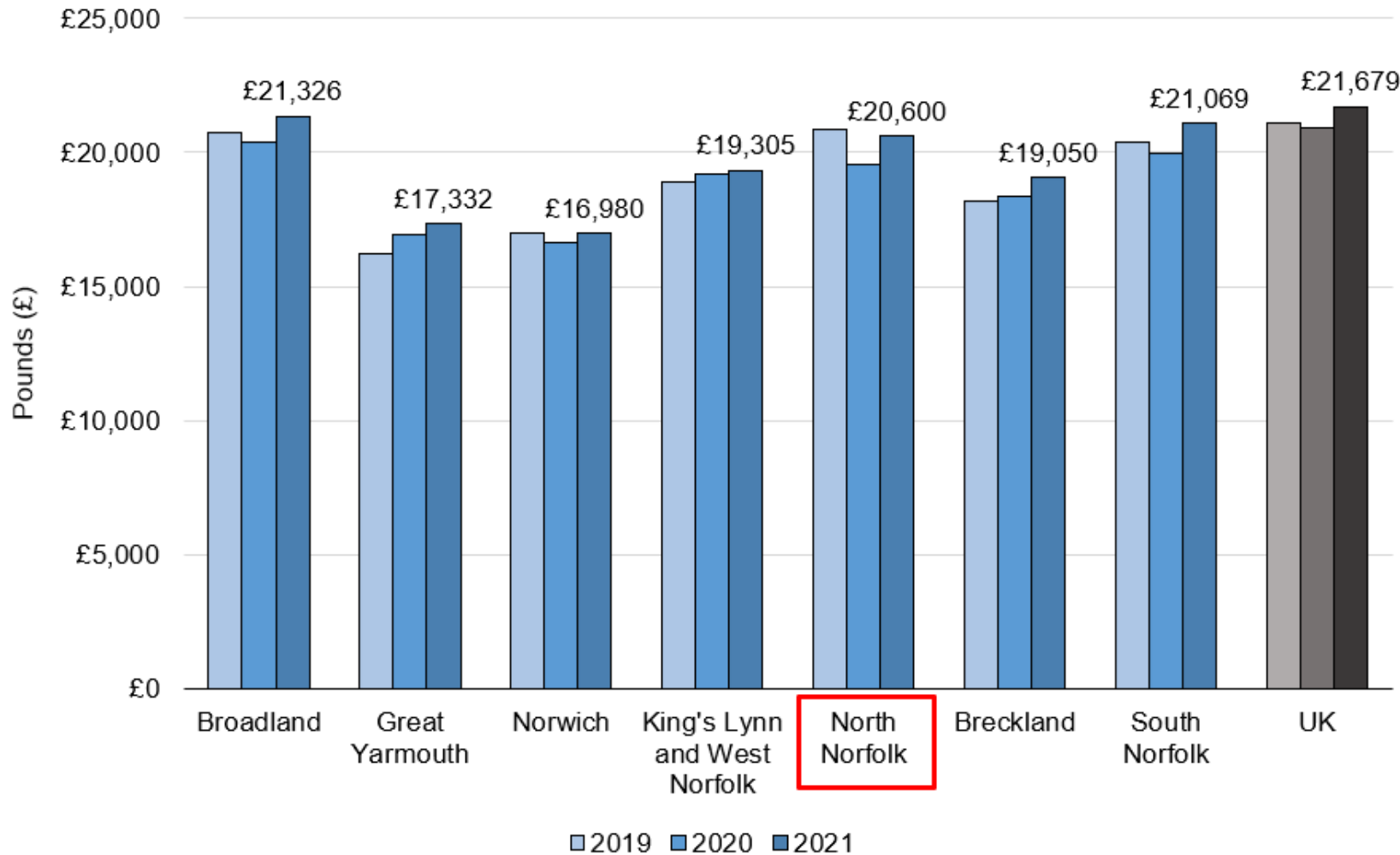


- This map shows the planned housing in Norfolk– taken from several local plans. It shows housing growth along the ‘Cambridge Norwich Tech Corridor’.
- North Norfolk key strategic housing sites have been identified from the following local plan:
 - North Norfolk 2001 – 2025
- North Norfolk have 8,025 houses planned, with 8,661 houses built since the Local Plans have been adopted.
- 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).

Norfolk district	Local Plan period	Number of houses planned in the Local Plan period	Completions since start of Local Plan Period Total (Annual Average)
Breckland	2011-2036	15,298	7,029
Great Yarmouth	2013-2030	5,303	2,829
King’s Lynn & West Norfolk	2001-2026	16,500	11,471
North Norfolk	2001-2025	8,025	8,661
Greater Norwich Local Plan (Broadland, Norwich and South Norfolk)	2018-2036	45,041	9,426
Norfolk Total		90,167	39,416

Gross disposable household income (GDHI) per head

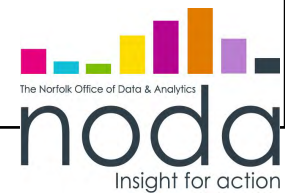
Gross Disposable Household Income, Norfolk districts vs UK, 2019 - 2021



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 £20,600 in North Norfolk, but all of the Norfolk districts are below the UK overall.
- When looking at the 5-year change between 2017 and 2021, North Norfolk had a slightly smaller percentage change than the UK as a whole:

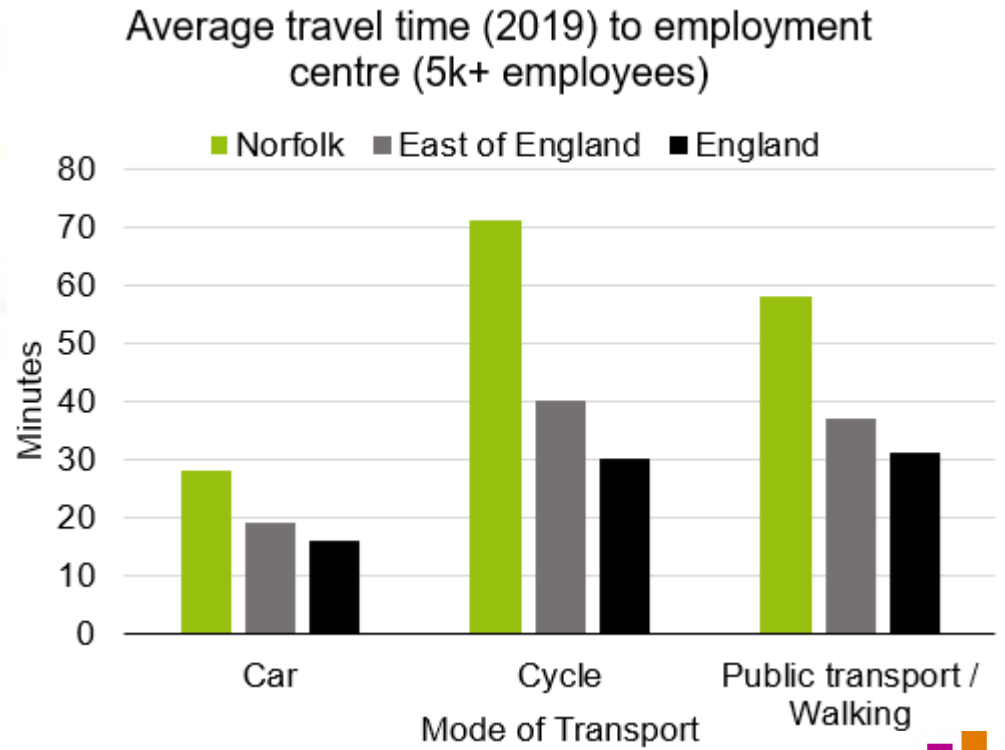
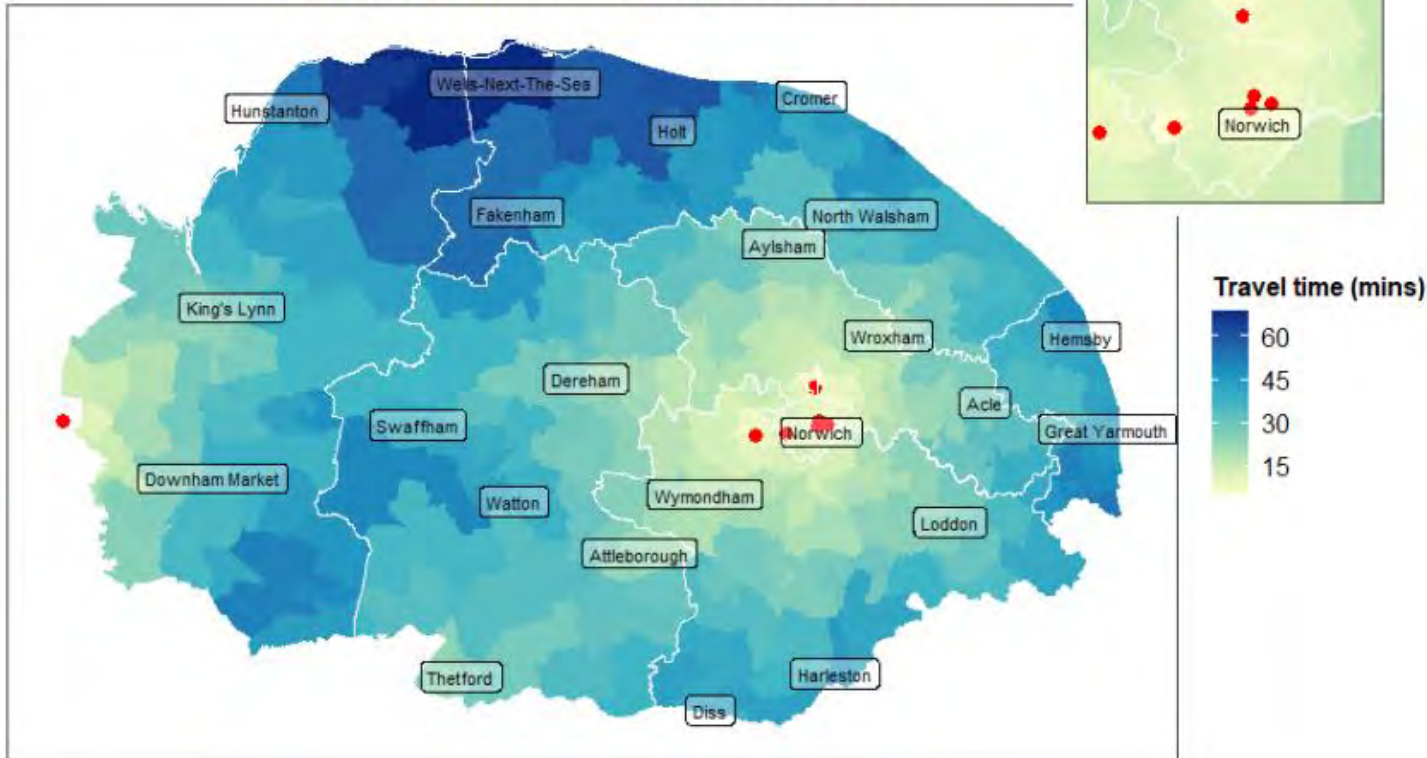
Breckland	+12.6%
Broadland	+7.2%
Great Yarmouth	+16.0%
KL & WN	+11.4%
North Norfolk	+9.4%
Norwich	+10.2%
South Norfolk	+9.6%
UK	+10.0%



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.
- Some areas of North Norfolk are over an hour, on average, by car from the nearest employment centre of 5,000+.
- This chart shows that Norfolk has higher travel times by all methods of transport to employment centres of 5000+ employees compared to the East of England and England.

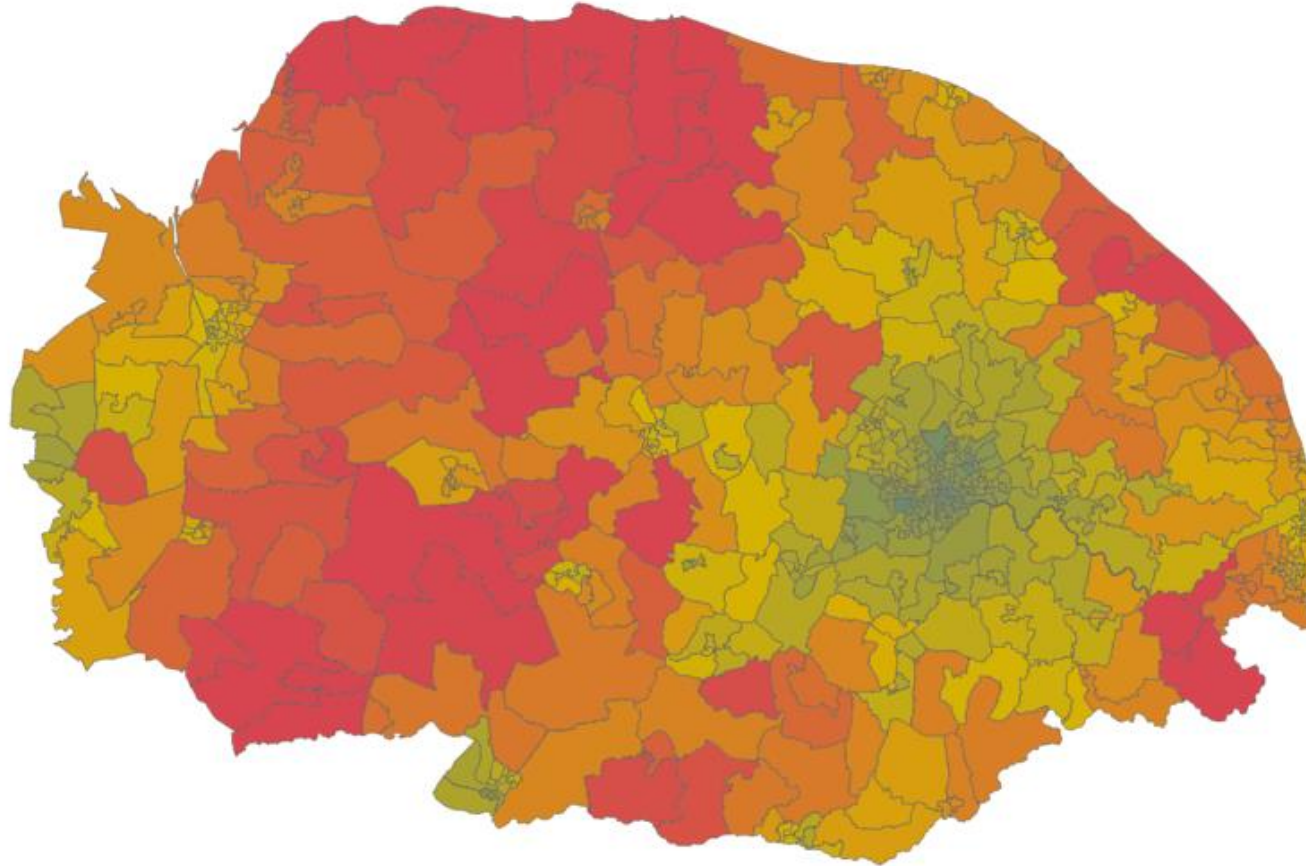
Average car travel times by LSOA, 2019



Note – an employment centre is defined as an LSOA where there are 5,000 or more jobs. These are marked on the map with red dots. However, as this is a screen shot, not all employment centres are shown. Norfolk has seven LSOAs that meet the criteria; five in Norwich, one in Broadland and one in South Norfolk.

Journey Times by Public Transport/Walking

Average journey time by public transport/walking in minutes by LSOA (2019)



Source: Department for Transport, Journey Time Statistics (2019)

This map illustrates the average travel time in minutes to a large employment centre (5000+ jobs) by public transport/walking by LSOA.

Red areas on the map show a **longer** journey time and **green** areas show a **shorter** journey time on average.

The map highlights the disparity in journey times between urban and rural/coastal areas of the county given the greater proportion of green zones in the Greater Norwich Area and a larger proportion of red areas in the north and the south-west of the county.

It should be noted that individual journeys **in excess of 120 mins are assigned a maximum value of 120** minutes. This means that some individual journeys could take longer but are reported as 120 minutes and could impact the reported average journey time.

Source: [Department for Transport, Journey Time Statistics \(2019\)](#)

Bus services

Bus Service Coverage: This map shows the current coverage of routes across Norfolk. Also shown are the current and proposed 'gold stops' and travel hubs.



Bus Service Frequency: This map shows the bus routes (not including those within urban centres) that have services with a frequency of every 30 minutes or better.



There are currently 220 services, run by 14 operators, in operation in Norfolk. 89% of the network is run commercially while the remaining 11% is covered by tendered services (funded and contracted out by the county council) which are either fixed route or demand responsive services. Frequency of service varies, with the more concentrated frequencies being in and between the urban centres of Norwich, Great Yarmouth and King's Lynn. Areas in which services are less frequent (in the north, west and south of the county) tend to have one bus per hour or less.

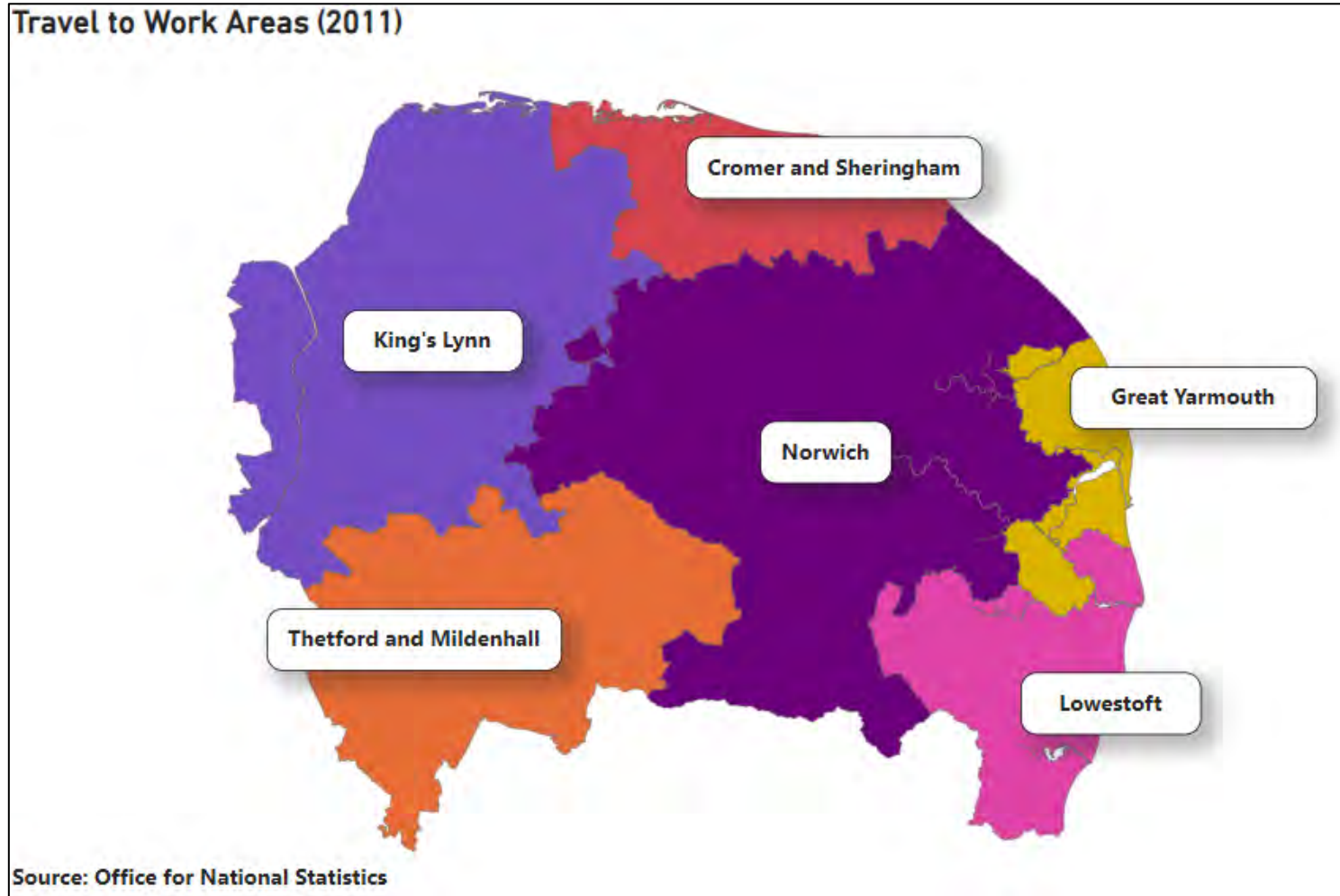
Access to services

- North Norfolk has the highest average travel times of all the districts across all methods of transport to key services.
- Travel times are also higher across all methods of transport compared to the Norfolk, East of England and England average.

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	13 mins 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.

Travel to Work Areas (TTWAs)



This map illustrates the Travel to Work Areas (TTWAs) which occur in the Norfolk area. TTWAs are a geography created to approximate labour market areas. In other words, they are derived to reflect self-contained areas in which most people both live and work

The current criteria for defining TTWAs are that **at least 75% of the area's resident workforce works in the area and at least 75% of the people who work in the area also live in the area**. The area must also have an economically active population of at least 3,500.

The six defined TTW boundaries in the Norfolk area are:

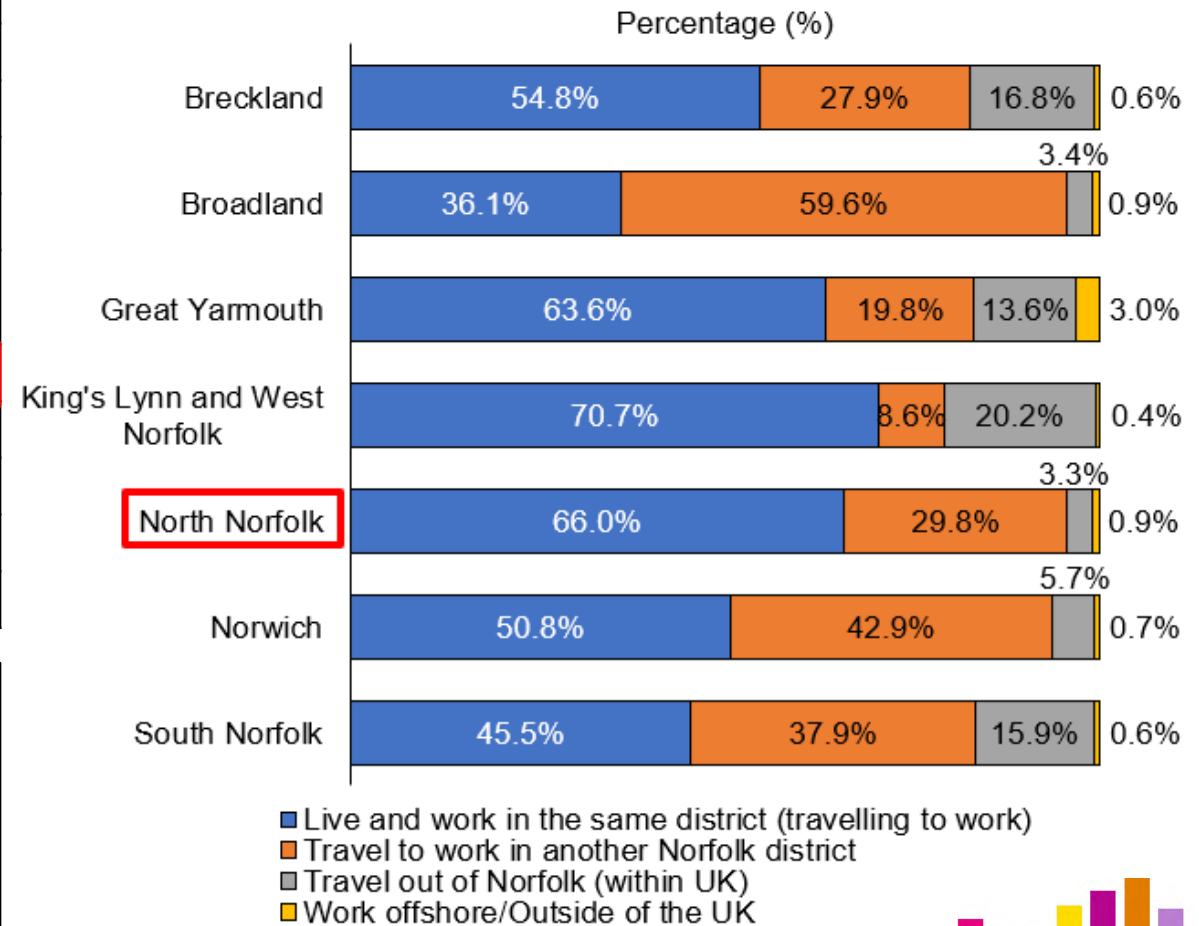
- Cromer and Sheringham
- Great Yarmouth
- King's Lynn
- Lowestoft
- Norwich
- Thetford and Mildenhall

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.
- The percentage of people who mainly work at or from home in North Norfolk is 24.3%. This is lower than the Norfolk, East of England and England average.
- Excluding those who work from home, North Norfolk has the second highest proportion of people both living and working in the same district (66.0%).
- North Norfolk also had 29.8% of people of usual residence travelling out of Norfolk to work elsewhere in the UK.

Location	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%

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



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 \(ons.gov.uk\)](https://ons.gov.uk/travel-to-work-quality-information-for-census-2021)

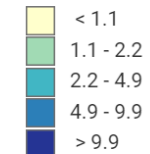
Emissions per km – Norfolk districts

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



Legend

Emissions are in kt CO₂e except for the Per Capita, which are in t CO₂e



The size of point sources are relative to their emission.

- 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%).

Emissions over time – North Norfolk

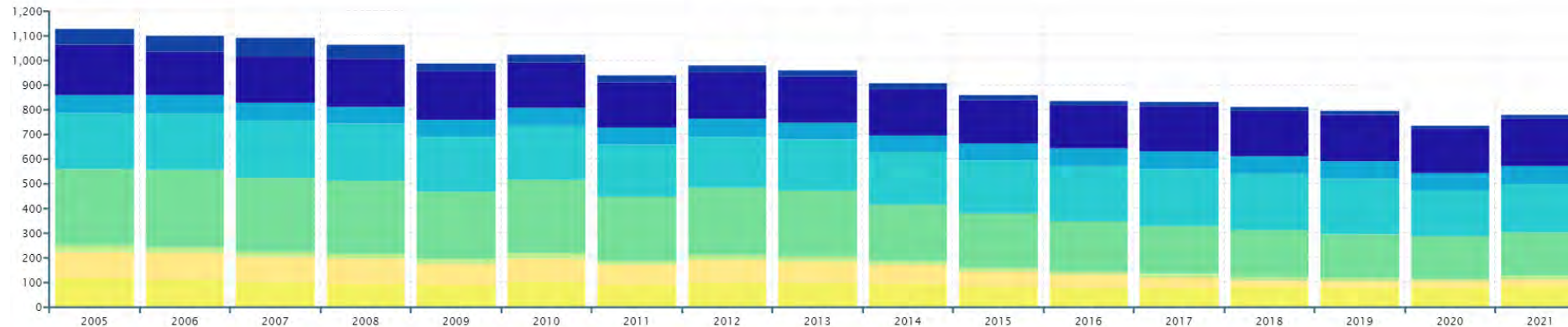
The chart shows greenhouse gas emissions (kt CO₂e) between 2005 and 2021 for North Norfolk.

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)	Count
Per Capita Emissions (tCO₂e)	7.6
Population ('000s, mid-year estimate)	103.3
Emissions per km² (kt CO₂e)	0.8
Area (km ²)	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

**Produced by the Norfolk Office of Data & Analytics (NODA)
Data correct as of March 2024 (unless otherwise stated)**