



Greater Norwich Demographic Insight



SEPTEMBER 2022

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1. Introduction

- 1.1 This appendix details information and data from several sources to establish customer needs within the Greater Norwich area, including individual demographic analysis for Norwich City, Broadland District and South Norfolk District.
- 1.2 Several sources have been used throughout, including:
- Local Authority Wide Data;
 - Sport England Local Insight Tool;
 - Annual Population Survey (2020);
 - Public Health England Local Health Profile;
 - Census 2011;
 - Index of Multiple Deprivation 2019 (IMD);
 - Sport England Active Lives Survey; and
 - Housing growth data from the Greater Norwich Local Plan.

2. Overview of South Norfolk

Population

- 2.1 The ONS Mid-Year Estimates 2020 predicts South Norfolk to have a population of 143,066 people, an estimated growth of 13.3% since the 2011 census (124,012).
- 2.2 The population of South Norfolk is older than average, it is estimated that circa 18% are aged under 15 years (England average 19%) whilst 58% are of working age, lower than the England average of 62%. The remaining 24% are aged over 65 years (England average 18.5%).
- 2.3 A breakdown of the population estimates is shown in Table 2.1 below which gives an age group breakdown alongside national comparisons.

Table 2.1 – South Norfolk Population Estimates by Age Group

Age Groups (years)	South Norfolk	South Norfolk (%)	England (%)
0-14	24,276	17.0%	18.1%
15-24	13,306	9.3%	11.6%
25-34	14,685	10.2%	13.5%
35-44	17,014	11.9%	12.8%
45-54	20,003	14.0%	13.3%
55-64	19,373	13.6%	12.4%
65-74	17,942	12.6%	9.9%
75-84	11,755	8.2%	6.2%
85+	4,712	3.3%	2.5%
Total	143,066	100%	100%

- 2.4 The table above further emphasises the older population. Those aged under 24 years represent only c.26% of South Norfolk's population compared to c.30% in England. The population of over 45's in South Norfolk exceeds national averages. For example, those aged between 45-64 represent 18% of the district, compared to 16% nationally. More significantly, those over 75 years in South Norfolk represent 11.5% of the population, compared to only 9% nationally.
- 2.5 The older aged population in South Norfolk will have an impact on the health and wellbeing needs within the area as older people tend to have poorer health which present barriers to participation in physical activity.

Population Growth

- 2.6 According to the 2018 Estimations published by the ONS, the population of South Norfolk is expected to increase by c.19,800 people (14%) in 10 years-time. By 2036 (15 years-time), the population is projected to increase by 18.3% (c.26,000) from its current estimate.

Dependent Children

- 2.7 As shown above, the number of people aged under 15 in the district is below average. According to the 2011 census, 36.5% of the district's family households have dependent children. This is much lower than the national average of 43% for dependent children, however, this figure is reflective of the older population in the district.

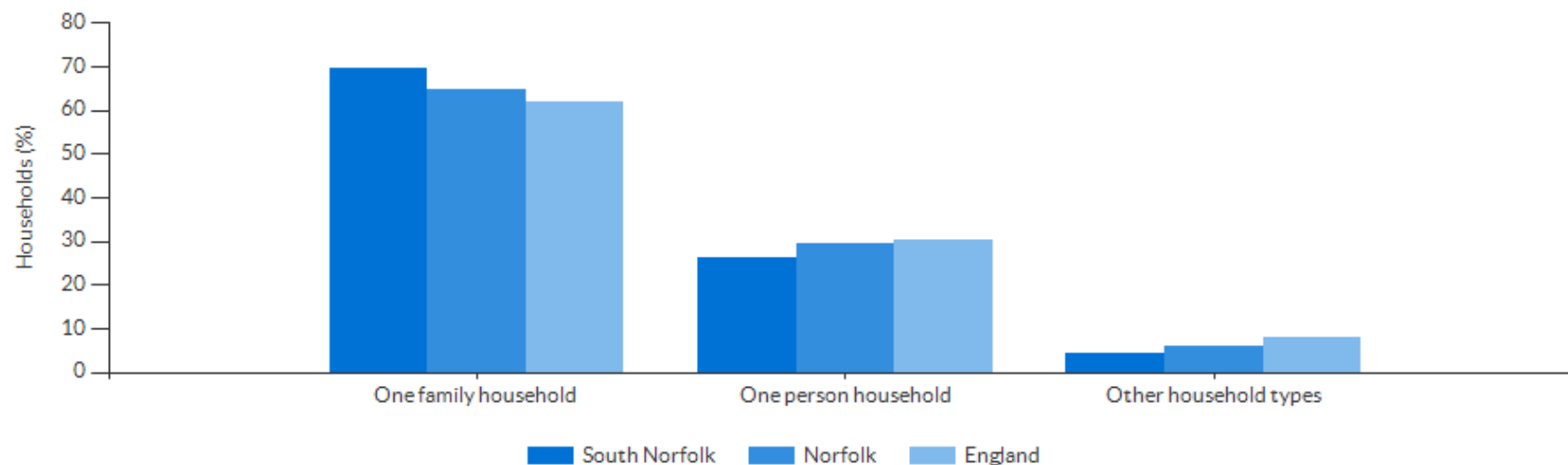
Ethnicity, Nationality and Religion

- 2.8 According to the 2011 Census, 98% of South Norfolk's population is white (England average 85%). Black ethnicities represent only 1% of the population, compared to 7.8% on average in England. In total 4.8% of South Norfolk's population is minority ethnic, compared to c.20% in England and 7.6% in Norfolk.
- 2.9 The most common religion in South Norfolk is Christian with 62% of the population following this faith (59% nationally). 29% of the district reportedly has 'no religion', a little higher than the national average of 25%.
- 2.10 In terms of nationality, 96% of South Norfolk's population are UK nationals (90% England average). Moreover, the UK was the country of birth for 93% of the district's population, compared to 84% nationally.
- 2.11 98% of the population speak English as their main language (England count 92%), the second most commonly spoken language is 'other European language' which is represented by just 0.8% of the population (England average 2%).

Household Composition

- 2.12 Figure 2.1 overleaf shows the household composition breakdown in the district in comparison to county and national data.

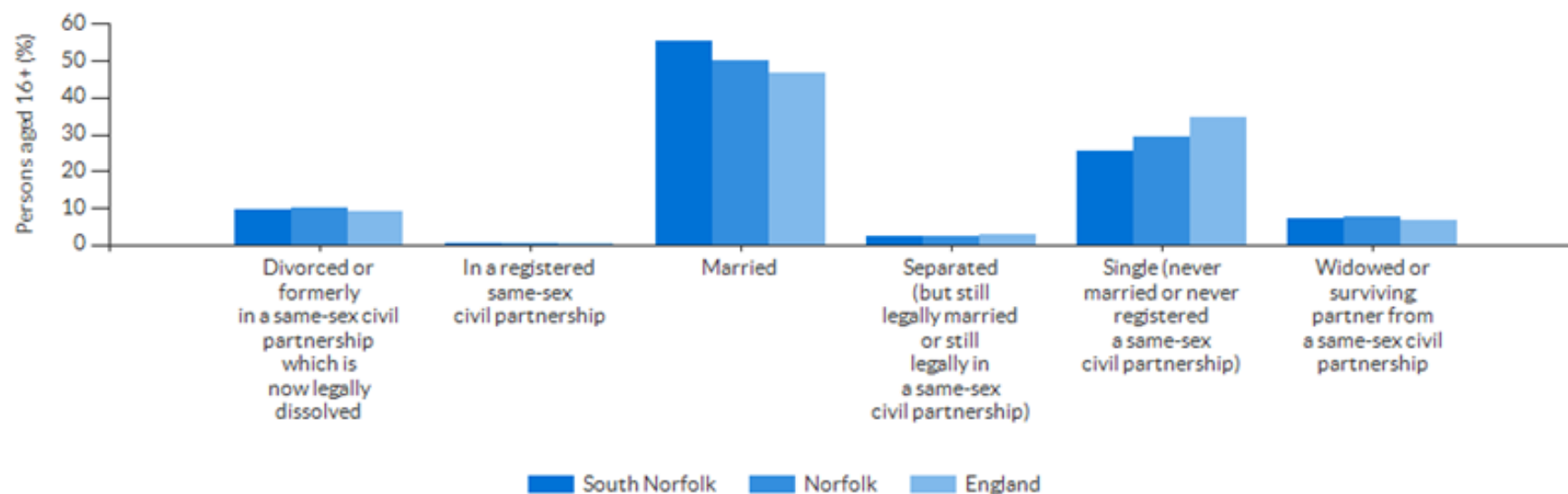
Figure 2.1 – Household Composition Breakdown



Source: ONS Census 2011

- 2.13 As can be seen from the graph, South Norfolk has a high percentage of one family households at 69.5%, higher than both county and national averages (64% and 62% respectively). There is also a lower than average number of one person households, this composition represents only 26% of South Norfolk's households (national average 30%). Other household types also only represent 4% of the district.
- 2.14 Figure 2.2 overleaf shows a breakdown in the marital and civil partnership status in the district.

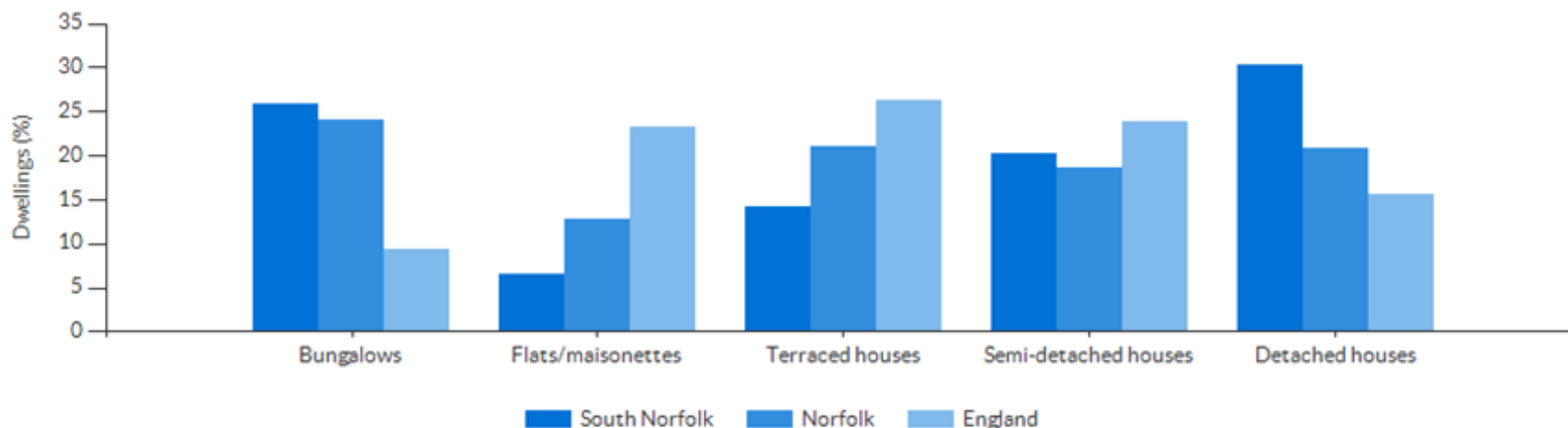
Figure 2.2 – Marital and Civil Partnership Status Breakdown



Source: ONS Census 2011

- 2.15 The most common relationship type in the district is marriage, which represents a higher-than-average proportion of the population (55.5% compared to 47% nationally).
- 2.16 The second most common relationship status is single at 25%. This is lower than the national average of 34%, however, is unsurprising given the older population in the district. 12% of the district’s population are divorces or separated, in line with national averages.

Figure 2.3 – Dwelling Type



Date: 2019 Source: Valuation Office Agency

- 2.17 Figure 2.3 above shows the types of dwellings in the district. As can be seen, 30% of the dwellings in the district are detached houses, this is the most common dwelling type and is above both the national (16%) and county average (21%).
- 2.18 The second most popular dwelling in South Norfolk is bungalows which represent 26% of the dwellings in the district, also above both county (24%) and England averages (9%). Semi-detached houses represent 20% of dwellings. Flats/maisonettes and terraced houses are the least common in South Norfolk, making up a combined representation of only 21%, much lower than the national average of 49.5% and county average of 34%.

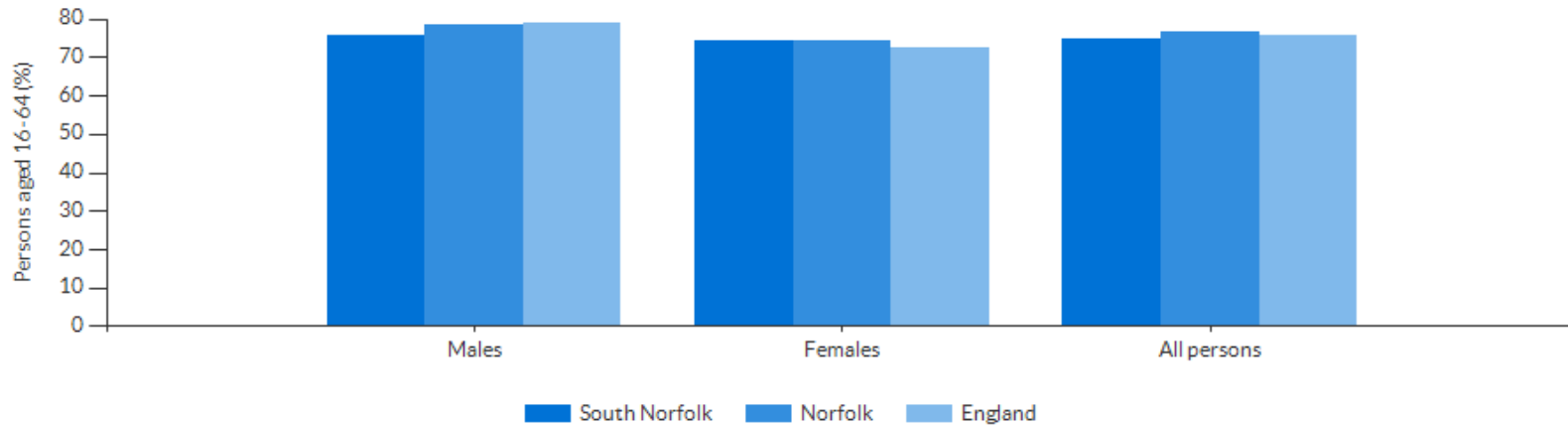
Housing Tenure

- 2.19 In terms of ownership and tenancy in South Norfolk, c.41% of households own their homes outright, much higher than the England average (31%) and the county average (37%). Those who own their property with a mortgage or loan is also higher than average in the district (34% compared 30% county average). In general, it is less common to rent property in South Norfolk with only 10% of properties privately rented (compared to England average of 15%) as well as only 11% socially rented (compared to 18% nationally).

Economy

2.20 According to the Annual Population Survey (APS) in December 2020, 76% of the working age population in the district were economically active. A breakdown of the employment rate and occupations in the district are provided by Figures 2.4 and 2.5 below.

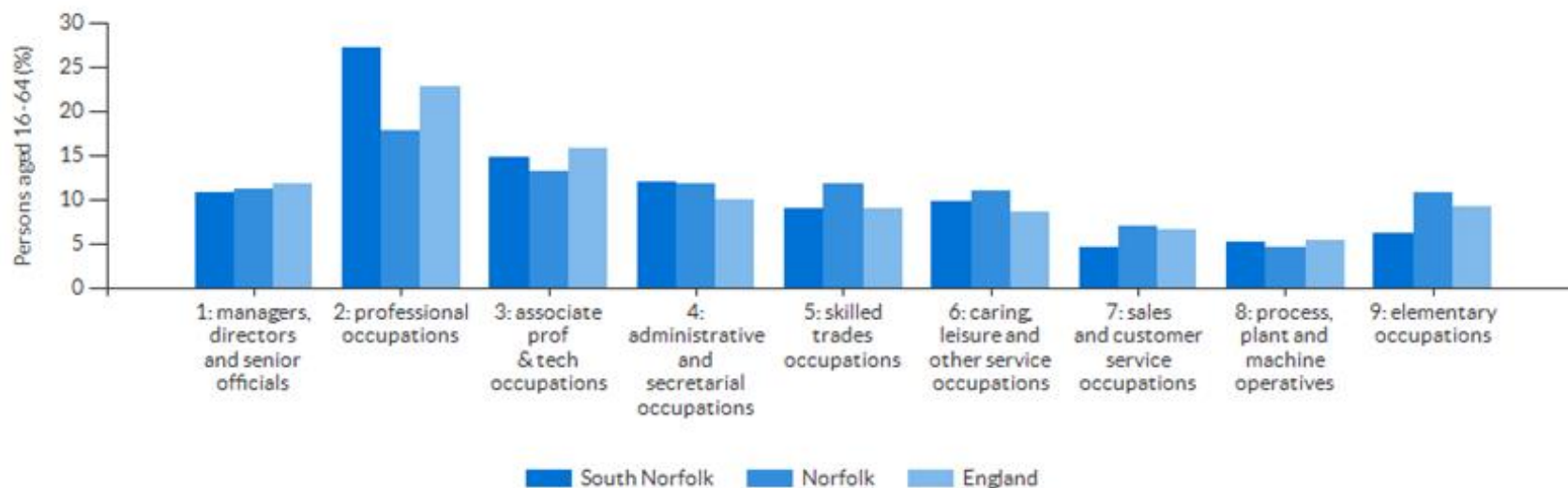
Figure 2.4 – Employment Rate in South Norfolk



Date: 2020-12 Source: ONSAPS

2.21 As shown in Figure 2.4, c.75% of all working age persons in the district are in employment, this is slightly below both the county (78%) and England average (79%). Furthermore, 73.5% of South Norfolk's employed residents work full time, this is higher than the county average (72%) but below the national average (76%). Only c.7% are self-employed in the district, with 68% employees. The number of self-employed workers is lower than both the county (9%) and national (10%) averages.

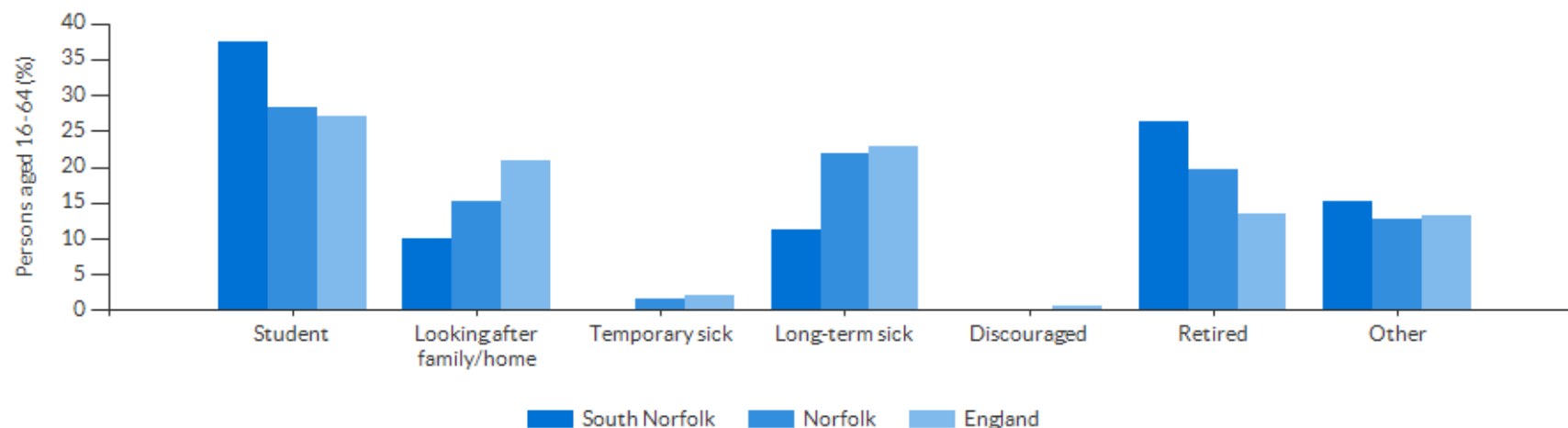
Figure 2.5 – Occupation Type in South Norfolk



Date: 2020-12 Source: ONSAPS

- 2.22 In terms of occupation type, Figure 2.5 shows the most common type in South Norfolk to be professional occupations with 27%, compared to the county average of 18% and England average of 23%. Circa 15% of the working age population are in associate professional and & tech occupations, this is the second most common occupation in the District. Managers, directors and senior officials represent 11% of the working age population in South Norfolk, this is more-or-less in line with both county and national averages.
- 2.23 The employment data for the district is positive for sport and leisure provisions in the district, the high number of professional occupations and full-time employment suggest high job security in the area and access to disposable income for leisure spend.
- 2.24 However, the unemployment rate in South Norfolk is 3.1%, whilst this is lower than the regional average (3.8%), 24% of the district's population is economically inactive. Figure 2.6 below shows the economic activity by reason.

Figure 2.6 – South Norfolk’s Economic Inactivity by Reason



Date: 2020-12 Source: ONSAPS

- 2.25 As can be seen, the largest reason for economic activity in the district is due to students in education (37%), this is much higher than the county and national averages (28% and 27% respectively). There is also a high proportion of economically inactive due to retirement with 26% of the economically inactive citing this reason which is almost double than that in England (13.5%).
- 2.26 Whilst the number of long-term sickness is lower than both national (23%) and county averages (22%) 11% of economically inactive people give this as a reason.

Social Grading

- 2.27 The potential amount of disposable income for residents in South Norfolk is further reflected in the economic social grades identified from the 2011 Census. The data shows that circa 25% of the population represents social grade AB (higher & intermediate managerial, administrative and professional occupations), this is slightly higher than the England average of 23%. 31% of the population represents the C1 (supervisory, clerical & junior managerial, administrative, professional occupations) social grading which is more-or-less in line with the national average.

- 2.28 In terms of social grade C2 (Skilled manual occupations), there are circa 25% which is higher than England (21%). This group has lower access to income for leisure spend, although some of the population will have some income available and this contrasts with AB which has the highest access to disposable income in the social grading system.
- 2.29 In terms of social grade DE (semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations), they have very limited access to disposable income. In South Norfolk, this social grade is represented by 20% of the population. This is lower than the average in England of 26%.
- 2.30 The social grading in South Norfolk is evenly split across all groupings, however, grades AB and C2 are the most prevalent in the District.

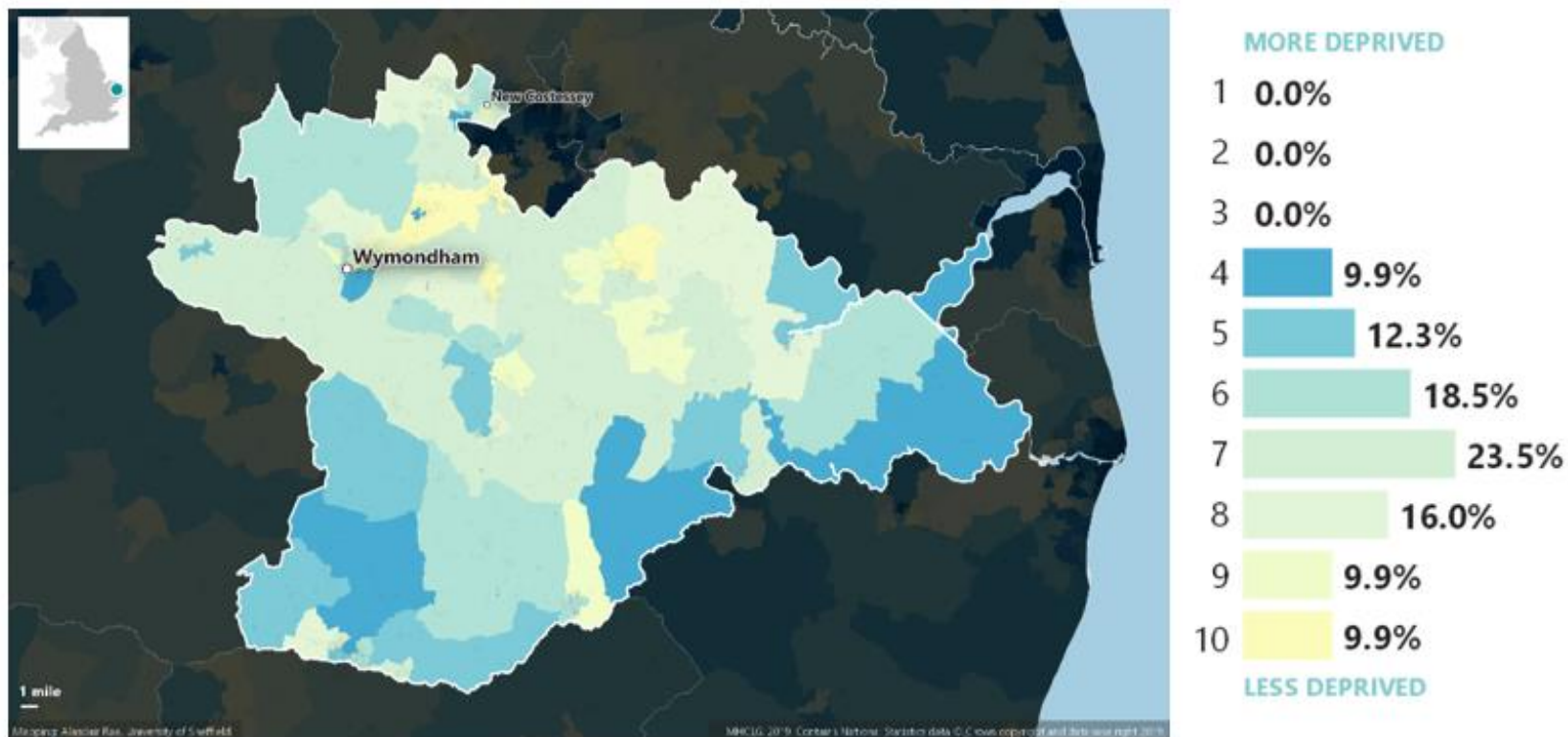
Car or Van Ownership

- 2.31 In South Norfolk 88% of households own at least one car or van, this is higher than the national average of 74%. Moreover, the data shows that 34% of Norfolk's households own 2 cars or vans, also higher than the national average of 25%.
- 2.32 This is not unexpected due to the district being largely rural and is positive in terms of residents' ability to utilise leisure and sport provisions where public transport may not be as accessible.

Deprivation

- 2.33 We have sought to analyse the deprivation levels in South Norfolk based on the Index of Multiple Deprivation 2019 (IMD 2019) data. IMD 2019 consists of seven domains of deprivation, each of which contain several individual measures or indicators. Areas are grouped into small groups, LSOA's (Lower Super Output Areas) or neighbourhoods of which there are 32,844 in England, each of which have an average population of just under 1,700. All neighbourhoods are then grouped into ten equal sized groups, 'deciles', the 10% of neighbourhoods with the highest level of deprivation (as measured in the IMD) are grouped into decile 1, and so on with 10% of neighbourhoods with the lowest levels of deprivation grouped in decile 10.
- 2.34 As a local authority, South Norfolk has an overall rank of 225th out of 317.
- 2.35 Map 2.1 overleaf shows the deprivation decile of each LSOA for South Norfolk and the coloured bars indicate the proportion of LSOAs in each deprivation decile. The most deprived areas (Decile 1) are shown in blue and the least deprived (decile 10 is yellow).

Map 2.1 – South Norfolk Local Deprivation Profile



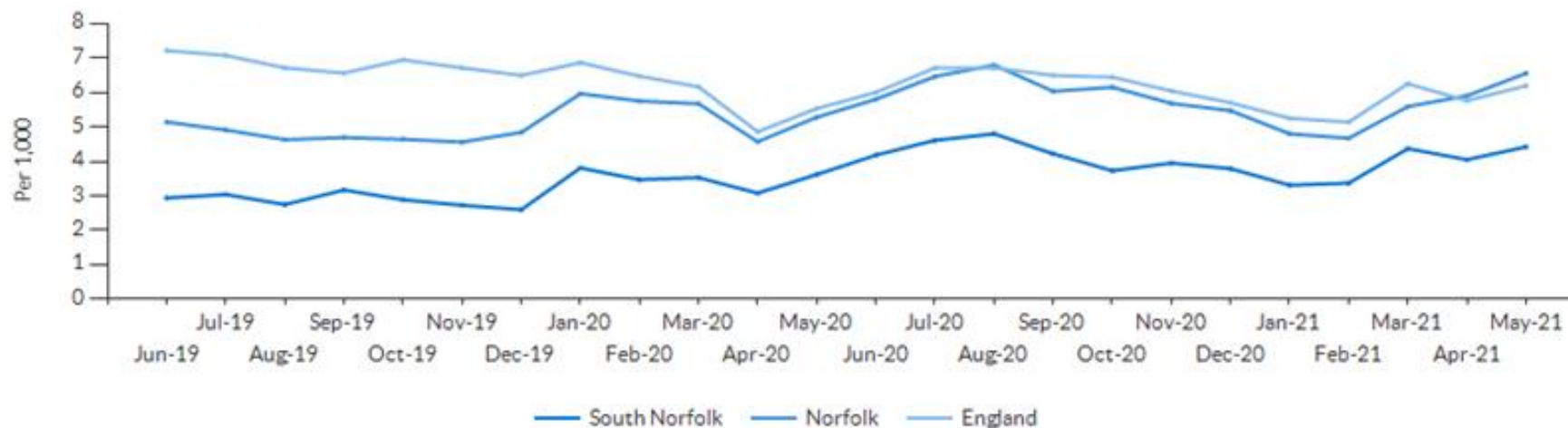
2.36 As shown, 23.5% of LSOAs in South Norfolk are in decile 7 and so fall in the top 30%-40% least deprived neighbourhoods in the country. Significantly, 9.9% of LSOAs in the district are in decile 10 i.e., the top 10% of the least deprived neighbourhoods in the country.

2.37 However, there are some areas of higher deprivation with 9.9% of LSOAs in South Norfolk scoring in decile 4 (30%-40% most deprived). According to the map, areas of higher deprivation are in neighbourhoods to the south, south-east and south-west of the district. There is also higher deprivation located around Wymondham in the north-west.

Crime

2.38 Figure 2.7 below shows the current and historical levels of crime in South Norfolk.

Figure 2.7 – Crime in South Norfolk



Source: data.police.uk

2.39 As depicted, levels of crime in South Norfolk have been consistently below both county and England averages over the 1-year period shown. The most recent data from May 2021 finds the district’s crime rate to be circa 4.4 crimes per 1,000 of the population. This lower than the England average (6.2) and the Norfolk average (6.6).

2.40 Further analysis finds the most common crime in South Norfolk is violence and sexual offences which represents c.25% of all crime, although this is lower than the county (35%) and national average (31%). Criminal damage and arson are the second most common crimes at 5%, slightly lower than the county and regional averages (8%).

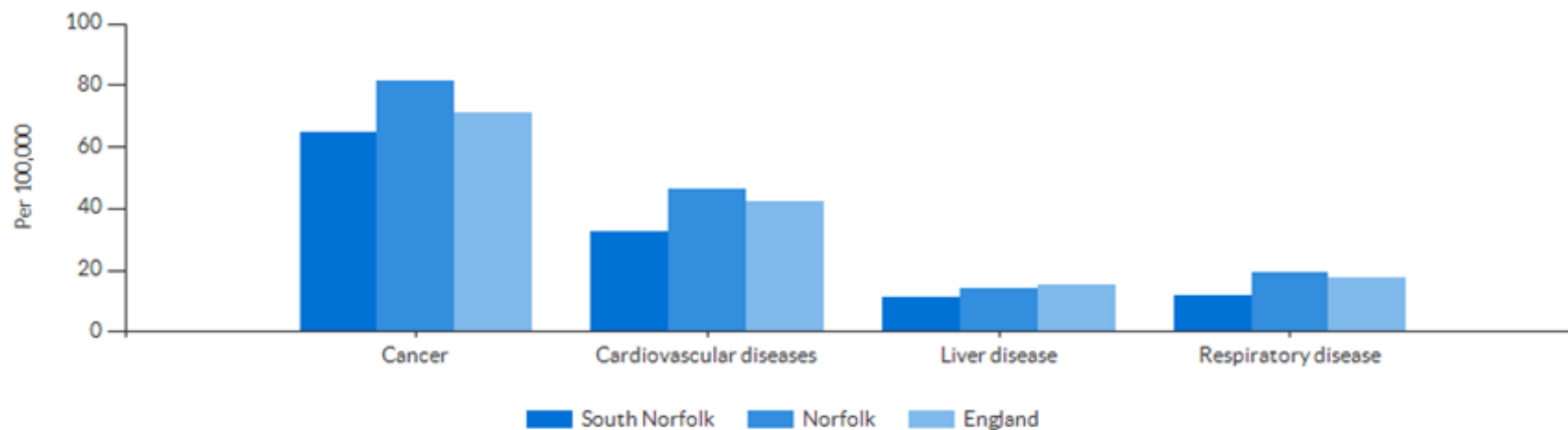
Health

- 2.41 The 2011 Census collected data on the general health of the population. The data shows that, in South Norfolk, c.82% of people are in 'very good' or 'good' health, this is higher than the regional average (79%) and slightly above the national average (81%).
- 2.42 4.5% of the district's population is in 'very bad' or 'bad' health, lower than the national average of 5% and the Norfolk average of 6%. 18% of people in South Norfolk said that their daily activities were limited a lot or a little by a health problem.
- 2.43 The remaining population (13%) is in 'fair' health.

Preventable Diseases

- 2.44 In 2018, ONS published figures for preventable deaths in South Norfolk for the 2016-18 period. A death is considered preventable if, in the light of the understanding of the detriments of health at the time of death, all or most deaths from the underlying cause (subject to age limits if appropriate) could potentially be avoided by public health interventions in the broadest sense.
- 2.45 Figure 2.8 below shows the under 75 mortality rates from all causes considered preventable in the District between 2016 and 2018.

Figure 2.8 – Under 75 Mortality Rate from Causes Considered Preventable



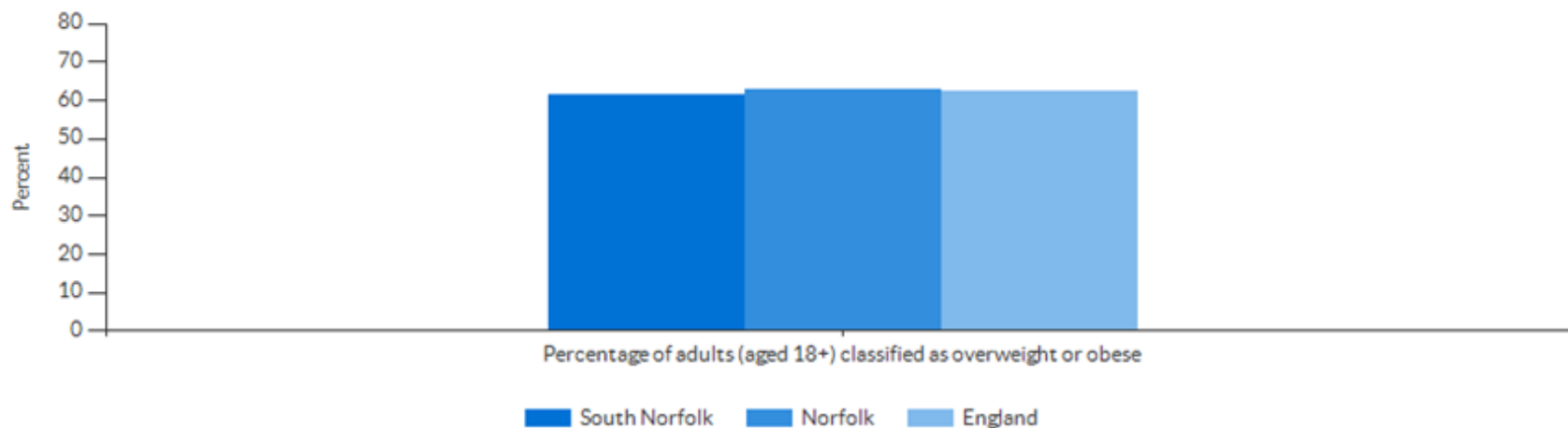
Date: 2016 - 18 Source: Public Health England (based on ONS source data)

- 2.46 As can be seen, the most common cause of preventable death in South Norfolk is cancer which represents c.65 out of 100,000 of these deaths. Cardiovascular disease is the second most common cause representing 32 out of 100,000 preventable deaths.
- 2.47 Whilst in South Norfolk, the preventable death rate is below national and county averages for all four diseases, there is scope to improve these figures and this data highlights the current downfalls in local public health interventions and health and wellbeing provisions in the district.

Obesity

- 2.48 Figure 2.9 overleaf shows the obesity levels within the district.

Figure 2.9 – Adults Classified as Overweight or Obese



Date: 2018/19 Source: Public Health England (based on Active Lives survey, Sport England)

2.49 Over 60% of the adult population in the district is overweight or obese. Whilst this figure is more-or-less in line with the national and county average it is still a cause for concern due to the negative secondary effects of obesity on health and wellbeing.

Public Health England Local Health Profile

2.50 We have reviewed the Health Profile for South Norfolk for the April 2019 – March 2020 period and extracted the relevant data which is set out in Table 2.2 overleaf.

Table 2.2 – Public Health England Local Health Profile for the South Norfolk District

Indicator	South Norfolk	Norfolk County	England
Under 75 mortality rate from cardiovascular diseases	47.5%	62.9%	70.4%
Suicide rate	7.4	10.5	10.1
Estimated diabetes diagnosis rate	71.7%	76.7%	78.0%
Smoking prevalence in adults	13.9%	13.7%	13.9%
Child obesity (year 6)	14.6%	19.1%	21.0%
Children in low-income families	10.4%	14.1%	17.0%
Male life expectancy	81.3	80.5	79.8
Female life expectancy	85.2	83.9	83.4

- 2.51 As shown in the table, the public health profile for South Norfolk is very mixed. The district has a significantly lower than average mortality rate for cardiovascular illness. However, there is there is also a lower-than-average diabetes diagnosis rate in the district.
- 2.52 The suicide rate is in line with county and national averages with 7.4 suicides per 100,000 of the population, suggesting requirement for better mental health and preventative wellbeing measures within the area. Smoking is fairly prevalent in the district with c.14% of adults, in line with national averages.

- 2.53 In terms of children, child obesity rate in South Norfolk is below average at c.15%. However, there is scope to improve this figure to eliminate obesity in young people. As shown in previous demographic analysis, the area is fairly affluent which is reflected by the lower-than-average percentage of children living in low-income families.
- 2.54 Both male and female life expectancies are higher than the national and county averages, this is positive for the district.

Sport England KPI Data

Overview of the Active Lives Survey

- 2.55 The latest Active Lives survey published by Sport England relates to the November 2019/2020 period. The 12 months of data includes four months before the coronavirus pandemic hit as well as the eight months from the start of restrictions being imposed in mid-March 2020, to the start of the second national lockdown in November 2020.
- 2.56 An overview of the survey results shows that the percentage of adults participating in the recommended 150 minutes of moderate intensity physical activity per week was 61.4%. This statistic shows a decrease of 1.9% compared to 12 months previous whilst the number of inactive adults rose by 2.6% (27.1%).
- 2.57 The survey data also shows inequalities to be enhanced by the pandemic restrictions. For example, whilst both men and women saw sustained drops in participation, men were more likely to participate in physical activity than women (63% active compared to 60% respectively), Activity levels also decreased with age with 16-34 year olds most likely to participate (68%) whilst only 38% of over 75+ were active. Despite higher levels of activity across other age groups, the data for the 16-34 year olds show a fall in participation of 2.6%, a continuation of a downward trend which was recorded prior to the pandemic.
- 2.58 Other inequalities also include socio-economic groups with the impact most noticeable in participants from lower socio-economic groups. For example, those who have either never worked or those in more routine jobs/long term employment having much lower levels of activity (52%).
- 2.59 The pandemic had also widened ethnic inequalities with the main impact shown in participation of Black and Asian adults where activity levels dropped by 4.5% and 6% respectively. For both groups, the drops were the most extreme at the start of the pandemic.

Activity Groups

- 2.60 The survey also gathered information on types of activity, recording activity levels based on participation of certain sports at least twice in the 28 days leading up to the survey.
- 2.61 Walking for leisure saw the biggest increase in participation with 1.3 million more people participating, the same can be said for cycling for leisure which also witnessed a 1.2 million increase. In contrast, walking for travel fell by 4.2 million as did cycling for travel (-321K) presumably as the government guidance to stay-at-home meant less people were commuting to their place of work. Active travel did recover to its previous 12 months levels by mid-September to mid-November as more people returned to work.
- 2.62 Unsurprisingly swimming and fitness activities experienced the largest decline in participation with 1.8 million less people swimming and 1.2 million less participating in fitness activities. This is linked to the forced closure of gyms and leisure centres.

Attitudes

- 2.63 Attitudes to physical activity were measured by asking how much participants agreed with statements based on capability, opportunity, and motivation to participate in sport and physical activity.
- 2.64 The results were that perceived opportunity fell with the proportion of people strongly agreeing that they had the opportunity to be active remaining below levels recording the same period 12 months previous. The largest fall was recorded in Mid-May to Mid-July where numbers fell by -3.8%. These drops were driven by the 16-34 age group as well as the 75+ age group.
- 2.65 Moreover, studies have shown that the vaccination programme in the UK is having a positive impact on people's attitudes with 41% of adults agreeing that the vaccination will make them more likely to take part in physical activity.

Active Lives Data for South Norfolk

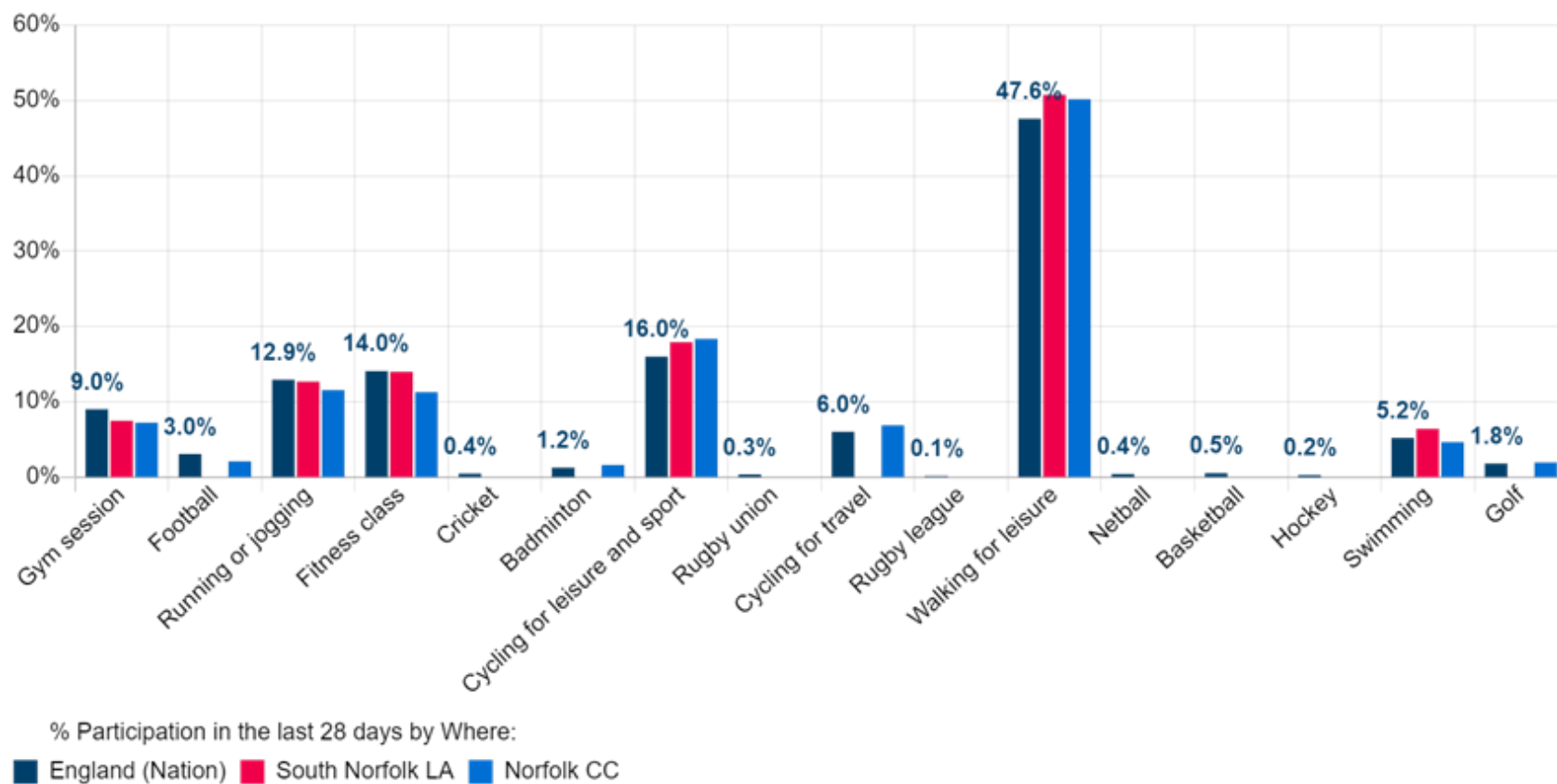
- 2.66 We have sought to summarise the physical activity data for South Norfolk in the table below from November 2019 to November 2020 data (2019/20) in Table 2.3 below.

Table 2.3 – Active Population in South Norfolk

Metric	South Norfolk	Norfolk	England
Inactive – less than 1 x 30 minutes of physical activity per week	25.6%	29.9%	27.1%
Fairly Active – 30 to 149 minutes per week	16.1%	11.5%	11.5%
Active – Over 150 minutes per week	58.3%	58.7%	61.4%

- 2.67 The results show South Norfolk to have a fairly active population with c.58% of people participating in over 150 minutes of activity per week. This is below the national average (62%) but in line with the county average. The district also has low levels of inactivity (26%) which also falls below both regional and England averages (30% and 27% respectively).
- 2.68 16% of people in South Norfolk participate in 30-149 minutes of activity per week and are classes as ‘fairly active’, this is much higher than both the national and county averages. There is scope to improve the overall activity levels within the district to encourage the ‘fairly’ active to extend their time spent exercising in order to increase the number of active people.
- 2.69 Figure 2.10 below shows participation trends in South Norfolk based on participation of sports at least twice in the 28 days prior to the survey.

Figure 2.10 – Participation in the Last 28 days



- 2.70 As can be seen, walking for leisure is the most common form of physical activity in South Norfolk with 51% of participants walking at least twice in 28 days, this is higher than the national average (48%) and the county average (51%). Swimming is also popular with 6% of people participating, this is higher than the national and regional average (5%).
- 2.71 Cycling is also popular in the district with 18% cycling for sport and leisure, higher than the England average of 16%. Running/jogging is less popular although still in line with national averages (14%) and higher than Norfolk averages (12%).

3. Overview of Broadland

Population

- 3.1 According to ONS 2020 population estimates, Broadland has a population of 131,931, a growth of 5.8% since the most recent 2011 Census (124,646).
- 3.2 The population of Broadland is older when compared to the national averages but in-line when compared to County averages. For example, it is estimated that circa 16% of Broadland's population are aged under 15 years (England average 19%), whilst 58% are of working age, lower than the England average of 62%. The remaining 26% are aged over 65 years (England average 18.5%).
- 3.3 A breakdown of the population estimates is shown in Table 3.1 below which gives an age group breakdown alongside national comparisons.

Table 3.1 – Broadland Population Estimates By Age Group

Age Groups (years)	Broadland	Broadland (%)	England (%)
0-14	20,194	15.31%	18.10%
15-24	12,056	9.14%	11.60%
25-34	13,446	10.19%	13.50%
35-44	14,774	11.20%	12.80%
45-54	18,812	14.26%	13.30%
55-64	18,556	14.06%	12.40%
65-74	17,495	13.26%	9.90%
75-84	11,750	8.91%	6.20%
85+	4,848	3.67%	2.50%
Total	131,931	100%	100%

- 3.4 Table 3.1 above further emphasis the older population. Those aged under 24 years represent only c.24% of Broadland's population compared to c.30% in England. The population of over 45-year-olds in the district is above national average, for example, those aged between 45-64 represent 18% of the district, compared to 16% nationally. More significantly, those over 75 years represent 11.5% of the population, compared to only 9% nationally.
- 3.5 Like with South Norfolk, the older aged population in Broadlands will have an impact on the health and wellbeing needs within the area as older people tend to have poorer health which present barriers to participation In physical activity.

Population Growth

- 3.6 According to the 2018 Estimations published by ONS, the population of Broadlands is expected to increase by c.10,166 people (7.7%) in 10 years-time. By 2036 (15 years-time), the population is estimated to have increased by 10.5% (c.13,900) from its current estimate.

Dependent Children

- 3.7 As shown above, the number of people aged under 15 in the district is below average. According to the 2011 census, c.36% of the district's family households have dependent children. This is much lower than the national average of 43% for dependent children, however, this figure is reflective of the older population in the district.

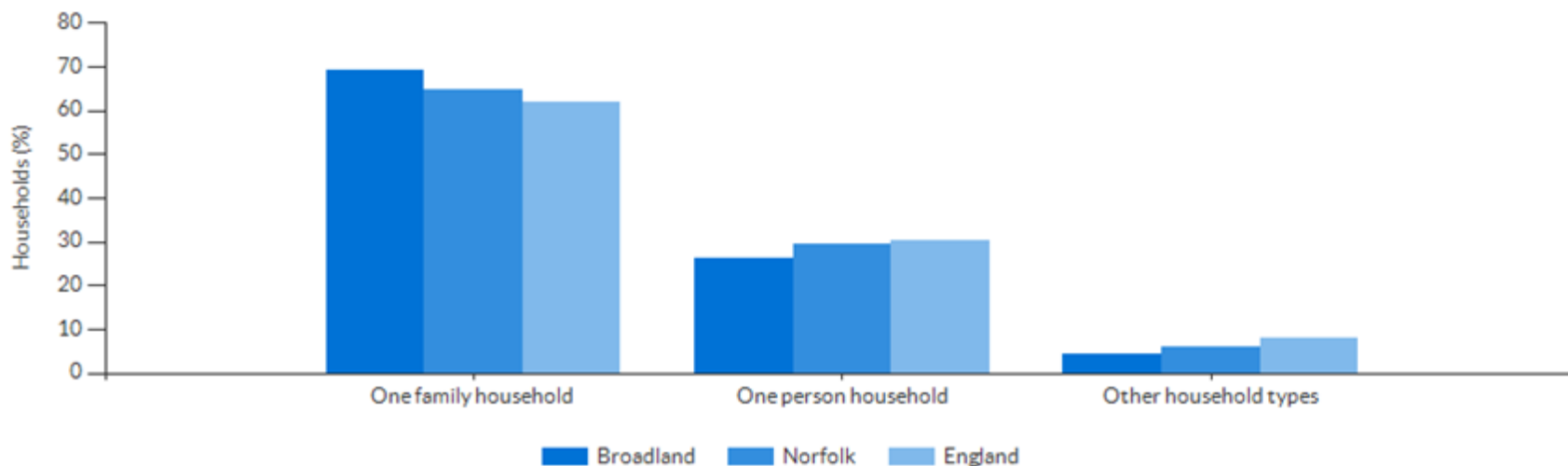
Ethnicity, Nationality and Religion

- 3.8 According to the 2011 Census, the population of Broadland is not very ethnically diverse with c.98% of the population being white (England average 85.4%). Black ethnicities represent 0.3% of the population, compared to 7.8% on average in England. In total 4.1% of Broadland's population is minority ethnic, compared to c.20% in England and 7.6% in Norfolk County.
- 3.9 The most common religion in Broadland is Christian with 63% of the population following this faith (59% nationally). 28% of the district claims 'no religion', a little higher than the national average of 25%.
- 3.10 In terms of nationality, c.98% of Broadland's population are UK nationals (90% England average). Moreover, the UK was the country of birth for 94% of the district's population, compared to 84% nationally.
- 3.11 99% of the population speak English as their first language (England count 92%), the second most commonly spoken language is 'other European language' which is represented by just 0.5% of the population in Broadland (England average 2%).

Household Composition

- 3.12 Figure 3.1 below shows the household composition breakdown in the district in comparison to county and national data.

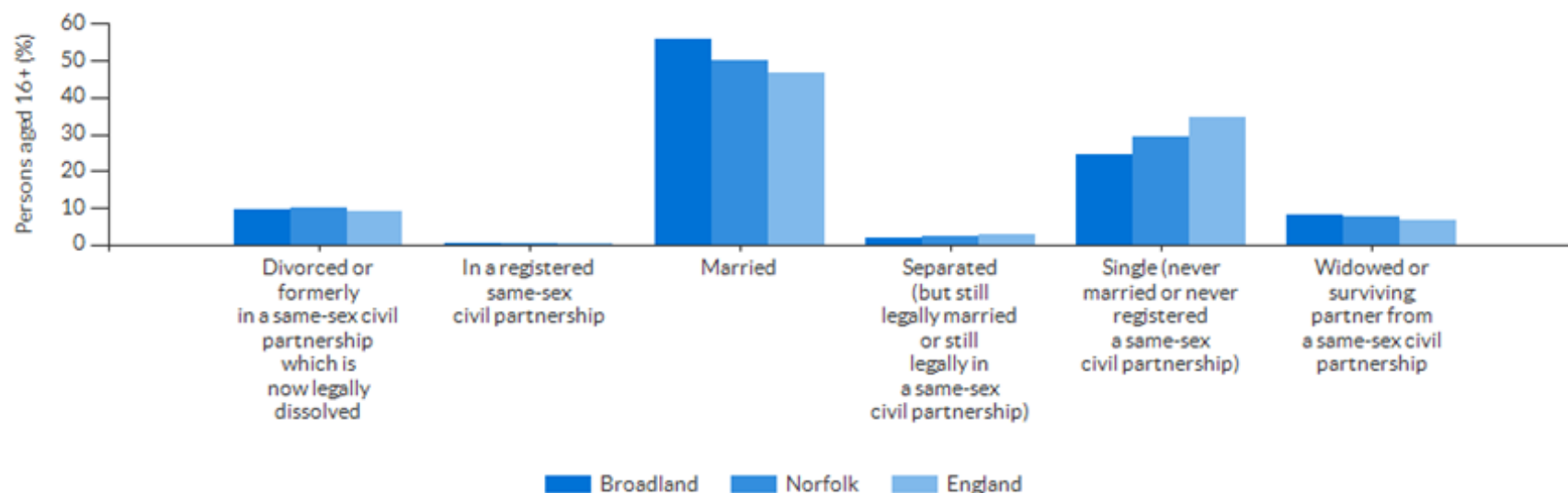
Figure 3.1 – Household Composition Breakdown



Source: ONS Census 2011

- 3.13 Like South Norfolk, Broadland has a high percentage of one family households at 69% (national average 64% and county average 62%). There is also a lower-than-average number of one person households, this composition represents only 26% of Broadland's households (national average 30%). Other household's types also only represent 4% of the district.
- 3.14 Figure 3.2 below shows a breakdown in the marital and civil partnership status in the district.

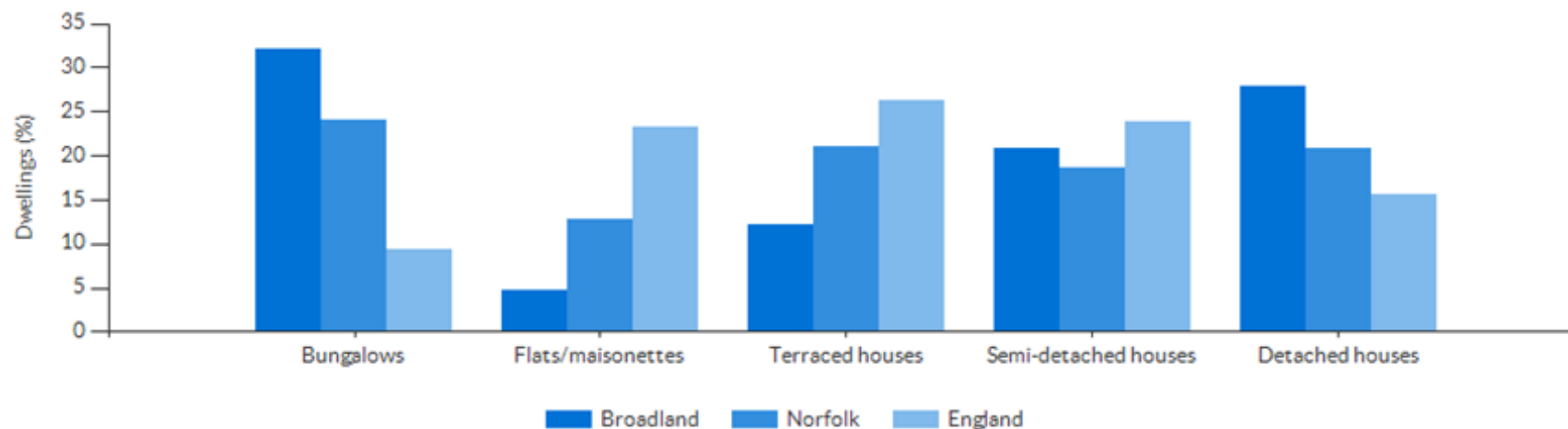
Figure 3.2 – Marital and Civil Partnership Status Breakdown



Source: ONS Census 2011

- 3.15 The most common relationship type in Broadland's is marriage, which represents a higher-than-average proportion of the population (c.56% compared to 47% nationally).
- 3.16 The second most common relationship status is single at 24.5%. This is lower than the national average of 34%, however, is unsurprising given the older population in the district. 12% of the district's population are divorces or separated, in line with national averages.
- 3.17 Figure 3.3 below shows the types of dwellings in the district.

Figure 3.3 – Dwelling Type



Date: 2019 Source: Valuation Office Agency

- 3.18 The most common dwelling in Broadland is bungalows which represent 32% of dwellings, much higher than the national (9%) and county average (24%). Detached houses are the second most common, representing c.28% of the district (national average 16%).
- 3.19 Semi-detached houses represent 21% of dwellings. Flats/maisonettes and terraced houses are the least common, making up a combined representation of only 17%, much lower than the national and county average (49.5% and 34%).

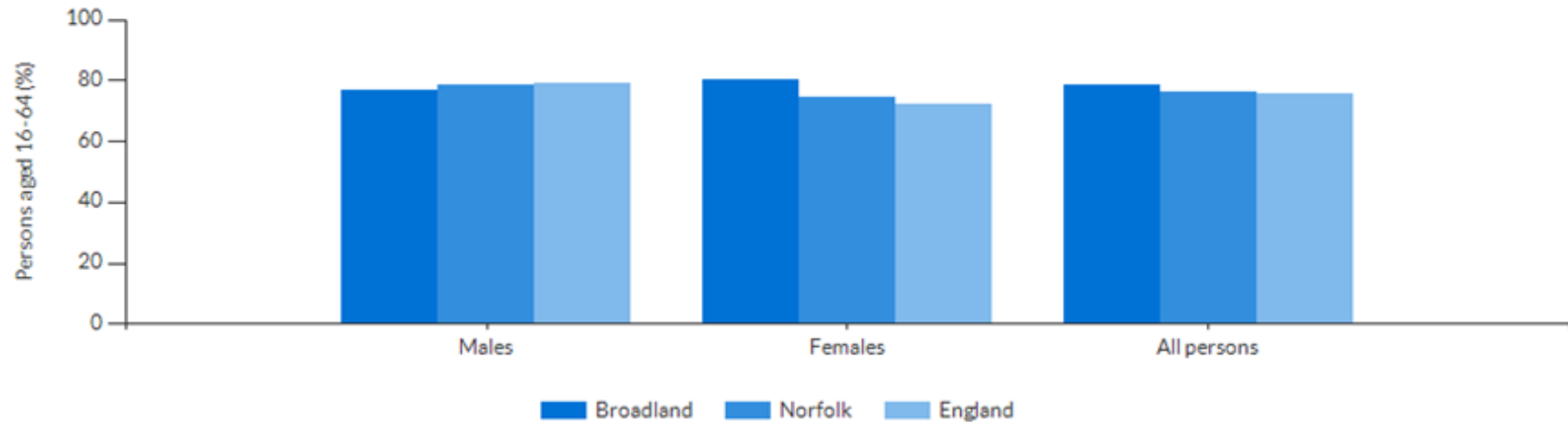
Housing Tenure

- 3.20 In terms of ownership and tenancy, c.43% of households own their homes outright, much higher than the England average (31%) and the county average (37%). Those who own their property with a mortgage or loan is also higher than average in the district (36% compared 30% county average). In general, it is less common to rent property in Broadland's with only 9% of properties privately rented (compared to England average of 15%) as well as only 9% socially rented (compared to 18% nationally).

Economy

3.21 According to the Annual Population Survey (APS) in December 2020, 77% of the working age population in the district were economically active. A breakdown of the employment rate and occupations in the district are provided by Figures 3.4 and 3.5 below.

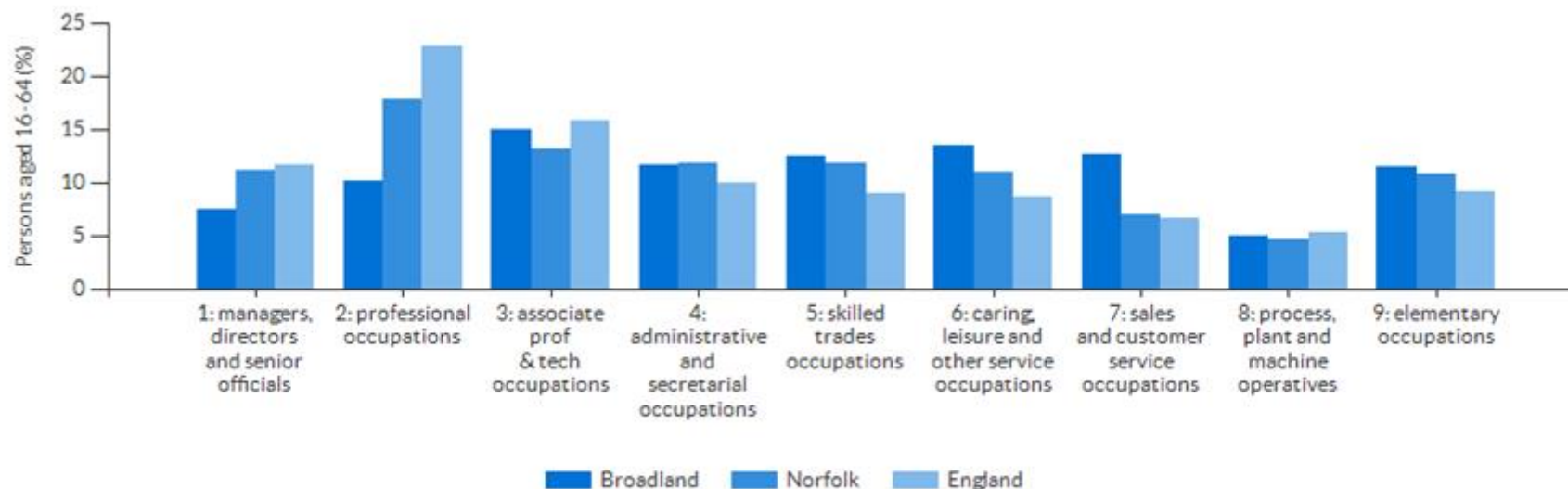
Figure 3.4 – Employment Rate in Broadland



Date: 2020-12 Source: ONSAPS

3.22 As shown in Figure 3.4, circa 79% of all working age persons in the district are in employment, this is slightly above the county average (78%) but in line with national figures. Furthermore, 72% of Broadland's employed residents work full time, this is slightly below the national average (76%). Only c.8% are self-employed in the district, with 71% employees (national average 65%).

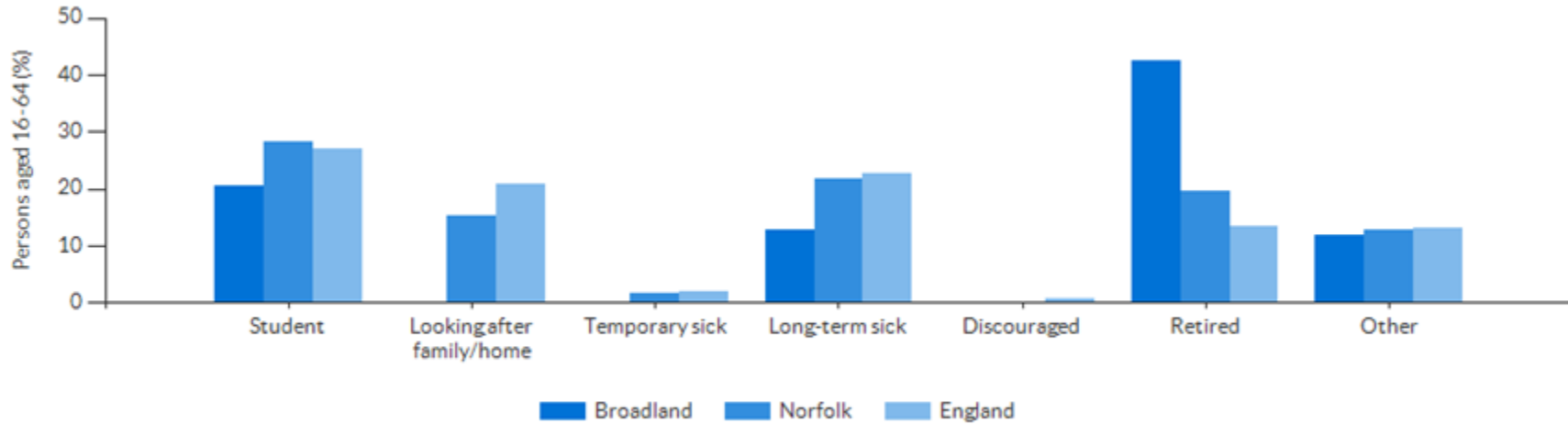
Figure 3.5 – Occupation Type in Broadland



Date: 2020-12 Source: ONSAPS

- 3.23 In terms of occupation type, Figure 3.5 shows 'associate professions and secretarial occupations to be the most common occupations with c.15% (England average 16%). Management and professional occupations are less common in Broadland than in South Norfolk with these occupations representing only c.18% of the working population, compared to the 19% county average and 35% national average.
- 3.24 The unemployment rate in Broadland is 3.1% (national average 4.5%) with 17% of the district's population in economically inactive. Figure 3.6 below shows the economic activity by reason.

Figure 3.6 – Broadland’s Economic Inactivity by Reason



Date: 2020-12 Source: ONSAPS

- 3.25 The largest reason for economic activity in the district is due to retirement at 42.5%, this is much higher than both county and national averages (20% and 13.5% respectively). Unlike South Norfolk, there is a lower-than-average number of students in Broadland (21% compared to 27%).
- 3.26 Whilst the number of long-term sickness is lower than both national (23%) and county averages (22%), 13% of people give this as a reason for economic inactivity.

Social Grading

- 3.27 The potential amount of disposable income for residents in Broadland can be analysed based on the economic social grades identified from the 2011 Census.

- 3.28 The data shows that circa 21% of the population represents social grade AB (higher & intermediate managerial, administrative and professional occupations), this is slightly lower than the England average of 23%. 33% of the population represents the C1 (supervisory, clerical & junior managerial, administrative, professional occupations) social grading which is slightly above the national average (31%).
- 3.29 In terms of social grade C2 (Skilled manual occupations), there are c.26% which is higher than England (21%). This group has lower access to income for leisure spend, although some of the population will have some income available and this contrasts with AB which has the highest access to disposable income in the social grading system.
- 3.30 In terms of social grade DE (semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations), they have very limited access to disposable income. In Broadland, this social grade is represented by 19.5% of the population, lower than the average in England of 26%.
- 3.31 The social grading in Broadland is fairly evenly split across all groupings, however, C2 are the most prevalent in the District.

Car or Van Ownership

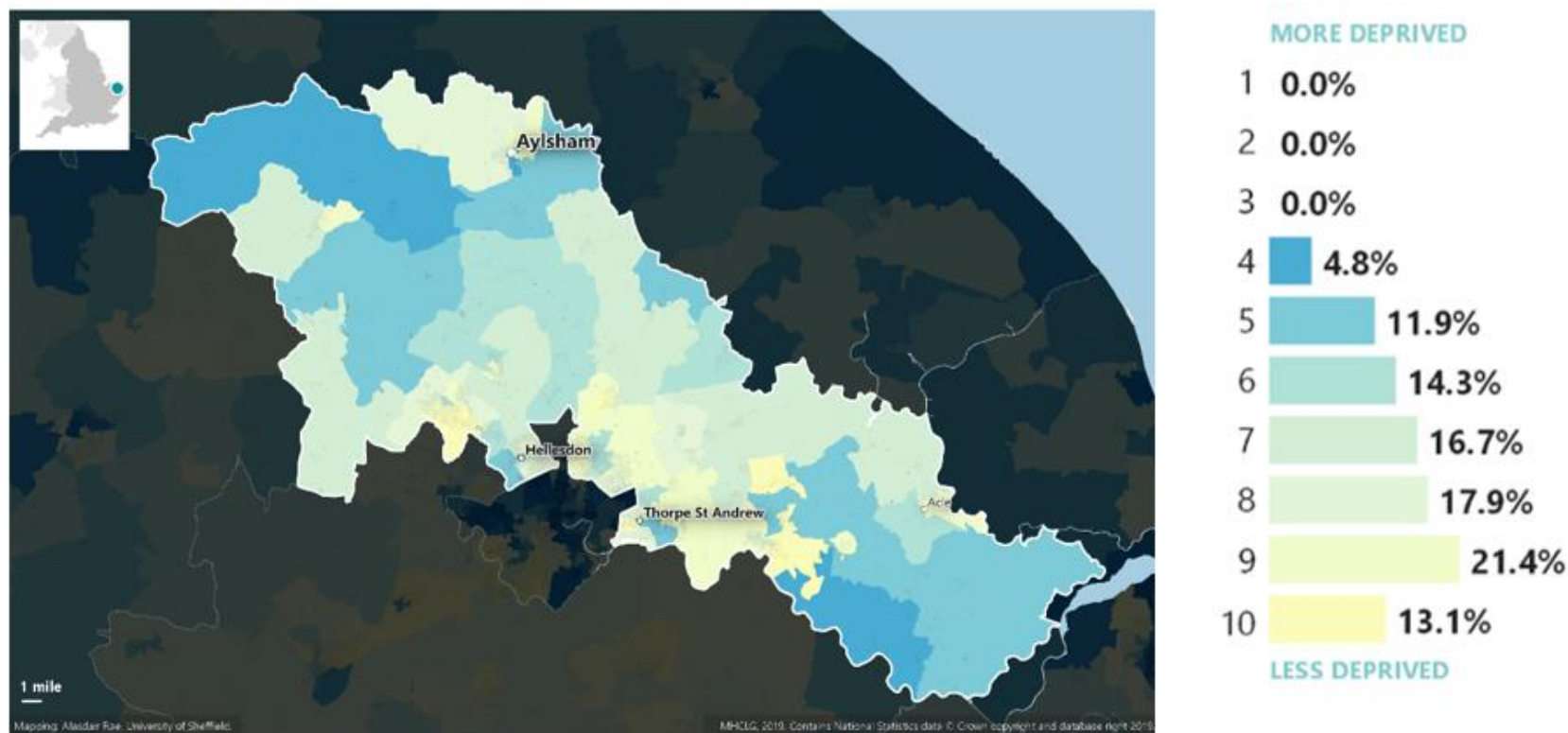
- 3.32 In Broadland, 89% of households own at least one car or van, this is higher than the national average of 74%. Moreover, the data shows that 33.5% of Broadland's households own 2 cars or vans, also higher than the national average of 25%.
- 3.33 This is not unexpected due to the district being largely rural and is positive in terms of residents' ability to utilise leisure and sport provisions where public transport may not be as accessible.

Deprivation

- 3.34 We have sought to analyse the deprivation levels in Broadland based on the Index of Multiple Deprivation 2019 (IMD 2019) data. IMD 2019 consists of seven domains of deprivation, each of which contain a number of individual measures or indicators. Areas are grouped into small groups, LSOA's (Lower Super Output Areas) or neighbourhoods of which there are 32,844 in England, each of which have an average population of just under 1,700. All neighbourhoods are then grouped into ten equal sized groups, 'deciles', the 10% of neighbourhoods with the highest level of deprivation (as measured in the IMD) are grouped into decile 1, and so on with 10% of neighbourhoods with the lowest levels of deprivation grouped in decile 10.
- 3.35 As a local authority, Broadland has an overall rank of 257th out of 317.

3.36 Map 3.1 shows the deprivation decile of each LSOA for Broadland and the coloured bars indicate the proportion of LSOAs in each deprivation decile. The most deprived areas (Decile 1) are shown in blue and the least deprived (decile 10 is yellow).

Map 3.1 – Broadland Local Deprivation Profile



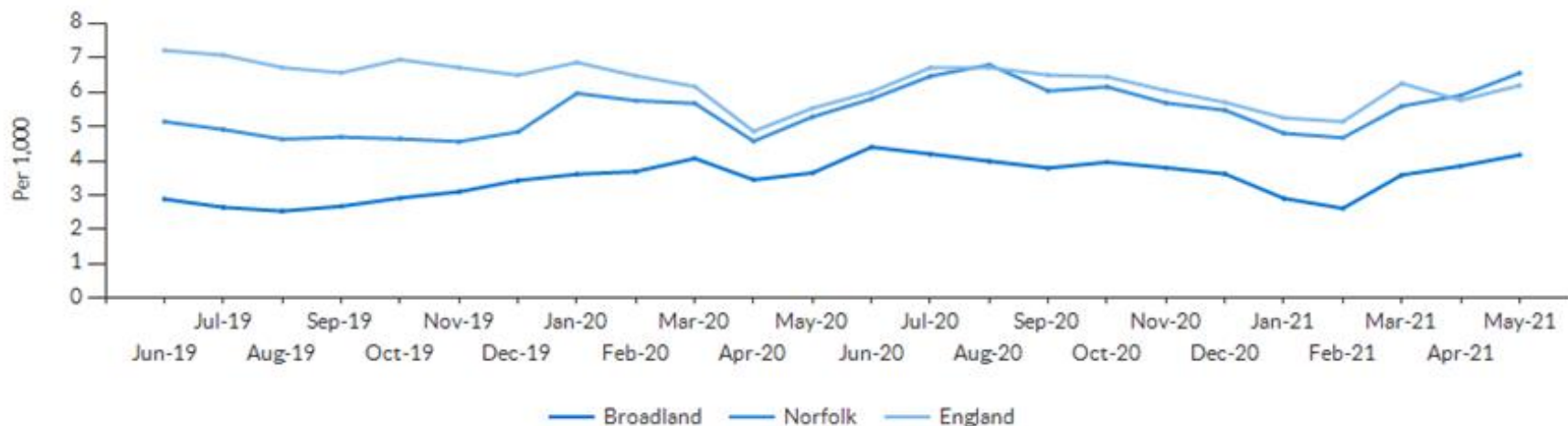
3.37 As shown in the above figure, 21.4% of LSOAs in Broadland are in decile 9 and so fall in the top 20%-10% least deprived neighbourhoods in the country. Significantly, 13.1% of LSOAs in the district are in decile 10 i.e., the top 10% of the least deprived neighbourhoods in the country.

3.38 However, there are some areas of higher deprivation with 4.9% of LSOAs in Broadland scoring in decile 4 (30%-40% most deprived). According to the map, areas of higher deprivation are in neighbourhoods to the south-east and north-west of the district.

Crime

3.39 Figure 3.7 below outlines the current and historical levels of crime in Broadland.

Figure 3.7 – Crime in Broadland



Source: data.police.uk

3.40 Crime levels in Broadland have been consistently below both county and England averages over the 1-year period shown. The most recent data from May 2021 finds the district’s crime rate to be 4.2 crimes per 1,000 of the population. This lower than the England average (6.2) and the Norfolk average (6.6).

3.41 Further analysis finds the most common crime in Broadland is violence and sexual offences which represents c.25% of all crime, although this is lower than the county (35%) and national average (31%). Criminal damage and arson is the second most common crime at 5%, slightly lower than the county and regional averages (8%).

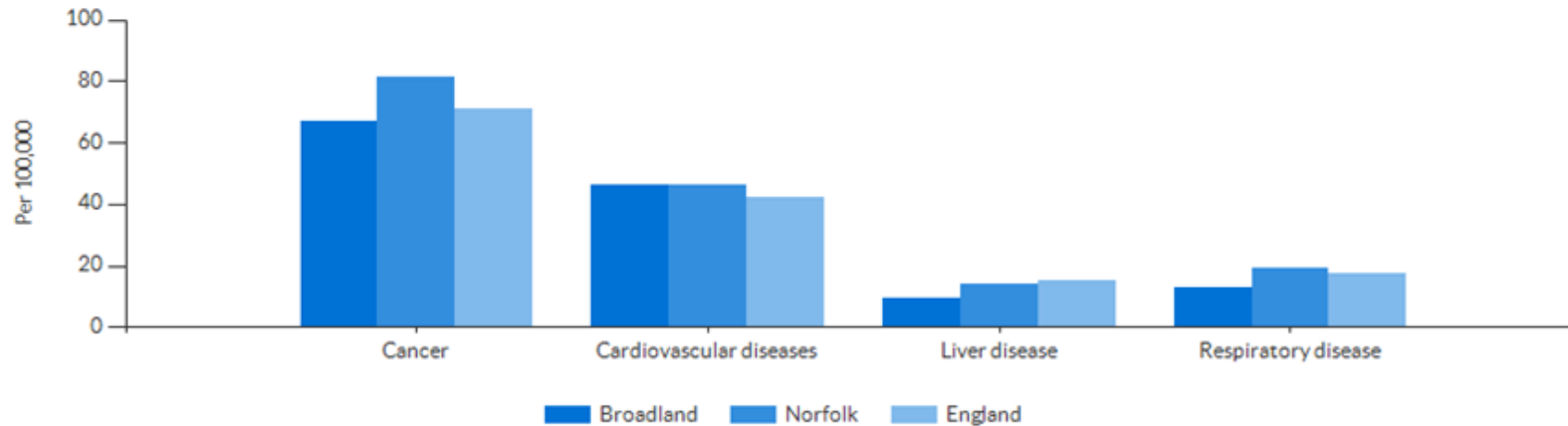
Health

- 3.42 The 2011 Census collected data on the general health of the population. The data show that, in Broadland c.81% of people are in 'very good' or 'good' health, this is higher than the national average (79%).
- 3.43 5% of the district's population is in 'very bad' or 'bad' health, in line with the national average. 19% of people in Broadland said that their daily activities were limited a lot or a little by a health problem, slightly above the national average (18%).
- 3.44 The remaining population (14%) is in 'fair' health.

Preventable Diseases

- 3.45 In 2018, ONS published figures for preventable deaths in Broadland for the 2016-18 period. A death is considered preventable if, in the light of the understanding of the detriments of health at the time of death, all or most deaths from the underlying cause (subject to age limits if appropriate) could potentially be avoided by public health interventions in the broadest sense.
- 3.46 Figure 3.8 overleaf shows the under 75 mortality rate from all causes considered preventable in the District between 2016 and 2018.

Figure 3.8 – Under 75 Mortality Rate from Causes Considered Preventable



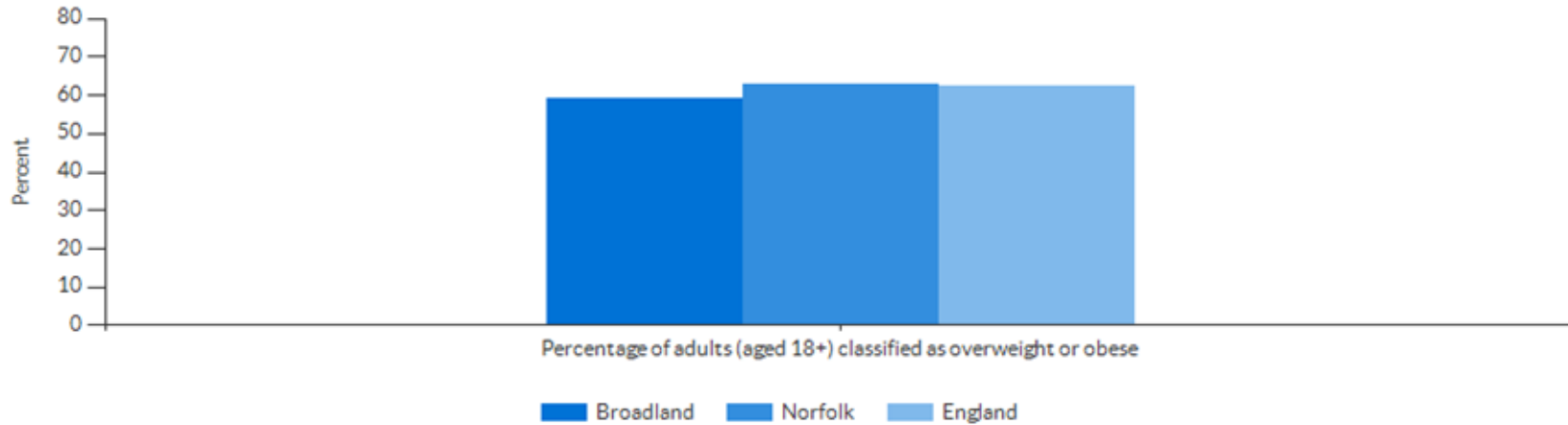
Date: 2016 - 18 Source: Public Health England (based on ONS source data)

- 3.47 The most common cause of preventable death in Broadland is cancer which represents c.67% of these deaths. Cardiovascular disease is the second most common cause representing 46.5% of preventable deaths.
- 3.48 Whilst the preventable death rate is below national and county averages for all four diseases, there is scope to improve these figures and this data highlights the current downfalls in local public health interventions and health and wellbeing provisions in the district.

Obesity

- 3.49 Figure 3.9 below shows the obesity levels within the district.

Figure 3.9 – Adults Classified as Overweight or Obese



Date: 2018/19 Source: Public Health England (based on Active Lives survey, Sport England)

3.50 59% of the adult population in the district is overweight or obese. Whilst this figure is slightly below the national and county average it is still a cause for concern due to the negative secondary effects of obesity on health and wellbeing.

Public Health England Local Health Profile

3.51 We have reviewed the Health Profile for Broadland the April 2019 – March 2020 period and extracted the relevant data which is set out in Table 3.2.

Table 3.2 – Public Health England Local Health Profile for the Broadland District

Indicator	Broadland	Norfolk County	England
Under 75 mortality rate from cardiovascular diseases	54.8%	62.9%	70.4%
Suicide rate	9.3	10.5	10.1
Estimated diabetes diagnosis rate	72.8%	76.7%	78.0%
Smoking prevalence in adults	12.8%	13.7%	13.9%
Child obesity (year 6)	17.7%	19.1%	21.0%
Children in low-income families	8.9%	14.1%	17.0%
Male life expectancy	81.6	80.5	79.8
Female life expectancy	85.2	83.9	83.4

- 3.52 As shown, the district has a lower than average mortality rate for cardiovascular illness. However, there is there is a lower-than-average diabetes diagnosis rate in the district.
- 3.53 The suicide rate is in line with county and national averages with 9.3 suicides per 100,000 of the population, suggesting requirement for better mental health and preventative wellbeing measures within the area. Smoking is fairly prevalent in the district with c.13% of adults, in line with national averages.
- 3.54 In terms of children, child obesity rate in Broadland is below average at c.18%. However, there is scope to improve this figure to eliminate obesity in young people. As shown in previous demographic analysis, the area is fairly affluent which is reflected by the lower-than-average percentage of children living in low-income families.

- 3.55 Both male and female life expectancies are higher than the national and county averages, this is positive for the district.

Sport England KPI Data

Overview of the Active Lives Survey

- 3.56 The latest Active Lives survey published by Sport England relates to the November 2019/2020 period. The 12 months of data includes four months before the coronavirus pandemic hit as well as the eight months from the start of restrictions being imposed in mid-March 2020, to the start of the second national lockdown in November 2020.
- 3.57 An overview of the survey results shows that the percentage of adults participating in the recommended 150 minutes of moderate intensity physical activity per week was 61.4%. This statistic shows a decrease of 1.9% compared to 12 months previous whilst the number of inactive adults rose by 2.6% (27.1%).
- 3.58 The survey data also shows inequalities to be enhanced by the pandemic restrictions. For example, whilst both men and women saw sustained drops in participation, men were more likely to participate in physical activity than women (63% active compared to 60% respectively), Activity levels also decreased with age with 16-34 year olds most likely to participate (68%) whilst only 38% of over 75+ were active. Despite higher levels of activity across other age groups, the data for the 16-34 year olds show a fall in participation of 2.6%, a continuation of a downward trend which was recorded prior to the pandemic.
- 3.59 Other inequalities also include socio-economic groups with the impact most noticeable in participants from lower socio-economic groups. For example, those who have either never worked or those in more routine jobs/long term employment having much lower levels of activity (52%).
- 3.60 The pandemic had also widened ethnic inequalities with the main impact shown in participation of Black and Asian adults where activity levels dropped by 4.5% and 6% respectively. For both groups, the drops were the most extreme at the start of the pandemic.

Activity Groups

- 3.61 The survey also gathered information on types of activity, recording activity levels based on participation of certain sports at least twice in the 28 days leading up to the survey.

- 3.62 Walking for leisure saw the biggest increase in participation with 1.3 million more people participating, the same can be said for cycling for leisure which also witnessed a 1.2 million increase. In contrast, walking for travel fell by 4.2 million as did cycling for travel (-321K) presumably as the government guidance to stay-at-home meant less people were commuting to their place of work. Active travel did recover to its previous 12 months levels by mid-September to mid-November as more people returned to work.
- 3.63 Unsurprisingly swimming and fitness activities experienced the largest decline in participation with 1.8 million less people swimming and 1.2 million less participating in fitness activities. This is linked to the forced closure of gyms and leisure centres.

Attitudes

- 3.64 Attitudes to physical activity were measured by asking how much participants agreed with statements based on capability, opportunity, and motivation to participate in sport and physical activity.
- 3.65 The results were that perceived opportunity fell with the proportion of people strongly agreeing that they had the opportunity to be active remaining below levels recording the same period 12 months previous. The largest fall was recorded in Mid-May to Mid-July where numbers fell by -3.8%. These drops were driven by the 16-34 age group as well as the 75+ age group.
- 3.66 Moreover, studies have shown that the vaccination programme in the UK is having a positive impact on people's attitudes with 41% of adults agreeing that the vaccination will make them more likely to take part in physical activity.

Active Lives Data for Broadland

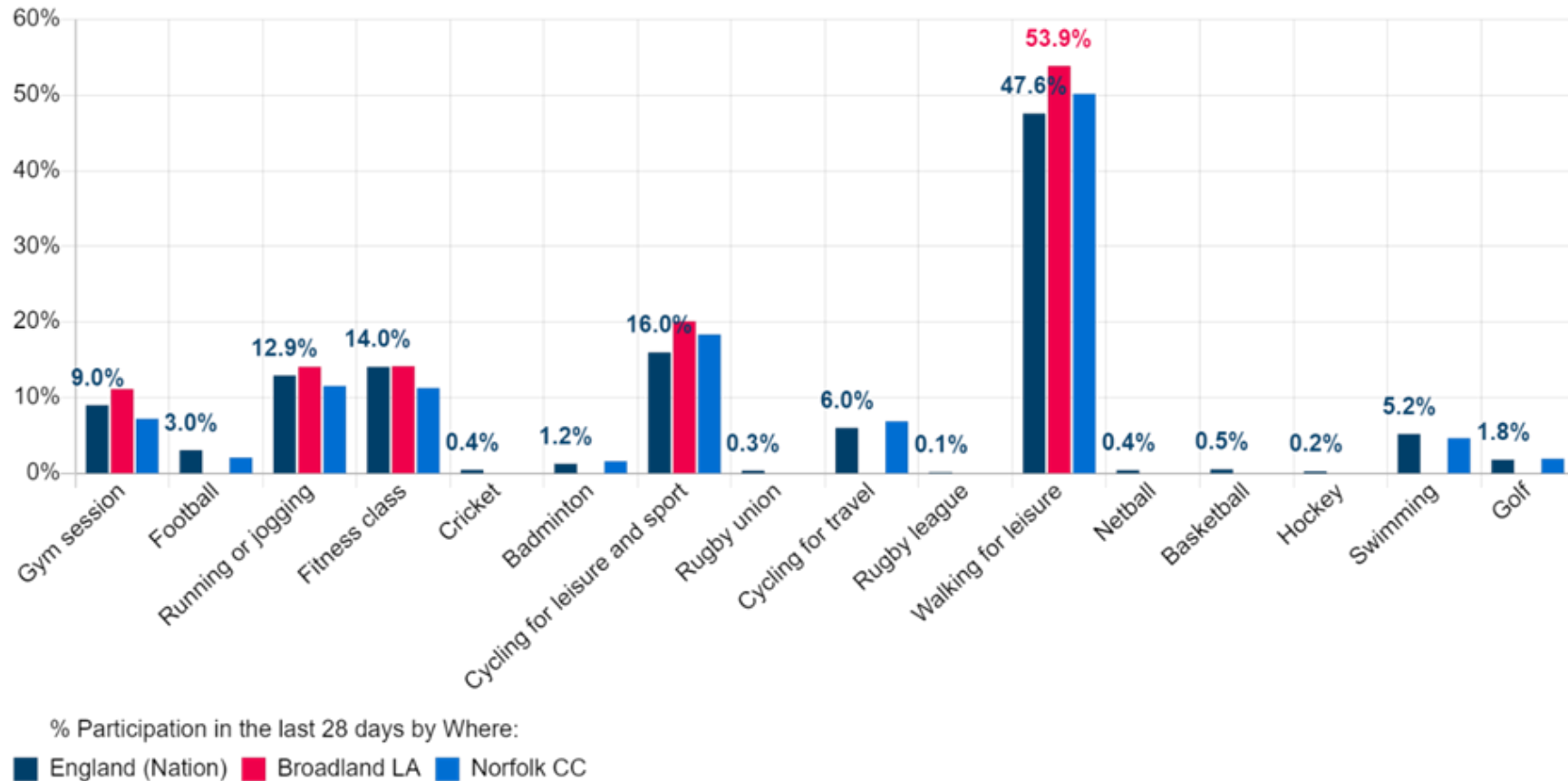
- 3.67 We have sought to summarise the physical activity data for Broadland in Table 3.3 below from November 2019 to November 2020 data (2019/20).

Table 3.3 – Active population in Broadland

Metric	Broadland	Norfolk	England
Inactive – less than 1 x 30 minutes of physical activity per week	25.5%	29.9%	27.1%
Fairly Active – 30 to 149 minutes per week	7.4%	11.5%	11.5%
Active – Over 150 minutes per week	67.1%	58.7%	61.4%

- 3.68 The results show Broadland to have an active population, this is positive given the older population. Circa 67% of the population participate in over 150 minutes of activity per week. This is higher than both the national average and the county average. The district also has low levels of inactivity (25.5%) which also falls below both regional and England averages.
- 3.69 Whilst the number of active people is positive, there is scope to improve the overall activity levels within the district as a quarter of the population are still classed as 'inactive' and so work needs to be done to target this portion of the population.
- 3.70 Figure 3.10 below shows participation trends in Broadland based on participation of sports at least twice in the 28 days prior to the survey.

Figure 3.10 – Participation in the Last 28 days



3.71 Walking for leisure is the most common form of physical activity in Broadland c.54% of participants walking at least twice in 28 days, this is higher than the national average (48%) and the county average (51%). Cycling is also popular in the district with 20% cycling for sport and leisure, higher than the England average of 16%.

3.72 Running/jogging is more popular in Broadland than the national average with 14% (compared to 12% nationally). The same can be said for fitness classes and gym sessions with a combined participation percentage of 25%, compared to only 18% nationally.

4. Overview of Norwich

Population

- 4.1 According to ONS 2020 population estimates, Norwich has a population of 142,177 people, an estimated growth of 7.3% since the 2011 census (132,512).
- 4.2 There is a higher-than-average working age population in Norfolk with those aged between 16-64 representing 68% of the population (England average 62%). There are slightly fewer young people in the city with under 15's representing only c.17% compared to 19% nationally. Over 65's are also lower than national average at 15% (national average 18.5%) and much lower than the Norfolk (county) average of 25%.
- 4.3 A breakdown of the population estimates is shown in Table 4.1 below which gives an age group breakdown alongside national comparisons.

Table 4.1 – Norwich Population Estimates by Age Group

Age Groups (years)	Norfolk	Norfolk (%)	England (%)
0-14	22,419	15.80%	18.10%
15-24	27,755	19.60%	11.60%
25-34	24,526	17.30%	13.50%
35-44	17,061	12.00%	12.80%
45-54	15,570	11.00%	13.30%
55-64	13,477	9.50%	12.40%
65-74	11,110	7.90%	9.90%
75-84	7,000	4.90%	6.20%
85+	3,259	2.30%	2.50%
Total	142,177	100%	100%

- 4.4 Table 4.1 above further emphasis the younger population. Those aged between 15 and 34 represent only c.37% of Norwich's population compared to c.25 % in England. Whilst this age bracket population is much higher than national averages, over 35's have a much lower population which decreases as the age brackets increase. For example, those aged between 55-64 represent only 9.5%, compared to 12% nationally.

- 4.5 The higher volume of younger people in Norwich suggests a more active population who will benefit from and utilise sport and leisure provisions within the area.

Population Growth

- 4.6 According to the 2018 Estimations published by ONS, the population of Norwich is expected to increase by c.5,905 people (4%) in 10 years-time. By 2036 (15 years-time), the population is estimated to have increased by 6% (c.8,137) from its current estimate.

Dependent Children

- 4.7 As shown above, the number of people aged under 15 in the city is below average. According to the 2011 census, 42% of the City's family households have dependent children. This is only slightly lower than the national average of 43% for dependent children.

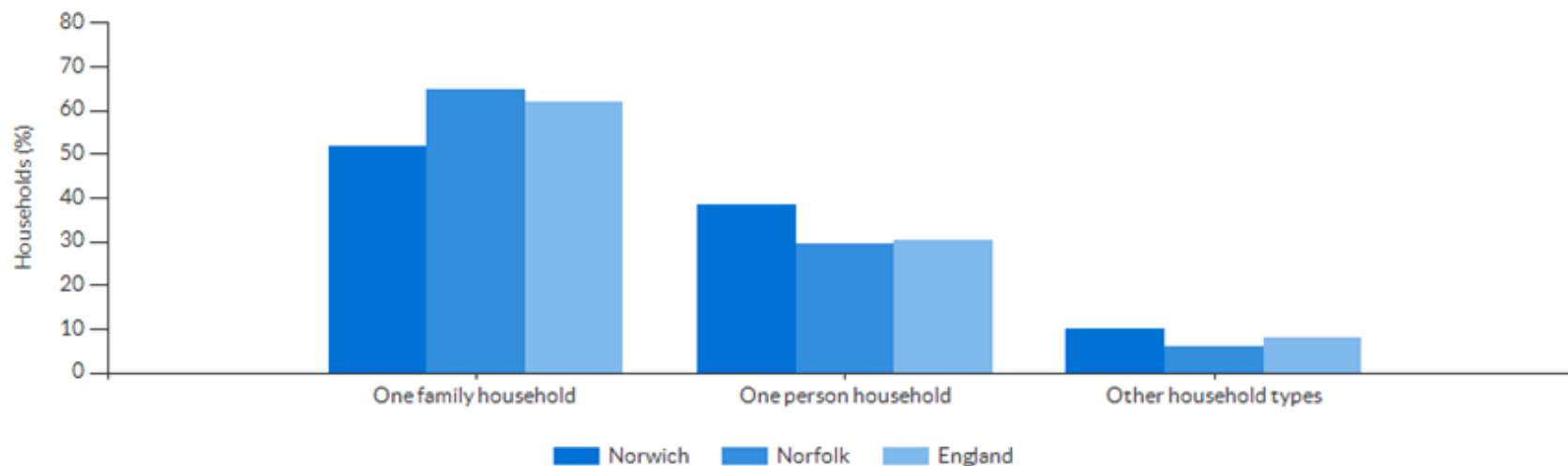
Ethnicity, Nationality and Religion

- 4.8 According to the 2011 Census, 90% of Norwich's population is white. Whilst this is higher than the national average (85%), it is lower than the Norfolk average (96.5%) and so shows the city is more ethnically diverse than the county. 15% of the population represent minority ethnic groups, compared to 20% on average in England and only 7.6% county average.
- 4.9 The most common religion in Norwich is Christian with 45% of the population following this faith (59% nationally). However, 42.5% of the population reportedly have 'no religion', this is much higher than the national average of 25%.
- 4.10 89% of Norwich's population are UK nationals, only slightly below the England average (90%). Moreover, the UK was the country of birth for 86% of the City's population, compared to 84% nationally.
- 4.11 92% of the population speak English as their main language, in line with national averages. The second most commonly spoken language is 'other European language' which is represented by 3% of the population (England average 2%).

Household Composition

- 4.12 Figure 4.1 overleaf shows the household composition breakdown in the city in comparison to county and national data.

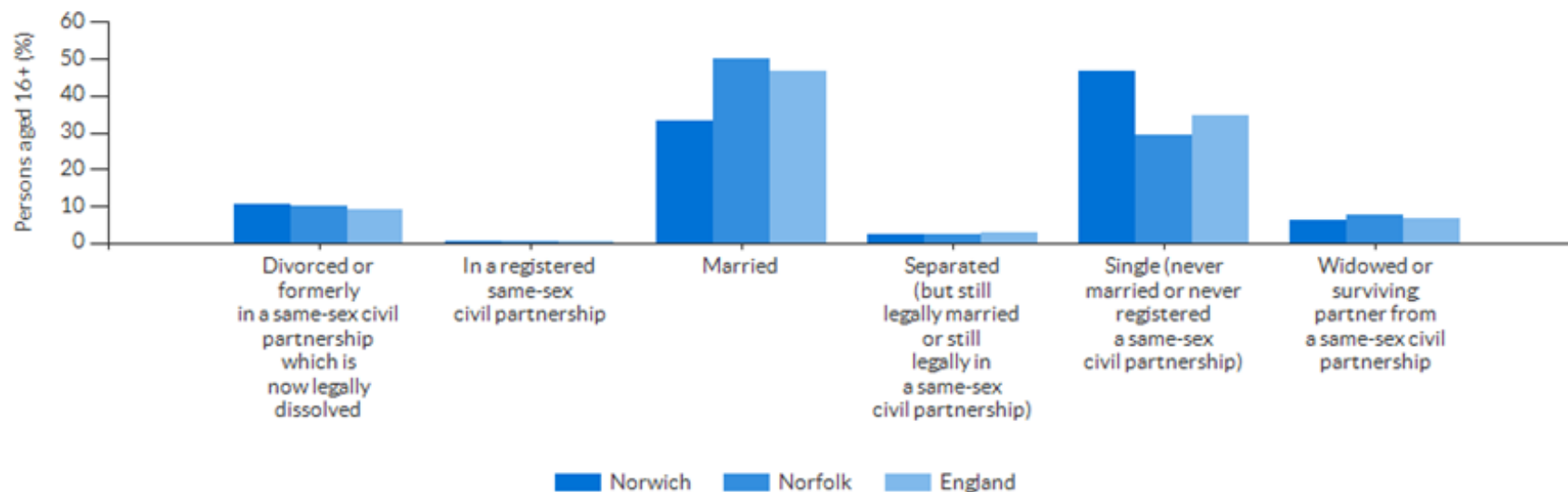
Figure 4.1 – Household Composition Breakdown



Source: ONS Census 2011

- 4.13 As can be seen by the graph, Norwich has a lower-than-average percentage of one family households at 52%, compared to both county and national averages. There is a much higher number of one person households in Norwich at 38%, compared to 30% nationally.
- 4.14 'Other' household types represent 10% in the City, also higher than the national average (8%). These types of households may represent student houses or houses of multiple occupation.
- 4.15 Figure 4.2 overleaf shows a breakdown in the marital and civil partnership status in the City.

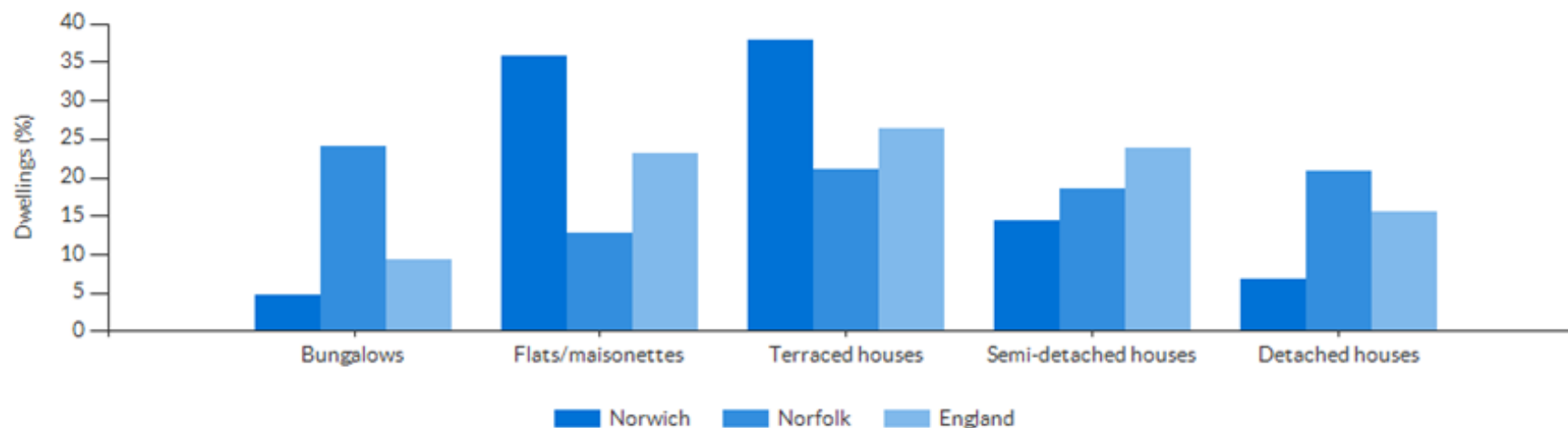
Figure 4.2 – Marital and Civil Partnership Status Breakdown



Source: ONS Census 2011

- 4.16 A can be seen, the most common relationship type in the city is single, which represents a higher-than-average proportion of the population at 47% (compared to 35% nationally).
- 4.17 Whilst marriage is the second most common form of relationship, the percentage of residents who are married is significantly below both national and regional averages at only 33%. There is a higher-than-average number of divorcees or separated people in the City (13% combined).
- 4.18 The high number of single people is unsurprising given the age of the population being younger than average.

Figure 4.3 – Dwelling Type



Date: 2019 Source: Valuation Office Agency

- 4.19 Figure 4.3 above shows the types of dwellings in the City. As can be seen, terraced houses are the most common dwelling, representing 38% of the dwellings compared to only 26% nationally and 21% in the region. Flats and maisonettes also represent a higher-than-average percentage of dwellings at 36%, compared to 23% nationally.
- 4.20 This is unsurprising given the fact that Norwich is a city and so residential space is limited. This is further supported by the lack of detached homes in Norwich which represent only 7% of dwellings, compared to 21% on average in the region.

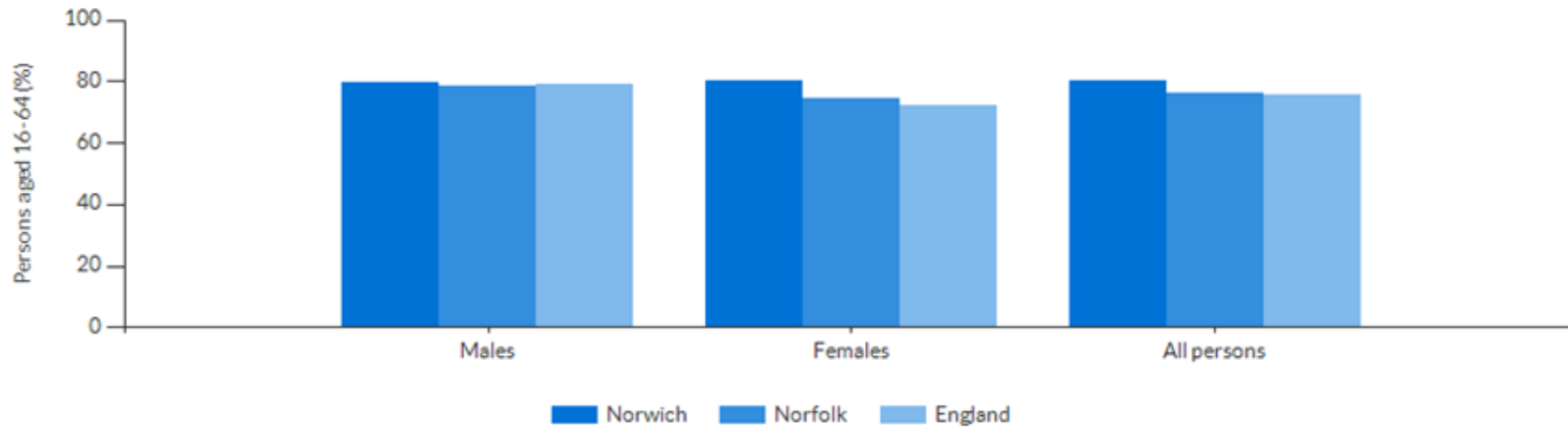
Housing Tenure

- 4.21 The most common tenure in Norwich is social rented property which represents 25% of tenancy, compared to 9% nationally. Privately rented property is also higher than average at 20% (regional average 13% and national is 15%).
- 4.22 Only 21% of properties in Norwich are owned outright (regional average 37%) and 23% are owned via a mortgage or loan (national average 33%).

Economy

4.23 According to the Annual Population Survey (APS) in December 2020, 85% of the working age population were economically active. A breakdown of the employment rate and occupations in the city are provided by Figures 4.4 and 4.5 below.

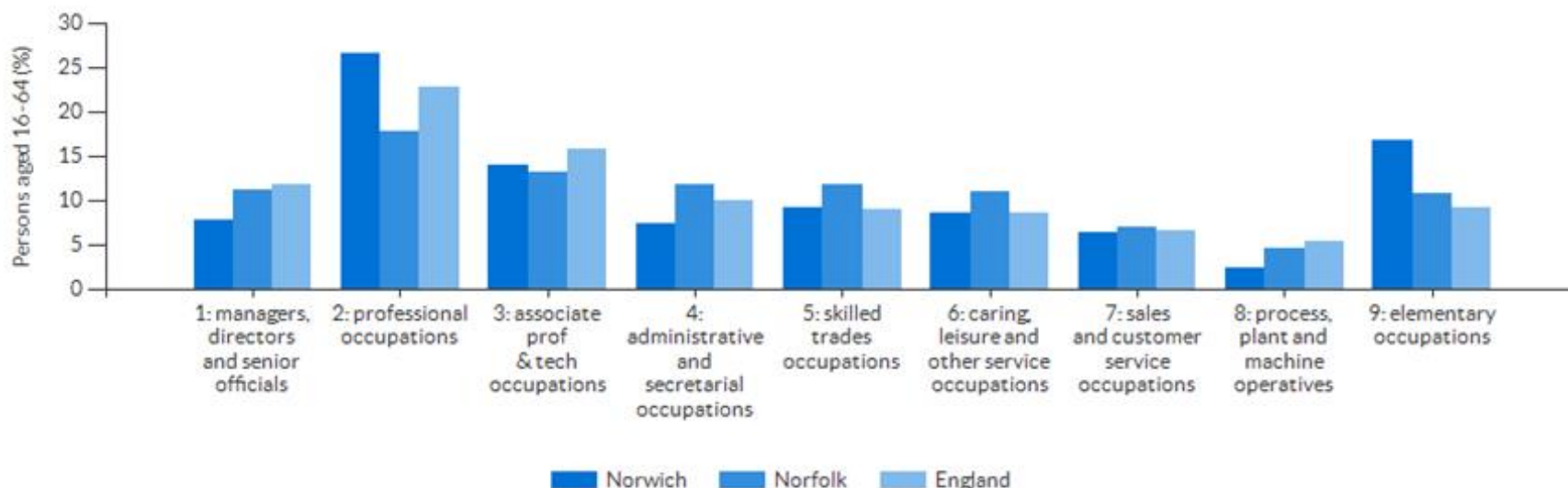
Figure 4.4 – Employment Rate in Norwich



Date: 2020-12 Source: ONSAPS

4.24 As shown in Figure 4.4, 80% of all working age persons are in employment, this is higher than both the county (78%) and England average (79%). However, only 69% of the working population work full time hours (national average 76%) with a higher than average number of part time employees at 30% compared to 24% nationally.

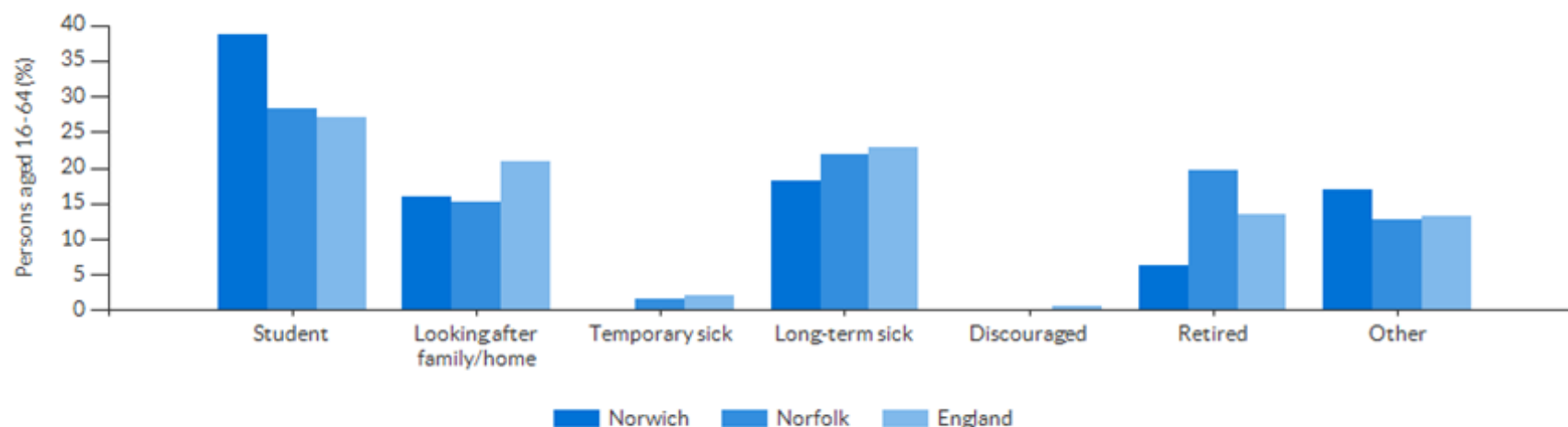
Figure 4.5 – Occupation Type in Norwich



Date: 2020-12 Source: ONSAPS

- 4.25 In terms of occupation type, Figure 4.5 shows the most common type in Norwich is professional occupations with 27%, compared to the county average of 18% and England average of 23%. In contrast, 17% represent elementary occupations, compared to only 9% nationally.
- 4.26 The employment data for the city paints a mixed picture with a high number of both professional occupations and elementary professions. This needs to be considered in terms of availability of disposable income available for leisure spend with opposite ends of the economic spectrum existing in close proximity within the city.
- 4.27 The unemployment rate in Norwich is also slightly above the national average at 5.3% (national average 4.8%). 16% of the population in economically inactive. Figure 4.6 below shows the economic activity by reason.

Figure 4.6 – Norwich’s Economic Inactivity by Reason



Date: 2020-12 Source: ONSAPS

- 4.28 The most common reason for economic inactivity in the City is due to students in education (39%), this is much higher than the county and national averages (28% and 27% respectively). There is also a high proportion of people who are economically inactive due to ‘looking after the family home’ at 16% which is higher than the county average (15%).
- 4.29 Whilst the number of long-term sickness is lower than both national (23%) and county averages (22%) 18% of people who are economically inactive is due to sickness.

Social Grading

- 4.30 The potential amount of disposable income for residents in Norwich is further reflected in the economic social grades identified from the 2011 Census. The data shows that circa 20.5% of the population represents social grade AB (higher & intermediate managerial, administrative and professional occupations), this is lower than the England average of 23%.
- 4.31 The most prevalent social grading in Norwich is C1 (supervisory, clerical & junior managerial, administrative, professional occupations) which represents 31% of the City, more-or-less in line with the national average.

- 4.32 In terms of social grade C2 (Skilled manual occupations), there are circa 18% which is lower than England (21%). This group has lower access to income for leisure spend, although some of the population will have some income available and this contrasts with AB which has the highest access to disposable income in the social grading system.
- 4.33 A further 30% of Norwich's population are in social grade DE (semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations), they have very limited access to disposable income. This is higher than the average in England of 26% and is the second most prevalent social grade in Norwich.

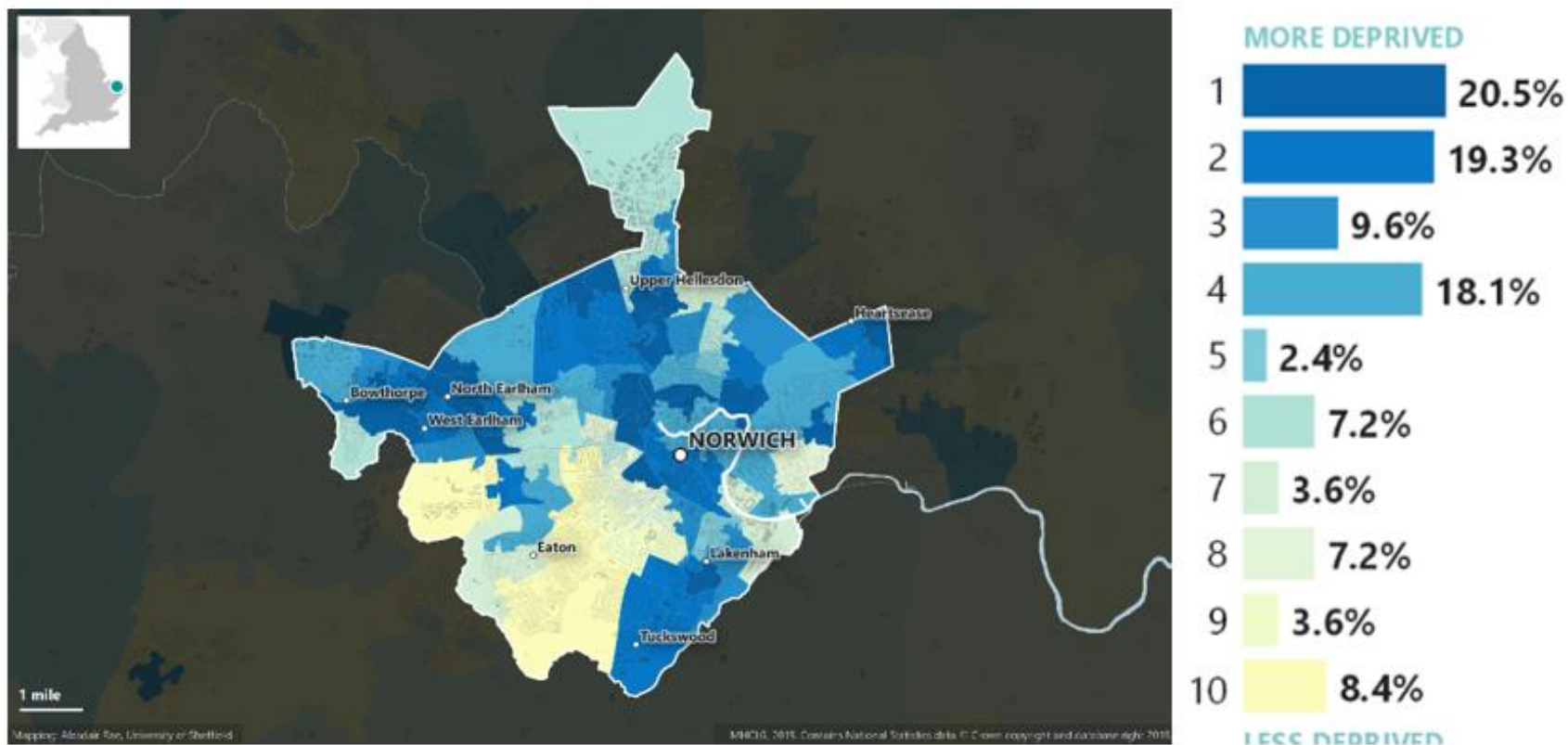
Car or Van Ownership

- 4.34 In Norwich, 67% of households own at least one car or van, this is lower than the national average of 74%. However, this is unsurprising given the urban nature and the extensive public transport links available in the city.

Deprivation

- 4.35 We have sought to analyse the deprivation levels in Norwich based on the Index of Multiple Deprivation 2019 (IMD 2019) data. IMD 2019 consists of seven domains of deprivation, each of which contain a number of individual measures or indicators. Areas are grouped into small groups, LSOA's (Lower Super Output Areas) or neighbourhoods of which there are 32,844 in England, each of which have an average population of just under 1,700. All neighbourhoods are then grouped into ten equal sized groups, 'deciles', the 10% of neighbourhoods with the highest level of deprivation (as measured in the IMD) are grouped into decile 1, and so on with 10% of neighbourhoods with the lowest levels of deprivation grouped in decile 10.
- 4.36 As a local authority, Norwich has an overall rank of 61 out of 317.
- 4.37 Map 4.1 shows the deprivation decile of each LSOA for Norfolk and the coloured bars indicate the proportion of LSOAs in each deprivation decile. The most deprived areas (Decile 1) are shown in blue and the least deprived (decile 10 is yellow).

Map 4.1 – Norwich Local Deprivation Profile

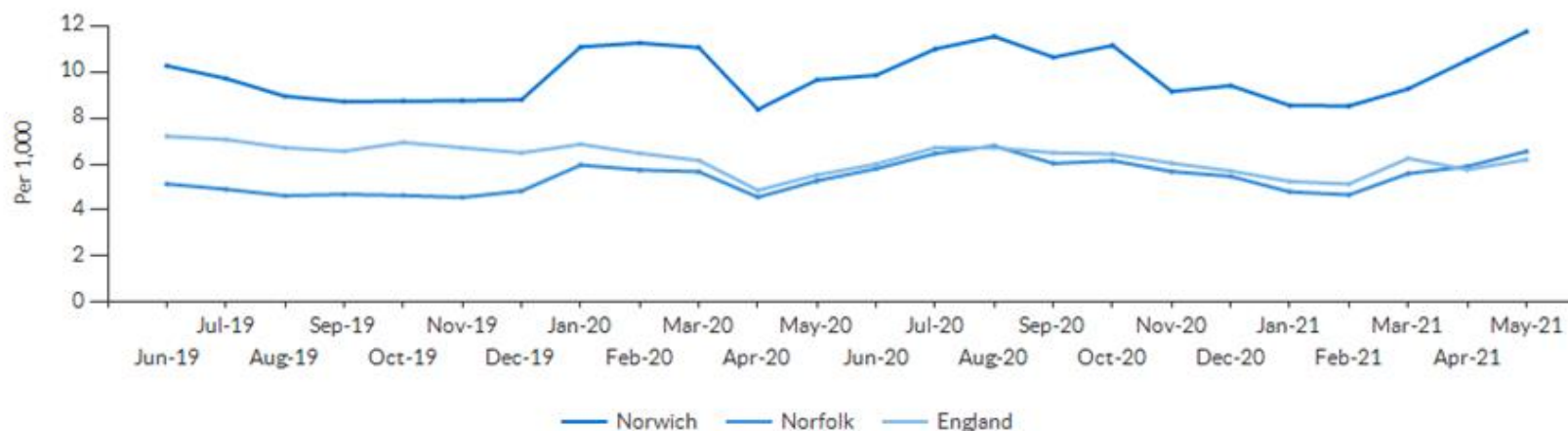


- 4.38 As can be seen, there are areas of high deprivation in in Norwich with 20.5% of the population living in the top 10% most deprived neighbourhoods in the country. A further 19% also live within the top 10-20% most deprived and 18% in the top 30%-40% most deprived.
- 4.39 8.4% live in the top 10% least deprived LSOA in the county. Areas of least deprivation are mainly around the south west of the local authority boundary with areas of higher deprivation to the central, north west (areas such as North Earham) and south such as Lakenham.

Crime

4.40 Figure 4.7 below outlines the current and historical levels of crime in Norwich.

Figure 4.7 – Crime in Norwich



Source: data.police.uk

- 4.41 Figure 4.7 shows Norwich to have high levels of crime when compared to the averages. Crime levels in the city have been consistently above both county and England averages over the 1-year period shown. The most recent data from May 2021 finds the City's crime rate to be 11.7 crimes per 1,000 of the population. This much higher than both the England average (6.2) and the Norfolk average (6.6).
- 4.42 Further analysis finds the most common crime in Norwich to be violence and sexual offences which represents c.57% of all crime which is substantially higher than both the county (35%) and national average (31%). Public order offences are the second most common crime at 15.5% with criminal damage and arson representing 12%.

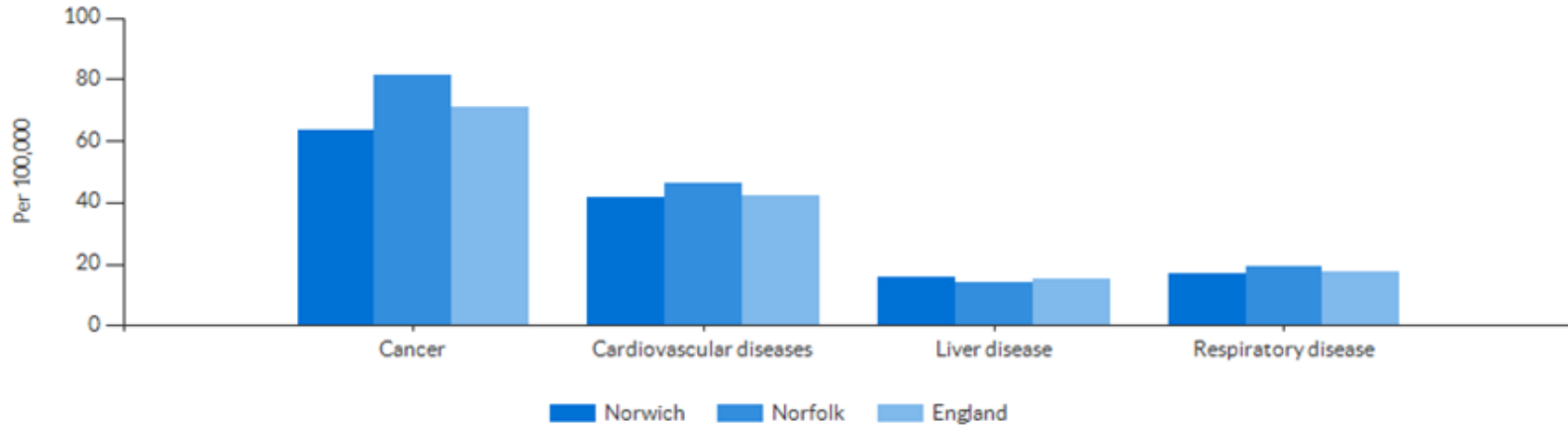
Health

- 4.43 Data from the 2011 Census shows that, in Norwich, 80% of people are in 'very good' or 'good' health, this is higher than the regional average (79%) and slightly below the national average (81%).
- 4.44 6% of the City's population is in 'very bad' or 'bad' health, higher than the national average of 5% but in line with the Norfolk average of 6%. 18% of people in Norwich said that their daily activities were limited a lot or a little by a health problem.
- 4.45 The remaining population (10%) is in 'fair' health.

Preventable Diseases

- 4.46 In 2018, ONS published figures for preventable deaths in Norwich for the 2016-18 period. A death is considered preventable if, in the light of the understanding of the detriments of health at the time of death, all or most deaths from the underlying cause (subject to age limits if appropriate) could potentially be avoided by public health interventions in the broadest sense.
- 4.47 Figure 4.8 below shows the under 75 mortality rate from all causes considered preventable in the city between 2016 and 2018.

Figure 4.8 – Under 75 Mortality Rate from Causes Considered Preventable



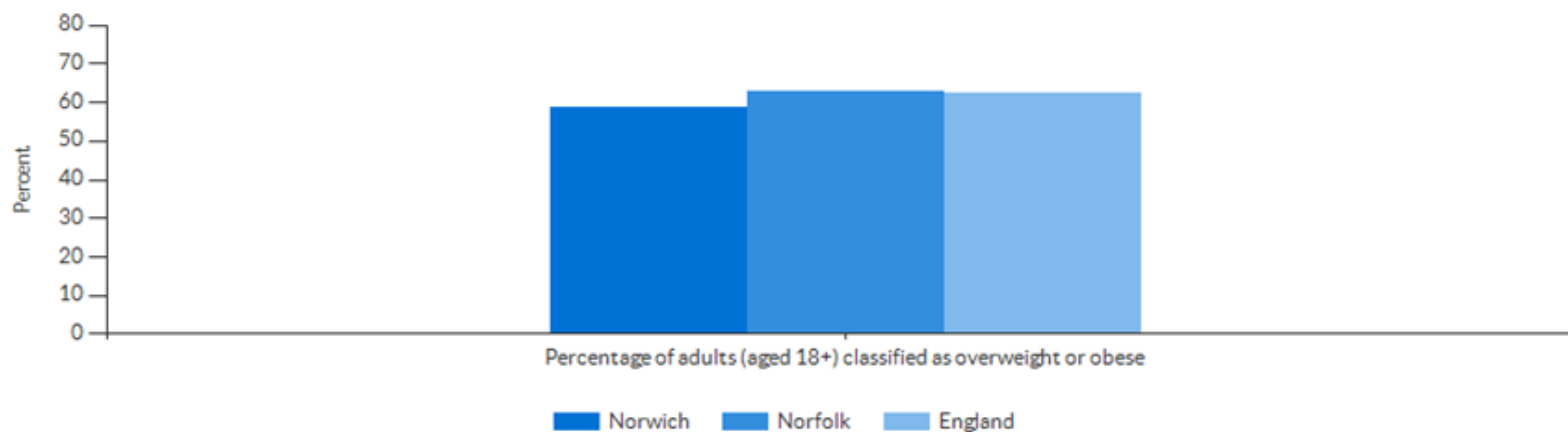
Date: 2016 - 18 Source: Public Health England (based on ONS source data)

- 4.48 The most common cause of preventable death in Norwich is cancer which represents c.63 per 100,000 of these deaths. Cardiovascular disease is the second most common cause representing c.42.
- 4.49 Whilst the preventable death rate is below national and county averages for all four diseases, there is scope to improve these figures and this data highlights the current downfalls in local public health interventions and health and wellbeing provisions in the City.

Obesity

- 4.50 Figure 4.9 overleaf shows the obesity levels within the City.

Figure 4.9 – Adults Classified as Overweight or Obese



Date: 2018/19 Source: Public Health England (based on Active Lives survey, Sport England)

- 4.51 59% of the adult population in Norwich is overweight or obese. Whilst this figure is slightly below the national and county average, it is still a high proportion of the population and a cause for concern due to the negative secondary effects of obesity on health and wellbeing.

Public Health England Local Health Profile

- 4.52 We have reviewed the Health Profile for Norwich for the April 2019 – March 2020 period and extracted the relevant data which is set out in Table 4.2 overleaf.

Table 4.2 – Public Health England Local Health Profile for Norwich

Indicator	Norwich	Norfolk County	England
Under 75 mortality rate from cardiovascular diseases	86.8%	62.9%	70.4%
Suicide rate	16.6	10.5	10.1
Estimated diabetes diagnosis rate	68.3%	76.7%	78.0%
Smoking prevalence in adults	12.9%	13.7%	13.9%
Child obesity (year 6)	20.8%	19.1%	21.0%
Children in low-income families	22.3%	14.1%	17.0%
Male life expectancy	78.4	80.5	79.8
Female life expectancy	83.1	83.9	83.4

- 4.53 The public health profile shows some significant health inequalities in Norwich. For example, the city has a significantly high under 75 mortality rate due to cardiovascular disease at c.87% compared to the England average of 70%. Moreover, diabetes diagnosis rate is also low at 68% (national average 78%).
- 4.54 In terms of children, c.21% of year 6 aged children are overweight or obese, whilst this is in line with the national average is it is still a cause for concern. The number of children living in low-income families is also significantly above the regional and national average.
- 4.55 The suicide rate is also significantly higher than both county and regional averages with a count of 16.6, suggesting requirement for better mental health and preventative wellbeing measures within the area. Smoking is also fairly prevalent in the city at c.14% of the adult population.

- 4.56 There is scope to improve both the male and female life expectancies. In particular the male which is currently 2.1 years below the county average and 1.4 years below the national average.

Sport England KPI Data

Overview of the Active Lives Survey

- 4.57 The latest Active Lives survey published by Sport England relates to the November 2019/2020 period. The 12 months of data includes four months before the coronavirus pandemic hit as well as the eight months from the start of restrictions being imposed in mid-March 2020, to the start of the second national lockdown in November 2020.
- 4.58 An overview of the survey results shows that the percentage of adults participating in the recommended 150 minutes of moderate intensity physical activity per week was 61.4%. This statistic shows a decrease of 1.9% compared to 12 months previous whilst the number of inactive adults rose by 2.6% (27.1%).
- 4.59 The survey data also shows inequalities to be enhanced by the pandemic restrictions. For example, whilst both men and women saw sustained drops in participation, men were more likely to participate in physical activity than women (63% active compared to 60% respectively), Activity levels also decreased with age with 16-34 year olds most likely to participate (68%) whilst only 38% of over 75+ were active. Despite higher levels of activity across other age groups, the data for the 16-34 year olds show a fall in participation of 2.6%, a continuation of a downward trend which was recorded prior to the pandemic.
- 4.60 Other inequalities also include socio-economic groups with the impact most noticeable in participants from lower socio-economic groups. For example, those who have either never worked or those in more routine jobs/long term employment having much lower levels of activity (52%).
- 4.61 The pandemic had also widened ethnic inequalities with the main impact shown in participation of Black and Asian adults where activity levels dropped by 4.5% and 6% respectively. For both groups, the drops were the most extreme at the start of the pandemic.

Activity Groups

- 4.62 The survey also gathered information on types of activity, recording activity levels based on participation of certain sports at least twice in the 28 days leading up to the survey.

- 4.63 Walking for leisure saw the biggest increase in participation with 1.3 million more people participating, the same can be said for cycling for leisure which also witnessed a 1.2 million increase. In contrast, walking for travel fell by 4.2 million as did cycling for travel (-321K) presumably as the government guidance to stay-at-home meant less people were commuting to their place of work. Active travel did recover to its previous 12 months levels by mid-September to mid-November as more people returned to work.
- 4.64 Unsurprisingly swimming and fitness activities experienced the largest decline in participation with 1.8 million less people swimming and 1.2 million less participating in fitness activities. This is linked to the forced closure of gyms and leisure centres.

Attitudes

- 4.65 Attitudes to physical activity were measured by asking how much participants agreed with statements based on capability, opportunity, and motivation to participate in sport and physical activity.
- 4.66 The results were that perceived opportunity fell with the proportion of people strongly agreeing that they had the opportunity to be active remaining below levels recording the same period 12 months previous. The largest fall was recorded in Mid-May to Mid-July where numbers fell by -3.8%. These drops were driven by the 16-34 age group as well as the 75+ age group.
- 4.67 Moreover, studies have shown that the vaccination programme in the UK is having a positive impact on people's attitudes with 41% of adults agreeing that the vaccination will make them more likely to take part in physical activity.

Active Lives Data for Norwich

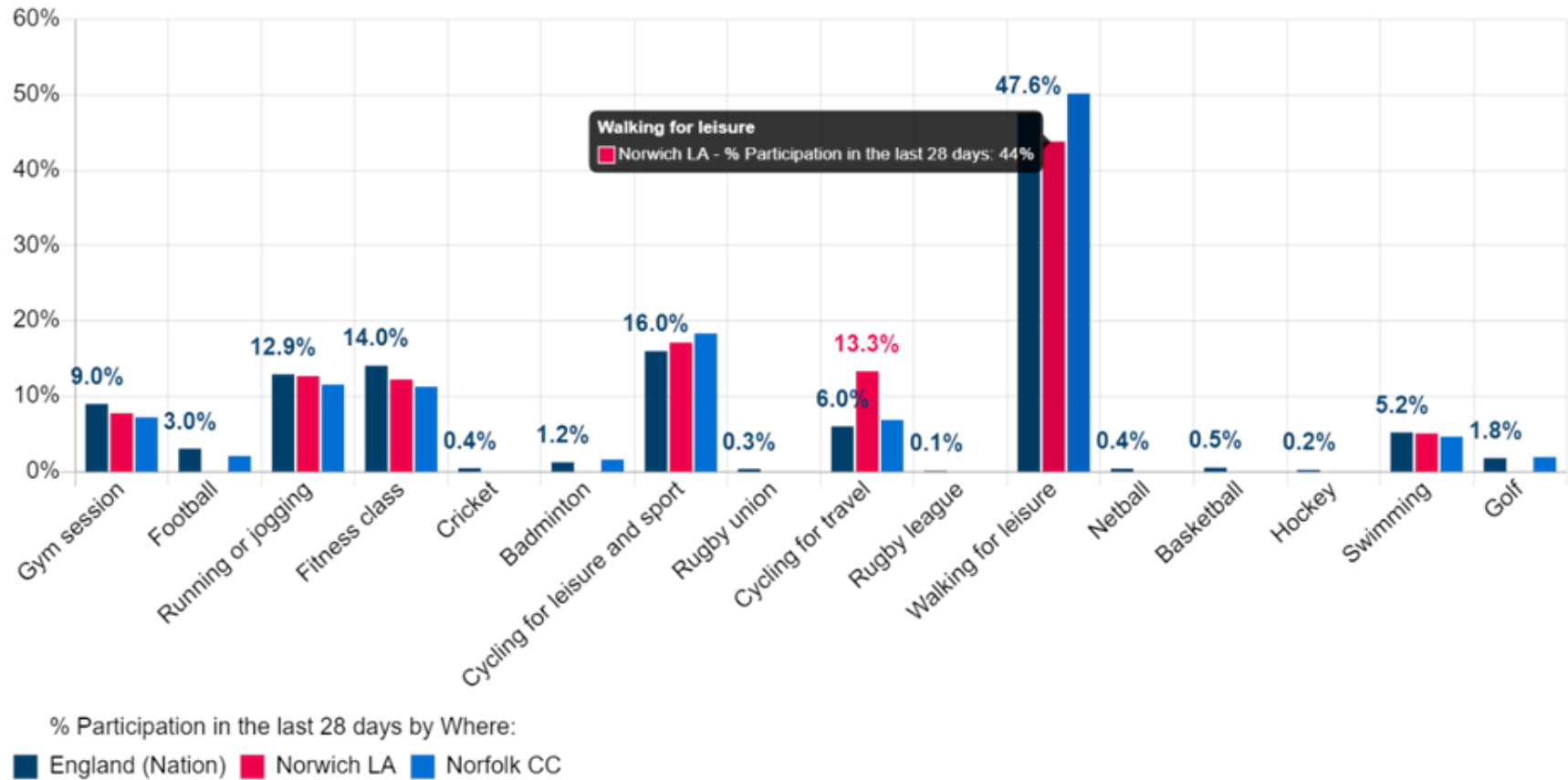
- 4.68 We have sought to summarise the physical activity data for Norwich in Table 4.3 overleaf from November 2019 to November 2020 data (2019/20).

Table 4.3 – Active population in Norwich

Metric	Norwich	Norfolk	England
Inactive – less than 1 x 30 minutes of physical activity per week	23.5%	29.9%	27.1%
Fairly Active – 30 to 149 minutes per week	11.3%	11.5%	11.5%
Active – Over 150 minutes per week	63.0%	58.7%	61.4%

- 4.69 The results show Norwich to have an active population with 63% of people participating in over 150 minutes of activity per week. This is higher than both the national average and the county average. The city also has low levels of inactivity (23.5%) which also falls below both regional and England averages (30% and 27% respectively).
- 4.70 11% of people in Norwich participate in 30-149 minutes of activity per week and are classed as 'fairly active', in line with the national and county averages. There is scope to improve the overall activity levels within the city to encourage the 'fairly' active to extend their time spent exercising in order to increase the number of active people.
- 4.71 Figure 4.10 below shows participation trends in Norwich based on participation of sports at least twice in the 28 days prior to the survey.

Figure 4.10 – Participation in the Last 28 days



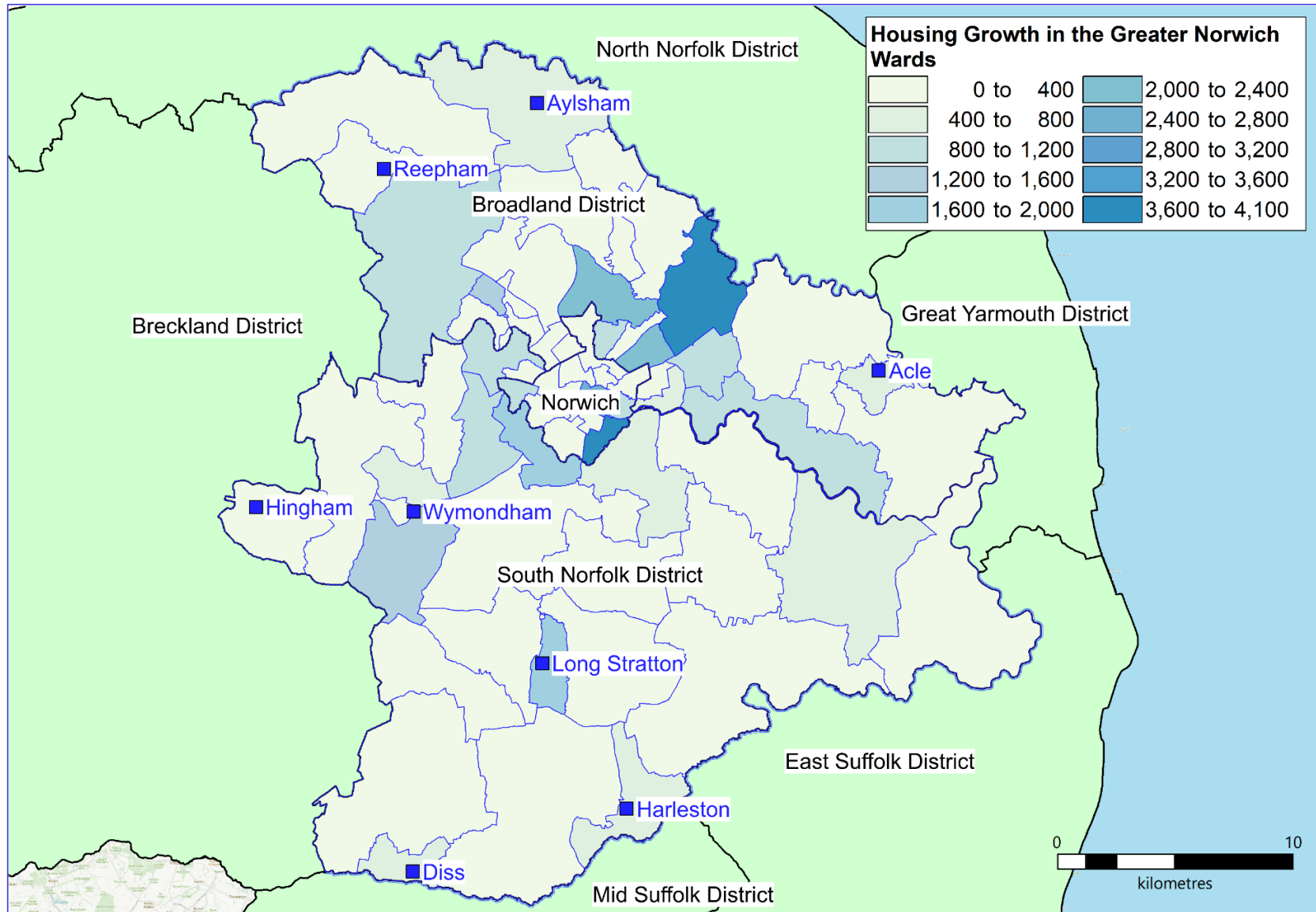
- 4.72 As shown in the above graph, the most popular activity in Norwich is walking for leisure with 44% participating at least twice in the past 28 days, although this is still lower than the national average (48%).
- 4.73 Cycling for leisure and sport is also common with 17% participating in the past 28 days, compared to 16% nationally. A further 20% participated in gym sessions and fitness classes at least twice in the past 28 days, compared to 23% nationally.

5. Population Growth in Greater Norwich

Population Growth by 2038

- 5.1. Significant population growth as a result of new housing provision is expected in Greater Norwich, as highlighted by the GNLP. The ONS Population Projections are based on considering only the mortality and death rates within the district, and therefore does not consider wider housing growth and the impact on populations.
- 5.2. To understand the potential impact on built facilities in the future, we have projected the population growth for South Norfolk, Broadland and Norwich and considered the impact and profile of the housing growth. Assumptions have been made on an occupancy basis of the projected housing allocations (in line with ONS and Council recommendations) on a year-by-year basis. This has been agreed with each Greater Norwich local authority.
- 5.3. Overall, the methodology considers the number of houses needed to meet the natural population growth from the ONS projects, as well as the additional population projections as a result of the proposed growth from housing.
- 5.4. Figure 5.1 below details the wider Greater Norwich housing growth.

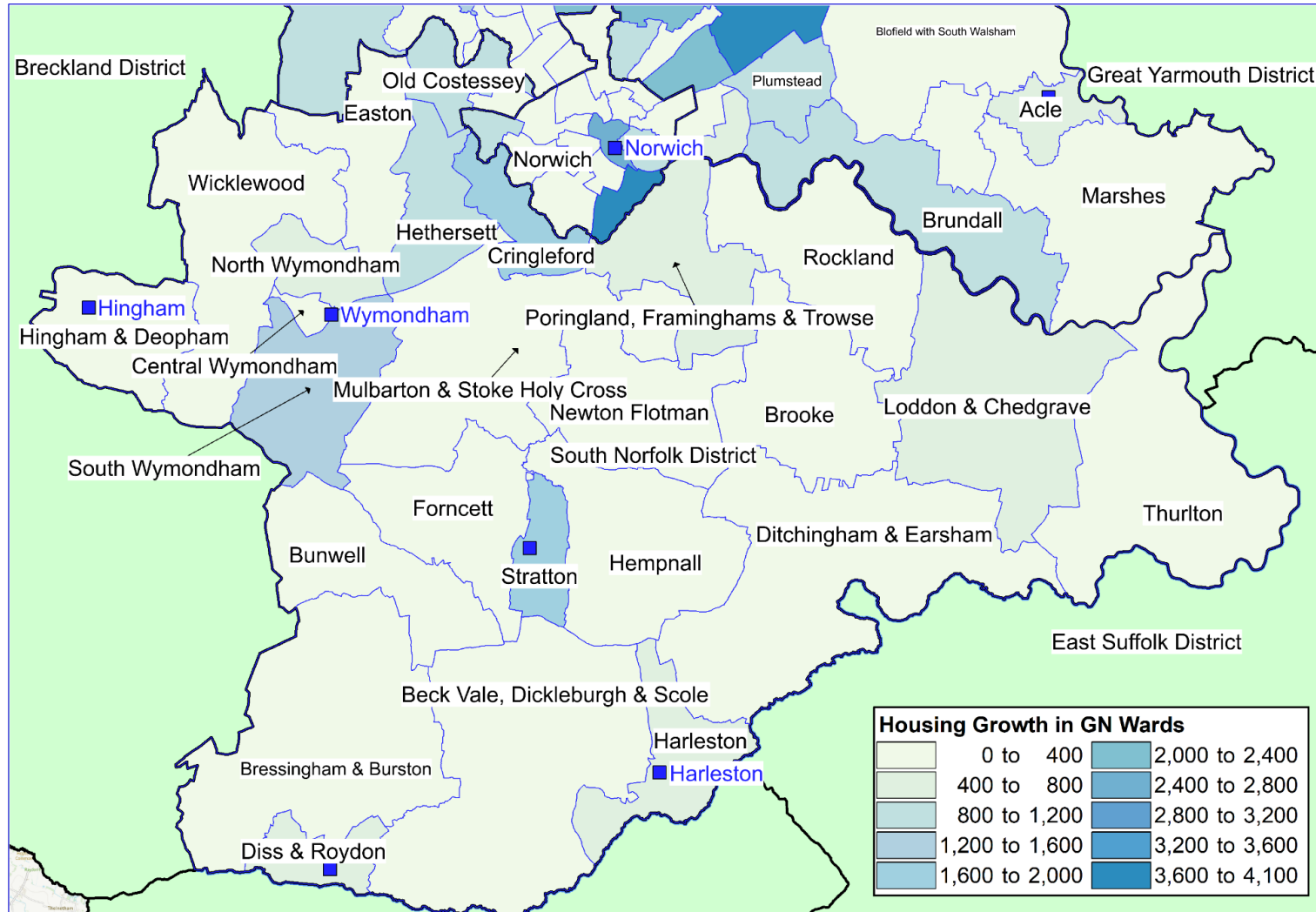
Figure 5.1 – Housing Growth in Greater Norwich



South Norfolk

5.5. Figure 5.2 focuses on housing growth in South Norfolk.

Figure 5.2 – Housing Growth in South Norfolk



- 5.6. Table 5.1 below details the estimated population growth in South Norfolk between 2018 and 2038 in 4-year gaps; 2018, 2022, 2026, 2030, 2034 and 2038.
- 5.7. Overall, the population has been projected to increase from circa 143,000 in 2018, to 185,000 by 2038. This is an increase of circa 42,000 people or 29%, with increases in the population across all age groups. Of note, there will be a growing ageing population with circa 23,000 of the population increases in people aged 50 years and above (54%).

Table 5.1 – Population Growth with Housing Growth in South Norfolk

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	7,118	7,192	7,746	8,085	8,328	8,631	1,513	21.3%
5-9	8,338	8,634	8,854	9,134	9,418	9,602	1,264	15.2%
10-14	8,820	9,494	10,134	10,173	10,180	10,368	1,548	17.5%
15-19	7,256	7,868	9,555	10,068	10,003	9,819	2,563	35.3%
20-24	6,050	5,725	5,829	6,812	7,263	7,170	1,120	18.5%
25-29	7,048	7,365	7,398	7,178	8,071	8,694	1,646	23.4%
30-34	7,637	8,055	8,696	8,721	8,295	8,986	1,349	17.7%
35-39	8,459	8,953	10,068	10,583	10,572	9,962	1,503	17.8%
40-44	8,555	9,442	10,803	11,753	12,227	12,214	3,659	42.8%
45-49	9,593	9,253	10,236	11,607	12,454	12,845	3,252	33.9%
50-54	10,410	10,668	10,297	10,407	11,809	12,467	2,057	19.8%
55-59	10,256	10,721	11,214	10,958	10,389	11,765	1,509	14.7%
60-64	9,117	9,859	11,276	11,760	11,643	10,635	1,518	16.7%
65-69	8,515	8,881	10,274	11,686	12,314	12,261	3,746	44.0%
70-74	9,427	8,873	8,822	9,935	11,376	12,273	2,846	30.2%
75-79	6,931	8,312	9,076	8,356	9,158	10,447	3,516	50.7%
80-84	4,824	4,980	6,451	7,863	7,231	7,707	2,883	59.8%
85+	4,712	5,096	5,784	7,008	8,794	9,340	4,628	98.2%
Total	143,066	149,371	162,513	172,086	179,523	185,186	42,120	29.4%

Sub-Analysis Areas

- 5.8. Importantly, to help inform this needs assessment further, it is also key to understand where the growth will happen and how it will impact on built facilities within that area.
- 5.9. For the purpose of this work the area of South Norfolk has been broken down into Sub-Analysis Areas. Sub-Analysis Areas provide a more localised assessment of supply and demand issues within the district by grouping wards geographically.
- 5.10. The following Sub-Analysis Areas have been agreed for South Norfolk in Table 5.2 below.

Table 5.2 – South Norfolk Sub-Analysis Areas

East	West	South
Poringland, Framinghams & Trowse	Cringleford	Forncett
Rockland	Old Costessey	Stratton
Brooke	New Costessey	Hempnall
Thurlton	Easton	Harleston
Ditchingham & Earsham	Wicklewood	Diss & Roydon
Loddon & Chedgrave	Hingham & Deopham	Beck Vale, Dickleburgh & Scole
Newton Flotman	Mulbarton & Stoke Holy Cross	Bressingham & Burson
N/A	North Wymondham	Bunwell
N/A	Central Wymondham	N/A
N/A	South Wymondham	N/A
N/A	Hethersett	N/A

- 5.11. The Sub-Analysis Areas are represented in this needs assessment by the following colours:
- East – Green;
 - West – Orange; and
 - South – Blue.
- 5.12. Tables 5.3-5.5 below show the estimated population growth in the Analysis Areas.

Table 5.3 - East Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	1,474	1,478	1,547	1,583	1,614	1,669	195	13.2%
5-9	1,699	1,746	1,739	1,760	1,795	1,825	126	7.4%
10-14	1,901	2,028	2,115	2,086	2,065	2,097	196	10.3%
15-19	1,719	1,853	2,213	2,291	2,255	2,206	487	28.3%
20-24	1,292	1,214	1,215	1,393	1,467	1,442	150	11.6%
25-29	1,365	1,416	1,384	1,317	1,466	1,572	207	15.2%
30-34	1,517	1,592	1,673	1,644	1,546	1,668	151	10.0%
35-39	1,690	1,775	1,936	1,995	1,969	1,851	161	9.5%
40-44	1,831	2,007	2,229	2,380	2,451	2,440	609	33.3%
45-49	2,198	2,103	2,267	2,526	2,681	2,758	560	25.5%
50-54	2,681	2,729	2,583	2,566	2,882	3,031	350	13.0%
55-59	2,640	2,745	2,822	2,712	2,548	2,874	234	8.9%
60-64	2,371	2,553	2,875	2,951	2,894	2,633	262	11.0%
65-69	2,241	2,327	2,654	2,970	3,100	3,074	833	37.2%
70-74	2,430	2,273	2,229	2,477	2,813	3,020	590	24.3%
75-79	1,814	2,159	2,321	2,106	2,286	2,599	785	43.3%
80-84	1,254	1,290	1,641	1,966	1,796	1,907	653	52.1%
85+	1,215	1,307	1,460	1,745	2,168	2,285	1,070	88.1%
Total	33,332	34,593	36,902	38,466	39,797	40,949	7,617	22.9%

- 5.13. Population in the East Analysis Area is expected to increase from circa 33,000 in 2018 to circa 41,000 in 2038, an increase of circa 8,000 people, or 23%.
- 5.14. The main areas of growth are; Poringland, Framingham and Trowse and Loddon and Chedgrave.

Table 5.4 - West Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	3,836	3,917	4,322	4,517	4,631	4,777	941	24.5%
5-9	4,362	4,566	4,800	4,957	5,087	5,160	798	18.3%
10-14	4,581	4,983	5,433	5,461	5,437	5,509	928	20.3%
15-19	3,562	3,900	4,824	5,085	5,019	4,902	1,340	37.6%
20-24	2,905	2,779	2,887	3,375	3,575	3,509	604	20.8%
25-29	3,707	3,913	4,024	3,902	4,357	4,668	961	25.9%
30-34	4,082	4,347	4,800	4,813	4,552	4,906	824	20.2%
35-39	4,490	4,803	5,540	5,829	5,790	5,426	936	20.8%
40-44	4,446	4,961	5,827	6,347	6,572	6,529	2,083	46.8%
45-49	4,551	4,445	5,062	5,737	6,119	6,269	1,718	37.7%
50-54	4,704	4,876	4,814	4,884	5,502	5,777	1,073	22.8%
55-59	4,464	4,716	5,044	4,936	4,656	5,240	776	17.4%
60-64	3,806	4,158	4,853	5,065	4,984	4,527	721	18.9%
65-69	3,522	3,714	4,383	4,994	5,236	5,186	1,664	47.2%
70-74	3,901	3,711	3,765	4,243	4,836	5,190	1,289	33.0%
75-79	2,946	3,568	3,994	3,665	3,992	4,529	1,583	53.7%
80-84	2,022	2,110	2,787	3,388	3,104	3,291	1,269	62.8%
85+	1,989	2,173	2,519	3,040	3,794	4,016	2,027	101.9%
Total	67,876	71,640	79,679	84,238	87,243	89,408	21,532	31.7%

5.15. Population in the West Analysis Area is expected to increase from circa 68,000 in 2018 to circa 89,000 in 2038, an increase of circa 22,000 people, or 32%.

5.16. This main areas of growth around are; Wymondham, Hethersett and Cringleford.

Table 5.5 - South Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	1,808	1,797	1,877	1,984	2,082	2,186	378	20.9%
5-9	2,277	2,321	2,315	2,417	2,535	2,617	340	14.9%
10-14	2,338	2,483	2,585	2,627	2,678	2,762	424	18.1%
15-19	1,975	2,115	2,518	2,692	2,729	2,711	736	37.3%
20-24	1,853	1,733	1,727	2,044	2,222	2,220	367	19.8%
25-29	1,976	2,036	1,989	1,958	2,248	2,454	478	24.2%
30-34	2,038	2,116	2,223	2,264	2,196	2,411	373	18.3%
35-39	2,279	2,375	2,592	2,760	2,813	2,686	407	17.9%
40-44	2,278	2,475	2,748	3,026	3,204	3,245	967	42.4%
45-49	2,844	2,705	2,907	3,343	3,654	3,819	975	34.3%
50-54	3,025	3,063	2,901	2,957	3,425	3,659	634	21.0%
55-59	3,152	3,260	3,348	3,310	3,185	3,650	498	15.8%
60-64	2,940	3,148	3,547	3,743	3,765	3,475	535	18.2%
65-69	2,752	2,840	3,238	3,722	3,979	4,002	1,250	45.4%
70-74	3,096	2,888	2,827	3,216	3,726	4,064	968	31.3%
75-79	2,171	2,585	2,760	2,585	2,880	3,319	1,148	52.9%
80-84	1,548	1,581	2,023	2,509	2,331	2,509	961	62.1%
85+	1,508	1,616	1,806	2,224	2,832	3,039	1,531	101.5%
Total	41,858	43,138	45,932	49,382	52,484	54,829	12,971	31.0%

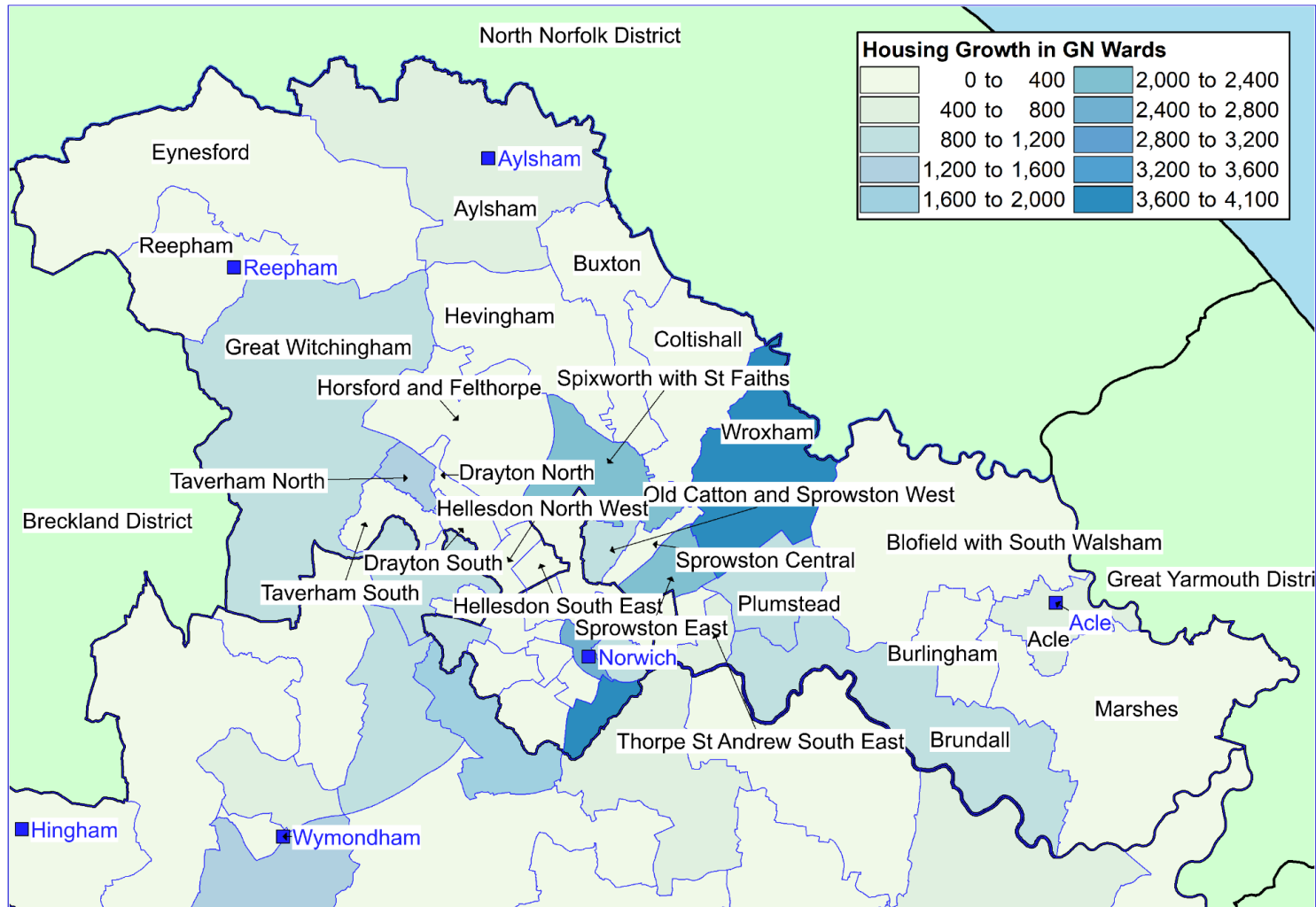
5.17. Population in the South Analysis Area is expected to increase from circa 42,000 in 2018 to circa 55,000 in 2038, an increase of circa 13,000 people, or 31%.

5.18. The main areas of growth are; Stratton, Diss & Roydon and Harleston.

Broadland

5.19. Figure 5.3 focuses on housing growth in Broadland.

Figure 5.3 – Housing Growth in Broadland



5.20. Table 5.6 below details the estimated population growth in Broadland between 2018 and 2038 in 4-year gaps; 2018, 2022, 2026, 2030, 2034 and 2038. Overall, the population has been projected to increase from circa 129,000 in 2018, to 174,000 by 2038. This is an increase of circa 45,000 people or 35%, with increases in the population across all age groups. This is the largest growth of the 3 authorities in Greater Norwich. Of note, there will be a growing ageing population with circa 24,000 of the population increases in people aged 50 years and above (54%).

Table 5.6 – Population Growth with Housing Growth in Broadland

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	5,943	5,989	6,554	7,130	7,588	8,037	2,094	35.2%
5-9	7,002	6,982	7,004	7,522	7,998	8,323	1,321	18.9%
10-14	6,936	7,401	7,886	7,885	8,141	8,475	1,539	22.2%
15-19	6,507	6,891	7,975	8,715	8,600	8,581	2,074	31.9%
20-24	5,660	5,353	5,489	6,501	7,152	7,090	1,430	25.3%
25-29	6,042	6,218	6,323	6,366	7,304	8,003	1,961	32.4%
30-34	6,588	6,946	7,462	7,728	7,578	8,370	1,782	27.0%
35-39	7,229	7,580	8,616	9,360	9,568	9,195	1,966	27.2%
40-44	7,370	8,002	8,913	10,024	10,751	10,963	3,593	48.7%
45-49	9,381	8,631	9,207	10,459	11,552	12,117	2,736	29.2%
50-54	9,935	9,948	9,282	9,274	10,555	11,324	1,389	14.0%
55-59	9,275	9,642	10,104	9,934	9,314	10,487	1,212	13.1%
60-64	8,392	8,970	10,563	11,280	11,098	10,036	1,644	19.6%
65-69	8,547	8,873	9,970	11,952	12,990	12,830	4,283	50.1%
70-74	9,136	8,652	8,606	9,717	11,344	12,392	3,256	35.6%
75-79	6,124	7,458	8,685	7,911	8,670	9,925	3,801	62.1%
80-84	4,777	4,935	6,446	8,362	7,821	8,257	3,480	72.8%
85+	4,620	4,907	5,613	6,938	9,032	9,683	5,063	109.6%
Total	129,464	133,378	144,700	157,058	167,055	174,088	44,624	34.5%

Sub-Analysis Areas

- 5.21. Importantly, to help inform this needs assessment further, it is also key to understand where the growth will happen and how it will impact on built facilities within that area.
- 5.22. For the purpose of this work, the area of Broadland has been broken down into Sub-Analysis Areas. Sub-Analysis Areas provide a more localised assessment of supply and demand issues within the district, by grouping wards geographically.
- 5.23. The following Sub-Analysis Areas have been agreed for Broadland in Table 5.7, below.

Table 5.7 – Broadland Sub-Analysis Areas

West	East
Aylsham	Acle
Buxton	Blofield with South Walsham
Drayton North	Brundall
Drayton South	Burlingham
Eynesford	Coltishall
Great Witchingham	Marshes
Hellesdon North West	Old Catton & Sprowston West
Hellesdon South	Plumstead
Hevingham	Spixworth with St Faiths
Horsford and Felthorpe	Sprowston Central
Reepham	Sprowston East
Taverham North	Thorpe St Andrew North West
Taverham South	Thorpe St Andrew South East
N/A	Wroxham

- 5.24. The Sub-Analysis Areas are represented in this needs assessment by the following colours:
- East – Green; and
 - West – Orange.
- 5.25. Tables 5.8-5.9 below show the estimated population growth in the Analysis Areas.

Table 5.8 - East Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	3,480	3,511	3,931	4,339	4,655	4,950	1,470	42.2%
5-9	3,975	3,968	4,068	4,430	4,748	4,961	986	24.8%
10-14	3,921	4,189	4,565	4,637	4,834	5,058	1,137	29.0%
15-19	3,582	3,796	4,500	4,994	4,967	4,976	1,394	38.9%
20-24	3,146	2,980	3,134	3,764	4,168	4,147	1,001	31.8%
25-29	3,454	3,563	3,703	3,775	4,360	4,789	1,335	38.6%
30-34	3,805	4,014	4,413	4,629	4,568	5,061	1,256	33.0%
35-39	4,255	4,468	5,188	5,713	5,877	5,665	1,410	33.1%
40-44	4,251	4,619	5,271	6,009	6,493	6,648	2,397	56.4%
45-49	5,288	4,868	5,327	6,133	6,821	7,179	1,891	35.8%
50-54	5,611	5,625	5,374	5,438	6,241	6,722	1,111	19.8%
55-59	5,265	5,486	5,890	5,884	5,570	6,300	1,035	19.7%
60-64	4,845	5,188	6,259	6,783	6,730	6,120	1,275	26.3%
65-69	4,938	5,141	5,924	7,210	7,912	7,847	2,909	58.9%
70-74	5,313	5,049	5,148	5,912	6,976	7,663	2,350	44.2%
75-79	3,555	4,350	5,210	4,832	5,365	6,173	2,618	73.6%
80-84	2,802	2,903	3,903	5,166	4,881	5,177	2,375	84.8%
85+	2,768	2,953	3,468	4,369	5,742	6,186	3,418	123.5%
Total	74,254	76,672	85,275	94,018	100,907	105,621	31,367	42.2%

5.26. Population in the East Analysis Area is expected to increase from circa 74,000 in 2018 to circa 106,000 in 2038, an increase of circa 31,000 people, or 42%.

5.27. The main areas of growth are; Wroxham, Sprowston East, Spixworth with St. Faiths, Old Catton and Sprowston West and Plumstead.

Table 5.9 - West Analysis Area Population Growth

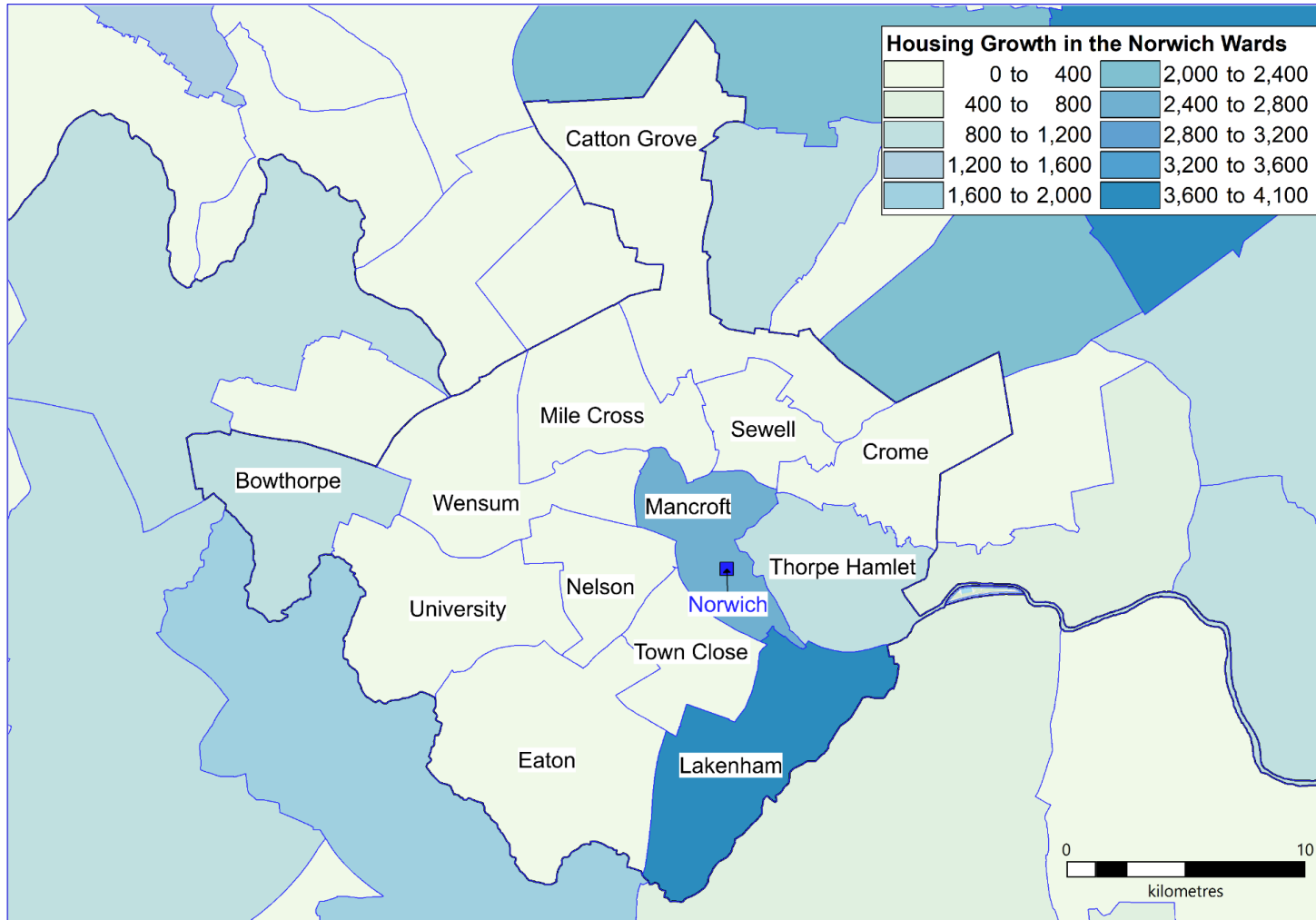
Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	2,463	2,479	2,623	2,791	2,933	3,087	624	25.3%
5-9	3,027	3,014	2,937	3,092	3,250	3,362	335	11.1%
10-14	3,015	3,212	3,321	3,248	3,307	3,417	402	13.3%
15-19	2,925	3,094	3,475	3,721	3,634	3,605	680	23.3%
20-24	2,514	2,373	2,355	2,737	2,984	2,943	429	17.1%
25-29	2,588	2,655	2,621	2,591	2,943	3,214	626	24.2%
30-34	2,783	2,932	3,049	3,099	3,010	3,309	526	18.9%
35-39	2,974	3,113	3,428	3,647	3,691	3,530	556	18.7%
40-44	3,119	3,382	3,642	4,015	4,258	4,315	1,196	38.3%
45-49	4,093	3,763	3,880	4,326	4,731	4,938	845	20.7%
50-54	4,324	4,323	3,908	3,836	4,314	4,602	278	6.4%
55-59	4,010	4,156	4,214	4,051	3,744	4,187	177	4.4%
60-64	3,547	3,781	4,304	4,496	4,368	3,915	368	10.4%
65-69	3,609	3,732	4,046	4,742	5,078	4,983	1,374	38.1%
70-74	3,823	3,603	3,458	3,805	4,368	4,729	906	23.7%
75-79	2,569	3,108	3,475	3,079	3,305	3,752	1,183	46.1%
80-84	1,975	2,032	2,543	3,196	2,939	3,080	1,105	55.9%
85+	1,852	1,955	2,145	2,569	3,290	3,497	1,645	88.8%
Total	55,210	56,707	59,425	63,040	66,148	68,466	13,256	24.0%

5.28. Population in the West Analysis Area is expected to increase from circa 55,000 in 2018 to circa 68,000 in 2038, an increase of circa 13,000 people, or 24%. The main areas of growth are; Taverham North and Great Witchingham. Growth in the West Analysis Area equates to less than a third of all population growth in Broadland (30%).

Norwich

5.29. Figure 5.4 focuses on housing growth in Norwich.

Figure 5.4 – Housing Growth in Norwich



- 5.30. Table 5.10 below details the estimated population growth in Norwich between 2018 and 2038 in 4-year gaps; 2018, 2022, 2026, 2030, 2034 and 2038. Overall, the population has been projected to increase from circa 142,000 in 2018, to 168,000 by 2038. This is an increase of circa 26,000 people or 18%. Of note, whilst the older population will significantly grow above 65 years old, the majority of growth is from those aged 15-44 years old (49%).

Table 5.10 - Population Growth with Housing Growth in Norwich

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	7,385	7,217	7,343	7,670	8,102	8,564	1,179	16.0%
5-9	7,764	7,434	6,905	6,977	7,215	7,497	- 267	-3.4%
10-14	7,270	7,556	7,431	6,900	6,871	7,031	- 239	-3.3%
15-19	9,627	10,071	11,360	11,968	11,491	11,103	1,476	15.3%
20-24	18,128	18,599	19,551	22,117	23,241	22,756	4,628	25.5%
25-29	13,636	13,400	13,576	13,694	15,362	16,635	2,999	22.0%
30-34	10,890	11,319	11,593	11,683	11,486	12,648	1,758	16.1%
35-39	9,517	9,506	9,828	10,287	10,212	9,919	402	4.2%
40-44	7,544	8,007	8,256	8,585	8,985	8,941	1,397	18.5%
45-49	7,632	7,188	7,440	8,037	8,329	8,616	984	12.9%
50-54	7,938	7,896	7,375	7,236	7,986	8,247	309	3.9%
55-59	7,298	7,620	7,871	7,591	7,145	7,957	659	9.0%
60-64	6,179	6,565	7,334	7,816	7,644	7,009	830	13.4%
65-69	5,616	5,644	6,179	7,040	7,638	7,560	1,944	34.6%
70-74	5,494	5,333	5,259	5,706	6,543	7,173	1,679	30.6%
75-79	4,039	4,700	5,229	4,952	5,259	5,982	1,943	48.1%
80-84	2,961	3,037	3,551	4,416	4,252	4,472	1,511	51.0%
85+	3,259	3,332	3,589	4,171	5,209	5,722	2,463	75.6%
Total	142,177	144,424	149,668	156,846	162,972	167,831	25,654	18.0%

Sub-Analysis Areas

- 5.31. Importantly, to help inform this needs assessment further, it is also key to understand where the growth will happen and how it will impact on built facilities within that area.
- 5.32. For the purpose of this work, the area of Norwich has been broken down into Sub-Analysis Areas. Sub-Analysis Areas provide a more localised assessment of supply and demand issues within the City by grouping wards geographically.
- 5.33. The following Sub-Analysis Areas have been agreed for Norwich in Table 5.11 below.

Table 5.11 – Norwich Sub-Analysis Areas

North	South	East	West
Catton Grove	Eaton	Crome	Wensum
Mile Cross	Lakenham	Thorpe Hamlet	Bowthorpe
Sewell	Town Close	Mancroft	University
N/A	N/A	N/A	Nelson

- 5.34. The Sub-Analysis Areas are represented in this needs assessment by the following colours:
- North – Red;
 - South – Blue.
 - East – Green; and
 - West – Orange.
- 5.35. Tables 5.12-5.15 below show the estimated population growth in the Analysis Areas.

Table 5.12 - North Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	2,058	1,994	2,007	2,029	2,076	2,142	84	4.1%
5-9	2,094	1,991	1,829	1,794	1,804	1,836	- 258	-12.3%
10-14	1,864	1,926	1,874	1,694	1,638	1,641	- 223	-12.0%
15-19	1,736	1,834	2,030	2,053	1,911	1,826	90	5.2%
20-24	2,461	2,511	2,592	2,862	2,978	2,884	423	17.2%
25-29	3,086	2,989	2,981	2,902	3,180	3,382	296	9.6%
30-34	2,950	3,022	3,052	2,968	2,843	3,067	117	4.0%
35-39	2,645	2,608	2,659	2,694	2,606	2,478	- 167	-6.3%
40-44	1,939	2,032	2,067	2,083	2,123	2,069	130	6.7%
45-49	1,989	1,855	1,895	1,985	2,001	2,027	38	1.9%
50-54	1,945	1,916	1,766	1,683	1,805	1,828	- 117	-6.0%
55-59	1,788	1,848	1,886	1,762	1,617	1,762	- 26	-1.5%
60-64	1,339	1,409	1,554	1,600	1,520	1,365	26	1.9%
65-69	1,185	1,180	1,279	1,408	1,485	1,438	253	21.3%
70-74	1,097	1,057	1,030	1,079	1,200	1,287	190	17.3%
75-79	773	889	986	897	925	1,030	257	33.3%
80-84	511	519	600	717	674	695	184	36.0%
85+	473	477	509	571	693	733	260	55.0%
Total	31,933	32,056	32,596	32,779	33,080	33,488	1,555	4.9%

5.36. Population in the North Analysis Area is expected to increase from circa 32,000 in 2018 to circa 33,000 in 2038, an increase of circa 1,500 people. or 5%.

5.37. There are no significant areas of growth in the North Analysis Area.

Table 5.13 - East Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	1,471	1,483	1,536	1,626	1,696	1,774	303	20.6%
5-9	1,500	1,471	1,386	1,418	1,456	1,498	- 2	-0.1%
10-14	1,267	1,344	1,333	1,245	1,229	1,242	- 25	-2.0%
15-19	1,431	1,555	1,810	1,983	1,905	1,820	389	27.2%
20-24	3,062	3,302	3,603	4,309	4,575	4,483	1,421	46.4%
25-29	3,499	3,573	3,726	3,864	4,309	4,661	1,162	33.2%
30-34	2,825	3,045	3,207	3,328	3,251	3,561	736	26.1%
35-39	2,306	2,388	2,533	2,717	2,679	2,589	283	12.3%
40-44	1,779	1,956	2,062	2,187	2,271	2,247	468	26.3%
45-49	1,701	1,653	1,754	1,930	1,987	2,040	339	19.9%
50-54	1,778	1,824	1,744	1,758	1,923	1,970	192	10.8%
55-59	1,664	1,790	1,887	1,854	1,733	1,912	248	14.9%
60-64	1,519	1,665	1,902	2,069	2,009	1,826	307	20.2%
65-69	1,237	1,287	1,450	1,699	1,831	1,798	561	45.4%
70-74	1,224	1,225	1,239	1,378	1,567	1,701	477	38.9%
75-79	1,015	1,217	1,378	1,346	1,422	1,602	587	57.9%
80-84	811	855	1,016	1,298	1,233	1,279	468	57.7%
85+	862	906	997	1,179	1,448	1,561	699	81.1%
Total	30,951	32,539	34,564	37,188	38,523	39,564	8,613	27.8%

5.38. Population in the East Analysis Area is expected to increase from circa 31,000 in 2018 to circa 40,000 in 2038, an increase of circa 9,000 people, or 28%.

5.39. The main areas of growth are Thorpe Hamlet and Mancroft.

Table 5.14 - West Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	2,302	2,234	2,278	2,343	2,399	2,485	183	7.9%
5-9	2,581	2,463	2,295	2,293	2,308	2,359	- 222	-8.6%
10-14	2,554	2,648	2,615	2,400	2,324	2,337	- 217	-8.5%
15-19	4,926	5,063	5,719	5,977	5,663	5,392	466	9.5%
20-24	10,007	10,142	10,625	11,800	12,201	11,853	1,846	18.4%
25-29	4,709	4,572	4,603	4,568	5,023	5,348	639	13.6%
30-34	3,139	3,230	3,286	3,249	3,118	3,382	243	7.7%
35-39	2,698	2,670	2,755	2,836	2,746	2,622	- 76	-2.8%
40-44	2,232	2,349	2,421	2,481	2,531	2,476	244	10.9%
45-49	2,242	2,096	2,171	2,311	2,333	2,372	130	5.8%
50-54	2,393	2,361	2,203	2,121	2,284	2,318	- 75	-3.1%
55-59	2,082	2,159	2,232	2,122	1,942	2,126	44	2.1%
60-64	1,739	1,832	2,046	2,148	2,048	1,848	109	6.2%
65-69	1,674	1,668	1,820	2,040	2,158	2,103	429	25.6%
70-74	1,533	1,477	1,456	1,552	1,729	1,858	325	21.2%
75-79	1,018	1,178	1,313	1,217	1,256	1,405	387	38.0%
80-84	750	763	891	1,085	1,016	1,051	301	40.1%
85+	738	748	805	912	1,101	1,184	446	60.4%
Total	49,317	49,654	51,533	53,455	54,181	54,519	5,202	10.5%

5.40. Population in the West Analysis Area is expected to increase from circa 49,000 in 2018 to circa 55,000 in 2038, an increase of circa 6,000 people, or 11%.

5.41. The main area of growth is Bowthorpe.

Table 5.15 - South Analysis Area Population Growth

Ages	2018	2022	2026	2030	2034	2038	Difference	Difference %
0-4	1,554	1,505	1,523	1,673	1,931	2,164	610	39.3%
5-9	1,589	1,509	1,395	1,472	1,646	1,804	215	13.5%
10-14	1,585	1,638	1,609	1,562	1,679	1,811	226	14.3%
15-19	1,534	1,619	1,801	1,956	2,013	2,065	531	34.6%
20-24	2,598	2,644	2,731	3,145	3,487	3,537	939	36.1%
25-29	2,342	2,267	2,267	2,360	2,851	3,244	902	38.5%
30-34	1,976	2,022	2,048	2,138	2,274	2,638	662	33.5%
35-39	1,868	1,841	1,880	2,040	2,182	2,230	362	19.4%
40-44	1,594	1,670	1,706	1,834	2,061	2,149	555	34.8%
45-49	1,700	1,583	1,621	1,811	2,008	2,177	477	28.0%
50-54	1,822	1,795	1,662	1,674	1,973	2,130	308	16.9%
55-59	1,764	1,823	1,865	1,854	1,852	2,156	392	22.2%
60-64	1,582	1,660	1,832	1,999	2,067	1,970	388	24.5%
65-69	1,520	1,509	1,629	1,893	2,165	2,222	702	46.2%
70-74	1,640	1,574	1,533	1,696	2,048	2,328	688	41.9%
75-79	1,233	1,415	1,552	1,492	1,656	1,944	711	57.7%
80-84	889	900	1,044	1,317	1,329	1,447	558	62.8%
85+	1,186	1,200	1,278	1,509	1,966	2,244	1,058	89.2%
Total	29,976	30,174	30,975	33,424	37,188	40,261	10,285	34.3%

5.42. Population in the South Analysis Area is expected to increase from circa 30,000 in 2018 to circa 40,000 in 2038, an increase of circa 10,000 people, or 34%.

5.43. The main area of growth is Lakenham.