



**NORWICH**  
City Council

# THE STATE OF NORWICH

People, Place, Economy, Wellbeing

2023



# Introduction



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

The purpose of this evidence base is to create a framework to monitor collective progress towards the [City Vision \(pdf\)](#) goals, to monitor contextual trends and inform decision-making on shared strategic issues, both within the council and across our key partnerships.

This high-level infographic is organised around four key themes: PEOPLE – PLACE – ECONOMY - WELLBEING

## NORWICH people

Norwich and its residents have a lot to be proud of, but as with any city, it faces some challenges including significant and entrenched inequality and deprivation. Some 40% of [Lower Super Output Areas](#) (LSOAs) in Norwich are among the most deprived 20% of LSOAs in England.

These spatial disparities in deprivation have significant impacts on the life chances, social mobility and outcomes of individuals and the wider communities in which they live.

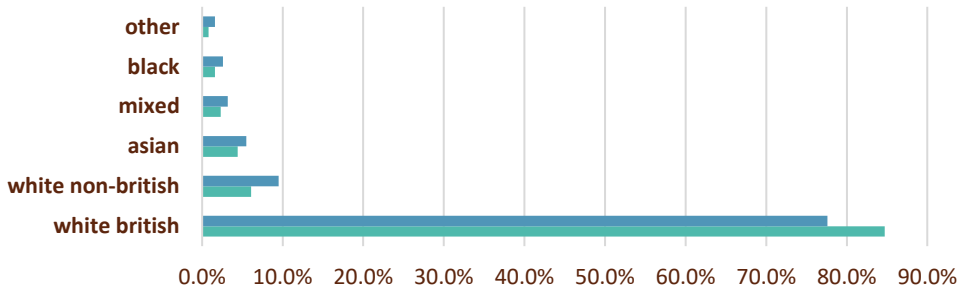
Norwich has experienced [significant population growth](#) over the last decade and is growing younger, with an average age of 34 years.

By 2028, [population projections](#) indicate Norwich will have the lowest proportion of people aged 65 and over (16.2%) and the highest proportion of people aged under 25 (35.9%) of any Norfolk district, with the latter related in part to the city's large student population.

Ethnic diversity in Norwich sits [below the national average](#), however, the [proportion of people of an ethnic group other than White \(12.9%\) is the highest of any Norfolk district](#).



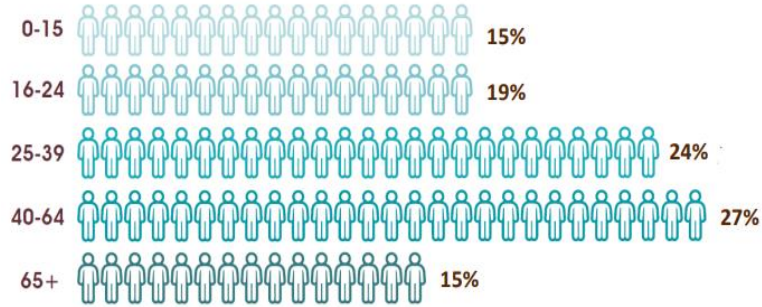
## ETHNICITY



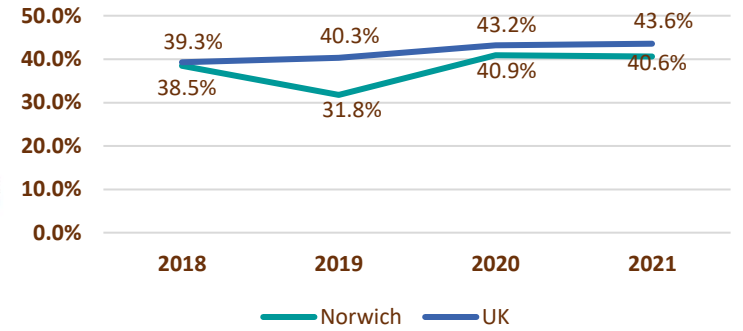
	white british	white non-british	asian	mixed	black	other
2021	77.6%	9.5%	5.5%	3.2%	2.6%	1.6%
2011	84.7%	6.1%	4.4%	2.3%	1.6%	0.8%

■ 2021 ■ 2011

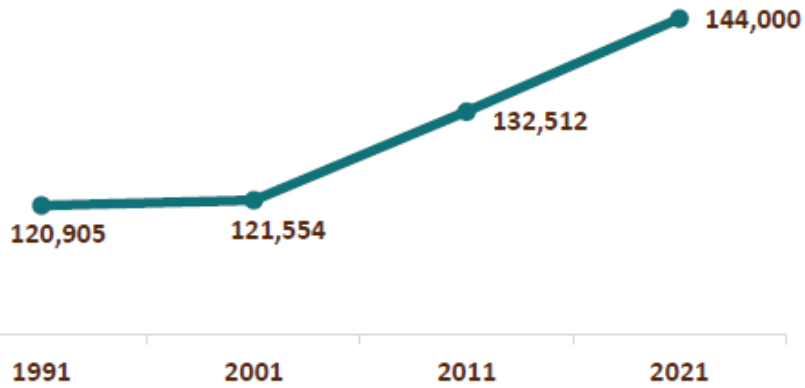
## AGE



## % OF POPULATION QUALIFIED TO NVQ4 LEVEL OR ABOVE



## POPULATION OVER TIME

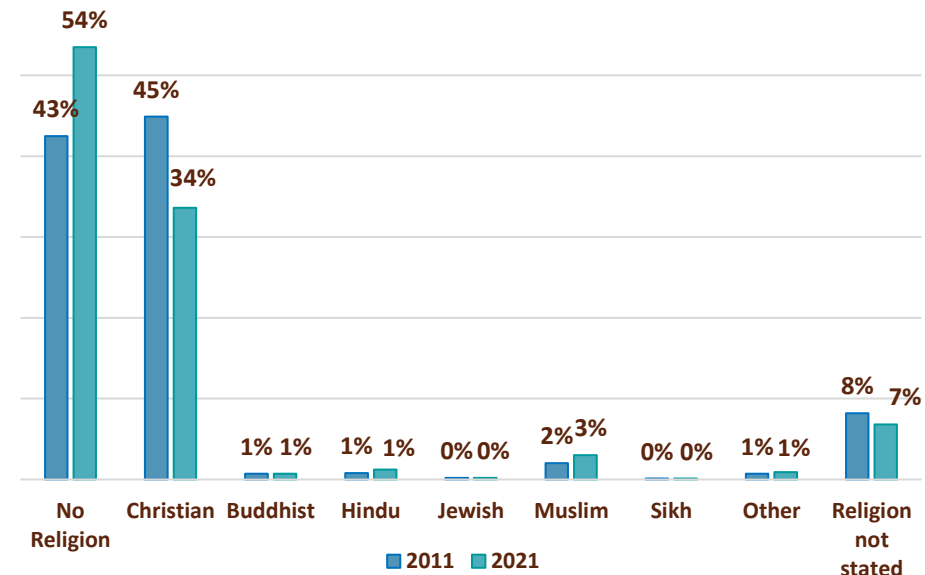


Norwich is the fourth most densely populated area in the East of England, with 26 people living on each football pitch-sized area of land.



144,400 RESIDENTS  
64,500 HOUSEHOLDS

## RELIGION OVER TIME



# NORWICH place

Norwich is a contemporary city with a medieval heart, which seamlessly combines the modern with the historic. A lively urban centre, and, despite the challenges of recent years, a thriving [Fast Growth City](#) with a bustling arts and culture scene.

Over the period 2005-2021, CO2 emissions from industry fell by two-thirds in Norwich and domestic emissions reduced by one-third.

At a local authority level, Norwich City Council continues to implement an ambitious programme to reduce its own carbon emissions and has made a [71.1% carbon reduction against its target to become zero carbon by 2030](#).

Norwich saw the East of England's [largest percentage point fall in the proportion of social rented sector households](#) between the 2011 and 2021 census. Despite this, Norwich sits in the highest 3% of English local authority areas for the share of households in the social rented sector, with a social housing stock of c14,500.



Norwich ranked as the highest performing city in the East of England region in the PwC's 2023 'Good Growth for Cities' Index.

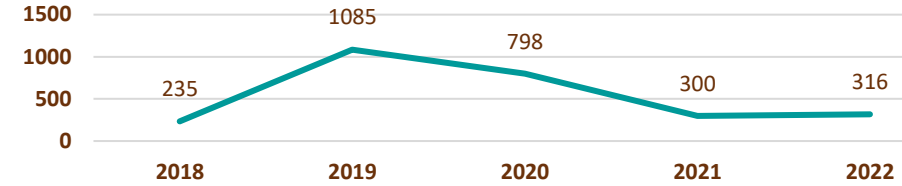
This index measures the performance of cities against public priorities for growth using economic measures, including jobs, health and income.



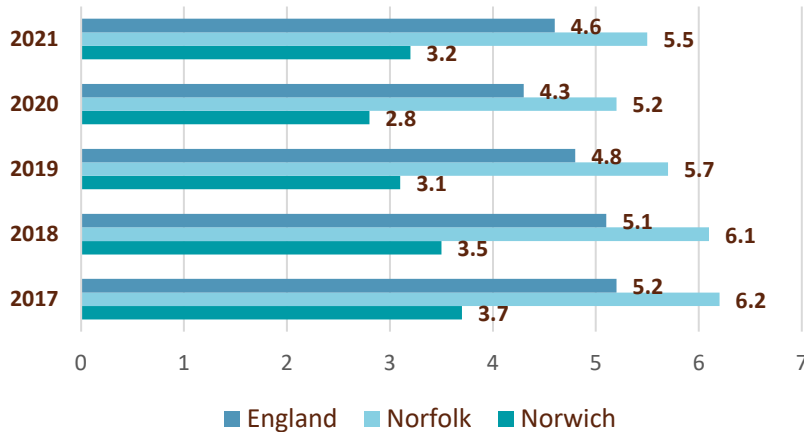
### BERYL BIKE JOURNEYS

	2020	2021	2022
Total journeys	78,765	301,339	444,685
Distance travelled (km)	307,905	912,281	1,282,250
CO2 saved (tonnes)	9.9	32.8	47.2

### NUMBER OF NEW HOMES COMPLETED



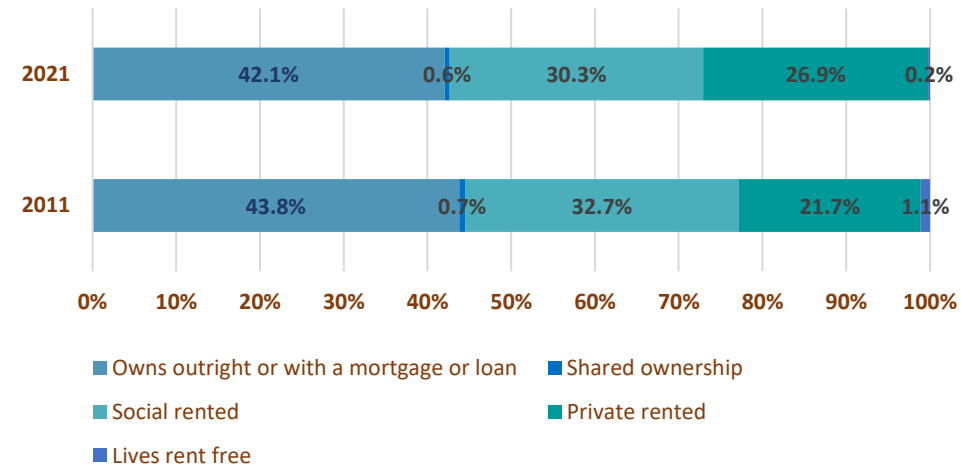
### CO2 EMISSIONS PER PERSON (TONNES)



### AVERAGE HOUSE PRICES

2023	£245,535	£290,699	£305,731
	↑	↑	↑
2018	£200,246	£221,759	£242,396
	<b>Norwich</b>	<b>Norfolk</b>	<b>England</b>

### PERCENTAGE OF HOUSEHOLDS BY TENURE



## NORWICH economy

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

Whilst Norwich's [current productivity](#) (GVA per hour worked) is below average, it has increased by 43% over the last decade – far in excess of UK growth of 24%.

Norwich boasts six key growth sectors which employ an estimated 30,000 people across knowledge intensive business services.

Despite these strengths, Norwich faces structural challenges around managing [sustainable, inclusive economic growth](#) for the future.

These include:

- Physical infrastructure and transport constraints that are hindering growth
- A higher-than-average incidence of part-time working
- Poorly paid and insecure employment in relatively low-skilled jobs in sectors which are likely to see significant contraction as technology replaces many roles
- Resident and workplace earnings that are below the national average



### MEDIAN ANNUAL PAY

Year	2018	2022
£28,124	→	£34,996
£21,044	→	£26,970

### TOP 5 SECTORS BY EMPLOYMENT



[Norwich is forecasted lower growth than other cities in the East of England.](#)

This is largely driven by the above-average proportion of economic activity in the public administration and defence sector, which is predicted to be the third-worst performing sector in 2023 and 2024.



### NUMBER OF ACTIVE ENTERPRISES

2018	5,260
2019	5,130
2020	5,210
2021	5,410

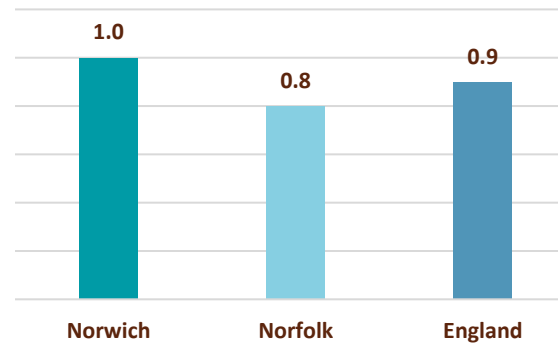


### CLAIMANT COUNT

	Norwich	Norfolk	England
May-18	1.8%	1.7%	2.3%
May-19	2.7%	2.0%	2.8%
May-20	6.6%	5.4%	6.6%
May-21	6.0%	4.6%	6.2%
May-22	4.0%	2.9%	4.0%
May-23	3.6%	2.8%	4.0%

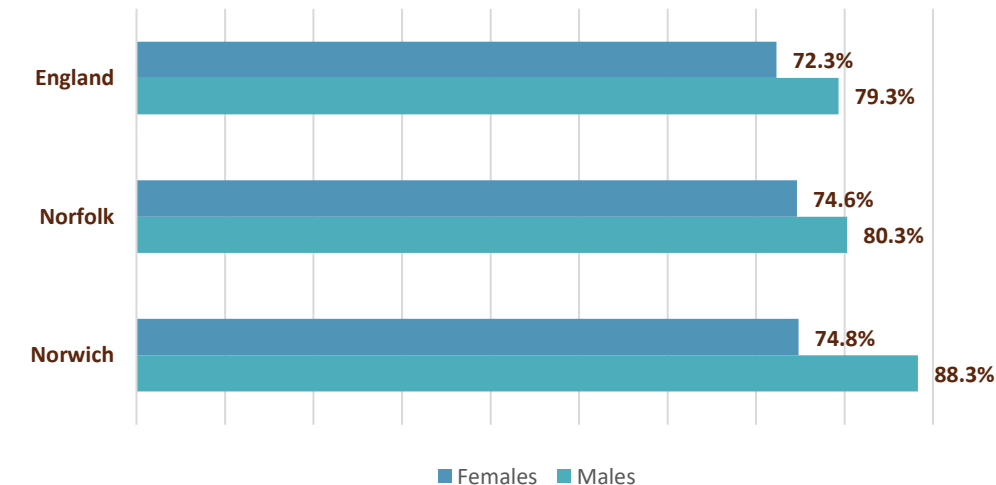


### JOB DENSITY

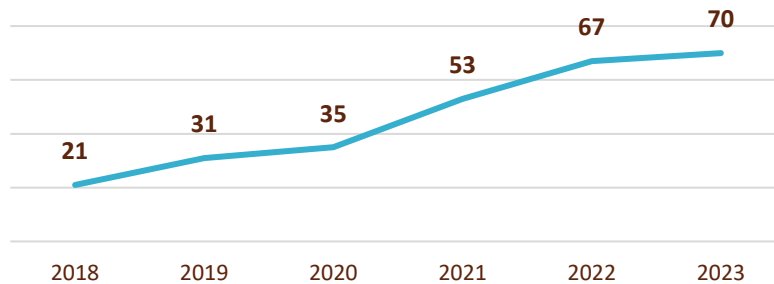


A job density of 1 means there is one job for every resident aged 16-64.

### EMPLOYMENT RATE BY GENDER



### NUMBER OF ACCREDITED LIVING WAGE EMPLOYERS





## NORWICH wellbeing

Like many cities across the country, the cost of living has risen drastically in Norwich. The city sits in the third highest quartile against the [Cost of Living Vulnerability Index](#) with a score of 978, which sits above the average for all English district local authorities (749).

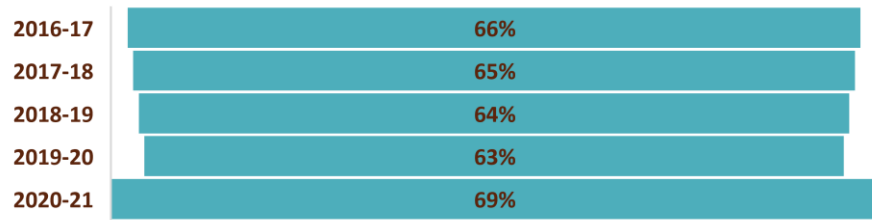
This means residents are particularly vulnerable to being pulled into poverty or being pushed into destitution if they were already struggling to make ends meet.

The disparity in inflation rates and nominal wage growth demonstrates the strain rising prices are placing on standards of living: workers living in Norwich were on average [£101 a month poorer in January 2023 than the previous year](#).

The Index of Multiple Deprivation (2019) is the official measure of relative deprivation for small areas or neighbourhoods in England. The Education, Skills and Training domain specifically measures the lack of attainment and skills and educational disadvantage within a local area. For Norwich, [36.1% of LSOAs fall within the top 10% most deprived areas in England for educational attainment](#).



### % OF PHYSICALLY ACTIVE ADULTS



### % OF FUEL POOR HOUSEHOLDS

England **13.1%**  
 Norfolk **14.7%**  
 Norwich **15.5%**



Mile Cross **24.5%** Eaton **12.7%**

### % OF PUPILS MEETING KS2 EXPECTED STANDARD IN READING, WRITING AND MATHS

Norwich **50%**  
 Lincoln **51%**  
 Ipswich **53%**  
 Peterborough **55%**

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England **59%**  
 Milton Keynes **59%**  
 Cambridge **62%**



### GOOD LEVEL OF DEVELOPMENT – AGE 5

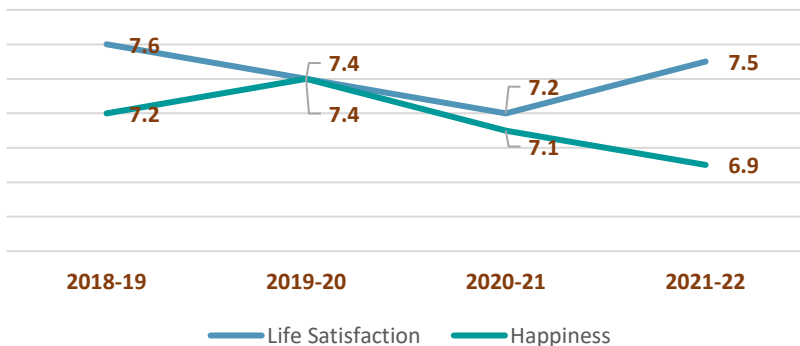
Norwich **61.4%**  
 Norfolk **64.4%**  
 England **65.2%**



More than half of Norwich's LSOAs are in the bottom 20% nationally against Indices of Multiple Deprivation for Health Deprivation and Disability.



### LIFE SATISFACTION AND HAPPINESS



### AVERAGE LIFE EXPECTANCY

Male **81.9**  
 Female **77.4**



Gap between most deprived and least deprived LSOAs is

Male **9.7 years**  
 Female **8 years**



### CRIME

Offence rate per 1,000 population



All crimes (excluding fraud)	% change 2020 –2022
Norfolk <b>75.7</b>	<b>+4.0%</b>
England <b>91.9</b>	<b>+11.3%</b>
Norwich <b>133.0</b>	<b>-1.8%</b>

### Crime Severity Score

Norfolk **13.3**  
 England **15.9**  
 Norwich **24.4**

1 = low satisfaction/happiness, 10 = high satisfaction/happiness

# Sources

	Measure	Source	Date Range
People	Age Groups	ONS - Census	2021
	Ethnicity	ONS - Census	2011 - 2021
	Religion	ONS - Census 2021	2011 - 2021
	Residents/Households	ONS – Census 2021	2021
	Population Density	ONS – Census 2021	2021
	Population	ONS	1991 - 2021
	Qualifications	NOMIS	2018 - 2021
Place	Beryl Rides	Beryl Bikes	2020 - 2022
	CO2 Emissions	Department for Energy Security and Net Zero	2005 - 2021
	House Prices	UK House Price Index	2018 - 2023
	New Homes Completed	Greater Norwich Growth Board	2022
	PwC Good Growth for Cities Index	PwC Good Growth for Cities May 2023 report	2023
Economy	Employment by Gender	Annual Population Survey	2022
	Active Enterprises	ONS – Business Demography	2018 - 2021
	Job Density	ONS	2021
	Annual Pay by Gender – Full time workers	Annual Survey of Hours and Earnings	2022
	Employment by Sector	Norwich Economic Assessment 2023	2021
	Claimant Count	ONS - NOMIS	2018 - 2023
	Living Wage Accreditations	Living Wage Foundation	2018 - 2023
Wellbeing	Total Police Recorded Crime	ONS Recorded Crime Data Tables	March 2020 - September 2022
	Crime Severity Score	ONS	2022
	Fuel Poverty – LILEE measure	Department for Business, Energy Security and Net Zero	2021
	Good Level of Development	Department for Education	2021-2022
	Key Stage 2 Attainment	Department for Education	2022
	% of Physically Active Adults	Sports England	2016 - 2021
	Life Satisfaction and Happiness	ONS – Census 2021	2021 - 2022
	Life Expectancy at Birth	Office for National Statistics - Census	2021
Life Expectancy by Deprivation Decile	Office for National Statistics - Census	2018 - 2021	