



NORWICH
City Council

Norwich Local Area Profile

Gambling Act 2005



Policy

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1. Background

The Gambling Act 2005 is the primary legislation governing gambling activity in Great Britain. It modernised and consolidated previous laws, and from full implementation in 2007 it brought most commercial gambling under a single national regulatory framework. The Act also established the Gambling Commission as the national regulator and provided local authorities with significant powers to manage gambling provision within their areas.

1.1 Licensing Objectives

The Act sets out three statutory licensing objectives, which guide the work of the Gambling Commission, licensing authorities, and operators:

1. Prevent gambling from being a source of crime or disorder, being associated with crime or disorder, or being used to support crime
2. Ensure gambling is conducted in a fair and open way
3. Protect children and other vulnerable persons from being harmed or exploited by gambling

These objectives underpin all regulatory decision-making and shape local licensing policies.

1.2 Requirement for a Statement of Principles

Under Section 349 of the Gambling Act 2005, each licensing authority must publish a Statement of Licensing Principles (policy statement), applicable for a typical three-year cycle

This policy:

- Sets out the local approach to gambling regulation
- Ensures operators understand regulatory expectations
- Allows authorities to reflect local risks and conditions

The Gambling Commission encourages each authority to prepare a Local Area Profile, such as this, to help identify localised risks and promote the licensing objectives.

2. Gambling Behaviour and Participation in Great Britain (GSGB 2024–26)

Source: Gambling Commission's Gambling Survey for Great Britain (GSGB)

The Gambling Survey for Great Britain (GSGB) is now the official national dataset for population-level gambling statistics in Great Britain. It replaces previous Health Survey-based measures and uses a large, online-first, nationally representative sampling framework. Approximately 20,000 adults are surveyed annually.

The latest findings come from:

- GSGB Annual Report Year 2 (2024) (Gambling Commission, 2025)
- Wave 3 (Jul–Oct 2025) – (Gambling Commission, 2026)

2.1 Gambling Participation Trends

2.1.1 Overall Participation

- Nearly half (48 percent) of survey participants aged 18 and over participated in any form of gambling in the past four weeks. Gambling participation was 28

percent when those who only participated in lottery draws were excluded.

- Participants were more likely to gamble online than gamble in person (38 percent and 29 percent respectively), however, much of this difference was accounted for by people purchasing lottery tickets online. When lottery draws are removed, 18 percent of participants had gambled in person, compared with 16 percent online.
- The mean number of activities for those who had participated in gambling in the past 4 weeks was 2.4 activities. The most commonly reported activities were the National Lottery (31 percent), buying tickets for other charity lotteries (16 percent), and buying scratchcards (13 percent).

(Gambling Commission, 2025)

2.1.2 Demographic Patterns

Participation varies noticeably across demographic groups:

- Men continue to gamble at higher rates than women.
- When lotteries are included, the highest participation is among men aged 45–54.
- When excluding lotteries, highest participation shifts to men aged 35–44.

This also highlights how lottery participation increases engagement among older age groups.

2.2 Popular Gambling Activities

The most common forms of gambling in Great Britain remain:

- National Lottery draws (highest participation product)
- Other charity lotteries
- Instant-win games and betting products as secondary activities

These patterns remain consistent across GSGB's rolling wave releases.

2.3 Motivations for Gambling

The most common reasons for adults to participate in gambling are:

- the chance of winning big money (85 percent),
- because gambling is fun (72 percent),
- to make money (57 percent)
- because it was exciting (56 percent).

This is consistent with the previous year and reflect the emotionally driven aspects of gambling behaviour.

2.4 Gambling-Related Risks and Harm

2.4.1 Problem Gambling Severity Index (PGSI) Scores

The Problem Gambling Severity Index (PGSI) is used to measure both behavioural symptoms of gambling disorder and certain adverse consequences from gambling. The PGSI consists of 9 items that are rated on a 4 point-scale. The PGSI categories represent a continuum of risk, ranging from those experiencing no adverse consequences or behavioural symptoms of disorder to those experiencing both.

Using the Problem Gambling Severity Index (PGSI):

2.7% of adults score 8+, placing them in the high-risk/problem gambling category

Higher-risk groups include:

- Men
- Adults aged 18–34

Of all adults who had gambled in the past 12 months, the most reported severe consequence was relationship breakdown due to own gambling (1.6 percent), whilst the most frequently reported potential adverse consequences (happening at least occasionally) were reducing spending on everyday items (6.7 percent), lying to family (6.0 percent) and using spendings or borrowing money (5.7 percent).

(Gambling Commission, 2025)

2.4.2 Risks by Product Type

GSGB supplementary analysis finds:

- Online slots are associated with significantly higher PGSI 8+ scores
- Risk levels vary sharply across product categories

These findings have informed recent regulatory reforms, including:

- Lower deposit limits
- Reduced online game speed and intensity
- Stronger age-verification rules
- Tighter restrictions on promotional practices

2.5 Conclusions – National Gambling Context

The most recent GSGB findings show:

- Participation levels remain stable
- Lotteries dominate overall gambling engagement
- Online gambling continues to grow in prominence
- Motivations are largely emotional and aspirational
- Problem gambling levels remain stable but concentrated within specific demographics and product types

These insights provide important context for local authorities when shaping gambling policies.

3. Local Area Profile – Norwich 2026

3.1 Location and Administrative Context

Norwich is a city and non-metropolitan district in Norfolk and the county town of Norfolk, situated around 100 miles northeast of London. Built along the River Wensum, the city has a compact urban form with a well-preserved medieval centre, extensive green spaces, and limited suburban sprawl. Surrounded by a predominantly rural county, Norwich plays a crucial role as the main service, employment, and cultural hub for the wider region.

Economically, Norwich is the principal economic centre of Norfolk with a predominantly service-based economy. Major employment sectors include health and social care, education, public administration, finance and insurance, retail, and the digital and creative industries. The University of East Anglia and Norwich University of the Arts contribute significantly to the city's economic activity, skills base and innovation. While Norwich has experienced strong population and employment growth, average wages remain below national levels, and a sizeable proportion of residents work in lower-paid or insecure employment. The city also has a high proportion of social housing, reflecting its long history of council house provision.

Socially, Norwich has a relatively young population, with one of the highest proportions of working-age residents in Norfolk, partly driven by its student population. This supports a vibrant cultural scene and active voluntary and community sector. However, the city experiences significant inequality, with deprivation and poverty concentrated in specific wards. Child poverty rates are high, and many households face cost-of-living pressures, fuel poverty, and issues linked to older or poorly insulated housing stock. These conditions contribute to persistent health and wellbeing inequalities across the city.

Overall, Norwich is a dynamic regional centre combining economic and cultural strengths with enduring social and economic challenges, particularly relating to deprivation, housing quality and affordability.

Norfolk, reinforcing its role as a centre for employment and education (Norwich City Council, 2024). In contrast to many neighbouring districts, Norwich has experienced the smallest increase in residents aged 65 and over between 2011 and 2023, highlighting a demographic profile that is younger and more economically active than much of the surrounding county (Norwich City Council, 2024).

3.5 Ethnicity

Norwich has a predominantly White population, though it is more ethnically diverse than much of the surrounding county. In 2024, 12.9% of residents identified as being from non-White ethnic groups (Norwich City Council, 2024). According to the 2021 Census, 87.1% of residents identified as White, with the remaining population comprising 7,867 Asian residents, 3,578 Black residents, 900 Arab residents, 4,519 people of Mixed ethnicity, and 1,639 from other ethnic groups (CT Data Haven, 2025). This diversity is concentrated particularly in inner-city areas and is partly influenced by the city's student population and role as a regional employment and cultural centre.

3.6 Religion

Norwich has a relatively secular population, with 53.5% of residents reporting no religion, the second-highest proportion of any local authority in England. Christianity remains the largest declared religion, with 33.6% of residents identifying as Christian, while small proportions of the population identify with religions such as Islam, Hinduism, Sikhism and other faiths. This reflects Norwich's generally liberal social profile and its comparatively diverse, younger urban population.

3.7 Households and Housing

Norwich had 64,459 households at the time of the 2021 Census (ONS, 2022). The city is characterised by a high level of social housing provision, with around 25% of homes owned by the local authority, significantly above the UK average of approximately 9.5%, placing Norwich among the highest proportions nationally (CT Data Haven, 2025). Despite this relatively strong supply of affordable housing, housing-related vulnerabilities remain widespread, including poor insulation and inadequate heating, particularly during winter months. These issues are closely linked to wider socioeconomic challenges, with 35.3% of children living below the poverty line and several wards ranking within the most deprived 10% nationally, highlighting the strong relationship between housing conditions, deprivation, and child poverty in the city (Norwich City Council, 2024; CT Data Haven, 2025).

3.8 Economic and Demographic Trends (Norwich City Council, 2024; CT Data Haven, 2025).

Norwich has experienced strong population growth, outpacing most neighbouring districts and reinforcing its role as the primary urban and economic centre in Norfolk (Norwich City Council, 2024; CT Data Haven, 2025). The city also has the highest proportion of working-age residents in the county, supporting economic activity and labour market participation. However, alongside these positive demographic trends, significant challenges persist. Norwich continues to experience long-term inequality, with many residents particularly vulnerable to cost-of-living pressures. Deprivation remains geographically concentrated, with persistent pockets of disadvantage affecting economic resilience, health outcomes, and overall wellbeing across the city (Norwich City Council, 2024; CT Data Haven, 2025).

3.9 Norwich Summary

Norwich is a fast-growing and comparatively youthful city, shaped by a high level of social housing provision and pronounced socioeconomic contrasts. Although recent demographic and economic trends reflect a dynamic and expanding urban population, significant challenges persist, particularly in relation to deprivation, child poverty, and the quality of housing stock. Evidence from 2024–2026 underscores Norwich’s dual character: a thriving regional centre with strong assets in employment, education, and culture, alongside enduring structural inequalities and vulnerabilities that continue to affect many communities across the city.

4 Problem Gambling and “At Risk” Groups

This section highlights groups who may be more vulnerable to gambling-related harm within Norwich. It explains how applicants are expected to reflect these risks in their local risk assessments, in line with the licensing objective of protecting vulnerable persons.

Applicants are expected to demonstrate an understanding of both national evidence and local circumstances, and to show how risks will be identified, mitigated and reviewed.

4.1 Young People

Young people are legally restricted from gambling (with limited statutory exceptions) and are recognised nationally as a vulnerable group.

Educational environments, travel routes and digital platforms all influence young people's exposure to gambling products, advertising and gambling-adjacent activities.

4.1.1 Local Context

Norwich has:

- A younger-than-average population
- A wide and dispersed network of primary, secondary and specialist schools located within or near densely populated areas (Save My Exams, 2026)
- Numerous colleges, academies and youth-facing services across the city (School Board, 2026; Norfolk County Council, 2026)
- High levels of digital engagement among young residents

Unlike towns with a single education hub, Norwich's schools are distributed across multiple neighbourhoods. This means young people frequently move through commercial areas that may include gambling premises or lottery retailers.

4.2 People from Ethnic Minority Backgrounds

National research shows that gambling-related harm is not experienced evenly across ethnic groups. While participation rates may be lower in some communities, evidence indicates higher harm prevalence once gambling occurs.

This is influenced by factors such as:

- Socioeconomic pressures
- Cultural stigma and reluctance to seek help
- Language or literacy barriers
- Limited engagement with specialist support services

4.2.1 Local Context

Norwich remains a predominantly White city but includes established minority ethnic communities (Plumplot, 2022). Although these communities represent a smaller share of the population, population size does not remove vulnerability.

National evidence remains relevant locally, particularly where communities may experience additional barriers to harm prevention or support.

4.3 People Living in Deprived Areas

There is consistent national evidence linking higher levels of deprivation with increased risk of gambling-related harm. This includes financial harm, exposure to gambling opportunities and use of gambling as a coping mechanism.

4.3.1 Local Context

Norwich contains several neighbourhoods that fall within the most deprived deciles nationally. These neighbourhoods tend to be cited in the city centre and parts of NR1, NR2 and NR3 (MySociety, 2019).

The deprived areas are often located close to:

- Commercial centres
- Retail parades
- Higher concentrations of gambling or gambling-adjacent premises

Deprivation is unevenly distributed across the city, meaning areas of high vulnerability may sit alongside more affluent neighbourhoods (Ministry of Housing, Communities and Local Government, 2019)

4.4 Crime, Disorder and Gambling

Preventing gambling from being associated with crime or disorder is a statutory licensing objective.

While direct causal links between gambling and crime cannot always be established locally, national evidence shows that gambling harm may contribute to offences such as theft, fraud or debt-related crime.

4.4.1 Local Context

Several Norwich neighbourhoods score poorly on the crime-related deprivation domain of the Index of Multiple Deprivation (Communities and Local Government, 2019). This indicates environments where vulnerability linked to gambling harm may be intensified.

4.5 People with Substance Use Issues

There is a well-established national link between gambling harm and substance misuse, particularly alcohol.

While local data cannot quantify dual addiction in Norwich, the city has historically experienced elevated levels of drug-related harm, indicating overlapping vulnerability factors (Eastern Daily Press, 2019; Evening News 24, 2022).

4.5.1 Local Context

Recent data show some improvement in drug-related mortality, but substance-related harm remains a significant local issue and is relevant when considering gambling-related risk.

4.6 People Experiencing Poor Mental Health

There is a strong and consistent association between mental health conditions and increased risk of harmful gambling (House of Commons Library, 2024). This includes common mental disorders such as anxiety and depression, as well as more severe mental illness.

4.6.1 Local Context

- Anxiety prevalence in Norfolk is higher than national averages
- Norwich contains pockets of higher mental health need linked to deprivation
- Service pressures and delayed access to treatment increase vulnerability

These factors reinforce mental health as a key safeguarding consideration for gambling provision in Norwich.

4.7 Summary for Norwich (2026)

- Mental health conditions are common and rising, with Common Mental Disorders affecting around one in six adults yearly.
- High anxiety prevalence in Norfolk (22%) represents a significant local vulnerability factor for gambling harm.
- Norwich contains several LSOAs with higher deprivation, aligning with higher expected mental-health need.
- Those experiencing Common Mental Disorders, substance use issues, or severe mental illness are significantly more likely to experience harmful gambling behaviours.

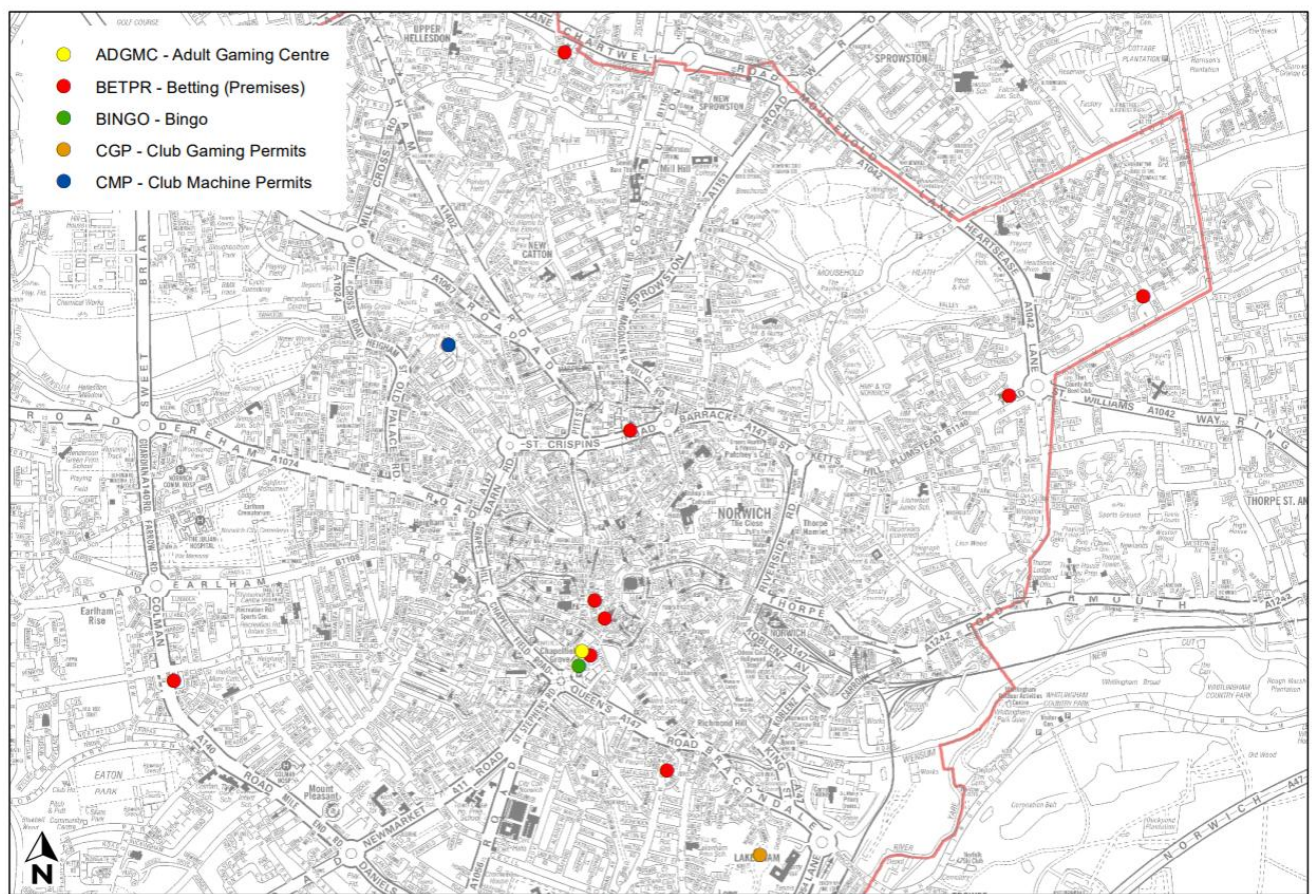
- Local health intelligence supports maintaining strong licensing safeguards in Norwich to protect vulnerable residents, particularly younger adults and those living in deprived areas.

5. Gambling premises currently in Norwich

5.1 Types of gambling-licensed premises found in Norwich

Norwich contains a mix of small- to medium-scale gambling premises, mainly concentrated in retail and city-centre locations.

Figure 5.1a- Map showing the position of gambling premises in Norwich



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5.1.1 Betting shops

These make up the majority of gambling premises in Norwich and include national operators such as:

- Betfred
- Ladbrokes
- William Hill
- Jenningsbet
- Independent turf accountants

They are located on:

- High streets (e.g. Hall Road, Dereham Road, City Centre)
- Local parades/ district shopping areas

Betting shops are licensed to provide over-the-counter and machine gambling (FOBTs).

5.1.2 Adult Gaming Centres (AGCs)

Norwich has a small number of Adult Gaming Centres, which are 18 plus only; Primarily offer category C & B gaming machines; Do not offer betting or bingo in the traditional sense. These premises are usually located in central areas, rather than residential streets.

5.1.3 Casino

Norwich does not have any licensed casino premises; although there is a small, slot-focused casino, rather than a large resort-style venue, and operates under a converted casino licence rather than a “large casino” model.

- Admiral Casino, Castle Meadow, Norwich

5.1.4 Bingo halls

Norwich currently has one traditional large bingo hall in the on the Aylsham Road and one electronic bingo gaming in the City Centre.

5.2 Licensed gambling premises in Norwich

Up to date lists of licensed gambling premises can be found online:

- Norwich City Council Licensed Premises Register (most accurate locally, updated daily)
<https://www.norwich.gov.uk/licensing/premises-and-alcohol/premises-licence/licensed-premises-register>
- Gambling Commission Premises Register (national cross-check)
<https://www.gamblingcommission.gov.uk/public-register/premises/full>

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Appendices

Appendix 1 Gambling Support Services in Norwich

Service Name	Description	Contact Details	Website
Breakeven (Norwich Office)	Free counselling for those affected by problem gambling; part of the National Gambling Support Network.	Address: 10–12 Princes Street, Norwich, NR3 1AZ Phone: 01273 833 722 Email: info@breakeven.org.uk	https://www.breakeven.org.uk/
National Gambling Helpline (GamCare)	24/7 confidential helpline and live chat for anyone affected by gambling issues; provides local referral options.	Phone: 0808 8020 133 (Freephone) Website Live Chat: Available via GamCare site	https://www.gamcare.org.uk
GamCare (Local Support Finder)	National organisation offering phone/online support, WhatsApp help, and links to local services including Norwich.	Phone: 0808 8020 133 Email: help@gamcare.org.uk	https://www.gamcare.org.uk
Gambling Addiction Help – Norwich	Private rehab support service offering assessments, advice, and addiction treatment options in Norwich.	Contact Page: Via online enquiry form	https://gamblingaddictionhelp.co.uk/near-me/norfolk-norwich/
Addiction Treatment Rehab – Norwich (Gambling Support)	Provides clinics and treatment options for problem gambling in Norwich.	Contact Page: Through service website	https://www.addictiontreatmentrehab.co.uk/gambling/norfolk/norwich

Service Name	Description	Contact Details	Website
Breakeven (Norfolk Community Advice Network Listing)	Community listing confirming free counselling support for gambling harm via Breakeven professionals.	Phone: 01273 833 722 Email: info@breakeven.org.uk	https://ncan.co.uk/listing/breakeven/

Appendix 2 Youth Support Services in Norwich

Service Name	Description	Contact Details	Website
MAP (Mancroft Advice Project)	Free advice, counselling, advocacy, and youth work for young people aged 11–25 . Support includes mental health, housing, benefits, debt, education, employment, sexual health, LGBTQ+ groups, and more.	Address: The Risebrow Centre, Chantry Road, Norwich, NR2 1RF Phone: 0800 074 4454 Email: info@mapyoungpeople.org.uk	https://www.map.uk.net/
The Benjamin Foundation	Norfolk-based charity supporting children, young people and families through homelessness support, mentoring, therapeutic services, youth housing, and early intervention projects.	Contact: Via website contact form	https://benjaminfoundation.co.uk/
Break (East Anglia)	Supports vulnerable children and young people, including care leavers, fostering services, and therapeutic care. Works across Norfolk.	Contact: Through Break organisation website	https://www.norwich.gov.uk/your-council-explained/transparency-and-accountability/equality-diversity-and-inclusion/local-and-national-organisations-support
The Hamlet Centre Trust	Provides support, recreational opportunities, and development programmes for children and young people with disabilities and complex health needs.	Address: Based in Norwich (multiple age-based programmes)	https://thehamletcharity.org.uk/

Service Name	Description	Contact Details	Website
Youth Connect – The Norwich Centre	Free counselling service for young adults aged 18–25 , offering up to 10 weeks of therapeutic support funded by the National Lottery.	Address: 7 Earlham Road, Norwich, NR2 3RA Phone: 01603 617709 Email: admin@norwichcentre.org	https://www.norwichcentre.org/youth-connect-2/

Appendix 3 - Substance Abuse Services in Norwich

Service Name	Type of Support Provided	Location / Coverage	Contact Details	Source
Norfolk Alcohol & Drug Behaviour Change Service (Change Grow Live – CGL)	Drug & alcohol treatment, recovery support, hubs, online help	Norwich & wider Norfolk	01603 514096 / norfolk.info@cgl.org.uk	www.changegrowlive.org/service/norfolk-alcohol-drug
The Matthew Project	Drug & alcohol support, mental health help, family support, veterans support	70–80 Oak St, Norwich NR3 3AQ	01603 626123	www.matthewproject.org
The Matthew Project – Next Steps Recovery Hub	Community recovery hub, structured support, groups, skills, 7-day service	Central Norwich	nextsteps@matthewproject.org	www.matthewproject.org/nextsteps

Service Name	Type of Support Provided	Location / Coverage	Contact Details	Source
UKAT – Norwich Area Rehab Options	Residential rehab, detox, counselling, dual diagnosis	National provider serving Norwich	Via website	www.ukat.co.uk
Help4Addiction – Norwich	Assessment & referral to local addiction clinics	Norwich (Online & phone-based service)	0203 955 7700	www.help4addiction.co.uk/find-rehab-clinic/drug-alcohol-rehab-norwich/
Serenity Addiction Centres – Norwich	Inpatient & outpatient rehab, detox, therapy, psychiatric care	Norwich area	01603 905 133	www.rehabclinic.org.uk/locations/drug-alcohol-rehab-clinic-norwich/

Appendix 4 Mental Health Support Services in Norwich

Service Name	Description	Contact Details	Website
Norfolk and Waveney Mind	Local mental health charity offering support for a wide range of mental health difficulties.	Address: 50 Sale Rd, Norwich, NR7 9TP Phone: 0300 330 5488	www.norfolkandwaveneymind.org.uk/
Julian Support Ltd	Organisation supporting people across Norfolk & Suffolk to improve mental health and wellbeing.	Address: 23 Pilling Park Rd, Norwich, NR1 4PA Phone: 07909 256214	www.juliansupport.org/
The Norwich Centre	Registered charity and BACP-accredited service providing affordable professional counselling.	Address: 7 Earlham Road, Norwich, NR2 3RA Phone: 01603 617709	www.norwichcentre.org/
REST Norwich (Provided by Norfolk & Waveney Mind, NSFT, The Feed)	Walk-in wellbeing hub offering 1-to-1 and group support for people experiencing mental health difficulties.	Address: Churchman House, 71 Bethel Street, Norwich, NR2 1NR Phone: 0300 330 5488 Email: rictriage@norfolkandwaveneymind.org.uk	www.restnorwich.co.uk/

Service Name	Description	Contact Details	Website
Wellbeing Norfolk & Waveney (NHS)	NHS-supported mental health and wellbeing services offering therapy and community support.	Address: Drayton High Road, Norwich, NR6 5BE (per NHS listing)	www.nhs.uk/services/hospital/wellbeing-norfolk-and-waveney/RMY01/departments-and-services/
Norfolk & Suffolk NHS Foundation Trust – Adult Community Mental Health Service (Norwich)	NHS mental health services for adults including assessments, therapeutic support, and crisis pathways.	Website Contact Page: Details via service link	https://www.nsft.nhs.uk/service-details/service/adult-community-mental-health-service-north-norfolk-and-norwich-105/

Table d Financial Support Services in Norwich

Service Name	Description	Contact Details	Website
Age UK Norfolk – Money M.O.T Service	Provides budgeting support, benefits checks, banking guidance, and help organising financial paperwork for adults aged 50+ (not debt advice).	Address: 51 Ivy Road, Norwich, NR5 8BF Phone: Via main Age UK Norfolk channels	https://communitydirectory.norfolk.gov.uk/Services/26436
Age UK Norwich – Financial Support Resources	Offers information on local and national cost-of-living support, benefits, and energy help.	Contact: Through website resources	https://www.ageuk.org.uk/norwich/our-services/health-and-connection/resources-for-financial-support/
Norwich Community Money Advice Centre (NCMACC)	Free, confidential support with budgeting, benefits, form-filling, debt support (via CMA), and financial guidance.	Phone: 01603 559609 Email: hello@ncmacc.org.uk	https://www.ncmacc.org.uk/help
Norfolk Citizens Advice – Money & Debt Advice	Free, impartial, accredited debt and money-management advice, including budgeting and increasing income.	Address: 83–87 Pottergate, Norwich, NR2 1DZ Phone: 0800 144 8848	https://www.ncab.org.uk/money-and-debt

Service Name	Description	Contact Details	Website
StepChange Debt Charity	Free, confidential debt advice and managed debt solutions; phone helpline available Mon–Sat.	Helpline: Mon–Fri 8am–8pm; Sat 9am–2pm	https://www.stepchange.org/how-we-help/debt-advice.aspx
Norfolk Crisis Support Fund	Provides financial assistance for food and energy if eligible; requires application with supporting documents.	Phone: 0344 800 8020 (assisted applications)	https://ncan.co.uk/listing/norfolk-crisis-support-fund/
Client Hardship Service (Norfolk County Council)	Help with budgeting, grants, utilities cost comparisons, debt agency referrals, and essential household items.	Phone: 0344 800 8020	https://www.norfolk.gov.uk/chs
Places for People – Money Advice Team	Income maximisation, budgeting help, benefit support, grant applications, and signposting to debt services.	Phone: Money Advice Team 01772 666 446	https://www.placesforpeople.co.uk/.../advice-and-support-in-norfolk-norwich

Service Name	Description	Contact Details	Website
MAP Norfolk (for young people)	Free support with benefits, budgeting, debt, bank accounts, and food vouchers for young people.	Phone: 0800 0744454 Email: advice@mapyoungpeople.org.uk	https://www.map.uk.net/here-you/housing-money-debt

Norfolk Safeguarding Adults Board (NSAB)	Strategic safeguarding body coordinating multi-agency protection for adults at risk of abuse or neglect. Directs concerns to NCC Adult Social Care. [norfolksaf...board.info]	Phone (Report Concern): 0344 800 8020 Address: County Hall, Martineau Lane, Norwich NR1 2DH	https://www.norfolksafeguardingadultsboard.info/
Norfolk Advocacy Partnership	Provides advocacy for adults with protected characteristics (age, disability, race etc.), helping remove barriers and ensuring service access.	Address: Ground Floor, St Vedast House, 5–7 St Vedast St, Norwich NR1 1BT Email: info@norfolkadvocacy.org.uk Phone: 01508 491210	https://www.norfolkadvocacy.org.uk/
Community Action Norwich	Offers day centre support, community activities, and wellbeing support for vulnerable and disabled adults.	Contact: Via online directory	https://www.norwich.gov.uk/... (support directory)

Age UK Norwich (Older Vulnerable Adults)	Supports adults 50+ with benefits, housing, social care advice, complex community care, befriending, and wellbeing support.	Address: 51 Ivy Road, Norwich NR5 8BF Phone: 0300 500 1217	https://www.ageuk.org.uk/norwich
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Immigrant Support Services in Norwich

Service Name	Description	Contact Details	Website
British Red Cross – Refugee & Asylum Support (Norwich)	Emergency help, 1-to-1 support, advocacy, and signposting for asylum seekers, refugees, and vulnerable migrants. [norwich.gov.uk]	Email: RSenquiriesNorwich@redcross.org.uk	https://www.redcross.org.uk/What-we-do/Refugee-support/Our-services-for-refugees [localgovea...eng.gov.uk]
The Bridge Plus+	Provides information/advice on welfare, housing, benefits, and race-equality support, including help with eVisa issues. [norwich.gov.uk]	Email: office@bridgeplus.org.uk	https://bridgeplus.org.uk/ [norwich.gov.uk]
New Routes Integration	Supports migrants, refugees & asylum seekers with English classes, social activities, advice, youth programmes, Free Shop, and wellbeing support. [newroutes.org.uk]	Phone: 01603 213539 Email: info@newroutes.org.uk Address: 1120 Catherine Wheel Opening, Norwich NR3 3BQ	https://newroutes.org.uk/ [newroutes.org.uk]

Service Name	Description	Contact Details	Website
English+ Norwich	Free weekly ESOL classes, mum & baby groups, driving theory lessons, arts/crafts, and trips to support migrant integration. [norwich.gov.uk]	Email: info@englishplus.org.uk	https://englishplus.org.uk/ (via directory) [norwich.gov.uk]
The Zainab Project	Community cooking-based integration project that brings migrants and local residents together to learn skills through food. [norwich.gov.uk]	Website: The Zainab Project	https://www.thezainabproject.com (via directory) [norwich.gov.uk]
Norfolk Community Law Service (NCLS)	Offers <i>free immigration legal advice</i> for migrants, including asylum, visas, family reunion and settlement issues. [norwich.gov.uk]	Email: immigration@ncls.co.uk	https://www.ncls.co.uk/immigration-advice [norwich.gov.uk]
Norwich International	Supports young refugees and asylum seekers	Website: https://niyp.org.uk/	https://niyp.org.uk/ [niyp.org.uk]

Service Name	Description	Contact Details	Website
Youth Project (NIYP)	aged 11–25 with wellbeing, education, English classes, and youth activities. [norwich.gov.uk]		
GYROS (Great Yarmouth & Suffolk)	Provides advice for migrants including immigration paperwork, housing support, and ESOL; supports Norfolk migrants through outreach. [norfolk.gov.uk]	Contact: via GYROS website	https://www.gyros.org.uk/ [norfolk.gov.uk]
Norwich City of Sanctuary	Local movement promoting a culture of welcome, coordinating support across migrant-friendly organisations city-wide. [norwich.ci...ctuary.org]	Website: https://norwich.cityofsanctuary.org/	https://norwich.cityofsanctuary.org/ [norwich.ci...ctuary.org]
Norwich Integration Partnership	Joint programme offering advice, race-equality support, ESOL learning,	Website: https://newroutes.org.uk/norwich-integration-partnership/	https://newroutes.org.uk/norwich-integration-partnership/ [communityd...olk.gov.uk]

Service Name	Description	Contact Details	Website
(New Routes + English+ + Bridge Plus+)	mentoring and social integration pathways for recently settled migrants. [communityd...olk.gov.uk]		



If you need this information by email for use with the read-aloud function or in an alternative format, please contact us on **0344 980 3333** or visit **norwich.gov.uk/intran**

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