

Norfolk Rural Strategy 2021-2024

Evidence Report on Rural Norfolk 2020-1

This data set is designed to support the Norfolk Rural Development Strategy 2021-24 by providing more detailed information at county and district level to help support decision making and bids for funding to support the development of the County's rural areas. The data is fully referenced and in many cases readers can find even more detailed information by using the references provided to access the original source documents.

The production of the dataset, as with the main strategy, was created by Norfolk County Council with feedback and advice from the Norfolk Rural Strategy Steering group.

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1. The Norfolk Rural Population

1.1 Rural / Urban Population Split in Norfolk

Our rural areas are not homogenous and can have distinct characteristics in addition to their shared rurality. In our evidence report, we have broadly used the Office of National Statistics' definitions of rural areas:

- Rural town and fringe
- Rural town and fringe in a sparse setting
- Rural village and dispersed
- Rural village and dispersed in a sparse setting

By this measure, 49.2% of Norfolk's population lives in one of these rural locations, a fall from the 53% evidenced in our forerunner Strategy in 2013.

Over a quarter (26.8%) of Norfolk's population lives in a village or dispersed setting, either in a sparse or not sparsely populated setting.

Over a fifth of Norfolk (22.3%) lives in a rural town setting (see Figure 1, below).

Table 1: Breakdown of Norfolk's Population by Rurality

<i>Rural-urban classification</i>	mid-2019 population All Ages	% of population
<i>Rural town and fringe</i>	180800	19.9
<i>Rural town and fringe in a sparse setting</i>	22200	2.4
<i>Rural village and dispersed</i>	224300	24.7
<i>Rural village and dispersed in a sparse setting</i>	19000	2.1
<i>Urban city and town</i>	461500	50.8
<i>TOTAL</i>	907800	100.0
<i>Rural</i>	446300	49.2
<i>Urban</i>	461500	50.8
<i>TOTAL</i>	907800	100.0

Source: ONS mid-year population estimate

1.2 Rural Population by district

Four of Norfolk's seven districts have a majority rural population, using the Office of National Statistics' methodology. These are: Breckland, King's Lynn & West Norfolk, North Norfolk and South Norfolk (shown in bold, in the Table below). In addition, Broadland's rural population is nearly half (48.8%) and Great Yarmouth's rural population accounts for over a third of its total (33.6%). Only Norwich has a totally urban population.

Table 2: Rural Population by district in numbers and %

District	Population mid 2019	Estimated % rural population
Breckland	140000	56.9
Broadland	130800	48.8
Gt Yarmouth	99300	33.6

King's Lynn & WN	151400	57.6
North Norfolk	104800	87.7
Norwich	140600	0.0
South Norfolk	140900	64.2

Source: ONS mid-year population estimate

1.3 Alternative Norfolk Rural Population Models

The Office of National Statistics assigns neighbourhoods to an urban or rural classification based on whether its (population-weighted) centre is within or outside a built-up area of greater than 10,000 people. That is the measure used in this section of the report.

In developing the preceding rural strategy (2017-20) consultees stressed that this national definition does not reflect the reality of Norfolk's economy or social structures and, that in practice, Norfolk only has one truly urban area, in Norwich. Consultees stated that the larger towns such as Great Yarmouth, Thetford and Kings Lynn act as service and employment centres for predominantly rural populations. Their scale as larger market towns and service centres is thus inextricably linked to their position at the heart of much larger rural areas which depend upon them for services and employment.

This measure would return a rural population of 767,200, representing 85.5% of Norfolk in 2019.

A third, middle-way, model would see Norwich and the urban neighbourhoods in Great Yarmouth and Kings Lynn representing the only non-rural parts of Norfolk. This model would see 70.2% of the Norfolk population described as rural, with the urban 29.8% being Norwich and the urban parts of Great Yarmouth and Kings Lynn representing.

We will consult on which of these three models to incorporate as part of the Norfolk Rural Strategy 2021-24.

1.4 Age Profile

The age profile of Norfolk is older than the national profile and this is especially true for our majority rural districts (shown in bold). North Norfolk has the oldest population, with 33.2% of residents aged 65 or older and 4.8% aged 85 or older (compared to the UK's 18.5% and 2.5% respectively).

Table 3: Age Profile Across Norfolk's District and the UK

Area		Breckland	Broadland	Great Yarmouth	King's Lynn and West Norfolk	North Norfolk	Norwich	South Norfolk	United Kingdom
Aged 0 - 15	Number	24,400	21,500	17,800	26,600	14,500	23,800	25,600	12,697,800
	%	17.4	16.4	17.9	17.6	13.8	16.9	18.1	19.0
Aged 16 - 64	Number	80,500	75,500	57,300	85,100	55,600	95,600	81,500	41,724,000
	%	57.5	57.7	57.7	56.2	53.0	68.0	57.9	62.5
Aged 65 and over	Number	35,100	33,800	24,300	39,700	34,800	21,200	33,800	12,375,000
	%	25.1	25.8	24.4	26.2	33.2	15.1	24.0	18.5
Aged 85 and over	Number	4,900	4,800	3,200	5,100	5,000	3,300	4,600	1,647,300
	%	3.5	3.6	3.2	3.4	4.8	2.4	3.3	2.5

Source: ONS Mid-year Population Estimates 2019

Table 4: Population estimates for all persons by 5-year age group for 2019

Age band	Norfolk		East of England		England	
	Count	%	Count	%	Count	%
0 - 4	45,540	5.0	368,032	5.9	3,299,637	5.9
5 - 9	50,732	5.6	397,657	6.4	3,538,206	6.3
10 - 14	48,816	5.4	376,084	6.0	3,354,246	6.0
15 - 19	45,942	5.1	332,690	5.3	3,090,232	5.5
20 - 24	51,882	5.7	336,304	5.4	3,487,863	6.2
25 - 29	51,250	5.7	371,252	6.0	3,801,409	6.8
30 - 34	52,326	5.8	396,239	6.4	3,807,954	6.8
35 - 39	51,151	5.6	403,581	6.5	3,733,642	6.6
40 - 44	47,286	5.2	383,668	6.2	3,414,297	6.1
45 - 49	56,951	6.3	419,148	6.7	3,715,812	6.6
50 - 54	63,309	7.0	444,292	7.1	3,907,461	6.9
55 - 59	62,678	6.9	415,017	6.7	3,670,651	6.5
60 - 64	57,231	6.3	353,602	5.7	3,111,835	5.5
65 - 69	56,751	6.3	324,271	5.2	2,796,740	5.0
70 - 74	61,090	6.7	335,916	5.4	2,779,326	4.9
75 - 79	42,604	4.7	230,778	3.7	1,940,686	3.5
80 - 84	31,255	3.4	173,767	2.8	1,439,913	2.6
85+	30,966	3.4	173,774	2.8	1,397,051	2.5

Source: Norfolk Insight (ONS mid-year population estimate)

The proportion on people aged 70 or over is set to climb from 18.2% of Norfolk's population in 2019, to 24% in 2041: an increase of over 77,000 people.

Table 5: Projections for all persons by 5-year age group for 2041

Age band	Norfolk		East of England		England	
	Count	%	Count	%	Count	%
0 - 4	47,500	4.7	379,300	5.4	3,379,500	5.5
5 - 9	48,300	4.8	384,100	5.4	3,351,400	5.4
10 - 14	50,100	5.0	394,700	5.6	3,410,900	5.5
15 - 19	52,700	5.3	394,400	5.6	3,531,100	5.7
20 - 24	54,400	5.4	364,000	5.1	3,705,700	6.0
25 - 29	54,300	5.4	399,600	5.7	3,944,800	6.4
30 - 34	53,900	5.4	407,600	5.8	3,904,900	6.3
35 - 39	48,700	4.9	380,100	5.4	3,485,700	5.6
40 - 44	51,100	5.1	397,700	5.6	3,530,600	5.7
45 - 49	56,200	5.6	430,800	6.1	3,755,100	6.1
50 - 54	59,600	5.9	450,500	6.4	3,841,800	6.2
55 - 59	60,200	6.0	437,200	6.2	3,685,400	5.9
60 - 64	59,300	5.9	412,400	5.8	3,431,800	5.5
65 - 69	62,900	6.3	399,400	5.7	3,306,300	5.3
70 - 74	69,200	6.9	413,800	5.9	3,434,300	5.5
75 - 79	64,400	6.4	380,800	5.4	3,137,100	5.1
80 - 84	48,900	4.9	288,100	4.1	2,356,300	3.8
85+	60,600	6.0	353,700	5.0	2,759,600	4.5

Source: Norfolk Insight

2. The Rural Economy

The Norfolk rural economy is diverse, and whilst some sectors have a distinctly rural nature (e.g. agriculture and much of the tourism offer), rural areas contain many of the same types of businesses as are found in urban areas with the largest employers including hospitality, public sector employment (including health) and the wholesale, distribution and retail sector.

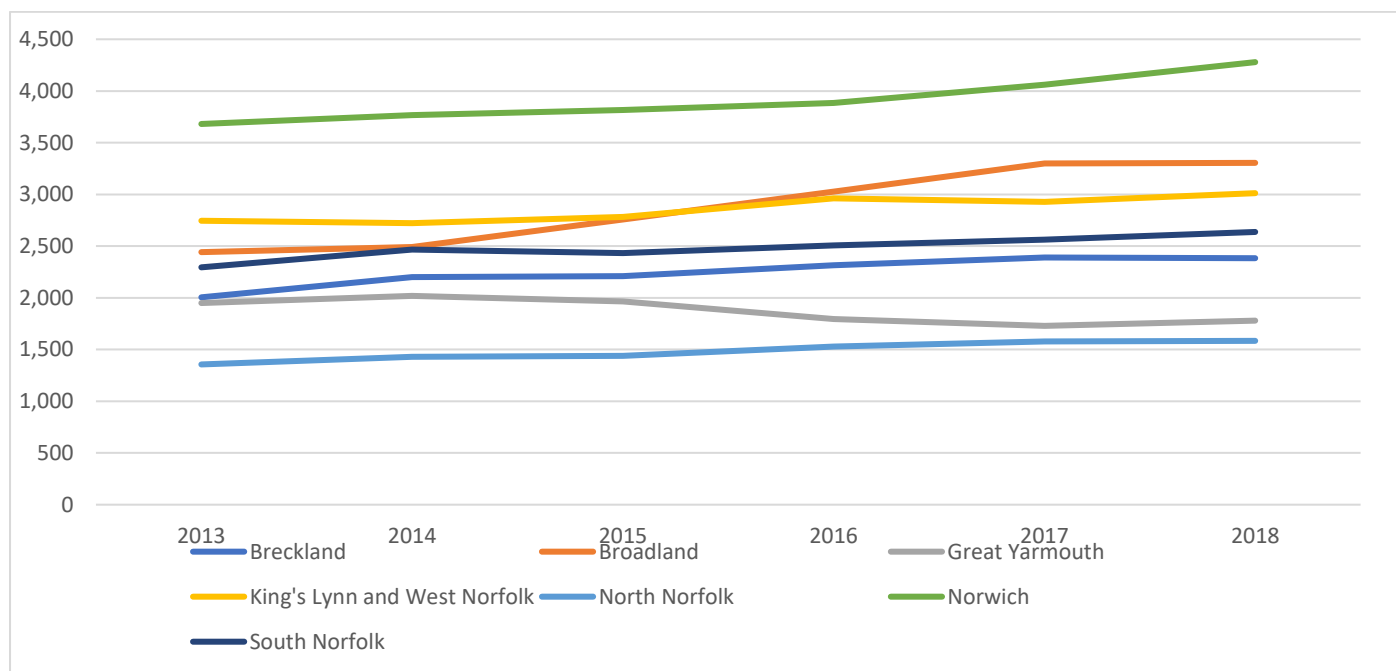
The rural economy also has strengths in sectors which were traditionally seen as urban, with notably manufacturing having a strong rural presence, with concentrations on redundant airfields and along the A11 corridor amongst other areas. Indeed, our more rural areas (especially Kings Lynn and West Norfolk, Breckland) have a higher proportion of their employment in manufacturing than in than in our urban centres. It also shows:

Our rural districts vary between each other as much as they do from our urban centres. Tourism industries such as hospitality and accommodation play are a vital part of our rural economy in North Norfolk and Kings Lynn and West Norfolk, while finance is a strong sector in Broadland – in no small part due to its business park. Additionally, public administration and defence employment is high in Kings Lynn and West Norfolk.

Norfolk's GVA stood at £18.98bn in 2018. While we cannot delve lower than district level, we can spot broad geographic trends from the data, such as Broadland's GVA overtaking King's Lynn and West Norfolk's in about 2015, as well as Great Yarmouth's decline in recent years.

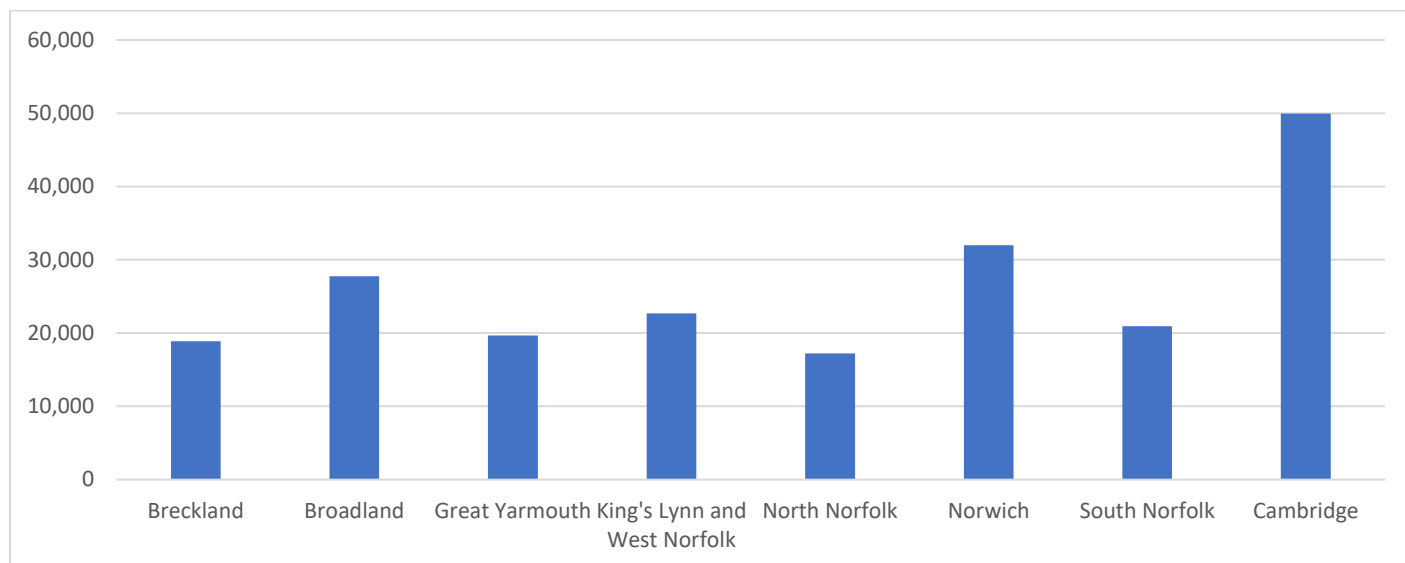
GDP per capita data shows Norfolk's more rural districts with lower output per person than urban areas such as Norwich and Cambridge. North Norfolk has the smallest GDP person in the county.

Figure 1: Gross Value Added by local Authority, 2013 -18 (£millions)



Source: Office of National Statistics

Figure 2: GDP per Capita in Norfolk's districts compared with Cambridge



2.1 Tourism

Tourism is a significant sector within Norfolk's rural economy.

The value of the county's tourism sector is based on both its direct employment as well as the indirect impacts on the economy through tourism spend. If all the indirect benefits are included it was estimated to be worth over £3.3bn to the Norfolk economy in 2018.

Table 6: Total Annual Tourism Value in Norfolk and its Districts in 2018

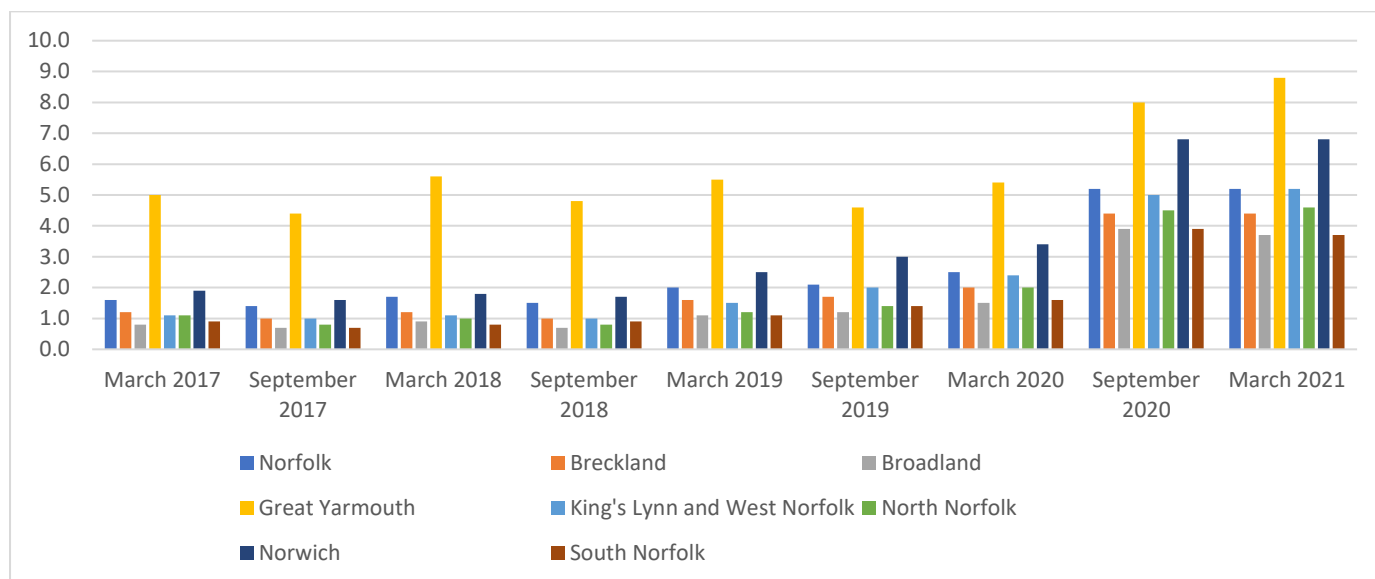
District	2018 Value £m
Breckland	219
Broadland	178
Gt Yarmouth	636
King's Lynn & WN	600
North Norfolk	512
South Norfolk	219
Norwich	765
Norfolk	3,337

2.2 Unemployment

Following the outbreak of the pandemic, Claimant count rates in every Norfolk district climbed significantly in April and May 2020 and stabilised in June, following the national trend. However, the rates did begin to climb again in July and August, with the impact of COVID-19 and the national lockdown being a long-term challenge and not a just a short-term shock to the economy.

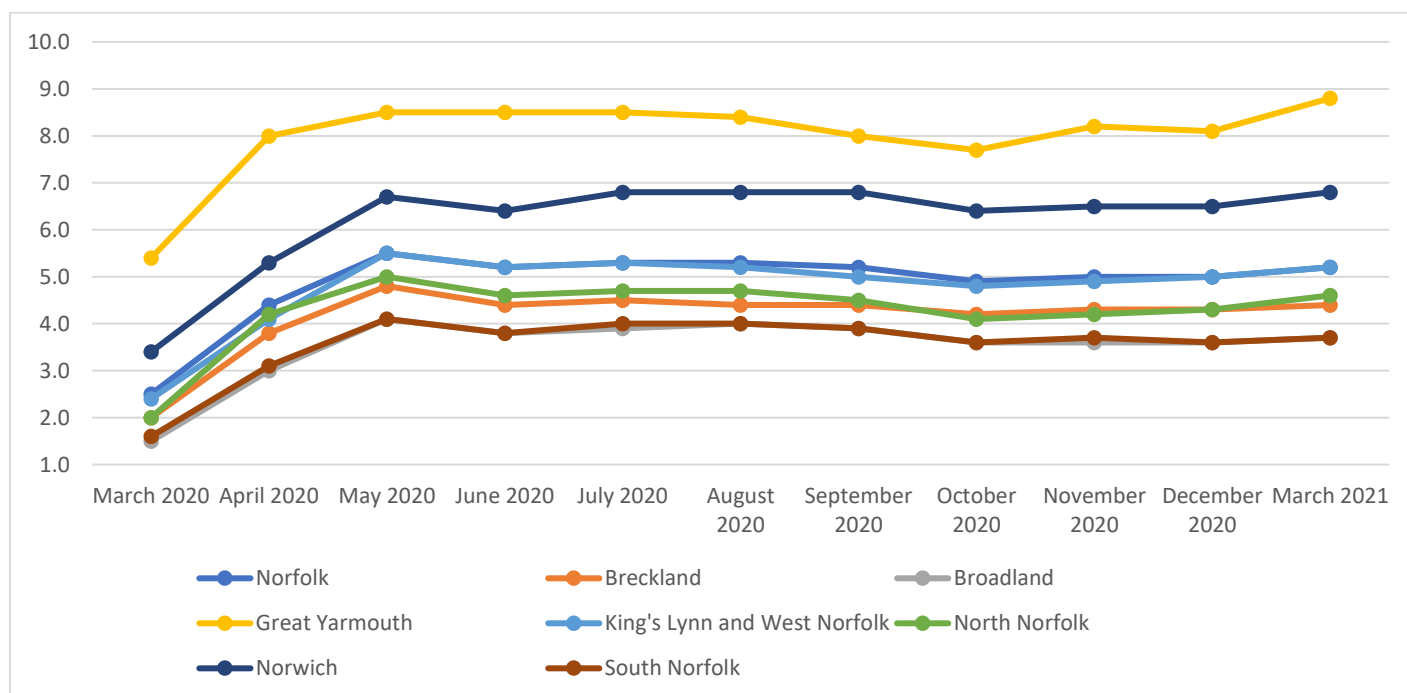
Claimant Count Rates have risen substantially across Norfolk in both urban and rural areas since the onset of the pandemic.

Figure 3: Claimant Count Rate by District since 2017



Source: ONS

Figure 4: Post-COVID-19 Claimant Count Rate by District



Source: ONS

2.3 Wages

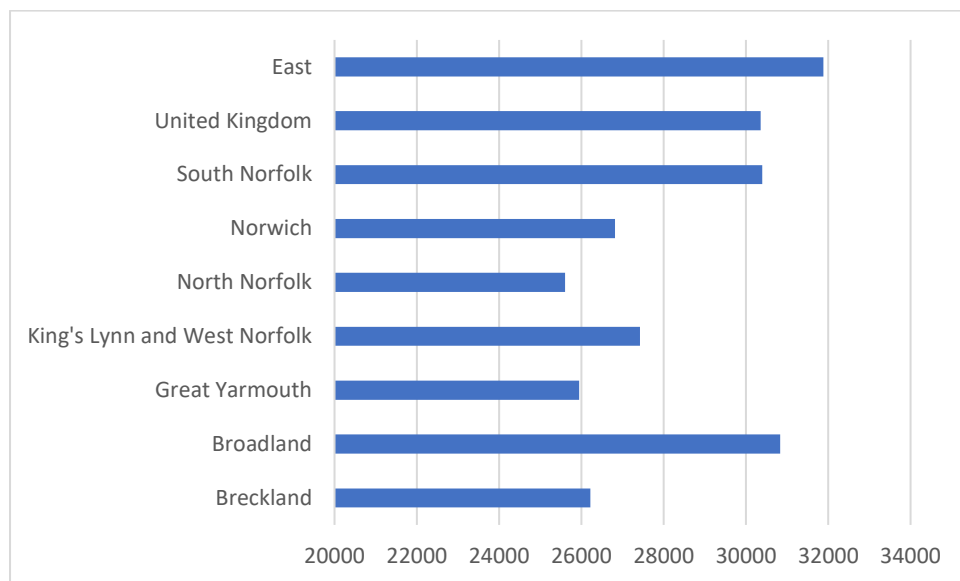
Residential Wages in rural districts in Norfolk are materially lower than the regional and national wage levels. Residential wages measure the salaries attained by workers resident in the district.

The average full-time gross UK annual salary in 2019 was £30,353. Of our most rural district's:

- North Norfolk's average salary was 15.5% lower than the national average
- Kings Lynn and West Norfolk's salary was 9.6% lower than the national average
- Breckland's salary was 13.6% lower than the national average

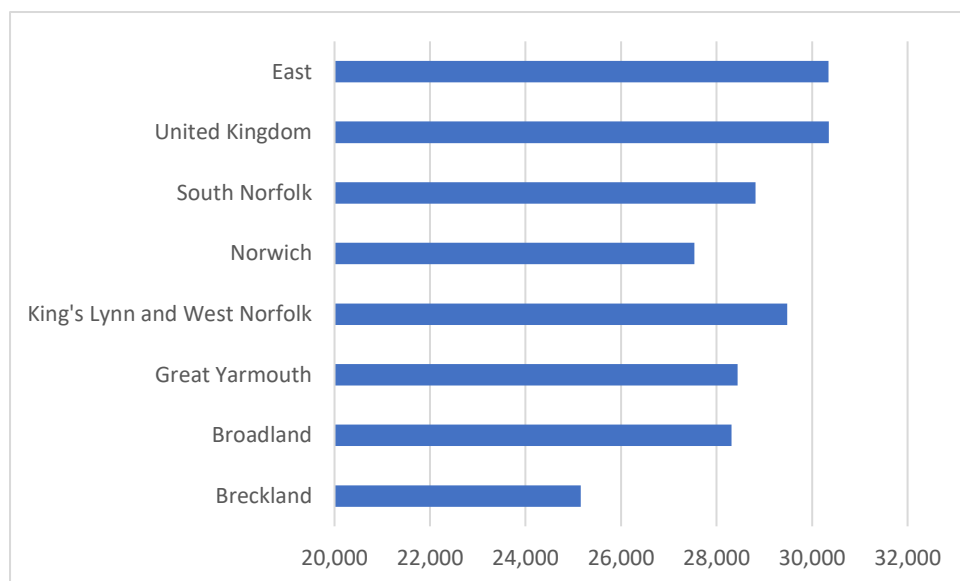
Only South Norfolk reported a wage higher than the national average in Norfolk.

Figure 5: Median Average Residential Gross Wages by District, 2019



Source: ONS annual survey of hours and earnings - residential analysis

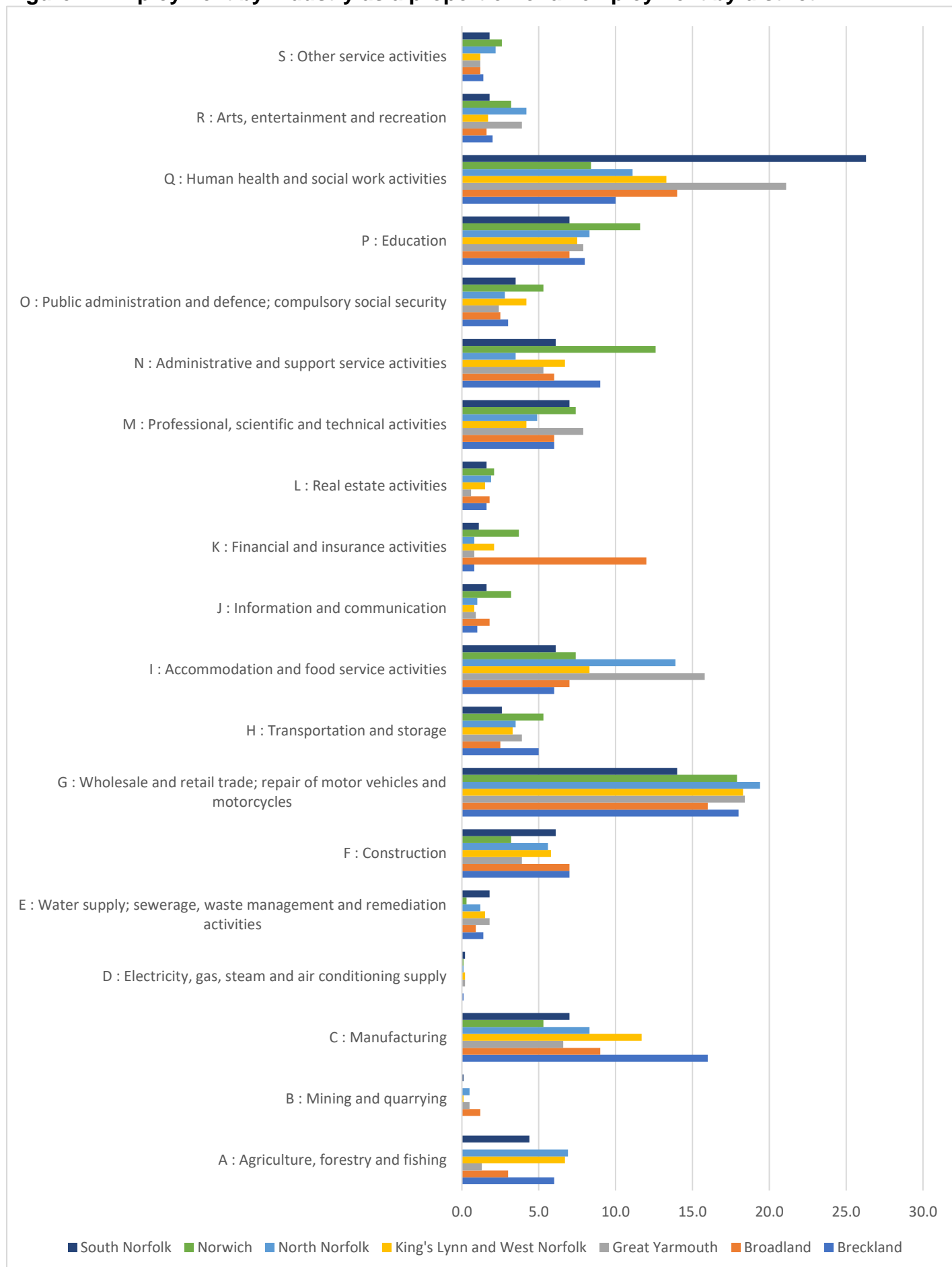
Figure 6: Median Average Workplace Gross Wages by District, 2019



Source: ONS annual survey of hours and earnings - workplace analysis (North Norfolk statistics unavailable)

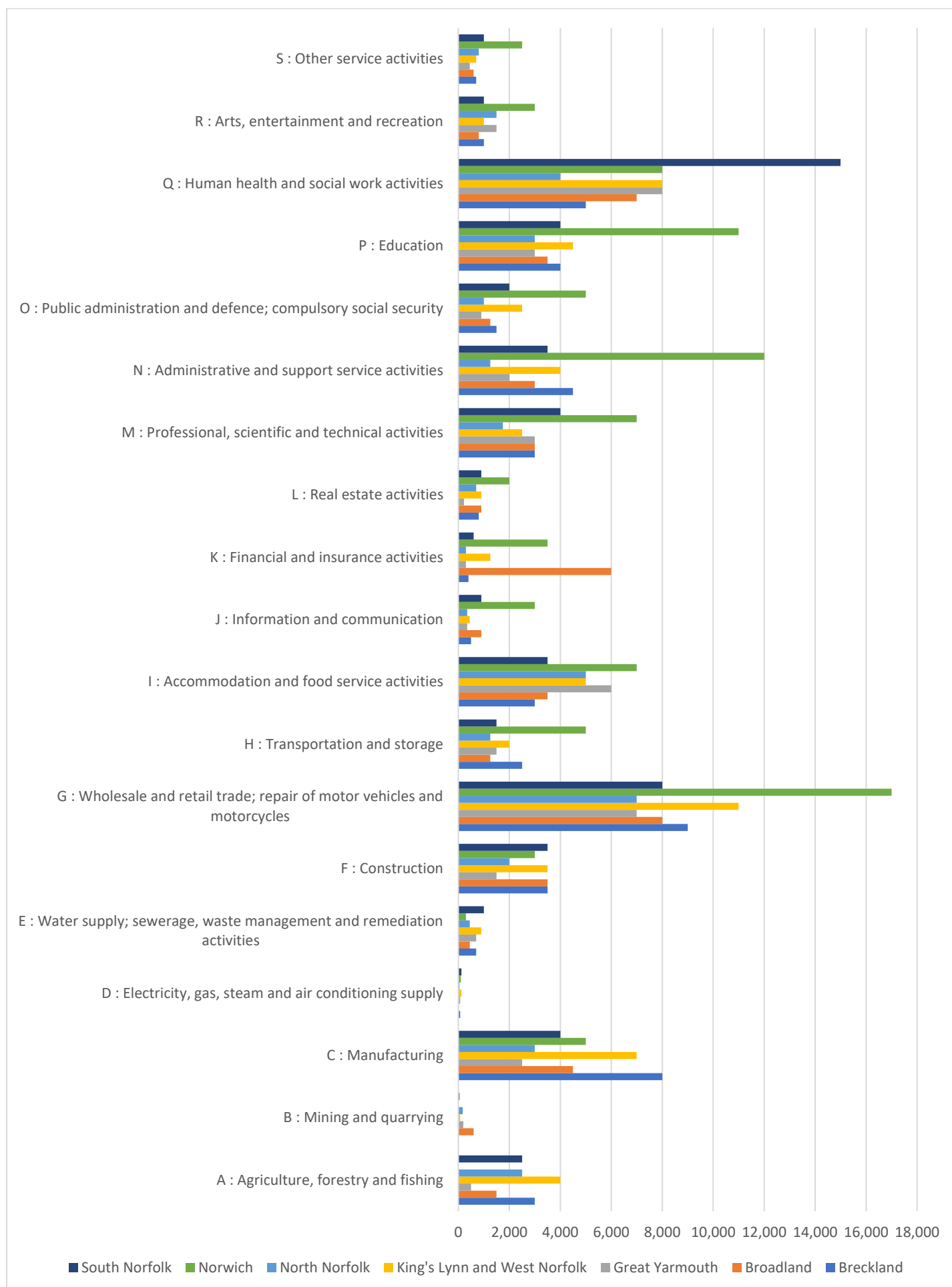
2.4 Employment

Figure 7: Employment by industry as a proportion of all employment by district



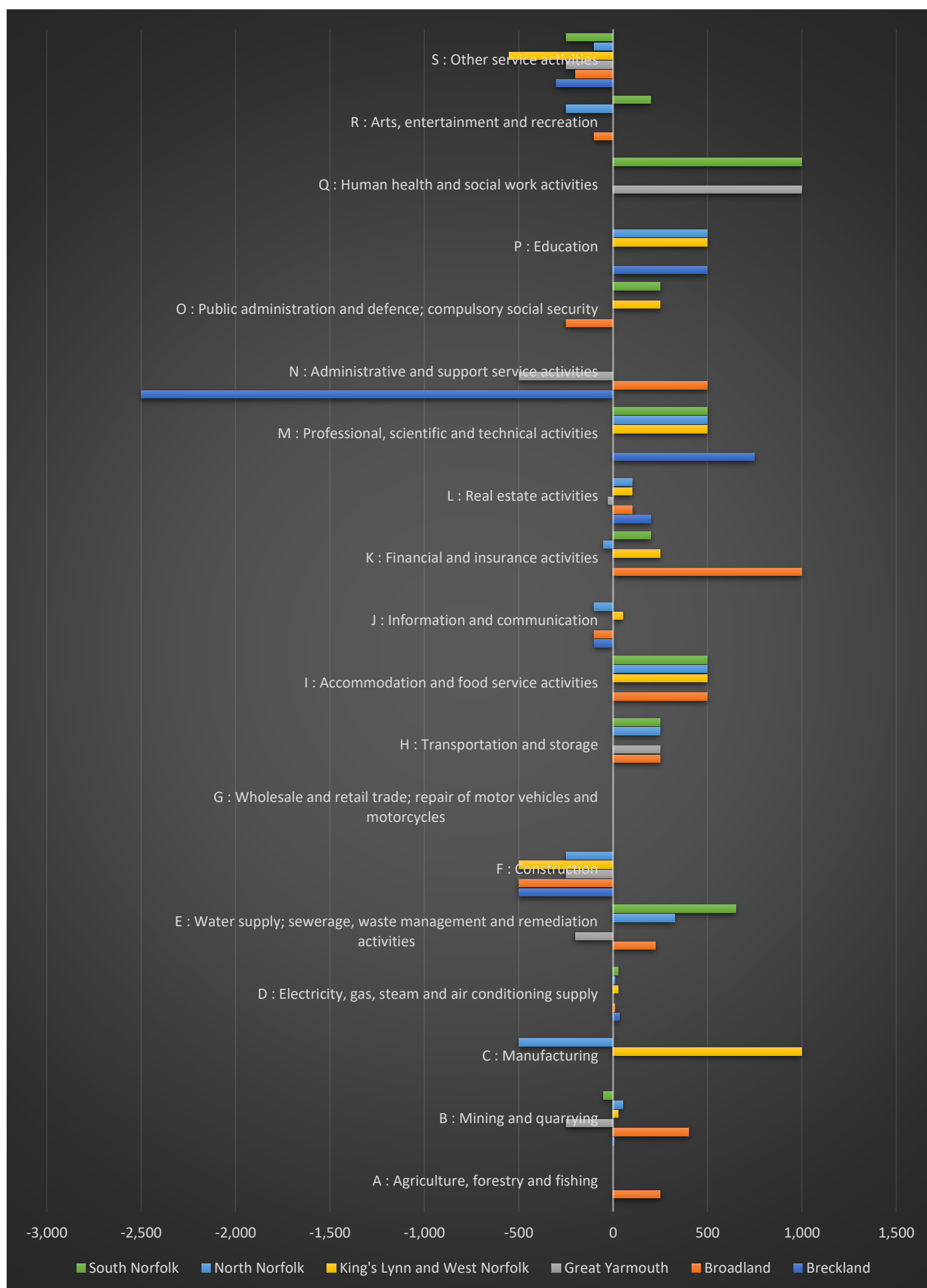
Source: ONS Business Register and Employment Survey, 2018: Employment measure

Figure 8: Employment by industry by district



Source: ONS Business Register and Employment Survey, 2018: Employment measure

Figure 9: Growth and decline in sectors by job by rural district 2015-18



Source: ONS Business Register and Employment Survey, 2015, 2018: Employment measure

Two graphs are shown, one measuring the level of employment as a proportion in each district (figure X), and the other (Figure Y) showing the absolute numbers employed in each sector.

The data shows manufacturing to play a larger role in our more rural areas (especially Kings Lynn and West Norfolk, Breckland) than in our urban. It also shows:

- Agriculture, forestry and fishing employ thousands in each of our more rural districts.
- The importance of tourism in rural districts such as North Norfolk and Kings Lynn and West Norfolk
- Finance is a strong sector in Broadland
- Norwich still leads on white collar and white-coat jobs, with the most people employed in Professional, Scientific, Technical and Business support jobs, together with strong retail, education and tourist sectors
- Public administration and defence employment is high in Kings Lynn and West Norfolk

Figure Z shows growth (or decline) in jobs by sector in each district with rural areas. It shows:

- Decline in construction jobs in most districts, namely North Norfolk (-250) and Kings Lynn and West Norfolk (-500), Great Yarmouth (-250), Broadland (-500) and Breckland (-500)
- Manufacturing growing in Kings Lynn and West Norfolk (+1000), but falling back in North Norfolk (-500)
- Growth of arts and entertainment in South Norfolk (+200)
- Growth of professional, scientific and technical activities in South Norfolk, North Norfolk and Kings Lynn and West Norfolk (+500)
- Growth in Accommodation and Food Services (+500) in South Norfolk, North Norfolk and Kings Lynn and West Norfolk and Broadland
- Agriculture, forestry and fishing grew by 250 jobs in Broadland
- Wholesale and retail job figures were static across all districts
- Finance and insurance grew by 1000 jobs in Broadland and 250 in Kings Lynn and West Norfolk
- Health and social work jobs grew by 1,000 in South Norfolk and Great Yarmouth, where hospitals are located.
- Information and communications jobs grew by 50 in Kings Lynn and West Norfolk, but fell back by 100 in North Norfolk, Broadland and Breckland
- Transportation and Storage grew by 250 in each of South Norfolk, North Norfolk and Great Yarmouth and Broadland

2.5 Business

2.5.1 Start Up and Survival Rates

Business start-up rates in Norfolk's rural districts are well below the national average, with, for example, one start-up per 188 working-age people in North Norfolk in 2019 compared with one per 108 people in the UK as a whole. The more urban districts in Norfolk (Norwich and Great Yarmouth) have better start-up rates than the more rural districts.

The 5-year business survival rate for Norfolk's rural districts is more variable. King's Lynn and West Norfolk (51.4%), North Norfolk (50%) and Broadland (51%) had significantly higher survival rates than the UK average (42.5%). This means that although fewer businesses start, more survive. However, a higher survival rate can be indicative of a less vibrant and competitive market (for instance London, a strong economy, has a 5-year survival rate of 39.2%).

Table 7: Business Start Up and Survival Rates across Norfolk and the UK

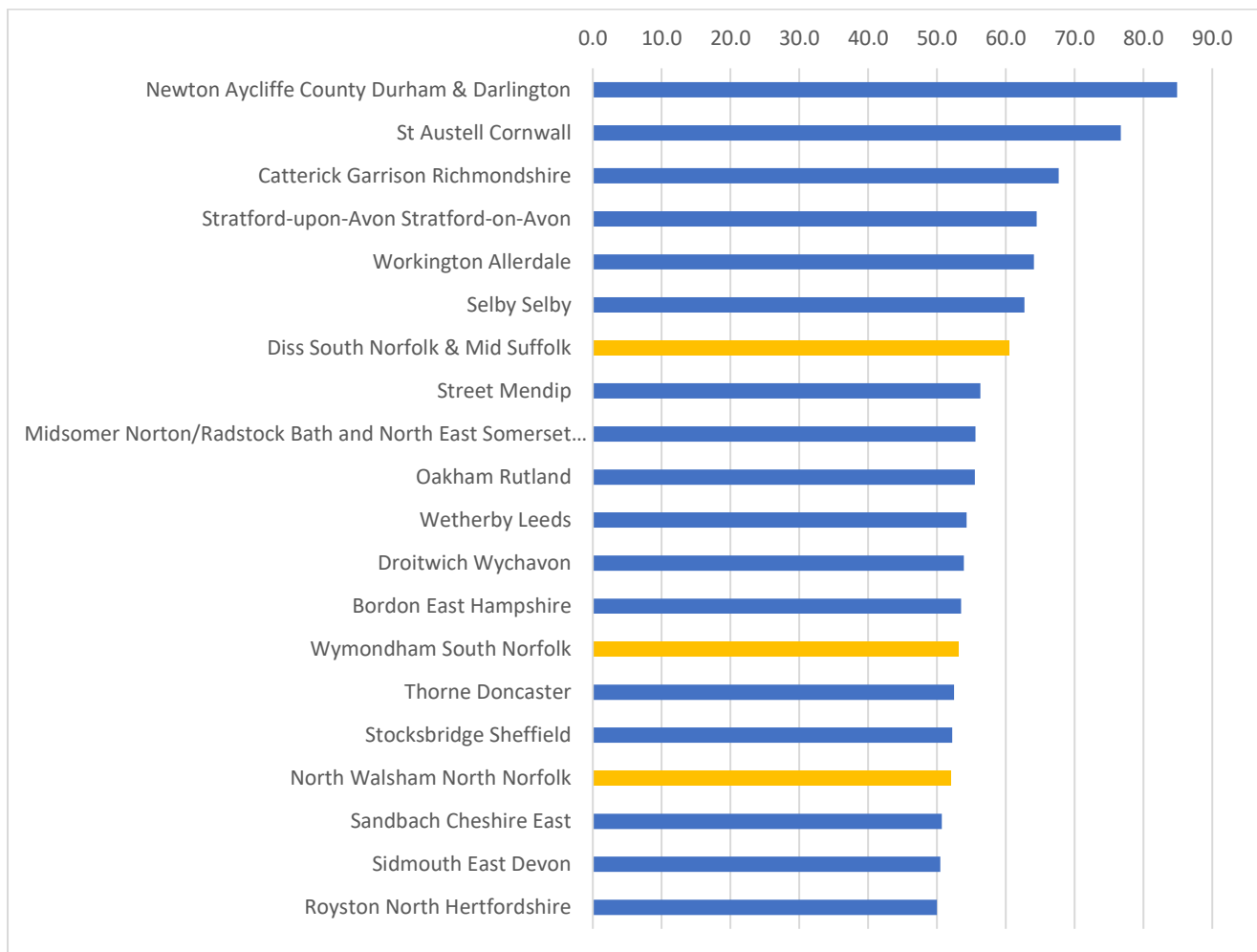
Geography	2019 Business Births	Working Age Population	Start Up Rate: Number of Working Age People per Business Birth	5-year Survival Rate (%)
United Kingdom	390,230	41,724,000	107	42.5
Breckland	455	80,500	177	41.1
Broadland	445	75,500	170	51.0
Great Yarmouth	375	57,300	153	37.5
King's Lynn and West Norfolk	520	85,100	164	51.4
North Norfolk	295	55,600	188	50.0
Norwich	730	95,600	131	43.2
South Norfolk	535	81,500	152	46.5

2.5.2 Retail and Market Towns

In terms of the distribution of retail addresses on the high street there is no clear pattern across the country. There is, however, one notable geographic feature in England that sees higher proportions of retail addresses on their high streets: “hub towns”. The official Rural Urban Classification for England identifies towns that play very important roles as “hubs” in the rural areas around them, in terms of providing services, employment and businesses. These 182 towns are present across all regions of England and the Ordnance Survey definition captures high streets in 179 of them. They tend to be free-standing settlements, often with a market town heritage, or sited on historically important trading roads. In this context, it is perhaps not surprising that high streets in hub towns have retained more of a retail focus. Overall, hub towns high streets are composed of 36% retail addresses, compared with 29% in the rest of the country.

In Norfolk, three of the hub (or ‘market’) towns feature in the 20 in England where retail forms the majority of their high street, namely Diss, Wymondham and North Walsham.

Figure 10: ‘Hub towns’ in England where at least half of their high street is formed of retail



Source: Office of National Statistics (March 2020)

Norfolk has a number of other important market towns and retail centres, including Dereham (47% retail on its High Street), Watton (35%), Fakenham (44%), Attleborough (35%), Long Stratton (32%), Holt (31%), Downham Market (37%), Aylsham (17%).

Norfolk County produces a [market towns report](#), the last being compiled in 2019 (pre-pandemic). The report found:

- The percentage of vacant units across Norfolk have increased since 2018 from 5.4% to 5.9%.
- 38% of Norfolk market towns experienced a reduction in the number of vacant units since 2018, therefore, over 50% experienced an increase in vacant units.
- 57% of market towns have vacancy rates less than the Norfolk average.
- 9 market towns have higher vacancy rates than the Norfolk average, a reduction since 2018.
- The largest decrease in vacant units was found to jointly be in Diss and Downham Market which both experienced a decrease of 6 vacant units.
- The largest increase in vacant units has been observed in Thetford, as vacant units increased by 12 units since 2018, to a vacancy rate of 10.2%
- Long Stratton has the highest vacancy rate at 12.5%.
- The average number of vacant units in Norfolk peaked in 2009 with an average of 13 vacant units per market town. Since 2009 the number of vacant units has fallen steadily to an average of 7 vacant units in 2018, this increased to an average of 9 vacant units per market town in 2019.

2.6 Market town network improvement strategies

Local plans have identified a large amount of planned housing and employment growth around many of Norfolk's market towns.

County Council members have agreed a [programme of studies](#) looking at the transport impacts of growth in market towns. This will allow us to identify and plan interventions ahead of the growth.

The first set of towns agreed for 2017/18 are Dereham, Swaffham, North Walsham, Thetford and Diss. The second year programme agreed for 2018/19 are Aylsham, Downham Market, Fakenham, Wroxham and Hoveton and Wymondham.

2.7 Investment in Rural Areas

Overall capital investment per employee by business in predominantly rural areas has been consistently lower than in other areas. In 2016, investment per head in London was around £6,500, compared with £5,300 in predominantly urban areas excluding London, and £5,100 in predominantly rural areas.¹

¹ Source: [ONS](#)

3. Skills and Education

GCSE attainment for maths and English in Norfolk's schools is below the national level. Some of our more rural districts, such as Breckland (60.7%) and Kings Lynn & West Norfolk (57.3%) were further behind the national average (64.6%) on passing both maths and English GCSE in 2019.

Table 8: GCSE attainment in Norfolk 2019

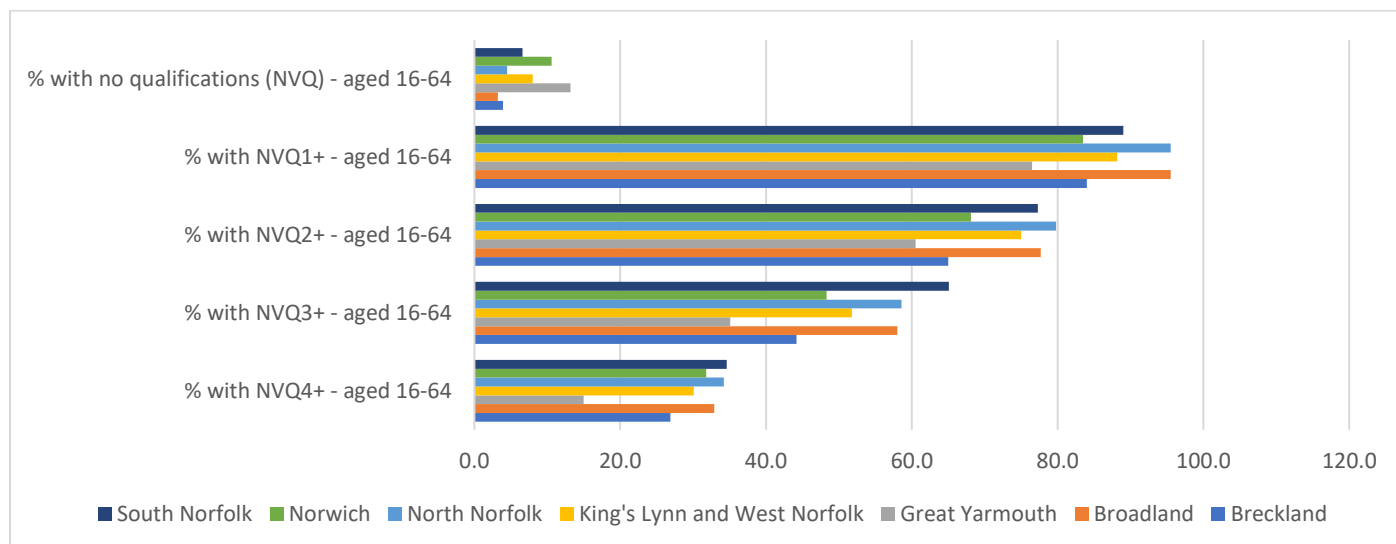
		National	Norfolk	Breckland	Broadland	Gt Yarmouth	Kings Lynn & WN	North Norfolk	Norwich	South Norfolk
% Eng & Maths GCSE 9-4	Total	64.6	63.0	60.7	66.3	60.6	57.3	63.1	64.1	73.5
	Boys	61.0	59.3	53.5	63.1	56.6	53.1	61.9	61.0	71.3
	Girls	68.4	67.0	68.5	69.5	64.4	61.2	64.3	67.5	76.1

Source: NCC, 2019

Looking at the ONS's NVQ data (Figure 11), of the more rural districts Breckland has the lowest proportion of highly skilled workers. Only the more urban district of Great Yarmouth has a lower proportion of residents with an NVQ3 education attainment or above. However, South and North Norfolk have the highest proportion of residents with an NVQ3 education attainment or above in the County.

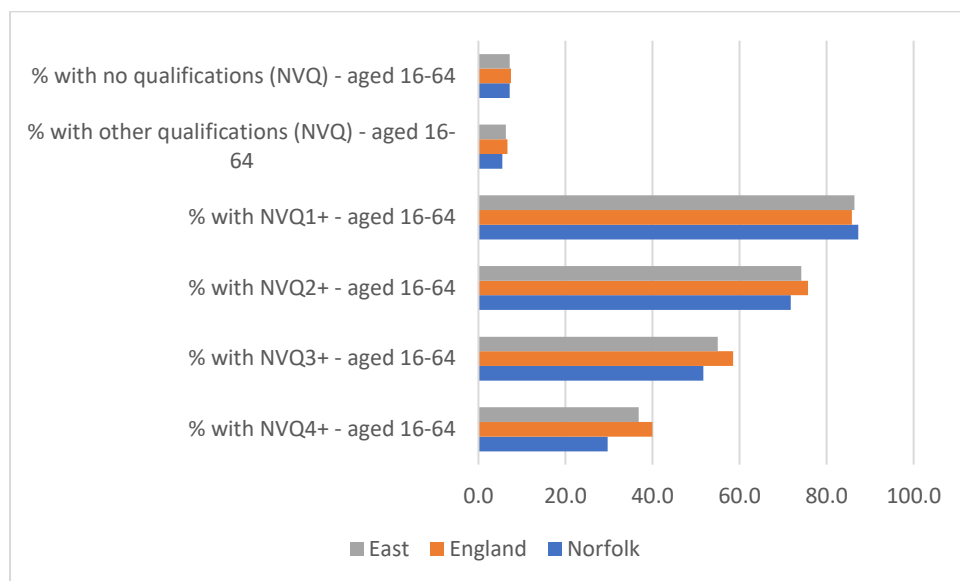
When compared to the regional and national (England) average (Figure Y), Norfolk as a whole underperforms in terms of educational attainment, with a lower proportion of residents with NVQ3 education attainment or above.

Figure 11: Education attainment by % of working-age population in each local authority (2019)



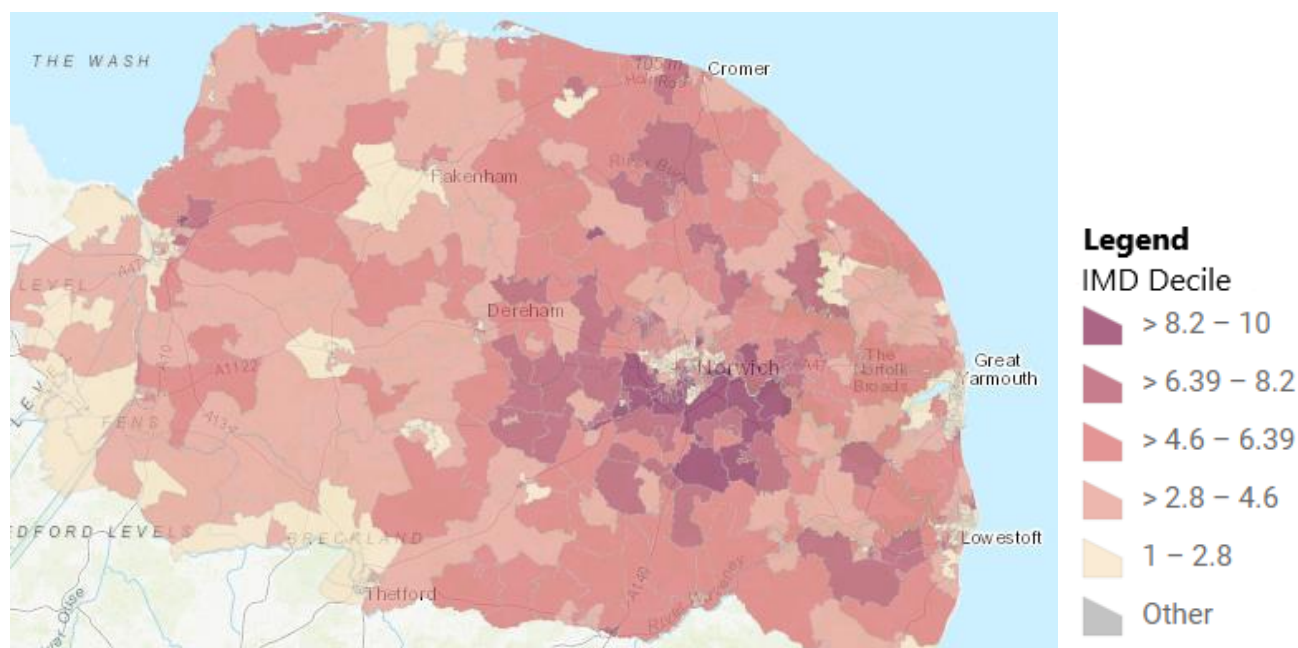
Source: ONS Annual Population Survey (excludes % with other qualifications - aged 16-64, as data too small)

Figure 12: Education attainment by % of working-age population in Norfolk, the East and England (2019)



Source: ONS Annual Population Survey

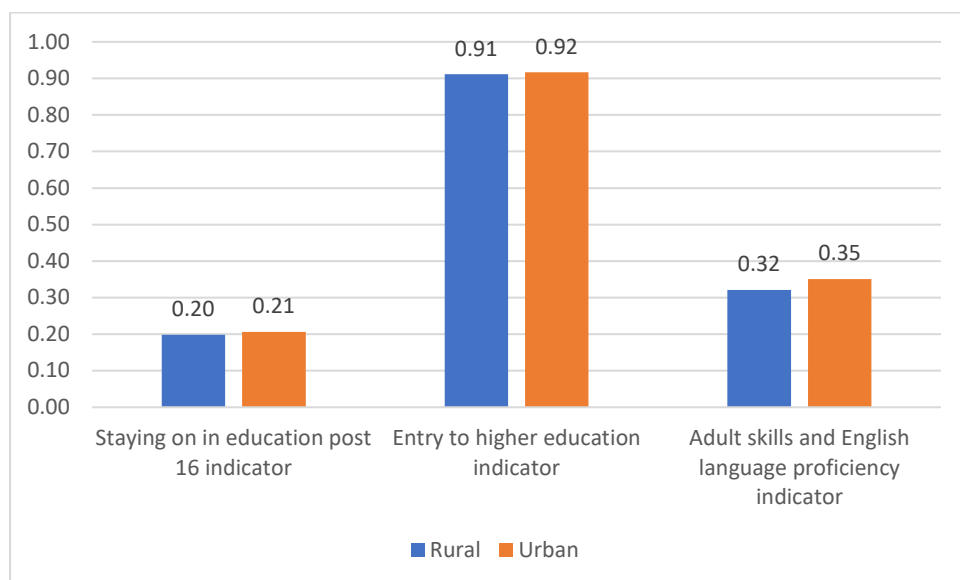
Figure 13: IMD 2019 - Education, Skills and Training Domain



Source: English Indices of Multiple Deprivation, 2019 (ONS)

The English Indices of Multiple Deprivation show rural Norfolk to be slightly behind urban Norfolk in terms of Further and Higher education enrolment, as well as English and maths proficiency.

Figure 14: Education Indicators in Rural and Urban Norfolk



Source: English Indices of Multiple Deprivation (2019)

Apprenticeships

Apprenticeship take-up in Norfolk in 2020 fell dramatically as a result of the pandemic.

Overall starts in 2019/20 declined by -15% in Norfolk when compared to the 2018/19 full year out-turn. This compares to an -18% decrease across England.

Intermediate Levels starts are most affected with a -24% drop in Norfolk (-31% decline for England). Higher apprenticeships show the smallest impact in the county with only a -2% reduction (+10% increase for England)

Norfolk's under 19s were the most impacted with a -17% drop (-22% decline for England). The other age groups are both -14% down (England -16% and -18% respectively)

4. Impact on the Pandemic in Norfolk

The economic impact of the coronavirus pandemic on Norfolk in 2020 was at least as profound as that seen elsewhere in the country. Claimant counts across the County doubled within months of the pandemic starting. Apprenticeship take-up in Norfolk in 2020 fell dramatically, with overall starts in 2019/20 declined by -15% in Norfolk when compared to the 2018/19 full year out-turn. This compares to an -18% decrease across England.

The [OECD](#) outlined the way rural regions could be particularly vulnerable to the impact of the pandemic:

- A large share of population who are at higher risk for severe illness, notably the elderly and the poor.
- A much less diversified economy.
- A high share of workers in essential jobs (agriculture, food processing, etc.) coupled with a limited capability to undertake these jobs from home. This makes telework and social distancing much harder to implement.
- Lower incomes and lower savings may have forced rural people to continue to work and/or not visit the hospital when needed.
- Health centres that are typically not well suited for dealing with COVID-19 (i.e. lack of ICUs and doctors with specialised skills).
- Larger distance to access hospitals, testing centres, etc.
- A large digital divide, with lower accessibility to internet (both in coverage and connection speed) and fewer people with adequate devices and the required skills to use them.

It also outlined potential opportunities:

- There may be a shift in buying habits to favour local goods and tourism sites, as well as production from small local businesses and primary producers. For example, in terms of tourism, overcrowded destinations might see high reductions in tourism flows, while smaller rural destinations may become more popular. The Veneto region (Italy) for example, wants to leverage lesser-known UNESCO heritage sites to shift volumes from Venice to different attractions as part of its recovery plan,
- In some OECD countries, discussions about reshoring and repatriation of strategic industries that were once delocalised (i.e. raw materials) can reactivate rural economies as a host of those industries.

The Rural Services Network published a report in September 2020 urging the Government to commit to more equitable funding in rural areas to support England's economic recovery from COVID-19:

Impacts of the pandemic and restrictions have brought into focus and exacerbated a number of rural vulnerabilities, whilst at the same time highlighting some notable strengths and opportunities. The national response needs to support rural areas to ensure not only that the recovery is equitable, but that it unlocks their potential to contribute fully to national growth and to grow back better. – [Rural Services Network](#)

The report identified the following areas to be of importance for post-pandemic rural Britain.

- Rural vision
- Levelling up
- Access to services
- Civil society

- Local assets
- Connectivity
- Travel and transport
- Housing affordability
- The importance of countryside and green space to people's wellbeing

[Visit Britain](#) reported some estimates on the rebound for domestic tourism in 2021, following periods of lockdown and consumer behaviour changes in 2020 to the Department of Culture, Media and Sport Select Committee:

VisitBritain have also run a domestic impact model for 2020. As with our inbound forecast, this represents a snapshot in time (forecast run mid-April) and makes a number of assumptions to provide an early estimate of impact. Subsequent developments could change the outlook.

a. We have forecast a central scenario of £69.5bn in domestic tourism spend in Britain in 2020, down 24% on 2019 when spending by domestic tourists in Britain was £91.6bn. This comprises £16.7bn from overnight tourism (down 32% on the £24.7bn seen in 2019) and £52.8bn from day trips (down 21% compared to £67.0bn).

b. This represents a loss of £22.1bn (£7.9bn from overnights and £14.1bn from day trips) – greater than the loss from inbound tourism in absolute value terms, although lower in percentage terms.

c. For this analysis, we assumed a ten-week lockdown that ends at the start of June. We then assume a period in June-August when the tourism sector starts to open although social distancing remains in place and tourism spend remains well below baseline (pre-COVID) levels. Finally, we assume a bounce back period in the last four months of the year when many categories of leisure tourism benefit from pent-up demand. Each of these phases will affect different components of domestic tourism and categories of tourism spending differently.

5. English Indices of Multiple Deprivation: Overview

The [English Indices of Multiple Deprivation](#) released new data in 2019. Ten rural neighbourhoods, or LSOAs ('Lower Super Output Areas') are in the 20% most deprived in England, when measured for multiple deprivation.

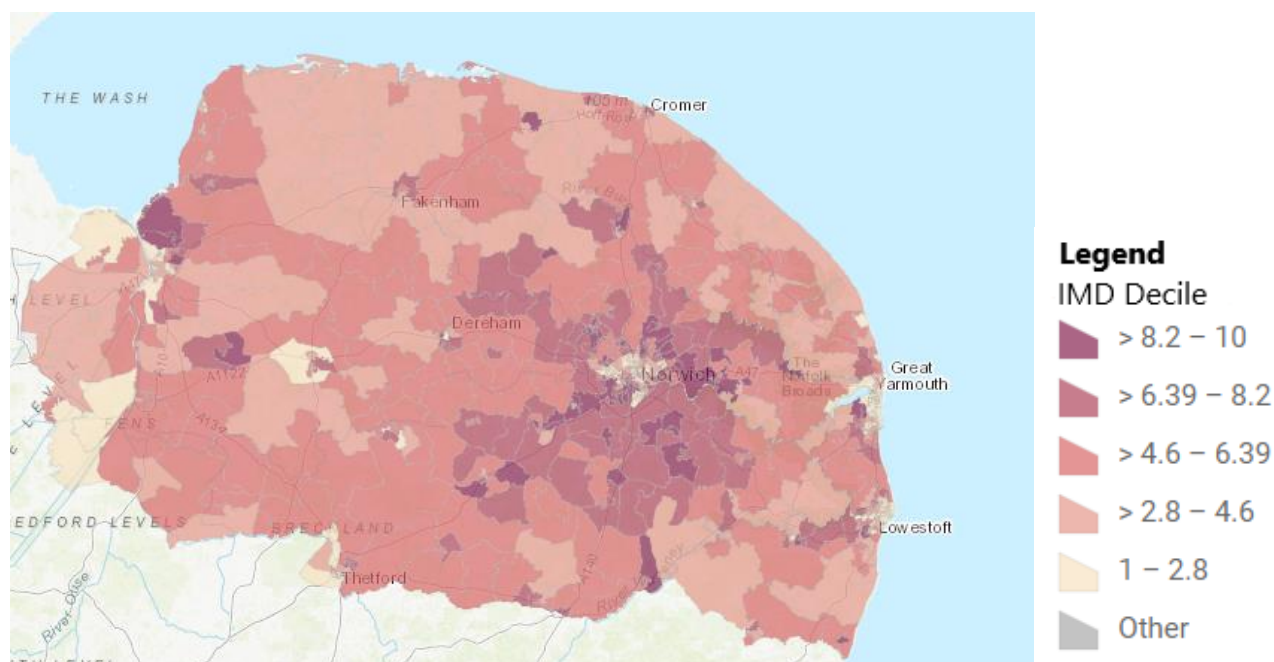
Four out of ten of the LSOAs are in Kings Lynn and West Norfolk, with a cluster on the outskirts of Kings Lynn itself and another in the rural town of Hunstanton. The market towns of Swaffham and Watton also appear on the list (table below).

Figure 15: Norfolk Rural LSOAs in the 20% most deprived in England, 2019

LSOA name (2011)	Rurality	Location
Breckland 007A	Rural town and fringe	Swaffham
Breckland 009C	Rural town and fringe	Watton
Breckland 010F	Rural village and dispersed	All Saints & Wayland
Great Yarmouth 001C	Rural town and fringe	East Flegg
Great Yarmouth 003D	Rural town and fringe	Caister South
King's Lynn and West Norfolk 001A	Rural town and fringe in a sparse setting	Hunstanton
King's Lynn and West Norfolk 008B	Rural village and dispersed	Spellowfields
King's Lynn and West Norfolk 016E	Rural village and dispersed	Spellowfields
King's Lynn and West Norfolk 016F	Rural village and dispersed	Upwell and Delph
North Norfolk 003A	Rural town and fringe	Cromer Town

A more detailed look at the component indices that make up the Multiple Indices are detailed in their relevant sections. An overview map is shown below; the lighter the colour the more deprived the LSOA.

Figure 16: Index of Multiple Deprivation 2019 (IMD)



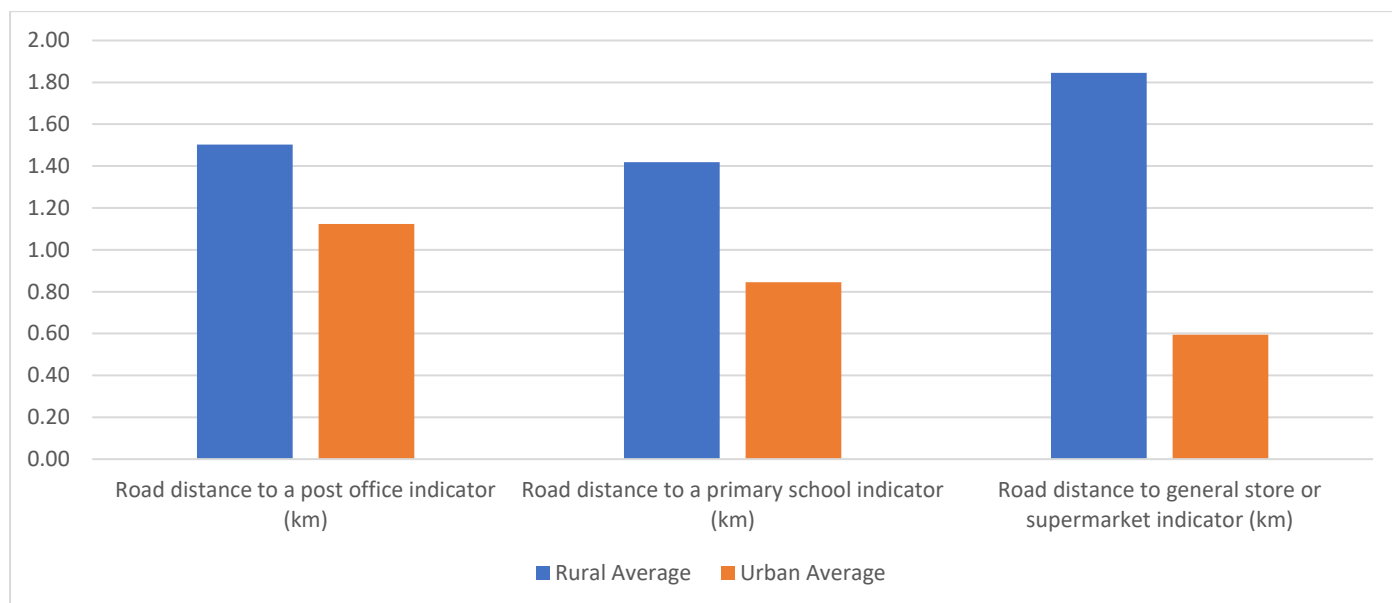
Source: English Indices of Multiple Deprivation, 2019 (ONS)

Housing, health and education subdomains are discussed in the sections below.

5.1 Access to Services: Overview

Rural residents in Norfolk face a longer journey to their post office, primary school, shops and, especially, their GP surgery.

Figure 17: Access to Services in Rural and Urban Norfolk



6. Life Satisfaction and wellbeing

The Office of National Statistics collects information on the wellbeing of people across the country and the metrics for life satisfaction, anxiety, happiness and feelings of life being worthwhile are shown here.

The data varies year by year and shows a clear improvement since 2011. This is to be expected, with economy very weak in 2011 and subsequent growth. However, the anxiety index does record a general deterioration in 2019-20 in Norfolk. It's possible that the pandemic played a part in this, but as much of the data would have been recorded before its onset, this cannot be assumed to be the entire reason.

The data set using mean averages, so extremes of feelings may not be reflected in the data. The data does provide a good overall snapshot at district level over a number of years, however,

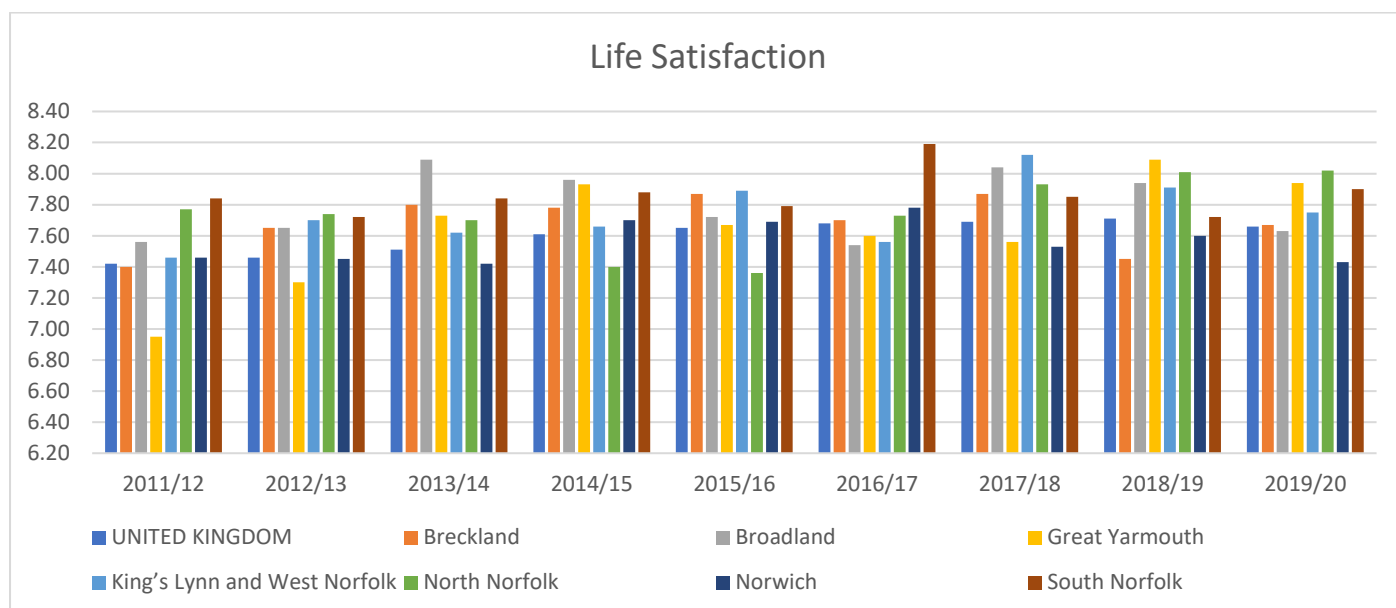
Positive findings:

- South Norfolk has scored consistently well for life satisfaction and for feelings of things being worthwhile
- North Norfolk reported highly for “things done in life are worthwhile” in recent years (2018-20). North Norfolk also reports consistently higher-than-national-average life satisfaction.
- Kings Lynn and West Norfolk and North Norfolk have had lower levels of anxiety and higher levels of happiness than the national average for several years
- Great Yarmouth had very low life satisfaction in 2011-13, but has since improved markedly and now reports above average satisfaction

Negative findings:

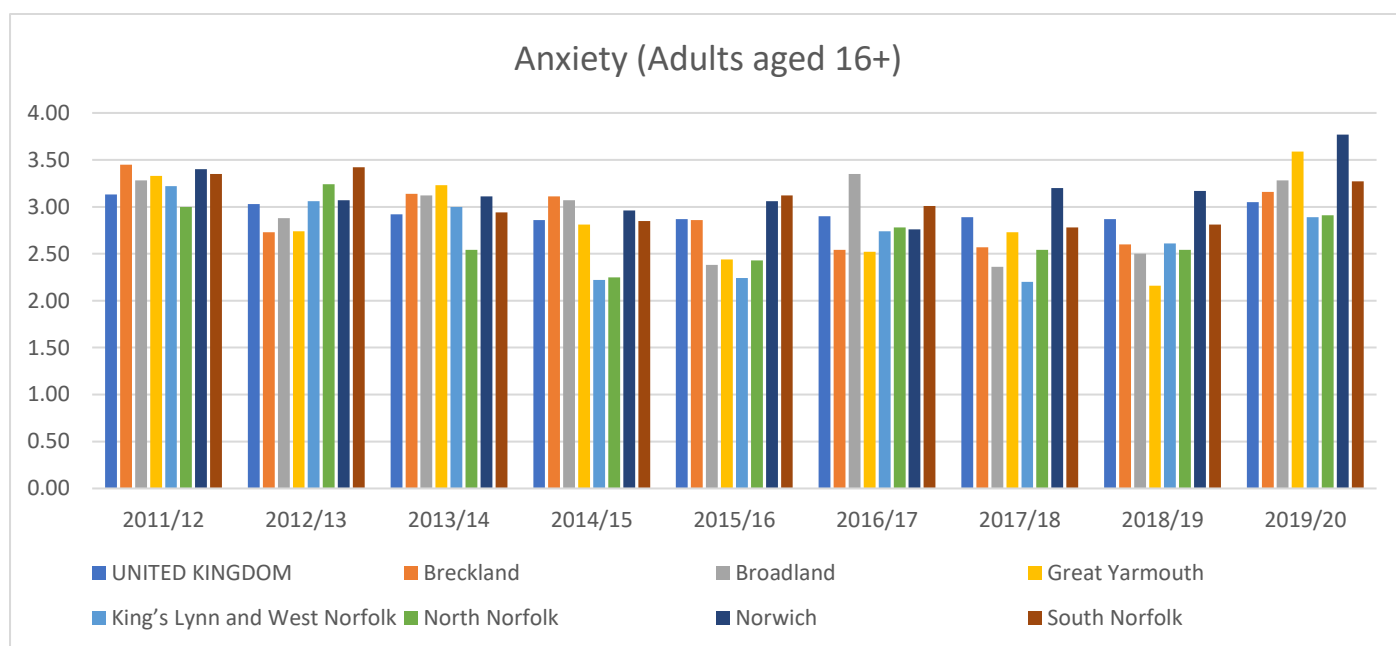
- South Norfolk has consistently reported higher than average anxiety (alongside higher life satisfaction, perhaps indicating a wide array of experiences in the district)
- All Norfolk districts except Kings Lynn and West Norfolk, and North Norfolk, experienced higher than average levels on anxiety in 2019-20

Figure 18: Life Satisfaction in Norfolk and the UK, 2011-20



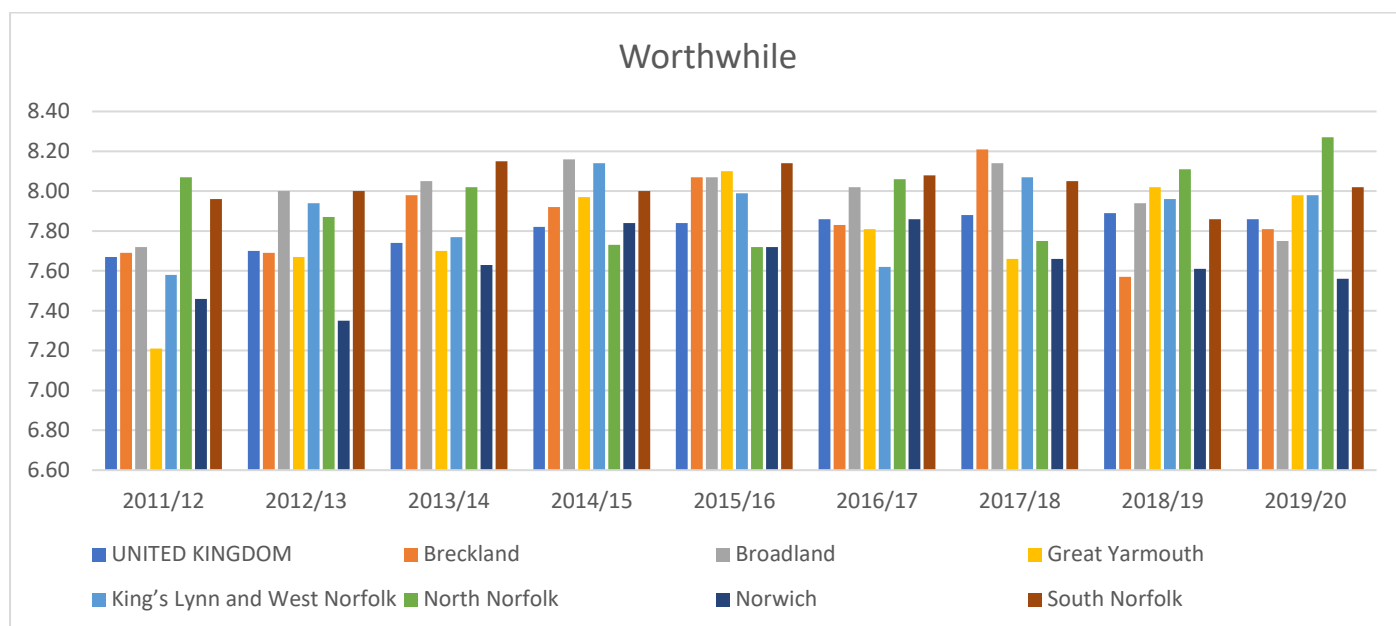
Source: Annual personal well-being estimates (ONS) 2020

Figure 19: Anxiety in Adults aged 16+ in Norfolk and the UK



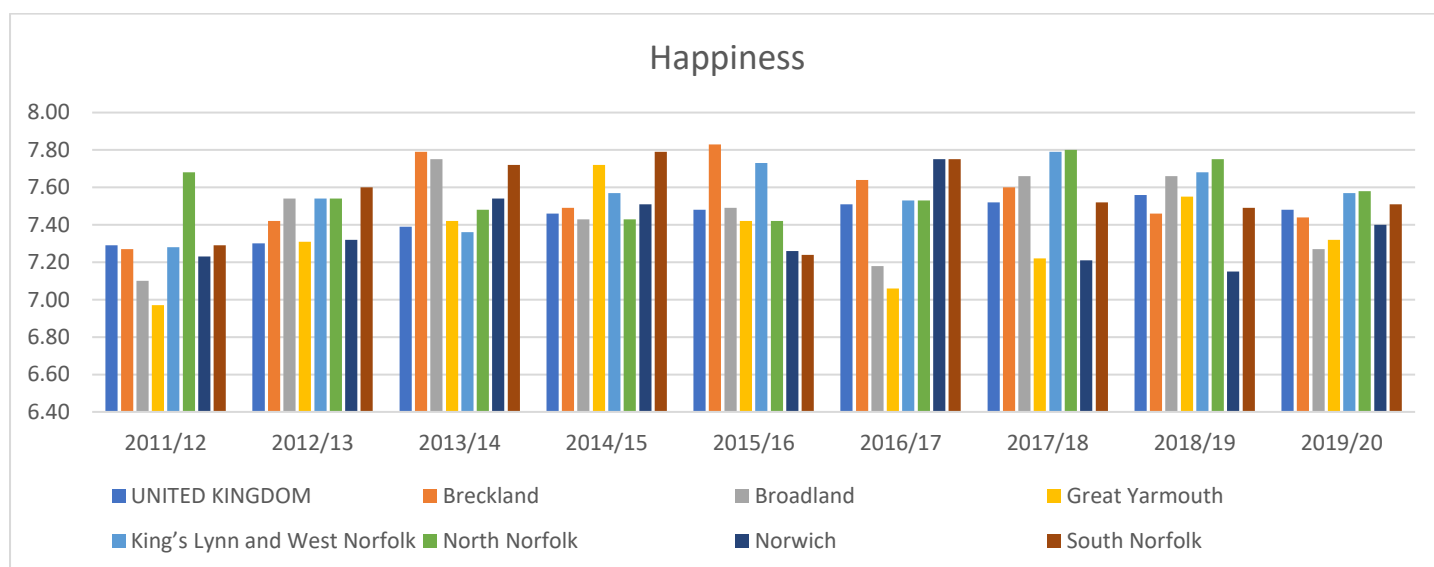
Source: Annual personal well-being estimates (ONS) 2020

Figure 20: Feeling that the things done in life are worthwhile, in Norfolk and the UK, 2011-20



Source: Annual personal well-being estimates (ONS) 2020

Figure 21: Happiness in Norfolk and the UK, 2011 -20



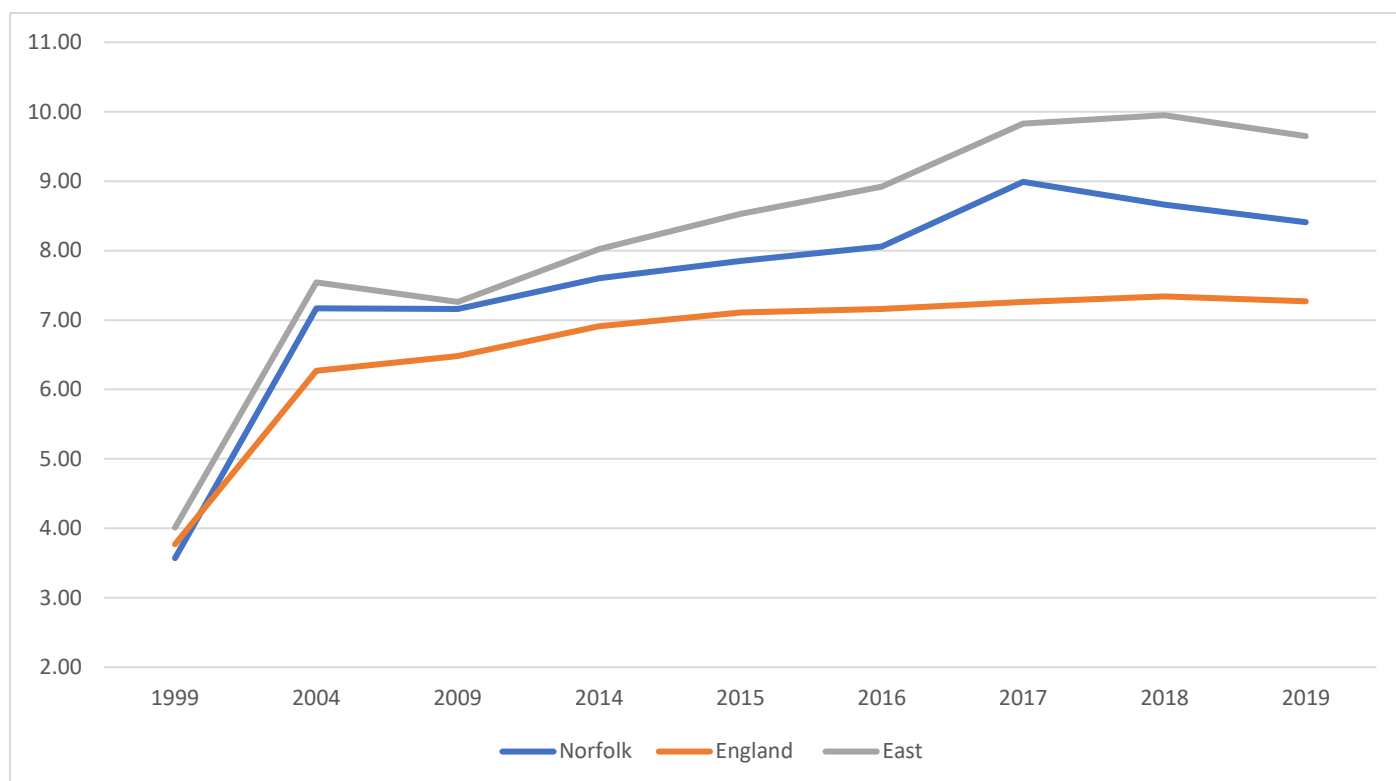
7. Housing

7.1 House Prices

House prices in Norfolk have become less affordable over time. In 2019, the income to house price ratio stood at 8.41, compared to 3.57 in 1999. This is the lower quartile housing affordability ratio and is calculated by dividing house prices by gross annual earnings, based on the lower quartile of both house prices and earnings. This measure best captures the ratio that first-time buyers will face, rather than looking at median earnings and median house prices – which are less likely to be applicable for those looking to buy.

Norfolk's affordability ratio is higher (worse) than England's (7.27), although is lower (better) than the regional, East of England's, ratio (9.65), which will include places nearer to London and expensive cities such as Cambridge.

Figure 22: Ratio of lower quartile house price to lower quartile gross annual (where available) workplace-based earnings in England, the East and Norfolk (1999, 2004, 2009, 2014-19)



Although lower quartile wage estimates by local district are not available, we have data on house prices at the lower quartile for our rural districts:

Table 9: Lower quartile price paid by local authority, year ending Mar 2020

Local authority	Price paid (£, year ending Mar 2020)
Breckland	175000
Broadland	208000
Great Yarmouth	135000
King's Lynn and West Norfolk	172000
North Norfolk	185000
South Norfolk	207500

Breckland and North Norfolk have similar residential wage levels to Great Yarmouth, but much higher house prices at the lower quartile (£175k and £185k respectively, compared to Great Yarmouth's £135k).

7.2 Rural homelessness figures

In October 2020, the CPRE (Campaign for Rural England) released an analysis of government figures which showed that homelessness in rural areas has more than doubled in the past two years.

CPRE [analysis](#) of households assessed as being owed homelessness relief by predominantly rural local authorities using government live tables. Comparison carried out on figures between April 18/ March 19 and April 19 and March 20.

Table 10: Homelessness in Rural Areas (England) 2017-2019

Year	Homeless households in English rural areas (local authorities)	% increase on previous year in England
2017/18	9312	
2018/19	17212	85%

Source: CPRE

The numbers for Norfolk are as follows:

Table 11: Homeless households in rural Norfolk 2018-20

Year	No. of homeless households
April 2018 – March 2019	862
April 2019 – March 2020	922

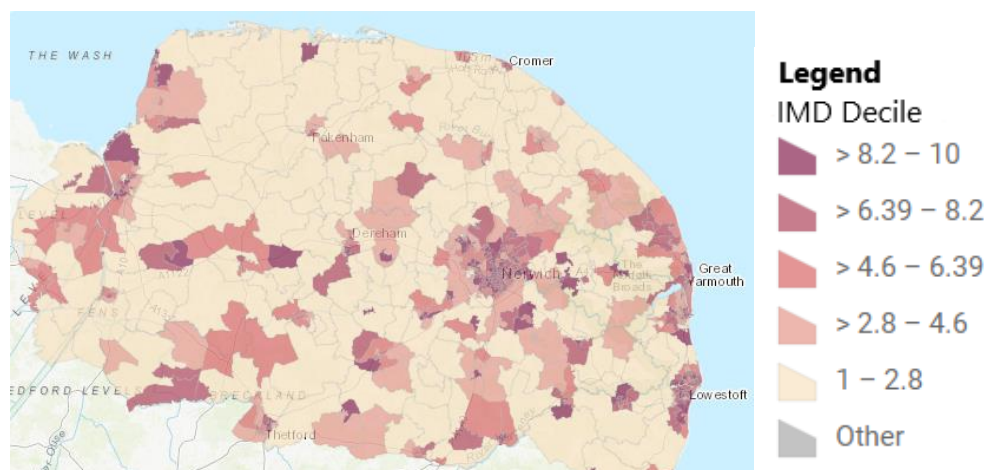
Source: CPRE

These figures are for the predominantly rural local authorities in Norfolk of Kings Lynn and West Norfolk, Breckland, North Norfolk and South Norfolk.

In the same month, the Rural Services Network, together with English Rural and the CPRE (the countryside charity, formerly known as the Campaign to Protect Rural England) released a report citing the economic advantages to building social housing, including job creation, making small communities sustainable and lowering the cost of housing benefit to the exchequer.

The English Indices of Multiple Deprivation (map below) shows pockets of deprivation in rural Norfolk. Private rental affordability and housing affordability are particular problems in North Norfolk.

Figure 23: Barriers to Housing and Services Domain



Source: English Indices of Multiple Deprivation, 2019 (ONS)

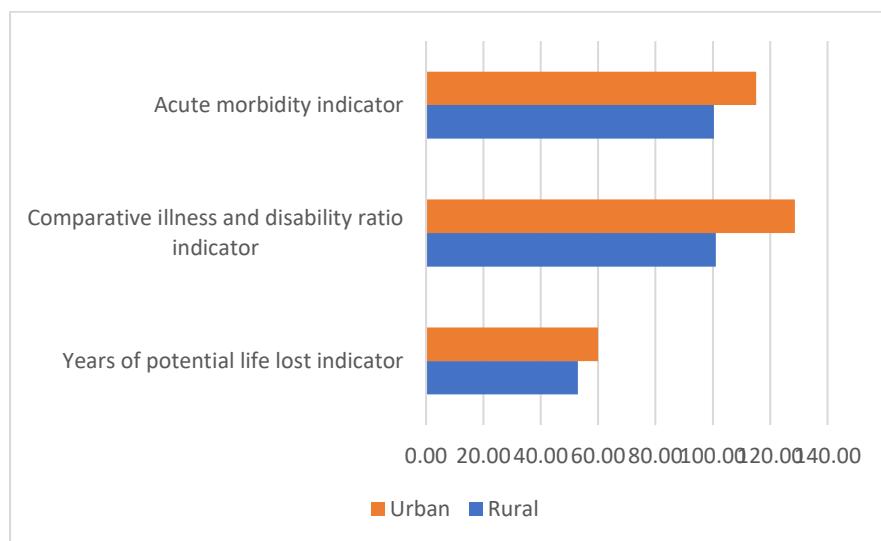
8. Health

On aggregate, rural Norfolk has compares well with urban Norfolk on indicators related to acute morbidity, illness and disability, years of life lost and mood and anxiety disorders. These measures are averages however, and there are rural localities that exhibit higher deprivation in the measures than the urban average.

Definitions:

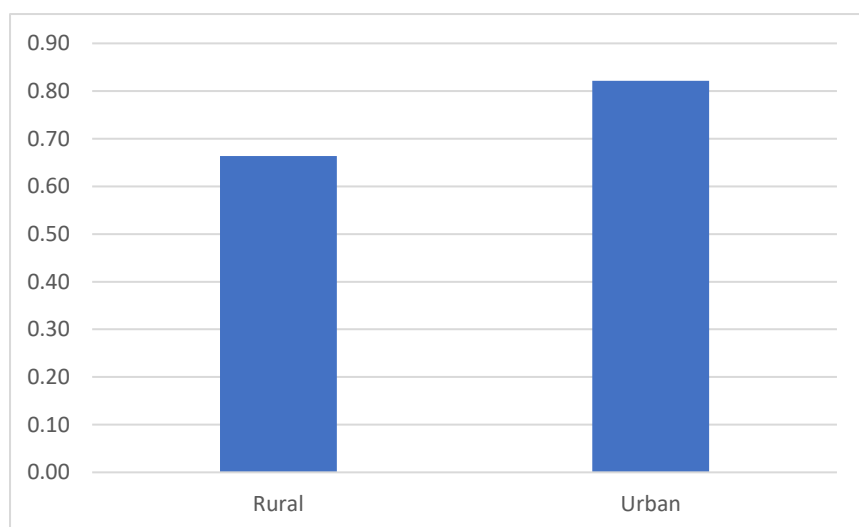
- The years of potential life lost indicator measures 'premature death', defined as death before the age of 75 from any cause (the commonly used measure of premature death).
- The comparative illness and disability ratio is an indicator of work limiting morbidity and disability, based on those receiving benefits due to inability to work through ill health.
- The acute morbidity indicator measures the level of emergency admissions to hospital, based on administrative records of inpatient admissions

Figure 24: Illness, morbidity and life lost indicators for rural and urban Norfolk



Source: English Indices of Multiple Deprivation 2019

Figure 25: Mood and anxiety disorders indicator in Rural and Urban Norfolk

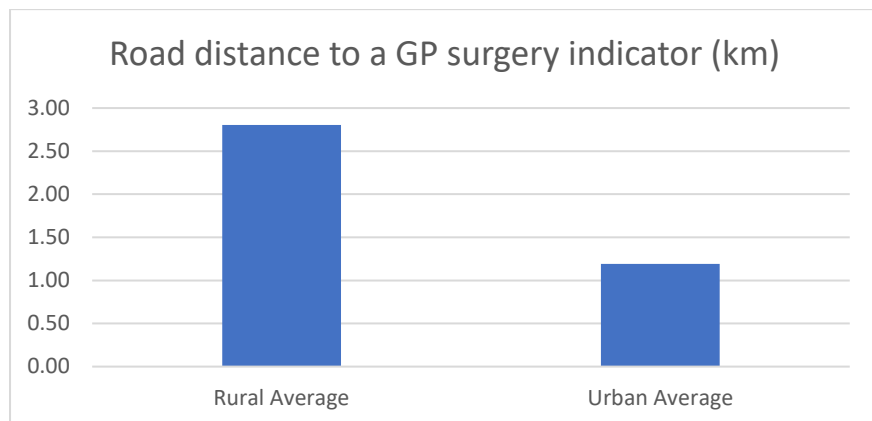


Source: English Indices of Multiple Deprivation 2019

8.1 Distance from GP surgeries

Rural areas in Norfolk are far further away (2.8km) from their nearest GP surgery than urban areas (1.19km)

Figure 26: Road Distance to GP Surgery, rural and urban Norfolk compared (km)



At neighbourhood level, distance to GP Surgeries varies greatly. Kings Lynn and West Norfolk has some of the most remote neighbourhoods, but all districts have areas more than 6km away from a GP surgery, except Great Yarmouth (and Norwich, with no rural neighbourhoods).

57% of Norfolk's rural population live in an area more than 2km away from a GP surgery. Over 28% of our rural population live in an area more than 4km away from a GP surgery.

Figure 27: Road Distance to GP Surgery in rural (km) by Lower Super Output Area

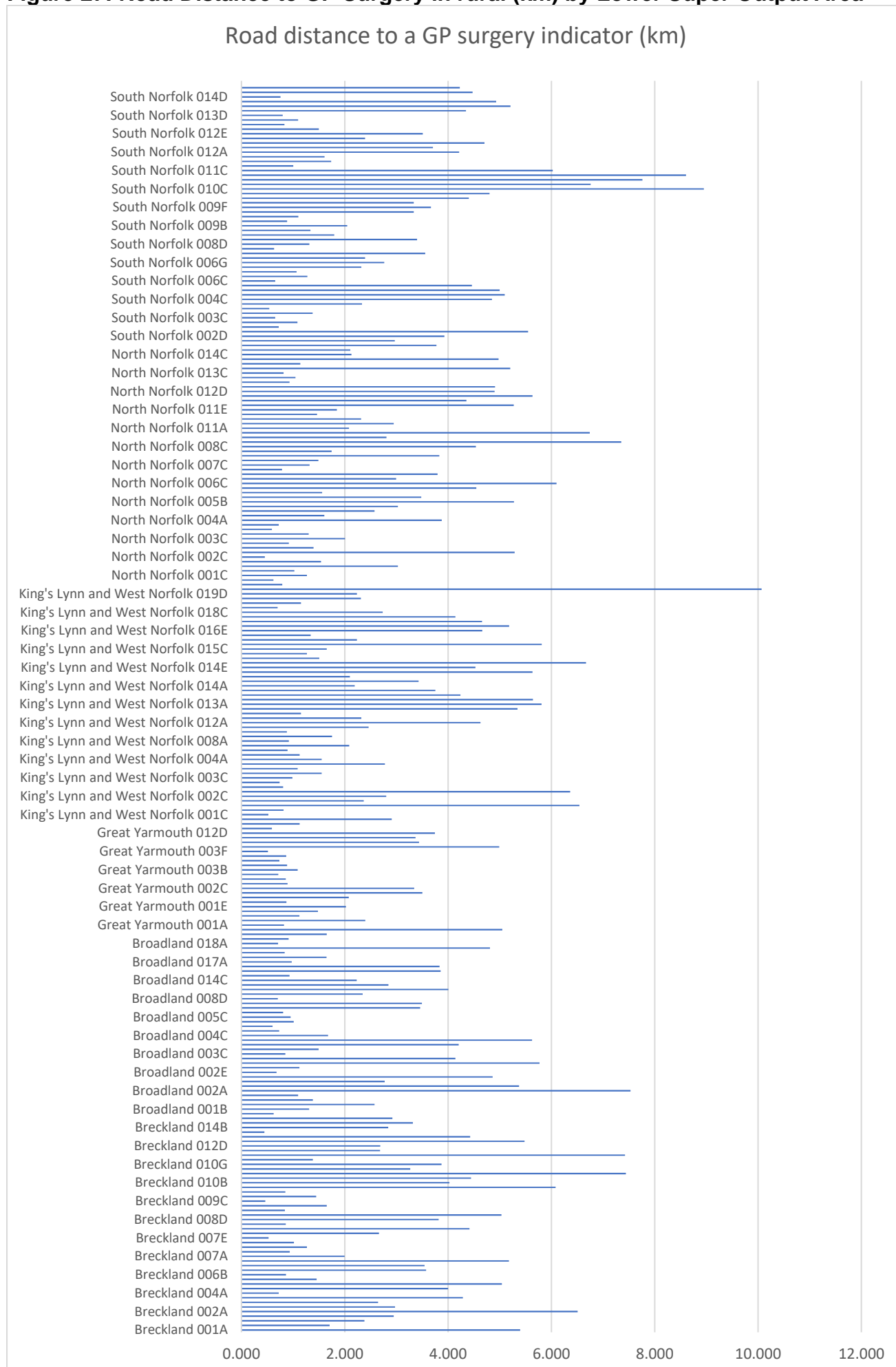
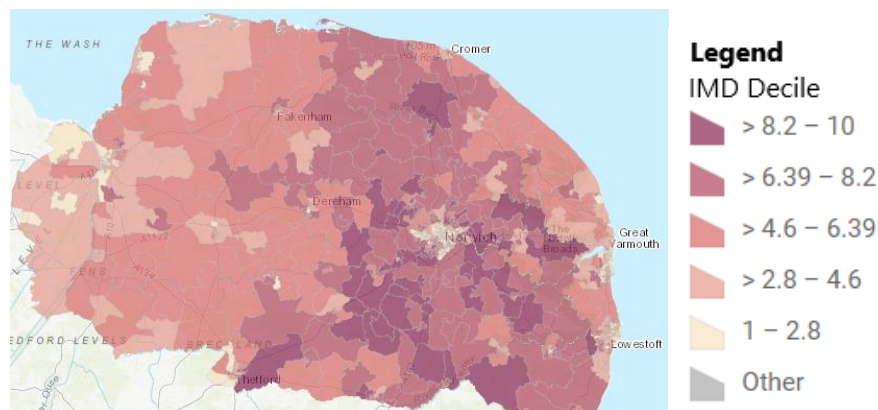


Table 12: Life Expectancy at birth and at 65 for males and females in Norfolk and the UK

			2013-2015	2014-2016	2015-2017	2016-2018
At birth	Males	South Norfolk	81.7	81.4	81.3	81.1
		Broadland	80.8	80.7	81.1	81.0
		North Norfolk	80.5	80.4	80.4	80.6
		King's Lynn and West Norfolk	79.7	79.9	80.1	80.0
		Breckland	80.2	80.0	80.1	79.6
		United Kingdom	79.2	79.2	79.2	79.3
		Great Yarmouth	78.2	78.1	78.6	78.2
		Norwich	79.5	78.8	78.3	78.1
	Females	South Norfolk	84.3	84.4	84.8	85.0
		Broadland	84.3	84.4	84.5	84.9
		North Norfolk	84.5	84.6	84.6	84.8
		Breckland	82.9	83.3	83.5	84.3
		Norwich	82.9	82.8	82.8	83.2
		United Kingdom	82.9	82.9	82.9	82.9
		King's Lynn and West Norfolk	83.6	83.6	83.1	82.8
		Great Yarmouth	82.4	82.7	82.7	82.6
At 65	Males	North Norfolk	19.5	19.7	19.7	19.9
		South Norfolk	20.1	20	19.8	19.9
		Broadland	19.3	19.3	19.5	19.5
		King's Lynn and West Norfolk	19.2	19.3	19.3	19.2
		Norwich	19.2	19.1	18.8	18.8
		United Kingdom	18.5	18.6	18.6	18.7
		Breckland	19.4	19	19	18.7
		Great Yarmouth	18.1	18.4	18.6	18.4
	Females	North Norfolk	22.3	22.4	22.5	22.5
		South Norfolk	22.2	22.0	22.1	22.4
		Broadland	21.6	21.8	21.8	22.1
		Breckland	20.9	21.1	21.2	21.6
		Norwich	21.8	21.9	21.5	21.5
		King's Lynn and West Norfolk	21.8	21.9	21.6	21.3
		United Kingdom	20.9	21.0	20.9	21.0
		Great Yarmouth	20.9	21.0	21.2	21.0

Source: ONS Local Statistics

Figure 28: IMD 2019 - Health Deprivation and Disability Domain



Source: English Indices of Multiple Deprivation, 2019 (ONS)

8.2 Rural Deprivation Index

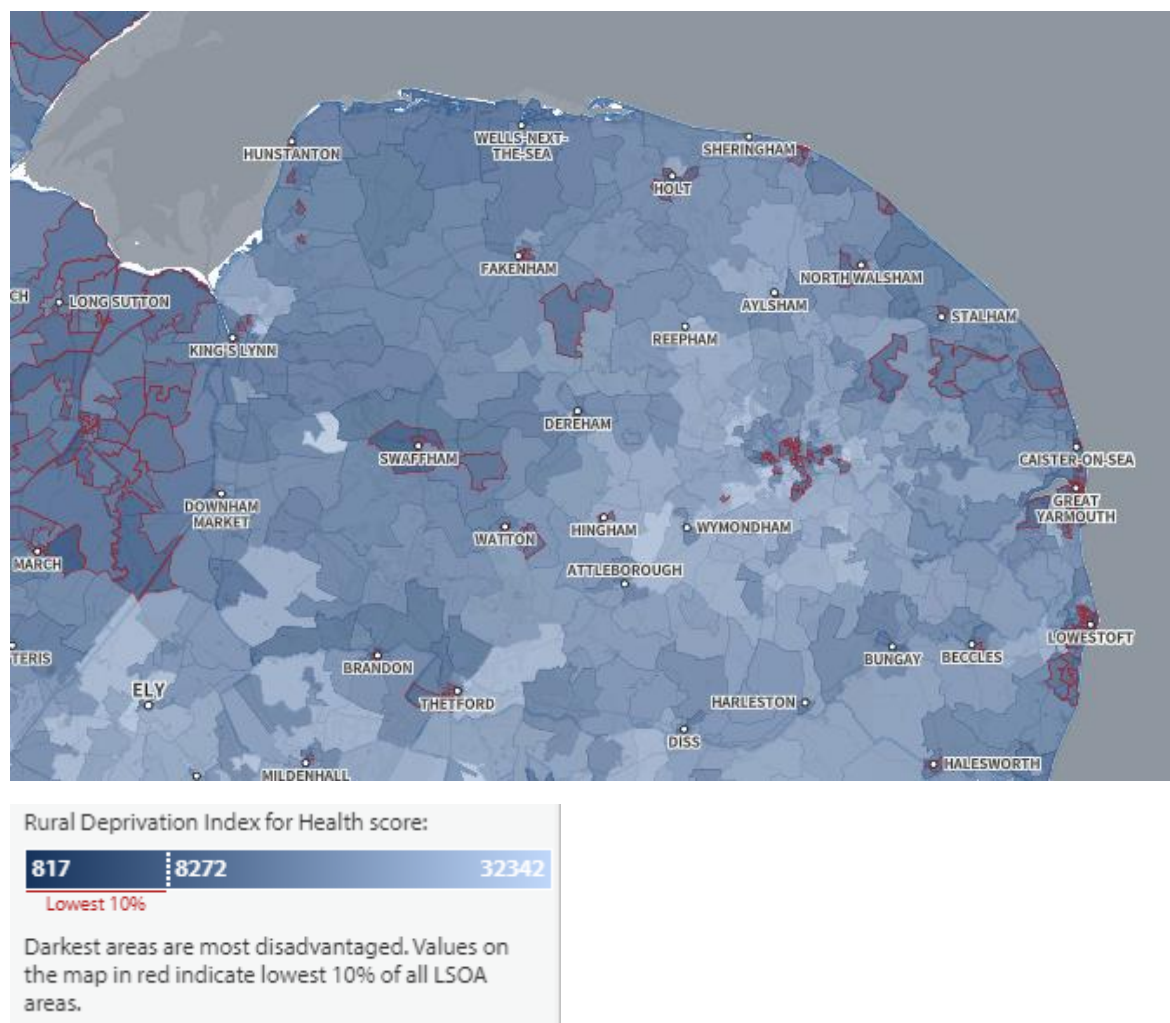
Geographical deprivation indices such as the English Indices of Multiple Deprivation (IMD) are widely used in healthcare research and planning. However, such indices can be inflexible to adaption for specific geographies. Moreover, deprivation indices often include age adjusted data meaning the differential effect of older, or younger populations, in specific geographies are not accounted for.

The UEA has worked with other partners including Public Health England and Norfolk County Council to propose an adjustable model to enable deprivation indices to be adapted to local conditions and populations. This is achieved through bundling indicators into three domains. The principal domain is general household deprivation which consists of indicators widely acknowledge to be universally associated with deprivation such as income and education.

Two further domains enable deprivation scores to be adjusted for the effect of specific environments or populations; these are the geographic domain (e.g. rurality) and population domain (to account for differing) population structures in different geographies.

The data shows worse outcomes in the west of the county, with new hotspots centred around market and coastal towns, such as Holt, Swaffham, Cromer and North Walsham.

Figure 29: Rural Deprivation Index for Health



Source: UEA, December 2020:

<https://www.sciencedirect.com/science/article/pii/S0277953618305094>

Data available at shapeatlas.net

9. Transport and Communications

Much of Norfolk is rural, with agriculture the dominant land-use. It has a large number of small, dispersed villages and more market towns than any other county. Services such as health or education tend to be sited within the larger villages, market towns or urban areas. Despite the fact that we have many such locations, it still means that significant numbers of people have to travel relatively long distances to access everyday facilities, often with the added challenge of variable quality public transport. Norfolk also has one of the largest highway networks in the country, over 6,000 miles, which provides some significant challenges in terms of travel and maintenance.

Rural areas in Britain face additional connectivity barriers. The average weekly household expenditure for transport in urban households in Britain was £74.50 in 2019, compared with rural households' average expenditure of £101.60 (Office of National Statistics)².

In addition to cost, 38% of our fatal and serious crashes happen on our rural A road network and casualty severity is often worse because of the unforgiving nature of these roads and their historical alignment.

9.1 Commuting

Commuting from, to and within Norfolk is made difficult by its geography as a large county, distant from the major cities. Rail infrastructure, commuting and road congestion can all be improved.

9.1.1 Rail

Compared to other parts of the country, journey times from other major places to Norfolk are lengthy. The availability of rail is poor, with many places in Norfolk some distance from a rail station. There is also a limited number of destinations available by train from the county. As a result, Norfolk has substantially lower numbers of residents commuting by rail compared to the rest of the UK.

9.1.2 Travel to Work Area Data

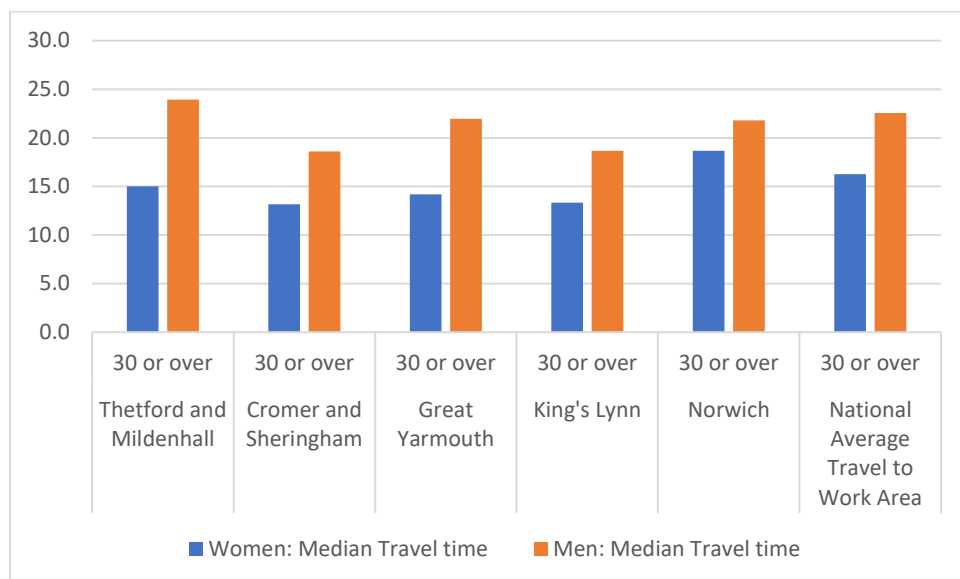
This data is derived from the Annual Survey of Hours and Earnings. It does not comprise of direct information on commuting time or mode but contains information on the postcode of the home and workplace of the employee and derives a travel from that. Postcodes are used to estimate commuting time.

This metric does not take into account the expense of miles travelled and is based on economic geography, which is variable in size across the country.

Thetford and Mildenhall (Suffolk) Travel to Work Area ('TTWA') is shown as having the longest commuting time for men over 30 and women under 30, both longer than the national average. Men under 30 in the Kings Lynn TTWA also travel longer than the national average.

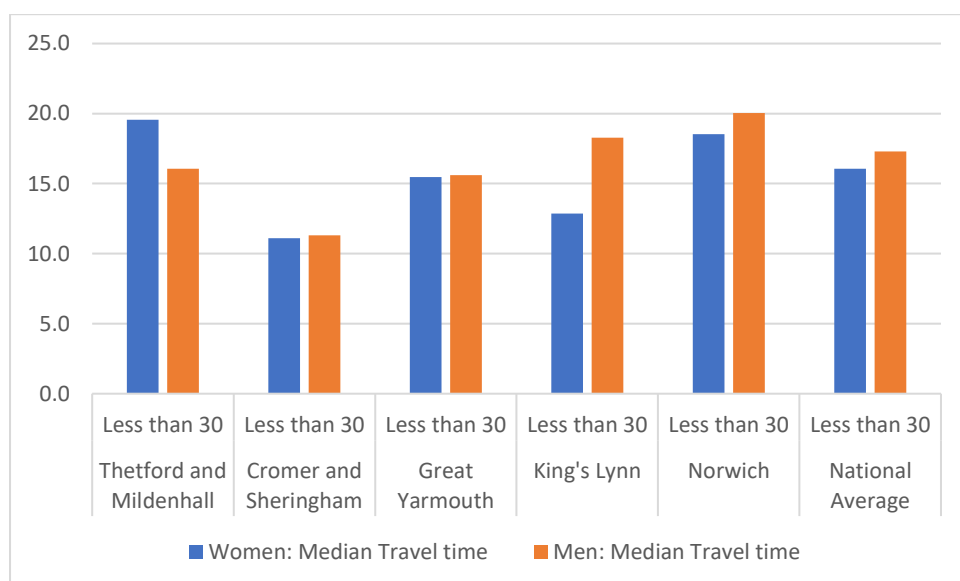
² ONS [Family spending workbook 3](#): expenditure by region, 2019

Figure 30: Commuting: Median Travel Time in minutes by Travel to Work area in Norfolk and the UK: Ages 30 and over



Source: Estimating commuting time in the Annual Survey of Hours and Earnings (ONS, 2019)

Figure 31: Commuting: Median Travel Time in minutes by Travel to Work area in Norfolk and the UK: Ages under 30



Source: Estimating commuting time in the Annual Survey of Hours and Earnings (ONS, 2019)

9.2 Public Transport

In Norfolk County Council's [Connecting Norfolk - Norfolk's Transport Plan for 2026](#), the challenges around public transport are laid out and summarised here:

The rural nature of Norfolk means that many people are forced to be reliant on the car as their primary form of transport. A significant minority of people however, do not have a car and thus are reliant on local service provision, walking, cycling or public transport availability. Furthermore, some families that do run a car can ill-afford to do so. It is important that everyone has access to the services and opportunities they require; research shows that there is a strong link between poor accessibility and social exclusion. Inaccessibility can be caused through a lack of transport availability, lack of awareness, the cost of travel, long distances or simply having infrastructure that is not accessible.

Over the last five years of Norfolk's 2nd Local Transport Plan significant effort has gone into enhancing accessibility, and particularly for those living in more rural parts of the county. More people are now able to reach services by public transport than ever before. Innovative solutions including demand responsive transport, rural car clubs and taking services to the community have been successfully trialled and adopted. There has been a strong partnership and community element to delivery and relationships have been forged that we will need to rely upon moving forward.

Despite the improvements delivered and establishment of new and effective ways of working, Norfolk faces some significant challenges. Most notably the current financial constraints, which will impact upon public transport delivery both in terms of the services Norfolk County Council is able to support and those provided by commercial operators. It is likely that rural parts of the county will be hit the hardest, and it is communities here that are already most susceptible to isolation. The index of Multiple Deprivation shows that there are 2 Super Output Areas within the 1% most deprived and 56 in the worst 10% nationally for access to services.

Other service providers will be in a similar position, having to focus resource on their core business. This has the potential to disadvantage people with accessibility constraints or those in rural areas where sparse populations can make local service delivery expensive.

Work is underway to re-shape public transport in Norfolk. This will ensure subsidised bus services are directed where social and economic need is greatest. There will be an enhanced role for demand responsive and 29 community transport services. These will increasingly be used as feeder services from rural areas into market towns and key points along core public transport routes, replacing scheduled bus services as the main transport provision where appropriate. Market towns fulfil an important function for the villages in their rural hinterland, providing many of the essential services residents require. Transport networks need to reflect these interdependencies and be strengthened to enable connectivity in rural areas.

There will be an emphasis on building capacity within the voluntary and community sector, supporting its ongoing development and delivery. In providing a more integrated network of public transport, comprising scheduled, demand responsive and community transport services, consideration needs to be given to the implications for schemes such as concessionary travel as well as how we get the necessary information to the public. We will be continuing to develop our travel information systems so that information on travel options is widely available.

Market towns fulfil an important function for the villages in their rural hinterland, providing many of the essential services residents require. Transport networks need to reflect these interdependencies and be strengthened to enable connectivity in rural areas.

There will be an emphasis on building capacity within the voluntary and community sector, supporting its ongoing development and delivery. In providing a more integrated network of public transport, comprising scheduled, demand responsive and community transport services, consideration needs to be given to the implications for schemes such as concessionary travel as well as how we get the necessary information to the public.

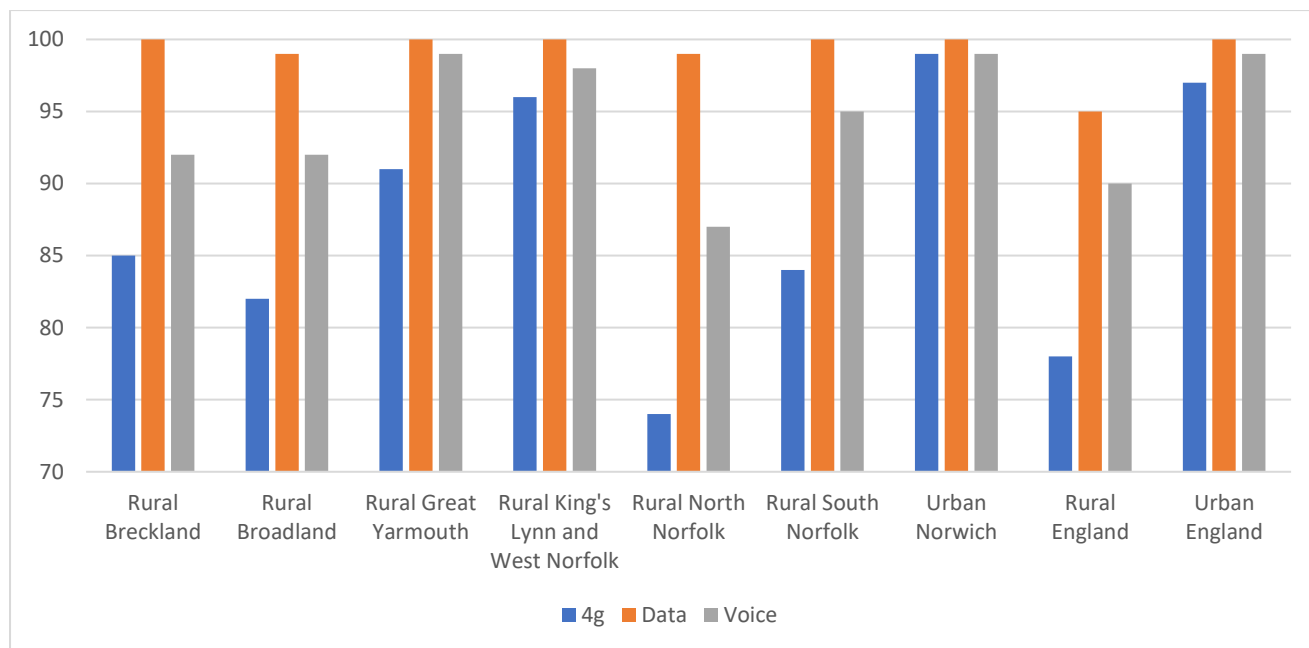
In rural areas, where there are fewer local services and employment opportunities, it is recognised that the car will be a key mode of travel. However, enhanced bus and rail connections into town and urban centres will help support growth in the more rural areas. Work with commercial bus operators will be undertaken to achieve better coordination of public transport and its integration with other modes at key boarding points as well as major interchanges like bus and rail stations. Support will be given to achieving faster and more consistent journey times on key bus corridors. These will link urban or town centres with the main residential areas (including new growth locations) and strategic employment sites.

9.4 4G and Mobile Coverage

Ofcom data (Figure 32, below) from 2019 shows that rural Norfolk has significantly worse 4G coverage than urban England. Most rural areas in Norfolk have better coverage than the average rural locality in England, with the exception of North Norfolk.

North Norfolk has both worse 4G coverage and voice coverage than the average rural locality in England.

Figure 33: Quality of 4G, Mobile Data and Voice Coverage in Rural Norfolk



Source: Ofcom, Connected Nations Report 2019

9.5 Shared Rural Network: 2020 coverage obligations

On 9 March 2020 the Government announced that it had entered into an agreement with the four mobile operators to provide grant funding to deliver a 'Shared Rural Network'. Under the terms of this agreement, each mobile operator has committed to providing good quality data and voice coverage to 88% of the landmass by 30 June 2024, and 90% by 30 June 2026, subject to certain conditions (including the provision of funding for elements of the programme).

The mobile operators have agreed to their 900 MHz and/or 1800 MHz licences being varied to give effect to these commitments in the form of new coverage obligations. Each operator has also agreed to meet certain coverage thresholds in each UK nation after four and six years and provide a certain extent of new coverage in areas where roads and premises are located. Details of these commitments can be found in the licence copies published on Ofcom's [Mobile and Wireless Broadband below 5 GHz](#) webpage.

9.6 Mobile coverage in Norfolk: Independent Survey

An extensive [independent survey](#) has found that attempts to make a mobile phone call in locations across Norfolk are likely to be unsuccessful nearly one in five times.

The information from the survey has been displayed in interactive maps, showing which of the four major providers - EE, Telefonica/O2, Three and Vodafone – have the best coverage by area and for their needs.

10.Environment and Quality of Life

10.1 Traffic Congestion

5.8 billion miles were travelled on Norfolk's roads in 2019. Miles travelled in Norfolk represent 1.63% of all miles travelled in Great Britain, with 356.5 billion miles driven on Great Britain's roads in 2019, similar (a 0.3% increase) to the previous year.

Figure 34: Local authorities' estimated motor vehicle traffic, 2019



Time period: 2019

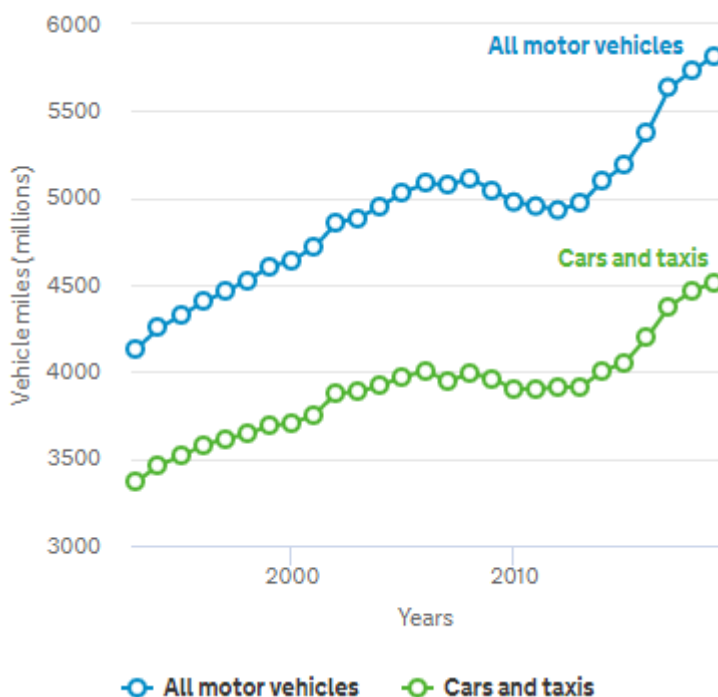
Source: [Road traffic statistics](#)

Metric: Billion vehicle miles (annually)

Source: [Department for Transport](#)

15% more miles were travelled on Norfolk roads in 2019 when compared with 2012 (5.8bn miles in 2019 and 4.9bn in 2012).

Figure 35: Historical Traffic in vehicle miles (millions) in Norfolk



Source: [Department for Transport](#)

10.2 The Rural Economy and Zero Carbon

In 2020, the thinktank Onward [published](#) a report that stated the more rural a constituency, the more disruption its local economy is likely to face over the transition to net zero. The report found:

- City constituencies are twice as likely to be in the bottom decile of areas for high emitting jobs (least reliant on emissions) than in the top decile. 16 out of the 63 constituencies in the most emitting decile are city constituencies.
- A similar but opposite pattern is true for rural constituencies. There is just one rural constituency in the decile with the lowest jobs emissions decile (Calder Valley). In contrast, there are 14 rural constituencies in the highest decile.
- Town and rural constituencies have a higher concentration of jobs in high emitting industries than their urban counterparts.

In light of this research, to get to zero carbon for 2050 will require more change and investment in rural areas than urban.

11. Agriculture in Norfolk

11.1 Headlines

- 8.1% of England's crop production by value worth £0.69bn
- 6.0% of England's livestock production by value worth £0.59bn
- Other agricultural activities worth £0.16bn
- 7.1% of England's total agricultural production worth £1.44bn

11.2 CAP Receipts and UK Agriculture Bill

The estimated³ CAP basic payment scheme receipts are:

- 415,218 hectares (see tables below) at £230/ha (2020) = £95.5m

There is no readily available data for rural development and environmental schemes at county level, but with £500m per annum (averaged over 7 years for these schemes in 2014-'20) and with Norfolk representing 5% of the UK farming sector, the estimated annual income from these schemes is:

- £500m * 5% = £25m

The total income from the CAP in 2020 in Norfolk is therefore estimated to have been:

- £95.5m + £25m = £120.5m

Whilst government has committed to maintain agricultural spending at the levels in 2020 until the end of the current Parliament (in November 2024), how this money is spent will begin to change from 2021.

By 2024 nationally 50% of the basic payment scheme support will have been withdrawn on average, with higher cuts for larger farms. Given that on average Norfolk farms are larger than the national average, this suggests that Norfolk will see a cut greater than 50% by 2024, or circa £50m in the basic payment replacement. Whether this funding is recouped through other new schemes, for environmental and productivity related projects, will depend on how successful Norfolk is in bidding for the new funding when this becomes available.

³ Nix Pocketbook 2021 51st Edition

Table 13: Norfolk Agricultural value (derived from regional production stats, share of UK production area/headage and Defra (2017), Agriculture in UK 2019 (2020))

2016 £ million provisional			% England	2019 £m
1 Output of cereals	of which:	wheat	5.7%	128.3
		barley	9.4%	72.5
		oats	1.8%	1.9
		other cereals (total - minus wheat, barley, oats)	12.3%	0.6
2 Output of non-cereal crops	of which:	oilseed rape	5.7%	30.8
		protein crops	5.8%	8.4
		other non-cereal crops	9.0%	3.0
3 Output of potatoes (including seeds)			13.9%	80.8
4 Output of sugar beet			32.2%	67.0
5 Output of vegetables and horticultural products	of which:	fresh vegetables	12.1%	146.9
		plants and flowers	4.9%	62.6
6 Output of fruit			3.7%	30.2
7 Output of forage plants			5.7%	11.9
8 Output of other crop products incl. seeds			9.0%	42.8
Total crop output (sum 1-8)			8.1%	£688m
9 Output of livestock for meat	of which:	cattle	1.9%	28.6
		pigs	13.8%	146.1
		sheep	0.8%	4.5
		poultry	14.3%	336.4
investment in breeding livestock	of which:	cattle	1.9%	8.4
		pigs	13.8%	0.7
		sheep	0.8%	1.0
		poultry	14.3%	33.3
10 Output of livestock products	of which:	milk	0.6%	18.6
		eggs	2.7%	11.9
		other livestock products	3.0%	2.5
Total livestock output (9+10)			6.0%	£592m
11 Other agricultural activities			7.0%	87
12 Inseparable non-agricultural activities			5.5%	72
13 Output (at market prices) (sum 1 to 12)			7.1%	£1,438 m

Background & detailed sector Metrics

The section below details crop areas, livestock numbers and workforce data for Norfolk:

Table 14: Farm Type - Norfolk 2016⁴

	Cereals	General Crop ping	Horticult	Specialist Pigs	Specialist Poultry	Dairy	Grazing Livestock (LFA)	Lowland and Grazing Livestock	Mixed	Unclassified	Total holdings
	Number of holdings										
Norfolk	932	1110	178	221	228	31	0	557	216	66	3539
% of England	4.9%	6.3%	4.2%	11.3%	9.1%	0.5%	0.0%	1.7%	2.4%	6.2%	3.3%
	Farm type - area (hectares)										
Norfolk	132839	200836	13462	8067	5069	3874	0	25166	25606	299	415218
% of England	4.5%	14.7%	7.5%	10.6%	5.9%	0.5%	0.0%	1.8%	2.7%	4.3%	4.6%

Table 15: Major land use types Norfolk 2016 (DEFRA 2018)

	Arable crops & uncropped arable land/ bare fallow	Temporary grass	Permanent grass	Rough grazing	Farm woodland	Farmed area
Norfolk	297 479	11 926	53 435	8 017	20 907	415 218
% England	7.3%	1.9%	1.6%	1.7%	5.6%	4.6%

Table 16: Cereal crop areas Norfolk 2016 (hectares) (DEFRA 2018)

	Wheat	Winter barley	Spring barley	Oats	Other cereals	Total cereals
Norfolk	96 599	38 987	35 699	1 794	4 863	177 942
% England	5.7%	10.4%	8.6%	1.8%	12.3%	6.8%

Table 17: Other arable crops Norfolk 2016 (hectares) (DEFRA 2018)

	Potatoes	Sugar beet	Field beans	Peas for harvesting dry	Oilseed rape	Crops for stockfeed	Maize	Uncropped arable
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⁴ DEFRA (2018), Structure of the agricultural industry in England and the UK at June - Structure at County/Unitary level - <https://www.gov.uk/government/statistical-data-sets/structure-of-the-agricultural-industry-in-england-and-the-uk-at-june>

								land/Bare fallow
Norfolk	14 455	27 640	10 003	2 901	30 962	2 036	11 163	17 990
% England	13.9%	32.2%	5.8%	5.8%	5.7%	4.6%	6.1%	8.3%

Table 18: Horticultural crops Norfolk 2016 (hectares) (DEFRA 2018)

	Peas and beans	All other veg and salad	Glasshouse and protected crops	Top fruit	Small fruit	Hardy nursery stock	Total horticultural crops
Norfolk	3 694	7 554	99	441	750	485	13 024
% England	13.2%	11.7%	7.5%	1.9%	8.1%	4.9%	9.6%

Table 19: Cattle Norfolk 2016 (head) (DEFRA 2018)

	Cattle ⁽²⁾⁽³⁾ (sourced from the Cattle Tracing System)												
	Dairy breeding herd	Dairy female 2yr+ no offspring	Dairy female 1-2yr	Dairy female <1yr	Total Dairy	Beef breeding herd	Beef female 2yr+ no offspring	Beef female 1-2yr	Beef female <1yr	Male 2 years and over	Male less than 2 years	Total beef	Total cattle
Norfolk	6 123	946	1 999	2 124	11 192	17 754	3 560	8 455	9 046	3 481	20 642	62 938	74 130
% England	0.5%	0.5%	0.6%	0.6%	0.6%	2.5%	2.0%	2.0%	1.8%	1.8%	1.6%	1.9%	1.4%

Table 20: Pigs, Sheep, Goats, Horses and Deer Norfolk 2016 (head) (DEFRA 2018)

	Pigs			Sheep					Goats	Horses	Farmed Deer
	Breeding pigs	Fattening pigs (incl. barren sows)	Total pigs	Female breeding flock	Rams	Lambs under 1yr	Other sheep (1 year and over)	Total sheep and lambs	Total goats	Total horses	Total farmed deer
Norfolk	75 754	463 446	539 201	55 687	1 644	56 958	2 426	116 715	1 072	3 074	860
% England	18.2%	13.3%	13.8 %	0.8%	0.9 %	0.7 %	1.3 %	0.8 %	1.3%	1.7%	4.2%

Table 21: Poultry Norfolk 2016 (head) (DEFRA 2018)

	Poultry							
	Laying flock	Breeding flock	Broilers (table chicken)	Ducks	Geese	Turkeys	All other poultry	Total poultry
Norfolk	693 706	900 214	11 620 920	453 132	86 359	1 299 534	461 694	15 515 558

% England	2.7%	11.6%	13.6%	24.7%	58.2%	33.4%	10.3%	12.0%
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Table 22: Farm Labour Norfolk 2016 (people) (DEFRA 2018)

	Farm labour						
	Farmers, partners, directors and spouses full time	Farmers, partners, directors and spouses part time	Salaried managers	Regular workers full time	Regular workers part time	Casual workers	Total labour
Norfolk	2 691	2 784	705	2 810	1 133	2 365	12 489
% England	3.0%	3.3%	6.2%	6.0%	4.3%	5.4%	4.1%