



**GREAT
YARMOUTH**
BOROUGH COUNCIL

Great Yarmouth Borough Profile 2019

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Contents

Executive Summary	3
Introduction	4
Population	4
Ethnicity and diversity	6
Children and young people	6
Employment and the local economy.....	8
Businesses	14
Education and skills	17
Housing	19
Health.....	22
Crime and community safety	23
Transport and infrastructure.....	26
Environment.....	28

Executive Summary

The borough of Great Yarmouth is a diverse coastal area, focused around two urban centres – Great Yarmouth and Gorleston – and surrounded by a rural hinterland of small villages on the edge of the Norfolk Broads.

The borough has a growing population of 99,370 residents and is predicted to increase to 102,531 by 2041. The proportion of people aged over 65 is relatively high and is growing, with falling birth rates this means the borough has a population skewed towards older residents.

Although the inner town wards of Nelson and Northgate are amongst some of the most deprived neighbourhoods in the country, there has been a relative improvement in terms of the Indices of Multiple Deprivation. In 2019 this has seen the borough removed from the top 20 most deprived districts in 2015 to 25th in 2019.

Full time employment is lower in comparison to Norfolk and the UK as a whole, but part time employment is proportionally higher. Great Yarmouth has some of the highest paid jobs on offer in Norfolk, but residents earn less than regional and national averages, suggesting that many of the people in the highest paid jobs live outside the borough.

Great Yarmouth is at the centre of England's offshore energy sector. This is focused around its deep-water outer harbour and the businesses which make up the supply for the sector in or close to the borough's two enterprise zones.

It is recognised that for borough residents to take job opportunities arising from the energy sector, having the right skill set is essential. Of particular importance are the STEM (science, technology, engineering and mathematics) subjects. There have been marked improvements since 2008 when 24.6% of residents had no qualifications. Although this has reduced to 12% of residents by 2018 this is still higher than the national average and GCSE attainment similarly remains below the average for the rest of England.

In addition to the offshore sector, Great Yarmouth is still a well-known UK seaside resort, and, after Norwich, it has the largest visitor economy in Norfolk. The economic value of tourism is worth in the region of £635m each year to the borough. Tourist numbers remain buoyant, although many of these jobs are seasonal and the borough continues to explore ways to extend the season to attract more all year-round visitors.

This is a borough of significant contrasts and associated challenges. Although Norfolk as a whole is the safest county in England in terms of crime, Great Yarmouth is a generally safe borough when compared to many similar sized boroughs nationally. However, there are crime issues focused in the town centres as there are across other parts of the UK. Great Yarmouth town centre is a safer place to visit than Norwich based on the overall level of reported crime.

Across the borough 64% of local people own their own home and a third of local people rent. Again, there is substantial variation across the borough, with higher concentrations of rental property in the two town centres and a lack of sufficient good quality rental property particularly in Great Yarmouth town centre.

The borough has some challenging health demographics. More than one in five local people have a long-term life limiting illness or a disability. Again, there is variation in location with 17.7% of local people in Fleggburgh having such a condition, increasing to 25.6% in Magdalen – which is 50% higher than the national average. This correlates strongly with a range of associated illnesses which are higher in the borough than the national average, including; hypertension, cardiovascular disease, diabetes and obesity. Wards like Fleggburgh and Bradwell experience these illnesses at levels similar to the national average, but inner town wards like Nelson and Northgate experience levels considerably above the national average.

Introduction

The borough profile provides a dynamic picture of life in the borough and presents information in an easy to read format. It is intended to provide an overall picture of the borough's demographic, social, economic and environmental characteristics.

The profile draws on a wide range of publicly available data sources and provides the most up to date information available. It is intended that this document is updated periodically as these sources are refreshed.

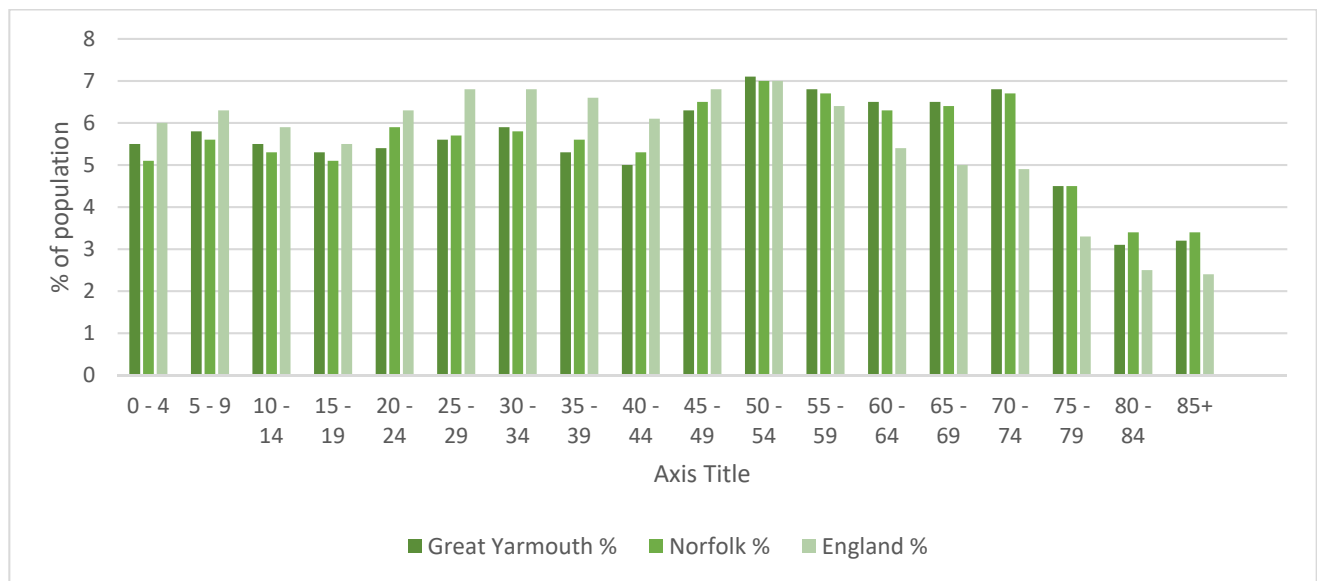
Where appropriate, data are contextualised by comparing against other locations, typically Norfolk, the East of England region and nationally.

Population

The population of Norfolk is approximately 903,370, of which 99,370 (11%) reside within the borough itself, which has the lowest total population of all the Norfolk districts. 51% of local residents are female and 49% male¹.

The population profile of the borough is slowly growing and at the same time the proportion of the population which is aged over 65 is also increasing. This has on-going implications for age related health and care needs and the supply of economically active individuals to the local economy. As the graph, overleaf, demonstrates we are in line with the rest of Norfolk. However, when compared to the rest of the UK it becomes clear that there are noteworthy challenges in terms of both our working population and future social care needs.

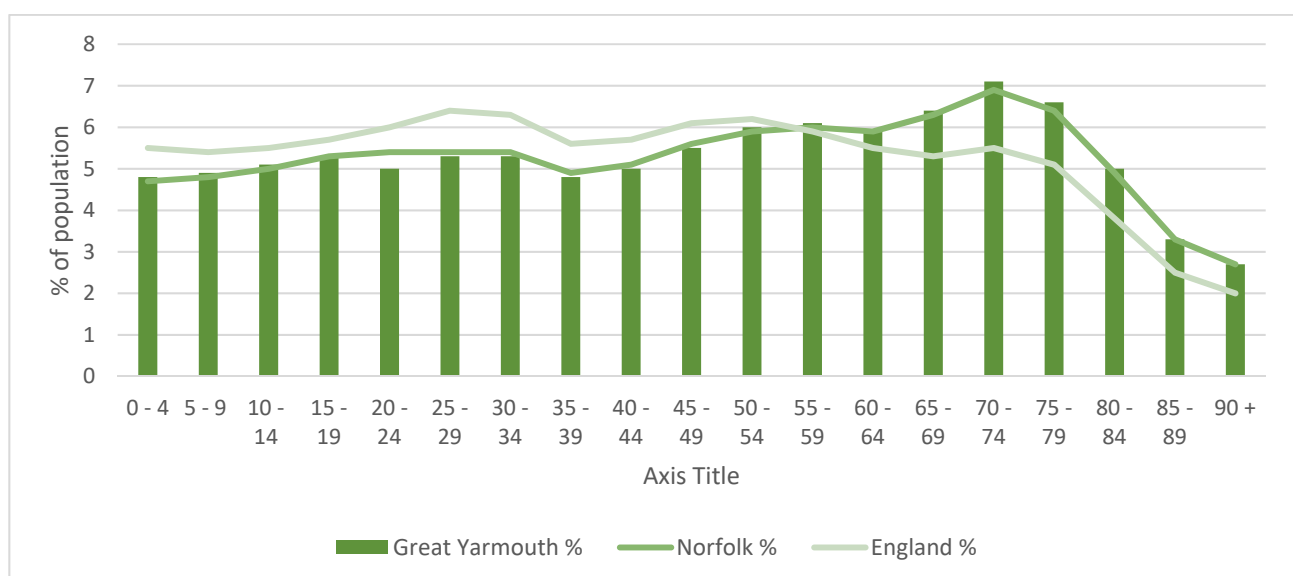
Population estimates for all persons by age group¹



The overall population has been steadily increasing and by 2041, this is projected to grow to 102,531². The current median age in Great Yarmouth is 45.3 - higher than the national median age of 39.8. This indicates a resident population slightly skewed towards older individuals. This is primarily driven by three factors. Firstly, wider improvements in life expectancy mean that people are living longer. Secondly, there has been a decrease in births; generally, people are having fewer children and are having children later in life. Thirdly, parts of the borough – particularly the northern parishes – are becoming increasingly attractive for people relocating from other parts of the UK to retire.

As the graph, below, demonstrates population projections for older aged individuals is higher than the national average, and for younger economically active individuals is lower than the national average. This presents a challenge not only in terms of social care but also workforce going forward.

Population projections for all persons by age group for 2041¹



The borough has the second lowest birth rate and second lowest mortality rate in Norfolk, when calculated as a percentage of the overall borough population.

Ethnicity and diversity

96.9% of the borough's population identify as ethnically white. This is in line with the rest of Norfolk (96.5%) but higher than the national average (85.4%). Most people who live in the borough stay here. Great Yarmouth has the lowest internal migration in the county¹.

By contrast in the two wards covering the town centre - Nelson, Central and Northgate – 18% (or 3,081) people do not identify as white British⁴. It is estimated that in 2018, in total 7,000 people in the borough are non-British⁴.

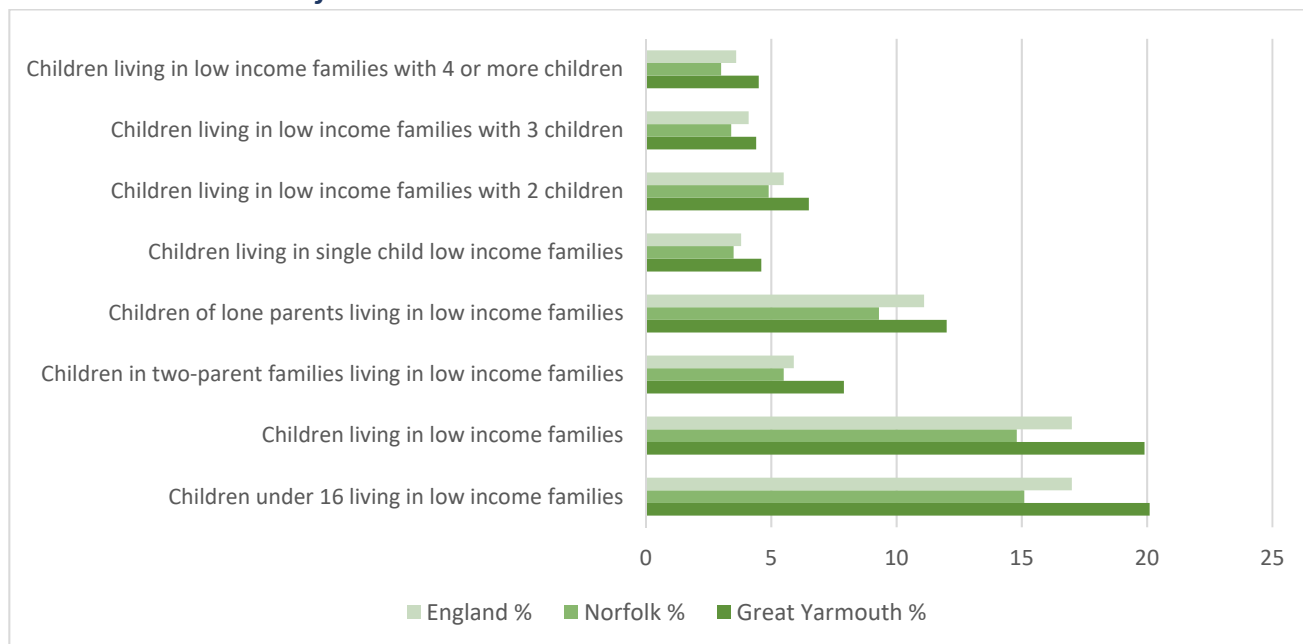
In terms of diversity, 99.3% of residents in West Flegg identify as white (the highest percentage in the borough) and 92.2% identify as white in Nelson (the lowest in the borough), 12.3% of which identify as being non-British white. This reflects national trends, with greater ethnic diversity in urban centres than rural locations.

Around 1,170 children have a first language other than English, speaking around 50 languages, with Portuguese being the most common⁴.

Children and young people

The Department of Work & Pensions define 'low income families' as a household living below median household income⁵. In Great Yarmouth, 20% of children are living in low income families – higher than the averages for Norfolk and England⁶. These families are disproportionately represented in the inner town wards in Great Yarmouth.

Children in low income families⁹

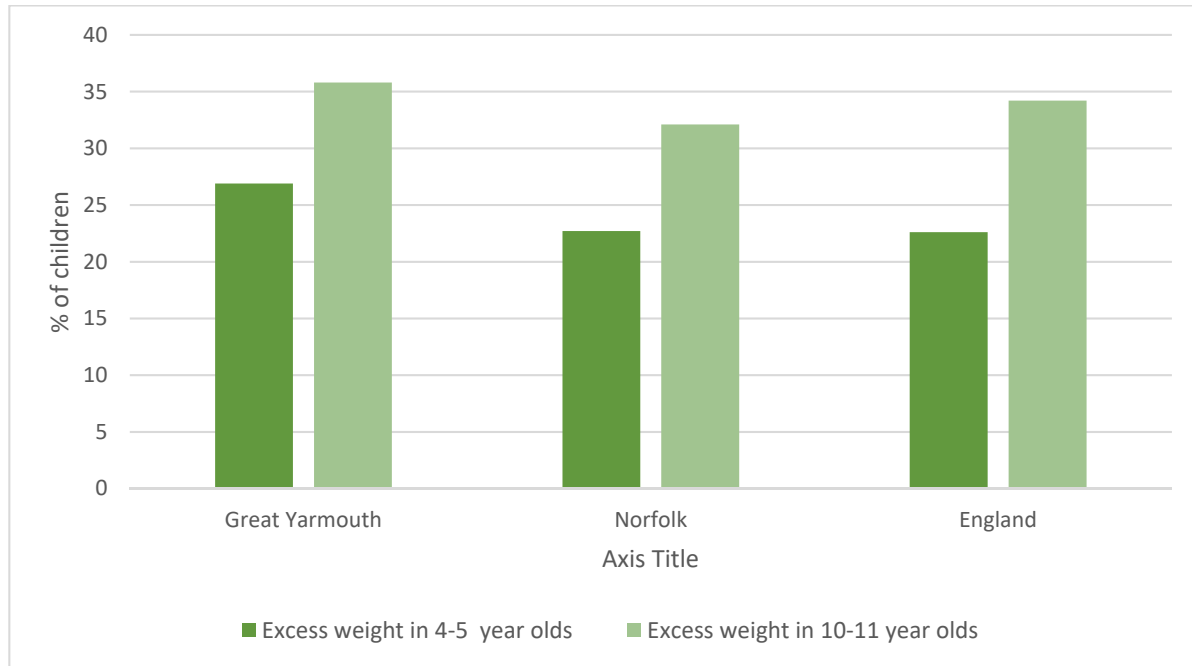


The borough has a substantial number of children whose families have significant involvement with social care. This includes looked after children and children in need as defined by Norfolk County Council. Although these numbers fluctuate children's social care are currently engaged with 350 children in the borough. The numbers of these children have steadily increased from 2014/15 when 231 children were being supported. These children are particularly concentrated in the Nelson, Northgate and Magdalen wards⁴.

Notable health challenges exist for children and young people in the borough. Children receive a slightly poorer start in their early years compared to the national average. 65% of children are reported with good early years development, compared to the national average of 69.3%⁶. Demand for early years services are concentrated in the inner Great Yarmouth town centre, Cobholm and Magdalen. 27.9% of four and five-year olds have been classified as obese across the borough (compared to 22.1% for England). The range of this across the borough is considerable, with 17% of four and five-year olds in Fleggburgh classified as obese rising to 35.3% in Central/Northgate⁸.

Unless this trend can be arrested or reversed, a key challenge will be the increasing prevalence of health conditions associated with old age and an increasing demand for care resources.

Prevalence of overweight including obese among children⁹



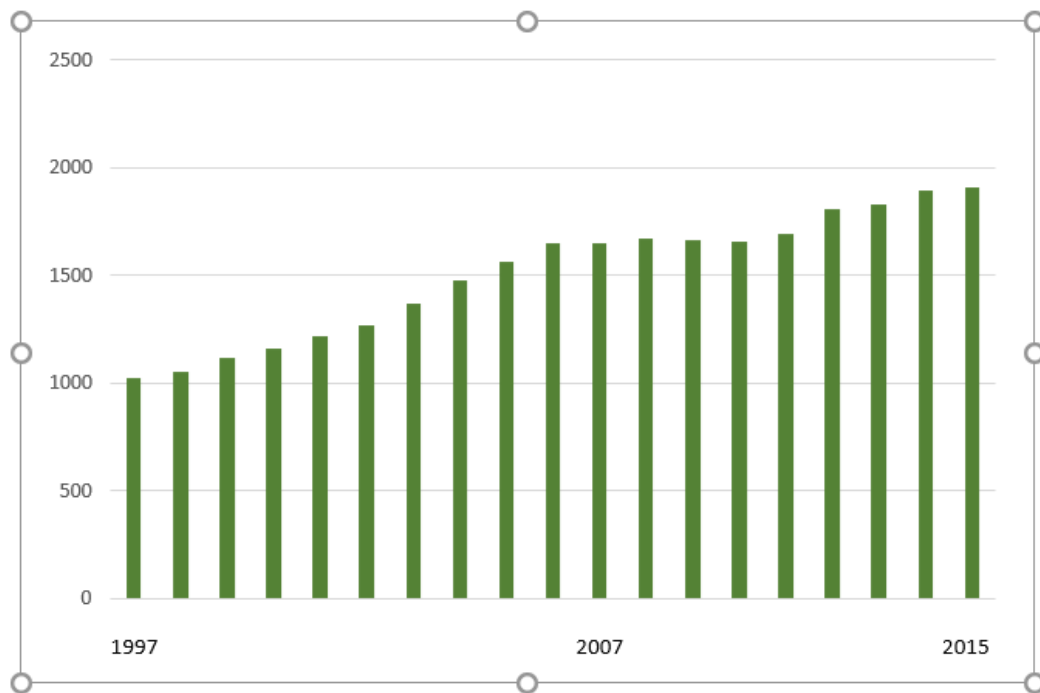
In contrast, the infant mortality rate is lower and there are less instances of hospital admissions through either deliberate or unintentional injuries to children than in the rest of Norfolk. Deaths occurring during the first 28 days of life are considered to reflect the health and care of both mother and new-born. In terms of both infant mortality and low birth weight Great Yarmouth outperforms both Norfolk and England. The proximity of the James Paget Hospital is a contributory factor in lowering the infant mortality rate.

Employment and the local economy

Gross value-added

Gross value-added (GVA) is a measure of the economic output of the borough. The GVA for the borough was £1,908m in 2015/16 (the last publicly available data for this measure). GVA has grown steadily from 2011 onwards following the general downturn in the national economy from 2008 to 2011. The average GVA for an English local authority district in 2015/16 is £2,552m.

Great Yarmouth GVA trend since 1997



Average GVA per employee – which is a measure of productivity – is higher in the town centres than the wider borough, but again still lower than regional and national levels¹⁰.

	GVA per resident	GVA per employee
Great Yarmouth Town Centre	(no data)	£48,750
Great Yarmouth Borough	£18,280	£45,300
East of England region	£23,957	£50,398
United Kingdom	£26,752	£54,330

The biggest industrial sectors in the borough are:

- health/social care/public administration (£440m GVA),
- accommodation, food and retail - £384m GVA (which includes considerable parts of the tourist economy)
- professional services (professional, scientific and technical services and business administration) - £221m (which includes parts of the offshore energy supply chain)

Working age population

Latest estimates indicate that approximately 46,300 people of working age (aged 16-64) are economically active. Employment and self-employment can include people over the age of 64. In 2019, 38,400 people were employed, 6,100 people were self-employed and 2,300 were unemployed¹¹.

Between July 2018 and June 2019, 75.9% of people of working age in Great Yarmouth were economically active. This includes full time, part time and self-employed. In the East of England 80.9% of the working age population is economically active and nationally this is 78.9%.

Between July 2018 and June 2019, Great Yarmouth had an employment rate of 72.8%, compared to 78.3% for the East of England region and 75.6% nationally. There are significant differences between male employment rate (86.6%) and female employment rate (58.8%)¹¹.

The 'economically inactive' are defined as people who are not in employment or unemployed. This also includes people who are studying, looking after family, long-term sick or retiring early. The relatively higher levels of economic inactive people can be partially explained by:

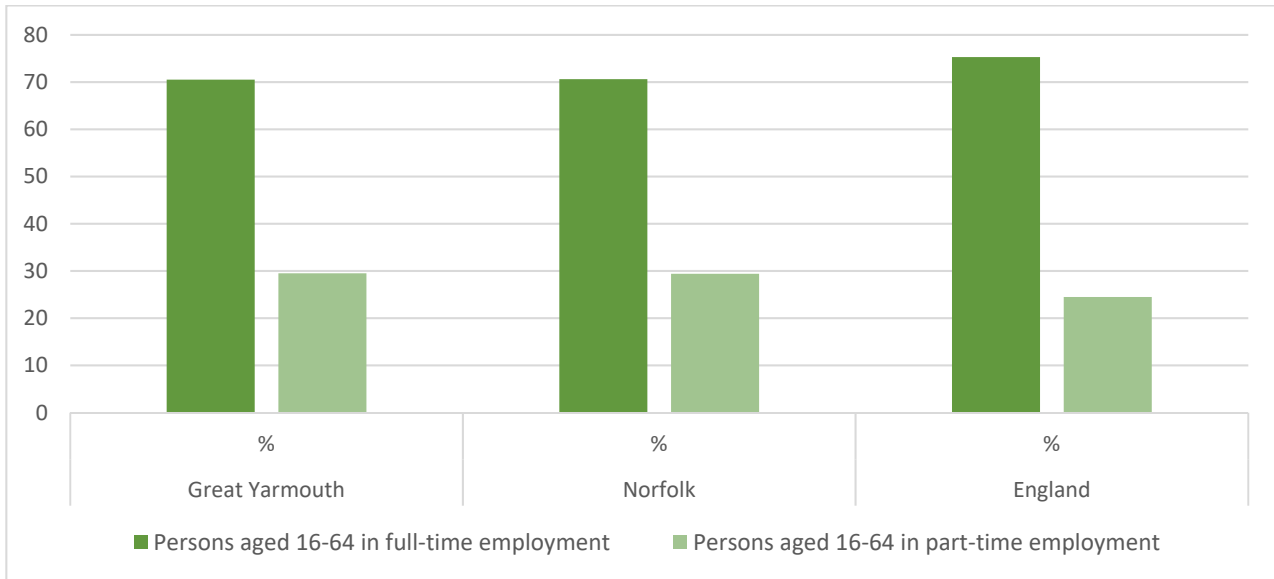
- the higher proportion of the working age population with life limiting illnesses or disability
- the higher proportion of people who have caring responsibilities especially affecting females
- the higher than average proportion of the local population aged over 60 i.e. including early retirees

However, complete and fully accurate data relating to the reasons for economic inactivity are not available at borough-level. Locally, the combined percentage of males and females recorded as 'looking after family/home' is pointedly higher (37.7%) than the regional (25.8%) and national (23.6%) levels¹¹.

Employment

Of the economically active population there are slightly more people in part time employment (29.5%) than both the Norfolk and England average. However, there are slightly fewer people in full time employment than the average for England. The graph, below, represents those economically active not the whole population.

Full-time and part-time employment¹¹



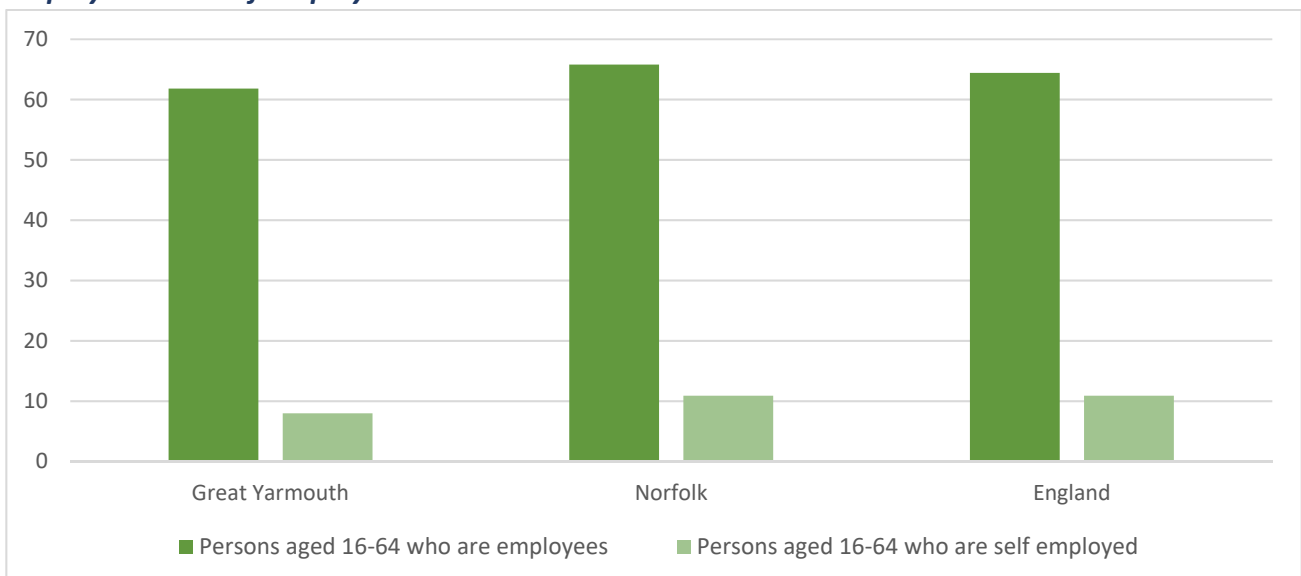
A notable contributory to the slightly higher than average levels of part time work are the proportion of the local workforce engaged in the tourism/hospitality and social care sectors. Both have higher proportions of part time and more flexible job opportunities.

Self-employment

The self-employment rate within the borough is lower compared to county and national levels. 9.7% of local people of working age are self-employed. This is lower than the national level (10.7%)¹¹. There is a need to stimulate greater levels of entrepreneurialism and greater numbers of start-up businesses.

The number of new business start-ups has fluctuated between 310 and 375 per year for the last four years. This compares to an average of 584 new business start-ups for English district authority areas¹⁴.

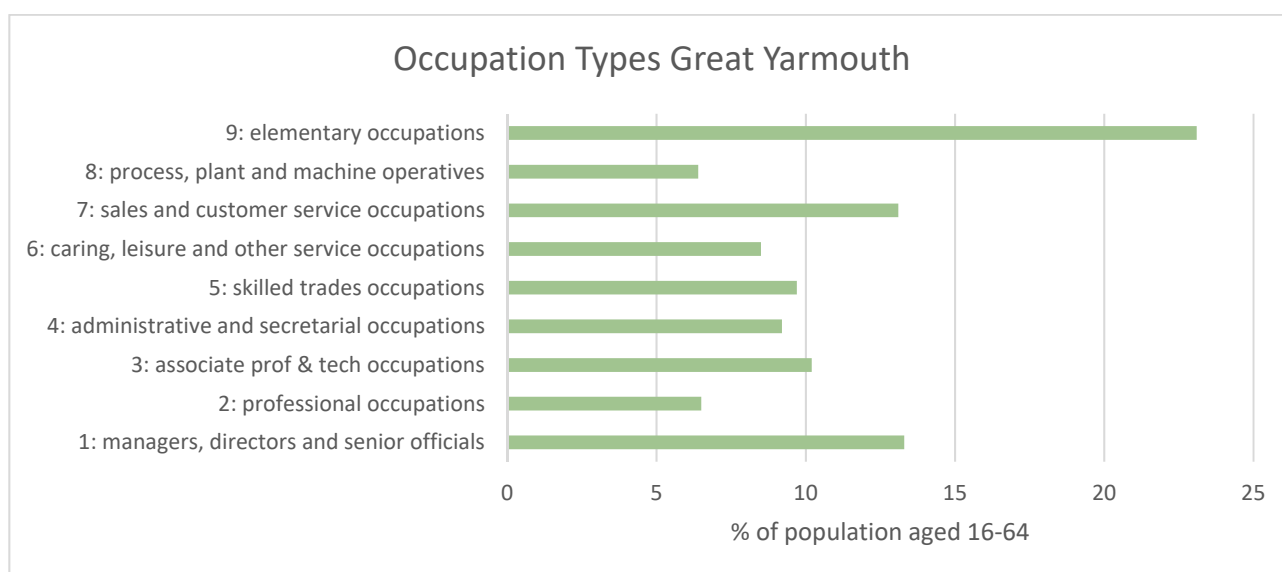
Employees and self-employed¹³



Occupation types

Certain occupation groups account for a greater percentage of employment locally than elsewhere in the region or nationally. The borough has a high level of 'elementary occupations' (generally manual or low skilled employment)¹¹. This is nearly twice the national level. However, the borough also has a relatively high level of skilled employees (many associated with the energy supply chain), managers and senior officials (boosted by the presence of the James Paget Hospital, Norfolk County Council and the borough council) and caring/leisure employees (associated with the health/social care sector and the visitor economy)¹³.

Occupation Types¹³



Salaries

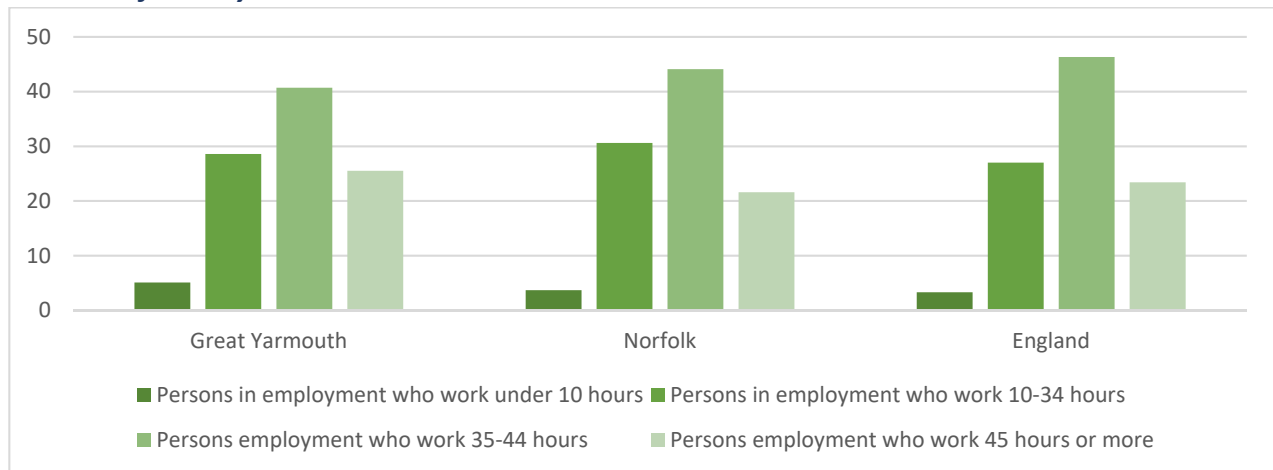
Full-time workers residing in Great Yarmouth earn less than those in Norfolk, the East of England region or England, despite working longer hours. The median* weekly wage for those working and residing within the borough in £482¹⁵. This is well below the national average. Over 25% of local full-time workers are working in excess of 45 hours per week. The seasonality of some sectors is a noteworthy contributor to both the average weekly wage levels and the length of hours.

Weekly earnings (2018)¹⁶

Gross weekly pay (pounds)	Great Yarmouth	East	Great Britain
Full Time Workers	£482.60	£590.30	£571.10
Male Full Time Workers	£542.20	£639.80	£612.20
Female Full-Time workers	£396.80	£521.20	£510.00

* The median is the middle number of a sorted list of salaries (from lowest to highest). The median has been used to ensure anomalies at either end of the scale do not skew the end result.

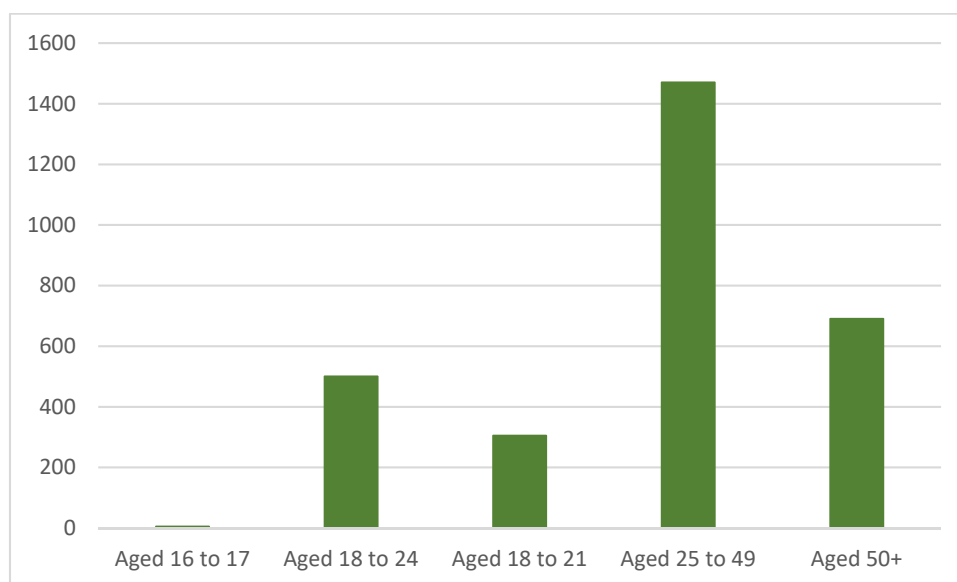
Number of weekly hours worked¹¹



Unemployment

The unemployment rate within the borough is significantly higher than for Norfolk, the East of England region and England. Benefit claimant/Universal Credit count as a proportion of residents aged 16-64 years is more than double the national average¹⁷. The biggest number of benefits claimants are aged 25-49 (1,470). The unemployed proportion of the population is skewed heavily towards those in adulthood up to middle age. Positively, this indicates that younger people are more likely to obtain paid work. The challenge remains in moving more adults and middle-aged people into work.

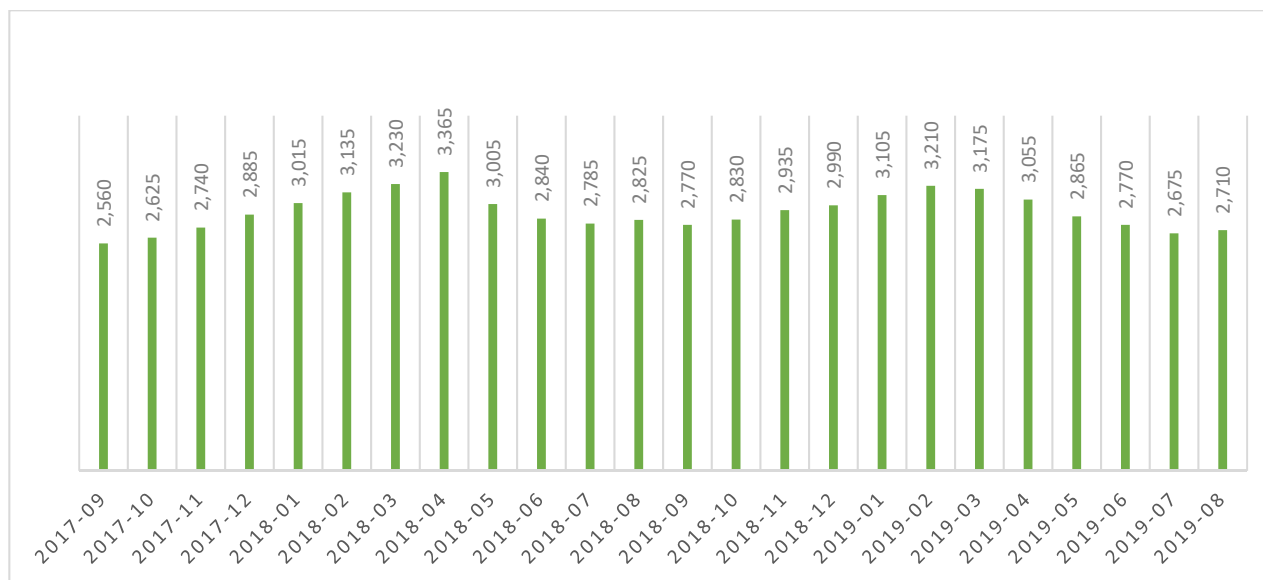
Number of unemployed by age group



As of April 2019, Nelson is the ward with the highest unemployment rate (11.2%) while Bradwell North, Bradwell South and Hopton both share the lowest (1.8%)¹¹. There is a direct correlation between local unemployment rates and deprivation levels. Employment opportunities within the borough are affected by several factors. Locally, many roles within the tourism sector are seasonal.

This helps to account for the increase in the monthly claimant count through the Winter months and their reduction from Spring. This has followed a seasonal trend for a number of years.

Monthly Claimant Rate¹⁷

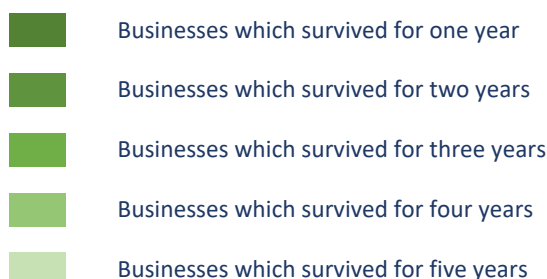
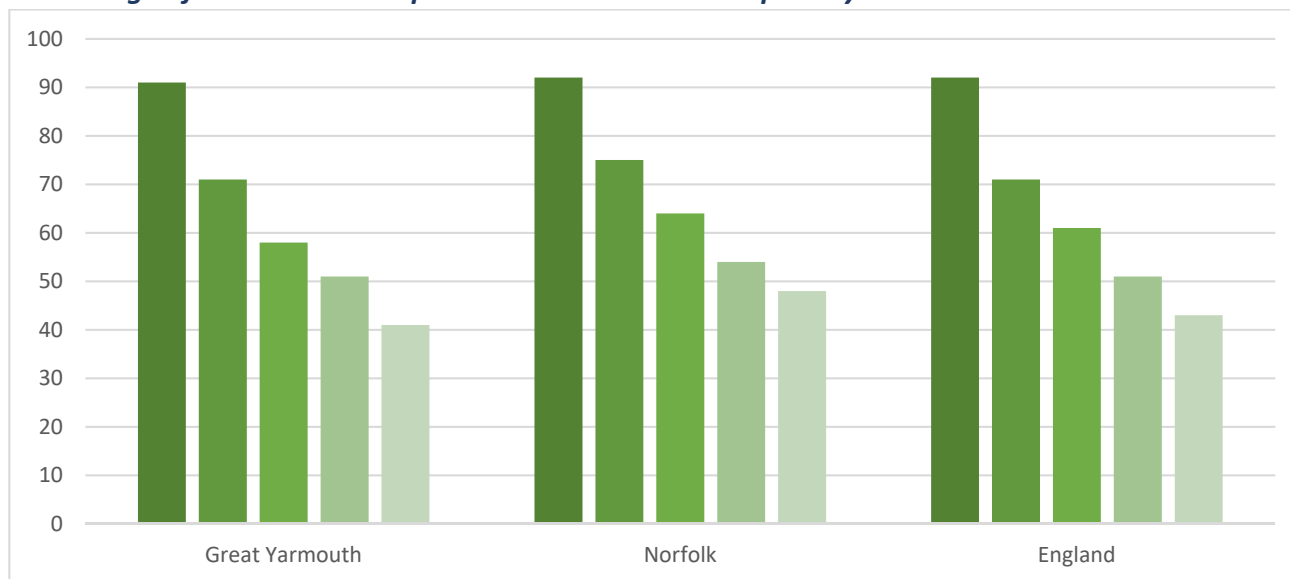


Businesses

The borough has 3,070 active businesses¹⁸ and two Enterprise Zones. The Beacon Park Enterprise Zone is one of the most successful in the country. There are excellent future job opportunities connected to the offshore energy sector and the planned construction of Sizewell C nuclear power station in Suffolk. However, Great Yarmouth has a relatively low level of small businesses compared to other Norfolk districts and other parts of the UK.

Great Yarmouth is the Norfolk district which has the lowest number of new businesses created each year. In 2017 (the last year data was available) 315 new businesses started¹⁹. However, Great Yarmouth has the lowest proportion of businesses that survive their first five years (41.3%). This compares to 45.1% of Norfolk businesses surviving until their fifth year and 42.4% for the UK. In 2017, 350 businesses ended (either through sale, bankruptcy or termination)¹⁹. Although this is very similar to the national rate, the relatively lower number of new start-ups every year has kept the number of new businesses well under the national average. Great Yarmouth is a place where more support is needed to encourage local people to start a small business and where better support is made available to help people convert their ideas into a viable business.

Percentage of businesses set up in 2013 which survived up to 5 years¹⁸



A quarter of the borough's population resides within Great Yarmouth town centre. There are over 540 enterprises within the town centre employing 4,265 individuals²⁰, generating an annual turnover of £610m and GVA of £208m. There are 2,920 enterprises in the wider borough, providing 40,000 jobs. The town centre, therefore, accounts for 19% of the borough's enterprises and 11% of employment. 20% of the town centres' commercial property is vacant²¹. This reflects a national trend towards town centre retail and illustrates the changing nature of the town centre.

Tourism sector

Traditional tourism remains a key element of the local economy. The tourism sector includes employment in accommodation and food services, arts and entertainment. In 2018, the total number of jobs directly within the tourism sector was estimated to be 7,500¹¹.

After Norwich, Great Yarmouth has the largest visitor economy in Norfolk, with a total value of around £635m in 2018 up from £625m in 2017. Whilst the number of day trips, increased between 2017 and 2018 from 6,055,000 to 6,600,000, the number of overnight trips decreased by 57,800. However, spend per overnight trip increased by 3% and spend per day trip declined by 5%²².

Wider economic factors and consumer spending habits and preferences influence income for the tourism sector. Generally, the UK hospitality sector is highly reliant on EU nationals, with up to 23.7% of the sector's workforce made up of EU migrants, particularly front-of-house and catering staff²³.

The borough experiences a noteworthy events and festival programme – such as the Out There Festival, Maritime Festival and Wheels Festival, all of which regularly attract significant audiences. However, there is a need to strengthen the cultural and business tourism offer and grow the tourist season to attract more year-round visitors.

Offshore energy sector

The Enterprise Zones were created in April 2012 to encourage offshore energy, port and logistics activity in both South Denes and Beacon Park. South Denes is home to Peel Ports and the deep-water outer harbour. Beacon Park, in Gorleston, is an established cluster for energy sector businesses, comprising 25 acres of mixed office, industrial and leisure development accommodating business units of 278 m² up to 9,290 m².

The local coastline is at the centre of the England's offshore wind industry and a global renewable supply chain operates from the borough. The sector has an ever-increasing capacity to deliver and innovatively respond to growing demand for cleaner energy, potentially delivering high value growth and employment opportunities.

Currently, projects worth more than £39bn over the next 30 years are being delivered from the borough. The East Anglia One project alone is expected to encompass a series of construction projects over the next 15+ years, with each project followed by over 20 years of operations and maintenance activity.

The industry is high-value, with gross value-added (GVA) per job over three times that of the average job in Norfolk. Official statistics are likely to under-represent its true strength and impact, with an expansive and interconnected supply chain employing thousands more and generating billions across the wider region.

Health and social care sector

According to the Kings Fund, health and social care employ one in ten of the working population²⁴. In Great Yarmouth health and care is the biggest employment sector in terms of job numbers. In 2017 there were 7,133 jobs in this sector in the borough²⁵.

The Norfolk the health and social care workforce is estimated at 25,000 which equates to an economic contribution of £690m²⁶. In the Eastern region 9% of roles are vacant. 82% of the workforce in the Eastern region had a British nationality, which was the third lowest rate in England²⁷.

The population aged over 65 is projected to increase between 2019 and 2035 from 24,400 to 31,400 - an increase of around 29%. In the short to medium term this poses a challenge for the adult social care workforce.

Education and skills

GCSE attainment

Education is a leading driver of economic growth, employment and earnings. It is an important factor in driving higher earning jobs. All six of the borough's 6 mainstream secondary schools are rated as 'good' or 'outstanding' in their latest Ofsted inspection. However, the borough's schools have consistently underperformed against Norfolk, the East of England region and England on GCSE pass rates for a number of years²⁸. The national classification of the 'pass rate', is a pupil achieving 5 GCSEs graded between 4-9 including English and Maths.

GCSE pass rate (A*-C/9-4 in English and mathematics)				
Cohort	Gt Yarmouth	Norfolk	East of England	England
2017/2018	51.9%	62.0%	65.1%	59.1%
2016/2017	53.5%	62.8%	65.5%	59.1%
2015/2016	55.5%	60.9%	64.0%	59.3%
2014/2015	51.0%	57.2%	60.5%	55.8%
2013/2014	48.5%	55.6%	59.7%	55.5%
2012/2013	46.6%	55.5%	60.8%	59.9%
2011/2012	52.2%	56.5%	58.7%	59.9%
2010/2011	53.9%	56.2%	59.8%	59.5%

Provisional results for 2019 show most of the schools in the borough have improved their pass rate in 2019. This means a provisional average for 2019 of 52.6%²⁸. However, overall the schools are failing to close the gap on the average national attainment level.

Higher level attainment

Local educational attainment, in terms of the higher levels of education attainment, Great Yarmouth also underperform against Norfolk, the East of England region and Great Britain. In 2018, Great Yarmouth had a significantly higher percentage of residents with no qualifications than the East and Great Britain²⁹. Although there has been an improvement from 2008 when 24.6% of residents (of the working age population; 16-64) had no qualifications, this is still high with 12% of residents with no qualifications (compared to only 7.8% for Great Britain) this level needs to continue to improve.

*Qualifications (Jan 2018 – Dec 2018)*⁷

Qualifications	Great Yarmouth %	East %	Great Britain %
NVQ4 and above	10.6	35.2	39.3
NVQ3 and above	31.9	53.1	57.8
NVQ2 and above	56.7	72.8	74.9
NVQ1 and above	74.2	86.0	85.4

Other Qualifications e.g. non-accredited courses	13.8	6.5	6.8
No Qualifications	12.0	7.4	7.8

Raising the overall skill level of local people remains a challenge. Although the trend over the last 10 years shows the overall level of people with no qualifications has reduced significantly it is important to see a future growth in the proportion of local people with higher level qualifications, such as NVQ level 4, to attain better paid jobs in the local economy.

Apprenticeships

Apprenticeships incorporate on-and off-the-job training leading to nationally recognised qualifications. Apprenticeships are assigned to a geographic area based on the home postcode of the learner. In the last two years locally there has been a drop in the number of apprenticeship starts. In 2015/16 the total number of apprenticeships starts in Great Yarmouth was 910, but by 2017/18 this had declined to 740²⁹. This reduction is mirrored in key apprenticeship sectors such as engineering, health/care and tourism. All of which are key to the local economy. The completion rate for apprenticeships is notable, but in line with national trends.

Apprenticeship starts and achievement²⁹

	15/16 starts	15/16 achievements	16/17 starts	16/17 achievements	17/18 starts	17/18 achievements
Agriculture, Horticulture and Animal Care	20	10	20	10	20	20
Business, Administration and Law	250	150	230	160	200	120
Construction, Planning and the Built Environment	40	20	40	20	50	20
Education and Training	20	10	40	10	10	20
Engineering and Manufacturing Technologies	130	150	120	100	120	70
Health, Public Services and Care	260	110	310	150	200	130
Information and Communication Technology	10	10	10	10	30	10
Leisure, Travel and Tourism	30	10	40	10	20	30
Retail and Commercial Enterprise	140	80	100	70	90	50
Totals	910	530	910	530	740	470

Young people not in education, employment, or training

90% of the local student cohort of 2015/16 was in sustained education or employment after Key Stage 4. This is in line with Norfolk and England averages, following a period of underperformance. There is no reliable data on 16-17-year-old NEETs in the borough, but in Norfolk and the East of England region, the percentage is around 5%, compared to 6%, nationally³⁰.

Housing

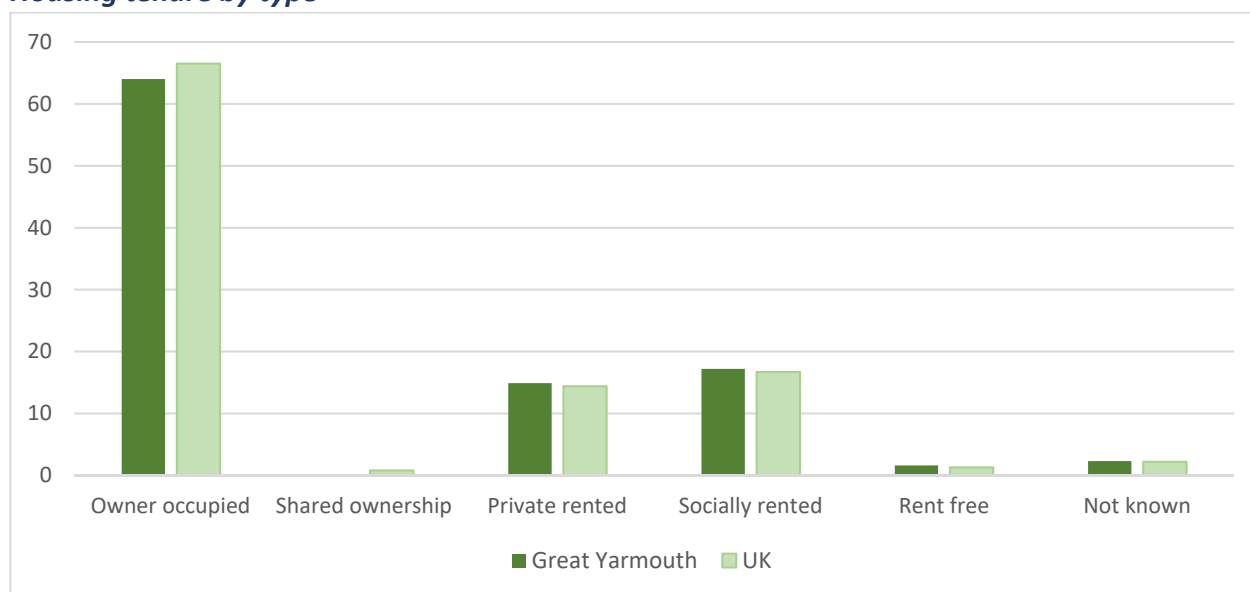
Housing tenure

Great Yarmouth has a stock of 48,011 homes. This represents a low overall density and is indicative of the predominantly rural nature of the borough.

64% of the borough's homes are owner occupied, which is marginally lower than the national average (67%)³¹. 17% of the borough's households live in social housing owned by the council or a Housing Association. Although this broadly reflects the national trend, this is the second highest in Norfolk, after Norwich. Owner occupation counts for 64% and a further 33% of houses are rented and the remaining 3% live rent free. This overall summary masks the significant number of rental properties particularly in Great Yarmouth town centre.

In 2019 the council introduced a selective licensing programme which required all landlords within the Central and Northgate wards to register their property. This identified 1,677 rental properties within the inner town centre. Houses of multiple occupation (HMOs) are a sub-set of rental property. The town centres have a notable proportion of HMOs – generally ex-guesthouses. Data from 2018 identified that 1,047 people live in communal establishments (or HMOs) in Great Yarmouth³².

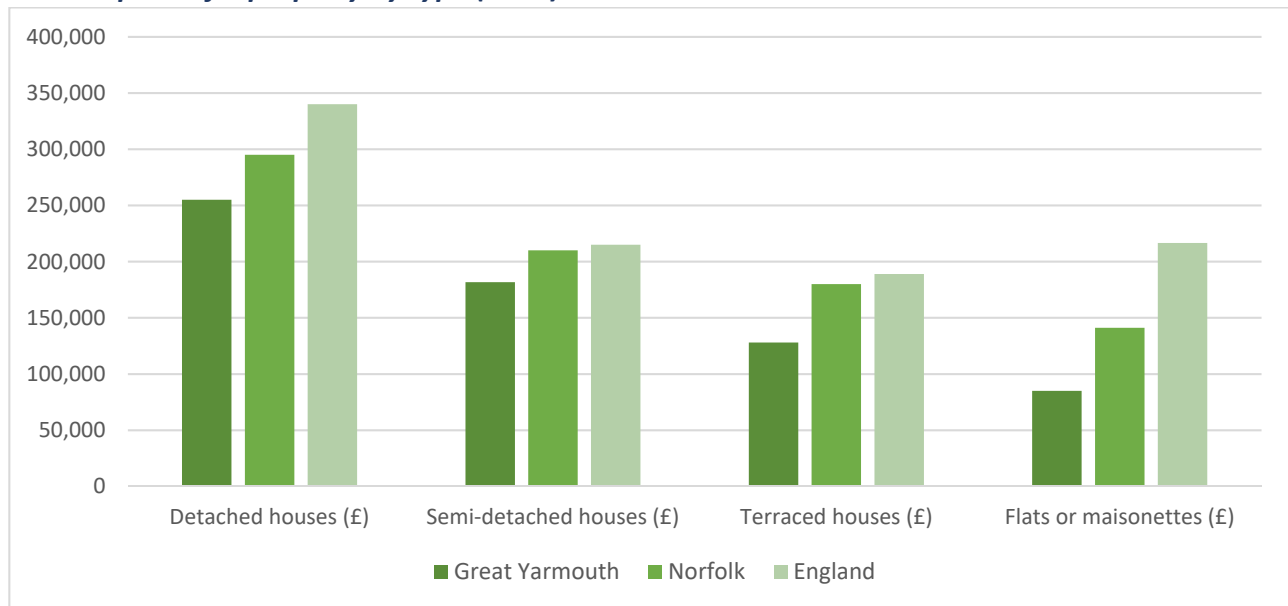
Housing tenure by type¹



Housing market

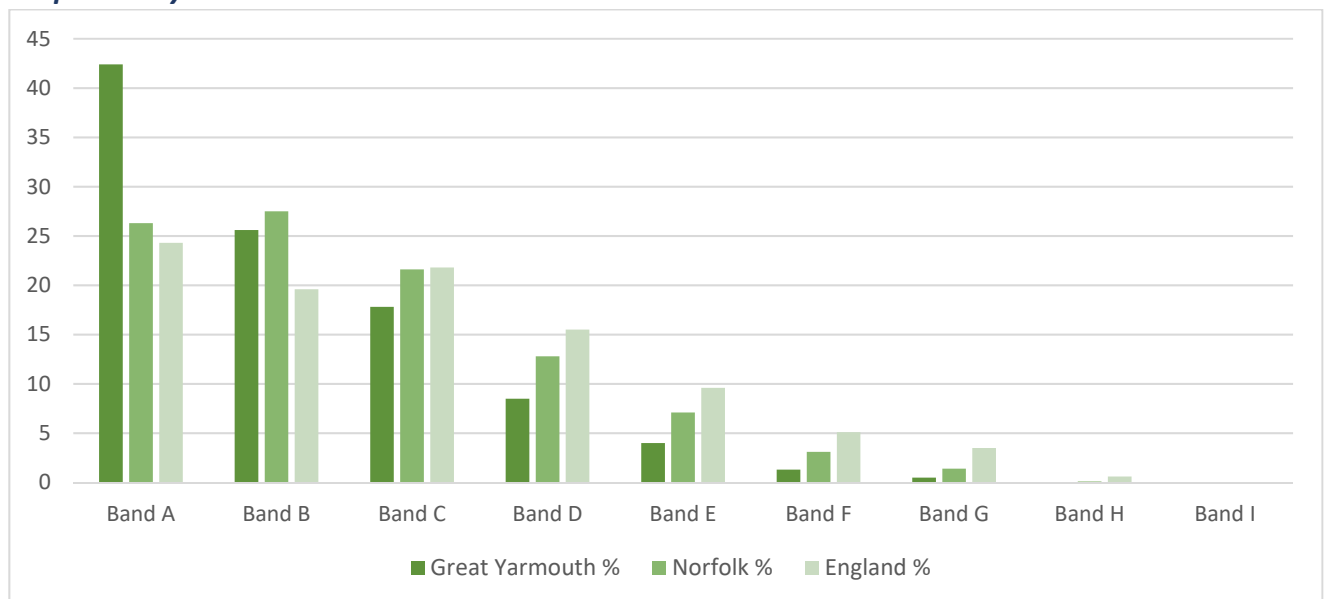
Great Yarmouth experienced the lowest level of house price growth of all the local authorities in the Eastern region, at 13% over the period 2008-2018³². The regional average house price increase over this period was 34%. This presents a vital opportunity as well as a challenge.

Median price of a property by type (2019)³³



42.3% of borough properties are in the lowest Council Tax band: Band A. Nelson ward has the highest percentage of Band A properties (81.5%). This is followed by Southtown and Cobholm (76%) and Central and Northgate (75.3%). Fleggburgh and Gorleston have the highest percentage of properties within Band E and above.

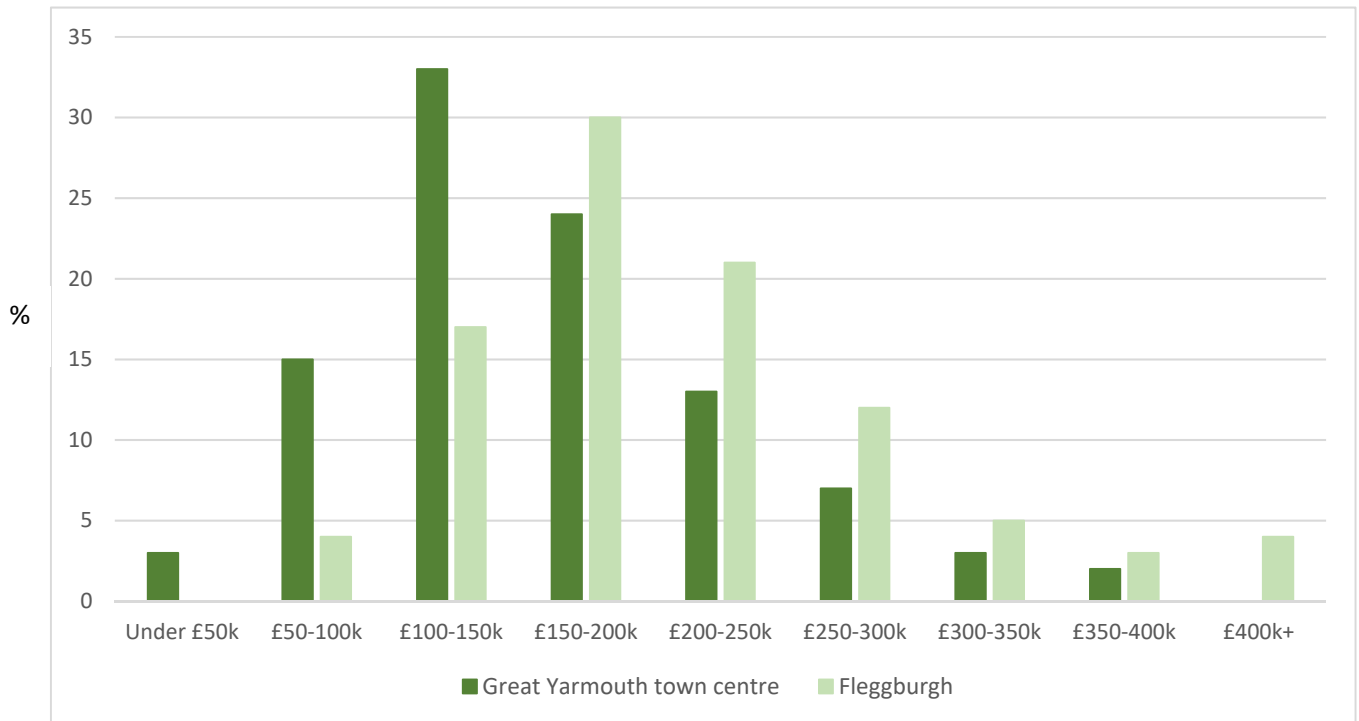
Properties by Council Tax band³⁴



Property values vary considerably across the borough. The average property price for all types of property across the borough was £196,400 (November 2019)³⁵, but this masks considerable variation. The table, below, shows the range of property values in Great Yarmouth town centre compared to one of the most affluent wards, Fleggburgh. The town centre has 18% of its properties valued under £100,000 and the majority of its properties valued under £150,000. Fleggburgh has the majority of its properties valued between £150,000 and £250,000³⁵.

Private rental market data from the Valuation Office highlights that Great Yarmouth has cheaper rental rates than all other locations in Norfolk (based on median prices), except for the rent of a room or studio¹.

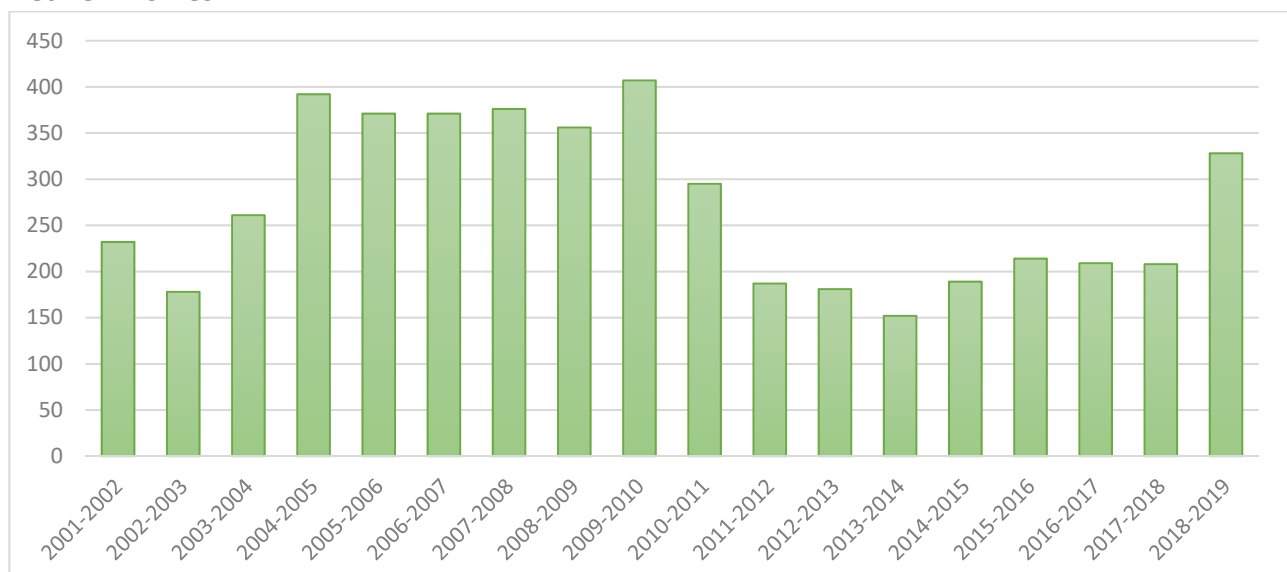
Property value ranges (November 2019)³⁵



New homes

The number of new homes in the borough is growing. The total net completion of new homes in the borough was 976 between 2013 and 2018 - an average of 195 per annum³². For the last few years this had remained fairly static at around 210 new homes per annum. In the last 12 months this number has increased, to 328 new homes in 2018/19.

Net new homes³⁶



The borough has experienced a mixed picture of affordable housing completions over the period 2013-2018, with a total of 127 units delivered. This ranged from a peak of 49 units in 2014/15 to a low of five units in 2016/17. A total of 37 affordable units were delivered in 2017/18³².

Vacant dwellings

Great Yarmouth has the second highest number of dwellings which have been vacant for greater than 12 months. In Great Yarmouth this is 585, behind King's Lynn and West Norfolk, which has 825. Great Yarmouth is the only Norfolk district to see an increase in the number of long-term vacant dwellings since 2008 (an increase of 89)³⁷.

An analysis of council tax data in 2018 indicated the number of long-term empty homes is increasing throughout the borough. The number of long-term empty properties fluctuates but is currently estimated to be in the region of 550-600 homes.

Health

Several public health indicators highlight poor health and wellbeing outcomes in the borough, including; life expectancy, smoking, prevalence of obesity in children, diabetes and cardiovascular problems. 22.5% of the population have been diagnosed with a long-term life limiting illness or a disability. This is considerably higher than the national average, where 17.6% of the population have the same diagnosis⁸. There is considerable variation across the borough's wards, with 17.7% of the population in Fleggburgh having a life limiting illness, increasing to 25.6% in the Magdalen ward.

There is a difference of nearly 11 years for male life expectancy at birth between the most deprived and least deprived areas of the borough. In the least deprived ward (Fleggburgh), life expectancy is 82.2 years, and, for the most deprived ward (Nelson), it is 71.6 years. There is a similar, if less-pronounced, correlation for females; 84.2 years in the least-deprived areas and 79.4 years in the most deprived areas³⁸. Increased morbidity and decreased life expectancy are directly linked to socioeconomic inequalities within the borough.

Life expectancy at birth



Lifestyle

7.1% of the local population have self-reported as having 'bad' or 'very bad' health (compared to the national average of 5.5%⁸). Across a range of health measures, the local population rate poorly. This includes:

- 26.4% of adults doing less than 30 mins per week physical activity (compared to 22% for England)
- 27.9% of 4-5-year olds being diagnosed as obese (compared to 22.1% for England)
- 11.1% of local people are smokers (compared to 5.4% for England)⁸

For a number of these measures data is collected at ward level. This shows a significant variation across wards. For example, childhood obesity ranges from 17% in Fleggburgh to 35.3% in Central/Northgate⁸. Health in the inner town wards and Magdalen is significantly poorer.

Diabetes diagnoses are higher than the national average. 8% of the borough's population has diabetes, compared to 6.0% nationally⁸. Coronary heart disease and hypertension are all higher than the national rates. 3.8% of the population has heart disease (compared to 3.2% nationally) and 17.0% has hypertension (compared to 13.8% nationally). Diabetes, heart disease and hypertension are all closely correlated to physical inactivity.

One of the biggest health challenges is making the proportion of the population who are physically inactive, more active. 26.4% of adults do less than one 30-minute session of activity or sport per week, compared to 22% nationally⁸. Improving the activity levels of the most inactive and reducing smoking are the single greatest improvements to general health.

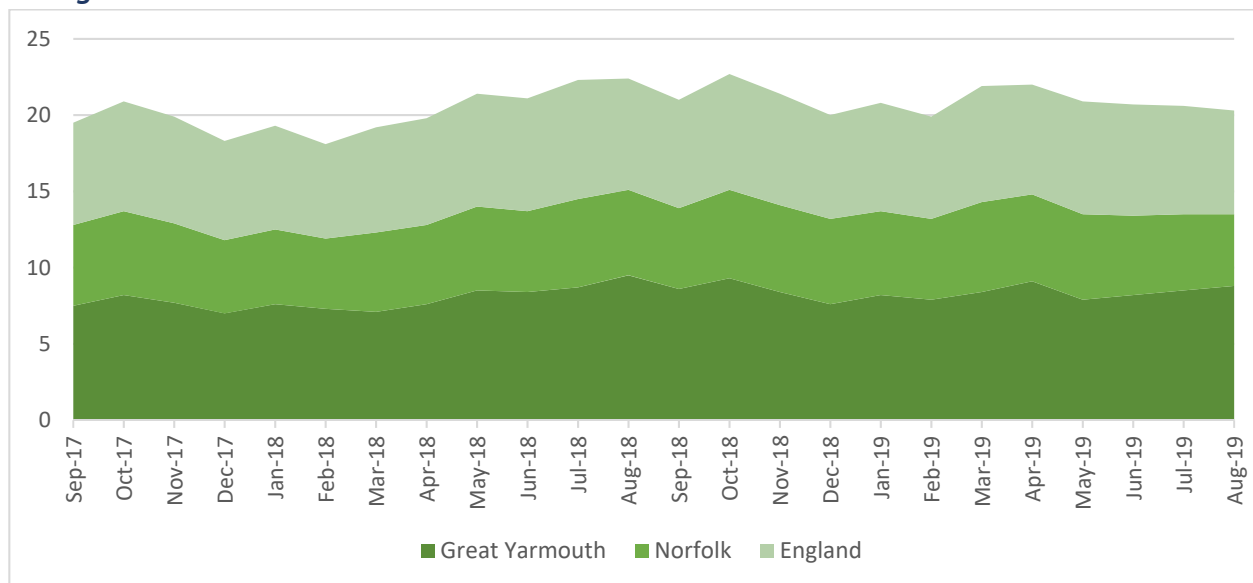
Diagnoses of illnesses such as depression are broadly in line with the national average. 8.1% of the local population have a depression diagnosis, compared to 8.3% for England⁸.

Crime and community safety

Norfolk as a whole is the safest county in England in terms of crime³⁹. Great Yarmouth town centre has the second highest crime rate in the county, after Norwich. As the second largest urban centre in the county this should not be a surprise. However, crime statistics for the whole borough mask significant local variation.

There has been a small overall increasing trend towards overall crime across the borough over the last two years. This reflects the national trend towards an increase in reporting.

Change in the overall crime rate⁴⁰

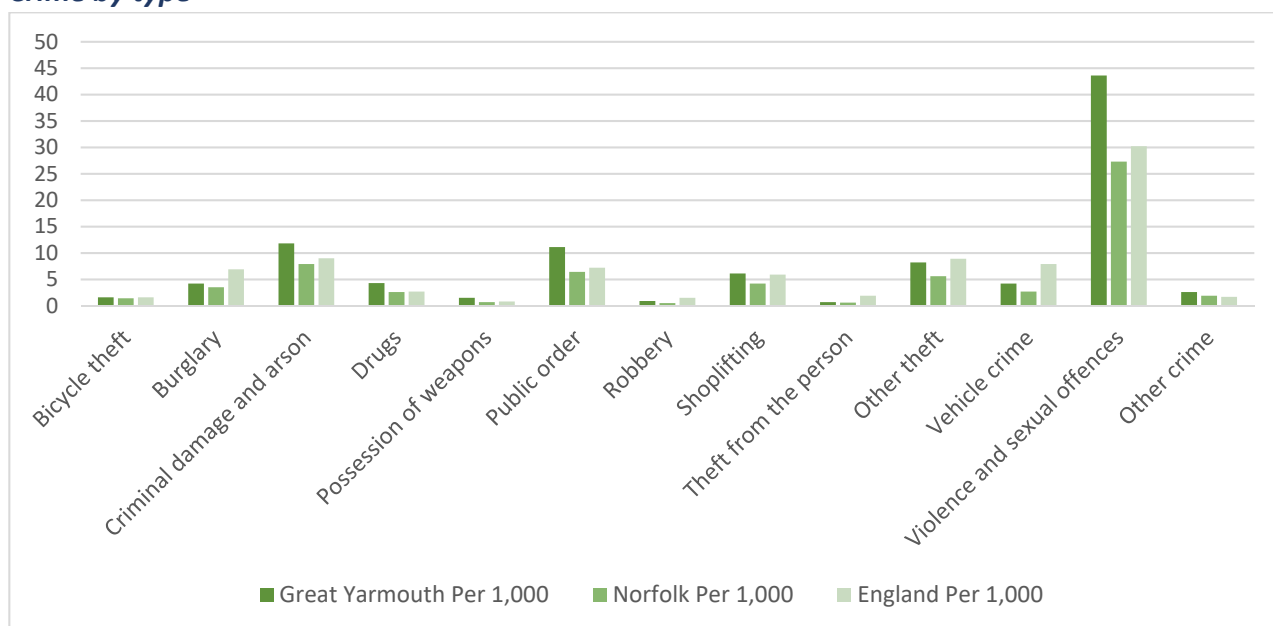


Overall reported crime rates are highest in the North Yarmouth and South Yarmouth policing neighbourhoods, which include the whole or parts of the Central and Northgate, Yarmouth North, and Nelson wards. Crime is lowest in the Rural Flegg villages, Caister and the coastal villages.

Crime by type

Between April 2018 and March 2019, crime rates were marginally higher in the borough than in England for all types of crime apart from burglary, robbery, vehicle crime, theft from person and other theft. The violent and sexual offences category is dominated by assaults associated with the night time economy, summer period and domestic violence incidents.

Crime by type⁴¹



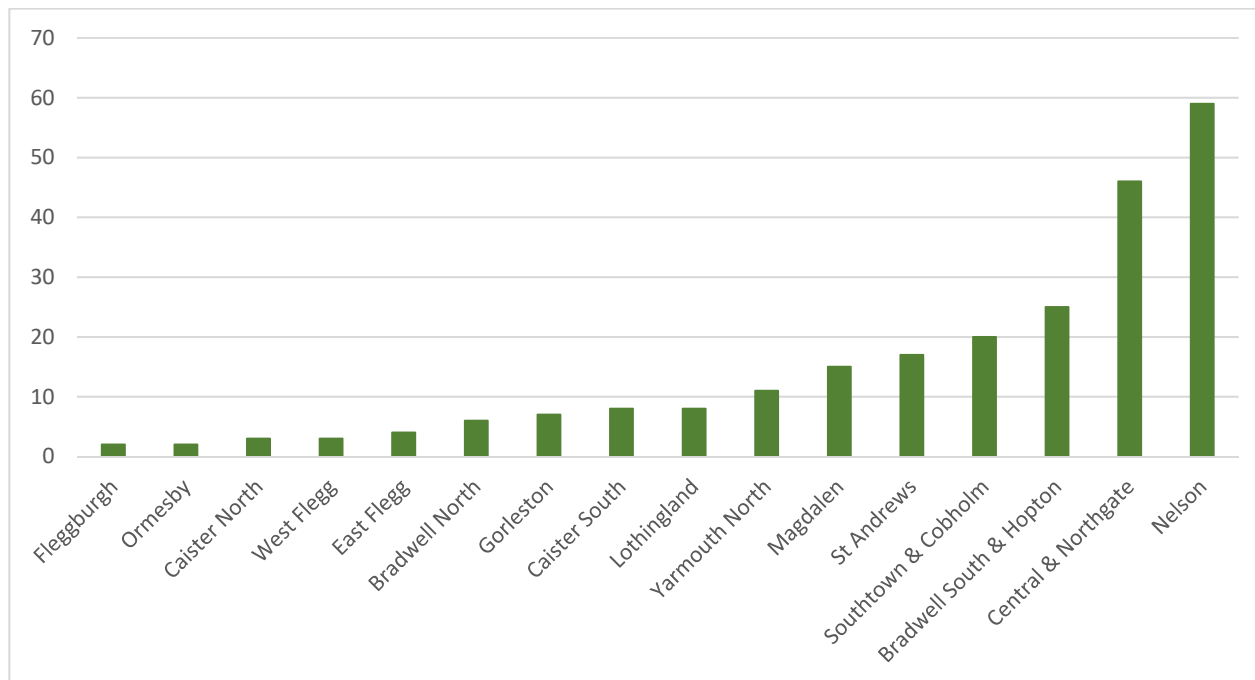
Local people's experiences of crime and safety will vary significantly. This can be illustrated by comparing the two wards with the lowest and highest levels of reported crime. In the last twelve months 2,482 crimes were reported in the Nelson ward (1,199, or nearly half of the total, were violent crime offences). In the same period only 124 crimes were reported in the West Flegg ward (20 of these were for theft)⁴¹. Great Yarmouth is a generally safe borough when compared to many other urban centres nationally. However, there are crime issues focused in the town centres as there are across other parts of the UK. Great Yarmouth town centre is a safer place to visit than Norwich based on the overall level of reported crime⁴¹.

Anti-social behaviour

Complaints related to anti-social behaviour are more prevalent nationally than reported crime. The borough overall mirrors this national picture. Again, residents' experience of anti-social behaviour will vary significantly depending on where they live. Based on police data on reported anti-social behaviour, the average monthly number of anti-social behaviour complaints is extremely low in places such as Fleggburgh, Ormesby and Caister. However, in places such as Great Yarmouth town centre these are more notable.

The highest categories of anti-social behaviour complaints relate to noise from neighbours. The areas with the highest level of complaints are more densely urban.

Average monthly number of ASB complaints (2018/19)⁴¹



Transport and infrastructure

The geographical location of the borough creates some specific transport challenges. The borough's physical connectivity is defined and constrained by its coastal location. Great Yarmouth is connected to Norwich and Lowestoft by rail and by the A47, and to Bury St. Edmunds by the A143. Improved east/west connectivity is critical, and the council is an active participant in the campaign to dual the A47. Great Yarmouth's outer harbour is also a freight route to European ports.

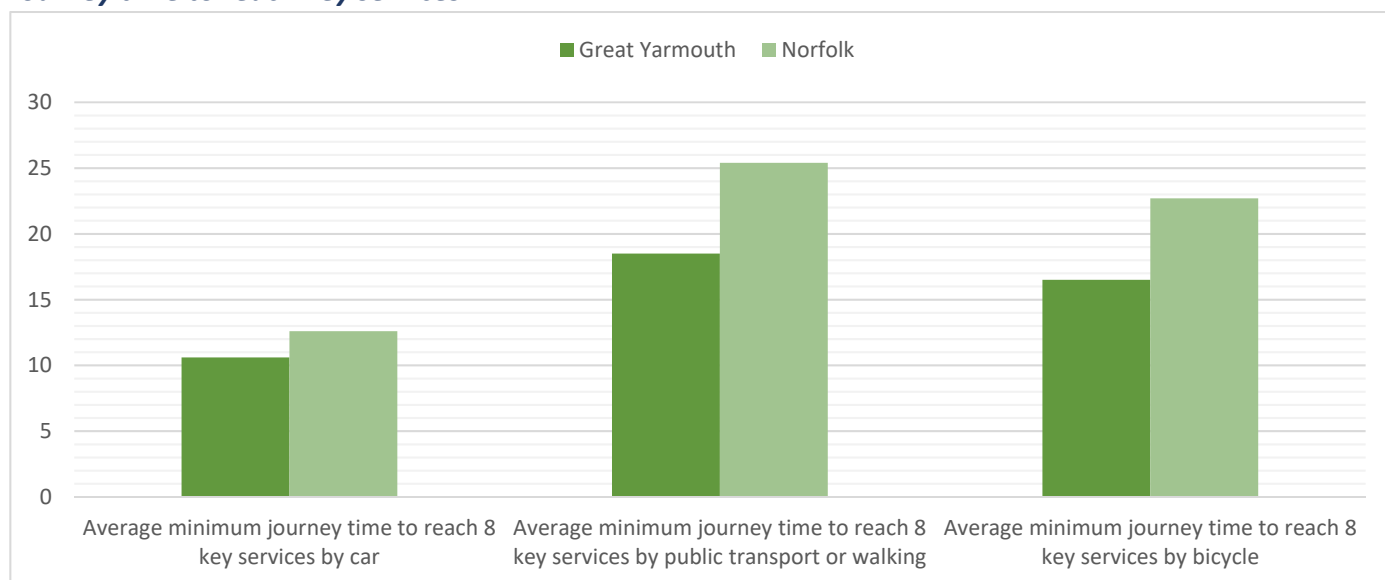
Road infrastructure

57% of residents and 67% of commuters working in the borough travel to work by car or van. The Acle Straight (A47) is a major entry point to Great Yarmouth town. Over 21,000 vehicles use this route every day⁴². Dualling this section of the A47 would reduce travel times by a projected 10 minutes and is an important business infrastructure link particularly for the South Denes Enterprise Zone.

£120m is being invested in a third river crossing over the River Yare to reduce congestion around Haven Bridge and Breydon Bridge, and to open key employment sites for investment. Construction is due to start in 2020, with completion in 2023.

Within the borough we have much better connections to reach key services than the rest of Norfolk by all forms of transport.

Journey time to reach key services⁴³



Maritime infrastructure

The borough's coast is at the centre of England's market for offshore energy, with decades of further investment in the pipeline and ongoing demand for skilled workers. The port of Great Yarmouth comprises a deep-water outer harbour along with commercial quays on both sides of the river Yare, downstream from the Norfolk Broads.

Great Yarmouth port is now very active under the ownership of Peel Ports and is examining opportunities, investing and attracting business. In addition to servicing demand for installation, operations and maintenance for wind farms, the operator also provides facilities for automotive and bulk products, cargo and cruises and there is further potential for maritime connectivity and trade.

Peel Ports Great Yarmouth accommodates vessels of up to a maximum 30,000 deadweight tons and has a wide range of berths and quays in the deep-water outer harbour and in the river, with no locks or bridges. The river has 36 quays covering 3,000 metres, accommodating vessels up to 110 metres in length and with up to 5.7 metres draft.

Public transport

There is a bus terminus and train station serving Great Yarmouth town centre. Regular train services exist to key destinations with the following travel times:

- Norwich (between once and twice per hour) with a journey time of 33-38 mins
- London Liverpool Street (hourly) with a journey time of 2 hrs 38 mins
- Cambridge (hourly) with a journey time as short as 1 hr 52 mins

Greater Anglia is planning new train rolling stock and better timetables with more frequent services by the end of 2020. Passenger services are due to be enhanced by the new *Norwich in 90* service between Norwich and London Liverpool Street, benefiting many of the 385,000 passengers to or from Great Yarmouth station every year⁴⁴.

First Bus operate regular bus services across the borough and connect to express routes to Lowestoft and Norwich. There are up to 416 scheduled daily bus services at the Great Yarmouth bus interchange⁴⁵. The interchange is also used by Our Bus, Border Bus and National Express.

Norwich International Airport is a busy hub for year-round regular scheduled services as well as seasonal services to a wide range of UK and European destinations. In 2017 total passenger numbers for Norwich airport were 528,153. This is an increase from 460,000 passengers in 2015⁴⁶. Throughout the year, there are regular direct flights to Amsterdam, providing connections to 190 destinations worldwide, and to Aberdeen, Edinburgh and Manchester. Norwich airport is also an important base for services to the North Sea oil and gas platforms. It is also well placed for transfers of workers to wind farms off the Norfolk and Suffolk coast.

Environment

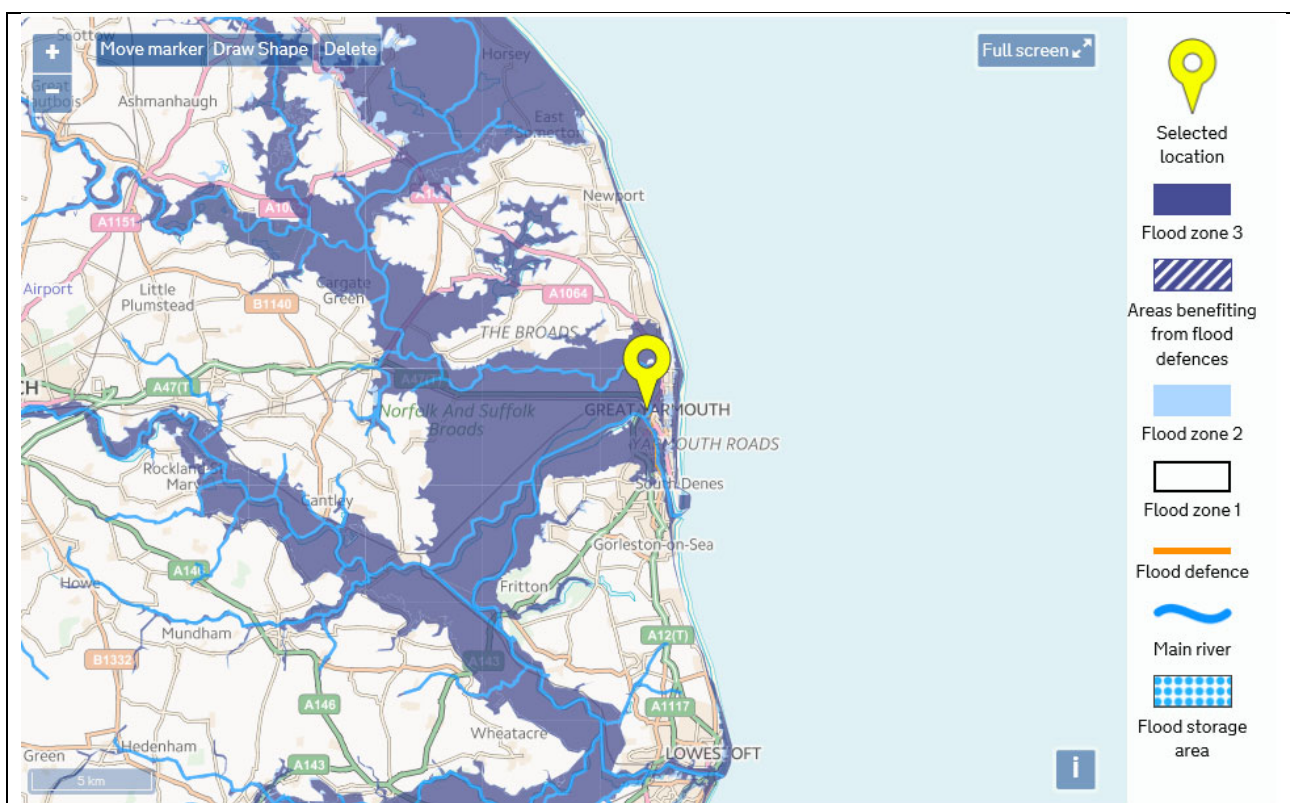
The borough has six Sites of Special Scientific Interest (SSSIs) - Breydon Water, Burgh Common & Muckfleet marshes, North Denes Dunes, Hall Farm Fen, Trinity Broads and Winterton & Horsey Dunes.

Flood risk

The borough is exposed to a risk of flooding when the tidal flow of the Yare, Bure and Waveney is blocked by strong sea currents or high rainfall. The borough has a history of flooding, including the 1953 east coast tidal surge, and more recently, in December 2013 and January 2017.

The Environment Agency identify flood zones nationally and the map, below, summarises the flood zones for the borough.

Flood zones⁴⁷



Flood risks are being mitigated by an ongoing investment in improving and maintaining flood defences. Following completion Phase 1 of the work, at a cost of £28m, a further £40m investment is being made in the next phase of flood defence improvement work. This will ensure 4,500 homes and businesses in the area are better protected from any future tidal flooding.

Coastal erosion

The borough has a long history of experiencing coastal erosion, most recently around Hemsby in 2018. The Environment Agency make predictions based upon historical evidence, ongoing monitoring and other data to estimate shoreline which is at risk of future erosion. The annual rate of erosion at a point along the shoreline is unpredictable. Erosion often happens in single events at particular places rather than in a steady, uniform manner such as those most recently in Hemsby.

Beaches

Water quality at 420 designated bathing sites in England is assessed by the Environment Agency. From May to September, weekly assessments measure water quality. Annual ratings classify each site as excellent, good, sufficient or poor based on measurements taken over a period of up to four years. Six beaches in the borough have been given the highest rating – Hemsby, Caister, Great Yarmouth North (North Denes), Great Yarmouth Britannia Pier, Great Yarmouth South (South Denes) and Gorleston⁴⁷.

This 'excellent' grading was achieved by 67% per cent of England's 420 bathing water locations, based on readings taken over the last four bathing seasons, from 2015 to 2018. All of the borough's bathing water locations have achieved this rating since 2015, when the current system of classification was introduced.

Air quality

The borough has two automatic air quality monitoring stations – one in South Denes and the other in Gorleston. Data from 2018 showed that air quality standards for the borough are being met⁴⁸. The key pollutants of concern locally continue to be nitrogen oxides and particulates primarily from traffic and industrial emissions. Air quality levels are considerably better than more urban areas in other parts of the UK. The council has taken a number of measures forward over recent years to improve air quality, including promoting greater cycling, the construction of the third river crossing to reduce traffic congestion and working with Norfolk County Council to improve road infrastructure.

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