Great Yarmouth borough profile data

Housing & Neighbourhoods Committee

November 2019
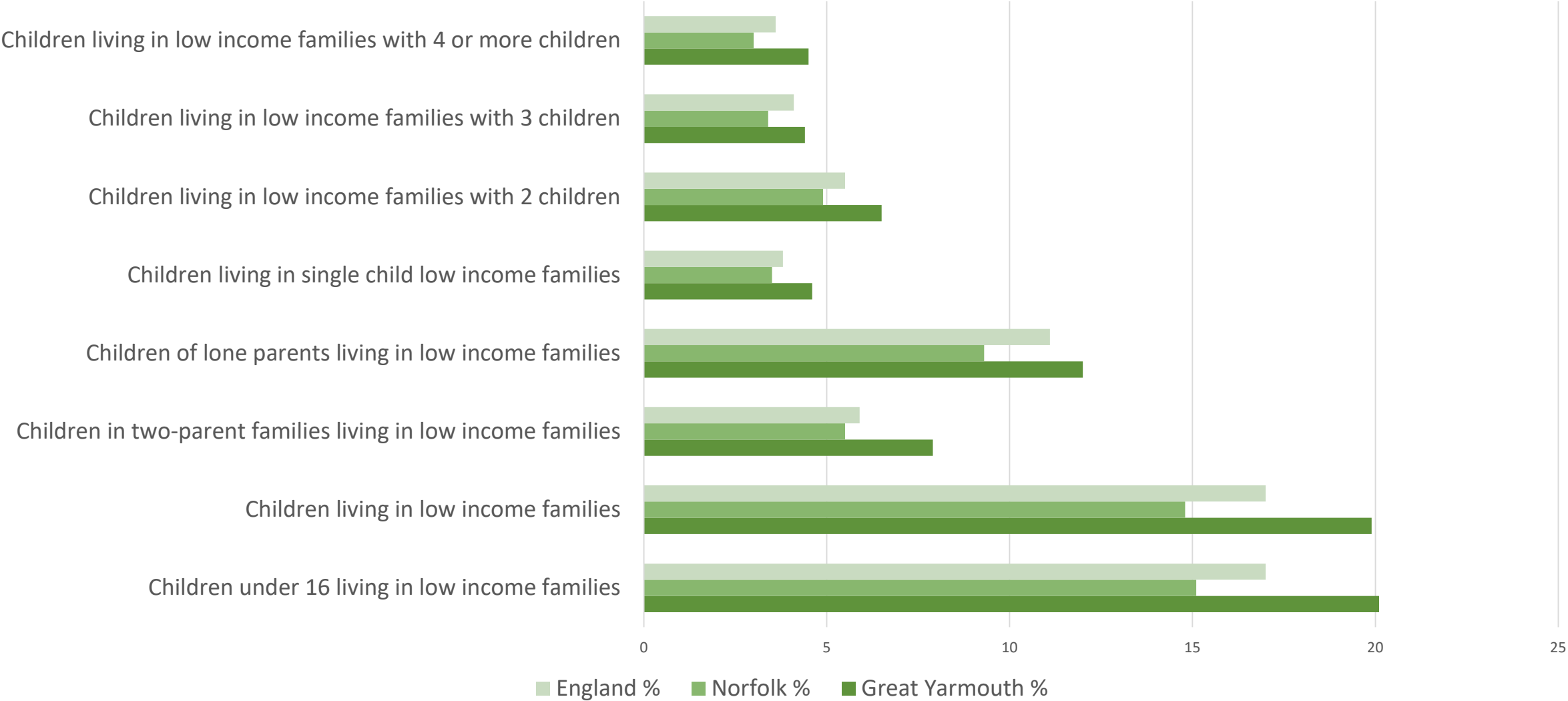
ONE TEAM
ONE COUNCIL

GREAT YARMOUTH
BOROUGH COUNCIL

Context

- Great Yarmouth has several interrelated challenges with other relatively remote seaside towns – connectivity/isolation, the quality of housing stock, seasonality, transience and demographics

- Population: 99,370 (and growing)

ONE TEAM
ONE COUNCIL

GREAT YARMOUTH
BOROUGH COUNCIL

Children & young people

- Approximately 19,700 people under 17 live in the borough

- 20% of children live in low income families (higher than the averages for Norfolk and England) and these are higher concentrations in the inner town wards of Great Yarmouth and Magdalen

- 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

ONE TEAM
ONE COUNCIL

GREAT YARMOUTH
BOROUGH COUNCIL

Children in Low Income Families

Education and skills

- 51.9% GCSE pass rate 2017-18 (5 passes graded 4-9)

- 33% people of working age have no qualifications

- 10.6% of people have a qualification at NVQ level 4 (or higher), compared to a national average of 39.3%

- All 6 mainstream secondary schools rated as 'good' or 'outstanding' in latest Ofsted inspection
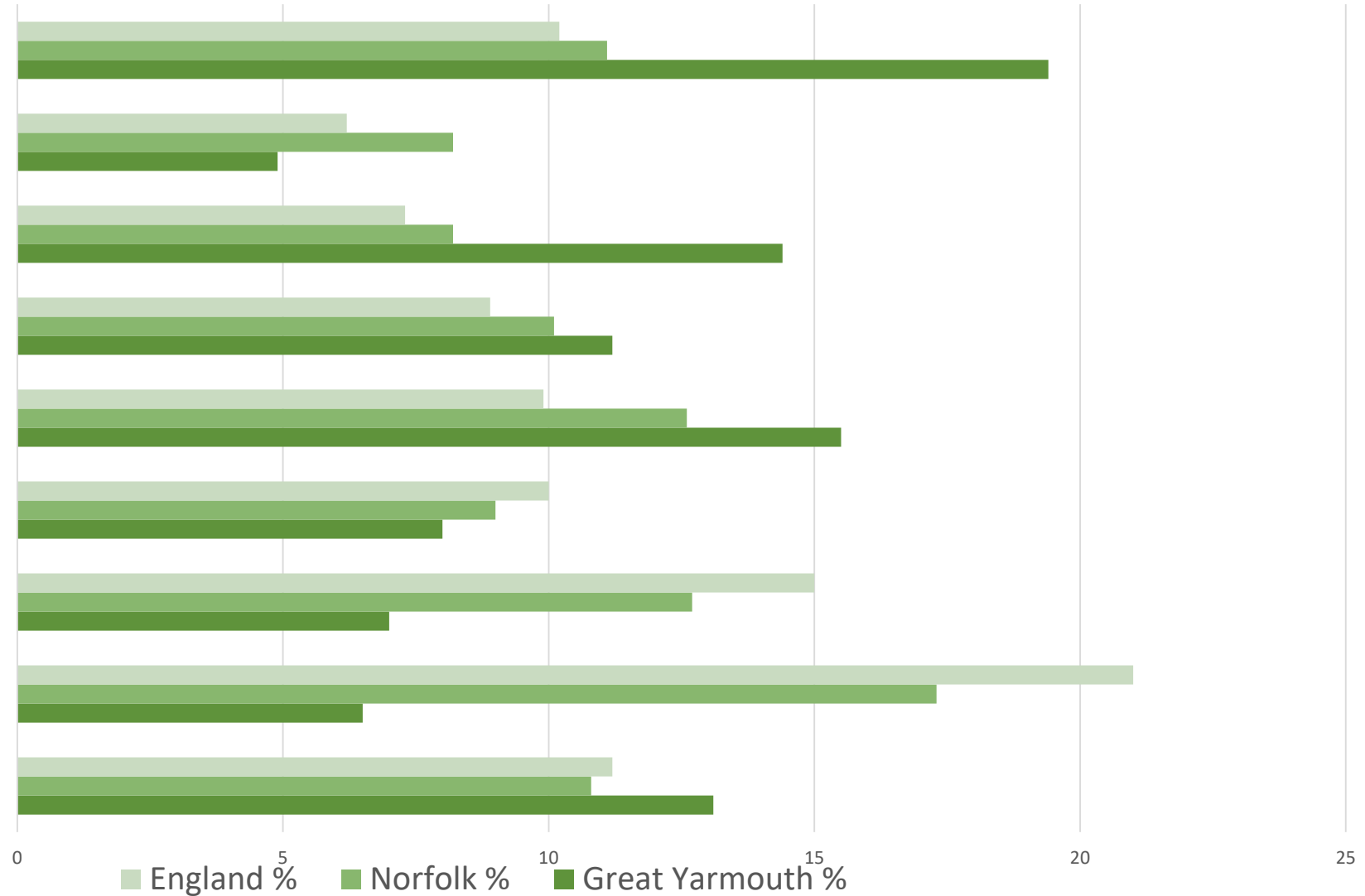
Education: GCSE attainment

Cohort	Gt Yarmouth	England
2017/2018	51.9%	59.1%
2016/2017	53.5%	59.1%
2015/2016	55.5%	59.3%
2014/2015	51.0%	55.8%
2013/2014	48.5%	55.5%
2012/2013	46.6%	59.9%
2011/2012	52.2%	59.9%
2010/2011	53.9%	59.5%

Employment

- Between April 2018 and March 2019, 73.5% of the working age population of Great Yarmouth is economically active, compared to 78.7% for Great Britain

- Between April 2018 and March 2019, Great Yarmouth had an employment rate of 69.8%, compared to 75.6% for England

- 99 apprenticeships completed in 2018

Occupation Types

Health

Illness or health condition	Great Yarmouth	England
Long term life limiting illness or disability	22.5% (ranging from 17.7% in Fleggburgh to 25.6% in Magdalen)	17.6%
Self assessed bad or very bad health	7.1%	5.5%
Adults doing less than 30 mins per week physical activity	26.4%	22.0%
Obese 4-5 year olds	27.9% (ranging from 17% in Fleggburgh to 35.3% in Central/Northgate)	22.1%
Depression	8.1%	8.3%
Smoking	11.1%	5.4%

Analysis: improving (or better than average)

- Relative improvement in terms of Indices of Multiple Deprivation 2019: the borough removed from the top 20 most deprived districts in 2015 to 25th in 2019

- Slowly narrowing the gap to the national average on GCSE attainment levels

- Notable proportion of the population have a skilled trade

- In a small number of health areas we are better than the national average e.g. infant mortality, anxiety and depression

ONE TEAM
ONE COUNCIL

GREAT YARMOUTH
BOROUGH COUNCIL

Analysis: notable outliers

- Higher than average levels of children living in low income families
- Higher skilled people are at a third of the level of the national average
- Proportionally more economically inactive people than the national average
- The proportion of the population in low skilled (often seasonal) employment
- Significant health issues affect large numbers of people especially in places like Central, Northgate and Magdalen (life limiting and associated illnesses like obesity and diabetes)

ONE TEAM
ONE COUNCIL

GREAT YARMOUTH
BOROUGH COUNCIL

Data sources

- For borough and ward data on crime, children, health, employment etc: www.norfolkinsight.org.uk

- For ward health data: www.localhealth.org.uk

- For economy and employment data: http://www.ons.gov.uk-/ons/rel/bus-register/business-demography/index.html