

# Norfolk County Council

Business intelligence for new committee  
Members



# Overview

- We have a huge amount of information about Norfolk and its citizens
- This information helps to set the context for our decisions and planning. For example:
  - Numbers of people – by different ages; characteristics
  - People's circumstances – their health; qualifications; opinions
  - The place – it's geography; where people live; how they get around
  - Service volumes – how many; who; where and why
  - Service details – costs; impacts of services; what people think of them





# Overview

- Used with skill and judgement our information can help us answer some of our most difficult ‘business questions’:
  - How we target our services at the people that need them?
  - How we save money whilst protecting the front line as much as possible?
  - How we might prevent bad outcomes
- This presentation highlights some of our key information:
  - Some of it is vital contextual information to help us plan
  - Some of it is illustrative, showing the Council’s big challenges and the ways we’re approaching them



# 1. Norfolk's geography

## OVERVIEW

Norfolk is a large rural county comprising of...



**372,100**  
households



**551,000**  
hectares



**865,300**  
people

## RURAL-URBAN



**40%** of Norfolk's population live in the **four urban areas** of Norwich, Great Yarmouth, King's Lynn and Thetford



While most of Norfolk looks rural, almost **half of residents live in an environment classed as urban**

Norfolk is “more rural” than most other rural counties

**Journey times and distances to key services in rural Norfolk, like hospitals, are significantly higher than the average for rural areas regionally and nationally**

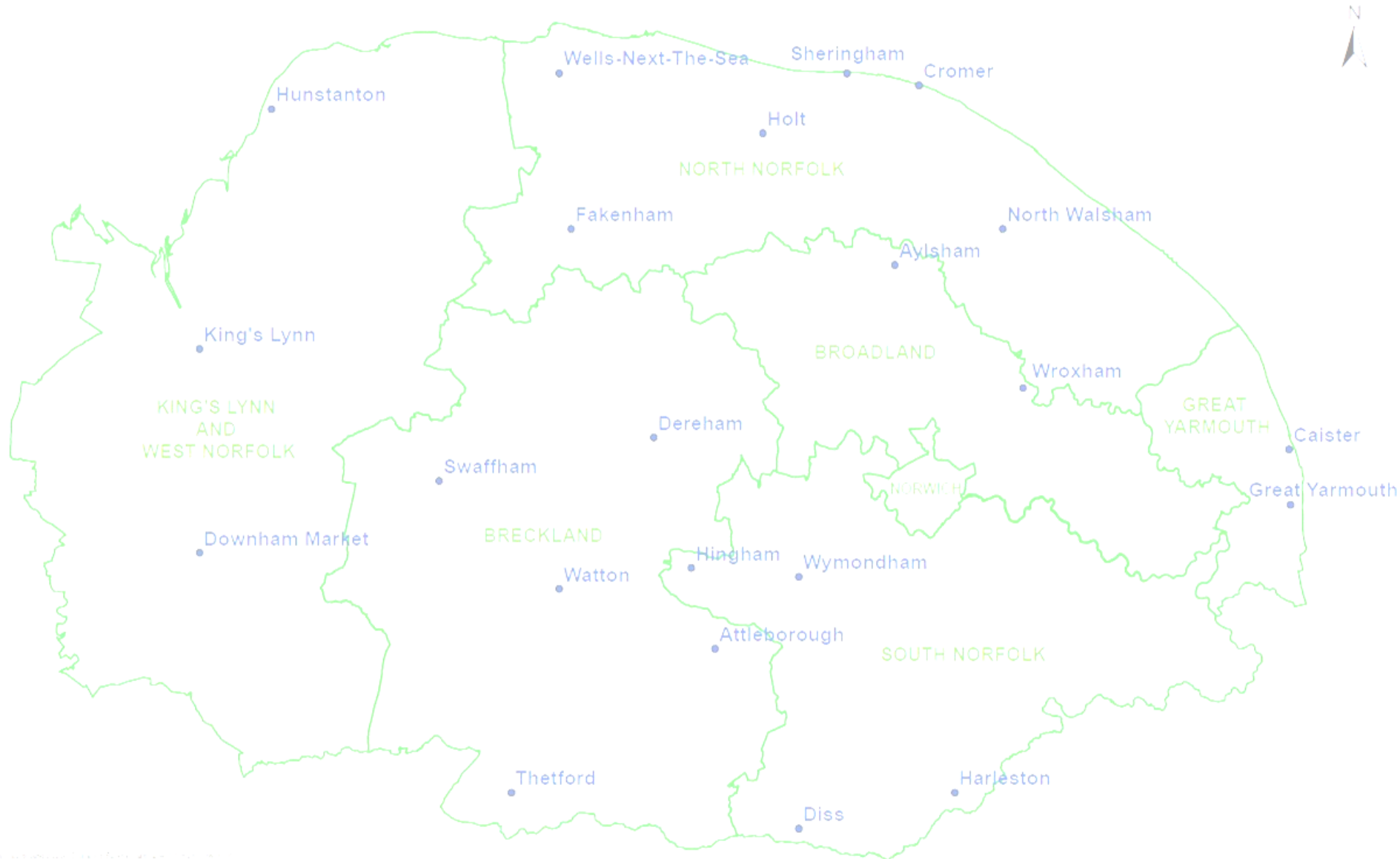
## 2. Norfolk's growing population



There are now over  
865,000 people in Norfolk

**That's 61,000 more than  
ten years ago**

**Or put another way...** population increases over the last 10 years total more than the population of Kings Lynn and surrounding villages







4 Children's Centres

A recycling centre + 27 recycling points



10 doctors surgeries



2 libraries (295,000 visits/year)



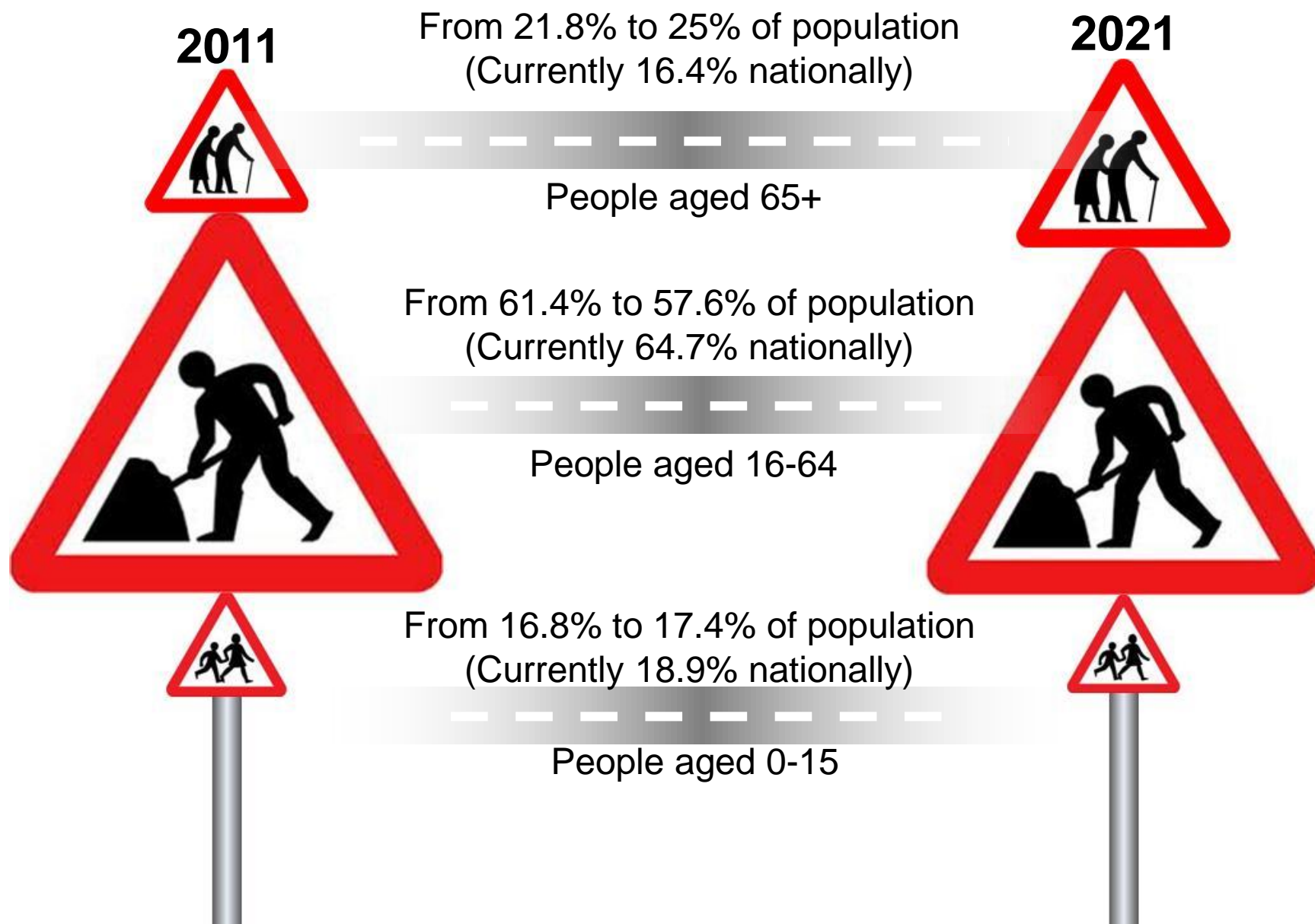
Around 370 children with SEN



16 infant or primary schools, 2 junior schools and 4 secondary schools



# 3. Norfolk's ageing population





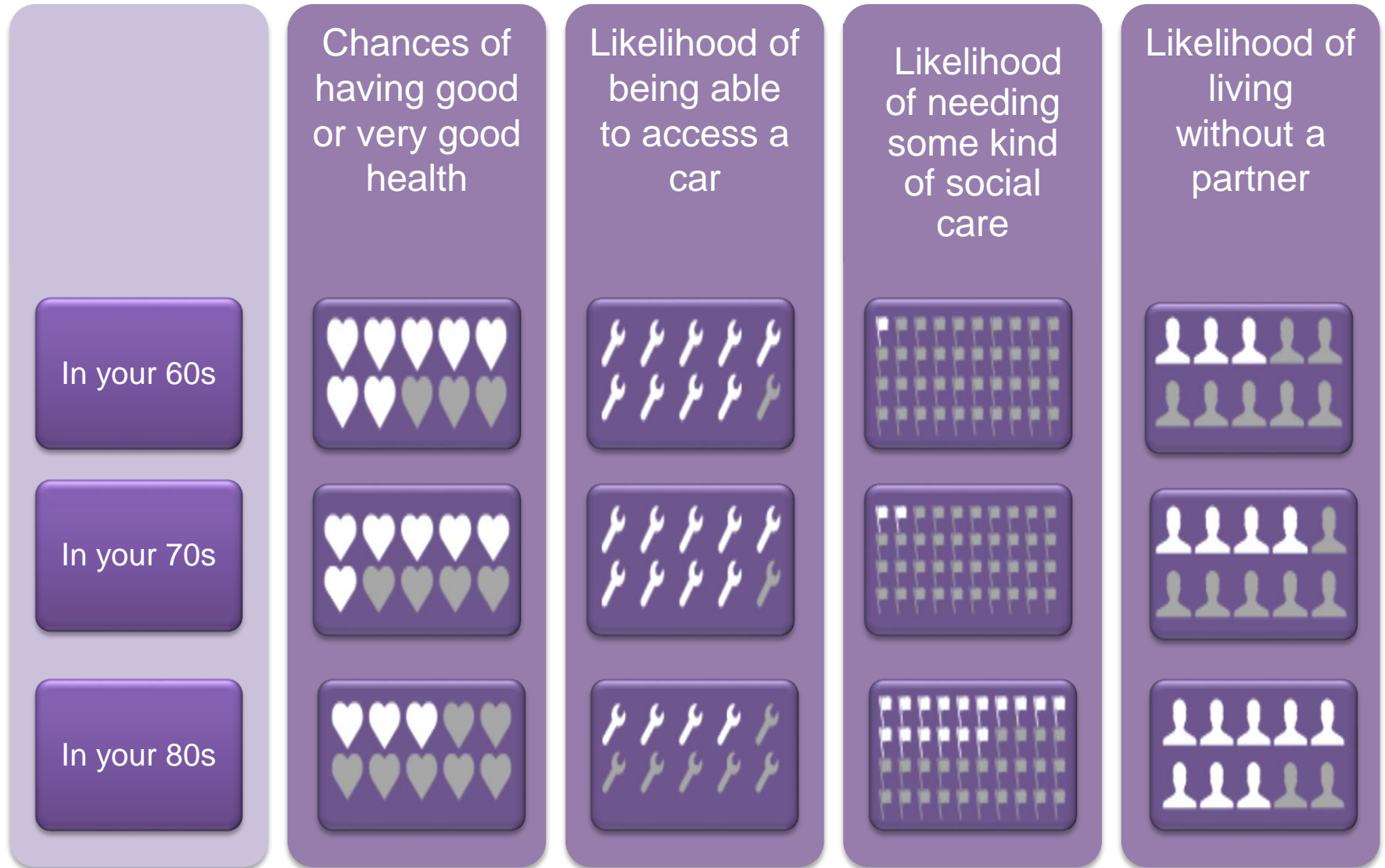
# 3. Norfolk's ageing population

- Not a straightforward between ageing and “need”
- Most older people remain well and active well beyond 65 and into 70s and 80s
- Genuine national uncertainty about the nature of ageing in the future – whether people will:
  - Remain well for longer before becoming ill
  - Be unwell for longer
  - Continue roughly as now



# 3. Norfolk's ageing population

In reality life chances and outcomes for older people tend to significantly deteriorate beyond 85 years



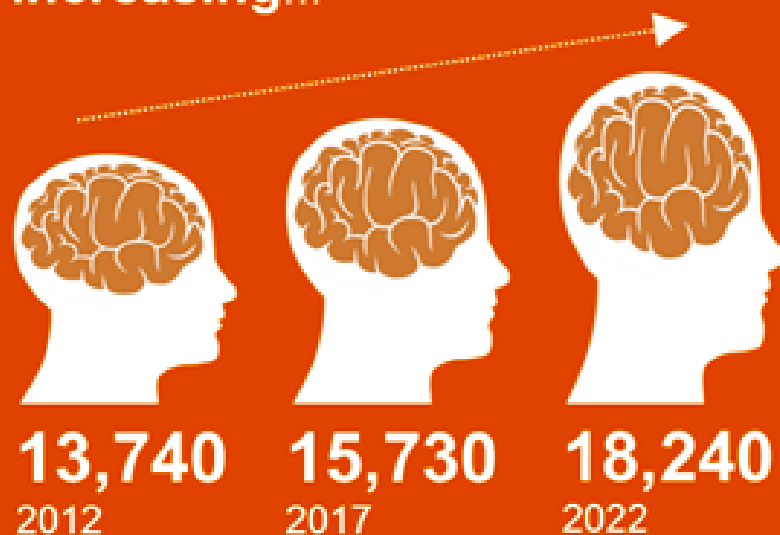
### 3. Norfolk's ageing population

In terms of older people's wellbeing there are some key issues for us as a Council and as a partner with health services:

Dementia is likely to be the single biggest 'driver' for more expensive services in the long term

#### DEMENTIA

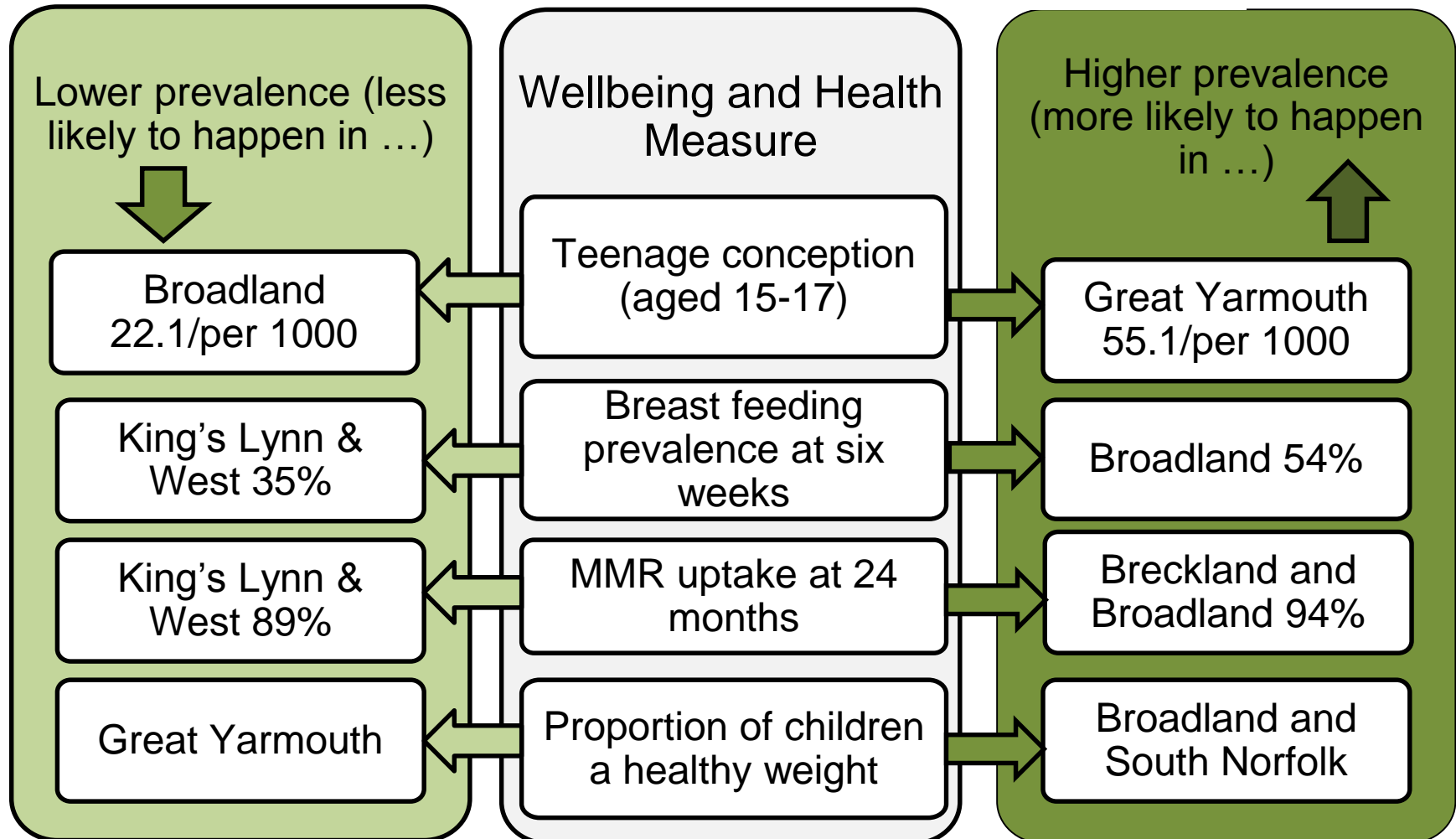
Many cases of dementia are not recorded by GPs, especially mild dementia, and the proportion of hospital admissions for the **over 65s with a comorbidity of dementia is increasing...**





# 3. Norfolk's young people

## The early years



# Children & Young People in Norfolk: A social story in numbers

## Population

97,000 0-10  
88,000 11-19

**Children in  
'homeless  
households'**  
443

## Carers

1,800 u16  
300 providing  
20+ hours/week

**Living in  
poverty**  
26,990  
u16

## Domestic Abuse

7,709 C&YP  
involved in 6,305  
incidents of DA

**NEET**  
1,470

**Anti Social  
Behaviour**  
7,252 u18  
incidents

**First time  
entrants to  
Youth Justice  
System**  
748

Green = better than Eng av.  
All figs in green = number per  
year, ChiMat 2012.  
No comparison for DA & ASB

## POPULATION



**21.54%** of Norfolk's population  
aged 0-19

[23.94% in England]

**Highest numbers of children**  
King's Lynn and West Norfolk  
Norwich

**Lowest numbers of children**  
North Norfolk  
Great Yarmouth

## CHILDREN IN LOW INCOME FAMILIES



**17.3%** of Norfolk's children  
live in low income families

[20.1% in England]

**Highest levels**  
Norwich  
Great Yarmouth

**Lowest levels**  
Broadland  
South Norfolk

## ATTAINMENT



**50.2%** of Foundation Stage pupils  
achieving a good level of  
development in Norfolk

[56.0% in England]

We need to focus on Early Years as  
issues in early life such as low attainment  
can adversely impact on future life  
chances.



## 4. Inequality

- Inequalities – often experienced in terms of different levels of wealth and deprivation – have a huge influence on life chances in an area
- Can have a significant bearing on chances of doing well at school, feeling happy, experiencing crime, getting a job or overall wellbeing
- Affects the likelihood of people needing services – particularly expensive services like those for Looked After Children or for adults and older people needing care

Part of Nelson  
Ward  
(Yarmouth)

Part of  
Cringleford

13 times less likely to be  
long term sick or  
disabled

6 times more likely to  
experience crime

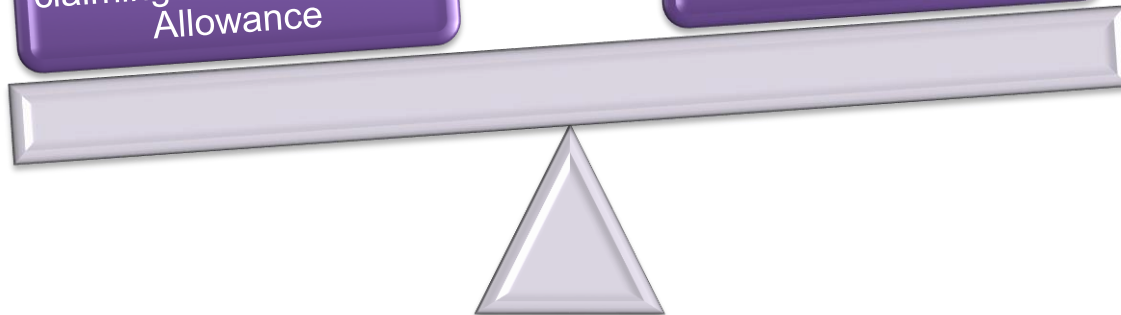
11 times more likely to be  
claiming Incapacity Benefit  
or Severe Disablement  
Allowance

5 times more likely to be  
claiming Disability Living  
Allowance

Almost twice as likely to  
achieve 5+ A\*-C at  
GCSE

6 times less likely to be  
unemployed

Almost a third more  
likely to be fuel poor



Good health overall; significant local  
difference in life expectancy

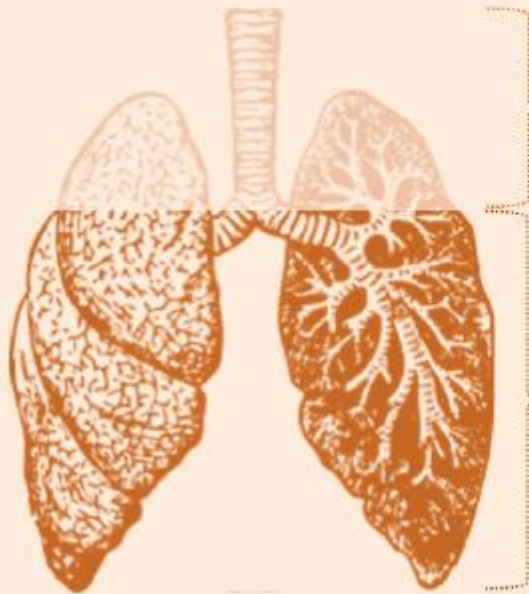
A close-up photograph of a red apple. The apple's surface is covered in numerous small, clear water droplets. The word "HEALTH" is embossed in large, bold, capital letters across the center of the apple. The background is a soft, out-of-focus mix of yellow and green.

HEALTH



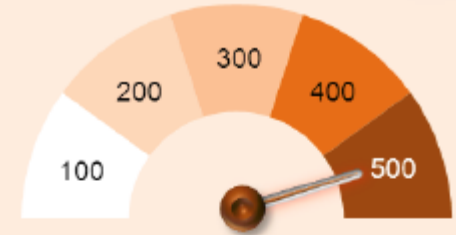
# 5. Health

## RESPIRATORY DISEASE

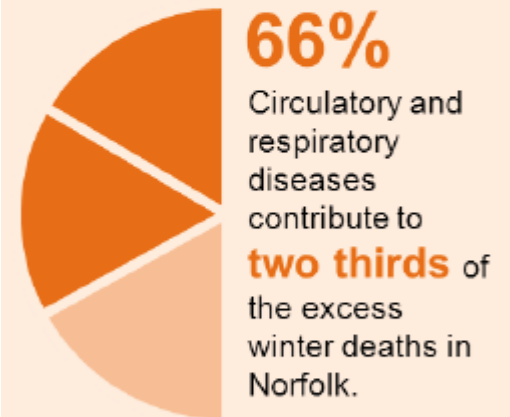


**9,000** estimated **undiagnosed patients** with Chronic Obstructive Pulmonary Disease (**COPD**) across Norfolk

**17,000** **Registered cases** in Norfolk of Chronic Obstructive Pulmonary Disease (**COPD**)

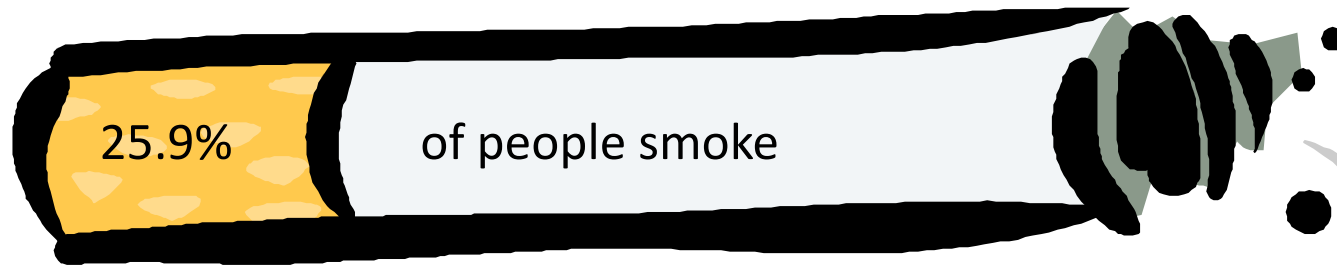


Norfolk has **500 more deaths each year during the winter** than we would expect, based on the number of deaths in non-winter months.

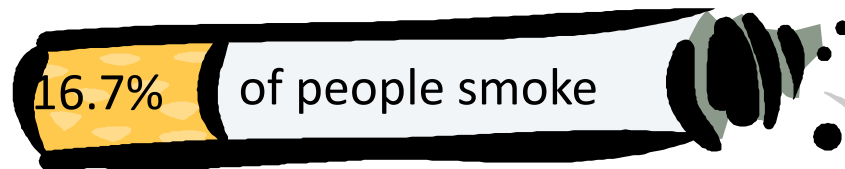


The most seasonally-sensitive causes of death, such as **respiratory and cardiovascular problems** primarily **affect the elderly**.

In Norfolk's most deprived areas:



In Norfolk's least deprived areas:



Smoking remains the single biggest cause of preventable premature death in Norfolk. Smoking rates are generally higher in deprived areas.

# Electoral Division Health Profiles are available on Norfolk Insight -

<http://www.norfolkinsight.org.uk/members>

**Norfolk Insight**

Norfolk Ambition

Visualise Community Data

You are here: [Home](#) [Log In](#)

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**NEW**

Health and Wellbeing Profile May 2013  
Electoral Division: Yarmouth Nelson and Southtown

**Top Issues**

People in Yarmouth Nelson and Southtown are not assessed as being particularly healthy, compared with Norfolk in general. Some of the particular issues for this area are:

...mortality from ... from cancers for the Norfolk ... he issues that lead such as smoking, not consumption and lifestyle factors that ... th smoking at the top ... in a priority

**FEATURED**

Electoral Division Health and Wellbeing profiles

A picture of the key health and wellbeing issues for your Electoral Division. [Read more](#)

[Tools](#)



[Data tables](#) [Profiles](#) [Data search](#) [Resources](#) [Contact us](#)

**Quick profile**

Enter your postcode below and start exploring key facts and figures about Norfolk and its local communities.

Postcode example NR27 9HP

[Go](#)

**Latest updates**

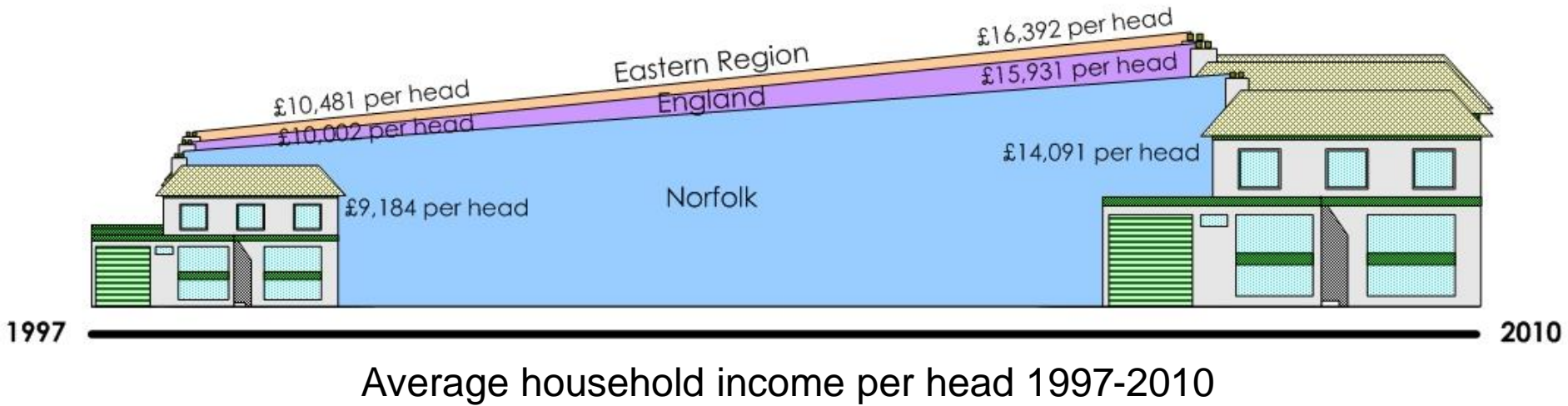
- 02 June 2014 [New report | Norfolk Healthy Child Programme Needs...](#)
- 02 June 2014 [New report | Health Needs Assessment: Falls Preven...](#)
- 14 May 2014 [Data update | Job Seeker Allowance](#)
- 25 April 2014 [Data update | Job Seeker Allowance](#)
- 27 March 2014 [Quarterly digest of Norfolk's online JSNA | Issue ...](#)
- 24 March 2014 [New report | The](#)



# 7. The Norfolk economy



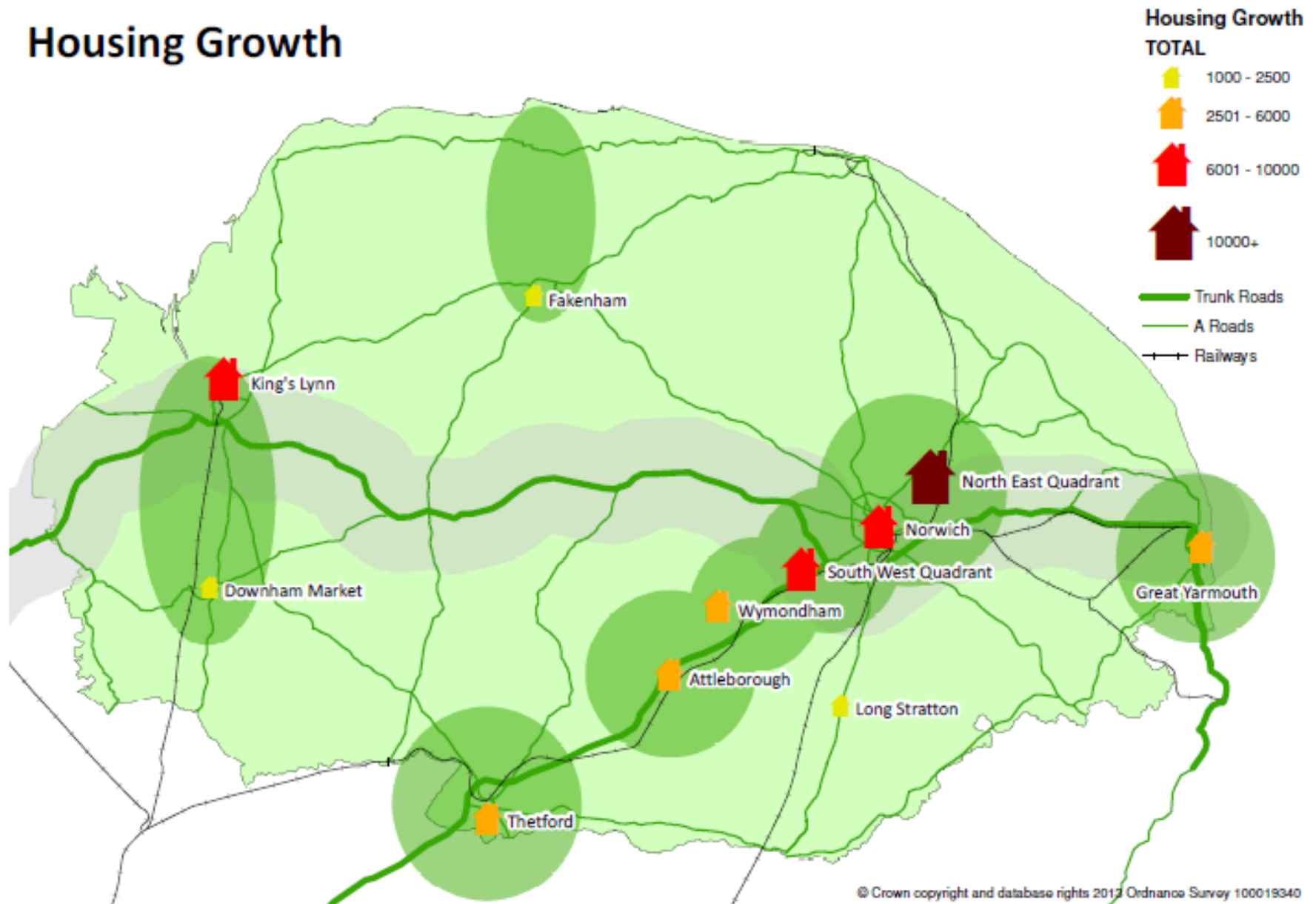
# Low income levels



Significant pockets of deprivation and need

# 7. The Norfolk economy

## Housing Growth





# Facts: skills



- School attainment improving – though remains below national average at GCSE
- General qualifications for 18-64 lower than regional and national averages – though improving at faster rate
- NEETs higher than national and regional averages
- Increasing numbers of apprenticeships – Norfolk County Council have committed a £3.5m fund to provide up to 400 apprenticeships by March 2014



# What Local Councils provide

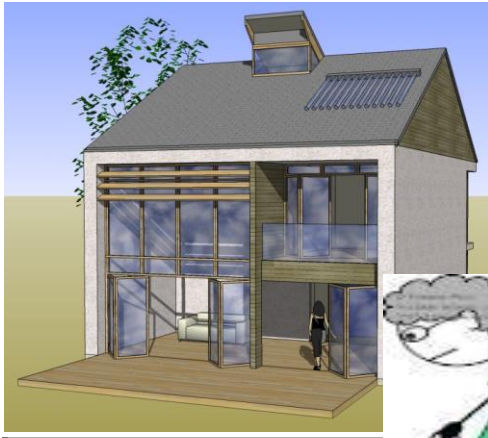
Councils are responsible for providing local services and facilities.  
Council tax is a means whereby each householder contributes towards the cost of services provided.

The Council is responsible for all of the following services:

- Social care for elderly & children
- Waste and recycling
- Education services
- Environmental health
- Coroners
- Public protection
- Libraries and Museums
- Support for voluntary sector
- Arts, recreation & grants

- Youth & Play (early years)
- Regulation of local business
- Roads and footpaths
- Elections & registrars
- Fire & Rescue Services
- Community safety
- Economic development
- Travel & transport
- Corporate services

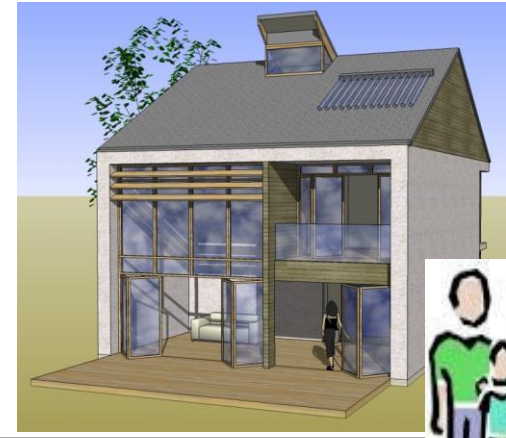
**Each household will use a range of different services based upon their needs and circumstances.**



- Social care for elderly
- Waste and recycling
- Libraries & museums
- Community safety
- Coroners
- Roads and footpaths
- Elections & registrars
- Fire & Rescue Services
- Arts & recreation

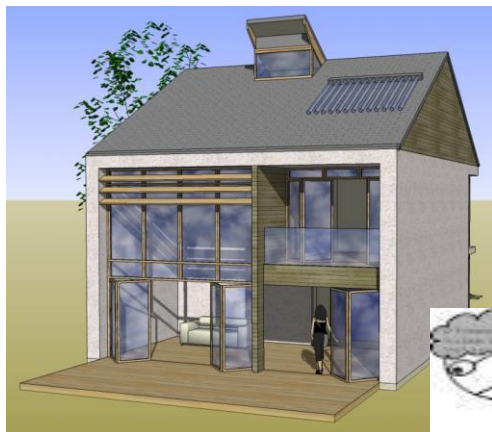


- Roads and footpaths
- Waste and recycling
- Arts and Recreation
- Economic development
- Fire & Rescue Services
- Elections & registrars
- Libraries & museums
- Coroners
- Community safety



- Youth & Play
- Roads and footpaths
- Waste and recycling
- Education services
- Economic development
- Libraries & museums
- Social care children
- Community safety
- Elections & registrars
- Fire & Rescue Services
- Arts and Recreation
- Coroners

## Each 'menu' of services will cost a different amount to provide (element funded by council tax)



### Example A: An elderly household

Services	Net Cost per household
•Social care for elderly	£767.15
•Waste and recycling	£106.38
•Libraries & museums	£ 36.31
•Community safety	£ 2.95
•Coroners	£ 3.61
•Roads & footpaths	£125.51
•Elections & Registrars	£0.34
•Fire & Rescue services	£74.72
•Arts & Recreation	£1.20
Total	£1,118.17



## Example B: An adult household

Services	Net Cost per household
•Waste and recycling	£106.38
•Libraries & museums	£ 36.31
•Community safety	£ 2.95
•Coroners	£ 3.61
•Roads & footpaths	£125.51
•Elections & Registrars	£0.34
•Fire & Rescue services	£74.72
•Arts & Recreation	£1.20
•Economic Development	£6.67
Total	£357.69

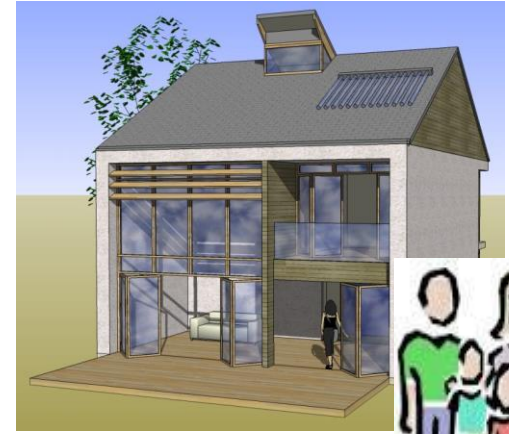
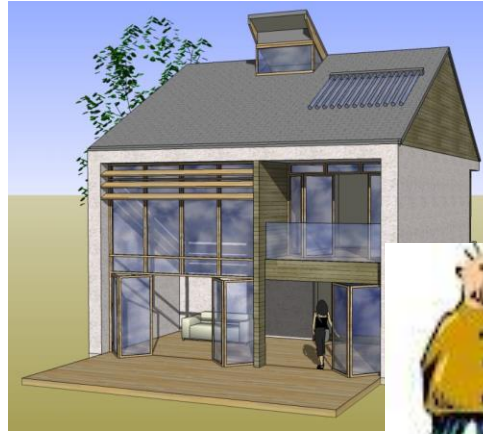
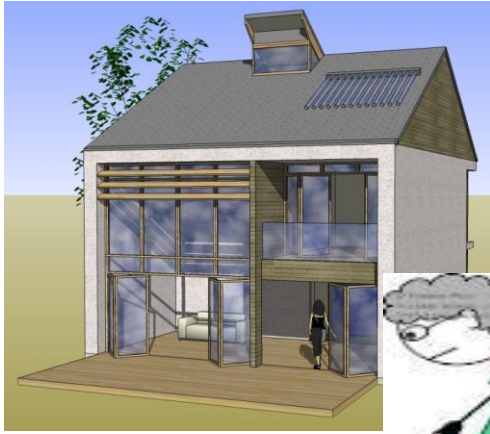




## Example C: A family household

Services	Net Cost per household
•Youth & Play	£417.67
•Education services	£394.68
•Social care children	£788.15
•Waste and recycling	£106.38
•Libraries & museums	£ 36.31
•Community safety	£ 2.95
•Coroners	£ 3.61
•Roads & footpaths	£125.51
•Elections & Registrars	£0.34
•Fire & Rescue services	£74.72
•Arts & Recreation	£1.20
•Economic Development	£6.67
<b>Total</b>	<b>£1958.19</b>

**But each will be charged the same Council Tax based upon their property tax band.**



Cost of services provided  
£1,118.17

Band D Council Tax

Cost of services provided  
£357.69

Band D Council Tax

Cost of services provided  
£1958.19

Band D Council Tax

# NCC's Customer Service Centre in 2013-14



Over 300,000  
calls answered



Average time to  
answer calls - 51  
seconds



Over 41,000  
emails received



Each month over  
80% of contacts  
by phone\*

\* Remainder by text, web, email etc



34%

34% of contacts related to  
social care (Adults and  
Children's)

## Customer Service Centre - Contacts by Service Area

