



Greater Norwich Housing Market Assessment

**Economic Summary
Housing Market Areas**

1 ECONOMIC SUMMARY - HOUSING MARKET AREAS

1.1 Summary and Conclusions

This economic summary looks at the similarities and differences between the housing market areas within the sub-region.

The purpose of the analysis is to identify economic factors that will influence one or more of the housing market areas. We are particularly concerned with trends in the market that may influence long-term affordability within each of the market areas.

This analysis is heavily dependent upon quantitative data. We will need the skills and experience of economic development officers working in the sub-region to...

- Comment on this initial analysis.
- Help interpret the data.
- Help predict future trends.

Main Conclusions

Economically the differences between district council areas are more obvious than the differences between the 10 housing market areas.

In general the housing market areas have similar characteristics. The Greater Norwich housing markets have more similarities than differences.

The greatest economic contrasts occur within the Norwich housing market area.

The Long Stratton housing market area has the highest mean household income of £36,035 - this is £5,000+ more than for the sub region. In reality, Long Stratton is probably a sub area of the Norwich market area.

Some of the Norwich suburbs in Broadland district repeat the pattern of relative affluence found in Long Stratton. The same is probably true for Norwich suburbs in South Norfolk district. These suburbs form 'affluent' sub areas of the Norwich housing market area.

The southern housing market areas – Beccles/Bungay, Diss and Harleston – are the most self-contained and have the most differences with the Norwich market area. In these markets the growth or decline in manufacturing may have a disproportionate effect on local economies

Property prices in housing markets outside Norwich are set by demand from households many of which earn incomes from work in Norwich. It follows that anything that will make commuting slower or more expensive – for example taxes based on miles travelled – will tend to reduce demand and therefore reduce house prices. In contrast, things that make remote working easier – such as home working – will tend to push up prices.

1.2 Datasets

The economic analysis at for the housing market areas uses four datasets...

1. Distance travelled to work.
2. Employment by industry.
3. Economic activity and working age benefit claimants.
4. Average (mean) income and income distribution.

The 2001 census provides the travel to work data for the working population resident in the market area.

The 2001 census also provides information on employment by industry for the working population resident in the market area. This information is not available for people working in the housing market area¹. This means we cannot identify directly industries important to each housing market area. But any differences in employment patterns for the resident population are likely to be due to local industries. So, for example, more residents in the Diss housing market area are employed in manufacturing than the sub regional average. The likely cause is that there is a concentration of manufacturing industry in the Diss area.

Our third dataset looks at economic activity and at trends in working age benefit claimants. The 2001 census provides information on economic activity for people of working age (16 to 60 for women and 16 to 65 for men). Nomis provide information on the number of working age claimants at the super output area (lower) level. We can combine these areas to approximate to our housing market areas². The two datasets combined allow us to look at differences and trends in economic activity rates for the housing market areas.

Our final dataset looks at average (mean) incomes and income distribution for 2006. The data is from the Norfolk Data Observatory who in turn obtained the data from CACI paycheck. The data is available at super output area (lower) level. We can combine these areas to approximate to our housing market areas.

The following sections summarise the results for each of the four datasets.

¹ Information on industry of employment by workplace is available only at district level.

² The areas sometimes contain more than one parish and so may form part of more than one housing market area.

Travel to Work Distance

It is no surprise that travel to work distances closely relate to the important work locations. The relationship with Norwich as a centre of employment divides the 10 market areas into three subgroups...

1. Norwich.
2. Diss, Beccles/Bungay and Harleston
3. The remaining housing market areas.

Almost all of the working population (85%) that live in the Norwich housing market area also work in the area. Norwich is very self-contained. Of the 10 areas, Norwich is the one with the best claim to be a true housing market. Nearly all journeys to and from work start and end within the Norwich market area. In consequence journey distances are smaller than the sub-regional average.

Diss, Beccles/Bungay and to a lesser extent Harleston are also quite self-contained. High proportions of the working populations live and work within the areas. For those travelling to work outside of the market area the destinations are more likely to be south and outside of the sub-region rather than north to Norwich.

The remaining six housing market areas are less self contained and far more focused on Norwich than are Diss, Beccles/Bungay or Harleston. For all these market areas Norwich is usually the second most important work location after the local market itself. For the Long Stratton area Norwich is a more important work location than the local area. For these six market areas the average travel to work distance is higher than the sub-region. The most common travel distance corresponds with the average distance to Norwich.

Employment by Industry

There are limited differences in industry of employment between the housing market areas.

Agriculture is relatively important in all areas apart from Norwich. Across the sub-region agriculture employs 2% of the working population. This rises to nearly 8% in the Reepham market area.

Manufacturing is a relatively important industry in Beccles/Bungay (19%), Diss (17%) and Harleston (19%). The sub-regionally average is 14%. The differences are more significant than the figures – based on place of residence and not place of work - suggest. The residence based place of work figures tends to hide locally important employment patterns.

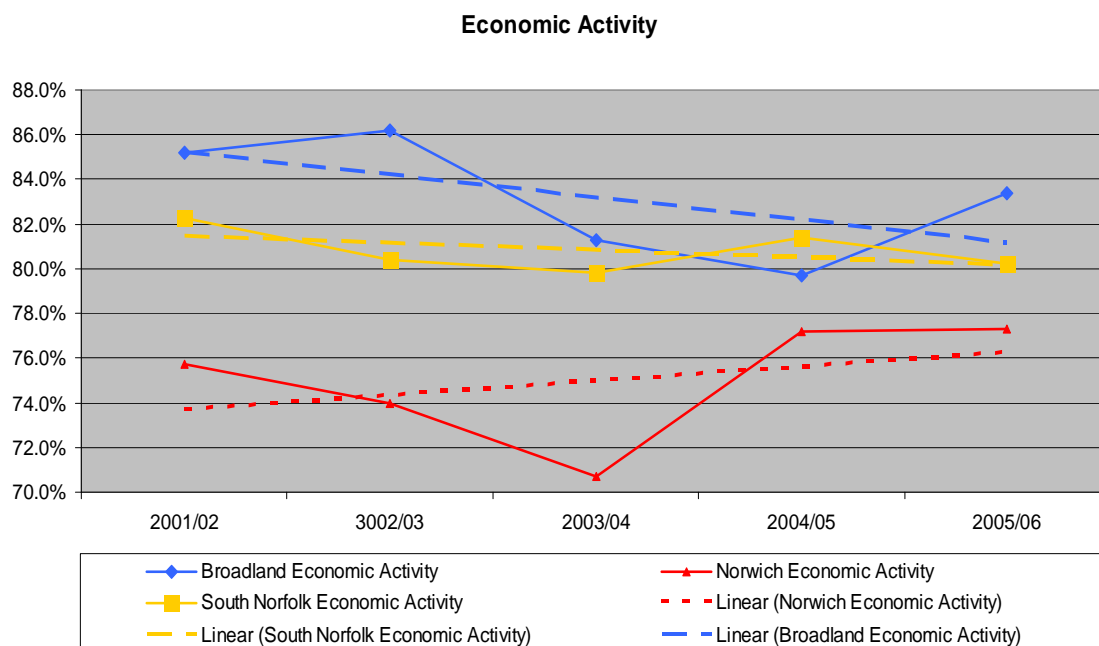
Retailing is locally important in Diss. Sub-regionally 17% of the working population work in wholesale/retail in Diss the figure is 21%.

Agriculture aside, it is difficult to identify significant differences in employment patterns from the sub-regional average in any of the other seven housing market

areas – Norwich, Aylsham, the Broads, Long Stratton, Reepham, Wroxham, and Wymondham

Economic Activity and Working Age Benefit Claimants

The census provides economic activity data for 2001. By adding results for parishes we produce figures for housing market area. More recent results are available at local authority level. These confirm that economic activity rates have not changed significantly since 2001.



Source: From National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

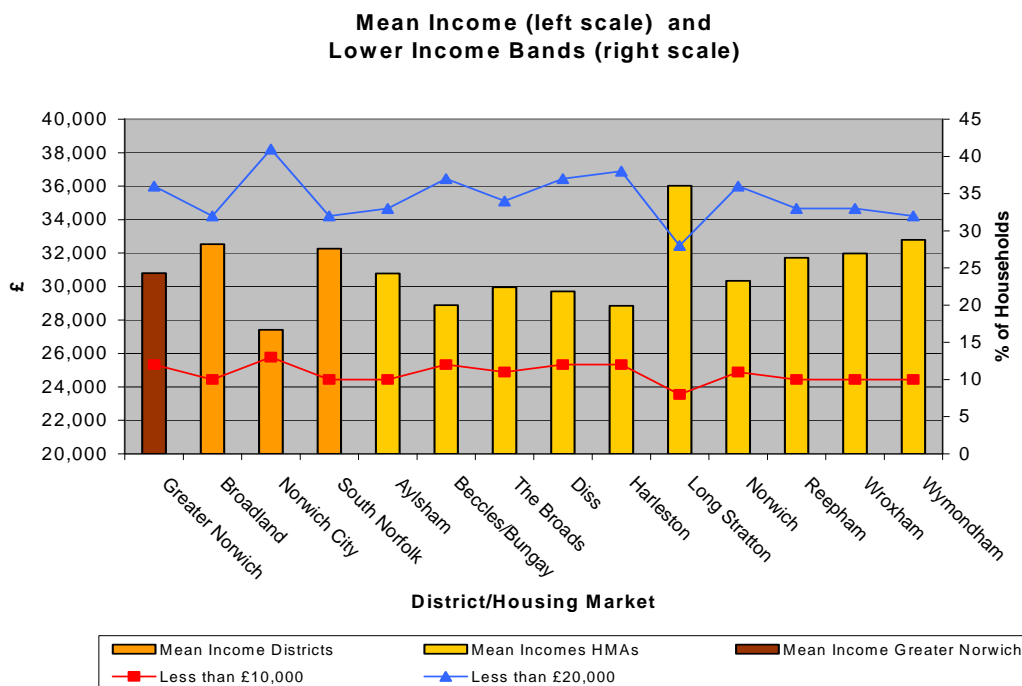
A person is economically active if they are of working age and are working or actively seeking work. Working age is 16 - 60 for women and 16 – 65 for men. Students are included as economically active.

The differences in economic activity rates between the housing market areas are small. Beccles/Bungay has the lowest rate at 77%. The highest rate is Long Stratton at 82%.

The rates of self-employment show more marked differences. The Norwich housing market area has the lowest rate at 8%. This falls to just 6% in Norwich district. All the other market areas have figures above the sub region average of 10%. Harleston, Long Stratton, Reepham and Wroxham have joint highest rates of self-employment at 15%.

The claimant count is one of the few regular statistics that we can collate at housing market area level. These rates vary between markets ranging from 8% in Beccles/Bungay to 13% in the Broads. Within each market area the rates have remained fairly constant for the period 2002 to 2006.

Average (Mean) Income and Income Distribution



Long Stratton aside, the greatest differences in mean incomes is between the districts.

All of the housing market areas in Broadland district have mean incomes below the Broadland average. The same is true for the Norwich and Broads market areas that Broadland shares with the other districts. Within Broadland district the areas with highest mean incomes are in parts of the Norwich housing market area. The three wards with highest average incomes are...

- Thorpe St Andrew (SE) - £39,880.
- Plumstead - £39,700.
- Drayton N - £38,800.

It is not difficult to combine wards to create affluent areas similar to the Long Stratton housing market area.

Housing Market Analysis

The following sections provided detailed information for each of the housing market areas. (Economic Framework HMA Detail.doc)

1.3 Aylsham Housing Market Area

The distance travelled to work reflects the main locations of employment for ...

- 40% work in the Aylsham housing market area.
- 35% work in the Norwich housing market area – largely explaining the numbers travelling 10 – 19.99 km.

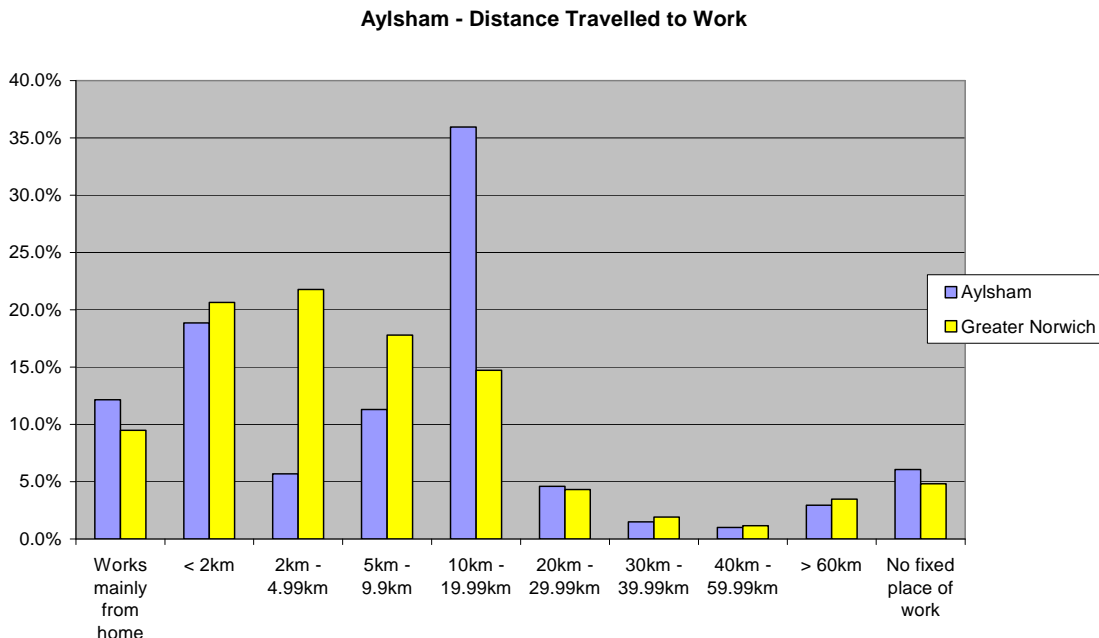
The majority (60%) of workers living in the Aylsham housing market area work outside the market area. This may hide the significance of local industries. That said there are very few differences between the work patterns of residents in the Aylsham housing market area and those in Greater Norwich. The possible exception is agriculture – this is not surprising given the rural nature of the area.

Aylsham has fewer economically inactive people in the working age population than the sub-region. Aylsham has significantly more self-employed people than the sub-region. The proportion of the working age population claiming benefit is consistently lower than the sub-region.

The average household income of £30,788 is almost identical to the sub-regional average of £30,794. The income distribution also follows closely that of the sub region.

The following graphs provide detailed information.

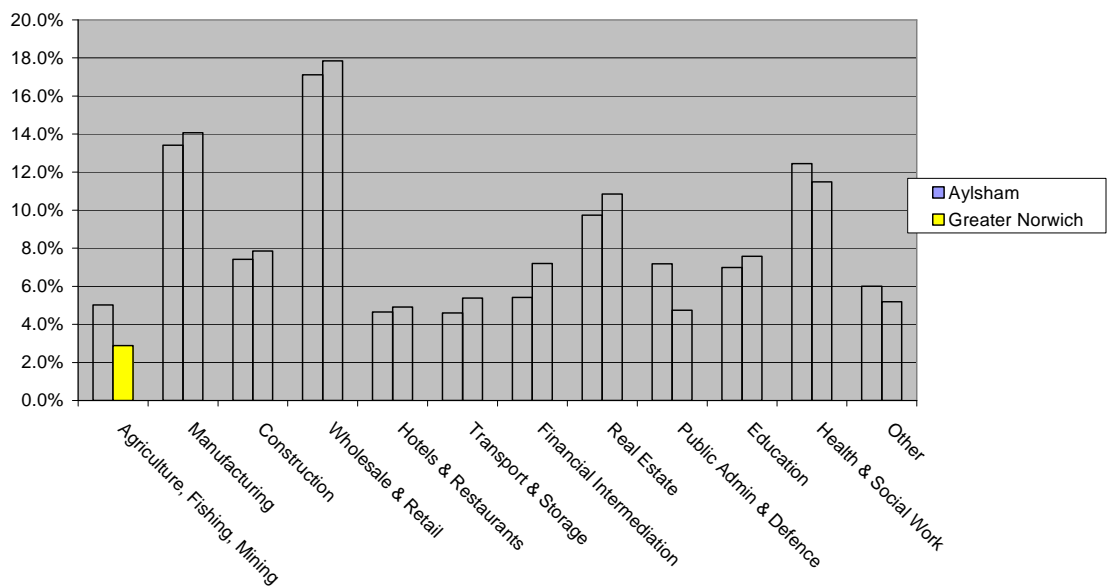
Distance to Work



Source: 2001 Census

Employment by Industry

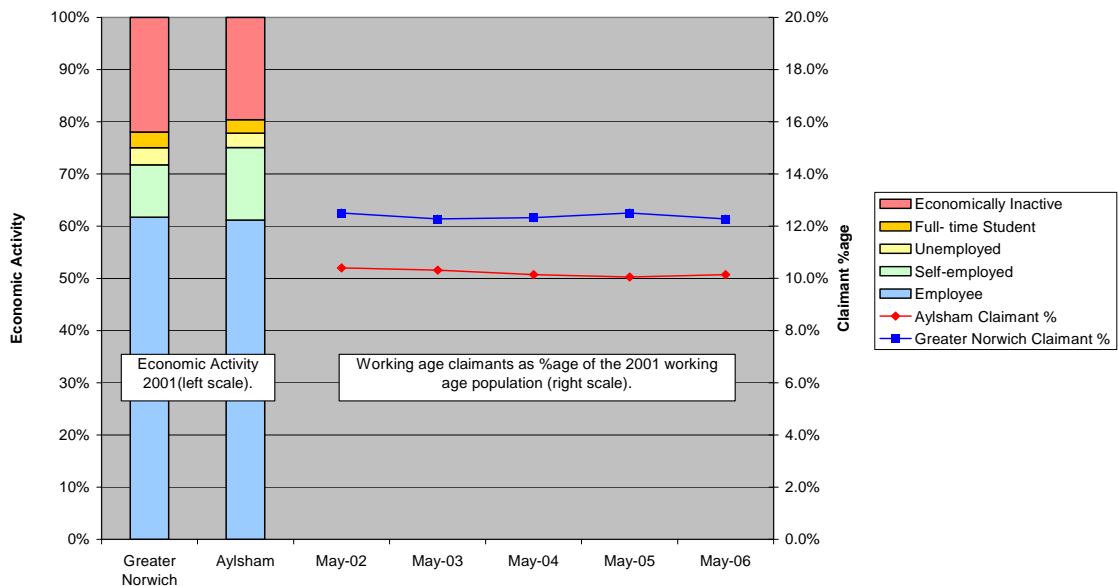
Aylsham - Industry of Employment



Source: 2001 Census

Economic Activity and Working Age Benefit Claimants

Economic Activity 2001 and Benefit Claimants 2002 to 2006

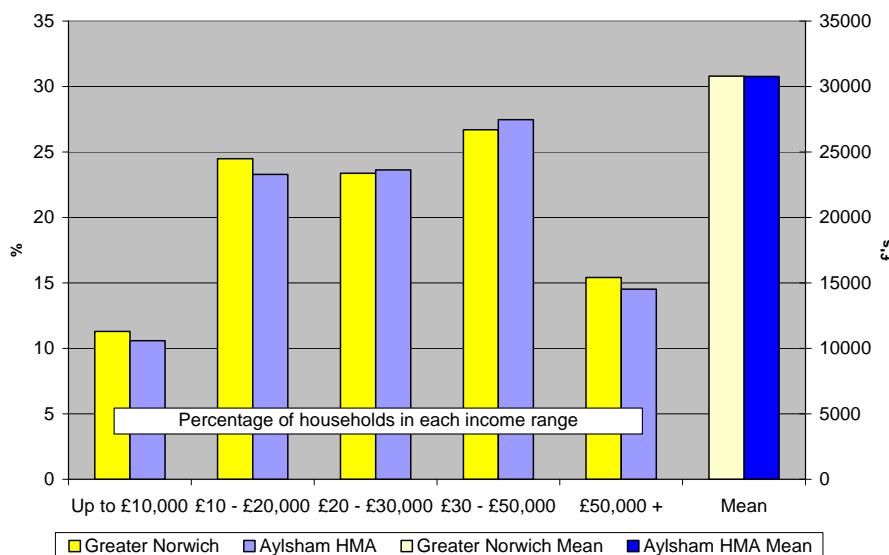


Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics website: www.statistics.gov.uk Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income

**Aylsham Income Distribution (left scale)
and Mean Income (right scale) 2006**



Source: Norfolk Data Observatory.

1.4 Beccles/Bungay

Fifty-two percent of the working population work in the Beccles/Bungay market area and account for most of the journeys of less than 10 km. The other two main work locations for local residents are the Norwich market area (14%) and Waveney district (19%) and these account for most journeys of 10 km or more.

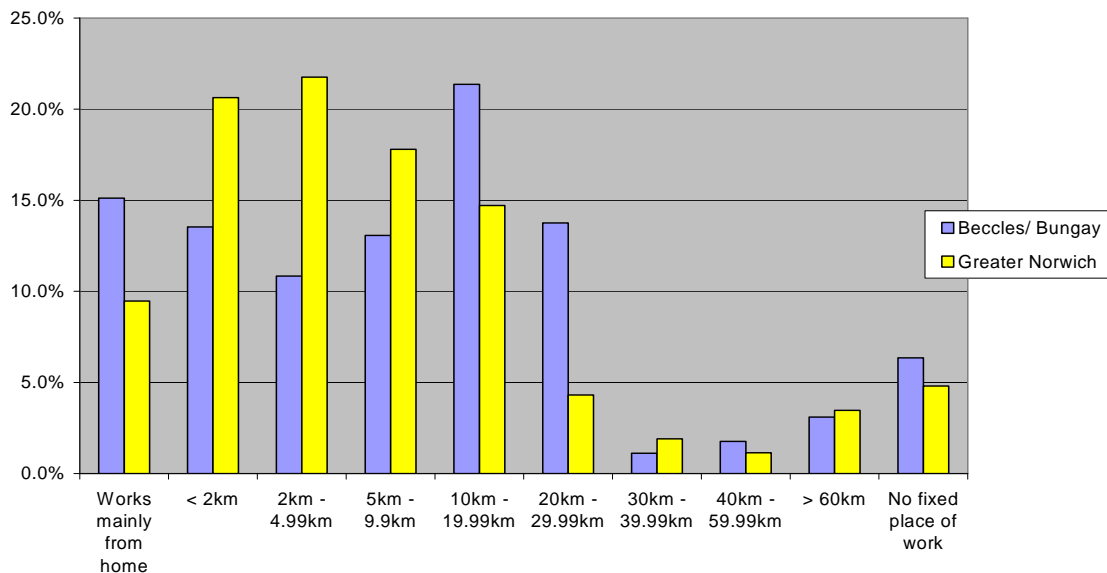
Agriculture and manufacturing are more important industries than the sub-regional average. Financial intermediation is a less important industry.

Overall economic activity rates for the Beccles/Bungay housing market area are similar to the sub-region but more people are self-employed and fewer are employees. The proportion of working age benefit claimants is consistently below that of the sub-region.

Average income at £28,883 is below the sub-regional average of £30,794. The income distribution reflects this. Proportionately more households are in lower income bands and fewer households are in higher income bands than for the sub-region as a whole.

Distance to Work

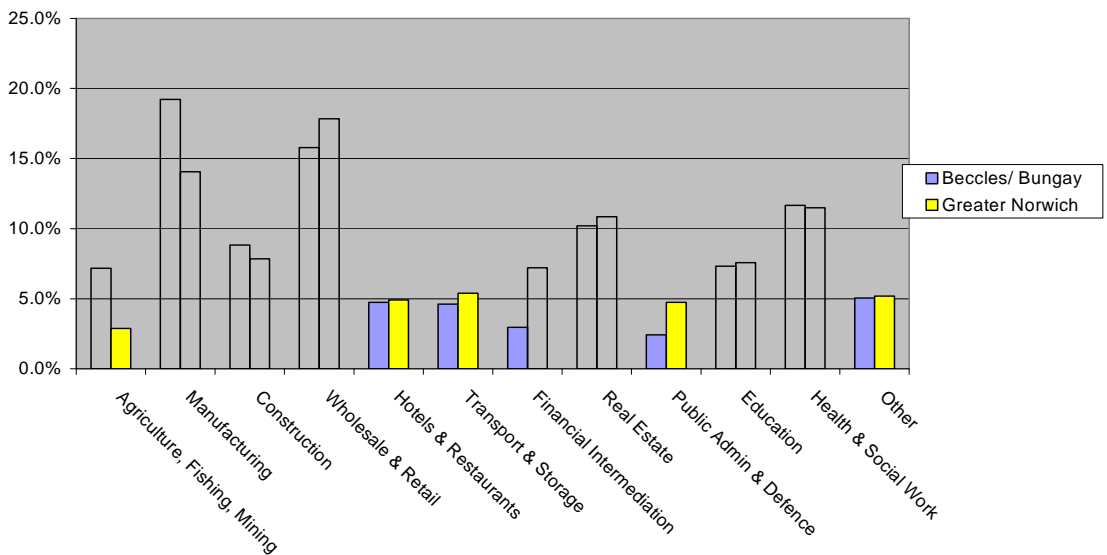
Beccles/Bungay - Distance Travelled to Work



Source: 2001 Census

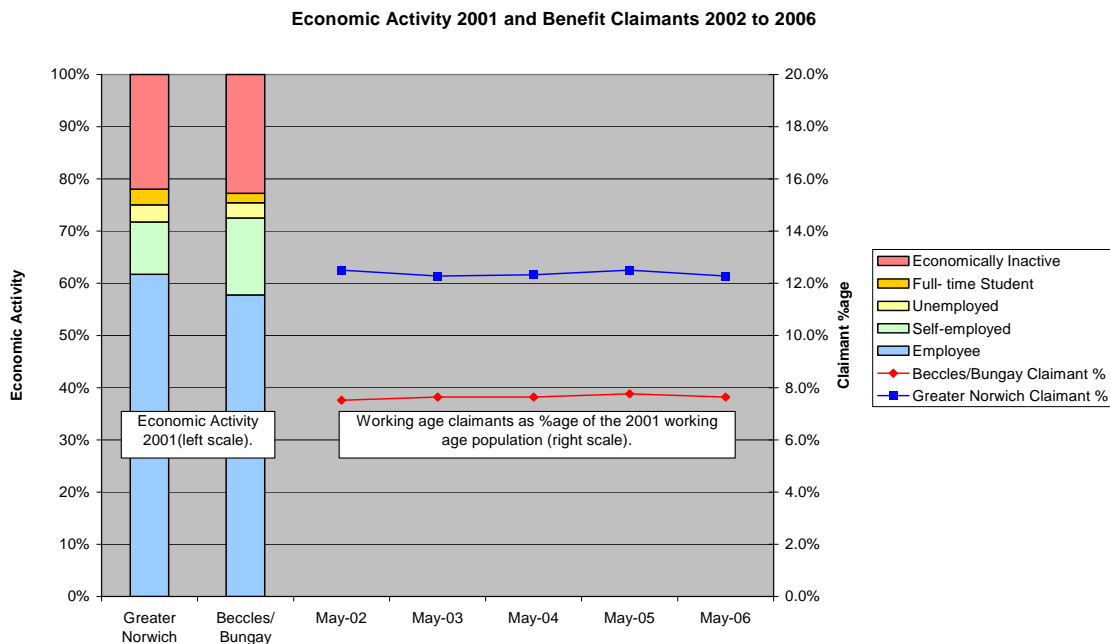
Employment by Industry

Beccles/Bungay - Industry of Employment



Source: 2001 Census

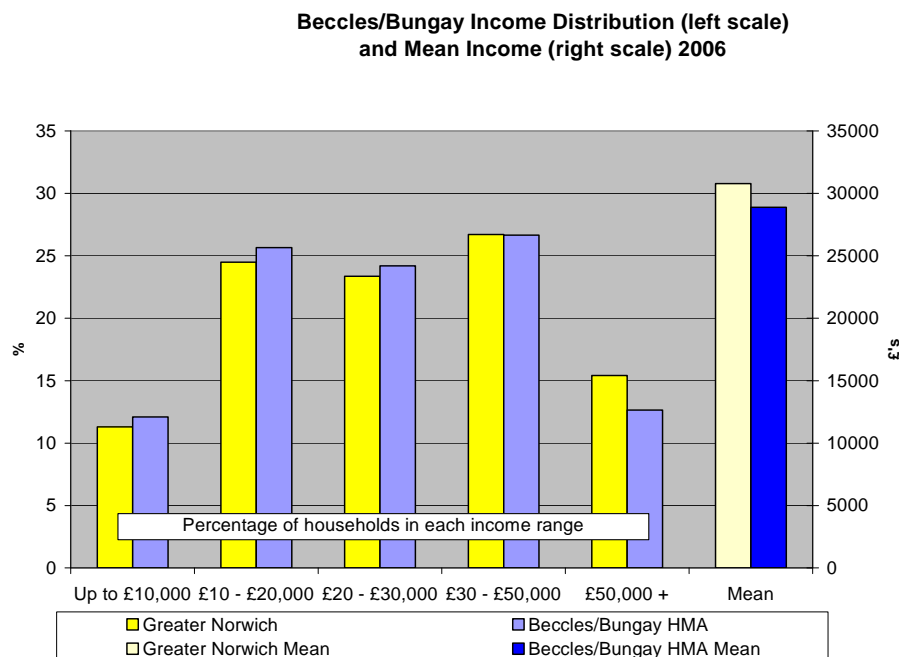
Economic Activity and Working Age Benefit Claimants



Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory

1.5 The Broads

Residents in the Broads travel further to work than the regional average. Only 30% of the working residents work within the Broads market area. Most of the rest work in the Norwich market area (30%) or Great Yarmouth district (13%).

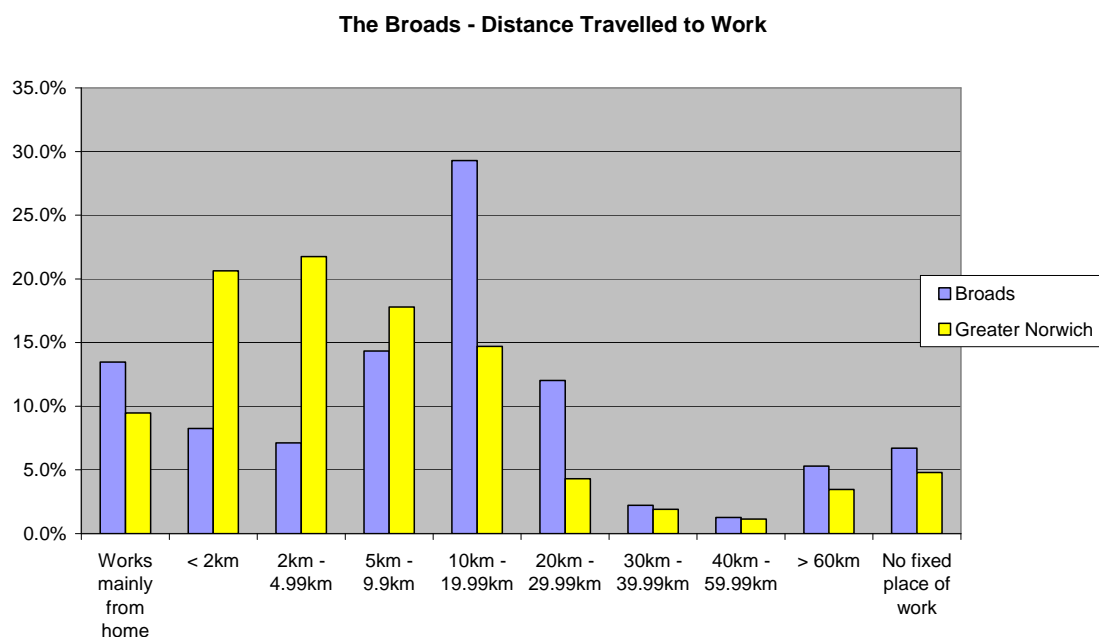
Agriculture employs more people than the sub-regional average the construction industry also employs more than the sub-regional average. Financial intermediation is less important than in the sub region as a whole.

Economic activity rates are similar for the Broads and the sub-region. But more economically active people in the Broads are self-employed and fewer are employed than in the sub-region as a whole.

The mean income at £29,955 is lower than the sub-region mean of £30,794. The income distribution is slightly more concentrated on the £20 - £30,000 and £30 - £50,000 income bands when compared with the sub-region.

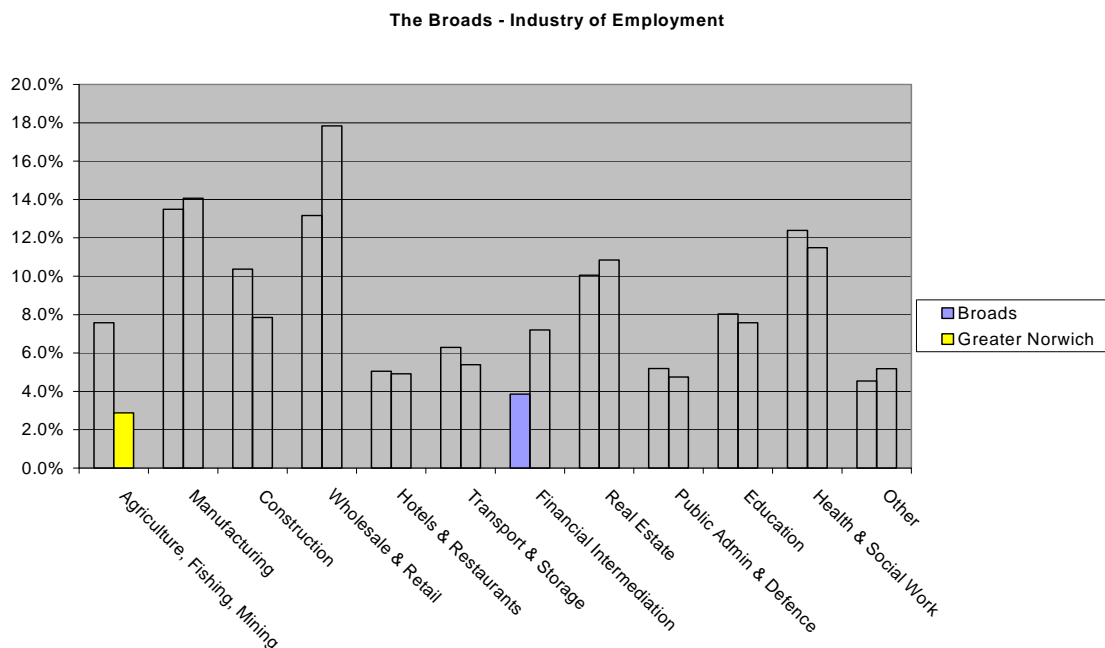
The following graphs provide more detail.

Distance to Work



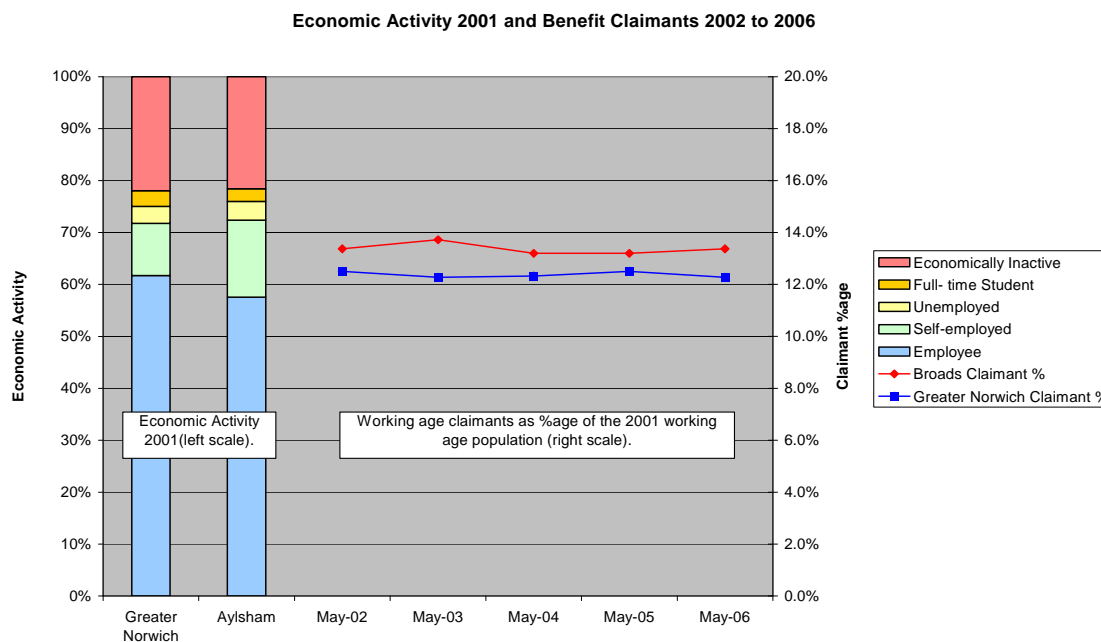
Source: 2001 Census

Employment by Industry



Source: 2001 Census

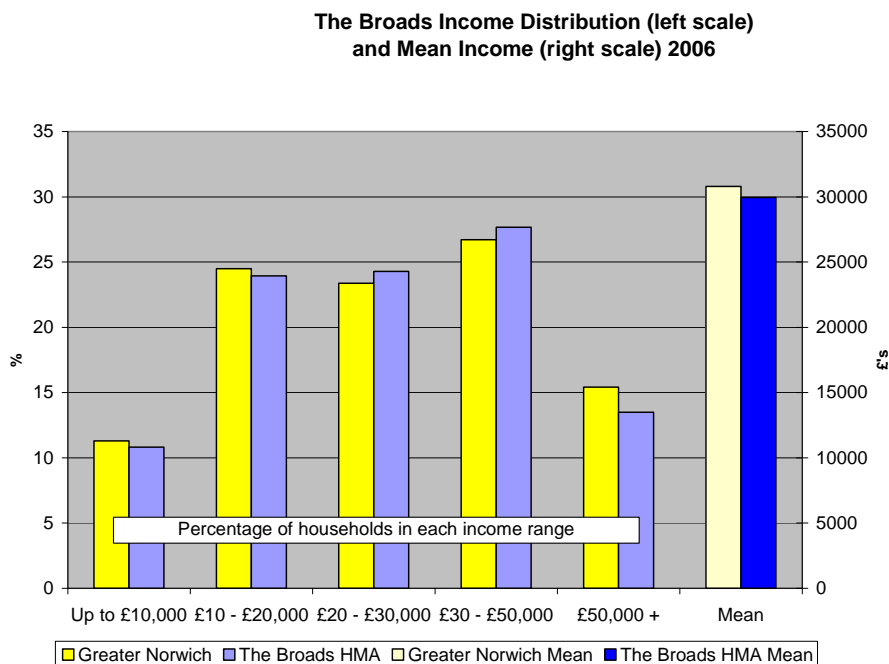
Economic Activity and Working Age Benefit Claimants



Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory

1.6 Diss

The Diss housing market area is less integrated with the Norwich housing market area than the other sub-regional housing market areas. This is apparent both from travel to work distances and industry of employment.

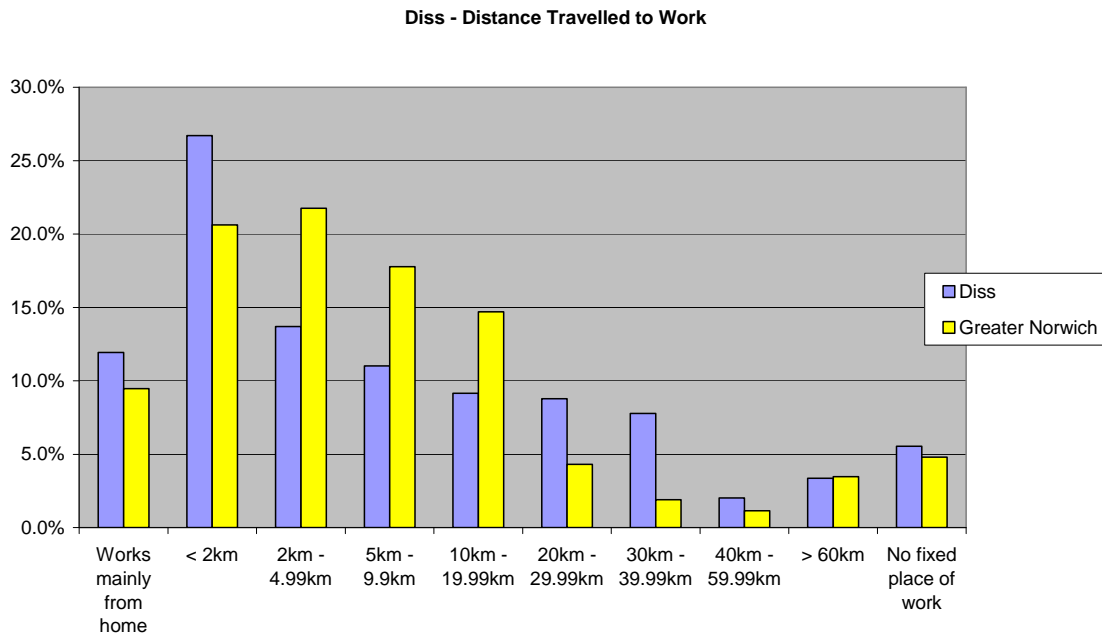
Of the working population who live in the Diss market area 56% also work in the area. This is the highest proportion after the Norwich market area. Travel to work distances reflect the high proportion of resident who also work in the area. More people than the regional average work at home or travel less than 2 km – nearly 40% of the total. Of the 44% of the working population that work outside of the Diss market area more work in Mid Suffolk district (13%) than in the Norwich market area (11%).

Agriculture, manufacturing and retail are all relatively important employers of workers living in the Diss market area. It is reasonable to assume that this is because these industries are well represented in the area.

Economic activity is higher in Diss than in the sub-region with higher proportions on self-employed and employed people. The working age benefit claimant proportion is similar to the sub-regional average.

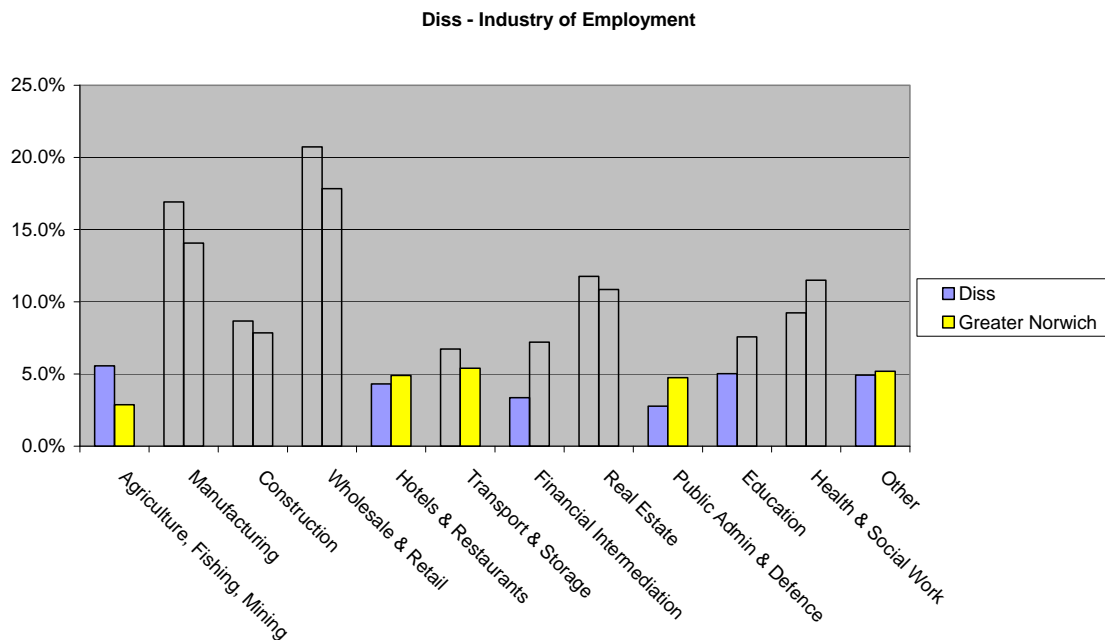
Mean income in the Diss market area is relatively low at £29,716 compared to the sub regional mean of £30,794. This is possibly a reflection of low pay in the agriculture, retailing and manufacturing industries.

Distance to Work



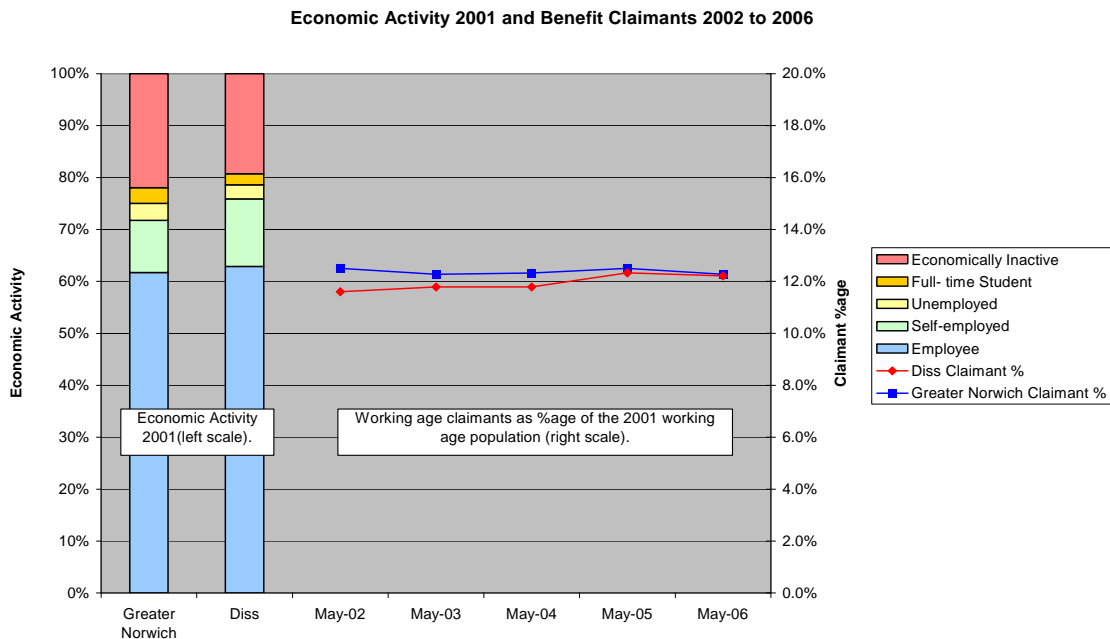
Source: 2001 Census

Employment by Industry



Source: 2001 Census

Economic Activity and Working Age Benefit Claimants

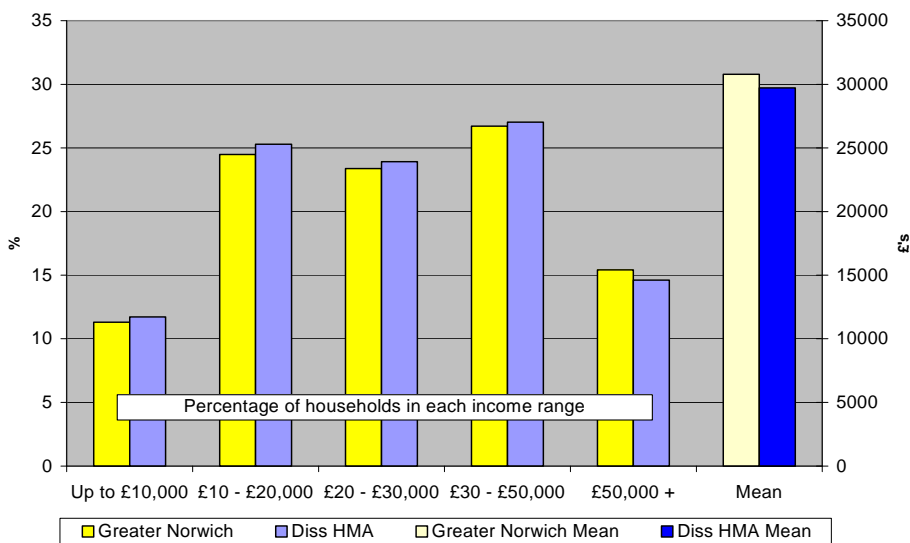


Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income

Diss Income Distribution (left scale) and Mean Income (right scale) 2006



Source: Norfolk Data Observatory

1.7 Harleston

The Harleston housing market area borders the Diss market area and the two have some similarities. Harleston however is less independent of the neighbouring market areas and districts.

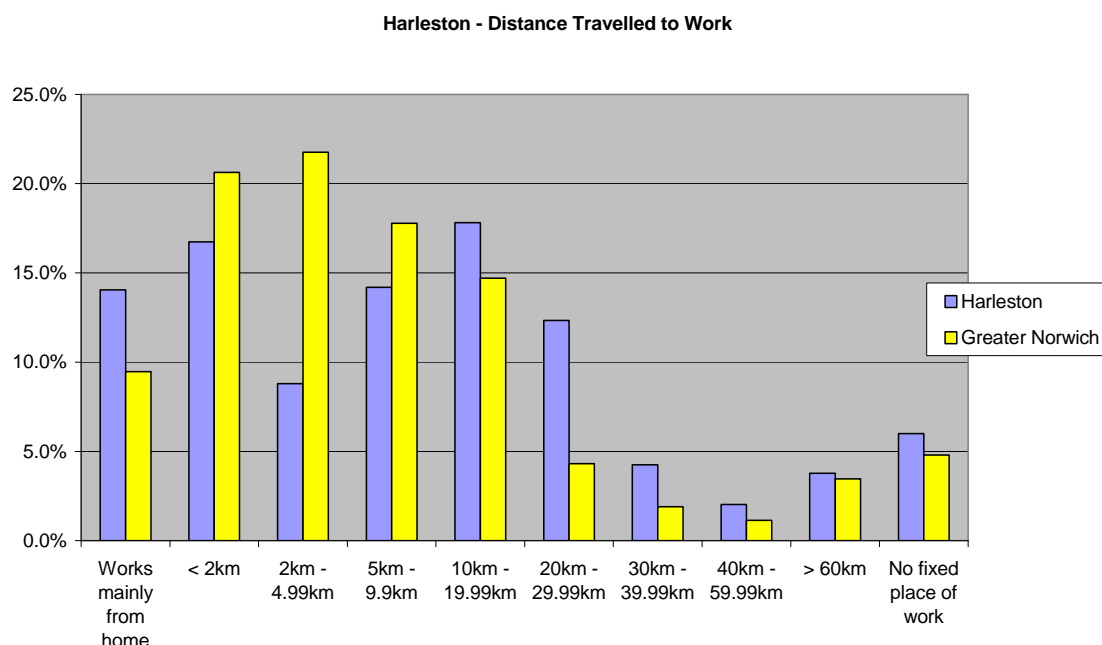
Of the working population, 44% work locally. Only Norwich (85%), Beccles/Bungay (52%) and Diss (56%) market areas have higher local working populations. Of those who travel to work outside of the Harleston market area three locations are equally important, Norwich market area (11%), Diss market area (11%) and Mid Suffolk district (10%). Travel to work distances are greater than the sub-regional average.

Like Diss agriculture and manufacturing are locally important industries but unlike Diss retail is only marginally more important than the regional average.

Self-employment in the Harleston market area is higher than the regional average and economic inactivity is lower. The proportion of employed people is close to the sub-regions average.

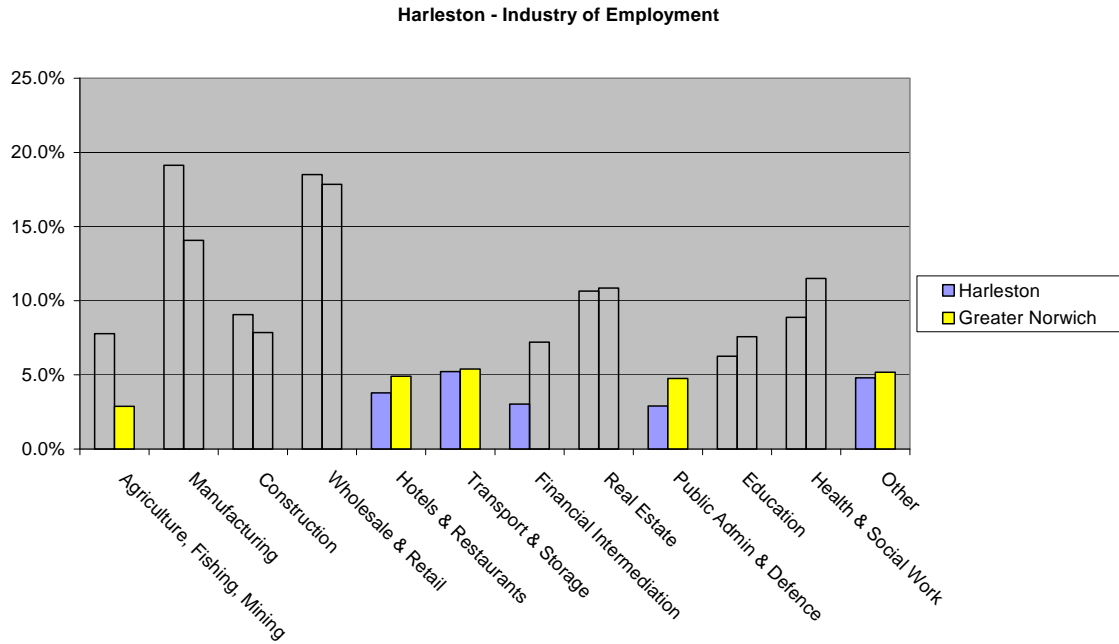
Mean income at £28,844 is nearly £2,000 less than the sub-regions mean of £30,794. It is the lowest of any of the market areas in Greater Norwich and probably reflects the importance of low paid local industries.

Distance to Work



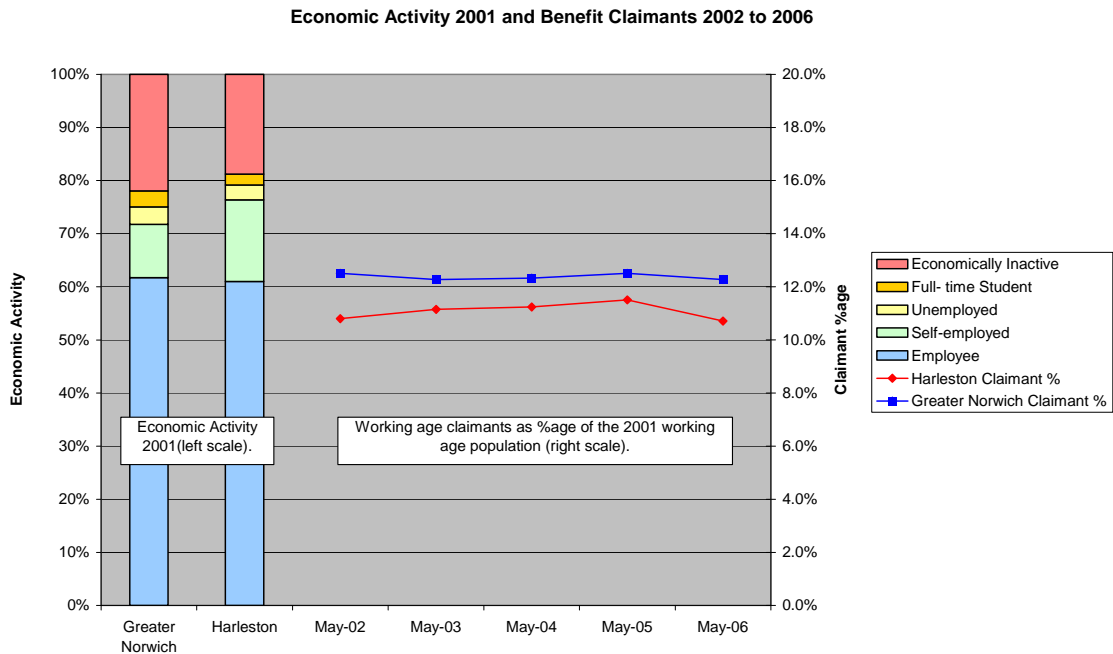
Source: 2001 Census

Employment by Industry



Source: 2001 Census

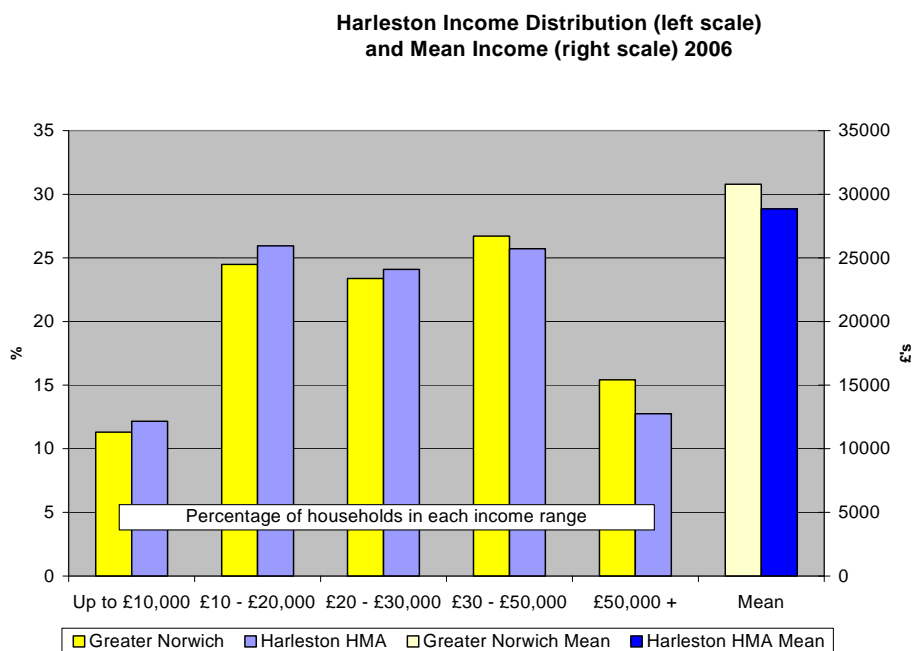
Economic Activity and Working Age Benefit Claimants



Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory

1.8 Long Stratton

Unlike the neighbouring housing market areas of Diss and Harleston to the south the Long Stratton market area is clearly closely integrated with that of Norwich. A large proportion of the working population work in the Norwich market area. Employment by industry is very similar to that of the sub-region as a whole.

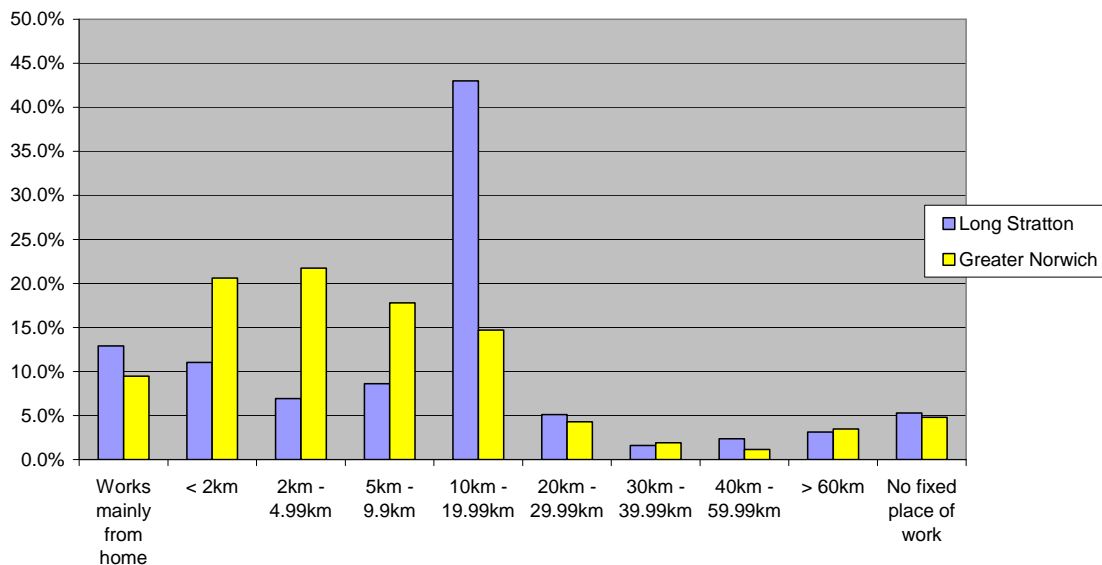
Nearly equal numbers of working residents work in the Norwich market area (39%) as work locally (37%). Travel to work distances are higher than the regional average and the proportion travelling between 10 and 20 km (43%) is very close to the proportion working in the Norwich market area (39%).

Employment by industry is very close to the sub-region as a whole. Only agriculture is significantly more important. This is a hardly surprising result given the rural nature of the area.

This is the most affluent of the housing market areas. Economic activity is higher than the sub-region and the proportion of working age benefit claimants is consistently below that of the sub-region. The mean household income of £36,035 is more than £5,000 above the sub-region mean of £30,794. Twenty-three percent of households have income in excess of £50,000 this compares with 15% for the sub-region as a whole.

Distance to Work

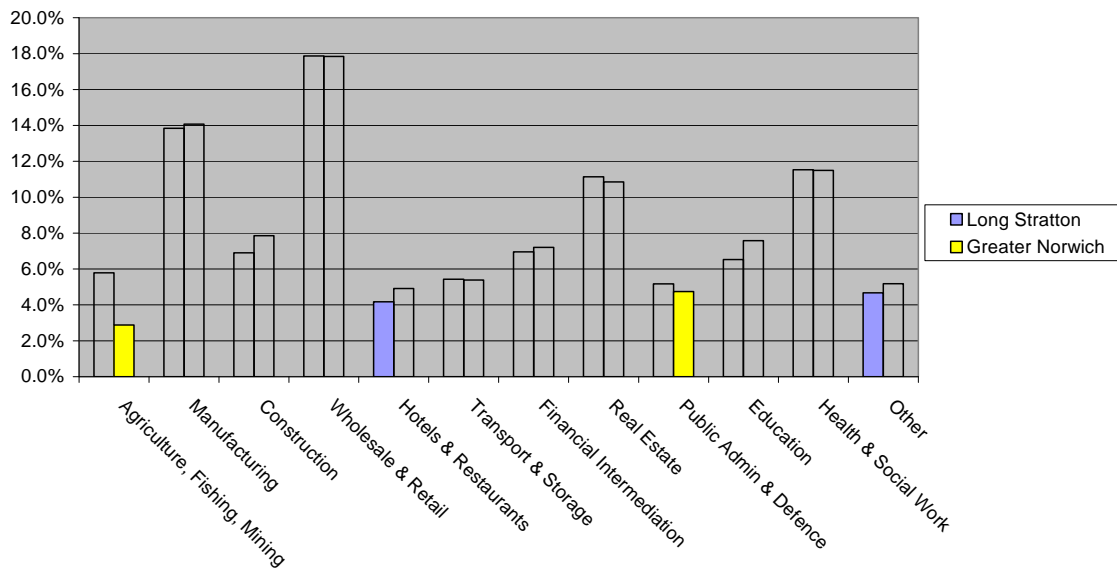
Long Stratton - Distance Travelled to Work



Source: 2001 Census

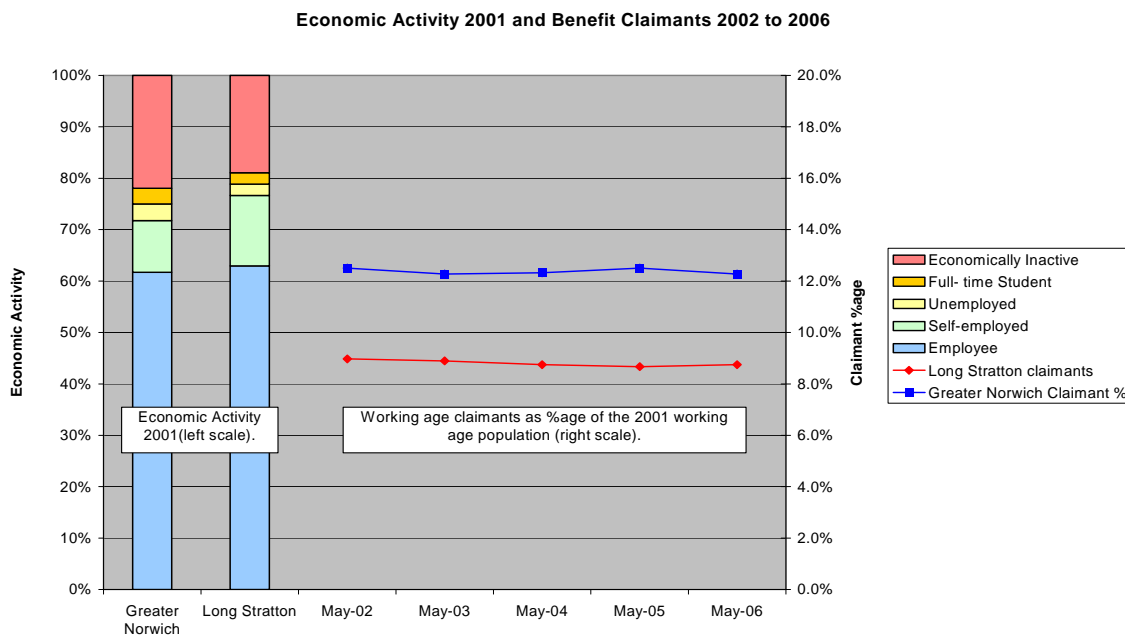
Employment by Industry

Long Stratton - Industry of Employment



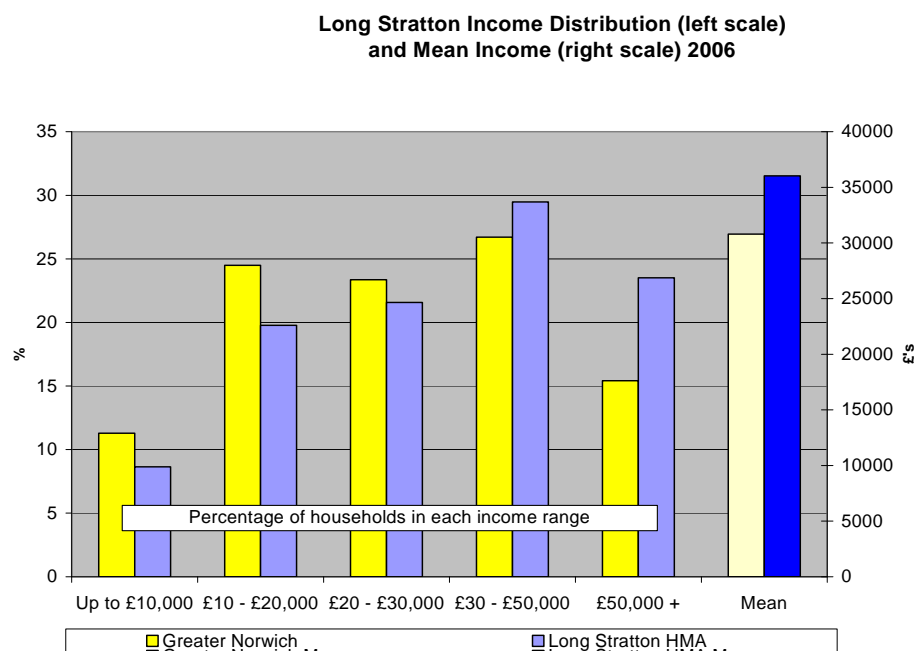
Source: 2001 Census

Economic Activity and Working Age Benefit Claimants



Source:
 1. Economic Activity – 2001 Census
 2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
 3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory

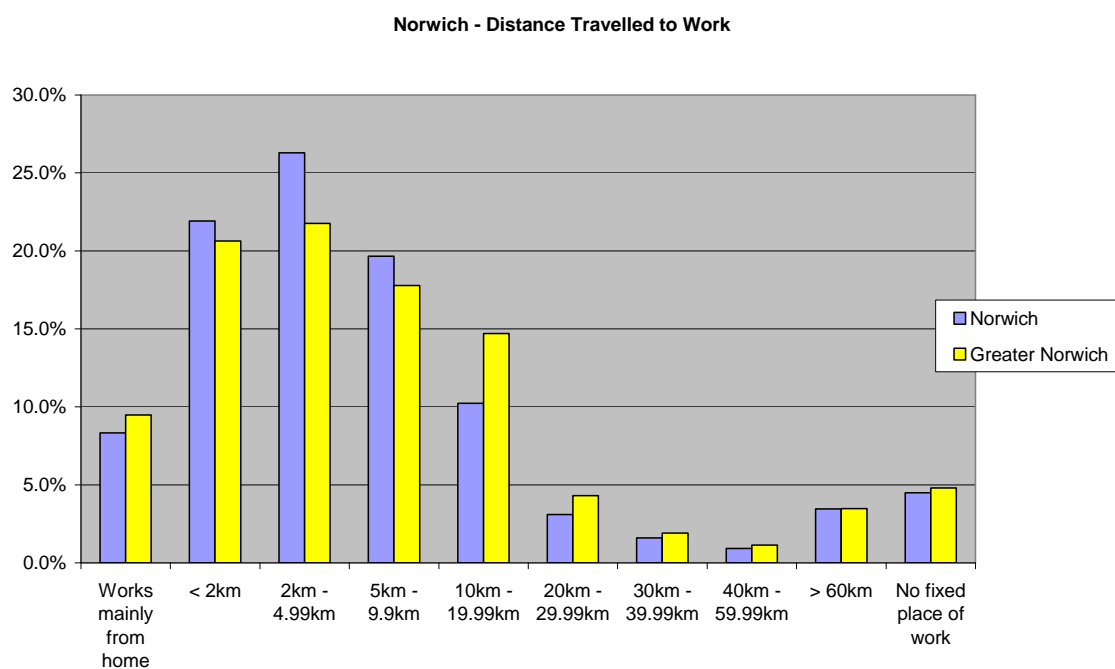
1.9 Norwich

The Norwich housing market area contains 75% of the sub-regions population. For this reason economic patterns closely follow those of the sub-region.

The main difference from the other housing market areas is the high proportion of the resident workforce (85%) that works within the area. The closest comparison is with the Diss housing market area where 56% of the working population working in the Diss area. With limited numbers of people travelling outside the area to work most journeys are relatively short.

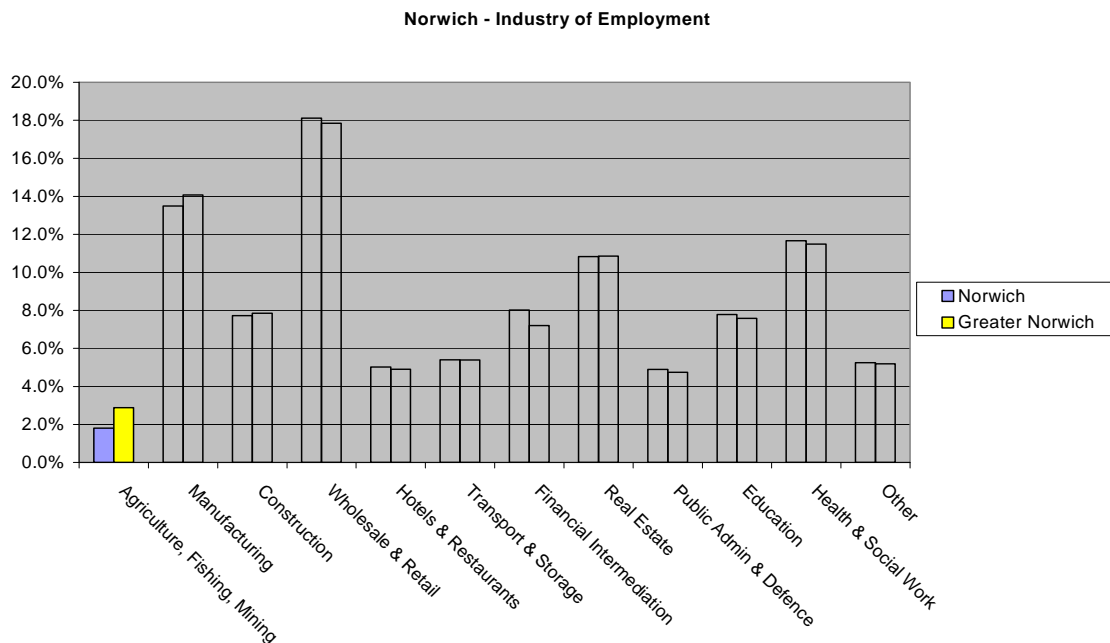
The rate of economic activity is marginally lower than for the sub-region. Working age benefit claimants are slightly higher than for the sub-region. The mean income of £30,340 is marginally less than the £30,794 mean for the sub-region.

Distance to Work



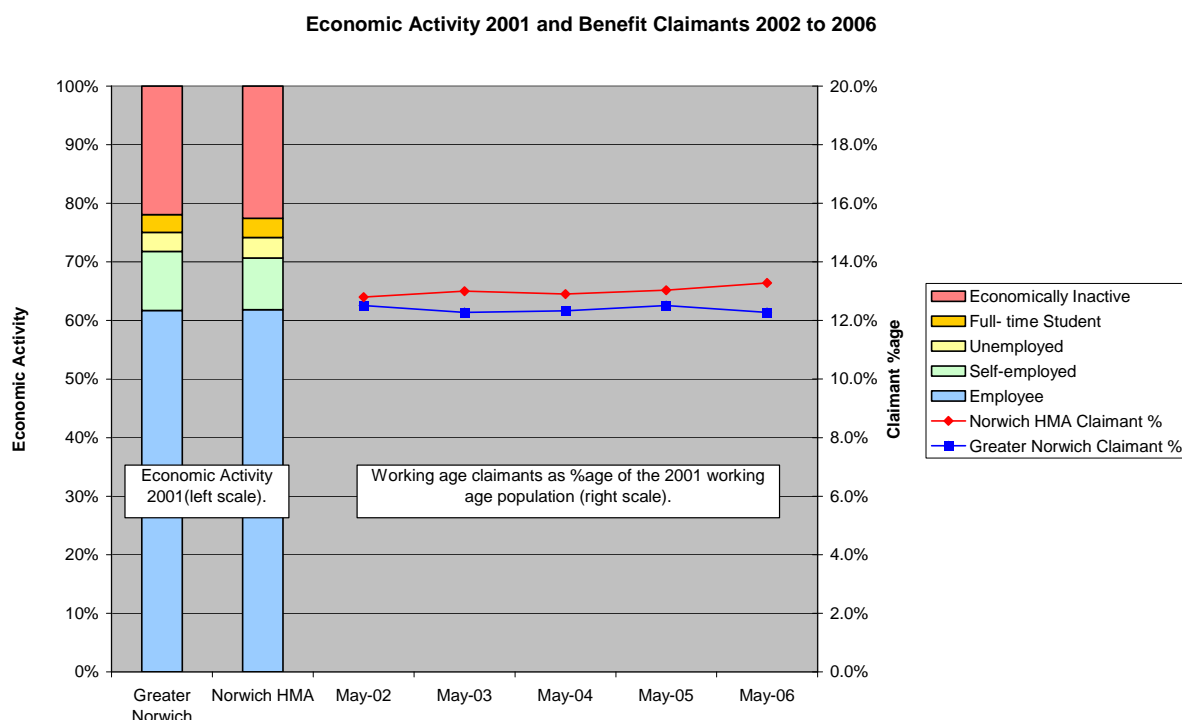
Source: 2001 Census

Employment by Industry



Source: 2001 Census

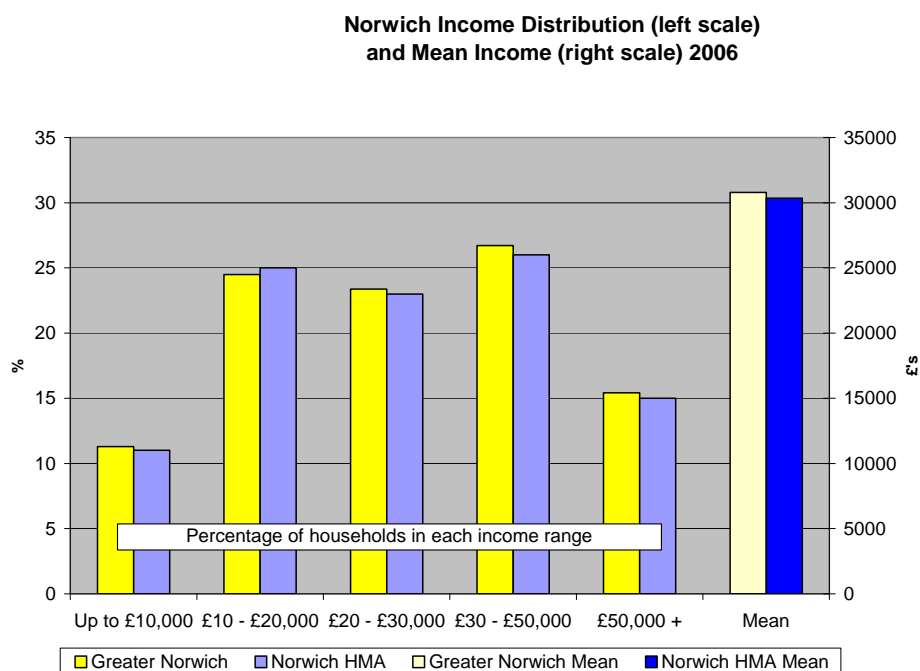
Economic Activity and Working Age Benefit Claimants



Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory

1.10 Reepham

Forty-one percent of the working population resident in the Reepham housing market area work in the area. The remainder work in other market areas or neighbouring districts. The most important work destinations are...

- Norwich housing market area (34%).
- Aylsham housing market area (5%).
- North Norfolk District (8%).
- Breckland District (5%).

The travel to work distances reflect the important employment locations. With longer journeys of 10 – 20 kms and 20 to 30 kms more common than the sub-regional average.

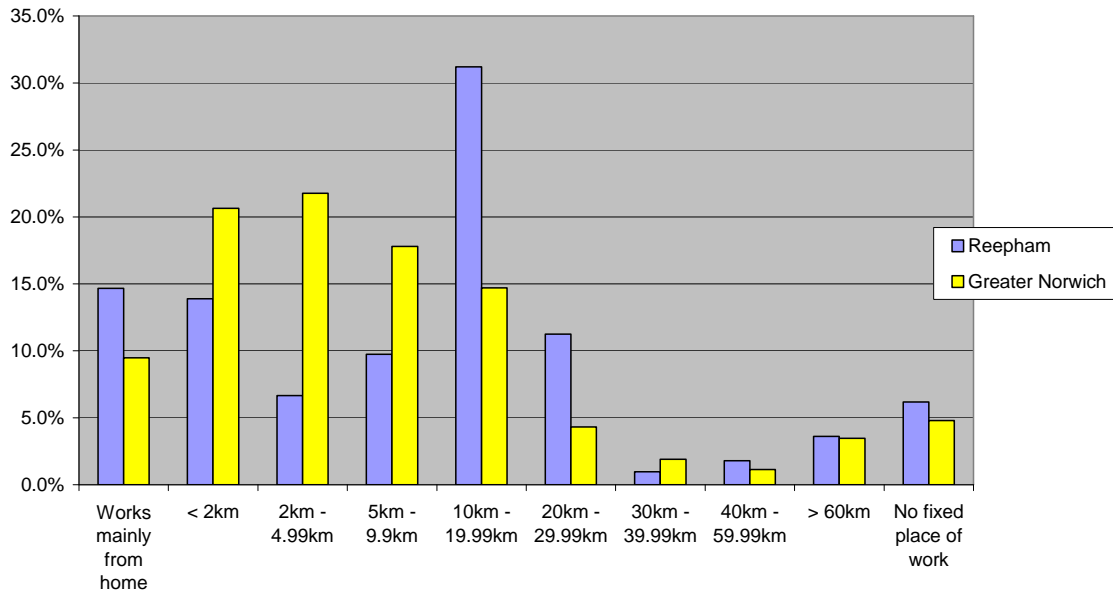
Locally agriculture is a more important industry than for the rest of the sub-region. Fewer people in the Reepham area work in financial intermediation than for the sub-region.

Economic activity rates are similar to the sub-regional average but more people are self-employed and fewer are employees.

Mean household income for the Reepham market area at £31,714 is slightly higher than the sub-region mean of £30,794

Distance to Work

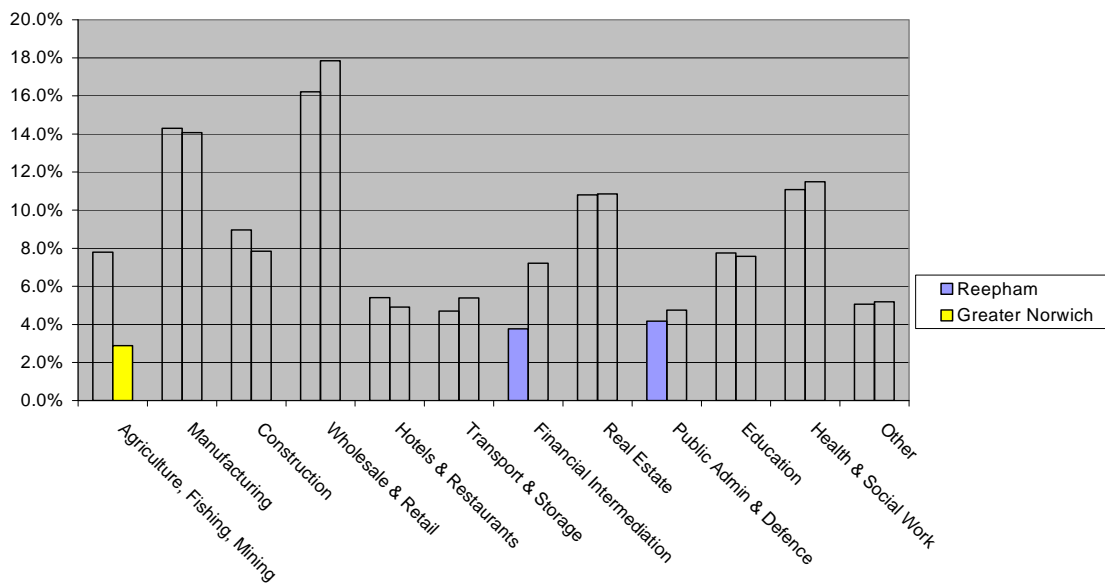
Reepham - Distance Travelled to Work



Source: 2001 Census

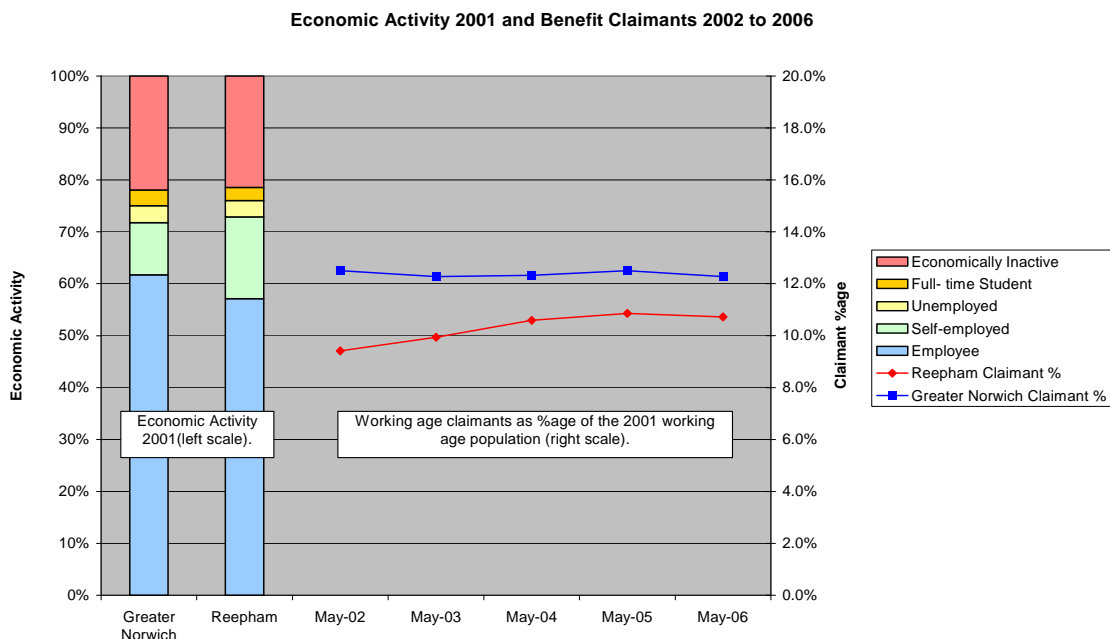
Employment by Industry

Reepham - Industry of Employment



Source: 2001 Census

Economic Activity and Working Age Benefit Claimants

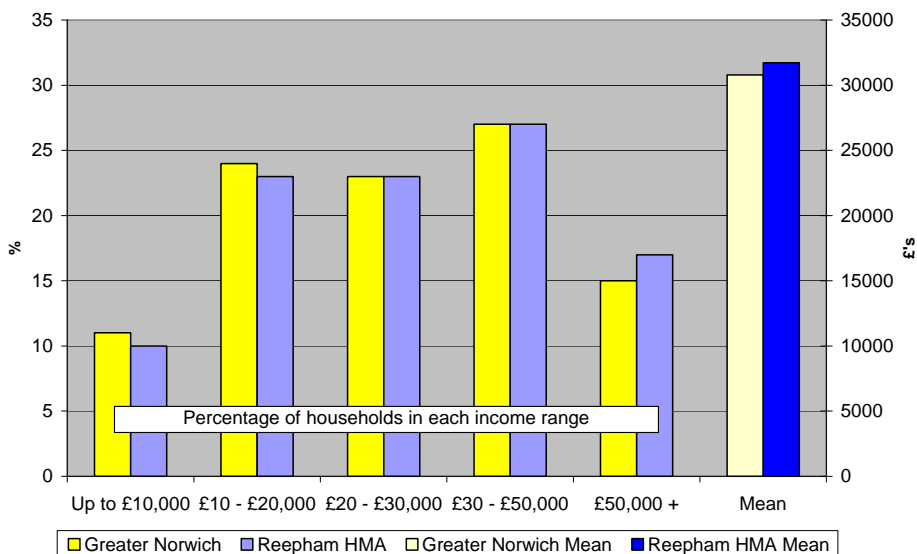


Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income

Reepham Income Distribution (left scale) and Mean Income (right scale) 2006



Source: Norfolk Data Observatory

1.11 Wroxham

Only 32% of the working population resident in the Wroxham housing market area work in the area. This is similar to the neighbouring Broads housing market where 30% of the population work locally. For the majority working outside of the market area the most important work destinations are...

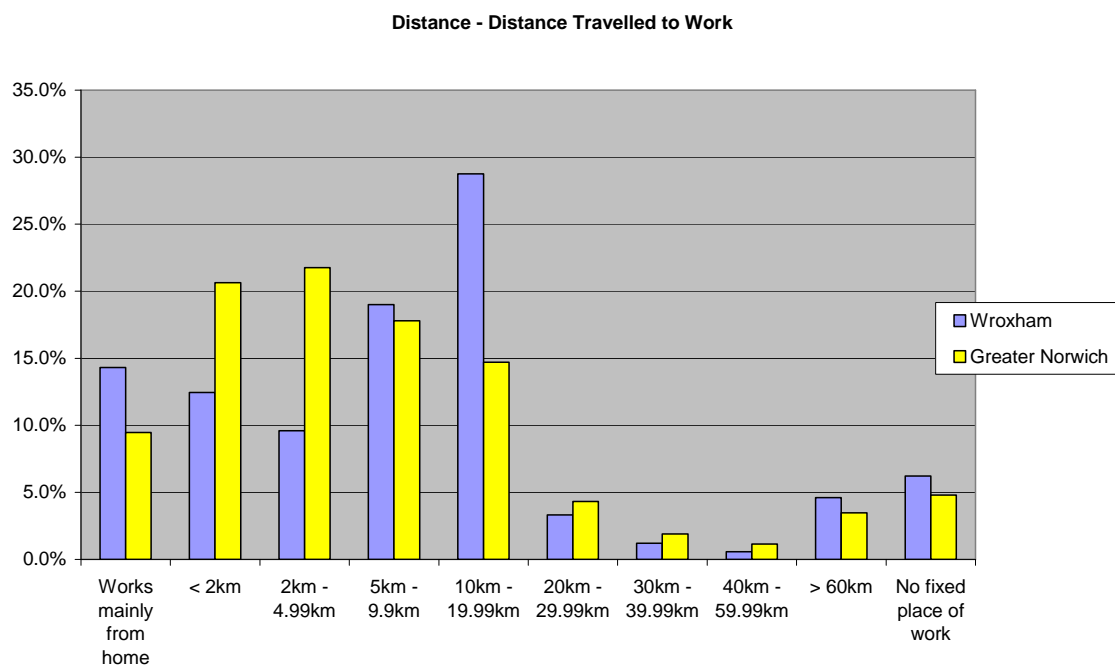
- Norwich housing market area (41%).
- North Norfolk District (12%).
- Great Yarmouth District (3%).

As with the other housing market areas journey to work distances correspond closely to the distances to the important work destinations.

Agriculture and hotels/restaurants employ more people in the Wroxham area than for the sub-region as a whole. Wroxham and neighbouring Coltishall (within the market area) are important centres for tourism.

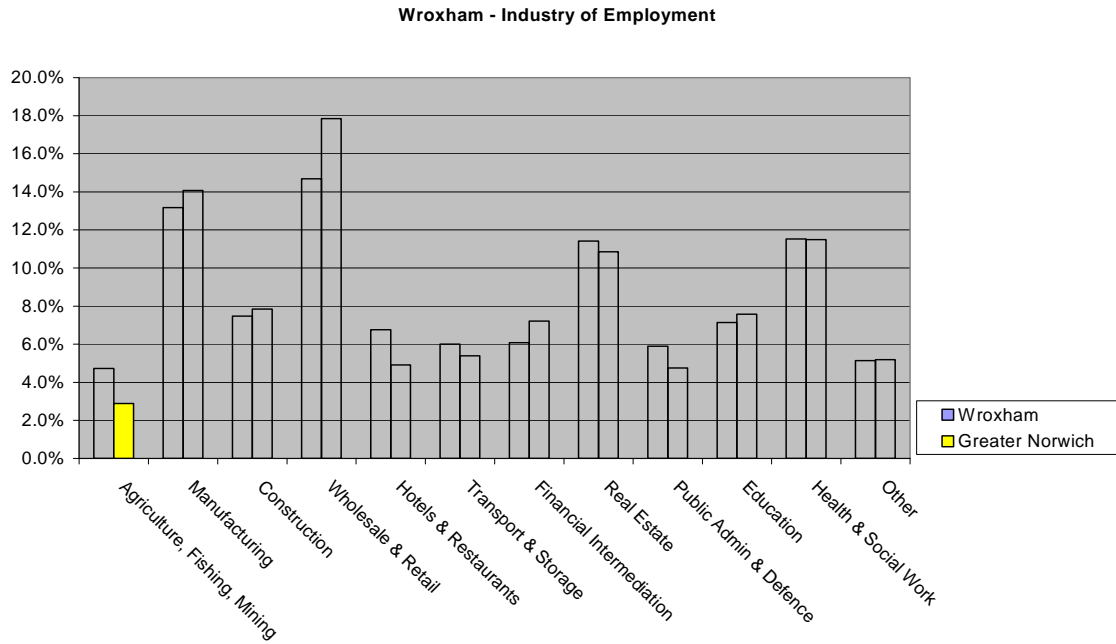
In common with many of the other market areas centred on market towns the economic activity rate is higher than the sub-regional average. In the Wroxham area a particularly high proportion are self-employed. The mean household income in Wroxham at £31,977 is more than the sub-regions mean of £30,794.

Distance to Work



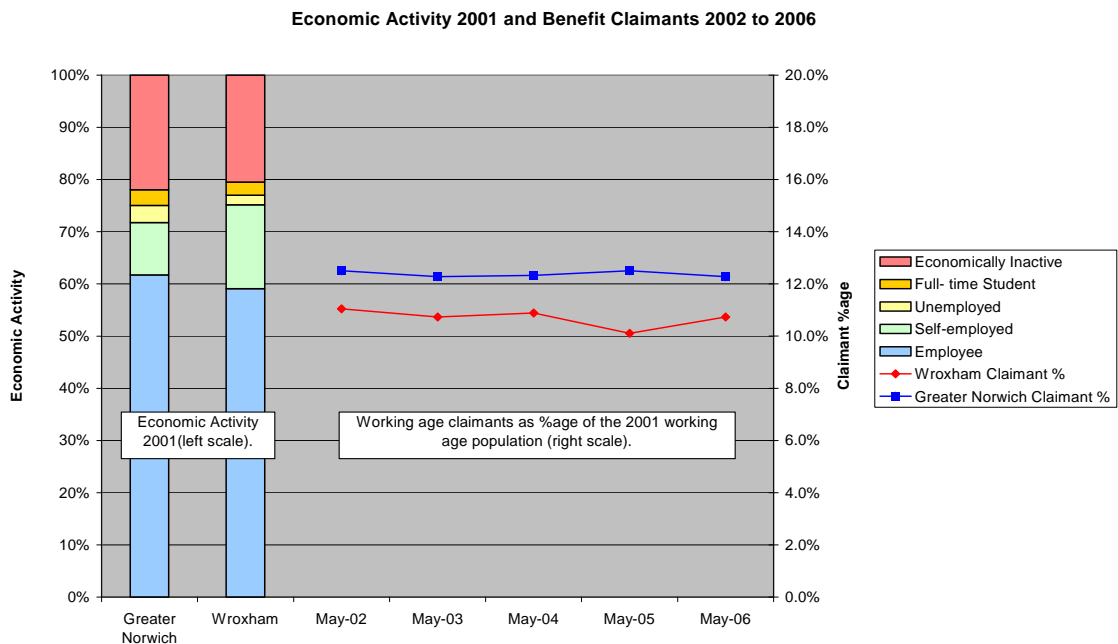
Source: 2001 Census

Employment by Industry



Source: 2001 Census

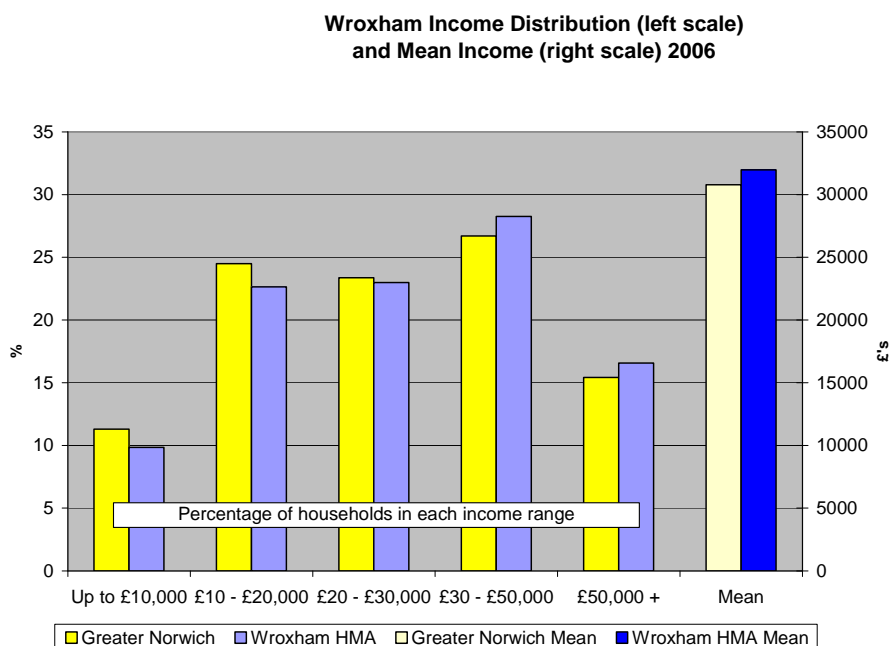
Economic Activity and Working Age Benefit Claimants



Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory

1.12 Wymondham

The three main work locations for the working people living in the Wymondham market area are...

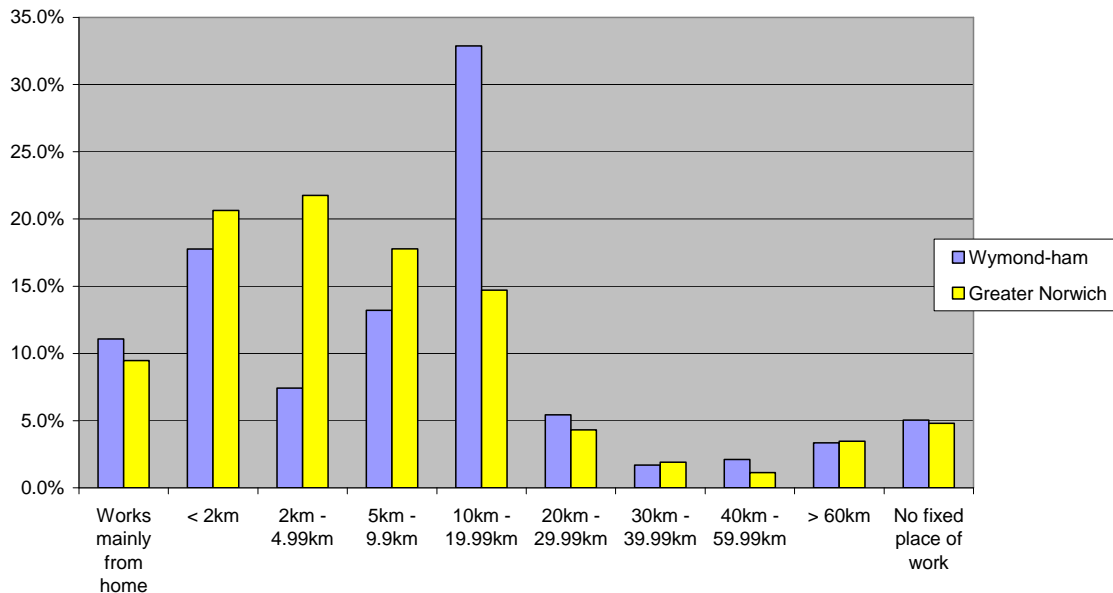
- The Wymondham housing market area itself – 41% of the resident workforce work within the market area.
- The Norwich housing market area – 36%.
- Neighbouring Breckland District – 12%.

Locally agriculture and manufacturing are larger employers than in the sub-region as a whole. More of the population are economically active than in the sub-region and unemployment is lower. Working age benefit claimants are lower than the regional average.

The mean household income of £32,707 is nearly £2,000 more than the mean for the sub-region.

Distance to Work

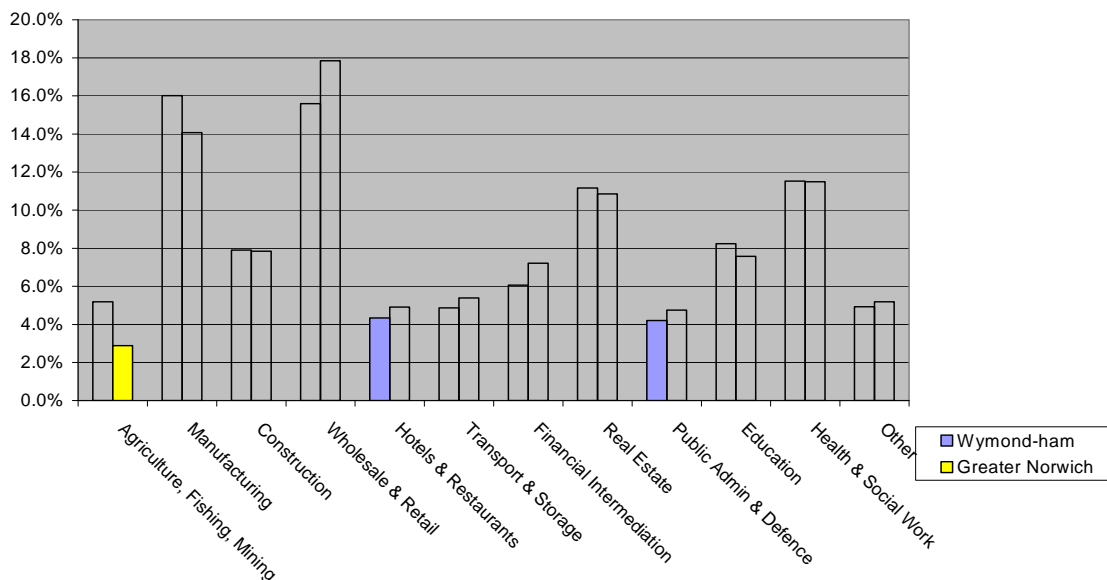
Wymondham - Distance Travelled to Work



Source: 2001 Census

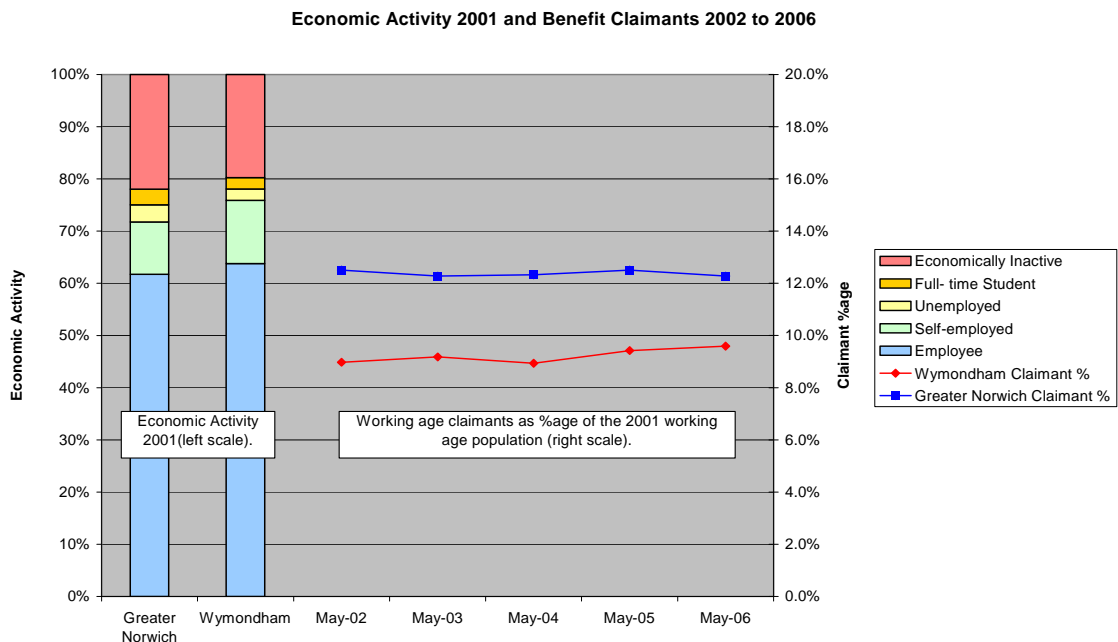
Employment by Industry

Wymondham - Industry of Employment



Source: 2001 Census

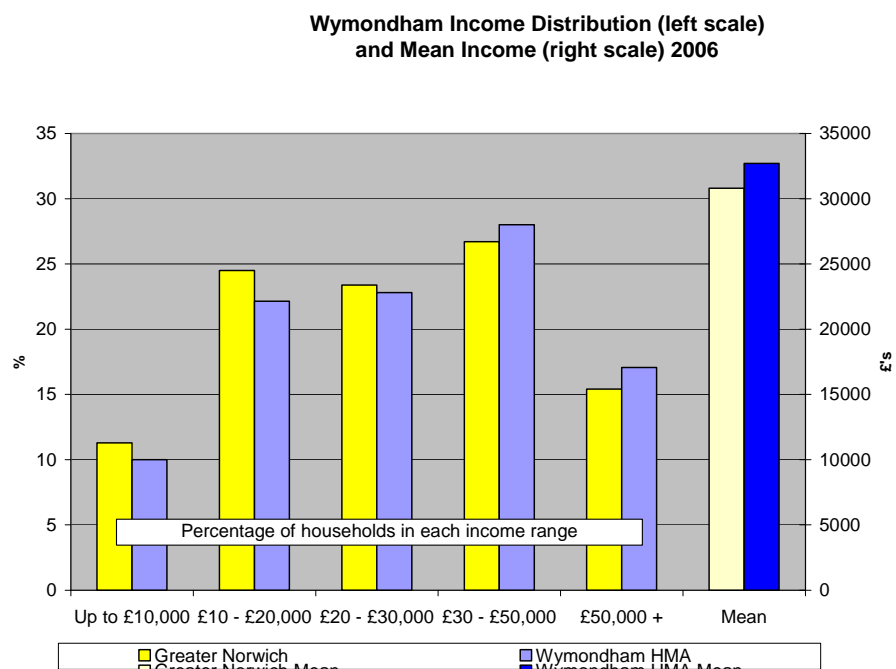
Economic Activity and Working Age Benefit Claimants



Source:

1. Economic Activity – 2001 Census
2. Claimants for Greater Norwich (expressed as percentage of 2001 working age population) from Department of Work and Pensions.
3. Claimants for Aylsham (expressed as percentage of 2001 working age population) from National Statistics (from Nomis website: www.nomisweb.co.uk). Crown copyright material is reproduced with the permission of the Controller of HMSO.

Average Income



Source: Norfolk Data Observatory