

# Appendix – Measures of Impact Data

## Section 1 – Additional Data

Multiple metrics (categories)

Measure - Growth in sectoral Gross Value Added (GVA).

Table 1: GVA by sector (in millions of pounds) in Norfolk, 2023

Sector	GVA (in millions of pounds)	Comparison
Real estate activities	3385	Not available
Manufacturing	2737	Not available
Wholesale and retail trade; repair of motor vehicles	2329	Not available
Human health and social work activities	2212	Not available
Financial and insurance activities	2131	Not available
Construction	1727	Not available
Education	1512	Not available
Public administration and defence	1384	Not available
Professional, scientific and technical activities	967	Not available
Administrative and support service activities	792	Not available
Accommodation and food service activities	718	Not available
Agriculture, forestry and fishing; mining and quarrying	617	Not available
Electricity, gas, water; sewerage and waste management	521	Not available
Transportation and storage	516	Not available
Information and communication	371	Not available
Other service activities	294	Not available
Arts, entertainment and recreation	261	Not available
Activities of households	19	Not available

Source: [Regional gross value added \(balanced\) by industry: all ITL regions - Office for National Statistics](#)

Measure - Increase in public transport usage (broken down by bus).

Table 2: Percentage of average bus journeys taken in 2024 (percentage of increase or decrease shown compared to bus journeys taken in similar week from 2023)

Month	Percentage of bus journeys taken in Norfolk	Percentage of bus journeys taken in England (outside of London)	Comparison
January	+14%	No change	Better than the average for England
February	+13%	No change	Better than the average for England
March	+12%	+1%	Better than the average for England
April	+10%	+2%	Better than the average for England
May	+12%	+3%	Better than the average for England
June	+10%	+2%	Better than the average for England
July	+11%	+2%	Better than the average for England
August	+11%	+3%	Better than the average for England
September	+9%	+4%	Better than the average for England
October	+8%	+7%	Better than the average for England
November	+8%	+12%	Worse than the average for England
December	+6%	+6%	Equal with the average for England

Source: [Developing faster indicators of transport activity - GOV.UK](#)

## Multiple values (district)

Measure - Reduction in carbon emissions.

Table 3: Greenhouse Gas Emissions (kt CO2E) by Sector for Norfolk districts, 2021

Greenhouse Gas Emissions (kt CO2E) by sector (2021)	Breckland	Broadland	Great Yarmouth	King's Lynn & West Norfolk	North Norfolk	Norwich	South Norfolk
<b>Industry Total</b>	112.6	145.2	36.1	179.7	85.5	79.8	112.2
<b>Commercial Total</b>	17.8	17.5	25.2	20.9	26.4	44.7	19.9
<b>Public Sector Total</b>	11.4	16	23	8.2	16.1	56.4	25.5
<b>Domestic Total</b>	205.7	202.6	138.1	240.2	176.7	176.5	212.7
<b>Transport Total</b>	346.8	237.6	120.2	353.7	198	104.7	375.2
<b>Land Use, Land-Use Change and Forestry Net Emissions</b>	90.3	35.2	14	581.6	72.2	3.1	98.4
<b>Agriculture Total</b>	320.2	131.4	25.6	380.4	191.2	12.7	231.7
<b>Waste Management Total</b>	37.1	15.2	26.3	35.5	16.8	38.6	42.5

Source: [Local Authority Greenhouse Gas Interactive Map](#)

Measure - State of wellbeing and mental health gathered via ONS annual population survey

Table 4: Annual personal well-being estimates, April 2022 – March 2023

Measure	Norfolk mean score (out of 10)	England mean score (out of 10)	Comparison
Life satisfaction	7.59	7.44	Better than the average for England
Feeling that things done in life are worthwhile	7.86	7.73	Better than the average for England
Happiness	7.42	7.38	Better than the average for England
Anxiety	3.25	3.24	Better than the average for England

## Section 2 – Data Sources

Table 5: Measures of Impact and their Data Sources

Measure of Impact (MOI)	Source
Reduction in health inequalities	<a href="#">Healthy life expectancy in England and Wales, ONS</a>
Growth in sectoral GVA	<a href="#">Regional gross value added (balanced) by industry: all ITL regions - Office for National Statistics</a>
Increase in public transport usage (broken down by bus and train)	Bus journey data - <a href="#">Developing faster indicators of transport activity - GOV.UK</a>  Train journey data - <a href="#">Table 1595 - Passenger journeys between local authorities   ORR Data Portal</a>
Average journey times to centres of employment	<a href="#">Journey time statistics: data tables</a>
Increase in active travel journeys (broken down by cycle and micromobility)	Cycle journeys - <a href="#">Active Lives   Results</a>  Micromobility - <a href="#">Exciting upgrade marks Norwich shared transport scheme anniversary - Norfolk County Council</a>
Increase in GVA per hour worked	<a href="#">Subregional productivity: labour productivity indices by UK ITL2 and ITL3 subregions - Office for National Statistics</a>
Reduction in carbon emissions	<a href="#">Local Authority Greenhouse Gas Interactive Map</a>
Increase in clean energy generation from a mix of renewable energy sources	<a href="#">Regional Renewable Statistics - GOV.UK</a>
Multiple Deprivation Index	<a href="#">NCC IMD 2019 Report V2 (002)</a>
Number of new houses built	<a href="#">Strategic Infrastructure Delivery Plan 2023/24</a>
Reduce the number of people aged 16-17 that are not in employment or education (NEET)	<a href="#">Participation in education, training and NEET age 16 to 17 by local authority, Academic year 2024/25</a>
Reduction in gigabit, superfast and ultrafast broadband cold spots	<a href="#">Broadband Coverage and Speed Test Statistics for Norfolk</a>

Measure of Impact (MOI)	Source
Increase the proportion of the adult population (aged 16-64) achieving a level 4+ qualification	<a href="#">Percentage with RQF4+ aged 16-64</a>
Increase in median average wages	<a href="#">Nomis</a>
Increase in employment land allocation (hectares)	<a href="#">Monitoring Land use policies</a>
Increase in the number of green jobs	<a href="#">Lightcast</a>
Number of high growth enterprises	<a href="#">Business demography, UK - Office for National Statistics</a>
Enhance the state of wellbeing and mental health gathered via ONS annual population survey	<a href="#">Annual personal well-being estimates - Office for National Statistics</a>
Reduce the disability employment gap	<a href="#">The employment of disabled people 2024 - GOV.UK</a>