

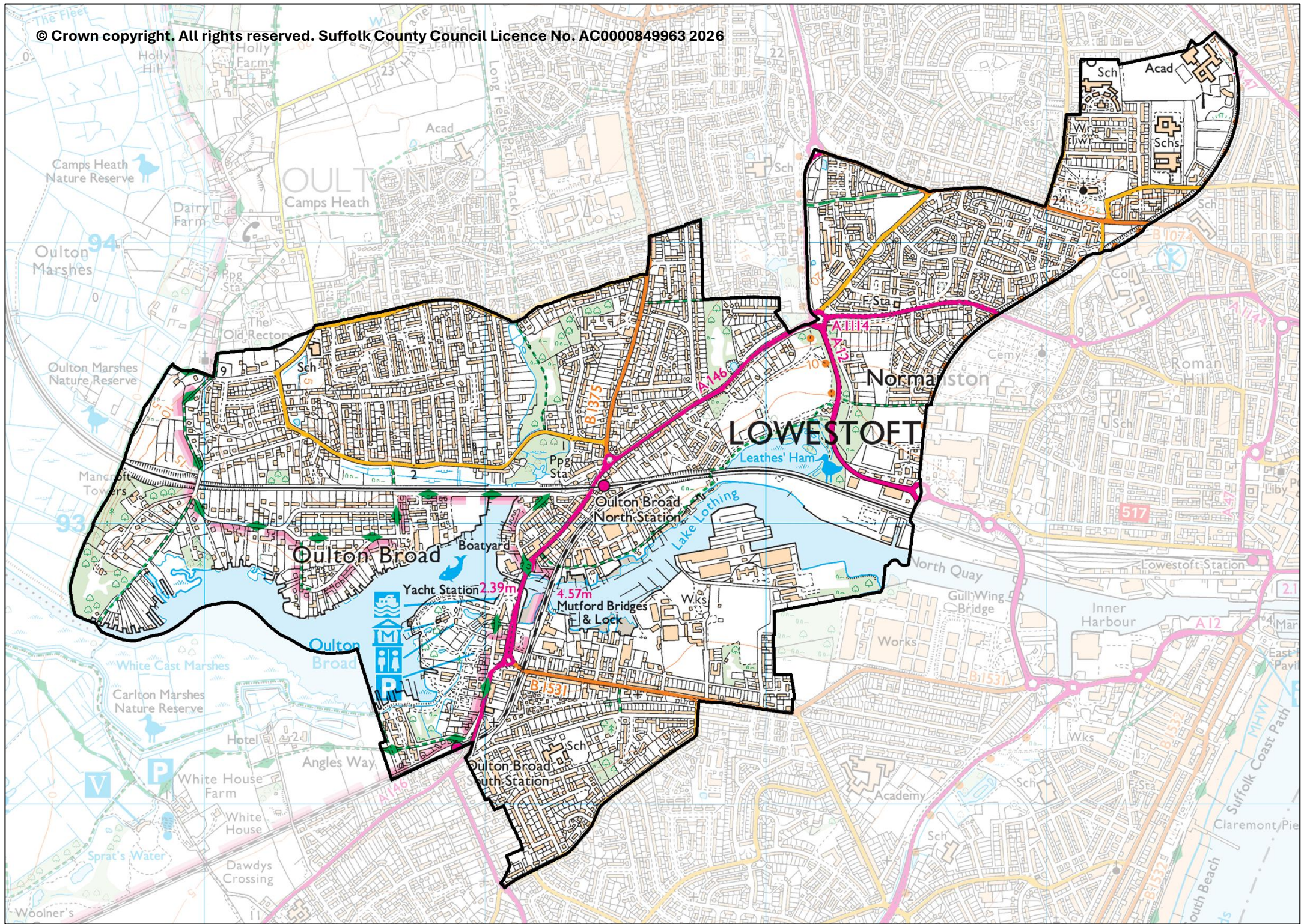
# Oulton Broad & Normanston

County Electoral Division profile

May 2026

This division comprises parts of Harbour & Normanston and Oulton Broad Wards





## **Contents**

- Demographic Profile: Age & Ethnicity
- Economy and Labour Market
- Schools & NEET
- Index of Multiple Deprivation
- Health
- Crime & Community Safety
- Additional Information
- Data Sources

# Electoral Division Profiles: an introduction

These profiles have been produced to support elected members, constituents and other interested parties in understanding the demographic, economic, social and educational profile of their neighbourhoods. We have used the latest data available at the time of publication.

Much more data is available from national and local sources than is captured here, but it is hoped that the profile will be a useful starting point for discussion, where local knowledge and experience can be used to flesh out and illuminate the information presented here.

The profile can be used to help look at some fundamental questions e.g.

- Does the age profile of the population match or differ from the national profile?
- Is there evidence of the ageing profile of the county in all the wards in the Division or just some?
- How diverse is the community in terms of ethnicity?
- What is the impact of deprivation on families and residents?
- Does there seem to be a link between deprivation and school performance?
- What is the breakdown of employment sectors in the area?
- Is it a relatively healthy area compared to the rest of the district or county?
- What sort of crime is prevalent in the community?

A vast amount of additional data is available on the **Suffolk Observatory**

[www.suffolkobservatory.info](http://www.suffolkobservatory.info)

The Suffolk Observatory is a free online resource that contains all Suffolk's vital statistics; it is the one-stop-shop for information and intelligence about Suffolk. Through data, reports and maps, the Suffolk Observatory provides a comprehensive picture of the County. It is a great source for useful facts and figures that can be used for writing reports and presentations, informing strategic and business planning, preparing funding applications or supporting academic research. Data is presented around the key themes of population, children and young people, health and social care, housing, crime and community safety, deprivation, economy and employment and environment. All areas of the county are covered, right down to district, electoral division, ward and parish level, with information easily accessible in a variety of formats. You can also build your own reports for custom areas.

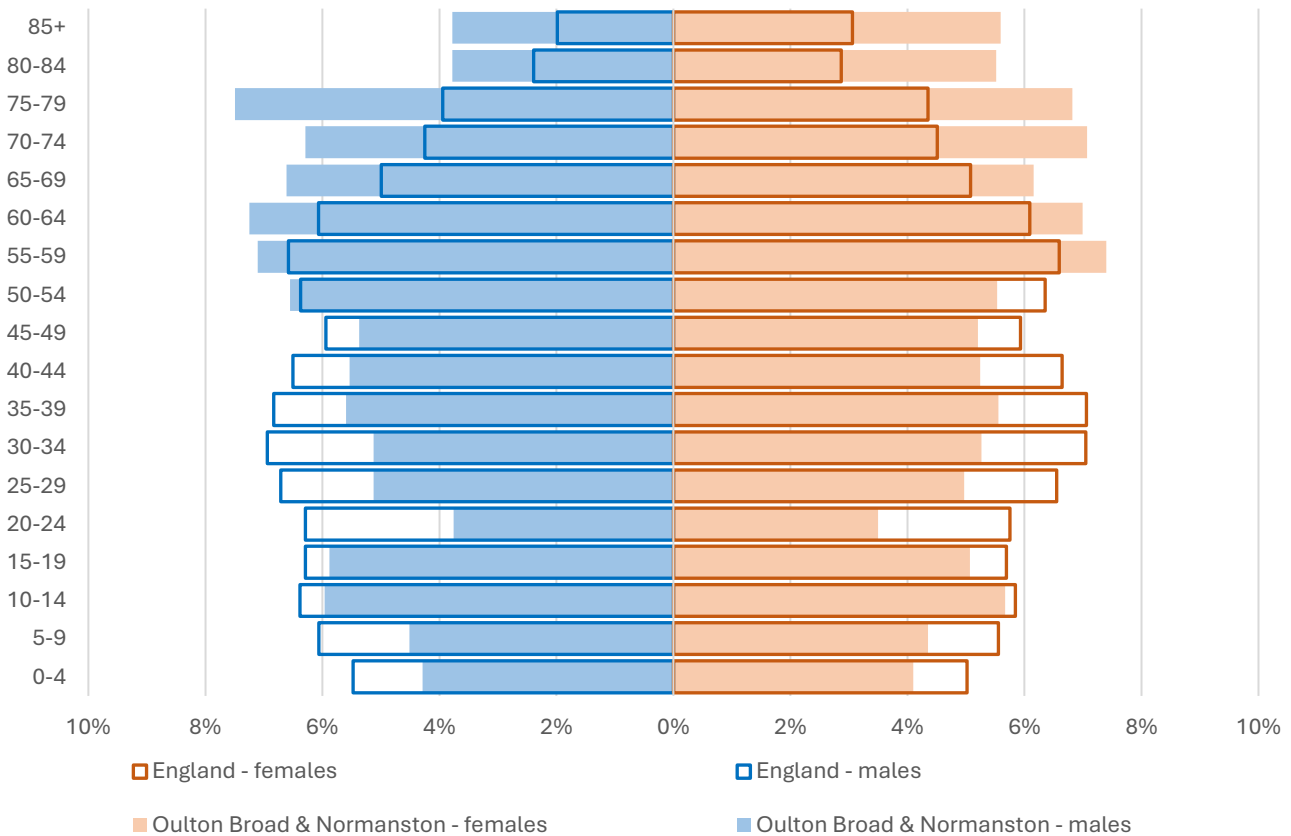
## Technical Notes:

1. Where electoral divisions do not exactly match the boundaries at which the data is available (e.g. ward, Output Area or Lower Super Output Area), we have adopted a "best-fit" approach to produce a dataset.
2. District, county and national level data is provided where possible to provide a context for comparisons.

# Demographic Profile - Age

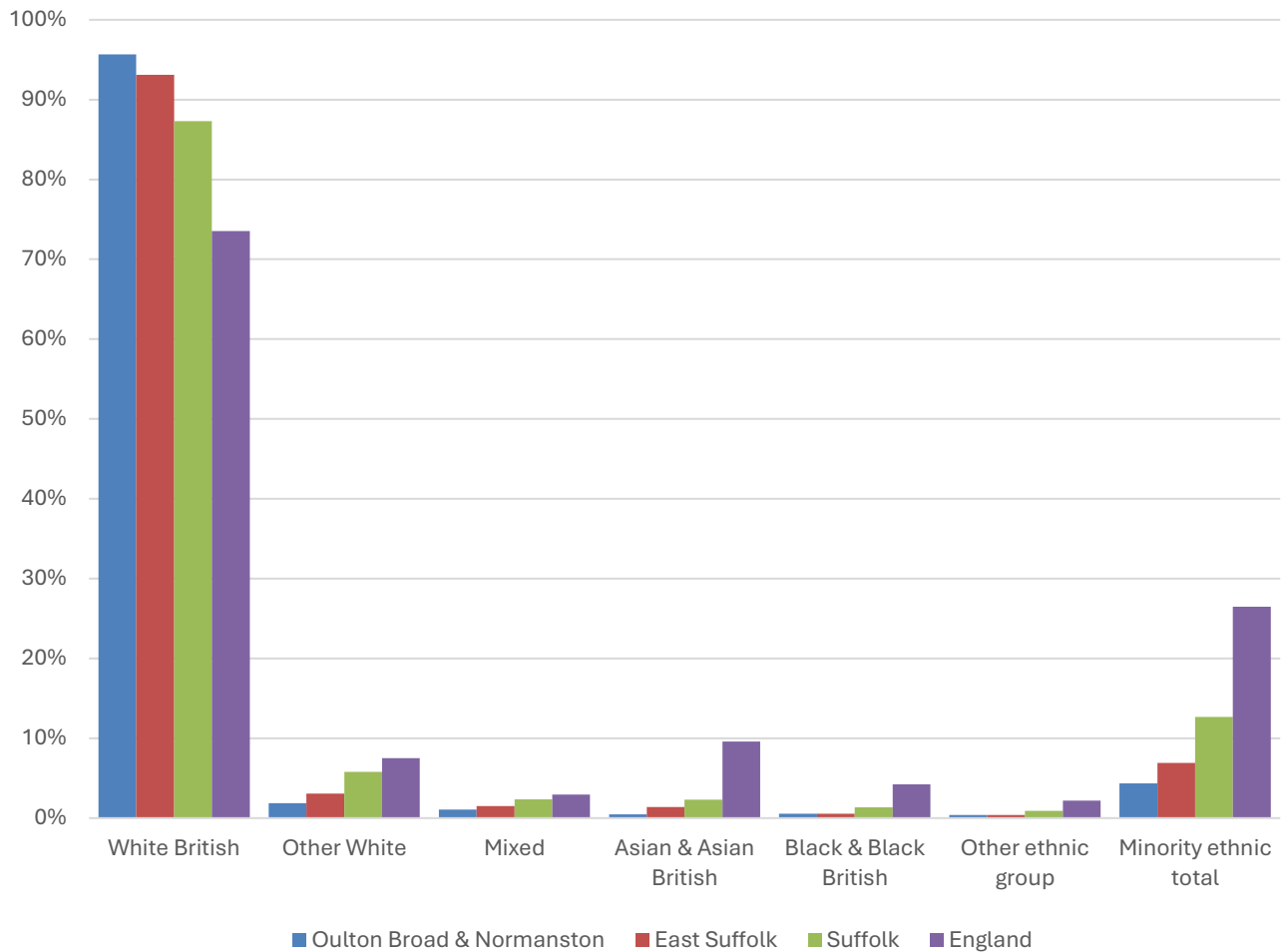
In mid-2024, the estimated population of Oulton Broad and Normanston stood at 10,047, an increase of 1.8% over the past decade. The age structure of the component wards and the division as a whole is set out below.

	Oulton Broad & Normanston Division	Oulton Broad Ward	Harbour & Normanston Ward
<b>All Ages</b>	<b>10,047</b>	<b>6,697</b>	<b>3,350</b>
<b>0-4</b>	<b>421</b>	<b>269</b>	<b>152</b>
<b>5-9</b>	<b>445</b>	<b>257</b>	<b>188</b>
<b>10-14</b>	<b>584</b>	<b>358</b>	<b>226</b>
<b>15-19</b>	<b>549</b>	<b>373</b>	<b>176</b>
<b>20-24</b>	<b>364</b>	<b>244</b>	<b>120</b>
<b>25-29</b>	<b>507</b>	<b>319</b>	<b>188</b>
<b>30-34</b>	<b>522</b>	<b>322</b>	<b>200</b>
<b>35-39</b>	<b>560</b>	<b>314</b>	<b>246</b>
<b>40-44</b>	<b>541</b>	<b>359</b>	<b>182</b>
<b>45-49</b>	<b>531</b>	<b>364</b>	<b>167</b>
<b>50-54</b>	<b>606</b>	<b>410</b>	<b>196</b>
<b>55-59</b>	<b>729</b>	<b>500</b>	<b>229</b>
<b>60-64</b>	<b>715</b>	<b>486</b>	<b>229</b>
<b>65-69</b>	<b>641</b>	<b>451</b>	<b>190</b>
<b>70-74</b>	<b>672</b>	<b>496</b>	<b>176</b>
<b>75-79</b>	<b>718</b>	<b>499</b>	<b>219</b>
<b>80-84</b>	<b>469</b>	<b>321</b>	<b>148</b>
<b>85+</b>	<b>473</b>	<b>355</b>	<b>118</b>



- The age pyramid for Oulton Broad and Normanston division shows a larger proportion of people in all age groups over 55 than in England as a whole.
- The most common age group in the division is 55-59-year-olds (7.26% of the local population), followed by 75-79-year-olds (7.15%), and 60-64-year-olds (7.12%).
- Just under 30% of the population of Oulton Broad and Normanston is of retirement age.
- There is a particularly smaller-than-average proportion of young children under the age of 10, and adults aged 20 to 44.

# Demographic Profile - Ethnicity

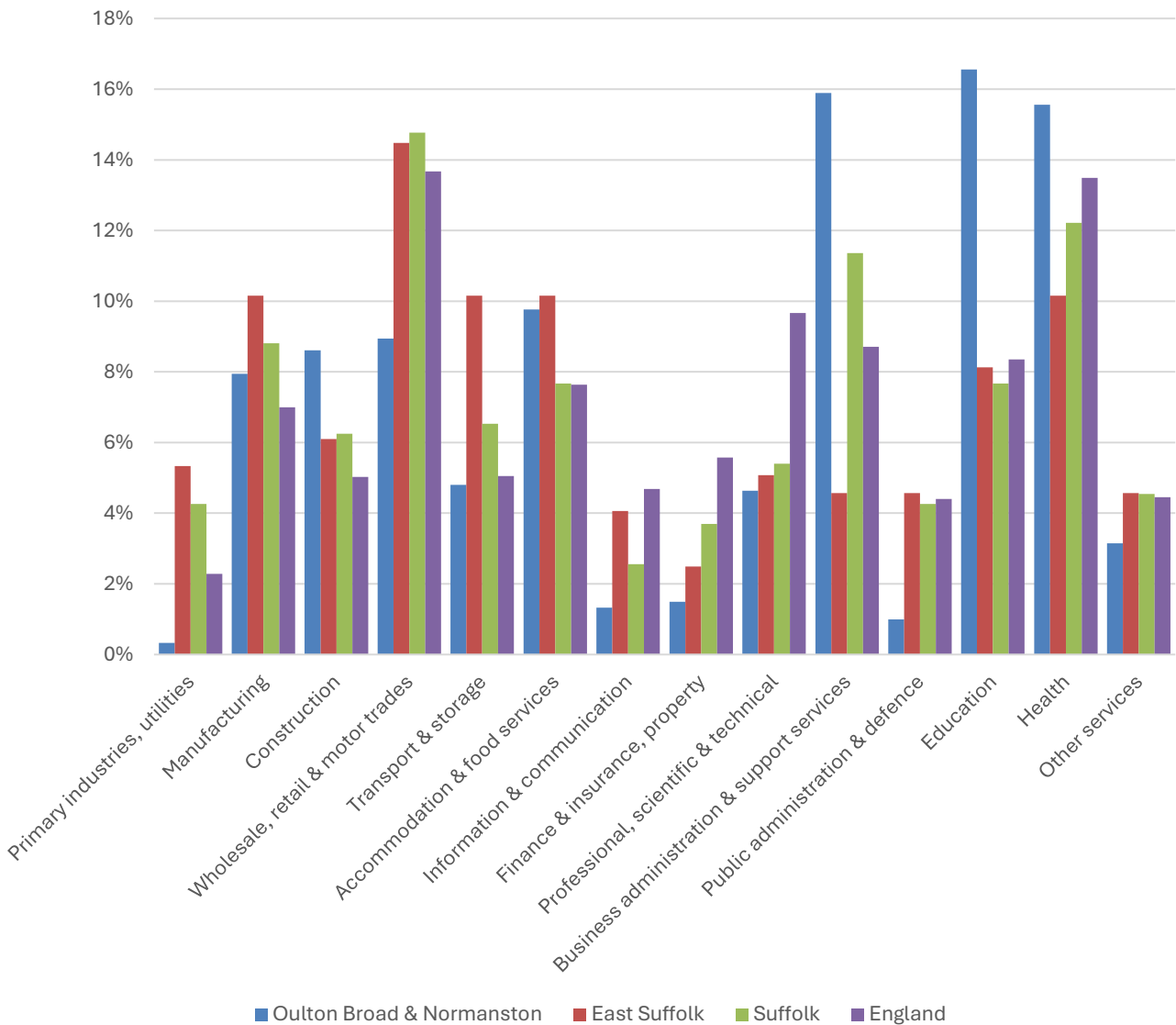


- According to the latest data (2021 Census), 95.7% of the population of Oulton Broad and Normanston are White British.
- There were 433 (4.3%) people of minority ethnic origin living in the division, about a third of the percentage in Suffolk as a whole and around a sixth of the England average.
- Overall, Oulton Broad and Normanston also has a less ethnically diverse population than East Suffolk as a whole. The Black/Black British, Caribbean and African and Other Ethnic Group communities in the division are proportionally similar to the district average.

	All people		White British		Other White		Mixed		Asian and Asian British		Black and Black British		Other Ethnic Group		Total minority ethnic population	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Oulton Broad & Normanston	9,998		9,565	95.7	188	1.9	106	1.1	46	0.5	56	0.6	37	0.4	433	4.3
East Suffolk	246,060		229,063	93.1	7,564	3.1	3,707	1.5	3,447	1.4	1,357	0.6	922	0.4	16,997	6.9
Suffolk	760,687		664,205	87.3	44,066	5.8	17,807	2.3	17,483	2.3	10,168	1.3	6,958	0.9	96,482	12.7
England				73.5		7.5		3.0		9.6		4.2		2.2		26.5

# Economy

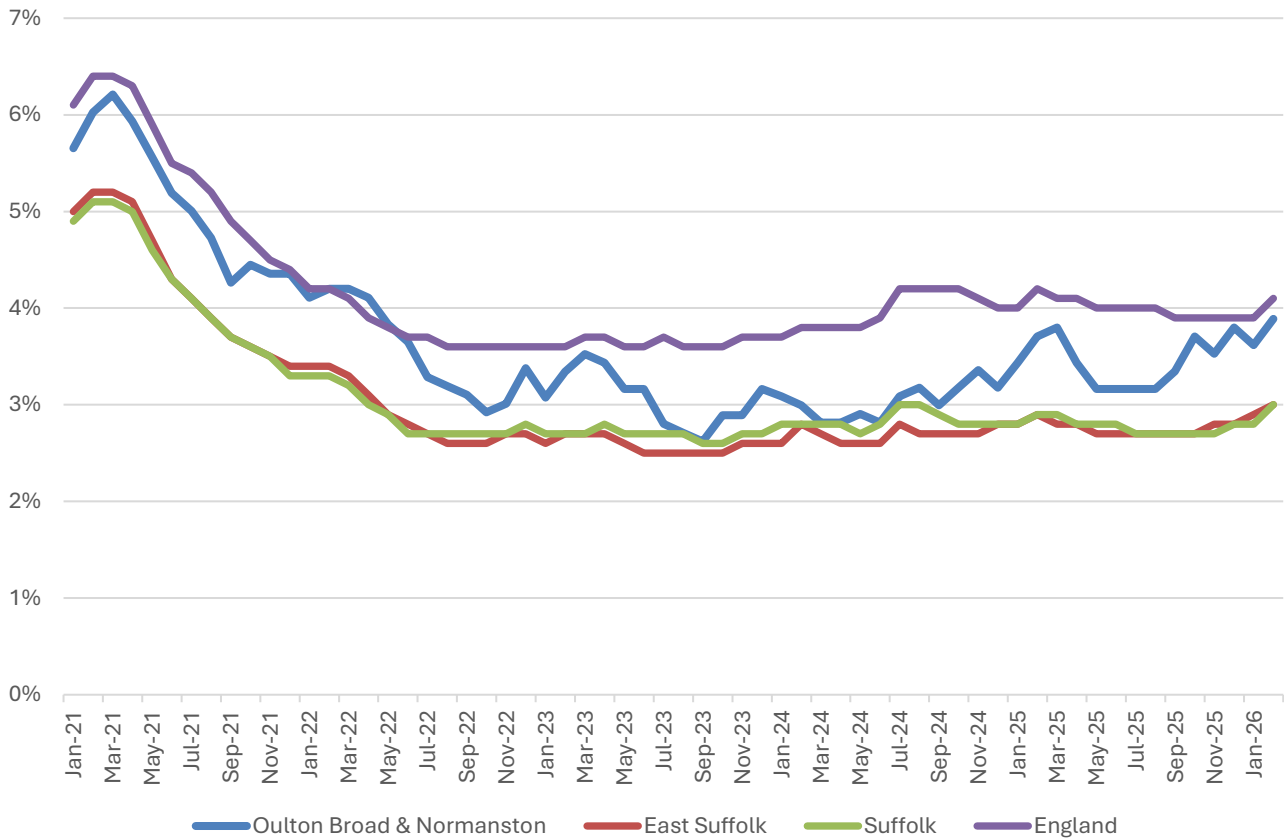
There are around 3,000 people employed in Oulton Broad and Normanston.



- Almost half of jobs in Oulton Broad and Normanston are provided by three sectors.
- Education, business administration and support services, and health services each account for around 16% of jobs in the division.
- Accommodation and food services (9.8% of jobs in the division), wholesale, retail and motor trades (8.9%) and construction (8.6%) are also important sectors locally.

# Labour Market

## Out-of-work benefit claimant rate



- In common with East Suffolk, Suffolk and England as a whole, Oulton Broad and Normanston saw a steady decline in the proportion of the working age population claiming out-of-work benefits during 2021 and the first half of 2022 following a peak during the COVID-19 pandemic.
- Since then, the claimant rate in the division has fluctuated around the 3% mark, although there has been an increase in recent months. The latest claimant rate in the division (February 2026) was 3.9%.
- The claimant rate in Oulton Broad and Normanston is generally below the national average, and slightly above the district and county comparators.

# Schools

## School Information

### Schools in the Division

Name	Phase	Academy Status	No. pupils	Average cohort size at:			
				Foundation Stage (age 4-7)	KS2 (age 7-11)	KS4 (age 14-16)	KS5 (age 16-18)
Dell Primary School	Primary	AS	290	36	55		
Northfield St Nicholas Primary Academy	Primary	AS	311	41	52		
Oulton Broad Primary School	Primary	LA	378	47	47		
Poplars Community Primary School	Primary	AC	260	35	57		
Ormiston Denes Academy	Secondary	AS	711			138	
The Ashley School	Special	AC	203		22	22	

Academy Status key: AS = Academy Sponsored, AC = Academy Converter, LA = LA Maintained, F = Free

### Ofsted information

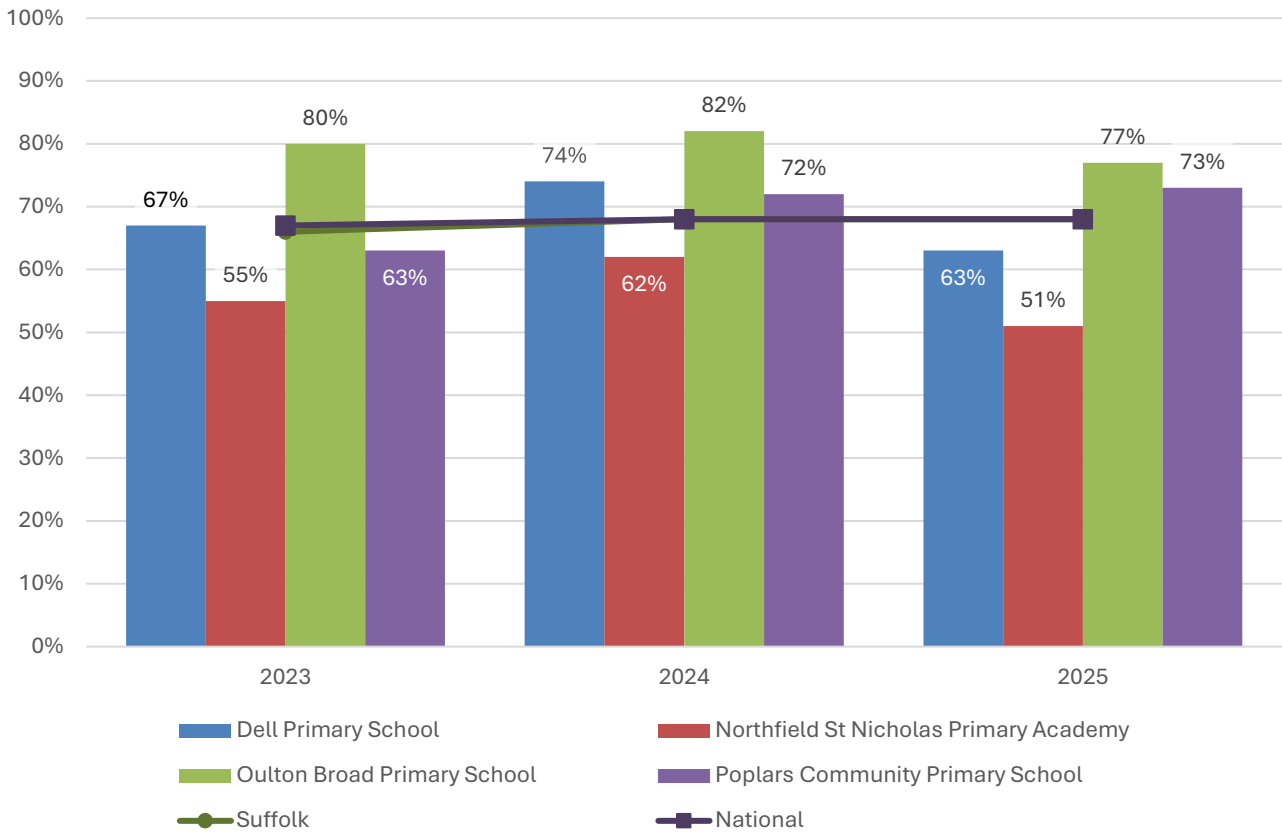
Name	Overall effectiveness	Effectiveness of leadership and management	Behaviour and attitudes	Personal development	Early years provision (if applicable)	Quality of education	Last inspection date
Dell Primary School	2	2	2	2	2	2	12/05/2022
Northfield St Nicholas Primary Academy	2	1	2	2	2	2	13/07/2022
Oulton Broad Primary School	5	1	1	1	1	1	25/03/2025
Poplars Community Primary School	3	2	2	2	2	3	21/11/2023
Ormiston Denes Academy	5	2	2	2	9	2	04/03/2025
The Ashley School	1	1	9	9	9	9	02/04/2014

Code	Judgement	Code	Judgement
0	Insufficient evidence	SM	Special measures
1	Outstanding	8	Does not apply
2	Good	9	No judgement
3	Requires improvement	Null	No data available
4	Inadequate	Not judged	Not judged
SWK	Serious weaknesses	5	No overall grade

# School Attainment

## Foundation Stage Profile (reception)

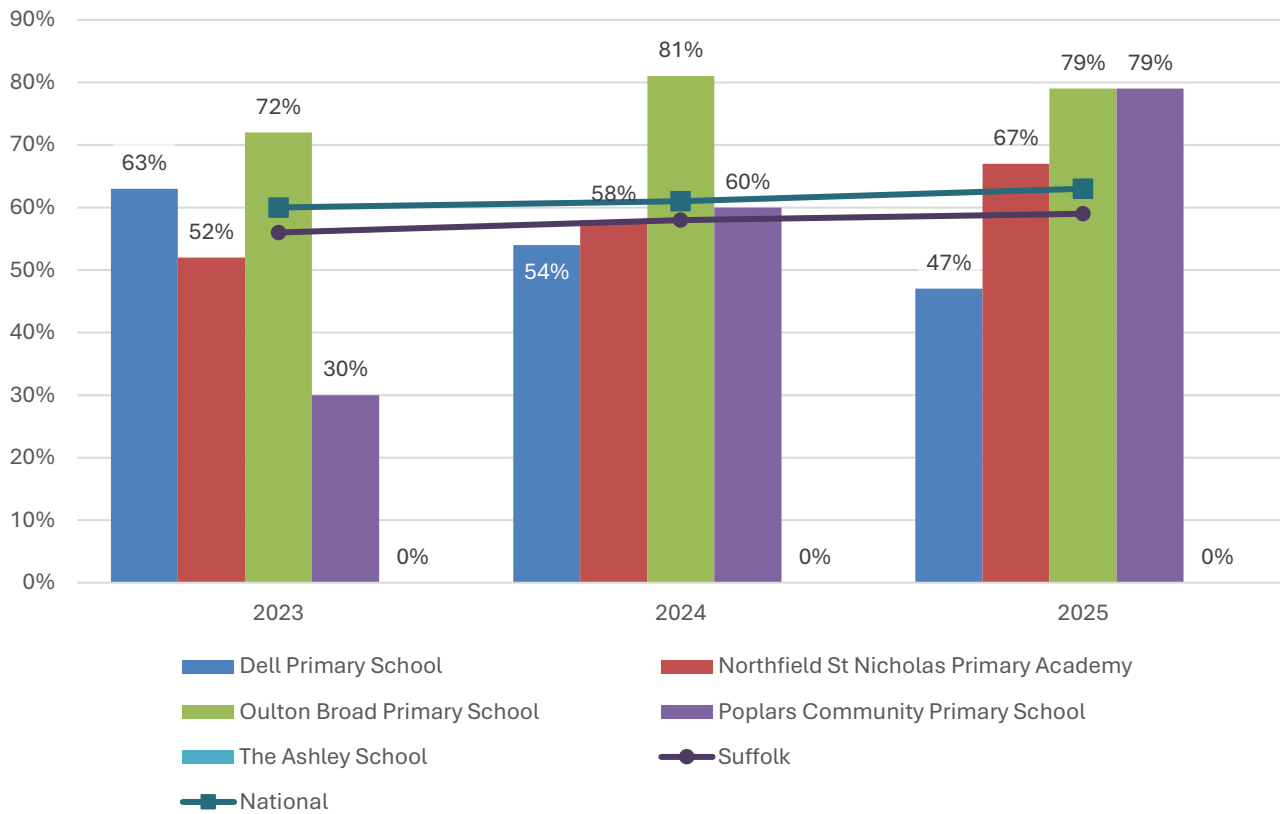
% pupils achieving Good Level of Development (GLD)



- The percentage of pupils who achieved a Good Level of Development (GLD) at Foundation Stage (FS) at Oulton Broad Primary School was above the county and national benchmark in each of the last three years.
- The opposite is true at Northfield St Nicholas Primary Academy.
- The other two primary schools in the division, Dell and Poplars Community Primary Schools, saw generally good results throughout these three years, with two years of above average attainment, and one slightly below.

## Key Stage 2 (age 11)

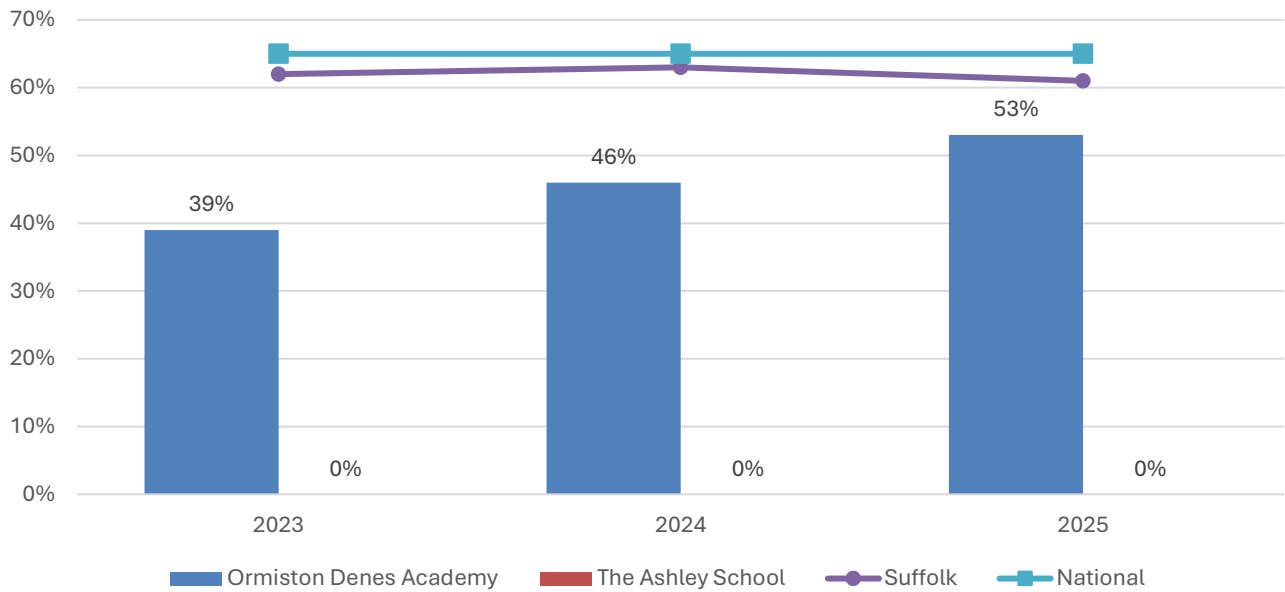
% pupils achieving the Expected Level or better in Reading, Writing and Mathematics



- Key stage 2 attainment at schools in Oulton Broad and Normanston has generally improved over the last three years.
- In 2025, the percentage of pupils to achieve the expected level or better in reading, writing and mathematics was above the county and national benchmarks at three of the four mainstream schools in the division; namely Northfield St Nicholas Primary Academy, Oulton Broad Primary School, and Poplars Community Primary School.
- KS2 attainment at Oulton Broad Primary has been consistently high throughout this three-year period.
- At Dell Primary School, KS2 attainment has declined over the last three years.

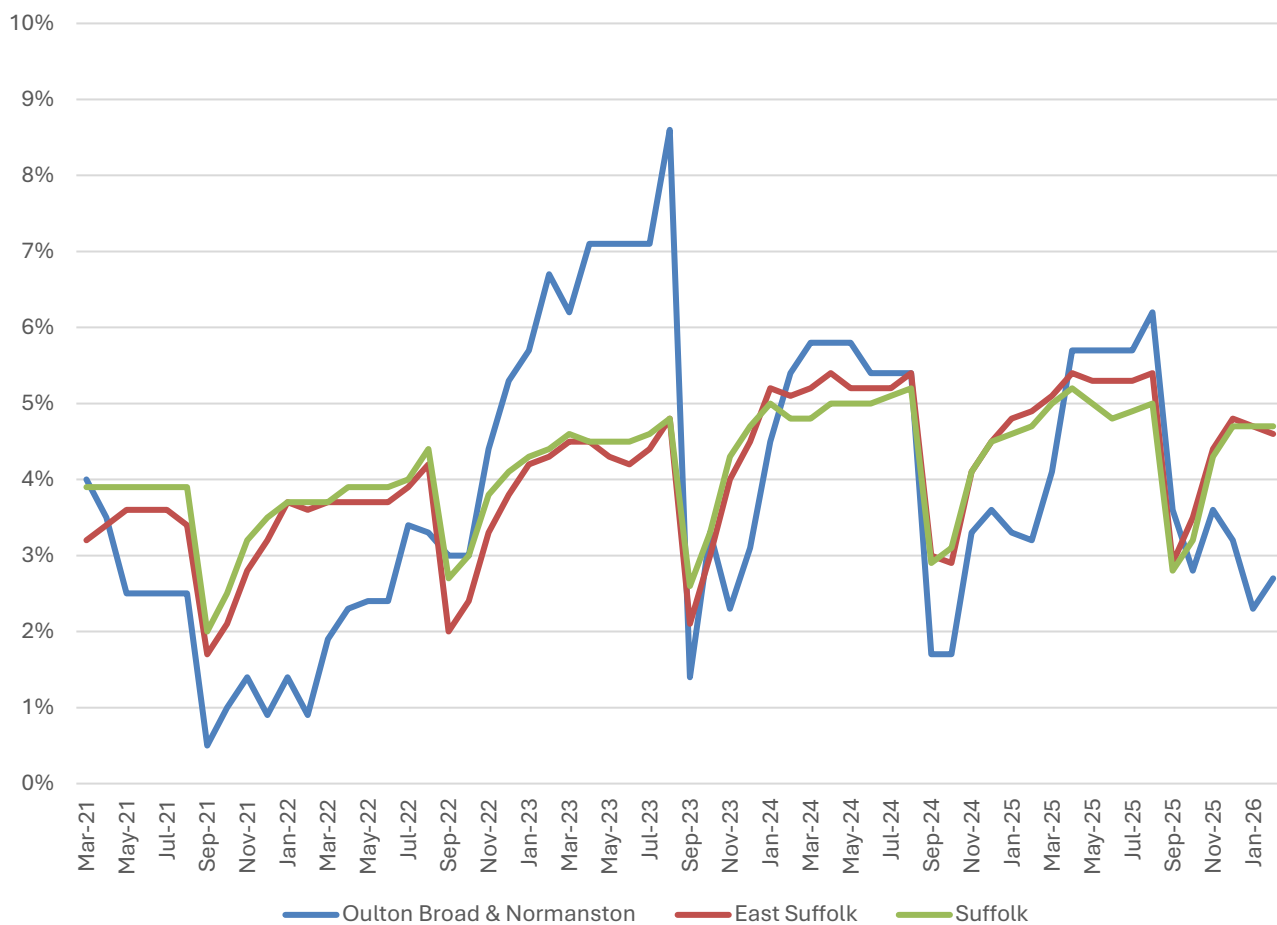
### Key Stage 4 (GCSE) (age 16)

% pupils achieving level 4-9 in English and Mathematics



- Key Stage 4 attainment at Ormiston Denes Academy improved in both 2024 and 2025 but remains below the county and national benchmarks.
- In 2025, 53% of pupils achieved level 4-9 in English and mathematics at Ormiston Denes Academy, compared to 65% nationally and 61% in Suffolk.

## NEET % (Not in Education, Employment or Training)



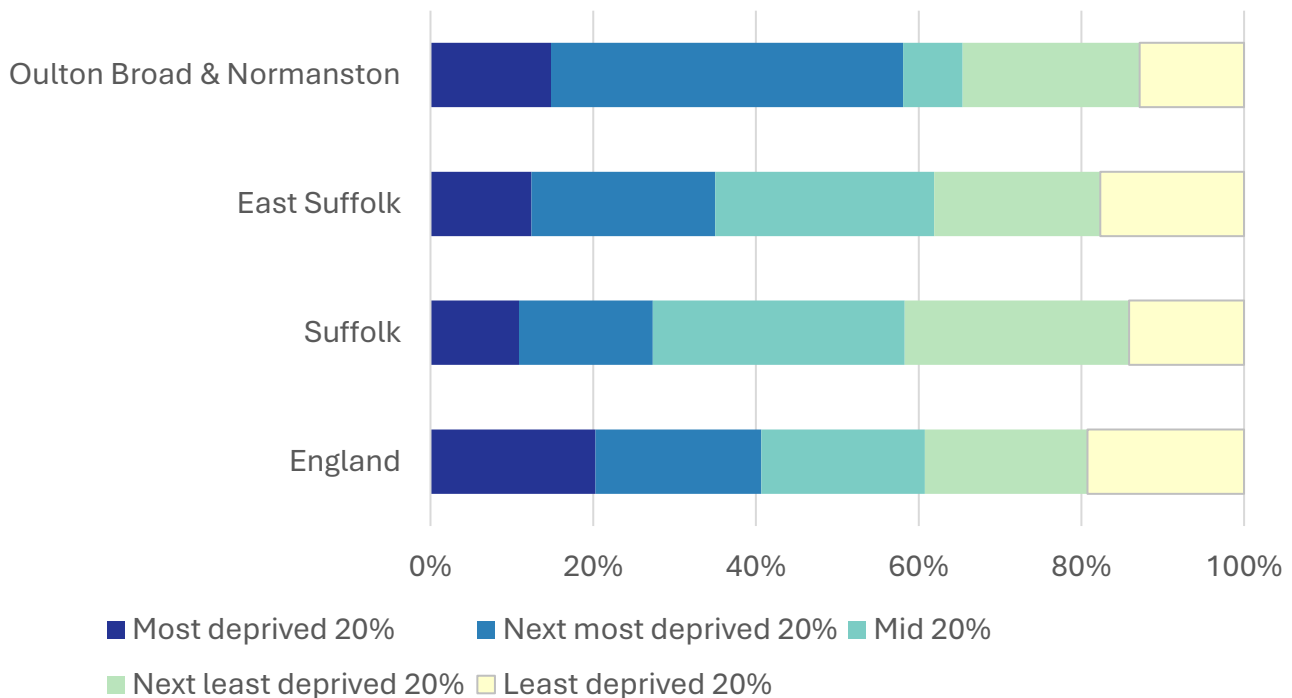
- In February 2026, 2.7% of 16–17-year-olds in Oulton Broad and Normanston were classified as NEET (not in education, employment or training).
- NEET levels fluctuate considerably according to the time of year and due to small numbers of 16-17-year-olds in the division, typically being at their lowest at the beginning of a new school year.
- In Oulton Broad and Normanston, NEET levels are often similar to the district and county figures, though there were large fluctuations in data at a division level in 2021 and 2023 in particular.

## Index of Multiple Deprivation (IMD) 2025 (see map overleaf)

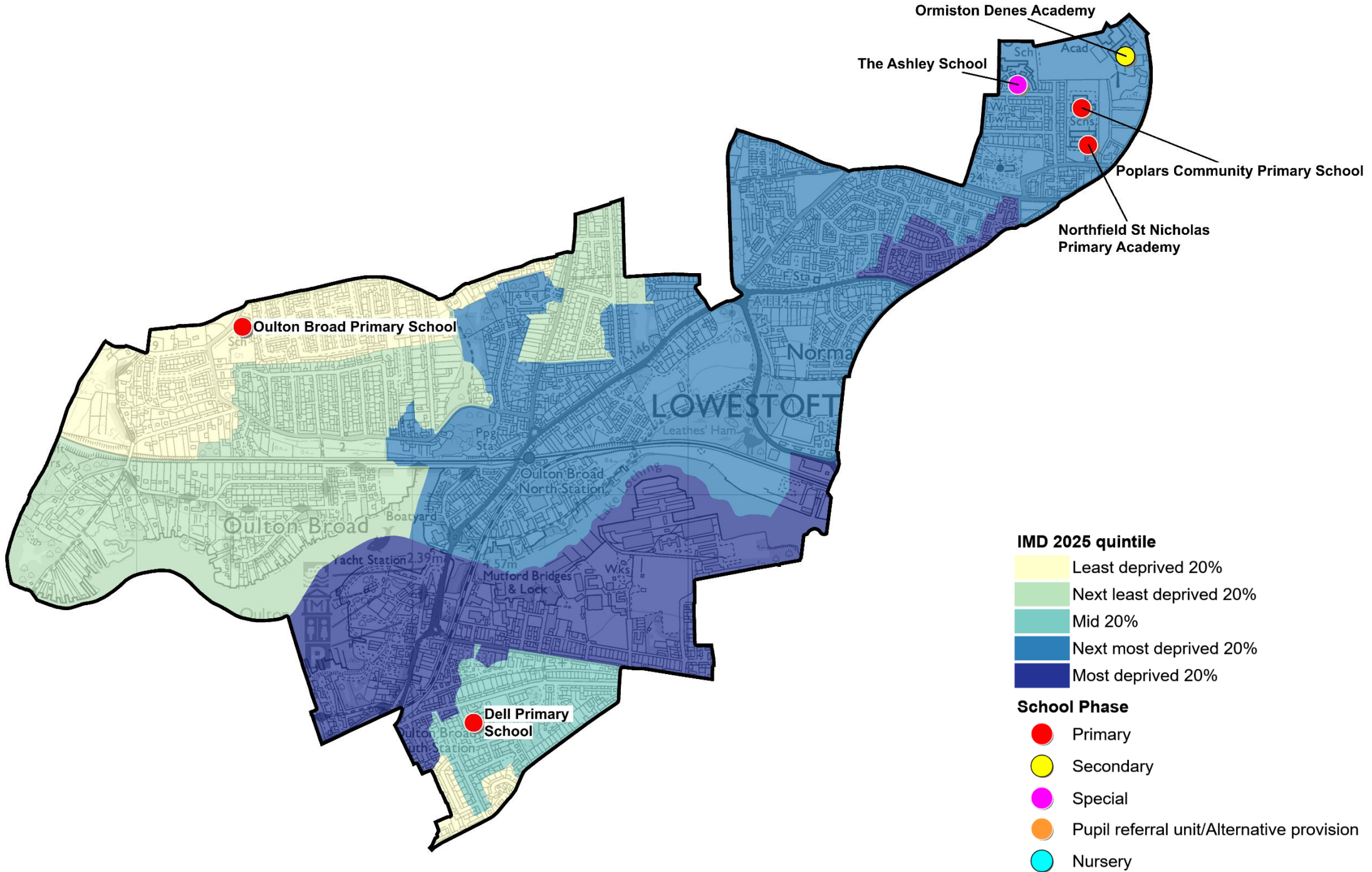
The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Small areas (Lower Super Output Areas, average population 1,700) are most commonly described as being in 1 of 5 quintile bands. The bottom quintile represents the 20% of areas that are the most deprived in England; these are shaded pale yellow on the map. The top quintile represents the least deprived areas in England and is shaded dark blue.

The Index is widely used to analyse patterns of deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.

The chart below shows the percentage of the population of the division that live in areas ranked among each of the five quintiles of deprivation, alongside the district, county and England comparators.



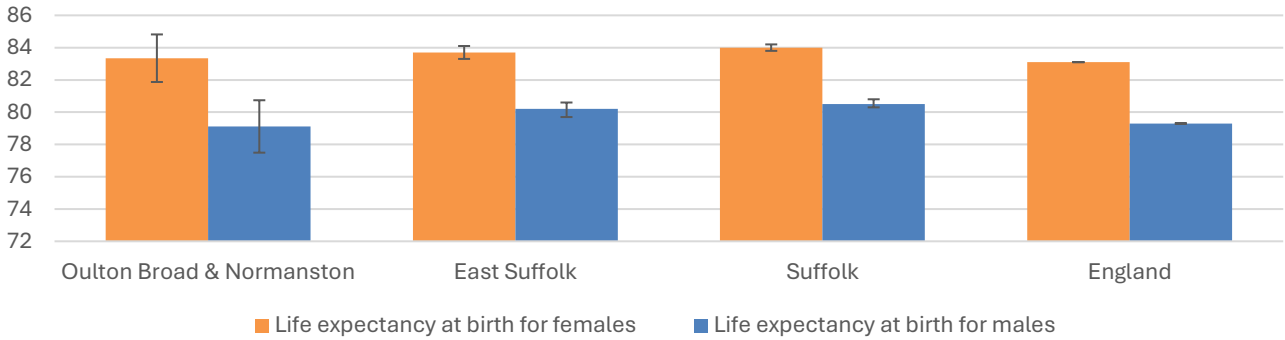
- The 2025 IMD shows that deprivation levels in Oulton Broad and Normanston are extremely varied, with parts of the division ranked in each deprivation quintile in England.
- Just over 40% of the population of the division live in areas ranked in the second most deprived quintile (i.e. 20-40% most deprived in England).
- A smaller part of the division (mainly south of the river) is ranked among the most deprived fifth of places in England.
- Just over a third of the division's population live in areas that are less deprived than average, with 22% in the second least deprived quintile, and 13% in the least deprived quintile. This area is north of the river in the west of Oulton Broad and Normanston
- The remaining 7% of the division is ranked in the middle quintile.



# Health

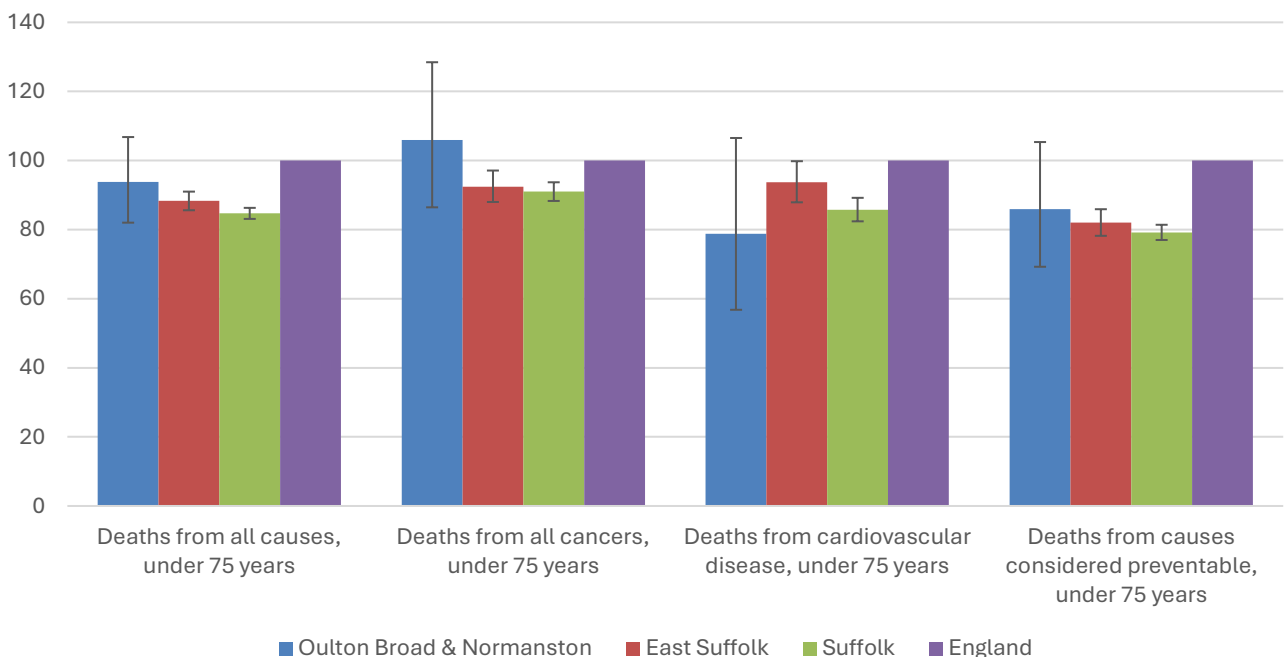
The local data used here is based on relatively small numbers. The confidence limits provide an indication of the reliability of the data. The 95% confidence intervals utilised on the chart provide a range within which there is 95% chance of the true result lying.

## Life expectancy at birth



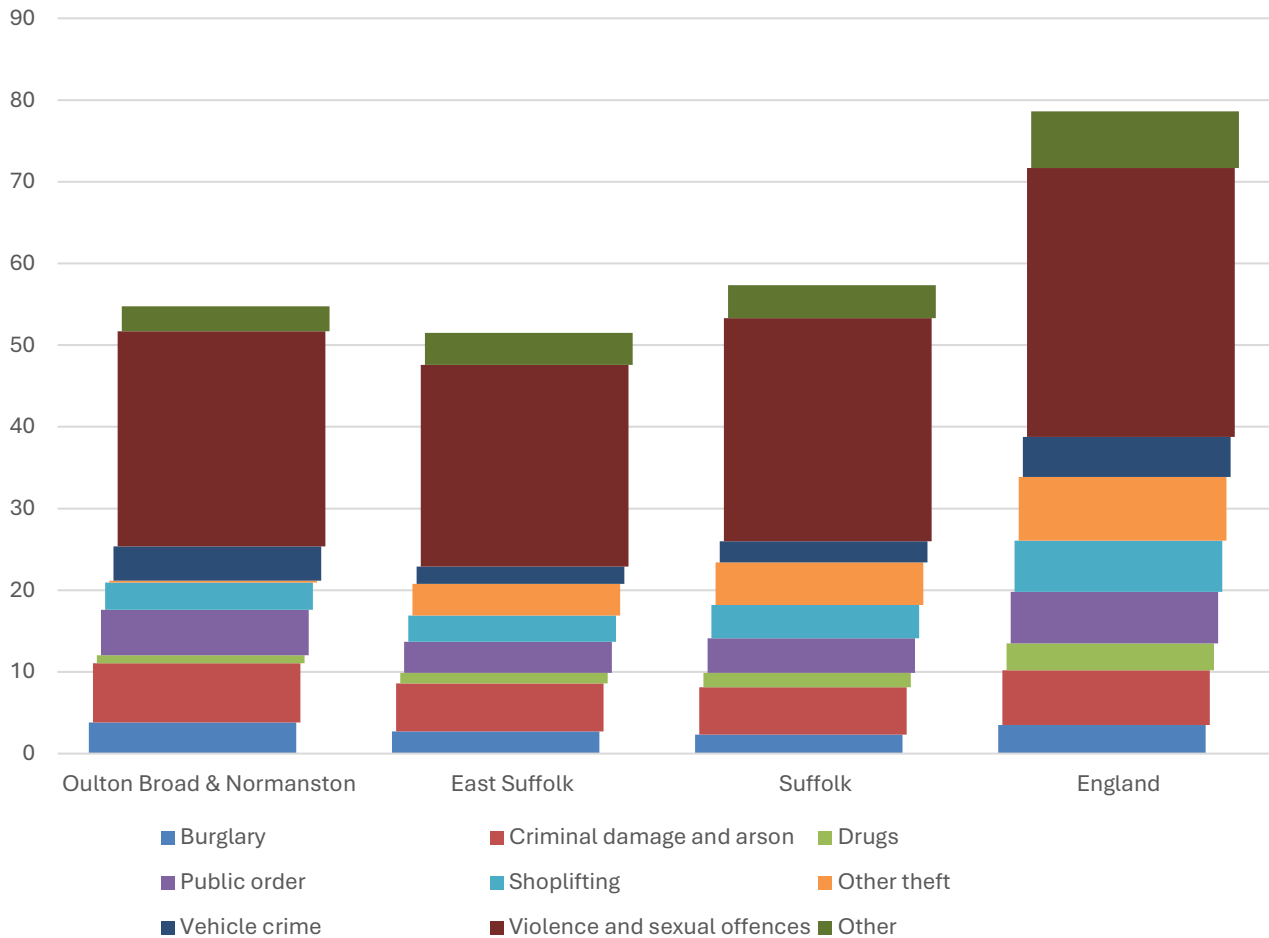
- Estimated life expectancy at birth for both females and males in Oulton Broad and Normanston is statistically similar to the East Suffolk, Suffolk and England averages.
- The latest life expectancy at birth estimates for Oulton Broad and Normanston are 83.3 for females (the England average is 83.1), and 79.1 for males (compared to 79.3 nationally).

## Deaths, under 75 years, standardised mortality ratio



- Estimated standardised mortality ratios for early deaths from all causes, cardiovascular disease and causes considered preventable in Oulton Broad and Normanston are below 100, indicating that deaths in under 75s due to these causes are lower than in England.
- Confidence intervals around these estimates are wide for local data, and none of these differences are statistically significant.
- The standardised mortality ratio data shown here means that for every 100 early deaths from all causes across England as a whole, there are an estimated 94 comparable deaths in Oulton.

## Crime & Community Safety



- Crime levels in Oulton Broad and Normanston are similar to the district and county averages, with around 55 crimes per 1,000 residents in the division in the 12 months to the end of January 2026, compared to 51 in East Suffolk and 57 countywide.
- Burglaries (3.8 per 1,000 population) are recorded at a higher rate in the division compared to East Suffolk (2.7) and Suffolk county (2.3).
- Other theft offences are recorded much less commonly in Oulton Broad and Normanston.
- By far the most common type of crime recorded during this period was violence and sexual offences, which accounted for almost half of all recorded crimes in the division.

## Additional Information

### Parishes in Division

Lowestoft (part)  
Oulton Broad (part)

## Data sources

Category	Indicator	Source
Demographic Profile	Quinary population table 2024	ONS 2024 mid-year population estimates
	Population pyramid 2024	ONS 2024 mid-year population estimates
	Ethnicity 2021	ONS 2021 Census
Economy	Employment by broad industrial sector 2024	ONS Business Register and Employment Survey via NOMIS
Labour market	Claimant count: The number of people claiming Jobseeker's Allowance plus those who claim Universal Credit who are out of work (% 16-64 population) January 2021-February 2026	DWP via NOMIS
Education	School information and attainment 2023-2025	Suffolk County Council CYP iHub
	% 16-17-year-olds NEET (Not in Employment, Education or Training) March 2021 to February 2026	Suffolk County Council CYP iHub via the Suffolk Observatory
Deprivation	Index of Multiple Deprivation 2025	Ministry of Housing, Communities and Local Government
Health	Life expectancy at birth 2016-2020 (2018-2020 for comparator areas)	Office for Health Improvement and Disparities
Health	Standardised mortality ratio for deaths from all causes, cancer, cardiovascular disease, and from causes considered preventable (under 75 years), 2016-2020 (2019-2023 for comparator areas). The standardised mortality ratio is the ratio of observed deaths in the study group to expected deaths in the general population	Office for Health Improvement and Disparities
Community Safety	Recorded crime rate per 1,000 resident population February 2025 to January 2026	Data.police.uk via the Suffolk Observatory

For more data and information about Oulton Broad and Normanston Electoral Division, see the Suffolk Observatory [www.suffolkobservatory.info](http://www.suffolkobservatory.info)

