NORWICH IS A HOTBED OF CREATIVE AND DIGITAL BUSINESSES, TECHNOLOGY COMPANIES, RESEARCH AND DEVELOPMENT INSTITUTES AND THE ONLY CITY SET IN A UK NATIONAL PARK AND THE RURAL TRANQUILITY OF NORFOLK.

The world-renowned Norwich Research Park is home to 3,000 scientists, 12,000 support staff and over 40 science and technology businesses. In 2018 the new Quadram Institute will open, a multi million pound Food and Health research centre which will develop solutions for global challenges in health, food and disease.
An investment initiative is underway to create a ‘Tech Corridor’ along the A11 between Norwich and Cambridge. The Cambridge Norwich Tech Corridor will link these two key technology hubs with an aim to create 9,000 jobs and 20,000 homes.

The new Digital User Research Lab at Norwich University of the Arts located within the Ideas Factory offers the opportunity to incorporate innovative ‘user experience’ into design and development. The facilities on offer have only previously been available in London.

"NORWICH IS THE PERFECT PLACE FOR BLUE SKY THINKING, PUSHING BOUNDARIES AND DOING THINGS DIFFERENTLY: CREATIVITY IS IN OUR GENES, BREATH-TAKING BEAUTY IS ON OUR DOORSTEP."
OUR SPACE ISN’T AT A PREMIUM SO YOU CAN GROW YOUR BUSINESS AND YOUR LIFE

Whether you want to grow your life or your business we’ve got the space for you to call home or work, and great value space at that!

The north east of the city will be home to one of the UK’s largest urban expansions with 13,500 homes in the NEGT connected by the brand new Northern Distributor Road which will be completed in 2017. This route will also dramatically improve access to Norwich International Airport.

There is over 200ha of employment land available for development across >Norwich, all with outline planning consent.

Enterprise Zone status offers benefits at a number of key employment locations, providing:

- business rate discount of up to £275,000 over five years
- simplified planning
- access to Superfast broadband

These opportunities include 52ha of development land at Norwich Research Park which is already home to six world renowned research institutes, 3,000 scientists and has significant investment plans.

There is 75ha of development land around Norwich International Airport that has the potential to support a growing airport with worldwide connections via Amsterdam. The airport is also home to the state of the art Aviation Academy which opens this year.

Equally attractive is the 40ha of development land around a thriving complex of business parks to the east of the city which are already home to Aviva, RBS, the NHS and others.
Whilst so many city centres are looking to re-invent themselves, attract people and are even struggling to survive, Colliers International defines Norwich as ‘thriving’.

From the cobbled Norwich Lanes to the Royal Arcade’s Art Nouveau elegance, you’ll be amazed by the eclectic mix of quality, independent shops. There are two large city shopping centres, an unbelievable number of department stores and a rapidly growing vintage scene which is fast gaining an excellent reputation for its superb range of clothes and furniture on offer.
When you add that to fabulous historic buildings, amazing architecture, contemporary developments such as the Forum, which is home to the most visited public library in the UK, plus England’s largest open air market with nearly 200 stalls and you have a centre where you’ll want to linger longer.

Norwich doesn’t just offer a fantastic daytime experience. When night falls the place comes alive with an impressive array of gastro pubs, restaurants and a lively micro-brewery industry. You can quite easily find a different food experience every night alongside a bustling bar culture, with a lively mix of stylish sophistication, bohemian hangouts and retro cocktail chic.

ALL THIS HAS LED TO NORWICH BECOMING THE HIGHEST RANKING RETAIL CENTRE IN THE REGION AND NORWICH LANES BEING NAMED 2014 GB HIGH STREET OF THE YEAR.
There’s no doubt that those who choose to live, work and invest in Norwich are well connected.

Whether it’s a business meeting or a trip to the theatre, London is only down the road or train track. It’s just over an hour and a half by train and a couple of hours by car so the capital is easily in reach.

Abellio has just been confirmed as the train operator for the next nine years and with that comes £1.4 billion of investment including the replacement of the entire fleet of trains with over 1,000 new carriages in place by 2020. There will be more, and later, services including two 90 minute trains each day to and from London.
The booming city of Cambridge is an important neighbour for Norwich and is only an hour’s drive. The Cambridge Norwich Tech Corridor initiative along the A11 seeks to capitalise on the relationship between the two cities and there is now an easy commute for scientists living and working in either Norwich or Cambridge. Importantly, Norwich provides a ‘value’ and great quality of life offer.

The airport has been recently acquired by the Rigby Group who already own and operate Coventry and Exeter airports and have pledged to accelerate growth by expanding the flight network. Norwich International Airport is also a significant operating hub for the southern North Sea oil and gas industry.

Norwich International Airport is only 10 minutes from the city centre with daily flights to Amsterdam, Manchester, Aberdeen and Edinburgh. The airport offers global connectivity to over 1,000 destinations via the hub airport of Schiphol, Amsterdam which is less than an hour’s flight away.
WE CULTIVATE CREATIVITY

NORWICH HAS CREATIVITY IN ITS DNA AND THAT WAS EPITOMISED BY IT BECOMING THE UK’S FIRST UNESCO CITY OF LITERATURE IN 2012. IT IS A CITY THAT COMBINES A RICH HERITAGE AND HISTORY WITH A CONTEMPORARY ATMOSPHERE.

The city is consistently rated as one of the safest and greenest in the UK and with 1,500 historic buildings, a 900 year old cathedral and castle sitting alongside highly regarded modern architecture, this is an environment that inspires.

Norwich is a place of ideas where the power of words has changed lives for hundreds of years. Authors have always flocked to the city and the mystic Julian of Norwich was the first woman to write and publish a book in the English language in the 14th century. The University of East Anglia is home to the prestigious creative writing department and the novelist Ian McEwan commented that ‘Norwich has turned itself into a world hub for literature’.

The Norwich University of the Arts is based in the city centre and is a dynamic and creative community surrounded by small cafes and galleries. It is rated as a top 5 university for ‘creative scene’ in the Which University Survey and its Chancellor, the renowned actor John Hurt commented ‘it’s going to be the most impressive arts university in the world’.
BOTH THE UNIVERSITIES ARE VITAL DRIVERS OF THE CREATIVE AND TECHNOLOGY ELEMENTS OF THE ECONOMY AND WITH 40% GRADUATE RETENTION NORWICH HAS THE BRAINS TO POWER BUSINESS.

Equally impressive is the fact that employment in the media industry is 20% higher than the national average.

Connecting with the arts and performance couldn’t be easier as the city has six theatres; various cinemas including Cinema City which showcases international film; various music venues; the UK’s most popular library and a series of galleries including the highly regarded Lord Norman Foster designed Sainsbury Centre for Visual Arts.

The Broadland area of Norwich holds the number one spot for the most peaceful place in England and Wales (UK Peace Index 2013) and Norwich officially has the happiest workers in the UK (Independent 2016).
Norwich was identified as one of five ‘fast growth cities’ alongside Cambridge, Oxford, Milton Keynes and Swindon in a 2016 report published by the highly respected Centre for Cities, the independent non-partisan think tank dedicated to understanding and improving UK city economies.

As a ‘fast growth city’ Norwich has seen strong growth in employment since 2010 and particularly in knowledge intensive business service jobs: it is ideally positioned for further growth in population and employment and will continue to be an important player within UK plc.

A recent UK Powerhouse report by the Centre for Economic and Business Research (CEBR) forecasts that GVA growth for Norwich will put it in the top 12 towns and cities in the UK. This £10 billion economy also has business rate growth that outstrips the national average.
The Greater Norwich Growth Board oversees the delivery of an annual infrastructure delivery programme and City Deal which was signed at the end of 2013. This is focused on enterprise, skills and infrastructure with an aim of turning knowledge into jobs and growth. There is an overall target of 37,000 new homes and 27,000 new jobs by 2026. Additionally there is a commitment to deliver £575m of new infrastructure between 2013 and 2026 including £370m on sustainable transport and £150m on schools.

Norwich boasts some fantastic businesses and brands who are taking advantage of the talented and well educated people, the amazing quality of life and fantastic ‘value’ on offer. There are 24,000 businesses in the area including global players such as Aviva, RBS, Virgin Money, Group Lotus and KLM to name just a few.

A recent Tech Nation report also pinpointed Norwich as a ‘vibrant digital technology cluster’ with a 20% plus growth in technology companies between 2010 and 2013. The report highlighted Norwich-based tech companies Proxama and Liftshare as key within the digital sector, with technology networking groups SyncNorwich, Hot Source and Norfolk Developers also contributing to boosting economic growth.
NORWICH
YOUR TECH CREATIVE CITY IN THE PARK

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