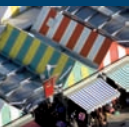




NORWICH

21

things you
should know...



www.norwich.gov.uk
www.shapingnorfolksfuture.org.uk



‘Sodom and Gomorrah, London and Norwich’ says a character in Ben Jonson’s *Bartholomew Fair* – Norwich is not now, nor ever has been, a twee provincial backwater. It has a café society, an adventurism and an openness to the new which stems from a connection between its citizenry and all aspects of its civic life

Stephen Fry



Norwich – 21 things you should know...

- 1** Norwich is the largest economy in the Eastern Region and a major centre for financial services, creative/media industries and health/life sciences. Other key sectors include public services, retail, construction, manufacturing, engineering and tourism.
- 2** The city is home to over 50 national and regional headquarters and household names such as Norwich Union, Virgin, Unilever, Kettle Foods, KLM, Lotus, PricewaterhouseCoopers, Moneyfacts, Central Trust, Archant, Marsh, Grant Thornton, Office of Government Commerce, Mills and Reeve and May Gurney.
- 3** Norwich is being transformed through a programme of construction projects representing investment of more than £1 billion in the city. The Norwich economy is set to grow by 35,000 jobs by 2021.
- 4** Norwich International Airport is 15 minutes from the city centre and provides worldwide links via four daily flights to Amsterdam's Schiphol airport. Trains run to London and Cambridge every 30 minutes and there is easy road access to East coast ports.

- 5** Employment in the media industry is **higher than the national average**. Norwich is home to Archant, the **UK's largest independently-owned regional media group**, as well as BBC East, ITV Anglia, Town House TV and several local radio stations.
- 6** Norwich is one of the **top 10 retail centres in the UK**. It has a unique mix of independent stores and small specialist shops set in historic streets and lanes, major high street chains, two city-centre shopping malls and the largest 6-day open-air market in England.
- 7** Nationally and regionally **competitive wage, land and premises costs** are matched by affordable local housing.
- 8** New businesses have **above UK average** survival rates and benefit from extensive business-to-business networks, high quality support and a **good track record** of public/private sector partnerships to develop the local economy.
- 9** Norwich Research Park has **one of Europe's largest single-site concentrations of research** in health, food and environmental sciences; underpinned by expertise in plants, microbes, chemistry and computing.
- 10** Norwich is the **largest general insurance centre in the UK** and one of the most significant financial clusters. The city hosts one of the country's first National Skills Academies in Financial Services and offers a unique portfolio of professional qualifications.

- 11 Norwich has one of the **highest graduate retention rates** in the country, with over 40% of graduates from the University of East Anglia (UEA) living and working locally.
- 12 UEA is **one of the UK's top universities**, with an international reputation for teaching and research. It is world famous for Creative Writing and Environmental Sciences.
- 13 City College Norwich, one of the largest colleges of further and higher education in the UK, has **three Centres of Vocational Excellence**. The Norwich School of Art and Design is one of only a handful of specialist art and design colleges in the country.
- 14 Norwich has **1,500 historic buildings** within its walled centre, two cathedrals and a Norman castle – as well as **outstanding modern architecture** by Lord Norman Foster, Sir Michael Hopkins and Denys Lasdun.
- 15 More people **walk to work** in Norwich and there are **more Park and Ride sites** (6 purpose-built, award-winning sites) than in any other UK city. The city centre is extensively pedestrianised and virtually traffic-free.
- 16 **Norwich is one of the UK's top visitor destinations**. The Broads National Park runs into the city and Norwich is only 40 minutes from the spectacular Norfolk and Suffolk coastlines.

- 17 Norwich has been **voted best city for student nightlife** and is packed with restaurants and café bars. Its extensive and **vibrant club scene**, focused on the riverside quarter of the city, attracts people from all over the region.
- 18 Norwich has six theatres including the Theatre Royal, **the region's premier theatre**, and **one of only two puppet theatres** in England. The annual Norfolk & Norwich Festival is the **oldest city-based arts festival in Britain**. It forms part of a diverse programme including international contemporary art, animation and literary festivals and the largest beer festival outside London.
- 19 Just 35 minutes from Amsterdam, **Norwich is the gateway to Europe**. Norwich works in partnership with cities across Europe and has attracted **major EU funding** for regeneration and development programmes.
- 20 **75% of development** is on previously-developed sites. Norwich is home to the Tyndall Centre, the UK's National Centre for Climate Change Research, and CRed, the UEA-led world exemplar initiative to reduce carbon emissions.
- 21 Norwich has a **unique collection of 1930s parks** and miles of riverside walks. 150 acres of historic woodland run into the city centre and Whitlingham Country Park (beach, woodland/water park and wildlife reserve) is a 20-minute walk from the city centre.

Norwich is a great place to visit, live, learn and work.



Norwich has proved to me that it's a city that can deliver results and I would recommend it to anyone who wants their business to thrive in a friendly, forward-thinking environment

Richard Branson





NORWICH

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