



‘ 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 
England's *other* city

produced by
Norwich Economy Round Table
in partnership with



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NORWICH



things you
should know...

www.norwich.gov.uk
www.shapingthefuture.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 Four of the UK's **fastest growing** businesses are based in Norwich (2003 Inner City 100 Index). The city is the largest centre for financial services and media/creative businesses in the eastern region.
- 2 The city is home to **26 national and regional headquarters**, and household names such as Norwich Union, Virgin, Unilever, Kettle Foods, KLM, PricewaterhouseCoopers, Moneyfacts, Central Trust, Archant, Marsh, Grant Thornton, Anglian Windows, Office of Government Commerce, Mills & Reeve, Capita and Adobe.
- 3 Norwich is being **transformed** through a programme of construction projects representing **investment** of over £1billion in the city.
- 4 Norwich International Airport is only 15 minutes from the city centre and makes **worldwide links** via four daily flights to Schiphol. There are half-hourly trains to Cambridge and London.
- 5 Employment in the media industry is **20% higher than the national average**. Norwich is home to Archant, the **largest independent** regional newspaper group in the country, as well as BBC TV East, Anglia TV, Imago Productions and two local radio stations.
- 6 Norwich is in the **top 10 retail centres in the UK**, ranked higher than cities such as Edinburgh, York and Newcastle-upon-Tyne. It has a unique blend of independent stores, small specialist shops, major high street chains and the largest 6-day open-air market in England. **The largest new shopping development in Europe** will open in 2005.
- 7 Nationally and regionally **competitive wage, commercial 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 developing the local economy.
- 9 With more than 1,500 science staff and 500 postgraduate students Norwich Research Park is **one of Europe's leading clusters** of research and development – encompassing health, food, plants and microbes as well as environment and computing sciences.
- 10 City College Norwich's School of Financial Services is **unique outside London** and supports the **national and regional headquarters** of over 17 financial services companies based in Norwich.
- 11 Norwich is a **major centre for education and training** and has one of the **highest graduate retention rates** in the country, with over 40% of UEA graduates living and working in the city.
- 12 The University of East Anglia is one of the **UK's top 20 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 Britain, 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** – including the largest walled medieval centre, more pre-Reformation churches than any other city north of the Alps, two cathedrals, a Norman castle and the largest provincial guildhall – as well as **outstanding modern architecture** by Lord Norman Foster, Sir Michael Hopkins and Denys Lasdun.
- 15 More **people walk or cycle** to work than in any other city in the UK. The pedestrianised city centre is packed with restaurants and café bars.
- 16 **5 million tourists** visit Norwich each year. The city is 20 minutes from the Norfolk Broads and 40 minutes from spectacular Norfolk and Suffolk coastlines.
- 17 Norwich has six theatres including the Theatre Royal, the most **successful** regional theatre in the country, and one of only two puppet theatres in England. The annual Norfolk and Norwich Festival is the **oldest city-based arts festival** in Britain and forms part of a diverse programme including **international animation and literature festivals** and the largest beer festival outside London.
- 18 Norwich has been voted best city for student nightlife and attracts **29,000 visitors**, on average, every Saturday night with its extensive and **vibrant club scene** focused on the riverside quarter of the city.
- 19 Just 35 minutes from Amsterdam, Norwich is a gateway to Europe. Norwich has attracted **major EU funding** for urban regeneration projects and riverside development programmes, and works in partnership with cities across Europe.
- 20 **75% of development** is on brown-field land – in the next few years over 3,000 new homes are planned. The city is also home to the National Centre for Climate Change and CRed, the UEA-led **world exemplar** initiative to reduce carbon emissions.
- 21 And, **Delia Smith**, the most famous cook in Britain, showed us 'how to' dish up a premier football club!