

# WiN every day



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This is Norwich – where you can start something new, grow something great, and find the work-life balance you crave. Here, ‘best of both worlds’ means a thriving hub of innovative industries, creative brands and global powerhouses, all set within a picturesque and historic city inside a national park.

Norwich could be the next place you call home. Are you ready to discover the everyday wins working in Norwich can bring?

- 01 City paddleboarding
- 02 Colorifix
- 03 Fuel Studios
- 04 Yard



# Discover the only English city inside a national park – so you can take a dip before diving into work.



## Charlotte

Moved from London  
to *Work in Norwich*









**In Norwich, quality of life comes first. We've been voted as one of the best places to live so many times we've lost count. This is a city where life is simply easier: somewhere to make your own.**

Norwich is partial to the mavericks and has been a hive of industry since the 11th century, embracing entrepreneurs and encouraging free-thinkers. Our 'City of Stories' has a warm welcome for people writing a new narrative – it's no wonder Norwich became England's first City of Literature.

Our city is packed with accolades and achievements. Norwich market (one of the largest in the UK, which has stood in the same spot for 900 years) won best large market in 2019, while our combination of independent shops and big name brands have seen our high-street win national awards. In 2021 we were named the most romantic city in the UK, as well as one of the best cities in England in which to raise a family.

We know work-life balance is becoming even more important, and the demand for more flexibility and family time is only going to increase. Employees will want more than company perks; they'll want to live in a city that welcomes them home. Somewhere their friends and family will want to come and visit. Where they can do a day at work, pop to the shops at lunch, and then catch a show, head to the beach, enjoy an amazing meal, or watch a game at Carrow Road.

Here, your local coffee shop will know that yours is a flat white, oat milk – or an espresso, double shot. Your route to work could be along the river, a scoot down leafy streets, or cycling on our pedalways. And, if you needed to, you could be in London in just 90 minutes, giving you the perfect amount of time to prep for a meeting, with a pastry from one of our award-winning bakeries.

**24% of Norwich residents walk or cycle to work.**



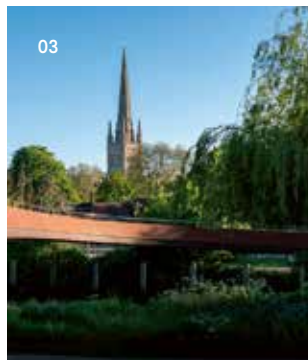
**Norwich house prices are on average 18.3% cheaper than the rest of the UK.**



02



04



03



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## Choose Norwich as your base and find out just how great work can be.

- Rated as one of the best places to live by the *Sunday Times* in 2022
- Vibrant nightlife, with Purple Flag accreditation
- The Norwich Lanes are home to over 300 independent shops, bars and restaurants
- One of the largest and most historic six day markets in the UK with 189 stalls
- Home to six theatres and multiple music venues
- The only English city to reside in a national park, the Norfolk Broads
- UNESCO 'City of Literature' and home to the National Centre for Writing
- Compact city with seven pedalways and easy walking routes
- Well connected by road, rail and air with train services to London in 90 minutes
- Close to stunning coast and award-winning beaches
- The renowned Norwich City Football club regularly draws sell-out crowds of 27,000 supporters
- Norwich City Council aims to be net zero carbon by 2030.

- 01 Norwich Lanes Summer Fayre
- 02 Gonzos
- 03 Norwich Cathedral
- 04 Norwich Market
- 05 South Norwich



# With a buzzing network of businesses right on your doorstep, this city is packed with community spirit.



**Jahangir**

Born in Norwich

*Works in Norwich*









**We all know business is really about people. You want the best working with you, and you want the contacts who'll enable you and your organisation to flourish. It's not about settling for what you can get; it's about ensuring your business has the talent to make it work.**

With two Teaching Excellence Framework Gold-standard universities, spanning creative and academic fields, Norwich is packed with homegrown talent.

The University of East Anglia (UEA) is ranked in the UK Top 30 (*The Times* and *Sunday Times*), and World Top 200 Universities. UEA is renowned for its business school, cutting-edge environmental science research and creative writing, and is home to the iconic Sainsbury Centre for Visual Arts. And – with its city centre campus – Norwich University of the Arts (NUA) was ranked in the top 10 for teaching quality in the National Student Survey 2021, and is ranked in the top two creative arts universities by the *Complete University Guide* 2023, with graduates in design, film, architecture and more.

For young learners, there are 79 schools, 20 of which are 'Outstanding' Ofsted rated. Norwich boasts 36 primary schools serving 10,549 students for the 2022 school year! And at City College Norwich, a brand-new dedicated digital skills institute engages teenage innovators. Going to school here means getting off on the right foot.

It is no wonder our workforce is packed with highly skilled people or that we have a large economically active population. The city draws people in from around the region; Norwich is a professional hub for a large catchment, pulling talent from Norfolk, Suffolk and Cambridgeshire.

And one of the really unique strengths of Norwich? Our community. Our businesses pull together, allowing the whole city to thrive. Our start-up retention rate is 43.2%, and we know that part of that is because of the richness of the city's networks and our ability to collaborate. In Norwich, we have a vested interest in everybody succeeding – because we know that what's good for one business is good for the whole.

**Our start-up  
retention rate  
is 43.2%.**



## Norwich's homegrown talent is unbeatable.

- Two Teaching Excellence Framework Gold-standard universities
- UEA has a student population of 19,000
- 1/3 of graduates choose to stay in Norwich
- NUA ranked in the top two UK creative arts universities
- 20 'Outstanding' Ofsted rated schools
- Norwich Research Park hosts four independent, internationally renowned research institutions, where around 30,000 people are based
- 'Helpful tech community' named as number one strength of the city by Norwich startups, according to Tech Nation.



- 01 UEA chemistry
- 02 UEA students
- 03 NUA, Duke Street
- 04 Sainsbury Centre for Visual Arts



# This is a place to work hard, think big and break the mould – where your groundbreaking research can change the world.



**Margie**

Moved from Portugal  
to *Work in Norwich*









## Norwich is a Centre for Cities Fast Growth City – recognition of its high economic potential.

For retail and leisure, Norwich remains bustling and busy, with a diverse high-street. The Cambridge–Norwich Tech Corridor has supported a rapidly growing digital scene, while the Norwich Research Park draws top talent from around Europe. Commercial businesses are thriving: from law to finance to insurance – there's a reason Norwich has been home to one of the largest insurance centres in the UK for over 200 years.

There are lots of reasons why Norwich is a brilliant business base. Norfolk is home to the largest free-to-access public sector IoT (internet of things) network in the UK and is about to benefit from a £50 million investment in high-speed broadband – that means a lot less time waiting for Teams to load, and a lot more time to focus on getting the job done. You'll also be able to benefit from all the best tech talent, whether that's experienced web and app developers, software engineers, VR experts or something else entirely. And costs will be much lower too – rent prices in Norwich are around 20% lower than the national average, keeping overheads competitive and maximising benefits.

If working sustainably is a business priority, we can help. The county's offshore windfarms will help supply green energy to power more than four million UK homes. Norwich City Council aims to be net zero carbon by 2030, and we're pioneering new circular economy initiatives across the city.

The urban area of Norwich is among the top 10 fastest-growing urban centres in the country, and has recently been awarded a Town Deal, which will help to accelerate its growth. The City Council and local leadership have a vision for the future: to celebrate and grow Norwich as a creative, liveable, fair, connected, and dynamic city. And they're working together with local businesses and communities to make it happen.







03

## There is still plenty of potential to be unlocked, and it's yours for the taking.

- Norfolk has the largest free-to-access public sector IoT network in the UK
- Large-scale offshore windfarm project set to supply four million households with green electricity
- £50 million investment to provide high-speed broadband to Norfolk
- Pinpointed as a vibrant technology cluster by Tech Nation
- Rent prices in Norwich are 20% lower than the national average
- Norwich boasts six key growth sectors (financial services, life science, advanced manufacturing, food & drink, digital and creative industries) and a substantial presence of knowledge intensive business services (KIBS).



04

**Rent prices in Norwich are over 20% lower than the national average, and over 55% lower than in London.**

- 01 Computer Service Centre
- 02 StartUpCycle Hackathon
- 03 Bread Source
- 04 Immersive Studios



Work in  
Norwich

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in @WorkInNorwich  
[workinnorwich.co.uk](http://workinnorwich.co.uk)



Norwich  
Business  
Improvement  
District



**NORWICH**  
City Council



Department for Levelling Up,  
Housing & Communities

All information correct at time of printing.  
Facts are subject to change. For a list of sources,  
please visit: [workinnorwich.co.uk/prospectus](http://workinnorwich.co.uk/prospectus)  
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LAND  
TRUST™

Scan the QR code opposite  
to explore the everyday WiNs  
of working in Norwich.

