

THE STATE OF THE CITY

NORWICH 2017



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INTRODUCTION

Norwich, “The City of Stories”, is located in East Anglia and is one of the most beautiful modern historic cities in Britain. Until the 17th century, Norwich was the country’s second biggest city with its wealth built on trading. This has created a very rich tradition of heritage especially in the city centre, which boasts the largest intact medieval street pattern in Europe. Norwich city centre combines old and new beautifully, whilst still retaining its character and charm.

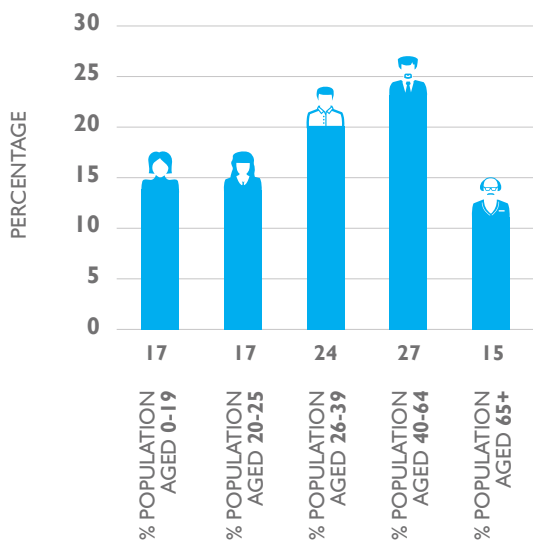
Norwich offers an outstanding quality of life, fantastic career options and the benefits of living in a vibrant city with easy access. Visitors can enjoy a variety of museums, galleries, cafés, restaurants and other services, many of which are housed in beautiful heritage buildings which feature architecture from the Norman, Medieval, Georgian, Victorian and Modern eras.

In 2017 Norwich was awarded Purple Flag status to recognise how the city centre manages the evening and night time economy.

Norwich city’s population is divided almost equally in gender, with a total population of 138,875. This figure is expected to increase as the Government has prioritised greater Norwich as a major city that will create 35,000 new jobs and 30,000 new residents by 2026.

BIG PICTURE

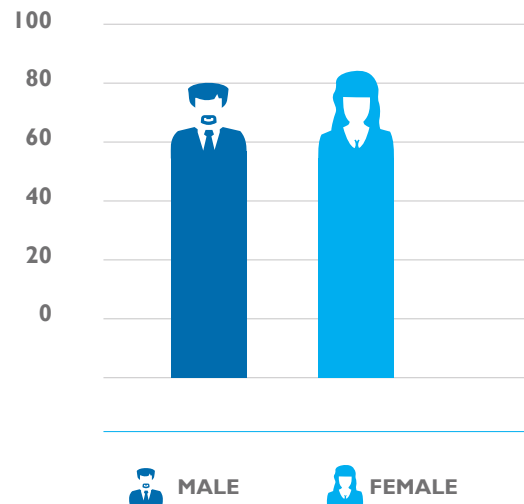
NORWICH POPULATION



138,875

people live in the Norwich City Council area compared to 137,500 in 2016

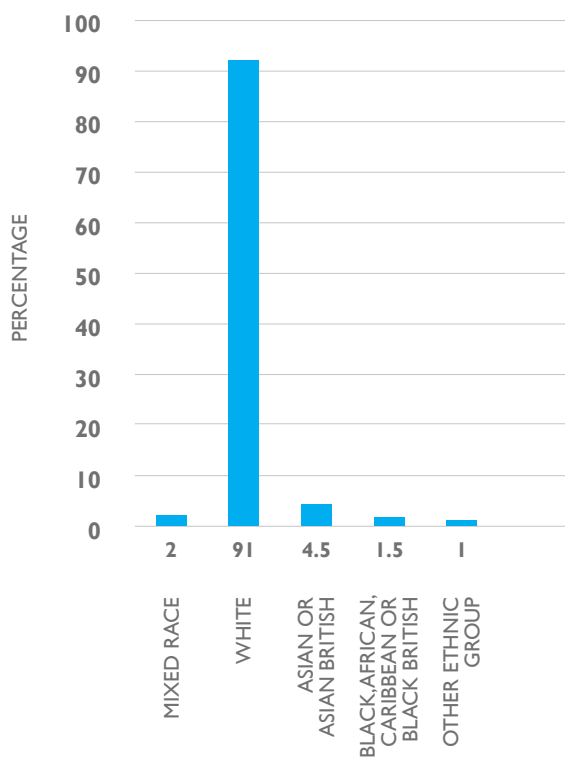
LIFE EXPECTANCY



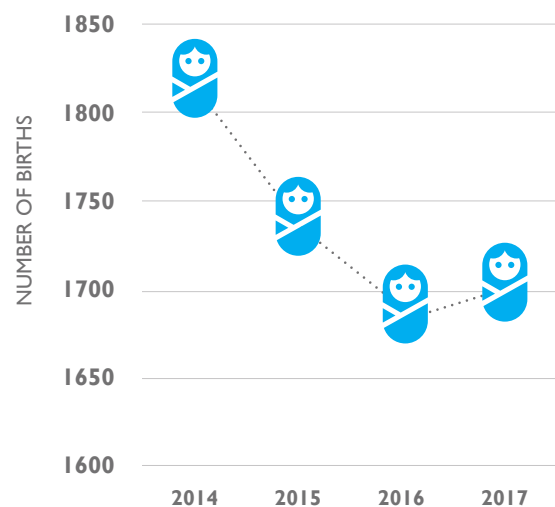
82

average life expectancy in Norwich

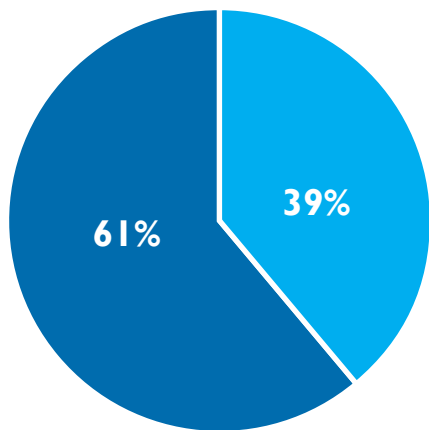
NORWICH ETHNIC PROFILE



NORWICH ANNUAL BIRTHS



FULL TIME AND PART TIME EMPLOYEES

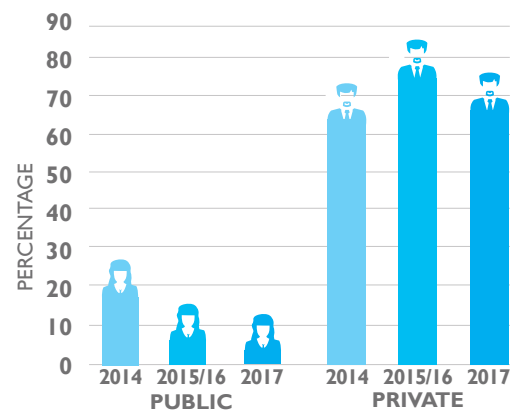


 FULL TIME  PART TIME

61%

of Norwich employees
are full time (63% in 2016)

NUMBER OF EMPLOYEES



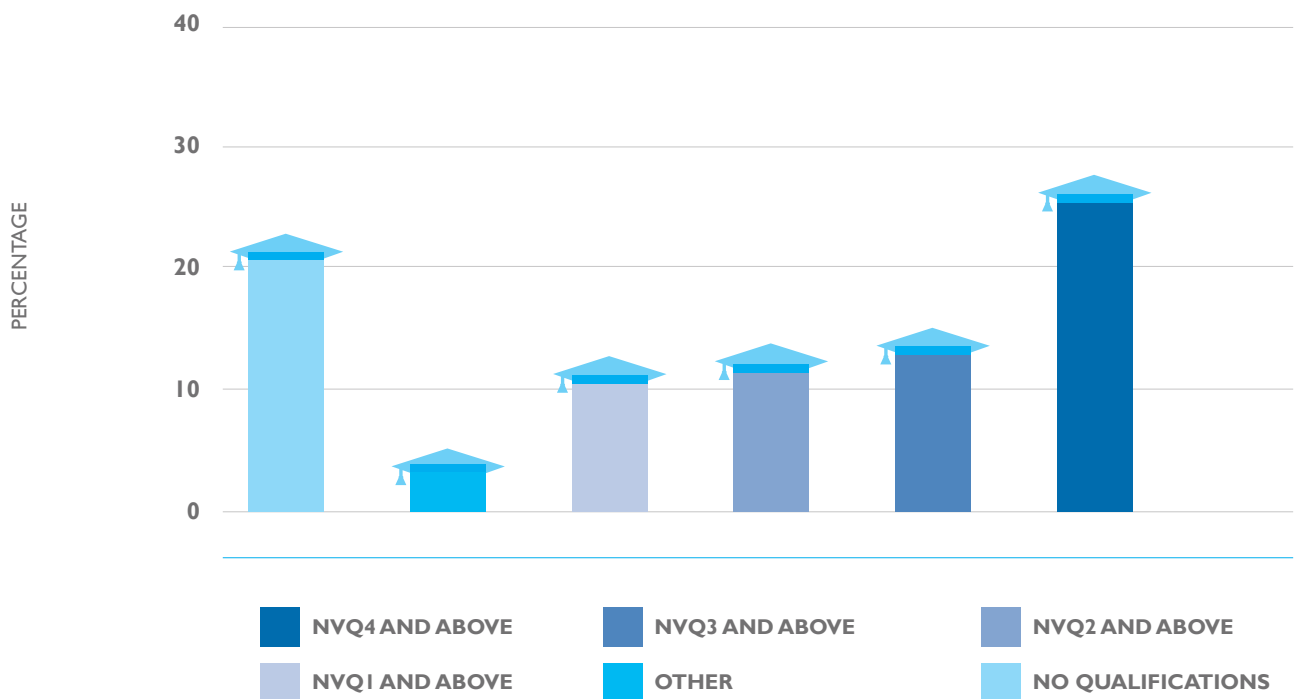
14%

of employees work in the
public sector

86%

of employees work in the
private sector

EDUCATION OF THE POPULATION OF NORWICH

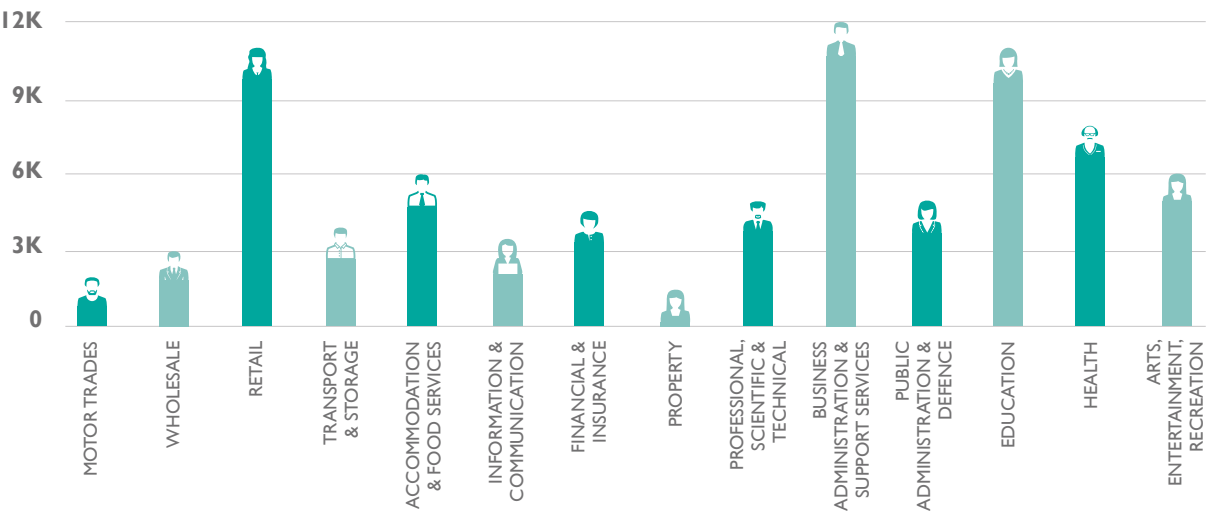


EMPLOYMENT



The number of Norwich-based employees has increased by 1.6%, raising the total number of employees in Norwich area to 129,200.

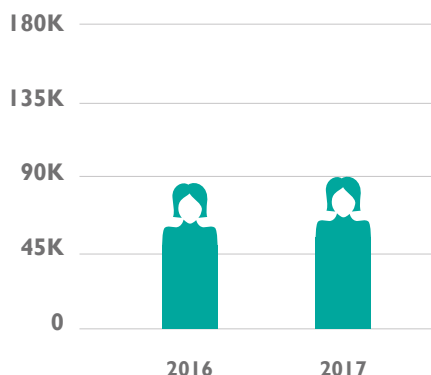
TOTAL NUMBER OF EMPLOYEES IN DIFFERENT SECTORS



13%

of employees in the Norwich City Council area work in retail – the city centre has reflected the changes in user behaviour and reduces the retail focus

NUMBER OF EMPLOYEES IN THE NORWICH CITY COUNCIL AREA



90,000

are employed in City Council area

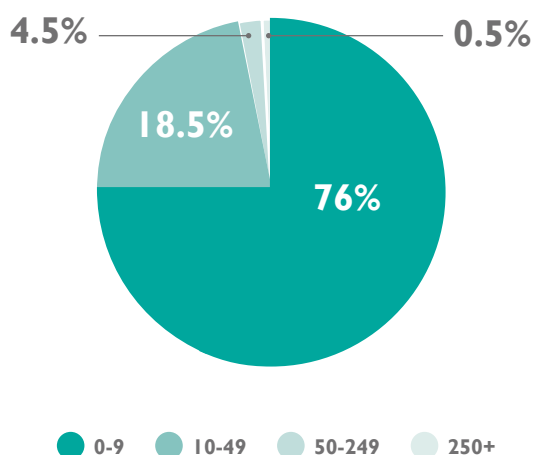
NUMBER OF EMPLOYEES



114,000

are employed in Norwich urban area

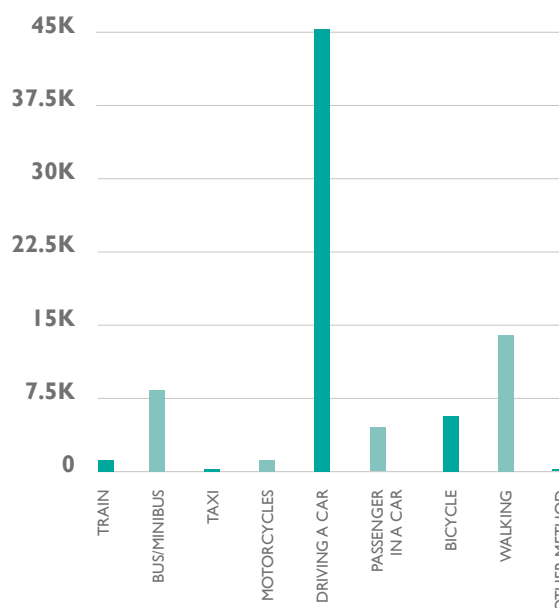
NUMBER OF EMPLOYEES PER COMPANY SITE



76%

of businesses employ 0-9 people
– this shows the success
of micro businesses

METHOD OF TRAVEL TO WORK

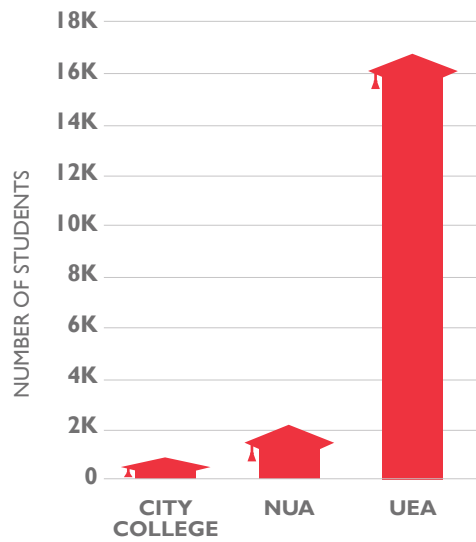


24%

of residents walk or cycle to work

EDUCATION, ART AND CULTURE

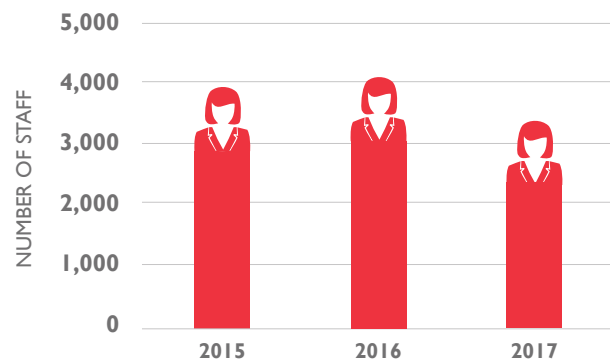
NUMBER OF STUDENTS IN HIGHER EDUCATION



19,836

19,836 students in higher education

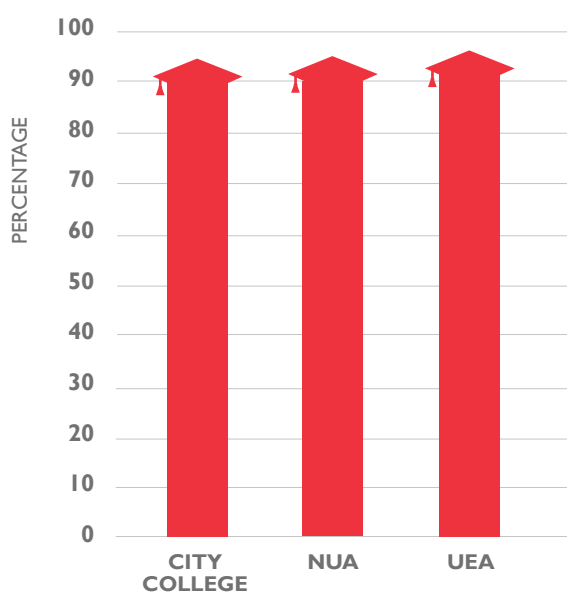
UEA STAFF



3,347

Staff working at the UEA

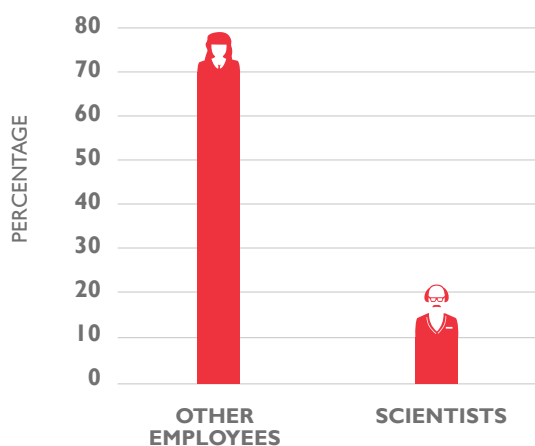
PERCENTAGE OF GRADUATES WORKING OR IN FURTHER STUDY 6 MONTHS AFTER GRADUATION



An average of 95% of graduates
are working or in further study 6
months after graduation



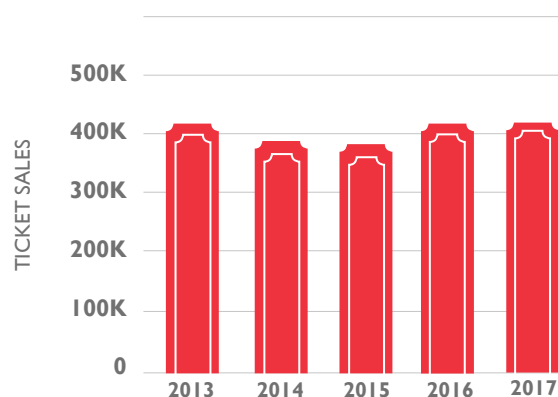
RESEARCH PARK EMPLOYMENT



17,000

Employees work for the Research Park;
3,000 of them are scientists

NORWICH THEATRE

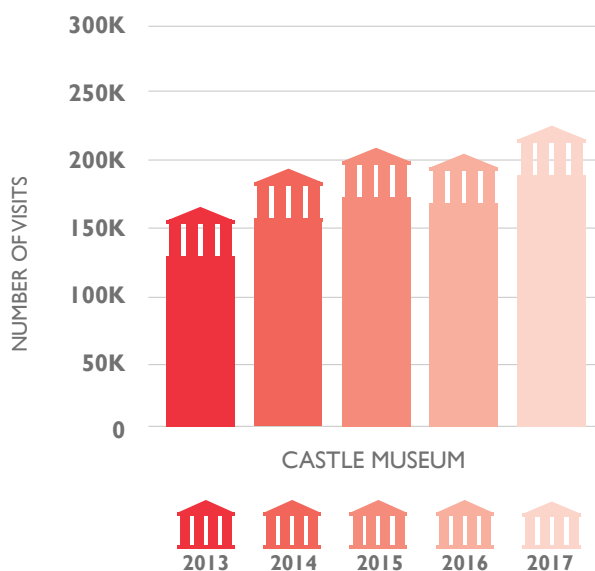


391,09

Tickets sold by the Theatre Royal in 2017



NORWICH MUSEUMS

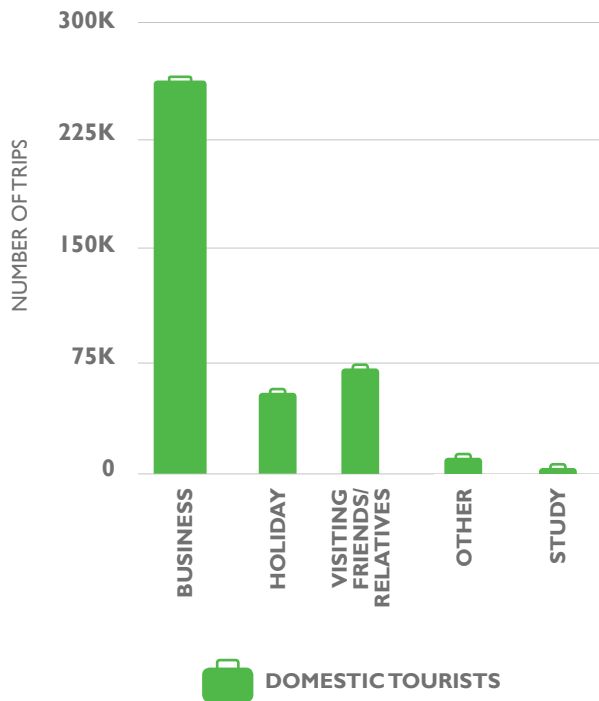


223,184

people visited the
Castle Museum in 2017

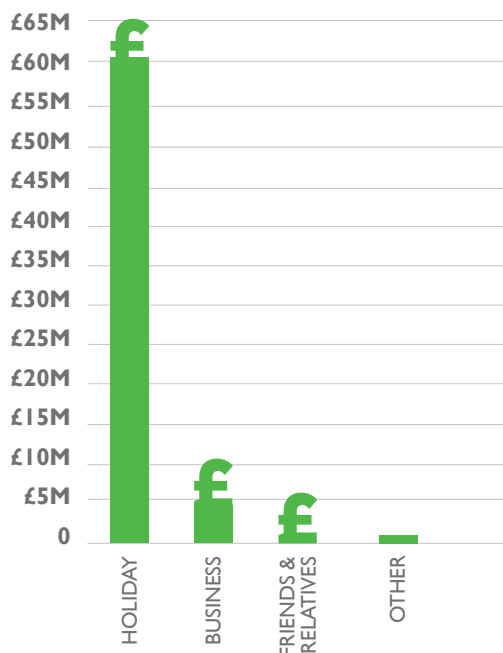
TOURISM AND HOTELS

NUMBER OF TRIPS
TAKEN BY TOURISTS TO NORWICH



The total value of tourism in Norwich was estimated at £731m supporting an estimated 12,000 tourism related jobs within the district.

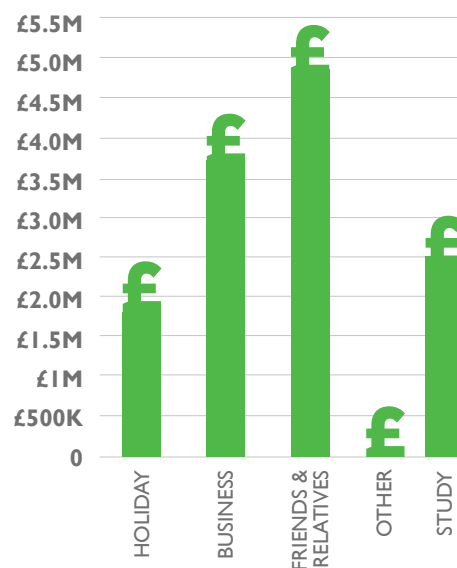
SPEND FOR
DOMESTIC TOURISTS



£84,629,000

spend for domestic tourists

SPEND FOR
OVERSEAS TOURISTS

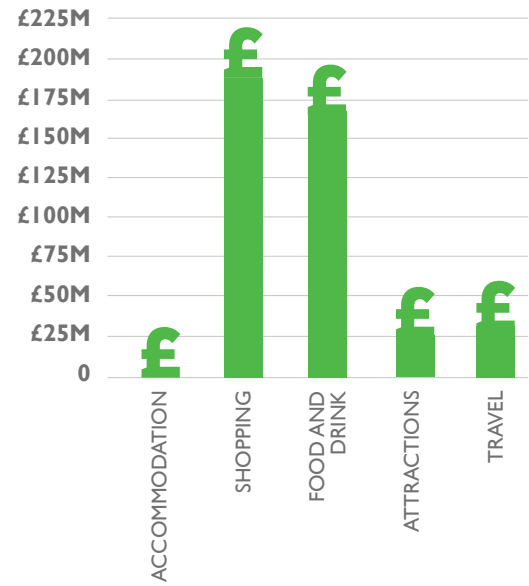


£16,601,000

spend by overseas visitors who were visiting friends/family members

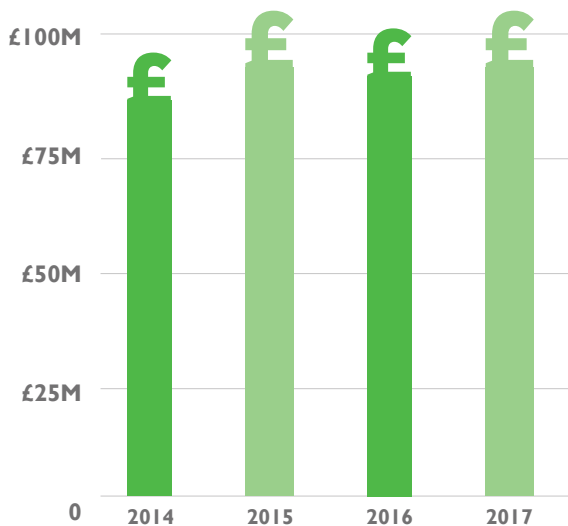


DIRECT EXPENDITURE ASSOCIATED WITH TRIPS



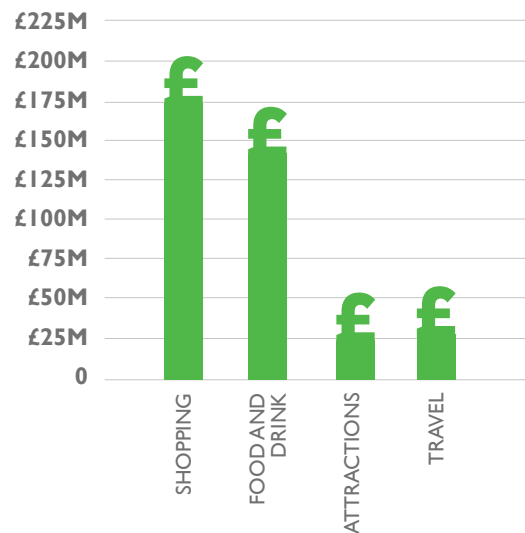
£565,816,000
expenditure associated with trips

MONEY SPEND FROM TOURISTS



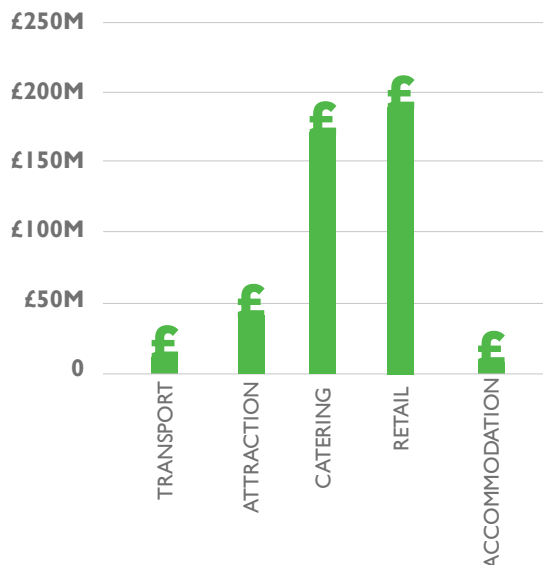
£101,209,000
domestic and overseas
tourist spend

TOTAL DAY VISIT SPEND



£493,727,000
expenditure on day visits
in Norwich per annum
(£443,757,000 previous year)

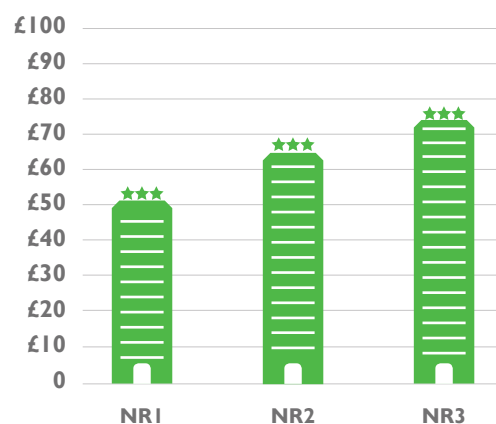
TURNOVER DERIVED FROM TRIP EXPENDITURE



£541,659,000

Turnover from day visitor expenditure per annum

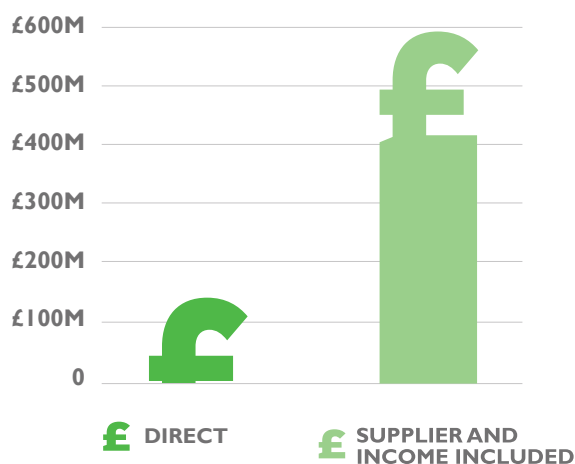
AVERAGE HOTEL PRICE



£70.70

Average price for a hotel in the city centre per night (£67.80 last year)

TOTAL BUSINESS TURNOVER SUPPORTED BY TOURISM ACTIVITY



£731,036,375

Total Norwich business turnover supported by business activity

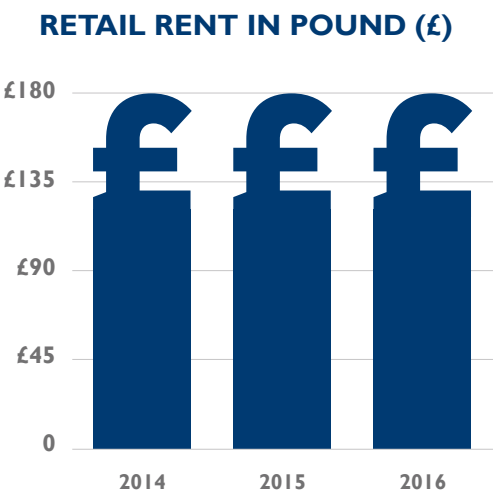
DIRECT EMPLOYMENT IN BUSINESSES AND IN RECEIPT OF VISITOR EXPENDITURE (FTES)



6,026

direct employment for visitor related business

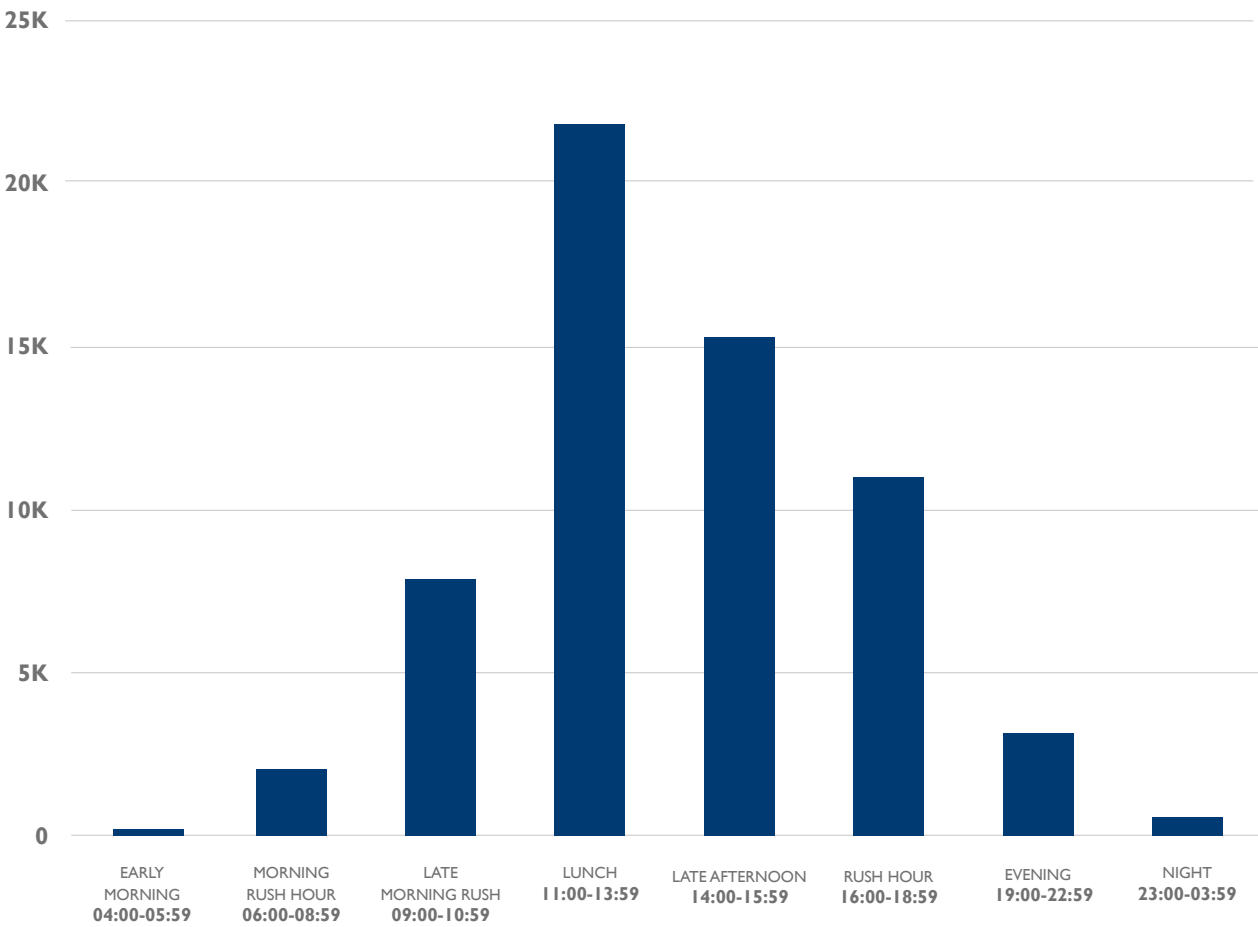
RETAIL



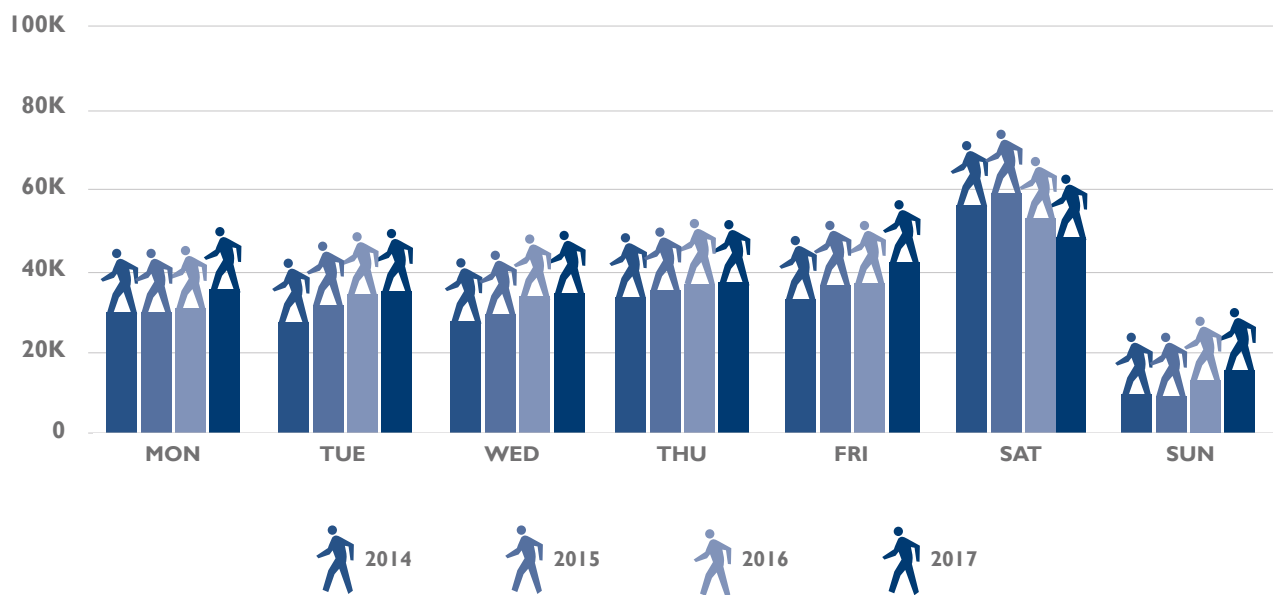
£180

Rent for 2016 was £180 per square foot for prime zone A

FOOTFALL DAY PART



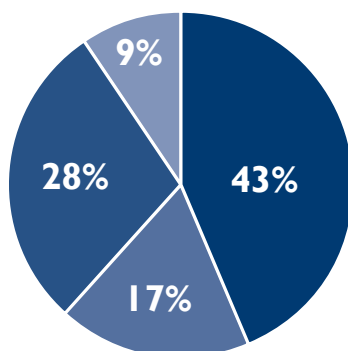
PEDESTRIAN ACTIVITY BY DAY



1,576,863

average monthly footfall in 2017

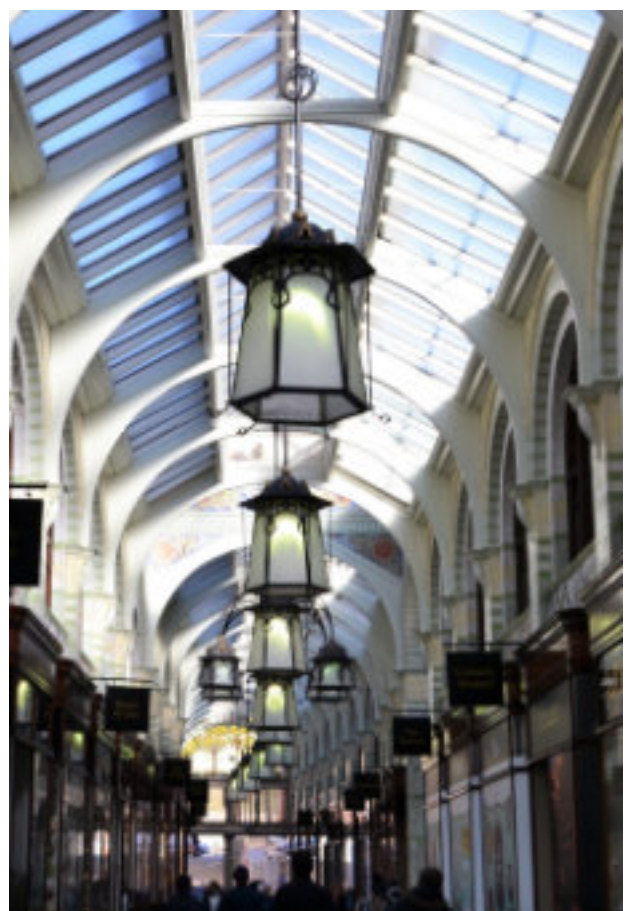
BUSINESS BREAKDOWN



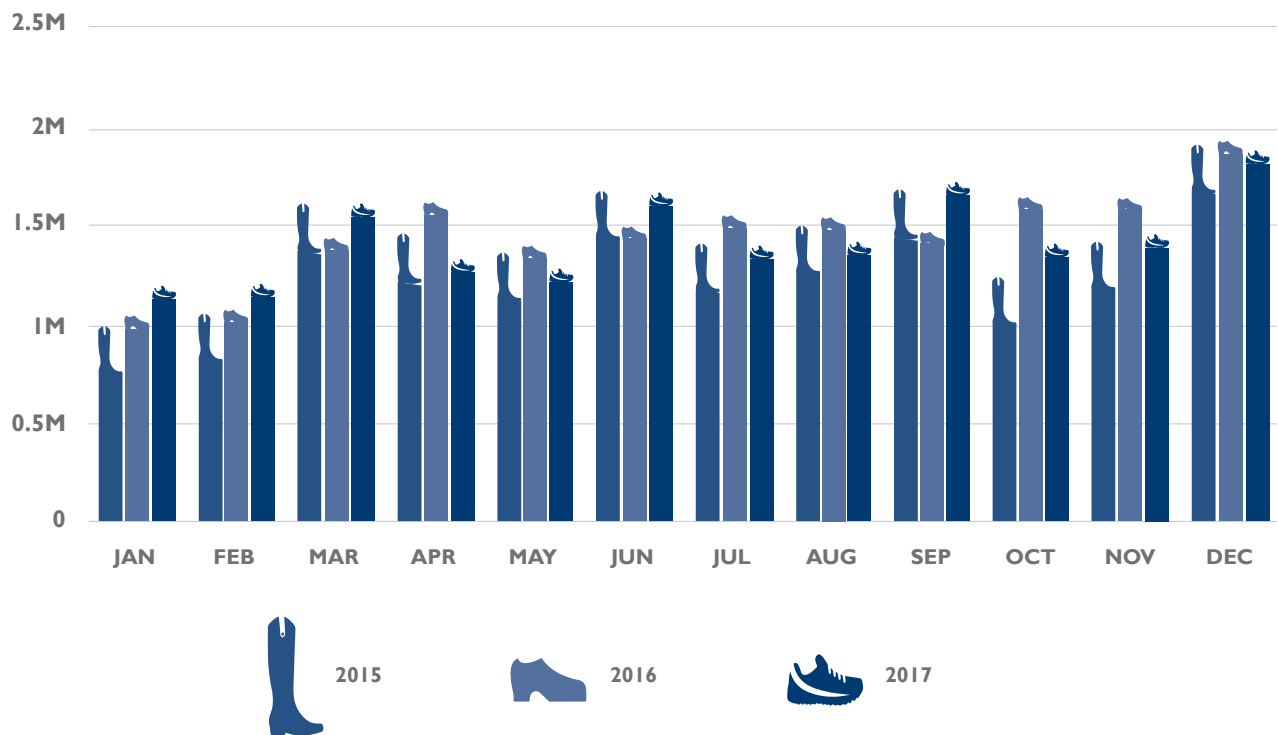
- RETAIL
- COMMERCIAL
- LEISURE
- PUBLIC SECTOR

43%

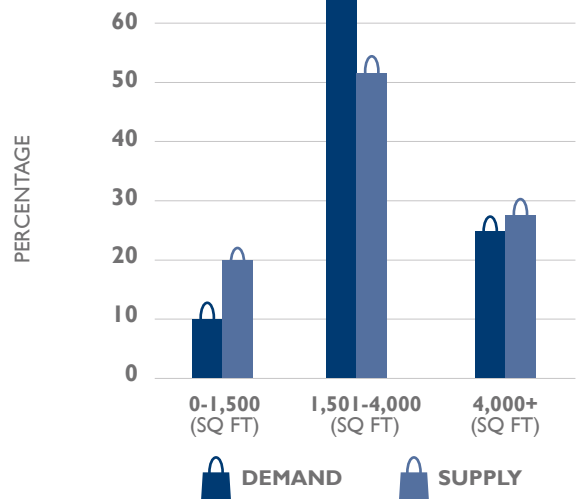
of businesses in Norwich city centre are retail – Diversity of sectors increasing making Norwich more recession resilient



NORWICH MONTHLY TOTAL FOOTFALLS



HIGH STREET RETAIL DEMAND VS SUPPLY



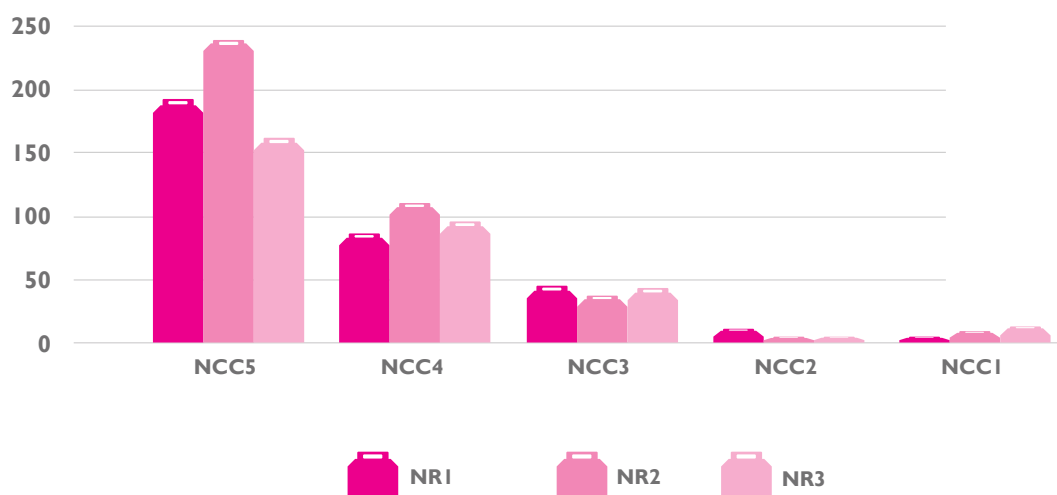
65% vs 52%

High street retail demand for 1501- 4000 square feet is 65% and high street retail supply for 1501- 4000 square feet is 52%

BARS AND RESTAURANTS



RESTAURANTS, TAKEAWAY OR FOOD SHOPS BY HYGIENE RATING



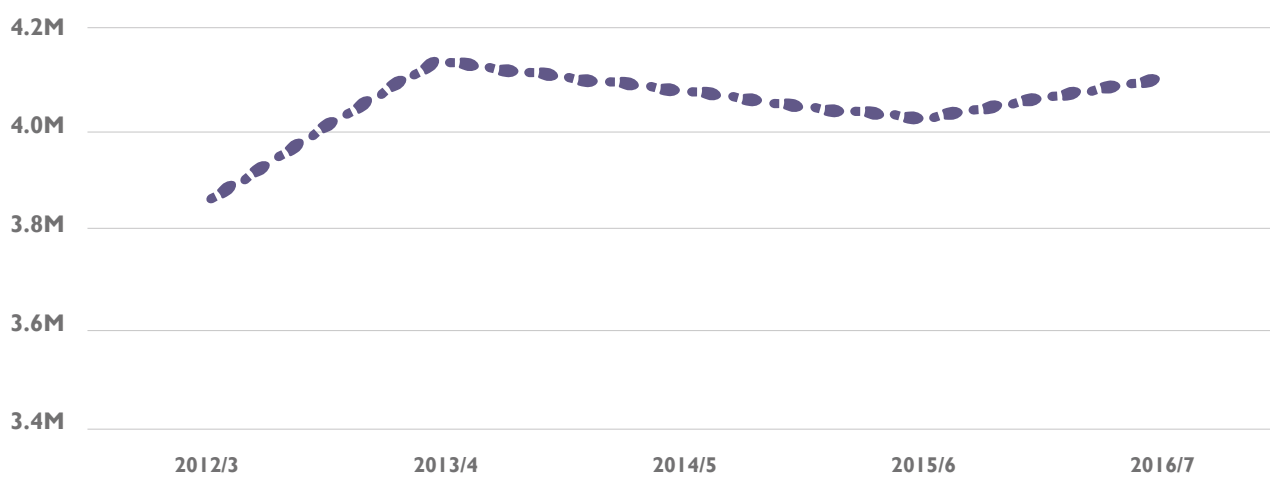
1,068

food related businesses

TRANSPORT AND ACCESS



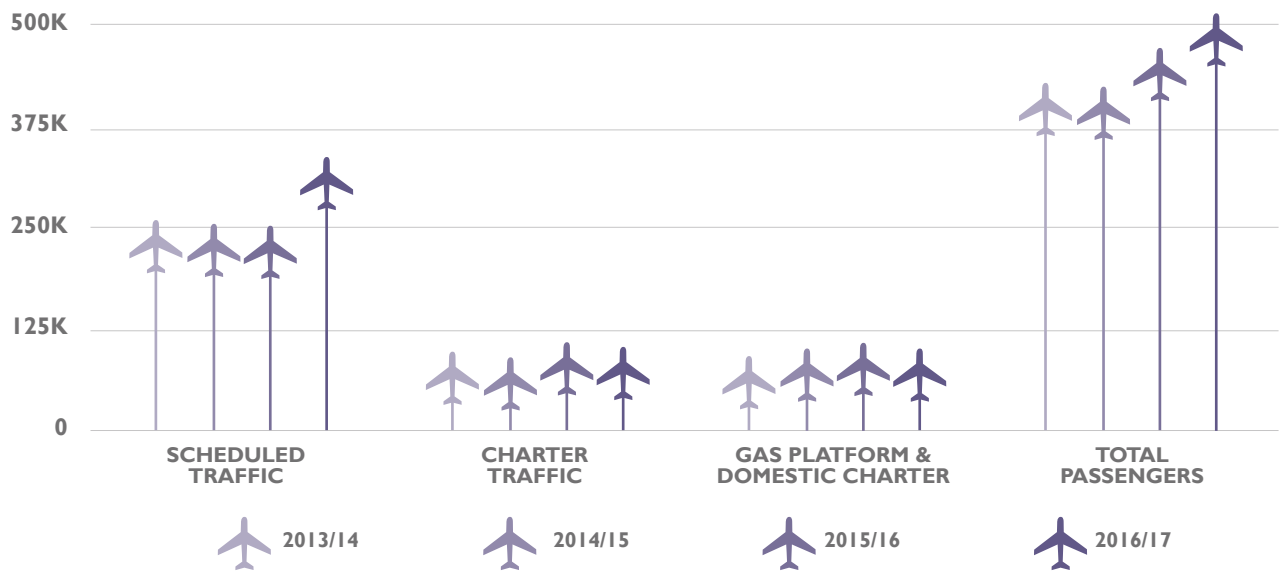
TOTAL FOOTFALL FOR NORWICH TRAIN STATION



4,126,012

people used Norwich Train station in 2017

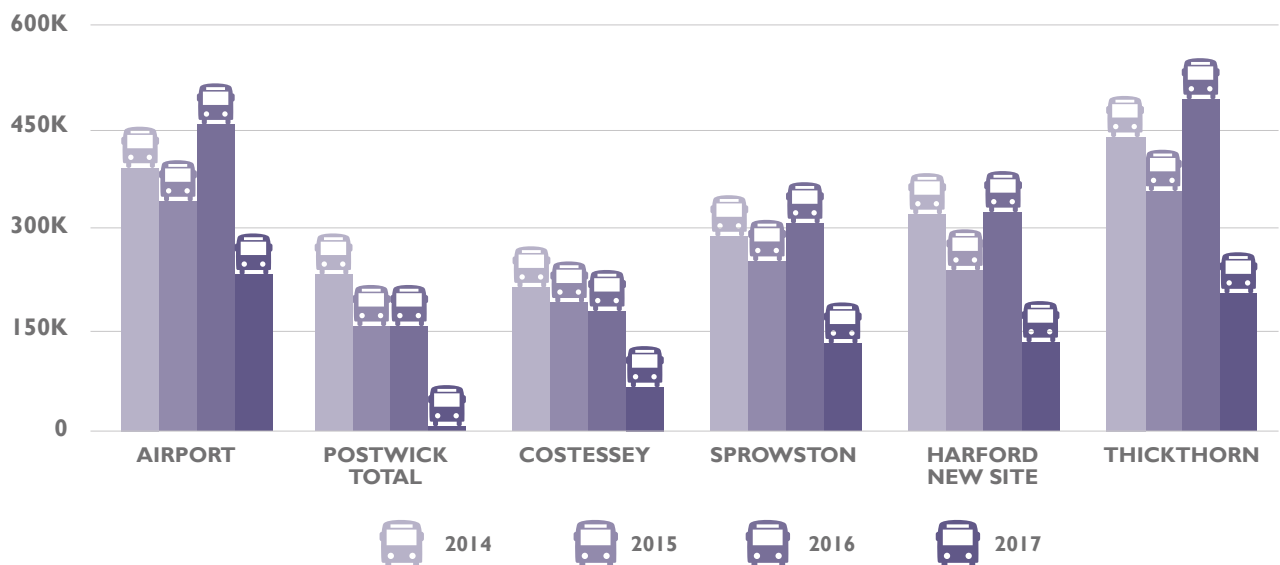
PASSENGERS IN NORWICH AIRPORT



506,000

total passengers from Norwich airport
in 2017, compared to 473,484 in 2016

PARK AND RIDE USAGE



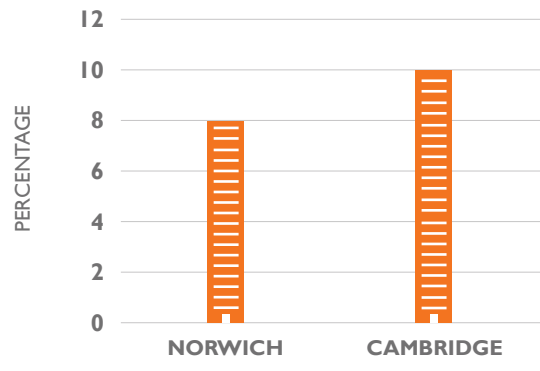
1,076,000

purchases for the 6 Park and Ride
sites (2,203,761 last year)

OFFICE

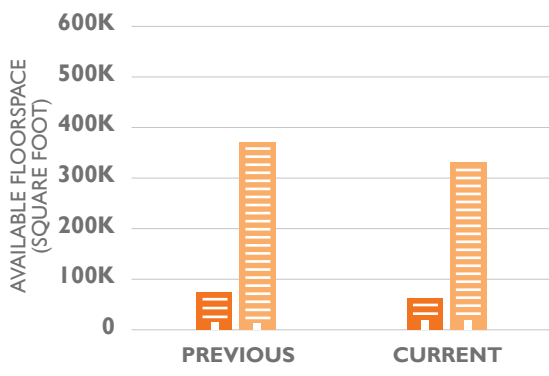


OFFICE VACANCY RATE



**Norwich had
5,594,251 square
feet of commercial
office space in 2017**

AVAILABLE OFFICES



GRADE A (NEW)



TOTAL 2ND HAND

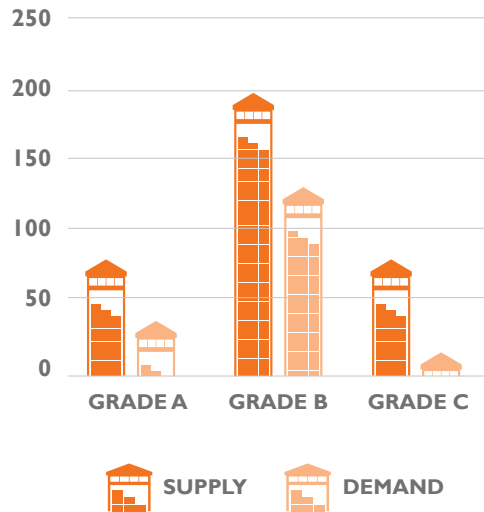
PRICE OF PRIME OFFICE



£16.50

**The average rental rate per
square foot for a prime rent**

INDUSTRIAL SUPPLY VS DEMAND



73%

Industrial demand for second hand
in good condition

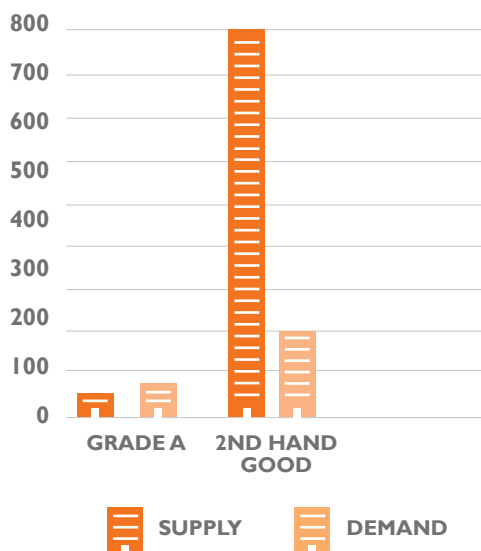
INDUSTRIAL RENTAL PRICE



£6.50

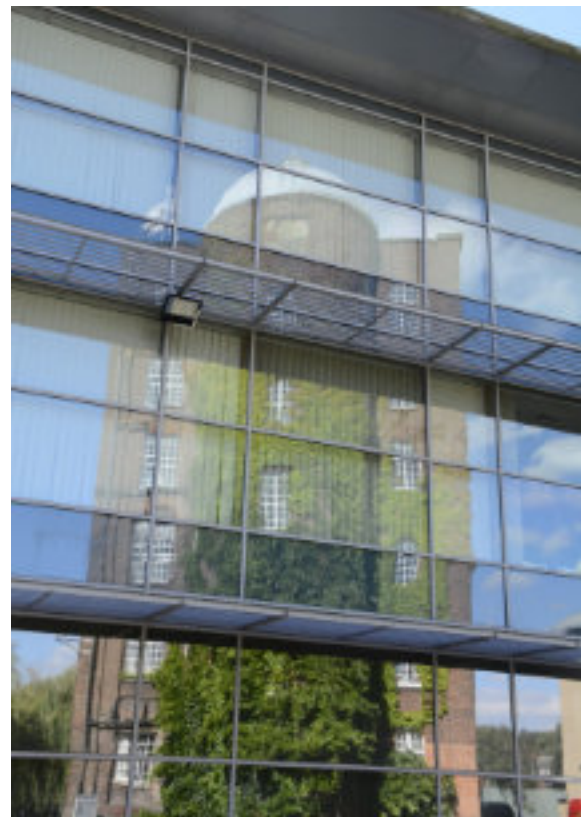
The average industrial rent price
per square foot

OFFICE SUPPLY VS DEMAND



75%

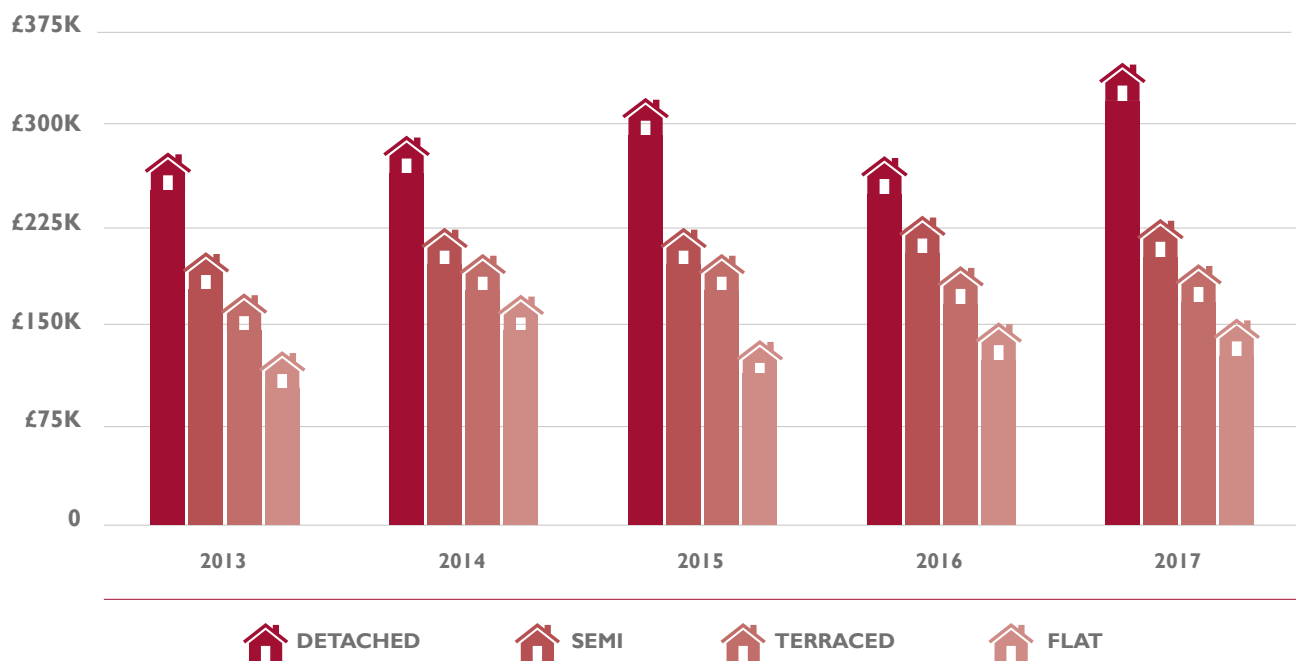
2nd hand office demand reached and
supplied 74%



CITY LIVING



RESIDENTIAL PROPERTY VALUE

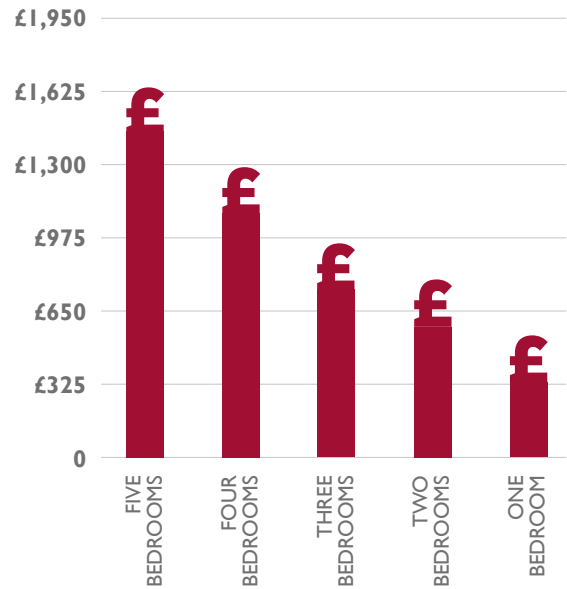


£232,639

Average cost of a house in 2017



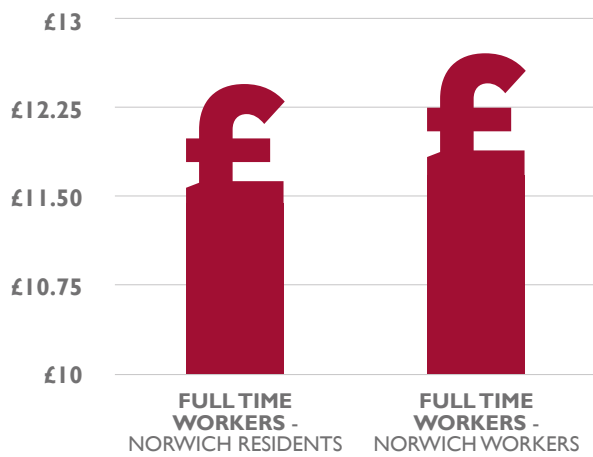
AVERAGE MONTHLY RENT



£772

Average monthly residential price for two bedrooms in Norwich

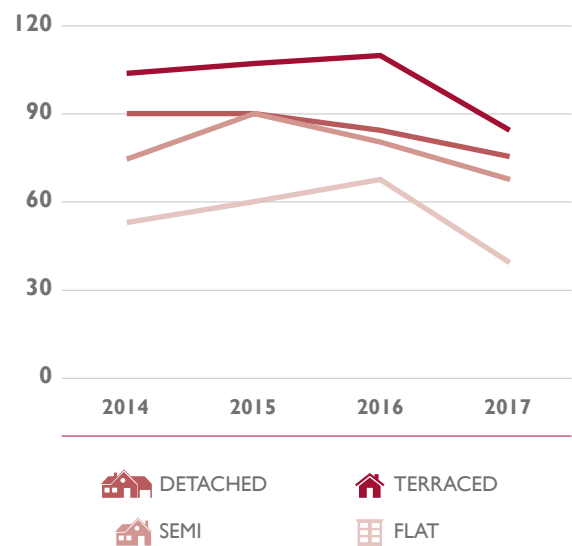
HOURLY PAY



£12.55

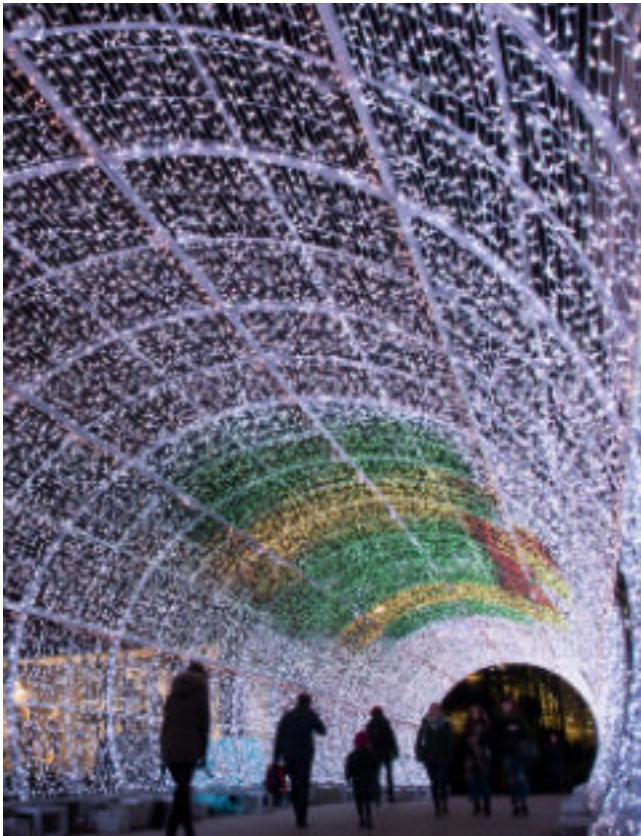
Workplace average hourly pay for full time workers

NUMBER OF PROPERTIES SOLD

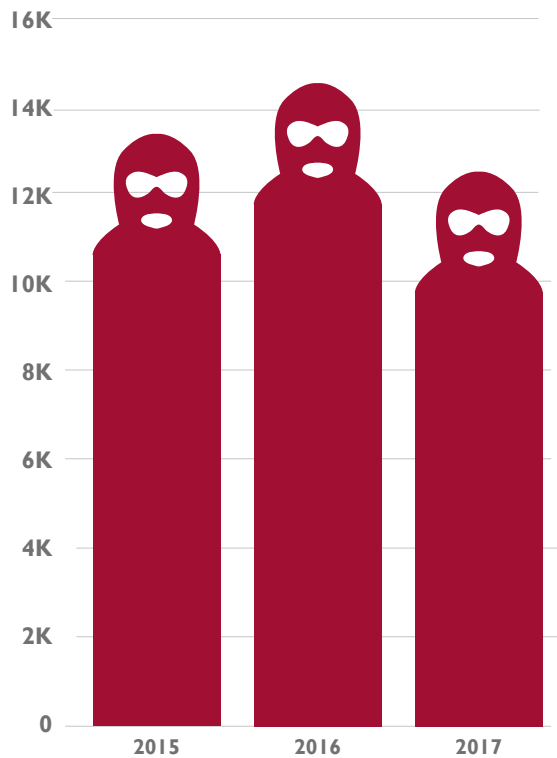


31%

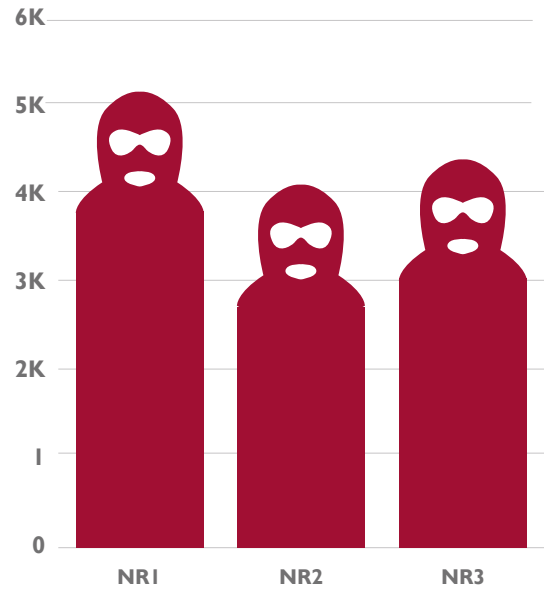
of the properties sold in 2017 were terraced



**TOTAL CRIME
IN CITY CENTRE**



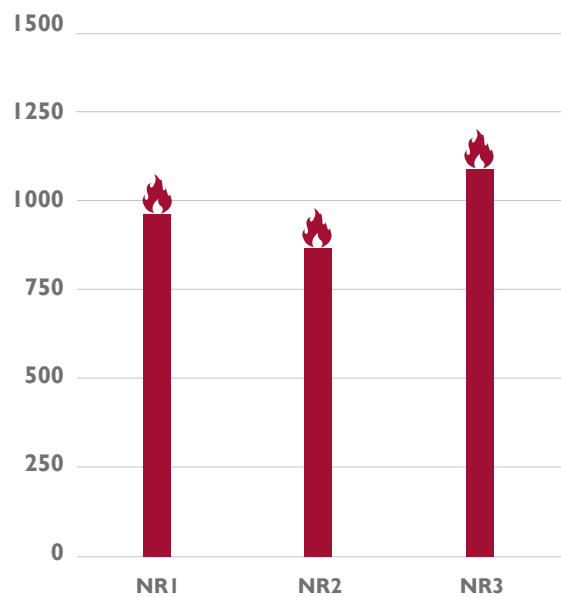
**TOTAL CRIME
IN CITY CENTRE 2017**



8TH

**Norwich is the 8th safest city in the UK
(vs 20th last year)**

**ANTISOCIAL BEHAVIOUR
IN CITY CENTRE 2016**



1,117

**Fewer incidents of crime in 2017
compared to 2016**

SOURCE

THE BIG PICTURE

Centre for cities: www.citiesoutlook.org
Norwich City Council: www.norwich.gov.uk
Nomis (official labour market statistics): www.nomisweb.co.uk

EMPLOYMENT

Norwich City Council: www.norwich.gov.uk

EDUCATION, ART AND CULTURE

University of East Anglia: www.uea.ac.uk
Norwich University of the Arts: www.nua.ac.uk
Norwich City College: www.ccn.ac.uk
Norwich Research Park: www.norwichresearchpark.com
Norwich Theatre Royal: www.theatreroyalnorwich.co.uk
Norwich Puppet Theatre: www.puppettheatre.co.uk

TOURISM AND HOTEL

Norwich City Council: www.norwich.gov.uk
VisitNorwich: www.visitnorwich.co.uk
Retail Norwich City Council: www.norwich.gov.uk

RETAIL

Springboard: www.springboardanalyser.com

BARS AND RESTAURANTS

Scores on the Door: www.scoresonthedoors.org.uk
Food Standards Agency: www.ratings.food.gov.uk

TRANSPORT AND ACCESS

Norwich BID: www.norwichbid.co.uk
Norwich Airport: www.norwichairport.co.uk
Greater Anglia: www.greateranglia.co.uk
Norwich Rail Station: www.rail-reg.gov.uk

OFFICE

Greater Norwich Projects Team: www.greaternorwichgrowth.org.uk

CITY LIVING

Scores on the Door: www.scoresonthedoors.org.uk
Home: www.home.co.uk
Norfolk Constabulary: www.police.uk
Norwich City Council: www.norwich.gov.uk



Norwich Business Improvement District

Registered Office: Fosters, William House, 19 Bank Plain, Norwich NR2 4FS

E info@norwichbid.co.uk W www.norwichbid.co.uk

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