



Norwich  
Business  
Improvement  
District



# This is our city

2019 key Norwich data

# Norwich, the City of Stories is located in East Anglia and is one of the most beautiful modern historic cities in Britain.

- > The big picture
- > Employment
- > Retail
- > Tourism and hotels
- > Education, art & culture
- > Office
- > City living
- > Transport & access
- > Bars & restaurants
- > Source

Until the 17th century, Norwich was Britain'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 own character.

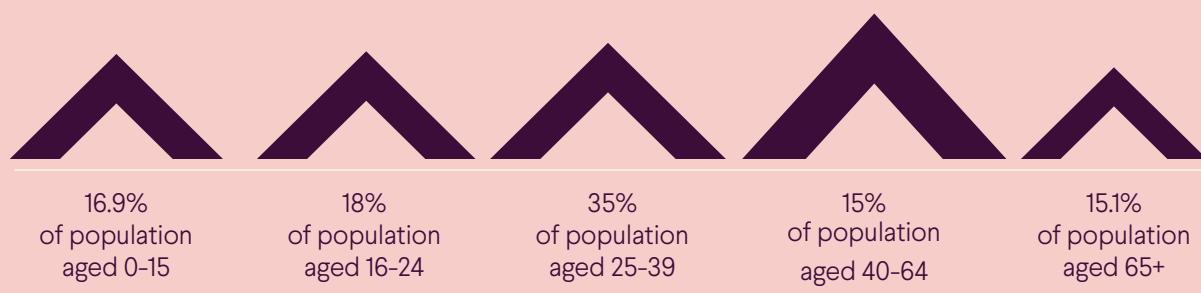
Norwich offers an outstanding quality of life, fantastic career options and the benefits of living in a vibrant city with easy access. Visitors can enjoy a variety of museums, galleries, cafes, restaurants and other services, many of which are housed in beautiful heritage buildings which feature architecture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

2018 saw Norwich retain its Purple Flag status which recognises 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 140,600. The 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.

## > The big picture

# Norwich population (2019)

140,600 people live in the Norwich City Council area compared to 140,000 in 2018



## Full and part time employees (2019)

61% of Norwich employees are full time (62% in 2018)

Part time	39%
Full time	61%

## Education of population of Norwich

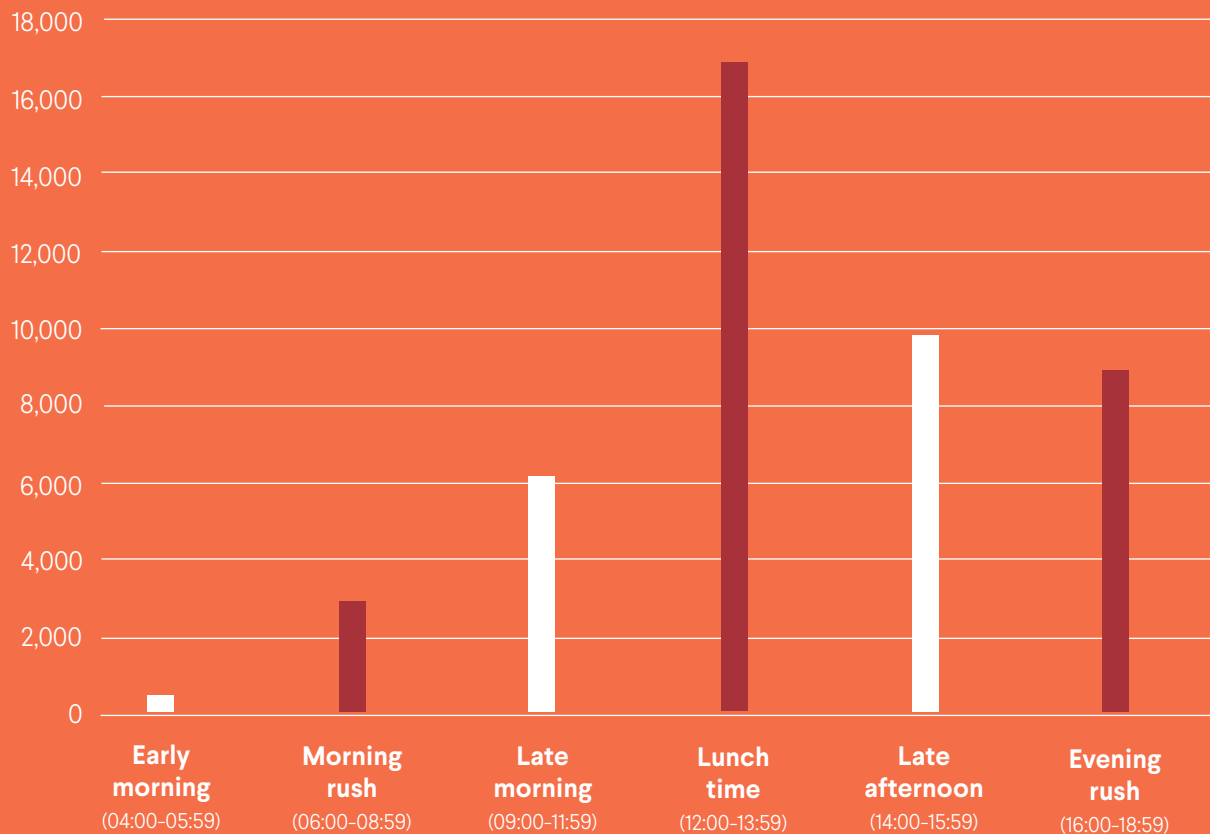
No.		%
NVQ4 and above	29,800	31.8%
NVQ3 and above	45,300	48.3%
NVQ2 and above	63,900	68.1%
NVQ1 and above	78,300	83.5%
Other qualification	5,500	5.8%
No qualifications	10,000	10.6%
Total	232,800	

## Norwich ethnic profile (2018)

Ethnicity	%
Mixed race	2.3
White	90.8
Asian or Asian British	4.4
Black or Black British	1.6
Other Ethnic Group	0.8



## Average footfall day part



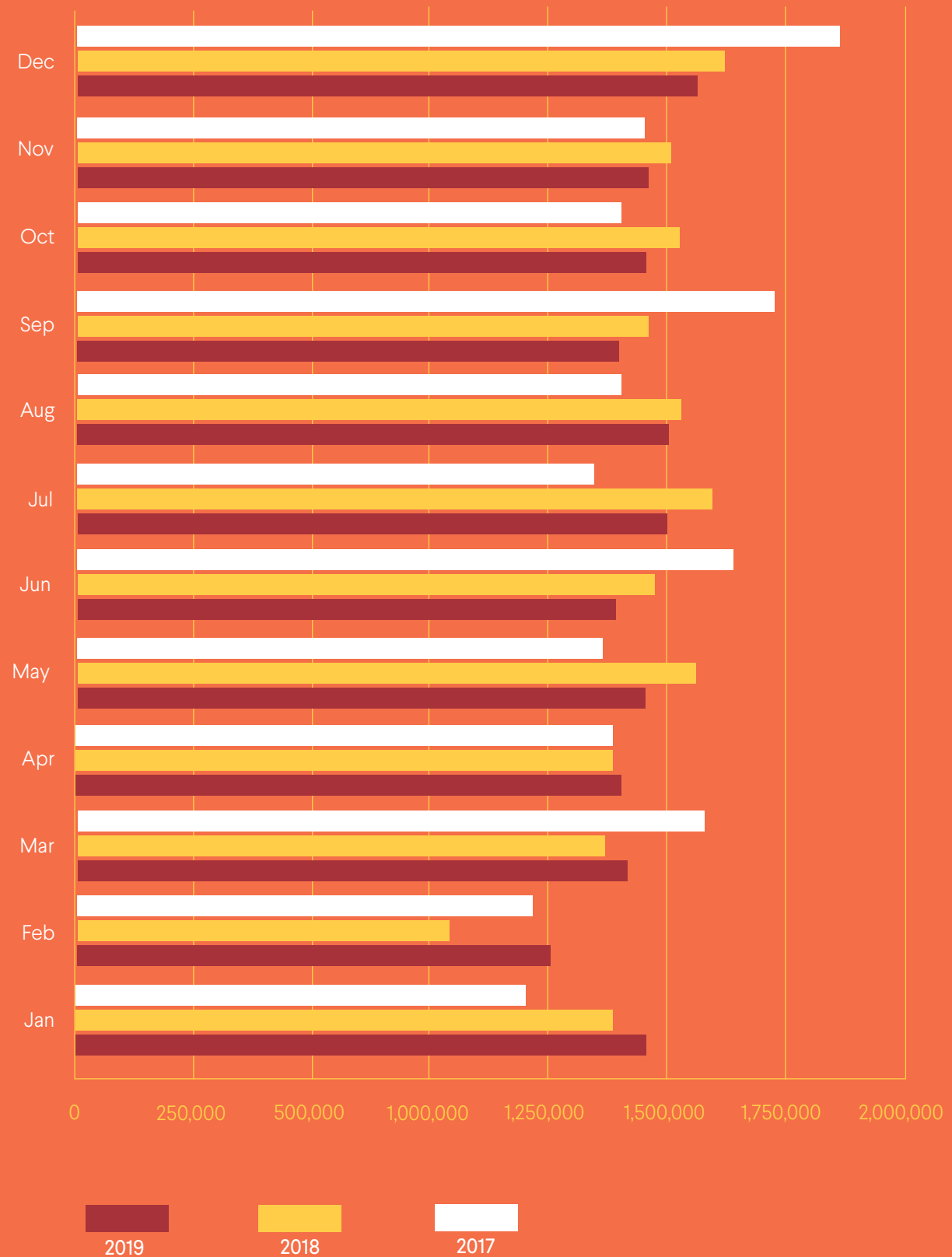
## Business breakdown of Norwich BID area

Sector	%
Commercial	25%
Leisure	20%
Public Sector	9%
Retail	39%
Other	7%

**39% of businesses in the Norwich BID area are retailers**

**The price of rent for retail space in prime zone A is between £145 and £160 per square foot**

# Norwich monthly total footfall



## > Employment

### Method of travel to work

45,22	Drive a car
13,564	Walking
8,153	Bus/mini bus
5,442	Bicycle
4,349	Passenger in car
1,141	Train
1,100	Motorcycle
218	Via taxi
152	Other method

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

### Number of employees per company site

4845	0-9 Employees
1170	10-49 Employees
270	50-249 Employees
35	250+ Employees

**76% of businesses employ 0-9 people - this shows the success of micro business**

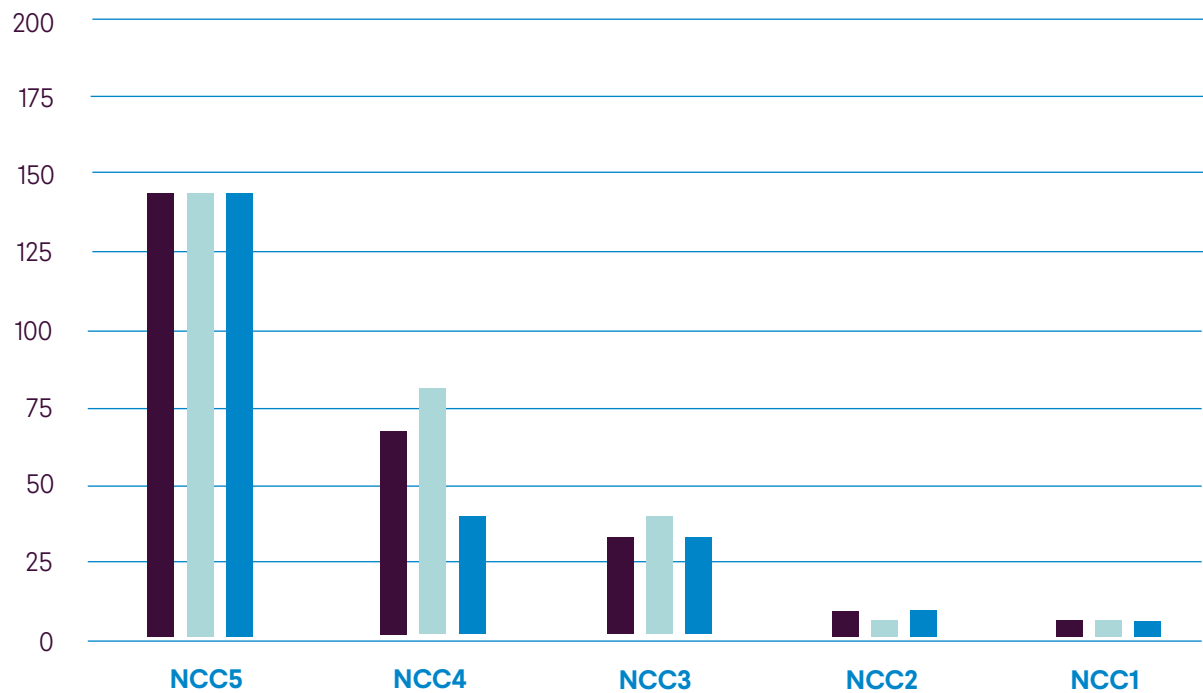
### Total number of employees in different sectors

8,000	Administration & support services
16,000	Wholesale & retail trade
12,000	Education
8,000	Health
6,000	Accommodation & food services
3,500	Arts, entertainment & recreation
6,000	Professional, scientific & technical
7,000	Public administration & defence
3,500	Financial & insurance
3,500	Transport & storage
3,000	Information & communication
4,500	Manufacturing
2,000	Property
6,000	Other

**89,000 employees in City Council areas – 54,000 full time and 35,000 part time**



# Restaurants, takeaway or food shops by hygiene rating



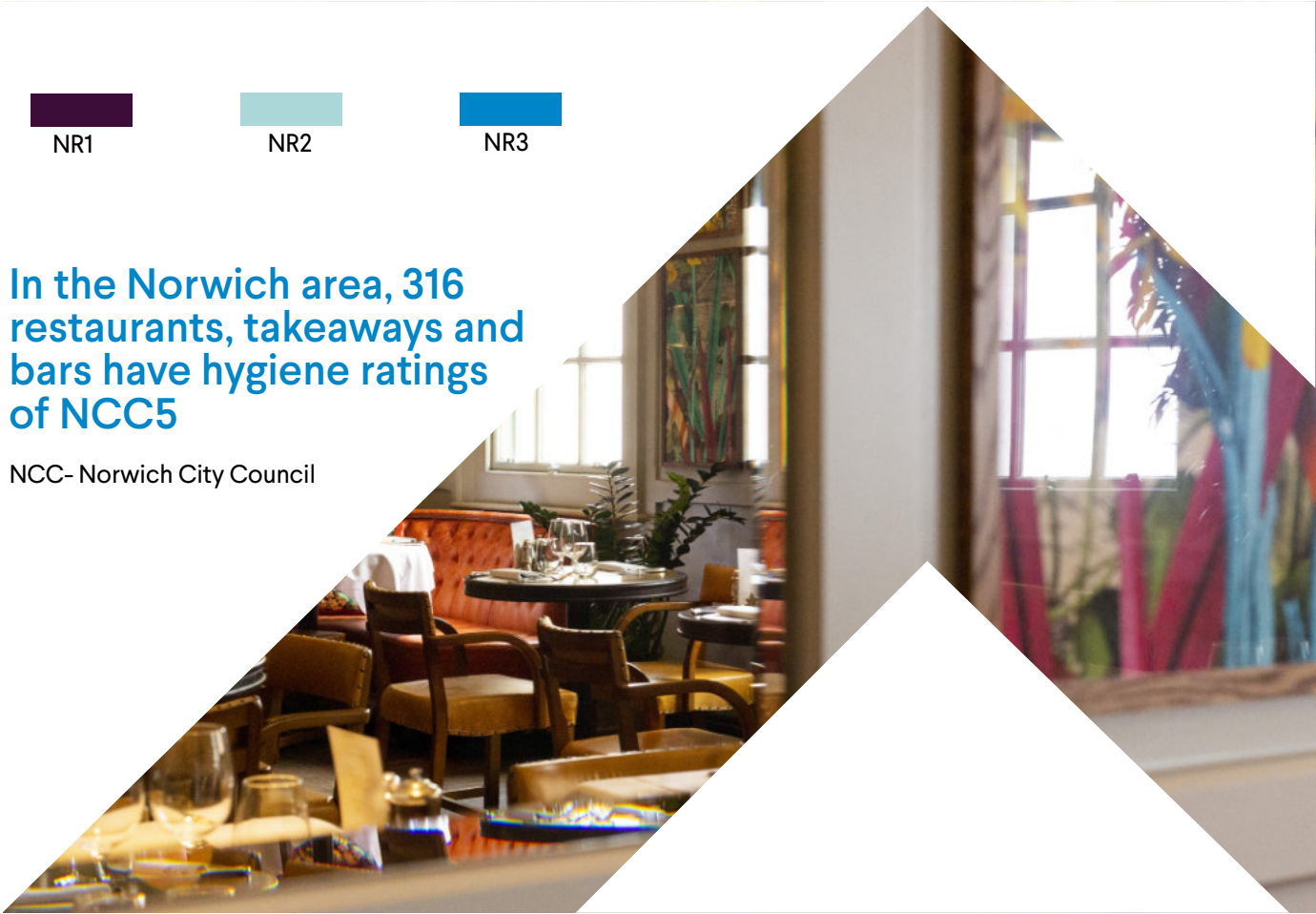
NR1

NR2

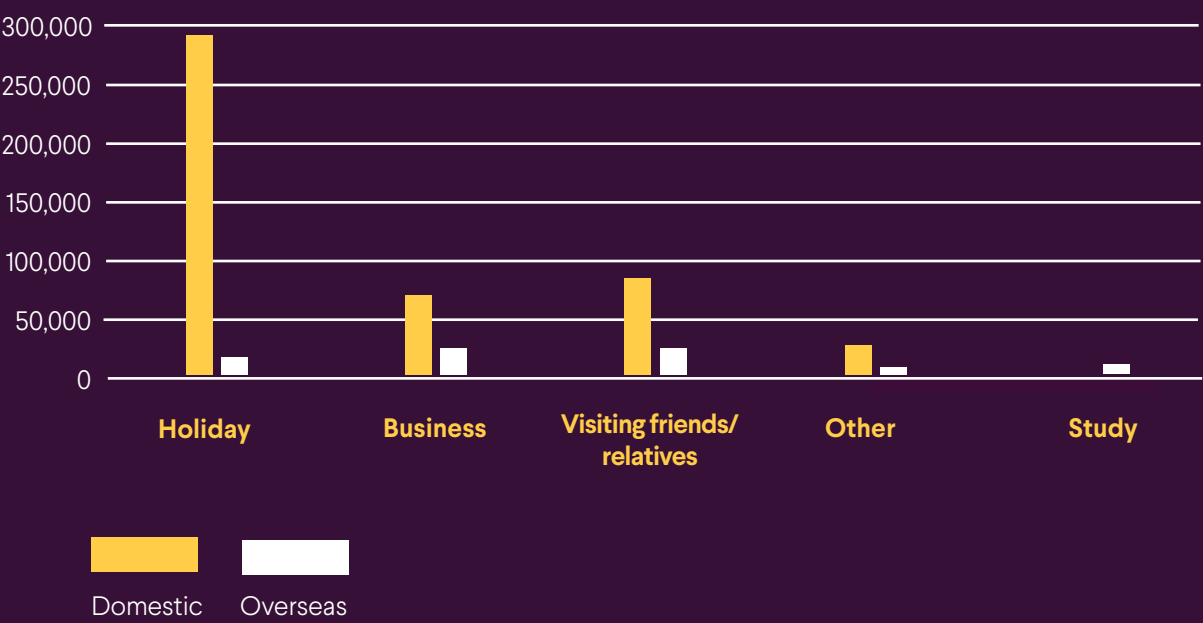
NR3

**In the Norwich area, 316 restaurants, takeaways and bars have hygiene ratings of NCC5**

NCC- Norwich City Council



# Number of trips taken by tourists to Norwich



# Direct Expenditure associated with trips

Reason for visit	
Accommodation	£32,081,000
Shopping	£211,359,000
Food & Drink	£225,332,000
Attractions	£58,663,000
Travel	£67,519,000
Total	£594,954,000

# Money spent by tourists

Domestic and overseas tourist spend amounted to £97,956,000

# Spend for

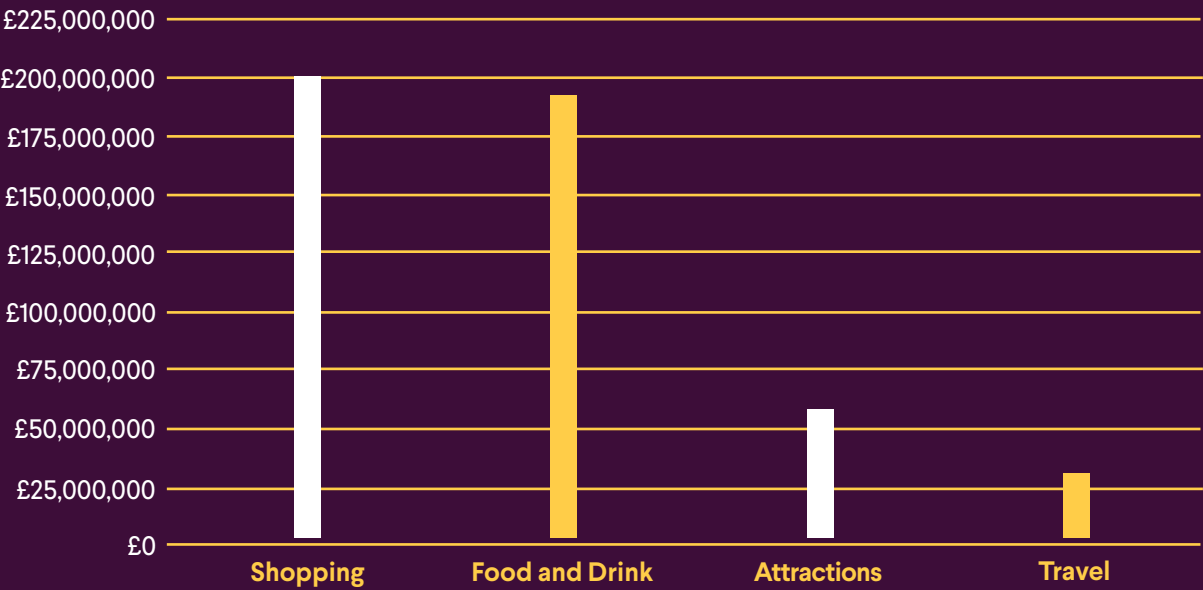
## ...Domestic tourists

Reason for visit	
Holiday	£56,779,000
Business	£14,824,000
Friends & Relatives	£10,425,000
Other	£1,667,000
Study	£0
Total	£ 83,695,000

## ...Overseas tourists

Reason for visit	
Holiday	£2,566,000
Business	£ 3,583,000
Friends & Relatives	£4,885,000
Other	£507,000
Study	£2,720,000
Total	£14,261,000

# Day visitor spend



9,792 direct  
employment for  
visitor related  
business

£774,158,590  
Total Norwich  
business turnover  
supported by  
tourism activity

£496,988,000  
turnover from  
day visitor  
expenditure  
per annum

## Number of students in higher education

City College	907
NUA	2360
UEA	16872

## Number of UEA staff

2016	4071
2017	3347
2018	3526
2019	3712

## Percentage of graduates working or in further study 6 months after graduation

2019	
City College	93%*
NUA	90%
UEA	96%*

\*2018 data

## Attendees at museums

250,000 visits to Norwich's three museums, Norwich Castle, Museum of Norwich and Strangers' Hall

Number of tickets sold by Norwich Castle

2014	182,984
2015	213,026
2016	207,103
2017	223,184
2018	199,332
2019	220,000

## Research Park Employment

NRP is a thriving community of over 30,000 people including 150 businesses. 12,000 employees work for the research park: 3,000 of which are scientists or clinicians.

Employee	%	Number
Other employees	75	9000
Scientists/clinicians	25	3000

## Norwich Theatre

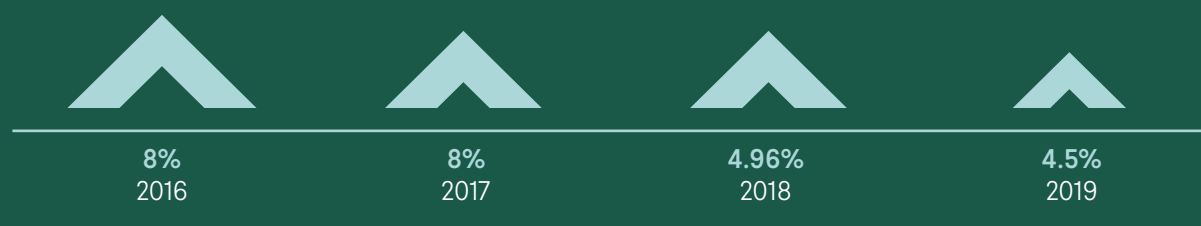
450,000 tickets sold by the Theatre Royal in 2019

2014	415,403
2015	387,165
2016	401,153
2017	391,090
2018	417,000
2019	450,000

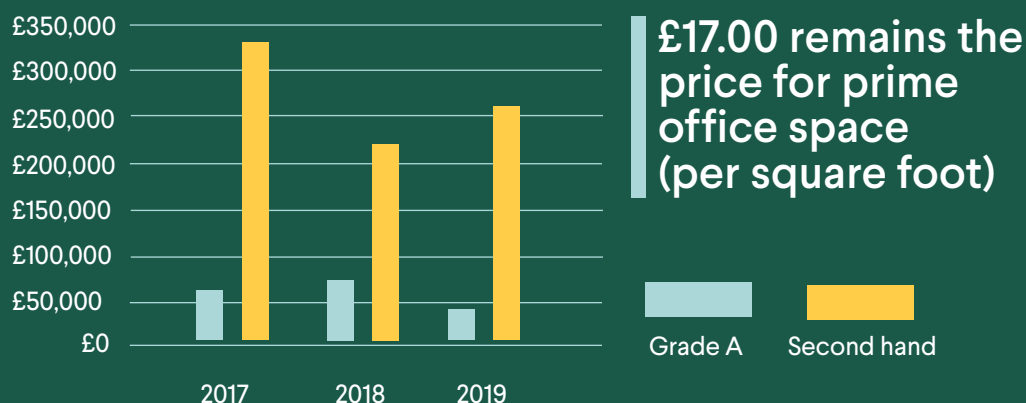
## > Office

# Office vacancy rate

Demand for space in Norwich's office market rose to its highest level in three years, with 212,000 sq ft of requirements.



# Available offices



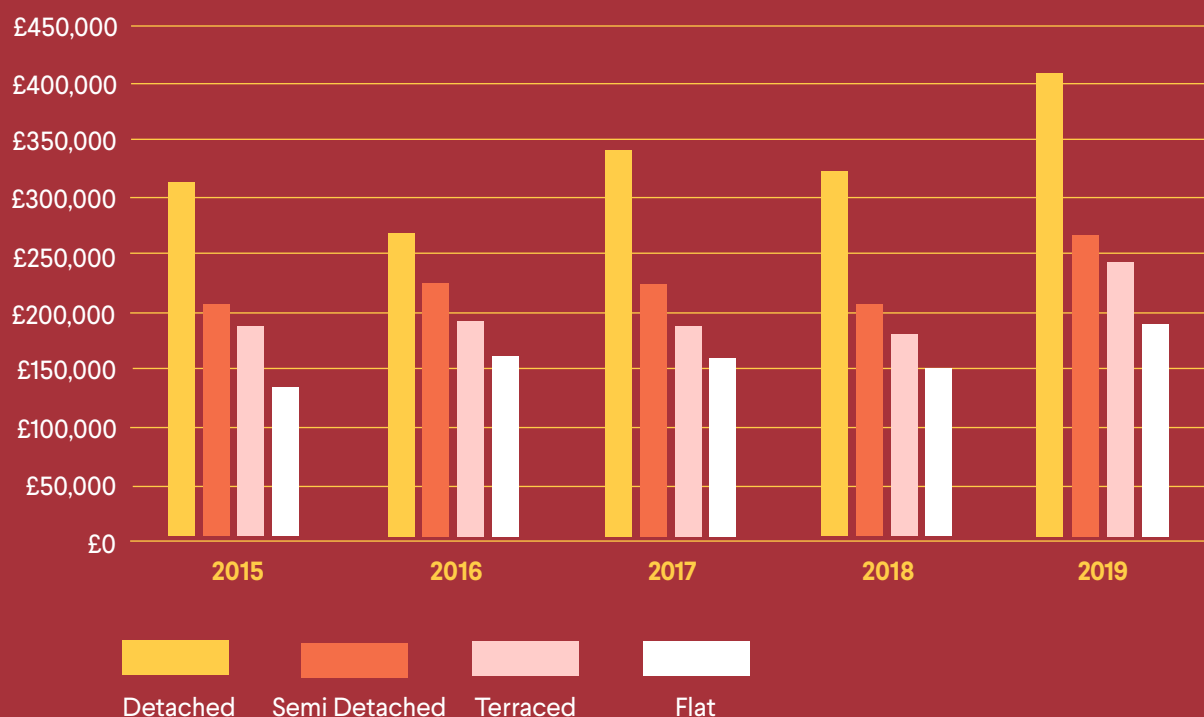
# Industrial rental prices

Cost per square foot

2017	£6.00
2018	£7.00
2019	£7.00



## Residential property values (£)



## Average monthly rent

	2019
Five bedroom	£2,000
Four bedroom	£1,499
Three bedroom	£1,049
Two bedroom	£897
One bedroom	£650

£1,049 per month on average for a three bedroom house in Norwich



## Hourly pay

Full time workers	2019
Norwich	£14.36
East of England	£14.37

**£14.36 workplace  
average hourly pay for  
full time workers**

## Total crime

### ...in Norwich

2019	No. of crimes
	18,648

### ...in Norwich city centre

2019	No. of crimes
NR1	5575
NR2	4071
NR3	4749

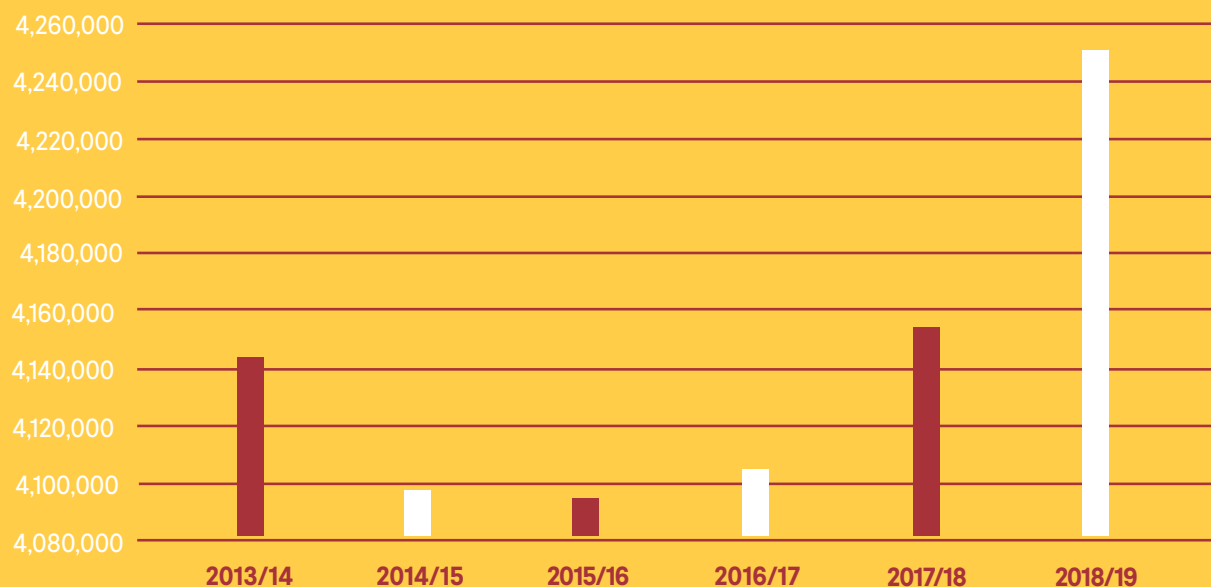
## Anti social behaviour in city centre

2019	No. of incidents
NR1	1069
NR2	1089
NR3	1038



## Footfall for Norwich train station

4,250,000 people used Norwich train station in 2019



## Passengers in Norwich airport

539,245 people used Norwich airport in 2019

	2015/2016	2016/2017	2017/2018	2018/2019
Scheduled Traffic	252,129	298,704	307,824	317,488
Charter Traffic	107,273	102,931	13,820	125,941
Gas platforms and domestic charter	114,082	112,465	100,765	95,816
Total passengers	473,484	506,000	522,409	539,245

## Park and ride usage

	2016	2017	2018	2019
Airport P&R	495656	475176	474586	434468
Costessey P&R	221148	256702	300030	502552
Harford P&R	409824	386892	370376	324396
Postwick P&R	177316	135790	119646	110998
Sprowston P&R	384672	377704	371892	341122
Thickthorn P&R	543666	522602	525742	506386
Totals	2234298	2156883	2164290	2221941

(NB: figures 2016 – 2018 have been adjusted using revised methodology)

## > Sources

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### The Big Picture

ONS Mid-year Population Estimates  
Census 2011 Table KS201e  
NOMIS Labour Market Stats

### Retail

Bidwells  
Springboard  
Norwich BID

### Employment

Census 2011  
Norwich City Council  
NOMIS Labour Stats

### Bars and Restaurants

Food Standards Agency

### Tourism and Hotels

Economic Impact of Tourism Report 2019

### Education, Art and Culture

City College Norwich  
Norwich University of the Arts  
University of East Anglia  
Norwich Research Park  
Norwich Theatre Royal  
Norfolk Museums

### Office

Bidwells

### City Living

[www.home.co.uk](http://www.home.co.uk)  
NOMIS Labour Statistics  
Norfolk Police  
[www.police.co.uk](http://www.police.co.uk)

### Transport and Access

[ORR.gov.uk](http://ORR.gov.uk) (Office of Rail and Road)  
Norwich Airport  
Konect Bus





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