



Norwich  
Business  
Improvement  
District



# This is our city

2018 overview



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

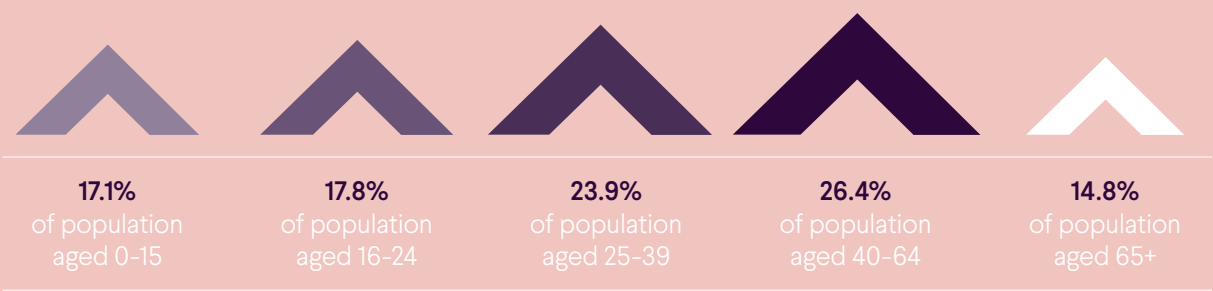
Until the 17th century, Norwich was the country’s second biggest city with its wealth built on trading. This has created a very rich tradition of heritage especially in the city centre, which boasts the largest intact medieval street pattern in Europe. Norwich city centre combines old and new beautifully, 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.

# Norwich population (2018)

140,400 people live in the Norwich City Council area compared to 138,875 in 2017



# Full and part time employees (2018)

62% of Norwich employees are full time (61% in 2017)

Part time	38%
Full time	62%

# Norwich ethnic profile (2017)

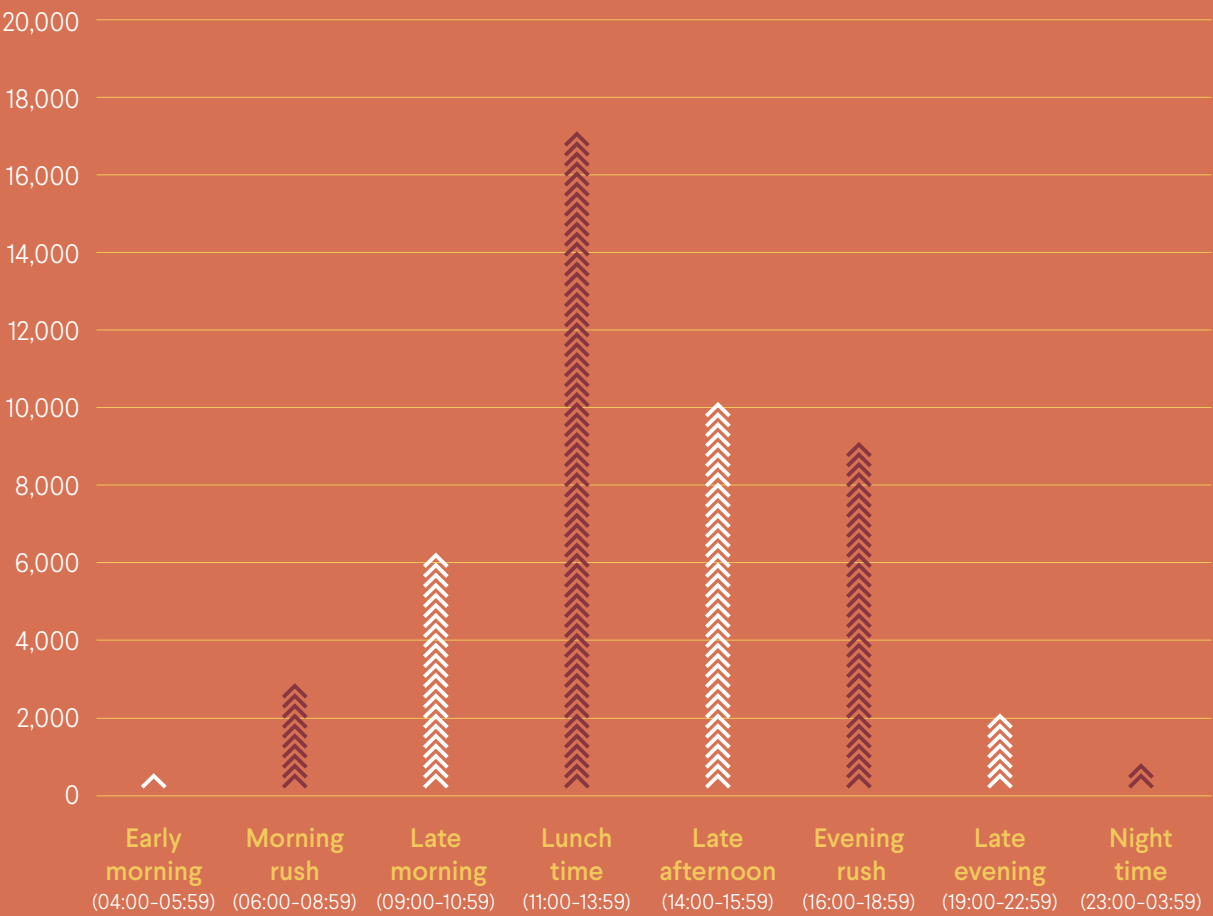
Ethnicity	%
Mixed race	2.3
White	90.8
Asian or Asian British	4.4
Black or Black British	1.6
Other Ethnic group	0.8

# Education of population of Norwich

Qualification	2017	%
NVQ4 and above	35,400	13.75
NVQ3 and above	56,600	21.99
NVQ2 and above	69,100	26.85
NVQ1 and above	79,600	30.93
Other qualifications	9,800	3.8
No qualifications	6,800	2.64
Total	257,300	



# Average footfall day part



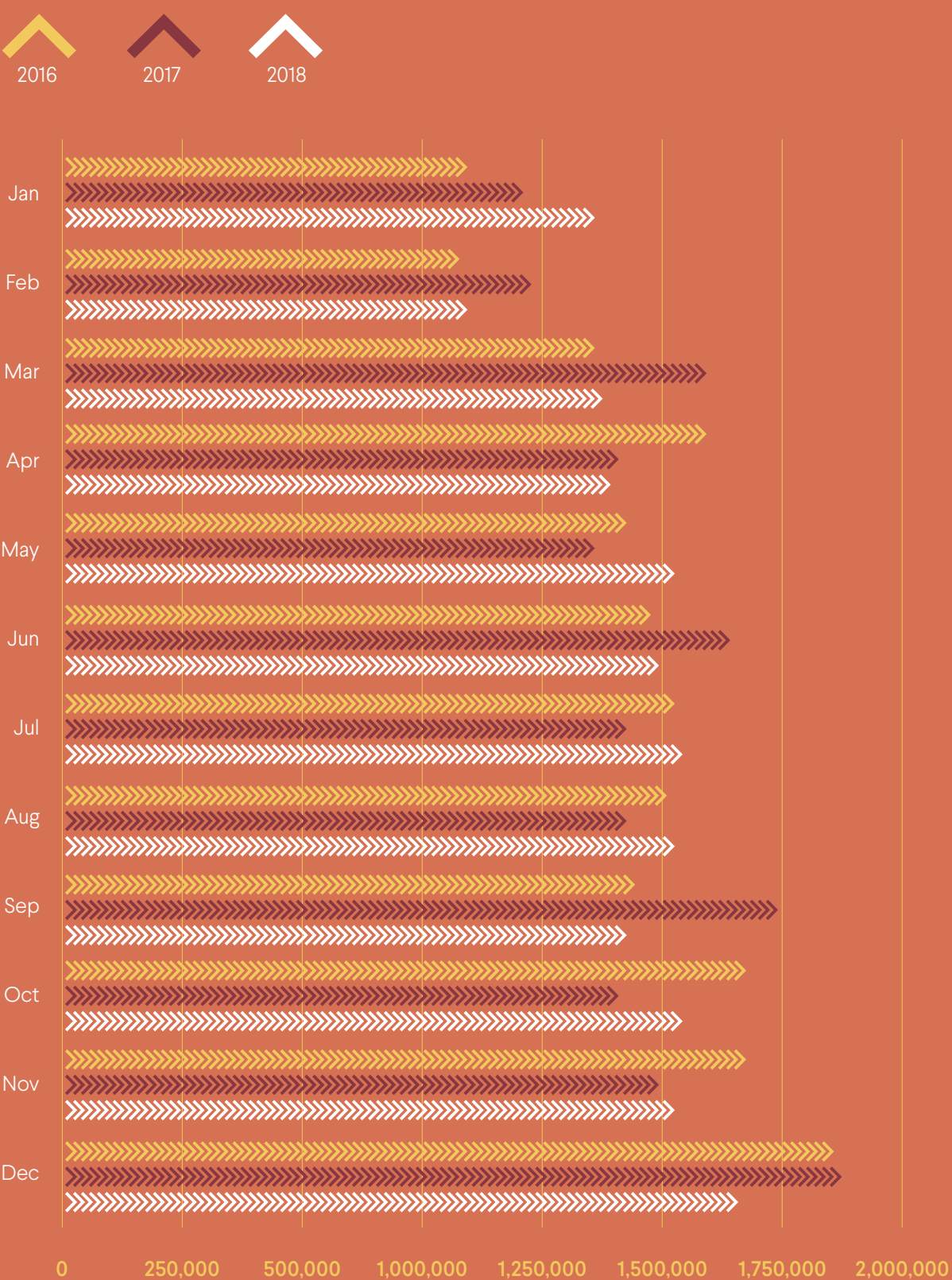
# Business breakdown of Norwich BID area

Sector	%
Commercial	25
Leisure	21
Public sector	10
Retail	41

41% of businesses in the Norwich BID area are retailers

£180 remains the rent for retail space in prime zone A (per square foot)

# Norwich monthly total footfalls



# Method of travel to work

45,228	Drive a car
13,564	Walking
8,153	Bus/mini bus
5,442	Bicycle
4,349	Passenger in a 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

4,790	0-9 employees
1,160	10-49 employees
280	50-249 employees
35	250+ employees

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

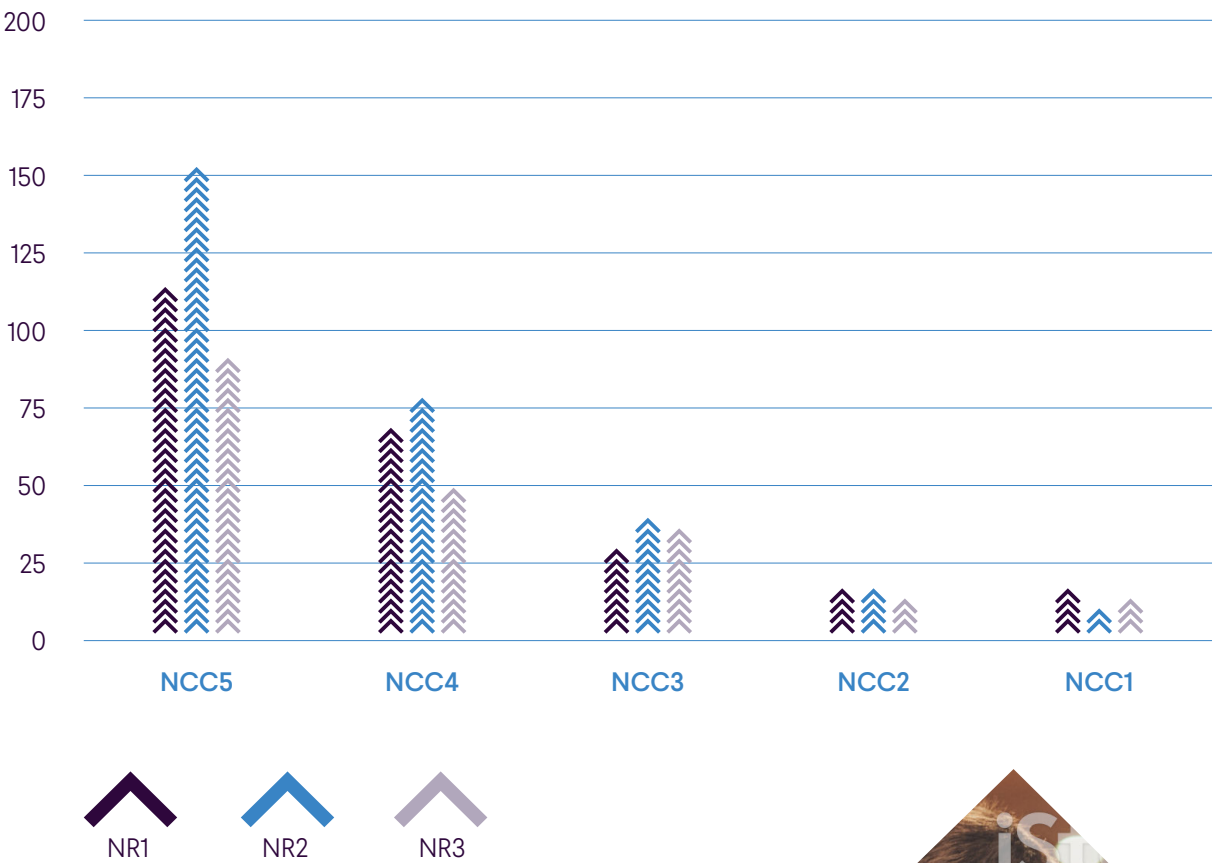
# Total number of employees in different sectors

12,000	Administration & support services
11,000	Retail
11,000	Education
8,000	Health
6,000	Accommodation & food services
6,000	Arts, entertainment & recreation
5,000	Professional, scientific & technical
5,000	Public administration & defence
4,500	Financial & insurance
4,000	Transport & storage
3,500	Information & communication
3,000	Wholesale
2,500	Motor trades
1,500	Property

92,000 employees in City Council area

117,000 employees in urban area

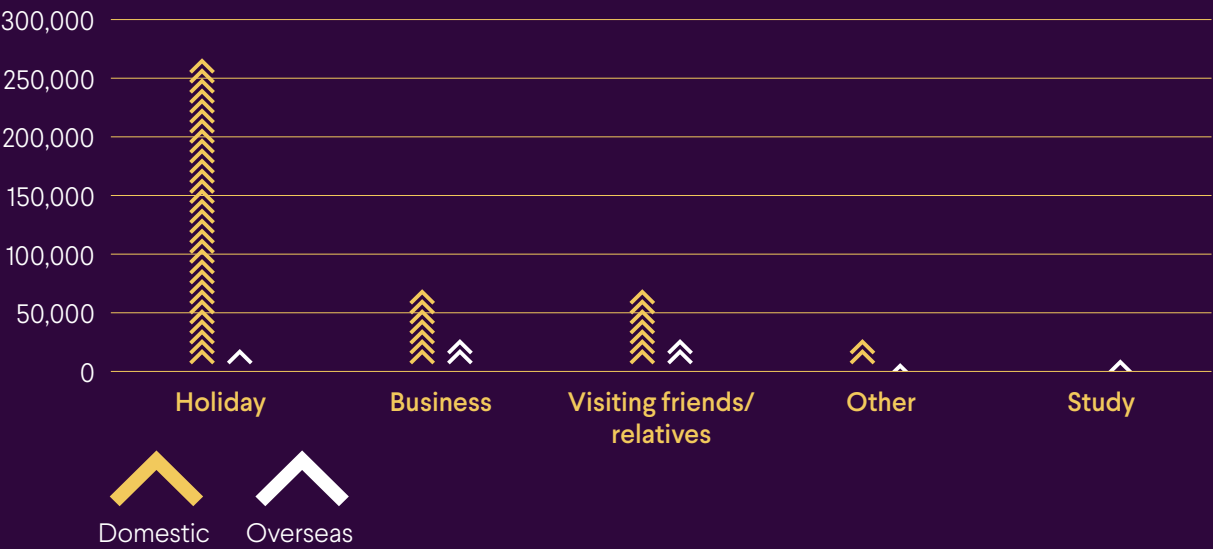
# Restaurants, takeaway or food shops by hygiene rating



659 restaurants, takeaway and food shops



## Number of trips taken by tourists to Norwich



## Direct expenditure associated with trips

	2017
Accommodation	£32,360,000
Shopping	£225,190,000
Food and Drink	£202,971,000
Attractions	£58,414,000
Travel	£62,229,000
Total	£581,164,000

£581,164,000  
total expenditure  
associated with trips

## Money spent by tourists

2013	£91,062,000
2014	£99,421,000
2015	£100,100,000
2016	£101,028,000
2017	£104,739,000

£104,739,000  
domestic and overseas  
tourist spend

## Spend for

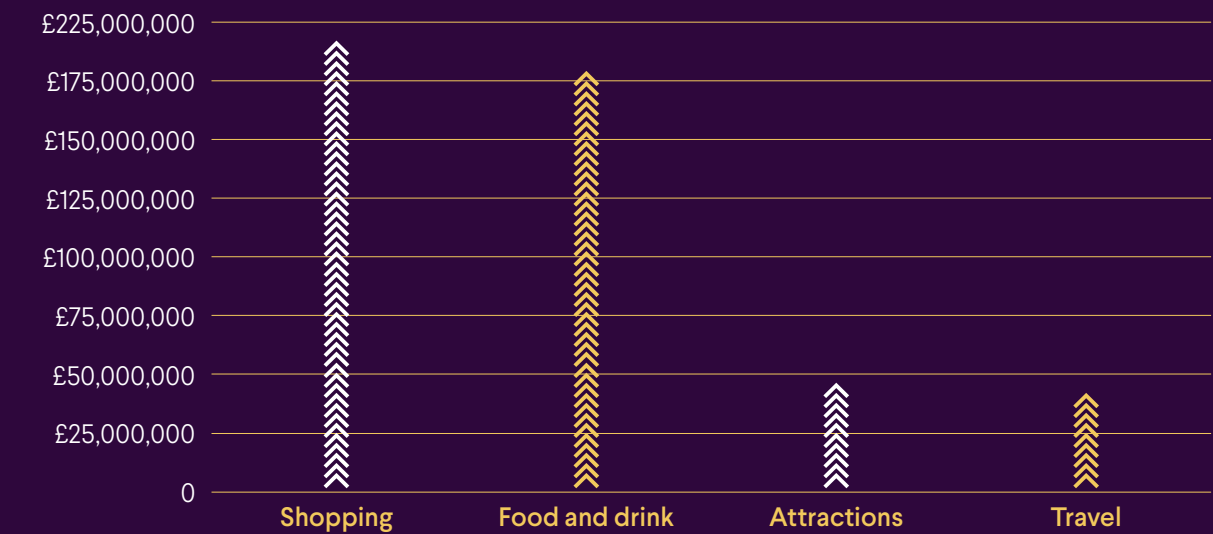
### ...domestic tourists

Reason for visit	2017
Holiday	£67,434,000
Business	£11,928,000
Friends & Relatives	£7,079,000
Other	£1,702,000
Study	£0
Total	£88,143,000

### ...overseas tourists

Reason for visit	2017
Holiday	£1,804,000
Business	£4,162,000
Friends & Relatives	£4,762,000
Other	£564,000
Study	£5,304,000
Total	£16,596,000

## Day visitor spend



9,160 direct  
employment for  
visitor related  
business

£751,665,375  
total Norwich  
business turnover  
supported by  
business activity

£541,659,000  
turnover from  
day visitor  
expenditure  
per annum

## Number of students in higher education

City College	932
NUA	2,317
UEA	15,749

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

2018	%
City College	97
NUA	94
UEA	96.3

## Number of attendees at museums

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

## Number of UEA staff

3,526 staff working at the UEA

2016	4,071
2017	3,347
2018	3,526

## Research park employment

12 000 employees work for the research park; 3,000 of them are researchers

Employee	%	Number
Other employees	75	9,000
Researchers	25	3,000

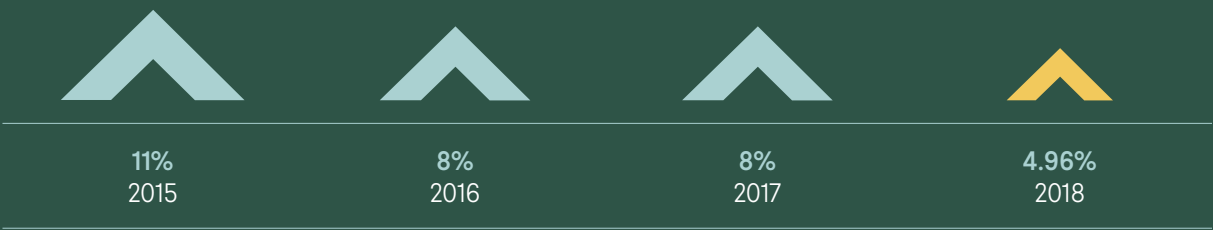
## Norwich theatre

417,000 tickets sold by the Theatre Royal in 2018

2011	379,476
2012	391,483
2013	404,089
2014	415,403
2015	387,165
2016	401,153
2017	391,090
2018	417,000

## Office vacancy rate

3% decrease compared to 2017



## Available offices

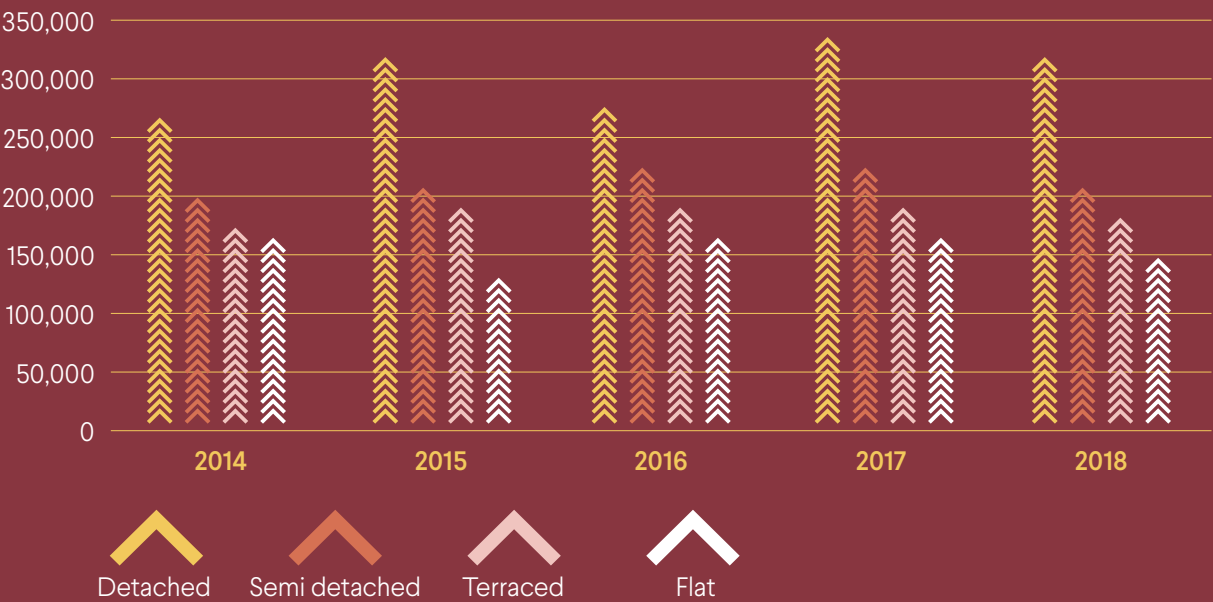


## Industrial rental price

Cost per square foot

2017	£6.00
2018	£7.00

# Residential property values



# Number of properties sold

	2015	2016	2017	2018
Detached	83	81	80	77
Semi detached	84	82	74	68
Terraced	115	116	89	84
Flat	58	67	61	39

# Average monthly rent

	2018
Five bedroom	£1,880
Four bedroom	£1,338
Three bedroom	£1,000
Two bedroom	£770
One bedroom	£615

£1,000 per month on average for a three bedroom house in Norwich

# Hourly pay

Full time workers	2018
Norwich residents	£12.41
Norwich workers	£12.68

£12.68 workplace average hourly pay for full time workers

# Total crime

## ...in Norwich

	No. of crimes
2016	14,511
2017	13,394
2018	13,647

## ...in Norwich city centre

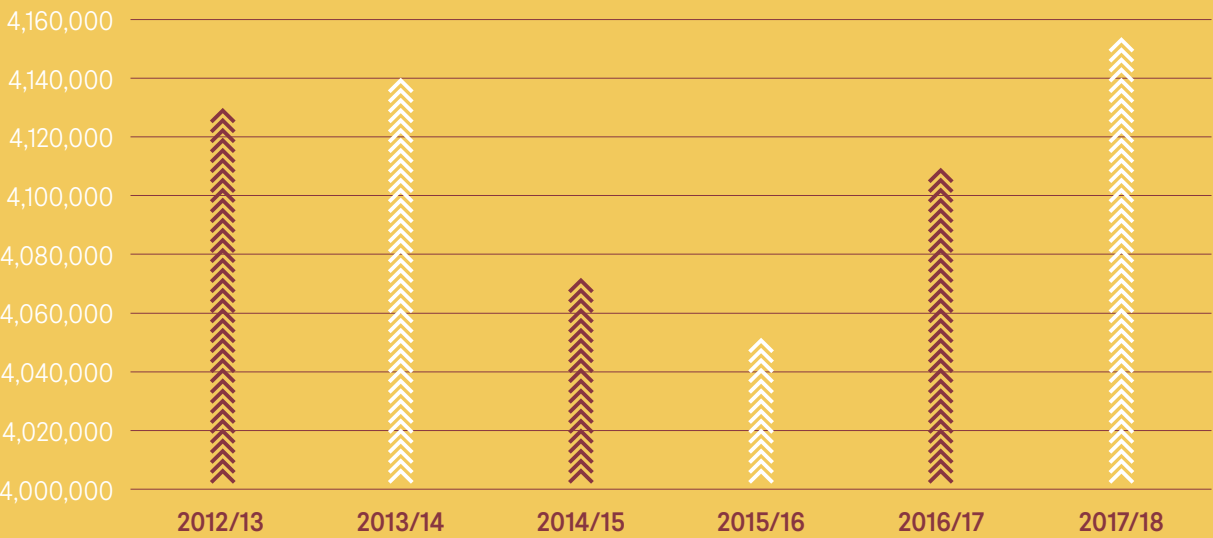
2018	No. of crimes
NR1	5,174
NR2	3,968
NR3	4,505

# Anti social behaviour in city centre

	2018
NR1	838
NR2	1,032
NR3	862

# Footfall for Norwich train station

4,156,000 people used Norwich train station in 2018



# Passengers in Norwich airport

522,409 people used Norwich airport in 2018

	2014/2015	2015/2016	2016/2017	2017/2018
Scheduled Traffic	258,918	252,129	298,704	307,824
Charter Traffic	100,859	107,273	102,931	113,820
Gas platforms and domestic charter	106,354	114,082	112,465	100,765
Total passengers	466,131	473,484	506,000	522,409

# Park and ride usage

	2015	2016	2017	2018
Airport	423,298	491,162	430,360	439,742
Postwick	230,568	173,139	133,622	220,809
Costessey	224,929	208,499	235,616	269,561
Sprowston	269,237	376,143	370,511	344,450
Harford	378,405	410,818	362,887	343,006
Thickthorn	481,815	544,000	510,480	486,472

## 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 2017

## 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  
Nomis Labour Statistics  
Norfolk Police  
www.police.uk

## Transport and access

ORR.gov.uk (Office of Rail and Road)  
Norwich Airport  
Konect Bus





**Norwich**  
Business  
Improvement  
District

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