

THE STATE OF THE CITY

NORWICH 2016



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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.

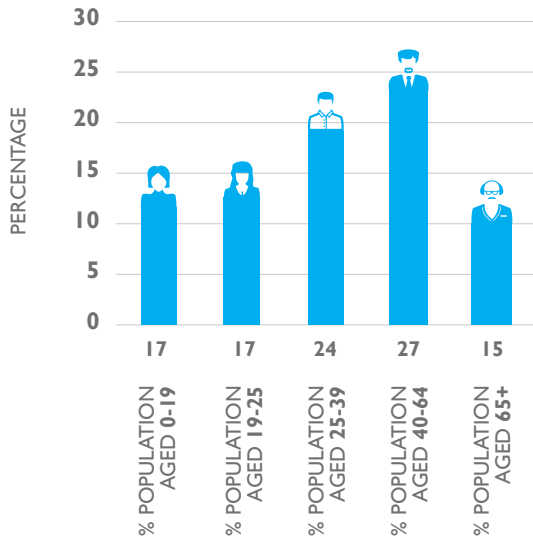
Norwich offers an outstanding quality of life, fantastic career options and the benefits of living in a vibrant city with easy access. Visitors can enjoy a variety of museums, galleries, cafés, restaurants and other services, many of which are housed in beautiful heritage buildings which feature architecture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

In 2016 Castle and Royal Arcade District was selected as a Finalist for the City Category of the Great British High Street Award and received recognition on a local and national level.

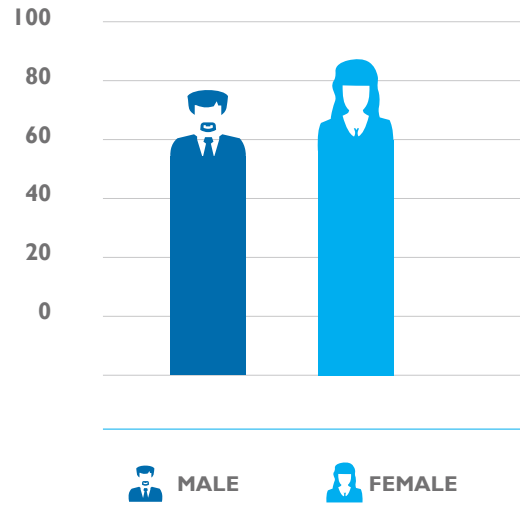
Norwich city’s population is divided almost equally in gender, with a total population of 137,500. This figure is expected to increase as the Government has prioritised greater Norwich as a major city that will create 35,000 new jobs and 30,000 new residents by 2026.

BIG PICTURE

NORWICH POPULATION



LIFE EXPECTANCY



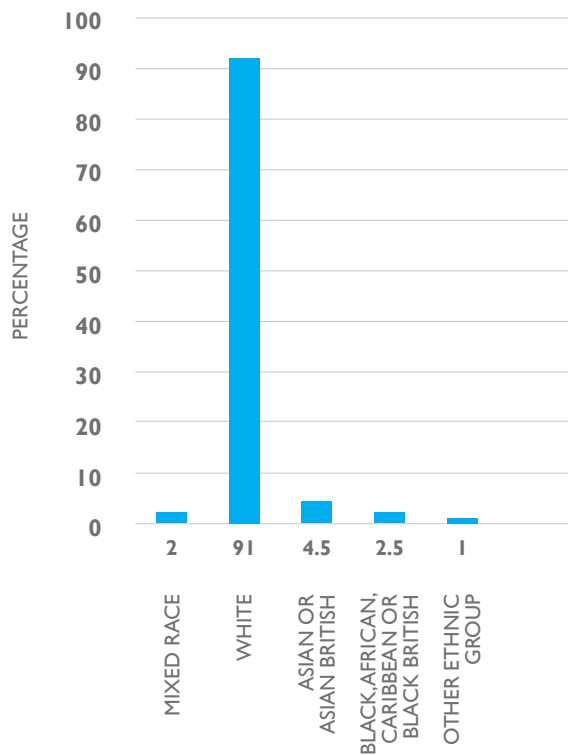
137,500

people live in the Norwich City Council area compared to 135,893 in 2015

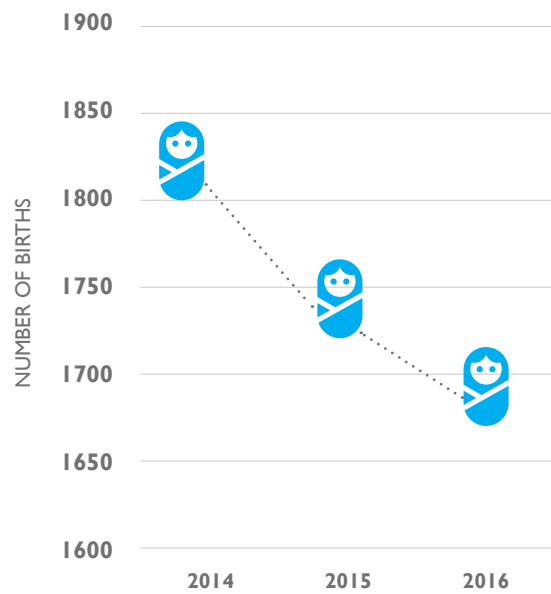
82

average life expectancy in Norwich

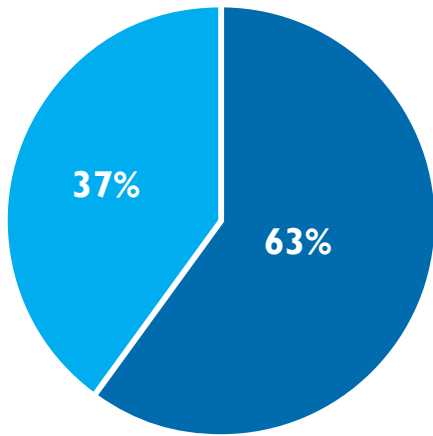
NORWICH ETHNIC PROFILE



NORWICH ANNUAL BIRTHS

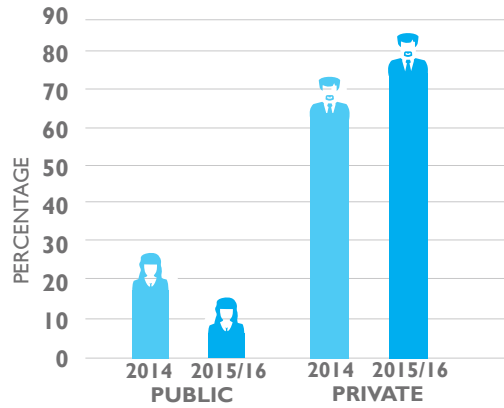


FULL TIME AND PART TIME EMPLOYEES



FULL TIME PART TIME

NUMBER OF EMPLOYEES



15%

of employees work in the public sector

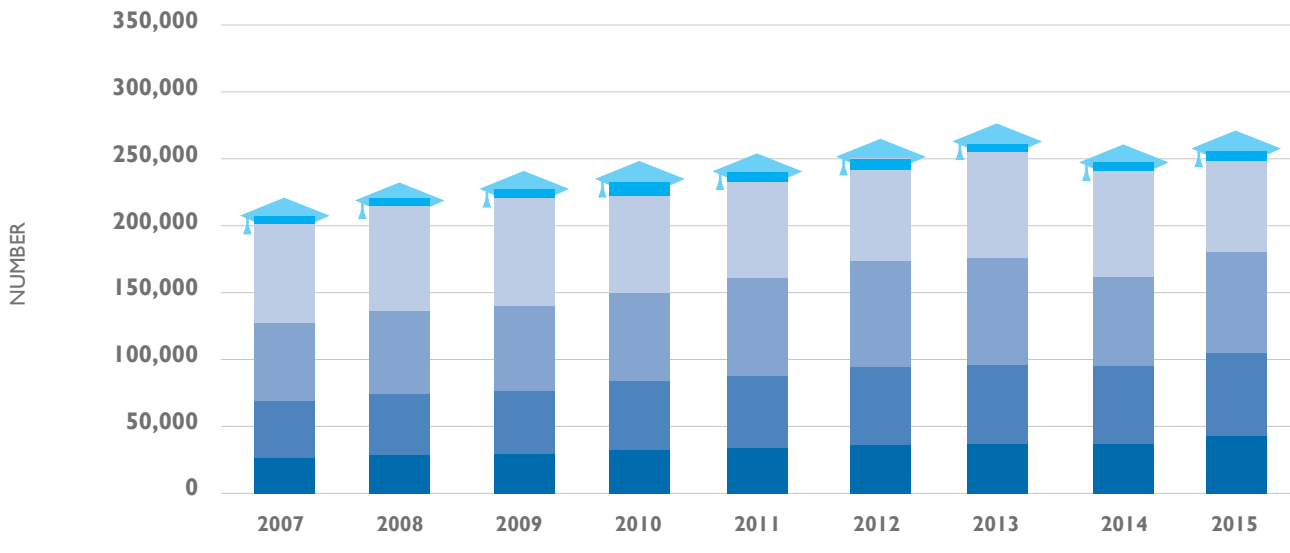
63%

of Norwich employees are full time (64% in 2015)

85%

of employees work in the private sector

EDUCATION OF THE POPULATION OF NORWICH



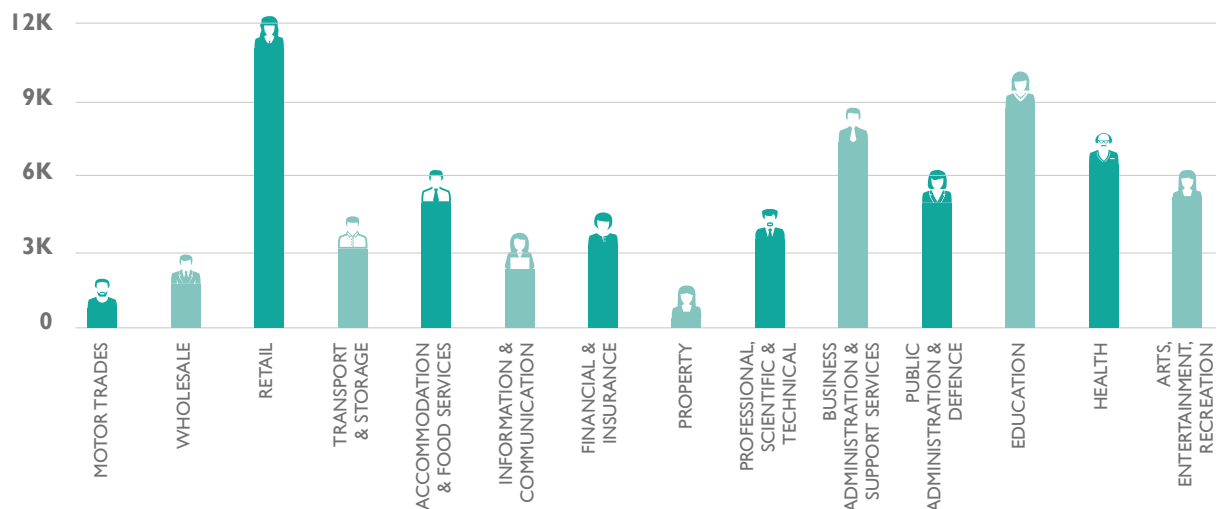
NVQ4 AND ABOVE
 NVQ3 AND ABOVE
 NVQ2 AND ABOVE
 NVQ1 AND ABOVE
 OTHER
 NO QUALIFICATIONS

EMPLOYMENT



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

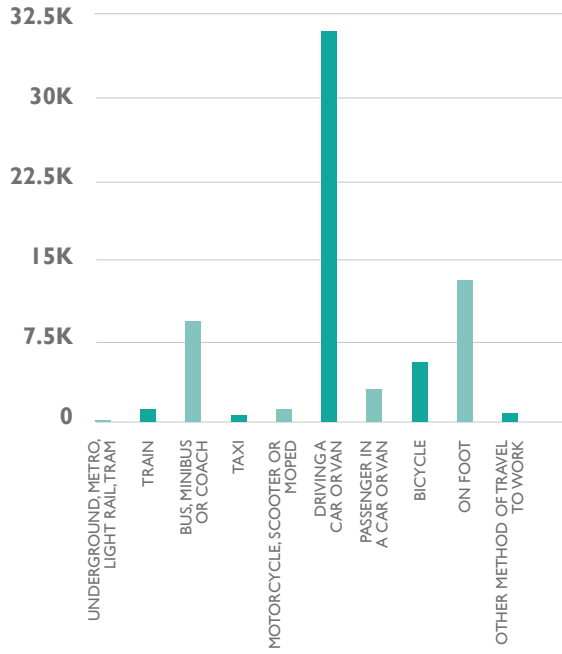
TOTAL NUMBER OF EMPLOYEES IN DIFFERENT SECTORS



13%

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

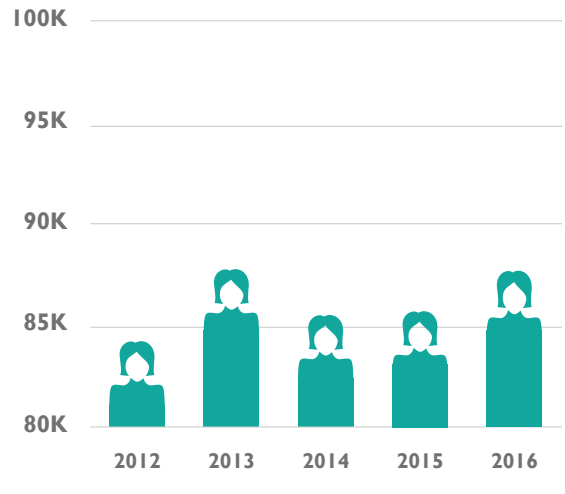
METHOD OF TRAVEL TO WORK



24%

of residents walk or cycle to work

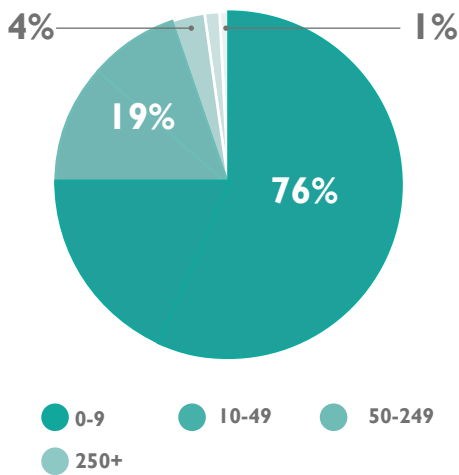
TOTAL NUMBER OF EMPLOYEES IN NORWICH CITY COUNCIL AREA



87,138

Total Number of Employees in Norwich

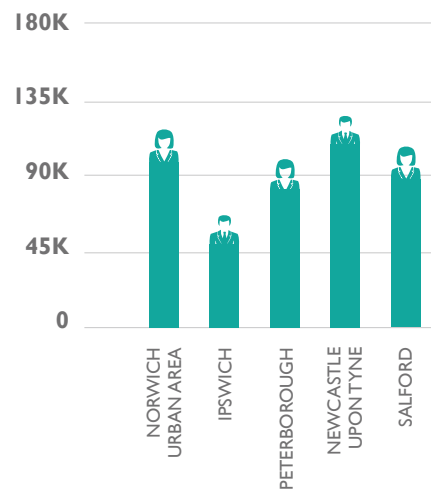
NUMBER OF EMPLOYEES PER COMPANT SITE



76%

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

NUMBER OF EMPLOYEES

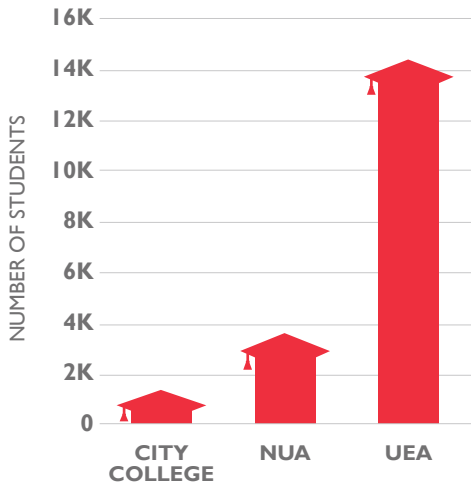


129,000

are employed in Norwich urban area

EDUCATION ART AND CULTURE

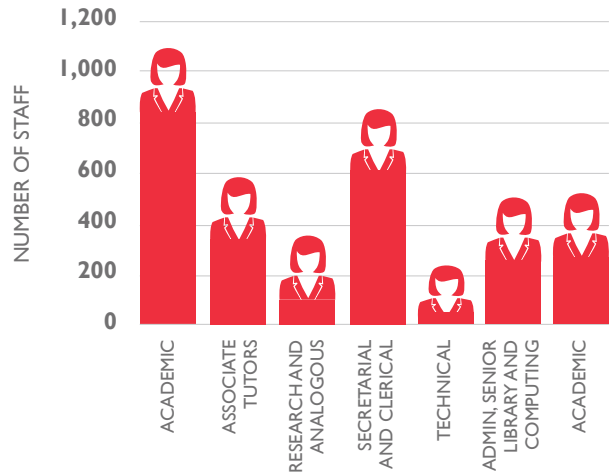
NUMBER OF STUDENTS IN HIGHER EDUCATION



21,000

students in higher education
(17,000 in 2015)

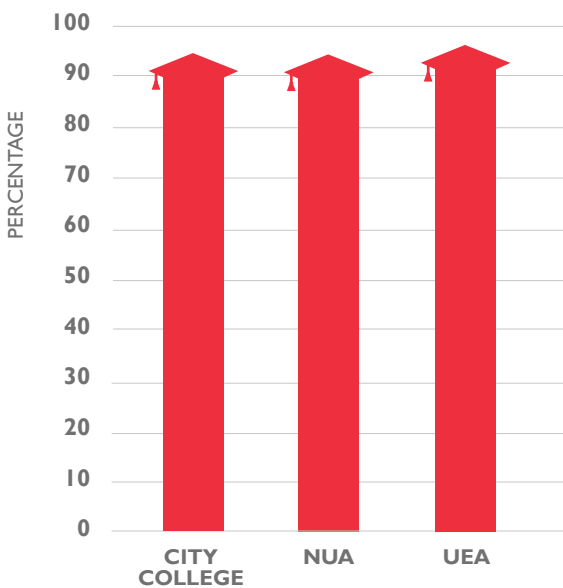
UEA STAFF



4,071

Staff working at the UEA

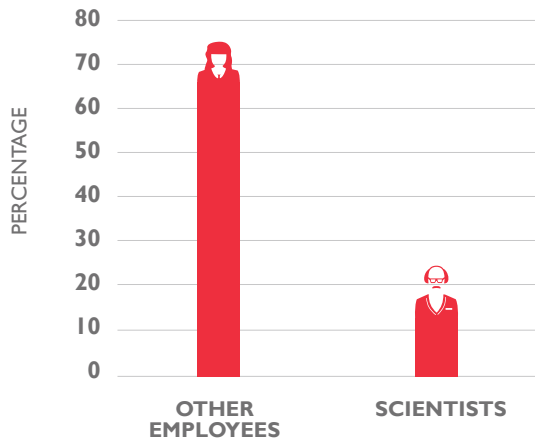
PERCENTAGE OF GRADUATES WORKING OR IN FURTHER STUDY 6 MONTHS AFTER GRADUATION



Norwich has the second highest graduate retention rate in the country; over 40% of graduates stay in the Norwich area, mainly due to the city's career opportunities and the amazing lifestyle offer.



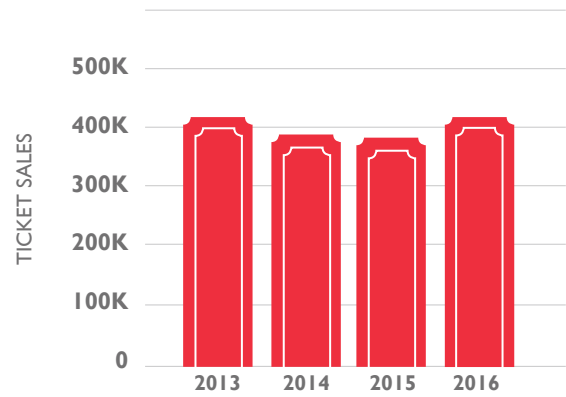
RESEARCH PARK EMPLOYMENT



12,000

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

NORWICH THEATRE

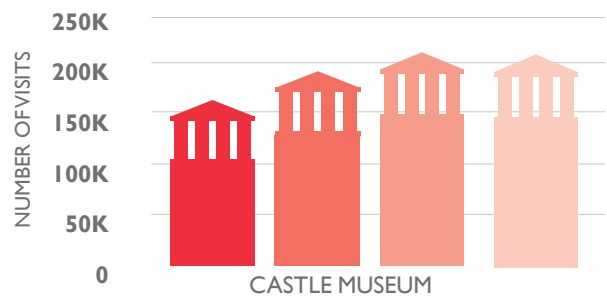


401,153

Tickets sold by the Theatre Royal in 2016



NORWICH MUSEUMS



 2013  2014

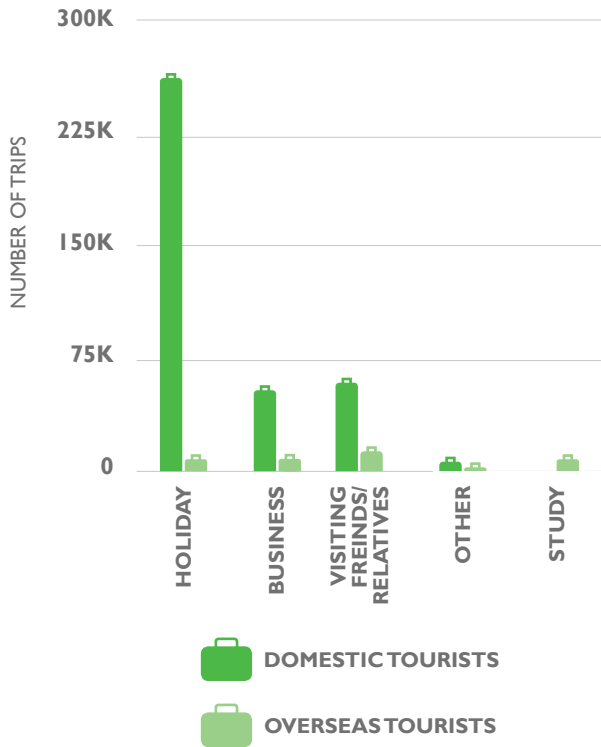
 2015  2016

207,103

people visited the Castle Museum
in 2015 – development of new and
innovative exhibitions and marketing
have seen this cultural asset grow

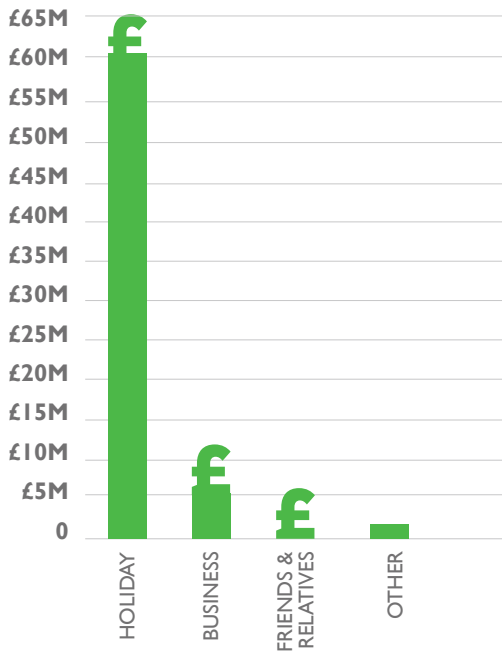
TOURISM AND HOTELS

NUMBER OF TRIPS TAKEN BY TOURISTS TO NORWICH



The total value of tourism in Norwich was estimated at £700m supporting an estimated 10,000 tourism related jobs within the district.

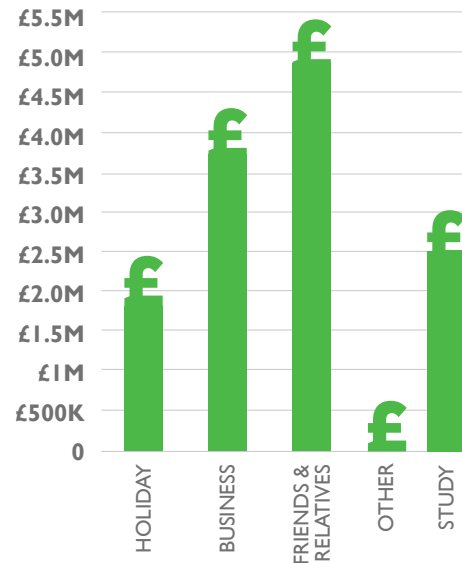
SPEND FOR DOMESTIC TOURISTS



£84,192,000

spend for domestic tourists

SPEND FOR OVERSEAS TOURISTS

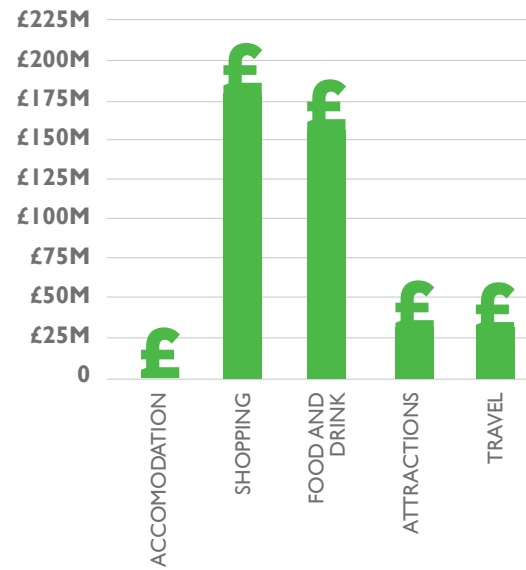


£15,909,000

spend by overseas visitors who were visiting friends/family members

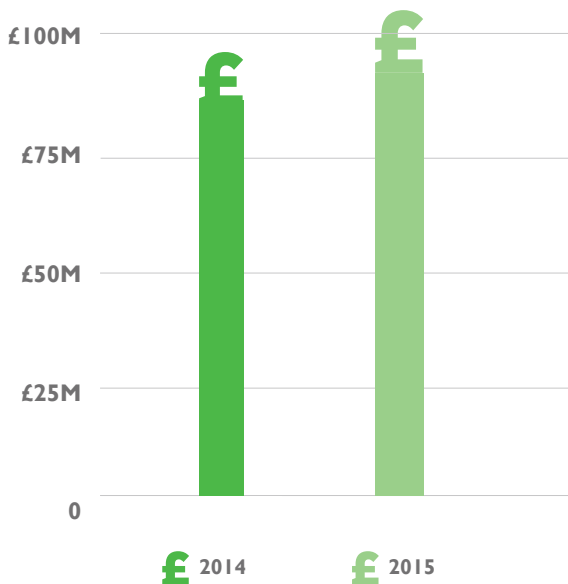


DIRECT EXPENSURE ASSOCIATED WITH TRIPS



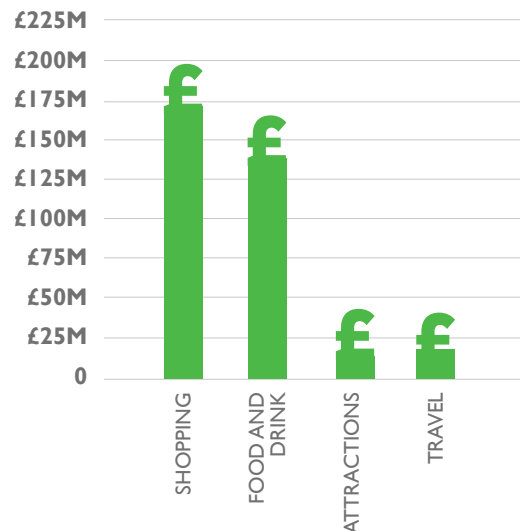
£543,857,000
expenditure associated with trips

MONEY SPEND FROM TOURISTS



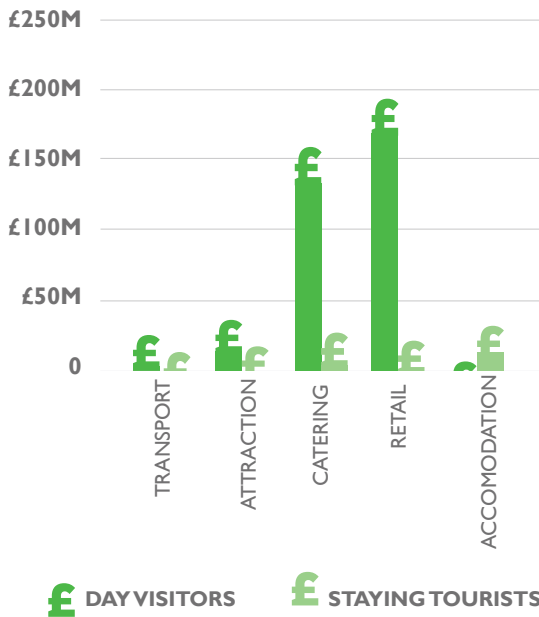
£100,100,000
domestic and overseas
tourist spend

TOTAL DAY VISIT SPEND



£443,757,000
expenditure on day visits
in Norwich per annum
(£405,278,000 previous year)

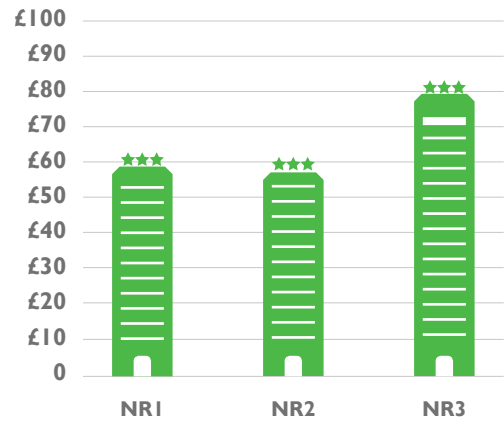
TURNOVER DERIVED FROM TRIP EXPENDITURE



£427,196,000

Turnover from day visitor expenditure per annum

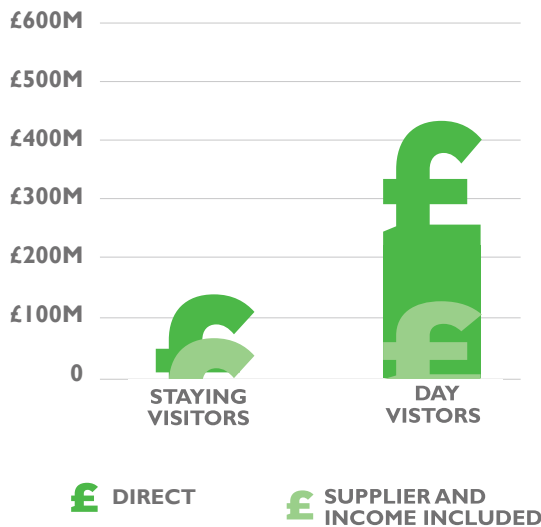
AVERAGE HOTEL PRICE



£67.80

Average price for a hotel in the city centre per night (£65.93 last year)

TOTAL BUSINESS TURNOVER SUPPORTED BY TOURISM ACTIVITY



£703,601,515

Total Norwich business turnover supported by tourism activity

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



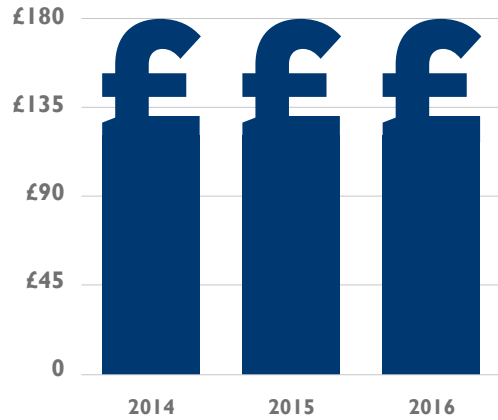
6,026

direct employment for visitor related business

RETAIL



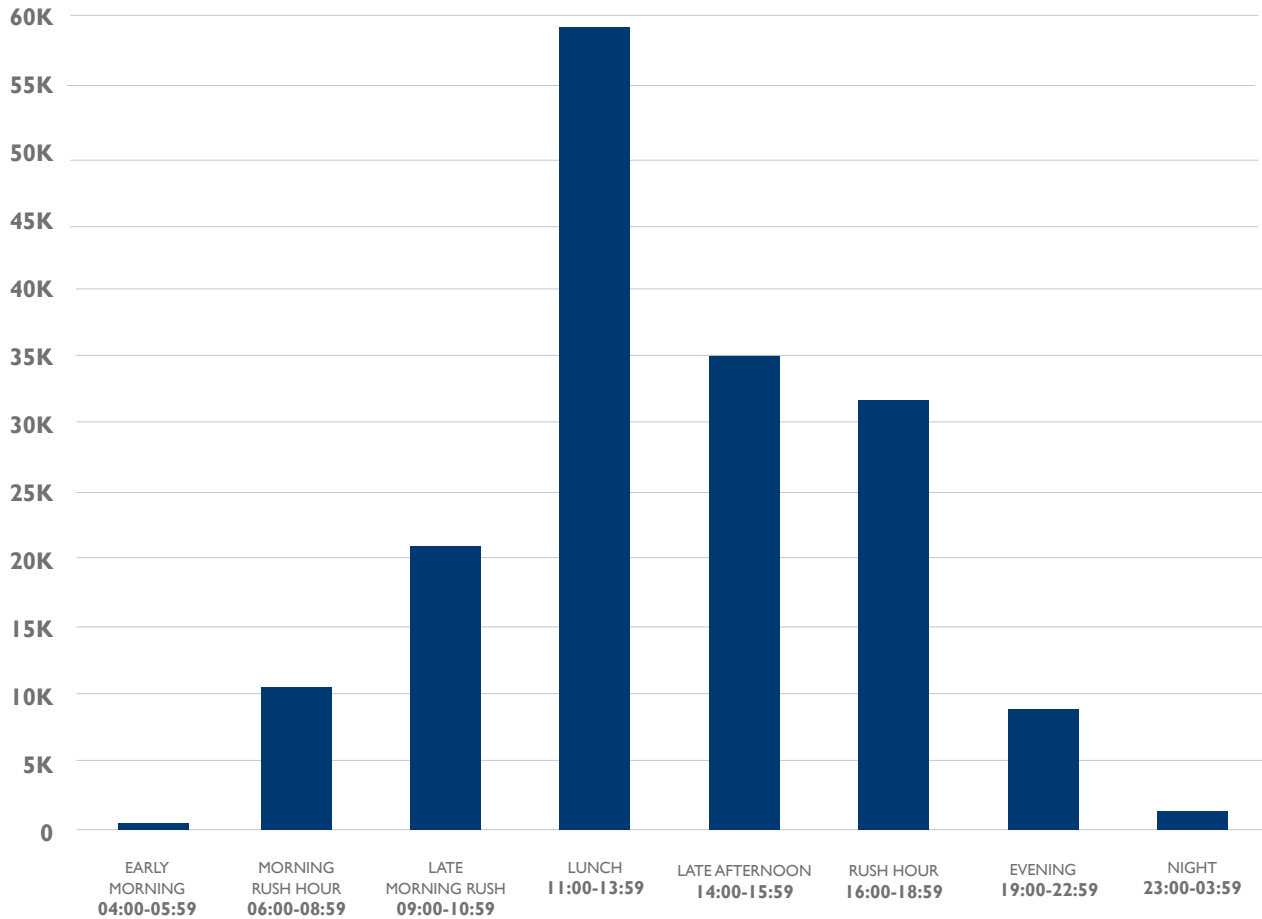
RETAIL RENT IN POUND (£)



£180

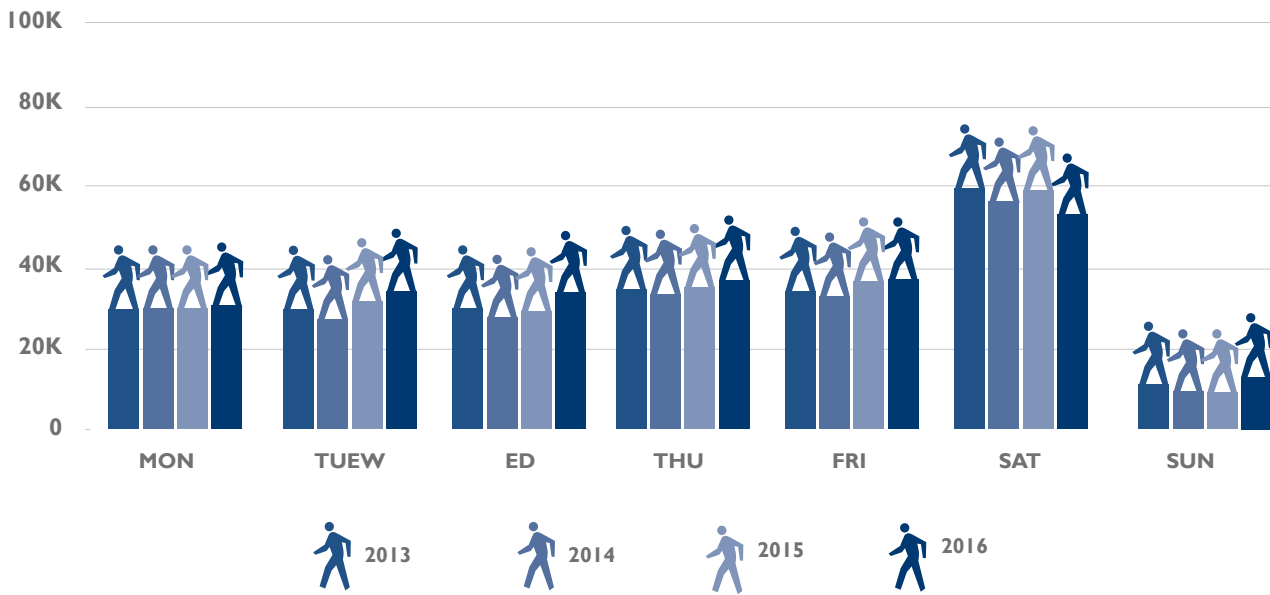
Rent for 2016 is £180 per square foot for prime zone A

FOOTFALL DAY PART



Bucking national footfall trends, Norwich saw footfall figures +2.7 in 2016 against national figures of -2% in 2015

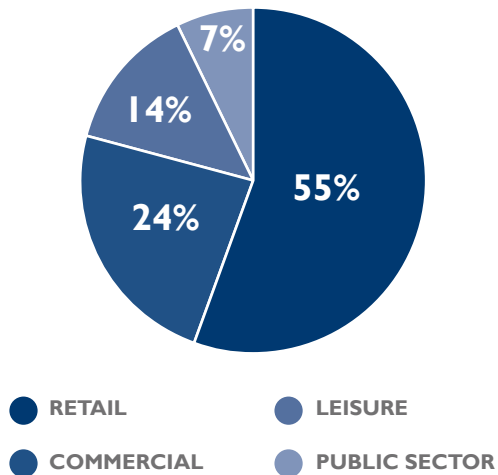
PEDESTRIAN ACTIVITY BY DAY



1,477,165

average monthly footfall in 2016

BUSINESS BREAKDOWN

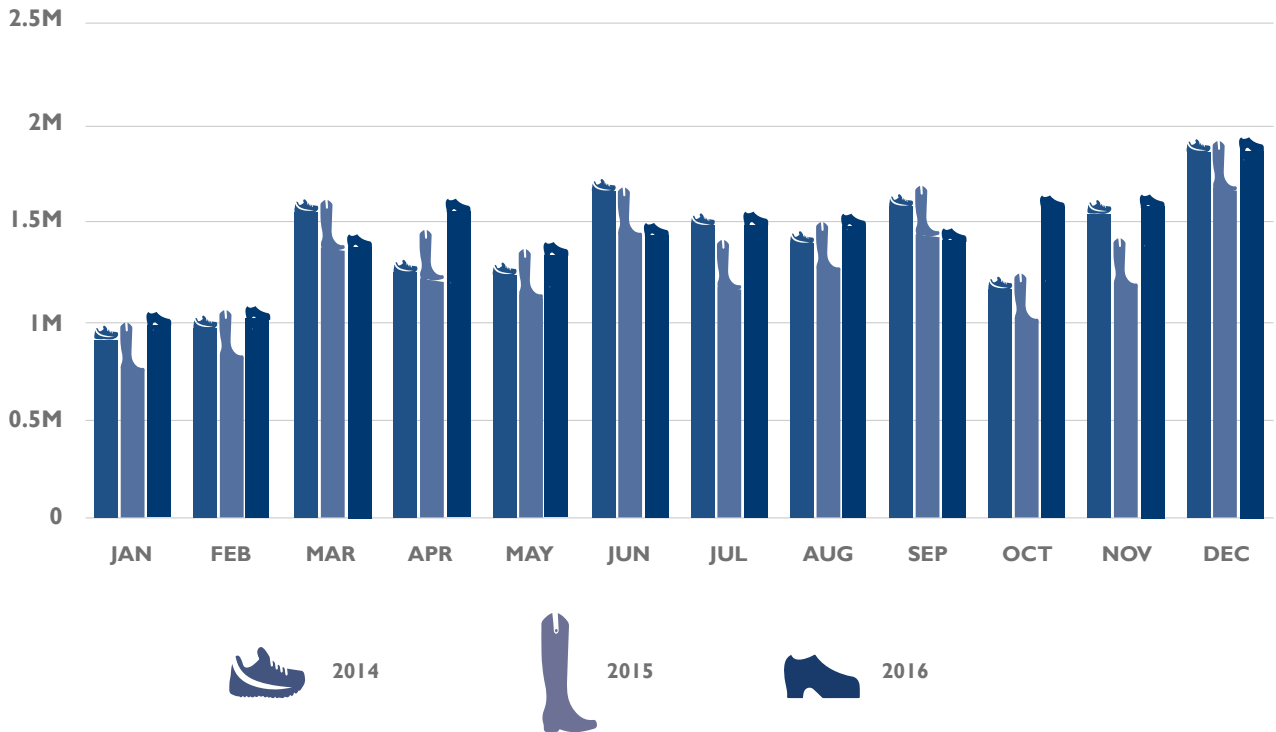


55%

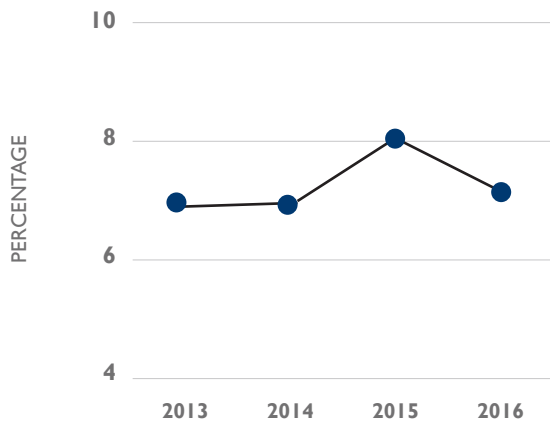
of businesses in Norwich city centre are retail – Diversity of sectors increasing making Norwich more recession resilient



NORWICH MONTHLY TOTAL FOOTFALLS



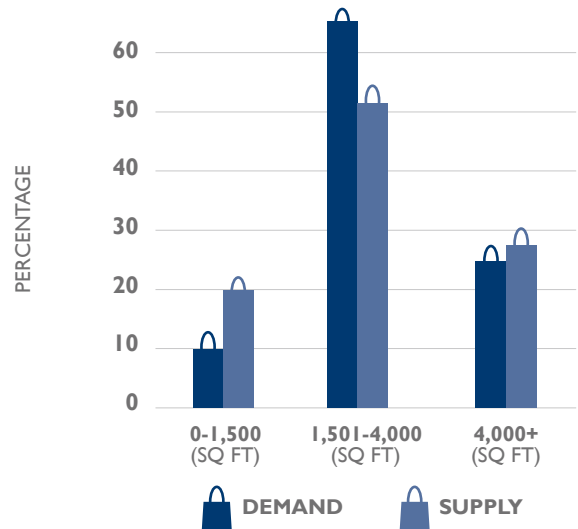
PROPORTION OF PRIMARY AVAILABLE FLOORSPACE



7%

vacant floor space in Norwich in 2016 – continue growth of the retail offer in the city centre (16% national average)

HIGH STREET RETAIL DEMAND VS SUPPLY



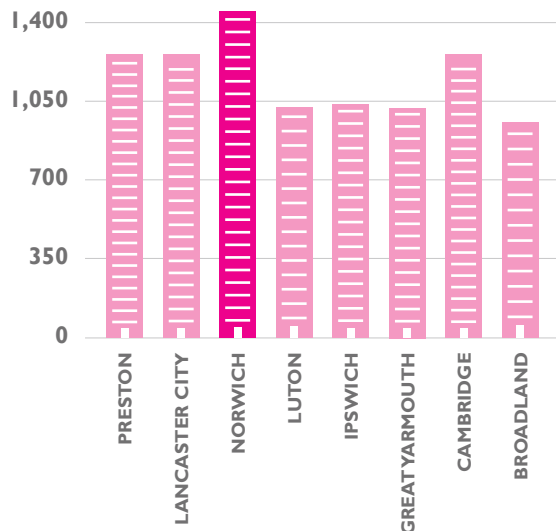
65% vs 52%

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

RESTAURANT, TAKEAWAY AND FOOD SHOPS



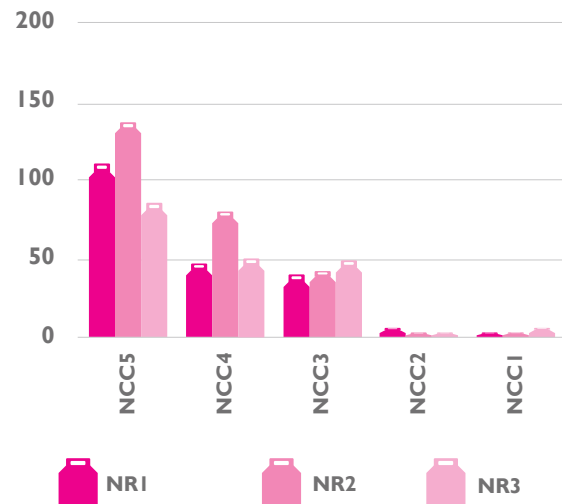
NUMBER OF BUSINESSES



4 OUT OF 5

restaurants, takeaway or food shops achieved the highest hygiene rankings (Same as last year)

RESTAURANTS, TAKEAWAY OR FOOD SHOPS BY HYGIENE RATING



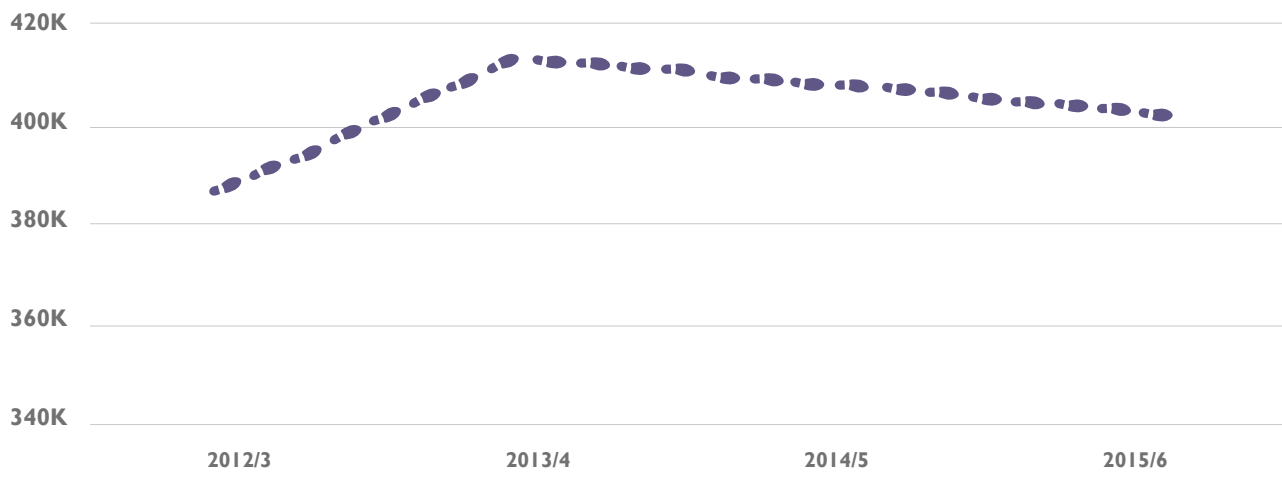
1,328

food related businesses of which 500 are restaurants and bars

TRANSPORT AND ACCESS



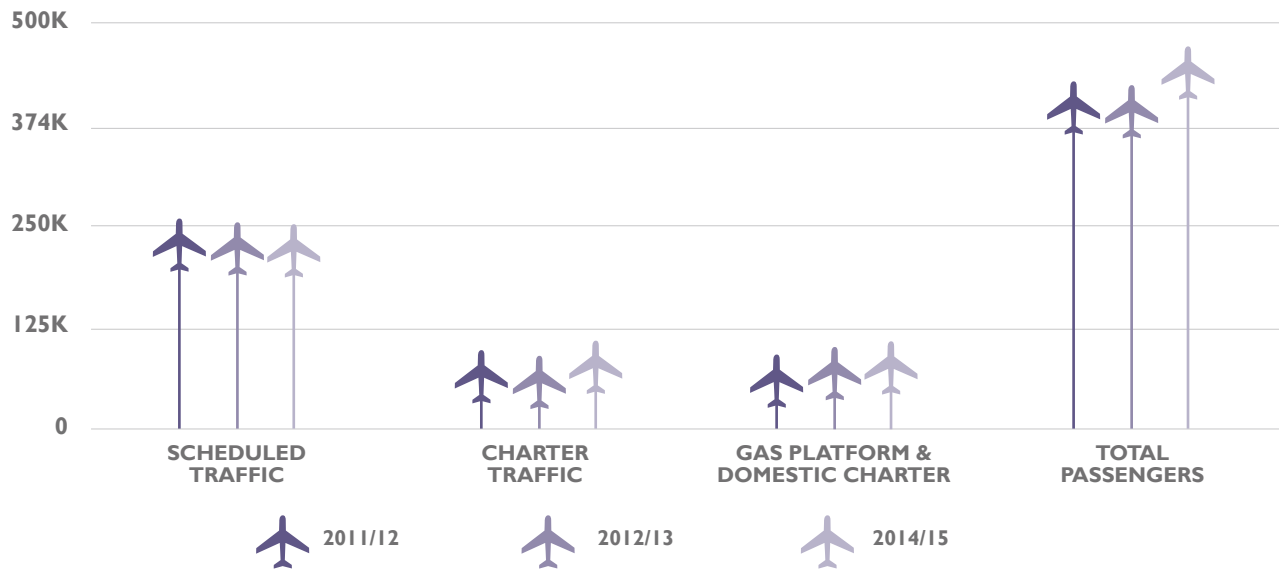
TOTAL FOOTFALL FOR NORWICH TRAIN STATION



4,049,000

people used Norwich Train station in 2016

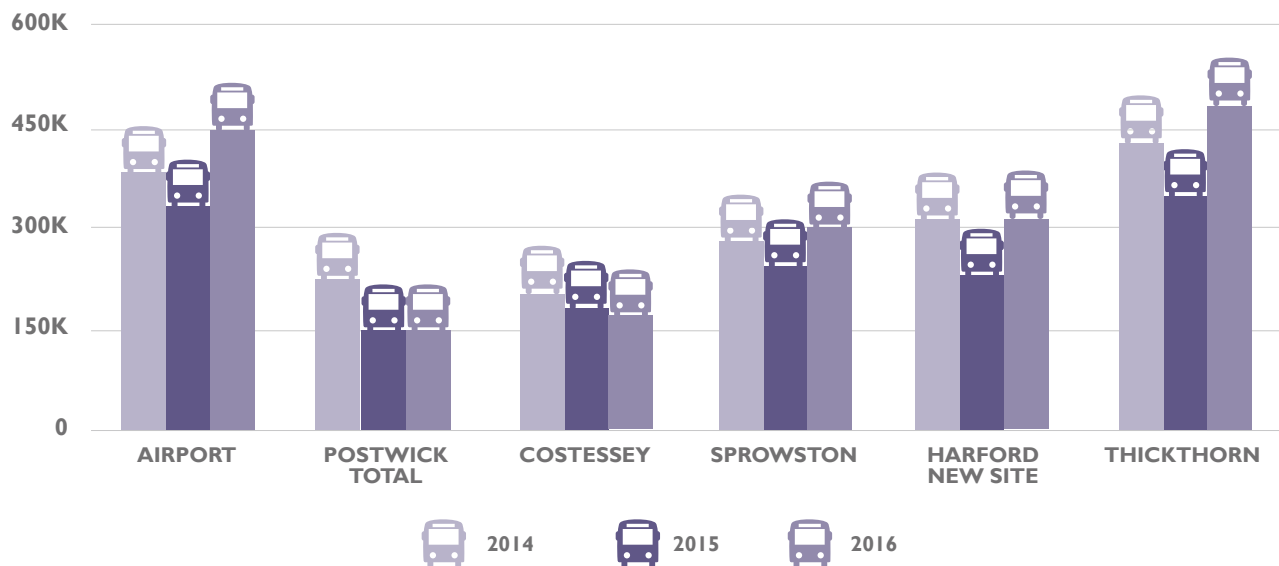
PASSENGERS IN NORWICH AIRPORT



465,664

total passengers from Norwich airport in 2014, compared to 463,401 in 2013

PARK AND RIDE USAGE



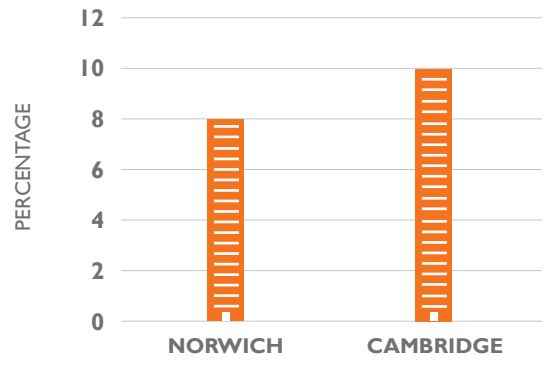
2,203,761

purchases for the 6 Park and Ride sites in 2015 (2,008,252 last year)

OFFICE

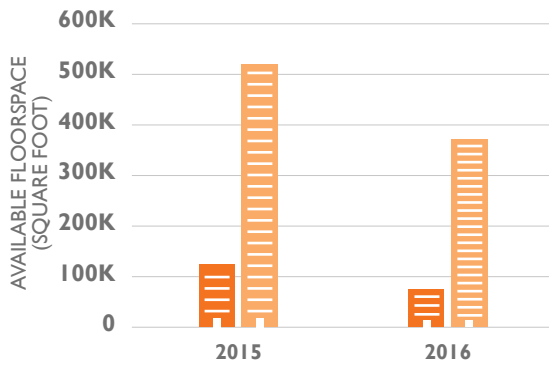


OFFICE VACANCY RATE



Norwich has 5,618,700 square feet of commercial office space

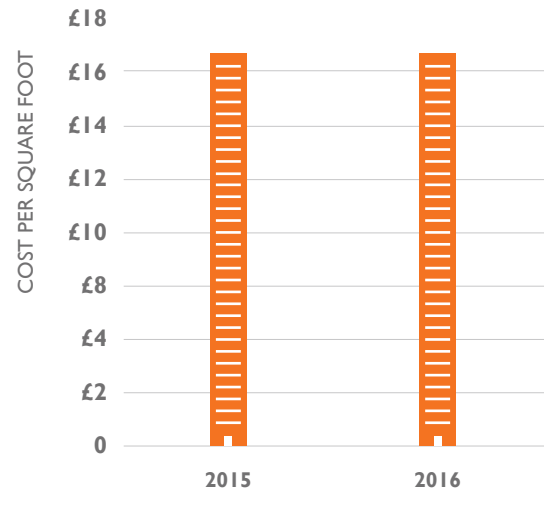
AVAILABLE OFFICES



 GRADE A (NEW)

 TOTAL 2ND HAND

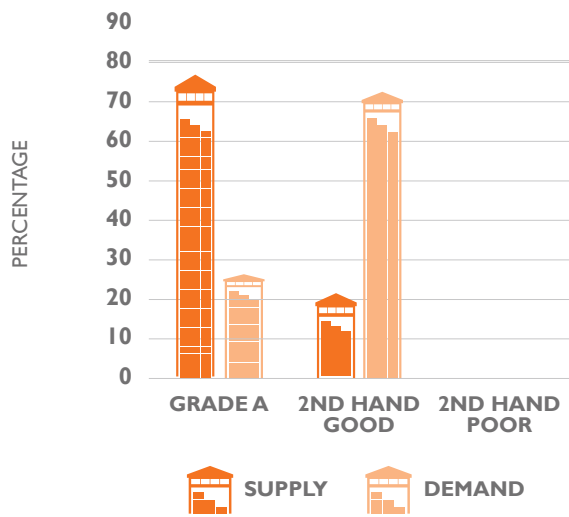
PRICE OF PRIME OFFICE



£16.50

The average rental rate per square foot for a prime rent

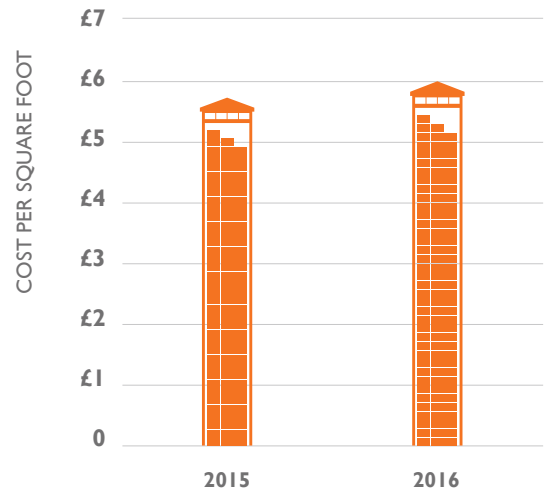
INDUSTRIAL SUPPLY VS DEMAND



73%

Industrial demand for second hand in good condition is (83% last year)

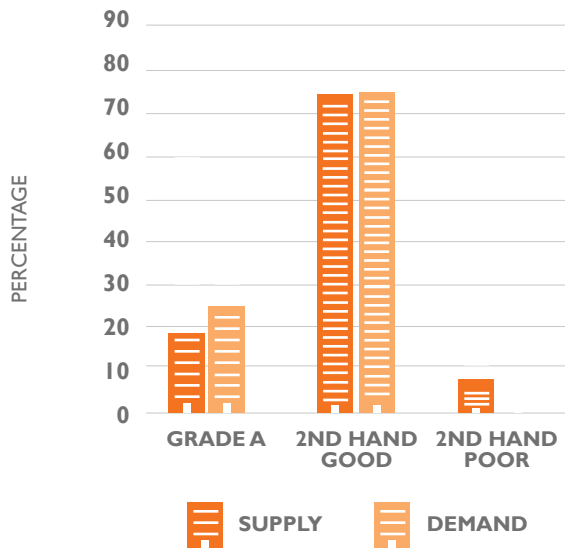
INDUSTRIAL RENTAL PRICE



£6.00

The average industrial rent price per square foot for 2016

OFFICE SUPPLY VS DEMAND



75%

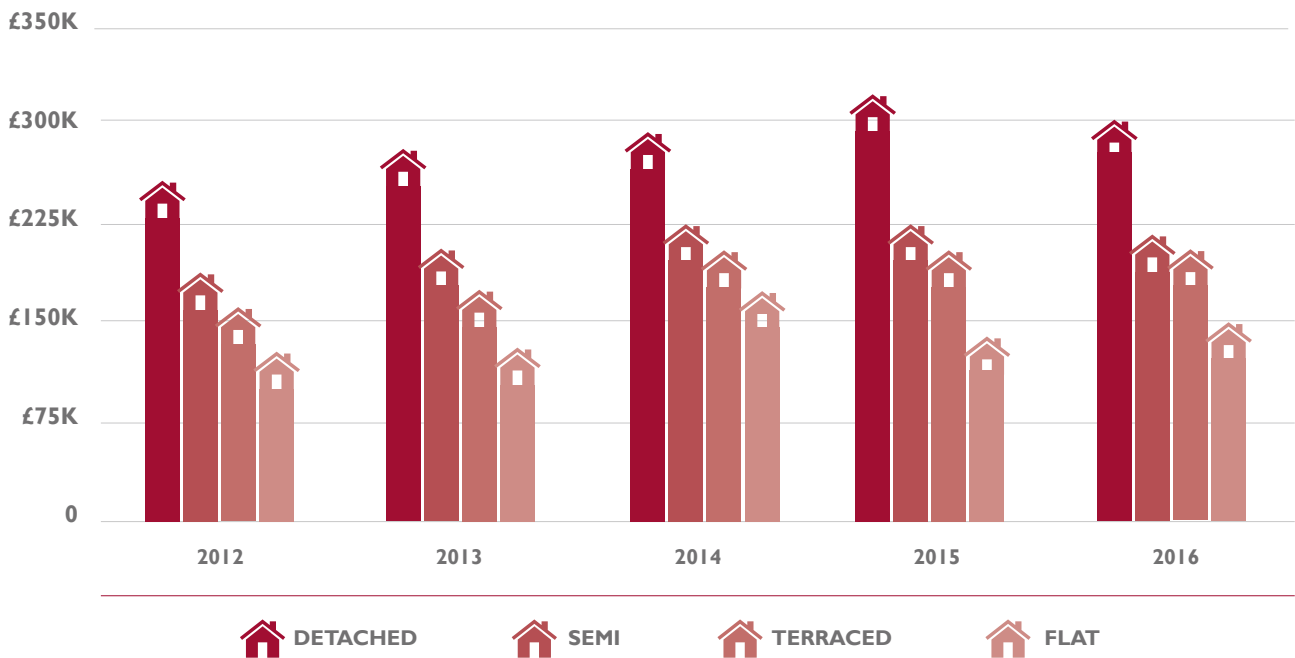
2nd hand office demand reached and supplied 74% (89% and 78% in 2015)



CITY LIVING



RESIDENTIAL PROPERTY VALUE



£210,850

Average cost of a house in 2016

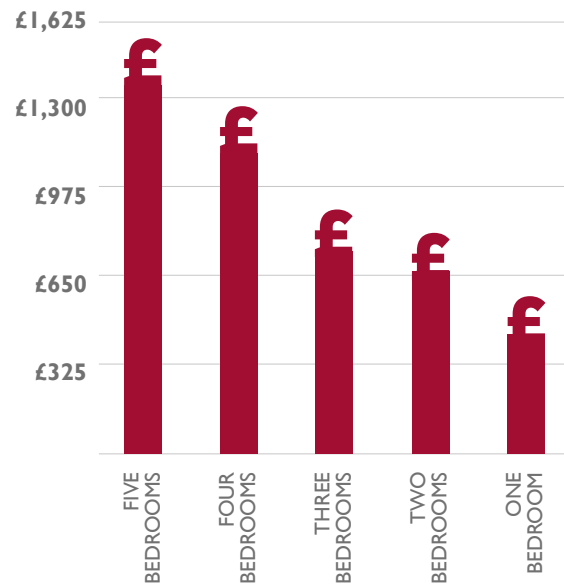
AVERAGE PRICE FOR HOUSES SOLD IN 2016



£210,850

Average overall price of properties sold in 2016

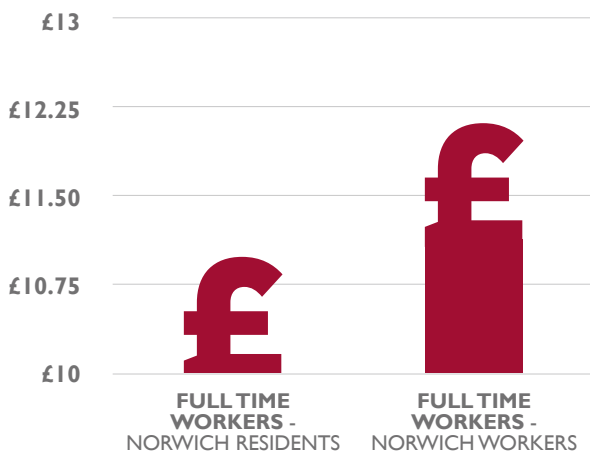
AVERAGE MONTHLY RENT



£758

Average monthly residential price for two bedrooms in Norwich

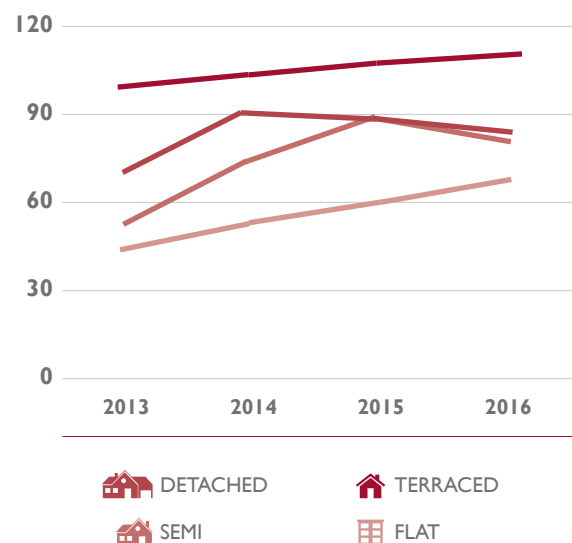
HOURLY PAY



£12.07

Workplace average hourly pay for full time workers

NUMBER OF PROPERTIES SOLD

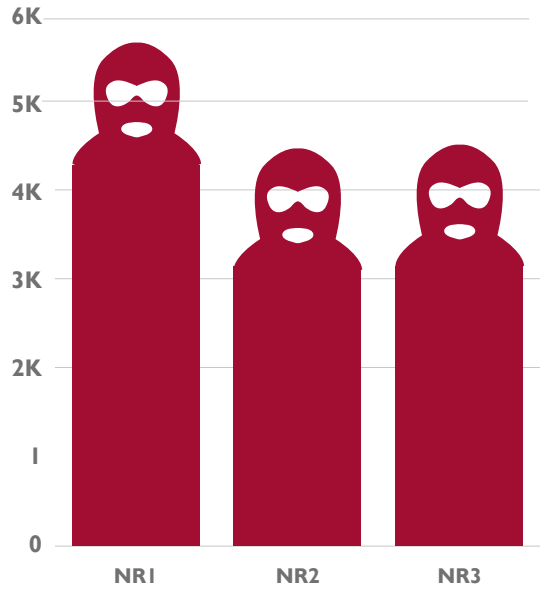


34%

of the properties sold in 2015 were terraced (34% last year)



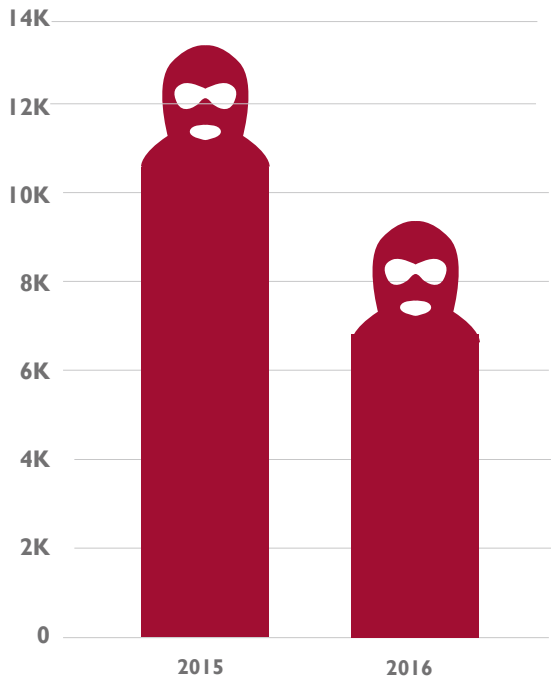
**TOTAL CRIME
IN CITY CENTRE 2016**



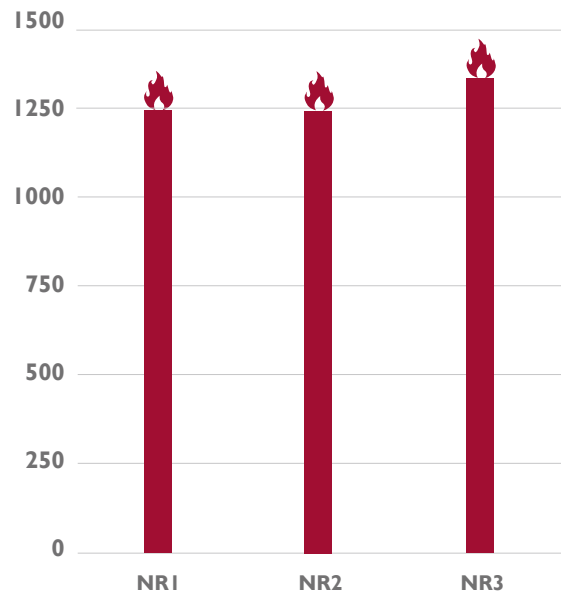
20TH

Norwich is the 20th safest city in the UK

**TOTAL CRIME
IN CITY CENTRE 2016**



**ANTISOCIAL BEHAVIOUR
IN CITY CENTRE 2016**



4524

**Less incidents of crime in 2016
compared to 2015**

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

OFFICE

Bidwells: www.bidwells.co.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
Visit Norwich: www.visitnorwich.co.uk
Retail Norwich City Council: www.norwich.gov.uk
Bidwells: www.bidwells.co.uk

BARS AND RESTAURANTS

Scores on the door: www.scoresonthedoors.org.uk
Food Standards Agency: <http://ratings.food.gov.uk>

EMPLOYMENT

Norwich City Council: www.norwich.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

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

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