



Norwich
Business
Improvement
District

Norwich City Centre Manifesto



City Centres

Pivotal time

Facing into challenges

Creating new identities

Ambition and investment





Norwich

Economic driving force

Innovative, creative, maverick

Attractive offer

Bring everyone with us



City Centre Manifesto

- Ambitious and inspiring
- Power of collaboration
- Compelling proposition



A manifesto of shared ambition

Together we are committed to working cohesively, pooling resources and collaborating to build a stronger future for Norwich.

Strengths and Challenges

Strengths

Great place to live and work

Strong community

Diverse offer

Arts and culture

Retail and leisure offer

Parks and green spaces

Sustainability

Heritage and local distinctiveness

Universities and Research Park

Challenges

Inequality and deprivation

Street homelessness

Traffic and access

National perceptions

Remoteness / Rural catchment

Attracting and retaining talent

Education and skills

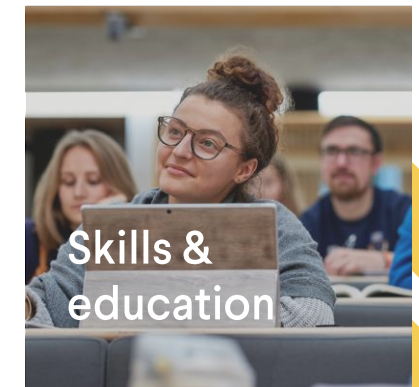
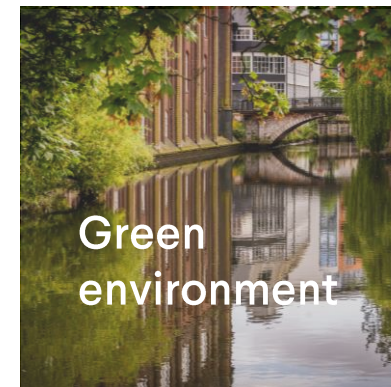
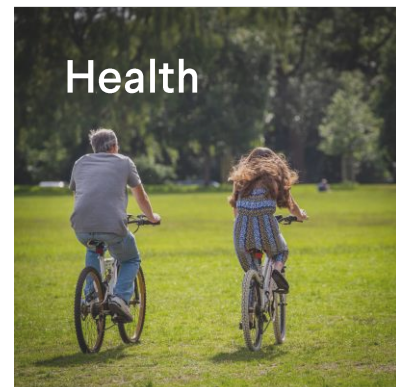
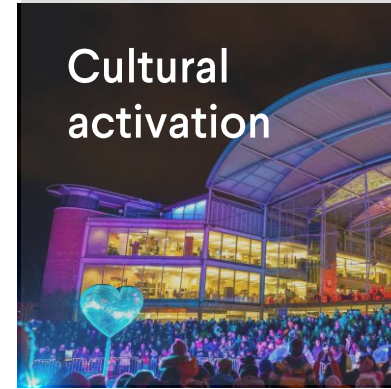
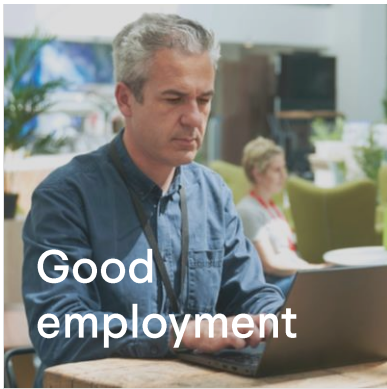
Social mobility

Investment and growth



Our City Priorities

What our city needs to be a strong and vibrant centre, according to Norwich businesses..



Our Vision for Norwich, Capital of the East



Innovative growth

Connection

Sustainable place

Inclusive Collaboration



Our Priorities

Innovative Growth

Stimulating good economic growth and skilled job creation.

Attracting and retaining employees, businesses, start-ups, within an entrepreneur and innovation ecosystem.

Encouraging investment in technology, research, and creative industries.

Connection

Improving reliable multi-modal transportation networks and reducing congestion and inaccessibility.

Fit for the future public infrastructure; systems, services, IT and utilities.

Ensuring access and connectivity for all residents, businesses, and visitors.

Sustainable Place

Emphasising sustainable and environmentally responsible city policies and planning.

Promoting and improving green spaces, renewable energy and affordable housing.

Sustainable economic growth in a net zero ecology to create a liveable and resilient city.

Inclusive Collaboration

Designed for a diverse, safe, and inclusive community.

Enhancing health, well-being, educational and skills opportunities.

Promoting cultural enrichment and community engagement.

Ambitions and Aspirations

Innovative Growth

Increase business start-ups' resilience against closures through growth in technology, research and creative sectors.

Fund 'Work in Norwich' to achieve 1 billion impressions and 20 million unique clicks to put Norwich front of mind to attract and retain employees.

Lobby for an alternate solution to business rates to deliver net new job creation.

Connection

Create an integrated public and private sector affordable and accessible transport system for bus, rail, and active travel.

Invest in networks to make us the Top UK City for connections subscribed to >30mbs at over 95%.

Champion rail upgrades with the dualling of the London to Norwich rail network to provide a frequent reliable 90-minute service and the extension of the new direct east west train service from Norwich - Bristol.

Sustainable Place

Be the UK's first self-sufficient solar energy city.

Establish integrated neighbourhoods with protected affordable housing for social care workers, amongst intergenerational communal living spaces.

Leverage green infrastructure investment and planning policy to deliver accessible green spaces, urban forests, enhance biodiversity and improve air quality.

Inclusive Collaboration

Norwich to be in the Top 100 in the social mobility index.

Increase average wage to above national average.

Consortium to deliver an integrated conference centre, 5* hotel and community sports arena for national exhibitions and events.

Norwich: Capital of the East





A manifesto of shared ambition

Together we are committed to working cohesively, pooling resources and collaborating to build a stronger future for Norwich.