

Norwich City Centre Manifesto



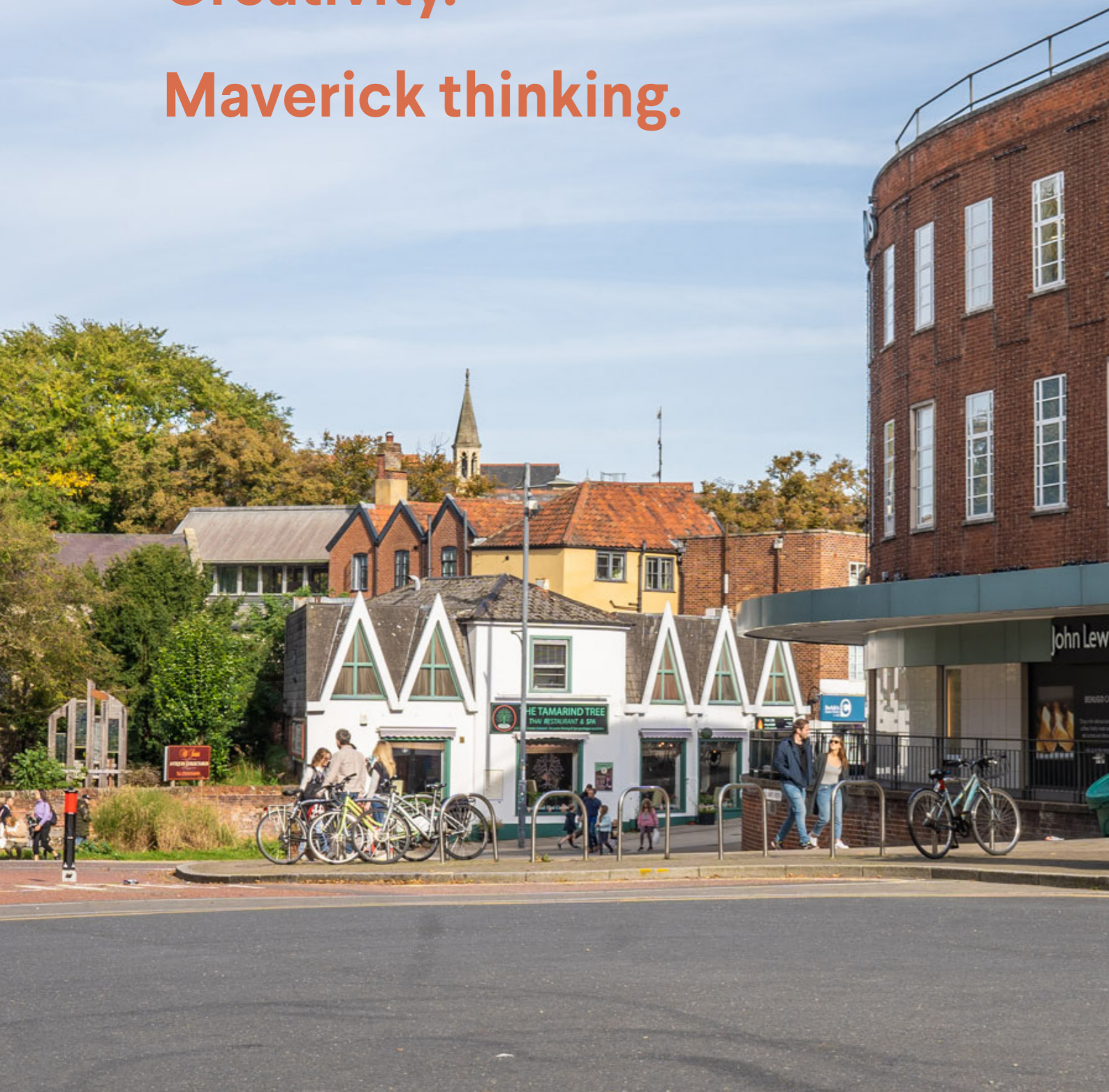
Norwich
Business
Improvement
District

Innovation.

Sustainability.

Creativity.

Maverick thinking.

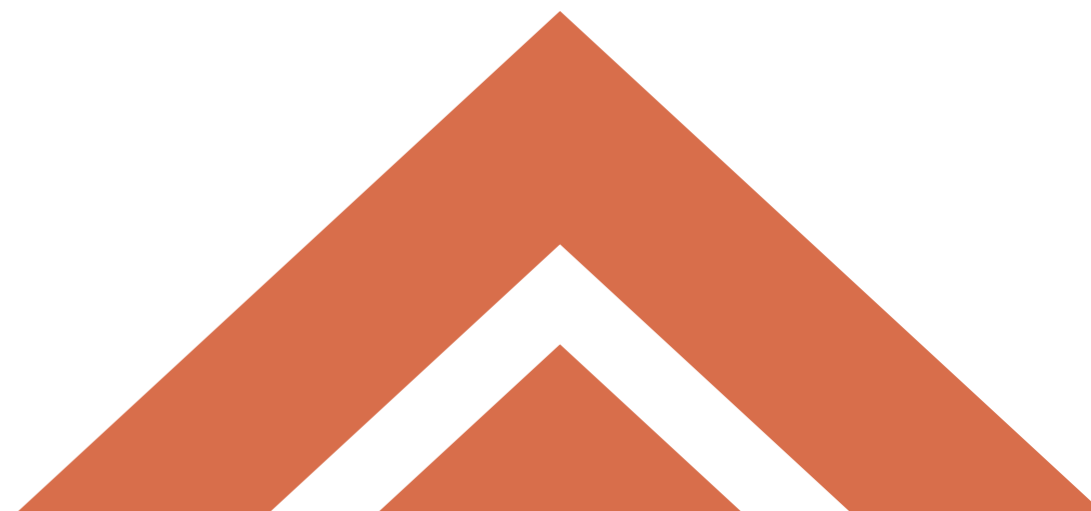


»» National Context

The UK's city centres are at a crossroads.

The challenges of Brexit, COVID-19 and the cost-of-living crisis has provided a maelstrom for already struggling cities across the East and the UK. As our city centre searches for a new identity, the turbulent landscape provides a pivotal opportunity to align Norwich's biggest ambitions with national policy and investment.

Physical health, mental health, safety from crime, good quality housing, accessible public services, positive local economy, and environmental sustainability are all benefits that can happily co-exist in a well-designed Norwich city centre. Through the devolution of powers, improving planning, investment in local government and strengthening local partnerships, we can give our city centre a new lease of life. Through a commitment to active travel, mixed-use multifunctional accessible centres, tax reform and a coordinated reduction of anti-social behaviour, we can develop a healthy centre that meet people's needs.



»» Norwich Context

Norwich is the driving force of the economy of Norfolk and Norwich city centre sits at the heart of a major urban area. Norwich is a community of culture, heritage, and independence with a pride in its history and a drive for its future. We are an ambitious place with a strong culture of innovation, creativity, sustainability and maverick thinking. The city offers a high quality of life with a proximity to coast and countryside, making this a fantastic place to live, study and work. But many workers in core economic sectors are on low wages and the city has significant challenges around deprivation, social mobility and inclusivity.



We can make Norwich city centre a place of health and wealth, commerce and community, with public and private partnerships at the vanguard. We can design our city centre to reduce the burden on services through a focus on health and well-being. We can strengthen our economy and local business networks by retaining and attracting talent and helping entrepreneurs succeed. We will grow our confident, digital, inclusive, and sustainable city centre; forging success through our tech cluster and knowledge-based sectors, creative ecology, and collaborative networks, and addressing inequalities to enable more people to contribute to our future.



We understand that our city centre manifesto - written by Norwich businesses - fits clearly within and compliments the wider 2040 City Vision, Greater Norwich Local Plan, and Better Together, for Norfolk strategies. However, we want to challenge the policy frameworks and structures that limit the ambition and aspirations of Norwich. Norwich city centre is the heart of our regional economic and community life. This manifesto outlines our how we want to achieve this with a coordinated, partnership approach between the public and private sectors and driving national recognition and investment.



»» Strengths and Challenges

Strengths

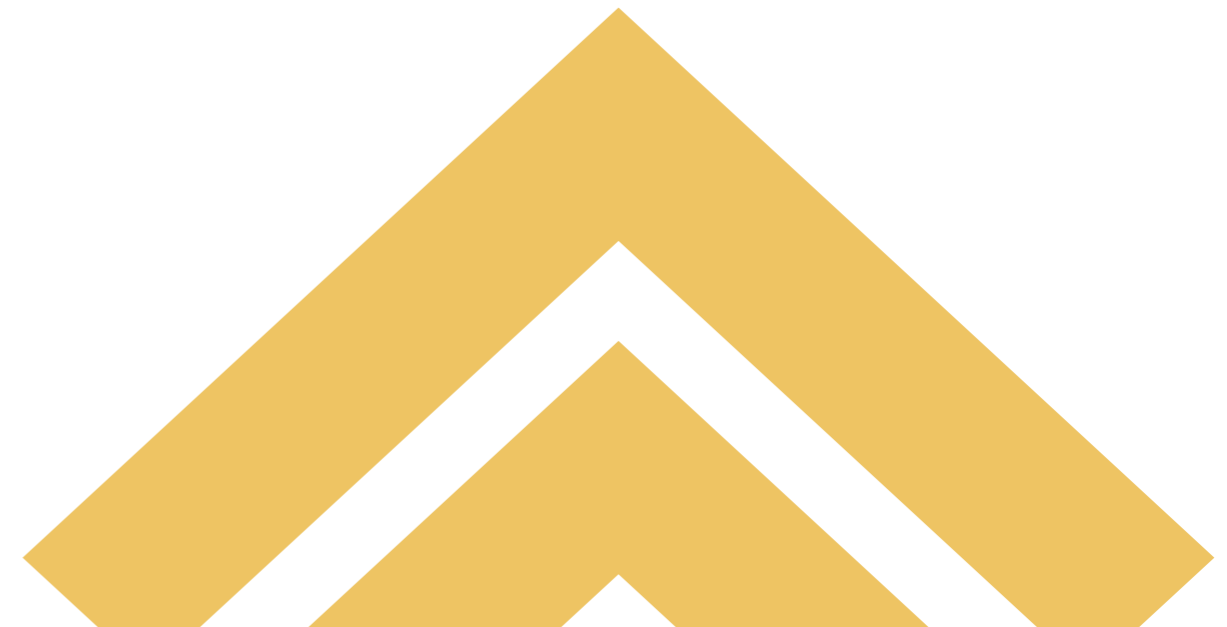
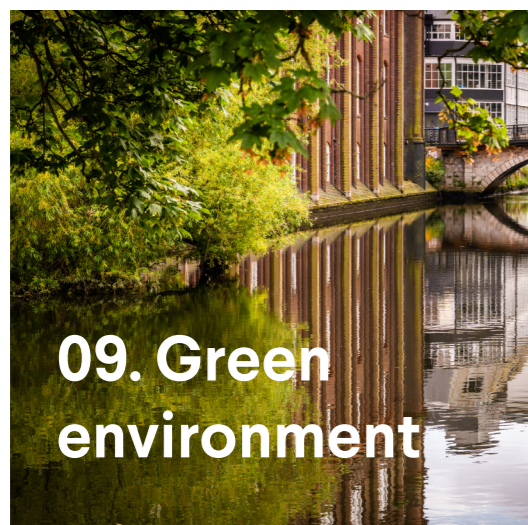
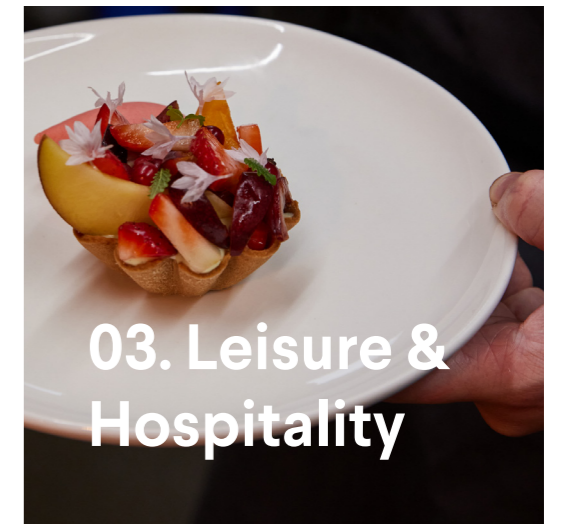
- Great place to live and work
- Strong community
- Diverse offer
- Arts and culture
- Retail and leisure offer
- Parks and green spaces
- Sustainability
- Heritage and local distinctiveness
- Universities and Research Park

Challenges

- Inequality and deprivation
- Street homelessness
- Traffic and access
- National perceptions
- Remoteness / Rural
- 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. List in priority order.





Our Vision

Norwich is the capital of the East.

We will embark on an ambitious programme to unlock the potential for sustainable growth, bringing a concentration to Norwich city centre through the centralisation and co-location of key public services and leisure pursuits, minimising the need for further urban expansion.

We will co-locate retail, office, leisure, evening, and night-time economy; creative activities, health, education, and a range of services alongside the introduction of good quality green housing to create a strong local economy and high-quality living. Our community and residents will have easy access to services and employment opportunities all within a connected, climate resilient environment that exudes the maverick confidence of our city.

»» Our Priorities

01

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.

02

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.

03

Sustainable Place

Emphasising sustainable and environmentally responsible city policies and planning.

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

Economic sustainable growth in a green net zero ecology to create a liveable and resilient city.

04

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 & Aspirations

01

Innovative Growth

Increase business start-ups 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.

02

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.

03

Sustainable Place

Be the UK 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.

04

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.



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