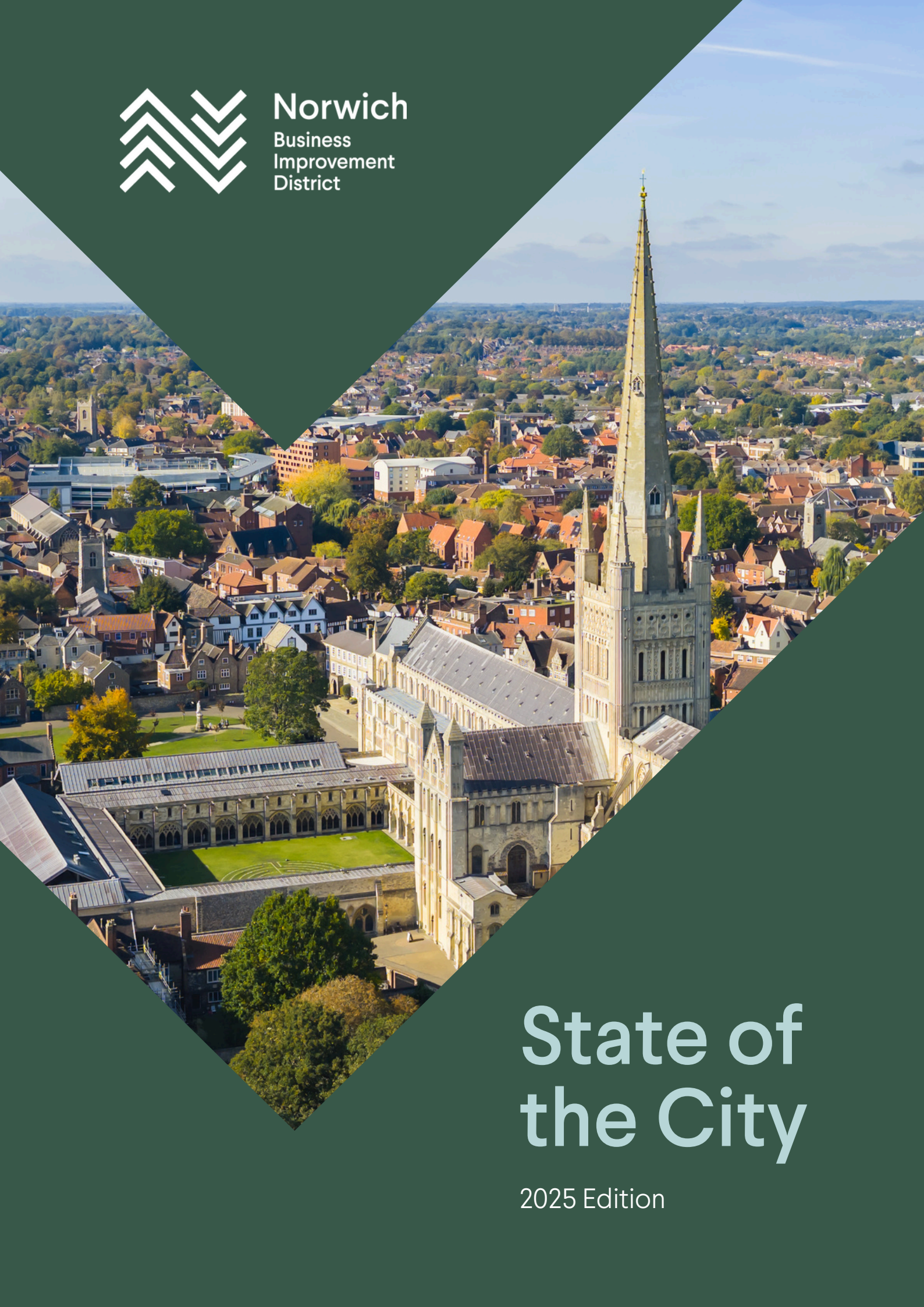




Norwich
Business
Improvement
District



State of the City

2025 Edition

This is the City of Stories

Norwich is a dynamic city at the heart of East Anglia. With a strong and diverse economy, Norwich continues to attract new residents, tourists, businesses and talent while retaining the distinct identity that makes it one of the UK's most liveable urban centres.



The city's population is currently estimated at 147,182, reflecting steady growth over the past decade. Major investment is reshaping key areas, most notably the £350 million Anglia Square regeneration, which will deliver 1,100 new homes, new retail and leisure spaces, and create more than 3,500 jobs. This development demonstrates the city's ambition to grow sustainably and inclusively.

Norwich's strengths lie in its balance of scale and opportunity. It offers a thriving cultural scene, a high quality of life, and an economy that supports innovation across sectors including digital and creative industries, advanced manufacturing, education and health. The city's strategic location, connectivity and skilled workforce position it as a regional centre for growth and collaboration.

This report provides an overview of Norwich today, presenting data on the city's economy, population and business landscape.

Did you know?

Norwich was rated one of the best places to live in the UK by The Sunday Times in 2025

Norwich Population

147,182 people are estimated to currently live in Norwich. The median age in Norwich is 34.

Norwich Population by Age*

Age 0 to 15	15.8%
Age 16 to 64	69.3%
Age 65 and over	14.9%

Full and Part Time Employees**

Part time	35.6%
Full Time	63.2%

Norwich Ethnic Profile***

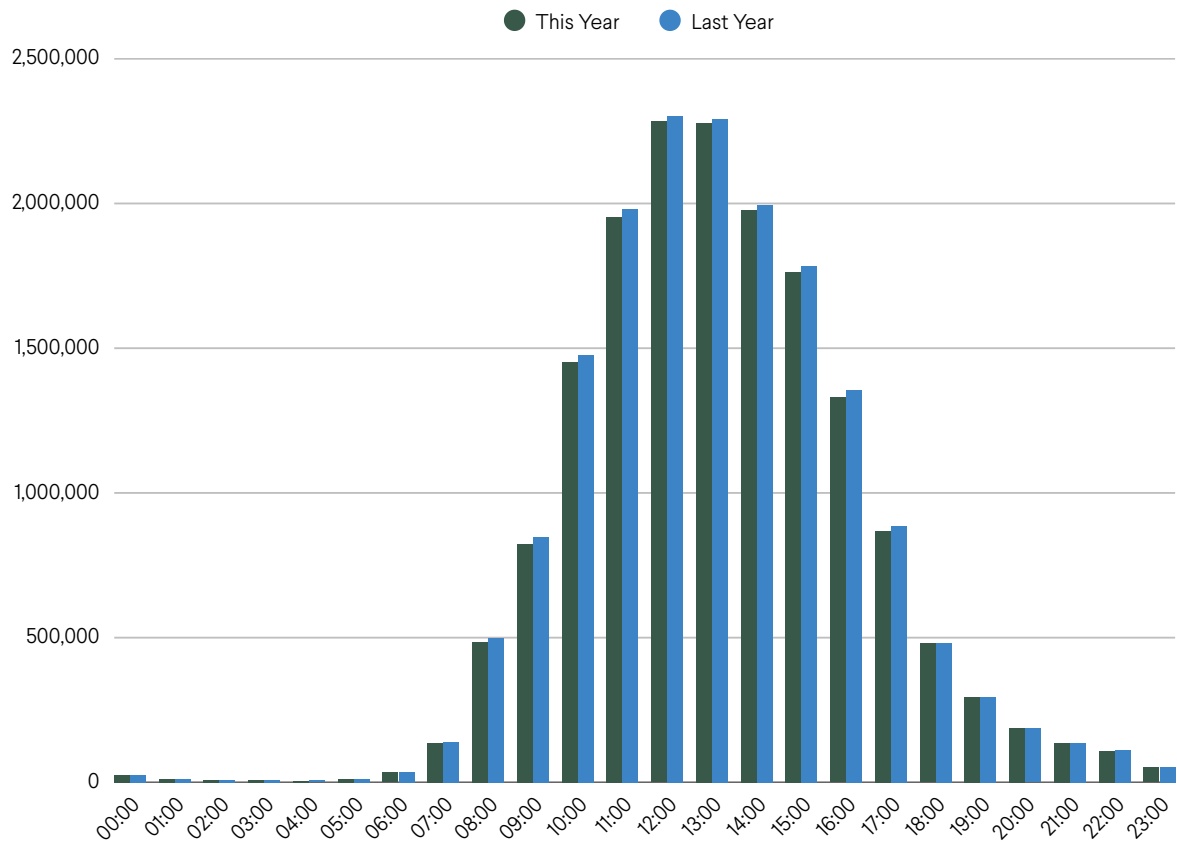
White	87.1%
Mixed or multiple ethnic groups	3.1%
Black, black British, black Welsh, Caribbean or African	2.5%
Asian, Asian British or Asian Welsh	5.5%
Other	1.8%

Education Levels****

	Norwich (level)	Norwich (%)
RQF4 and above	48,600	50.5
RQF3 and above	67,800	70.5
RQF2 and above	84,800	88.2
RQF1 and above	86,000	89.5

Norwich ranks 10th in the UK (excluding London) in the latest Demos-PwC Good Growth for Cities Index

Average Footfall Day Part

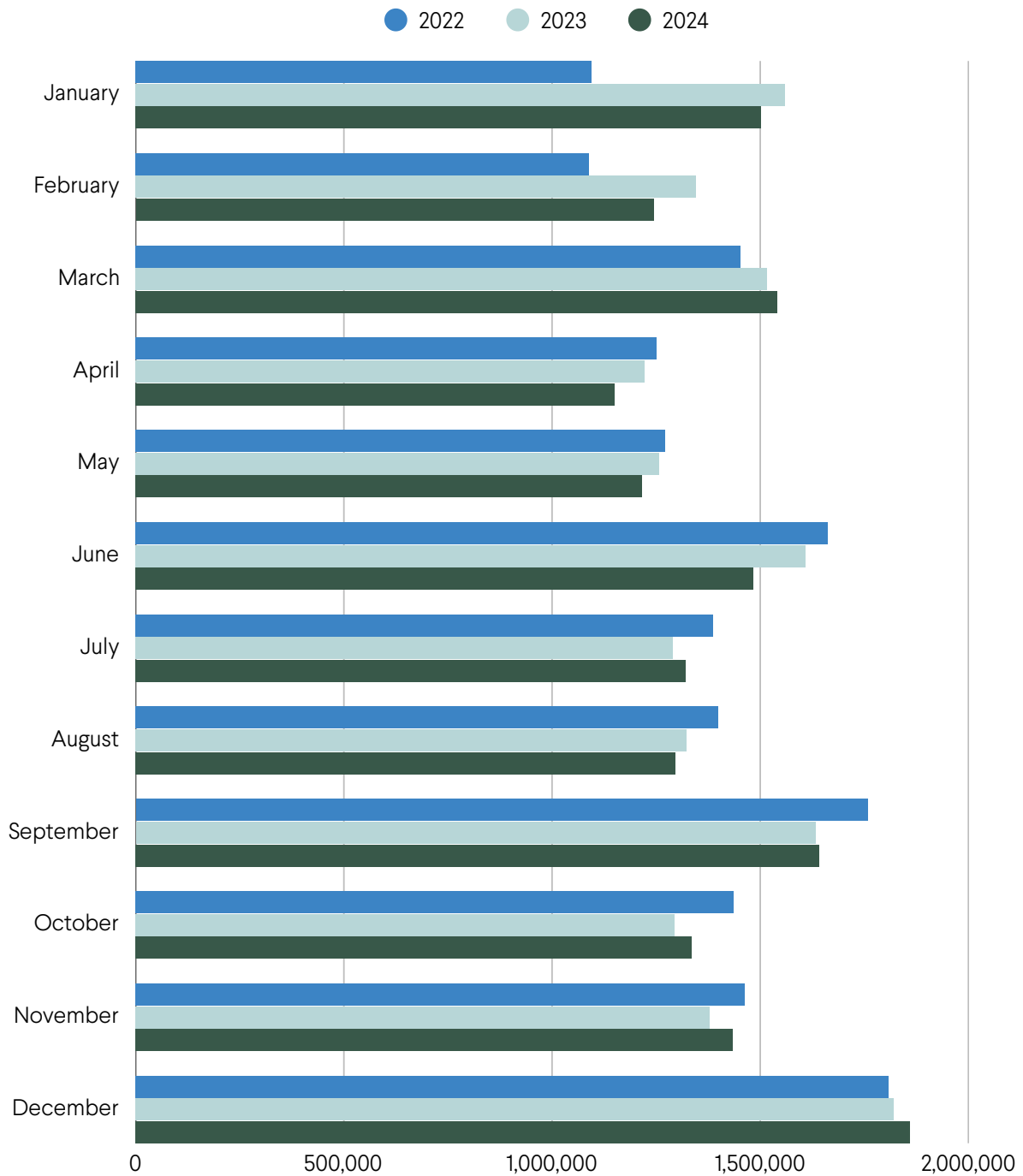


Business Breakdown of Norwich BID Area

Retail	34%	(226)
Leisure	24%	(190)
Commercial	22%	(171)
Public, Education and Third Sector	10%	(82)
Arts / Entertainment and Attractions	5%	(36)
Other	5%	

34% of businesses in the Norwich BID area are in the retail sector

Monthly Footfall



Did you know?

1,859,384 visitors were recorded in the city centre in December 2024, the highest monthly number for the past 3 years.

»» Employment

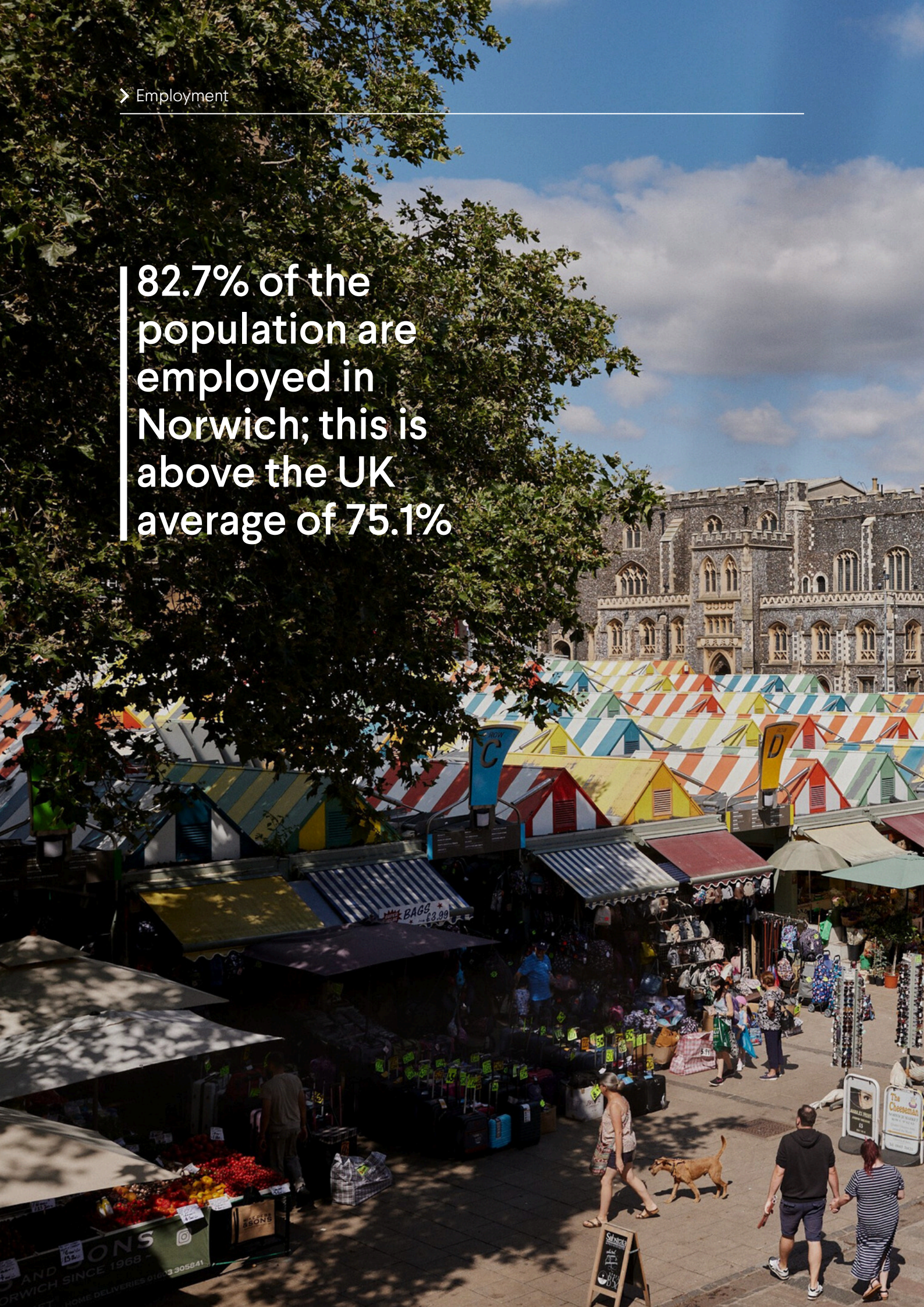
Employment Size Bands

■ Micro (0-9 employees)	4,235	(84.4%)
■ Small (10-49 employees)	630	(12.5%)
■ Medium (50-249 employees)	125	(2.1%)
■ Large (250+ employees)	35	(0.7%)

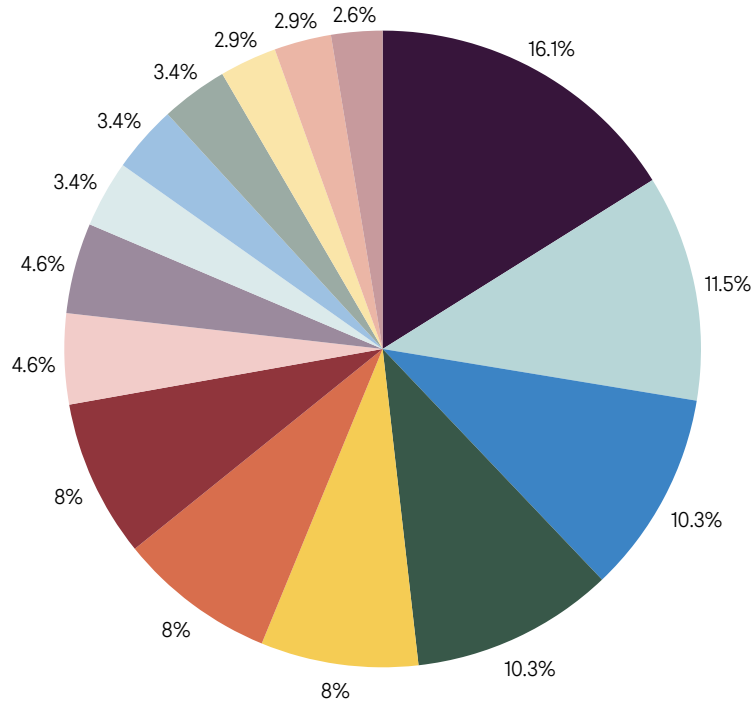
84.4% of Norwich businesses employ 0-9 people



82.7% of the population are employed in Norwich; this is above the UK average of 75.1%



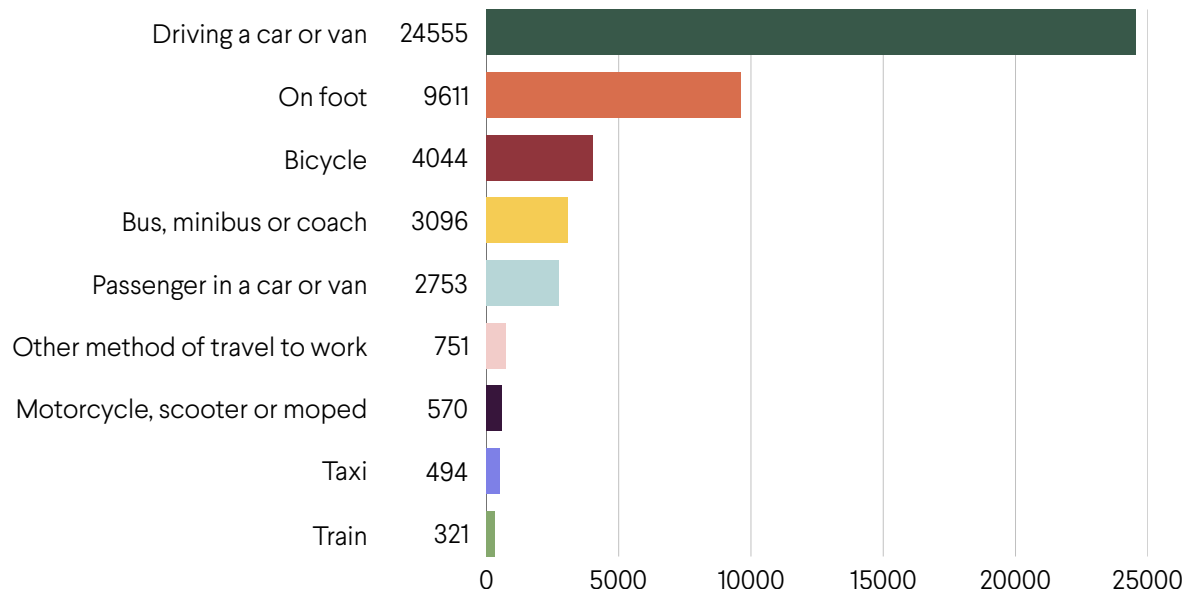
Top Sectors of Employment in Norwich



Wholesale and retail trade	16.1%
Education	11.5%
Human health and social work activities	10.3%
Public administration and defence	10.3%
Accommodation and food service activities	8%
Professional, scientific and technical activities	8%
Administrative and support service activities	8%
Manufacturing	4.6%
Transportation and storage	4.6%
Financial and insurance activities	3.4%
Real estate activities	3.4%
Arts, entertainment and recreation	3.4%
Construction	2.9%
Information and communication	2.9%
Other service activities	2.6%

Method of commute

The most popular modes of commuting in Norwich are...



Norwich is recognised as having one of the most environmentally friendly commutes in the UK, ranking third nationwide



»» Growth Sectors

Creative and Digital

Norwich's creative, digital and tech industry is booming, with digital tech businesses at the heart of our region's growing economy.

The University of East Anglia and Norwich University of the Arts play a big role in the success of this industry, as well as the dynamic, innovative and supportive tech community in the area.

Food and Drink

The Norwich food and drink sector encompasses research and development, agriculture, and food production. Central to this sector is the Food Enterprise Park, a 100-acre development site that hosts the Broadland Food Innovation Centre. Local produce is prominently featured at the Norfolk Foodhall on the Norfolk Showground, which showcases hundreds of local producers.

The Tastebuds collective, based at the Norwich Research Park, actively facilitates collaboration opportunities within the food and drink community.

Financial Services

The Financial Services sector in Norwich has been home to Aviva, one of the UK's largest insurance centres, for over 200 years. As a result, Norwich is the #1 InsurTech hub outside of London.

The sector is home to 24 active FinTech firms, which have collectively raised £49 million in investment to date. Notably, 17% of these FinTech firms are female-founded, the highest percentage in England. The sector contributes over £1 billion in Gross Value Added annually, with a forecast to reach £100 million by 2027.

**Norfolk is home to
5.9% of the UK's
games workforce**



Advanced Manufacturing

The county's robust Advanced Manufacturing and Engineering sector comprises 2,150 companies, contributing a substantial 2 billion in Gross Value Added with Norwich being a significant contributor.

This is bolstered by Productivity East, a regional hub for manufacturing, engineering, and technology based at the University of East Anglia, and the support of the NAAME (New Anglia Advanced Manufacturing and Engineering) cluster.

Life Sciences

The Norwich Research Park is one of Europe's largest single-site life sciences clusters, recognised for world-leading research across food, environmental sciences, genomics, and health.

This hub possesses key expertise in AgriTech, BioTech, MedTech, ClimateTech, and Health Innovation, supporting a cluster workforce of about 15,000 in Greater Norwich.

The Park is strongly supported by major funding, including a £163.9 million grant for the **John Innes Centre**, Quadram, and Earlham Institutes, with significant growth planned for the next decade.

Did you know?

Norwich Research Park is home to one of the largest concentrations of microbiologists on a single site in the world



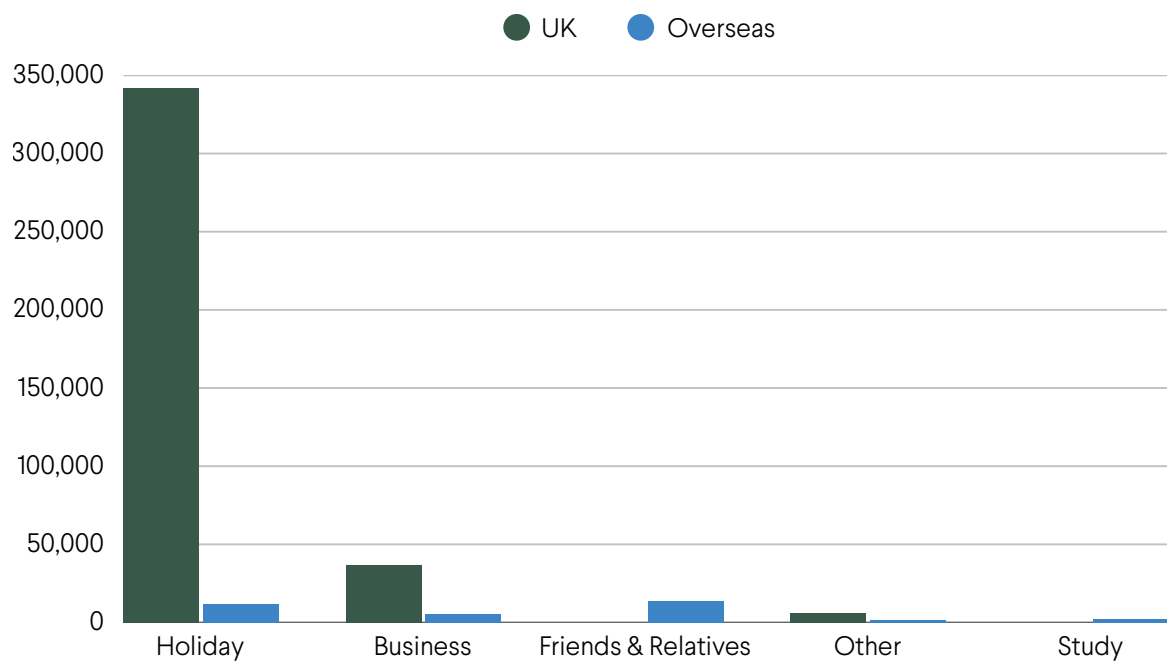
Workforce Size by Sector (Norfolk)

Sector	Workforce	GVA Per Head
Digital Tech	8,778	51,200
Agri-Food & Agri-Tech	42,550	35,000
Financial Services	11,978	136,800
Advanced Manufacturing	47,582	42,000
Life Sciences	7,975	43,900

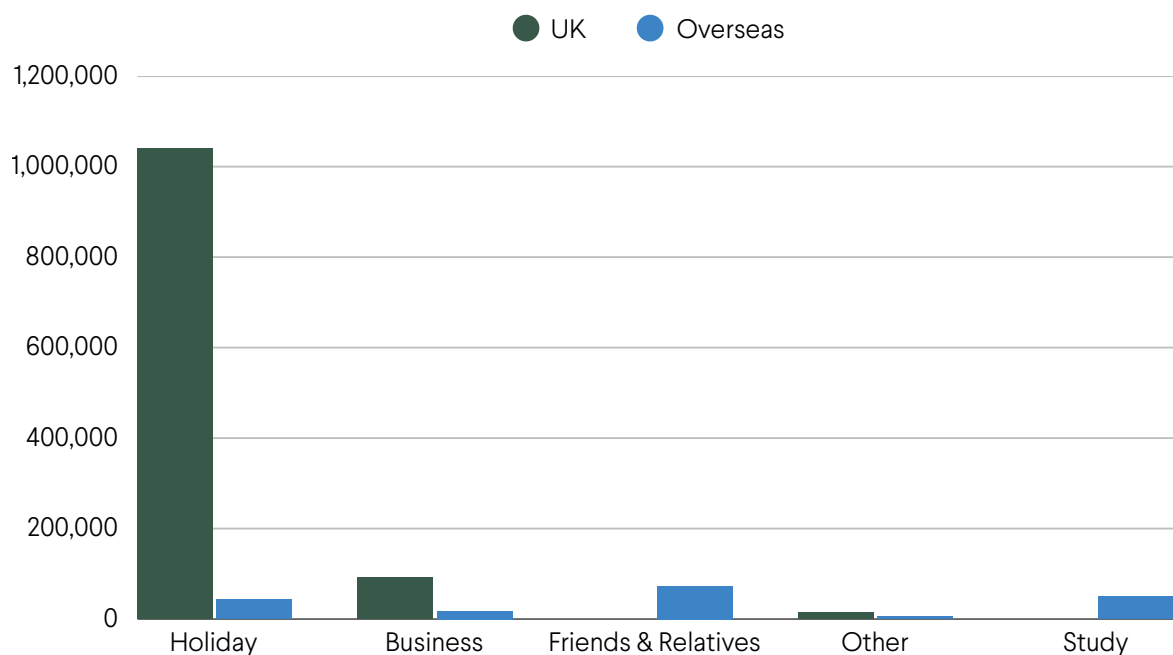
»» Tourism

There were 12,938,800 to trips made to Norwich in 2023 (day trips & overnight stays)

Trips by Purpose



Nights by Purpose



Money Spent by Tourists

Spend for Domestic Tourists

Holiday	£78,972,000
Business	£10,257,000
Friends & Relatives	£0
Other	£1,713,000
Study	£0
Total	£90,942,000

Spend for Overseas Tourists

Holiday	£4,280,000
Business	£1,153,000
Friends & Relatives	£3,482,000
Other	£361,000
Study	£1,616,000
Total	£10,892,000

Direct Expenditure Associated with Trips

Accommodation	£34,828,000
Shopping	£214,587,000
Food & Drink	£231,576,000
Attractions	£60,455,000
Travel	£68,147,000
Total	£609,593,000

**87% of spend by
domestic tourists
in Norwich was
for holidays**



Education

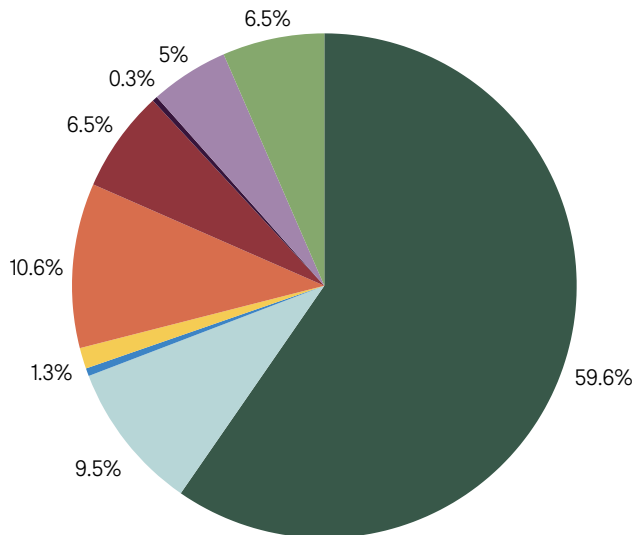
Number of Students in Higher Education

University	2020/21	2021/22	2022/23	2023/24
University of East Anglia	18,975	19,130	18,540	18,390
Norwich University of the Arts	2,620	2,760	2,835	2,865

Number of Academic Staff


University	2020/21	2021/22	2022/23	2023/24
University of East Anglia	1,840	1,980	2,005	2,090
Norwich University of the Arts	225	240	240	275

University of East Anglia - Percentages of Graduates working or in further study 6 months after graduation





The University of East Anglia is ranked in the UK top 35 by The Times and Sunday Times


 Full-time Employment


 Part-time Employment

 Unknown pattern of employment


 Voluntary or unpaid work

 Employment and further study

 Full-time further study

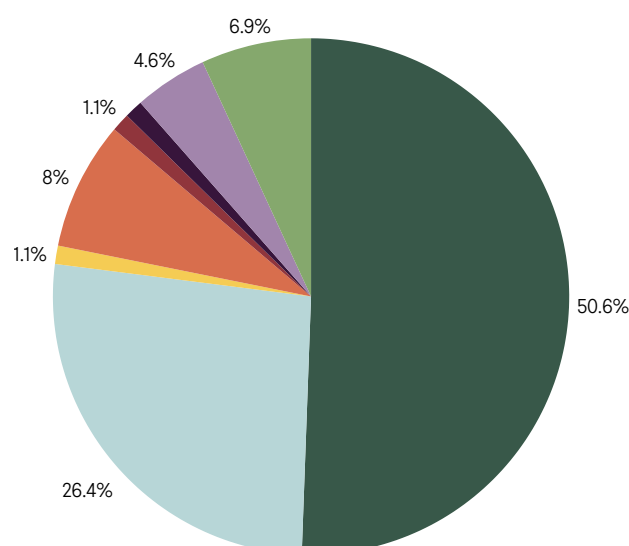
 Part-time further study

 Unknown pattern of further study

 Other including travel, caring or retired

 Unemployed

Norwich University of the Arts - Percentages of Graduates working or in further study 6 months after graduation



Norwich University of the Arts is ranked in the top two UK creative arts universities

Full-time Employment

Part-time Employment

Unknown pattern of employment

Voluntary or unpaid work

Employment and further study

Full-time further study

Part-time further study

Unknown pattern of further study

Other including travel, caring or retired

Unemployed

OFSTED Ratings

	Age Range	Rating
Charles Darwin Primary School	2 - 11	Outstanding
Jane Austen College	11 - 19	Outstanding
Sir Issac Newton Sixth Form	16 - 19	Outstanding
Notre Dame High School	11 - 18	Good
Norwich City College of Further and Higher Education	16 - 18	Good
Hewett Academy	11 - 16	Good

More than 500,000 people a year visit Norwich Theatre's three venues (The Theatre Royal, Playhouse and Stage Two)

Norwich Cathedral Visitors

2024-25	626,538
2023-24	615,910
2022-23	512,151

Norfolk & Norwich Festival Attendance

2025	80,000+
2024	60,000+

Norwich Science Festival Attendance

2025	75,000+
2024	78,000+

Norwich Games Festival Attendance

2025	40,000+
2024	27,000+

Norwich Summer Sessions Attendance

2025	9,700+
2024	9,400+

Run Norwich Participants

2025	7,798
2024	6,941
2023	6,777

Did you know?

In the 24/25 season, Norwich City Football Club had an average attendance of 26,316, with 605,257 spectators in total



Gonzo's Two Room
was voted the Best
Dance Venue in
Europe by BBC
Radio 1 in 2025

City Living

Average Rent

No. of rooms	Avg. rent
One Bedroom	£776 pcm
Two Bedroom	£1210 pcm
Three Bedroom	£1426 pcm
Four Bedroom	£1681 pcm
Five Bedroom	£2092 pcm

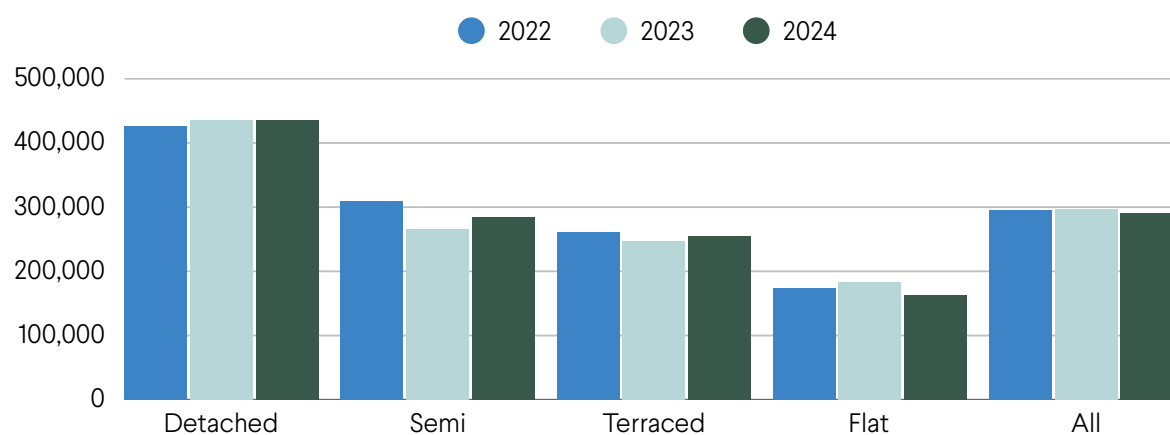
Average Prices in Norwich

Pint	£5.05
Coffee	£3.06

99.5% of Norwich properties have superfast (30 mbps or faster) broadband coverage. This is above the UK average of 98.4%



Residential Property Values

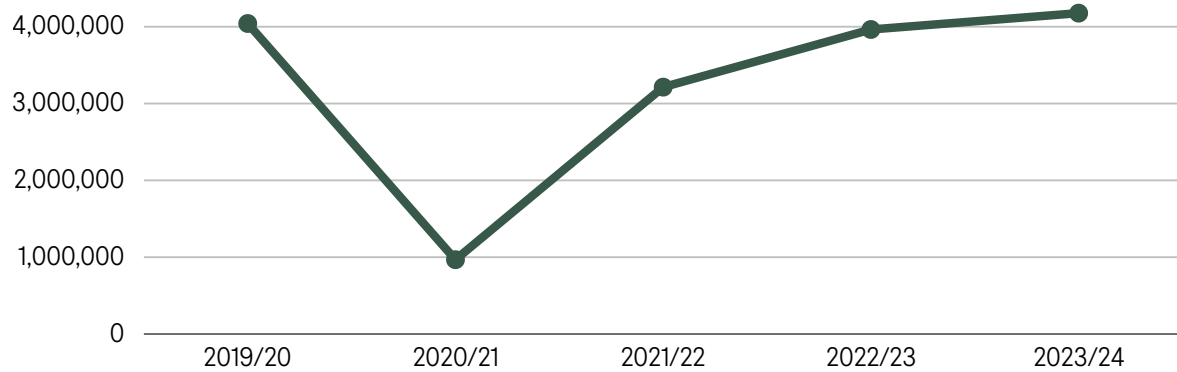


Did you know?

Norwich is a Real Living Wage city, with over **80 employers** voluntarily paying above the legal minimum to make sure everyone earns enough.

»»» Transport

Norwich Train Station Usage



4,176,640 people used
Norwich Train Station
in 2024

The main origin or
destination station was
London Liverpool Street
with 1,114,970 journeys



Norwich Airport Passengers

	2019/20	2020/21	2021/22	2022/23	2023/24
Scheduled Traffic	298,602	64,004	64,004	133,528	152,541
Charter Traffic	115,497	0	15,340	126,896	129,082
Gas platforms & domestic charter	85,233	59,058	76,918	84,450	70,894
Total Passengers	499,332	89,045	156,262	344,874	352,517

**352,517 passengers used
Norwich Airport in 2023/2024**



Beryl Usage 2024

Active Users	34,182	(+2.6% vs 2023)
Journeys	507,834	(+20% vs 2023)
Total Distance	1,283,057 km	(+8% vs 2023)
Total Duration	110,696 hours	(+2% vs 2023)

Did you know?

35% of Beryl users in Norwich use the service primarily for commuting

The Big Picture

- Census (2021)
- Demos-PwC Good Growth for Cities Index
- NOMIS
- Norwich City Council
- Office for National Statistics (ONS)
- The Sunday Times

Retail

- Norwich Business Improvement District (BID)

Employment

- Approved Business Finance
- Office for National Statistics (ONS)

Growth Sectors

- Norfolk Economic Strategy 2024 - 2029

Tourism

- Economic Impact of Tourism Report (Destination Research)

Education

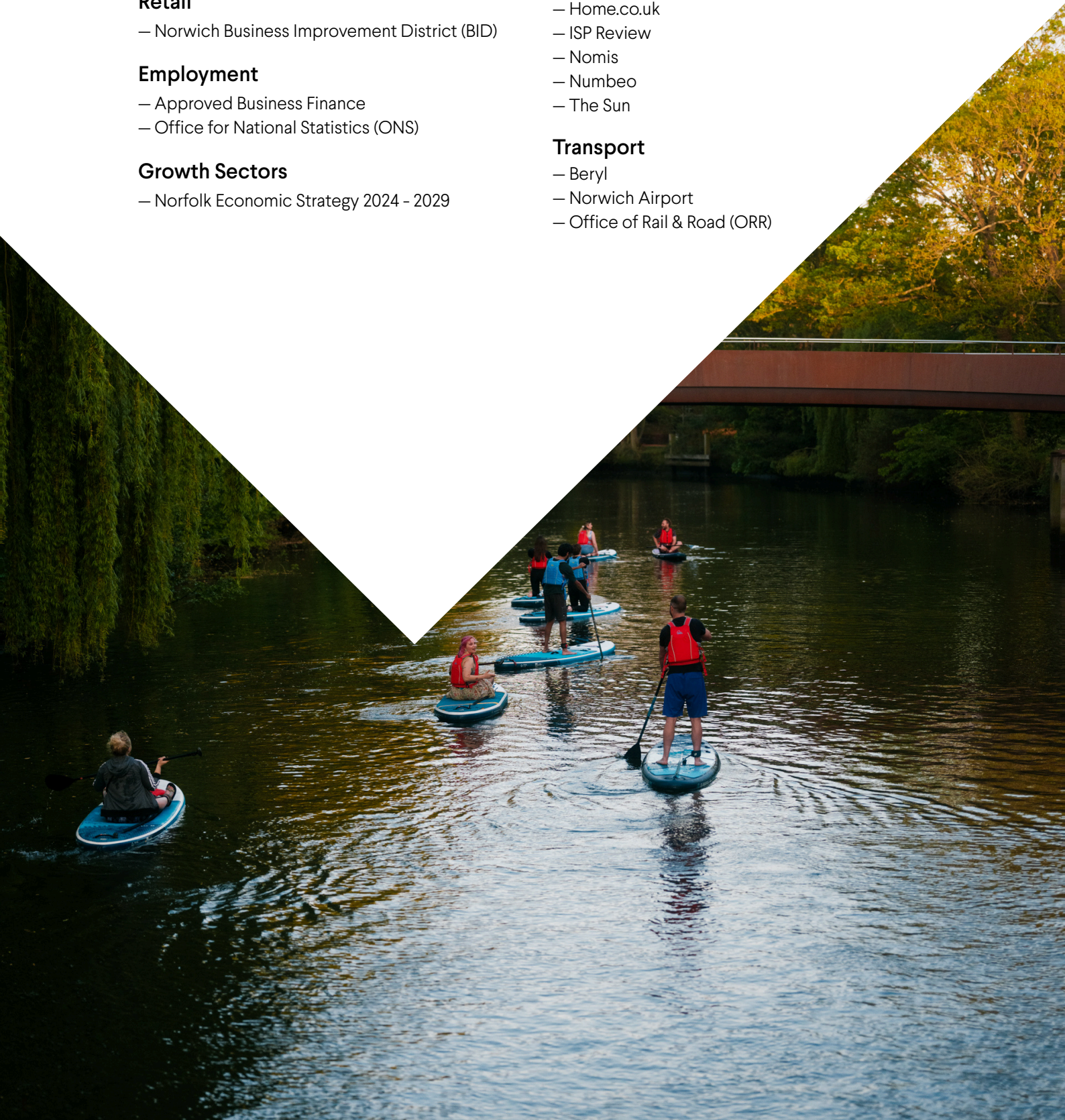
- Higher Education Statistics Agency (HESA)

City Living

- Home.co.uk
- ISP Review
- Nomis
- Numbeo
- The Sun

Transport

- Beryl
- Norwich Airport
- Office of Rail & Road (ORR)



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