

# East Norwich

PRIOR  
+PTNRS

April  
2025

A place narrative for Norwich's  
next neighbourhood.



# East Norwich, where:



Left: Norwich city centre  
Right: The Broads National Park





East Norwich is a once-in-a-generation chance to transform the city centre and unlock major economic growth across the East of England.

Momentum is already building. With solid foundations in place, the East Norwich Delivery Board is calling on developers, investors, occupiers, and funding partners to help drive this ambitious regeneration forward.

### Why East Norwich?

→ **A Thriving City in a High-Growth Region**

Norwich is a dynamic, future-focused city at the heart of one of the UK's fastest-growing regions.

→ **A Unique Setting with Industrial Soul**

With a central location, waterfront views, and rich industrial heritage, East Norwich is primed for bold placemaking that delivers lasting impact.

→ **Early Development Potential with a clear route to phasing and long-term value**

Key parts of the site are development-ready, paving the way for smart, phased delivery that builds momentum and value over time.

→ **Clear Leadership, Strong Commitment**

Led by Norwich City Council, the East Norwich Delivery Board brings together Homes England, local authorities, and expert partners—all aligned behind a clear vision and united in delivery.

**This is the next chapter  
in the story of Norwich**



# The largest regeneration opportunity in the east of England

A **50-hectare brownfield site set to deliver up to 3,600 homes and 4,000 jobs**, East Norwich is located at the city’s edge, at the confluence of the rivers Yare and Wensum, where the vibrant city of Norwich meets the vastness of the Broads National Park, **15-minutes walk from both station and city centre**. It offers an unparalleled opportunity for an urban neighbourhood set in an extraordinary natural context.

With a **long and layered industrial heritage**, East Norwich has a rich patchwork of historic buildings, fabric, landscape and spaces that will drive a **distinctive character** of a vibrant, urban, creative new neighbourhood.

East Norwich comprises four connected sites:

- 01 Carrow Works
- 02 Deal Ground
- 03 May Gurney
- 04 Utilities Site

The sites are under a mix of land ownerships and development statuses. Unilever / Britvic own the majority of the Carrow Works site which has been vacated. Norwich City Council own Carrow House and the adjoining car park.

May Gurney / Deal Ground is under freehold ownership of Serruys Property Company. Outline planning has been consented and reserve matters have been submitted, pending a decision.

The Utilities Site is under a mix of public sector ownership including the National Grid and RWE.



Clockwise from top  
Mustard Seed Building  
Carrow Abbey  
Warehouses  
Mid century warehouses  
Carrow House conservatory  
Contemporary warehouses  
Carrow Abbey sunken garden  
Carrow Abbey Marsh







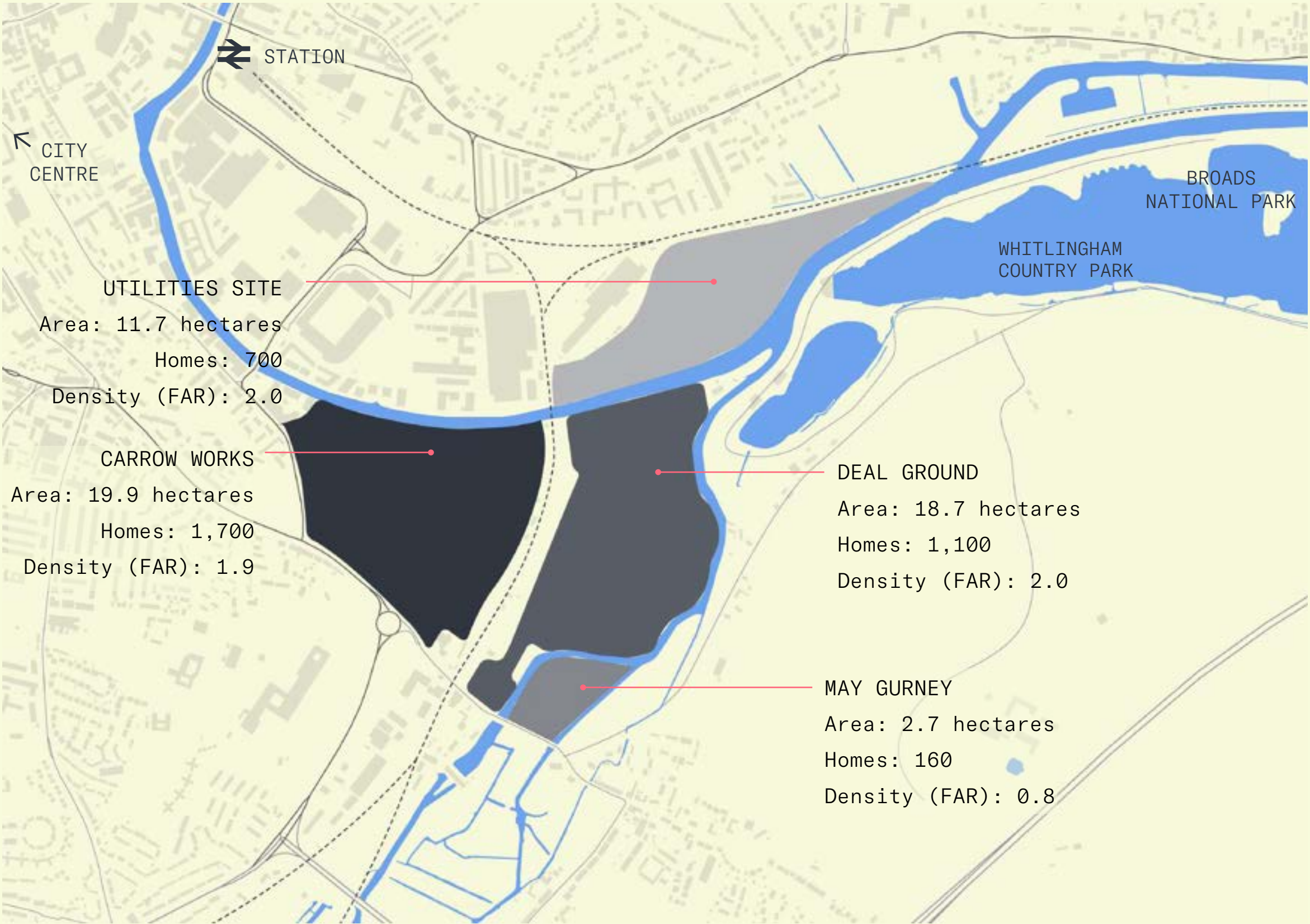
East Norwich



Top left: River Yare  
Top centre: Riverside warehouses  
along the river Wensum  
Bottom right: Carrow Works along  
the River Wensum  
Right: Carrow Works



# The opportunity at a glance



50ha  
of waterfront brownfield land

3,600–4,000  
homes  
at 0.8 - 2.0 densities (FAR)

1,000 homes  
ready to be delivered with minimal investment in infrastructure

3km  
of river frontage along the Wensum and Yare rivers

Allocated  
site in the Greater Norwich Local Plan (STR.01)

10,000s of sqm  
of non-residential opportunities

30,000sqm  
GEA of existing characterful buildings available to be repurposed

15 mins  
walk to city centre and station

Masterplan  
for the site produced and consulted on in 2021

Consents  
(outline) at May Gurney / Deal Ground



# The next chapter in an evolving story

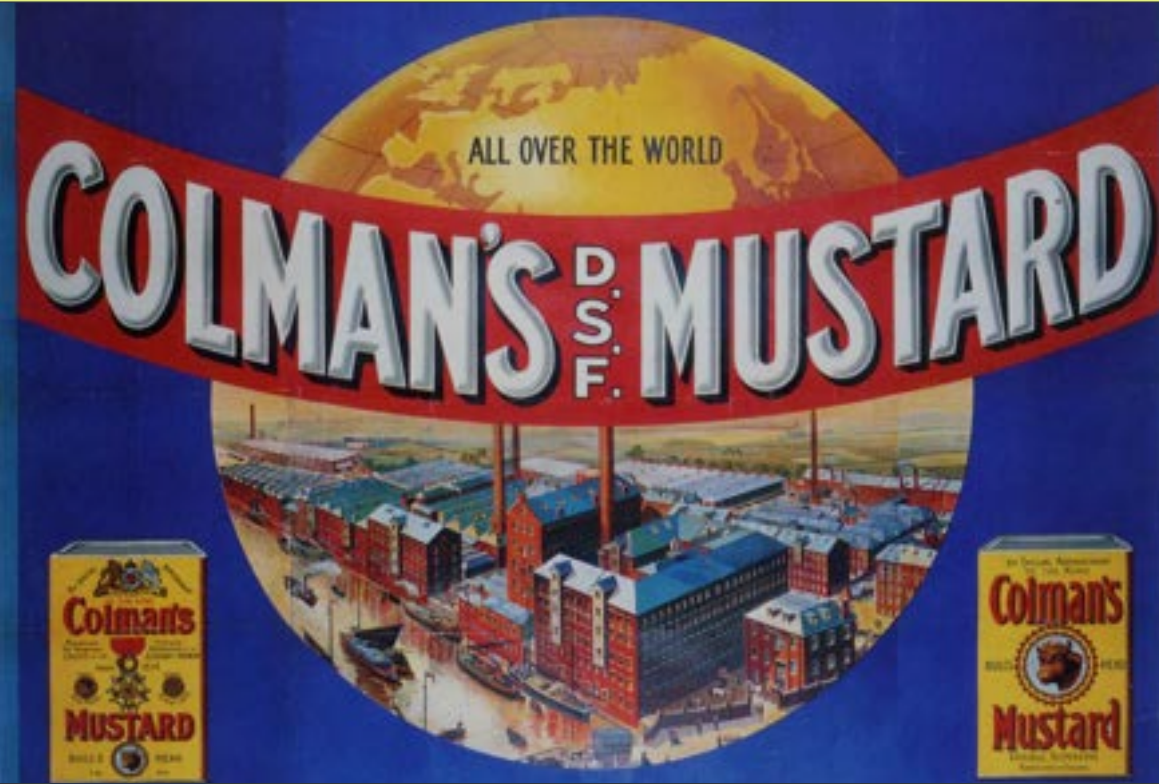
East Norwich has played an integral role in the development and prosperity of Norwich, and as such is incredibly **rich in heritage** buildings and structures which will **define its future place and character**.

Carrow Works was home to the famous Norwich manufacturer, **Colman’s**, for 160 years since production began in 1865 until its closure in 2020. Colman’s shaped the history, culture and identity of Norwich. The family were pioneers in social welfare for workers providing new homes, schools, and medical care.

Industrial heritage on the site reflects this longstanding operation, with **Victorian, mid-century and modern warehouses standing side by side**, complemented by the ornate **Carrow House** and conservatory, home to the Colman family themselves.

The ‘Utilities site’ is so titled because it was once home to **Thorpe Power Station**, opened in 1926 and supplying power to most of eastern Norfolk. The Deal Ground has similarly had a long and varied industrial past, strategically located where rail and rivers meet. While both sites are largely vacant now, structures such as the bottle kiln and former pumping and rail stations offer glimpses into this storied past.

Prior to its industrial heyday, the site has long been an eastern river gateway into Norwich. **Carrow Abbey**, stately Benedictine priory and the ruins of **Carrow Priory**, former Benedictine nunnery founded in the mid 12th century, stand humbly within contemplative sunken gardens.



View east on the River Mensum to Carrow Bridge



# A region going from strength to strength

Norwich is the **centre of gravity for Norfolk** serving almost nearly 1 million people. It is the region's economic engine contributing almost 40% of Norfolk's £20bn economy.

The city is incredibly well located, boasting:

- 30 minutes to Norfolk's 90 miles of coastline and rich coastal landscapes.
- Direct connections to London in less than 2 hours.
- Home to an international airport flying across the UK, and as a gateway to Europe via Amsterdam in less than 1 hour.
- 21 miles to Great Yarmouth, at the forefront of the UK's offshore energy sector.

Norwich is one of the UK's **Fast Growth Cities**, a network of 6 cities driving national economic growth and benefitting from high productivity.

The **Norwich-Cambridge Tech Corridor** is an ecosystem of knowledge-intensive businesses and networks to support innovation through to commercialisation and manufacturing.

Regionally, Norwich is a **complementary but distinctive offer to Cambridge**, under 90 minutes by train.







# Set within a thriving, growing city

Norwich is a **dynamic and creative city** with a rich arts and culture scene. Dubbed the ‘City of Stories,’ it boasts a deep literary heritage and is designated as a UNESCO City of Literature.

The **UK’s only city within a National Park**, Norwich is surrounded by exceptional landscapes—from the tranquil Fens to the stunning Norfolk Coast Area of Outstanding Natural Beauty.

With 42% of its population under 30—compared to the East of England’s 34%—Norwich is **young and growing**.

Home to over 20,000 students—1 in 7 people—the **University of East Anglia** and **Norwich University of Arts** fuel the city’s talent pool with skilled graduates and cutting-edge research. East Norwich has the opportunity to create a place where graduates want to stay, live and work, retaining talent for the city.

Norwich thrives on innovation, with a **dynamic, knowledge-driven economy**. It is a global leader in **AgriTech**, anchored by the renowned **Norwich Research Park**; the largest single-site concentration of food, health and life science research in Europe. The research park is homes to the John Innes Institute, ranked in the top 10 institutions in the world by patent influence.

Norwich is a **destination of choice for entrepreneurs** and one of the top 10 places to start a business in the UK.

A highly **walkable city centre**, strong sense of community, and commitment to inclusivity, fairness, and well-being consistently earn it top spots in **‘best places to live’**. The Sunday Times described it as one of the best places to live in 2025 *‘if you desire city status with cultural clout and a village feel.’*

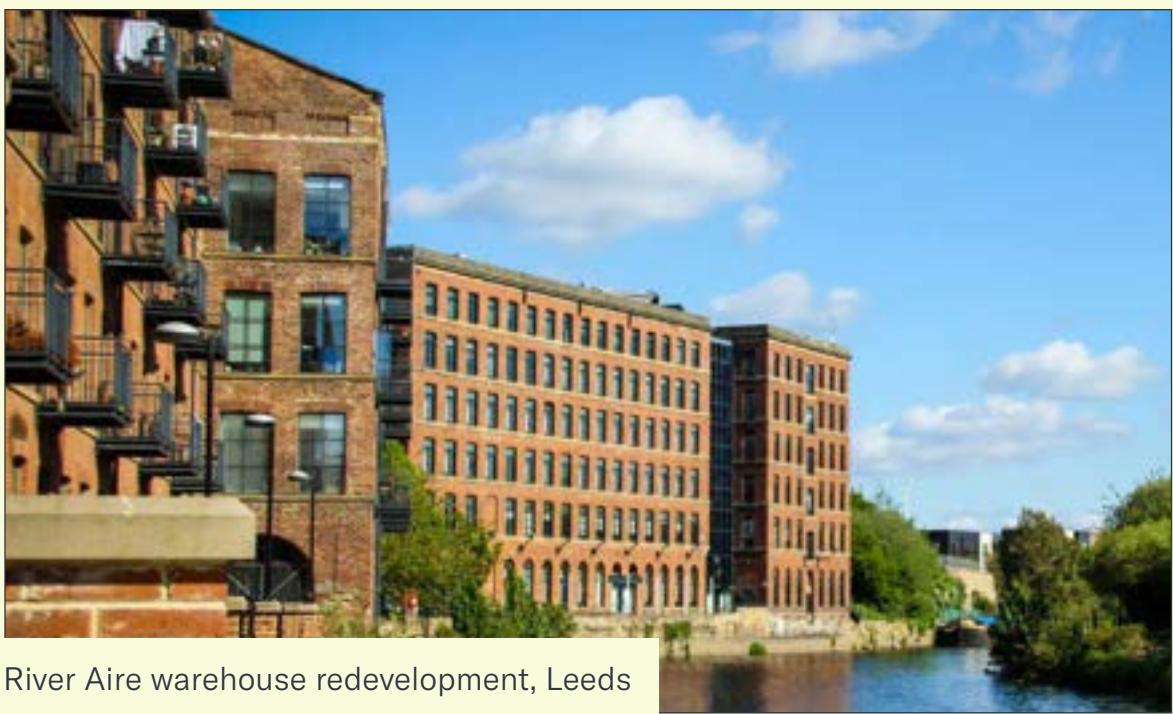


# A distinctive urban neighbourhood

15 minutes walk from both the station and centre and positioned on the riverfront, East Norwich is incredibly well located. It is integrated into the city and highly accessible from the city’s strategic road network.

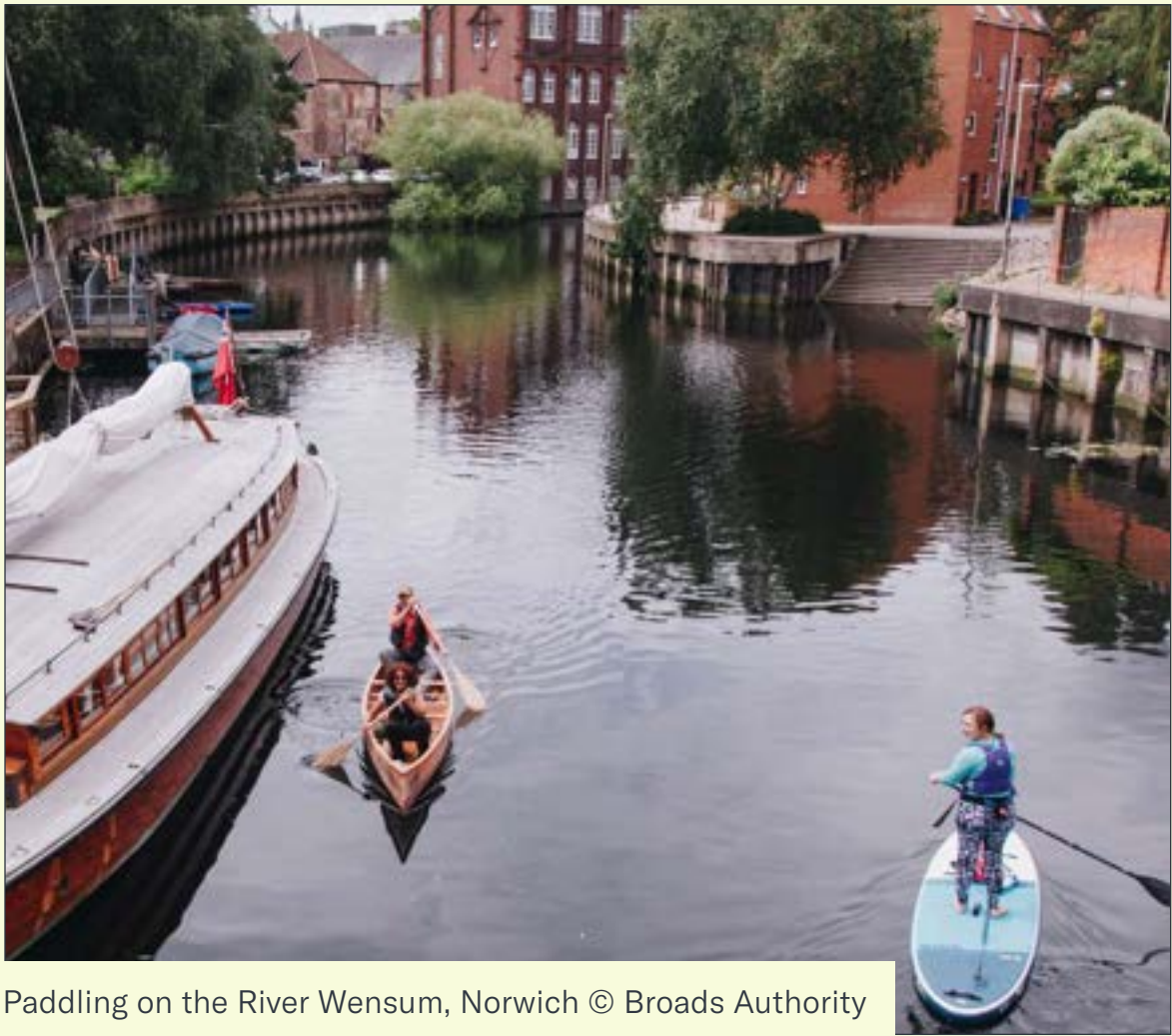
At the same time, the scale of the opportunity enables the creation of a **complete, mixed-use urban neighbourhood that complements the city centre**, with a life and identity of its own. The site’s unique qualities offer a strong foundation for a truly distinctive new neighbourhood.

East Norwich will be something new and **completely distinctive in Norwich and the region**. An alternative, adventurous urban offer which builds on, and adds to, the city’s unique cultural and lifestyle offer, which works with the richness of the site to offer **contemporary, crafted solutions to urban living**. A **young and vibrant** neighbourhood with culture on every corner. It will be known for its lifestyle offer, a rich mosaic of walkable streets, amenity, recreation, culture and leisure opportunities. It will provide access to unparalleled nature and recreation opportunities.



River Aire warehouse redevelopment, Leeds

Culture rooted in historic character →



Paddling on the River Wensum, Norwich © Broads Authority

Front door on the Broads →

← Loft living on the river



Paks, Antwerp

← At the water’s edge



Norfolk Broads



# A pathway to growth

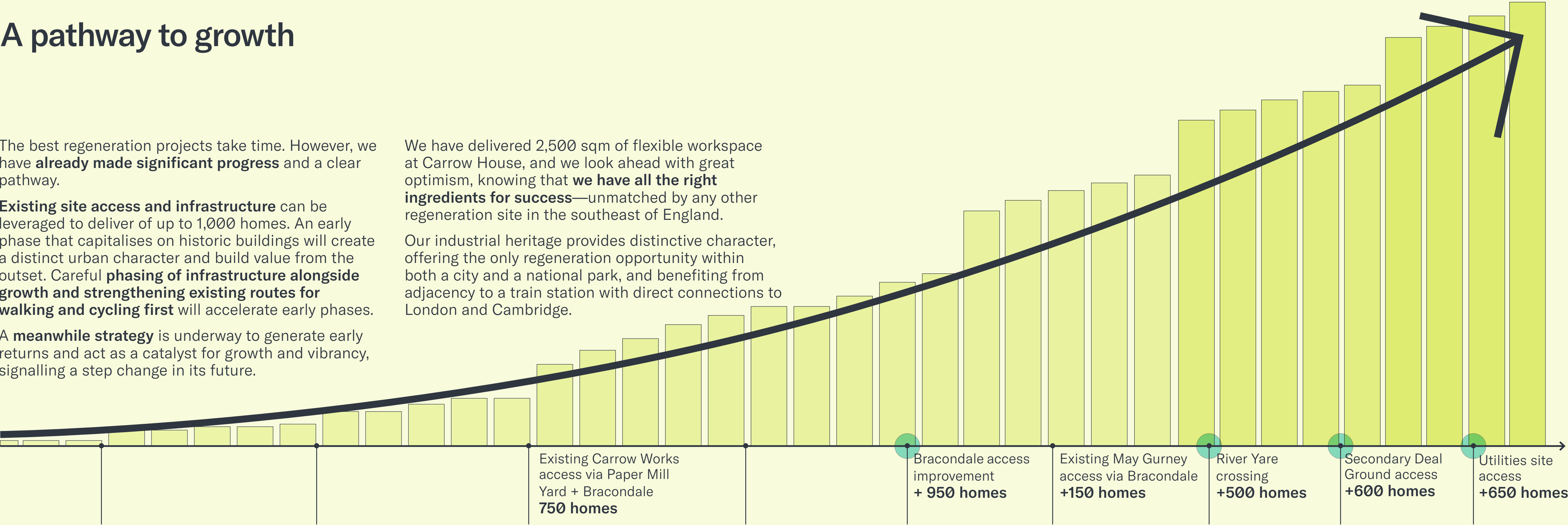
The best regeneration projects take time. However, we have **already made significant progress** and a clear pathway.

**Existing site access and infrastructure** can be leveraged to deliver of up to 1,000 homes. An early phase that capitalises on historic buildings will create a distinct urban character and build value from the outset. Careful **phasing of infrastructure alongside growth and strengthening existing routes for walking and cycling first** will accelerate early phases.

A **meanwhile strategy** is underway to generate early returns and act as a catalyst for growth and vibrancy, signalling a step change in its future.

We have delivered 2,500 sqm of flexible workspace at Carrow House, and we look ahead with great optimism, knowing that **we have all the right ingredients for success**—unmatched by any other regeneration site in the southeast of England.

Our industrial heritage provides distinctive character, offering the only regeneration opportunity within both a city and a national park, and benefiting from adjacency to a train station with direct connections to London and Cambridge.



**Quick wins**  
Early meanwhile in buildings and spaces in good repair to generate income with little upfront investment.



**Build destination and brand**  
Light touch upgrade of existing building for cultural, creative meanwhile uses.



**Carrow Works**  
Kick start an early phase at Carrow Works. Leverage existing infrastructure with minimal infrastructure requirements, deliver creative and cost effective urban living and drive value through placemaking.



**From meanwhile to permanent**  
Incremental investment in bringing historic buildings to life for living, working and culture.



**Building quality**  
Completing development of Carrow Works, a new urban neighbourhood.



**Moving west**  
Development at the May Gurney and Deal Ground sites will build on the success and nexus created at Carrow Works with minimal upfront investment required.



**Realising the full potential**  
Infrastructure investment to unlock the Utilities site.





Left: Events space in existing buildings  
Right: Early activation of Carrow Works | Hackney Wick





# Loft living on the river

Driven by its distinctive qualities, East Norwich will **redefine a new type of urban living for Norwich and Norfolk.**

A step change in development will **meet demand** by offering a unique and compelling proposition built on the bones of its heritage. Historic warehouses will be converted for loft living with unrivalled access to waterfront and nature.

**Bold and distinctive placemaking will shape a high-quality, dense urban environment. A rich mix** of homes, employment and leisure uses will drive an unparalleled **lifestyle offer.**

East Norwich will provide a fresh and innovative living experience in the city—whether for **talented graduates** across East Anglia or as an **alternative, contemporary family living** option in Norfolk. This attractive and sustainable development will complement Norwich’s character and industrial heritage.



Brentford Lock West, London



**East Norwich will:**

- **Redefine urban living in Norwich** offering a range of housing types in flats, lofts and converted warehouses, maisonettes, and family homes.
- **Support a mixed community**, including the provision of Build to Rent as an emerging housing choice for Norwich.
- **Commit to design quality and diversity** to reinforce character and drive value.



Loft living



Lovedon Fields, Winchester



River Aire warehouse redevelopment, Leeds





Left: Smithfield Buildings, Manchester Northern Quarter  
Right: Ouseburn Quays, Newcastle upon Tyne





# Culture rooted in historic character

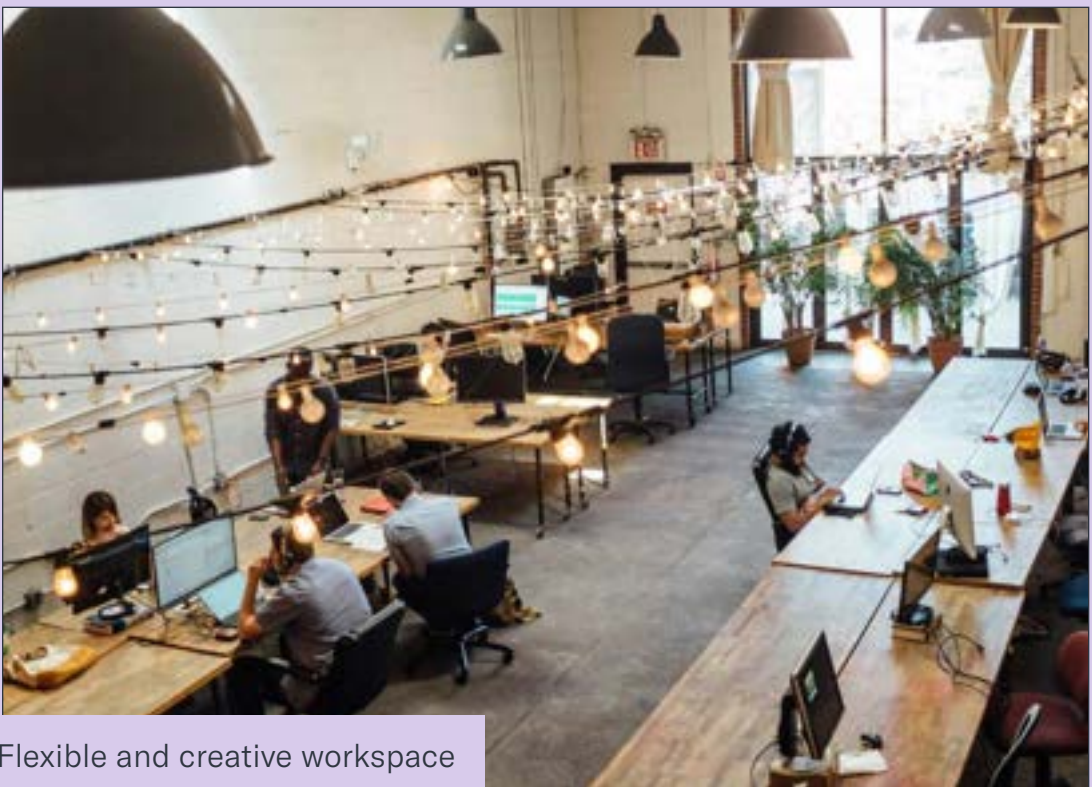
Formerly home to the city’s largest employer and its powerhouse, East Norwich has the power to reignite the city.

**East Norwich’s past will define its future.** Carrow Abbey and Priory, Carrow House, impressive riverside warehouses from every era, and striking industrial structures will be the anchors of a vibrant, eclectic, industrial urban character and home to a vibrant mix of uses. **New and restored buildings will offer versatile spaces** for a new community to take root.

East Norwich will be buzzing with independent shops, cafés, businesses, and workspaces forming a vibrant patchwork of activity. Culture and creativity will permeate the neighbourhood, drawing new life and new people to the city, and driving value.



Digbeth, Birmingham



Flexible and creative workspace



Ancoats, Manchester



Culture and leisure destinations

## East Norwich will:

- Provide 10,000s of sqm of commercial space with dedicated **workspace for Norwich’s growing creative, digital, and tech industries.**
- **Reuse and restore** existing buildings and structures.
- Create a **tight urban grain** of lanes, routes and spaces that reflect the historic character and creates a sense of intimacy and discovery.
- Continue Norwich’s legacy of **independents, street art, and culture.**
- Build on existing activity including the nearby Local Authority offices.



Paks, Antwerp





Left: Sugar House Island, Stratford, London  
Right: Custard Factory, Birmingham



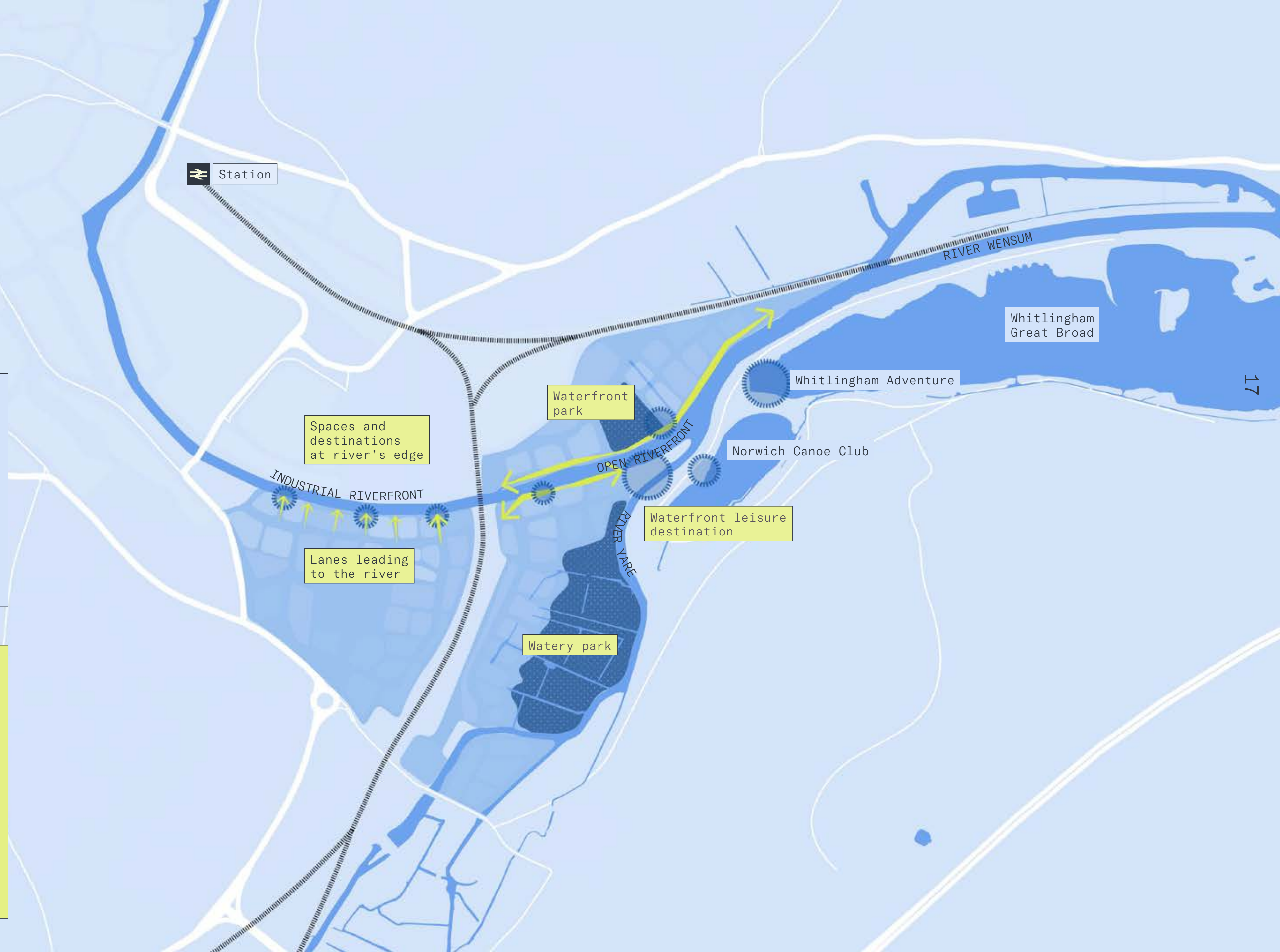
# At the water's edge

Norwich's rivers have been the centre of city life and industry for centuries. Its proximity to the river and sea was key to establishing the city as a major centre for trade, becoming the UK's second city in Medieval England. Its connections to water will once again be at the heart of the city's modern development.

East Norwich will **open up to the rivers** Wensum and Yare as a setting for life, work, and leisure. The industrial character and relationship between buildings and river will be reflected throughout the neighbourhood.

## East Norwich will:

- Provide **intimate riverfront squares and spaces at Carrow Works**, and buildings and active edges that come right up to the river's edge.
- Create **riverfront walks and green edges** east of the railway, for an open, peaceful countryside riverfront.
- Activate the waterfront with **boating, kayaking, paddleboarding, and moorings**.
- **Multi-functional parklands** that bring the water in and provide a unique setting for homes and businesses.







East Norwich



Top left: The Bond creative hub, Digbeth, Birmingham  
Top centre: Paddling on the River Wensum, Norwich © Broads Authority  
Right: Hackney Wick, London  
Bottom right: Aire Quay, Leeds



7  
rivers

25%  
of Britain's  
rarest species

60  
water bodies

200km  
navigable waterways

300km  
trails and paths

Carrow Abbey Marsh, on the Deal Ground, sits within the Yare river valley whose wild, watery character creates an amazing open parkland and transition to the rural character of the Broads beyond.

- Integrate the city and the Broads and establish new connections such as the National cycle network
- **Bring the wildness of the Broads** into the eastern sites with watery parks, access to nature, trails, and leisure.

Station

National  
cycle network

## New connection to the Broads

Bring  
nature  
in

CARROW  
ABBEY  
MARSH

TROWSE  
MEADOW

TROWSE WOODS

WHITLINGHAM  
COUNTRY PARK

Whitlingham  
Great Broad

Whitlingham Adventure

# Norwich Canoe Club

BROADS NATIONAL PARK

National cycle network







# Learning from the greats

This country has a long history of culture-led industrial regeneration—just **look to the North**. In cities like Manchester, Birmingham, Liverpool, Sheffield, and Leeds, **bold and visionary developers have transformed once-industrial landscapes into thriving, dynamic communities**. These energetic, character-filled places are now among the most desirable places to live in the UK. Now, East Norwich is the next big opportunity—a chance to create a vibrant community that builds on this legacy of transformation.

Lessons for East Norwich

→

**Adventurous, creative, cost effective architecture** that integrates into the historic fabric.

→

**Regeneration of historic buildings** as new anchors which define the quality of place.

→

**Cultural branding** and early-doors inhabitation of existing spaces.

→

**Eclectic land uses and occupiers** who feel right at home in a historic fabric.

→

**Urban housing offer** mixing conversion with contemporary.



## ↑Fish Island, London

- A former industrial area in the East End of London that has undergone major transformation since the 1990s. Designated a conservation area, many of the industrial buildings remain today and new spaces and buildings are designed to respect the area’s heritage.
- In the 1990s following industrial decline, artists moved into the area and industrial buildings were converted to artist studios and affordable workspaces.
- The 2012 Olympic games catalysed the regeneration of the area. Regeneration plans as part of the Legacy of the Games included the delivery of new homes and jobs while retaining and enhancing Fish Island's distinctive character.
- Hackney Wick and Fish Island, home to a significant cluster of creative industries and studios, was designated a Creative Enterprise Zone in 2018 aimed at boosting local creative industries.
- The Fish Island Village mixed-use development provided new dwellings and commercial space. It was developed as a joint venture between a housing association, Peabody, housebuilder Hill, and local social enterprise, Trampery.
- This popular neighbourhood now consists of a mixture of artist studios, mixed tenancy housing developments, restaurants, shops, and arts venues.



## ←Digbeth, Birmingham

- Coined as **Birmingham’s ‘creative quarter’**, Digbeth is now a creative hub home to small businesses and activities, including design, making, art, tech, innovation, music, film, gaming, and education.
- Historic buildings are being restored for cultural and creative workspace, alongside new buildings whose design responds in character and scale. This was kick started by restoration of The Custard Factory as a creative and digital businesses complex.
- The Bond is a new film, TV, games, and virtual production campus, bolstered by skills programmes at South and City College and Birmingham City University, providing an influx of graduates.
- Recent regeneration has largely been privately-led.



## ←Ancoats, Manchester

- 20-year regeneration has transformed the area into a thriving and sought-after neighbourhood with a commitment to contemporary urban living.
- Conversion of historic mills into housing and workspace have driven Ancoat's historic character.
- Delivery of cost-effective and contemporary architecture and a diversity of housing types, has defined a new character and a commitment to affordable housing in New Islington.
- New East Manchester Urban Regeneration Company was formed in 200 to develop a Strategic Regeneration Framework for the area and drive redevelopment, and has since been subsumed into the Council. Ancoats has seen incremental and piecemeal development, recently led by Manchester Life, a public-private partnership. Strong Local Authority leadership has been critical in driving and coordinating change within a complex urban setting.
- Early delivery of new public spaces, parks and transport links; as well as careful curation of independent business occupiers, have fostered a vibrant, urban public life.
- Residential market driven by Build to Rent in recent years.



# Be part of the story

The East Norwich Delivery Board is committed to supporting the redevelopment of East Norwich, realising this strategic and unique opportunity to unlock the sites transformative potential.

Significant work is already underway to enable and accelerate early delivery, developing a delivery strategy which puts phased infrastructure delivery and placemaking at its heart. To drive progress, the East Norwich Delivery Board has brought together senior public sector leaders, Homes England and independent delivery advisors- all with a clear, action-oriented focus.

The East Norwich Delivery Board is seeking to build partnerships and start conversations with bold, forward-thinking city-builders, including:

- Funders
- Investors
- Developers
- Future occupiers

If you have big ambitions and share this vision for a truly distinctive urban neighbourhood—poised between city and countryside, with all the ingredients for success—get in touch.

Contact:

1 Email

Maria Hammond - East Norwich Programme  
MariaHammond@norwich.gov.uk

2 Website

[https://www.norwich.gov.uk/info/20427/east\\_norwich\\_regeneration](https://www.norwich.gov.uk/info/20427/east_norwich_regeneration)





View west on the River Wensum to Carrow Works





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