

The background of the entire image is a solid dark blue. In the lower half, there are faint, dark silhouettes of two people, a woman on the left and a man on the right, holding hands and walking towards the right. The text is overlaid on the upper half of the image.

# Norwich 2040 City Vision

#norwich2040

**norwich** 2040  
city vision

# One year on

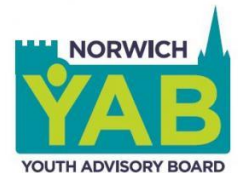
**Laura McGillivray**  
Norwich City Council

# Today

- The vision
- Key areas of concern:
  - Inclusive economy
  - Young peoples' future
  - Transport
  - Rough sleeping
- What next?
  - Promoting the vision

# The vision - what we did

- Focus groups with residents, city visitors, staff and members, facilitated by independent research company Ignite from October 2017 to January 2018
- Norwich 2040 City Vision conference in November 2017
- Consultation questions, alongside the city council's budget consultation from November 2017 to January 2018
- Stakeholder interviews, facilitated by independent research company Ignite, with businesses, organisations and representative groups from January to March 2018
- A short online survey for 11-25 year olds in March 2018
- A conference with Norwich YAB for 11-25 year olds in May 2018



[www.norwich.gov.uk/vision](http://www.norwich.gov.uk/vision)

[www.norwich.gov.uk/stateofnorwich](http://www.norwich.gov.uk/stateofnorwich)

Conference 22-11-2018

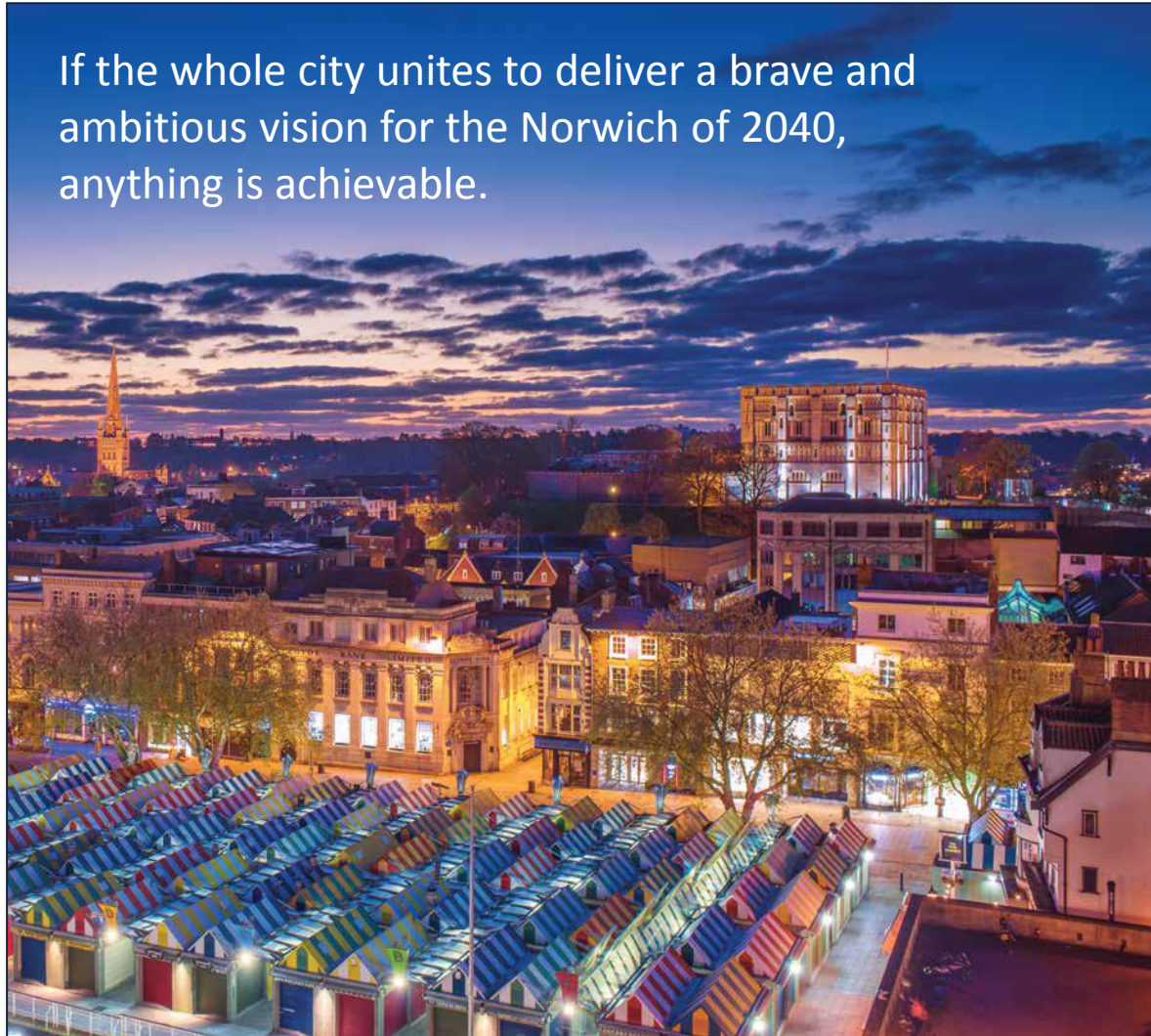
norwich 2040  
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# Findings

| Strengths                                 | Challenges   |
|---|--|
| Safe                                      | Inequality & lack of social mobility                 |
| Good place to make a life                 | Street homelessness, substance misuse                |
| Friendly with a strong sense of community | Secondary & vocational education & lifelong learning |
| Diversity                                 | Mixed, high quality, affordable housing              |
| Events                                    | Traffic  |
| Arts & Culture                            | Local jobs & economic growth                         |
| Retail & food scene                       | Social isolation                                     |
| Rich history but forward looking          | Diversity not seen as universally positive           |
| Parks & open spaces                       |  |
| Sustainability                            |  |
| Universities & research parks             |  |

# Our vision

If the whole city unites to deliver a brave and ambitious vision for the Norwich of 2040, anything is achievable.



# THE THEMES



## A CREATIVE CITY

Norwich is a place where culture and creativity play an important part in how the city feels about itself and others perceive it. In 2040, Norwich will be world-renowned for its creativity – a leader in innovation, culture, education and invention.



## A LIVEABLE CITY

The city takes pride in being a place with a great local environment that people value. We are committed to shifting to clean energy by 2040 (carbon-neutral by 2050). We will support and promote sustainable living – where today's citizens meet the needs of the present without compromising future generations.



## A FAIR CITY

Norwich is a place where many already enjoy a great quality of life. By 2040, the health, wellbeing and life chances of all our citizens will be improved. We will remove barriers to achievement and a high standard of living will be enjoyed by everyone.



## A CONNECTED CITY

At the heart of any good city is how well it connects with both its citizens and the world at large. In 2040, Norwich will have a modern transport system, be at the forefront of digital connectivity and create opportunities for all residents to link with each other.



## A DYNAMIC CITY

Today Norwich has two successful universities and thriving life sciences, creative, tech, leisure and retail sectors. In 2040, Norwich will be a place where entrepreneurs, social enterprises, national and global companies choose to provide good jobs, prosperity and success.