



Work in Norwich

WiN Progress





1. Research

3. What are the most compelling assets Norwich currently offers?

Good independent and creative businesses.

Historic city with beautiful architecture.

A nice pace of life and no commute.

Lifestyle balance.

Open space, parks, Broads, coast, countryside.

Proximity to nature and decent access to London.

A very livable city.

It's affordable, it's friendly and relaxed.

Open and laid back – human scale.

It's walkable and cyclable.

Great arts and culture offering.

Loads of people who are entrepreneurial doing interesting stuff.

Its just about close enough to London to allow a blend of remote and in-office working for families.

4. What are the main opportunities to attract people / businesses to relocate to Norwich?

A general awareness that the city exists and even where it is!

Perhaps a demonstration of more ambition?

More business support and mentorship.

Something like a Box Park to help retail start-ups launch.

University links around recruitment, encouraging students to stay.

Improved connectivity, roll out of full fibre broadband needed NOW.

Make more of its green spaces – especially the river.


Better public transport connections with the West and North of England.

Open in the evening! I hate how the city just shuts down after 7pm – it's like a ghost town.

More co-working and community spaces.

It's a blank canvas – very few people will feel negative about it. It's people living here who tend to express negative views – it's an excessively self-deprecating place.

Tell people why they should come here!



**A better quality of life –
this city has the coast,
Broads and countryside
on its doorstep.**



Inspiring and inviting people to relocate to Norwich for opportunity, community, and a better work-life balance.

Bringing businesses and their people to Norwich for a better life.

Energising and engaging people to move to Norwich for work, play, and a brighter future.

Empowering people to work in Norwich.

Championing the benefits of Norwich as a business destination.





3. Logo




Work in
Norwich







4. Campaign



This campaign idea is all about the perks, the benefits and the advantages that come with working and living in Norwich.

The wins!



- 
- Walkable commute**
 - Close proximity to open space**
 - Affordability of living**
 - Well connected to London**
 - Easy to network**

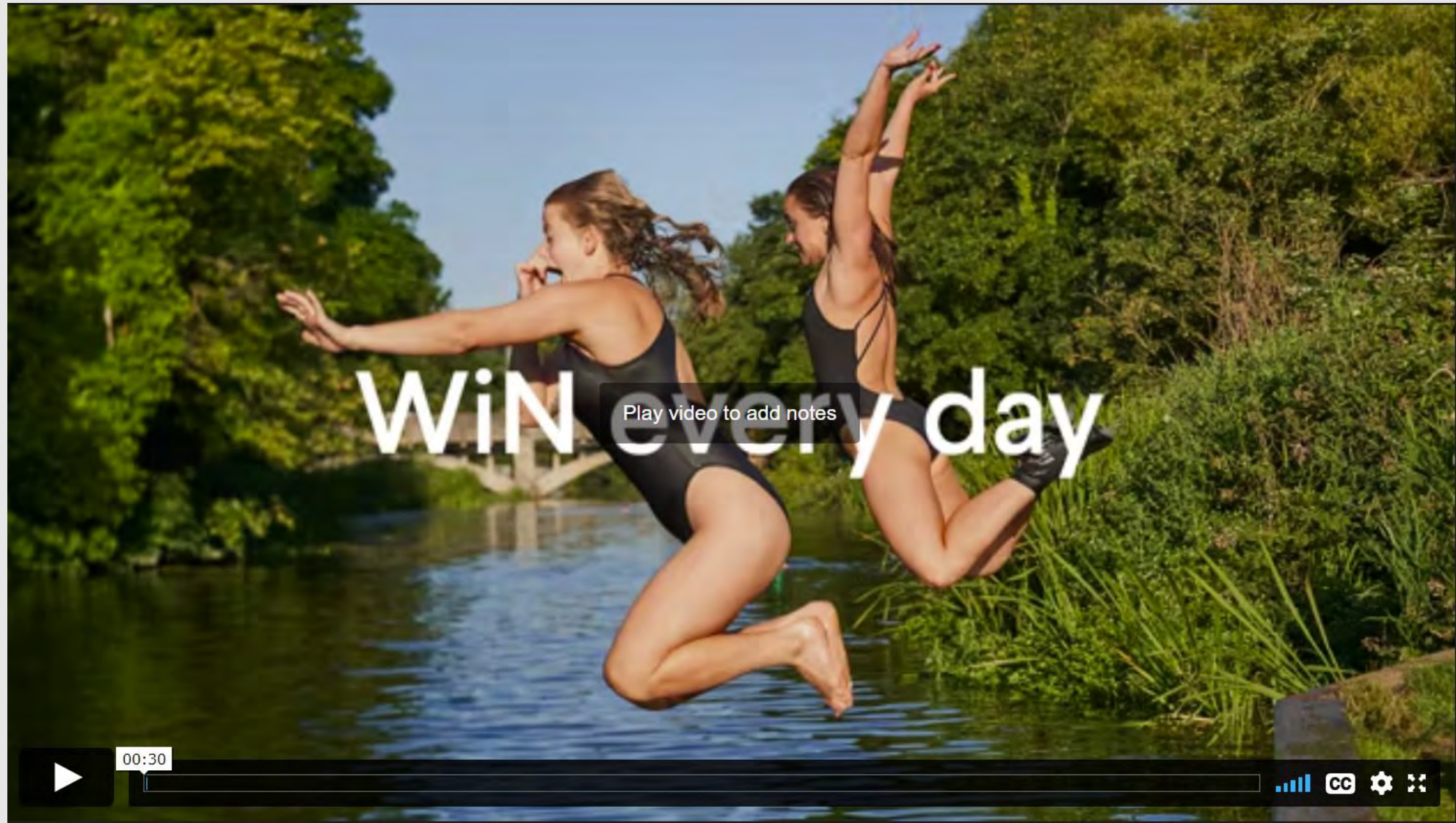
And many more.





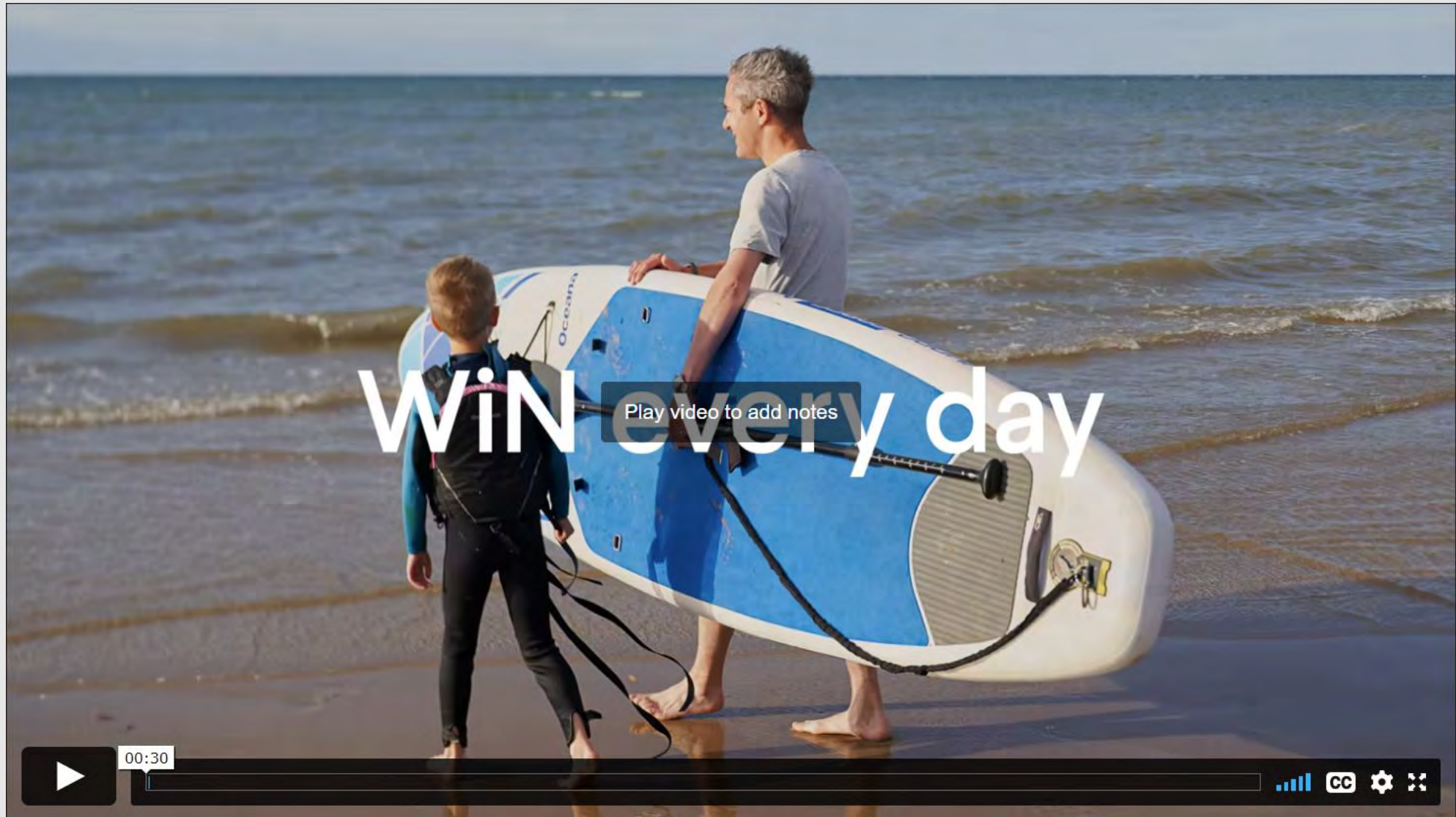
Campaign | creative

National Park





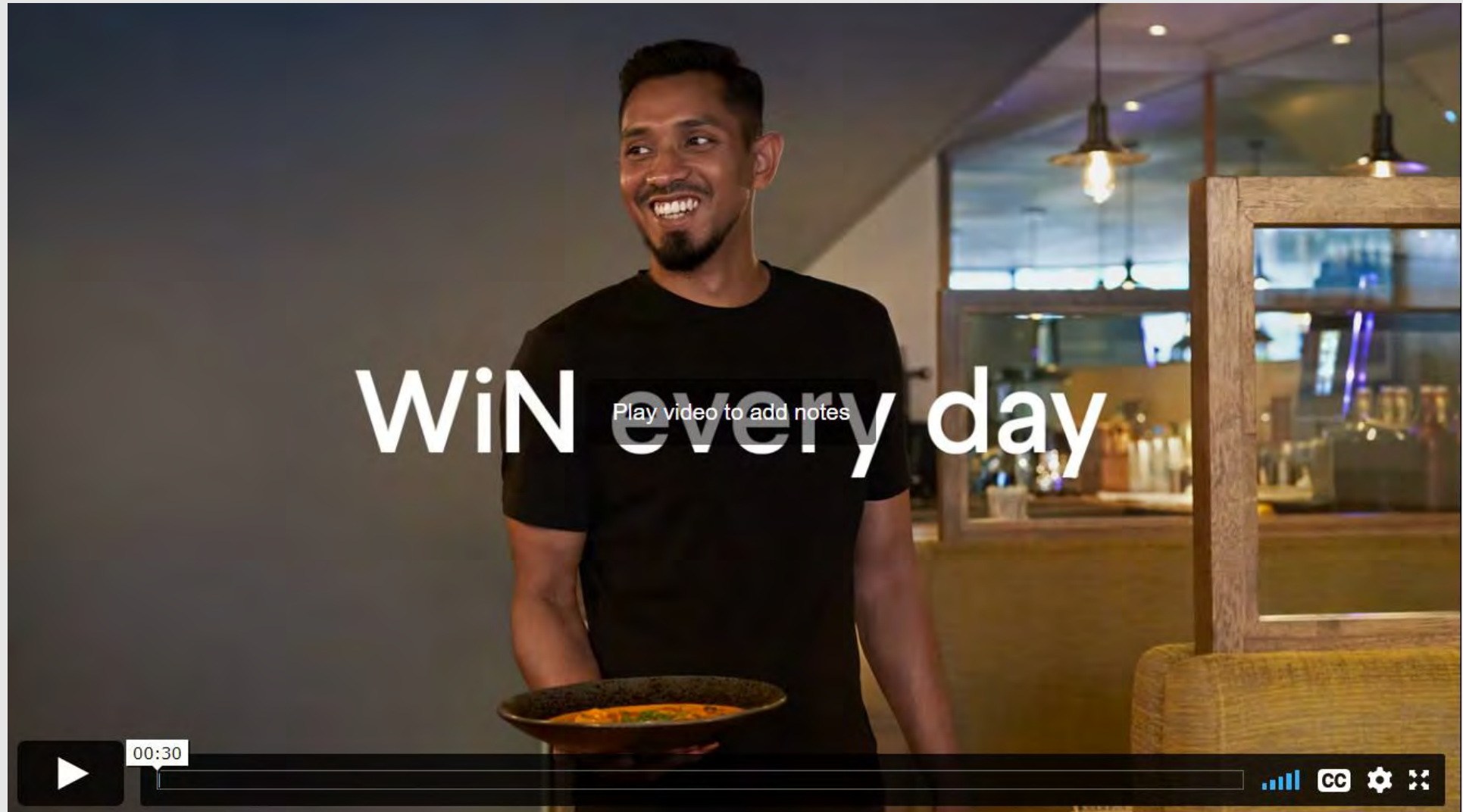
Beach in 30



15 minute city



Beach in 30



Artisan



Innovation





5. Prospectus



WiN every day



Welcome to Norwich – the city of everyday wins. We’re proud of our liveable, walkable, wonderful home, which has been voted one of the best places to live so many times we’ve lost count. It’s easy to see why. There’s the location for starters – close to the countryside and the coast and set in over 100 square miles of national park. Then there’s the size – compact enough you can be almost anywhere in 15 minutes, big enough that there’s always a buzz in the air.

Discover the only English city inside a national park – so you can take a dip before diving into work.



Where is Norwich?

Just 1.5 hours from London, Norwich is ideally situated on England's east coast with direct links to Amsterdam, Paris and Exeter. Norwich residents reap the benefits of being close to the sea while also enjoying the bustle of city life. You're never far from an adventure...

	Norwich to London	2 hrs 20 mins	
	Norwich to London	1 hr 30 mins	
	Norwich to Exeter	1 hr 05 mins	
	Norwich to Amsterdam	55 mins	
	Norwich to Sea Palling*	47 mins	*The beach!



WiN every day



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Discover the only English city inside a national park – so you can take a dip before diving into work.



Charlotte
Moved from London to Work in Norwich



Norwich house prices are on average 18.3% cheaper than the rest of the UK.



Choose Norwich as your base and find out just how great work can be.

- Rated as one of the best places to live by the *Sunday Times* in 2022
- Vibrant nightlife, with Purple Flag accreditation
- The Norwich Lanes are home to over 300 independent shops, bars and restaurants
- One of the largest and most historic six day markets in the UK with 189 stalls
- Home to six theatres and multiple music venues
- The only English city to reside in a national park, the Norfolk Broads
- UNESCO 'City of Literature' and home to the National Centre for Writing
- Compact city with seven pedalways and easy walking routes
- Well connected by road, rail and air with train services to London in 90 minutes
- Close to stunning coast and award-winning beaches
- The renowned Norwich City Football club regularly draws sell-out crowds of 27,000 supporters
- Norwich City Council aims to be net zero carbon by 2030.

01 Norwich Lanes
Summer Fayre
02 Gortos
03 Norwich Cathedral
04 Norwich Market
05 South Norwich





6. Website



Launching soon.

This is Norwich. A centrepiece in the east. A place where the city meets the coast and the expansive Broads. Fast-growth city and recognised technological hub. One of the best places in the UK to live.

Home to some of the finest talent around, and where some of the fastest growing and most exciting industries live and breathe. Somewhere to work hard, think big and break the mould. Where great ideas become new innovations.

This could be the next place you or your business calls home, and we're here to help make your move to Norwich as smooth as possible. Work in Norwich. Launching Summer 2022, delivered by [Norwich BID](#).



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Work in Norwich

Win every day

Thinking about making a move? [More Norwich your next home](#)

Looking to relocate a business? [Find out how Norwich is the ideal city for you](#)

[Cookie Settings](#)

Welcome to the ultimate guide to working in Norwich.

Located in the East of England, Norwich is one of the best British cities in which to start something new, grow something great, and find the work-life balance you crave. Here, 'best of both worlds' means being a thriving hub of innovative industries, creative brands, and global powerhouses like Aviva, Marsh, and Lotus, all while working from a picturesque historic centre set within a national park. Here you'll find the resources you need to relocate so you can start enjoying the everyday wins working in Norwich can bring.



Start something new, grow something great, and enjoy life in the process.

With affordable business rates, carbon neutrality on the cards, and more than 8,000 businesses already reaping the benefits, Norwich is the ideal new home for your company. And as a recognised hub for innovation and technology, with a wide pool of well-trained talent, you'll have the skills and space you need to grow.



Set in the Broads National Park, not far from Norfolk's stunning coastline, Norwich offers a unique combination of city centre living and wild spaces. With a rich cultural scene, eclectic shopping, and a wide choice of schools, it's got everything you want at a price you can afford.

Work in Norwich

Employment

With a mixed economy that's future-focused, Norwich is a diverse and dynamic place to find your next career opportunity. A medieval City of Innovation, living and printing trades put it on the map, today Norwich is renowned for its world-leading financial services, advanced engineering and manufacturing, flourishing digital and creative industries, pioneering health and life sciences, and an innovative energy and environment sector.

There are specialised local recruitment companies, to help you find the perfect job in the sector you're passionate about.

[Recruitment contacts >](#)

Norwich is a place where fledgling, creative start-ups sit alongside longstanding multi-nationals like [Aviva](#), [Marsh](#), and [Lotus](#).



It's where world-renowned research is par for the course at the [Quadram Institute](#), the [John Innes Centre](#), and the [Earlham Institute](#). But with such a wide choice, finding the right role in a new city can be tough. Luckily, there are a number of Norwich-based recruiters who know Norwich and its sectors inside out. They include [EIG](#) (commercial sectors), [Langham](#) (technology and engineering), [TechMatrix](#) (technology, science, gaming, and engineering), and [Breed](#) (hospitality).

Sectors in Norwich

Norwich is packed with a diverse mix of businesses from a wide range of sectors, including creative and digital industries, professional services, health and life sciences, and energy and environmental organisations. Some have even been named in The Times' list of best organisations to work for. So no matter your skills or background, opportunities abound – whether you're kick-starting your career, making a big move, or trying something different. Take a look at what's on offer.



[Sectors >](#)

Networking

When you move somewhere new, meeting the right people can make all the difference. Norwich is home to a rich web of professional networks offering instant community, like-minded collaborators, and career-changing connections. For digital links, check out [Cambridge Norwich Tech Corridor](#) partnership and [SyncNorwich](#). Marketers and creatives make a power pair [Hot Source](#) or the [Norfolk Women's Marketing Network](#). For financial services, there's [EIG Norwich](#), while agricultural innovators should check out [Agri-Tech](#). Young professionals are covered too with [Norfolk Chamber's](#) hugely popular [Gen-E](#) events.



Credit: University of East Angles

[Professional networks >](#)

Work in Norwich

Homes in Norwich

Find a place for living.

If you're planning to make Norwich your new home, you're going to need a place to live. House hunting in an unfamiliar city can be stressful – especially if you don't live close by. To lighten the load, here's a directory of all the city's best property agents. That way, you can get local advice about neighbourhoods, prices, and more.

[Property Agents >](#)

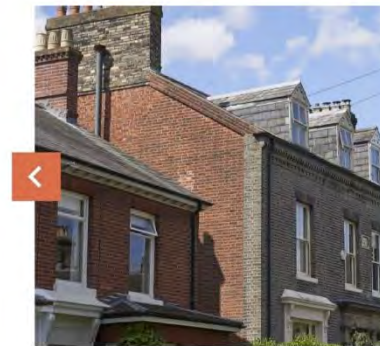
Rent prices in Norwich are 54.6% lower than in Cambridge and 57.9% lower than in London.



Why Pick Norwich?

Rated one of the best places to live in the UK by the Sunday Times.	Only 90 minutes by train from London, with daily flights to Amsterdam.
Unrivalled learning and innovation at Norwich Research Park and two TEF Gold-standard universities.	The only English city inside a national park – the Broads.
Recently named best English city to raise a family.	Business lets are 45 percent cheaper than in London or Cambridge.

Whether you're looking to relocate a business or making the move yourself, the question isn't so much 'Why Norwich?' as why not?



The Golden Triangle, NR2

Situated just west of the city centre, bordered by Earlham Road to the north and Newmarket Road to the south, the Golden Triangle has long been heralded as one of Norwich's most attractive neighbourhoods. With grand Victorian terraces, tree-lined streets, and green spaces galore, it's a tranquil spot a stone's throw from all the city's amenities. For families with kids, some of the city's best schools are on its doorstep, including Avenue Junior, Recreation Road Infant, and City of Norwich, and it's a short walk to the University of East Angles too. When school's out, there's plenty of space to blow off steam. Check out Heigham Park, Jenny Lind Park and Eaton Park all in the area. Unthank Road and the surrounding streets are dotted with great places to eat and drink. You'll find expertly brewed coffee at Kofra and Mitre, the perfect pint at The Unthank Arms or The William and Florence, and fantastic food at community café and deli The Green Grocers.



Welcome to Norwich

Work in Norwich – the city of the everyday wins. We're proud of our vibrant, wonderful home, which has been voted one of the best places to live so many times we've lost count. It's easy to see why. There's the location for starters – close to the countryside and the coast, and set in over 100 square miles of national park. Then there's the size – compact enough you can be everywhere in 10 minutes, big enough that there's always a buzz in the air.

With hundreds of independent shops and start-ups, creative energy and community spirit is built right in. From our friendly bistros who remember you usual to our welcoming cultural spaces, you'll feel like a local in no time. Here you can commute by foot down cobbled streets, pick up lunch at our award-winning market, then switch off and head to the beach to soak up the sunset. Sounds like a win-win, right?



Where is Norwich?

Norwich is the only city in Norfolk in the East of England. You'll find it about 100 miles north-east of London and 85 miles east of Peterborough. It's the only English city set in a national park and is surrounded by Norfolk's charming countryside and stunning coastline. Popular seaside destinations like Cromer, Sea Palling, and Winterton are just 40 minutes' drive away – so you can work in the city without missing out on a morning dip. It's well connected too. Norwich is a 90-minute train journey from the capital and has its own international airport with daily flights to Edinburgh, Aberdeen, Manchester, and Amsterdam Schiphol – the gateway to nearly 300 destinations.



Schools and education

When it comes to education, Norwich doesn't disappoint. If you're thinking of relocating with kids in tow, you'll find a wide choice of exceptional schools – 81 within a five-mile radius of the city centre – a brand-new dedicated digital skills institute at City College Norwich for teenage innovators and two award-winning universities. Going to school here means getting off on the right foot – Greater Norwich has the highest rate of employment in Norfolk, with over 38 percent of the population educated to degree level or above.

[Read more >](#)

Hobbies & Social

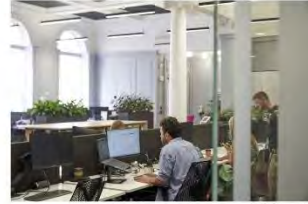
Norwich offers plenty of leisure and social activities, from sports and outdoor pursuits to the vibrant and social events. There's so much to do, and it's all so close to home. You'll be back in the city in no time, by whatever means of transport you choose.



Sectors

Norwich is packed with a diverse mix of businesses from a wide range of sectors, including creative and digital industries, professional services, health and life sciences, and energy and environmental organisations. With a diverse high street and buzzing culture, retail and leisure, while the Norwich Research Park and Cambridge–Norwich corridor draw talent from across Europe. Not to mention, the city is a hub for finance and insurance too.

There is still plenty of potential in the city to be unlocked, and it's yours for the taking.



Advanced Engineering & Manufacturing

Norwich – and Norfolk – is a hub for advanced engineering, with over 950a of development land available at established and very successful locations such as Hebel Engineering Centre and Norwich Airport. Both have ambitious development plans, and are offering attractive investment opportunities for advanced engineering, ancillary and aviation companies.

[Learn more](#)

Financial, Professional & Business Services

Health & Life Sciences

Creative, Digital & Tech

Energy & Environment

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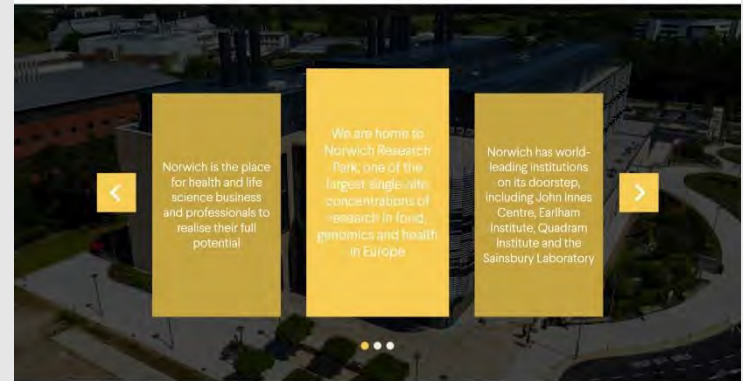
Health & Life Sciences

Norwich is home to the Norfolk and Norwich (N&N) Hospital: one of the biggest trusts in the country, employing more than 10,000 staff. The N&N partners with the University of East Anglia (UEA) to operate Norwich Research Park: one of the largest single-site centres of research in food, genomics and health in Europe, with world-leading credentials.



Norwich Research Park hosts over 100 companies as tenants. Many of these were formed from research developed at the world-leading institutes located at the Park. The community includes 30,000 talented people, including 3,000 scientists and clinicians. As well as the N&N and UEA, institutions located at Norwich Research Park include the John Innes Centre, Earham Institute, Quadram Institute and the Sainsbury Laboratory.

With these world-leading institutions on our doorstep, Norwich is the place for health and life science business and professionals to realise their full potential. Come and join our community of ambitious, innovative and like-minded scientists.



Norwich Research Park
Norwich Research Park's vision is to change lives and rethink society through pioneering research and innovation, redefining the future of research and delivering regional growth.



Norfolk & Norwich University Hospital
One of the biggest trusts in the country, the N&N employs more than 10,000 staff.



John Innes Centre
The John Innes Centre is an independent, international centre of excellence in plant science, genetics and microbiology.





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