

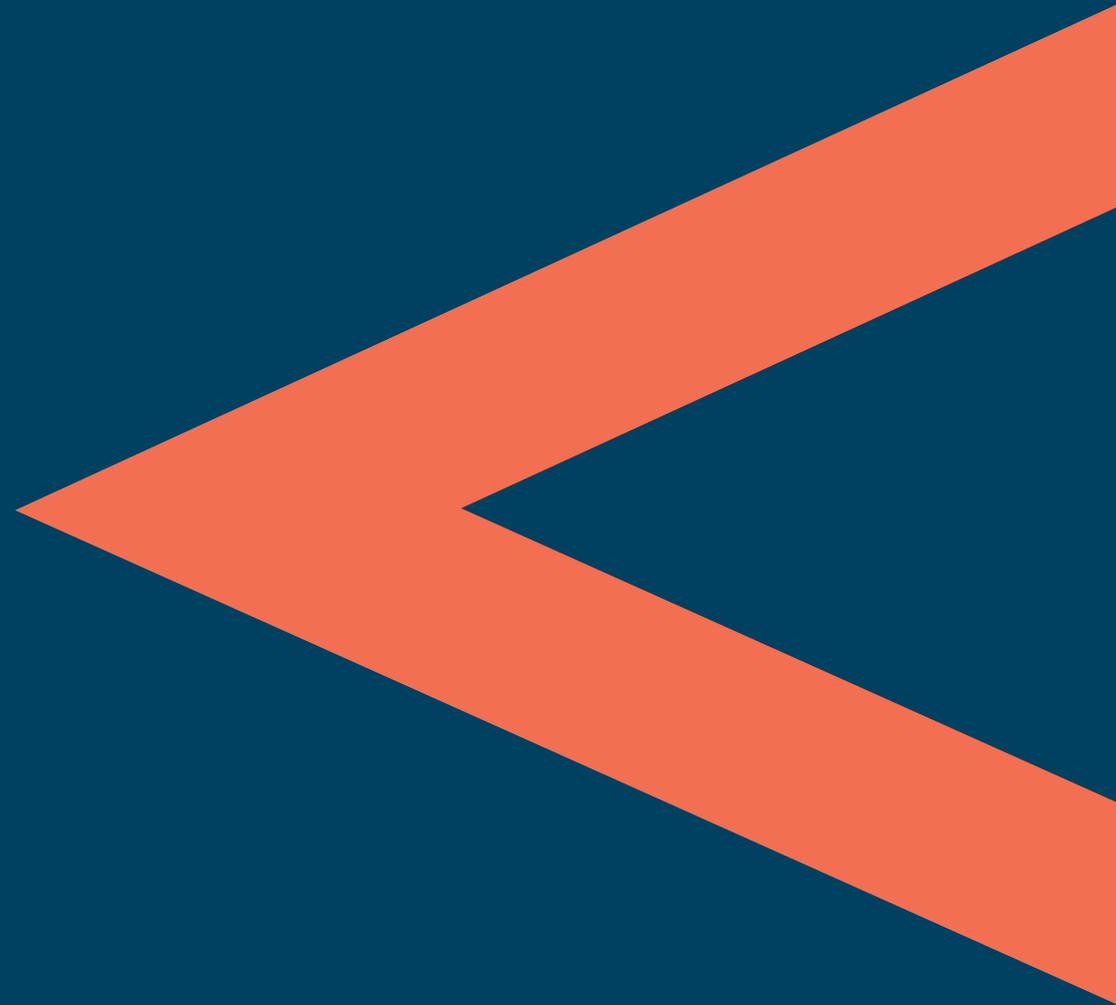
Norwich 2040 City Vision



NORWICH HAS A LONG HISTORY OF BEING A RADICAL, INNOVATIVE CITY. THE LIST OF 'FIRSTS' STANDS PROUD IN OUR PAST AND CONTINUES TO BE WRITTEN.

Identified today by think-tank Centre for Cities as one of the five 'fast growth cities' in England, we are increasingly recognised for our strong economy, quality of life and vibrancy.

But we know there are some parts of our city where there is inequality and poverty that we must continue to challenge and tackle.



IN THE NEXT
20 YEARS THERE
WILL BE INCREASING
PRESSURE ON OUR
CITY ENVIRONMENT
AND INFRASTRUCTURE.
THERE WILL BE HUGE
CHANGES TO HOW
PEOPLE WORK, LEARN,
LIVE AND TRAVEL.

Norwich needs to be leading change, not following it. Against a backdrop of huge national and international issues like climate change, Brexit and the need to redress inequality, we need to make sure that this city is seen as a shining example for medium-sized cities across the globe.

This is not something that any one organisation can do alone. The whole city, its people, businesses and institutions will need to work together to make the Norwich of 2040 the best place to be.



Over the last year, the public, and representatives from businesses, organisations and community groups were asked what they value in Norwich and what they see as the future challenges – what sort of city they want to see in 2040.

FOCUS GROUPS,
PUBLIC AND
STAKEHOLDER
INTERVIEWS AND
TWO CONFERENCES
HAVE ALL FED INTO
THE STORY OF NORWICH
AS IT IS NOW, AND AS IT
SHOULD BE IN THE FUTURE.

“ A key thing for the future for Norwich and the world is about the environment and becoming more sustainable. ”

“ Norwich needs to attract different industries to create more opportunities. ”

“ The city is creative, creativity is celebrated. ”

“ Housing in the future needs to be inclusive, created for all needs – where older people, disabled people, families and everyone can live together. ”

“ It’s a great place to make a life. ”

“ We need to attract young new ideas and energy. ”

FROM THIS CONVERSATION IT HAS BEEN POSSIBLE TO CREATE THE THEMES OF OUR CITY VISION.

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.



The vision for Norwich will continue to develop as more people become involved and priorities shift. The world has changed so much in the last 10 years, it may well be that our vision has to be adapted too. It is clear, however, that if the whole city unites to deliver a brave and ambitious vision for the Norwich of 2040, **anything is achievable.**

A CREATIVE CITY THAT:

is cutting edge...

offers a unique experience for all...

is a cultural innovator...

combines the best of modern and historic...

is a leading creative destination...

This means:

- increasing the diversity of employers across the city and becoming more entrepreneurial
- fostering collaboration between cultural organisations and individuals to identify and develop more creative and artistic opportunities for all
- promoting innovative development and the regeneration of urban spaces and communities
- developing the city centre experience and its unique mix
- maximising the use of our heritage assets
- celebrating our diverse neighbourhoods and communities
- attracting and retaining ambitious young people through our universities
- using creativity to transform the perception of Norwich.



A LIVEABLE CITY THAT:

adapts and undergoes renewal...
works together to combat climate change...
values green and open spaces...
has excellent air quality...

This means:

- using our local natural resources effectively
- creating efficient, good quality, low-emission and affordable transport options
- protecting and maintaining our green and open spaces to improve biodiversity and air quality
- developing an alternative approach to energy
- reducing the amount of plastic in use
- achieving high levels of reuse and recycling
- growing and buying local.



A FAIR CITY WHERE:

people care about equality...

there is a fair system...

communities are diverse...

citizens have better physical and mental health...

education is outstanding and linked to vocational training,
lifelong learning and local job opportunities...

This means:

- developing an inclusive and joined up approach to service delivery, ensuring residents have access to all the city has to offer
- promoting the independence and diversity of all of our citizens
- adopting innovative approaches to bring about individual and community physical and mental wellbeing
- making the best use of our public spaces for physical activity
- ensuring children and young people are ambitious and able to realise their full potential through outstanding education and training
- providing appropriate lifelong learning, training and upskilling opportunities for those who live and work here
- maximising the resilience of individuals, their families and communities
- providing housing that is fit for the future and meets the changing needs of our people.



A **CONNECTED** CITY THAT:

has a modern transport system...

is at the forefront of digital connectivity...

is a place where people can exchange ideas and help shape the city...

This means:

- having the transport infrastructure to link us to the region, country and world
- being a great city for walking and cycling
- having a clean, affordable, integrated transport system
- the whole city having access to the latest smart technology
- having spaces and opportunities for people to come together, understand, share and exchange with each other and their communities.



A DYNAMIC CITY WITH:

new and growing businesses...

thriving universities...

jobs of the future...

creative and thoughtful leadership...

greater immunity to global changes...

This means:

- working with residents and businesses to create an inclusive economy and growth
- attracting and generating more investment in and support of independent businesses
- increasing the number of multi-national businesses to complement the independent sector
- maximising growth industries where we have competitive strengths
- shaping economic development to create more higher paid local jobs
- making Norwich a place for ambitious young people.



THIS IS JUST THE BEGINNING...

Over the last year we've joined forces to find out what matters most to the city and the aspirations we hold for the future. The result of this is five themes which form the foundation of our shared Norwich 2040 vision.

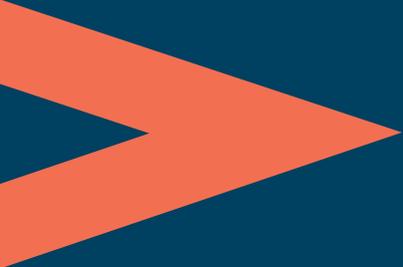
The next questions are "what's possible?" and "how do we get there?"

We will need to:

- **work together as a city**
- **share ideas**
- **commission research to inform our actions**
- **celebrate our successes**

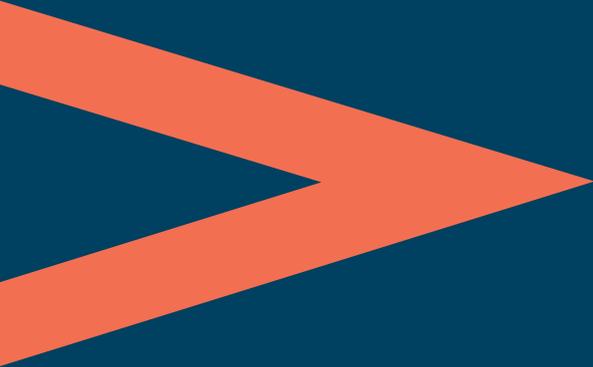
...LET'S
WRITE A
NEW LIST
OF NORWICH
'FIRSTS'
TOGETHER...

WE MUST ALSO ADDRESS SOME OF THE IMMEDIATE PRIORITIES THAT PEOPLE IDENTIFIED



TACKLING ROUGH SLEEPING

A consortium of eight local organisations has been awarded £758,000 by Norwich City Council over the next three years to address rough sleeping and support people with complex needs. The new project, called Pathways, will use the combined strength of its members to offer a pioneering and collaborative model. The consortium members will take the innovative approach of stepping out of their individual organisations to form one team, taking the new service to those people who need it most.



A STRONG VOICE FOR YOUNG PEOPLE

Working with the Norwich Youth Advisory Board, the social mobility opportunity area board, community organisations, schools, colleges, universities and businesses to identify specific projects that will make a difference here and now. Ensure that young people help shape the Norwich of the future.



PROMOTING NORWICH

Working together to provide the tools we need to promote Norwich as a place to visit, work, learn, invest and live. Collaborating with agencies, authorities, institutions and businesses to produce and deliver a consistent and positive modern message about the city. One voice, bigging up the city.



IMPROVING TRANSPORT

Through the Transforming Cities Fund Transport for Norwich is in line for a share of a £1.2bn pot of money specifically for promoting intra-city connectivity – aiming to make it easier for people to access jobs, training and retail. At the heart of the bid, is a new high-quality, integrated public transport network for the greater Norwich area. Smart ticketing, cleaner vehicles, real-time information and faster journey times are all features outlined in the bid.



This document was produced in
2018 by Norwich City Council.

For more information:

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