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NORWICH



SIMPLY THE

BEST



“
if you are ambitious...
we want to hear from you
”



Intro from John East, interim executive director for major projects

We've always known in our corner of East Anglia that Norwich is simply the best city in the country.

But this year we've had it confirmed by The Sunday Times which named our fine city as the best place to live in the UK.

And it's true too to say that investing in Norwich is a good, safe choice.

For instance, hot on the heels of their investment into Anglia Square, Homes England reinforced their faith in Norwich and the city council by buying Carrow Work's, the former Colman's Mustard Factory in East Norwich.

All of this is not surprising really. With the city's village vibes, dynamic young population, great universities, burgeoning tech industries, Norwich is a great place to settle and live a great life.

With hundreds of square miles of regeneration sites and opportunities, along with a city council with a proven track record of success and delivery, Norwich is a prime place for investors who share our ambition to accelerate inclusive and sustainable growth.

But to see what our city has to offer, please read on and find out about four fabulous sites where we are looking for partners to help us on our journey to build over 45,000 homes and create 33,000 jobs in the Greater Norwich area by 2038.

So, if you're ambitious, and want to help us make Norwich not only one of England's finest but fairest cities, we want to hear from you.



Anglia Square – a story of renewal

Recently brought back into public ownership, Anglia Square is a viable opportunity for developers who can help us transform a former rundown shopping centre into a beacon of modern, low carbon living, and deliver 1,100 new homes, and an eclectic mix of retail, office, and leisure spaces.

Thanks to funding from Homes England, the development offers a golden opportunity for right investment partners to become part of a national success story and a development which will become a shining example of how public-private partnerships can tackle engrained poverty in the heart of one of England's most historical cities.

Stats and facts

Potential number of homes: Mixed use development of up to 1,100 homes and up to 8,000sqm (NIA) flexible retail, commercial and other non-residential floorspace including Community Hub

Potential number of jobs: 474

Land size: 4.5 hectares

Planning permission: Yes



City Hall – an historic economic opportunity

We want to re-imagine this iconic landmark in the beating heart of our historical city into a more modern, accessible building for our workforce, visitors, and residents while delivering Grade A commercial office accommodation.

Reimagining City Hall will create outstanding opportunities for ambitious investors who want to help us preserve this much cherished building while potentially injecting over £100m into the Norwich's economy.

And while we will not compromise on the building's Grade II* listed status there is a significant opportunity at the rear of City Hall to build an extension for additional office space or a hotel.

Stats and facts

Land size: 10,000m² total floor area - minimum 2,517m² lettable office space. A new wing to City Hall would provide between 2557 – 5437m² additional floor space.

Planning permission: Not yet submitted currently at RIBA Stage 3.



Three Score

This 32-hectare site is located on the western edge of Norwich and already has outline planning consent for residential development to build 1,000 homes. Already 321 homes have been built at Three Score, including a care home. However, we are now seeking opportunities and partners to help us deliver the remaining homes at pace.

The site is oven ready for development with existing outline planning consent that was awarded prior to requirements for Community Infrastructure Levy.

Stats and facts

Potential number of homes: 680 remaining

Potential number of jobs: N/A residential led

Land size: 21 hectares remain undeveloped

Planning permission: outline planning consent



East Norwich – Norfolk's new Venice

With around 50 hectares, East Norwich is the largest brownfield site in the East of England.

And at the heart of East Norwich is Carrow Works – the former Colman's Mustard factory – which is one of the hottest investment opportunities in the UK.

This £1bn plus strategic regeneration programme offers long-term, phased investment opportunities across residential and mixed-use development.

Anchored by Homes England land ownership of Carrow Works and strong local authority leadership, the scheme provides investors with access to a large-scale pipeline of opportunities, with flexibility to target specific phases, tenures, and asset classes as delivery progresses.

Stats and facts

Potential number of homes: 3633

Potential number of jobs: 4100

Land size: 50 hectares

Planning permission: Masterplan developed and being evolved





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For more details

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