

Key Facts about Norwich

Data is for Norwich Local Authority area unless otherwise stated. The Greater Norwich area refers to the Norwich built-up area wards: Drayton North, Drayton South, Hellesdon North West, Hellesdon South East, Old Catton and Sprowston West, Sprowston Central, Sprowston East, Taverham North, Taverham South, Thorpe St Andrew North West, Thorpe St Andrew South East, Bowthorpe, Catton Grove, Crome, Eaton, Lakenham, Mancroft, Mile Cross, Nelson, Sewell, Thorpe Hamlet, Town Close, University, Wensum, Cringleford, New Costessey, Old Costessey, Stoke Holy Cross

Employment

- 43% of the County's employment is based in the Greater Norwich area
- Norwich built-up area is the largest economy in the Region (Norwich 120,000 employees, Peterborough 93,000 employees)
- Greater Norwich is the only economy in Norfolk with high growth potential
- Largest Financial Services cluster in Eastern Region. 25,225 people work in Banking, Finance and the Insurance sector (28.7% of workforce).
- Largest Creative Services cluster in Eastern Region, employing 8.2% of the workforce (7,204 people).
- 2,065 people work in Professional Business Services, which amounts to 2.4% of the total Norwich workforce compared to 1.8% nationally and 1.5% regionally
- The Norwich sub-region has a jobs growth target of 35,000 for the period to 2021
- Between 1998 and 2004 employment in Norwich decreased by about 10,117 jobs (-10.4%). Over the same period, employment in the neighbouring Districts saw increases of 27.6% (Broadland) and 31.4% (South Norfolk). Between 1998 and 2004 employment in Norwich decreased by about 10,117 jobs (-10.4%), over the same period, employment in the neighbouring Districts saw increases of 27.6% (Broadland) and 31.4% (South Norfolk). However, a workplace analysis shows that all three districts saw increases in the number of workplaces. The number of workplaces based in Norwich increased by 400 (+8%), the number of workplaces based in Broadland increased by 497 (13.7%) and by 648 (+16.7%) in South Norfolk over the period from 1998 to 2004. Much of the fall in the number of Norwich-based employees and the rise in the South Norfolk figure can be accounted for by the relocation of the Norfolk and Norwich University Hospital and the Norfolk Police Authority headquarters
- Around 50 regional and national headquarters are based in the Norwich local authority area
- Tourism expenditure of some £233m per year in the City is estimated to support around 6,000 Tourism jobs in a range of sub-sectors that account for an estimated 9% of employment in the City.

- The Public Sector (Health, Education and Government) employs 20.5% of the workforce.
- Norwich has a higher proportion of the workforce employed in Professional occupations (19.5%) than at the regional (12.7%) or national level (12.6%), but lower proportions of people employed in managerial occupations (Norwich (7.1%), region (16%) and national (14.9%). The percentage of the workforce employed in lower level occupations (24.8%) is also higher than the national (19%) and regional averages (18.6%).
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- Median earnings for full-time workers in Norwich are much lower at £9.40 per hour than at the regional (£11.10) or national (£10.60) levels, but are higher than at the Norfolk level (£9.29). Unemployment is also higher in Norwich, the rate in January 2006 stood at 3.6% compared to a national rate of 2.6%.

Economy/Planning

- Europe's largest single-site concentration of research and development in the areas of Plants; Microbes; Food; Diet & Health; Environment and Information Systems
- Housing growth in City 2001-2021 13,000 homes (a 37% increase over the previous plan targets)
- 78% of development in Norwich is on brownfield land. 6,300 new homes are planned by 2011 and over three quarters of these will be on previously developed sites.
- One of the UK's highest levels of urban greenspace
- 824 housing projects were completed in 2004/5, of which 37% were flats, 30% affordable housing and 81% on brownfield sites
- Population in Norwich City Council area is 125,300, and two-thirds of the population (82,200) is of working age. However, only 72% are economically active (national average 78.3%) The Greater Norwich area population is around 200,000.
- There are 52,733 Households within the Norwich City Council boundary, with 31% of these in the public sector and 69% in the private sector.
- Norwich has 2.79million square foot of retail space and is ranked 9th Best Retail Centre in the UK and the Best in the region.
- The Retail sector employs 12,201 people, 2nd in the region to Thurrock which has 12,834. , However, this 2004 data source does not take into consideration the 2,000 retail jobs created at Chapelfield in 2005 which takes the total number of people employed in Retail in Norwich to 14,201. Norwich is unusual in that it has a high level of independent and family-owned businesses.
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- Around 5.5 million people visit Norwich every year.

- Based in Norwich, the University of East Anglia (UEA) is one of the country's top 20 universities. The UEA has a graduate retention rate of approximately 40%, this is the second highest in the country.
- The Norwich School of Art & Design is one of only a handful of specialist art and design colleges in the country.
- City College, one of the largest colleges of further and higher education in Britain has three Centres of Vocational Excellence.
- The proportion of the working age population with qualifications at NVQ Level 3 equivalent or higher is 46% compared to a national average of 43%.
- The proportion of the working age population with Level 4 NVQ or equivalent or higher is 33% compared to 25% nationally
- The indigenous population has a poor skills base - 19.7% of the resident working age population has no qualifications compared to 15.1% nationally.
- In 1998/1999, 2.46% of young people aged 18-24 yrs were accepted into Higher Education (UCAS and Open University) courses compared to 5.65% nationally.
- Norwich has the worse take up of Higher Education in Norfolk and the 2nd worse nationally.
- According to the Indices of Deprivation 2004, Norwich is the most deprived local authority district in the Eastern Region and the 61st most deprived district nationally.
- 82,157 people in Norfolk live within the 20% most deprived Super Output Areas¹ in the country. Of these, 80,858 live within the 4 urban areas (i.e. 98.4% of the population in deprived Super Output Areas live within the 4 urban areas) 43,498 of these people live within the Norwich local authority area
- 21,460 people in Norwich are income deprived, ranking Norwich 50th nationally and in the most deprived 20% of areas for income deprivation.
- Norwich has the highest proportion of Income Support claimants and Housing Benefit claimants in the Eastern region

Transport

- More than 50,000 people commute into Norwich from the rest of Norfolk/N Suffolk
- Norwich is second only to Cambridge in terms of the people who walk or cycle to work in the UK. Highest in UK for walk to work, and between 2000/01 to 2003/04 the % of weekday journeys on foot increased from 17 to 19%
- Over the same period the % of journeys by bus increased from 7 to 9%
- Over the same period the % of journeys by car decreased from 49 to 46%
- There has been an 18% reduction in traffic entering the City Centre since 1995

¹ Super Output areas - geographical areas of around 1,500 people

- £2.5 million of European matched funding towards the further development of innovative sustainable measures in Norwich
- A new £4 million state of the art bus station opened in the City Centre in late summer 2005.
- £6 million has been invested in new bus priority measures, real time information, on-street ticketing machines and new on-street bus shelters within the City Centre.
- A new bus/rail interchange is programmed to be built during spring 2006.
- Norwich has the most park and ride spaces in the Country with over 5700 spaces at 6 sites.
- The City Centre of Norwich has one of the largest areas of pedestrian friendly streets in the country
- The number of killed and seriously injured casualties has decreased from 93 p.a. at June 2001 to 65 p.a. at June 2005. Latest data suggest that casualty rates are well within Government targets
- Prince of Wales Road scheme has led to an 80% reduction in casualties in its first year since opening.
- There are three air quality management areas in Norwich – declared on the basis of nitrogen dioxide pollution from motor traffic.
- Norwich International Airport has direct flights to Bristol, Geneva and Edinburgh, and worldwide via Schipol in Amsterdam.
- By rail there is a half hourly rail service to London which takes just under two hours.
- From 2007 rail services will connect at Stratford International with Eurostar services to France and Belgium.

Culture

- Norwich has 6 theatres including the Theatre Royal, the most successful regional theatre in the country and one of only two puppet theatres in England.
- The largest walled centre and longest run of medieval defences in England.
- The most complete medieval street pattern in the UK.
- A Romanesque cathedral with the second highest spire in England (96 metres) and the best collection of roof bosses in Europe.
- The largest Cathedral Close in England, surviving intact in area, with three of its five original gates, a Norman bishops palace, the remains of a Benedictine friary and an impressive array of medieval domestic architecture.
- The Norman Castle – the finest secular building of its period in Europe.
- The largest collection of pre-reformation churches in Northern Europe.
- St Andrews and Blackfriars Halls – the largest ecclesiastical building in secular use in Britain.
- The largest English open-air market, described by Pevsner as ‘ The grandest market-place as well as the very best single market in all England’
- The largest provincial guildhall in England.

- A unique merchant trading hall dating from 1540.
- City Hall – the finest example of municipal architecture between the wars.
- 1,560 grade I and grade II listed buildings, spanning 10 centuries.
- First city to campaign for women's rights
- First city to provide a municipally funded library
- First city to introduce a pedestrianised street
- First city to develop public housing estates.
- First city to establish a trust for the restoration and re-use of redundant churches: The Norwich Historic Churches Trust
- First city in the UK to implement General Improvement Areas, at Sandringham Road in the late 1960's.
- First city to win a Civic Award for conservation: Magdalen Street, 1963.
- First city to hold an arts festival, 1772.
- First commercial photography shop in the world: Coe's of Castle Meadow
- First English women to write a book, in this date is wrong!: Dame Julien of Norwich
- First in Music: Sarah Ann Glover devised the Tonic Solfa system at her school for young gentlewomen in Norwich.