

YOU MAY NOT  
HAVE HEARD...



**GREATER  
NORWICH**

...NOW IS THE TIME TO  
INVEST IN GREATER NORWICH





## Norwich is a thriving, vibrant and youthful city with ambitious growth plans.

With particular expertise in **health and life sciences, creative and digital technologies** and **advanced engineering**, Norwich is growing fast. Coupled with a **highly skilled workforce**, a **huge choice of development space** and a **raft of financial and business support incentives**, this makes Norwich a prime investment opportunity.

**Greater Norwich is changing. Invest now and become part of our journey...**

Over 200 ha of employment land is available for development, all with outline planning consent or Local Plan allocation.

The north east of the city will be home to one of the UK's largest urban expansions with 13,000 planned homes.

Greater Norwich has ambitious plans for 40,000 new homes by 2026 and 40,000 new jobs by 2031.

A £575m infrastructure package is being implemented to support new jobs and housing.

## GREATER NORWICH CONCENTRATING ON DELIVERY

Greater Norwich is ambitious, pro-development and in a position to concentrate on delivery. Now is the time to invest.



### GREATER NORWICH HAS:

- A £10 billion economy
- 24,000 businesses
- Global players such as Aviva, RBS, Virgin Money, Marsh, Group Lotus and KLM
- A highly skilled workforce – fed and supported by two award-winning universities
- Competitively attractive set-up, operating and living costs
- Average house prices are 29% below Cambridge, 10% below the national average
- A comprehensive business grant scheme, including significant City Deal funding
- A continuum of financial products for all sizes of business, at all stages of growth
- Business rate growth that outstrips the national average
- Good rail and road links, and an International Airport

“Greater Norwich’s development plans are in place, there is political stability and a mature growth partnership. We offer a comprehensive range of financial incentives and a package of business support to encourage inward investment.”

John Fuller  
Chair, Greater Norwich  
Growth Board



Images courtesy of  
Morgan Sindall

New student accommodation  
for Norwich University of the Arts.  
Developed by Alumno.



Greater Norwich encompasses three district authorities: Broadland District Council, Norwich City Council and South Norfolk Council. All three work together with Norfolk County Council and the New Anglia LEP as the Greater Norwich Growth Board. This ensures a coordinated approach to planning, investment and growth.

“Norwich embraces highly sustainable and inclusive development. Alumno looks forward to an on-going relationship with this forward-thinking city: it continues to offer significant and attractive opportunities for us.”

David Campbell  
Managing Director  
Alumno

Greater Norwich is an engine of growth for the East of England. It is a major regional centre for employment, tourism and culture and is Europe's largest general insurance centre outside London. It is home to internationally recognised companies such as Aviva, RBS, Marsh, Virgin Money and Group Lotus.

#### GREATER NORWICH A GREAT PLACE TO INVEST

Greater Norwich offers numerous development opportunities, all of which are allocated within Local Plans, or have outline planning permission.

##### **52 ha of development land at Norwich Research Park.**

Home to six world-renowned research institutes and 3,000 scientists

##### **20 ha of development land at the Hethel Engineering Centre.**

An advanced engineering hub supporting a diverse range of high tech engineering companies

##### **75 ha of development land around Norwich International Airport.**

To support a growing airport with worldwide connections via Amsterdam, and a world leading AeroPark

**40 ha of development land** around a thriving complex of business parks to the east of the city, home to Aviva, RBS, the NHS and others



Northern Distributor Road and city centre transport improvements investment of

**OVER  
£200  
MILLION**

**2013-2019**

**40,000  
HOMES BY**

**2026**



**40,000  
JOBS BY**

**2031**

**A mixed-use urban extension** to the north-east of the city, delivering 13,000 dwellings and accompanying infrastructure, plus 25 ha of commercial development land

**20 ha of development land** around Wymondham, highly accessible via the A11 and rail services



The Greater Norwich Growth Board is committed to delivering **£575 million** of new infrastructure between 2013 and 2026, including:

**£370 MILLION**  
Sustainable Transport

**£150 MILLION**  
Schools

**£43 MILLION**  
Community Facilities

**£12 MILLION**  
Green Infrastructure

## GREAT FOR FOOD, HEALTH & LIFE SCIENCES

Greater Norwich has an international reputation for food, health and life sciences thanks to the world-renowned Norwich Research Park.

Norwich Research Park (NRP) is a partnership between the University of East Anglia, the Norfolk and Norwich University Hospital and four independent world-leading research institutes: the John Innes Centre; the Institute of Food Research; the Genome Analysis Centre and the Sainsbury Laboratory.

NRP is home to 3,000 scientists, 12,000 support staff and over 40 science and technology businesses, with expertise in food, plant and health science.

“With the highest concentration of the UK’s most cited researchers outside Oxbridge and London, and an annual research spend of over £100m, Norwich Research Park is undoubtedly one of the UK’s most powerful research centres.”

Professor David Richardson,  
Vice Chancellor, UEA

### BENEFITS TO INVESTING

- 52 ha of development land around the existing 230 ha park
- Office and laboratory space at competitive rates
- A concentration of world-leading scientists
- Opportunities for multidisciplinary research
- A supportive and collaborative environment for science based businesses
- Easy links to Norwich city centre, Norwich International Airport, the rail network, the A11 and the A47 southern bypass

The new Centrum building at Norwich Research Park





“An exceptional location, Norwich Research Park is a supportive and collaborative environment for science based businesses. With an enviable portfolio of space we are helping to create, grow and attract a range of businesses focused on tackling global challenges such as healthy ageing, diet related diseases and food security.”

Dr Sally Ann Forsyth,  
CEO Norwich Research Park



Image courtesy of  
Morgan Sindall



“Epos Now has benefited hugely from being in Norwich. Having the UEA so close has been extremely important to our success. Over half our development team are UEA graduates and I know we’d struggle to recruit at the same pace as our growth elsewhere.”

Jacyn Heavens,  
CEO Epos Now





“Norwich University of the Arts is a net importer of creative talent into the region, and we play a pivotal role in supporting and accelerating the businesses in our sector.”

The Digital User Research Lab will be a focus for digital creative business, enabling us to inspire the designers of tomorrow and create economic mobility for regional business to access an international customer base.”

Professor John Last,  
NUA's Vice Chancellor

## GREAT FOR CREATIVE & DIGITAL TECHNOLOGY

# Creativity and Norwich. They've always gone hand in hand. And the future is looking very bright for Norwich's creative and digital sector.

Swift changes in creative and digital technology, as well as two pioneering universities, have boosted Norwich's excellence in this area. A 21% increase in new digital companies in the city between 2010 and 2013 means there are now more innovative creative and digital businesses based here than ever before.

**14,500 PEOPLE WORK IN NORWICH'S DIGITAL SECTOR - HIGHER THAN BIRMINGHAM, BRIGHTON, EDINBURGH AND LIVERPOOL.**

### Creative and digital companies in Norwich include:

- **Further** – voted the UK's top agency for digital strategy and content strategy 2014
- **Proxama** – a worldwide platform provider of mobile contactless payment solutions, with offices in London, New York, San Francisco and Norwich
- **FXHome** – global supplier of visual effects products
- **EPOS NOW** – 13th fastest growing tech company in the UK over the last three years

### GREATER NORWICH HAS:

- A thriving and supportive creative and digital sector
- Strong supply of creative graduates from the University of East Anglia and Norwich University of the Arts
- Offices and facilities available at attractive prices
- Strong networks and support groups, such as SyncNorwich and Hot Source
- New Digital User Research Lab – offering facilities only previously available in London
- Featured in the UK Tech Nation Report 2015

**With growing investment in the creative and digital sectors now is a great time to see what Norwich offers.**

## GREAT FOR ADVANCED ENGINEERING

Greater Norwich is strengthening its position as a hub for advanced engineering with ambitious development plans at both the Hethel Engineering Centre and Norwich International Airport.

The Hethel Engineering Centre (HEC) is a successful, innovative incubation centre dedicated to supporting high performance engineering and manufacturing companies. HEC is home to automotive companies such as Group Lotus, Zenos Cars, Ansible Motion, Pangean Engineering and Tech Mahindra as well as cutting edge businesses working in areas such as food processing and packaging, defence, offshore, agriculture and ICT.

HEC offers flexible workshop and office space, training, support and shared expertise. Success rates are extremely high with 95% of the companies that have received support still in business after three years, and 88% after five years... well above national averages.

Following a recent 40,000sqft expansion, HEC is now able to offer larger workshops and offices as well as virtual / hot desks and small incubation space. In the coming years HEC has a vision to develop a Technology Park, building an advanced engineering cluster around Lotus and creating over 1,000 high skilled jobs.



“Over the years, Group Lotus plc has been a long standing supporter of the Hethel Engineering Centre and its role as a hub for the engineering and technology industries in the region.”

Jean-Marc Gales  
CEO Group Lotus plc



Ambitious plans are also underway around **Norwich International Airport** where 75 ha of land has been earmarked for development.

**Norwich AeroPark.** This 40 ha development will unlock opportunities for aviation-related and other businesses. It will also strengthen the Airport's aim to become a leading centre for aviation support services and a key location for commercial activity in the region. An additional 35 ha are available for the development of a business park to the north of the airport.


“Norwich International Airport is already a major hub for business in the region. The further development of the Airport and the surrounding business parks will build on this, bringing benefits to the Greater Norwich economy and creating jobs.”


Andrew Bell,  
Chief Executive, Norwich International Airport


A new £13m **Norwich International Aviation Academy** is due to open in 2016. It is a partnership between Norwich International Airport, KLM UK Engineering Limited, UEA and City College Norwich and will train and develop aviation professionals through a ‘real world’ learning environment, attracting both local and international students.


## GREAT LOCATION


Norwich is at the heart of East Anglia. Surrounded by beautiful countryside, breath-taking beaches and the stunning Norfolk Broads, Norwich is an ancient city with its eyes firmly on the future.

 International airport only 10 mins from the city centre

 Daily flights to Amsterdam, Manchester, Aberdeen and Edinburgh

 1 hr drive to Cambridge

 1 hr 40 mins train time to London

 2 hrs by car to London

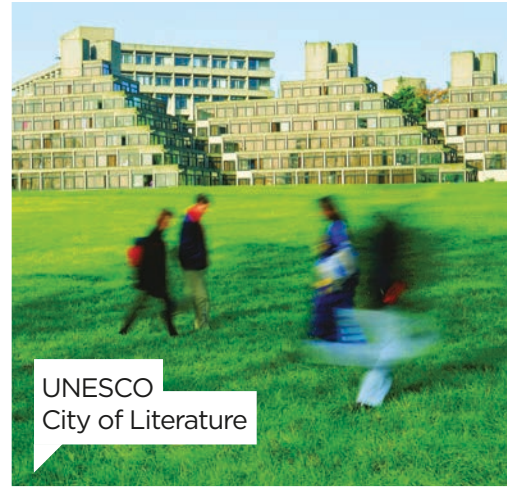




Home to BBC East and Anglia TV



Premier League football team



UNESCO City of Literature



World class art gallery



UK's most popular library



High Street of the Year 2014



Colman's Mustard since 1814



Home to Aviva



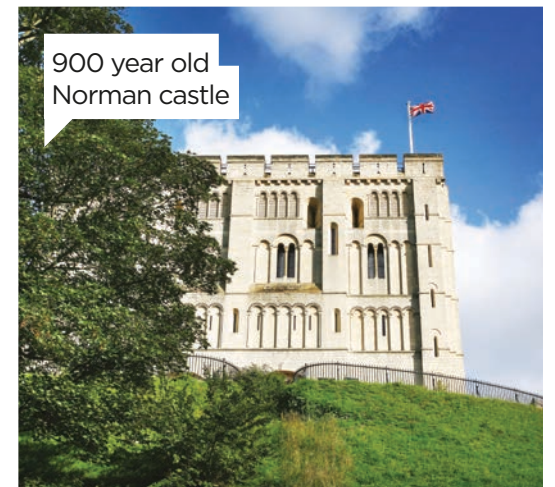
Top shopping destination



IKEA's first concept store



England's largest open air market



900 year old Norman castle



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