



JaeVee
YOUR PROPERTY PARTNER

Market Research

Norfolk, UK

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About Norfolk

About Norfolk

Located in East Anglia, Norfolk enjoys over 90 miles of unspoilt coastline, beautiful countryside, the unique Broads National Park, forests and heathland, internationally important nature reserves, picturesque market towns, amazing birdwatching and the seaside resorts of Great Yarmouth, Cromer, Wells-next-the-Sea and Hunstanton.

It's capital, Norwich, is considered to be the most complete medieval city in Britain and is a city heritage, culture and shopping. The county of Norfolk boasts countless outdoor activities, a fantastic variety of family theme parks and attractions, historical sights and Royal connections.

[1]

About Norfolk

The historic market town of Wymondham (where No.10 The Abbey is based) is located just 9.5 miles southwest of Norwich.

Today, the attractive town centre is home to many fascinating buildings, streets and shops. From the magnificent 900 year old Wymondham Abbey and countless picturesque riverside walks, to the delightful timbered medieval 14th century Green Dragon pub, a historic railway and the ever-popular Wymondham music festival which is held every year, this historic Norfolk town offers much to offer; a lively atmosphere, bags of character and plenty to see and do.

[2]

Norfolk Gallery



Economy In Norfolk

Economic Performance

Agriculture

Agriculture is the dominant land use in the county and in 2011 agriculture, forestry and fishing enterprises made up 11% of all VAT and PAYE registered enterprises in Norfolk.

Public Sector

The most significant sector in Norfolk, in employment terms, is the Public Sector (public administration, defence, education and health), which in September 2010 employed 29.5% of the working population.

[3]

Economic Performance

Tourism

Tourism is the largest sector industry in the county, supporting 65,398 jobs (18.4% of all employment) and contributing £3.245 billion to the local economy.

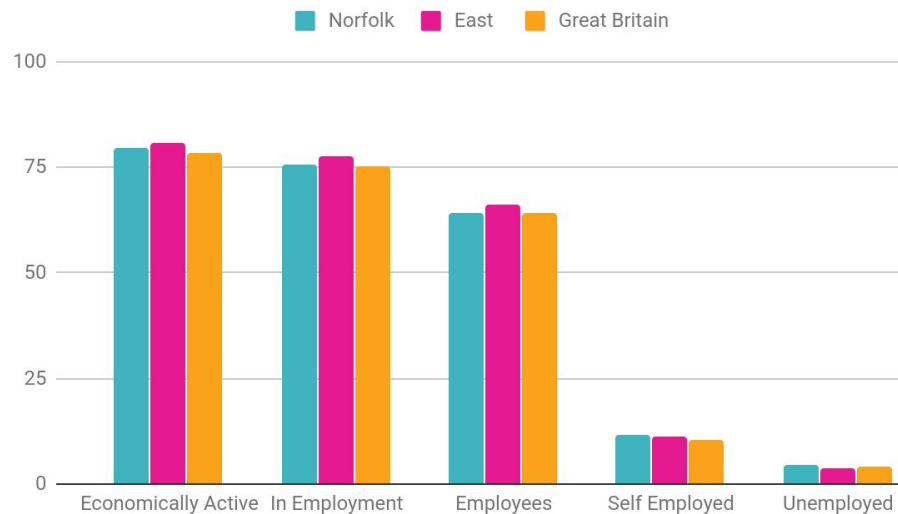
Research estimates that in 2017 there were 3,266,000 staying trips to Norfolk, staying a total of 13,492,000 nights. The total number of day visitors was estimated at 43,443,000.

[3]

Employment

The percentage of people who are economically active in the Norfolk area is 79.4%. The percentage of people in employment is 75.7% with 11.5% self-employed. The unemployment percentage is 4.7%. ^[4]

Employment and unemployment (Oct 2017-Sep 2018)



All People	Norfolk	East	Great Britain
Economically Active	79.4	80.9	78.5
In Employment	75.7	77.7	75.1
Employees	64	66.2	64.3
Self Employed	11.5	11.3	10.6
Unemployed	4.7	3.8	4.2

Employers

Rank	Company	Sector	Turnover (last available year)
1	Aviva Plc	Financial Services	£3,930,000,000
2	Greene King PLC	Food, Drink & Agriculture	£2,073,000,000
3	Cranswick Country Foods	Food, Drink & Agriculture	£1,069,604,000
4	Forfarmers UK Limited	Food, Drink & Agriculture	£545,988,000
5	Baxter Healthcare Limited	Health & Life Sciences	£433,317,000
6	Acteon Group Limited	Ports, Logistics & Energy	£426,822,000
7	Jade 320 Limited (Midwich)	General Retail	£370,000,000
8	East of England Co-Operative Society Limited	General Retail	£347,700,000
9	R.Robinson & Co.(Motor Services)Limited	General Retail	£341,469,000
10	Hutchison Westports Limited	Ports, Logistics & Energy	£327,728,000



Household Income

The average median annual gross pay for all Norfolk employees was around £20,400 in 2016 (provisional data) – an increase of 3.9% on the previous year. This compares with higher annual gross pay for the East of England of around £24,200 and for England of around £23,400 in 2016. Over the last year, Norfolk's pay gap has narrowed, compared to national pay.

In 2016, South Norfolk, King's Lynn & West Norfolk and Norwich had higher than Norfolk average pay.^[51]

Population

Norfolk's population could rise by an estimated 60,600 over the decade to 2022 - this is an increase of 7.0%. The population of the region is predicted to rise through 2039 driving demand for housing still further. Without significant house building the housing shortage will significantly worsen, leading to house price increases over the next 20 years.

There are no trends towards significantly greater increases in population within the county with population growth seeming fairly uniform across the county although South Norfolk, Norwich and Breckland are projected to be the fastest growing districts in the county.

Population (continued)

Norfolk has an ageing population. It is expected that around 25% of the population will be aged 65 and over by 2022 while the 85+ population is projected to grow significantly with a 40% increase by 2022 – this is higher than the national average.

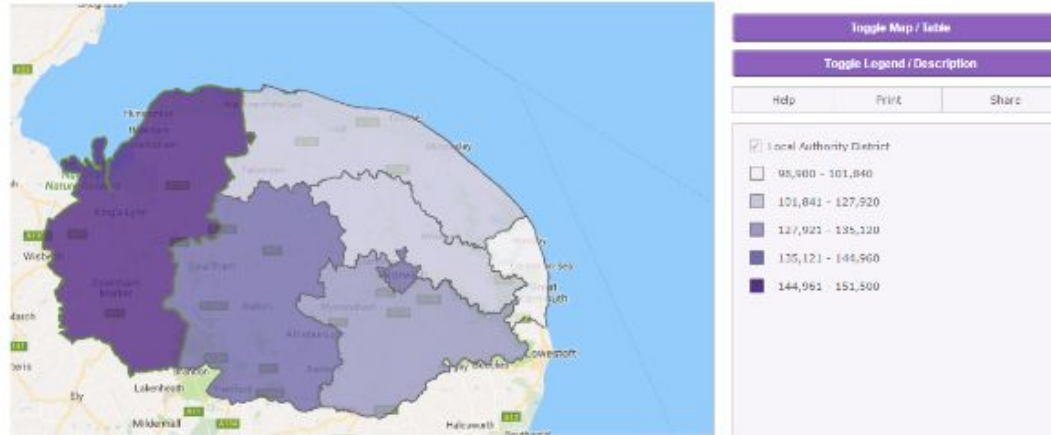
[23]

Quality Of life

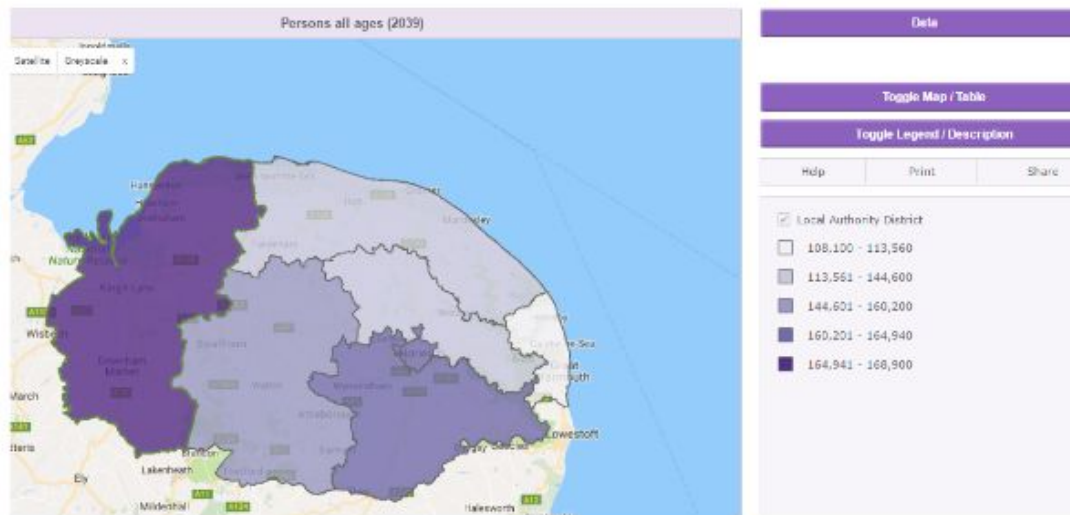
- Norfolk people rate their life satisfaction and happiness more highly than the England average, and their anxiety levels as lower than the average.
- The Norfolk district of Broadland was named Britain's most peaceful place. The area has a population of 125,000, but only eight violent crimes were reported in 2015.
- Research conducted by business psychologists OPP revealed that 77% of employees in Norwich are satisfied in their current job.
- The Upper St Giles Street area in Norwich has been named one of the "30 coolest places to live in Britain"

Projections To 2039

2016



2039 projections



Norfolk Property Market Review

Overview

Burgeoning demand for a life in Norfolk and Suffolk and a lack of homes has pushed the region's house prices up by more than 10% in 2016 – almost twice as much as the rest of the UK. Housing experts have put the rapid rise down to a growing desire to set up home in the east – and a lack of bricks and mortar ready for buyers.

In Norfolk, the biggest increase was seen in South Norfolk, where an average home now costs £245,771 – up 10.2%, or £22,724, on the £223,047 figure from December 2017. Breckland, Norwich, West Norfolk and Broadland also rose quicker than the national average.

Overview (Continued)

In December 2018 Norfolk County Council owned property company, Repton, appointed Norfolk based developer Lovell to build more than 400 new homes in Norfolk over the next three years. [52]

Government Funding - New Anglia

New Anglia LEP's total Growth Deal from Government is £221.5m to 2021. It is forecast to create up to 16,000 new jobs, 3,000 new homes and the potential to generate an additional £240m public and private investment.

In January 2015, New Anglia LEP was awarded £48.5m with aviation, engineering and innovation at the heart of the government funding. The latest round of funding will deliver up to 2,000 new jobs and 750 homes in the area by 2021.

Government Funding - New Anglia

The funding included £3m for the development of the Aviation academy at Norwich International Airport which will support 80 apprenticeships every year as well as further and higher education courses in all aspects of the aviation industry.

Government Funding - New Anglia

New Anglia have identified all the places in our area that host high impact sector activity and are expected to grow by 1,000 jobs and 1,000 dwellings over the relevant Local Plan period. These areas include:

- Greater Norwich which can build on their City deals and include all high impact sectors.
- Lowestoft and Great Yarmouth, which are designated a Centre for Offshore Renewables, have an Enterprise Zone and are to be an assisted area.
- Kings Lynn and Downham Market.
- Fakenham and Wells in North Norfolk, which are becoming a service base for North Sea energy.

Government Funding - New Anglia

In population terms, Norwich is among the ten fastest growing urban centres in the country enabling them to achieve Wave 2 City Deals. The Greater Norwich City Deal was approved in December 2013 and covers Norwich City Council, South Norfolk District Council and Broadland District Council. The deal includes proposals to generate £100 million of private investment, support 300 new businesses and create 19,000 jobs.

Housing Shortage

The New Anglia Local Enterprise Partnership (LEP) has pledged to build 117,000 new homes in Norfolk and Suffolk before 2026 as part of a strategy for the area.

The Greater Norwich Development Partnership (GNDP) blueprint outlines where more than 37,000 homes should be built in the city and parts of Broadland and south Norfolk up to 2026 to cope with the rising population and house building shortfall.

[22]

Property Prices

Figures from the Land Registry show that whilst historically London has out-performed Norfolk for house price increases, the figures show that the house price increases in Norfolk have outstripped those of London in recent times.

<u>Region</u>	<u>% House Price Change (annual)</u>				
	2012/1 3	2013/1 4	2014/1 5	2015/1 6	2015/1 7
England	1.75%	6.85%	7.43%	8.46%	9.58%
London	7.24%	14.14%	13.10%	13.09%	8.12%
Norfolk	0.93%	6.98%	6.95%	7.54%	8.16%

Figures taken from the Land Registry

Property Prices (Continued)

In Norfolk, the biggest increase was seen in South Norfolk, where an average home now costs £245,771 – up 10.2%, or £22,724, on the £223,047 figure from December 2017. Breckland, Norwich, West Norfolk and Broadland also rose quicker than the national average, with rises of 10%, 9.2%, 8.2% and 7.6% respectively.

Annual house price growth in the region's coastal districts was slightly slower, with property prices in Great Yarmouth rising by 4.3%, 4.1% and 5.4% in North Norfolk.

[21]

Norfolk Regional Property Prices

Average house price rises

	Dec-15	Oct-16	Increase in £	Increase in %
Norwich	£177,726	£194,111	£16,385	9.20%
South Norfolk	£223,047	£245,771	£22,724	10.20%
Breckland	£193,674	£213,101	£19,427	10%
Broadland	£226,988	£244,183	£17,195	7.60%
Great Yarmouth	£147,129	£153,529	£6,400	4.30%
Waveney	£169,488	£176,472	£6,984	4.10%
North Norfolk	£216,631	£228,363	£11,732	5.40%
West Norfolk	£184,699	£199,929	£15,230	8.20%
Norfolk	£195,412	£211,130	£15,718	8%
Suffolk	£209,209	£227,922	£18,713	8.90%

UK Regional Property Prices

Average property value and increase by region

Ranking	Region	Current average value	% increase in value since January 2016
1	East of England	£358,401	11.56%
2	West Midlands	£220,993	8.74%
3	South East England	£411,736	8.44%
4	South West England	£297,054	7.88%
5	North West England	£190,005	7.57%
6	East Midlands	£209,183	7.42%
7	Yorkshire and The Humber	£173,362	5.58%
8	Scotland	£185,344	5.56%
9	London	£680,593	5.12%
10	Wales	£179,096	3.80%
11	North East England	£187,683	2.41%

[21]

Source: Zoopla, December 2016

Norfolk Historical Performance 2012 -'17

Average price: Norfolk from February 2012 to February 2017

Key: ● all property types



House price index: Norfolk from February 2012 to February 2017

Key: ● all property types



Norfolk Historical Performance 2012 -'17

Norwich

Average price: Norwich from February 2012 to February 2017

Key: ● all property types



House price index: Norwich from February 2012 to February 2017

Key: ● all property types



Outlook

According to the RICS housing forecast for 2017:

- Transactions set to stabilise in line with recent trend, but fall short of full year 2016 outturn
- Supply shortfall to continue pushing prices higher with prices to increase by 3%
- Rents likely to increase by 2-3% across the UK in 2017

East Anglia is likely to continue its trend during 2018 and alongside the North West and West Midlands is likely to record gains higher than the national average.

Infrastructure

Norfolk has enjoyed economic growth, supported by various projects. One of those was the Norwich Northern Distributor Road (NDR), which stretches from the A47 at Postwick to the A1067 Fakenham Road, over the Norwich to Sheringham railway line.

With the reduction in congestion into the city, this has provided an economic boost for the region, and will boost demand for property will drive up property prices, especially as there is a general lack of housing supply.

GVA

In the East of England, Gross Value Added (GVA) per job in the area was £36,244, some 10% below the UK average of £40,007. The East of England forecasting model predicts that pre-existing investment plans will see this gap remain.

The Strategic Economic plan is hoped to help extinguish the gap by 2026 when gross added value per job will equal the national average.

Although the East of England forecasting model indicates that Norfolk's GVA per capita has steadily increased since 2014. Norfolk typically has a much lower GVA per capita figure than that of the UK.

[24]

Tourism In Norfolk

Tourism

Tourism is the largest sector industry in the county, supporting 61,521 jobs (17.3% of all employment) and contributing £3.055 billion to the local economy.

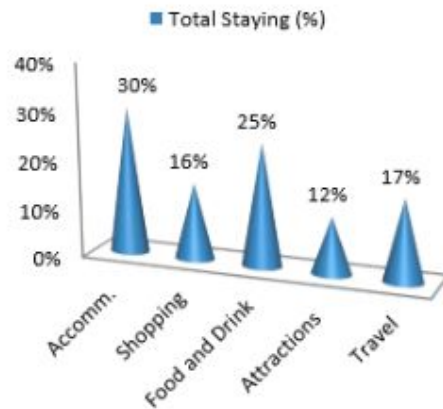
Research estimates that in 2015 there were 3,083,000 staying trips to Norfolk, staying a total of 12,140,000 nights. The total number of day visitors was estimated at 39,665,000.

Tourism (Continued)

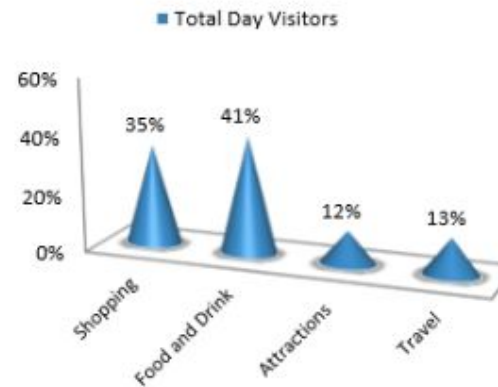
Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£192,525,000	£87,776,000	£161,217,000	£74,076,000	£112,037,000	£627,631,000
Overseas tourists		£24,488,000	£25,641,000	£20,343,000	£10,280,000	£9,128,000	£89,880,000
Total Staying		£217,013,000	£113,417,000	£181,560,000	£84,356,000	£121,165,000	£717,511,000
Total Staying (%)		30%	16%	25%	12%	17%	100%
Total Day Visitors		£0	£497,112,000	£581,036,000	£164,542,000	£182,666,000	£1,425,356,000
Total Day Visitors		0%	35%	41%	12%	13%	100%
Total	2015	£217,013,000	£610,529,000	£762,596,000	£248,898,000	£303,831,000	£2,142,867,000
%		10%	28%	36%	12%	14%	100%
Comparison	2014	215,352,000	586,909,000	734,260,000	240,697,000	294,312,000	2,071,530,000
Difference		1%	4%	4%	3%	3%	3%

Breakdown of expenditure



Breakdown of expenditure



Tourism (Continued)

The East of England region experienced a 8% increase in overnight trips during 2015. Bednights were down 5% on 2014 and expenditure was up by 2%. This resulted in an decrease in the average length of trips (the number of night per trip) from 3.3 nights per trip in 2014 to 2.9 in 2015.

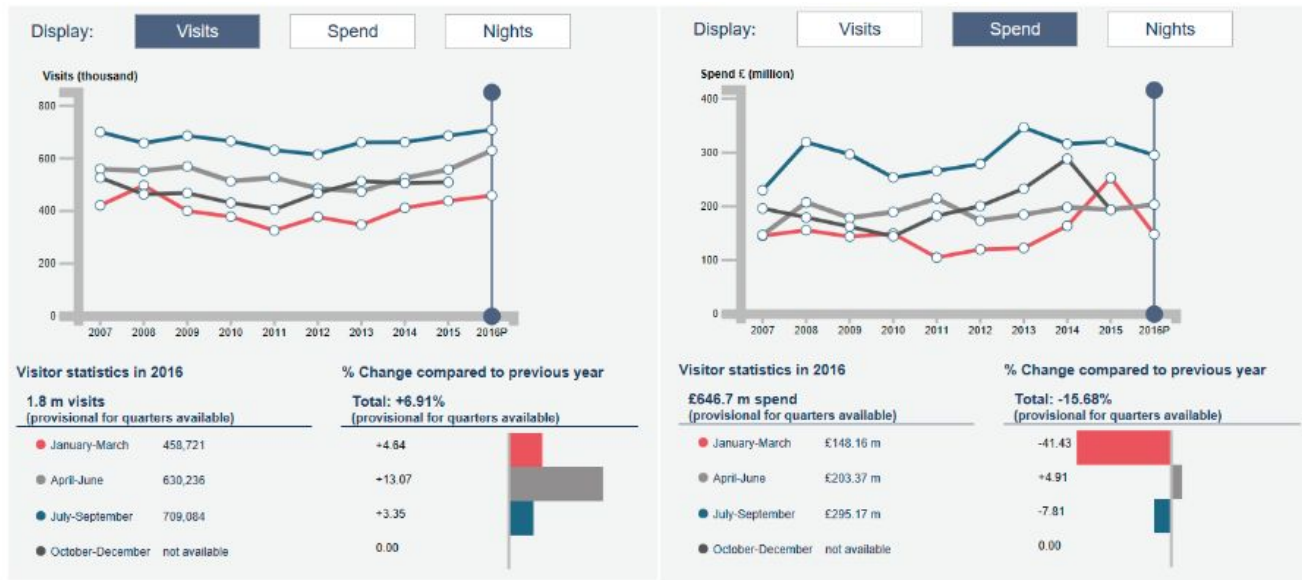
The average spend per night was up from £53.4 per night in 2014 to £57.7 in 2015. The region received a more visitors in 2014 than in the previous year. However, those who did visit stayed for shorter periods of time, meaning that overall trip expenditure was down from £178.7 per trip in 2014 to £167.5 in 2015. ^[25]

Tourism (Continued)

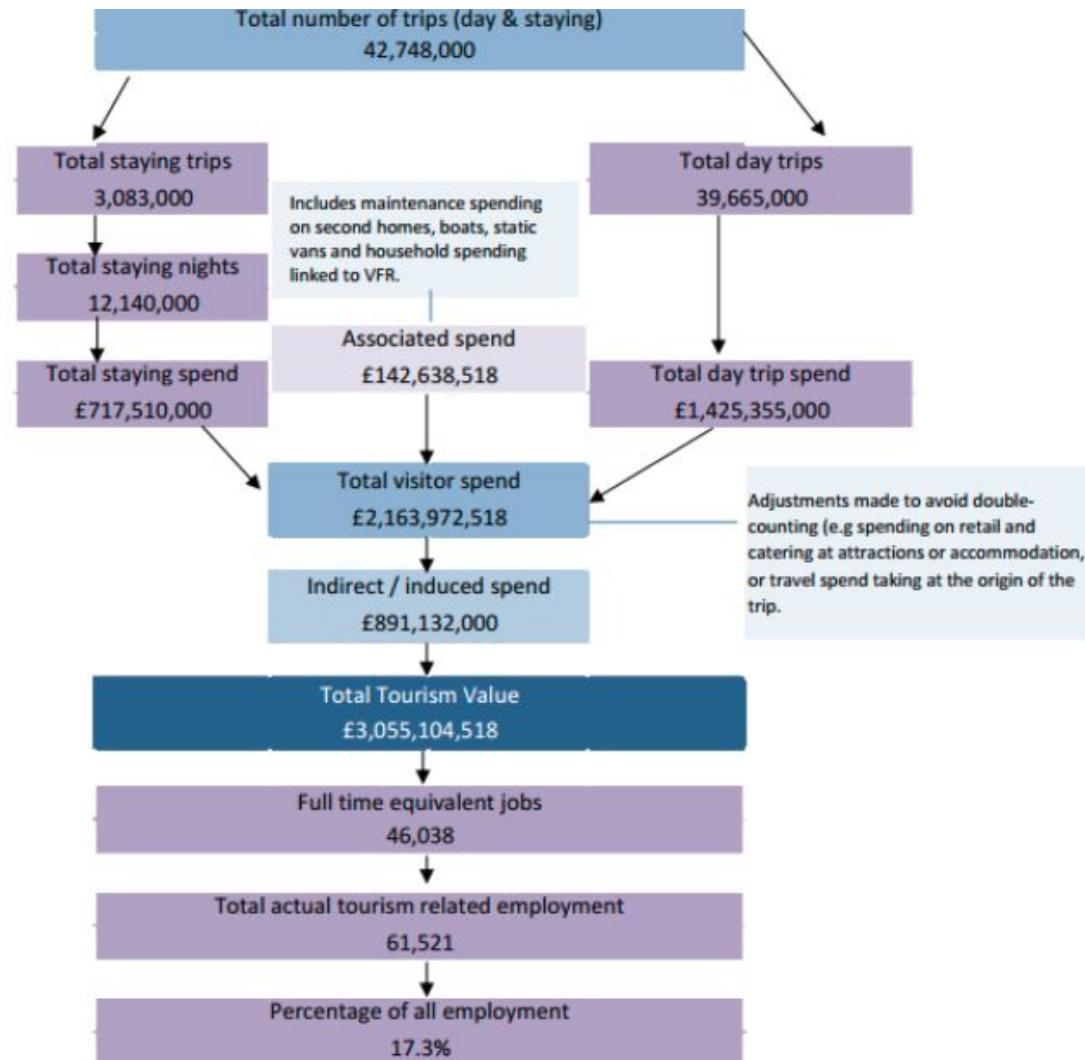
Overseas trips to the East of England region were 4% up on 2014 to reach 2.2 million overnight trips. The total number of nights was down by 1% to reach 16.7 million in 2015. Spend was also down less than 1% to £960 million in 2015.

[25]

Overseas Visitors – East of England



Economic Impact Of Tourism

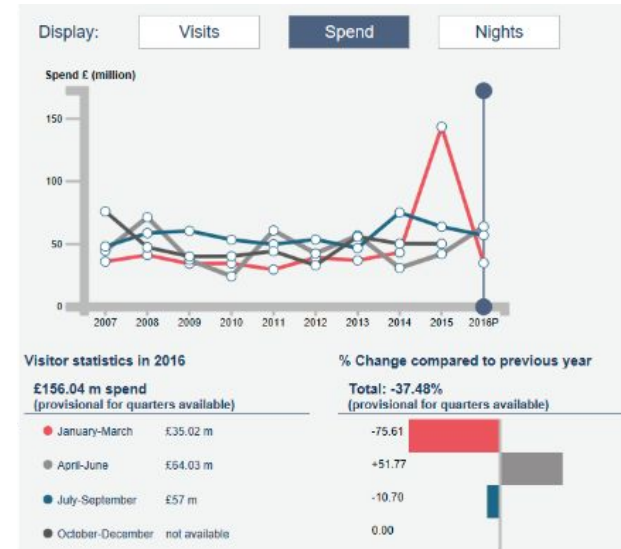


[25]

Top 10 Visitor Attractions

Attraction	District	CRU	Visitors
Dinosaur Adventure	Broadland	Rural	259000
Norwich Castle Museum and Art Gallery	Norwich	Urban Coastal	214080
The Poppy Line (North Norfolk Railway)	North Norfolk	Rural	165908
Blickling Hall, Gardens and Park	Broadland	Rural	158958
Felbrigg Hall, Garden and Park Pensthorpe Nature Reserve & Gardens	North Norfolk	Rural	95000
Oxburgh Hall	Breckland	Rural	87193
RSPB Titchwell Marsh Nature Reserve	King's Lynn and West Norfolk	Coastal	78800
Wells and Walsingham Light Railway	North Norfolk	Coastal	55000
Merrivale Model Village	Great Yarmouth	Coastal	38710
Holt Country Park	North Norfolk	Rural	32000

Business Tourism – East of England



Norwich International Airport

Norwich International Airport brings in overseas tourists directly to the Norwich area as well as from other UK cities such as Aberdeen and Manchester.

Over the last few years, the number of passengers has risen, indicating a growth in tourism in the area. They aim to increase passenger numbers to 930,000 by 2030.^[6]



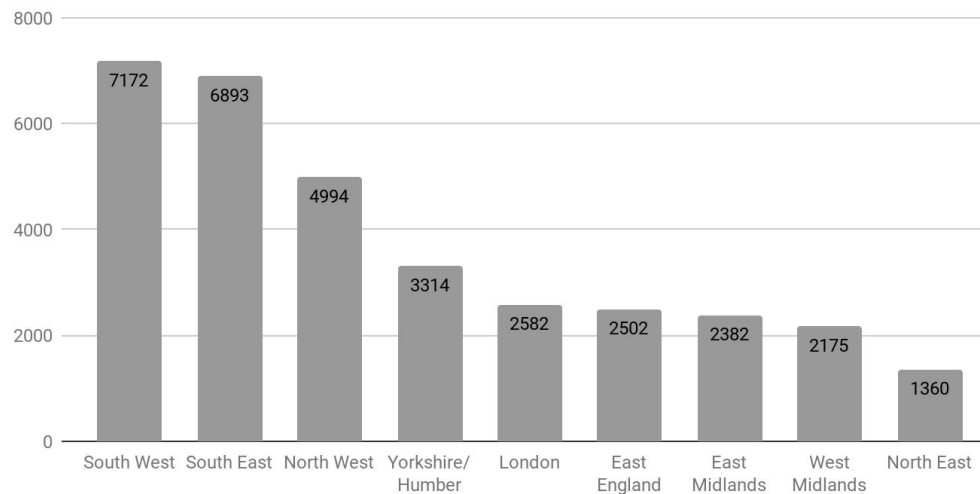
[7]

Serviced Accommodation

Serviced Accommodation rated in the latest Visit England Report (January 2018) have found that since last year, occupancy rates have increased by 1% and the demand for rooms have increased by 2.5%. Small town rooms in particular, had occupancy increase of +1% to 58%.

[8]

Number of serviced accommodation establishments in England in 2016, by region

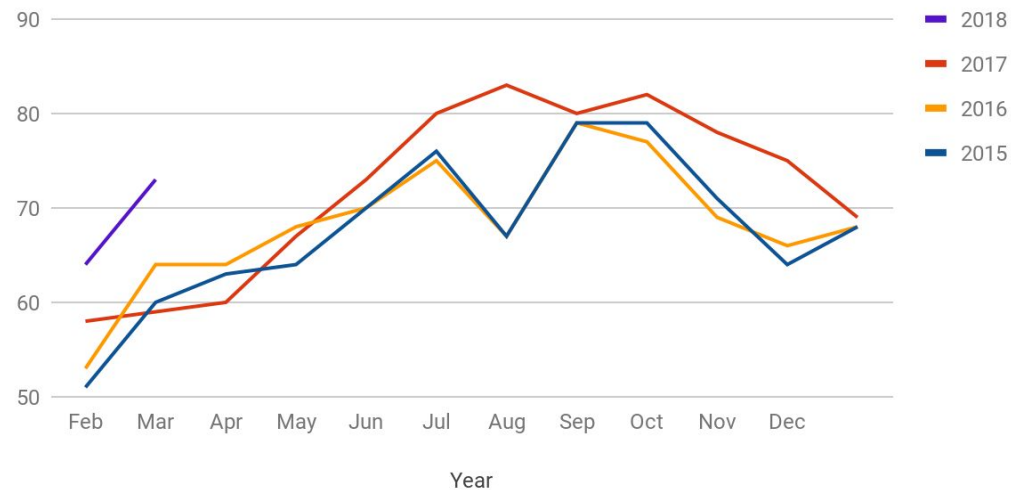


Serviced Accommodation Demand

Room occupancy of serviced accommodation is naturally seasonal, with peaks in the Summer and at Christmas time.

Over the last 3 years, the average occupancy rate in the East of England has increased by 1%, showing steady market growth. ^[9]

Occupancy Rates in Serviced Accommodation Units in East England (2015-2018)



Investments in Norfolk

(Attracting visitors to the area)

Major Development and Regeneration Projects

The New Anglia Development Plan have identified all the locations in our area that host a high impact sector activity and are expected to grow by 1,000 jobs and 1,000 dwellings over the relevant Local Plan period.

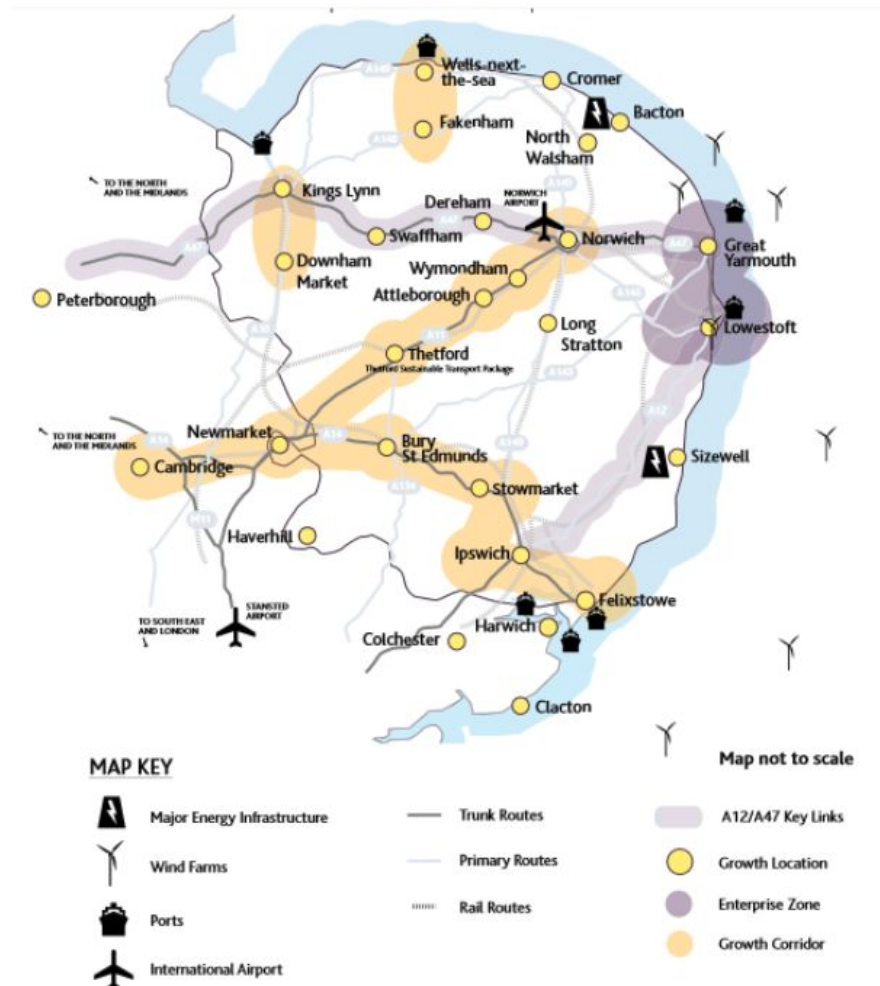
These locations need investment to directly unlock employment or housing sites; to provide access to the trunk network; and they need packages of investment in sustainable urban transport that reduce car-borne congestion. In addition, the national rail and road networks need more capacity.

Major Development and Regeneration Projects

As well as the major urban areas, they have identified two groups of towns along the A14 and A11 corridors that taken together can make an important contribution to overall growth, as well as some individual towns that make an important contribution to sector growth. These are identified on the Growth Locations map.

[24]

Major Development and Regeneration Projects



Major Development and Regeneration Projects

The **Greater Norwich** area has the largest economy in the New Anglia area and will see the largest concentration of growth. It is a world leader in life and environmental science, technology and manufacturing.

The Norwich urban area - and its immediate surroundings (Norwich City Council and parts of Broadland and South Norfolk) - has a [24] population of around 250,000, 150,000 jobs, and two universities. Norwich also attracts over 5 million visitors per year.

Major Development and Regeneration Projects

The south west quadrant is home to the **Norwich Research Park** (NRP). NRP and the private sector have worked with the local authorities to bring forward expansion plans including 60 ha of land with planning permission.

The quadrant also has the Longwater employment area (over 13ha available), Easton College, the Royal Norfolk Showground and the proposed Food Hub in Easton. [24]

Major Development and Regeneration Projects

The quadrant also has 8,000 dwellings planned on surrounding strategic sites - **Bowthorpe** (1,000 dwellings), **Cringleford** (1,200 dwellings), **Hethersett** (1,200 dwellings), **Wymondham** (2,200 dwellings) and **Easton/Costessey** (1,400 dwellings) plus 1,300 remaining dwellings on strategic sites already under construction.

[24]

Major Development and Regeneration Projects

The North East Quadrant provides a focus for advanced manufacturing and the energy sector (including low carbon). This quadrant includes **Norwich International Airport** with its associated employment areas, a complex of existing business parks centred on **Broadland Business Park**, and the **Rackheath** eco town proposal.

[24]

Major Development and Regeneration Projects

Lowestoft and Gt. Yarmouth have a strong base in manufacturing and food and drink processing, including large employers such as Birds Eye.

Manufacturing has seen job losses over the last decade but there is potential to attract new investment in the sector. The two towns also have strong tourism and leisure industries which have potential for growth. [24]

Major Development and Regeneration Projects

However, the main opportunity for growth is the energy sector. The area is a major base for the construction, operations and maintenance and servicing of offshore energy production - oil, gas, wind and tidal energy - in the North Sea. Housing growth includes plans for around 2,000 dwellings in Great Yarmouth and 2,700 in Lowestoft. [24]

Major Development and Regeneration Projects

Attleborough is planned to increase in size by 4,000 dwellings. This will require major urban extensions and radical changes to the town centre.

Thetford is a centre for agri-tech and tourism with ambitions to deliver a 5,000 home mixed use urban extension and open up new areas of employment land in the town. [24]

Major Development and Regeneration Projects

Kings Lynn and Downham Market - There is a target of 5,000 additional jobs by 2021 with an increase in the proportion of higher skilled jobs and 8,000 dwellings in the corridor by 2021. The majority of these will be sited in **Kings Lynn**, including in an expansion area to the southeast of the town.

RAF Marham is one of the largest and busiest bases in the RAF. [24]
Around 5,000 people are employed on the base which also hosts Rolls Royce and BAE Systems.

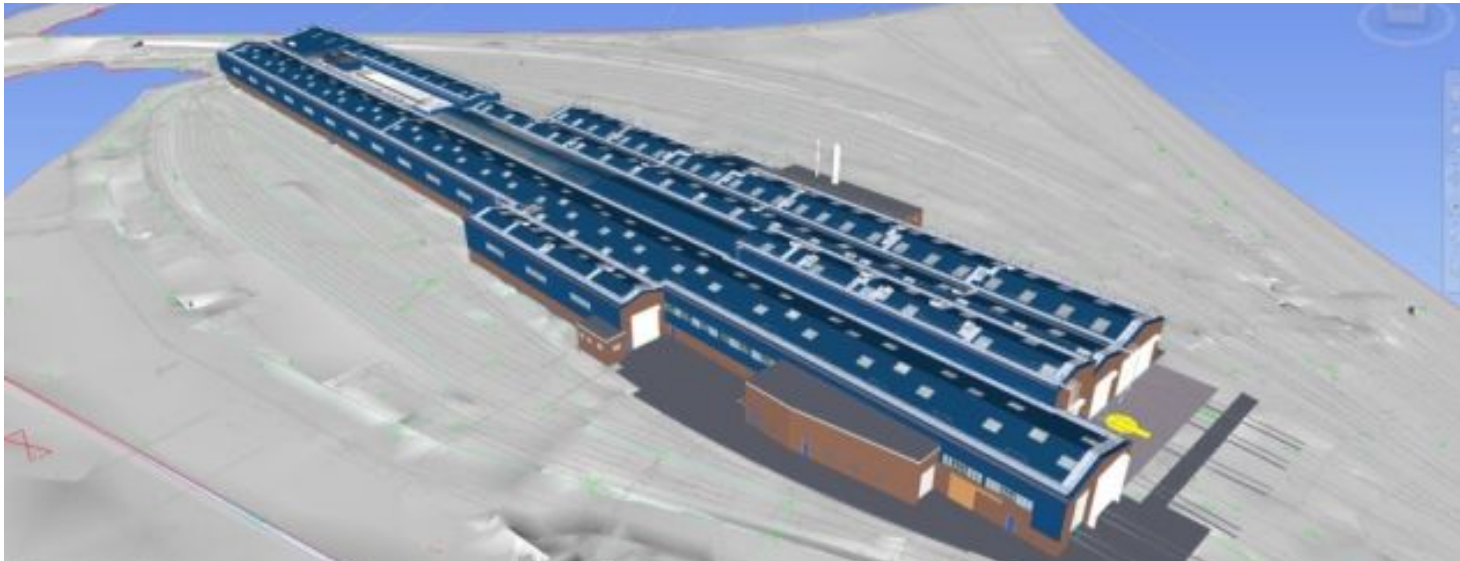
Local Redevelopment

Work has begun on a multi-million pound project to prepare a **Norwich depot** for the new fleet of trains that will serve the region from 2019. Greater Anglia is investing more than £40m in the scheme which will see the Crown Point depot transformed to accommodate the longer trains.

The large scale expansion will include better facilities to house and maintain the 58 new trains being built by Stadler, as well as a new train washing facility, improved servicing equipment and the ability to store and dispense more fuel.

Local Redevelopment

Stadler will be responsible for maintaining its brand new trains at the depot and around 70 Greater Anglia staff will transfer to Stadler, with some spending time training with the company across Europe.



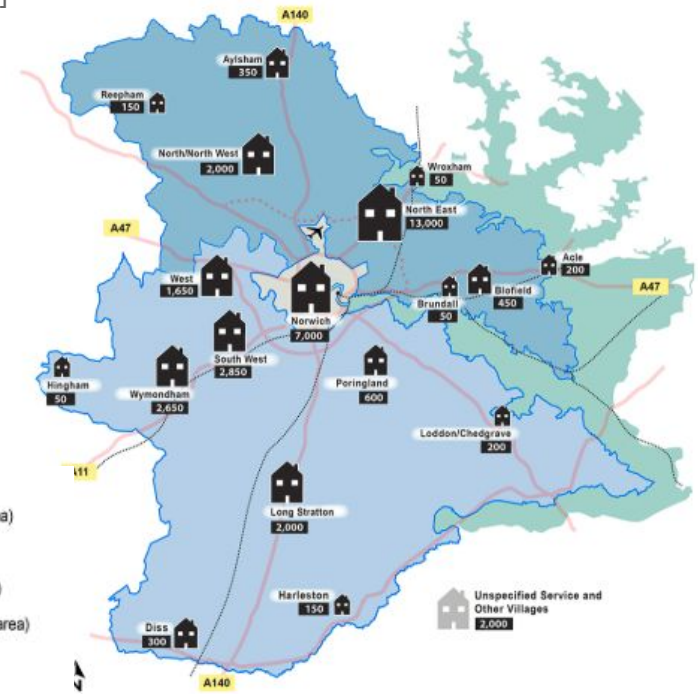
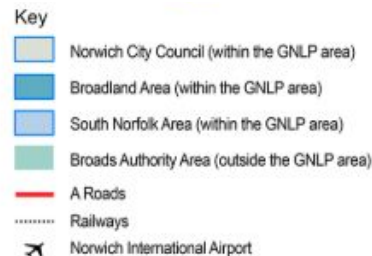
Artist impression of the Crown Point depot in Norwich. Picture Greater Anglia.

[10]

Local Redevelopment

Norwich

- More cycle parking across the city plus a potential new secure facility in the city centre and to create a continuous cycle link between Norwich and Wymondham. ^[12]
- Sites for over 80% of the homes needed to 2036 have already been identified through our current plans. The map below shows their broad locations. ^[13]



Local Redevelopment

Plans to transform Norwich Castle Museum and recreate its medieval keep have won £9.2m of lottery funding.

The proposals include reinstating the keep's original Norman floor level. The castle has dominated the city's skyline since it was built in the 11th Century.

The development will also include a new medieval gallery, designed in partnership with the British Museum.

If plans are approved work could start by summer 2019, with the transformed keep due to reopen in 2020.

Local Redevelopment

Norwich - Anglia Square Redevelopment

Plans have been submitted to Norwich City Council for the redevelopment of the rundown Anglia Square shopping complex. Working with the investment firm Columbia Threadneedle, Weston Homes is proposing to demolish the existing shopping centre, along with the neighbouring Sovereign House.

The buildings will be replaced with more than 1,200 new homes, a new leisure quarter, a 200-bed hotel, multi-storey car park and a new home for Surrey Chapel. Also included in the plans is a 25-storey tower block and replacement cinema. ^[15]



Norfolk Infrastructure

Transport

Highways

Norwich stands north of the A47 (bypassed to the south of the city), which connects it with Great Yarmouth to the east, and King's Lynn and Peterborough to the west. There are plans to upgrade the A47, especially sections that are still single-carriageway, prompted partly by the ongoing construction of Great Yarmouth Outer Harbour.

Norwich is linked to Cambridge via the A11, which leads to the M11 motorway for London and the M25. It is linked to Ipswich to the south by the A140 and to Lowestoft to the south-east by the A146. Norwich has the UK's first not-for-profit city-wide car club. ^[16]

Transport

Trains

Norwich railway station lies east of Norwich city centre, and is managed by Greater Anglia. It forms the northern terminus of the Great Eastern Main Line with half-hourly services to London Liverpool Street hauled by British Rail Class 90 locomotives, and is also linked to the Midlands with hourly services to Liverpool Lime Street, operated by East Midlands Trains Class 158 DMUs via Peterborough, Nottingham, Sheffield and Manchester Piccadilly. ^[16]

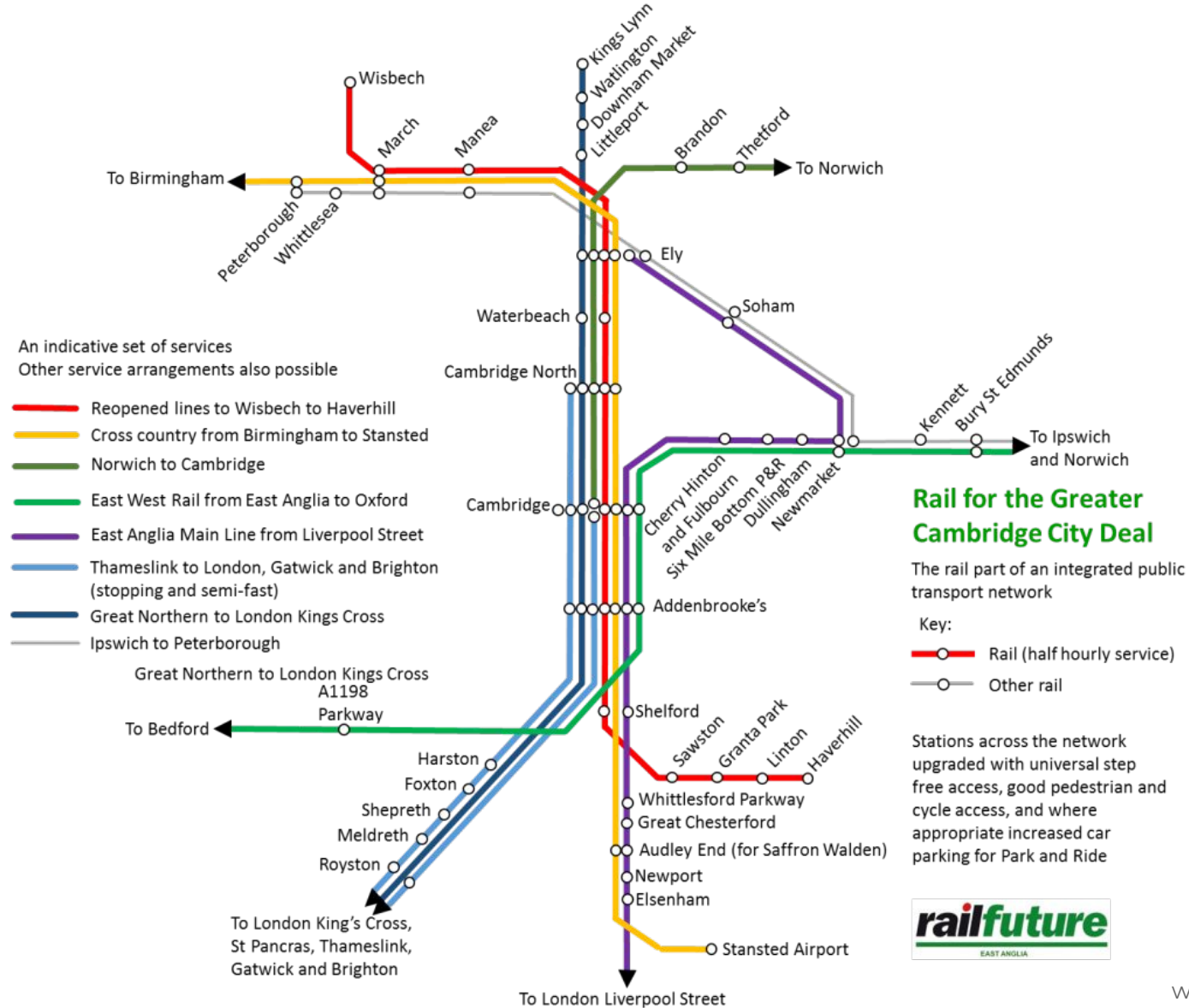
Transport

Additional hourly regional services to Cambridge, and out of Norwich as far as Ely, are run along the Breckland Line also by Abellio Greater Anglia which additionally runs hourly local services to Great Yarmouth and Lowestoft, using the Wherry Lines, and to Sheringham, using the Bittern Line.

[16]

These all use either Class 156 or Class 170 DMUs. Norwich is the site of Norwich Crown Point Traction Maintenance Depot (TMD).

Transport



Transport

Public Transport

The bus companies serving Norwich include BorderBus, First Norfolk & Suffolk, Konectbus and Sanders Coaches. Destinations throughout Norfolk and beyond are served, as are Peterborough and Lowestoft.

National Express run ten coaches a day to the three main London airports (Stansted, Heathrow and Gatwick), five a day to London, and one a day to Birmingham. Megabus also operate a daily service to London. Most bus and coach services run from Norwich bus station or from Castle Meadow.

Transport

Norwich has six park and ride sites run by Konectbus [176], as Norwich Park & Ride, one of the larger UK operations. Almost 5,000 parking spaces are provided, and in 2006 3.4 million passengers used the service. [16]

Transport

Air

Norwich International Airport is a feeder to KLM's Schiphol hub. FlyBe, Eastern Airways all serve Norwich. Through Bristow Helicopters Norwich airport serves the offshore oil and gas industry.

The airport was originally the airfield of RAF Horsham St Faith. One of the old RAF hangars was once the home of Air UK, which grew out of Air Anglia and was then absorbed by the Dutch airline KLM.

[16]

Transport

Bicycle

National Cycle Route 1 passes through Norwich, linking Beccles and Fakenham (and eventually Dover and the Shetland Islands).

[16]

Transport

Proposed Developments

In 2017 the first part of a new 11-kilometre (6.8 mi) road, the Norwich Northern Distributor Road, linking from the A1067 to the north west of the city to the A47 road to the east of Norwich was opened.

The remainder of the road opened in 2018. There is also discussion of building the Norwich Western Link section from the A1067 to the A47 southern bypass to the west, as originally proposed. ^[16]

Transport

Sustrans plans to build a bridge between the Riverside area and Whitlingham Country Park as part of the Connect2 project, using funds from the National Lottery. The country park is currently cut off from the main residential areas by the River Yare and River Wensum.

Other proposals in the Norwich Transport Strategy include limiting traffic on some roads, introducing five rapid bus links into the city, and creating a train/tram link to the Rackheath eco-town. ^[16]

Amenities

Shopping - Norfolk has a wide variety of shops to browse, from large department stores to small individual galleries and boutiques.

Norwich is one of the top ten shopping destinations in the UK and has a mix of individual shops and high street names, set out on attractive streets and lanes.

On the Norfolk Coast you will find many art and craft galleries, mixed with traditional seaside gift shops. The Norfolk Broads has some of the great Norfolk bargain shops, as well as an increasing number of craft shops selling Norfolk produced goods. Other Norfolk shopping gems include the towns of Holt and Wymondham. ^[17]

Amenities

Nightlife - Norfolk and its surrounding neighborhoods offer breweries with tasting rooms, beer bars, lounges, chef-owned restaurants and nightclubs. It's no secret that this city loves live music, Norfolk was named one of the Best Small College Towns with the Best Music Scenes. From live music venues to low-key late-night hangouts, Norfolk delivers whatever you and your friends are in the mood for. ^[18]

Healthcare - Norfolk has 13 hospitals, over 50 clinics and plenty of pharmacies for the residents of Norfolk. ^[19]

Conclusion

Conclusion

House prices in Norfolk area have seen rapid rise, performing strongly against nationwide house price figures for the past few years. This is a result of a combination of factors including quality of life, people moving in from more expensive areas of the South East, and increasing infrastructure and employment.

A lack of housing is being exacerbated not only by the influx of people and increasing natural population but also the slow pace of house building in the region. Agriculture is the dominant land use in the county.

Conclusion

The most significant sector in Norfolk, in employment terms, is the Public Sector making up 29.5% of the working population. Tourism is the largest industry sector in the county and contributes to both the economy and employment levels.

Norfolk is becoming increasingly desirable place to live as other areas of the country become unaffordable to many, retirees are finding it particularly attractive but younger generations are also being drawn by the high standard of living and increased infrastructure making it more accessible. Experts predict that prices will continue to rise, and housing shortage increase into 2019 and beyond.

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Further Information

This prospectus was generated on 07/12/2018 and put together by the team at **JaeVee**.

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