

## Categorisation of Neighborhoods in the Norwich urban area

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### Background & Problem

Each year, many **mid-career professionals relocating from London** seek smaller, quieter, less expensive cities. The reasons are varied, but typically include some combination of:

- A desire to purchase property at more accessible price
- A desire to raise small children in a safer, cleaner environment
- A desire to change pace (e.g. from a hectic banking career to owning a small local business)
- ...and so on

Rather than move back to the city where they grew up, it is not uncommon for these individuals to consider cities they have never lived in, or have only visited once or twice.

They are likely to want an environment which provides not just calm and quiet, but the variety of local amenities and entertainment venues that they have become used to in London. In short, they want to have their cake and eat it, to the best extent possible.

**Norwich** is an interesting choice of location, as it is only 2 hours away from London by train, and provides access to a majestic countryside and the scenic seashores of Yarmouth and Cromer.

In this study, we will explore the neighborhoods of Norwich, attempting to cluster the neighbourhoods in the city based on the types of venues present. I

**The output** will be a small number of categories, with their defining characteristics (in terms of mix of venues) which can be presented to prospective home-buyers to inform their purchasing decisions.

**The key stakeholders** will be **mid-career professionals relocating from London**, as well as **property agents and property sellers based in Norwich** itself