

# URBAN CHANGE IN NORWICH: Migration & Population

## POPULATION GROWTH

Norwich population increased from 140,450 (2014) to 152,150 (2019)  
Growth of approximately 11,700 people over 5 years  
Steady annual increase showing urban expansion  
Growth driven by both natural increase and migration

## INTERNATIONAL MIGRATION

Migrant NINo registrations show international worker influx  
Norwich rates comparable to regional averages  
Diverse workforce from EU and beyond  
Supports key sectors: healthcare, hospitality, universities

## NATIONAL MIGRATION TRENDS

Large inflow of 16-21 year olds (university students)  
Net outflow of graduates to London and South East  
Brain drain: young degree holders leaving Norwich  
Outflow of 31-45 year old graduates to East of England  
Gain of older graduates from London seeking quality of life

## ETHNIC DIVERSITY (2011 Census)

84.7% White British (higher than England average)  
6.1% White Non-British  
4.4% Asian, 1.6% Black, 2.3% Mixed  
Less diverse than national average  
Diversity increasing with recent migration

**Demographics:** Characteristics of population groups (age, gender, ethnicity, education)

**Brain Drain:** Loss of educated/skilled workers to other areas

**NINo Registration:** National Insurance number needed to work in UK - indicator of migration

## IMPACTS:

Opportunities: Cultural diversity, young student population, economic growth, language skills, filled skills gaps | Challenges: Pressure on housing/services, brain drain of graduates, integration needs, aging workforce as young leave

# URBAN CHANGE IN NORWICH: Sustainability & Transport

## SUSTAINABLE TRANSPORT INITIATIVES

Pedalway network: segregated cycle routes across city  
Park & Ride schemes reduce city centre congestion  
Low emission zone proposals to improve air quality  
Investment in electric bus fleet  
20mph zones in residential areas for safety  
Pedestrianization of city centre areas

## TRAFFIC MANAGEMENT CHALLENGES

Norwich suffers from regular traffic congestion  
Medieval street layout limits capacity  
Northern Distributor Road (NDR) built to ease pressure  
Controversial: environmental concerns vs traffic relief  
Air quality issues in city centre  
Balance between car access and pedestrian priority

**Urban Sustainability:** Meeting city needs without compromising future generations

## GREEN SPACES & ENVIRONMENT

Eaton Park, Chapelfield Gardens - major urban parks  
River Wensum corridor as green/blue infrastructure  
Allotments popular for urban food growing  
Tree planting programs to combat climate change  
Wildlife corridors maintained through city

## ENERGY & WASTE MANAGEMENT

Recycling rates improving but below national target  
Household waste reduction campaigns  
Some renewable energy installations (solar panels)  
District heating schemes in new developments

## SUSTAINABLE HOUSING

Eco-housing developments with high energy efficiency  
Brownfield site redevelopment reduces urban sprawl

**Pedalway:** Network of segregated cycling routes designed to encourage cycling

*Urban sustainability aims: reduce environmental impact, improve quality of life, ensure long-term viability*

# URBAN CHANGE IN NORWICH: Deindustrialisation & Regeneration

## DEINDUSTRIALISATION IN NORWICH

Historic industries: brewing, shoe manufacturing, textiles

Factory closures from 1970s onwards

Causes: cheaper foreign production, globalization

Factories couldn't expand in confined urban centres

Left behind derelict brownfield sites

Job losses and economic decline in affected areas

## BROWNFIELD SITE DEVELOPMENT

Previously used land - built on before

Benefits: reduces urban sprawl, services already in place

Near employment/transport, helps revive areas

Challenges: contamination cleanup costly

Old buildings need demolition/clearance

May have poor transport access/congestion

## RIVERSIDE REGENERATION PROJECT

Former industrial area along River Wensum

1988: Derelict factories, warehouses, polluted land

Mixed-use development: housing, retail, leisure

Riverside Walk created - pedestrian/cycle route

Conversion of historic buildings (e.g., warehouses)

New apartments, restaurants, entertainment venues

Improved public realm and green spaces

## REGENERATION SUCCESSES

Transformed derelict area into attractive district

Created jobs in construction, retail, hospitality

Increased property values and council tax revenue

Improved environmental quality along river

Popular leisure destination for residents/visitors

Preserved some industrial heritage buildings

## ONGOING CHALLENGES

Gentrification - rising costs exclude lower incomes. Loss of affordable housing in the area

Traffic congestion increased with new development. Some historic character lost to modern builds

Ongoing maintenance and management costs. Debate over balance: heritage vs development

**Deindustrialisation:** Decline of traditional manufacturing industries in an area

**Regeneration:** Investment and improvements to revive declined urban areas

**Gentrification:** When wealthier people move in, raising prices and displacing original residents

# URBAN CHANGE IN NORWICH: Challenges & Opportunities

## HOUSING CHALLENGES

Rising house prices - affordability crisis  
 Shortage of affordable/social housing  
 Pressure from population growth and students  
 HMO conversion reduces family housing stock  
 Need for diverse housing types

## ECONOMIC CHALLENGES

Graduate retention - brain drain to London  
 Lower average wages than national  
 Decline of traditional industries  
 Competition from online retail affects city centre  
 Need to attract high-value businesses  
 Economic inequality between areas

## SOCIAL & ENVIRONMENTAL CHALLENGES

Air quality issues from traffic  
 Flooding risk from River Wensum  
 Social inequality and deprivation in some wards  
 Integration of diverse communities  
 Aging population in some areas  
 Youth unemployment in deprived areas

## ECONOMIC OPPORTUNITIES

Growing digital/creative sector  
 Universities provide skilled workforce  
 Tourism potential - heritage city  
 Research & development in science/technology  
 Regeneration creates construction jobs  
 Good transport links to London and ports

## SOCIAL OPPORTUNITIES

Rich cultural diversity and heritage  
 Strong community networks  
 University creates vibrant youth culture  
 High quality of life attracts residents  
 Growing food and arts scene  
 Strong voluntary sector

## ENVIRONMENTAL OPPORTUNITIES

Brownfield regeneration protects countryside  
 Potential for more renewable energy  
 River corridor for green infrastructure  
 Cycling potential - relatively flat terrain  
 Sustainable building in new developments  
 Urban greening initiatives

## STRATEGIC PRIORITIES FOR SUSTAINABLE URBAN DEVELOPMENT

### HOUSING

Increase affordable housing supply  
 Diverse housing types  
 Protect green spaces

### ECONOMY

Retain graduates  
 Support high-value sectors  
 Strengthen city centre

### TRANSPORT

Expand sustainable options  
 Reduce congestion  
 Improve air quality

### COMMUNITY

Address inequality  
 Support integration  
 Invest in all areas