



The Prince's
Responsible
Business Network



NORWICH

SHAPING OUR PROSPECTUS



NORWICH

Not Rich

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Introduction

WHAT IF, TOGETHER, WE COULD RESTORE PRIDE, ENERGY AND HOPE TO MANY OF THE UK’S MOST DEPRIVED COMMUNITIES?

The UK is the most unequal country in Europe. While our largest cities have become economic power houses, their near neighbours – that make up a large part of the UK – have missed out on the prosperity they generate and suffered years of neglect.

Attempts to address complex challenges of housing, health and employability with short-term and disjointed approaches only exacerbate problems and weaken trust, leading to loss of confidence and a narrative of failure.

What we do:

- BITC helps places across the UK own their future
- Build on their strengths
- Tackle their most pressing challenges

In communities that have long endured hardship, BITC unites people from all walks of life around a vision for a better future. We nurture collaboration, sustained investment, self-belief and drive. We do this by bringing leaders from businesses, the voluntary sector, universities and the local council together,

and working with them to identify the place’s unique assets, challenges and innovative solutions. We deliver early wins to help build trust and confidence at the same time as longer term more transformational plans. We provide on-the-ground staff, specialist advice and best practice from elsewhere, and advocate for local issues nationally. We continue working with a place for as long as it takes to instil confidence in the future, a spirit of shared endeavour and transformational change.

Our ambition

Our ambition is to enable millions more people in the UK to live and work in a place which they are proud to call home.

Looking to the Future

THE VISION

By 2040, Norwich aims to lead with its welcoming reputation, spreading warmth throughout the city, ensuring its residents feel cared for, valued, and respected within and beyond its walls.

The city centre will be transformed into an accessible metropolis, embracing an inclusive community vibe and welcoming independent shopping venues alongside well-known retail outlets.

Norwich will strive to become a thriving tourist destination, offering a national park experience within the city. Social enterprises will drive a circular economy, supporting local growth, and businesses will thrive with national and global companies growing their presence in the city.

Housing in Norwich will be inclusive, catering to the needs of older adults, disabled individuals, and families, promoting intergenerational living. Children and young people will have access to outstanding education and training facilities, enabling them to realise their full potential.

With a modern transport system and cutting-edge digital connectivity, Norwich will be at the forefront of technological advancements, fostering opportunities for all residents to connect with one another.

The city will prioritise sustainability, shifting to clean energy and achieving net zero by 2050, while preserving Norwich's historic environment.

Norwich's vision for 2040 is to be a prosperous, inclusive, and sustainable city, where businesses thrive, residents feel valued and connected, and the city's unique charm and heritage are celebrated, making it one of the happiest and most affluent places to live and work.



We Need Your Help

PRIMARY ASKS OF GOVERNMENT

Work to date has been based on bringing together the local public, voluntary and business sectors in a unique model of partnership collaboration. To help realise the full benefits of the different programmes required to support Norwich's growth and address challenges facing the City.

Norwich City Council was awarded £25m as part of the Town Deal at the end of 2020 from the Department for Levelling Up, Housing and Communities, which was a great success for the area. and successfully funded eight core projects which focused on developing skills, training and environments for business growth, whilst enhancing the public realm and a creative venue. Business in the Community and the Norwich strategic Board are asking the Government to support the infrastructure needs of Norwich, by investing into our transportation networks, meaning they are fit for purpose and easily accessible supporting Norwich's ambition of growth.



What Can You Do?

SUPPORT NORWICH'S FUTURE



01 COMMUNITIES AND PEOPLE

Join and support Business in the Community's Strategic Board whose mission is to connect communities, to drive out inequality, and secure opportunities for everyone.

02 HEALTH AND WELLBEING

Support initiatives being piloted across communities in Norwich.

03 INFRASTRUCTURE AND ECONOMY

Join the campaign and support the economic strategy.

04 EMPLOYABILITY AND INNOVATION

Participate in business encounters and upskilling projects.

Achieving Our Goals

COMMUNITIES AND PEOPLE



PRIMARY OBJECTIVES

Taking a highly targeted approach to reducing inequalities across communities in Norwich, by measuring the number of people moved from food insecurity to independence. With approx. 10,000 people moved from food poverty to independence.



SUPPORTING OBJECTIVES

Work to make the Greater Norwich Local Plan a reality by connecting investors who can help build the city's community assets, spaces, venues, and facilities.

Support and invest in community initiatives to move people to independence. By tackling long standing challenges and inequalities which lead to poverty and deprivation. Working with community organisations to embed community need, building resilient sustainable communities.

KEY OUTCOMES BY 2040

Tackle the concentration of deprivation across Norwich's neighbourhoods by communities, businesses and Local Authorities working together in a joined-up way addressing deep-rooted inequalities which creates the cycles of poverty and inequality. Ensure comprehensive digital inclusion for all Norwich residents, providing equal access to technology and digital skills training to create opportunities.

By 2040, we will increase the city's stock of high-quality, energy-efficient affordable housing constructed to net-zero carbon standards.

Through concentrated efforts to uplift economically disadvantaged areas, bridge the digital divide, and advance sustainable housing development, Norwich will cultivate an environment of empowerment and inclusion. No resident will be left behind as we build neighbourhoods of opportunity overcoming long-standing socioeconomic disparities and environmental challenges. This vision will reshape Norwich into a model for an equitable, digitally connected and carbon-neutral future.



People in these areas have been let down time and time again; we see more families unable to cope, more children going hungry, more adults out of work or unwell, more people wrestling with their mental health – lost and without hope.

Daniel Childerhouse – *Futures Projects*



Achieving Our Goals

HEALTH AND WELLBEING



PRIMARY OBJECTIVES

Taking a highly targeted approach to address and halt the rising inequalities in health and wellbeing, by working with community champions to engage people in the communities and measuring engagement levels in communities through doorstep pilots.



SUPPORTING OBJECTIVES

Invest and support to help Norwich scale existing preventative measures, such as social prescribing and health coaching, and trial new, co-produced pilot initiatives between Local Authorities, Business and the VCSE sector that can help meet current and future population health needs, such as active health coaches and more accessible free activity. Support long-term, flexible investment to effectively embed trusted, effective services led by local people who care for people at all stages of life and help make Norwich both an 'age-friendly city' and a place where children and young people are equipped for the future and thrive.



KEY OUTCOMES BY 2040

By 2040, Norwich will have made significant strides in addressing social inequalities and promoting access to essential services and resources. Poverty rates and income inequality will have declined across the city, narrowing the gap in life expectancy between communities. Collaborative efforts and targeted financial support will have enabled service providers and partnership networks to better cater to the needs of all residents, ensuring that crucial services are

accessible and tailored to individual requirements. Norwich's green spaces will have experienced a surge in usage across all communities, improved mental and physical wellbeing for its residents. The increased utilisation of these natural havens will have contributed to a greater sense of community and will provide opportunities for outdoor recreation and relaxation, benefiting the overall health and quality of life for Norwich's populations.

Achieving Our Goals

INFRASTRUCTURE AND ECONOMY



PRIMARY OBJECTIVES

Delivering major regeneration programs to provide 10,000 new homes, spaces, and infrastructure (e.g., East Norwich, Town Deal, Anglia Square). Building on connectivity (rail and air) to reach new markets.



SUPPORTING OBJECTIVES

Ensuring infrastructure, such as transportation links, digital connectivity are all in place for business growth – ensuring a smooth functioning of the economy which will support with our transportation networks being good and fit for purpose and are able to support Norwich's ambition of growth, business investment that attracts and retains national interest, and amplifying the Norwich cluster development, for example the FinTech cluster. Putting Norwich on the map as one of the go-to hubs for businesses to host their headquarters.

KEY OUTCOMES BY 2040

Establish Norwich as a prime destination for investment, portraying it as a vibrant 'can do' hub that beckons graduates, families, businesses, and visitors alike. This prospectus aims to solidify Norwich reputation as a credible business investment place, with local talent and promising opportunities.

Norwich will capitalise on opportunities for regeneration and development by 2040, creating an equitable environment that provides accessible housing and employment prospects. This will reinforce Norwich's position as a leading, rapidly expanding city within the region.



When you speak to a man who collects rainwater to bathe in once a week, or a pensioner who became ill because they couldn't afford to heat their home, you realise just how difficult life is for these hidden and overlooked communities.

Daniel Childerhouse – *Futures Projects*

Achieving Our Goals

EMPLOYABILITY AND INNOVATION



PRIMARY OBJECTIVES

Connecting 10,000 residents to higher-wage jobs in specialised sectors. Maximising the growth potential of key sectors, including the Cambridge-Norwich Tech Corridor. Building on Norwich's distinct offer to attract more businesses, workers, and investment.



SUPPORTING OBJECTIVES

Work with partners to make Norwich a Living Wage city and raise overall wage levels. Work with partners to increase job and skills opportunities and bridge the gap between businesses and education providers.



Business in The Community has given us the opportunity to look at ways of bringing about sustainable social change and mobility. The ethos is very much a 'do with' rather than a 'do to', which is critical and should always remain central to all plans made.

Jade Hunter – Head at West Earlham Infant and Nursery School

KEY OUTCOMES BY 2040

By 2040, Norwich will have created and safeguarded over 10,000 new jobs, building upon its existing and emerging economic strengths and innovative opportunities. The city will boast a wider range of job opportunities across a broader spectrum of thriving industries, such as advanced engineering and manufacturing, Health and Life Sciences

and Energy and the Environment. Norwich will have embedded a higher-skilled and more diverse workforce, with a talent pool matched to industry needs. Communities and businesses will be better connected, supporting collaboration and economic growth.



Questions?

CONTACT US NOW!

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