

Greater Norwich Economy

Key evidence and trends



1. WORKFORCE AND SKILLS



53% of our workforce are employed in professional occupations¹

81.8%

of residents aged 16-64 are economically active²



1 in 3
Norwich graduates stay in Norfolk³



2. VISITORS AND TOURISM



NORWICH CITY

£769 million⁴
Value of tourist industry

SOUTH NORFOLK

£227 million⁵
Value of tourist industry



3. BUSINESS AND JOBS

BUSINESS NUMBERS BY SIZE

LARGE

250+ employees

0.4%



MEDIUM

50-249 employees

1.6%



SMALL

10-49 employees

8.7%



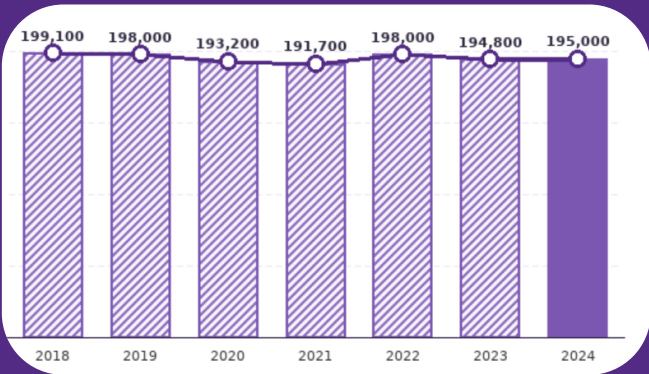
MICRO

0-9 employees

89.2%⁶



NUMBER OF JOBS IN GREATER NORWICH⁷



4. TOWN AND CITY CENTRE RETAIL VACANCY RATES^{10,7}

NORWICH CITY CENTRE **15.2%***



HARLESTON **16%**

WYMONDHAM **13%**

DISS **12%**

LONG STRATTON **25%**

TODAY'S ECONOMY

Greater Norwich highest employment sectors

Health and social work **17%**
Retail **15%**
Education **10%⁸**

FUTURE OPPORTUNITIES

Greater Norwich jobs growth sectors

Fin-tech
Clean energy
Agri-tech
Tourism
Health / Social care⁹

¹ Groups 1-3. GNLP Annual Monitoring Report, 2024

² Nomis, 2025

³ What Uni, 2025

⁴ Economic Impact of Tourism – Norwich, 2023 NO EQUIV NO for BDC

⁵ Economic Impact of Tourism – South Norfolk, 2022

⁷ GNLP Annual Monitoring Report, 2024 (payrolled employees)

⁸ Nomis, 2024

⁹ Norfolk Economic Strategy 2024-2029

¹⁰ Norwich City Council Annual Retail Monitor, 2025

* This figure has increased in the last 12 months as several units have become vacant to make way for the redevelopment of Anglia Square

