



**Norwich**  
Business  
Improvement  
District



# Conferences in Norwich



# Welcome to Norwich

## The City of Stories

02 - 03	Introduction
04 - 05	Why Norwich?
06 - 07	Where is Norwich?
08 - 09	Norwich venues
10 - 11	Accommodation
12 - 13	When you're not working
14 - 15	Dining, drinking and leisure
16 - 17	Growth sectors
18 - 19	Growth sectors
20 - 21	Sustainability
22 - 23	Norwich calendar

**Norwich is an old city,  
with a new attitude.**

It's a place where centuries-old history meets forward-thinking innovation. Here, medieval cathedrals and cobbled streets coexist with world-leading research institutes and one of the UK's most radical contemporary art museums. Around every corner, you'll find hidden stories from the past- and bold ideas for the future.

Regularly ranked among the best places to live by The Sunday Times, Norwich doesn't just impress visitors- it wins over hearts. In fact, one in three students choose to stay after graduation, drawn by the city's vibrant culture, career opportunities, and exceptional quality of life.



Norwich holds a unique position as the only English city set within a national park—the renowned Norfolk Broads. And with the coast just 35 minutes away by car or train, you're never far from stunning waterscapes or peaceful natural escapes.

Despite being one of the UK's fastest-growing urban centres, Norwich remains something of a hidden gem. Before the secret gets out, we invite you—and your conference attendees— to discover it for yourselves.



# Why Norwich?

## A choice of venues from historic to modern

Visit our 900-year-old Norman castle, state of the art facilities at our research park or the world class Norman Foster designed Sainsbury Centre. Better still, open your event with drinks in the castle battlements overlooking the city or at the Quadram Institute overlooking the research park.

## Hosted by a compact city not a conference centre

By holding your conference in Norwich, your delegates will experience a city rather than a conference centre. As they move between venues and accommodation, they'll soak up the atmosphere of our city, and we fully expect them to leave feeling energised and inspired.



## Experts in boutique conferences

While we have a successful track record in hosting events for over 1000 people, our absolute area of expertise is for events spanning a day or three for 200-400 visitors. We excel when hosting conferences that are a little out of the ordinary, those that are quirky or new and that suit the uniqueness of our smart, creative and innovative city.

## World class research institutes

We're home to the Norwich Research Park, with its world-leading institutes including the Quadram Institute, John Innes Centre, Earlham Institute, The Sainsbury Laboratory, Norfolk & Norwich University Hospital, as well as the University of East Anglia (ranked in the UK Top 35 by The Times and Sunday Times) and The Norwich University of Arts (ranked in the top two UK creative arts universities).

## Excellent value

As a smaller city, our venue and accommodation rates are extremely competitive. Once you're here, you'll also be pleasantly surprised by how far your pounds go, whether it's enjoying a Norfolk pint in one of our hundreds of pubs and bars or enjoying dinner or a coffee between sessions.



# We're nearer than you think

We're a well-kept secret, and many are surprised by how quick and easy it is to get to Norwich from other major cities. With new trains bringing visitors from central London in 100 minutes, and easy access to a number of airports, it's easy to plan economic and efficient transport options for your delegates.



## Airport

Norwich Airport is located less than 20 minutes from the city centre, with frequent public transport connections, and is accessible from over 160 global destinations via Schiphol Airport in Amsterdam.

The city is also within a 3 hours' drive or train from international airports London Stansted, London Southend and London Luton.

## Rail

With journey times from London of just over 100 minutes and good value fares available, plus further discounts for group travel, it's affordable and efficient to get to Norwich by train.

The trains are all state-of-the-art, with fast free Wi-Fi, plug and USB points, air conditioning and tables, and Norwich station is ideally located very close to the city centre. Ticket prices from London generally are cheaper than on comparable intercity routes, with Greater Anglia consistently one of the UK's best performing train operators.

## Road

Birmingham	< 3 hours
Bristol	< 4.5 hours
Cambridge	< 90 mins
Dover	< 3.5 hours
Harwich	< 2 hours
Oxford	< 3.5 hours

## Ferry

Harwich has routes from the Netherlands operating 12 times per week and taking between 6 and 7 hours.

From Harwich, Norwich is just 2 hours by car and 1hr 20 minutes by train with one change.



Plan your trip at  
[visitnorwich.co.uk/travel](https://www.visitnorwich.co.uk/travel)



# Beautiful and Diverse Venues

Norwich has a wide range of venues to suit all budgets and conference events. The size of our city means that most central venues can be walked between in 20 minutes or less, meaning attendees can experience historical buildings, modern architecture, and the Norfolk Broads all within a short walk.



### Norwich Castle

Your conference guests could enjoy 900 years of history after the recent £27.5m refurbishment of our Norman castle. Your welcome event might be held in the castle keep or the battlements with panoramic views over the city, or you may choose to hold a seminar or two in the Victorian Courtroom.



### Carrow Road

Hosting a meeting or conference at Carrow Road is a truly unique and exciting experience, with pitch views, complimentary parking, spacious rooms and the option to add on a guided tour of the stadium. Carrow Road offers an unforgettable experience. One venue, endless possibilities.



### The Halls

The Halls can accommodate over 750 for an event. With a £6.9m refurbishment soon to complete, your conference could be one of the first to enjoy centuries of history alongside our cutting-edge creative and digital neighbours.



### Norwich Research Park

The John Innes Centre sits within the Norwich Research Park. With 320 seat auditorium, 4 adaptable seminar rooms, a gallery and foyer, it regularly hosts academic lectures, conferences and symposiums.



### Norfolk Showground & Events Centre

Hosting large-scale events, conferences, and functions, the Norfolk Showground & Events Centre offers a unique combination of 3,000sqm indoor space and a stunning setting of parkland and woodland.



### University of East Anglia (UEA)

The University of East Anglia has all that you would expect for a campus university on the edge of Norwich. With multiple lecture theatres accommodating between 150 and 510 people, a new science building, business school, Sportspark and the famous Sainsbury Centre all within view of a beautiful Norfolk broad.



### Norwich University of the Arts

Norwich University of the Arts offers modern spaces in the centre of the city with two lecture theatres for 200 and 300 visitors. If you're interested in a multi-site conference hosted by the city and across the city, you'll likely want to include the Norwich University of the Arts as one of your venues.





# Accommodation

There are hundreds of places to stay in Norwich, from large hotels to one of the oldest hotels in the country. We have small boutique accommodation, a university hotel and thousands of student rooms available in easy reach of the centre. Here is a selection:



## The Assembly House

A Grade 1 Georgian building located on Theatre Street. A boutique B&B, cultural hub, cookery school and venue space.



## Maids Head Hotel

An award-winning hotel known to be the oldest in the UK with a history dating back 800 years. Having benefitted from a multi-million-pound investment, there are 84 contemporary bedrooms, some of which enjoy views of the cathedral.



## University of East Anglia

The UEA can provide hundreds of student rooms for conferences and has its own on-campus Broadview Hotel which offers comfortable and affordable singles, doubles and family rooms. It's just 3 miles from the city centre and well served by public transport.



## Dunston Hall

A 4 star Elizabethan style country retreat dating back to 1859. With 166 bedrooms and 3 separate dining rooms and an 18 hole golf course.



Discover more places to stay at  
[visitnorwich.co.uk/stay](https://visitnorwich.co.uk/stay)



# When you're not working



**We want you to love our city as much as we do. Attending a conference is not just about great venues, excellent catering and ease of accessibility. We have all of those things but that's only the beginning.**

When it comes to arts and culture, Norwich punches above its weight. With four independent theatres, four museums and one world-class art museum, Norwich is a modern cultural hub.

For a compact city centre, Norwich offers a lot of culture. For starters, there's Norwich Castle Museum & Art Gallery, The Museum of Norwich, Strangers' Hall and The South Asia Collection at County & Eastern. While at the University of East Anglia, find the world-renowned Sainsbury Centre and its Sculpture Park.

Literature is close to our hearts too; we're England's first UNESCO City of Literature with a rich history of writers (including Julian of Norwich, the first woman to be published in English), and we're home to the National Centre for Writing which opens its doors for events, festivals and workshops.

For lovers of theatre and performance there's a never-ending programme of entertainment. Norwich's theatre includes Norwich Theatre Royal, Norwich Playhouse, Norwich Puppet Theatre (1 of only 3 in the country), the Maddermarket and The Garage. See opera, comedy, west-end musicals, plays, pantomime, live music, family entertainment and more.



Music also plays a large part in the culture of Norwich. Every genre is catered for at the UEA's LCR, The Waterfront and Norwich Arts Centre. And if you have a penchant for classical music, make sure you see a performance from Norwich Philharmonic and Norwich and Norfolk Chamber





# Dining, Drinking and Leisure



Norwich is a city of foodies. Enjoy Norfolk produce, our multicultural market, top tier fine dining and an excellent vegan scene.

Sip on a refreshing local tipple, tuck into amazing afternoon teas or enjoy a traditional roast dinner.

Our unique landscape means you can paddle board or take a boat along the river, attend a class at one of our beautiful yoga studios or go for a run or walk in between sessions or meetings.

Or you may simply want to soak up the ancient architecture and experience the juxtaposition of old and new at every corner.

Perhaps you may find time for dancing at Gonzo's (voted the Best Dance Venue in Europe by BBC Radio 1 in 2025) or enjoy one of the many golf courses that can be reached within a 15–20-minute drive.

We've even been voted second nerdiest city, recognising our board game stores, cafés, and festivals.



Discover what's on, where to eat and things to do at [visitnorwich.co.uk](https://www.visitnorwich.co.uk)



# Norwich's Growth Sectors

- »»» Creative and Digital
- »»» Food and Drink
- »»» Financial Services



Norfolk and Suffolk are home to 5.9% of the UK's games workforce



## Creative and Digital

Norwich's creative, digital and tech industry is booming, with digital tech businesses at the heart of our region's growing economy. The University of East Anglia and Norwich University of the Arts play a big role in the success of this industry, as well as the dynamic, innovative and supportive tech community in the area.

## Food and Drink

The Norwich food and drink sector encompasses research and development, agriculture, and food production. Central to this sector is the Food Enterprise Park, a 100-acre development site that hosts the Broadland Food Innovation Centre.

Local produce is prominently featured at the Norfolk Foodhall on the Norfolk Showground, which showcases hundreds of local producers.

The Tastebuds collective, based at the Norwich Research Park, actively facilitates collaboration opportunities within the food and drink community.



## Financial Services

The Financial Services sector in Norwich has been home to Aviva, one of the UK's largest insurance centres, for over 200 years. As a result, Norwich is the #1 InsurTech hub outside of London.

The sector is home to 24 active FinTech firms, which have collectively raised £49 million in investment to date. Notably, 17% of these FinTech firms are female-founded, the highest percentage in England. The sector contributes over £1 billion in Gross Value Added annually, with a forecast to reach £100million by 2027.





# Norwich's Growth Sectors

## »»» Advanced Manufacturing

## »»» Life Sciences

### Advanced Manufacturing

The county's robust Advanced Manufacturing and Engineering sector comprises 2,150 companies, contributing a substantial 2 billion in Gross Value Added with Norwich being a significant contributor.

This is bolstered by Productivity East, a regional hub for manufacturing, engineering, and technology based at the University of East Anglia, and the support of the NAAME (New Anglia Advanced Manufacturing and Engineering) cluster.

The region is also home to Hethel Innovation, an organisation dedicated to accelerating the growth of high-performance businesses through facilities like the Hethel Engineering Centre, Scottow Enterprise Park, and the Broadland Food Innovation Centre. Another key international player in advanced manufacturing based locally is Lotus



### Life Sciences

The Norwich Research Park is one of Europe's largest single-site life sciences clusters, recognised for world-leading research across food, environmental sciences, genomics, and health.

This hub possesses key expertise in AgriTech, BioTech, MedTech, ClimateTech, and Health Innovation, supporting a cluster workforce of about 15,000 in Greater Norwich.

It includes vital institutions like the Earlham Institute (genomics), The Sainsbury Laboratory (plant disease), the John Innes Centre, and the Quadram Institute (food, health, biodiversity).

The Park is strongly supported by major funding, including a £163.9 million grant for the JIC, Quadram, and Earlham Institutes, with significant growth planned for the next decade.





# Sustainability



**We want your conference to be economically and environmentally sustainable.**

Norwich is recognised as having one of the most environmentally friendly commutes in the UK, ranking third nationwide, largely due to its notably high levels of walking and cycling.

Norwich City Council is demonstrating its commitment to sustainability, having been one of only eleven local authorities to participate in the Green Events Code of Practice in 2024, as it works towards its goal of achieving net zero by 2030.

Whilst we know we'll capture your heart, we also want to leave you with more pounds in your pocket and help you support the environment in the process. The size of our city means that you can offer attendees a wide range of accommodation options within easy reach of one another.



Average price of a hotel			
Mid-range 3-star hotel		Higher-end hotels	
Norwich	£90-£100/night	Norwich	£160-£180
London	£130-£200	London	£250-£400

Average price of a pint*	
Norwich	£5.05
Bristol	£5.75
Manchester	£5.59
London	£6.83
Source: The Sun	

Average price of a coffee*	
Norwich	£3.06
Manchester	£3.56
Brighton	£3.31
London	£3.70
Source: Numbeo	



# Norwich Calendar

Norwich has an ever-increasing calendar of events which celebrate our rich heritage and our emerging sectors and communities, from Norwich Science Festival to Cocktail Week and from our annual CAMRA Beer Festival to the Norfolk Developers Conference. Here is a selection:



## Norwich Science Festival

Hosted in February each year, Norwich Science Festival is a celebration of science and technology which showcases the ground-breaking research and innovation associated with the city.

It attracts big names such as Steve Backshall, Dame Darcy Bussell and Chris Packham.



## Festivals of Arts and Culture

One of the country’s longest running art festivals, the Norfolk and Norwich Festival takes over the city each May for two weeks of powerful arts, music and performance.

With regular food and drink festivals throughout the year including, Norwich Wine Week, Norwich Cocktail Week, Norwich Food Week and more, there’s always something tasty to experience in Norwich.’



## Run Norwich

Run Norwich is an award-winning 10km race organised by Norwich City FC’s official charity partner, the Community Sports Foundation. The route passes some of the city’s most iconic landmarks including Norwich Castle, The Forum, Norwich Cathedral, and many more.

Since 2015 the event has brought tens of thousands of runners to the city streets.



Discover what’s on, where to eat and things to do at [visitnorwich.co.uk](https://www.visitnorwich.co.uk)



## Supporters

**Greater Anglia**

**Royal Norfolk Agricultural Association**

**Norwich Airport**

**Norwich City Football Club**

**Norfolk County Council**

**Norwich City Council**

**Norwich Research Park**

**Norwich University of the Arts**

**Norwich Accommodation Hoteliers Assoc**

**University of East Anglia**

**Voluntary Norfolk**

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