

NORWICH



In recent years, Norwich has emerged as one of the UK's most vibrant and cosmopolitan cities. As a cultural centre, it is now very much on the map - and its appeal is not confined to East Anglia. People from across the UK are moving to the area to take advantage of its relaxed lifestyle and thriving business scene. At its heart is the University of East Anglia, which attracts thousands of students to the city and maintains its fresh and exciting outlook. Norwich is also known for its magnificent cathedral and the nearby Norfolk Broads.

WHY INVEST IN NORWICH?

A student hub



With almost 15,000 students enrolled at the University of East Anglia and another 2,000 studying at Norwich University of the Arts, there is a substantial local student population that continues to grow. Investors are advised to purchase large houses in good condition in areas with easy access to the universities in order to benefit from high levels of demand within the student market.

Improving infrastructure



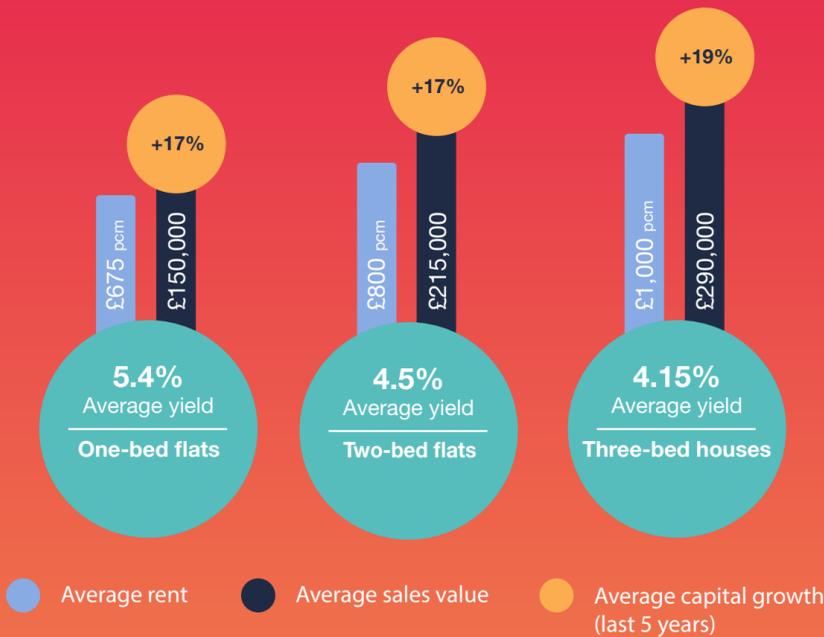
With several key investment projects on the horizon, we expect house prices in Norwich to rise as a result. The final section of the A11 was recently completed as a dual carriageway and the Norwich Distributor Road is currently under construction. Improved roads will make Norwich even more attractive and allow investors to benefit from capital growth in the years to come.

Affordable investment



Norwich is one of the most affordable places to buy a property within a two-hour rail journey of London, with an average house price of £228,000. As such, it still attracts commuters and those who work in the capital on an ad hoc basis. This makes it ideal for landlords who wish to invest in eastern England without facing a huge initial outlay, while still retaining links to London.

YOUR RETURN ON INVESTMENT



WHY DO TENANTS LOVE NORWICH?

Local transport links

Norfolk is serviced by 12 bus operators, making local travel quick and simple

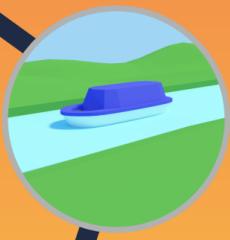
Rich culture

Norwich is home to more than 30 medieval churches, two cathedrals and a castle, as well as numerous theatres, museums and art galleries



Urban and rural life

Two of the UK's most beautiful rural retreats - the Norfolk Broads and the north Norfolk coast - are within 20 miles of central Norwich

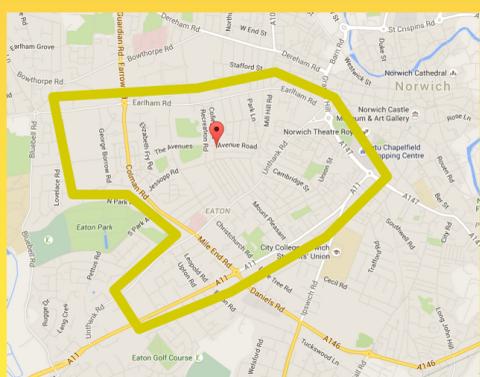


Average household income
£30,000pa



Key Local Employer
Aviva

KEEP AN EYE ON...



Keep an eye on... The Golden Triangle

Norwich's famous Golden Triangle is a wedge-shaped area of the city known for its cosmopolitan mix of students, young professionals and families. Properties generally date from the Victorian period and are spacious and stylish in equal measure. A selection of trendy bars and quality restaurants mean homes in the Golden Triangle are always in high demand, so investing there is a shrewd move.

IDEAL INVESTMENTS



£280,000
Plumstead Road East
Semi-detached house

Located on the eastern outskirts of Norwich, this well-presented three-bedroom house is perfect for families. Investors can be assured of achieving a good rental return and high demand will result in minimal voids.



£235,000
King Street
Apartment

With panoramic views over the River Wensum, this two-bedroom apartment in King Street is sure to attract plenty of interest should it be made available to the rental market. It is centred on a stylish open-plan living area and includes a private balcony.



£200,000
Glebe Road
Terraced house

This three-bedroom house in the Golden Triangle enjoys a prime position within the city and a surprising amount of space. It would suit both families keen for outdoor space and proximity to schools, as well as young professionals.