

NORWICH IS AN ISLAND



YOU DON'T END UP HERE BY ACCIDENT

If you look at a map of the UK, you'll notice Norwich sitting out on its own little bump, pressed into the far eastern edge of the country.

We're a terminal destination. Beyond us, there's a sea of wheat fields, and then the real North Sea.

No motorways come near us, and you can bypass us entirely to get anywhere else in this country.

You don't end up here by accident.



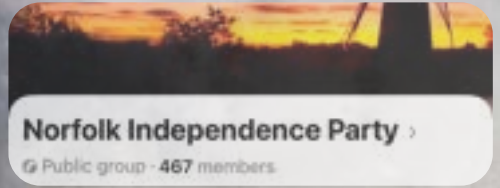
NEITHER NORTH NOR SOUTH

In the UK, so much discussion centres on the divide between North and South.

The North is supposed to be friendlier, rougher around the edges. The South, wealthier, faster, a bit more distant.

Norwich doesn't fit either stereotype. We try not to involve ourselves in these national divisions.

We're just Eastern.



Some of us even want to become a separate, sovereign nation.



AN ISLAND CULTURE

For somewhere so easily bypassed, Norwich has a strong identity and vibrant cultural life.

We have a thriving arts scene, two universities, tons of independent shops, and one of the largest queer populations in the country.

Largely overlooked in favour of more central, well-connected cities, we've been allowed to grow independently into a cosmopolitan haven.

Not bad for a small isle.



WE'RE GETTING NOTICED

For a long time, Norwich has felt slightly overlooked, but that's starting to change.

There's more financial investment in the East than ever, and our population is growing at a rapid pace.

Recently, we were named the best place to live in the UK by The Sunday Times.

People are starting to notice us.

And that might change our little island.

OVERALL WINNER

Norwich, Norfolk, named best place to live in the UK 2026

This historic cathedral city is our No 1 location to enjoy an exceptional life — whatever your age or stage on the property ladder

THE NORWICH OF THE FUTURE

What will we look like in 50 years?

We could become a new centre, a bustling, well-connected metropolis for those priced out of the South.

But we shouldn't let it come at the cost of our independent spirit.

Change is good, but even if more bridges are built to connect us to the mainland, we should remain an island at heart.

