



COMPANY INFORMATION

- Aviva is a global leader in life and general insurance
- Norwich is Aviva's largest office in the UK
- There are around 5,000 people working for Aviva in Norwich
- Transforming customer experience using new technologies
- www.aviva.com

Aviva is at the forefront of dramatic change in a very competitive industry.

Aviva is a global leader in insurance and Norwich is its largest office in the UK. With a 319 year history beginning in Norwich, the company has a customer services centre in the City as well as running large general and life insurance operations. Aviva's presence reinforces Norwich as a major centre for financial services, where one in three of the workforce is employed in financial and professional services.

Aviva employs around 5000 staff in Norwich and is the City's largest private sector employer. "We have a talented and very loyal workforce, who have invaluable experience – and are passionate about working here", says Lindsey Rix, the Chief Operating officer of the UK General Insurance business. "Technology is changing the way businesses operate and providing greater choices for people about where they want to live."

One of the other attractions of Norwich is that companies are increasingly aware of both the cost of real estate and the cost of employment. Norwich has a far lower cost base than London, and is less than two hours by train with Norwich Airport offering internal and international flight options. There is already a strong cluster of financial and insurance businesses such as Aviva, Marsh, and Virgin who work together with the public sector in FIG, the Financial Industries Group to share best practice.

Norwich is now one of the top ten Tech Cities and has a large and growing IT sector which is responsible for many of the new innovations in financial services. Aviva works to support local businesses encouraging digital innovation and itself has strengths in HR, marketing, risk and IT, as well as our core expertise in claims and underwriting. Aviva also has close working relationships with the University of East Anglia who run its actuarial courses and the Norwich Business School; as well as a wide range of local schools through for example the School Governor Network. Over 800 young people between the ages of 18 and 24 have joined Aviva in the last three years, some of whom have been students working part time, but who then stay on at the end of their degree course to start a career.

"I would recommend new businesses to consider Norwich as a location. With a strong and dynamic financial services cluster to support them, Norwich is a great location for businesses offering a wonderful quality of life."

Lindsey Rix, Chief Operating Officer

For current opportunities, location-specific information and economic insight visit:

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