



As a leading independent property search consultant, Jamieson Property Search sets the standards for the acquisition of exceptional property in Norfolk. Combining Jamie Jamieson's expert knowledge of the market with his unrivalled personal contact book, Jamieson Property Search is able to offer a discreet and very personal property finding service.

A warm welcome to the November edition of our e-news – and On The Ball City! What a tremendous win for Norwich City over Arsenal just the other week – their first premier league win of the season as well. The whole Jamieson family witnessed it first hand Grant Holt's first-half goal – the picture on the right was taken from our seats. I have to say that Mrs Jamieson is the big football fan in our household, closely followed by son Archie – although the fervour has firmly rubbed off on our daughter Isla and myself. Anyway, who would have thought that ever manager Chris Hughton could preside over a team capable of beating 1-0 in case you didn't know! one of the favourites for the league? Maybe the team's not going to miss Paul Lambert as much as people thought... As I write this, tickets have been duly purchased for the Manchester United game at Carrow Road this weekend. We can't wait.

*Jamie Jamieson*



Norwich City v Arsenal – and the Canaries' first league win of the season

**FOCUS ON**

**Dipple & Conway Opticians, Norwich**

There are several long-standing Norwich firms whose very presence helps to define our local landscape. One of those that is particularly pertinent to Jamie is Dipple & Conway Opticians, the subject of our Focus On this month...

Dipple & Conway Opticians have been part of Norfolk history since 1916, when Thomas Conway was involved out of the first World War and was invited by George Dipple the jeweller to start an opticians. From that start the firm has traded at their premises in Castle Street, with Norwich Castle looking down upon them.

Unsurprisingly there have been huge changes in this time. When the National Health Service came out in 1948 the demand was so great for free spectacles that you had to wait two years for a pair of glasses to be manufactured – and when they were ready to collect it was highly likely that your eyes needed a new prescription.

Technology in the opticians business is moving at an accelerated pace. The latest equipment ranges from 3D scanning of the retina to new designs of spectacle lenses that track your head and eye movement.

James, Damian and Robert Conway who own Dipple & Conway are all ex-pupils of Norwich School based in the Cathedral Close.



**Property Search - Market Update**

- At both a national and regional level prices continue to edge upwards at a glacial pace, increasing by 1.1% nationally and by 1.7% in Norfolk over the last 12 months.
- Despite little to report on house price growth there is some positive news on the state of the UK economy. Between July and September, UK GDP increased by 1.0% following three successive quarterly falls. Whilst it is difficult to quantify, it is forecast that 0.5% of the growth went down to Olympic ticket sales alone.
- Rightmove are also reporting increases in asking prices of new properties reaching the market. October saw a 3.5% rise, the biggest increase for eight months. This is positive news following falls in asking prices over the summer, with a fall of 4.6% being recorded between June and September.
- North Norfolk continues to prove popular with second home owners, the latest census data showing North Norfolk as having the highest level of second homes in the county at 7.9%.

**Focus on Norwich**

- Norwich proves popular with buyers at all levels of the market. Young professionals continue to purchase smaller period homes to the west of the city, often looking to locate close to their place of work. To the south of the city families continue to be attracted to the large period homes and close access to schooling and local amenities, many having sacrificed the rural idyll for a stress free school run.
- Shoppers are spoilt for choice in the city, with Norwich being ranked the ninth best shopping destination in a recent survey by the Jewish chronicle, leading even London's Oxford Street.
- Within our region Norwich residents are most likely to own a second home, with 6.9% owning a second home within England & Wales and 1.9% owning a second home abroad.
- For both second home owners and holiday makers Norwich Airport has recently announced it will be doubling its capacity by summer 2013 with three new routes to Turkey, Tunisia and Tenerife.
- So far this year properties of all types sold in NR2 have commanded the highest average prices, with detached houses selling for an average of £234,352, 25% higher than the Norfolk average.

"The most sought after areas of Norwich continue to be to the South West of the City in the 'golden triangle' surrounding the Newmarket Road, with access to some of the best schools in the county."  
Mike Ra - Savills Norwich

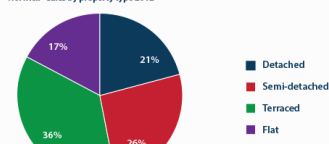
"We continue to see strong demand for homes in the most sought after streets in Norwich, appealing to a wide range of buyers; these properties are highly sought after. We recently launched a property on Park Lane which had 18 viewings and multiple offers even before being formally launched onto the market."  
Tom Goodley - Strutt & Parker Norwich

**Highest Priced Postcodes - Norwich 2012**

Postcode	Detached	Semi-detached	Terraced	Flat	AB
NR4	£259,287	£190,697	£152,131	£108,195	£213,124
NR2	£324,352	£217,222	£156,004	£121,104	£164,422
NR6	£197,101	£136,484	£121,548	£77,417	£152,325
NR7	£191,743	£140,401	£136,452	£120,325	£150,202
NR1	£281,045	£158,118	£139,635	£107,338	£140,410

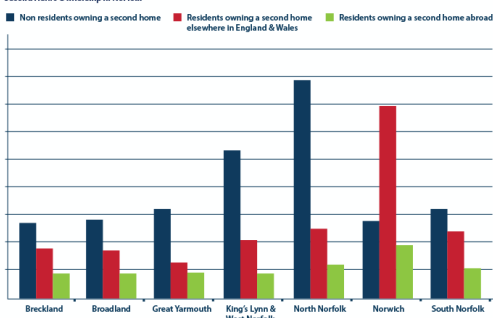
Source Land Registry

**Norwich - sales by property type 2012**



Source Land Registry

**Second Home Ownership in Norfolk**



Source 2011 Census