



Welcome to the latest edition of the BID newsletter.

We would like to welcome Rachael Fretter who joins as the Marketing & Communications Manager. Rachael will be working on promoting the BID, internal communications and developing and implementing the BID marketing strategy.



GoGo Gorillas

Gorillas will take over the city between June and September 2013 with a mass participation trail. GoGo Gorillas will help promote Norwich to a national audience providing visitors with an enjoyable and enriching experience. We expect to see an increase in footfall throughout the city along with a lot of media and TV coverage.



Norwich BID is supporting the project and will deliver 100,000 trail maps and is exploring the opportunity of having a Gorilla in Liverpool Street Station. For more information on GoGo Gorillas please visit www.gogogorillas.co.uk if you want to sponsor a Gorilla please contact Martin Green on **01603 670107** or email martin.g@break-charity.org.

Norwich Fashion Week

March 7th sees the arrival of Norwich Fashion Week (NFW) now in its 3rd Year, celebrating the great strengths Norwich has in fashion retailing, design and education. NFW will create an event that will make a noticeable uplift in visitor numbers, have a positive impact on the City Centre's vitality and reputation, promote Norwich as a fashion destination and keep Norwich within the top 10 shopping and retail destinations in the UK.



Support from the BID for NFW'13 includes the recruitment of a coordinator to help expand NFW'13, extending the number, scale and ambition of the event, and developing more ways for local fashion retailers to participate in NFW'13.



Stronger Voice

Stefan Gurney (BID Director, pictured centre) and Andrew Dernie (Aviva, BID Board, pictured right) attended the East Anglian Rail Summit at the Houses of Parliament with the Head of Transport in Government, the Rt Hon Simon Burns MP and Chloe Smith MP (pictured left), where they raised issues on improving journey times, upgrading train stock, improving the Cambridge to Norwich line and the commercial impact of poor service.

Going Social

Rachael will be looking at the development of a social media plan, expect to hear more about our new Facebook Group, Twitter feed and LinkedIn professional networking group shortly. If you use any of these

platforms we would love to hear from you so that we can promote Norwich businesses.

**Please contact Rachael
on 01603 727928 or
Rachael@norwichbid.co.uk.**



Norwichchristmas '12

Norwichchristmas proved as popular as ever. We ran a cross promotional TV and Radio campaign which saw the ITV (Anglia East) Ad run from 12 Nov – 9 Dec reaching 769,250 adults (42% of adults in region). The ad was viewed on average 3.1 times (per adult) resulting in 2,384,675 impacts.

The Heart Radio advert reached 577,000 people covering Norfolk, Suffolk, Cambridge and Peterborough.

Norwich also received media coverage in regional and national publications including Women's Weekly (circ 350,000), Yours magazine (circ 46,800), Womenandhome.com (190,000 unique visitors a month), plus others. A Greater Anglia series of articles about East Anglia and a competition to win a weekend in Norwich reached 2mil people.

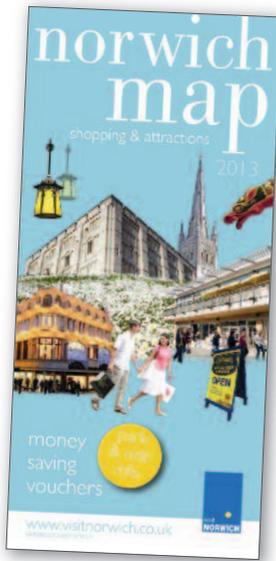
The Christmas pages on the Visit Norwich site saw a 10.5% increase in hits compared to the same period for 2011/12, whilst the dedicated Norwichchristmas site saw an increase of 129%.



Norwich Evening News/Bill Smith

Shop Norwich

The Shop Norwich Map is hot off the press and on Fri 1 Feb, 350,000 copies were distributed across 2680 sites covering Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Lincolnshire, London, Norfolk and Suffolk. Outlets for distribution include TIC's, tourist attractions, supermarkets, train stations and many more. A downloadable version of the map is also available via the Visit Norwich website.



Cultural Cities

Norwich BID funded national coverage as part of the Visit England Cultural Cities campaign featuring "Norwich Make a Literary Pilgrimage" on Sat 2 Feb in the Guardian travel supplement, which was then featured online on Mon 4 Feb (circ 202,675).

Coverage continued with a further feature, "Norwich: Eastern Delight, cultural agenda 2013" focusing on some of the festivals and cultural events taking place in the city.



A Greener, Cleaner City

In the last edition we gave details of finding the most innovative and cost effective waste management solutions. We are pleased to report that we have received four local and national tenders which are being evaluated to deliver reduced waste costs for the city centre. We are also considering setting up a social enterprise in collaboration with Norwich Prison, which when launched would be a UK first.

Get Involved

If you wish to get involved and become an active member to help shape activities for the city centre we would love to hear from you, please contact us info@norwichbid.co.uk or call **01603 212744**.

