



Big Norwich **BID** Thank You

We had an amazing response with over 300 surveys completed!

Stefan Gurney, Norwich Business Improvement District (BID) project manager, has visited and chatted with over 100 city

centre businesses contacting as many sectors as possible to complete the surveys.

We have had a fantastic response; the overwhelming message from businesses is that we need focus on support to businesses,

+promotion and marketing and to deliver growth in a tough economic climate.

A Norwich BID could provide funding to market and promote our vibrant city centre to local, regional and new national audiences; as

well as supporting business through cost savings, crime reduction, accessible information and coordinating a strong business voice.



£3m

how would you spend it?



This is the amount we could raise together over the next 5 years through a Norwich BID. So get involved immediately and come and tell us how you would invest 3 million pounds promoting and improving your business.

Would you like to see a city centre drag race with Lotuses, a digital wall linked to New York or a Norwich Business Iphone app? This is your opportunity to shape the future of Norwich City centre, the only limitation is the imagination and innovation of local businesses. Norwich BID has £3 million reasons to be involved and will be working with a task force of businesses to come up with new and challenging projects for Norwich, so please take the time to add your views.

What is a BID?

A Business Improvement District (BID) is formed by businesses getting together to plan how to improve their trading environment. They identify additional projects and services that will improve the city centre and trade, agreeing the level of funds which they will contribute to make it happen.

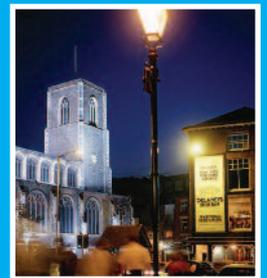
Improvements may include improved promotion of the area, improved events, extra safety/security, cleansing and environmental measures and a greater voice on key issues. However, the legislation does not put a limit on what products or services can be provided. A BID is presently in the development stage and based on your survey and business workshop responses, we will identify those projects that can improve footfall and support business in Norwich City centre.

These projects will be pulled together into a menu of options over the next few months and will be presented to

businesses at future consultation street meetings. This will be your opportunity to have your say on which projects you value and support.

Once you have all helped decide exactly what the BID will offer, the projects will go into a business plan which is then voted on, during summer 2012, by all businesses that would have to pay. To become a BID, a majority of those who vote must be in favour by number and rateable value. A BID lasts for a maximum of 5 years.

This is your big opportunity to make a real difference in Norwich, for your business and for the residents and visitors as well. Without the innovative ideas and projects the BID could introduce, Norwich may well struggle to compete locally and nationally.





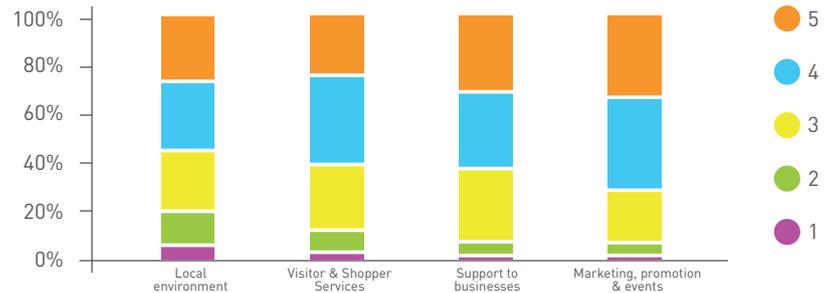
Survey facts and figures

- 62% believe Norwich has an attractive and clean environment
- 60% believe Norwich has good visitor and shopper services
- 38% of all businesses, across all sectors, ranked a strong coordinated voice for business as key
- 38% view the need for easily accessible city business information as key
- 52% of all businesses want promotions & incentives to encourage more visitors and shoppers
- 47% rated car parking and Park & Ride as very important to city centre success

1st Norwich BID Workshop

We have hosted the first of our planned Norwich BID Business Workshops giving over 30 local businesses the opportunity to get an overview of the BID proposal, the initial survey results, financial analysis, as well as get their questions answered. We will continue to run future workshops to ensure all businesses can be involved and help a BID task force to address the issues facing all business sectors.

Importance of improving through financial support

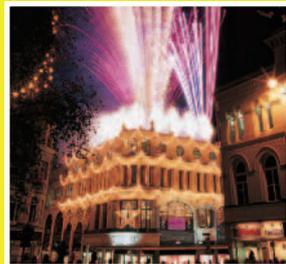


What's in the BID FOR YOU?

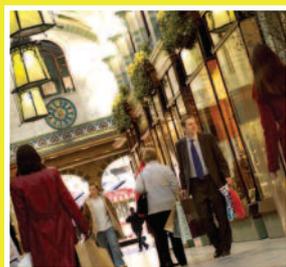
We all know that it's a challenging economic climate for business at the moment, but a Norwich BID could provide cost effective projects and services to address the issues you have identified and have a big impact on your bottom line.



This is a real opportunity to improve the outlook for your businesses in Norwich City Centre. A Norwich BID would give local organizations the power to raise funds locally, to be spent locally on the issues that matter to them.



We need to be ready to meet the challenges for modern business and address the issues of individual sectors, giving businesses a local voice, creating a more appealing environment and developing a system where those that invest, benefit - no freeloading.



So what happens next?



NOV TO DEC We will be working with businesses that want to be actively involved to form a task force to help develop the BID project.

JAN TO MARCH We will be undertaking detailed consultations and street meetings on the proposed projects and activities. Your views and feedback will be included as part of the development of the business plan.

Why not find out more?

If you want to discuss further please call: Stefan Gurney on **01603 727930** or email: **info@norwichbid.co.uk**

Additional further information is available at our Norwich BID website: **www.norwichbid.co.uk** and the National Bids Advisory Service website at **www.ukbids.org**