



Update

Your BID project manager, Stefan Gurney, gives us an update about how preparations for the July vote are progressing:

“The Norwich Business Improvement District (BID) has been enthusiastically received by independent local businesses that see the value in making a sustainable investment that will remain in our city. We have set up a dedicated website, organised a series of Street Meet dates and presentations to local businesses as well as compiled BID literature to ensure everyone is well informed.



VOTE YES!

A ‘yes’ vote for the BID has the potential to result in a greener, cleaner and safer city, raising the profile of Norwich across the UK and ensuring that it is accessible with a strong infrastructure – solutions to issues we know Norwich businesses face.

Most importantly, how BID finances are spent would be down to YOU as members of the Norwich BID. From Maddermarket Theatre and Flint Hair, to Jarrold and Aviva, the BID promises to bring businesses like yours together for a more profitable future. To date we have secured around half the ‘yes’ votes we need to deliver these ambitions, which is a terrific start. We look forward to meeting you at forthcoming Street Meets and during our next phase of presentations to businesses.”



Did you know that the business rates you pay are sent to Central Government? They take a significant cut and actually only a small percentage is given back to Norwich City Council to spend on issues that are important to Norwich businesses.

have your say

A ‘yes’ vote to the BID gives members control over 100% of the BID budget - which could be as much as £3 million over the next 5 years - to make improvements that are important to the ongoing success of your business.

We also promise that the 1% levy will remain at that rate for the full 5 year term of the BID.

Your Voice Counts

Casting Your Vote Couldn't Be Simpler

Before Monday 2nd July 2012 every business that is eligible to vote will receive a ballot paper. Eligible businesses are those that pay business rates within the Norwich Business Improvement District – a map of the area can be found at www.norwichbid.co.uk. It is a postal ballot, so simply cast your vote and post it back within 28 days to make sure your voice is heard.

Still Supporting Small Businesses

Norwich BID is not purely focussed on big business, our aim is to create a voice for the entire business community irrespective of size or sector. For this reason our commitment to supporting small and growing businesses means that those with a rateable value below £15,000 will be exempt from contributing the 1% levy.



HOW TO VOTE

What the **BID** could do for your business...

A Greener, Cleaner City

Businesses of all sizes want to make Norwich one of the UK's leading working and shopping environments by making it a cleaner, greener and more sustainable city. The BID will not only give local businesses the advantage of group buying power, it will also put additional resources into the hands of the business community. For example, by negotiating and coordinating contracts for waste and recycling collection we could reduce congestion and CO² emissions to improve the local environment and in the process save money. Potential projects such as this, put forward by BID members, are all in addition to Norwich City Council spending and specifically focus on important issues that impact local businesses.



Putting Norwich First

Members of the BID will be instrumental in developing innovative campaigns and ideas that will put Norwich front-of-mind for visitors, tourists and businesses across the UK. From events designed to encourage people to visit Norwich for the first time, to initiatives aimed at driving tourists into the city or building up the profile of our city on social networking sites, the BID could take a lead in raising the profile of Norwich nationwide. Profile-raising activities of this kind promise to significantly raise footfall throughout the city, with the potential to see an increase in trade.



A Stronger Voice

The BID could enable local businesses to respond with one strong voice to campaigns and initiatives designed to give Norwich a competitive edge, secure investment and promote it as a commercial destination. Working together we can raise the profile of Norwich to new commercial sectors and deliver new investment into the city. This powerful coordinated approach will give you a voice in vital decisions that impact the long-term success of your business, irrespective of its size.



Welcoming Norwich

New initiatives and projects will be developed to reinforce Norwich's reputation as a warm and welcoming city. For example, Street Rangers could welcome visitors and ensure that any environmental or safety issues that detract from our city's appeal are dealt with quickly and efficiently. Projects such as the Alert Business Crime Initiative could deliver a safe and welcoming place during the day and into the evenings. This can only help to increase the city's appeal.



'Street-Meet' Dates & Venues

The BID is run for local businesses by local businesses so before you even cast your vote come and meet us. We want to hear your ideas, answer your questions and find out how the Norwich BID will benefit your business. **Join us for a coffee and a catch-up at a time and place that works for you - there's no need to book, just come along.**

If you can't make those dates, let us know your views by calling Stefan Gurney on 01603 727930 or e-mail info@norwichbid.co.uk. You can also find out information at www.norwichbid.co.uk.

WED 28 MARCH

8:30am / 5:30pm

Management Rooms,
Castle Mall

THUR 29 MARCH

8:30am / 1.00pm / 5:30pm

The Cube
in The Forum

TUE 3 APRIL

8:30am / 1.00pm / 5:30pm

Murderers Public House,
Timber Hill

WED 4 APRIL

8:30am / 1.00pm / 5:30pm

Sovereign Room, The Open
Youth Trust, Bank Plain

WED 11 APRIL

8:30am / 1.00pm / 5:00pm

Management Rooms,
Chapelfield

THUR 12 APRIL

11:00am / 1.00pm / 3.30pm

Premier Inn,
Duke Street