



Great News for Norwich!

Welcome to the first newsletter since 79% of businesses voting voted YES for the Norwich BID!

This is the beginning of an exciting new chapter in the future of our city - your business will benefit from a fresh injection of funds over



and above existing city council and government spending. You have decided how the BID money is spent to make Norwich a greener, cleaner and more progressive city. Thanks to the BID you now have a stronger voice on important issues relating to infrastructure, commercial investment and the promotion of Norwich.

You can reach me with any comments or suggestions via www.norwichbid.co.uk or by calling me on 01603 212744.

Stefan Gurney, BID Director

BID FACT

Part of the remit of the BID team is to seek out new national and European funding sources that we can approach to add additional value to the BID budget.

Meet Your Bid Board

Businesses of all sizes and across many sectors took the time to vote and the result was a resounding 'yes' for the Norwich BID. Now the BID board can work on your behalf to implement the ideas you said were important for the future prosperity of our city. The board is a cross section of people from businesses and charities that have a vested interest in properly representing the interests of BID levy payers. I'm delighted to be the BID Chair and look forward to seeing hugely positive outcomes for our fine city over the next five years and beyond.



Norwich BID Chair – Peter Mitchell

Group Managing Director of Jarrold & Sons Ltd

The Norwich BID Board:

Tim Bishop The Forum Trust Ltd

Nick Bond VisitNorwich

Jane Claridge Theatre Royal (Norwich) Trust Ltd

Philip Cutter The Murderers, Public House

Andrew Dernie Aviva

Stefan Gurney Norwich BID Director

Jonathan Kemp Debenhams Retail Plc

Richard Marks John Lewis Partnership

Sarah Mintey Open Youth Trust

Peter Mitchell Jarrold & Sons Ltd (Chair)

Fiona McDiarmid Norfolk County Council

Roger Pemberton Norwich Lanes

Amanda Phillips The Castle Mall

Jayne Raffles Raffles Restaurants

Mark Robertson Marks & Spencer Plc

Councillor Brenda Arthur Norwich City Council

Davina Tanner The Chapelfield Partnership

Tim Williams Archant Regional Ltd

The recruitment drive for a BID Marketing Manager responsible for developing and implementing the annual BID marketing strategy has begun. Full details of this post are available to view at www.norwichbid.co.uk or interested parties can contact Stefan Gurney on 01603 212744.

A New Home for the BID Team

Negotiations are underway with The Forum Trust to secure offices for the BID team at 2 Millennium Plain. Our location is vital to the BID's success. By positioning ourselves in the heart of the city, the team will be accessible to BID levy payers and be able to see first-hand the real impact of BID initiatives. It will also provide us with the opportunity to work closely with key partners, such as VisitNorwich, The Forum Trust and HEART to deliver projects that promise to make tangible improvements to our city. Achieving excellent value for money on all BID-related activities is a key priority to ensure as many projects as possible are fulfilled to their best effect. With this in mind, the proposed rent is well below market rate in this area of Norwich.

BID FACT

Every penny of BID money spent will be scrutinised to ensure best value for money. This is a business-run operation and is set up as a limited company meaning the finances are totally transparent and each year you will be able to see exactly how the BID budget is spent.

BID Update:

Over the last decade the City Centre Partnership (CCP) has implemented progressive ideas for Norwich, but with only about 100 businesses signed up was limited in its funding. The Norwich BID is reflective of the needs of the entire city centre and therefore initiatives such as Alert Radio Scheme, Vacant Shop Campaign and other successful CCP projects will sit under Norwich BID, with immediate effect.

Get in Touch

The BID business plan is available to see at www.norwichbid.co.uk. This document provides structure and outlines the ideas that will be delivered, but we recognise that Norwich is brimming with creative businesspeople who can offer invaluable experience and advice. As a BID levy payer we encourage you to contribute ideas and suggestions in order to help shape the BID, inject a fresh perspective and help to exceed expectations for a successful Norwich BID.



Get in touch by calling Stefan Gurney on 01603 212744 or by email at info@norwichbid.co.uk

A Greener, Cleaner City

We have canvassed opinion from a variety of city centre businesses about their waste and recycling needs. With this in mind, we are planning an open day for potential contractors to put forward innovative and cost-effective ideas that will deliver reliable, practical and convenient waste management solutions for businesses within the BID area. The tender will be awarded to a company that provides added value for BID levy payers, incentivises increased rates of recycling and presents pioneering ideas that result in less rubbish and less CO2 in our city. **For more information visit www.norwichbid.co.uk**

As well as the BID website, this regular newsletter will keep you up to date with BID progress and inform you about upcoming events and initiatives. To keep a close eye on costs as well as the environment, the newsletter will be sent by e-mail from the next issue. **To make sure you receive a copy please register your email address at www.norwichbid.co.uk or email info@norwichbid.co.uk.**



Putting Norwich First

Work has started on the Norwich City app for smart phones and tablet devices. The app aims to provide businesses, consumers and tourists with valuable information about our city centre. The Norwich Christmas campaign includes a television advert, to be broadcast throughout the Anglia region, reaching about 2.5million people in the lead up to Christmas, and a Heart Radio commercial aimed at increasing spending in Norwich in the vital festive period.



A Stronger Voice

Businesses are being tested to their limits right now so we are identifying key areas to give Norwich a competitive edge. As a BID levy payer you can join the conversation about the Local Enterprise Partnership, about faster broadband and a better rail service helping to create a more efficient, accessible and attractive city. **Get in touch by emailing info@norwichbid.co.uk.**



Welcoming Norwich

We are working with Norfolk police to source additional funding to buy radios specifically for the night time economy sector as part of the Alert Radio Scheme. We have put in an initial bid for up to 15 radios, but hope to quickly increase this to 100 radios with the aim of reducing crime and anti-social behaviour at night and positioning Norwich as an appealing destination, day and night.

