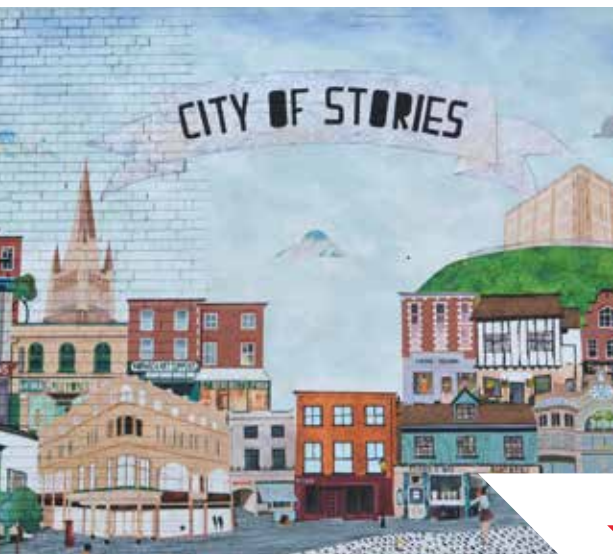


# YOU SAID



# WE DID

# YQU SAJD WE DID

Established in November 2012, the Norwich Business Improvement District (BID) is run for local businesses by local businesses and is a highly inventive, energetic and progressive organisation. Norwich BID enhances and promotes the city for businesses, employees, customers and the wider community.

Forward thinking in its approach, Norwich BID is continually looking to develop new and inspiring ventures which put Norwich ahead of other cities across Britain.

## AWARDS & ACHIEVEMENTS

Norwich BID has been recognised with the following awards:

- Great British High Street of the Year Winner 2014 with Norwich Lanes
- Association of Town and City Management (ATCM) Business Improvement District of the Year finalist 2016 and 2014
- British BIDs accredited 2016
- Great British High Street of the Year finalist 2016 for the Castle and Arcade District
- ATCM Digital Engagement finalist 2016
- ATCM Inspirational Leader of the Year finalist 2016
- Norwich in Bloom Winner 2016



# PROMOTING NORWICH

Norwich BID has developed creative approaches to innovative destination marketing campaigns and projects to drive tourism and business in Norwich. Its campaigns have put Norwich in the shop window and have reached potential visitors and businesses across the UK and abroad.

Norwich continues to remain in a strong position with a vibrant and unique offering and a shop vacancy rate which is below the national average.

Its integrated use of social media, fixed web and mobile technologies have increased engagement levels with people visiting the city centre.



Above Twilight the BID GoGoDragon



Above Tunnel of Light, a European and UK first

## NORWICH BID PROMISED:

- A cost-effective method of communicating
- A state-of-the-art tool the entire BID community can use to convey and promote key messages to new and existing audiences
- Increased visitor numbers
- Easily accessible information about events, campaigns, special offers and points of interest
- Seasonal campaigns
- Norwich neighbourhood champions
- An enhanced streetscape

## NORWICH BID CHECKED:

- Customer levels via footfall measurement
- Visitor numbers via VisitBritain national surveys
- Media visits and media coverage
- Customer feedback and surveys
- Project reports
- App downloads and improvements
- Website views with Google analytics
- Social media activity via Twitter/Facebook/Instagram
- City centre map delivery and postcode analysis
- Cross promotion of festivals



Norwich



Norwich  
the city of stories

## NORWICH BID DELIVERED:

- Year-on-Year increase in city centre footfall:

2013	2014	2015	2016
Norwich	Norwich	Norwich	Norwich
▼ 0.7%	▲ 0.1%	▲ 2.6%	▲ 2.7%
National UK ▼ 1.2%	National UK ▼ 1.4%	National UK ▼ 2.0%	National UK ▼ 1.1%

- **Tunnel of Light** - A spectacular European and UK first, which generated nationwide publicity in The Times, The Daily Telegraph, The Guardian, The Independent and Metro plus media coverage which reached more than eight million people
- **Christmas lights** - Invested £400,000 for the city centre, including match-funded contributions from Norwich City Council
- **The Discover Norwich app** - which has seen more than 18,000 downloads and has more than 2,000 monthly users
- **Social media** (via Facebook, Twitter and Instagram) - engagement to drive interest in Norwich and its key events - more than 8,600 followers generating a monthly reach in excess of 500,000 people
- **Shop Norwich map** - 400,000 distributed across East Anglia
- **Support and sponsorship of key events to drive footfall** - GoGoDragons, GoGoGorillas, Norwich Fashion Week, City of Ale, Noirwich, Norfolk Food and Drink, Norwich Dragon Festival, British Art Show 8, Norfolk and Norwich Festival, Norwich Lanes Summer Fair and Valentine's Eve
- **Norwich, the City of Stories** - A successful destination marketing campaign in collaboration with VisitNorwich, which delivered more than 14,000 Facebook 'likes', more than 12,000 blog subscribers and more than 8,000 web views every month
- **Seasonal trails around the city** - such as the Easter Egg Hunt and Christmas Tree trail
- **Lord Mayor's Procession and the Royal Norfolk Show** - BID participation
- **Regular updates** - quarterly newsletters, a monthly eBulletin, an annual report, a levy letter and breakfast meetings



# EXPERIENCE NORWICH

Norwich is a vibrant, creative city with a rich cultural heart. It has it all - amazing boutiques and independent stores, well-known retail brands and a fantastic array of eating and drinking establishments. Norwich BID's initiatives encourage people using the city centre to make return visits to enjoy all the city has to offer time and time again.

Norfolk is one of the safest counties in the UK and Norwich BID's initiatives reinforce its reputation as a welcoming, inviting and appealing destination - day and night.



Above Head Out, Not Home entertainment



Above Run Norwich 10k race

## NORWICH BID PROMISED:

- To welcome visitors, providing them with the kind of inside information usually reserved for friends
- To ensure people leave Norwich having experienced as many of the great things we have to offer as possible
- To direct new customers to your door
- To be perfectly placed to report any environmental or safety issues that detract from our city's appeal, ensuring they are dealt with quickly and efficiently
- To reduce instances of crime, disorder and anti-social behaviour
- To act as a constant reassurance to businesses, the local workforce and tourists that Norwich is a welcoming and safe city
- To provide early evening events to support the leisure offer in the city centre
- To develop effective ways of communication with businesses, retailers and the night-time economy to minimise the risk of crime

## NORWICH BID CHECKED:

- Volunteer numbers
- Contact with visitors and businesses
- Engagement with businesses in the ALERT and DISC schemes
- Increased footfall in the early evening (specifically on Thursdays)
- Promotional activity

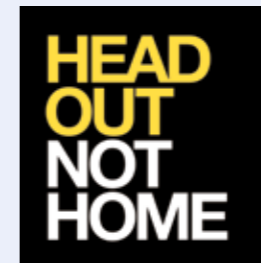
## NORWICH BID DELIVERED:

- **City Hosts** - assisted more than 150,000 people with a visible presence in the city centre with more than 50 volunteers who have all received dementia-friendly training



Above City Hosts Team

- **The City Hosts scheme** - which is used as a national exemplar, has assisted in the setting up of similar schemes from York to Lincoln to Aberdeen
- **Endorsement from Lord Coe** "It's great news that, Inspired by 2012 and the Games Makers, Norwich has launched the City Host scheme. I wish the team luck"
- **Head Out, Not Home free summer entertainment** - attracted thousands of visitors each week over a 10-week period. Associated marketing campaign activity reached 1.8 million people resulting in a 7% increase in footfall on Thursday evenings
- **Run Norwich** - Main sponsor, attracting 5,000 runners and more than 20,000 customers to the city
- **Management and operation of the ALERT radio scheme and DISC** - helping to cut crime in the city centre with dedicated systems for retailers and leisure operators
- **Regular intelligence briefings** on security issues
- **Training courses** provided free to businesses in subjects such as crime prevention techniques
- **"Mystery of the Star Eaters"** - Supported a new concept game to the city, to attract visitors to Norwich



"Having worked in a number of towns and cities across the country I have found the Norwich BID to be extremely professional, strategic and forward thinking in its approach and a powerful voice for the businesses that it represents. The BID not only acts as a network to bring businesses together to work collectively for the good of the city but has also influenced real change as seen through initiatives such as the city centre free Wi-Fi and its support of the Christmas lights."

**Chris Luff, Store Manager,  
Mark and Spencer Plc**

The BID has simply made the city work better. Better radios, better events bringing more people in and encouraging them to stay for longer and a far better welcome with the City Hosts out and about to help locals and visitors. There's been a level of cooperation that has made everything we do work better and made the city a better place to work and to visit.

**Tim Bishop, Chief Executive  
of the Forum Trust**

"Norwich BID is a highly innovative company, adopting a range of digital channels to engage with the general public and the businesses it serves and their drive and ambition has delivered exciting projects for all to enjoy and benefit from. Quite apart from all the digital comms channels an excellent example of this innovation is the Discover Norwich app, a fantastic free resource for visitors to the city to both research their journey and to get the most from their time here. Put simply it's amazing."

**Paul McCarthy, General Manager,  
intu Chapelfield**

# STRONGER VOICE FOR NORWICH

Norwich BID aims to create a united voice for the entire business community, irrespective of size or sector. Through collective lobbying and a united approach, Norwich BID aims to ensure the outcomes of key issues benefit businesses via the 'Norwich in 90' campaign and Park and Ride services, for instance.

All businesses within the Norwich BID area have access to projects and initiatives designed to give the city a competitive edge, secure investment and to promote Norwich as an attractive commercial destination.

## NORWICH BID PROMISED:

- To be heard in campaigns and initiatives designed to give Norwich a competitive edge
- To secure investment from new sources and win additional funding
- To be part of promotional campaigns to position Norwich as an attractive commercial destination
- To be part of a co-ordinated approach to give every business within the Norwich BID area a fair chance to voice their views, raise concerns and make recommendations.
- To provide a strong and co-ordinated voice for every sector, business and organisation in the city centre on key issues that are outside the Norwich BID remit (for instance transport, infrastructure, accessibility)
- To provide additional resource, marketing and co-ordination for the city centre on issues such as Park and Ride, Norwich in 90 and improved broadband speed.
- Profile raising

## NORWICH BID CHECKED:

- New Free WiFi coverage and download speeds
- Registered profiles and city user demographics
- Improved service for Norwich city centre (transport)
- Customer usage of Park and Ride

- Partnerships with the Norfolk Chamber of Commerce and stakeholders such as local authorities
- Improved resource to promote business (the business prospectus)
- Partnership working with property agents and landlords

## NORWICH BID DELIVERED:

- **Park and Ride lobbying** - commissioned consultancy Mott McDonald to assess Park and Ride services and lobbied successfully to achieve improvements to services for the city centre - including later running, a new price structure, weekend services and a bespoke Costessey service for the University of East Anglia/Norfolk and Norwich University Hospital/Norwich Research Park
- **Free WiFi installation** in the city centre, which has more than 1,000 daily users and 15,000 registered profiles
- **WiFi coverage** of 95% of the Norwich BID street area with 5mbps download speeds
- **A11 campaign** - with posters in one third of London Underground trains for eight weeks and inserts in The Financial Times
- **Norwich in 90** - committed to a Greater Anglia franchise award, supported by Norwich BID
- **Established a Norwich Transport Group** with Norwich City Council and another with Norfolk Chamber of Commerce to co-ordinate approaches on key city centre transport issues
- **A business prospectus** delivered annually with city-wide statistics from 56 sources
- **High-profile presentations** at the House of Commons and at national conferences on topics ranging from business rates to the future of our high streets to contactless intelligence to fiscal devolution
- **Business contingency planning and resilience training**
- **City centre consultations** - led initiatives on business responses, including A boards, Push the Pedalways, transport, supplementary planning and road closures



# GREENER CLEANER NORWICH

Norwich BID wanted to make Norwich one of the UK's leading working and shopping environments by introducing environmental and sustainable initiatives.

Co-ordinated waste collections, reducing the detrimental impact of vacant shops and promoting Norwich as one of Europe's greenest cities have all been on the agenda. Co-ordinated contracts and waste and recycling collections have helped reduce business costs.

## NORWICH BID PROMISED:

- To give local businesses the advantage of group buying power
- To put additional resource into the hands of the business community
- To give businesses the opportunity to make improvements to the local environment
- To give local businesses the opportunity to develop new methods of co-ordinating the collection of recycling and waste from the city centre
- To introduce a scheme to co-ordinate and negotiate contracts for collection, removal and recycling of waste and materials
- To reduce congestion and CO2 emissions
- To make Norwich an even more attractive place to work, shop and visit
- To provide cost savings for businesses
- To ensure a vibrant trading environment

## NORWICH BID CHECKED:

- Vacancy rates
- Waste and recycling quarterly key performance indicators and a full annual review
- Monitoring of the city's inner ring road congestion via Norwich-BID developed technology (Noggin)
- Positive engagement with proposed mural sites
- Promotional activity
- Increased footfall

## NORWICH BID DELIVERED:

- Reduced vacancy rates, outperforming the national average:

2013	2014	2015	2016
<b>Norwich</b> 12%	<b>Norwich</b> 5.3%	<b>Norwich</b> 4.2%	<b>Norwich</b> 4.9%
National UK 18.7%	National UK 14.1%	National UK 12.2%	National UK 11.7%

- **Waste collection service** - Co-ordinated city centre waste collections via M.W. White Ltd
- **Information posters to reduce** the negative impact of vacant shops
- **Murals** - Brightened up walls/public space in Norwich with four large, vibrant murals in Ber Street, Theatre Street, Red Lion Street and Castle Street
- **The Keep regeneration projection** - Helped Norwich Castle secure £9 million of funding
- **Travel savings** - Worked with First Bus to offer businesses and their staff savings on travel
- **Legislation updates**



Above A couple of many BID murals around the city



“With the support of Norwich BID, the city plays host to a calendar of exciting festivals and events throughout the year. Norwich also boasts a wonderful blend of heritage sites whilst positioning itself as a technology leading city, the City of Stories has something for everyone!”

**Alan Waters, Norwich City Council Leader**

“Norwich BID investment in the Norwich The City of Stories campaign has meant massive improvements to the way VisitNorwich communicates the city’s tourism offer. BID partnership and investment has allowed VisitNorwich to get its destination branding right so that the way we position Norwich is real, honest and engaging.”

**Nick Bond, Head of Tourism, VisitNorwich**



The Greener Cleaner project has been all about creating an environment in the centre of Norwich which is enjoyable for residents and visitors, and reflects our identity as a city. Creative Art plays a major part in this identity. The murals are an opportunity for creative people from the region to enhance their environment through their ideas and originality.

**Sarah Steed, Business Director, Norwich University of the Arts**



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Norwich BID has been awarded a national industry accreditation from **British BIDs** - the endorsement underlines the quality of work we are delivering in the city. We received three **ATCM Awards** for **Digital Engagement**, **Inspirational Leader** and **BID of the Year 2016**.