

## **Norwich Business Improvement District (BID) Promoting Norwich Group - Terms of Reference**

### **Introduction**

Established in November 2012 the Norwich Business Improvement District (BID) has proved itself as an inventive and progressive organisation run for local businesses by local businesses. The Norwich BID covers a defined area of the city where the team works to improve the trading environment and identifies additional projects and services that develop the city centre. Norwich BID enhances and promotes the local environment for its businesses, employees, customers and the community. The overarching vision of Norwich BID is to; Make a clear positive impact on the vitality of our city centre and the success of the businesses within it. Norwich BID's objectives are split into the following workstrands:

- Promoting
- Norwich Experience
- Voice for Business

### **Objectives**

The purpose of the Promoting Workstrand is to develop innovative marketing and destination campaigns and projects to put Norwich front-of-mind for visitors, tourists and businesses across the UK and abroad.

### **Funding**

Existing funding is identified within the BID levy to deliver the workstrand projects.

If the delivery of the vision and business plan requires further time and resources, beyond those available to Norwich BID, recommendations will be explored for future work and funding opportunities.

### **Key tasks**

The Promoting Group set the agenda, priorities and budget for the Promoting Workstrand. The Promoting Workstrand is instrumental in developing innovative destination marketing campaigns and ideas that put Norwich at the front-of-mind for visitors, tourists and businesses across the UK and abroad. Projects of the Promoting Workstrand reach potential visitors using a range of media. This includes considering the use of social media, web-based and mobile technologies to allow interactive dialogue between organisations, communities and individuals. The Promoting Group is involved in the following campaigns/projects:

- Discover Norwich App
- Norwich the City of Stories
- Norwichchristmas
- Christmas Lights
- Norwich City of Ale
- Norwich City of Stories
- Norwich Fashion Week
- ShopNorwich

### **Scope and Mandate**

The focus of the Promoting Workstrand is Norwich City Centre; observers from other organisations may be invited to attend meetings and will receive minutes and papers. Members of workstrand groups are selected by expertise and positions are offered to Directors, members or levy payers who show an interest. The Norwich BID Executive Director and Marketing Manager are permanent members of the Promoting Group. The Promoting Workstrand is brought together in a spirit of

partnership to lead and enable tasks identified to be carried out, working with stakeholder organisations.

### **Operation of the Promoting Group**

The Promoting Group will meet throughout the year – meetings are held more frequently when needed.

### **Inputs**

The Promoting Group works with and is answerable to the Norwich BID Board of Directors

## **Norwich Business Improvement District (BID) Voice for Business Group - Terms of Reference**

### **Introduction**

Established in November 2012 the Norwich Business Improvement District (BID) has proved itself as an inventive and progressive organisation run for local businesses by local businesses. The Norwich BID covers a defined area of the city where the team works to improve the trading environment and identifies additional projects and services that develop the city centre. Norwich BID enhances and promotes the local environment for its businesses, employees, customers and the community. The overarching vision of Norwich BID is to; Make a clear positive impact on the vitality of our city centre and the success of the businesses within it. Norwich BID's objectives are split into the following workstrands:

- Promoting
- Norwich Experience
- Voice for Business

### **Objectives**

The purpose of the Voice for Business Workstrand is to respond with one strong voice to projects and initiatives designed to give Norwich a competitive edge, secure investment and promote the city as an attractive commercial destination.

### **Funding**

Existing funding is identified within the BID levy to deliver the workstrand projects.

If the delivery of the vision and business plan requires further time and resources, beyond those available to Norwich BID, recommendations will be explored for future work and funding opportunities.

### **Key tasks**

The Voice for Business Group set the agenda, priorities and budget for the Voice for Business Workstrand. The Voice for Business Workstrand enables local businesses to lobby with one strong voice. This gives businesses in the BID area the opportunity to:

- Be part of a coordinated approach to give every business within the BID a fair chance to voice their views, raise concerns and make recommendations
- Secure investment from new sources and pursue leverage of additional funding
- Provide additional resource, marketing and coordination for the city centre on issues such as transport, infrastructure and accessibility.

- Respond with one strong voice to campaigns designed to give Norwich a competitive edge, secure investment and promote it as an attractive commercial destination. This collective voice will be robust on issues such as improved broadband speeds and faster rail links.

Other activities: The Voice for Business group is responsible for the Norwich BID Free Wi-Fi project

### **Scope and Mandate**

The focus of the Voice for Business Group is Norwich City Centre; observers from other organisations may be invited to attend meetings and will receive minutes and papers. Members of workstrand groups are selected by expertise and positions are offered to Directors, members or levy payers who show an interest. The Norwich BID Executive Director and Operations Manager are permanent members of the Voice for Business Group. The Voice for Business Workstrand is brought together in a spirit of partnership to lead and enable tasks identified to be carried out, working with stakeholder organisations.

### **Operation of the Promoting Group**

The Voice for Business Group will meet throughout the year – meetings are held more frequently when needed.

### **Inputs**

The Voice for Business Group works with and is answerable to the Norwich BID Board of Directors

## **Norwich Business Improvement District (BID) The Norwich Experience Group - Terms of Reference**

### **Introduction**

Established in November 2012 the Norwich Business Improvement District (BID) has proved itself as an inventive and progressive organisation run for local businesses by local businesses. The Norwich BID covers a defined area of the city where the team works to improve the trading environment and identifies additional projects and services that develop the city centre. Norwich BID enhances and promotes the local environment for its businesses, employees, customers and the community. The overarching vision of Norwich BID is to; Make a clear positive impact on the vitality of our city centre and the success of the businesses within it. Norwich BID's objectives are split into the following workstrands:

- Promoting
- Norwich Experience
- Voice for Business

### **Objectives**

The purpose of the Norwich Experience Workstrand is to create new initiatives and campaigns to reinforce Norwich's reputation as a warm and welcoming city.

### **Funding**

Existing funding is identified within the BID levy to deliver the workstrand projects.

If the delivery of the vision and business plan requires further time and resources, beyond those available to Norwich BID, recommendations will be explored for future work and funding opportunities.

### **Key tasks**

The Norwich Experience Group set the agenda, priorities and budget for the Norwich Experience Workstrand. The Norwich Experience group delivers the following key projects:

- City Hosts: Norwich BID City Hosts will welcome, guide and assist visitors in the BID area providing help and advice to enable them to gain the maximum benefit and enjoyment from their visits.
- Early Evening Events: promotes the leisure offer in the city centre, including bars, restaurants and theatres to provide growth, a coordinated approach and value to city centre users in the early evening (5pm - 9pm). Building on the success of last year's Head Out, Not Home campaign, our FREE summer events programme returns in June offering more great family entertainment.
- Alert Radio Scheme: The Alert Radio Scheme aims to reduce crime and disorder and antisocial behaviour in Norwich businesses, retail and night time economies, to make Norwich a safer environment for residents, visitors and shoppers and to develop effective ways of communicating with businesses, retailers and the night time economy to minimize the risk of crime.

### **Scope and Mandate**

The focus of the Norwich Experience Group is Norwich City Centre; observers from other organisations may be invited to attend meetings and will receive minutes and papers. Members of workstrand groups are selected by expertise and positions are offered to Directors, members or levy payers who show an interest. The Norwich BID Executive Director and Marketing Manager are permanent members of the Norwich Experience group. The Norwich Experience Workstrand is brought together in a spirit of partnership to lead and enable tasks identified to be carried out, working with stakeholder organisations.

### **Operation of the Promoting Group**

The Norwich Experience Group will meet throughout the year – meetings are held more frequently when needed.

### **Inputs**

The Norwich Experience Group works with and is answerable to the Norwich BID Board of Directors