

# ACHIEVEMENTS : NOV 13 - OCT 14

## NOVEMBER

- 150,000 NorwichChristmas brochures distributed across the region
- Relaunch of Norwich BID
- ALERT Security Project
- New Christmas lights installed across the BID area

★  
**NORWICHCHRISTMAS**  
Star of the East

## DECEMBER

- Digital Marketing Executive recruited
- City Host Supervisor recruited
- Park and Ride research conducted

## JANUARY

- Attended Business Rates Scrutiny Meeting
- Took part in the British BIDs Marketing Forum

## FEBRUARY

- Supported Norwich Dragon Festival
- Supported Norwich Lanes Jack Valentine Festival

## MARCH

- Recycling Scheme Launched
- Norwich BID supported Norwich Fashion Week and provided a free launch show for BID businesses
- Norwich BID attended the Future High Street Conference

## APRIL

- Discover Norwich App launched
- Attended Contactless Intelligence Conference

## MAY

- Production of the Norwich BID Business Prospectus
- Yammer goes live in the BID area
- Norwich City of Ale launch
- Supported Norfolk and Norwich Festival "It's Your Festival"

## JUNE

- Head Out Not Home summer evening entertainment launched
- Attended ATCM National Conference

## JULY

- Visit from Lincoln BID

## AUGUST

- City of Stories campaign launch
- Norwich Lanes shortlisted for a Great British High Street Award
- Launch of a new Twitter account @norwichcityhosts

## SEPTEMBER

- Supported Norwich Restaurant Week as part of the Norfolk Food and Drink Festival
- Lord Mayor visited the City Hosts
- Norwich BID supported Noirwich crime writing festival
- Norwich BID attended the regional cities meeting

## OCTOBER

- The City Hosts attended the UEA Volunteers Fair
- Attended the ATCM Advisory Council
- Great British high Street judging panel visited the Norwich Lanes

Through Norwich BID's nomination, the Norwich Lanes won the City Category of the Great British High Street Awards. Receiving this award was a fantastic achievement for Norwich BID who have helped the city receive recognition on a local and national level.

Norwich BID also came Runner up in the ATCM BID of the Year Awards!

Norwich BID invested £300K in a new Christmas lights scheme, in partnership with Norwich City Council.



The Alert security scheme is used by 85 businesses within the daytime and evening economies.



The recycling scheme is already being used by over 100 BID businesses who are benefiting from reduced costs and a reliable collection service.



The App was launched with a flash mob in the city centre in April 2014 and has received over 7,000 downloads to date. All BID businesses are listed for FREE - contact us to ensure your listing and events are up to date.



400,000 maps distributed over 2,600 sites

**HEAD OUT NOT HOME**

Thursday Early Evening Events returned for 12 weeks over the summer with a range of acts including Covent Garden performances, local bands, entertainers as well as film screenings outside The Forum.



Working with VisitNorwich this 12 week digital marketing campaign put Norwich on the map for being Britain's literary capital, reaching an audience of over 750,000.



The Norwich City Hosts assisted over 33,000 people in the last year. The scheme came runner up in the British BIDs Proud Projects Awards and ATCM BID of the Year.



BID FINANCE NOV 13 - OCT 14

- Deferred Income
- Ley Income
- Additional Income
- Finance and Governance
- Promoting
- Experience
- Greener Cleaner
- A Stronger Voice
- Comms



BOARD OF DIRECTORS

Peter Mitchell (Chair), Jarrold & Sons Ltd; Stefan Gurney, Norwich BID Executive Director; Andrew Dernie, Aviva; Amanda Phillips, Castle Mall; Paul McCarthy, Intu Chapelfield; Tim Williams, Archant Regional Ltd; Mark Robertson, Marks & Spencer Plc; Nick Bond, VisitNorwich; Jayne Raffles, Raffles Restaurants; Philip Cutter, The Murderers; Roger Pemberton, Norwich Lanes; Adrian Newborough (Company Secretary), Fosters Solicitors; Councillor Brenda Arthur, Norwich City Council; Jane Claridge, Theatre Royal (Norwich) Trust Ltd; Councillor Steve Morphew, Norfolk County Council; Tim Bishop, The Forum Trust Ltd; Jonathan Kemp, Debenhams Retail Plc; Sarah Steed, Norwich University of the Arts; Steve Millar, Norfolk County Council.



FUTURE PLANS : NOV 14 - OCT 15



After months of planning and preparation, the installation of free Wi-Fi in the city centre is close to completion. The project will put Norwich on the map as a technology leading city, and a more connected place to visit, work and live. We also have plans to enliven the street scene with art and murals in 2015, focusing on areas which will benefit from rejuvenation, with the aim to create additional points of interest across the city. We are also looking forward to supporting BREAK with GoGoDragons! in the summer, with 80 highly decorated dragon sculptures displayed across the city, visitors will be able to navigate their way around the dragon trail by using the Discover Norwich app.

Norwich BID is looking forward to another busy year with exciting new developments in the city centre. We hope you have found this report of interest to you and your business, if you have any questions or feedback please do not hesitate to contact me.

STEFAN GURNEY  
NORWICH BID EXECUTIVE DIRECTOR



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ANNUAL REPORT  
NOV 13 - OCT 14

NORWICH  
BUSINESS IMPROVEMENT DISTRICT



CHAIRMAN'S REPORT



In this introduction, I want to start with recognition for our executive BID team. They have done an outstanding job in delivering this year's projects. We have seen lots of hard work, combined with a real ambition for our city centre. My congratulations and thanks to Stefan, Rachael, Caroline, Carl, Laura and the City Host team.

In several cases the scale of the impact achieved has been made possible, and easier, because Norwich BID is working closely and effectively with Norwich City Council and with Visit Norwich. It is remarkable how many BIDs in the UK find themselves unable to work in this collaborative way. As I write this, Norwich city centre is dressed in sparkly Christmas lights, the latest update of the "City of Stories" campaign is in my inbox and earlier today I used the Discover Norwich App; these projects have benefited from this collaborative approach.

Finally, I want to thank our Board. Their guidance and ideas at Board meetings and the additional time that many put in on specific projects is very important. It is also central to the accountability which the BID team have to the 600+ local businesses and other organisations in our city centre who, collectively, the BID works for. If you own or represent one of those businesses and want to get more involved in the BID in 2015, please contact Stefan or myself - your interest will be welcomed.

PETER MITCHELL  
CHAIR OF NORWICH BID

THE NORWICH BID TEAM

FROM TOP LEFT: Carl Hedger (Project Manager), Stefan Gurney (Executive Director), Rachael Fretter (Marketing and Communications Manager), Mike King (City Hosts Manager), Caroline Bidewell (Office and Engagement Executive), Ashleigh Mackay (Apprentice Administrator), Tracey Owen (City Host Supervisor), Laura Nazmdeh (Digital Marketing Executive).  
Absent: Jumara Mulcahy (City Host Supervisor).

