

ACHIEVEMENTS : NOV 14 - OCT 15

NOVEMBER

Great British High Street award won for Norwich Lanes- a fantastic achievement for Norwich BID who have helped the city gain local and national recognition!

Norwich BID increased the number of Christmas lights in the city centre's scheme

DECEMBER

Christmas Tree Trail was launched on the Discover Norwich App

JANUARY

Developed and led Norfolk and Suffolk regional BID group, working new Anglia LEP

Developed city tourism brand "Norwich, City of Stories" and led national social media campaign



FEBRUARY

Supported the production of the Shop Norwich map - 4300,000 maps distributed to 2,600 sites

A11 Campaign launched with "Norwich City of Stories" on London Tube lines

MARCH

Norwich BID supported Norwich Fashion Week and provided a free launch show for BID businesses

DISC launched - a free crime information service

APRIL

Full livery taxi advertising to promote the Discover Norwich app

Discover Norwich Easter Egg Trail launched



MAY

Production of the Norwich BID Business Prospectus

Norwich City of Ale launch

JUNE

GoGo Dragons! launched - Norwich BID supported the production of the map and trail functionality on the Discover Norwich App

Head Out, Not Home summer evening entertainment launched

Norwich City Hosts celebrate 2nd anniversary

JULY

Norwich BID participated in the Royal Norfolk Show

Took part in the Lord Mayor's Procession

Norwich BID supported the Lanes Summer Fayre

The City Hosts help more than 50,000 visitors to Norwich

AUGUST

Supported Run Norwich - the city's first 10K road race

Norwich BID agreed to partnership working with Droplet

SEPTEMBER

Attended UEA Fresher's Fayre

Supported Norwich Food & Drink Festival

Supported Norwich crime writing festival

OCTOBER

Martin Blackwell joins the BID as Business and Operations Manager



The app has received over 14,000 downloads to date! All BID businesses are listed for FREE - contact us to ensure your listing and events are up to date.



The recycling scheme is already being used by over 120 BID businesses who are benefiting from reduced costs and a reliable collection service.



The Alert security scheme is used by 91 businesses within the daytime and evening economies.

HEAD OUT NOT HOME

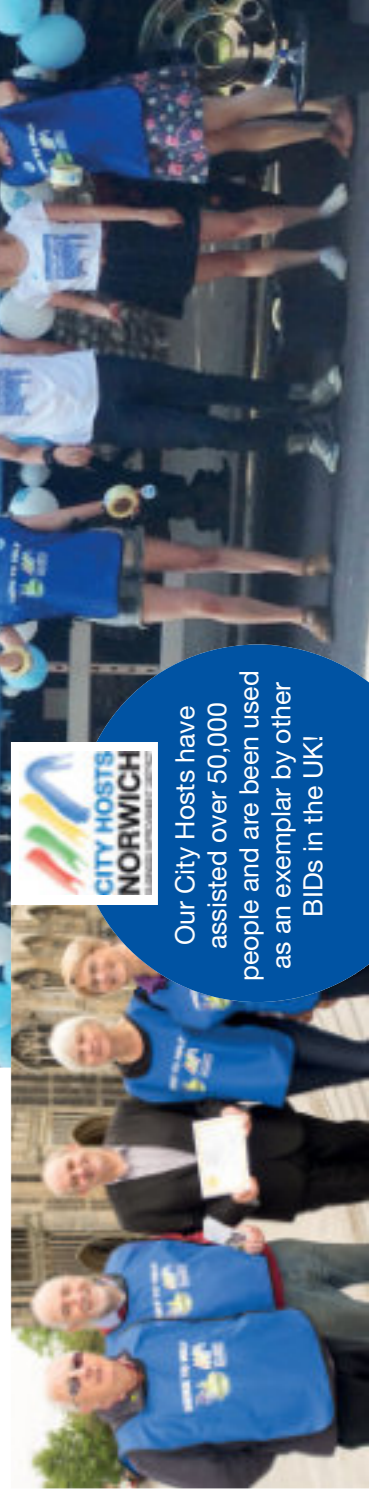
Our 10 week free summer entertainment programme returned and marketing activity reached 1.3M people!



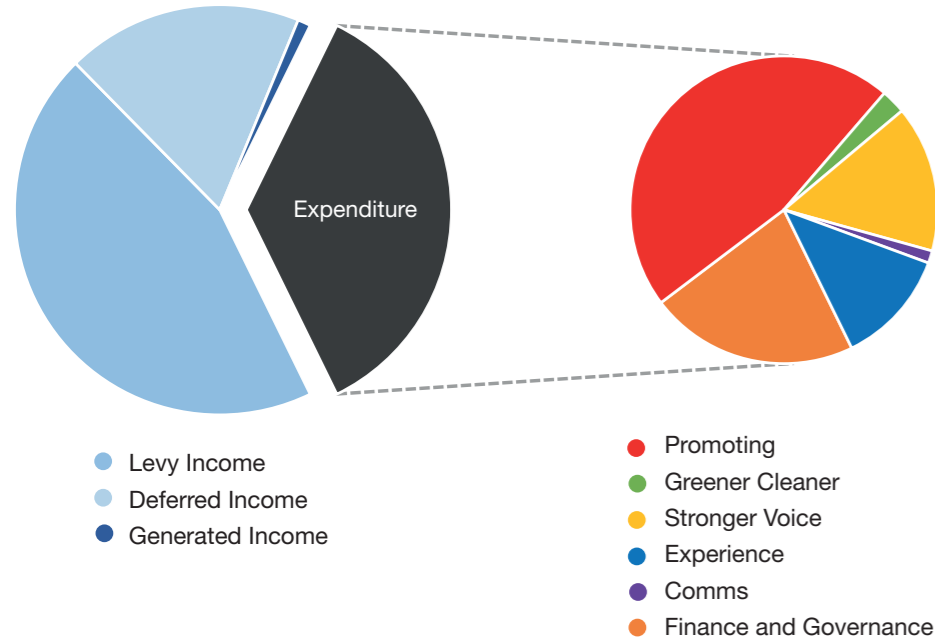
Norwich welcomed a flight of over 80 Dragons to the city. GoGo Twilight flew the flag for Norwich during a temporary installation at London Liverpool Street Station.



Our City Hosts have assisted over 50,000 people and are being used as an exemplar by other BIDs in the UK!



BID FINANCE NOV 14 - OCT 15



BOARD OF DIRECTORS

Peter Mitchell (Chair), Jarrold & Sons Ltd; Stefan Gurney, Norwich BID Executive Director; Andrew Demie, Aviva; Paul McCarthy, Intu Chapelfield; Amanda Phillips, Castle Mall; Richard Marks, John Lewis; Tim Williams, Archant Regional Ltd; Jon Statham, Marks & Spencer Plc; Nick Bond, Visit Norwich; Jayne Raffles, Raffles Restaurants; Philip Cutter, The Murderers; Roger Pemberton, Norwich Lanes; Adrian Newborough (Company Secretary), Fosters Solicitors; Councillor Alan Waters, Norwich City Council; Jane Claridge, Theatre Royal (Norwich) Trust Ltd; Councillor George Knobbs, Norfolk County Council; Tim Bishop, The Forum Trust Ltd; Jonathan Kemp, Debenhams Retail Plc; Sarah Storer, Norwich University of the Arts; Steve Millar, Norfolk County Council.



FUTURE PLANS : NOV 15 - OCT 16

Norwich BID has had another fantastic year; we installed free Wi-Fi throughout the main city centre and have received lots of positive feedback with over 300 daily users. Our City Hosts are a firm favourite with visitors to the city, and the Discover Norwich app continues to receive worldwide downloads, so remember to promote your business. Our first BID supported Run Norwich 10K event which saw tens of thousands of spectators was another amazing success in our full season of BID supported events from Head Out, Not Home to Fashion Week to City of Ale to Noirwich to Norwich Christmas!

2015 saw Norwich once again buck national trends with footfall increasing +4.3% YoY against dropping national figures -3.9% YoY. With so much going on in the city it's no wonder Norwich is soaring above its rivals and was voted the No1 place for worker satisfaction. As we enter our 4th year, we look forward to delivering more fantastic projects, in particular our mural scheme which will see a new lease of life given to gable walls and buildings throughout the city with exceptional art adding to our "Norwich City of Stories" tourism campaign #cityofstories. Planning is already under way for Christmas 2016, and we hope to make the city sparkle and shine like never before.

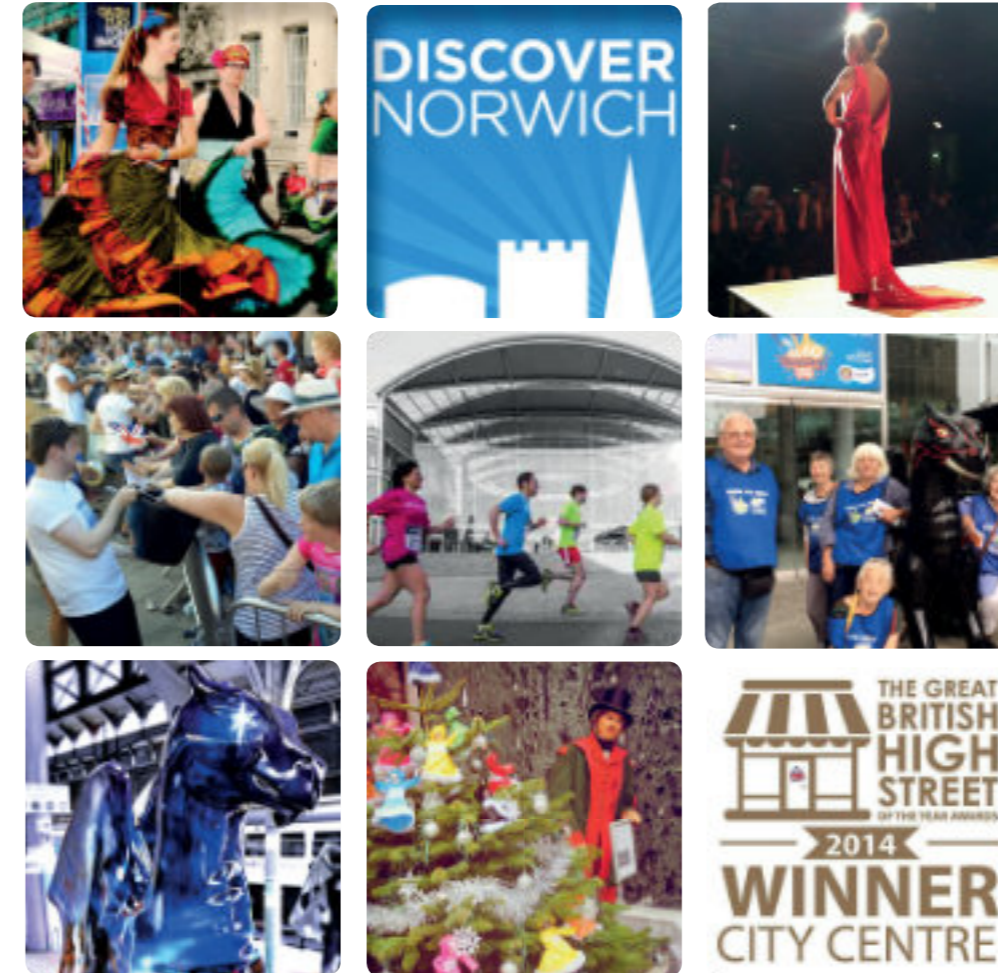
We continue to champion issues regarding accessibility to the city centre with business concerns raised on the inner ring road capacity and continue to provide a voice for all businesses.

We look forward to another successful and busy year! If you have any questions, feedback or would like a chat please do not hesitate to contact me.

STEFAN GURNEY
NORWICH BID EXECUTIVE DIRECTOR



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ANNUAL REPORT
NOV 14 - OCT 15



CHAIRMAN'S REPORT

The Norwich BID is now 3 years into its 5 year term and is very much in line to achieve what was originally set out in our business plan when the BID went out for support from Norwich City Centre businesses in 2012. The team have a lot to be proud of, delivering an impressive set of projects which have had a clear positive impact on the city centre – its businesses, its visitors, its locals and its residents.

Our original four work strands (Promoting Norwich, Experience Norwich, Greener Cleaner Norwich, and a Stronger Voice for Norwich) remain at the heart and focus of everything the BID does. This report highlights some of the BID's achievements of 2015 in each of these four work strands and I hope that you also feel Norwich city centre is getting great value for money from our shared investment in funding the BID. The BID Board and the BID team represent the 600+ businesses in the city centre and always welcome feedback and want you to be actively involved.

So if you haven't yet done so, then in 2016 please pick up the phone to Stefan and his team, or come along to a breakfast meeting as a way to become more involved in shaping the BID's project list for 2016 and 2017. We are always up for a discussion about what's best for our city centre.

PETER MITCHELL
CHAIR OF NORWICH BID



THE NORWICH BID TEAM

FROM TOP LEFT: Rachael Fretter (Marketing and Communications Manager), Stefan Gurney (Executive Director), Mike King (City Hosts Manager), Tracey Owen (City Host Supervisor), Will Lubbock (Apprentice Administrator), Caroline Bidwell (Office and Engagement Executive), Jumara Mulcahy (City Host Supervisor), Laura Nazmdeh (Digital Marketing Executive), Martin Blackwell (Business & Operations Manager).

