

ACHIEVEMENTS : NOV 16 - OCT 17

NOVEMBER

The Christmas light switch-on attracted a record number of crowds, with the event hosted by Ed Balls

DECEMBER

Great British High Street Awards Ceremony – the 'Castle/Arcade' District was voted runner-up in City Location Category

JANUARY

The Christmas Light scheme gained national Christmas coverage. A video of the Tunnel of Light had over 15 million views

FEBRUARY

We unveiled our 4th mural on Virgin Money, Castle Street

MARCH

We supported Norwich Fashion Week and organised a free VIP launch show for BID businesses

VisitNorwich transferred into Norwich BID

APRIL

Production of the Norwich BID Business Prospectus

MAY

BID supported the Norfolk & Norwich Festival and also City of Ale, with the City Hosts helping to guide visitors around the ale trails

JUNE

Norwich BID won Campaign of the Year for the Tunnel of Light at the ATCM awards, and came runner up in the BID of the Year category

Head Out, Not Home summer evening entertainment launched

Norwich City Hosts celebrated 4th anniversary

5th mural unveiled on Pottergate

JULY

Norwich BID participated in the Lord Mayor's Procession

6th mural site was unveiled behind Tickety Boo on London Street

The BID ballot was a success, with the second term beginning in November

AUGUST

Supported Run Norwich - 6,000 competitors took part in the city's 3rd 10k road race

VisitNorwich collaborated with Norwich Cathedral and BAFTA award-winner Rob Whitworth to promote their new video promoting the city and the Cathedral

SEPTEMBER

Norwich BID, along with other partners, helped secure Purple Flag status for the city

7th mural site unveiled on the cut-through on Castle House

BID supported Noirwich Crime Writing festival



OCTOBER

Norwich won Gold in the Business Improvement District category of the Britain in Bloom awards

Norwich BID attended the British BID conference in Cambridge and was shortlisted for the Place Marketing Award



With coverage through 95% of the original Norwich BID street area, 48,000 users logged in to the free Wi-Fi



The Alert security scheme is used by over 100 businesses within the daytime and evening economies.



Our City Hosts continue to be a fantastic asset to Norwich, having helped and welcomed over 200,000 people into the city centre



DIRECTOR'S REPORT : NOV 16 - OCT 17

2017 was a monumental year for Norwich BID. We received overwhelming support from the business community for a further 5 years of BID activity following a successful re-ballot for a wider area covering the whole inner ring road. Our first term (2012-2017) was hugely successful, with many UK BIDs taking inspiration from the work we delivered in Norwich city centre.

Our creative and innovative vision has seen the UK's first Tunnel of Light brighten up Christmas in Norwich, show-stopping projections transform the Castle, and our vibrant murals have given a new dimension to the hidden and unloved buildings and walls.

Having assisted more than 200,000 people, our City Hosts do a sterling job; come rain or shine they maintain a visible presence within Norwich, with many other cities now replicating our volunteer scheme, such as York, Lincoln and Bath.

Footfall in 2017 has continued to buck the national decline with Norwich showing a rise of +2%, better than the rest of the country down -1.1%.

We have supported several key city centre events which have driven footfall, raised our national profile and kept Norwich as a must-see destination; City of Ale, Norwich Fashion Week, Noirwich, Run Norwich, Norwich Film Festival, Norfolk & Norwich Festival, GoGoGorillas / Dragons.

Our City of Stories tourism marketing campaign saw over 13 million impressions and continues to drive national awareness of our amazing city.

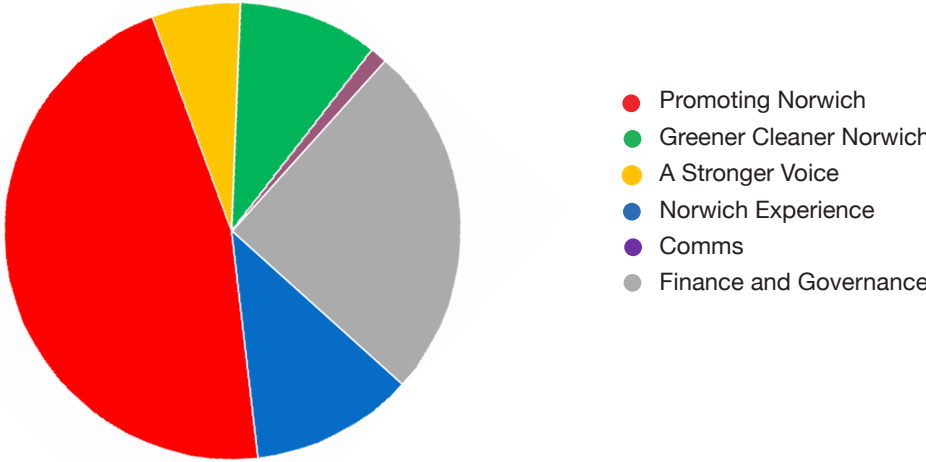
The dedicated VisitNorwich city centre app (over 25,000 downloads) is crammed full of business listing, events and trails around the city – so remember to keep sending us your events.

We continue to act as the champion for city businesses, fighting your corner regarding key city centre issues such as congestion, transport, infrastructure and accessibility.

STEFAN GURNEY
NORWICH BID EXECUTIVE DIRECTOR



BID FINANCE NOV 16 - OCT 17

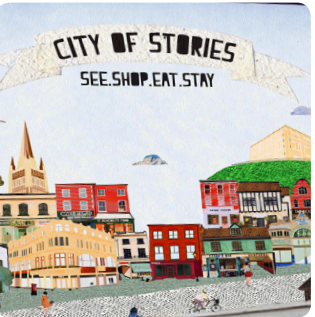


BOARD OF DIRECTORS

Peter Mitchell (Chair), Jarrold & Sons Ltd; Stefan Gurney, Norwich BID Executive Director; Andrew Dernie, Aviva; Adrian Newborough (Company Secretary), Fosters Solicitors; Paul McCarthy, Intu Chapelfield; Robert Bradley, Castle Mall; Richard Marks, John Lewis; Tim Williams, Archant Regional Ltd; Chris Luff, Marks & Spencer Plc; Philip Cutter, The Murderers; Roger Pemberton, Norwich Lanes; Councillor Alan Waters, Norwich City Council; Jane Claridge, Theatre Royal (Norwich) Trust Ltd; Councillor Steve Morphey, Norfolk County Council; Tim Bishop, The Forum Trust Ltd; Sarah Steed, Norwich University of the Arts; Steve Miller, Norfolk County Council; Simon Lubbock, NatWest; Jonty Young, The Lanes; John Gordan-Saker, Open; Richard Pace, Norwich Airport; Steve Muncey, KPMG; Anne Mitchell, Riverside (Savills); Guy Gowing, Arnolds Keys



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ANNUAL REPORT
NOV 16 - OCT 17



CHAIRMAN'S REPORT

Welcome to the annual report of the 5th and final year of Norwich BID's first five-year term.

In 2017 we were delighted to receive support from the business community for a bigger, bolder and better BID, resulting in a successful re-ballot and the start of a further five years of BID activity and investment in the city centre.

The BID team are already working to deliver the business plan for the second BID term, which will see initiatives such as: city centre gateways, installations and attractions; developing and growing business sectors; and animation of the River Wensum, to name just a few.

As I write this, our city centre is illuminated with lots more Christmas lights as well as the Tunnel of Light. The "City of Stories" campaign has brought new visitors to experience Norwich for the first time. Dull walls have been painted with quirky murals, the free city centre WiFi and the City Hosts help visitors make the most of their time in the city. Our city centre is increasingly well equipped to deal with the many challenges it faces in the coming years.

This report is my last as Chair of Norwich BID. I will soon be moving to a new role outside Norwich and so would like to take this opportunity to express my special thanks to everyone who has been involved in creating, running and supporting the Norwich BID. The past five years have been a remarkable success and I am very proud of all we have achieved since the outset in 2012. This has all been made possible through the financial support of the business community and through the time, ideas, energy and ambition of the BID Board members and other business leaders who have worked with the BID team throughout this time.

The BID team are here to help you; they always welcome feedback and are keen for you to be actively involved. Please contact the team to find out more and to help shape the BID's projects for 2018.

PETER MITCHELL
CHAIR OF NORWICH BID



NATIONAL RECOGNITION 2016-17



We won 'Campaign of the Year' for the Tunnel of Light at the ATCM awards. We were also runner up in the 'BID of the Year' category.



We worked with other partners to secure Norwich a Purple Flag award, for the city's evening and night time economy.



We received the Gold Award in the BID category from Anglia in Bloom, and went on to win the City category from Britain in Bloom.

