

# ACHIEVEMENTS

NOV 17 - OCT 18

## November

**The Norwich Christmas lights switch-on** attracted an estimated 15,000 people to see Christmas get kicked off in the city.

## December

**BID visited Amsterdam** to investigate the opportunity to become the UK's First Sharing City and options to bring a Light Festival to Norwich.

## January

**The BID Foundation launched.** Formed by a group of UK Business Improvement Districts it provides an authoritative voice for the industry. Stefan Gurney, Executive Director of Norwich BID was voted as the Vice Chair.

## February

February marked the start of our **'City Conversations' conferences**, which launched with the Leisure conference.

## March

English Tourism Week saw our team of fantastic City Hosts give out white roses to city centre visitors, to help promote **the City of Stories campaign**.

## April

Production of the **Norwich BID Business Prospectus**.

## May

Norwich BID sponsored the **Norfolk and Norwich Festival** launch night, as well as **the City of Ale Festival**.

## June

June saw the second instalment of the **'City Conversations'** conferences, focused on the Commercial sector.

As supporting partner of **GoGoHares**, the BID hare - 'Hare comes the Sun' was taken to London, in order to represent Norwich.

## July

**Head Out, Not Home** returned, which provided 10 weeks of free Thursday evening entertainment throughout the summer.

Norwich BID participated in the **Lord Mayor's Procession** for the third year.

## August

**Run Norwich** returned with BID support and 7,000 registered participants competing.

## September

Norwich retained its **Purple Flag accreditation**, as one of the safest cities in the UK.

**Talking Statues** launched in the city, including the voices of Stephen Fry and Olivia Colman.

BID supported **Noirwich, the crime writing festival**.

## October

The final **'City Conversations'** conference, focused on Retail, took place, with Wayne Hemingway, co-founder of Red or Dead as headline speaker.

**New secure cycle park** opened, with BID as supporting partner alongside Sekura Byk, Norwich City Council and Norfolk Police Constabulary.

**Norwich Restaurant Week** launched with BID support.





Director’s Report: Nov 17 – Oct 18

November 2017 saw us launch our second BID term with a wider area of Norwich covering the whole of the inner ring road. It’s great to be working directly with Riverside, Cathedral Quarter, Magdalen Street, Ber Street and many more of the commercial areas and businesses within the city.

The first year of our second term has been memorable and we are now starting to help shape and lead the strategic direction of the city. We are working in partnership with Norfolk Chamber of Commerce and New Anglia Local Enterprise Partnership. We have been strongly involved in the 2040 Norwich Vision and have been asked to lead on the development of the ‘Retail Strategy’ for Norwich.

2018 saw the introduction of our series of ‘City Conversations’ conferences which focused on the Leisure, Commercial and Retail sectors. These have been a great platform for businesses to share their views and debate crucial issues, as well as highlighting key areas where the BID can assist in driving improvements within the city. We look forward to continuing the City Conversations in 2019 and look forward to seeing you there – stay posted for where and when.

As Chair of the ATCM (Advisory Council) and Vice-Chair of the BID Foundation, it’s a great opportunity to represent Norwich at a national level and to understand the changing needs of the industry. We attended the All Parliamentary Party Group (APPG) in Westminster on Business Rate Reforms and tabled a proposition for rebalancing rates for online business to support the bricks and mortar businesses. This has continued to put Norwich at the front of national debate and raise the profile of the city within Westminster.

The past twelve months has seen the city come to life through a variety of artistic and creative interventions. Norwich BID was the main sponsor for the Norfolk and Norwich Festival opening night which featured the eye-catching performance of carnivalesque drummers, a promenade of larger than life singing dolls and an aerial display. During the summer, Norwich BID was the main supporting partner, as the city was taken over by 50 GoGoHares sculptures, with the BID Hare hopping down to London Liverpool Street Station to promote the trail. Our successful ‘Head Out, Not Home’ programme of free entertainment returned to enliven Norwich city centre during Thursday evenings, delivering a 5% increase in footfall. We once again supported several key city centre events including City of Ale, Noirwich, Run Norwich and Norwich Film Festival. New for 2018 saw Norwich Restaurant Week take place, and Talking Statues bring some of Norwich’s most iconic sculptures to life through innovative technology. All these events help drive footfall and increase public engagement with the city centre.

Our ‘Norwich, City of Stories’ tourism marketing campaign continues to drive national awareness of our fantastic city and look out for our re-brand and new marketing campaigns in 2019!!

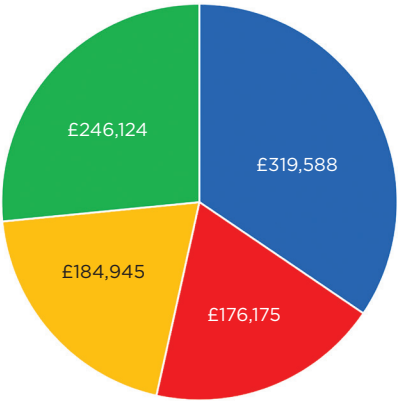
We continue to lead locally and nationally on the challenging issues affecting us all, and look forward to another amazing year ahead.

**Stefan Gurney**  
Norwich BID Executive Director



BID Finance  
Nov 17 – Oct 18

- The Norwich Experience
- Promoting Norwich
- A Stronger Voice
- Finance & Governance



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ANNUAL REPORT  
NOV 2017 - OCT 2018



Chairman’s Report

From Wayne Hemmingway, co-founder of Red or Dead, to Koji Tsuruoka, Japan’s ambassador to London, the cry on their first visit to the city was, “Norwich, what a great city, why have I not heard about it?” The mobile ethnography (I had to Google it!) we commissioned recently has confirmed that our vibrant city is a well-kept secret, but a click into the ‘VisitNorwich app or website’ changes perceptions and tempts strangers to head our way. Our inspiring ‘City of Stories’ campaign helps us promote Norwich, and I am delighted that Caroline Mayers has joined the BID team to focus her wealth of marketing experience onto our cause. Knowing that 74% of people visiting Norwich for the first time want to return encourages us to persuade many more to make that first visit.

Compelling festivals, events, sights and sounds attract people to Norwich, creating memorable experiences that bring them back time and time again. Our ‘Head Out, Not Home’ campaign gave us free live music and entertainment, resulting in increased footfall on Thursday summer evenings. For the first time in 900 years ‘Festive Faces’ projected smiles onto the side of the Castle; one of seventeen creative projections in 2018. With the fun of the ‘Tunnel of Light’ and ‘Christmas Illuminations’ cascading into the wider BID area and ‘City Murals’ brightening up tired spaces, Norwich is brighter and bolder with the BID. Our ‘Free Wi-Fi’ now reaches further across the city and we are working with ‘Pathways’, an innovative approach to promote and fund better options for those rough sleeping.

Recognising that ideas are critical to our success we launched ‘City Conversations’ in 2018. Inspirational speakers and researchers fired the thoughts of delegates at the Leisure, Commercial and Retail conferences. Come and join our future conversations - we need your views, your experiences in other towns and cities and your aspirations for Norwich.

Peter Mitchell, our inaugural Chair, played a pivotal role in making the BID a reality and realising the opportunity to take the marketing of the city forward. I thank him for his leadership and counsel and wish him well, knowing he will be making a success of his new role in Norfolk. The privilege of chairing the BID allows me to see first hand the enthusiastic collaboration across the Norwich community. Retailers to a university, theatres to transport, councillors to late night venues and professionals to the Forum and Open Trusts, volunteer their time to make a difference to the city. Harvesting ideas and making them a reality falls to Stefan, the BID team, and over 50 ‘City Host’ volunteers. My thanks to them all, as without their drive, energy and the skills to get things done we would not be the award-winning, vote-winning BID that we have become.

**Andrew Dernie**  
Chair of Norwich BID



National Recognition 2017 – 2018

We are a founding member of the BID Foundation, which provides an authoritative voice for the industry. We have retained Purple Flag status for the city’s evening and night time economy. We were runner up in the Best Safety, Security and Resilience Scheme category of the ATCM awards.

