

Help us build an incredible future for Norwich

For 2021, and beyond, recovery is at the heart of our city strategy. The past eighteen months may have been unpredictable and challenging, but the people of Norwich have pulled together, showing fantastic passion and resilience. Throughout it all, Norwich BID has been here for the city, and for our businesses.

Our last levy letter, sent early October 2021, came before the Autumn lockdown announcements, and like everyone, our plans had to change quickly.

Across the Winter we continued our **Sector Recovery** meetings to ensure we could deliver the help and support the city needed. Now, our focus is on providing the best resources for our businesses, and bringing Norwich's organisations together, so we can collaborate to strengthen the city. We'll continue to work closely with local partners and stakeholders to ensure businesses' needs are met, and your voice is heard on the future of Norwich.

Over the past year, we have been awarded **£1.6million** directly in additional funding for projects in the city, because we know that bringing investment into Norwich is crucial to our local economy. These projects have included: covering training and skills costs for businesses, reducing business impact on the environment, and keeping city users safe at night. **InvestNorwich**, funded through Town Deals, is our new commercial campaign for the City of Stories. This **£180k direct funding** will provide businesses with tools to retain and recruit staff, and encourage SMEs to relocate to Norwich.

To support the city reopening, we created a programme of activity to continue to celebrate and enhance Norwich's unique culture. **Head Out, Not Home** returned, providing fantastic free music and entertainment to over 10,000 people – a welcome 'back-to-normal'. Our new **City Food Trail** provided a boost for local restaurants and eateries, helping to showcase our amazing hospitality businesses. And when the city reopened in May 2021, we celebrated with **Norwich Blooms**, where businesses from across the city were decorated with gorgeous florals and displays.

VisitNorwich continues to go from strength to strength, too. In 2021, website visits have broken all records, with 37% more users across summer 2021, vs the same period in 2019. This digital success has been driven by our activity on this year's staycation market, strategic partnerships, and extensive national PR. Over the next year we will continue developing our award-nominated '**City of Stories**' brand, sharing ownership with our local businesses and residents, as well as building on its success as a visitor brand to encourage people to relocate to or invest in the city.

We remain focused on always developing and improving the city centre. Our fantastic **City Hosts** continue to provide a warm welcome to visitors, and our new transport framework helps ensure changing traffic and access schemes work for business. **Norwich Street Aid** helps to tackle the issue of rough sleeping. We're also working closely with Norfolk Constabulary to reduce anti-social behaviour and crime in the area.

The picture as we headed into 2021 was far from clear, fortunately now we're in a better position to make confident plans for 2022. Next year, we look forward to the return of bold and bright festival **Love Light Norwich**, the launch of **InvestNorwich** and delivering new free training courses for businesses. Whilst the past eighteen months have brought threat and worry, it has made one thing very clear: the unique nature of our city, the incredible businesses, the wonderful community, and the amazing potential of the City of Stories.

Now, we all need to work together to build a fantastic future for Norwich. Please stay in touch.

Stefan Gurney
Executive Director



> Norwich BID in Numbers



10,000+

audience members for
Head Out, Not Home

37

restaurants created dino-dishes
for the City Food Trail



75,000

followers across our social
media channels



£1.6M

awarded in direct
funding for Norwich BID



£18,000

raised in donations for rough sleepers through
Norwich Street Aid

120

businesses keeping safe through
our ALERT/DISC scheme



400,000+

people greeted by City Hosts
since the start of the project



260+

free business waste audits completed as
part of Upcycle Your Waste, supported by
the EU under the Interreg 2 Seas Programme



"At Yorkshire Building Society we're proud to be involved in a number of projects supporting Norwich BID. We have found the support from Norwich BID invaluable in deepening relationships within the community and expanding our professional networks."

- Richard Fry, Branch Manager, Yorkshire Building Society

7.4M

seconds of Norwich Next
Chapter watched through our
YouTube campaign



"We appreciate all the current events and other initiatives to make our city a vibrant and enjoyable place to live."

- Westlegate Tower Resident

30+

businesses decorated
for Norwich Blooms



50

attendees at our Upcycle Your
Waste ecothon

37%

more users on visitnorwich.co.uk
Jul – Aug 2021 vs Jul – Aug 2019



"I can say with absolute honesty, it has been a privilege and an honour working with everyone at Norwich BID! Their knowledge and professionalism has brought things together in just the way we hoped, with a credibility and speed, we could not have achieved alone."

- Tamara Rampley, Cathedral Quarter

52,000+

organic views in 4 days on our
For Norwich, This Christmas film



746,191

connections to the free
Norwich BID city wifi



140,000

copies of the VisitNorwich
map printed



"VisitNorwich plays a unique role in building the city's tourism product and has helped to raise The Assembly House's profile locally and nationally. Incredibly proactive, VisitNorwich is regularly in touch with us about the organisation's activities within the county and across the country and the team's can-do attitude is greatly appreciated." - Richard Hughes, Chef Proprietor, The Assembly House