



"It's been a fantastic year for Norwich and our initiatives continue supporting and contributing to the growth of the city; whilst also challenging issues affecting us all, such as transport, to keep the city open and accessible"

STEFAN GURNEY
EXECUTIVE DIRECTOR, NORWICH BID



NORWICH
BUSINESS IMPROVEMENT DISTRICT

WHAT HAVE WE ACHIEVED?

PROMOTING NORWICH

- **DISCOVER NORWICH APP**

With over 13,000 downloads, we continue to develop the app as a fantastic free resource, including the new trail functionality which enhances the visitor experience. Remember to keep your listing and events up to date by emailing app@norwichbid.co.uk.

- **GREAT BRITISH HIGH STREET**

Last year the Norwich BID nominated the Norwich Lanes and won the prestigious Great British High Street of the Year Award.

- **EVENTS & FESTIVALS**

We've supported Norwich Fashion Week, Norwich City of Ale, GoGoDragons, Run Norwich, Norwich Food and Drink Festival and Noirwich. We also participated in the Lord Mayor's Procession and the Royal Norfolk Show.

- **A11 CAMPAIGN**

Working with VisitNorfolk we supported a London A11 promotional campaign highlighting Norwich as the "City of Stories", with over 1,300 posters featuring inside 1 in 3 London underground train carriages.

- **NORWICHRISTMAS**

The Christmas lighting scheme was enhanced with the inclusion of even more streets. The Christmas Tree Trail also added to the festivities by driving over 1300 visitors around 30 city centre locations.

STRONGER VOICE

- **CONSULTATION**

We are representing the business community, seeking opinions and coordinating responses to key issues – such as consultations on transport for Push the Pedalway Scheme in Tombland, the pedestrianisation of Westlegate, as well as Sunday trading laws.

GREENER CLEANER

- **RECYCLING SCHEME**

The scheme has streamlined trade waste collections in the city centre whilst achieving great cost savings for businesses. Contact us to find out how much your business can save!

EXPERIENCE

- **CITY HOSTS**

The City Hosts have hit an amazing milestone of welcoming and helping over 50,000 individuals. The scheme is now being replicated and used as an exemplar by other BIDs across the UK.

- **HEAD OUT NOT HOME**

Our 10 week summer evening events programme continues to grow year on year. Thousands watched Covent Garden street performers, local bands and entertainers on Thursday evenings in 4 key locations.

- **EASTER EGG TRAIL**

Using iBeacon technology integrated into the Discover Norwich app, our Easter Egg trail guided visitors around 20 city centre locations. Over 2000 beacons were activated and Discover Norwich received 800 downloads during the trail.

- **CRIME PREVENTION**

Our free DISC system is a new secure online security scheme for sharing information and reducing crime and anti-social behaviour. It's free to all BID businesses, so join today!

WHAT NEXT?

- **NORWICHRISTMAS** - The lighting scheme will be extended to include St Stephens Street.
- **CITY MURALS** - Tired areas of the city will be invigorated and enlivened with bright pieces of art.
- **TRANSPORT STRATEGY** - We are working with Norfolk Chamber of Commerce on a joint transport strategy for businesses to reduce the impact of access issues on the city centre.
- **CONNECTIVITY** - Free Wi-Fi is being installed throughout the BID area and will be available by the end of the year. We are also looking at super-fast broadband for the city centre.
- **TECHNOLOGY CONFERENCE** - To complement our aim of making Norwich a connected city we are working with partners on a technology focused conference.

