



"It's been another fantastic year for Norwich and we are very proud to have introduced new projects and initiatives in the BID area. We continue to challenge issues affecting us all, such as congestion and transport in the city"

STEFAN GURNEY
EXECUTIVE DIRECTOR, NORWICH BID



WHAT HAVE WE ACHIEVED?

PROMOTING NORWICH

- **DISCOVER NORWICH APP**
We are constantly updating our app to enhance the visitor experience in the city. With over 16,000 downloads it is the ideal free resource to promote your business and events – update us by emailing app@norwichbid.co.uk.
- **NORWICH THE CITY OF STORIES**
Working in partnership with VisitNorwich we have created the City of Stories destination marketing campaign. This hugely successful campaign has a captivated audience of over 13.5K Facebook likes, 9K blog subscribers and 10k page views per month.
- **CHRISTMAS**
The Christmas lighting scheme was enhanced to include even more streets within the city centre. We delivered the Norwich Christmas marketing campaign reaching 165,000 people through social media posts.
- **EVENTS & FESTIVALS**
We've supported a number of key Norwich festivals including Norwich Fashion Week, Norwich City of Ale, Noirwich and the Norwich Food & Drink Festival. We also participated in the Lord Mayor's Procession and the Royal Norfolk Show.
- **NORWICH CASTLE**
Norwich BID funding helped Norwich Museum Services leverage £9M to restore the Castle Keep, redeveloping the city's premier heritage attraction.

STRONGER VOICE

- **CONNECTIVITY**
Norwich is now a connected city, with free Wi-Fi (courtesy of Norwich BID) throughout the majority of the city centre – from Chapelfield Gardens to Norwich Castle and covering St Andrew's Street and Surrey Street. Over 14,000 users (700 a day) log in to the Wi-Fi.
- **CONSULTATION**
We represent the business community, seeking opinions and coordinating responses on key city centre issues – such as consultations on transport, A-boards etc.

GREENER CLEANER

- **MURALS**
Our mural project has enlivened gable ends and tired spaces in the city centre with dynamic and eye-catching large-scale murals to the theme of "City of Stories". Murals have been unveiled on Pymme and Co, Hatch Brenner and Red Lion Street.
- **RECYCLING SCHEME**
Our scheme has achieved great cost savings for businesses whilst streamlining trade waste collections in the city centre. Find out how much your business can save, contact us today.

EXPERIENCE

- **HEAD OUT, NOT HOME**
Our 10-week summer evening events programme continues to give a real buzz in the city centre. Thousands enjoyed Covent Garden street performers, local bands and musicians across 5 key locations on Thursday evenings, with over 300 people attending.
- **CITY HOSTS**
Our City Hosts continue to be a fantastic asset, having welcomed and helped over 116,000 people.
- **RUN NORWICH**
As a key funder and part of the race operations board we have been instrumental in helping Run Norwich happen for the city. Over 5,000 runners took part in this unique 10k road race.
- **CRIME PREVENTION**
As part of the Alert scheme (free to all BID businesses), DISC our online information sharing system helps reduce crime and antisocial behaviour. We also offer a range of free training courses – contact us for more details.
- **CITY TRAILS**
Using GPS technology via the Discover Norwich app there are a number of citywide trails to help visitors explore and enjoy the city, such as the Easter Egg Hunt, Ale, Literary or Church trails.

WHAT NEXT?

- **CHRISTMAS**
Christmas in Norwich is going to be spectacular, featuring the UK's first tunnel of light, 280ft projections on iconic buildings, Christmas lights, 27ft Christmas tree and a Norwegian market.
- **PURPLE FLAG**
We are currently putting together an application to achieve purple flag status for the evening and night-time economy.
- **MURALS**
More bright and enlivening murals are to be unveiled in the city centre over the next few months.
- **GREAT BRITISH HIGH STREET**
We've nominated the Castle and Arcade District for the prestigious Great British High Street Award. Show your support on Twitter using #GBHighSt. Finalists announced in October.



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