



*"Launched in 2012 the BID has delivered a successful and varied 5-year programme of activity. We are proud of our achievements and the initiatives we have introduced. The BID is now expanding in 2017-2022 and we will continue to make a positive impact on the city centre and the success of the businesses within it."*

**STEFAN GURNEY**  
EXECUTIVE DIRECTOR, NORWICH BID





# WHAT HAVE WE ACHIEVED: 2012-2017?

## PROMOTING NORWICH

- **NORWICH THE CITY OF STORIES**  
Working in partnership with VisitNorwich, this hugely successful destination marketing campaign has a captivated audience of over 14,000 Facebook likes, more than 12,000 blog subscribers, and 10,000 page views per month.
- **VISITNORWICH APP**  
Our bespoke app has seen more than 20,000 downloads and has more than 2,000 monthly users, making it the ideal free resource to promote your business and event.
- **TUNNEL OF LIGHT**  
A spectacular UK and European first, with nationwide publicity in The Times, The Daily Telegraph, The Guardian, The Independent and Metro. This coverage has reached over 8 million people.
- **CHRISTMAS**  
Including match-funded contributions from Norwich City Council, Norwich BID has invested £400,000 in new lights and illuminations for the city centre.
- **EVENTS & FESTIVALS**  
Norwich BID have supported several key Norwich festivals including Norwich City of Ale, Norwich Fashion Week, Noirwich, Norfolk and Norwich Festival and GoGoDragons.

## STRONGER VOICE

- **CONNECTIVITY**  
Norwich is now a connected city, with free Wi-Fi (courtesy of Norwich BID) throughout 95% of the Norwich BID street area. Over 15,000 users (1,500 a day) log into the Wi-Fi.
- **TRANSPORTATION**  
Working with Norwich City Council and Norfolk Chamber of Commerce, a Norwich Transport Group had been established to co-ordinate approaches on key city centre transport issues.
- **CONSULTATION**  
We represent the business community, seeking opinions and coordinating responses on key city centre issues.

## GREENER CLEANER

- **MURALS**  
Norwich BID's mural project has enlivened tired spaces throughout the city centre with seven large murals animating the city centre.
- **RECYCLING SCHEME**  
We have co-ordinated city centre waste collections via M.W. White Ltd, offering great cost savings and benefitting over 150 businesses.

## EXPERIENCE

- **HEAD OUT, NOT HOME**  
The 10-week summer evening events programme continues to attract thousands of visitors each week, resulting in a 7% increase in footfall on Thursday evenings.

## CITY HOSTS

Endorsed by Lord Coe, our City Hosts have assisted more than 200,000 people and maintain a visible presence in the city centre, with more than 50 volunteers who have all received dementia-friendly training. The scheme continues to be a fantastic asset to Norwich and is used as a national exemplar.

## RUN NORWICH

Norwich BID continues to be a key sponsor for this unique 10k road race, which attracts more than 6,000 runners to the city.

## CRIME PREVENTION

The ALERT radio scheme and DISC (free to all BID businesses) help to reduce anti-social behaviour across the city. We also provide regular intelligence briefings on security issues and offer a range of free training courses – contact us for more details.

## CITY TRAILS

Using GPS technology via the VisitNorwich app, we have provided a number of trails around the city, such as the Christmas Tree, City of Ale, Easter Egg Hunt and the Mural trail.

## WHAT'S NEW: 2017-2022?

- **IMPROVING SIGNAGE & WAYFUNDING**  
The BID is looking to provide Norwich city centre with a revised, modern signage system to make the city easy to navigate. This will assist visitors, customers and business users of the city through information systems.
- **ANIMATING THE RIVER WENSUM**  
Over the next 5 years the BID will work with partners to breathe new life into the river. This will play an important part in the growth and vitality of Norwich and is a key asset for animating the city.
- **GATEWAYS, INSTALLATIONS & ATTRACTIONS**  
The BID feels there is opportunity to develop visionary gateways to the city at Prince of Wales Road and St Stephens Street.
- **TRANSPORT & ACCESS LOBBYING FORUMS**  
We will coordinate groups to ensure that the accessibility and transport for Norwich City Centre fits the needs of the user and the business community.
- **THE BID BIG CONVERSATION**  
The BID will coordinate 3 annual conferences for the commercial, retail and leisure sectors with the goal of listening to the needs of each sector and exploit the potential for growth.
- **THE VISITNORWICH APP**  
We will continue to provide our free smartphone and tablet app. All BID businesses have a free listing and the opportunity to add their own content, photos and events.