



## Success at Norwich BID

“What an amazing year for the BID - we have led on Norwich being named the UK's First SharingCity, we have launched the new “City of Stories” brand for Norwich, we have leveraged in £1.3 million for London Street works, we have delivered a Norwich ‘Retail Strategy’ to support City Council’s 2040 Vision and we are leading on ‘Norwich Street Aid’ the business communities response to rough sleeping. We know that 2020 has even more planned, so get involved at [norwichbid.co.uk](http://norwichbid.co.uk).”

**Stefan Gurney,**  
Executive Director, Norwich BID



**Norwich**  
Business  
Improvement  
District



# What have we achieved?



**Norwich**  
Business  
Improvement  
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## Promoting Norwich

### 2019 'City of Stories' brand campaign

May saw the launch of a new city brand, the "City of Stories" and a new fresh look for Norwich BID and VisitNorwich. Following our Ipsos MORI research and aligning with Norwich City Council's 2040 vision, this is part of a wider initiative to put Norwich 'on the map' as a top UK tourist and business destination ahead of an incredible year of events taking place in 2020.

### Christmas Scheme

Norwich BID continues to lead and further invest in the city centre Christmas lighting scheme and compelling campaigns, ensuring every Norwich festive season is spectacular. Our 2018 'Festive Faces' competition was a success, whilst the majestic 45 metre Tunnel of Light continued to be a favourite on social media and attracted visitors from far and wide to the city.

### Events & Festivals

We've continued to support key city centre festivals throughout the year including Norwich Film Festival, Norfolk and Norwich Festival, Norwich City of Ale, Run Norwich, Noirwich and Norwich Restaurant Week and took part in the Lord Mayor's Procession.

## Voice for Business

### Norwich Sharing City

Following support from the BID and Norwich City Council, Norwich has been named the 'UK's first Sharing City'. This accolade has put Norwich on the map for embracing the rise of the collaborative economy and celebrating opportunities presented by new and emerging technologies. In July, the scheme won a national award at the Association of Town & City Management. Find out more and get involved at [norwichsharingcity.co.uk](http://norwichsharingcity.co.uk)

### London Street Public Realm Improvements

Norwich BID unlocked £1.3 million of funding for London Street. After consulting with businesses on London Street on proposed regeneration options, we commissioned WYG consultants to deliver a streetscape design strategy. Working with City & County Council the new Transforming Cities street investment will start in 2020.

### Conferences

We have continued to hold three 'City Conversations' conferences a year, covering a variety of topics, including Putting Norwich on the Map to Virtual Reality. With audiences of over 100 engaged delegates at the conferences we have received fantastic support from the businesses.

### Retail Strategy

The Retail Group, appointed by Norwich BID, have delivered a 'Future Retail Strategy' for the city centre. This strategy included many key recommendations that the BID will be working with key partners to implement over the next few years.

### Wi-Fi

Norwich BID has doubled the area of our open Guest 'Free-Wifi-NorwichBID' network for users who visit or work in the city free of charge 24/7. The area is now greatly expanded to include areas of Prince of Wales Road, Tombland to the bottom of Magdalen Street and St Benedicts. The capacity of the system has also doubled to cope with the extra demand, having had over 300,000 users to date.

### PopUp Norwich

In May, we launched our exciting PopUp opportunity based in the old Maplin shop on Castle Meadow, we attracted independent traders, local artisans and producers who wanted a flexible trading opportunity for a week at a time.

## Norwich Experience

### Norwich Street Aid

Originally the vision of the BID, Norwich Street Aid is the community's response to rough sleeping. Working in partnership with Pathways and the Norfolk Community Foundation the scheme will launch in October. Using the latest contactless technology, donations can be made to a centralised funding pot which will then be distributed to the individuals who need it most.

### Head Out, Not Home

Our free early evening summer events have resulted in a 12% increase in footfall. For nine sunny weeks and across five locations the city came alive with live music and Covent Garden street performers every Thursday evening for all to enjoy.

### City Hosts

Since their launch in 2013 the City Hosts have welcomed and assisted over 330,000 people. With a passionate team of 50 volunteers keen to share their local knowledge of the City of Stories.

### Urban Art

Our eighth urban art piece, situated at Riverside, is our largest yet, this vibrant mural is an astonishing 33m (108ft). In October, we will be unveiling a series of new murals in collaboration with Norwich Market.

## What's Next?

### Norwich Christmas

2019 will see the expansion of the Norwich Christmas lighting scheme to a wider area, with beautiful tree wrapping and additional lamp post motif lighting throughout the city.

### Love Light Norwich

A new family-friendly light festival, featuring free light and fire installations, projections and performance across the city centre at night. Taking place during Valentines' weekend, 13-15 February 2020. We look forward to sharing opportunities where your business can get involved.