



## A year of supporting the city, collaborations & achievements



# What have we achieved?

## Norwich Experience

### Love Light Norwich

Norwich shone for three days this February during our bright new festival, with immersive projections, interactive installations, and stunning performances. Approximately 15,000 people came to the city to find delicious food trails, fiery artwork, and the Valentine's Parade.

### Norwich Street Aid

In October 2019 we launched a new project with Pathways and Norfolk Community Foundation designed to tackle rough sleeping in the city centre. Using a contactless donation point, £12,000 has been raised, with funds being distributed to individuals who need it most.

### Urban Art - Market Murals

We installed 12 new murals in Norwich Market, celebrating the city's rich heritage and culture. Painted by local artists, the designs were created following workshops with five community groups, including local schools.

### City Hosts

Since the project began, the City Hosts have greeted and helped over 363,000 people. Once lockdown lifted, the Hosts provided vital support as people returned to the city, sharing information, and supporting the delivery of PPE for the business community.

### New Wayfinding Totems

12 new wayfinding totems were installed across the city, reflecting the new City of Stories brand. These totems are part of a wider city application for the £35million Transforming Cities fund.

### New Christmas Light Scheme

Norwich BID made its biggest investment yet in a new Christmas lights scheme, with the festive spectacular extending to a wider area. The new scheme includes the dressing of 38 trees in programmable lights, as well as the return of the much loved Tunnel of Light.

## Promoting Norwich

### Norwich, the Next Chapter

Following lockdown lifting, we launched #NorwichNextChapter, a campaign to build confidence in returning to the city. Our bespoke film, featuring local people and businesses, has been viewed over 180,000 times since August 6, our most popular film on record.

### Unexplored England Campaign

VisitNorwich benefited from a £350k collaborative tourism grant, celebrating the 'paths and places less travelled', across the region.

### New VisitNorwich website

Following the launch of the new City of Stories brand, the VisitNorwich website was reinvented to create a clear, user-friendly experience, showcasing Norwich, and offering an excellent shop-window for Investment Partners.

### Events & Festivals

In a year when live events have been rare, it's been wonderful to support Interlude: six weeks of shows from Norwich Theatre and local organisations. We're also delighted to support Norwich Crime Writing Festival and Norwich Film festival as they present their first online-only programmes.

## Voice for Business

### Upcycling Your Waste

We're working towards a sustainable future, collaborating with 100 businesses across Norwich in reducing and upcycling their waste. Norwich is one of only six cities participating in this EU funded project, designed to develop a circular economy and reduce landfill.

### New Look BID website

In May, we launched our refreshed BID website, complete with a new hub for COVID-19 resources and advice, ready to provide help when it was needed the most. The new site hosts downloadable resources, highlights potential opportunities, and shares relevant news.

### Secure Cycle Park

With Norfolk Constabulary, Norwich City Council, and Sekura-Byk, we launched the first secure automated cycle park, offering visitors a safe place to lock their bike.

### Sharing City

We've continued working collaboratively with organisations across the city, including Norwich Farmshare and GoodGym, to encourage a more sustainable sharing economy.

### Free BID Wi-Fi

Our free wi-fi network keeps the city connected 24/7, with 226,808 individual users to date.

## Business Covid Support

### Business Recovery Framework

We invited businesses across all sectors to join our Plan Ahead Teams, so we could create a collaborative and effective strategy to help the city recover from Covid-19.

### Grant Support

We provided advice on funding pots to support businesses, as well as guidance on applying, with £1.5 million awarded.

### PPE Purchasing Power

Norwich BID led a PPE tender, consulting on the items most needed, then acquiring the goods at the best price possible. We have helped to deliver +25,000 pairs of gloves and +600 litres of hand sanitiser to local businesses.

### Physical Distancing Packs

We created bespoke signage to help businesses reopen safely, printing more than 10,000 physical distancing stickers and distributing them at no cost to the recipients. We also wrote the Queue Management Process for the whole city.

### Risk Assessment Training

Following consultations with businesses, we provided free training sessions on completing risk assessments, giving them the skills to open lawfully and safely.

### Free Face Masks

We gave 50,000 free face masks out to businesses across Norwich.

### Safety Animations

To help people return to the city safely, we created two safety animation videos in July, emphasising the new rules and guidelines. These videos have been promoted as part of a paid social media campaign throughout the summer.