



"The Beast from the East to a scorching summer, it's been quite a memorable year, especially for the BID. We launched our second term and have already delivered several exciting projects for the city. We'll continue to lead nationally and locally on the challenging issues affecting us all and look forward to another amazing year ahead."

STEFAN GURNEY
EXECUTIVE DIRECTOR, NORWICH BID



WHAT HAVE WE ACHIEVED?

PROMOTING NORWICH

- **Norwich: The City of Stories**
This destination marketing campaign managed by our VisitNorwich team continues to be hugely successful. The campaign has over 14,000 Facebook likes and over 9,000 page views per month, supporting the tourism economy worth £731m in Norwich.
- **Norwich Christmas**
Christmas in Norwich is spectacular. The majestic Tunnel of Light is the city's centrepiece over the festive period, wowing audiences alongside our 70ft creative projections onto Norwich Castle. The BID continues to invest in the city centre Christmas lighting scheme and festive campaigns.
- **VisitNorwich: Printed Map and App**
Our bespoke app continues to be an ideal resource to promote your business and events. The app has received over 23,000 downloads and 3,000 monthly users. We also distribute over 350,000 city centre maps annually across the UK including East Anglia and London.
- **Events and Festivals**
We've supported several key Norwich festivals including Norwich Film Festival, Norfolk and Norwich Festival, Norwich City of Ale, Talking Statues and Noirwich. We've also participated in the Lord Mayor's Procession to promote the VisitNorwich app.

STRONGER VOICE

- **Free Public Wi-Fi**
Norwich continues to be a connected city courtesy of the BID free Wi-Fi, which offers 95% coverage of the city centre. The Wi-Fi has had over 300,000 users to date.
- **Consultation**
We represent the business community, seeking opinions and coordinating responses on key city centre issues – such as consultations on transport and building developments.
- **Waste and Recycling Scheme**
We have co-ordinated city centre waste collections via M.W. White Ltd. Our scheme offers great cost savings for over 120 Norwich businesses.
- **Conferences**
In February we launched our programme of 'City Conversation' conferences, with the goal of listening to the needs of each sector and exploiting the potential for growth. Covering 'leisure' in February and 'commercial' in June, the next sector to feature will be 'retail' in October. These conferences have attracted over 100 engaged business delegates.

EXPERIENCE

- **Head Out, Not Home**
Our free early evening events during the summer continue to be popular resulting in a 7% increase in footfall. For 10 weeks the city came alive with live music and Covent Garden performers.

- **City Hosts**
Since their launch in 2013 the City Hosts have welcomed and helped over 250,000 people. With a team of 50 volunteers the scheme continues to be a fantastic asset for the city.
- **Run Norwich**
Norwich BID are a key sponsor of this well-known and popular 10k race. Over 7,000 runners took part this year.
- **GoGoHares**
The summer saw the city taken over by the beautiful GoGoHares. As a supporting partner, we were proud to sponsor the trail map and to see our hare, 'Hare Comes the Sun' fly the flag for Norwich in London's Liverpool Street Station.
- **Purple Flag status**
Working with key partners: Norwich City Council, Norfolk Constabulary, licensed premises and other organisations, we received Purple Flag status in October 2017. This demonstrates how Norwich is a beacon of excellence in how the evening and night time economy is managed.
- **Murals**
Our seventh mural situated next to Castle Fine Art & Gallery enhances the space and offers a sense of awe as you walk underneath it. A range of mural merchandise can now be purchased from the Tourist Information Centre.
- **Crime Prevention**
We provide a regular intelligence briefings on security issues and offer a range of free training courses. To help reduce crime and anti-social behaviour across the city we provide the ALERT radio scheme and free DISC system.

WHAT NEXT?

- **BID Energy Scheme**
Norwich BID is partnering with Indigo Swan, to help businesses in the BID area save time and money organising their energy supply.
- **Retail Strategy**
We're working on a strategy to deliver a competitive edge for the city with a long-term focus on innovation, growth and retention of existing retail assets.
- **Improving Signage and Wayfinding**
We are looking to revise and modernise signage within the city centre, making Norwich easy to navigate for all.
- **2019 City of Stories brand campaign**
Now that VisitNorwich is part of BID, we're aligning city centre projects (such as wayfinding and the map) with our tourism campaigns to drive a consistent brand experience across the city.

