

Annual Report

November 2020 – October 2021



Norwich
Business
Improvement
District

“Whilst it wasn’t business as usual, we didn’t stop promoting our fine city, highlighting what was open and why we were the place to visit.” >>>>



»»» Chairman & Executive Director Report

In this fourth year of our second term, trading and sentiment was dominated by the impact of the pandemic, for our businesses and for the people we employ and serve. On your behalf the BID team continued to coordinate responses from the many agencies offering assistance. By providing facts, guidance, training, bulk buying power for PPE, social distancing and queue management packs, together with signposting to the various grant support schemes that were made available, we were there for you. Whilst it wasn't business as usual, we didn't stop promoting our fine city, highlighting what was open and why we were the place to visit.

Apart from Covid-19, the focus of the BID team remained to deliver our three themes of Promoting Norwich to potential visitors, making sure the Experience in Norwich was one we could all be proud of, and that there was a Voice for Business to protect what's important to us and to encourage investment in projects that add value to our businesses today and tomorrow.

Our City of Stories brand continued to add more chapters to its success and was the basis of our many successful, campaigns to take our share of the staycation market including the wonderful 'Next Chapter' shared via YouTube. Our partnerships with the likes of VisitEngland and VisitBritain helped us attract additional funding, and our openness to working with others led to our high-quality content being shared nationally.

Our City Hosts continue to wear their tabards with pride, distributing city maps and being a friendly face and point of contact for visitors, soon to be supplemented by major improvements in wayfinding across the city that the BID team has pioneered. The many trails we continue to either deliver directly or support, provide a great way of moving visitors across the city to engage with businesses, and the events we put on remain a stalwart of the calendar including Head Out, Not Home in the summer, through to the Christmas Lights and Castle Projections in the winter.

Working with yourselves we continue to deliver projects that improve the sustainability of our city, such as the externally funded Upcycle Your Waste, and our new collaboration with the other Norfolk BIDs to support our region's transition to

a Net Zero economy in Onwards Norfolk. And through the Towns Deal funding, we've been able to deliver training and to start a major piece of work that includes improving awareness of our city as a wonderful place to live and work, and encouraging people to invest in our city by relocating themselves or their businesses to support future growth.

An ongoing big win for us all was the BID's ability to leverage other people's money bringing in £1.3m from Arts Council England, the European Union, Norfolk County Council, the UK Government, and others, to deliver a number of projects that brought direct benefits to all the businesses within the Norwich BID area.

Looking ahead, the BID team are already busy engaging with you to understand what your priorities are for the next five years. Our aim is to build the case for renewal for a third term, through a business plan that will deliver on your priorities and continue the success that we have, with your support, been able to bring you.

So finally, a big thank you to the people who make it all happen, our fantastic Norwich BID team, all our City Hosts, the BID Board and Executive, and you; without whom we could not have done it. »»»



Paul McCarthy
Chairman
of Norwich Business
Improvement District



Stefan Gurney
Executive Director
of Norwich Business
Improvement District

»»»» Norwich in Numbers



£1.3 million

of additional funding brought into **Norwich BID**



900+
businesses

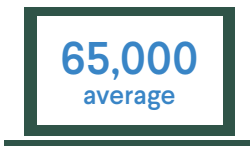
to benefit from free training as part of **Onwards Norfolk**

10,000+

people enjoying live music and street entertainment as part of **Head Out, Not Home**



176,859 users
of the **BID Free Wi-Fi**
in 2020-2021



monthly users on **VisitNorwich.co.uk** in Autumn 2021



restaurants

created a special dish as part of the **Dino City Food Trail**

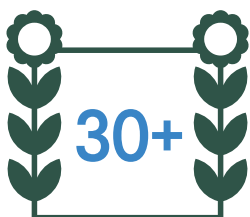


430,297

people greeted by the **City Hosts** since 2012

> 52,000

views of our **For Norwich, This Christmas** film in just 4 days



city centre businesses decorated their windows for **Spring Garlands**



250+
businesses

participating in our **Upcycle Your Waste EU** project



120+

pieces of press coverage for **VisitNorwich** and the city

»»» Covid Support

Through Autumn 2020 and into 2021, the pandemic continued to impact our city: with a second and third national lockdown, rapidly changing guidelines and laws, and limited financial support. Norwich BID was here to help – keeping businesses up to date, demystifying complicated messages, and signposting on available grants and opportunities.

Grant Support

Throughout the pandemic, we flagged grant opportunities and supported applications for businesses across the city. We also advocated for sector specific funding pots, lobbying government to provide tailored packages for industries.

Facts & Guidance

As the rules and legal obligations changed, we provided up-to-the-minute facts and clear advice – so businesses could concentrate on doing what was necessary, without the confusion.

VisitNorwich

Our tourism platform continued to promote the City of Stories, keeping Norwich front-of-mind for when travel opened up again; so we could capitalise on the staycation market.

Encouraging Recovery

As part of our Sector Recovery Planning meetings, we liaised with businesses across sectors to create a comprehensive and easily implemented strategy. We also focussed our energies on applying for funding to address business concerns: including the successful Community Renewal Fund bid, which means we can offer free training and support to Norwich SMEs.

Online Shopping Hub

As the country headed into another lockdown in the peak Christmas shopping period, we created a bespoke Christmas film celebrating Norwich retailers, and developed a shopping hub on visitnorwich.co.uk

Covid-19 Essentials

We continued to support businesses with social distancing packs, including floor stickers and signage, bulk-buying PPE at the best price possible, our Queue Management Process, and giving away free masks. »»»



»»» Norwich Experience

Our Experience projects animate and celebrate Norwich through cultural programming, welcoming initiatives and projects designed to enhance the city's atmosphere. These projects increase footfall by creating amazing city centre attractions, encouraging people to visit throughout the year.

City Hosts

Our friendly Norwich ambassadors continued to welcome visitors to the city, support local businesses, and distribute the free city map. They've greeted record-breaking numbers of locals and visitors in 2021 – with August being the busiest month on record!



Head Out, Not Home

Our free music and street entertainment project returned in Summer 2021, with seven weeks of events across six stages in the city centre. Over ten thousand people enjoyed the amazing atmosphere, enlivening the city on Sunday afternoons, delivered in partnership with NORCA & Sistema in Norwich.

Urban Art

With stunning murals throughout the city—including Norwich Market—our Urban Art project celebrates Norwich's unique culture and history with vibrant installations. A new temporary piece honouring the city's icons was created on St Stephen's St, ready for summer.

Norwich Street Aid

Created in response to concerns regarding the number of people rough sleeping, Norwich Street Aid raises funds to be used on vital items such as furniture, mobile phone credit, and school uniform. Run in collaboration with Norfolk Community Foundation and Pathways, almost £9000 was raised in 2020-21.

Christmas

The festive celebrations in 2020 were sadly limited by Covid-19 and national lockdowns. Still, our full Christmas Light Scheme was installed, with Norwich decorated and shining, the city-favourite Tunnel of Light returned, and the Castle became a magnificent canvas for festive films.

City Food Trail

Taking place for the first time in Summer 2021, the City Food Trail boosts hospitality businesses and footfall through an extensive marketing and PR campaign. More than 37 businesses took part in the Dino City Food Trail, with 60% of them reporting an increase in covers.

Floral Feasts

Inspired by Norwich's floral history, Floral Feasts marked the city's May reopening with more than 30 businesses decorating their windows with stunning flower-inspired creations. We also installed a wisteria garland on London St, and bespoke window vinyls, enhancing the street scene for all.



Purple Flag

Showcasing the safety and excellence in Norwich's Evening & Night Time Economy, our award of Purple Flag status is testament to the strength of our city's offer.

Alert & DISC

Our free business crime reduction scheme allows for instant reporting, information sharing, and logging for the police, giving businesses the tools they need to reduce loss, petty crime and antisocial behaviour: making the city safer for everybody.

Castle Projections

Throughout the year our Norman Castle is lit up by fantastic projections which celebrate the city, whilst promoting and supporting citywide events. New for the summer was our specially commissioned animation to honour Dippy's visit to the city.

Love Light Norwich

Plans were put in place to bring the free city centre festival back to Norwich in 2022, following a successful funding bid to the National Lottery through Arts Council England, and the EXPERIENCE project, co-financed by the European Regional Development Fund through the Interreg France (Channel) England Programme, led by Norfolk County Council, as well as support from Norwich City Council.

Festivals

We support a wide range of festivals, including Norwich Crime Writing Festival, Norwich Film Festival, and Norfolk & Norwich Festival. >>>



»»» Promoting Norwich

With our Destination Marketing Organisation VisitNorwich, and our city brand the City of Stories, we bring tourists to Norwich, driving our local economy, and enhancing the city's reputation.



VisitNorwich Digital

The VisitNorwich website saw multiple record-breaking months, with both user numbers and page views exceeding all previous statistics. Our social media followers, reach and engagement grew steadily, and we finished October 2021 with over 60,000 followers on VisitNorwich channels. Our City of Stories email subscribers continue to grow, giving us an audience of more than 23,000.

Campaigns

Our tourism and local visitor campaigns take place year round, driving footfall to the City of Stories and developing Norwich's reputation. Our Norwich Next Chapter YouTube campaign reached over half a million people throughout the UK, with an average interaction rate of 30.6% - more than three times the average interaction rate for adverts of the same kind.

Norwich Map

Our free tourism map is a fantastic promotional tool for the city, an asset for local businesses, and an essential for visitors to the city. From 2020-21 we distributed over 80,000 copies.

VisitNorwich PR

Thanks to our PR submissions, pitches, and strong media relationships, we achieved 120 pieces of coverage for VisitNorwich, the City of Stories, and our Investment Partners. We facilitated four press trips, including for The Evening Standard, The Lady, and Northern Ireland Travel News. We also created multiple bespoke editorial pieces for fantastic publications, including those targeting group travel.

Partnerships

Building new relationships and strengthening current partnerships was a focus for 2020-21. The East of England DMO consortium built on our previous partnership and together we developed a campaign for the whole of Norfolk and Suffolk. We also partnered with Head East, a cultural tourism initiative. And we worked with Channel 4, Netflix, The Evening Standard Stories Festival, and many more to further promote our City of Stories. »»»

»»» Voice for Business

With Voice for Business, we provide valuable support and essential training, as well as lobby on behalf of our businesses in order to represent them in local and national forums.

Upcycle Your Waste

Our circular economy project provides practical solutions to our big rubbish problem. Funded by the EU through the Interreg 2 Seas Programme, we're empowering businesses to reduce, repurpose and upcycle their waste, so we can create a sustainable future.

Conferences

Our first in-person conference in two years took place in September, and brought our local businesses together along with representatives from City and County Council to explore the future of Norwich, and how we can make it successful.

Funding

Bringing investment into the city is a crucial part of work. We apply for additional funding throughout the year, for a range of projects, and support grant applications from local authorities, partner organisations, and more. We have brought in £1.3million in additional funding this year alone.

Wifi

Our free wifi network keeps the city centre connected, with 176,859 users in 2020-21.

Lobbying

We back our businesses in national, regional, and local realms – making sure their interests are heard and their needs are fulfilled. We act as one voice to represent what our businesses require to succeed: whether that's campaigning to local Government, Members of Parliament or local industry bodies.

InvestNorwich

Our new inward investment campaign, funded by Town Deals, is in development. Designed to bring new talent and more business into Norwich, this campaign will establish Norwich as an unbeatable place to live and work.

Onwards Norwich

This programme of training and upskilling is designed to give businesses the tools they need to recover and grow post-pandemic. With free courses offered in digital skills, essential hospitality qualifications such as Food Safety, support in reaching Net Zero Waste status, and a brand-new Business Support Hub, Onwards Norwich is a 360 approach to helping businesses take the next step. Created in partnership with Great Yarmouth BID, and King's Lynn BID, Onwards Norfolk is part-funded by the UK Government through the UK Community Renewal Fund. »»»

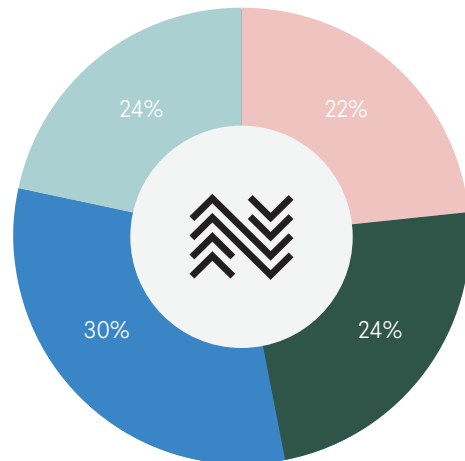
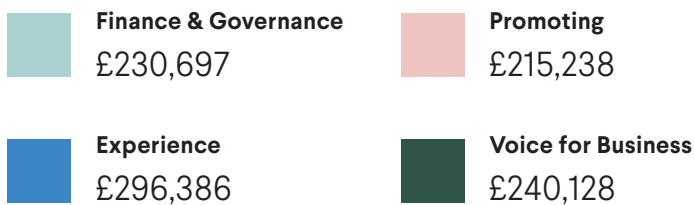


ONWARDS
NORFOLK



»»» BID Finance

1 November 2020 - 31 October 2021

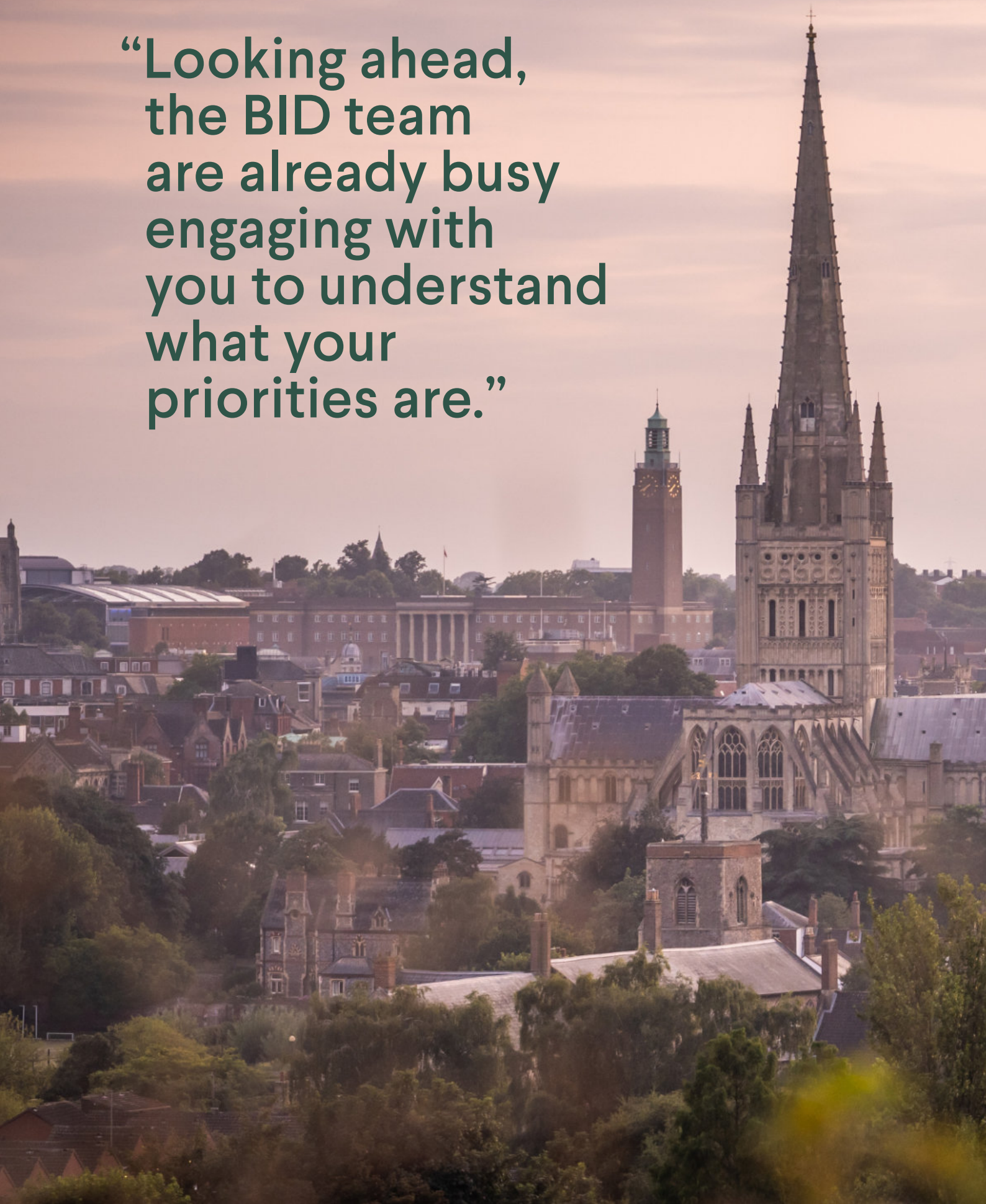


»»» Board of Directors

Clr Alan Waters	Norwich City Council
Andrew Dornie	Aviva
Andrew Orchard	Archant
Claire Thomas	Boots
George Hemstock	HSBC
Hayley Johnson	FXHome
Helen Lewis	University of East Anglia (UEA)
Jamie Arnall	Fosters
Jeremy Cooper	Konnect Bus
Joe Faulker	KPMG
John Adams	Jarrold
John Gordon Saker	Independent
Jon Reddie	Marks and Spencers
Lee Boswell	Alan Boswell Insurance
Morton Edwards	John Lewis

Paul McCarthy	Chantry Place
Richard Pace	Norwich Airport
Rob Wilson	MARSH
Robert Bradley	Castle Quarter
Sam Jeffreys	Norwich City Football Club (NCFC)
Sarah Steed	Norwich University of the Arts (NUA)
Simon Lubbock	NatWest
Stephen Crocker	Norwich Theatre Royal
Stephen Evans	Norwich City Council
Steve Miller	Norfolk County Council
Clr Steve Morphew	Norfolk County Council
Stewart Belcher	Riverside
Tessa Haskey	Howes Percival
Tim Bishop	The Forum

“Looking ahead,
the BID team
are already busy
engaging with
you to understand
what your
priorities are.”





Norwich
Business
Improvement
District

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