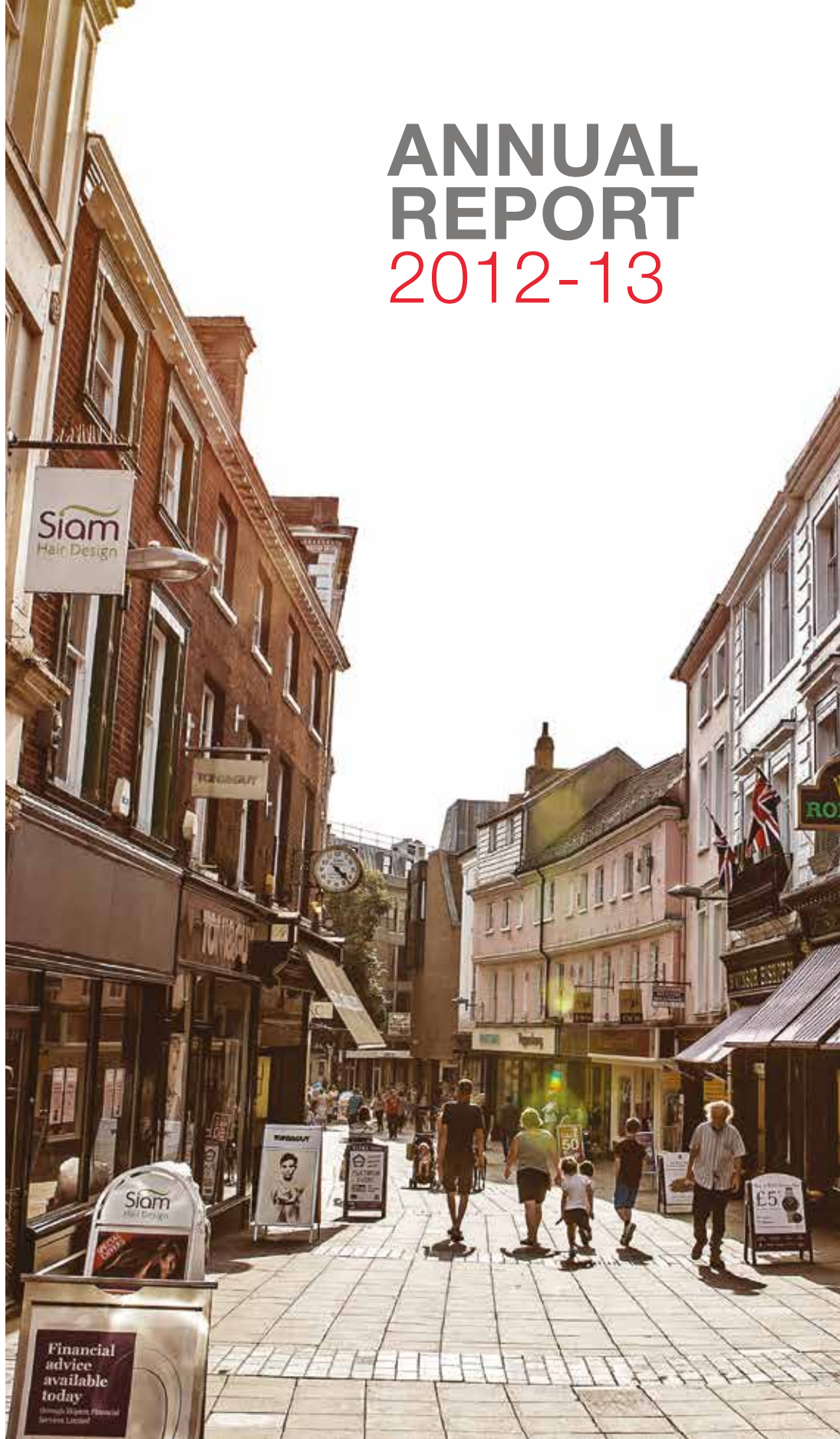


# ANNUAL REPORT 2012-13



# DEAR NORWICH BID LEADERS

It is my pleasure to present to you the Norwich Business Improvement District (BID) 2012-13 Annual Report. The past year has been an exciting and busy one for our organisation, as well as for Norwich. We are really keen to share with you all the progress, projects and initiatives that are assisting in the continued growth of our city centre.

We have seen the BID grow from small beginnings to a full team of volunteers and staff, all of whom are amazingly passionate about Norwich. After the daunting task of the successful ballot, Norwich BID quickly got started on setting up the limited company and beginning to deliver our key 4 workstrands – Promoting Norwich, the Norwich Experience, A Greener Cleaner City & A Stronger Voice.

Promoting Norwich has invested in the great festivals throughout the year in Norwich; supporting Norwich Fashion Week, Norwich City of Ale, Norwich Food Festival and our own BID Norwich Christmas festival distributing 150,000 magazines and radio advertising with over 3 million impacts. The whole city was captivated by the huge success of GoGoGorillas and the 53 gorilla troop marauding through the city centre this summer, thanks to Boris the BID gorilla for marketing Norwich in Liverpool St Station for a month prior to the June 24 launch!!

The Norwich Experience has delivered two huge projects this year – Norwich City Hosts and Norwich Evenings. A massive thank you must go to all those who have volunteered their time to meet and greet visitors to the city, showing the Olympic 2012 spirit is not just limited to London, but the passion for Norwich is alive and thriving in the city.

Also, thanks to all those who came out and supported the “Head Out, Not Home” campaign and Covent Garden style events throughout the glorious summer evenings. Look out for their return in 2014...

A Greener Cleaner City has continued to reduce the impact of empty shops on the high street, including the national innovation of our “Digital Window” providing free promotion to BID businesses. We have taken our time with our Waste & Recycling Scheme to ensure we deliver the best value to the BID businesses and we have completed our due diligence to the highest standards. This scheme will be finalised in March 2014.

A Stronger Voice has continued to be strong advocates, working with a diverse group of stakeholders to address our local and national challenges and capitalise on opportunities. We have input into national debates on Business Rates with Brandon Lewis MP and Vince Cable MP, on the East Anglian Rail Summit for improved journey time, upgrades and the commercial impact on business and at a local level supported consultations and £3 million funding for Pedalways in Norwich. Again 2014 will see some major projects delivered with Park & Ride research, a business prospectus for Norwich and Free Wi-Fi for the city centre.

We are thrilled with the energy and vibrancy that Norwich city centre is experiencing and are looking forward to working with our BID businesses, local authorities and business leaders to create new, inventive programmes, while thinking creatively about how to address the unique issues facing Norwich.

Throughout this report, we share the projects delivered in Year One and the plans for Year Two and look forward to continuing to deliver high-quality, original solutions that will ensure Norwich is essential to the entire region and drives our national profile.

## Stefan Gurney

Norwich BID Executive Director



---

## Look out for...

### A Year in Norwich

Throughout this document you'll find a timeline highlighting key events and landmarks for Norwich and the BID

---

### A Year in Tweets



We're also highlighting the tweets that got the most reach month on month

---

# A MESSAGE FROM THE CHAIR



It has been an exciting and productive first year for Norwich BID. The BID has established strong and productive working relationships with key city centre organisations such as VisitNorwich and Norwich City Council locally and nationally with British BIDs and UK BIDs.

Our partnership working with VisitNorwich (VN) is best evidenced in a dual developed VN website and new BID app for the city, "Discover Norwich" due for launch in the spring. The shared system App will feature all businesses within the BID area, comprehensive event listings and will be a useful resource for visitors and locals. The Norwich BID has also delivered a shared investment of £300,000 over 3 years with Norwich City Council that will see the city sparkle and shine amongst a glittering array of new Christmas lights.

One of the key aims of the BID is to help promote Norwich to new visitors and Norwich BID was proud sponsors of key city festivals; Norwich Fashion Week, Norwich City of Ale, Norwich Food Festival and GoGoGorillas which attracted national media

coverage and large volumes of visitors into the city centre. The City Hosts are doing a sterling job out on the streets of Norwich, meeting and greeting visitors and having a really positive impact on people's experience of the city.

After successfully recruiting a small talented team, the BID is looking forward to building on the achievements of Year One. Groundwork for major projects has already begun for Year Two and the BID will be working on projects to improve accessibility to and from the city, delivering free Wi-Fi for the city centre, a cost reducing waste and recycling initiative and boosting the early evening economy with Covent Garden style entertainment building on the success of events in the summer of 2013.

We look forward to further collaborative working in the city, more exciting events for Norwich and the continued growth of the city centre businesses.

**Peter Mitchell**  
Norwich BID Chair





## Our overarching Vision is to:

Make a clear positive impact on the vitality our city centre and the success of the businesses within it.

### Our Mission:

**Promoting Norwich:** To develop innovative marketing and destination campaigns and ideas to put Norwich front-of-mind for visitors, tourists and businesses across the UK and abroad.

**The Norwich Experience:** To create new initiatives and campaigns to reinforce Norwich's reputation as a warm and welcoming city.

**A Stronger Voice:** To respond with one strong voice to projects and initiatives designed to give Norwich a competitive edge, secure investment and promote it as an attractive commercial destination.

**A Greener Cleaner City:** To make Norwich one of the UK's best working and shopping environments by making it a cleaner, greener and more sustainable city. Give local businesses the advantage of group buying power and put additional resources into the hands of the business community.

# NORWICH BID PROJECTS PROMOTING NORWICH

Norwich BID has been instrumental in marketing destination campaigns and ideas to put Norwich at the front of mind for visitors and helping raise the profile of Norwich. We have supported a number of initiatives and used a range of campaigns such as social media, print, tv, radio and digital to reach the visitor market.

## GoGoGorillas

For 11 weeks commencing on 24 June, Norwich became home to a rampaging troop of 50 highly decorated gorilla sculptures. Summer 2013 saw the gorillas take over Norwich, adding to the vibrancy of the city as a destination for visitors and helping promote Norwich to a national audience.

Awareness  
of the  
GoGoGorillas  
event was at

# 88%

Norwich BID supported GoGoGorillas by sponsoring the trail maps and one very special Gorilla, Boris. Friday 24 May, saw Boris travel to London for a four week installation at Liverpool Street Station. He flew the flag for Norwich, encouraging the hundreds of thousands of people who pass through the station each day to come and visit the trail and explore the city. Boris re-joined his Gorilla friends for the start of the trail on Monday 24 June.

Market research showed that of those interviewed 88% were aware of the event with 33% saying it was the sole reason for their visit to Norwich. 50% of interviewees explored parts of Norwich they don't normally visit and 30% viewed Norwich as a better place for arts and culture.

On average respondents spent 4 hours in the city centre and for every 1000 people participating £14,000 was spent in Norwich.



“GoGoGorillas! was a mass art trail of 5ft painted sculptures which took place over the summer of 2013. With the financial support of the BID we were able to design and produce the trail maps which after a reprint meant that 200,000 were distributed. We were also grateful to the BID for the general guidance they gave us in terms of effective distribution to ensure the project had the best possible chance of success.”

## Martin Green

Fundraising Events Manager,  
Break Charity



15 MARCH 2013

Norwich Fashion Week may be over but lots more exciting events are planned for #Norwich

**Reach:**  
**10,589**



## NorwichChristmas

The NorwichChristmas campaign brings together the retail, leisure and heritage offer in the city, enhancing this with city centre culture and entertainment.

2013 saw joint investment of £300,000 over 3 years between Norwich BID and Norwich City Council in new Christmas lights for the city, illuminating a wider area of Norwich than previous festive seasons and bringing a sparkle back to the city.

The NorwichChristmas campaign included radio advertising, a dedicated website, social media activity, posters in empty shop windows and stations along the Norwich to Liverpool Street line. 150,000 copies of the NorwichChristmas magazine were distributed throughout Norfolk.

Norwich BID partners with a working group of key city centre organisations to deliver the NorwichChristmas campaign. This campaign celebrates all the wonders of the festive season and invites everyone to enjoy more of the magic that's on offer in Norwich. Visitors experience the immense variety on offer by participating in festive shopping, traditional fayre and top class entertainment and special Christmas events.

## ShopNorwich

Produced annually ShopNorwich positions Norwich's extraordinary retail offer to visitor audiences through targeted marketing and PR communications.

350,000 full colour copies were distributed across 2680 sites covering Bedfordshire, Essex, Herfordshire, Lincolnshire, London, Norfolk and Suffolk. Distribution outlets included tourist information offices, railway/bus stations, road service stations, hotels, tourist attractions, and supermarkets to name just a few.

2013 saw joint investment of

**£300,000**

**150,000**

NorwichChristmas magazines were distributed throughout Norfolk



Norwich  
BID  
launched

NorwichChristmas  
publication distributed  
to 107,000 homes

NorwichChristmas TV  
& Radio campaign –  
over 5 million impacts  
achieved

NorwichChristmas  
art trail

● **NOVEMBER 2012**

● **DECEMBER 2012**



“Thanks to the funding from the Norwich BID, Norwich Fashion Week has been able to fulfil two of its main aims - to grow to include a broader range of retailers and businesses in the city centre and to enhance its PR and marketing to promote Norwich as a prime destination for fashion and shopping.”

### Emma Harrowing

Chair of Norwich Fashion Week



### Norwich Fashion Week

Running since 2009 Norwich Fashion Week celebrates independent, designer and mainstream fashion in Norwich. In 2013 Norwich Fashion Week attracted over 170,000 visitors to the city and had a positive impact on the city centre's vitality and reputation, promoting Norwich as a fashion destination and helping keep Norwich within the top 10 UK shopping and retail destinations.

to excellent and visitors were more likely to visit more pubs and drink real ale because the festival was taking place.

### Norwich Food Festival Weekender

For 2013, the Norfolk Food & Drink Festival included a 4 day Norwich festival and city of ale trail, running from 5 - 8 September.

A brand new event for 2013 saw Feast on the Street take place in Norwich outside The Forum between noon and 8pm on 5 and 6 September. This was Norfolk's first celebration of vibrant street food and 7 September saw more events taking place at The Forum including the Norfolk Producers Showcase, The Battle of the Bangers and The City Farm. 50,000 promotional festival flyers were produced and the dedicated festival website received 16,000 web hits.



### Norwich City of Ale

Taking place from 23 May to 2 June, Norwich City of Ale is a ten-day celebration of local pubs, breweries and real ale taking place throughout the city. Market research was conducted and of those interviewed a 1/4 had specifically come to Norwich for the event with 3/4 aware that Norwich City of Ale was taking place. The event was rated as good

“Norwich BID funding has been invaluable to us in spreading the good news about City of Ale far and wide. With their help, City of Ale has taken out ads in CAMRA regional publications with a combined circulation of 340,000 specifically targeting real ale lovers. Last year footfall in pubs increased by 10% - 15% and this year we hope to attract even more folk to the fine city.”

**Dawn Leeder, Co-Chair, Norwich City of Ale**



Marketing and Communications Manager recruited



VisitEngland Norwich Cultural Cities campaign promoting Norwich as a destination launched

Attended East Anglian Rail Summit at Westminster with Chloe Smith

● JANUARY 2013

# NORWICH BID PROJECTS

## NORWICH EXPERIENCE



### City Hosts

The City Hosts were launched onto the streets of Norwich in June 2013 to meet and greet visitors in the BID area providing help and advice. The City Hosts have continued to make a positive impact on people's experience of the city, helping people find interesting and different places to visit, whilst promoting the city as a friendly place to be. The City Hosts have also been a key asset in supporting events and festivals in the city including the Christmas Light Switch On where 13 City Hosts assisted members of the public. City Hosts are a helping hand, adding value to the city centre whilst showing people how friendly and vibrant Norwich is.

Since being in operation the City Hosts have been positively received, this has included encouraging feedback from Lord Coe who commented "It's great news that, Inspired by 2012 and the Games Makers, Norwich have launched the City Host scheme. I wish the team luck and look forward to hearing how the scheme develops."

Nick Hurd, The Minister for Civil Society also commented "It is great to hear of new initiatives and schemes that embrace volunteers. The City Host scheme by Norwich Business Improvement District will mean that volunteers can make a real difference to the city centre, acting as a friendly face to meet and greet visitors whilst imparting their valuable knowledge of what the city has to offer. I wish Norwich BID luck and all the best with their new scheme".

There are currently over 30 volunteers participating in the City Host scheme and numbers continue to grow. The City Hosts are hard to miss, wearing highly visible BID-branded "Here to Help" blue tabards, they speak to an average of 75 people per day and are mainly asked for directions to shops and attractions. Our long term plan for 2014 is to have a bank of more than 50 City Host volunteers who will be seen out and about in the city every day of the week.

**For more information about the City Hosts please contact**  
[hosts@norwichbid.co.uk](mailto:hosts@norwichbid.co.uk).

“

The City Hosts are hard to miss, wearing highly visible BID-branded 'Here to Help' blue tabards.

”

**25 APRIL 2013**

Looking for a part time job in a customer facing role? Apply for our City Hosts Supervisor vacancies

**Reach:**  
**20,627**



ShopNorwich map  
2013 distributed



Norfolk Chamber of  
Commerce Breakfast  
presentation by Peter  
Mitchell & Andrew Dernie  
(BID Board)

Attended All Party  
Parliamentary Group at the  
House of Commons on  
city centre Regeneration

**FEBRUARY 2013**

## Norwich Evenings

A campaign (Head Out, Not Home) promoting the leisure offer in the city centre, including bars, restaurants and theatres was launched in July 2013. The aim of the campaign was to provide growth, a coordinated approach and value to city centre users in the early evening (5pm - 9pm). Ultimately the campaign encouraged people to stay out and enjoy what Norwich has to offer. The campaign included a 20 second radio advert that ran for 6 weeks reaching over 221,000 people and a 4 week bus advertising campaign which was seen over 419,000 times across Norwich. A Facebook group (Norwich Evenings) was created and has attracted over 400 members. We encourage all BID businesses engaged in the early evening economy to upload their events, special offers and promotions to the group page.

To compliment the Head Out, Not Home campaign a range of Covent Garden summer evening events were delivered throughout three key city centre locations to attract people into the city. Research conducted showed events been popular amongst those who saw them and had a measurable positive impact on the early evening economy. 11% of people came to Norwich specifically because of the events and 27% had prior awareness of them taking place. 29% of research respondents had visited Norwich more often than usual because of the events taking place and a 1/4 had visited more areas of Norwich than usual and 27% had spent more than they expected to.



Bus Advertising



Table Talkers



DL Leaflets

Norwich Fashion Week, 7 - 15 March



**MARCH 2013**

Worked with Cambridge University on research into competitiveness of place

Administrator recruited



**APRIL 2013**



**24 MAY 2013**

@Mrjakehumphrey @stephenfry your faces on Boris the gorilla brightening up Liverpool Street Station @gogogorillas - retweeted by Jake Humphrey

**Reach:  
726,353**



## Alert Radio

In November 2013 Norwich BID relaunched "ALERT" the Norwich Business Crime Initiative. Through actively working with businesses, retailers and licensees in the city centre Norwich BID developed a scheme providing a new digital radio security system, an online information sharing database system "sircs", and a 24/7 control room. The scheme also works with Norwich City Council CCTV system and has a direct link with Norfolk Constabulary. The scheme aims to reduce crime, disorder and antisocial behaviour in Norwich retail and night time economies. Alert Radio makes Norwich a safer place for residents, visitors and shoppers and to develop effective ways of communicating with businesses, retailers and the night time economy to minimize the risk of crime.

Through Norwich BID investment the costs of the day time ALERT Scheme were reduced to £300 per annum for BID Members.

Following a successful funding application to the Norfolk Constabulary Norwich BID was awarded £25,000 from Norfolk's County Community Safety Partnership. Through this funding Norwich BID was able to create Project 150 which is aimed at the night time economy and has reduced the cost of the evening radio scheme to £150 per annum.

**£25,000**  
**awarded from**  
**Norfolk's County**  
**Community Safety**  
**Partnership.**

Alert was formerly re-launched on 14th November 2013 at Open. The launch event was well attended by those involved in the development of the scheme, representatives from Norfolk Constabulary and the local press. Norwich BID members were given the opportunity to sign up to the scheme throughout the day.

**If you missed out on this event  
and would like to find out more please  
contact [info@norwichbid.co.uk](mailto:info@norwichbid.co.uk).**

**5 JUNE 2013**

We Need You!! #Norwich City Hosts #Volunteers wanted!  
#Inspiredby2012 get involved and inspire new visitors  
exploring our fine city

**Reach: 32,165**



Attended  
Successful  
Town Centre's  
conference

Attended  
Contactless  
Intelligence  
conference

Yunnan China Local  
Authorities visit Norwich and  
learn about developments  
within a historical city

**MAY 2013**



Norwich  
City Host  
supervisors  
recruited

# NORWICH BID PROJECTS STRONGER VOICE

On 2nd July 2013, Norwich BID held "A Stronger Voice" networking event at Marble Hall for BID businesses to come together, learn about progress of the BID and to share ideas and information on key issues facing businesses. The event included presentations from Stefan Gurney (Executive Director, Norwich BID), Paul McCarthy (Centre Manager, Castle Mall) and Mike Jackson (Director of Environment, Transport and Development, Norfolk County Council) who presented the proposal for the Norwich Northern Distributor Road (NDR). The presentations were followed by table discussions where topics included transport and parking issues, how new businesses can be encouraged into the city and how best to engage with BID businesses. These discussions proved extremely useful in shaping how the Stronger Voice should proceed with future projects.

Transport and accessibility to Norwich are key issues and we attended the East Anglian Rail Summit at the Houses of Parliament with the Head of Transport in Government, the Rt Hon Simon Burns MP and Chloe Smith MP. Issues raised included, improving journey times, upgrading train stock, improving the Cambridge to Norwich line and the commercial impact of poor service.

In May we welcomed a group of 15 delegates from the Yunnan China Local Authorities who were keen to understand more about Norwich and the regeneration projects undertaken within an historic city centre environment.

Work agreed to enable the BID to exploit opportunities to influence...

Strategic Theme	 <b>Connect</b>	 <b>Grow</b>	 <b>Influence</b>
	 Digital	 New Businesses	 Neighbourhood Plan
	 Transportation	 Existing Businesses	 Leveraging ideas & best practice
Strategic Scope	 Digital	 New Businesses	 Neighbourhood Plan
	 Transportation	 Existing Businesses	 Leveraging ideas & best practice
	 Digital	 New Businesses	 Neighbourhood Plan
Plans	 Digital	 Prospectus	 Neighbourhood Plan
	 Park & Ride Research	 Business Rates	 Neighbourhood Plan
	 Digital	 New Businesses	 Neighbourhood Plan

Boris the BID GoGoGorilla placed in London Liverpool Street for one month to create national awareness of Norwich and the trail

Met with Chloe Smith MP and Simon Wright MP on the future of Norwich



Norwich City of Ale, 23 May - 2 June

Norwich City Hosts Volunteer scheme launched

**JUNE 2013**

## securing a **£3** million windfall

The visit formed part of a an overseas cultural fact finding mission organised by the Chinese Central Government and the delegation took inspiration and ideas back to their province to aid their own regeneration projects.

Business secretary, Vince Cable visited the city and met the BID and independent retailers who had the opportunity to voice their business concerns and issues. The main issues discussed were the disparity between business rates and rents, challenging what actions were being undertaken at national level and push for a national review of the present rates set in 2008. We have also voiced our concerned over business rates at a national conference with Brandon Lewis MP and at the Norfolk County Council scrutiny meeting.

Norwich BID was involved in several national programmes looking at the Future of the High Street; the All Party Parliamentary Group (APPG) on establishing thought leadership in the town centre debate (led by Marcus Jones MP) and the Department for Communities & Local Govt. (DCLG) on industry led research into the next steps to revitalising the high street.

**4 JULY 2013**

It's Independent Retailers day! #Norwich has lots of independents – show them some support and pay them a visit #NorwichLanes @Norwichlanes

**Reach:**  
**23,960**



We have supported a number of consultations including the application for pedal ways to improve cycling routes through and around the city and development of the better bus area. "Thank you for the endorsement the BID supplied for our application to the Department for Transport for this project - it helped us secure the £3million windfall", Ben Webster, Norwich City Council. The BID will continue to work and challenge the city policy-makers on behalf of city centre businesses to ensure the door-to-door journey time and journey cost experienced by the (silent majority) of these daily visitors is targeted for reduction and measured and managed accordingly to safeguard the vitality of the city.

Future initiatives will look at national best practice for city centre parking, improving the Park and Ride services and free WIFI for the BID area.

A key project for 2014 will be putting together a business prospectus for the city, highlighting key metrics that make Norwich an attractive destination for potential new start ups.



GoGoGorillas  
hit the streets  
of Norwich

New look  
BID website  
launched

Head Out, Not Home  
Campaign launched  
encouraging people to  
stay in the city during  
the early evening

**HEAD  
OUT  
NOT  
HOME**

Covent Garden  
style early evening  
entertainment launched

**JULY 2013**

# NORWICH BID PROJECTS GREENER CLEANER

## Digital Window

In July 2013 Norwich BID gave businesses the opportunity to promote their business for free through the Norwich BID Digital Window on London Street. The window displays business descriptions, photographs and QR codes that direct smart phone users to businesses' websites.

The Digital Window helps drive new customers to 24 participating businesses and improves the street scene by reducing the number of vacant shop fronts.

## Empty Shop Units

Throughout 2013 Norwich BID has re-enlightened empty shop windows across the city centre with maps of Norwich and "whats on" posters. Not only have these provided useful information to city centre users but they have also lessened the impact of vacant shops on the high street.



**12 AUGUST 2013**

Great to hear that £5.5million from Government cash is coming to #Norwich for cycle route improvements

**Reach:  
17,734**



**20 SEPTEMBER 2013**

Only one Thursday left in our season of FREE street entertainment #NorwichEvenings

**Reach:  
18,111**



Stronger Voice networking event

Attended ATCM National BIDS Conference in Lincoln

Attended the World Premiere of Alan Partridge: Alpha Papa

## Waste and Recycling Scheme

Norwich BID has been working to provide participating BID companies with a better more cost effective waste management and recycling service, as well as reducing food waste to landfill.

A waste management questionnaire was issued to hundreds of businesses in the BID area, to assess existing services and whether there was an interest for possible collaborative working. The response to the questionnaires was excellent with the results clearly illustrating that the majority of businesses in the BID are willing to change supplier if the cost and quality of service are demonstrated to be more effective.

The Norwich BID aims to streamline and improve the BID trade waste collection service to create a single or possibly shared (if necessary) collection service in 2014 which is intended to:

- Collect general waste at a reduced cost
- Reduce congestion and pollution in the city centre by reducing the number of waste collections
- Minimise businesses exposure to future landfill tax increases

Norwich BID is also aiming to provide a reliable and regular collection service to any business producing food waste (dependent upon specific needs). The selected service provider will also ensure bins are kept clean and odour free by replacing the bin liner at every collection. Food waste collected in Norwich is proposed to be transported to the Adnams Bio Energy Anaerobic Digestion (AD) facility in Southwold, Suffolk where it will be processed and ultimately converted into renewable energy. By doing this we can help control and potentially reduce waste removal costs and convert your waste into energy.



The facility is the first Bio Group commercial AD site in the UK built to put green gas into the National Grid.

Our ultimate aim is to encourage and assist BID businesses to be actively more sustainable in their waste management which will result in far greater volumes of recycling, reduce land fill waste and reduce BID costs. The scheme will also create a number of news and success stories, providing excellent publicity opportunities which could play a major role in attracting new investment into the BID.

**If you would like more information on any of the above or our proposed food waste management scheme please contact us on 01603 753347 or email [waste@norwichbid.co.uk](mailto:waste@norwichbid.co.uk) and we will organise a FREE food waste, or general waste review to help us and you, better understand your business needs.**

Digital Window installed on London Street to improve the look of the street scene



Visited Adnams Bio group

Norwich Food Festival weekend

**AUGUST 2013**

**SEPTEMBER 2013**

# FORWARD LOOK IN 2014

In 2014 we look forward to supporting key city centre events and projects including Norwich Dragon Festival, Norwich City of Ale, Norwich Fashion Week, The Norfolk and Norwich Festival, Norfolk Food Festival, ShopNorwich and NorwichChristmas.

Building on the success of our free summer evening events, the streets of Norwich will once again be enlivened for 12 weeks during the summer with street entertainment, music and local community groups. Taking place in key city centre locations (Gentleman's Walk, Timberhill and Pottergate) between 5pm and 8pm these events will add to the vibrancy of the city and encourage visitors to explore the city and enjoy what Norfolk has to offer in the early evening.

An exciting project for Norwich BID is the development of a city centre app, "Discover Norwich" which launches in the Spring. All levy paying businesses will have a listing in the app which will detail company name, contact details, website, social media links, up to 10 photos and business description. The app will be a comprehensive guide to Norwich, listing businesses by sector type and will feature live event listings, attractions, where to stay, where to eat along with an interactive map. It will be the must have app for the city.

Norwich BID is presently tendering to deliver a brand new Wi-Fi network service installed in the BID area that allows users to access the service with a great customer experience, an easy secure process that adheres to all national guidelines and legislation on Wi-Fi (especially data protection).

Our vision is to provide a free Wi-Fi network service in the city centre to users, visitors and business people. The service will add value to the city centre by making digital information more accessible and consequently a more attractive place to visit and do business in. Free Wi-Fi will also support the Discover Norwich App which will enable users to access way finding and street level information on the go.

Norwich BID has worked with Mott McDonald (Transport Specialists) to deliver research and analysis of the existing Park & Ride service for Norwich city centre and provide recommendations for any changes to existing services, developments or improvements. We want to provide evidence to ensure that the Park & Ride service for Norwich city centre fits the needs of the user and business community and to use the research and analysis to work with partner organisations and Norfolk CC to deliver a commercially viable Park & Ride service.

Norwich BID will deliver a business prospectus and economic development marketing brochure on the state of the city centre with key performance indicators. This prospectus can be used by partner organisations to promote the city business offer to potential investors or for the retention or recruitment of staff. The prospectus will provide information on the USP's for Norwich, as well as a resource for research and data. The prospectus will include key information on employment, lease/rent/vacancy rates, footfall figures, hotel occupancy, theatre/museum usage, transportation, environment & BID metrics.

**2014 is going to be another busy year, stay updated via our website [www.norwichbid.co.uk](http://www.norwichbid.co.uk) or Twitter @NorwichBIDUK.**

Attended  
ATCM Event  
Management  
course

BID business  
breakfast

● **OCTOBER 2013**



USA  
study  
tour

Norwich  
Sound  
and Vision  
Conference

# NORWICH BID TEAM



**Stefan Gurney**  
Executive Director



**Rachael Fretter**  
Marketing and  
Communications Manager



**Jumura Mulcahy**  
City Host Supervisor



**Tracy Owen**  
City Host Supervisor



**Laura Nazmdeh**  
Digital Marketing  
Executive



**Mike King**  
City Host Manager



**Carl Hedger**  
Waste and Recycling  
Project Manager



**Caroline Cook**  
Administrator

---

## BOARD OF DIRECTORS

**Adrian Newborough** Fosters Solicitors (Company Secretary)  
**Councillor Brenda Arthur** Norwich City Council  
**Councillor George Nobbs** Norfolk County Council  
**Paul McCarthy** Castle Mall  
**Andrew Dernie** Aviva  
**Nick Bond** VisitNorwich  
**Peter Mitchell** Jarrold & Sons Ltd (Chair)  
**Philip Cutter** The Murderers, Public House  
**Stefan Gurney** Norwich BID Executive Director  
**Davina Tanner** The Chapelfield Partnership  
**Jane Claridge** Theatre Royal (Norwich) Trust Ltd

**Jonathan Kemp** Debenhams Retail Plc  
**Tim Bishop** The Forum Trust Ltd  
**Roger Pemberton** Norwich Lanes  
**Issy McDonald** John Lewis Partnership  
**Jayne Raffles** Raffles Restaurants  
**Mark Robertson** Marks & Spencer Plc  
**Tim Williams** Archant Regional Ltd

**4 OCTOBER 2013**

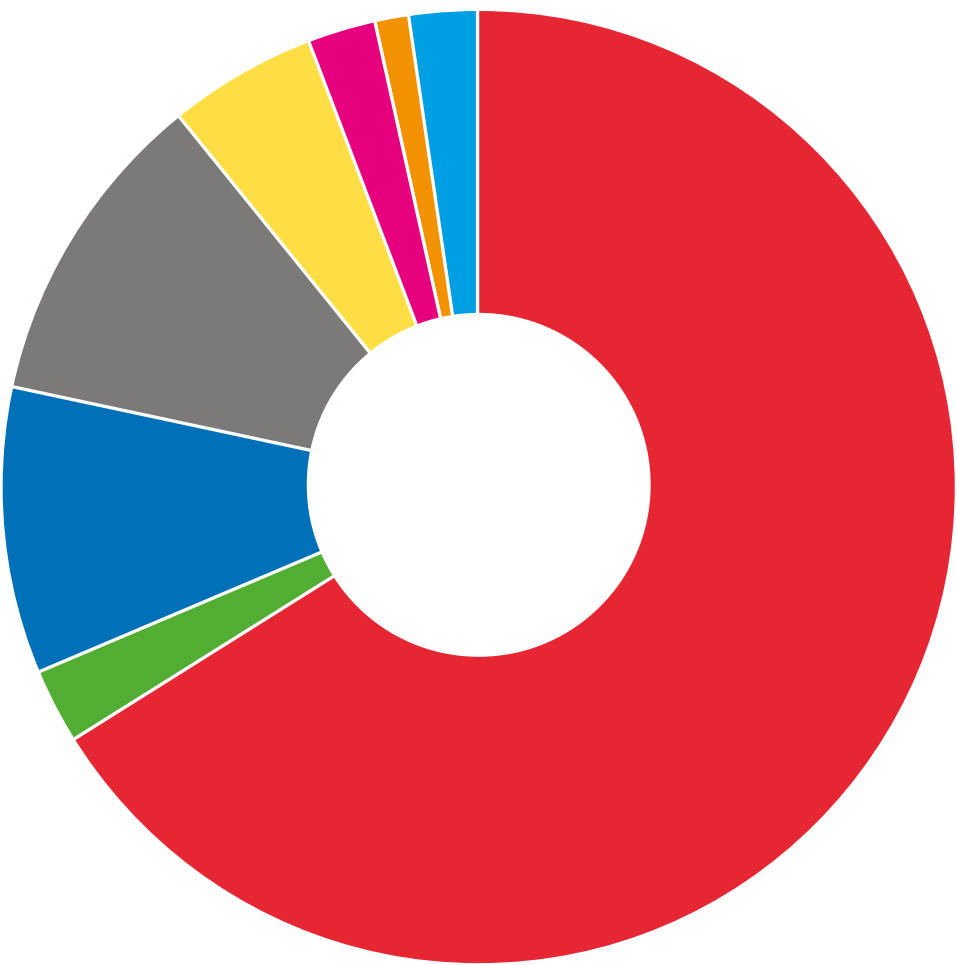
Congratulations to @gogogorillas and @breakwriter for raising an amazing £270,000. Well Done, it's been an amazing summer in #Norwich

**Reach: 21,475**



# PROFIT AND LOSS

- Levy/Project Contribution
- Other
- Finance and Governance
- Promoting
- Experience
- Greener Cleaner
- A Stronger Voice
- Comms

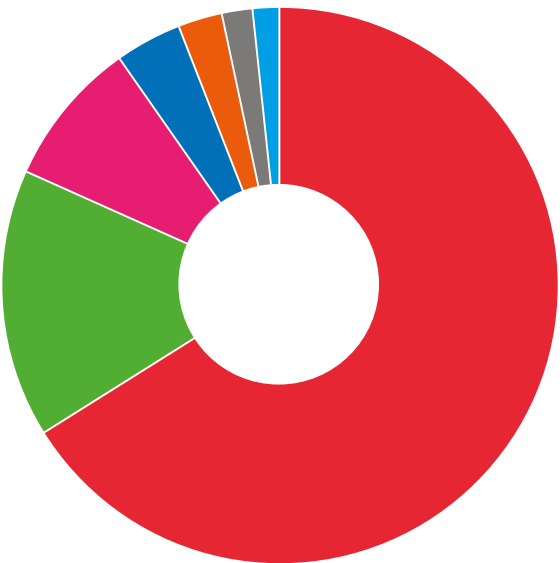


# NUMBER OF EMPLOYEES

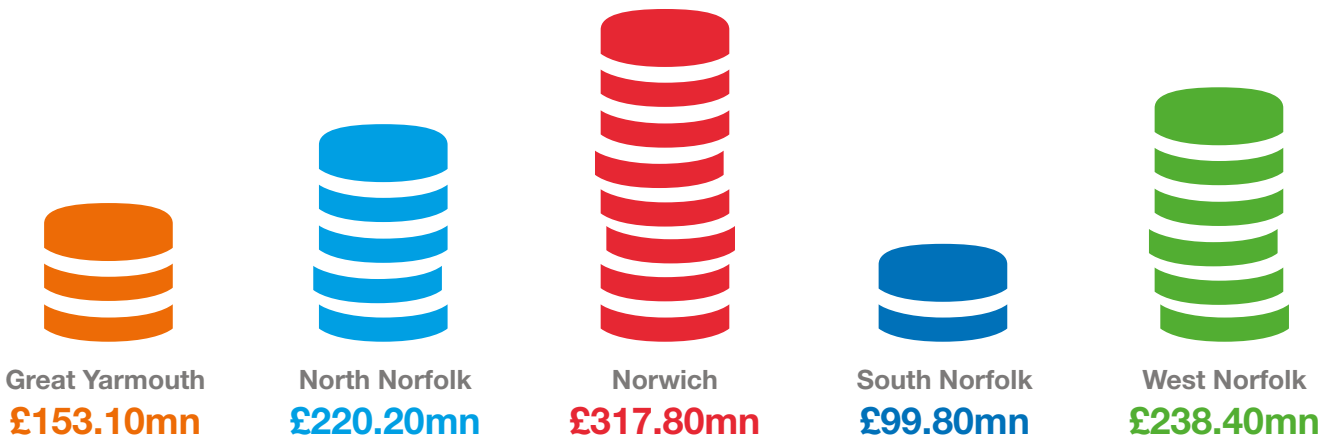


# NUMBER OF EMPLOYEES PER BUSINESS SIZE

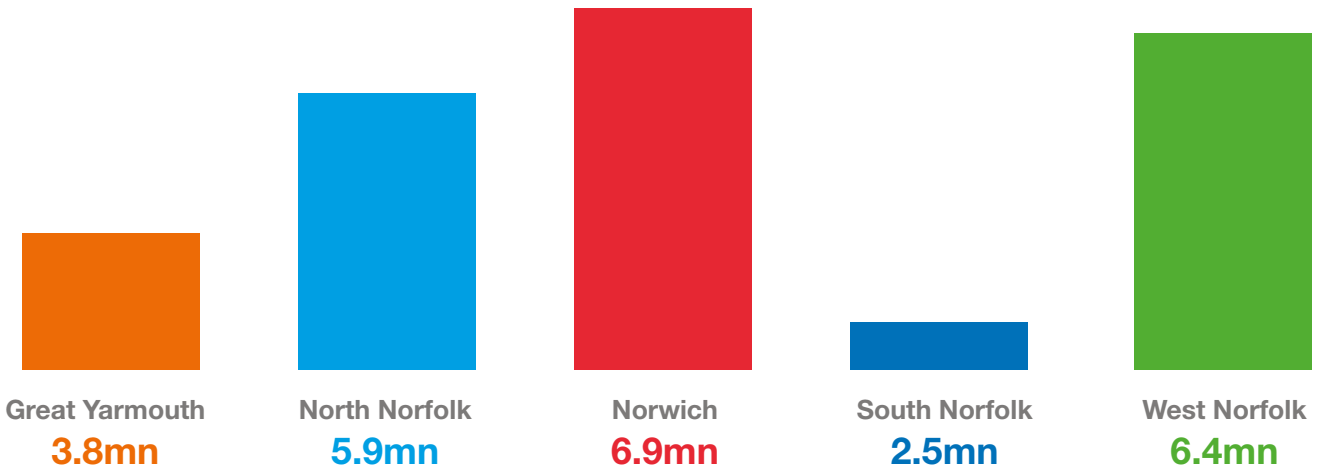
Norwich local authority area



## DAY VISIT SPEND



## DAY VISITS







Norwich Business Improvement District, 2 Millennium Plain,  
Bethel Street, Norwich, NR2 1TF

**T** 01603 727930 **E** [info@norwichbid.co.uk](mailto:info@norwichbid.co.uk) **W** [www.norwichbid.co.uk](http://www.norwichbid.co.uk)

---

Norwich BID works with a number of partners including:

