

# Annual Report

November 2021 – October 2022



**Norwich**  
Business  
Improvement  
District



“Through surveys, District Dialogue meetings, Business Breakfasts and one-to-one conversations, we built a clear picture of the business community’s ambition for Norwich.” >>>

## >>> Chair & Executive Director Report

In this final year of our second term, we’ve enjoyed seeing the first return to normality for the city and its businesses following two years of pandemic turmoil. Meetings have returned to face-to-face and footfall in the city is now punching above pre-pandemic levels. The BID team were able to be agile and react to business’ needs during the pandemic, but for this last year it has been rewarding to be able to plan further ahead once more.

This was an extremely important year for the BID team, as we approached the end of our second term and the ballot vote in June 2022. It was hugely valuable spending time engaging with businesses at the start of this year to understand their current challenges, and priorities for the city moving forward. Through surveys, District Dialogue meetings, Business Breakfasts and one-to-one conversations, we built a clear picture of the business community’s ambition for Norwich, and this has laid the foundation for our 2022 – 2027 Business Plan.

We were hugely proud of the result of the June ballot. A confident ‘yes’ vote of 94% of businesses, and 97% by ratable value, has enabled us to continue our work for the next 5 years. Thank you so much for all your support.

Your objectives were clear: Marketing Norwich’s unique offering through **VisitNorwich**, to locals and potential visitors; Shaping the **Norwich Experience** within the city to encourage those visitors to return again and again; And **Invest Norwich**, covering inward investment projects as well as lobbying on behalf of business to represent the Norwich agenda in regional – as well as national – forums.

Throughout the whole year, we continued to deliver valuable work on behalf of the business community. Our PR coverage reached record numbers, with over 180 pieces of coverage for Norwich and its business, in media such as the Telegraph, Guardian, Channel 4, the Times and more besides. We ran campaigns in partnership with LoganAir and the Evening Standard, and our website traffic hit record highs in peak visitor seasons. In addition to visitor marketing, we also launched our new inward investment brand: Work in Norwich. Our campaign – ‘WiN Every Day’ is designed to celebrate what’s special about living and working in the city and give Norwich businesses the tools to support their

own recruitment. This was based on over a year’s worth of extensive research, including a specially commissioned study into perceptions of the city as a place to live and work.

We also began delivery of ‘Onwards Norfolk’: a project in partnership with Norfolk BIDs, designed to provide businesses with free skills and training. Over 2000 businesses engaged with the free support on offer, including digital skills training, sustainability accreditations, first aid and other leisure and hospitality accreditations.

Familiar projects returned too: Head Out Not Home was back on our streets for the summer, and in February 2022 the city shone for our second Love Light Norwich, which brought 17,000 people into Norwich for our now much-loved, free event.

These are just a few highlights, but there’s been many more projects, which you’ll read about in the pages that follow: we’ve won awards, sat on boards, and worked hard to more than match your levy payments bringing in over £1.2 million of additional funding to the city.

All of our work is on behalf of business in Norwich. We want to see this city flourish, and we are extremely proud to be able to continue our work for the next 5 years. Thank you for putting your trust in us again, and I hope you enjoy reading our 21-22 annual report.



Tessa Haskey

Tessa Haskey  
Chair  
of Norwich Business  
Improvement District

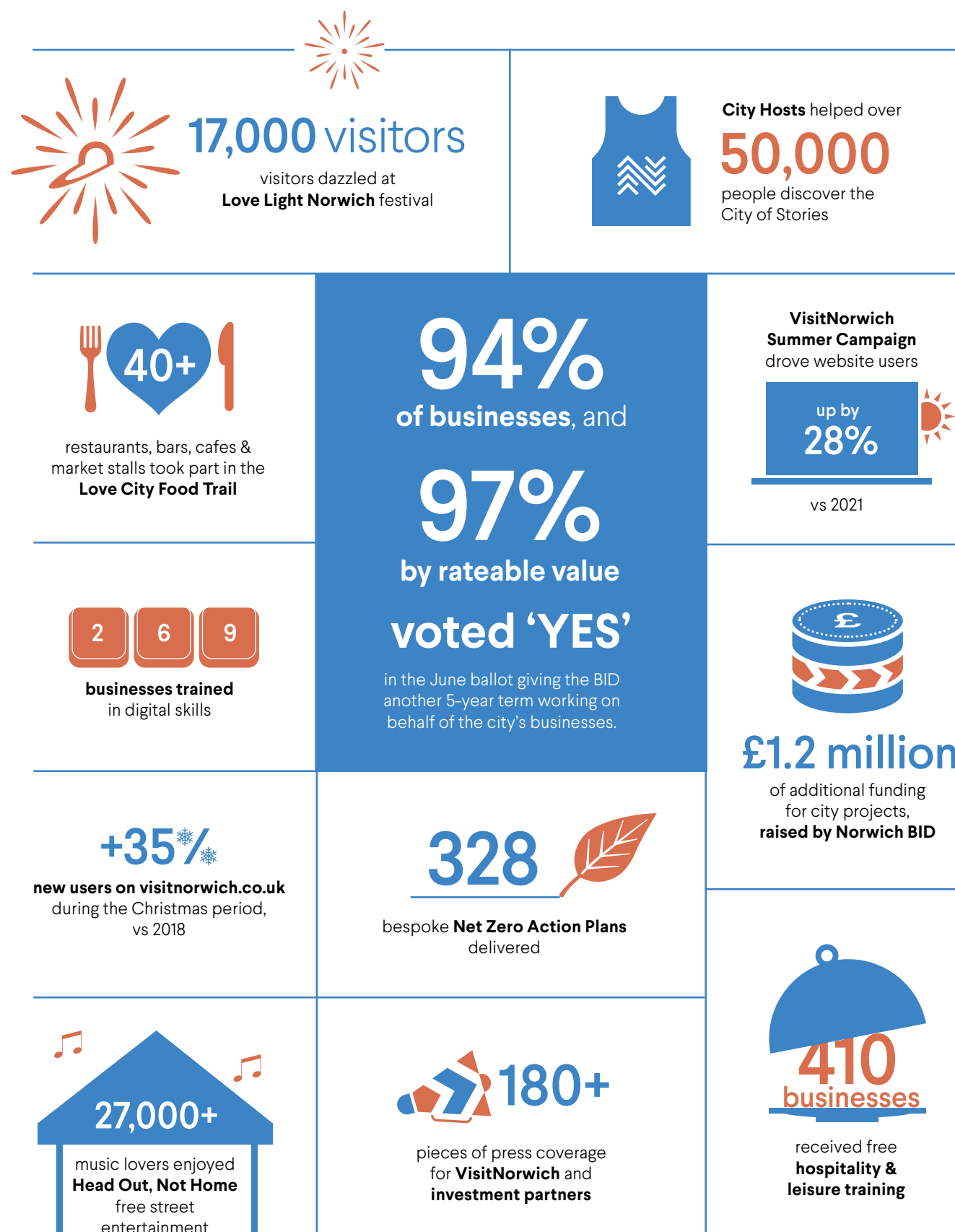


Stefan Gurney

Stefan Gurney  
Executive Director  
of Norwich Business  
Improvement District



## »»» Norwich in Numbers



## »»» A Confident 'Yes' Vote for Another 5 Year Term

In June 2022, Norwich BID were delighted to receive a resounding 'Yes' vote from the city's businesses, enabling us to continue our work for another 5-year term. 94% of businesses – and 97% by rateable value – voted yes in the ballot, showing their trust in the BID team to deliver a meaningful difference for the business community and the city as a whole.

*"In electing our successful, inspiring, award-winning Norwich BID for a third term, businesses have given the BID Team the green light to realise their ambitious plans. I am thrilled and excited that our BID team now have the opportunity to drive forward the vitality of the city with another compelling offer for businesses and the people who live, work and visit Norwich."*

– Andrew Dernie, Head of IT Finance Operations Aviva

The successful ballot enabled us to start work on our five-year business plan and look forward to 2027, in which time we will deliver a diverse program of events to drive forward the Norwich agenda.

### Our ambitious plans for the next 5-years include:

- Growing tourism and residential overnight stays and day visits to Norwich through VisitNorwich: the official tourism body for the local area.
- Running tourism marketing and PR campaigns to nationally raise awareness of Norwich and Norfolk and build new audiences for the destination. As well as positively building recognition and use of the Norwich, the City of Stories brand.
- Bringing the award-winning Love Light Norwich Festival to Norwich in 2024.
- Launching 8 permanent 'Norwich, the City of Stories' book bench installations, light sculptures and 50 wayfinding 'miniliths' in the city centre.
- Continuing the valuable work delivered by the Norwich City Hosts team.
- Launching 'Work in Norwich': a new commercial campaign for the city to bring more business and talent into Norwich.
- Continuing working with local partners to combat issues surrounding begging and rough sleeping.
- Supporting Norwich in lobbying, partnerships, and research, alongside the Norwich BID Transport Strategy, to ensure that access, congestion, and transport for the city centre is in line with the needs of the business community and city users.
- Continuing work on crime reduction with the Alert and DISC Business Crime Initiatives.
- Continuing to support third party large events through sponsorship.
- Delivery of the Upcycle Your Waste project giving businesses in Norwich the opportunity to adopt a circular waste practise.





## »»» Experience Norwich

Our Experience Norwich projects animate and enhance our beautiful city to make it a place visitors will want to return to again and again. We achieve this through large-scale events, the warm welcome of our City Hosts and practical help with crime reduction.

### City Hosts

Beautiful in blue, our friendly City Hosts continue to help locals and tourists explore the City of Stories. Distributing maps and providing directions, this fantastic group of volunteers helped over 50,000 visitors as well as providing support to local businesses.

### Head Out, Not Home

Returning to the streets of Norwich for its ninth year, Head Out, Not Home once again filled the city full of music, fun and entertainment on Sunday afternoons across the summer holidays. We welcomed over 27,000 attendees to stages across the eight districts, which together with the GoGo Dinosaur Trail and the beautiful sunshine, gave Norwich a truly celebratory atmosphere throughout the summer months.



### Love Light Norwich

Returning for the second time, the Love Light Norwich festival lit up our historic buildings and picturesque streets in February 2022. Despite extreme weather conditions, the festival brought over 17,000 visitors into the city. Norwich shone bright, with businesses dressing their windows in celebration, a late-night opening of the market and breathtaking installations city-wide. Love Light Norwich was recognised on a national stage in 2022, at the ATCM Summer School and Awards Night, winning a prize in the prestigious Best Culture and Arts Scheme Category.

### Christmas Crown Trail

Together with our beautiful Christmas lights scheme, the breathtaking castle projects and iconic Tunnel of Light, our Christmas Crown Trail included over 90 businesses across Norwich taking part in four mini-trails. In partnership with the Norfolk Museum Service, the Christmas Crown Trail saw families hunting for crowns in beautiful window displays across the city. 15k trail maps were produced and distributed to help drive business into the city in a distanced and responsible way.

### City Food Trail

To celebrate the return of Love Light Norwich, the City Food Trail shone a spotlight on Norwich restaurants, bars and cafes. Over 40 businesses participated in the trail and in turn benefited from a unique package of marketing support from VisitNorwich.

### Alert & DISC

Through our Alert & DISC platforms Norwich BID continued to support the city's businesses to help reduce crime and provide clear reporting procedures for anti-social behaviour. Together with the Norwich Business Crime Forum, these tools help connect the city to tackle issues of crime and protect against stock loss.

### Festival Sponsorship

Since 2012, Norwich BID have been able to support over 15 annual events across the city. In the last year our sponsorship enabled Norfolk & Norwich Festival, Norwich City of Ale, GoGoDinosaurs and RunNorwich to keep building on their success and drive visitors into the city.



## »»» What's next

### Night Safety Campaign

Norwich rightly has a fantastic reputation for a good night out. Not only are visitors spoilt for choice with quirky bars and historic pubs but the city is also perceived as a safe place with help on hand through the S.O.S. Bus and Safe Haven. Norwich BID have sourced external funding to enable us to create a marketing campaign and toolkit to promote a safe night out in Norwich. Launching for September 2023, the campaign will unite businesses and encourage feelings of safety in the night-time economy.

### Book Benches

Work is constantly ongoing to make our city centre experience an even more enjoyable one for visitors and locals. Look out for eight new book benches coming soon to the City of Stories. These beautiful benches will be sited across the city, and will be inspired by famous local authors.





## »»» VisitNorwich

VisitNorwich is the official Destination Marketing Organisation for the city, promoting Norwich on a local, national and international stage. Through VisitNorwich we drive tourism and footfall into the city, enhancing our local economy and building the city's reputation.

### VisitNorwich Digital

The VisitNorwich website goes from strength to strength with more users every year. The website plays a vital role in bringing tourists into the region and encouraging footfall and investment.

### VisitNorwich Campaigns

Our integrated summer marketing campaign raised awareness of Norwich and Norfolk and built a new audience for our destination. The 'Norwich, a Story to Tell' campaign drove website users up by 28% vs 2021 and 85% vs 2019. This was achieved through a dynamic mix of print, outdoor and digital advertising.

### Norwich Map

A must-have for tourists, the Norwich map is an essential pillar of the work delivered by the VisitNorwich team. In the last year over 200,000 Norwich maps have been printed to be distributed throughout the city and region: a valuable promotional asset for local businesses, and a pocket-sized guide to the City of Stories.

### LoganAir Campaign

Working in partnership with LoganAir to spread our wings into new regions. This programmatic campaign focused on the ease of travel between Exeter and Norwich using LoganAir's direct flight. This match-funded campaign made efficient use of budget and demonstrated exciting results with nearly 400 tickets sold in the 6 week period.



## »»» What's next

### Summer campaign

Our digital campaign launches in June with two key objectives. Initially, the campaign aims to bring families into Norwich for day trips from their holidays on the coast or the broads. The second stage of our summer campaign targets off-peak travellers who are looking for new and exciting experiences. The campaign will utilise digital media with ads running across YouTube, Tripadvisor and TikTok and more besides.

## »»» Invest Norwich

The Invest workstrand focuses on providing support to businesses through training, additional resources and lobbying on their behalf within local and national forums. This year brought a new brand to the Norwich BID family, with Work in Norwich expanding our remit to encourage increased inward investment and promote Norwich on a national stage as a fantastic place to live and work.

### Work in Norwich

Launched in October 2022, Work in Norwich provides valuable resources to individuals and businesses considering a relocation to the city. The launch campaign focused on the case studies of real Norwich residents highlighting the unique benefits they've found working in this city can bring. Leveraging £180,000 of additional funding as part of the Town Deals, this campaign aimed to attract new talent and investment to Norwich. More resources can be found on [workinnorwich.co.uk](http://workinnorwich.co.uk)

### Onwards Norfolk

In January 2022, Norfolk BIDs (Norwich, King's Lynn & Great Yarmouth) joined together to launch Onwards Norfolk. An initiative part-funded by the UK Government's Community Renewal Fund, this project aimed to provide local Norfolk businesses with free support, training courses and upskilling opportunities to help them recover from the impact of COVID-19. We were delighted to see over 2,000 Norfolk businesses take advantage of such a varied mix of valuable training.

### Upcycle Your Waste

Joining together with partners from across Europe, the Upcycle Your Waste project entered its third and final year. Our focus on connecting eco-conscious businesses continued through the Journey to Net-Zero expo in October. Attended by over 100 businesses, the expo was an exciting opportunity to share knowledge, discuss challenges and discover new ways of working more sustainably.

### City Conversations

In May 2022, we were delighted to welcome local Norwich businesses to join us for our City Conversations: Next for Norwich Conference. Through an engaging range of talks, panels and keynote speakers, we covered the subjects that matter the most to Norwich - encouraging business owners to have their say, ask questions and join in with the conversation.

## »»» What's next

### Rio

Our Upcycle Your Waste Project has identified that improving sustainable business practice is a priority for the Norwich business community, but that the tools are not always available to achieve this. Rio is a carbon monitoring system available through the BID for free to help local businesses track and reduce their carbon impact.

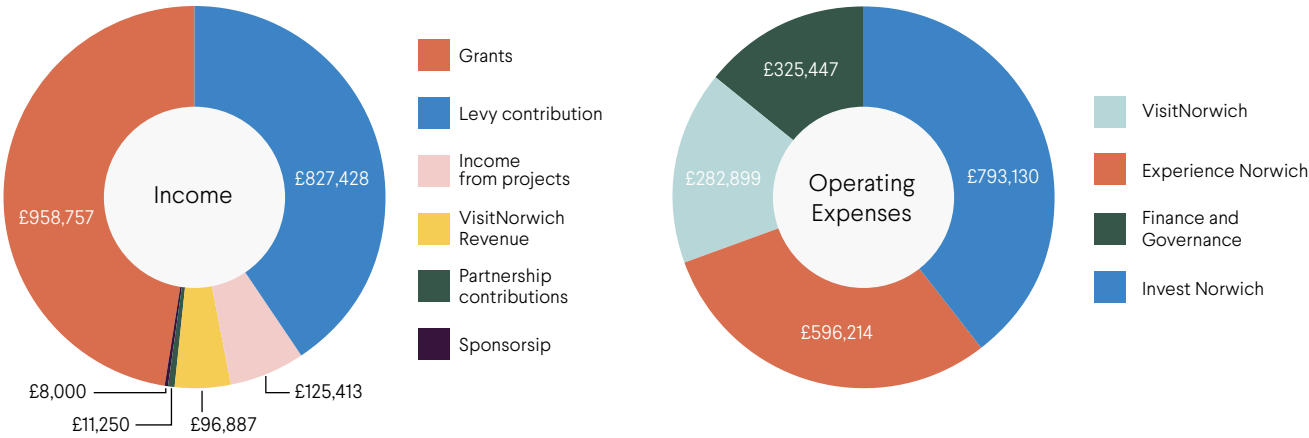
### Norwich Solar System

Look out for business networking opportunities as part of the BID Breakfast series. Covering a range of topics, the first BID Breakfasts explore the potential power of solar energy in our city.





»»» BID Finance



»»» Norwich BID Board

Andrew Dernie	Aviva
Andrea Wake	Artlist
Kate Inns	John Lewis
Claire Thomas	Boots
Cllr Alan Waters	Norwich City Council
Cllr Steve Morphew	Norfolk County Council
Laura Bielinski	Newsquest
George Hemstock	HSBC
Julie Schofield	University of East Anglia (UEA)
John Adams	Jarrols
Jamie Arnall	Fosters
Gavin Smith	Konnect Bus
Glen Sarabi	Night Time Economy
Joe Faulkner	KPMG
John Gordon-Saker	Independent
Lee Boswell	Alan Boswell Insurance

Graeme Hawkins	Marks and Spencer
Nicola Hill	Norwich School
Paul McCarthy	Chantry Place
Richard Pace	Norwich Airport
Robert Bradley	Castle Quarter
Sam Jefferey	Norwich City Football Club (NCFC)
Sarah Steed	Norwich University of the Arts (NUA)
Simon Lubbock	NatWest
Stephen Crocker	Norwich Theatre Royal
Louise Rawsthorne	Norwich City Council
Steve Miller	Norfolk County Council
Tessa Haskey (Chair)	Howes Percival
Tim Bishop	The Forum
Cllr Mike Stonard	Norwich City Council
Roz Bird	Norwich Research Park



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