

2017 - 2022 BUSINESS PLAN



VOTE YES



WELCOME...

Norwich BID's first five-year term comes to an end in October and we are now looking to go bigger, bolder and better with our latest business plan as we ask for your support to expand into a wider area of the city.

I have been involved since the start of the first Norwich BID in 2012 and I am delighted now to be introducing this business plan for the second Norwich BID which, if we can secure your support, will run for the next 5 years.

Throughout its first 5 years **the BID has delivered a very full, very successful programme** – promoting our city, investing to create a welcoming experience and to support a calendar of events, setting up green initiatives and providing a stronger voice for Norwich.

.....

In planning for the next 5 years, through surveys, consultations and meetings, the BID Board have established the high-level objectives of this new business plan:

- National marketing initiatives and campaigns to help **PROMOTE** Norwich to visitors (including increased investment under the VisitNorwich brand) as well as to investors and employers
 - An enriching, enjoyable and safe **EXPERIENCE** in the city for those who live or work in the city and for visitors to the city
 - A coordinated, strong and active **VOICE** for businesses on the issues that matter
-

The Business Plan reveals how the BID will deliver a set of ambitious initiatives in support of these objectives through careful **investment of nearly £5m** over five years (2017 – 2022).

This is a very exciting opportunity because this substantial level of investment can and **will make a clear positive impact** on the vitality of the city centre and through that contribute towards the success of businesses in Norwich city centre.

The BID proposal needs a majority of **'YES' votes in the ballot** this year in order to receive the approval from the Secretary of State, and set-up the BID for the next 5 years which will include a wider area of the city. Your support, your 'YES' vote, your involvement in the initiatives and your say in how the BID programme evolves will turn this exciting opportunity into a reality for Norwich.

**SUPPORT THE BID
WITH A 'YES'
VOTE IN JULY**



Peter Mitchell, Chair, Norwich Business Improvement District & Group Managing Director, Jarrold



PUT YOUR BUSINESS FIRST: VOTE 'YES'

SUPPORT THE BID WITH A 'YES' VOTE IN THE BALLOT TAKING PLACE FRIDAY 30 JUNE - THURSDAY 27 JULY 2017

This is an exciting opportunity: to spend £5m over five years (2017-2022) making a clear positive impact on the vitality of the city centre and the success of the businesses within it. The funds will be raised by an annual 1% levy on the rateable value of each and every business premises (over £30,000), in the extended Norwich BID area (see map on page 18).

Casting your vote couldn't be simpler. Before Friday 30 June every business who is eligible to vote will receive a ballot paper. Eligible businesses are those that pay business rates (over £30,000) within the Norwich BID defined area. It is a postal ballot, so simply cast your vote and post it back within 28 days to make sure your voice is heard.

BACK THE BID

Our proposal for the next 5 years needs a majority 'YES' vote to receive the approval from the Secretary of State to make a bigger, bolder and better BID.

Please read on to learn what Norwich BID has achieved in the past 5 years and how we plan to continue to build on our success, providing you and your business with the best trading/working environment for the years ahead.

KEY DATES



18 May 2017 Publication of the Notice of Ballot

30 June 2017 First day of ballot

27 July 2017 Last day of ballot

29 July 2017 BID result announced

1 November 2017 BID term two goes live

#BACKtheBID

 @NorwichBIDUK

 norwichbiduk

 Norwich BID

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YOU SAID, WE DID 2012 – 2017

PROMOTING NORWICH

Norwich BID has developed creative approaches to innovative destination marketing campaigns and projects to drive tourism and business in Norwich. Its campaigns have put Norwich in the shop window and have reached potential visitors and businesses across the UK and abroad.

Norwich continues to remain in a strong position with a vibrant and unique offering and a shop vacancy rate which is below the national average.

Its integrated use of social media, fixed web and mobile technologies have increased engagement levels with people visiting the city centre.

Below Boris the BID GoGoGorilla



Above Tunnel of Light, a European and UK first

NORWICH BID PROMISED:

- A cost-effective method of communicating
- A state-of-the-art tool the entire BID community can use to convey and promote key messages to new and existing audiences
- Increased visitor numbers
- Easily accessible information about events, campaigns, special offers and points of interest
- Seasonal campaigns
- Norwich neighbourhood champions
- An enhanced streetscape

NORWICH BID CHECKED:

- Customer levels via footfall measurement
- Visitor numbers via VisitBritain national surveys
- Media visits and media coverage
- Customer feedback and surveys
- Project reports
- App downloads and improvements
- Website views with Google Analytics
- Social media activity via Twitter / Facebook / Instagram
- City centre map delivery and postcode analysis
- Cross promotion of festivals



Norwich
the city of stories

NORWICH BID DELIVERED:

- **Year-on-Year increase in city centre footfall:**

2013	2014	2015	2016
Norwich ▼ 0.7%	Norwich ▲ 0.1%	Norwich ▲ 2.6%	Norwich ▲ 2.7%
National UK ▼ 1.2%	National UK ▼ 1.4%	National UK ▼ 2.0%	National UK ▼ 1.1%

- **Tunnel of Light** – A spectacular European and UK first, which generated nationwide publicity in The Times, The Daily Telegraph, The Guardian, The Independent and Metro plus media coverage which reached more than eight million people
- **Christmas lights** – Invested £400,000 for the city centre, including match-funded contributions from Norwich City Council
- **Social media** (via Facebook, Twitter and Instagram) – engagement to drive interest in Norwich and its key events – more than 8,600 followers generating a monthly reach in excess of 500,000 people
- **Regular updates** – quarterly newsletters, a monthly eBulletin, an annual report, a levy letter and breakfast meetings
- **Support and sponsorship of key events to drive footfall** – GoGoDragons, GoGoGorillas, Norwich Fashion Week, City of Ale, Noirwich, Norfolk Food and Drink, Norwich Dragon Festival, British Art Show 8, Norfolk and Norwich Festival, Norwich Lanes Summer Fair and Valentine's Eve

- **Norwich Shopping and Attractions map** – 400,000 distributed across East Anglia
- **The Discover Norwich app (now VisitNorwich app)** – which has seen more than 18,000 downloads and has more than 2,000 monthly users
- **Norwich, the City of Stories** – A successful destination marketing campaign in collaboration with VisitNorwich, which delivered more than 14,000 Facebook 'likes', more than 12,000 blog subscribers and more than 8,000 web views every month
- **Seasonal trails around the city** – such as the Easter Egg Hunt and Christmas Tree trail
- **Lord Mayor's Procession and the Royal Norfolk Show** – BID participation



YOU SAID, WE DID 2012 – 2017 EXPERIENCE NORWICH

Norwich is a vibrant, creative city with a rich cultural heart. It has it all – amazing boutiques and independent stores, well-known retail brands and a fantastic array of eating and drinking establishments. Norwich BID's initiatives encourage people using the city centre to make return visits, to enjoy all the city has to offer time and time again.

Norfolk is one of the safest counties in the UK and Norwich BID's initiatives reinforce its reputation as a welcoming, inviting and appealing destination – day and night.



Above *Head Out, Not Home entertainment*



Above *Run Norwich 10k race*

NORWICH BID PROMISED:

- To welcome visitors, providing them with the kind of inside information usually reserved for friends
- To ensure people leave Norwich having experienced as many of the great things we have to offer as possible
- To direct new customers to your door
- To be perfectly placed to report any environmental or safety issues that detract from our city's appeal, ensuring they are dealt with quickly and efficiently
- To reduce instances of crime, disorder and anti-social behaviour
- To act as a constant reassurance to businesses, the local workforce and tourists that Norwich is a welcoming and safe city
- To provide early evening events to support the leisure offer in the city centre
- To develop effective ways of communication with businesses, retailers and the night-time economy to minimise the risk of crime

NORWICH BID CHECKED:

- Volunteer numbers
- Contact with visitors and businesses
- Engagement with businesses in the ALERT and DISC schemes
- Increased footfall in the early evening (specifically on Thursdays)
- Promotional activity

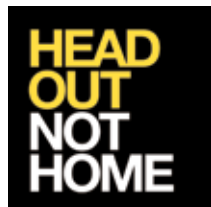
NORWICH BID DELIVERED:

- **City Hosts Team** – assisted more than 150,000 people with a visible presence in the city centre with more than 50 volunteers who have all received dementia-friendly training. Used as a national exemplar, the City Hosts team have assisted in the setting up of similar schemes from York to Lincoln to Aberdeen. Lord Coe said “It’s great news that, Inspired by 2012 and the Games Makers, Norwich has launched the City Host scheme.”



Above *City Hosts Team*

- **Head Out, Not Home free summer entertainment** – attracted thousands of visitors each week over a 10-week period. Associated marketing campaign activity reached 1.8 million people resulting in a 7% increase in footfall on Thursday evenings
- **Run Norwich** – Main sponsor, attracting 5,000 runners and more than 20,000 customers to the city
- **Management and operation of the ALERT radio scheme and DISC** – helping to cut crime in the city centre with dedicated systems for retailers and leisure operators
- **Regular intelligence briefings** on security issues
- **Training courses** provided free to businesses in subjects such as crime prevention techniques
- **“Mystery of the Star Eaters”** – Supported a new concept game to the city, to attract visitors to Norwich



AWARDS & ACCOLADES

Norwich BID has been recognised with the following awards:



- Great British High Street of the Year Winner 2014 with Norwich Lanes
- Association of Town and City Management (ATCM) Business Improvement District of the Year finalist 2016 and 2014
- British BIDs accredited 2016
- Great British High Street of the Year finalist 2016 for the Castle and Arcade District
- ATCM Digital Engagement finalist 2016
- ATCM Inspirational Leader of the Year finalist 2016
- RHS Britain in Bloom BID Category Gold Award



Above *Alexander Nicoll, Chair ATCM & Intu, Caroline Bidewell and Stefan Gurney, Norwich BID, Paul McCarthy, Intu Chapelfield, Shanaaz Carroll, ATCM*



YOU SAID, WE DID 2012 – 2017

STRONGER VOICE FOR NORWICH →

Norwich BID created a united voice for the entire business community, irrespective of size or sector.

Through collective lobbying and a united approach, Norwich BID has ensured key issues are of benefit to businesses, such as 'Norwich in 90' campaign and Park and Ride services. All businesses within the Norwich BID area have access to projects and initiatives designed to give the city a competitive edge, secure investment and to promote Norwich as an attractive commercial destination.

NORWICH BID PROMISED:

- To be heard in campaigns and initiatives designed to give Norwich a competitive edge
- To secure investment from new sources and win additional funding
- To be part of promotional campaigns to position Norwich as an attractive commercial destination
- To be part of a co-ordinated approach to give every business within the Norwich BID area a fair chance to voice their views, raise concerns and make recommendations.
- To provide a strong and co-ordinated voice for every sector, business and organisation in the city centre on key issues that are outside the Norwich BID remit (for instance transport, infrastructure, accessibility)
- To provide additional resource, marketing and co-ordination for the city centre on issues such as Park & Ride, Norwich in 90 and improved broadband speed
- Profile raising

NORWICH BID CHECKED:

- Registered profiles and city user demographics
- New Free Wi-Fi coverage and download speeds
- Improved service for Norwich city centre (transport)
- Customer usage of Park and Ride

- Partnerships with the Norfolk Chamber of Commerce and stakeholders like local authorities
- Improved resource to promote business (the business prospectus)
- Partnership working with property agents and landlords



NORWICH BID DELIVERED:

- **Park and Ride lobbying** – commissioned consultancy Mott McDonald to assess Park and Ride services and lobbied successfully to achieve improvements to services for the city centre – including later running, a new price structure, weekend services and a bespoke Costessey service for the University of East Anglia/Norfolk and Norwich University Hospital/Norwich Research Park
- **Free Wi-Fi installation** in the city centre, which has more than 1,000 daily users and 15,000 registered profiles
- **Wi-Fi coverage** of 95% of the Norwich BID street area with 5mbps download speeds
- **A11 campaign** – with posters in one third of London Underground trains for eight weeks and inserts in The Financial Times
- **Norwich in 90** – committed to a Greater Anglia franchise award, supported by Norwich BID
- **Established a Norwich Transport Group** with Norwich City Council and another with Norfolk Chamber of Commerce to co-ordinate approaches on key city centre transport issues
- **A business prospectus** delivered annually with city-wide statistics from 56 sources
- **High-profile presentations** at the House of Commons and national conferences, on topics including business rates, the future of our high streets, contactless intelligence & fiscal devolution
- **Business contingency planning and resilience training**
- **City centre consultations** – led initiatives on business responses, including A boards, Push the Pedalways, transport, supplementary planning and road closures

YOU SAID, WE DID 2012 - 2017

GREENER CLEANER NORWICH

Norwich BID made Norwich one of the UK's leading working and shopping environments by introducing environmental and sustainable initiatives.

Co-ordinated waste collections, reducing the detrimental impact of vacant shops and promoting Norwich as one of Europe's greenest cities have all been on the agenda. Co-ordinated contracts and waste and recycling collections have helped reduce business costs.

NORWICH BID PROMISED:

- To give local businesses the advantage of group buying power
- To put additional resource into the hands of the business community
- To give businesses the opportunity to make improvements to the local environment
- To give local businesses the opportunity to develop new methods of co-ordinating the collection of recycling and waste from the city centre
- To introduce a scheme to co-ordinate and negotiate contracts for collection, removal and recycling of waste and materials
- To reduce congestion and CO2 emissions
- To make Norwich an even more attractive place to work, shop and visit
- To provide cost savings for businesses
- To ensure a vibrant trading environment

NORWICH BID CHECKED:

- Vacancy rates
- Waste and recycling quarterly key performance indicators and a full annual review
- Monitoring of the city's inner ring road congestion via Norwich-BID developed technology (Noggin)
- Positive engagement with proposed mural sites
- Promotional activity
- Increased footfall

NORWICH BID DELIVERED:

- **Reduced vacancy rates, outperforming the national average:**

2013	2014	2015	2016
Norwich	Norwich	Norwich	Norwich
12%	5.3%	4.2%	4.9%
National	National	National	National
UK 18.7%	UK 14.1%	UK 12.2%	UK 11.7%

- **Waste collection service** - Co-ordinated city centre waste collections via M.W. White Ltd. The scheme has been a great success and we have streamlined and improved trade waste collections within the city centre whilst achieving great cost savings for businesses. 150 businesses use the scheme with 0 missed services and 0 complaints
- **Information posters to reduce** the negative impact of vacant shops
- **Murals** - Brightened up walls/public space in Norwich with four large, vibrant murals in Ber Street, Theatre Street, Red Lion Street and Castle Street
- **The Keep regeneration project** - Helped Norwich Castle secure £9 million of funding
- **Travel savings** - Worked with First Bus to offer businesses and their staff savings on travel
- **Legislation updates**



Above One of many BID murals around the city

NEW 2017 – 2022 BUILDING ON SUCCESS HOW THE BID CONSULTED

Over the past year as part of the BID renewal we have been consulting with BID businesses, leaders and decision makers, representatives, specific sector groups (i.e. night time economy, commercial, retail) and partnership organisations including the local authority.

Through these discussions, we asked you whether Norwich BID has successfully delivered projects against the 2012-2017 business plan, and have looked at opportunities and initiatives for the next 5 years.

We used a range of different methods to give businesses the opportunity to engage and give feedback to us, including:

- One-to-one meetings
- Task Force meetings
- Email correspondence
- Street Meeting Workshops
- Phone conversations
- Feedback captured from our City Hosts

Businesses in the proposed BID area have received copies of our Annual Reports, Levy Letters, Newsletters and “You Said – We Did” documents via post over the past year.

All these documents are available to view on our website: www.norwichbid.co.uk/news-and-information/downloads



“The BID has simply made the city work better.

Better radios, better events bringing more people in and encouraging them to stay for longer and a far better welcome with the City Hosts out and about to help locals and visitors. There’s been a level of cooperation that has made everything we do work better and made the city a better place to work and to visit.”

**Tim Bishop, Chief Executive
of the Forum Trust**



THE STATE OF NORWICH SURVEY

This in-depth questionnaire was designed to give businesses the opportunity to tell us more about some of the issues facing the city, and what needs to be done to provide the best trading and working environment. The survey was sent to over 1,200 businesses across Norwich, and received over 25% return rate (please email info@norwichbid.co.uk to request a full results report). The results helped to shape our vision for the next 5 years and focused our future initiatives into 3 themes; **Promoting Norwich, a Voice for Business** and **Norwich Experience**.

Survey Results summarised:

- **95%** felt that **transport and accessibility** were important issues for the city
- **95%** of businesses wanted to **deliver promotions & incentives** to encourage more visitors to Norwich
- **93%** said it was important to **provide Christmas Lights and Christmas events**

PARTNERSHIPS

The team at Norwich BID work in close partnership with numerous local public and community organisations including Norwich City Council, Norfolk County Council and Norfolk Constabulary. Consulting with these organisations at a local level has helped us shape our activities for the benefit of the city centre, ensuring that services are not replicated between organisations.



“With the support of Norwich BID, the city plays host to a calendar of exciting festivals and events throughout the year. Norwich also boasts a wonderful blend of heritage sites whilst positioning itself as a technology leading city; the City of Stories has something for everyone!”

Alan Waters, Norwich City Council Leader



Above London Street

NEW 2017 – 2022 BUILDING ON SUCCESS

PROMOTING NORWICH

DEVELOPING INNOVATIVE MARKETING
AND DESTINATION CAMPAIGNS

Norwich is a thriving city with a unique offer. We will be instrumental in developing innovative marketing and destination campaigns and ideas through our VisitNorwich brand, putting Norwich front-of-mind for visitors, tourists and as an attractive commercial destination, across the UK and internationally.

CAMPAIGNS WILL LOOK TO REACH POTENTIAL VISITORS USING A RANGE OF MEDIA SUCH AS:

VISITNORWICH BRAND PR AND COMMUNICATIONS

A city of the size, aspirations and ambition for growth as Norwich needs to have a clear destination marketing function and strategy to maximise the city's assets and future potential. VisitNorwich has transferred into Norwich BID as the delivery model for marketing the city centre and specific "Destination Marketing" to ensure we meet the PR and Marketing aspirations of the business community.



ANIMATE THE RIVER WENSUM

The BID will work with partners to breathe new life into the river to benefit the city and increase access and greater use. The river will play an important part in the growth and vitality of the city, as a key asset for animation.



"Having worked in a number of towns and cities across the country I have found the Norwich BID to be extremely professional, strategic and forward thinking in its approach and a powerful voice for the businesses that it represents. The BID not only acts as a network to bring businesses together to work collectively for the good of the city but has also influenced real change as seen through initiatives such as the city centre free Wi-Fi and its support of the Christmas lights."

**Chris Luff, Store Manager,
Mark and Spencer Plc**



THE VISITNORWICH APP

We will continue to provide our free, vibrant and engaging smart phone and tablet app (which currently has over 20,000 downloads). All BID businesses have a free listing with the opportunity to add their own content, photos and events. The app helps users get the most out of the city with fantastic features including City Trails at the touch of a button.

NORWICH THE CITY OF STORIES

(with over 40,000 followers) A national marketing campaign to attract visitors to the city. This visitor brand for Norwich (www.cityofstories.co.uk) will continue to deliver innovative and creative content to engage and enthuse visitors and city centre users. Working with partners in individual and joint marketing and investing in the joint positioning of the city's tourism offer.

"Norwich BID is a highly innovative company, adopting a range of digital channels to engage with the general public and the businesses it serves. An excellent example of this innovation is the VisitNorwich app, a fantastic free resource for visitors to the city to both research their journey and to get the most from their time here. Put simply it's amazing."

**Paul McCarthy,
General Manager,
intu Chapelfield**



Norwich
the city of stories

*Below Topshop,
Gentleman's Walk*

**THE BID WILL ALSO
PROVIDE FUNDING
FOR THE FOLLOWING
INITIATIVES:**



- **Business promotion and recruitment prospectus**
- **Norwich shopping and attractions map**
- **National and regional digital campaigns**



NEW 2017 – 2022 BUILDING ON SUCCESS NORWICH EXPERIENCE

ENCOURAGING PEOPLE TO VISIT
THE CITY TIME AND TIME AGAIN

Norwich is a vibrant, creative city with a rich cultural heart. We will create new initiatives and campaigns to reinforce Norwich's reputation as a warm and welcoming city and one of the UK's best working, living and shopping environments. Our initiatives will encourage people to visit the city and to make return visits time and time again.



Above Norwich City Hosts

BID INITIATIVES PROPOSED:

CHRISTMAS LIGHTS & A CHRISTMAS FESTIVAL OF LIGHT

New elements, as well as festive decoration and lighting of key areas in the city centre in the peak Christmas trading period (Nov/Dec) will be delivered. The intention is to create impactful festive decorations that attract and delight visitors and shoppers alike. We will continue to add new streets and areas, such as Tombland and Prince of Wales Road, to the lighting scheme. The BID will again illuminate the city with a majestic Tunnel of Light (over 10 million views in 2016) that surrounds viewers with colourful lights that offer a bright and magical scene. Visually stunning 70ft 3D displays will be projected with awe-inspiring images and scenes onto the Castle.



The visitor experience in Norwich has been enhanced through a range of BID initiatives. Our City Hosts offer a warm welcome to visitors, sharing their knowledge and advice, directing people to shops and businesses, and helping them to make the most of our heritage and culture. They also support Thursday evenings in the summer which have been uplifted with a vibrant programme of live music and Covent Garden style street performances. The fabulous murals are an example of the BID using creative solutions to improve the Norwich experience, all helping to increase our reputation as one of the best places to live, work and visit; growing business for everyone”



**Jane Claridge, General Manager,
Norwich Theatre Royal**

REDUCING THE IMPACT OF BEGGING AND ANTI-SOCIAL BEHAVIOUR

The BID will work with partner organisations and businesses to impact the level of begging, rough sleeping and perception of anti-social behaviour in the city centre, delivering schemes such as Purple Flag.

IMPROVING SIGNAGE AND WAYFINDING

The BID want to provide Norwich city centre with a modern and revised signage system that makes the city centre easy to navigate, with a clear wayfinding strategy. This will assist visitors, customers and business users of the city through information systems that guide people through the physical environment, and enhances their understanding and experience of the city.

CITY CENTRE GATEWAYS, INSTALLATIONS AND ATTRACTIONS

Funding to research, develop and initiate major projects within the city centre. There is the opportunity to develop visionary gateways to the city at Prince of Wales Road and St Stephens Street. The destination tourism offer could also be supported through the use of large scale public art, like murals or ‘Norwich’ in 6 foot letters.

THE BID WILL ALSO PROVIDE FUNDING FOR THE FOLLOWING INITIATIVES:

- **A Norwich seasons campaign** to maximise opportunities in peak periods and to drive footfall in quieter trading periods such as; Norwich Fashion Week, City of Ale, Food Festival, Noirwich etc
- **ALERT radio and DISC scheme** (over 250 users) to help reduce crime in the city centre through secure information sharing
- **Early evening events** to complement and promote the leisure offer in Norwich and to add value to city centre visitors in the evening economy
- **City Hosts** (over 150,000 contacts) to welcome and guide visitors in Norwich
- **Purple Flag** accreditation for the evening and night time economy



NEW 2017 – 2022 BUILDING ON SUCCESS

VOICE FOR BUSINESS

COORDINATING AND DRIVING THE
COMMERCIAL SECTOR IN NORWICH

Collective lobbying for positive change is proven to benefit business communities. We will respond with one strong voice through lobbying, evidence based research to give Norwich a competitive edge, secure investment and ensure our limited resources are allocated to achieve the greatest return. We will develop and lead initiatives to coordinate and drive the commercial sector in Norwich.



Above Castle Meadow at night

Although KPMG have reopened an office in Norwich only a few months ago, we have been really impressed by the dedication, commitment, enthusiasm and passion that we have seen of the Norwich BID team, in trying to make Norwich a great place to do business, to live and to work.



Steve Muncey,
Chairman East Anglia,
KPMG LLP

BID INITIATIVES PROPOSED:

TRANSPORT AND ACCESS LOBBYING AND FORUMS

Coordinate groups to ensure that the accessibility and transport for Norwich City Centre fits the needs of the user and the business community. The BID will work with partner organisations, such as Norfolk Chamber of Commerce, LEP and Local Councils, to ensure any access or traffic system changes are thoroughly investigated and challenged where appropriate.

DEVELOPING AND GROWING BUSINESS SECTORS/AREAS

Implement a business sector/area fund to support key projects in the city that add value and definition to the appeal of the wider city. Funding in this area can be used to provide coordination, marketing, research, analysis or capital investment to raise the profile or appeal of a sector or area in Norwich.



EXTENDING NORWICH CITY CENTRE WI-FI

(Over 100,000 users) This project will deliver an increased free Wi-Fi network to city centre users, visitors and business people (though not for commercial use). A network solution will be installed to meet the needs of the mobile boom, providing a boost for the local economy with free Wi-Fi increasing dwell time in the city centre and therefore encouraging people to shop, eat out and spend more time in the BID area.



"Norwich is a vibrant city with a great business and visitor offering. It's important that the quality of our city-centre environment is maintained and that business has a strong voice. Norwich BID plays a valuable role in this regard and I am pleased to support them. At NatWest we are committed to supporting a range of businesses in their business aspirations and our support for Norwich BID plays an important part in this."

Simon Lubbock, Director, Commercial Banking, Norfolk, NatWest

THE BID WILL ALSO PROVIDE FUNDING FOR THE FOLLOWING INITIATIVES:

- **Promotional campaigns** to position Norwich as a top UK commercial destination
- **The BIG conversation** – coordinate 3 annual conferences for the commercial, retail and leisure sectors with the goal of listening to the evolving needs of each sector and determining solutions to meet challenges and exploit the potential for growth
- **Skills, education and entrepreneurship** – supporting the next generation of business people
- **Norwich congestion monitoring**
- **Recycling and waste cost savings** (over 150 businesses)
- **Vacant shop campaign** (down 12% 2013 to 4% 2017)



Above right Norwich City Centre Wi-Fi

BID AREA

The new proposed BID for Norwich city centre would run for five years from 1 November 2017 and will cover the area shown in this map.



Above *Development of the river Wensum strategy*

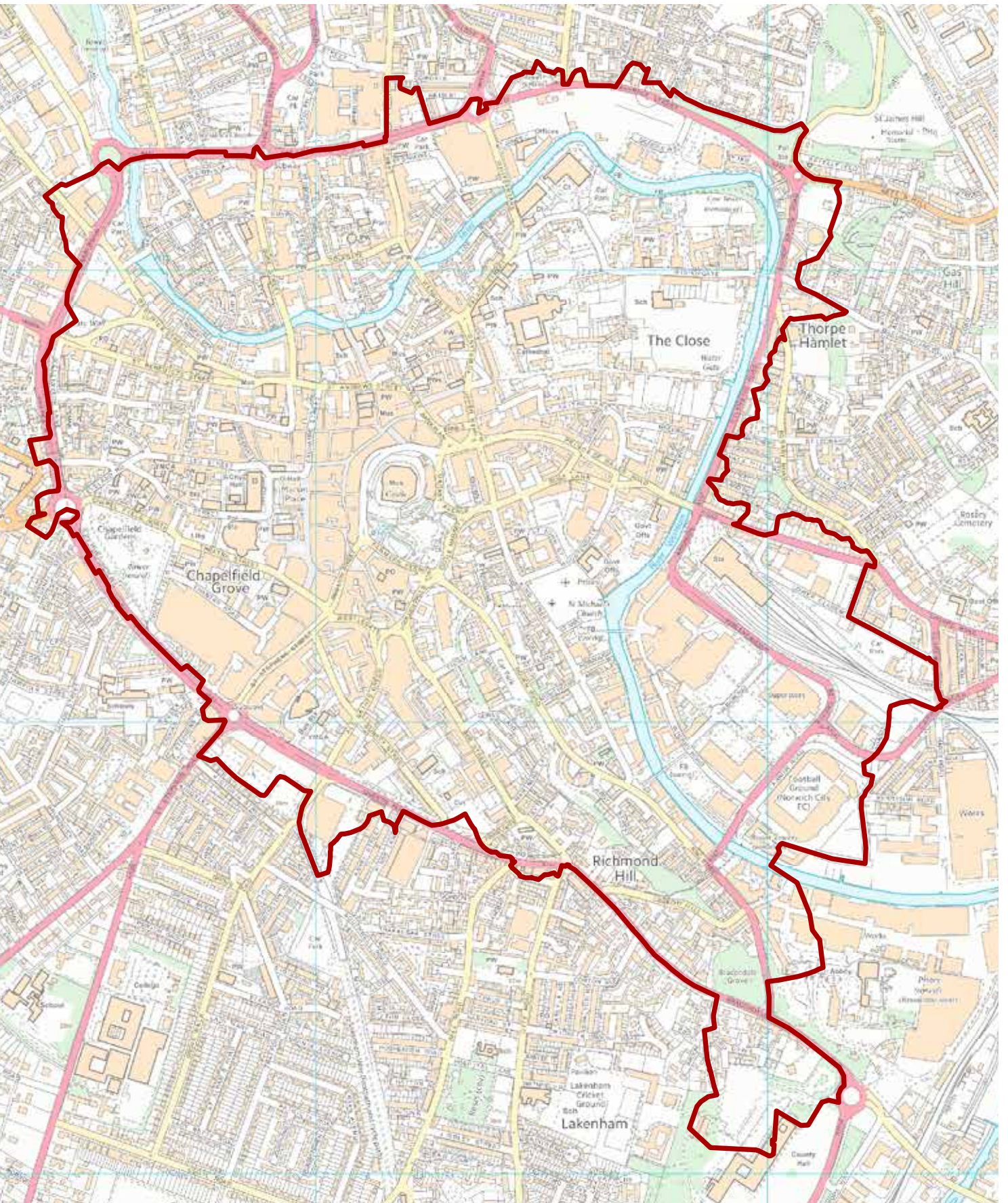


Above *Norwich from Mousehold*



“The Greener Cleaner project has been all about creating an environment in the centre of Norwich which is enjoyable for residents and visitors, and reflects our identity as a city. Creative Art plays a major part in this identity. The murals are an opportunity for creative people from the region to enhance their environment through their ideas and originality.”

**Sarah Steed, Business Director,
Norwich University of the Arts**



For a full list of the postcodes included in the area please contact the BID team 01603 727930 or email info@norwichbid.co.uk

FAQ'S

WHAT IS A BID?

A Business Improvement District (BID) is a defined area where businesses get together to plan how to improve their trading environment, identifying additional projects and services that will improve the city centre and trade. Businesses within the BID area agree the level of funds which they will contribute to make it happen and they have total control of the money and how it is spent.



WHAT ARE THE BENEFITS OF A BID?

A BID provides funds to deliver additional services to the area that are in line with what local businesses want to improve and enhance their trading environment.



Improvements may include improved promotion of the area, events, extra safety, environmental savings or a greater voice on key issues. However, the legislation does not put a limit on what products or services can be provided.

HOW WILL THE BID BE FUNDED?

Businesses pay an agreed levy based on the rateable value of their premises, this is set at **1%** for Norwich. Businesses within the successful BID area will pay this levy so that everyone who benefits will have paid towards it, it is fair, transparent and avoids “freeloading”. There are exemptions that will be set by BID; for example, Norwich is exempting all businesses below **£30,000** rateable value to support small and growing businesses.

HOW LONG IS TENURE OF THE BID?

Up to five years' maximum and then another ballot must be held.

HOW WILL THE BID HELP ME AND MY BUSINESS?

As we have seen all over the country, a BID is a successful way of providing funds to deliver additional services in line with what businesses believe will enhance their trading environment. If you believe a BID will help your business have a stronger voice on Norwich city centre issues, as well as a budget specifically designed to make improvements and promote the area, then vote 'YES' to Norwich BID.

ARE THERE ANY OTHER BIDS IN THE UK?

There are more than 250 successful BID's operating in the UK and in 2016 BIDs brought in £75 million in contributions and leveraged an additional £37 million to improve towns and cities across the country.



Above Lower Goat Lane

IS THIS NOT COVERED BY THE EXISTING BUSINESS RATES?



All the services, projects and initiatives that have been proposed by businesses for inclusion in the BID are in addition to existing Norwich City Council services and will not subsidise or replace services that are already provided. The BID will

deliver additional services and campaigns that have been decided by local businesses aimed at providing a positive impact on the trading environment.

WHAT IS THE PROCESS?



An initial questionnaire was distributed in October 2016 to get your views – this was distributed to over 1200 businesses within the study area. We received positive feedback from these surveys and an excellent 25% return, showing

the enthusiasm by those within the proposed BID area to make improvements and be part of the decision-making process. From January to May 2017 a BID taskforce has been responsible for undertaking detailed consultations, street meetings and presentations for all businesses within the BID area on the proposed projects and activities.

WHO WILL MAKE THE DECISIONS ON HOW THE MONEY WILL BE SPENT?

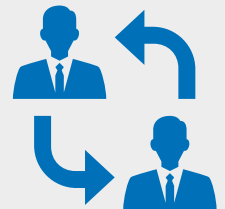
During the development stage the taskforce has worked on your behalf with ideas and requests from businesses and the issues they would like to see addressed. The BID Business Plan will be given to every business in the BID area along with a postal ballot voting form; the ballot is open from **30 June - 27 July 2017**. To become a BID, a majority of those who vote must be in favour by number and rateable value for the BID to become a reality.



HOW WILL THE BID BE MANAGED?

The BID will be run by businesses for businesses. It is NOT part of the local authority and is set up as a limited company. After a successful ballot, a new BID Board will be set up, which will be made up of representatives from local businesses within the Norwich BID area. These representatives will be responsible for implementing the BID Business Plan and will be accountable to the BID levy payers. Businesses are encouraged to get involved and be part of the BID Board through annual elections.

HOW WILL LOCAL BUSINESSES BE CONSULTED?



Every business that is a prospective BID levy payer will already have started to receive regular BID communications and have been invited to business meetings. Literature, such as this, is available to all relevant businesses and we also have a dedicated website which includes the most up to date information. Find out more at www.norwichbid.co.uk.

HOW IS NORWICH BID SUPPORTING SMALL BUSINESSES?



Norwich BID is not simply focussed on big business – our aim is to create a voice for the entire business community, irrespective of size or sector. Our commitment to supporting small

and growing businesses means those with a rateable value below £30,000 will be exempt from contributing the 1% levy, but because they sit within the BID area, they will benefit from a 'YES' vote.

We are keen to hear your views and answer your questions about the BID. Please contact the team on 01603 727930 or email info@norwichbid.co.uk

BUDGET 2017 – 2022

Income	17/18	18/19	19/20	20/21	21/22
BID Levy Income	£960,466	£960,466	£960,466	£960,466	£960,466
Project & added funding	£50,000	£50,000	£50,000	£50,000	£50,000
VisitNorwich Income	£137,000	£137,000	£137,000	£137,000	£137,000
Total Income	£1,147,466	£1,147,466	£1,147,466	£1,147,466	£1,147,466

Expenditure	17/18	18/19	19/20	20/21	21/22
The Norwich Experience	£360,000	£360,000	£360,000	£360,000	£360,000
Promoting Norwich	£284,000	£284,000	£284,000	£284,000	£284,000
A Voice for Business	£231,000	£231,000	£231,000	£231,000	£231,000
Ideas & Contingency	£80,000	£80,000	£80,000	£80,000	£80,000

	17/18	18/19	19/20	20/21	21/22
Total Expenditure	£955,000	£955,000	£955,000	£955,000	£955,000
Finance & Governance	£191,500	£191,500	£191,500	£191,500	£191,500



“From the wonderful murals reflecting the creativity and history of Norwich to the street entertainers of the “Head Out, Not Home” campaign, BID’s work has been key to delivering energy and promoting talent in the city. Christmas in Norwich wouldn’t be the same without their input and funding, and the impact of BID’s work has clearly enhanced both Norwich’s daytime and night-time economy.”

**Jack Thompson, General Manager,
Cinema City**

PLEASE NOTE:

All figures are estimates based on project costs. Projects and project costs may change over the term of the BID, subject to Board approval. The BID levy figures are based on data available as of March 2017, from Norwich City Council. The Norwich BID will continue to pursue potential sources of income from other funders. This includes commercial sponsorship and income generation including voluntary contributions to supplement the levy throughout the lifetime of the BID.

Right - shown left to right

*Martin Blackwell (Business & Operations Manager),
Caroline Bidewell (Business Support Manager),
Stefan Gurney (Executive Director),
Rachael Fretter (Marketing & Communications Manager),
Nick Bond (Head of Tourism)*



“The Norwich BID has contributed so much to the life of the city during the past years, helping people to work together to enhance the quality of life in the city centre and thereby attracting many people to visit, to shop and to enjoy its many attractions. We at the Cathedral very much hope that the area of the BID will be extended in the future as we believe that including the businesses and attractions in this wider area will be of mutual benefit to all of us in the city and will make Norwich even more attractive to our visitors.”

**The Very Reverend Jane Hedges,
Norwich Cathedral**

BID LEVY RULES

The BID process is governed by Government Legislation and Regulations. As such, once a majority vote has been achieved, the BID levy becomes mandatory on all defined ratepayers. The rules for the BID levy are as follows:

- The levy will be fixed at 1% of rateable value using the 2017 rating list as of 1 July 2017 (unless the basis of national rates calculation is revised). This will be subject to changes in inflation and if this is to change, we would hold a new ballot
- The term of the BID will be for a period of five years from 1 November 2017
- The BID levy will be applied to all ratepayers with a rateable value of £30,000 or more excluding exemptions
- All new hereditaments entering the rating list after 1st November 2017 will be levied at 1% on the prevailing list excluding exemptions
- All hereditaments with charitable status (where the property is occupied by a registered charity and is wholly or mainly used for charitable purposes) and in receipt of mandatory charitable relief from business rates within the BID boundary will be exempt from the levy, unless it is trading from those premises. Once trading, the charity will contribute at the same rate as all other non-domestic ratepayers within the BID boundary
- The owners of empty hereditaments will be liable for the BID levy with no void period allowed
- There will be no VAT charged on the BID levy

GOVERNANCE

Following a successful vote the existing Norwich BID Ltd will deliver the BID programme set out in the BID business plan.

LEGAL AGREEMENTS

There will also be a formal operating agreement between the BID and Norwich City Council that will define all of the contractual arrangements for collection and enforcement of the BID levy.

VOTING PROCESS

From Friday 30 June to 5pm Thursday 27 July 2017, businesses will be given the opportunity to vote in a formal ballot. To ensure neutrality, it will be a confidential ballot.

All defined ratepayers will be entitled to one vote per hereditament. Some businesses will occupy more than one hereditament within an area and therefore will have more than one vote. Ratepayers that have been exempted from paying the BID levy will not be eligible to vote.

It will be possible to appoint a proxy to vote on your behalf. Proxy applications will need to be made to the ballot holder by 5pm on 20 July. Proxy application details will be included in your ballot pack.

For the ballot to be successful, two tests will need to be satisfied as follows:

1. A majority in number of those voting
2. A majority in Rateable Value of those voting

Steps in the ballot process:

- The notice of ballot will be sent to the secretary of state on Thursday 18 May 2017
- Your ballot paper will reach you by Friday 30 June 2017
- You will need to cast your vote by 5pm on Thursday 27 July 2017
- The ballot result will be announced on Friday 28 July 2017



THE BID EXPLAINED

Run for local businesses by local businesses, the Norwich BID is a simple tried and tested way of increasing economic prosperity for businesses of all sizes through collaboration.

A Business Improvement District (BID) is a defined area where businesses get together to plan how to improve their trading environment, identifying additional projects and services that will develop the city centre and trade. A map of the proposed Norwich BID area can be found on page 18. This investment aims to enhance and promote the local environment for businesses, employees, customers and clients.

A **'YES'** vote for the BID gives you, BID members, control of 100% of the BID budget – as much as £5m over the five-year term of the BID (2017 - 2022). You elect to spend the money according to priorities that are relevant to Norwich and are important to the ongoing success of your business.

SO WHY NOW?

The BID you voted in and that delivered its promises to you and more, has to, by law, come to an end. This is your opportunity to say 'YES' to additional capital to invest in communications to promote our welcoming, vibrant and safe city across the UK and abroad. We will have access to resources that will enable us to attract new inward commercial investment and drive footfall to the city centre. The BID will help increase visitor numbers and to meet the aspirations of our ambitious business community.

HOW WILL I KNOW IF THE NORWICH BID IS WORKING?

You should see an uplift in customers, sales figures and commercial growth. After all, this is the ultimate aim of the Norwich BID. Like any good business, the Norwich BID Business Plan specifies Key Performance Indicators (KPIs) which elected BID board members can use to measure its ongoing success.

The Norwich BID promises to create a voice for the entire business community, irrespective of size or sector. Each member of the business community will have an equal say and an equal opportunity to shape the BID that is fair for all.

WHAT IF IT'S A 'NO' VOTE?

Promoting the city centre will continue to be the responsibility of individual organisations and the opportunity for collective marketing initiatives will be lost.

All the activities the BID delivers will cease – there will be NO Christmas Lights, Free BID Wi-Fi, VisitNorwich app, Norwich Shopping and Attraction maps, Murals, Waste Scheme, City Hosts, "Head Out, Not Home" evening events, a collective voice and much more.

If more than 50% of eligible businesses vote 'NO', those within the BID area will lose the opportunity to make a tangible difference to their trading environment.

WHAT IS THE COST TO ME?

Businesses will pay a 1% levy based on the rateable value of their business. Businesses within the successful BID area will pay this levy so that everyone who benefits will have paid towards it. However, businesses with a rateable value below £30,000 will be exempt from contributing the 1% levy. But because they sit within the BID area, they will benefit from a 'YES' vote! Part of our commitment to supporting growing businesses.

