

Driving the sustainable success of Norwich business

I want to start by expressing my thanks to the Norwich business community. Your support throughout our 12-year journey has been instrumental in our success. Without your collaboration we would not be able to continue the work that we do. Our vision is simple, 'to drive the sustainable success of Norwich business to make ours the most sought-after city in the UK'. The projects we continue to work on this year, and in the coming years, have that very ethos in mind. I hope you enjoy reading some of our highlights below.

Our new inward investment project, **'Work in Norwich'** launched to the public in January, when our inaugural campaign received **92,000 clicks through to the website in the first six weeks**. We carefully planned our media to target people already in the market to relocate, with a particular focus on the region between north London and Norwich. The new brand was recognised at the Association of Town & City Management Industry Awards, and came away with the **'Best Marketing and Branding Scheme'** award.

As we progressed through 2023, sustainability remained foremost in the minds of businesses. In May 2023 we launched a new networking series, **The BID Breakfast**. Over **100 businesses signed up to attend our first edition**, dedicated to 'The Norwich Solar System': our latest project to develop an urban solar farm right here in the city centre. Together with local businesses, we looked at the research, and learned what it takes to establish a solar farm in a historic city such as Norwich. As well as this, our **sold-out City Conversations Conference** brought together experts in design, sustainability, and finance to learn how collaboration is key to establishing a sustainable future for the City of Stories.

In June 2023 we launched **Norwich Wine Week**, a brand-new showcase and festival bringing together our local hospitality and winemaking industry. The showcase gave hospitality businesses a chance to celebrate local winemakers by offering a unique experience of talks, tastings and discounts. The week-long event aimed to bring increased footfall into the city and despite the cost-of-living crisis, many of the events sold out.

To commemorate its tenth year, Head Out, Not Home got a new look and name, **Norwich Summer Sessions**. The relaunch of **free music and street performances** on Sunday afternoons throughout August and September saw over 10,000 locals and tourists enjoying free entertainment across the city this summer.

Our fantastic **City Hosts** gave a warm welcome to over **50,000 visitors** and **VisitNorwich** continues to go from strength to strength, with website page views reaching **1.5 million** (March 22 – April 23). Over 170 pieces of positive PR coverage went to publications such as, **The Guardian**, **The Sunday Times** and **VisitEngland**, putting Norwich firmly on the map.

We have had a lot to celebrate this year, all of which has been possible because of you. We extend our heartfelt thanks to you for your continued support. I encourage you to keep in contact, contribute ideas to help shape the BID, offer a new perspective, and collaborate with us.

Yours sincerely,



Stefan Gurney
Executive Director

What have we achieved?

Experience Norwich

Norwich Wine Week Showcase

Our Norwich Wine Week Showcase was inspired by the success of our City Food Trails, and brought together 25 Norwich businesses who held a variety of wine related experiences. From tastings, to pairings and special offers, each participating venue benefited from a unique marketing and PR package.

Norwich Wine Week Festival

Norwich Wine Week culminated with a two-day festival in Chapelfield Gardens, seeing over 1,400 attendees pass through the gates. The festival included 9 vineyards and 4 food vendors, all of which are located in Norfolk. The festival sessions were carefully timed to encourage attendees to use the city's hospitality businesses after the festival closed.

Norwich Book Benches

The summer of 2023, a new exciting chapter began on the streets of Norwich encouraging people to meet, dwell and enjoy the sights and sounds of the city. Within the eight districts of Norwich, eight beautifully designed benches can be found, made of stone, wood and metal.

City Food Trail

To celebrate our literary heritage and the installation of the Norwich Book Benches, 'The City Food Trail: Storybook edition' saw over 40 Norwich venues take part. Hospitality venues created culinary adventures, based on local or famous books. In turn, each venue benefited from marketing and PR.

Norwich Summer Sessions

Previously known as Head Out, Not Home, Norwich BID's programme of free summer entertainment was brought back for its tenth year with a completely new name and look. Over six weeks, we welcomed over 10,000 attendees to performances across the city, driving footfall on Sunday afternoons.

Christmas

Norwich BID invested in the city's festive season with the Tunnel of Light and wrap-around lights on the city's trees. For 2023, a new and extended scheme will be launched: 100% LED, powered by 100% renewable energy, and will include lampposts wrapped in lights for the first time.

City Hosts

Ambassadors and champions for the BID area, the City Hosts welcome, guide and assist visitors in Norwich. This year they have helped over 52,000 visitors discover the city of stories.

Alert & DISC

More than 150 businesses benefit from this free programme designed to reduce antisocial behaviour and stock loss. Allowing instant reporting, information sharing and logging for the police, ALERT & DISC helps tackle crime in the city centre.

Norwich Maps

In the last year, over 225,000 Norwich maps have been distributed throughout the city and region: a valuable asset for local businesses, and a tourist essential.

Seasonal Campaigns

Our Summer and Winter campaigns were carefully researched and distributed, and sent over 62,000 people to [visitnorwich.co.uk](#) in peak seasons. For both campaigns, we put Norwich in front of key markets across PR, outdoor and digital advertising, and social.

Press

Our PR ensures Norwich has a constant presence in local and national media. In 2022/23 VisitNorwich generated over 170 pieces of positive media coverage for either Norwich, Norfolk or our individual Investment Partners. This includes work with The BBC, Channel 4, The Guardian, Telegraph, and more.

Social and e-Newsletter

Our owned audience continues to grow, now with 98,000 subscribed to hear from us across VisitNorwich social media, and our bi-weekly consumer newsletter.

Invest Norwich

Work in Norwich

The Work in Norwich paid campaign launched in January 2022, and targeted people already in the market - or likely to be in the market - to relocate. The new brand was recognised at the Association of Town & City Management Industry Awards and came away with the 'Best Marketing and Branding Scheme' award.

Waste and Recycling

Norwich BID have partnered with Anglian Waste & Recycling to ensure businesses have access to a responsible commercial waste and recycling solution. Anglian will work closely with BID levy payers to offer a service at a reduced cost, improve environmental savings and expand recycling knowledge with their waste audits.

City Conversations

Norwich BID welcomed local businesses to the City Conversations: Cultivating Sustainable Success Conference at the Football Club in September. We heard from design, sustainability, and finance experts to learn how collaboration is key to establishing ours as a pioneering green city.

Norwich BID Breakfast

In 2023, Norwich BID introduced The BID Breakfast, a series of business networking events. Over 100 businesses signed up to attend our first edition, 'The BID Breakfast: The Norwich Solar System', which took place between May - July 2023, where we discussed the Norwich Solar System project, looked at the research, and learned what it takes to establish an urban solar farm.

Goodnight Norwich

In September 2023 we went live with a brand new campaign to promote a safe and fun night out in Norwich. Outdoor and digital advertising points users to our handy resource hub: [goodnightnorwich.co.uk](#), and the BID team engaged with over 500 students at the UEA Freshers' Fair.



Norwich
Business
Improvement
District



VisitNorwich
The City of Stories



Work in
Norwich