



You said.
We did.

Helping Norwich thrive.



Norwich
Business
Improvement
District

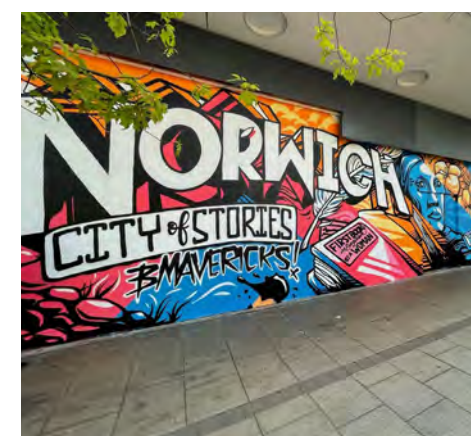
35

local organisations
and businesses are part
of our principal boards

Since 2017, Norwich Business Improvement District (BID) has continued to work on behalf of businesses in Norwich to make real change in our city centre.



Stefan Gurney,
Executive Director, Norwich BID



We're funded by local businesses, run by local businesses, and deliver for local businesses – ensuring the success of our city and of our economy. We think big, but we don't forget the details: whether that's promoting Norwich as a visitor destination, running free city centre festivals, or driving investment into the region. We represent the needs of Norwich businesses in everything from transport to tourism, and the last 5 years have seen the BID team campaigning for ambitious growth and development for our much-loved city.

We're proud of being a proactive and innovative organisation: our ability to react quickly and decisively in our businesses' interest has helped the city weather recent storms. We're forward-thinking with real ambition – we're always looking for new initiatives and new funding streams to make the city shine. All our income is reinvested into the city centre: we're a not-for-profit that ensures the success of Norwich.

As we approach our renewal for Term 3, we're reflecting on our work over the past five years. Our Term 2 opened in 2017: since then we have debuted new projects including Love Light Norwich, Norwich Street Aid, and Upcycle Your Waste, as well as continuing and expanding existing initiatives: Norwich City Hosts, VisitNorwich, Head Out, Not Home, the city's Christmas lights and many more. Of course, in 2020, we also altered our priorities and shifted our focus, so we could support our businesses through the Covid crisis with essential information on government guidance, training, and PPE and free resources, amongst other things.

Read on to find out how we fulfilled our promises to you, our businesses, and learn more about our ongoing projects. »»»



Tamara Rampley,
Cathedral Quarter

Promoting Norwich

Using our Destination Marketing Organisation VisitNorwich, and our city brand: City of Stories, we encourage tourism to the city, driving our local economy, and enhancing our national and international reputation.

We Promised...

- ✓ To develop VisitNorwich, with a clear strategy and goals
- ✓ To develop the City of Stories brand to attract visitors to the city
- ✓ To produce innovative content within City of Stories & VisitNorwich
- ✓ To fund the Norwich shopping and attractions map



We Checked...

- ✓ Footfall measurements
- ✓ Media visits and media coverage
- ✓ Project reports
- ✓ Web traffic using Google Analytics
- ✓ Analytics across our suite of platforms, including Mailchimp, YouTube, social media and more
- ✓ Social media engagements using Twitter, Facebook and Instagram
- ✓ Participant feedback
- ✓ Distribution numbers



Richard Hughes,
Chef Proprietor,
The Assembly House

"VisitNorwich plays a unique role in building the city's tourism product and has helped to raise The Assembly House's profile locally and nationally. Incredibly proactive, VisitNorwich is regularly in touch with us about the organisation's activities within the county and across the country and the team's can-do attitude is greatly appreciated."

We Delivered

✓ The Award-Nominated City of Stories Brand

Our City of Stories brand was developed with key partners, and is born of our literary history. In 2020, the brand was shortlisted for the prestigious international Place Brand of the Year in the City Nation Place Awards. In 2021, the City of Stories was promoted through the Evening Standard's Stories Festival, in association with Netflix.

✓ VisitNorwich Website

A brand-new VisitNorwich website launched in November 2019, designed to showcase the beauty of the city, and its potential for tourists. 2021 saw website statistics hitting record-breaking numbers (and still climbing!), with October 2021 seeing 93% more users than October 2019.

✓ The Norwich Map

Since 2017, over 1.5million copies of the Norwich Map have been printed. In summer 2021 alone, 40,000 copies were distributed through the city and region: a valuable promotion tool, an asset for local businesses, and a tourist essential!

✓ VisitNorwich Campaigns

To complement our seasonal campaigns, we manage extensive outbound campaigns to drive tourism. Our Norwich Next Chapter YouTube campaign (October 2020-July 2021), saw a 30.6% interaction rate, compared to the 9% industry standard. We run campaigns year-round, across the UK.

✓ Press

Our PR ensures Norwich has a constant presence in local and national media, with an average of 18 pieces of coverage every month in 2021. Since 2017 we have worked with Channel 4, The Times, Netflix, and many more. We act as the first port of call for travel providers, and national publications too.

✓ Partnerships & Collaborations

Collaborative relationships are crucial to our work. We support and promote key events in the city's calendar, and partner with other organisations to maximise opportunities for Norwich. This includes the £500k Unexplored England project, and working directly with VisitEngland and VisitBritain.

✓ Social Media

Our social growth is key to raising awareness of the city. VisitNorwich has over 60k social followers (Twitter, Instagram, Facebook), promoting the city year-round. From 2019 to 2021, engagements more than tripled, and reach increased by 616%. The principle BID social media accounts (LinkedIn, Twitter, Instagram) have a combined following of more than 13k, giving us a direct line to our local businesses.



Covid-19

In 2017, nobody anticipated a pandemic. Unsurprisingly, our business plan was short on plans to mitigate the impact of Covid-19. Nonetheless, from March 2020, we reinvented our priorities, and pulled together a strategy to support our local businesses and the city. Quickly.

We Delivered

✓ Facts & Guidance

Up to date details of the changing Covid-19 guidance and legislation, distributing clear, easy-to-understand information on rulings, furlough, and much more.

✓ Risk Assessment Training

After hearing from businesses that risk assessments were something they needed support on, we had a clear mandate to deliver support. More than 100 businesses participated in our free risk assessment training, so they could reopen safely and legally.

✓ PPE Procurement Purchasing Power

We managed and delivered city-wide bulk tenders so we could get the best possible price for face coverings, gloves, and hand sanitiser. Over 65 businesses took part in the scheme, and we also gave away 50,000 free facemasks to local businesses.

✓ Business Recovery Framework

We consulted with businesses across sectors to develop a framework strategy to ensure the city could recover quickly and with ease.

✓ Safety Animations

We produced and distributed safety animations encouraging the public to use the city in a covid-secure manner, and to support local businesses.



✓ Social Distancing Packs and Queue Management

After developing the Queue Management Process for the entire city, we created bespoke signage to advertise capacity and entry points, as well as giving away 10,000 free floor stickers to help businesses keep staff and customers safe.

✓ Grant Support

We signposted and provided advice on available funding streams for local businesses. Throughout the pandemic, the team were contactable and informed for anyone who needed advice and support when it came to funding.

✓ VisitNorwich

Using our B2C platform, we kept the public informed and engaged – crucially, marketing in the downturn, for when travel reopened. Our work included the Norwich Next Chapter campaign, and the Christmas Hub, which created a shop window for 80 businesses when lockdowns threatened the key festive trading period.

“The practical support and knowledge that the BID has shared with the Norwich Lanes Association during lockdown and thereafter, has been invaluable.”

Jonty Young,
Norwich Lanes

Funding

Driving investment into the city centre is a crucial part of our work. For every £1 in BID levy payments that we receive, we have leveraged an additional 53% direct funding for the city through grant applications, funding bids, and other opportunities. Since 2017, we have received and confirmed an additional £2.16million pounds through grant funding and revenue generation.

The BID's collaborative funding approach and not-for-profit status means that all our money is reinvested into the city centre, giving back to our businesses. We have also supported partner and stakeholder funding applications to a total of £85million. Sourcing, applying for, and supporting funding applications is built into our work-planning.

Projects which have received external funding include Love Light Norwich, Upcycle Your Waste and InvestNorwich.



Voice for Business

Our activity is always led by our businesses' needs and wants. With Voice for Business, we ensure Norwich businesses are supported through projects designed to bring investment, cut running costs, upskill staff and help businesses go green. We also provide a coordinated lobbying voice, representing the needs, demands and opinions of local businesses to local and national government, in places where policy is made.



We Promised...

- ✓ Promotional campaigns to position Norwich as a top UK commercial destination
- ✓ To fund skills, education and entrepreneurship
- ✓ To create business promotion and a recruitment prospectus
- ✓ Coordinate annual conferences for the commercial, retail and leisure sectors, so we could understand the evolving needs of each sector and create solutions to challenges and encourage growth
- ✓ To increase the scope of the free wifi network to city centre users to meet the demands of the mobile boom
- ✓ To fund congestion monitoring as part of a wider mechanism to monitor climate change
- ✓ To coordinate lobbying

"So much of what we have come to love and enjoy about Norwich has been supported by the BID... behind the scenes too it lobbies for businesses on many fronts and has been successful in securing separate funding streams. The BID provides the 'icing on the cake' and...brings together representatives from the private, public and independent sector to work in a collaborative way which benefits all city centre businesses; its huge value cannot be underestimated."



Richard Marks,
John Lewis 2020

We Delivered

✓ Upcycle Your Waste

We are supporting businesses to work towards a sustainable future and reduce their waste. With £300k funding by the EU, via Interreg 2 Seas, this free project includes waste audits for businesses, giving essential advice to help decrease landfill and work in a more environmentally friendly way.

✓ InvestNorwich

Following the successful award of £180k from Town Deal funding, we're creating a new commercial arm for Norwich BID to support existing businesses with recruitment, training, and encouraging SMEs to relocate to Norwich. Our new campaign will launch in 2022, driving awareness of the city as a place to live, work and succeed.

✓ Norfolk BIDs CRF Project

This newly funded project brings together Norfolk BIDs to support businesses in upskilling staff (including free sector specific training in First Aid and Personal Licensing), training in digital skills, a new Business Support Space in all locations, and support moving towards Net Zero. Led by Norwich BID, this brings more than £590k of funding into the region.

✓ Wifi

Our free extended wifi network keeps the city connected 24/7, with an annual average of more than 200,000 users.

✓ Lobbying

We support local businesses on a national level, campaigning and challenging the changes to Permitted Development Rights. We've also been lobbying hard for business rates reform. Insight from our businesses is key to our responses on issues such as transport and planning: our new transport strategy helps to represent businesses' priorities to local councils and highways.

✓ Conferences

Our City Conversations bring together organisations from across the city, and BID stakeholders, to plan for the future and find solutions to potential challenges. Since 2017, we have organised 10 conferences, including project specific conferences for Love Light Norwich, and Upcycle Your Waste.

✓ Sharing City

In 2018 Norwich became the UK's first Sharing City, testament to the city's uniquely collaborative community.

✓ PopUp Norwich

Our PopUp space in the city centre gave emerging businesses free space to sell their products, learn valuable skills, and test their business model.

✓ District Dialogues

These informal forums brought local businesses together and created networks that were empowered to create positive change.

✓ Career Development

We've supported young people at the start of their careers through apprenticeships and the Kickstart scheme.



We Checked...

- ✓ Registered profiles and city user demographics
- ✓ Download speeds of the expanded wifi network
- ✓ Customer usage of Park and Ride services
- ✓ Partnerships with the Norfolk Chamber of Commerce and stakeholders such as local authorities
- ✓ Weekly consumers, unique users and average daily users of the wifi network
- ✓ Business feedback through surveys, conferences and more

Experience

Our Experience projects animate the city through cultural programming, welcoming initiatives and projects to enhance Norwich. Our work helps to improve the atmosphere of the city centre, encourage people to visit the city, and to return again and again. Through Experience we reinforce and develop Norwich's reputation as one of the best cities in the UK for quality of life.



We Promised...

- ✓ To create impactful decorations to attract tourists and residents
- ✓ To welcome and guide visitors in Norwich
- ✓ To fund the development of aesthetic improvements in the city centre
- ✓ To promote the leisure offer in Norwich and add value to the city centre in the early evening
- ✓ To reduce crime in the city through secure information sharing
- ✓ To fund Purple Flag accreditation for the ENTE
- ✓ To reduce the impact of begging, rough sleeping and perception of anti-social behaviour
- ✓ To make Norwich easier to navigate and to improve Norwich visitors' sense of understanding of the city
- ✓ To maximise opportunities in peak periods and drive footfall in quieter trading periods

"Just a quick note from recently arrived Norwich residents to say how much we appreciate all the current events and other initiatives to make our city a vibrant and enjoyable place to live – particularly the Sunday afternoon concerts."

Westlegate Resident

We Checked...

- ✓ Web traffic and engagement with online content
- ✓ Attendance numbers
- ✓ Average spending
- ✓ Public perceptions via surveys
- ✓ Volunteer numbers
- ✓ Engagement with ALERT and DISC schemes
- ✓ Contact with visitors and businesses

We Delivered

✓ Love Light Festival

This extraordinary free light festival transforms our streets for three magical nights. In 2020, Love Light Norwich brought 15,000 people into the city over two nights. Designed to create a fantastic attraction in the off-season, Love Light Norwich returns in 2022, creating an unmissable event for local residents and visitors alike.

✓ Norwich Christmas Lights & Projections

Norwich BID provides and manages the city's entire Christmas Light scheme, transforming the city into a wonderland. The much-loved Tunnel of Light is a festive favourite. The Castle has also become an amazing canvas for bespoke Christmas films.

✓ Norwich City Hosts

Our fantastic City Hosts continue to welcome visitors to the city with free Norwich maps, and support local businesses. From 2017-2021, the City Hosts have helped more than 273,000 people. This exceptional team of volunteers are a fantastic helping hand to both visitors and locals.

✓ Head Out, Not Home

Our free city centre summer festival creates an amazing atmosphere with music and performance. Since 2017, more than 65,000 people have enjoyed the annual event (minus 2020), and in 2021, Head Out, Not Home won the Business in Arts Award in the Norfolk Arts Awards.

✓ Norwich Street Aid

Launched in 2019, this collaborative project with Pathways and Norfolk Community Foundation is designed to reduce rough sleeping in Norwich by providing funds to cover essential costs such as furniture, and mobile credit. Since launch, more than £18,000 has been raised.

✓ Purple Flag

First achieved in 2017, Purple Flag acknowledges excellence in the Evening & Night-Time Economy, and shows the city as a great place for a safe and exceptional night-out.

✓ ALERT & DISC

More than 120 businesses benefit from this free programme designed to reduce antisocial behaviour and stock loss. Allowing for instant reporting, information sharing, and logging for the police, ALERT & DISC helps tackle crime in the city centre.

✓ Wayfinding

Installed in 2019, the pilot wayfinding totems offer clear navigation around the city, and reflect the City of Stories brand. Newly developed maps make travelling round the city easier, with landmarks clearly defined.

✓ Urban Art

The commissioned murals celebrate the city's history and create a vibrant attraction. Recent installations include 12 market murals, and temporary art on St Stephen's Street.

✓ City Food Trail

The City Food Trail helps boost hospitality businesses. For the Dino City Food Trail, 60% of participating restaurants reported an increase in covers. In 2021, more than 37 city centre businesses participated, benefiting from marketing and PR support.

✓ Castle Projections

First launched in 2017, the projections help celebrate significant calendar events for the city, including the Lord Mayor's Procession, Christmas, and charitable initiatives.

✓ City Festivals

We support a range of festivals, including Norwich Crime Writing Festival and Norwich Film Festival, as well as sponsoring City of Ale, Break's GoGo Trails and Run Norwich.



“Over the past year Norwich BID have led in supporting businesses in Norwich through the pandemic, as well as lobbying and securing funding to make a difference to Norwich.

At Yorkshire Building Society we're proud to be involved in a number of projects supporting Norwich BID. Through collaborating with businesses across Norwich as part of Covid-19 Response initiatives, supporting the Voice for Business campaign, or by simply enjoying the fantastic events and initiatives such as the Spring Garlands and the Head Out Not Home campaign this year.

We have found the support from Norwich BID invaluable in deepening relationships within the community and expanding our professional networks. Finally, the work Norwich BID hosts undertake to welcome visitors to our city inspired several colleagues from Yorkshire Building Society in Norwich to get involved and become Norwich BID hosts too!”



Richard Fry,
Yorkshire Building Society

Our projects



Projects we support



Want to know more, or keep in touch?

✉ info@norwichbid.co.uk

»» norwichbid.co.uk   



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