

## Collaborating to build a network for Norwich success

In June 2022, Norwich Business Improvement District (BID) were delighted to be elected to work for the city and its businesses for another five-year term. A fantastic vote of confidence from the local business community meant that the BID received a 'yes' vote of 94% and 97% by rateable value. We would like to say a huge thank you to every organisation who voted in the ballot and has enabled us to continue our work to help Norwich thrive.

As we look back over the last five years, we reflect on a very challenging time, but with pride on the work delivered by the BID team. From the spell-binding Love Light Festival, right through to PPE buying and physical distancing stickers, we've been here supporting Norwich businesses through highs and lows. With more challenges on our radar, we are committed to continuing our work championing the city and its businesses.

When we sent our last levy letter in early October 2021, we had little idea of the challenges on the horizon. Despite a second Christmas affected by COVID-19, businesses pulled together. Our **Christmas Crown Trail** played a part in driving footfall to the city in a safe and responsible way. As well as this, the **Tunnel of Light** and festive lighting brought some much-needed Christmas magic to the city centre.

The end of 2021 also brought with it the debut of our **Upcycling Fair** in November, which united local enterprises to learn more about the financial and environmental benefits of upcycling. As well as this, our in-person **City Conversations Conference** brought together industry-experts, council decision-makers and businesses to discuss the future for the City of Stories.

We started 2022 in style with the award-winning **Love Light Norwich** Festival, transforming our city's historic landmarks into vibrant artworks. Free for all to enjoy, the festival brought over 17,000 visitors into Norwich. Shops and restaurants participated by lighting up their window displays, opening late and creating love-themed dishes as part of the **City Food Trail**. Communities came together and Norwich sparkled.

As we progressed through 2022, the rising cost of stock and utilities became an increasingly apparent issue. Our response included the **Onwards Norfolk** project which helped hundreds of local businesses through free sector-specific hospitality training, as well as 1-2-1 consultations to help reduce bills. Hand in hand with this we have been **lobbying government** on behalf of Norwich businesses to deliver support to our retail, hospitality & leisure industries. We know that the cost of doing business will continue to be the source of stress and concern so we really encourage you to get in touch and we will ensure your voices are heard.

As well as many challenges, the last year has brought with it lots to celebrate: **Head Out, Not Home** saw over 27,000 people enjoying free entertainment across the city this summer, our **City Hosts** welcomed over 50,000 visitors and **VisitNorwich** continues to go from strength to strength with our summer campaign increasing web users by 28% compared to the same period in 2021.

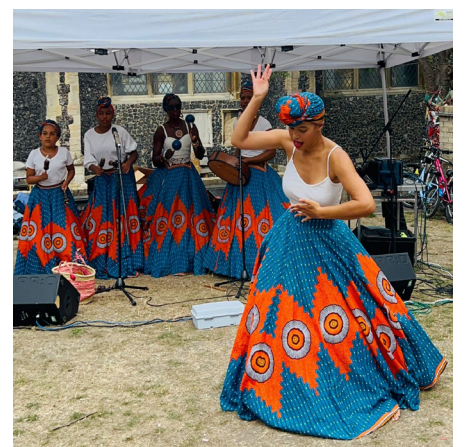
As we plan for the future of Norwich, we are excited to be bringing you the launch of our new inward investment brand, funded by an additional £180k of direct funding from the Towns Deal. **Work in Norwich** launches in October 2022 and will provide businesses with the tools to retain and recruit staff and encourage SMEs to relocate to Norwich. We look forward to sharing more on this in due course.

The last 12 months have been full of challenges - as well as successes - but as we prepare for our third term working on behalf of Norwich businesses, your voice is vital in how we approach the coming year. We could not do the work we do without your support, collaboration and trust, and we look forward to working together in the years ahead. Please stay in touch.

**Stefan Gurney**  
**Executive Director**







A year of renewal, regeneration  
and progress  
2021-2022




[norwichbid.co.uk](https://norwichbid.co.uk)


**Norwich**  
 Business  
 Improvement  
 District



# What have we achieved?



**Norwich**  
Business  
Improvement  
District

## Experience Norwich

### Love Light Norwich

In February 2022, Love Light Norwich lit up the city with a larger-than-life procession, immersive installations and breath-taking performances. Despite extreme weather, the festival brought over 17,000 people into the city.

### Love City Food Trail

Hand in hand with Love Light Norwich, the City Food Trail brought together over 40 city food outlets to showcase delicious dishes based around the theme of 'love and belonging.' In turn participating businesses benefited from a unique package of marketing and PR support.

### City Hosts

Beautiful in blue, in the last year the City Hosts have helped over 50,000 people discover the City of Stories. Distributing maps and helping local businesses, this exceptional team of volunteers support visitors and locals in Norwich all-year round.

### Christmas

Norwich BID invested in the city's festive season with the Tunnel of Light, wrap-around lights on the city's trees and the Castle projections. Additionally, the Christmas Crown Trail encouraged footfall throughout Norwich with families hunting for hidden crowns in shop windows across the city.

### Norwich Street Aid

In partnership with Pathways Norwich, Norwich BID supports an alliance of local charitable services helping the city's homeless and rough sleepers. Donation points are visible around the city and to date £18,000 has been raised for the people who need it most.

### Head Out, Not Home

Filling the streets of Norwich with music and entertainment, Head Out, Not Home returned for a ninth year in 2022. We welcomed 27,000 attendees to performances across the city driving footfall on Sundays.

### 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.

## VisitNorwich

### Norwich Maps

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 tourist essential!

### Summer Campaign

Our integrated summer marketing campaign raised awareness of Norwich and Norfolk and built a new audience for our destination. The campaign drove website users up by 28% vs 2021 and 85% vs 2019.

## 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. We have partnered with Channel 4, The Times, Netflix, and many more.

## Social Media

Our social growth is key to raising awareness of the city. VisitNorwich has over 67,000 social followers (Twitter, Instagram, Facebook), promoting the city year-round. Since 2019 our social following has grown by 153%.

## Invest Norwich

### Upcycle Your Waste

We are supporting businesses to work towards a sustainable future and reduce their waste. With £300,000 of funding by the EU, via Interreg 2 Seas, this project includes free waste audits for businesses, giving essential advice to help decrease landfill and work in a more environmentally friendly way.

### Upcycling Fair

As part of the Upcycle your Waste project, in November 2021, Norwich BID was proud to host its first Upcycling Fair. SMEs across the Greater Norwich Area attended, learnt from upcycling experts, and discovered the solutions to reducing waste and repurposing rubbish.

### City Conversations

Norwich BID welcomed local businesses to the City Conversations: Next for Norwich Conference at the Football Club in May. Through an engaging range of talks, panels and keynote speakers, including Simon Reeve, we covered the subjects that matter the most to Norwich.

### Norfolk BIDs CRF Project

This project brings together Norfolk BIDs to support businesses in upskilling staff including free sector specific training in first aid, personal licensing and training in digital skills. Led by Norwich BID, this brings more than £590,000 of funding into the region.

## What's Next?

### Night Safety Charter

Leveraging £200,000 of additional funding, Norwich BID are working closely with the city's night time economy businesses to deliver tools which will help to safeguard people enjoying a night out in the city. Training and a toolkit will be available from October 2022.

### Work in Norwich

Norwich BID have secured £180,000 of funding as part of the Town Deals to build a campaign which will attract new talent and investment to Norwich. We're very excited to be launching Work in Norwich in October 2022.

### Books Benches and Light Installations

We've unlocked £450,000 of funding from Transforming Cities to create two permanent light sculptures, eight book bench installations and 50 wayfinding 'miniliths'. See them brightening up the city centre from February 2023.

Please note, our business address changes to The Hub, Millenium Plain, NR2 1TF from 30 October 2022.