

Annual Report

November 2022 – October 2023



Norwich
Business
Improvement
District



Driving the sustainable success of Norwich business, to make ours the most sought-after city in the UK.

»»Chair & Executive Director Report

2023 has been another year of adaptation. The cost of trading – as well as the cost of living – has characterised and catalysed many of the conversations we’ve had with businesses, and as we look ahead it seems as though this will be the dominating context for 2024, too. We know value is more important than ever, and so everything we do – every investment we make – is in close partnership with businesses, and with the sustainable success of Norwich in mind.

In 2023, we began developing what could potentially be the UK’s largest urban solar farm. The Norwich Solar System aims to address both cost and carbon reduction issues by enabling businesses to generate their own electricity, and in turn, reduce their reliance on the grid and save money on their energy bills.

Norwich Wine Week kicked off summer 2023. The week-long event brought together the region’s wine producers and merchants, in one big celebration with tasting experiences, and food and wine pairings. The celebration culminated in a two-day festival with over 1,300 people attending.

Throughout the year, we have continued to market Norwich’s unique offering through VisitNorwich, to locals and visitors. We generated over 135 pieces of positive coverage for Norwich and its business, in media such as the Telegraph, Guardian, i paper, the Times, and more. We ran carefully targeted summer and Christmas campaigns which saw our website traffic hit record highs, and our social media and newsletter following continues to grow: we now have over 100k people engaged with the stories we’re telling.

We’ve shaped the Norwich Experience within the city to deliver projects that mean our visitors will return again and again. Our annual free programme of music and entertainment celebrated its tenth year by getting a rebrand. Newly named ‘Norwich Summer Sessions’

brought people together every Sunday throughout the summer to enjoy music, street art, entertainment, and dance. The event aims to give visitors and locals access to free entertainment and bring footfall to our local businesses; this year over 10,000 people attended across the six weeks.

Our InvestNorwich work strand continued to lobby on behalf of businesses and create resources to help organisations trade as sustainably, efficiently, and economically as possible. Our newest campaign – Work in Norwich – or ‘WiN Every Day’ – is designed to celebrate what’s unique about living and working in the city and give Norwich businesses the tools to support their own recruitment. The brand was recognised at the Association of Town and City Management Industry Awards and came away with the ‘Best Marketing and Branding Scheme’ award.

Looking ahead, there are many exciting projects coming to fruition, and we look forward to working together in 2024 and beyond. Thank you for putting your trust in us again, and I hope you enjoy reading our 22-23 annual report.



Tessa Haskey
Chair
of Norwich Business
Improvement District



Stefan Gurney
Executive Director
of Norwich Business
Improvement District

>>> Norwich in Numbers

Oct 2022 - Nov 2023



£800,000

of additional funding brought into **Norwich BID**



The City Hosts helped over
50,000
visitors discover
The City of Stories

190

Members signed up to the
Business Crime Reduction Partnership



The **City Map** has been
distributed to over

225,000

City of Story visitors



1,300

attended our debut
event **Norwich Wine
Week**

Over
500K

New users on
VisitNorwich.co.uk
Nov 2022 - Oct 2023



Book Benches installed within the
eight districts of Norwich



Restaurants & cafes
created a special dishes or
drinks as part of the **City
Food Trail: Storybook
Edition**



130+

pieces of press
coverage for
**VisitNorwich
and the city**



Your contribution
makes big things
happen for the city



“The BID encapsulates and amplifies all that is great about Norwich. It encourages collaboration. It gives businesses a voice and a sense of togetherness and pride. In this fast changing world we need more than ever to harness the ambition and energy in Norwich and support the BID in helping to deliver our vision.”

John Adams – Managing Director, Jarrolds



»» Norwich Experience

Norwich Summer Sessions

This year, Head Out, Not Home, got a new name and look: Norwich Summer Sessions. The free summer entertainment programme continued to feature Covent Garden street performance, local live music, dance and entertainment. Over six weeks, we welcomed over 10,000 attendees to performances across the city, driving footfall on Sunday afternoons.

Norwich Wine Week: The Showcase

Our Norwich Wine Week showcase brought together 25 Norwich businesses who held a variety of wine related experiences. Tastings, pairings and special offers ran throughout the week, in return each participating venue benefited from a unique marketing and PR package.

Norwich Wine Week: The Festival

The Festival was held over a two-day period in Chapelfield Gardens and saw over 1,300 people 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.

City Hosts

Our City Hosts continue to wear their tabards with pride, distributing city maps and being a friendly face and point of contact for visitors. This year they have helped over 52,000 visitors discover the city of stories.

Norwich Book Benches

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

Business Crime Reduction

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.

Christmas

Each year, we transform the city for the festive period. For Christmas 2023, the new and extended light scheme was 100% LED and powered by 100% renewable energy. The scheme also include lampposts wrapped in lights for the first time.

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.



Through our Destination Marketing Organisation VisitNorwich, and our city brand the City of Stories, we bring tourists to Norwich, driving our local economy, and enhancing the city's reputation.



»» Promoting Norwich

VisitNorwich Digital

Our owned audience continues to grow, now with 100,000 subscribed to hear from us across VisitNorwich social media, and our bi-weekly consumer newsletter.

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.

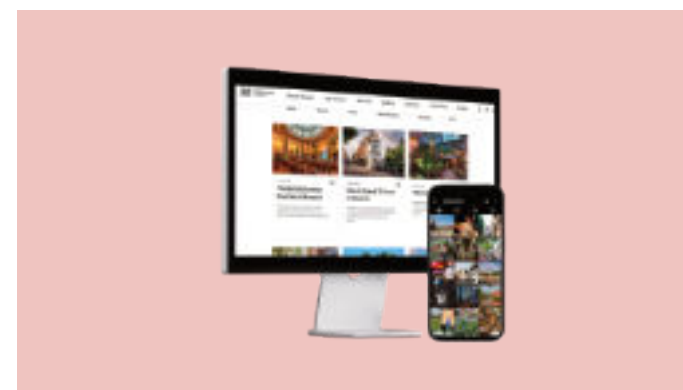
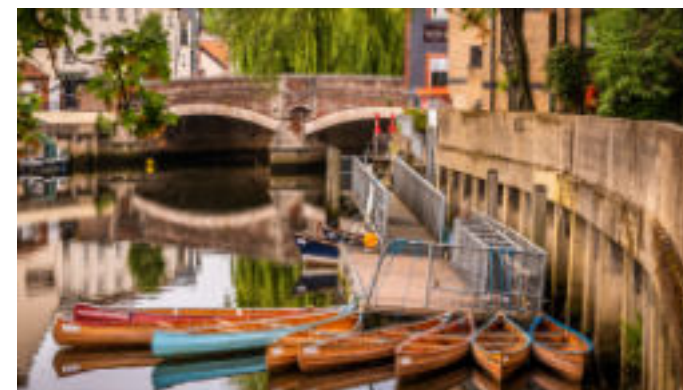


Norwich Map

Our free tourism map is a fantastic promotional tool for the city, an asset for local businesses, and an essential for visitors to the city. From 2022 - 2023 we distributed over 225,000 copies.

VisitNorwich PR

Thanks to our PR submissions, pitches, and strong media relationships, we achieved 130 pieces of coverage for VisitNorwich, the City of Stories, and our Investment Partners. This includes work with VisitEngland, The BBC, Channel 4, The Guardian, Telegraph, and more.



»» 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.

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’, where we discussed the Norwich Solar System project, looked at the research, and learned what it takes to establish an urban solar farm.

Norwich Solar System

This visionary project, undertaken in collaboration with the Norwich Eco Hub and Synfo and funded by the County Council's Norfolk Investment Framework, aims to establish what may be the UK's largest urban solar farm by harnessing the potential of suitable commercial rooftop space across all eight districts of the city.

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.

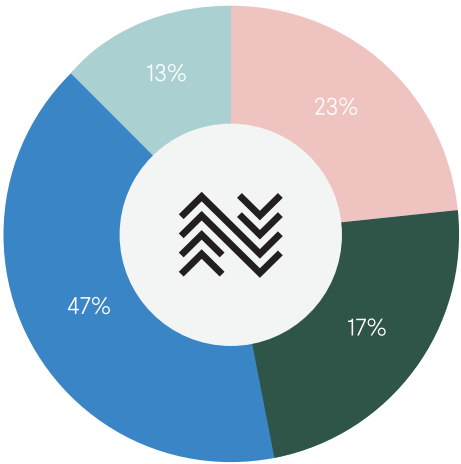
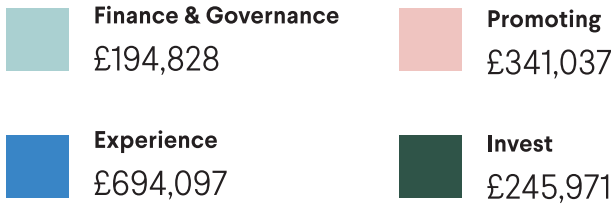
Good Night Norwich

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.



»»» BID Finance

November 2022 – October 2023



Figures inclusive of £422,241 additional finance generated from Interreg EU, Norfolk County Council, Norwich City Council, Kent County Council; delivering Norwich Solar System, Book Benches, Wayfinding Totems, Upcycling, Carbon Tracking and CRF Business Support.



»»» Board of Directors

Andrew Dernie	Aviva	Paul McCarthy	Chantry Place
Andrea Wake	Artlist	Richard Pace	Norwich Airport
Stuart Whittaker	John Lewis	Robert Bradley	Castle Quarter
Claire Thomas	Boots	Sam Jeffreys	Norwich City Football Club
Cllr Steve Morphew	Norfolk County Council	Sarah Steed	Norwich University of the Arts
Laura Bielinski	Newsquest	Simon Lubbock	NatWest
George Hemstock	HSBC	Stephen Crocker	Norwich Theatre Royal
Julie Schofield	University of East Anglia (UEA)	Louise Rawsthorne	Norwich City Council
John Adams	Jarrolds	Steve Miller	Norfolk County Council
Jamie Arnall	Fosters	Stephen Wright	Norwich Theatre Royal
Thomas Abbs	Norwich University of the Arts	Tessa Haskey	Howes Percival
Davina Langley	Konect Bus	Chris Gribble	The Forum
Joe Faulker	KPMG	Cllr Mike Stonard	Norwich City Council
Lee Boswell	Alan Boswell Insurance	Roz Bird	Norwich Research Park
Graeme Hawkins	Marks and Spencer	Nicola Hill	Norwich School

»»» Dates for your Diary

City-wide Annual Events

February

Norwich Science Festival

Love Light Norwich (every 2 years)

March

Skills and Careers Festival

Easter activities

April

Easter activities

Norfolk Makers Festival

May

Norfolk and Norwich Festival

City of Ale

June

City of Ale

Royal Norfolk Show

Norwich Wine Week

July

Lord Mayor's Celebration

Norwich Lanes Fayre

Norwich Summer Sessions

Norwich Pride

August

Norwich Summer Sessions

September

Noirwich Crime Writing Festival

Heritage Open Days

Run Norwich

October

Norwich Beer Festival

November

Norfolk Restaurant Week

Norwich Film Festival

Christmas lights switch on

December

Christmas Trading

An outline of the headline events in Norwich that happen regularly each year. Calendar correct at time of printing.



“The BID is all about making Norwich a better place for each of us to do what we do best. By working together and collaborating with key stakeholders, we bring more visitors into a citywide experience that we’ve helped shape, ultimately benefiting our businesses and our people.”

Paul McCarthy – General Manager, Chantry Place Shopping Centre



Power of the collective »»»

Contact us

The Forum, Millennium Plain, Norwich, NR2 1TF

01603 559570 info@norwichbid.co.uk

    @NorwichBIDUK

»»» norwichbid.co.uk

