

Your contribution makes big things happen for our city

As we approach the end of another productive year, I am pleased to update you on the significant work undertaken by the Norwich BID team over the last 12 months. We continue to work on your behalf to increase footfall, improve trading conditions, animate the city, attract tourism and improve sustainability. We are extremely grateful for your unwavering support. Your feedback and collaboration over the last year has been instrumental in helping us continue to drive the sustainable success of Norwich. I hope you enjoy reading some selected highlights here but encourage you to find out more about what Norwich BID can do for your business at norwichbid.co.uk.

Through VisitNorwich we continue to keep the city top of mind for those searching for day visits, short breaks, and holidays. Our VisitNorwich campaigns have been pivotal in driving tourism to Norwich with our 2023/24 Christmas campaign driving the highest ever number of monthly users to the VisitNorwich website.

Ensuring a safe and secure environment is crucial for business prosperity. We have strengthened our collaboration with local law enforcement and introduced new safety measures, including ALERT and the DISC app to address issues around anti-social behaviour. In combination with the monthly Crime Forums and our annual Crime Conference, we are working with businesses to address concerns and provide a support network.

Sustainability remains a core focus of our work. This year, we implemented several green initiatives, including The Norwich Solar System which aims to reduce the carbon footprint of our businesses through the installation of solar panels. A first of its kind model, Norwich BID is leading the way to help the city's businesses access sustainable, lower-cost, locally sourced energy.

A packed program of events has been coordinated by Norwich BID in the last year with highlights including Norwich Wine Week and Norwich Summer Sessions. Both events drew large crowds and showcased the vibrant culture of Norwich.

Your feedback and involvement are crucial to our ongoing success. We encourage you to share your thoughts and suggestions on how we can further enhance the BID and support your business. Together, we can continue to make Norwich a thriving and dynamic place to live, work, and visit.

Thank you for your continued support and partnership. We look forward to another year of collaborative success and growth.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Stefan Gurney", with a stylized flourish at the end.

Stefan Gurney
Executive Director

Experience Norwich

Norwich Wine Week Festival

Kicking off a week of wine centered celebrations across the city, the Norwich Wine Week Festival was attended by over 1,700 wine enthusiasts. Held over a weekend in Chapelfield Gardens, the Festival featured 14 exhibitors including local vineyards, wine merchants and food producers alongside DJ sets and a packed program of tutored tastings.

Norwich Wine Week Showcase

Norwich Wine Week also popped up at venues across the city. 25 showcase events were held across 19 locations. Each of the participating businesses benefitted from a unique package of PR and social coverage as well as their events being cross promoted at the preceding Festival.

Good Night Norwich

The Good Night Norwich campaign launched in September 2023 with the objectives of promoting a safe and fun night out in Norwich. The campaign distribution was timed to coincide with the arrival of a new cohort of students and ran through to Christmas capturing a busy period for the nighttime economy.

ALERT and DISC

In the last year, our ALERT platform has helped businesses join together to combat anti-social behaviour and business crime in the city. Supported by Norfolk Constabulary, ALERT gives access to key resources, such as the DISC app where business owners can share information and report crime. There are 146 businesses signed up to the DISC app already, making it a comprehensive resource for city businesses.

Business Crime Forum and Conference

Our monthly Business Crime Forum has brought together key retailers from across the city to share updates from DISC, discuss current incidents, and hear directly from Norfolk Constabulary. Alongside this, Norwich BID hosted its first annual Business Crime Conference in March 2024. Attended by over 100 delegates, the conference saw the launch of the exclusion scheme alongside an impressive lineup of expert speakers and law enforcement representatives who shared their insights.

Christmas Lights

For Christmas 2023, Norwich BID worked with Norwich City Council to introduce a more sustainable city-wide light scheme over the festive period. For the first time, our city Christmas lights were formed of 100% LED lighting and powered completely by renewable energy. Norwich twinkled with Christmas magic.

Norwich Summer Sessions

In the summer of 2024, Norwich Summer Sessions hit to the streets again! Delighting audiences with street entertainment and live music, the festival was well attended with 10k visitors enjoying the program of free performances. Thursday evening sessions in July encouraged the afterwork crowd to linger, while Sunday afternoon sessions in August brought in a family audience. The festival brought music, dancing, vibrancy and laughter to the city's streets.

City Hosts

Our team of City Hosts greeted and assisted over 47k visitors and locals this year. In their iconic blue tabards, the City Hosts are a pillar of our city centre experience, whether they are handing out maps, giving directions or chatting with local businesses.

TCMI winners

Norwich BID were proud to be presented with the Town and City Management Industry Award for the Best Accessibility Scheme recognising work done by the BID to introduce new wayfinding and book benches to the streets of Norwich.

VisitNorwich

Seasonal Christmas Campaign

VisitNorwich launched its festive campaign in November 2023 running through to Christmas. Bringing shoppers, diners and festive experience seekers into the City of Stories. The campaign was a huge success, achieving over 2m impressions and 46k clicks as well as 15 positive pieces of PR for Norwich. The campaign drove the highest ever monthly users to the VisitNorwich site.

Norwich Maps

In 2023/24 Norwich BID once again curated, designed and distributed the Norwich City Centre map. This is a vital piece of literature for visitors and locals alike. Signposting the key sites of the city, 25k copies of the map have been distributed to key pick up points across the city and handed out directly by our City Hosts to help visitors maximise their trip to Norwich.

Press

VisitNorwich and Norwich BID are constantly on the lookout for stories which can highlight Norwich in local, national and international press publications. This has been a particularly strong year for seeing Norwich in the press with over 150 pieces of coverage and highlights including pieces in The Times, The Guardian and National Geographic.

Social and e-newsletter

The VisitNorwich social media channels go from strength to strength with a combined following of 70k across Facebook, Instagram and TikTok. Our socials show Norwich at its finest and attract tourism from across the country. With over 26k subscribers, our e-newsletter is also a vital resource for those considering a visit to Norwich, or those in the local area.

Invest Norwich

Beryl

This year, Norwich BID was proud to partner with Beryl to help Norwich businesses make steps towards greener transport for their staff. Free '100-minute bundles' were given away with 237 redemptions leading to over 4,000 km of Beryl travelling.

Green Gains

In April 2024 as part of the Norwich Business Festival, Norwich BID gathered expert speakers together to share the achievable steps businesses can take to move towards a more sustainable model. Speakers included Beryl, Surplush and Anglian Waste Recycling.

Waste & Recycling

We are proud to partner with Anglian Waste Recycling to offer levy paying businesses a competitive rate for their waste and recycling collections. As our preferred waste supplier, 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 Solar System

Norwich BID is delighted to be working with ConsensusPower in the delivery of The Norwich Solar System. An exciting project whereby Norwich Businesses can join together to create a community energy network, sharing solar energy sourced from otherwise unused roof space and providing lower cost, green energy back to Norwich businesses.

