

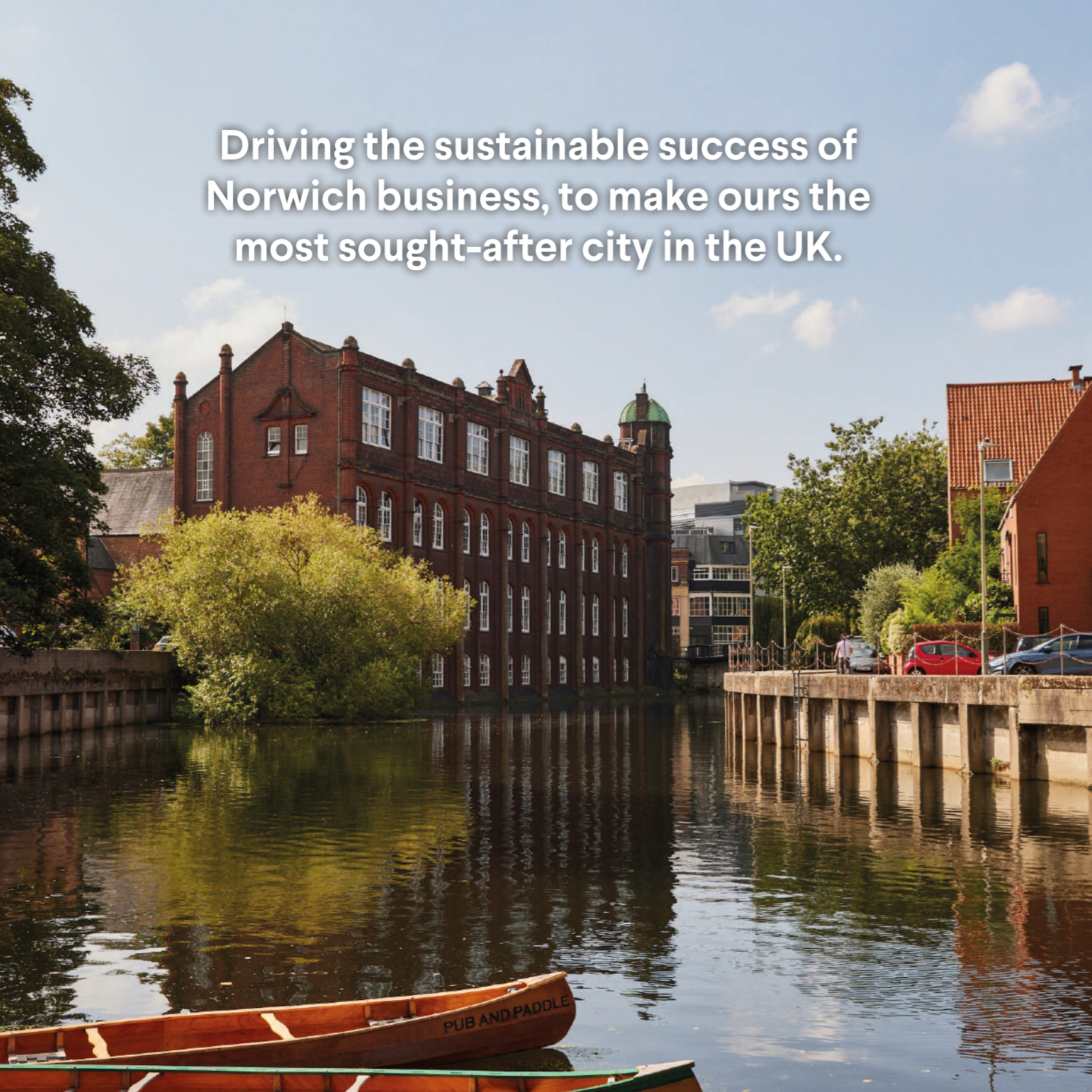
Annual Report

November 2023 - October 2024



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

Over the past year, Norwich Business Improvement District (BID) continued to deliver projects that truly make the city thrive for our businesses, residents, and workers. We championed local priorities with the creation of the City Centre Manifesto, advanced sustainable energy with the Norwich Solar System, and hosted events that attracted thousands of visitors. We enhanced Norwich's reputation through extensive marketing and PR, prioritised safety with the inaugural Norwich Business Crime Conference, and promoted business growth through our award-winning Work in Norwich (WiN) campaign. With these initiatives and more, we remain committed to making Norwich an ever-better place to live, work, and visit. We hope that you enjoy reading this year's annual report.

In 2024, we collaborated with local organisations and industry leaders to create a City Centre Manifesto that embodies the long-term ambitions businesses want to see. Launched at our 2024 City Conversations Conference, the manifesto reflects the BID's mission to unite, collaborate, and collectively drive Norwich forward.

We also continued project development and business engagement for the Norwich Solar System, which will see solar panels installed on the rooftops of city businesses to deliver sustainable green energy at an affordable cost. With more than 50 buildings already put forward as potential sites, and the first installations planned to happen in 2025, once built the Solar System could make ours the UK's largest solar city.

Throughout the summer, Norwich flourished with dynamic events that united the community and celebrated local culture. Norwich Wine Week brought people together with an exciting showcase of wine-tasting experiences, while Norwich Summer Sessions filled the city centre with free music and

entertainment, with the two events attracting more than 10,000 visitors.

2024 marked another hugely effective year of marketing and PR for VisitNorwich, as we showcased the city's charm and vibrant business community. Our efforts generated more than 145 pieces of positive coverage across major publications including The Times, The Telegraph, The Guardian and Time Out, shining a spotlight on Norwich's businesses and our iconic attractions.

Understandably, keeping Norwich's streets, retail and public spaces safe remains a top priority. In March 2024, we were proud to host the first Norwich Business Crime Conference. Featuring an impressive line-up of expert speakers, the event provided an opportunity for local business owners and employees to learn effective strategies to protect their staff, customers, and assets.

In parallel, our Work in Norwich brand continued to focus on attracting the best employers and employees to relocate to the city. Through showcasing the city's competitive opportunities and high quality of living, the campaign promotes Norwich as an ideal place to live, work, and innovate.

Thank you once again for your trust and support in helping us bring so many BID initiatives to life.



Tessa Haskey
Chair
of Norwich Business
Improvement District



Stefan Gurney
Executive Director
of Norwich Business
Improvement District

»»» Norwich in numbers

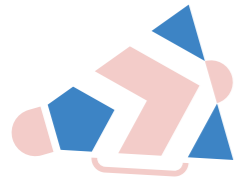
Nov 2023 - Oct 2024



The City Map has been distributed to over
225,000
City of Story visitors



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



145+

pieces of positive press coverage for
VisitNorwich and the city



87,000+
business logins to our
Crime Reduction Scheme



50+

buildings proposed as sites for the
Norwich Solar System



Over
600K
new users on
VisitNorwich.co.uk
Nov 2023 - Oct 2024



9,000+
sustainable journeys through our
Beryl Partnership



10,000+

attendees at Norwich Wine Week
and Norwich Summer Sessions



“The BID is a great asset to Norwich. Its work in enhancing the city and in delivering on its clear objectives and impactful initiatives makes it uniquely valuable to the business community, and in turn to visitors, residents and public service providers. The BID is a key vehicle for driving collaboration in Norwich and supporting the city in realising its vision.”

Joe Faulkner, KPMG



Creating engaging experiences which promote all that Norwich has to offer.



»» Experience Norwich

Norwich Summer Sessions

Drawing over 9500 attendees across three Thursday evenings and four Sunday afternoons in July and August, Norwich Summer Sessions once again transformed the city centre with a thriving buzz of free live music and street entertainment. 4 stages kept revellers enthralled, bringing people from all ages together, and enriching the summer season through culture and creativity.

Norwich Wine Week: The Showcase

The 2024 Norwich Wine Week Showcase featured 27 events held across 20 venues, uniting businesses across the city in celebration of the world of wine. From educational tastings to special wine pairings, the showcase events captivated attendees with diverse offerings, allowing local businesses to shine, and wine lovers to indulge in a range of unique experiences.

Norwich Wine Week: The Festival

Despite some unfortunately timed British summer rain, nothing dampened the spirits of more than 1,000 attendees for the Norwich Wine Week Festival in Chapelfield Gardens. From tasting tent sessions to street food and live music, wine lovers savoured and sipped their way through local Norfolk delicacies brought by our lineup of 11 wine exhibitors and 7 food stockists.

City Hosts

Wearing their iconic blue tabards, our City Hosts are the heart of Norwich's hospitality, offering a friendly face and expert guidance to both locals and visitors. This year, the team helped over 50,000 visitors discover all that the City of Stories has to offer, distributing city maps and informing tourists on everything from our hidden gems to iconic landmarks.

Business Crime Reduction

Our ALERT business crime partnership is available free of charge and supports both the daytime and nighttime economies in reducing theft and antisocial behaviour within the city centre. Utilised by over 150 businesses, the scheme enables real-time information-sharing to help tackle crime on our streets, with 351 incidents reported between November 2023 and October 2024.

Business Crime Conference

In 2024, we organised the city's first Business Crime Conference, attracting nearly 100 delegates for a morning of talks and networking. The event garnered a satisfaction rating of 4.5/5 with all attendees confirming that they would be 'likely' or 'very likely' to attend a future conference on this same topic.

Festive Lights

Norwich BID is proud to bring the city alight each festive period. In 2024, we announced The Canopy of Light, a brand-new site-specific bespoke light installation in Hay Hill featuring 32,000 energy efficient LEDs. With additional wrap-around lights on the city's trees and lamp posts, the festive light scheme spread Christmas cheer across the city.

Beryl Partnership Scheme

Our continued partnership scheme with Beryl supported over 9000 sustainable journeys on bikes, e-bikes and e-scooters through the city. This saved 1.76 tonnes of CO2eq, the equivalent of 10 flights from London to Edinburgh.

»» VisitNorwich

Norwich Map

The Norwich map is a must-have for anyone exploring the city, with over 225,000 copies distributed last year. This free resource serves as a vital guide for visitors, as well as a key promotional tool in showcasing all that Norwich has to offer, acting as a central part of VisitNorwich's efforts to support tourism.

VisitNorwich PR

Our dedicatedly nurtured industry relationships and effective PR pitches led to 147 pieces of positive media coverage last year. Highlights included articles in The Times, The Telegraph, The Guardian, Time Out, National Geographic, VisitEngland and VisitBritain, continuing to raise Norwich's profile as a leading tourist destination.

VisitNorwich Digital

VisitNorwich consistently reaches an audience of over 100,000 people across our owned platforms, including through social media and our bi-weekly newsletter. This ever-growing audience reflects our commitment to sharing engaging, informative, timely and inspiring content promoting the city.

Campaigns

Our VisitNorwich Christmas 2023 and Spring 2024 campaigns were designed to reach target markets effectively through social media, outdoor and digital advertising, and PR. The campaigns successfully boosted visibility for the city, bringing more than 200,000 users to visitnorwich.co.uk each month.



By delivering stand-out campaigns, PR and visitor resources, VisitNorwich positions Norwich as a leading tourist destination.





»» Invest Norwich

City Centre Manifesto

Consulting closely with key local partners, business leaders and organisations from a variety of sectors, last year we created a city centre manifesto reflecting the changes that businesses want to see. Presented at our 2024 City Conversations Conference, the manifesto demonstrates our commitment to working cohesively, pooling resources and collaborating to build a stronger future for Norwich.

Work in Norwich

With a focus on the creative digital sector and supporting cluster groups through strategic sponsorship, our Work in Norwich (WiN) initiative continued to grow last year. Leveraging authentic stories in the form of case studies, the brand highlights Norwich's unique advantages for career development and quality of life, positioning the city as a hub for talent and business relocation.

Waste and Recycling

Norwich BID offered businesses reduced-cost waste management through free waste audits; this empowered levy payers to expand their recycling knowledge, uncover savings, and adopt more sustainable practices.

Norwich Solar System

Together with ConsensusPower, Norwich BID aims to harness city centre rooftop space and provide businesses with lower-cost, locally sourced, sustainable energy. With 50+ buildings already proposed as sites for solar panel installations, once built the solar system could make ours the largest solar city.

Norwich Buyers Club

Designed in partnership with Surplush, the Norwich Buyers Club allows local businesses to save money on crucial day-to-day supplies they depend upon, with next working day delivery available. Deliveries are made by e-cargo bike, reducing carbon emissions and taking lorries off Norwich's medieval streets.



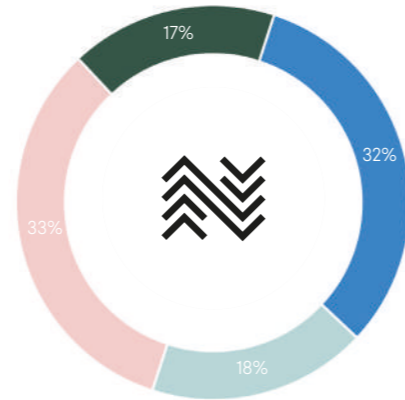
Through collective collaboration, we encourage economic growth for Norwich businesses.



»»» BID Finance

November 2023 - October 2024

■ Finance & Governance £173,220	■ Promoting £318,838
■ Experience £310,223	■ Invest £163,914



Figures inclusive of £258,928 additional finance generated from Norwich City Council, Norfolk Investment Framework, Safer Streets 5, BID Voluntary Membership, VisitNorwich Membership, European Regional Development Fund.



»»» Board of Directors

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

»»» Dates for your Diary

City-wide Annual Events

March

Business Crime Conference

April

Easter Activities

May

Norfolk and Norwich Festival

City of Ale (May – June)

Norwich Craft Beer Festival

Norwich Games Festival

June

GoGoSafari (June – August)

Norwich Wine Week

Royal Norfolk Show

July

Lord Mayor's Celebration

Norwich Pride

Norwich Summer Sessions

August

Norwich Summer Sessions

September

Heritage Open Days

Run Norwich

October

Norwich Beer Festival

Norwich Book Festival

November

Norwich Film Festival

Festive Light Switch On

December

Christmas Trading



“The BID is instrumental in drawing Norwich businesses and stakeholders to work together, amplifying the city’s uniqueness to visitors and funders. It delivers a diverse range of projects which facilitate Norwich’s ambitions as a hub for tourism, employment, and sustainability, maximising the city’s potential.”

Julie Schofield - University of East Anglia

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



Power of the collective »»»

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