

Your contribution makes big things happen for Norwich.

We are proud to share the significant work that we've delivered in the past year to create vibrant experiences, promote tourism, and lead on safety and sustainability initiatives. Thanks to your ongoing collaboration and feedback, we continue to drive the city's success and create new opportunities for businesses.

Raising Norwich's profile remains central to our work. **VisitNorwich** continues to be a key vehicle for promoting the city year-round, helping to boost engagement and attract new tourism. In recognition of this success, our most recent campaign won **Integrated Campaign of the Year** (up to £500,000 media spend) at the Travel Marketing Awards.

On the investment and sustainability front, the **Norwich Solar System** continues to progress strongly and will help businesses access lower-cost, locally generated green energy. With the first solar panel installations imminent, this pioneering initiative was honoured as **Best Climate Action Scheme** at this year's Town and City Management Awards.

Leading the successful campaign to bring a new **Paddington statue** to Norwich, our events and cultural programme brought fresh energy to the city all year round. **Norwich Wine Week** returned in June with tastings, special menus, and events across the city, **Norwich Summer Sessions** filled the streets with free live music and street theatre throughout July and August, and our **Christmas lighting display** brought festive cheer through the winter months. Together, these initiatives help boost footfall, support local businesses, and showcase Norwich's unique spirit.

We've also strengthened our efforts to keep Norwich safe and secure. Our **ALERT business crime partnership**, awarded National Standards accreditation this year, continues to support businesses in tackling theft and antisocial behaviour across the city centre. In addition, the **City Centre Manifesto** we produced – developed in close consultation with local leaders and business groups – sets out a shared response to devolution and the asks of the new Mayoral Authority. Meanwhile, our **Work in Norwich (WiN)** initiative is growing steadily, promoting the city as a vibrant destination for career opportunities and business relocation.

Your voice is essential to our ongoing success. Please keep sharing your feedback and ideas so we can continue to deliver the projects and support you need. Together, we can build on these achievements and make the next year even more successful for Norwich businesses.

Thank you for your continued partnership.

Yours sincerely,



Stefan Gurney
Executive Director, Norwich Business Improvement (BID)

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Experience Norwich

Business Crime Reduction

Our ALERT business crime partnership is 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 was awarded National Standards accreditation this year by the National Association of Business Crime Partnerships (NABCP) in recognition of being a 'Gold Standard'.

Business Crime Conference

In March, we hosted the second annual Norwich Business Crime Conference, bringing together key stakeholders to discuss how businesses, law enforcement, and local organisations can continue collaborating to help reduce crime in the city.

Paddington Statue

We led (and won!) a campaign to bring a new Paddington sculpture to Norwich. With the incredible community support we received, STUDIOCANAL chose our entry, and the new statue of the marmalade-loving bear was unveiled in the grounds of Norwich Cathedral at a joyful event. During February half-term week, we saw an average of 250 visitors per hour, and the statue has continued to attract thousands of visitors throughout the year.

GoGoSafari

We were proud to be a Presenting Partner for this year's GoGoSafari, helping bring the colourful and creative sculpture trail to Norwich. GoGoSafari attracts an estimated 350,000 visitors to the city, supports Break's fundraising efforts, and helps local businesses engage with visitors.

Norwich Wine Week

Norwich Wine Week returned in June with a vibrant programme celebrating local and international wine culture. It launched with our 'Uncorked' event at Dragon Hall, where guests sampled wines from local exhibitors. This was followed by more than 30 Showcase events and offers happening at venues across the city, creating a truly citywide celebration of wine.

Norwich Summer Sessions

In July and August, Norwich Summer Sessions brought an exciting and eclectic line-up of FREE live music and street theatre right to the heart of the city. In addition to three Thursday evenings in July and four Sundays in August, this year we hosted an extra-special bonus session to kick-off the fun as part of Norwich City Council's Lord Mayor's Weekend.

Festive Lights

Norwich BID illuminated the city once more during the 2024 festive period. As part of the display, we announced The Canopy of Light, a brand-new site-specific installation in Hay Hill featuring 32,000 energy efficient LEDs. Additional wrap-around lights on the city's trees and lamp posts helped spread Christmas cheer across the city.

City Hosts

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

VisitNorwich

VisitNorwich Campaigns

VisitNorwich launched a two-phase campaign in Autumn 2024 to raise awareness and boost city break bookings. Results included an 85.4% year-on-year organic social reach increase and a 50% rise in website page visits.

The campaign won "Integrated Campaign of the Year (up to £500,000 media spend)" at this year's Travel Marketing Awards.

VisitNorwich PR

Our dedicated industry relationships and effective PR pitches led to more than 120 pieces of positive media coverage for the city last year. Highlights included articles in The Sunday Times, VisitEngland, The Guardian and The Telegraph, 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 readership reflects our commitment to sharing engaging, informative, timely and inspiring content promoting the city.

Norwich Map

Produced by VisitNorwich, over 225,000 copies of the Norwich Map were 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.

Invest Norwich

Norwich Solar System

We are working in partnership with ConsensusPower to harness city centre rooftop space and provide businesses with lower-cost, locally sourced, sustainable energy.

With more than 50 buildings already proposed as sites for solar panels, the scheme won Best Climate Action Scheme at this year's Town and City Management Awards.

Work in Norwich (WiN)

With a focus on the creative digital sector and supporting cluster groups through strategic sponsorship, our Work in Norwich (WiN) initiative continued to grow over the past year. This included running a marketing campaign in January which reached a total of 2.4m people, resulting in more than 63.8k clicks and an overall engagement rate of 88.5%; during the campaign period, searches for 'Rightmove Norwich for sale' increased by 120% and searches for 'Norwich flats to rent' increased by 60%.

City Centre Manifesto / Devolution

Consulting closely with key local partners, business leaders and organisations from a variety of sectors, we created a city centre manifesto reflecting the changes that businesses want to see. This informed and focused our response to the Norfolk / Suffolk devolution consultations, resulting in 4 key asks of the new Mayoral Authority.