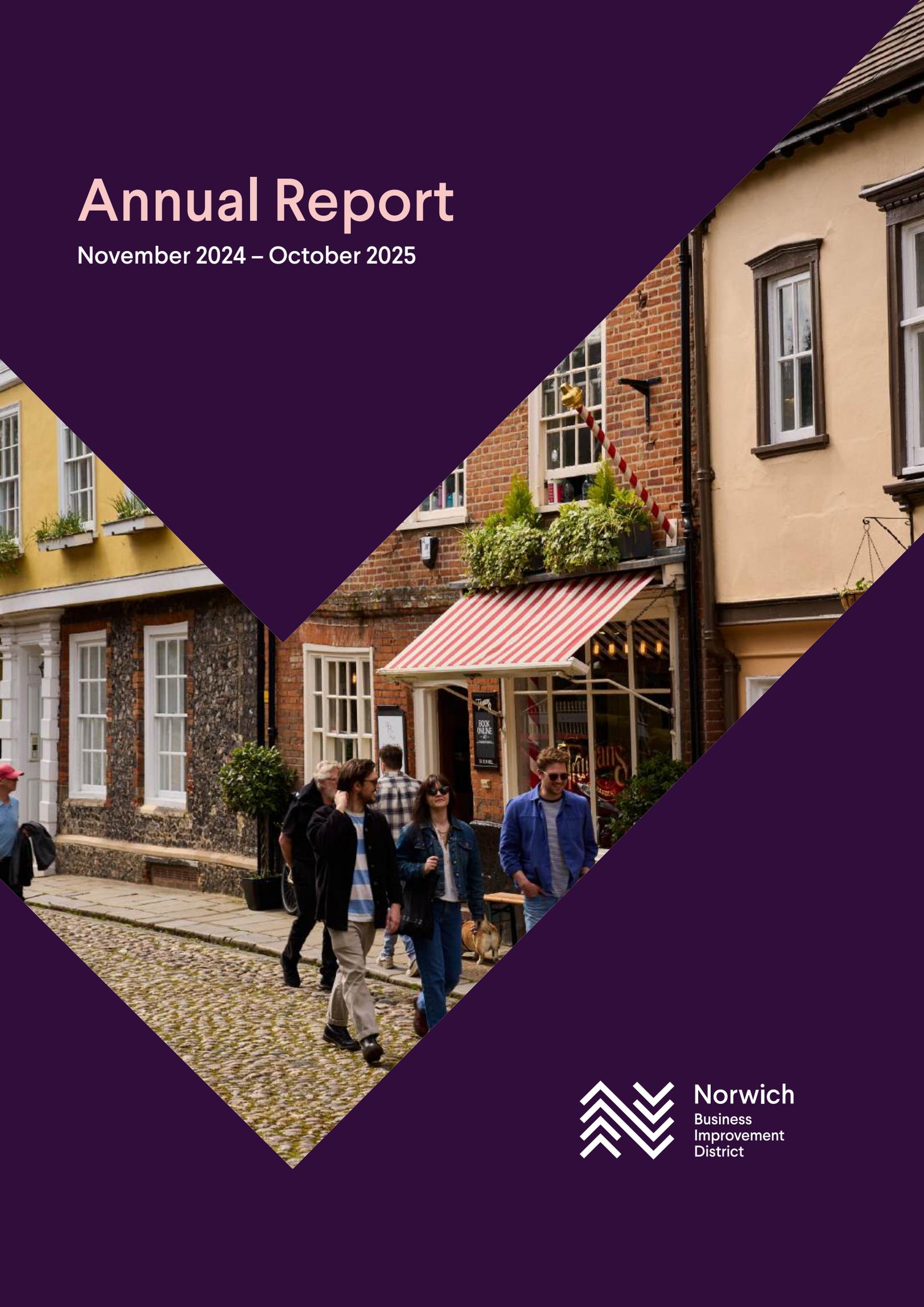


# Annual Report

November 2024 – October 2025



**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 Foreword

Over the past year, Norwich Business Improvement District (BID) has continued to focus on delivering visible impact for our city centre businesses, while strengthening Norwich's long-term position as a place to visit, work, and invest.

At a time when many city centres are facing sustained economic pressure, our priority has been to support opportunity, resilience, and sustainable growth. Working closely with businesses and partners across a range of sectors, we have concentrated on projects that encourage footfall, improve safety, promote the city nationally, and help Norwich adapt confidently to change.

Raising Norwich's profile remains central to our work. Through VisitNorwich, we have delivered integrated marketing and PR activity that continues to reach a huge audience, driving awareness and tourist visits throughout the year. Strong performance across digital channels, combined with extensive national media coverage, has helped position Norwich as a compelling destination with a distinctive cultural offer and a vibrant business community.

Alongside promotion, we have invested in creating experiences that animate the city centre and support our businesses. Flagship events including Norwich Wine Week, Norwich Cocktail Week and Norwich Summer Sessions brought more than 20,000 people into the city at key points across the year, complemented by festive lighting that adds energy, activity, and a sense of occasion.

Together, this programme is designed not only to attract visitors, but to encourage repeat visits, support trading, and showcase the diversity and creativity the city centre has to offer.

Keeping Norwich safe and welcoming continues to be a key priority. Our ALERT business crime scheme saw a 135% YoY increase in business logins, supporting both the daytime and nighttime economies by enabling real-time information sharing. Achieving National Standards accreditation in 2025 reflects the strength of the campaign, and the collective commitment to addressing crime and antisocial behaviour in the city centre. We have also continued to invest in longer-term

initiatives that will shape Norwich's future. The Norwich Solar System has progressed well, with ever-growing engagement from businesses. This project demonstrates how collective action can deliver tangible benefits, supporting sustainability goals while helping businesses access lower-cost, locally generated energy.

Our Work in Norwich (WiN) initiative has also continued to grow, promoting the city as a place of opportunity for both employers and talent. Our January 2025 campaign reached an estimated 2.4m people, supporting business recruitment while strengthening Norwich's wider economic proposition.

In parallel, our City Centre Manifesto ensures that business voices are clearly represented during a critical period of discussion around devolution and local governance.

None of this work would be possible without the continued support and engagement of our levy payers. Your contribution enables us to act at scale, respond to challenges, and deliver initiatives that benefit the city as a whole.

As we look ahead, our focus remains on delivering value and ensuring Norwich city centre continues to thrive. Thank you for your trust and collaboration.



Tessa Haskey  
**Chair**  
of Norwich Business  
Improvement District



Stefan Gurney  
**Executive Director**  
of Norwich Business  
Improvement District

# »» Norwich in Numbers

Nov 2024 - Oct 2025



**£249,219**  
of additional funding  
brought into **Norwich BID**



The City Hosts helped over  
**59,000**  
visitors discover  
**The City of Stories**

**205k+**

business logins to our  
**Business Crime Reduction  
Partnership**



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

**3.8m**

impressions on our  
**VisitNorwich 2024** campaign

Over  
**600k**

New users on  
**VisitNorwich.co.uk**  
Nov 2024 - Oct 2025

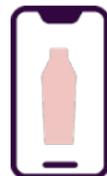


**165+**

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

**c.10,000**

attendees at  
**Norwich Summer Sessions**



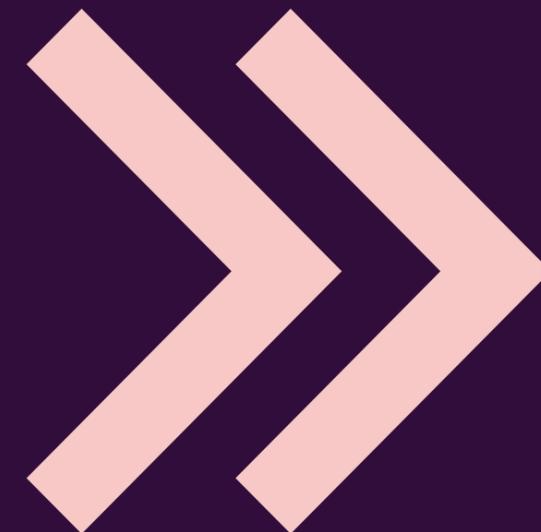
**2,000+**

venue check-ins during  
**Norwich Cocktail Week**



Norwich BID plays a key role in shaping a vibrant city centre where people, creativity and businesses can thrive. As a tech employer, its work helps us attract and retain great talent, support local culture, and feel genuinely connected to the wider Norwich community. The BID adds real energy and confidence to the city, making it a great place to work, collaborate and grow.

Andrea Wake  
Director of Operations, Artlist UK



# Keeping our streets safe and creating engaging experiences which promote all that Norwich has to offer.



## »» Experience Norwich

### Business Crime Reduction

Available free of charge, our ALERT business crime partnership supports both the daytime and nighttime economies in reducing theft and antisocial behaviour within the city centre. The scheme was awarded National Standards accreditation in 2025 by the National Association of Business Crime Partnerships (NABCP) in recognition of being a 'Gold Standard'.



160+

Businesses use our ALERT Crime Reduction Scheme

### Business Crime Conference

In March 2025, 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 the February 2025 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.



135,700+

Views on our Instagram reel which announced the City's new Paddington statue

### Norwich 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 59,000 visitors discover all The City of Stories has to offer, distributing city maps and informing them on everything from hidden gems to iconic landmarks.

### GoGoSafari

We were proud to be a Presenting Partner for GoGoSafari 2025, helping bring the colourful and creative sculpture trail to Norwich. GoGoSafari brought an estimated 116,500 people into the city, supporting Break's fundraising efforts and helping local businesses engage with visitors.

### Norwich Wine Week

Norwich Wine Week returned in June 2025 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 vineyards and 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 Cocktail Week

Norwich Cocktail Week ran from 26 September to 5 October 2025, marking its first year delivered by Norwich BID and bringing fresh energy to the city's vibrant drinks scene. 35 bars and restaurants took part across 5 bespoke trails, hosting 11 cocktail-themed events throughout the 10 days.



1,700+

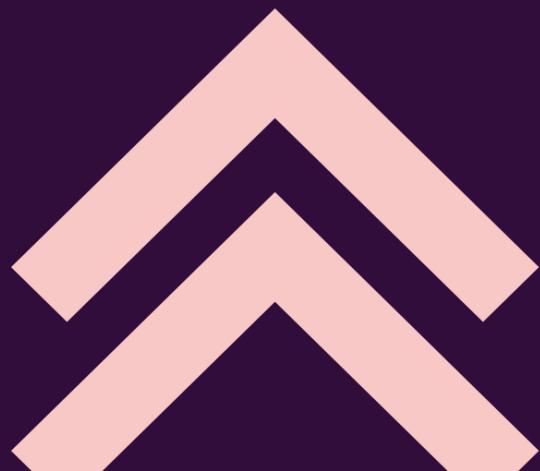
Downloads on the newly launched Norwich Cocktail Week app

### 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, attracting almost 10,000 visitors. 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 over the festive period. As part of the 2024 display, we announced The Canopy of Light, a 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.



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



## »» VisitNorwich

### VisitNorwich Campaign

VisitNorwich launched a two-phase campaign in Autumn 2024 to raise awareness and boost city break bookings. The campaign garnered more than 3.8 million digital impressions and 32,000 clicks.

### VisitNorwich PR

Our dedicated industry relationships and effective PR pitches led to more than 165 pieces of positive media coverage for the city last year. Highlights included articles in The Times, The Daily Express, Time Out and The Telegraph, continuing to raise Norwich's profile as a leading tourist destination.



Our 2024/25 VisitNorwich campaign won "Integrated Campaign of the Year (up to £500,000 media spend)" at the 2025 Travel Marketing Awards, beating organisations including Team USA and Travel Texas.

### 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.

### 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.



# 9.65 Million

Impressions across our VisitNorwich social media accounts

## »» Invest Norwich

### 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 2025 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 four key asks of the new Mayoral Authority.

### Norwich Solar System

With more than 50 buildings already proposed as sites for solar panels, we are working in partnership with ConsensusPower to harness city centre rooftop space and provide businesses with lower-cost, locally sourced, sustainable energy.



The Norwich Solar System project won Best Climate Action Scheme at the 2025 Town and City Management Awards



## 2.4 Million

People reached in our January 2025 Work in Norwich Digital Campaign

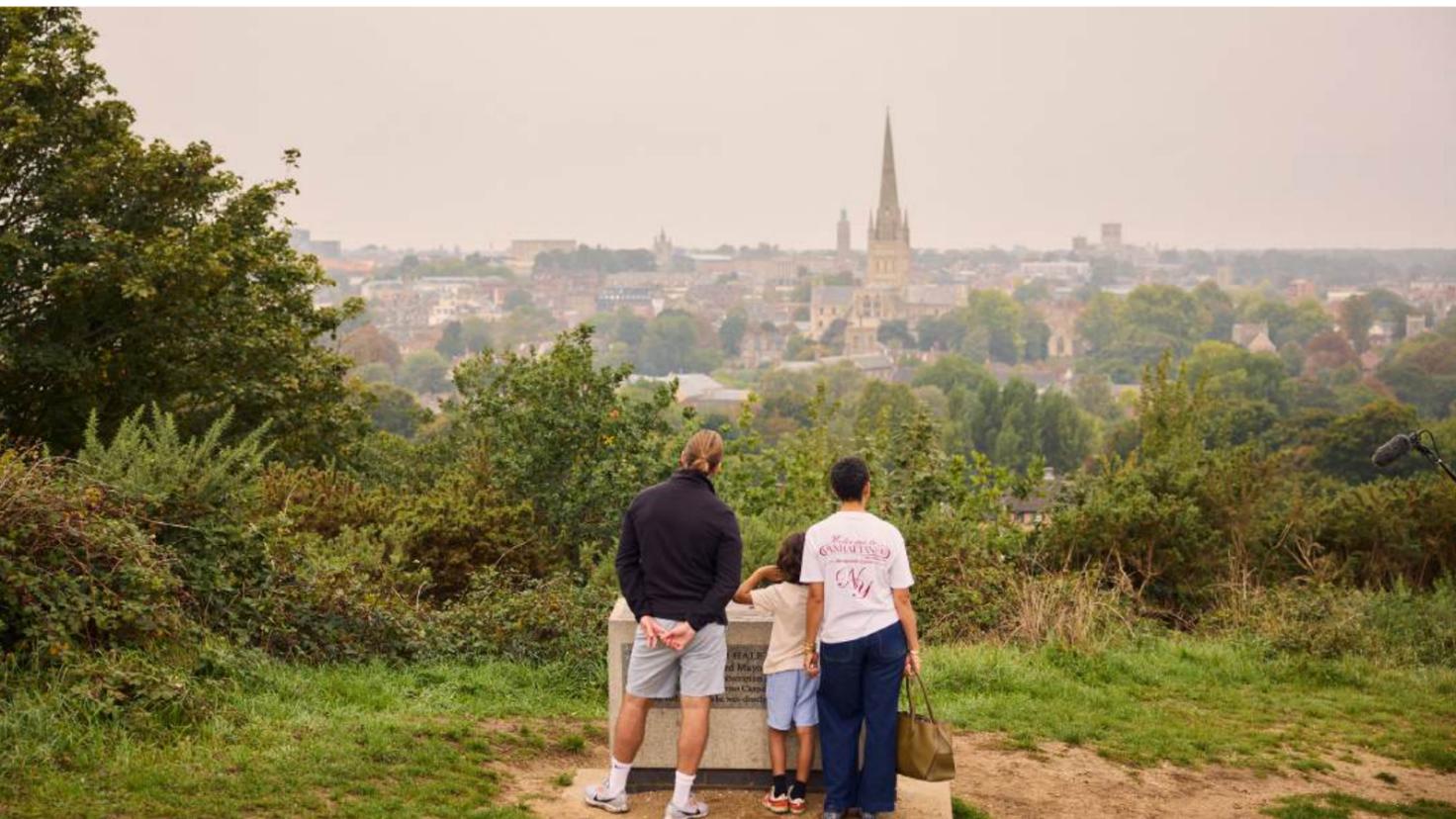
# Through collective collaboration, we encourage sustainable economic growth for Norwich businesses.



“The success of Norwich Research Park, and its ability to impact society and the economy, is supercharged by a successful and vibrant city centre. The work of Norwich BID gives our research community and businesses confidence that this major asset is well looked after and effectively promoted.

A strong city centre helps us attract and retain talent, supports local communities, and strengthens economic potential through inspiring initiatives such as the BID’s ‘Work in Norwich’ campaign.”

Roz Bird  
Chief Executive Officer, AIP LLP, Norwich Research Park

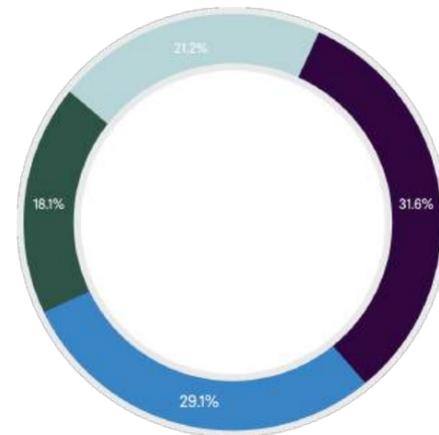


# »»» BID Finance

November 2024 - October 2025

Non-VAT expenditure between November 2024 and October 2025. Figures inclusive of £249,219 additional finance generated beyond BID levy income from UKRI Innovate UK, Norwich City Council, UK Surplus Buyers Club, BID Voluntary Membership, VisitNorwich Membership, and Norwich Experience Weeks.

- Finance & Governance**  
£232,593
- Experience**  
£347,689
- VisitNorwich**  
£320,215
- Invest**  
£198,822



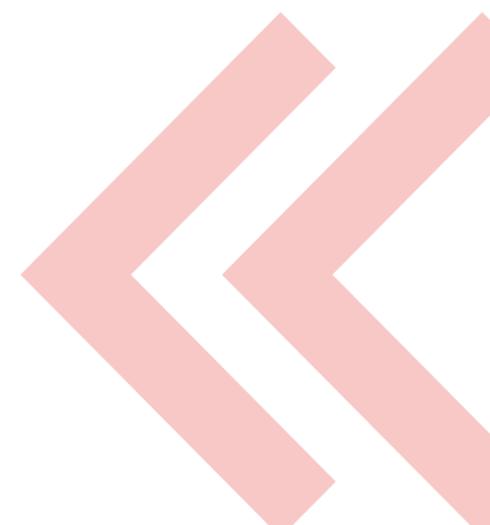
# »»» Board of Directors

<b>Lee Boswell</b>	Alan Boswell Insurance
<b>Andrea Wake</b>	Artist
<b>Andrew Dernie</b>	Aviva
<b>Claire Thomas</b>	Boots
<b>Rob Bradley</b>	Castle Quarter
<b>Jo Bates</b>	Chantry Place
<b>Tessa Haskey (Chair)</b>	Howes Percival LLP
<b>John Adams</b>	Jarrolds
<b>Mel Lidder</b>	John Lewis
<b>Joe Faulkner</b>	KPMG
<b>Graeme Hawken</b>	Marks & Spencer
<b>Michelle O'Doherty</b>	NatWest
<b>Laura Bielinski</b>	Newsquest
<b>Steve Miller</b>	Norfolk County Council
<b>Cllr Steve Morpew</b>	Norfolk County Council
<b>Richard Pace</b>	Norwich Airport
<b>Cllr Carli Harper</b>	Norwich City Council
<b>Louise Rawsthorne</b>	Norwich City Council
<b>Elliot King</b>	Norwich City Football Club
<b>Nicola Hill</b>	Norwich School
<b>Stephen Wright</b>	Norwich Theatre Royal
<b>Thomas Abbs</b>	Norwich University of the Arts (NUA)
<b>Chris Gribble</b>	The Forum Trust
<b>Julie Schofield</b>	University of East Anglia (UEA)

“At a time of great change, Norwich BID continues to play a critical role in bringing together the interests of the city’s business stakeholders. Promoting the positive economic, cultural, social and environmental impact our diverse community can achieve has never been more important.

Providing a strong voice for Norwich, Norwich BID sits at the heart of this work, championing the city’s future.”

Chris Gribble  
Chief Executive Officer, The Forum Trust



# »»» Dates for your Diary

City-wide annual events

## February

Norwich Science Festival

Norwich Food Week

## May

Norfolk & Norwich Festival

Norwich Jazz Festival

City of Ale

Norwich Craft Beer Festival

Norwich Games Festival

## June

Norwich Wine Week

Norfolk Deaf Festival

Royal Norfolk Show

## July

Lord Mayor's Weekend

Norwich Pride

## August

RocknRoll Circus Norwich

Norwich Summer Sessions

## September

Norwich BID Annual Conference

Heritage Open Days

Run Norwich

Norwich Cocktail Week

## October

Norwich Book Festival

## November

Norwich Film Festival

Christmas Lights Switch On

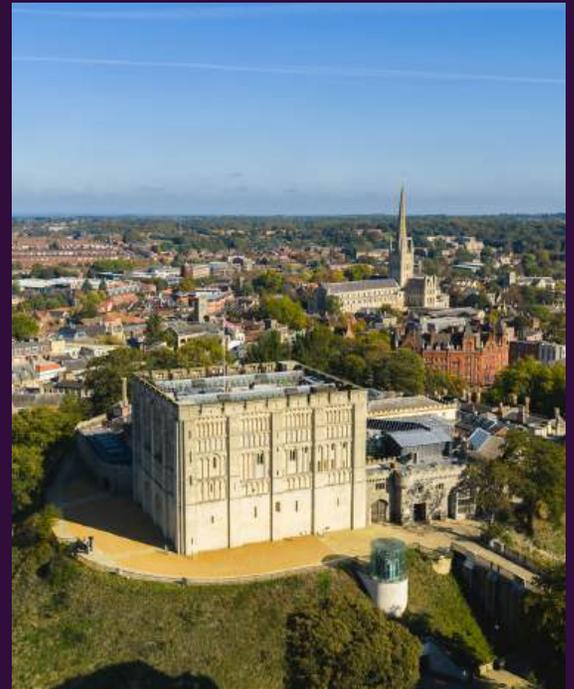
Sign-up to the BID Bulletin for  
the latest Norwich BID news

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



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





# Power of the collective »»»



## Contact us

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    @NorwichBIDUK

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