

Your contribution makes big things happen for Norwich.

Norwich has been named the UK's Best Place to Live in 2026 by The Sunday Times, recognising everything that makes our city such a special place. This accolade reflects the collective efforts made across the city, and Norwich Business Improvement District (BID) is proud to play a key part in creating vibrant experiences, promoting the city and investing in initiatives that help make Norwich an ever-better place to live, work and visit.

Our events and cultural programme continues to give people more reasons to visit, stay longer and support city centre businesses. Alongside the continued success of Norwich Wine Week, we successfully re-launched Norwich Cocktail Week in 2025 and delivered the inaugural Norwich Food Week in 2026, bringing venues together through city-wide campaigns celebrating Norwich's outstanding hospitality sector. From City Trails encouraging families to explore the city centre, to Norwich Summer Sessions filling the streets with free live music and entertainment, and our festive lighting display creating a welcoming atmosphere during the vital Christmas trading period, these initiatives help showcase the very best of Norwich while driving footfall for local businesses.

VisitNorwich plays a vital role in raising the city's profile and inspiring more people to choose Norwich for short breaks and day visits. Through year-round destination marketing, including social media, blog content, national PR and multi-award-winning campaigns, we tell Norwich's story to new audiences and strengthen its reputation as a place to experience and enjoy.

Alongside promoting the city, we continue to invest in Norwich's future. Our nationally accredited ALERT business crime partnership helps businesses respond more effectively to crime and anti-social behaviour, creating a safer and more welcoming city centre. Work in Norwich (WiN) promotes the city as a destination for talent and investment, while our continued success in securing external funding enables us to deliver projects beyond the BID levy. This includes our new Knowledge Transfer Partnership with the University of East Anglia, exploring the viability of a Convention and Visitors Bureau and a dedicated conference centre to unlock new opportunities for Norwich's economy.

Everything we achieve is made possible by the businesses we represent. Thank you for your continued support, ideas and engagement. Together, we're creating a city that is stronger, more vibrant and better positioned for the future, ensuring Norwich continues to thrive for the businesses, communities and people who call it home.

Yours sincerely,



Stefan Gurney
Executive Director, Norwich Business Improvement District (BID)

Want to find out more about how Norwich BID can support your business?

- >>> **Visit** norwichbid.co.uk
- >>> **Subscribe** to our monthly BID Bulletin newsletter
- >>> **Follow** Norwich BID on LinkedIn & Instagram