

Norwich Map 2027 Printing Brief

- **Date:** 14 September 2026
- **Name:** Norwich Map 2027 Printing Brief
- **Written by:** Katie Thompson
- **Key Stakeholders:** VisitNorwich; Norwich BID

Norwich Business Improvement District (BID) is tendering for a new print partner for the 2027 Norwich Map.

About VisitNorwich

VisitNorwich is the Destination Marketing Organisation for Norwich, helping to promote the city, its businesses, and events, for example through the Norwich Map. It is funded by Norwich City Council, Norwich Business Improvement District (BID), and a membership scheme.

About Norwich BID

Norwich Business Improvement District (BID) is a not-for-profit organisation set up to represent the needs of local businesses and deliver meaningful improvements to the city for visitors, residents, and workers.

About the Norwich Map

The Norwich Map is produced annually by VisitNorwich and Norwich BID. It is a FREE pocket-sized guide to the city, highlighting key shopping, heritage, cultural and visitor attractions, to help visitors easily and accessibly navigate the city centre.

Full colour copies are distributed across Norwich, Norfolk and the surrounding regions, including Suffolk, Essex, Cambridgeshire, and Lincolnshire.

This is a fantastic opportunity for the selected partners, with the company's website address displayed on the map and distributed widely across the East, the Midlands and London.

What We Are Looking For

The following brief outlines the specification for the Norwich Map. This is a 1-year contract period and exclusive to the printing of the Norwich Map.

We are looking for a printer to deliver on time and to the specification below, with the opportunity to visit your facilities in person.

Sustainability lies at the heart of Norwich BID's manifesto and overarching principles. The successful contractor will be expected to demonstrate their commitment to these values. Please provide details of your sustainability credentials, such as carbon offsetting initiatives, tree-planting schemes, or partnerships with organisations such as the World Land Trust.

Specification:

- **Quantity:** 225,000
- **Material & Pages:** 18pp on 100gsm white uncoated offset paper
- **Size:** DL portrait (flat 294 x 626mm)
- **Artwork:** Print ready PDF supplied
- **Proofs:** PDF and hard proof
- **Finish:** Trim and roll fold to 210 x 294mm, then to 18pp DL.
- **Packing:** Pack in cartons.
- **Delivery:** To 3 UK addresses. By February 2027, divided into quantities of 26,500 (Norwich BID), 47,000 (Distributor 1) and 125,000 (Distributor 2), with a further 26,500 delivered to Norwich BID at a later date, when required.

Budget

The budget is c.£10,000 + VAT.

Timeline

- **Tender published:** 14/9/26
- **Application deadline:** 5/10/26
- **Discretionary in-person meetings / site visits (if required):** w/c 12/10/26
- **Appoint contractor:** w/c 19/10/26
- **Print delivery date:** February 2027

Response Required (Submission Arrangements)

Any interested parties should complete and submit the following via the online form on the BID website:

- Complete Norwich BID procurement questionnaire (online form)
- Contact details for two references able to comment on your ability to deliver against this specification.
- Estimated breakdown of your total costs for this piece of work.
- Outline of your sustainability credentials, along with supporting evidence.
- Examples of relevant completed work sent to Norwich BID, The Forum, Millennium Plain, NR2 1TF.

Evaluation Process

Following the closing date, all applications will be considered and the successful applicant chosen w/c 19th October 2026.

- Successful and unsuccessful applicants will be notified in writing via email.
- Scoring will be based on:
 - o Completion of the procurement questionnaire
 - o Cost and value
 - o Locality and local economic value
 - o Sustainability credentials
 - o References

Please contact katie.thompson@norwichbid.co.uk if you have any questions.