

Shaping a Better Norwich, Together

Our Impact: BID Term 3 (2022-2027)



Norwich
Business
Improvement
District



Norwich is at its best when businesses, organisations, institutions and communities work together.

At a time when many city centres have faced sustained economic pressure and the cost of doing business increases, our priority throughout Norwich Business Improvement District (BID) Term 3 has been to support opportunity, resilience and sustainable growth.

Working closely with businesses and partners across a range of sectors, we have continued to bring people together behind a shared vision for a city centre that is vibrant, welcoming and prosperous. Throughout the current term, we have focused on projects that encourage footfall, improve safety, promote the city nationally, and help Norwich adapt confidently to change.

From attracting visitors and supporting businesses, to improving safety, securing investment and strengthening Norwich's national profile, our work is designed to deliver more than individual projects. It is about creating the conditions that allow the city to thrive.



Every event, campaign, partnership and initiative contributes towards a bigger picture: increasing footfall, supporting local businesses, attracting talent and investment, enhancing visitor experiences and building confidence in Norwich as a great place to live, work, study and explore.

This collective approach has helped Norwich secure national recognition on an unprecedented scale and strengthen the profile of a city named the UK's Best Place to Live by The Sunday Times in 2026.

This report highlights the collective impact delivered during BID Term 3 and demonstrates what can be achieved when a city works together behind a common purpose.



Experience Norwich

Creating the experiences,
confidence and safety that
keep Norwich thriving



20,000+
people



brought together each
year through city-centre
events and experiences
that drive footfall and
support local businesses.

150+
businesses



protected through real-
time crime intelligence,
partnership working and
collective action.

55,000+
visitors



welcomed every year
through our City Host team.

Supporting Norwich's Vital Hospitality Economy

Norwich Food Week

In February 2026, we delivered the inaugural Norwich Food Week, with venues across the city celebrating Norwich's exceptional independent food scene. Through exclusive offers priced from just £5, Food Week encourages people to explore, discover and enjoy the city, positioning Norwich as a place where everyday indulgence is accessible, social and rooted in local creativity.



Norwich Wine Week

Now in its fourth year, Norwich Wine Week has continued to evolve while remaining true to its core purpose: supporting city centre hospitality businesses and celebrating the region's growing wine culture during English Wine Week. From showcase events and special offers to the Norwich Wine Week Festival held in Chapelfield Gardens in 2024, the programme has grown in ambition while maintaining a clear focus on driving footfall, supporting businesses and showcasing the very best of local wine.



Norwich Cocktail Week

In 2025, Norwich BID welcomed Norwich Cocktail Week into our family of city-wide events, introducing a fresh new look and an expanded programme of offers and experiences. The initiative brings together independent bars, stylish restaurants and hospitality venues across the city, serving up discounted signature cocktails, creative mocktails and memorable events.



Delivering the Welcome People Remember

Norwich City Hosts

First impressions matter. Our Norwich City Hosts provide practical support, local knowledge and a friendly face for tens of thousands of visitors every year. Their role extends far beyond providing directions; they help shape perceptions of Norwich as a welcoming, confident and visitor-friendly city.



Bringing Free Live Entertainment to the Streets

Norwich Summer Sessions

A vibrant city centre depends on reasons to visit beyond shopping alone. Norwich Summer Sessions transforms public spaces with free live music and street performance, creating moments of discovery that encourage thousands of people to spend longer in the city and support local businesses. By animating the streets, we help create the atmosphere that makes Norwich feel alive.



Helping Families Discover More of Norwich

City Trails

Our city trails turn Norwich into a giant interactive adventure. Designed to encourage exploration, they guide families through different parts of the city centre, helping participants discover attractions and hidden gems while creating memorable experiences that strengthen connections with the city.



Providing Essential Infrastructure to Tackle Business Crime

ALERT

A successful city centre must also be a safe one. Our Gold Standard, nationally accredited, ALERT scheme gives over 150 businesses access to real-time intelligence, helping them respond more effectively to crime and anti-social behaviour. Combined with partnership working and our annual Business Crime Conference, it forms a vital part of Norwich's collective resilience.

Delivering New Attractions that Become Part of Norwich's Story

Paddington Statue

Winning the national campaign to bring Paddington to Norwich demonstrated what can be achieved when a city comes together behind a shared ambition. Now located at Norwich Cathedral, our Paddington statue has quickly become a much-loved attraction, drawing regular visitors, generating positive publicity, and creating new reasons to explore the city.

Working Together for a Safer Night Out

Good Night Norwich

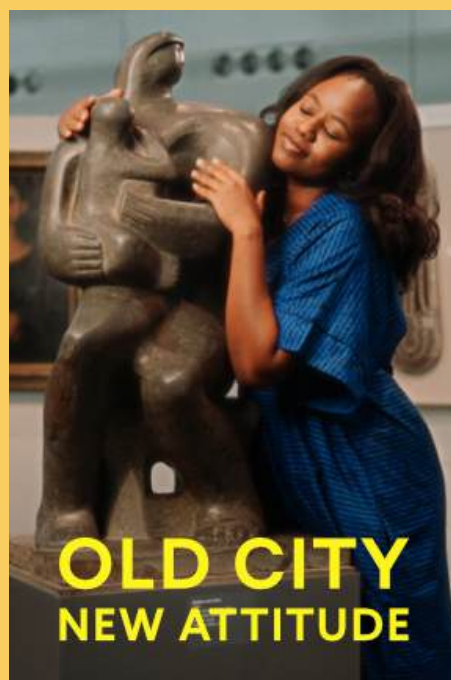
A great night out starts with feeling safe. Our Good Night Norwich campaign promotes awareness, encourages positive behaviours and helps people navigate the city responsibly after dark. By working alongside businesses and partners, the campaign supports a safer and more welcoming evening economy.

Creating the Magic of the Festive Season

Festive Lights

For many people, the festive lights are the moment that Christmas begins. Norwich BID's investment ensures that the city-wide lighting scheme can continue each year, creating an important sense of occasion, pride and anticipation while supporting the critical trading period that many businesses depend upon.





VisitNorwich

Shaping how Norwich is perceived, experienced and remembered



67,000+ followers



inspired through one of the region's largest destination marketing communities.

225,000+ city maps



distributed every year, helping tourists confidently explore Norwich.

160+ pieces of media



generated annually, providing an estimated £25 million in equivalent advertising value.

Putting Norwich on a National Stage

VisitNorwich PR

National media coverage does more than generate visibility; it shapes perception. Through proactive PR activity, Norwich regularly secures coverage in leading national and international publications, generating an estimated £25 million in equivalent advertising value and ensuring the city's story reaches audiences far beyond Norfolk. This sustained national profile has contributed to a growing recognition of Norwich, culminating in the city being named the UK's Best Place to Live by The Sunday Times in 2026.

Building the Desire to Visit Norwich

VisitNorwich Campaigns

People cannot choose a destination they do not know about. Our campaigns build awareness, challenge perceptions and position Norwich as one of the UK's most distinctive destinations, contributing to a larger ambition: ensuring Norwich earns a place on more travel shortlists. This approach has received multiple national accolades, including a win at the Travel Marketing Awards, while helping to strengthen Norwich's national profile.

The Digital Front Door to Our City

visitnorwich.co.uk

For many visitors, VisitNorwich is their first interaction with the city. Acting as Norwich's digital gateway, the platform connects people with everything the city has to offer while inspiring future visits. More than 2.2 million users have engaged with the website during the current BID term, helping turn interest into real-world economic impact.



Helping Visitors Navigate and Discover the City

Norwich City Map

With more than 225,000 copies distributed each year, the official city map remains one of the most important visitor tools in Norwich. It helps people confidently navigate the city centre while driving footfall across all districts, ensuring visitors discover more businesses, attractions and experiences during their stay.



Invest Norwich

Investing in the long term prosperity of Norwich



£2.3 million



secured in additional external funding, delivering greater value and impact beyond the BID levy.

55 million+



generated by Work in Norwich (WiN) campaign impressions, helping attract talent, investment and opportunity to the city.

300 buildings



identified as potential sites for our city-wide renewable energy network: the Norwich Solar System.

Investing in the Talent that Powers Norwich's Future

Work in Norwich (WiN)

Businesses can only grow if they can attract and retain talented people. Our award-winning inward investment platform, Work in Norwich (WiN), has generated more than 55 million campaign impressions and showcases Norwich as a place to build a career. By connecting employers with new audiences, it helps attract talent while strengthening the city's reputation as a destination for innovation, opportunity and quality of life.

Delivering More for Businesses through External Investment

Additional Funding for Norwich

Every pound of external funding secured helps deliver even greater value from the BID levy. Since the start of the current BID term, we have brought £2.3 million of additional investment into Norwich. By identifying opportunities, developing partnerships and securing new funding, we help deliver projects, initiatives and improvements that might not otherwise be possible.

Creating New Opportunities through Local Energy Innovation

Norwich Solar System

The Norwich Solar System represents a bold vision for the future of city-centre energy. Recognised as a finalist in the 'Clean and Green' Awards and winner of the Association of Town & City Management (ATCM) Best Climate Action Scheme award, the project brings businesses together within a shared local energy network to reduce costs, increase sustainability and position Norwich at the forefront of urban energy innovation.

Bringing Norwich's Business Community Together

Business Events & Engagement

Strong economies are built on strong relationships. Through regular events and engagement programmes, we create opportunities for businesses to connect, collaborate and influence the future direction of the city. Just as importantly, these conversations ensure Norwich BID remains informed by the needs of the businesses that it represents.



Removing Barriers to City Centre Access

Urban Mobility

A thriving city depends on people being able to access and navigate it easily. Through partnerships with organisations such as Beryl and EIT Urban Mobility, alongside advocacy and sustainable travel initiatives, we work to improve connectivity and reduce barriers to movement. We have established the Norwich Urban Mobility Group, bringing together transport operators and key stakeholders to identify challenges and develop projects that improve connectivity across the city. Together, these efforts help make Norwich more accessible, more sustainable and better connected for the future.



Building the Foundations for Future Visitor Economy Growth

Knowledge Transfer Partnership (KTP) Project

Business and events tourism have the potential to generate significant economic benefits for Norwich. Through an 18-month Knowledge Transfer Partnership (KTP) with the University of East Anglia, funded by UK Research and Innovation (UKRI), we are exploring opportunities to strengthen the city’s business events offer. This includes assessing the viability of a Convention and Visitors Bureau (CVB) and a dedicated conference centre, helping create the infrastructure and strategic framework needed to attract more conferences, events and investment to Norwich.

Encouraging Smart Savings on Essential Business Supplies

Norwich Buyers Club

Each year, more than 96 tonnes of single-use plastic is estimated to be produced by Norwich businesses. We created the Norwich Buyers Club in partnership with Surplush so that local businesses can save money on crucial supplies that they depend upon daily, such as kitchen roll, sanitising spray and other auxiliary products. From eco-friendly cups and cutlery to sustainable cleaning solutions and beyond, the product selection is carefully chosen for its sustainability credentials, quality, and positive impact on the environment.

Power of the collective

None of these achievements happen in isolation. Their true impact comes from bringing businesses, partners, institutions and communities together behind a shared vision for Norwich.

Whether attracting visitors, supporting businesses, improving safety, securing investment or building the city’s reputation, Norwich BID acts as the connector that turns individual efforts into collective success.

Because when a city works together, it achieves more than any organisation could alone.





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