



Issue 6 **NEWS**

Welcome to the latest edition of the BID newsletter

It's been a year since companies in Norwich voted to have a business improvement district like many other locations around the country. Many projects are now underway, these initiatives were drawn up after consultation with businesses and were highlighted with the [BID business plan](#). It has been a busy 12 months for the team, with many successes and achievements highlighted in this newsletter. As someone who helps pay for the BID through an annual levy, we want you to get involved with its activities and to help shape and drive the future of the Norwich BID. We would love to hear your ideas about what we can achieve together to make the city even more successful as a place to live, work and do business. We have already started putting plans in place for 2014 and have yet another busy year ahead of us!

Please feel free to share this newsletter with colleagues.
Stefan Gurney, Executive Director, Norwich Business Improvement District



ALERT Norwich Business Crime Initiative Launch Event

Norwich businesses are encouraged to find out if they qualify for discounted security radios, helping to reduce crime and disorder and antisocial behaviour.

On **14 November** we are re-launching "ALERT", the Norwich Business Crime initiative. Businesses are invited to visit Open, Bank Plain, any time between **9:00 and 17:00** on the 14th to find out more about the scheme, to sign up to ALERT and to take advantage of new annual discounted rates.

Through £25,000 of funding received from Norfolk's County Community Safety Partnership and Norfolk Police, businesses operating in the evening economy can sign up to ALERT project 150 and participate in the evening **radio scheme for only £150** per annum. Funding offered by Norwich BID reduces the cost of the day time ALERT scheme to £300 per annum for BID members.

The scheme aims to reduce crime and disorder and antisocial behaviour in Norwich businesses, retail and night time economies, making Norwich a safer place. The scheme provides a new digital radio security system, an online information sharing database system "sircs", a 24/7 control room and links directly to CCTV and the police.

For more information please read the following [information pack](#).

City Hosts - Here to Help

You have probably already seen our City Hosts out and about in Norwich, they are hard to miss, wearing highly visible BID-branded "Here to Help" blue tabards. Out on the streets of Norwich every day of the week, the hosts are on hand to help and assist visitors, shoppers and locals. Speaking to an average 75 people per day, they are mainly asked for directions to shops and attractions.

Recruitment for volunteer hosts is on-going, if you know someone who might be interested in sharing their knowledge and passion for Norwich please encourage them to visit the City Hosts [webpage](#) for more information and details of how to apply.



*City hosts helping visitors to Norwich.
Photo: Bill Smith, Eastern Daily Press*

Thursday Evening Events Enliven Norwich City Centre

On Thursday, 11 July, to help support the early evening economy we launched a 12 week programme of street entertainment encouraging people to stay in the city.

To enliven, enrich and add to the vibrancy of the city centre, events took place every Thursday between 5pm and 9pm at Timberhill, St Georges Street and Gentleman's Walk. Market research showed that 11% of people came to Norwich specifically because of the events and 27% had prior awareness of them taking place. The findings will help shape plans for next year. If you have any suggestions please let us know as we are starting to plan for 2014 now.



Rabo de Foguette entertaining the crowds on Gentlemans Walk

Norwich Evenings Head Out, Not Home

The Head Out, Not Home campaign encourages people to stay out and enjoy vibrant evenings in Norwich. The campaign included radio and bus advertising and posters and flyers. If you would like any marketing materials to help promote the campaign for you, please contact [Rachael](#) or call 01603 727928.

A '**Norwich Evenings**' Facebook page has been created, with over 400 page likes and a target audience of 16 - 45 year olds we encourage all early evening businesses to **use this group** to promote events, special offers and promotions etc. If you have any questions please contact [Rachael](#).



Key Events

We have supported several important events in the city centre, all of which help attract people to spend longer in Norwich. These include Norwich Fashion Week, Norwich City of Ale, the Norwich Food Festival Weekender and the GoGoGorillas trail, all of which have had an impact on Norwich, helping drive new visitors, increasing consumer spend and raising the profile of the city. We will be getting involved in more next year, stay posted for updates!



Working with Greater Anglia and Network Rail we placed Boris the BID Gorilla into the UK's busiest train station, London Liverpool Street, a month prior to the gorilla trial taking place in the Norwich. Seen over 3 million times, Boris was a useful marketing advertisement for the city, encouraging people to visit Norwich and participate in the trail.

What's Next?

Norwichchristmas

Thursday, 21 November will see the Norwich Christmas light switch-on celebrations take place, and BID as project lead are pleased to announce a city wide investment of £300,000 over three years into new Christmas lights to dazzle and sparkle throughout the streets of Norwich. Look out for the FREE BID Norwichchristmas magazine hitting Norwich soon.

Park and Ride Lobbying

We are undertaking research to find out if the current Park & Ride service for Norwich meets the needs of passenger and the business community. The research finding will suggest potential recommendations, developments and improvements to the current Park & Ride service.

Free WIFI for the City

We are currently working on the delivery of free WIFI for the BID area. This will be an attractive proposition for visitors and users of the city.

Waste Initiative

One of our main objectives is to set up a waste management and recycling service providing an economical, good value service, reduced waste collection costs and a convenient and easy service for businesses to recycle their waste. For more information please contact [Carl](#) on 01603 753347.

Norwich App

Look out for the Norwich App towards the start of next year, all BID businesses will have the opportunity to be featured and we will contact you soon requesting full company details for inclusion. This is a great marketing and promotional opportunity and is included as part of your levy - don't miss out!

Follow Us, Join Us Be Social

Remember to read more about our projects and progress on our [website](#) or follow us on Twitter at [@Norwich_BID_UK](#). We have also a LinkedIn Group ([Norwich Business Improvement District](#)), where we invite you to join and be part of the conversation; we would welcome your views.

Get Involved

We can only exist with your support and we are working hard for businesses in Norwich, if you have any ideas or suggestions or to find out how to get more involved helping shape activities for the city centre, please [email us](#) or call **01603 727930**.

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