

# LEADER'S

BUSINESS RECEPTION  
FEEDBACK AND EVALUATION

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Norwich Castle  
29 June 2017

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**NORWICH**  
City Council

# Introduction

The reception began with a welcome by Councillor Alan Waters, leader of the council, who also talked about the development of a vision for the city of Norwich.

The second presentation of the evening was given by Peter Mitchell in his capacity as chair of the Norwich Business Improvement District. A final presentation was given by Professor John Last, principal of Norwich University of the Arts. The evening's presentation slides accompany this report.

The presentations were followed by a brief question and answer session. As usual, the business reception concluded with round table discussions. Key points raised during the discussions are summarised below.



## Round table discussions – summary of key points

Delegates were encouraged to take part in free ranging discussions which took place after the presentations. Each of the ten tables was hosted by a councillor, a senior member of city council staff or a business leader who captured the main elements of the discussions. A summary of the key points are below:

### The city vision and economic growth

- The city council should work more closely with as many businesses as possible to develop the vision for the city.
- The current local authority governance structures are too complicated.
- How do we accelerate growth and ensure it provides opportunities for all?
- Need to be more inclusive in developing the vision, include disadvantaged groups.

### Educational attainment and job opportunities

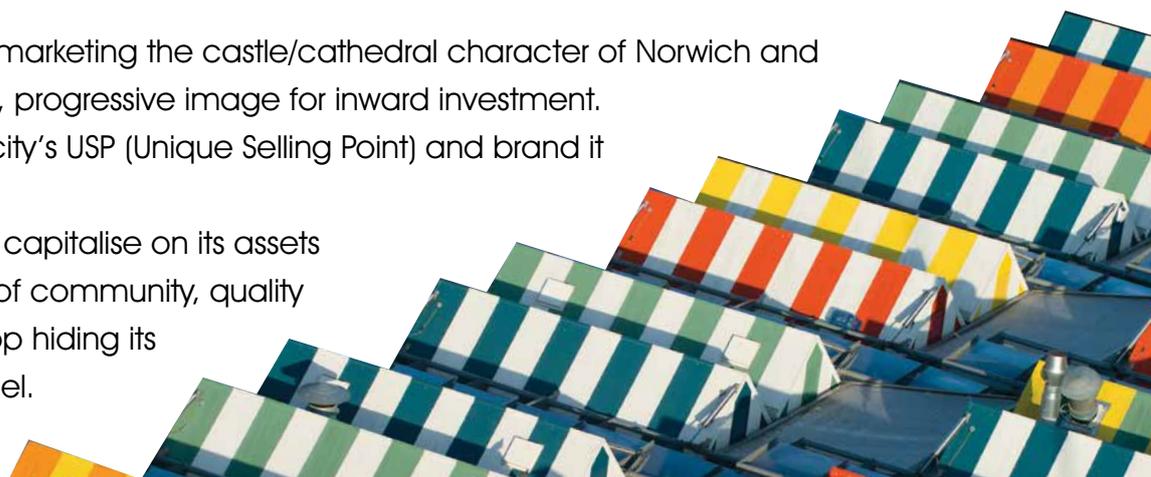
- More investment is needed in the school system locally, particularly in the early years stage.
- Young people need to be inspired and shown the wide range of opportunities available to them.
- Engineering is facing a skills shortage so there is a need for a course at City College Norwich.
- Need to attract people to Norwich and ensure we retain more graduates.

### Transport

- Standard of rail links providing connection to London and Cambridge is still poor and doesn't give a good impression of the city to visitors, as either a tourist or a business destination.
- Need better gateways into the city.
- Public transport into the city is still poor, particularly from the rural areas.

### Profile-raising

- Move away from marketing the castle/cathedral character of Norwich and promote a young, progressive image for inward investment.
- Need to find the city's USP (Unique Selling Point) and brand it accordingly.
- Norwich needs to capitalise on its assets (quirkiness, sense of community, quality of life etc) and stop hiding its light under a bushel.



## Event evaluation

Around three-quarters of delegates completed an event evaluation form. The form asked them to rate various aspects of the event on a scale of 1 to 5, where 5 is excellent and 1 is very poor. The findings are summarised below:

- **Venue:** 85 per cent of respondents rated the castle as good (28 per cent) or excellent (57 per cent).
- **Presentation sessions:** 80 per cent rated the presentations as good (39 per cent or excellent (41 per cent). A further 17 per cent of respondents rated the sessions as average and 3 per cent rated them as poor.
- **Round table discussions:** 95 per cent of respondents rated the table discussions as good (34 per cent) or excellent (61 per cent). Around 4 per cent of respondents rated the discussions as average and 1 per cent as poor.
- **Event recommendation:** 100 per cent of respondents said they will recommend the event to other colleagues.
- **Overall event rating:** 98 per cent of respondents rated the event as good (51 per cent) or excellent (47 per cent) and 2 per cent rated it as average.

