

The background of the slide is a dark blue, semi-transparent image. It depicts two individuals, likely a man and a woman, standing in profile and looking at a large, light-colored surface that appears to be a map or a digital display. The image is out of focus, emphasizing the text overlay.

# Norwich 2040 City Vision

#norwich2040

# Bigging up the city: how we can all promote Norwich

**Caroline Mayers**

Norwich Business Improvement District







**NORWICH**  
BUSINESS IMPROVEMENT DISTRICT



Conference 22-11-2018

**norwich** 2040  
city vision

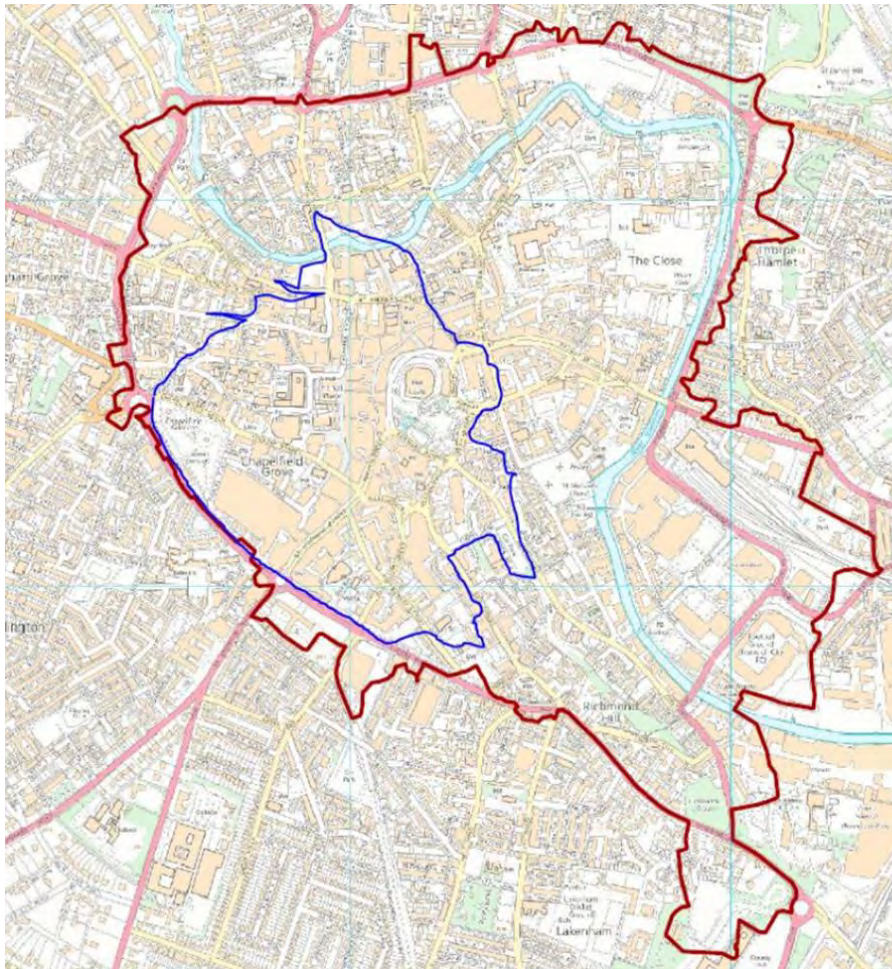


# Norwich BID – Term 2



**NORWICH**  
BUSINESS IMPROVEMENT DISTRICT

**Vision – “Make a clear positive impact on the vitality of our city centre and the success of businesses within it.”**



- A fund to improve and enhance the commercial environment
- **746** businesses
- **88%** by number and **94%** by rateable value voted yes.
- Run **FOR** local business **BY** local businesses
- Board elected – **19** local businesses
- **5** Year business plan
- Levy payment used effectively on priorities for the city - **£5m** over **5 yrs**

**Promoting Norwich**

**Norwich Experience**

**Stronger Voice**

# Promoting Norwich



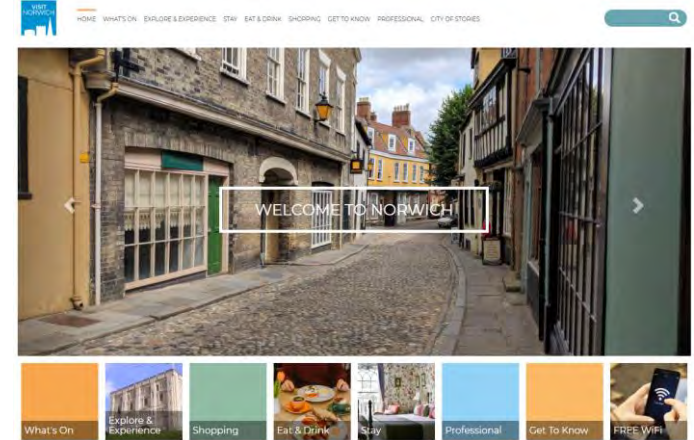
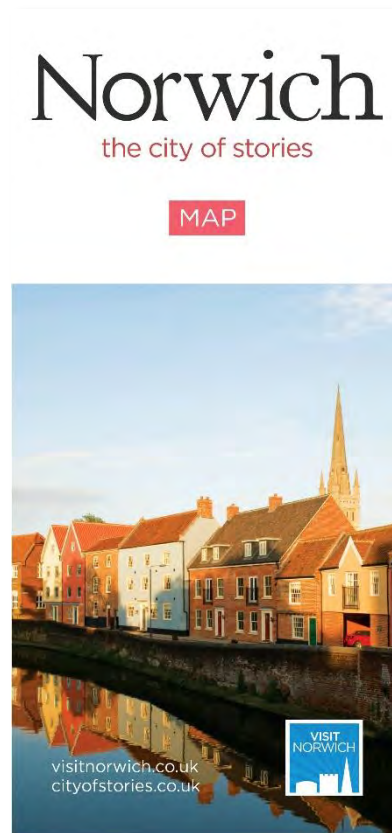
Norwich  
the city of stories

Conference 22-11-2018

norwich 2040  
city vision



# Promoting Norwich





# Norwich Experience



**NORWICH**  
BUSINESS IMPROVEMENT DISTRICT



ATM  
**Purple  
Flag™**

break Find out more  
GO GO HARES 2018



# Norwich Experience



# Norwich Experience



**NORFOLK  
& NORWICH  
FESTIVAL  
2018**

**NORWICH  
FASHION  
WEEK**

**NORWICH  
FILM  
FESTIVAL**

**NOIRWICH**  
CRIME WRITING FESTIVAL

**NORWICH LANES  
SUMMER  
FAYRE** 9TH JULY 2017

**NORWICH  
RESTAURANT  
WEEK**

**THE  
Paston Treasure**  
*Riches & Rarities of the Known World*  
#PastonTreasure  
Norwich Castle Museum & Art Gallery  
23 June - 23 September 2018

**BLUES  
EXPLOSION**

**British  
Art  
Show  
8**

**TALKING STATUES**  
**NORWICH**  
2017-2018  
Type or Scan  
The City of Stories

**RUN  
NORWICH**

**Norwich  
Dragon Festival**

**YOUNG  
NORFOLK  
ARTS**

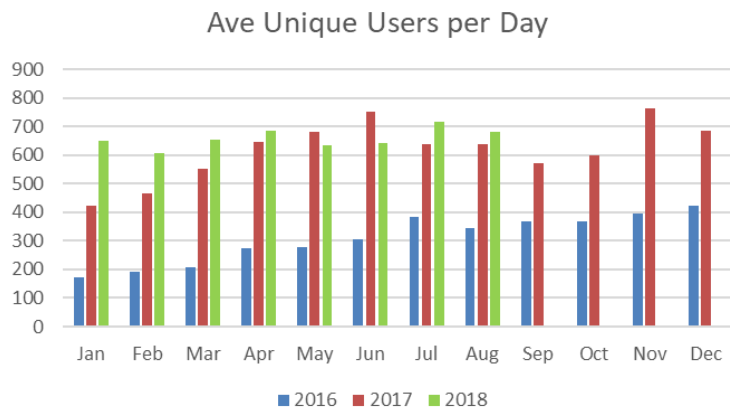
- Noirwich
- Norwich Film Festival
- Norwich Fashion Week
- Norfolk & Norwich Festival
- Norwich Restaurant Week
- Norwich Lanes Summer Fayre
- British Art Show 8
- Paston Treasure
- Young Norfolk Arts
- Talking Statues
- Norwich Blues Explosion
- Norwich Dragon Festival
- Run Norwich



# Stronger Voice



## Waste & recycling scheme



## Data dashboards

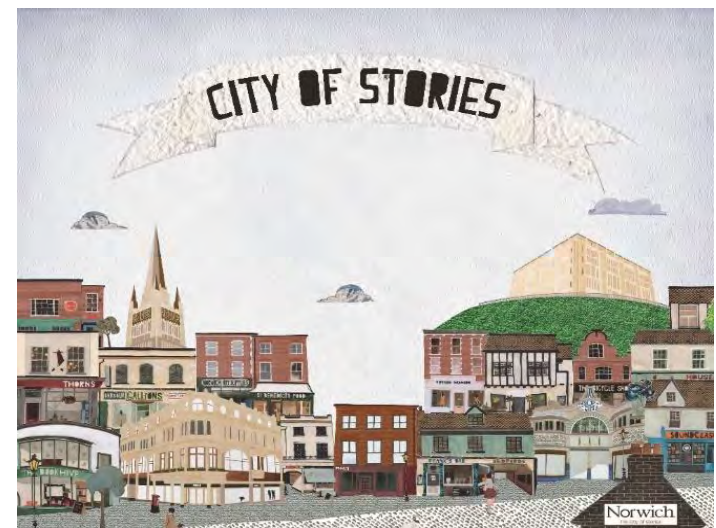


## Wayfinding/ signage

## Free city Wifi



## City Murals







THE  
FUTURE  
WILL BE  
DIFFERENT

BEAUTIFUL

Savage

So how do you brand a city?



Here you are at  
the cinema...



I  NY®

An aerial photograph of a city, likely Stockholm, Sweden, taken during sunset. The sun is low on the horizon, casting a warm, golden glow over the city and the water. The city features a mix of historic architecture, including domes and spires, and modern buildings. A large body of water is visible on the left, with a bridge crossing it. In the foreground, there are industrial areas with docks and ships. The overall scene is a blend of urban development and natural beauty.

CALL NOW

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**THE SWEDISH NUMBER.COM**





This is where the rivers Glaslyn and Dwyfor meet on the northwest coast of Wales. Nearby is Portmeirion, a Mediterranean-style village overlooking the wide estuary of the Dwyfor river. From there you can see the mountains of Snowdonia, which have drawn generations of visitors, from climbers preparing to conquer Everest, to weekend walkers. This is just one piece of the puzzle we call home. A modern country with an ancient heritage. A nation which speaks two languages (or more), often at the same time. A place to come and step outside yourself, and do something amazing. Welcome to our Year of Adventure 2016.

2016 | [visitwales.com](http://visitwales.com)



# This is Wales.







How are  
we going to refresh  
brand Norwich?





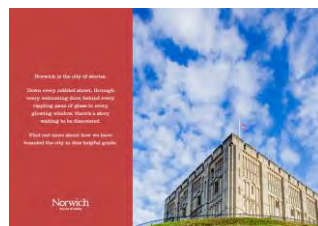
Nov 2018

Creative Tender



Nov/Dec 2018

Brand guidelines



Jan/Feb 2018

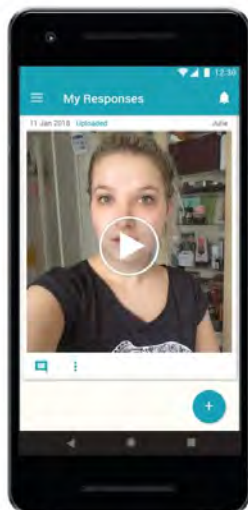
Pilot wayfinding



New city map

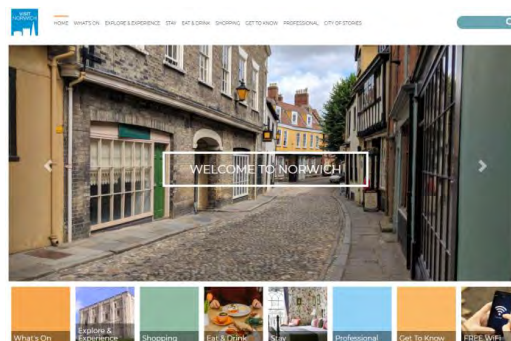


Dec 2018



Audience research

Jan 2019



Website Tender

Spring 2019



**NEW BRAND**  
Summer 2019

30 Mar – 7 Apr  
English Tourism  
Week

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# What are we pushing against?

Unless you've visited before or have  
a connection, **you're unlikely to  
come to Norwich**

**32%**

Struggle to place  
Norwich on a UK map

**14%**

Have visited for a leisure  
break in last 5 years



But once you've come, you'll  
**recommend and want to return**

**7.3**

Mean score out of 10

**74%**

Who have visited  
would consider another trip

# Where we can start



**Everyone  
in this room**

**Citizens**

**Businesses & City Users**

**UK Domestic Tourists**

**Students & Parents**

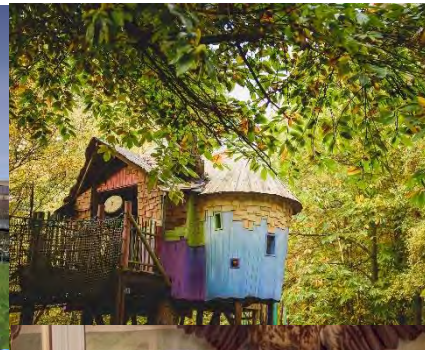
**International visitors**

Collaboration will be key



# We have amazing messages to share!

Norwich  
*City of Literature*



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# Norwich

the city of stories

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