



VisitNorwich
The City of Stories



Norwich
Business
Improvement
District

Press Release

Embargo including film release until 11:00AM Thursday 6 August 2020

NEW *Norwich, the City of Stories* film launches campaign to bring residents safely back into Norwich

Norwich Business Improvement District (BID) and VisitNorwich are launching a new film, headlining a campaign aimed at Norfolk residents. The '**Norwich, the Next Chapter**' campaign aims to inspire confidence in city users, encouraging them to safely return back to Norwich. The film focuses on the human moments we've missed, showing people that life is in the city again, that safety measures are in place and it's still an exciting place to visit.

Watch the film [here](#).

Taking cues from the city's brand: 'Norwich, The City of Stories', '**Norwich, The Next Chapter**' is a hopeful and positive campaign. An invitation to come back to Norwich and support local businesses. Letting people know that it's business *unusual* in Norwich.

The campaign launches with a 1-minute film featuring on visitnorwich.co.uk, social media and YouTube. The film is uplifting and emotive, with the city's residents and businesses as the star. Importantly, it acknowledges the changes we are all making coming out of lockdown, but tells the story of the little, everyday moments that make life in the city special. That we are turning a corner, making up for lost time, and starting to get back to what we have missed: familiar faces and our favourite places.

The online campaign on visitnorwich.co.uk offers new pages of helpful and inspirational content:

- **This is Business Unusual:** practical information a visitor might need before a trip or overnight stay; frequently asked questions about visiting Norwich and how to stay safe; information about what's open; links to travel information and information on VisitEngland's 'We're Good to Go' industry standard mark and 'Know Before You Go' consumer campaign.
- **Make up for lost time:** inspirational content; who's taking part in the 'Eat out to Help Out' scheme; itineraries for families, couples and friends with suggestions of

places to visit, stay and enjoy within Norwich and Norfolk; new cultural events to book (such as Interlude from Norwich Theatre and Anish Kapoor at Houghton Hall)

- **Here's looking at you, Norwich:** A celebration of Norwich residents and community including 'Settee of Stories': a series of interviews featuring the people behind some of our most-loved local businesses.

Since April, **Norwich BID** has been holding regular 'Planning Ahead Team Meetings' with businesses across the city. These meetings have been held across industries (including in retail, hospitality and leisure, and marketing), and have been designed to seek a representative view of how the city recovers amidst the impact of Covid-19. Speaking to businesses within Norwich has informed initiatives such as free training and support sessions, and physical distancing resources, and now has helped shape this campaign to reanimate the city.

Rob Davies, Managing Director, oneone communications said, "To get Norwich ready to reopen it was critical to have good leadership and rapid collaboration. Norwich BID assembled the Marketing PAT team with people who had a passion for the city plus also the expertise to understand what was needed and could also play a key role to make things happen in a very tight timeframe. I am delighted as a city centre resident and business owner to see Norwich full of life with people actively supporting the retail community and hospitality sector."

Stefan Gurney Executive Director of Norwich BID said: "Our new campaign for the City of Stories is all about the people and businesses that make Norwich so unique. We want to make everyone feel confident that they can return safely to the city, and come back to the places we all know and love. Businesses in the city centre have gone to huge lengths to keep their customers safe and re-open with social distancing in mind; we want to support them by spreading the word about 'Norwich's Next Chapter'."

This summer in Norwich and Norfolk

- Norwich City Hosts are back out in Norwich welcoming and assisting people in the city.
- Eat Out to Help Out.
- Interlude - Norwich Theatre in Partnership with Lost in Translation staging live performances in Norwich for a 6-week period between 10 Aug and 20 September 2020 supported by Norwich City Council and Norwich BID.
- Afternoon Tea at The Assembly House.

- The Sainsbury Centre for Visual Arts and Sculpture Park including two exhibitions: Art Deco By the Sea and Art Nouveau: The Nature of Dreams.
- Paul Dickson Walking Tours.
- City Escape Games (outdoor) - Mayor Murder Mystery.
- Picnics and socially distanced get togethers in Norwich green spaces: Plantation Garden, Chapelfield Gardens, Memorial Gardens, Castle Green, St Gregory's Green, Norwich Cathedral gardens, Sainsbury Centre for Visual Arts Sculpture Park and Whitlingham Country Park.
- Norwich Cycling and Walking: Whitlingham Country Park, Marriott's Way and Boudicca Way.
- Millennium Garden by Piet Oudolf marks 20th anniversary at Pensthorpe Natural Park.
- Anish Kapoor at Houghton Hall.
- Holkham Hall: Feast in the Park.
- Heritage Open Days Norwich & Norfolk 11-20 September 2020.
- New attraction and live shows daily at Roarr! Dinosaur Adventure.
- Bure Valley Railway – book your own reserved compartment.
- Wroxham Miniature Worlds.
- Day boat hire with Norfolk Broads Direct.

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Notes to editors

For more images and interviews contact Mel Cook, VisitNorwich PR & Marketing Manager on 07976 702563 melanie.cook@norwichbid.co.uk

Norwich, The Next Chapter - <https://www.visitnorwich.co.uk/norwich-the-next-chapter/> | www.visitnorwich.co.uk

Social Media: #NorwichNextChapter #cityofstories #visitnorwich | **Twitter:** @VisitNorwich; @NorwichBIDUK | **Insta:** @visitnorwich; @norwichbiduk

Facebook: www.facebook.com/visitnorwichcityofstories/

YouTube: <https://youtu.be/t76XH-pP08I>

About Norwich BID

- Established in November 2012 the Norwich Business Improvement District (BID) is run for local businesses by local businesses.
- The BID covers a defined area of Norwich where businesses plan how to improve their trading environment, identifying additional projects and services that develop the city centre and trade. Investment in the BID area aims to enhance and promote the local environment for businesses, employees, customers.
- The overarching vision is to: Make a clear positive impact on the vitality of our city centre and the success of the businesses within it.

About VisitNorwich

- VisitNorwich is the Destination Marketing Organisation (DMO) for the Norwich area and is the tourism destination marketing function of Norwich Business Improvement District (BID) - www.visitnorwich.co.uk.
- VisitNorwich is a membership organisation within Norwich BID and its activities are funded by Investment Partners, public sector stakeholders including Norwich City Council and directly by Norwich BID.
- VisitNorwich's sole focus is to promote and develop the destination and support its Investment Partners through collaborative marketing, research, information and business advice.
- Total value of tourism in Norwich is £765,051,590 including 13,358,300 trips (day and staying) - Destination Research: Economic Impact of Tourism report 2018.
- In 2019 Norwich Market was named Best Large Outdoor Market in the Country in The Great British Market Awards.
- In 2019 Norwich became the UK's first Sharing City part of the Sharing Cities Alliance.

About VisitEngland's We're Good To Go and Know Before You Go

- We're Good To Go is a VisitEngland free UK-wide industry standard and consumer mark to reassure customers within the tourism industry that their business adheres to Government and public health guidance. For more information go to: <https://www.visitbritain.org/business-advice/were-good-go-industry-standard>
- Know Before You Go is a national campaign to empower consumers to inform themselves before booking a trip. The campaign has been designed to support tourism recovery as businesses get ready and begin to reopen, reassure visitors, build consumer confidence and encourage them to visit responsibly. Know Before You Go is a clear and simple message that compels those intending to travel within the UK, to check before setting off. It is also a tool to reassure local residents that steps have been taken by local tourism businesses and the industry to encourage visitors to research before they leave home and therefore travel responsibly and respectfully.