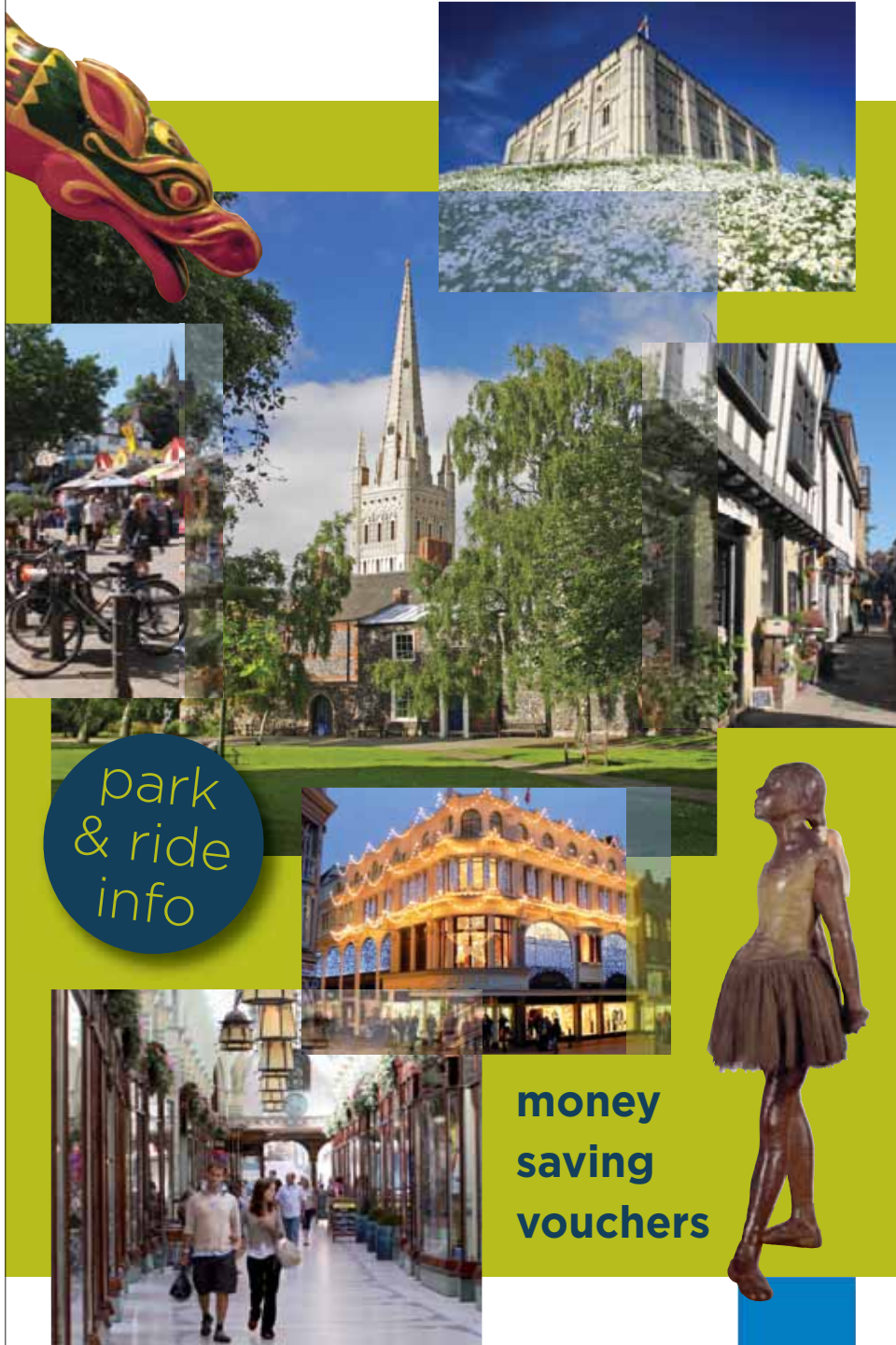


2014/15

# Norwich

## Map

SHOPPING & ATTRACTIONS



park  
& ride  
info

money  
saving  
vouchers

[www.visitnorwich.co.uk](http://www.visitnorwich.co.uk)  
[twitter.com/visitnorwich](https://twitter.com/visitnorwich)



## welcome to norwich

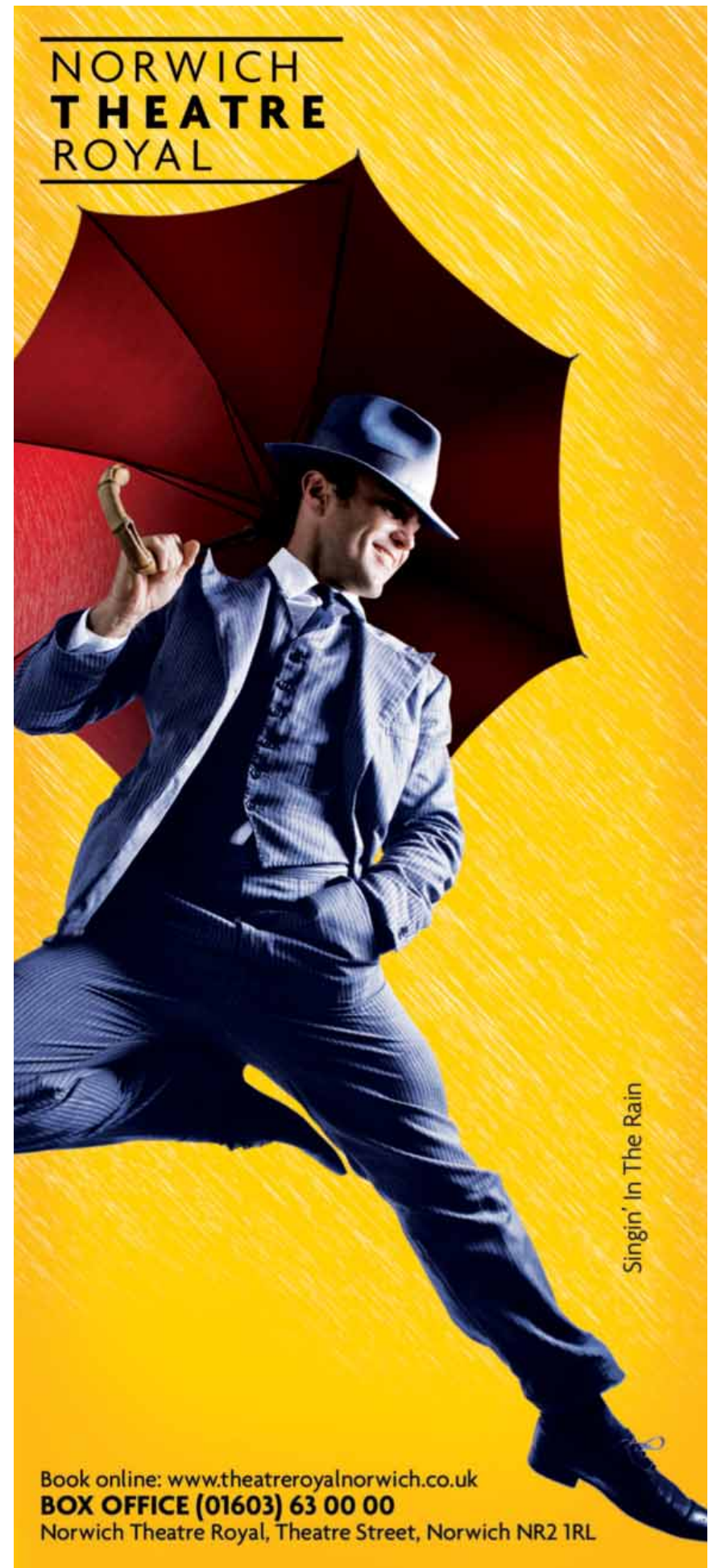
To plan your visit go to [www.visitnorwich.co.uk](http://www.visitnorwich.co.uk) or email [tic@visitnorwich.co.uk](mailto:tic@visitnorwich.co.uk). For advice, guided tours, leaflets, maps and gifts, the **Tourist Information Centre** (01603 213999) is located in The Forum.

Next to the tourist information centre, **The Forum Shop by Jarrold** showcases the very best arts and gifts of the region. All products are made locally or capture the essence of Norwich and Norfolk's special appeal.

### Explore and experience Norwich with our guidebook

Compiled by local experts at the Tourist Information Centre, it includes walking maps, attractions, entertainment and much more.

Available from the city's Tourist Information Centre at the Forum.



Book online: [www.theatreroyalnorwich.co.uk](http://www.theatreroyalnorwich.co.uk)  
**BOX OFFICE (01603) 63 00 00**  
Norwich Theatre Royal, Theatre Street, Norwich NR2 1RL

# norwich attractions

◀ see over for map, where to shop & vouchers

Discover Norwich's best loved and most popular attractions which include Norwich 12 buildings.

[www.thenorwichattractions.co.uk](http://www.thenorwichattractions.co.uk)



## museum of norwich at the bridewell

The Museum of Norwich celebrates the story of the city and its people. Discover how their lives changed as new industries catapulted Norwich into the world market, with Caleys, Colmans and Start-rite all becoming household names.  
Open all year: Tuesday to Saturday 10am to 4.30pm



map ref C4 a

[www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)  
Tel: 01603 629127

## city sightseeing bus tours

Discover Norwich aboard the City Sightseeing open top bus. Hop on, hop off at 10 stops near to the main attractions and at the railway and bus stations. Find out about the city from the on board commentary. Tickets valid 24 hours. Starts outside Theatre Royal on Theatre Street at 10.30 and runs hourly until 15.30, operates Apr-Oct. Tickets available on the bus. See map for stops.

map ref D3 b

[www.awayadays.com](http://www.awayadays.com)  
[www.city-sightseeing.com](http://www.city-sightseeing.com)  
Tel: 01263 587005



## colman's mustard shop & museum

A replica Victorian shop stocking an extensive range of exclusive Colman's Mustard products and showing displays on 200 years of Colman's Mustard in Norwich. Housed in the beautiful art nouveau Royal Arcade, it is a great place to buy local gifts and produce as well as souvenirs of Norwich. Free to enter. Open Monday – Saturday 10.00am – 5.00pm; Sundays (July-December) and Bank Holiday Mondays 11.00am – 4.00pm.



map ref D4 c

[www.mustardshopnorwich.co.uk](http://www.mustardshopnorwich.co.uk)  
Tel: 01603 627889

## jarrold

A family run department store since 1823, Jarrold's historic building stands proudly in the heart of the city centre. Twice winner of the Independent Store of the Year award, Jarrold's unique mix of exclusive brands, local products and choice of 3 fabulous restaurants, make it a must-visit shopping destination for locals and visitors alike – there's something for everyone.

**Don't miss:** the Jarrold shop in The Forum, showcasing the very best in gifts and art of the region.

map ref D4 d

[www.jarrold.co.uk](http://www.jarrold.co.uk)  
Tel: 01603 660661



## strangers' hall

Explore this magnificent Tudor house and see room settings enriched with period textiles and furniture. Admire the Great Hall, panelled Walnut Room, historic toy collection and delightful 17th century knot garden.  
Open: 19 February – 24 May and 29 September – 20 December 2014  
Wednesday and Saturday only 10am – 4pm 28 June – 27 September 2014  
Wednesday to Saturday 10am – 4pm



map ref C3 e

[www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)  
Tel: 01603 493625/667229

## THE FINEST SHOPPING IN NORWICH SINCE 1823



JARROLD STANDS PROUDLY IN THE CENTRE OF THE CITY

A family run department store since 1823. Jarrold's reflects Norwich perfectly, combining a unique and contemporary shopping experience with a sense of heritage.



PERFUME  
FURNITURE  
BOOKS  
STATIONERY  
HOMEWARE  
TOYS  
SHOES  
LINGERIE  
CHINA  
FASHION  
DELI  
CAFÉ  
MENSWEAR  
LINENS



IN STORE • ONLINE • MOBILE

LONDON STREET, NORWICH  
01603 660661  
JARROLD.CO.UK

# JARROLD



## norwich 12

For more information visit [www.norwich12.co.uk](http://www.norwich12.co.uk) or pick up the Norwich 12 leaflet from Norwich Tourist Information Centre.

Norwich 12 is the UK's finest collection of individually outstanding heritage buildings spanning the Norman, medieval, Georgian, Victorian and modern eras. As well as the five buildings highlighted below, the 12 features the medieval Great Hospital; The Halls medieval friary complex; the medieval city hall The Guildhall; the Georgian Assembly House; English Industrial Revolution St James Mill; the Edwardian Surrey House, and municipal City Hall.



## cathedral of st john the baptist

map ref D1 f

The Cathedral of St John the Baptist offers a special place of prayer and peace amid Gothic grandeur, some stunning stained glass and fine stonework. Do also visit the Narthex – an award-winning visitor centre where you can learn more about the Cathedral and enjoy relaxing in the Refectory and garden. **Don't miss** a tower tour – for a fantastic view of the city and surrounding countryside!

[www.sjbcathedral.org.uk](http://www.sjbcathedral.org.uk)  
Tel: 01603 724380



## dragon hall

map ref E6 g

A unique grade I listed medieval trading hall with historic carved dragon. The hall is open as a museum and tells the fascinating story of commerce, trade and civic life in the 15th century through an audio tour and displays. Family friendly trail and costumes to try on. Their shop includes unusual gifts and locally produced goods. Also an outstanding venue for events, weddings and functions. Open to visitors April – 30 October. Events programme throughout the year.



[www.dragonhall.org](http://www.dragonhall.org)  
Tel: 01603 663922



## the forum

map ref D4 h

There's always something going on at The Forum. Enjoy free exhibitions, events, markets and entertainment all year round, right in the centre of Norwich. The Forum is also home to the Norfolk and Norwich Millennium Library, BBC East, the Norwich Tourist Information Centre, Pizza Express and our popular coffee shop. Follow us on Twitter - @TheForumNorwich - and Facebook - The Forum, Norwich.

[www.theforumnorwich.co.uk](http://www.theforumnorwich.co.uk)  
Tel: 01603 727950



## norwich castle museum & art gallery

map ref D5 i

One of the City's most famous landmarks, Norwich Castle, was built by the Normans as a Royal palace 900 years ago. Now a museum and art gallery, it is home to outstanding collections of fine art, archaeology, natural history and costume and textiles. Open all year: Mon - Sat 10am-4.30pm. Sunday 1pm-4.30pm 30 June – 28 September 2014 open til 5pm



[www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)  
Tel: 01603 495897



## norwich cathedral

map ref B6 j

The most complete Norman cathedral in England, Norwich Cathedral is one of England's greatest cathedrals. But this beautiful building is much more than a cathedral. After you have unearthed over 900 years of history and explored the awe-inspiring cathedral, you can discover the largest cathedral close and monastic cloister in England, view an inspiring exhibition, enjoy a light lunch or coffee and cake in the Refectory and experience the tranquillity of the Herb and Japanese Gardens.

[www.cathedral.org.uk](http://www.cathedral.org.uk)  
Tel: 01603 218300



A beautiful area of the city with a rich heritage, diverse cultural activity and a continental atmosphere.



### Heritage

Norwich Cathedral  
The Great Hospital  
St George Tombland

### Cafes, Bars & Restaurants

Take 5 Cafe Bar  
The Winepress@Wensum  
The Glasshouse  
Shiki Japanese Restaurant  
Britons Arms Cafe & Restaurant  
The Forget-me-not Cafe  
The Refectory, Norwich Cathedral

### Independent Shopping

Tombland Bookshop  
The Bear Shop  
Elm Hill Craft Shop  
The Jade Tree

### Pamper

Cutting Crew Organic  
Hairdressing  
The Beauty Room

### Arts & Culture

Mandells Gallery  
Hungate Art  
Anteros Arts Foundation  
Norwich Puppet Theatre



[www.norwichcathedralquarter.co.uk](http://www.norwichcathedralquarter.co.uk)

[Twitter.com/NorwichCQ](https://twitter.com/NorwichCQ)

[Facebook/NorwichCathedralQuarter](https://facebook.com/NorwichCathedralQuarter)

## the old skating rink gallery

This Victorian architectural gem houses a permanent collection of South Asian decorative arts and crafts and paintings from the 18th century onwards. Oriental rugs, furniture, furnishings, clothes and accessories from countries from Turkey to China are sold. Exhibitions, talks and tours. Open: Monday - Saturday 9.30am to 5pm



map ref D3

k

[www.sadacc.co.uk](http://www.sadacc.co.uk)

[www.countryandeastern.co.uk](http://www.countryandeastern.co.uk)

Tel: 01603 663890

## the plantation garden

Discover The Plantation Garden, a wonderfully restored idiosyncratic late Victorian town garden, including a gothic fountain, rustic bridge, an Italianate terrace and hundreds of architectural details fashionable in the mid 19th century. Open daily, small entry fee, teas on Sunday afternoons May-September. Also group tours by arrangement, see website.

map ref D1

l

[www.plantationgarden.co.uk](http://www.plantationgarden.co.uk)

Tel: 07504 545 810



## sainsbury centre for visual arts

Enjoy a relaxing interlude in your day at the Sainsbury Centre, just a short bus ride or car journey from the shopping centre. This landmark building, designed by Norman Foster, is set in beautiful parkland at the University of East Anglia (UEA). Discover world and modern European art by artists such as Henry Moore in the permanent collection (free) and stunning special exhibitions. The gallery is family friendly with fun activities for children and a children's menu in the café. Closed Mondays. Check website for opening times.



map ref D1

m

[www.scva.ac.uk](http://www.scva.ac.uk)

Tel: 01603 593199

## norwich city football club stadium tours

Share in the heritage and history of Norwich City in the form of a unique tour which uses memorable photographs and sounds as you soak up the atmosphere of the famous Carrow Road stadium on our 90 minute official stadium tour. Please call Norwich City Football Club for the latest stadium tour dates and times.

map ref F8

n

[www.canaries.co.uk](http://www.canaries.co.uk)

Tel: 0844 826 1902



## insider tips!

- Hop on a 25, 25A or 25X bus from Norwich Railway Station or Castle Meadow to the Sainsbury Centre for Visual Arts. If travelling by car, parking is easier in the afternoons and at weekends. The Costessy Park & Ride Bus also stops at the university and runs Monday to Friday.
- Treat yourself to afternoon tea at Jarrolds, Norwich Cathedral's Refectory, the Refectory at St John the Baptist Cathedral or, in the summer months, Plantation Garden.
- Take a dungeons or battlements tour at Norwich Castle for remarkable histories and spectacular views.
- Check out [www.visitnorwich.co.uk](http://www.visitnorwich.co.uk) for events that take place in the Norwich Attractions throughout the year.



Pete Huggins



# where to shop Norwich a top ten place to shop\*



**2** **intu chapelfield** E3

Stylish, contemporary environment with over 80 shops, 19 tempting cafes & restaurants and the only House of Fraser in the region.  
**Don't miss:** Apple, Hollister, H&M and Wagamama.  
[www.intuchapelfield.co.uk](http://www.intuchapelfield.co.uk)



**3** **marks & spencer** E4

This expanded and modernised store offers stylish, great value clothing for men, women & kids. Homeware floor and Cafe, Foodhall, Hot Food on the Move and M&S Kitchen all add to the offer.



**4** **royal arcade** D4

Built in 1899, the impressive art nouveau Royal Arcade provides an attractive setting for a mixture of independent & well-loved stores.  
**Don't miss:** Jamie's Italian, Langley's Toy Store, The Tannery, Macarons & More and Berrys & Grey.



**5** **norwich market** D4

Up to 200 market stalls selling a huge range of products and services – the largest six day open air market in the country.  
**Don't miss:** Taxi Vintage Clothing, Blossom records, food stalls and Fudge Company.



**6** **timber hill** E5

Once a timber market, today an attractive pedestrianised street with a range of specialist individual shops.  
**Don't miss:** Cocolino, Ginger, The Camera Exchange and The Murderers/Gardener's Arms.




**7** **gentleman's walk** D4

The main pedestrianised thoroughfare through the city with a variety of well known and loved high street names.  
**Don't miss:** Topshop, Next, HMV, Fat Face, Dorothy Perkins, Starbucks, WH Smith, Wallis and Primark.



**8** **st stephens street** E4

A number of well known stores line this popular shopping area close to the bus station.  
**Don't miss:** Slaters, BHS, Argos, Ecco Shoes, Miss Selfridge, Jonathan Trumbull, Wilkinsons, Poundland and Iceland.



**9** **white lion street & davy place** D4

Criss crossing between Gentleman's Walk and Castle St these streets offer shops such as Animal, Evolution, Lush and City Bookshop.  
**Don't miss:** Patisserie Valerie for great cakes



**10** **jarrold** D4

East Anglia's top independent department store offers an unrivalled choice throughout 5 floors with fashion, beauty, furniture, books, homewares, toys, art & craft, a Deli, 3 restaurants and coffee bar. Pilch Sport and The Granary are close by and both part of Jarrold Retail.




**11** **john lewis** E5

Good quality products sold at reasonable prices, with knowledgeable, friendly service. Multi-storey car park linked directly to the shop.  
**Don't miss:** The Place to Eat Restaurant and Espresso Bar.  
[www.johnlewis.com/norwich](http://www.johnlewis.com/norwich)  
 0844 693 1710




**12** **castle mall** D5

This five floor shopping centre offers many top names as well as independent shops. There is a popular food court, shoppability, 800 car parking spaces and an 8-screen Vue cinema.  
**Don't miss:** TK Maxx, Argos, Starbucks and New Look.



**13** **debenhams** E4

Offers great designer brand shopping including exclusive clothing & limited edition fashion, accessories, lingerie, home furnishings & cosmetics.  
**Don't miss:** Benefit – the first 'boutique within a department store'



**14** **elm hill** C5

A picturesque cobbled street filled with independent specialist shops selling antiques, crafts, collector teddy bears, jewellery, books and more.  
**Don't miss:** The Jade Tree, The Bear Shop and Elm Hill Craft Shop.



**15** **london street** D5

Where the independent stores of the Norwich Lanes meet the High Street.  
**Don't miss:** Gap, Jack Wills, Winsor Bishop Jewellers, Bullens, White Stuff, Boots, East, Bravissimo, The Book Hive and Karen Millen.



**16** **castle street** D4

Sitting below Norwich Castle, part of this popular pedestrianised street is known as 'Back of the Inns'.  
**Don't miss:** Cath Kidston, The Crew Clothing Company, Dipple & Conway Opticians, L'Occitane, The Body Shop, Waterstones, Dr Martens and Paperchase.



**17** **magdalen street** B5

Awash with antique and vintage shops and other quirky independent retail stores.  
**Don't miss:** Retreat Vintage, Sew Creative, Alladin's Cave, Make Place, Anteros Arts Shop and Out of Time Records.

**18** **riverside retail** F7

Close to the football stadium a retail park with popular high street names such as Mamas & Papas, Currys, Boots, Hobbycraft, Next, Outfit, Argos and H&M.

[www.shopnorwich.co.uk](http://www.shopnorwich.co.uk)

\*CACI Retail Footprint 2013



# NORWICH LANES

Norwich Lanes boasts a memorable and eclectic blend of independent shopping, leisure and entertainment. Explore these historic cobbled streets and narrow alleys and discover a charming yet funky mix of shops, cafés, bars, pubs, restaurants, hair & beauty salons, theatres and museums. For events, contact information and opening times visit [www.norwichlanes.co.uk](http://www.norwichlanes.co.uk)

1 **norwich lanes**

[www.norwichlanes.co.uk](http://www.norwichlanes.co.uk)



## Shop

**The Good Earth Clothing Company** at 10 Pottergate sells ladies and men fashions from leading manufacturers with the emphasis on ethically produced clothing made from natural fabrics.

**The Granary**, 5 Bedford Street, offers an exciting collection of beautiful contemporary furniture, home accessories and gifts.

**The Book Hive** - The Daily Telegraph's best small bookshop in England - 'One of the best bookshops I have ever been in' - Ian McMillan.

Visit **Crafty Ewe**, 15 St Giles Street, for the largest and most exciting selection of knitting yarns and supplies in Norwich.

Head to the **Fourth Avenue Jewellery Lounge**, 27 London St, to view the latest collections from luxury fashion brands such as Pandora, Thomas Sabo, Swarovski and Bering watches.

**Thorns DIY** on Exchange Street is one of the oldest shops in Norwich and one of the last ironmongers in the UK. Since 1835, they have been trading thousands of products on every floor – DIY and so much more!

**Oriental Rugs of Norwich**, 4 Bedford Street, has over 500 handmade rugs, runners and kilims on display over 3 floors - try before you buy and free home visits.

## Eat

**Franks Bar** on Bedford Street, offers good food, top drinks, marvellous music and a chilled atmosphere. They also show films on a Sunday afternoon, lovely job!

**The Grosvenor Fish Bar**, 28 Lower Goat Lane, has been a traditional family business for over 30 years and serves freshly cut chips and perfectly battered fish in a 1700s listed building to eat in or take-away. For real Indian food visit **Namaste India**, Opie Street, a vegetarian and authentic family run Indian restaurant serving dishes from South India, North India and Gujarat. About 80% of the menu is gluten free or suitable for vegans.



Try **Flathouse** on St Benedicts Street's premium coffee to takeaway or sit in. Dine in for lunch or dinner and try their homemade flatbreads, tapas, salads, desserts and more!

Visit the **Library Restaurant Bar & Grill** on Guildhall Hill for the wow factor. Wood grilled local produce, a MUST while in Norwich.

## Drink

**The Birdcage** in the heart of the Norwich Lanes boasts a mix of all things eclectic and hosts an array of events from weekly cabaret to art classes and DJs at the weekend. Bringing fish n chips over from the Grosvenor Fish Bar opposite, is also positively encouraged!

## Pamper

**The Orange Grove Clinic** offers a space in the heart of Norwich to totally unwind away from the demands of daily life, in a beautiful, Grade II listed building. Relax and indulge in 'total relaxation' therapy.

## Culture

Firmly established in the heart of Norwich's cultural community, **Norwich Arts Centre** on St Benedict's Street delivers an exciting programme of exhibitions, live music, theatre, live art, comedy and live literature.



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## getting here & around...

### By car

Major routes include the M11, A11, A12, A140 and A14 from London, the South East of England, ferry ports and the Channel Tunnel. The A14, A11, A47, A17 and A1 serve the Midlands and the North.

### By rail

Norwich Railway Station is a short walk from the city centre. Half hourly services run between London Liverpool Street and Norwich (1hr 50mins). A direct service also links Cambridge to Norwich.

[www.nationalrail.co.uk](http://www.nationalrail.co.uk)  
08457 484 950

### By coach & bus

National Express coaches travel to Norwich from London and other major cities. All coaches stop at Norwich Bus Station in the city centre.

[www.nationalexpress.com](http://www.nationalexpress.com)  
08717 818178

Megabus travels from London to Norwich and stops at Norwich Bus Station and the University of East Anglia.  
[www.uk.megabus.com](http://www.uk.megabus.com)  
0900 1600 900

### Norwich Shopmobility

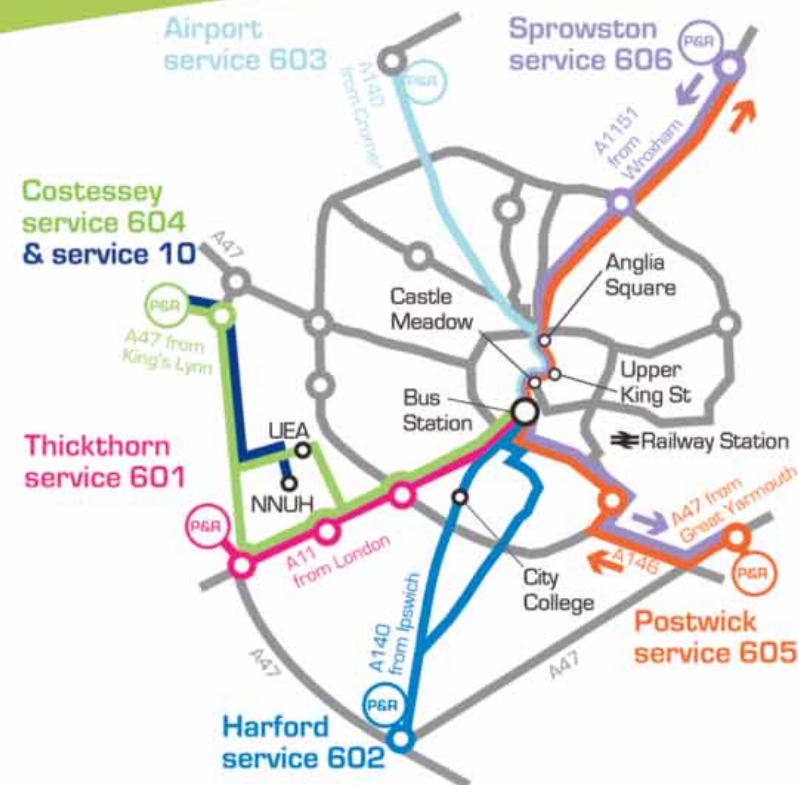
Available at The Mall and Chapelfield  
01603 283148/01603 753350

### Parking

For city centre car park locations, opening times, parking charges and disabled parking contact Norwich City Council.

[www.norwich.gov.uk](http://www.norwich.gov.uk)  
0344 980 3333

## Park & Ride Norwich



All services stop at Norwich Bus Station except **Costessey 10**.

**Sprowston 606** to Postwick via Anglia Square, Tombland and Castle Meadow.

**Postwick 605** to Sprowston via Castle Meadow, Upper King Street and Anglia Square.

**Costessey 10** to and from Hospital only.

**Costessey 604** stops at UEA for drop off only.

Free onward travel:

Passengers using **601**, **602** and **604** to city centre can use **603** and **605** from Norwich Bus Station to Castle Meadow or Upper King Street or Anglia Square.

## Park & Ride to Norwich Castle and Save £s!

Use Park & Ride and visit Norwich Castle on the same day for only **£3.80**.

On presentation of Park & Ride bus ticket valid for same day.

No photocopies accepted. May not be used in conjunction with any other offer.  
Valid until 28/02/2015



**Park & Ride Norwich**  
For fares, timetables  
and more information:

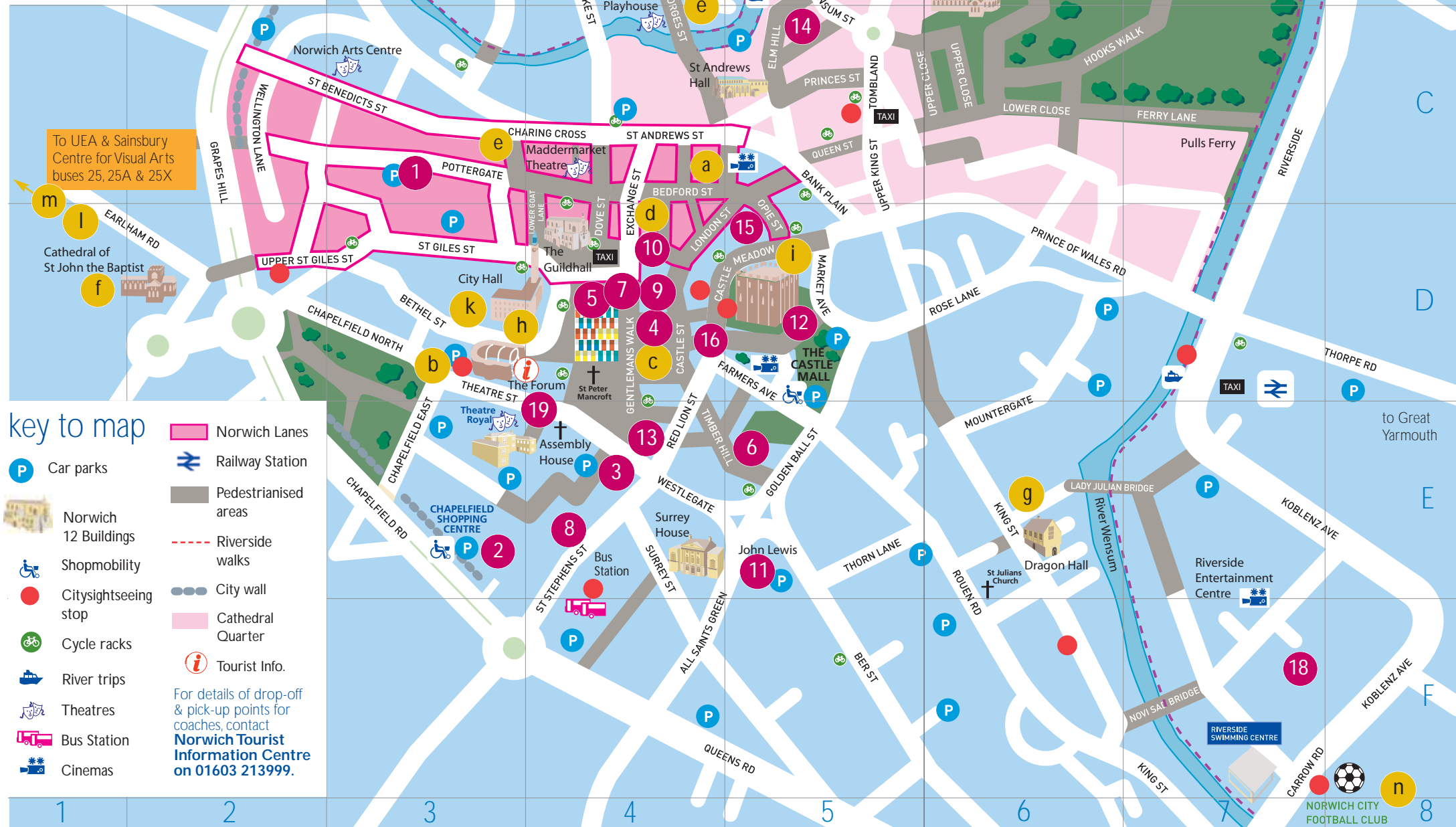
[www.norfolk.gov.uk/parkandride](http://www.norfolk.gov.uk/parkandride)  
0344 800 8020

Follow us on Twitter @NParkRide



Transport  
for Norwich

- **Shopping**
  - 1 Norwich Lanes
  - 2 Chapelfield
  - 3 Marks & Spencer
  - 4 Royal Arcade
  - 5 Norwich Market
  - 6 Timber Hill
  - 7 Gentleman's Walk
  - 8 St Stephens Street
  - 9 White Lion Street & Davy Place
  - 10 Jarrold
  - 11 John Lewis
  - 12 Castle Mall
  - 13 Debenhams
  - 14 Elm Hill
  - 15 London Street
  - 16 Castle Street
  - 17 Magdalen Street
  - 18 Riverside retail
- **Norwich Attractions**
  - a Museum of Norwich at the Bridewell
  - b City Sightseeing Tours
  - c Colman's Mustard Shop & Museum
  - d Jarrold
  - e Strangers' Hall
  - f Cathedral of St John the Baptist
  - g Dragon Hall
  - h The Forum
  - i Norwich Castle Museum & Art Gallery
  - j Norwich Cathedral
  - k The Old Skating Rink Gallery
  - l The Plantation Garden
  - m Sainsbury Centre for Visual Arts
  - n NCFC Stadium Tours



**key to map**

<span style="color: magenta;">P</span> Car parks	Norwich Lanes
Norwich 12 Buildings	Railway Station
Shopmobility	Pedestrianised areas
<span style="color: red;">●</span> Citysightseeing stop	Riverside walks
Cycle racks	City wall
River trips	Cathedral Quarter
Theatres	Tourist Info.
Bus Station	For details of drop-off & pick-up points for coaches, contact <b>Norwich Tourist Information Centre</b> on 01603 213999.
Cinemas	