

NORWICH

MAP visit & shop

2012/13

FREE MAP & MONEY SAVING VOUCHERS



www.visitnorwich.co.uk
twitter.com/visitnorwich





norwich attractions

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



◀ see over for map, where to shop & vouchers

www.thenorwichattractions.co.uk

city sightseeing bus tours

Discover Norwich aboard the City Sightseeing open top bus. Hop on, hop off at 9 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 10.00 and runs hourly until 16.00. Service operates Apr-Oct only. See map for stops.

map ref D3 a

www.awayadays.com
www.city-sightseeing.com
 Tel: 01 263 587005



colman's mustard shop & museum

A replica Victorian shop stocking an extensive range of exclusive Colman's Mustard products and showing displays on the history of Colman's Mustard and its production in Norwich. Housed in the beautiful art nouveau Royal Arcade, it is a great place to buy local gifts and souvenirs. Free to enter. Open Mon – Sat 10.00am – 4.00pm, Sundays and Bank Holiday Mondays 11.00am – 4.00pm in peak season.

map ref D4 b

www.mustardshopnorwich.com
 Tel: 01 603 627889



map ref D4 b

www.mustardshopnorwich.com
 Tel: 01 603 627889

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: Mon – Fri 9.30am to 5pm, Sat 9.30am to 5.30pm

map ref D3 c

www.sadacc.co.uk
www.countryandeastern.co.uk
 Tel: 01 603 663890



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
 Tel: 01 603 660661



map ref D4 d

www.jarrold.co.uk
 Tel: 01 603 660661

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, £2 entry fee, teas on Sunday afternoons May-September. Also group tours by arrangement, see website.

map ref D I

e

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 Picasso 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. There's something for everyone!



map ref D I

f

www.scva.ac.uk

Tel: 01603 593199

strangers' hall

Explore this magnificent Tudor house and see rooms enriched with textiles and period furniture. Admire the Great Hall, panelled Walnut Room, historic toy collection and delightful 17th century knot garden. Open: 15 February - 22 December 2012 Wed and Sat 10am - 4pm.

map ref C3

g

www.museums.norfolk.gov.uk

Tel: 01603 493625/667229



walking tours of norwich

Join one of our experienced Blue Badge guides for an enjoyable stroll around the city of Norwich. Explore the cobbled streets and magnificent heritage of one of the loveliest cities in England. Tours run from April - October. Book at the Tourist Information Centre. See our leaflet or the website for more details and special offers.



map ref D4

h

www.visitnorwich.co.uk

Tel: 01603 213999



norwich 12

Norwich 12 is the UK's finest collection of individually outstanding heritage buildings spanning the last 1,000 years. Come and explore these 12 iconic landmarks through guided walks and tours; visitor attractions; exhibitions; music and performances; children's activities; cafes, restaurants and gift shops. Five of these are highlighted here.

For more information on the full collection visit www.norwich12.co.uk or contact Norwich Tourist Information Centre on 01603 213999. Norwich 12 is linked to 12 outstanding heritage sites in the Belgian city of Ghent in a cultural tourism project called SHAPING 24. www.shaping24.eu.





cathedral of st john the baptist

map ref D I

i

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
Tel: 01 603 724380



dragon hall

map ref E6

j

A unique Grade I listed medieval trading complex with spectacular Great Hall and dragon. Audio tour and displays tell the fascinating story of commerce, trade and civic life in the 15th century. Also a venue for numerous activities and events and available to hire for weddings and functions. Open to visitors April – October and year round for events.



www.dragonhall.org
Tel: 01 603 663922



the forum

map ref D4

k

This landmark Millennium building for the East of England offers many exciting experiences under one spectacular roof. Be inspired by Fusion, the giant digital gallery (free entry) - enjoy a year-round programme of free exhibitions and events – relax in the open plan restaurant and cafe. Also inside, the Norwich Tourist Information Centre, BBC East and The Forum Shop by Jarrold.

www.theforumnorwich.co.uk
Tel: 01 603 727950



norwich castle museum & art gallery

map ref D5

l

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 and natural history. Open all year: Mon - Sat 10am-4.30pm. Sunday 1pm-4.30pm
2 July - 30 September open till 5pm.



www.museums.norfolk.gov.uk
Tel: 01 603 493625 / 495897



norwich cathedral

map ref B6

m

Over 900 years old, Norwich Cathedral boasts the second tallest spire and the largest monastic cloister in England. Now it also includes two striking buildings designed by Hopkins Architects. The Hostry, which opened in November 2009, is a point of welcome to visitors and an education centre. Its sister building, opened in 2004, is the award-winning Refectory restaurant which is open every day for light refreshments and hot lunches.

www.cathedral.org.uk
Tel: 01 603 218300



insider tips!

- Hop on a 25 or 35 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.
- Treat yourself to afternoon tea at Jarrolds, Norwich Cathedral's Refectory 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 for events that take place in the Norwich Attractions throughout the year.



where to shop

Discover the many shopping areas that make Norwich a top ten place to shop*
www.shopnorwich.co.uk

shop
NORWICH

*Mensscore Survey The Javelin Group 2011

welcome to norwich

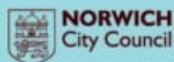
Norwich offers beautiful heritage, fantastic shopping, a rich arts & culture scene and a year round programme of events to suit all tastes. For help and assistance in planning your visit or for ideas and inspiration visit www.visitnorwich.co.uk or email us at tic@visitnorwich.co.uk. Alternatively, the **Tourist Information Centre** at The Forum offers advice, ideas and suggestions and they arrange guided tours, stock leaflets, maps, books, guides and gifts. They are open all year round or you can call them on 01603 213999.

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.

Discover all Norwich has to offer for **only £1** with the **I love Norwich guidebook**.

Includes walking maps and trails as well as attractions, entertainment and much more.

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



2 chapelfield E3

Norwich's newest shopping centre has over 80 shops, 15 tempting cafés and restaurants and the only House of Fraser in the region. Chapelfield is a place to shop, a place to dine, and a place to meet. It offers a stylish and contemporary environment providing the retail heart to a vibrant area. **Don't miss:** Apple Store, Hollister, Disney Store, H&M & Wagamama
Tel: 01603 753344 www.chapelfield.co.uk



3 john lewis E5

New and improved John Lewis Norwich has everything you need from linens to home technology, fashions to furniture or that perfect gift; with an even larger assortment including new fashion and beauty brands now on offer. Good quality products, sold at reasonable prices, with knowledgeable, friendly service. 'Never Knowingly Undersold'. Multi-storey car park linked directly to the shop. **Don't miss:** The Place to Eat restaurant, Espresso Bar, new first floor Menswear department, contemporary Women's Accessories on the ground floor.
Tel 01603 660021
www.johnlewis.com/norwich



4 royal arcade D4

Built in 1899, the impressive art nouveau Royal Arcade links Gentleman's Walk with Castle Street. It provides an attractive setting for a mixture of independent and well-loved stores. **Don't miss:** Poppy Valentine, Langleys



10 marks & spencer E4

This expanded, modernised and redesigned store offers stylish, great value clothing for men, women and kids. Come in-store to find all the latest trends including our Limited Collection range. You will also find a

whole new floor of Homeware, with friendly specialist advisors on hand to help. With an extended Foodhall, M&S Cafe, Hot Food on the Move and M&S Kitchen it's the ideal shopping experience.



11 jarrold D4

East Anglia's top independent store offers an unrivalled choice throughout all five floors with fashion, beauty, furniture, stationery, books, childrenswear, art and craft, computers, the choice of three restaurants, the Deli and much more. Next to the main store on London Street is Pilch Sports & Outdoor - a division of Jarrolds. **Don't miss:** the Jarrold shop in the Forum, showcasing the very best in gifts, arts and books of the region.

Tel: 01603 660661
www.jarrold.co.uk



12 castle mall D5

Find many top names as well as a number of unique independent stores in this 5 floor shopping centre. Enjoy great places to eat and drink including the popular food court. Situated centrally, next

to Norwich Castle, with 800 car parking spaces, a Shopmobility service and an 8-screen Vue cinema. **Don't miss:** TK Maxx, Argos, New Look & Starbuck's.
Tel: 01603 766430



voucher

city sightseeing bus tours **£1 off**

per person for up to 2 people per voucher
No photocopies accepted.
May not be used in conjunction with any other offer. Valid until 28/02/2013

voucher

norwich tourist information centre **50% off**

I love norwich guidebook
No photocopies accepted.
Valid for one book only per customer.
Valid until 28/02/2013

voucher

colman's mustard shop & museum **10% off**

all purchases on presentation of this voucher
No photocopies accepted.
May not be used in conjunction with any other offer. Valid until 28/02/2013

voucher

dragon hall **£1 off**

admission for up to 2 people
No photocopies accepted.
May not be used in conjunction with any other offer.
Valid until 28/02/2013

voucher

norwich cathedral **10% off**

purchases in the Cathedral Shop when you spend £10.
Excludes Friends of Norwich Cathedral items, stamps and concert tickets.
No photocopies accepted.
May not be used in conjunction with any other offer. Valid until 28/02/2013

voucher

the jade tree (Art & Crafts - Handmade Locally) **10% off**

all purchases
No photocopies accepted.
May not be used in conjunction with any other offer. Valid until 28/02/2013

voucher

cathedral of st john the baptist **10% off**

of all purchases in the Refectory
No photocopies accepted.
May not be used in conjunction with any other offer. Valid until 28/02/2013

voucher

norwich castle **Save up to £5**

£1 off full admission price for up to 5 people.
No photocopies accepted.
May not be used in conjunction with any other offer. Valid until 28/02/2013

voucher

pizzaexpress at the forum **2 for 1**

on any pizza
No photocopies accepted. May not be used in conjunction with any other offer. Valid 7 days a week until 28/02/2013, excluding Valentine's Day, Mother's Day and December

voucher

the forum shop by jarrold showcasing the best art & gifts of the region. **10% off**

1 voucher per customer
No cash exchanges. Cannot be used with other offers. Valid only at the Forum Shop. Valid until 28/02/2013

voucher

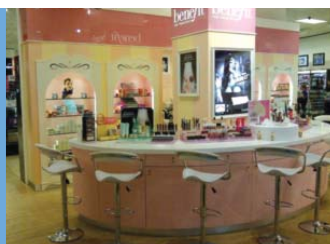
strangers hall **Save up to £3**

50p off full admission price for up to 6 people
No photocopies accepted.
May not be used in conjunction

voucher

the book hive **10% off**

all purchases
No photocopies accepted.
May not be used in conjunction with any other offer.
Valid until 28/02/2013



5 debenhams

E4

Offers great designer brand shopping including exclusive clothing and limited edition fashion, accessories, lingerie, home furnishings & cosmetics. For refreshments, head to their cafe on the ground floor or their restaurant on the third floor. Debenhams Norwich also offers in-store ordering and a wedding & gift service or you can book appointments with their personal shopper. **Don't miss:** Benefit on the ground floor, the world's first 'boutique within a department store'

6 timber hill

E5

Once a timber market, today an attractive pedestrianised street with a range of specialist individual shops. **Don't miss:** Nola, Ethika, Abode & Ginger



7 gentleman's walk

D4

The main pedestrian thoroughfare through the city with high street names such as Next & Top Shop. **Don't miss:** Fat Face, Primark, WH Smith, Wallis, Currys

8 london street

D4

A blend of independent stores and high street names line this pedestrianised street. **Don't miss:** Jack Wills, The White Stuff, Winsor Bishop Jewellers



9 st stephens

E4

One of the main thoroughfares leading into the city centre with a number of top stores. You can enter Chapelfield shopping centre from here and the bus station is nearby. **Don't miss:** Slaters, Lakeland, BHS, Superdrug, Wilkinsons

13 norwich market

D4

In the centre of Norwich, under a sea of multicoloured roofs, you will find over 200 market stalls selling a huge range of products and services - the largest six day open air market in England. Buy everything from fresh fish, meat, cheese and fruit & vegetables to haberdashery items, vintage clothes and much more. **Don't miss:** Salle Organics, Norwich Fudge Company & The Cheeseman
Tel: 0344 9803333
www.norwich-market.co.uk



14 cathedral quarter - elm hill

C5

Elm Hill is a picturesque cobbled street filled with independent specialist shops selling antiques, crafts, collector's teddy bears, jewellery, books and more. For more antique and secondhand bookshops go to nearby Tombland. **Don't miss:** Elm Hill - The Jade Tree (Art & Crafts), The Bear Shop, Elm Hill Craft Shop; Nearby - Tombland Bookshop, Tombland Antiques & Collectables

15 magdalen street

B5

An eclectic mix of shops offering antiques, vintage, art, retro music and charity shops. **Don't miss:** Roys, Out of Time, Retreat Vintage, Oxfam

16 anglia square

A4

The place to go for bargain essentials. Also home to the Hollywood Cinema. **Don't miss:** QD, Poundstretcher, Iceland & Savers

17 cathedral retail park

B2

Top brands and good value at this retail park close to the Lanes. **Don't miss:** TK Maxx, Brantano Footwear & Toys R Us.

18 riverside retail

F7

Large outlets of high street names and a supermarket. **Don't miss:** Hobbycraft, Mamas & Papas, Next, Matalan, Clarks & JJB Sports

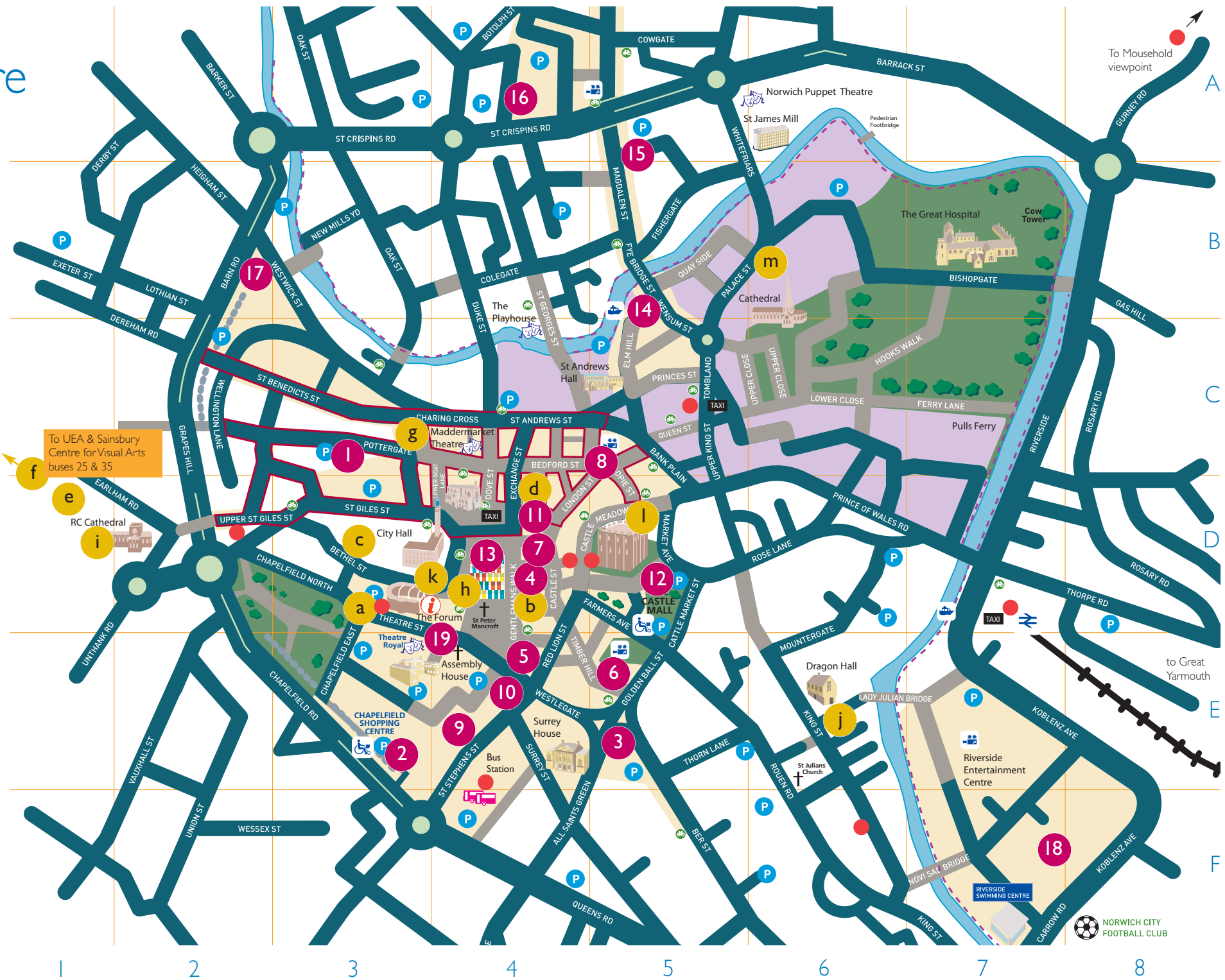
norwich city centre

Shopping

- 1 Norwich Lanes
- 2 Chapelfield
- 3 John Lewis
- 4 Royal Arcade
- 5 Debenhams
- 6 Timber Hill
- 7 Gentleman's Walk
- 8 London Street
- 9 St Stephens
- 10 M & S
- 11 Jarrold
- 12 Castle Mall
- 13 Norwich Market
- 14 Cathedral Quarter - Elm Hill
- 15 Magdalen Street
- 16 Anglia Square
- 17 Cathedral Retail Park
- 18 Riverside Retail
- 19 The Forum Shop by Jarrold

Norwich Attractions

- a City Sightseeing Bus Tours
- b Colman's Mustard Shop & Museum
- c The Old Skating Rink Gallery
- d Jarrold
- e The Plantation Garden
- f Sainsbury Centre for Visual Arts
- g Strangers' Hall
- h Walking Tours of Norwich
- i Cathedral of St John the Baptist
- j Dragon Hall
- k The Forum
- l Norwich Castle Museum & Art Gallery
- m Norwich Cathedral





key to map

- a Norwich Attractions
- 7 Shopping
- P Car parks
- Shopping/Leisure areas

- Norwich 12 Buildings
- Shopmobility
- Citysightseeing stop
- Cycle racks
- River trips

- Theatres
- Bus Station
- Cinemas
- Norwich Lanes
- Railway Station

- Pedestrianised areas
- Parks and gardens
- Riverside walks

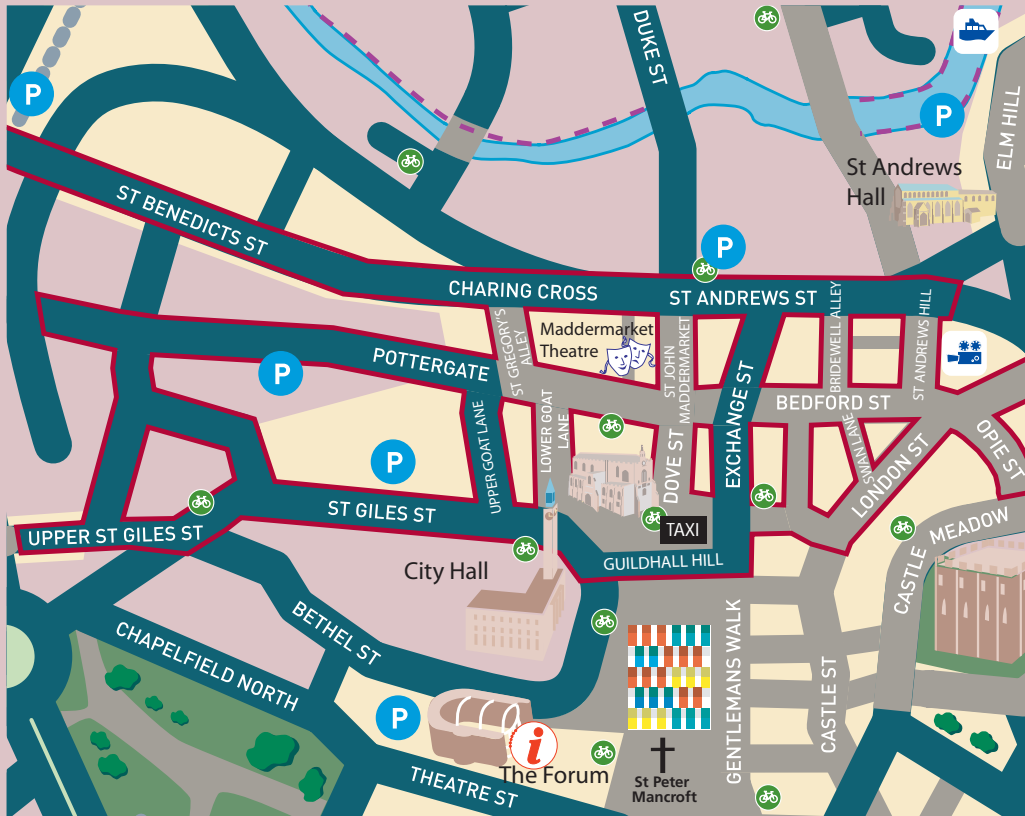
- City wall
- Cathedral Quarter
- Tourist Information

For details of drop-off & pick-up points for coaches, contact **Norwich Tourist Information Centre on 01603 213999.**

NORWICH LANES

norwich lanes

www.norwichlanes.co.uk



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 & opening times visit norwichlanes.co.uk

Shop

Prim Vintage Fashion on St Benedicts St, is the coolest, most gorgeous original vintage clothing boutique, brimming with the best selection of clothing & accessories from the 1930's to the 1980's for girls & guys! **Antidote** on Upper St Giles is a gem of a shop selling quality vintage clothing & accessories for men & women with a free alteration service offered on bought items for that perfect fit. **The Good Earth Clothing Company** on Pottergate sells exclusive ranges of ethical clothing made from natural fabrics for women and men. If you love nothing better than messing about on boats then head to **Boats'n'Bits** on St Benedicts St for clothing and boat accessories. Since 1835, **Thorns** on Exchange street has been serving Norwich; an aladdins cave selling thousands of items, DIY and so much more! **Jarrolds** on London St, is the region's favourite independent department store offering a unique and contemporary shopping experience. **Inanna's Magical Gifts** on St Andrew's Hill, is Norwich's only specialist shop celebrating East Anglian traditions & folklore, along with many world cultures, myths & mystery. **The Book Hive** on London St is an award winning independent bookshop which regularly holds book launches, signings and kids workshops. If you are looking for unique greeting cards or gifts then head to **Belly Button Designs** on St Gregory's Alley. Discover beautifully vintage inspired shabby chic gifts and UK made charmed pearl jewellery at local boutique **Lisa Angel** on Lower Goat Lane.

Eat

Visit the stunning **Library Restaurant Bar & Grill** on Guildhall Hill with its original bookcases, decor and freshly prepared local produce cooked on a wood fired grill. **Captain America's Hamburger Heaven** on Exchange St has been offering good quality American food, generous portions, friendly atmosphere and value for money for 40 yrs this July.

Drink

The Birdcage in Pottergate boasts a mix of all things eclectic and hosts an array of events from weekly cabaret to DJs at the weekend. Not to be outdone, **Franks Bar** on Bedford Street, offers good food, top drinks, marvellous music and a chilled atmosphere regularly showing films on a Sunday afternoon.

Culture

The unique and intimate **Maddermarket Theatre**, home of the Norwich Players since 1921, presents over 200 performances a year including celebrity one-night stands and lunchtime theatre and concerts.

Pamper

U and Your Skin is a brand new skin lounge on Bridewell Alley, offering bespoke facial treatments that encompasses science, nutrition and holistic therapy. **Hoolooovoo Hairdressers** in Pottergate is a family business with some of the finest, creative hairdressers in the lanes dedicated to quality and service.



Published by VisitNorwich Ltd, Norwich, Norfolk, Great Britain in partnership with Norwich Attractions, Norwich City Centre Partnership and other city centre businesses.



NORWICH City Council

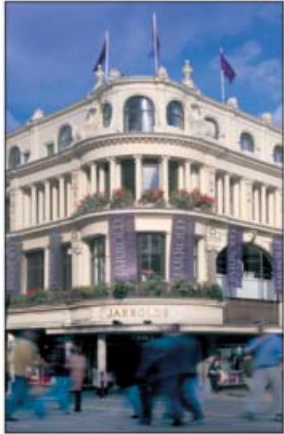
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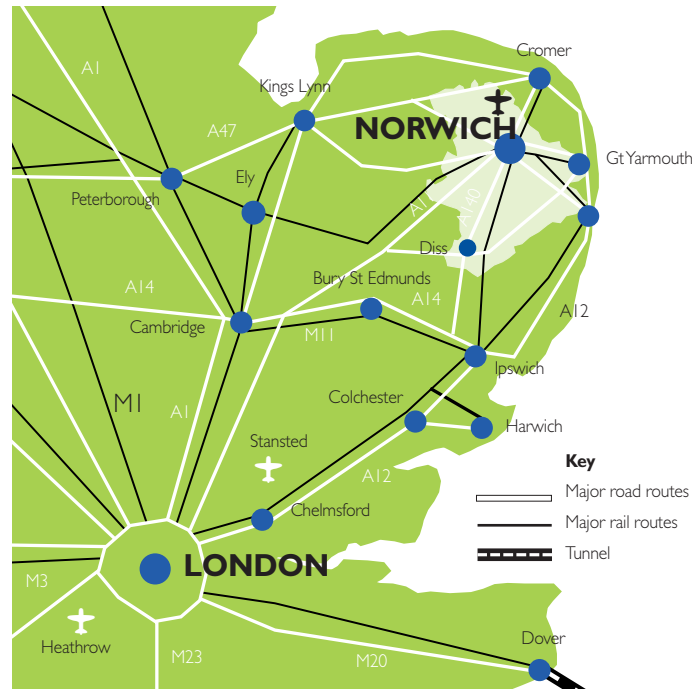
THE finest SHOPPING IN NORWICH SINCE 1823

Jarrolds stands proudly in the centre of the city.



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

getting here and getting around...



Courtesy Taxis



Long established and with a range of high quality vehicles, including 6, 7 and 8 seaters. Courtesy Taxis provide a reliable, round the clock, professional service, 7 days a week. With modern and comfortable 50 seat waiting room and no fare increase after midnight - choose Courtesy Taxis.

77a Prince of Wales Road
Norwich NR1 1DG

01603 446644

www.courtesytaxis.com

Traveline East Anglia

For up to date rail, bus and coach timetables visit.

www.travelineeastanglia.org.uk
0871 200 22 33

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
0344 980 3333



PERFUME FURNITURE BOOKS STATIONERY HOMEWARE TOYS
SHOES LINGERIE CHINA FASHION DELICAFEMENSWEAR LINENS

JARROLD

London Street | Norwich | 01603 660661 | www.jarrold.co.uk

By car

See map for major routes.

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
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
08717 818178

Airport Park and Ride service 603

Entrance: Off A140 or via Amsterdam Way

Sprowston Park and Ride service 606 to City Centre

Entrance: Off main A1151

service 605 to Sprowston

Costessey Park and Ride service 604

Costessey service 10

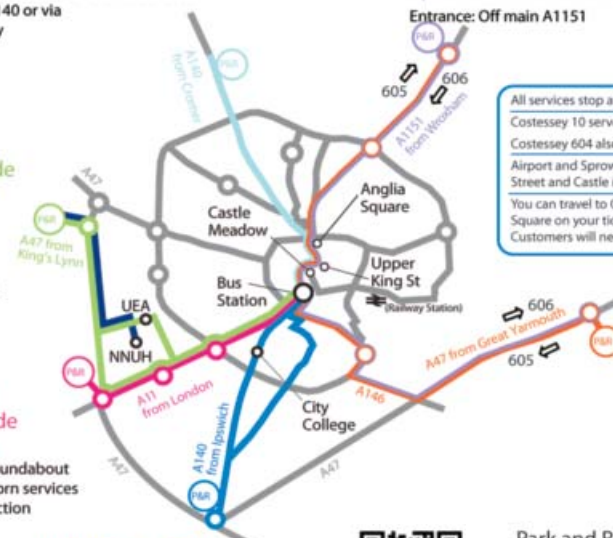
Entrance: Bawburgh Lane (by Norfolk Showground)

Thickthorn Park and Ride service 601

Entrance: Off roundabout next to Thickthorn services at A11/A47 junction

Harford Park and Ride service 602

Entrance: Off the A140/A47 junction



All services stop at Norwich Bus Station, except Costessey 10. Costessey 10 serves Norfolk and Norwich University Hospital only. Costessey 604 also stops at UEA (for those parking at site only). Airport and Sprowston also stop at Anglia Square, Upper King Street and Castle Meadow. You can travel to Castle Meadow, Upper King Street and Anglia Square on your ticket from Thickthorn, Harford and Costessey. Customers will need to change at Norwich Bus Station.

Postwick Park and Ride service 605 to City Centre

service 606 to Postwick
Entrance: Off A47 junction with A1042



Park and Ride

For fares, schedules and up to date information:
www.norfolk.gov.uk/parkandride
0344 800 8020

Last revised December 2011

NORWICH THEATRE ROYAL



Denis Lill in Alan Ayckbourn's Season's Greetings

Book online: www.theatroyalnorwich.co.uk
BOX OFFICE (01603) 63 00 00
Norwich Theatre Royal, Theatre Street, Norwich NR2 1RL

riverside entertainment centre

This bustling lively entertainment centre buzzes with people enjoying the ODEON cinema which also includes an IMAX screen, bowling alley, numerous bars & restaurants, a nightclub and a gym. If you are looking for where to eat or drink, where to catch the latest movies, where to go for a night out, or enjoy an evening with friends & family bowling, Riverside has it all for you! Our city centre location and close proximity to the train station, taxi rank and bus stops makes us very easy to get to!



map ref E7

www.riversidecentrenorwich.co.uk

norwich cathedral quarter

a 'must visit' destination



- Unique and independent shops
- Beautiful historic buildings and streets
- Cafes, bars and restaurants
- Continental atmosphere
- Green spaces and river frontage
- Stunning film location setting
- Diverse cultural activity



map ref B6

www.norwichcathedralquarter.co.uk