welcome to norwich

To plan your visit go to www.visitnorwich.co.uk or email 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.
Discover Norwich's best loved and most popular attractions which include Norwich 12 buildings.

**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

**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.

**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.

**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.

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

**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

**The Norwich Attractions**

See over for map, where to shop & vouchers
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!

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 trails 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.

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

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

For more information visit www.norwich12.co.uk or pick up the Norwich 12 leaflet from Norwich Tourist Information Centre.

Heritage
Norwich Cathedral
The Great Hospital
St. George Tombland

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

Pamper
Cutting Crew Organic Hairdressing
The Beauty Room

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

Arts & Culture
Mandells Gallery
Hungate Art
Anteros Arts Foundation
Norwich Puppet Theatre
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.

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 of 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.

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.

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 Costessey 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 for events that take place in the Norwich Attractions throughout the year.
where to shop  Norwich a top ten place to shop*

2  intu chapelfield
Stylish, contemporary environment with over 80 shops, 49 tempting cafes & restaurants and the only House of Fraser in the region. This part of Stonegate Street. Don’t miss: Apple, Hollister, H&M and Wagamama. www.intuchapelfield.co.uk

3  marks & spencer
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
Built in 1899, the impressive art nouveau Royal Arcade provides an attractive setting for a mixture of independent & well-known stores. Don’t miss: Jarrold’s Italian, Langley’s Toy Store, The Honey Shop & More and Barry’s & Grey.

7  gentleman’s walk
The main pedestrianised thoroughfare through the city with a variety of well known and loved street names. Don’t miss: Topshop, Next, H&M, Fat Face, Dorothy Perkins, Star bucks, WH Smith, Walls and Primark.

8  st stephens street
A number of well known stores line the popular shopping area close to the Bus station. Don’t miss: Sisters, H&M, Argos, Oasis Shoes, Oasis, M&S, Topshop, Jonathan Thorntail, W John Goddess and Pond and Ieland.

9  white lion street & davie place
Crossing between Gentleman’s Walk and Castle St these streets offer shops such as Evolution, Evolve, Lush and City Bookshop. Don’t miss: Patisserie Valerie for great cakes.

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

11  john lewis
Good quality products sold at reasonable prices, with knowledgeable, friendly service. Multi-storey car park linked directly to the shops. Don’t miss: The Place to Eat, Restaurant and Espresso Bar. www.johnlewis.com/norwich 0844 693 1710

13  debenhams
Offers great designer brand shopping including exclusive clothing & limited edition fashion, accessories, lingerie, home furnishings & cosmetics. Don’t miss: Bhs, Johnson’s, Royal London and Bhs.

15  london street

16  castle street
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,话剧, Conway Opticians, DS Cruz, The Body Shop, Waterstones, Dr Martens and Paperchase.

17  magdalen street
A time piece with antique and vintage shops and other quality independent retail stores. Don’t miss: Retro Vintage, New Creative, Mascot, Cavendish, Make Place, Antiques Arts Shop and Out of Time Records.

18  riverside retail
Close to the football stadium is retail park with popular high street names such as Mamas & Papas, Crabtree, Boots, Hobbycraft, Next, Guinness, Angs and H&M.

www.shopnorwich.co.uk

* CACI Retail Footprint 2013
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

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 DailyTelegraph’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 Berling 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 Benedict's 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.
**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.

- 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

- By rail
  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

- 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 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

- Megabus travels from London to Norwich and stops at Norwich Bus Station and the University of East Anglia.
  www.uk.megabus.com 0900 1600 900

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**Park & Ride to Norwich Castle and Save £3!**

**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

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**Park & Ride Norwich**
For fares, timetables and more information:
www.norfolk.gov.uk/parkandride
0344 800 8020
Follow us on Twitter @NParkRide

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**Transport for Norwich**
Norfolk County Council
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. Jarrold
K. The Old Skating Rink Gallery
L. The Plantation Garden
M. Sainsbury Centre for Visual Arts
N. NCFC Stadium Tours
O. Norwich Lanes
P. University of East Anglia
Q. The Great Hospital
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Key to Map
1. Norwich Lanes
2. Chapelfield
3. Marks & Spencer
4. Royal Arcade
5. Norwich Market
6. Timber Hill
7. Gentleman’s Walk
8. St Stephen’s Street
9. White Lion Street
10. S & D Place
11. John Lewis
12. Castle Mall
13. Debenhams
14. Elm Hill
15. London Street
16. Castle Street
17. Magdalen Street
18. Riverside retail

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