

# NORWICH MAP

visit & shop

FREE MAP & MONEY SAVING VOUCHERS



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





## welcome to norwich

*A favourite UK city and  
a top ten place to shop!\**

Your visit to Norwich brings you to the most complete medieval city in Britain. Alongside over 1,500 historic buildings, is an intricate network of winding streets and lanes to explore. A short stroll offers a fantastic array of architectural gems, from the Norman splendour of the Cathedral, via Elm Hill's timber-framed houses to the spectacular glass-fronted Forum.

Discover a lively cultural scene with museums, galleries, theatres, cinema and a year round programme of festivals, celebrating everything from music and literature to food and beer. Awaken your tastebuds with a wealth of delicious restaurants and cosmopolitan cafés. The perfect place to indulge in a spot of retail therapy, Norwich has scores of independent retailers, an open air market and two modern shopping centres.

Pick up this handy pocket sized guide on places to eat in and around Norwich. Available free at Norwich Tourist Information Centre or download from:

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



For help and assistance in planning your visit, ideas and inspiration, go online at:

[www.visitnorwich.co.uk](http://www.visitnorwich.co.uk) or email us at:  
[tic@visitnorwich.co.uk](mailto:tic@visitnorwich.co.uk)

\* Venuescore Survey, The Javelin Group 2010

# where to shop

Discover the many shopping areas that make Norwich a top ten place to shop\*

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

shop  
**NORWICH**

## 1 norwich lanes

Over 200 independent shops line cobbled streets and narrow alleyways. Embracing all aspects of contemporary lifestyle shopping, the Lanes has a diverse mix of shops selling everything from furniture, rugs, antiques, electrical, hardware and homewares to records, CDs, books and even bits for boats.

**Don't miss:** Cherry Cherry, Oyster, Prelude Records, Catfish, Verandah & Coccolino

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



## 2 norwich market

E4

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 and much more.

**Don't miss:** Salle Organics, Norwich Fudge Company & The Cheeseman

Tel: 0344 9803333

[www.norwich-market.co.uk](http://www.norwich-market.co.uk)



## 3 royal arcade

E4

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 known stores. **Don't miss:** The Tannery, Langleys (Toy Shop)



## 4 timber hill

F4

Once a timber market, today an attractive pedestrianised street with a range of specialist individual shops.

**Don't miss:** Orvis, Ward & Wright (Shoes), Ginger



## 5 john lewis

F5

Everything you need from linens to home technology, fashions to furniture or that perfect gift, all under one roof. Good quality products, sold at reasonable prices, with knowledgeable, friendly service and the 'Never Knowingly Undersold' guarantee. For advice with fashion, home design or nursery, specialist advisors are there to help. Multi-storey car park linked directly to the shop. **Don't miss:** The Place to Eat restaurant & The Espresso Bar Tel: 01603 660021 [www.johnlewis.com/norwich](http://www.johnlewis.com/norwich)



## 6 debenhams

F4

Offers great designer brand shopping including exclusive clothing and limited edition fashion, accessories, lingerie, home furnishings & cosmetics. There is a café on the ground floor and a restaurant on the third floor.

## 7 marks & spencer

F4

Extended, refurbished M&S (completion autumn). Full range of clothing, wide selection of home furnishings. Innovative dining concept with a new look Food Hall, M&S Kitchen, Hot Food on the Move counter & Coffee Shop.



## 8 st stephens

F4

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



## 9 chapelfield

F3

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](http://www.chapelfield.co.uk)



## 10 jarrold

E4

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 and much more. Next to the main store on London Street is Plich Sports & Outdoor - a division of Jarrolds.

**Don't miss:** the Jarrold Deli for foods and gifts, the book department for local books and a visit to our new beauty hall

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



## 11 the mall norwich

E5

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 Mall Kitchen. 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 & Starbucks.

Tel: 01603 766430  
[www.themall.co.uk](http://www.themall.co.uk)



## 12 gentleman's walk

E4

The main pedestrian thoroughfare through the city with high street names such as Next & Top Shop.

**Don't miss:** Fat Face, Primark, Wallis, Currys

## 13 london street

E4

A blend of independent stores and high street names line this pedestrianised street.

**Don't miss:** Jack Wills, The Book Hive, Winsor Bishop Jewellers



## 14 Norwich Cathedral Quarter

The Cathedral Quarter is steeped in history and is full of specialist, independent shops. Visit Elm Hill, Tombland or Wensum St for antiques, crafts, collectors' teddy bears, bookshops, jewellery, galleries and more. Pop into The Window Coffee or Britons Arms for well deserved refreshments. **Don't miss:** Tombland Bookshop, The Bear Shop, Elm Hill Craft Shop, Cutting Crew Organic Hairdressing, Mandell's Gallery.

## 15 magdalen street

C5

An eclectic mix including antiques, retro music, an oriental grocery store and charity shops.

**Don't miss:** Roys, Oxfam & Anglian Fashion Fabrics

## 16 anglia square

B4

The place to go for bargain essentials. Also home to the Hollywood Cinema.

**Don't miss:** QD, Poundstretcher, Iceland & Savers

## 17 cathedral retail park

C2

Top brands and good value in the shadow of the RC Cathedral.

**Don't miss:** TK Maxx, Brantano Footwear & Toys R Us.

## 18 riverside retail

G7

Large outlets of high street names and a supermarket.

**Don't miss:** Hobbycraft, Mamas & Papas, Next & Matalan

**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 28/02/2012

**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 with any other offer.  
Valid until 28/02/2012

**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 28/02/2012

**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 28/02/2012

**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 28/02/2012

**voucher** **sainsbury centre**  
**£1 per person**  
admission to special exhibitions - entry to the permanent collections free  
No photocopies accepted.  
May not be used in conjunction with any other offer. Valid until 28/02/2012

**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 28/02/2012

**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 28/02/2012

**voucher** **pizzaexpress at the forum**  
enjoy **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 28/02/2012, excluding Valentine's Day, Mother's Day and December

**voucher** **the forum shop by jarrod** 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 28/02/2012

**voucher** **norwich walking tours 2011**  
book 2 different tours for £5 adult/Go 4less £2.  
Tours must be pre-booked at the same time. Offer only valid for any 2 walking tours at different times or dates in 2011.  
Not valid for special events.  
No photocopies accepted

**voucher** **the jade tree**  
**10% off**  
all purchases  
No photocopies accepted.  
May not be used in conjunction with any other offer.  
Valid until 28/02/2012



# 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](http://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 E3 1  
[www.awayadays.com](http://www.awayadays.com)  
[www.city-sightseeing.com](http://www.city-sightseeing.com)  
Tel: 01263 587005  
0871 6660000 (24 hours)



## 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 9.30am-5pm and Bank Hol Mon, Sun 11am-4pm in peak season.



map ref E4 2  
[www.mustardshopnorwich.co.uk](http://www.mustardshopnorwich.co.uk)  
Tel: 01603 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 E3 3  
[www.sadacc.co.uk](http://www.sadacc.co.uk)  
[www.countryandeastern.co.uk](http://www.countryandeastern.co.uk)  
Tel: 01603 663890



## jarrold

A family run department store since 1823, Jarrolds historic building stands proudly in the heart of the city centre. Twice winner of the Independent Store of the Year award, Jarrolds 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 new Jarrold shop in The Forum, showcasing the very best in gifts and art of the region.



map ref E4 4  
[www.jarrold.co.uk](http://www.jarrold.co.uk)  
Tel: 01603 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 E1

5

[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 Picasso in the permanent collection (free) and stunning special exhibitions (see voucher). 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 D1

6

[www.scva.ac.uk](http://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: 22 February - 22 December 2011 10-30am - 4.00pm

Closed: 23 December 2011 - 16 February 2012.

map ref D4

7

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

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

Tel: 01603 493625/667229



## norwich 12

Norwich 12 is the UK's finest collection of individually outstanding heritage buildings spanning the Norman, medieval, Georgian, Victorian and modern eras. Together they form an internationally important showcase of English urban and cultural development during this time. Come and explore these 12 iconic landmarks through guided walks and tours: visitor attractions; exhibitions; music and performances; cafes and restaurants; and gift shops. Five of these are highlighted here.

**For more information on the full collection visit [www.norwich12.co.uk](http://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](http://www.shaping24.eu).**



## cathedral of st john the baptist

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 – a major new centre where you can learn more about the Cathedral in relaxing surroundings.

**Don't miss a tower tour** – for a fantastic view of the city and surrounding countryside!



map ref E2

8

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

Tel: 01603 724380

NORWICH  
12

## dragon hall

A unique Grade 1 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 – November and year round for events.



map ref F6

9

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

NORWICH  
12

## the forum

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 exhibitions and events – relax in the open plan restaurant and cafe. Also inside, the Tourist Information Centre, BBC East and The Forum Shop by Jarrold.

map ref E3

10

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



NORWICH  
12

## norwich castle museum & art gallery

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 Mon - Sat 10am - 4.30pm and Sun 1pm - 4.30pm (June - Sept open till 5pm).



map ref E5

11

[www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)  
Tel: 01603 493625 / 495897

NORWICH  
12

## norwich cathedral

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.

map ref C6

12

[www.cathedral.org.uk](http://www.cathedral.org.uk)  
Tel: 01603 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](http://www.visitnorwich.co.uk) for events that take place in the Norwich Attractions throughout the year.



# Experience Fusion



**Fusion – inside The Forum – is Europe's largest permanent digital gallery.** Enjoy a changing programme of film, documentary, photography, art, video, graphics and installation.  
[theforumnorwich.co.uk](http://theforumnorwich.co.uk)

**the forum**

Admission is **FREE**. Open Mon-Sat 10am-5pm.

## Within easy reach of Norwich, discover the Broads, Britain's Magical Waterland.



**the Broads**  
Britain's magical waterland

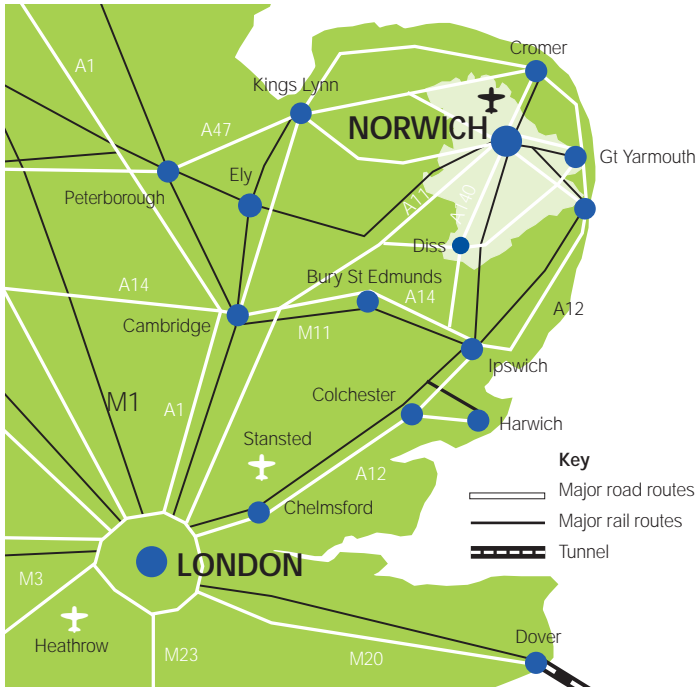
Pick up this essential guide to the Broads or download it from:  
[www.enjoythebroads.com](http://www.enjoythebroads.com)



# NORWICH THEATRE ROYAL

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

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](http://www.courtesytaxis.com)

### Traveline East Anglia

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

[www.travelineeastanglia.org.uk](http://www.travelineeastanglia.org.uk)  
0871 200 22 33

### By Boat

If you are coming from the Broads, Norwich Yacht Station is based at Riverside. Staffed daily 8.00am - 8.00pm from Saturday one week before Easter until first week of November each year.

Call 01603 612980

[www.broads-authority.gov.uk](http://www.broads-authority.gov.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](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 818 181

### Airport Park & Ride service 603

Entrance: Off A140 or via Amsterdam Way

### Costessey Park & Ride service 604

Entrance: Bawburgh Lane (by Norfolk Showground)

### Thickthorn Park & Ride service 601

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

### Harford Park & Ride service 602

Entrance: Off the A140/A47 junction

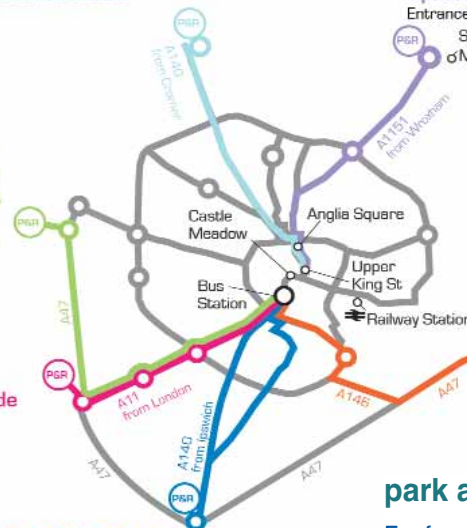
### Sprowston Park & Ride service 606

Entrance: Off main A1151

Sprowston  
Manor

### Postwick Park & Ride service 605

Entrance: Off A47 junction with A1042



All services stop at Norwich Bus Station.  
Airport also stops at Anglia Square, Upper King St and Castle Meadow.  
Sprowston also stops at Castle Meadow.  
Thickthorn, Harford and Costessey passengers can use Airport and Sprowston to Castle Meadow, and the Airport bus for Upper King St and Anglia Square.

### park and ride

For fares, schedules and more information:  
0344 800 8020  
[www.norfolk.gov.uk/parkandride](http://www.norfolk.gov.uk/parkandride)

## riverside entertainment centre

F7

The lively entertainment centre buzzes with people enjoying the ODEON cinema which also includes an IMAX screen, bowling, numerous bars, restaurants, nightclub, and 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 and family bowling, Riverside has it all for you! Our city centre location and close proximity to the Train station, Taxi Rank and bus stop makes us very easy to get to!  
[www.riversidecentrenorwich.co.uk](http://www.riversidecentrenorwich.co.uk)



## car parks and shopmobility

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

For Norwich shopmobility call 01603 753350/01603 283148

For live info on car parking spaces visit [www.help2park.com](http://www.help2park.com)

## norwich tourist information centre

E3

The tourist information centre, located at The Forum, is there to help you make the most of your time in the city. As well as offering advice, ideas and suggestions they arrange guided tours and stock leaflets, maps, books, guides, post cards and gifts.

Open: Apr-Oct:                      Nov-Mar:  
Mon-Sat: 09.30-18.00              Mon-Sat: 09.30-17.30  
Sun 10.00-15.00  
[www.visitnorwich.co.uk](http://www.visitnorwich.co.uk)              t: 01603 213999



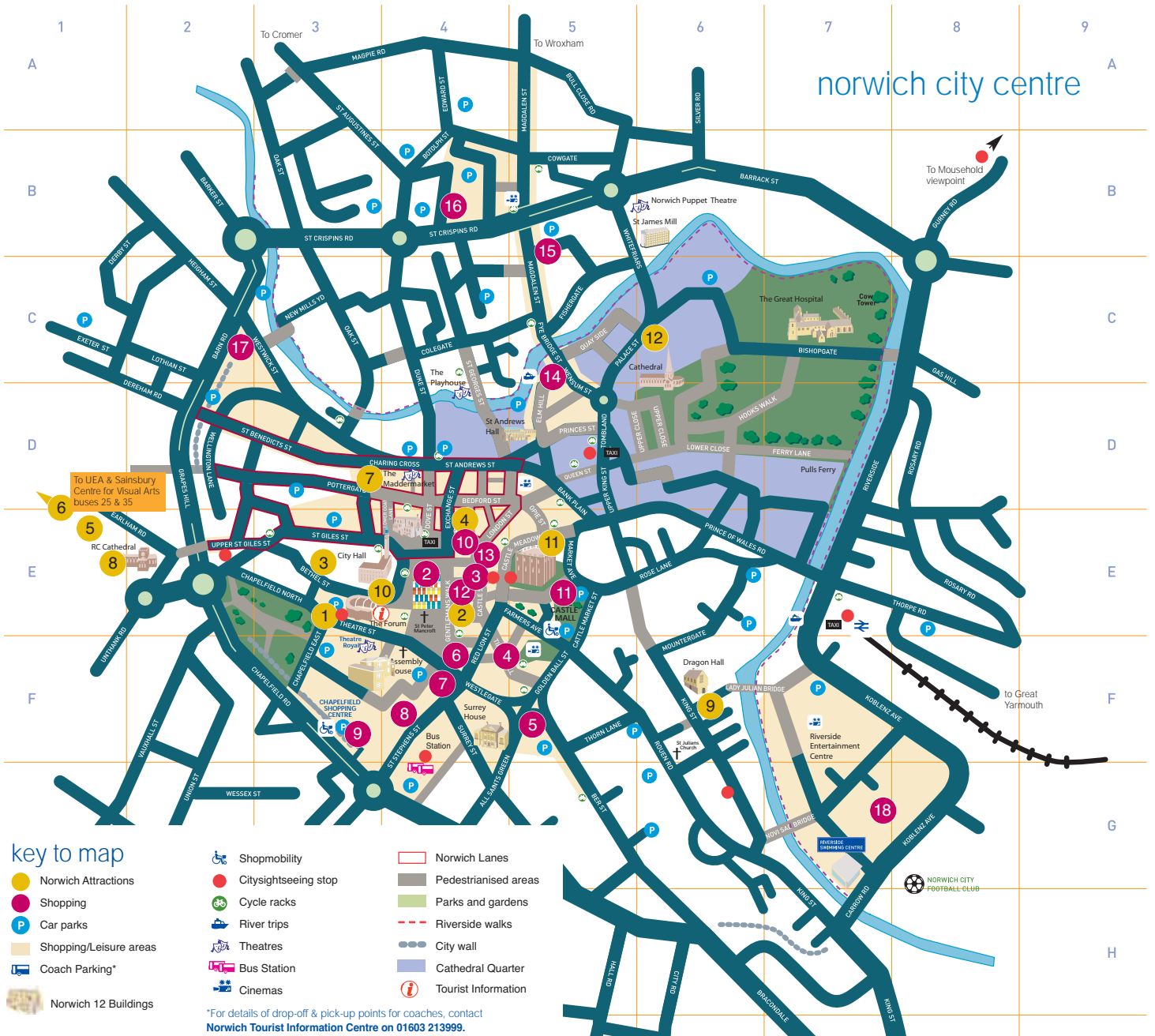
## the forum shop by jarrold

E3

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

Opening times: Mon-Fri: 09.30-17.30  
Sat: 09.30-17.45 Sun: 10.30 - 16.30  
01603 727 922

# norwich city centre



## key to map

- Norwich Attractions
- Shopping
- P Car parks
- Shopping/Leisure areas
- Coach Parking\*
- Norwich 12 Buildings

- Shopmobility
- Citysightseeing stop
- Norwich Lanes
- Cycle racks
- Parks and gardens
- Pedestrianised areas
- River trips
- Riverside walks
- Theatres
- City wall
- Bus Station
- Cathedral Quarter
- Cinemas
- Tourist Information

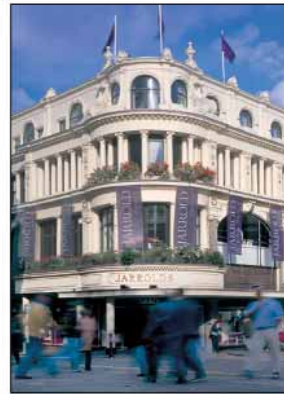
\*For details of drop-off & pick-up points for coaches, contact **Norwich Tourist Information Centre on 01603 213999.**

## ● Norwich Attractions

- 1 City Sightseeing Bus Tours
- 2 Colman's Mustard Shop & Museum
- 3 The Old Skating Rink Gallery
- 4 Jarrold
- 5 The Plantation Garden
- 6 Sainsbury Centre for Visual Arts
- 7 Strangers' Hall
- 8 Cathedral of St John the Baptist
- 9 Dragon Hall
- 10 The Forum
- 11 Norwich Castle Museum & Art Gallery
- 12 Norwich Cathedral

# THE finest SHOPPING IN NORFOLK 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.

MENSWEAR

WOMENSWEAR

RESTAURANTS

BEAUTY HALL

perfumefurniturebooksstationeryhomewaretoys  
shoeslingeriechinafashiondelicafémenswearlinens

## JARROLD

London Street | Norwich | 01603 660661 | [www.jarrold.co.uk](http://www.jarrold.co.uk)



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**NORWICH**  
City Council

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