



THE PLACE  
TO BE

jarrolds.co.uk

Jarrolds







Norwich  
The City of Stories

Map & Guide  
FREE

SHOP  
FASHION  
FOOD &  
LIFESTYLE

Enjoy over 90 fantastic shops, cafés and restaurants in the heart of Norwich, with convenient city centre parking. Home to brands including Apple, H&M, Frasers, Urban Outfitters and Zara.

    ChantryPlace.co.uk

 **Chantry Place**  
Norwich

Norfolk's independent department store presents an out-of-the ordinary shopping experience with five floors of inspiration. From accessories to fashion, homeware to beauty, be delighted by our collections.

Discover pizza and pasta at The Exchange, delicious local fare at Benji's or luxurious seafood at The Bay, as well as an unrivalled Wine Bar, Coffee Bar, Food Hall and Cheese Room, Jarrolds has something for you, whatever your appetite.

For more information go to  
[visitnorwich.co.uk](http://visitnorwich.co.uk)

#CityofStories





# Welcome to Norwich, the City of Stories.

Norwich. Situated on a river, this city was once a Norman stronghold under William the Conqueror's order. Now, it's a place bursting at the seams with vast culture, rich history, natural beauty, literary heritage, and so much more. Here, you can discover food from around the world, spellbinding urban art, waymarked routes to inspirational places, and the many shops and businesses that make our independent spirit so strong.

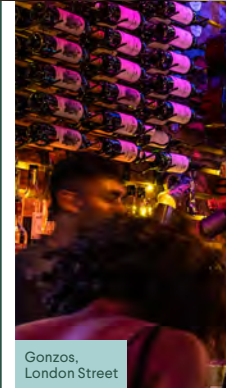
Everyone is welcome in the City of Stories, and there really is something for everyone to enjoy. Whether you're looking to turn back time with Norwich's historic streets and buildings, enjoy a romantic getaway with that special someone, or catch up with friends over great food and drink.

Head to [visitnorwich.co.uk](https://www.visitnorwich.co.uk) for what's on, where to stay and more >>>

## Dive into Norwich's independent scene

Norwich is built on foundations of independent spirit. Mavericks and trailblazers have all etched their names into our history books and shaped the city into what it is today. We're famous for our firsts and foremost, which explains how we became England's first UNESCO City of Literature!

And from that independence, a thriving community was formed. From the endless collaboration between our hundreds of unique businesses, to our bustling venues and events, the City of Stories is one of the most welcoming places you can find yourself – but the best bit is, while you're here, you're a part of it all.



Gonzos, London Street

If you're looking for a shopping experience like no other – you're in the right place. Norwich has every shop you need (and more) all within walking distance from each other. Enjoy the hustle and bustle of The Lanes, take in the beauty of the Royal Arcade and Elm Hill, or treat yourself to something new in Jarrolds, Chantry Place, and Castle Quarter. Whatever you need, this city has it. It's a shopper's dream.



Jarrolds, London Street



Norwich Theatre, Playhouse Bar



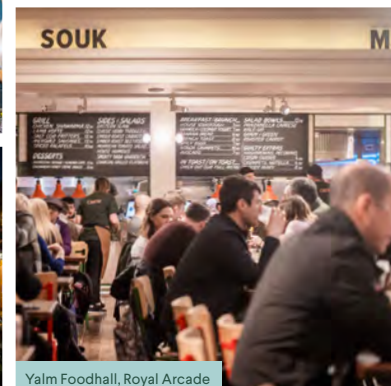
Bowling House, Dereham Road



Yard, Pottergate



Flint Light Installation - Norwich Arts Centre



Yalm Foodhall, Royal Arcade



The Garnet, Market Place



# Discover the City of Stories



Explore an expansive Victorian Garden tucked away just metres from the city centre (The Plantation Garden) our two beautiful Cathedrals, museums, and the famous Norwich Castle. And we can't forget that the Broads National Park also runs right through the city centre! Uncover a bit of history where you stay too, from the oldest hotel in the country (The Maids Head), to gorgeous Georgian luxury (The Assembly House). Whatever you choose to do in Norwich, expect it to be like nothing you've experienced before.



St Benedict's Street



Norwich Summer Sessions, London Street

Norwich is a small city with a big heart, but don't let its size fool you. There is plenty to unravel here. Be a part of our rich history as you wander down cobbled lanes and take in the sights; historic pubs, cosy courtyards, buildings from a bygone age, pocket parks paired with quaint cafés, and our iconic Norwich Market.



Pulls Ferry, Ferry Lane



St George's Street



Norwich Cathedral, The Close



Sainsbury Centre for Visual Arts Photo: Andy Crouch



Cinema City, St Andrew's Street



The Plantation Gardens, Earlham Road



Norwich Market, Market Place

Go to [visitnorwich.co.uk](https://www.visitnorwich.co.uk) for information on what's on, from music, events and festivals to urban art trails, exhibitions and so much more.



St Andrews Street





With 5 floors to explore there is always a reason to visit whether you want to: **SHOP. DINE. WATCH. PLAY.**

**CASTLE QUARTER**  
#ALWAYSAREASON

- OVER 50 SHOPS
- 8-SCREEN VUE CINEMA
- BOOM BATTLE BAR
- 14-LANE SUPERBOWL UK
- ESCAPE HUT
- HOT POD YOGA
- SILHOUETTE
- DIRTY HANKS
- VECTOR VR
- POP-UP SHOP OPPORTUNITIES
- THE ENGINE STEM EXPLORATION CENTRE

castlequaternorwich.co.uk

**SAINSBURY CENTRE**

Sainsbury Centre, International Art Museum  
University of East Anglia, Norwich

Art | Exhibitions | Sculpture Park | Shop | Café  
sainsburycentre.ac.uk

**THE QUICK, EASY & AFFORDABLE WAY TO TRAVEL INTO NORWICH**

EVERY 20 MINUTES

£3 ADULT DAY

£1 WHEN YOU TRAVEL WITH ANOTHER PERSON

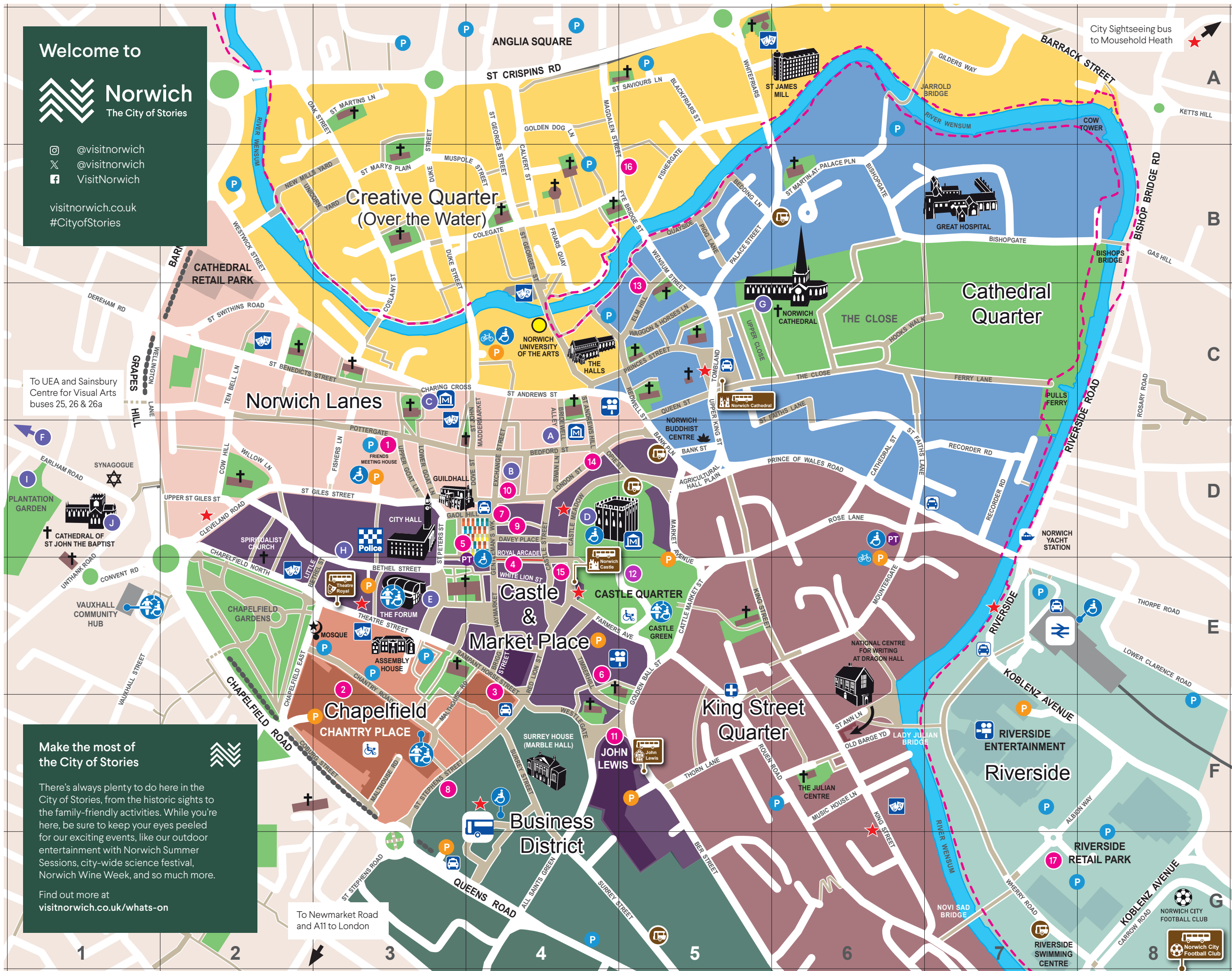
LATE NIGHT SERVICE\*

5 SITES

UNDER 16'S GO FREE!

NORWICH

By using Carbon Balanced Paper through the World Land Trust on this publication we have offset 2798kg of Carbon & preserved 535sqm of critically threatened tropical forests.



## Key:

### Shopping

- 1 Norwich Lanes
- 2 Chantry Place Shopping Centre (3F)
- 3 Marks and Spencer (4E)
- 4 Royal Arcade (4E)
- 5 Norwich Market (4D)
- 6 Timberhill (4E)
- 7 Gentleman's Walk (4E, 4D)
- 8 St Stephens Street
- 9 Davey Place
- 10 Jarrolds (4D)
- 11 John Lewis (4F, 5F)
- 12 Castle Quarter Shopping Centre (4E, 5E)
- 13 Elm Hill (5C)
- 14 London Street (4D)
- 15 Castle Street (4E, 4D)
- 16 Magdalen Street
- 17 Riverside Entertainment & Retail Park

### Norwich Attractions

- A Museum of Norwich at The Bridewell (4D)
- B Jarrolds (4D)
- C Strangers' Hall (3C)
- D Norwich Castle Museum & Art Gallery (4D)
- E The Forum (3E)
- F Sainsbury Centre for Visual Arts (1D)
- G Norwich Cathedral (5C)
- H The South Asia Collection Museum and Shop (3D)
- I The Plantation Garden (1D)
- J Cathedral of St John the Baptist (1D)

- ★ City Sightseeing Bus Stops
- P Surface car parks
- P Multi-storey car parks
- Secure cycle parking
- Cinemas
- Theatres/cultural venues
- Museums
- Bus station (4G, 4F)
- Train station (7E, 8E)
- NHS Walk-in Centre
- Shopmobility
- Public toilets
- 'Changing Places' toilet ('RADAR' key disabled accessible)
- Accessible toilet ('RADAR' key disabled accessible)
- Norwich Market
- Taxi ranks - full time
- Taxi ranks - part time
- Coach drop off points
- Riverside walk/pathway
- City wall
- Norwich 12 buildings
- Churches
- Restricted traffic streets
- Parks, gardens and green spaces
- Norwich University of the Arts

## The History of Norwich

We're called the City of Stories for good reason. For over a thousand years, this fine city has been steeped in a rich history. It's seen famous figures walk the streets we see today, and major events that have changed what could've been.

Take William the Conqueror's influence. Just one year after invading, the first Norman King of England exerted his power by ordering the construction of Norwich Castle. 98 houses were demolished to make room for this now iconic landmark, where it still stands nearly a millennium later.

Then, some 500 years later, Norwich was at the heart of the last public revolt in England when Robert Kett led 'Kett's Rebellion' against the wealthy. After nearly two months, the rebellion was beaten by the Earl of Warwick's forces, and Kett was sentenced to be hung off the Castle as an example against future rebellion.

For more fascinating tales, head to the Museum of Norwich to find our unique Valentine's traditions, find all the Norwich eras presented at Strangers' Hall, and don't miss Norwich Castle's Medieval Keep reopening in summer 2024.

### Look out for our friendly City Hosts



Made up from local volunteers, passionate about Norwich, you can find them located around the city come rain or shine. Whether you need directions, recommendations, information about events, or are just after a friendly chat, our City Hosts will be there to welcome, guide and assist you. Look out for 'Here to Help' blue tabards to find them.

### Business District

Our commercial and financial centre. See the remains of the ancient city wall where St Stephen's Gate once stood and where Queen Elizabeth I arrived in 1578. Here you'll find the Norwich Bus Station, the hub of getting you to wherever you need to go in and around our fine city.

### Creative Quarter (Over the Water)

Known as 'Over the Water' since the 13th century, this is where the Anglo-Saxons are said to have first settled. Visit St Andrew's Hall & Blackfriars' Hall, the most complete medieval friary complex surviving in England.

### Castle & Marketplace

Above the city, Norwich Castle keeps watch. Beneath its shadow, the award-winning outdoor market tempts you with around-the-world street food, pop-up shops, and traditional stalls.

### King Street Quarter

We're England's first UNESCO City of Literature, and the National Centre for Writing is found at 15th-century Dragon Hall, nurturing new talent within its walls and around the world.

### Cathedral Quarter

Our Norman Cathedral dominates the Norfolk skyline with its famous 315-foot spire. Elm Hill is one of the most complete medieval streets in the UK, and Cow Tower has defended the River Wensum since the 1300s.

### Riverside

Our station, a place of many excited arrivals, connects us to cities such as London, Manchester, Cambridge, and Nottingham. Our iconic stadium, Carrow Road, is just round the corner and home to our high-flying Canaries and the oldest chant in football history, On the Ball City!

### Chapelfield

Once enclosed by 14th-century city walls, this is a place of stories. The garden, an oasis of beauty, comes alive with fairs and events. And the old chocolate factory is now the site of our modern shopping centre, Chantry Place.

### Norwich Lanes

Welcome to our city's independent heart, winner of the Great British High Street. The Guildhall, England's largest medieval city hall, stands at the gateway of the Norwich Lanes. Along these cobbled streets, independent shops, restaurants and galleries nestle side by side.