**The Lions’ Den to launch Norwich City Centre location with Rooftop Saunas, Café and Social Space, and Studio**

***Second venue set to open on White Lion Street this winter***

**Norwich, 9th October:** The Lions’ Den, Norwich’s popular outdoor venue, is set to open a second location in the heart of the city this December. Situated on White Lion Street, *The Lions’ Den City* will join the existing River venue and bring together a café with a large social space, studio (for movement and more), treatment rooms, and three new saunas including the first rooftop saunas in East Anglia.

The new venue will also be Norwich’s first alcohol-free bar, staying open until late, creating a unique third space where people can meet, socialise, and unwind.

Lee Tayler, founder of The Lions’ Den and Norfolk Paddle Boards, said:

“We’ve always seen The Lions’ Den as a community, not just a venue. Our River location has shown how powerful that sense of connection can be, and our second location - *The Lions’ Den City* - builds on that. It’s a place where Norwich can come together, slow down, socialise, and connect in the city centre. Whether it’s a morning class, an evening sauna, or meeting friends for coffee in a space that feels good to be in, we want people to feel at home here. It will be Norwich’s living room in the heart of the city we love.”

The Lions’ Den River opened on the banks of the River Wensum at The Red Lion, Bishopsgate in late 2024 and quickly became a destination for outdoor socialising. The addition of the second venue in White Lion Street marks the next chapter for The Lions’ Den, expanding its reach alongside the existing River location (which will stay open), responding to strong demand for saunas and social spaces.

The new venue is set to open in early December.

For more information, to sign up to be the mailing list to be the first inside, visit [**thelionsdennorwich.com**](http://thelionsdennorwich.com) to and follow [**@thelionsdennorwich**](http://instagram.com/thelionsdennorwich) on Instagram.

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