

# FIND YOUR PLACE

Enjoy over 90 fantastic shops, cafés and restaurants in the heart of Norwich, with convenient city centre parking.

Home to brands including Apple, Flannels, Frasers, H&M, Mango, Urban Outfitters and Zara.

    
ChantryPlace.co.uk

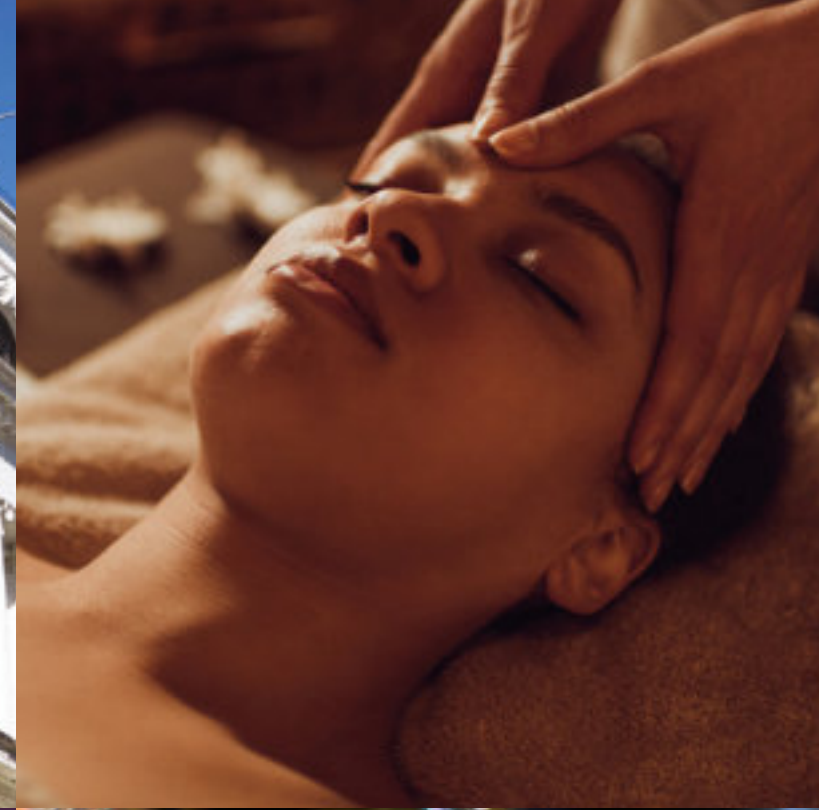


**Norwich**  
The City of Stories

Map & Guide  
**FREE**



jarrolds.co.uk



Awarded  
UK's Best  
Independent  
Department  
Store 2024



**At Jarrolds, we offer more than a shopping destination—we create unique experiences.**

From seasonal pop-ups and freshly baked scones to indulgent beauty treatments and diverse events, every visit is special. It's not just about the products; it's about the moments, connections, and stories that unfold. Jarrolds is where quality meets meaningful experiences, making each visit unforgettable.



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

East Anglia Lonely Planet  
Best in Travel 2025

 **Chantry Place**

# Welcome to Norwich

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



Yalm Foodhall, Royal Arcade (4E)

We're England's first UNESCO City of Literature. And we're home to the National Centre for Writing and the first woman to be published in English. Here, you can browse a wealth of independent book shops, discover our unique book bench trail, visit the UK's American Library and follow in the footsteps of the likes of Margaret Atwood, Ian McEwan and Kazuo Ishiguro.

Norwich is brimming with over 900 years of rich history, natural beauty, literary heritage and more! It's no wonder Lonely Planet named East Anglia one of the Best in Travel for 2025. So, whether you're enjoying a cultural city break, romantic getaway or catch up with friends over delicious food and drink, everyone is welcome.

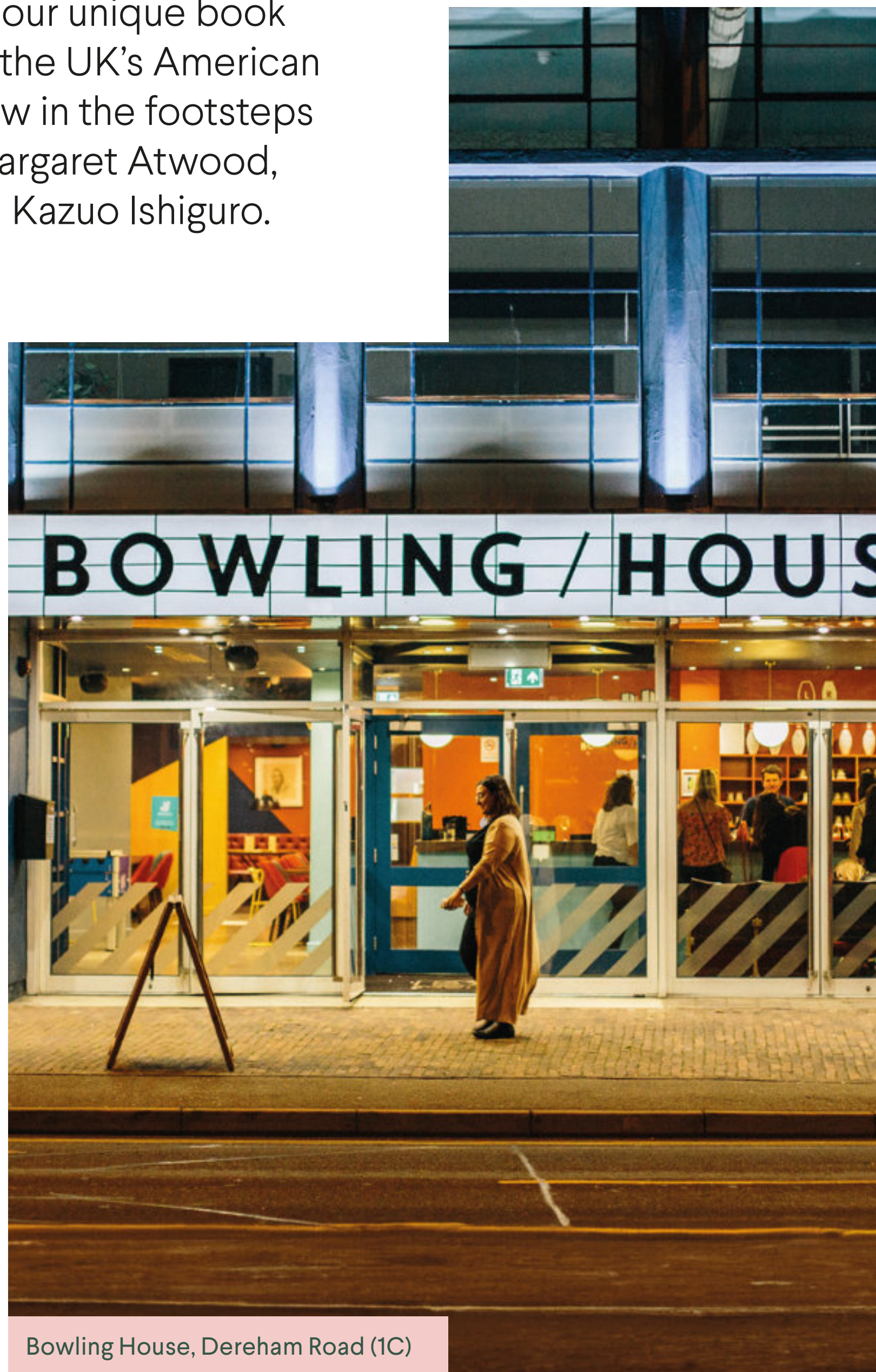
Soak up Norwich's independent spirit. This is a city of inclusion and collaboration, mavericks and trailblazers. And thanks to our one-of-a-kind businesses and bustling venues, Norwich's diverse and creative community is here to make you feel at home.



The Royal Arcade (4E)



Jarrolds, London Street (4D)



Bowling House, Dereham Road (1C)



Lower Goat Lane (3D)



Country & Eastern, Bethel Street (3D)



Refectory Cafe at Norwich Cathedral (6C)



Norwich Market (4D)



The Cathedral of St John the Baptist  
[sjbcathedral.org.uk](http://sjbcathedral.org.uk)

Daily Mass | Guided Tours | Gift Shop | The Garden Cafe | Concerts & Events

Castle Quarter – Norwich's ultimate destination to

**SHOP. DINE. WATCH. PLAY.**

With five floors to explore, there's always a reason to visit! Whether it's drinks after work, a quick bite to eat, the latest blockbuster, a family day out or date night.

★ **Castle Quarter is so much more than shopping it's a complete lifestyle experience.** ★

CASTLE QUARTER

SCAN QR TO FIND OUT MORE

**SAINSBURY CENTRE**  
Living Art Sharing Stories

Art | Exhibitions | Sculpture Park | Guided Tour | Shop | Cafés

[sainsburycentre.ac.uk](http://sainsburycentre.ac.uk)

University of East Anglia, Norwich

Get to the city from...

**FAB4 SWANTON MORLEY**      **3B WATTON**

**8 DEREHAM**      **5B WROXHAM**

Buses running late into the evening

**GREAT DAYS OUT BY BUS**

[konectbus.co.uk/norwich](http://konectbus.co.uk/norwich)

# Explore Norwich Cathedral



cathedral.org.uk



Looking for a quick and hassle-free way into the city?  
Try the Norwich Park & Ride



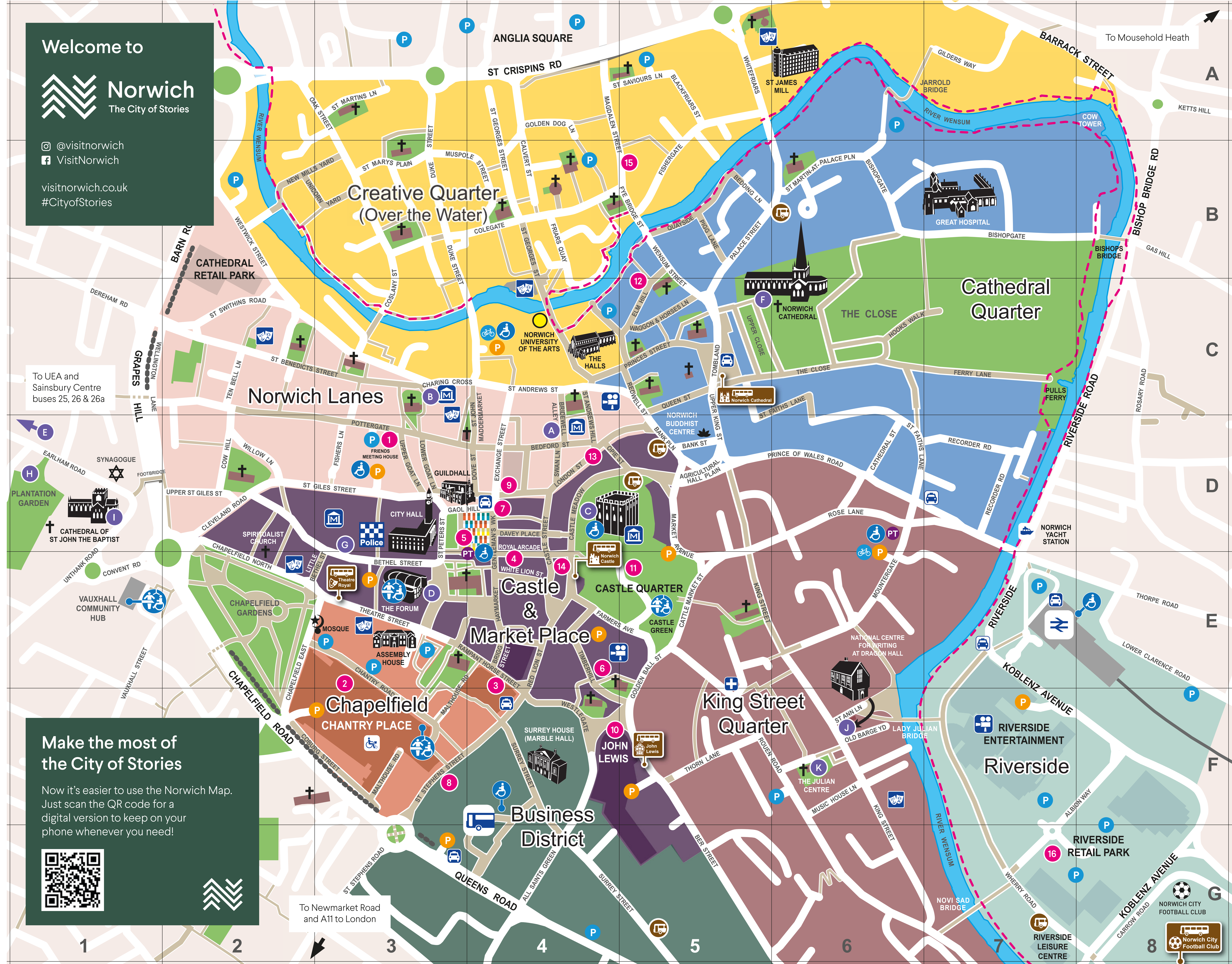
- Up to every 15 minutes
- Seven days a week
- 5 sites across Norwich
- Free parking

For more information see [simonds.co.uk/P&R](http://simonds.co.uk/P&R)

# Discover our Norwich Museums



Norwich Castle  
Museum of Norwich  
Strangers' Hall  
[www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)



Welcome to  
**Norwich**  
The City of Stories

@visitnorwich  
VisitNorwich

visitnorwich.co.uk  
#CityofStories

Make the most of the City of Stories

Now it's easier to use the Norwich Map. Just scan the QR code for a digital version to keep on your phone whenever you need!

## Key:

- Shopping**
  - Norwich Lanes
  - Chantry Place Shopping Centre (3F)
  - Marks and Spencer (4E)
  - Royal Arcade (4E)
  - Norwich Market (4D)
  - Timberhill (4E)
  - Gentleman's Walk (4E, 4D)
  - St Stephens Street
  - Jarrolds (4D)
  - John Lewis (4F, 5F)
  - Castle Quarter Shopping Centre (4E, 5E)
  - Elm Hill (5C)
  - London Street (4D)
  - Castle Street (4E, 4D)
  - Magdalen Street
  - Riverside Entertainment & Retail Park
- Norwich Attractions**
  - Museum of Norwich at The Bridewell (4D)
  - Strangers' Hall (3C)
  - Norwich Castle Museum & Art Gallery (4D)
  - The Forum (3E)
  - Sainsbury Centre (1D)
  - Norwich Cathedral (5C)
  - The South Asia Collection Museum and Shop (3D)
  - The Plantation Garden (1D)
  - Cathedral of St John the Baptist (1D)
  - Dragon Hall (6F)
  - The Julian Centre (6F)
- Surface car parks**
- 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 heritage buildings**
- Churches**
- Restricted traffic streets**
- Parks, gardens and green spaces**
- Norwich University of the Arts**

## Norwich, always with a story to tell

Here in Norwich, we're called the City of Stories for good reason. Our fine city is steeped in history, all the way from medieval to modern times.

Known to Anglo-Saxons as Norvic, Norwich was once England's second city. We've seen the construction of not one, but two, breathtaking cathedrals and, of course, our iconic Norman castle - founded by William the Conqueror. Our cobbled lanes have played host to Robert Kett's rebellion in 1549, welcomed immigrants and Strangers, and seen a booming textile, then shoemaking, trade. More recently, there's our Art Nouveau arcade, Art Deco and Brutalist icons, and rich literary heritage. And our 900-year-old market still thrives.

Today, visitors can explore Norwich's history through museums, landmarks, and guided tours. Head to Norwich Castle Museum & Art Gallery, the Museum of Norwich, Strangers' Hall and The South Asia Collection. It's time to discover these fascinating tales for yourself.

### Look out for our friendly City Hosts



Made up of local volunteers, passionate about Norwich, you can find our City Hosts located around the city come rain or shine. Whether you need directions, recommendations, information about events, or are just after a friendly chat, they will be there to welcome, guide and assist you.

Look out for 'Here to Help' blue tabards to find them.

### Old Meets Now

With over 900 years of history all in one place, here, medieval marvels stand side by side with modern architecture. See our striking flint knapped Guildhall just moments away from the glass-fronted Forum. Or wander one of the oldest open-air markets in the country before a visit to the Sainsbury Centre, a revolutionary Norman Foster-designed art museum.

You can follow in the footsteps of visitors across hundreds of years. Norwich is where old meets now and brimming with both contemporary culture and historical heritage.

### Take a Seat, Let's Eat

We've got gastronomic delights galore. Here, you can indulge in mouthwatering local food and drink. Our famous Norwich Market is a melting pot of worldwide flavours and there's fantastic fine dining and food halls for every taste.

Try prize-winning chippies, cosy cafés, waterside pubs, and delicious vegetarian dishes. Then it's time for a glass of local wine, spirits or beer. Perhaps a cocktail takes your fancy? Whether you're a lover of sweet or savoury, it's time to take a seat.

### Independent Spirit

Shop Norwich's thriving independent scene. Treat yourself in our award-winning flagship department store Jarrolds, with five floors full of fashion, lifestyle, and food. From there, explore the Norwich Lanes, where you'll find everything from handcrafted jewellery to unique bookshops. And don't forget our glistening Royal Arcade or cobbled Cathedral Quarter.

There's Chantry Place and Castle Quarter for your high street heroes. Or you can find churches filled with antique treasures and museum shops like Country & Eastern for one-of-a-kind gifts full of independent spirit.

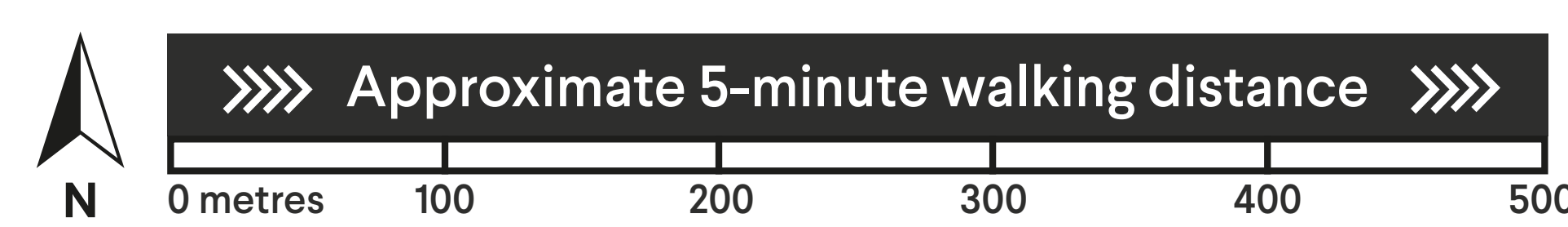
### Act Natural

In Norwich, city life and the natural world intertwine. We're part of the Broads National Park, with hidden gems like The Plantation Garden. You can amble along our riverside walk, paddle along the Wensum (once a medieval trade route) or head to Mousehold Heath for spectacular sunset views no matter the season.

During springtime, admire blossom trees and feel the crunch of leaves in autumn. Norwich is a compact city where you can roll, stroll or paddle - it's easy to act natural here.



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By using Carbon Balanced Paper and offsetting all unavoidable carbon impact through Ecologi, we have offset 4500kg of CO2 and planted 450 trees.

# Discover the City of Stories



This is a small city with a big heart- but don't let our size fool you. Here, we're buzzing with independent cultural venues. See a first-class West End show, enjoy laugh-out-loud comedy and experience captivating musical performances, whether you're here for a fun-filled family day out or an entertaining evening with friends.



Millennium Plain (3E)



Norwich Castle (4D)

From historic sights to groundbreaking galleries and museums aplenty, Norwich is a city waiting to be discovered. And with a range of exciting events to choose from throughout the year, like Norwich Science Festival, Norfolk & Norwich Festival, Norwich Wine Week, Norwich Summer Sessions, and more, you'll be spoilt for choice!



St Georges Street (4B)



River Wensum (5B)



Norwich Cathedral (6C)



Sainsbury Centre for Visual Arts Photo: Andy Crouch



St Gregory's Green (3D)



The Plantation Garden, Earlham Road (1D)



Norwich Arts Centre (2C)

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



St Andrews Street (4C)