

Press Pack Visit Norwich Norwich, Norfolk, UK www.visitnorwich.co.uk

Vibrant, historic Norwich, the stunning Broads and the beautiful Norfolk countryside... so near and yet a world away.

Visit Norwich is the destination marketing organisation for the area of Norwich, the Broads and the countryside.

Visiting the city area destinations with a thriving visitor economy brings great benefits to all who visit, live, work or study in Norwich.

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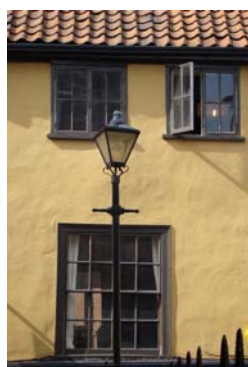
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From the medieval period until the start of the Industrial Revolution, Norwich created a very rich legacy of heritage, with the city proudly boasting the most intact medieval street pattern in Europe. In medieval times Norwich was one of the largest cities in England, offering a rare blend of historic interest and modern sophistication.



Visit Norwich,
Norwich, UK

Quick facts

Norwich is home to over 50 national and regional headquarters; Aviva, Virgin, Unilever, Lotus and regional BBC and ITV.

Norwich is being transformed with construction projects representing investment of more than £1 billion.

Norwich International Airport is 15 minutes from the city centre and provides worldwide links to over 1,000 destinations via Amsterdam.

Trains run to London every 30 minutes serving Liverpool Street and take 1hr 50mins. Central Trains offer connecting services from the North, Midlands and Scotland.

In 2012 Norwich was announced officially as England's first UNESCO City of Literature thus joining Edinburgh, Dublin, Melbourne, Iowa City and Reykjavik as one of a global network of Creative Cities.

Norwich has been confirmed as one of the host cities for the 8th edition of the British Air Show in 2016.

Norwich as architecturally varied as it is stunning

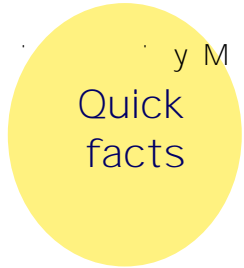
Norwich has a delightful mix of architectural styles. To orientate yourself, explore the restored Victorian secret streets, lanes and alleys lined with a superb collection of buildings, churches, shops and restaurants. Most notably the cobbled Elm Hill where you will find attractive Tudor houses, delightful antique shops and cosy coffee houses and tea rooms. Exploring Norwich is easy on foot due to the unique and interesting places to visit including Plantation Garden, a jumble of medieval streets, lanes and alleys lined with a superb collection of buildings, churches, shops and restaurants. Most notably the cobbled Elm Hill where you will find attractive Tudor houses, delightful antique shops and cosy coffee houses and tea rooms. Exploring Norwich is easy on foot due to the unique and interesting places to visit including



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Heritage proud of its past and present status

Visitors to Norwich are in for a real treat. The city is a treasure trove of Romanesque and Gothic architecture, with some of the finest examples in Europe. The city is also home to the most complete medieval town walls in England, the second tallest spire in the country and an amazing 1,200 carved stone roof bosses. The city has over 30 medieval churches, many still in function as parish churches, but others have been imaginatively converted to other uses. The 12th century Castle is one of the finest Norman secular buildings in Europe. Today, as the county's principal museum, the Cathedral is celebrated as one of the finest examples of Romanesque architecture in Europe. The city is also home to the impressive 12th century St John's Roman Catholic Cathedral. Today, as the county's principal museum, the Cathedral is celebrated as one of the finest examples of Romanesque architecture in Europe. The city is also home to the impressive 12th century St John's Roman Catholic Cathedral. Today, as the county's principal museum, the Cathedral is celebrated as one of the finest examples of Romanesque architecture in Europe.



The Great Hospital built in 1249 has been in continuous use as a care institution since it was founded for the care of poor chaplains in the 13th century.

Norwich Market has been standing on the same site for over 900 years. It is the largest day-a-week open air market in the country.

Over 1,500 historic buildings lie within the city walls including two cathedrals, and an imposing Norman Castle.

Norwich boasts the largest intact medieval street pattern in Europe. Hear the facts on a Blue Badge Guided Walking Tour.

Norwich has 33 medieval churches more than any other city north of the Alps. One medieval church houses Norwich Puppet Theatre which offers puppet making workshops as well as performances.

The city is home to the oldest most complete historical street. It is home to stunning examples of Tudor buildings and houses.



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Shopping unique and eclectic shopping for all

Within the ancient city walls of the medieval city of Norwich is a host of pedestrianised streets, historic alleyways and winding paths. All lead to delightful shops and retailers selling unique and Norfolk produced items, high street brands, designer labels and household names.

Norwich is one of the top 15 places in the UK to shop and it is easy to see why. Boasting 10 national department stores, two shopping malls and scores of eclectic, individual shops some of which are located in the Norwich lanes, you cannot fail to be impressed by the choice and variety on offer. You will find many hidden gems selling local products from clothing accessories and handbags to paintings, handknitted tea cosies and furniture. Many shops owners are designers and artists themselves offering expert advice, great customer service and commissions if you are looking for a truly unique item. Norwich is also a very compact city making it easy to explore on foot. One minute you can be pounding the pavements through The Lanes, next you are strolling through Elm Hill and after that browsing in Chapelfield.

Quick facts

Oxford Street, Norwich is the only place in the UK to have 4 national department stores as well as an independent department store.

The Art Nouveau Royal Arcade was designed by local architect George Skipper and is now home to a number of independent shops and cafes.

Award winning store K independent department @ since 1823.

Norwich has a very high proportion of independent businesses. Find; art, lifestyle, clothes, jewellery, antiques, books, fabric vintage and more.

Explore Norwich at Christmas with fantastic markets & events in Norwich Cathedral Cloisters and Dragon Hill.

Norwich Museum is the only one of its kind in the world. Try mustard chocolate, mustard bath salts plus your everyday mustard products!



Culture a truly vibrant cultural scene

Norwich is justifiably regarded as the capital of East Anglia, boasting an arts scene comparable with much larger cities. Norwich has more cultural activity per head than anywhere else in the UK*.

Norwich is a vibrant cultural scene, offering a wide range of activities and events. From concerts and performances to festivals and exhibitions, there is something for everyone. The city is home to the famous Norwich School of Painters, and is proud of its visual arts tradition and there are extensive opportunities to see both permanent and visiting exhibitions of outstanding work.

Norwich can satisfy every musical taste with a huge choice of

concerts and performances from lunchtime recitals and outdoor concerts to evening gigs and alternative music. There is also an impressive choice of performances from drama, opera, concert and pantomime to comedy parks around Norwich offer a free summer programme of outdoor theatre, music and dance. Norwich Bandstand Concerts celebrates with a rich and diverse offering of annual arts and cultural events including The Norfolk & Norwich Festival, Open Studios, Spring & Autumn Literary Festivals, Worlds Literature

Over 4 days every July Norwich Cathedral Cloisters plays host to a wonderful outdoor programme of theatre performances from William Shakespeare. Whilst parks around Norwich offer a free summer programme a perfect opportunity on Sunday afternoons to socialise and relax.

**Locallife.co.uk, Jan 2008*



Quick facts

The Norfolk & Norwich Festival is the 2nd largest international city arts festivals in England and the oldest of its kind over 200 years old in fact.

See Picasso and Henry Moore in their East Anglian setting at the Sainsbury Centre for Visual Arts. Designed by Sir Norman Foster.

City of Ale Festival is a unique, collaborative event, that showcases what is great about Norwich pubs, pubs heritage, local brewing and brewing heritage. 22 May 1 June 14.

† # holds the international † every year in Norwich which attracts high profile writers from around the world.

V biggest digital screen gallery Fusion-which is permanently open and free to attend at The Forum.

The Spring and Autumn Literary Festivals at the strong literary tradition and attract the most exciting novelists and poets.



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Norwich Cathedral Quarter - medieval architecture and green spaces

Quick facts

Underneath the Magistrates Court find the preserved remains of a Norman stone tower house, complete with toilet flushed by the river and fall of the tide!

The annual Norwich Beer Festival takes place every year in the Guildhall and is the largest provincial beer festival in the country.

Norwich Cathedral has a herb garden which has been created close to the site of the original Benedictine Infirmary and physic garden.

Medieval fierce fighting took place in the Elm Hill and Tombland area.

Find quaint shops selling a vast array of gifts, collectables, objet d'art, vintage and antiques.

The Cathedral Quarter remains a highly desirable film location. Big screen productions include; Dean Spanley, Stardust and Jack the Giant Slayer starring Ben Barnes, Ewan McGregor and Saoirse Ronan.

Over 750 years ago, the citizens of Norwich founded the Anglican Cathedral. The Cathedral Quarter, where you will find exquisite historical buildings and streets, unique shops, diverse cultural activity and a continental atmosphere.

A vast area of the Cathedral Quarter includes the cobbled Elm Hill, the most complete medieval street in Norwich and Wensum Riverside Walk home to stunning examples of Tudor buildings and wealth. Bishops Bridge, all Bishopgate, where The Great Hospital with its impressive Eagle Ward, has been caring for

built over 600 years ago. The Halls are the most complete medieval friary complex surviving in England and form part of the Norwich 12 collection. There is also an abundance of historic churches some of which have been put to alternative uses such as St Peter Hungate which is now a centre for medieval art.



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Norwich Unesco City of Literature - the first English City of Literature

Quick facts

The University of East Anglia offered the first British MA in creative writing with its first student, of the first being Ian McEwan (1977)

Visit Norwich City of Refuge (2006) for persecuted writers and founding member of the International Cities of Refuge Network (ICORN)

In 2000 an MA in Life Writing - now known as the MA in Biography and Creative Nonfiction - was inaugurated by Lorna Sage and Janet Todd at the University of East Anglia

Jarrolds Visit Jarrolds V independent department store has an award-winning Book Department with over 40,000 titles in stock. Jarrold has a thriving programme of author events and literary lunches year round.

Each year the University of East Anglia hosts two literary festivals, one in Autumn and one in Spring which bring together acclaimed authors, poets, playwrights and personalities with sought-after audiences.

Norwich is officially England's first UNESCO City of Literature, joining Edinburgh, Dublin, Melbourne, Iowa City and Reykjavik as one of a global network of Creative Cities. The UNESCO City of Literature accreditation means that Norwich joins an elite group of cities worldwide whose literary heritage, contemporary strengths and future commitments to social, economic and cultural growth through the literary arts are recognised as world leading.

Norwich has a sensational literary past, from the first battle of Julian of Norwich was dispatched (1075) to the first woman published in English (Julian of Norwich C15th), the first woman published in English (*The Revelations of Divine Love* C15th), the first recognisable novel (*Robinson Crusoe* C16th), the first printed plan of a world. A first edition of the book is available to view at the Museum of Norwich at the Bridewell to be the largest found located in the heart of the city.

Norwich Millennium Library is consistently the most popular library attracting more than 1.5 million visitors a year.

Other literary highlights include the Bridewell to be the largest found located in the heart of the city, the first woman published in English (*The Revelations of Divine Love* C15th), the first recognisable novel (*Robinson Crusoe* C16th), the first printed plan of a world. A first edition of the book is available to view at the Museum of Norwich at the Bridewell to be the largest found located in the heart of the city.

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