



news release

LANES' FIRST MAP UNVEILS NORWICH'S INDEPENDENT SHOPPING DISTRICT

A map has been created illustrating the abundance of shopping and leisure activities that can be enjoyed in the city's historic quarter.

30,000 maps have been printed and are available free from shops within the Norwich Lanes, the Norwich City tourist information centre at The Forum, the bus and train stations, and various car parks. The map is key and colour-coded to make it easy to access all the information about the popular area: including shopping, entertainment, and dining.

Norwich Lanes Association, who has created the map, has been in existence since September 2005 and is made up of independent business people based in the lanes area of Norwich. The association works hard to raise awareness of the independent shopping and leisure district that has developed over the last few years within and around Norwich's historic lanes. The picturesque Norwich lanes, including many with cobbled streets, date back as far as the Roman period.

The Norwich Lanes are hoping to follow in the footsteps of the similar Brighton Lanes, which has already achieved national recognition. Norwich Lanes Association is working closely with the Norwich City Council, EEDA, and Spatial Metro to develop the area and make it one of the most desirable independent shopping and entertainment districts in the country.

Over the coming months a £250,000 project, funded by EEDA and the European Union's Interreg programme, will provide new signage, paving, bollards, cycle facilities and improved public areas, as well as signs celebrating its rich heritage.

- more follows -

Lanes' First Map Unveils Norwich's
Independent Shopping District.../2

Clive Rowe is Chairman of the Norwich Lanes Association.

“All of the businesses that are based in the Norwich Lanes are very proud and fond of the area. It is already a very popular area for local people and visiting tourists and by working together we aim to make it even better”, said Mr Rowe.

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