



news release

NORWICH LANES BUSINESSES JOIN FORCES FOR THE FESTIVE SEASON

Businesses within the historic Norwich Lanes area of the city are all geared up to add to the festive cheer of Norwich in the run up to Christmas.

The Norwich Lanes Traders Association has continued its work of the last few years to bring together businesses in the area for a joint approach to the Christmas season.

One of the most visual aspects of the Norwich Lanes Christmas theme is the return of the popular mini-Christmas trees. Sourced from Homestead Nurseries in Kirstead Green, the trees are becoming synonymous with Christmas in Norwich Lanes and bring a real festive feeling to the winding alleyways, as well as showing people that they are in the Norwich Lanes area of the city.

Many of the 150 shops and businesses who are members of Norwich Lanes Traders Association have agreed to open late on Thursday evenings and from 11am to 4pm on Sundays during December to help shoppers make the most of shopping in Norwich Lanes.

A white and blue Christmas lighting colour scheme has also been agreed to give the area an unmistakable festive feeling. Shops and businesses throughout Norwich Lanes will be decorating their stores with lights of these colours.

Whilst working together enables the businesses within Norwich Lanes to achieve so much more than working alone, the Norwich Lanes Traders Association still respects and promotes the independence of the businesses in the area.

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“It’s the diversity which makes the area so unique, and even within our Christmas theme, there will be many shops who decide to do their own thing for Christmas and we think that’s great too,” said Norwich Lanes Chairman, Clive Rowe.

“However, where the businesses have common interests, like the mini Christmas trees or even commercial aspects such as insurance, it makes sense to co-ordinate a unified approach. Also, by co-ordinating aspects such as our late-night trading hours, it means that the public can know when they can come into Norwich Lanes and make the most of the many shops, bars and restaurants in the area,” said Mr Rowe.

The Norwich Lanes Traders Association was set up two years ago by independent business people who work within the area to help the different businesses share common interests to strive and also raise awareness of Norwich Lanes.

The association has built on a unified approach to the festive season started over the past few years to enable residents of Norwich and visitors to make the most of the area at this time of year.

Norwich consistently ranks as one of the best cities in the country to go shopping, and Norwich Lanes is a big part of this draw. The beautiful and historic winding alleyways and the diverse range of independent and cutting edge shops and businesses within the area is one of Norwich’s most unique features for visitors.

Co-ordinating 150 independent businesses is no mean feat, especially as the area thrives on its diversity. However, Chairman Clive Rowe believes that working together can help the area to thrive without losing any of its individualistic charm.

“By working together, we can adopt a unified approach to events and projects such as the new Norwich Lanes Map, and make them happen. As individual businesses we can only achieve so much, but there is such a large amount of expertise and experience within the Norwich Lanes and by pooling our talents and resources we can achieve great things. We’ve already achieved a great deal in 2007 and we’ve even bigger plans for 2008,” said Mr Rowe.

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