



news release

NEW WEBSITE PROVIDES A WINDOW INTO NORWICH LANES

A new website has been launched by Norwich Lanes, to help people find out more about the popular independent shopping and socialising area in the heart of Norwich and plan their visit.

The website offers a window into the winding historic alleyways which make up Norwich Lanes and all members of Norwich Lanes Traders Association have their own page on the site to promote their individual businesses.

The official Norwich Lanes map is also included on the site as well as photo galleries featuring images of the area from past and present. Other additions to the new site include the latest news stories, event information, and a full search capability to help visitors find a particular shop, restaurant or bar in the area.

The website was designed through the donated services of Norwich-based web design consultancy, Astutech. Using the latest web design techniques to create the site, Astutech has also incorporated a private 'members only' section to the website to enable all the businesses within Norwich Lanes Traders Association to share information and feedback about upcoming plans for the area.

Norwich Lanes Chairman, Clive Rowe is ecstatic about the new site.

“Having an easy-to-use and inviting website is imperative for us and this new site represents Norwich Lanes in the best way possible. We’re already looking into improving it further with downloadable activities for families to take part in during their visit to Norwich Lanes,” said Clive, who is also co-owner of Walkers of Pottergate, based in Norwich Lanes.

The new Norwich Lanes website can be found at www.norwichlanes.co.uk.

- notes to Editors follows -

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About Norwich Lanes

Norwich Lanes Traders Association was set up in 2006 to represent the interests of the range of independent businesses trading within the historic quarter of Norwich City centre.

The organisation primarily works to raise awareness of Norwich Lanes as a number one destination for shoppers, tourists, and socialising and targets people from within as well as outside of Norfolk.

Independent shopping has grown in popularity as people search for an alternative to generic shopping malls and national chains. Today, the businesses within Norwich Lanes offer one of the UK's best selections of unique and independent shops, mingling between an extensive collection of restaurants, cafes and bars.

Norwich Lanes is also home to a wealth of heritage sites and beautiful architecture as well as theatres and museums. Throughout the year, many events are held within Norwich Lanes including music festivals, photographic and craft exhibitions, an ice sculpture trail, and the famous Norwich Beer Festival.

Norwich Lanes Traders Association also works to provide a forum for debate between the businesses in the area about the future of Norwich Lanes and works closely with Visit Norwich and Norwich City Council regarding tourism and renovations of the area.

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