NORWICH is AMAZING

A FINE GUIDE TO A FINE CITY!
Exciting times. Scary times too. You’re starting a new life in a new city, meeting new people, making new friends and taking the first steps on a new journey. A journey we want you to approach as an adventure that will change and shape you, helping you face the future with confidence. And where better to begin your journey than in the mighty fine city of Norwich. That’s a rhetorical question, by the way. Because no city is finer than Norwich and this guide will take you on a whistle-stop tour of all that we’re proud of and some of the many ways in which you can be a part of it.
The city of Norwich might be your home for the next few years (and, who knows, maybe longer...), but it would be a mistake not to explore the natural wonders that are just up the road. An almost continuous band of beach spans the North Norfolk coast. From Waxham to Wells-next-the-Sea, Cromer to Cley, Hunstanton to Scoll Head, you can find soft, golden sand and remote stretches where you and your friends can be picnicking alone, even on a Bank Holiday in August. Also not to be missed, the Broads are made up of one hundred and twenty miles of waterways, grazing marshes, fen and woodland, and support some of the rarest plants and creatures in England. Just hire a boat and get lost...in the nicest possible way, of course.
Peckish, hungry or downright ravenous? Then you’re in the right place. Whether it’s just catching up over coffee and cake, or you need a big breakfast after a late night, Norwich has something for every occasion and every budget from Michelin-starred to greasy spoon. Major restaurant chains can be found at Riverside, Tombland and Chapelfield and offer great deals and discount vouchers. Look a little harder and you’ll discover that Norwich also boasts some delightful independent restaurants and cafes; all offering quality food made from locally sourced ingredients at reasonable prices. Here’s a tip, check out the Lanes.

Berlin, Barcelona, Paris and…Norwich? This fine city is a catchment area for creativity with visual and performing arts a major part of the city’s culture. From printmaking to puppeteering, highbrow exhibitions to DIY zine fairs, the city is blooming and whether you want to be creator or critic, there are plenty of opportunities to be part of the scene. Each year the Norwich and Norfolk Festival (see letter ‘F’) run a fortnight of Open Studios where you can take a look around artists’ creative spaces. We’re also players on the global stage with UEA home to The Sainsbury Centre for Visual Arts, one of the most prominent university galleries in Britain, hosting world-class exhibitions and events throughout the year. Why, even the Sir Michael Hopkins-designed Forum in the city centre is regarded worldwide as a stunning example of functioning, yet creative modern architecture.
An increasingly green city, Norwich is a haven for anyone who wants to lead an environmentally friendly life. Cycling is a safe and popular way to get about the city, and it’s easy to find shops selling organic and local produce. You could even hire an allotment and grow your own! No wonder, then, that UEA is home to Norwich Research Park (see R for Research), Europe’s leading centre for research in food, health and the environment, and internationally renowned as the living, breathing epicentre for the understanding and protection of our ever-changing world.
Norwich plays host to one of the most significant arts festivals in the UK. Held for two weeks each May, the Norwich and Norfolk Festival showcases local and internationally renowned talent, including a variety of music, circus, dance, visual arts and children’s events. Under 25s can get discounted tickets from just £7.50*.

In and around Norwich, there’s a feast of other festivals to enjoy. For those of us who like a tipple, the largest beer festival in Britain is a must-visit, week-long annual event. Rural revelry can be experienced at the Royal Norfolk Show while the Lord Mayor’s Procession through Norwich is the oldest celebration of its kind outside London. An increasingly popular addition to the local festival circuit is Latitude (see also ‘V’). This 3-day music and arts extravaganza, held in the magical surroundings of nearby Henham Park has become a firm favourite with festival fans internationally.

On the tour itinerary for many major acts, Norwich boasts a number of great venues including UEA’s own LCR and Waterfront. Open and Epic are other city venues of note, while the Norwich Arts Centre in St. Benedict’s deserves a special big up of its own. Voted Britain’s Best Small Venue 2014 by NME, many fledgling, soon-to-be famous bands first strutted their stuff on its hallowed stage, Stone Roses, Oasis and, Swedish sisters, First Aid Kit to name but a few.

For the musicians among you, there are also many pubs with regular events and open mic nights. Why not check out The Blueberry Music House, The Owl Sanctuary, The Bicycle Shop, The Birdcage and The Rumsey Wells.

There are local choirs and orchestras and our own UEA Music Centre hosts practice and rehearsal space and is a great place to meet like-minded musicians.

*Based on under-25s discount for NNF15
Norwich has a long, colourful history dating back to pre-Roman times. As you begin to explore your new home, you’ll soon spot the many blue plaques across the city crediting the people, places and innovations that have contributed to Norwich’s rich heritage. Among them social reformer Elizabeth Fry who features on the £5 note and Howard Carter, who discovered King Tutankhamen’s tomb. Another famous personality associated with the area is naval hero Lord Nelson, born on the North Norfolk coast. While even further back in the dim and distant, Boudica, Queen of the Iceni people, led a local uprising against the occupying forces of the Roman Empire.

If you’d like to discover more, there are three dedicated museums that document local life: Norwich Castle Museum, Bridewell Museum and Strangers Hall.

Norwich has almost every well-known high street shop you can name, but it’s the range of independent, thriving and varied businesses that make our city unique. Winner of Great British High Street Awards 2014, Norwich Lanes are a series of cobbled medieval streets that house over 300 independent and creative boutiques, cafes and bars. It’s here that you can browse, explore and pick up almost anything you need (and many things you didn’t know you did!). And it’s not just our shops that are independent, Norwich is happy to support independent record labels, charities and food producers, together with craft and microbrewers. Independent thinkers are very welcome too!
Looking for tips to top up your grant? There are lots of opportunities for part-time work in the city or on campus. From sales assistants at Topshop to LCR bar staff, waitressing at Wagamama to helping out on Open Days, consultants at the Body Shop to student ambassadors, if you look hard enough you’ll find something to help fund your studies.

And if you fall head over heels for the city and decide to stay (you won’t be the first!), you can rest assured there are lots of exciting prospects for a rich and rewarding life after university. Thriving industries in and around the area include finance, IT, healthcare, marketing, environmental, food and medical research, museum services, teaching and much, much more. Just make tracks for one of UEA’s regular careers fairs throughout your degree to meet businesses, talk to other graduates who’ve put down roots here and to prepare yourself for a successful career in the fine city of Norwich.
Come on in, the water’s lovely! Whatever floats your boat, we guarantee there will be someone in Norwich who shares your passion. As well as kayaking at Whitlingham Broad or on the River Wensum, other popular pastimes across the city include rowing, knitting, capoeira, climbing, swing, salsa and samba, life drawing, burlesque and cabaret, yoga and meditation, printmaking, basketry, DJing, ultimate Frisbee, roller derby, African drumming, cosplay...we could go on, but you get the picture. Anything and everything goes. Add the many UEA Students Union societies to the list and you might struggle to fit everything in!

In 2012 Norwich became a UNESCO City of Literature, one of only seven in the world and the only city in England to have earned the status. Surprised? Don’t be. Authors have been flocking here since the 13th century when the mystic Julian Of Norwich became the first woman to write and publish a book in the English language. More recently, graduates of UEA’s renowned Creative Writing programme include Ian McEwan, Rose Tremain and Kazuo Ishiguro. UEA also hosts the Festival of Literature for Young People (FLY), the first creative writing festival in the UK aimed specifically at 11-17 year olds.

Norwich is also home to the Writers’ Centre Norwich, an international literature development agency leading a wide range of projects and events across the world. Also of interest are Café Writers, Words and Women, Norwich Writers’ Circle, City of Stories, Unthank Books and the Birdcage Book Club.
Forget about brands and visit the iconic Norwich Market for a very different shopping experience. From Monday to Saturday, its 200 stalls sell a wide range of goods, including meat and fish, freshly baked bread, herbs and spices, clothes, children’s toys, haberdashery, flowers and much more. You can also get your watch strap fixed, keys cut, shoes mended, buy parts for your hoover, even get your hair cut. And if you work up an appetite with all the browsing, why not stay on the market and grab a bite to eat. You can find stalls selling hot hog roasts, fish and chips or simply coffee and cupcakes. Norwich Market really does have a bit of everything, as we’re sure you’ll find out for yourself.
If university were all about lectures and essays, you probably wouldn’t be here! So let’s talk nightlife. The good news is that Norwich has plenty of places to let down your hair and party. On campus you’ll find the Union Pub and Bar, the Hive, the Graduate Students Club bar and the LCR. In residential areas such as the Golden Triangle (a student hotspot) there are popular pubs on almost every corner. While in the city centre there’s something for everyone. In terms of nightclubs, the scene revolves around Tombland, Prince of Wales Road and Riverside.

Fancy a film or trip to the theatre? Vue, Odeon or the Hollywood are where to catch the latest big budget blockbusters, but Cinema City takes top billing for more independent, art house and foreign features. And the Theatre Royal, Maddermarket Theatre and Playhouse all play host to a variety of local and international plays, dance and comedy shows.
For those who want to get up and explore the great outdoors, Norfolk takes some beating. In the city, there are parks aplenty. Earlham’s on your doorstep, Eaton Park is just down the road and Whittingham Broad only a bike ride away. A little further afield, Thetford Forest offers outdoor adventure activities at Go Ape, plus a number of mountain bike trails ranging in difficulty from Green, Blue to Red. And for windsurfers and water sport enthusiasts, the coast is a mere half an hour’s drive thataway (points vaguely North).
Norwich is a city that celebrates diversity. This is a place where we can all feel free to be ourselves. Since its first annual event in 2009, the Norwich Pride community continues to grow and works with UEA and the wider community to overcome intolerance and prejudice of any kind, whether that be gender identity, sexual orientation, political views and religious or ethnic identity. There are several LGBT+ pubs and nightclubs in Norwich but almost everywhere you go feels relaxed, safe and inclusive.

“I think it’s the best of both worlds. It’s lively like a city should be and yet idyllic like a picture postcard”

Jen Barwell, Medicine Graduate

“My favourite thing about Norwich as a city is its atmosphere. I think the size of the city contributes a lot to this, and I would describe it as close-knit, creative and diverse. It is small enough to walk from one side to the other without getting exhausted, but large enough for us to keep finding new places to explore. The cathedral, castle and Elm Hill are the old and beautiful places to visit, where there are lovely cafes and incredible architecture, whilst you can go to Chapelfield, Gentleman’s Walk and the market for a massive selection of shops and restaurant/cafe chains. The variety in Norwich is amazing... I just love Norwich.”

Naomi Newell, Law Graduate
Widely regarded as an international centre of excellence for world-leading research, innovation and collaborative thinking, The Norwich Research Park – on whose grounds UEA itself is located – brings together a wealth of global expertise from across the humanities, social sciences, health and science. The result of a unique partnership between UEA, the Norfolk and Norwich University Hospital and four independent world-class research institutes, it is now acknowledged as Europe’s leading name for research into food, health and the environment.

Beyond the Research Park, Norwich and the surrounding area has become a hub for the creative industries, finance, advanced engineering, energy and the manufacturing sectors; all businesses that regularly undertake internationally influential research, contributing to a greater understanding of the challenges facing the world today, tomorrow and into the future.

Some of your healthier eating and drinking habits might go out the window at university, but with one of the most successful community sport facilities in the country on our campus, UEA can help you keep in shape. Sportspark accommodates an Olympic-sized swimming pool, a popular climbing wall, indoor squash and outdoor tennis courts, table tennis evenings and much more. In the city, Korfball ball fans can find their fix at the City of Norwich School and the skiers and snowboarders among you can hit the dry ski slope in Whittingham Lane. Roller-skating can be found at Funkys and there are martial arts clubs all over the city.
Norwich has good transport connections to the rest of the country. And they’re getting even better. London is only a couple of hours away by train, and you can fly to Edinburgh, Manchester and even Amsterdam in under an hour from Norwich Airport. And the recent dualling of the A11 means Stansted Airport is now just 90 minutes away. Coaches tend to be kinder to the student budget and there are great services running across the country. Regionally, there are good bus and train services with lots of travel card options to make getting around really affordable. Within Norwich itself, cycling is considered an ideal mode of transport (more power to the pedal!) as, of course, are your own two feet. This is a small, perfectly formed city and in many ways it is best explored on foot.
• Radio 1 Big Weekend 2015 held in Norwich, on UEA’s doorstep.
• UEA is part of the most cited research centre outside of Oxbridge and London. Our teaching and research are highly regarded, bringing breakthrough thinking into the classroom to make bright futures for our students.
• Around 40% of UEA graduates find full time work in the Norwich area.
• Our student radio station, Livewire, was opened by John Peel in 1989 and was home to Greg James during his undergraduate degree.
• The Sainsbury Centre on campus features large in Avengers: Age of Ultron film.

Go on, put your hand up. Volunteering helps you meet new people and feel good about yourself, while supporting the local community. There are many volunteering opportunities in Norwich and the experience can bolster your confidence and build up your CV. It can also be fun and help forge stronger links between the university and the city. Just look at Pimp My Barrow. An annual charity event where student teams ‘pimp’ their wheelbarrows with decorations, dress up in appropriate (or should that be inappropriate?) costumes and race around Norwich while residents pop money into their charity pots. A great laugh for a great cause. You could also help at theatres or youth groups and there are plenty of opportunities to work in soup kitchens or to befriend the elderly. As a student, you may have some time to spare so why not use it to make a real difference.
Norwich is one of the driest, warmest and sunniest places in the UK. Being so far east, most weather fronts from the Atlantic drop their rain over the west before they reach Norfolk. Lucky us! That said, British weather is...British weather, so it’s worth bringing warm clothes and a rain mac ready for all conditions. We want nothing to stop you from venturing out and exploring, especially when some of our landmarks are even better experienced in wintery conditions. Check out Mousehold Heath for awesome sledding and the North Norfolk coast can be beautifully bleak when the weather starts to bite!
X MARKS THE SPOT
FIND YOUR WAY AROUND
There must be a pot of Colman’s Mustard in every food cupboard, in every home across the country! But it’s not just the production of mustard that Norwich has pioneered. Over the centuries, Norwich has proved pivotal in producing cloth, chocolate, shoes, and also introduced industries such as printing and publishing to the city.

Y also stand for the Yellows, as in Norwich City Football Club (AKA The Canaries) with ‘On The Ball, City’ widely regarded as the oldest football song in the world. And certainly one of the most difficult to sing! The club’s modern stadium is located in Carrow Road, close to the train station. The stadium is also home to Delia Smith’s Restaurant & Bar, the celebrity chef’s one and only eatery in the whole of the UK.

Reflecting the importance of the architecture, and the history of the campus, the undeniably iconic Ziggurats are now Grade II listed status buildings. Designed by Denys Lasdun in the early 1960s they are very much of their day, when the trend in architecture was for ‘New Brutalist’ styles. UEA continues to push the envelope in terms of new buildings, with the recent unveiling of the Enterprise Centre the latest example. Dubbed by the press as the UK’s greenest building, the Centre aims to encourage new sustainable businesses from graduates who emerge from its academic research programme, as well as those involved in activities within the wider Norwich Research Park. It looks pretty darn cool too.
We hope you’re excited about joining us in this fine city, if you have any questions don’t hesitate to get in touch:

www.uea.ac.uk
admissions@uea.ac.uk
+44 (0) 1603 59 1515

or tweet us @heyuea #HelloUni