



NORWICH CITY
FOOTBALL CLUB

FAN*i*NFO



Make the most of your time in ***'A Fine City'***.

INTRODUCTION

Welcome from everyone at Norwich City Football Club! We look forward to seeing you at Carrow Road very soon and hope that you enjoy your time with us.

To ensure that you do, this guide will provide all the information you need to make the most of your visit, along with a bit of background on the Club. In here you can find out how to get to the ground and how to navigate your way around, as well as all the local amenities on offer. You can also find out various dos and don'ts to help you prepare for your visit.

We hope you find the guide useful and wish you a safe and memorable trip to Carrow Road. If there is anything missing that you would like to know, please get in touch with us via the contacts provided.



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OUR HISTORY

Norwich City Football Club was formed in 1902 following a meeting called by Robert Webster and Joseph Cowper-Nuthey, turning professional three years later.

Winners of the League Cup in 1962 and 1985, the Canaries also enjoyed one of the most famous runs in FA Cup history during the Division Three South 1958-59 season – notably beating Manchester United 3-0 despite being in Division Three South.

City participated in European football for the first time in 1993-94 after finishing the inaugural Premier League season in third place, making their mark in style with arguably their finest moment.

The Canaries

One of the first Norwich City managers, John Bowman affectionately referred to his players as 'my little canaries', in recognition of the local pastime of breeding the birds. This caught on with the press and in 1907, the Club turned out in yellow shirts for the first time and the official nickname was adopted.

Drawn to meet German giants Bayern Munich, they stunned the footballing world by earning a 2-1 victory at the Olympiastadion, becoming the only British side in history to win at the stadium.

Returning to Norfolk for the second leg, a 1-1 draw took the Canaries through to the next round where they were edged out by eventual champions Inter Milan.

The Club was relegated at the end of the 1994-95 season, but returned as champions of Division One in 2003-04 having been beaten in the play-off final two years earlier.

“On the Ball, City!”

(OTBC) the Norwich City Football Club song, is believed to be the world's oldest football song still in use today. The song is in fact older than the Club itself, having probably been penned for Norwich Teachers or Caley's FC in the 1890s. It is sung pre-match and throughout home and away games.

After one season in the Premier League, a period of struggle followed, with Norwich dropping to League One before successive promotions under Paul Lambert led them back to the top-flight for the 2011-12 season.

Relegated in 2014, City bounced back at the first attempt as Alex Neil guided them to a famous 2-0 Wembley victory over Middlesbrough in the play-off final, having defeated local rivals Ipswich Town in the semi-finals.

In 2017 the Canaries appointed their first overseas manager, with German Daniel Farke arriving as Head Coach. In 2018-19 he led City to the Championship title and a return to the Premier League.

**“ NEVER
MIND THE
DANGER,”**



GETTING TO CARROW ROAD: BY CAR

Norwich City Football Club is signposted along the major routes coming into Norwich via the A11 and A47, with the postcode NR1 1JE.

From the West (A47):

Exit A47 at A146, following signs for Norwich and Lowestoft. Turn left at the first set of lights at the bottom of the slip-road, then continue to the next set of traffic lights and turn right onto Martineau Lane. Keep in the right-hand lane and at the County Hall roundabout take the second exit. Keep right and turn right at the next set of traffic lights onto King Street – follow this road as it bends to the right over a bridge, with Carrow Road then visible to your right.

From the South (A11):

Approaching Norwich on the A11, take the fifth exit at Thickthorn roundabout onto the A47, following signs for Great Yarmouth. Having joined the A47, follow the directions listed above to access the stadium.

From Ipswich (A140):

Approaching Norwich on the A140, eventually reaching a roundabout as the road meets the A47. Take the third exit at this roundabout onto the A47 towards Great Yarmouth. Follow the road to the next exit (A146) then follow the directions listed '**From the West**' to access the stadium.

From the East (A47):

Exit the A47 at A146, following signs for Norwich and Lowestoft. Turn right at the first set of lights at the bottom of the slip-road, signposted Norwich, then continue to the next set of traffic lights and turn right onto Martineau Lane. Keep in the right-hand lane and at the County Hall roundabout take the second exit. Keep right and turn right at the next set of traffic lights onto King Street – follow this road as it bends to the right over a bridge, with Carrow Road then visible to your right.

Parking:

For visiting supporters travelling on unofficial coaches/minibuses please contact the Norwich City ticket office on **01603 721902** for parking information.

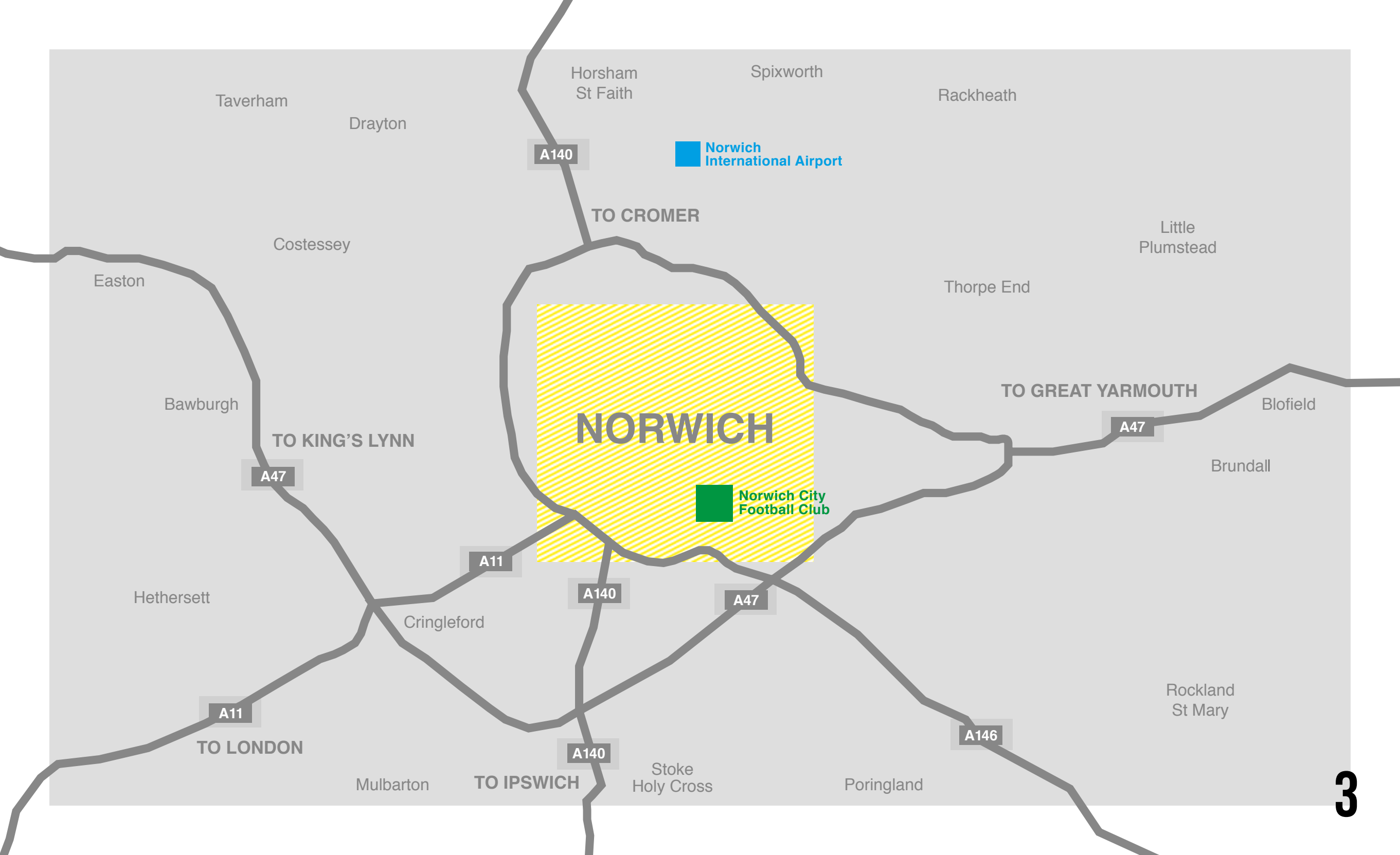
Car Parking is available for first team home matches at County Hall, Martineau Lane Norwich, NR1 2DW which is a 10 minute walk from Carrow Road. No Pre-booking available. Price per match is £6, pay on the day via card or cash.

Please note, road closures operate immediately before and after matches outside the stadium to allow pedestrians to leave safely.

Resident parking schemes are in place in the streets around Carrow Road and this is strictly enforced and identified through on-street signage. Please **DO NOT** park in these areas as you will be fined, and please also respect the needs of local residents.

Parking at Morrisons adjacent to the stadium is reserved for store customers only, with penalties imposed for misuse of this car park.





GETTING TO CARROW ROAD: BY PUBLIC TRANSPORT

Rail:

Norwich Train Station is located less than ten minutes on foot from Carrow Road. When walking out of the station turn left and follow Koblenz Avenue to reach the stadium or alternatively walk straight over at the traffic lights and through the Riverside Leisure complex to reach the stadium.

For more information on rail services visit: greateranglia.co.uk

Bus:

First Group provide city and county-wide bus services into Norwich. Norwich Bus Station is located approximately one mile from Carrow Road on Surrey Street (NR1 3NX). Park and Ride services are also operational around the city centre.

For more information on bus services: norfolk.gov.uk/roads-and-transport

Coach:

Norwich is directly linked to London via National Express coach services, with the capital providing further links to a number of other cities across the country.

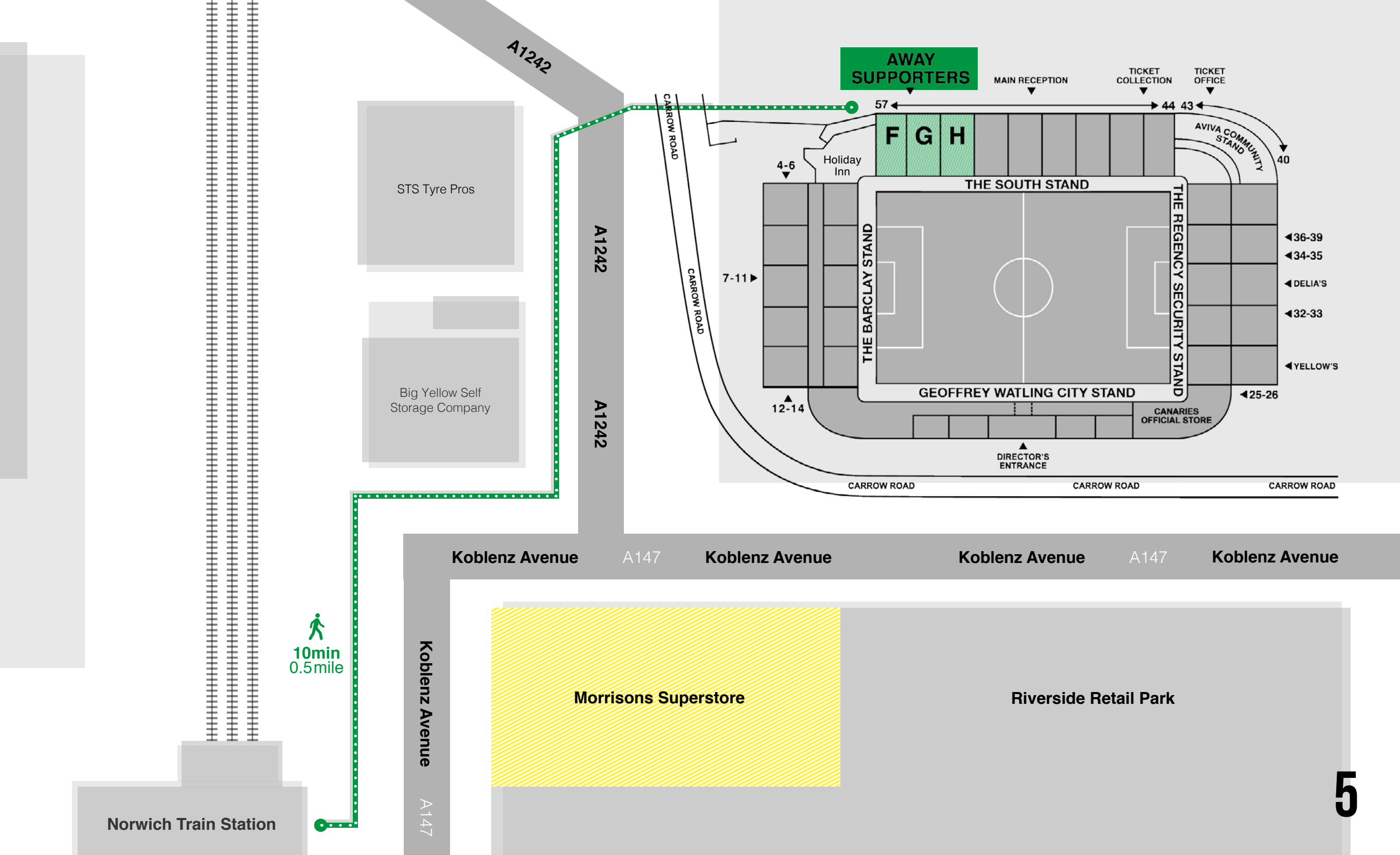
Further information on timetables and tickets: nationalexpress.com

Air:

If you are travelling to a game by air, we take our hats off to you! The quickest and cheapest way to get to Carrow Road from the airport would be to catch a bus from the Passenger Terminal. Catch the **501 Park & Ride** bus towards **Thickthorn**, get off at **Castle Meadow** and get the **Blue Line 25**, stopping at the Riverside Leisure Centre just opposite the stadium.

For more information on travelling via Norwich Airport travel visit: norwichairport.co.uk





COUNTDOWN TO KICK-OFF

Matchday Timeline

Please be advised that the following timescale applies to a 3pm kick-off. Times are adjusted for other KO times.

- 13.00 - Away turnstiles & kiosks open**
- 13.30 - Away ticket collection opens**
- 14.00 - Team news announced**
- 14.15 - Players pre-match warm up**
- 15.00 - Kick-off!**

Your Ticket

Your match ticket will tell you lots of vital information which will help you find your way on matchday. Your gate number will tell you where to enter Carrow Road. These gates are clearly stated on signs outside of the stadium. Your unique barcode should be used to access the stadium, and when you arrive to your specific turnstile please insert the barcode in to the mouth of the reader. The light on the reader should turn green and you'll be able to walk through to the concourse. Should the light flash red or you need further assistance please see the nearest steward. Your row and seat number are stated, and please only sit in the correctly numbered seat. A matchday steward will be happy to help you locate your seat.

Showing Your Colours

We all love the stadium to look as colourful as possible on matchday but, as with most stadiums, there are various things to abide by when showing your colours. The aim of this is to allow everyone to show their support for their team whilst helping ensuring everyone enjoys their time at Carrow Road.

Colours – your team colours may only be worn in the designated home and away sections of the ground, depending on which of the two teams you are backing. Away colours are not allowed in hospitality areas.

Flags – flags may be brought into the ground but must be no longer than 250cm at their widest or longest section, with a flagpole no longer than one metre. Any flags that are deemed to be obscuring a fellow fan's view or a camera position may be confiscated.

Banners – due to health and safety restrictions, all banners must be approved by the Club before entering the stadium. This is to make sure they are flame retardant and not carrying any offensive messages. Any banners revealed inside the ground without permission will be confiscated.

Pyrotechnics – as great as they can look, pyrotechnics are not allowed in the stadium. This includes smoke grenades or flares.

Leaving the Ground

We hope that you will want to make the most of your time at Carrow Road and stay for the full 90 minutes but, if not, you will not be able to re-enter the ground once you have left and we wish you a safe journey home.

'OTBC' Matchday Programme

Matchday programmes cost just £3.50 for 116 pages of award-winning content and are available to purchase outside the stadium, in the Official Norwich City FC Merchandise stores and the Ticket Office. Several matchday vendors now take contactless payment.



IF YOU NEED ASSISTANCE

At Norwich City we want to make sure that everyone is able to fully enjoy their experience with us, which is why we operate a few helping hands on a matchday.

Aviva Matchday Buddies

In partnership with Aviva, we have a number of Aviva Matchday Buddies who can provide temporary matchday assistance to help you navigate the ground and access various facilities.

Soccer Sight Matchday Commentary

We also provide live 'Soccer Sight' Matchday Commentary for every visually impaired supporter. Portable induction loops for hearing aids can also be collected from our ticket office.

Accessible Parking

We have a number of on-street parking spaces around the stadium for Blue Badge holders. For up-to-date information on changes and restrictions, please contact the **Blue Badge Parking Scheme** on **0344 980 3333** or visit **norwich.gov.uk**. Unfortunately though, we do not have on-site casual matchday accessible or general parking at Carrow Road.

Drop-off point

Supporters can use the entrance of the Holiday Inn as a drop-off point only.

Accessible Toilets

All our accessible toilets are fitted with the Radar key system for easy access, but if you do need help on matchday please let us know.

If there is anything else not listed here which you may require please do not hesitate to contact us and we will endeavour to help.

Supporter Liaison Officer

Stephen Graham

01603 721902 (option 1)

Stephen.Graham@canaries.co.uk





AT THE GROUND

The away supporters section of Carrow Road is located in the far right end of The South Stand.

Gates open 2 hours ahead of kick-off where hot food, alcoholic beverages, soft drinks and snacks are all served from our friendly kiosk staff inside the concourse. Kiosks close five minutes after kick-off, opening again at half-time before closing on the commencement of the second-half.

Large-screen TVs are fitted inside the concourse, displaying the latest sports news from all football leagues across the country, as well as team news from the fixture you are attending on the day of the game.

Our stewarding team are strategically located in hi-vis uniforms and will be happy to give assistance with any questions you may have including stadium access and local knowledge.

Kiosk Meal Deals			
Pie & Soft Drink/Coffee	£5.50	Hot Dog & Soft Drink/Coffee	£5.50
Pie & Beer/Ale	£7.00	Hot Dog & Beer/Ale	£7.00
4 x Pints of Beer Deal	£14.00		

More deals available on day, see menu boards or ask kiosk staff. All deals subject to change.

THINGS TO DO IN NORWICH

Norwich Castle Museum

Located in the heart of Norwich, Norwich Castle (pictured) is renowned for its impressive architecture and is certainly a must-visit on your trip to the city.

Norwich Cathedral

The most complete Norman Cathedral in England and one of the finest examples of Romanesque architecture in Europe, Norwich Cathedral is one of England's finest cathedrals. With over 900 years of history, explore the Cathedral building and discover the largest Cathedral Close and monastic Cloisters in the UK.

The Forum

This impressive building is home to the region's BBC platforms and studios and the Norfolk & Norwich Millennium Library. The Forum also contains a restaurant, a café and is where the local Tourist Information Centre is located. The amphitheatre steps at the front of The Forum and the building's atrium are home to many exhibitions and performances.

Shopping

Norwich is one of the top UK shopping destinations with a mix of both high-street names and individual boutiques, as well as the largest open-air market in England. Norwich Market has been in operation for over 900 years, and the market's iconic coloured roofs will catch the eye of any keen photographers travelling to our city. There are two main shopping centres; Chapelfield and Castle Mall, just a five-minute walk from one-another. In addition to this, the streets of the city are packed full of stores sure to fulfil all your shopping needs.

The Lanes

The Norwich Lanes are a series of alleyways and open communal spaces set just a few steps away from the imposing clock tower of Norwich City Hall, which overlooks the market. The medieval architecture is some of the finest to be found anywhere in the UK. Today the lanes are home to a thriving independent retail area and a vast array of cafés, restaurants and bars. The Lanes offers something for everyone morning, noon and night.

Tombland

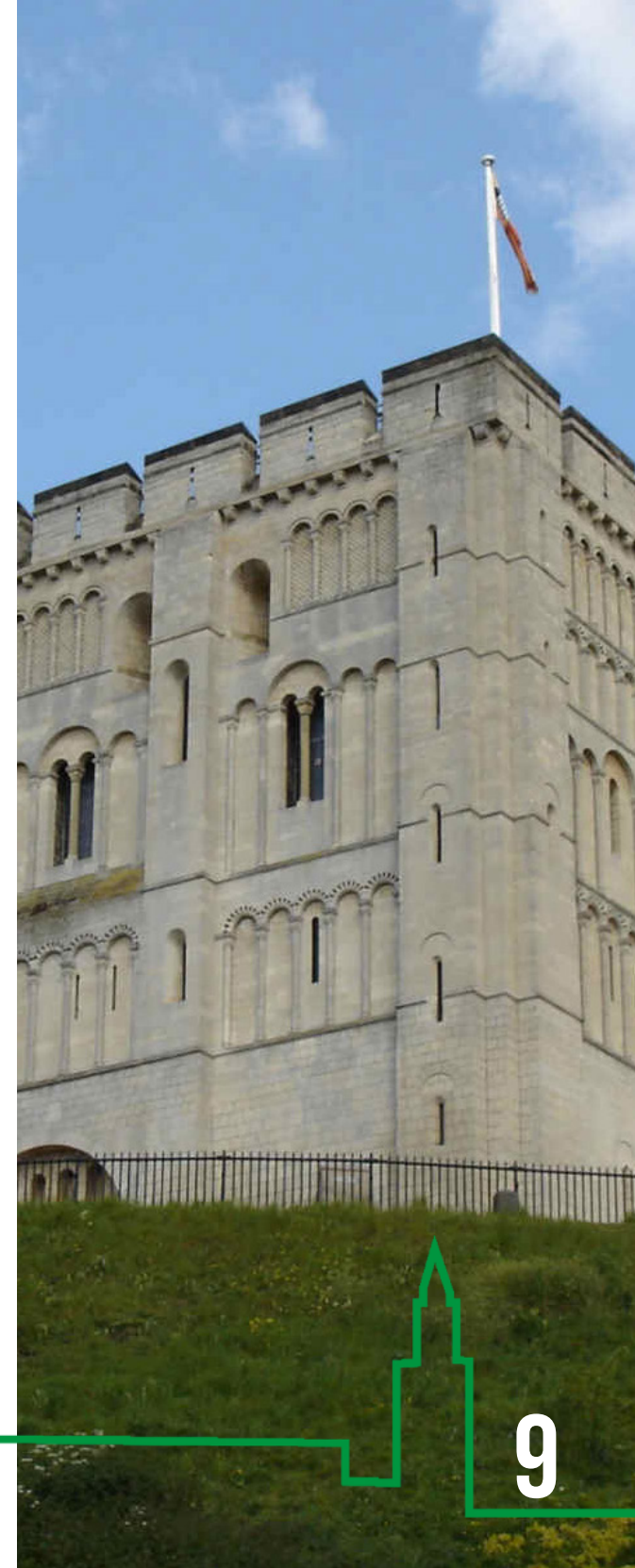
Once the site of an Anglo-Saxon market place, now the hub of nightlife in Norwich, Tombland is full to the brim of bars and restaurants sure to please, both night and day.

Riverside Walk

The Riverside Walk is a great way to see Norwich. This free walk is around two miles in total and can be joined at various points along its route. It offers some beautiful views of the River Wensum and is tranquil despite its close proximity to the city.

Norwich 12

Including the Castle and The Forum, the Norwich 12 is a family of heritage attractions, acting as an international showcase of English urban and cultural development over the last 1,000 years. Other features on the Norwich 12 are; Norwich Cathedral, The Great Hospital, The Halls, The Guildhall, Dragon Hall, The Assembly House, St James Mill, The Cathedral of St John the Baptist, Surrey House and City Hall.



THINGS TO DO NEAR NORWICH

If you're planning an extended stay in Norwich, good choice! Whatever your interests, Norfolk has things to do for you all. Here we have listed a variety of things to do and places to see outside of Norwich city centre.

Great Yarmouth
visitnorfolk.co.uk
great-yarmouth.co.uk

Visitors have been coming to Great Yarmouth since the late 1700s and the resort is now one of the most popular in the UK for day trips, weekend breaks and longer holidays, offering all the character of a traditional seaside trip but with a modern twist. There are more than 15 miles of sandy beaches within the Greater Yarmouth area, from the dunes of Winterton-on-Sea and Hemsby in the north to cliff-backed Hopton-on-Sea in the south. Great Yarmouth's Golden Mile is a paradise for people who enjoy seaside entertainment at its best. Indoor and outdoor entertainment venues include the **SeaLife Centre**, **Pleasure Beach**, **The Hippodrome Circus** and **Brittania Pier**. Great Yarmouth also has a rich maritime heritage and a port famous for once being the hub of the herring industry.

The Norfolk Broads
broads-authority.gov.uk
norfolkbroads.com

The Broads covers 117 square miles of mostly navigable lakes and rivers, created by flooding of medieval peat pits as sea levels rose, resulting in a landscape of marshes and reed beds. They are home to a huge variety of wildlife and you can rent boats for day-trips or short breaks. The quietest and prettiest stretches include the **River Thurne** from **Potter Heigham**. There are many walking and cycling routes through beautiful landscapes and don't miss out on sampling some delicious food from one of the many waterside pubs and restaurants!

Banham Zoo
banhamzoo.co.uk

Banham Zoo is set in 50 acres of beautiful parkland and gardens and is one of the most exciting wildlife attractions in the country. The zoo, which is home to over 2,000 animals from around the world, has often been awarded the prize of Norfolk's Top Attraction. It is part of the Zoological Society of East Anglia, a registered charity which also owns **Africa Alive!** near Lowestoft, Suffolk.

BeWILDerwood
bewilderwood.co.uk

BeWILDerwood is an award-winning forest of family fun and outdoor adventure park. With magical treehouses and intriguing characters, bringing a curious difference to the Norfolk Broads. Explore a wonderful, mystical land of brave, adventurous creatures. With treehouses, zip wires, jungle bridges, storytelling, boat trips and marsh walks, parents are encouraged to play alongside their children, which makes for an exciting day out for the whole family!

Dinosaur Adventure Park
dinosauradventure.co.uk

"It's time you came-n-saurus!"
The 85-acre park offers a host of exciting and fascinating attractions including animatronic dinosaurs. As you trek through the woods along the Dinosaur Trail, encounter the mighty T-Rex and many more dinosaurs. Once you leave the trail, you can meet the animals, learn prehistoric facts and hop aboard the deer safari. There is also a variety of large themed adventure play areas, including 'Dippy's Splash Zone', a water play park.



STAYING OVER?

If you are staying over in Norwich for a night or two you may wish to book a room with one of our local hotels. Here we have outlined a variety of choices.

Park Farm Hotel

8 miles from stadium

01603 810264 - parkfarm-hotel.co.uk

Our official partner hotel, Park Farm is an exclusive country house hotel located on the outskirts of the city. Individually decorated rooms are situated in a Georgian country estate amid landscaped gardens, offering free WiFi, TVs, and tea and coffee making equipment. Upgraded units add four-poster beds and private patios or balconies. The hotel also offers an indoor pool, exercise room, sauna and a spa. Meeting rooms also available.

Holiday Inn Norwich City

0.0 miles from stadium (next door!)

0870 890 1000 - holidayinn.com

Adjacent to Carrow Road, this modern hotel is 0.9 miles from Norwich City Centre. Casual rooms feature free WiFi, flat-screen TVs, plus tea and coffee-making facilities. Breakfast is offered for an additional fee. Restaurant and a colourful lobby bar are also on site.

Premier Inn

0.5 miles from stadium

0871 527 8842 - premierinn.com

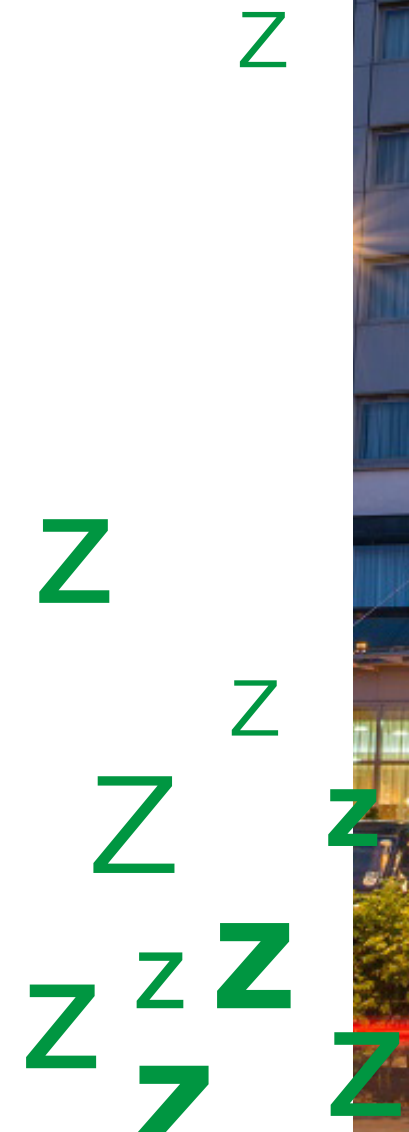
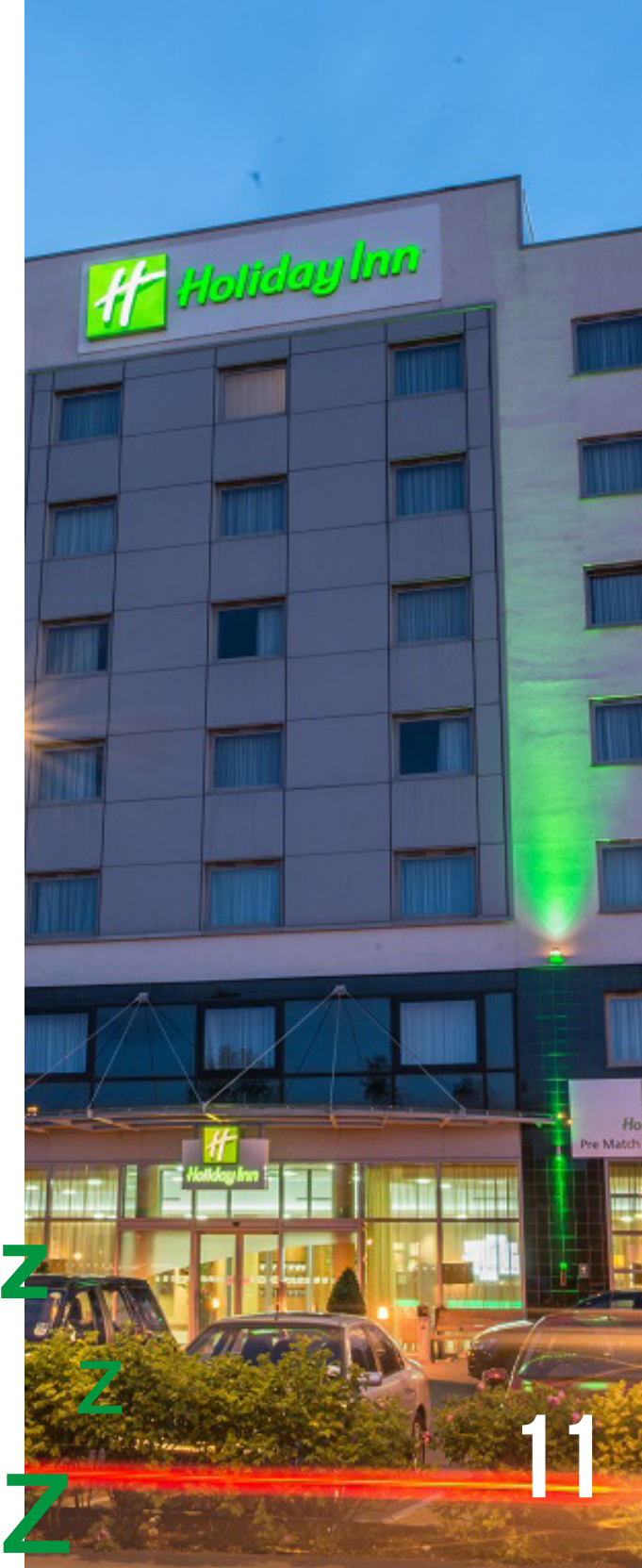
Opposite Norwich Train Station, this budget riverside hotel is a 15-minute walk from Carrow Road and a seven-minute walk to the city centre. Rooms range from singles and doubles to family rooms, kids aged 15-and-under stay and eat free with paying adults. In-room amenities feature free WiFi and en-suite bathrooms with showers, with tea and coffee making facilities, TVs and desks. There's an on-site pub/restaurant plus a Costa Coffee shop.

Central Hotel

0.5 miles from stadium

01603 610498 - cityandcentral.co.uk

Set on the riverside, this straightforward B&B is a three-minute walk from Norwich train station. The 16 unfussy rooms are split across the main hotel and an annexe and all have TVs and tea and coffee making facilities. Some have en-suite bathrooms and some have shared facilities. WiFi is available at additional cost in public areas and some rooms. Rooms can be booked with or without a full English breakfast included.



CLUB CONTACTS

Norwich City Football Club
Carrow Road, Norwich,
NR1, 1JE

Main Reception

01603 721902 (option 0)
reception@canaries.co.uk

Ticket Office

01603 721902 (option 1)
ncfticketoffice@canaries.co.uk
tickets.canaries.co.uk

Supporter Liaison

01603 721902 (option 1)
slo@canaries.co.uk

Delia’s Restaurant and Bar

01603 218704
canary.catering@canaries.co.uk
canarycatering.co.uk

Yellows Bar and Grill

01603 218209
yellows@canaries.co.uk
canarycatering.co.uk/yellows

Matchday Hospitality

01603 721902 (option 2)
hospitality@canaries.co.uk

Official Norwich City FC

Merchandise

shop.canaries.co.uk
Carrow Road, Chapelfield, Castle Mall

Carrow Road

Canaries Official, Carrow Road
Norwich, NR1, 1JE

Before every home match
Mon to Sat: 9am - 5.30pm
Sun: 10am - 4pm



**Thank you for visiting Norwich City Football Club.
We hope you enjoy your stay.**