



news release

LOCAL BUSINESS COACH BECOMES NEW CHAIRMAN OF NORWICH LANES

A new Chairman has been appointed by the Norwich Lanes Traders Association. Local business coach, Roger Pemberton, 51, has taken up the position from Clive Rowe, who stepped down at the end of his two year tenure in the position.

Roger has worked with many local companies helping them to improve the success of their businesses since he began coaching in 2007. It was whilst working with Norwich Lanes member, Sonkai goldsmiths, that he was brought to the attention of the Norwich Lanes committee as a potential replacement for the outgoing Chairman.

Roger has been married for 26 years and has two teenage daughters who both currently attend City College in Norwich.

“I have lived in Norwich for 17 years and have shopped, eaten and drank in the area and feel it is a great part of Norwich which is full of character. I understand how lonely it can be running a small company and how difficult it is to build a business and a team that can succeed. I’m sure my work as a business coach has helped me to understand the challenges faced by the Norwich Lanes members and I am excited about playing a role in the development in the area,” said Roger Pemberton.

The historic and vibrant Norwich Lanes area of the city has grown in reputation over the past few years as a unique quarter of independent businesses where many people choose to shop and socialise. This increase in awareness is thanks to hard work of the committee and now previous Chairman, Clive Rowe. Clive introduced many systems and processes which have helped the organisation to represent its members and keep them fully informed with what is happening at the organisation and at the council level. Today, Norwich Lanes is one of the most prominent tourist attractions in the city.

- more follows -

In the past few years, Norwich Lanes has developed its website into a very useful and powerful promotional tool. It has also consolidated and expanded the area's annual Midsummer Fayre and its Christmas celebrations, attempting to bring together the independent businesses in the area to help them succeed.

"Norwich Lanes is about independence, creativity, and offering people something different along with great service in the shops, restaurants, and bars that are based in this beautiful historic quarter. I am very excited about this new challenge and massively looking forward to working with the members and stakeholders to assist in keeping this vibrant community relevant and important to Norwich and the country as a whole", said new Norwich Lanes Chairman, Roger Pemberton.

Notes to Editors

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 to the area.

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