

# DISCOVERING NORWICH GROUP

NORWICH CITY FOOTBALL CLUB March 4<sup>th</sup> 2023

A personal view by John Peat

After organising the day out, Marion Archer was unable to attend the visit, and the organisational responsibility on the day was delegated to Jenny Lawrence. Jenny logged us all in and we were met by one of the tour guides. We were told the health and safety information before we moved outside the stadium to the Press Room where we met the second tour guide, the son of the other one. It proved to be quite a good double act.

The Press Room is where the manager faces local and national press. These meetings have been responsible for managers losing their job. Apparently, the press turn out is almost directly proportional to what league Norwich are in at the time. Championship mid-table mediocrity does not get much interest. Many members took the opportunity to have their photograph taken in the manager's chair,

(The Press Room)



From the Press Room we moved along the corridor to the changing rooms. The changing rooms are laid out to gain as much psychological advantage as possible for the home team. The visitor's changing room is smaller and less comfortable than the home dressing room with fewer lockers and poorer treatment facilities.

After the tour of the changing rooms we moved upstairs to the top floor of the stand via the middle floor to use the director's toilet facilities.

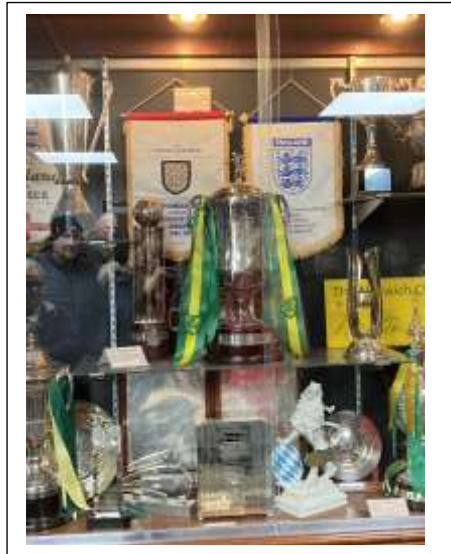
Here we took our places behind the glass where the directors and their guests watch the match. Our group lounged in luxury as the tour guide told us the history of the club.



Returning to the middle floor we were then shown the trophy cabinet.



(Views of the trophy cabinet)



The various trophy histories were explained regarding who donated them, the competitions, and the teams that played for them, plus the quirkier memorabilia.

We then walked through a door into the stand where the expensive season ticket seats are where we learned more of the club's history

(U3A members sitting in the expensive season ticket section)



Lastly the group were taken down to pitch side and sat in the dug outs and learned about the ground and the pitch itself.

The father and son tour guides gave us a very interesting visit with information from over the decades, given in a light and humorous way. The indicated ninety-minute tour ended up being just over two hours.

By sheer luck Marion had organised this trip on my birthday and I certainly enjoyed my "birthday present". I believe that all our members enjoyed the visit judging by the interactive nature of the tour and the questions being asked throughout.