

# City shops at heart of Covid fightback



Bosses buoyed by returning shoppers

Norwich's independent stores are powering a Covid bounce back - even in the face of the cost of living crisis.

Compared to other cities in the UK, Norwich is coping better with the double whammy of hiking prices and the trend for working from home.

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And bosses are hoping for a bumper Easter period.

Lauren Collins-Hines, *left*, of Lauren Rose Interior Design, which recently opened in the Royal Arcade, believes footfall will continue to grow.

She said: "Weekends are manic down here. The new food hall is going to bring passing trade from all sides."

"A lot of people want to come to independents rather than high street stores because it's more personable."

Full story: Page 6

Page 4

**Ruddy good!**  
White van man ready to WOW art world



Page 3

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