



Crown Locations

The Cuppie Hut	1	Flying Tiger	17
Grosvenor Fish Bar	2	Castle Quarter	
Strangers' Hall	3	Yalm	18
Thorns	4	Lazy Lobster	19
Natural Food Store	5	Garnet Stores	20
Cosmic Jo's Galactic Trading Outpost	6	For the Love of Norfolk – Stall 19A	21
Atwin	7	Langleys Toys and Games	22
Bookhive	8	Chantry Place	
Bowhill and Elliot	9	John Lewis Norwich	23
Logans	10	Stevensons School Outfitters	24
Elsie B Norwich	11	Bookbugs & Dragon Tales	25
Pascale	12	Charisma Beauty, Skincare & Laser	26
Sostrene Green	13	The Tea Junction	27
Whittard of Chelsea	14	Drive Lounge	28
Waterstones	15	The ShoeBox Experiences	29
Natural East	16	Norwich Castle	30

Light Installations and Festive Fun

Chantry Place	
Outside restaurants	
The Forum	
John Lewis Norwich	
Castle Quarter	
Jarrolds	
City Hall	
Canopy at Hay Hill	
Norwich Market	
Norwich Cathedral	
The Cathedral of St John the Baptist	
Maids Head Hotel	
Flint at Norwich Arts Centre	

Children's Activity at John Lewis:
Look for an additional crown in-store to get involved in a festive activity!



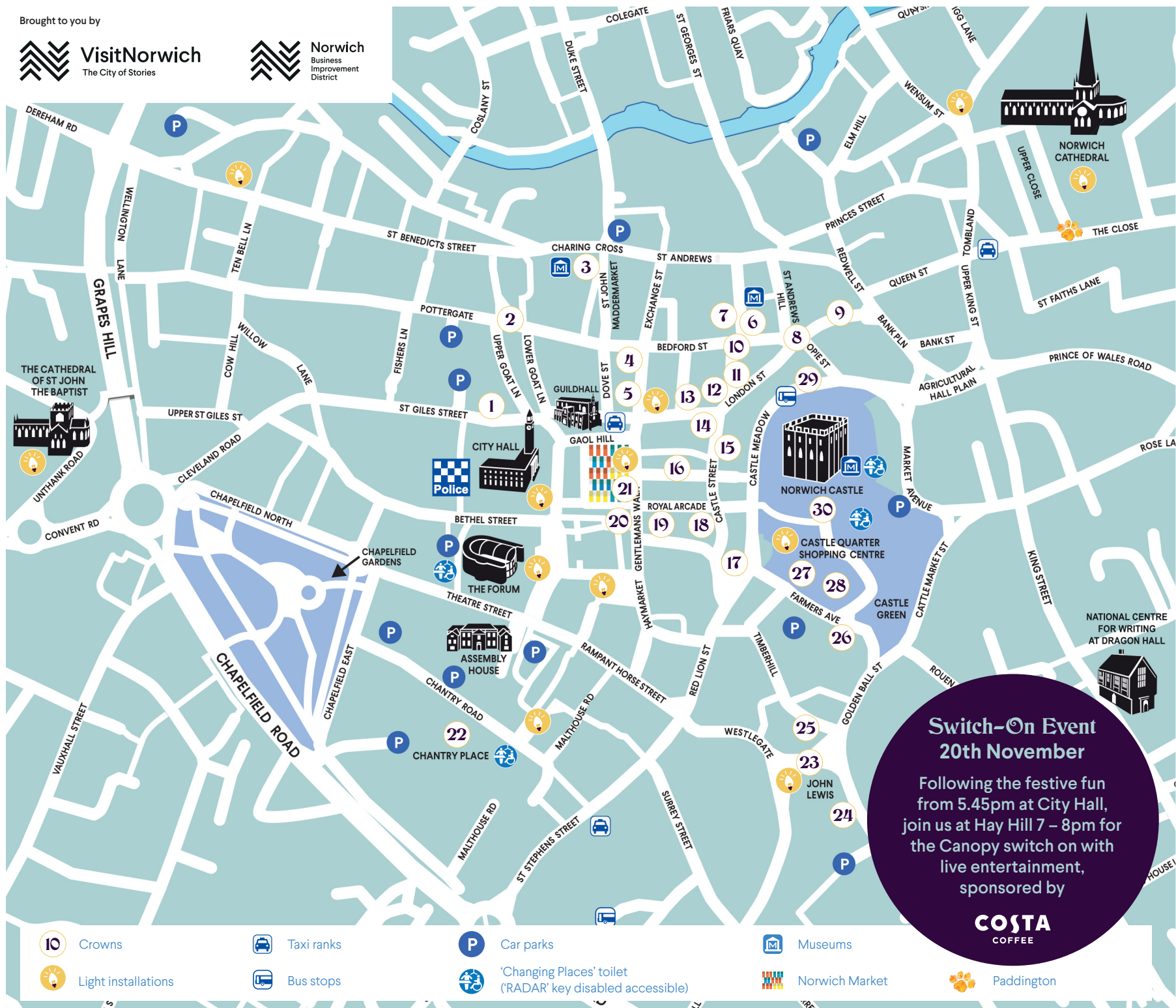
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Visit Norwich
The City of Stories



Norwich
Business Improvement District



Join the 2025
Christmas Crown Trail
in the 20th year of VisitNorwich

Inspired by the re-opening of Norwich Castle Keep where Henry I celebrated a magnificent Christmas in 1121, VisitNorwich is inviting festive spirits to explore the City of Stories and seek out clues hidden in bejewelled shopfronts.

Launching on 20 November and running until 5 January, the Christmas Crown Trail will guide visitors across the city centre searching out crowns and clues to be in with the chance of winning some incredible prizes donated by Norwich Castle. Along the way families can see twinkling festive scenes, find places off their beaten track, stop for tasty seasonal treats, discover places to shop for later and enjoy time together, away from all the usual distractions.

This is Christmas for the curious.

Can you crack the
Christmas Crown Trail?

Visit each Crown to find all the letters and reveal the hidden message below.

Once you have cracked the code, please use the QR code to enter the competition or email info@norwichbid.co.uk



Entries must be received by 5th January 2026.

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Visit Norwich's
historic jewels
this winter



Strangers' Hall

Explore this beautifully preserved 14th-century building which is one of the oldest houses in the city. Named after the 'Strangers' – Flemish weavers who sought refuge from religious persecution in Norwich in the 16th century – Strangers' Hall offers a fascinating glimpse into the lives of the city's wealthy merchants and their families.

Wander through its maze of historic rooms, from the Tudor Great Hall to the Georgian Dining Room and the Victorian Nursery, adorned with period furniture and textiles. Then step outside into the tranquil walled garden, hidden from the bustle of the city centre.

www.strangershall.norfolk.gov.uk



Norwich Castle

Originally built by William the Conqueror as a royal palace, Norwich Castle's medieval Keep has reopened after a re-development made possible with support from The National Lottery Heritage Fund. The Castle's historic features have been restored to create an immersive experience, and for the first time, visitors can explore all five floors – from the basement to the battlements. The museum also includes displays about the Celts, Romans, Anglo-Saxons, Vikings, the Royal Norfolk Regiment, and natural history, along with fine and decorative art collections and special exhibitions.

www.norwichcastle.norfolk.gov.uk

Get involved by
sharing images of you
enjoying the city
this **Christmas**

Share your photos by
tagging us @ [@VisitNorwich](https://www.instagram.com/VisitNorwich)
and using [#CityofStories](https://www.instagram.com/CityofStories)

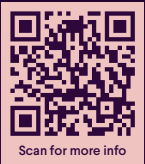
Norwich
Christmas
Crown Trail

20th November – 5th January

Family-friendly, festive
treasure hunt across Norwich.



For more Christmas events
including shows, live music and
where to eat and drink check out
»» visitnorwich.co.uk



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