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Follow the Norwich Festive Love Letters Trail 2026

There's no better time to find love than at Christmas – in the perfect gift, a meal shared slowly with friends, in old traditions and new discoveries.

This winter, the Festive Love Letter Trail invites you to fall in love with Norwich. Explore cobbled corners, cosy cafes and twinkling windows in search of 30 hidden 'love letter' clues. Collect the letters, uncover the secret Christmas message and you could win a festive prize.

Presented alongside the Sainsbury Museum and Art Centre's new exhibition season, 'How Do We Find Love?', the trail invites you to discover love around every corner and share your own Norwich love stories.

So, gather your favourite people, wrap up warm and fall for Norwich all over again.

Can you reveal the secret Love Letters message?

Scan to enter the competition

Visit each Love Letter location to reveal the hidden message below.

To enter the competition, either:

- Scan the QR code to enter
- Email info@norwichbid.co.uk and include your answer.
- Post your completed answer sheet in the Festive Love Letters postbox in Chantry Place.

Entries must be received by 10th January 2027.

10	1	16	21	27	19	15	7	29	24	18
13	4	9	3							
26	23	8	17	28	12		22	30		
2	25	20	6	14	11	5				

Name:

Email:

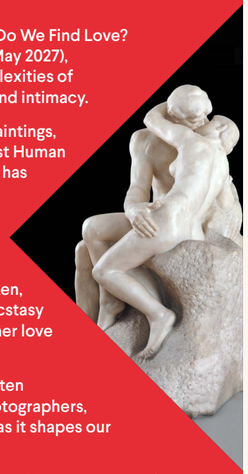


How Do We Find Love? at the Sainsbury Museum and Art Centre

At the Sainsbury Museum and Art Centre, you will discover a unique perspective on how art can foster relationships and inspire new ways of thinking.

Throughout the museum and its Sculpture Park are some of the world's greatest artworks, lives that span thousands of years of human imagination, creativity and lived experience.

Current exhibitions ask How Do We Find Love? (13th November 2026 – 30th May 2027), exploring the profound complexities of human relationships, desire, and intimacy.



With captivating sculpture, paintings, photography and film, The Last Human Kiss investigates how the kiss has shaped human ideas of love, intimacy, devotion, betrayal and belonging.

Reflecting on how deep connections are formed, broken, remembered and mourned, Ecstasy and the Aftermath asks whether love ever truly ends.

Bringing together the work of ten internationally acclaimed photographers, Love Stories delves into love as it shapes our everyday lives.

Come and explore the Sainsbury Museum and Art Centre. Art Lives Here.

sainsburymuseum.com

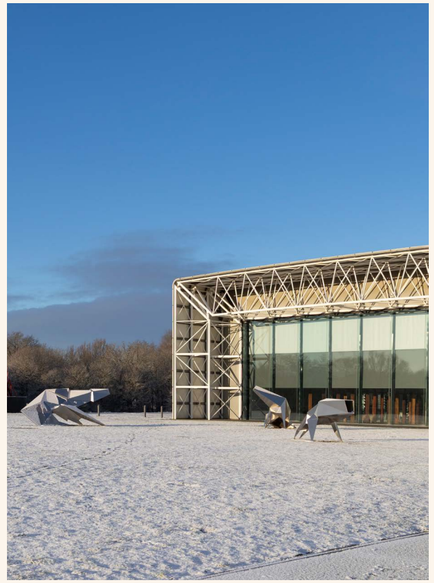
SAINSBURY MUSEUM AND ART CENTRE

SAINSBURY MUSEUM AND ART CENTRE

Come and visit the Sainsbury Museum and Art Centre in the heart of Norwich

From 19th November for one month, find our trail sponsors at stall 179 on Norwich Market (opposite the Guildhall).

Step inside their beautiful pop-up photobooth (FREE) to capture a festive memory and come away with your own special Norwich keepsake to treasure.



Sainsbury Museum and Art Centre, Norwich. Photo: Kate Wolstenholme

FREE ACTIVITY

Norwich Festive Love Letters Trail

19th November – 10th January

Family-friendly, festive treasure hunt across Norwich.



In partnership with

VisitNorwich
The City of Stories

SAINSBURY MUSEUM AND ART CENTRE



Festive Love Letter Locations

The Forum	1	Tombland Bookshop	16
Norwich Theatre	2	Bowhill & Elliott	17
The Shopkeeper Store	3	Logans Sandwich Bar	18
Mollycoddle Studios	4	Whittard of Chelsea	19
The Cuppie Hut	5	Søstrene Grene	20
The Salvation Army	6	Startle at Jarrolds	21
Billy's Coffee House	7	For the Love of Norfolk	22
Christophes Crepes	8	The Garnet Stores	23
Norfolk Yarn	9	FatFace	24
Maddermarket Theatre	10	YALM	25
Thorns DIY	11	Coccolino	26
Norfolk Natural Living	12	Trinity Stained Glass	27
Museum of Norwich	13	John Lewis Norwich	28
Elm Hill Craft Shop	14	Harlequin Fancy Dress	29
Trumans	15	Langleys	30

Festive Light Installations

- 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
- St Peter Mancroft
- The Royal Arcade

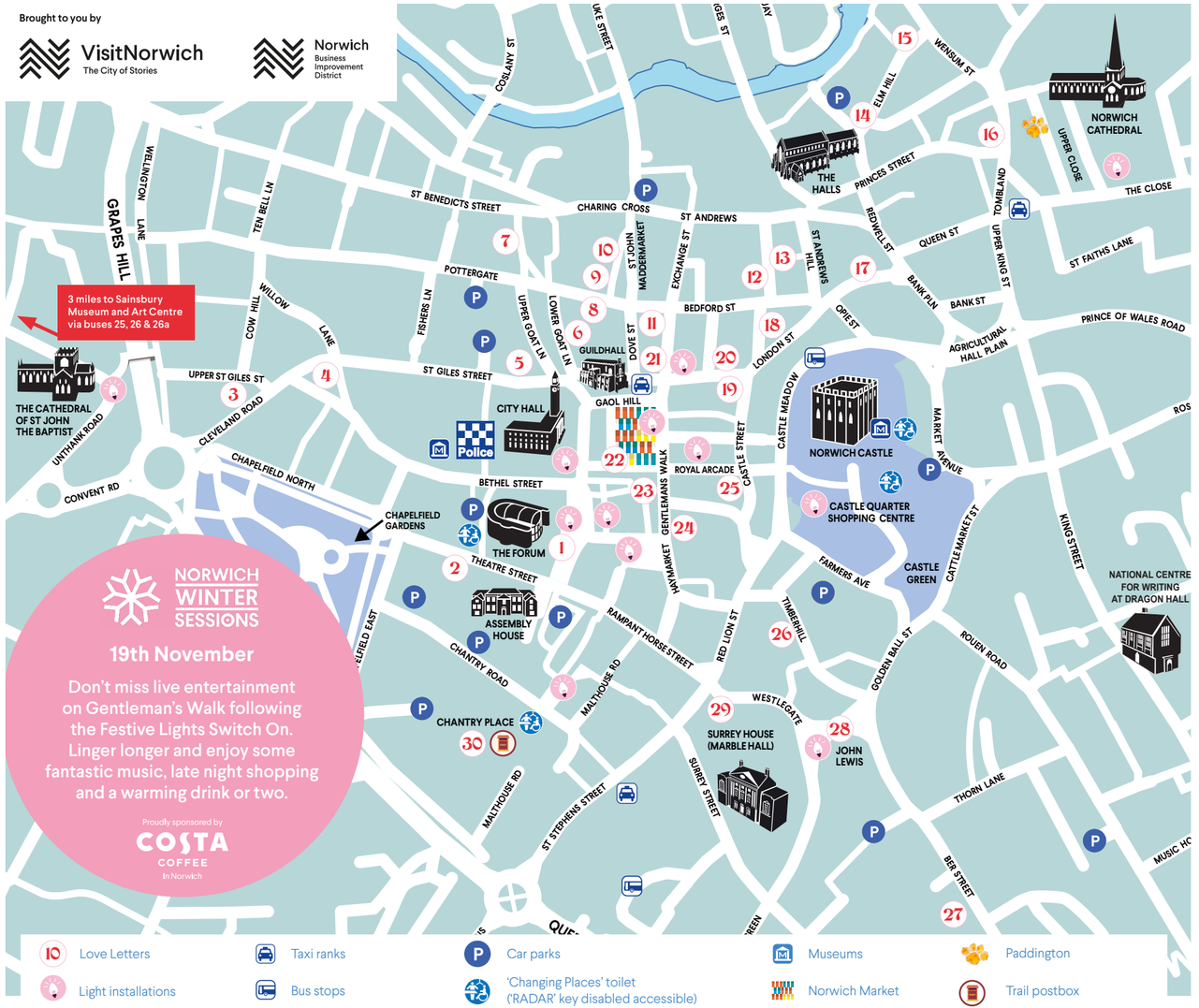
Visit the postbox at Chantry Place

Complete your festive adventure with a visit to Chantry Place where a little extra Christmas magic awaits.

Decorate the Christmas trees with your own message of love to Norwich, then pop your trail answer into the Love Letters postbox.



Brought to you by VisitNorwich The City of Stories · Norwich Business Improvement District



Cartography: Norwich City Council

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first bus Park&Ride



Festive trip to Norwich?
Park for free at Airport, Thickthorn or Sprowston Park & Ride
firstbus.co.uk/norwichparkandride

The place to shop and eat
Chantry Place is home to over 90 shops, cafes and restaurants in the heart of Norwich.
Visit chantryplace.co.uk
Chantry Place

NORWICH FOOD WEEK
19 – 28 February
Brought to you by Norwich Business Improvement District
Download the Norwich Food and Drink Weeks App to find out more