

Media release

DATE

Deck the Halls, *your* way. In Norwich this Christmas.



Christmas in Norwich, in The Norwich Lanes

Norwich is a city that wears medieval well, but the icing on our Christmas cake is our penchant for doing things with a sprinkle of new.

We have cathedral carols at Christmas - of course, but in a 900-year-old cloister with a freshly made cinnamon bun and steaming electric-roasted coffee in hand. And local artisan Christmas markets aplenty- from local to global.

Then there are places to escape to like our alfresco riverside sauna - The Lions' Den, and city brewery Redwell with their taphouse open for delicious roasts - in a giant Yorkshire pudding, and a pint. Both open on Christmas Day. Imagine!

We have cheery social spaces to enjoy— from sipping Glühwein on our medieval market at Sir Toby's, to cosy city pubs with open fires. Rooftops for cocktails or mocktails - whatever your tippie. And festive workshops teaching you how to craft delicate paper mistletoe and impressive, swirling calligraphy.

You can weave your way from independents - shopping through an Art Nouveau arcade and cobbled Norwich lanes— to flagship high-street brands. All with stores fronting magical windows full of charm.

Norwich is a magical city break with festivities, and relaxation in equal measure. For people who love finding the perfect unique gifts and trying unusual and fun experiences at what should be a season full of excitement and merriment.

Holly Bamford, Head of Marketing at VisitNorwich said "Norwich truly comes alive at Christmas. It's a place where festive lights, cosy corners, and a little seasonal indulgence create an atmosphere you can't help but feel part of. Whether you're taking a break from finding that perfect gift or enjoying the city's unique festive experiences, Norwich offers the kind of memories that stay with you long after the season ends."

"This year Norwich sees its first UNESCO City of Literature Christmas Market, its first Floragami Crafternoon Tea experience, first ghostly pub tours with mulled wine as well as stand up paddleboarding and sauna on the river. A great calendar of one-off events alongside annual favourites such as carolling in the cloister at Norwich Cathedral, Glühwein at Sir Toby's Beers and stand-up but for true life with True Stories Live at Norwich Arts Centre. There's something here for everyone."

Laurie McAllister, Marketing at The Lions' Den and Norwich resident said: "The Lions' Den is delighted this year to be open on Christmas Eve, Christmas Day and Boxing Day. The perfect antidote for anyone who wants to take a moment, slow down and catch their breath. On the big day itself, The Lions' Den River's cafe will be open

from 8.30am until 12.30pm, with sauna sessions running from 8.15 until 11.45 and a group paddle setting off at 9am - with complimentary non-alcoholic Bucks Fizz and mince pies for anyone who pops down.”

“If you are interested in doing something different from other Christmases, we might just have the answer.”

Deck Your Diary

Alfresco wood fired sauna at Lions’ Den River

Open 7-days a week, selected days from 7am – 9.45pm, from £12.50 an hour

<https://www.thelionsdennorwich.com/>

You can’t come to Norwich and not visit Lions’ Den for their wood fired sauna with river views and smell of incense. Heat up, cool down- get your fix of endorphins, you will feel amazing. Then relax within nature along the riverbank at their café for steaming hot drinks under a stretch tent with twinkling lights and blankets.

Christmas Eve, Christmas Day, Boxing Day

Open on Christmas Eve, Christmas Day and Boxing Day for sauna and paddleboarding with the café open too. See website for times.

Giant Yorkie Roasts Co. at Redwell Brewery, Norwich

Sunday’s 12pm – 5pm and affordable Christmas lunches for £35 on Christmas Day

NEW (bookings essential)

<https://www.redwellbrewing.com/taproom/eat-with-us/>

On a weekend break this festive season make your final stop a hearty Giant Yorkie Roast at Redwell Brewery along with a local craft brew beer.

Traditional Glühwein at Sir Toby's Beers, Norwich Market

20 November (from)

<https://sirtobysbeers.co.uk/>

Glühwein at Sir Toby's has fast become a Christmas tradition in Norwich. Possibly Norwich's smallest bar yet one of its most social. This is the place to stop for a moment while out shopping or sightseeing. It's one for the festive bucket list!

Canopy of Light

20 November – 4 January, free

Hay Hill, Norwich

<https://www.visitnorwich.co.uk/christmas-in-norwich/>

As part of Norwich's festive display the Canopy of Light on Hay Hill will illuminate the heart of the city with a dazzling contemporary ceiling of 32,000 energy-efficient, twinkling LEDs.

Situated in the picturesque sociable setting of Hay Hill, this free, festive attraction can be enjoyed from every angle. Observe from the top of the hill, stand directly beneath the lights and look up or take a seat and watch the sequences if you have more time.

The Canopy of Light features 32,000 energy efficient LEDs using over 1200, 2-metre drops and 1.6 miles of linear lights strings – the equivalent to the length of 183 double decker buses.

City of Literature Christmas Market at Dragon Hall **NEW**

22 November, 10am – 4pm, free

<https://nationalcentreforwriting.org.uk/events/city-of-literature-christmas-market/>

For lovers of the written word immerse yourself in the creativity and culture that thrives in this UNESCO City of Literature. Here you can grab a loved one the perfect literary gift

courtesy of publishers and makers from across the region, all the while enjoying festive refreshments and fascinating talks about books and writing!

Festive Fair at The Forum

27 November – 30 November, times vary, free

www.theforumnorwich.co.uk

This is one of Norwich's largest festive fairs hosted in Norwich's millennium building The Forum under an canopy of twinkling golden lights. Find all sorts of artisans from across East Anglia- expect traditional brass band music, festive food and a great atmosphere.

Winter Spirits, a winter warming walking tour with Cheryl Cade

5 December £46pp

<https://cherylcade.com/book-events-tours-vouchers/>

Enjoy a jovial 4-hour walk around historic Norwich with delightful Cheryl Cade. On the way you will be stopping for winter tipples keeping you warm and merry.

Clutter City Winter Market at Norwich Arts Centre

6 Dec 2025, 11am – 4pm, free entry

<https://norwichartscentre.co.uk/event/clutter-city-winter-market/>

In a medieval church discover over 25 carefully selected stalls featuring the best local indie makers, artists, illustrators and designers. Expect good tunes and twinkly Christmas vibes whilst you shop!

Copper Ink Pot Calligraphy Workshop Yalm in The Royal Arcade **NEW**

6th December, 10am–12pm, £60 per person

www.yalm.co.uk/events/calligraphyworkshop-xmas

Get into the Christmas spirit with this calligraphy workshop held within Norwich's

contemporary good hall, Yalm. This is a beginners guide complete with your own kit to take home along with your final work which includes a secret recipe of handmade gold ink, luxury card, envelopes and gift tags and a box to store it all in.

Fierce Babes Christmas Market, The Assembly House

Sunday 7 December, 11am – 4pm, free entry

www.fiercebabenorwich.com/event-info/fierce-babe-christmas-market-2025

Located in one of Norwich's most wonderful Georgian buildings, this small but perfectly formed Christmas market is a makers dream.

Floragami Crafternoon Tea at The Assembly House NEW

7 December 2025, 1.30pm, £55 (includes crafting and a cream tea)

www.assemblyhousenorwich.co.uk/events/2025/05/a-floragami-crafternoon-tea-at-the-assembly-house

Create your very own everlasting mistletoe made from elegant paper and white jade beads while nibbling at your delightful cream tea. Chose from Traditional, Savoury, Pink and Chocolate. The Chocolate Tea comes with two triple chocolate scones, served warm with Nutella and clotted cream, plus a homemade hot chocolate laced with hazelnut syrup and topped with whipped cream!

Norwich Ghost Walks Present: Christmas Specials Pub Tours NEW

9/11/16/18 December , 7.30pm – 9pm

£29 per person from Norwich's oldest spooky pub The Adam & Eve

www.ghostwalksnorwich.co.uk

Join experienced storytellers for a spine-chilling guided walk and 3-pub tour, complete with spooky local tales, festive drinks, a mince pie and plenty of gallows humour!

Pub 1: hot mulled wine

Pub 2: half of lager

Pub 3: Polish spiced tea with rum & a hot mince pie.

Carols in the Cloister at Norwich Cathedral

13 December, 4pm, free

<https://cathedral.org.uk/events/carols-in-the-cloister-christmas-2025/>

Join jovial festive carollers in a 900-year-old monastic cloister for one of Norwich's most loved annual Christmas events. Grab a warming mulled wine, or steaming coffee and cinnamon bun from Bread Source on site bakery and you are good to go!

Jolly Holly Fair at The Forum **NEW**

14 December, 10am – 5pm, free entry

www.theforumnorwich.co.uk

You can expect a bustling event filled with independent makers selling everything from cosy knits to festive decorations. You can even craft your own Christmas keepsakes in hands-on workshops!

True Stories Live: Celebrate at Norwich Arts Centre

21 December, 7.30pm, pay what you can afford (£4.50-£12.50)

<https://norwichartscentre.co.uk/event/true-stories-live-celebrate/>

Stand up- but for true life. Often moving, always unpredictable. This is where people tell true stories about their lives in front of a warm, supportive audience.

<Ends>

Notes to editors

For high-res images and interviews contact Mel March, Senior PR & Marketing Manager
mel.march@norwichbid.co.uk.

Images <https://show.pics.io/deck-the-halls-your-way-in-norwich-christmas-2025>

For event and performance information and inspirational ideas for spending time at Christmas in Norwich and beyond go to visitnorwich.co.uk/christmas-in-norwich/

<https://www.instagram.com/visitnorwich/>
<https://www.facebook.com/visitnorwichcityofstories>

#visitnorwich // #cityofstories

About VisitNorwich

- VisitNorwich is the Destination Marketing Organisation (DMO) for the Norwich area and is the tourism destination marketing function of Norwich Business Improvement District (BID) - www.visitnorwich.co.uk.
- VisitNorwich is a membership organisation within Norwich BID and its activities are funded by Investment Partners, public sector stakeholders including Norwich City Council and directly by Norwich BID.
- VisitNorwich's sole focus is to promote and develop the destination and support its VisitNorwich members through collaborative marketing, research, information and business advice.
- In 2025 VisitNorwich won in the category: 'Integrated Campaign Of The Year under £500,000' at the Travel Marketing Awards.
- For 12 months from September 2025 VisitNorwich celebrates its 20th anniversary.
- In 2020 Norwich, the City of Stories was shortlisted in the City Nation Place Awards for 'Place Brand of the Year'.
- In 2012 Norwich became England's first UNESCO City of Literature.
- Total value of tourism in Norwich is £769,350,590 including 12,938,800 trips (day and staying) - Destination Research: Economic Impact of Tourism report 2023.