

Pensthorpe Unveils Reimagined North Norfolk Pole for Christmas 2026

Personal Santa visits, Build-a-Teddy experiences and a brand-new festive world headline exciting changes for 2026

Pensthorpe has unveiled an exciting new chapter for its popular North Norfolk Pole Christmas experience, introducing a range of new features designed to create even more magical family moments this festive season.

As part of the announcement, Pensthorpe has also released an exclusive first look at the map for the all-new Secret World of Christmas, offering families a glimpse of the festive spaces, activities and magical moments that await them this December.

Returning from 5th–23rd December 2026, the North Norfolk Pole has been thoughtfully reimagined to offer families a more personal and flexible Christmas adventure, with dedicated one-to-one visits with Santa, a brand-new Build-a-Teddy experience and more freedom to explore festive activities at their own pace.

Ticket Release Dates

Tickets for North Norfolk Pole 2026 will be released in stages, giving Pensthorpe supporters the opportunity to secure their preferred dates before general sale.

 **Pensthorpe Members** - Friday 26th June from 7pm

 **Mailing List Subscribers** - Saturday 27th June from 7pm

 **General Sale** - Monday 29th June from 7pm

Families wishing to access tickets before general release can sign up to the Pensthorpe mailing list at www.pensthorpe.com.

One of the biggest changes for 2026 is the introduction of personal Santa visits. Moving away from larger group encounters, every family will enjoy their own dedicated time with Father Christmas, creating a more intimate and memorable festive experience.

Children will also have the opportunity to build and take home their very own teddy bear as part of their visit. Included within the price of every child's ticket, the new Build-a-Teddy workshop gives young visitors a special keepsake to treasure long after Christmas has passed.

Alongside these new additions, families will be invited to explore the Secret World of Christmas - a collection of festive spaces, activities and magical moments that can be enjoyed throughout their visit. The newly released map offers a first glimpse of the experience, featuring Santa's Grotto, Build-a-Teddy, Elf Training, Marshmallow Toasting, festive treats and a number of surprises still to be revealed.

Rather than following a set route, guests will have more freedom to discover the experience in their own way, helping create a more relaxed atmosphere with less waiting and more opportunities to enjoy time together.

Ben Marshall, Managing Director of Pensthorpe, said:

"We're incredibly excited to reveal the next chapter of the North Norfolk Pole. We wanted to create a Christmas experience that feels even more personal for families, while keeping all the festive magic that people have come to love.

The introduction of dedicated Santa visits, our new Build-a-Teddy experience and the freedom to enjoy the experience at your own pace all help create more opportunities for those special Christmas moments that families remember long after the day itself.

There are still some exciting surprises to reveal before Christmas. The map gives families their first glimpse of the Secret World of Christmas, but there are still magical moments and experiences we're keeping under wraps for now. We look forward to sharing more over the coming months as we continue building a festive space filled with things to discover."

The North Norfolk Pole has become a festive favourite for families across Norfolk and beyond, and the 2026 experience aims to build on that success by placing even greater emphasis on memorable family moments, magical encounters and Christmas traditions.

Families interested in receiving priority access and exclusive updates can sign up at:

www.pensthorpe.com/events/the-north-norfolk-pole/

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Notes to Editors

North Norfolk Pole 2026

5th–23rd December 2026

New for 2026

- Personal one-to-one Santa visits
- Build and take home your own teddy bear

- Explore the Secret World of Christmas at your own pace
- Interactive Elf Training sessions
- More freedom to enjoy festive activities throughout your visit

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