



## Marketing Highlights 2025

Molly Taylor  
Marketing Manager





# Seasonal admission and marketing approach

## **Free access:**

1 Oct – 31 Mar  
– supports families, schools,  
and local visitors

## **Ticketed entry:**

1 Apr – 30 Sep  
– targeted marketing  
focuses on driving paid  
visits

**Strong local and  
seasonal appeal**

Marketing focuses on **local  
access, repeat visits,** and  
**audience targeting during  
paid months**

# Exhibitions



**WDDF:**  
*A Celebration of Dogs*



**Special Exhibition**  
1 October 2024 – 29 June 2025



**Special Exhibition**  
1 October 2024 – 29 June 2025

**WDDF:**  
*A Celebration of Dogs*

An exhibition celebrating our canine companions, featuring natural history, archaeology, and art works – including works by Sir Edwin Landseer, Andy Warhol and David Hockney.

**Lynn Museum**  
Kings Lynn  
PE30 1NL

**Info and tickets:**  
[lynnmuseum.norfolk.gov.uk](http://lynnmuseum.norfolk.gov.uk)



**Social Media:**  
f Lynn Museum  
@Lynn\_Museum  
@Lynn\_Museum  
#LMWoof

**Partners and Funders:**  
Norfolk Museums, Arts Council England, Heritage Fund, Norfolk County Council, Funded by UK Government, Borough Council of King's Lynn & West Norfolk, Supported by the Newman Legacy, THE KENNEL CLUB, EAST ANGLIA FUND



Special exhibition

# MAY THE TOYS BE WITH YOU

at

Lynn Museum, King's Lynn

15 July 2025–31 May 2026

*From a galaxy far, far away comes  
an absolute must-see for Star Wars fans.*



**May The Toys Be With You** showcases a premier collection of vintage Star Wars toys and original cinema posters (1977–1985), celebrating the iconic design and collectability of the franchise.



# MAY THE TOYS BE WITH YOU

## Special Events

**Thursday 17 July**

10.30am–11.30am

Space-themed Mini Museum  
Club under 5s session

**Friday 25 July**

10am–12pm

Space-themed Coffee Morning

**Thursday 31 July**

10am–12.30pm and 1.30–4pm

Star Wars Family Event

**Wednesday 23 July–Sunday 3**

**August**

Star Wars-themed Family Trail

**Saturday 16 August**

10am, 11.30am, 1pm and 3pm

Star Wars Peg Doll Workshop

1-hour workshop for ages 8+

Find all of our events at:

[museums.norfolk.gov.uk/events](https://museums.norfolk.gov.uk/events)

**Open Tuesday–Saturday 10am–5pm**

**Sunday 12–4pm (April–September)**

**Free admission October–March**

Lynn Museum  
Market Street  
King's Lynn  
PE30 1NL  
01553 775001

**Info and tickets:**  
[lynnmuseum.norfolk.gov.uk](https://lynnmuseum.norfolk.gov.uk)



Lynn Museum



@Lynn\_Museum



@Lynn\_Museum





Target  
audiences

Schools  
and early  
years







# Families with children







Local  
history  
enthusiasts  
and  
culturally  
engaged  
audiences







# E-bulletin

11,700+  
Subscribers

6,105  
Unique opens


 **Norfolk** County Council

 **Norfolk**  
Museums

**What's on at Norfolk Museums**

Take a last look at the **Woof!** exhibition at Lynn Museum, try Pilates in the Strangers' Hall garden, and find out about Refugee Week at Ancient House. Book a curator tour of the exhibition **One Self: The Creative Life of Collin Self** at Norwich Castle, and find out how to become an environment volunteer at Gressenhall.

Events are included with admission and run during standard opening times unless otherwise stated. For more events at all the Norfolk Museums, visit our [online calendar](#).



Lynn Museum – **Woof: A Celebration of Dogs**  
Ends Saturday 28 June

It's nearly time to say goodbye to our celebration of our canine friends. Head to Lynn Museum to wave a final paw to this wonderful exhibition which includes natural history, archaeology and artworks of both local and national importance.

[More Info](#)



**Lynn Museum – New Exhibition: May The Toys Be With You**  
**Opens Tuesday 15 July**

**May The Toys Be With You** showcases one of the UK's finest collections of vintage Star Wars toys and original cinema posters from 1977-1985. It is a celebration of the now highly collectable vintage toy line, iconic design work and art of the Star Wars movies.

[More info](#)



# Digital Screens



**LYNN MUSEUM**

**MAY THE TOYS BE WITH YOU**

**Special Exhibition:**  
**May The Toys Be With You**

**15 July 2025 - 30 May 2026**

From a galaxy far, far away comes an absolute must-see for Star Wars fans. May The Toys Be With You showcases one of the UK's finest collections of vintage Star Wars toys and original cinema posters, from 1977-1985.

For tickets and more information scan the QR code or visit [lynnmuseum.norfolk.gov.uk](https://lynnmuseum.norfolk.gov.uk)

**Norfolk Museums**

ARTS COUNCIL ENGLAND | Heritage Fund | Norfolk County Council | Funded by UK Government



**Christmas 2025**

**What's On**

**Norfolk Museums**

**Ancient House - Father Christmas and Christmas Crafts**

**Saturday 6 December, 10am - 4pm**  
Visit Father Christmas at Ancient House and receive a small gift. Join one of our craft sessions, from lavender bags to sweets and more. Child £4.

**Lynn Museums - Christmas Through the Ages Family Event**

**Saturday 13 December, 10am - 4pm**  
Take a festive trip back through time to discover the celebrations of Christmas past! From the celebration of Saturnalia in Roman Britain, to the decorations of Victorian era. Free

**Gressenhall - Christmas 1945**

**Monday 22 December, 10am - 3pm**  
Celebrate Christmas 1945 at Gressenhall! Join a fast-paced pantomime, meet a Suffolk Punch horse and see 1899 Panhard vintage car. Enjoy festive crafting and explore WWII stories with costumed characters in a memorable family event. £10 | £9 with a Norfolk Museums Pass

For tickets and more information scan the QR code or visit [museums.norfolk.gov.uk](https://museums.norfolk.gov.uk)

ARTS COUNCIL ENGLAND | Heritage Fund | Norfolk County Council | Funded by UK Government

New, owned digital advertising screens at Norwich Castle and Museum of Norwich. Commissioned and operating since December 2025. Inclusion of exhibitions and key events for Lynn Museum.

For requests, email [sam.tring@norfolk.gov.uk](mailto:sam.tring@norfolk.gov.uk)  
Include event description and 3-5 key images



# Audience Insight

Citizen Space, the new service-wide visitor survey platform, provides Norfolk Museums Service with a consistent and scalable evidence base across all ten sites.

Monthly post-visit surveys (online ticket buyers), combined with on-site QR access

Data can be gathered on:

- Net Promoter Score
- Visitor ratings
- Motivation for visiting
- Age range
- Gender identity
- Ethnicity
- Norfolk Museums Pass membership
- Household income
- Education
- Disabilities, neurodivergence or long-term health conditions
- How people heard about the museum



# Norfolk Museums Pass

Your ticket to a year of visits to Norfolk's top 10 museums

Buy online  
for 10% discount!



museums       







# Norfolk Museums Pass<sup>•</sup>







Norfolk  
Museums  
Pass°



# Access all eras

One pass. Ten museums.  
Unlimited discovery.

[museums.norfolk.gov.uk/pass](https://museums.norfolk.gov.uk/pass)



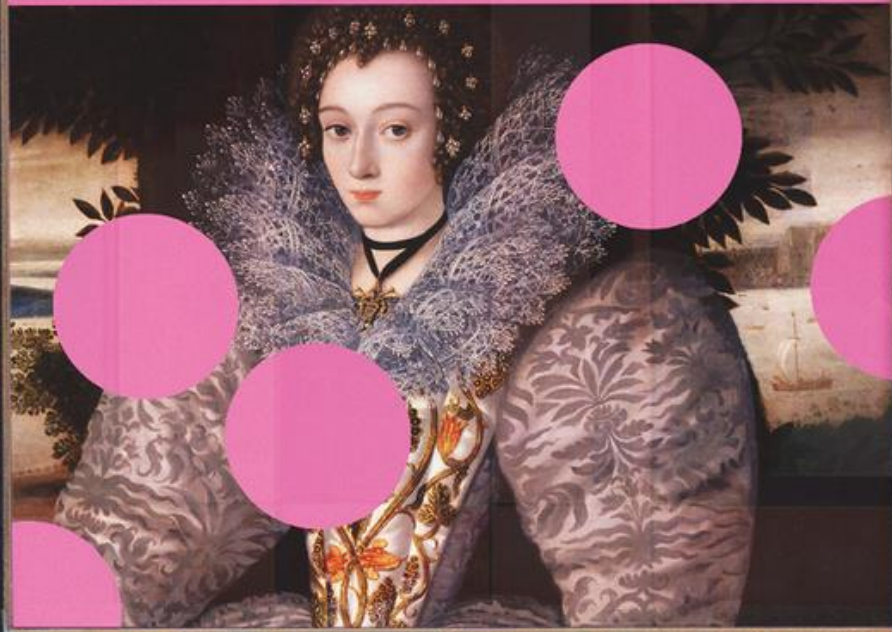
Norfolk  
Museums  
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Norfolk  
Museums  
Pass°



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# Norfolk Museums Pass°



# Norfolk Museums Pass°



# Norfolk Museums Pass°



**Norman Knight**  
2 adults and children  
4583218239664939



**Norman Knight**  
2 adults and children  
4583218239664939



**Norman Knight**  
2 adults and children  
4583218239664939





# Norfolk Museums Pass

One Pass. Ten Museums.  
Unlimited Discovery.

Buy online  
for a 10%  
discount.







### Lynn Museum

Home to Seahenge, Lynn Museum reveals West Norfolk's past through Bronze Age finds, Roman treasures, and fairground gallopers.

**Tuesday–Saturday**  
Market Street, King's Lynn PE30 1NL



### Gressenhall Farm and Workhouse

Experience Norfolk's rural past and the lives of workhouse residents. Explore interactive displays, meet rare breed animals, and enjoy the woodland playground.

**Open every day, March–October**  
Gressenhall, Dereham NR20 4DR



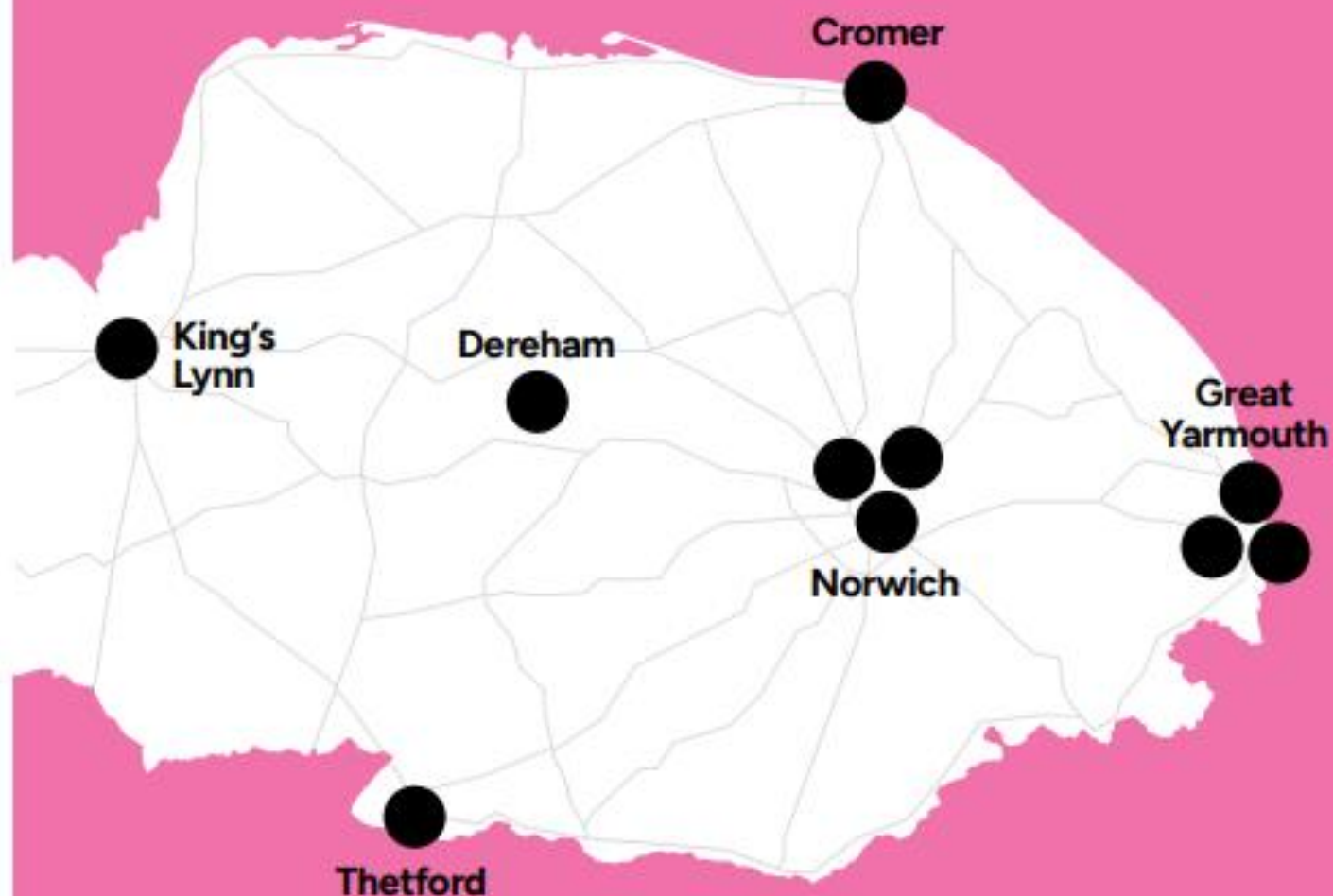
### Ancient House Museum

Explore Thetford's history in a Tudor merchant's house. Discover the story of Maharajah Duleep Singh and life in a 1901 kitchen.

**Tuesday–Saturday**  
White Hart Street, Thetford IP24 1AA



Visit as often as you like  
with a Norfolk Museums Pass.



**Norwich**  
Norwich Castle  
Museum of Norwich  
Strangers' Hall

**Great Yarmouth**  
Time and Tide  
Elizabethan House  
Tolhouse Gaol

**Dereham**  
Gressenhall Farm  
and Workhouse

**Thetford**  
Ancient House Museum

**King's Lynn**  
Lynn Museum

**Cromer**  
Cromer Museum



## Our Top 5 oldest artifacts of all time.



Norfolk  
Museums  
Pass\*



## Norfolk Museums Pass\*

## Norwich: Afternoon John Crome



Norfolk  
Museums  
Pass\*



## Strangers' Hall

Wander through one of  
Norwich's oldest houses, filled  
with period rooms and stories  
of merchant families, and relax  
in the walled garden.



Norfolk  
Museums  
Pass\*

★★★★★

"The Norfolk Museums Pass has  
been brilliant for our family.  
We've discovered new favourite  
days out every month. The kids  
love the hands-on exhibits and it  
works out to be great value!"

Sarah T, Norwich  
Mum of three

## Roman Cavalry Helmet

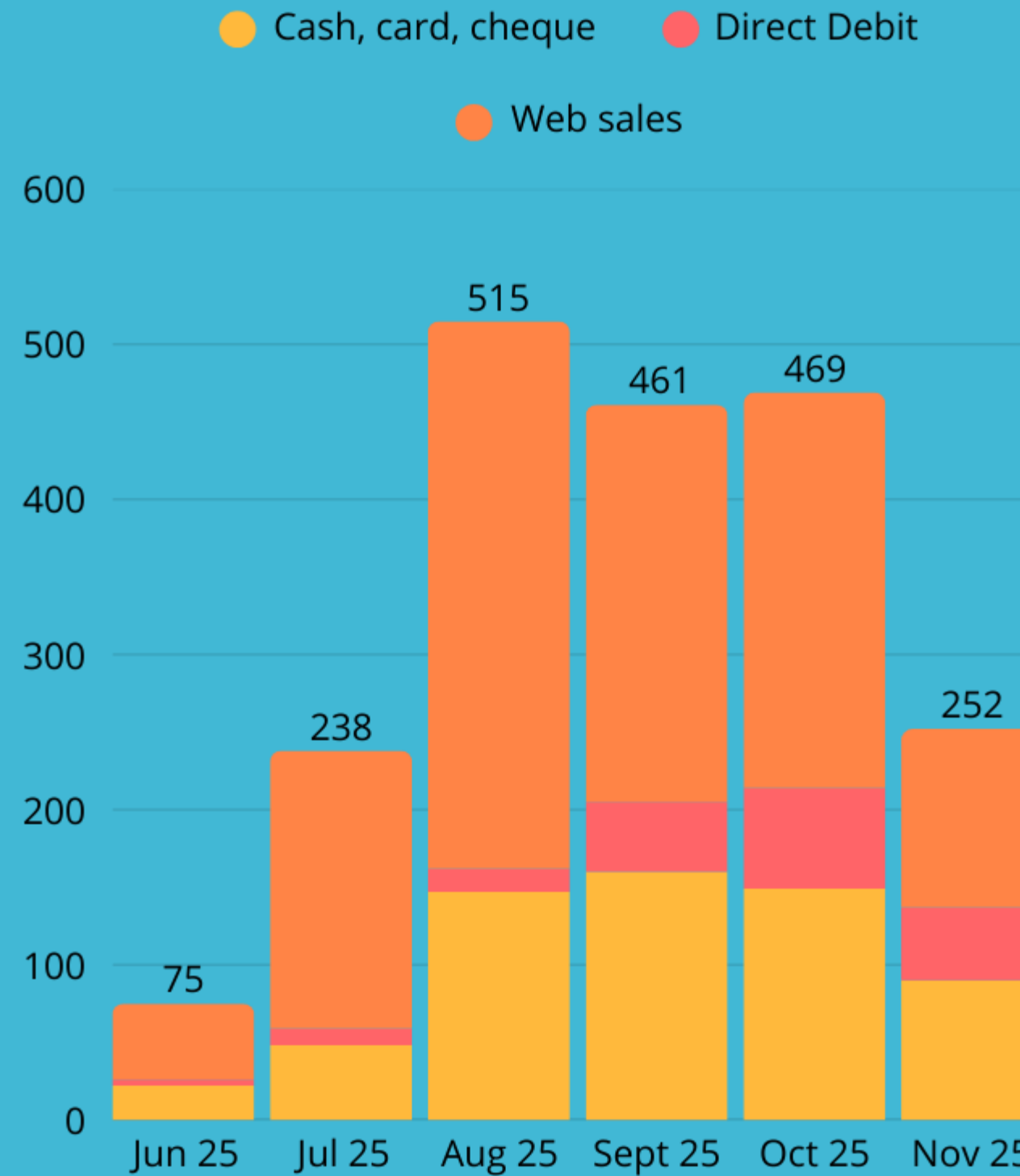


Unearthed from the riverbed near  
Worthing in Norfolk, this stunning  
cavalry helmet dazzles with its  
thin sheet of gilded bronze and  
intricately embossed sea-dragon  
and eagle-head motifs.



# Norfolk Museums Pass sales growth

Members in  
May 25  
7490



Members now  
Approx. 9500  
up 27%



# Looking ahead to 2026



June 2026 – June 2027

Working exhibition title: Unboxed: **Secrets from the Lynn Museum Store**

In-house exhibition showcasing rarely seen objects

Broad themes allow:

Family events

Talks and specialist programming

Community and partner activity

Strong potential to attract local audiences and culturally engaged visitors from further afield



# How the committee can help

- Share key events through local and regional networks
- Support e-bulletin sign-ups
- Continue advocacy for Lynn Museum as a high-quality cultural offer in the town
- Help reach audiences who may not yet be aware of Lynn Museum's programmes
- Encourage visitors to provide feedback via online survey

