



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



LYNN
MUSEUM

WOOF:

A Celebration of Dogs



Special Exhibition
1 October 2024 – 29 June 2025



LYNN
MUSEUM

Special Exhibition
1 October 2024 – 29 June 2025

WOOF:

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



Lynn Museum
@Lynn_Museum
@Lynn_Museum
#LMWoof

Norfolk Museums
Supported by 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

Special exhibition

MAY THE TOYS BE WITH YOU

at
Lynn Museum, King's Lynn
15 July 2025–31 May 2026

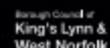
*From a galaxy far, far away comes
an absolute must-see for Star Wars fans.*



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.



Supported using public funding by
ARTS COUNCIL ENGLAND



Supported by the
Newman Legacy

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

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



Lynn Museum



@Lynn_Museum



@Lynn_Museum



Target audiences



Schools and early years





Families with children

the cleaning of the whale bones and the seal skins and caused great excitement. Then for weeks the air from the huge coppers was the parish of South Lynn, an illing savour.

, master mariner and later trader, recalls 19th century Lynn whaling trade in his 1872 'Memories of Lynn'.

ridged account of his recollections.



traded with London and Europe. He lived at Clifton House, located by the river in King's Lynn.
This is a fictional account, based on his life.

Glossary

40 shillings
approximate
or £10,800

Blubber -
skin of whale

Coppers -
boiling liquid

Coopers -
wooden barrels

with - a
from the whaling

Sands - a
with

fleet - ship

of m

not in N

1600

Wy

Street

Danzig -

a member of
14th century





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 Colin 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](#)



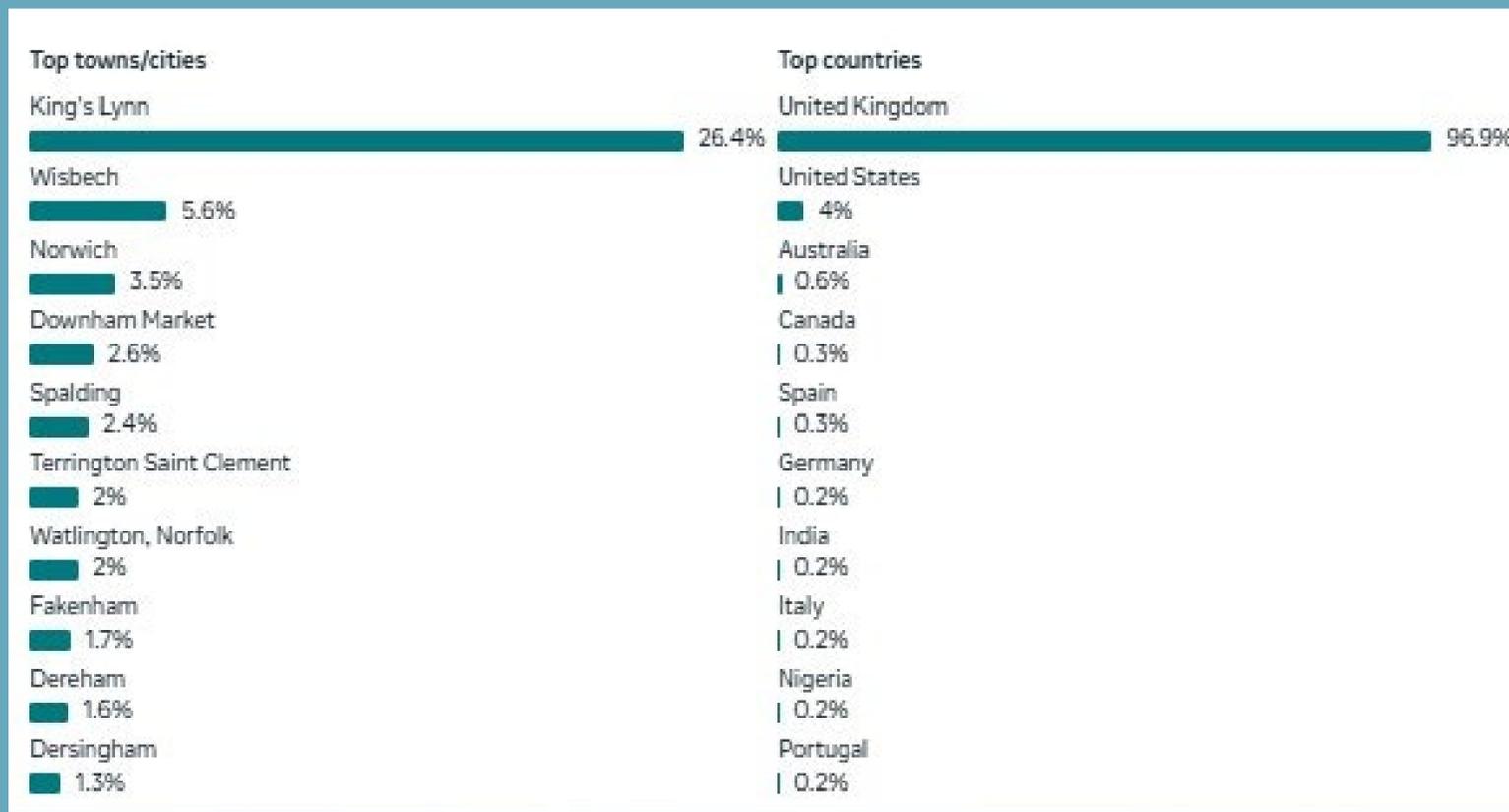
Lynn Museum – New Exhibition: May The Toys Be With You
Opens Tuesday 15 July

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.

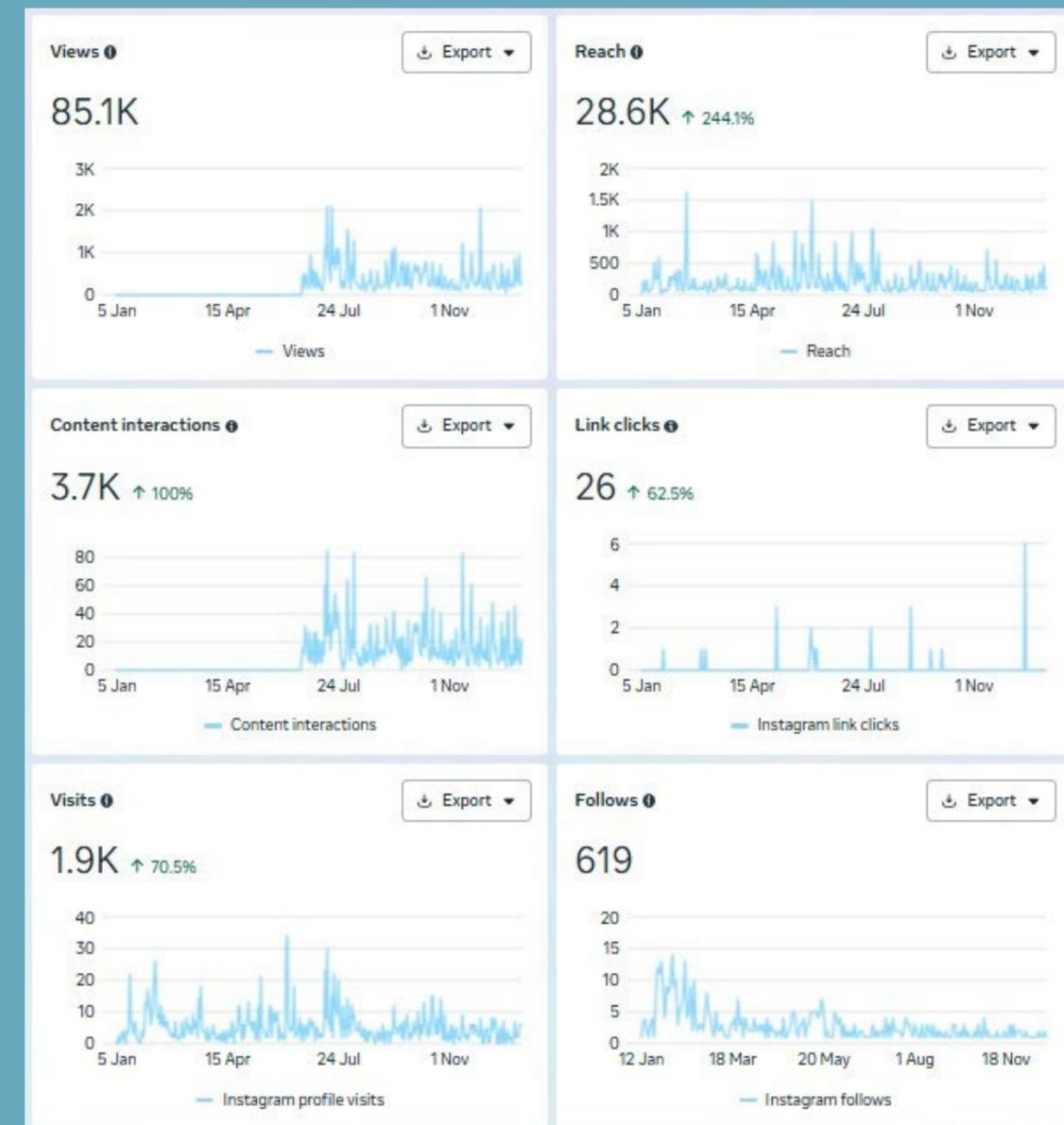
[More info](#)

Social Media

Facebook audience locations



Instagram content metrics

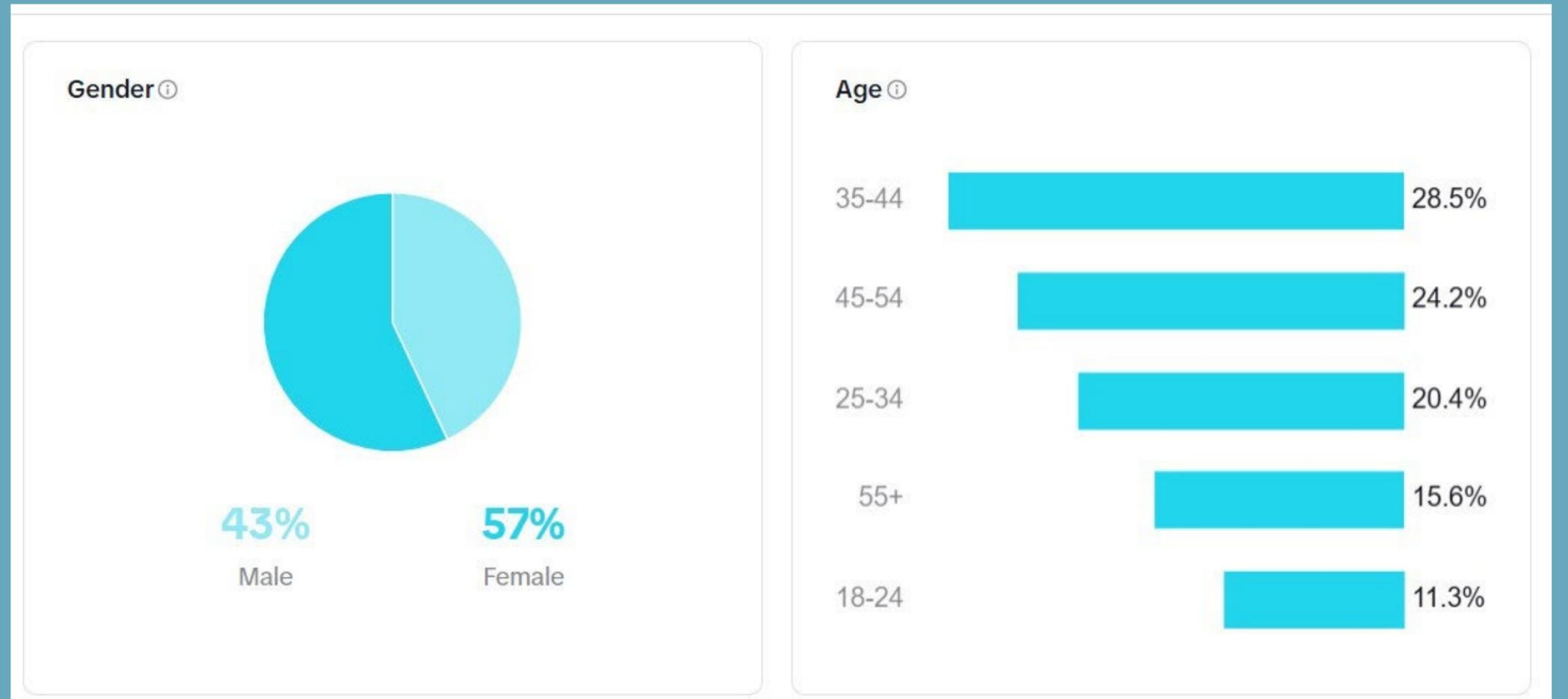


TikTok

Audience location



Audience demographics



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

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

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
Include event description and 3-5 key images



Audience Insight - Norfolk Museums Visitor Survey

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:

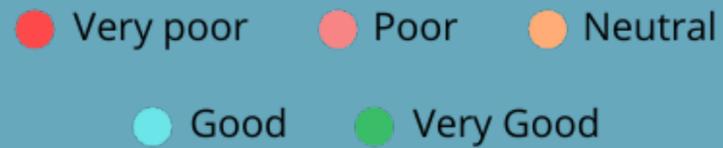
- Net Promoter Score
- Visitor ratings
- Motivation for visiting
- Age range
- Gender identity
- Ethnicity
- Norfolk Museums Pass membership
- Household income
- Education
- Disabilities, neurodivergence or long-term health conditions
- How people heard about the museum

Visitor feedback

Net Promoter Score

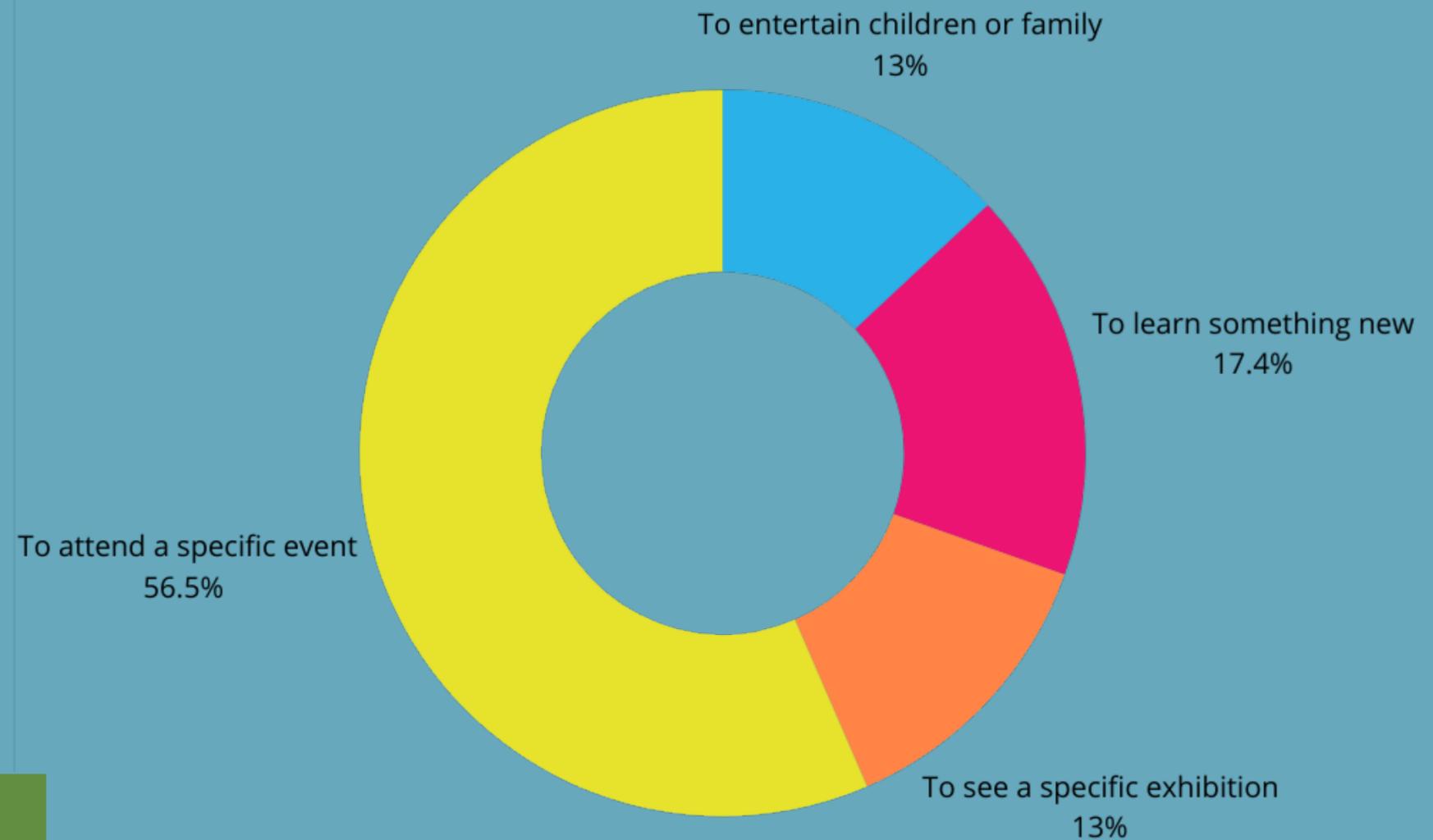
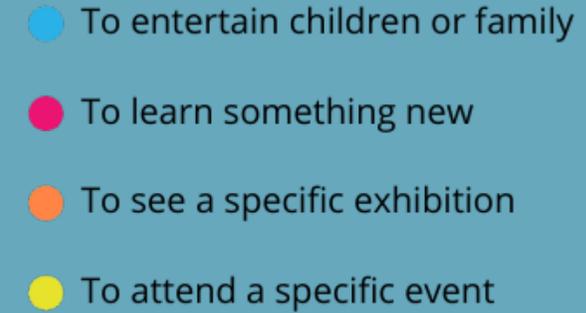
50

Visitor ratings

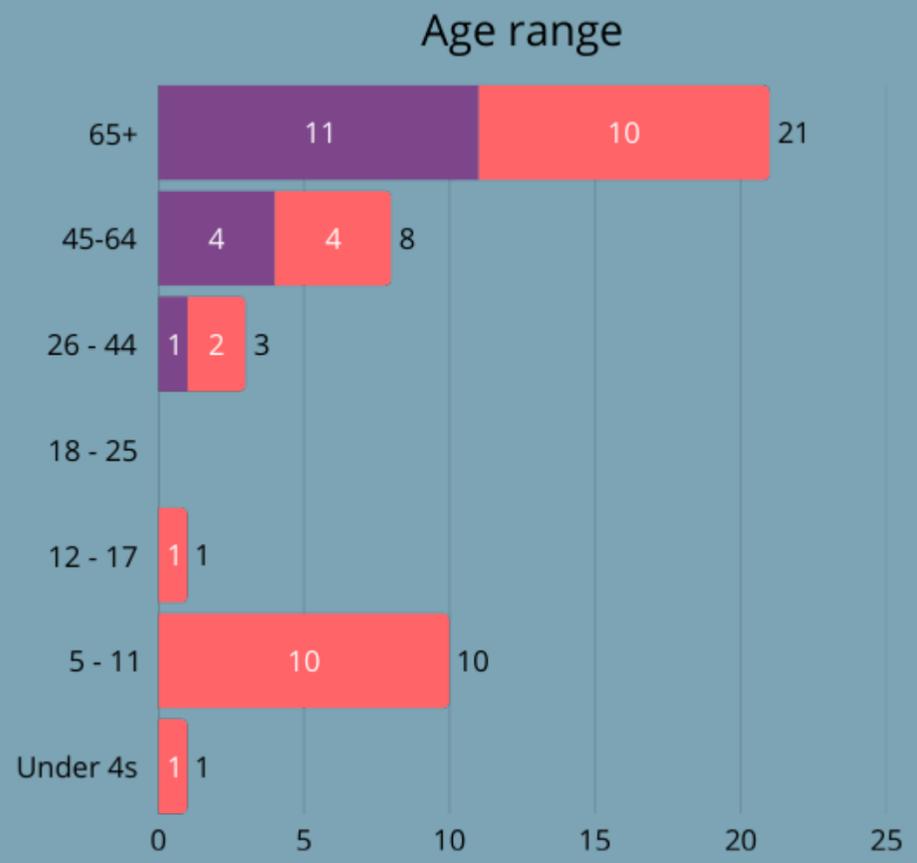


Very Poor → Very Good

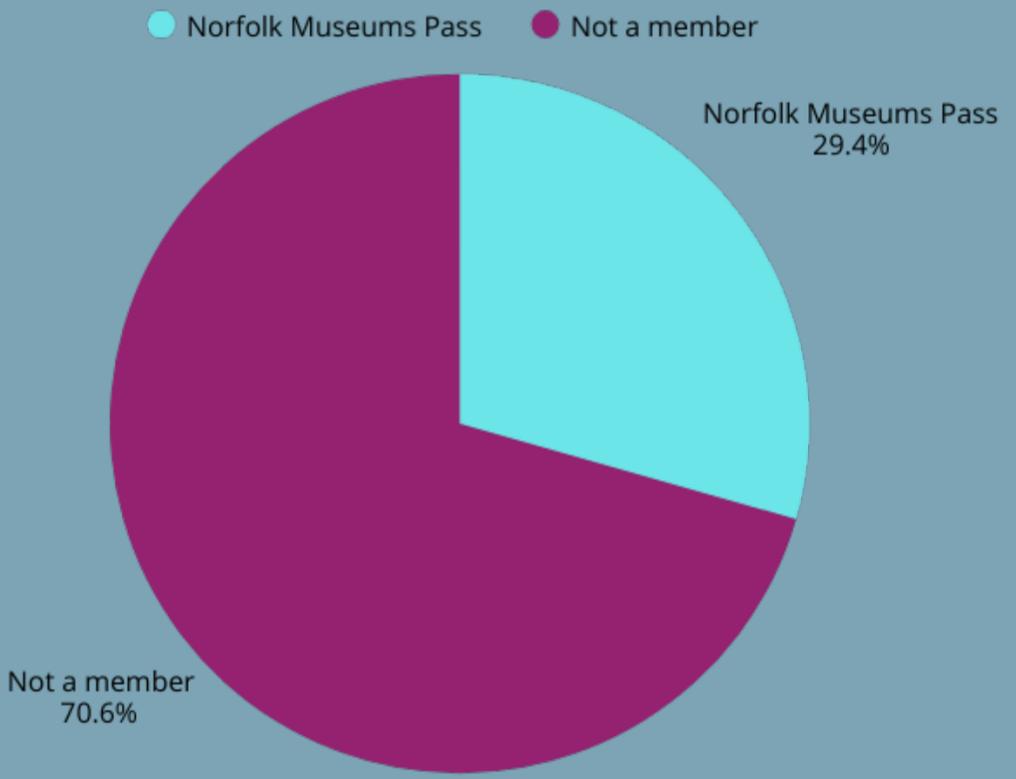
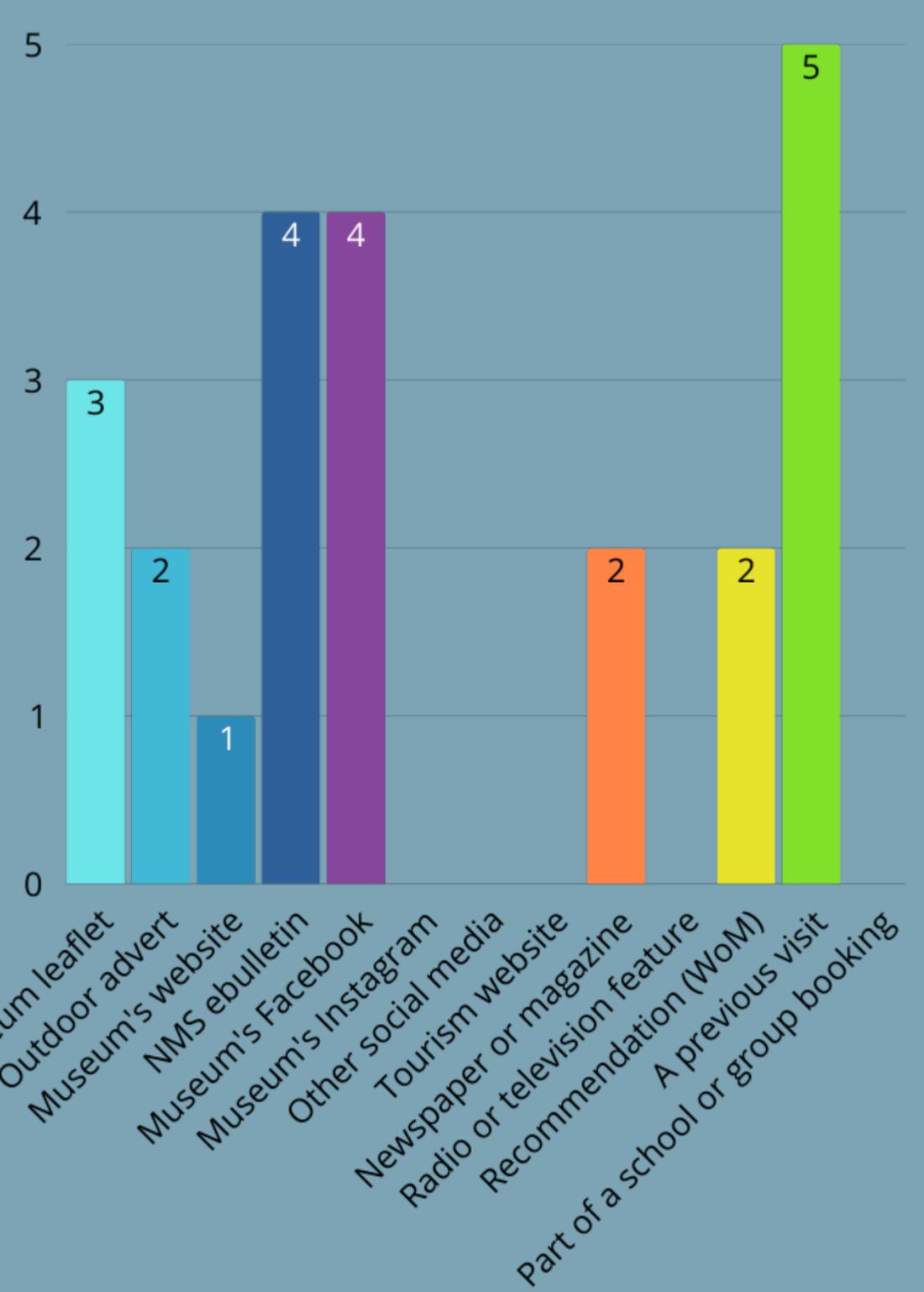
Motivation for visiting



Your visitors



How did you hear about the museum



Norfolk Museums Pass

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

Buy online
for 10% discount!



m Norfolk Museums



Norfolk
Museums



Norfolk Museums Pass^o



Norfolk
Museums
Pass^o



Access all eras

One pass. Ten museums.
Unlimited discovery.

museums.norfolk.gov.uk/pass



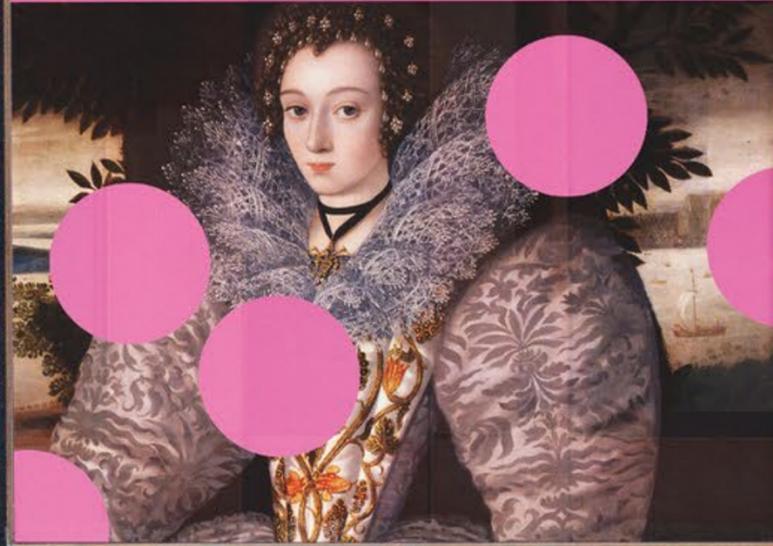
Norfolk
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Norman Knight
2 adults and children
4583218239664939



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



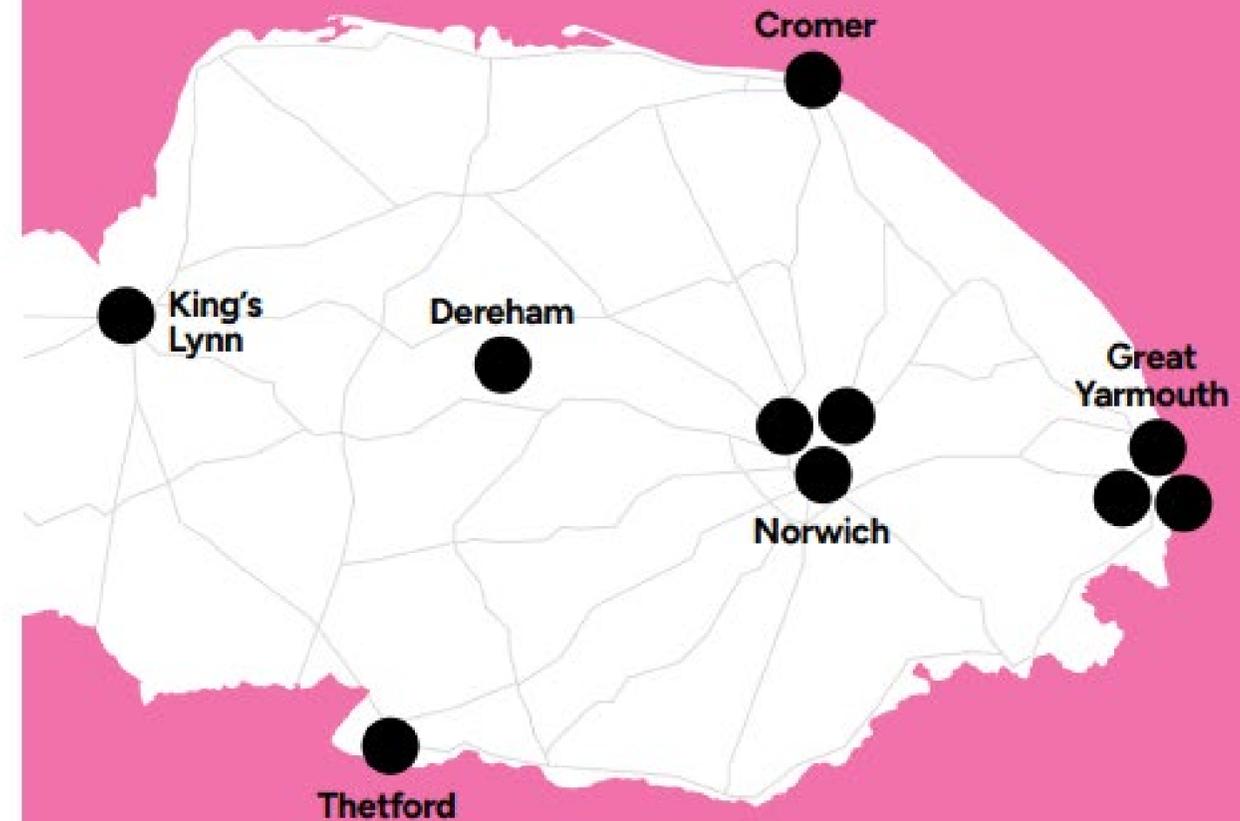
Ancient House Museum

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.**

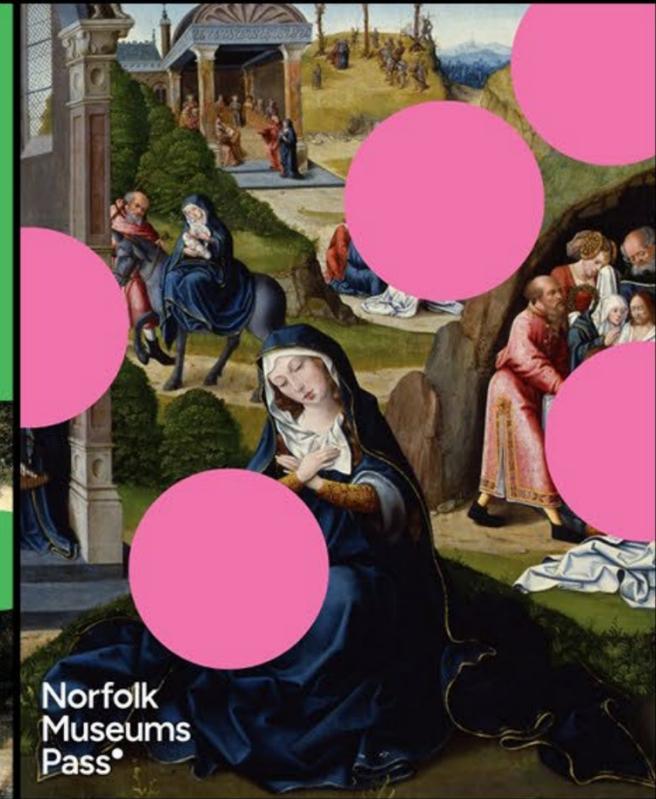


Norfolk
Museums
Pass®



**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

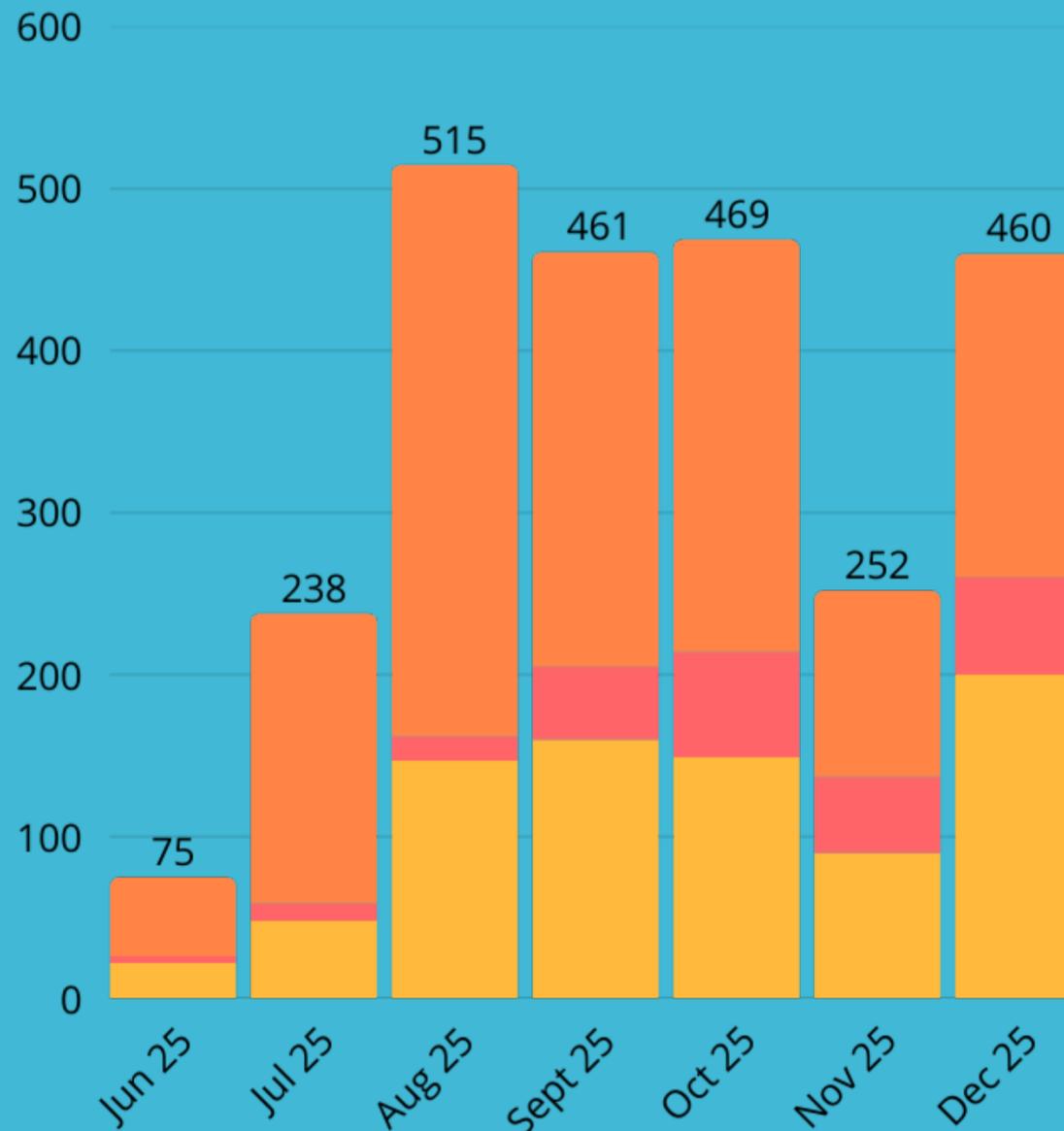
**Roman Cavalry
Helmet**



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

Cash, card, cheque Direct Debit
Web sales



Members in
May 25
7490

Members now
Approx. 9725
up 30%

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.

Possible bus advertising campaign

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

