



Cromer Crab & Lobster Festival 2025



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Introduction

The Crab & Lobster Festival is a weekend celebration of the coastal town of **Cromer**, one of North Norfolk's premier seaside towns.

The aims of the Festival are to involve people who live and work in North Norfolk - helping foster a real sense of community (and fun), celebrate the local fishery and its heritage and benefit local businesses by attracting more visitors to this wonderful part of the world by extending the tourism season.

The Festival cannot succeed without support from sponsors, visitors, and above all the people who live and work in the town. Last, but not least, a team of passionate volunteers who form the committee.





Spectacular Seafood

Crabs & Lobsters

Cromer's crab and lobster fishing industries have supplied England with an abundance of crustacea since the early 19th Century.

From some single-handed boats to three-man crews, each boat is small cottage industry.

This essential industry used to be seasonal and now runs all year round to feed demand both locally and nationally across supermarket chains and specialist stores.

This Festival is a splendid celebration of Cromer's cornucopia of crustacea.





The Festival 2025

- Grand Treasure Chest Art Trail
- Opening Concert on Cromer Pier
- Entertainment
- Art & Craft Stalls
- Grand Treasure Chest Auction
- Children's activities
- World Pier Crabbing Competition
- Crab pot making demonstrations
- Crab dressing competitions
- Mobile cookery theatre





Treasure Chest Art Trail

Each year the Festival chooses a sea-themed art item which are individually sponsored by up to 60 local shops, pubs, businesses, organisations, and individuals. In the past these have included crabs, lobsters, windbreaks, deckchairs, etc.

Sponsors invite local artists, groups and children to decorate them in imaginative and individual ways. They are then put on show in shops, museums, businesses and schools around the town and surrounding area. The public are then invited to take up the Art Trail to find all the exhibits on the trail and enter a competition. Thousands of people take part.

A grand auction is then held on the pier forecourt at the end of August to raise money for charity.

For 2025, the Festival has chosen a treasure chest design, available in two sizes. These are being specially made for the Festival by About With Friends, a local charity for people with learning disabilities.





Opening Concert

The Festival weekend is opened with a wonderful variety show at the 500-seat Pavilion Theatre on Cromer Pier.





Festival of Seafood

Live Cookery Theatre

The Festival hosts two full days of culinary creativity. Using regional produce, local and celebrity chefs demonstrate the numerous ways our crustacea can be used to create mouth-watering dishes. Recipe sheets are handed out to the audience so that they can attempt to replicate these amazing dishes at home. Audiences are treated to chefs from the very best of dining out in Norfolk.





Family Fun

The Festival weekend provides a variety of family entertainment at the Festival site on Evington Lawns. Past acts have included shanty singers, dance troupes, puppet theatres, Punch and Judy shows, clowns, and street entertainers.





Stalls of Fun

Our fishing community come together to give demonstrations on the art of crab and lobster pot making, using skills that have been passed down through generations. The ladies show how to knit the Gansey jumpers that are traditionally worn by the fishermen. People also have the chance to have a go at crab dressing too!

Our local businesses, organisations and charities are well represented in our stalls and exhibition pieces. The public are invited to look, learn and get involved in a multitude of areas.





Music for all Tastes

All day and into the night

The music starts early and continues until late into the evening at the Festival site. From the Opening Variety Show to the ever-popular sounds of shanty music there is something for everyone to enjoy.



www.cromercrabandlobsterfestival.co.uk



Loads of Local Character

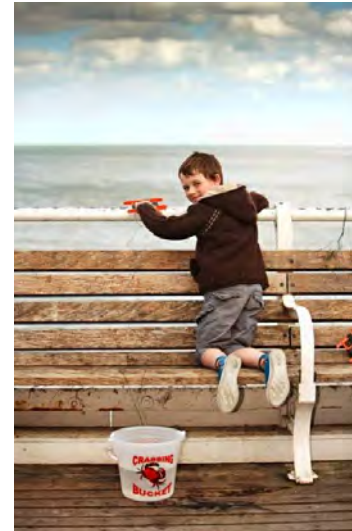
Our festival proudly presents the best of everything that is Cromer, and that includes oodles of local flavour too!





World Pier Crabbing Championship

There is a magnificent turn out for the annual World Pier Crabbing Championship held along the Pier in Cromer. Hosted by Tony Shipp, a crabbing veteran, it is an enormous success with scores of entrants and spectators.





Charity Auction

Raising Money for Charity

A grand auction will be held at the end of August for the purchase of the decorated Treasure Chests, with significant proceeds going to a selection of local charities

There is always a large turnout for the auction with much excited bidding for the lots.





What We Have Achieved

In previous years we have achieved significant media coverage across local, regional and national press, magazines and web, with a vast increase in the Festival's national profile including, in the past, The Sunday Times and The Guardian.

Local radio coverage plus numerous interviews and features.

Thousands of visitors enjoy the Festival Weekend

Thousands more follow the Art Trail (April - July)

Hundreds of local businesses, organisations, charities and individuals work tirelessly to make the festival a terrific success!!





What the Media have said

Crab festival celebrates towns' heritage

Claws are out for a feast of family fun

Poster designs stand out from crowd



Visitors flock to the third Crab & Lobster Festival

Fun-filled festival cooks up a treat



Seaside festival weekend feast



cooks up a family fun

What's on

England is the place to be this spring, with a host of festivals and events taking place. Here we pick out just a few of the best to herald the changing of the seasons

The Great Peter Rabbit Easter Egg Hunt
Cumbria, 5 April: Free, fun, family fitness in and around the Lake District. Join a seasonal search for 110 handcrafted ceramic eggs and prizes. hop-skip-jump.com

A Bigger Picture
London, until 9 April: Your last chance to see David Hockney's dazzling exhibition of paintings, films and iPad drawings of his native Yorkshire Woods at the Royal Academy of Arts. Advanced tickets are sold out, but call for daily availability. If you miss it, look out for Welcome to Yorkshire's (Yorkshire.com) imminent real-life trail of Hockney's subjects. royalacademy.org.uk

Infest
Bilthorpe, 14 April: Picturesque villages, white chalk horses, crop circles - now Wiltshire can claim musical prowess, too, with this one-day, family-friendly festival on Marlborough Downs. Damon Albarn and London Band Dry the river top the bill. onefestuk.com

Brighton Fringe
Sussex, 5-27 May: The Cultural Olympiad project Dip Your Toe has transformed six replica Victorian bathing machines into mini walk-in performance venues for Brighton's entrancing culture and comedy romp. brightonfringe.org.uk

Ludlow Spring Festival
Shropshire, 12-13 May: A medieval castle above the river Teme is a striking venue for this festival, now in its fourth year. Vintage cars and bikes, local real ales and ciders and gourmet sausages pull in the crowds. ludlowfestival.co.uk

Crab and Lobster Festival
Norfolk, 18-20 May: Norfolk coastal resorts join forces for this annual festival. Cromer's Pavilion theatre stages Friday's launch concert and by Saturday the street party is in full swing with cooking demos, shellfish stalls, sand sculpting, a seafood trail and beach competitions. crabandlobsterfestival.co.uk



2025 Festival

16-18 May

Our plans for next year include:

- Brand new Treasure Chest Art Trail
- Opening concert with an all-new line up including the Pot of Gold Shanty Crew
- Our fabulous cookery theatre and with top-class chefs
- Entertainment
- Heritage exhibits and demonstrations
- Seaside themed craft and art market
- World Pier Crabbing Competition
- Fresh seafood stalls
- Grand charity auction





Sponsorship Opportunities 2025



Our festival is not possible without sponsorship support.

From corporate sponsors to the 60 local businesses who sponsor the Art Trail, the Auction bidders, and folk who kindly dropped their coins in our buckets on the day, it all contributes to the success.

Many businesses have sponsored the Festival in the past and for this we are immensely grateful.

Sponsorship Opportunities 2025



Major Festival Sponsor

£6,000

Your brand in association with the Crab & Lobster Festival on all marketing materials and media releases:

Press releases with distribution throughout East Anglia and beyond

Website

Social Media

Posters and Flyers

And other publicity

Fantastic photo opportunities for in-house magazines etc.

Complimentary tickets to the Opening Concert

A fabulous platform for many more promotional opportunities!





Art Sponsor

£1,500

Sole sponsor of Treasure Chest Art Trail

Logo/Branding prominent in all Art Trail pre-Festival marketing and publicity together with Treasure Chest Art Trail Leaflet

Log/Branding included on :

Art Trail Leaflet

Press releases

Website

Social Media

Posters

Flyers

2 Complimentary tickets to the Opening Concert





Entertainment Sponsor

£1,500

Sponsorship of the Festival Opening Concert

Logo/Branding prominent in all entertainment pre-festival marketing and publicity

Opportunity for Logo/Branding on stage during the Concert

Logo/Branding included on:

Concert Information

Press releases

Website

Social Media

Posters

Flyers

2 Complimentary tickets to the Opening Concert





Crabbing Competition Sponsor

£500

Sole sponsor of the World Pier Crabbing Competition held on Auction Day

Logo/Branding in the Art Trail Leaflet

Logo/Branding included on:

Competition publicity

Press Releases

Social Media

Website

Posters

Flyers

2 Complimentary tickets to the Opening Concert

Friends of the Festival

£100

Logo/Branding in the Art Trail Leaflet and on the website

2 Complimentary tickets to the Opening Concert





We need you for 2025

Festival Contacts:

If you are interested in hearing more about the festival and our great plans for 2025, please call, or e-mail our Treasurer:

Tel: 07834 824823

Email: ian.royall@outlook.com

Or visit our website at: www.crabandlobsterfestival.co.uk



www.cromercrabandlobsterfestival.co.uk