Cancer charity aiming to save young men’s lives
(full story page 5)

Also in this issue:
• WIN a seaside hotel stay • Golf club steward’s national award
• Beer’s new link with Boat Race • Pubs join summer cricket fun
• Historic rail station branches out • Hotel’s trio of awards
WE’VE GOT IT

• 50 comfortable bedrooms, many with sea views
• Strollers Restaurant - contemporary dishes and excellent wines
• The Green Room for weddings and functions
• The Mermaid Bar - one of Great Yarmouth’s favourite meeting places

Whatever you’re looking for in a fine, friendly hotel, you’ll find it at The Prom
Welcome to Innscribe, an exciting new magazine celebrating the services and achievements of the members of Norwich Inns.

This new twice-a-year magazine will showcase all that is good about the top hospitality and products served up by pubs, hotels and breweries who are part of the 60-strong group.

Our first issue also highlights our charity of the year as members do their bit to support It’s On The Ball - a Norfolk-based cause helping to raise awareness of testicular cancer among young men and to support patients.

It is a worthy cause and we hope members, and their customers, will back it over the coming months with fundraising events, and simply by spreading the word about self-checking to spot any problems early.

You can also read about how Norwich Inns members are helping revive the grass roots of cricket through a summer social cricket league, a national award for a golf club steward and a host of accolades won by local breweries in the Norfolk real ale “Oscars”.

Enjoy our first issue, and if you have stories or your own you would like to share contact the TMS team whose details are below.

Cheers

Craig McLaren

Craig McLaren
Secretary, Norwich Inns

Contents
Get on the ball to help cancer charity ..........5
How the charity helps ................................6
Tobi’s tipple helps cause ..........................7
Steve puts drive into the 19th hole ............9
Chance to join fun cricket league ..............10
Brewery toasts successful first decade ........12
Ghost ship beer sails into sporting arena ....16
Having a whale of a time ......................19
All hail the ale ......................................20
Beer festival dates ..................................22
Investment boost for seafront hotel ..........23
Music Mecca’s new unplugged event .......24
Cakes, bikes and weddings keep railway on track ........................................26
Publicans expand with farm shop café ......29
Pop in for a think, drink - and a wink .......30
Shrubs pub is blossoming ......................33
King’s head couple mark 21 years ..........35
More rooms at the inn ...........................37
A click keeps you inn touch ........................38
Inn the beginning ..................................39
Triple award joy for hotel .....................40
Win an overnight break on the norfolk coast..43
Having a ball at the Victoria ...................45
Tell us about your news .........................47

Tell us your stories
Keep your Norwich Inns business in the news by sending your stories to us here at TMS Media ready for the next edition of Innscribe. We are keen to publicise your charity efforts, awards, upcoming major events, refurbishments, new ventures and initiatives in this magazine and on the Norwich Inns revamped website. Email a short story of up to 250 words, picture (Jpegs of 1-3MB) and a contact telephone number to richard@tms-media.co.uk If you would prefer to chat through your ideas, call TMS journalist Richard Batson on 01493 662929.

Designed and produced by www.tms-media.co.uk
Have you enjoyed CAMRA’s Norfolk Champion Golden Ale yet?

LACONS
ESTD. 1760
www.lacons.co.uk
A cancer charity saving and supporting the lives of young men is being backed by Norwich Inns as their cause for the year.

It’s On The Ball is a Norwich-based charity raising awareness of the symptoms and treatment of testicular cancer and offering support to patients and families.

Since it was launched in 2013 the charity has helped dozens of people through their treatment, through linking up with “buddies” with similar experiences, providing support packs, and financial assistance.

Now Norwich Inns members, and their customers, are helping boost fundraising and awareness of the cancer and charity.

Norwich Inns members chose the cause after it was suggested by Peter Johns from Eaton Golf Club, who had a double reason to support a cause close to his heart.

Charity trustee Gareth Ducker, who was diagnosed with testicular cancer after finding a lump the night before his 31st birthday - but recovered after surgery and chemotherapy - is a good friend of Mr Johns’ son Neil.

And the golf club manager had his own brush with cancer last year resulting in having his prostate removed.

“I realise I am one of the lucky ones, as the cancer was discovered early and action taken quickly. Having been through the trauma of hearing that I had cancer I wanted to support a cancer charity,” said Mr Johns.

Knowing of Gareth’s story he - and Mike Lorenz from the Whalebone pub - nominated It’s On the Ball, which was backed by Norwich Inns members.

Eaton Golf club will be holding fund raising schemes to support the cause, and sells Tobi’s Tipple, a special ale brewed by Norwich Inns members Norfolk Brewhouse to raise awareness of the charity to young men enjoying a pint.

It’s On The Ball chairman Vince Wolverson said: “On behalf of all the It’s On The Ball trustees and members, I’d like to say how delighted we are to be nominated, and accepted as the Norwich Inns charity for the coming year.

“We look forward to the opportunity the partnership will provide to help raise awareness of testicular cancer throughout the county, and taking part in the many fundraising events run by the various Norwich Inns venues.

“Hopefully we will get around to visiting each venue throughout the year so we can thank you in person for your support.”

Norwich Inns secretary Craig McLaren said the group raised more than £14,000 for the Marie Curie cancer charity as its cause last year and was hoping for a similar success with It’s On The Ball.

He added: “Many fun events will take place this year so watch out at your local for details so that you can join in and help raise valuable funds.”
How the charity helps

Testicular cancer is the most common form of cancer in young men. If detected early enough, treatment is successful in over 98% of cases.

The It’s On The Ball charity was formed in 2013 in Norwich to tackle testicular cancer - which has a 98% cure rate, helped by early diagnosis.

It was the brainchild of Norfolk and Norwich University Hospital consultant Susanna Alexander, working with specialist nurse Lisa Holland.

The aim is to raise the awareness for young men to check themselves, and to provide support for patients and their families, including a chance to chat to men who have been through diagnosis and treatment.

It is hoping to expand into Suffolk and Cambridgeshire.

The charity’s key message is for men to check themselves regularly for signs of the disease and to seek medical advice if they have any concerns.

The charity also provides support packs for patients when they start treatment, and offers a “buddy system” to chat with people who have been through a similar experience. It also runs social events where patients and families can meet.

Financial help is also available on a case-by-case basis - to help with travel and accommodation costs, such as patients needing to go to St Bart’s Hospital in London for specialist treatment.

It’s On The Ball provides leaflets and posters, and makes presentations at business meetings, colleges and schools.

The charity relies on donations, sponsorship, merchandise sales, an annual ball, and community fundraising for its income.

Supporters, including Norwich Inns members, are encouraged to run money-spinning events. Ideas include hosting a quiz night, karaoke evening, darts or pool marathon, bingo, music event or staff fancy dress day or wearing pants over their clothes.

How to check yourself:

- Do it monthly in the bath or shower.
- Gently roll and feel each testicle for lumps and bumps (most of which are harmless)
- Contact your GP immediately if there is:
  - any increase in size
  - hardness
  - a lump
  - discomfort

How to donate:

Online at itsontheball.org
Text IOTB14 £5 (or £10 or £15) to 70070

How to make contact:

Contact It’s On The Ball  c/o Larking Gowen, King Street House, 15 Upper King Street, Norwich, Norfolk, NR3 1RB.

Phone 01603 288115
email info@itsontheball.org
Follow on Twitter @itsontheball
Facebook.com/itsontheball
Visit the website www.itsontheball.org
Tobi’s Tipple is a special edition ale made by Norfolk Brewhouse at Hindringham near Fakenham generating donations to It’s On The Ball. 

It is run by brewer David Halliday and his wife Rachel in a converted barn at his father’s farm. Mr Halliday said: “Testicular cancer is the most common form of cancer amongst young men as well as a difficult subject to get men talking about. So creating a special beer, with the support of pubs, seemed like the perfect combination to increase awareness and conversations.”

The beer pump clip sign carries a logo of a man wearing Y-front pants - reinforcing the need for young men to check themselves in the shower monthly.

Pump ale has been on sale during April - Testicular Cancer Awareness Month - including at many Norwich Inns outlets. Bottles of Tobi’s Tipple are available year around.

Norfolk Brewhouse began four years ago, making 3000 pints a month. It now produces up to 8000 pints a week and has added two full-time staff to its workforce.

Tobi is an anagram of the charity’s initials, and provides the pants-wearing logo.

Its core ales are the Moongazer trio of Amber, Ruby and Golden, with three or four special beers during the year.

Learn more about Norfolk Brewhouse at www.norfolkbrewhouse.co.uk
80 Seater Sun Terrace
Now open for summer!

Great food served all day -
every day

2016 Beer Festival May 26 - 31

@the_wig_norwich Wig N Pen  www.thewigandpen.com

Purveyors of fine local produce at St. Martins Palace Plain, Norwich NR3 1RN

Have you had the Eaton experience yet?

Bespoke society packages available including:
• Tea/Coffee
• Bacon Rolls/Full English Breakfast
• Lunches
• Evening Meals
• Nearest the Pin/Longest Drive
• Golf Simulator
• Summer Green Fees
• Off Peak prices
• County Card rates
• Junior rates

Memberships available.

For further details please visit
www.eatongc.co.uk
or email peter@eatongc.co.uk
Steve puts drive into the 19th hole

Eaton Golf Club steward Steve Warren has been crowned the best in Britain.

He has been awarded the coveted Fuller’s London Pride Golf Steward of the Year title.

The national competition aims to celebrate the person providing the most welcoming and enjoyable experience at the 19th hole. It rewards commitment, innovation and standard of service and presentation, together with that extra special something.

Steve regularly goes the extra mile. He trained as a barista in his own time to show his team how to make the best quality coffee at the club.

He developed his wine knowledge to be able to make recommendations and to create an impressive wine list.

Steve takes a lead on creating more business for the club and Eaton hosted six weddings in 2015. Steve drives all the social activity, running an average of two events a month and the club also hosts around 110 society days each year.

He also knows when to “say it with flowers.” When the club had no option than to accept a delivery of turf on a low-loader at 6am, he visited the local florist, bought 12 bunches of flowers and delivered them to each of the neighbouring properties explaining the forthcoming delivery and giving apologies. No-one complained and one person even joined the club as a social member.

Steve works as a team with wife Karen, the club’s head chef, to create the Eaton Experience, admitting he “cannot cook an egg.”

He joined Eaton in 2012 having previously worked as steward at another local club for 15 years and, before that as a publican.

He won the regional steward of the year award in 2013. Having done the same this year Steve beat off challengers from three other regions to take the national accolade. He also won the regional and said: “I’m overwhelmed. This is the pinnacle of all my years in the golfing community and to be recognised by members and visitors is just wonderful.”

Eaton club chairman Graham Edwards commented: “The club has transformed over the last few years and Steve has been part of that, he’s a piece of the jigsaw and without him we couldn’t have done it. He and Karen work fantastically as a team and we are very lucky to have them.”

Steward of the Year Steve Warren.
Chance to join fun cricket league

Pub teams are limbering up for a summer of fun cricket in a social league aimed at getting people back into the sport.

Last year Norwich Inns provided a dozen teams for the inaugural super sixes competition.

Now the rallying call has gone out for six-strong sides to step forward for this summer’s action.

The fun format is aimed at providing games that encourage people of all abilities to take part.

Three teams take part in round robin matches, where everyone bats, and everyone bar the wicketkeeper bowls.

If you are out you bat on, but with a five point deduction, and if you hit a six on the last ball of the over it counts double.

The holders of the title are The George Hotel at Norwich who met The Whalebone pub in Norwich and Costessey Park Golf Club in the final at Eaton Park last year.

This year teams will compete for a new trophy sponsored by the Wolf Brewery under a “stumped for choice” banner.

Norwich Inns’ secretary Craig McLaren said: “Cricket teams, like pubs, are a traditional part of
English community life, so there is a natural link-up between Norwich Inns and the Super Sixes league.

“It should be a summer of fun sport for our members and their customers - and a chance to re-live the action over a drink or two afterwards.”

Norfolk Cricket Board is backing the competition which is among a range of “easy cricket” formats aimed at boosting the grass roots game and getting people playing the sport.

Development manager Kieron Tuck said people could not always spare a whole day for a cricket match, but short format games, taking under an hour, enabled them to return to or try the sport for the first time.

Last year’s debut season of super sixes was a fantastic success and they were hoping to build on it this year. They were particularly looking for more teams in the Great Yarmouth area for a qualifying mini league.

Mr Tuck, a former long-serving Cromer Cricket Club player, said: “We love to see some players returning to league cricket, but if they just play six to 10 short format games a season we would be happy they were getting involved in the sport.”

Norwich Inns member Wolf Brewery was founded by the late Wolfe Witham, who was well-known for running the Reindeer brewpub in Norwich in the 1980s.

It opened in 1995 in the former Gaymer’s cider factory, before moving in 2006 to a new brewery at Besthorpe.

Sales manager John Smith said: “We are proud to be backing this league, which should provide some howling good fun cricket for people of all abilities to enjoy.”

The super sixes season runs from May to July with match reports appearing on the Norfolk Cricket Board website (www.norfolkcricket.co.uk) each week. Photos and scores will also be posted on Twitter (@NorfolkCB) and Facebook.
Brewery toasts successful first decade

A brewery is aiming to toast its decade of trading with a 10% special beer.

Grain Brewery launched in 2006 when friends Geoff Wright and Phil Halls joined forces to turn their ale-making dream into reality after career changes.

Geoff was in marketing for a major brewery. Phil was a project manager at The Stationery Office overseeing the printing of documents such as Acts of Parliament.

Mr Halls said: “Geoff used his redundancy payment and sold his car. I remortgaged my house and we had £50,000 to buy old second-hand brewing kit.”

But the two-man venture, which began in a converted dairy on a farm at Alburgh near Harleston, has grown over its 10 years to employ 25 staff and add three pubs and a bar.

The duo took it in turns to do the brewing in the early days, but Phil now manages the brewery where Grahame Read is head brewer, while Geoff runs the Plough.

Grain prides itself on “attention to quality, service and detail” which was helping in a very competitive brewing scene, where Norfolk alone hosts 42 breweries.

It uses recycled, laser-engraved oak floorboards as pump clips, which are more expensive but very distinctive.

The business now runs two Norwich pubs - the Plough in St Benedict’s and Cottage on Silver Road - as well as the arts centre bar in Diss Corn Hall.
Grain’s best-selling beer is its first one - Oak, a 3.8% session bitter. But they are also proud of their multi award-winning Lignum Vitae, a 6.5% strong IPA, and Slate, a 6% dark porter.

For its 10th anniversary the brewery is planning to launch a special 10% “double IPA with champagne yeast” in May.

On June 25th and 26th it is hosting a celebration festival combining a beer festival with six live bands. And in September it will hold a VIP party for its customers who are fellow Norwich Inns members.

There is a chance to try Grain products at monthly tours and tastings on the last Saturday of the month from 1pm to 5pm.

To find out more about Grain visit www.grainbrewery.co.uk or call 01986 788884.
GOLF OFFER

10% OFF Green Fees

Exclusively for Innscribe Readers!
Call 01603 740404 to book today

Offer expires 31st October 2016 | Simply Quote ‘INNS10’ to redeem | Terms & Conditions apply

bawburgh.com | info@bawburgh.com | @bawburghgolf
Bawburgh Golf Club | Marlingford Road | Bawburgh | Norwich | NR9 3LU

The Coach and Horses

SERVING 6 REAL ALES FROM THE ON-SITE CHALK HILL BREWERY.

HOME COOKED FOOD
SERVED DAILY FROM 12-9.30PM

LIVE MUSIC LAST SUNDAY OF EVERY MONTH.
5 MINUTES WALK FROM NORWICH TRAIN STATION.

Tel: 01603 474071 | info@thecoachandhorses.co.uk
82 Thorpe Road, Norwich, Norfolk NR1 1BA

Facebook | Instagram | Twitter | TripAdvisor
ADNAMS.
SOUTHWOLD

GHOST SHIP

4.5% ALC. VOL.

A GHOSTLY PALE ALE

Hauntingly good beer...

PROUD SUPPLIERS OF NORWICH INNS

facebook

drinkaware.co.uk
for the facts

adnams.co.uk
Beer from a traditional East Anglian brewery has rowed in with a British sporting institution.

Adnams’ Ghost Ship pale ale has become the official beer partner of the university Boat Race.

The annual clash between Oxford and Cambridge has just marked its 162nd year.

Southwold-based Adnams is 144 years old and will be supporting the iconic event on the River Thames for the next six years.

The brewery’s name was seen on the side of the boats as the rowers tackled the tough test over the Easter weekend, with Cambridge triumphing in the men’s race while their women’s crew came close to sinking as
they lost to Oxford after shipping water in choppy conditions - all watched by huge crowds on the riverbank and live television.

Adnams ran a special fan park bar along the route at Furnivall Gardens in Hammersmith on the first bend of the course, serving ales, wine and spirits, with a giant TV so spectators could watch the action from start to finish.

Brewery workers also embraced the Boat Race link up with staff taking to rowing machines to cover the 410k (250 miles) distance from Southwold Pier to Putney Bridge and back again over a two week period. Four teams were led by executive director coxswains, with prizes including for the funniest rowing outfit and furthest distance by an individual. (Online content manager Sarah Groves is pictured in rowing machine action).

Adnams marketing director Emma Hibbert said: "We are delighted to become the official beer partner of The Boat Races. "The event is steeped in history and we are really excited to support such a prestigious event."

Adnams has been brewing since 1872, on a site which produced beer as far back as 1345.

It now produces a range of cask and bottled beers, which are available in pubs and supermarkets nationwide.

Its flagship beers are: Ghost Ship Pale Ale, Southwold Bitter, Broadside and the Jack Brand range of more craft-style beers; Dry Hopped Lager, Innovation IPA, Mosaic Pale Ale, and Ease Up IPA. It also brews Triple Knot - a 10% Belgian-style Tripel.

Six years ago it also added a distillery which produces spirits ranging from gin and vodka, to whisky and Pomme Pom - an apple spirit.

The company has an estate of 50 pubs, three hotels and self-catering accommodation and a chain of 12 successful retail stores.

For further information about Adnams visit: www.adnams.co.uk

Adnams’ environmental efforts has won them a sustainable development accolade in the Queen’s Award for Enterprise.

The brewery’s environmental credentials include:
- Tracking the carbon footprints of all of its products.
- Modern energy efficient brewery uses a quarter of the energy the company used in 2007 through recycling steam to heat the next brew.
- A water efficiency ratio of 3 pints of water to make 1 pint of beer. Other breweries can use as much as 6 pints of water.
- No brewery waste goes to landfill. Nearly a third is sent to the company’s anaerobic digester and turned into bio methane; a renewable ‘green’ gas.
- An eco distribution centre does not use any artificial cooling or heating.
The Whalebone
144 Magdalen Road.
Norwich. NR3 4BA.
Tel: 01603 425482
Web: www.whalebonefreehouse.co.uk
E-mail: enquiries@whalebonefreehouse.co.uk

10 CASK ALES: HEATED TERRACE
LARGE CHOICE DRAFT LAGERS & CIDERS
FABULOUS WINES
LIVE SPORTS TV: BAR SNACKS

Where Traditional Pub Meets Modern Wine Bar

FUNCTION ROOM FOR PRIVATE HIRE
Business Meetings – Social Events – Wakes
Society & Club Events – Receptions
Buffets available to suit all occasions
It is celebration time at the Whalebone pub in Norwich this year as owner Mike Lorenz marks 40 years in the licensed trade.

He took over the freehouse 23 years ago, and general manager Steve Fiske has been at the helm for the past 22 years.

A number of events have been organised throughout the year to mark the milestones.

They began back in February with the 20th beer festival, which was an outstanding success showcasing more than 40 cask ales on tap and pump. The event also raised money for Norwich Inns’ charity for the year It’s On the Ball (see page 5).

Popular monthly quiz nights are planned throughout the year and on May 19th a comedy night at the Malthouse, a new feature at the Whalebone, has raised a great deal of interest and it is hoped that it will become a regular feature.

The main 40th year celebrations will take place in July. Details will be announced in due course, but they will include a hog roast and other mouth-watering events.

To complete the festivities a German lager festival is planned from September 9th to 11th. The event, thought to be the first of its kind in Norwich, will feature German beers and food plus a brass band and other attractions adding to the atmosphere.

Details of all the events will be posted in the what’s on page within the pub web site www.whalebonfreehouse.co.uk
Brewery members of Norwich Inns are toasting lifting a barrel-full of awards at a Norfolk-wide beer awards ceremony.

The successes came at the inaugural beers awards run by the Norwich and Norfolk Branch of Camra (the Campaign for Real Ale) stage in the Hostry at Norwich Cathedral.

The biggest haul of prizes went to Woodforde’s at Woodbastwick who have been brewing more than 30 years and picked up seven awards.

Its Wherry bitter won gold in the bitters category and its Norfolk NOG won silver in the old ales/strong mwarns category, both in the Champion Beer of East Anglia section.

In bottled beers they won overall silver with Nelson’s Revenge, which also won the bottled bitter category. There were bottled golds for its Bure Gold golden ale and Headcracker barley wine, which also won silver in the Barley Wines/Old Ales category in cask.

Rupert Farquharson, managing director at Woodforde’s said: “We are delighted to win these awards. They are testament to our brewing team who are not only deeply passionate about producing exceptional quality beer but dedicated to using only the finest raw materials in every brew.”
The **Humpty Dumpty Brewery** in Reedham took the overall silver award in the cask beers section with its Broadland Sunrise, which also took the best cask bitter gold. It also added bottled stout and porter silver to its haul with its porter.

The brewery has been in operation since 1998 and takes its name from the nickname of a type of steam engine that used to run on the local line. Since 2006 it has been run by two couples Lesley and Stephen George and Mary Anne and Craig Fermoy, who is head brewer.

Mrs George said: “We are always delighted to winwards especially from the local Camra who work so hard to promote local breweries and pubs.”

There was an overall cask bronze for the mild from Winter’s Brewery from Norwich which also won its category.

**Grain Brewery** from Alburgh near Harleston won cask bitter gold for its oak bitter, and cask stout gold for its Blackwood stout. Grain won bottled strong bitter gold for its IPA.

And **Lacon’s** at Great Yarmouth, which revived a long-standing brewing tradition three years ago, won cask golden ale gold with its Encore.

**Jo C’s** Norfolk Ale brewery at West Barsham near Fakenham won bottled bitter bronze for its Norfolk Kiwi, which was the first ever brew by Jo Coubrough, wife of well-known New Zealand born chef and hotelier Chris Coubrough, who began her beer venture in 2010.
Summer brings a flurry of beer festivals, and Norwich Inns members are among those hosting events flowing with ales and music.

They include:

**Ribs of Beef**  
May 27th to June 1st  
Wensum Street, Norwich  
11am to 11pm.  
Eight guest beers to supplement the nine regular ales.  
[www.ribsofbeef.co.uk](http://www.ribsofbeef.co.uk)

**Angel Gardens**  
Angel Road, Norwich will be supporting the Norwich City of Ale festival from **May 23 until June 2nd** and the Woodfordes summer ale trail running from **June 16th until the end of September**.  
Call 01603 427490

**King's Arms**  
Northgate Street, Great Yarmouth  
**August Bank Holiday weekend**  
Annual beer festival with live entertainment.  
Call 01493 843736

**Whitwell station**  
October 7th to 9th  
Whitwell and Reepham Railway hosts 10 real ales with 2-pint takeaways available and food - bacon butties, burgers, chips.  
More information at [www.whitwellstation.com](http://www.whitwellstation.com)

Let us know your winter beer festival dates for the next edition of Innscribe which is out at the end of October.  
Email: richard@tms-media.co.uk
Investment boost for seafront hotel

A seafront hotel at Great Yarmouth has undergone a major £600,000 expansion.

The Prom Hotel on Marine Parade has grown thanks to the purchase of a neighbouring hotel. It has enabled the addition of a new restaurant, bar, kitchen, reception and bedrooms, and the development of a function suite and breakfast room.

Six new chef, bar and waiting jobs have been created through the latest development by hotelier Rodney Scott and his son Ian.

The Prom Hotel has been created from four adjoining hotels - the Lincoln, the Sandringham, the Fairholme and Number 78 - which were purchased and redeveloped over a number of years.

Thirty-seven ensuite bedrooms have been refurbished to a high standard and a further 13 rooms will come on stream once they have been upgraded.

The latest phase in the hotel’s expansion saw the purchase of Number 78, which has enabled the hotel to create a spacious new reception and Strollers Restaurant, a 40-seat contemporary dining area with its own bar.

The Green Room, a breakfast, meeting, function room and bar that can seat 90 people, has been created in Prom Hotel’s lower ground floor, along with a state-of-the-art kitchen. A new lift has been installed and the Prom’s main bar, the Mermaid Bar, is in line for a makeover.

Ian Scott said the expansion came at a time when Great Yarmouth had seen two prominent hotel closures, the shutting of Caister heliport and a cutback on room bookings from the oil and gas industry - putting pressure on the hotel sector.

But he added: “We have great confidence in Great Yarmouth as a holiday and short break destination, and we see enormous potential in the commercial opportunities that will be created by the development of huge offshore wind farms and the decommissioning of redundant gas platforms.

"We believe in the future of this town. This is the time to invest, improve and raise your game, not withdraw into your shell,” said Mr Scott.

The Prom’s management team has been strengthened by the addition of operations manager James Docwra, former general manager at Great Yarmouth’s Grosvenor Casino.

He said: "It’s a really exciting time to be joining the Prom Hotel team. The investment that’s taking place here reflects real faith in the future of the town and will ensure that the hotel is well placed to serve both the tourism and commercial markets for many years to come."

Find out more at www.promhotel.co.uk or call 01493 842308

Win a break at the Prom Hotel
The owners of the Prom Hotel are offering a great overnight break prize in this edition of Innscribe. The lucky winner will get a meal, sea view room stay (with a spa bath) and breakfast the next day at the hotel. Turn to page 43 for details.
Music Mecca’s new unplugged event

The Crown at Sheringham is a pub well-known for its regular live music.

And it is looking for acts for a new event being staged this autumn.

Unplugged by the Sea will be two days of acoustic music at the seafront venue on September 3rd and 4th.

It will raise funds for the Weybourne Day Unit at the Norfolk and Norwich University.

The Crown, which has been run by Bob Brewster since 1978, stages music on Wednesdays and Saturdays, and sometimes four or five times a week in the summer.

Acts range from rock, soul and skiffle to brass bands, skiffle and sea shanty songs.

The pub serves food from noon to 9pm seven days a week, including Sunday roasts, and has indoor and outdoor seating. Other regular events include popular Monday night quizzes and discos.

Singers and musicians keen to join the Unplugged event should email unpluggedbythesea@gmail.com

Follow @UBTS2016 on Twitter
With a seafront location, an extensive menu and real ale, The Crown Inn is the perfect location to enjoy a pint or a glass of wine and a bite to eat.

- Food served 12 noon to 9pm 7 days a week
- Traditional Sunday Roasts
- Outdoor seating
- Monday night quiz
- Discos and live bands
- Live music every Saturday
- Summer season live music 4-5 times a week

T: 01263 823213
www.crownsheringham.co.uk
crownsmeringham@hotmail.co.uk
Facebook/crownsmeringham
Twitter/crownsmeringham
Lifeboat Plain, East Cliff, Sheringham, Norfolk NR26 8BQ

Music at the Crown this summer includes:

**May**
Sat 7th - Dynamite
Sat 14th - Boogie Fever
Sat 21st - The Stylotones
Sat 28th - Ultra Ego

**June**
Sat 4th - Aftershock
Sat 11th - The Yesterdays
Sat 18th - Split Whiskers
Sat 25th - Chibber

**July**
Sat 2nd - The Hiding
Sat 9th - Muffy And The Misfits
Wed 20th - Cap’t Cooks Music Quiz start 8.30pm
Sat 23rd - Umgawa Kagooga
Sun 24th - Simon Ukulele 2pm
Tues 26th - Jamie 3pm
Wed 27th - The Floating Greyhounds

**August**
Sat 30th - Soul Traders
Sun 31st - Sheringham Shantymen 3pm

**September**
Sun 28th - The Hiding
Tues 30th - Jamie 3pm
Wed 31st - Energy Band

If your pub has music and events to publicise for the next edition of Innscribe email them to richard@tms-media.co.uk
Steam enthusiasts are keeping railway heritage alive at an old North Norfolk station.

But so are café customers, motorbikers, dance fans, and wedding guests...

For the Whitwell and Reepham Railway is constantly diversifying to bring in more people to enjoy its facilities - and to help fund the constant stream of maintenance and repair work at the popular attraction.

Railway owner, trustee and director Mike Urry said: “It costs about £10,000 a month to keep us running.

“We keep trying to diversify with different income streams and get people from all walks of life to visit for a range of reasons.”

The strategy is paying off at the railway, which is a registered charity. It started with about 10,000 visitors a year in 2009 now attracts 100,000.

Railway steam fans come to see the trains in action on the half mile long line - or even buy the chance to drive its main loco, Victory, a 1943 0-4-0 saddle tank which used to operate in Chatham Historical Dockyard.

But its café is also a favourite stop-off watering hole for walkers striding down the Marriott’s Way footpath following the old track bed. It is open every day serving snacks, bacon butties, burgers and pizzas, with a licensed bar.

Friday nights see the station become a Mecca for motorcycle enthusiasts who ride in from across East Anglia.

The station is also a wedding venue, with more than a dozen already booked this year, and brides, who have come from as far afield as Australia, able to arrive by steam train.

It has a campsite, hosts part of the annual Reepham Festival music event, does bicycle hire, stages a 1940s event, and has classic cars gatherings twice a month.

Through the week Whitwell is also home to a model club, Lindy Hop dancers, Young Farmers, a photographic club and the village theatrical society - which rehearses there, but also plans to stage productions later this year.

All the activities help fund the restoration work, which includes restoring two locos Annie and Agecroft, along with adding levers to a restored signal box, and putting extra track from the yard to the front of the platform. There are also plans to introduce a 22-seater fine-dining carriage this summer as the attraction continues to fire up for the future.

Find out more about Whitwell and Reepham Railway at www.whitwellstation.com or call 01603 871694.
A brief history

- Whitwell station first opened on July 1, 1882, as part of the Midland and Great Northern Joint Railway branch running from Melton Constable to Norwich City station.
- It struggled to compete with a rival station at Reepham, in the post-war decline of rural lines as freight moved to lorries and people switched to cars.
- The line closed to passengers in March 1959 but freight carried on until 1964. The track was kept until 1985 to transport concrete products from Lenwade. The station found other uses as a tree surgery base, offices, coach parking, workshop and garage.
- The old trackbed is used for part of the Marriott’s Way footpath from 1993. There were plans to dismantle the station and move it to the North Norfolk Railway at Holt.
- Preservationists however reopened the station in 2009 nearly 50 years after it closed to passengers and continue to restore it to its 1930s-40s glory days.
We would love you to come and try our delicious food in our Rosette winning Arlington Grill and Brasserie Restaurant.

Simply bring along the voucher (right) and enjoy superb food, friendly, professional service, all at a great discounted price.

The Hotel is within walking distance of the city centre and offers good priced comfortable ensuite accommodation.

10% off VOUCHER

From our Lounge and a la carte menu
BEST WESTERN George Hotel,
Arlington Grill and Brasserie Restaurant
Arlington Lane, Newmarket Road,
Norwich NR2 2DA
Tel: 01603 617841
email: reservations@georgehotel.co.uk
www.arlingtonhotelgroup.co.uk
Excludes bank holidays

A warm welcome awaits you at The Dog at Ludham Bridge

This year we have invested in the pub by redecorating throughout, with a new kitchen, and a whole new team to prepare and serve your food and drinks. Our new menus offer locally grown and reared produce, delivered daily, and our chefs are qualified and experienced in serving delicious freshly-cooked food.

We have a lovely, sunny area overlooking St Benets Abbey and Thurne marshes, and a warm and friendly atmosphere inside.

Come along and see the changes for yourselves!

Regular live music • Extensive outdoor seating • Secure play area
Large field for camping & events • 15 minutes from the beach • 20 minutes to Norwich
Publicans expand with farm shop café

An outdoor pizza oven is adding late night snacks to the menu at an historic pub in south Norfolk.

The 17th century King’s Head, Brooke, run by chefs Mark Bridges and Nathan Horsfall, is well-known for its food.

They also run MB Catering and have just opened a café at the Aldis Farm shop in Framingham Earl.

The pub runs a full menu as well as themed nights (Tuesday burgers, Wednesday tapas, Thursday steak and Friday fish), as well as hearty breakfasts at weekends and bank holidays.

And with summer around the corner the pub garden is popular area for al fresco dining. The pub has just added a wood-fired pizza oven which is lit to provide tasty snacks after the kitchen closes at 9pm.

The pub’s sister company MB Catering serves bespoke food for weddings, parties, fêtes, school and sports club functions, corporate and special events all over Norfolk, Suffolk and Cambridgeshire - from fine-dining to hog roasts.

Last year it did an Indian style beach wedding for 120 people at Caister, but also specialises in big pan paellas, barbecues and curries and pizzas from mobile artisan ovens.

The recently-opened café, called Little Pigs, runs from 9am to 4pm at the farm shop and fits well into the other businesses which together employ up to 30 people.

The pub has a junior menu for children under 12 and is dog-friendly.

It hosts regular charity events. It has helped the local Scouts by raising about £1,000 towards a hut extension appeal. It is also supporting the schools at Alpington and Brooke.

Find out more at www.kingsheadbrooke.co.uk, www.mbcatering.co.uk or call 01508 550335.
Pop in for a think, drink - and a wink

Pubs are known for their “philosophers” spouting their thoughts and wisdom to fellow regulars and visitors.

But a Norwich Inns local has a regular monthly club tackling philosophical discussion.

The Alexandra Tavern in Stafford Street, Norwich, run by Tiny and Neet Little, hosts the sessions on the second Monday of the month.

The club is led by retired University of East Anglia philosophy professor Dr Peter Green and regularly attracts 30 people, said Mrs Little, who has joined the debates.

“He sets us an issue - such as something ethical, or to do with science or religion - then people break out and discuss it over a drink. Then they come back again and he analyses people’s ideas.

“It makes you think more deeply than unusual,” said Mrs Little, who said Philosophy Club members were a mix of regulars and visitors, sometimes from the UEA. And the discussion was always very civilised.

She and her husband have run the pub for 30 years as a “traditional local” with real ale.

Eleven years ago Mr Little hit the headlines when he rowed across the Atlantic Ocean for his 50th birthday in aid of the Davenport Trust helping raising awareness of depression among young people.

A corner of the pub dedicated to his 3000-mile row shows pictures of the once in a lifetime adventure.

The quirky, fun nature of the pub is captured in its sign outside, painted by a pub regular, which shows Queen Alexandra - giving a cheeky wink.

Find out more at www.alexandratavern.co.uk or call 01263 627772.
Proud to be a preferred supplier

Molson Coors

The biggest selection of real ales and beers in the area

Cask Ales and Craft Beers

Up to 21 exciting beers, ales, stouts, ciders and lagers on offer, come and talk to our enthusiastic team and find your perfect pint.

96 Northgate Street, Great Yarmouth, NR30 1BP • 01493 856052 • www.thecaskandcraft.com
Visit the Broads 5 star holiday destination & marina

01502 677343  www.waveneyrivercentre.co.uk
Waveney River Centre, Burgh St Peter, Norfolk NR34 0BT

• Newly refurbished, stylish and affordable rooms
• Stag bar, restaurant and carvery
• Coffee lounge day or night
• Evening bistro
• Free WiFi

Breckland Lodge, London Rd, Norwich NR17 1AY
T: 01953 455202  www.brecklandlodge.co.uk
Jive, country, and folk are part of the varied music mix at a community pub in Gorleston.

The Pub on the Shrubs was the Shrublands Community Centre until about five years ago, when it was re-launched and re-branded by hosts Graeme and Wendy Kerr who have run it for a decade.

Music and big screen live TV sport are two of the main attractions of the venue which also has a 95-seater function room for weddings, wakes, and family parties that has just undergone a major refurbishment.

It is the home to the East Coast Rock ’n Roll Club which meets every Wednesday at 7.45pm for jive and stroll dancing to golden oldie records, while live bands sometimes play on a Saturday night.

Danny Reno, a Norfolk singer who also does a Roy Orbison tribute act, is a popular live act at the venue. Tuesday nights sees allcomers perform a range of music, including folk, from 8.30pm. “We have had people playing bagpipes, or reading poetry” added Wendy. There are also monthly soul and country events, while on Sundays there are acoustic music sessions in the bar.

Thursdays is quiz night, and the pub serves brunch every Saturday from 11am to 2pm.

Wendy and Graeme, who have many years’ experience in the licensed trade from Corton to Tenerife, say customers come from as far afield as Southwold and Aldeburgh, as well as the local catchment area of Bradwell and Gorleston, for some of the music sessions.

Find out more at www.pubontheshrubs.co.uk or call 01493 603780.
The Angel Gardens

This independently run freehouse has been under the ownership of Ian Warren since 1988 and is situated on the North of the city near to Waterloo Park.

- Up to 9 real ales and 6 real ciders available
- Home cooked and speciality food prepared by Ian - a qualified chef with years of experience
- Sunday Lunch served 12-8pm (booking advisable)
- Live music at weekends - see Outline magazine for upcoming gigs
- Monthly quiz and darts competitions
- Function room - for private hire or catering available, ideal for meetings, family gatherings etc.
- Beer garden and heated smoking area

The Angel Gardens
96 Angel Road, Norwich NR3 3HT
Tel: 01603 427490
e-mail: ikwarren-angel@tiscali.co.uk

Scarborough Hill Country Inn

The ideal place to enjoy local food, ales and spirits in a relaxed and friendly atmosphere. As a family run business, we pride ourselves on a very personal service whether it be a weekday lunch, evening meal or a wedding celebration. We are happy to tailor any occasion to suit your needs to make your visit to Scarborough Hill uniquely yours.

Tel: 01692 402151 · Fax: 01692 408686
Email: reservations@scarboroughhill.com
www.scarboroughhill.com

Scarborough Hill Country Inn, Old Yarmouth Road, North Walsham, NR28 9NA
King’s Head couple mark 21 years

Kevin and Sue Gardner will mark their “coming of age” at the King’s Head at Coltishall later in the year. But they already have plenty to celebrate, with a busy venue year-round venue that is popular with locals and holidaymakers alike.

Mr Gardner, 52, who is the only Master Chef of Great Britain member in the Broads area, said the pub was geared to eating and had a menu based on modern British food - which was based on the French way of operating a kitchen and making sauces. “We cut our own steaks, prepare our own chicken and fish and make our own stocks and bread,” he added.

Mr Gardner has been in the hospitality and catering trade since he left school at 15 and worked as an apprentice chef a the former Phoenix Hotel in Dereham.

The Wymondham-born man trained at the exclusive Brooks’s Club in London, and worked for well-known chefs Marco Pierre White and Albert Roux before coming back to his native Norfolk 21 years ago.

The King’s Head has grown its business every year and now employs 23 staff. Mr Gardner is head chef and Sue deals with front-of-house.

The 80-cover venue prides itself on a varied and changing menu said Mr Gardner. But among its signature dishes are a main course lemon sole stuffed with baby spinach, wrapped in crispy potatoes, with a beurre blanc sauce and a pan-fried herring roe starter.

The bosses of a Broads pub are marking a 21-year milestone at their riverside eatery this year.

Find out more at www.kingsheadcoltishall.co.uk or call 01603 737426.
12 Stylish Spacious Bedrooms
Comfy 6’ beds
Large LED Televisions
Rainfall Showers
Twin & Double Rooms
Soft Fluffy Towels & Bath Robes
Tea & Coffee Making Facilities
Interconnecting Rooms for Families
Ground Floor Bedroom with Full Wheelchair Access

Modern Bar & Restaurant
Full Menu & Bar Snacks
Open 7 Days a Week
Lunchtime 12 – 2pm
Evenings 6 – 11pm
Tuesday Fish & Chips
Wednesday Burgers & Rib’s
Thursday Steak
Sunday Lunchtime Carvery
4 Adnams Real Cask Conditioned Ales
1st Sunday of the Month Folk Club
3rd Monday Quiz Night

King’s Head Hotel
2 Holt Road, North Elmham. NR20 5JB
01362 668856 kingsheadhotel.net

BEST WESTERN
Annesley House Hotel
6 Newmarket Road, Norwich, NR2 2LA
01603 624653 www.bw-annesleyhouse.co.uk
New bedrooms are helping reawaken the fortunes of an old coaching inn in mid Norfolk.

The King’s Head at North Elmham remains a traditional “local” but has been adding bed and breakfast rooms to attract overnight stayers.

The latest batch of four ensuite bedrooms, taking the total to 12, are a conversion of a former function room, and can be linked as family twins or doubles.

Jill and Dave Reynolds took over the pub three and half years ago, and have used their hotel expertise from 31 years running the Annesley Hotel in Norwich to develop the accommodation at the King's Head. They have already put eight rooms in catering for a mix of tourists, people visiting their families in the area, wind and solar farm workers, and turf fans heading to Fakenham races.

Mrs Reynolds said: “We are a traditional pub with a restaurant but there is big demand for B and B in this central location.”

The King’s Head runs a Sunday carvery, and during the week has themed food nights - curry on Mondays, fish and chips on Tuesday, ribs and burgers on Wednesdays and steaks on Thursdays.

The third Monday of the month sees it host a charity quiz raising funds for the village play equipment fund.

The pub has a busy bowls green and the three teams have been pushing for honours over the past two seasons. There is also a vibrant folk club which began two years ago and is now firmly established in the Norfolk folk scene. It is on the first Sunday night of the month and features a mixture of local and guest musicians from across the UK. Visitors also come from far and wide, and some take advantage of the overnight rooms.

Mrs Reynolds is keen to learn more about the history of the King’s Head. Anyone with information or old photos should email khhne@hotmail.co.uk

Find out more about the King’s Head at www.kingsheadhotel.net or call 01362 668856.
A click keeps you inn touch

A new Norwich Inns website will help keep members and their customers keep bang up to date with news, events and offers.

The latest details about member pubs, clubs and hotels are just a click away at: www.norwichinns.com

The site, and this twice-a-year magazine, aim to promote the quality drinks, food, entertainment, activities and hospitality on offer at more than 50 members of the Norwich Inns buying group across Norfolk and into Suffolk.

Members will be updating their website profiles with the latest menus, offers, special events and festivals.

Customers looking for places to eat, drink, hold functions, go partying, listen to live music, or play sport can surf the site for ideas and diary dates.

So keeping in touch with your favourite inns, eateries, music venues, or golf clubs - or just looking for new places to discover - has never been easier, by simply adding www.norwichinns.com to your favourites.
It began as a meeting between two pub landlords back in 1982 - and has grown into a powerful buying group with 50 members and over 60 outlets within a 35-mile radius of Norwich.

Norwich Inns members range from hotels, pubs, restaurants, to golf clubs and even a railway station, offering a portfolio of quality products, wines, beers and spirits.

The seeds were sown in 1982 when two Norwich licensees, Roger Cawdron and Mike Lorenz (Mischief Tavern and George and Dragon) met at the George and Dragon in Old Catton to discuss forming one of the first buying groups of its kind in the country.

They worked out that by combining their purchasing power they could get advantageous wholesale prices for soft drinks. At the time the founder members were tied to Norwich Brewery for all purchases apart from soft drinks. The first Norwich Inns agreement was with Coca Cola Schweppes’ Norwich depot and was a ground-breaking arrangement.

News of the group’s success spread and other licensees joined including Peter Bailey at The Woodside in Norwich Mike Nichols at The Globe at Blofield, Mike Di Marco at The Yare, Brundall and Trevor Wilsea from Micawbers, Norwich. Other items, such as light bulbs, cleaning materials, wines and spirits, were added to the buying list.

The biggest break came when tenants of the big six brewery tied pubs (Allied, Bass, Courage, Grand Metropolitan, Scottish and Newcastle and Whitbread) were allowed one ‘guest beer’ under The Supply of Beer (Tied Estate) Order of 1989.

This enabled the group to widen its membership, and after some negotiation the William Younger Brewery won the tender and members of Norwich Inns enjoyed a “foreign” beer - Theakston’s Best - on their bars.

The group has been headed by Mike Lorenz followed by Mike Di Marco for a short spell, to Andrew Hanison then back to Mike Lorenz and is now led by Craig McLaren.

Through each phase of leadership, Norwich Inns has moved forward and progressed, reacting swiftly to trade trends and conditions. The group’s vision to look to the future has been a major factor in keeping it ahead of the game.

Supply contracts are awarded regularly and over the years Norwich Inns have dealt with William Younger, Scottish and Newcastle, Courage, Whitbread, Heineken, Molson Coors and Adnams.

Various Norfolk breweries work very closely with the group enabling the outlets to offer a selection from over 100 local cask ales.

Norwich Inns members annually vote for a deserving charity and have raised hundreds of thousands of pounds for local causes. For a feature on this year’s charity, It’s On The Ball, see pages 5, 6 and 7.

Mike Lorenz (left) and Roger Cawdron, founders of Norwich Inns.
A Norfolk hotel is celebrating winning a trio of top awards for customer service.

Park Farm Hotel at Hethersett picked up a hat-trick of accolades at the TrustYou awards run by the Classic British Hotels marketing group, where they are a member.

It won: the customer relationship management gold award; the customer experience excellence award; and most social hotel award.

General manager Richard Bond said the awards picked up on customer comments on social media and how the hotel dealt with them.

The wins showed Park Farm continued to offer “superb customer service which is due to the dedication and good humour of all the staff.”

Mr Bond said the importance of customer service was impressed on all the hotel’s 110 staff, adding: “We work social media, encourage feedback and always respond to comments.”

The hotel, which has also won a TripAdvisor certificate of excellence five years running, is set in 200 acres of countryside.

It has 53 individually-designed rooms in Georgian country house, renovated Norfolk barn and in landscaped gardens. Five bedrooms are currently being upgraded.

Leisure and spa facilities include an indoor heated swimming pool, gym and health, hair and beauty spa. It also has a 100-guest conference and function room.

Mr Bond said the past year was a record with 86% occupancy, with trade a mixture of weekday business customers visiting the Norwich area, and weekend leisure visitors.
The hotel was originally bought by the owning Gowing family in 1958 as a dairy farm, and expanded into bed and breakfast in the 1970s, adding a restaurant in 1981.

It is now set among the arable farmland and is also totally carbon neutral with a biomass boiler and 170MW solar field providing power for the whole site.

More at [www.parkfarm-hotel.co.uk](http://www.parkfarm-hotel.co.uk), or call 01603 810264.

(Left to right) Michael Bannister (front office manager), Richard Bond (general manager), and Sue Dedman (conference and events manager) with Park Farm's trio of TrustYou awards.
The Huntsman
Free House
41 Norwich Road
Strumpshaw
Norwich NR13 4AG
Tel: 01603 715523

Serving a good selection of real ales and home-cooked foods
Tuesday - Saturday: 12-2pm and 6-9pm • Sunday: 12-4pm

Straightforward, friendly advice from the experts
We provide a wide range of services and a wealth of experience to ensure you’re well prepared for whatever the future brings.

How we can help
Business Insurance
Personal Insurance
Landlords Insurance
Risk Management
Financial Planning

Speak directly to our team
01603 218000
www.alanboswell.com
WIN an overnight break on the norfolk coast

Whether you’re into walking on the beach, boating on the Broads, exploring fascinating heritage sites or simply soaking up the fun on the Golden Mile, Great Yarmouth has something to offer at any time of the year.

Win our Innscribe competition and you could be discovering your Great Yarmouth, courtesy of the Prom Hotel, right on the town’s famous seafront. The Norwich Inns member is offering the prize of an overnight break, evening meal and breakfast to one of our lucky readers.

The Prom Hotel on Marine Parade has 50 bedrooms, many of them with superb views of the Golden Mile, and facilities include the popular Mermaid Bar and Strollers, an elegant new restaurant with a highly tempting menu of contemporary dishes.

The prize comprises:
• a meal for two at Strollers restaurant
• a night in a premium room with a sea view and spa bath
• a great Norfolk breakfast the next morning

To win simply answer the question:
How many bedrooms does the Prom Hotel have?

The first correct entry drawn at random after the deadline date will win the prize.

Email your answer to competitions@tms-media.co.uk by noon on August 31st, or post it to Innscribe Competition, TMS Media, 1 Viking Road, Gapton Hall, Great Yarmouth NR31 0NU.

The winner will be announced in the next edition of Innscribe, which is published in late October, and on the Norwich Inns website - www.norwichinns.com

Terms and conditions: Entrants must be aged 18 or over. The editor’s decision is final and no correspondence will be entered into. The prize is non-refundable and non-transferable. There is no cash equivalent. The winner is responsible for travel costs and arrangements. Anyone employed by, or a close relative of, staff at The Prom Hotel or TMS Media is ineligible to enter.
Pleasure Beach

MORE FUN FOR EVERYONE!

FREE ENTRY
OPEN MARCH - OCTOBER
RIDE WITH WRISTBANDS OR TOKENS
TEL: 01493 844585
BOOK ONLINE FOR SAVINGS
www.pleasure-beach.co.uk

Follow us on Facebook & Twitter @gpypleasurebeach

OVER 20 LARGE RIDES
★ ★ ★
RESTAURANT
★ ★ ★
FAST FOOD
★★
PUB
★★

OVER 20 LARGE RIDES
★ ★ ★
RESTAURANT
★ ★ ★
FAST FOOD
★★
PUB
★★

Merlins Sports Bar

JOIN THE CLUB
Merlins Sports Bar
38 Apsley Road
Great Yarmouth
Norfolk NR30 2HB
www.merlinssportsbar.co.uk

FREE MEMBERSHIP AVAILABLE
VISIT US OR TEL: 01493 856150

RELAX. SOCIALISE. ENJOY THE SPORTS.
OPEN 7 DAYS A WEEK 10AM - MIDNIGHT

WATCH EURO 2016 HERE

9 POOL TABLES
1 AMERICAN TABLE
9 FULL-SIZED SNOOKER TABLES
2 MATCH-PLAY DARTBOARDS
POKER EVERY TUESDAY NIGHT
BAR AND FUNCTION ROOM
FOOD AVAILABLE ALL DAY
BIG SCREENS FOR ALL THE TOP SPORTS EVENTS

Merlins Sports Bar
38 Apsley Road
Great Yarmouth
Norfolk NR30 2HB
www.merlinssportsbar.co.uk

WATCH EURO 2016 HERE

9 POOL TABLES
1 AMERICAN TABLE
9 FULL-SIZED SNOOKER TABLES
2 MATCH-PLAY DARTBOARDS
POKER EVERY TUESDAY NIGHT
BAR AND FUNCTION ROOM
FOOD AVAILABLE ALL DAY
BIG SCREENS FOR ALL THE TOP SPORTS EVENTS
Having a ball at the Victoria

A clifftop hotel is celebrating 20 years of independent ownership this summer.

Michael and Christine Wafer took over the Hotel Victoria at Lowestoft in 1996 only aiming to stay a couple of years - and have stayed for two decades. During that time the couple have overseen major refurbishments of the historic hotel perched on Kirkley Cliff.

The 1897 hotel’s elegant Victorian architecture hides a modern interior with 24 en-suite rooms, dining, party, banqueting and conference facilities. It is located less than a mile from the town centre making it popular with business visitors and tourists.

The Onshore Suite function room for up to 160 people and 100-seat Coast restaurant, with stunning sea views, along with the bar have contemporary decoration said general manager Adam Greenfield. The venue serves locally-sourced food, including fish, where possible.

On Saturday nights from 6.30-10.30 there is live piano music from Bill Kibby.

To mark the Wafers’ 20 years at the hotel, a special summer ball is being held on Friday July 29th. It features a three-course meal and entertainment from local band Mark Anthony and the Funky Stuff - playing the songs of soul, Motown and disco legends.

Mr Greenfield said it would be a fun night - at £25 a head - and would showcase the band who would also be entertaining at the hotel over Christmas.

The Victoria specialises in party nights all year round, and conferences. It has a side dining room for up to 25 people for smaller gatherings.

It is proud to be the holder of two top accolades - a Gold Guest award from Lodging World for online booking, and a TripAdvisor excellence award.

For more information, or to book for the 20th anniversary summer ball, visit www.thehotelvictoria.co.uk or call 01502 574433.
WILLIAM IV • NORWICH

- En-suite bed and breakfast
- Restaurant / Sunday carvery
- Function room

The Kings Head, Ashwellthorpe

- Real ales (listed in CAMRA’S good beer guide 2016)
- Home cooked food
- Pool table/darts
- Bed and breakfast

Bar open:
Mon - Tues 11am - 10.30pm
Wed - Sat 11am - 11pm
Sun 12 - 3pm and 7 - 10.30pm

Home cooked food served:
Tuesday 12 - 2pm
Wednesday 12 - 2pm and 7 - 8.30pm
Thursday 12 - 2pm and 7 - 8.30pm
Friday 12 - 2pm and 7 - 8.30pm
Saturday 12 - 2pm and 7 - 8.30pm
Sunday 12 - 2pm
Dating back more than 200 years, the Cantley Cock Tavern is a popular village pub with a highly regarded restaurant serving traditional food from mainly locally-sourced ingredients.

- Tuesday - Pie Night
- Thursday - Steak Night
- Friday - Fish & Chip Night
- Sunday - Roasts all day from 12noon-8.30pm

Tell us about your news

Pubs, clubs, hotels and leisure venues in the Norwich Inns family are always making good news.

And now is the chance to ensure those stories get into the next edition of Innscribe magazine, as well as its sister website.

If you run a Norwich Inns venue, or are a member of staff, customer or are part of a club or team based there, you may have news to make the Innscribe pages.

We are keen to get, and broadcast, tales of:

- awards
- initiatives
- major investments
- charity events
- new clubs
- sports triumphs
- events and music gig listings
- beer and food festivals

If you have a story send a 250-word summary and a couple of pictures by email to richard@tms-media.co.uk

Please include a daytime or mobile telephone number for the best person for us to contact for further information.

Pictures should be Jpegs of 1MB to 3MB, and be posed shots showing faces with caption details of who appears should be added to the story or email.

The next edition of Innscribe will appear at the end of October.

The deadline for stories and pictures is Friday September 30 - but we are happy, and keen, to receive them as they happen.

We are also keen to get general pictures of the outside, inside, staff and signs at Norwich Inns venues to hold in stock for when you do make news.

If you want to talk through a possible story or to seek advice on the best kind photographs call Richard Batson at TMS Media on 01493 662929.

Tell us about your news

Cantley Cock Tavern

Dating back more than 200 years, the Cantley Cock Tavern is a popular village pub with a highly regarded restaurant serving traditional food from mainly locally-sourced ingredients.

Cantley Cock Tavern
Manor Road
Cantley
NR13 3JQ
Tel 01493 700895
One of the most beautifully situated coastal hotels in England, the three-star Pier Hotel sits by Gorleston’s fabulous beach and close to the harbour mouth.

- 18 ENSUITE BEDROOMS
- SPACIOUS AND POPULAR BAR
- STYLISH RESTAURANT
- WINE BAR

The Pier Hotel
Harbour’s Mouth
Gorleston-on-Sea
Norfolk NR31 6PL

T 01493 662631
F 01493 440263
E bookings@pierhotelgorleston.co.uk
W www.pierhotelgorleston.co.uk