

innscribe

FREE

NEWS FROM NORWICH INNS

ISSUE 02 AUTUMN/WINTER 2016

Holiday park's link to MI5 racing driver

(full story pages 4 and 5)



Also in this issue:

- Chef's million egg milestone • Win your weight in Lacons' beer
- Seaside brewery's revival • New music event's success
- Fun cricket winners celebrate • Pub hosts celebrity's punk gig



A Norwich Inns
publication



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Successful and sporty summer



What a summer that was! Plenty of sunshine and a rise in staycation holidays has been good news for UK holiday and hospitality businesses including the members of Norwich Inns.

The first ever edition of this new Innscribe magazine was a big success, winning praise from members and customers alike. This second edition will reflect some of the events and stories from the Norwich Inns world this summer.

There is an update on the group's chosen charity for the year, It's On The Ball, including some major boosts from golf events. Our summer fun cricket league was a big hit under new sponsorship from Wolf Brewery. It was won by the team from my own pub the Wig and Pen. No it wasn't a fix - just good batting, bowling and fielding...

The other big "sporting" event was the Ludham Dog hosting the world dwile flonking championship. If you don't know your driveller from your swadger, do read the story.

This edition also features a new music event at Sheringham which raised funds for a cancer charity close to the hearts of the organisers. And it is great to report on the revival of the Lacons' Brewery at Great Yarmouth.

We hope you enjoy reading about these stories, as we all pull on our autumn jumpers and snuggle down for a cosy autumn and winter ahead - with a warm welcome always guaranteed from your Norwich Inns members.

Cheers

Craig McLaren

*Craig McLaren
Secretary, Norwich Inns*

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Tell us your stories

Keep your Norwich Inns business in the news by sending your stories such as charity efforts, awards, refurbishments, and new ventures. Email some words, picture (1-3MB Jpeg) and a phone number to richard@tms-media.co.uk or call TMS journalist Richard Batson on **01493 662929**.

Designed and produced by www.tms-media.co.uk

Coastal bar's link to dashing race driver

A modern seaside bar and restaurant was once home to the roaring racing cars of a daring driver who played a key role in a wartime secret mission.

Today The 12 Lost Churches is a popular watering hole for tourists and trippers at an award-winning holiday park on a wildlife-rich Suffolk coastline.

But in the 1940s it was home to Jock Horsfall - a James Bond-like character who lived, and died, as an Aston Martin motor racing ace.

And in wartime, working for MI5, he had a hush-hush role, driving a dead body used in a famous mission to fool the enemy - a

story that was later turned into a book and movie.

Jock - real name St John Ratcliffe Stewart Horsfall - was born in Morningthorpe near Norwich. But the family rented, then bought, Cliff House at Dunwich just south of Southwold.

His day job was stockbroking but his passion was motor racing, which led to a job as a successful works Aston Martin driver.

His mother chauffeured MI5's director in the First World War, so when the secret service agency needed a top driver he was an obvious choice.

His secret wartime work saw



Jock Horsfall.

him drive the body of a dead Welsh vagrant, at high speed, in his racing car transporter on a 420-mile dash to a Scottish submarine base.

The body, transported in a container filled with dry ice, was transformed into a fictional Royal Marines officer William Martin. He was put into the sea off Spain, with a briefcase of false invasion plans chained to his wrist. The papers convinced the Germans that the Allies were about to invade the Balkans and Sardinia rather than the



General manager Andy Morgan and director Steve Johnson with pictures of Jock Horsfall.



Johnson - has invested heavily over the past decade and the park won the East Anglian Holiday Park of the year in 2006.

The 12 Lost Churches bar and restaurant has contemporary design. It has a café-style daytime menu, where guests can enjoy a beer (including local Adnams brews), a glass of wine or Paddy and Scott's coffee. It also has evening dinner service, caters for Sunday lunches and can host functions including birthday parties and weddings.

It is open from 10am daily, and is family-friendly with a children's play area. Dogs are allowed in the bar.

Mr Johnson said the park, which has log cabins, apartments and cottages, touring and campaign plots, was in an area popular with people wanting a stay close to the quiet wildlife haven of Minsmere - venue for the BBC Springwatch TV series for the past three years.

"There is definitely a Springwatch factor - it has boosted visit numbers in the area," he added. The Beeston Group is always looking to improve its sites, and is introducing two new concepts at its Hollies site.

They are Glamtainers - shipping containers returned into fully-furnished glamping units - and four double decker buses - three able to sleep up to eight people, and one to be used as a café.

For more information about The 12 Lost Churches call **01728 648282**, or see the website **www.cliffhouseholidays.co.uk**

real target of Sicily, which had a major impact on the war.

The body of Martin - really Glyndwr Michael - was buried with full military honours. The story of Operation Mincemeat was turned into a book and the 1956 movie *The Man Who Never Was*.

After the war Horsfall carried on racing, including winning the 1948 Spa 24 hour race in Belgium. The following year he drove the entire day-long motoring marathon on his own, finishing second in his class and fourth overall in an Aston Martin "Black Car" - which has been restored and still races today as one of the most famous cars ever built by the marque.

Horsfall - who achieved all his racing success despite suffering from bad eyesight - died, aged 39, on August 20 1949 when he lost control of an ERA car in an International Trophy race at Silverstone.

The Aston Martin Owners Club commemorates his life with its biggest race meeting of the year which is named after him.

One of the other people working on Operation Mincemeat was a young author Ian Fleming - prompting speculation that his Aston Martin-driving British spy 007 may have been based on Jock.

..... Springwatch factor boosts visitor numbers

The 12 Lost Churches bar and restaurant was added to the Cliff House holiday park in 2010.

Its name is a reminder of the dozen places of worship swallowed up by sea storms in the 1150s.

The modern building is part of the Cliff House complex which was developed into a members' country club in the 1950s before evolving into a holiday park.

It was bought in 2000 by the Beeston Group, which also runs the Beeston Regis caravan camping and touring park near Sheringham and the Hollies at Kessingland near Lowestoft.

The company - owned and operated by managing director Timothy Hay and director Steven

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Celebrity chef cooks up a punk music storm

TV presenter and punk pop musician Loyd Grossman used a Norwich pub for a warm-up gig ahead of playing at the Glastonbury festival.

The former front man of Masterchef and Through the Keyhole rocked up at the Murderers in Timberhill with his punk band The New Forbidden.

Although Loyd is best known for his TV appearances, unusual American accent, love of food, and own-brand pasta sauces, he is also a long-standing musician.

He featured in punk band Jet Bronx and the Forbidden in December 1977 when they made the UK top 50 singles chart.

Thirty years later he kick-started the band again, as The New Forbidden, with singer Valentine Guinness - and are a favourite at music festivals.

Loyd Grossman (right).



The band played on the Avalon stage. It has become a Glastonbury tradition for crowds to chant 'We love Loyd's pasta sauce' at the band to the tune of Ta-ra-ra Boom-de-ay.

On his visit to Norwich Mr Grossman said the band's influences included Lou Reed, Iggy Pop and the Ramones.

He is also chairman of the Churches Conservation Trust, which protects places of worship, and visited Norwich Cathedral during his stay in the city.

The Murderers gig was one of only a handful of pre Glastonbury warm ups to hone the band's performance for the big event.

Publican Phil Cutter said: "The band had to rearrange at the last moment when they had nowhere to play and - as a new music venue with a great reputation - when we were approached to provide a stage we were happy to help.

"Despite only having live music as an offer at the Murderers for about 18 months, we have established it really nicely and now have a reputation for putting on some great music events."

Mr Cutter added: "The gig went really well. Loyd and the band were absolutely brilliant and were great fun to be around.

"Loyd is a very accomplished musician - and signed a couple of his pasta sauce jars for customers.

"The event was a real winner for us. We saw a lot of new customers, who did not realise we have music events at the pub. Some have even come back!"

Learn more about the band at thenewforbidden.com

UK best freehouse finalist

The Murderers is also celebrating being shortlisted in the Great British Pubs awards for 2016.

The pub was a finalist in five different categories over the past five years, and last year won the Best Sports Pub title in the awards run by the publicans' newspaper the Morning Advertiser.

This time it was up against five other venues for the Best UK Freehouse prize title, but was beaten to the accolade by The Bull at Ditching in East Sussex.

Find out more about the Murderers at www.themurderers.co.uk



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Win your weight in Lacons' beer

Born-again brewery Lacons is offering a competition prize that is off the scale for ale lovers.

It is a chance to win your weight in beer - simply by answering the question below about the Great Yarmouth company which is enjoying a revival.

The prize will be your equivalent weight in cases of beer - from one of Lacons' five core ales.

Each 12-bottle case weighs about 12 kg. So an average person of just over 13 stone (84 kg) would win seven cases - 84 bottles - enough to quench his or her thirst for a few weeks.

Lacons' marketing manager Judi-mae Alderton said: "We are proud of our beers, and our successful re-emergence into the beer scene of East Anglia.

"We think this competition is a great way to showcase and celebrate our products and heritage, and gives one lucky Innscribe fan a great chance to win a supply of one of our core ales - for themselves or to share with friends and family."

Norwich Inns secretary Craig McLaren added: "Lacons' revival is a great success story and has brought a once famous name back to the brewing scene.



Lacons' head brewer Wil Wood.

"Their ales are on tap at several Norwich Inns members, and we are pleased to team up with Lacons for this competition with a difference."

Correct entries will be put into a draw and the winner chosen in March.

Lacons will liaise with the winner about collection or delivery of the prize.

The winner will be announced next Spring including 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. Anyone employed by, or a close relative of, staff at Lacons or TMS Media is ineligible to enter.

The prize comprises:

Your weight equivalent in cases of one or more of Lacons' core ales:

Encore
Legacy
Affinity
Pale Ale
and Falcon

To win simply read the feature on Lacons' brewery on pages 26 & 27 and answer the question:

In which year was Lacons' brewery founded?

Email your answer to competitions@tms-media.co.uk, or post it to Innscribe Lacons' competition, TMS Media, 1 Viking Road, Gapton Hall, Great Yarmouth, Norfolk, NR31 0NU, by noon on Wednesday March 1.



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The Inns and Outs of Norwich Inns

So what exactly is Norwich Inns?

It is a buying group with more than 50 members and 60 outlets within a 35-mile radius of Norwich.

They include pubs, hotels, golf courses and holiday parks.

The group began in 1982 when two pub licensees, Roger Cawdron and Mike Lorenz from the Mischief Tavern and George and Dragon, hatched a plan to team up and boost their buying power.

The pioneering plan created one of the first groups of its kind in the country. Initially it bought soft drinks at advantageous wholesale prices.

The number of members and range of items bought grew over the years to include light bulbs, cleaning materials, wines and spirits.

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.

The group meets quarterly, and holds social events to help members network and share their experience too.

Norwich Inns members vote annually 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 40 and 41.

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Lunchtime festive fun on menu at clifftop hotel

Festive fun is not confined to evenings at a Suffolk hotel. It is also dished up at lunchtime.

The Hotel Victoria at Lowestoft hosts Festive Fun Lunches in its Onshore Suite which has stunning views of the resort's award-winning sandy beaches.

A three-course lunch at 1pm is followed by entertainment from comedy musician and singer Nigel Boy Syer and versatile singer Lisa Marie.

Afternoon tea, coffee and mince pies are served before departure

from the clifftop hotel at 4pm.

Dates for the lunches (tickets £26.50) in December are 6th, 7th, 8th, 13th, 14th, 15th and 18th.

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 on Kirkley Cliff, less than a mile from the town centre making, it popular with business visitors and tourists.

The Onshore Suite function room caters for up to 200 people, while there is also a 100-seater Coast Restaurant, and a bar with contemporary décor.

General manager Adam Greenfield said the hotel was also currently taking bookings for Christmas Day, Boxing Day, a



Nigel Boy Syer in full swing.

New Year's Eve gala dinner and New Year's Day brunch.

The hotel is this year celebrating 20 years of ownership by Michel and Christine Wafer, who took over in 1996 only aiming to stay a couple of years, but have stayed two decades, carrying out major refurbishments.

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Tradition on tap at Cask & Craft

Tradition runs through the pipes at the Cask & Craft pub close to Great Yarmouth town centre.

There are four real ales, and 10 craft beers and ciders on tap - and hundreds of pre-decimal coins displayed in a fascinating conversation-piece bar top.

And its bygone days, as the Apollo Tavern run by local brewery Lacons, are remembered in flashback pictures hanging in the main bar under a display of old bottle and ashtrays.

But the 1930s pub in Northgate Street also moves with the times, and has just launched a new website to promote itself. The site was created by TMS Media, the Great Yarmouth-based design and publicity company which also produces this Innscribe magazine.

The Cask & Craft is owned and run by Jenny and John Burroughs, who have decades of experience pulling pints and welcoming customers in the UK and Spain.

John is a former Mayor of the Borough of Great Yarmouth and has 40 years' experience in the licenced trade, which started at the Spread Eagle (now a house) in Norwich's Sussex Street.

After 10 years running the Nelson in Gorleston, he took

over the Apollo eight years ago and renamed it as The Cask & Craft in 2014. It has been tastefully refurbished to create comfortable and spacious seating areas.

"We wanted to rebrand it to major on real ales and craft beers," he explained.

Find out more at www.caskandcraft.co.uk or call **01493 856052**.



John and Jenny Burroughs at the Cask & Craft pub at Great Yarmouth.

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Toast the season with Aspoll Mulled Cyder

Cider may be a refreshing cool summer thirst quencher for many pubgoers.

But the fermented apple drink is becoming a tippie for all seasons as cidemakers widen their range of products.

They include Suffolk-based Norwich Inns supplier Aspoll, who make a Mulled Cyder to banish the autumn and winter chill.

The company was the first in the UK to launch a mulled product and it has gained a strong following since 2007.

Customers will be able to enjoy a glass of the mulled treat, warmed to the optimum temperature in a special glühwein kettle and served with a slice of orange.

Spiced with cinnamon, clove and ginger, Aspoll Mulled Cyder is also increasingly popular served cold as an aperitif or partner for a warming steamed pudding with custard.

Aspoll Mulled Cyder, which has a 3.8% ABV, is part of a growing range, which includes the flagship Premier Cru Cyder, Draught Cyder and the new lighter sparkling Waddlegoose Cyders.

The company, established nearly 300 years ago, is run by the eighth generation of the Chevallier family in the



tiny hamlet of Aspoll near Stowmarket in Suffolk. By broadening its range to offer something for all tastes and occasions, Aspoll has continued to remain at the top of its game.

Henry Chevallier Guild said Aspoll Mulled Cyder appealed not only to cider fans but also people who wouldn't normally drink cider during a wintry festive occasion.

Aspoll Mulled Cyder is available from October (whilst stocks last). To find out more about Aspoll visit **www.aspoll.co.uk**

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New facilities on stream at river centre

A holiday centre on the Norfolk Broads has added to its facilities - both on and beside the water.

Waveney River Centre provides luxury breaks combined with boating, walking and dining for tourists and day visitors at its idyllic rural setting on the Norfolk-Suffolk border.

This year it has added to the mix with a new restaurant and function room at its Waveney Inn pub.

And the family-run venture at Burgh St Peter near Beccles

has launched two new high-specification, 12-person day boats to add to its fleet of water craft ranging from cruisers to canoes.

Owners Len and Hazel Funnell and James and Ruth Knight have run the park since 2003. But it dates back 130 years to bygone days as a pub for wherrymen using the nearby staithe for loading supplies to south Norfolk. And the spot is also an important ferry crossing point.

From the 1930s it was a watering hole and marina stopover for the emerging Broads boating holidays

and in the 1980s it added static and touring caravan accommodation.

The family's revamp of the site includes adding 24 hotel-quality lodges - partly owned, partly let - many with hot tubs. The accommodation ranges from a five-bedroom house for family and group gatherings to a one-bedroom lodge aimed at couples.

Mr Knight said: "People come here for peace and quiet, and since



James and Ruth Knight with their daughters Alex and Charlotte.



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Funnell's leisure and boatyard company.

Waveney River Centre's key customers are wide-ranging as it is geared to suit family holidays, a romantic break or a get-away-from-it all break in a tranquil rural setting.

For families there is also an indoor heated swimming pool and café, a wildlife garden, play area, and storytelling sessions in the school holidays.

Six lodges are pet-friendly, with country walks a bone's throw away. Another two are accessible for those less able to get around - and include a wet room, wider doors and more space in the rooms.

There is also bicycle hire and a chance to try river fishing for pike, roach and bream.

The centre has its own ferry taking people on a 30-second journey across the river to Suffolk where they can explore the Carlton Marshes nature reserve, and Angles Way walk to Oulton Broad.

For more information visit **www.waveneyrivercentre.co.uk** or call **01502 677343**.

we added the lodges with hot tubs we are becoming a destination in our own right instead of just a base for touring the area."

The pub, with its large deck overlooking the marshes and river, and serving locally-sourced food and drink, is also attracting more and more locals.

The new restaurant and function room added to the Waveney Inn pub last winter means it can now cater for 150 diners.

And the two new cruisers helped the venue move into the corporate market, said Mr Knight - with the craft ideal for team-building or staff days out.

The new Admiral 27ft day cruisers, added to the fleet at Easter, have three seating areas, walnut finishes and aim to bring a new level of luxury to the Southern Broads day cruiser hire.

Hirers (paying £199 a day off peak, and £249 in peak school holiday seasons) can also combine a boat trip with breakfast or dinner at the Waveney Inn.

The centre has walking and wildlife-watching opportunities on its doorstep and the self-drive

boats enable visitors to explore the waterways.

Accommodation ranges from touring caravan and tent pitches, including glamping, to luxury penthouses and lodges.

This winter the centre will be adding two more four-bed lodges as it looks to develop a further 25 on the former static caravan area.

Mr Knight, whose background is as a chartered surveyor, said the lodges were proving particularly popular as buy-to-let investments with some being kept by owners for their own use, and others added back to the park's rental bookings.

His wife Ruth is experienced in the hospitality industry, working in marketing for her father Len



Career charts changing face of local pub

Local pubs have come a long way from the old days of being smoky, men-dominated "boozers."

Veteran publican Mike Lorenz has watched their evolution into family-friendly watering holes with restaurant quality food.

The founder member of Norwich Inns is marking 40 years in the licensed trade this year, which have seen major changes, closures, and improvements.

"But the one thing that hasn't changed is that local pubs are the best for bar room banter - great places for meeting friends and family. They are a great British institution loved by visitors," said Mr Lorenz.

He has run a long list of pubs over the years - beginning with the Edward VII on Aylsham Road in Norwich - but now concentrates his efforts on the Whalebone on Magdalen Road in Norwich.

Mike's early career was in the building industry as a heating and plumbing apprentice, then working for builders' merchants and a roving sales manager for a domestic heating boiler maker.

"I decided to end my travelling days, to hang up my suitcase and run a pub. I didn't know anything about it - only from being a customer for several years - and the selection process by the breweries was very tough in those days."

But he succeeded and took over the King Edward on July 1 1976 - when the licensed trade was a different world.

"Pubs in the 70s were a male bastion. They were busy but everything was geared to men - beer, darts, pool, crib and football. Any women drank Babycham or Cinzano or miserable warm wine that was not very pleasant.



The advertisement for Breckland Lodge is divided into several sections. On the left is a logo featuring a white stag silhouette on a dark background with the text "brecklandlodge" and the website "www.brecklandlodge.co.uk". To the right is a photograph of the exterior of the pub, a white building with a brown roof and a sign that says "stag" and "breckland lodge". Below the logo and exterior photo is a list of features on a yellow background. To the right of the list are two smaller photographs: one showing a plate of food and another showing the interior of the pub with tables and chairs. At the bottom right, contact information is provided.

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Mike Lorenz outside his Whalebone pub in Norwich.

“Now pubs have moved on to be more family-friendly. There has been a revival in cask ales, but there are also great wines, and Michelin quality food - and surroundings that are more comfortable and female friendly,” he explained.

Growth in the number of licensed premises, such as social and sports clubs, had hit trade – and there had been other challenges such as the smoking ban.

“Not all pubs had the money or space to provide smoking shelters, but the ban has made a better atmosphere in pubs and most people prefer pubs as they are now,” he added.

Mr Lorenz felt that tough times were still ahead for some in the trade.

“We are still overpubbed in some areas, and some are not meeting the standards of today - so there is still scope for more pubs to close. But the result would be better, busier pubs creating more profit for those who run them, leading to more investment and improvement for the future.”

Over the years Mr Lorenz has run a string of pubs, an Inn Control management company and Broadland Taverns consultancy, as well as being a leading light in Norwich Inns for many years.

But now his efforts are fully focused on the Whalebone which he has run for 20 years.

“I am proud of what we have done here, turning it from a small corner pub into one catering for everyone from a wider area. We aim to be traditional but you also have to move with times.”

That is reflected in the latest phase of refurbishments will see the “locals” bar given a make-over combining a modern feel with a slice of its history by incorporating a rare fitting and signage from the former Bullards brewery, which used to own it in the early 1900s.

The pub recently held a successful first ever Oktoberfest-style German beer festival which included 10 beers, German food, singalong brass band music, and saw staff entering in to the spirit of things by dressing in lederhosen.

“It was an outstanding success. Having been to an Oktoberfest, it created the same big family happy-go-lucky atmosphere,” said Mr Lorenz.

Visit the pub web site at www.whalebonfreehouse.co.uk



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www.arlingtonhotelgroup.co.uk
Excludes bank holidays

TripAdvisor joy for Coach and Horses

A Norwich pub is toasting winning a top award for customer feedback.

The Coach and Horses in Thorpe Road has earned a 2016 TripAdvisor Certificate of Excellence.

It has a 4.5 star rating on TripAdvisor, whose Certificate of Excellence scheme celebrates hospitality businesses that have earned great traveller reviews over the past year on TripAdvisor.

The award, in its sixth year, aims to recognise accommodation providers, eateries and attractions around the world which continually deliver a quality customer experience.

It highlighted the Coach and Horses' authentic pub atmosphere, homemade food and great ales, which are brewed on the premises at its Chalk Hill Brewery.

Co-owner Bob Cameron, who has been at the Norwich Inns member pub for 23 years, said: "We're delighted to have received this award which recognises the hard work of the team here and in our Chalk Hill Brewery next door.

"When we started the Coach & Horses, we set out to make a

proper pub that we'd want to visit and we've always strived to give our customers a real pub atmosphere, delicious food and great ales.

"We're very honoured to have received such lovely customer reviews which have earned us this certificate. We'll display it with pride behind the bar."

The pub, which dates back to 1811, was named as Evening News pub of the year in 2011.

Mr Cameron said its customers were a mix of business people and local residents.

The Chalk Hill Brewery, which makes six ales on the premises, mainly supplies the Coach and Horses and the Alexandra, another Norwich Inns member, whose landlord Tiny Little was among the brewery founders.

The Coach and Horses has done charity events for the local



Hamlet Centre, which provides recreational, educational and social opportunities for children and adults with profound disabilities and complex health needs.

It has a long-standing cricket team, and also sponsors three rugby teams - Norwich Union, Lakenham Ladies and North Walsham's man-of-the-match.

For more details on the Coach & Horses, call **01603 477077** or visit **www.thecoachthorperoad.co.uk**



Coach and Horses team (left to right); Hanna Preston-Bircham (bar manager), Bob Cameron (co-owner), Mick Gray (chef) and Jessica Smart (bar manager).

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Holiday Parks Throughout East Anglia

More rooms at the Prom

An expanding hotel in a prime position off Great Yarmouth seafront is adding a dozen new bedrooms this winter.

The Prom Hotel on Marine Parade, opposite the resort's Britannia Pier, is adding the rooms above its pool and games room in the former Fairholme hotel it acquired as part of its ongoing growth plans.

A further eight bedrooms are being refurbished above the Strollers restaurant, which was part of the former No 78 hotel that was also part of the expansion.

The investment, by owner Rodney Scott and son Ian, will bring the number of rooms at the 3-star hotel to 50.

Operations manager James Docwra said the extra rooms

were to help cope with the demand at the hotel.

"We are in a great location. Our room occupancy is 90 per cent, and we were full many times during the summer," said Mr Docwra, who marks a year at the hotel in November having previously managed the Grosvenor Casino further along the seafront.

Christmas and New Year also looks set to be busy at the Prom with parties and overnight stays in special packages.

New Year's Eve features a mix of music around the hotel with a string quartet in the 40-seater Strollers restaurant, More Madness in the bar and a disco in the Green Room.

Tribute acts are also a popular part of the Prom calendar, normally on the last Friday of the month.

The songs and sounds of Dame Shirley Bassey are featured on October 28, while the music of Amy Winehouse is recalled



by tribute artist Laura Jane Butler (above) on November 18. The My Winehouse evening is £29.95 per person including a three-course meal and a drink.

It has been party time among the staff too, with assistant manager Kaylee Chambers, who has been at the Prom for 11 years, marking her 30th birthday at her workplace, shared with family and friends.

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

Hotel break prize for Ray

Delighted retired office manager Ray Shreeve was the lucky winner of a competition in the last edition of Innscribe with the prize of an overnight break at the Prom Hotel.

The 73-year-old from Blofield Corner said: "I never win anything

- apart from a bag to put my golf shoes in at a recent charity raffle - so this was great."

He and wife Moira enjoyed a meal at the Strollers restaurant, a night in a premium sea-view room with a spa bath, and a Norfolk breakfast the next morning.

Afterwards he said: "We enjoyed our stay at the Prom Hotel. We found the hotel excellent and we were made very welcome."

Mr Shreeve retired in 2009 after 43 years' service with Norwich-based architects Feilden and Mawson, the last 33 as office manager.



Operations manager James Docwra meets competition winners Ray and Moira Shreeve.

Reborn brewery flying high again

Their beers were once used to toast victory over Napoleon.

Now a famous Norfolk brewery is raising a glass to their own successful battle campaign - fighting back from extinction more than 250 years after producing their first pint.

Lacons was founded in Great Yarmouth in 1760, grew to supply ales across the UK, and had 325 tied pubs in East Anglia and London at its peak in the 1920s.

But three years after a 1965 Whitbread buyout the brewery closed with the loss of 150 jobs.

In 2009 businessman Mick Carver looked at reviving Lacons, and in 2013 the brewery produced its first ale for more than 40 years at a new site on Main Cross Road.

Hallmarks of the brewery's comeback came this autumn at the World Beer Awards where its Affinity ale was voted the UK's best 4-5% bitter, while Lacons' flagship Encore beer won gold for bitters up to 4% and its Legacy a bronze in the golden ale section.

And the revived business is currently investing a six figure sum in a new brewing plant to up its production six-fold to cope with rising demand.

Marketing manager Judi-mae Alderton said "We are focussed

on fully restoring the Lacons name to its former glory.

"Once the new brew plant has been commissioned we will be able to substantially grow our business at quite a pace, through our own delivery network and by going further afield all over the UK."

Wil Wood and son Joe outside the gates of the Falcon brewery.

Head brewer Wil Wood uses the original Lacons' yeasts in combination with local barley and the highest quality hops and malt from around the world - updating heritage recipes to the taste of modern drinkers.

Lacons also likes to support its "hometown" and in September was principal partner for Great Yarmouth's annual Out There Festival, when it brewed a special 3.9pc golden ale for the event.

The Visitor Centre is open 12-2pm Wednesday and Thursday. Find out more at www.lacons.co.uk



Lacons' Beers

The brewery has a core of five permanent ales, as well as seasonal specials, and bottled heritage beers ranging from 3.3% Dark Mild to 8% Audit Ale.

The core beers are;

Encore 3.8% - a light amber ale

with a smooth citrus punch

Legacy 4.4% - a blond ale with

lemon, lime and grapefruit hints

Affinity 4.8% - full bodied with a chestnut tint

Pale Ale 3.9% - a golden modern version of a 1906 recipe

Falcon 4.2% - a lightly-spiced

fruity bitter named after the

brewery crest

There was award success this summer at the Peterborough Beer Festival where Legacy received silver in the best bitter category.

In November Lacons will launch a new a heritage special Oatmeal Stout inspired by an archived recipe and modernised for today's drinkers.

Later in the month it will unveil its dark copper Christmas Ale St Nicks - named after Great Yarmouth's famous Minster, the biggest parish church in England. Both the brewery and the church were hit by German bombs in 1942 and the stretched fire service had to choose which building to save. It opted to rescue the brewery.

Lacons' brews will be showcased at a series of major ale events including the Norwich Beer Festival (October 24-29) and CAMRA National Winter Ale Festival (February 22-25) - both at St Andrew's Hall.

Lacons' Timeline

1760 Lacons - then spelled Laycons - founded in Great Yarmouth's famous medieval Rows.

1810 Lacons had two breweries and 45 tied houses in Great Yarmouth.

1814 brewery supplies 20,000 pints of ale for the town to celebrate the overthrow of Napoleon.

1868 Lacons couples up to the railway age as a siding is built into the brewery at Fuller's Hill to send beers to London where it sold 150,000 pints a week.

1895 work starts on a new brewery which takes annual barrelage to more than 80,000.

1952 Brewery floated on the stock market but most shares stay within the Lacon family.

1957 Whitbread takes a 20 per cent stake.

1965 Whitbead buys the business for £3.2m - equivalent to £50m today.

1968 Lacons closed on February 28 after the last brew of mild.

2009 Lowestoft drinks firm managing director Mick Carver led the Lacons revival, inspired by all the historical emblems still in the area.

2013 Brewer Wil Wood produced the first Lacons' ales for more than 40 years using original Lacons' yeast.

2015 Lacons open its first new public house in 50 years the Honingham Buck.



The Falcon logo.



The lorry fleet at the old brewery at Fullers Hill in 1958.



Former brewery chairman Mr C E Kevill-Davies.



Lacons' visitor centre.

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Sizzling half century for hotel chef Yvonne

Breakfast chef Yvonne Rackham has clocked up 50 years - and cooked a million eggs - at the Annesley House Hotel in Norwich.

Her long career began when she was 17 and she got a £5 a week job at the hotel where her father was gardener.

Her day starts at 5.45am, and her cookery is not confined to eggs bacon and sausages. She is also well known for the cakes and home-made biscuits she bakes, which guests enjoy later in the day.

Her only break in service was six months off after her son was born. Apart from that she has been there to prepare hearty breakfasts on weekdays - whatever the weather.

Hotel manager Shellie Miller said: "Yvonne is such a dedicated employee. She used to ride in on her moped when she lived in the city, but if wintry road conditions were too bad would leave earlier and walk in.

"She is like an aunt to me. I have been here 22 years and when I arrived she took me under her wing."

The hotel on Newmarket Road, has been owned by David and Jill Reynolds since 1985 and is also part of the Best Western Group.

It has 31 bedrooms in three Grade 2 listed Georgian buildings from the 1830s which were converted into a hotel in the 1930s.

The hotel is set in landscaped gardens, which regularly win Norwich in Bloom awards, and is just a short walk from the city centre - making it popular with a mix of business and leisure guests.

It has added a contemporary twist to its Georgian roots by converting a coach house to executive bedrooms, and also has a new lounge and refurbished conservatory restaurant.

Two of the buildings are linked by a glass walkway with a Black Hamburg grape vine which is over 75 years old. Its sweet black grapes are often used as an accompaniment to a Norfolk cheese selection on the dining table.

Annesley House has 27 staff - many of whom are also long-serving, adding to the family feel of the hotel.

Mrs Miller said: "Many of our guests return regularly, to enjoy time in Norwich. It is like a home from home for them."



Fergus the koi and breakfast chef Yvonne Rackham.



There is also a long-serving resident at the hotel - living in the fish pond.

Fergus the koi carp is 24 years old, and Shellie has seen him grow from a 3-inch tiddler when she joined to the 1m long giant he is now. He shares the pond with 40 other fish, and, since the death of his brother Oscar, is the main star attraction.

"If you walk towards the pond he will swim over to you and he has taken food from my hand. The customers love him," Shellie added.

Find out more at www.bw-annesleyhouse.co.uk



Seaside hotel's rooms with a stunning beach view

Is this the best beach view from a hotel bedroom in the UK?

Pulling back the curtains at the premier sea view rooms at the Pier Hotel in Gorleston, reveals an expanse of sand in a sweeping bay on the east Norfolk coast.

The shoreline is a Mecca for families enjoying "bucket and spade" fun, beachcombing, and walks along the surf line.

And the bay - just south of better-known Great Yarmouth and its harbour - is also popular with sailors, wind surfers and bodyboarders.

This summer Gorleston beach's lush sands, and expansive waters have also hosted two major sporting events. The National School Sailing Association regatta, which attracted 300 youngsters



The beach view from one of the premier seaview rooms at the Pier Hotel in Gorleston.

from all over the country, and a round of the Volleyball England Beach Tour, which brought top international players to the sands.

The Pier Hotel has 21 high-quality bedrooms, including half a dozen with sea views and the stunning Sunrise Suite overlooking the easterly beach, which enjoys some of earliest sunrises in the country.

Hotel manager Margaret Goss said: "The bay and beach views are stunning - all year around, whether it is sunny or stormy, summer or winter."

The rooms are popular with couples, and also business people, she added.

Mrs Goss has known the resort since her childhood and says Gorleston's sands have doubled in width over the years, making it a beach to rival any in Europe.

Gorleston, on the opposite side of the mouth of the River Yare from Great Yarmouth, is a quieter, traditional resort which also boasts cliffs, gardens, a promenade, paddling pool, yacht pond, bowls, tennis, historic theatre and a bandstand, as well as a range of eateries, shops and a small amusement arcade.

Premier sea view rooms at the Pier Hotel start from £115 a night for bed and breakfast.

For more information, prices and booking phone **01493 662631** or email **bookings@pierhotelgorleston.co.uk**



Unspoilt sands at Gorleston beach.

Wizard new website for Merlin's bar

A seafront sports bar is promoting its facilities through a new website.

Merlin's Sports Bar is on Great Yarmouth's Golden Mile. It offers bar food all day, live sport action on big screen TVs, and a chance to play snooker, pool or darts.

It is a sister business to the resort's Pleasure Beach, which is one of the top 10 UK free entry amusement parks attracting more than 1.1 million visitors.

Merlin's has a first floor balcony with stunning views over the seafront and

sea. It also offers a function room, with no charge, for family occasions catering for up to 2000 people.

The complex has nine pool tables, an American pool table, nine full size snooker tables and two match play dartboards. There are also weekly Tuesday evening poker sessions of Texas Hold'Em.

Merlin's, which is open seven days a week from 10am to midnight, runs a membership system, with applications through the bar. Holidaymakers can also apply for seasonal membership.

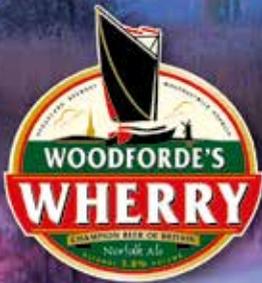
Manager Paul Nash and his team welcome visitors to sample the facilities before joining. Call **01493 856150** or email **merlins.magic@aol.com** for more information.

Merlin's new website, created by Innscribe publishers TMS Media, is easy to use and has a bright image-led design which provides up-to-date information.

www.merlinssportsbar.co.uk



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A place to stay and dine through all seasons

An award-winning hotel is adding some “seasoning” to its fine-dining with a rebrand of its restaurant.

Park Farm Hotel and Leisure at Hethersett has continued its ongoing refurbishment with new décor in its 70-seater restaurant.

It is now called Seasons to reflect the hotel's farming origins and surroundings, and the seasonal produce on offer all-year-round.

Hotel general manager Richard Bond said the restaurant décor now reflected the Georgian

style of the house at the centre of the leisure complex, which also includes seven conference rooms, and 53 bedrooms.

The restaurant, which has all new lighting too, serves rosette-worthy meals, with the chefs continuing to push their boundaries and create exciting new dishes.

The hotel's chef de partie Harry Dawes was a finalist in the Norfolk Food and Drink Awards 2016.

The 20-year-old from Dereham was runner up in the New Face of Norfolk category.

Executive chef at Park Farm David Bell praised Harry for reaching the final and commended his approach to his career in the food industry.

“Harry is a forward thinking, creative and very imaginative young chef with a great future, adjusting to his first role in a busy hotel kitchen and is thriving on his new challenge.”



Harry Dawes, chef de partie.

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New football partnership kicks off

Park Farm is also on the ball as the football season gets into full swing - having been named as the official hotel provider for Norwich City Football Club.

The venue will partner with the Canaries for the next two seasons - with branding around the Carrow Road stadium on match days and will also sponsor defender Ivo Pinto.

Fans can expect to see exclusive offers for City supporters throughout the season.

Park Farm general manager Richard Bond said: "Park Farm Hotel's close relationship with Norwich City Football Club will continue this year with us

becoming the team's official hotel provider.

"This gives us the opportunity to offer fans and visiting supporters the experience of luxury we offer all of our guests.

"We are proud to support Norwich City Football Club as they look to make their journey back to the Premier League."

Norwich City's head of partnerships Stephen Hobin added: "We are really pleased to announce this new partnership with Park Farm Hotel.

"The facilities are superb, the food is excellent and the service exceptional. We look forward to working closely together and



Ivo Pinto (centre) with Michael Bannister (left) and Richard Bond from Park Farm.

building a long term relationship and we would encourage supporters to check out their special offers throughout the season."

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Wig and Pen cricketers lift summer social cricket title

Pub cricketers from a Norwich freehouse are celebrating winning a summer social competition.

The Wig and Pen has lifted the Wolf Brewery trophy after triumphing in the final of the Pub Cricket contest for members of the Norwich Inns buying group.

It is the second summer the group has run the competition, with Wolf as the new main sponsor this year.

A dozen teams took part in the contest, which is supported by



Winners Wig & Pen.

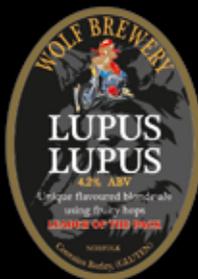
the Norfolk Cricket Board as part of its drive to get more people playing the sport.

The finals evening, at Eaton Park in Norwich, saw four group winners (George Hotel, Chalk Hill

Brewery, Cask and Craft and Wig and Pen) battle it out to become 2016 champions.

Wig & Pen won the toss and invited Chalk Hill Brewery to bat first. With the score only on 101 after the first pair Chalk Hill Brewery

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Cameron McLaren receives the winners' trophy from Wolf Brewery sales manager John Smith.

were on the back foot - but the final two pairs drove on through the remaining six overs to provide a very respectable score of 164.

The Wig & Pen batted solidly throughout their reply and were never in danger of falling behind the required run rate. Wickets were kept to a minimum throughout the innings which meant the scoreboard continued to tick in the right direction blunting the Chalk Hill Brewery bowlers despite their best efforts.

In the end the Wig & Pen finished on 180 from their nine overs to win the match by 16 runs and take the 2016 Pub Cricket League title.

Its winning squad was Craig, Cameron and Robert McLaren, Jack and Ed Masters, Joe Fearnley, Tom Oldroyd, and Gavin Cowe.



Bowled - a wicket falls in the final.

In the semi-finals Wig & Pen (175) beat Cask & Craft (159) by 16 runs in thriller which went to the final over, while Chalk Hill Brewery (176) beat the George Hotel (164), who were 2015 champions, by 12 runs.

The competition welcomed back 10 of the 12 teams that took part from the first year of the competition who were joined by newcomers Gardeners Arms/ Murderers and Chalk Hill.

Wig & Pen owner, and secretary of Norwich Inns, Craig McLaren, said: "Our team were thrilled to win the title, which is a bit of fun sport during the summer.

"But the main aim is to bring people and pubs together in an enjoyable event which also promotes the sport."

Norfolk Cricket Board competition organiser Lewis Denmark was delighted with the competition, saying: "Whilst cricket in general struggles to retain and attract new players at the moment, these new initiatives and competitions like this are growing with popularity which can only be good for the future of the game.

"We are very grateful to the 12 teams who took part, Norwich Inns, and main sponsor Wolf Brewery who make this competition possible."

Wolf Brewery office manager Des D'Souza said: "We were delighted to sponsor the event and trophy. The matches were competitive but played in great spirit."

Wolf also provided a barrel of Golden Jackal ale for the finals night.

Cricket guests enjoyed runs and sun

Owzat! There was a rare victory for Norwich Inns v The Weather in July when 120 members and their guests gathered for the organisation's annual visit to Horsford Cricket Club.

It was a record attendance at the event, which has often been hampered by bad weather. This year's match between Norfolk and Buckinghamshire, however, took place under a cloudless blue sky in temperatures topping 30 degrees.

In addition to an excellent lunch and plentiful liquid refreshment there was an abundance of fine cricket, with Norfolk recording a handsome 239-run victory.





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Golfers are on the ball in fundraising drive

Golfers at Bawburgh have given Norwich Inns' charity of the year a big boost - along with a Norfolk cancer cause.

The annual charity golf day at the Bawburgh course raised £6,023.86, which is one of the best totals in recent years.

The sum from the Norwich Inns member venue was split between It's On the Ball - the buying group's chosen charity for 2016 - and Big C, the Norwich-based cancer support and research charity.



Bawburgh's top year of golf action saw them win the prestigious Myhill Cup for the very first time in the club's history.

Twenty four teams took part in the day which was won by a team from event sponsors Lovewell Blake.

The winning golfers were: Neil Orford, Matt Crawley, Pete

Sturman and Danny Church. The Alan Boswell Group were second and Molson Coors third.

Annual charity days have been running at the course for 20

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Glen Lodge, Marlingford Road, Bawburgh, Norwich NR9 3LU

years and have raised more than £200,000 during that time.

Bawburgh Golf Club business manager Krissy Barnard said: "It is our biggest charity event of the year. We always support the Norwich Inns charity of the year, and another cause chosen through the management team."

The golf club, which has 18 and nine-hole courses, is the oldest part of the business - and members are enjoying a successful year in competitions.

The men's team won the prestigious Myhill Cup beating Feltwell at Costessey Park by 12 holes - a great achievement as Bawburgh had never reached the semi-final before, let alone won the event.

Players included Harry Weeds, Spencer Clarke, Johnny Allen, Lewis Daniels, Chris Ingram, Jake Keeley, Josh Weeds, Brian Dack, Ben Thompson and Karl Parfitt.

The Ladies won the Norfolk Division 3 league with a crucial win against Eaton away.

And the juniors (Amy Taylor, Hannah Thompson, Jack Cullington and Jamie Fox) won the KK Smith Norfolk cup for the third time in the last five years.

Over the years the complex has added a driving range and adventure golf. There is a large pro shop run by Peter Field, and a comfortable lounge café with food, sports TVs and views of the driving range and putting green.

The Glen Lodge clubhouse also hosts functions from murder



Bawburgh Golf Club operations manager Jamie Goose, It's On The Ball chairman Vince Wolverson, Bawburgh business manager Krissy Barnard and managing director Robert Barnard.



Adventure golf fun for the family at Bawburgh's Congo Rapids course.

mystery events to dinners, weddings and wakes.

The most recent addition, the Congo Rapids adventure golf is mainly geared to children, but also proves popular with adults

in corporate groups using the centre's facilities.

"We are a family-friendly golf centre, and aim to attract beginners and juniors for the future of the game," added Miss Barnard.

Inns cash helps cancer charity's online push

A charity highlighting testicular cancer will be helped to drive its online campaign thanks to money raised by Norwich Inns.

Norwich-based It's On the Ball raises awareness and supports patients and their families.

And a push to improve its website, to reach more people, is happening sooner than planned thanks to the thousands of pounds raised by Norwich Inns and its members.

The cause has been the buying group's chosen charity for the year. It has seen some major sums raised at successful golf days, as well as smaller - but equally valuable - events and donations by member venues.

It's On The Ball chairman Vince Wolverson said: "We have enjoyed working with the Norwich Inns outlets over the past few months and we are grateful to all of you who are raising awareness and have held fundraising activities to support us.

"We are currently looking to improve our website so we can add more content, increase our awareness and reach more people online. The funds Norwich Inns has been raising will help us to get this project under way sooner.

"Please don't forget to let us know if you are running any events or fundraising activity over the coming months as we'd love to support it and help you to promote it," he added.

Mr Wolverson thanked Norwich Inns for its hard work and continued support, adding: "You are really helping us to make a difference."

An annual charity golf day at Bawburgh Golf Club run by

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Norwich Inns for its cause of the year raised £4,000.

Organiser Anton Wimmer, of the Bawburgh King's Head, said it was an excellent day of 27 holes played in sunny weather, followed by dinner and evening entertainment from comedian Ian Richards plus an auction.

Overall team winners were Norfolk Cricket Board (Kevin Denmark, Lewis Denmark, David Bowker, Matthew Taylor) with 91 stableford points.

Individual winner was Daniel Cotton (20 handicap) from Coca Cola with 45 stableford points. A golf day at the same venue, organised by the Barnard family who own the club on July 11th also raised a whopping £3,011.93.

The Whalebone Golf Day was held on July 17th at Sprowston Manor and raised around £700.

The Pier Hotel in Gorleston raised £614.30 with their Easter raffle.

The Trafford Arms also raised £120 during their Valentine's beer festival.

And Weston Park Golf Club gave a donation of £25.

It's On The Ball has been running since 2013 to highlight the disease which has a 98pc cure rate if diagnosed early.

It aims to broadcast the message for young men to check themselves regularly in the bath or shower and to visit the GP if they find any changes or lumps.



It's On The Ball fundraisers at the Lord Mayor's procession.



Increased awareness has resulted in other organisations stepping forward to help with fundraising.

The charity is the Norwich Civic Charity for the year chosen by the Lord Mayor and Sheriff. The It's On The Ball bus led the Lord Mayor's Procession through Norwich in early July collecting donations totalling just over £3,000 with £2,998 from the parade and a £200 donation from the Great Duck Race.

The visit of the national Winter Ale festival to Norwich in February, hosted by the local branch of the Campaign for Real Ale, will also generate cash for the cause, as will a charity lunch at North Walsham Rugby Club in November.

The rugby club and the TSB Norwich branch have also chosen It's On The Ball as their charity of the year.



Winners - Norfolk Cricket Board's team Matthew Taylor, Lewis Denmark, David Bowker and Kevin Denmark, who won the IOTB event.

Contact

It's On The Ball is keen to hear from people planning any fundraising events for the charity, or who have concerns and need advice or support
 Phone **01603 288115**
 Email **info@itsontheball.org**
 Follow on **Twitter @itsontheball**
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 Web **www.itsontheball.org**
 Donations can also be made through the website or by text
IOTB14 £5 (or £10 or £15) to **70070**.

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Superheroes and Bubl  in the festive mix

Spiderman and Catwoman could be among the guests at a North Norfolk hotel when the festive party season gets into full swing.



A Superhero-themed party night kicks off the action at the Links at West Runton on December 3, before a month of fun events featuring 80s, 90s and disco music, along with a live Michael Bubl  tribute.

The nights combine a three-course meal with entertainment until 1am.

Prices range between  19.99 and  28.50.

Programme:

Saturday December 3 - Superhero party night
 Friday December 9 - Michael Bubl  Christmas tribute featuring Dale Bullimore (pictured)
 Saturday December 10 - Back to the 90s party night
 Thursday December 15 - mid-week disco party night
 Friday December 16 - Back to the 80s party night
 Wednesday December 21 - 999 party night
 Friday December 23 - Top of the Pops Party night
 Boxing Day - Bubl  at Christmas
 New Year's Eve - dinner dance

The Links is also hosting private disco party nights at its Hole in One sports bar and grill with a two-course carvery from  19.99 per person. The hotel is part of the Mackenzie Hotels group which also includes the Dales at Upper Sheringham and Sea Gate at Overstrand.

For more information call **01263 838383** or visit **www.mackenziehotels.com**

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New music event starts on a high note

A brand new seaside music event is set to be repeated after a successful debut which also generated plenty of notes for charity.

Unplugged by the Sea showcased the talents of 29 acts at the Crown in Sheringham over a weekend in September that attracted hundreds of music fans to watch and listen.

It was set up to raise funds for the Weybourne Unit at the Norfolk and Norwich University Hospital.

The family-friendly event was organised by Ben Carpenter



Audio Jack in action at Unplugged By The Sea.

from Overstrand and his girlfriend Loren Allen from Norwich, who were inspired to run the money-spinning event after Miss Allen's father, Kevin, used the unit while having chemotherapy.

A bucket collection of £1,177.27 will go towards the renewal of a music licence at the hospital unit, so patients can enjoy songs and tunes during their treatment.



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Chad Mason.

Miss Allen said: "The support we have had has been truly overwhelming. The cause we were raising money for has struck a chord with so many people, and it was a pleasure to have been approached by members of the public who are or have been in a similar position to my family.

"I am astounded by everyone's generosity and hope that we can pull together as a community again to support other causes in the future."

Mr Carpenter added: "We had constant praise all weekend. Holidaymakers loved it. The weather was awful, with rain and wind, but we had a great marquee and with music and ale it was soon a great event."

There was real team spirit among the organisers and supporters, with people - including a holidaymaker, member of the crowd, and compere Chad Mason - stepping in to perform to replace last minute cancellations.



Pirate Radio.



Voicemale.

Acts ranged from ukulele fun and folk to cover bands and a group of a capella singers plus DJ Hagster doing a Saturday night Motown set to get the crowd dancing.

The event was such a success that plans are already under way for next year's - with August 19th and 20th 2017 already in the diary.

"The bands all want to play again next year and the landlord (Bob Brewster) was so happy

he's asked us to do it again too," added Mr Carpenter. Mr Brewster, who provided food and drink for the acts and supplied the marquee and sound system, praised the variety and high standard of the music over the weekend.

The event was also sponsored by Graphic Edge, Starlings, The Sticker Factory, First Response Fire Protection and Electric and local shops - Morrisons, QD, Sainsburys and Tesco.

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Brewery hosts top cycling stars

Cycling fever has been brewing at a Suffolk company best known for its beers.

Adnams brewery in Southwold provided the official beer - Ghost Ship - for the Tour of Britain and the Women's Tour, and sponsored the Best British Rider award at both prestigious events.

The Women's Tour was particularly special for Adnams as the Grand Depart took place in the brewery with riders going through the brewery yard and under the Swan Hotel arch

before making their way onto the High Street, where the route took them onto the A12 and off towards the finish in Norwich.

The two Adnams trophies were presented to Lizzie Armitstead for the Women's Tour and Steve Cummings for the Tour of Britain.

And the brewery also launched a limited edition Ghost Ship energy gel, which was launched at the NEC Cycling Show in September.

The product aimed at cyclists will be a limited edition through this winter, in collaboration with fitness experts TORQ. The gel is slightly alcoholic but a cyclist would have to take 34 gels to get the equivalent of a half pint of Ghost Ship.



Adnams' Emma Hibbert presents Lizzie Armitstead with her trophy.

Pennies make pounds

Adnams is celebrating achieving half a million charitable donations made via Pennies in 2012, raising over £120,000 through purchases of wine, beer, spirits and kitchenware across its 13 stores.

More than 500,000 donations have been made since Adnams began working with Pennies in 2012, raising over £120,000 through purchases of wine, beer, spirits and kitchenware across its 13 stores.

The scheme provides customers with the option to round up their purchase to the nearest pound and donate the extra change to charity, based

on the idea that small change, when collected together, can make a big difference.

So far Adnams has donated to 14 different regional and national charities including

emergency appeals and local community causes, all of which have been nominated by the Adnams Store employees; current donations are going to the Norwich-based cancer charity, Big C.



Stonking good flonking summer

Beer-soaked cloths flew around the garden of a Broads pub as it hosted an annual fun event.

The Dog at Ludham has been the home of a Dwile Flonking World Championships for eight years.

The game sees a spinning flonker trying to hit one of a ring of jumping opponents with the soggy missile to score points.

It has been happening at the Dog since 2009 when holidaymaking regulars Sue and Peter Hancock from Coventry suggested it.



Flonking in full swing outside the Ludham Dog.

Publican Lorraine Clinch, who runs the inn with husband Geoff, said: "It's great fun, creates a good atmosphere, and attracts a crowd - including many holidaymakers - to watch the action.

"We would like to expand it and make it an inter pub competition.

"The trophy (a chamber pot, which is also used to soak the dwiles) is on display in the pub. We get a lot of questions from customers asking what on earth flonking is, so we have done a leaflet to explain it," she explained.

This summer's winners - for



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the third time running - were the Pippin Flonkers from the Hancock's' home pub.

The Clinches have run the Dog for nine years, having previously been customers and neighbours.

"We used to live next door, decided to buy it when it came up for sale and it is going very well," Lorraine explained.

It is popular with holidaymakers visiting the Broads but is also busy all year round.

Mrs Clinch said that for the first time they were keeping a chef on outside the summer to boost the food offer in autumn and winter - providing home-made hearty pub fare.

She was also proud of its five-star food hygiene ranking - and

being included in the Good Beer Guide for the first time, in recognition of its well-kept ales.

The Dog supports charity through a weekly quiz - with the winners deciding where the proceeds go - normally a mixture of the Norwich Inns cause the year, or a fund to help villagers in need.

It is also hosts regular live music, and twice a year a group of Great Yarmouth folk fans camp on the field next door and entertain customers with their songs and tunes.

In February the Dog is also visited by a group of canoeists, who camp and drop in to eat and warm up with a drink. They are called the Frostbite Mob.

To find out more about the Dog visit www.thedogpub.co.uk

Dwile flonking rules

The flonker stands in the middle of a circle made by the other team, which moves and leaps into the air (girting).

The flonker spins in the opposite direction and uses a stick (driveller) to launch the beer sodden dwile.

He scores three points for a head hit (wonton), two for above the waist (morthor) and one for below the waist (ripper). A miss is a swadger.

If the flonker misses with both his shots he pays the forfeit of having to drink a beer (or pour it over his head).

The referee (jobanowl) may call a foul flonk if the rules are infringed.

Before and after the game the teams can sing the traditional flonking song (excerpt below).

Verse 1: Now here we'em be boys, now here we'em be, With our dwiles and our drivellers, dwile flonkers are we.

Now you know how to play boys, so hear what I say, Grab a hold of that driveller and shout "dwiles away!"

Chorus: 0 Drivel-i, drivel-i, drivel-i-aye



Champions - the Pippin Flonkers.

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Rural pub is a vegan and veggie chart topper

A country pub in Norfolk is a regular in a national top 10 chart of the UK's best vegan and vegetarian-friendly eateries.

The Brick Kilns at Little Plumstead has been serving vegetarian options for 30 years - long before they became a regular feature of pub grub menus.

Publican Paul Anderson-Cowles explained: "I started it because one of my pals became a vegetarian, and we like to offer a wider choice than the norm.

"And, a lot of non-vegan and non-vegetarian diners also enjoy sampling the delicious vegetarian food when they see the choices," he added.

Typical dishes include: nut goulash, cheese and lentil loaf, vegetarian toad in the hole, Stilton and mushroom pasta, spinach and lentil pie, spicy vegetable crumble and chilli bean casserole.

The quality of the offer has seen the Brick Kilns listed into the top 10 UK vegan / vegetarian-friendly pub restaurants by PETA (People for the Ethical Treatment of Animals).

It has been a fixture in the list for several years and was commended for providing customers with "delicious, healthy and humane vegetarian options" and "delicious vegan food".

The pub also does gluten-free food - and beer - but prides itself on all its menu, particularly fish, which is delivered daily, and fresh vegetables.

Mr Anderson-Cowles has run the pub since December 1972, and is only its second landlord since 1931.

The Brick Kilns is more than 400 years old. It provides a "pubby" feel with wooden floors, stools, bench seats and four cosy real fires, where people can just drop in for a drink.

But it also has a restaurant and an airy garden room with views

across the fields which is also a popular function venue for wedding receptions, wakes and family occasions.

The pub has quadrupled in capacity through extensions and improvements during the Anderson-Cowles' ownership. It also has three fully refurbished guest bedrooms.

And Mr Anderson-Cowles stressed it was definitely a case of "business as usual" after repairs to a front wall caused by a car crash in the spring.

The Brick Kilns is open from 11am to 11pm, serving meals at lunchtime and evenings. Dogs are allowed in the bar. It is on Norwich Road at Little Plumstead, NR13 5JH. Call **01603 720043** or visit **www.thebrickkilns.co.uk**



Paul Anderson-Cowles at the bar of the Brick Kilns.





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Pub toasts new town hall bar venture

An historic pub is now serving drinks in a heritage-steeped town hall as the business expands.

The King's Arms in Northgate Street, Great Yarmouth, sits in the shadow of the impressive Minster - the largest parish church in the country.

Now owner Micky Pywell has added another string to his bow, launching M&M Bars with partner Mel Rooke.

It is running bars in the landmark Victorian Gothic-style Town Hall, which, as well as being the borough council meeting

place, doubles as a function and wedding venue.

Mr Pywell said the new venture was started to help a friend, Tyrone Harrold of Whelan Catering, who provided the catering at the civic building.

The biggest event so far was a September reception marking the town's 60th anniversary of twinning with Rambouillet in France.

M&M served drinks on arrival and wine at the table as hosts, guests and dignitaries enjoyed a meal in the Assembly Room.

Mr Pywell took over the King's Arms 11 years ago and said it had gone from strength to strength, helped by its location, range of facilities and through being a comfortable, family-friendly place.



The building, at 229 Northgate Street - close to the Market Place - dates back to the 16th century and has a walled garden with views of the Minster spires. It also runs themed nights throughout the year and live music sessions.

Find out more at www.thekingsarmsgreatyarmouth.co.uk or call **01493 843736**



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Rooms with a link back into history

A 17th century country freehouse has flagged up its historical links on the doors of its bedrooms.

The King's Head at Bawburgh is a former coaching inn dating back to 1602.

So when it added six bedrooms it named them after people with connections to the pub, the village, and Edward VII, the king whose good-living lifestyle it seeks to reflect.



They include Walstan - in tribute to Saint Walstan, who was born in Bawburgh in the 10th century.

He is the patron saint of farm landlords, whose imminent death was foretold by an angel. When he asked a priest for his last rites, no water was available but a

miraculous spring welled up on the spot.

St Walstan's Well in Bawburgh is the only one of the legendary springs that remains identifiable. His body was taken into the church and several miracles were recorded.



Award-winning dining & accommodation
Boutique styled interiors
Picturesque village of Bawburgh
Come and visit!

The King's Head at Bawburgh has undergone extensive renovation work. This month, 17th Century Freehouse and Inn now boasts six beautifully appointed en-suite rooms.

What is a real achievement, is how the space at the King's Head has been utilised, there isn't an extension but the original building has been cleverly divided to create six en-suite bedrooms with super en suites.

The result is simply stunning, you have rooms with original timbers and trusses, set top quality en suites with large power showers and deep baths. Together with big comfy beds with hand stitched, pocket spring mattresses and super soft pillows.

Each room is offered on a bed and breakfast basis.



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Anton Wimmer.

Pub owner Anton Wimmer said it had been a long-running ambition to convert the old disused upstairs floor, a project masterminded by his wife Tet and interior designer Tami Collins.

However, he stressed the King's Head was not a hotel, but "a country pub inn where you can enjoy good food and stay the night."

Stripping back the walls uncovered old features and carvings, so it seemed right to name them after historical figures.

The expansion had also created new jobs, taking the staff to about 20.

The King's Head has been in Mr Wimmer's family for 33 years, having initially been run by his parents Tony and Pamela.

During the heydays of the racket sport squash in the 1970s and 80s, the pub was a centre of excellence hosting one of the region's top clubs - having been started by keen player Tony.

The courts are still there but could become further bedrooms in the future following the decline of the sport.

Mr Wimmer said the King's Head was proud of its 2 AA rosettes for food and 4 gold stars for accommodation - as well as its reputation as a welcoming watering hole for allcomers.

"It is a place for a glass of wine and snack, a full meal; we have dog-friendly areas, and cosy wood burner fires in winter. We hope the King's Head is full of character and warmth."

Its customers are a blend of couples on weekend breaks, locals, diners coming from far and wide, and corporate visitors to local industry and science parks in the Norwich area.

"We have invested a lot over the past two years and it is paying off, because we have never been busier," said Mr Wimmer.

Find out more about the King's Head at www.kingsheadbawburgh.co.uk or call **01603 744977**.

Bedroom history

The other rooms are:

Blyth:

Sarah Blyth (1829 - 1853) - the first lady licensee and innkeeper at the King's Head.

Keppel:

(pictured below) Alice Frederica Keppel (1868 to 1947) - British society hostess and long-time mistress of King Edward VII.

Langtry:

Lillie Langtry (1853 - 1929) actress, producer and mistress to Edward VII.

Morgans:

Morgans (1894 -1929) - first brewery at the Kings Head.

Tilney:

William Tilney built the Kings Head in 1602 and three generations of the Tilney family ran Bawburgh mill.



Group meeting is a real "training" event

A steam railway provided the platform for Norwich Inns' quarterly meeting.

Forty members met at Whitwell and Reepham Station for their regular update, combined with a train ride and a taste of beers for the coming season.

After the business part of the strategy meeting members enjoyed buffet refreshments at the venue in the function room, and on board a dining carriage, hauled by steam loco Victory.



Norwich Inns members board the train for their beer sampling trip along the track.

Heineken representatives showcased their range of global beers, while Woodfordes Brewery from Woodbastwick in Norfolk provides samples of three ales - Boudicca, Reedlighter and Norada, named

after one of the local fleet of wherry boats.

Norwich Inns secretary Craig McLaren said it was an enjoyable day that provided information and a chance to

2016 EVENTS

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GLAMTASTICS 2nd December 7.30pm-late
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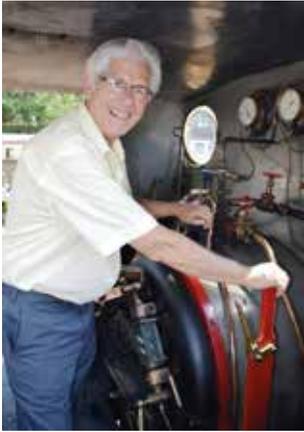
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WHITWELL & REEPHAM STATION

www.whitwellstation.com



Cask and Craft landlord John Burroughs at the loco controls.



Woodforde's head brewer Belinda Jennings pours for a tasting session on the train.

meet fellow members - at a venue which is also part of the 60-strong buying group.

Formed in 1982 Norwich Inns provides bulk buying power to a range of pubs restaurants, hotels, golf clubs, holiday centres and attractions across Norfolk and Suffolk.

Railway owner Mike Urry said he was pleased to host the event and show the work progressing with the development of the station.

Getting steamed up for Santa

Santa specials run from December 16-22 and tickets cost £12.50.

Santa is set to make a seasonal appearance at a mid-Norfolk steam railway station.

Whitwell Station's steam preservation track and platforms are also an all year-round events venue from music festivals to weddings.

And the autumn and winter see the station host a Halloween party for children and a series of Santa special days.

December signals the arrival of Santa in the station house, where he will hand out presents to all youngsters under fourteen years old after families enjoy a train ride, with seasonal refreshments of mince pies, sherry, mulled wine and soft drinks.

The station grounds will be a winter wonderland with trackside rides including carousels.

The venue was also trimmed up with spiders and cobwebs for some Halloween fun for children as it becomes a popular all-year-round venue for a growing programme of events appealing to more than just railway history fans.

During the winter it is running Steam Sundays on November 6 and December 4 - which offer a chance to ride on the train from 12.30pm, and also to sample the footplate through a £50 driver experience. The railway chalked up its 100th 30-minute driver experience this summer.

There are also free-entry parties on Christmas Eve and New Year's Eve.

For more information and tickets visit **whitwellstation.com** or call **01603 871694**.



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Crown brain power boosts charity

How much charity cash have the brainy quiz-goers of the Sheringham Crown raised over the past year?

Time's nearly up.

The answer is ... £2,175. And the lucky cause to benefit this year is Age UK Norfolk, who will use the cash to help scores of people living with dementia in the county.

Regular Bill Hartland organises the sessions for the seafront pub's nominated charity. The total is bolstered by a Christmas raffle organised by Christine Tew, with prizes donated by quiz team members and local traders.



Sheringham Crown landlord Bob Brewster, quiz organiser Bill Hartland and raffle organiser Christine Tew, with Age UK Norfolk's Helen Chapman, Amanda Bell (Sheringham charity shop manager) and van driver John Withers.

Bill, Christine and landlord Bob Brewster handed over this year's proceeds to Age UK Norfolk's fundraising relationships and events manager Helen Chapman, who thanked the Crown quizzers.

The money will be spent in Norfolk on services including: dementia, information and advice, telephone and befriending.

Mr Brewster thanked his customers for their generosity in raising such a large amount for Age UK Norfolk.

This year's fundraising is under way - to be split between two causes The East Anglian Children's Hospice and children's bereavement support charity Nelson's Journey.



Great Local Food



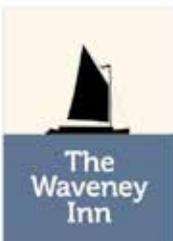
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