

This year felt like it was going to be a good one before it had even started. The organising team expanded last year with the arrival of Carlotta and Nick who were nicely bedded in for this year, Jess and Riddy were promising big things on the catering and merch front, and we were all really excited about the charity we had chosen, NOURISHING NORFOLK.



The cool Easterly winds were keeping the North Norfolk coast pleasantly temperate. OK, May and the first half of June have been bloody freezing! As a result, the sea temperature has been a bit nippy, but it came good in the end with plenty of people out practicing in slightly warmer waters. We had some good swim run-throughs with RACHEL HUNTER taking swimmers out to show them the tidal ways. Those out practicing the bike ride over the last weeks found challenges beyond the cold NE wind in the form of

endless road resurfacing work and we very nearly had to re-route the bike ride. Again, the Superhero Gods came good in the end and, despite having planned two Superhero routes this year, we were able to settle on the normal bike route. For a brief moment, some of you thought you'd be getting off lightly. Not to be! Runners at least took comfort from the fact that the dreaded NE wind would push them home.

NEW FACES

There were plenty of new faces. Just under half the teams who competed were in the same pairings as last year. They were 29 new teams who hadn't taken part in 2022 although many of those were blasts from the past. The balance was made up of people who had swapped their partner for someone faster, prettier, younger or friendlier! Within the pink ranks of marshals, just over half were new to the world of Pink Ladying, and one quarter had been participants in the past. All of this has been made possible by the new Elegant Pass system we introduced this year. Many of the 2022 gang went Pink this year and are ready again to take up their 2024 spot. We REALLY hope some of the 2023 participants will be willing to do the same for 2024/2025. It makes



a massive difference to being able to get more people involved and we believe it also gives the charity a nice boost from the presence of new faces.

NSH DAY -3



On Wednesday, dressed in woolly hats and feather down coats we had the PORVAIR marquee up and majestically towering over the picture-perfect village of Burnham Overy Staithe as well as the trusty FAKENHAM SKIP and essential BROADLAND TOILET facilities tucked neatly in the corner. The field was looking perfectly manicured, thanks to TOM NORMAN who had been mowing every week for the last few months. ALEC LOCHORE of MUSKETEER EVENTS had erected the flags and PHIL ELLIS, BOBBY LAPPING and RUPERT FOX transformed the field into a fitted out kitchen bar and quadrathlon venue. Luckily, we had a new recruit in Superhero land in the guise of last year's excellent barman DOM BIDWELL, who has been instrumental in bringing in the new bar sponsor for this year, the CHESTNUT GROUP. Dom also came to our rescue with a desperate last-minute dash to pick up our merchandise which was stranded near Norwich in his large Sprinter van.

NSH DAY -2

By Thursday, the temperature had still not climbed above 12 degrees, despite the rest of the country enjoying balmy Iberian cloud plume kind of weather. We got a bit bored of hearing the howls of anguish and cold as outsiders came over the hill in their silly summer shorts to the

apparent tundra like ice fields of North Norfolk. More muscle power arrived in the shape of the mighty calved JAMES HOLDEN alongside ARTHUR WOODHOUSE and WILLIAM ALSTON who lugged tables and beer barrels, stuffed party bags and even hung some bunting. Did you notice our gorgeous new bunting upgrade? These were all hand-made by the amazing pink lady RUTH SHAH and ironed by EMMA THOMPSON, thank you ladies. MAX and JOHN from the boathouse, were there for us to borrow wrenches, siphon water, provide kayaks and an infectious dose of enthusiasm. EMMA and DOM were unveiling



the new CHESTNUT GROUP bar with fancy new refrigerated trailers by THE BIG CHILLER COMPANY and lavender plants. The SAVILLS sustainability water station was strategically placed for



participants to rehydrate easily. And just like that, JUSTIN DOWLEY's generously provided field was transformed, ready to welcome the 2023 Norfolk Superhero.

Thursday also saw the arrival of the Malibu kayaks from RAT RACE to be added to the sparkly, new pink kayaks we bought from TOOTEGA in the off-season last year. Tootega was incredibly kind with their discount for the Superhero and we can't thank them enough. When combined with LES COLLINSON'S Tootega kayaks from HUNSTANTON KAYAKS, we had just enough of the new style kayak to work for the Dame Edna and Lady Hamilton. Sorry boys, you just had to keep pushing on with the hefty Malibus.

NSH DAY -1

Friday morning and HARRY CORY WRIGHT arrived with a piece of wood he had pulled from the creek, then polished and sculpted into a beautiful new Spirit of the Superhero trophy. KATE from ERPINGHAM FARM FLOWERS bought reams of Peonies to be mixed into JESS's handpicked flowers by VICKY RINGER and we were throwing IBBI table clothes round the marquee like confetti. Mark and Simon headed out with the flags to set the kayak and marsh course - Mark proudly announcing he made the marsh the hardest yet but the Union Jacks were not only all the right way up – thank you Simon -



but also in a wonderful straight line from the HQ to the Houseboat. Meanwhile PHIL ELLIS and WILL GARNETT headed out onto the bike course armed with spray paint and brushes to set the bike course out for you all. What a relief we were on the original course. The amazing Ruth Shah rode the course in the morning just to do a final double-check on everything.

TRI HARDER turned up and made the field look less like a wedding and more like a sporty event with their shiny new sprockets and impressive looking goggles. The NORFOLK COMMUNITY FOUNDATION crew arrived with their NOURISHING NORFOLK charity marquee and the kitchen crew chopped and stuffed and prepped the supper for 300. Check-in opened at 3pm and participants started arriving, looking around, red nosed, alarmed and goose bumped at the apparent 12 degree temperature drop from inland. Old timers mixed with newbies. There were so many children who had grown up watching their parents take part, and who were now entered in the Wensum Cup alongside their parents. COKES, GURNEYS, STOCKS, ELLIS, RINGERS, LAPPINGS, LOCHORES, all had at least two members of the family taking part. The MILNERS had 4 members of their family ready and raring to go! Fathers and daughters, mothers and sons, girlfriends in their 50s, young fit looking buggers, middle-aged, not so fit looking buggers, an ex-England rugby player, a few pro triathletes, a handful of school leavers and we all agreed it was great to be there, even thought it was a bit cold.

The fabulous WEBB'S JEWELLERS Pink Ladies were lined up in the new, more spacious marquee check-in area, to guide everyone through the process, hand out the participants' BOMBAY SPROUT goodie bags, calmly negotiate the bagsing of kayaks, secretly guess the size for the very green

participant t-shirts, discuss back rest etiquette, navigate the kayak zoning and generally have a lovely time reacquainting with once a year friends. It was so good to have SARAH WALLACE back as Queen of HQ and MADDIE the MERMAID on medical check-in.



We had ten James's, ten Bens, nine Marks and eight Bobs and Robs, that's nearly a quarter of you boys! The girls were slightly more varied in their names with Emily and Lucy notching up three apiece. Mark, Lucy and Bob – anyone spot a theme here? We just need a Jessica on the start line next year!

Capt. MARTYN FLITCROFT our risk assessor, who had so kindly been in the village recently giving first aid training for the second year running to Pink Ladies, turned up and Simon, Mark and Nick were able to start the Safety Briefing with a word from the Nourishing Norfolk charity as well.

The Kitchen Crew under the leadership of SARAH SHAPEERO-LOWN included WENDY UTTING, NATALIE ROWE, NICKY BIDWELL, SUSIE BARTRAM, LAURA BOWDEN and VICKY PATTON who had all donated those incredible homemade cakes to the Cafe. Not to blow the catering trumpet too hard, but this was an exceptionally impressive ensemble. Woe betide anyone to go into that galley workspace without a laser-like ability to cook and serve excellent grub.

Over the two days, we notched up....

- 300 Friday Suppers
- 250 Bacon and Sausage butties
- 50 Chicken Shwarma Wraps
- 100 Marshalls Lunches
- 300 Tea time cake slices
- 500 Prizegiving Suppers along with delicious hog roast from GRAVES the BUTCHERS of Briston.

That's 1,500 meals served by those delightful ladies over the weekend. Although we say it ourselves, we thought it was damn delicious!



NSH DAY

Saturday morning dawned and the Iberian cloud plume seemed to have made it through the South Creake traffic lights and over the hill all the way to the field. Woolly hats were thrown aside, suncream was liberally applied, and the water taps pumped hard across the field. The participants



were asked to arrive at check-in from 8am, for an unusually late start time of 11am. This, many people told us, meant they missed lunch which I would personally find very disappointing. Luckily the smell of bacon, sausages and fried onions was wafting across the field from the direction of the SUPER CAFE to make everyone feel better.

As the WATTON Pipes and Drums band entered the field, resplendent in tiger skin and tartan, adrenaline levels began to surge and the day seemed upon us. The walkers set off down the sea wall out to the beach. BOAT MARSHALLS were asked to gather the boat parties. Skippers JOHN THOMPSON, TARA DOUGLAS HUME, JOULES SHERIDAN, JAMES BASSETT, PETER BECK, AVRIL EDWARDS, RUPERT FOX, BOBBY LAPPING, RUPERT FULFORD, SOPHIE DIXON-SMITH, TOBY CAMPBELL-GREY and CAPT SAM WILSON STEPHENS were all afloat and, shortly afterwards,



216 participants were happily assembled on the wet sand at Gun Hill for the count. Out on the water there were kayakers from the WENSUM CANOE CLUB, RNLI LIFEGUARDS, the WELLS RNLI INSHORE LIFEBOAT, NORTH NORFOLK PADDLEBOARDERS and LOWLAND RESCUE boat standing by. These fantastic volunteers all offer their time and kit completely free and we couldn't be more grateful.

The sky was very blue, the tide was coming in slowly with an Easterly breeze that grew stronger by the hour. Green hats were resplendent with the BARRATT & COOKE logo and we were ready.



SIMON started the race at 10:52. The lifeguards were amazing and constantly vigilant as they surrounded the large strung-out field of a total of participants on a small, choppy tide. This year will always be remembered as the year of the pipes and drums, especially by John on the WELCOME ferry as he had the whole band on his boat to play the swimmers in. What a stirring anthem that was. Luckily, there were a few natural breaks in the Run/Swim with some good sand bank walking tactics employed by most of the field.



SWIM

The fastest swimmers were Spike Buchan and Paul Lamont with a time of 18.08, closely followed by Kimberley Halton-Farrow with a time of 18.55. Spike was out of the swim first but was overtaken on the run in to the timing mat. It might have been something to do with the fact that CAMILLE and LYNNE had been sweeping that road of sharp little pebbles all morning. But much more likely is the story that he was waiting for his speedy swimming wife Sarah (19.35).

In the swim, the top four swimming times last year were faster than this year's fastest, although exactly the same number of swimmers swam sub 25 mins.

KAYAK

On to the GRESHAMS kayak leg and SAM CURTIS was in charge in the field, lending his voice to all matters needing noise, especially the Gresham's boys who did a marvelous job of moving Kayaks around the transition zone in extra



quick time. What happens on the kayak course stays on the kayak course but as ever the crafts with a woman on board came out first and the field was beginning to settle into a rhythm. Those sitting in the bow seat of the kayaks were reported to have endured

repeated slaps in the face from a combination of the Easterly wind and the waves. Some took to wearing googles it was so wavy. We saw plenty of people adopting strange kayaking techniques, lying on their backs, on their fronts or kneeling up. It made for quite a sight. Mad Maxy in a way! 35.16 was the winning time set on the short course by Benedicte Sampson and Harry Hitchcock and 47.57 was a very fast time, set by Chris Beck and Toby Morrell, to take the men's kayak trophy.



Just six Long Course teams went sub 50 mins this year, compared to 26 teams last year. At the other end of the timescale, just six teams last year took 1hr+ whereas we had 22 male teams



banging it along in over an hour this year. On the Short Course, it was the same story, just 11

teams went sub 40 mins this year, compared to 36 teams last year. An easterly wind theme to the day was starting to emerge.

Back in the field, the Victoria sponges were flying out of the Super Cafe and the chicken shwarmas were sizzling on the grill. Sandy and Dave, the Norfolk coffee peddlers were selling their beautiful original pottery cups of superb coffee. As the field slowly transitioned to the bike, the sun started to really hot up and the wind started to get its feet under the table. In the field, we were happily being serenaded by another great local band, the FOREIGN LOCALS. The bunting blew and the bar began to get busy.



Bike teams were beginning to head out onto the RQ CAPITAL bike leg and were quick to forget that a hefty tailwind was pushing them down towards Burnham Deepdale. Back-marker bike riders, new for 2024, started to join the throng, resplendent in their Pink Lady t-shirts.



All was good....but a shock was waiting for the riders as they neared Sandringham. The painful Sandringham drag, heading west into the strong easterly wind with the sun beating down, bit hard.

Speeds well into the 20mph+ range dropped into the teens and chat started to dry up. Muscles started to cramp and electrolytes were sucked down.



Top marks go to our TMO team out on the roads enabling cyclist to cross dangerous junctions a little more easily under the watchful eye of the Pink Ladies. Superb work was done by CHARLIE and MADDIE WARD on the brush, getting rid of excess gravel on the course.

We had five back-marker riders out on the course, past participant NA HANSELL, CHRIS HURCOMB, KEVIN KING and last year's Champions, DAVID HORTON FAWKES and BEN HUNTER WATTS. They kept spirits up, giving out sweeties and wise advice, as well

as changing a few punctures, including one of their own. Back at the front, with a time of 2.07.57 Chris Beck and Toby Morrell were the fastest on the bike. They were beginning to look a lot like a winning kind of team, but could they sustain it? Davina Greenwell and Tim Hansell were the



fastest Dame Ednas on two wheels with a time of 2.12.52 and Annabel Roe and Honor de Winton, fastest Lady Hamiltons on bikes were hot on their heels with a time of 2.24.52.

Overall, on the bike, only half the number of teams on the bike course went under 2hrs 30mins compared to last year. The day was progressively getting warmer out on the course and the most used term from the algorithm was BRUTAL.

RUN

Out on the beach for the HOLKHAM run leg, it was part Marathon de Sables part Lawrence of Arabia, but with added

nudists. Hydration was of utmost importance and our Pink Ladies were being extra vigilant. The shaded nip through the woods couldn't come soon enough and many a team slowed to walking pace as they enjoyed the shade of the pine trees. Turning back onto the beach at Lady Anne's Drive, the sand was deep and soft but with the wind on their backs, participants made better progress. Those heading out and east looked on enviously as they passed those heading back and west.



A big thank you to back-marker runners past participant BRYONY NORMANTON, (the fastest female ever to run the course) and SEAN HENRY who gently encouraged the final runners over the line.

Ben Keeley of BARSBY PRODUCE, and the provider of bananas and apples with his partner Dan Guppy took the run win with a time of 1.07.25. The fastest Dame Ednas were Mark Beck and Sophia Hodges with a time of 1.23.35 and Honor and Annabel were again the fastest Lady Hamiltons at 1.24.33.

Just as it had been on the bike, it was the same with the run. Just 20 teams got home in under 1hr 30 mins compared to half of the teams last year.

Well done to everyone in HQ and to all the PINK LADIES who directed spectators, handed out water, swept the roads, carried kayaks, prepped and cooked multiple meals, manned the radios, packed goodie bags, fixed punctures, checked and cheered participants on their way round, handed out bananas and medals and poured the drinks till late. You are the most fantastic team of people.



OVERALL

Magnificent people - you followed the flags, you heard the drums of the Samba band, you came back to the safety of the field. The NELSON SHANTYMEN were calling you in. TOBY MORRELL and CHRIS BECK were our Lord Nelson Winners, crossing the line in a mighty 4 hrs 40 mins. SOPHIA HODGES and MARK BECK won the day in the Dame Edna in 5hrs 4 mins and the Lady Hamilton was taken by HONOR DE WINTON and ANNABELL ROE who shaded it under 5hrs in 4hrs 57 mins. Looking at the whole field, men's teams who took part in 2022 and who came back as the same pair in 2023 were on average just under 10% slower this year than they were last year. Mixed teams were 6% slower and Ladies teams were 3% slower. Maybe women are just fitter and tougher?! It should be said though that the team who won the Lord Nelson this year were 12% faster than they were last year. That's some serious wheels in those conditions! 5hr teams from 2022 took 5½ hrs and 5½ hr teams took well over 6hrs. 2023 will not be challenging the scorers when it comes to records! Thank you to ABHANA and PINKSTER GIN for providing great prizes for our winners.

MOST IMPORTANT PRIZES

The most coveted prizes have nothing to do with times or performance. This year's SPIRIT OF THE SUPERHERO award went to PHIL ELLIS for his dedication over more than a decade, ensuring we have water in the field, setting up the bar, putting the signs out on the bike course and much more and generally being a huge support to Riddy.

The winner of the PINK LADY award was shared by DANIEL WILLIAMS & ALICE HOLMES whose calm actions in tough conditions will always be remembered.

CHARITY

As you know, an incredible amount of money has been raised for our chosen charity this year, NOURISHING NORFOLK, an initiative of the Norfolk Community Foundation aimed at reducing food poverty in Norfolk. Judy Dow spoke to us all on Saturday at the supper party and told us that the £175k we had raised at that point will help take a huge number of families in Norfolk out of food poverty. The combination of participants and Pink Ladies, sponsors and suppliers and all whom support our event, are a genuine force for good in our community.



FOOD AND DRINK

The night unrolled with fantastic food by our Pink Ladies in the kitchen and Prize giving speeches by Mark, Simon and Nick. THE HOSTE after-party music and dancing kicked off to the sounds of BEN ZAVEN CRANE on decks. Ben's ability to choose a suitable track for each prize winner never ceases to amaze us!

Beer at one point was leaving the bar at a rate of 5 pints a minute - thank you so much to the CHESTNUT GROUP and their fantastic team led by the man himself, PHILIP TURNER, for their generosity in donating all that drink so we could raise more money. Pink Ladies on bar duty have never felt better equipped.

PHOTOS & VIDEO

We look forward to sending you the finished video, which is being edited as we speak by the brilliant GEORGE RYAN. Drone footage and low level sports shots should make for a great edit. Thank you to the photographers, POPPY WHARTON and GABRIELLA ELLIS who were gathering mood shots. Also, massive thanks to the team at MY BIB NUMBER for taking on



the challenge photos for the first time this year. We hope you enjoy seeing yourself in action around the course.

Be sure to access your photos via the MY BIB NUMBER website https://www.mybibnumber.com/gallery/1003. Their facial recognition technology makes it a dream to find you and your teammate, there's a free photo for everyone and the rest of their photos are very reasonably priced. All you need to do is upload a selfie and before you know it, there's a brilliant array of sweaty shots of you to peruse! The selfie route is definitely better than the number route as bibs were mostly worn on your backs.

Much of the story can also be found on our social media so do have a look at the photos there too.



IN SUMMARY.....

2023 was the story of an Easterly wind and a baking sun, set off by pipes and drums and it all felt brutal and fabulous all at once, like a cuddly lion. The spirit of the Superhero shines on at the Norfolk Coast. Thank you to the villagers of Burnham Overy Staithe for their continued support and love. Thank you to Justin Dowley for letting us use his field, to all our SPONSORS for their loyal support and to the marvelous team of PINK LADIES who pour their enthusiasm, creativity and energy into making this event what it is. You are all simply fantastic!

Until next year. Over and out.









SUMMARY OF RESULTS

A full spreadsheet of results is included with this report which should keep even the keenest stato busy over the coming days. For those who are less statistically minded, here is a summary of the prizes announced on Saturday night.

SWIM	Team	Names	Time	
Fastest Swim Male	Rose and the Thorn	Theo Chesney Beales	19.08	3rd
Fastest Swim Male	The Brittboks	Paul Lamont	18.08	1st=
Fastest Swim Male	She made me do it	Spike Buchan	18.08	1st=
Fastest Swim Female	She made me do it	Sarah Buchan	19.35	3rd
Fastest Swim Female	Lastminite,.com	Davina Greenwell	18.57	2nd
Fastest Swim Female	Dashing Dunes	Kimberley Halton-Farrow	18.55	1st
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KAYAK				
Fastest Kayak Male	Norfolking Chance	Rob Ravilious and Stuart Logan	49.20	3rd
Fastest Kayak Male	West Meets East	Henry Gurney and Lex Brun	49.05	2nd
Fastest Kayak Male	Turing Breaks	Chris Beck and Toby Morrell	47.57	1st
Fastest Kayak Female/Mixed	Brancaster Bomberrs	Honor de Winton and Annabel Roe	37.37	3rd
Fastest Kayak Female/Mixed	The Britboks	Lucy Lamont and Paul Lamont	37.16	2nd
Fastest Kayak Female/Mixed	Scrambled Legs	Benedicte Sampson & Harry Hitchock	35.16	1st
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BIKE				
Fastest Bike Male	Flappy Paddles	James Milner and Ron Tsang	2.13.32	
Fastest Bike Male	Fuller and Emptier	Steve Fuller and Nick Folland	2.08.07	
Fastest Bike Male	Turin Breaks	Chris Beck and Toby Morrell	2.07.57	1st
Fastest Bike Female	Brancaster Bomberrs	Honor de Winton and Annabel Roe	2.24.47	3rd
Fastest Bike Female	Scrambled Legs	Benedicte Sampson & Harry Hitchock	2.22.27	
Fastest Bike Female	Lastminute.com	Davina Greenwell and Tim Hansell	2.12.52	
RUN				
Fastest Run Male	West Meets East	Lex Brun and Henry Gurney	1.09.32	
Fastest Run Male	Warham Wanderers	Fred and Kit Hanson-Smith	1.09.11	
Fastest Run Male	Muckwash Lads	Ben Keeley and Dan Guppy	1.07.25	1st
Fastest Mixed or Female Run	1 Fast 1 Furious	Ben Tomlinson and Rachel Hunter	1.24.42	3rd
Fastest Mixed or Female Run	Brancaster Bomberrs	Honor de Winton and Annabel Roe	1.24.23	
Fastest Mixed or Female Run	Gong Lame	Mark Beck and Sophie Hodges	1.23.35	
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ZIMMER WINNER TROPHY				
Fastest mens team with combined age over 100	Hands Body Slide	Fergus Graham and Nick Newbury	5.26.48	3rd
Fastest mens team with combined age over 100	Beer Brothers	Philip and Martin Beer	5.19.30	
Fastest mens team with combined age over 100	The Artful Codgers	Ben Tysterman and Sam Smithee	5.10.47	1st
ROSE JUG (MIXED OR ALL FEMALE ZIMMER)				
Fastest mixed or female team with combined age over 100	Miles Together	Liz and Miles Rimmell	5.55.46	3rd
Fastest mixed or female team with combined age over 100	She made me do it	Sarah and Spike Buchan	5.46.27	
Fastest mixed or female team with combined age over 100	Gong Lame	Mark Beck and Sophie Hodges	5.04.41	1st
WENSUM PLATE (LONG COURSE KAYAK)				
Fastest team consisting of 2 generations of same family	Fast & Furious	Tom and Phil Ellis	5.30.11	1st
WENSUM PLATE (SHORT COURSE KAYAK)				
Fastest team consisting of 2 generations of same family	Bale Pedestrians	Phil and Naomi Doye	5.27.57	1st
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LOCAL HEROES AWARD				
Fastest team who both live in Norfolk	Turin Breaks	Chris Beck and Toby Morrell	4.39.59	1st
WOODEN SPOON				
Last team over the line	Jewels in the Clown	Joules Lodge and Lis Haslam		
DAME EDNA TROPHY				
Fastest mixed team	Lastminute.com	Tim Hansell and Davina Greenwell	5.11.45	3rd
Fastest mixed team	1 Fast 1 Furious	Ben Tomlinson and Rachel Hunter	5.09.33	
Fastest mixed team	Gong Lame	Mark Beck and Sophie Hodges	5.04.41	1st
LADY HAMILTON CUP				
Fastest female team	Mums of Steele	Liz England and Fiona Kennedy	5.51.59	
Fastest female team	Dashing Dunes	Jodie McCallum amd Kimberley Halton-Farrow	5.15.21	
Fastest female team	Brancaster Bomberrs	Honor de Winton and Annabel Roe	4.57.41	ıst
LORD NELSON TROPHY				
Fastest mens team	West Meets East	Lex Brun and Henry Gurney	4.43.53	3rd
Fastest mens team	Muckwash Lads	Ben Keeley and Dan Guppy	4.42.49	
Fastest mens team	Turin Breaks	Chris Beck and Toby Morrell	4.39.59	

