



NORFOLK SUPERHERO

2025 EVENT WRAP-UP



2025 Norfolk Superhero Challenge: A Year of Firsts, Family & Flamingos

What. A. Year.

From protecting nesting birds with course changes, to a reimagined charity model, to the crowning of our oldest-ever Superhero, this was a Challenge for the books.

The Landscape That Shapes Us

As ever, the Holkham coastline set the tone. This year, the journey to the swim start took on a near-mythical feel: 230 athletes and volunteers crossing the dunes in hushed, stealthy single file. No boats. No fanfare. Just stillness and sand underfoot, a rare and magical moment of collective calm.

Nature, of course, had her own plans. The forecast flirted with lightning, high winds, and a heatwave. In the end, we got a dramatic night storm, a serene morning, and a scorching hot finish. Norfolk in all its unpredictable glory.

The Vibe: Pure Joy

Despite the meteorological mood swings, the field was chilled, and we mean that in the best way. There was laughter. Generosity. Not too much argie-bargie (well, mostly). Many of you said it felt like the happiest Superhero ever.

Legends, First-Timers & Fierce Families

Shoutouts to the icons celebrating their 10th year: **Dugan Aylen, Howard Olby, Ed Wharton**, and the unstoppable **seven-time champion Emily Lochore**.

This year also saw a record-breaking **17 parent-child pairings**, infusing the course with that unbeatable mix of love, legacy, and shared determination. New faces raced alongside seasoned titans, a perfect storm of experience, energy, and emotion.

Our family of Sponsors

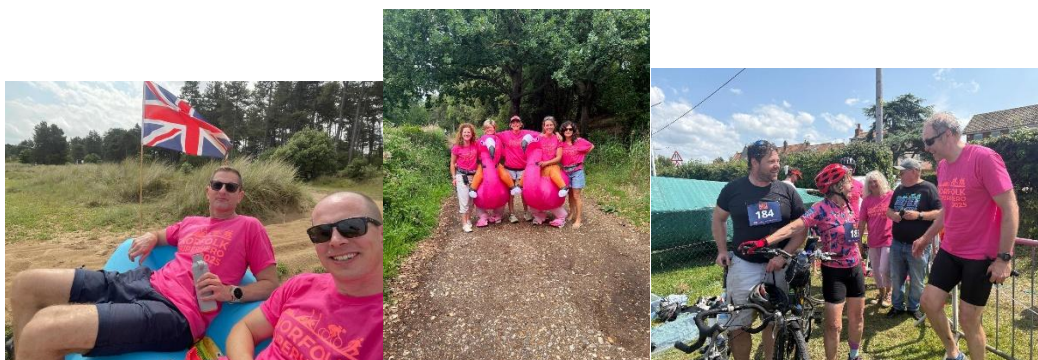
Our sponsors have once again been exceptional supporters of the event, and we're deeply grateful for their continued commitment and helping make 2025 a standout success.

To Our Pink-Clad Heroes

Where would we be without the **Pink Ladies**?

From Thursday to Sunday, they were everywhere: building water stations, packing goodie bags, hauling kayaks, handing out bananas, patching up punctures, managing HQ for 28+ hours, all with infectious energy and unwavering commitment. Run C's flamingos, Run A's disco king, Banana-gate at Sandringham, the slog of Top Gate... this was Superhero spirit in its purest form.

To every volunteer who gave their time, muscle, and heart: **you made the magic happen.**



Captured in Motion & Memory

Participants - your sweaty, heroic, euphoric finish-line moments are now available via [MyBibNumber](#), just upload a selfie, and let their facial recognition tech do the rest.

Meanwhile, a massive shoutout to **Christabelle Dilks** and the Media students at UEA, who after last year's successful trial, returned to document this year's event. Their Superhero film captures the joy, grit, and goosebumps of the day. Click on the link below to view the film.

[SUPERHERO VIDEO 2025](#)



Charity Milestone !! £202,000 !!

This year's fundraising total? A staggering **£202,000**, our **third biggest raise to date**.

Every pound supports our mission to get Norfolk's children active, confident, and healthy. From headline-making donations to quiet acts of generosity, this total reflects your deep commitment to something bigger than the race.

[Click here](#) to see how the funds will be used and the lives they'll change.

[Applications for grant funding are now open](#) until **17th July** - please spread the word and encourage those who may benefit to apply

A heartfelt thank you to our Superhero Fund Panel: **Howard, James, Claire, Jess, Olivia, Sarah, Alex, Tara, Carlotta, Adam, Claire, and Laura**, your time and insights help make every pound count.





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A Message from Holkham Conservation

From the perspective of the natural world, particularly the environment around Gun Hill, **the 2025 Norfolk Superhero event was an amazing success.** The weather was kind, our nest searching over successive days before (and on the morning of the event) was invaluable, and **the impact of over 200 participants was negligible to non-existent.** Careful chaperoning by Holkham's Conservation Director, Beach and NNR wardens (from both Holkham and Natural England) and, of course, a team of Pink Ladies, meant that everyone was led through the dunes, avoiding any fear of nest trampling or disturbing incubating Oystercatchers. Any birds that did slink away from their nests (a regular habit to draw attention away from the nest and eggs) were swift to return once the procession of swimmers had passed by. **The swim start was swift, proceedings were quiet, hopefully giving participants a brief spell of calmness with the still air punctuated by the songs of Skylarks and the shrieks of the Oystercatchers to contemplate their day ahead.**

We all know the importance of place and nature, the two bind together at Gun Hill, and they form the basis for many people's love affair with the area, Superheroes included. **The aftermath of the event saw everything back to normal. Within a week, Ringed Plovers and Little Terns were hatching.** Although the appearance of a fox put pay to some of the Oystercatcher nests, **we were delighted that the Oystercatchers that nested closest to the swim start successfully hatched their chicks at the end of last week. The photo above is of these chicks.**

We hope the summer brings more good fortune to our nesting birds, and with that in mind, we would like to both thank and congratulate organisers and participants in helping protect, preserve, and respect the wildlife of this very special place.

Andy Bloomfield, Holkham NNR Senior Warden

We hope you will agree that we couldn't end on a better note. As one enthusiastic Superhero put it:

“Blooming fantastic!!! That is literally an amazing and best case scenario - no unborn chicks were killed in the making of the Superhero, loads of money has been raised again, whilst joy levels skyrocketed to a backdrop of increased fitness in the area.”

We couldn't say it better ourselves.

Thank you to every single **Superhero**, whether you were racing in lycra or dancing in pink. You are the spirit and soul of this event.

See you in 2026. We already can't wait.

With love,

The Superhero Team



PODIUM 2025

		Pos	Team	Names	Time
SWIM	Men	3rd	MARHAM FATBOYS 2.0	THEO CHESNEY-BEALES	19:58
	Men	2nd	SONS OF WORVEN	PAUL DUFFY	19:34.87
	Men	1st	BAD FORM	ADAM BAMFORD	19:34.42
	Women	3rd	YOUNDBLOODS	NICKY GOFF	21:08
	Women	2nd	99ERS	SARAH BUCHAN	20:38
	Women	1st	TEAM RMF	RHIAN MARTIN	19:17
KAYAK	Long course	3rd	MADE IN TRI-NA	RON TSANG + JAMES MILNER	49:37
	Long course	2nd	THE BECKS	MARK BECK + FRED BECK	49:33
	Long course	1st	NORMAL FOR NORFOLK	WILLIAM PENNINGTON + JAMES GODDARD	47:02
	Short course	3rd	99ERS	SARAH BUCHAN + JULIE COLMAN	35:48
	Short course	2nd	NO PAIN NO CHAMPAGNE	PHOEBE SYMINGTON + RACHEL HUNTER	35:27
	Short course	1st	HEALTH AND WEALTH	VICTORIA FERRAR + TIMOTHY PINKSTONE	35:01
BIKE	Men	3rd	BAD FORM	ADAM BAMFORD + TOM BAMFORD	2:12:41
	Men	2nd	MADE IN TRI-NA	JAMES MILNER + RON TSANG	2:07:42
	Men	1st	MUCKWASH LADS	DANIEL GUPPY + BEN KEELEY	2:05:34
	Mixed/Women	3rd	HEALTH AND WEALTH	TIMOTHY PINKSTONE + VICTORIA FERRAR	2:29:32
	Mixed/Women	2nd	EEZ ARE GOOD	EMILY PLUMB + EDWARD WHEELER	2:19:09
	Mixed/Women	1st	COASTAL CHASERS	HONOR DE WINTON + CHARLES TYLER	2:14:05
RUN	Men	3rd	MADE IN TRI-NA	JAMES MILNER + RON TSANG	1:14:49
	Men	2nd	BAD FORM	ADAM BAMFORD + TOM BAMFORD	1:10:41
	Men	1st	MUCKWASH LADS	DANIEL GUPPY + BEN KEELEY	1:07:16
	Mixed/Women	3rd	CHAFING THE DREAM	JAKE PEARCE + PIP HOWES	1:26:15
	Mixed/Women	2nd	MUD WARRIORS	HARRY SAVORY + BRYONY NORMANTON	1:22:53
	Mixed/Women	1st	TEAM WALTERS	NELLA WALTERS + JESS WALTERS	1:15:51
ZIMMER WINNER TROPHY	Men	3rd	THE BEERISTAS	MARK SMITH + SAM KINGSTON	5:39:13
	Men	2nd	MEET AND VEG	ASH GILMAN + HARRY CROSSMAN	5:35:09
	Men	1st	10YEARS IN THE MAKING	WILL BARRATT + ROBERT GURNEY	5:23:33
ROSE JUG (MIXED OR ALL FEMALE ZIMMER)	Mixed/Women	3rd	PHILLY AND HIS PHILLY	KATE BEER + PHILIP BEER	5:53:03
	Mixed/Women	2nd	PURELY FOR THE MUD	NICOLAS BERTRAND + SAYA SHERIDAN	5:24:44
	Mixed/Women	1st	HEALTH AND WEALTH	VICTORIA FERRAR + TIMOTHY PINKSTONE	5:09:17
WENSUM PLATE (LONG COURSE KAYAK)	2 generations Short Course	1st	THE BECKS	MARK BECK + FRED BECK	5:29:07
WENSUM PLATE (SHORT COURSE KAYAK)	2 generations Long Course	1st	POTTERS PIRATES	EMILY LOCHORE + RAFE LOCHORE	5:27:45
LOCAL HEROES AWARD	Both in Norfolk	1st	MUCKWASH LADS	DANIEL GUPPY + BEN KEELEY	4:32:10
		1st	MUCKWASH LADS	ADAM & TOM BAMFORD	4:40:19
DAME EDNA TROPHY	Mixed/Women	3rd	TEAM WALTERS	NELLA WALTERS + JESS WALTERS	5:01:57
	Mixed/Women	2nd	EEZ ARE GOOD	EDWARD WHEELER + EMILY PLUMB	4:54:33
	Mixed/Women	1st	COASTAL CHASERS	HONOR DE WINTON + CHARLES TYLER	4:50:24
LADY HAMILTON CUP	Women	3rd	99ERS	JULIE COLMAN + SARAH BUCHAN	5:24:07
	Women	2nd	BLISTER SISTERS	OLIVIA LEEPER + ELEANOR LINDSAY	5:22:51
	Women	1st	TEAM RMF	BILLIE CLARKE SHORTEN + RHIAN MARTIN	5:16:47
LORD NELSON TROPHY	Men	3rd	BAD FORM	ADAM BAMFORD + TOM BAMFORD	4:40:19
	Men	2nd	MADE IN TRI-NA	RON TSANG + JAMES MILNER	4:39:44
	Men	1st	MUCKWASH LADS	DANIEL GUPPY + BEN KEELEY	4:32:10
MIKE LAMYMAN WOODEN SPOON AWARD	Last team back	Last	EVOLVED	CHARLIE WARD + MARK MURFIT	STILL GOING

A BIG THANK YOU

TO OUR 2025 SPONSORS

The Norfolk Superhero wouldn't run without the generosity of these wonderful sponsors who are supporting our 2025 event.



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A BIG THANK YOU

TO ALL OUR SUPPORTERS

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North Norfolk Paddleboards
Paul Nicholls
Paul & Ben Goakes
Phil Ellis
PINK LADIES on land and sea, in the kitchen and behind the bar!
RNLi
Sarah Raven
Sarah Shapeero-Lown
Shirley Browell
The Big Chiller Company
The Superhero Fund Panel Members
Wells Inshore Lifeboat crew
Wensum Osprey Canoe Club

THE SUPERHERO EVENT SIMPLY COULDN'T
RUN WITHOUT YOU!

