

Media Release

February 28, 2011

Cromer Pier – Party on the Pier – Saturday March 12 – 10am to 1pm

Cromer Pier, www.cromer-pier.com in North Norfolk, is supporting British Tourism Week's Party on the Pier on Saturday, March 12, with an attempt at a world record Conga on the Pier at 11am. The management and staff will be hoping to beat the number of people taking part in the Conga on Bournemouth Pier, which is also run by Openwide Coastal.

Ian Hall, General Manager Cromer Pier said: "We are very keen to beat our friends in Bournemouth and show them some real Norfolk Spirit, we are of course a much smaller resort than Bournemouth so we are asking everyone to come and join in the fun."

Mr Hall continued "Local dance school Marlene's School of Dancing will be leading the dance and we are hoping that local schools and youth groups will also come along to help swell the numbers and of course Cromer residents and as many people from Norfolk as possible. It would be really nice to think we could get at least 2,000 people on the pier all doing the conga. The record attempt will take place at 11am so we would hope to see as many people on the pier no later than 10.45 so that we can organise the conga lines and most importantly count the number of people taking part".

Staff on the pier will contact Bournemouth to compare numbers and reporting back to the dancers on the pier.

Cromer Pier is inviting local charities to have a stall on the pier and take part in the fun. Any one wishing to bring a stall should contact Ian Hall at Cromer Pier no later than Wednesday, March 9. Telephone 01263 512281 or by email at IHall@thecromerpier.com.

Nationally, Party on the Pier will launch British Tourism Week 2011, which runs until Sunday, March 20, and will spearhead more than 200 special tourism events over the following seven days. The idea is that the event will be a celebration of Britain's piers and heritage, encouraging residents and tourists to visit and highlighting the importance of maintaining our piers, restoring those that are in need of help; each individual participating venue will gain valuable local, regional and national exposure, www.britishtourismweek.com.

History of Cromer Pier

There has been a pier or jetty in Cromer since 1391. The current pier was officially opened in 1901. The bandstand was covered in 1905 to create an enclosed pavilion and the following year saw the start of concert parties during the summer season. In 1953, devastating gales demolished the pavilion and wrecked the pier.

The government of the day granted compensation for the rebuilding of the pavilion and the new Pavilion Theatre was ready in time for the 1955 season.

In 1978, the seating capacity was reduced to 440 and a new café, bar and foyer were built. At the same time, a partnership with Richard Condon was formed. From this partnership, the 'Seaside Special' was created and the show has gone from strength to strength winning the 'Pier of the Year' award in 2000.

In 2001, a new partnership was formed between North Norfolk District Council and Openwide International. In 2004, further redevelopment increased the seating capacity of the theatre to 510, and added a restaurant called 'Tides', boasting the best views in town, a shop, and a superb new theatre bar.

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