# Paul Adcock defends Watton’s community spirit against TikTok critique



Paul Adcock, the proprietor of Adcocks Electrical, has publicly defended both his business and the market town of Watton following a disparaging review shared on the TikTok account Towntickers. The clip, which critiques various British towns in a poetic format, described Watton as a "place to be forgotten," eliciting strong reactions from local residents and business owners alike.

Speaking to the *Eastern Daily Press*, Mr Adcock labelled the account's creator a "prat," arguing that their portrayal of the town was dismissive. The TikTok video specifically highlighted the historic town clock, built in 1679, which was noted to be positioned "wedged between a gadget shop and bookies." Mr Adcock expressed his discontent, stating, "It's sickening when you've got these people going round and making some type of entertainment out of [Watton], something for other people to pile in on."

Established in 1912, Adcocks has remained a fixture on Watton High Street for over a century, with Mr Adcock now representing the fourth generation of the family to run the business. He emphasised that the TikTok observations undermine the true essence of Watton, asserting, "If that's their observation of our window, which has got cookers and other electrical products in, it doesn't really give much credibility to the rest of the video."

Despite acknowledging that the town is not as bustling as it once was, Mr Adcock maintained that Watton still draws visitors from surrounding villages and market towns. "Yes, it's not what it used to be. But we’re not Lavenham, we never have been," he noted. He mentioned the impact of modern competitors such as Amazon and large supermarkets, which have shifted consumer behaviours away from local independent businesses.

In the wake of the negative publicity, some locals have reacted light-heartedly by dubbing Mr Adcock "Inspector Gadget," a nickname he has taken in stride. "A couple of people have called me it. I went down to Edwards [a newsagents] yesterday and they went, 'here's Mr Gadget,'" he shared, adding that customers have also joined in to show their support by saying they "love our gadgets."

While reflecting on the challenges faced by the town, he noted the empty storefronts that line the high street, suggesting that the presence of independent businesses still provides value to the community. "When you look at the town, it is sad to see the empty shops," he remarked. "But equally, that shouldn't detract from the independents we've got on the high street providing good service."

In conclusion, Mr Adcock articulated a sense of pride in Watton, referencing the strong community spirit that has emerged in response to the TikTok review. He conveyed a message of resilience, stating, "Don’t write us off. Let’s not complain about what we haven’t got, but celebrate what we have." For Mr Adcock and many other locals, Watton remains a cherished home and a cornerstone of their livelihoods.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.suffolknews.co.uk/thetford/council-considers-exemptions-to-parking-fees-amid-backlash-9388520/> - This article discusses the backlash from business owners, including Paul Adcock of Adcocks Electrical, against proposed parking fee changes in Watton, highlighting concerns about the impact on the high street.
2. <https://www.thetfordandbrandontimes.co.uk/news/24662040.breckland-council-considers-exemptions-car-parking-fees/> - This source provides details on the proposed parking fee changes in Watton and the opposition from local business owners, including Paul Adcock, emphasizing the potential negative effects on the town's high street.
3. <https://watton-breckland.cylex-uk.co.uk/company/euronics-adcocks-13501784.html> - This page offers information about Adcocks Electrical, including its location at 32 High Street, Watton, Norfolk, and its status as a family-run business established in 1912.
4. <https://norfolkonfilm.tumblr.com/post/71699648424/turn-back-time-stories-from-watton-high-street-in> - This article features an interview with Paul Adcock, discussing the history of Adcocks Electrical and its evolution from a jewelry shop to a specialist in electrical goods.
5. <https://www.bbc.co.uk/norfolk/voices/watton_tour.shtml> - This BBC feature includes a tour of Watton, guided by Michael Adcock, Paul Adcock's father, providing historical context about the town and the Adcocks family's longstanding presence there.
6. <https://www.wattonandswaffhamtimes.co.uk/news/21588882.town-watton-community-values-spirit-facing-challenges-shrinking-high-street/> - This article discusses the challenges faced by Watton's high street, including the closure of shops and the impact on the community, aligning with Paul Adcock's observations about the town's evolving retail landscape.
7. <https://www.edp24.co.uk/news/25134660.adcocks-electrical-watton-hits-back-rubbish-claim/?ref=rss> - Please view link - unable to able to access data