# Town criers herald vibrant return of British Championship in Cromer with new themed performances



A chorus of bell-ringing and booming voices resonated through the streets of Cromer as town criers from across the UK gathered for the prestigious Loyal Company of Town Criers British Championship 2025. Set against the backdrop of the town’s rich seaside heritage, the competition offered a vibrant spectacle, showcasing the talents of these vocal ambassadors.

The event commenced with a lively parade, dubbed the “bells-up” procession, in which competitors, adorned in traditional regalia, marched through Cromer, culminating at the Cromer Pier forecourt. Each town crier then presented themed performances, with this year’s focus on the heritage of British piers. Competitors engaged the enthusiastic crowd with their unique renditions of the “Pier Cry,” before later delivering their “Home Cry” in front of spectators outside Cromer Church.

Mark Northway, the town crier of Cromer and the event’s organiser, emphasised that town crying extends beyond mere volume. Speaking about the criteria for judging, he mentioned that contestants are assessed on factors such as clarity, diction, inflection, and overall engagement. “We are very fortunate to have judges skilled in these areas here in Cromer,” Northway noted. His own demonstration of the “Cromer Home Cry” provided a reference point for the competitors, highlighting the rich tradition being celebrated.

The day concluded with several accolades recognising exceptional talent. Terry Ford from Otley was crowned the overall British Champion, while John Griffiths of Sleaford secured the Best Pier Cry prize and was named the People’s Champion for his heartfelt engagement with the audience. Additional awards acknowledged the Best Dressed Consort, which went to Andrea Hunter of Knaresborough, and Best Dressed Couple, awarded to Rennie and Denise Chivers of Colchester.

Town crying has deep historical roots in British culture, often harking back to when criers would announce public news and events to the townsfolk. In a time when modern communication has eclipsed traditional forms, these events serve not only to entertain but also to preserve a heritage that is rich and often overlooked. This celebration of town criers illustrates a community coming together, promoting local pride while preserving history in a theatrical spectacle.

The tradition has evolved, but the essence remains, with competitions demonstrating the skills and creativity of these vocal performers, showcasing their unique relationship with their communities. With over 30 years since the Loyal Company was established, and events like this one highlighting the talent involved, the future of town crying looks poised to thrive amid a backdrop of modernity.

In contrast, the challenges posed by the pandemic were starkly highlighted in previous competitions, such as the 2021 British Town Crier Championships, which were held in silence, judging competitors solely on their written cries due to health restrictions. This year, however, Cromer’s vibrant atmosphere underscored resilience, celebrating both the talent of participants and the community spirit that drives this unique tradition.

As Cromer continues to host such prestigious events, the legacy of town criers remains vibrant, promising endless opportunities for engagement and storytelling in the hearts of towns across the UK.

## Reference Map:

* Paragraph 1 – [[1]](https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss), [[2]](https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss)
* Paragraph 2 – [[1]](https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss), [[4]](https://www.northnorfolknews.co.uk/news/22796927.oyez-oyez-oyez-meet-cromers-town-crier/)
* Paragraph 3 – [[1]](https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss), [[5]](https://www.bbc.com/news/uk-england-56766202), [[2]](https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss)
* Paragraph 4 – [[2]](https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss), [[6]](https://www.stratford-herald.com/news/alcester-town-crier-competition-won-with-tie-breaker-9414485/)
* Paragraph 5 – [[7]](https://www.yorkshirepost.co.uk/must-read/otley-town-crier-newly-crowned-double-british-champion-just-ahead-of-yorkshire-day-4236564)

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

## Bibliography

1. <https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss> - Please view link - unable to able to access data
2. <https://www.edp24.co.uk/news/25201991.town-criers-compete-cromer-2025-british-championships/?ref=rss> - The article reports on the Loyal Company of Town Criers British Championship 2025 held in Cromer, featuring a vibrant parade and themed 'Pier Cry' performances. Organiser Mark Northway highlighted the competition's criteria, including volume, clarity, and engagement. Terry Ford of Otley was crowned British Champion, with John Griffiths of Sleaford winning Best Pier Cry and People's Champion awards. Other accolades included Best Dressed Consort to Andrea Hunter of Knaresborough and Best Dressed Couple to Rennie and Denise Chivers of Colchester. ([loyalcompanyoftowncriers.com](https://www.loyalcompanyoftowncriers.com/?utm_source=openai))
3. <https://www.loyalcompanyoftowncriers.com/> - The Loyal Company of Town Criers' official website provides information about the organisation, including its establishment in 1993, membership details, and upcoming events. The 2025 British Championships are scheduled for 25th May in Cromer, hosted by Mark Northway. Membership options range from Full Standard to Overseas Membership, offering benefits like regular communications and public liability insurance. ([loyalcompanyoftowncriers.com](https://www.loyalcompanyoftowncriers.com/?utm_source=openai))
4. <https://www.northnorfolknews.co.uk/news/22796927.oyez-oyez-oyez-meet-cromers-town-crier/> - This article introduces Mark Northway as Cromer's new town crier, succeeding Jason Bell after his 35-year tenure. Northway, an accountant with Kestrel Furniture, was chosen for his booming voice and extroverted character. His first official act was at the Christmas lights switch-on, and he aims to promote Cromer through his role. ([northnorfolknews.co.uk](https://www.northnorfolknews.co.uk/news/22796927.oyez-oyez-oyez-meet-cromers-town-crier/?utm_source=openai))
5. <https://www.bbc.com/news/uk-england-56766202> - The BBC article discusses the 2021 British Town Crier Championships, which were held in complete silence due to the COVID-19 pandemic. Criers were judged solely on their written cries, adhering to a 140-word limit and the theme of 'nature and the environment'. Organiser Carole Williams described it as a return to the 'bare bones of crying'. ([bbc.com](https://www.bbc.com/news/uk-england-56766202?utm_source=openai))
6. <https://www.stratford-herald.com/news/alcester-town-crier-competition-won-with-tie-breaker-9414485/> - The Stratford Herald reports on the Alcester Heart of England Town Crier competition held on 19th April 2025. The event featured 12 criers from across the country, with the theme 'Life before mobile phones'. A tie-breaker 'cry-off' determined the winner, Paul Gough from Nuneaton and Bedworth, followed by Adrian Holmes of Lichfield and Kevin Ward of Bromsgrove. ([stratford-herald.com](https://www.stratford-herald.com/news/alcester-town-crier-competition-won-with-tie-breaker-9414485/?utm_source=openai))
7. <https://www.yorkshirepost.co.uk/must-read/otley-town-crier-newly-crowned-double-british-champion-just-ahead-of-yorkshire-day-4236564> - The Yorkshire Post article highlights Otley Town Crier Terry Ford's double victory in the Loyal Company of Town Criers British Championship and the Ancient and Honourable Guild of Town Criers Championships. Ford, a grandfather who entered the role by chance, is set to announce Yorkshire's Declaration of Independence on Yorkshire Day, 1st August. ([yorkshirepost.co.uk](https://www.yorkshirepost.co.uk/must-read/otley-town-crier-newly-crowned-double-british-champion-just-ahead-of-yorkshire-day-4236564?utm_source=openai))