

BRIAN HECTOR POTTER MBE (R55-58)

He was born on 17 December 1940 and on leaving the College went to Norwich City Catering College. He was destined to join the family leisure resort.

The resort was originally opened at Hemsby in 1920 by his grandfather, Herbert Potter, before moving to its present cliff-top location in 1936. Brian and his wife, Judy, took over the business in 1984 from Brian's parents. Back then the resort had an 18-week season and catered for up to 450 guests a week. It is now open all year, caters for 750 guests, has an annual turnover of about £23m and is East Anglia's largest tourism all year round caterer and employer with around 3/4million meals served annually and over 500 staff. His son, John, is now managing director.



As well as being chairman of Potters Leisure Resort, Brian is a legendary figure in Norfolk's tourist industry and in the world of indoor bowls.

He has invested more than £47m since his father passed away in 1984, and it is now the UK's longest established and last independent holiday resort. They were the first Holiday Village in the UK to be awarded five-stars by 'Visit Britain'. In addition to a hotel complex it boasts the Atlas Theatre (with its own theatre company), restaurants and bars, badminton, swimming, ten-pin bowling, clay pigeon shooting facilities and much more. Much like a cruise ship that doesn't go anywhere!

In 2005 Brian was awarded the 'Outstanding Contribution to Tourism Award' for his many years at the helm of one of the region's best known leisure resorts. He was praised for his lifelong commitment to the tourist industry and in putting Norfolk on the tourism map, with Potters Resort providing a role model for the industry.

However, it's his investment in indoor bowls rinks that has paid the most significant dividends. For many years the resort has hosted the annual World Bowls Championships, and has turned the family business into the UK's leading bowls venue. This world championship is covered live, each January, on the BBC and is broadcast on Sky TV and Eurosport for worldwide coverage.



Following the 2008 Championship, the inaugural World Bowls Stars Awards were held. A Special Services to Bowls Award, to recognise contributions to the sport by non-players, was made to the Potter Family. The legendary David Bryant CBE presented the award to Brian, his wife Judy and their son. He said "The family has done so much for bowls - including building the international stadium in which the world championships are now held. The playing surface in the stadium is the best I've ever played on. Potters is really something special, and the bowls fraternity thank you very much." In accepting the award, Brian commented that the Awards event had taken on an "Oscars' feel."

But the final Oscars accolade for Brian was receiving an MBE in the 2012 Queen's Birthday honours for services to tourism, to which Brian said "I owe an enormous debt of gratitude to the many loyal staff and guests over many decades that have allowed me to build on Grandad Potter's dream and pioneer efforts when in 1920 he gave the first candle away free and sold the second one for an old penny to light the inside of their hut in the very first holiday camp not under canvas I wonder what Grandad would think of the Resort today!"

For more details visit their website at www.pottersholidays.com