Reality Bites

Simon Fielding wasn't much of a darts player, however, it was whilst chucking arrows that he achieved fame as a minor celebrity – albeit a very minor celebrity.

He was in the Bull's Head pub team only as a reserve, in fact he'd actually been third sub, but a bout of norovirus in the village had elevated him into the side.

The reason for his role as a lowly third reserve had been demonstrated when the inaccuracy of one of his darts skewered Jim, the pub landlord as he was chalking up the scores some distance to the left of the bullseye.

Simon was only saved from considerable and immediate retribution as Jim's hand was pinned to the scoreboard.

Tears of blood trickled from the skin between his thumb and first finger.

The locals winced – even some of the ladies.

Simon's notoriety came about because Alan, one of his mates, had filmed the incident on his iPhone.

Despite the footage being shaky because of Alan's laughing it became a big hit on Tik Tok with Simon's performance getting views that numbered in the thousands as it was shared multiple times.

It spread even wider, when a local BBC station covered it in a news piece along with the fact that the pub was now being called 'The Bull's Eye' by the regulars.

This further angered Jim who had summarily banned both Simon and Alan from his establishment and the darts team – even for away matches.

Based on Simon's dubious new reputation a reality cooking show had offered him a place on its celebrity series.

It was evidence that the show was not especially popular when Simon turned out not to be the least known of the C minus celebrity participants.

The show, 'Reality Bites', required each guest to talk about how and what they ate and cooked.

Each week the one who was judged, by public vote, to have performed worse would be knocked out.

Simon's first anecdote was to mention his love for chips.

When the presenter asked if he cooked them twice or maybe even three times, he simply answered "I have no idea if McDonald's do that"

This proved most amusing to the sparse studio audience and the quirk of the English sense of humour meant that Simon was proving popular with TV viewers.

Unsurprisingly therefore, Simon survived the first eviction notice.

He continued to entertain with his twelve - minute egg boiling suggestion because, he said, it gave him enough time to play a game of FIFA.

Another time he wondered what sort of huge fish could have fingers as big as those in the Birds Eye packet.

His biggest hit though was when he was asked if he loved Sushi – I never even met her he protested and it's definitely not mine!

He had no idea why everyone guffawed at his outburst, the very suggestion was no laughing matter to him

He was never voted off – or even came close to being dropped – he was, as the producer said, too good value and you had to wonder if some weeks, when he was particularly stupid the voting hadn't been rigged in his favour.

The more Simon enjoyed his growing minor celebrity status, the greater was Jim's ire as he nursed his bandaged hand which, to literally add insult to injury, had now turned septic

In the Celebrity mags Simon soon became known simply as Simple Simon – and then just Simple.

He won comfortably and then, based on his new fame was invited to compete in the Jungle programme.

Viewers up and down the country were relishing (sic) the opportunity to ensure that he spent the whole time eating the most disgusting bits of animals, rodents, and insects and wrestling with snakes and dangerous bugs.

Meanwhile Jim, with his weeping hand still bandaged, was desperately trying to work out just how he could engineer getting multiple votes to make sure he would get to enjoy watching Simon throwing up rather than throwing darts!