

# Press pack



**FALMOUTH**

*the spirit of the sea*



*From aspiring  
artists...*



*...to salty singers*

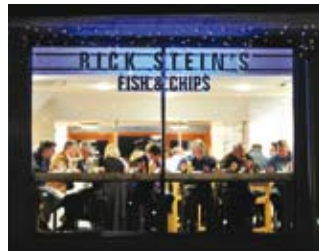




## *Falmouth – the place of contrasts*

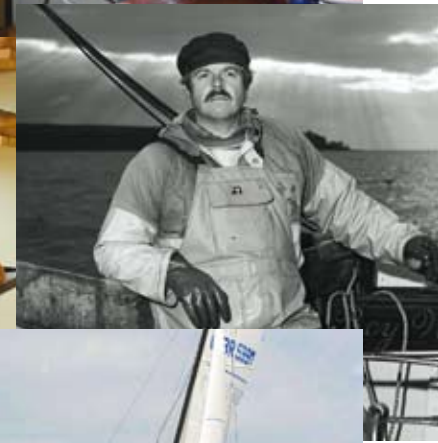
Countless 'picture postcard' images of Cornwall exist however the town of Falmouth sits apart. An authentic working port with a purpose its personality is shaped by the sea and a vibrant, quirky culture that combines traditional craftsmanship with contemporary creativity and 21<sup>st</sup> century entrepreneurialism with an historic maritime legacy.





## The Real Cornwall

Contradictory forces co-exist comfortably and a typical Falmouth moment might see the most avant-garde of art students rubbing shoulders with true 'salty dog' characters in cosy traditional pubs or on the quaysides where very little has changed over the centuries. In the bustling, hard working harbour, you can often see the clean lines of luxurious £35million Falmouth-built superyachts gliding silently past weather-beaten working oyster boats dating from the 1850s. Meanwhile, on the worn cobbled back streets, contemporary bars and independent vintage boutiques sit alongside genuine old school retailers and family-owned businesses that have evolved over several generations.







“Falmouth overlooks the world’s third deepest natural harbour and the town’s thriving maritime industries complement the new creative energy to be found here.”

### *This is the life!*

Falmouth marks the spot where riverscapes merge into the rugged expanse of the open ocean. The thriving dockyard wins international contracts whilst the building of multi-million pound superyachts and traditional, hand-crafted vessels merge to create jobs, stimulate the local economy and raise the global profile of this historic haven. Falmouth overlooks the world’s third deepest natural harbour and the town’s thriving maritime industries complement the new creative energy to be found here, driven by the local universities and a range of artisan craft and design enterprises. However important as hard work is to this industrious port town, downtime is just as revered for those who live and work here.

Falmouth’s stunning waterside location provides an enviable escape, whatever the weather or season. Sailors and other watersports enthusiasts have converged here for centuries and on the Falmouth quaysides, visitors and locals alike make the most of the town’s many eating and drinking spots throughout the year. Local people possess such a lively sense of community that Falmouth has become the festival capital of Cornwall. From sea shanty singing to oyster ‘shucking’, sailing regattas to horticultural shows, the town’s vibrant events calendar is an eclectic, year-round celebration for residents and visitors. Falmouth is also rich with acclaimed attractions including the National Maritime Museum Cornwall, art galleries, music venues and castles so there is never a dull cultural moment.









## The Falmouth view

Framed by two Areas of Outstanding Natural Beauty (AONBs), visitors cannot fail to be inspired by the energy and unexpectedness of Falmouth's natural environment. For stunning views of the docks and the Fal estuary, the circular route around Pendennis Point is a favourite for both runners and walkers. Others head to the sandy Gyllyngvase Beach which, as one of only two beaches in the UK, was granted the Nivea Sun Gold Award in 2010. All year round, 'Gylly' as the locals know it, hosts surf life saving. Falmouth has one of Cornwall's most active surf life saving clubs, boasting over 120 members starting as young as six years old.

The famous 630 mile long South West Coast Path passes through the town whilst the waters off Swanpool and Maenporth beaches reel in sea-kayakers and snorkelers. Inland, a collection of parks and sub-tropical gardens provide perfect picnic venues and the town's versatile collection of bars and restaurants ensure that you can always find a cosy spot to dodge the raindrops on stormy days. For those seeking to get away from it all, the town offers endless opportunities to commune with nature. The grittiness of Falmouth's working harbour is offset by a short ferry ride to the idyllic Roseland Peninsula, St Mawes or the charming village of Flushing.





## *Sail on in*

The sheltered waters of the River Fal and its tributaries provide ideal waters for sailing. Popular clubs like Restronguet regularly host classes like the International 14, Firefly and Optimist, Mirror and Laser. In the last twenty years, Pilot Gig Racing has also grown in popularity and Falmouth's male and female teams are both currently the World Gig Champions. With its ready access to the sea, sailors of all kinds converge upon the Carrick Roads. Falmouth Week in mid-August remains a key landmark in the yachting calendar, with a plethora of racing classes and superyachts on display, as well as shoreside entertainment for those who prefer to watch.

## *Grab's up*

If you're hungry Falmouth has much to tempt you. Renowned fine dining establishments headed up by TV chefs and quirky side street cafes, extensive waterfront restaurants, beach cafes and off-the-beaten-track diners are all here to be discovered. Local seafood abounds but Falmouth's signature fruit de la mer is undoubtedly the oyster. Harvested from October to May and heralded with an annual four-day Oyster Festival at the beginning of the season, Falmouth's native oyster dominates the scene. The last port in the UK and Europe, and possibly the world, which dredges oysters under traditional, eco-friendly 'sail and oar' methods, Falmouth has a reputation not only for the quality of its shellfish but also for the iconic sight of the oystermen on their working boats, some of whom represent an oyster-catching legacy spanning three generations.





# It's all happening

Exhibitions, food festivals, sailing regattas, plein air performances, end of year art shows and celebrations make Falmouth one of the coolest event destinations in Cornwall.

## March

### 01: Falmouth Spring Festival

The Falmouth area has the biggest concentration of award-winning parks and sub-tropical gardens in Cornwall and this festival celebrates these beautiful green, open spaces through art, music, fashion, performance, education and community events.

## May

### 02: Fal River Festival

The event is all about celebrating life on the River Fal. The ten-day event sees music and dramatic productions, fashion shows, art shows, swimming, rowing and sailing competitions.

## June

### 03: Falmouth International Sea Shanty Festival

The largest free festival of maritime music on the planet will burst into bountiful chorus as the three-day Falmouth International Sea Shanty Festival takes centre stage on the quays and in the bars of the South Cornish port town.

## August

### 04: Henri-Lloyd Falmouth Week

An explosion of colour and adrenalin at this, the UK mainland's second largest annual sailing regatta after Cowes.

## October

### 05: Falmouth Oyster Festival

Falmouth Oyster Festival celebrates the start of the oyster dredging season and one of Europe's last remaining traditional oyster fisheries to dredge under sail and oar. Cookery demonstrations by leading chefs are accompanied by sea shanty singing and ale swigging.

## December

### 06: Christmas Festivities

Late night shopping, food markets, 500 Santas running through the streets, choral processions and live music throughout the town.

## 2012

## May

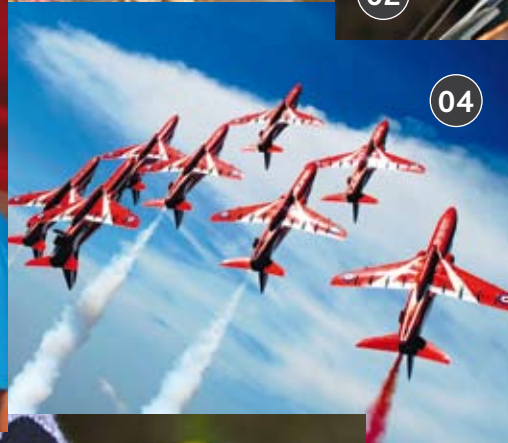
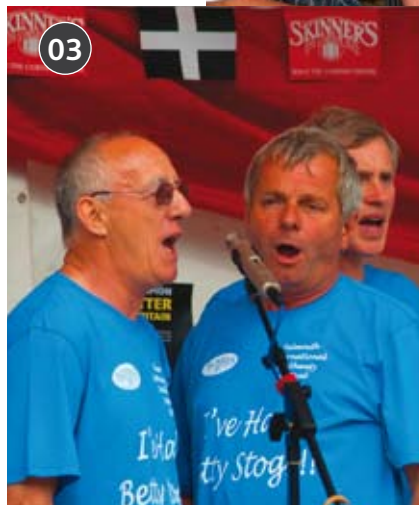
### Finn Gold Cup

150 of the world's best Finn class sailors, including triple Olympic gold medallist Ben Ainslie will be congregating in Falmouth for the final pre-Olympic qualifying event.

## June

### Falmouth to Falmouth J-Class

The first time in history that more than five of these super 'clipper' yachts will have left American waters to race from Falmouth, Antigua to Falmouth, Cornwall.



## Check out

[www.falmouth.co.uk/events](http://www.falmouth.co.uk/events)

for more and let Tom Cowle

([tom@excessenergycomms.com](mailto:tom@excessenergycomms.com))

know if you would like to preview

or attend any of these events.





## Discover your Falmouth

### Media options and resources

#### **Falmouth is the real Cornwall.**

[www.falmouth.co.uk](http://www.falmouth.co.uk) – the official destination site – has all the inspiration and information you need to discover Falmouth for yourself. We can organise press trips, to fit your availability and media needs, and suggestions include:

**Food & drink:** Oyster & Ale, Gourmet Tours, 'From Sea to Plate' insights, the Stein effect, South Cornwall's Restaurant Secrets

**Watersports:** Learn to sail, paddleboard, kayak, or stand-up paddleboard along Falmouth's stunning coast and waterways

**Gardens:** 'Floral Falmouth' – reviews of the numerous sub-tropical gardens both in and near Falmouth including Glendurgan, Trebah and Lamorran

**Family Falmouth:** Sandcastles & Surf, UK's best family destinations, attractions for all seasons (National Maritime Museum Cornwall, Pendennis Castle, Falmouth Art Gallery)

**Festival Falmouth:** International Sea Shanty Festival, Spring Festival, Oyster Festival, Henri-Lloyd Falmouth Week

**Falmouth in business:** Tours of Pendennis Superyachts' boatyard, business profiles from the growing creative sector, fishing industry features, the Port Masterplan and planned development of the docks

**Creative Falmouth:** Quirky retailers, art galleries and designer-makers, and University College Falmouth's flagship campuses for Art, Design, Media and Performance

**Historic Falmouth:** Piracy and the high seas, Tudor fortresses to fend off foes, the Packet Ships, the Civil War, hidden corners and surprising finds

To organise your bespoke Falmouth press trip for you to suit your schedule and availability, just contact Tom Cowle at Excess Energy Communications on **01637 852130** or email [tom@excessenergycomms.com](mailto:tom@excessenergycomms.com).

### Falmouth Factbox

We can provide all the lowdown information you need for factboxes and sum up info. Just let us know what you need and we'll create bespoke versions for you.

### Falmouth Imagery

We have an extensive range of specially-commissioned Falmouth imagery that is ready and available for you to download via the Media Centre of Falmouth's official destination website – [www.falmouth.co.uk](http://www.falmouth.co.uk). We can also organise photoshoots or research specific image needs that you may have.



## Discover it now

[www.falmouth.co.uk](http://www.falmouth.co.uk)

Facebook – 'Falmouth – spirit of the sea' official site with the very latest events information and videos

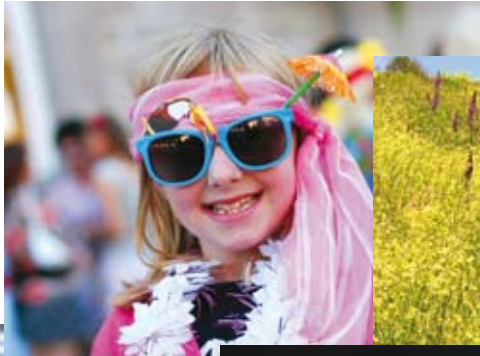
Twitter – @FalmouthBID – for the Falmouth Business Improvement District's latest projects, plans and initiatives that are driving the town forward

To organise a bespoke Falmouth press trip for you to suit your schedule and availability, just contact Tom Cowle at Excess Energy Communications on **01637 852130** or email [tom@excessenergycomms.com](mailto:tom@excessenergycomms.com).

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Design: [www.gendall.co.uk](http://www.gendall.co.uk)





The Falmouth Business Improvement District (BID) is a not-for-profit company responsible for delivering a number of innovative projects that aim to improve the trading environment of Falmouth. It is business-led, with over 400 businesses being part of it, following extensive consultation, ballot and overwhelming 'yes' vote. Numerous initiatives have been delivered for the benefit of businesses and the area – destination marketing, new events and festivals, PR campaign, public realm improvements and business training programmes. The successful BID model has been adopted by more and more UK towns and cities with the number of BIDs standing at over 120.

For more information about the Falmouth BID visit [www.falmouth.co.uk/media](http://www.falmouth.co.uk/media)

