

PRESS RELEASE
April 2017

Students unleash innovative surfing competition

- Surf Science students hard at work planning innovative surfing event
- The *Personnel Solutions Surfaced Pro* surfing event sees some of the UK's elite athletes coming to Newquay

(NEWQUAY, CORNWALL: 21/04/17): One of the Europe's leading surfing competition events is once again being organised by students studying in Cornwall.

The *Personnel Solutions Surfaced Pro*, which was held for the first time last year, was praised for offering equal prize money for the men and women's events and the professional way it was coordinated.

Taking place at Watergate Bay on May 6th and 7th, the *Personnel Solutions Surfaced Pro* is the first event on the 2017 UK PRO Surf (UKPS) Tour and is being organised by higher education students from Cornwall College Newquay.

The event will see competitors from both the UK and Europe battle it out in a range of categories, and is already attracting interest with its focus on new and innovative surfing and equality in prize money for both male and female competitors.

Programme Manager Brender Willmott from Cornwall College has been guiding the students along the way. She said: "Working with the UKPS Tour on the first event of the year gives the students a fantastic opportunity to meet elite surfers and to work with sponsors, athletes and related organisations but brings its challenges as they are just coming to end of a busy first year and gearing up for end of year assessments and exams!

Brender continued: "They are having to get focused and show real commitment to their studies and the event – it's a great real life experience and challenging to say the least!"

Working alongside UKPS, the student's involvement covers every element of the event planning, from marketing and promotion, gaining sponsorship, right through to the logistics of the day.

The event is organised by the students as part of their Surf Science and Marine Sport Science degree programmes at Cornwall College.

These courses cover a wide variety of elements within the surf industry and marine environment, from event planning, marketing and enterprise, board construction as well as topics such as biomechanics and oceanography.

UKPST director Dave Reed said it was great to be “working again with Cornwall College students to organise and run this ground-breaking event”.

Zoe Gascoyne, a Marine Sports Science student at Cornwall College Newquay is project managing the event. Zoe said: “I am enjoying the real hands-on approach that we are receiving and its great work experience in the field of events management. Running this event with Dave Reed from the UK Pro Surf Tour has introduced me to so many new ideas and contacts in the surfing industry; it's been a great opportunity to network. I have also learnt how to work with industry professionals and it's great to be included in every step of the event planning process.”

Zoe continued: “It's shaping up to be a great weekend of surfing with some the UK's elite athletes competing to win titles as well as points on the UK Pro Tour. Watergate Bay is one of Newquay's most beautiful beaches and with Korev Lager joining us down on the beach we can guarantee a chilled out weekend with some awesome surfing!”

Personnel Solutions have been announced as the title sponsor for Surfaced Pro.

Managing director of the company Matthew Sherratt said it was great to be the headline sponsor for event.

“This is a new marketing direction for the company, however, with all the hard work the College students put in, we know our investment will achieve a great return.”

For more information on the *Personnel Solutions Surfaced Pro*, please visit www.ukprosurf.com and to find out more about the Marine Sports and Surf Science courses available at Cornwall College Newquay, please visit www.cornwall.ac.uk or call 0330 123 2523.

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For further media details, please contact Marketing Executive Jon Shaw (t) 01726 226552 or email jon.shaw@cornwall.ac.uk

Notes to Editors:

•Cornwall College is part of The Cornwall College Group, which incorporates Duchy College, Falmouth Marine School and Bicton College and is one of the largest FE and He providers in the South West.



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- Winner of regional world skills championships in hair and beauty, construction, carpentry and roofing.
 - Winner of consecutive City and Guild medals for furniture making.

