



2021-22 ANNUAL
REVIEW

WELCOME

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VECTOR



If every picture tells a story, the sheer joy evident as our graduates celebrated on campus in June says it all. At these long-awaited ceremonies, our future alumni enjoyed their moment in the spotlight as a just reward for their courage and commitment through undeniably difficult times.

I was honoured to become Falmouth University's new Vice Chancellor halfway through our year in review. Amid the ongoing uncertainty of the pandemic and an increasingly unsettled state of global affairs, I witnessed the extraordinary energy with which students and staff embraced the opportunity to do what they do best – to collaborate, to create and to innovate. This review reflects the incredible activity and achievement across our disciplines and the high regard in which Falmouth is held in the creative industries.

As we become increasingly aware of our responsibility, as an institution, to respond to society's challenges, I'm especially proud that our research programme has been recognised as world leading. We'll continue to build upon our strengths in research and knowledge to deliver experimental, environmental and societal impact.

It's this curiosity, a desire to use creativity for good, that sets us apart at Falmouth and will drive our progress as we nurture the next generation of creative leaders and explorers. Judging by the inspirational stories on these pages, the future looks positive.

Professor Emma Hunt

Professor Emma Hunt

Vice-Chancellor & Chief Executive



UK's N.1 Arts University

TIME TO CELEBRATE

The culmination of an extraordinary year: as a result of our activities, we topped the league table in The Times and Sunday Times Good University Guide 2023

In a year of major milestones, Falmouth University marked some very special anniversaries and welcomed two new Honorary Fellows

CELEBRATING 120 YEARS

It was back in 1902 that our students first put pencil and paintbrush to paper at the original Falmouth School of Art. The creative spark nurtured in those early days is now ablaze in our remarkable creative institution, where we continue to champion art and ideas and harness the power of creativity and technology for the benefit of our students and for the wider community and economy.

Our 120th anniversary provided an opportunity to gather a collection of images, items and stories, both online and for a celebratory publication due for release later in the year.

A DECADE AGO...

Falmouth was granted full university status by the Privy Council in 2012, with the right to award its own degrees. Ten years on, our prospectuses feature more than 100 degree courses at undergraduate and postgraduate level.

FALMOUTH FELLOWS

Suzanne Bull MBE was conferred as an Honorary Fellow, in recognition of her pioneering work with the organisation Attitude is Everything to promote accessibility within the live music industry. She was joined by acclaimed former ballerina Julie Felix, who overcame racism and discrimination to build a career that saw her perform at the highest levels across the globe.



TOGETHER AGAIN

After the enforced separation of the pandemic period, staff and students embraced the opportunity to meet in person once again

The classes of '20, '21 and '22 celebrated in style in a series of long-awaited graduation ceremonies at Penryn Campus. Around 6,000 graduates donned traditional gowns and mortarboards and stepped up on stage in June to receive their hard-earned degrees, along with a personal congratulatory message from Falmouth University's Chancellor, Dawn French – and one of her famous chocolate coins, known as “Dawn's doubloons”.

Final-year students enjoyed the chance to exhibit at our first on-campus degree shows for three years. The Falmouth Showcase 2022 featured the students' finest work before they left to take their place at the heart of the creative industries. Friends, family and industry visitors flocked to see the diverse and engaging displays and to watch new collections on the runway at the Graduate Fashion Show.

With the buzz of a big industry event, the three-day Games Academy Expo in May offered visiting alumni, studio representatives and members of the public a fascinating insight into the creative talent nurtured at the University during the past academic year, as student teams displayed their games and competed for awards and prizes. Co-founder of Games Workshop, Sir Ian Livingstone, was among a host of high-profile industry guests to give inspiring talks.



RESEARCH & INNOVATION

The fusion of creativity and technology has huge potential to bring about positive change. This is what drives us to push the boundaries of knowledge and discovery

It's official!

Our research is first class

An outstanding result in a national assessment saw 100% of Falmouth University's research impact case studies and 63.4% of our research outputs rated as world-leading or internationally excellent.

The Research Excellence Framework, known as REF21, measures the quality and impact of research at every UK university. The results show exceptional progress since REF14 and reinforce Falmouth's reputation as a leading research institution in the area of art and design.

Acknowledging the enormity of the achievement, which comes just a decade after Falmouth was granted university status, Vice-Chancellor Professor Emma Hunt said: "I'm delighted that so much of our activity was deemed nationally and internationally significant. This demonstrates the growing recognition of the relevance and importance of art and design research and underlines the potential of creativity to make the world a better place."

"We're on an exciting journey as we build our research culture and capacity."

Professor Emma Hunt



RESEARCH ROUND-UP

- Falmouth continues its work with leading universities, charities and young people's groups through Attune, a research programme aimed at understanding how creativity and technology can help improve mental health and wellbeing in young adolescents. Senior Research Fellow Anna Mankee Williams and Professor Eunice Ma, Falmouth's Provost, are leading the project.
- The perceptions and experiences of ethnic minority students studying a postgraduate research degree at smaller and specialist higher education institutions came under the spotlight in new GuildHE research. Faith Kirigha, a Research Student Teaching Associate at Falmouth, was a member of the team.
- Dr Laura Hodson is heading up a new project, *Re Voicing Cultural Landscapes*. Falmouth will lead a consortium of the Universities of Latvia, Tartu (Estonia) and Groningen (The Netherlands) for the study, which will explore the relationships between majority and minority perspectives on intangible cultural heritage and use theatre and festivals as a focus.

THE SOUND OF... SILENCE?

Soundscapes are a unique expression of each and every wild habitat on earth, yet many of these habitats are being so radically altered that their soundscapes are either altogether silent or can no longer be heard in their original form.

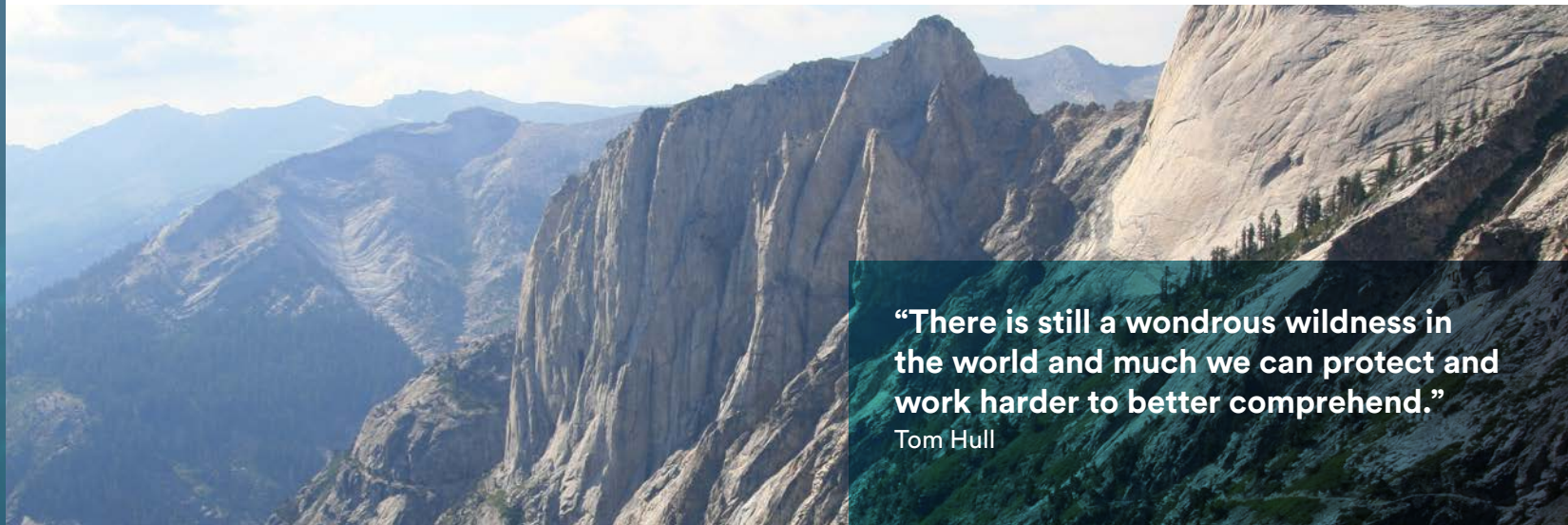
Tom Hull's research is seeking to understand rapid changes in the soundscape of habitats and what this signifies for the natural world. Writing from the Sequoia and Kings Canyon National Parks in the USA, Tom explained that his analysis will use sound-based fields from both creative and scientific disciplines.

"I'm working with historical recordings from the Bernie Krause Natural Sound Archive and revisiting each site to make new recordings," he said. "Dr Krause noted that every living organism creates an acoustic signature that culminates in the 'biophony', the sum of biological sound in the soundscape. This is at risk, threatened by climate change, urban development, deforestation and declining biodiversity."

GIVING CARERS A VOICE

The potential for mobile technology to access and amplify the voices of unpaid carers is of particular interest in Cornwall, where an ageing population and a largely rural community are among issues posing a challenge to the delivery of effective healthcare across the county.

The University's Connected Health Care research project, which aims to optimise satellite technology to transform the rural health landscape, entered an exciting new stage when it received Health Research Authority (HRA) ethics approval – enabling the launch of a study aimed at gaining a greater understanding of the needs of unpaid carers. The team showcased the project and presented early research findings at the Digital Health REWIRED conference in London.



"There is still a wondrous wildness in the world and much we can protect and work harder to better comprehend."

Tom Hull

BUSINESS IN BRIEF

- In another successful year, Launchpad star Codices was valued at a cool £8.7m and shortlisted for two categories in the Tech South West Awards. The company also unveiled its new livestreaming platform Moar, which enables users to watch and create live interactive gameshows.
- After a year of research, Launchpad start up Kevri unveiled its new Knowledge Exchange (KE) reporting software. The web based platform aims to simplify the recording of KE activity, the myriad interactions between universities and external partners, by making automatic connections between the activity and various frameworks. The female founded team is busy building a base of university customers keen to optimise their KE activities and boost their social and economic impact.
- From sustainable solutions for luxury wooden wine boxes to an app connecting local fishermen with consumers, creative ideas were flowing at Cornwall's first Techstars Start up Weekend, hosted in Falmouth's Launchpad venture studio. Of the 25 concepts pitched, seven were taken forward for development.
"We were really surprised to win as the standard of pitches was so high," said Lucie Hackney, whose Airbnb alternative Your Home Finder was the winning concept. "I realised that standing up in front of a room full of people you don't know isn't scary when you speak from the heart and believe in your idea."

GOING GLOBAL

By nurturing new start-ups that remain headquartered in the region for at least five years after incorporation, Falmouth University's venture studio Launchpad aims to support economic growth in Cornwall.

Launchpad's mentors and entrepreneurs in residence have helped to create a new generation of in-demand, investible companies with the potential to create positive impact on a local, national and global level. As well as driving growth (the 76 enterprises receiving Launchpad support during the year generated 140 new jobs), Launchpad has been building the start-up community through events such as the Start-Up Academy, Hackathons and Pitch in the Pad.

GROWING KNOWLEDGE

By harnessing creativity and technology, researchers at Falmouth are exploring how public gardens can use augmented reality (AR) experiences to inspire and delight diverse new audiences.

As part of a Chinese-Cornish collaboration, involving researchers at Tongji University and digital partners, Falmouth has been granted a £100k award by the Arts and Humanities Research Council for the project. Work has started with Cornwall's Tremeneheere Gardens to develop participatory exhibits to help tell their story and identify experiential game-based methods to captivate visitors.

"Our research is producing new knowledge that will help other small gardens use AR to engage new audiences and bring multi-generational family members together," said Dr Doug Brown, Director of Falmouth's Games Academy.



Tremeneheere Gardens



EXPANDING HORIZONS

When he was tasked with creating an imaginative space launch experience for Spaceport Cornwall, Brian Waterfield, Head of Production at Falmouth University's Immersive Business Lab, enlisted a team of undergraduate students comprising programmers, game artists and game designers. Working on the project for seven months alongside their studies, the team collaborated with peers from Truro and Penwith College to create a bespoke educational tool for Spaceport – who will make history when they launch the UK's first rocket into orbit from British soil.

The virtual reality (VR) experience, which will allow young people to witness a launch in its entirety and wander through the 'Arthur 6' satellite before meeting holograms of scientists on their travels, was unveiled at Goonhilly Earth Station's 60th anniversary and will be available on the Oculus store.



“We want Cornwall to be a place where young people’s passions for science, creativity and technology can be nurtured and realised as a career path.”

Brian Waterfield



HITTING THE HEADLINES

They're innovating, creating and making an impact. We've rounded up just a few of the year's extraordinary achievements by our students and alumni

OUTSTANDING D&AD AWARD SUCCESS

Six students were awarded coveted D&AD pencils at the 2022 New Blood Awards, with several others highlighted as 'ones to watch'. Judged by a panel of industry experts, the awards are open to students, recent graduates and emerging creatives worldwide. Connor Leggett, who was awarded a graphite pencil, achieved unprecedented success for Falmouth University by becoming our first ever first-year student to enter and score an award win.



MUSICAL COMEDY HITS THE RIGHT NOTES...

Graduate Will Wightman gained critical acclaim for the musical comedy he created while completing his Television BA. Set to electronic dance music and following the story of Frank and Lizzie and their very modern break-up, *Heart Failure* won three categories at the BFI Future Film Festival 2022 – including Best Director Award.



New Blood work: Connor Leggett and Olivia Howarth





“At Falmouth, we learned to push the boundaries in the industry, to produce unique and forward-leaning content.”

Torgeir Rorvik



GRADUATE IN THE FASHION SPOTLIGHT

A future-focused book entitled *Post*, exploring how new technology can affect our everyday lives, earned Fashion Photography BA graduate Torgeir Rorvik the Fashion Photography Award at Graduate Fashion Week 2022. Torgeir, who describes his style as “theatrical and conceptual”, credited the course team for teaching him to do “so much more that take images with a traditional digital camera.”

ART AIMS TO INSPIRE POSITIVE ACTION

When global organisation Veganuary challenged third-year Illustration BA students to showcase the benefits of vegan eating, winning artist Abby Mundell depicted how positive lifestyle changes can reduce our impact on climate change.





MEETING THE HISTORY MAKERS

Prior to their spectacular Euro 2022 victory, the “Lionesses”, the England Women’s football team, invited Photography BA graduate Serena Brown to a training camp to celebrate International Women’s Day. Serena, who photographed Alex Greenwood, Demi Stokes and Leah Williamson, aimed to capture the players in a “softer, more authentic way, showing their energy, humour and passion but also their power.”



“The Lionesses are huge role models for women and a great example of how it’s possible to defy the odds.”

Serena Brown



FROM FALMOUTH TO THE WEST END

Just months after seeing the show with her parents, Popular Music BA graduate Kelly Morris secured a dream role as bassist in the London West End iteration of *SIX: The Musical* at the Vaudeville Theatre. Kelly is performing live on stage in the Tony Award-winning production.

LOCKE'S EPIC ACHIEVEMENTS

Since completing a Fine Art BA at Falmouth School of Art in 1988, Hew Locke has found international acclaim. His latest large-scale installation, *The Procession*, opened at Tate Britain in spring and soon afterwards the Guyanese-British sculptor was selected as a Royal Academician by the Royal Academy of Arts. His work *Gilt* was recently unveiled as the Facade Commission at The Met in New York.



A FACE OF MODERN BRITAIN

A striking image of an airsoft player emerging from 'battle' by Photography MA (Online) student Danny Burrows made the shortlist for Portrait of Britain, the UK's biggest annual photography exhibition. The image formed part of Danny's project *Killing Me Softly*, an exploration of these self-imagined warriors and the motivation behind their play.

HITTING THE HEADLINES

COLLECTIVE CLAIMS ARTS PRIZE

Keiken, an artist collective started in Isabel Ramos' student bedroom at Falmouth University, was awarded the Chanel Next Prize and a sum of €100,000 towards a project of its choosing. Isabel and fellow Fine Art BA graduate Tanya Cruz, along with Illustration: Authorial Practice MA graduate Hana Omori, claimed one of ten awards given to "game-changing" artists in film, music, performance and visual art. Keiken's current focus is the building and imagining of a metaverse to simulate new structures and ways of existing.



STUDENT JOINS GAMING GIANT

First-year Game Development BA student James Cox was offered an internship with Roblox, one of the world's biggest gaming platforms. James pitched to be part of the company's accelerator programme, which gives talented game developers the opportunity to experiment with new gaming technologies.



STAFF SUCCESSES

Our inspiring staff led by example, bringing the latest industry insights to their academic roles

FILM IN FOCUS

In a spectacular year for film at Falmouth, BAFTA award-winning filmmaker and associate lecturer Mark Jenkin was conferred as a Distinguished Professor of Film Practice – a title reserved for the eminent few in recognition of outstanding achievements in scholarship or professional practice.

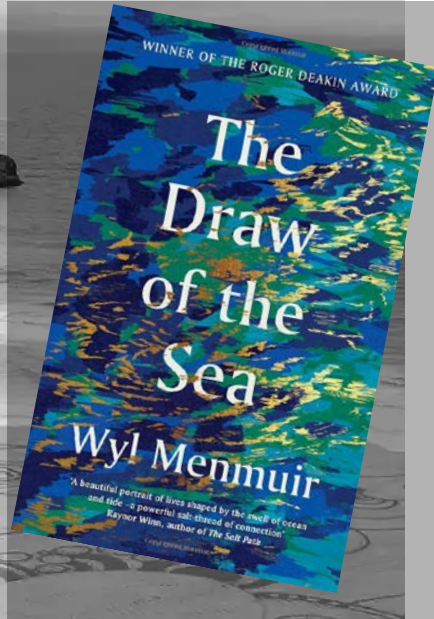
Following the success of his 2019 masterpiece *Bait*, which became the most successful Cornish film ever at the global box office, Mark's latest release *Enys Men* premiered at Directors' Fortnight, Cannes. The production crew for both films included students, graduates and staff through the University's resource and research centre, the Sound/Image Cinema Lab.



PLAYING FOR LAUGHS

Described by critics as “smart, laugh-out-loud funny”, *Pride & Prejudice* (*Sort Of)*, co-directed by Falmouth University Associate Lecturer in film Simon Harvey, claimed Best Comedy Play at the 2022 Olivier Awards.





COASTING TO SUCCESS

Author, editor and Falmouth University Creative Writing Lecturer Wyl Menmuir received the Roger Deakin Award for his first full-length, non-fiction title *The Draw of the Sea*, which explores the communities whose lives revolve around the coasts of Cornwall and the Isles of Scilly.

EPIC ADVENTURE

Produced by Television lecturer Charlie Fripp, adventure documentary *The Yukon Assignment* streamed on Netflix. The film follows a father and son as they undertake a 500-mile canoe trip through the Canadian wilderness.



STEPS TOWARDS SUSTAINABILITY

Following Falmouth University's declaration in 2019 of a climate and ecological emergency, the green shoots of a more sustainable future are emerging

As an anchor institution in Cornwall and a major employer for the county, we recognise our responsibility towards the environment and our potential to influence a wide network of people. Since introducing a sustainability strategy in early 2020, we've worked towards implementing measures to combat our carbon footprint and revolutionise sustainability in higher education.

SEPTEMBER 2021

Falmouth hosted Reporting Earth, an online summit which brought together activists, journalists and scientist to generate actionable ideas for reporting the climate crisis. Dr Huw Lewis-Jones, environmental historian, expedition leader and Falmouth's Associate Professor of Environment and Culture, opened the event and introduced a keynote speech from Professor Gail Whiteman, founder of Arctic Basecamp at Davos and Professor of Sustainability at the University of Exeter Business School.

Among the inspiring young journalists presenting prototype pitches was Journalism & Creative Writing BA graduate Nadia Leigh-Hewitson, whose Great Big Climate Map will serve as a platform for international climate reporting from a variety of sources. All five prototypes will receive bursaries and mentorships.



NOVEMBER 2021

The Falmouth Curriculum Ladder for Sustainability was listed by COP26 Universities Network as a case study for its novel, evidence-informed strategy for embedding climate education across its curriculum – work which will help other universities devise their own approaches to climate education.

“The greatest impact we can make as a higher education institution is to positively inform, educate and inspire students on the importance of environmental and social responsibility, as both future professionals and global citizens.”



THE CLIMATE CRISIS IN FOCUS

The conservation documentary *It's Bean Too Hot*, by Marine & Natural History Photography BA graduate Hedvika Michnova, continued to shine a spotlight on the effect of the climate crisis on small coffee farmers in Tanzania and Costa Rica. The film has gathered awards and critical acclaim at conservation film festivals and screenings worldwide.

FEBRUARY 2022

Falmouth's Fashion & Textiles Institute joined forces with key leaders across the fashion industry to launch new grassroots movement Fashion Declares, which aims to accelerate change in one of the least sustainable sectors in the world.

MARCH 2022

Our third annual Sustainability Week, run in collaboration with the Students' Union and our campus partners, the University of Exeter, featured a packed line-up of eco-orientated events – from film screenings and guest speaker sessions to hands-on conservation workshops.

MAY 2022

Falmouth was named a top 10 institution for 'students reached' in the Sustainable Development Goals (SDG) Teach In. An estimated 27% of our students engaged with the initiative, up from 12% the previous year.

JULY 2022

Our efforts to address the climate and ecological crises were recognised by the Green Gown Awards, which act as a showcase for best practice within the further and higher education sectors. Falmouth was shortlisted in the Reporting with Influence and Student Engagement categories of the awards, which are run in association with UK Research & Innovation (UKRI).

Penryn Campus was also awarded Green Flag Status for the sixth consecutive year, in a scheme which recognises and rewards well-managed parks and spaces and sets the benchmark for standards across the UK.



OUR CREATIVE COUNTY

By establishing Cornwall as the County of Creative Learning, our work has the potential to deliver global impact

BOOSTING DIGITAL SKILLS

A series of new online short courses at Falmouth University was launched to offer small and medium-sized enterprises in Cornwall the opportunity to upskill their workforce and build creative digital skills.

Part-funded by the European Social Fund and developed by experienced subject specialists in consultation with businesses across Cornwall and the Isles of Scilly, the eight courses cover topics ranging from data analytics and digital marketing to managing search engine optimisation (SEO) on a shoestring. Eligible SMEs will receive funded support for these six-week courses.

SPRINGBOARD TO SUCCESS

Teenagers in Cornwall enjoyed unrivalled creative opportunities through a National Saturday Club initiative piloted at the University. From October until June, 14-15-year-olds of all abilities benefited from Falmouth's expertise and facilities, before joining club members from around the country at an end-of-year celebration at London's Somerset House to exhibit the work they'd created. The Fashion & Business Club explored topics around sustainability, recycling and the environment, using coastal seascapes and Cornish folk tales for inspiration.

"This has given me an insight into the University and the inspiration to possibly pursue a career in fashion."

William, National Saturday Club member





ENHANCING EDUCATION

A Holocaust education pack, developed in collaboration with students and academics, will be piloted by schools in Cornwall after being launched at a teachers' conference on Penryn Campus. Examining the richness and vibrancy of Jewish communities in Europe prior to World War II, the pack lesson plans are centred around animated films created by Animation BA students at Falmouth.

RAISING AWARENESS

Falmouth's Creative Advertising BA and MA students were tasked by Cornwall Council to develop a communications campaign for its Safer Streets campaign. Justyna Skowronska's winning concept, which encourages people to be active bystanders and safely challenge undesirable behaviour against women and girls, will be on display on public transport and in bars and clubs throughout Falmouth and Truro and also across social media channels.



"I saw my friend's hand moving up the inside of the girl's leg. I decided to step in and encourage him to move away."

DIRECT, DISTRACT, DELEGATE, DELAY
safercornwall.co.uk/notallheroeswearcapas

Not all heroes wear capes
Step in when you see inappropriate behaviour

SAFER CORNWALL
Kernow Salwa

"I was in a club and a woman saw someone spike my drink and move away. She let me know and I got a new drink."

DIRECT, DISTRACT, DELEGATE, DELAY
safercornwall.co.uk/notallheroeswearcapas

Not all heroes wear capes
Step in when you see inappropriate behaviour

SAFER CORNWALL
Kernow Salwa

"A man wouldn't leave me alone, so about six of my male friends made a circle around me and I danced in peace having a good time."

Not all heroes wear capes
Step in when you see inappropriate behaviour

DIRECT, DISTRACT, DELEGATE, DELAY
safercornwall.co.uk/notallheroeswearcapas

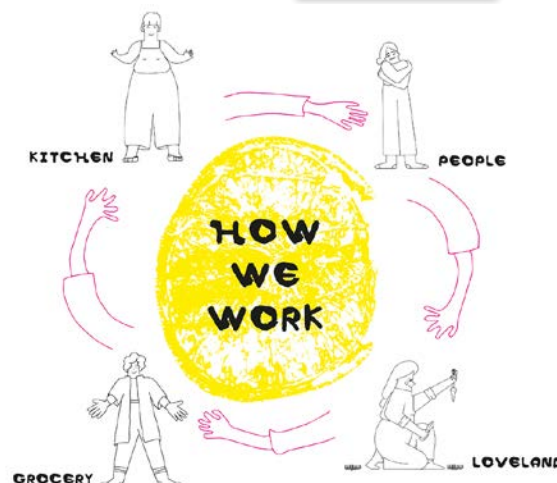
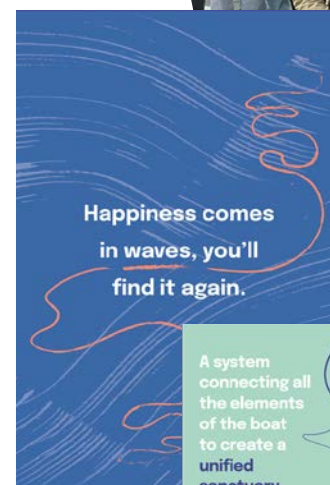
SAFER CORNWALL
Kernow Salwa

While campus activity soon gathered pace, despite the challenges of a stop-start first term, initiatives to support students and staff remain high on the agenda

STRESS-BUSTING IDEAS

After finishing their academic studies, third-year students enjoyed the chance to de-stress with the Bad Art Festival, a series of inspiring creative field trips and activities. The project was one of two summer schools organised by the Graphic Design department and Springboard Studios, a student wellbeing initiative run as part of our RealWORKS employability service and funded by the European Social Fund.

The second school, Design for Good, saw students working on live design briefs with local charities. During a week-long 'design sprint', under the guidance of Graphic Design graduates, the students created materials to tell the stories of these charitable organisations and broaden the appeal – boosting their own sense of purpose and self-confidence in the process.





FOCUS ON WELLBEING

Mental health workshops for academic staff and managers, new peer support groups and the creation of a Suicide Safer Action Plan were among initial achievements by the Partnership Wellbeing Programme (PWP). Formed as part of Falmouth's journey towards University Mental Health Charter status and comprising student support staff from Falmouth, the University of Exeter, the Students' Union and FX Plus, the PWP identified eight high-priority areas of need to target during this first phase. The programme will continue over the next two years.

REALWORKS ROUNDUP

Our award-winning RealWORKS employability service supports students throughout their degree and beyond, maximising career opportunities with a range of specialist events and sessions.

Over the year, RealWORKS organised 100 micro-internships. Students worked on projects for local companies including Cornwall Council, Lacuna Brewery, Ocean BMW and Moogie Wonderland.

Our Vice-Chancellor Professor Emma Hunt appeared on the experts' panel for the second annual Dragons' Den event, which saw students pitch their business ideas to compete for a share of £6,000.

After securing Turing Scheme funding, RealWORKS sent 60 students overseas during summer 2022 through its first Cultural Immersion programme. The four-week visits included a trip to Sweden for the University of Gothenburg's Summer School for Sustainability, along with cultural programmes at Sunway University in Malaysia, Florence University of the Arts in Italy and with Ringling College of Art & Design in Florida, USA.



