

FALMOUTH UNIVERSITY

Annual Review 2024-2025





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Introduction

At Falmouth University, our heritage as an art school and our mission to lead at the intersection of creativity and technology keep us firmly focused on the future.

This year, the Government's Modern Industrial Strategy highlighted the Creative Industries as a key growth sector and as a forward-looking institution, we are proud to contribute to this agenda; driving skills, innovation and growth both regionally and nationally.

As part of this mission, we led the *Creative Industries in the Great South West* report, launched at the House of Commons. The report shows the significant potential of Creative Industries in the region, not only as a distinct sector, but as a catalyst for innovation across fields as diverse as healthcare, agriculture and the environment.

This positive impact is being demonstrated by our brilliant people, who continue to do exciting, inspirational and often unexpected things. Our students, staff and alumni are creating work that is recognised by industry as some of the best in the country.

Our research community is also flourishing. This year we welcomed 39 new doctoral students, up from just nine in 2022. We also joined major national projects exploring how creativity and technology can improve wellbeing, design better places, and unlock new potential in AI.

We also received the University Mental Health Charter Award, becoming the first, and currently only, specialist arts university to have done so.

Despite the challenges facing higher education, our direction is clear: creativity and innovation remain vital forces for progress, and at Falmouth, we're proud to lead the way.

Professor Emma Hunt
Vice-Chancellor & Chief Executive



Our year in numbers

Here’s a snapshot of some key numbers and milestones achieved in 2024/25:

2208 students studied on campus, online and through academic partnerships

3,099 Students celebrated their graduation

82 short courses delivered through our Academy of Continuing Education, with 95% satisfaction



£84.1 million INCOME GENERATED
£359,000 SURPLUS

£189,000 investment facilitated through the new Cornwall Angel Network

The Princeton Review’s Top **50** Undergraduate Schools for Game Design in 2025, and 11th globally for postgraduate

25 years at Penryn Campus

Our Research

Centre for Blended Realities: one year on

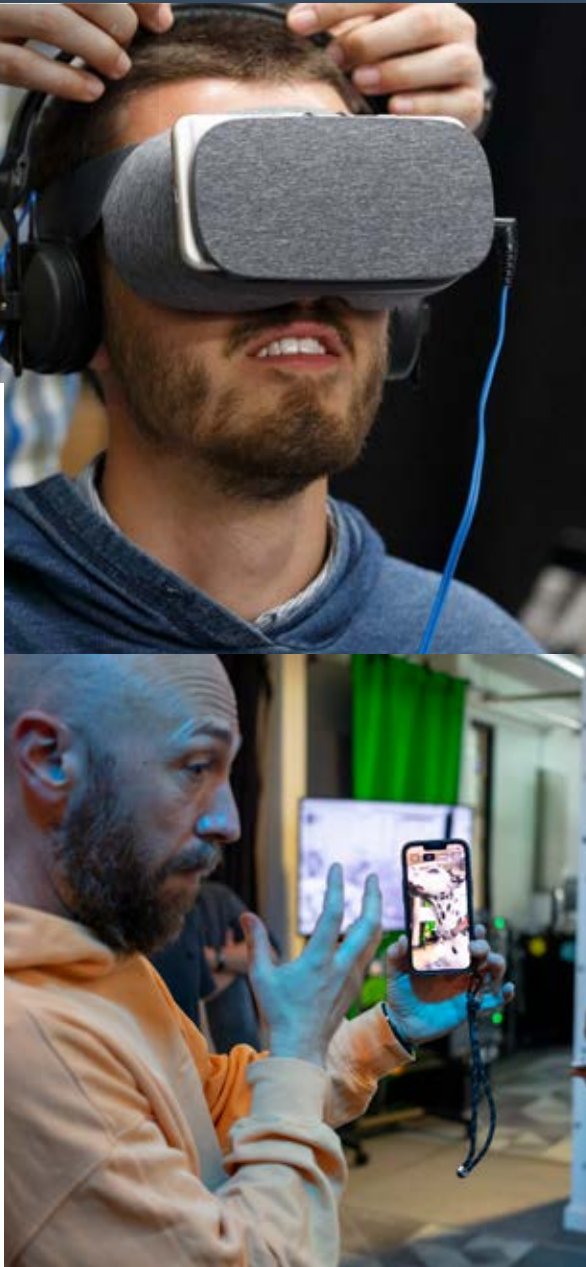
This was the Centre for Blended Reality’s first reporting year, and it was an exciting time as this new, flagship research project gained momentum.

Experimentation in volumetric capture (VolCap) and LiDAR workflows laid the foundations for choreographic analysis, environmental modelling and sensory interaction, with early findings presented at DRHA (Munich) and national digital-heritage symposia.

The E3 Pedagogy Secondment Scheme, supported colleagues to explore the convergence of advanced pedagogy and research. Four Research Secondments generated methodological innovation across AI-assisted scenography, eco-technological relations, multisensory XR for neurodiverse users and narrative LiDAR mapping.

CBR welcomed a new E3-funded PhD researcher in 2024–25 and recruited four UKRI-funded researchers for 2025–26, with projects in inclusive design, immersive performance and environmental sensing. Outputs in development include peer-reviewed papers, open datasets, case studies and public prototypes.

Conference contributions at DRHA (Turin, Munich) and CaRPA (Helsinki) showcased CBR’s “blended realities” methodology across performance, anthropology, accessibility and digital humanities.



Our Research

AD[A]PT: places for people and planet

Falmouth University is the only specialist creative arts university in a pioneering new research project, led by Oxford Brookes University, and working with Cardiff University, funded by the Arts and Humanities Research Council (AHRC).

The Architectural Design and Humanities Promoting Transformation (AD[A]PT) consortium's unique model will fund 20 researchers to tackle the barriers faced by architects, planners, conservationists and policymakers, using arts and humanities expertise to address the barriers to creating healthy, inclusive, and sustainable places.



Film Futures

A consortium launched last year to create an AI prototype and research how AI could support under-represented content creators and established producers in film and television. The Charismatic consortium, funded with £1.04 million from Innovate UK, explored how creators could use AI to generate storyboards, scenes and settings. Partners include Charismatic.ai, Channel 4 and Aardman Animations.



Conference calls

From DEATHxDESIGNxCULTURE, to the British Popular Culture(s) Network conference and the Contemporary Women's Writing conference, this year Falmouth University's campuses played host to some diverse and fascinating events, welcoming scholars, postgraduates and PhD students from across the globe to immerse themselves in new thinking.



RESEARCH ROUND UP

- A team of senior lecturers, students and senior technicians from Falmouth's Fashion & Textiles Institute hosted Fashion Redesign Forum #1 Repair, an event focused on discussing the future of fashion.
- Researchers created the soundscape for an immersive experience entitled Gans'n Dhama Wedhen – Cornish for 'In the company of the Mother Tree'. The project, an affective synthesis of 360 cinematography, immersive soundscape composition and bilingual voice, aims to broaden our understanding of temperate rainforests in the UK and to deepen our capacity to listen with other-than-human life.
- Falmouth University was proud to host 'Disrupt the Silence', the final conference for the ATTUNE project, our £3.9 million UKRI funded project delivered in collaboration with the University of Oxford and partners, that explored the impact of Adverse Childhood Experiences on adolescent mental health.



Business in Brief

Cornwall Angel Network

In October 2024, Falmouth University lead an initiative in collaboration with the British Business Bank and Cornwall Chamber of Commerce to launch the Cornwall Angel Network, to create a more diverse investment community, connecting local angel investors to start-up and early-stage businesses in Cornwall.

In its first year, more than 25 angel investors have joined and four early-stage companies have raised and received a total of £189,000 in investment.

Professor Emma Hunt said, “The Network is not only unlocking capital, it is strengthening the regional economy by retaining talent, supporting innovation and fostering a community of investors who care deeply about Cornwall’s future.”



Games Incubator

Falmouth University’s Games Incubator has had a standout year. Fueling new-to-market games, helping entrepreneurs level up, and attracting fresh investment. Now based in the vibrant Launchpad building, the incubator is at the heart of campus business activity, bringing industry experts to hotdesk, mentor and spark creativity. By connecting talent, ideas and experience, it’s shaping a thriving games hub where innovation and inspiration collide.



Looking to the Future

From creating an underwater monitoring camera system with Celtic Sea Power, to developing a Regenerative Communications Framework that helps Cornish businesses showcase the positive environmental and social impact of their products and services, Launchpad Futures has continued to drive innovation across Cornwall’s business ecosystem.



Our people

Jolly good Fellows

At this year's graduation ceremonies, Falmouth University was delighted to welcome Sue Perkins and Pawlett Brooks to the Falmouth University community.

Broadcaster, writer and conductor Sue Perkins is one of the UK's most recognisable creative figures. From co-hosting The Great British Bake Off to presenting award-nominated documentaries and writing best-selling memoirs, she's carved out a singular career spanning comedy, radio, literature and the arts.

Pawlett Brooks is an artistic director, cultural leader and changemaker whose work has transformed the arts landscape in the UK. For decades she has worked to centre Black voices in culture, create space for community-led storytelling and champion inclusion across the creative industries. In 2010, Pawlett founded the Serendipity Institute for Black Arts and Heritage, supporting Black creatives by curating festivals, exhibitions, archives and learning programmes.



A fine career

It's been a busy year for BA(Hons) Fine Art graduate Anna Calleja, as well as opening her first ever UK solo show at London's Sim Smith Gallery in November, she was selected as one of three women artists in residence at Palazzo Monti, Italy, as part of the annual Great Women Artists residency – featuring three exciting emerging artists – run by leading art historian Katy Hessel.



Fringe benefits

Five Falmouth Comedy Writing MA (Online) alumni took to Edinburgh Fringe after their comedy sketches were hand-picked to be performed as part of a one-hour industry showcase over six consecutive nights. Performing as part of Gobby Girl Productions' 'The 11% Club', the show celebrated female comedic talent, reflecting on how only 11% of sitcoms are written by women.



Coming up Roses

Rose of Nevada, the latest feature film from BAFTA-winning writer and director, and Falmouth Distinguished Professor of Film Practice Mark Jenkin, made its world premiere at the Venice Film Festival. Starring Hollywood A-listers George MacKay and Callum Turner, the film was crewed by more than 30 students from our Film & Television courses, taking on roles in production design, lighting and post-production, gaining real-world experience on a major feature film.



Full steam ahead

Two development studios that were formed at Falmouth University launched new computer games on Steam. The Knights of Boria released Leximan, a wholesome narrative adventure game with a 2D retro feel through publisher Marvellous Europe and Studio 316 launched Post Apocalypse Courier Service, a ‘unique blend of MudRunner, Lethal Company and Mad Max’, with support from the UK Games Fund Prototype Fund.



Building an inclusive community

This year, MA Film & Television (Online) student Hassan Robleh launched Unbroken, his gripping thriller following a woman on the run as she confronts her past. It was shot by a crew assembled through a paid Facebook campaign that attracted over 5,000 enquiries, reflecting a fresh, inclusive and digitally savvy approach to production. That modern mindset is paying off. Unbroken was officially selected for both the Global Students Film Workshop 2025 and the FerFILM Festival 2025, and was made available to stream on Apple TV.



Our Winners

Conscious Creatives

Four student projects scooped gold in the Creative Conscience Awards 2024, with three more projects shortlisted. From an ad campaign championing climate conscious food systems to a sustainable product design for a seaweed based alternative to plastic pregnancy tests, the winners delivered social and environmental impact.



Being Sea-n

BA(Hons) Marine & Natural History Photography graduate Jacob Guy won the Young Ocean Photographer of the Year Award for his striking image of an algae octopus captured in North Sulawesi during one of Jacob's trips to Indonesia and using ultraviolet light to capture the octopus's fluorescence in a stunning image.



Wild at heart

BA(Hons) Marine & Natural History Photography graduate, William Fortescue continues to make waves in the world of wildlife photography, with his image, Romance is Dead, being highly commended in the Wildlife Photographer of the Year 2024 competition and selected as the cover image of their annual coffee table book.



Talented New Blood

This year, four projects created by Falmouth's students and alumni were awarded coveted Wood Pencils at D&AD New Blood creative design awards, recognising their standout entries.



Fair Cop

Weird Cops, a film short about two hapless police officers and their first big case, created by a team of six BA(Hons) Animation students, scooped the award for Animation at the Royal Television Society Devon & Cornwall Student Television Awards. The judges loved the "wild ride through a comic book landscape with engaging sound design".



World illustrators

Two members of Falmouth's online Illustration MA were shortlisted for the World Illustration Awards, presented by the Association of Illustrators and the Directory of Illustration. Current student Hugh Hadfield's project Blooded, was shortlisted in 'Editorial' and explores fox-hunting traditions. 2024 graduate Liberty Opal's project Collect Them All is shortlisted in 'Design Product & Packaging'. She said: "It hopes to connect people through the power of positive memories... a cornerstone of my brand's narrative."



Designs on victory

Hallie Mitchell, a Falmouth BA(Hons) Graphic Design student who also completed the University's Photoshop ACP short course, beat 10,000 entrants to be named the UK and Ireland's Adobe Champion 2025, going on to come second in the Adobe World Championship.



Our Community

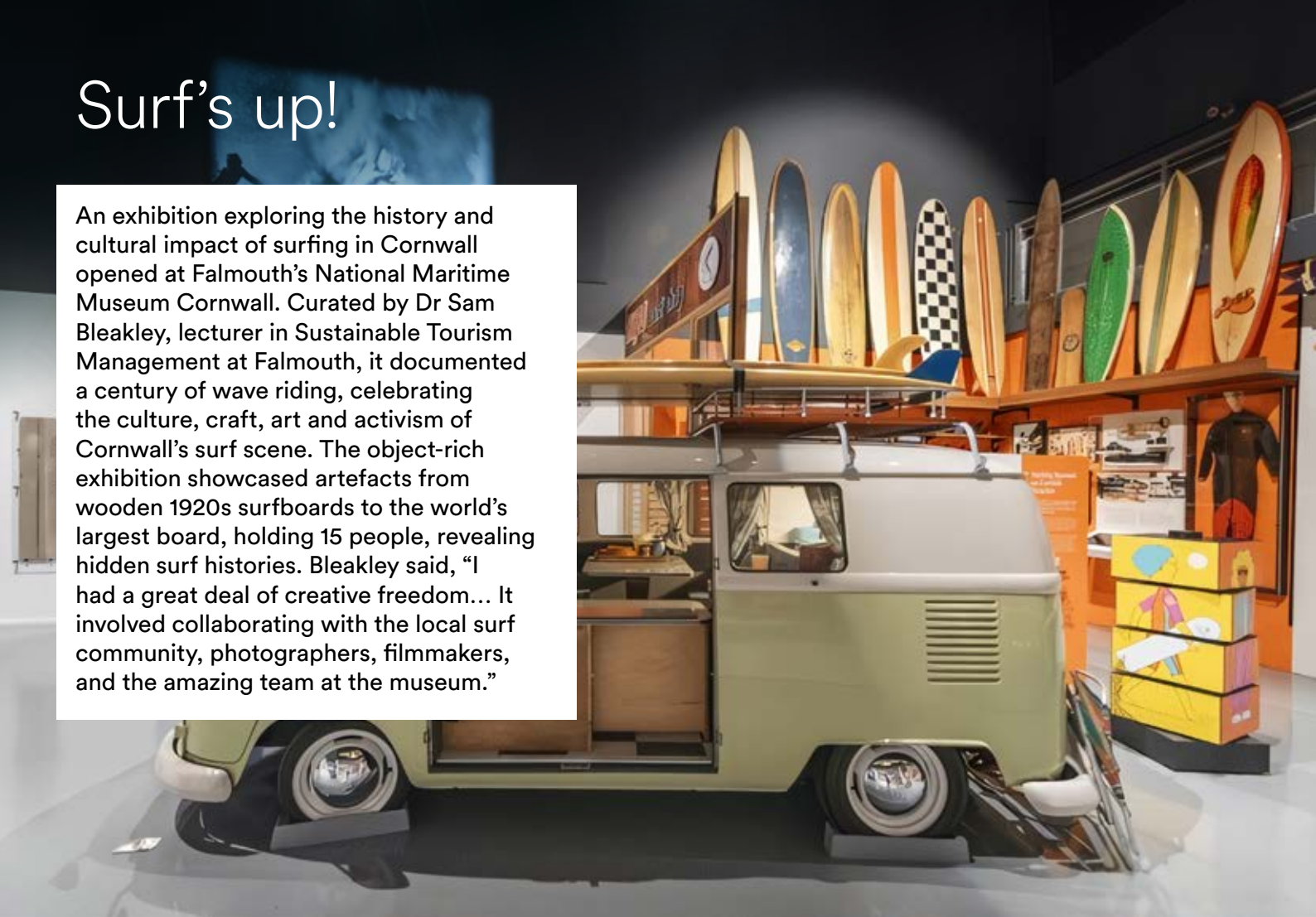
Uplifting Illustrations

Final-year BA(Hons) Illustration students have created uplifting, therapeutic artwork for the new Outpatients Department at West Cornwall Hospital in Penzance, as part of a collaboration between Falmouth University and the Royal Cornwall Hospitals NHS Trust. Drawing on themes such as Cornish folklore, local industries and community spirit, 21 pieces were selected for a permanent display designed to calm patients and enhance the visual environment of the new building.



Surf's up!

An exhibition exploring the history and cultural impact of surfing in Cornwall opened at Falmouth's National Maritime Museum Cornwall. Curated by Dr Sam Bleakley, lecturer in Sustainable Tourism Management at Falmouth, it documented a century of wave riding, celebrating the culture, craft, art and activism of Cornwall's surf scene. The object-rich exhibition showcased artefacts from wooden 1920s surfboards to the world's largest board, holding 15 people, revealing hidden surf histories. Bleakley said, "I had a great deal of creative freedom... It involved collaborating with the local surf community, photographers, filmmakers, and the amazing team at the museum."



Basket Shark

To raise awareness of plastic pollution, staff and students created a hand-crafted, life-size and mechanical 20-foot sculpture of a basking shark. The beast has taken up a residency at the National Maritime Museum, paraded through Falmouth's streets and spent the summer on Gyllingvase beach, where it was used to collect refuse found on the sand. Project leader Duncan Cameron said, "It's all about making people's voices heard while creatively protesting on pollution in a way that is exciting and fun – it's about creative agency and a hope for change."



NHS collaboration

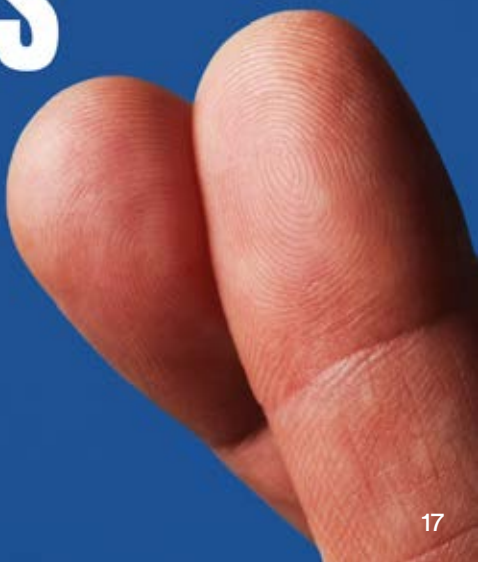
Staff and students on Falmouth's Creative Advertising and Marketing Communications courses worked with NHS Cornwall and the Isles of Scilly to create a campaign encouraging HPV vaccination. Titled 'Don't Overthink It', it launched in GP practices across Cornwall. The brief was to tackle myths and fears behind vaccine hesitancy. Reflecting on the collaboration, Dr Su said: "This was a collaborative effort... 'Don't Overthink It' is a brilliant, light-hearted campaign... I'm confident the ads will make audiences smile and gently nudge them to check their HPV vaccine status."

The winning campaign, led by students Ivy Samuel and Rex Hayes, addressed how conspiracy theories can be overcomplicated. Rex said: "Producing the ads was a fun challenge, and it was great to work with a well-respected body such as the NHS."

**YOU WON'T
BE ABLE TO
CROSS YOUR
FINGERS** **NHS**

Really? Of course you will. There's nothing to be afraid of in getting your HPV vaccine. It's as safe as they come, and will reduce your risk of contracting certain cancers. If you're aged 16-24, check with your GP that you're vaccinated

**DON'T
OVER
THINK IT**



Oh yes they did!

We were proud to partner with the Hall for Cornwall on the annual calendar highlight – the pantomime. In December 2024, BA(Hons) Costume Design students designed a spectacular gown for Jack and the Beanstalk's Dame Trott and BSc(Hons) Robotics students worked on a custom conveyor belt prop.



©Hugh Hastings/Hall For Cornwall 2024



COMMUNITY CUTTINGS

- Our Community Day was bigger and better than ever, offering workshops, entertainment and children's activities alongside the opportunity to explore our outstanding graduate shows.
- Our National Saturday Clubs give 13-16 year olds from across Cornwall the opportunity to study subjects that they love for free at their local university. This year we were delighted that 58 local students immersed themselves in our facilities, supported by our expert staff.
- This year, our new Academy of Continuing Education offered 82 exciting short courses for those who wanted to try something new and creative, or develop their skills and career growth.



