

PRESS RELEASE FOR IMMEDIATE RELEASE

CORNISH-BORN GIRL BECOMES FAL RIVER LINKS ESTUARY OFFICER

TWENTY nine year old Jemima Ball from Malpas near Truro beat off nearly 50 other applications to become the first estuary officer for Fal and Helford estuaries.

The project, which was set up last year to get boat, bus and train companies to work together with the aim of encouraging more people to leave their cars at home and get out and about around the Fal and Helford .

Jemima, who was born and bred in North Cornwall, took on the post – which was advertised nationally - earlier this month.

“I am really excited by the huge range of opportunities the project presents. When I first saw the advert, I thought: ‘Wow, I wonder if I could get to work by boat!’ Fal River Links has already proved its success in working with public and private partners and I want to continue to develop this to its full potential,” she said.

As co-ordinator, then director of marketing for Great Atlantic Way, Jemima has already gained good experience in marketing, tourism and funding within the county.

She said: “Great Atlantic Way was an initiative driven by the private sector to secure funding and investment for the rural communities of North Cornwall by developing and marketing visitor attractions around a sustainable transport network. I tried my hand at everything in the first 18 months of setting the project up and I learnt a lot about Cornwall, its funding systems, economy and tourist industry and I developed an interest in environmental transport solutions.

“I have lots to achieve over the next 12 months but my longer term ambitions are to generate more prosperity for FRL’s operators, create new partnerships and opportunities for other associated businesses and improve environmental awareness for this unique part of Cornwall,” she concluded.

Phil Dyke, non-executive chairman of FRL, added: “The role of the estuary officer role is not just about developing the Fal River Links Co-operative, where independent operators are working together to provide ‘car free days out’; it’s also about developing new and fun experiences on and off the water. The Fal and Helford areas provide such spectacular scenery our ambition is for Fal River Links to make it more accessible to local people and visitors in an environmentally sensitive way.”

Jemima’s role with Fal River Links came about through Unlocking Cornish Potential (UCP) – a programme which was launched by the Combined Universities in Cornwall initiative to offer direct business and placements for graduates with small and medium sized businesses within the county. Investment in UCP through Objective One means that participating businesses receive 30% of the cost of taking on their graduate for the duration of the project. Graduates and their employers also receive support from an independent mentor.

Allyson Glover, project manager of UCP, said: “We are delighted to be working with Fal River Links to support Jemima’s role. The role of estuary officer is an exciting graduate opportunity and it is important that we are able to help more businesses create these kind of jobs to keep our talented graduates in Cornwall and encourage them back after their studies.”

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A high res digital photo of Jemima is available from Steve Earl-Davis, Cameracraft, Truro. Tel: 01872 272480.