

An Introduction to EXPERIENCE ADVENTURE



**EXPERIENCE
MARAZION
& PENZANCE**



Interreg 
France (Channel) England
EXPERIENCE
European Regional Development Fund


EUROPEAN UNION
European Regional
Development Fund

 **CORNWALL
COUNCIL**
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Project Summary

EXPERIENCE BUSINESS BOUNDARIES

-  Primary locations
-  Secondary locations



- A **€23.3 million** project involving **six areas** of the **Channel region**
- A four-year project (until 2023) co-financed by **ERDF & Cornwall Council**
- Cornwall has **€2.8million** investment designated to the **Penzance** area
- A project promoting **off-season sustainable tourism**
- Supporting **sustainable economic growth**

Business Engagement & Product Development



- **Support local businesses** to create **sustainable cultural itineraries and experiences**
- Focused on **developing experiences, activities, & itineraries**
- Suitable for **Oct – March period**
- **Stay local & travel green**

Marketing

- Deliver focused **marketing** to communicate the new offer

- Drive **responsible visitor numbers** during **Oct – Mar** period

- Opportunities to feature in **marketing and itineraries**

- All experiences must satisfy a **sustainable cultural criteria**

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CULTURAL ACTIVITIES IN PENZANCE

With its dramatic scenery and vibrant art scene, it's no wonder that so many creatives and makers are inspired to live in the Penzance area. Visiting in the off-season is the perfect opportunity to catch the latest exhibitions or even unearth a hidden talent of your own.

Experience the culture of Penzance

Take your creative side out of hibernation with these artistic days out. Discover the galleries, sculpture trails, theatre performances and creative workshops waiting for you in the Penzance area.

We will be adding more itineraries over the coming weeks so keep revisiting!

The great indoors

The maker's break

Artistic Heritage

EUROPEAN UNION

interreg

CORNWALL COUNCIL

FILTER THE LIST

ALL ADVENTURE COAST CULTURE ENVIRONMENT FEAST HERITAGE

Experiences in Penzance

Have you been inspired to experience the Penzance area beyond summer? With foraging experts, tour providers, artists, storytellers and more, this is the directory you need to create your out of season adventure.

WHAT TO DO IN PENZANCE OFF SEASON

Not sure where to start? Check out our [itineraries](#) first. They're packed with experiences that you can mix and match to create brilliant days out. Please note: You will need to contact the venue or experience provider directly to book an activity.

TOLCARNE INN SEAFOOD IN NEWLYN

The Tolcarne Inn is a historic maritime pub and notable foodie destination in Newlyn. Overseen by Head Chef Ben Trenchard (who previously held a Michelin Star at The Abbey), the seafood-led menu makes the most of the restaurant's harbourside location. The menu is impressive, but it's still a pub with a cosy fire, where you can sit, enjoy a glass and bring your dog. Find out more [here](#).

THE SHORE FISH TASTING MENU

Featuring in the Michelin Guide, The Shore serves a pescatarian tasting menu with a Japanese influence. Chef Bryce Rennie sources fish fresh from Newlyn market and vegetables from local farms as his own garden when possible. This Penzance restaurant offers an intimate dining experience with just 14 seats, so pre-book your ticket to secure your place and enjoy the culinary adventure. Find out more [here](#).

45 QUEEN ST CREATIVE PLATES AND COCKTAILS

From the makers of Tinkure Gin, 45 Queen St is a real find in the heart of Penzance. The warehouse has been transformed into a cool and vibrant place to relax over brunch or indulge in an evening feast. To get a feel for their eye-catching and ever-changing menu, follow the restaurant on [Instagram](#).

ST JUST CAFE DOG AND RABBIT

Visiting West Penwith? Start your day of discovery at Café Dog and Rabbit. You'll find this lovely, hidden gem of a café just off Market Square in St Just. Pop in for a hearty brunch, a warming bowl of soup or a big slice of cake and soak up the friendly atmosphere. You're welcome to bring your dog too. Find out more [here](#).

NEWLYN NEWLYN SCHOOL OF ART

Newlyn is just a short one mile walk from Penzance - just follow the gentle path along...

LAVENDERS CORNISH BAKERY

Cornish pasties, crakes bread and a fridge stocked with locally sourced goodies. You'll find this welcoming café, deli and bakery - known to be Penzance's 'must visit'.

NEWLYN ARGOE RESTAURANT

Making the most of its proximity to Newlyn fish market, Argoe specialises in fish, seafood and natural wines. Situated on the harbourfront of this charming town, the restaurant is an atmospheric place to try local favourites, such as John Dory and...

Experience Development



What Your Experience Should Include

THE STORY

It starts by establishing YOUR story of the experience

People

Who will lead?

Who will you work with?

Who else will your guests interact with?

What are your expertise and passions?

Place

Where are you planning to take your guests?

Are you giving access to a location or venue they wouldn't have access to unless they were doing this experience?

Is this place memorable?

Participation

What will your guests do?

What hands-on activities are you including in your experience?

Who will be leading these activities?

Are your activities memorable?

Case Study: Deep Into History

Travel back in time by travelling underground through an old tin mine.

You'll step into the shoes of a Cornish miner and descend ladders, wander through the narrow walkways and even abseil down the different levels of the mine (if you dare!).

Cornwall Underground Adventures offers a range of caving experiences with many complex mining tunnels to explore. The 'Underground Explorer' is the easiest route.



Case Study: Surf, Yoga and Woodland Wild Camp

Develop your surfing skills and get to know the best beaches in Cornwall on this 2-day Experience.

Spending day one focused on learning basic surfing technique, then we'll end the day with a restorative yoga session back at the camp in the woodlands. In the evening, we'll BBQ, do axe throwing, enjoy the campfire, and sleep in shared canvas bell tents.

The next day, we'll wake up with a yoga session then build on our surfing knowledge at another of Newquay's renowned beaches.



Ideas

- **Cycle around ancient sites & stargaze in an Area of Outstanding Natural Beauty**
- **Well-being weekend with yoga & cold water swimming**
- **Hike the rugged Tin Coast and experience mining life & history**



Create Your Own Experience

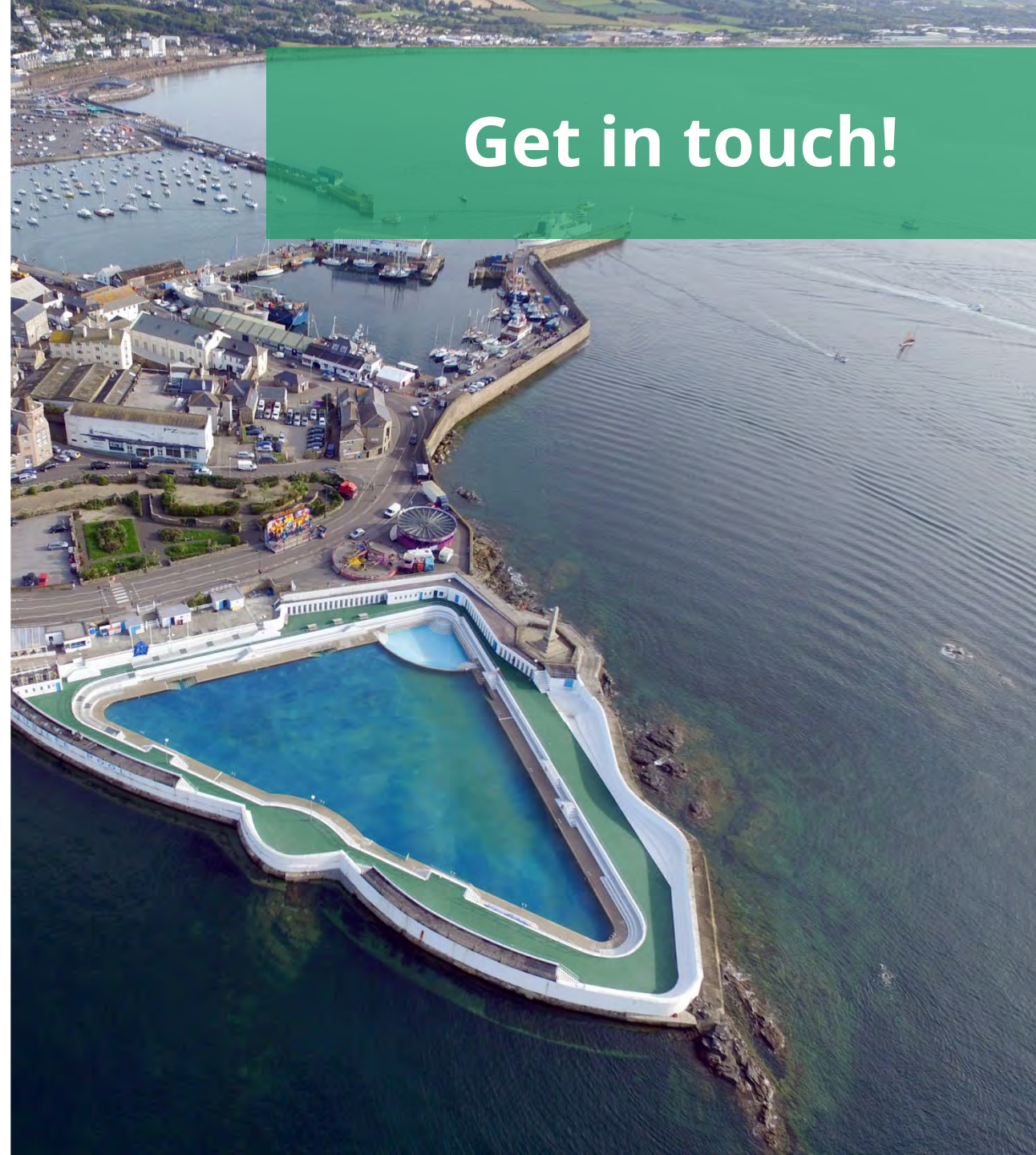
What is your offer?

People

Place

Participation

To find out more email:
[experiencepenzance@
cornwall.gov.uk](mailto:experiencepenzance@cornwall.gov.uk)



Get in touch!