

# THE ENGLISH RIVIERA



## South Devon's Beautiful Bay

ENGLISH RIVIERA TOURISM COMPANY PRESS RELEASE:

July 2011

### **BATTLE FOR BERRY HEAD, ENGLISH RIVIERA, DEVON**

**The Battle for Berry Head on Devon's English Riviera on 6-7<sup>th</sup> August 2011 is a colourful and dramatic weekend of siege, battle, music, noise, uniforms and entertainment all washed down with a fortifying helping of Bays Beer and delicious local food.**

The Battle for Berry Head in August is a fundraising event in aid of Torbay Coast and Countryside Trust. Entry is free and the event is expected to attract in the region of 3000 people over two days to Berry Head and Brixham. A Beer Tent will be run by Bays Brewery along with food supplied from the Guard House café including a Hog Roast.

Carolyn Custerson, Chief Executive Officer of the English Riviera Tourism Company said,

“Major events like The Battle for Berry Head are powerful tools in raising the awareness of the English Riviera nationally, positioning the resort as a destination with fascinating history and heritage, and in providing great entertainment for our 3m plus visitors”.

“Berry Head is one of the really spectacular features that make up the English Riviera Global Geopark and it's the perfect location for this great weekend event. Berry Head is a truly dramatic National Nature Reserve with its 200ft cliffs and breathtaking panoramic views of South Devon's beautiful coastline. It's also an internationally acclaimed heritage site with recently restored Napoleonic War fortifications. We are thrilled to be supporting this great free event which is sure to attract visitors from far and wide”.

The two days will follow a similar format, with the encampment being set up on the Friday prior to the event. Visitors will be able to visit the military encampment, home to approx 150 soldiers and camp followers and experience life under canvas in the 19<sup>th</sup> century in authentic red and white striped ridge tents within the dramatic setting of some of the best-preserved Napoleonic forts in the country at Berry Head.

Drills will take place throughout the day and children will be encouraged, or press-ganged, to drill and march, dressing up in uniforms supplied by Brixham Museum. Rousing military music will be supplied by the regiments' bands. Public interaction with the soldiers, who remain in

character throughout the weekend, will be encouraged. The Trust's Education Team will be running 19<sup>th</sup> Century themed children's activities during the event.

Kate Foster, Torbay Coast and Countryside Trust's Head of Resources said, "We are all looking forward to what should be a really dramatic event on the headland and an important fundraiser for Torbay Coast and Countryside Trust".

Following a number of skirmishes, the highlight of each day will be the storming of the besieged French army barricaded into the Southern Fort with commentary provided by the Napoleonic Association. This will be a highly visual and noisy clash with the air full of the smell of gunpowder, ear-splitting cannon and musket firing and the rallying war cries. Following several assaults on the besieged Southern Fort, protected by barricades and gun emplacements, the British Army will haul down the French tricolour and hoist the Union flag to signify victory.

Both days are free, although car parking is £5 each day. The event will go on whatever the weather! For more information about the event and the Trust visit, [www.countryside-trust.org.uk](http://www.countryside-trust.org.uk).

The event is supported by the English Riviera Tourism Company. For more about what to do and where to stay visit [www.englishriviera.co.uk](http://www.englishriviera.co.uk)

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Ends

Information for Editors:

2 photos attached

For further information:

Contact Anita Newcombe  
[info@anitane newcombe media.co.uk](mailto:info@anitane newcombe media.co.uk)  
01803-850886  
07718-884482

Contact Lydia Stone  
[Lydia.stone@englishriviera.co.uk](mailto:Lydia.stone@englishriviera.co.uk)

Launched in October 2010 the ERTC is a new private sector-led public/private tourism partnership leading on the official promotion of the English Riviera as a leading UK resort and overseeing the effective delivery of the 2010-2015 Turning the Tide for Tourism in Torbay Strategy. To download a copy of the strategy please visit: [www.englishriviera.co.uk/ertc](http://www.englishriviera.co.uk/ertc) Please note that the ERTC is a company controlled by the Council of the Borough of Torbay