It’s no wonder they call West Cork **“A Place Apart”. Nature sets the pace** in this beautiful south west corner of Ireland – **stretching** from **smart south-coast Kinsale** to three **rugged** westerly peninsulas reaching into the **wild Atlantic**: Mizen Head, Sheep’s Head and Beara.

West Cork is the place many **Dubliners** head for – leaving hurried **city** lives behind to **play** along the **long zig-zagging coastline**, and **walk or ride** through **peaceful** **inland** woods and valleys.

Hundreds of inlets, tiny coves, safe harbours and blue-flag beaches are just right for **long active days in the salty air** – learning to sail, surfing, diving, **whale watching**, island-hopping, bird spotting, **kayaking on a salt-water lake in the moonlight,** messing about in boats. Or simply eating a fresh crab sandwich on a quayside.

Thanks to its **gentle and generous Nature**, this corner has a wonderful food culture. West Cork’s **farmers**, award-winning artisan **producers** and chefs are **leading Ireland’s culinary revolution**. From traditional pubs to **world-class** restaurants, at local **farmers’** markets, and long-established food festivals, you can enjoy great food right across West Cork.

There’s something **restorative** about the **temperate climate** and sub-tropical gardens, the **tranquil** lanes thick with fuchsia and monbretia, the sudden glimpses of water through the trees, the shifting light, and the **soft** greens, greys and violets of bays and distant mountains.

There’s **edge-of-the-world drama** too: climbing up to a mountain pass through ever-changing weather, crossing the bridge to the end of Mizen Head with the Atlantic crashing below, or taking the cable car to Dursey Island - one of over a hundred West Cork islands. Seven of these are **inhabited**, including Ireland’s most southerly community on *Oiléan Chléire* (**Cape Clear**) “the **storytellers’** island”, where Irish is spoken as a first language, and there’s an independent way of life.

Beyond Cape Clear, the imposing **Fastnet** Lighthouse stands on a rock known as **Ireland’s tear drop** – for emigrants to the new world, this was their last sight of their native land. The whole coast echoes with history – ancient sites, ruined castles, coastal forts, copper mines. Cork is proudly ‘the rebel county’ and it was here, at Clonakilty, that **Michael Collins** – ‘the Big Fella’ – lived and died.

West Cork is both **very Irish**, and **quite cosmopolitan** – for many have ‘blown-in’ on the winds and stayed to make this beautiful place their home. There’s a **strong creative community** here. **Arts and crafts, storytelling and traditional music thrive** – as do scores of cultural festivals.

People here value **the good things in life**. It feels **warm-hearted and kind**. It’s a place that **takes its time** and helps us to **slow down** … It’s **A Place Apart**.

Para 1 Immediately introduces the concept of **A Place Apart** – i.e. the Fuchsia Brand, which has saliency and presence in West Cork. It explains this using the idea of time – which sets it apart – **nature sets the pace**. It locates West Cork right at the beginning of the Story – using some of the better-known place names – and suggesting the **stretch** of the long coast, and the element of sophistication in **smart**, contrasted with **rugged** nature and the **wild Atlantic.** **South west and south-coast** are important and attractive concepts too.

## the SHARED STORY + ANNOTATIONS

Para 2 Picks up on the idea of city-smart by mentioning **Dubliners**. This reassures interational urban-dwellers that this is a place that caters to **city** tastes. It also suggests the idea of stepping outside **hurried lives** and finding the opportunity to be active in different ways – to **play, walk or ride**. (While the overall feel is relaxing, the trade felt it important to get across the idea of activity and adventure – so active verbs are dotted throughout.) The image of a **long coastline** is important and the word **zig-zagging** is easier and friendlier than the latinate alternatives (crenulated, indented etc). **Inland** is mentioned early in the story, to balance the strong coastal element. **Peaceful** is the first of a key set of words that suggest tranquillity (others are soft, gentle, restorative etc).

Para 6 **Edge-of-the-world drama** counter-balances the soft nature story with more active elemental experiences – and we’ve picked three which are different and special. West Cork’s islands are also a differentiator – particularly the number of **inhabited islands**. We’ve used **Cape Clear** – a beautiful evocative name – to illustrate the different cultural heritage – **storytelling** is an attractive proposition

Para 9 Is also about the **people** – and the idea that this is a genuine place where people **value the good things in life** – in other words, all the elements that have already been mentioned in the story. The story ends where it began – with the idea of A Place Apart – and links back to that slower pacethat is so attractive – **takes its time, slow down** – and to the softness and warmth of the welcome… **warm-hearted and kind.**

Para 8 Refers to the people – a lovely mix of **very Irish** and **cosmopolitan blow-ins**. It’s reassuring to international visitors that there is this mix – and that West Cork is so **beautiful** that people move here from far and wide and make it their **home.** The idea of a **strong creative community** and a thriving **cultural** scene is very attractive too. **Arts and crafts, storytelling and traditional music thrive** – these are important elements of the distinctive cultural heritage which are attractive to visitors.

Para 7 **Fastnet** is a known name and the story of **Ireland’s tear drop** has an emotional resonance – leading to mention of the other historic elements. **Michael Collins** is of course world-famous (not least thanks to the 1996 film), and so is an important ‘claim to fame’ for West Cork.

Para 5 **Temperate, tranquil and soft** descriptions of nature paint a picture of a different sort of place, suggest a slowing down, and add up to a **restorative** experience for busy people.

Para 4 Begins with another reference to the special nature of West Cork: **generous and gentle Nature.** This para is all about **food** – giving weight to **farmers** and other **producers**, as well as places to eat. It makes strong claims for West Cork – nationally and internationally – **leading Ireland’s culinary revolution** and **world-class**. This is a key differentiator and a strong selling point internationally.

Para 3 Builds a picture of a place focused around the water – on, in and next to – and of being close to (and having the time to observe) nature. An essential part of a visit to West Cork. Special experiences such as **kayaking on a salt-water lake** at night, and **whale-watching**, set West Cork apart from other coastal destinations. The phrase **long active days in the salty air** suggests being occupied by pleasureable and sometimes stimulating activities (rather than idleness).