Happy birthday to us!

This year is Elemental's 20th year in business and what a milestone it is. Though my grey hair might suggest otherwise, it only seems like yesterday that we set up our first beach operation in a tiny sea container at the back of Swanpool Beach. Since then, we've moved into our current seafront HQ, as well as expanded operations into Newquay, France and beyond, and we are still as excited as ever about what we do.

There have been ups and downs along the way, of course – plus lockdowns, currency hikes, recessions, leaving Europe, government changes and more to boot – but we have weathered each storm and gone from strength to strength.

Having said that, we are only as good as our clients, so a massive thank you to everyone who has played their part – we couldn't have done it without you! And huge gratitude goes to all the amazing staff who have worked with us over the last two decades – every session you've taught and every client you've welcomed has played a huge part in creating "Elemental-ness" – a word we've coined to describe our unique mindset and our distinctive approach to learning from the great outdoors.

So, here's to another 20 years of immersing ourselves – and others – in the elements to get the very best out of life. Roll on 2046!

The empire expands

We are delighted to announce that we have taken on another hotel in Newquay – the second one in Cornwall to be run solely by Elemental. Working alongside the already brilliant Elemental Surf Lodge (and only six minutes' walk away), Priory Lodge Hotel has 110 beds, a swimming pool and games/bar area and even a private staff sitting room – luxury! Anthony will be moving his office to the new hotel, while continuing to oversee the Lodge, with Chris and Jen-Pen in charge there on a day-to-day basis. We are knee-deep in plans to make the new hotel the very best it can be for 2027 and can't wait to share some pictures with you, so keep an eye on social media for updates.

The growing Elemental family

This autumn we have welcomed Ben Brown to the role of Operations Delivery Manager at Elemental. Ben has worked in the outdoor world for many years, and we are delighted that he is joining (or rather returning to) us as a valued member of the team. We are already feeling his steady hand in the realms of health and safety, staff training and recruitment, and are really looking forward to him taking over the delivery of our summer operations.

Next, huge love and congratulations go to Torie and her husband Sam, who are expecting their first baby in the new year. Best of luck to you both! Boo will be stepping in to the hot seat while Torie is on maternity leave, ably assisted by Caseley, Sam, Ben and myself. Please bear with us while we try and fill such huge (albeit size 3) shoes, and let's keep the comms constant!

Finally, Elemental's four-legged staff quota has also risen: Caseley has a new puppy called Flash – a springer who is certainly living up to his name. He joins Bobby (Torie's Rhodesian Ridgeback) and of course Bella (Daniel's spaniel). All can be found in the office or on the beach most days, so if you're passing, do come in and say hello - preferably armed with a tennis ball and a pocketful of treats.

What's next?

Autumn sees the Elemental crew putting the finishing touches to plans for a myriad ski trips in 2027, plus getting set for next summer on the beach (yes, already!). To keep you in the loop, I'll write another newsletter in December, as we prepare to pack our bags and head to the Alps for another season on the slopes.

All the best

Dany

Elemental UK Ltd, Swanpool Beach, Falmouth, TR11 5BG
01326 318771 | info@elementaluk.com | www.elementaluk.com

Registered address: c/o TC-Group, Level 1, Devonshire House, One Mayfair Place, London W1J 8AJ

Company Reg; 5943289. VAT: 900634656