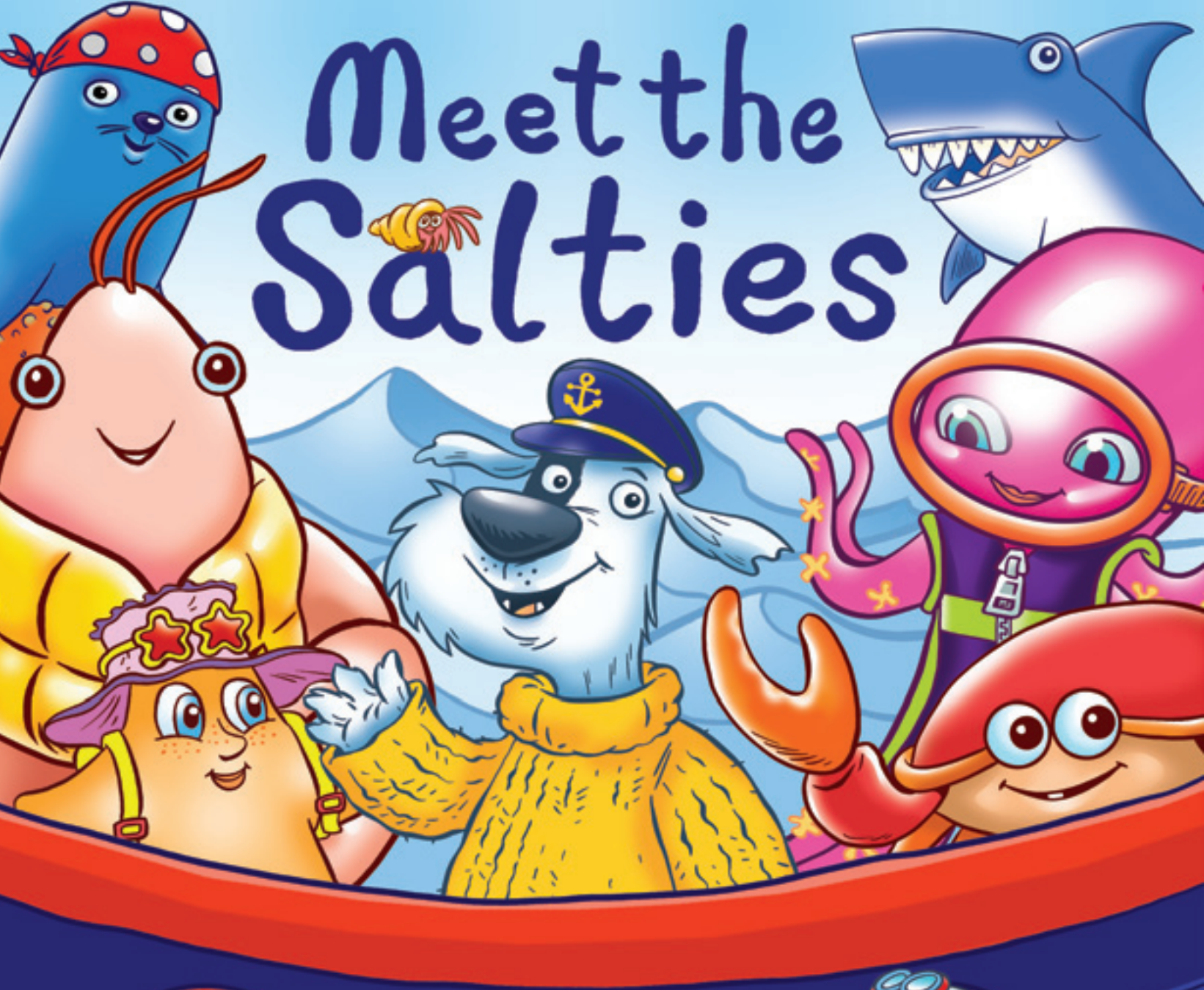


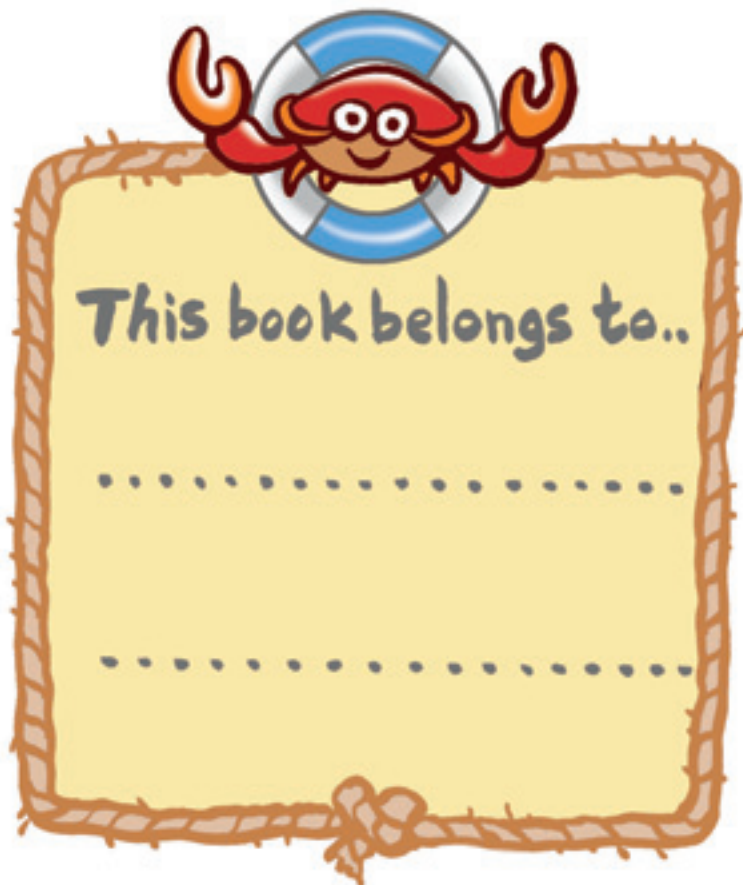
Meet the Salties



by
Charlie Ward







This book belongs to..

.....

.....

Meet the Salties



by
Charlie Ward

Welcome to the Salties

The Salties have been designed and developed by photographer Charlie Ward, who for many years, has taken his family on holiday to his beloved Salcombe in South Devon. Indeed, like so many other families that have discovered this jewel on the English coastline, Charlie was also taken there as a boy.

The story of the Salties begins almost 12 years ago, when Charlie started telling his own children about a place called Saltytown and the loveable residents, called the Salties.

Children love the seaside and can immediately relate to the wonderful world of Saltytown and the fun loving Salties who live there. The characters have been carefully developed to appeal to boys and girls within the 3-8 year age group and will both entertain and inform children about life in a small seaside community.

This book has been produced to give prospective licencees an introduction to the brand and to illustrate how a publication might appear. We are currently seeking partners who may be interested in licensing The Salties for a variety of opportunities, from animations, books, toys, clothing, and many others.

If you would like further information, or feel that you would like to work with us, please contact Francis Fitzpatrick at the address shown on the back cover of this book.



Pictured left are Charlie with his pet dog Milo, who was the inspiration for the Salties character 'Skipper'



Concept

A wonderful seaside world (Saltytown) inhabited by both locals (The Salties) and holidaymakers (The Cockles) which has been designed so that children and their parents will be able to relate it to their own seaside experiences. The Cockles arrive for their holidays each year and meet up with the Salties for fun and adventures around Saltytown.

Saltytown

Created so that children will be quickly be able to navigate around the town, harbour and beaches and will become familiar to them and they will learn where each of the Salties live.



The harbour view



The view from Splat Point

The Salties

Fourteen instantly recognisable characters who live and work around the sea. Each character has a clearly defined roll within Saltytown and children should be able to quickly develop clear favourites of their own. Skipper is very much in charge, Crusty and his amazing sea tractor is a hero, whilst Razor and Splat are very funny, but rather naughty. Twinkle is the 'eco warrior', Juggle is glamorous, but mysterious and Squeeze loves danger and adventure.

The Cockles

(with apologies to the West Country slang word "Grockle"- meaning holidaymaker)

The Cockles are the holidaymakers in Saltytown and quickly develop friendships with the Salties, who look after them during their stay. Children will see how the Cockles enjoy their holidays, but learn to respect the sea and marine life, especially when they are rescued by the Salties.

Skipper is the harbourmaster in Saltytown. He is quite old, but very friendly and he makes sure everyone is safe when they sail their boats. Skipper has a little office near the harbour which looks a bit like a kennel and outside he has a lovely brass telescope that he uses to see what is happening.

Sometimes, he sees Razor going much too fast in his speedboat, making huge waves, so Skipper has to tell him to slow down. The Cockles love to visit Skipper and listen to stories about shipwrecks and smuggling and naughty pirates.



Crusty drives a wonderful old sea tractor that he keeps in a little shed near the beach. Crusty meets Tricky's ferry and helps bring the Cockles onto the beach so they don't get their feet wet. Crusty's sea tractor is very powerful and can drive into the water right up to the top of its huge wheels. The Cockles get very excited as the sea tractor drives back up onto the beach and then they climb down a little ladder. At the end of the day, Crusty always cleans his sea tractor and gives it a polish before he drives it into the shed.

Pinch is the lifeboat Skipper in Saltytown and he is very brave and strong. Sometimes, Pinch has to rescue The Cockles when they fall out of their boats and he must quickly launch the lifeboat. Pinch has two little helpers called The Shrimps and they help him push the lifeboat out of its shed. They all put on their lifejackets and the lifeboat shoots down the ramp and into the sea with a huge splash! Then Pinch switches on the lifeboat's engine and they all race across the harbour to help with the rescue. Sometimes Splat helps them by flying ahead and pointing to where they need to go.

It's very exciting.





Skipper



Crusty's Sea Tractor



Crusty



Pinch's Lifeboat



Pinch

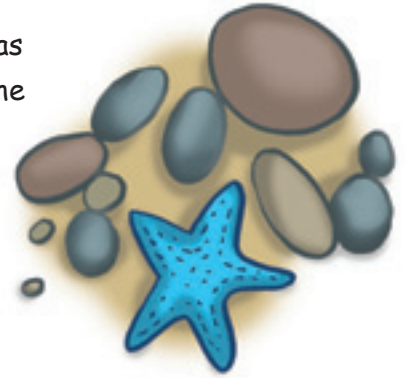


The Shrimps

Squeeze

loves to swim under the water around Saltytown looking for old shipwrecks and buried treasure. Sometimes, she takes The Cockles along in her amazing submarine and they look at the fishes through the portholes. Squeeze has found lots of treasure and puts it in the Saltytown museum, so everyone can learn about the old coins and pirate ships.

Squeeze wears a brightly coloured wetsuit and a diving mask. She has eight arms, so she is very good at doing lots of things at once and she sometimes tickles The Cockles without them knowing!



Splat

lives high up on the cliffs in a place called Splat Point. It's a bit of a messy place, full of old fish bones and white 'goo'.

Splat is very funny, but quite naughty and often flies over the roofs in Saltytown making big splats.... which is very naughty indeed!

Splat can see everything that happens in Saltytown and often helps Pinch to find Cockles if they need to be rescued.

Razor

runs the waterskiing school in Saltytown. He drives a very fast speedboat and can often be seen racing across the sea towards Shark Rock. The

Cockles think it's great fun to go fast with Razor, but Skipper is always chasing him, telling him to slow down.

Razor's new speedboat has huge exhaust pipes and a big engine. It can pull four Cockles on waterskis at once, but Razor is already planning to buy an even bigger speedboat next year.





Squeeze



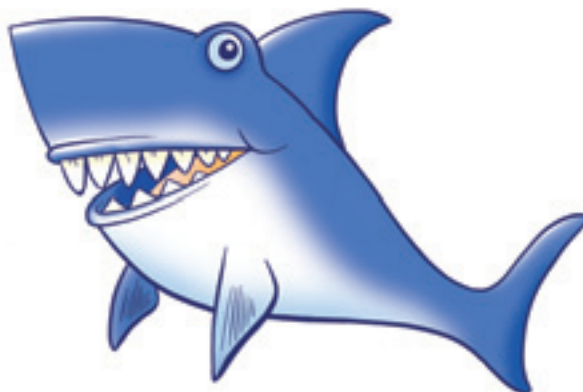
Squeeze's Submarine



Splat!



Razor's Speedboat



Razor

Gripper has lived in Saltytown all his life and some of the Cockles think he might be over one hundred years old! Gripper makes beautiful old wooden boats in his workshop and then lifts them into the water with his very powerful crane. Like Skipper, Gripper is a wonderful storyteller and can remember what it was like to live in Saltytown when all the boats had sails and engines hadn't been invented. It can take Gripper a long time to build one of his wooden boats and when he is ready to launch it, everyone in Saltytown comes down to the harbour to clap and cheer.

Twinkle likes to keep the beaches nice and clean and free from rubbish. She has an old tricycle which she peddles up and down the beach looking for things that might have been washed up by the tide. Twinkle collects them in her little trailer and takes them home to see if they can be re-cycled. Twinkle teaches the young Cockles not to drop rubbish and to look after the lovely countryside around Saltytown. Every morning, she can be seen raking the sand on the beaches so it's nice and clean for the new day.

Tricky takes the Cockles over to the beaches in his ferryboat and is very funny, often telling the Cockles jokes or juggling. Tricky's ferryboat has an old steam engine and you can often see the little puffs of smoke in the sky as he travels across the harbour. Sometimes, Twinkle gives Tricky pieces of driftwood to burn in his steam engine and the Cockles love to hear it go 'chuff chuff chuff'.





Gripper



Gripper's Crane



Twinkle



Tricky's Ferryboat



Tricky

Gallop lives on an old houseboat in the harbour and runs the Saltytown sailing school. The houseboat is very big and the young Cockles can live onboard when they come on holiday. The little sailing boats are kept alongside the old houseboat and everybody waves to the little Cockles as they set off for lessons each day. Gallop teaches the Cockles how to put up the sails and steer the sailing boats around the harbour. Sometimes the wind is strong and they go very fast, but when there isn't any wind, they go to the beaches and make sandcastles.



Juggle can often be seen high up polishing the glass in her lighthouse.

At night time, Juggle switches on the big light to warn boats about the rocks near to the harbour. There is a very big rock next to the lighthouse called Shark Rock and it is very dangerous. Before the lighthouse was built, lots of boats crashed onto the rocks and sank to the bottom of the sea. Because Juggle works at night, she likes to sleep during the day in her deckchair near the beach.

The Cockles come to Saltytown for their holidays and love to swim in the blue water and play on the sandy beaches. The Salties always look forward to the Cockles arriving in the summer and arrange lots of fun things for them to do during their holiday. The Cockles especially love the Saltytown Regatta, when everyone gathers together for lots of competitions and a big firework display. Eventually, the Cockles must return home, but they always look forward to coming back to Saltytown.





Gallop



Juggle



The Cockles



Scurry!

Scurry! But we musn't forget little Scurry the hermit crab who loves to play hide and seek with the Cockles. See if you can find him in the two big pictures at the front and back of this book.





See you in Saltytown soon!



F

SHARK ROCK

Sailing School

GRIPPER





Dear all,
We are having a lovely
time here in Saltytown
and have met all the Salties-
they are all very friendly.
Tomorrow, we are going
for a special trip in
Squeeze's submarine.
It's a very exciting place
and we can't wait to
come back next year.
Wish you were here!
Love
Charlie Cackle x x



Francis Fitzpatrick
Skryne Hill
Tara
County Meath
Ireland.
Tel: +353 46 9026415

Francis Fitzpatrick
Skryne Hill
Tara
County Meath
Ireland
Tel: + 353 46 9026415
Mobile: + 353 86 821 5842
email: fitzlaw@eircom.net
www.thesalties.com

