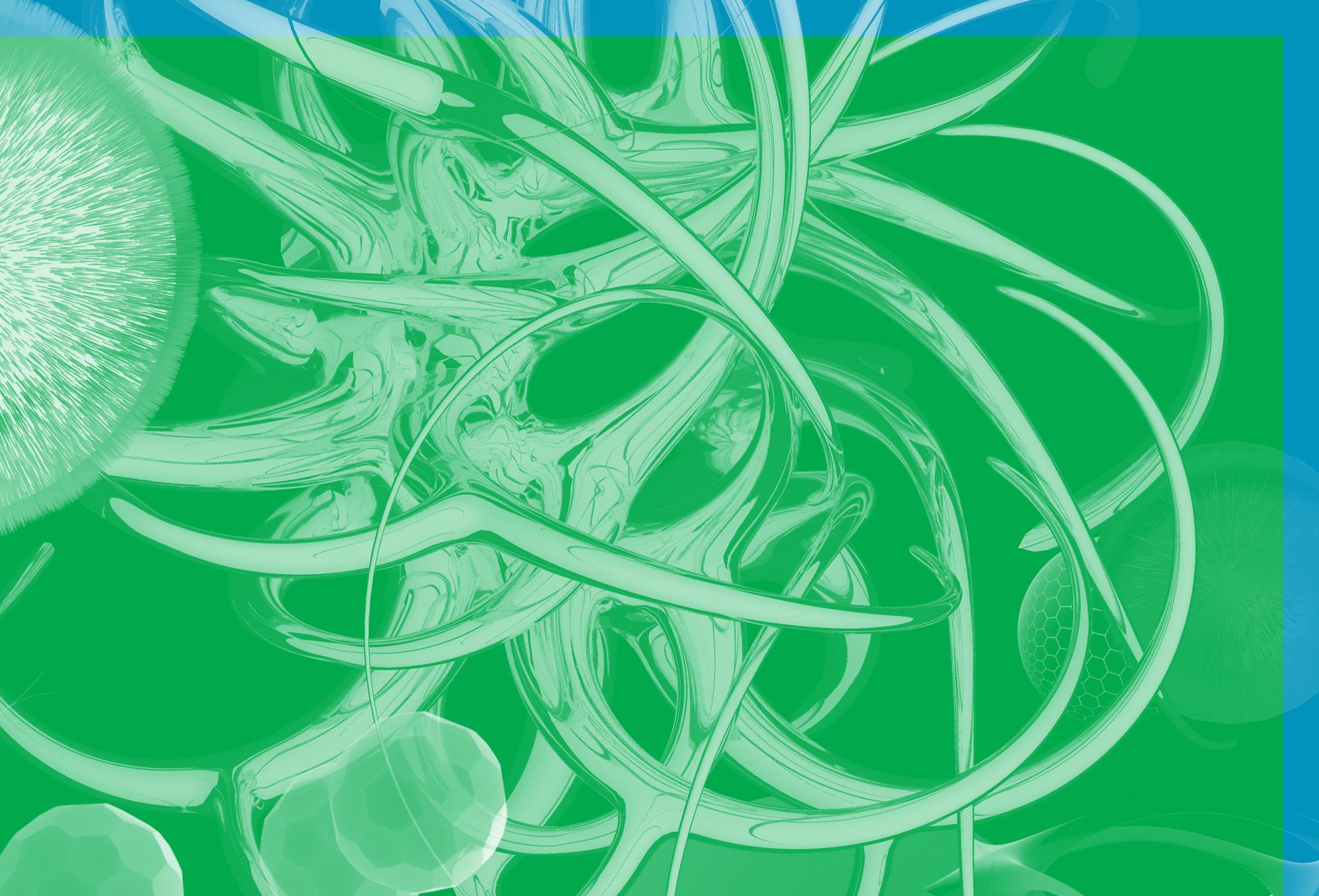
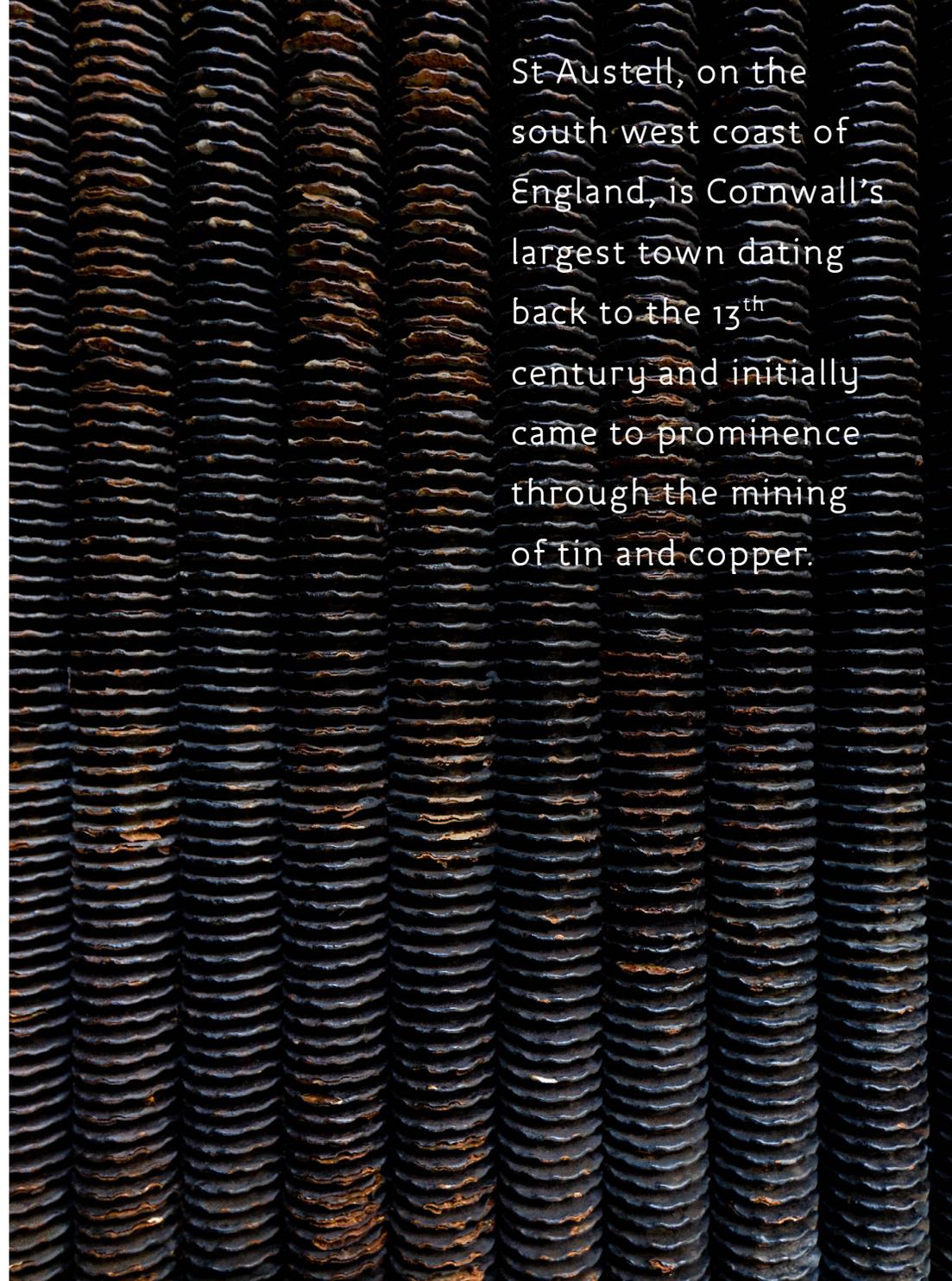


THE
ST AUSTELL
STORY





St Austell, on the south west coast of England, is Cornwall's largest town dating back to the 13th century and initially came to prominence through the mining of tin and copper.



However, the discovery of large deposits of china clay just to the north of the town was transformational for the area and this quickly became the main industry.



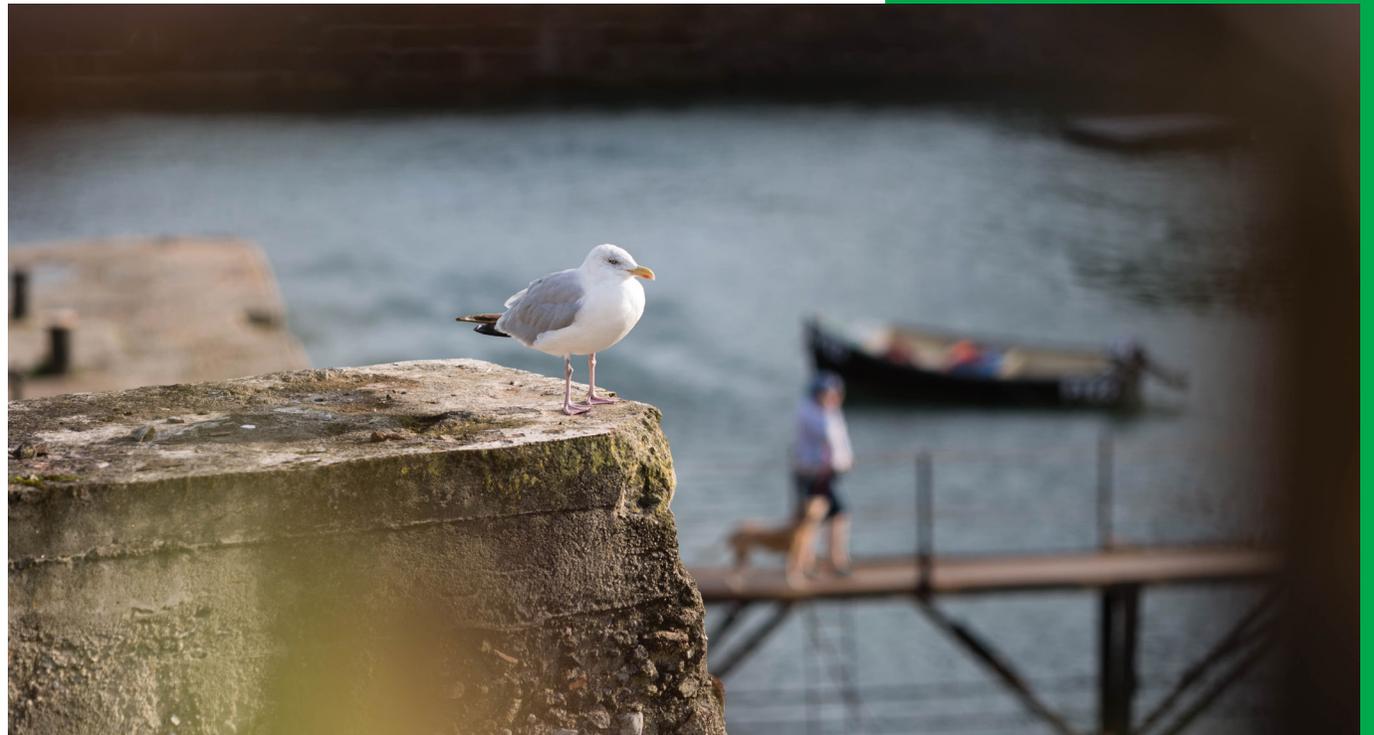


The success and profitability of china clay mining attracted many families and greatly increased the population of the town and many neighbouring villages leading to more shops, more businesses and crucially more jobs.



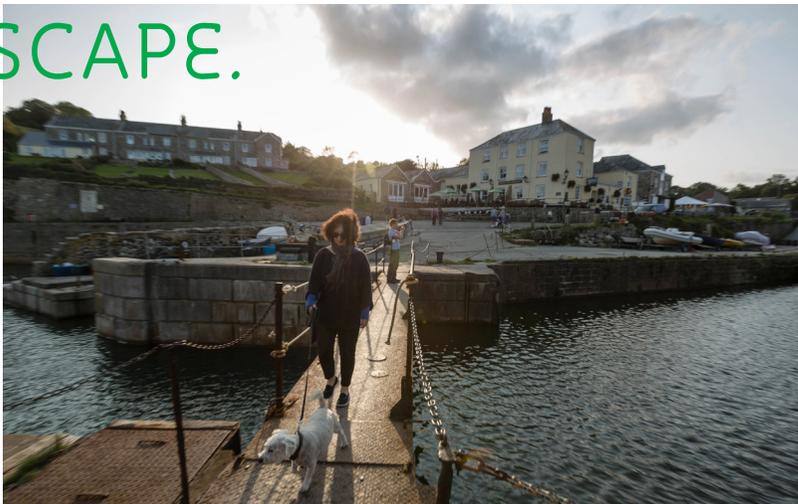


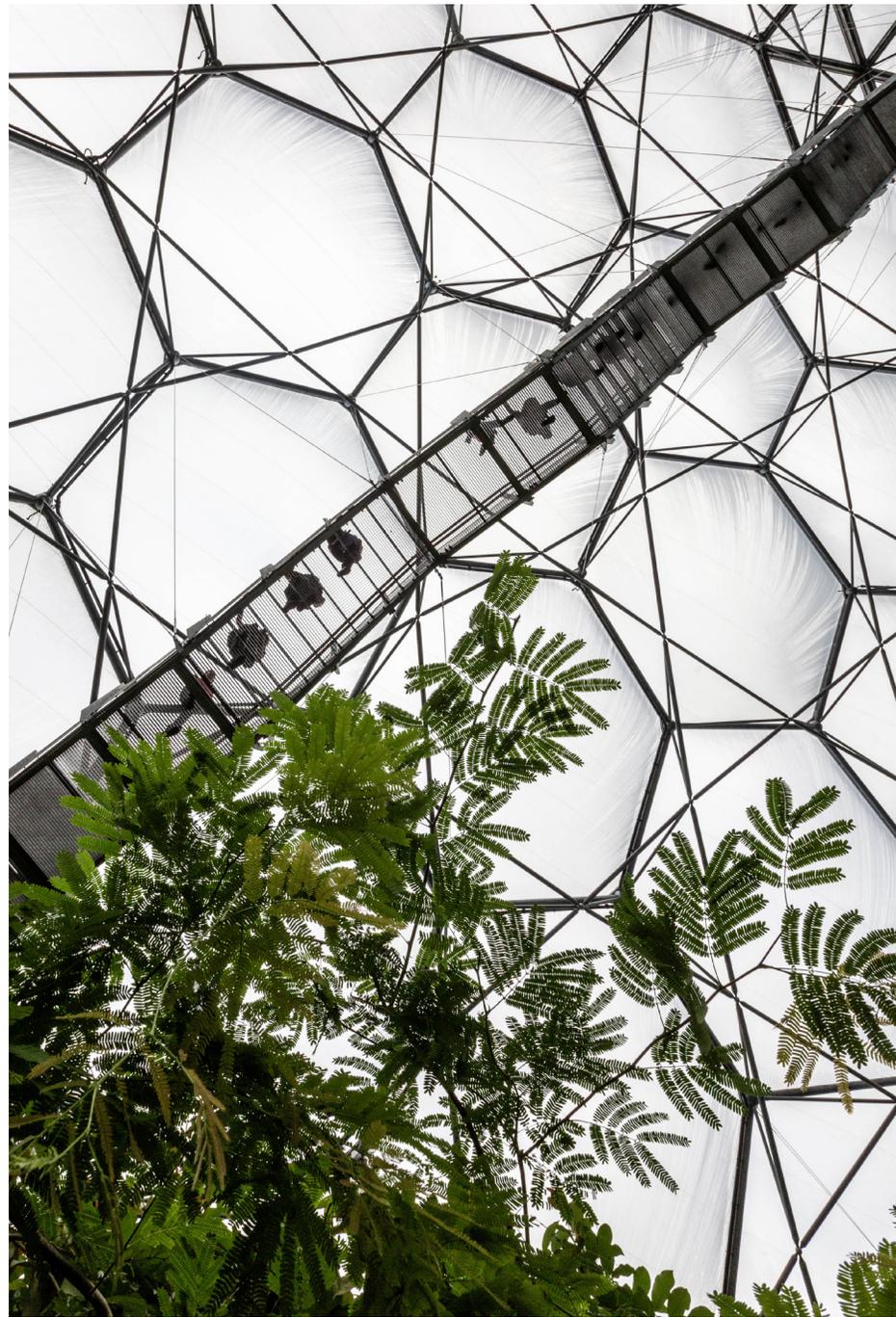
St Austell sits within an amazing landscape encompassing a beautiful bay, the moonscape legacy of china clay mining, the stunning Georgian harbour village of Charlestown, the world renowned Eden Project and the Lost Gardens of Heligan, the attractive and much visited Fowey and the popular fishing village of Mevagissey.





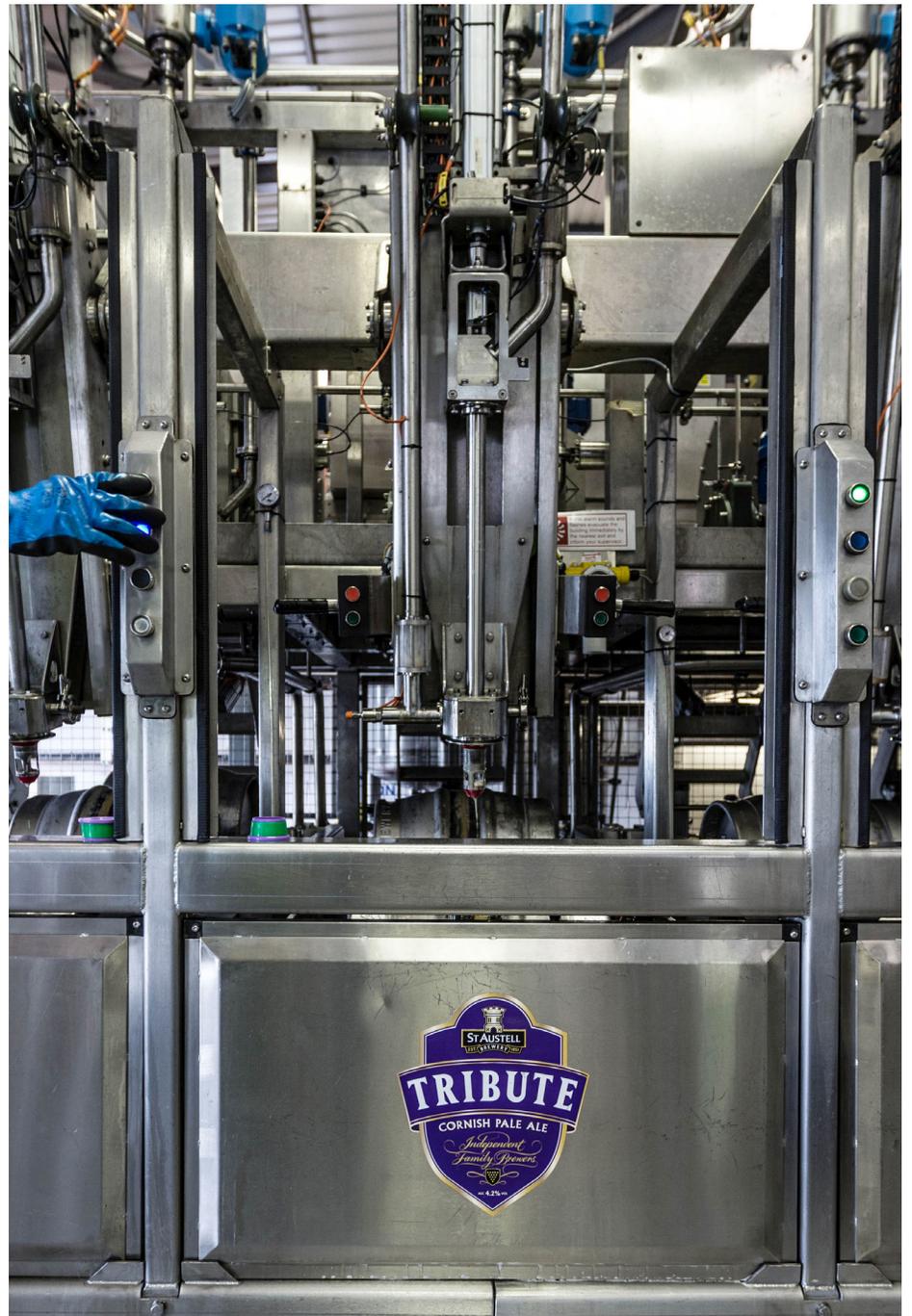
THIS IS A DIVERSE
AND STUNNING
LANDSCAPE.





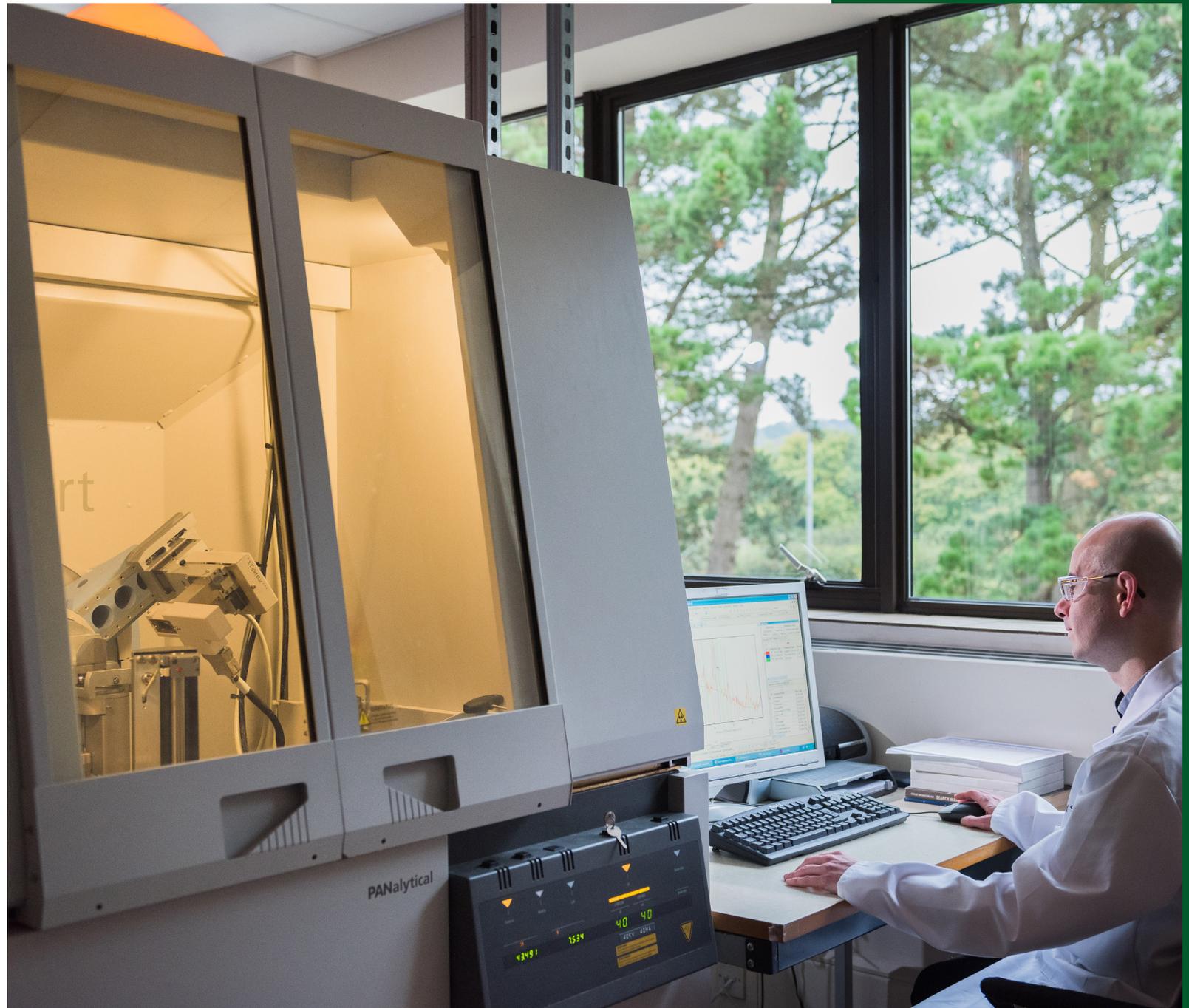


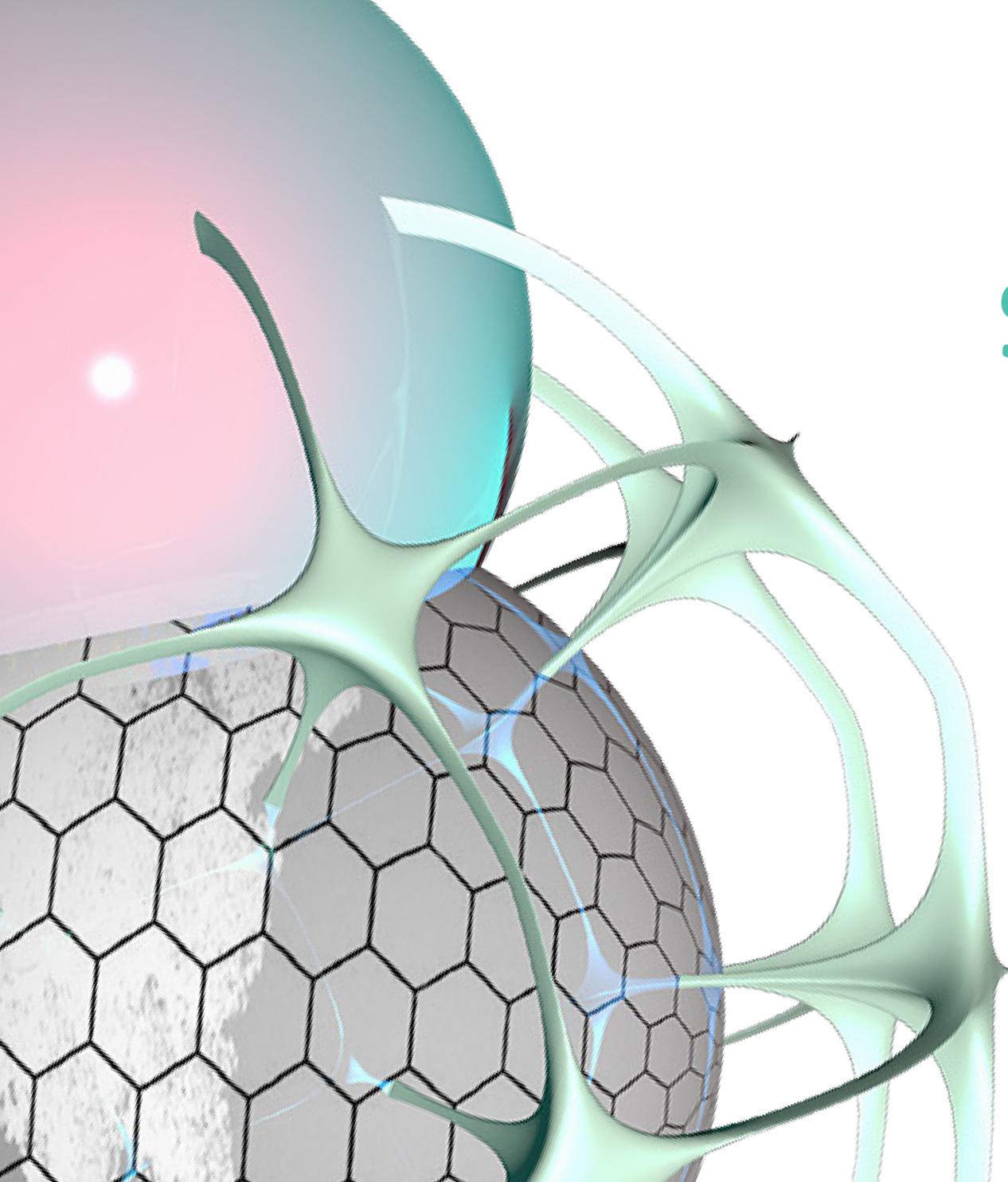
Amongst many successful businesses is St Austell Brewery, founded in 1851, which remains independent and family owned. It is one of Cornwall's largest employers with over 1,000 full and part time employees working in the brewing, distribution and head office functions and in the nearly 200 public houses it runs.



Imerys is the French-owned company that, as a specialist in the research, production and processing of industrial minerals, is now continuing the mining of china clay in the area and promoting the development of a garden village near St Austell.

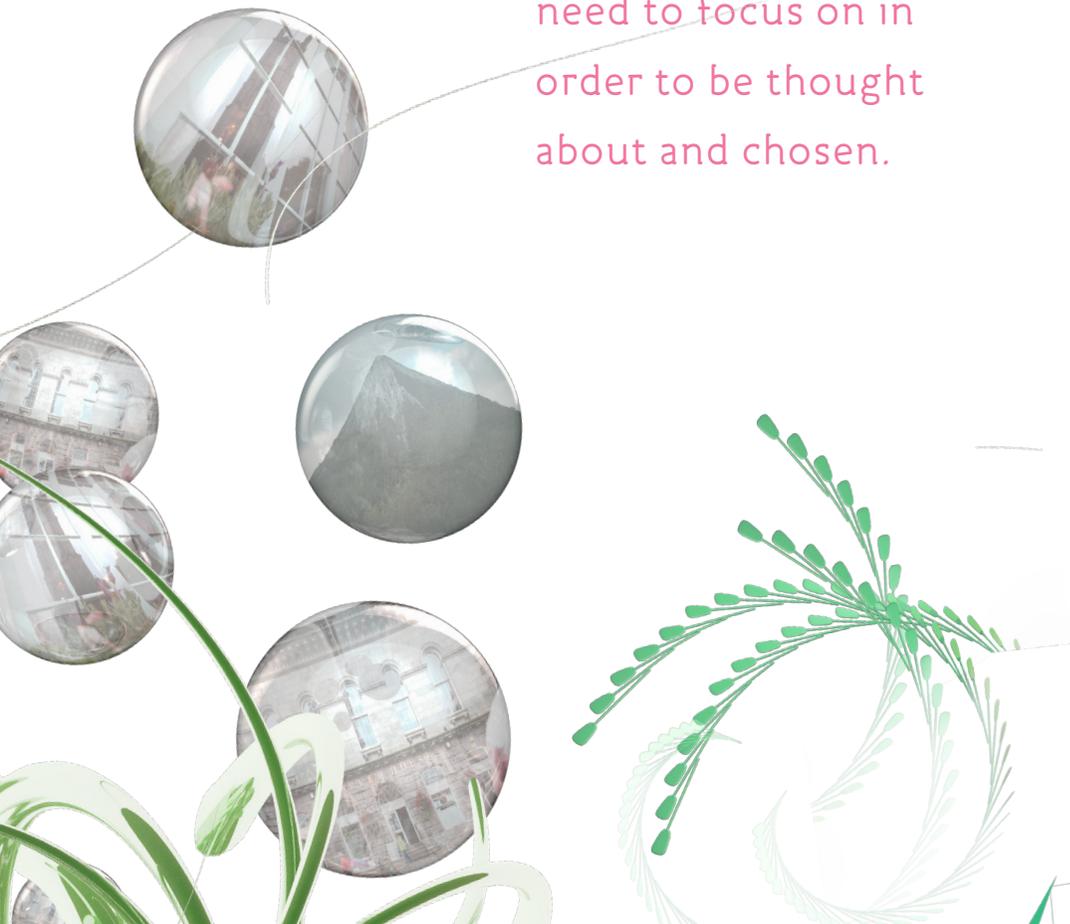
Indeed, mining history is kept alive at the Wheal Martyn Museum & Country Park, the UK's only china clay museum.



An abstract 3D graphic on the left side of the page. It features several overlapping, organic, teal and light green shapes that resemble liquid or gelatinous forms. These shapes are layered over a grey, semi-transparent sphere that has a black hexagonal grid pattern on its surface. The background behind the shapes is a soft gradient of pink and light blue, with a small white circular light source on the left. The overall aesthetic is clean, modern, and futuristic.

WHY ST AUSTELL IS SPECIAL

We've taken a long hard look at our town and area to identify what's special about St Austell and how we are different, so we can be clear what we need to focus on in order to be thought about and chosen.



Our new story explains what St Austell has to offer, captures the spirit of the area and will be what puts us 'on the map' for all the right reasons. The words we use to represent this new thinking are unlikely to be seen by our 'customers'; they're not marketing slogans but instead describe the essence of St Austell. They will determine how we develop our offer through the way we communicate, what we build, the environment we create and the way we behave.

Whilst some elements describe what we have and the way we are now, they also reflect what we want and need to be in the future, so our approach is both aspirational and based on the reality that can be experienced today.



THEMES FOR ST AUSTELL



NATURALLY
ACTIVE





St Austell is at the very heart of Cornwall surrounded by a beautiful sweeping coastline and picturesque countryside and its natural attributes offer a wealth of outdoor activities to both residents and visitors alike. The curve of St Austell Bay with its many sandy beaches is a haven for watersports and family holidays, with opportunities for sailing, rowing, surfing, diving or fishing for trout, salmon or shark.

This area is literally St Austell's 'active theatre' which appeals to everyone but perhaps especially a younger demographic.



The area is also fantastic for walking, riding and cycling with many woodlands and trails; splendid inland and coastal paths to enjoy the majestic scenery such as the Pentewan Valley Trail from St Austell down to the coast at Pentewan village and beach, or The Clay Trails leading north west up the valley from St Austell towards the China Clay Country Park at Wheal Martyn.

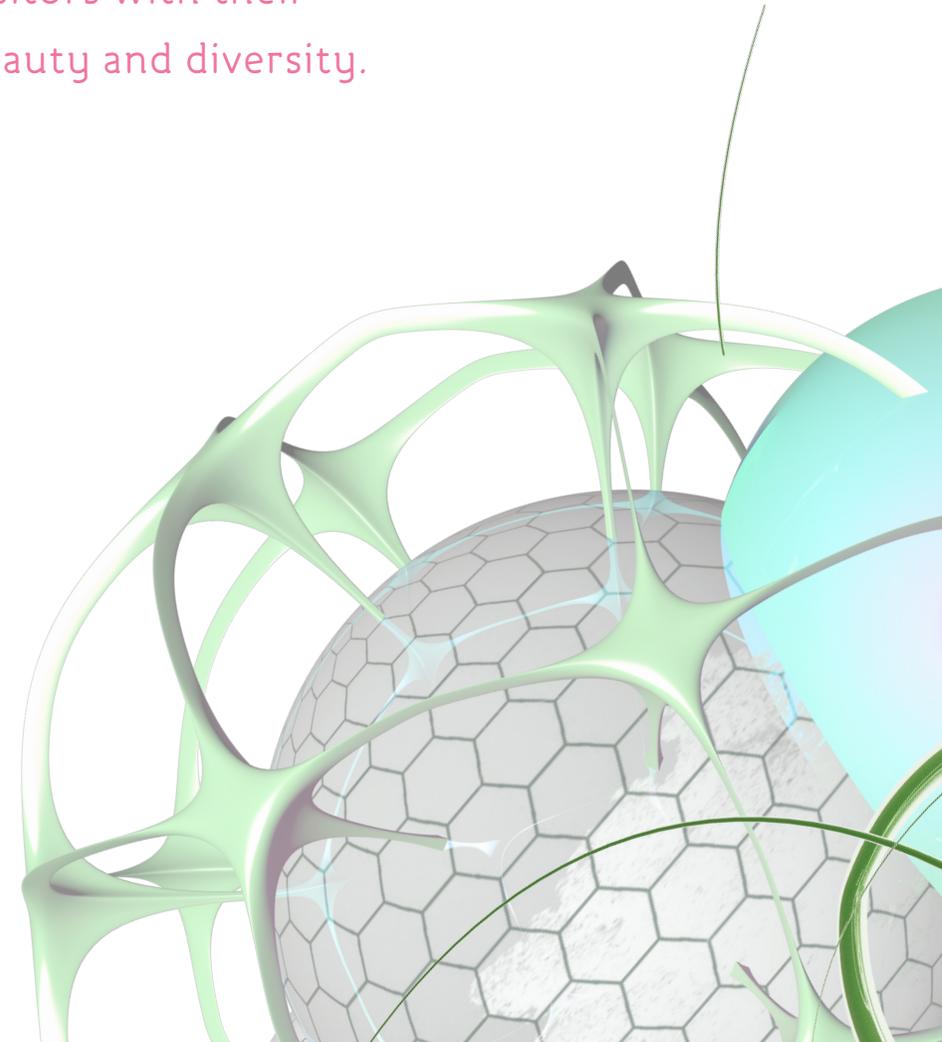
China Clay in so many ways is central to the sense of place of the area and not just as a mineral but as the catalyst for a unique culture and landscape epitomised by the villages to the north of St Austell. This connected culture of clay will also re-energise these places through the production of ceramics, linking hospitality and agriculture with horticulture and so on benefitting residents and visitors alike.





Magnificent gardens throughout the area attract and delight not just keen gardeners but all visitors with their beauty and diversity.

The world famous biomes of the Eden Project house steamy jungles in the largest rainforest in captivity to Mediterranean citrus orchards and groves, and there are over 200 acres of gardens and estate at the restored Lost Gardens of Heligan.





Further outdoor attractions cover a wide range of interests from the brand new fun game of FootballGolf to the Wheal Martyn China Clay Country Park and the Porthpean Activity Centre which is equipped to provide water-based and land-based outdoor activities throughout the year.

St Austell is also looking forward to some exciting developments which will further enhance its naturally active credentials: the new beachside resort at Carlyon Bay including spa and leisure facilities, the potential for a new leisure use for the flooded Blackpool pit and other china clay workings and the desire to have a marina at Par.

Together with the existing landscape and attractions St Austell will have the natural environment to enjoy activities and be the natural place to do this.



GREEN HORIZONS





With fabulous countryside and local attractions including the world-famous Eden Project and Heligan Gardens, St Austell has an abundance of 'green' everywhere you look.

Horticulture features prominently in the area, first and foremost at the Eden Project which sits in a former china clay pit and whose enormous biomes house thousands of plants from diverse climates and environments; this is a destination that delights hundreds of thousands of people every year. Eden is also championing geothermal energy as it looks to produce power from hot rocks several kilometres under Cornwall and there are hopes that this could be online in the early 2020's.

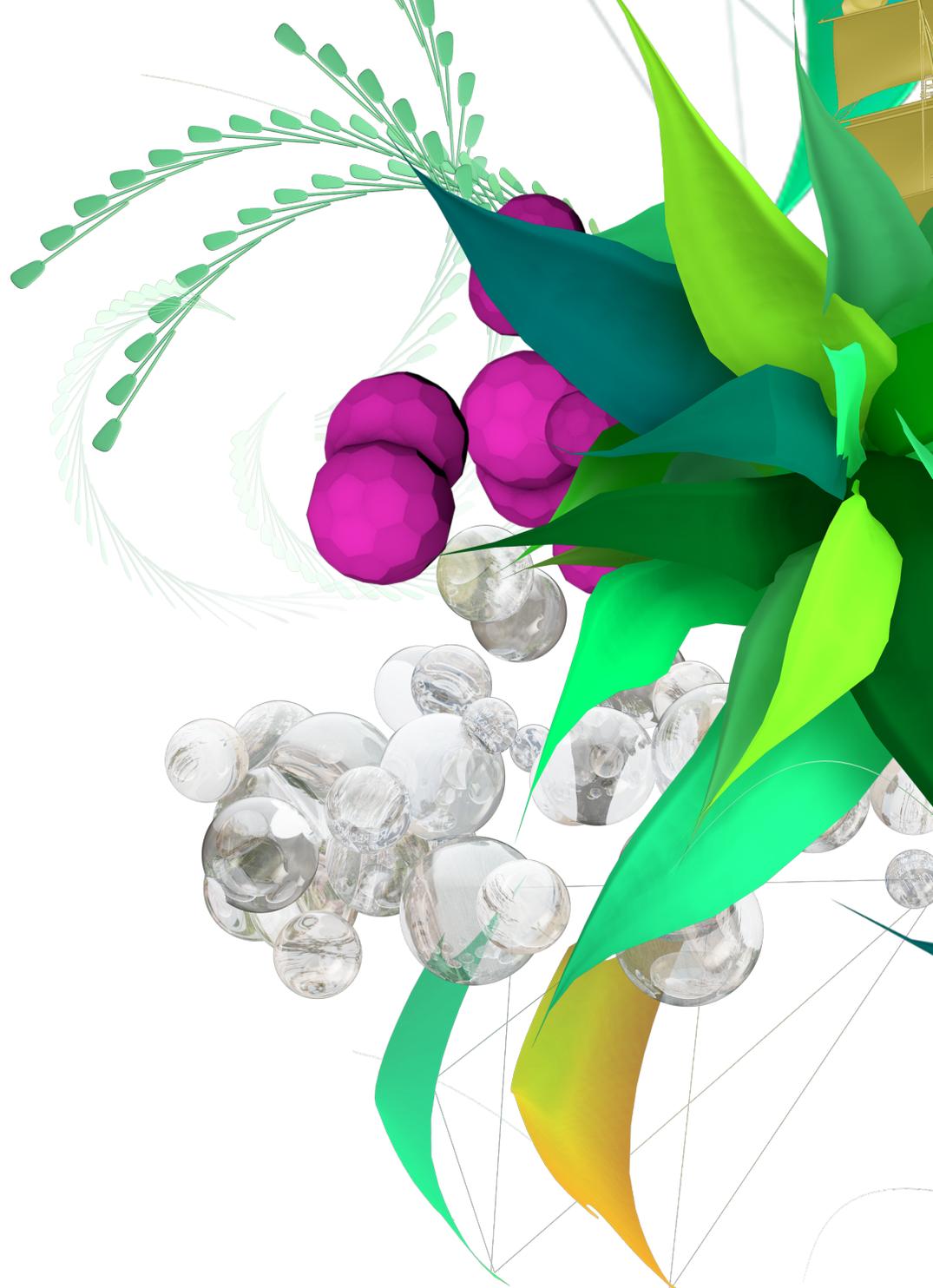




The Lost Gardens of Heligan have seen the restoration of a genuine secret garden, consigned to overgrowth and lost for decades until 1990. Since then it has been transformed back to its original splendour and the estate now aims to work with nature protecting and enhancing the variety of habitats within. There are also important and interesting gardens at Pinetum, Tregrehan, Tywardreath and Caerhays Castle.



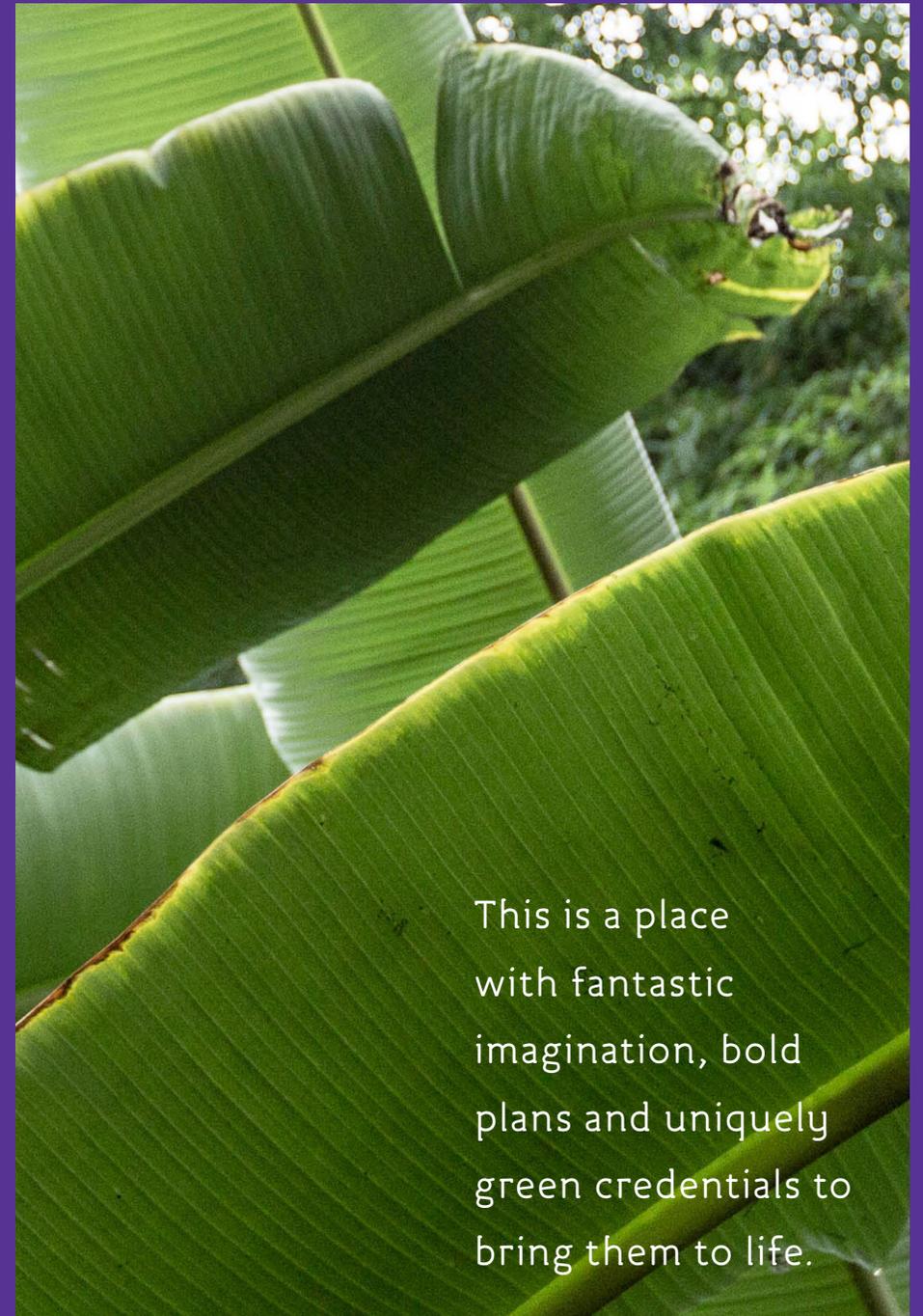
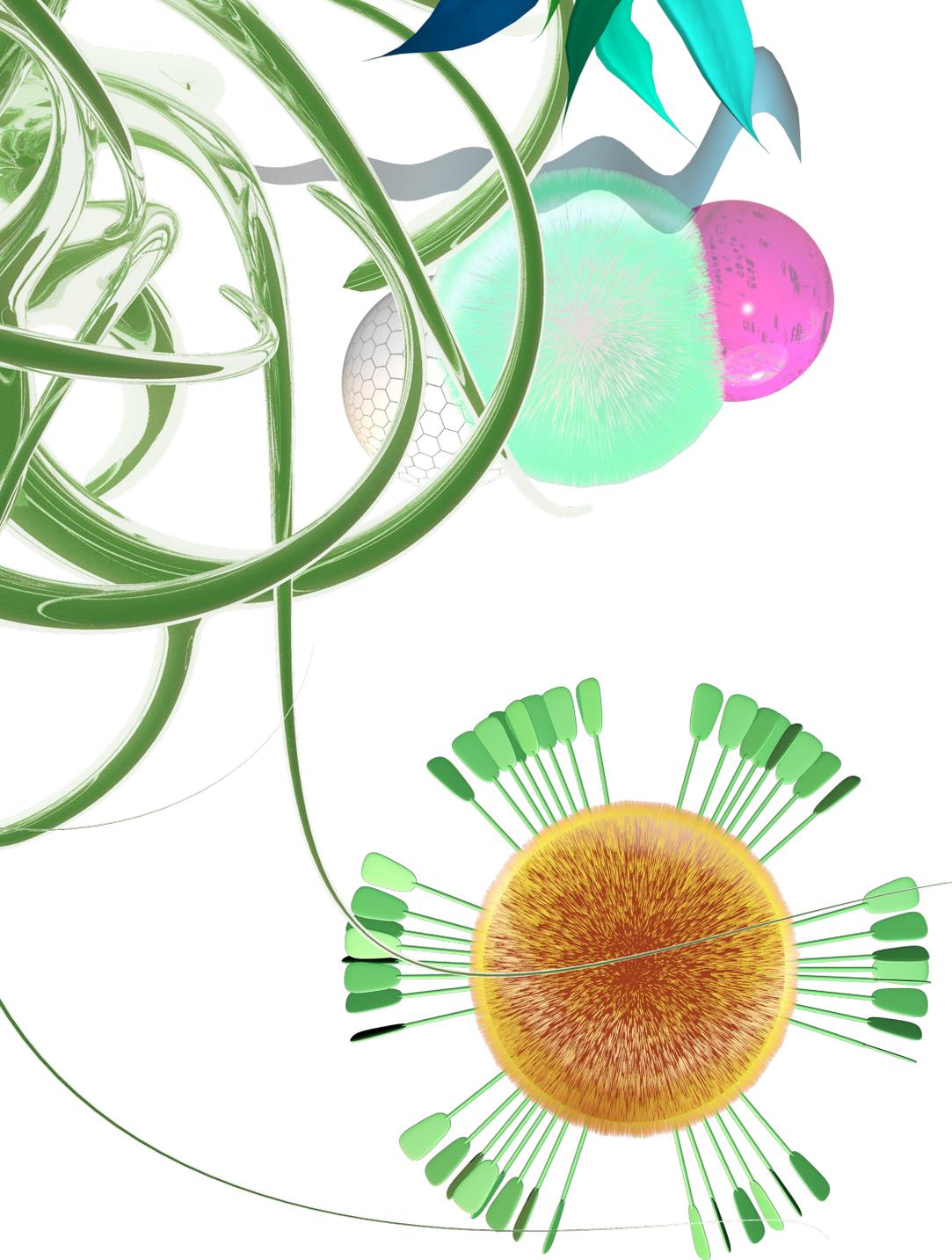
St Austell, working with Eco-bos, also aspires to 'green credentials' in its development of West Carclaze; this will positively transform more than 500 acres of former china clay land to create a vibrant and sustainable garden village with beautiful homes, excellent community and leisure facilities and an extensive country park supported by contributions from a solar energy park.



The predominance of green and gardens in the area is leading St Austell to look at greening the town centre in a similar way to that achieved in Nantes. This would reflect the most concentrated selection of gardens anywhere in the UK within the urban setting and create a beautiful environment that will be an attraction in itself.

The initiative would also highlight the innovative nature of the horticultural heroes in the area and St Austell will initiate 'garden twinning' on a global level.





This is a place
with fantastic
imagination, bold
plans and uniquely
green credentials to
bring them to life.



IGNITING
BRIGHT
SPARKS





St Austell is evolving and the industries that provided large scale employment are changing and modernising to require less manpower. For the community to prosper and thrive the area must retain and attract young people which means thinking very differently about what will drive the economy and the sort of people who will do this. This was a place that saw entrepreneurship and enterprise create wealth and forge careers and this is needed again. The future has to be in high tech, high value businesses where location has no bearing and there are no or minimal transport costs.







St Austell can maximise its natural environment and active sports offer to provide a 'work hard play hard' opportunity which will be attractive for software development, gaming, design and other digital led businesses. The availability of super-fast broadband supports this proposition and there is a real opportunity for knowledge led, higher paid jobs to come to the fore.

This will be supported by the new link road to the A30 which will greatly improve access to Cornwall Airport Newquay and other employment sites boosting housing, regeneration and growth making St Austell a truly connected community.



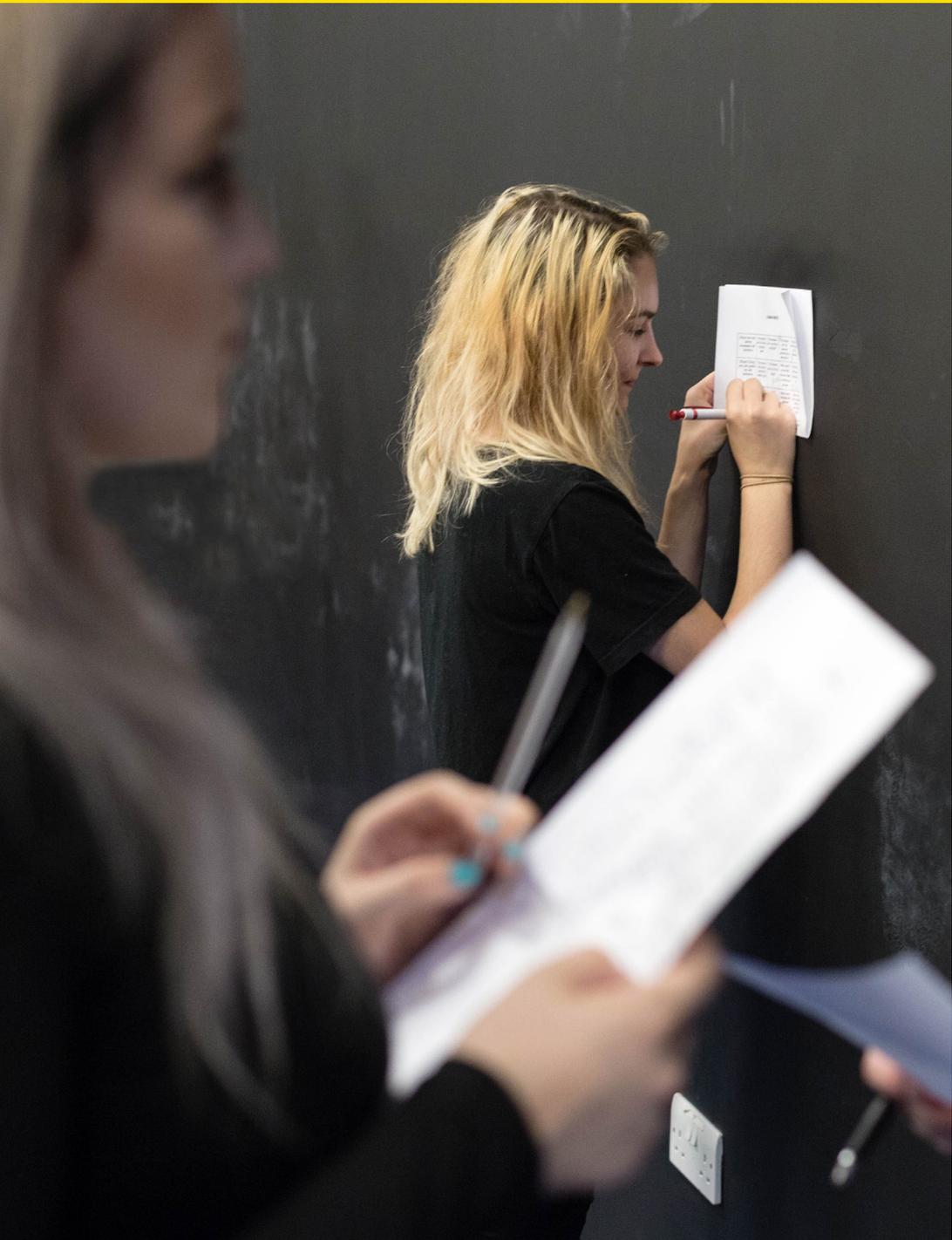
To make this more than a niche opportunity will involve working with the universities, local Cornwall College and ensuring a digitally based career path is achievable and supported. The Carludon Technology Park and Employment Space for Advanced Manufacture will complement the already thriving Hi-Tech St Austell Business Park to be the catalyst for innovative and entrepreneurial business providing high quality employment space and the right environment for growth and success.





Changing the economic model won't be simple and is as much about culture and attitude as anything else, so business leaders from different backgrounds and different sectors are going to need to be role models for young people and nurture them. St Austell has always been an area of innovation whether that has been attracting research and development specialists to the likes of Imerys or developing the potential offered by horticulture at Eden.



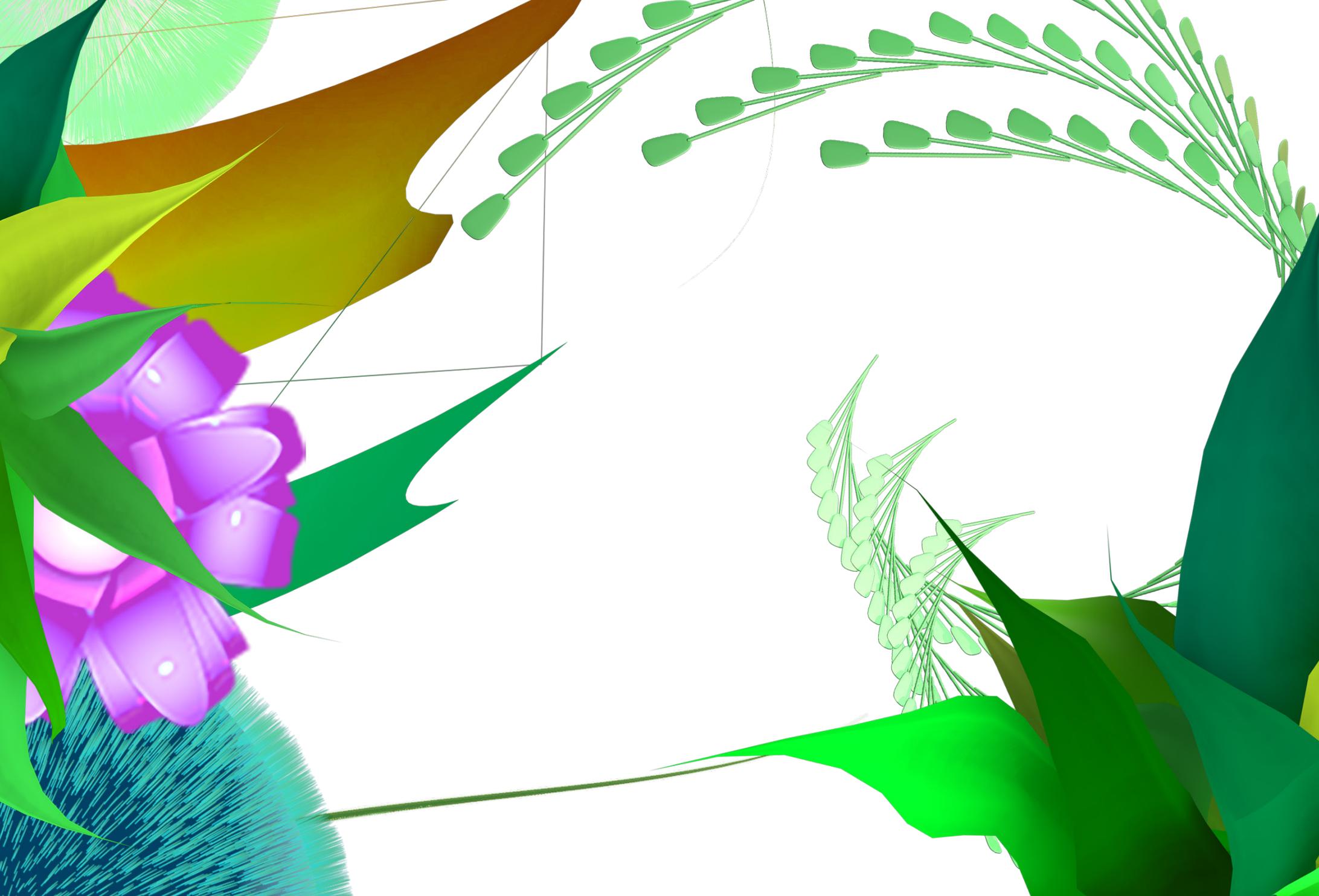


There is a real need to excite young people about the future and their potential in St Austell; the talent is there it just needs releasing.





THE
'BIG IDEA'
FOR THE
ST AUSTELL
STORY





The 'big idea' is a more emotional and behavioural statement of intent for St Austell that sits above and alongside the themes. It projects what the place is about, what it stands for and what matters.

This is not a strap line or marketing message it is a 'strategic signature' for St Austell as it develops and grows as a destination.





FRESH
GREEN
FUTURES





St Austell has a passionate and inspirational leadership group of businesses and civic leader representatives who know that the town and area needs to benefit from some trail blazing ideas and risk-taking for it to fulfil its potential.

Whether that is the horticultural vision for greening the town centre or a ceramics partnership with Stoke-on-Trent that aims to bring more colour and creativity to the urban core this is a place that isn't afraid to do things differently.







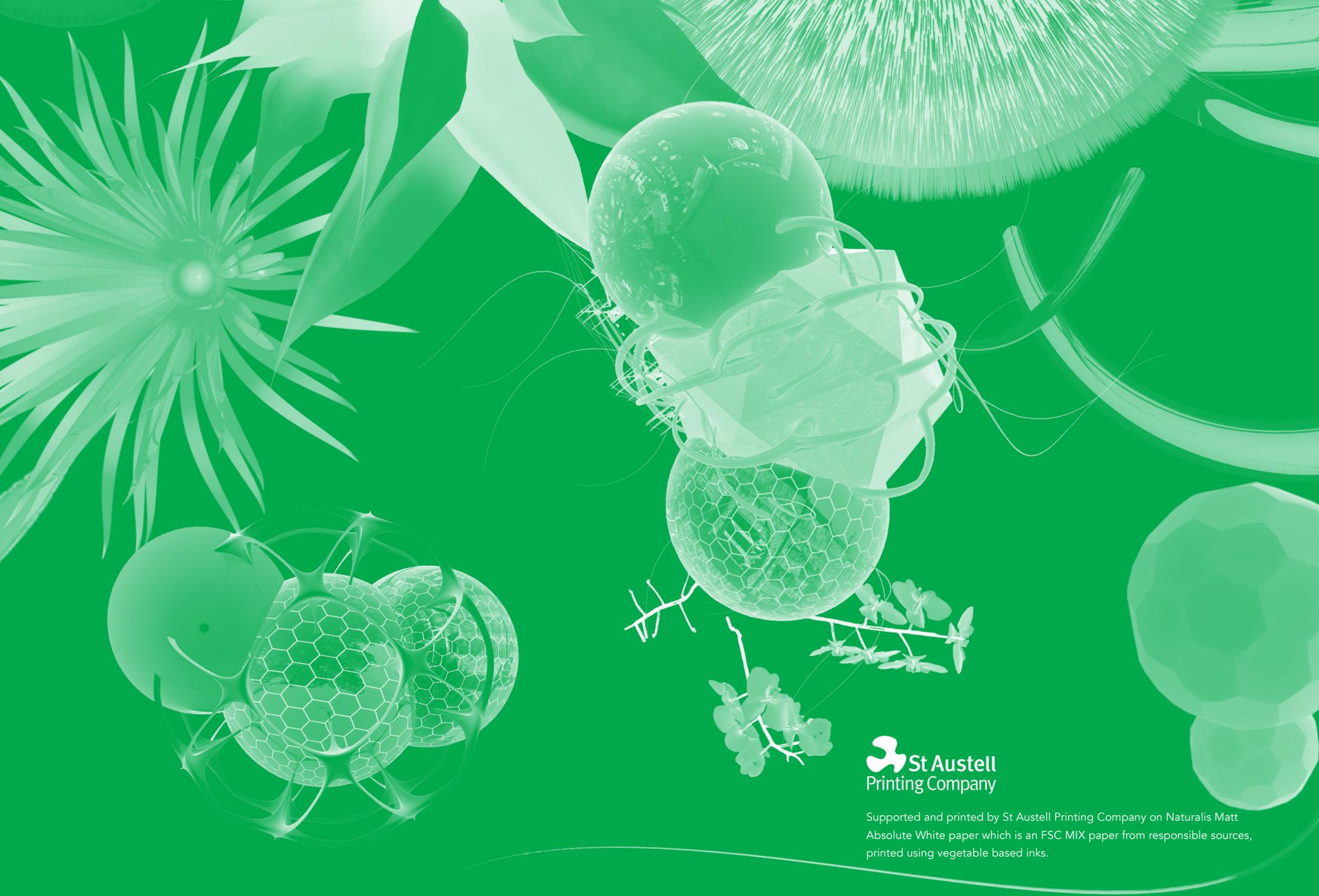
The whole focus on the development of St Austell is about forward thinking, embracing new ideas and seeking to engage young people in creating a place they want to stay in and grow a family or come to from elsewhere.

At the heart of this approach is celebrating the tremendous assets of St Austell from coastline to Charlestown; world leading gardens to best in class businesses along with developments that will be truly transformational.





ST AUSTELL:
SO MANY
STORIES,
SO MUCH
AMBITION.



St Austell
Printing Company

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