

# Case Study: Cornwall - Rural Rebranding

## Why was rebranding needed in Cornwall?

- Core and periphery - the area was poorly served by transport from London and other areas, this meant that many people were moving out of the area (especially young graduates) as there was no growth of industry or creation of jobs. This caused a 'brain drain' effect.
- Lower wages - Cornwall has the lowest weekly wages in Britain – £329.30 – in 2005 which is 25% below the UK average
- Lack of rural services meant that many people either chose to leave the area, or didn't move there in the first place. Around 29% of UK villages don't have a village shop, with 29% of rural areas not having access to a bus service.
- Deindustrialisation occurred as there was decline in agriculture e.g. exhaustion of tin mines creates a **negative multiplier effect**.
- Southwest film studios which employed over 200 people and received £2 million of funding from Objective one went bankrupt in 2004

## How did Cornwall rebrand itself?

- Introduction of extreme water sports, for example the Watergate Bay Hotel has opened nearby employing around 50-60 people
- Jamie's Fifteen Restaurant has been built which trains local people from disadvantaged background in cooking and skills surrounding around it
- University of Exeter and Falmouth have combined to create the Universities in Cornwall (CUC). This aims to attract graduates and therefore businesses, reducing the 'brain drain' effect that is occurring
- Investments into arts and culture have occurred, for example the opening of Tate St. Ives in 1993
- Small farmers are constantly being undercut by cheaper imported food, so they have therefore diversified in an attempt to increase their incomes. They have done this by: embracing tourism, focussing on higher value products, adding value to their products (**valorisation**) and adopting eco approaches. An example of this is Lobb's Farm which generated over £600,000 in additional sales in 3 years, and created 14 full time jobs.

## The Eden Project

<u>Benefits</u>	<u>Costs</u>
<ul style="list-style-type: none"> <li>- Each visitor spends on average £150 when visiting the Eden Project either there or in the local area.</li> <li>- It employs 400 full time staff, 75% of these were previously unemployed</li> <li>- In 2008 around 80% of local businesses that surround the Eden Project said they believed that it has helped their businesses.</li> </ul>	<ul style="list-style-type: none"> <li>- There is a large amount of traffic congestion as roads are not designed for huge numbers of people. This is also more polluting for the environment</li> <li>- The project has an extremely high carbon footprint due to the specialist materials and equipment needed</li> <li>- Many objections (NIMBY) to a mega wind turbine near the project.</li> </ul>

In March 2001 the Eden Project was built on a brownfield site that used to be a china clay quarry. When it opened it had 1.9 million visitors in the first year, and within 6 months was the UK's third most visited attractions.



### Who are the players in the rebranding process use in Cornwall?

1. European Union :
  - Initiated Objective One which has helped to boost the economy and created a range of opportunities for many people
  - Granted funding to areas with a GDP that is 75% of the EU average, and is therefore lagging behind
2. National Lottery Funding
  - Implemented encouraging slogans such as “young people first” and “pathways to work”.
  - Funded the Eden Project. The Millennium commission also have £37.5 million moving the total amount to £56 million
3. Private Individuals - Rick Stein opened up a fish restaurant in the declining sea side town of Padstow
4. The South West Development Agency use the governments money to stimulate and regenerate the economy
5. Business interests:
  - Cornwall Tourist Board promotes and manages Cornwall as a tourist attraction
  - Cornwall Farmers Ltd are a county wide rural goods retailer
  - BT supplying super fast broadband to the area

### The success of the rebranding in Cornwall?

- It appears that the rebranding in Cornwall has been successful, this is because it has a faster growth rate than the UK at 5.8% compared to 5.4% for the UK.

