REDRUTH'S BRAND

CORE VALUE 1

Kernewek yn Arbennik Distinctively Cornish

CORE VALUE 2

Devisyek ha dasdhinythek Resourceful & Regenerative

CORE VALUE 3

Enowi Tybyansow Sparking Ideas

THE STORY

This is authentic Cornwall. We're independent without being exclusive and everyone is welcome to be part of our diverse Cornish culture. We're working to develop into an affordable, modern, creative, progressive Cornish town that works for everyone.

THE STORY

We're embracing a repurposed economy. We want to be known as a place that's leading the charge for a more sustainable and equal society; where a groundswell of grassroots actions is already driving positive change. We're resilient, adaptable and are working to create our own solutions to society's big issues.

THE STORY

Redruth has a history of being the heart of stories in Cornwall; a spark of change with the potential to be as revolutionary as the spark that lit William Murdoch's first gas lamp. Our communities are ready for innovation and progress, where our ambitious young voices help to drive purposeful change.