

Copper Kingdom Case Study

Today Amlwch is a sleepy market town on the rugged north coast of Anglesey, but 200 years ago it was the largest settlement in Wales, home to thousands of people and the worlds largest copper mine. In recognition of this fascinating industrial past, plans are in place to create world class heritage and visitor attraction: the Copper Kingdom.

“From the moment we undertook the competitive tender process Frontier PR stood out. The quality of their initial designs were excellent quality, as was their local knowledge.”

Operating from development agency Menter Môn, experienced Project Coordinator Neil Johnstone is tasked with the responsibility of realising what is an ambitious and challenging project.

Neil Johnstone, Project Coordinator,
Menter Môn

Ambitious plans

Like many heritage projects, the Copper Kingdom started not as a commercial visitor attraction, but as a labour of love, nurtured by a group of local enthusiasts (The Amlwch Industrial Heritage Trust) keen to recognise and preserve the town’s unique history.

However, as the significance of Amlwch’s past was uncovered, so outside agencies began to comprehend the real economic potential the project, and as the Copper Kingdom became increasingly high profile so changes had to be made - including the projects identity and marketing.

Neil explains: “The Copper Kingdom had been progressing for a number of years under a single logo (a copper penny). However, once the project came to the attention of the Local Authority they deemed that it have greater visibility and profile, and it was decided that this could not be achieved with the existing identity.”



New identity representing geographic location and stakeholders

Copper-bottom plans for new project

ANGLESEY-based communications and marketing agency Frontier Public Relations is to develop the corporate identity and branding for the Copper Kingdom project at Amlwch’s Parys Mountain.

If current plans are fully realised Copper Kingdom at Parys Mountain, Amlwch Port and Dyffryn Adda will become a world class visitor attraction offering future generations an insight into Amlwch’s industrial past while, at the same time, delivering sustainable long-term economic benefits for north east Anglesey.

The development of the project has been driven by the Amlwch

Industrial Heritage Trust which was formed with the aim of conserving and researching the area’s industrial heritage.

The project area has been recognised by Cadw/CCW as one of outstanding historic importance.

In the Conservation Management Plan, prepared by international consultants Giffords, some of the 500 features of archaeological interest have been rated as being of international significance and many others classified as UK, Welsh and regional significance.

The contract with Frontier PR will see the creation and development of a full identity for Copper Kingdom,

including logos, corporate colours, stationery and marketing materials.

Frontier owner David Innes-Edwards said Copper Kingdom could become a world class visitor attraction.

“As a native of Rhosgoch, near Amlwch, I am very keen to get involved in a project that will hopefully make a big difference to an area which has had its fair share of economic problems over recent years,” he said.

Project coordinator Neil Johnstone of Menter Môn said: “We were very impressed with the quality of Frontier’s creativity and attitude.”



David Innes-Edwards

On this basis, following a competitive pitch, Frontier PR was tasked with developing an identity that would offer the Copper Kingdom’s identity longevity. Neil continues: “Because there were three major stakeholders involved, (The Heritage Trust, Amlwch Town Council and Anglesey County Council), it was always going to be a challenge to get everyone to agree on one concept. All had strong views on how the project and the identity should be progressed, and areas of potential conflict existed. They key was to ensure that this energy and enthusiasm be channeled into a constructive process.”

Daily Post, 7th June 2008.

Creating a new identity

In response to this Frontier PR entered a two stage process. Managing Director David Edwards explains: "Stage one was to create a framework whereby each stakeholder had an opportunity to express their views. These were officially recorded in a report that formed the basis of a creative brief. The emphasis was placed not on finding a new identity, but on getting honest feed back as to how each stakeholder viewed the project now and ongoing."

Neil said: "This was not an easy process, and it required the agency to manage the expectations of everyone involved. Every stakeholder needed to be listened to and their position and views considered. Importantly Frontier PR remained neutral but sympathetic to all the stakeholders. All were listened to in the exact same fashion and their views and opinions compiled in a transparent official report."

"Frontier PR also had to be robust in the face of disagreement and stuck with it when others might have taken a step back. It made a big difference, driving the project forward."

David said: "Once the report was completed Frontier PR then briefed its designer for stage two: the development of the identity itself. We took the decision to move completely away from the original penny logo, feeling that a fresh new identity would better represent the new mix of stakeholders. We elected to use a very identifiable landmark (the old windmill on Parys Mountain), as a 'mascot' for the project. Historically it's a very significant site and is also recognisable to the wider Amlwch community giving the project an important sense of place."



Old copper penny identity



The right choice

Said Neil: "The new identity is fulfilling the role for which it was intended. It needed to be representative of all the stakeholders and able to grow with the project and that is exactly what it's doing."

Neil concludes: "Based on this project I would have no hesitation recommending Frontier PR, they were dedicated and professional, and, crucially, delivered on time and on budget despite a series of challenges."

"Frontier PR also had to be robust in the face of disagreement and stuck with it when others might have taken a step back. It made a big difference and driving the project forward."

Neil Johnstone, Project Coordinator,
Mentor Môn

'We just got the impression that Frontier PR would be prepared to go that extra 'mile' to realise our objectives and this proved to be true.'