

#### 04. Your vision

# Vision/ positioning statements – ideas

*Using your ideas  
from the brand workshop,  
we've drafted some ideas  
for vision statements  
which we will explore.*



## This is our time

**There's an energy in Stapleford.  
You can feel it.**

An exciting groundswell of ideas – big and small – that will breathe new life into our proud town. Ideas that will create a thriving, vibrant and prosperous place – one that attracts new businesses, new visitors and new families.

We see a reimagined high street, a flourishing cultural scene, a prosperous nighttime economy, enhanced leisure facilities, better job opportunities and so much more. We have the heritage, we have the spirit and, most importantly, we have the plan. Now it's time to come together, realise our community's vision and build a lasting legacy for Stapleford.

or

## A big ambition for our small town

Welcome to Stapleford. We're a small town with a big plan and an even bigger heart. We're proud of our heritage, our ambition and our community spirit. But ask anyone, and they'll tell you there's so much more that Stapleford can be – so much potential.

Today, we have an exciting, once-in-a-generation opportunity to realise that potential; to forge a prosperous new future and build a lasting legacy.

We see a reinvigorated, reimagined town centre. We see sustainable new businesses and job creation tied to the green economy. We see new sports and cultural facilities, an improved cycle network and better public transport, with stronger connections to the rest of the country powered by HS2.

**Together, we see Stapleford as a model for what  
a small town can achieve. It's our time to shine.**