

<u>Vision Statement</u>	<u>Comments</u>
<p><u>This is our time</u> 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 night time 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.</p>	<p>General preference for the first statement. Felt this one is more focused and likes emphasis on new. Needs to include;</p> <ul style="list-style-type: none"> • Resilient growth / resilience – choices that are going to last – future proofing. • Highlighted there needs to be a recognition of recovery after Covid-19 and the changes in how people do things. Need to ensure sustainable and resilient in the new way of operating. Adaptability • Outstanding natural environment – exceptional quality of life. • Nostalgia – back to new normal – back to basics • Measured approach – lasts course of fund. • Skills and learning • Attracting new business and jobs opportunities – how do the better job opportunities come about <p>Terminology for young people. Making sure quality of life is covered – will then allow for hanging of projects. How do we match the skills to employment opportunities – youth unemployment support – schemes and apprenticeships – levy unspent. Youth unemployment is increasing and harder to decrease. Traveling out – or businesses in? 'Range of opportunities for young people in the area' – spark interest.</p>
<p><u>A big ambition for our small town</u> 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.</p>	<p>Ambition – word thought to be unachievable – small town – negative. Almost highlighting issues. Don't like the once in a generation – they would like to think there will be more than one opportunity. Move green to other statement and job creation. Statement in green is good – like last paragraph. Renewal and restart – given CV19 situation – resilience of town. Changing nature of businesses that will be operating on the HS – which ones with thrive/ need extra support – retail offer reduce leisure increased for example – making the most of the changing behaviours due to CV19.</p>