

A VISION FOR MIDHURST IN 2029

The Hook

*"In 2029 Midhurst is known as an **amazing green** place that **enhances** lives; a **vibrant, creative** place that enables people and business to achieve their potential, encouraging **innovation**; a place that promotes **promotes** its virtues and offers to attract visitors to experience the town"*

The "unstated" descriptor – "WOW"

The diagram below captures and summarises the essence of the brand vision for 2029
The tables which follow exemplify the realisation of the vision by 2029

AMAZING MIDHURST

AMAZING MIDHURST			
Under - pinning Characteristics	A Green Place	A Vibrant Place	An Innovative & Creative Place
Process Drivers	A Place that Enhances	A Place that Enables	A Place that Promotes
Vision PILLARS	Living	Working	Visiting

THE VISION EXEMPLIFIED

Green Place 2029

Place Characteristics	Living Pillar	Working Pillar	Visiting Pillar
An Enhancing Enabling Green Place to Live	Residents contribute individually and collectively to green environment management		
An Enhancing Enabling Green Place to Work		Attractive location for green business who respect and respond to the environment and enable their workforce's green credentials	
An Enhancing Enabling Green Place to Visit			Typifies and enables access to the South Downs - a green hub for visits that provides a quality visitor experience

Vibrant Place 2029

Place Characteristics	Living Pillar	Working Pillar	Visiting Pillar
An Enhancing Enabling Vibrant Place to Live	Extensive menu of live and on-line events and things to do for residents		
An Enhancing Enabling Vibrant Place to Work		Innovative businesses attracted supported and welcomed by planning policies and land owners	
An Enhancing Vibrant Place to Visit			Lots of active participatory events and attractions that provide a quality visitor experience

Innovative Creative Place 2029

Place Characteristics	Living Pillar	Working Pillar	Visiting Pillar
An Enhancing Enabling Innovative & Creative Place to Live	Innovative on-line and actual services and facilities for residents make the town a more attractive place to live		
An Enhancing Enabling Innovative & Creative Place to Work		Creative people and business attracted by the green environment and sustainable development policies	
An Enhancing Enabling Innovative & Creative Place to Visit			Visitors can access on-line trip planning itineraries to access innovative facilities, services and countryside in creative ways