

A DRAFT VISION FOR MIDHURST 2029

This note sets out an **example** of a draft vision statement for Midhurst in 2029. It is based on the consolidated rankings of the desired reputation attributes that the three groups scored and ranked on 11 September. This information is set out in the appendix to this note, along with the key words identified in the discussion on the group's rankings and individual's words to describe their compelling central idea.

This Vision is presented as an example of how a vision statement can be constructed using ranked scores, the key reputation attributes and words identified.

It is NOT a Vision recommended by Bloom.

It is designed to help you build on and bring together the three sets of initial vision statements proposed on 11 September. Those are contained in the previously circulated notes of that workshop.

Example Central Idea – Innovative, Vibrant and Green

The simple "Hook"

"In 2029 Midhurst is known for being innovative, vibrant and green."

The Proof Points

Midhurst is innovative in the many ways in which its community is involved in the life of the town, in maintaining the quality of its built heritage and its environment, in its offer of facilities and services to people who live and work here, in the way the community takes an active role in the governance and management of the town and the voluntary organisations that support the community. Midhurst is innovative in the ways that it creatively incorporates new development within the existing fabric of the town, creatively managing both traffic movement and visitors in ways that minimise environmental damage and disruption while increasing the quality of life for residents and visitor's experience. Midhurst is home to many innovative businesses, especially those in the 'Green Business' sector, e.g. those utilising solar technologies, as well as retailers and operators of cafes, pubs and restaurants who have a reputation for making effective use of communications technologies as well as showcasing innovative food made with the product of the green surroundings.

Midhurst is Vibrant as a result of the many activities, events and programmes that are organised for people who live here which also make it an attractive place to live, e.g. the events at Cowdray Park which have grown over the last ten years making it one of the foremost attractions in south east England. It's a place that feels very alive without being noisy or congested. Midhurst accommodates many forms of outdoor sports and recreation opportunities, e.g. walking trail, cycling trails and nature observance pathways through the Downs. Midhurst is also vibrant as an innovative green business location, e.g. the companies designing and manufacturing energy saving and renewable products. This has helped to create jobs for local people and fuels demand for local services. And the many visitors to the Cowdray Estate and the national park give the place a buzz and help to support the distinctive independent shops, cafes, pubs and restaurants, many of which take an active part in the Annual Midhurst Green Food Festival and awards.

Midhurst is Green in that the town feels very much in harmony with the rural surroundings of its location in the South Downs National Park. It is a place that is an exemplar of sustainable building, of environmentally friendly management of its green public realm, environmentally friendly management of traffic in and through the town, and its increasing use of solar and renewable sources of energy powering homes and businesses. Midhurst is noted as a location for "Green Businesses" and "Green Food". The town is home to many businesses which create products that are used in green construction technologies, e.g. thermostatic control systems for buildings; businesses. And the town has a justified reputation for food made with local green produce from natural farming methods, e.g. the Michelin "Green Str" restaurants and accomplished chefs.

Key Points in drafting your text:

1. Think about how each of your key word (s) or phrase contributes to each of the three core areas of reputation identified previously – community, environment, offer and services.

2. It is important in the text for each key word to cross-reference with the other key words in ways which reinforce them, e.g. the example of the vibrancy brought to Midhurst by innovative green businesses.
3. It's also important to give examples for each of the key words, e.g. making greater use of sustainable forms of naturally derived energy. Look back at the notes on the ideas you came up with for improving the town.
4. And, it's also important to ground the statements in the present by citing current strengths or offers of the town that will provide a base or foundation to build on over the next ten years, e.g. its location as a good base to explore the South Downs National Park. Again, look back at the notes of the assets and offers you previously identified as strengths of the town.

Next Steps:

Communicate with each other prior to the next workshop and share your ideas for a vision statement driven by one or more key words in combination. Ideally, you should agree this statement before the workshop on 2 October. This will require someone to agree to take the lead and a small group to act as an editorial team to craft the statement.

Your first task at the next workshop will be to finalise and agree your vision statement which we will then subject to detailed scrutiny in order to more fully understand the action required to make it a reality by 2029, starting with the priority actions to be taken over the next three years, 2020 – 2023.

We shall also discuss options for you to organise yourselves to undertake this work and explore ideas and avenues to raise funds

Appendix

Consolidated Ranking of Desired Midhurst Attributes 2029

Community Reputation	R	Environment Reputation	R
A vibrant place	1	Attractive and beautiful	1
A thriving & prosperous place	2	Well managed tourism	2
A place of opportunity	3	Green place of heritage	3
A place of well-being	4	Sustainable place	4
A supportive community	5	Accessible heritage	5
A connected community	5	Charming	5
A town that cares	6	Interesting	5
A resilient community	7	Assessible heritage	5
Putting people first	7	Attractive outdoors lifestyle	6
Happy people	8		
Positive people	9		

Offer and Services	R
Quality shops	1

Great events programme	1
Offer for all ages	2
Quality F&B	3
High WOW factor	4
Outdoor focus	5
Very interesting place	7
Ground breaking services	7

And, below are the words which were identified as important when workshop participants, in plenary, discussed each group's initial opening vision statements.

Attractive	Beautiful	Best	Connected/ing
Collaborative	Charm	Diverse	Exceptional
Green	Heritage	Harmony	Immersed
Innovative	Opportunities	Positive	Quality
Self-sustaining	Strong	Sustainable	Vibrant
Well-balanced	Well-managed		

In comparison, below are the words and phrases that individual participants thought captured their strategy.

Sustainable	Progressive	Vibrant	Visitors
Exceptional	Creative	Innovative	Different
Unique Experience	Forward Thinking	Outside the Box	