Midhurst Brand Vision Workshops

Proceedings of the Workshops

Workshop 1
September 2, 2019

Workshop 2
September 5, 2019

WORKSHOP 3
September 11, 2019

WORKSHOP 4
October 2, 2019

Bloom Consulting
Countries, Regions, Cities & Towns

Midhurst Workshop 1
02.09.2019

What Is Our Current Reality?

This workshop was designed to begin the process of exploring, identifying and agreeing a vision represented by a big, compelling and inspiring idea to drive the future development of the town.

This workshop explored 4 key questions:

Q1. What are people saying about the town at present?

Q2. What do we offer?

Q3. What works and what needs to change?

Q4. Who are the audiences for the Offer and Experience?

The participants responses to these 4 questions are presented on the following pages.

This document will be updated after each of the 4 workshops to form a comprehensive record of participants discussions.

Workshop 1 – What Is Our Current Reality?

Q1. What are people saying about the town at present?

Participants were asked to state, from their own perspective, their views on this question under two headings:

1. What is attractive about the town
2. What is not attractive about the town

Their comments are presented in the table below.

Statement of Current Reality

What is Attractive About the Town?	What is Not attractive?
Old Town heritage buildings and Mkt Square	Poor transport Links
Facilities, clubs and events at The Grange	Traffic Problems/Congestion/Bottlenecks
Independent shops	Pollution from heavy traffic
The Schools and MRC	Challenge of Climate change
The Cowdray Estate	Limited and poor cycle ways
Friendly welcoming people	Lack of facilities for young people
Great community spirit	Negative perceptions of young people
Attractive rural surroundings	Poor quality supermarket
Easy access to walks and paths	Lack of affordable housing
	Missed Opportunities e.g. the grange site
	Quality of emotional support at MRC
	Large catchment area of secondary school
	Population imbalance

Workshop 1 What Is Our Current Reality?

Q2. What do we offer and what are our assets?

Participants were asked to identify the key and important assets of the town, e.g. under headings such as location, landscape, people, environment, facilities, services.

The results are listed in the tables below.

Statement of Current Assets and Offer

Location	Environment – Natural & Built
Access to countryside – physically & visually	Surrounding National Park & villages
Access to SD Way, paths & cycleways,	SDNP HQ
Central location in District	Heritage buildings in Old Town & Mkt Square
Short time to railway stations/to London	History of the town
Near to coast and Chichester	West Street
Area attractive to tourists	Peaceful town
One of the best places to live	Hidden retreat
Access to sporting facilities & clubs	Air Quality – good and bad
Cricket pitch and pavilion	"Dark Skies"
Clean public toilets	Well-kept and tidy
Good car parking	Feels safe with low crime
The Grange	Wonderful Wildlife
River Rother	
Cowdray Estate	

Facilities	Services and Events
Good School	Highly rated school's performance
Good Community Centres – e.g. The Grange	Community events and programmes
Sports facilities	Sports clubs events and matches
Cottage Hospital	GP Services
Day Centres – Mind & RVT	Active Churches in the community
Industrial Estate – innovative companies	Food Bank
Butchers, green-grocers, florists, bakery	
Cheap parking	

People
Entrepreneurs
Community activists

Workshop 1 What Is Our Current Reality?

Q3. What works and what needs to change?

Participants were asked to identify what they thought works well in the town and what needs to be improved.

The results are listed in the table below

Statement of Current Experience

What works well	What needs improvement
Community events	Traffic flow & reduce congestion
Sports events	Make town more pleasant for pedestrians
Civic society	Make town more accessible for cyclists
Community groups	Make town cleaner
Sense of Community	Soften landscape through tree planting
Balanced community	Improve air quality
Right size of community	Connect the 2 halves of the town
The Grange	A cycle path to Cowdray
Good schools & academic standards	A swimming pool
Independent shops	A more balanced community
Two big car parks	Lack of public services
Charity shops	Isolation due to poor public transport
Accessible	Improve cultural life
Access to SDNP and lovely countryside	Better coordination and governance of town

Workshop 1 What Is Our Current Reality?

Q4. Who are the audiences for the offer and experiences?

Participants were asked to think about the people who access the offer of the town and the experiences to be had here.

Using the categories of people living in, working in, learning in or visiting the town they were asked to identify for each the principal offers and experiences the town provides.

The results are listed in the tables below.

Statement of Current Audiences

People living in the town	People working in the town
Young families with children	Workers shopping
Pupils, teenagers and students	Workers eating out and drinking in pubs
Residents using community services – e.g. Grange	Workers using community facilities
Residents using public services	Workers using public facilities – e.g. library
Residents attending events	Workers attending events
Residents using public spaces	Employers running businesses
Residents accessing walks and the SDNP	Employers entertaining
Residents shopping	Employers purchasing goods and services
Residents eating out and drinking in pubs	

People learning in the town	People visiting the town
School Pupils at schools	People shopping
Pupils attending clubs, courses and events	People eating or drinking
Students at MRC	People visiting Cowdray
Students attending clubs, courses and events	People attending events
	People exploring SDNP from the town
	People using the hotels as visitors
	Business visitors using the hotels
	Business visitors using café, pubs, etc.

Midhurst Workshop 2
05.09.2019

What do we want to be known for?

Having previously identified in Workshop1(i) the nature of the current offer of the town, ii) the quality of the experience to be had there and (iii) who the current audience is composed of, in this workshop participants explored and agreed what they wish the town to be known for – its desired offer, reputation and identity.

To answer the principal question of what we want to be known for, participants addressed 3 sub-questions:

1. What, specifically, participants think are the **strengths** of the town's offer and experiences, the things that **distinguish** it, either individually or in combination from surrounding towns, and why?
2. **What more** might the town offer to build on these strengths and make it a more attractive, economically viable and sustainable place to live, work and visit?
3. **Who are the priority audiences** for these ideas and proposals for improved, expanded and new offers?

The participants were then asked to define what they desired the **reputation of Midhurst** to be in 2029

The final output of this workshop was an agreed **"Statement of Desired Reputation"**.

Workshop 2 What Do We Want to Be Known For?

Q1. What are **specific examples** of the **strengths** of the town's offer that can help determine a positive reputation?

Participants were asked to identify and agree **Specific** offers, venues, events, locations that, together, give the town a distinctive identity; e.g. named attractions, shops, cafes, restaurants, community groups, organisations, centres, events, programmes, etc.

The results are listed in the tables below and on the following page.

Statement of Strengths

Visitor Attractions	Events & Activities
Access to South Downs National Park	Madhurst
Heathlands Habitat	Christmas Street market
Rural walks and pathways	Cowdray Hall Events Programme
Cowdray Estate, Ruins & Walled Gardens	Polo Matches
Woolbedding Gardens	
Market Square and Church	
Walks around the town - Causeway	
River Rother Walk	

Community Services	Retail/Shops
St Oswald's Dentists	Allnuts
Macmillan Cancer Care	Anthony Lodge
Midhurst & Community BHS	Brocante
UR3A – University of the Third Age	Courtneys
Midhurst Rother College	C J Hampshire
Primary Schools	Anstems
The Grange	Kings Barber
Recycling Centre	The Upholsterers
Car Parks	Disk Ing
Arts Society	Courtneyo
Food Bank	Greenhouse
Tandem & MIND	Stockley
Green Volunteers & Rother Valley Together	Fish & Chip Shop
Sports Clubs	St Wilfs
Car Parks	Between the Lines
Midhurst Rugby Club	Crafty Pint
Netball/Tennis/Bowls Clubs	Down to Earth

Hospitality F&B
Gartons
Fitzcanes
Comestibles
Cowdray Cafe
Spread Eagle
Park House
Tilly's Tea Room
La Piazetta

Workshop 2 What Do We Want to Be Known For?

Q2. What **more** might the town offer to build on these strengths and make it a more attractive, economically viable and sustainable place to live, work and visit?

Participants were asked to identify what **more** might the town offer to build on the specific strengths identified previously, i.e. specific **new** examples

The results are listed in the tables below.

Statement of Desired Improvements

New Assets	Environment Improvements	New Services
Swimming Pool & Lido	North St Transformation	Electric car charging
Large quality supermarket	Create cycling routes	Extend community support
Create Sussex "Hunter Valley"	Link outdoors to wellbeing	Organise comedy event
Affordable café for young people	Create a Stag Garden	Music events programme
Attract independent shops	Make town more attractive	Comedy events programme
Expand F@B offer	Shared space in town centre	Children's weekends events
Community Arts Centre	Pedestrian space in town centre	Village bus connections
Artisan live/work spaces	Town Heritage Trails	Enterprise skills programmes
Teenage "Hang-out" space	Digital & visual signage	
	Digital and visual interpretation	
	Town Greening Programme	

Workshop 2 - What Do We Want to Be Known For?

Q3. Who are the priority audiences for these proposals?

Participants were asked to identify who they wished to **retain** in the town and why, and who they wished to **attract** to the town and why?

The results are listed in the tables below.

Statement of Priority Audiences

People to be Retained	People to be Attracted
Skilled professionals e.g. teachers, doctors	Skilled professionals e.g. teachers, doctors
Managers of and large businesses	Passing trade on A272
Artisans and entrepreneurs	Artisans and entrepreneurs
Existing SME employers	Job creators
Restaurateurs	Restaurateurs
Volunteers	Volunteers
Care home workers	Care home workers
Health care workers	Health care workers
Arts and cultural sector staff	Arts and cultural sector professionals
Public sector professionals &support staff	Innovators
Current visitors for repeat visits	Overnight visitors
Highly skilled graduates	Highly skilled graduates
	Happy positive people
	Goodwood visitors
	Linked generations

Workshop 2 - What Do We Want to Be Known For?

Q 4. What is Your desired reputation for Midhurst in 2029?

Participants in groups identified what they want the reputation of Midhurst to be in 2029. This is set out in the table below.

Statement of Desired Reputation Attributes

Community Reputation	Environment Reputation	Offer and Service Reputation
A town that cares	Interesting	Quality shops
A connected community	Charming	Quality F&B
A positive community	Attractive and beautiful	Great events programmes
A place of opportunity	A green place of heritage	Activities for all ages
A place of well being	In harmony with surroundings	A very interesting place
A vibrant place	A sustainable place	Groundbreaking services
A thriving prosperous place	Well managed tourism	Outdoors focus
A resilient place	An active outdoors lifestyle	High WOW factor
A supportive community	Accessible heritage	
Putting people first		
Happy people		

Midhurst Workshop 3 - Developing a Shared Vision and A Compelling Central Idea
11.09.2019

The focus of this workshop was to (1) begin the process of developing a shared vision for the future development and management of Midhurst, and (2) to identify a word or succinct phrase that captured the essence of that vision.

At the end of the second workshop participants had identified the reputation they wanted Midhurst to have among target market audiences by 2029, ten years from now.

The set of reputation statements presented below were the starting point for this workshop. They were categorised under the headings shown in the table.

Statement of Desired Reputation Attributes

Community Reputation	Environment Reputation	Offer and Service Reputation
A town that cares	Interesting	Quality shops
A connected community	Charming	Quality F&B
A positive community	Attractive and beautiful	Great events programmes
A place of opportunity	A green place of heritage	Activities for all ages
A place of well being	In harmony with surroundings	A very interesting place
A vibrant place	A sustainable place	Groundbreaking services
A thriving prosperous place	Well managed tourism	Outdoors focus
A resilient place	An active outdoors lifestyle	High WOW factor
A supportive community	Accessible heritage	
Putting people first		
Happy people		

Midhurst Workshop 3 - Developing a Shared Vision

TASK 1 – Rank the Attribute Statements Under Each Category

Participants were asked to individually take 10 minutes to rank each reputation attribute (3 = very desirable, 2 = nice to have, 1 = not so important) and then, in their groups, share their scores and the reasoning behind them. Then the groups were asked to sum their individual scores for each of the attributes and rank them in order of importance (where 1 was the attribute with the highest score). These are shown for each category of reputation in the tables which follow, each of which was presented to the meeting in plenary by a group rapporteur. Once each group's sheets had been posted up on the presentation wall participants spent time identifying and discussing the similarities and differences between the groups.

Group 1 Reputation Attribution Rankings

Community Reputation	S	R	Environment Reputation	S	R
A town that cares	1	4	Interesting	9	8
A connected community	7	11	Charming	7	9
A place of opportunity	12	1	Attractive and beautiful	12	1
A place of well-being	10	4	Green place of heritage	11	2
A vibrant place	11	2	Sustainable place	10	4
A thriving prosperous place	11	2	Well managed tourism	11	2
A resilient place	9	8	Accessible heritage	10	4
A supportive community	10	4	In harmony with surroundings	10	4
Putting people first	8	9	Attractive outdoors lifestyle	10	4
Happy people	8	9			
A positive community	10	4			

Offer and Services	S	R
Quality shops	11	2
Quality F&B	11	2
Great events programme	11	2
Offer for all ages	12	1
Very interesting place	7	7
Ground breaking services	6	8
Outdoor focus	8	6
High WOW factor	10	5

Group 2 Reputation Attribution Rankings

Community Reputation	S	R	Environment Reputation	S	R
A town that cares	12	3	Interesting	13	2
A connected community	15	1	Charming	7	5
A place of opportunity	11	4	Attractive and beautiful	13	2
A place of well-being	12	3	Green place of heritage	14	1
A vibrant place	15	1	Sustainable place	14	1
A thriving prosperous place	15	1	Well managed tourism	14	1
A resilient place	10	5	Accessible heritage	11	3
A supportive community	13	2	In harmony with surroundings	14	1
Putting people first	10	5	Attractive outdoors lifestyle	9	4
Happy people	11	4			
A positive community	13	2			

Offer and Services	S	R
Quality shops	14	2
Quality F&B	14	2
Great events programme	15	1
Offer for all ages	12	3
Very interesting place	11	4
Ground breaking services	11	4
Outdoor focus	11	4
High WOW factor	14	2

Group 3 Reputation Attribution Rankings

Community Reputation	S	R	Environment Reputation	S	R
A town that cares	10	8	Interesting	8	8
A connected community	14	1	Charming	10	4
A place of opportunity	13	3	Attractive and beautiful	15	1
A place of well-being	13	3	Green place of heritage	10	4
A vibrant place	14	1	Sustainable place	9	7
A thriving prosperous place	13	3	Well managed tourism	11	3
A resilient place	9	9	Accessible heritage	10	4
A supportive community	12	7	In harmony with surroundings	12	2
Putting people first	8	11	Attractive outdoors lifestyle	8	8
Happy people	9	9			
A positive community	13	3			

Offer and Services	S	R
Quality shops	14	1
Quality F&B	13	2
Great events programme	13	2
Offer for all ages	13	2
Very interesting place	10	5
Ground breaking services	7	8
Outdoor focus	10	5
High WOW factor	8	7

Following the workshop Bloom consolidated all of the separate group rankings under the three reputation categories and the results are shown on the tables on the following page.

Consolidated Group Reputation Attribution Rankings

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

Midhurst Workshop 3 - Developing a Shared Vision

TASK 2 – Draft a Vision Statement "Opening Hook" Paragraph

Based on their own rankings for each reputation category each group was asked to draft a short vision statement setting out what the town would be positively known for in 2029.

The advice from Bloom was to concentrate on the opening paragraph of the vision statement, what is often termed "the hook" which is designed to capture the essence and focus of the strategy and introduce its more detailed descriptors.

After all of the groups had presented their statements key words in each were identifies, words worth consideration in identifying a word or short phrase to describe a big idea that would capture the essence of the vision and drive progress towards its realisation and capture its brand. These are highlighted in the boxes below.

Group 1 Vision Statement – Summary Opening Statement

Community Reputation
Midhurst aspires to be a welcoming town of opportunity for all

Environment Reputation
Midhurst aspires to be the best environment possible

Offer and Service Reputation
Midhurst will be an exceptional self-sustaining town where people want to live and work and people want to visit

Group 2 Vision Statement – Summary Opening Statement

Community Reputation
Midhurst is an innovative, connected community with opportunities for all

Environment Reputation
Midhurst is seen as beautiful, green and sustainable.

Midhurst is immersed in the beauty of the South Downs
National Park with sustainability at its core.

Offer and Service Reputation
Midhurst provides a diverse range of unique experiences of exceptional quality.

Group 3 Vision Statement – Summary Opening Statement

Community Reputation
Midhurst will be known as a town of collaborative people, creating opportunities for all ages in a vibrant and well-balanced setting connecting both community and visitors to a strong sense of well-being, leaving a lasting positive impression.

Environment Reputation
Midhurst has an attractive and beautiful heritage alongside a well-managed tourism offering, with development in harmony with its surroundings, mindful of the town's inherent charm.

Offer and Service Reputation
Midhurst is known for its wide provision of activities for all ages and groups, with a strong events programme supported by quality shops and eating places

Midhurst Workshop 3 – Developing a Shared Vision

Task 3 – Identify a Word or Short Phrase that Captures your Vision

Below are the words which were identified as important when 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	

Next Steps

Following the workshop Bloom will take the three groups draft opening vision statements and merge them together for discussion by participants during the fortnight of 16 - 27 September when they can collaborate to edit and expand on the draft and prepare a revised version for consideration at the next workshop on 2 October.

At that workshop participants will explore the planning, resourcing, scheduling, labour and governance implications of their agreed vision and driving idea.

The desired outcome of this workshop is agreement to the text for a revised vision statement to form the basis of wider consultation with the community during mid to late October.

Midhurst Workshop 4 – Further Developing the Vision
02.10.2019

The focus of this workshop was to further develop the draft vision discussions held during the week commencing 23 September.

Session 1 – Review of Bloom Summary of Initial Group Vision Discussions

During the week commencing 23 September a number of the Vision Group met to develop their initial thinking on a draft Midhurst 2029 Vision Statement for wider consultation.

Below is the Bloom summary understanding of those discussions which was debated by the group at this workshop.

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 its virtues and offers
to attract visitors to experience the town"*
The "unstated" descriptor – "WOW"

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Midhurst Workshop 4

Part 1 - Clarifying Your Vision Elements
Bloom Summary of your Brand Vision Elements

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

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The Group was of the view that this statement did not reflect its thinking on the need for the vision to include the "promotion" of the challenges facing the town which would have been successfully addressed by 2029. The group also felt that

the statement was too long and agreed to reconsider its wording at the end of this workshop. At the ned of the workshop the group decided to share their thinking on an edited version of the vision statement in the week ahead with the aim of its being agreed by Friday 11 October when it would be shared more widely in a consultation.

Session 2 – Exemplifying the Draft Vision Statement

In this session the workshop participants were asked, in groups, to identify a range of potential actions, policies and projects that would result in the vision statement for 2029 becoming a reality.

The first task was to identify 12 actions that would lead to Midhurst having a reputation of being a Green place by 2029, 4 each for the core brand pillars of the town being a place to live, a place to work and a place to visit. The actions identified are listed below.

A Green Place

Midhurst Workshop 4
Exemplifying Your Vision Statement
Identify 4 examples for a Green Place Vision in 2029

Place Characteristics	Living Pillar	Working Pillar	Visiting Pillar
An Enhancing Enabling Green Place to Live	4 Examples		
An Enhancing Enabling Green Place to Work		4 Examples	
An Enhancing Enabling Green Place to Visit			4 Examples

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Actions to create an Enhancing, Enabling Green Place to Live

Environment

- Creation of green roofs and green walls
- Planting of trees in streets (e.g. North Street) and in car parks (to offset carbon)
- Creatively designed sustainable landscaped housing
- Creative solar lighting to highlight key features of the town
- Creatively designed street furniture
- Pedestrianisation of the Old Town

Community
- *Please think about green-focussed community projects to improve the quality of life*

Infrastructure and Movement
- Provision of electric car charging points
- Discounted car parking for electric cars
- Creation of a community energy scheme
- Creation of walking routes
- Creation of cycle routes

Offer of Facilities, Services and Events
- Provision of advice on sustainability and green actions individuals and households can take

Policies
- Reduced business rates to incentivise businesses to develop and display their green credentials and social responsibility

Actions to create an Enhancing Enabling Green Place **to Work**

Environment
- Encourage homeworking and support it with shared space facilities for interaction
- Provision of affordable key-worker housing

Community
- Encourage the employer community to adopt common actions to create green/sustainable workplaces

Infrastructure and Movement
- Introduction of fast business broadband (Gigabit)
- Bus routes and timetables integrated with rail to facilitate commuting
- Creation of a distribution centre and collection point
- Encourage communal use of electric vehicles

Offer of Facilities and Services
- Provision of shared office spaces/hot desking/space for start-ups

Policies
- Introduction of a Midhurst Green Apprenticeship scheme

Actions to create an Enhancing, Enabling Green Place **to Visit**

Environment
- Creation of tranquil spaces in the town that complement the surrounding countryside

Community
- Encourage the community to become involved in greening and green environment management initiatives

Infrastructure and Movement
- Development of walking routes on the South Downs
- Provision of E-Cycle hire facilities and routes

Offer of Facilities, Services and Events
- Creation of local food markets top justify status as a market town
- Provision of bookable electric buses and cars
- Provision of sustainable accommodation to rent for visitors
- Creation of Budget holiday accommodation in/near South Downs National Park
- Creation of an electronic information scheme for visitors (and residents)

Policies and Promotion
- Encouragement and incentives for sustainable travel services

A Vibrant Place

Midhurst Workshop 4
Exemplifying Your Vision Statement
Identify examples for a Vibrant Place vision in 2029

Place Characteristics	Living Pillar	Working Pillar	Visiting Pillar
An Enhancing Enabling Vibrant Place to Live	4 Examples		
An Enhancing Enabling Vibrant Place to Work		4 Examples	
An Enhancing Enabling Vibrant Place to Visit			4 Examples

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Actions to create an Enhancing, Enabling Vibrant Place **to Live**

Environment
- Create a lido
- Create an open-air cinema
- Create fun lighting schemes to enhance public spaces and buildings and give it more of a "buzz"
- Organise music making/events in public spaces, e.g. community choir performances in Market Square and green open spaces
- Create fun, active, moving sculpture in public places and spaces
- Create a "Vibrant Zone" in the town centre to entertain residents and workers

Community
- Encourage community groups to put on activities and events in the town
- Ensure that different social communities are catered for in events programmes

Infrastructure and Movement
- Encourage active events that move around the town to create a sense of vibrancy

Offer of Facilities and Services
- Create an extensive events programme for all ages and groups

- Create a film festival and a short-film award
- Create a Midhurst TV channel with involvement of MRC
- Create a drive-in open air cinema
- Build on Madhurst with other events of a similar nature throughout the year
- Encourage and attract new and different gastronomy offers
- Organise and promote range of types of markets
- Support and attract new independent retail offers

Policies and Promotion

- CDC to adopt policies and licensing that encourage the use of public open space for live events

Actions to create an Enhancing, Enabling Vibrant Place **to Work**

Environment

- CDC to encourage developers and landowners to create or modernise premises as quality wired modern workplaces
- CDC to encourage and support use of vacant land and buildings for rental to start-up pop-up workplaces and showcases for products and services
- CDC to encourage developers/employers to create affordable flexible work spaces, training and social facilities for employees

Community

- Support businesses to develop the Midhurst Business Community Network
- Encourage business community to be more pro-active in recruiting locals for employment and in attracting very high skilled individuals to the town
- Encourage pro-active links between businesses and schools and MRC to create Modern Apprenticeships

Infrastructure and Movement

- Invest in wired infrastructure, e.g. cabling for hi-speed broadband, to attract and support businesses requiring this infrastructure
- Create an Employers Club to encourage B2B cooperation and joint activity

Offer of Facilities and Services

- Encourage employers to invest in facilities for their workforce or shared facilities for groups of businesses, e.g. after work events – skills training and social and sport
- Create a business support service to advise them to maximise investment in wired workplaces

- Encourage and support employers to network with each other to share experience and jointly address common challenges

Policies and Promotion

- CDC to use planning policy to promote and require new workplace buildings to be properly equipped for modern business
- CDC to encourage landlords to adopt short term lease and rental arrangements for start-ups

Actions to create an Enhancing, Enabling Vibrant Place **to Visit**

Environment

- Create fun-lighting to make the place more attractive
- Geo-cache developments
- Create a "Vibrant Zone" in the town centre to attract visitors

Community

- Encourage community organisations to create lively events for and to attract visitors

Infrastructure and Movement

- Create an Ambassadors Programme to inform and support visitors

Offer of Facilities and Services

- Create a "Back-story" visit programme to enhance the existing visitor experience, identifying interesting and noteworthy Midhurst people and the history of the town
- Create an extensive outdoor events programme

Policies and Promotion

- Create a "What's-On" App, PR and marketing programme to promote events in the town – an app that captures "bloody everything" going on and experiences to be had
- Promote the quality and the uniqueness of the visitor offer

An Innovative & Creative Place

Midhurst Workshop 4
Exemplifying Your Vision Statement
Identify examples for an Innovative Creative Place vision in 2029

Place Characteristics	Living Pillar	Working Pillar	Visiting Pillar
An Enhancing Enabling Innovative & Creative Place to Live	4 Examples		
An Enhancing Enabling Innovative & Creative Place to Work		4 Examples	
An Enhancingc Enabling Innovative & Creative Place to Visit			4 Examples

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Actions to create an Enhancing, Enabling Innovative and Creative Place to Live

Environment
- Create live-work units

Community
- Create a Community Hub and an Ideas Forum that will also encourage children and young people to come forward with creative ideas
- Create Saturday morning cinema for children (like former ABC Minors Club)
- Encourage inter-faith groups to come together
- Link business community to schools and the college

Offer of Facilities and Services
- Create a lift-sharing/car-sharing scheme with new technology
- Create a Midhurst App – information on facilities, services and events
- Create a Midhurst TV Chanel for You Tube

Policies & Promotion
- Make the case for and encourage linked housing and employment provision through planning policy and contact with developers

Actions to create an Enhancing, Enabling Innovative and Creative Place **to Work**

Environment
- Create pop-up demos/showcase business as street-life
- Make use of shipping containers on vacant or underused land to house early life start-ups
- Create wired live-work accommodation units

Infrastructure and Movement
- *Please think of innovative and creative ways to manage movement in and through the town*

Offer of Facilities and Services
- Create business/school links to encourage apprenticeships
- Create TED talks to promote work experience and apprenticeships
- Create a business/start-up mentorship programme
- Create a market-place for resource swaps

Policies and Promotion
- Institute an Award scheme for innovative and creative businesses
- Attract businesses with high quality jobs with planning policy incentives
- Encourage landlords to adopt innovative leasing and rental arrangements
- Create a financial support programme to incentivise and attract start-ups
- Signpost employment opportunities on a Midhurst App

Actions to create an Enhancing, Enabling Innovative and Creative Place **to Visit**

Environment
- Capitalise on the South Downs Centre to promote Midhurst to visitors and showcase/introduce the offer of the town and its surrounding area
- Create a Reality Well
- Create a legacy project, e.g. an HG Wells themed sculpture

Community
- Encourage local residents to work in the visitor sector – work experience and apprenticeships

Infrastructure and Movement
- Link attractions, events and experiences with overnight stay accommodation by holding customised "book-ending" initiatives

Offer of Facilities and Services
- Develop a visitor/customer care training programme for retail, F&B and visitor sector businesses
- Create a Visitor Loyalty Card to incentivise and reward longer and repeat visits
- Create a Midhurst Visitor App to both promote the offer and capture visitor feedback
- Create a Virtual Reality stocks and ruins experience for visitors

Policies and Promotion
- Develop a brand programme for high quality visitor and customer experiences

Core Values for Selection of Actions to Realise the Vision for 2029

At the conclusion of this session of the workshop it was suggested that the core values of the vision should be that it is focussed on the town being green, vibrant, innovative and creative and that these values should be criteria for the selection of actions, projects and policies that will collectively, over the next ten years, in order to realise the Vision for 2029.

It was also suggested that the governance of the town should be creative and innovative, meeting the needs of all audiences and constituent groups, and that decision making on the future of the town should be "brave", e.g. scrapping parking charges.