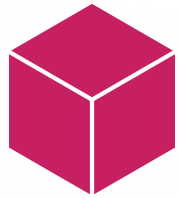
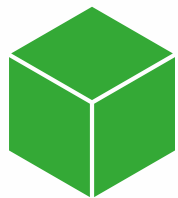


# BUILD



# CREATE



# GROW



# ENJOY

## Make it in Mansfield

Shaping the future of our district



**These are exciting times for Mansfield. Tens of millions of pounds have been earmarked for big local projects, and there's a renewed determination to make our district a fantastic place for everyone.**

To make the most of this, an inspirational vision has been produced for the future of Mansfield.

It's at the heart of a new strategy called ***Make it in Mansfield***, which has been developed by the Mansfield Place Board – a partnership of local leaders, businesses and other organisations.

This important piece of work has been shaped by the views of hundreds of people, who have told us what they like about Mansfield and what they'd like to see change.

The work-life balance here is amazing.

The architecture, heritage, the countryside...this is a genuinely beautiful district.

Mansfield is beautifully placed to exploit its position – we compete nationally from here.

We completely undersell what we've become.

Public

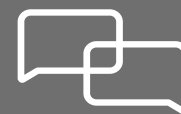


Focus Groups



Surveys

Organisations and businesses



1-1 conversations



Events/votes

Give us more reasons to visit the town centre.

We want to see better jobs across the district.

Hard-working, good people.

We have great entrepreneurs and world-leading businesses.



# ***Make it in Mansfield* sets out priorities for ensuring Mansfield is a place 'where everyone can make it in life', under four key themes.**



## **BUILD... thriving communities**

so that people can be confident and ambitious, believe in a positive future, and are proud of Mansfield.



## **CREATE... opportunities for all**

by ensuring people have the right skills and can access well-paid local jobs.



## **GROW... a vibrant economy**

supporting local businesses to grow and attracting new ones to the district.



## **ENJOY... a happy life**

where local people are supported to be healthy and active.

The strategy describes key ambitions for these themes and some of the things that will be done to achieve them, such as:

- ↑ Increasing opportunities to volunteer and participate in community life.
- ↑ Working to attract new employers, including those in green technologies.
- ↑ Evolving Mansfield town centre into a vibrant space people want to visit.
- ↑ Launching a district-wide campaign to improve Mansfield's environment.

You can read and download the full strategy at

[www.makeitinmansfield.uk](http://www.makeitinmansfield.uk)

or via this QR code.





## WHY THIS MATTERS FOR EVERYONE

Mansfield is a great place which offers so much:

- ❖ Rich history and culture
- ❖ Wonderful green spaces and countryside
- ❖ A strong community spirit
- ❖ Highly successful and ground-breaking businesses

Now is the time to build an era of new prosperity and progress, using the 'power of positive' to create a confident future for Mansfield.

***Make it in Mansfield*** is designed to provide real benefits for local people – whether that's through smarter neighbourhoods, new job opportunities, events or a greater sense of pride in our district.

This is a long term strategy. Some things are likely to start to happen quickly, others may take years.

## WHAT YOU CAN DO

- ❖ Learn more about ***Make it in Mansfield***.
- ❖ Use your own channels and networks to tell others about the strategy and why it's important.
- ❖ Help us focus on the positive, to create a more confident Mansfield.
- ❖ Ensure that the successes of your business and the people within it are being promoted and shared.
- ❖ Support local efforts to attract additional investment and new employers to Mansfield.
- ❖ Keep a look out for opportunities to get involved – whether through volunteering or local campaigns.

