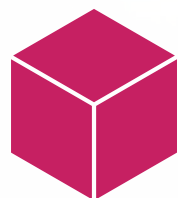
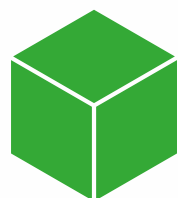


BUILD



CREATE



GROW



ENJOY

Make it in Mansfield

Shaping the future of our district

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A POSITIVE OUTLOOK FOR MANSFIELD



This is a time of real opportunity 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.

We've come together through the Mansfield Place Board, to build an era of new prosperity and progress. This is our vision – focusing on the positive to build a confident future for Mansfield. And when we say Mansfield, we mean the whole of the district – including all our suburbs and communities stretching from Pleasley to Forest Town, from Mansfield Woodhouse to Market Warsop and Meden Vale.

This is a vision by, and for, all. A vision based on collaboration and driven by ambition. A vision which makes a real difference to people's lives.

We are all committed to leading our respective organisations in support of this strategy, aligning our own plans and securing resources through our own routes wherever we can – to help deliver our shared ambitions. We will also look to forge strong partnerships beyond our boundaries to realise Mansfield's full potential.

A handwritten signature in black ink, appearing to be 'AC' or similar initials.

Andrew Cropley
Chair of Mansfield Place Board

MANSFIELD PLACE BOARD PARTNERS



Mansfield
District Council



OUR VISION

Our vision for Mansfield is as a place where we:



BUILD
thriving communities

CREATE
opportunities for all



GROW
a vibrant economy

ENJOY
a happy life



Mansfield is a place where everyone can **make it** in life

GEARED UP



FOR GROWTH

As an historic town of more than 110,000 people, Mansfield has great strengths:

- Our heritage as a place built on industry
- Our people and communities
- Our businesses and entrepreneurs
- Our central location
- Our wonderful green spaces and countryside
- Our resilience and togetherness
- A world class university fully invested in our district
- Ambitious local leaders working together



We want to build on these economic, social and natural assets to unlock growth and wider opportunity across the district.

OUR STRENGTHS IN NUMBERS

Affordable housing

It's easier to get on the housing ladder in Mansfield



Avg. house price March 2023

UK

£285,000

(Source: ONS House Price Index)

Mansfield

£198,499

(Source: Rightmove)

Business start-ups

Mansfield is a great place to do business



In 2022

425+ new businesses

remained in business after 12 months of trading –

the highest
figure in the country

Room to grow

Mansfield has the space for investment and new jobs



Currently

24+ hectares

already with planning permission, completed or under construction

41 hectares

of land planned for employment use by 2033

A place to visit

Mansfield is already a popular place to visit



In 2022 almost

3 million days

spent in Mansfield by visitors – contributing

£137million
to Mansfield's economy

OUR STRENGTHS IN NUMBERS

Shopping and leisure

The centre of Mansfield has a rich mix of shopping and leisure

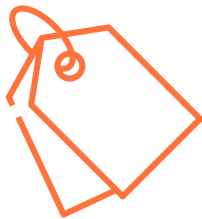
88

Independent shops



74

National retail brands



107

Food, drink and leisure venues



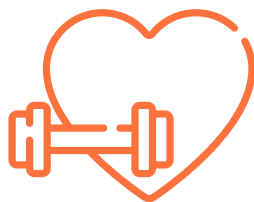
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Professional service companies



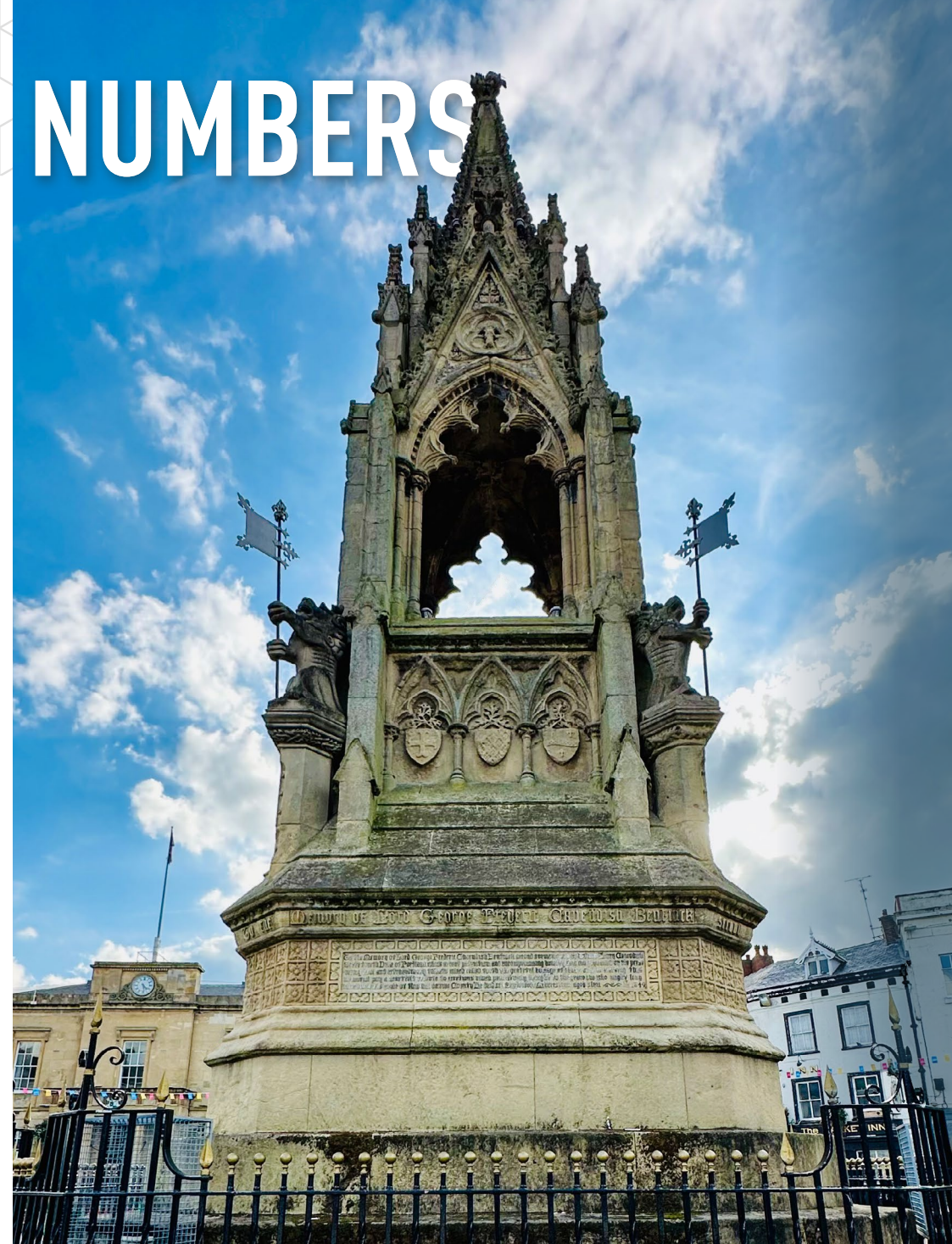
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Fitness, health and beauty providers



27

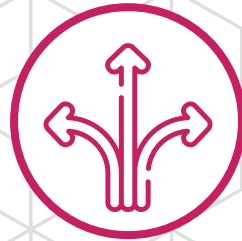
New town centre businesses since November 2022



WHAT PEOPLE THINK

Our vision for Mansfield has been directly informed by local people – students, residents, businesses and decision-makers. They have told us what they like about Mansfield and what should be different. They want even more reasons to be proud of the place they call home, to be ambitious and forward-looking.





BUILD + CREATE + GROW + ENJOY

Our priorities and how we'll achieve them



BUILD...

thriving communities



Ambitions

We want:

- ❏ All our communities to believe in a positive future and be more ambitious about what is possible
- ❏ Everyone to be proud of Mansfield as a place to live, learn and work
- ❏ Every community to have access to the services and opportunities they need
- ❏ To strengthen community spirit across the district

What we will do

- ❏ **Listen** to our communities about what they need and want
- ❏ **Tackle** the things which prevent some people from accessing services or opportunities
- ❏ **Develop** plans to ensure all neighbourhoods have the support they need
- ❏ **Increase** opportunities to volunteer and participate in community life
- ❏ **Improve** connections across the Mansfield district through digital networks
- ❏ **Celebrate** everything that is good about Mansfield, including our diversity and culture

Resulting in...

Stronger vibrant communities, with the ability, confidence and self-belief to make a positive and long-lasting difference.



MANSFIELD ON THE MOVE



Charlotte Inkle is a living example of Mansfield's strong community spirit.

It all began during the Covid pandemic. Charlotte and some friends on the Bellamy Estate decided to decorate the area for Christmas, to cheer up children who were missing out on festive fun because of lockdown.

Local people found out and started donating. In the end, more than £700 was raised to install Christmas lights in trees across the estate.

The Friends of Bellamy group was born, with Charlotte as its chair. Now it runs a wide range of activities, including monthly bingo, Easter and Halloween parties. More than 350 people attended a community party for the coronation of King Charles.

At Christmas, the Friends of Bellamy buys tickets for the panto at Mansfield's Palace Theatre and provides them to local families at a massively reduced price – along with goodie bags so people don't have to spend more on sweets and drinks at the show.

Charlotte is keen to point out that the Friends of Bellamy is a shared enterprise by residents who want to do the best for their community.

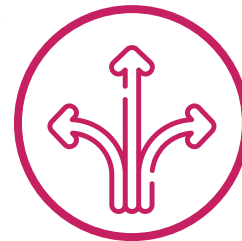
"We get thank-yous and lovely feedback all the time. I love helping people, but it isn't just me. We have a whole group of friends working very hard.

"The activities help with mental wellbeing. People say to us that they'd be sitting at home on their own otherwise, or there was previously nothing for their children to do. Little things are making a big difference."



CREATE...

opportunities



Ambitions

We want:

- ❏ Everyone in Mansfield to have the opportunity to lead successful lives, regardless of their background
- ❏ Greater social equality and financial prosperity in Mansfield
- ❏ More people in lasting and rewarding jobs
- ❏ More opportunities for people to fulfil their ambitions without having to leave the district
- ❏ Local people to have the right skills for good jobs and successful careers
- ❏ To raise Mansfield's profile regionally and nationally

What we will do

- ❏ **Engage** local businesses to create pathways to higher-skilled jobs
- ❏ **Promote** local opportunities for individuals to progress their careers
- ❏ **Help** employers and education providers use local career opportunities to inspire learners of all ages to fulfil their potential
- ❏ **Create** more opportunities for people to gain new skills throughout their working lives
- ❏ **Work** together to help those excluded from the workforce to find employment
- ❏ **Increase** opportunities for Mansfield people by working closely with neighbouring areas

Resulting in...

A more equal and prosperous Mansfield, where people are motivated, fulfilled and financially secure.



MANSFIELD ON THE MOVE



After leaving school without qualifications, Tom Sharp drifted between jobs. But one of them – doing agency work as a packer at Mansfield-based Plastek – was to be a turning point.

“Three months in, I overheard some chit-chat that the engineering toolroom manager was looking for help. I went and asked if I could go in on a trial,” says Tom.

“I picked up some skills quickly, and they came up with an idea: because they were struggling to attract skilled people, why didn’t they take me on as an apprentice and put me through college?”

“I was 23, I’d got no formal qualifications, and here was someone offering me the chance to get trained up in something I was enjoying. That was the start of my journey!”

Over the next few years, Tom would go on from his apprenticeship to complete an HNC and HND through Vision West Notts College. But Plastek didn’t stop there. They decided to grow their talent even further by putting him through a mechanical engineering degree.

Today, Tom is the Project Engineer at the world-leading packaging business, which makes items for household goods found in just about every home in the land. Tom is responsible for engineering products and processes which involve commissioning new, high-tech machinery and automated assembly lines.

“What I’ve ended up doing is something I’m passionate about. It also shows just how much industry there still is in Mansfield, and that there are businesses here nurturing people and offering them massive opportunities in life.

“I’m not really comfortable blowing my own trumpet, but I’m proud of what I’ve achieved and what Plastek made possible for me. I left school with very little. Now I’ve got an engineering degree, I’ve travelled the world with my job, and I guess I am proof that you can make it in Mansfield.”



GROW...

our economy



Ambitions

We want:

- Our best local businesses to grow as quickly and sustainably as they can
- Businesses outside Mansfield to want to invest here
- Mansfield to be a base for new industries as part of the green revolution
- Our young people and entrepreneurs to want to start new businesses here
- To develop Mansfield's visitor economy

What we will do

- Identify and support local businesses with strong potential for growth
- Create a clear offer to encourage outside businesses to “Make it in Mansfield”
- Ensure Mansfield’s place in a wider investment strategy for the East Midlands
- Develop a strategy for attracting emerging industries, such as clean energy
- Promote Mansfield as a place to visit and stay, to explore our many local attractions
- Evolve Mansfield town centre into a vibrant, flexible space, in order to attract more people

Resulting in...

Rising economic growth and investment in Mansfield, creating more higher paid jobs and a more prosperous district.





Family owned and run, Linney is one of the most prominent home-grown business success stories – not just in Mansfield, but across the East Midlands.

What began as a bookshop in Mansfield town centre in 1851 is today an advanced marketing company that invests heavily in people and technology to support the work it does for some of the most well-known brands in the world – ranging from insight-driven creative design, to an automated warehouse where wheeled robots collect products to be sent to customers.

It has also become Mansfield's largest private sector employer, with around 1,000 people working across a business centred on a large site on Adamsway. Its creative, high-tech approach has attracted talented young people who might otherwise have left for jobs or university courses that took them away from the area.

The company describes itself as 'restless since 1851', which highlights its defining characteristic – the way it has constantly evolved and reinvented itself as time, technologies and markets have changed.

After the initial bookshop, it became a stationer, a newspaper publisher, a printer, and is today an integrated marketing services business – led by the fifth and sixth generations of the Linney family.

Michael Fisher, of Linney Create, says: "What we do here is amazing. But so many people in Mansfield probably don't know about it, because we are a subtle family business and have a long-term view on life."



ENJOY...

a happy life



Ambitions

We want:

- ❑ The people of Mansfield to have the best possible good health and mental wellbeing
- ❑ Fulfilling lives for all, supported by a rich mix of things to do and enjoy within the district of Mansfield
- ❑ Everyone to have a safe and healthy home
- ❑ Mansfield to be a place where people want to visit, live, work and raise a family

What we will do

- ❏ **Celebrate** and promote our parks and other green spaces, to help people get nearer to nature
- ❏ **Launch** a district-wide campaign to improve Mansfield's environment
- ❏ **Provide** more opportunities for people to be active and encourage them to make healthy lifestyle choices
- ❏ **Make** it easy for every resident to access health services when they need them
- ❏ **Build** our programme of cultural and other events
- ❏ **Work** with individuals and neighbourhoods to understand the causes of anti-social behaviour, and find ways to address it
- ❏ **Ensure** Mansfield is a welcoming place where people are safe and feel safe

Resulting in...

A healthier Mansfield, where people have a good quality of life and the confidence and support to keep themselves fit and well.





MANSFIELD ON THE MOVE



Mansfield's leisure centres are some of the most successful in the country.

All have seen a huge surge in popularity following the Covid pandemic, with user numbers up significantly – building on the inspiration of our Olympic champion swimmer Rebecca Adlington and Paralympic gold medallists Ollie Hynd and Charlotte Henshaw.

Water Meadows Leisure Complex, Oak Tree Leisure Centre and the Rebecca Adlington Leisure Centre are all flourishing. They are managed on behalf of Mansfield District Council by More Leisure Community Trust, working with Serco Leisure which has similar contracts nationwide.

In the category Best Club/Centre of the Year (Midlands) at the prestigious ukactive Awards, Oak Tree Leisure Centre has won an unprecedented three times in succession, recognising the quality of its staff's work.

The awards involve secret 'mystery shopper' visits, when judges were able to witness the wide range of fitness and healthy living activities provided for the local community.

MEASURING SUCCESS

We want this vision to make a significant and positive difference to the lives of the people of Mansfield. To ensure this happens, we will monitor the impact of our actions through a range of measures including:



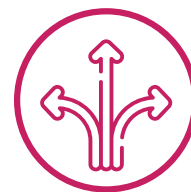
BUILD... communities

- ↑ Environmental improvements
- ↑ Pride in Mansfield as a place
- ↑ Levels of volunteering and community involvement
- ↑ Investment in areas outside central Mansfield



GROW... our economy

- ↑ Economic growth and employment rates
- ↑ The number of local companies expanding
- ↑ The number of companies moving into the area
- ↑ Visitor numbers and length of stay



CREATE... opportunities

- ↓ The number of jobs paid below the living wage
- ↑ Average pay levels
- ↑ People with high-level qualifications
- ↓ ...and with no qualifications
- ↓ Levels of economic inactivity



ENJOY... life

- ↑ Health and wellbeing, including average life expectancy
- ↑ Local people's levels of physical activity
- ↑ Rates of use of parks and green spaces
- ↑ People's perception of personal safety

MANSFIELD ON THE MOVE



Born and bred in Mansfield, Rachel Richards is living proof of the district's creative and entrepreneurial spirit.

After a 20-year career in social care, Rachel decided on a career change and set up Toffee Hut as an online business in 2019. Within the first few months, the website attracted wholesale orders and interest from world-famous names such as Harrods.

Rachel then made the leap into opening her first high street sweet shop and café in Mansfield, on Regent Street in April 2021. The business sells toffees, fudge, peanut brittle and lollies, as well as coffee from local suppliers.

A second permanent Toffee Hut store has now opened in Mansfield's Four Seasons Shopping Centre, bringing shoppers sweet treats and winning several business awards.

Rachel said: "I wanted to future-proof the business, so I decided to look for another retail premises – we're just pleased to be open."

"We have always been supported. After having success in Regent Street, at a pop-up shop in Four Seasons and various events, we were given another amazing opportunity again in Mansfield."



BUILD + CREATE + GROW + ENJOY

Produced by Mansfield Place Board

#MakeItInMansfield www.makeitinmansfield.uk