



**Toolkit for the vision**

[www.future40.org](http://www.future40.org)



# Introduction

There is a clear vision for the future of Epsom and Ewell – a vision that reflects the aspirations of our community and recognises the borough's extraordinary potential as a creative and vibrant place.

So, what's next? The answer is to **get involved.**

This means sharing the vision with your colleagues, friends and neighbours. Tell them what it means to you and how you can help achieve a shared ambition for the borough.

This could be on social media, using the resource materials in this pack, organising a community event, sharing your stories or by working together in new partnerships.

Everyone can bring something to the table. This is your chance to make a difference and realise the vision for the future of Epsom and Ewell.





# Looking to the future

All successful places have one thing in common: a clear view of where they are going and what they want to achieve.

Epsom and Ewell is no different and we are fortunate that **the future of our borough has been shaped by local people** – the same people who live, work and study here.

So, how did this happen?





# The methodology

The level of engagement received was **unlike anything seen before**. Thousands of local people took part to express their views and aspirations for the future. This was in the form of questionnaires, face-to-face meetings, workshops, postcards and even works of art!

**1,908** individual  
**questionnaires**  
received



**1,265**  
**face-to-face**  
**engagements**  
at workshops and  
public events



**3,000** visitors  
to the dedicated  
**website**



**50** individual **art**  
**competition**  
**entries**





# Proud of our past

During the consultation period, we used the phrase **‘Proud of our past, preparing for our future’** – and that was certainly true.

Many of the borough’s past events have shaped it into a place unlike anywhere else, which is why our heritage as place of solace, wellbeing, education, connectivity and horse racing have influenced **the 5 themes for the vision...**

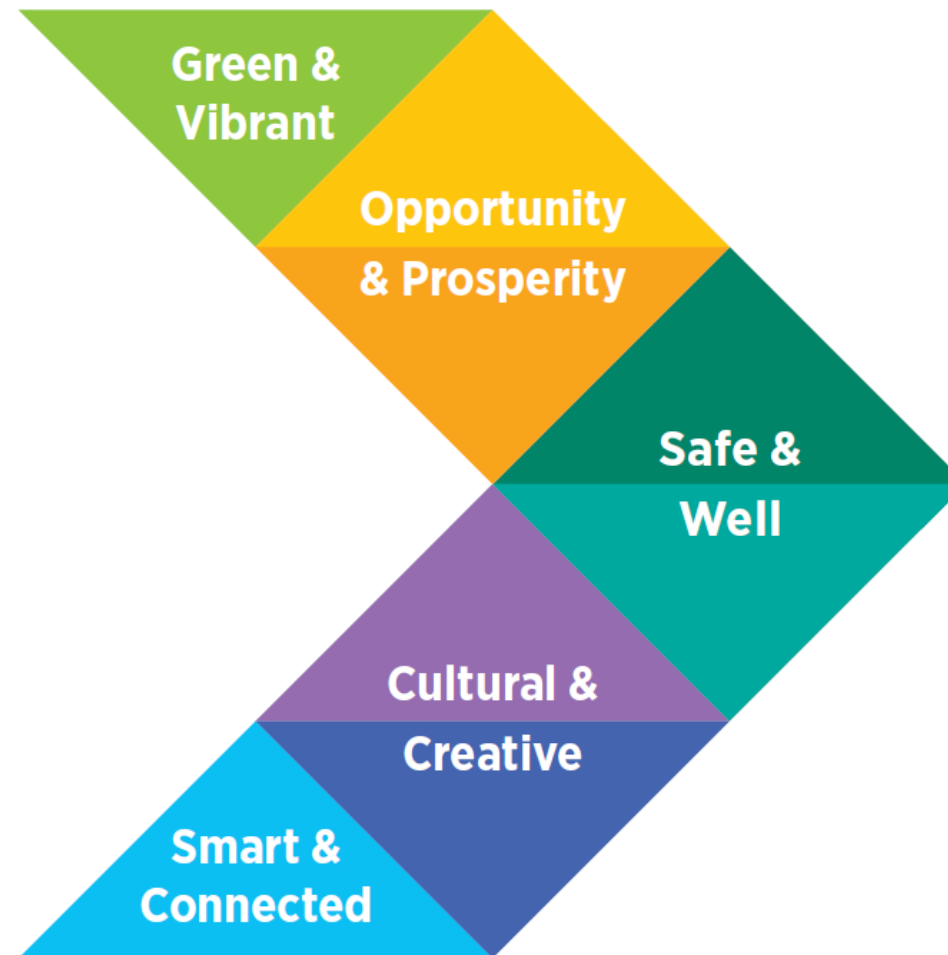




# 5 themes

As a result of extensive research and public consultation, **5 distinct themes** have come together to create our vision for Epsom and Ewell as a creative and vibrant place.

[Download the 'Themes' icon](#)





# What can you do?

If you're **a resident of Epsom and Ewell** you can get involved by liking, sharing and posting your stories on social media. Don't forget to use the hashtag **#Future40** Why not upload photos which relate to the 5 themes and start connecting with like-minded people? You can take part at local events or by [joining the conversation on the website](#).

If you're **a volunteer**, why not align your project or group to a particular theme and say how this helps achieve the vision? If you spend a lot of time out and about in the community, try to think about where you can showcase the vision for the borough and amongst your networks.

If you're **a local business**, you can help by adding a short statement about which part of the vision resonates with you the most. Could your company offer valuable expertise, tools or resources to deliver the vision for other colleagues and people living in Epsom and Ewell? Why not add [the vision logo](#) to your company website.





# Logos and banners



[Future40 – full colour logo](#)



[Future40 – black and white logo](#)

If you run a local business or community-based website as a volunteer, you may wish to add a page about the vision and include the Future40 logo.






# Logos and banners (cont.)

Download a range of banners for use on social media, websites and email signatures to help spread the word – please visit [www.future40.org/toolkit](http://www.future40.org/toolkit) to access.

**Future 40**  **Creating a new vision for the future of Epsom and Ewell**

**Click here to download**

**Future 40** 

**Download your copy of the vision for Epsom and Ewell**

**Future 40** 



**Future 40** 

**Get involved**  
[www.future40.org](http://www.future40.org)

- Green & Vibrant**
- Opportunity & Prosperity**
- Safe & Well**
- Cultural & Creative**
- Smart & Connected**



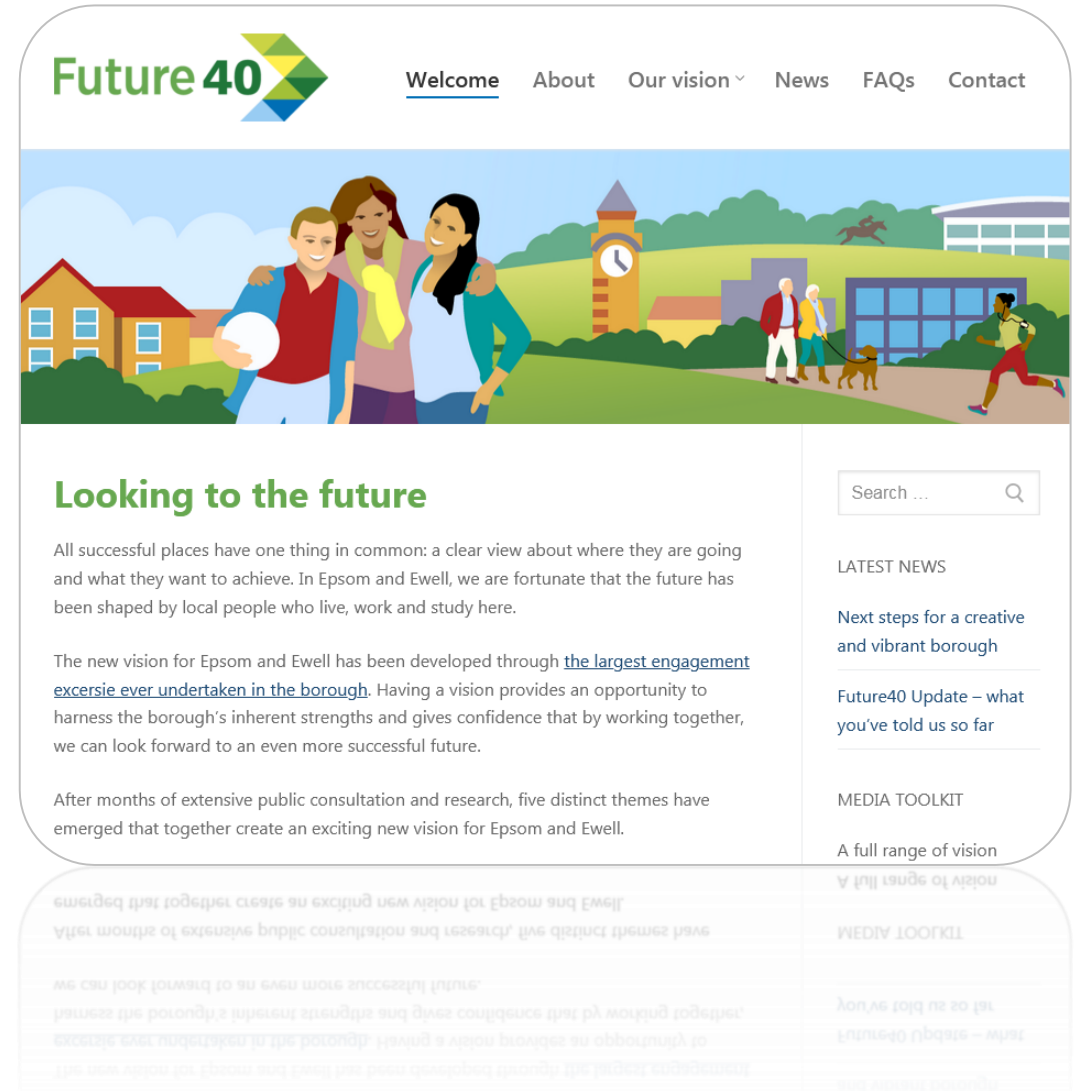
# Website

We have a dedicated website  
[www.future40.org](http://www.future40.org)

Here you will find all the latest news and information about the vision. You can also download a copy of the vision in PDF format.

## Do you have your own website?

If you do, and live or work in Epsom and Ewell, why not include a link to the vision?





# Social media

We want local people to engage with the vision and share it as widely as possible. Social media is a great place to start.

## Things you can do:

- ✓ Start following @EpsomEwellBC and other key supporters of the vision on social media
- ✓ Use the hashtag **#Future40** whenever possible when talking about the **5 key themes**
- ✓ Take some of your own creative and vibrant **photographs** and share them on social media – don't forget to tag us!





# Social media (cont.)

To help you get started, we've put together some really simple posts that you can copy and share on your newsfeed.

- I've just downloaded #Epsom and #Ewell's vision for the future as a creative and vibrant place. #Future40 <https://bit.ly/3bimoit>
- I'm excited to share #Epsom and #Ewell's vision for the future. Working together we can make the borough a creative and vibrant place #Future40 <https://bit.ly/3bimoit>
- We can all play our part to help deliver a new creative and vibrant future for #Epsom and #Ewell - #Future40 <https://bit.ly/3bimoit>





# Supporters



ATKINS



Coast to Capital



**See your logo here.** You too can join the project as a supporter and help deliver the vision



# Roadmap for the future

This roadmap sets out some of the key priorities over the coming years to deliver the vision for Epsom and Ewell.

**Is there anything YOU can do to make the vision become a reality?**

[Download the vision to view the roadmap in detail](#)





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