

# VISION2024 MEDIA GUIDANCE

## How can you help?

We'd like our partners to reference Vision2024 as much as possible in press releases, media statements and media interviews. Whenever you write or talk about your aspirations for Calderdale, or anything that your organisation is involved in that's ambitious and future-facing, you can help spread the word and share your involvement in the Vision in the following ways:

- Incorporate the Vision statement into your press releases, statements and interviews.
- Mention the Vision themes. How is your organisation helping to make Calderdale enterprising and talented, distinctive, kind & resilient?
- Encourage others to join you in helping to achieve the Vision for Calderdale.
- Use the digital assets\* in your communications.
- Use the following paragraphs in your press release or notes to editors:

In 2024 Calderdale will celebrate its 50th birthday. It's the perfect time to look back at all the things that make this such an amazing place, and look forward to what we can achieve in the years to come. We all have a part to play in developing a Vision for Calderdale, so let's be ambitious and work together to create the best possible future for everyone.

The year 2024 marks Calderdale's 50th birthday. Where do we want to be by 2024? What's our ambition and what will be different? Get involved with the debate on Twitter with **#VisionCdale2024** and find out more at [www.calderdale.gov.uk/v2/council/vision-2024](http://www.calderdale.gov.uk/v2/council/vision-2024)

\*A range of digital assets are available from [andrew.peacock@calderdale.gov.uk](mailto:andrew.peacock@calderdale.gov.uk)

## What is the Vision for Calderdale?

### Vision statement:

Our vision for Calderdale in 2024 is for a place where you can realise your potential whoever you are, whether your voice has been heard or unheard in the past.

We aspire to be a place where talent and enterprise can thrive. A place defined by our innate kindness and resilience, by how our people care for each other, are able to recover from setbacks and are full of hope.

Calderdale will stand out, be known, and be distinctive. A great place to visit, but most importantly, a place to live a larger life.

## The Vision themes

Vision2024 is focusing on some of Calderdale's features and qualities as its main themes:

- **Enterprising and talented:** We want people to achieve their full potential, make Calderdale the small business capital of the North, ensure children get the best start, and help prepare young people for life after school.
- **Distinctive:** The transformation of The Piece Hall into a stunning international destination has kickstarted culture-led regeneration. We want to build on this and put Calderdale on the world map as the place to be for heritage, arts and music.
- **Kind and resilient:** We want to use our strong community spirit and experience of bouncing back to help us prepare for any kind of setback.

## The Vision journey so far

Conversations with 'heard' and previously 'unheard' people in Calderdale have given fresh and exciting ideas for Vision2024. Many of the local residents, employees, businesses and community groups who contributed to the Vision attended its official launch in March 2018. This was part of the annual State of Calderdale event and was a great opportunity for discussion and debate on the future of the borough.

## What's next?

We need your help to raise awareness of Vision2024, build its brand and develop the next steps. As your organisation's role in the Vision develops, we look forward to hearing your plans and ambitions for Calderdale and joining you on the path to a bright and successful 2024.

## More information?

If you have any questions about how to mention the Vision in your organisation's communications with the media, please email [pressoffice@calderdale.gov.uk](mailto:pressoffice@calderdale.gov.uk) or call **01422 393065**.

# VISION 2024