

## “Seen Better Days” profile

Name your town \_\_\_\_\_

Your town is a formerly thriving industrial town, but after factory closures and a change in the industry, it's now past its prime.

While the local job market has seen a decline in opportunities, there is a strong potential for growth and development. A significant part of the population is ready for retraining to equip them with new skills for the evolving job market.

There is little wealth in the town, so the centre is like a ghost town, with many shops left empty. It looks a bit down at heel.

Housing is mostly densely populated, and a high percentage of the local community is in run-down housing stock.

Current households: **400**



# “Commuterland” profile

Name your town \_\_\_\_\_

Your vibrant market town is a source of pride for its community. It boasts a family-friendly environment, attracting young families who value its well-regarded schools and green spaces.

It has many green spaces and is on the edge of a large green belt area. There are limited office jobs, so people are looking for work in other towns to commute to.

There is family-friendly housing for people just getting onto the housing ladder, good transport links to the local city and plenty of local amenities.

Current households: **160**



# “Inner city life” profile

Name your town \_\_\_\_\_

Your town, once a run-down part of the city, has undergone a remarkable transformation. It has become a trendy and desirable destination for young professionals, thanks to its vibrant startup scene and diverse range of shops and restaurants.

Your town, an inner city hub, is brimming with startups, offering a plethora of job opportunities. The bustling shops and restaurants further add to the excitement and motivation of the young professionals flocking to the area.

Housing has become expensive, as developers have converted many former houses for other purposes.

Schools have also moved out of the area.

There is good transport to bring workers into the town, but there needs to be more green space.

Current households: **40**

