

Appendix 2

Watford Place narrative

Boilerplate text – long version

For over 100 years, Watford has been a dynamic hub of activity nestled on London's doorstep. Success has been possible thanks to an unwavering drive to make things happen. Taking pride in ourselves, building thriving businesses and desirable places to live, bringing prosperity to all.

That spirit continues to this day and can be seen

everywhere, from our modern business centres and inspiring creative hubs, to our warm welcome, positive outlook and unique sense of community. There is always something happening in Watford – and our infectious energy is one of the many reasons why it's such a great place to be.

Watford's individuality is embedded in the richness of our communities. For those lucky enough to call Watford home, our vitality, accessibility, positivity and diversity helps us all to prosper. This is a place with a varied and naturally enriching lifestyle where people look out for each other and have a zest for life.

There is so much on offer for residents as well as new arrivals and visitors just passing through... Excellent parks and green spaces, plentiful recreation and leisure, plus a fresh and vibrant mix of shopping, events and entertainment that bring our streets to life day and night. It's all part of what makes Watford so special.

There's an energy here that is unique. Ambition, entrepreneurial spirit and creativity are all core to Watford as a place to work and to do business. We've always had the forward-looking approach and 'can do' spirit that makes great things happen; creating the feeling of endless possibilities that makes Watford so different.

This is a place that never stands still. Whether that means developing exciting and accessible new spaces or start-ups and creative enterprises to thrive – or evolving state-of-the-art new facilities for established, top-tier companies. Watford might be a town, but we

are proud to have the ambition and heart of a city that continues to exceed expectations.

Watford is a genuinely unique mix of people, businesses and facilities that is united by possibilities and shared opportunities for 21st century living, working, and planning for tomorrow.

Our time is now.

Boilerplate text – short version

A dynamic hub nestled on London's doorstep, Watford is a breath of fresh air. There's always something happening – and our infectious energy is just one reason why Watford is such a great place to be.

Here people look out for each other and have a zest for life. And there's plenty to do: fresh green spaces, vibrant shopping, and lively events and entertainment bring our streets to life day and night.

There's a feeling of endless possibilities too. Ambition, entrepreneurial spirit and creativity make this an exciting place to work and to do business. From developing new spaces for start-ups and creative enterprises, to state-of-the-art, highly connected facilities for established, top-tier companies: we never stand still.

Watford is a genuinely unique mix of people, businesses and facilities that is united by possibilities and shared opportunities for 21st century living, working, and planning for tomorrow.

Our time is now.