



CHESTERFIELD 2035 VISION

OUR PRIDE IN PLACE REGENERATION PLAN

- 1 INTRODUCTION**
- 2 CONTEXT AND FOCUS FOR INVESTMENT**
- 3 OUR VISION**
- 4 THE CASE FOR CHANGE**
- 5 ALIGNING WITH WIDER PROGRAMMES AND INVESTMENT**
- 6 ENGAGING WITH OUR COMMUNITIES**
- 7 DELIVERING THE PROGRAMME**
- 8 FINAL THOUGHTS**

1. INTRODUCTION

A COMMITMENT TO THE VIBRANCY OF THE TOWN.

In April 2024, the Chesterfield Town Board was established, bringing together representatives of organisations with a wide range of interests and perspectives. The Board members share a commitment to the vibrancy of the town and the well-being of its people. A key part of their role is overseeing a new government programme – Pride In Place – through which Chesterfield has been designated to receive up to £20m of funding over the next 10 years.

Whilst the funding for this programme will be held by Chesterfield Borough Council, providing assurance to government as the accountable body, it is the independent Board that will make decisions as to how it will be used. Within a few months of forming, the Board set out its vision for the town ten years from now, drawing on engagement undertaken in summer 2024. Section 3 sets out this positive picture of how the town can remain a vibrant destination, responding to the challenges facing town centres across the country.

Since the Board's work in 2024 and a change of government, the national programme expanded, with more policy areas eligible for funding. Having undertaken further engagement, summarised in later sections, the Town Board resolved to maintain its focus on the town centre – in order to achieve most impact – whilst updating its priorities to reflect the objectives of the new programme. This Regeneration Plan sets out the rationale and framework for how the Board will use its funding to drive change and deliver benefits for our current and future communities of residents, businesses, learners and visitors.



PHOTO CREDIT: DESTINATION CHESTERFIELD

2. CONTEXT AND FOCUS FOR INVESTMENT.

OUR STORY.



PHOTO CREDIT: DESTINATION CHESTERFIELD

Nestled at the edge of the Peak District, Chesterfield is a proud market town with over 2,000 years of history. Its roots stretch back to Roman times, and it gained prominence in the Middle Ages thanks to its strategic location and thriving market, granted by King John in 1204. Today, the town's iconic Crooked Spire atop the Church of St Mary and All Saints remains a symbol of its quirky charm and resilience.

Chesterfield's identity is steeped in industrious spirit. From lead merchants and wool traders to railway pioneers like George Stephenson, the town has long been a hub of innovation and enterprise. Its people are known for their warmth, independence, and creativity — whether crafting cucumber straighteners or leading social reform.

Historically powered by coal, leather, and iron, Chesterfield evolved into a manufacturing powerhouse during the Industrial Revolution. These heavy industries shaped the town of today, but also left a legacy of employment, health and skills challenges following their decline during the 1980s and 90s. The town has since diversified and today hosts global firms like Robinsons PLC and Global Brands, alongside a thriving network of start-ups supported by innovation hubs like Tipton Park and Northern Gateway.

This growth and diversification has been fostered by a long history of partners working closely together in the town, attracting significant investment for regeneration across the borough and improvements in the town centre. With its blend of heritage and forward-thinking ambition, Chesterfield continues to grow as a vibrant place to live, work, and explore — a town proud of its past and optimistic about its future.

2. CONTEXT AND FOCUS FOR INVESTMENT.

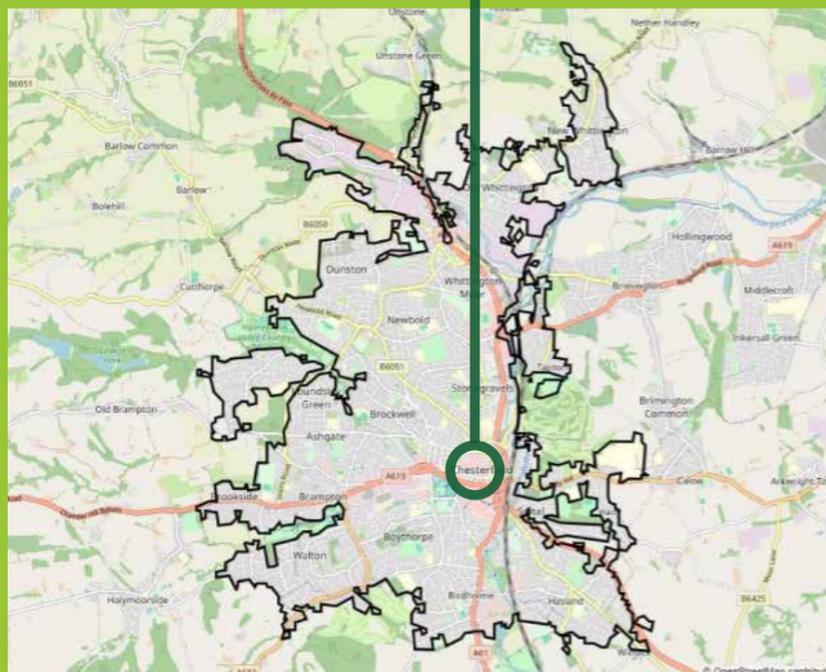
WHERE DO WE PLAN TO FOCUS THE INVESTMENT?



CHESTERFIELD TOWN CENTRE

A TOWN CENTRE FOCUS

The Town Board has acknowledged the scope to utilise its funding across the wider town area as defined by government in its invitation to Chesterfield to be included in the programme. However, it also considers that to have a demonstrable impact with the available funding, it will focus its interventions on the core town centre and connecting gateways. Whilst this approach is not intended to be rigid or necessarily permanent through the ten years of the programme, the town centre focus:



AREA ELIGIBLE FOR PRIDE IN PLACE FUNDING

- **ALIGNS WITH THE PRIORITIES IDENTIFIED THROUGH THE EXTENSIVE ENGAGEMENT WORK**
- **PROVIDES A STRONG FIT WITH THE THREE THEMES SET FOR THE PROGRAMME**
- **WILL COMPLEMENT IMPROVEMENTS CURRENTLY BEING DELIVERED AND PLANNED FOR THE CENTRE**
- **ALLOWS FOR A WIDE RANGE OF RESIDENTS, LEARNERS, BUSINESSES AND VISITORS TO BENEFIT FROM THE INVESTMENT**
- **IS DEEMED TO BE CRITICAL TO MAINTAIN AND GROW THE VIBRANCY THAT WILL BENEFIT THE WHOLE OF THE LOCAL ECONOMY**

3. OUR VISION

A VIBRANT, WELCOMING AND RESILIENT TOWN CENTRE.



The vision developed by the Board centres on how we can strengthen Chesterfield's role as a vibrant and viable town centre, particularly by diversifying the range of activities which take place in the centre. We will reinforce the town's distinctive character and appeal, making it an enjoyable centre to spend time in and a place that local people can feel proud of.

Realising this vision will require a range of long-term shifts and changes. We will need to:

- Increase the range of activities and services which can drive footfall in the town centre, seeking to make the most of Chesterfield's key heritage and cultural assets, and development opportunities.
- Enable more opportunities for town centre living, focussing on the development of sustainable urban neighbourhoods which offer a diverse housing mix.
- Strengthen the overall quality of place, building on Chesterfield's distinctive character to create an attractive town centre environment for residents and visitors.
- Ensure a well-connected and accessible town centre for all users, prioritising options for active travel.
- Provide a welcoming environment through the effective co-ordination of town centre management services, maintaining the street scene and ensuring people have a safe and enjoyable experience at all times of day.
- Promote the Chesterfield offer and deliver a programme of speciality markets, events and animation to attract more footfall to the town centre.

3. OUR VISION

WHAT DOES OUR TOWN LOOK AND FEEL LIKE 10 YEARS FROM NOW?

Chesterfield is the largest town in Derbyshire, an exemplar, modern yet historic market town that focusses on the views of its people especially the young. It has a captivating independent spirit extending to shops, restaurants, bars and businesses creating a vibrant centre with families and others enjoying open spaces and quality events.

The market and market square provide an animated focus with pop up shops and street food alongside places to chill with people coming from far and wide on safe, well-lit and accessible routes from the station and surrounding areas. Its proximity to the National Park and other attractions has brought quality and varied accommodation as the town acts as a fantastic hub.

Many live and work in the attractive centre and enjoy the green spaces and cultural offer; the refurbished museum and theatre along with Spire Quarter. There's a special, safe vibe as people of all ages, along with plenty of tourists come together. Chesterfield concentrates on health and well-being, encouraging cycling and walking to the Peak District and nearby attractions, and providing high quality and community led services in the heart of the town.

Business is thriving in purpose-built premises and refurbished units in the centre, it's a great place to work/live. Entrepreneurship is in the DNA and there's a collective effort to develop skills to grow new businesses in this affordable and quality environment. This is a settled community where people remain and are invested in the town.

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CHESTERFIELD IS THE MOST DESIRED DESTINATION IN DERBYSHIRE.

4. THE CASE FOR CHANGE

HOW WE DEVELOPED OUR PRIORITIES.

The Board has considered a wide range of challenges that face the town in developing the case for change. It has drawn on evidence from surveys and heard from a number of partners. The organisations represented at the Board bring their own valuable data, analysis and knowledge of the issues. In addition, the Board has commissioned further surveys and engagement to develop and test its priorities with communities. It has also chosen to focus on those areas where its funding can have greatest impact and complement other investment planned and underway.

THERE IS A STRONG CASE FOR REVITALISING OUR MUCH-LOVED TOWN CENTRE.

Town centres are changing. The covid pandemic accelerated existing trends, shifting retail habits to on-line shopping and office-based working to home and hybrid models. 2021 saw around 11,000 store closures in the UK and high street footfall declined nationally by 17% between 2019 and 2022. Our town centres are no longer the dominant location for critical services such as banking; whilst out-of-town centres increasingly provide a retail and hospitality offer perceived as more convenient and accessible.

And yet town centres remain critical to the wellbeing of our places and people. They play a vital role in the local economy, strengthen our communities and civic institutions and contribute to the overall 'draw' for people considering where they wish to live, visit, invest or learn. Across the country, towns are therefore looking to rebalance and adapt. They are seeking a broader offer and wider mix of uses to arrest decline and create future resilience.

Chesterfield has not been immune from these wider trends. Whilst a long-established retail centre, it has become characterised by a lower value offer and has recently experienced a number of high profile closures and re-locations. Prior to covid, vacancy rates were well below the national average, but these have climbed and are now broadly in line at around **14.3%**.

There are a small number of large vacant units where it is particularly challenging to secure new occupiers.

The town has done well to attract rising numbers of visitors year on year before the pandemic, peaking at 4 million in 2019 and bringing significant value to the local economy. Whilst the recent trend shows a healthy recovery, numbers and spend continue to be dependent on wider factors such as the overall cost of living.

14.3%

VACANCY RATE IN SEPTEMBER 2025

48%

**REDUCTION IN COMPARISON
RETAIL FLOORSPACE OVER 10
YEARS TO 2023**

25%

**DECLINE IN TOWN CENTRE
FOOTFALL (2020-2025)**

6%

**DECLINE IN TOWN CENTRE
EMPLOYMENT (2019-2024)**

90%

**INCREASE IN VACANCY RATE
(2017-2025)**

£32 MILLION

**ADDITIONAL VALUE TO THE LOCAL ECONOMY IF VISITOR NUMBERS
GROW 20% BY 2030**

4. THE CASE FOR CHANGE

PHOTO CREDIT: DESTINATION CHESTERFIELD



Creating a vibrant and resilient town centre also relies upon people feeling safe and being able to readily access the offer. In a 2022 survey, an improved feeling of safety was ranked as the most important proposal for revitalising the town centre. Whilst partners have invested in additional officer presence within the town, this relies in part on time-limited grants and is unlikely to provide a sustainable position.

Access to the town centre is generally considered to be a strength, with recent investments made to bus services through the county council's Bus Service Improvement Plan and a growing network of cycling infrastructure to encourage active travel. The public realm within the heart of the town is set to be transformed, complementing recent changes linking to the town's northern gateway. However, stakeholder engagement has confirmed the barriers and

disconnections that continue to exist, discouraging movement within the town and failing to make the most of its assets. Creating and sustaining vibrancy will rely heavily on a centre that is coherent, digitally connected and accessible to a range of users.

As well as responding to the challenges and trends facing so many of our towns, the case for change in Chesterfield has taken account of the assets and opportunities that are particular to our place. These include the unique draw of the Crooked Spire, the association with and proximity to the Peak District, as well as the blend of an historic marketplace with new independent traders and entrepreneurs. Despite being a major centre, the town currently has a lower than average market share within its catchment, offering a significant opportunity to increase visits and value within the local economy.

The opportunity for the town can also be seen by seeking to reach and serve more of its community through a more diverse and accessible offer. By thinking about places within the town providing a much greater range (services, experience, hospitality, residential, healthcare), the opportunity can be taken to both meet needs and generate greater overall footfall. This inclusive approach will strengthen visitor growth and provide greater resilience.

In summary, the case for change shows the need and opportunity for investment that will enable a more resilient and diverse town centre, one that will create and sustain future vibrancy whilst being less exposed to future shocks of the type that have recently hit key sectors such as retail and office uses.

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**THE MARKET
USED TO BE
THE BEST IN
THE UK.**

CONSULTATION RESPONSE

4. THE CASE FOR CHANGE

FROM A HIGH STREETS, HERITAGE AND REGENERATION PERSPECTIVE WHAT WOULD BE YOUR TOP PRIORITIES?

	RESPONSES	%
BETTER USE OF EMPTY UNITS	148	18%
MORE INDEPENDENT OWNERS	121	15%
SAVE AND USE OLDER BUILDINGS	99	12%
CHANGE THE MARKET	81	10%
REDUCED/FREE PARKING FEES	77	10%
FAMILY/TEENAGER/EVENTS	73	9%
REDUCE BUSINESS RATES/RENTS	72	9%

FROM A SAFETY AND SECURITY PERSPECTIVE WHAT WOULD BE YOUR TOP PRIORITIES?

	RESPONSES	%
INCREASE IN POLICE VISIBILITY	261	31%
ANTI SOCIAL BEHAVIOUR	153	18%
DRUG USERS & ALCOHOL	144	17%
SUPPORT FOR HOMELESS	103	12%

PRIORITIES FROM 2024 SURVEY

FROM A TRANSPORT AND CONNECTIVITY PERSPECTIVE WHAT WOULD BE YOUR TOP PRIORITIES?

	RESPONSES	%
BETTER BUS SERVICE	329	37%
REDUCED/FREE PARKING FEES	132	15%
IMPROVE ROAD SURFACES/CONGESTION	114	13%

LOOKING TO THE FUTURE, WHAT IS THE SINGLE BIGGEST OPPORTUNITY FOR CHESTERFIELD IN THE NEXT 10 YEARS?

	RESPONSES	%
FAMILY/TEENAGER/EVENTS	108	17%
MORE INDEPENDENT OWNERS	101	16%
LINK TO PEAK DISTRICT/TOURISM	76	12%
SAVE AND USE OLDER BUILDINGS	75	12%
CHANGE/MODERNISE THE MARKET	67	11%

4. THE CASE FOR CHANGE.

KEY FINDINGS FROM ENGAGEMENT IN 2025.

Engagement activity undertaken to test the Board’s emerging priorities is summarised in section 6. As well as rich and valuable feedback and suggestions, the activities generated quantitative results, summarised below. These strongly supported the approach set out by the Board.

DO YOU FEEL THAT THESE PRIORITIES COULD HELP CREATE ‘A VIBRANT TOWN CENTRE’ SERVING OUR COMMUNITIES?

RESULTS FROM FACE TO FACE ENGAGEMENT IN TOWN CENTRE

	%
POSITIVE	84%
NEGATIVE	5%
UNANSWERED	11%

DO THE PROJECTS OUTLINED IN OUR ENGAGEMENT PACK SOUND LIKE GOOD WAYS TO INVEST THE AVAILABLE FUNDING TO DELIVER THESE PRIORITIES?

RESULTS FROM ON-LINE SURVEY

	%
YES	64%
NOT SURE/DON'T KNOW	24%
NO	12%

WHICH OF THESE PROJECT IDEAS IS THE MOST IMPORTANT?

RESULTS FROM FACE TO FACE ENGAGEMENT IN TOWN CENTRE

	%
TACKLING EMPTY UNITS	34%
TOWN CENTRE ENFORCEMENT	24%
TOWN CENTRE EVENTS	24%
COMMUNITY SPACE	20%
MORE PUBLIC SERVICES IN TOWN CENTRE	19%
SPIRE EXPERIENCE	19%
SMALL GRANTS FOR COMMUNITY GROUPS	9%
TRANSFORMING THE SHAMBLES	8%
BUSINESS IMPROVEMENT DISTRICT	8%
SUPPORT FOR CREATIVE BUSINESSES	8%
GATEWAYS TO THE TOWN	8%
DEVELOPMENT FRAMEWORK FOR THE TOWN CENTRE	6%

4. THE CASE FOR CHANGE.

Following a series of Board discussions, extensive engagement and consideration of the national programme requirements, a series of priorities were developed. These will be used to shape the projects that will be supported and funded by the programme over the next ten years.



OUR PRIORITIES FOR INVESTMENT.

PRIORITIES

COHESION

- ENABLING SPACES AND PLACES FOR PEOPLE TO MEET, DWELL AND ENGAGE
- EVENTS AND ACTIVITIES THAT ENCOURAGE GREATER SOCIAL MIXING
- BUILDING SOCIAL CAPITAL
- CREATING OPPORTUNITIES FOR VOLUNTEERING

HEALTH AND WELLBEING

- BRINGING MORE SERVICES INTO THE TOWN CENTRE
- CO-LOCATION OF SERVICES
- SUPPORTING COMMUNITY-LEVEL HEALTH PROVISION

SAFETY AND SECURITY

- PREVENTION AND DIVERSION
- ENFORCEMENT AND VISIBLE PRESENCE
- ADDRESSING ANTI-SOCIAL BEHAVIOUR

REGENERATION, HIGH STREETS AND HERITAGE

- TACKLE EMPTY UNITS
- ENHANCE OUR HERITAGE AND CULTURAL OFFER
- TAKE A STRATEGIC APPROACH TO DIVERSIFYING THE TOWN CENTRE OFFER
- ENCOURAGE AND ENABLE TOWN CENTRE LIVING
- EVENTS AND ANIMATION
- ENHANCED EXPERIENCE AND PUBLIC REALM

TRANSPORT

- CONNECTIONS TO THE CENTRE
- ACTIVE AND SUSTAINABLE TRAVEL
- IMPROVED EXPERIENCES THROUGH WELCOME AND WAYFINDING
- BUS IMPROVEMENTS

4. THE CASE FOR CHANGE

EMERGING PROJECT IDEAS.

Since last summer, the Town Board has been developing project ideas in line with its priorities. Some of these are likely to be ready for investment from next year (2026), whilst others will take longer to develop and deliver. As well as funding projects, the Board will also look at new and existing powers it could utilise to drive forward its vision for the town.

At this stage, the Board has commissioned a range of project development activity to work up its ideas. This includes engaging with key stakeholders to develop the thinking and test whether the projects are likely to be successful.

The Board will not invest until they have a clear evidence that each project is going to make a meaningful contribution to their overall aim of a more vibrant town centre. More projects will be developed as the programme moves into later years.

Potential projects include:

- A new visitor experience to showcase the iconic Crooked Spire
- A new space from which community groups can operate and provide key services for residents
- A new space for creative businesses and artists to start up and grow, driving footfall and creating animation
- Transforming the historic Shambles quarter, creating a visitor friendly and safe environment at the heart of the town
- A focus on tackling empty units and re-thinking retail space to provide health and other key public services

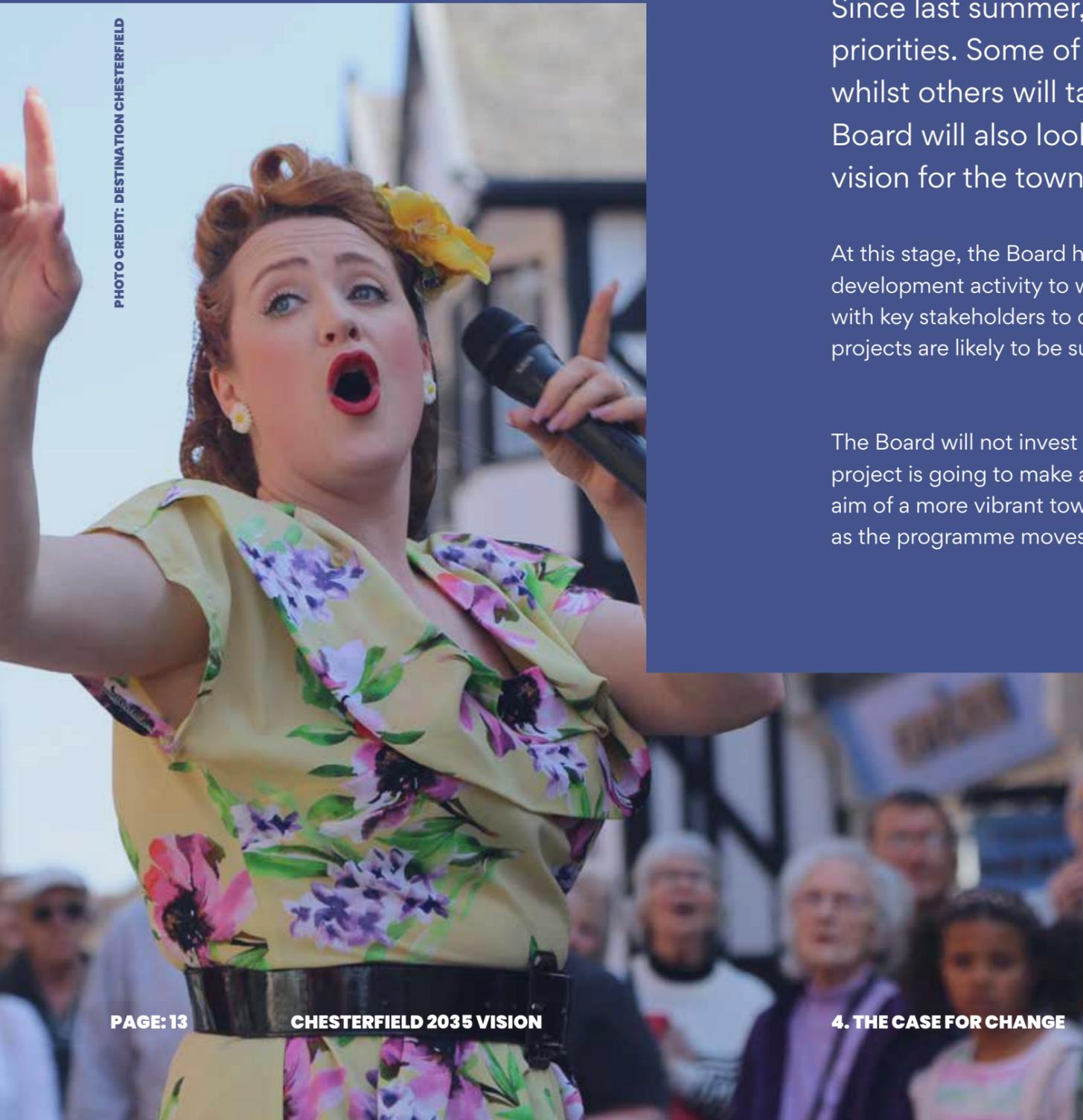


PHOTO CREDIT: DESTINATION CHESTERFIELD

4. THE CASE FOR CHANGE



TRANSFORMING THE SHAMBLES



THE SPIRE EXPERIENCE



CREATING COMMUNITY SPACES

4. THE CASE FOR CHANGE

HOW OUR PRIORITIES SUPPORT THE OBJECTIVES OF PRIDE IN PLACE?

THE BOARD'S PRIORITIES AND EMERGING PROJECTS ALIGN STRONGLY WITH ALL THREE OF THE PRIDE IN PLACE CORE OBJECTIVES.

CREATING THRIVING PLACES

Since it began its work, the Board has recognised the importance of a thriving and vibrant town to the wellbeing of its people. In particular, it has focused on the role of the town centre and the vital role it plays. A thriving town centre will drive the local economy, strengthen our communities and civic institutions and contribute to the overall 'draw' for people considering where they wish to live, visit, invest or learn.

Emerging opportunities for programme investment would improve and diversify the town centre offer, increase the quality and range of services available, in particular for health and wellbeing, and create a better welcome and connections through the town.

BUILDING STRONGER COMMUNITIES

Building on the priorities that will drive greater vibrancy and footfall, the Board is committed to ensuring that our communities can come together in safe and accessible town centre spaces and places.

It has maintained a strong focus on using its investment to foster greater community cohesion and resilience. With the wider focus of the new programme, the Board has also added priorities that specifically address stronger and healthier communities.

HELPING COMMUNITIES TO TAKE BACK CONTROL OF THEIR OWN LIVES AND AREAS

The Board has already invested significantly in engagement activities to support its work and shape the priorities and projects in which it is seeking to invest. As set out in section 6, it has used available capacity funding to engage in innovative ways and used the findings from this as a key part of its evidence base.

Board membership has been designed to reach into a wide range of networks and interests to improve its decision making on behalf of those with a stake in the future of the town. The Board is also developing projects to give greater control to communities, building on recent investment in community development, and to local businesses, through considering models for a Business Improvement District.

4. THE CASE FOR CHANGE

WHAT OUTCOMES ARE WE SEEKING IN ORDER TO REALISE OUR VISION?

OUR HEADLINE OUTCOME IS A VIBRANT, WELCOMING AND RESILIENT TOWN CENTRE THAT SERVES ITS LOCAL COMMUNITY AND CREATES GREATER FOOTFALL BY ATTRACTING MORE VISITORS AND INVESTMENT.

THIS WILL BE DELIVERED THROUGH:

MEETING COMMUNITY NEEDS

A town centre that is accessible to and serving the needs of our communities

DAY AND NIGHT VIBRANCY

A town centre offer for all through the day, evening and night time

DIVERSIFIED ROLE

A town centre that offers services, independent retail, experiences, events, residential and learning

WIDER PULL

A town centre with visitors drawn from a wider area and spending more time and money

LEADING TO THESE IMPACTS:

GROWTH

Growth in jobs, earnings, improvements in educational achievement and health

RESILIENCE

A more diverse offer able to withstand future shocks and less dependent on a single sector

INCLUSION

The needs of young people and families met and accessible to those with a wide range of needs

PRIDE

All driving greater pride in place and sense of belonging

5. ALIGNING WITH WIDER PROGRAMMES AND INVESTMENTS

Chesterfield partners have been very successful in attracting funding and investment into the town in recent years. The Board has been clear that the funding from this programme should align with current and planned investment in the town. This will maximise the impact of the programme funding and bring additional value to the commitments already in place. The Board priorities also align strongly with a number of wider plans and strategies.

INVESTMENT AND PLANS:

HOW PRIDE IN PLACE ALIGNS:

LEVELLING UP FUND - STEPHENSON HALL & REVITALISING THE HEART OF CHESTERFIELD

Opportunity to animate new spaces created and enhance the improvements

WATERSIDE AND PLANS FOR STATION AREA

Connectivity theme allows consideration of how to link to these key gateways and regeneration opportunities

CYCLING AND ACTIVE TRAVEL

Opportunities to consider where there are gaps in provision and how to link to key nodes in particular to the station as an increasingly important hub

UK SHARED PROSPERITY FUND

There is the potential to support events, enforcement and community development previously funded by UKSPF

% FOR ARTS

Opportunity to build on success of this scheme and enhance the impact of public art already in place and the Animate programme

NHS 10-YEAR HEALTH PLAN FOR ENGLAND

Emerging projects align strongly with the plan's focus on prevention and neighbourhood provision

EAST MIDLANDS INVESTMENT ZONE

A thriving town centre will enhance the attractiveness of the area for wider investment and talent attraction

EMCCA VISION FOR GROWTH AND LOCAL GROWTH PLAN

Chesterfield is already identified as a key location in the emerging regional growth plans

SECURING FURTHER FUNDING:

The Board has agreed as one of its principles for this programme that it will seek to use its funding to attract further investment and secure match commitments wherever possible and this requirement is built into the business case process. Partners have already created good conditions for private sector investment through the work of Destination Chesterfield and the network of Chesterfield Champions. These networks will be used to promote the Regeneration Plan and secure additional resources to increase the impact of the investment from this programme. In the next phase of work, projects will be designed to maximise these contributions, for example by using funding to create incentives for property owners and occupiers to invest and bring vacancies back into use. As new funding streams are announced, the Board will consider how it can use its resources as match funding within bids that partners develop.

The interventions set out in this plan will, over time, also create the right conditions for new and increased investment. For example, by seeking a more diverse offer, with a safer and accessible town centre, the Board will help create more favourable conditions for quality residential development to complement other uses.

As well as direct contributions, the commitment of Board members will also ensure that in-kind resources are utilised. As representatives of wider networks, the Board are well placed to bring the wealth of talent, passion and enthusiasm for the town into the development and delivery of projects. Allocations for capacity building and feasibility work will ensure that these resources are fully explored and captured as part of the wider investment in the town.

6. ENGAGING WITH OUR COMMUNITIES

HOW WE HAVE ENGAGED ACROSS THE TOWN AND OUR PLANS TO CONTINUE DOING SO?



As shown in section 7, the Town Board is comprised of a range of stakeholders that in turn represent wider networks and communities from across the town. Board members have been active in reaching into these networks and seeking their views as they have developed their vision and priorities for investment. For example, independent traders have been engaged through regular dialogue with the Board member representatives. Views from across anchor institutions such as the hospital and college have been sought and brought to the table by the relevant Board members. This engagement has enriched the discussions at Board meetings and will continue to be a feature of how the Board works in future years.

To gain a deeper understanding of the views of our communities, the Board used its capacity funding to undertake specific engagement activities. This engagement developed and tested the priorities of the Board. The first period of engagement during summer 2024 was focused on the themes of the earlier programme and reached around **1,700** people.

With the programme expanded by government in 2025, the Board commissioned further engagement activities during the autumn, reaching a further **3,750** people. This was focused on testing the revised priorities and emerging project ideas. More details of both rounds of engagement are included in the next few pages. Key findings are also set as part of the case for change in section 4.

5,450

PEOPLE REACHED DURING ENGAGEMENT IN 2024 AND 2025

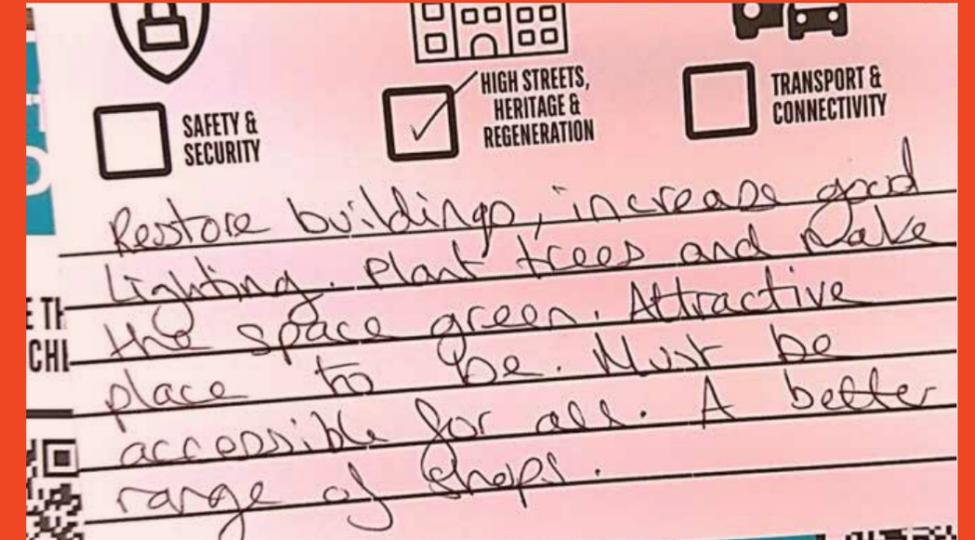
6. ENGAGING WITH OUR COMMUNITIES



PHOTO CREDIT: JUNCTIONARTS

CHESTERFIELD CHILDREN'S FESTIVAL 2024

ENGAGEMENT DURING 2024



PROJECT SUGGESTIONS FROM MARKET PLACE ENGAGEMENT



ARTS BASED ENGAGEMENT WITH YOUNG PEOPLE

6. ENGAGING WITH OUR COMMUNITIES

Following the change to the national programme, the Board was keen that further engagement took place and commissioned an extensive programme of activities during autumn 2025. Given the work it had already done on priorities for the town, it used this further engagement to test the priorities, together with emerging project ideas. The key findings from the engagement are summarised in section 4. Overall, the 2025 engagement strongly supported the Board's priorities, whilst raising some important areas for further work, in particular improving accessibility for all users of the town centre.



Derbyshire Voluntary Action ran engagement sessions in the heart of the town centre, speaking directly with residents and visitors and securing valuable feedback from over 200 people on the Board's proposals.



The Town Board Chair presented at the Chesterfield Investment Summit, setting out the Board's priorities for the audience of 220 businesses and investors. Attendees were all provided with access to an on-line form to provide their comments and review the proposed priorities and projects.

ENGAGEMENT DURING 2025



Junction Arts facilitated creative and participatory engagement through Cosy Craft workshops, enabling rich conversations with groups including people with mobility, disability and long-term health needs.

6. ENGAGING WITH OUR COMMUNITIES



The priorities and projects were reviewed by a group of around 70 independent traders who operated in the town, providing their valuable perspective and suggestions for future work.



Chesterfield Football Club Community Trust made use of its networks to run engagement sessions reaching over 200 people, including groups for dementia support, children outside mainstream education, cancer support, seniors and alcohol and substance recovery.

ENGAGEMENT DURING 2025



At Chesterfield College, the engagement was incorporated into the curriculum as part of 'Empower your voice', reaching around 3,000 students in total

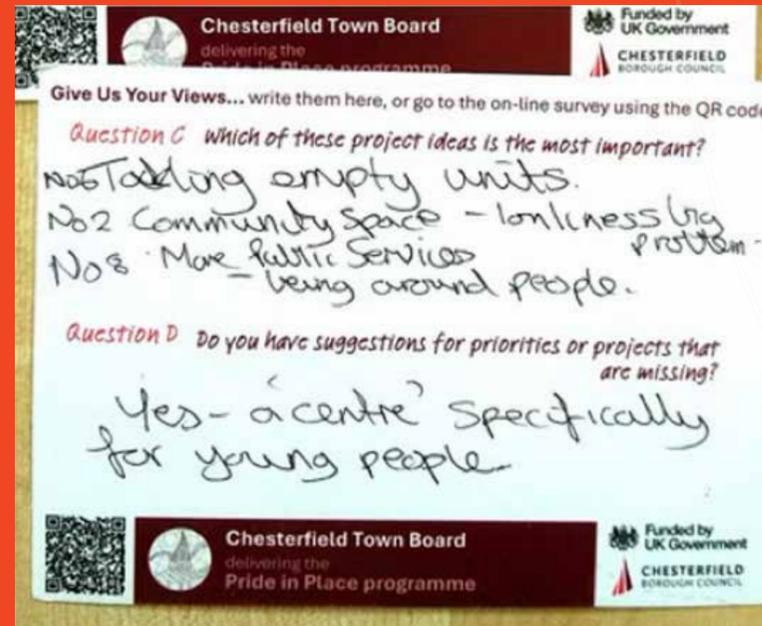
6. ENGAGING WITH OUR COMMUNITIES

The extensive engagement exercises have produced a rich set of findings that have directly informed the Board in developing its vision, setting its priorities and shaping its projects. All of this has fed directly into our Regeneration Plan.

Furthermore, the findings from the engagement work generated a number of suggestions for projects that have since been developed and tested back through further engagement. The engagement to date provides the Board with a sound basis for the next phase of its work as it begins to consider projects for investment. It will be able to directly test these against the priorities that have emerged from engaging with our communities.



IMAGE FROM ENGAGEMENT WITH YOUNG PEOPLE



SUGGESTIONS FROM MARKET PLACE ENGAGEMENT

FUTURE ENGAGEMENT:

Whilst the intensive engagement to shape the vision and plans has been of great value to the Board, it believes that ongoing engagement is just as important. In particular, this will ensure that the projects it funds to deliver the outcomes are developed, and where appropriate delivered, in collaboration with key stakeholders. Engagement processes during 2024 and 2025 demonstrated the great enthusiasm from varied groups and individuals to play a role in helping to bring about improvements in the town. This will be harnessed whenever possible in this next phase, increasing the ownership and support for the programme beyond the Board itself, thereby increasing the prospects of successful delivery.

Since developing initial priorities in 2024, the Board has allocated capacity funding to undertake a series of feasibility studies and wider project development work. A critical component of these studies has been further engagement and collaboration as project concepts are worked up towards business cases. This approach will continue to be at the heart of future project development.

To oversee the engagement across the programme and complement the collaborative project development work, the Board has established a Communications and Engagement sub-group. The group will continue to encourage and foster a creative approach to engagement, aiming to ensure that improvements to the town resonate with as wide a range as possible from across Chesterfield's communities.

6. ENGAGING WITH OUR COMMUNITIES

PHOTO CREDIT: JUNCTION ARTS

“ I LOVE CHESTERFIELD, ENHANCE WHAT MAKES IT SPECIAL, THE MARKETS, THE HISTORY, THE GREEN SPACES, AND GIVE PEOPLE MORE OPPORTUNITIES TO CONNECT.”

CONSULTATION RESPONSE

7. DELIVERING THE PROGRAMME



PHOTO CREDIT: DESTINATION CHESTERFIELD

PROVIDING GOOD GOVERNANCE.

The Town Board was set up in April 2024, bringing together a cross-section of representatives from the public, private, voluntary and community sectors. Its membership was selected in compliance with government guidance and has been reviewed following the changes to the national programme in March and September 2025. The agenda and minutes for the Board are published on-line and can be found [here](#) and its Terms of Reference, approved at its first meeting, are [here](#).

The Board is responsible for overseeing the development and delivery of the Pride in Place programme, setting priorities and approving projects for investment. Alongside the Board, Chesterfield Borough Council is the Accountable Body for the programme, providing assurance that programme delivery and spend is carried out in compliance with the principles of Managing Public Money. To ensure a strong link between the Board and the Accountable Body, each Board meeting is attended by either the borough council's Chief Executive and/or its Chief Financial Officer (section 151 officer). The Board is also supported by council officers and a dedicated programme manager, to guide its decision making.

To date, the Board has developed its priorities, overseen stakeholder and community engagement and supported the development of projects in line with its overall vision. It has agreed to use a business case led process for appraising and approving projects. This will provide a proportionate approach using a tried and tested discipline to inform sound decision making. The focus during the first investment period will be on commissioning projects that align with the Board's priorities; wider open calls and bidding processes may be considered in later investment periods.

In addition to the main Board, a sub-group has been established to take a lead on engagement and communications. This will allow a more dedicated focus on this vital aspect of the Board's work. Further sub-groups may be established in future depending on the Board's priorities.

At its first meeting, the Board approved its **Code of Conduct**, in line with government guidance and wider Nolan principles. All Board members have signed up to this Code and these agreements are kept by the borough council as the Accountable Body. A register of interests is also maintained by the council, with the declaration from each Board member reviewed on an annual basis.

Over and above all these important formalities, each Board member is strongly committed to their role on the Town Board, including advocacy for its work within the town and among the wider networks and communities they represent.

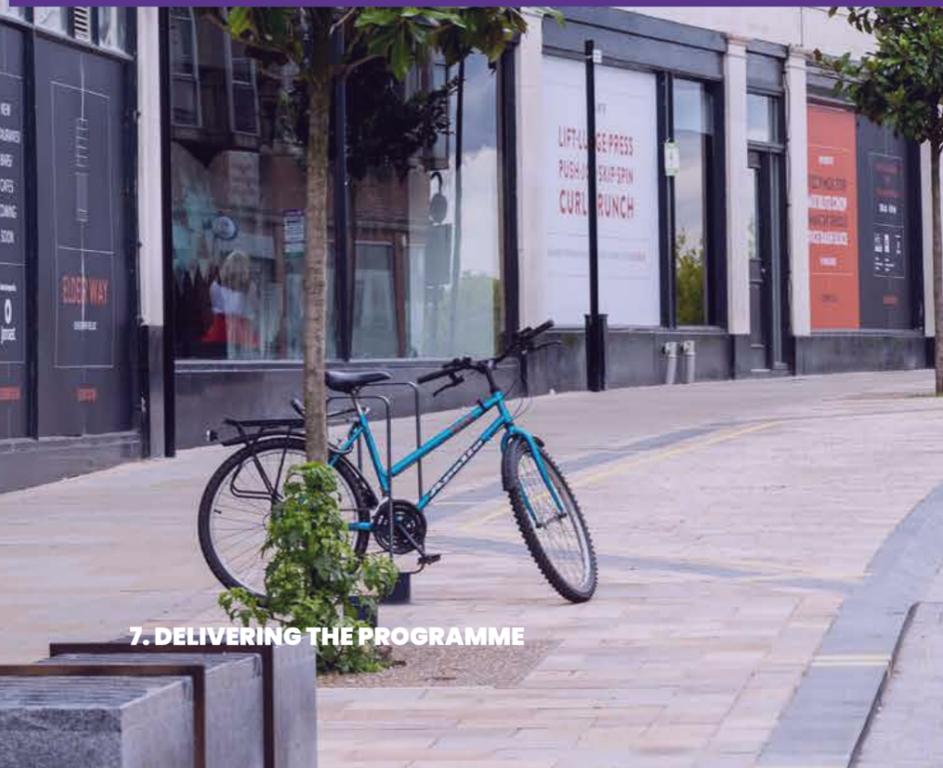
7. DELIVERING THE PROGRAMME

ASSURANCE As the Accountable Body for the Pride in Place funding, Chesterfield Borough Council is well-placed to ensure the programme is delivered in alignment with Managing Public Money. Since 2021, it has provided this function for the £25m Staveley Town Deal and has more recently become the accountable body for further funding through £20m of Levelling Up Fund investment.

The experience with the Staveley Town Deal has allowed the Town Board to learn lessons and draw on the good practice established there. This includes the development of a Local Assurance Framework for Staveley, which is being used as the basis for a similar assurance process for this programme. The council as the Accountable Body, and the Town Board will consider the assurance framework and related documents in early 2026. This will provide the basis for investment decisions made by the Board and for the role played by the council in providing Ministers with appropriate assurance throughout the life of the programme.

For project level assurance, the Board and Accountable Body intend to take a proportionate approach, recognising that there are likely to be a mix of smaller, lower-value projects and more significant larger investments. A risk-based approach will govern the level of assurance sought. This will strike a balance between responsibility for public expenditure and enabling partners to own and deliver activities that can create momentum and generate buzz in the town. The Board acknowledges that, in line with the government guidance, building capacity among community organisations to successfully develop and deliver projects may take time. However, this is vital in order to empower local groups and decrease the dependency on public sector partners.

Within the borough council, internal structures are in place to allow it to fulfil the Accountable Body function effectively. Again, the recent experience of similar programmes will be used to inform the approach. The section 151 officer will have sight of all programme proposals and monitoring in order to be able to provide government with assurance, both through her annual letters and on a reactive basis as appropriate.



7. DELIVERING THE PROGRAMME

THE CHESTERFIELD TOWN BOARD



DOMINIC STANIFORTH

CHAIR

BARBER HARRISON AND PLATT



EMILY BOWMAN

JUNCTION ARTS



CANON PATRICK COLEMAN

CHESTERFIELD PARISH CHURCH



JOHN CROOT

CHESTERFIELD FOOTBALL CLUB COMMUNITY TRUST



SIMON DAVIDSON

CHEESE FACTOR



GAVIN GRAINGER

BOTTLE AND THYME



ANDREW KELLY

PARKSIDE SCHOOL



DAVE KIRBY

DERBYSHIRE POLICE



HANNAH LEATON

CHESTERFIELD ROYAL HOSPITAL FOUNDATION TRUST



NICOLLE NDIWENI-ROBERTS

POLICE AND CRIME COMMISSIONER



LAURA-JO OWEN

ADORN JEWELLERS



TOBY PERKINS

MP FOR CHESTERFIELD



CLLR ROBERT REANEY

DERBYSHIRE COUNTY COUNCIL



JULIE RICHARDS

CHESTERFIELD COLLEGE



CLLR AMANDA SERJEANT

CHESTERFIELD BOROUGH COUNCIL



MATT SNOWDEN

UNIVERSITY OF DERBY



ANGELA STANSFIELD

JOB CENTRE PLUS



JACQUI WILLIS

DERBYSHIRE VOLUNTARY ACTION



SIMON WRIGHT

BANNER JONES

8. FINAL THOUGHTS



DOMINIC STANIFORTH
CHAIR OF CHESTERFIELD TOWN BOARD

FINAL THOUGHTS FROM THE CHAIR OF THE CHESTERFIELD TOWN BOARD.

I am pleased to be able to set out this vision for our town on behalf of the Chesterfield Town Board. Our work as a Board is at an early stage, with some big decisions to come as we determine the best ways in which to use the funding allocated to Chesterfield. But we have made a great start; we share a strong commitment to this place and an excitement about the opportunities ahead. It has been invigorating to work with such passionate and collaborative colleagues who each bring valuable knowledge and experience to the table.

As shown in the engagement that underpins our vision, the town has a wonderful heritage and many of the ingredients in place to flourish in years to come. However, it also faces challenges and must evolve and adapt to ensure it continues to thrive. Our role as a Board is to work closely with stakeholders and use the funding available to enable the town to change, creating the future vibrancy and footfall that will benefit all our communities.

I look forward to leading the Board through the next phase of our work as we make Chesterfield the most desired destination in Derbyshire.

9. ACKNOWLEDGEMENTS



PHOTO CREDIT: JUNCTIONARTS



Pride In Place funding is awarded by government to places across the UK, to be used in line with local priorities across 10 years



Chesterfield BC is the Accountable Body for the programme, ensuring the funding is used in compliance with government guidance.



Our Town Board logo was designed by Cindy Lin, a student at Parkside School who won a competition engaging pupils across years 7-10 in the programme.

Defeye

This Chesterfield 2035 Vision document was produced by local creative branding agency Defeye Creative.



CHESTERFIELD 2035 VISION

OUR PRIDE IN PLACE REGENERATION PLAN