

Staveley Town Investment Plan – a vision for Staveley

Context

- Staveley is a former mining town in Chesterfield with a population of c19,000 and all the challenges of any post-industrial community. However, it also boasts some fantastic potential which, if realised, can be transformational for the existing residents and bring much needed investment and newcomers into the area.
- The Towns Fund requires that Staveley develops a vision, but it needs a shared view of what the place can become beyond that needed for this funding opportunity; it intends to be place not funding pot focussed.
- Staveley has a scale of opportunity disproportionate to what the Towns Fund can help realise; its ambition must not be limited by a vision purely related to the Towns Fund.
- This scale of opportunity includes investment, housing, employment land and job opportunities, it also relates to geography; the place potential lies largely in the surrounding area and that must be articulated.
- Unfortunately, the results of being a post-industrial town are clear to see, a struggling town centre and scarred landscape whilst the potential is invisible and not yet understood; the place needs a simple narrative to outline the huge opportunity.
- There are lots of plans, investments, interventions etc. and it is bewildering for stakeholders who are interested in - will I get a job?, will there be new local facilities?; we must create place simplicity from complexity.
- Staveley isn't in a bubble: it's made up of communities with greater or lesser affiliation to it and part of Chesterfield; these relationships must be understood and no place's identity threatened.
- Staveley is part of the Chesterfield narrative which has influenced the town for 10 years; the Towns Fund vision and programme must show what Staveley adds to Chesterfield, strength comes from an aligned investment strategy.
- Creating a Staveley narrative will bring stakeholders together, connect them to their place, harness their pride and create a 'Team Staveley' salesforce, a unifying approach of active collaborators.
- Staveley and Chesterfield are 'doing something differently' and the intention is to demonstrate and deliver a strategic place led approach; sustainable place making and place marketing.

The Vision

Recent months have seen a considerable amount of desk research and engagement with key players within Staveley and who have influence over its future. This vision builds on much previous work rather than 're-inventing the wheel' but sets out two thematic areas of focus and a central idea at the heart of a forward-looking Staveley. This vision isn't just for the Towns Fund but the place and there will be many other interventions and funding opportunities that will bring it to life for the benefit of the whole community.

The thematic areas are pillars of the vision and represent what Staveley needs to focus on to repurpose itself as a place. They are not fully in place but provide a direction of travel and distinctiveness for the town.

leisure and living

In what is a surprise to many, Staveley benefits from access to an incredible amount of countryside and rurality appreciated by residents and visitors alike. Poolsbrook Country Park has miles of walks, woodlands, lakes for fishing and play areas along with a very busy and popular Caravan Park. Whilst this is a local gem, people are using Staveley more and more as a hub to enjoy the Peak District, Rother Valley, Hardwick Hall and Cresswell Crags amongst many other destinations. This is an important role for the place and an aspect of the economy that can be built upon especially if leisure facilities are developed in the town to keep their spend local in an experience they want to enjoy.

As Staveley looks to attract people to live in the area the countryside and surrounding assets are real attractors if you're thinking of growing a family in a great value location which is why new homes will be appearing on the skyline. This is a place to get on the housing ladder whilst having a great quality of life with the city of Sheffield on the doorstep along with fantastic connectivity linking you with the rest of the UK. The plans to develop the canal basin with leisure space and high-quality places to live will bring people flocking to Staveley and move the orientation of the town centre to what will be a waterside gem. Who doesn't want to spend time next to water with the added opportunity of being able to walk or cycle along the towpath to Chesterfield!

This initiative can support the development of the conservation area within the existing town centre as a food and drink hub which will benefit existing residents as well as newcomers who can walk or cycle up safe and well lit routeways from the canal. This will re-enforce the role of the centre as a place where the community can come together and enjoy some down time whether they have been there for 30 years or have just arrived. Staveley already has a much used and highly rated Health and Well Being Centre and the town is somewhere that can help with mental health and healthy living with all the open space and beautiful landscapes nearby. Walking and cycling will be encouraged opening up access to a whole range of spaces and environments to breathe in, relax and enjoy.

In Staveley you will be happy, healthy and have fun.

business and skills

Staveley is a community created from industry; coal, iron and chemicals previously provided readily available work and shaped the DNA of the place. These have all long gone and the place has repurposed around initiatives such as the Markham Vale Enterprise Zone sitting next to the M1 where this 200 acre site is home to leading businesses in logistics, food services and technology to name just a few. The intention is to better physically link this fantastic employment opportunity with the population of Staveley ensuring it can be accessed easily and safely.

There are even more exciting projects on the table which will transform the local economy and lives of Staveley people. There are advanced plans for a significant HS2 Maintenance Depot with investment from Talgo a leading rolling stock engineering company investing in the area. The old Hartington Colliery site is undergoing considerable remediation and will offer the opportunity for major scale industrial development with direct access to the UK mainline rail network. The potential DRIIve development at the Barrow Hill engine shed site will create a facility for engineering businesses operating in the rail sector incorporating laboratories and training to support research and innovation. This will be highly fitting as it will share a site with an example of innovation from times gone by as the Barrow Hill Roundhouse with operational turntable is the last surviving in the UK. Along with the new relief road which will greatly ease congestion and attract more investment opportunities this is the right time to consider Staveley for commercial investment and to upskill to take advantage of the potential employment on offer.

As the town centre changes and evolves there is clearly a fantastic opportunity to bring businesses into the centre with a repurposing of buildings and the provision of support services for start-ups. This will bring commercial activity, people and life into the town centre giving it a different focus and opening up opportunities for local people and incomers alike. It is vital that local people especially the young are connected to the role models and work options that can shape their future whether self-employed or as part of the new industries of Staveley.

be inspired to work in Staveley

Sitting above these thematic areas is a 'big idea' for Staveley which is more of a statement of intent, an emotive call to action. It is designed to counter some of the challenges the place faces, to change perceptions of it, to inspire local people and attract new.

Staveley: a place to start, a place to stay, a place to grow

As we've seen Staveley will be a great place to **start** on the housing ladder, your career, a family, your business; a great place to **stay** to visit, and not pass through, to have fun and enjoy, to live your life and a great place to **grow** your skills, your family, your opportunities, your business, your ambition and you.