# CHESTERFIELD REDISCOVER AND SHARE OUR STORY

# THIS IS OUR CHESTERFIELD

THIS IS THE STORY OF HOW OUR ATTRACTIVE DERBYSHIRE TOWN IS HARNESSING ITS STRATEGIC LOCATION, SPIRIT AND CONFIDENCE AS A CONTEMPORARY DESTINATION SURROUNDED BY THE WORLD-FAMOUS PEAK DISTRICT NATIONAL PARK.



Our people are special and so are our landmarks, culture and industries. We want as many people as possible to know our town's story and help shape its future.

#### WE'RE PROUD OF OUR STORY AND WANT TO SHOWCASE OUR ACHIEVEMENTS AND FUTURE AMBITION

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BUT we need to build on these successes. The world is changing quickly, and we are continuing to evolve alongside it. • •

# WE SUPPORT EACH OTHER

Through collaborative working, Chesterfield has delivered on plans and ideas that have breathed new life into our town and its surroundings. And there is much more still to come, with a pipeline of opportunity worth £2 billion ahead of us.

We know we need to shout louder about what we have in Chesterfield, as well as working together closely and continuing to improve the experiences we have to offer.





Chesterfield

#### THIS IS OUR STORY, OUR CHESTERFIELD ENJOY AND BE INSPIRED!

# AN EVOLVING TOWN

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WORK TO REVITALISE OUR TOWN CENTRE, MARKET AND EVENT SPACES WILL ENHANCE THE EXPERIENCE FOR VISITORS AND RESIDENTS.

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# A TOWN OF GROWTH

STAVELEY WILL SOON BE TRANSFORMED WITH NEW HOUSING, RETAIL AND LEISURE FACILITIES -PROVIDING OPPORTUNITIES FOR FUTURE GENERATIONS. MARKHAM VALE HAS NOW CREATED MORE JOBS THAN THE COLLIERY, WHICH ONCE STOOD ON THE SITE, AND CONTINUES TO EXPAND, BRINGING MORE JOBS AND INVESTMENT TO THE TOWN - GIVING OUR PEOPLE THE CHANCE TO BUILD REWARDING CAREERS.

# CHESTERFIELD IS LOCATED CENTRALLY IN THE UK

We are at the centre of a wider experience that encompasses the rugged beauty of the Peak District, including the allure of the majestic Chatsworth Estate, the beauty of Elizabethan Hardwick Hall, and the city experiences of Sheffield, Derby, Nottingham, and beyond.

Our tourism offer will be strengthened further with the development of Peak Resort - providing visitors with an excellent location to explore our town and the beautiful Peak District National Park.

THE TOWN BENEFITS FROM EXCEPTIONAL CONNECTIONS VIA RAIL, ROAD AND AIR.



# CHESTERFIELD IS AN ESTABLISHED DESTINATION FOR BUSINESS

The town is home to a number of leading organisations such as Global Brands, SDL Minorfern and Superior Wellness. From start-ups to expansions, there is plenty of support for all businesses.

New, modern office facilities including The Northern Gateway Enterprise Centre and One Waterside Place provide affordable options to grow.



# OUR PEOPLE ARE HIGHLY SKILLED

Chesterfield is home to one of the UK's largest colleges, offering both further and higher education courses and workplace learning - in partnership with many local businesses and employers.

The University of Derby offers high-tech teaching facilities in the town and has an established reputation for educating nurses and healthcare professionals.

An innovative Construction Skills Hub at Mastin Moor will train the next generation of talent in the property and construction sector, giving our young people first-hand experience of operating on a live construction site.



# THE BOROUGH HAS COMMITTED TO BECOME NET ZERO BY 2050

Organisations across Chesterfield are coming together to share and develop best practice for the future. Strong links being built between the public and private sectors continue to support the town's drive for carbon reduction. Together we can highlight local successes to inspire further progress - including innovative technology, more renewable energy use and sustainable design. Robinsons PLC, NIBE, Custom Solar and Chatsworth are just a few of the businesses leading the way.

# EVENTS TO REMEMBER

A quality events programme across the town attracts hundreds of thousands of visitors each year.

The Rail Ale Festival at Barrow Hill Roundhouse, Tapton Lock Festival and the specialist 1940s Market and Medieval Fun Day give people the chance to explore our beautiful town and its surroundings.

In the sporting arena, Chesterfield Football Club's match day attendances are among the highest in their division, while the annual Festival of Cricket sees Derbyshire play in front of sell-out crowds at Queen's Park.



# OUR HIGH STREETS ARE EVOLVING

Our diverse market is one of the oldest and largest in the country. It has always been a key part of our town, but we are not standing still. The modernisation of our marketplace will enhance Chesterfield's reputation as a contemporary shopping and leisure destination.

The town has a strong offer of independent and national retailers, and leisure and food and drink businesses, but as times change, we will continue to re-imagine the role of our high street and provide a 'wow factor' to make the town stand out from competitors.



Chesterfield is proud to have several beautiful parks with prestigious green flag status. The town also boasts a great nightlife, with bustling independent bars and restaurants to suit all ages and tastes. We're lucky to have our iconic theatres and museum, as well as bowling, escape rooms and even axe throwing!

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Wherever in the country you go, people acknowledge our famous Crooked Spire! They may also know a little about our historic market and our proud industrial heritage.

#### OUR HISTORIC LANDMARKS COMPLEMENT MODERN EXPERIENCES



When people visit Chesterfield for the first time, they are often surprised at just how much our town has to offer. We need residents and businesses to help share our story.

## CHESTERFIELD IS A LOT MORE THAN JUST THE TOWN CENTRE

Often, people don't know what we're all about, our role as the largest town in Derbyshire, where we are, what we offer or why they should consider us. So, we must all continue to put Chesterfield on the map, shout about why we are special and create a place experience to be proud of. At the heart of this exciting approach is the brand of Chesterfield and it's all of us who will bring it to life.



# MAKING CHESTERFIELD THE HERO

To make the town even more successful, we have to continue attracting investors and developers, bring in new jobs and keep the ones we have; we need to attract more visitors to the area and encourage them to stay and explore our beautiful surroundings; we need to attract more people from the immediate area to spend their money in Chesterfield; we must encourage more families to live and work in the town; and finally, we need to keep raising aspirations — amongst local residents and businesses.

#### WE NEED TO ENCOURAGE MORE PEOPLE FROM OUTSIDE OUR AREA TO CHOOSE CHESTERFIELD



We must help people to choose Chesterfield. Collectively, we all have a role in communicating why we are special, how our town has transformed in recent years, and our exciting plans for the future.

# WE NEED TO BE AT THE TOP OF PEOPLE'S LIST OF PLACES TO CONSIDER

THERE IS MORE COMPETITION THAN EVER, SO WE MUST WORK HARDER AND SMARTER TO BE SUCCESSFUL. IT IS VITAL WE USE THE CHESTERFIELD BRAND TO CONSISTENTLY GET OUR MESSAGE ACROSS AND IMPROVE THE CHESTERFIELD EXPERIENCE. JUST AS IMPORTANTLY, WE MUST RAISE THE PRIDE OF OUR LOCAL PEOPLE, ENCOURAGE ENTREPRENEURSHIP AND DEVELOP THE SKILLS THAT BUSINESSES WANT.

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FOR THE COMMUNITY TO THRIVE, PEOPLE MUST WANT TO LIVE HERE, BE ABLE TO SUPPORT THEIR FAMILIES HERE, AND SEE THE TOWN AS THEIR NATURAL CHOICE FOR SHOPPING, ENTERTAINMENT AND SERVICES.

IT'S IMPORTANT TO REMEMBER THAT A PERSON CONSIDERING A PLACE FOR ANY REASON USUALLY HAS A FEW OPTIONS IN MIND. BEFORE THEY ADD A TOWN, CITY OR AREA TO THEIR LIST THEY NEED TO UNDERSTAND WHAT THE PLACE IS ALL ABOUT, WHAT SORT OF EXPERIENCE THEY MAY HAVE THERE AND WHAT'S DIFFERENT TO DO AND SEE. SHIRE ROOMS

AS IT'S PEOPLE WHO ARE MAKING THESE CHOICES, THE DECISION IS AS MUCH ABOUT EMOTION AS FACTS. THEREFORE, WE MUST MAKE SURE THAT CHESTERFIELD WINS THE HEARTS AND MINDS OF EVERYONE, WHETHER THEY ARE FROM HERE OR FURTHER AFIELD.

Our brand makes Chesterfield the hero by uncovering, discovering, and characterising what makes it special and different. We've already highlighted so many things that are achieving this, and we will continue to use this way of thinking to do more.



ENHANCES HOW WE SHOWCASE CHESTERFIELD THROUGH OUR WORDS **AND IMAGES** 

## THE BRAND:

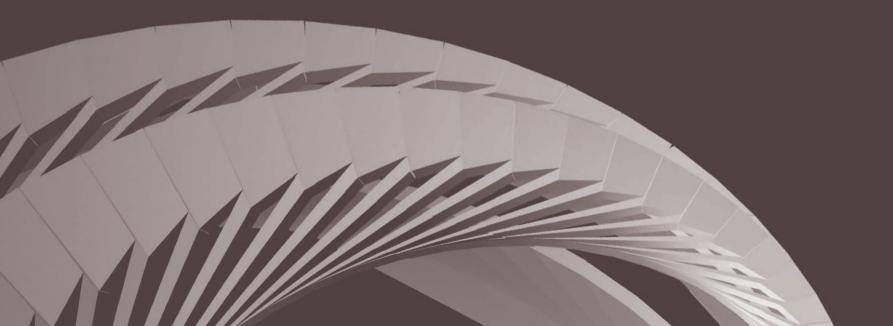
IT CONTRIBUTES TO HOW WE IMPROVE THE APPEARANCE OF THE ENVIRONMENT

THE BRAND INFLUENCES THE QUALITY OF EXPERIENCE PROVIDED IN OUR LEISURE, RETAIL, AND PUBLIC SERVICES

#### IT INFLUENCES THE VISION OF OUR BUILT DESIGN

#### OVER TIME, PEOPLE'S PERCEPTIONS OF CHESTERFIELD HAVE CHANGED

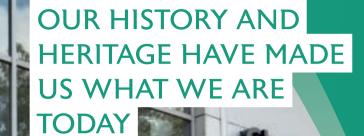
The Chesterfield brand harnesses this changing perception, helping to shape people's emotional and practical experience of our place. It gives us a clear direction for how our town and area should change and grow further.



# WE SHARE A CONTINUED AMBITION AND EXCITEMENT FOR CHESTERFIELD

WE WANT EVERYONE TO RECOGNISE CHESTERFIELD AS A DESIRABLE, CONTEMPORARY DESTINATION. AS WE LOOK TO THE FUTURE, WE NEED AN ASPIRATIONAL, MEMORABLE AND MOTIVATIONAL VISION WE CAN ALL AIM FOR AS WE DEVELOP OUR PLACE.

THIS WILL HELP TO SET THE DIRECTION FOR FUTURE DEVELOPMENT, FOCUS OUR EFFORTS AND CHALLENGE US ALL TO PLAY OUR PART IN CREATING A THRIVING AND ATTRACTIVE TOWN.



Chesterfield

FROM THE INDUSTRIAL REVOLUTION, ENTREPRENEURS AND INNOVATORS SUCH AS GEORGE STEPHENSON AND SOCIAL REFORMER VIOLET MARKHAM, TO THE WOOL, LEATHER AND MINING INDUSTRIES, THROUGH TO 19TH CENTURY MANUFACTURING AT ROBINSONS, DEMA GLASS AND DONKINS. We must acknowledge and celebrate our past, but we can do more to recognise the town's bright and exciting future.

BUT NOSTALGIA ALONE WILL NOT SECURE OUR FUTURE

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# KEEP MOVING FORWARD

By harnessing the Chesterfield brand, we have an opportunity to take a fresh look at what we have and to value the assets that make us special.

We need to connect more with our neighbours and understand what we need to do to attract visitors to stay in Chesterfield and visit the Peak District. We can work collaboratively and help Chesterfield stand out from our neighbours in Sheffield, Nottingham, Derby and beyond. CHESTERFIELD'S BRAND WILL EVOLVE ALONGSIDE THE TOWN'S OFFER FOR VISITORS AND RESIDENTS.

The Crooked Spire Way

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THE CHESTERFIELD STATION MASTER PLAN WILL PROVIDE A WELCOMING GATEWAY, AND A NEW CARRIAGEWAY FROM CHESTERFIELD TO STAVELEY WILL IMPROVE ACCESS BY ROAD.

# WHY CHESTERFIELD IS SPECIAL

## WE NEED TO BE CLEAR ABOUT HOW THE TOWN STANDS OUT FROM OTHER PLACES.

# SITTING AT THE CENTRE OF THIS IS THE NOTION OF CHESTERFIELD EXPERIENCING A MODERN AWAKENING

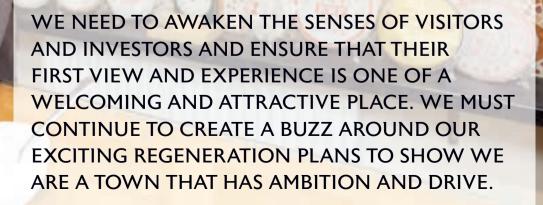
WE HAVE AN AMBITIOUS FUTURE AND ARE MAKING SIGNIFICANT LEAPS FORWARD IN IMPROVING THE QUALITY, CHOICE AND OFFER OF OUR BOROUGH FOR RESIDENTS AND VISITORS ALIKE.

WE ARE TRADITIONAL AND TRUSTED, BUT WE ARE ALSO OPEN TO NEW OPPORTUNITIES. WE CONTINUE TO DEVELOP OUR OFFERING AND SHARE OUR PASSION AND EXCITEMENT FOR CHESTERFIELD'S FUTURE.

**Chesterfield Coach Station** 

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gold



## AND CHESTERFIELD NEEDS TO SPEAK AS ONE

THE MANY RESIDENTS, PARTNERS AND ORGANISATIONS THAT ARE COMMITTED TO THE TOWN NEED TO BECOME MORE AWARE OF THEIR OWN AMBASSADORIAL ROLES TO DEVELOP AND SUPPORT OUR EXTERNAL AND INTERNAL PROFILE.

# THERE ARE THREE THEMES THAT SUPPORT OUR MODERN AWAKENING AND MAKE US DIFFERENT

# CELEBRATE LOCAL

This is about highlighting our town's history and heritage, its buildings, businesses, transport links, events, sports, festivals, art and activities.

We recognise the value of the existing offer of the town - from the mix of independent shops, the various community and visitor facilities, the 'Crooked Spire', the popular market, the many attractive public spaces, the evident community spirit and pride, the existing business base, the rich history and the traditional values of the people and the place. CELEBRATE LOCAL IS ALSO ABOUT HIGHLIGHTING THE ABUNDANT PRIDE AND PASSION ACROSS THE BOROUGH. OUR MODEST AND TRADITIONAL, YET FRIENDLY AND WELCOMING PEOPLE ARE ALL AMBASSADORS FOR THE PLACE. EVERYONE HAS A ROLE IN CONTINUING TO SHOUT ABOUT THE TOWN – BECAUSE THERE IS LOTS TO SHOUT ABOUT!

# CREATE CONNECTIONS

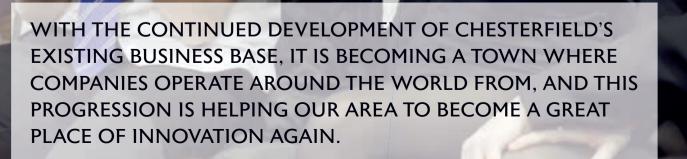
We recognise that Chesterfield sits at the heart of a wide community of partners, places and people. It is Derbyshire's largest town and it should be seen as such by its immediate and neighbouring residents, partners and other organisations. And whilst many connections do exist, it is important that the town confidently, assertively and proactively seeks to further develop these and creates new ones for the benefit of its future prosperity.

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The geographic location and physical connections by road, rail and air are major assets that we should shout about to investors and visitors. And whilst the area has a vibrant and highly resilient business base, the collective talent and knowledge that this represents must be further harnessed by the place for ambassadorial purposes; if Chesterfield Chesterfield, who will?

# NURTURE INVENTIVENESS

This is key to Chesterfield's future – and very much part of our past. The town has a long history of 'firsts' - from the first commercially produced disposable nappy to the first Derbyshire town to embrace electric street lighting. Now, we are seeing new industries come to life in Chesterfield, and ensuring our town attracts the right kind of investment will keep us ahead of the curve.



Providing

visualisation for

Chesterfield

Waterside

# OUR IDENTITY OUR CHESTERFIELD

Our identity is the visual representation of the Chesterfield we see today.

ITS DESIGN REVEALS BOUNDLESS AMBITION, ENERGY, MOVEMENT AND ASPIRATION. THE TOWN CONTINUES TO ADAPT TO THE CHANGING WORLD AROUND US. IT'S A PLACE THAT IS INTENSELY PROUD OF ITS ROOTS WITH AN EYE FIRMLY ON THE HUGE OPPORTUNITIES AHEAD.

CHESTERFIELD HAS COLOUR, CREATIVITY, COMMUNITY AND CONFIDENCE. THE IDENTITY PROVIDES A LANGUAGE OF ITS OWN THAT CAN DEVELOP AND ADAPT ALONG WITH THE TOWN.

A TOWN THAT IS FORGING A NEW DIRECTION FOR THE FUTURE

#### A TOWN THAT IS RESOLUTELY LOOKING FORWARD

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#### THIS IS A PLACE WITH A STORY TO TELL A PLACE WHERE EVERYONE CAN PLAY THEIR PART

# THIS IS OUR CHESTERFIELD



#### **PRODUCED BY:**



SUPPORTED BY:



CHESTERFIELD BOROUGH COUNCIL

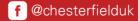






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