

Chesterfield Visitor Economy Strategy – Responses to Consultation

Comments	Response
Core Proposition:	
General support from consultation questionnaire – 84% in agreement with the wording of the core proposition.	Minor amends to core proposition as detailed below
Comments on core proposition	
<p>Comments from public consultation</p> <p>Add something about access by public transport, walking and cycling.</p> <p>Re-look at HS2 if cancelled from Notts to Leeds</p> <p>Everything about this sounds like you're only trying to attract the 65+ age group. 'Market Town' sounds like we haven't moved on from the dark ages. 'Crooked Spire Church' will increasingly alienate a rising number of non-Christian (typically younger) individuals. There is nothing in that core proposition that screams 'a place for families with children'.</p> <p>The town needs a proper bus station with better links to places outside of the town centre. A proper interchange is needed that's undercover like other cities and towns. Chesterfield should also be applying for city status and the districts of Bolsover and north east Derbyshire merged with chesterfield borough. More options for dining out instead of McDonald's and Greg's. Taco Bell, Wendy's and Tim Horton's need bringing to the town. More progress needs to also be made on the waterside project to make this into a waterfront with bars and restaurants like other cities have.</p> <p>Expression - unique mix of independents - I am assuming that this refers to the retail offer, not clear and phrasing a little on the clumsy side. No reference to protecting the heritage of the town, want to</p>	<p>Probably not a core element of the proposition, strengthen reference under 'sustainable' principle.</p> <p>In the longer term, Chesterfield station still to be served by HS2 services on a mix of new / existing track.</p> <p>The strategy seeks to build on existing strengths rather than trying to re-invent and re-develop the whole offer (which would be higher risk and more expensive). Family offer will benefit from town centre investment.</p> <p>Some of these issues, while important, are beyond the scope of a visitor economy strategy – e.g. bus station, city status. Improving the restaurant offer is highlighted in the strategy (under Priority 1).</p> <p>Clarify reference to 'independent businesses'.</p>

develop the visitor economy but not at all costs, the uniqueness of the town/borough must be maintained and protected.

What is a “borough-wide attraction”; What is an “independent”? What makes it a great base for exploring Derbyshire etc?

Would expand to Derbyshire, the Peak District and wider area (to take into account the point made at the Champions session this morning that the town is also a good base for Clumber, Sherwood and Sheffield)

Comments from Scrutiny Project Group

- Insert either “ancient” or “historic” prior to market town i.e. “A lively historic market town...”
 - Reason: The addition of either “ancient” or “historic” introduces the historical element and plants the idea that there is a story to Chesterfield, ready to be built on later in the strategy.

- Move “Crooked Spire Church” to after “with its unique mix...” and remove the word “Church” i.e. “with the iconic Crooked Spire and its unique mix of independents...”
 - Reason: Moving “Crooked Spire” to later in the sentence keeps the emphasis on the town as a whole, with the Spire listed amongst the other attractions. Many people do not identify the Crooked Spire as being a Church and simply refer to it as the “Crooked Spire”, so we suggest streamlining the wording.

- “great base” – find an alternative word for base.
 - Reason: The emphasis should be on Chesterfield first with the ability to explore wider areas as a secondary option. Rather than saying “base”, we suggest replacing this with a word that implies that Chesterfield is the main destination however the town is also well situated to for exploring Derbyshire and the Peak District should visitors wish to.

Reference protecting heritage of town under sustainability principle.

Independent – see above. Delete reference to ‘borough wide’.

From the consumer research the main opportunity is the Peak District, the visitor information service receives very few enquiries relating to Clumber, Sherwood etc. Include reference in strategy but not the core proposition.

Leave it as is, market town implies historic, seeking to balance historic with contemporary.

Agreed

Leave it as is. Proposition specifies primarily as day visit destination with staying as secondary option. ‘Base’ used to encourage stays as opposed to being seen as a ‘gateway’ location that people pass through.

<ul style="list-style-type: none"> ○ An ending suggestion from an SPG member: “.... providing a superb location from which to venture further into the wonders of the Peak District.” ● Summary of the proposed changes incorporated into the core proposition: <ul style="list-style-type: none"> ○ “A lively historic market town, Chesterfield inspires day and staying visitors with the iconic Crooked Spire and its unique mix of independents, markets, events, festivals and borough-wide attractions, providing a superb location from which to venture further into the wonders of the Peak District.” 	
<p>Priorities:</p>	
<p>Each priority ranked on scale of 1 to 10 (with 1 not a priority and 10 absolute priority). Priorities scoring 8-10 (ie the highest priority) as follows:</p> <p>Quality Place making (95%), Crooked Spire Experience (51%), PEAK Resort (48%), Markets & Events (81%), Culture & Heritage (85%), Hotel Development (42%), Marketing (60%).</p>	<p>Core activities of Council (Place making, Markets, Events, Culture & heritage) strongly supported. Less strong support (although still supported) for Crooked Spire, PEAK and Hotel development.</p>
<p>Comments on Priorities</p>	
<p>Comments from public consultation on priorities:</p> <p>The Peak Resort has been rumbling on for so long that it would be better to move away from it (as I thought it was privately owned and not CBC land) and focus on other areas that can be realistically achieved in the time frame. Develop more cycling and walking routes around the area and focus on a green and low carbon economy.</p> <p>Improve the cobbled areas and maintain to a good standard</p> <p>Developing the canal link to the basin is a must</p> <p>An emphasis on events is crucial. Make things happen...</p>	<p>In relation to PEAK, the role of the Council is primarily one of support and facilitation, rather than delivery. Provide greater clarity on role of Council in relation to delivery of priorities. Reference walking, cycling under ‘wider place making’.</p> <p>Noted – considered as part of Revitalising the Heart of Chesterfield project.</p> <p>Chesterfield Waterside to be referenced under Priority 1.</p> <p>Covered under Priorities 4 and 5.</p>

Chesterfield town centre badly needs family entertainment and activities. Trampolining, amusement arcade, go-karting, model car racing, roller skating, assault course, large indoor soft play centre, crazy golf, snooker/pool (for under 18's i.e. not in pubs). NEW attractions will bring NEW visitors. You are NOT going to attract new visitors by simply sprucing up what is already there. There is NOTHING in this proposal that excites me for Chesterfield other than PEAK Resort.

Chesterfield becoming a City. A proper covered bus station and interchange with better transport links to other towns and cities outside of chesterfield and to local tourist attractions. Free car parking to encourage visitors. Merging of chesterfield, Bolsover and north east Derbyshire councils. Encourage other eateries into the town other than McDonald's and Greggs ie Wendy's, Tim Horton's, Taco Bell etc. More effort to turn waterside into a waterfront like other cities with bars and restaurants and be a go to destination for visitors.

Tidy the place up and stop building eyesores which will remain largely empty like other buildings in Chesterfield.

Improve the traffic congestion into Town especially A61/617 junction and Markham Road and Kwik Fit roundabout, visitors have no clue which lane they need to be in to find car parks. More signage on A617 before they reach the roundabout.

Online approach to visitor information - physical tourist information centres are really a thing of the past.

To encourage visitors from outside the area more events should take place over a weekend. Seems silly having medieval market, auto jumble and 1940s events midweek when people are at work and school. More weekend events would encourage our shops to open 7 days a week and increase patronage on the local bus services. This would create more jobs and help sustain Sunday bus services. Chesterfield ought to be the gateway to the Peak District from the M1 and we need more weekend events to encourage visitors to stop off in Chesterfield en-route to the tourist hotspots of Bakewell and Matlock etc. There should be a market of sorts every Sunday, Artisan, Food & Drink, Antiques, Collectors etc.

See comment above re-building on existing assets. Development of these types of facilities would be a commercial and private sector driven investment. The influence of CBC here would be limited.

See previous comment on these points.

Priority 1 covers quality place making.

There has been recent investment in carparking signage in town centre.

To be considered as part of the review of the Visitor Information Centre.

Key events linked to school holidays. Further development of the market and events programme to be considered under priorities 4 and 5.

As a gateway to the Peak there needs to be better active travel / public transport access westwards. The recent plan to take an east - west cycle path up a busy Chatsworth Road was atrocious.

Ensure parking costs reasonable - good variety of events already ensuring combinations of food, beverage festivals using lovely pedestrianised areas of the town.

No mention in priorities of possible future development, Peak Resort mentioned and possible hotel development but what about new potential developments be assessed eg a Go Ape type provision in Holme Brook Valley Park, would that fit into the borough's ambitions for the town. Should the strategy provide the tool for supporting or refusing future developments that could enhance or diminish the character of the area?

Suggest that the council, instead of looking to sell Tapton House, develop it as a bijou hotel in a beautiful setting, near a golf course, offering a free shuttle bus into the town centre. Also, 'pop up shops' (not just arts and crafts) food stalls etc are a great way to encourage new ventures and would make the independent shops far more exciting.

Accessibility is an issue, partly covered by the station approach improvements but the quality and accessibility of car parking is poor.

Reduce the car parking or making it free ... many I know find it far too expensive for a day shopping so don't bother ... if it was free or heavily reduced, we would shop in Chesterfield again. Until then we just won't go.

Restricting cars into town centre. With better links from public transport including park and ride and low emission zones. Look to provide people with more things to do. Better shows at theatres. Give people a reason to visit us not Sheffield or Nottingham.

Free parking

Chatsworth (and Bakewell, Castleton, Hathersage and Matlock) attract a lot of international travellers, often visiting by coach tour. How can Chesterfield make sure it becomes part of the route. e.g.

Noted. Public transport connectivity referenced under 'sustainability'.

Noted

Difficult to predict new private sector development. Local Plan provides the framework for assessing developments.

Council to consider its role in facilitating (rather than operating) hotel development under Priority 6. Pop-up shops could be considered as part of future retail strategy.

A wider than Visitor Economy Strategy (VES) issue, although consultant's assessed Chesterfield as having good car parking provision.

A wider than VES issue. CBC committed to fair and reasonable charging for car-parking, benchmarking with surrounding areas.

See above. Future investment in Stephenson Memorial Hall as cultural asset.

A wider than VES issue.

Noted – elements covered in priorities 1, 2, 4 and 5.

historical walking tour of The Shambles, tour of the Crooked Spire, demos of local producers or sampling menu (e.g. cheese at the Cheese Factor or Brampton Brewery tour)?

Extending the offer beyond the town centre, e.g. Chatsworth Road, Waterside and the canal.

Comments on behalf of Chesterfield Waterside. We fully support the findings of the Visitor Economy Strategy and its findings to grow Chesterfield as a destination for visitors. We do feel as though not enough weight has been given to the Chesterfield Waterside scheme and its importance in place-making and provision for a new hotel in Chesterfield. More emphasis should be placed on the scheme as a deliverable opportunity adjacent to the heart of Chesterfield and the draw that it will have when the public realm is delivered as part of a place-making vision in meeting the Strategic Priority of the report.

Town centre presently provides the primary focus; however the Council will support partners in the delivery of Waterside, Chesterfield Canal, Staveley Town Deal etc.

Chesterfield Waterside to be referenced under Priority 1. The Council is working in partnership with the private sector to support delivery of Chesterfield Waterside. Any Council role in new hotel development to be considered as part of Priority 6 – Hotel Development.

Comments from Scrutiny Project Group on Priorities

- 1) Creating great places that people enjoy spending time in.
 - Score: 10/10
 - Add “staying” into the wording i.e. “...people enjoy staying and spending time in”
 - Reason: Reflects the ambition to increase the dwell time of visitors by setting the expectation that visitors will be staying in the town.

- 2) Developing the Crooked Spire experience.
 - Score: 10/10
 - Include mention of Chesterfield’s story.” i.e. “Developing Chesterfield’s historic story and the Crooked Spire experience.”
 - Reason: Making this addition will allow the different threads of the town’s history to be linked together (the town’s ancient history and the Crooked Spire); the Church and proposed visitor experience is situated where the original Roman fort was located and linking the history together will maximise the opportunities for the visitor experience.

Included

Interpretation of Chesterfield’s heritage covered under Priority 5

<p>3) Maximising the visitor potential of the PEAK Resort development.</p> <ul style="list-style-type: none"> • Score: 8/10 • No changes, agree with this priority as PEAK Resort will be a good development for Chesterfield. • Possibly add something to do with working to develop direct input to the PEAK technology and connectivity i.e. booking meals, theatre etc. via a PEAK system. <p>4) Developing a year-round programme of speciality & festival markets and events.</p> <ul style="list-style-type: none"> • Score: 10/10 • Amend the order of the wording to “programme of speciality markets, festivals and events”. <ul style="list-style-type: none"> ○ Reason: There is a distinction between speciality markets and festivals (which may not have markets e.g. Cricket festival) so changing the wording will clarify this. • Include “enhancing” i.e. “Developing and enhancing a year-round...” <ul style="list-style-type: none"> ○ Reason: Recognises that there is already a year-round programme in place which will be supplemented and developed. <p>5) Enhancing Chesterfield’s cultural and heritage offer.</p> <ul style="list-style-type: none"> • Score: 10/10 • Include “sharing” i.e. “Enhancing and sharing Chesterfield’s...” <ul style="list-style-type: none"> ○ Reason: Recognises that Chesterfield has a cultural and heritage offer already that needs to be shared more widely as well as being enhanced. • Add “...offer by broadening the locations and means used to tell the story.” e.g. temporary, portable displays, pictorial story, using Vicar Lane big screen. <p>6) Securing new hotel provision in Chesterfield.</p> <ul style="list-style-type: none"> • Score: 8/10 • Amend wording to “Securing additional accommodation provision in Chesterfield.” 	<p>Noted – this will be a consideration for future action plans</p> <p>Remove word ‘festival’ in this context. Festivals covered under Priority 5.</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>The priority does not restrict other types of accommodation development by the private sector, however the priority is about proactive activity to attract new hotel development.</p>
---	---

<ul style="list-style-type: none"> ○ Reason: Specifying “hotel provision” limits the scope of accommodation available in Chesterfield. Altering this to “additional accommodation provision” broadens the variety of accommodation on offer. <p>7) A ‘Chesterfield Inspired’ marketing approach.</p> <ul style="list-style-type: none"> • Score: 10/10 • No changes, this priority is key to rest of the strategy as visitors need to know about Chesterfield and what is happening in Chesterfield. 	
<p>Other Comments on the Strategy</p>	
<p>Revamping the Crooked Spire, Museum, Theatre, Market, and installing artworks is not going to make any real difference. Sure it will make the place a bit nicer but it won't pull any new people in. If they're not interested now, they won't be after.</p> <p>Listen to what the people want in the town as at the moment the town is dying, we need higher aspirations to make chesterfield a place to visit like York and Chester and offer something different in comparison to what the neighbouring towns and cities offer.</p> <p>It's an honest assessment of the product and offers practical, sensible steps to the progression of Chesterfield's visitor economy. Well done to all concerned.</p> <p>What is the Crooked Spire Experience? Surely the experience is visiting the beautiful church and taking a trip up the spire and looking out over Chesterfield.</p> <p>This is a strategy?</p> <p>A difficult challenge but ensure all hospitality and shops are on board through training and development of staff. It is a naturally friendly town but has to be consistent across all establishments.</p>	<p>Noted, however it is the Council’s contention that this mix of activities will attract additional visitors to Chesterfield.</p> <p>Noted. The strategy includes an ambitious set of priorities that will develop Chesterfield’s role as a visitor destination and help to differentiate us from surrounding locations.</p> <p>Noted</p> <p>The proposal is that the current experience needs further development in terms of interpretation and better services for visitors.</p> <p>Noted</p> <p>Business engagement facilitated via Destination Chesterfield and Council’s Town Centre Engagement Officer. The development of independent businesses more generally included under Priority 1.</p>

As with all such documents the resourcing of the proposals will determine the success in implementing the strategy. Very much focused on the delivery of Peak Resort and the development of Crooked Spire Visitor Experience, both high risk projects. So if they don't succeed then what becomes the priority and the fate of HS2 is a good example of how things do not come to fruition.

I wish you well. At the moment, the comment I hear is 'oh I never go into Chesterfield, it's not a pleasant experience'. If you could attract Waitrose or encourage Marks and Spencer to double the size of their food hall, it would help.

The report talks about connectivity within the town but this could probably be much improved by making it clear where those links are and also linking them into arrivals. For example, the bus station has no obvious direct route to town. It is similar with car parking with varied payment methods, poor signage and unattractive approach.

Parking

A key element of the strategy should be to align deliverability to each priority. Some can be delivered in a short timeframe at lower costs, whilst some would be several years away, high cost and require external commercial investments.

Covers everything it needs to but would like to see more immediate and practical actions for the coming weeks/ months to give local residents a reason to return more regularly to the town centre, e.g. parking rebate scheme for anyone who spends a certain amount with a local independent (similar to the Coop initiative in Bakewell).

It seems incredibly predictable and limited. It does not mention mobility. A bike hire scheme would encourage people to stay longer and explore further.

Funding in place for delivery of significant place making enhancements (Chesterfield town centre and Staveley area), which forms a key element of the strategy. PEAK and Crooked Spire development are partnership projects (not led by the Council) and this will be given additional emphasis in the strategy.

Noted. A key focus of the Strategy will be on quality place making and animation of key outdoor spaces to provide a great town centre experience.

Noted – town centre wayfinding included as part of the Connecting Chesterfield scheme.

See above re parking

Strategy includes both funded activities and proposals for future development under each of the priorities.

The Strategy is primarily about new / enhanced activities by the Council, it does not cover all the existing activities which are already being delivered to support the town centre ie Love Chesterfield, existing events programme, Santa House, Elf Trail etc.

The Strategy provides an appropriate mix of realism and ambition, seeking to make the most of the assets that are available to us. Reference

More emphasis should be placed on how Waterside can meet the requirements of the economy strategy and the opportunity that is present on the scheme for a hotel which will promote further visitors to stay in the centre, promoting further demand in the centre for daytime and nighttime economies

Comments from Scrutiny Project Group

Would you like to suggest any other priorities or projects that the Strategy should look to deliver?

- Continue to offer a town that is entertaining, fun, safe and inclusive.
 - Reason: Important to emphasize the “safe” and “inclusive” qualities of the town and build on the effective relationships with the police.

to cycling and walking to be included under Priority 1. Commercial bike hire for leisure purposes is a private sector opportunity, rather than a role for CBC.

Chesterfield Waterside is a private sector led development, with the Council playing a supporting role in relation to delivery.

Add inclusive/accessible tourism to the core principles.

Other Responses to Consultation

There is no doubt at all that the Chesterfield Canal has lots to offer. The numbers using the towpath since Covid started have soared. We are also carrying large numbers on our tripboats – we already have nearly 1000 seats booked on our Santa Specials from Tapton Lock and Hollingwood Hub.

A canal walk, or even better a boat trip, is a perfect way to extend a quick market trip into a full day stay, meaning extra spend on food, parking etc.

The problem is access.

Tapton Lock is easy to get to by car, but parking is terrible. Even from the CASA hotel, you have to walk under the huge roundabout and it is not signposted for pedestrians. Hollingwood Hub has a large

Comments noted. Strategy highlights on-going restoration of Chesterfield Canal, with additional investment to be provided via Staveley Town Deal. CBC supports canal restoration but does not play a direct role in scheme delivery.

<p>car park and brown tourist signs but is a long way out of Chesterfield. It is however very close to Barrow Hill Roundhouse and we have had combined events in the past.</p> <p>The problems of linking the town centre to the station are well rehearsed, but they are as nothing compared to getting further on to the canal. What will really open up the canal would be Basin Square coming into operation, with, presumably, far more obvious access from the Town Centre. Even then, the towpath, until you reach the canal proper, is seedy to be polite. There is supposed to be a delightful walking/cycling route through the Waterside site, but there is little sign of that being realised at present.</p> <p>Once Basin Square is open, we would run boat trips from the small basin there. Once the canal has been restored to Renishaw, a day/weekend boat hire business at Staveley Waterside would be popular.</p> <p>We are introducing water sports hire at Hollingwood Hub next summer, but this is limited in numbers. A cycle hire business would be great; indeed a town cycle hire business as in so many places now would make the canal far more accessible. There would presumably be bike stations in Staveley, at Staveley Basin, at Hollingwood Hub, at Tapton Lock and at Basin Square. Such a scheme would also make Queen's Park and Chatsworth Road more accessible as well.</p>	<p>Linked to the private sector delivery of the wider Chesterfield Waterside site.</p> <p>See comment above re commercial bike hire.</p>
<p>Chesterfield Champions Event 01/12/21 – Comments from Participants</p> <p>Business has lost tenants from properties in town centre to the new Glass Works development on Sheffield Rd, Old Whittington. Retail should be focused on town centre and not out of town developments. Glass Works has free parking, CBC should be looking at initiatives for free parking to support town centre businesses.</p> <p>Free carparking at Saltergate MSCP resulted in individual making greater number of trips to town centre, this shows that free parking encourages visits. Also consider chalet style market stalls for German style markets in town centre.</p>	<p>The Glass Works is located in Whittington Moor which is classified as a district centre where retail development is permitted.</p> <p>See comments above re parking. Redevelopment of outdoor market will include a new mix of stall types.</p>

<p>Is there any prioritisation of the strategic priorities?</p> <p>Is there a specification for the provision of digital infrastructure in town centre? Strategy identifies product that (if delivered) would encourage greater visits to Chesterfield.</p> <p>In Bakewell they have reimbursement of parking charges if you make a purchase from independents, is this something that could be considered in Chesterfield? Activities in the strategy are about the future, what can we do in the here and now to support businesses / attract visitors?</p> <p>What about skills and business support, these don't appear to be covered in the VES?</p> <p>Town centre offer looks good on the basis of presentation / strategy. Chesterfield Champions should be shouting louder on promoting Chesterfield, rather than defaulting to the Peak District as local place to visit, eat & drink. If residents don't use the town centre why should visitors? Need to be given confidence to advocate for Chesterfield.</p> <p>Sustainability angle in the strategy could be strengthened. Any review of marketing activity needs to be co-ordinated with the work about to start on the DC 10 year review (Thinking Place). A co-ordinated approach to use all venues for events/festivals etc, not just those provided by CBC and church. Chesterfield also a base for attractions such as Sherwood Forest, not just Derbyshire and Peak.</p>	<p>Priorities are considered to be of equal weighting, however Council does not have a direct delivery role in relation to each priority.</p> <p>Specification not currently available.</p> <p>See comments above re parking and current activities of Council to support town centre / visitor economy.</p> <p>Business support covered under Priority 1. Council's role on skills set out in separate Work and Skills Plan.</p> <p>Comment noted. On-going engagement between Destination Chesterfield and business champions to encourage them to advocate for Chesterfield.</p> <p>Sustainability principal to be strengthened. Reference to all venues for events to be included. Some staying visitors may visit Sherwood Forest, but this is not viewed as the primary market opportunity.</p>
<p>Chesterfield Champion written response</p> <p>1. Access. Having read the strategy document, a lot is stressed on how accessible Chesterfield is in regards of location and transport network. Nothing is mentioned regarding the access needs of the local population and visitors in terms of inclusive tourism.</p>	<p>Inclusive / accessible tourism to be included as core principle.</p>

As part of our product research, over the past years we've consulted with a large number of our local community, and it has highlighted a demand for Chesterfield to become more aware of various access needs.

Inclusive and accessible tourism is about making it easy for all people, irrespective of their gender, age or physical status, to enjoy tourism experiences. It is a set of services and facilities for individuals with special needs to function independently, with equity and dignity through the delivery of universally designed products, services and environments. We use the term "special needs" in its most broad meaning.

Tourists with special needs could be disabled, elderly, pregnant, parents with pushchairs, or even people with temporary injuries such as a broken leg, or chronic ailments. All these people need to be particularly enabled during their travel. Thus, accessible tourism is the ongoing attempt to ensure that tourist destinations, products and services around the world are accessible to all people, regardless of their physical limitations, disabilities or age.

Making Chesterfield a beacon for inclusive tourism would act as a fantastic marketing message - attracting part of the £15bn purple pound market.

2. Elder Way empty food/retail units (Food & Drink quarter)

For unknown reasons, the food and drink retail units at Elder Way have been unoccupied since the renovations were completed.

There is a huge opportunity to turn that whole space into a leisure zone - open plan with independent food, drink, a stage for demonstrations and performances, comfy seating area (similar to the seating found in Derby Intu/Derbion), provision of creative workshops, possibly a small retro gaming area. Essentially somewhere that people will feel enticed to visit and stay for extended periods of time; that would also provide an alternative attraction for evenings.

There are a number of towns who have created food courts of independent traders as a visitor

Noted. Promotion of inclusive and accessible tourism to be included as a core principle of the strategy.

Elder Way is a private sector-led development and future occupancy will be determined on a commercial basis. CBC facilitated market viability through Northern Gateway investment in upgraded public realm. More generally the Covid pandemic has adversely impacted on the demand for premises for food & drink uses.

attraction. For example - the Wool Market in Doncaster or Altrincham Market House.

Plus research carried out by Community Chesterfield at the start of lockdown as part of their Your Life, Your Chesterfield sessions suggested that locals wanted an indoor venue that could host events and speciality evenings with accompanying food and drinks. The Food and Drink festival has proven we have an appetite for good food and an adventurous palette.

It would obviously mean changing the business plan/strategy for the development, as it would probably require a space redesign and a management company to oversee the day-to-day running of the facility.