

DESTINATION CHESTERFIELD

Strategy 2024 – 2028

Revised January 2026

**DESTINATION
CHESTERFIELD**

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**East Midlands
Combined County
Authority**



**Funded by
UK Government**

1. Executive summary

Chesterfield is a town with ambition, heritage, and opportunity.

Destination Chesterfield exists to champion these strengths and position the borough as a contemporary place to invest, live, work, and visit. This strategy sets out how we will achieve that vision through coordinated marketing, partnership working, and targeted campaigns that deliver measurable economic impact.

Our Purpose

Destination Chesterfield is a public–private partnership that promotes Chesterfield’s story and drives growth. We work with businesses, local authorities, and regional partners to raise the town’s profile and attract investment, visitors, and talent.

Our Strategic Focus

To deliver on Chesterfield’s growth ambitions, we will focus on four key areas:

1. **Invest in Chesterfield** – Showcase regeneration opportunities and attract inward investment in areas including housing, advanced manufacturing, green growth, and into our town centres.
2. **Experience Chesterfield** – Position Chesterfield as a vibrant destination to spend your leisure time, day visits, and short breaks.
3. **Working and Living in Chesterfield** – Promote Chesterfield as a place to live and work, supporting talent attraction, retention, and skills development.
4. **Celebrating Chesterfield** – Engage businesses, stakeholders and residents as ambassadors, reinforcing pride in place and sharing our successes.

Our Ambition

By March 2028, Destination Chesterfield will contribute to the borough’s 2030 growth targets, which include:

- Increasing the number of businesses and higher-value enterprises.
- Growing the visitor economy by £20 million.
- Reducing town centre vacancy rates below 10%.
- Attracting and retaining talent to support knowledge-based industries.

Aligned with the Chesterfield Growth Strategy and the East Midlands Combined County Authority’s Inclusive Growth Framework, this plan ensures Chesterfield plays a leading role in regional prosperity. Through collaboration, innovation, and strong local partnerships, we will deliver a confident, connected, and competitive Chesterfield.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

2. Destination Chesterfield's purpose and role

2.1. Purpose

Destination Chesterfield is a public/private partnership that delivers strategic marketing campaigns and place activity that are helping to improve the economic prosperity of Chesterfield by promoting it as a contemporary destination to invest, work, live and visit.

The partnership was established in 2010 and is funded through support from businesses, Chesterfield Borough Council, East Midlands Combined County Authority and commercial activity.

The local business community plays a central role in the success of the partnership by leading an independent board of Directors and pledging their support through Chesterfield Champions.

The Chesterfield Champions are helping to drive the development of our economy, shape our future and showcase all that is good about us.

It's a direct statement of belief from organisations about their commitment to Chesterfield and its successful future. It is also about providing organisations access to services and support that will directly impact their success and increase Chesterfield's profile.

Chesterfield Borough Council is Destination Chesterfield's accountable body and the partnership is operated under a service-level agreement with East Midlands Chamber, which employs the operational team and provides organisational operational support.

Decision-making for Destination Chesterfield is made via the Destination Chesterfield Board.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**East Midlands
Combined County
Authority**



**Funded by
UK Government**

2.2. Our Aim

We aim to raise the profile of Chesterfield by harnessing its location, potential, and confidence to establish its role as a contemporary destination, nestled on the border of the world-famous Peak District and located in the heart of England.

Working with businesses and stakeholders, we will develop the confidence to make Chesterfield a contemporary, desirable place to live, do business, invest, and visit.

We work collaboratively to support economic growth and promote the borough of Chesterfield.

2.3. Objectives

To coordinate and influence Chesterfield's marketing activity. Working with partners to ensure the town's vision and story are represented.

To promote and change perceptions of Chesterfield, delivering tangible, measurable results in terms of promotional coverage and investment. Identifying gaps in place marketing and developing marketing campaigns to reach out to target audiences.

To grow a network of partners from the private, public, and third sectors that collaborate to support economic growth and proactively promote Chesterfield to internal and external markets.

2.4. Our values

Destination Chesterfield works in partnership with organisations to support economic growth and to maximise the positive promotion of the town

The partnership, like a place, is the sum of its people. That includes the operational team, board members and the Chesterfield Champions.

Destination Chesterfield's corporate values are:

- We are **innovative** in our marketing of Chesterfield
- We **build connections** and **help businesses grow**
- We **celebrate** people and place
- We **collaborate** and **support** each other
- We **deliver quality** and are **honest and ethical**

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**

 **CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**

 **East Midlands
Combined County
Authority**

 **Funded by
UK Government**

3. The Chesterfield Story – creating brand value

This is the story of our attractive Derbyshire Town harnessing its strategic location, spirit and confidence as a contemporary destination surrounded by the world-famous Peak District National Park.

It shapes how we speak to our customers, influences physical regeneration and ensures a consistent voice for the borough of Chesterfield.

We're proud of our story and want to showcase our achievements and future ambitions.

3.1. The Chesterfield brand

The brand makes Chesterfield the hero, uncovering, discovering and characterising what makes it special:

- It enhances how we showcase Chesterfield through words and images.
- Influence the quality and experience provided in our leisure, retail and public services.
- It contributes to how we improve the appearance of the environment.
- It influences the vision of built design

Over time, people's perceptions of Chesterfield have changed. The Chesterfield brand has harnessed this changing perception, helping to shape people's emotional and practical experience of our place. It directs how our town and area should change and grow further.

Our history and heritage have made us what we are today. But nostalgia alone will not secure our future. We must acknowledge and celebrate our past, but we can do more to recognise the town's bright and exciting future.

We are clear about how the borough stands out from other places.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

3.1.1. A modern awakening

We have an ambitious future and are continue to make significant leaps forward in improving the quality, choice and offer for residents, workers and visitors alike.

We are traditional and trusted, but we are open to new opportunities.

We aim to awaken the senses of visitors and investors and ensure that their first view and experience is one of a welcoming and attractive place. We must continue to create a buzz around our regeneration plans to show we are a town that has ambition and drive.

We need to speak with one voice. The many residents, partners and organisations committed to the town need to play their ambassadorial role to develop and support external and internal profiles.

Three themes drive our modern awakening and make us different to other destinations:

3.1.1.1. Celebrate local

We recognise the value of the existing offer, from the mix of independent shops, the various community and visitor facilities, the 'crooked spire', the 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 about highlighting the abundant pride and passion across the borough.

Our modest, traditional, friendly people are all ambassadors for the place and what makes us special.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

3.1.1.2. Create connections

We recognise that Chesterfield sits at the heart of a wider community of partners, places and people. It is Derbyshire's largest town and should be seen as such by its immediate and neighbouring residents, partners and other organisations.

Whilst many connections exist, we must confidently, assertively and proactively seek to develop these and create new ones to benefit the town's future prosperity.

The geographical location and physical connections by road, rail and air are assets 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 for ambassadorial purposes.

3.1.1.3. Nurture inventiveness

This is the key to Chesterfield's future – and very much part of the past. The town has a long history of 'firsts'. New industries are coming to life in Chesterfield, ensuring our area attracts the appropriate investment to keep us ahead of the curve.

With the continued development of Chesterfield's existing business base, it is becoming a town where companies operate around the world, and this progression is helping our area to continue to be a great place of innovation.

3.1.2. Visual identity

Our identity is the visual representation of the Chesterfield we see today. Refreshed in 2023, its design reveals boundless ambition, energy, movement and aspiration.

The borough continues to adapt to the changing world around us. It's a place that is intensely proud of its roots with an eye on the opportunities ahead.

Chesterfield has colour, creativity, community and confidence. The identity provides a language that can develop and adapt as the town does.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

4. The Local Context

The Chesterfield Growth Strategy provides a framework for action for Chesterfield Borough Council to deliver on their ambition of making Chesterfield a thriving borough.

Its focus is on where the Council can make a real difference in accelerating economic growth and ensuring local people benefit from the new economic opportunities created.

To ensure a joined-up strategic approach to placemaking, this strategy is aligned with supporting its aims, objectives and targets.

[The strategy can be read here.](#)

4.1. Growth strategy aim

'To make Chesterfield a thriving borough, delivering environmentally sustainable growth that benefits local people.'

4.2. Growth strategy objectives

The Strategic objectives of the Chesterfield Growth Plan are:

- Help businesses to grow and secure new business investments in the borough.
- Build a competitive place infrastructure that accelerates employment and housing growth
- Strengthen the distinctive character and vibrancy of our town centres
- Develop Chesterfield's role as a visitor destination and as a base for exploring the surrounding area.
- Ensure local people have the right skills to support progression in the labour market and benefit from future employment opportunities.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**

 **CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**

 **East Midlands
Combined County
Authority**

 **Funded by
UK Government**

4.3. Growth strategy targets

Destination Chesterfield's activity will support the achievement of the targets identified in the Chesterfield Growth Strategy.

By 2030:

- Increase the number of employee jobs in the borough by 4% (2,000 jobs).
- Increase the number of businesses by 12% (400 businesses.)
- Increase the number of higher-value businesses by 15% (100 businesses.)
- Increase the share of Chesterfield residents in knowledge-based occupations by 15% (Baseline Census 21 – 18,000)
- Reduce the town centre vacancy rate to below 10% (baseline 13.2%)
- Increase the value of the visitor economy by £20 million (baseline £163m)
- Reduce the economic inactivity rate relative to the national average (Baseline Census 21 – 42% V 39%)
- Maintain the 16 – 64 claimant count below the national average (baseline 3.3% v 3.6%).
- Narrow the 18 – 24 claimant count to within a 1% point of the national average (currently 1.8% points).
- Increase business participation in carbon reduction initiatives supporting becoming a carbon-neutral borough by 2050.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**

 **CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**

 **East Midlands
Combined County
Authority**

 **Funded by
UK Government**

5. The Regional Context

5.1. East Midlands Combined County Authority

The East Midlands region of Derbyshire and Nottinghamshire has a rich industrial heritage, with strengths across clean energy, MedTech, life sciences, advanced manufacturing, and the digital, creative and cultural sectors.

It has two expanding, innovative cities, a diverse mix of towns including Chesterfield, and large rural areas with huge natural assets.

Under the leadership of Mayor Claire Ward and the East Midlands Combined County Authority (EMCCA), the core mission is to deliver inclusive growth, growth that creates opportunities to empower all to shape their places and futures.

Building on the work of the East Midlands Inclusive Growth Commission, EMCCA's Inclusive Growth Framework sets out six targeted ambitions to support this mission.

The Growth Plan translates the ambitions of the Inclusive Growth Framework into a clear set of actions and investment priorities from 2025 to 2035.

[Read the plan](#)

This strategy is aligned with supporting its aims, objectives and targets based on Chesterfield's strengths and desire to deliver inclusive growth.

5.1.1. Inclusive Growth Framework

By 2040, every resident will be proud to call the East Midlands home. All young people will have a fair start and a clear path to progress. A thriving, green and inclusive economy will improve health and wellbeing, widen opportunity regardless of postcode, and empower all residents to shape their places and future.

- Health, Wellbeing and belonging
- Growth and opportunity
- Skills for good work
- Green growth and a better environment

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

- Connected Communities
- Homes and Places that enable a Good life

5.1.2 Growth Strategy Outcomes

EMMCA identifies the following economic outcomes by 2025.

- £13 billion more in the economy and ensuring everyone feels the benefits of growth
- £2 billion+ investment in new and improved transport infrastructure
- 60,000+ More people are in work with an 80% employment rate
- 210,000 more people with skilled qualifications
- 100,000+ More homes built
- 1GW additional community clean energy generation

5.1.3 High Impact Sectors for Growth and Actions

EMCCA has identified a number of high impact sectors for the region alongside our established strength. This Strategy will align key sectors with the opportunities for growth and investment in Chesterfield.

High Impact Sectors

- Clean Energy
 - Closing the green skills gap
 - Attracting Investment
 - Improving energy capacity
- Advanced Manufacturing
 - Supporting career in the sector
 - Leveraging innovation funding
 - Advocating for energy access
- MedTech and Life Sciences
 - Driving investment in innovation
 - Improving digital infrastructure
 - Building a skills pipeline fit for the future
- Digital, Creative and Cultural
 - Increasing access to creative and digital skills programmes
 - Supporting academic business partnerships

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**

 **CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**

 **East Midlands
Combined County
Authority**

 **Funded by
UK Government**

- Enhancing digital connectivity
- Supporting investment in digital, creative and cultural innovation
- Visitor Economy
 - Establish Visit East Midlands
 - Support high quality job creation
 - Developing infrastructure
 - Enabling accommodation

Established Strengths

- Defence
- Aggregates, Minerals, and Low-Carbon Construction
- Logistics

5.1.4 Strategic Growth Areas

EMCCA has identified 6 Spatial Growth Areas. The borough of Chesterfield forms part of the Canal Corridor.

The Canal Corridor is an opportunity to link heritage, natural assets and future industrial development. The corridor would connect Chesterfield, Worksop and Retford, creating interconnected business and service economies, as well as a unified visitor economy offer. In the longer term and as the Supercluster develops, it is likely that the construction and future operations workforce will be located here too. It has the potential to deliver a £400m GVA uplift, 7,800 new high-quality jobs, and almost 4,000 new homes.

5.2. Local Government Reform

Local government in Derbyshire is undergoing major restructuring to replace the existing two-tier system (one county council, eight district/borough councils, and one city council) with unitary authorities. Proposals focus on replacing the 10 current councils with either two new authorities (North and South) or a single, county-wide unitary, aiming to reduce costs, improve services like social care, and support the new East Midlands Combined County Authority.

The new arrangements are scheduled to become fully operational by the 1st April 2028.

The Destination Chesterfield Partnership will need to adapt and evolve alongside these changes.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**

 **CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**

 **East Midlands
Combined County
Authority**

 **Funded by
UK Government**

6. Destination Chesterfield Strategy

The following pages set the strategic direction for Destination Chesterfield through to March 2028.

This strategy was first created and approved in 2024 and ran through to 2027 with this revised version updated in January 2026 to reflect the changing external context and local priorities.

Due to the complex nature of the four strategic focuses, delivery will adapt to align with available funding to achieve maximum impact for Chesterfield.

A delivery plan approved by the Destination Chesterfield Board runs alongside this strategy, identifying campaigns and clear outputs and outcomes.

Regular updates on the progress of these plans will be provided to the board and the Chesterfield Champions Network.

**DESTINATION
CHESTERFIELD**

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



CHESTERFIELD
BOROUGH COUNCIL

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



East Midlands
Combined County
Authority



Funded by
UK Government

6.1. Invest in Chesterfield

Chesterfield has ambitious investment priorities that it is looking to achieve before 2030.

Details of these developments can be seen at www.chesterfield.co.uk/developments

Invest in Chesterfield focuses on building awareness of opportunities and generating and signposting leads to achieve the outcomes of the Chesterfield Growth Strategy and EMCCA Growth Plan.

Chesterfield Growth Strategy Outcomes 2030:

- Increase the number of employee jobs in the borough by 4% (2,000 jobs).
- Increase the number of businesses by 12% (400 businesses).
- Increase the number of higher-value businesses by 15% (100 businesses)
- Reduce the town centre vacancy rate to below 10% (baseline 13.2%)

EMCCA Growth Plan Outcomes 2035

- 100,000+ More homes built
- £13 billion more in the economy and ensuring everyone feels the benefits of growth
- 60,000+ More people are in work with an 80% employment rate

6.1.1. Inward investment

With over £2 billion of regeneration planned or in progress across the borough of Chesterfield, a focused strategy to attract investment is needed.

Our focus will be:

- Visitor Economy, Retail, Leisure and Town Centre end users.
- Advanced Manufacturing and Green Growth
- Housing
- Office

Our activity should focus on achieving high-value, sustainable growth.

Destination Chesterfield's role is to raise awareness and generate leads.

The table below identifies current and future regeneration sites relevant to the priority sectors.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

Sector	Regeneration Campaign/area of Chesterfield
Visitor Economy, Retail, Leisure	Chesterfield Town Centre Staveley Town Centre Chatsworth Road Station Masterplan Chesterfield Waterside Peak Resort Staveley Waterside Walton Works
Advanced Manufacturing	Markham Vale North Hartington Business Park (East Midlands Investment Zone) Hartington Commerce Park (East Midlands Investment Zone) Former HS2 Depot site (East Midlands Investment Zone)
Office	Chesterfield Waterside Station Masterplan Northern Gateway Phase 2 Southern Gateway Existing office space across the borough Walton Works
Living	Spire Neighbourhood Staveley Corridor Walton Works

Reactive support for inward investment will continue for any sector. Requests will be signposted to relevant public and private sector partners.

A co-ordinated "Team Chesterfield" will respond to major enquiries.

Destination Chesterfield will work collaboratively with EMCCA and other partners to develop Invest in East Midlands, to drive awareness and investment across the region.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**

 **CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**

 **East Midlands
Combined County
Authority**

 **Funded by
UK Government**

6.1.2. Entrepreneurial / start-up

Chesterfield has a strong track record of supporting and growing businesses.

Activity will focus on showcasing and celebrating successful start-up businesses and entrepreneurs in Chesterfield.

Destination Chesterfield will highlight startup and business support and entry-level business units.

6.1.3. Business growth / expansion

Support will be given to indigenous businesses looking to expand and grow.

Destination Chesterfield's role will be signposting them to available sites and premises and business support to achieve their growth.

Destination Chesterfield will continue to tell the story of successful businesses in Chesterfield as part of our marketing activities.

6.1.4. Living

To encourage the delivery of quality family housing at appropriate sites across the borough.

This approach will support the development of homes adjacent to our town centres and high streets.

The Working and Living in Chesterfield strategic focus (see section 8.3) will raise the profile as a place to live and attract talent to make Chesterfield their home.

This will support current housing developments and build confidence for future development

6.1.5. Property and construction sector engagement

The Property and Construction sector plays a fundamental role in the delivery of Chesterfield's growth ambitions. Destination Chesterfield must continue to build a collaborative approach through our Chesterfield Property and Construction Group.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

6.2. Experience Chesterfield

Experience Chesterfield focuses on encouraging people to spend their leisure time in the borough of Chesterfield.

The Love Chesterfield campaign focuses on day visitors, people visiting friends and relatives and the town's retail catchment areas.

Activity will position Chesterfield as a base to explore the Peak District and the surrounding area. As well as a short break destination in its own right. Destination Chesterfield will work with Chesterfield Borough Council, Visit Peak District and Derbyshire and Visit East Midlands to ensure Chesterfield's visitor economy product is showcased and supported.

Experience Chesterfield - Outcomes

Target Chesterfield Growth Strategy Outcomes 2030:

- Reduce the town centre vacancy rate to below 10% (baseline 13.2%)
- Increase the value of the visitor economy by £20 million (baseline £163m)

Target Chesterfield Visitor Economy Strategy Outcomes by 2027:

The Visitor Economy Strategy will generate:

- An additional 720,000 day visits
- An extra 46,000 staying visits
- An additional £30m of visitor expenditure
- 15% increase in employment supported by that expenditure

Target EMCCA Growth Plan Outcomes

- Increase the number of overnight visitors by 50% by 2035.
- Visitors will spend an extra 50% more in our economy over their stays than they do currently by 2035.
- Grow our visitor economy, currently worth £5.3 billion, by 20%, growing the industry by £1 billion and generating 6,750 new jobs by 2035.
- Benefit our wider supply and value chains, increasing indirect GVA by a further £730 million and generating an additional 4,150 jobs by 2035.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

6.2.1. Love Chesterfield – day visitors and town centre/high street catchment

6.2.1.1. Summer in Chesterfield

The Summer in Chesterfield Campaign targets audiences within an hour of Chesterfield to explore the town's events, outdoor spaces, attractions, retailers and food and drink businesses.

6.2.1.2. Christmas in Chesterfield

Christmas in Chesterfield targets audiences within an hour of Chesterfield to visit Chesterfield for their Christmas shopping and festive events and to spend their leisure time in the town.

6.2.1.3. Festival and event promotion

Destination Chesterfield delivers ongoing promotion of key events and festivals in and around Chesterfield.

6.2.1.4. Supporting retail and leisure

The team will continue to deliver content which showcases the borough's retail and leisure businesses.

6.2.2. Inspired chesterfield marketing campaign - staying visitors

Destination Chesterfield delivered a UKSPF funded project to promote short breaks to Chesterfield from April 2024 until March 2026.

This activity is part of the Chesterfield Visitor Economy Strategy

6.2.3. Visitor economy and high street sector engagement

A partnership approach with the sector is required to deliver visitor economy and town centre campaigns. Working with regional bodies to ensure Chesterfield is represented and with local partners to develop meaningful campaigns to achieve our outcomes.

Destination Chesterfield will manage a visitor economy section on the Chesterfield.co.uk website.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**East Midlands
Combined County
Authority**



**Funded by
UK Government**

6.3. Working and living in Chesterfield

To support the borough's aspirations, we must attract talent to come and live in Chesterfield.

We also need to retain existing talent and continue to develop and inspire the current and future workforce.

The Working and Living strategic focus is split into two parts. Highlighting the benefits of living in Chesterfield and supporting the delivery of the Chesterfield Skills and Employment Board and the Chesterfield Skills Action Plan.

Target Growth Strategy Outcomes 2030:

- Increase the share of Chesterfield residents in knowledge-based occupations by 15% (Baseline Census 21 – 18,000).
- Increase the number of employee jobs in the borough by 4% (2,000 jobs).
- Reduce the economic inactivity rate relative to the national average (Baseline Census 21 – 42% v 39%).
- Maintain the 16 – 64 claimant count below the national average (baseline 3.3% v 3.6%).
- Narrow the 18 – 24 claimant count to within a 1% point of the national average (currently 1.8% points).

6.3.1. Attracting talent

Chesterfield needs to appeal to people as a place to live.

Chesterfield is recognised nationally as a great place to live and is well situated, with the Peak District on our doorstep.

Destination Chesterfield will continue to celebrate the strengths of the town.

There is also an opportunity to work closer with Universities surrounding Chesterfield so their students better understand what Chesterfield could offer them when they graduate.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

6.3.2. Retaining talent

A focus on how we keep talented individuals working in or from the Chesterfield area.

We will raise awareness of growth, regeneration, and employment opportunities and why Chesterfield is the place for you and your family.

This activity links to the Celebrating Chesterfield campaign and growing confidence in Chesterfield through the support of businesses.

6.3.3. Developing talent

A focus on raising awareness of career development and upskilling opportunities available in Chesterfield.

Inform employers of funding and support available to develop their existing workforce.

Destination Chesterfield's role in this activity will be to share information with the business community.

6.3.4 Future talent

We will focus on how we prepare the next generation for having a career in Chesterfield, support them to understand their choices and pathways, access learning and skills, seize opportunities available now and in the future, and gain experiences to help unlock their talents, confidence, and aspirations.

It will inspire them about the borough of Chesterfield and the opportunities it offers them now and throughout their lives. They should understand the Chesterfield story as part of their career guidance and advice.

Destination Chesterfield will support the Chesterfield Skills Action Plan, including Careers Made in Chesterfield, Supporting head teachers and careers leads and Apprentice Town.

Destination Chesterfield will continue to work with the Manufacturing and Property and Construction Group to deliver the Made in Chesterfield Programme.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**East Midlands
Combined County
Authority**



**Funded by
UK Government**

6.4. Celebrating Chesterfield

Destination Chesterfield will work with local stakeholders and promote to local audiences in Chesterfield.

Support of the business community is vital in delivering growth in the town.

These businesses must tell the Chesterfield story far and wide as local ambassadors.

Celebrating Chesterfield – Growth Strategy Objectives

- Increase the number of employee jobs in the borough by 4% (2,000 jobs).
- Increase the number of businesses by 12% (400 businesses).
- Increase the number of higher-value businesses by 15% (100 businesses)
- Increase the share of Chesterfield residents in knowledge-based occupations by 15% (Baseline Census 21 – 18,000)
- Reduce the town centre vacancy rate to below 10% (baseline 13.2%)
- Increase the value of the visitor economy by £20 million (baseline £163m)
- Reduce the economic inactivity rate relative to the national average (Baseline Census 21 – 42% v 39%)
- Maintain the 16 – 64 claimant count below the national average (baseline 3.3% v 3.6%).
- Narrow the 18 – 24 claimant count to within a 1% point of the national average (currently 1.8% points).
- Increase business participation in carbon reduction initiatives to support a carbon-neutral borough by 2050.

6.4.1. Chesterfield champions

Destination Chesterfield will continue to develop the 'Chesterfield Champions' Partnership.

Businesses will be encouraged to be ambassadors for Chesterfield and pledge to take a more proactive role in promoting the town outside of the borough of Chesterfield.

Destination Chesterfield will provide a range of events, assets and information to support businesses to help promote Chesterfield.

Champions will be kept up to date on what is happening in the town and continue to

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

be given a voice to shape the place, business support initiatives and how it is marketed.

Destination Chesterfield will promote success and best practices from Chesterfield Champions as part of our campaigns.

6.4.2. Celebrating local

Destination Chesterfield will continue to share information with local audiences.

Showcase positive news and information about Chesterfield and North Derbyshire.

Promotional activity to internal audiences will reinforce the Chesterfield Story or support the strategic focuses identified in this report e.g. promoting business support workshops to help generate business growth.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



CHESTERFIELD
BOROUGH COUNCIL

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



East Midlands
Combined County
Authority



Funded by
UK Government

7. Destination Chesterfield

7.1. Board and governance

7.1.1. Destination Chesterfield Board

The Destination Chesterfield Board is a partnership to drive a collective strategic approach to place-making and place marketing for Chesterfield. Bringing together the private, public and community sectors to shape, influence, promote and deliver the economic growth aspirations of the borough of Chesterfield.

The board drives the strategic direction of Destination Chesterfield, including Chesterfield Champions, in particular direction setting, securing resources, overseeing financial performance, delivery of targets and priorities identified in the Destination Chesterfield Strategy, together with ensuring the partnership meets the conditions of any external funding.

Board membership will be defined by Destination Chesterfield's Terms of Reference, and positions will be defined and selected to reflect the expertise and skills required to support the delivery of the current Destination Chesterfield Strategy.

These posts will also be reflective of the Chesterfield business community.

7.1.2. Chesterfield Champions

The focus of being a champion is to be a proactive ambassador for Chesterfield and to support Destination Chesterfield in the delivery of its activity. Champions will be supplied with information, assets and tools to support them.

Champions will also have a chance to influence and shape place-making activity for Chesterfield and the delivery plans of Destination Chesterfield alongside access to event and marketing activities.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



**CHESTERFIELD
BOROUGH COUNCIL**

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**Funded by
UK Government**

7.1.3. Sector groups

Destination Chesterfield will deliver for the period of this strategy.

- Manufacturing & Engineering Group,
- Property and Construction Group

These groups should empower the private sector to support and help deliver the vision and the aims of the Chesterfield Growth Strategy and this strategy.

Additional groups may be created or linkages developed with existing sector groups to support the delivery of this strategy.

This structure allows those groups to focus on what is needed for their sector and to be critical friends of planned activity.

These are subgroups of the Chesterfield Champions Network but may have some activity available to non-Chesterfield Champions when it aligns with the strategic focuses of this plan.

7.1.4. Other groups

Several external groups or partnerships link directly to the delivery of Destination Chesterfield.

Examples included the Chesterfield Skills and Employment Board, Staveley Town Deal Board, Visit East Midlands, Invest East Midlands and the Chesterfield Town Board.

There should be strong links to these groups and the Destination Chesterfield Board.

This will be either through a role on the Destination Chesterfield Board, through Destination Chesterfield representation on these groups, or through annual invites to the Destination Chesterfield Board to engage and update on progress.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

**CHESTERFIELD
CHAMPIONS**



CHESTERFIELD
BOROUGH COUNCIL

CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS



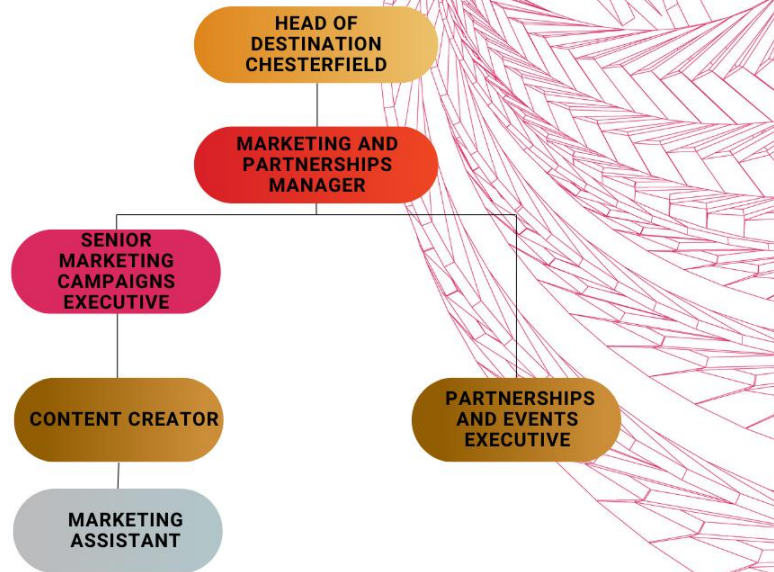
East Midlands
Combined County
Authority



Funded by
UK Government

7.1.5. Operations team

DESTINATION CHESTERFIELD



7.1.6. Resources

Destination Chesterfield is funded through the Chesterfield Borough Council, East Midlands County Combined Authority, grants, private sector and commercial funding.

Chesterfield Borough Council is the accountable body for the partnership.

7.1.7. Performance measures

Strategic Performance Measures have been identified throughout this report in relation to the Chesterfield Growth Strategy and the East Midlands Growth Plan.

Specific outcomes and outputs for the delivery of Destination Chesterfield are identified in the Destination Chesterfield Plan.

These will be monitored by the board to evaluate the success and future direction of the partnership.

DESTINATION CHESTERFIELD

Destination Chesterfield is funded by

CHESTERFIELD CHAMPIONS



CHESTERFIELD BOROUGH COUNCIL

**CLAIRE WARD
MAYOR OF THE
EAST MIDLANDS**



**East Midlands
Combined County
Authority**



**Funded by
UK Government**