



Chesterfield Pride in Place Town Board

Events and Animation project

11th June 2026

1.0 Purpose of the report

1.1 To update the Board on the Events and Animation feasibility study that was commissioned by the Board and to advise the Board of the recommendations for the Town Board to consider in terms of events and animation delivery.

2.0 Recommendations

2.1 To consider and approve the recommendations from the Events and Animation feasibility study to include:

2.2 To Board agrees the proposed layered approach to event delivery throughout the year, building upon existing events activity.

2.3 To Board agrees the proposed role of the Pride in Place Communications and Engagement Group to have a role in strengthening communication and cross promotion of events, sharing information, supporting partnership working by reaching out to their existing networks, listening to feedback and reporting back to the Town Board.

2.4 To Board requests Chesterfield Borough Council to develop an Outline Business Case (OBC) to set out the request for events funding for years 3 and 4 of the Pride in Place programme.

3.0 Background

3.1 In March 2025 the Board approved the commissioning of a feasibility study into the future development and sustainability of the events programme for Chesterfield Town Centre. Funding of £10k revenue was approved from Pride in Place Capacity Funding to support the delivery of the feasibility study. Chesterfield Borough Council undertook a procurement exercise and consultants V4 were appointed to deliver the feasibility study.

3.2 The study was commissioned to:

- Review the current town centre events and animation offer.
- Identify clear opportunities to strengthen Chesterfield's position as a vibrant destination.
- Review case studies of events and animation from other areas to highlight good practice.
- Gather views from residents, businesses, community groups, partners and young people.
- Consider how events can best support footfall, dwell time, visitor experience, local business activity and town centre vibrancy.
- Develop a strategic framework for future activity.
- Review impact and evaluation.

3.3 In January 2026, V4 consultants engaged with a range of stakeholders to inform the feasibility study. This included engagement with residents, businesses, community organisations, delivery partners, young people, and key stakeholders. The consultants have highlighted that the Engagement undertaken as part of the study demonstrated a clear demand for:

- More visible and regular town centre activity
- A stronger evening offer
- Continued family-friendly and inclusive programming
- Events which reflect Chesterfield's local identity, heritage and businesses

3.4 In February 2026, the Board received a request to approve an Outline Business Case (OBC) for events in Chesterfield Town Centre. The request was brought to the Board for consideration as funding for events delivery previously provided to Chesterfield Borough Council from the UK Shared

Prosperity Fund (UKSPF) had come to an end. There was concern that events delivery would be impacted the Board approved the Town Centre Events and Animation project to ensure that events could continue to go ahead. Funding of £150,878 revenue was approved from Pride in Place funding, with the project match funded by Chesterfield Borough Council. The project went live in April 2026 (Pride in Place project 8).

- 3.5 In approving the funding, the Board acknowledged that the events feasibility study was yet to conclude. With this in mind, the Board asked for a review of events project to be undertaken after 12 months of delivery and for the outcome of the feasibility study to inform event delivery in year 2 of the project (as year 1 activity had already been planned). The project is now operational, and a full programme of events has been pulled together for year 1 of the project. This includes:

Date	Event
28 th May 2026	1940's Market
4 th -5 th July 2026	Chesterfield Steampunk Weekend
15 th August 2026	Chesterfield Emergency Services Day
22 nd August 2026	Chesterfield on Safari
22 nd November 2026	Christmas Lights Switch On

3.6 Events Feasibility Study

As stated above, consultants 'V4', commenced their work on 29 September 2025. The report is now complete and presents Chesterfield Town Centre as having a strong events base. It highlights that there is clear public support for a more visible, year-round programme of events activity. The review shows the biggest opportunity is not to replace existing events, but to build on them through a layered programme of anchor events, seasonal activity, smaller activations, and partnership-supported initiatives. This is likely to deliver the greatest long-term value to the Town Centre, in terms of attracting visitors and footfall to support

our businesses. This is summarised in below:



- 3.7 The study references the importance of partnership working and recommends the Town Board's, Communication and Engagement Group that oversees the engagement in the Pride in Place programme could be considered best placed to make sure the events and animation project is delivering what the communities of Chesterfield want; this will be captured through the ongoing engagement work that they do. This group could strengthen communication and cross promotion of events, share information, support partnership working by reaching out to their existing networks, listening to feedback and reporting back to the Town Board.
- 3.8 The feasibility study also makes a key recommendation that it is important to maximise Pride in Place funding by securing additional external funding opportunities should they become available. It is important to clearly demonstrate what is delivered through core council funding, what additional activity is enabled through Pride in Place funding, and that, if the ambition is to expand events and activations in order to achieve the full range of intended outcomes, secure additional funding to facilitate delivery.
- 3.9 The feasibility study recommends that the Pride in Place Board should continue to support events delivery in the longer term. The report concludes that events make an impact and are clearly aligned with the Pride in Place programme objectives. Ongoing engagement should ensure that events will continue to meet the needs of our communities. Currently, funding is allocated for 2 years only, and it is proposed that the

Board invite a further OBC to be completed for events and animation to deliver project activity beyond 2027/28 financial year. It is suggested that activity could be extended by a further 2 operational years – up to the end of the currently approved Pride in Place Investment Plan period. This will allow the team delivering events to plan ahead and as appropriate secure additional funding for events delivery and to ensure the Towns reputation for event delivery is consolidated.