The Team

ENGIE will “retain ownership and lead the repurposing of the site.” Wilfrid Petrie, ENGIE CEO UK & Ireland

ENGIE is a leading energy and services company focused on three key activities: production and supply of energy, facilities management and regeneration.
Chapter 3, Policy Context

The following objectives are of relevance to the redevelopment of the Rugeley Power Station site:
• Building a strong economy
• Ensuring the vitality of town centre
• Promoting sustainable development
• Delivering a wide choice of high quality homes
• Requiring good design
• Promoting healthy communities
• Meeting the challenge of climate change, flooding and coastal change
• Conserving and enhancing the natural environment
• Conserving and enhancing the historic environment
• Facilitating the sustainable use of minerals
Vision for Rugeley Power Station Development

Brief SPD

“The overall aim for the site is to create a well-designed mixed use development which incorporates market housing, affordable housing, self-build housing, employment provision, education provision and open space and recreational facilities. It is envisaged that the new development will become a popular residential neighbourhood and place of work, creating a network of pedestrian and cycle routes and open spaces which connect the site with the surrounding area and respond to the local context.”
Rugeley Power Station Task Force

Task Force
- Cannock Chase District Council
- Lichfield District Council
- Staffordshire County Council
- Greater Birmingham and Solihull LEP
- Staffordshire and Stoke-on-Trent LEP
- Department for Works and Pensions
- National Careers Service
- Job Centre Plus
- Homes and Communities Agency
- ENGIE

Site boundary
Local Planning Authority Boundary
Energy Innovation Zones

Energy Innovation Zones (EIZ) is a new concept designed to tackle the specific challenges of clean energy innovation in Britain today.

An EIZ is a geographically defined area in which innovators can deploy clean energy solutions under bespoke rules and conditions agreed by local authorities and national regulator.

It provides a flexible framework for focused energy infrastructure investment meeting local community needs.

It is a mechanism for risk-managed transition to an appropriate energy infrastructure for the future.

On 27 November 2018, 140 delegates from businesses across the West Midlands and beyond joined the West Midlands Combined Authority for Energy Capital’s conference which was opened by Andy Street, Mayor of the West Midlands Combined Authority.
Energy Innovation Zones

What does this mean for Rugeley?

Rugeley EIZ will act as an enabler for driving scalable, innovative, low carbon solutions that provide the opportunity to investigate:

• A communication and operations hub for energy/smart solutions (such as a microgrid) to link energy systems around the Power Station site and beyond
• Large-scale deployment of domestic and commercial rooftop solar (especially on the Power Station site), with potential quick-wins identified in the wider Rugeley EIZ
• Significant deployment of domestic and grid scale energy storage to enable regional capacity and flexibility
• Allocation of space for communal/central infrastructure, including energy-related education and innovation facilities (such as an Innovation Hub or Hackspace)
• Working with local and regional partners to develop and deliver distinctive low energy, modular housing typologies, creating economies of scale through deployment across Rugeley EIZ and beyond
• How the Power Station site could enable low carbon personal or public transport for Rugeley EIZ and beyond
Proposed Energy Innovation Zone
Transforming Rugeley

Rugeley coal plant to be transformed into a sustainable village

Energy firm plans to build 2,000 homes powered by solar panels on the Staffordshire site

An old coal power station is set to be transformed into a “sustainable village” of 2,000 homes powered by solar panels, in the biggest redevelopment yet of a former UK power plant.

French firm Engie said it had decided against selling off the Rugeley site in Staffordshire and would instead build super efficient houses on the 139...
Understanding Rugeley
Rugeley Power Station Community Planning Renaissance Forum

Launch

Rugeley Power Station Community Planning Weekend
1.45 - 6.30pm, Friday 30 November & 10.45am - 4.30pm, Saturday 01 December 2018
Report Back at 7.00pm, Tuesday 04 December 2018
Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL
Everyone is welcome!
Publicity
Early Community Engagement

- St Joseph’s Primary School
- The Hart School
- Rugeley Christmas Market
- Mansefield House Lunch Club
- Rugeley High Street shopkeepers
- Young mums
St Joseph’s Primary School

What is missing in Rugeley?

• Leisure activities (bowling alleys, cinema, play areas, go-karting, indoor play areas, fishing, sailing clubs, tennis courts)
• High school
• Primary school
• Special needs spaces (esp. autism)
• Cultural centre (museum)
• Winter gardens
• Shops and restaurants
• Education centre/ skills centre
• Trams

“There is nothing to do after school. We need places to go to and play.”

“My sister is autistic and there is nowhere we can take her. Can we have some places & spaces which are suitable?”

“We need a cinema.”
St Joseph’s Primary School

How can we make the site sustainable & energy efficient?
• Community gardens, growing own food
• Solar panels on roofs
• Wind energy
• Cycling and walking paths
• Trams to connect to stations and town
• Use water from the river

“We need to have public transport so that the old people can come here.”

“Birmingham has trams and we should have some too.”

“Can we have an Eden Project type winter garden on this site?”
Rugeley Christmas Market

“We would like better facilities for our younger generation, if more housing was built, better schools, doctors, parks are also needed.”

“Social housing needed.”

“As local residents we want to see a nature reserve and green land preserved for use by local people.”
Rugeley Christmas Market

The town requires
• More amenity space
• More local facilities including GPs and schools
• Something for the younger population
• More jobs / opportunities to retain Rugeley talent

Concerns towards future development
• Too many houses with lack of community facilities
• Issues related to traffic
Mansefield House Lunch Club

“We need a sense of community that used to exist.”

“More housing is fine, but will there be supporting infrastructure? GPs, dentists, community facilities?”

“Rugeley has become a commuter town. We need people to live and work here...spend time here.”

“Affordable homes and cinema. We need young people to stay here.”

“We need to make sure that Lichfield District Council doesn’t ignore us. Rugeley is always overlooked and this should not happen again!”
CPW Set-up

Rugeley Power Station Community Planning Weekend
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Everyone is welcome!
Introduction
St Joseph’s Primary School
St Joseph’s Primary School
The Hart School
Friday Dialogue Workshop
Friday Dialogue Workshop Issues

“The most important thing is to get the employment situation right before anything else happens.”

“The climate has to change. People need hope, not despondency, regeneration not degradation.”

“Young people leave to go to university and do not come back.”

“We need Rugeley to be in charge of its own destiny.”
Friday Dialogue Workshop Actions

“Make it an innovation centre. Create the spaces for businesses that need it, create co-working and technical spaces. Make it community friendly.”

“Catch the children when they’re young. This is for them.”

“A showcase development; not just for ENGIE but for Rugeley as well.”

“It might not be a single attraction to draw people here but a range of different attractions.”
Break World

1. Bike Race - get to all the places of interest
2. Country Trail - monkey puzzle trees
3. Country House - a place to stay
4. Park Around - balancing logs and swings
5. Beach Mania
6. Boating Lake
7. Pool Bar - bars around the outside to help you in and out of the pool
8. Meet me at the Juice World - made of juice filled trampolines where you can bounce around with your friends
The Transport Solution
The Transport Solution
The Transport Solution

1. Safe cycle routes between Trent Valley Station and Cannock Chase
2. Improvements to Rugeley Trent Valley station
3. New bus service loop
4. Safe & legible pedestrian route between Rugeley town centre and the site
5. Easy access to nature, the River Trent & Borrow Pit Lake
6. Enable use of and access to waterways
7. Creation of a new marina
Education for Life
Education for Life
Education for Life

1. Creation of a central, social club for Rugeley
2. Incorporation of healthy living and healthy education
3. Early access to site
4. Restrict retail to Rugeley town centre
5. Respecting the past uses on site
Looking Back to Look Forward
Looking Back to Look Forward
Looking Back to Look Forward

1. Rugeley as a tourist hub
3. Opportunity for a new museum
4. Early phase delivery of locally designed public art
5. Rugeley beginnings - Aelfgar, son of Lady Godiva
6. Keep retail in the town centre
7. Model Engineering Track relocates to Shugborough
8. Creation of jobs through increased tourism
9. Using heritage to create identity
What Goes Where?
What Goes Where?
What Goes Where?

1. Community Hub with primary school, healthcare & entertainment
2. Light rail link
3. Boating and other leisure activities
4. Employment centred around existing retail infrastructure
5. Riverside park that is open to the people of Rugeley and has access to the river and views, sports, allotments and walking and cycling routes
Hodgley Park
Hodgley Park
Hodgley Park

1. Carbon neutral development - showcase
2. Make digital happen - future proof
3. Manage water and drainage
4. Think vertical
5. Keep our graduates local
6. Make it a learning place
7. Reduce the need to travel
8. Think intergenerational
9. Enable local food growing
Heritage Walkabout

1. Christina Collin’s Headstone
2. St Augustine’s Church
3. The Old Chancel
4. Red Lion
5. Penny Bank
6. Clock Tower
7. Brook Square
8. Talbot Street / Victorian houses
9. George Key Clothing Factory
10. St Joseph & St Etheldreda Catholic Church
Heritage Walkabout
Saturday Dialogue Workshop Issues

“We got a by-pass and what happened? Everyone passed us by.”

“The cooling towers are a massive symbol for our town.”

“If it’s going to be a massive housing estate it’s going to swamp the town and kill it.”

“What’s the point of a country park - what a waste of time.”
Friday & Saturday Dialogue Workshop Issues

Jobs
• Jobs before houses: we need to generate sufficient interest from future employment for new and existing residents.
• There is a lack of jobs in Rugeley, with people commuting out for work.
• Are the large companies in Rugeley stable?
• Rugeley is just a feeder to larger surrounding towns.
• How can we bring opportunities into Rugeley?

Education
• Young people are leaving Rugeley and not coming back due to a lack of opportunity.
• There is a lack of schools in Rugeley.
• There are no adult and extra-curricular educational spaces
Friday & Saturday Dialogue Workshop Issues

Leisure and amenities
• The town centre is dying due to a lack of shopping and amenities; cafés, cinemas etc
• Town centre’s are being killed by shopping centres on the outskirts of towns
• What is happening to existing leisure facilities on site?
• Lacking support to care for the community ourselves; elderly, young, adult education, activities for the children and teenagers

Infrastructure
• Will residents in other catchment areas be causing a strain of Rugeley’s infrastructure?
• Lack of parking at train stations and town centre
• We don’t want another huge housing estate without facilities and suitable infrastructure
• We don’t have big enough schools, surgeries or support for our community services. More people will just make this worse
Friday & Saturday Dialogue Workshop Issues

Getting about
• Links in and around Rugeley are not adequate, especially to the train stations
• Congestion around the by-pass is bad. The influx in population will cause further strain
• We want links to the canal and any new facilities

Green and blue spaces
• We want to increase access and use of the canals and green open spaces
• Make use of the canals and surrounding countryside
• We want clubs and educational benefits from the lakes and new areas of green and blue space
• How will green energy be created and utilised for Rugeley?
Friday & Saturday Dialogue Workshop Issues

Relationships between the community, the councils and ENGIE
• Decisions are being made without the community being involved
• Rugeley doesn’t get its fair share from the councils

Heritage
• Rugeley has a history and needs to be known by all
• The new site needs to pay homage to the town and to the history of the site
• The cooling towers are part of our landscape and our identity
Saturday Dialogue Workshop Actions

“We are used to high, tall buildings here - we have affection for our towers.”

“The way this stitches into the town and makes a positive difference to the town is fundamental.”

“The town should be self-generating power.”
Friday & Saturday Dialogue Workshop Actions

Employment
• Provide workshop spaces for local business, appropriate for apprenticeships and vocational training
• Explore regenerating existing units around the town
• Encourage communication with the council to create interest in Rugeley from new companies and start-ups

Education
• Have a school on-site for new and existing residents
• Have centres on-site for extra-curricular groups to use
• Work with the council to provide funding for adult education and community learning hubs
Friday & Saturday Dialogue Workshop Actions

Leisure and Amenities
• We are reconfiguring sports facilities on the site
• We are going to make the lake, canal and green areas easier to access

Infrastructure
• Build a mix of housing and tenures to support local needs
• Focus on improving existing roads and allow for the influx of new residents
• Improve transport links for buses, trains and bikes

Getting About
• Create new links between the canals, the site and the town
• Get transport links that will work for the community

Heritage
• Include an area for a museum and educational centre
• Create a new focal point, paying tribute to the power site
Friday & Saturday Dialogue Workshop Actions

Green and Blue Spaces
• Open the lakes and green spaces for the community
• Keep allotments open for all
• Preserve the canals and improve connections to them
• The Energy Innovation Zone will create green energy, working for existing and new homes in Rugeley

Relationships between the community, the councils and ENGIE
• Establish a forum for future collaboration between the community, ENGIE and the councils
• Create a Renaissance Manager to represent the town and its needs
• Keep relations open and incorporate views to improve the vision for the development
• Make the site a flagship for both the community and ENGIE to be proud of
Lunch
Amanda Milling MP (Cannock Chase)
Unicorn Deer of the Middle
Unicorn Deer of the Middle
Unicorn Deer of the Middle

1. Heritage trail from Cannock Chase to Rugeley extended into Power Station - a physical journey from past to present to future
2. Create a new monument to Rugeley that reflects the past but demonstrates the town’s forward thinking aspirations
3. New museum and visitors centre
Releasing ENGIE
Releasing ENGIE

1. Improved rail, and pedestrian links to Rugeley & wider landscape
2. Making use of the water
3. Enhanced views and new beacons
4. Country park - wildlife and education
5. Education and employment
6. Amenities for young and old alike
Promenade Loop
Promenade Loop

1. Strong physical & spiritual connection to town centre
2. High density mixed use “aspirational” urban village
3. Employment area for SME with own access
4. Medium density residential with higher density frontage facing riverside park
5. Riverside park
6. Promenade connecting to a wider town loop
7. Borrow Pit Lake key to site drainage and enhanced for public access
8. Future-proof to allow connection through Amazon site to Brereton
How to Attract
How to Attract
How to Attract

1. Commercial to screen the 400kV sub-station
2. A ‘new town square’ and community hub
3. Leisure and entertainment
4. A multi-mode movement corridor along the rail lines
5. ‘Housing in the town’ - homes at the Rugeley end
6. A new reflection of a cooling tower footprint
7. Future linkage across current Amazon site
8. Provide apprenticeships and training for younger residents of Rugeley
9. Mixed employment, co-working & makers’ spaces
Connecting Green and Blue
Connecting Green and Blue

1. Railway, green space, river, and canal all run NW to SE
2. Opportunity to connect green space, river & canal with NE to SW pedestrian and cycle routes
3. Views from Glover’s Hill SW towards Chetwynd’s Coppice and beyond and NE back to site
Next Steps Workshop
Next Steps Workshop Summary

• Continue to connect and consult with the community of Rugeley and surrounding areas
• Establish links with local groups, churches, sports teams, youth clubs and council in the area to share ideas on the development
• Explore how the site can relieve strains on schools, healthcare and transport for Rugeley and the new community
• Prioritise sports and leisure facilities that can open quickly for the public to use
• Open new links between the canal and the town centre
Team Dinner
Team Working
Key Themes

Rugeley Renaissance

Community Planning Weekend (CPW) participants were knowledgeable and proud of Rugeley’s rich heritage and whilst aware of the town’s current challenges, they were very ambitious for its future. It was recognised that the Power Station site regeneration represents a huge “once in a generation” opportunity to deliver something special that can act as a catalyst for the town’s renaissance. The setting up of an Energy Innovation Zone is an example of an initiative that will bring benefits and innovation to the whole town. All stakeholders, including ENGIE, local councils and the community, including local business, should collaborate with one overarching objective - Rugeley’s Renaissance.

“This is a once in a generation opportunity to bring positive change to the town and spark Rugeley’s Renaissance!”
Key Themes

Power Station Regeneration

The regeneration of the Power Station site is an opportunity to build an exemplar, low carbon, smart technology community. ENGIE will oversee the demolition phase to spring 2021 and act as master developer to regenerate the site, with partners. Development should provide employment, training and community amenities for local people, along with new homes to suit all incomes and a new riverside park. The development should integrate with the town and wider area and include uses and amenities which complement, not compete with, the town centre.

“Make it a showcase development not only for ENGIE but for Rugeley as well.”
**Key Themes**

**Past and future identity**

The Power Station, and particularly the cooling towers, is a significant local landmark and has helped shape Rugeley’s identity over many years. Replacing it requires a development with a bold new identity to be created, which include a recognition of the past. Ideas for this celebration includes keeping energy production at its heart, recognising and marking the importance and significance of the cooling towers and providing historical and cultural interpretation potentially combined with educational, community and leisure uses and areas.

“Create a memorial to the Power Station.”

“Have the footprint of the towers as a memorial.”
Key Themes

Employment, training and local economy

Participants were keen to see the creation of good quality jobs and training opportunities for local people, and to retain and attract talent. It is important to keep young people engaged in education and wanting to stay in the town. Efforts should be made to investigate potential further education opportunities including a skills training college and to establish links with universities and companies. There should be affordable workspace for start-ups and SMEs to encourage the growth of a more resilient and sustainable local economy. Development should complement not compete with the town centre.

“Keep our talent local - create space for start-up companies and SMEs”

“Make it an innovation centre. Create the spaces for businesses that need it, create co-working and technical spaces. Make it community friendly.”
Key Themes

Creating a visitor destination

Rugeley residents have bold ambitions to promote their town as a visitor destination by tying together the many heritage, cultural and environmental assets of the town and the county. In particular, the proposed riverside park could link to the Trent and Mersey Canal and Cannock Chase Area of Outstanding Natural Beauty (AONB) to attract visitors interested in a range of active outdoor pursuits and encourage overnight stays in the town.

“It might not be a single attraction to draw people here but a range of different attractions.”
Key Themes

Getting about

The regenerated Power Station site needs good pedestrian, cycle and public transport connections with the town centre and rail stations. The opening up of the new riverside park will bring opportunities to create leisure routes linking to Cannock Chase and the wider area. Renaissance should focus on improving the facilities at Rugeley Trent Valley Station.

“Create transport links that will work for the community and prioritise people powered and public transport.”
Key Themes

Residential and mixed use development

The younger generations in particular face challenges finding decent, affordable homes that meet their aspirations. The regeneration of the Power Station will include new apartments and houses, providing energy efficient homes for people of all age groups, incomes and aspirations to create a balanced community. A range of well designed homes and other uses set in high quality landscape linked to the riverside park will create different character areas across the regenerated site.

“I have no chance of being able to buy a house like how it was for my parents.”

“Build a mix of housing and tenures to support local needs.”
Key Themes

Leisure and community facilities

Participants felt that Rugeley lacks facilities and activities for all residents, in particular for young people, that nearby towns take for granted. The regeneration of the Power Station site should promote healthy lifestyles and include a distinct community offer with education, health and leisure provision and a social hub with spaces for the communities to come together with affordable activities e.g. youth club, cafe, cinema, library, maker space, etc. Opening up the significant public open space, the lake and the river at the Power Station will encourage active lifestyles and provide land and water-based leisure and sporting opportunities, including angling once again.

“Whatever you do I expect this development to bring amenities that support healthier lifestyles.”
Key Themes

Investing in young people

There is a lack of opportunity, activities and facilities for many of the young people in Rugeley and good quality affordable housing can be difficult to attain. Investing in young people should be a key consideration for the Rugeley Power Station site regeneration: aiming to catalyse a town Renaissance to provide quality education and jobs, and affordable homes and amenities that will encourage them to aspire to build their future in the town. Young people are the town’s future and it is critical to engage them in the Renaissance process.

“Catch the children when they’re young - this is for them!”
Key Themes

Continuing community participation

Participants at the Community Planning Weekend were keen to continue to play their part in shaping the proposals for the Power Station and Rugeley Renaissance. A Community Forum with topic based action teams should be established which meets regularly, and which reaches out and communicates with the wider residential and business community. Regeneration and Renaissance takes many years, so to maintain momentum and build trust in the process “meanwhile uses” and “early wins” should be programmed, such as opening the riverside park area and the Borrow Pit Lake to the public.

“Establish a forum for future collaboration between the community, ENGIE and the councils.”