

Rugeley Power Station Community Planning Renaissance Forum

30 January 2019

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.



Rugeley Power Station Development Brief SPD

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.”

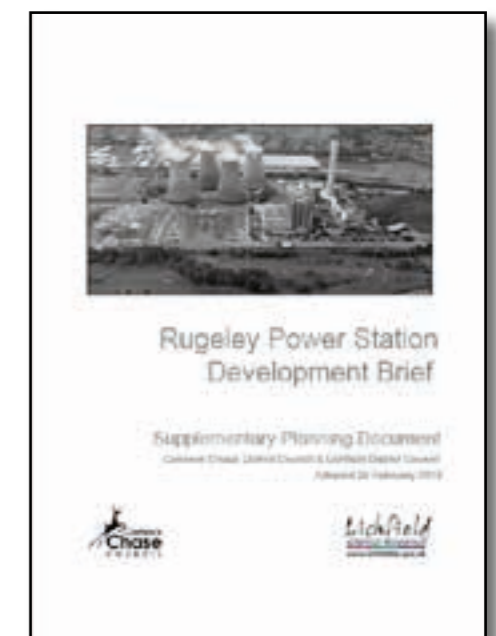
Rugeley Power Station Task Force



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 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 ElZ 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 ElZ
- 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 ElZ and beyond
- How the Power Station site could enable low carbon personal or public transport for Rugeley ElZ and beyond

Proposed Energy Innovation Zone



Transforming Rugeley

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The Guardian

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Environment ▶ Climate change Wildlife Energy Pollution

Solar power

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

Adam Vaughan
@adamvaughan_uk
Mon 19 Nov 2018 13.01 GMT

624



▲ Super efficient homes are to be built on the Rugeley coal power plant site. Photograph: nagelestock.com/Alamy

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-

most viewed

- Live Arsenal v Tottenham: Premier League - live!
- Deontay Wilder retains WBC heavyweight title over Tyson Fury after split draw
- Labour poised to move May confidence motion if she loses Brexit vote
- Killing of swan family in Kent brings calls for airgun regulation
- Scott Stearney, US navy chief in Middle East, found dead in Bahrain

Understanding Rugeley



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!

ENGIE

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Publicity

Rugeley Power Station Community Planning Weekend

Friday 30 November to Tuesday 04 December 2018

You are invited to the Rugeley Power Station Community Planning Weekend to help shape a vision for the future of this important site and its relationship with Rugeley.

Everyone is welcome!

Community Planning Workshops & Exhibitions
 Friday 30 November 14:30pm - 8:30pm
 Saturday 01 December 10:00am - 1:30pm

Report Back Presentation
 Tuesday 04 December 6:00pm - 8:30pm

Venue
 Mansfield House, 40 Market Street, Rugeley, WVS1 2B.



Rugeley Power Station Community Planning Weekend is being organised by JTP on behalf of JTP. © 2018 The local community vision for Rugeley Power Station is subject to the T1 Community Planning plan a community agreement at the Mansfield House on 27/11/18.

Rugeley Power Station Community Planning Weekend

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Background
 In 2014 Rugeley Power Station passed production of electricity to the National Grid and created the opportunity to rethink an exciting new future for the site through community development. The former OXLE, a leading energy services and engineering company, is committed to working closely with the local community and has appointed a Community Development Manager (JTP) to deliver the Community Planning Weekend.

Community Planning Weekend
 The Community Planning Weekend will be an ideal opportunity for those local knowledge and expertise in shaping the site through public workshops and focus group planning groups. There will also be an exhibition including the background of the site, the plans to be developed in future years to be used to regenerate - and help to create a new focus for the site which will help to improve the local environment and bring back life to the site.

Report Back Presentation
 After the public consultation has been completed and we have the community plan that will be the Rugeley Power Station plan for the future of the site. This will be presented back to the local community on Tuesday 4 December.

Following the Community Planning Weekend the OXLE team will develop the proposed development and building planning application for submission in Spring 2019.

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STAFFORDSHIRE Express & Star

WHAT HAPPENED TO MY MOTHER?
 A DAUGHTER'S DESPERATE QUEST FOR THE TRUTH 45 YEARS AFTER MYSTERY DISAPPEARANCE - PAGE 4

POWER STATION PLANS GO PUBLIC

NEIGHBOURS will get their first glimpse of plans for the transformation of Rugeley Power Station into a 2,200-home estate as public talks get under way

MINERS' church may disappear

MURDER accused was 'vague' at the scene

EDUCATION School expansion scrapped

goodfood SHOW WINTER 29 Nov - 2 Dec Birmingham NEC

88C000FOODSHOW.COM | 08 44 581 1352

Rugeley Town Council
 1,553 likes

Rugeley Town Council

Like Page Share

Rugeley Town Council
 about 2 weeks ago

Here are some details on the up coming Community Consultation weekend regarding the Power Station Site.....

<https://www.jtp.co.uk/.../rugeley-power-station-community-pla...>

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JTP.CO.UK
Rugeley Power Station Community Pl...
 The local community is invited to the Rugeley ...

7 Comment 4

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





Sign-in



Exhibition



Introduction

at 7.00pm, Tuesday 04 December 2018
Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL
Everyone is welcome!
jtp.co.uk

PROBLEMS

DREAMS

SOL



**Rugeley Power Station
Community Planning Weekend**
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Handwritten notes on a whiteboard:

- Group - 10.30
- 10.45 - 11.00
- 11.00 - 11.15
- 11.15 - 11.30
- 11.30 - 11.45
- 11.45 - 12.00

St Joseph's Primary School

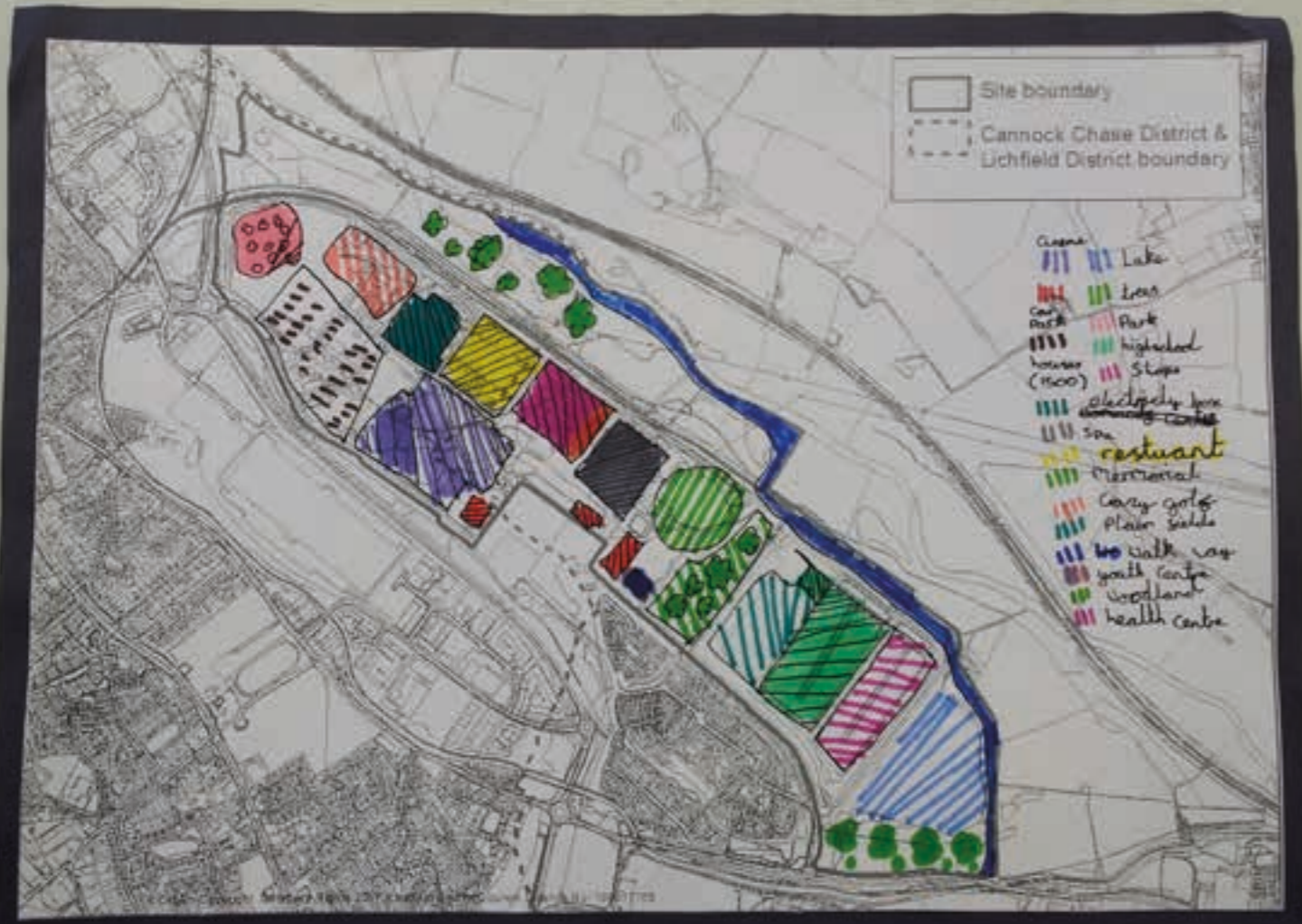
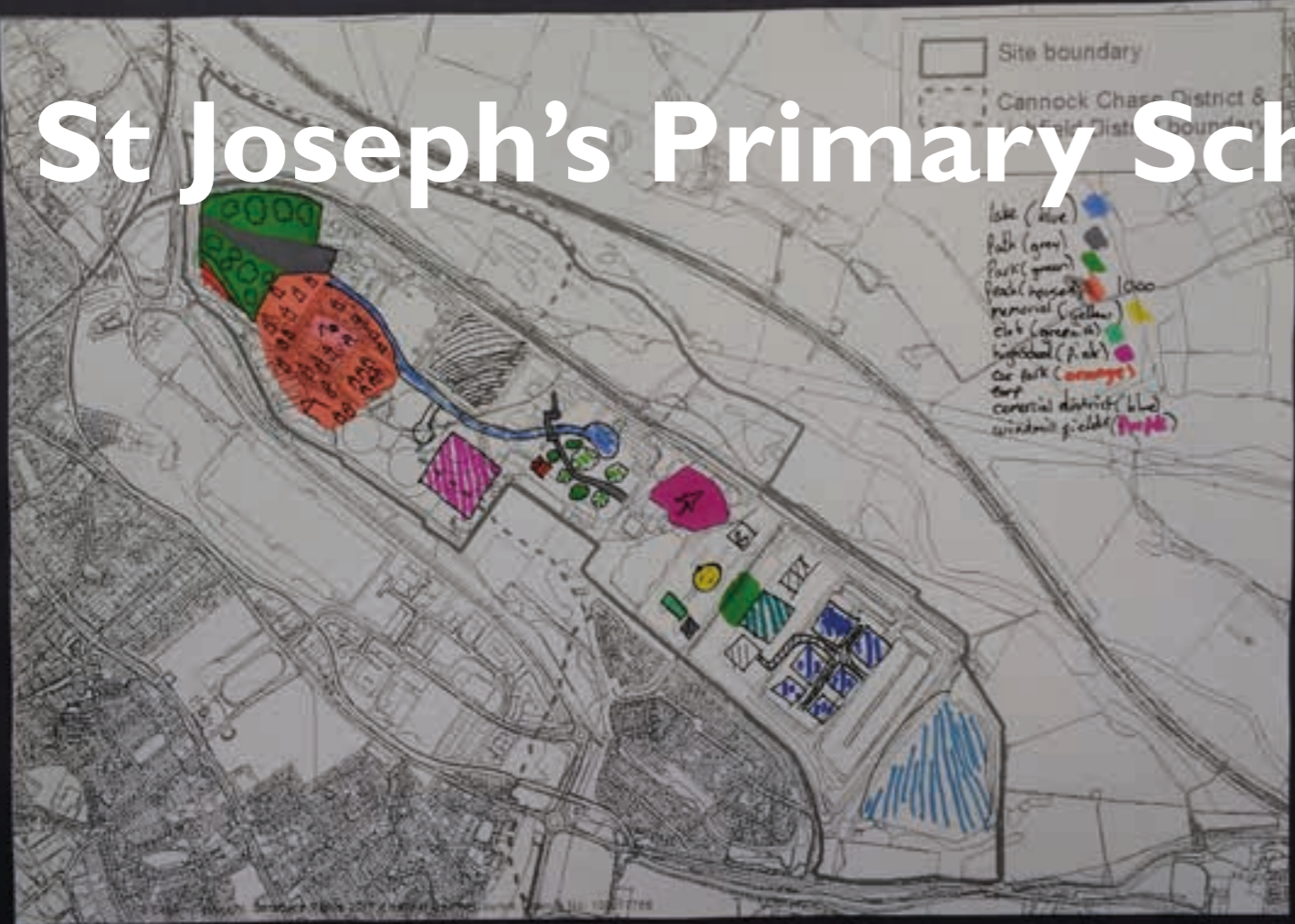
DREAMS

KEY



Community Meeting
4.30pm
Friday
November &
04 Dec

St Joseph's Primary School



The Hart School

ENGIE

PR

Everyone is w

Rugeley
Site Location



tat

Field House, 40 Market Street, Rugeley WS15 2JL
Everyone is welcome!

Friday Dialogue Workshop



Report Back at 7.00pm, Tuesday 04 December 2018
Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL
Everyone is welcome! jtp.co.uk

engie

PROBLEMS		DREAMS		SOLUTIONS	
COMMUNITIES	HEALTHCARE	Educative	Employment	COMMUNITIES	HEALTHCARE
DEVELOPMENT	WASTE	WASTE	WASTE	DEVELOPMENT	WASTE
WASTE	WASTE	WASTE	WASTE	WASTE	WASTE
WASTE	WASTE	WASTE	WASTE	WASTE	WASTE

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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.”

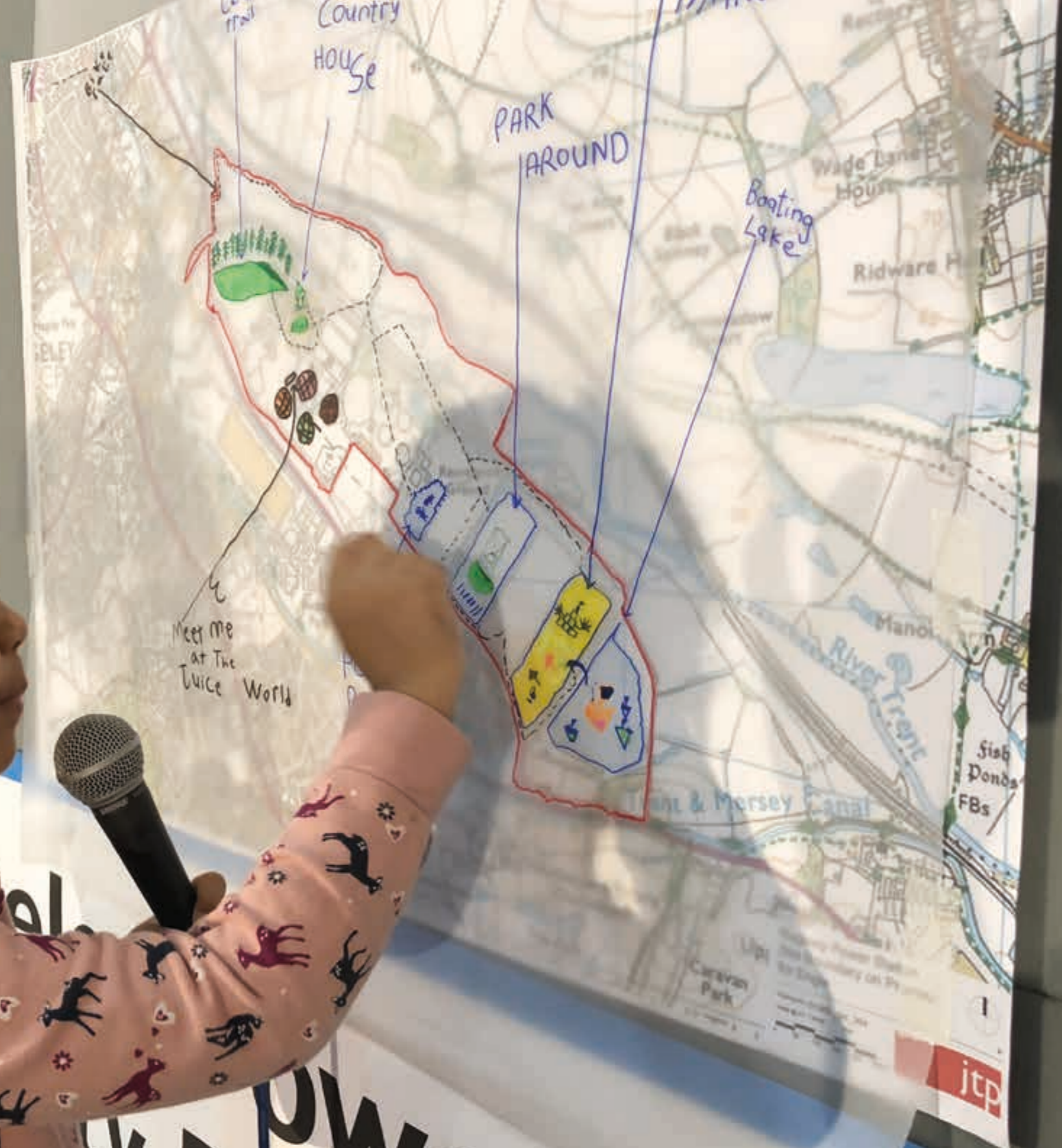
“A showcase development; not just for ENGIE but for Rugeley as well.”

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

Break World



Break World

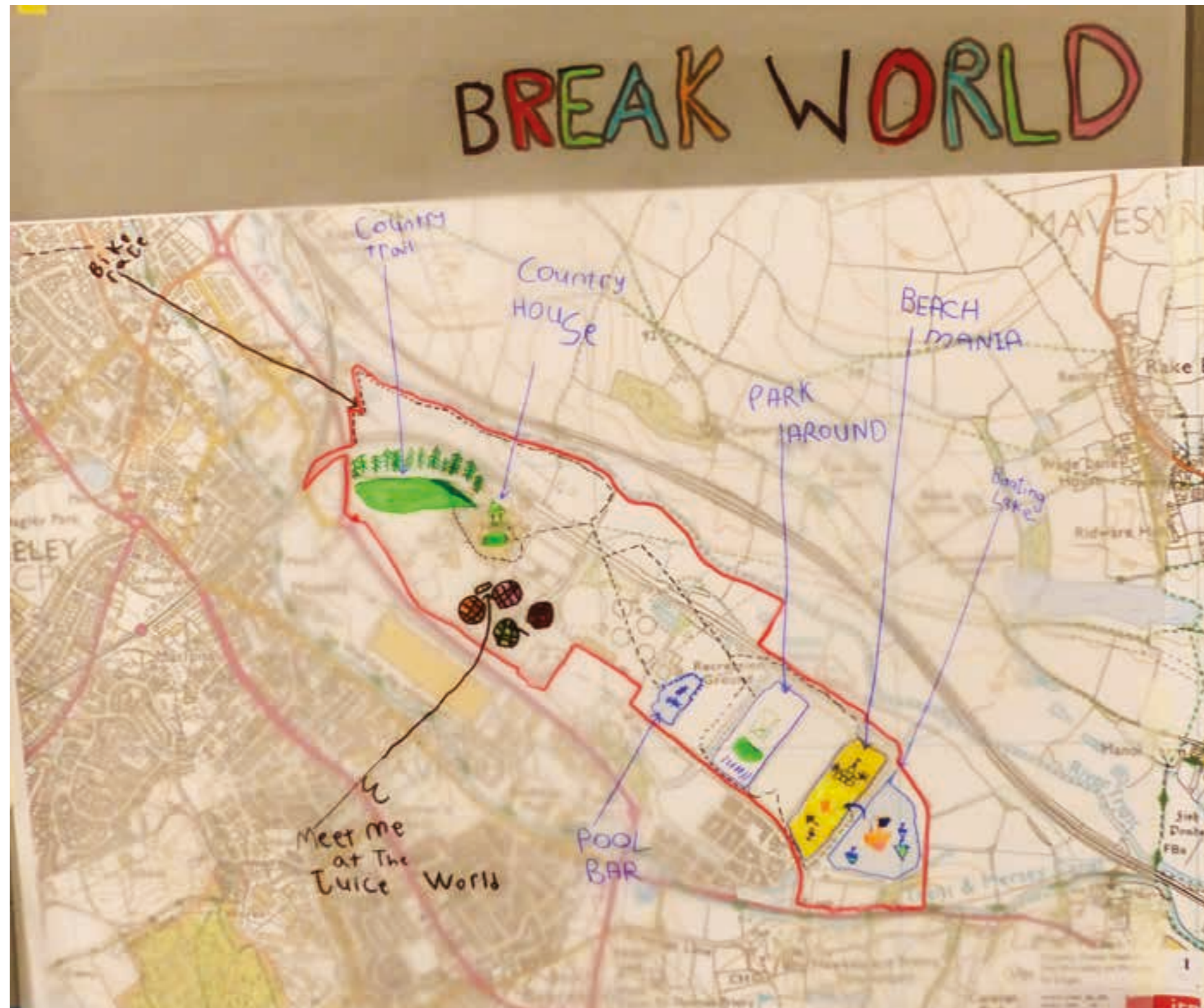


Meet me
at The
Twice World

jtp

BY POWER

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

Everyone is welcome!



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



Venue. Maribou

Everyone is welcome

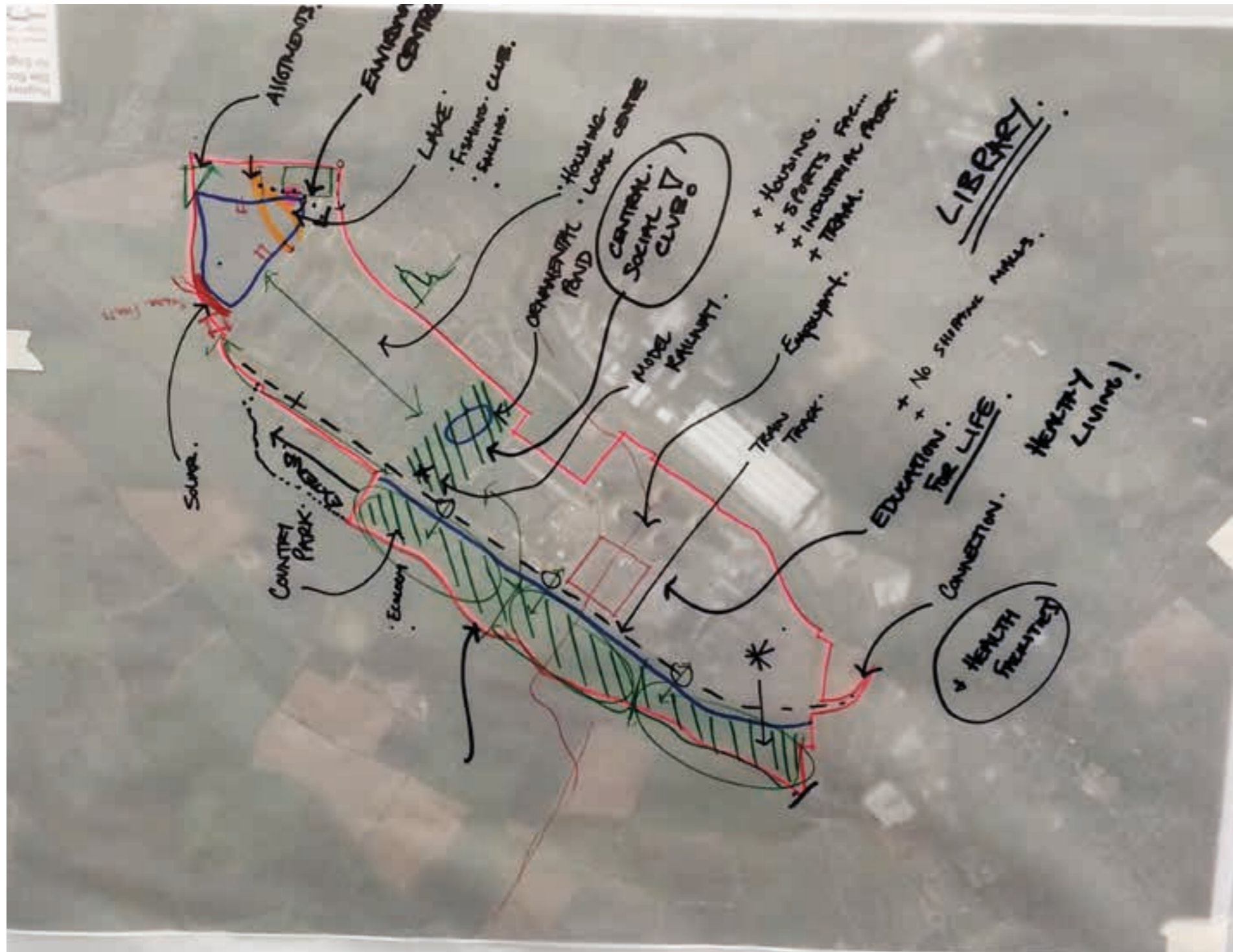
Education for Life

ENGIE



geley Power Sta

Education for Life



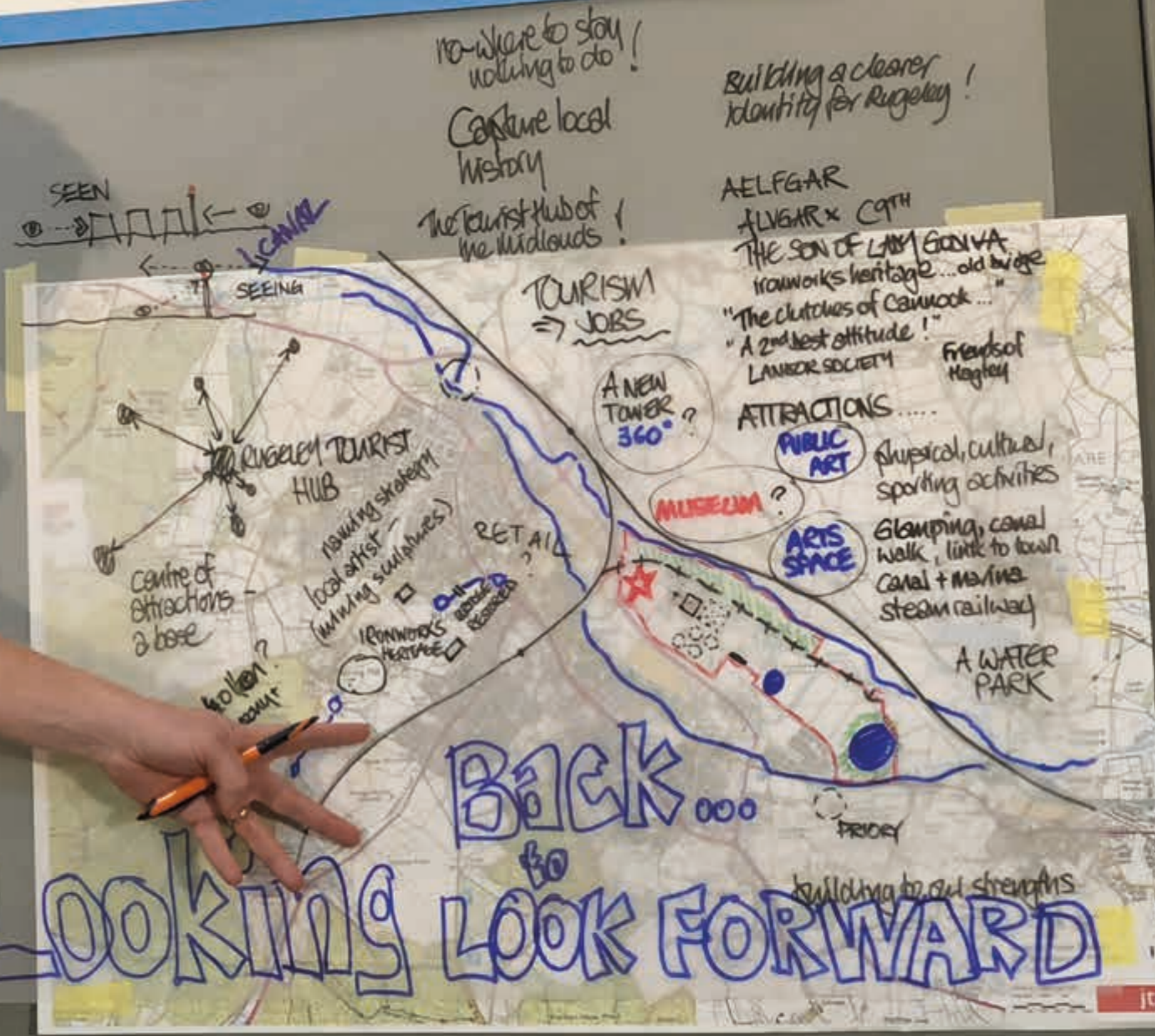
1. Creation of a central, social club for Rugeley
2. Incorporation of healthy living and healthy education
3. Early access to site
4. Restrict retail to Rugeley town centre
5. Respecting the past uses on site

Looking Back to Look Forward

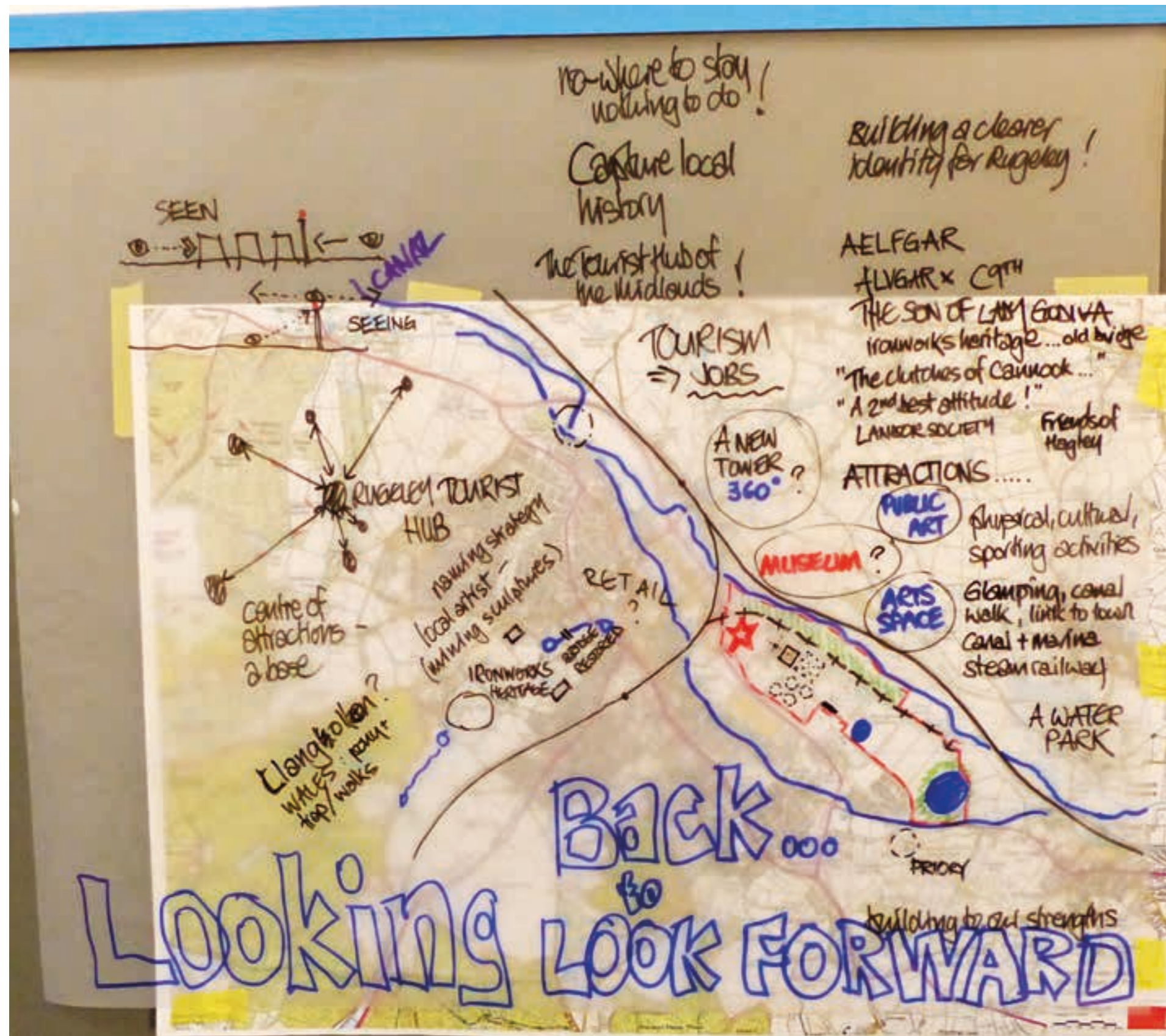


Everyone is worried

Looking Back to Look Forward



Looking Back to Look Forward



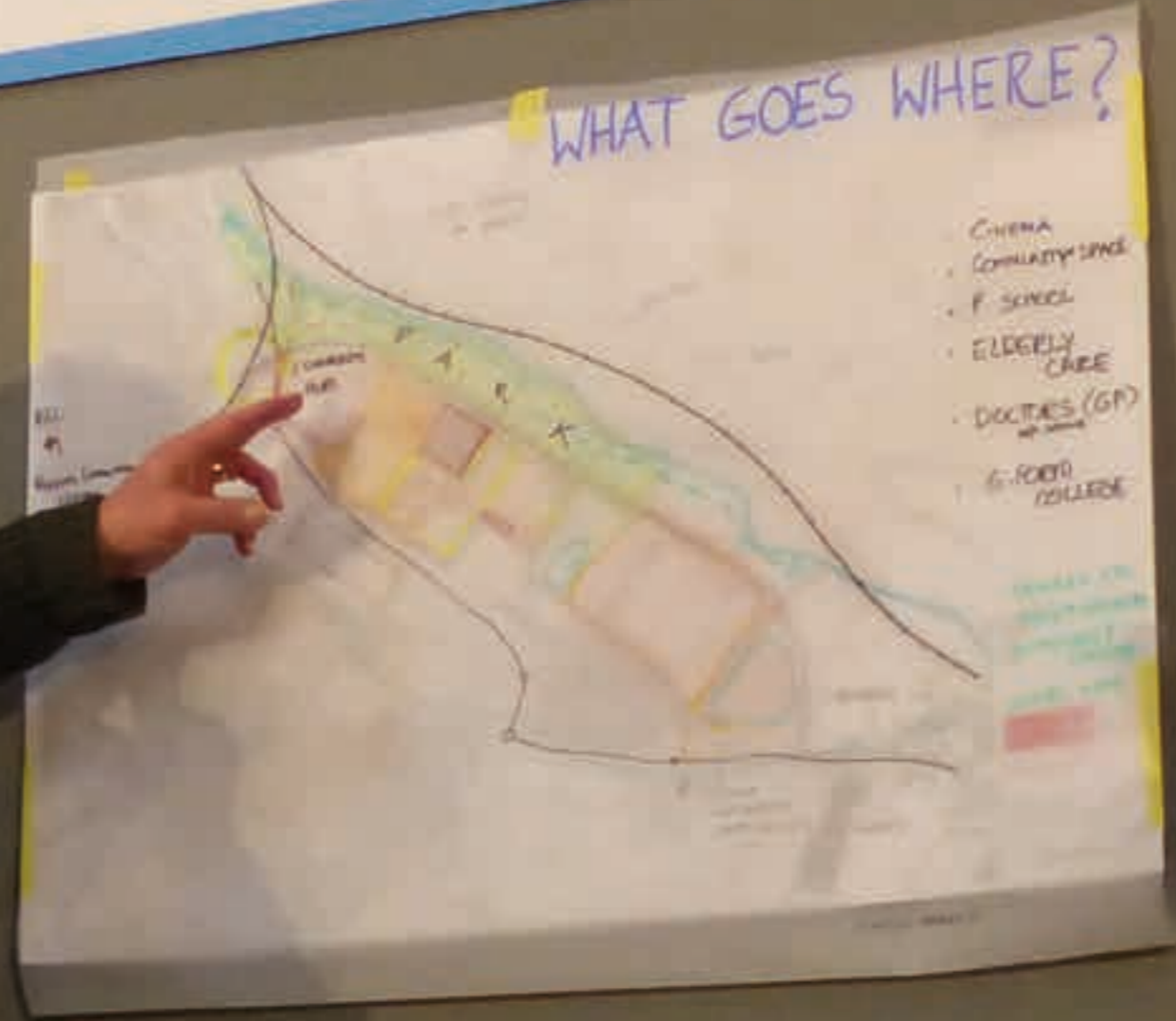
1. Rugeley as a tourist hub
2. Historic sites at the 'Bloody Steps', Slitting Mill, Hagley Park, Hawksyard Priory
3. Opportunity for a new museum
4. Early phase delivery of locally designed public art
5. Rugeley beginnings - Aelfgar, son of Lady Godiva
6. Keep retail in the town centre
7. Model Engineering Track relocates to Shugborough
8. Creation of jobs through increased tourism
9. Using heritage to create identity

What Goes Where?



What Goes Where?

.45 - 6.30pm, Friday 5
Report Back at 7.00pm
Venue: Mansfield House, 40 Market Street, Rugeley
Everyone is welcome!



Rugeley Power Station

Community Planning Week

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



6.30pm, Friday 3
Report Back at 7.00pm, Tuesday 04 December 2016
Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL
Everyone is welcome!

Hodgley Park



① SUSTAINABLE PRINCIPLES
- Showcase
- picture proof
- age
- used to high/tall buildings here.
- rates locally (they move away)
- place
- to travel
- product growing



A woman in a purple dress and glasses is speaking into a microphone. She is gesturing towards the map of Hodgley Park.

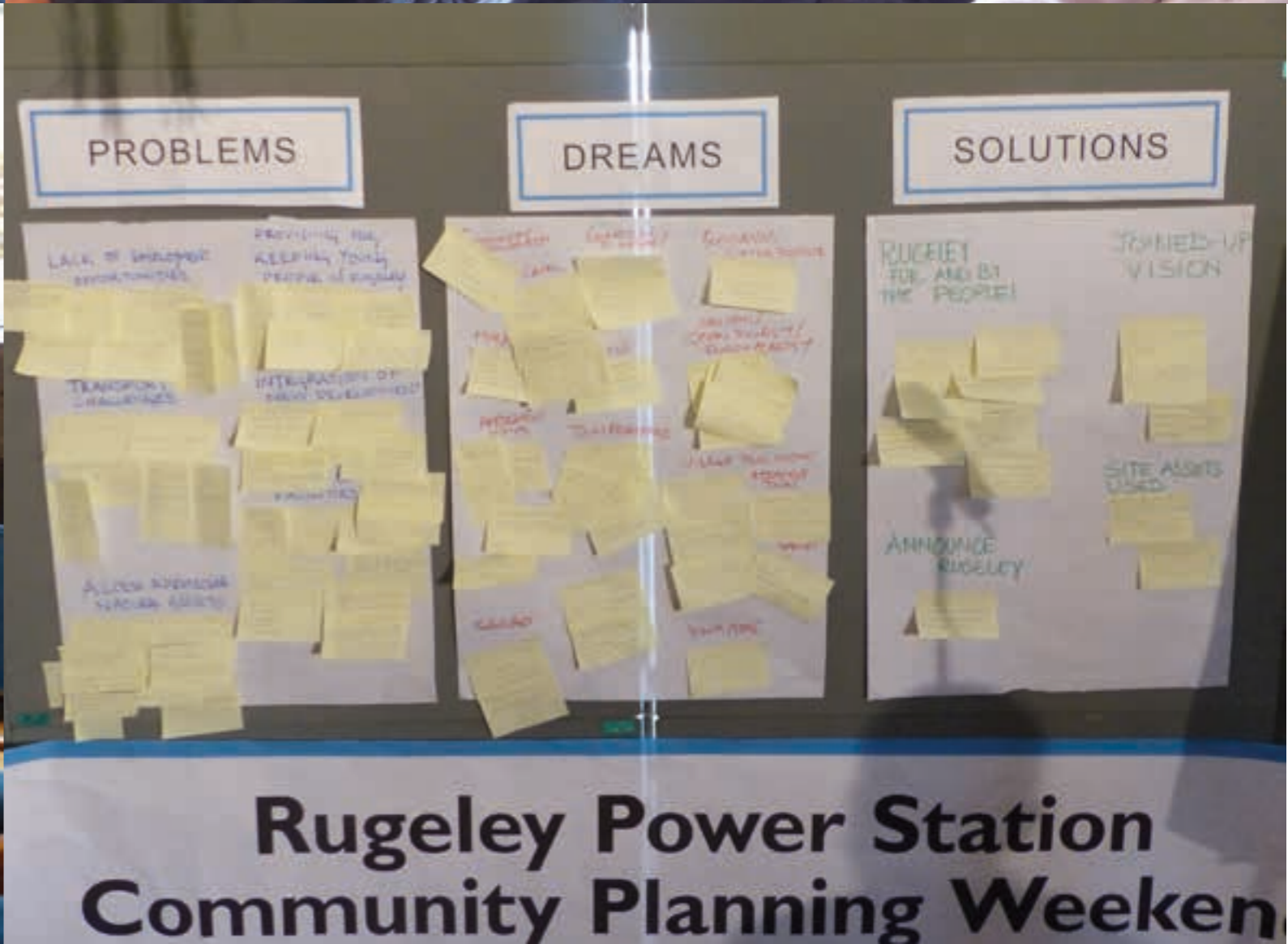
Rugeley Power Sta
Planning

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

Saturday Dialogue Workshop



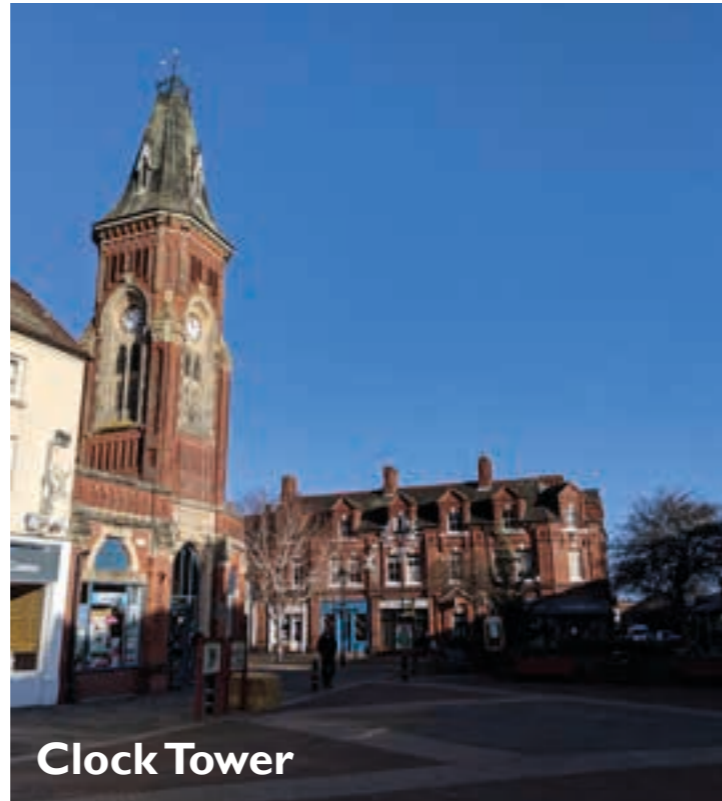
Rugeley Power Station Community Planning Weekend



Christina Collin's Headstone



St Augustine's Church



Clock Tower



The Old Chancel



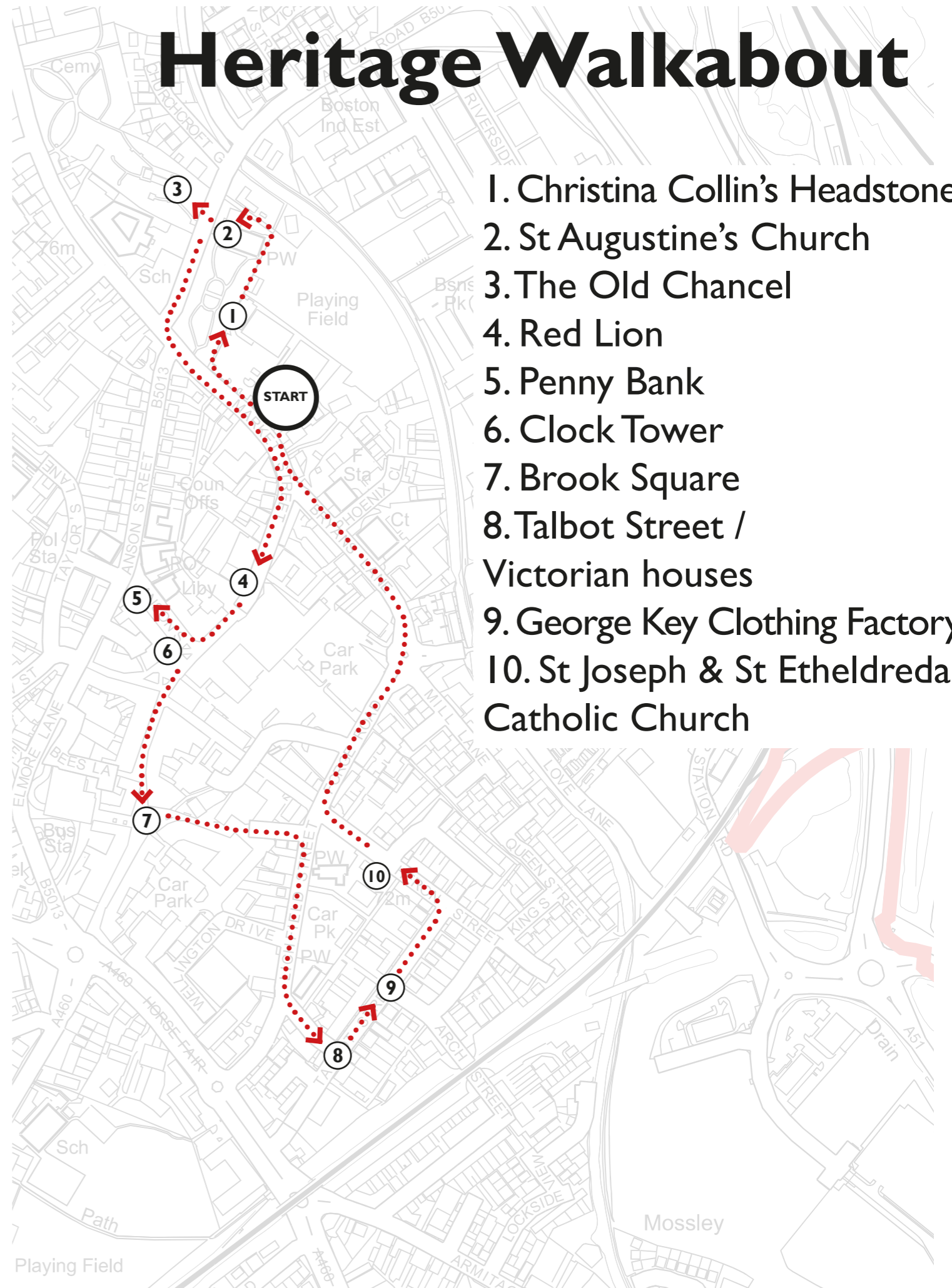
Brook Square



Penny Bank



Talbot Street



Heritage Walkabout

PROBLEMS

DREAMS

SOLUTIONS

LACK OF EMPLOYMENT OPPORTUNITIES

PROVIDING FOR KEEPING YOUNG PEOPLE IN RUGBY

TRANSPORT CHALLENGES

INTEGRATION NEW USERS

ACCESS KPIRICHIA NATURAL ASSETS

RUGBY FOR AND BY THE PEOPLE!

ANNOUN RUGBY

River State Planning Workshop
11am - 4.30pm, Saturday 01 September 2018

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 centres 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

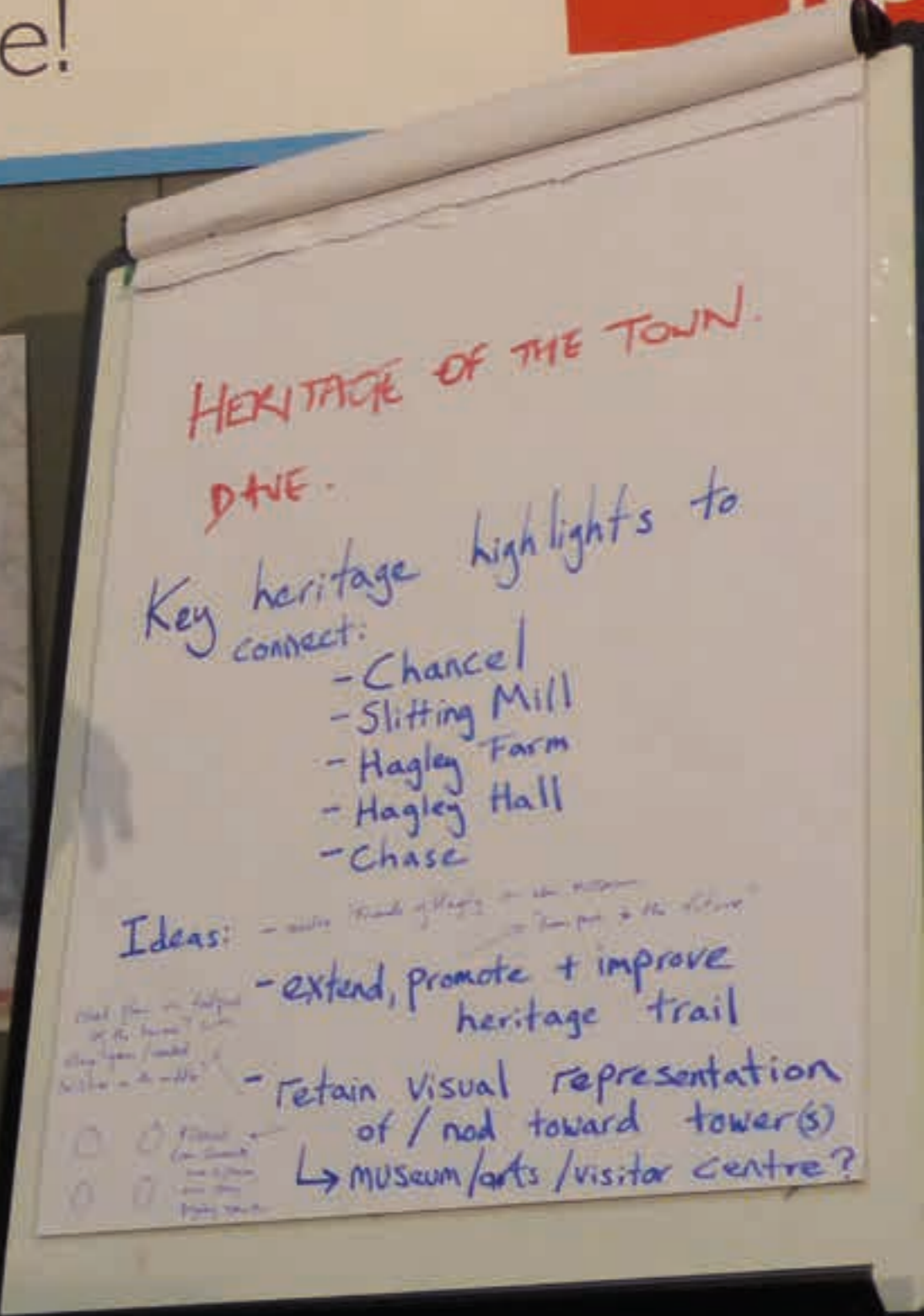
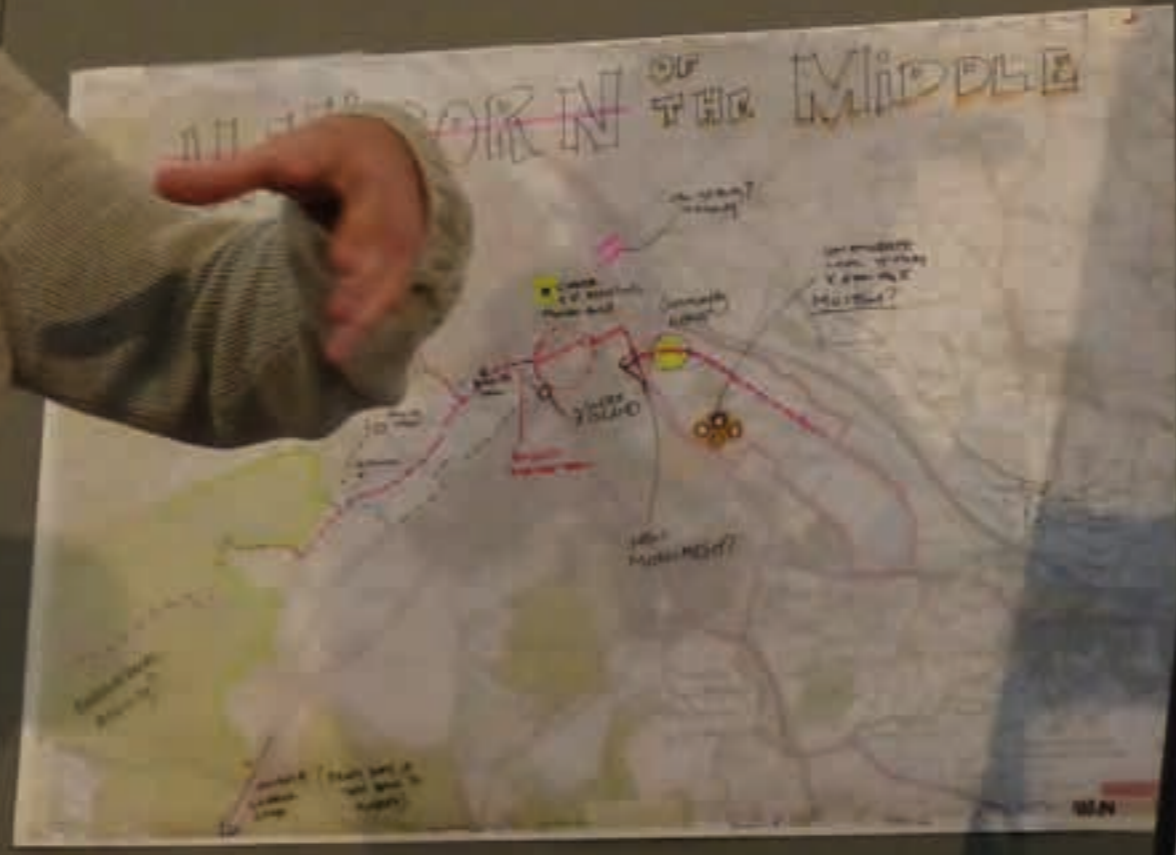


Unicorn Deer of the Middle

Community

1.45 - 6.30pm Friday 30 November & 10.45am - 4.30pm, Saturday 01 December
Report Back at 7.00pm, Tuesday 04 December 2018

Venue: Wasefield House, 40 Market Street, Rugeley WS15 2JL
Everyone is welcome!



HERITAGE OF THE TOWN.
DAVE.

Key heritage highlights to connect:

- Chancel
- Slitting Mill
- Hagley Farm
- Hagley Hall
- Chase

Ideas:

- extend, promote + improve heritage trail
- retain visual representation of / nod toward tower(s)
↳ museum / arts / visitor centre?

Unicorn Deer of the Middle

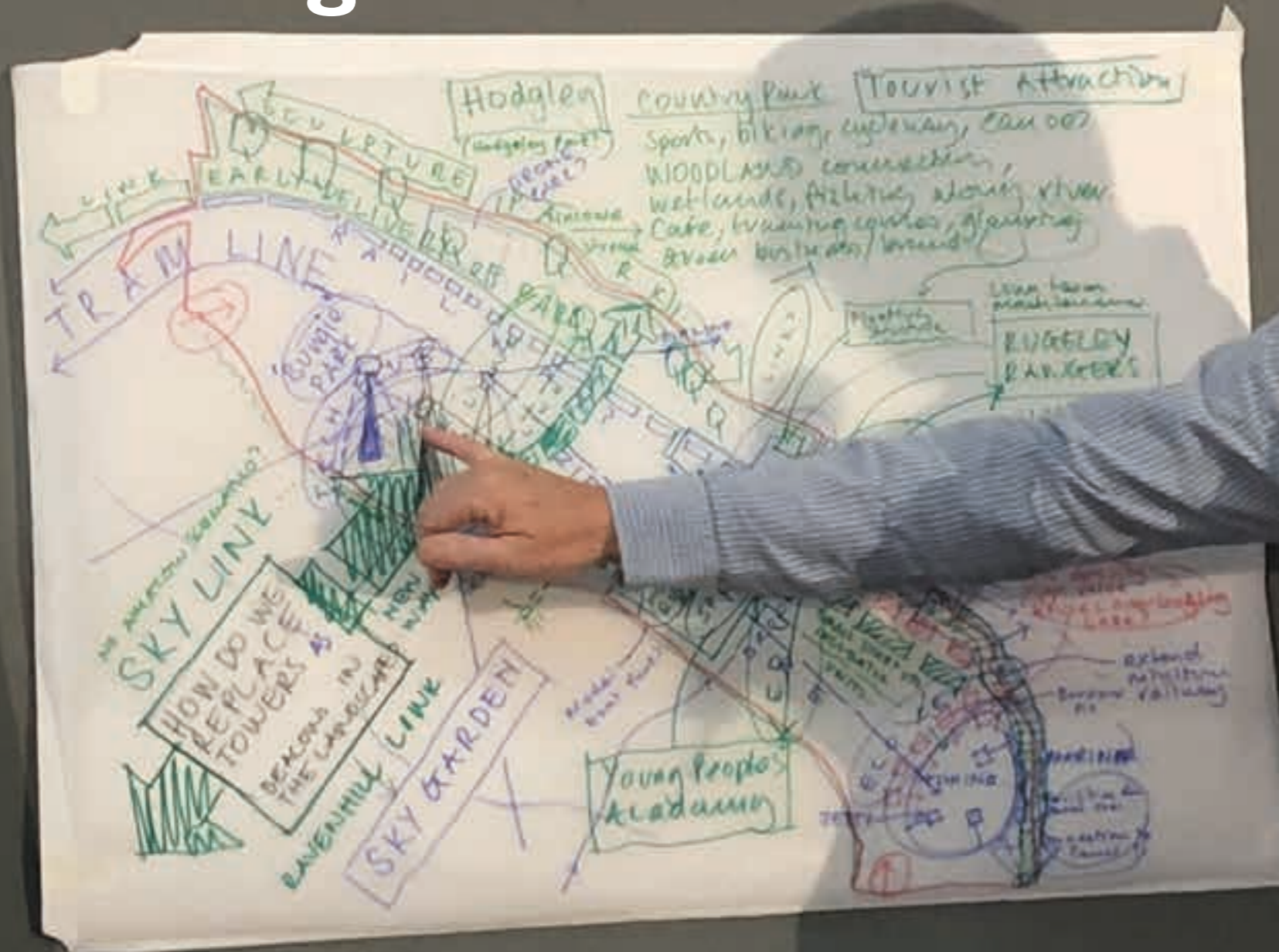


1. Heritage trail from Cannock Chase to Rugeley extended into Power Station - a physical journey from past to present to future
2. Create a new monument to Rugeley that reflects the past but demonstrates the town's forward thinking aspirations
3. New museum and visitors centre

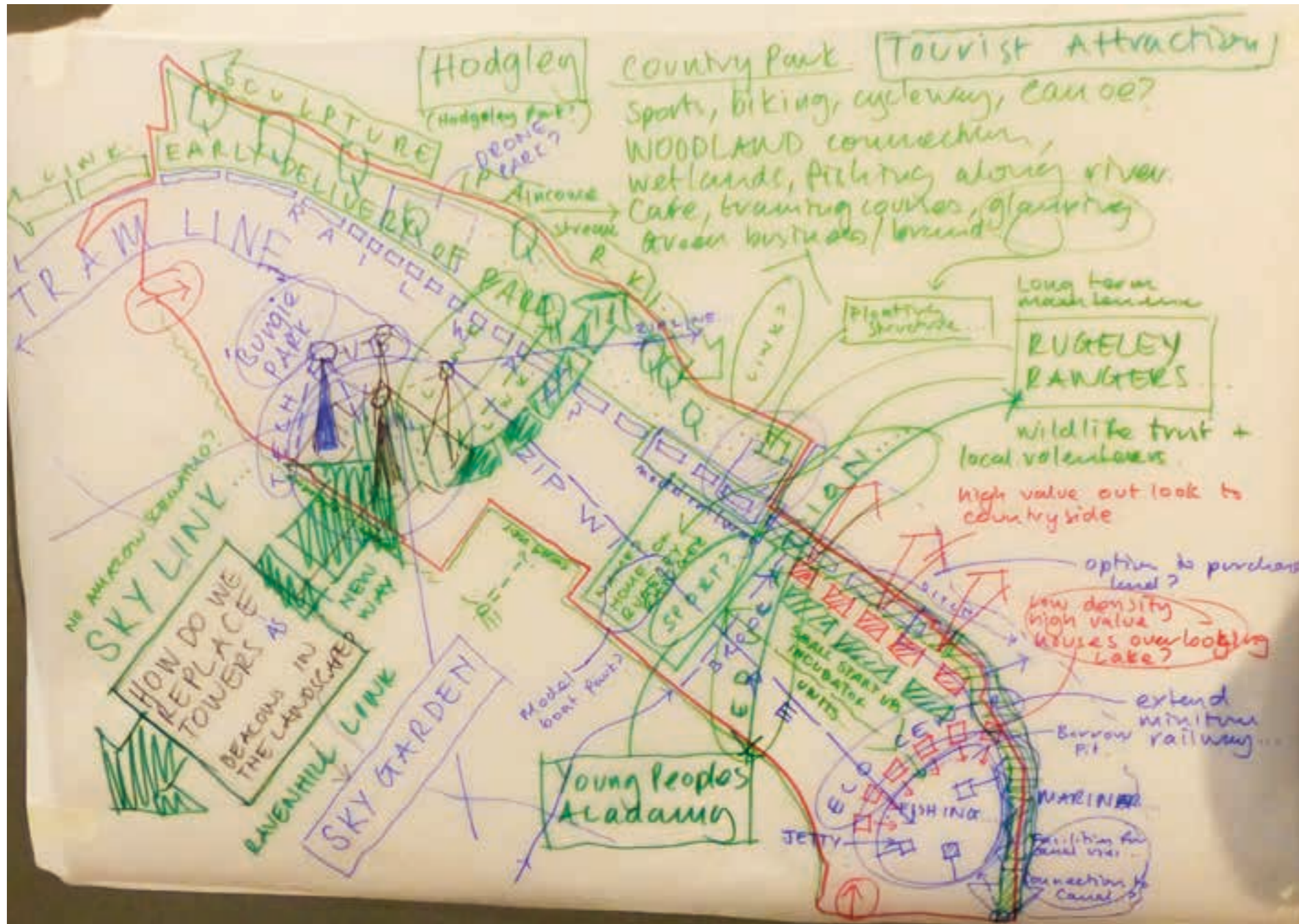
Releasing ENGIE



Releasing ENGIE



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



Everyone is w

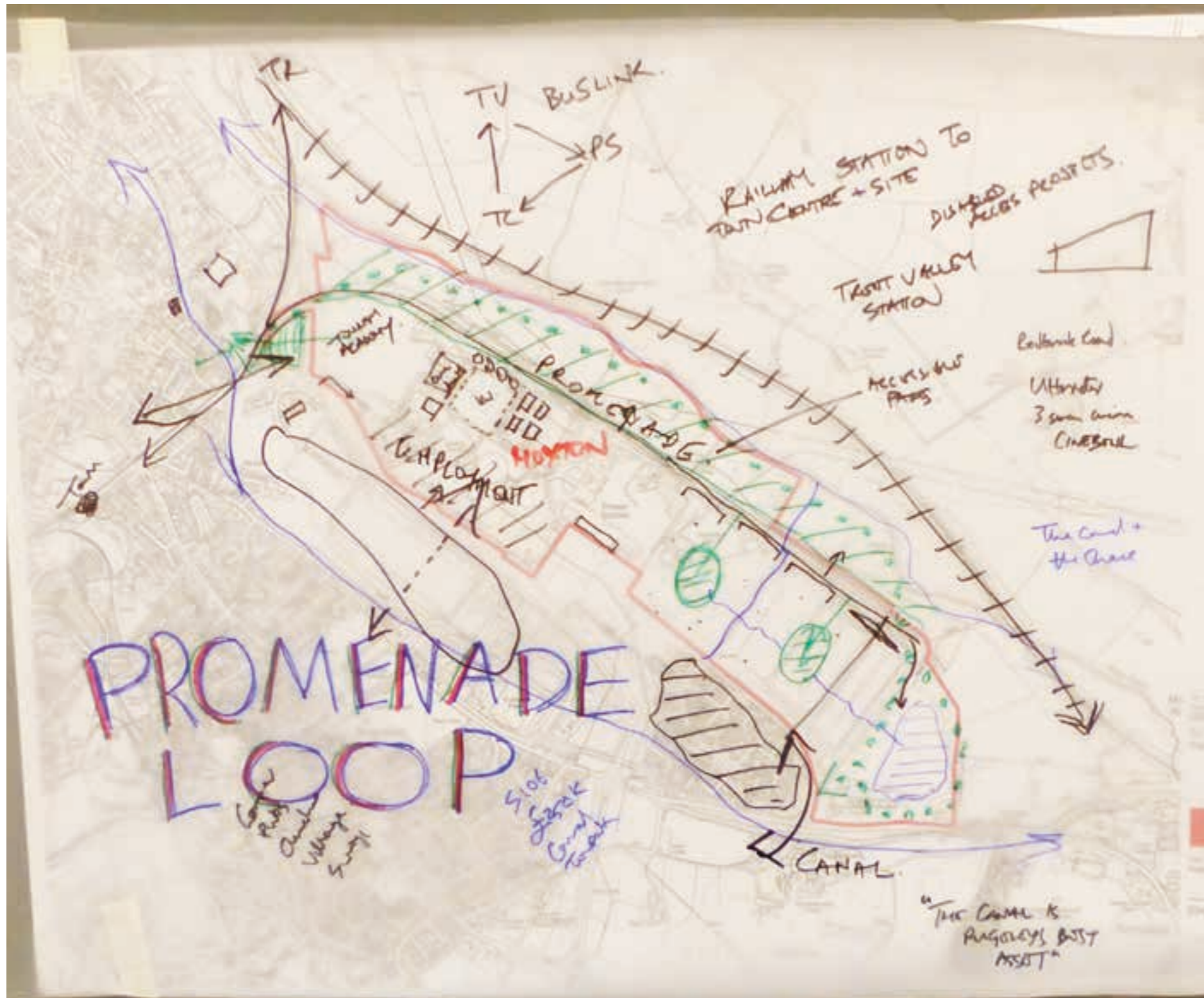
Venue. Ma

Promenade Loop

ENGIE



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

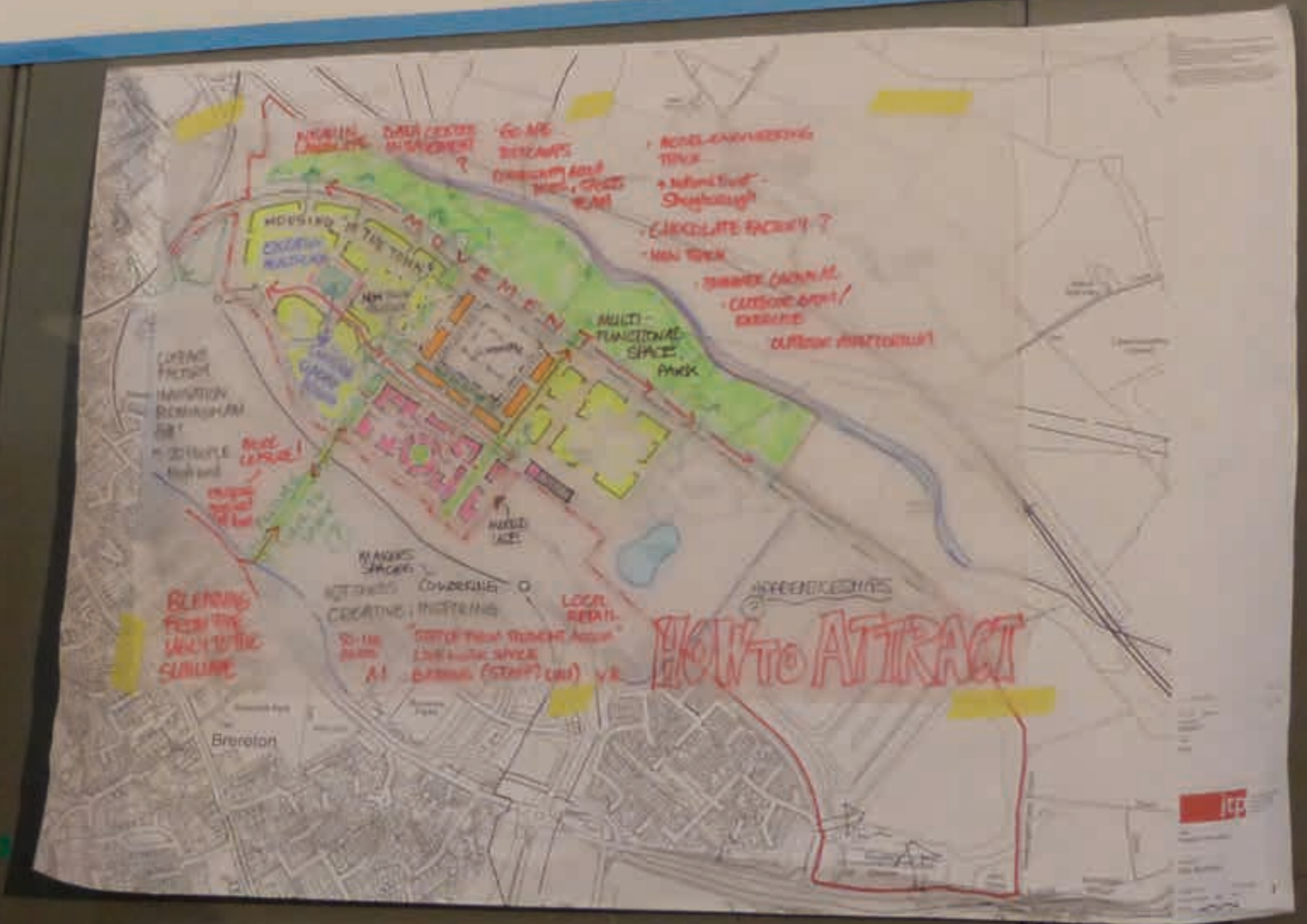
How to Attract



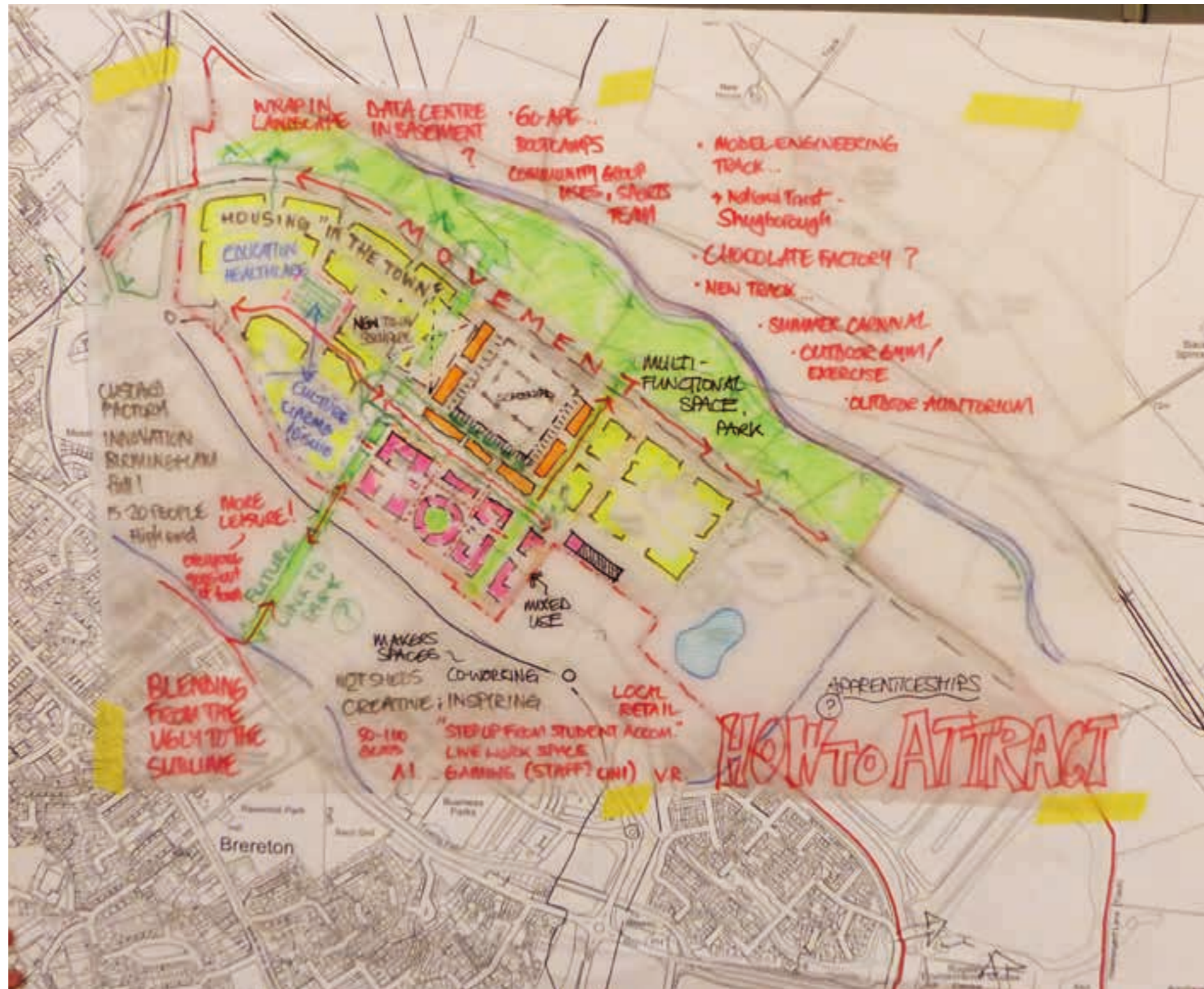
1.45 - 6.30pm, Friday 5th
Report Back at 7.00pm, Tuesday

How to Attract

Venue: Mansfield House, 40 Market Street, Rugeley W
Everyone is welcome!



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

: Mansfield

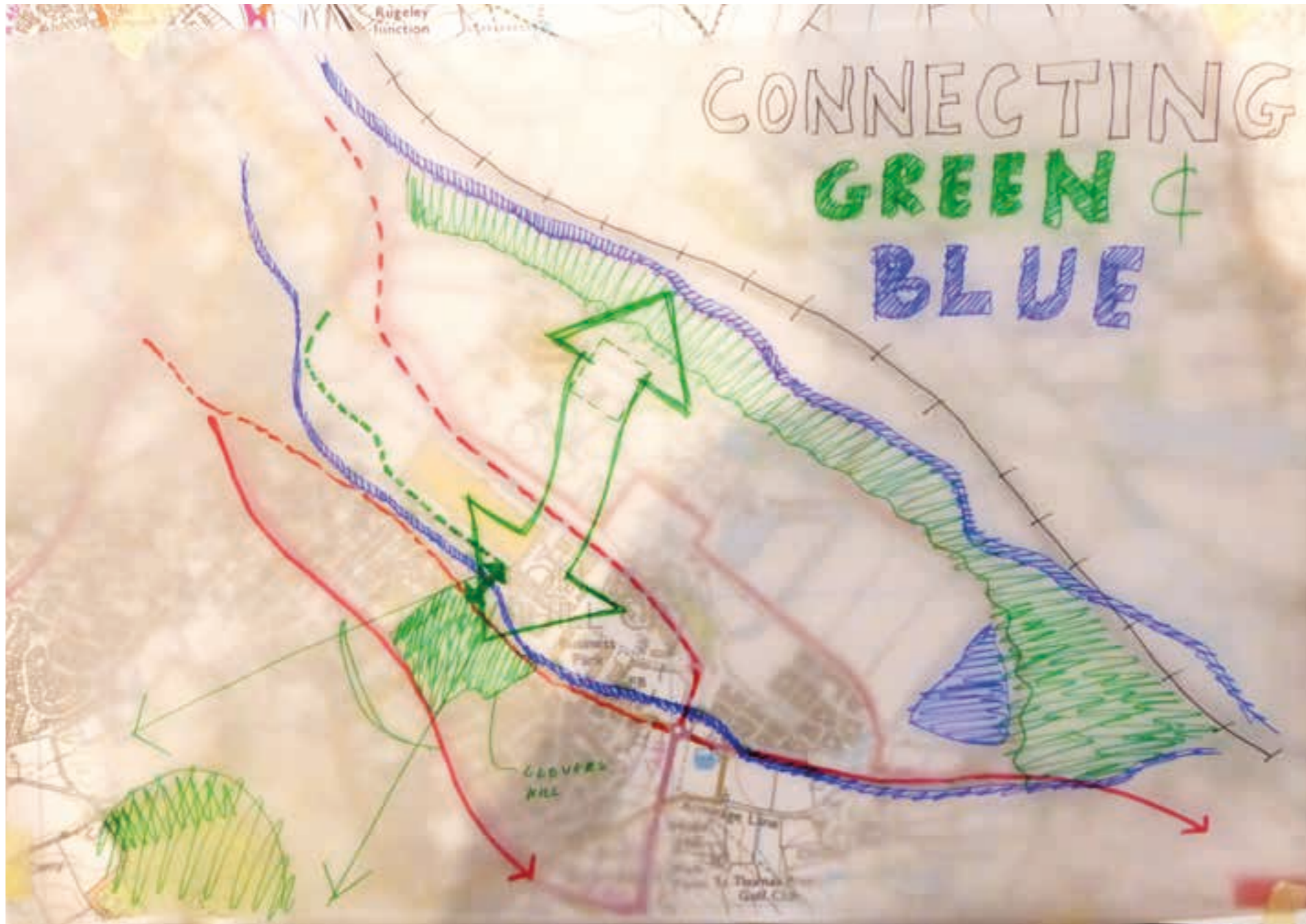
Everyone is working

Connecting Green and Blue

IG



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

Rugeley Power Station Community Planning

1.45 - 2.30pm, Friday 30 November & 10.45am - 4.30pm
Report Back at 7.00pm, Tuesday 04 December 2018
Mansefield House, 40 Market Street
Everyone is welcome

ene



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.”

A Town in Decline ...?



Rugeley has a population of **24,033**



of which

60%
are economically
active



Rugeley has a
workplace
population of **7,752**

Census, 2011

Key Employers



18% Wholesale, retail & motor vehicles



16% Manufacturing



12% Health & social work



JCB



Tesco



Morrisons



Randstad Employment Bureau



Ideal Standard Manufacturing



NHS & PCT



Premier Nutrition Product

Census, 2011

A Town with Potential



‘Let’s be different!’

‘Strength of Rugeley is in its people.’



‘Rugeley is a town with so much unexplored potential; the river, the canal, the chase and so many people.’



‘We love this little town and its about time we make the most of it.’

Post-Industrial Cities

1980s was a period of declining jobs and industrial cities globally.

- Glasgow, Scotland
- Pittsburgh, United States
- Acron, United States
- Turin, Italy

30 years later these post-industrial cities have made a come back - each in their own unique way.

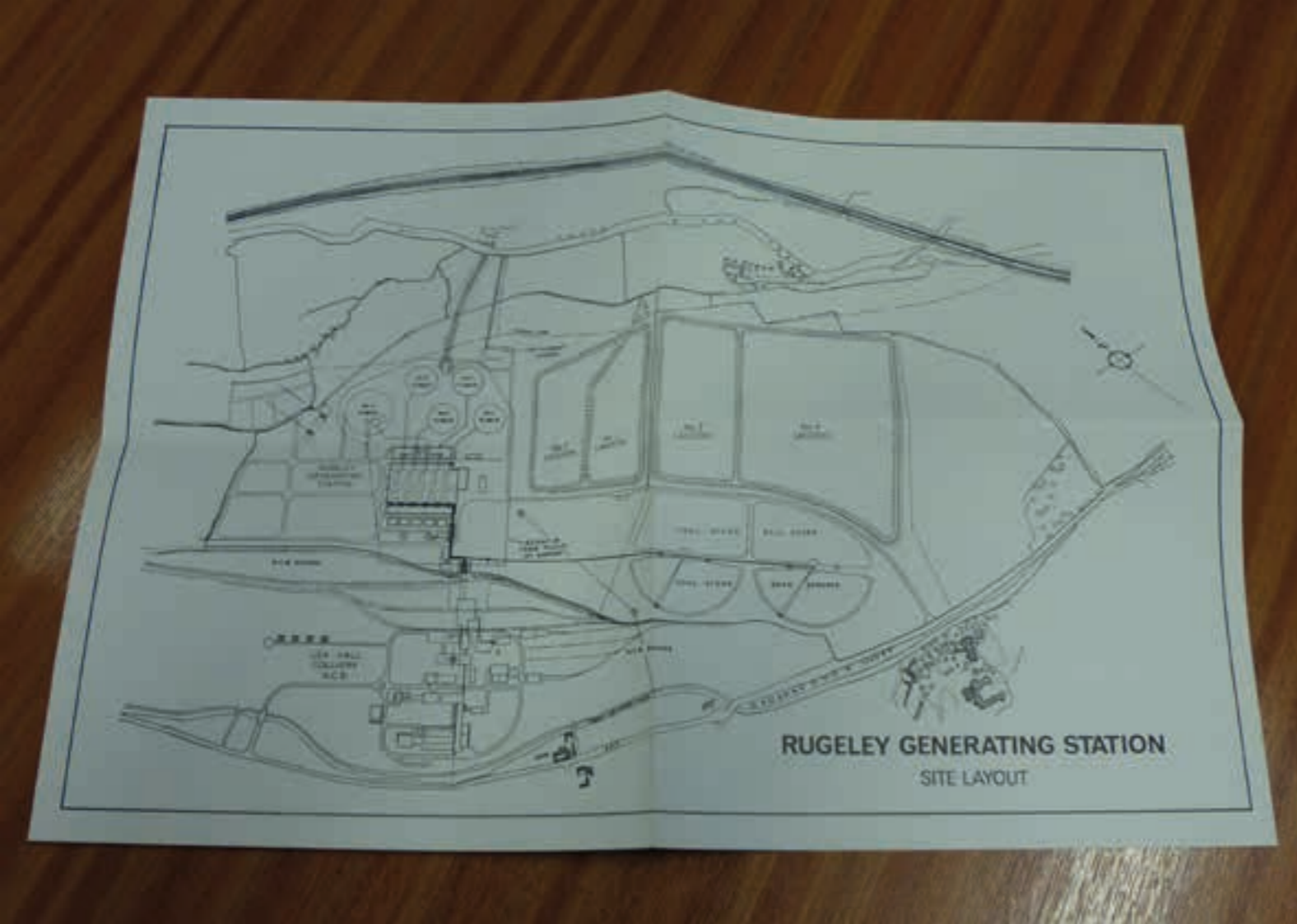
Post-Industrial Cities

Lessons that we can learn and draw from these post-industrial cities are:

- Diversify the economy
- Be bold. Take risks
- Public consultation is key
- Strengthen the central city/ town
- Invest in culture, heritage and quality of life
- Good planning and urban design

It takes time...

Landor Society Images



Rugeley Power Station Former Rail Tracks



Rugeley Power Station Borrow Pit Lake



Rugeley Power Station Ash Lagoons

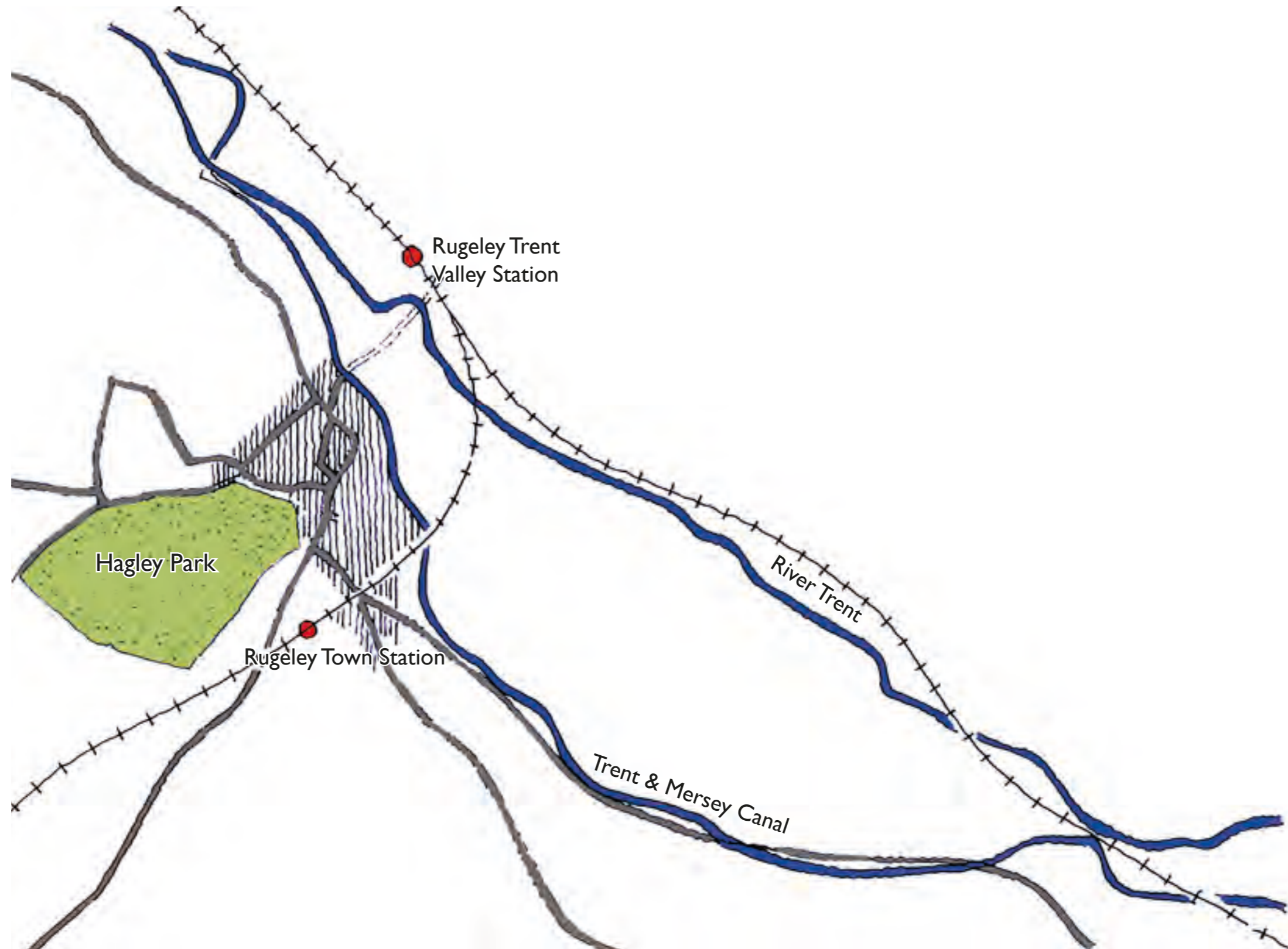


Rugeley Power Station River Trent



Rugeley Through Time

1890 - Staffordshire Market Town



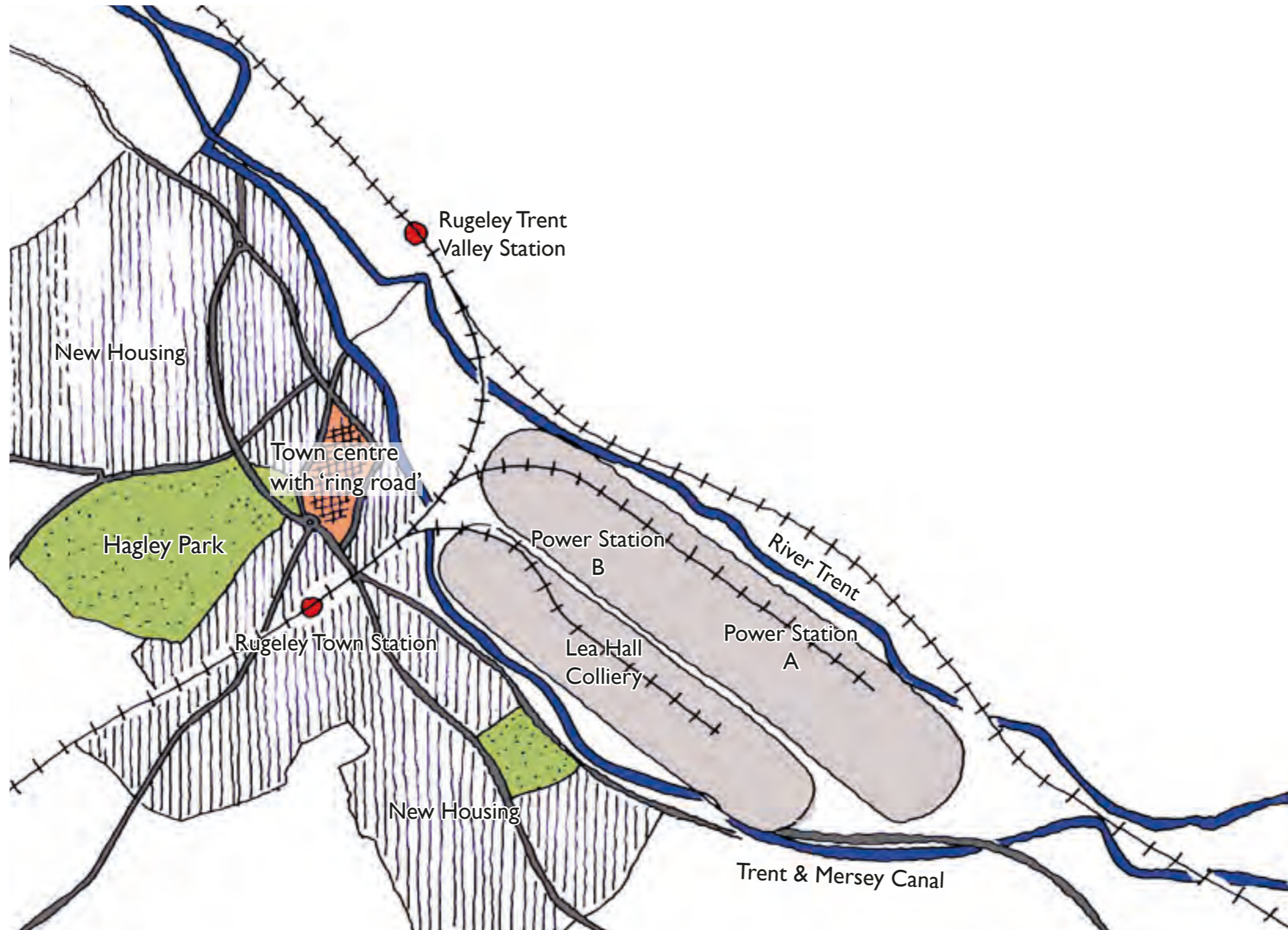
Rugeley Through Time

1960s - The Coming of Coal and Electricity



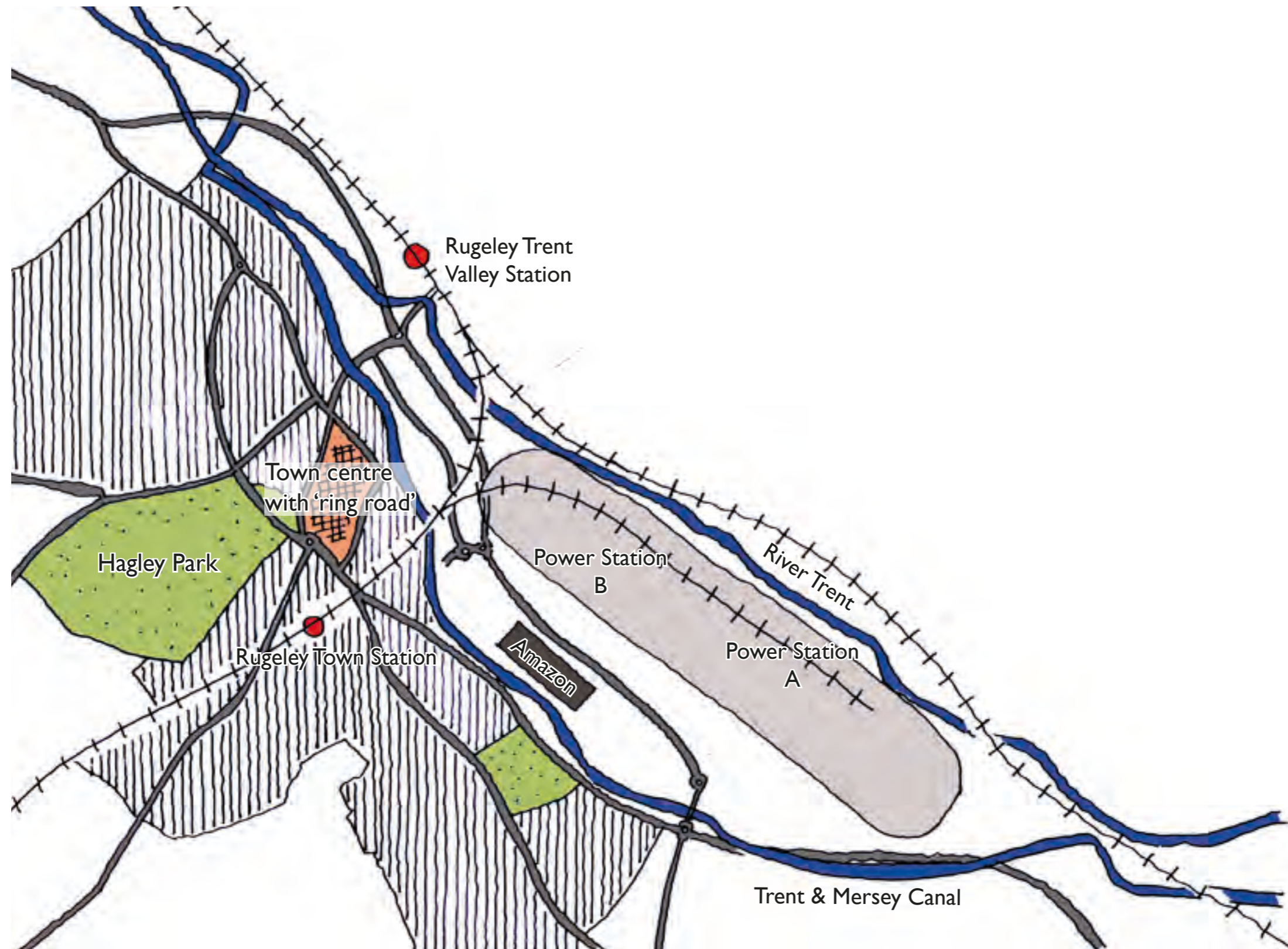
Rugeley Through Time

1960s to 1980s - Rapid Growth



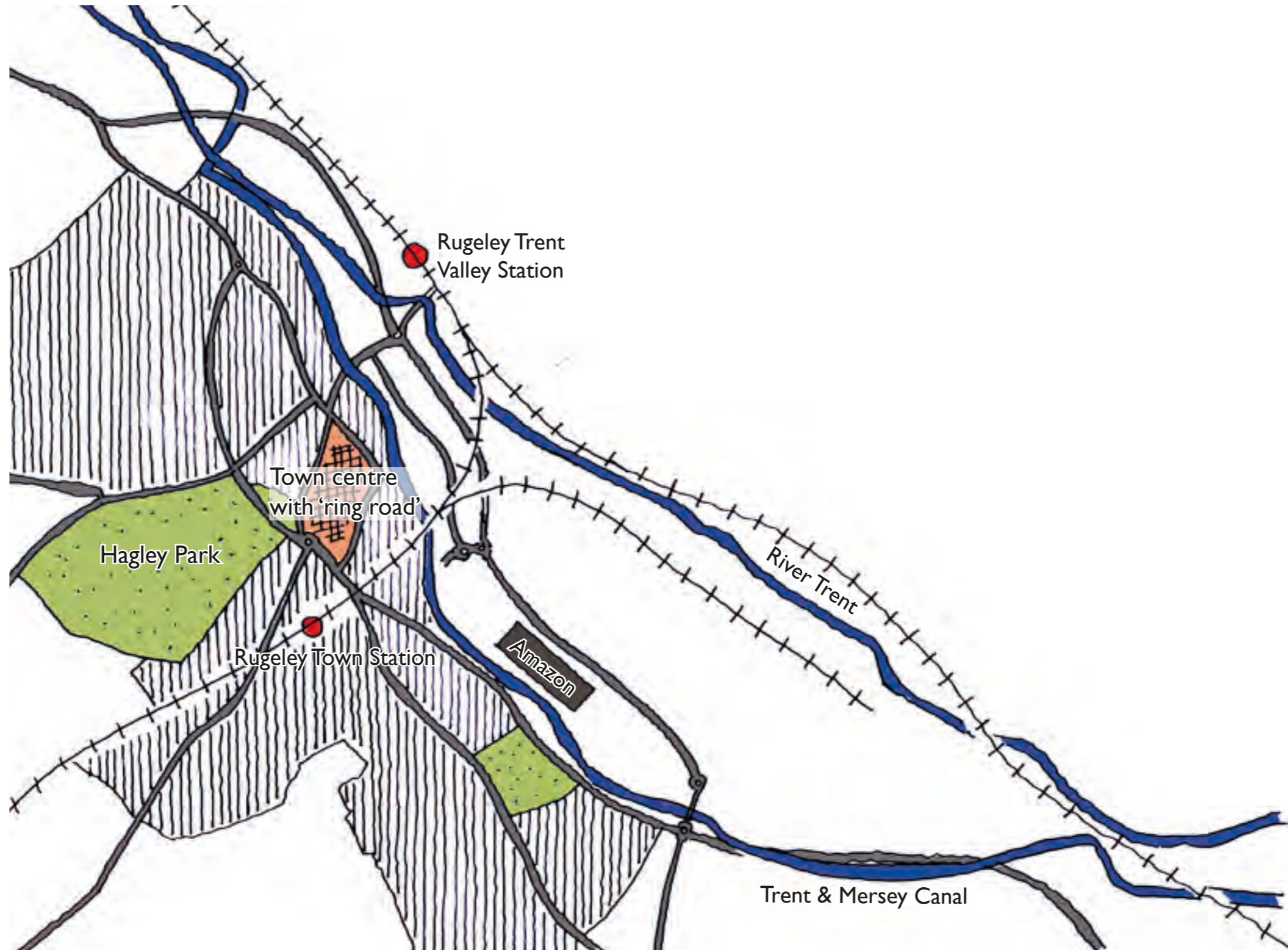
Rugeley Through Time

Late 1980s to 2010 - Pit Closure



Rugeley Through Time

2016 - Power Station Closure



Rugeley Through Time

Rugeley - The Future



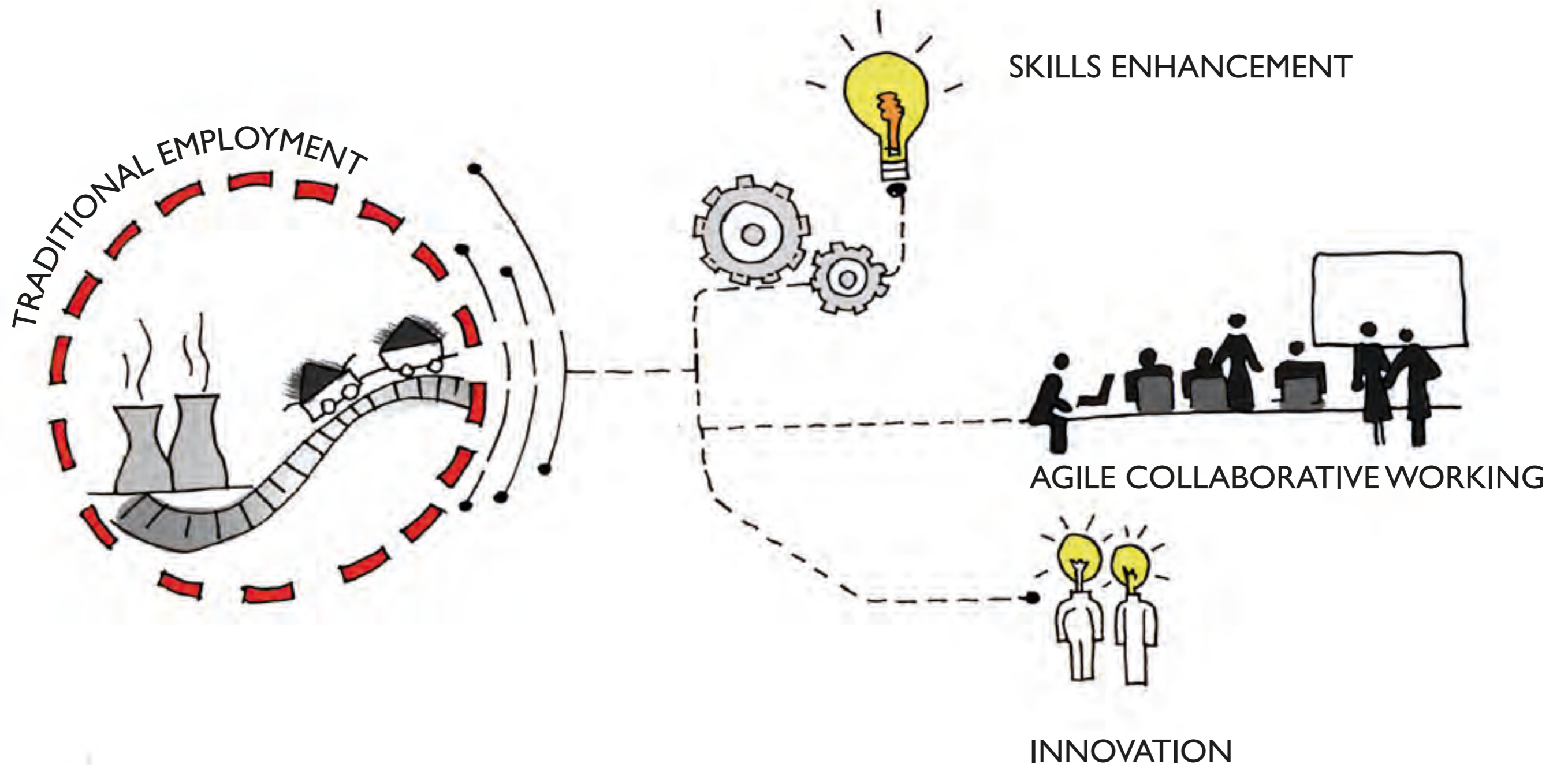
- New Mixed Use Neighbourhood
 - Employment
 - Residential
 - Supporting Health / Educational Use
- Complementary to regeneration of Rugeley town centre
- Public realm improvements and improved pedestrian accessibility

Design Concepts

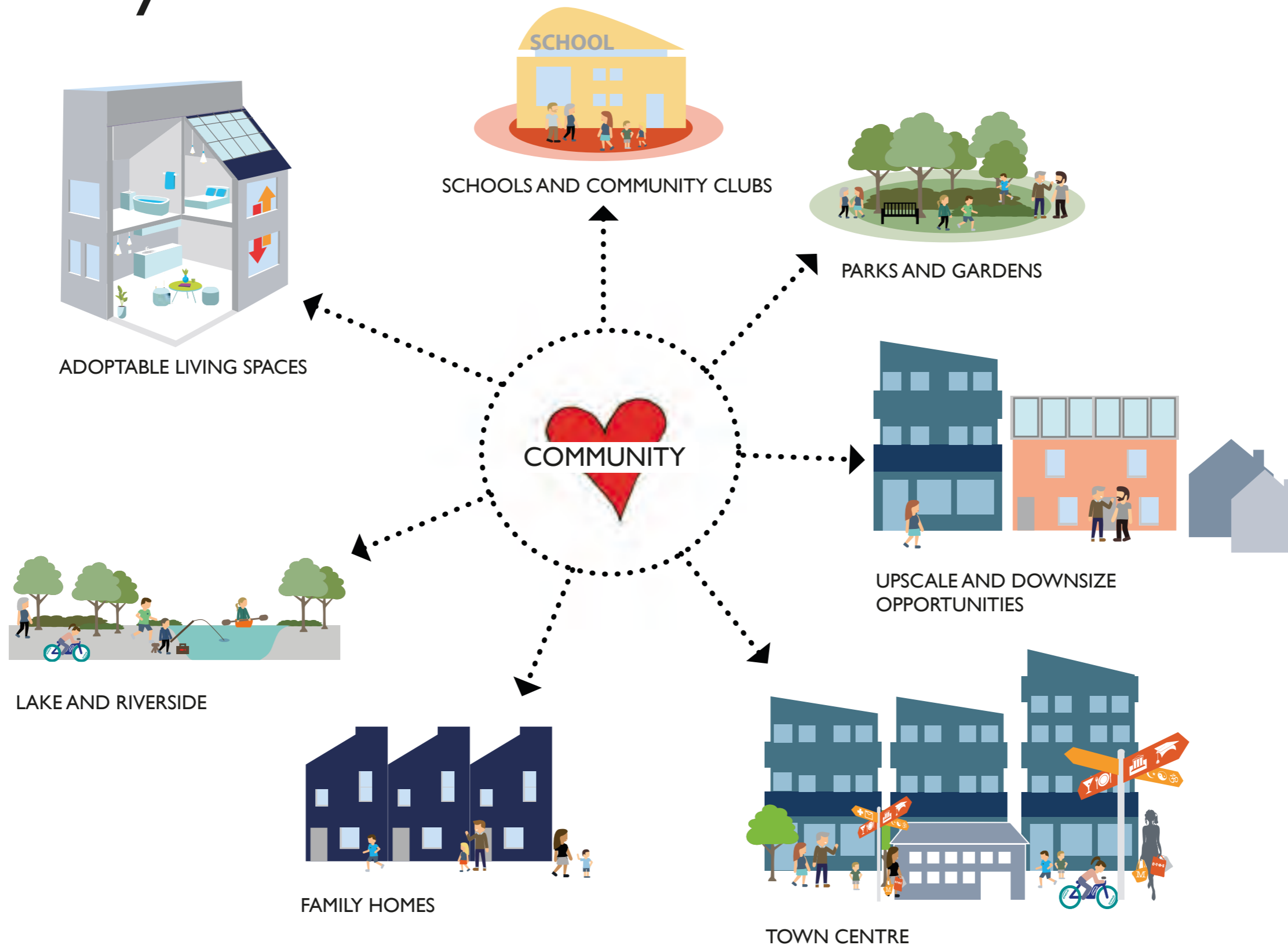
Integration with Landscape & Water



Design Concepts Employment

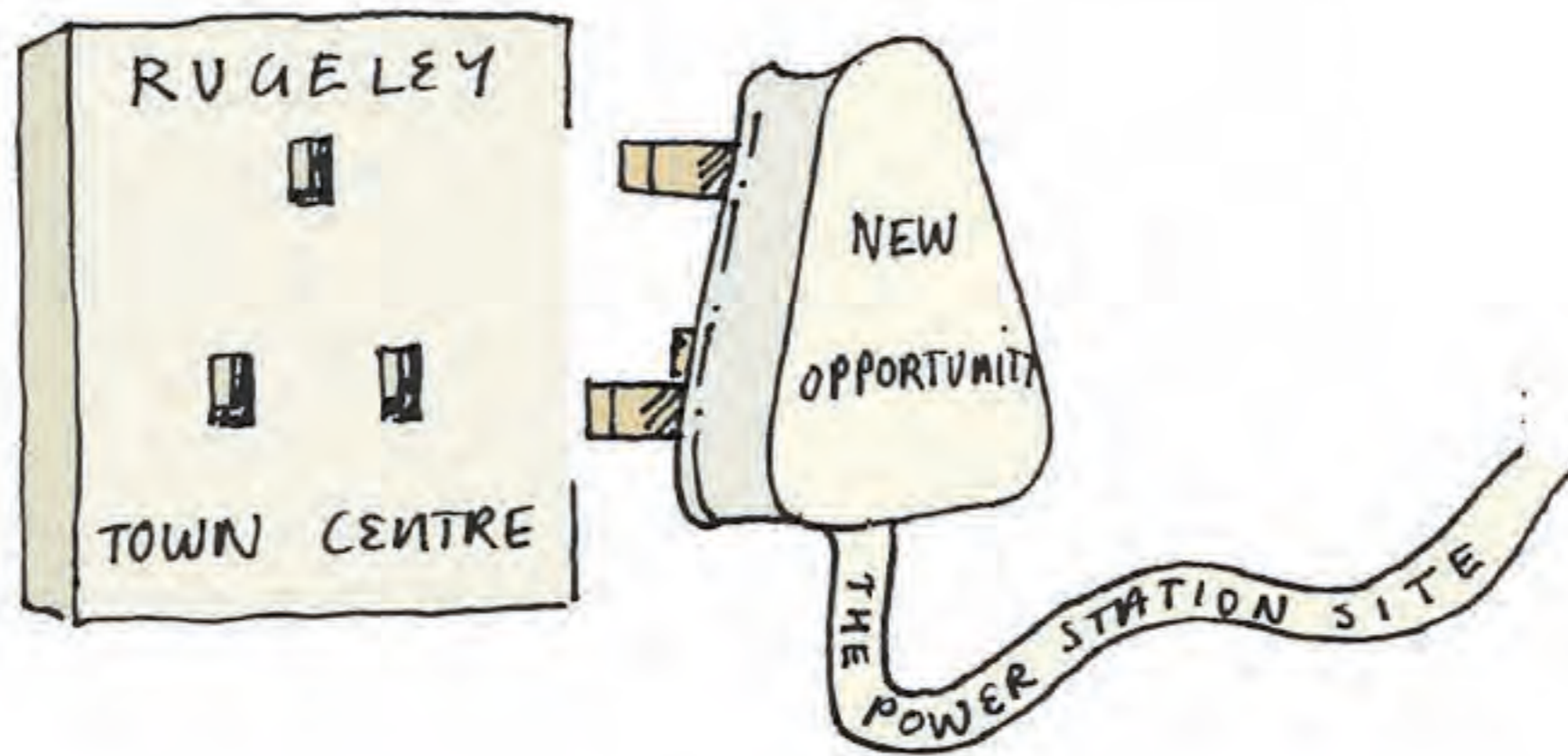


Design Concepts Community



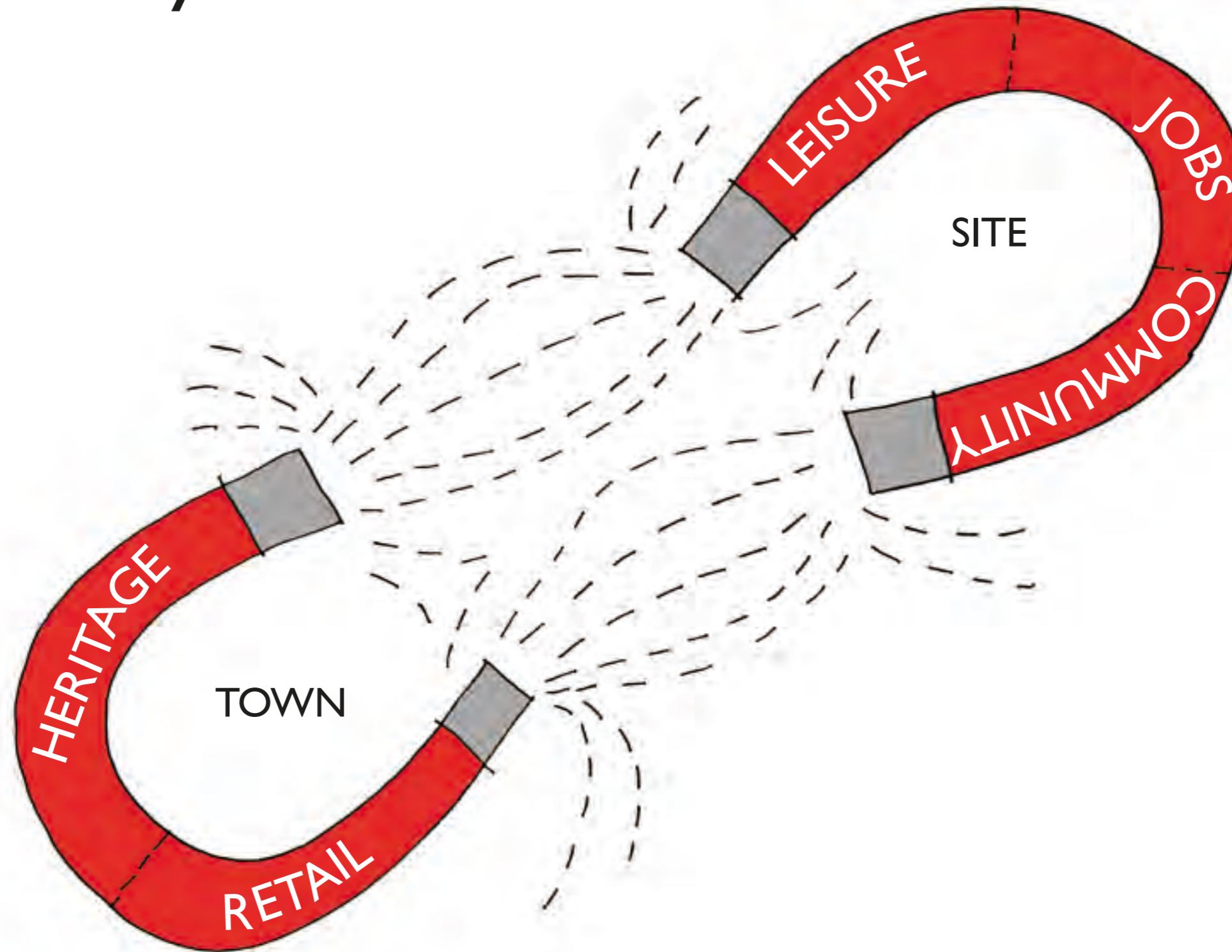
Design Concepts

Integrating Opportunities



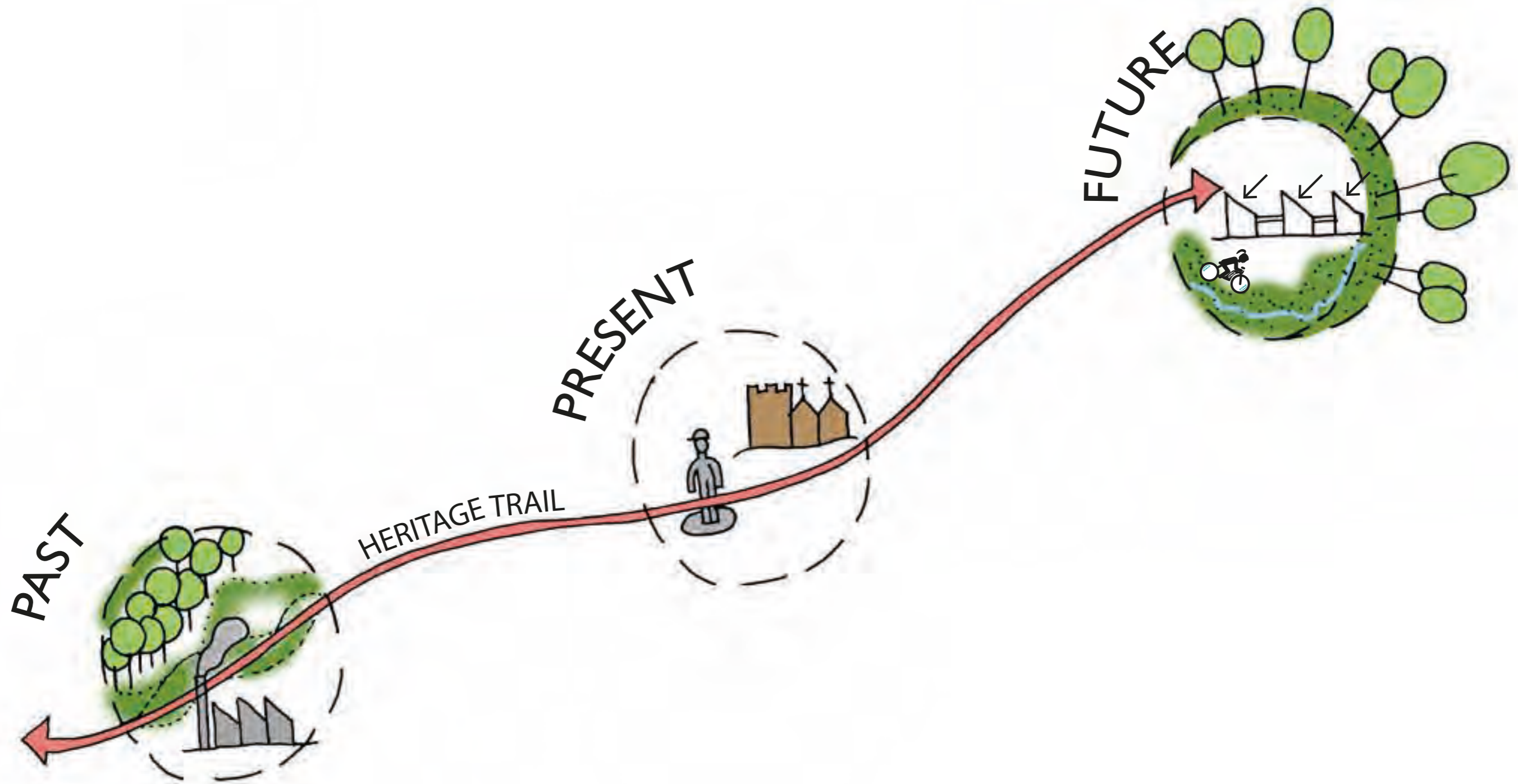
Design Concepts

Complementary Attractions



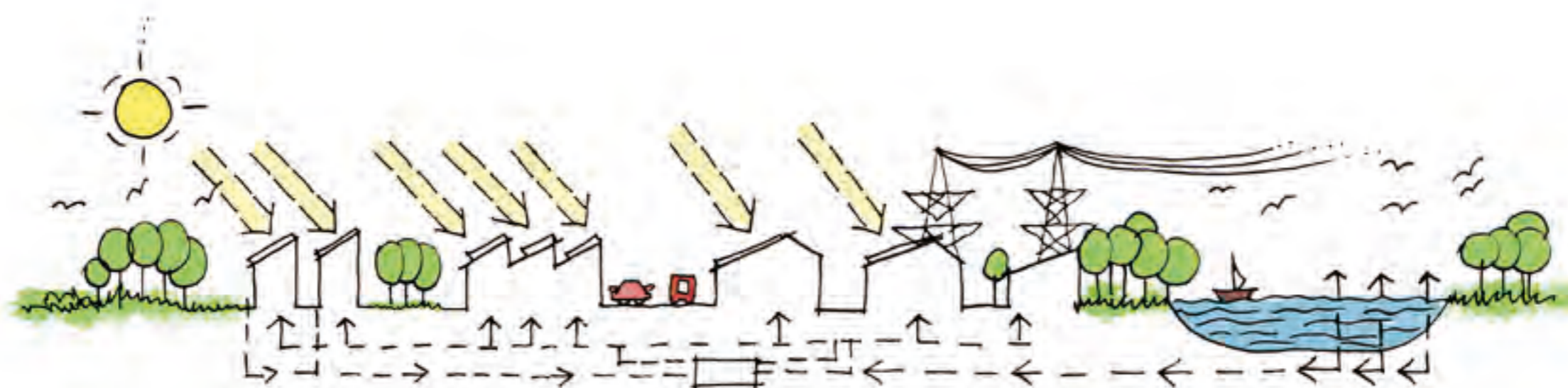
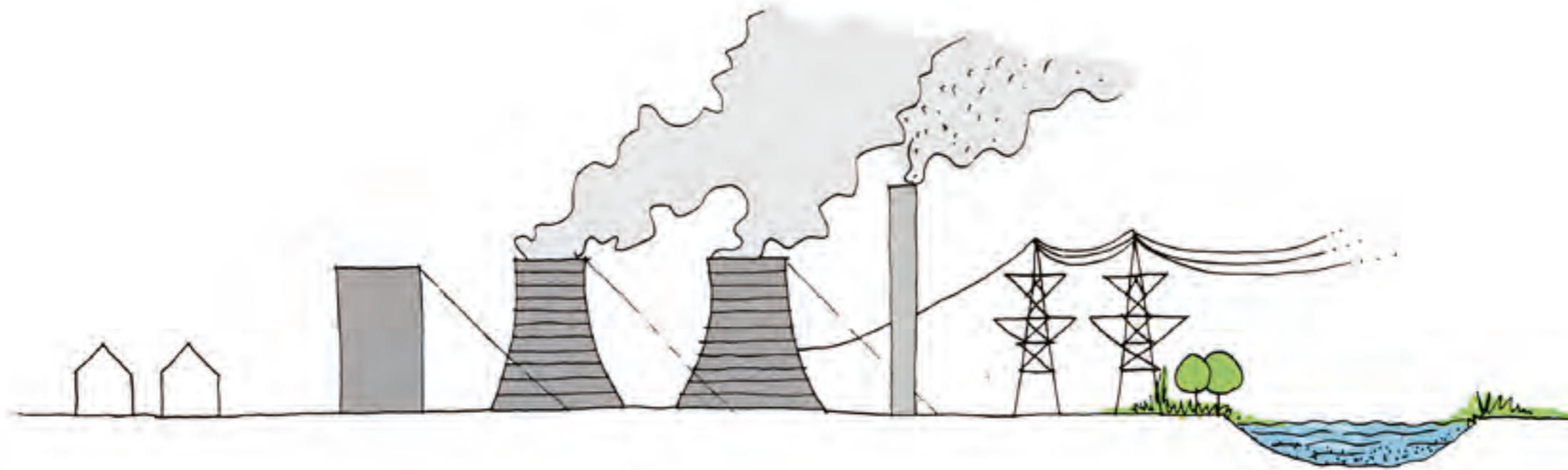
Design Concepts

A Journey from Past through to Present and Future

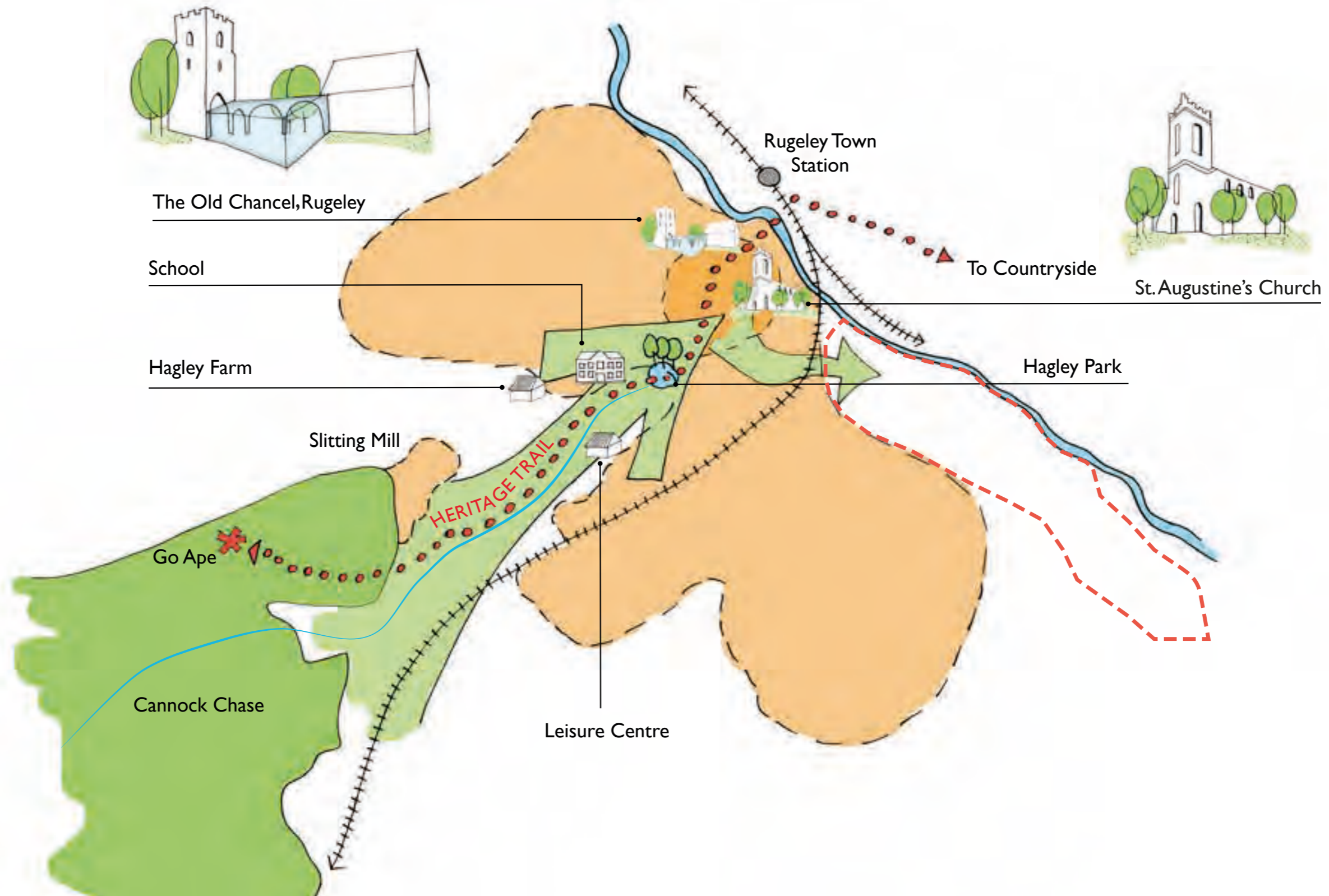


Design Concepts

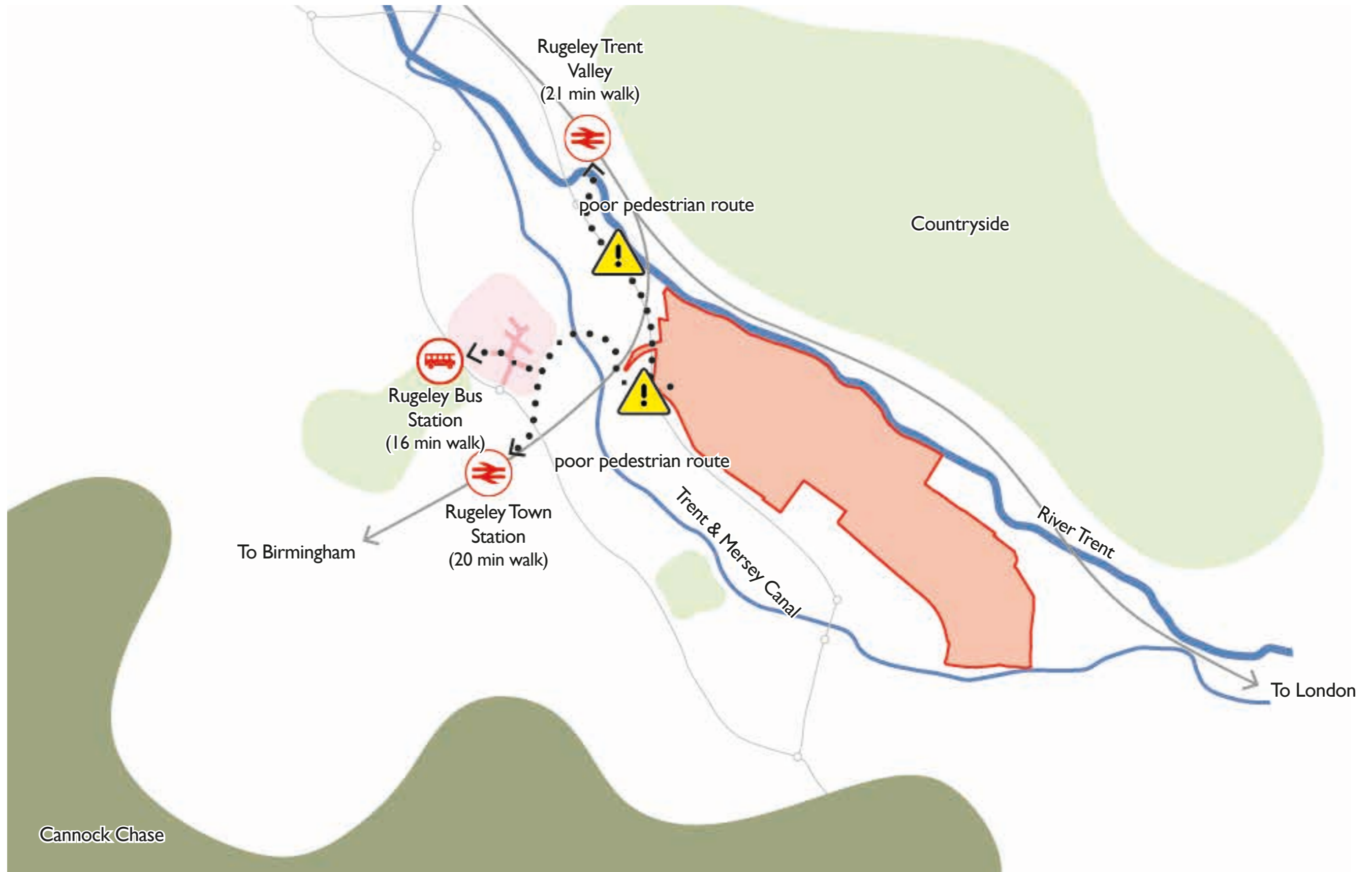
Rugeley Transformation



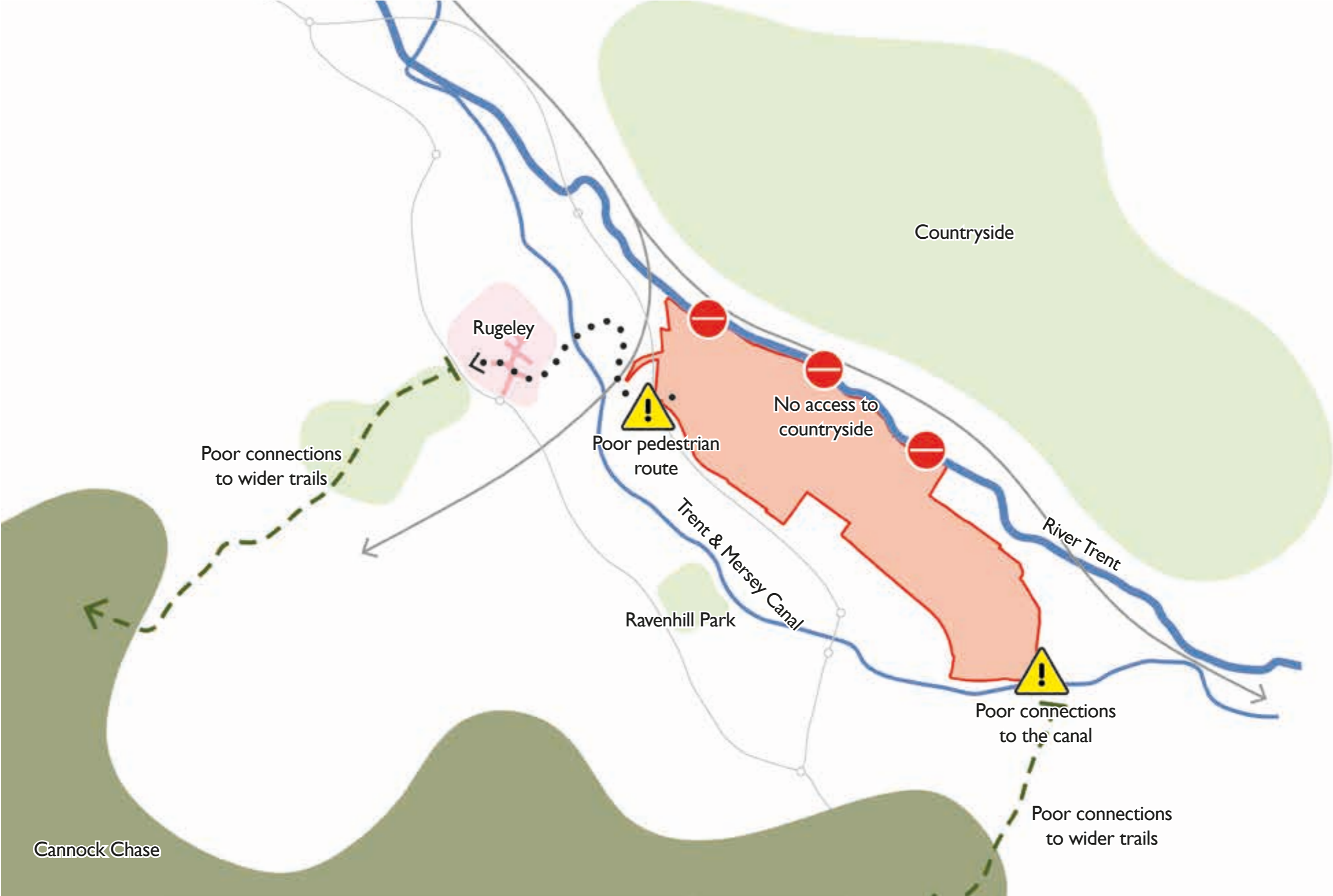
Design Concepts Heritage Trail



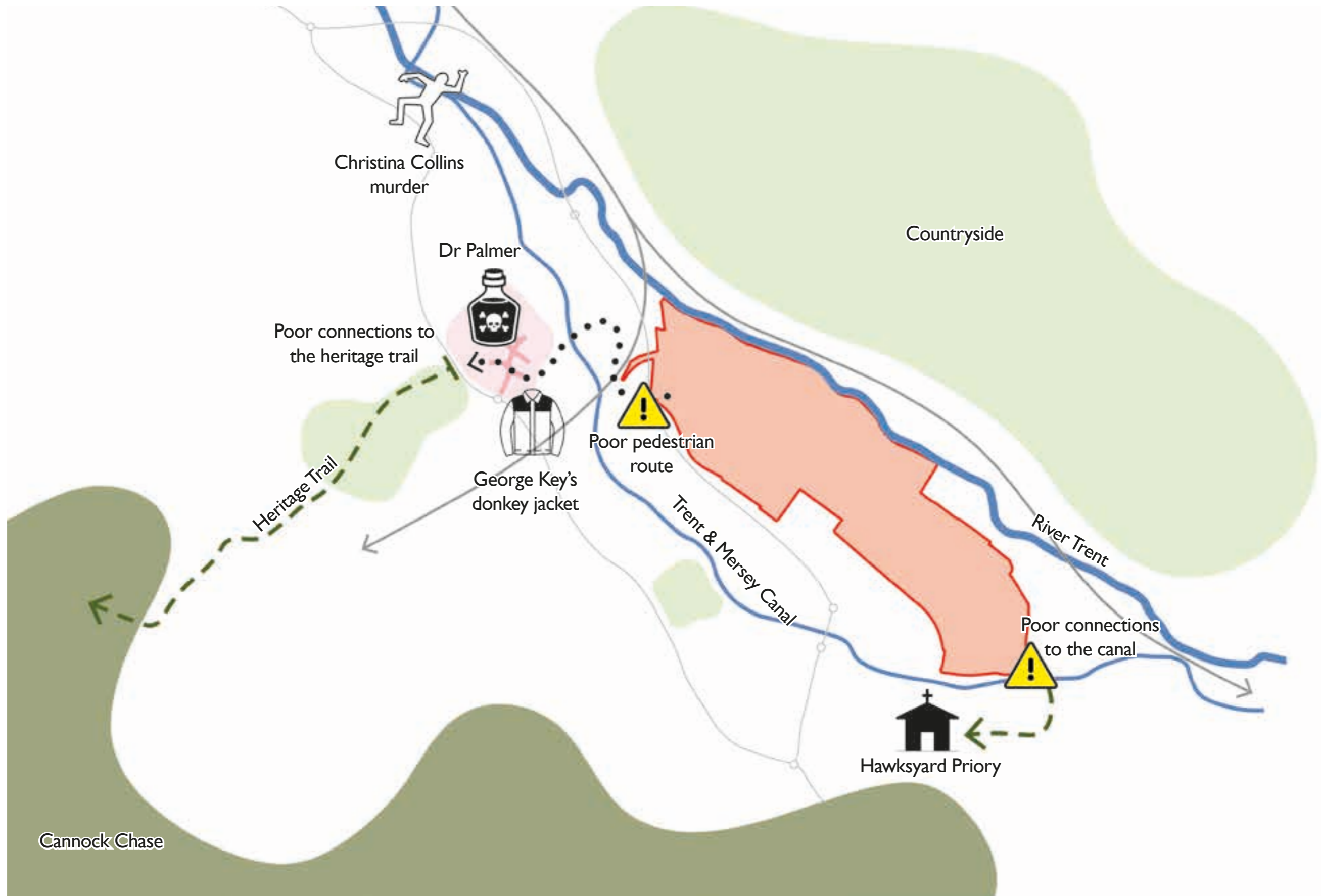
Existing Transport



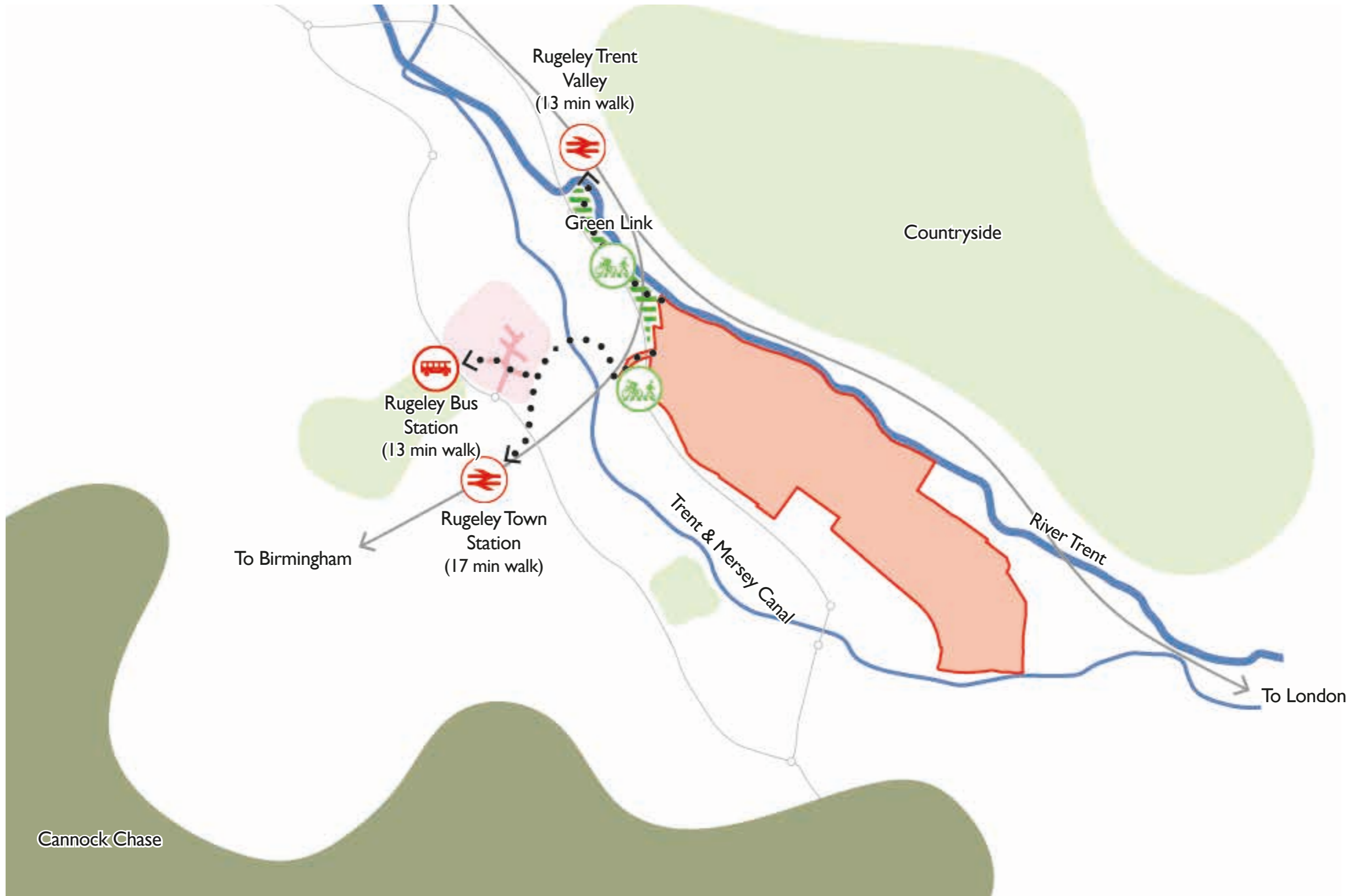
Existing Amenities



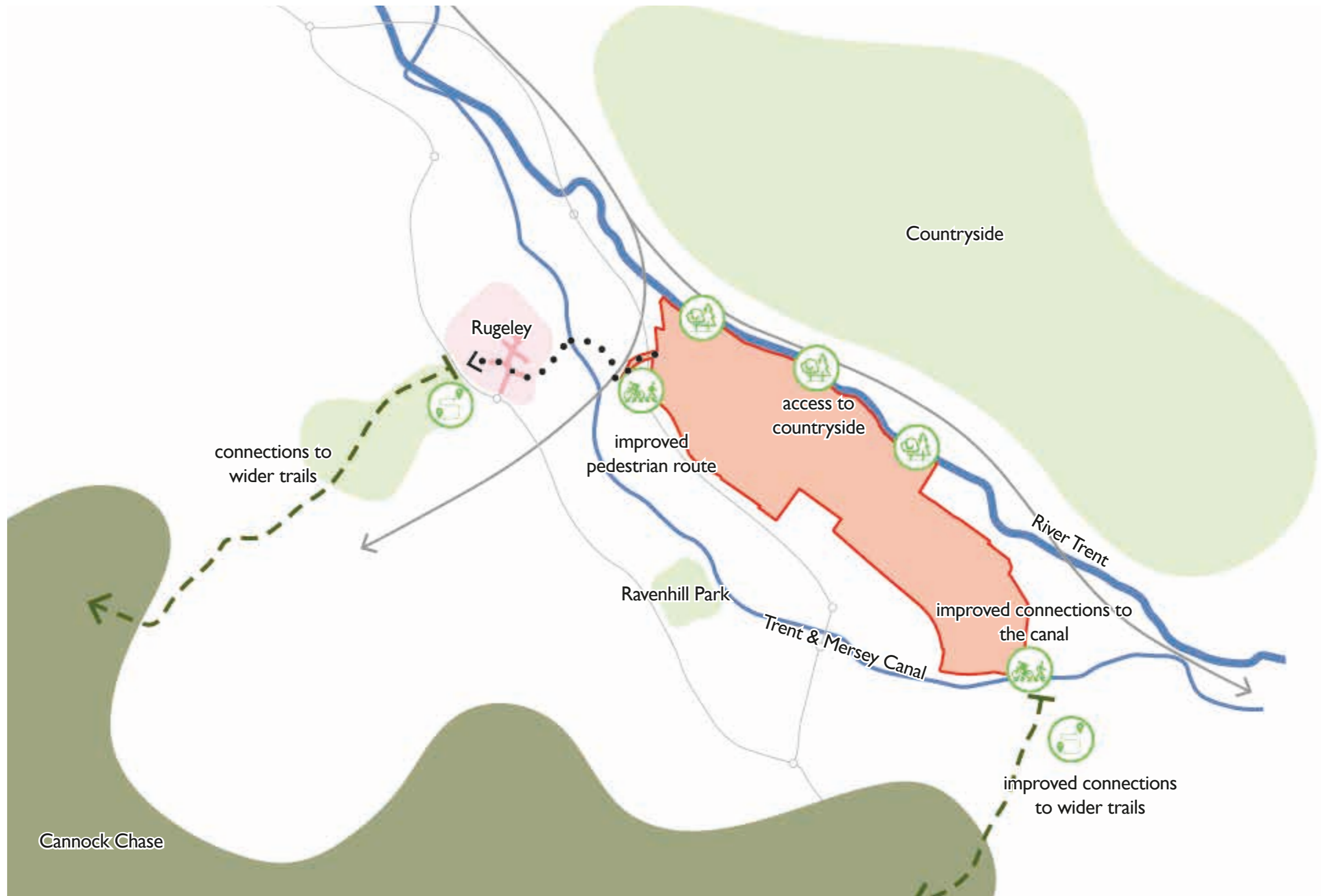
Existing Heritage



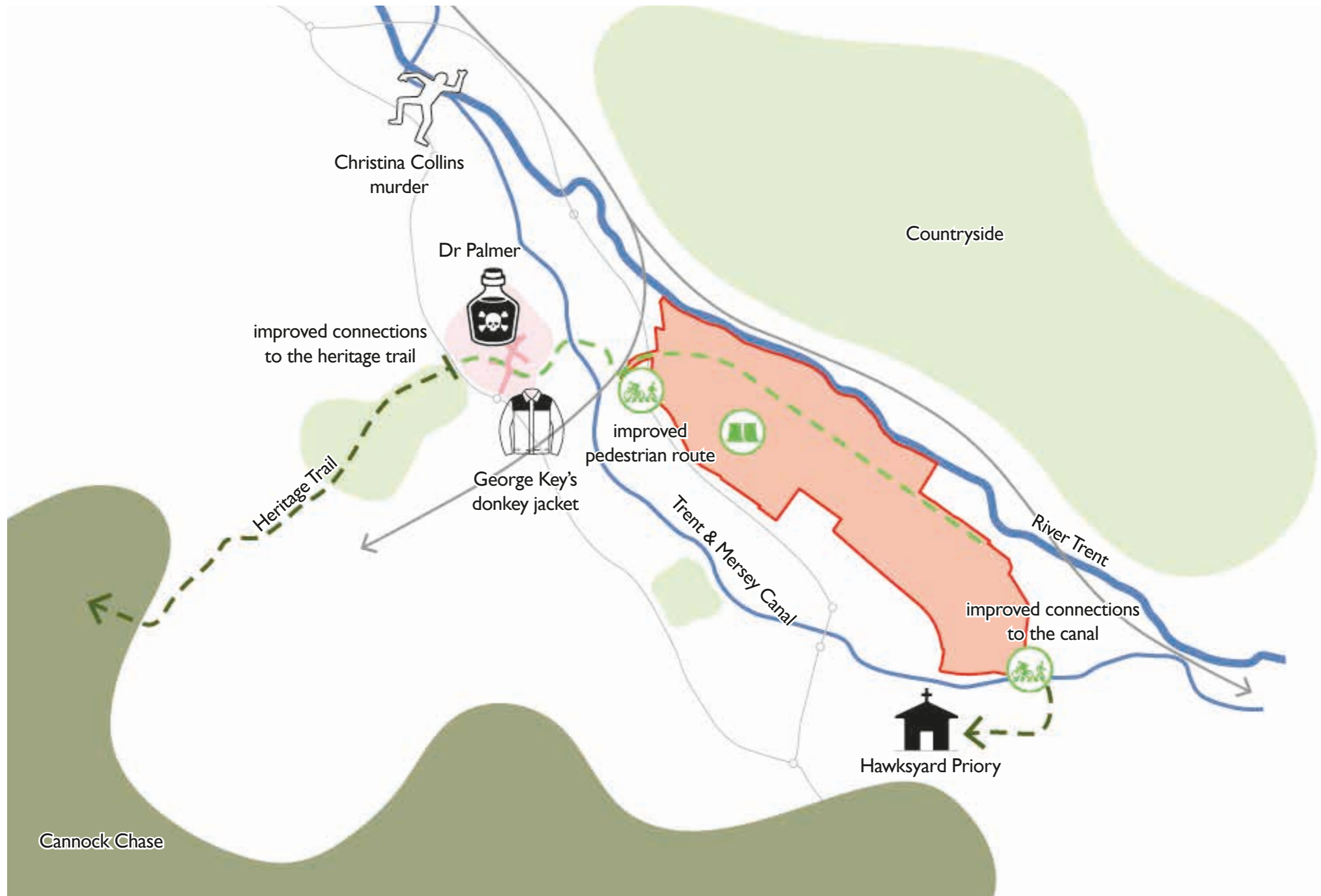
Proposed Transport



Proposed Amenities



Proposed Heritage Links



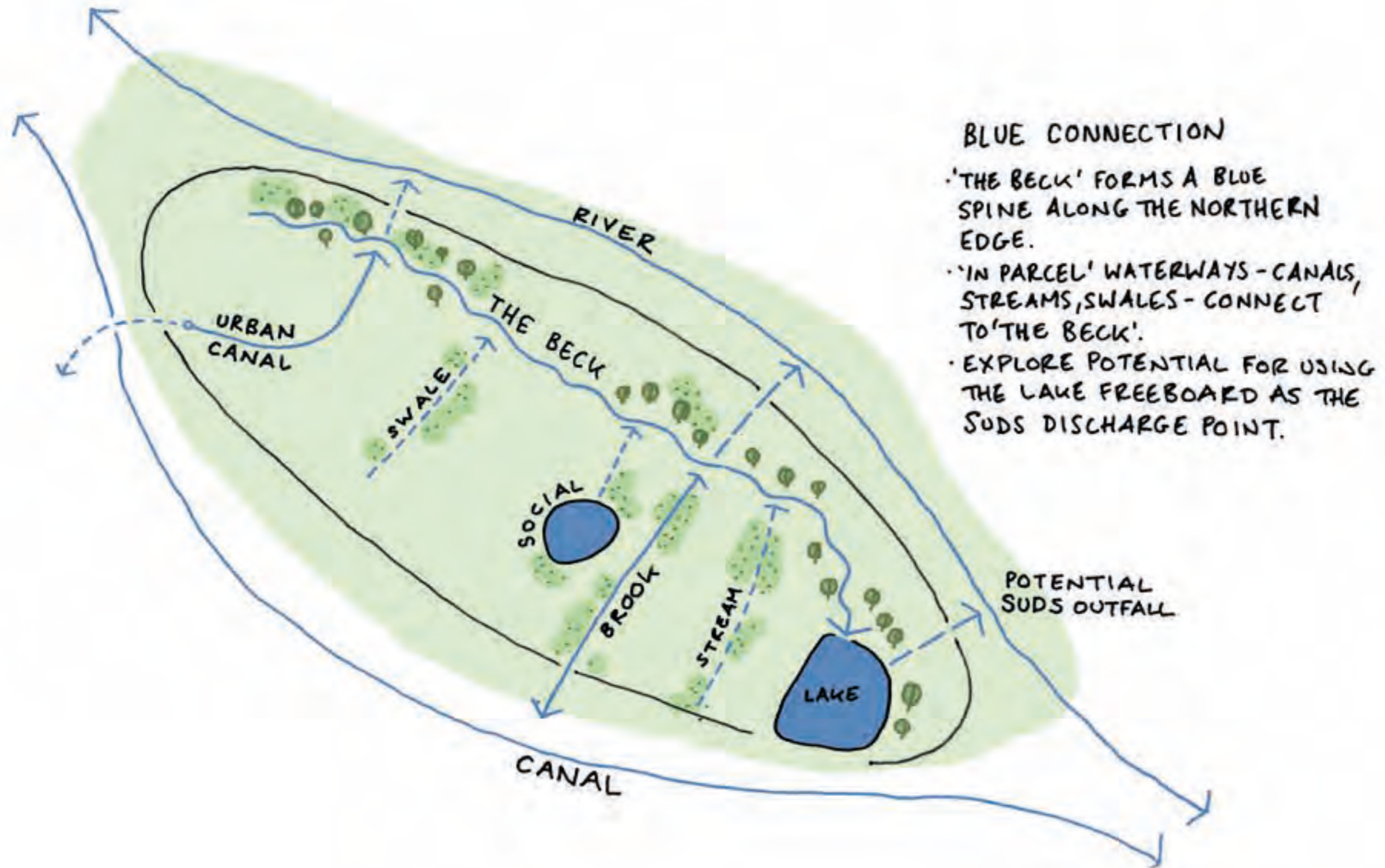
Landscape Framework



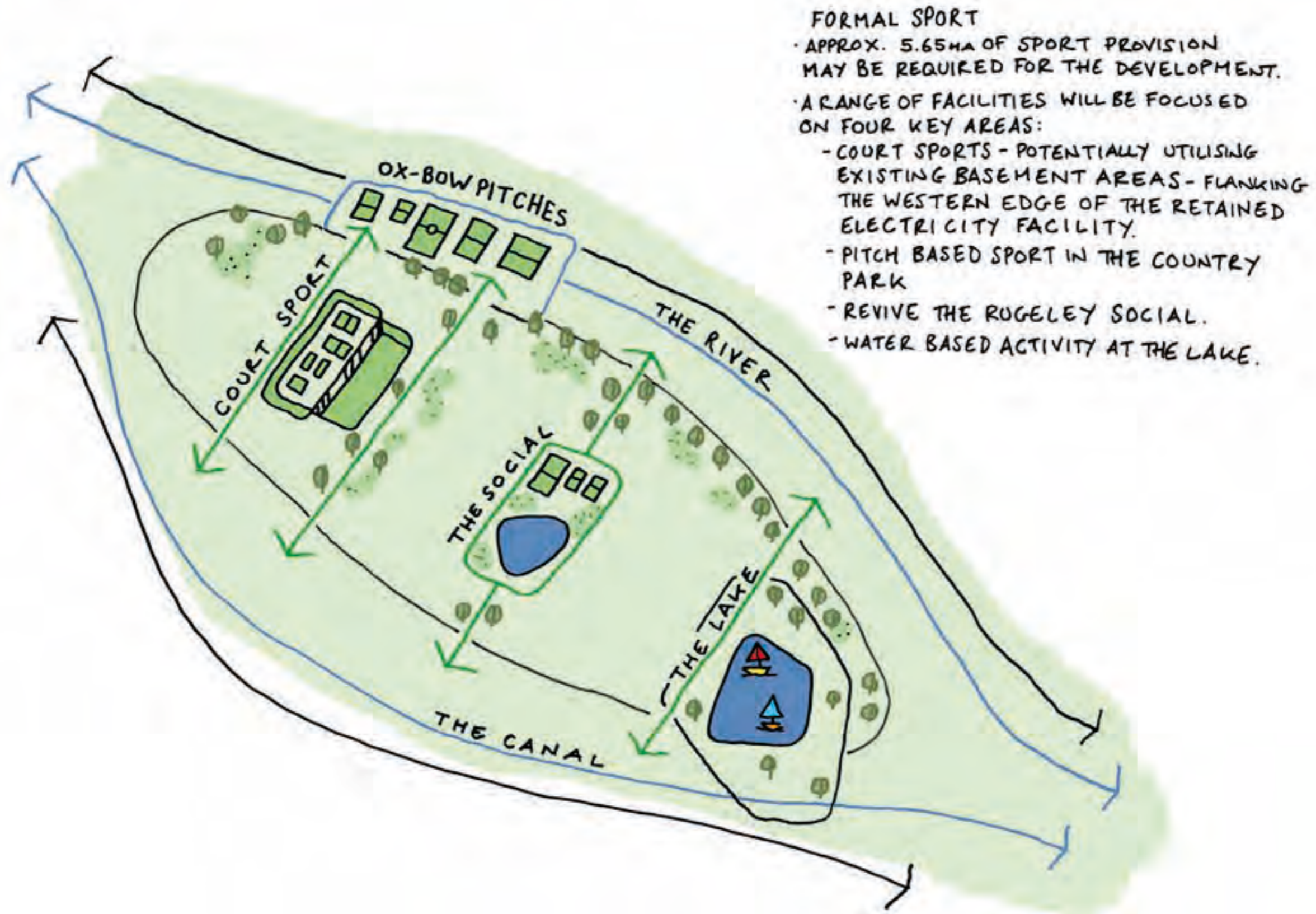
Green Connections



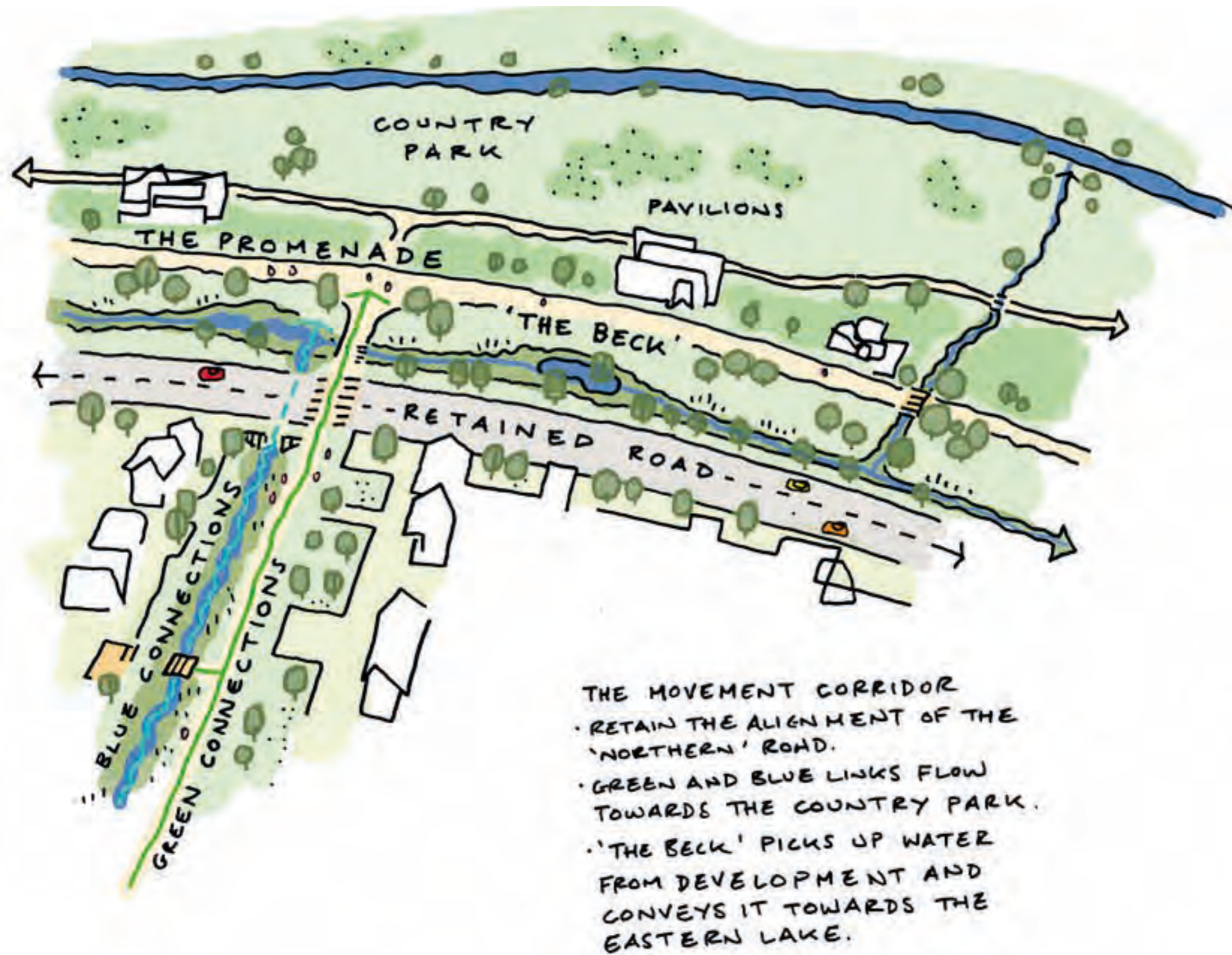
Blue Connections



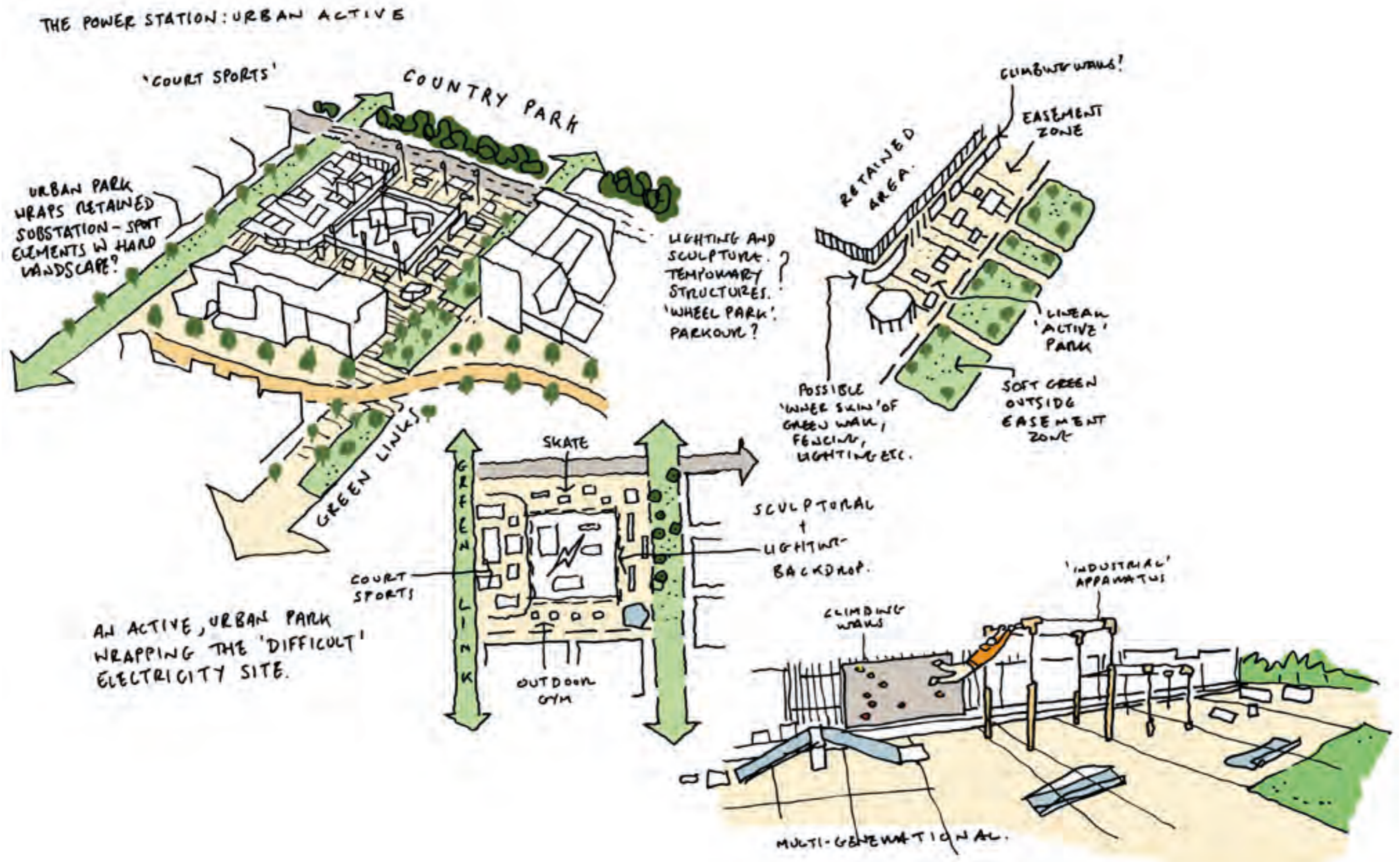
Formal Sports



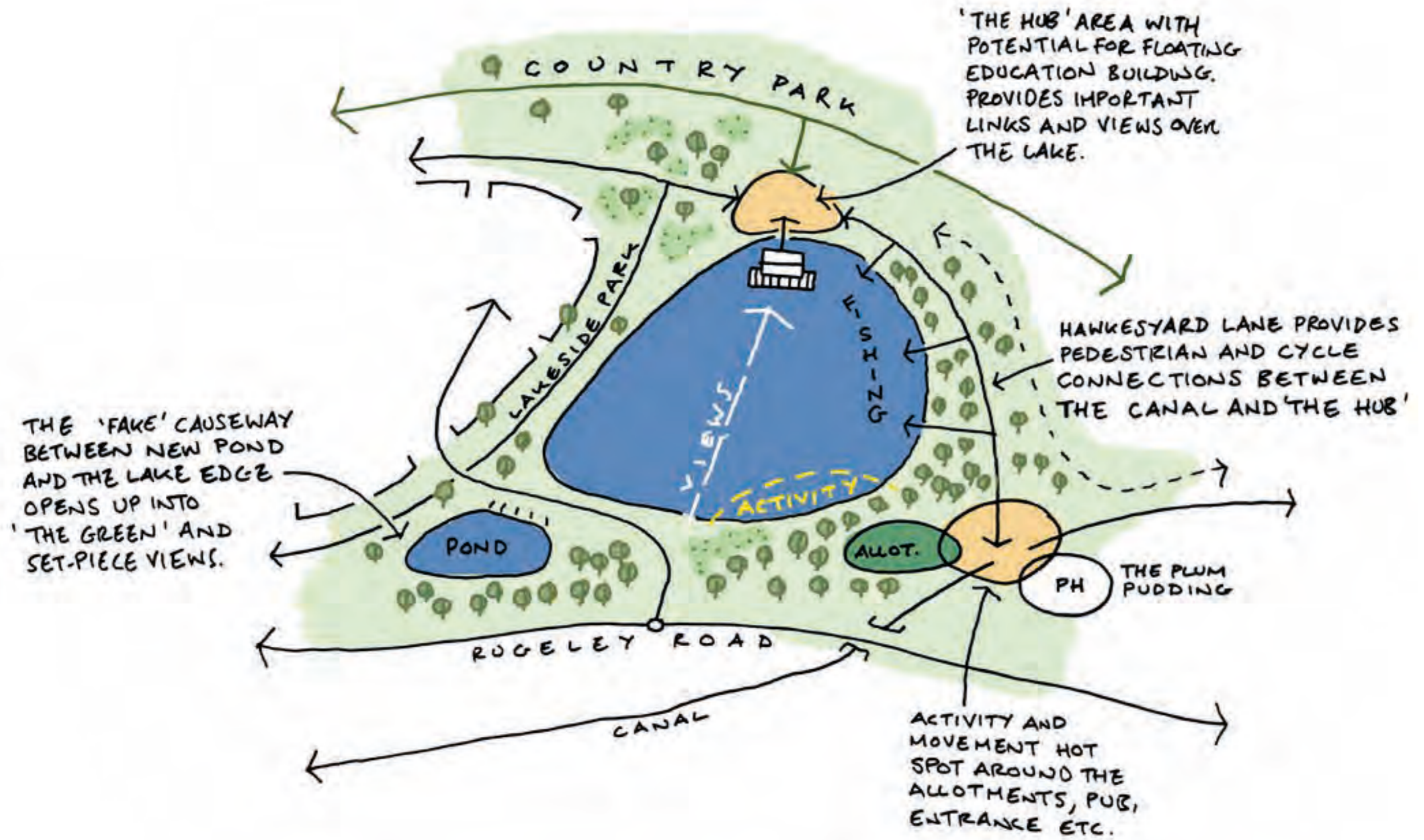
Movement Corridor



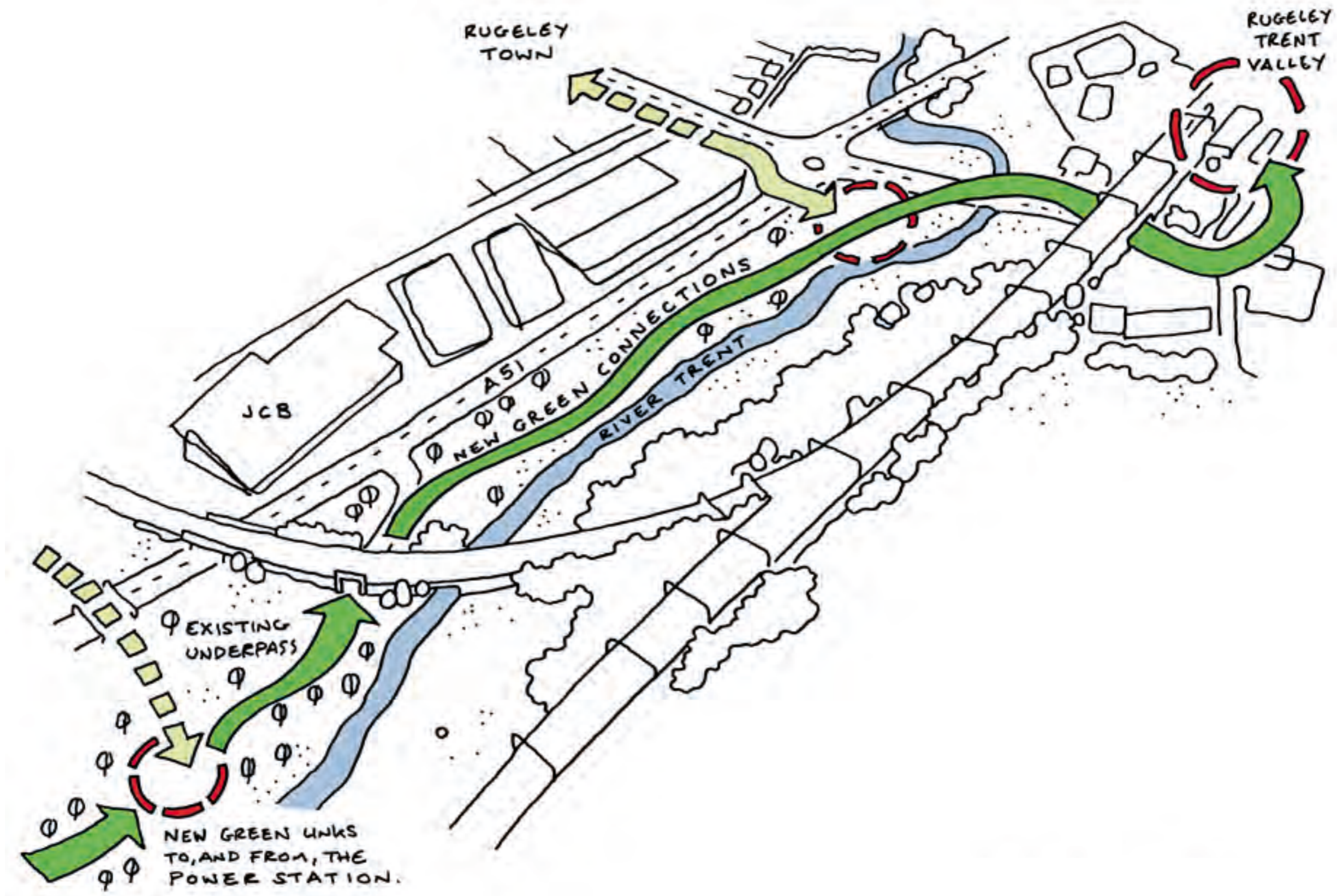
Urban Active



The Lake



Trent Valley Walk



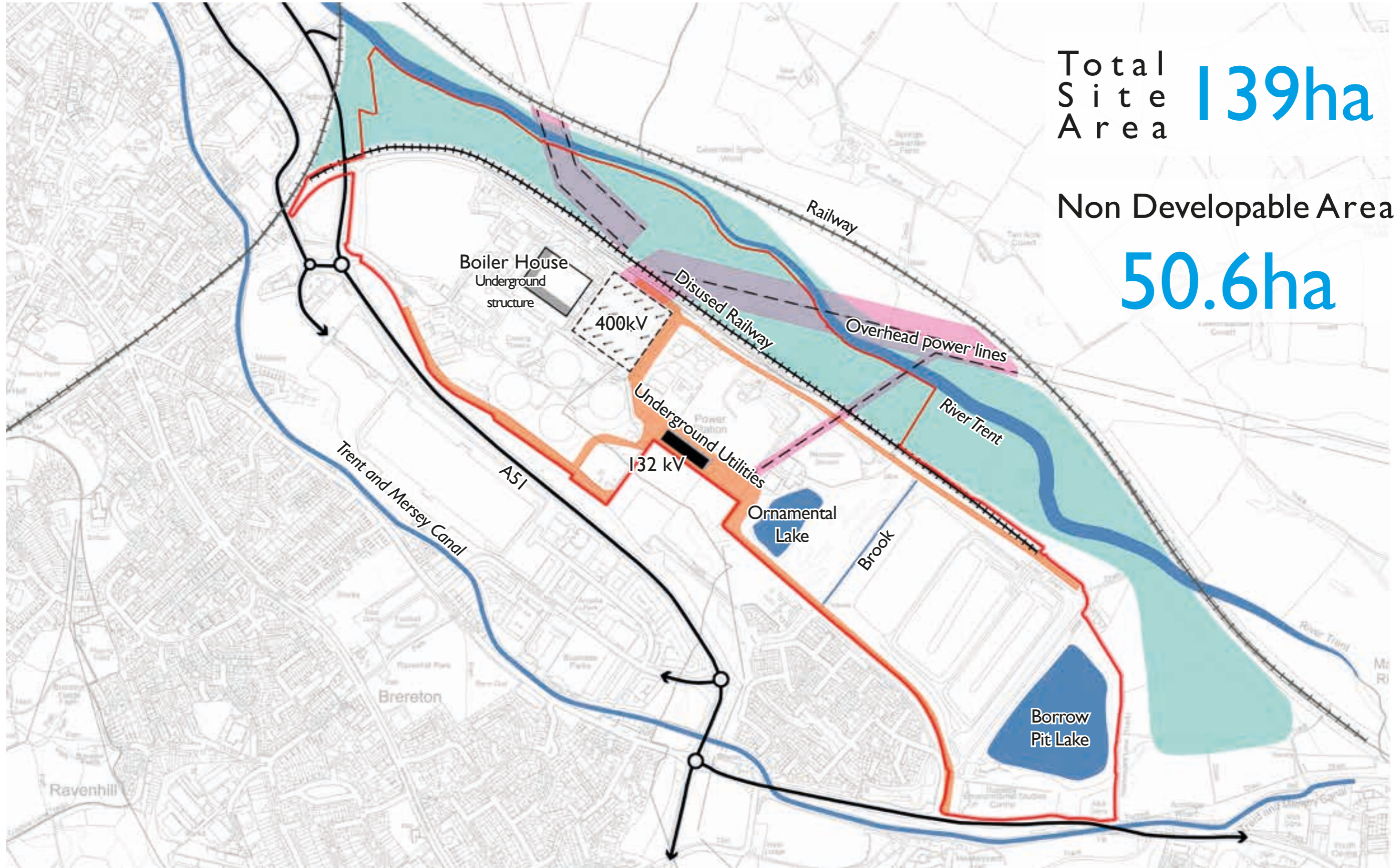
Wider Landscape Connections



Wider Landscape Connections



Site Constraints



Total Site Area **139ha**

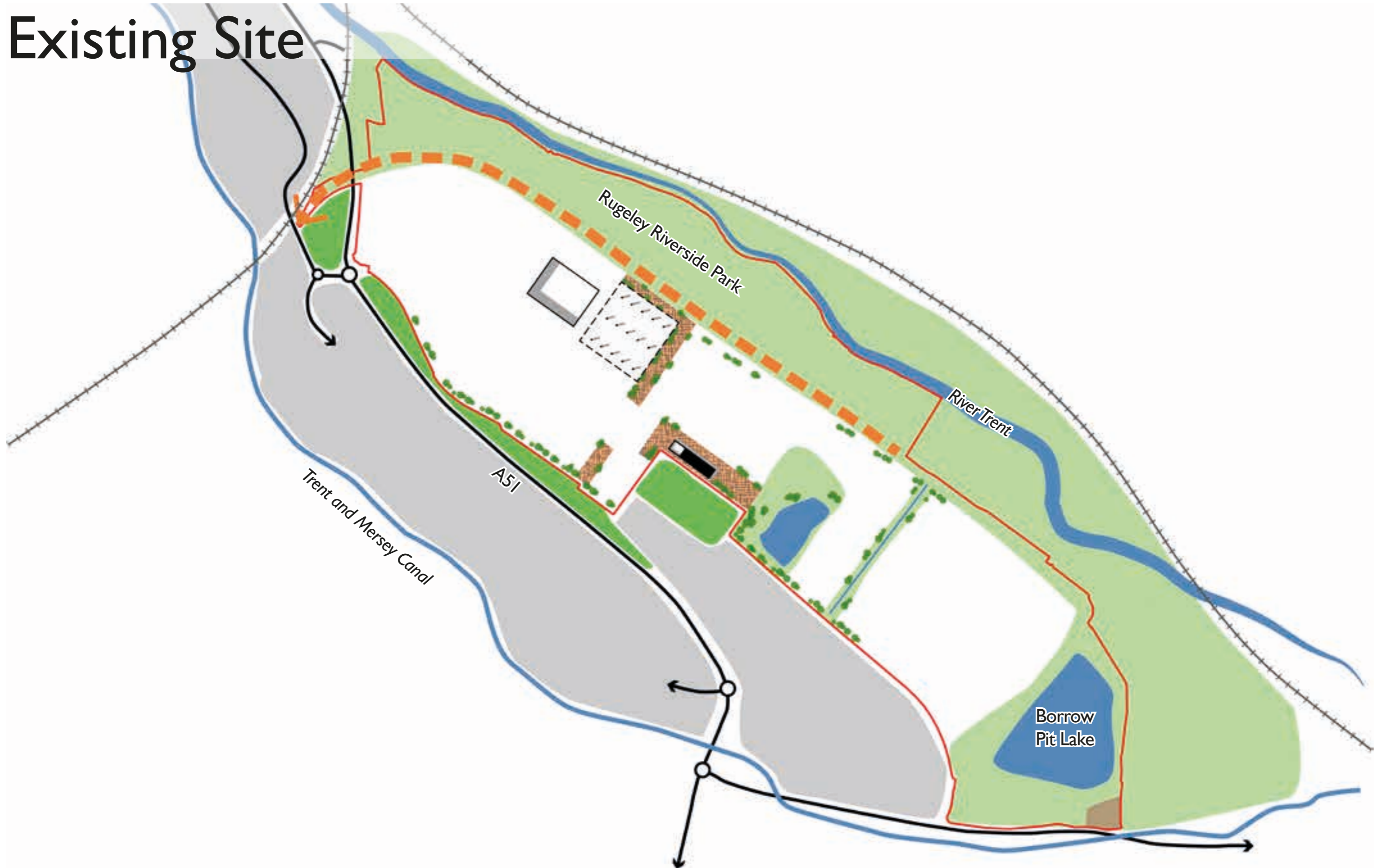
Non Developable Area **50.6ha**

Site Opportunities



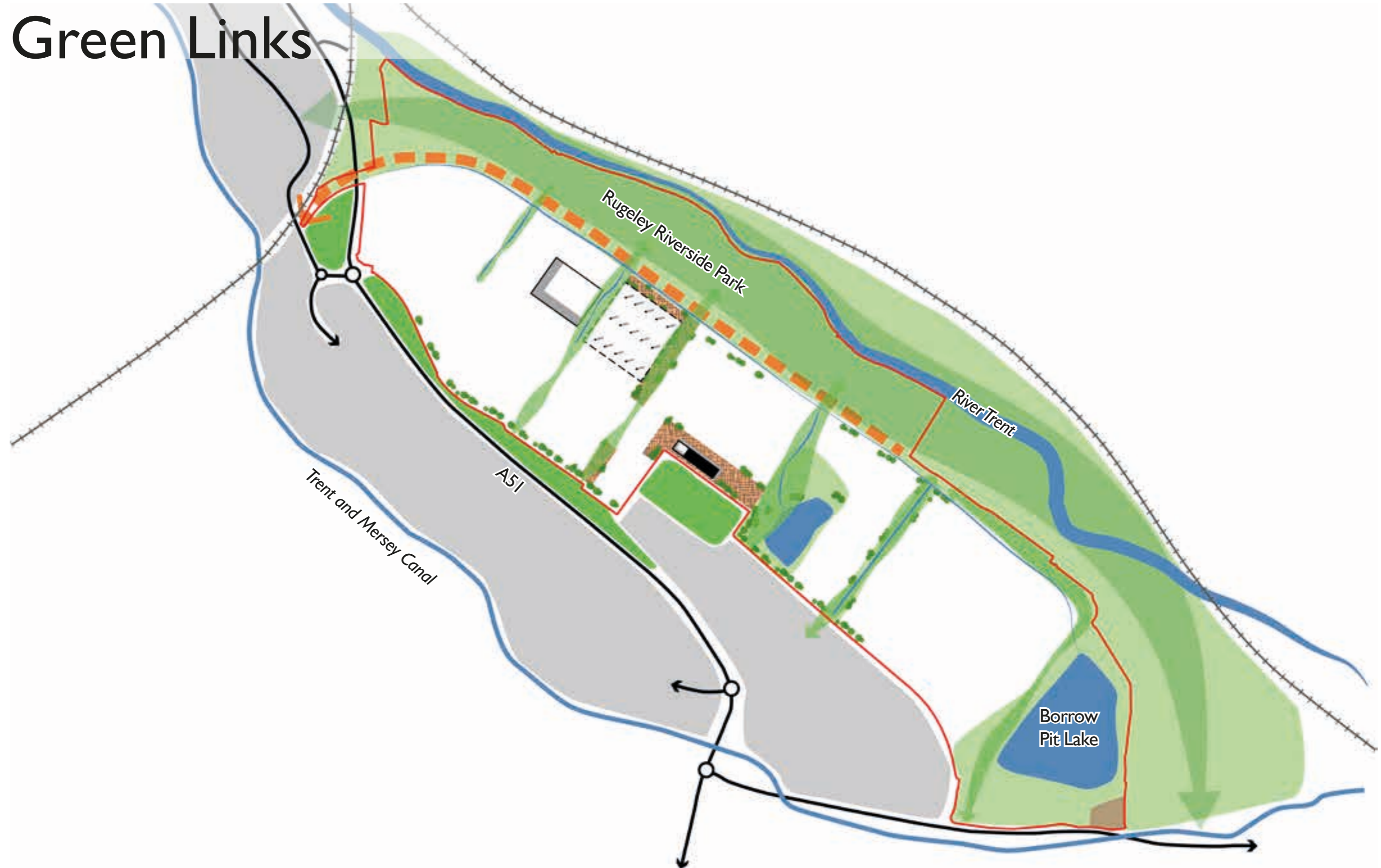
Design Principles

Existing Site

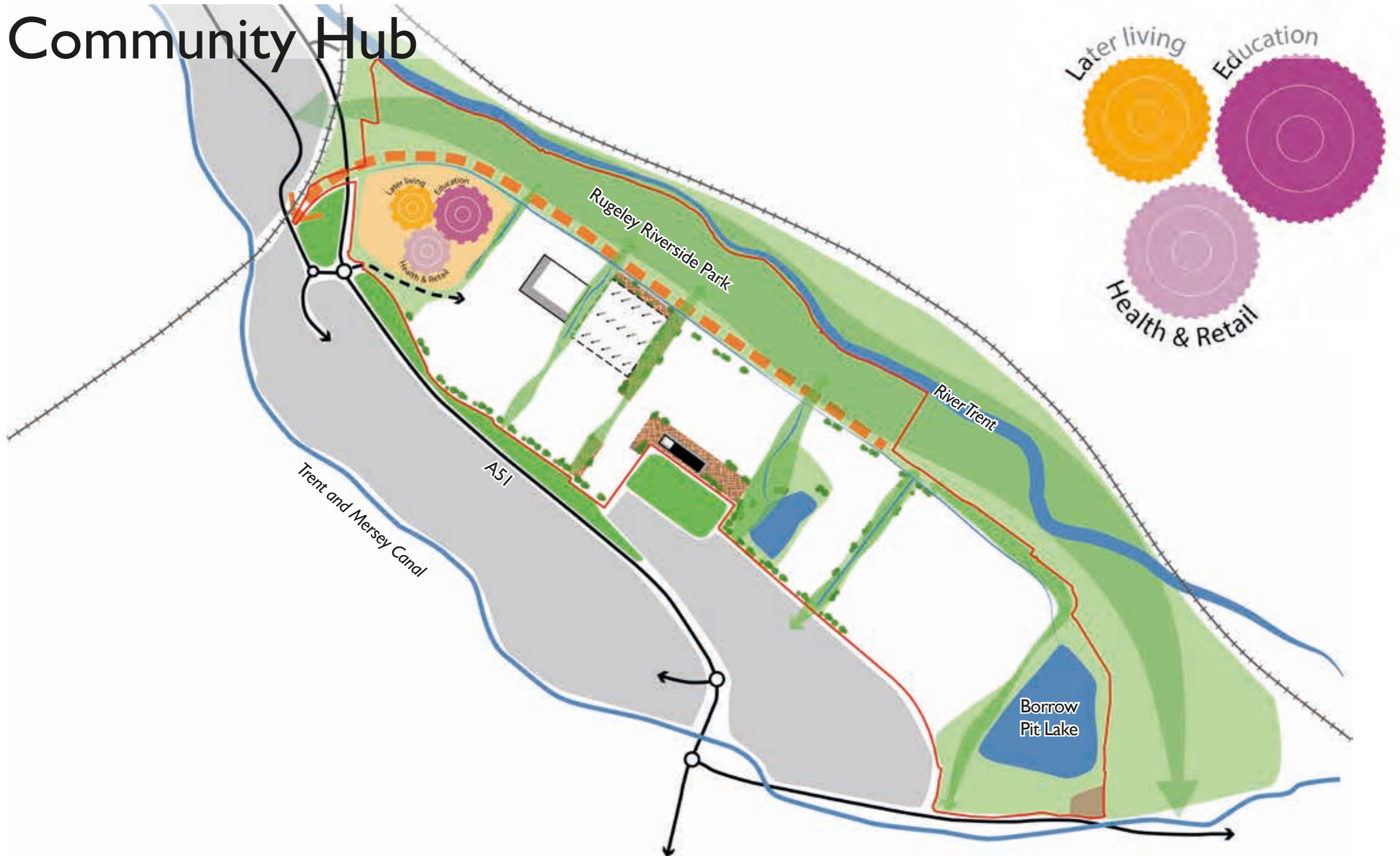


Design Principles

Green Links

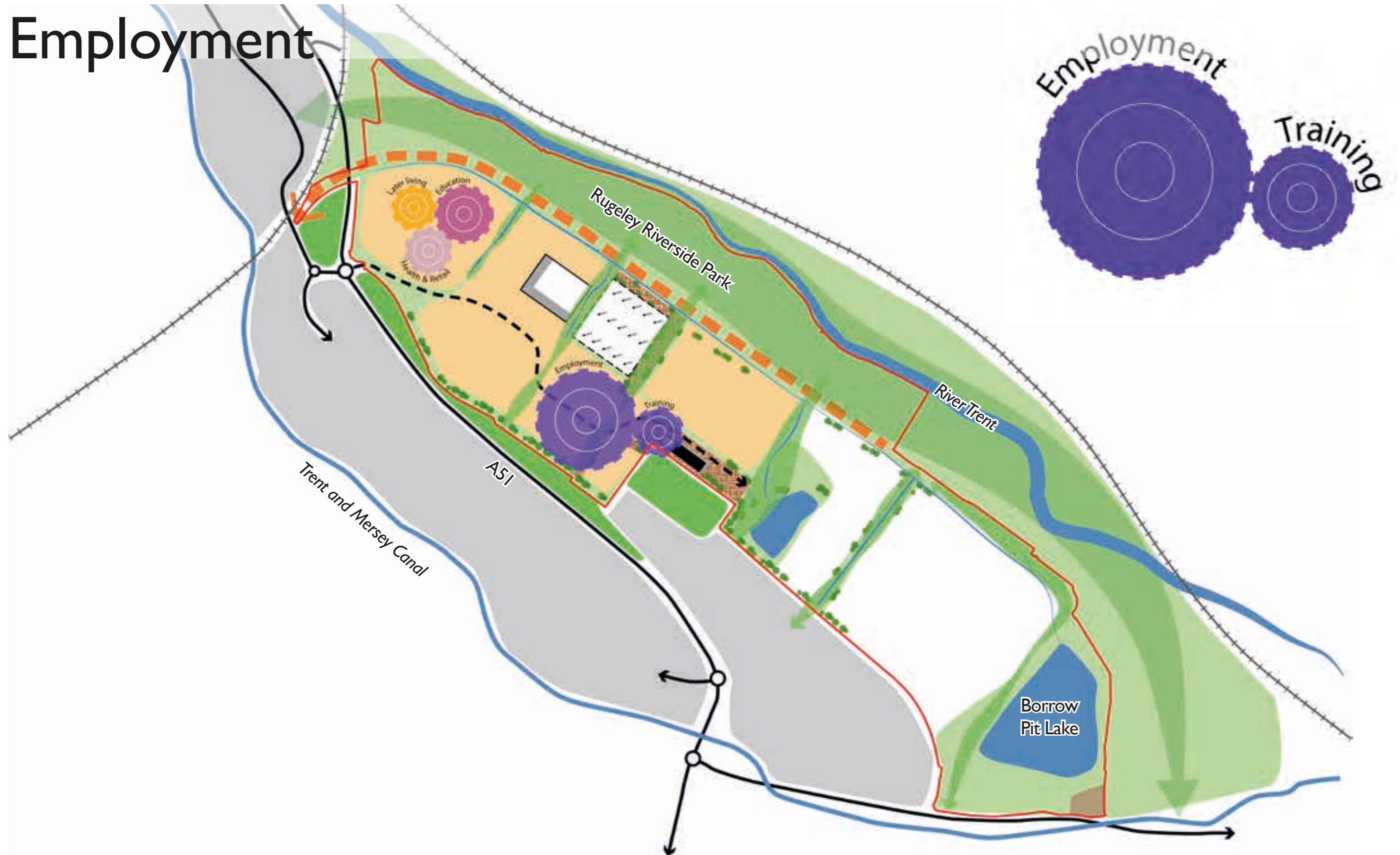


Design Principles Community Hub



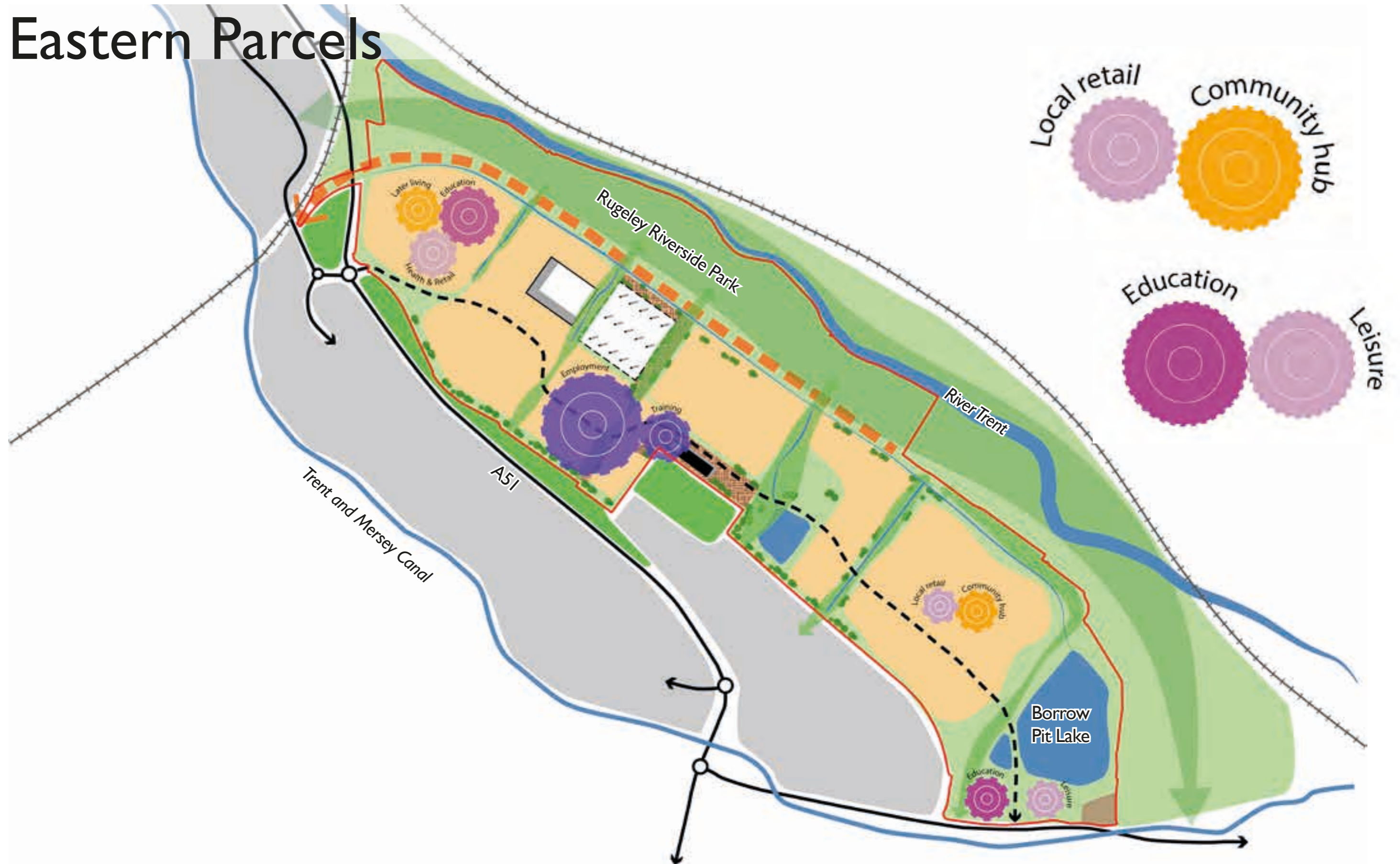
Design Principles

Employment



Design Principles

Eastern Parcels



Illustrative Masterplan



Illustrative Masterplan

- 1 New public riverside park
- 2 Pedestrian / cycle / electric bike / scooter route along former rail sidings
- 3 Potential new access points / connectivity improvements
- 4 Medium and high density housing including ENGIE living product
- 5 Later living housing including apartments
- 6 Community square faced by cafe, convenience shop, GP surgery, school and 'hub' centre including museum / heritage display
- 7 Primary school and playing fields
- 8 Apartments
- 9 All weather sports centre
- 10 Employment and live / work zone
- 11 Photovoltaic screen to 400kV substation enclosure
- 12 Retained 132kV substation building
- 13 Medium density
- 14 Community sports pitches and pavilion
- 15 Ornamental lake
- 16 The Brook
- 17 Neighbourhood centre for local shops
- 18 Potential floating photovoltaic array
- 19 Leisure lake including boating, canoeing, fishing and education
- 20 New entrance from Rugeley Road
- 21 Education / interpretation outreach centre



Masterplan Working Model

South-eastern view over Borrow Pit Lake



Masterplan Working Model

North-western view of entrance with community hub beyond



Masterplan Working Model

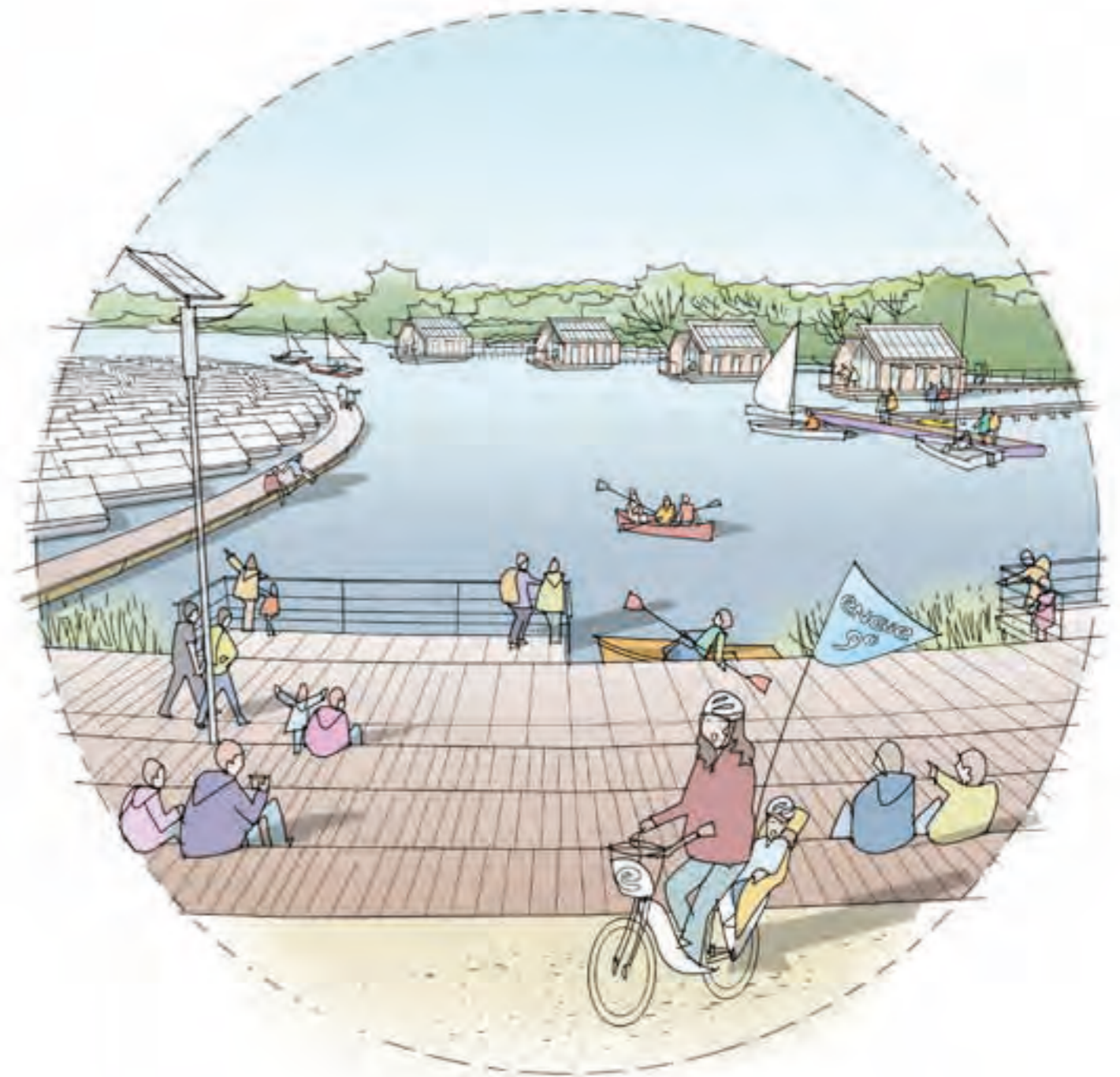
Southern view of employment hub



Landscape Vision



Landscape Vision



Landscape Vision



Detailed Studies



Detailed Study

High density homes and ENGIE living

Towards Rugeley
Trent Valley Station

Rugeley Riverside Park

Towards town
centre



Key

- ① North-western site entrance
- ② Culture/information hub with residential above
- ③ Mixed use buildings including health centre
- ④ Later living residential
- ⑤ ENGIE Living homesteads
- ⑥ Primary School

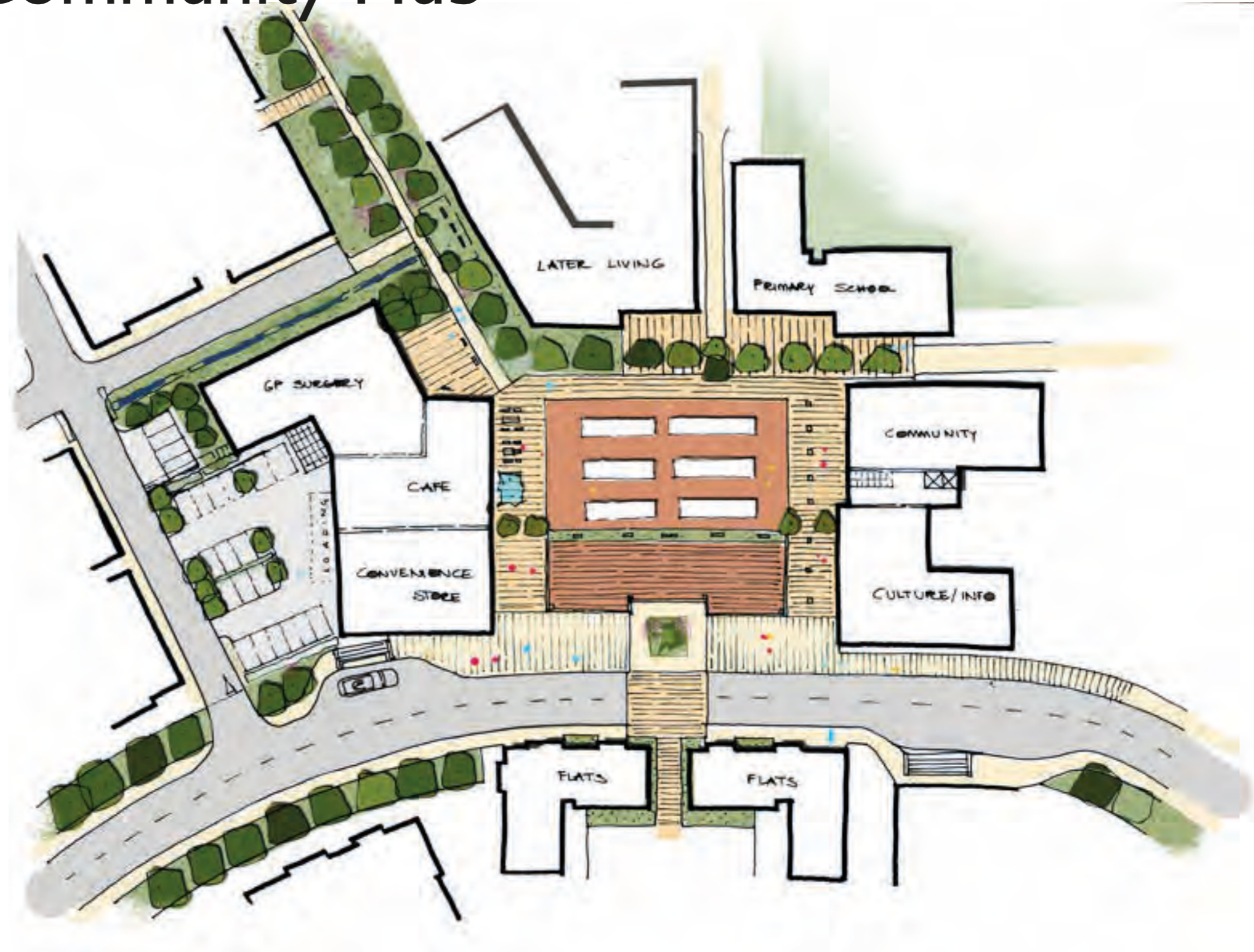
Illustrative View

High density homes and ENGIE living



Detailed Study

North-western Community Hub



Illustrative View

North-western Community Hub



ENGIE Living Homestead



Detailed Study

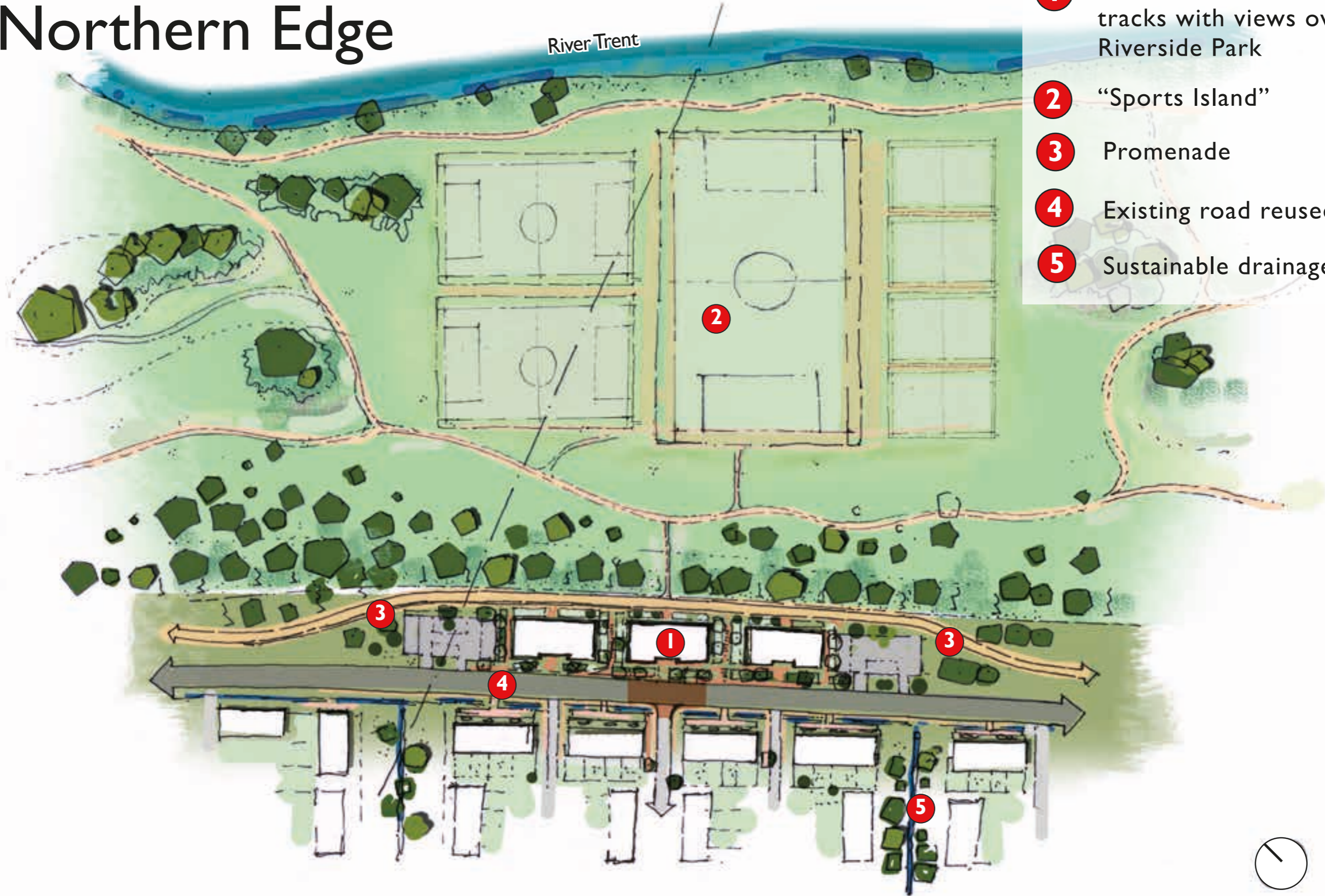
South-western Entrance

Key

- 1 South-western site entrance
- 2 SuDs pond
- 3 Lakeside homes
- 4 Eco education & outreach
- 5 Marina and boating facilities
- 6 Glamping lodges



Detailed Study Northern Edge



Key

- 1 Pavilion blocks on former tracks with views over Riverside Park
- 2 "Sports Island"
- 3 Promenade
- 4 Existing road reused
- 5 Sustainable drainage network



Detailed Study Employment Zone



Illustrative View Employment Hub I



Illustrative View Employment Hub 2



A Snapshot of the Future

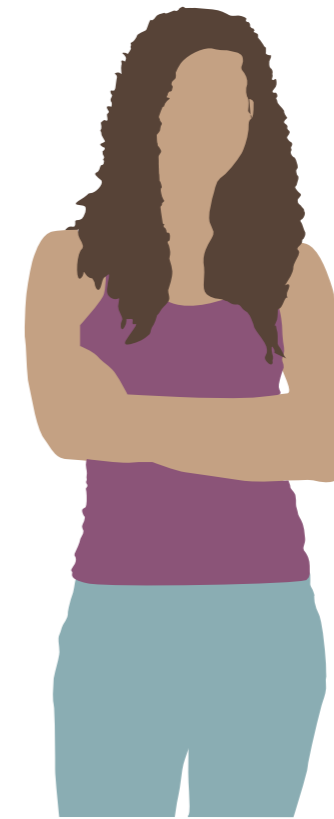
"The new development encourages small local businesses and I now run a cafe at the Innovation Hub too. My fairy cakes are very popular!"

- Chris (61, runs cafe in town centre)



"Last summer I did work experience at the Innovation Hub. I am now very interested in informatics and hoping that after university I can come back and work here!"

- Georgia (15)



"I moved to ENGIE's Later Living near the health centre. I don't cycle but the River Park and pedestrian/cycle network enables me to get out and about with my mobility scooter."

- Janice (82)



"I live in Birmingham and have come to Cannock Chase numerous times. I now go to the Borrow Pit marina for a relaxing end to my cycling adventure."

- Ian (38, cycling enthusiast)

A Snapshot of the Future



"I love my school. I walk or scoot to school every morning along the Riverside Park. We do a lot of outdoor learning in the park and sometimes our teacher takes us to the environment centre at the big lake."

- Jonny (6)



"It is so nice to now be able to walk to the River Trent which is only a 15 minute walk from my door. I spend so much of my time there walking my dog and my kids love it too!"

- Breta (46, resident of Hawkesyard)

"My smart town app for 'what's on Rugeley' has really taken off. The digital connections here are great and I collaborate with **five other start-up companies** here at 'Buzz Park'!"

- Nolan (24, start-up entrepreneur)



"It is so nice to see the Market Street busy again. There are more people now spending time and money in the town just like old times."

- Tina (52, shop owner in town)



Programme

Power Station demolition

- to Q1 2021

Site remediation and preparation

- from 2019

Outline Planning Application

- Submission Q2 2019
- Determination Q4 2019

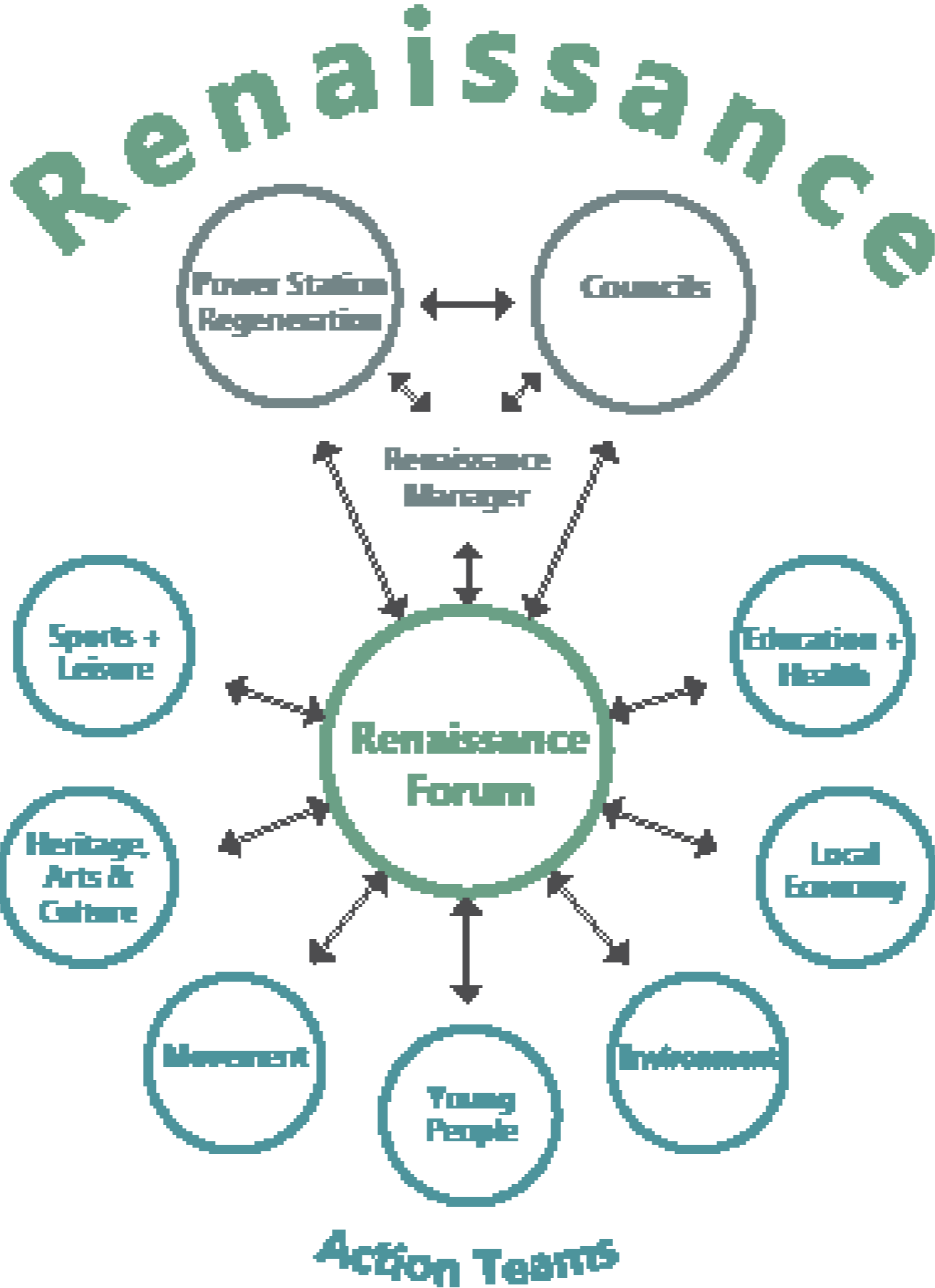
Construction phases

- 2020 for 10/15 years

Programme

- Create Rugeley Power Station project website
- Power Station demolition presentation and events
- Rotary Fun Run
- Agree Renaissance Manager role and funding
- Energy Innovation Zone roll out
- Early Power Station site access to open space

Renaissance

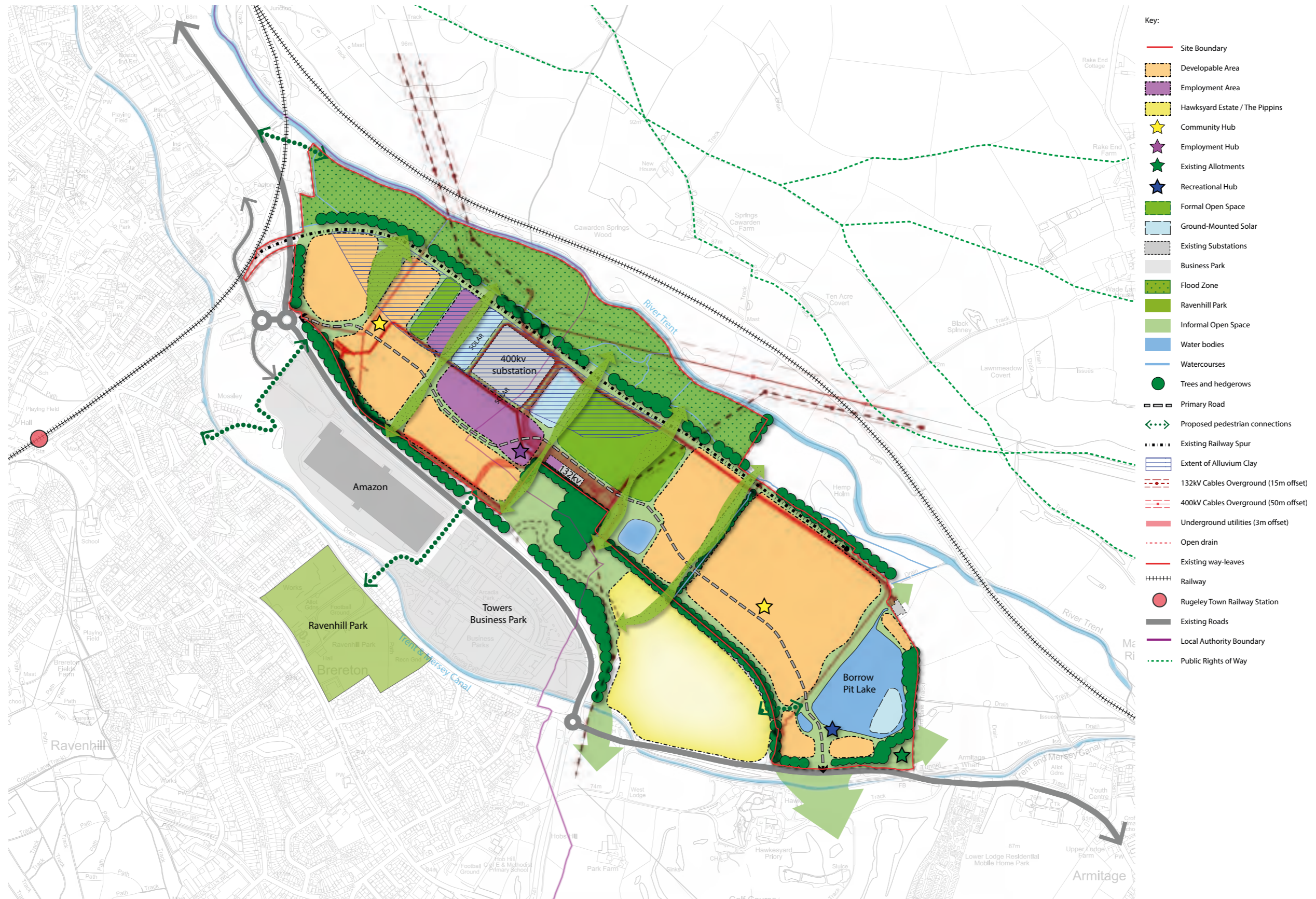


Timeline





Constraints & Opportunities



The Brereton and Ravenhill Way

The Brereton and Ravenhill Way

In 1859 the South Staffordshire Railway Co (which was controlled by the London and North Western Railway) opened a railway line from Rugeley Trent Valley on the LNWR's Trent Valley Railway to the LNWR's Cannock to Walsall branch line. A branch minerals line known as the Brereton Colliery Railway was constructed in stages and completed in 1876. It ran from just to the west of the present Brereton Sidings Signal Box to Brick Kiln Colliery (later Brereton Colliery) in Brereton Hayes opposite Slade House on Colliery Road. It closed as a result of the closure of Brereton Colliery in 1960. The photographs show colliery locomotives close to the point where the Brereton Colliery Railway met the Rugeley to Cannock line. 'Brereton Sidings' signal box was constructed in the 1890s to a standard London and North Western Railway design. Apart from the removal of a chimney and the replacement of its staircase, its external appearance has changed little in more than a century of use.

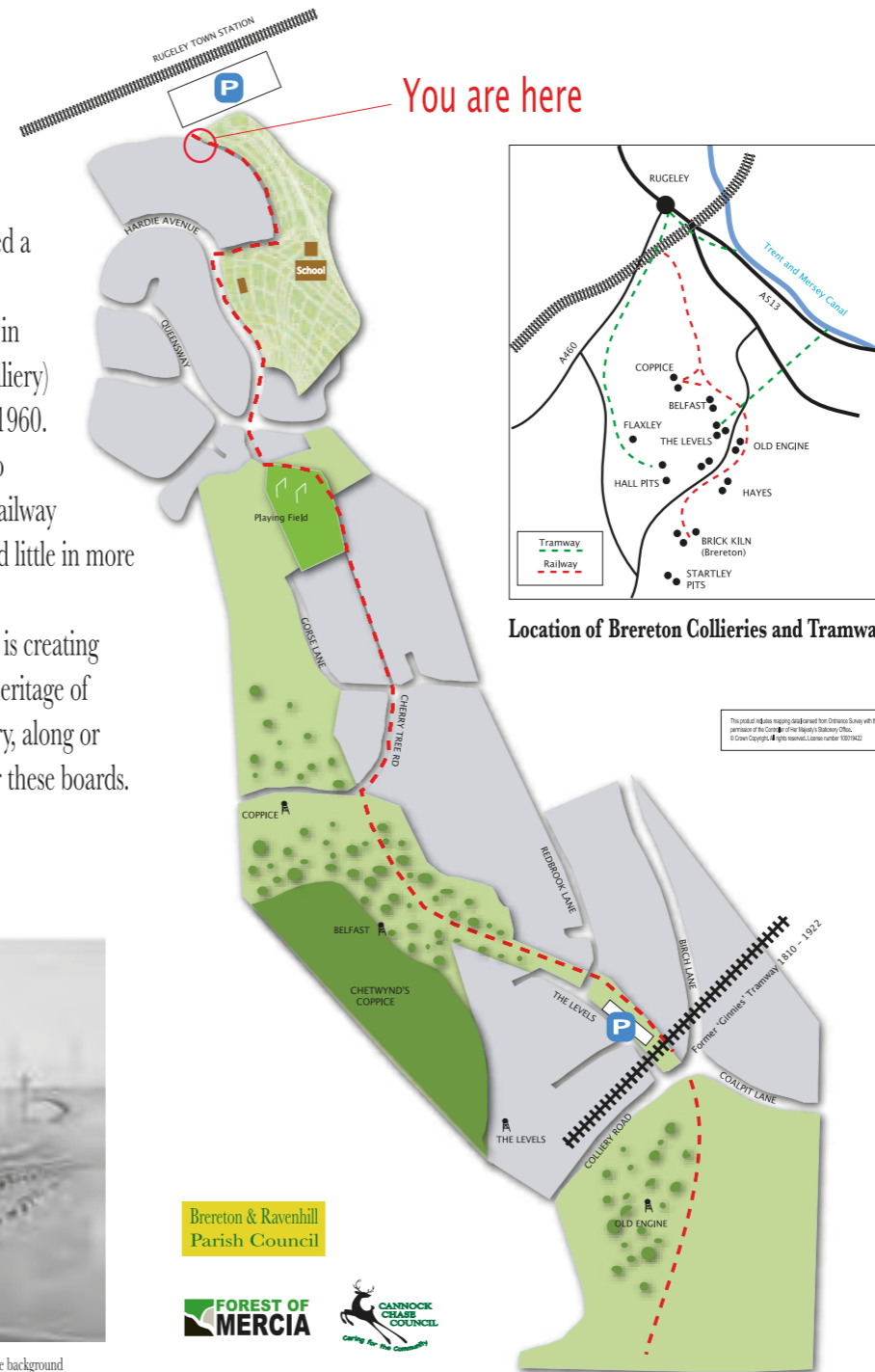
Brereton and Ravenhill Parish Council (with support from the Forest of Mercia and Cannock Chase District Council) is creating a Heritage Walk, known as the Brereton and Ravenhill Way, to give people a chance to learn about and to enjoy the heritage of our community. Its first phase runs from Brereton Road, Ravenhill to the northern end of the former Brereton Colliery, along or close to the route of the Brereton Colliery Line. We are very grateful to Ken Edwards for much of the information for these boards. Ken is the author of 'The Brereton Collieries 1791-1960' (Cannock Chase Mining Historical Society, 2005).



Locomotive 'Vanguard' with four wagons: Brereton Sidings Signal Box in the background



The junction of the Brereton Colliery Railway with the Rugeley to Walsall line: the bridge in the background is Sandy Lane



Location of Brereton Collieries and Tramways

This Project has been financed by the Aggregates Levy Sustainability Fund which aims to compensate communities that are directly or indirectly adversely affected by aggregates operations. The fund is managed by Staffordshire County Council on behalf of DEFRA.

Updated Masterplan



Live/Work Spaces

Bow Arts in Thamesmead, London

Paintworks in Bristol

Havelock Walk in Lewisham, London

Spectacle Works in Jewellery Quarter, Birmingham

Spark Studio in Salford

The Collective Old Oak, London



Spectacle Works in Jewellery Quarter, Birmingham

Renaissance Forum Agenda

19:30 Welcome and introduction

19:40 Rugeley Power Station update

20:00 Themed discussion groups

20.45 Group report backs

21:00 Close