

An aerial photograph showing the Rugeley Power Station with its three large cooling towers and a tall chimney stack. The station is situated in a valley, surrounded by green fields, a winding river, and residential areas. The sky is blue with scattered white clouds.

# Rugeley Power Station Community Planning Weekend

30 November to 04 December 2018

## Report Back Presentation

# 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.”*

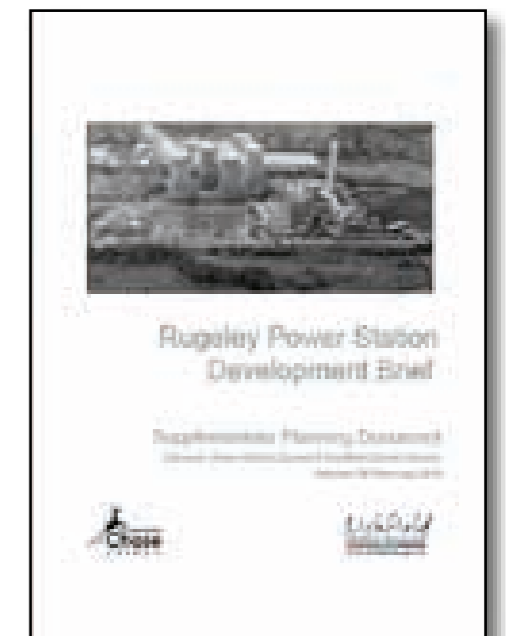
# Rugeley Power Station Task Force



## 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 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

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## 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

jtp.co.uk

# 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 the site and the surrounding area.

**Everyone is welcome!**

Community Planning Workshops & Exhibitions  
Friday 30 November 10:00am - 4:00pm  
Saturday 01 December 10:00am - 4:00pm

Report Back Presentation  
Tuesday 04 December 10:00am - 11:00am

Where  
Rugeley Power Station  
Rugeley, CV21 2JL



## Rugeley Power Station Community Planning Weekend

Friday 30 November to Tuesday 04 December 2018

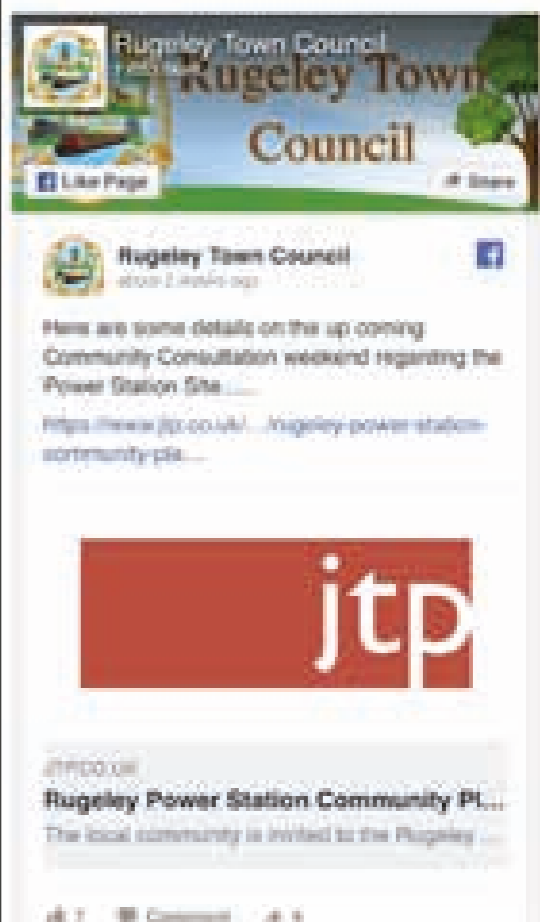
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Where  
Rugeley Power Station  
Rugeley, CV21 2JL



# 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**  
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: Mansfield House, 40 Market Street, Rugeley WS15 2JL  
Everyone is welcome!

ENGIE jcp.c



# Team Tour



**Sign-in**



# Exhibition



# Introduction

Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL  
7.00pm, Tuesday 04 December 2018  
4.30pm, Saturday 01 December 2018  
Everyone is welcome!  
itp.co.uk

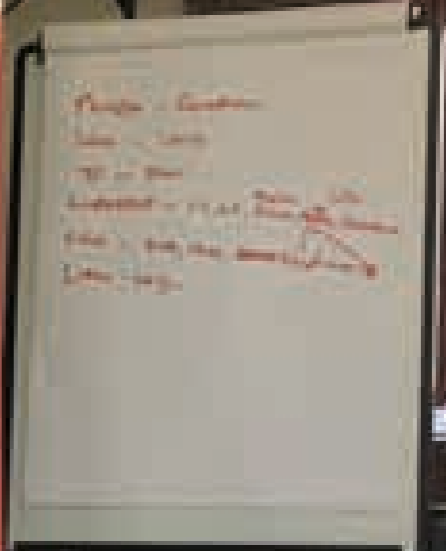
PROBLEMS

DREAMS

SOL



**Rugeley Power Station  
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Everyone is welcome!  
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# St Joseph's Primary School

DREAMS



KEY

Community

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4.30pm

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04 Dec





# The Hart School

ENGIE

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Everyone is w

Rugeley

Site Location

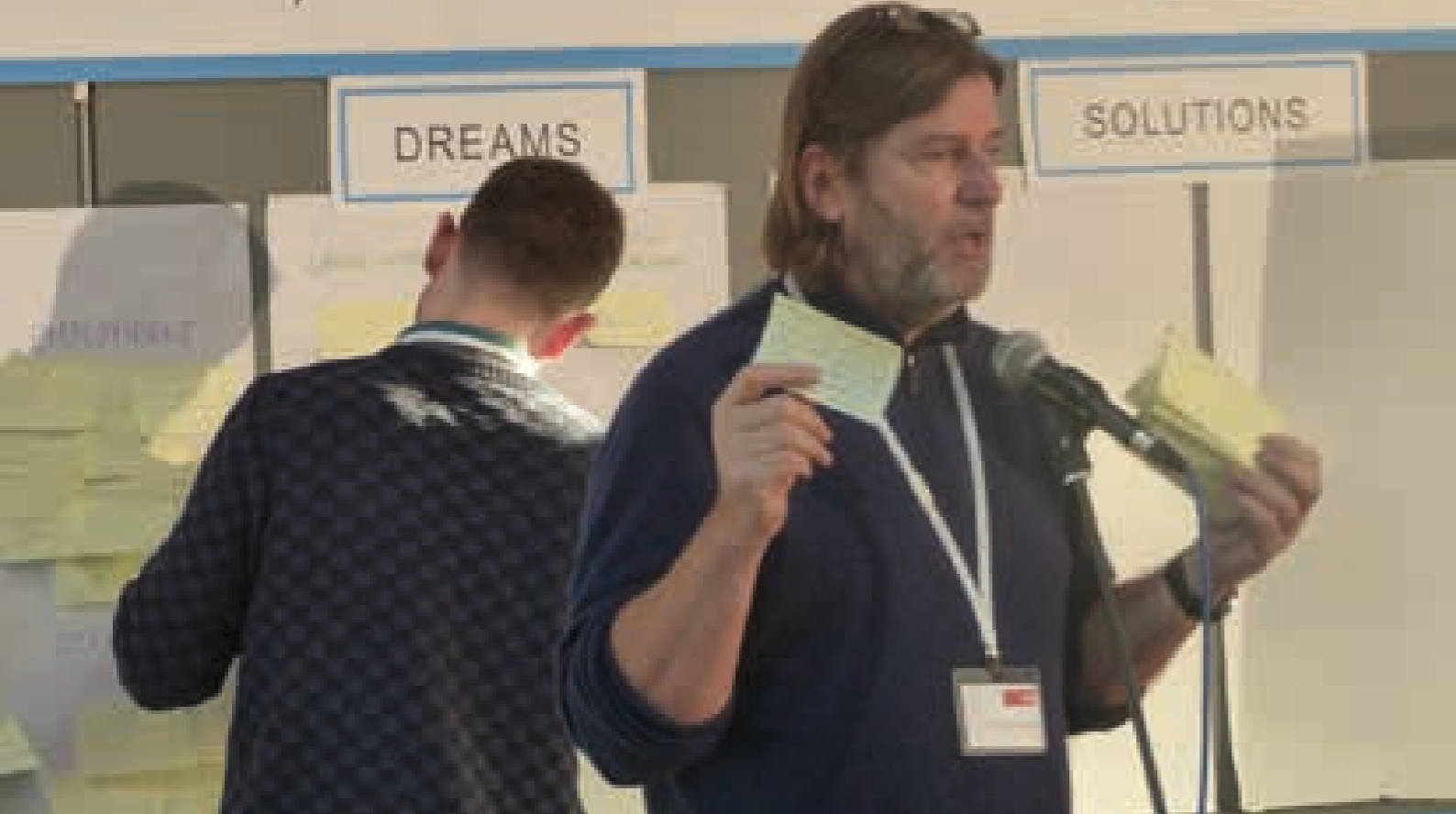


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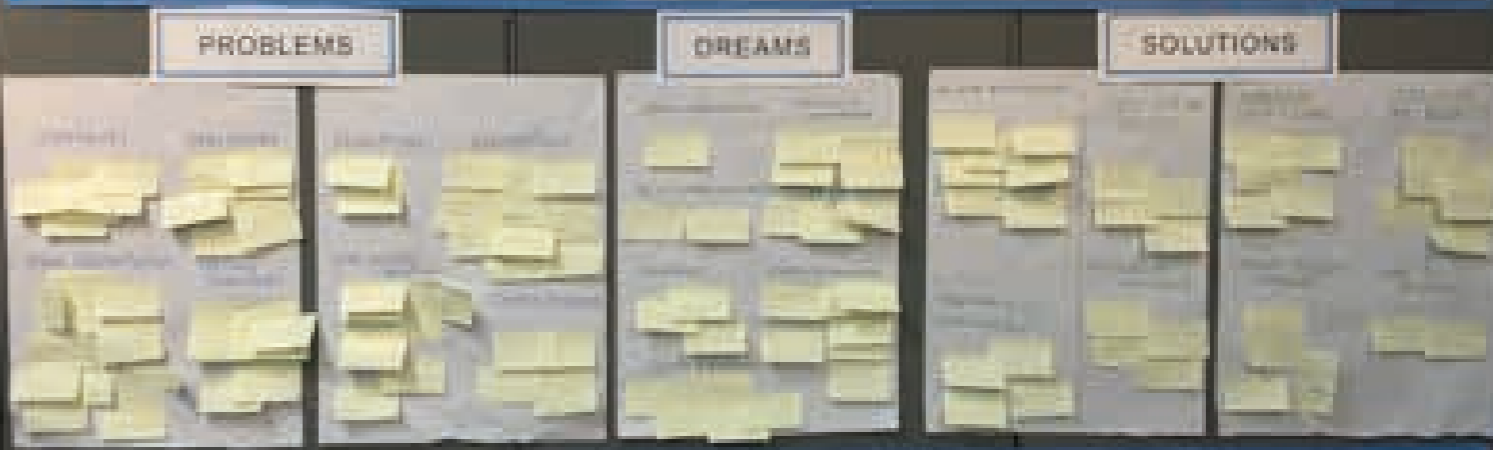
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Field House. 40 Market Street, Rugeley WS15 2JL  
Everyone is welcome!

# Friday Dialogue Workshop



Report Back at 7.00pm, Tuesday 04 December 2018  
Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL  
Everyone is welcome! [jcp.co.uk](http://jcp.co.uk)



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Everyone is welcome! [jcp.co.uk](http://jcp.co.uk)

# 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.”*

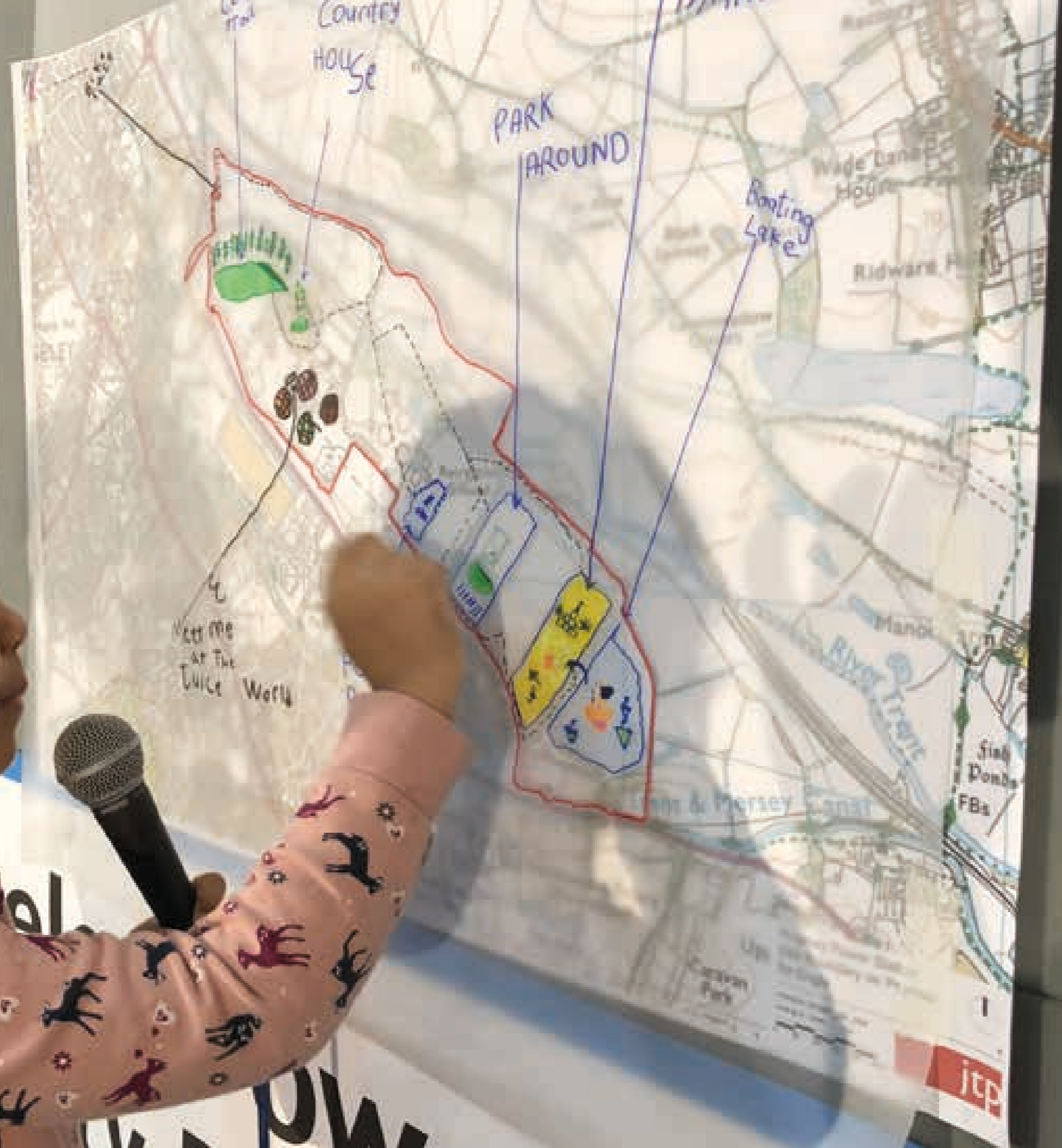
*“A showcase development; not just for ENGIE but for Rugeley as well.”*

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

# Break World



# Break World



# 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



Everyone is welcome!

# 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



Venue. Mansson

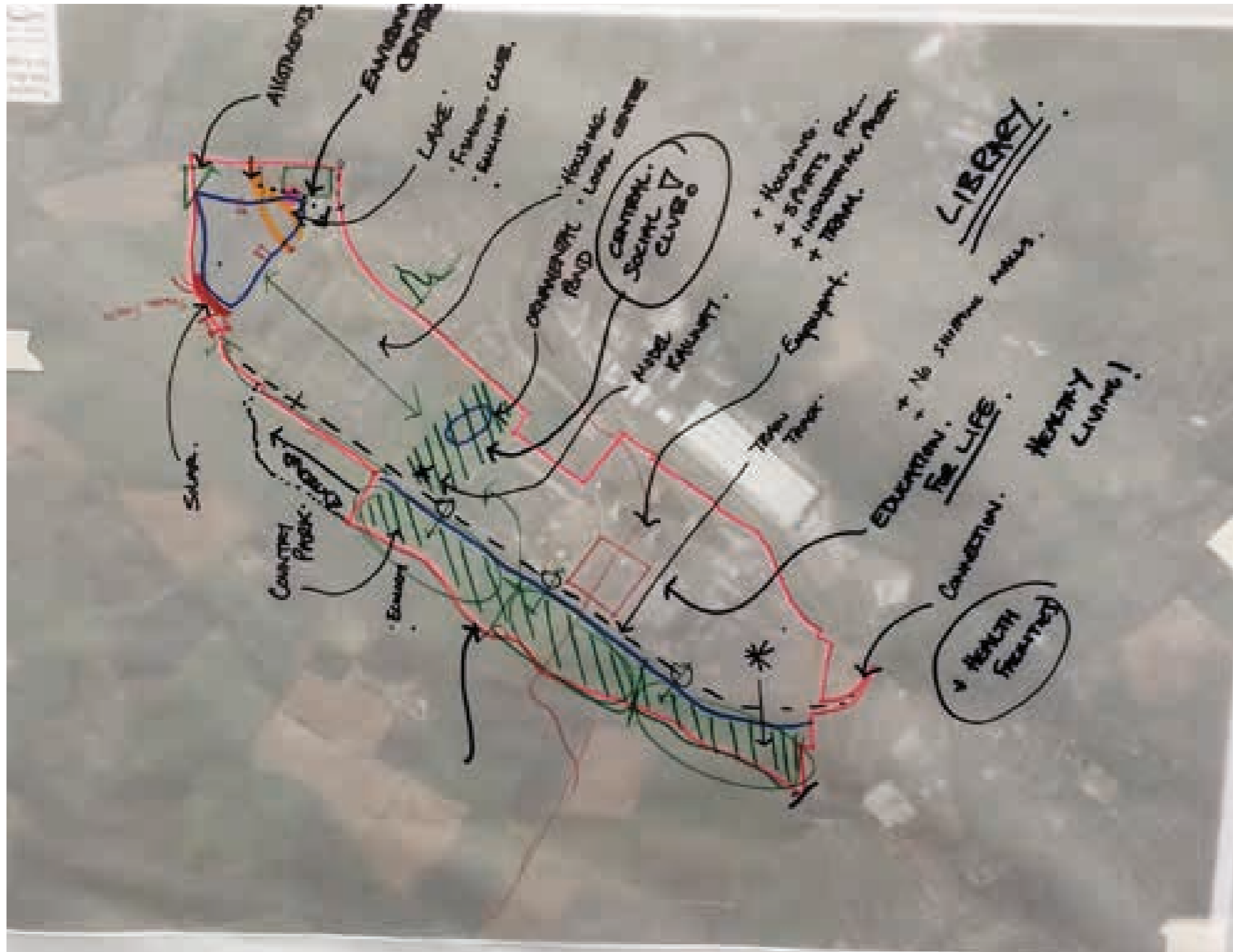
Everyone is welcome

# Education for Life



# Gelev Power Station

# 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

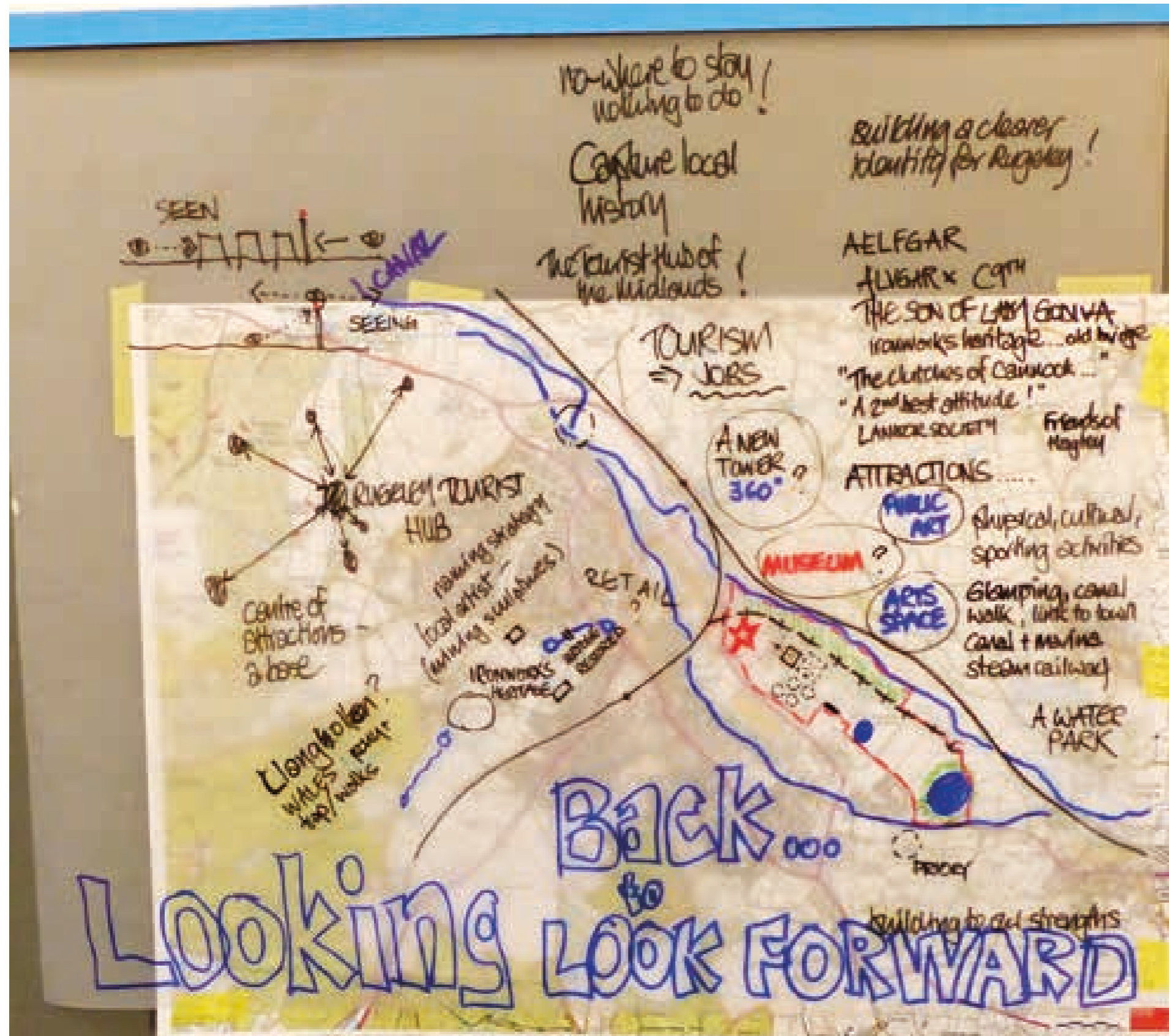
# Looking Back to Look Forward







# Looking Back to Look Forward



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?



.45 - 6.30pm, Friday 30  
Report Back at 7.00pm

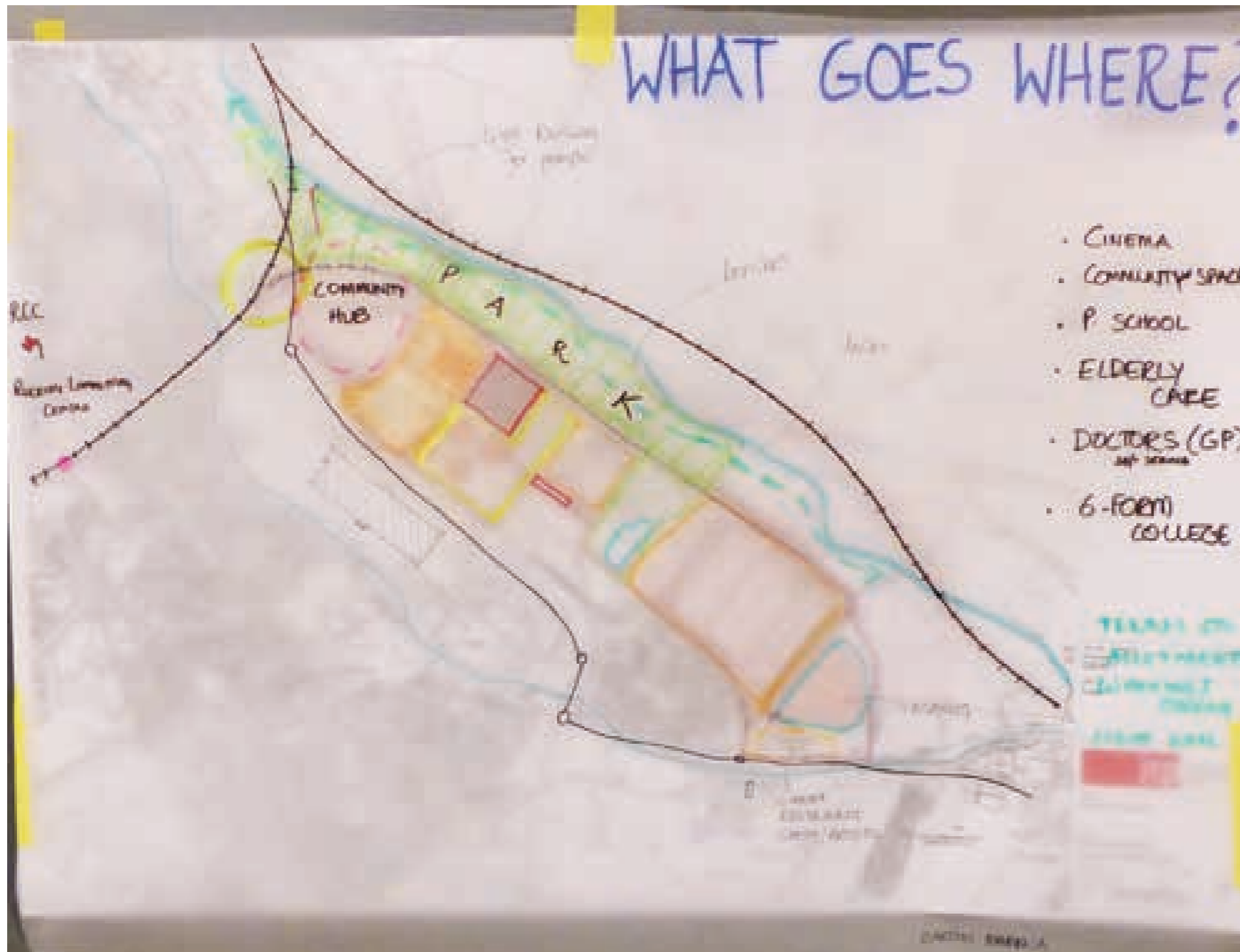
# What Goes Where?

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



## Rugeley Power Station Community Planning We

# 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 3rd

Report Back at 7.00pm, Tuesday 04 December 2016

# Hodgley Park

Venue: Mansefield House, 40 Market Street, Rugeley WS15 2JL

Everyone is welcome!



① SUSTAINABLE  
PRINCIPLES

- ...ent - slow rate
- ...ature: proof
- ...age
- ...used to high / full billings here
- ...ates: locally (they move away)
- ...ing place
- ...to have
- ...duct: growing



A woman with glasses and a purple dress is speaking into a microphone. She is gesturing towards the map on the wall.

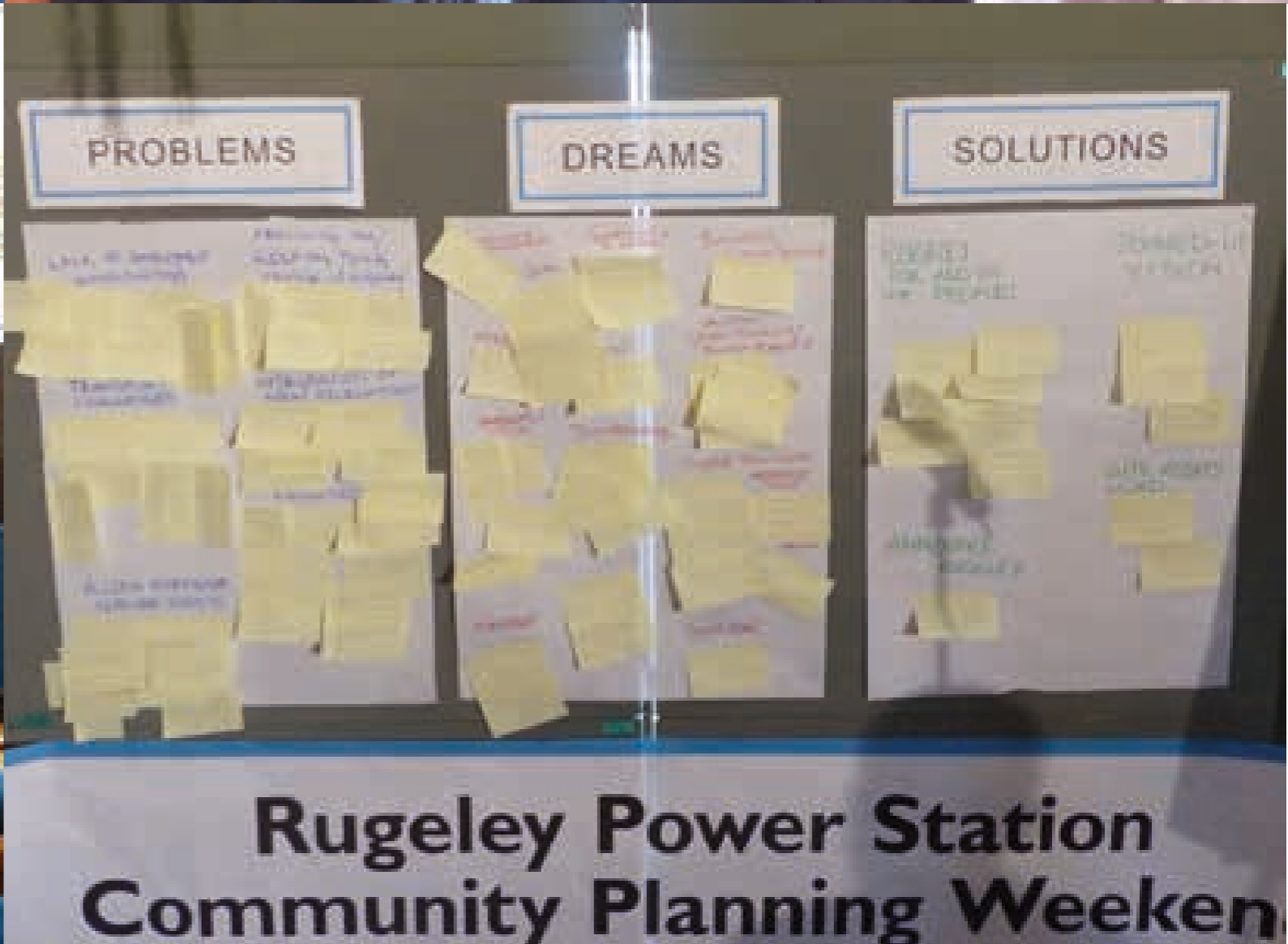
Rugeley Power Sta  
Planning

# 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



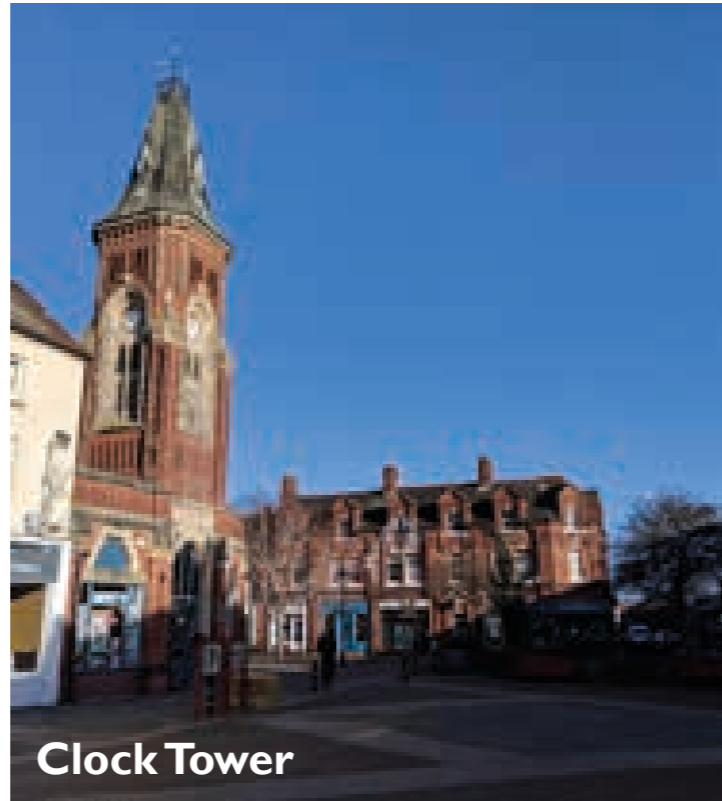




Christina Collin's Headstone



St Augustine's Church



Clock Tower



The Old Chancel



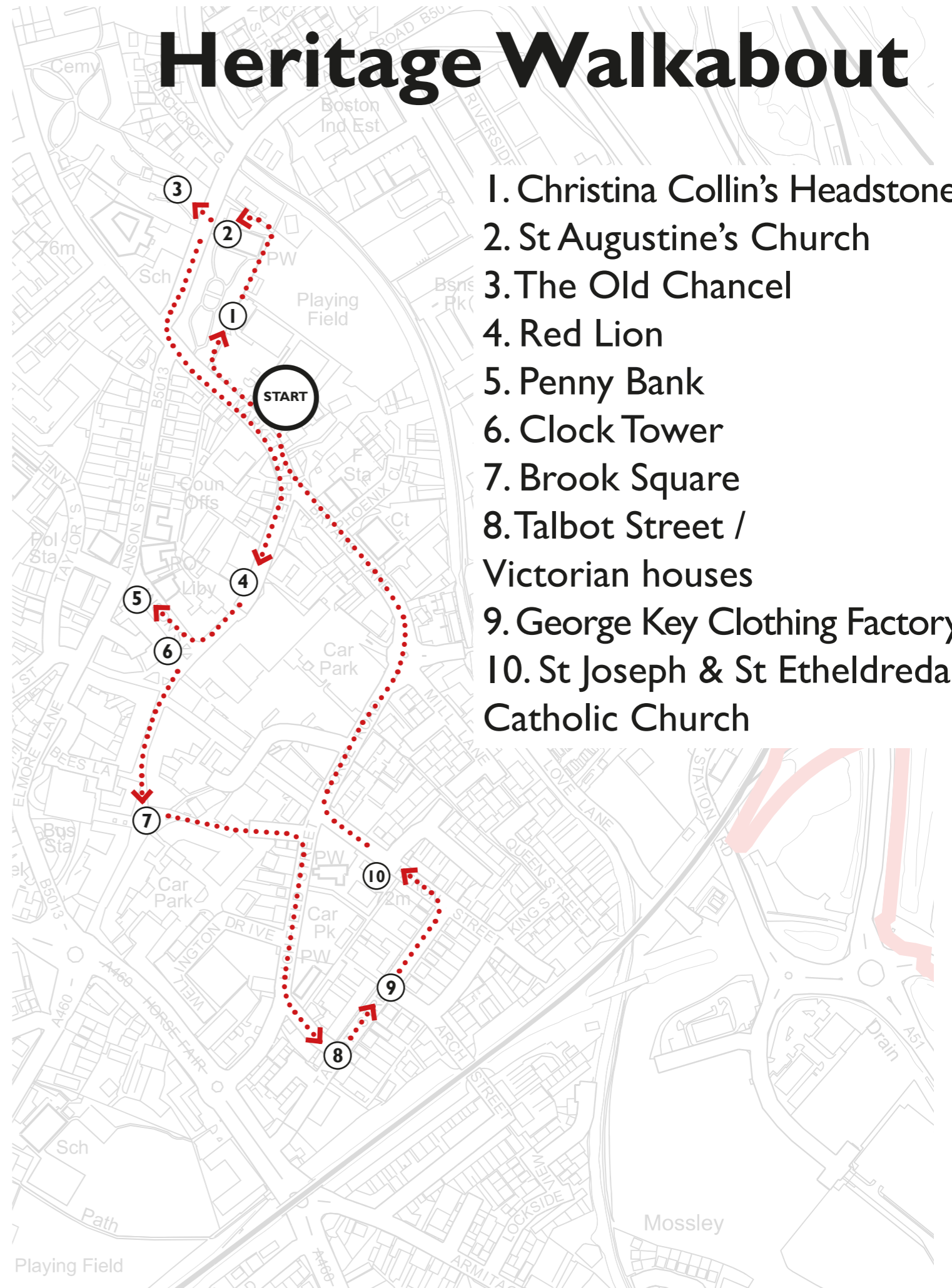
Brook Square



Penny Bank



Talbot Street



# Heritage Walkabout

PROBLEMS

DREAMS

SOLUTIONS

LACK OF ENGAGEMENT  
OPERATIONAL

REQUIRING THE  
KEEPING TODAY  
PEOPLE IN EMPLOY

TRANSFORMING  
CHALLENGES

INTERFACING  
KNOWLEDGE

ALICE MERGSA  
NATIONAL ARCHIVE

ROGRIEY  
FOR AND BY  
THE PEOPLE

ANNIE  
RUSSELL

Reverend State  
Planning W  
m, Friday 3  
am - 4.30pm, Sa  
01  
mber 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

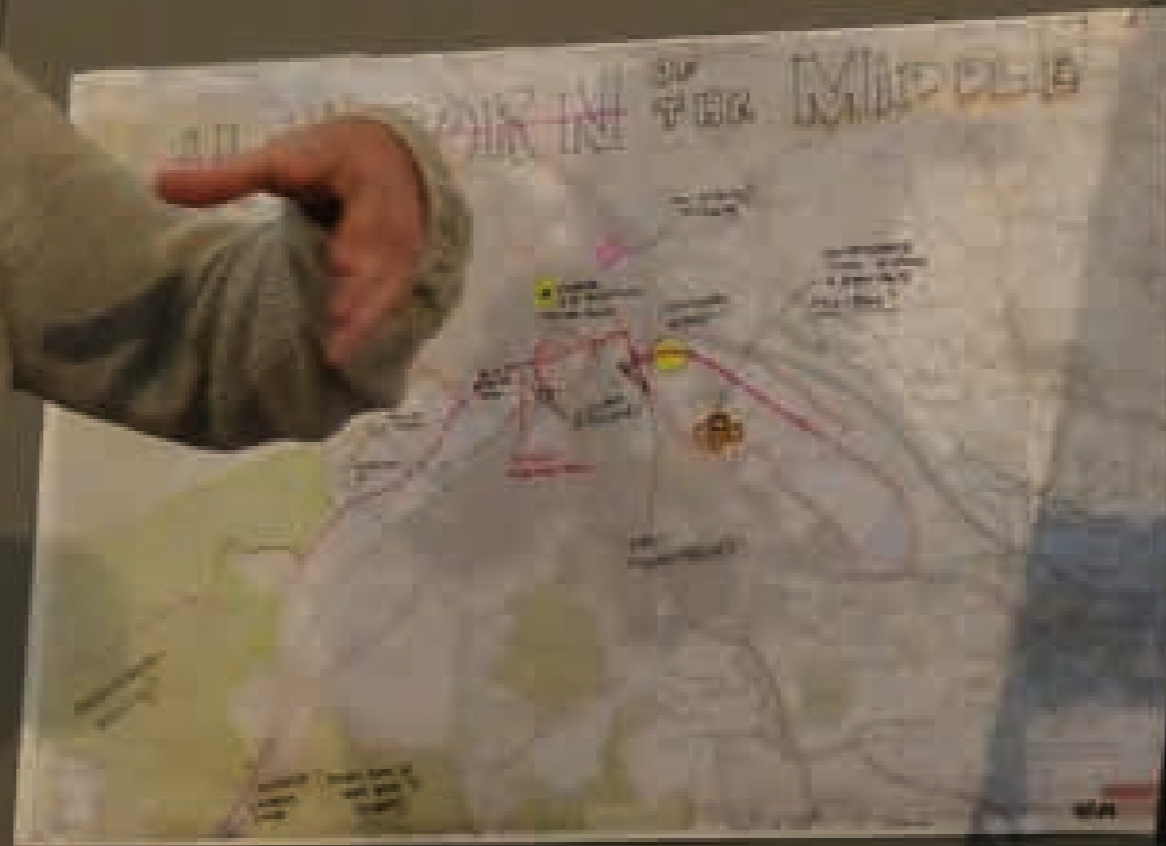
Community

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

ENGIE

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## HERITAGE OF THE TOWN

DATE

Key heritage highlights to connect:

- Chanceel
- 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



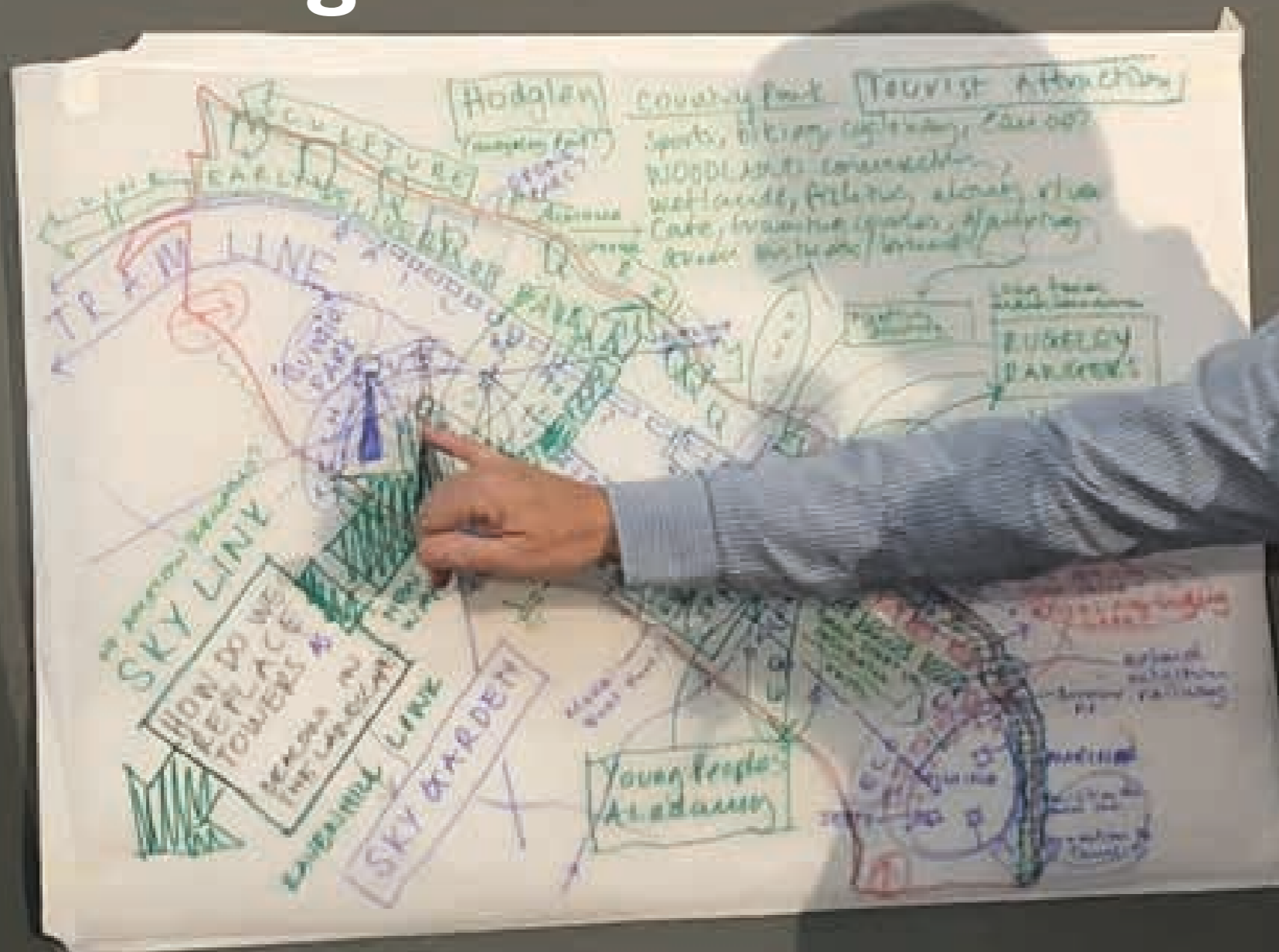
1. Heritage trail from Cannock Chase to Rugeley extended into Power Station - a physical journey from past to present to future
2. Create a new monument to Rugeley that reflects the past but demonstrates the town's forward thinking aspirations
3. New museum and visitors centre



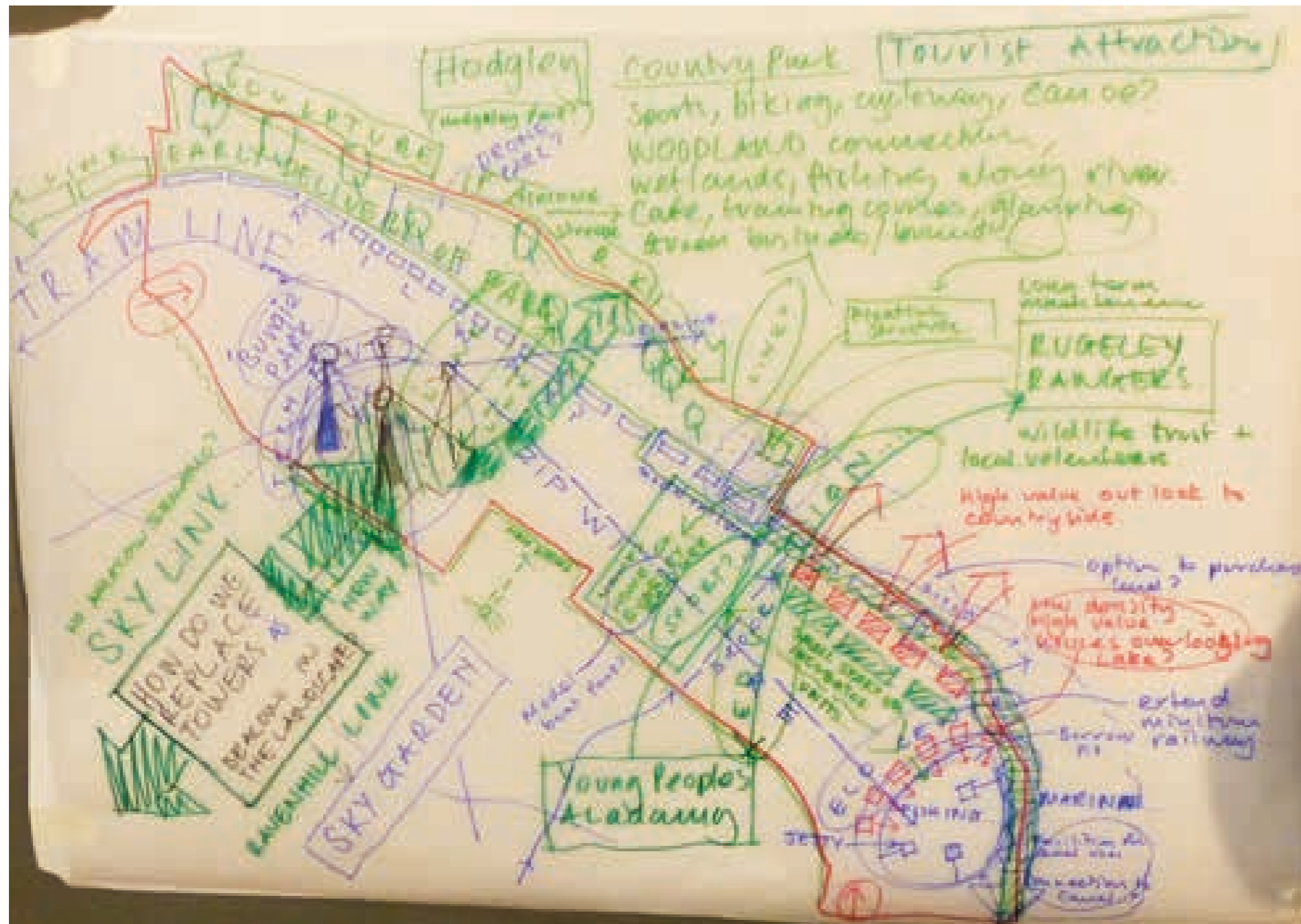
# Releasing ENGIE



# 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



Venue. ma

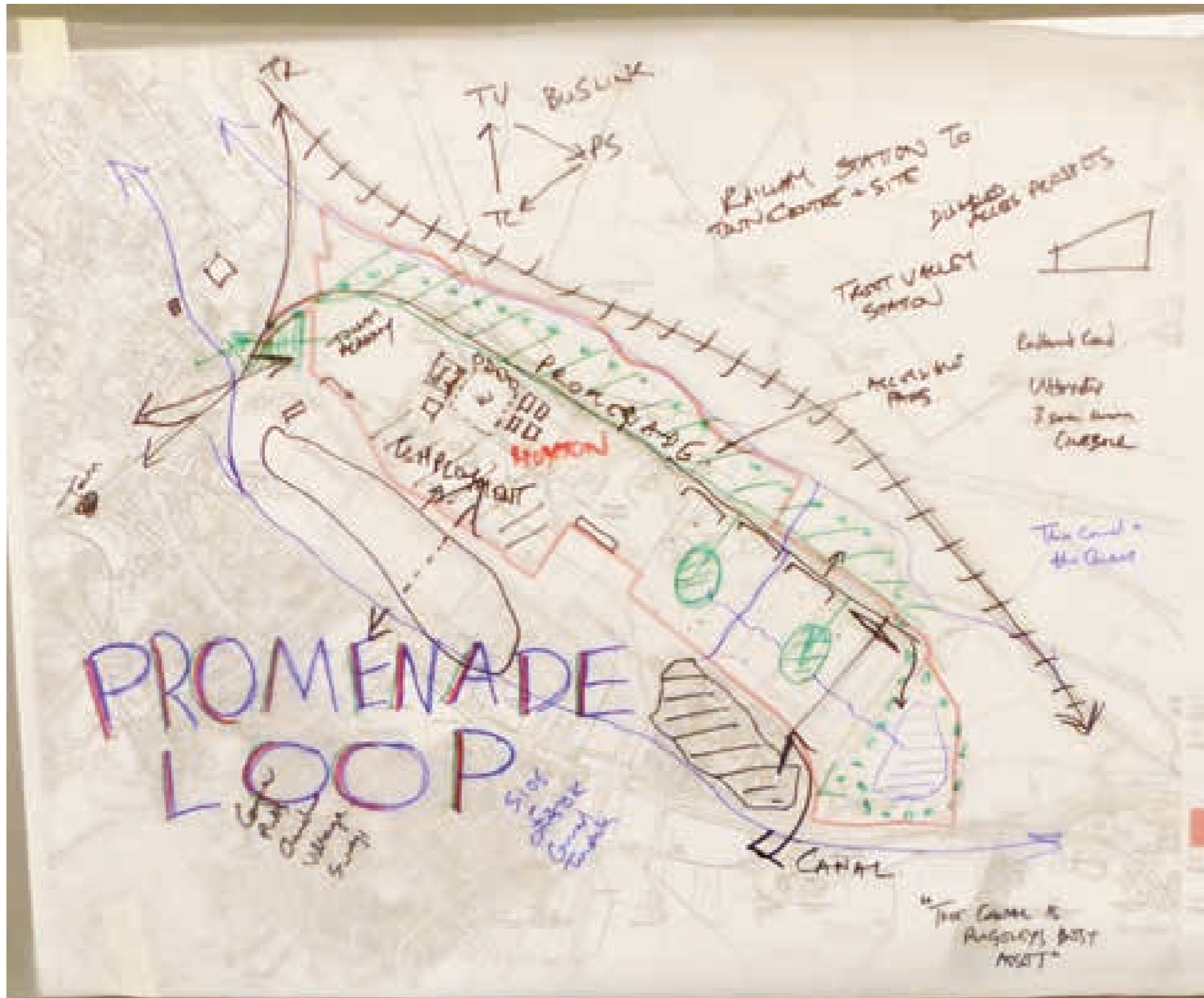
Everyone is w

# 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

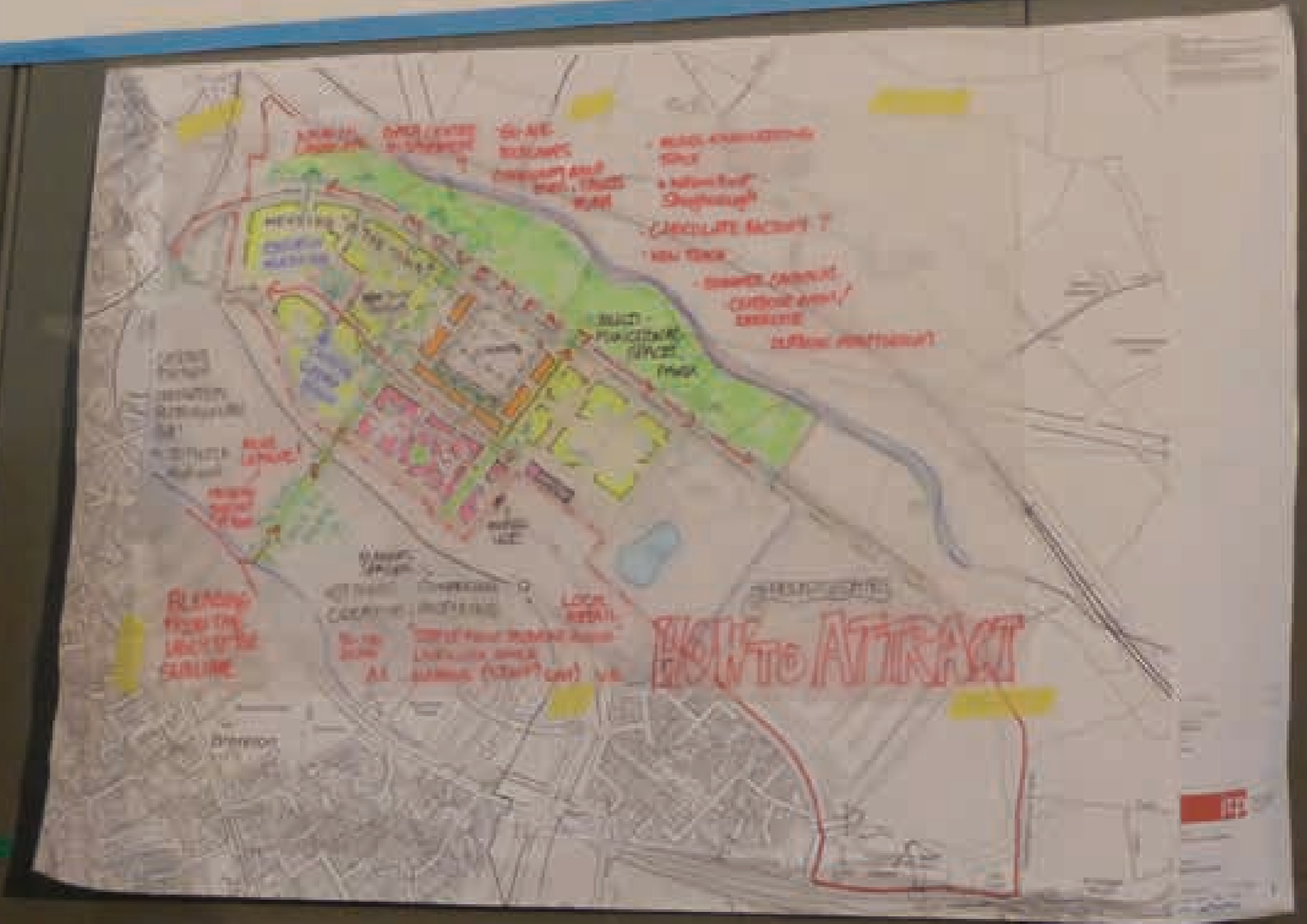


1.45 - 6.30pm, Friday 30  
Report Back at 7.00pm, Tuesday

# How to Attract

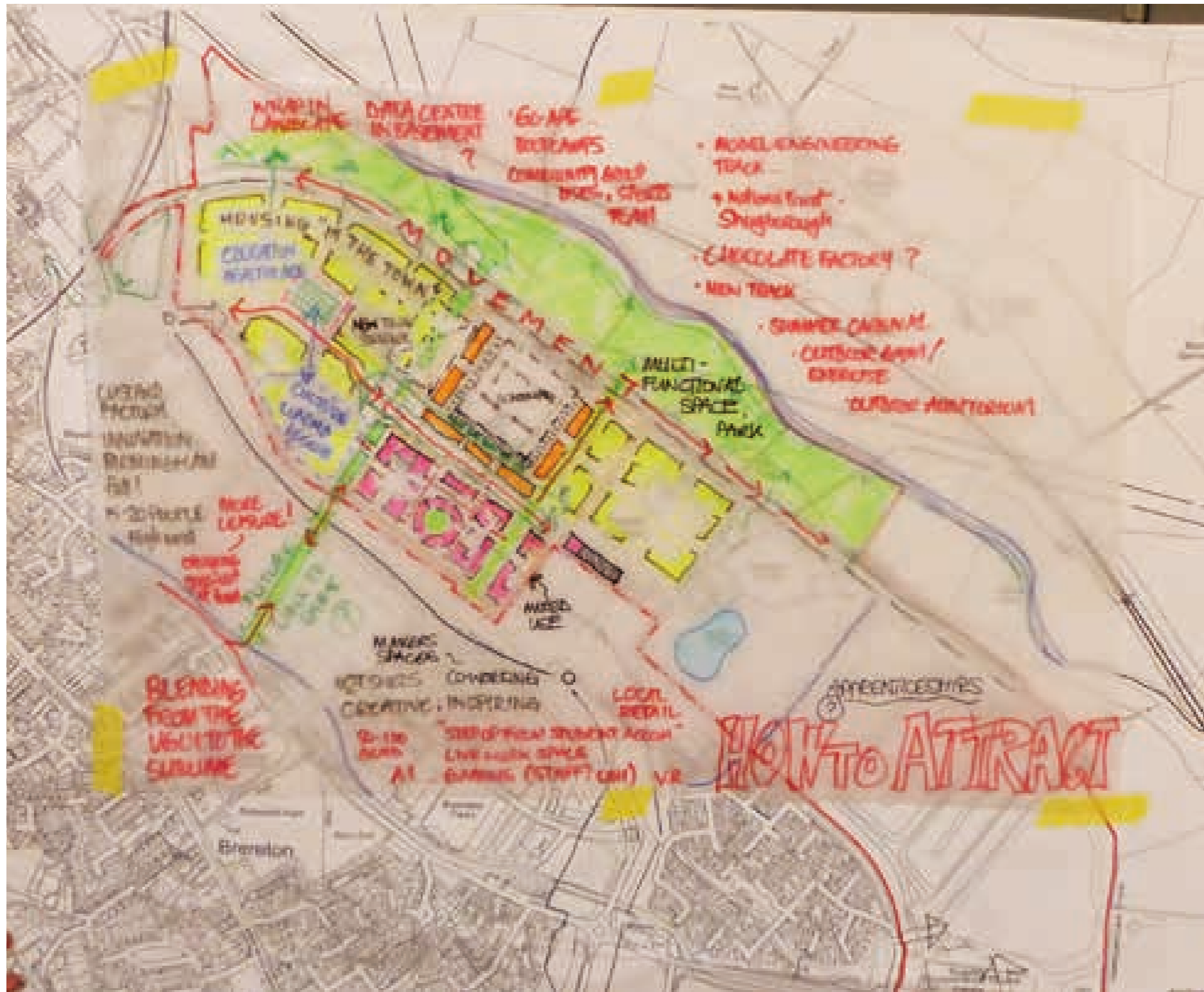
Venue: Mansfield House, 40 Market Street, Rugeley W

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

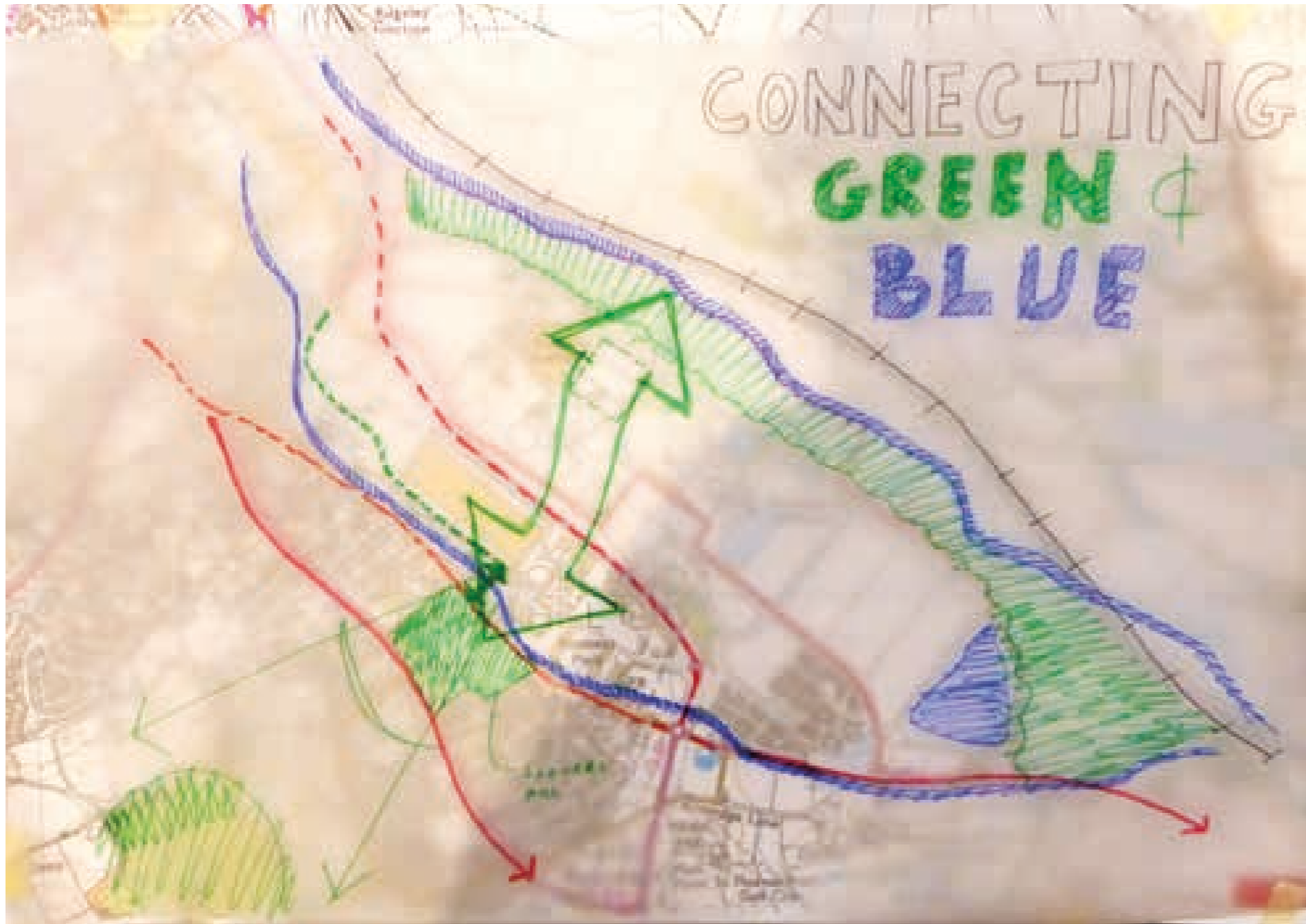
: Mansfield

Everyone is working

# Connecting Green and Blue



# 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 - 2.00pm, Friday 30 November & 10.45am - 4.30pm  
Report Back at 7.00pm, Tuesday 04 December 2018  
Mansefield House, 40 Market Street  
Everyone is welcome

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# 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



JCB



Tesco



**16%** Manufacturing



Morrisons



Randstad Employment Bureau



**12%** Health & social work



Ideal Standard Manufacturing



NHS & PCT



Premier Nutrition Product

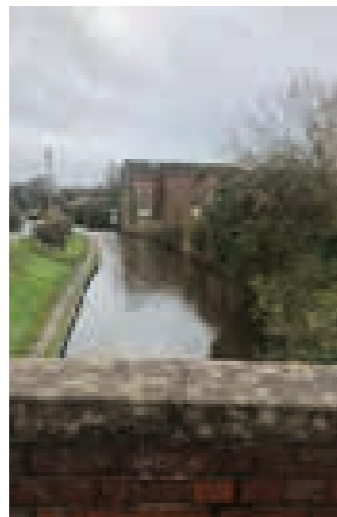
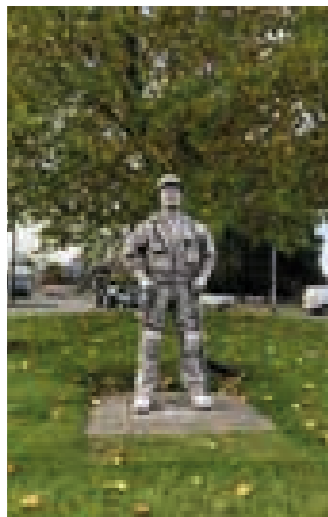
Census, 2011

# 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.

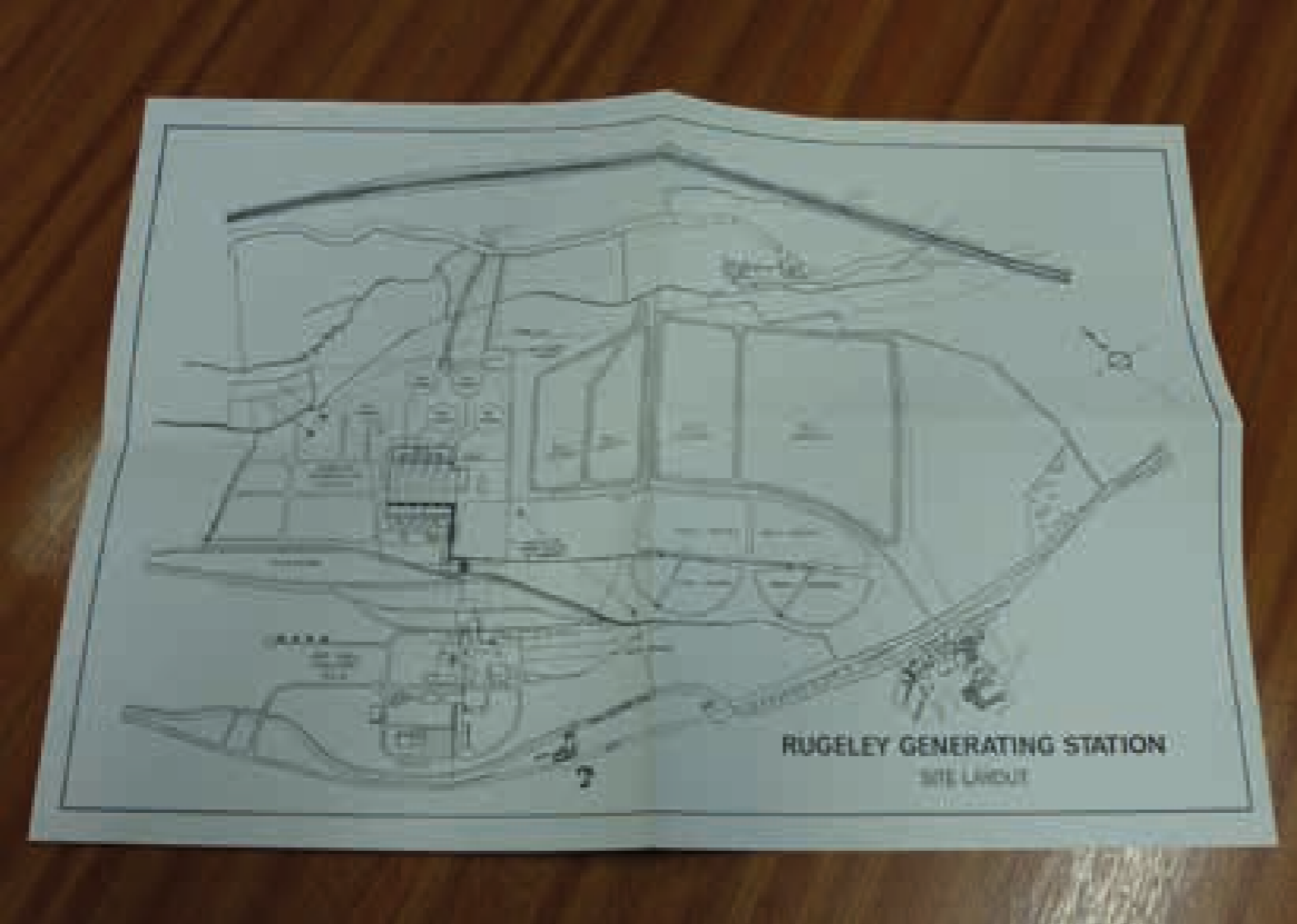
# Post-Industrial Cities

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

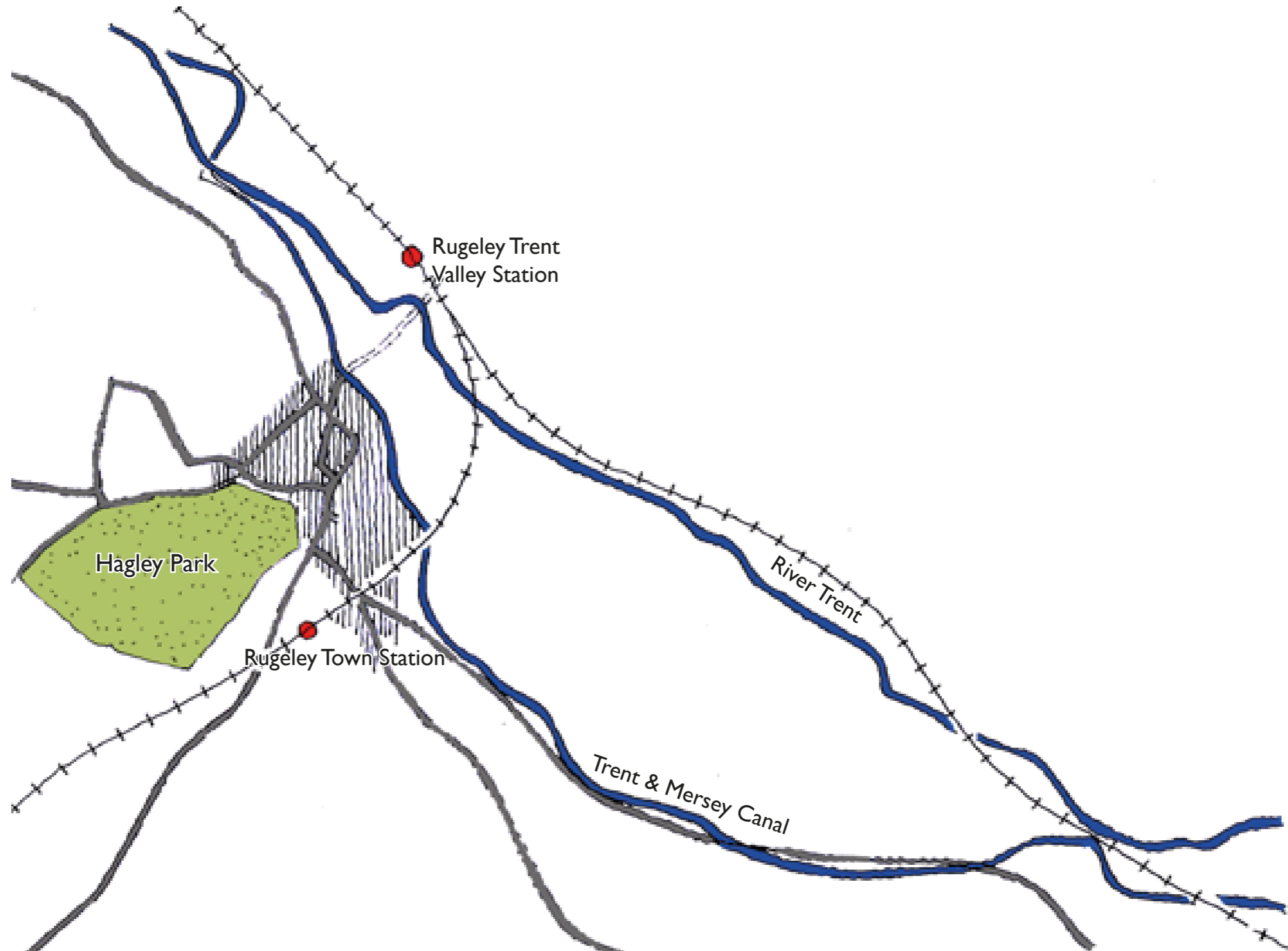


# Rugeley Power Station River Trent



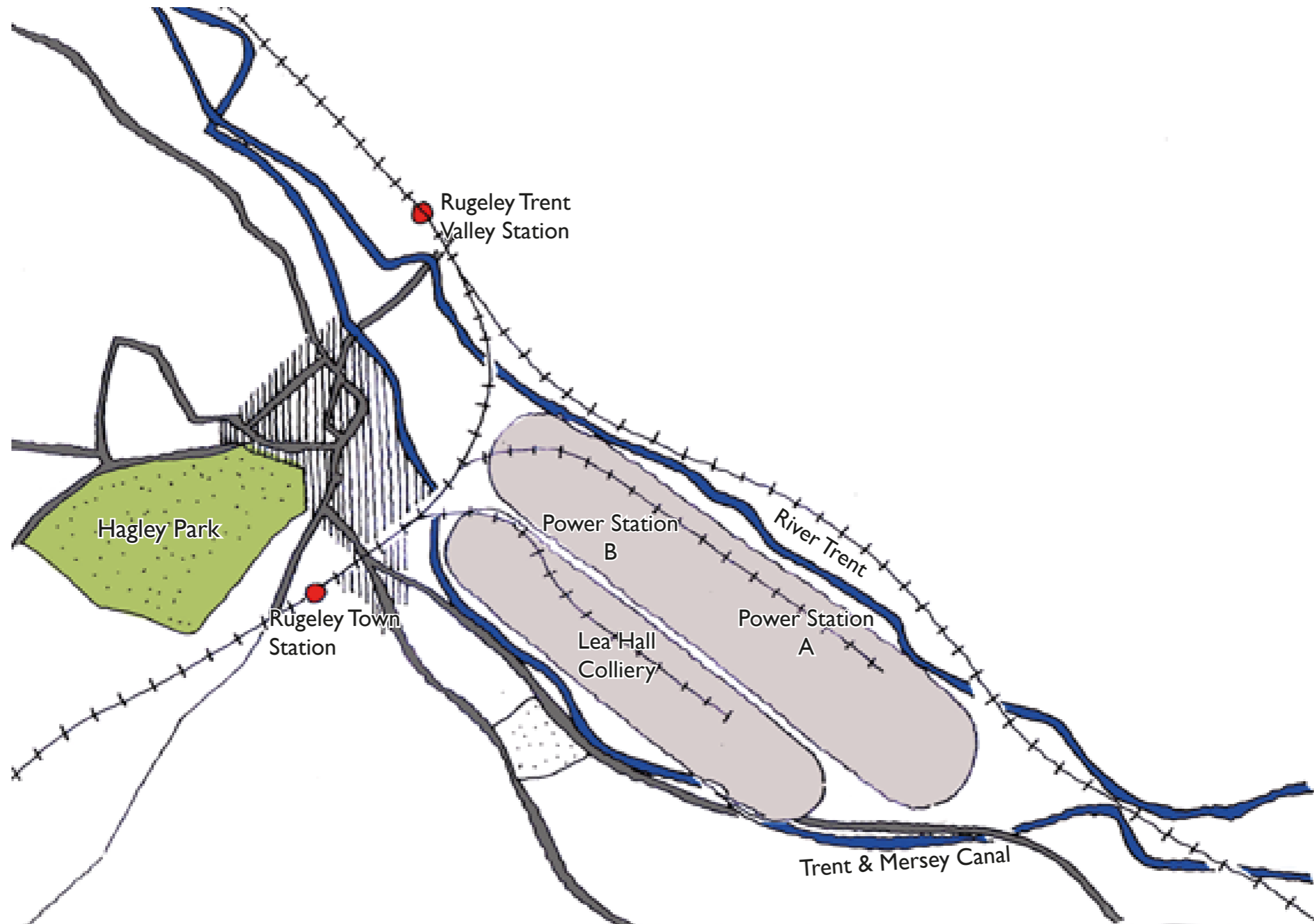
# Rugeley Through Time

1890 - Staffordshire Market Town



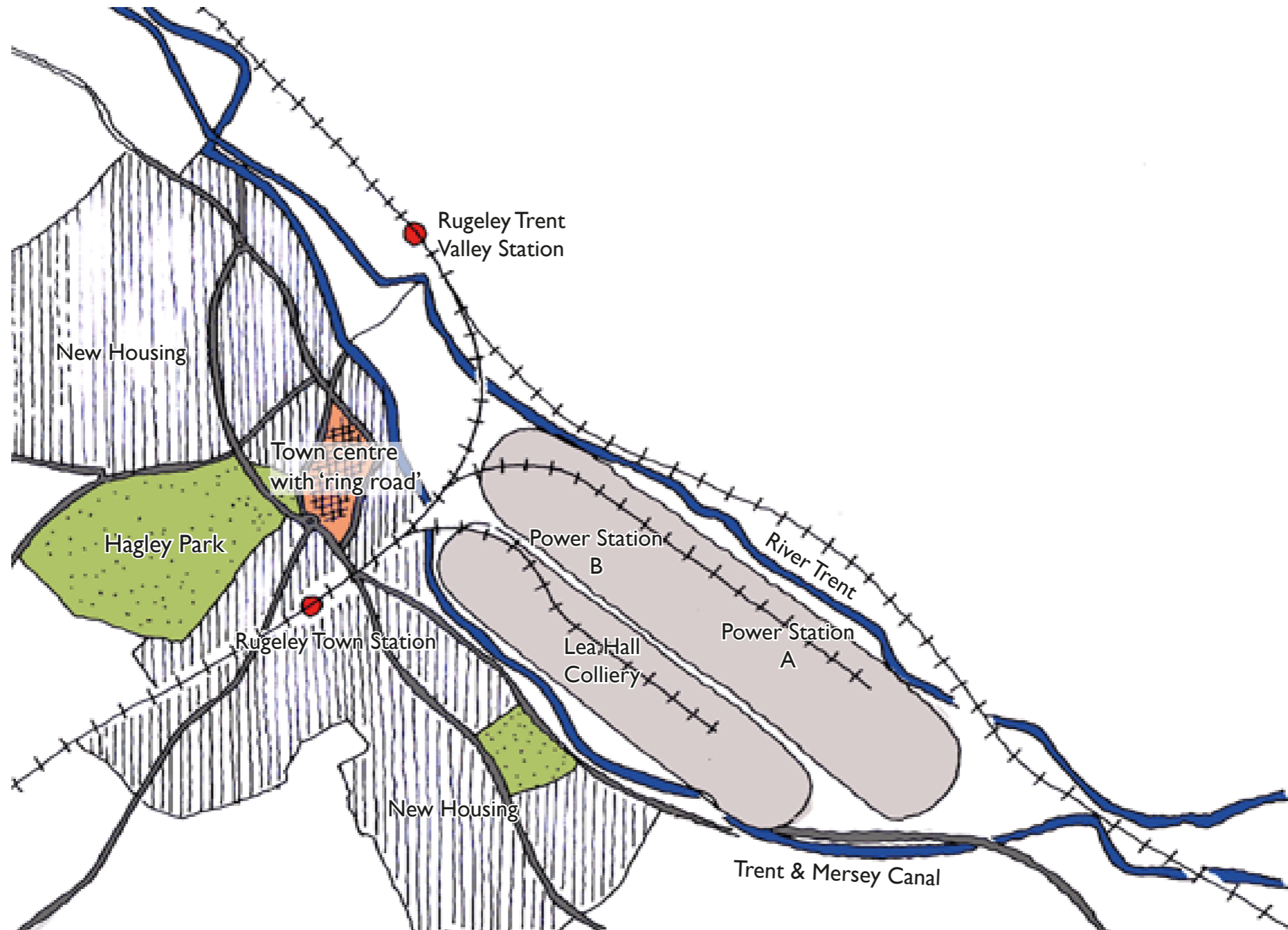
# Rugeley Through Time

1960s - The Coming of Coal and Electricity



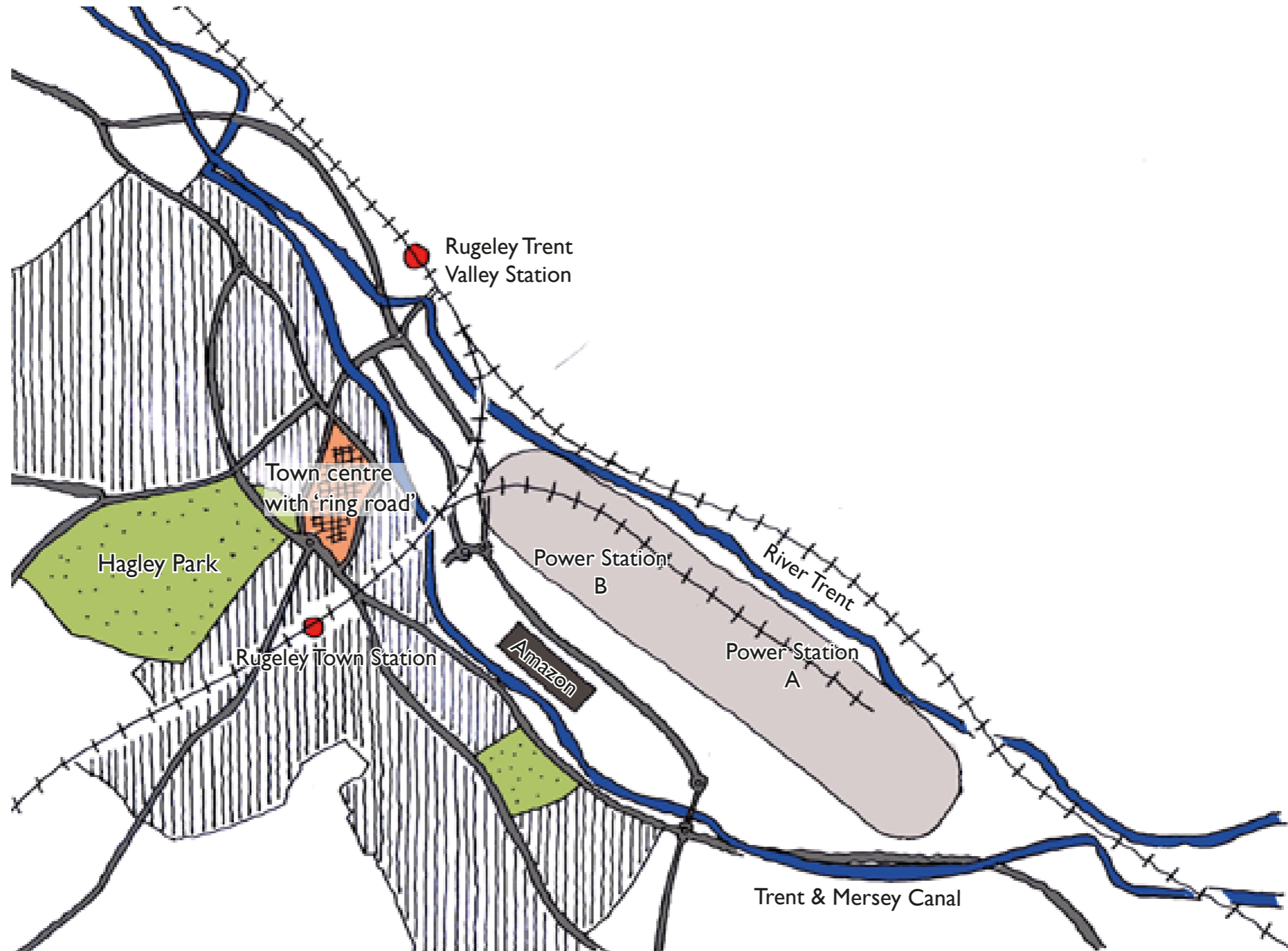
# Rugeley Through Time

1960s to 1980s - Rapid Growth



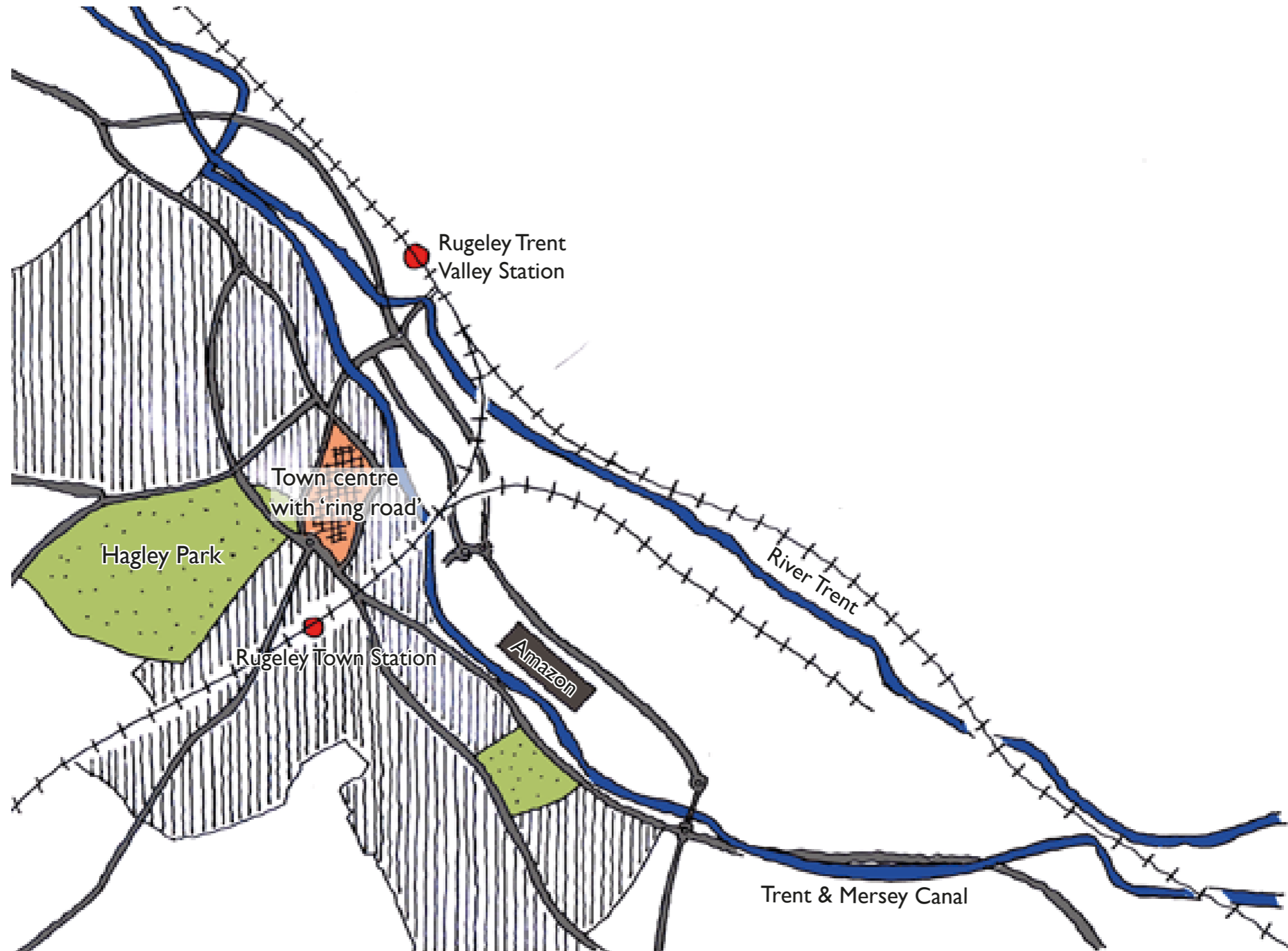
# Rugeley Through Time

Late 1980s to 2010 - Pit Closure



# Rugeley Through Time

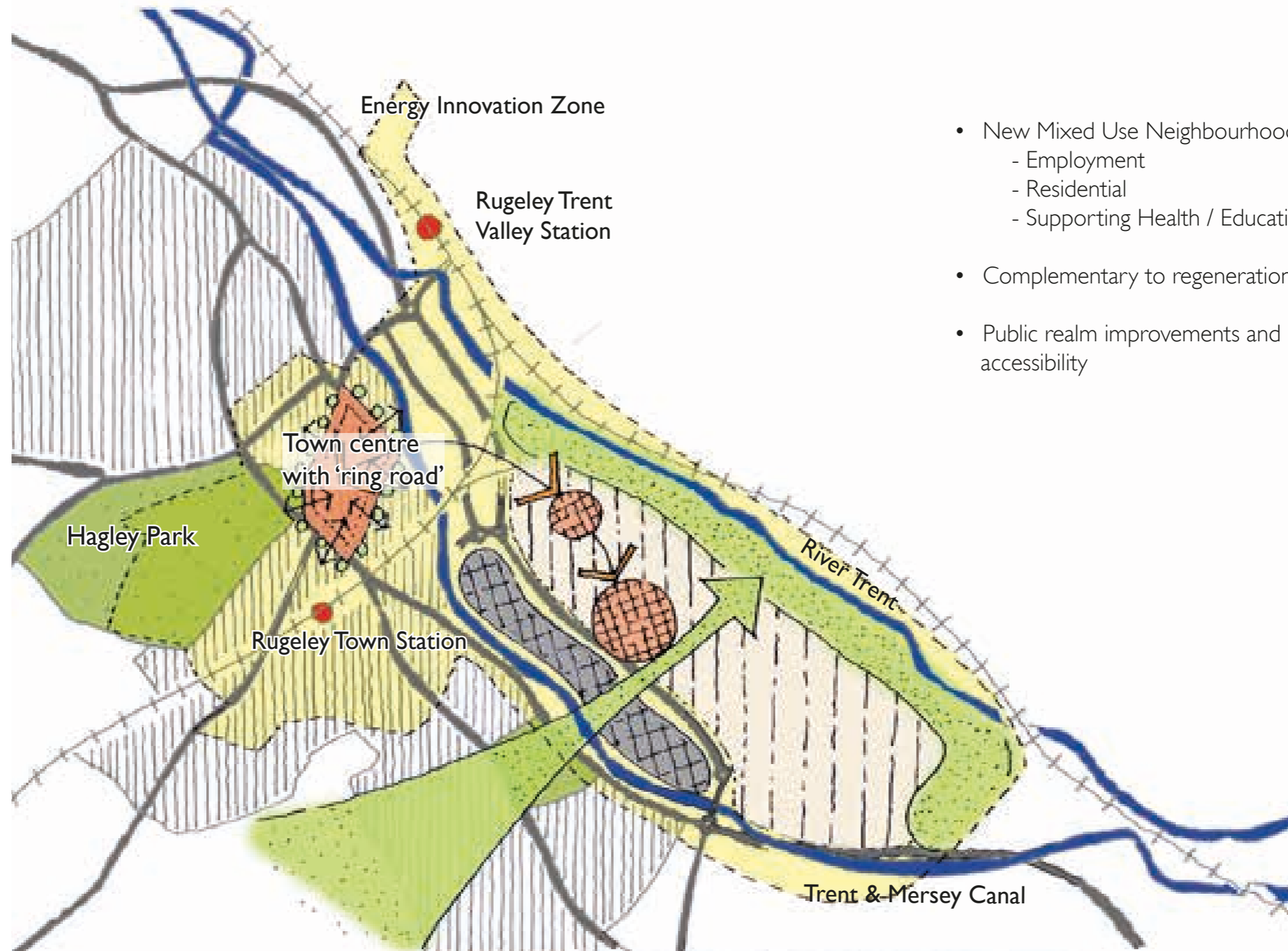
## 2016 - Power Station Closure





# Rugeley Through Time

## Rugeley - The Future



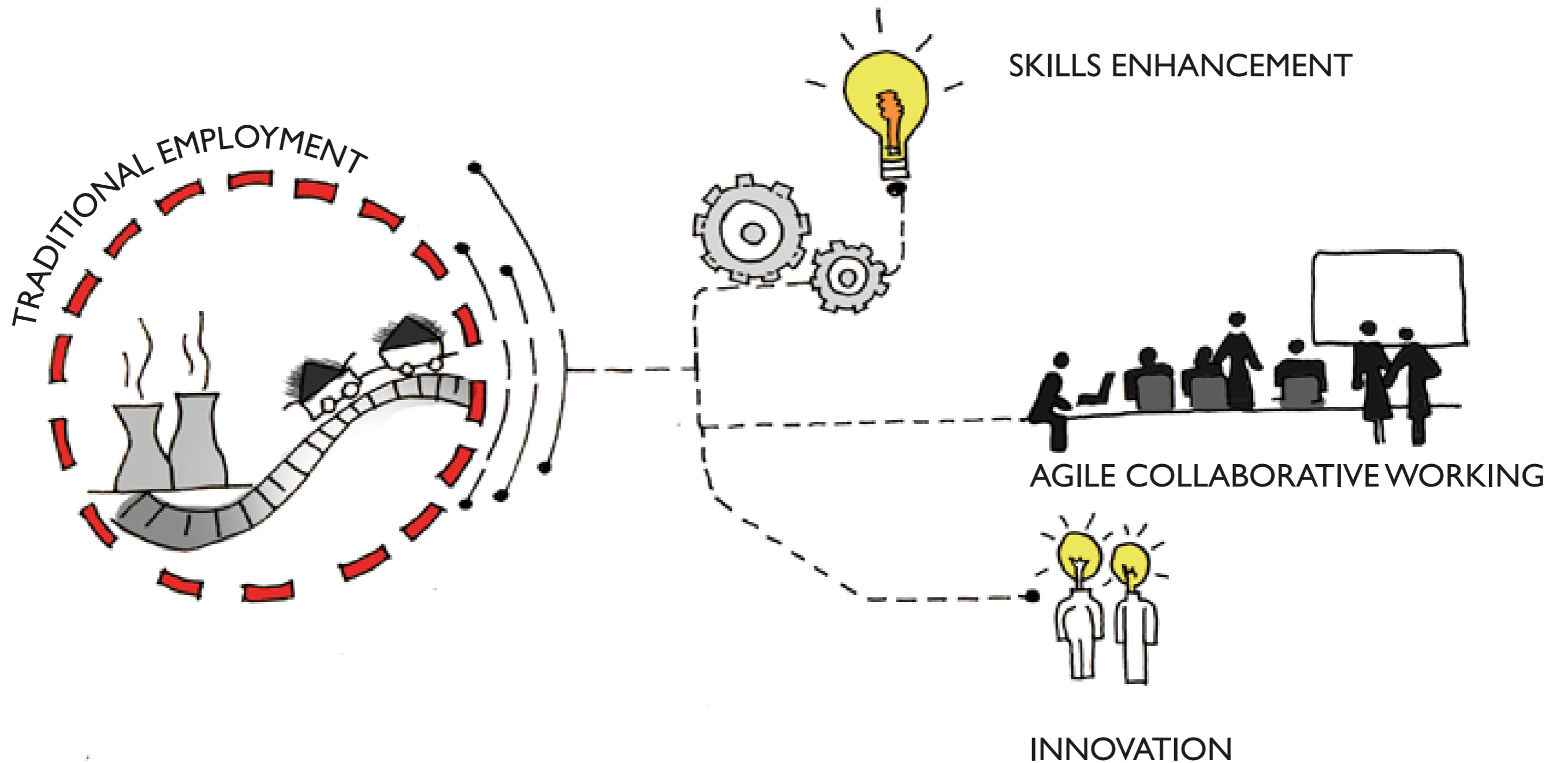
- New Mixed Use Neighbourhood
  - Employment
  - Residential
  - Supporting Health / Educational Use
- Complementary to regeneration of Rugeley town centre
- Public realm improvements and improved pedestrian accessibility

# Design Concepts

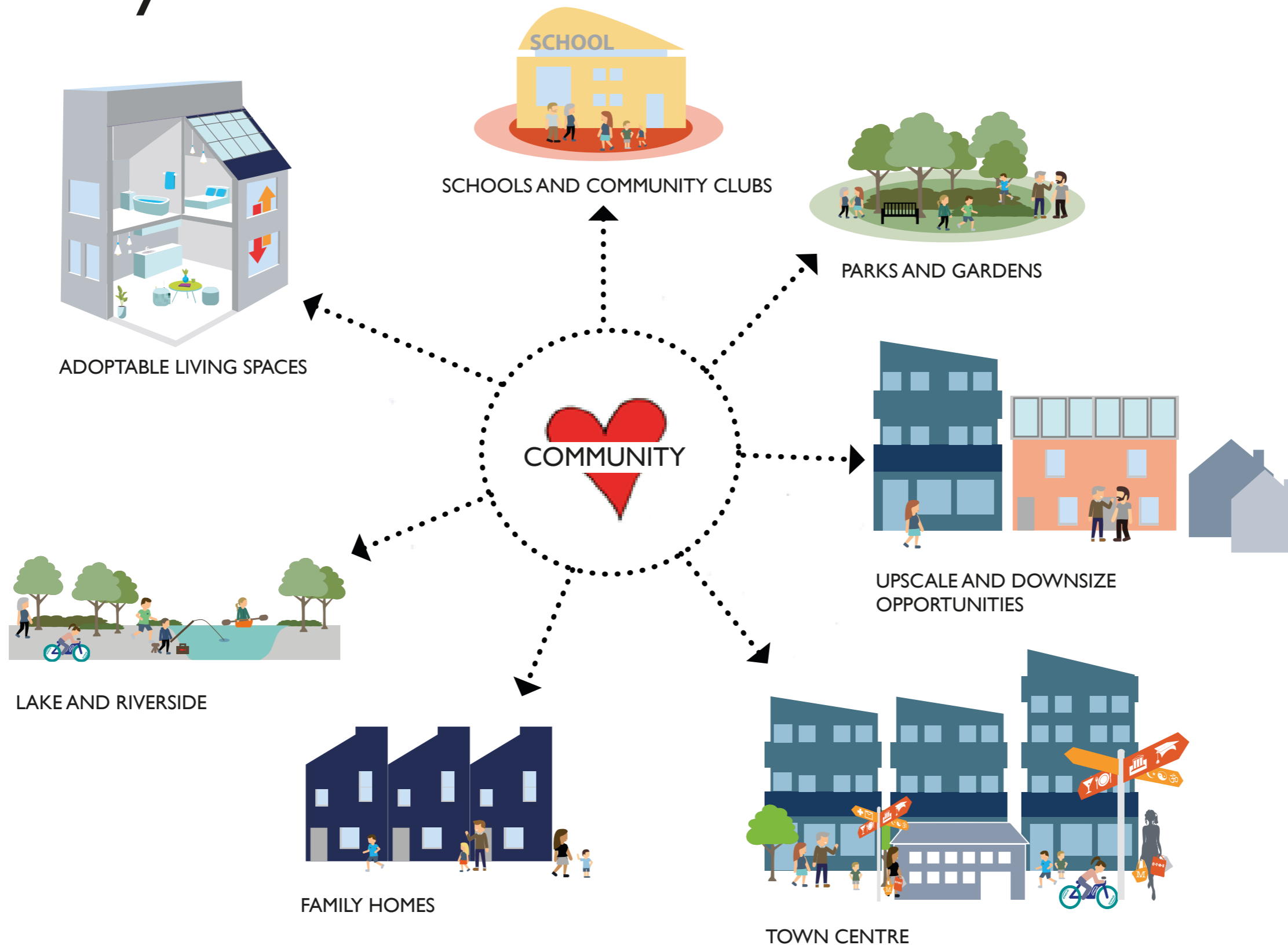
## Integration with Landscape & Water



# Design Concepts Employment

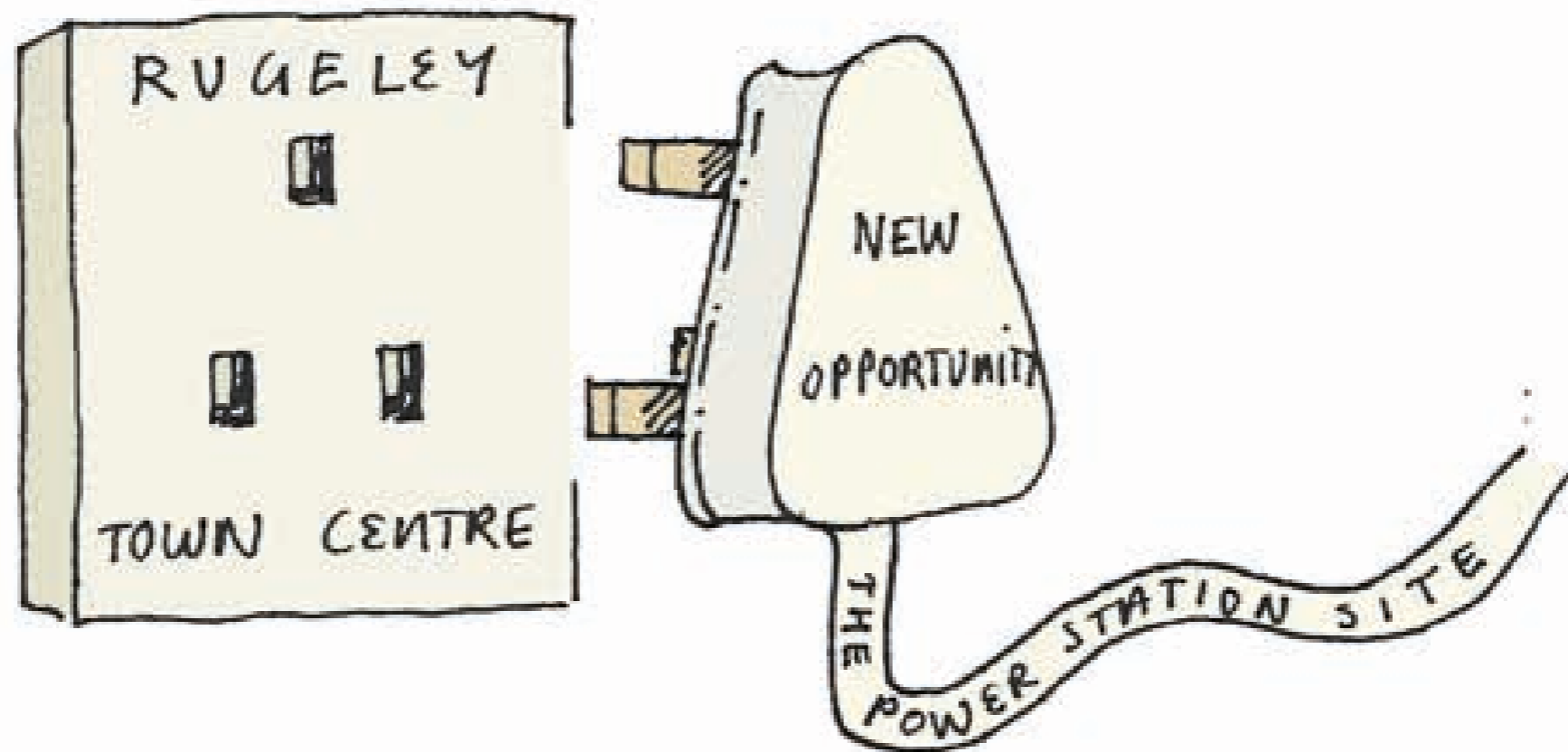


# Design Concepts Community



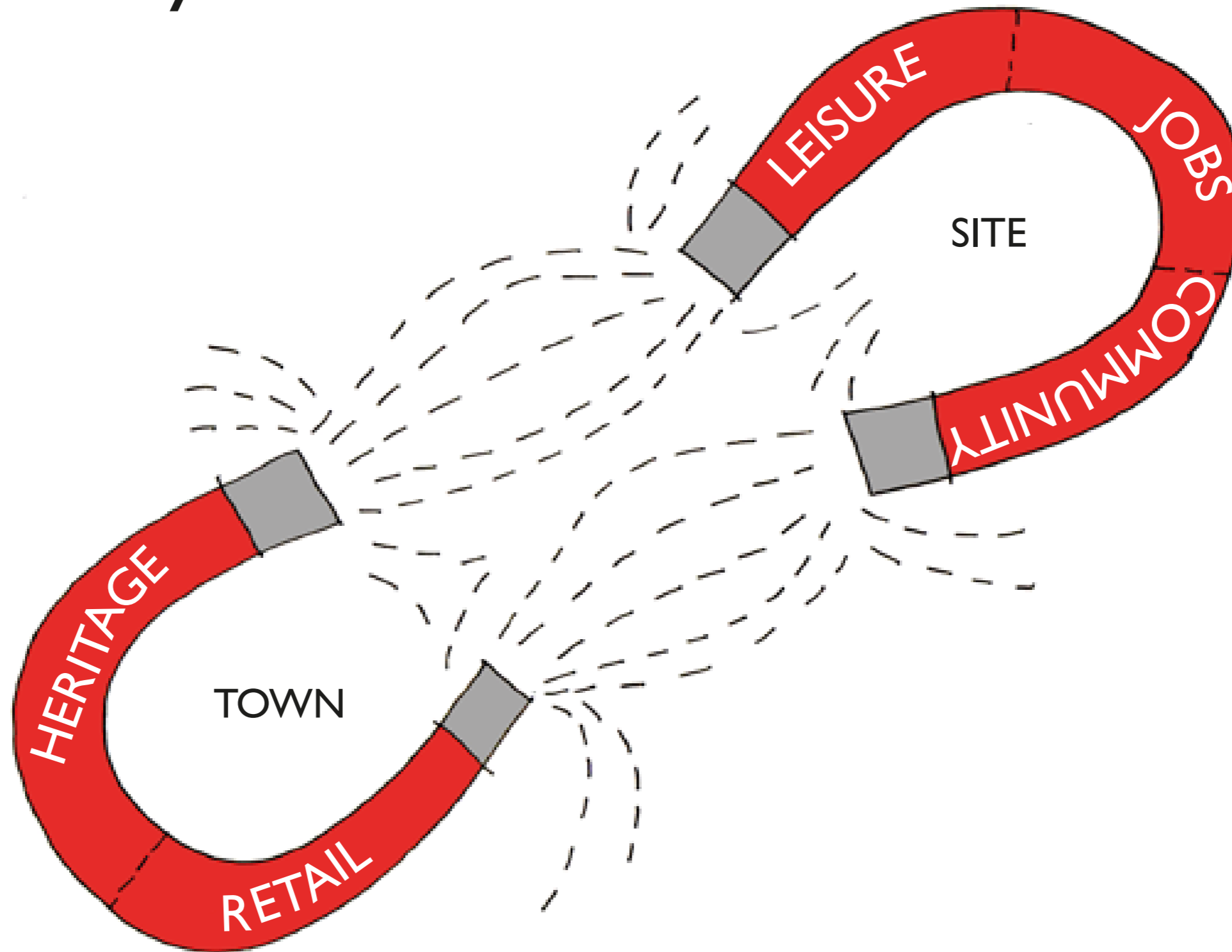
# Design Concepts

## Integrating Opportunities



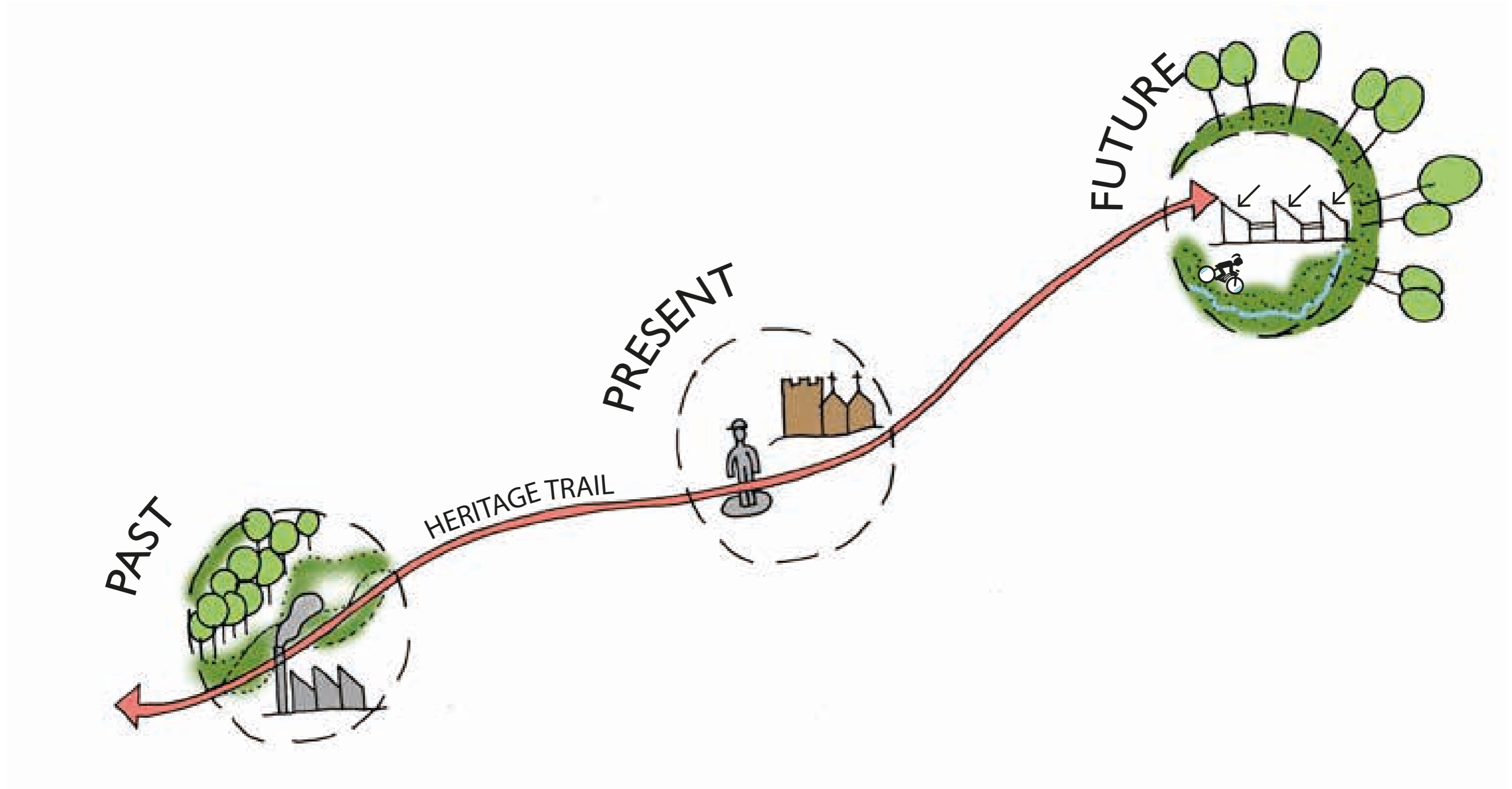
# Design Concepts

## Complementary Attractions



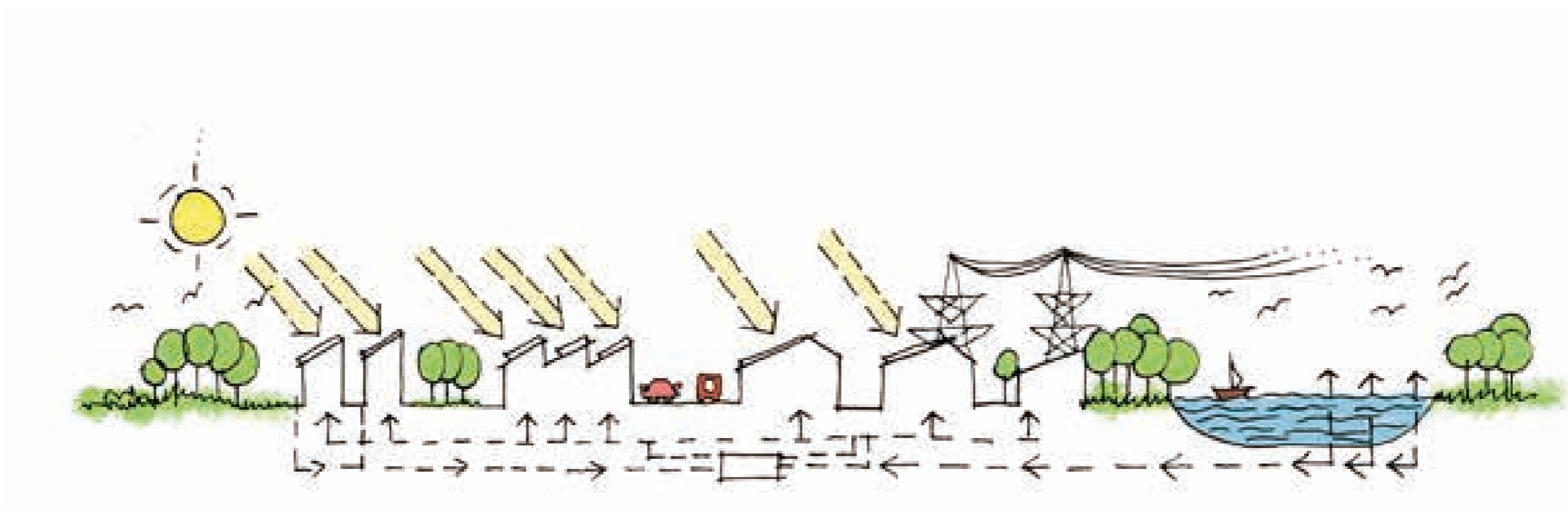
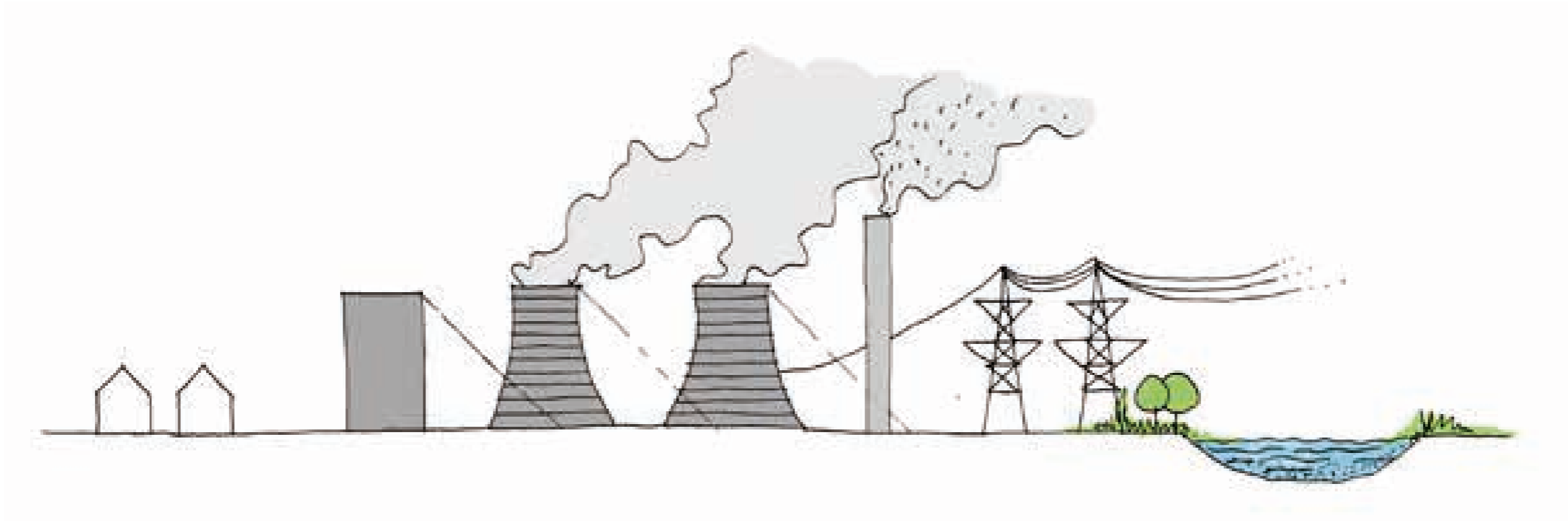
# Design Concepts

## A Journey from Past through to Present and Future



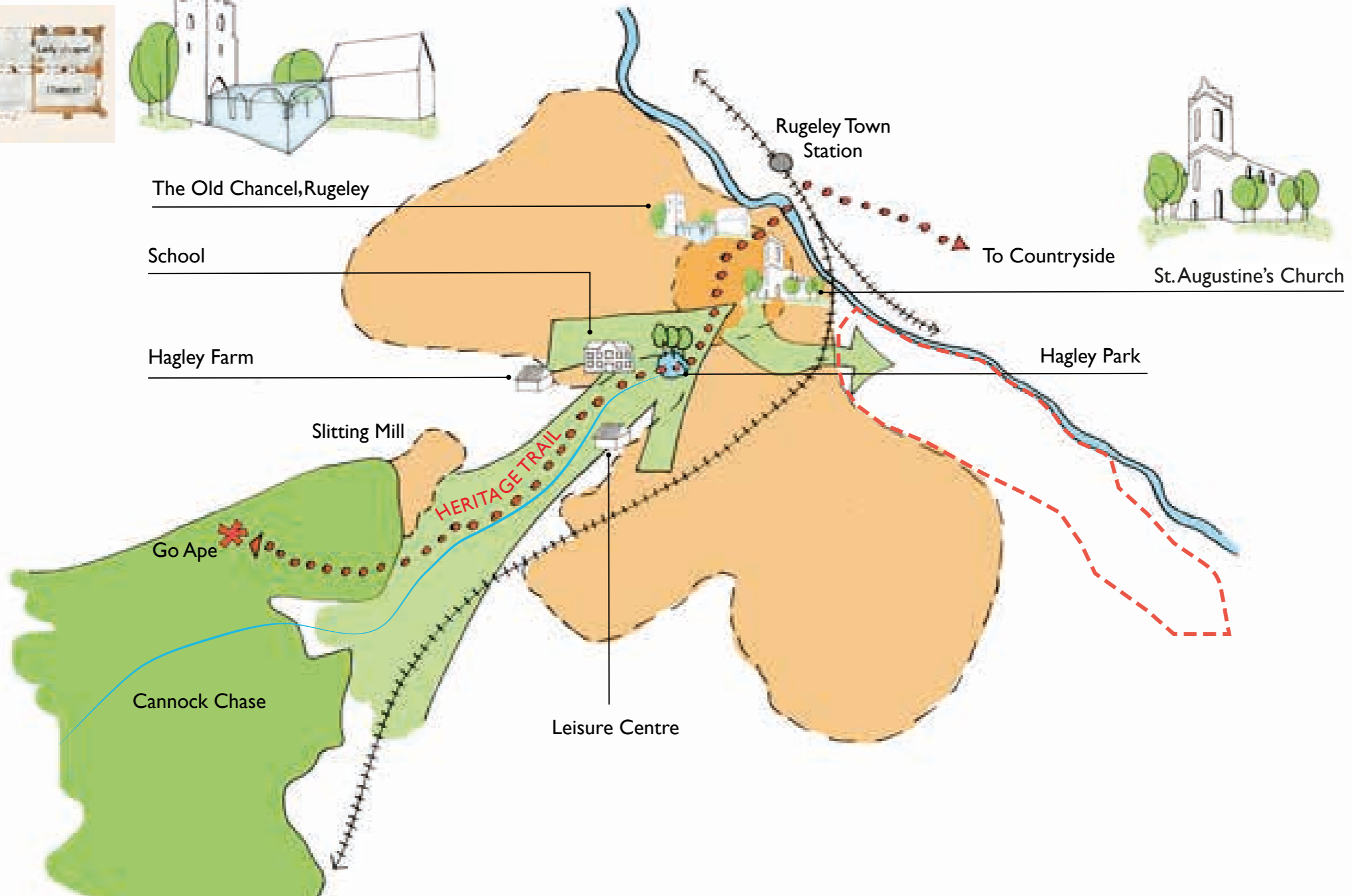
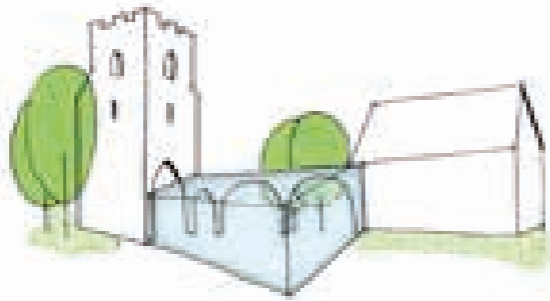
# Design Concepts

## Rugeley Transformation

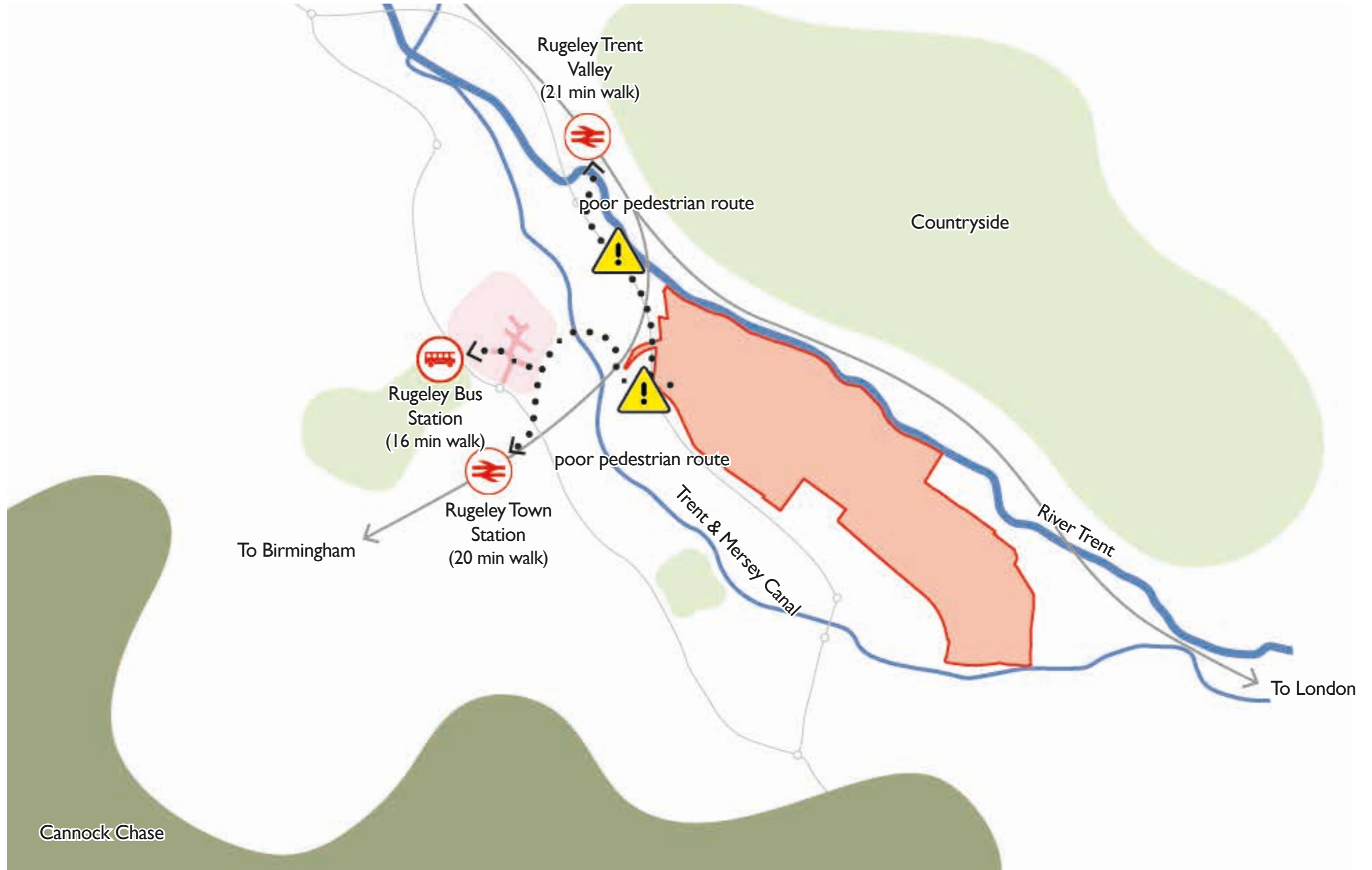




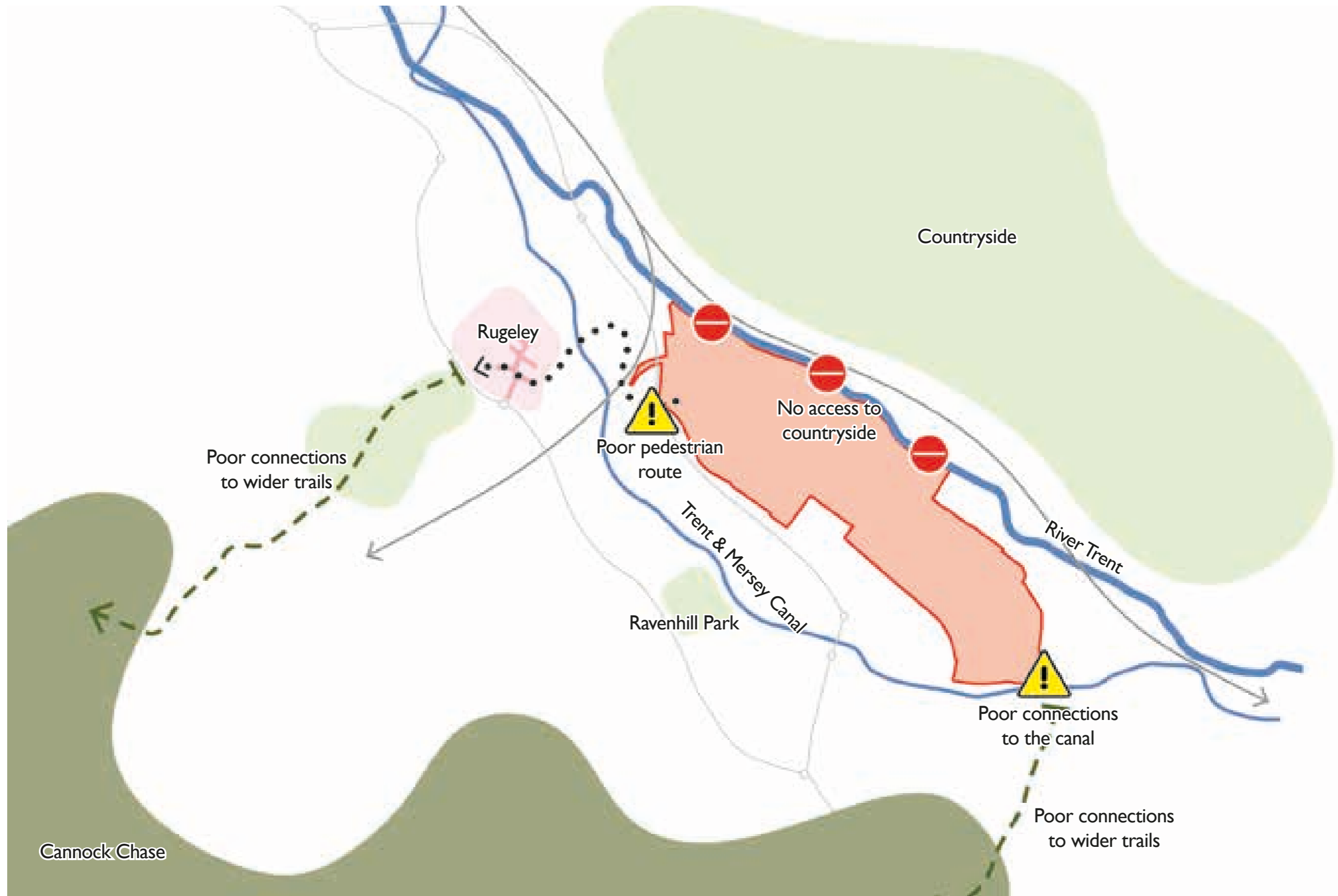
# Design Concepts Heritage Trail



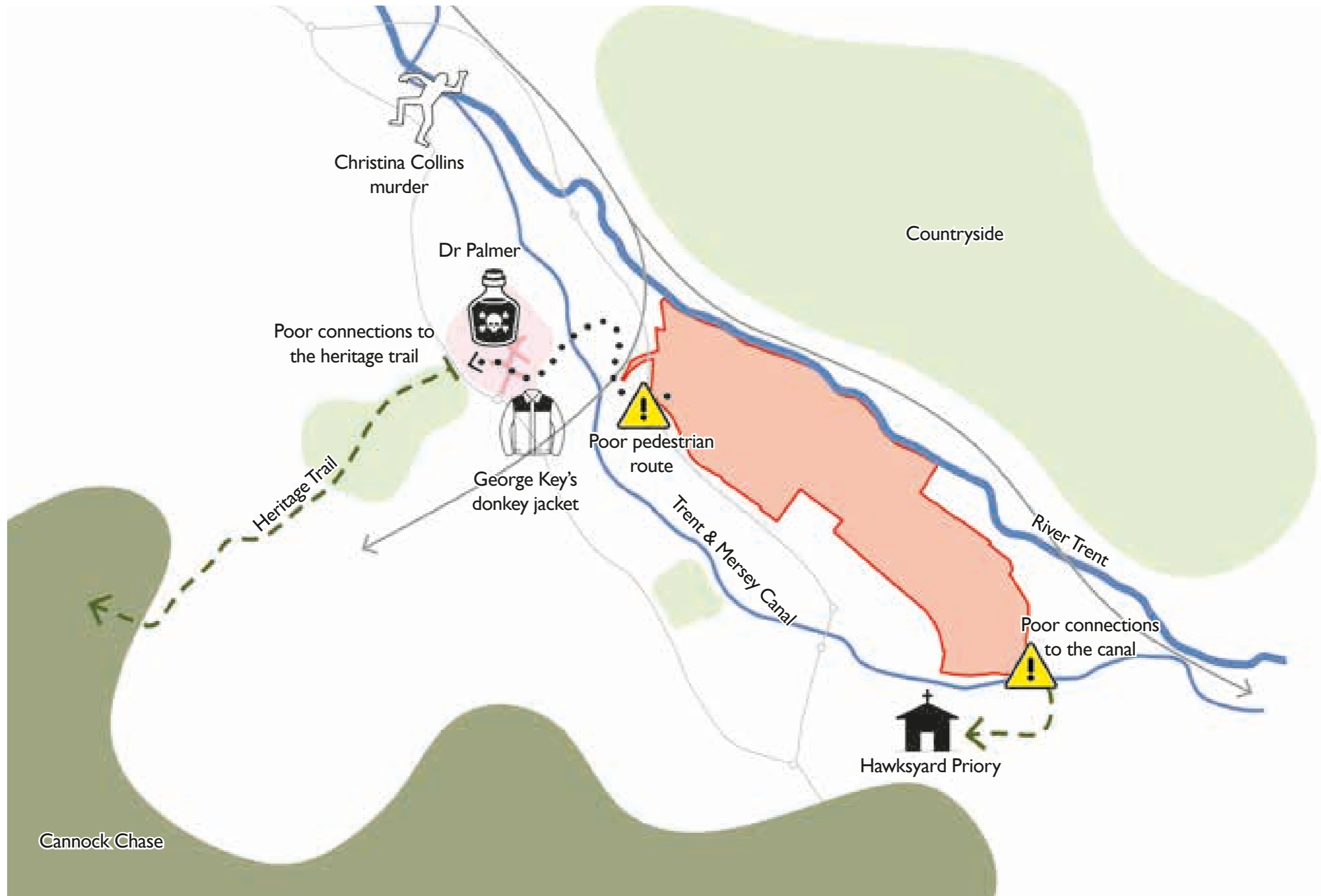
# Existing Transport



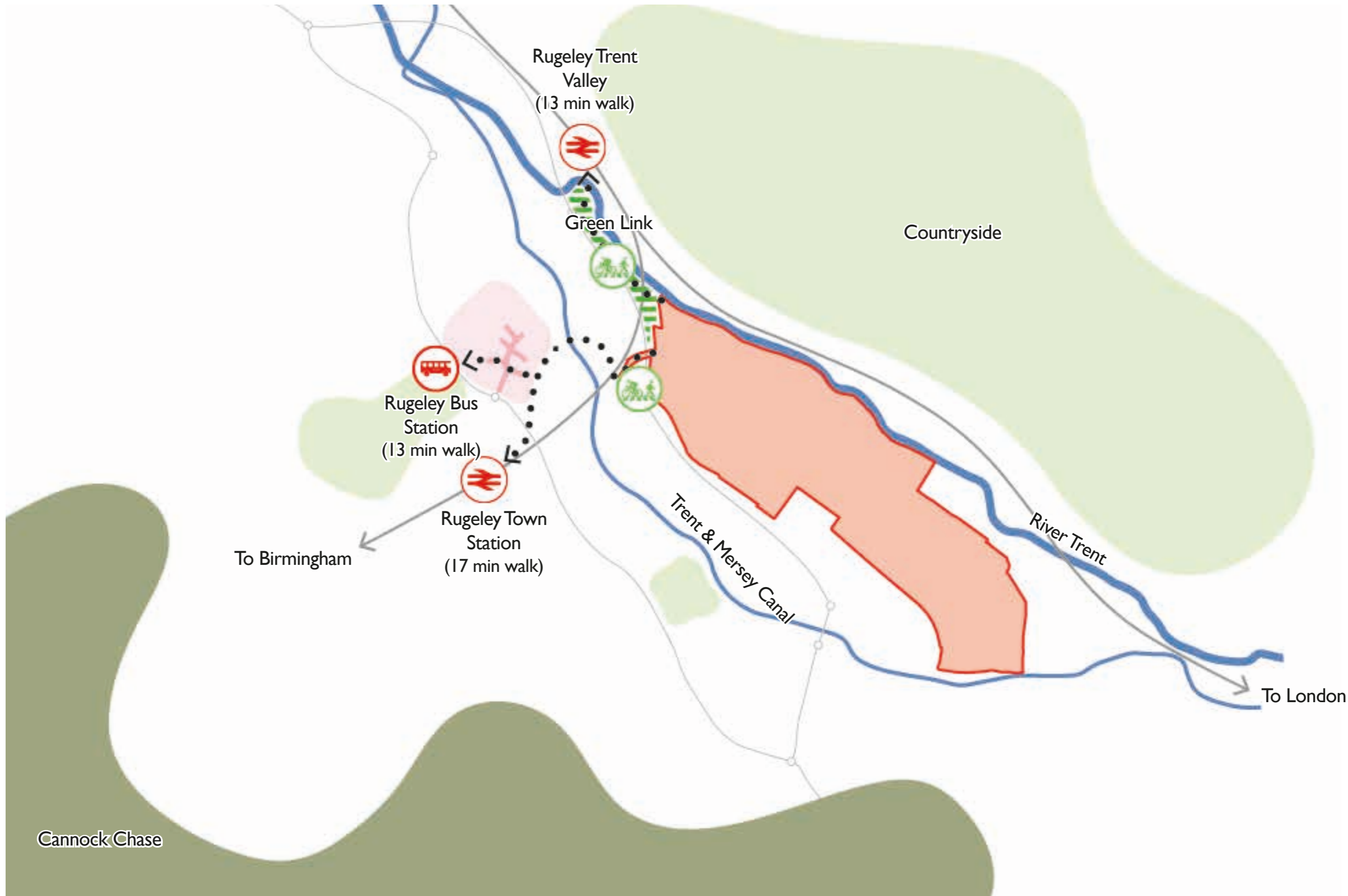
# Existing Amenities



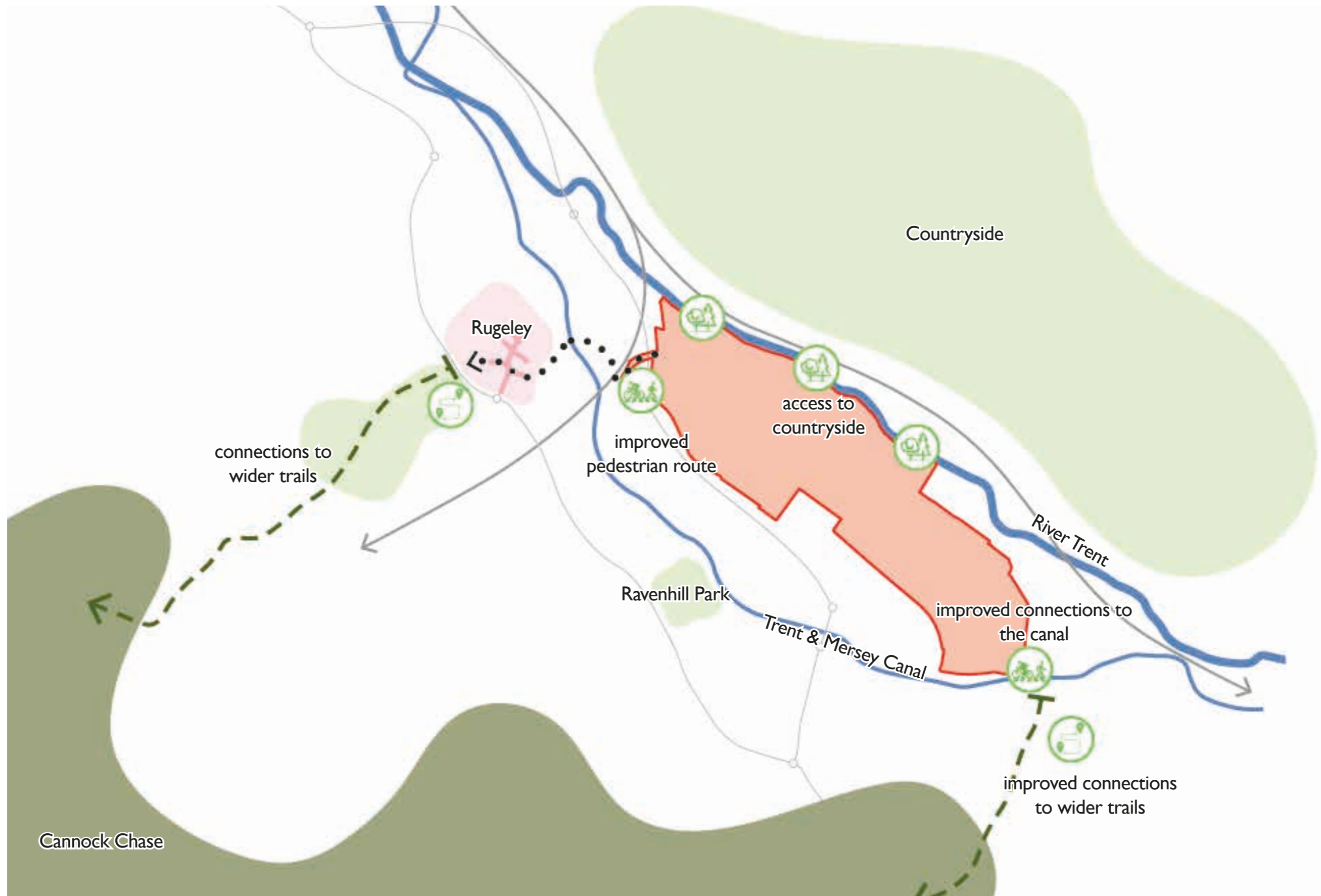
# Existing Heritage



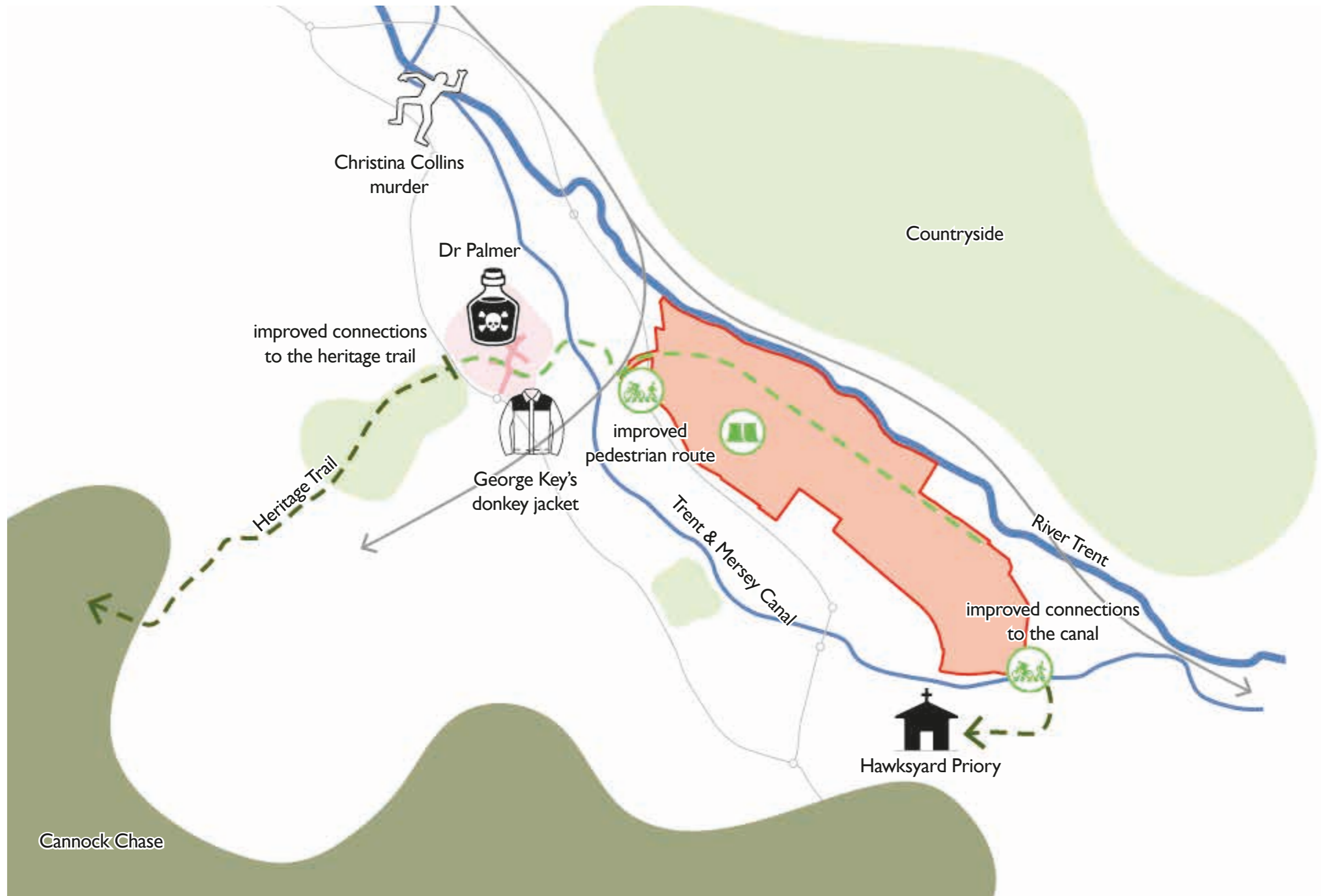
# Proposed Transport



# Proposed Amenities



# Proposed Heritage Links

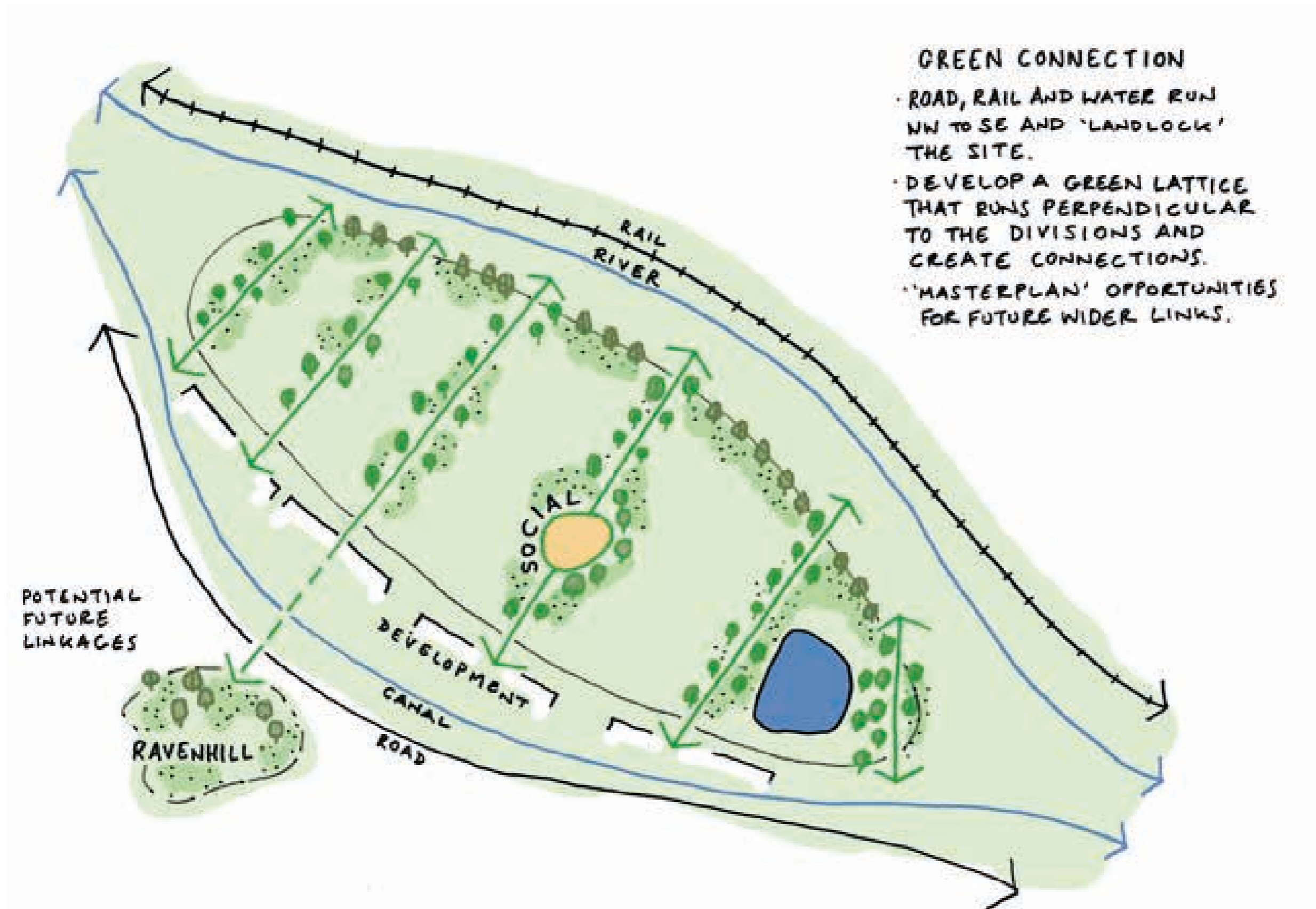


# Landscape Framework

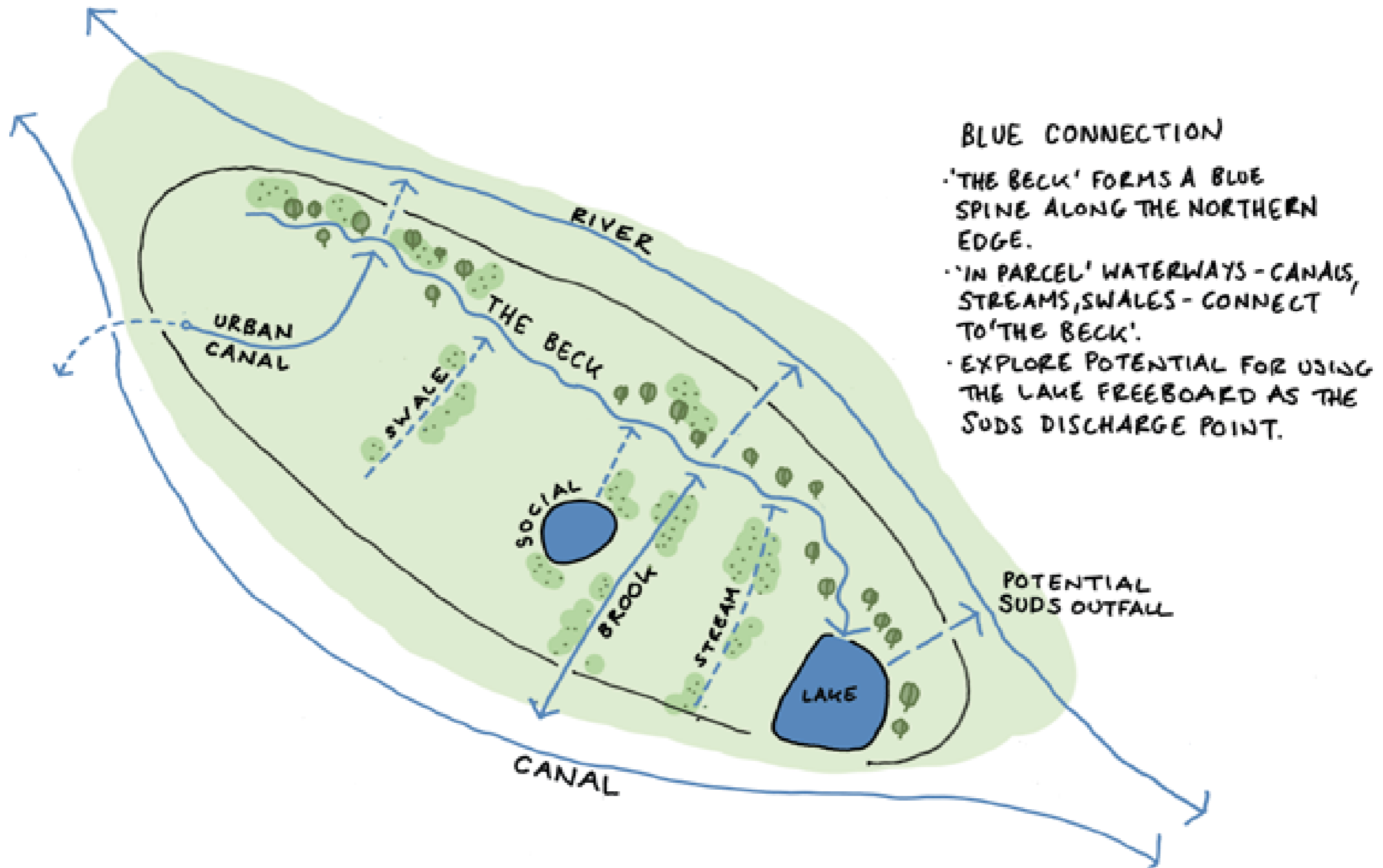




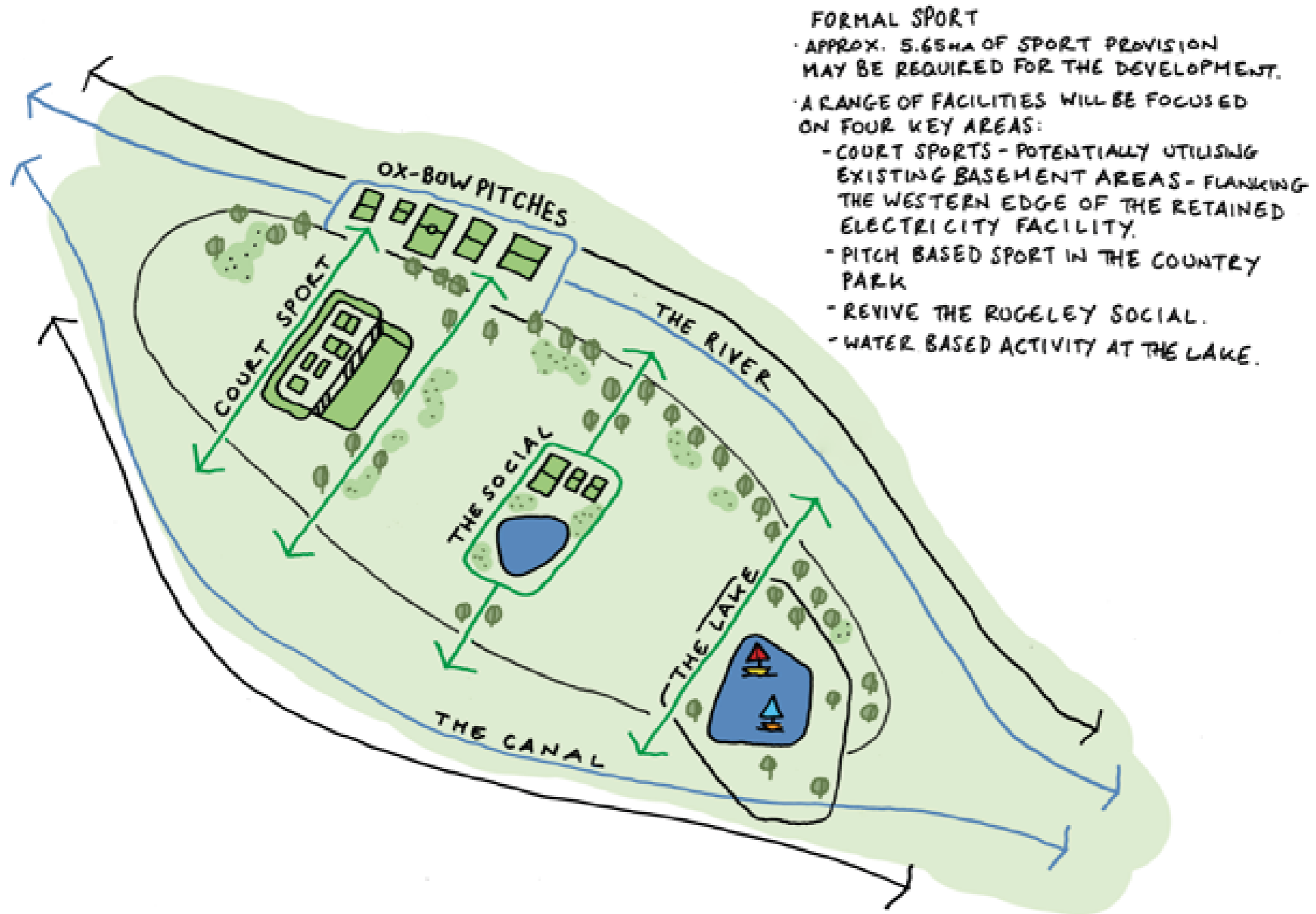
# Green Connections



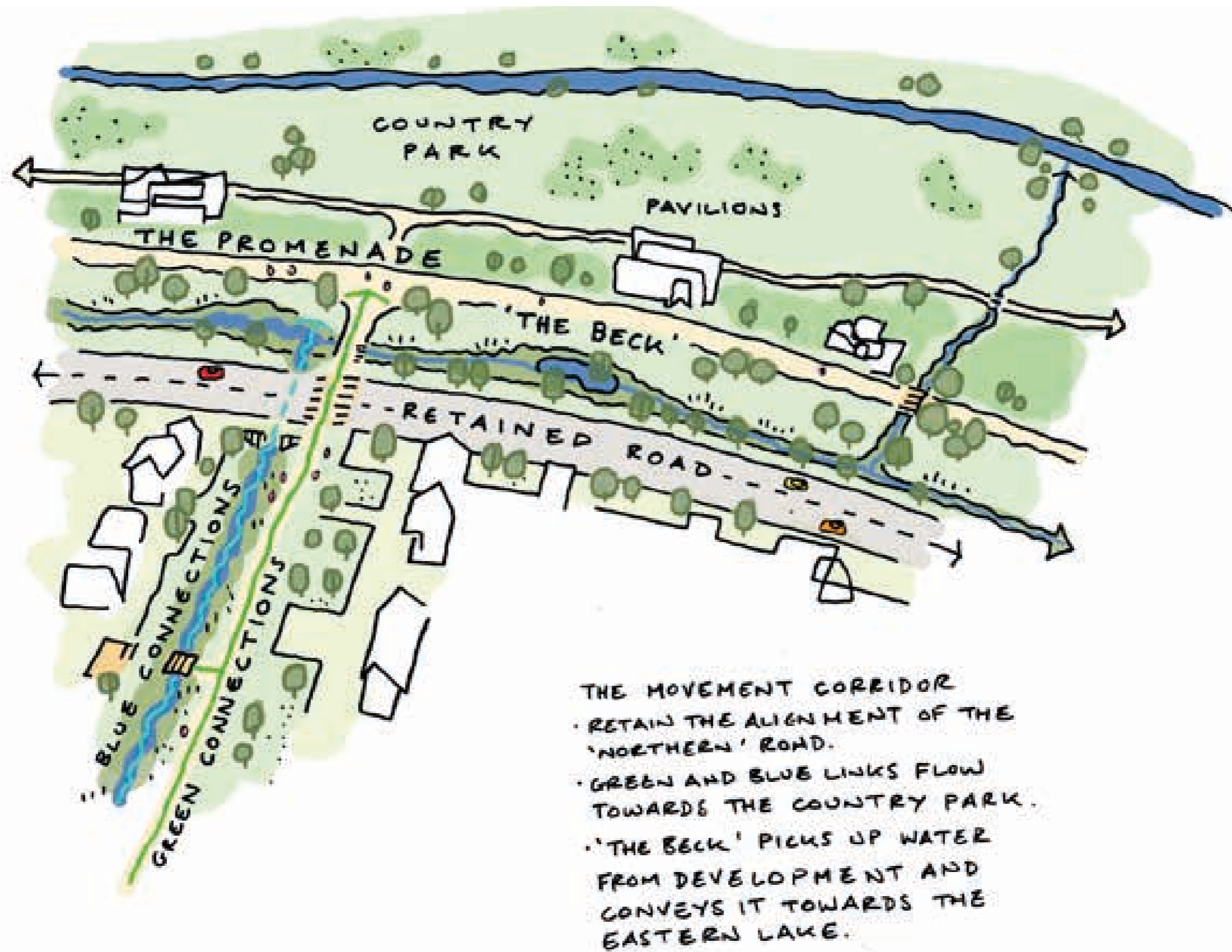
# Blue Connections



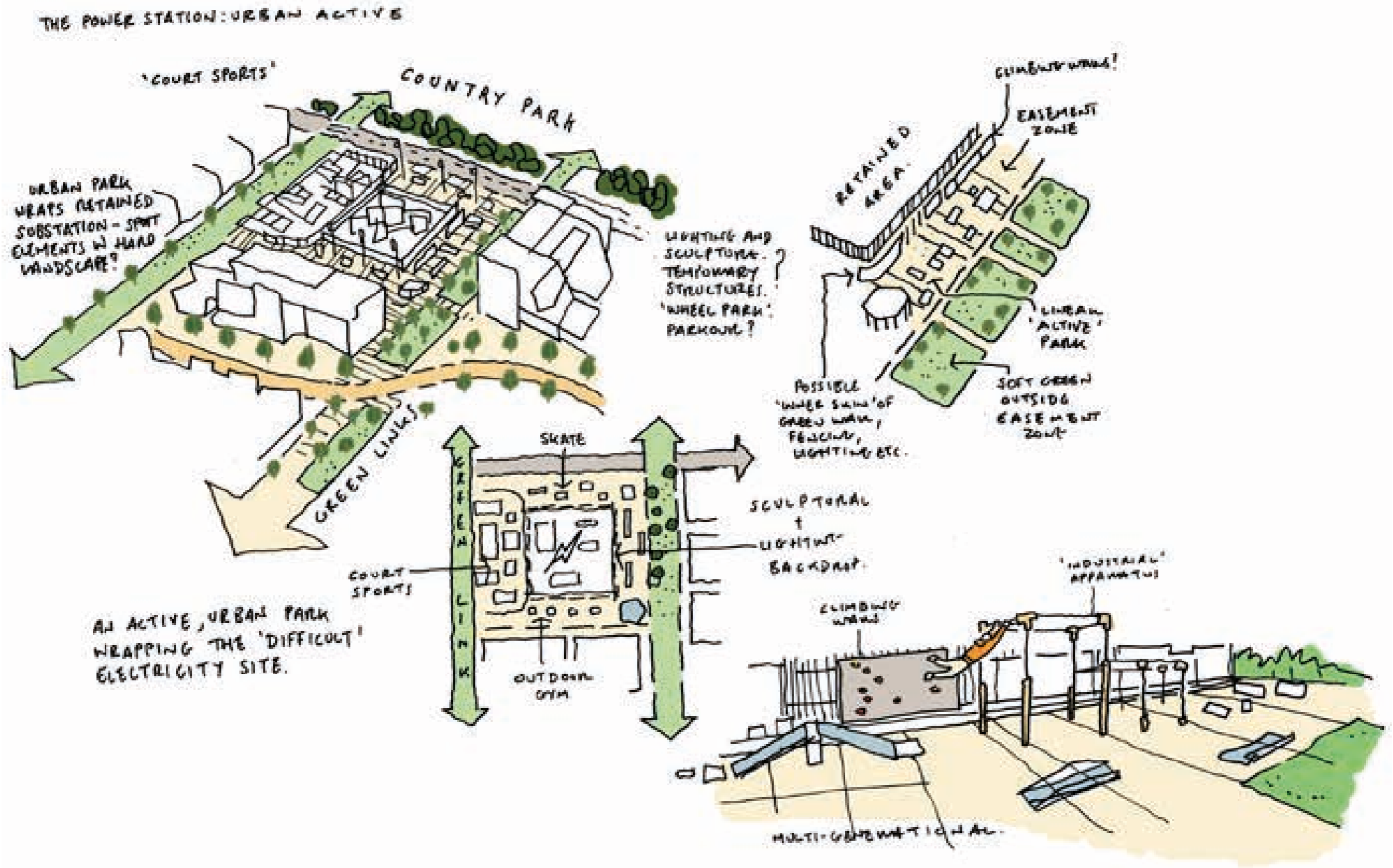
# Formal Sports



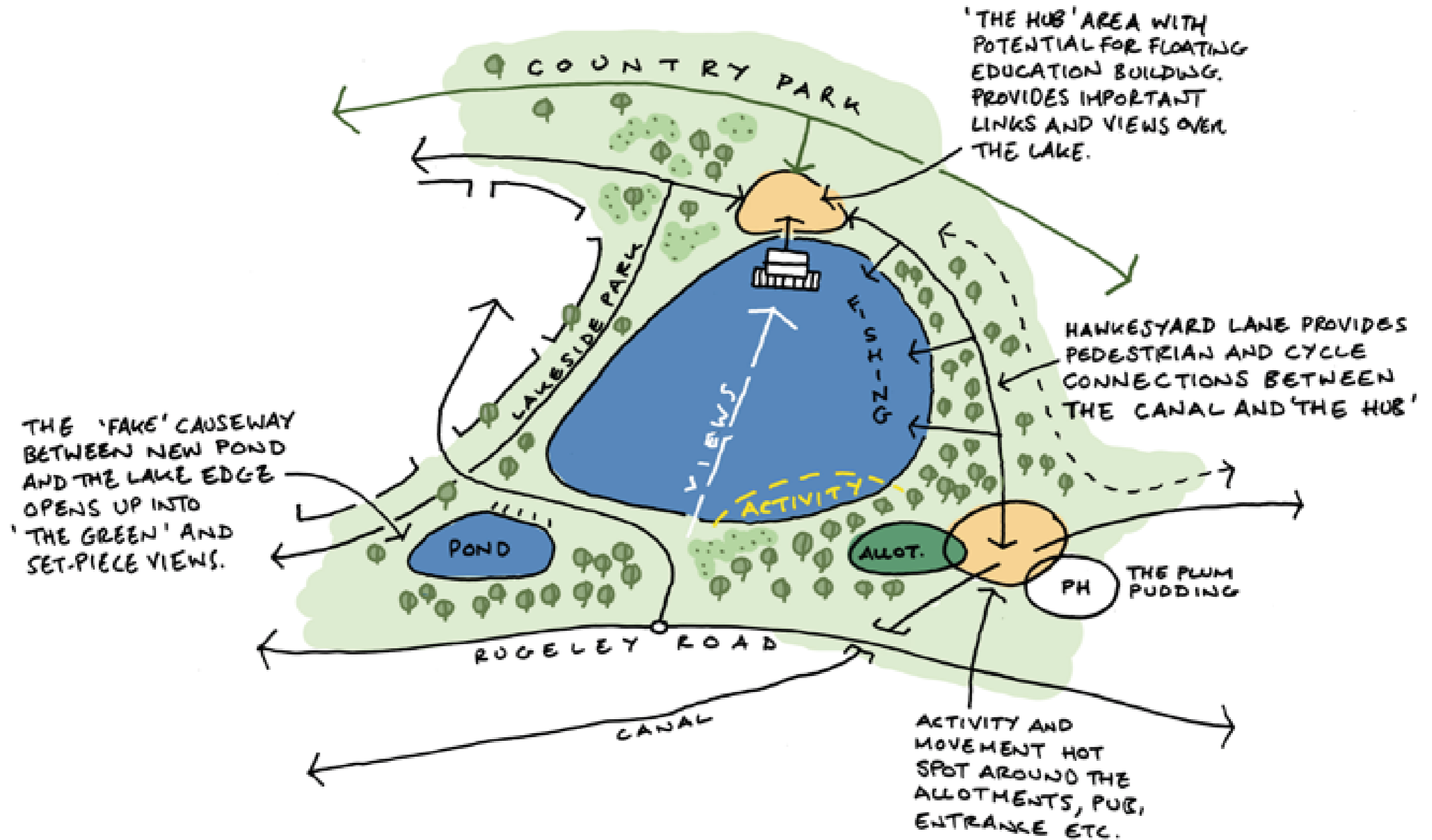
# Movement Corridor



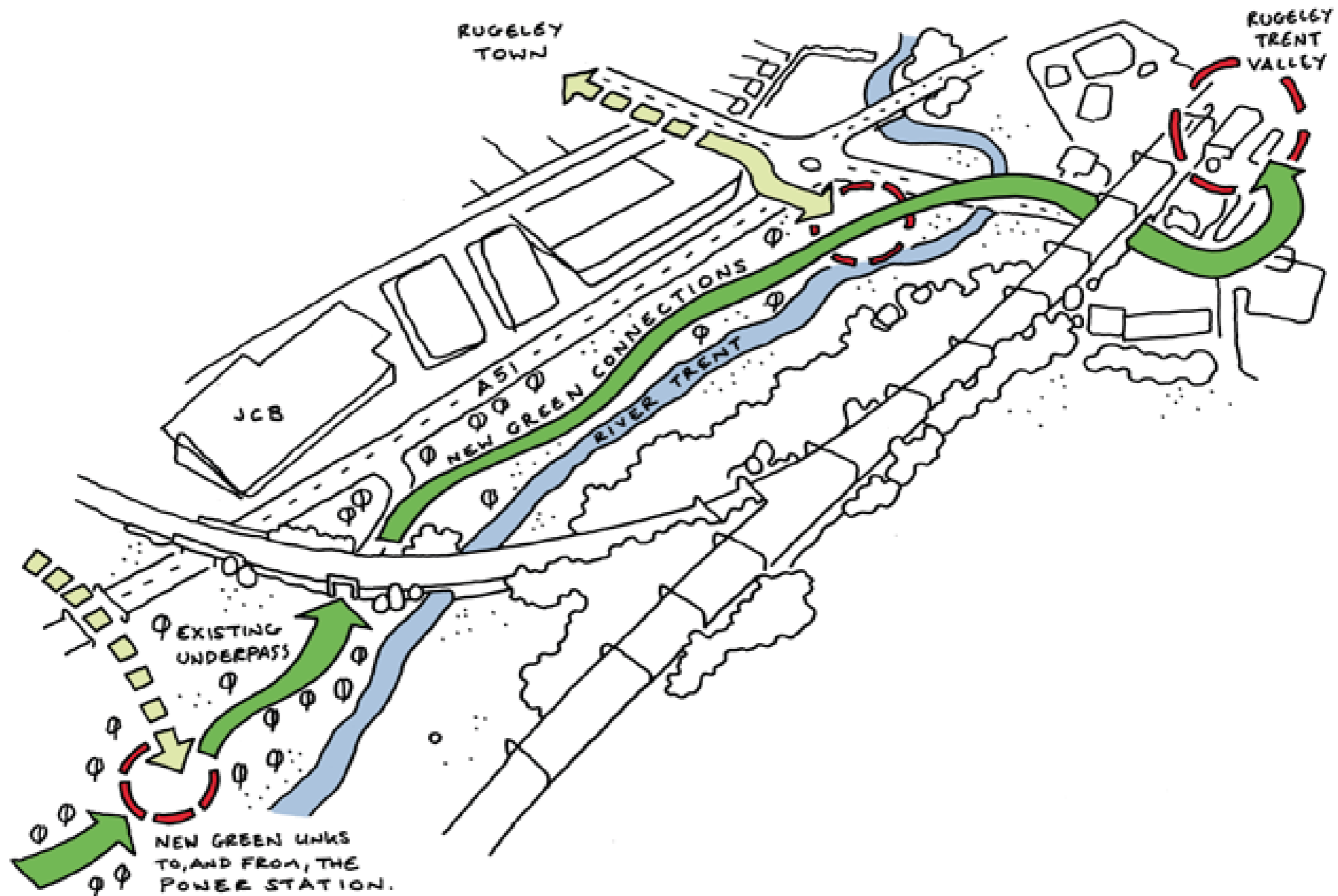
# Urban Active



# The Lake



# Trent Valley Walk



# Wider Landscape Connections

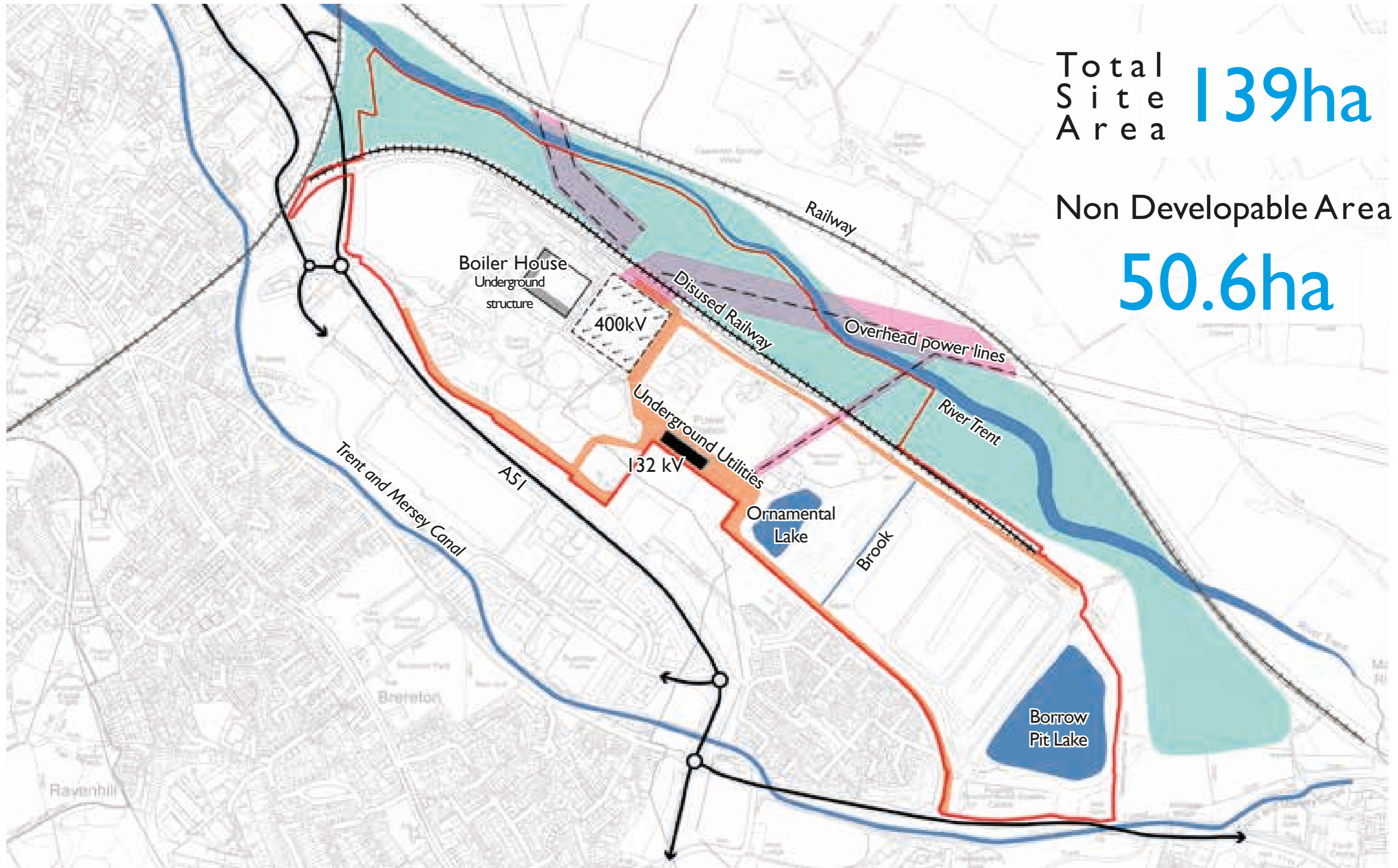




# Wider Landscape Connections



# Site Constraints



Total Site Area **139ha**

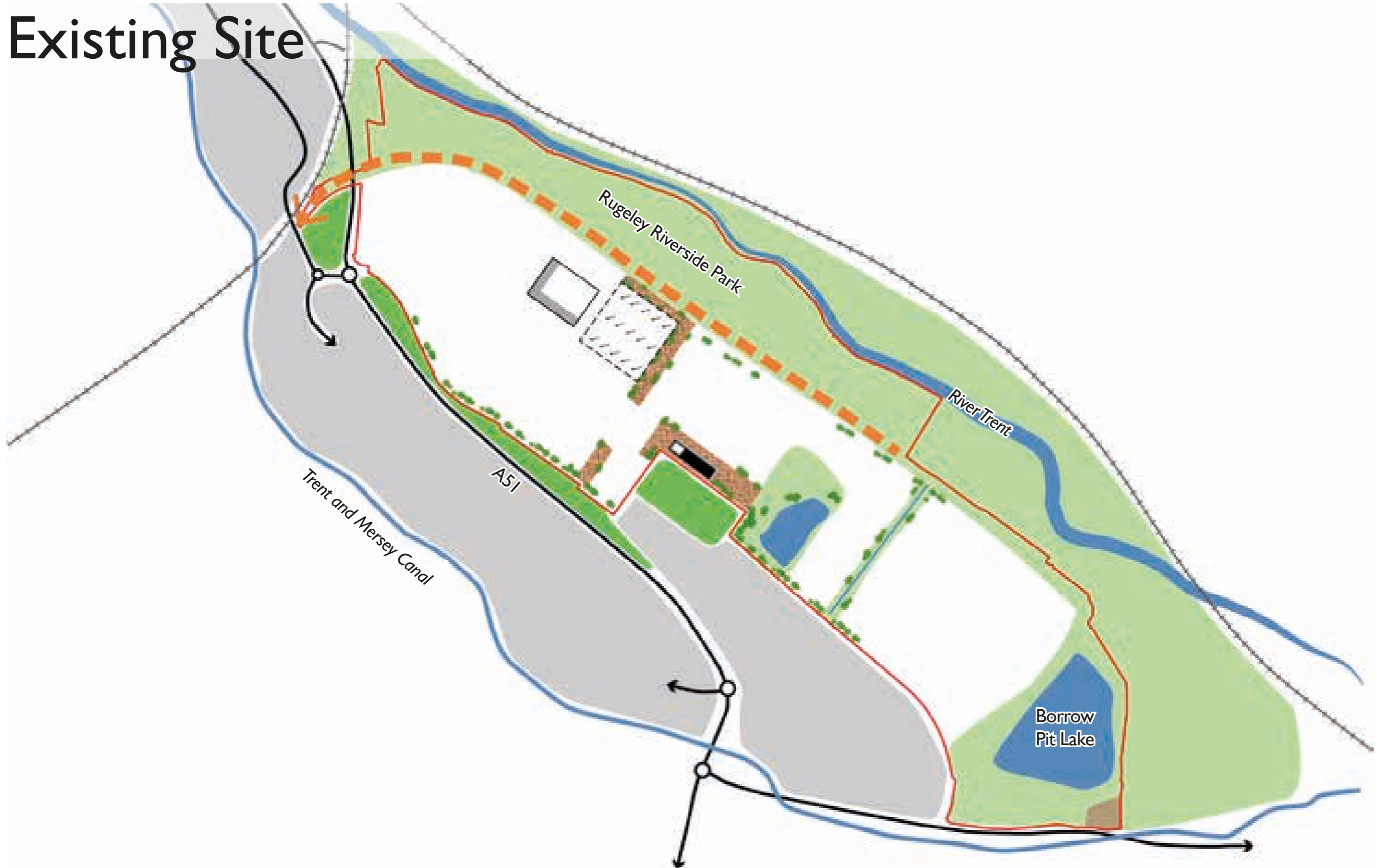
Non Developable Area **50.6ha**

# Site Opportunities



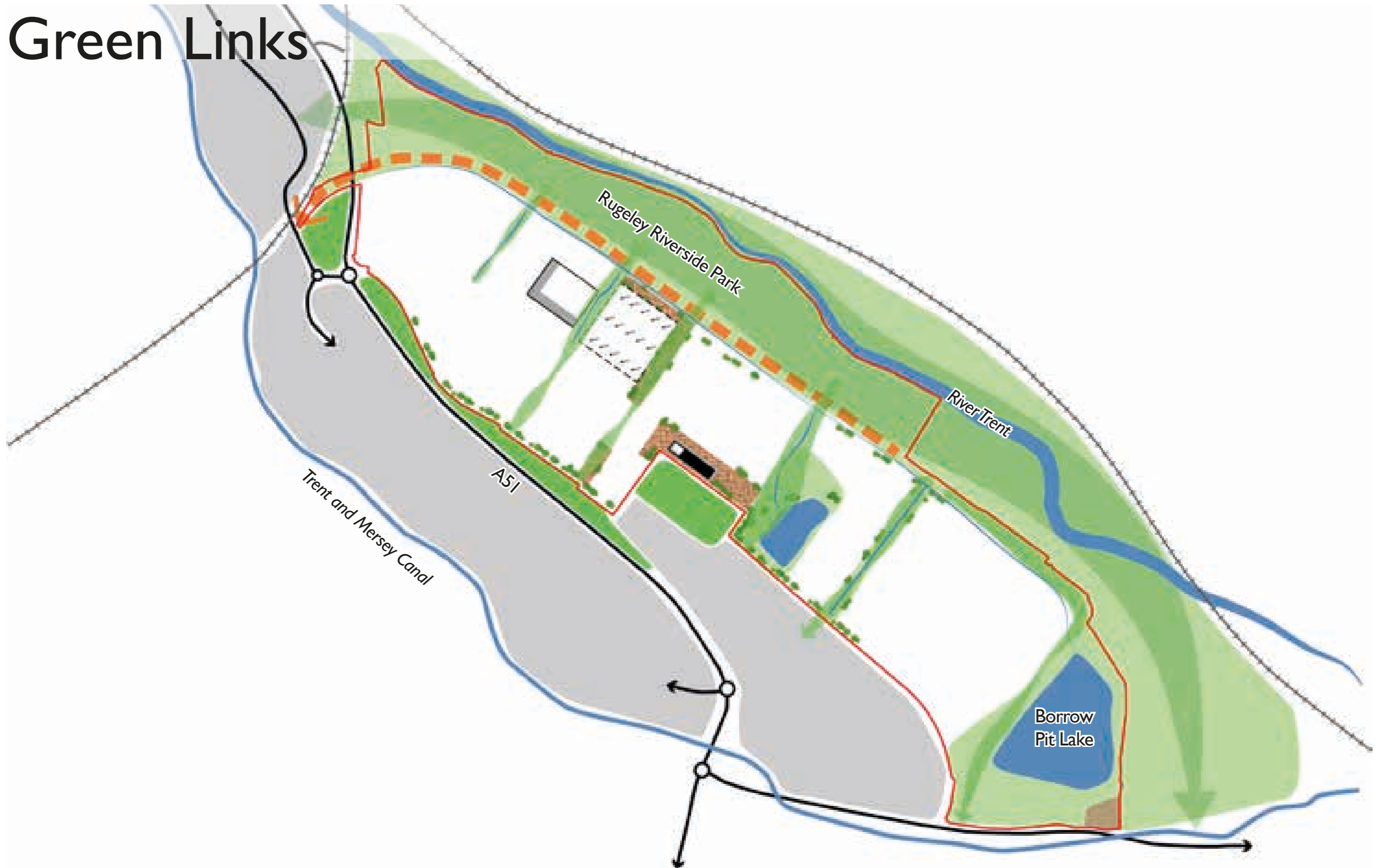
# Design Principles

## Existing Site

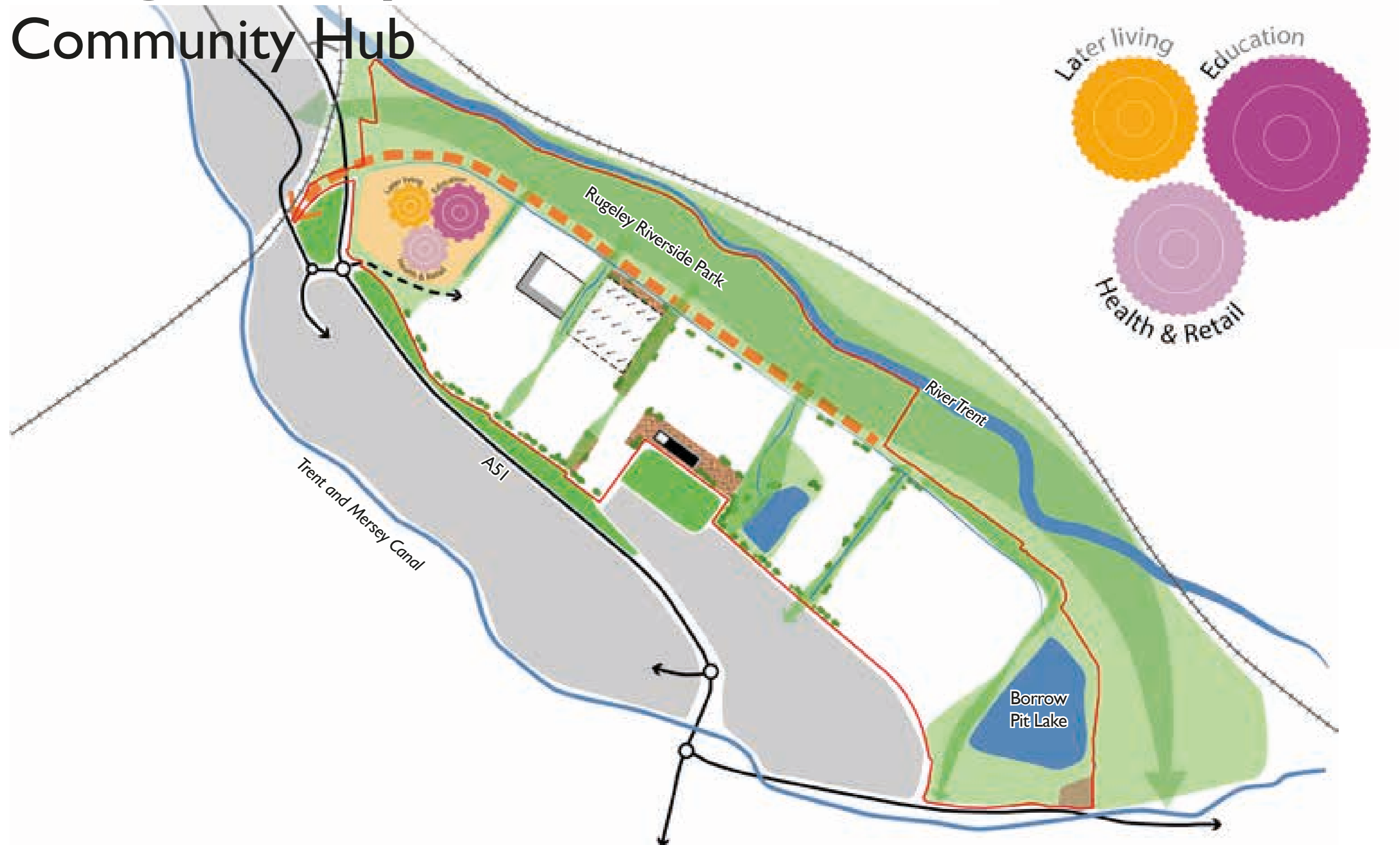


# Design Principles

## Green Links

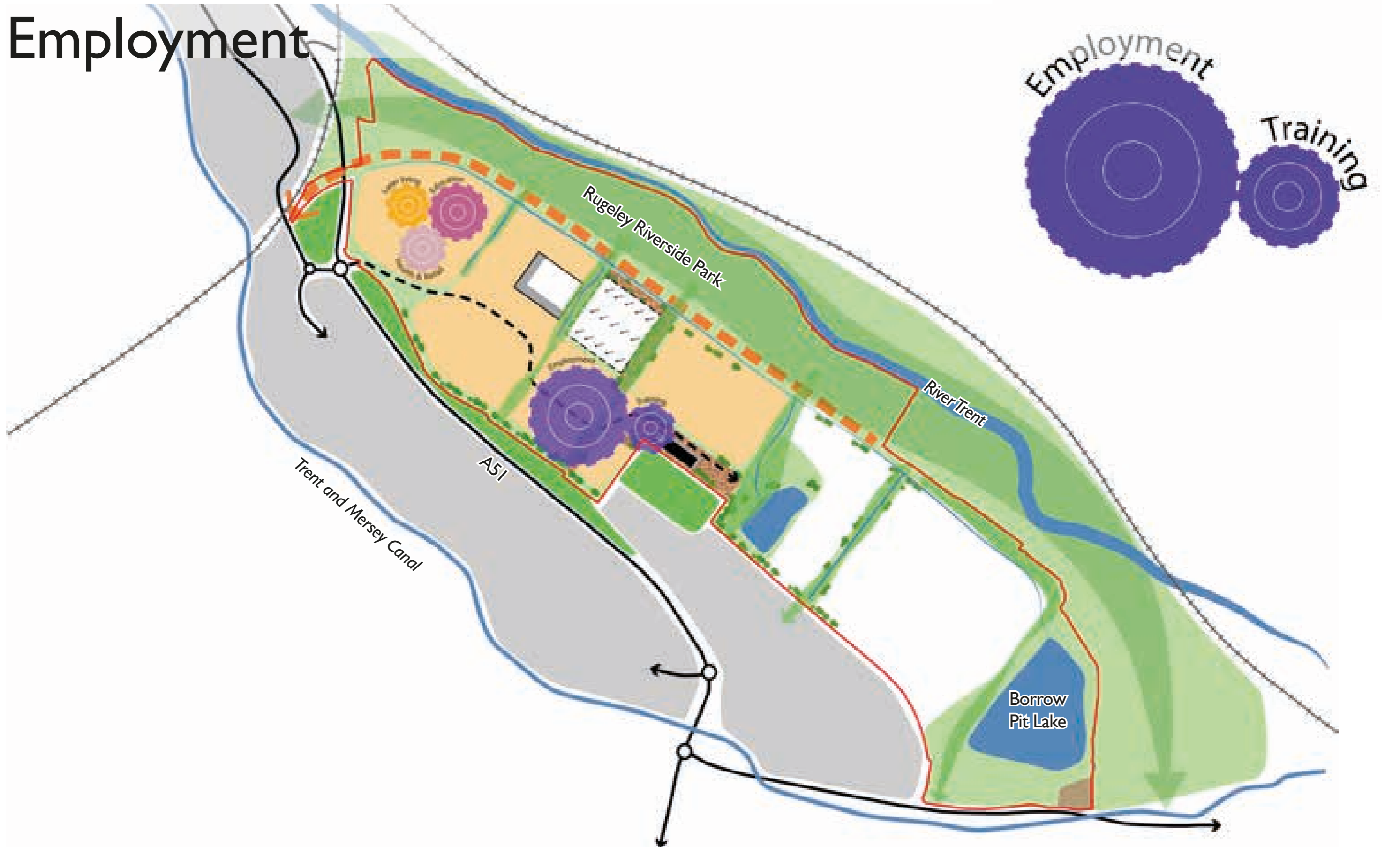


# Design Principles Community Hub



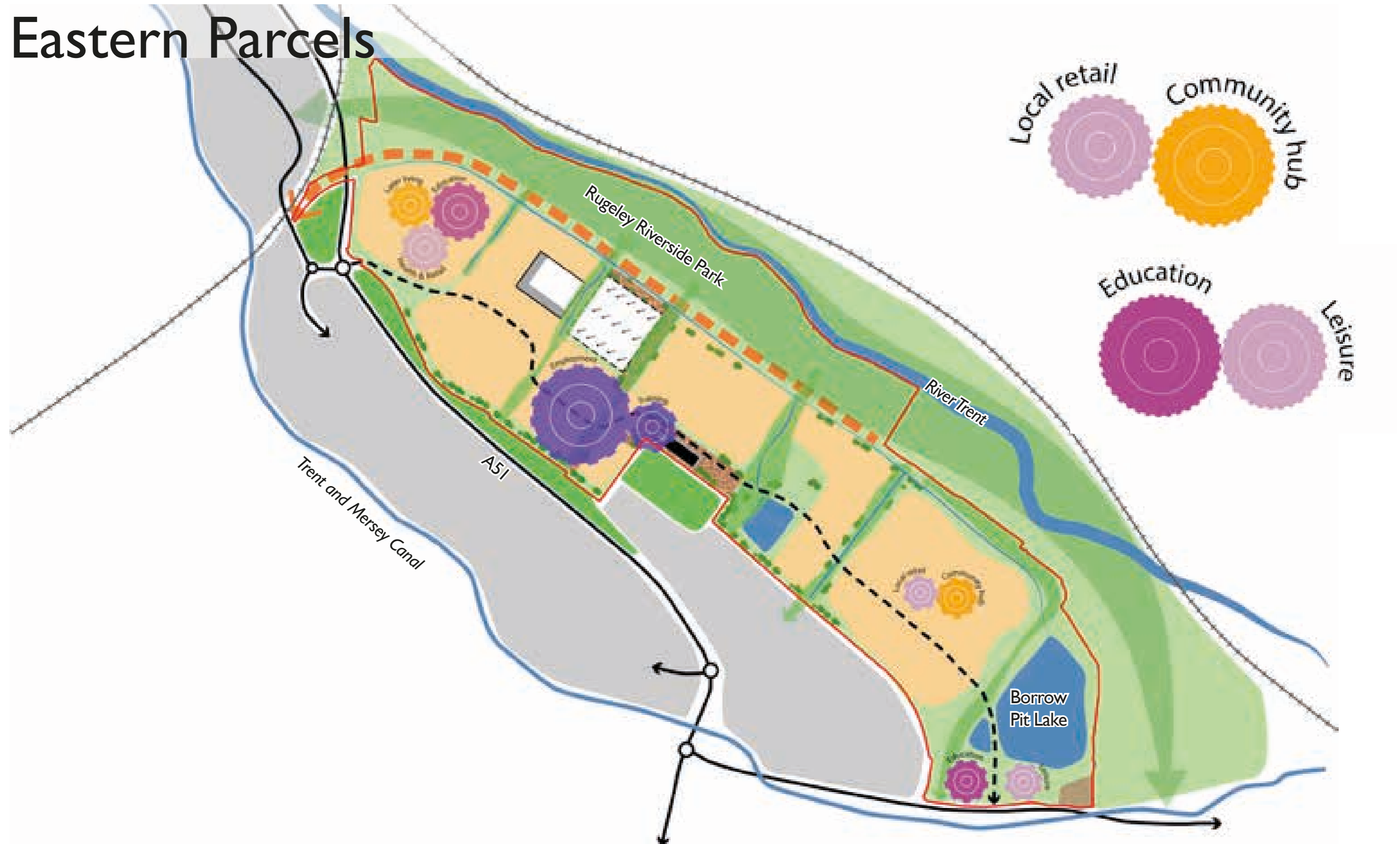
# Design Principles

## 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



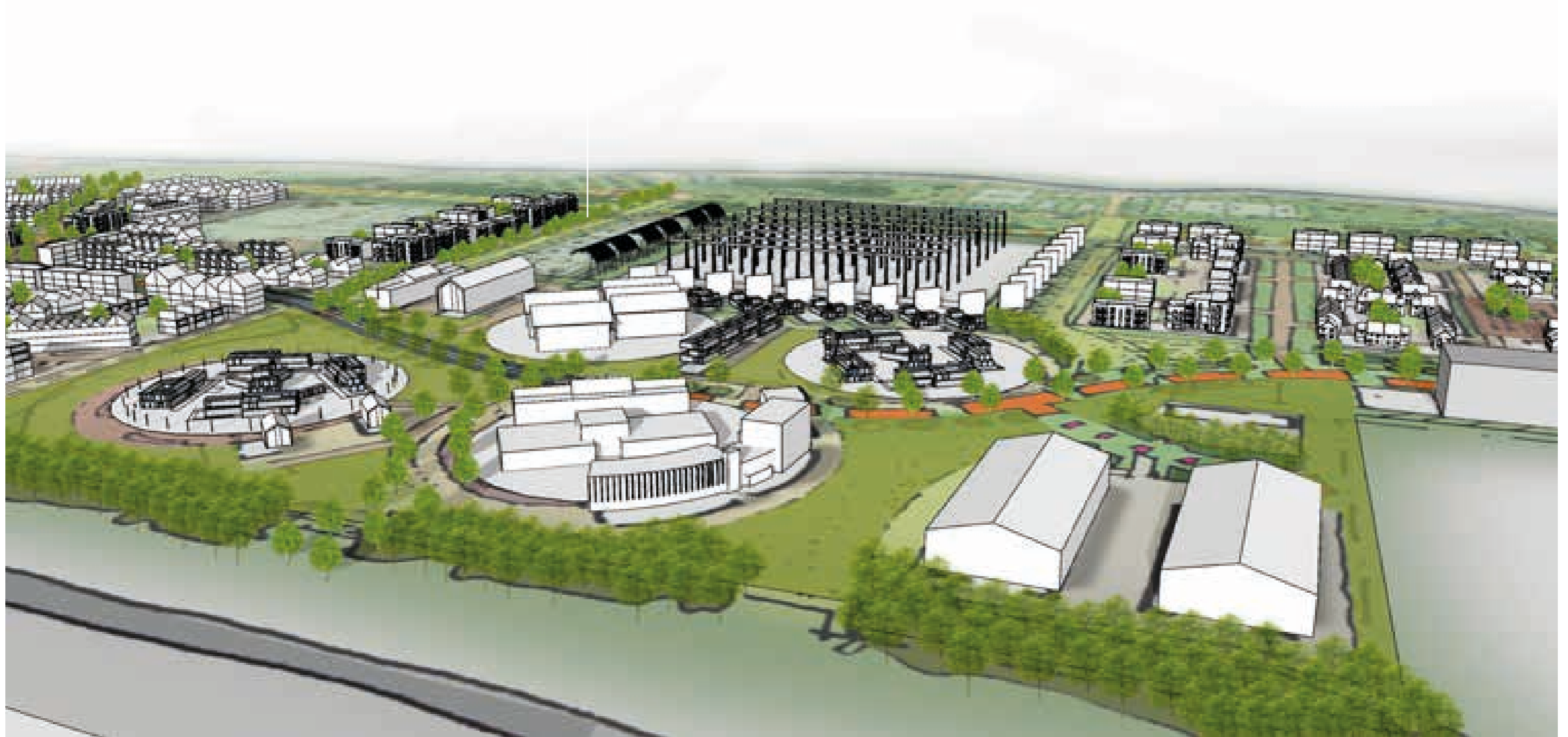
# Masterplan Working Model

North-western view of entrance with community hub beyond



# Masterplan Working Model

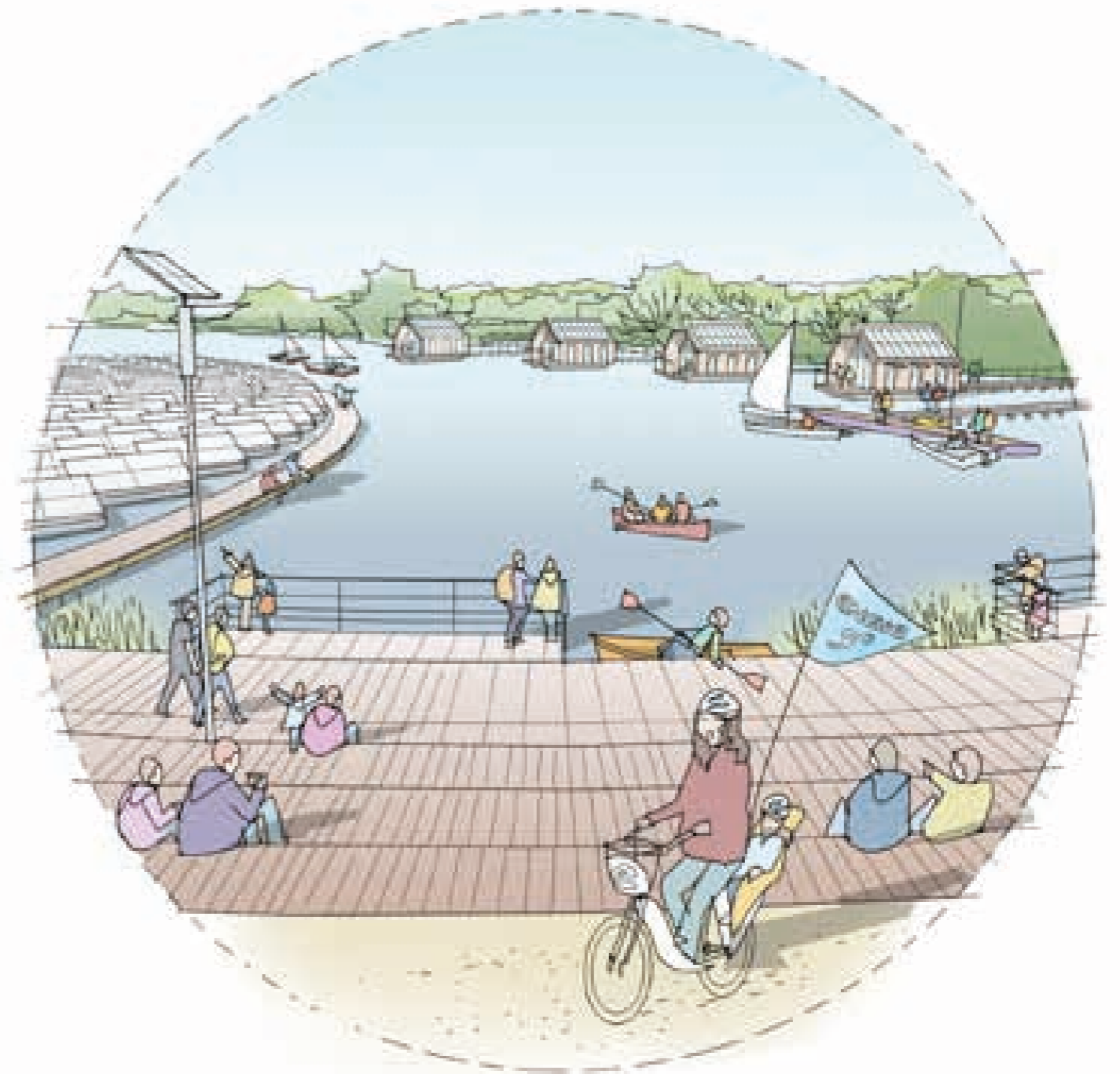
## Southern view of employment hub



# 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



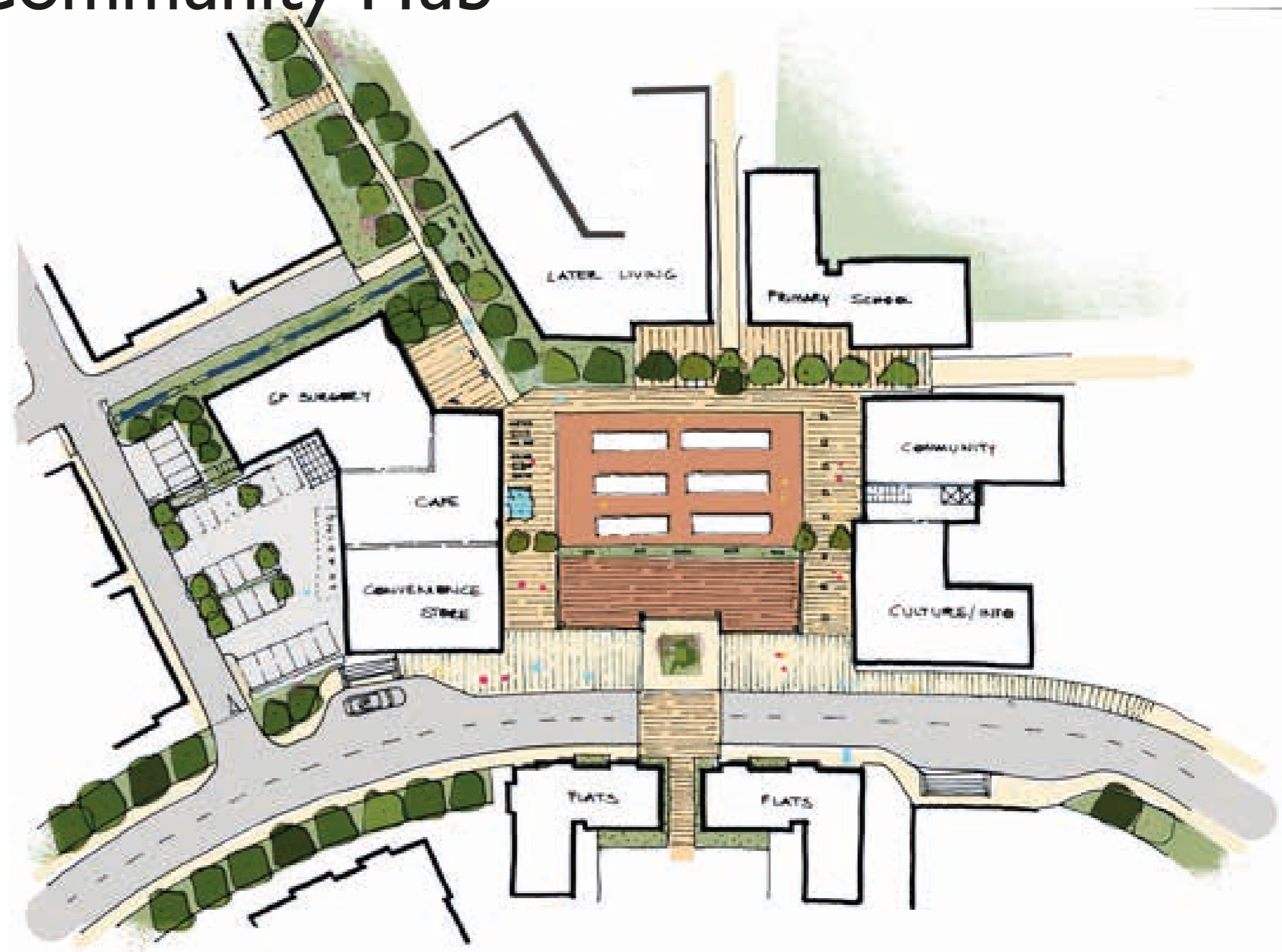
# Illustrative View

## High density homes and ENGIE living



# Detailed Study

## North-western Community Hub



# Illustrative View

## North-western Community Hub



# ENGIE Living Homestead



# Detailed Study

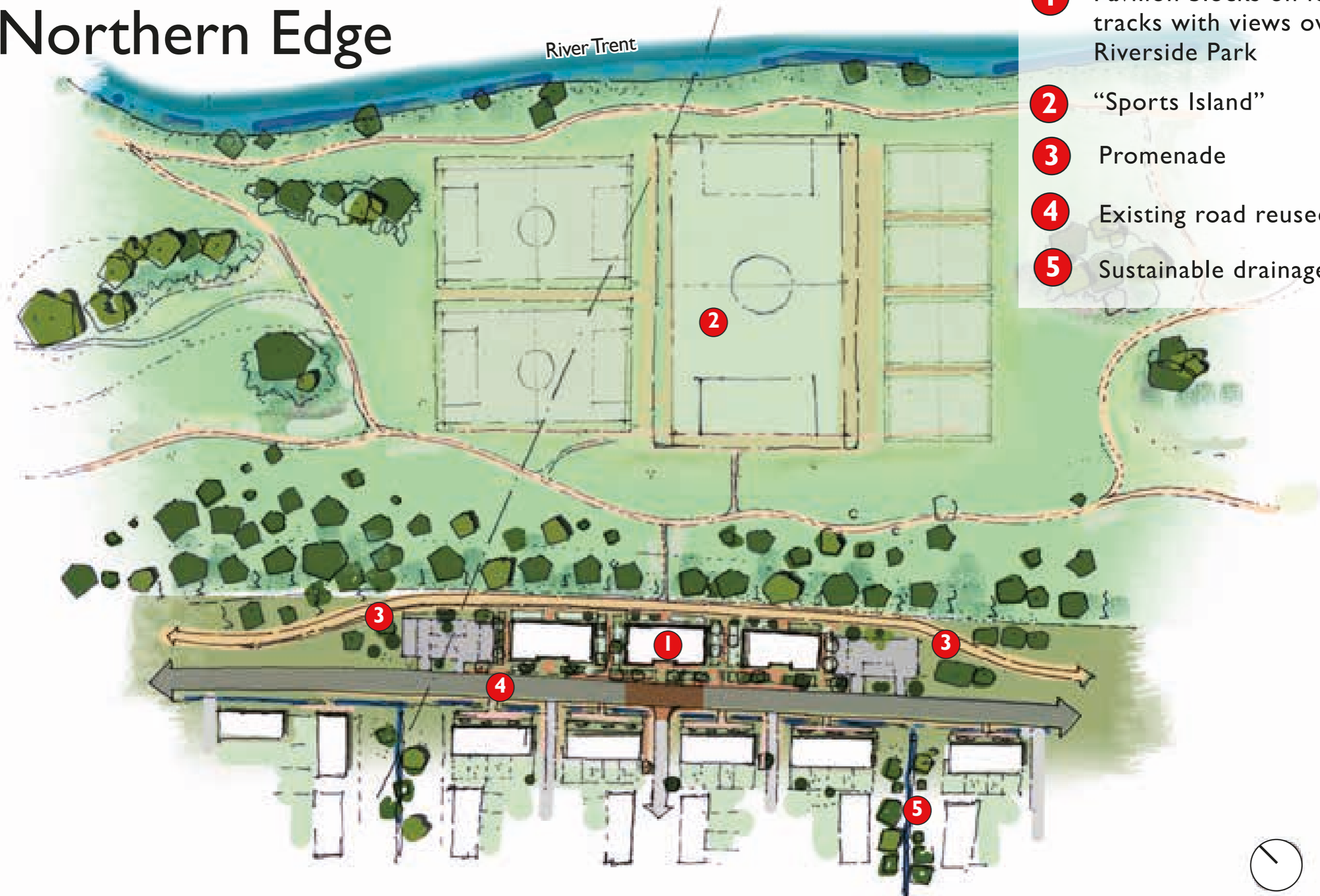
## South-western Entrance

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

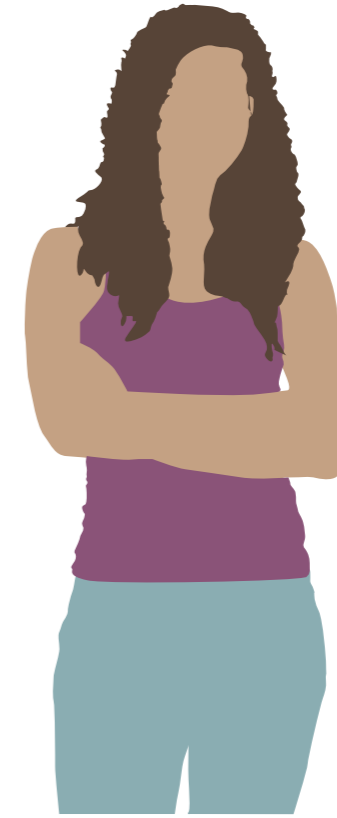
**“The new development encourages small local businesses and I now run a cafe at the Innovation Hub too. My fairy cakes are very popular!”**

- 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

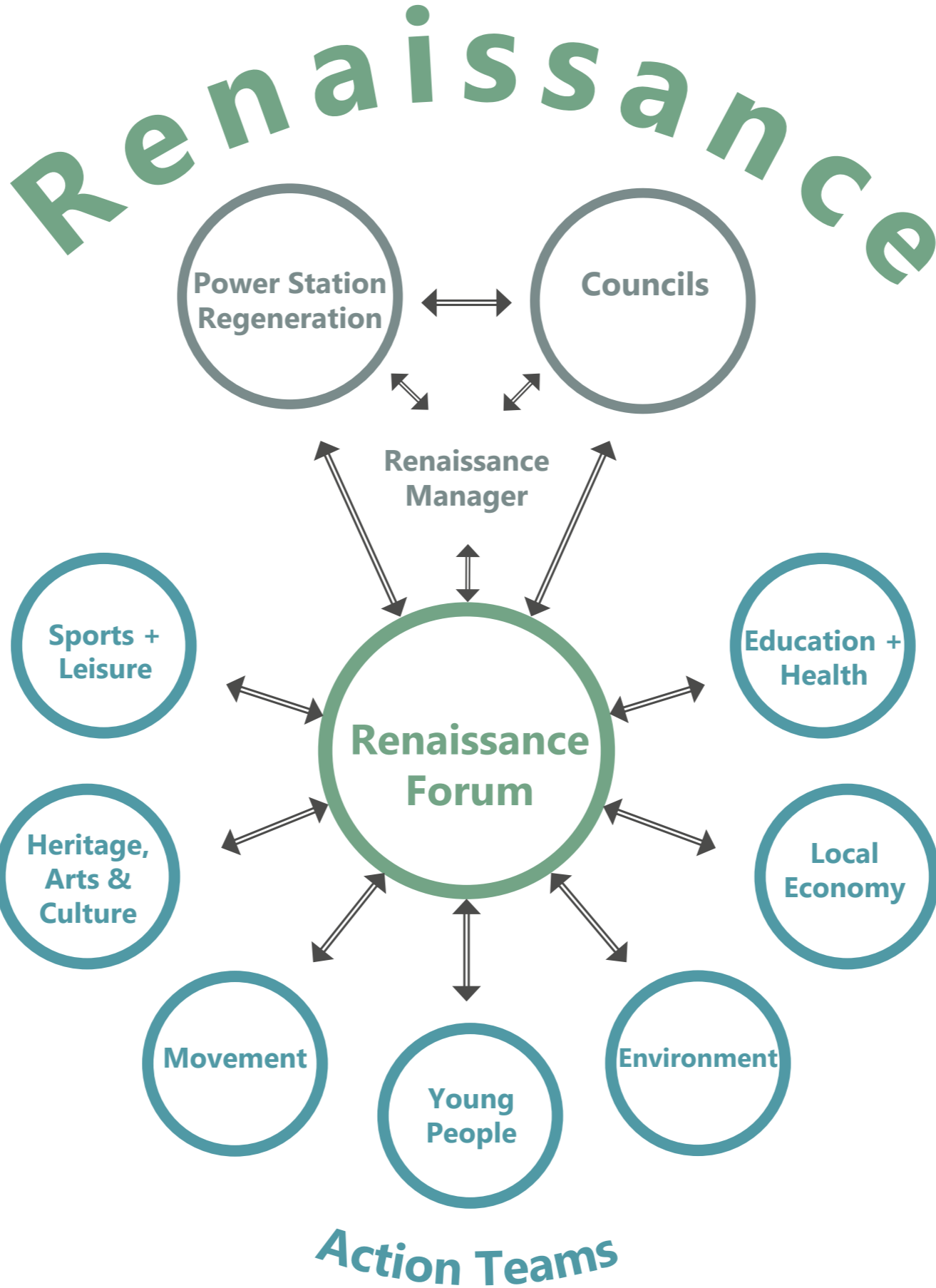
## Construction phases

- 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





# Renaissance Forum

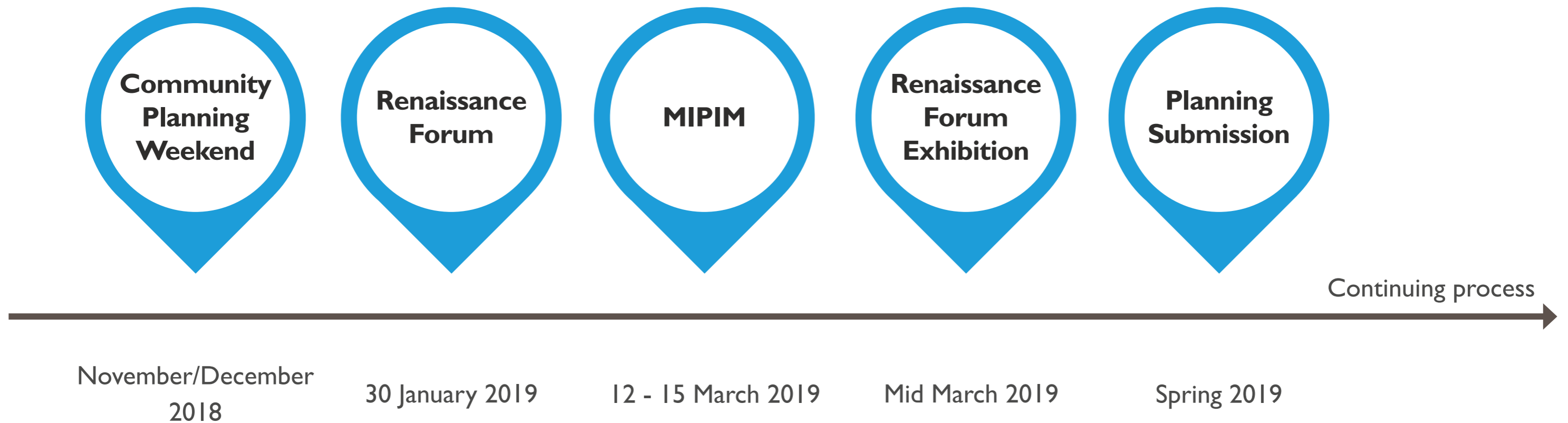
## Time and Date

Wednesday 30 January 2019, 7:30pm

## Venue

Brereton and Ravenhill Parish Hall, Ravenhill Park

# Timeline



**Thank you for coming!**

