## WELCOME

Rugeley Power Station site owner ENGIE has submitted an outline planning application for the site, which has been compiled following feedback from an extensive community consultation period between November 2018 and April 2019.

The full outline planning application has been submitted to and registered by both Lichfield District Council (application reference number 19/00753/OUTMEI) and Cannock Chase District Council (application reference number CH/19/201) and can be viewed and commented on via both council's websites.

This exhibition is your chance to view the submitted proposals and ask questions.

#### **BACKGROUND**

ENGIE, the owner of Rugeley Power Station, are a leading Energy,

- Services and Regeneration company focused on three key activities:

  Production and supply of energy;
- Facilities management; and
- Community regeneration

In 2016 Rugeley Power Station ceased production of electricity to the National Grid and created the opportunity to deliver an exciting new future for the site through a mixed-use development.

ENGIE is committed to working closely with the local community to plan the future for the site and has appointed architects and community planners JTP to facilitate the Community Planning process.

The engagement undertaken as part of Community Planning process with stakeholders and the local community has been key to guiding the evolving design proposals and the approach has been to work in partnership with these bodies to develop a scheme to incorporate their aims and objectives.

#### **COMMUNITY PLANNING WEEKEND**

Over 400 people took part during the Community Planning Weekend, which was an opportunity for the local community to share local knowledge and contribute to shaping the Vision through facilitated workshops, walkabouts and hands-on planning groups. The community planning weekend took place from Friday 30 November to Tuesday 4 December 2018.

### REPORT BACK PRESENTATION

After the public workshop days, the ENGIE team analysed and summarised the outcomes and drew up a Vision for the Power Station site, including an illustrative masterplan. This was presented back to the local community on Tuesday 4 December 2018.

#### **RENAISSANCE FORUM**

Around 75 people attended the first Rugeley Power Station Renaissance Forum on Wednesday 30 January 2019 in the Brereton & Ravenhill Parish Hall. Participants heard the latest updates about the Power Station regeneration and discussed how the community can continue to be involved in shaping the future.

#### **PRE-SUBMISSION EXHIBITIONS & RENAISSANCE FORUM**

Held on 20, 22 & 23 March 2019, these events included an exhibition of the latest iteration of the proposals for the site at three different locations where the community were able to ask questions and submit feedback. In addition, the Renaissance Forum was held at the Rugeley Rose Theatre on Wednesday 20 March 2019.























## KEY THEMES

The following key themes represent a summary of the views of the participants from the Community Planning Weekend in 2018. All quotes are from participants in the process.



#### **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!"



#### **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."



### **PAST & 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"



### **EMPLOYMENT, TRAINING & 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."



### **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."



#### **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."



#### **RESIDENTIAL & 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 river 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."



### **LEISURE & 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."



### **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!"



### **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 Renaissance 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."





## THE SITE - AS EXISTING



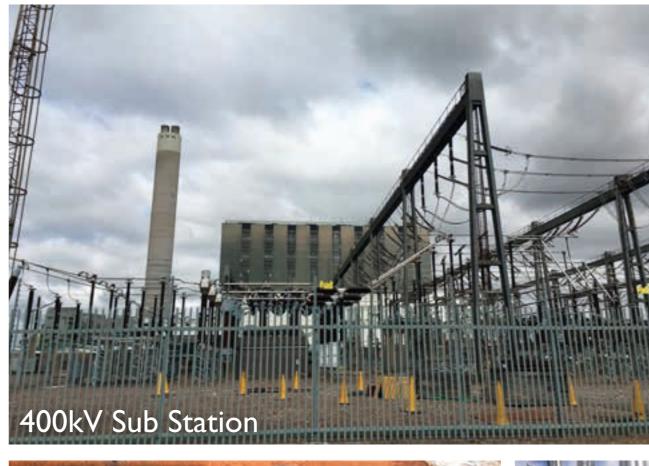


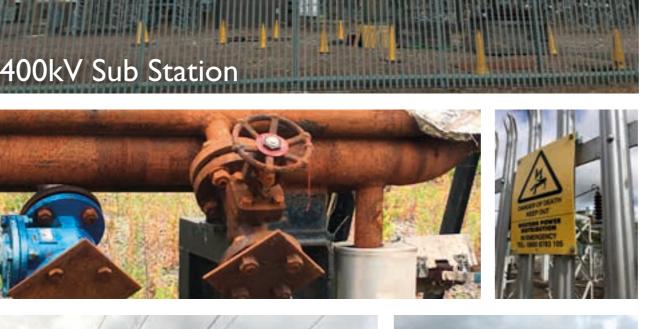
## SITE PHOTOGRAPHS









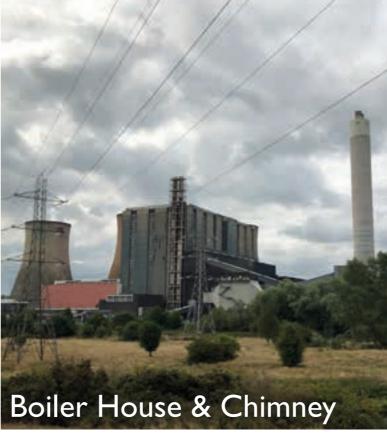






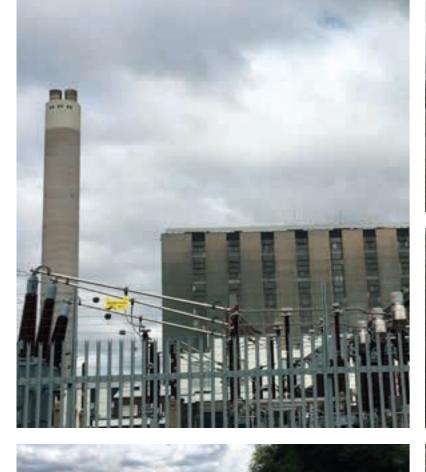


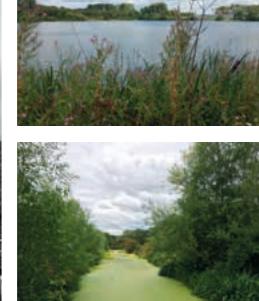










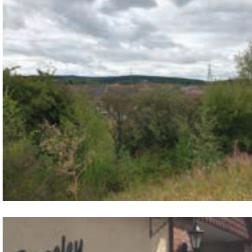
























Ash Lagoons



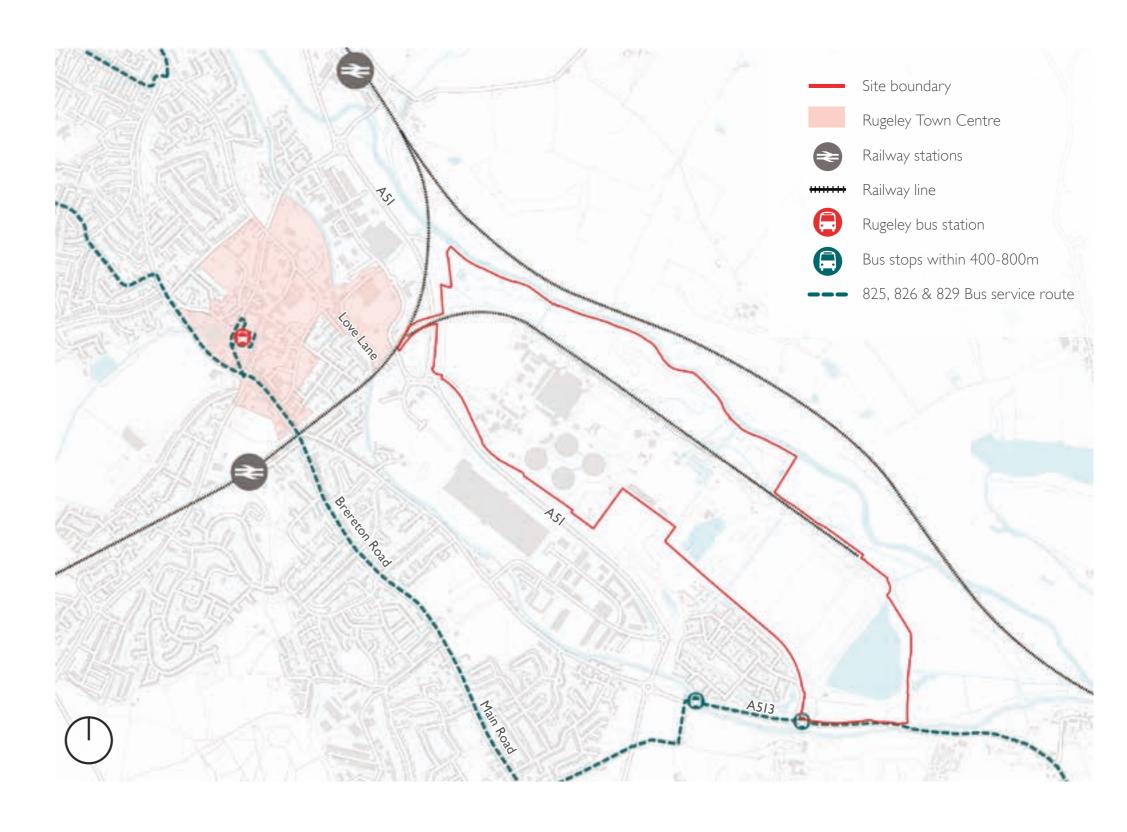
## CONNECTIONS & MOVEMENT

#### **VEHICULAR MOVEMENT**

The site benefits from good connectivity, with access via 'A' roads to the motorway network. The A51, from which the site draws its main access, provides a bypass to Rugeley; offering access to northern, southern and eastern areas of the town.

The town centre is served by a number of buses travelling to and from local residential areas and the neighbouring settlements, including Armitage, Brereton, Cannock, Handsacre, Lichfield and Stafford. Bus services vary in frequency depending on the route, typically ranging from 30 mins to 60 mins.

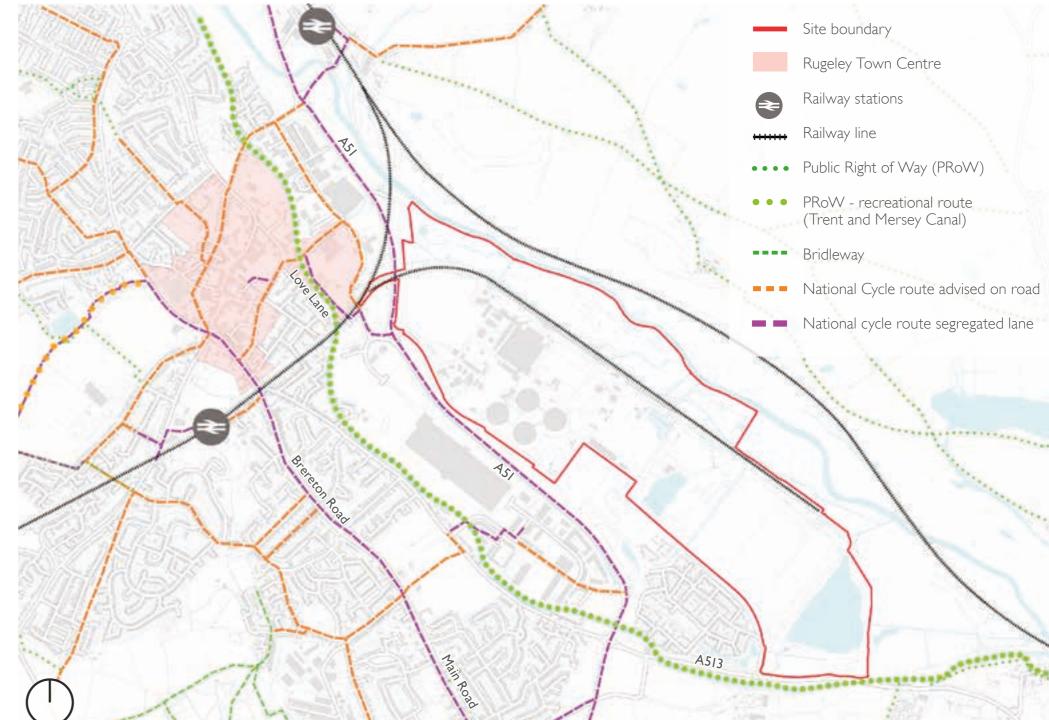
Rugeley has a well-connected public transport network and is served by two railway stations, Rugeley Trent Valley and Rugeley Town. Rugeley Trent Valley provides hourly services to London Euston with a journey time of approximately I hour 45 minutes. A regular service from Rugeley Town railway station via the Chase Line suburban route extends to Cannock and Birmingham.



### **PEDESTRIAN MOVEMENT**

The secure nature of the site has resulted in poor connectivity with Rugeley's existing pedestrian and cycle network. A public tow-path south of the site follows the Trent and Mersey Canal, provides a valuable recreational route but one that is currently inaccessible from the site. Similarly access to the riverside is currently unachievable from outside the site.

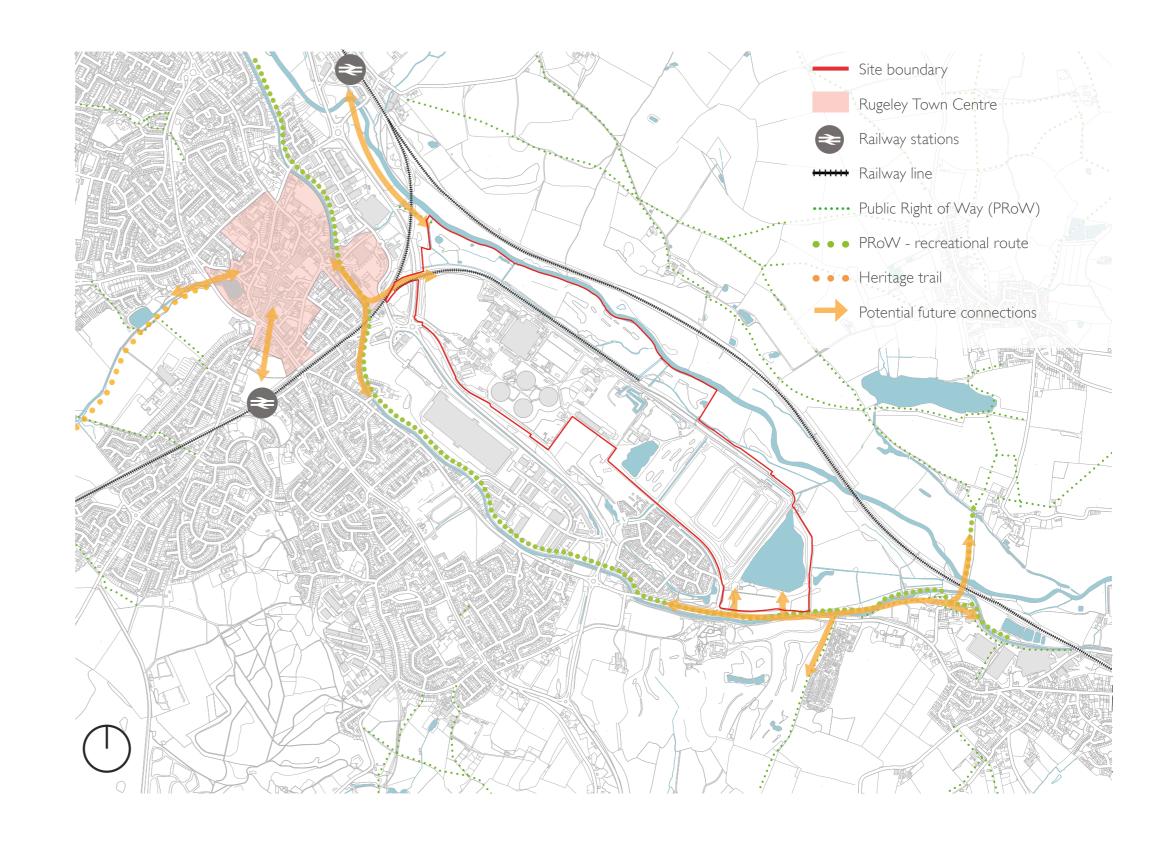
The surrounding area benefits from multiple Public Rights of Ways, bridleways and trails that reach far out into Cannock Chase and the countryside beyond. The various connections provide ample opportunities to explore the existing countryside and the natural environment. A heritage trail exists on the north western side of the site with access from Rugeley Town Centre. The number of existing paths surrounding the site provides opportunities to improve wider connections.



### **POTENTIAL FUTURE CONNECTIONS**

The proposals will seek to improve the immediate connections which in turn permits better movement in and around the site.

The proposals will seek to capitalise on these connections by encouraging pedestrian and cycle movement to and from the site. Improving pedestrian and cycle connectivity to Rugeley town centre and both railway stations could also be considered to support sustainable movement.







## HERITAGE, FLOODING & ECOLOGY

#### HERITAGE

The site of the former Rugeley Power Station is located to the north-east of the historic market town of Rugeley. The town is located on the south bank of the River Trent with the Trent and Mersey Canal running along the eastern edge of the town. Waterways and pathways that follow the contours between the Chase and the River Trent have defined the historic layout of the area.

Agriculture was an important economic activity in the medieval times. However, the proximity to the woods and the River Trent, as well as the ironstone, coal and clay in the area, had as a result the development of the town into a significant industrial settlement. One of the most important developments in the late 18th century was the construction of the Trent and Mersey Canal to the east of the town. The canal was constructed by James Brindley, a notable engineer and pioneer of canal construction and opened to traffic in 1777.

In order to assess the potential impacts of the proposed development on built heritage assets and the historic landscape, a study area extending Ikm from the site boundary has been used. There are more than forty listed buildings and seven conservation areas that fall wholly or partly within the study area. A number of non-designated historic buildings and locally listed buildings are also scattered within the study area.

#### **FLOODING**

The River Trent, an Environment Agency Main River is located to the east of the site and there are numerous Ordinary Watercourses and local land drains within the site boundary.

The Environment Agency's 'Flood Map for Planning' identifies that the site is located predominantly within Flood Zone I, defined by the National Planning Policy Framework (NPPF) and the Flood Risk and Coastal Change Planning Policy Guidance (PPG), as land with a low probability of flooding (<0.1% Annual Exceedance Probability (AEP)) (I in 1000 annual probability) of river or sea flooding. Land to the north of the railway embankment that intersects the site is located in Flood Zone 3 (high probability of flooding) whilst the Flood Zone 2 extent (medium probability of flooding) is shown to extend into the site to the north, central and south east areas.

The topographical survey shows that site levels, both pre and post development are higher than the flood levels form the River Trent for the 1 in 100 year plus 50% climate change scenario, therefore the risk of flooding from fluvial sources will be low over the lifetime of the development.

Flood risk from all other sources, pluvial, artificial (canals and reservoirs), drainage infrastructure and groundwater are all assessed as low. A Flood Risk Assessment will be submitted with the planning application, in line with the requirements of the National Planning Policy.

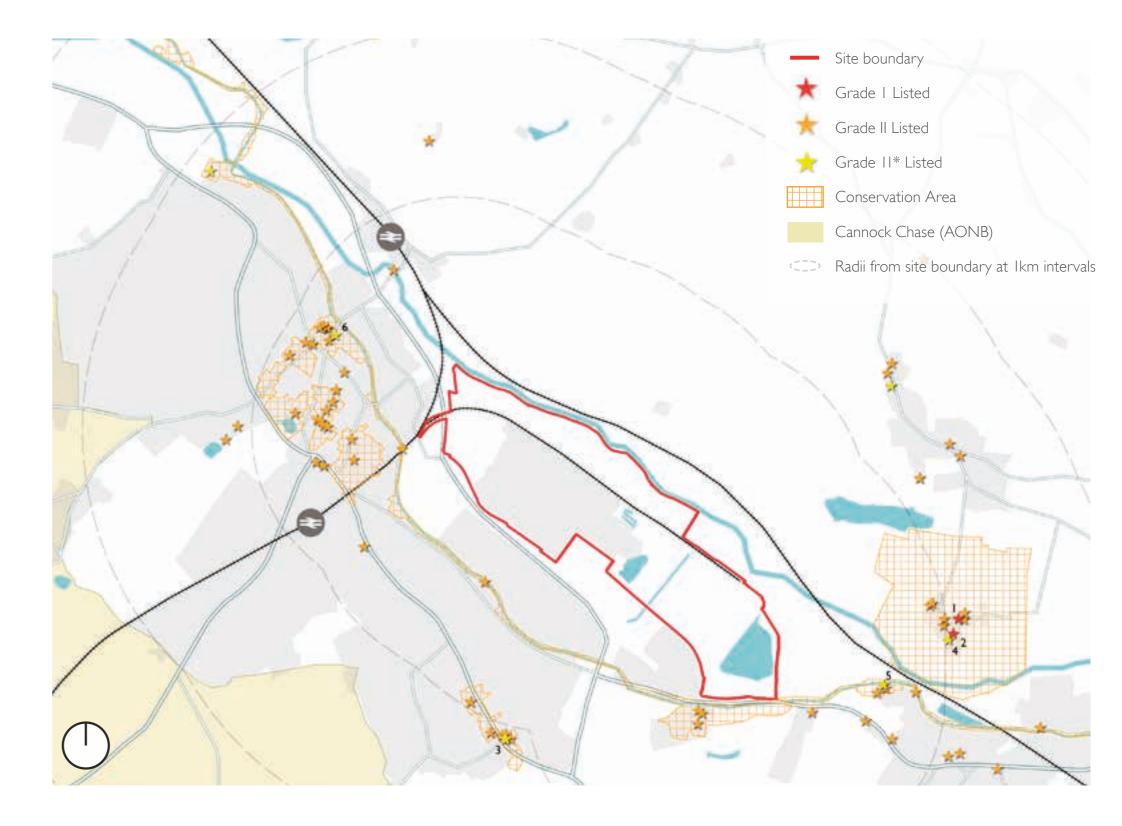
### **ECOLOGY & BIODIVERSITY**

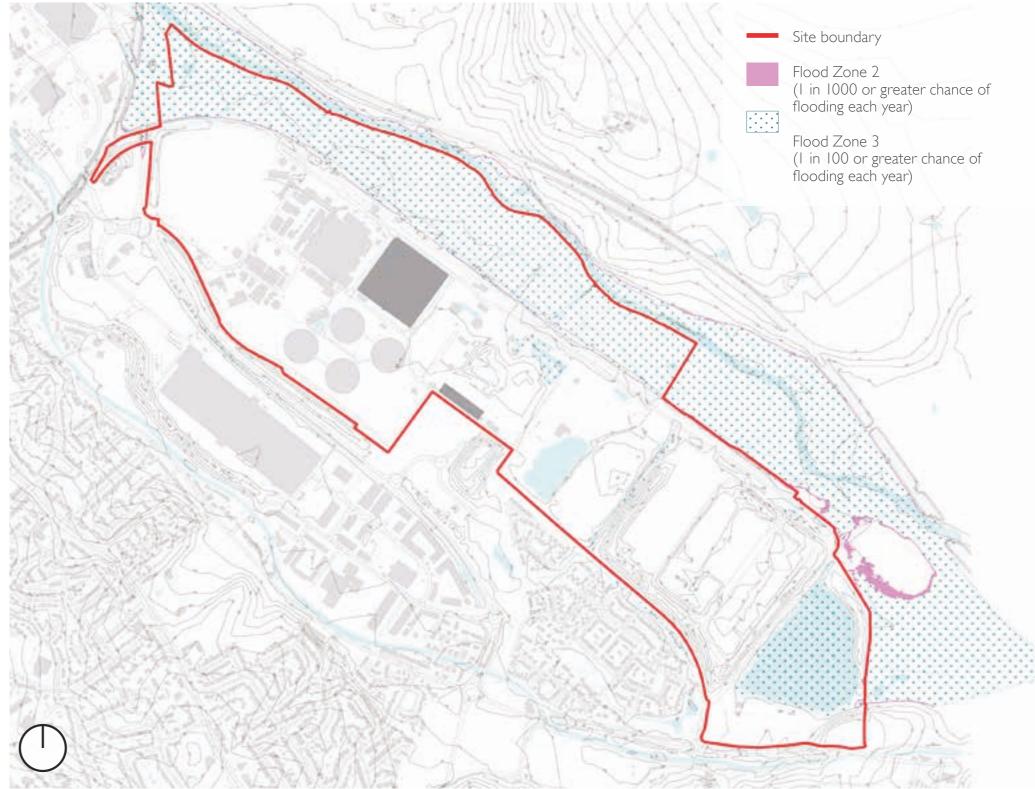
Rugeley Power Station supports diverse habitats, some of which are related to its industrial history as a coal-fired power station site. Ecology surveys have been undertaken over many years on the site providing a wealth of knowledge to ensure that the future development proposals can take the opportunity to retain and enhance areas of ecological value for habitats and the species they support. Surveys have been carried out for: Habitats, bats, badgers, otters, water voles, reptiles, great crested newt, white clawed crayfish and breeding birds.

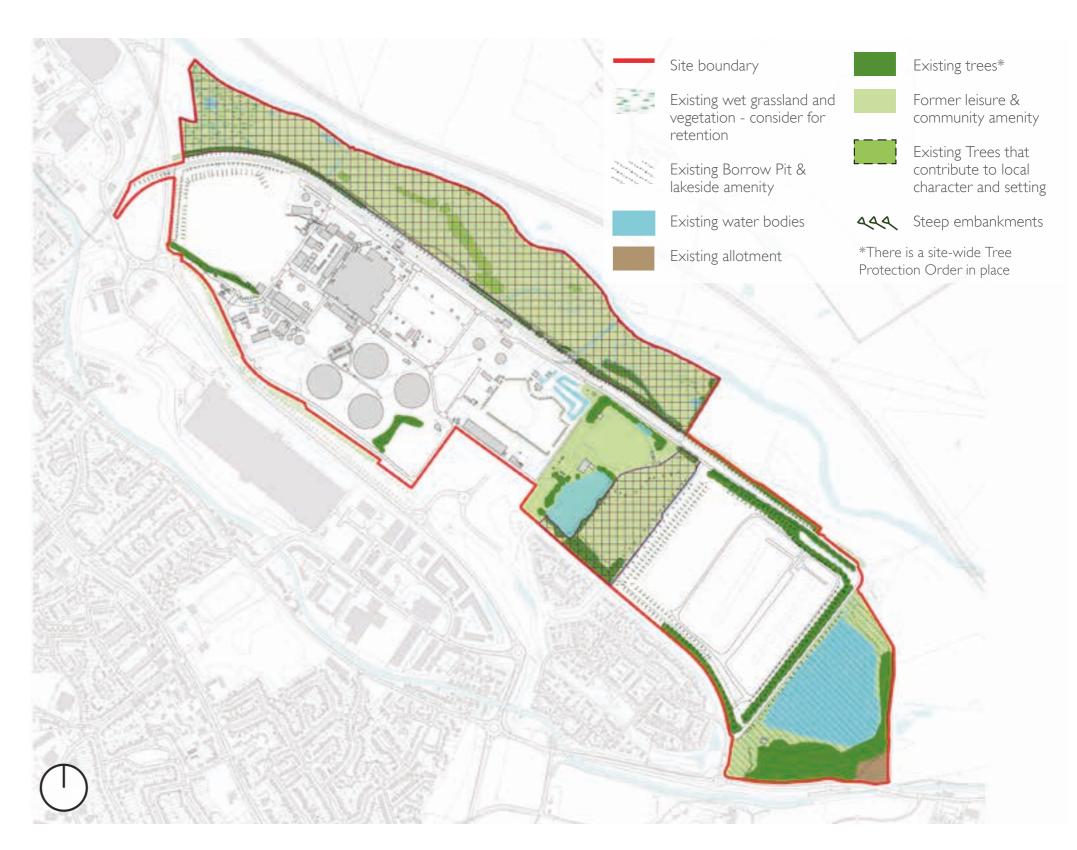
We have retained and enhanced habitats and linear habitat features where possible, with a focus on lowland meadows, trees and hedgerows, woodlands and wetland habitats. The development will be supported by a biodiversity calculator which will result in a 'net gain' of 20% of the biodiversity on the site.

We have also met with organisations including the Staffordshire Wildlife Trust, Environment Agency and Lichfield District Ecologist to agree our approach to assessing the proposed development.

Work is underway to address and mitigate potential effects on the important nature conservation sites in the locality around the power station site.











## SITE CONSTRAINTS



Areas to be retained to accommodate substations



Zones containing underground utilities to be retained



132kV overground cables with recommended 15m offset



400kV overground cables with recommended 50m offset



Existing alignment of drainage links to be retained





Existing Way-Leaves to be retained or re-routed

Alluvium clay area



Flood Zone 2 (I in 1000 or greater chance of flooding each year)



Flood Zone 3 (I in 100 or greater chance of flooding each year)





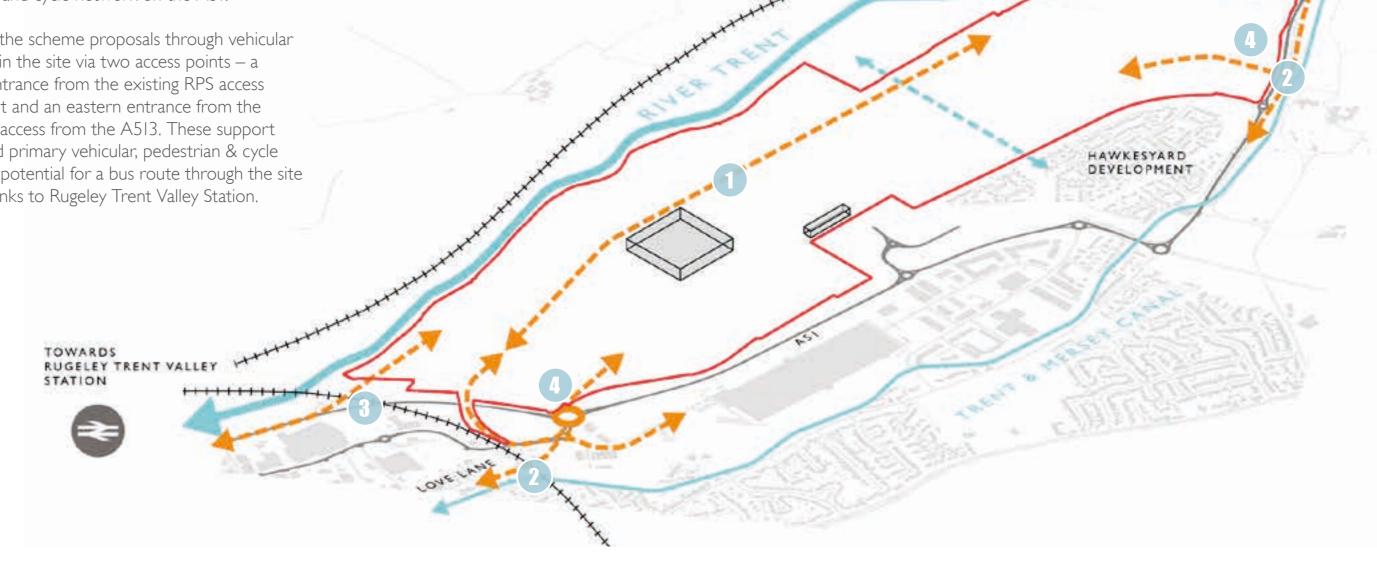


## DESIGN PRINCIPLES

#### **ESTABLISHING LINKS**

Linking the new neighbourhood to Rugeley is key to the success of the redevelopment of Rugeley Power Station. Along with vehicular links, the emphasis is on creating pedestrian and cycle links and access via public transport, ensuring permeability and access for all.

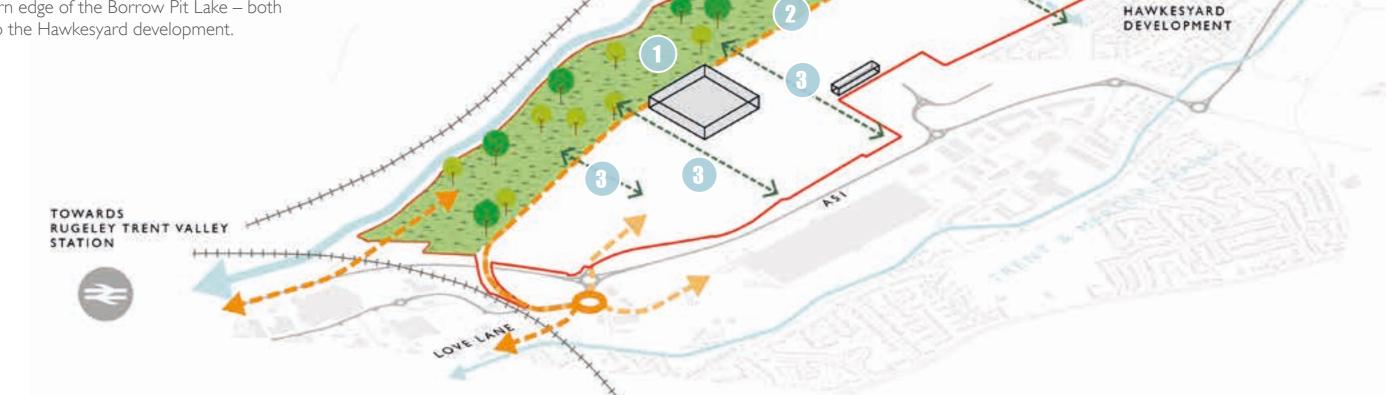
- 1 Creating the 'Rail Way' a new sustainable link with pedestrian, cycle, mobility-scooter and a potential sustainable shuttle only route along the existing railway over the A51 and Power Station Road. The 'Rail Way' ramps down to the A51 and with improved crossings provides pedestrian and cycle, and mobility scooter/wheelchair access to the town centre via Love Lane.
- 2 Establishing two potential pedestrian and cycle links to the Trent & Mersey Canal towpath providing access to the canal and the existing canal route: one at the A51 roundabout via improved crossings and tying in with the Council's plans of proposed foot and cycle links, and the other at the south-eastern part of the site through the potential introduction of a pedestrian and cycle crossing across the A513.
- Promoting sustainable links to the railway stations: through a potential pedestrian & cycle link northwest along the river that connects to the existing pedestrian and cycle network on the A51.
- 4 Facilitating the scheme proposals through vehicular traffic within the site via two access points – a western entrance from the existing RPS access roundabout and an eastern entrance from the consented access from the A513. These support a tree-lined primary vehicular, pedestrian & cycle route, and potential for a bus route through the site providing links to Rugeley Trent Valley Station.



#### PROVIDING THE COMMUNITY WITH AN ACCESSIBLE **RIVERSIDE PARK**

Opening up the former golf course along the River Trent as a new community Riverside Park will connect to the communities of Rugeley to an asset that has been inaccessible for decades. A hierarchy of proposed links provide the potential for pedestrian, cycle, and mobility scooter/ wheelchair access to the park.

- 1 25 ha of riverside park offered as public open space with opportunities for riverside recreation activities, walking, cycling, informal play and areas of enhanced biodiversity.
- 2 The proposed 'Rail Way' along the existing freight railway corridor facilitates the provision of a gateway to this new park providing pedestrian, cycle and mobility scooter access from the town centre via Love Lane.
- 3 Potential for north-south links to facilitate permeability within the site. New pedestrian and cycle routes to be integrated with sustainable drainage and landscape elements.
- Potential for two of the north-south pedestrian & cycle links to extend into the surrounding urban fabric: one along Brereton Brook and the other along the western edge of the Borrow Pit Lake – both linking into the Hawkesyard development.



#### **INCORPORATING THE EXISTING ELEMENTS ON SITE INTO THE NEW DEVELOPMENT**

In addition to a range of overground and underground constraints, two substations will stay on the site (400kV and I32kV) with associated over ground high voltage lines, as well as existing lakes (Borrow Pit Lake and the Ornamental Pond). Additionally, a substantial area south of the former golf course consists of alluvium clay (refer to pages 50-51) where development will need to be minimised.

Acknowledging their presence and finding the right uses to sit alongside them will ensure that these existing physical constraints co-exist with a living and working community.

- Placing non-residential uses adjoining the substations: employment uses and solar meadows are proposed adjoining the 400kV substation.
- 2 Ensuring operational access to the substations through all stages of development.
- Minimising built development over the area identified with alluvium clay.

- Creating an extension to the Riverside Park with formal sports provision 'Rugeley Social' at the centre of the site in the location of former Rugeley Social.
- 6 Centrally placed 'Rugeley Social' adjoins the 132kV substation and alongside the overhead power lines, making appropriate use of this part of the site.
- 6 Maximising the opportunity of lakeside living by positioning residential areas overlooking the lakes and tapping into the physical, social and economic benefits of this setting.







TOWARDS

LICHFIELD TRENT VALLEY

TOWARDS

LICHFIELD TRENT VALLEY

TOWARDS LICHFIELD TRENT VALLEY STATION

## DESIGN PRINCIPLES

#### **ESTABLISHING COMMUNITY FOCAL POINTS**

An important part of placemaking is the creation of positive first impressions and gateways that set the tone for a high quality, welcoming and integrated neighbourhood. These gateways take the form of areas of community focus that are accessible, and well-connected, and that have a district purpose and character.

1 Establishing a new neighbourhood centre at the western gateway to the development that will foster physical, social and economic cohesion between the new and existing communities. The neighbourhood centre will complement the amenities that exist in the town, provide for new amenities and serve as a hub that creates an opportunity for meeting, learning and healing. Within close proximity of 'Riverside Park' and with easy pedestrian links to it, the neighbourhood centre benefits from additional footfall and connection to nature and the River Trent.

This hub can accommodate a new primary school, healthcare facilities, a community centre, a convenience store and other retail.



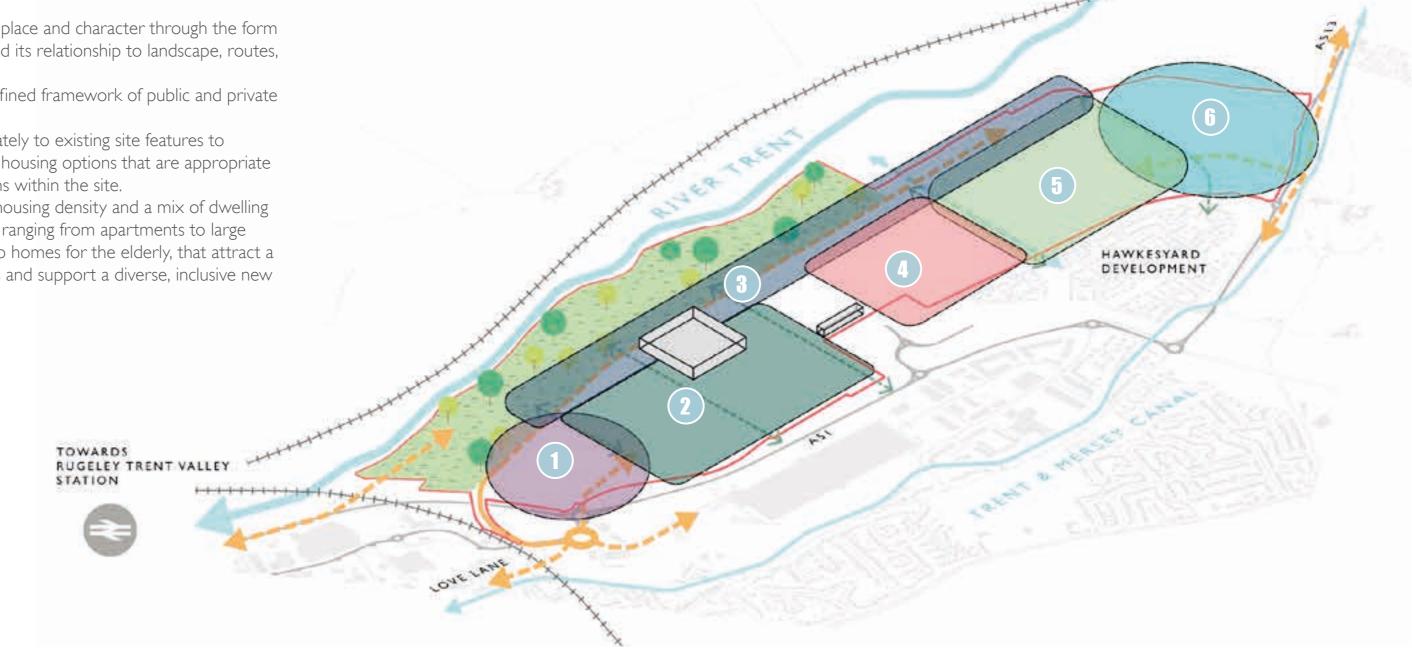
### **AREAS OF DISTINCT CHARACTER ACROSS THE SITE**

The Masterplan Framework seeks to define appropriate developable areas shaped by existing site constraints and opportunities, thereby creating a place that is a collection of neighbourhoods, each with a distinct character and identity. These are identified as:

- 1 The Yards
- 2 Buzz Park
- 3 The Promenade
- 4 Rugeley Social
- 5 The Lagoons
- 6 Lakeside Living

#### These distinct neighbourhoods:

- Provide a sense of place and character through the form of development and its relationship to landscape, routes, and open space.
- Ensure a clearly defined framework of public and private environments.
- Respond appropriately to existing site features to provide a range of housing options that are appropriate for various locations within the site.
- Deliver variety of housing density and a mix of dwelling types and tenures, ranging from apartments to large detached houses to homes for the elderly, that attract a range of occupants and support a diverse, inclusive new community.



### **SUMMARY OF LAYOUT PRINCIPLES**

The Rugeley Power Station site will be transformed into a comprehensively planned new place in which to live, work and relax.

The character of this neighbourhood will respond strongly to its position connecting the town to the River Trent via a new 'Riverside Park' whilst stitching into the existing neighbouring settlement areas. It has the opportunity to enable new links and connections that will establish an integrated and permeable new neighbourhood in Rugeley.

Five layout principles have informed the distribution of uses across the site, their connectivity and relationship with other areas of the development. They are:

- 1. Establishing pedestrian, cycle, and vehicular links including public transport to ensure a well-connected and permeable new neighbourhood.
- 2. Providing the community of Rugeley with an accessible Riverside Park that forms part of the town's amenity as well as public formal sports area positioned centrally in the location of the former Rugeley Social.

- 3. Defining appropriate uses for various parts of the site in response to the retained infrastructure and natural elements on site.
- 4. With two neighbourhood focal areas, establishing a new living and working community as a place that has a purpose and identity as well as one that complements the existing infrastructure of the town.
- 5. Defining this new place as a collection of differentiated neighbourhoods that are interconnected through a network of green spaces and routes; that integrate with the existing neighbourhoods; and that provide attractive environments where people will want to live, work, socialise and relax.







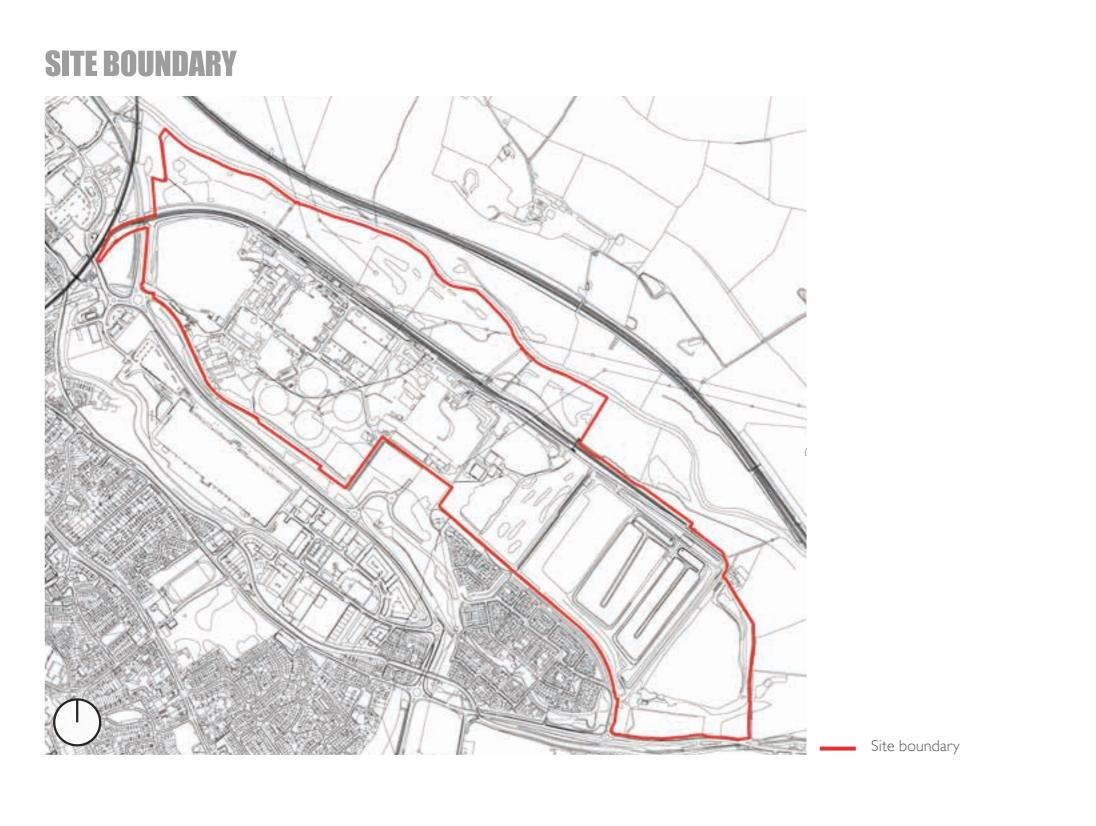
TOWARDS

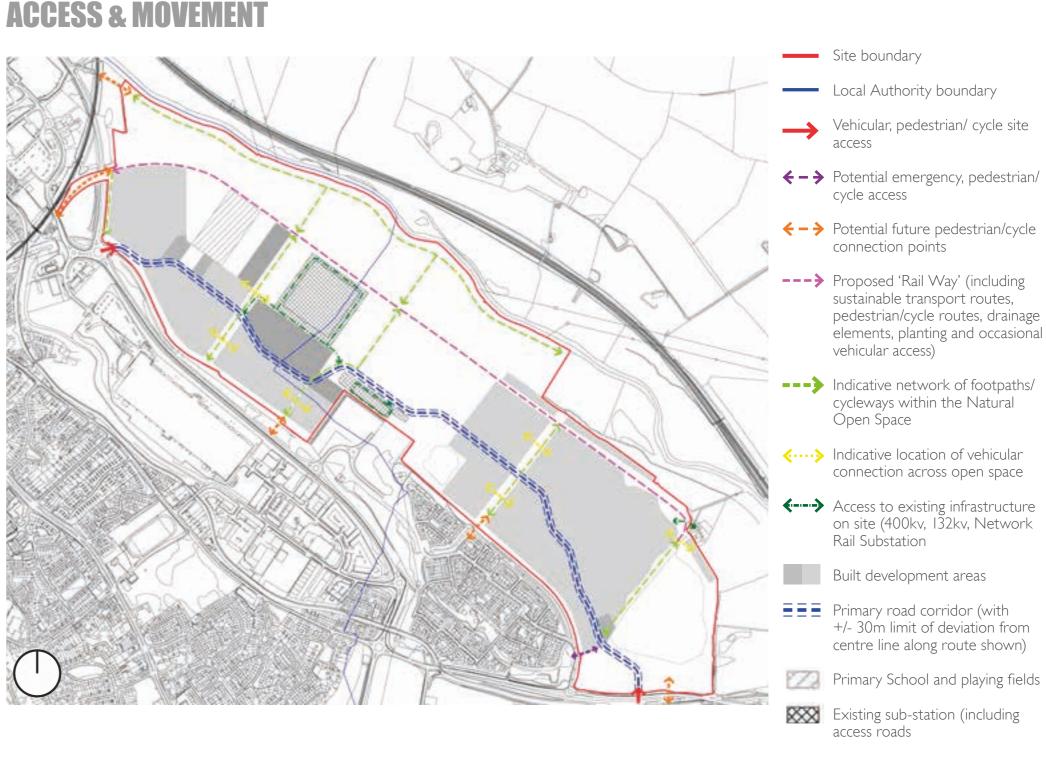
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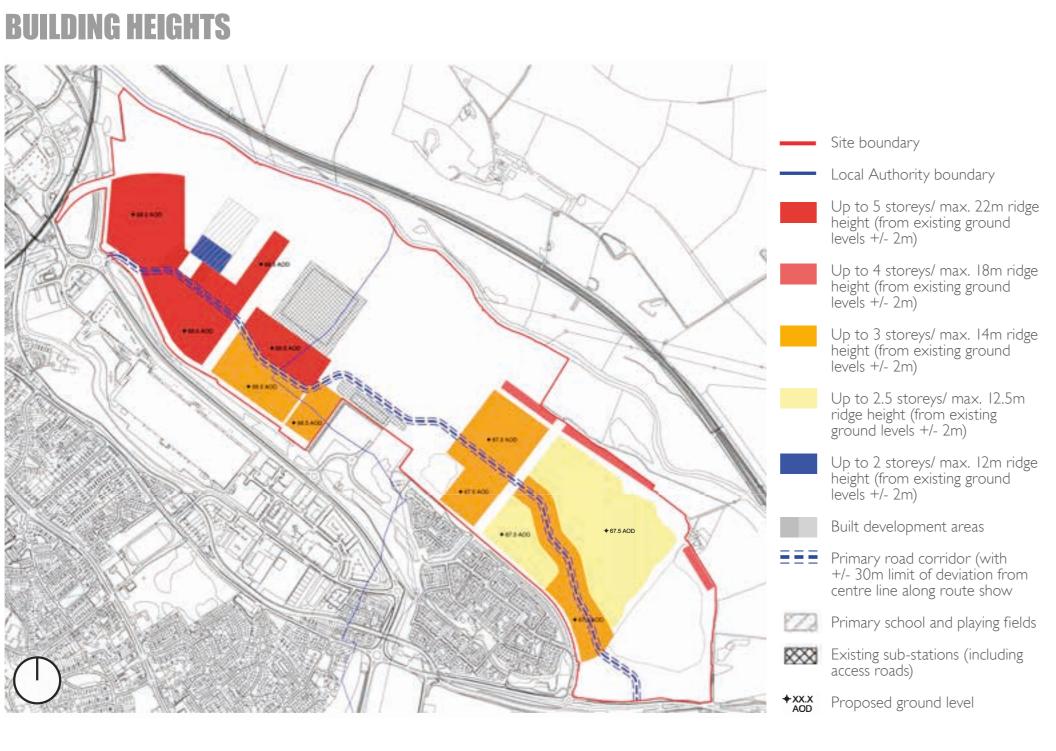
LICHFIELD TRENT VALLEY

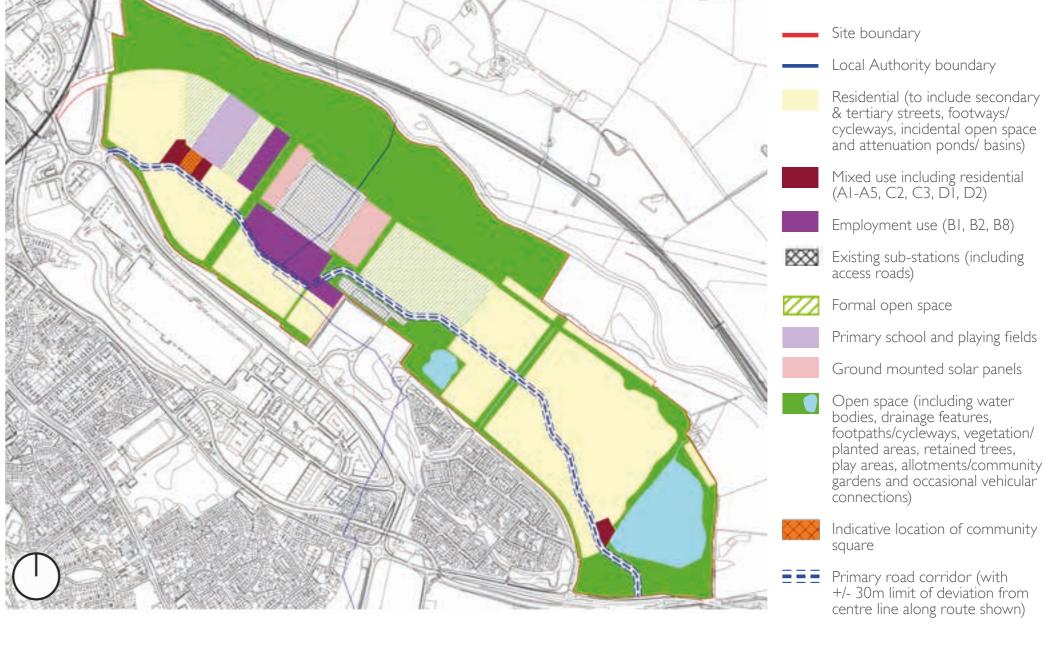
LICHFIELD TRENT VALLEY STATION

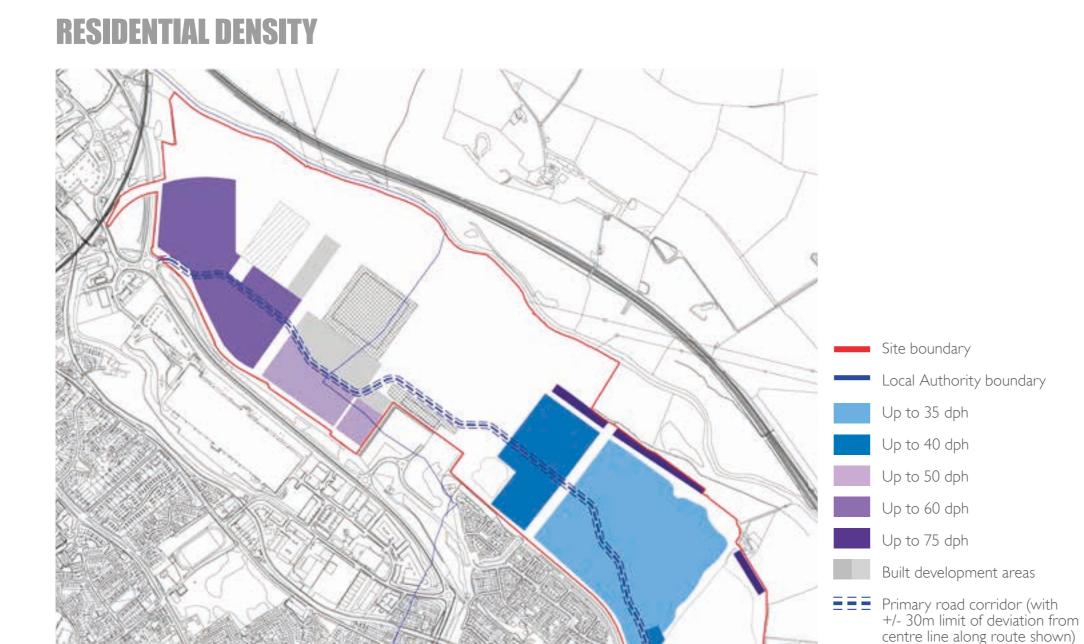
### PARAMETER PLANS

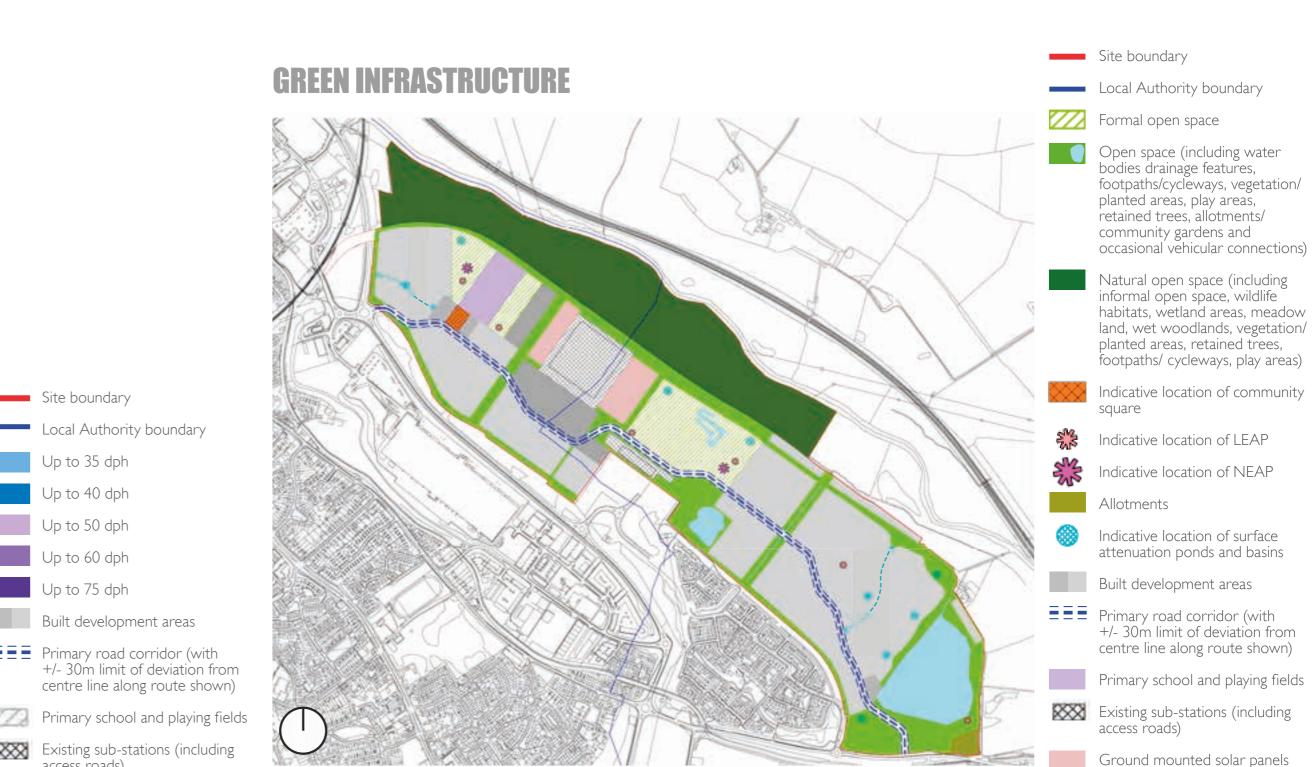












As part of the outline planning application a set of Parameter Plans have been submitted for approval. These are important drawings that will set the 'envelope' within which future detailed designs must fit – they set parameters such as maximum height, extents of different land use, and locations for access. These parameters form the basis of a wide range of environmental impact assessment too, assessment that will be included in full as part of the application.

Existing sub-stations (including access roads)

**LAND USE** 





## ILLUSTRATIVE MASTERPLAN

#### **MASTERPLAN KEY**

- New public riverside park
- Pedestrian/cycle/electric bike/scooter route along former rail sidings
- 3 New vehicular access
- 4 Potential pedestrian and cycle points/connectivity improvements
- Medium to high density housing including ENGIE living house typology / Later living (LIFEstyle by ENGIE) housing including apartments
- 6 Community square fronted by cafe, convenience shop, medical facility, primary school and community centre
- 7 Primary school and playing fields

- Higher density housing including townhouses and apartment blocks
- 9 All weather sports pitches
- Employment zone
- Ground-mounted photovoltaics
- Retained 400kV substation
- Retained 132kV substation building
- 14 Community sports pitches and pavilions
- Ornamental Pond
- Low to medium density housing

- 17 Brereton Brook
- Neighbourhood leisure focus
- Potential floating photovoltaic array
- Borrow Pit Lake with activities including boating, canoeing and fishing
- Permitted secondary access from Rugeley Road
- Existing pedestrian access to the site
- 23 Retained allotments







## ILLUSTRATIVE ARTISTIC IMPRESSIONS

















## ILLUSTRATIVE ARTISTIC IMPRESSIONS







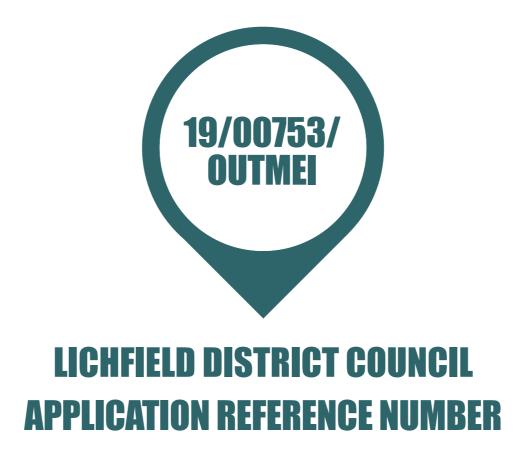


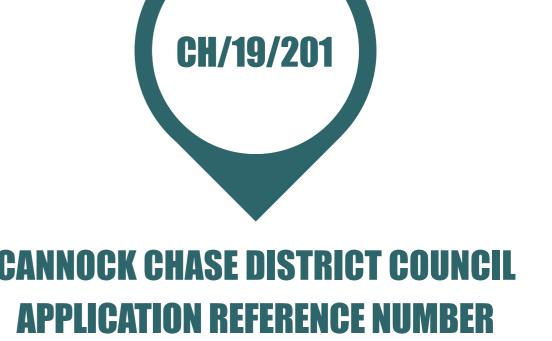


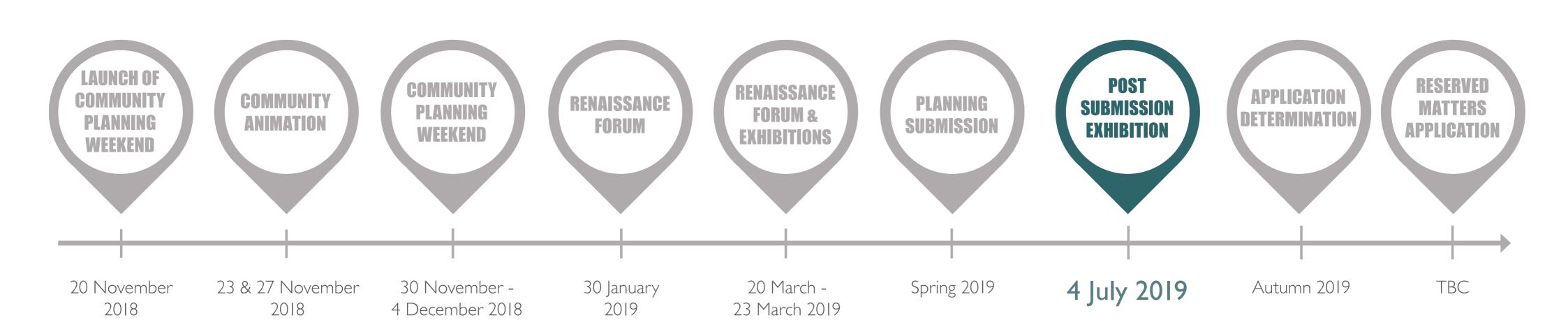
## **NEXT STEPS**

The full outline planning application has been submitted to and registered by both Lichfield District Council (application reference number 19/00753/OUTMEI) and Cannock Chase District Council (application reference number CH/19/201) and can be viewed and commented on via both council's websites.

For more information please visit jtp.co.uk/projects/rugeley, email community@jtp.co.uk or call Freephone 0800 0126730.







### **RIVERSIDE PARK**





