
Derbyshire County Council

Staveley Town Basin:
Built Development Phase 1

Economic Assessment



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1.0 Introduction

In January 2021 Focus Consultants were commissioned by Derbyshire County Council to undertake an Economic Assessment of the development of a new Waterside Hub, including restaurant/ bar/ destination café, office and workshop space, retail accommodation, access roads, car parking, moorings and pontoons at the Staveley Town Basin (also known as Staveley Waterside).

The project will provide a high-quality hub for businesses, building on the success of the Markham Vale Environment Centre. The new, high quality 12,000 sq. ft, Waterside Hub will include flexible office, retail and workshop units for small businesses and a high-quality food and beverage offer to complement the existing offer in Staveley. The centre will provide opportunities for new businesses to start and grow, creating jobs and supporting the future of the local economy.

The Staveley Basin Waterside Hub will be the catalyst for future investment in the development of Staveley Town Basin. The overall vision for Staveley Town Basin is to attract private sector investment to create a mixed-use site, including a new destination hub for tourists and water-based leisure enthusiasts as well as creating new employment opportunities for the local community. The Basin will be the new place in the heart of Staveley for visitors to stop and play, for new businesses to grow and prosper and for the local community to enjoy and be employed.

This report considers the financial viability of the proposals for Staveley Town Basin, the types of businesses that might locate here, the possible user and visitor numbers for the site, lessons learnt from other locations, and the potential long-term economic impact of the investment on Staveley.

1.1 The Existing Site



Staveley Town Basin is sited immediately alongside both the National Cycle Network and the Chesterfield Canal Towpath.

It is estimated that some 55-60,000 people currently pass by the site each year along these routes.

With no service facilities on site, most do not stop, rest, or make use of the Basin.

In addition, with no parking currently on site, potential users cannot use Staveley Basin as the start or end point of their walk or cycle; they just pass through.

Whilst accurate figures are not known, it is anticipated that very few of those walking or cycling past the site make use of the shops and services on offer in Staveley Town Centre – only a half mile, 10-minute walk away from the Basin.

With Visit Britain reporting that average spend per head on a 3hr+ Leisure Day Visit in 2019 was £35, these 60,000 visitors, coming within 10-minutes of the town but never visiting, represent a huge lost economic potential for the local area. *(Note: A Leisure Day Visit last 3 hours plus, including travel and can include; going for a meal, undertaking outdoor leisure such as walks and cycling, going to events and 'special' shopping for items you do not regularly buy).*

1.2 The Location

The Basin is located on the edge of Staveley town centre and is accessed off Eckington Road, Staveley, Derbyshire, S43 3XZ. The site forms part of the Markham Vale regeneration project.

Markham Vale is a 200-acre business park located off the M1 at Junction 29A. It offers prime industrial, warehouse and office accommodation, ranging from 3,000sqft to 500,000 square feet and also includes The Environment Centre – a managed workspace for small businesses. In addition to the business park there are a further 400 acres of land set aside for woodland, water features, grass and amenity land, highways and other associated infrastructure. The Staveley Basin sits within this wider Markham Vale estate.

1.3 The Project – The Waterside Hub, Access Roads, Parking and Pontoon Decks

The Waterside Hub project is the first phase of plans to develop the Staveley Canal Basin.

The project will create a new high-quality hub for businesses that will also be used by local residents and visitors attracted by the attractive waterside setting on the fringe of the town centre. The Waterside Hub, with a high-quality food and drink offer and bike / car parking, will encourage people to stop in Staveley or indeed start and end their visit in the town.

The project consists of:

- **Office, Retail and Workshop Accommodation** - A new 12,000 sq. ft, two storey Waterside Hub to include flexible office, retail and workshop units for small businesses to start up and flourish in a supportive environment.
- **Food and Drink** – A destination restaurant or restaurants within the hub, that will attract visitors to the site, support the evening economy, and encourage walkers and cyclists to stop for refreshments at the Basin.
- **Public Parking** - This will allow for a greater number of tourists and visitors to begin and end their day at Staveley Town Basin.

- **Access Road and Paths** – The development of access roads and paths, along with supporting infrastructure, will open up future access to an additional 7,500sqft of tourism and employment development land adjacent to the Staveley Town Basin.
- **Installation of Pontoon Decks and Electric/Water Points for Moorings** - These will allow for overnight water-based stays. It is anticipated that having boats on site will increase the visual appeal of the site for visitors.

The primary focus of this project is to build on the success of Markham Vale and maximise the opportunities offered by Staveley's location close to Markham Vale to help local businesses start up and grow, create jobs and contribute to a flourishing local economy. Businesses locating themselves at the Hub will benefit from access and support from the team that are successfully helping businesses to thrive at the Environment Centre.

1.4 Staveley Town Basin: The Wider Masterplan

The diagram below shows the land around Staveley Town Basin that is in the ownership of Derbyshire County Council.



The Staveley Basin Waterside Hub will be the catalyst for future investment in the development of Staveley Town Basin. The project will also provide the opportunity for the private sector to invest in the recreational facilities / activities around the Basin and in time deliver a thriving waterside mixed-use development.

Future private sector investment will expand the opportunity for recreational activity which will lead directly to a substantial increase in visitor numbers, visitor expenditure and length of stay to Staveley, serving a wide mix of visitor ages, abilities and interests providing increased opportunity for both relaxation and exercise. Some examples of how this has proved successful elsewhere are included later in this report.

1.5 Current Users of the Site – The Baseline Position

Below we have identified the current user groups for the site. It is important to understand this baseline position in terms of users so that we can identify the future potential for the site and understand the additionality that investment at the Basin will bring.

1.5.1 Walkers and Cyclists

As a result of its location on the Chesterfield Canal Towpath (The Cuckoo Way), and the National Cycle Network, some 55,000-60,000 visitors pass through the town basin each year but with no parking or 'service' facilities on site, most do not stop to rest, eat or drink (*source: TIP, 2020*).

The Chesterfield Canal Trust's seasonal magazine – Cuckoo (August 2020) – highlights that the Covid-19 Pandemic has demonstrated more clearly the value of the canal to many people and that the towpath has been very busy with walkers and cyclists. According to the magazine, many people said that: *'they had discovered the canal for the first time'*.

1.5.2 Events



The Staveley Basin has become well established in the canal community where every two years the local volunteer group host a canal festival over a summer weekend. This event traditionally attracts over 10,000 recorded visitors to the site.

1.6 Objectives

The objectives of Staveley Basin Waterside Hub are:

- To provide a new building for small businesses in Staveley
- To support local businesses to start up and grow
- To create new direct and indirect jobs in Staveley
- To build on the success of Markham Vale and bring direct benefits to Staveley
- To act as a catalyst for the future development of Staveley Basin
- To capitalise and maximise on the opportunities from cyclists and walkers already passing through the site
- To contribute to Staveley becoming a distinctive and vibrant destination which attracts visitors and new residents
- To increase visitor numbers, visitor expenditure and length of stay in Staveley
- To add significant value to the continued investment into the redevelopment of Staveley
- To attract investment to the area
- To generate additional GVA for the local economy
- To support the night time economy
- To improve access to Staveley's green setting and rural assets and to recreational activities to enhance health and wellbeing.

1.7 Economic Benefits

It is anticipated that the investment will bring the following economic benefits to the area:

- 140,000 visitors per annum using the Staveley Town Basin by year 10
- 40,000 visitors using the restaurant or coffee shop facility per annum by year 10
- The creation of circa 6,000 sqft of space for local businesses
- The creation of a 2,500 sqft restaurant / destination coffee shop seating a minimum of 50 visitors inside with additional space for outside users
- An additional takeaway hatch at the restaurant / café facility for takeaways / busy days and events / festivals
- 2,000 sqft of destination retail, attracting new visitors and increasing dwell times
- 1,500 sqft of workshop space for local businesses
- Space in the Waterside Hub to house circa 62 employees
- An additional 7,500 sqft of employment land opened up for businesses to locate on, creating space to house circa 30 employees
- The additional employment at the site, once multipliers, deadweight, displacement and leakage have been applied, has the potential to generate an additional £2.8 million GVA for the local economy per annum
- The additional employment will generate a Return on Investment on the Towns Fund Investment of £8.72 for every £1 of investment over a ten-year period
- If just 30% of the 140,000 estimated visitors to Staveley Basin can be encouraged to spend more time in the local area, using the shops, hotels, restaurants, cafes and other facilities, then the associated visitor spend has the potential to generate circa £1million per annum for the local visitor economy. This additional visitor spending could support 16 jobs in the local tourism sector.

2.0 Why Investment Is Needed Locally

The table below summarises how the project will support the local economy, local people and local businesses. Later sections of the report further quantify some of the potential economic benefits and impacts of the proposed project.

Theme	Local Conditions	Implications
Businesses	<p>Staveley has become an exemplar for business growth in Chesterfield Borough with the town seeing a 33% increase in businesses between 2010 and 2019.</p> <p>This compares to just 12% in Chesterfield, and 24% nationally.</p>	<ul style="list-style-type: none"> The Markham Vale Environment Centre is already full and additional space is needed to meet ongoing demand. A review of the local office market (see later sections) suggests that there is already a shortage of high-quality accommodation. In terms of the wider, long-term aspirations for the site, ONS data shows that the tourism sector is a significant incubator for entrepreneurs. The long-term developments at Staveley Town Basin will support additional new business development within the tourism sector, creating additional jobs and supporting economic growth.
Employment	<p>Staveley's youth unemployment is c.9.8%, significantly higher than the national rate of 5.7%.</p>	<ul style="list-style-type: none"> Statistics show that on average, tourism businesses have 39% of their staff aged under 30, compared to an average of 21% for other businesses (<i>UK Tourism Statistics 2019</i>). As the masterplan develops and more private sector investors are attracted to the site, it is anticipated that tourism businesses will expand, both at the Basin and in the wider economy, creating jobs for local young people.
Earnings	<p>Average weekly earnings for residents in 2019 for Chesterfield were £76 lower than the national average.</p>	<ul style="list-style-type: none"> The creation of the New Waterside Hub, attracting new businesses to the area and supporting businesses to grow will be key to creating higher paid jobs. The high-quality food and beverage offer will make Staveley a popular place to live and work, attracting higher earners to the area.
Population	<p>The next 15 years will see Staveley's population increase from 19,000 by 15%.</p>	<ul style="list-style-type: none"> With the local population expected to grow there will likely be a proportionate increase in need for office accommodation. With population growth expected, the demand for outdoor space and leisure activities is likely to increase, providing new business opportunities for local entrepreneurs to capitalise on.

3.0 Competitor Analysis – Office Accommodation, Managed Workspace and Retail Provision

An analysis of office accommodation, managed workspace and retail space in the local area has been undertaken to understand the potential level of demand for the facilities at the new Waterside Hub.

The key findings are shown below and additional research has been appended.

3.1 Office and Managed Workspace

An analysis of office and managed workspace space in the local area has been undertaken, including:

- Properties currently available to rent, their costs, and floorspace
- Office accommodation, size, rent and price per square foot where available.
- Business Centres; their services to businesses, size and rent.

Key findings are shown below:

3.1.1 Business Accommodation Currently Available to Rent

An analysis of office accommodation currently available to rent locally (as at March 2021) has been undertaken including a variety of serviced accommodation, individual units and multi-user spaces. The analysis considers all commercial office properties available to rent within Staveley and the surrounding area, including Hollingwood, Duckmanton and Renishaw. Key points include:

- The average size of properties currently available to rent is circa 1,000 square foot. Properties range from 130 sqft for a small co-working space at Renishaw Hall, to a larger brand new 3,600 sqft space also at Renishaw Hall.
- The average rental prices of the properties currently available to rent is circa £11 per square foot per annum. Prices start from £7.72 per sqft for space in an older property on the Staveley High Street, to £20.12 for serviced offices at Renishaw Hall. At Renishaw Hall each office unit is secure, furnished, and includes parking, a shower, kitchen, bike racks and 24-hour access.

The analysis (see appendix for more details) shows that there are very few offices available in Staveley, and those that are available are of a deteriorating quality. The wide rental pricing range reflects the wide variation in the standard of spaces in the area, from older, lower grade space, to newer, purpose-built spaces with a wide range of support facilities.

3.1.2 Office Accommodation

There are a number of facilities locally which let out individual office units, including Staveley Hall Offices, Devonshire Business Centre and The Clocktower Business Centre. These vary in size of office provision from circa 300sqm to over 8,000sq m. Staveley Hall is currently full.

3.1.3 Managed Work Space/ Innovation Centres/ Business Centre

There are a number of larger managed workspace/ innovation centres in the surrounding areas, including some in Chesterfield. The business centres typically offer flexible accommodation, most with easy-in easy-out leasing arrangements, as well as a range of business services to tenants. Most venues also offer meeting and conference spaces for hire, although the innovation centres are targeted at smaller businesses looking to grow. The analysis (see appendix) shows that the size of units in the Innovation Centres in the surrounding area vary from 122 square feet to over 2,000 square feet. This form of serviced accommodation commands a higher rental fee, at circa £19 per square foot on average. Units in these centres are typically smaller than local office accommodation, which can likely be attributed to their target market being start-ups or small businesses.

Derbyshire County Council's Markham Vale Environment Centre - Derbyshire County Council's Markham Vale Environment Centre is charged at approximately £13.50 per square foot per annum, and this is likely to be the most similar to Staveley Waterside in terms of offer. The Environment Centre comprises 20 workshop and office spaces targeted at small start-up companies and is currently home to a range of companies operating in a variety of sectors including; software development, marketing, housing development, residential care and professional organisations.

The facility at Markham Vale is currently fully occupied for workshops and has one free office space (although this is expected to be let quickly). This suggests that there is significant demand in the area for this type of space.

3.2 Retail Space

3.2.1 The Staveley Town Centre Retail Offer

Consultation undertaken as part of the Staveley Town Investment Plan identified the poor quality of the town centre retail offer as a significant concern. Retail services make up the largest component of units in Staveley town centre, leaving the town centre vulnerable to higher levels of vacancy post Covid-19.

The Staveley Town Investment Plan highlights details about Staveley 21, a Chesterfield Borough Council-led proposal that includes a reshaped retail offer focused on the marketplace; a contemporary service hub bringing local public services together, the introduction of town centre Wi-Fi and a cinema.

There is evidence of demand for further retail and business space within the town centre which the current property stock is incapable of addressing but which could be unlocked by new development. The Investment Plan also notes that Staveley needs to diversify in order to attract new footfall. The town centre programme seeks to re-imagine the town centre, focusing on a relevant retail offer and opportunities for new leisure and community uses as well as a complementary evening economy.

3.2.2 The Staveley Basin Retail Offer

Retail is struggling in the town centre which suggests that it would be prudent not to allocate too much space within the Staveley Waterside development to retail. This said, the Basin is likely to attract a different market, including day-trippers and tourists and there could be some demand for targeted retail.

Comparator sites (see later sections) such as Whisby Nature Reserve and Standedge Visitor Centre both have gift shops on site. In addition, larger marina sites such as Burton Waters and Mercia Marina (see later section) both sustain significant retail in a wide variety of sectors. This has offered numerous opportunities for private sector businesses to locate at these sites and allowed them to capitalise on new business opportunities - catering to the needs of visitors using these destinations.

This suggests that the right type of retail, catering for the visitors and tourists could be sustainable at the site. This could include things such as outdoor clothing, cycle and walking equipment, lifestyle retailers.

3.3 Summary

3.3.1 Office Space

A review of the local market suggests that any new office accommodation developed needs to be high quality, flexible space. With the Environment Centre and Staveley Hall being full or near capacity there is potential demand for additional office accommodation.

The Environment Centre targets environmental and technology sectors but is flexible to maximise occupancy whilst turning away businesses that are not considered suitable. It is important that a similar approach is taken at the Waterside Hub, helping to ensure that the right type of jobs are coming into the area.

3.3.2 Retail

Retail is struggling in the town centre which suggests that it would be prudent not to allocate too much space within the Staveley Waterside development to retail. This said, the Basin is likely to attract a different market, including day-trippers and tourists and there could be demand for targeted retail such as outdoor clothing, cycle and walking equipment and lifestyle shops. The comparator work identifies that retail is an important part of the offer mix, will help to increase dwell times, and will support demand for the food and beverage offer on site. A high-quality retail offer at the Basin could be a catalyst for an improved offer in the town centre.

4.0 Competitor Analysis – Food and Beverage Offer

It is proposed that a food and beverage offer is included at the Staveley Basin site; this could include one or more facility such as restaurant, high quality destination café or bar.

It is important that the new catering offer does not take business away from local providers. As such, a review of the local area has been undertaken, which includes:

- Local restaurants/ cafes in and around the Staveley Basin area, including their food offer/ pricing
- The food and beverage along the Chesterfield Canal Towpath, including their food offer/ pricing
- An analysis of restaurants and cafes in the local area that are currently available to rent to understand potential lease costs/ turnover/ size.

A full analysis is included in the appendices, but key findings have been summarised below:

4.1 The Food and Beverage Offer Around the Staveley Basin Area

Analysis shows that there is a very limited high-quality restaurant offer of the type envisaged for the Staveley Basin in the local area. The existing food and beverage offer around Staveley is saturated with takeaway and fast-food options. There is a distinct lack of upmarket eating opportunities in Staveley: most are cafes focusing on functionality rather than character or appeal.

There are no franchise cafes nearby (all are independent apart from Morrison's Café), few offer eat-in or seating options and most are marketed towards the working population; often open until lunchtime, and serving traditional breakfasts, sandwiches, paninis and other lunch items.

A brief analysis of 10 cafes within around 1 mile of the Staveley Basin was undertaken (see appendices). Of these, 5 do not currently open on Sundays. This could be a potential market for the Staveley Basin, as it looks to attract families, weekend visitors and tourists.

Staveley has a selection of takeaways, including pizza, fish and chips (eat in also available), Chinese (eat in also available) and Indian. It also has a hotel, but the offer is poor and would be unlikely to attract high spending tourists.

Nearby restaurants include some popular village pubs: The Devonshire Arms (about 3 miles – Middle Handley) with high quality accommodation and food offer and the Elm Tree (5 miles- Elmtun).



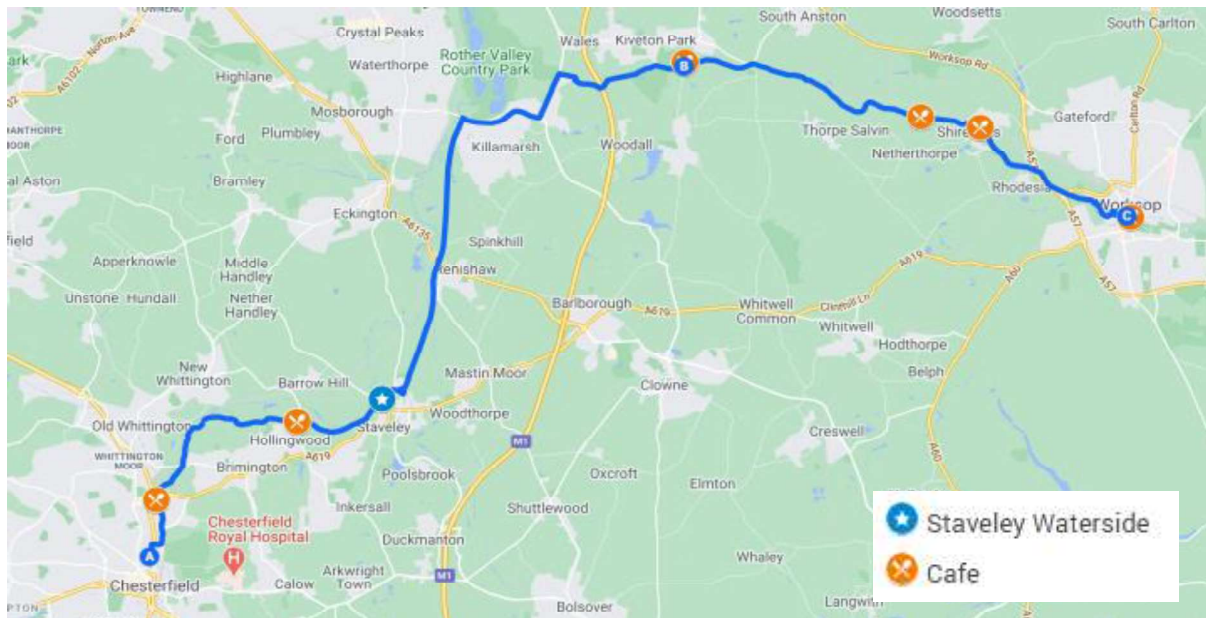
Renishaw Hall and Gardens (3 miles away from Staveley) has a high-quality restaurant/ coffee shop and separate function space. The menu is focussed around lunches and afternoon tea.

The caf  is open to all, not just those who are visiting the house and gardens. The caf  operates when the house and gardens are open to the public. There is no evening offer.

4.2 Food and Beverage Offer along the Route of the Chesterfield Canal

The map below illustrates locations along the walking route of the Chesterfield Canal (some sections of the canal yet to be restored) where there are restaurants/ coffee shops/ cafes or opportunities to buy refreshments.

With the exception of the Hollingwood to Kiveton Park stretch of the Canal towpath there are places to buy refreshments fairly regularly spaced along the route. This suggests that there is currently potentially capacity for an additional food and beverage offer on this stretch the route. The Staveley Basin would make a sensible location, catering for walkers and cyclists on this part of the route of the Chesterfield Canal.



An analysis of the food and beverage offers at these locations has been undertaken and is included in the appendices. Most have a small, limited offer, some only sell drinks and ice creams. There is certainly nothing similar to the offer proposed at the Staveley Basin site. A new restaurant offer at the Basin would be unlikely to take business away from the other cafes/ restaurants.

4.3 Analysis of Restaurants and Cafes Currently Available to Rent

To provide some input into the future financial assessment, an analysis of restaurants and cafes currently advertised as available to rent in the surrounding areas has been undertaken. A full review has been included in the appendices.

From the analysis we can see that of the restaurants and cafes currently available to rent locally the average number of covers is 40, and the average turnover per annum is circa £108,000.

There is nothing similar to the proposed food and beverage offer at the Staveley Town Basin currently available to lease or buy.



Slightly further afield, there is a restaurant on the side of the Chesterfield Canal on the edge of Retford available to rent. This has seating for 42 inside, 40 outside, has additional space for private parties, has a turnover of £147,000 per annum and is open 7 days per week. This suggests that outdoor seating should be built into the offer at Staveley.

4.4 Food and Beverage Offer Summary

From the analysis of the local Staveley food and drink offer, it appears that most of the facilities locally are smaller operations, with circa 20-40 covers, offering simple food and drink offers, with many closing on Sundays. There are no nearby facilities offering a destination type restaurant or coffee shop facility in the Staveley Basin area. This suggests that there could be a potential gap in the market for a facility where you could meet friends and family for a leisurely lunch or take visiting relatives for a coffee, cake and a walk. The nearest, similar offer is the restaurant at Renishaw Hall and Gardens, but this has no evening offer.

A high-quality restaurant offer/ bar or destination café facility of the type proposed for Staveley Basin would be a completely new addition to the local market, so it may take time to build up a customer base and raise awareness of the site.

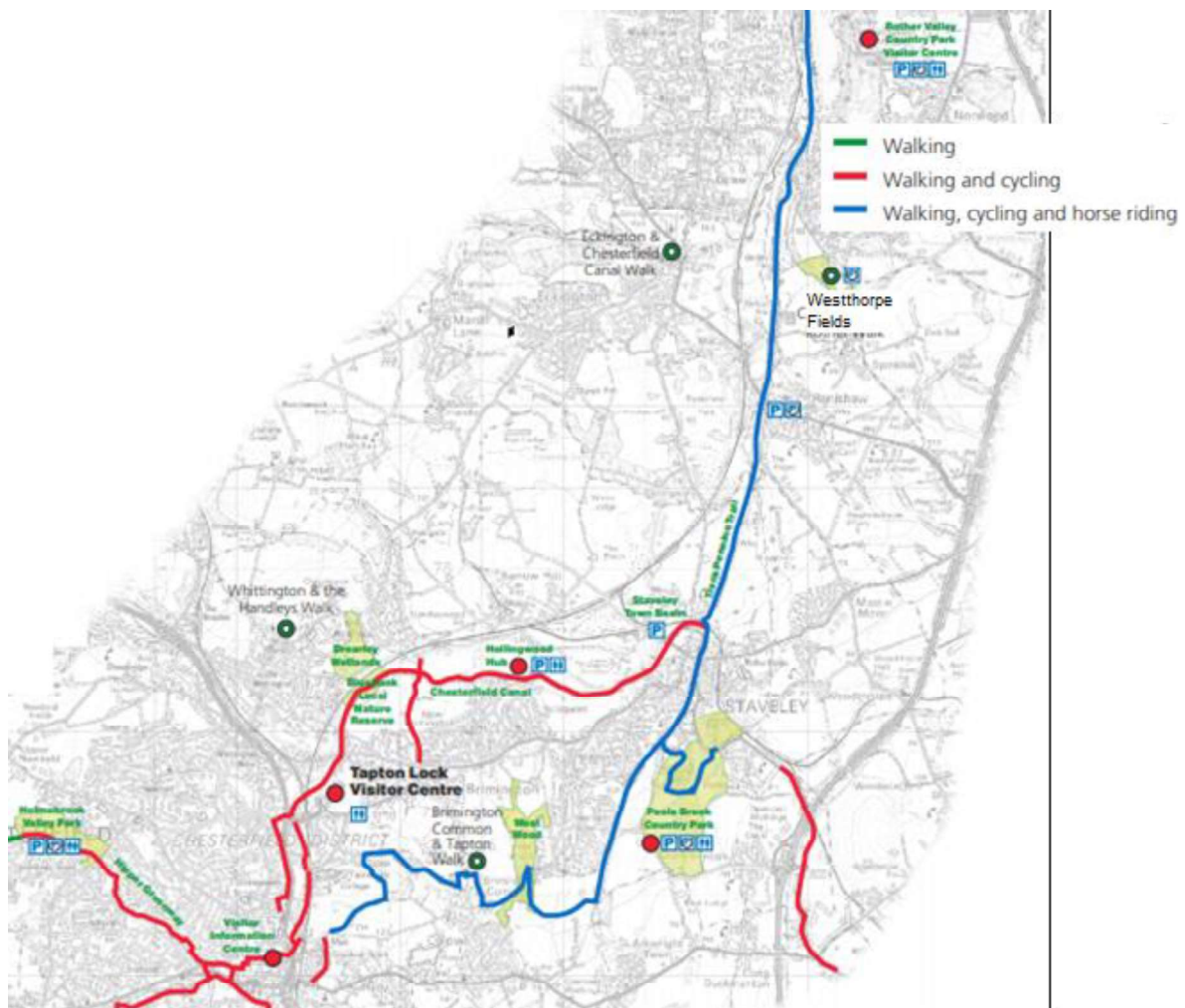
This will need to be reflected in the contract between the operator and Derbyshire County Council. It may be that a smaller facility is needed in the early years, with the Waterside Hub building designed in such a way that the food and beverage offer can easily be expanded in later years if demand is strong.

The analysis suggests that the new facility is targeting a different market to many of the local facilities, it is unlikely to take away trade from the other food and beverage outlets in the town centre.

5.0 Competitor Analysis – Local Parks and Outdoor Spaces

Whilst the Staveley Town Basin project is not creating a green space or country park, it is worth analysing the local recreational facilities available locally to understand how the offer at Staveley Basin could be positioned to capitalise on them, and what lessons can be learnt.

A map of local parks and outdoor spaces is shown below. Each of these sites is on a popular walking route from Staveley Basin, and each draws in significant visitors. This suggests that there is significant scope for a variety of private sector led ventures at the Staveley Town Basin that can capitalise on the visitors coming to the local area.



A very brief analysis of Poolsbrook Country Park, Holmesbrook Valley Park and Rother Valley Country Park has been undertaken and the lessons learnt for the Staveley Basin identified.

5.1 Poolsbrook Country Park 0.9 miles (as the crow flies) from Staveley Basin.

The 165-acre Poolsbrook Country Park has free parking, sits on a former colliery site and comprises walking, cycling and horse-riding routes, woodlands, lakes, meadows and picnic sites. It also includes a well-used and popular caravan site. There is a café on site which operates 7 days a week. The Poolsbrook visitor survey (2014) showed that the majority of users tend to live within five miles of the park.

Lessons Learnt for Staveley Basin: In the latest visitor survey, visitors expressed their desire to see the use of the park broaden to include adventure activities, mountain biking and water sports. This demonstrates potential demand for water sports and other adventure activities at the Staveley Basin. The Caravan Site could be a potential market for the new facility at Staveley Basin.

5.2 Rother Valley Country Park 4.7 miles as the crow flies from Staveley Basin.

Located in the Borough of Rotherham, the 740-acre park has four artificial lakes. As of 2016, the park saw 504,794 visitors (*Source: VisitBritain*). There is a Cycle Hire Centre open all year round. Visitors can launch their own craft or hire equipment from the Water Sports/ Activity Centre which operates seasonally. The water sports/ activity offer includes: rowing boats, pedal boats and electric family boats, kayaking, stand-up paddle boarding, sailing, and windsurfing. The park is also home to Stables Café, a craft centre and a campsite. On busy, good weather days, and event days there is also a mobile catering unit open in the park. There is also an ice cream van on site on good weather days. Parking is available inside the park at £5 per car.

Lessons Learnt for Staveley Basin: A flexible catering offer, where there is a permanent facility, but with the added potential for a mobile unit and ice cream van on busy days, could be an option for the Staveley Basin. The popularity of cycling and water sports at Rother Valley suggests this could be a good potential market for Staveley Basin. Cyclists could be encouraged to do a 10-mile loop to Staveley and back, stopping for a coffee/ lunch at the Basin.

5.3 Holmebrook Valley Country Park 5.3 miles (as the crow flies) from Staveley Basin.

The 141-acre site country park sits on the outskirts of Chesterfield and features a lake, fishing sites and free parking. There are play areas for children, cycle paths and footpaths. Water sports are not permitted. There is an outdoor gym, a visitor centre with a meeting room, public toilets and a petanque rink. The park also sits on the Chesterfield Sculpture Trail.

A privately-run and well-established café operates from the pavilion on a licence. The café opens six to seven days a week on a seasonal basis and is a popular facility amongst visitors to the park. The café serves hot and cold drinks, ice-creams, cakes and light meals. Angling and café licence income (combined) is estimated at £4,350 per annum. The majority of users live within 5 miles (2012 visitor survey data). Parking is free.

Lessons Learnt for Staveley Basin: Holmebrook, and the other sites considered above all have café offers. The proposed food offer at Staveley Basin would be a completed different type of facility, suggesting it would be unlikely to take business away from these sites, but appeal to a different market.

6.0 Comparator Review

This section identifies a series of case studies of comparator sites that have maximised their water-front locations. This gives some ideas as to what the Staveley Basin could be in the future if private sector investment can be attracted to the site and when the wider masterplan is delivered.

The sites all show how the visitor economy and inward investment is thriving around waterside locations, drawing in retail businesses, tourists and private sector businesses to create thriving hubs.

The case studies have been grouped into: waterside locations, private sector investments around boating sites, and canal basin sites.

6.1 Private Sector Investment around Boating Sites

The following sites show how private sector investment can be brought to waterside locations. Whilst these sites are larger than the Staveley Basin development, they give an idea of the type of developments that are taking place nationally.

6.1.1 Mercia Marina

Description: The largest inland marina in Europe, Mercia Maria is a destination for boaters, holidaymakers in the luxury lodges and casual visitors. The Marina was built on Willington Lake, 6 miles from Derby, and includes walks, shops and restaurants. The marina can accommodate over 630 boats. The area is easily accessible to nearby villages via short walks.



Facilities: In 2014, the marina opened The Boardwalk, a £1.7m promenade of 6 boutique retailers, with offices above, centred around a two-storey bar and restaurant. The development fronts onto a raised wooden walkway offering views of the water, boats and wildlife. The Boardwalk complements the Piazza, a £3m development comprising a further restaurant and 6 retail units together with office accommodation at first, second and third floors. All of the offices are occupied and reportedly trading well.

The Boardwalk offers itself as a venue for businesses lunches, meetings and conferences. The offices house businesses across the financial, accounting, IT and pharmaceuticals, with offices ranging in size between 882 sq ft and 1,926 sq ft. The marina includes a number of mooring-related facilities, such as purpose-built shower/toilet/laundry blocks, as well as wi-fi, boat hire, an independent workshop, and a Midland Chandlers equipment store. Residential, leisure, long-term, short-term, daily and visitor moorings are available.

The site aims to attract non-boat users with its wildlife lake, circular walking routes, a tea room, convenience store, bar/restaurant, farm shop, retailers and luxury lodges.

The lodges offer self-catering holidays, or are available for purchase on 100-year licenses from £164,300. There is also a cycle hire service and boat day trips.

There is a wide range of shops, including: contemporary designer homeware, independent art gallery, clothing retailers, beauty salon, narrowboat holiday agent, jewellers, waterways equipment, new and used boat sales, estate agents, convenience store, engineering services, deli and coffee house, bar and restaurant, plant and flower shop and ladies' fashion.

Recent vacant retail premises have been available for a £21,050 annual rental fee (957 sq ft/ £22 per sq ft). Retail units are sized between 500 sqft and 1000 sqft.

6.1.2 Burton Waters

Description: Burton Waters Marina in Lincoln is set over 15 acres of countryside. The site boasts a variety of shops, services and restaurants. The marina sits just 2 miles by water to the centre of Lincoln, where you can moor as a visitor at the Brayford Pool.



Burton Waters includes an active marina promenade and over 350 occupied residential properties.

Facilities: The site is home to over 200 commercial moorings, each with individual access to free water and chargeable electricity, as well as toilets, washrooms and laundry facilities. The Burton Waters Boat Company are located on site and are one of the largest boat dealerships in the UK. Their facilities include a large workshop and sales suite alongside the marina.

Beal Homes have developed residential waterfront homes on site, and most of the site is dedicated to either residential properties or holiday cottages. There are three restaurants on site, serving English, Greek and Italian cuisine respectively, as well as a café and delicatessen. Cycle hire is available onsite.

There is also a health, leisure and racquet club on the Burton Waters complex. Commercial occupants include architects, financial experts, housing agencies, consultancies, IT, technology, management services, kitchen installers and business services.

6.2 What Can be Achieved at Waterfront Locations

The following sites all show what can be achieved at waterside locations.

6.2.1 Waters' Edge Country Park and Visitor Centre

This project demonstrated that offices/businesses and tourists/ visitors can be accommodated and supported from the same building:

Description: set in 110 acres of woodland, wetland and wildflower meadows (split over two sites), Waters' Edge Country Park and Visitor Centre is next to the Humber Bridge, on the waterfront at Barton upon Humber.



There are a series of walks around the ponds as well as two adventure playgrounds and interactive displays and games.

The first 86-acre site is home to the £3.3m Visitor Centre; it includes: Two sites of Special Scientific Interest, ten ponds, native woodlands, seven walks around the park and two adventure playgrounds. The second site is located across the Haven, at the Humber Bridge viewing areas and is home to: Humber Bridge walk route, two adventure playgrounds, wildflower meadows and woodland.

Facilities: The Visitor Centre is home to a business centre with office space, as well as a gift shop which stocks locally crafted gifts from jewellery, toys and games, handbags, scarves, books, stationery and wildlife surveillance equipment. Located in the Visitor Centre, the Honey Pot Café overlooks the Humber Estuary.

6.2.2 Whisby Nature Reserve

Description: a former quarry, located 5 miles from the City of Lincoln, just off the A46. The 150-hectare Whisby Nature Reserve attracts 100,000 visitors per year.



The site is managed by Lincolnshire Wildlife Trust and features a series of lakes, surrounded by walking trails, woodland, and wildlife.

Adjacent to the reserve is the Natural World Visitor Centre. The Natural World Centre attracts over 200,000 visitors a year. Both the Natural Work Centre and the Nature Reserve are free to enter.

Facilities: Nature Park, Education Centre, bird observation facility, café, shop, children's indoor and outdoor adventure play, gift shop and toilets. The Natural World Centre can be booked for weddings seating up to 150 guests.

- The café seats approximately 75 people, including indoor and outdoor covers
- There are also café kiosks, only during summer holidays, half term and weekends, subject to weather.

6.2.3 Standedge Tunnel

Description: The Standedge Tunnels are four parallel tunnels through the Pennine hills. Three are railway tunnels and the other is a canal tunnel. It is the longest, highest and deepest canal tunnel in the UK.



The Standedge Tunnel Visitor Centre is a base for boat trips into the tunnel. The Visitor Centre is in the former warehouse and contains exhibitions on the history of the tunnels, the canal tunnel's recent restoration and the Huddersfield Narrow Canal.

There were 23,436 visitors to Standedge Tunnel and Visitor Centre in 2019 (VisitBritain). Although it is assumed that there are additional walkers/ cyclists at the site not included in this. The Watersedge Café offers 40 covers (over 943 sq ft) as well as 13 external picnic tables adjacent to the water areas.

Private Hire: Standedge Warehouse is a newly-renovated, contemporary arts space, on site at Standedge Tunnel & Visitor Centre. The 18th century, grade II listed Warehouse has three floors and enough room to accommodate up to 200 guests.

6.3 Canal Basins

This section considers some of the smaller developments taking place at Canal Basins.

6.3.1 Hickling Basin



The Hickling Basin on the Grantham Canal sits a few miles outside of Grantham. Fully restored in the 1990s, the basin features traditional canal side architecture as well as The Old Wharf tearoom and the Plough Inn pub. The basin acts as a good starting point for walks, and is popular with anglers. The site also includes spaces available for private hire for Corporate and PR events, exhibitions, live events, parties, wedding, photo shoots.

6.3.2 Bugsworth Basin



Sit on the Peak Forest Canal near the town of Whaley Bridge, Bugsworth Basin is popular with boaters and walkers and is home to the adjacent Navigation Inn. Bugsworth Basin is also the starting point for the Peak Forest Tramway Trail, a 2.6km walking route. The basin also sits on the Pennine Cycleway, part of National Cycle Network Route 68.

Bugsworth Basin has a gift shop that sells ice creams, hot and cold drinks and snacks as well as souvenirs and chandlery items.

6.3.3 Portland Basin Marina



A small independent marina based at the junction of the Lower Peak Forest, Huddersfield Narrow and Ashton canals, the Portland Basin Marina offers a range of services to boaters.

The basin was established in 2000, in line with the opening of the Huddersfield Narrow Canal. The basin offers permanent and overnight mooring facilities and wi-fi connection, showers, toilets, boat servicing and repair. The marina's services include Dry Dock facilities and day boat hire and holiday boat hire. A 45ft holiday hire boat is available for short breaks or longer holidays. Self-drive narrowboats are available to hire daily between 9am and 4:30pm (£110 Monday-Friday, £160 Saturday-Sunday), with reduced rates offered in the winter.

6.4 Summary - Competitors

Based on the research we can see that all of the sites considered have attracted private sector investment to waterways settings. For the larger sites this includes office accommodation, function spaces, tourism activities, retail units and restaurants and bars. For the smaller sites the business opportunities supported include: tea rooms, local pubs, opportunities for wedding venues and parties, boat hire and overnight accommodation provision. The following key points have been noted to feed into the economic assessment:

6.4.1 Office Accommodation

- Office spaces at the facilities considered range from 500 sqft to 2,300 sqft.
- Occupants of offices at the high-quality marina sites are a wide mix, and include architects, financial experts, housing agencies, consultancies, IT, technology, management services and business services.
- The Humber Bridge centre includes a mix of visitor centre, retail, café and business/ office space, suggesting these uses can work on site together.

6.4.2 Retail

- Each of the tourist sites supports a gift shop as a minimum.
- Retail units at Burton Waters are sized between 581 sq ft and 936 sq ft.
- There is a wide mix of retail at Mercia Marina and Burton Waters including: contemporary designer homeware, independent art gallery, clothing retailers, beauty salon, narrowboat holiday agent, jewellers, waterways equipment, new and used boat sales, estate agents, convenience store, engineering services, deli and coffee house, bar and restaurant, plant and flower shop and a ladies' fashion store.

6.4.3 Restaurants/ Café

- Burton Waters, with 350 occupied residential properties and additional moorings supports three restaurant facilities on site and a delicatessen and coffee shop. This suggests that Staveley Basin, could support at least one food and drink offer as a minimum.
- Restaurant/ café sizes at the visitor sites considered include: 75 covers at Whisby Nature Reserve (including inside and outside seating), and 30 covers at Standedge café. Most include outdoor seating.
- Even the smaller basin sites at Hicking Basin and Bugsworth Basin support a small café offer.

6.4.4 Other Use Ideas

Additional facilities offered by the locations considered above included: health/leisure club, soft play, wedding space, art gallery, gym, visitor centre, education centre, cycle hire, events programme, boat trips and boat hire.

Many of these types of facilities could be suitable for the Staveley Town Basin site and could be delivered by third party, private sector investment at the site.

7.0 Emerging Trends, Potential Development and Influencing Factors

This section notes any emerging trends, influencing factors and potential developments that have been identified through the research that could play a role with regards to demand and potential uses of the Staveley Town Basin.

We have particularly considered: tourism influences, commercial developments locally, and proposed residential opportunities.

7.1 Local Commercial and Business Opportunities

The location of Staveley Town Basin brings a number of associated commercial and business opportunities that may influence future demand for office accommodation.

7.1.1 Markham Vale Successes

Staveley is well located and has already established itself as a key industrial and distribution location given the success of Markham Vale (70% occupied).

Staveley has become an exemplar for business growth in Chesterfield Borough in the medium term with the town seeing a 33% increase in businesses between 2010 and 2019, compared to just 12% in Chesterfield, and 24% nationally. As of 2019, Staveley is home to 690 businesses (Staveley Town Investment Plan). Key business sectors in Chesterfield are: Construction: 440 businesses (13.1%), Professional, scientific and technical: 405 businesses (12.1%), Manufacturing: 330 businesses (9.8%), Retail: 290 businesses (8.6%) Accommodation: 285 businesses (8.5%) *Source: ONS UK Business Counts (2020).*

7.1.2 The Environment Centre

The Environment Centre at Markham Vale comprises 20 workshop and office spaces targeted at small start-up companies and is currently home to a range of companies operating in a variety of sectors including; environmental, software development, marketing, housing development and professional organisations.

The facility at Markham Vale currently only has one recent vacancy (expected to be let soon). This suggests that there is significant demand in the area for this type of space. It is also worth noting that the unsupported business units at Staveley Hall are all fully let.

7.1.3 HS2 Opportunities

Staveley is expectant in relation to the opportunities that HS2 will bring. The eastern spur of HS2 is proposed to deliver a rail maintenance depot in the Staveley corridor. There is a huge opportunity for Staveley to benefit from the continued growth and investment in the rail sector. Demand will not only be from a business perspective, but the associated jobs will bring an added demand for housing, which in turn will increase demand for outdoor space and amenities.

7.1.4 Covid-19 and the Demand for Office Accommodation

Research shows that the disruption caused by the Covid-19 Pandemic caused office take-up across the UK regions to be limited through most of 2020. The three top sectors taking up office space were Technology, Media and Telecoms (TMT), Education and Health, and Insurance and Financial Services.

Overall, 39% of deals in 2020 were for Grade A space - this demonstrates the occupier preference for high-quality office space. Any new office accommodation created at Staveley Basin will need to be high quality, Grade A space. A previous review of local office space noted that there is a significant amount of old office stock in the local area.

7.2 Demand from Potential User Group

A number of factors have been identified from a tourist/ visitor perspective that could have an influence on the demand, scope and need for the project. These are all potential opportunities for private sector operators:

7.2.1 Restaurants/ Bars and Destination Cafes

Restaurant and cafe culture is changing; Staveley Town Basin can capitalise on these trends by providing an offer that is new and different for the area

Trends:

- The St Ives Group's UK Bars & Restaurants study (2016) suggests the UK is increasingly becoming a nation of casual diners, choosing to eat out more regularly, with 31% of the UK population eating out at least once a week. Market analysis indicates a shift away from formal restaurants and towards casual dining; snacks, breakfast and lunch make up an increasing proportion of sales.
- The ONS found that families are spending more on eating out - calculating an average of £45.10 per week (2017).
- Additional coffee shop user numbers and statistics show:
 - Around 1 in 5 people visit a coffee shop every day (Source: Liminicoffee.co.uk)
 - 81% of people now visit a coffee shop weekly (Source: www.cafesuccesshub.com/uk-coffee-shop-market-2018)
 - On average we visit a coffee shop up to 152 times per year (Source: <https://www.caffesociety.co.uk/blog/britons-spend-up-to-2210-a-year-in-coffee-shops>)

Additional trends in the market include outdoor seating (as a result of the Covid-19 Pandemic) and cycle cafés. These are discussed over the page.

a) Outdoor Spaces – Covid-19 Pandemic - The Covid-19 Pandemic has created a need for additional outdoor and more socially distanced seating. Many restaurants, cafes and bars have invested in semi-permanent structures to provide more seating capacity.

This type of temporary offer could provide the Staveley Basin restaurant/ café/ bar with the opportunity for additional seating in the more popular/ busy periods without taking up valuable square footage from within the Waterside Hub that could be used to support other businesses.



Photos: The Piptree Café at Borrowash, Derbyshire

b) Cycling Cafes

There has been a boom in UK cycling cafes in the last decade. A relatively new concept with no defined scope, cycle cafes typically combine a bike shop and a coffee shop, and can be much more of one than the other. A standard model would include a fully functioning coffee shop serving some homemade food to suit cyclists' dietary needs, as well as some cycle accessories. Some sites will have operational workshops with competent bicycle mechanics, but these are often borne out of genuine bike stores.



The key element of any cycle café is its location, ideally a prominent location in close proximity to walkways and cycleways.

Despite the abundance of cycle trails and national walkways around Chesterfield, and its close proximity to the Peak District, there is a lack of cycle-orientated cafes locally. This could be attributed to the relatively recent trend towards cycle-specific venues.

Chesterfield is home to Monkey Park, a hub that offers services to bike enthusiasts as well as co-working space, a community café and a range of other services.

c) Monkey Park, Brampton, Chesterfield



A community hub, cycle project and workspace merged into one, Monkey Park is located just off Chatsworth Road in the Brampton area of Chesterfield.

The café acts as a Co-Workspace between 8am and 6pm Monday-Friday, doubling as a bike workshop

on Saturday and Wednesday between 9am and 4pm. The Café is also open between 10am and 2:30pm Wednesday-Saturday.

7.2.2 Walking and Cycling Trends and The Covid-19 Pandemic Effect

The trends for increased walking and cycling are likely to increase numbers using the local footpaths, in-turn increasing the potential visitors to Staveley Town Basin, and in-turn increasing the potential for private sector businesses to capitalise on these visitors.

- According to Sport England's latest Active Lives Adult Survey (April 2020), activity levels have been on the rise and inactivity levels have been falling, even prior to the Covid-19 outbreak.
- **Walking:** The Covid-19 Pandemic has accelerated the trend towards physical activity and walking; research from the Department of Transport shows that between May and July 2020, 39% of people reported they were walking more, with 94% thinking they would be likely to continue walking more.
- **Cycling:** Data from the Department for Transport figures also show that between May and July 2020, 38% reported to cycle more than before the outbreak of the Pandemic. 94% thought it likely that they would continue to cycle more once travel restrictions were removed.

7.2.3 Chesterfield Canal Development

Following the re-opening of the Chesterfield to Staveley and the Kiveton Park to Worksop sections of the Chesterfield Canal, the Chesterfield Canal Partnership are pursuing the restoration of the original line of the canal from Staveley to Kiveton Park.

Opening up more of the Canal will help to raise awareness of the walking, cycling, tourist opportunities in the area. This will boost visitor numbers, including boaters and those wishing to use the new moorings at the Basin.

7.3 Local Developments – Commercial and Residential

The developments taking place in the local area will have a key influence on visitor numbers and users for the Staveley Basin site. As population grows there will be opportunities for businesses to start up and grow, catering to the needs of these additional residents.

Key developments taking place locally include:

7.3.1 Chesterfield Waterside

Chesterfield Waterside will comprise of 5 new neighbourhoods:

- **Waterside Quarter:** Phase 1 will see 177 new contemporary homes; a mix of two, three and four-bedroom homes.
- **Waterfront:** This neighbourhood offers a premium setting alongside the River Rother and is suitable for a number of uses, including dynamic office space.
- **Riverside East:** A self-contained waterside neighbourhood comprising housing, apartments and business space, offering canal-side views and served by shops, bars and cafés at the nearby Basin Square.
- **Station Place:** A high-density collection of buildings including a hotel, offices and car park in an informal space enclosed by shops and cafés, which will create a thriving business environment.
- **Basin Square:** Set around the canal basin, phase one includes circa 350 premium build-to-rent apartments, a multi-storey car park, office buildings and a hotel.



Whilst this development could initially be seen as competition to the Staveley Basin project, it could actually be a significant benefit. At an estimated 5 miles between Chesterfield and Staveley along the Canal Tow Path, this would make an ideal bike-ride for families, with a stop at the Basin for lunch or an ice cream before a return journey.

In addition, the significant development at Chesterfield Basin could act as a catalyst for more users and visitors and is likely to raise awareness of The Chesterfield Canal.

With new offices planned for the Chesterfield Basin, this could be potential competition for the Staveley Basin Site. We would suggest some caution in terms of the size and scope of the Staveley Basin Office accommodation offer.

7.3.2 New Housing at the Staveley Basin Site

There is potential for future housing development at Staveley Town Basin in the medium to long term. Much of this would be on land outside of the control of the Local Authority. These householders could have a significant impact on demand for activities/ amenities at the Staveley Basin, and the proposed restaurant/ bar/ café, office accommodation and visitor facilities.

7.3.3 Staveley Works



A planning application has been submitted to build up to 700 new homes on the former Staveley Works site.

The proposed redevelopment also includes a primary school, new wildlife habitats, retail and community facilities, a cycle and footpath network and a marina on the Chesterfield Canal.

Within walking distance of the Staveley Basin site, this project will help to bring life and businesses to the canal. Along with the Chesterfield Waterside development the three sites together will completely change the nature of the canal.

The new office accommodation at the Staveley Basin would be an ideal cycle commute for those who live at the Staveley Works site and work at the Basin.

7.3.4 Staveley Hall

Another identified project in the Staveley Town Investment Plan is Staveley Hall Conference Centre. This is a proposed extension to the historic Staveley Hall to create a high-quality events venue led by Staveley Town Council.

The development consists of an extension to the existing café with a new entrance and reception for welcoming guests and two multi-purpose halls (one at the lower level, and one at the upper level), both of which will be flexible so that they can accommodate a wide variety of formal and informal events and activities such as corporate, public sector and charity conferences and meetings, weddings and banquets, music and theatre productions, community, and sporting events. The Waterside Hub and Conference Centre will jointly help to attract more visitors to the town for a range of different purposes.

7.4 Summary - Emerging Trends, Potential Development and Influencing Factors

We can see from the emerging trends analysis that the business and tourism perspective is changing around Staveley. Existing business facilities are near or at full capacity, new housing is being built and investment along the canal side will boost the overall attractiveness of the wider area, attracting additional visitors.

In addition, restaurants and cafes are becoming ever more popular as people eat out more, as is the increasing use of the adjacent footpaths and cycle paths for exercise.

All of these factors provide new business opportunities for local private sector entrepreneurs, such as restaurants, retail, tourism and leisure opportunities. The Staveley Basin site would make an ideal location for some of these businesses.

8.0 Demand Assessment – Businesses, Commercial and Retail Space

8.1 Office and Commercial

8.1.1 Demand for Offices: The National Perspective

A report by Savills estate agents reported that whilst 2020 got off to a strong start, with regional office take up 21% higher than the same period in 2019, the first UK wide lockdown in March 2020 impacted upon uptake and reflected a 36% decrease from the same period in 2019. Savills further reports that 39% of deals were for Grade A space, demonstrating an occupier preference for high-quality office spaces across the UK regions. Although the traditional professional sectors are still key players in the office market, the burgeoning influence of digital and technology businesses is starting to be seen in office take up.

However, as a result of significant changes to the relationship between employees and workspaces forced by the Covid-19 pandemic, CBRE's 2021 UK Real Estate Market Outlook (December 2020) found that companies are expecting to move towards a more distributed pattern of work. Almost 70% of respondents suggested that they will allow employees to work flexibly in the future.

Savills reports that it is likely that once the COVID – 19 pandemic is 'over', there will be a demand for balance between the two, allowing working time to be split between work and home throughout the week. Arup's 2020 report on the 'Future of Offices: in a post-pandemic world' discusses how Covid-19 has accelerated pre-existing trends in the commercial property sector – from health and wellbeing to activity-based working. The report suggests that offices will change from 'the place to get things done' towards an 'attractor' for employees and collaborators alike in the post-pandemic world.

This is due to the massive shift in the working patterns of most employees as a result of the pandemic. Working from home has become the 'new normal' and the commercial property market will need to adapt to this change in order to sufficiently meet business demands. Savills expect to see a shift towards diverse location strategies and the emergence of a hybrid model, a combination of home working, local office hubs and a head office.

This represents an opportunity for the Staveley Basin Waterside Hub project to provide flexible office space in an attractive waterside location which will support the expected hybrid model of working and firmly place the hub and an office 'attractor', providing a flexible alternative from working at home.

8.1.2 Local Demand

Taking an overview of the current business/ office space market suggests that demand in the local area is high. This is based on:

- The Environment Centre – At full capacity (one short term vacancy, expected to be let soon)
- Staveley Hall – At full capacity
- Markham Vale – At 70% occupancy to date and rising.

Statistics show that the population in Staveley is set to grow by 15% in the next 15 years. If we assume that demand for office accommodation grows proportionately, we could therefore assume a 15% increase in demand for office accommodation over the same period.

If we consider only the Derbyshire County Council's Environment Centre which has 20 offices/units. A 15% increase in demand would equate to circa 3 new offices needed. So, just to maintain the share of the market that they have at the Centre, Derbyshire County Council would need to be providing 3 additional office spaces locally over the next 15 years.

Further demand for business/ office space could also result from some of the other initiatives/ influencing factors in the local area, particularly HS2. Staveley is expectant in relation to the opportunities that HS2 will bring. The eastern spur of HS2 is proposed to deliver a rail maintenance depot in the Staveley corridor. There is a huge opportunity for Staveley to benefit from the continued growth and investment in the rail sector.

Analysis of the local business market shows the key sectors that local businesses operate in, which can be used to give some idea of the types of businesses that might be attracted to the site. Key business sectors in Chesterfield are:

- Construction: 440 businesses (13.1%)
- Professional, scientific and technical: 405 businesses (12.1%)
- Manufacturing: 330 businesses (9.8%)
- Retail: 290 businesses (8.6%)
- Accommodation: 285 businesses (8.5%)

Source: ONS UK Business Counts (2020)

The above suggests that a mix of workshop, retail and office space will be needed at Staveley.

8.1.3 Comparator Locations

As this is a unique development locally, it is also worth considering the types of businesses that were located at some of the competitor and comparator sites. These included:

- **Mercia Marina:** Commercial occupants include: financial, accounting, IT and pharmaceuticals.
- **Burton Waters:** Commercial occupants include: architects, financial experts, housing agencies, consultancies, IT, technology, management services, kitchen installers and business services.

Attracting these types of businesses to the Staveley Basin site would definitely support higher paid jobs for local residents.

8.1.4 Office and Commercial Summary

Based on all of the above information we would suggest that there is potential in the local area to support the creation of some additional, high quality units, but at reasonable rents and with flexible set ups. The high-quality, waterside location will be an attraction for businesses in a post Covid-19 world, where businesses are looking for more than just standard office accommodation.

8.2 Retail

Retail is struggling in the town centre which suggests that it would be prudent not to allocate too much space within the Staveley Waterside development to retail. This said, the Basin is likely to attract a different market, including day-trippers and tourists and there could be some demand for targeted retail.

Comparator sites such as Whisby Nature Reserve and Standedge Visitor Centre both have gift shops on site. In addition, the larger marina sites considered both sustain significant and varied retail. This suggests that the right type of retail, catering for the visitors could be sustainable at the site. This could include outlets such as outdoor clothing, cycle and walking equipment and lifestyle retailers.

8.3 Other Spaces

The sites considered in the competitor and comparator analysis included a wide range of business uses. Many of these could be considered as part of the wider development of the site including: health/leisure club, soft play, wedding space, art gallery, gym, cycle hire, water sports, visitor centre and education facility.

9.0 Demand Assessment – Visitors/ Tourists and Associated Food and Beverage Facility Users

This section uses the information collated through the detailed review of the local area, comparator sites and relevant data, policy and strategy to help to give an idea of the potential for visitor and tourist numbers at Staveley Basin.

This information has then been used to profile visitor numbers to the site over the first 10 years of operation.

Data has also been used to give an idea of the potential user numbers for the proposed food and beverage offer.

The main user groups identified for the site are:

- **Walkers/ Cyclists** – Those walking/ cycling through the basin who are encouraged to stay/ visit the new facility
- **Additional Visitors** – Those who are attracted to the site as a result of the new offer - including the retail and restaurant facilities, who would not otherwise have come. This could include those from the popular and well used caravan site at Poolsbrook Country Park, or visitors from further afield.
- **Local Residents** – Those living close to the site who will use Staveley Basin to take exercise and walk their dogs etc
- **Events and Festivals** – Those attracted by events and festivals at the site
- **Users of Business Centre/ New Employment Land** – Office/ retail workers based at the site who might use the Basin for a lunchtime walk/ evening drink
- **Boaters** – New moorings will provide opportunities for increased visitors to use the site. This could be owners or boat hire opportunities
- **Water Sports Offer** – Those attracted by the water sports offer that could be created at the site - it is assumed that a private sector water sports offer could be located on the additional employment land opened up as part of the investment in road infrastructure.

Theme	Baseline	Potential Visitor Numbers to Staveley Basin	Potential Food and Beverage Users
Walkers/ Cyclists	<ul style="list-style-type: none"> As a result of its location on the Chesterfield Canal Towpath, some 55,000-60,000 visitors pass through the Staveley Town Basin each year either walking or cycling. With no parking or service facilities on site, most do not stop. Many of these could be encouraged to stop at the basin if the offer were improved. The Covid-19 Pandemic has increased outdoor activity and walking. Cycling is becoming ever more popular, as are restaurants/ cafes catering for cyclists. Added impact from other developments along the Chesterfield Canal will raise awareness of the towpath and increase user numbers. 	<ul style="list-style-type: none"> We have assumed a baseline of 60,000 walkers and cyclists passing through. Given the increasing popularity of walking and cycling we have assumed this baseline figure increases by 2% per annum. We have assumed that of these visitors, 75% visit the Staveley Town Basin, either to look at the retail offer, use the café or just sit by the water for a picnic and to look at the boats. This equates to 45,000 visitors pa in year one, and increasing by the above 2% each year. 	<ul style="list-style-type: none"> Data shows more people are now eating out more regularly at restaurants. Around 1 in 5 people visit a coffee shop every day (Source: Lminicoffee.co.uk). 8% of people now visit a coffee shop weekly (Source: www.cafesuccesshub.com/uk-coffee-shop-market-2018). On average we visit a coffee shop up to 152 times per year (Source: https://www.cafesociety.co.uk/blog/britons-spend-up-to-2270-a-year-in-coffee-shops). Based on the above we have assumed that 20% of the 45,000 potential visitors will use the restaurant/ café each year.
Additional Visitors	<ul style="list-style-type: none"> New visitors will be attracted to the site as a result of the new parking and additional facilities. The retail offer will attract more visitors to site, looking for somewhere they can take a visit or meet up with friends. Tourism activity in the local area is attracting more visitors generally to the area who are looking for places to visit. There is potential to attract visitors from the Poolsbrook Caravan Site. A restaurant/ bar/ destination café is a new addition to the area and will help attract visitors to site. This will also support the evening economy at the site. 	<ul style="list-style-type: none"> We have cautiously assumed an additional 20,000 visitors per year. Assumed that this number increases at 2% each year. We have assumed that it takes a few years to reach this figure as awareness/profile is raised about the site. Visitor figures therefore take time to build up. 	<ul style="list-style-type: none"> Many of these visitors may be attracted because of the restaurant/ café and might be looking for a morning/ afternoon out, will be meeting friends or looking for a destination to visit. There is a limited evening economy in Staveley. A restaurant open into the evening will diversify the local offer and attract users to this new offer. We have assumed that 40% of these additional visitors to the site use the restaurant.
Local Residents	<ul style="list-style-type: none"> There are circa 19,000 local residents in Staveley, many of whom will be looking for somewhere to walk their dog or go for a jog after work etc. In addition, there are likely to be new houses around the site in future years. 	<ul style="list-style-type: none"> If each current resident came 1.5 times year, this would equate to circa 30,000 visits. We have assumed it takes a few years to reach this point as awareness of the site will need to build. 	<ul style="list-style-type: none"> Here we have assumed a lesser take-up percentage for the food and beverage offer, as many local residents may just be out to walk their dog, or for exercise. We have assumed 10% use the restaurant/ bar/ café.
Events and Festivals	<ul style="list-style-type: none"> The basin site has become well established in the canal community where every two years, the local volunteer group host a canal festival over a summer weekend. This event traditionally attracts over 10,000 recorded visitors to the site. Other locations such as Burton Waters hold events on site including fireworks displays and Christmas events. 	<ul style="list-style-type: none"> We have assumed the existing event continues every other year. Attracting 10,000 visitors. We have assumed that an additional events programme is initiated, building up each year: We have assumed: Year 1: 1,000 additional events visitors, Year 2: 2,000 and so on, to a maximum of an additional 10,000 events visitors by year 10. 	<ul style="list-style-type: none"> We have assumed that 40% of events visitors use the restaurant/ café. Visitors to events and festivals will be looking to make a day trip so are more likely to need refreshments. This type of visitor might be looking for ice creams/ takeaway coffees etc. A serving hatch/ mobile unit/ ice cream van might help to address the increased demand.
Water sports offer	<ul style="list-style-type: none"> Many of the comparator sites near water offered water sports, such as boat trips, boat hire etc. A visitor questionnaire undertaken at Poolsbrook Park suggested that visitors would have liked to see more events and water-based activities at the site. The existing water sport facilities at Rother Valley appear popular. 	<ul style="list-style-type: none"> A small private sector water sports business might run circa 5 sessions per day, with 8 users per session. This could be canoeing, paddle boarding, boat trips etc. We can assume less in winter, more in summer, less during the week and more at the weekend. The business will take time to become established, so we have assumed 2,500 water sports visitors per annum in year 1, increasing at 20% per year to a maximum of 15,000. 	<ul style="list-style-type: none"> This type of user might be sitting around waiting for their session to start, or want to make a day of their trip. We have therefore assumed that 40% of water sports users might use the restaurant/ bar/ café.
Users of business centre/ new employment land	<ul style="list-style-type: none"> It is estimated that the new facility will have the potential to house circa 92 staff members in the restaurant/ bar/ café, retail, office accommodation and workshop space. (this included staff who might be employed on the 'additional employment land' created as a result of the new road infrastructure. 	<ul style="list-style-type: none"> Workers on site are likely to take a walk round the basin or enjoy the space whilst on lunch breaks or for exercise after work. Based on 92 workers, 5 days a week, 52 weeks, the maximum potential users for the basin would be 23,920 users (each counted once per day). Of these, we have assumed each uses the site once a week for a walk etc. This equates to 4,784 users. 	<ul style="list-style-type: none"> Whilst many of the staff on site will not use the restaurant/ café it is likely to be a convenient solution for those needing lunch, or a breakout space for team meetings/ business meetings. We have assumed that each worker uses the restaurant/ bar/ café 3 times a month – 3,312 uses per annum.
Boaters	<ul style="list-style-type: none"> Boaters may stay overnight at the new facilities. 	<ul style="list-style-type: none"> Based on an assumed 5 available moorings, each boat housing 2 people, at maximum capacity this would be 3,650 users per year. This will build up over time. We have assumed 10% occupancy in year one, increasing by 5% per annum. 	<ul style="list-style-type: none"> Those renting boats may be more likely to eat out than those who live on boats permanently. We have assumed restaurant/ bar/ café usage of 20%

9.1 Visitor and Food and Beverage Offer User Numbers – 10 Year Projections

The table below uses the information above to profile the visitor projections for the site over the first ten years. The table also profiles the potential usage for a new food and beverage offer:

Visitor Number and Food and Beverage Offer User Modelling													
Source of visitors	Usage Per Annum	Modelling Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
Existing walkers/cyclists along path	Maximum potential visitors/tourists	Assume 60,000 walkers/ cyclists per annum based on existing data and a 2% increase year on year	60,000	61,200	62,424	63,672	64,946	66,245	67,570	68,921	70,300	71,706	
	Likely increased tourism/visitor numbers	Assume 75% of walkers/cyclists visit the basin after the development	45,000	45,900	46,818	47,754	48,709	49,684	50,677	51,691	52,725	53,779	
	Assumed Food and Beverage Offer usage	Assume that 20% of these visitors use the food and beverage offer	9,000	9,180	9,364	9,551	9,742	9,937	10,135	10,338	10,545	10,756	
Additional visitors attracted to new facilities	Maximum potential visitors/tourists	Assume a max potential of 20,000 per annum, increasing at 2% per annum	20,000	20,400	20,808	21,224	21,649	22,082	22,523	22,974	23,433	23,902	
	Likely increased tourism/visitor numbers	Assume visitor figure starts at 30% of maximum potential and then increase annually by 10% until maximum potential is reached (i.e., 30% year one, 40% year two and so on)	6,000	8,160	10,404	12,734	15,154	17,665	20,271	22,974	22,974	23,433	23,902
	Assumed Food and Beverage Offer usage	Assume that 40% of visitors use the food and beverage offer	2,400	3,264	4,162	5,094	6,062	7,066	8,108	9,189	9,373	9,561	9,561
Local residents - recreation etc	Maximum potential local residents	If each current local resident came circa 1.5 times per year = 30,000 visits per annum	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	
	Likely usage	Numbers will build up as awareness is raised	15,000	20,000	25,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	
	Assumed Food and Beverage Offer usage	Lesser cafe usage - assume some are dog walkers, joggers - assumed 10% use food and beverage offer	1,500	2,000	2,500	3,000	3,000	3,000	3,000	3,000	3,000	3,000	
Events and festivals	Maximum potential visitors/tourists	10,000 existing visitors every other year. In addition, a further 10,000 events visitors attracted each year	20,000	10,000	20,000	10,000	20,000	10,000	20,000	10,000	20,000	10,000	
	Likely increased tourism/visitor numbers	Assume 10,000 every other year for existing festival. Additional events will take time to build up - assumed 1000 in yr. 1, increasing by 1,000 per annum until max 10,000 is reached	11,000	2,000	13,000	4,000	15,000	6,000	17,000	8,000	19,000	10,000	
	Assumed Food and Beverage Offer usage	Assume that 40% of events visitors use the food and beverage offer	4,400	800	5,200	1,600	6,000	2,400	6,800	3,200	7,600	4,000	
Water sports offer	Maximum potential visitors/tourists	15,000 users per year, equating to circa 40 users per day	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	
	Increased Tourism/ Visitor Number	Starting at 2,500 per annum and increasing 20% per year	2,500	3,000	3,600	4,320	5,184	6,221	7,465	8,958	10,750	12,899	
	Assumed Food and Beverage Offer usage	Assume that 40% of visitors use the food and beverage offer	1,000	1,200	1,440	1,728	2,074	2,488	2,986	3,583	4,300	5,160	
Users of business centre and employment land	Maximum potential visitors/tourists	92 workers, 5 days a week, 52 weeks of the year	23,920	23,920	23,920	23,920	23,920	23,920	23,920	23,920	23,920	23,920	
	Likely increased tourism/visitor numbers	Assumes office workers take a weekly walk around the basin	4,784	4,784	4,784	4,784	4,784	4,784	4,784	4,784	4,784	4,784	
	Assumed Food and Beverage Offer usage	Assumes each worker uses food and beverage three times a month on average	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	3,312	
Boaters Using the Moorings	Maximum potential visitors/tourists	Assume 5 overnight moorings, 2 people, 365 days	3,650	3,650	3,650	3,650	3,650	3,650	3,650	3,650	3,650	3,650	
	Likely usage	Building up over time. Assume 10% full year one, increasing by 5% per annum (so 10% Yr1, 15% Yr2, 20% Yr3)	365	548	730	913	1,095	1,278	1,460	1,643	1,825	2,008	
	Assumed Food and Beverage Offer usage	Assumed food and beverage offer usage 20%	73	110	146	183	219	256	292	329	365	402	
		Potential Individual Visits per annum	84,649	84,392	104,336	104,505	119,926	115,631	131,657	128,049	142,516	137,372	
		Total Users of Food and Beverage Offer per annum	21,685	19,866	26,123	24,467	30,408	28,459	34,634	32,951	38,495	36,190	

9.2 Summary

The visitor projections table shows that visitor numbers to the site could be circa 140,000 per annum once the site is established (by year 10). This is from a mix of walkers, cyclists, new local residents, tourists, water sports users, events visitors, office, retail and business users.

By year 10 it is assumed that 35-40,000 people will use the food and beverage offer on-site each year (although this is very dependent on the offer that is developed). This equates to circa 110 people per day on average, but this is likely to be higher at weekends and less in the week, similarly higher in summer and less in winter. For comparison, Starbucks coffee shops average 476 users per store per day. (source: <https://www.statista.com/>)

10.0 Size of Spaces Required

This section draws on the information provided in the previous section to understand the potential spaces that might be needed to meet anticipated levels of demand.

10.1 Waterside Hub

Based on the analysis undertaken in the competitor and comparator review, the breakdown of space within the new Waterside Hub has been assumed to be:

Schedule Space	Assumptions/ Benchmarking	Sqft	Sqm	Notes
Communal Space	For circulation, kitchen space etc	500	47	Assumed that the office accommodation/ communal space will be designed flexibly to maximise potential uses – e.g., partition walls can be used to easily reconfigure spaces, offices could be opened up or reduced in size to meet need.
Office 1	Assumed four offices with a mix of uses, assumed tenants are key holders, no communal reception staff etc. Assumed this will be the upper floor. For comparison: • Offices at Mercia Marina are between 882sqft and 1,926sqft • Offices at Burton Water range from 500sqft to 2,300sqft	1,250	116	The DCC team have experience of doing this successfully at the Environment Centre.
Office 2		1,250	116	
Office 3		1,500	139	
Office 4		1,500	139	
Restaurant/ Bar/ Café offer	Analysis suggests an average of 110 customers per day, but this is likely to be higher at weekends and lower in the week. We have assumed a capacity of 50 inside covers in the first instance, but with capacity to expand (see notes) and additional outside seating. This compares with: • Whisby Nature Reserve – 75 covers, combined - inside and outside • The Water’s Edge at Standedge – 40 covers inside (over 943sqft/ 80 sqm) Internet research shows the space needed per customer is between 1.5 and 2sqm. We have assumed the higher end of this range at 2sqm which allows additional space to ensure that the facility is fully accessible to families with pushchairs, or those in wheelchairs. This equates to 100sqm. As a general rule it is suggested that you set aside 60% of total area for the dining room, with the remaining 40% allocated to the kitchen and other essential requirements such as storage areas, offices, toilets. Based on these figures this would be a further 67 sqm. Totalling 167 sqm. Note, we have included additional space for the restaurant/ café area to account for the fact that: • Toilet facilities likely to be used by walkers, not just restaurant/ café users, so need to be sizeable. Assume an additional 20sqm • Space needed for storage of outside furniture in winter etc. Assume 15sqm • Space for display/ leaflets/ tourism information etc. Assume 6sqm • Space for takeaway hatch, as well as the main café. This could be used during events or in summer for outdoor customers. Assume 25sqm	2,500	233	Designs need to allow for part of the space being partitioned off should demand be lower than expected. Or additional space being added into the restaurant/ café (converted from a retail unit/ workshop space if demand is high). We suggest a creating a takeaway hatch that could be used during peak times, during summer or during events. If demand for the restaurant/ café is lower than expected this area could be partitioned off in future, and excess floor space used to create an additional unit. We suggest space is created for outdoor seating: this could either be under umbrellas, or a more permanent area could be left for a marquee/ tent structure.
Retail 1	Destination retail – could be lifestyle, boat related, cycling, walking etc. For comparison, our research shows that: • Retail units are sized between 581sq ft and 936sq ft at Mercia Marina • Potentially boat related or light industrial.	600	56	The spaces need to be designed with the option of being used as a restaurant/ café extension space should demand be larger than expected.
Retail 2		600	56	
Retail 3		800	74	
Workshop Unit 1		1,500	139	
Total		12,000	1,115	

Note: Assumed spaces relate to Net Internal Area. Numbers are rounded

10.2 Additional Employment Land

The investment at Staveley Town Basin will also include the development of new road infrastructure which will open up additional employment land.

The use of this is subject to the wider interest in the site from the private sector, but based on the analysis we suggest that this is likely to be used as follows:

Proposed Uses – Additional Employment Land			
Space	Demand	Sqft	Sqm
Light Industrial	Potentially small workshop/ chandlery or other boat related space.	2,500	232
General Office accommodation	Office Accommodation for a mix of businesses. Analysis suggests this will need to be Grade A space to meet demand.	2,500	232
Visitor Attraction/ Visitor Facility	<p>The comparator sites had a mix of visitor offers. We suggest more space could be allocated to widen the visitor offer and increase dwell time at the site.</p> <p>Examples from other sites included: water sports, facility soft play, bike hire, visitor centre etc.</p> <p>Given the location, and for the purposes of the economic impact assessment, we have assumed that this will be a space for a water sports business.</p>	2,500	232
Total		7,500	696

10.3 Space Summary

The above assessment of space requirements is based on the current local market conditions.

With a changing picture, and the true impact of the Covid-19 pandemic not yet known, we suggest that any buildings developed are kept as flexible as possible to maximise potential alternative uses.

Flexible spaces will also ensure that the units can be customised to meet the needs of the future potential tenants.

The DCC team at the Markham Vale Environment Centre have considerable experience of changing spaces to meet the needs of businesses. This is something they will be able to implement quickly and easily.

11.0 High Level Revenue Assessment

Indicative Income and Expenditure Projections for the proposed new Waterside Hub have been prepared based on the demand and visitor number assessment set out above.

The projections are based on the following income generating spaces being available in the Hub:

Use	Square foot
Offices	5,500
Units – workshops / retail	3,500
Restaurant/ Café/ Bar	2,500

- Income projections for the offices, workshops and retail are based on £14.50 per square foot per annum in line with the rates charged at the Markham Vale Environment Centre. It is assumed occupancy builds up over time. The maximum occupancy is assumed to be 85% to allow for swap over periods.
- Restaurant/ café income is based on a contracted management approach with commission increasing over time from a low level to start with to attract an operator or operators and increasing up to a maximum of 10%.
- This may be from one operator or more than one, but a rate of commission has been applied to the overall expected income.
- Operational costs are based on the Markham Vale Environment Centre.
- No staffing costs have been included as it is assumed the Hub will be jointly managed with Markham Vale Environment Centre. The nature of the offer means there does not need to be a permanent staff presence on the site.
- No inflation applied to income or expenditure.

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The following assumptions have been made with regards the income from the cafe.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Total Café Visitors	21,685	19,866	26,123	24,467	30,408	28,459	34,634	32,951	38,495	36,190
Types of Use & Spending										
Proportion of Customers in Main Groups:										
Beverage only (coffee and non-alcohol)	25%	4,967	6,531	6,117	7,602	7,115	8,659	8,238	9,624	9,048
Hot or cold drink simple snack: cake/ sandwich etc.	30%	5,960	7,837	7,340	9,122	8,538	10,390	9,885	11,549	10,857
Light meal with hot or cold beverage	30%	6,506	5,960	7,837	7,340	8,538	10,390	9,885	11,549	10,857
More substantial meal	15%	3,253	2,980	3,918	3,670	4,269	5,195	4,943	5,774	5,429
Average Spend in each Main Group:										
Beverage only (coffee and non-alcohol)	2.00	£10,843	£9,933	£12,234	£15,204	£14,230	£17,317	£16,476	£19,248	£18,095
Hot or cold drink simple snack: cake/ sandwich etc.	5.00	£32,528	£29,799	£39,185	£45,612	£42,689	£51,951	£49,427	£57,743	£54,285
Light meal with hot or cold beverage	8.00	£52,044	£47,678	£62,695	£72,979	£68,302	£83,122	£79,082	£92,388	£86,856
More substantial meal	12.00	£39,033	£35,759	£47,021	£44,041	£51,226	£62,341	£59,312	£69,291	£65,142
Total Sales		£134,447	£123,169	£161,963	£151,695	£176,446	£214,731	£204,296	£238,669	£224,378
Commission		3.00%	5.00%	7.50%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Commission Income for DCC		£4,033	£6,158	£12,147	£15,170	£17,645	£21,473	£20,430	£23,867	£22,438

The target occupancy and income profile for the Hub is included at Appendix 5 and the income and expenditure projections for the Hub for the first five years of operation are included at Appendix 6. The income and expenditure assumptions are summarised below:

	Year 1	Year 2	Year 3	Year 4	Year 5
Expenditure	£87,928	£95,711	£101,107	£103,473	£103,473
Income	£71,277	£109,108	£123,072	£126,729	£126,729
Surplus / Deficit	-£16,651	£13,397	£21,965	£23,256	£23,256

The income and expenditure projections show that based on the assumptions set out above, the Hub will need short term revenue support from the Council for the first year of operation and then the Hub will start to generate a surplus of income over expenditure for the Council to reinvest in the building and the delivery of an ongoing business support offer for tenants.

A sensitivity analysis has been undertaken to consider the impact at different occupancy rates. The full analysis is included at Appendix 7 with a summary shown below.

50% occupancy	
Income	£83,375
Expenditure	£72,200
Empty Business Rates	£12,256
Reduced Landscape/site maintenance	-£8,500
Funds available to Economic Business Support Activities	£7,419

75% occupancy	
Income	£112,556
Expenditure	£72,200
Empty Business Rates	£6,128
Funds available to Economic Business Support Activities	£34,228

90% occupancy	
Income	£150,075
Expenditure	£72,200
Empty Business Rates	-
Funds available to Economic Business Support Activities	£77,875

12.0 Employment Impacts, Associated GVA Uplift and Return on Investment

This section identifies the potential employment impact that might be achieved from new employment spaces at the Staveley Basin. It considers both direct and indirect impacts.

12.1 Employment Densities

OFFPAT and the Homes and Communities Agency created an Employment Density Guide that can be used to assist appraisers in the estimation of the potential employment that could be generated by property development based on 'employment density' ratios.

The Guide is intended to be used in planning, appraising, and evaluating economic development and regeneration programmes and projects. Employment density refers to the average floorspace per Full-Time Equivalent (FTE) member of staff. It is used as a measure of intensity of building use and an indicator of how much space each person occupies within the workplace. This guide can be used to estimate the number of workers who can be accommodated in any new developments.

Relevant use types that align with the proposed uses of the Staveley Town Basin development have been reproduced from the HCA guidance in the table below:

Employment Density – Number of Square Metres per employee.		
Use Class	Use Type	Area per FTE (sqm) Net internal area
B1(a)	General Office	10-13
B1(c)	Light Industrial	47
Mixed B Class	Incubator	30-60
	Maker Spaces	15-40
	Studio	20-40
	Co-Working	10-15
	Managed Workspace	12-47
A1	Retail (High Street)	20
A3	Restaurants and Cafes	15-20
D2	Visitor and Cultural Attractions	30-300
<i>Source: HCA Guidance</i>		

12.2 Employment in the New Centre

The tables below apply these employment densities to the floorspace figures for the new Waterside Hub and additional employment land opened up, to estimate the numbers of employees who could be housed at these sites.

12.2.1 Waterside Hub

Waterside Hub: Employment Density – Number of Square Metres per employee						
Use Class	Use Type	Employment Density -Area per FTE (sqm) Net internal area bands	Assumptions/ rationale	Employment Density - Area per FTE figure applied (sqm)	Net Internal Area (NIA) in Sqm	Total Employees Accommodated = NIA (sqm)/ Employment Density (sqm)
B1(c)	Light Industrial	47	As given	47	139	3.0
B1 (a)	General Office	10-13	Mid-point of range	11.5	510	44.3
A1	Retail (High Street)	20	As given	20	186	9.3
A3	Restaurants and Cafes	15-20	Given that significant additional space has been included for storage and toilets etc we have used a higher assumption of 40sqm per FTE	40	233	5.8
Total					1,068	62.4
<p><i>Figures exclude the 47sqm communal office space</i> <i>Numbers are rounded</i></p>						

12.2.2 New Employment Land Opened Up

Employment Land Opened Up: Employment Density – Number of Square Metres per employee						
Use Class	Use Type	Employment Density - Area per FTE (sqm) Net internal area bands	Assumptions/ rationale	Employment Density - Area per FTE figure applied	Net Internal Area (NIA) in Sqm	Total Employees Accommodated = NIA (sqm)/ Employment Density (sqm)
B1(c)	Light Industrial	47	As given	47	232	4.9
B1(a)	General Office	10-13	Mid-point	11.5	232	20.2
D2	Visitor and Cultural Attractions	30-300	Lower end - water based activities could be labour intensive – e.g. lessons with max numbers	50	232	4.6
Total					696	29.8
<i>Numbers are rounded</i>						

12.3 Total Employment Impact

Whilst the tables above note that the site has the potential to house 92 jobs (62.4 plus 29.8 jobs) to understand the total effect of the investment on the wider economy, HM Treasury Guidance notes the need to apply various factors. This means considering a wide range of consequential or induced effects as well as the immediate effects. These are explained below.

Factor	Description	Impact
Multiplier Effects	The further economic activity (jobs, expenditure, or income) associated	1.33
Deadweight	The outputs that would have occurred without the intervention	7.5%
Displacement	The proportion of intervention outputs accounted for by reduced outputs elsewhere in the target area. Here we are assuming that the target area is the district of Chesterfield	38.7%
Leakage	The proportion of outputs that benefit those outside of the intervention's target area or group	14.1%
Based on BIS/CEA guidance for 'regeneration through physical infrastructure' at a sub-regional level		

Applying these figures to the potential jobs created at site gives us the wider employment impacts from the project:

Factor	New Centre	Opening up Employment Land	Total
Baseline jobs potential	62.4	29.8	92.2
Multiplier Effects	1.33	1.33	
Total Direct and Indirect Jobs	83	40	123
Deadweight Effects	0.075	0.075	
Displacement Effects	0.387	0.387	
Leakage Effects	0.141	0.141	
Overall Jobs Potential	40.4	19.3	59.7
<i>1.33 x (1-0.075) x (1-0.387) x (1-0.141) = Overall Factor to be Applied</i>			

Once multipliers, deadweight, displacement, and leakage factors have been applied there is potential for the businesses at the site to support an additional 60 jobs in the local area.

12.4 GVA Impact

These additional jobs created will have an impact on GVA for the local economy of Chesterfield. This has been calculated in the table below:

Factor	New Centre	Opening up Employment Land	Total
Overall Jobs potential	40.4	19.3	59.7
Average GVA per employee per annum in Chesterfield Borough (Source: Dec20 Midlands Engine Master Spreadsheet)	£46,462	£46,462	£46,462
Total additional GVA per annum based on additional employment, taking into account leakage, displacement, deadweight and multipliers. (Jobs potential x Average GVA per employee)	£1,879,058	£895,433	£2,774,491
<i>Decimals are rounded</i>			

12.5 Return on Investment from the Additional Employment Created at Site

Below we have estimated return on investment per annum for the project based on the additional employment GVA.

$$\text{Return on Investment} = (\text{Additional GVA} - \text{Investment}) / \text{Investment}$$

Return on Investment – over a Ten-Year Period	
GVA per annum	£2,774,491
Total GVA over 10 years	£27,744,910
Investment – Towns Fund	£2,853,000
ROI per £1 of investment over a ten-year period = (GVA over 10 years – Town Fund Investment)/ Towns Fund Investment	(£27,744,910-£2,853,000)/ £2,853,000 = £8.72

12.6 Summary – Employment and Associated GVA and Return on Investment

In terms of the potential GVA from the additional employment at the Staveley Town Basin Site, we can assume that:

For every £1 invested from the Towns Fund the Return on Investment over 10 years will be £8.72 for the local Chesterfield economy.

13.0 Additional Tourism Impacts from the Development

Whilst job creation will be a key economic driver for this project, it is worth noting that the additional visitors and tourists that the investment will generate will bring with them an increased visitor spend to the local Chesterfield Borough Council area.

For example, research from the Ramblers Association shows that national trails are major assets to the tourist industry:

- As a result of trips to England’s coastal paths over £379 million is spent in the national economy of which £351 million benefits local coastal economies (ICF, Sustrans etc 2019)
- Anecdotal evidence from some of the more remote businesses along the Pennine Way suggest that 50% or more of their business is related to the trail (Natural England, 2017)
- The Wales Coast Path is worth £32 million to the economy (Reconomics, 2014).

Source:<https://www.ramblers.org.uk/advice/facts-and-stats-about-walking.aspx>

Visit Britain reports that average spend per head on a 3hr+ Leisure Day Visit in 2019 was £35 (*Note: A Leisure Day Visit last 3 hours+ (including travel) and can include going for a meal, undertaking outdoor leisure such as: walks and cycling, going to events and ‘special’ shopping for items you do not regularly buy*).

If the Staveley Basin development can attract people to the area, encourage them to spend in the retail or café businesses, visit the local town centre or surrounding areas then additional spend will be generated in the local area. The table shows the potential spend for the local area associated with attracting varying percentages of additional visitors. Spend figures are based on the Visit Britain figure of £35 per head.

Additional Visitor Spend – Across a range of visitor numbers					
Total visitor numbers to the site per annum by year 10 - based on the visitor analysis	140,000	140,000	140,000	140,000	140,000
% of these visitors who are encouraged to take a 3hr+ leisure visit to the area as a result of the Staveley Town Basin development	10%	20%	30%	40%	50%
Number of visitors per annum	14,000	28,000	42,000	56,000	70,000
Additional spend per annum from these visitors, assuming average spend £35	£490,000	£980,000	£1,470,000	£1,960,000	£2,450,000
<i>Based on Visit Britain reports that average spend per head on a 3hr+ Leisure Day Visit in 2019 was £35</i>					

However, not all of this spend will stay in the local area, there will be additional multipliers through the economy, and we must account for reduced spend elsewhere. To account for this, various factors must be applied as can be seen in the table below:

Factor	Description	Impact
Multiplier Effects	The further economic activity (jobs, expenditure, or income) associated.	1.33
Deadweight	The outputs that would have occurred without the intervention.	7.5%
Displacement	The proportion of intervention outputs accounted for by reduced outputs elsewhere in the target area. Here we are assuming that the target area is the district of Chesterfield.	38.7%
Leakage	Proportion of outputs that benefit those outside of the intervention's target area or group.	14.1%
1.33 x (1-0.075) x (1-0.387) x (1-0.141) = Overall Factor to be Applied		0.65
Based on BIS/CEA guidance for 'regeneration through physical infrastructure' at a sub-regional level		

The table below applies this factor of 0.65 to the projected additional spend.

Additional Visitor Spend – Across a range of visitor numbers					
Total maximum potential visitors attracted to the site, based on the visitor analysis	140,000	140,000	140,000	140,000	140,000
% of these visitors who are encouraged to take a 3hr+ leisure visit to the area as a result of the Staveley Town Basin development	10%	20%	30%	40%	50%
Number of visitors per annum	14,000	28,000	42,000	56,000	70,000
Additional spend per annum from visitors, assuming average spend of £35	£490,000	£980,000	£1,470,000	£1,960,000	£2,450,000
Applying Factor	0.65	0.65	0.65	0.65	0.65
Additional spend for the local Chesterfield Economy once the multipliers, deadweight, displacement and leakage have been applied - per annum	£318,500	£637,000	£955,500	£1,274,000	£1,592,500
10 year additional spend for the local Chesterfield Economy once the multipliers, deadweight, displacement and leakage have been applied	£3,185,000	£6,370,000	£9,555,000	£12,740,000	£15,925,000

It is possible to get an idea as to the numbers of jobs this additional spend might create in the local economy. Research from Deloitte suggests that a new full time equivalent tourism job is created with every £58,000* increase in tourism revenue. *Source: Tourism: jobs and growth, VisitBritain / Deloitte, 2013 *adjusted for inflation since 2013 (Tourism Alliance 2019).*

We have applied this figure to the annual additional spend to calculate the potential additional jobs this visitor spend could support in the local economy.

Additional Visitor Spend – Across a range of visitor numbers					
Number of visitors who are encouraged to take a 3hr+ leisure visit to the area as a result of the Staveley Town Basin development	14,000	28,000	42,000	56,000	70,000
Additional Spend from visitors, assuming average spend £35	£490,000	£980,000	£1,470,000	£1,960,000	£2,450,000
Additional Spend from visitors, assuming average spend £35 after factors applied (0.65)	£318,500	£637,000	£955,500	£1,274,000	£1,592,500
Additional visitor spend needed to create an additional job	£58,000	£58,000	£58,000	£58,000	£58,000
New jobs sustained per annum as a result of the Staveley Basin Development in the local tourist economy	5 jobs supported per annum	11 jobs supported per annum	16 jobs supported per annum	22 jobs supported per annum	27 jobs supported per annum

13.1 Summary

The economic benefits for the local area as a result of increased tourism spend is very much dependant on the numbers of visitors who can be encouraged to extend their trip to visit and use local shops, cafes and restaurants etc.

If we assume that 30% of estimated visitors to Staveley Basin can be attracted to spend more than three hours in the local area as a result of the investment, then this has the potential to generate over £950,000 per annum for the local economy. This additional visitor spending could support 16 jobs in the local tourism sector.

14.0 Risks

In this section we have undertaken a risk analysis, identifying the economic and financial risks attached to the future operation of the Hub, the impact and likelihood of each risk and identifying mitigation measures. Note, this table does not consider capital risks.

Risks, Constraints and Dependencies				
Issue	Details	Mitigation	Level of Impact	Level of Risk
Lack of demand for new office/ workshop units	Low take-up leads to empty units and lack of revenue	Good marketing campaign, linked to existing success of Markham Vale. Reasonable rents and terms for businesses	High	Low Based on positive demand for Markham Vale
Low footfall makes café and retail unviable	Could lead to an empty unit/s on the site	Units designed to allow them to be easily re-purposed as office/ workshop space should demand be low – experience has been gained on this from Markham Vale	Medium	Medium
Lack of interest from café operators	Could be left with an empty unit	Early discussions to take place with potential operators to establish levels of interest and tailor designs to meet the needs of the operators	Medium	Medium
Lack of interest from retail operators	Could be left with an empty unit	Early discussions to take place with potential operators to establish levels of interest and tailor designs to meet the needs of the operators	Medium Units could be repurposed as office/ workshop if needed	High Given the unknown impact of Covid-19 on the retail sector
Lack of demand for employment/ tourism land	Left with empty space on site	Good marketing campaign, linked to existing success of Markham Vale	Low Land could remain as it is until a potential use is found	Medium
Lack of demand for moorings/ pontoons	Left with empty moorings and no boats to improve visitor offer	Charge a nominal fee to moor	Low	Low
Financial Sustainability	There is a need for the centre to deliver a sustainable business model for DCC	Detailed financial modelling has been undertaken to ensure that the centre is financially viable in the long term. Joint management with other locations will reduce operating costs	High	Low
Loss of key staff	Key staff have developed strong partner relations over time	We will allow long hand over periods with any staff leaving	Medium	Medium

Key: Red= High Risk, Orange = Medium Risk, Green = Low Risk



Appendix 1

Offices and Business Centres in the Local Area

Offices close to Staveley Waterside Available to Rent

These properties are listed on local property agent websites as being available for rent, and help to demonstrate the existing market of vacancies.

Office	Address	Offer	Size	Price	Price per sq. ft pa
Swift House	High Street, Staveley, S43	Commercial property, formerly a multi-tenanted space, this business centre is a self-contained suite of offices/rooms. A detached two-storey building, the property would suit a company with up to 10 people. The flexible space includes 24-hour access, and the downstairs area could be used as storage as it is complete with a separate access door. The upstairs has an open plan office, a shower room and toilet and a small kitchen area. The building has two allocated car parking spaces. Available as a serviced office or leased.	570 sq. ft	From £4,400pa	£7.72
Unit 2	Barnfield Close, Staveley S43	Self-contained office accommodation adjacent to Morrisons Superstore. The property comprises a two-storey end of terraced office accommodation; the elevations incorporate a single-glazed aluminium framed shop frontage. Surrounding occupiers include a number of independent retailers and the property offers direct access to Staveley high street via a walkway.	800 sq ft	£6,750 per annum	£8.44
Prospect House	Colliery Close, Staveley S43 3QE	Prospect House is situated on Ireland Business Park, two miles from the M1, and is located in an extensive amenity area, Pools Brook County Park, with walks, fishing lakes and nature reserves.	Unit 12: 1,152 sq ft Unit 13: 764 sq ft	Unit 12: £10,500 pa Unit 13: £7,000 pa	£9.15

Offices close to Staveley Waterside Available to Rent

These properties are listed on local property agent websites as being available for rent, and help to demonstrate the existing market of vacancies.

Office	Address	Offer	Size	Price	Price per sq. ft pa
		The property consists of a large office suite located in a popular business park boasting ample free parking. Other key features include geothermal heating/cooling, lift, communal kitchen, toilet facilities and a shower on each floor.			
High Street	Staveley S43 3UU	<p>Town centre office accommodation in prominent, pedestrianised, high street retail location. The property was previously converted into good quality town centre office accommodation, occupied and used previously by Staveley Town Council as a town centre community and administrative office which has recently relocated back to Staveley Hall after refurbishment.</p> <p>The property was the former home of Staveley Town Council, who relocated back to Staveley Hall in 2020.</p>	874 sq ft	£9,000pa	£10.30
Renishaw Business Park	Renishaw S21 3WY	<p>Serviced offices/ private offices/ coworking spaces in Renishaw, just to the north of Staveley. The work centre has three private rooms available for short or long term lease; each office unit is secure, furnished, and includes parking, a shower, kitchen, bike racks and 24 hour access.</p> <p>The office space is unique and modern, located in a very quiet area. Situated in Renishaw Trading Estate, close to the M1, tenants can benefit from a</p>	From 130 sq ft to 237 sq ft	From £50pw to £100pw	£20.12

Offices close to Staveley Waterside Available to Rent

These properties are listed on local property agent websites as being available for rent, and help to demonstrate the existing market of vacancies.

Office	Address	Offer	Size	Price	Price per sq. ft pa
		<p>fitness centre next door, local restaurants, and local access to walking and cycling routes as Renishaw also lies on the Transpennine Way.</p> <p>Services such as cleaning, facilities maintenance, security and telecoms are included in a monthly charge. The premises is offered on a flexible lease.</p>			
Renishaw Business Park	Renishaw S21 3WY	<p>Brand new, very modern speculative build in Renishaw within an existing business community including a builder and architect on the same site.</p> <p>The tenant will be responsible for indoor furnishings, but the building will be finished to a high specification. Access to cycling and running countryside tracks.</p>	3,600 sq ft across two floors	From £3,100pcm	£10.33
Average					£11.01

<p align="center">Office Developments in Staveley <i>Below we have set out office developments in the local area</i></p>					
Office	Address	Offer	Size	Price	Price per sq ft
Staveley Hall Offices	Staveley S43 3TN	Office development within the fully refurbished and upgraded Staveley Hall. Onsite parking within maintained landscaped grounds. The units are available to let on easy-in easy-out terms within a minimum of six months initially. Currently occupied by Staveley Town Council.	278 to 437 sq ft	£5,560pa to £8,740pa	£20.00
Devonshire Business Centre	Works Road, Hollingwood S43 2PT	Small offices and small light manufacturing workshops. Easy in easy out terms.	300 to 460 sq ft	Not available	/
Clocktower Business Centre	Works Road, Hollingwood S43 2PE	Managed workspace owned by Chesterfield Borough Council; ideal for start-ups and small businesses. Easy in/out terms. Ground floor rooms are best suited to storage type uses as there are vents rather than windows, but office use is possible.	126 sq ft to 346 sq ft	£2,026 pa (for 346 sq ft)	£5.86

Business Centres				
<i>Business Centres in the local area have been identified through property agent websites and via desktop research. These premises typically include a number of business services complementing the accommodation offer.</i>				
Office	Address	Office	Size	Price per Sqft
Markham Vale Environment Centre	Duckmanton, Chesterfield S44 5HY	The Environment Centre is a purpose-built, non-residential conference and meeting venue for training sessions, presentations, or meetings with three rooms. The Centre is easy to reach from the M1 and has ample free car parking on site as well as disabled access and facilities. Owned by Derbyshire County Council, the modern flagship business centre has 17 fully occupied units and 3 offices, all of which are let to small businesses. The Centre sits within Markham Vale, an enterprise zone offering warehouse and industrial space. The centre has free Wi-Fi and boasts green credentials including solar panels and rainwater harvesting. There is outdoor seating with picnic benches situated around garden areas.	A range of sizes from 500sqft to over 2,000 sqft	£13.50
Tapton Park Innovation Centre	Tapton, Chesterfield S41 0TZ	Purpose-built centre for innovative companies seeking prestigious, secure, serviced accommodation on flexible terms. Key features include: superfast internet and a telephony service. There are also onsite meeting and conference rooms for hire. The centre was built by Chesterfield Borough Council to provide modern high-specification workspace and in-house support services to attract new innovative businesses to the Chesterfield area. The leases have 'easy in/easy out' terms. The centre includes Rent-A-Desk facilities.	212 sq ft to 420 sq ft	£24.40
Dunston Innovation Centre	Chesterfield S41 8NG	Also built by Chesterfield Borough Council to provide services to new innovative businesses, the site comprises furnished office areas with access to a range of shared services. There are also meeting and conference rooms available to hire. Rent-A-Desk units are available for £200 per month, with virtual offices at £50 per month.	294 sq ft to 1,357 sq ft	£19.87
University of Derby Innovation Centre	Chesterfield S41 7LL	High-specification incubation units for growing businesses. New businesses can pay stepped rental charges and get a range of business support services to set them on their way. Incubation units are targeted at engineering and medical engineering facilities. The centre has a shared kitchen.	122 to 291 sq ft units	£17.96

Staveley Town Basin: Built Development Phase 1: Economic Assessment

Eckington Business Centre	Market Street, Eckington, S21 4JH	Modern purpose built Business Centre across two locations in Eckington with affordable, managed, and secure office space. The units are offered on 'easy in, easy out' terms. Hot desking, and quality meeting space. A social café. Free onsite parking and a reception service are available. Close to Junction 30 of the M1.	147 sq ft	Not available
Barlborough Links Business Centre	Midland Way S43 4FR	Various offices, both serviced and not. Onsite parking. Surrounded with amenities such as coffee shops and takeaways. Close to Junction 30 of the M1.	386 sq ft – 7,086 sq ft	Not available
Average				£18.93



Appendix 2

Cafes in the Local Area

Cafés within 1 Mile of Staveley Waterside

Cafés within Circa 1 mile of Staveley Waterside				
Name	Distance from Site	Offer	Opening Times	Price Range
Staveley Hall Cafe (The Stables Café)	0.1 miles	Sits within Staveley Hall, a wedding venue with function rooms, a café and business rental facilities. Marketed as being "perfectly placed to enjoy local amenities and Poolsbrook County Park". Seating area within Staveley Hall. Serves pastries, sandwiches, breakfasts and drinks.	Monday to Friday: 8am-4pm Saturday: 9am-2pm Sunday: Closed	Sandwiches £2-3, Specials £4, Drinks £1-2
Jay Jay's Deli	0.2 miles	Deli café. Traditional high street takeaway, no seating area, run down. Serves breakfasts, sandwiches, toasties, paninis, burgers, jacket potatoes, drinks.	Monday-Friday: 8:30am-1pm Saturday-Sunday: Closed	Sandwiches £2-4, Drinks £1-2
Morrisons Café	0.3 miles	Café within Morrisons supermarket. Full menu offering breakfasts, mains, a 'kids' menu, as well as Afternoon Tea for 2.	Monday-Saturday: 8am-7pm Sunday: 9:30am-4pm	Breakfast £1-6, Mains £4-£5.50
The Pantry	0.3 miles	Located opposite Morrisons, selection of foods including breakfasts, pies, quiches, and homemade pastries. Traditional fare, classic English dishes.	Monday-Friday: 8:30am-3pm Saturday: 8:30am-2pm Sunday: Closed	/
The Home Maid's Café	0.4 miles	Traditional food including pies and paninis served from a mobile catering 'burger' van. Sandwiches, jacket potatoes and hot dinners.	Monday-Friday: 6am-2pm Saturday: 6am-12am Sunday: Closed	Dinners £2.50-4, Drinks 70p-£1.10
Cee Dees	0.3 miles	Run down takeaway/sandwich shop.	Monday-Friday: 7:30am-2pm Saturday: 7:30am-2pm Sunday:	/

Cafés within Circa 1 mile of Staveley Waterside				
Name	Distance from Site	Offer	Opening Times	Price Range
			10:30am-12:30am	
Spoilt for Choice	0.3 miles	Serves hot and cold sandwiches, jacket potatoes, paninis and breakfasts, and some homemade tray bakes.	Monday-Friday: 8am-3pm Saturday: 8am-1:30pm Sunday: Closed	Food: £2-4 Drinks: £1-2
Coffee Stop (The Friends of Poolsbrook Country Park Café) (Poolsbrook Valley Park Café)	0.8 miles	More upmarket café with vegetarian and vegan options, as well as a variety of homemade cakes. Offers a kiosk service to users of the Country Park, as well as indoor seating and a large outdoor seating area adjacent to the children's play area.	Monday-Friday: 10am-4pm Saturday: 8:30am-4pm Sunday: 10am-4pm Reduced hours in winter	Sandwiches £2 - £5 Drinks £2 - £3.50
Barrow Hill Engine Shed (Barrow Hill Roundhouse)	1.2 miles	The café serves a range of hot and cold foods and drinks. Full breakfasts and healthy salads. Snacks and Cakes.	March – Dec Mon – Fri Closed Sat - 10am – 3pm Sun – 10am – 2.30pm	N/A
Hollingwood Hub (Katey's Coffee Shop)	1.1 miles	Offers a variety of drinks, sandwiches, light meals, ice creams and a selection of cakes	9.30am – 4pm	Drinks: £1-£2.20 Cakes: £2.20



Appendix 3

Food and Beverage Offer along the Canal Towpath

Food and Beverage Offer along the Route of the Chesterfield Canal Towpath

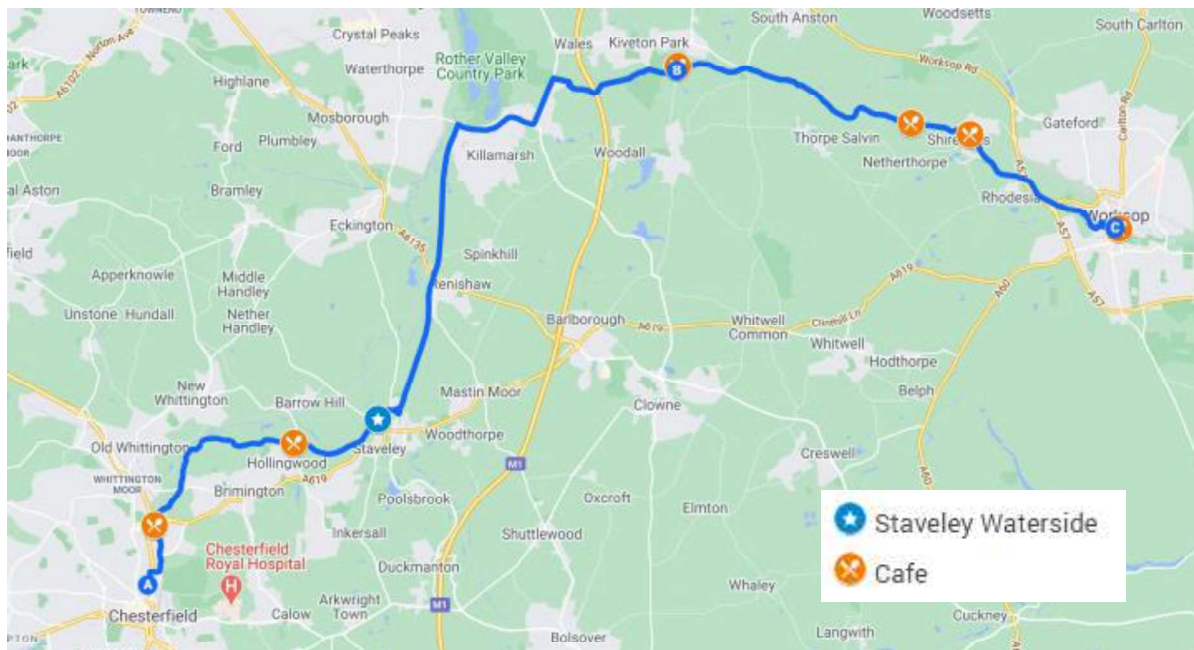
Refreshments along the Chesterfield Canal Towpath

The map below illustrates cafes/ refreshment spots along the Chesterfield Canal towpath between Chesterfield (A) and Worksop (C). There are cafes in Chesterfield, Hollingwood, Kiveton Park, Shireoaks and Worksop:

- Tapton Lock Visitor Centre, Chesterfield
- Katey's Coffee Shop, Hollingwood
- The Reel Café, Kiveton Park
- Orchard Teas, Shireoaks
- Laura's Café, Shireoaks – CLOSED
- Cuckoo Wharf Coffee Shop, Worksop.

With the exception of the Hollingwood to Kiveton Park stretch of the Canal, cafes are fairly regularly spaced along the route. This suggests that there is potentially capacity for an additional café on this stretch of the path.

The Staveley Basin would make a sensible location, catering for walkers and cyclists on this part of the Chesterfield Canal Towpath Route.



The café offers along the towpath vary from quaint, picturesque tearooms (such as Orchard Teas), to functional add-on services, such as at the Tapton Lock Visitor Centre. The Reel Café is a purpose-built facility catering for anglers at Kiveton Waters. More details are included over the page.

The cafes along the Canal Towpath Route are:

Katey's Coffee Shop



This café, in the Canal Trust's Hollingwood House, doubles as an information centre and shop and is four miles along the canal from Chesterfield.

The café is open Monday-Sunday: 9:30am-4pm. Drinks: £1-£2.20 Cakes: £2.20.

Tapton Lock Visitor Centre

Run by Derbyshire County Council, the visitor centre is the only one on the Chesterfield canal and offers: information; crafts and events; maps, leaflets, and books; boat licences; snacks, hot drinks and cold drinks; and mobility scooters loan.



The Centre is one of the bases for the Derbyshire Countryside Ranger Service and the embarkation point for the John Varley II, one of the Chesterfield Canal Trust's passenger trip boats. The boat trips are organised by volunteers on Sundays and Bank Holiday Mondays through the summer months. The Centre is open daily between 10am and 4pm (closed for lunch from 1pm to 1:45pm Monday-Friday).

The Reel Café, Kiveton Park



This is a local family run business at Kiveton Waters, offering freshly cooked food and indoor refreshments. Kiveton Waters is a commercial fishery for match and pleasure anglers, featuring 3 purpose-built lakes.

There are good facilities including toilets and a number of easily accessible fishing pegs. The small Reel Café sells hot and cold drinks, light meals and snacks.

Orchard Teas, Shireoaks



Located on a tranquil stretch of the Chesterfield Canal, the tearoom serves drinks and ice creams for residents and walkers. There is no parking, but visitors can walk from Kiveton Park station, or up the canal from Shireoaks. The café includes a serving kiosk, as well as a tearoom to sit in (pictured). The café is open From March to October.

The café is located in Turnerwood, a hamlet on the Chesterfield Canal. The tearooms are typically open from 11:15am until between 5pm and 6pm on Saturday/Sunday, until 4pm Monday-Friday (but shut on Thursday).



Cuckoo Wharf Coffee Shop, Worksop

This is a new coffee shop in Workshop aside the canal, with free parking for customers. Decorated in industrial style, the coffee shop serves a simple menu using local ingredients where possible, including afternoon tea and cakes.



The café sits on the ground floor of Wharf House, which also contains





Appendix 4

Restaurants and Cafes to Rent/For Sale in the Local Area

Staveley Town Basin: Built Development Phase 1: Economic Assessment

Restaurants and Cafes available to buy/ rent in the local area					
Location		Covers	Leasehold or freehold	Turnover per annum	Opening
Chesterfield		22	Freehold	£57,200	5 days a week
Retford, Nottinghamshire Adjacent to the Chesterfield Canal		42 inside 40 outside (additional space for private parties)	Leasehold	£147,000	7 days a week
Clowne, Derbyshire		40 inside 30 outside	Leasehold	£120,000	Daytime 5 days a week – wed – Sun
Bakewell, Derbyshire Short distance to the Monsal Trail, popular market town		22	Leasehold	£82,500 (net profits £30,000+)	Not available

Staveley Town Basin: Built Development Phase 1: Economic Assessment

Restaurants and Cafes available to buy/ rent in the local area					
Location		Covers	Leasehold or freehold	Turnover per annum	Opening
Chesterfield Prominent corner retail position amidst a variety of retail businesses.		52	Leasehold (Rent: £2,500 per month)	£156,000	9am-4pm Monday to Wednesday, 9am-5pm Thursday to Saturday.
Hope Valley, Derbyshire Peak District location, ideal for walkers, campers, cyclists.		60	Leasehold (Rent: £1,000 per month)	£83,200	Not available
Average		40 (inside)		£108,000	



Appendix 5

Target Occupancy and Income Profile



Appendix 6

Income and Expenditure Projections



Appendix 7

Sensitivity Analysis



Modelled Staveley Town Basin Hub - 75% occupancy

	Year 1			Year 2			Year 3			Year 4					
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
<i>Operator</i>															
Anticipated Rental Income	£28,139	£28,139	£28,139	£28,139	£112,556	£28,139	£28,139	£28,139	£28,139	£112,556	£28,139	£28,139	£28,139	£28,139	£112,556
Service Charges	£18,050	£18,050	£18,050	£18,050	£72,200	£18,050	£18,050	£18,050	£18,050	£72,200	£18,050	£18,050	£18,050	£18,050	£72,200
Empty Business Rates (est)	£1,532	£1,532	£1,532	£1,532	£6,128	£1,532	£1,532	£1,532	£1,532	£6,128	£1,532	£1,532	£1,532	£1,532	£6,128
Funds available to Economic Business Support Activities	£8,557	£8,557	£8,557	£8,557	£34,228	£8,557	£8,557	£8,557	£8,557	£34,228	£8,557	£8,557	£8,557	£8,557	£34,228

Modelled Staveley Town Basin Hub - 50% occupancy

	Year 1			Year 2			Year 3			Year 4					
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
<i>Operator</i>															
Anticipated Rental Income	£20,844	£20,844	£20,844	£20,844	£83,375	£20,844	£20,844	£20,844	£20,844	£83,375	£20,844	£20,844	£20,844	£20,844	£83,375
Service Charges	£18,050	£18,050	£18,050	£18,050	£72,200	£18,050	£18,050	£18,050	£18,050	£72,200	£18,050	£18,050	£18,050	£18,050	£72,200
Empty Business Rates (est)	£3,064	£3,064	£3,064	£3,064	£12,256	£3,064	£3,064	£3,064	£3,064	£12,256	£3,064	£3,064	£3,064	£3,064	£12,256
Reduced Landscaping/site maintenance	-£2,125	-£2,125	-£2,125	-£2,125	-£8,500	-£2,125	-£2,125	-£2,125	-£2,125	-£8,500	-£2,125	-£2,125	-£2,125	-£2,125	-£8,500
Funds available to Economic Business Support Activities	£1,855	£1,855	£1,855	£1,855	£7,419	£1,855	£1,855	£1,855	£1,855	£7,419	£1,855	£1,855	£1,855	£1,855	£7,419

	Year 1			Year 2			Year 3			Year 4					
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
<i>Operator</i>															
Anticipated Rental Income	£37,519	£37,519	£37,519	£37,519	£150,075	£37,519	£37,519	£37,519	£37,519	£150,075	£37,519	£37,519	£37,519	£37,519	£150,075
Service Charges	£18,050	£18,050	£18,050	£18,050	£72,200	£18,050	£18,050	£18,050	£18,050	£72,200	£18,050	£18,050	£18,050	£18,050	£72,200
Empty Business Rates (est)	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Funds available to Economic Business Support Activities	£19,469	£19,469	£19,469	£19,469	£77,875	£19,469	£19,469	£19,469	£19,469	£77,875	£19,469	£19,469	£19,469	£19,469	£77,875



Staveley Town Basin Hub

Communal Space	Gross Income Potential	£Per ft ²	Sq. Ft	Year 1				Year 2				Year 3				Year 4							
				Total				Total				Total				Total							
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Office 1	14.5	1250	500	£4,531	£4,531	£4,531	£4,531	£18,125	£4,531	£4,531	£4,531	£4,531	£18,125	£4,531	£4,531	£4,531	£4,531	£18,125	£4,531	£4,531	£4,531	£4,531	£18,125
Office 2	14.5	1500	1000	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750
Office 3	14.5	1250	500	£4,531	£4,531	£4,531	£4,531	£18,125	£4,531	£4,531	£4,531	£4,531	£18,125	£4,531	£4,531	£4,531	£4,531	£18,125	£4,531	£4,531	£4,531	£4,531	£18,125
Office 4	14.5	1500	1000	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750
Café	14.5	2500	1200	£9,063	£9,063	£9,063	£9,063	£36,250	£9,063	£9,063	£9,063	£9,063	£36,250	£9,063	£9,063	£9,063	£9,063	£36,250	£9,063	£9,063	£9,063	£9,063	£36,250
Unit 2	14.5	1500	1000	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750	£5,438	£5,438	£5,438	£5,438	£21,750
Unit 3	14.5	1000	500	£3,625	£3,625	£3,625	£3,625	£14,500	£3,625	£3,625	£3,625	£3,625	£14,500	£3,625	£3,625	£3,625	£3,625	£14,500	£3,625	£3,625	£3,625	£3,625	£14,500
Unit 4	14.5	1000	500	£3,625	£3,625	£3,625	£3,625	£14,500	£3,625	£3,625	£3,625	£3,625	£14,500	£3,625	£3,625	£3,625	£3,625	£14,500	£3,625	£3,625	£3,625	£3,625	£14,500
Maximum Rental Income (100% occupancy)				£41,688	£41,688	£41,688	£41,688	£166,750	£41,688	£41,688	£41,688	£41,688	£166,750	£41,688	£41,688	£41,688	£41,688	£166,750	£41,688	£41,688	£41,688	£41,688	£166,750
Occupancy:																							
Gross Income Achieved (average 76% occupancy)				£31,266	£31,266	£31,266	£31,266	£125,066	£31,266	£31,266	£31,266	£31,266	£125,066	£31,266	£31,266	£31,266	£31,266	£125,066	£31,266	£31,266	£31,266	£31,266	£125,066
with 10% inducements/bad debt				£28,139	£28,139	£28,139	£28,139	£112,556	£28,139	£28,139	£28,139	£28,139	£112,556	£28,139	£28,139	£28,139	£28,139	£112,556	£28,139	£28,139	£28,139	£28,139	£112,556



Staveley Town Basin Hub
Service Charge:

	Year 1				Year 2				Year 3				Year 4							
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Electricity	10000	2,500	2,500	2,500	10,000	2,500	2,500	2,500	2,500	10,000	2,500	2,500	2,500	2,500	10,000	2,500	2,500	2,500	2,500	10,000
Water	1000	250	250	250	1,000	250	250	250	250	1,000	250	250	250	250	1,000	250	250	250	250	1,000
Window Cleaning	800	200	200	200	800	200	200	200	200	800	200	200	200	200	800	200	200	200	200	800
Premises Repair and maintenance	5000	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000
Rates for communal areas	5000	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000
Cleaning	5000	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000
Security and CCTV	20000	5,000	5,000	5,000	20,000	5,000	5,000	5,000	5,000	20,000	5,000	5,000	5,000	5,000	20,000	5,000	5,000	5,000	5,000	20,000
Alarm	400	100	100	100	400	100	100	100	100	400	100	100	100	100	400	100	100	100	100	400
Waste Disposal	3000	750	750	750	3,000	750	750	750	750	3,000	750	750	750	750	3,000	750	750	750	750	3,000
Ground maintenance	2000	500	500	500	2,000	500	500	500	500	2,000	500	500	500	500	2,000	500	500	500	500	2,000
Landscaping Maintenance	5000	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000
Water Maintenance	10000	2,500	2,500	2,500	10,000	2,500	2,500	2,500	2,500	10,000	2,500	2,500	2,500	2,500	10,000	2,500	2,500	2,500	2,500	10,000
Property Insurance	5000	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000	1,250	1,250	1,250	1,250	5,000
		18,050	18,050	18,050	72,200	18,050	18,050	18,050	18,050	72,200	18,050	18,050	18,050	18,050	72,200	18,050	18,050	18,050	18,050	72,200



Appendix 2

Draft Cost Plan Estimate

Cost estimate build up for STB Marina, Commercial Letting and Office space - road and utilities with detailed consent based upon sole use of existing Eckington Road Basin Access
 (Assuming suitable close proximity free deposition location can be found for overburden soils)
 (Assumes NO road or utility infrastructure provided within other development sites)

Civil Engineering Works:		Budget Estimate assuming whole site costing (returns on pro rata area basis)		£	
		rate/m3	totals	sub totals	
Construction	m3				
Main Access road	1800	5	9,000.00		
Marina moorings access road	550	5	2,750.00		
Slip way access	350	5	1,750.00		
General excavation, soiling strip, handling and replacement incl seeding			15,000.00		
Importation of capping materials to road formation	1800+900m3 x 12		32,400.00		
Install of timber bollards to Event space	100	25	2,500.00		
Soiling, seeding, landscape planning	sum		25,000.00		
Off site disposal of excavated spoil	3000	10	30,000.00		
Knee rail fencing	150	30	4,500.00		
Infrastructure and general site					
Sub total					122,900.00
Roads incl highway drains	m2	rate/m2			
Main Access road	1800	100	180,000.00		
Marina moorings access road	550	70	38,500.00		
Slip way access	350	60	21,000.00		
Car parking	1550	50	77,500.00		
Sub total					317,000.00
Footways incl kerbing					
Main Access road	400	35	14,000.00		
Marina access road, parking and footpath edgings	2000	15	30,000.00		
Signage fencing / bollards / counters/ lines / barriers & gates etc			30,000.00		
Seating, picnic tables, bins etc			10,000.00		
Street, car park and moorings lighting			45,000.00		
Timber Field gate	400	400	400.00		
Sub total					129,400.00
Sewers SW	m	rate/m			
Main Access road	150	60	7,800.00		
Chambers	3	1800	5,400.00		
	1	3000	3,000.00		
Sewers Foul	m	rate/m			
Main Access road	70	50	3,500.00		
	55	50	2,750.00		
Chambers	2	1800	3,600.00		
	1	4400	4,400.00		
	1	1800	1,800.00		
Suds based drainage for car parking	500	50	25,000.00		
Drainage connections from Suds	200	15	3,000.00		
Path surfacings	2500	12	30,000.00		
Main Utilities (assumes no off-site reinforcement)					90,250.00
Water (new mains connection - 180m to Eck Rd - Hall lane)			65,000.00		
Electricity (incl. Sub station plus HV and LV cabling)			100,000.00		
Gas (new mains connection most likely to Hall lane MP main)			65,000.00		
Telecoms (Ducting & boxes plus fibre and copper cabling options)			25,000.00		
Legals + Connections in existing highways (permits and traffic management)			20,000.00		
Provision of 4 nr electric car charging points			10,000.00		
					285,000.00
Measured Civil Engineering Works Total					944,550.00
Add for Contractors site accommodation/ insurances etc @10%					94,455.00
Sub Total Civil Engineering works contract cost (contractors total)					1,039,005.00
Tourism/Community Hub incl Caf6 / Office / Workshop Units					
2 storey Steel frame / steel clad with aspect windows toward basin	m2	rate/m2			
Contractors site accommodation, preliminaries and insurance for building contract	sum		120,000.00		
Building construction and general fit out (incl lift to 2nd storey for disabled access), kitchen and office space fit outs	1115	930	1,036,850.00		
Internal commercial grade flooring	1115	32	35,680.00		
Resin bound surfacing to external areas	775	26	20,150.00		
Building drainage and utility connections	sum		35,000.00		
Independent Testing and inspections to verify building regs compliance	sum		80,000.00		
Land purchase N/A		nil			
General planning items (incl above)	sum	nil			
Detailed planning and building regs fees			20,000.00		
Sub Total building construction					1,347,780.00
Marina and hardstanding preparation works					
Pontoon incl chains, slide posts and ramps.	m	rate/m			
9'25m pontoon decks	225	375	84,375.00		
Private water/electricity feeds	450	10	4,500.00		
Water / electricity points incl. connections	20	750	15,000.00		
Sub Total cost - Lockhouse & Marina fit out					103,875.00
					1,451,655.00
Total CONSTRUCTION costs					2,490,660.00
Fees & other costs: % of works cost where advised.					
Planning related items:					25,000.00
Preparation of concept design / public consultations					
Preparation of planning submission - outline consent					
Preparation of planning submission detailed items					
Flood Risk Assessment and reporting					
Ecological Surveys and reporting					
Topographical Survey					
Sewer Survey					
Archaeological survey					
Traffic Impact assessment and reporting					
Preparation of Travel Plan					
Development items:					
Detailed Engineering / Civils Design @2% (before confirmation of grant)					49,813.20
Detailed Engineering / Civils Design and supervision @8% (after confirmation of grant) includes: Development of concept design into detailed layout designs					199,252.80
Detailed Highway / Drainage and utilities Design, tender, assessment and award					
Doc. Prep.n, tender, review, award, supervision of development construction phase					
SW and foul Sewer design incl modelling of surface and foul flows / storage req.					
Landscape design					
Detailed Planning, & Highways Inspection fees					20,000.00
Surface water drainage consent / dischargefee					2,700.00
Architect fees for design & supervision incl navigation to contractor @15% of building costs					188,689.20
Art @ 1%					13,477.80
Supervision of building construction phase incl H&S / Surveys as Built Plans etc @1%					13,477.80
Sub total of fees and costs					512,410.80
GRAND TOTAL (works plus fees/costs)					3,003,070.80
Add in Non grant eligible costs @					
Project Total (Access, parking, tourism hub, marina and hardstandings)					3,003,070.80
Note: RDPE					
Max Grant = 80% of works, Max admin = 15% of eligible costs					

Plus land 250000
£3,253,070.80
 deduct land -250000
 DCC contrib -150000
£2,853,070.80