

Town Centre Events and Activities Consultancy



Project Overview

Chesterfield Borough Council commissioned V4 Services to develop a more coordinated and impactful events programme for the town centre.

While the town benefits from well-established events, activity was being delivered in isolation, limiting overall impact.

The ambition was to:

- Increase footfall and dwell time
- Strengthen the town centre economy
- Better utilise public spaces
- Attract new and more diverse audiences
- Position Chesterfield as a distinctive destination

This required a shift towards a coordinated, year-round programme aligned to regeneration and economic priorities.

The Commission

V4 Services led the development of a place-based approach to event programming, community engagement, and economic activation.

This included:

- Designing a place-based events strategy
- Developing a year-round seasonal programme
- Aligning events with economic and regeneration objectives
- Creating a framework for stakeholder collaboration
- Supporting local business engagement
- Identifying commercial and sponsorship opportunities

V4 Approach

Place Insight & Positioning

Understanding Chesterfield's identity, assets, and competitive position to shape a distinctive and deliverable programme.

Community Co-Design

Engagement across residents, businesses, and young people to ensure the programme reflects real needs and demand.

Programme Development

Creation of a balanced programme including:

- High-footfall anchor events
- Community-led activity
- Cultural and seasonal programming
- Evening economy activation

Economic Impact Focus

Ensuring events are designed to:

- Increase dwell time
- Drive spend in local businesses
- Attract new visitors
- Support traders and markets

Delivery & Evaluation Framework

Development of a practical delivery model including:

- Programme coordination
- Partnership approach
- Market engagement (EOI / operators)
- KPI framework linked to footfall, engagement, and economic impact

Outcomes & Impact

Strategic Direction

- A clear shift from isolated events to a coordinated, year-round programme aligned to economic priorities.

Deliverable Programme Framework

- Seasonal structure aligned to demand
- Identified growth areas (evening economy, youth engagement)
- Prioritised high-impact activity

Evidence-Led Insight

- Engagement across residents, businesses, and young people
- Clear understanding of demand, gaps, and opportunities

Implementation Confidence

- Defined delivery model
- Clear route to market (EOI, partnerships, operators)
- Structured approach to programme delivery

Economic & Place Impact

- Increased potential for footfall and dwell time
- Stronger support for local businesses
- Opportunities for sponsorship and commercial income
- Enhanced destination positioning