Chesterfield business leaders highlight quality of life as key to economic growth

By **Alex Baddley** - 4 June 2026

Business leaders across Chesterfield say the town's strong quality of life is helping attract talent, support growth and reinforce its reputation as a leading place to live, work and invest.

Affordability and lifestyle driving opportunity

Chesterfield's reputation as the East Midlands' most affordable market town is shaping both lifestyle and economic opportunity.
From accessible housing to lower operational costs, affordability is enabling residents to enjoy a better work-life balance while supporting local business resilience.

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ownership or raising a family more achievable."

He added that this balance strengthens the wider economy:

"When affordability is combined with investment and strong local amenities, it makes towns like Chesterfield increasingly attractive for both residents and employers."

This strength is also reflected in the local property market. Richard Sherwood, Director at Roy Peters Estates, said:

"Despite the Renters' Rights Bill, potential landlords are still investing in the local market, providing quality homes for local residents and those keen to move to town."

Katherine Stagg, Managing Director at Stagg Mortgage Services, highlighted the wider benefits for households and businesses:

"Chesterfield's affordability makes a real difference to day-to-day life. It gives residents breathing space and allows people to enjoy a good standard of living without feeling constantly stretched.

"For local businesses, it means customers have more confidence to plan ahead, invest in their homes and support the high street. It creates a healthier, more balanced local economy."

Strong community and local connection

Chesterfield's appeal is also rooted in its strong sense of community and connection, something business leaders say is increasingly valued by employees and entrepreneurs.

The town has been recognised in national studies, including the Rightmove Happy at Home Index, and has been highlighted as one of Britain's happiest places to live.

Kevin Walker, Founder of Black Swan Cyber Security Solutions, said:

"What I love about Chesterfield is that it still feels like a proper town. People know each other. Businesses talk to each other. If you get involved and support others, you become part of the local fabric quite quickly."

Ross Watson, General Manager at GRIDSERVE's Markham Vale Electric Forecourt, added:

"Chesterfield has a natural warmth to it. People look out for each other, and that sense of community shows up in everyday interactions, whether you're grabbing a coffee, walking through the market or chatting to someone on a trail."

Access to green space enhancing wellbeing

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place where residents can easily connect with the outdoors.

Ross Watson highlighted the ease of accessing these spaces:

"From Holmebrook Valley Park to Linacre Reservoirs and the Peak District just up the road, nature is woven into everyday life here.

"The Five Pits Trail is a favourite of mine. Being able to finish work and be out in peaceful surroundings within minutes is something I never take for granted."

Melanie Archbould, CEO of Cloud-Busting, said this proximity to nature has tangible benefits:

"Being on the doorstep of the Peak District National Park changes how people live. It gives people the chance to switch off, reset and return with a clearer head."

Summing up the balance, Kevin Walker added:

"You get the benefits of a connected town, but you are never far from somewhere quieter."

Chesterfield's blend of affordability, community spirit and access to green space continues to position the town as a compelling destination for businesses, investors and residents.

To discover more about what makes Chesterfield a great place to live and work, visit: www.chesterfield.co.uk/about-chesterfield/living/

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