

# Ambitious for Derby

## Working together with the city, for the city

Our priorities

**VIBRANT** city

City of **GROWTH**

**RESILIENT** city

**GREEN** city

The differences we want to make

- ✓ A destination of choice, with a dynamic and diverse city centre
- ✓ An exciting cultural offer, representative of our communities

- ✓ A thriving, sustainable economy and business community
- ✓ A learning city, with access to skills and knowledge for all ages
- ✓ Decent and sufficient affordable housing

- ✓ Reduced inequalities, with healthier residents
- ✓ Empowered, strong and independent communities
- ✓ A safe city, where those that need support can access it at the right time for them

- ✓ Cleaner air and lower CO2 emissions
- ✓ Sustainable waste and transport
- ✓ Enhanced green and blue spaces

How we will measure our progress and impact

- City Centre Plan
- City of Culture 2025 or 2029
- Delivering priority projects - Becketwell, Market Hall etc
- An exciting and diverse cultural offer
- More city centre living

- Public and private investment secured
- More jobs in the city
- A favourable employment rate when compared to regional and national benchmarks
- Delivering priority projects - NAMRC and Smartparc
- Addressing skills gap and supporting people to enable them to access jobs
- More homes including affordable homes
- Enhanced role as centre of UK Rail

- More residents able to do more for themselves within their communities
- Fewer people at risk of homelessness
- Fewer people living in poor quality housing
- More physically active citizens
- More people feeling safe in the city
- More people living healthier lifestyles
- More people with positive emotional wellbeing
- Fewer children living in low-income households

- Net zero by 2035 (City)
- Lower Council emissions
- Increased recycling and landfill levels managed
- Mobility programme delivered
- Homes and businesses protected from floods
- Rewilding and greening spaces
- Maximising our river areas

How we will do this

We will... **WORK SMARTER**

We are... **BETTER TOGETHER**



Prioritise our resources and use our capital programme to make a difference



Work in partnership to unlock the potential within Derby's communities



Model a can-do attitude to deliver for Derby



Make difficult decisions



Be accountable



Regular and meaningful communication with Derby citizens and businesses