











## **ESSENTIAL** INFORMATION WORKING TOGETHER FOR RESIDENTS

Derby and Nottingham together as urban areas are home to over one million people, making one of the most important urban areas in the UK and a top 30 European population centre.

The Derby Nottingham Metro Strategy sets out how, by working closely together in key areas, the two cities can fulfil their potential to drive the jobs and prosperity that will fuel the Midlands as an engine for UK economic growth.

## BY 2030, WE WANT DERBY AND NOTTINGHAM TO:

- be internationally recognised as a vibrant, creative urban centre offering a great modern city lifestyle to its citizens and visitors
- be renowned for producing world-class ideas, products and people with a leading voice in the UK and at Westminster
- have a recognised identity across the world, known for the quality of its international relationships, with a passion for exchanging ideas and open for trade
- be seen as an efficient provider of high quality, resilient public services.

## WHAT WILL THE DERBY NOTTINGHAM METRO STRATEGY DO FOR LOCAL RESIDENTS?

People in Derby and Nottingham are proud of and loyal to their individual cities. The Derby and Nottingham Metro Strategy is not about diluting local identity, it's about the two cities collaborating in key areas to benefit local people, business and visitors.

Consultation carried out on the Strategy last year showed that the vast majority of people thought working together was a good idea for the two cities and councils but they wanted to know how it would benefit them.







## **ESSENTIAL INFORMATION FOR RESIDENTS**

We will work together only where it makes sense and we can show the benefit. Here are some things we are already working on:

- A joint leisure and cultural programme, using our combined strength to attract great shows, festivals and sporting events, bringing varied and vibrant entertainment to our city venues, squares and streets for residents and visitors.
- An Event Travel Fare so Derby and Nottingham residents can get travel discounts between the two cities on production of a ticket for some of the events in our joint programme. We have worked with local transport partner Trent Barton to set this up but we hope this is only the start.
- A Metro Biodiversity Action Programme with £3.8m from the European Regional Development Fund successfully secured to support a number of projects to increase biodiversity and help reduce flooding, including at Colwick Country Park and on the River Leen in Nottingham and at Burley and Cuttle Brooks and Duffield Road in Derby. All these schemes are seeking to make land more accessible and attractive for residents and visitors.
- Sharing services between the two councils where we know we can make improvements, overcome barriers, be more efficient, generate income or make savings. Work is being carried out to better understand how each organisation works and where the best opportunities are.











