

*Derby City Partnership*



# **Derby's 2020 Vision 2009-11**

**Sustainable Community  
Strategy**

**Final Draft  
December 2008**

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### **What is Derby City Partnership?**

Derby City Partnership was established in 1995 as an alliance of organisations from the public, private, voluntary and community sectors. Our 2020 Vision is our long-term plan to improve the quality of life for everyone in Derby both now and for future generations. The partnership brings together over 250 organisations that contribute to the planning and achievement of this 2020 Vision. Members reflect a wide range of interests such as local authority and health care services, community organisations, the police, learning providers, media, manufacturing, retail, faith and race communities.

#### **Our values:**

- working together to achieve more
- participation
- creativity and innovation
- openness and integrity
- growth through learning

## **Our vision for 2020:**

**Derby will be a place where people of all ages and from all walks of life will feel they belong to Derby and that Derby offers them everything they need - for work, education, housing, leisure and a safe and healthy lifestyle.**

### **Building on the present...**

Derby is a compact city with a good quality of life. People from all backgrounds get on well together. Crime is lower than in comparable cities, there is excellent access to open space and the countryside and housing is more affordable than elsewhere in the East Midlands.

### **Valuing the past...**

World Heritage Status recognises Derby's history of creativity and technological innovation. Our landmark buildings provide a strong heritage backdrop particularly in the city centre.

### **Promising the future...**

In 2020 Derby will be a dynamic and lively city. Our revitalised city centre will be vibrant and bustling, with lots for people to do. The riverside will be a welcoming area for relaxing and enjoying natural surroundings, as will Derby's parks, open spaces and green wedges. Our natural environment will be protected as people recycle more and produce less waste. Derby will have excellent communication and transport links with good public transport, walking and cycling routes. Our international reputation for creativity in technology and art, as well as the enhancement of our heritage, environment and city centre, will see us emerge as a regional centre for tourism and attract investors and visitors alike. Derby's cultural services will not only engage and inspire but will also enhance the economy of the city. Derby will have stayed strong through periods of global economic uncertainty and have a thriving economy for businesses and residents.

Together as a city we will be prepared for the impact of climate change. We will have reduced our energy costs and carbon footprint by making lifestyle choices that protect the environment and by making use of renewable technology. Our schools and other public services will support children, vulnerable adults and families with top quality services designed for the 21<sup>st</sup> century. People in Derby will have a voice in how services are delivered and funding is spent, as we all work together to improve our city. There will be decent homes for all, and everyone's potential for an active and healthy lifestyle will be nurtured. People will feel safe in their homes, on the streets of their neighbourhoods and in the city centre both day and night. Everyone in Derby will have equal life opportunities no matter what their background or where they live.

## **Derby...a city for all ages**

## Five key ambitions and five key principles

Partners have identified **five key ambitions** which will be essential to achieving our vision for 2020...

**By 2020 Derby will be a:**

1. **City** that builds a brighter future **for Children and Young people** who enjoy a healthy, safe and happy childhood, with the opportunity to achieve their full potential
2. **City of Growth**, opportunity and innovation, a thriving and attractive city for all, with an environment that we will sustain and protect for future generations
3. **City** with **Stronger, Safer and Cleaner Communities** where everyone feels safe and confident in their daily lives
4. Sustainable **Cultural City** that inspires, engages and celebrates diversity
5. **Healthy City** where people enjoy long, healthy and independent lives.

...and **five key principles** which will guide our work in achieving these ambitions.

1. **Ensuring that Derby has a positive reputation, image and profile** with those who live, work, visit and invest in the city.
2. **Sustainable development** - improving the quality of life for everyone in Derby now in a way that does not compromise the quality of life for future generations.
3. Making sure that everyone in the city has **equal life chances** no matter what their background or where they live.
4. **Raising aspirations, ambition and achievement** - for individuals, communities and the city.
5. **Involving people in decision making** - giving people who live and work in Derby the opportunity to influence decisions that affect them.

## **Preparing the 2020 Vision**

For over thirteen years Derby City Partnership has been working to improve the quality of life in the city. Our first 2020 Vision was written in 1995 and set out our long-term social, economic and environmental aims for Derby, based on the city's needs. We usually update our plan every two or three years and set new shorter term goals to make sure we continue to move towards achieving our vision for 2020. This means we check to see how we have been doing so far, talk to local people and organisations about what they think is important for Derby, and set priorities for the next stage of the plan.

## **Listening to you**

To start the process of updating our 2020 Vision, we talked to local people and organisations about what they consider to be the most important things to work on in Derby. Over the last year we received feedback from local people through:

- a survey with a representative selection of Derby's population
- workshops with children and young people
- events with older people and diversity groups
- public and partner surveys.

We also analysed what we already knew about local people's priorities, needs and preferences using information from existing consultation, neighbourhood forums and Voices in Action, our children and young people's reference group.

The top issues that were identified through consultation were:

- protecting Derby's cultural heritage and green spaces
- involving local people in decisions
- making the city centre attractive to investors and visitors
- helping people into jobs particularly in areas where there is high unemployment
- improving road safety
- reducing the numbers of children living in poverty
- promoting learning and achievement to make sure people from all neighbourhoods have the best opportunities
- ensuring the city centre and neighbourhoods are kept clean and tidy
- supporting small businesses

This feedback has helped to shape many of the actions that are included in our 2020 Vision.

## **Looking at the evidence**

When selecting what to include in the 2020 Vision, Derby City Partnership looked at the major trends and issues affecting the city now and in the future. To do this we collected and analysed the latest statistics about Derby's communities, economy and environment. Full details of what we found are in the evidence base on our website [www.derbycitypartnership.co.uk](http://www.derbycitypartnership.co.uk).

## **Derby in 2009 - Our changing city**

### **Derby's communities**

According to official statistics, Derby is home to over 236,000 people. However the latest local estimations put the figure at closer to 243,000 people and the number is continuing to increase. The diversity of Derby is also increasing with new arrivals from different countries. It is now estimated that there are 182 different nationalities represented in the city. The proportion of older people in Derby is set to increase, while the number of young people is expected to decline. These changes will have many implications for housing, public services, employers and businesses.

As in many urban areas, nearly a third of Derby's population lives in deprived areas with multiple problems such as unemployment, poverty and poor health. While the quality of most public sector housing is excellent, much of Derby's private sector housing is in need of modernisation. Overall crime rates are falling and crime is lower in Derby than in other comparable cities. However much of the community perceives crime in Derby to be worse than it is.

The way we behave in communities is changing and will continue to change into the future. People in Derby are now living longer, in smaller households and family life is transforming. Families are becoming more complex as the number of divorces is increasing. Cultural activity plays an important and increasing role in the life of the city with more and more people taking part. The overall standard of health in Derby is improving. However changes in the food we eat and the way we travel has lead to increasing levels of obesity which will have a significant impact on our health and the health of our children.

### **Derby's economy**

Derby's strength continues as a centre for design, technology and innovation. Derby has successfully transformed its manufacturing economy into a high-level, knowledge based economy that competes on a global scale. Derby is the national base for Rolls-Royce Plc, Toyota Motor Manufacturing UK, Egg, Bombardier and The Derbyshire Building Society. For the size of its population, Derby is rated number one in England for visible exports. In order to remain competitive, Derby businesses will be increasingly driven towards providing knowledge based and innovative services and will need to be at the cutting edge with information and communications technology. Like any economy, Derby is also at risk of being affected by periods of national or global economic tension, such as many parts of the world are experiencing. Businesses will need to be supported to stay strong during these times to prevent any significant losses and maintain the supply of jobs in Derby.

In spite of the level of innovation by larger companies, Derby has significantly fewer business start-ups than comparable areas and a much smaller proportion of the population is self-employed. Educational attainment in schools is improving, however, a large proportion of Derby's

population has few or no qualifications. This means that a lot of the highly skilled jobs in Derby are taken by people living outside the city rather than Derby residents.

A successful economy that provides good job opportunities is key to ensuring Derby offers everyone in the city what they need. While Derby businesses are being increasingly driven towards providing innovative services, at the same time they are facing challenges like climate change and the long-term availability of natural resources. It is essential that businesses carefully balance the need to grow in strength and innovation while using resources responsibly and protecting the local and global environment.

### **Derby's environment**

Derby people are proud of their environment. When we asked local communities to tell us what they thought were Derby's strengths, overwhelmingly people told us how much they appreciate the amount of green space, parks and historic buildings in city. Derby has plenty of wedges of green space that link the city to the surrounding countryside and help define distinct communities. The majority of our residential areas are 15 minutes from the city centre or 15 minutes from parks and open spaces, including the Peak District and the National Forest. People were also positive about the range of cafés and restaurants in the city centre and the shops in Westfield and the Cathedral Quarter, home of many independent and niche retailers. One of the assets that people identified was Derby's river. However, while the river offers significant benefits and opportunities for Derby's communities and businesses, it also carries a risk of flooding which would have a significant impact on parts of the city. Traffic growth in Derby is higher than in neighbouring cities. The Council are on target to reduce traffic congestion. However congestion remains a concern for the future, particularly as it affects the vitality of Derby's economy and environment.

Communities and organisations in Derby consume less energy and natural resources than other comparable cities and recycle a larger proportion of waste. However, it is widely recognised that to protect Derby's environment for the future we cannot sustain the levels of consumption that we currently enjoy. By producing and consuming as much as we do, we use up natural resources such as coal and oil that are becoming increasingly scarce. We also generate excessive levels of greenhouse gases that contribute to global warming, as well as excess waste. Only by reducing how much we consume and making positive lifestyle choices such as buying locally produced food or using our cars less, will we be able to protect our environment for future generations.

## **Development of the city by 2020**

The future physical development of the city is fundamental to a high quality of life and achieving the aims of this plan. There are many ways in which our physical environment has an impact on our social and economic well being. For example...

- Parks and open spaces give us opportunities to exercise and improve our health and well-being.
- Improving foot and cycle paths encourages us to use our cars less to get around, improving our health and protecting the environment.
- Encouraging development in district centres means that those who are less mobile can access the services they need in their local area.
- Designing spaces so that there are no dark corners means that crime and fear of crime are reduced.

Physical development in the city is co-ordinated by Derby City Council's planning service that is preparing a set of plans that detail what development will take place in Derby to 2026. These plans are being aligned with our vision for 2020 to make sure that, wherever possible, physical development in Derby contributes to achieving the aims of this plan, has a minimal impact on the environment and benefits communities. In each chapter we will therefore set out how planning in Derby can contribute to achieving our aims.

There are several development projects that will have a major impact on Derby over the years to 2020. Among these is Derby Cityscape's City Centre Masterplan. This sets out the physical development that will transform Derby's city centre into a vibrant urban hub and the focus for civic, community, cultural, retail, business and leisure activities. Furthermore, Derby has been identified by the government as a housing Growth Point along with Nottingham, Leicester and their respective counties. This means that by 2026 over 12,000 homes will be built in Derby and a further 7,000 will extend the city across its boundary into neighbouring districts. This development will bring significant structural changes for road networks and public transport, schools and health services and other community facilities. In addition, Derby City Council is due to receive £225 million to refurbish or replace secondary school buildings across the city and to invest in information and communications technology through the Building Schools for the Future Programme.

## **Achieving the 2020 Vision**

Derby City Partnership's work is undertaken across five themed partnerships or 'cities', each of which is responsible for one of the key ambitions to 2020. In the following chapters the 'cities' set out what they have identified as the key areas to work on in order to achieve that ambition. They also set out what specific steps they are going to take by 2011.



# City for Children and Young People

## Our ambition for 2020

Derby will be a city that builds a brighter future for children and young people who enjoy a healthy, safe and happy childhood, with the opportunity to achieve their full potential.

## Succeeding will mean that by 2020:

- all children and young people will be doing well in the five key areas identified by the government, known as the Every Child Matters outcomes, which are important for a healthy, safe and happy childhood:
  - **be healthy** - enjoying good physical and mental health and living a healthy lifestyle
  - **stay safe** - being protected from harm and neglect
  - **enjoy and achieve** - getting the most out of learning and life and developing skills for adulthood
  - **make a positive contribution** - being involved with your community and not engaging in anti-social or offending behaviour
  - **achieve economic well being** - not being prevented by economic disadvantage from achieving your potential and being protected from harm.
- the Building Schools for the Future Programme will have provided:
  - children and young people with state of the art school facilities that provide more opportunities for learning during and outside of the school day
  - communities with greater access to sustainable community spaces and opportunities for learning.

## City for Children and young people takes the lead on:

- strategic planning for all services which affect children and young people in Derby
- achieving the five Every Child Matters Outcomes for children and young people aged 0-19 and disabled children and young people aged 0-25.

## Early priorities for action:

- **Parenting – supporting Derby’s parents and carers to be positive, caring and responsible, to enable children and young people to meet the five outcomes identified by the government**

## What we will do by 2011

- Improve information, advice and support services to parents on all aspects of health and well-being, child development, behaviour and learning.
- Provide timely and appropriate responses to parents of vulnerable children and children in need.
- Improve people’s employment opportunities in order to reduce the proportion of children living in households where no-one is working.

- Support parents and young people to address sexual health and relationships issues and continue the positive downward trend in under 18 conception rate.
- **Safety, belonging and being valued in the community - ensuring all children and young people are listened to and can participate in decision-making in their local communities**

#### **What we will do by 2011**

- Promote safety and security for children and young people at home, at school, and in the community.
- Enable children in care to have greater life opportunities by maintaining stable placements.
- Enable more young people to feel that they belong to their communities and take part in decision making.
- Raise the level of inclusion of children and young people in schools and all services.
- Promote opportunities and enable children and young people to volunteer in their communities.
- **Building ambition, aspiration and achievement – supporting children and young people to develop and maintain positive relationships and have access to new opportunities**

#### **What we will do by 2011**

- Raise attainment and achievement by providing an enjoyable, broad and relevant curriculum for all children, especially those with learning difficulties and disabilities.
- Promote school attendance for all children and young people.
- Identify and support children who are vulnerable or at risk of under-achieving at an early stage particularly teenage parents and children in care.
- Encourage and enable children and young people to take part in sports and recreational activities and develop hobbies.
- Provide high-quality, accessible information advice and guidance to enable young people to make effective choices about learning, career, housing and lifestyle.
- **Physical, emotional well-being and safe choices –supporting children, young people and their families to understand risk and how to make safe choices.**

#### **What we will do by 2011**

- Enable and encourage physical activity and healthy lifestyles from a very early age, including supporting Healthy Schools and using the 2012 Olympic and Paralympic Games as a means to promote physical activity.
- Enhance the provision and effectiveness of Child and Adolescent Mental Health Services intervention in the community.

- Develop affordable, accessible, and appropriate recreational activities for all children and young people.
- Develop increased youth opportunities that are youth-led.
- Co-ordinate activities across the city that help children and young people make safe and healthy lifestyle choices that protect themselves and their environment.
- Reduce the number of 16-17 year olds accessing bed and breakfast accommodation by providing alternative supportive accommodation.
- Reduce the number of children in vulnerable households living in non decent homes.

### **How can the planning of our city help us achieve our ambitions?**

- Provide plenty of safe places for children and young people to play, socialise and take exercise to improve their health and well-being.
- Support the Building Schools for the Future programme to create school environments where young people can fulfil their potential.
- Provide safe walking and cycling routes to schools and facilities used by children and young people to promote physical activity.
- Help children to feel proud of their area by providing a positive physical environment, increasing their sense of belonging in their communities and preventing them from taking part in anti-social behaviour.
- Ensure that in all areas, including where there are new housing developments, there are appropriate and accessible community, leisure and school facilities.
- Continue to engage young people in decision making and in the development of plans and policies.
- Promote clean air and a healthy environment to improve children's health.

## City Growth

### Our ambition for 2020:

Derby will be a city of growth, opportunity and innovation, a thriving and attractive city for all, with an environment that we will sustain and protect for future generations.

### City Growth takes the lead on:

- economic development
- skills and employment
- planning, transportation and housing
- climate change and the environment.

### Succeeding will mean that by 2020:

- more companies will choose Derby as a place to locate and will prosper in Derby
- Derby will attract talented and forward thinking people to live and work in the city
- Derby's businesses will grow in strength and innovation
- more people from all of Derby's communities will be in jobs and have access to the training they need to progress in employment and achieve their full potential
- Derby's economy will stay strong throughout any periods of national or global economic difficulty
- Derby will have more efficient and sustainable methods of moving information and people
- people will enjoy Derby's enhanced range of shops, restaurants and evening entertainment
- Derby's tourism assets will be enhanced, attracting more tourists and investors to the city
- more people in Derby will be living in good quality and affordable housing, as Derby's housing stock is enhanced
- Derby will be more prepared for the effects of climate change with reduced CO2 emissions, and our environment will be better protected and enhanced.

### Early priorities for action:

- **Sustaining Derby's status as the UK's number 1 high-tech city through its portfolio of higher value, knowledge based employment**

#### What we will do by 2011

- Retain and increase Derby's portfolio of higher value, knowledge based employment.
- Ensure a greater proportion of Derby's existing and potential workforce has the right skills to enable them take on knowledge based jobs.
- Enable and support businesses to start, survive and grow.

- **Energising all of Derby's communities, capturing their full potential and retaining and growing a wide range of employment opportunities for all**

**What we will do by 2011**

- Enable people in Derby to access appropriate training to ensure people's skills match the jobs that are on offer.
- Support people not currently in employment to secure and retain jobs, particularly in areas where there is high unemployment.
- Encourage all communities to be actively involved in volunteering and social enterprise.
- Engage with employers to ensure there are the right jobs on offer to match the skills of Derby's communities.

- **Ensuring Derby is the location of choice for the most talented, attracting and retaining creative, imaginative and forward thinking people and businesses**

**What we will do by 2011**

- Make sure everyone has access to appropriate and affordable housing, by supporting the Growth Point Programme to deliver new housing and community spaces.
- Support the delivery of the City Centre Masterplan 2007-12 and new commercial developments across the city.
- Attract and retain key target businesses by producing and delivering a marketing and engagement plan.

- **Responding to the opportunities and challenges of climate change and transforming Derby's physical assets to the benefit of Derby, its communities and the planet.**

**What we will do by 2011**

Climate Change

- Assess the potential impact of climate change and identify ways to reduce the impact in Derby, including the use of renewable technologies.
- Raise awareness of climate change and encourage local businesses and communities to take collective responsibility for protecting the environment.
- Promote Derby as a Cycle City, and encourage people to choose environmentally friendly means of travel.
- Encourage businesses to be innovative and positive in taking advantage of the opportunities arising from the climate change agenda.
- Support developers and existing homeowners to ensure that Derby's homes and buildings are energy efficient and have a minimal impact on the environment.

### Transforming Derby's physical assets

- Enhance accessibility to all areas of the city and improve road safety by improving road, cycle and pedestrian routes and public transport.
- Work towards achieving 21<sup>st</sup> Century electronic communication in Derby by making the case for investment and supporting the development of appropriate infrastructure.
- Work with private landlords to improve housing conditions in the private sector.
- Protect and enhance Derby's valuable green spaces and the natural environment to ensure they can be used by all for sport, leisure and recreation.
- Develop a sustainable flood risk management strategy for the River Derwent that protects people and property and provides usable green and recreational spaces that encourage biodiversity.
- Ensure that people are fully engaged in preparing new plans to guide the physical development of Derby.

### **How can the planning of our city help us achieve our ambitions?**

- Make sure there are the right sites and buildings available for new businesses and those relocating to the city.
- Ensure that Derby has housing that people living and moving to Derby want to live in and can afford.
- Ensure that new housing developments also provide opportunities for new shops, businesses and public services to develop and serve local communities.
- Produce planning guidelines that help reduce CO2 emissions and reduce the impact of climate change, including flooding.
- Ensure that development protects and promotes the green heritage of the city, including its green wedges and biodiversity.
- Enhance the riverside area to create a more attractive feature for Derby's residents and visitors.

# City for Stronger, Safer and Cleaner Communities

## Our ambition for 2020:

Derby will be a city with stronger, safer and cleaner communities where everyone feels safe and confident in their daily lives.

## Succeeding will mean that by 2020:

- Derby will have strong communities, where there is respect and positive relationships between individuals and communities
- more people will be able to take a lead role in improving and shaping their local area
- more people in Derby will feel safe and confident because levels of crime and anti-social behaviour will be reduced
- less harm will be caused to individuals and communities by the misuse of drugs and alcohol
- people will feel proud of where they live
- the environment will be cleaner and safer making our neighbourhoods more enjoyable to live in
- more people will be satisfied with public spaces, parks and play areas as they will be more attractive and well maintained.

## City for Stronger, Safer and Cleaner Communities takes the lead on:

- community safety, crime and anti-social behaviour
- local environment and the cleanliness of neighbourhoods
- neighbourhood working, involving people in decision making
- community cohesion.

## Early priorities for action

- **Developing stronger and more cohesive communities where more local people are able to influence decisions and become active citizens.**

### What we will do by 2011

- Develop neighbourhood working – giving local people the opportunity to influence key decisions about their local area and shape how public services are delivered.
- Support everyone in Derby's communities to be able to take part in volunteering activities.
- Improve community cohesion – where people live together, respect each other and have shared values and sense of belonging.
- Prevent violent extremism by making our communities stronger and more resilient.

- **Developing safer communities with reduced crime, anti-social behaviour and harm caused by the misuse of drugs and alcohol.**

#### **What we will do by 2011**

- Prevent and reduce violent crime, particularly alcohol-related violent crime.
  - Reduce domestic and sexual violence.
  - Reduce re-offending among adults and young people.
  - Reduce anti-social behaviour.
  - Prevent and reduce youth crime.
  - Reduce the harm caused by substance misuse.
  - Reduce the number of casualties and deaths caused by fire.
- **Developing cleaner communities with cleaner streets and well-managed public open spaces.**

#### **What we will do by 2011**

- Develop and manage open and public spaces, including parks and play areas.
- Reduce environmental crime such as graffiti and fly-tipping and encourage people to take responsibility for their neighbourhood.
- Reduce noise-nuisance.
- Take a proactive approach to education and enforcement on licensing.
- Protect the environment by encouraging recycling to ensure that less waste is sent to landfill sites.

#### **How can the planning of our city help us achieve our ambitions?**

- Design areas where it is difficult to commit crime in order to reduce opportunities for offending and help people to feel safe in their communities. This may mean having no secluded areas or hiding places, good lighting and fencing and surveillance of the area from buildings.
- Provide buildings and open spaces that are suitable and can be used by everyone to encourage people to come together more often in their communities.
- Ensure that new housing developments contain suitable community facilities.
- Design neighbourhoods to be attractive and enjoyed by all, so that people feel proud of where they live and to reduce anti-social behaviour.



## Cultural City

### Our ambition for 2020:

Derby will be a sustainable cultural city that inspires, engages and celebrates diversity.

### Succeeding will mean that by 2020:

- cultural activity will play a bigger part in improving the quality of life and enhancing well being
- more people will influence and be active in the cultural life of Derby, volunteering or working in sports, arts or local communities or active in their churches, temples or mosques
- more people will be taking advantage of Derby's informal learning opportunities, increasing their well-being, skills and confidence
- Derby will have achieved its aim of becoming the country's most active city, improving the health and well-being of people in Derby
- people of all ages and from all communities will enjoy the vibrant evening economy in all parts of the city
- culture will play a bigger part in supporting Derby's economy by promoting tourism and growth in all the creative and cultural industries like film, media, arts and antiques, sport and the performing arts
- Derby will celebrate and continually enhance its impressive cultural, scientific and artistic heritage
- people will celebrate and share in the city's diverse cultures.

### Cultural City takes the lead on:

- arts, museums, libraries and literature
- sports, active recreation and physical activity
- entertainment, festivals and events
- cultural identity, faith and spirituality
- lifelong learning and interests
- heritage and history.

### Early priorities for action

- **Improving the range and quality of Derby's cultural and learning opportunities and facilities.**

#### What we will do by 2011

- Improve the standard of Derby's cultural facilities, for example by developing community facilities in schools that are accessible to everyone and opening new libraries in Chellaston, Allenton, Mackworth and Chaddesden.
- Improve the quality of cultural experiences on offer in Derby and encourage more people to take part.
- Extend the range of cultural opportunities, giving people more choice and filling gaps. For example we will establish the Derby Festival of Arts as a two week celebration each autumn from September 2009.
- Encourage and enable all communities to take part in sports and physical activity especially through the b-active campaign.

- **Celebrating diversity and ensuring everyone has the opportunity to take part in cultural and learning activities.**

#### **What we will do by 2011**

- Build on Derby's reputation as a vibrant and harmonious city, by creating high profile events that celebrate our diversity.
  - Ensure that cultural activities provide opportunities for people of diverse communities to come together to appreciate what they have in common, for example the promotion of cultural events in Normanton.
  - Increase the knowledge and understanding of religious diversity enabling people to work and live together more harmoniously and our faith communities to work together more closely.
  - Create more opportunities that enable more people to take part in cultural activities, including acting as the regional focus for the Cultural Olympiad 2008-12.
  - Make sure that cultural activities are relevant to people who live and work in Derby and ensure that Derby's diversity is reflected in the annual Festival of the Arts.
  - Help specific groups to take part in activities by addressing their particular barriers and needs, for example by expanding signed performances at major arts venues.
- **Contributing to regeneration and prosperity and ensuring that the importance of culture in the economy of the city is better understood.**

#### **What we will do by 2011**

- Improve Derby's cultural facilities so they can compete at an international level.
- Present cultural events in Derby of international quality, for example the Format Photography Festival.
- Promote partnerships and attract investment, including an increased input from East Midlands Development Agency.
- Support the growth and retention of creative industries by providing creative opportunities and solutions.
- Make sure that culture in Derby makes a contribution to understanding and renewal of the environment.
- Champion and improve the quality of the built environment and install a range of new pieces of public art.
- Ensure that Derby is in a position to capitalise on, and contribute to, the London Olympics and Paralympics.

#### **How can the planning of our city help us achieve our ambitions?**

- Protect the cultural heritage of our older buildings and make sure that new ones enhance the character of the area so that we enjoy our environment.

- Protect and enhance Derby's natural environment, maximising recreational spaces and increasing biodiversity so creating an outdoor classroom for all.
- Provide good public transport, road and pedestrian links to cultural venues so that more people can take part in activities.
- Encourage sport and physical activity by providing safe walking and cycling routes, sports facilities, parks and open spaces.
- Help design safe environments so people are more willing to come together in their communities.
- Ensure that significant new developments always integrate public art.
- Help extend the range of evening activities for all by improving the safety of city centre environments and the provision of public transport.

## Healthy City

### Our ambition for 2020:

Derby will be a healthy city where people enjoy long, healthy and independent lives.

### Succeeding will mean that by 2020:

- people in Derby will be living longer and enjoying an improved quality of life by living healthier lifestyles
- the standard of health in Derby will be raised from below the national average to well above the national average
- the number of people dying before the age of 75 will be reduced by half
- more people will be living safely and independently in their own homes
- housing for vulnerable people will be better quality and more affordable
- homelessness will be reduced and there will be fewer people sleeping rough on the streets
- there will be fewer differences in health between different communities in Derby.

### Healthy City takes the lead on:

- promotion of healthy lifestyles
- prevention and treatment of ill-health
- social care and well-being of vulnerable adults
- housing needs of vulnerable people.

### Early priorities for action

- **Improving health and reducing differences in health between neighbourhoods and communities.**

#### What we will do by 2011

- Reduce adult and childhood obesity by promoting physical activity and weight management services.
- Reduce the number of smokers in Derby by providing high quality, accessible smoking cessation services and promoting a smoke-free Derby.
- Prevent and reduce the number of early deaths from cardiovascular disease by promoting healthy lifestyles and providing high quality treatment.
- Promote sensible alcohol consumption.
- Develop and deliver a co-ordinated action plan to reduce differences in health between neighbourhoods and communities.

- **Improving the standard of health and social care services in Derby.**

#### **What we will do by 2011**

- Collect evidence to assess the health and social care needs of Derby residents on a yearly basis.
  - Agree a joint plan for carers services, increasing the services that are on offer and providing improved support for carers.
  - Extend and enhance personalised services across health and social care, designing services around individuals' needs to meet outcomes people identify for themselves.
  - Refresh our strategy to support older people to live in their own homes.
  - Actively involve the people of Derby in improving public and community health and social care services to ensure that services meet their needs.
- **Improving the health of our residents, especially vulnerable adults, by providing decent, affordable, and sustainable housing.**

#### **What we will do by 2011**

- Increase the proportion of vulnerable adults and older people successfully maintaining independent living appropriate to their need.
- Increase the number of vulnerable adults successfully moving on from temporary accommodation into settled housing.
- Increase the percentage of vulnerable households living in decent homes.
- Develop and implement a co-ordinated action plan to tackle fuel poverty in the city.
- Reduce homelessness and the number of rough sleepers in the city.
- Increase the number of homeless people accessing employment education and training.

#### **How can the planning of our city help us achieve our ambitions?**

- Make sure that it is easy for people to get to the services and facilities we need to improve our health. This includes doctors, hospitals, leisure centres and park land.
- Provide enough decent and affordable homes in Derby for people to live in.
- Make sure that there are safe walking and cycle routes to services people use to encourage people to take more exercise.
- Provide lifetime homes for Derby people that are suitable for people of any age, support older people to live independently and prevent and reduce accidents in the home.

## **How does Derby City Partnership make sure all of this happens?**

### **Our themed partnerships**

Derby City Partnership's work is undertaken across five themed partnerships or 'cities', as outlined in the chapters of this document. All of the 'cities' have their own plans which provide more detail about how they will achieve what they have set out to do in the 2020 Vision. These plans can be viewed on our website at [www.derbycitypartnership.co.uk](http://www.derbycitypartnership.co.uk).

### **City Centre Management Group and Strategic Marketing Group**

The work of Derby City Partnership's themed partnerships is supported by the work of two overarching groups. 'City Centre Management Group' promotes the economic and commercial well-being of Derby city centre, to ensure that Derby is prosperous and successful, with a range of facilities and activities and that are safe, attractive and accessible to Derby residents and visitors alike. 'Strategic Marketing Group' works to attract investment to the city by promoting Derby to outside businesses and investors, raising Derby's profile and supporting developments that would attract investment.

### **Key plans that will help us achieve our five ambitions**

The members of the 'cities' come from a range of organisations in Derby City Partnership. Each of these organisations also has its own plans which contribute to achieving the ambitions of this 2020 Vision. In addition to organisations' own plans, the following plans are key to helping us achieve our five ambitions.

### **Derby will be a...**

#### **City that builds a brighter future for children and young people who enjoy a healthy, safe and happy childhood, with the opportunity to achieve their full potential**

- Children and Young People's Plan 2008-2011
- Joint Strategic Commissioning Strategy 2008
- Primary Strategy for Change 2008
- Parenting Strategy 2009-11

#### **City of growth, opportunity and innovation, a thriving and attractive city for all, with an environment that we will sustain and protect for future generations**

- Local Development Framework 2009-2026
- Derby Cityscape Masterplan 2007-12
- Regional Spatial Strategy 2006-2026
- Derby Housing Strategy 2008-2013
- Derby Joint Local Transport Plan 2006-2011
- Regional Economic Strategy 2006-2020
- Derby Destination Management Plan 2009-2012

**A city with stronger, safer and cleaner communities where everyone feels safe and confident in their daily lives**

- Crime Reduction Strategy 2008 – 2011
- Youth Crime Action Plan 2008
- National Policing Plan
- Community Safety Plan 2008 – 2011
- Action Plan for Tackling Violence 2008 – 2011
- Cross Government Action Plan on Sexual Violence and Abuse 2007
- Derby Community Safety Partnership Strategic Plan 2008 – 2011
- Alcohol Harm Reduction Strategy
- Derby Community Cohesion Strategy

**Sustainable cultural city that inspires, engages and celebrates diversity**

- Derby Cultural Strategy
- Derby Arts Strategy 2008-13
- Forum of Faiths' Plan 2008-11
- Derbyshire Olympiad Action Plan 2008-12
- Getting Derby Active Strategy 2009
- Derbyshire Plan for Sport 2009
- Derby Public Art Strategy
- Derbyshire Plan for Physical Activity 2009
- Play Strategy 2007-12

**Healthy city where people enjoy long, healthy and independent lives.**

- Healthy Derby Strategy 2007-17
- Smoke Free Derby Strategy 2008-13
- Derby Obesity taskforce strategy 2008-10
- Derby Older Peoples Plan 2009
- Supporting People Strategy 2005-2010
- Older Persons Housing Strategy 2007-2010
- Housing Strategy 2009-2014

**Derby's Local Area Agreement**

Derby City Partnership has signed a Local Area Agreement with central government which runs until 2011 and sets out targets for many of the priorities in this 2020 Vision. Although it does not cover all the priorities that we have set for Derby, it includes all those areas on which we are particularly focussing our work. This agreement will measure our progress towards meeting these priorities.

Each of the Derby City Partnership 'cities' is responsible for certain aspects of the 2020 Vision and Local Area Agreement, although all of the 'cities' work together on many of our priorities. Table 1 shows which of the 'cities' is responsible for which targets and where the other 'cities' work with them to achieve success.

			A ✓ indicates which themed partnerships are working together				
Themed partnership responsible			City for Children and Young People	City Growth	City for Stronger Safer Cleaner Communities	Cultural City	Healthy City
City for Children and Young People	NI 51	Effectiveness of mental health services for 0-19 yr olds	✓				✓
	NI 65	Number of children who are subject to a child protection plan more than once	✓		✓		
	NI 112	Number of teenage conceptions	✓				✓
	x18	Children's educational achievements in school	✓	✓	✓	✓	✓
	NI 117	Number 16-18 year olds who are not in education, training or employment	✓	✓			
	Local LAA52	Services for disabled children	✓			✓	✓
	Local LAA53	Stability of placements for children in care	✓				
City Growth	NI 116	Proportion of children in poverty	✓	✓	✓		✓
	NI 152	Number of people on out of work benefits	✓	✓		✓	✓
	NI 154	Number of homes provided		✓			✓
	NI 164	Working age population qualifications	✓	✓		✓	
	NI 172	Businesses showing growth		✓	✓	✓	
	NI 178	Buses running on time		✓			
	NI 186	CO2 emissions	✓	✓	✓	✓	✓
	NI 189	Managing the risk of flood erosion		✓			
	Local LAA55	Number of new businesses		✓		✓	
	Local LAA56	Public and private Investment		✓		✓	
City for Stronger Safer Cleaner Communities	NI 1	People from different backgrounds getting on well together in their local area	✓		✓	✓	
	NI 2	People feeling they belong to their neighbourhood	✓	✓	✓	✓	
	NI 4	People who feel they can influence local decisions	✓	✓	✓	✓	✓
	NI 17	Perceptions of anti-social behaviour	✓		✓	✓	
	NI 18	Adult re-offending			✓		
	NI 20	Number of assaults	✓		✓	✓	
	NI 32	Repeat incidents of domestic violence	✓		✓		
	NI 35	Building resilience to violent extremism	✓		✓	✓	
	NI 47	People killed or injured in road traffic accidents	✓	✓	✓		
	NI 49	Number of primary fires and related injuries			✓		
	NI 111	First time entrants into the Youth Justice System	✓		✓		
	NI 193	Municipal waste land filled			✓		
	NI 195	Improved street and environmental cleanliness			✓		
	Local LAA54	Numbers of people volunteering	✓		✓	✓	
Cultural City	NI 8	Adults taking part in sport	✓	✓	✓	✓	✓
	NI 9	People using public libraries				✓	
	NI 57	Children and young peoples taking part in sport	✓	✓	✓	✓	✓
	NI 110	Young peoples taking part in positive activities	✓		✓	✓	
Healthy City	NI 39	People admitted to hospital as a result of alcohol	✓		✓		✓
	NI 121	Early death from circulatory diseases	✓			✓	✓
	NI 123	Numbers of smokers over 16	✓				✓
	NI 125	Numbers of older people helped to lived independently					✓
	NI 135	Support for carers					✓
	NI 141	Number of vulnerable people living independently				✓	✓



## Get involved

### **We are making a real difference in Derby and you can help us**

There is great potential to make a real difference to Derby. There are opportunities for Derby organisations to join Derby City Partnership and become part of one of our many groups. Or if you or your organisation simply want to be kept informed and consulted on our plans or support our activities, there are a number of ways you can do this. To find out more contact us:

**tel:** 01332 258509

**fax:** 01332 256928

**minicom:** 01332 256900

**email:** [info@derbycitypartnership.co.uk](mailto:info@derbycitypartnership.co.uk)

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