



Derby City Council

COUNCIL
20 JULY 2016

Report of the Strategic Director for
Communities and Place

ITEM 12

Derby City Centre Masterplan 2030

SUMMARY

- 1.1 City Centres are undergoing a period of fundamental transformation. The changing nature of retail, commercial and leisure activities and correlated shifts in consumer behaviour and visitor expectations, mean city centres are having to shape a new role to ensure their future success.
- 1.2 The impacts of this changing role are apparent in Derby as in other cities across the country. High proportions of vacant premises in certain parts of the city centre, variable footfall rates through the city centre and long term dereliction of some key sites all require intervention by partners. There is a need and opportunity to revitalise a sense of identity and place for Derby City Centre.
- 1.3 In March 2015, Council approved a draft City Centre Masterplan 2030 which was issued for public consultation. This report presents the final version of the Masterplan and asks for the support of the Council to this document.
- 1.4 The development of this Masterplan has been driven by the Cabinet Member for City Centre Regeneration, the Derby Renaissance Board (DRB) and the Vibrant City Partnership (VCP). These partnerships have a wide ranging membership including key organisations and business in the city centre as well as representatives from the Business Improvement Districts (BIDs). A number of stakeholder workshops were held to steer the strategy involving the Council, businesses and key organisations from the public, private and third sectors.
- 1.5 The City Centre Masterplan 2030 will be used to determine priorities for Council resources and external funding bids, and may be regarded as material consideration when determining planning applications in the city centre. It is a long term 15-year plan, comprising a vision, ambitions, and delivery plan with priority actions for the first 5 years. At the end of this period the Masterplan and Delivery Plan will be reviewed to assess progress and agree priority actions for the next 5 years.
- 1.6 The key priority in the Delivery Plan is a new performance / event venue in the city centre. This is supported by Vibrant City Partnership and is consistent with the key outcomes of the public consultation.

RECOMMENDATION

- 2.1 To confirm the Council's support for the Derby City Centre Masterplan 2030 as attached in Appendix 2.
- 2.2 To delegate authority to the Strategic Director for Communities and Place to finalise and publish the Derby City Centre Masterplan 2030.

REASONS FOR RECOMMENDATION

- 3.1 A City Centre Masterplan comprising a long term vision and clear Delivery Plan is essential to ensure the continuing regeneration of Derby City Centre. The Masterplan has been subject to extensive stakeholder and public consultation.

SUPPORTING INFORMATION

- 4.1 The draft City Centre Masterplan 2030 aligns with the Council's emerging Core Strategy, Derby Plan and the Derby City Centre Regeneration Framework (2012).
- 4.2 It has been informed by discussions with partners on the Derby Renaissance Board and its sub-group the Vibrant City Partnership. It also reflects the Council's budget setting process, existing evidence base reports and current initiatives and reviews being carried out by the Council and its partners.
- 4.3 It sets out the long-term 15 year vision for the City Centre. This vision is to create a city centre which is a:
 - **City of Choice** - a leisure, cultural and retail destination
 - **Business City** - a successful 'central business district'
 - **Living City** - a lifestyle and housing choice
 - **Connected City** - a well-connected smarter city
- 4.4 The Masterplan puts forward our ambitions for the city centre. By 2030, our city will have:
 1. A strong sense of identity
 2. A compelling retail and leisure experience
 3. A thriving cultural core
 4. A central business district
 5. A window to our hi-tech organisations
 6. A city centre lifestyle choice
 7. Redeveloped our challenging areas
 8. A vibrant riverside
 9. Great connections, great public places
 10. Smart city infrastructure
- 4.5 The masterplan as appended includes a delivery plan with a number of high priority

actions for delivery in the first five years, subject to securing funding. The key focus of the delivery plan is the creation of a new performance / event venue.

- 4.6 The Masterplan also identifies key strategic sites, both in public and private sector ownership to deliver some of the projects and initiatives that help achieve the ambitions. Key connections and gateways to the city centre are identified to help reinforce the links with communities, businesses, the University, the riverside and retail centres.
- 4.7 **Governance**
The City Centre Masterplan will be owned by the Vibrant City Partnership, which is a sub-group of the Derby Renaissance Board. The Vibrant City Partnership will be responsible for the strategic governance of the Masterplan and will receive regular progress updates, in addition to taking decisions on key projects.
- 4.8 A City Centre Masterplan Delivery Board has been established specifically for Derby City Council, with the remit of co-ordinating and programme managing the Council’s work on delivering the Masterplan priorities.
- 4.8 Where the Council takes responsibility and ownership for the delivery of specific projects, these projects will be added to the Regeneration Capital Programme and managed accordingly. The governance arrangements for projects on the Capital Programme are in two parts:
 - a) **Delivery:** Projects will be managed in line with the Council’s project management guidance, based on Prince 2 principles.
 - b) **Financial:** Projects will be monitored monthly at the Regeneration Capital Programme Co-ordination Team meetings, with exceptions and updates reported to the Regeneration Capital Programme Board and if required to the Corporate Capital Programme Board.

OTHER OPTIONS CONSIDERED

- 5.1 The Masterplan has been the subject of substantial consultation within Derby City Council, with partner organisations, with businesses and with the general public. The final document is widely endorsed as the right vision, ambitions and priorities for the city, to ensure regeneration is maintained in the future.

This report has been approved by the following officers:

Legal officer	Stephen Teasdale
Financial officer	Amanda Fletcher
Human Resources officer	Liz Moore
Estates/Property officer	Jayne Sowerby-Warrington
Service Director(s)	N/A
Other(s)	Greg Jennings, Head of Service

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For more information contact:
Background papers:
List of appendices:

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Appendix 1 – Implications
Appendix 2 - Derby City Centre Masterplan 2030

IMPLICATIONS

Financial and Value for Money

- 1.1 As each project in the Delivery Plan is developed, separate reports will be produced detailing both the revenue and capital implications and gaining the appropriate approvals to proceed. The funding streams for delivering the priorities within the Masterplan have yet to be identified but all options will be explored including, Council funding, external funding and the commitment of funding from partner organisations.

Legal

- 2.1 The Masterplan will not be statutory guidance, but may be a material consideration in determining applications for planning in the city centre.

Personnel

- 3.1 None directly arising from this report.

IT

- 4.1 IT requirements for individual schemes will be assessed as new schemes come forward, and the Information Systems Department will be consulted and involved accordingly.

Equalities Impact

- 5.1 An Equalities Impact Assessment will be carried out for the projects identified in the Delivery Plan at appropriate stages of project delivery.

Health and Safety

- 6.1 No direct implications

Environmental Sustainability

- 7.1 Environmental sustainability has been considered in the preparation of the Masterplan. Delivery Plan projects include improvements to pedestrian and cycle routes, reducing the use of cars and thus reducing carbon emission.

Property and Asset Management

- 8.1 Property and asset management implications have been considered in preparing the document. Project specific implications will be considered at appropriate stages of

project delivery.

Risk Management and Safeguarding

- 9.1 The key risk is to delivery of the Masterplan. It is important to note that the masterplan provides an aspirational vision for the city. The priorities identified in the masterplan cannot be wholly funded from within the Council's own budget. The Council and its partners will need to work together to find resources to deliver the action plan.

Corporate objectives and priorities for change

- 10.1 The City Centre Masterplan supports the priorities of the Council Plan 2016-19:
- Raising achievement and skills
 - Improving housing, supporting job creation and regeneration
 - Making the most of our assets
 - Being more commercial