

Derby City Partnership



Derby's 2020 Vision 2009-11

Sustainable Community Strategy

**Consultation Draft
October 2008**

What is Derby's 2020 Vision?

Derby City Partnership's Sustainable Community Strategy - our 2020 Vision - is our long-term plan to improve the quality of life for everyone in Derby both now and for future generations. It sets out what we aim to achieve for Derby's communities, economy and environment, and what steps we will take to get there. Our first 2020 Vision was written in 1995 and sets out a 25 year vision for the city. The plan reflects the priorities of local people, of government and of all the organisations that work to improve the quality of life for all in Derby.

Preparing the 2020 Vision

We usually update our plan every two or three years to make sure we continue to move towards achieving our vision for 2020. This means we check to see how we have done over the previous three years and set priorities for the next stage of the plan.

The priorities in this plan are based on what local people have told us they like about Derby and what they would like to improve. They are also based on what we know about the city's needs.

What you have told us

We asked local people and partners to tell us what they think are the most important things to work on in Derby. The top issues 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

These contributions, together with the statistics we have collected about the city, have been very valuable in helping us to set the priorities included in this 2020 Vision.

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. Jobs are in good supply, there is a wide range of affordable housing and excellent access to open space and the countryside.

Valuing the past...

World Heritage Status recognises Derby's history of creativity and technological innovation. Our landmark buildings provide a strong heritage backdrop 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 protected parks and open spaces. We will have excellent transport links with good public transport. Our international reputation for creativity in technology and art, as well as the enhancement of our heritage and environment, will see us emerge as a regional centre for tourism and a thriving economy for businesses and residents alike.

Our schools and other public services will support children, vulnerable adults and families with top quality services designed for the 21st century. There will be decent homes for all, and everyone's potential for a healthy life will be nurtured. People will feel safe in their houses, on the streets of their neighbourhoods and in the city centre at any time of the day or night.

Derby...a city for all ages

Our guiding principles...

- Raising aspirations, ambition and achievement for individuals, communities, organisations and the city
- Making sure that everyone in the city has the same opportunities and life experiences no matter what their background or where they live
- Giving people the opportunity to influence decisions that affect them
- Improving the quality of life for everyone in Derby now in a way that does not compromise the quality of life for future generations.

Derby in 2009 - Our changing city

Derby's communities

According to official statistics, Derby is home to over 236,000 people. However the latest 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 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 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. 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 economy from one based on manufacturing 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. The city is rated number one in England for visible exports per capita. 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 difficulty, such as the many parts of the world are experiencing now. Businesses will need to take care to stay strong during these times to prevent any significant losses.

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. A large proportion of Derby's population has few or no qualifications and educational attainment in schools falls below the national average. This means that a lot of the highly skilled jobs in Derby are taken by people living outside the city rather than Derby residents.

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 and parks in the city. The majority of our residential areas are 15 minutes from the centre or 15 minutes from parks and open spaces, including the Peak District and the National Forest. People also felt good 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 volumes in Derby are higher than elsewhere in the East Midlands and are increasing. However there continues to be sufficient capacity on Derby's roads so traffic congestion is not yet such a significant concern as in neighbouring cities.

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 need to be more careful about the amount we consume. 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 gasses that contribute to global warming, as well as excess waste. Only by being careful about what we consume will we be able to protect our environment for future generations.

The 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 has a set of plans that set out 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. In each chapter we will therefore set out how planning developments 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 are, 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 12000 homes will be built in Derby and a further 7000 extending 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.

How are we going to get there?

Derby City Partnership's work is undertaken across five themed partnerships or 'Cities', each of which is responsible for an aspect of this 2020 Vision. In the following chapters the 'Cities' set out their vision for 2020 and outline how they are going to achieve several key ambitions by 2011. These ambitions for the next two years, will move us on to achieving our vision for 2020.

To make sure that we achieve what we have set out to do, Derby City Partnership has signed an agreement with government on what we are going to achieve by 2011. This is known as Derby's Local Area Agreement. More information on the agreement can be found at the end of this document.

City for Children and Young People

Our Vision to 2020

Building a brighter future for children and young people that provides a healthy, safe and happy childhood, with the opportunity to achieve their full potential

The City for Children and Young People brings together all the services and activities for children and young people in Derby and acts as the city's Children's Trust. This means that it is responsible for improving the lives of children and young people in five outcomes identified by the Government. The five outcomes are:

- **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 majority of children and young people in Derby do well in these areas and grow into adults supported by loving, caring families. However, some children and young people become vulnerable at times and they and their families need extra help in their lives. While our aim is to improve the lives of all children and young people in Derby, we also want to make sure that vulnerable children and young people are not prevented from enjoying the same opportunities as everyone else.

There are many improvements planned for the way children and young people's services are delivered across the country. For example, by 2013 all children will be able to take diplomas in a choice of 17 subjects and by 2015 children and young people will be required to stay on in education or training until the age of 18. Over the next few years, Derby will receive £225 million in funding to transform learning, with a programme to replace or refurbish its secondary schools through the Building Schools for the Future Programme and there is a programme to upgrade primary school environments. The job of City for Children and Young People will be to make sure that all children and young people in Derby get the maximum benefit from these changes.

Key achievements since 2006

- Achieving national recognition for our work on the Healthy Schools Programme and citizenship
- Children in care gained more educational qualifications
- Children and young people have made an outstanding contribution to policy development, decision making and to their local communities. For example Voices in Action, our children and young people's reference group, has created posters that show positive images of young people. These can be seen across Derby
- We have joined up services for disabled children and their families so that all services are in the same building
- The number of children excluded from school has significantly reduced and there have been improvements in attainment, school attendance and behaviour.
- Partner agencies are successfully working together to provide services in one area of the city. We are developing plans to extend this to other parts of Derby, as children and young people and their families are able to benefit from better access to a wider range of services.

Our ambitions for Derby to 2011

- Parenting – Derby will have positive, caring and responsible parents, to enable children and young people to meet the five outcomes.
- 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.
- Building ambition, aspiration and achievement – supporting children and young people to develop and maintain positive relationships and have access to new opportunities.
- Physical, emotional well-being and safe choices –children, young people and their families will be supported to understand risk and how to make safe choices.

What we will do by 2011

- Parenting – Derby will have positive, caring and responsible parents, to enable children and young people to meet the five outcomes.
 - Provide information, training 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 to 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.
 - Promote safety and security for children and young people at home and at school.
 - Maintain stable placements for children in care to allow for greater life opportunities.
 - Increase opportunities for young people to take part in decision making
 - Raise the level of inclusion of children and young people in schools and all services.

- Building ambition, aspiration and achievement – supporting children and young people to develop and maintain positive relationships and have access to new opportunities.
 - Promote school attendance for all children and young people.
 - Improve ability to identify children who are vulnerable or at risk of under-achieving at an early stage and provide appropriate services focussing on teenage parents and children in care.
 - Support all schools and settings in raising standards by providing an enjoyable, broad and relevant curriculum for all children, especially those with learning difficulties and disabilities.
 - Support schools, providers of education and training to deliver their duties in relation to community cohesion.
 - Provide high-quality Information Advice and Guidance to enable young people to make effective choices about learning, career and lifestyle.

- Physical, emotional well-being and safe choices –children, young people and their families will be supported to understand risk and how to make safe choices.
 - Enable and encourage physical activity and healthy lifestyle from a very early age.
 - Enhance provision of Child and Adolescent Mental Health Services intervention in the community.
 - Provide a range of information for parents, young people and children aimed at supporting a safe and enjoyable childhood.
 - Develop affordable, accessible and enjoyable recreational activities for children and young people
 - Develop increased youth opportunities that are youth-led.
 - Co-ordinate prevention activities across the city.
 - Research the possibilities of providing short-term emergency accommodation and education for young people and ‘crash pads’ to provide respite accommodation for a four-week period.

Other plans that support these ambitions

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

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
- Contribute to and 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 community, leisure and school facilities.

City Growth

Our vision to 2020

We want Derby to be a city of opportunity, enterprise and innovation, a thriving and attractive city for people to live and work in.

The prosperity and economic growth of the area we live in has a huge impact on the opportunities that are available to us. It can affect the type of job we have, how much money we earn, the quality of the housing we live in and what we can do in our leisure time. When we create and retain more wealth in the city, we improve the quality of life for those who live and work here.

The success of Derby's economy relies on the strength and innovation of the businesses in the city and also the talents and abilities of people who live and work here. City Growth aims to ensure that everyone in Derby's communities and businesses across the city have the support and training they need to achieve their full potential. We also aim to make sure that Derby's economy stays strong throughout any periods of national or global economic difficulty and where possible emerges from difficulties stronger than it was before.

We aim to make Derby into a vibrant and appealing city that attracts forward thinking businesses, a talented workforce and tourists who want to enjoy what the city has on offer. This will mean enhancing the range of shops that are on offer, extending the range of restaurants, bars and evening entertainment and making the most of Derby's high quality cultural heritage and tourism assets. The physical appearance of the city will be transformed over the coming years, including changes to the city centre, road networks and public transport, the types of accommodation available for businesses and improvements in the availability and quality of housing.

As the city grows, we need to make sure that the changes we make do not impose a cost on the environment. Protecting our environment for future generations is key to making Derby a location of choice, both now and in the future.

Key achievements since 2006

- Helping 300 local people into jobs at Westfield Derby through Workstation, of which more than 140 were previously unemployed.
- Establishment of the Cathedral Quarter Company to help make the Cathedral Quarter an attractive and quality destination for local people, businesses and visitors.
- Establishment of the Declaration on Climate Change that commits Derby City Council to working with partners and communities to address the causes and impact of climate change on Derby.
- Success of Marketing Derby in promoting Derby and raising its profile
- Securing investment by Citi Corp in local company Egg
- Securing Growth Point funding to help deliver more homes across the city.

Our ambitions for Derby to 2011

- Derby will have a portfolio of higher value, knowledge based employment.
- Derby will be a location that attracts and retains creative, imaginative and forward thinking people and businesses.
- People in Derby will be motivated, capturing the full economic potential of Derby's communities.
- Derby's communities and organisations will respond to the opportunities and challenges of climate change and transform Derby's physical assets to the benefit of the city and the planet.

What we will do by 2011

- Derby will have a portfolio of higher value, knowledge based employment.
 - Ensure that Derby's workforce has the right skills to enable them take on knowledge based jobs.
 - Support businesses to start, survive and grow.
- Derby will be a location that attracts and retains creative, imaginative and forward thinking people and businesses.
 - Support the delivery of the City Centre Masterplan and new commercial developments across the city.
 - Support the Growth Point Programme to deliver new housing and community spaces, making sure everyone has access to appropriate housing they can afford.
 - Produce and deliver a marketing and engagement plan to attract and retain key target businesses.
- People in Derby will be motivated, capturing the full economic potential of Derby's communities.
 - Make sure that Derby people's skills match the jobs that are on offer.
 - Make sure that people not currently in employment secure and retain jobs, particularly in areas where there is high unemployment.
- Derby's communities and organisations will respond to the opportunities and challenges of climate change and transform Derby's physical assets to the benefit of the city and the planet.
 - Protect our environment and improve road safety by supporting the delivery of the transport plans for the city to improve road networks, cycle and pedestrian routes and public transport.
 - Raise awareness of climate change among local businesses and communities and supporting people to identify business opportunities presented by climate change.

- Assess potential impact of climate change and identify ways to reduce the impact on Derby, including the use of renewable technologies.
- Ensure that all new development including housing has a minimal impact on the environment.
- Work with private landlords to improve housing conditions in the private sector.
- Protect Derby's valuable green spaces and the natural environment.
- Develop a sustainable flood risk management strategy for the River Derwent.

Other plans that support these ambitions

- 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

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 businesses 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 service sites 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 biodiversity

City for Stronger, Safer and Cleaner Communities

Our vision to 2020

Our aim is to create strong, safe and clean communities so that people living visiting and working in Derby feel safe and confident in their daily lives, enjoying in full the quality of life that the city offers.

Our vision is for Derby to have strong communities, where there is a positive relationship between people from different backgrounds. We want local communities to take a lead role in improving their local area, identifying the most problematic issues in their neighbourhoods and helping to resolve them.

Derby has a lower crime rate than other cities of its size. However, people often perceive the crime rate to be higher than it is and worry that there is a high chance that they will become a victim of crime themselves. Our aim is not only to reduce crime in Derby overall but also to reduce the fear of crime in our communities, both of which are essential to making Derby people feel safe and confident.

Feeling safe in our communities often depends on the behaviour of people who live around us. Anti-social behaviour and drug and alcohol misuse cause a lot of harm to individuals and communities and is a major concern for local people. We want to see a Derby where anti-social behaviour and substance misuse is reduced, helping people to feel confident and proud of where they live.

Having an attractive and clean environment is also essential to making us feel proud of our neighbourhoods. We aim to make places cleaner, safer and more enjoyable to live in. This includes creating attractive and welcoming parks, play areas and public spaces and improving the physical look and layout of places by maintaining them better.

Key achievements since 2006

- Crime has reduced by 30.5%, with 61.2% fewer burglaries and 40.4% fewer vehicle thefts.
- Anti-social behaviour has reduced by 7.2% and fewer residents perceive there to be high levels of anti-social behaviour
- We have developed a top-performing Youth Offending Service that is ranked second out of 157 youth offending services in England and Wales
- Neighbourhood forums and boards have been established in all 17 city neighbourhoods to improve opportunities for communities to have their say about where they live.

- Drug treatment services have been redesigned meaning waiting times have been reduced and more problematic drug users are entering and staying in treatment
- We have made structural changes to the Community Safety Partnership to make us stronger, more robust and better able to deliver what we set out to achieve.

Our ambitions for Derby to 2011

- Derby will have stronger and more cohesive communities where local people are able to influence decisions and become active citizens.
- Derby will have safer communities with reduced crime, anti-social behaviour and harm caused by the misuse of drugs and alcohol.
- Derby will have cleaner communities with cleaner streets and well-managed public open spaces.

What we will do by 2011

- Derby will have stronger and more cohesive communities where local people are able to influence decisions and become active citizens.
 - Develop neighbourhood working - engaging people to take a leadership role in their communities and influence key decisions about their local area and how services are delivered
 - Improve community cohesion - creating communities where there is a strong and positive relationship between people of different backgrounds and community tensions are reduced
- Derby will have safer communities with reduced crime, anti-social behaviour and harm caused by the misuse of drugs and alcohol.
 - Prevent and reducing violent crime, particularly alcohol-related violent crime
 - Reduce domestic and sexual abuse
 - Reduce re-offending among adults and young people
 - Reduce anti-social behaviour
 - Prevent and reduce youth crime
 - Reduce the harm caused by substance misuse
- Derby will have cleaner communities with cleaner streets and well-managed public open spaces.
 - Develop and manage open spaces, including parks and play areas
 - Reduce environmental crime such as graffiti and fly-tipping and encouraging people to take responsibility for their neighbourhood
 - Reduce noise-nuisance
 - Take a proactive approach to education and enforcement on licensing

Other plans that support our ambitions

- Crime Reduction Strategy 2008 – 2011
- Youth Crime Action Plan 2008-08-15
- 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
- Neighbourhood Action Plan

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

- Design areas where it is difficult to commit crime 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 Vision for 2020

Our vision for 2020 is to make Derby a culturally significant and energetic city.

Cultural City brings together planning for:

- the arts, museums, libraries and literature
- sports, active recreation and physical activity
- entertainment, festivals and events
- lifelong learning for personal development and interests
- cultural identity, faith and spirituality
- the celebration and appreciation of our heritage and history
- championing the enjoyment and quality of the man-made and natural environment

Culture is important because it matters to people, businesses and the economy of our city. Thousands of people are already actively supporting the cultural life of Derby. Some are volunteering, running sports clubs, societies, active in their churches, temples or mosques, or working in sports, arts or local communities. Others show their support by enjoying and participating in the huge choice of cultural and informal learning activities that already exist.

We plan to see culture playing an even bigger part in the lives of Derby's people. Culture will play its part in improving the quality of life, enhancing wellbeing and encouraging all people to live harmoniously in the city. We want Derby to have a vibrant evening economy across the city that offers a range of enjoyable activities for people of all ages and backgrounds. And by aspiring to make Derby the country's most active city, we aim to improve people's health and well being. We also want to see culture playing a bigger part in supporting Derby's economy by promoting tourism and growth in all the creative and cultural industries like film and media, arts and antiques, and the performing arts. The growth of Derby's economy and the rise of Derby's cultural life are interlinked and reinforce one another.

There is already much to be proud of in the city's cultural life from our impressive scientific, industrial and artistic heritage to the quality of our parks and the cultural diversity in the city. Derby is a great place to be. We want to make sure that we not only keep it that way but make it better still.

Key achievements since 2006

- Building QUAD, Derby's regional centre for film and the visual arts.
- Opening new libraries in Derwent and Mickleover and refurbishing Sinfon library.
- Supporting Creative Partnerships Derby so helping to develop schoolchildren's potential, ambition, creativity and imagination.
- Launching the Derby Forum of Faiths' three year action plan to increase interfaith work in Derby and promote community cohesion.
- Initiating a nationally significant B-Active campaign to improve fitness, health and welfare.
- Installing the Big Screen on Derby's Market Place.

Our ambitions for Derby to 2011

- Those who live and work in Derby will have an improved quality of life through a range of good quality cultural and learning opportunities.
- Derby will be a place where diversity is celebrated and everyone has an equal opportunity to take part in cultural and learning activities.
- Derby's cultural life will contribute to regeneration and prosperity in the city and the importance of culture in the economy of the city will be better understood.

What we will do by 2011

- Those who live and work in Derby will have an improved quality of life through good quality cultural and learning opportunities.
 - Improve the standard of Derby's cultural and learning opportunities and facilities, including the development of facilities in schools that are relevant and accessible to everyone.
 - Improve the quality of people's cultural experiences, encouraging more people to take part including opening new libraries in Oakwood, Chellaston, Allenton and Mackworth.
 - Extend the range of cultural experiences, giving people more choice and filling gaps including establishing the Derby Festival of Arts as a month long celebration each autumn and developing creative theatre within Derby Playhouse and Derby LIVE.
 - Encourage more people in Derby to take part in sports and physical activity, including supporting the B-active campaign.
 - Increase the knowledge and understanding of religious diversity enabling people to work and live together more harmoniously, including our faith communities working together to organise a community project .

- Derby will be a place where diversity is celebrated and everyone has equal opportunity to take part in cultural and learning activities.
 - Create more opportunities for 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 including establishing Derby Festé as an annual street festival.
 - Help specific groups to take part in activities by addressing their particular barriers and needs, including the expansion of signed performances at our major arts venues.
 - Ensure that cultural activities provide opportunities for people of diverse cultures to come together to appreciate what they have in common, including the promotion of cultural events in Normanton.
 - Ensure that people employed in the cultural sector and those using cultural services have equal opportunities.

- Derby's cultural life will contribute to regeneration and prosperity in the city and the importance of culture in the economy of the city will be better understood.
 - Improve the status of Derby's facilities so they can compete at an international level, including the Silk Mill Museum and QUAD.
 - Present events and performances in Derby of international quality, including the Format Photography Festival and the programme of Derby LIVE and Derby Playhouse.
 - 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 by installing 20 pieces of public art.
 - Build on Derby's reputation as a harmonious city, including the creation of high profile events that celebrate our diversity.

Other plans that support our ambitions

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

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 living in our environment.
- 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 and 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
 - the provision of public transport

Healthy City

Our vision for 2020

Improving health by working together

Healthy City is committed to improving the health and well-being of the people of Derby. There is a compelling case for action; unless we tackle health inequalities and support our communities to adopt healthier lifestyles, our younger generations could die at an earlier age than their parents. It is not sufficient however to improve length of life, we also want to improve quality of life.

Our aim is to save 2,000 premature deaths in the next 10 years. This will raise the standard of health in Derby from below the national average to well above the national average and so comparable with some of the most affluent areas of the country. If we save 2,000 premature deaths we will halve the rate of premature mortality in the city.

Healthy City is also responsible for supporting the delivery of social care across the city and ensuring that health and social care services are working together to support people. We know that, for many people, they need their health care and their social care to be working well at the same time. Our aim is to see as many people as possible live safely and independently in their own homes for as long as possible. This includes older people and people with mental health or learning disabilities or physical and sensory impairments. We aim to improve the quality and affordability of housing for vulnerable people and reduce homelessness. We also aim to work together to intervene in the causes of homelessness to prevent it from occurring or where it does recur to prevent it from re-occurring.

We know that not all Derby residents have the same opportunity to enjoy good health and a long life. In some areas, the extent of poverty, deprivation and unemployment is reflected in differences in health. Those on low pay tend to experience poorer health than people with higher incomes. Our work focuses on these areas as there are the most opportunities for improving people's health. Not only will this reduce the differences in the standard of health across the city but will help us achieve our goal of saving 2,000 lives.

Key achievements since 2006

- In September 2008, we opened a purpose built nightshelter for homeless people, Milestone House, with health and advisory services, providing full assessment of homeless people's needs.
- We have introduced bowel cancer screening and the cervical cancer vaccination programme into the city.
- Our Healthy Schools Programme has been recognised nationally as an example of excellent work.
- The Family Nurse Partnership provides nurses who visit parents from early pregnancy until the child is two years old, building a close, supportive relationship with the whole family.
- Diabetic retinopathy screening has been introduced into the city.

- Chlamydia screening is now being offered to young men and women.

Our ambitions for Derby to 2011

- Derby people will have improved health and differences in health between neighbourhoods will be reduced.
- The standard of health and social care services in Derby will show continuous improvement.
- The health of our residents, especially vulnerable adults, will improve by providing decent, affordable, and sustainable housing.

What we will do by 2011

- Derby people will have improved health and differences in health between neighbourhoods will be reduced.
 - Reduce adult and childhood obesity by promoting physical activity and weight management services.
 - Reduce the number of smokers in Derby by providing high quality smoking cessation services and enforcing no-smoking legislation.
 - Prevent and reduce the number of early deaths from cardiovascular disease.
 - Reduce the levels of alcohol consumption in the city.
 - Develop and deliver a co-ordinated action plan to reduce differences in health between neighbourhoods.
- The standard of health and social care services in Derby will show continuous improvement.
 - 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 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.
 - Engage Derby people with health and social care services to secure their trust and give them confidence in their public services
- The health of our residents, especially vulnerable adults, will improve by providing decent, affordable, and sustainable housing.
 - Increase the proportion of vulnerable adults and older people successfully maintaining independent living.
 - Develop and implement a co-ordinated action plan to tackle fuel poverty in the city.
 - Increase the number of vulnerable adults successfully moving on from temporary accommodation into settled housing.

Other plans that support our ambitions

- Healthy Derby Strategy 2007-17
- Smoke Free Derby Strategy 2008-13
- Derby Obesity taskforce strategy 2008-10
- Derby Older Peoples Plan 2009

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?

What is Derby City Partnership?

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

Our values:

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

Our themed partnerships

Derby City Partnership's work is undertaken across five themed partnerships or 'Cities', as outlined in the chapters in 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.

The members of the 'Cities' come from a range of organisations in Derby City Partnership. Each of these organisations also has their own plans which contribute to achieving the ambitions that are set by the 'Cities' and ultimately this 2020 Vision.

Derby's Local Area Agreement

Derby City Partnership has signed a Local Area Agreement with central government on how we are going to work together to improve life in our city. The Local Area Agreement is a three year agreement, based on 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. It includes a list of measures that the partnership will use to show that we are making progress towards meeting these priorities. It also contains plans that set out the actions we will take to achieve our commitments in the Local Area Agreement and this 2020 Vision.

Each of the Derby City Partnership 'Cities' is responsible for certain aspects of the 2020 Vision and Local Area Agreement. The table below shows which of the 'Cities' is responsible for which aspects and where the other 'Cities' work with them to help them achieve their aims.

			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 under child protection 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	✓				✓