

Mr Alex Hough
Head of Democracy
Derby City Council
Council House
Corporation Street
Derby
DE1 2FS

3rd March 2020

Derby City Council Election Cycle

Dear Alex,

I am writing on behalf of Marketing Derby, following a discussion at our board, as part of the consultation on the future of the Council's election cycle.

It was the unanimous view of our board that the Council should move to adopt the "Whole Council Elections" model.

We believe that the benefits of change are considerable, including financial savings of almost half a million pounds and greater stability.

We - and members of the Derby Renaissance Board - have been consulted on this proposed election cycle change previously, and at the time, made our support for the change clear.

Our view remains unchanged - and we suspect the same is true of the Derby Renaissance Board, Marketing Derby Bondholders and the wider business community - that Derby City Council should adopt the "Whole Council Election" model as soon as possible.

Thank you for opening the consultation.

Yours sincerely,



John Forkin
Managing Director

cc Paul Simpson, Interim Chief Executive, Derby City Council
cc Cllr Christopher Poulter, Council leader and leader of the Conservative group
cc Cllr Lisa Eldret, leader of the Labour group
cc Cllr Ruth Skelton, leader of the Liberal Democrats group
cc Steve Hall, Chair, Derby Renaissance Board
cc Bob Betts, Chair, Marketing Derby