



# **Inspiring people Creating opportunities**

# **The Derby Plan 2013–2015**

## **A city rich in heritage**

Derby is central, compact, connected and hi-tech - and it has been since the eighteenth century. The Age of Enlightenment defined our city. Derby put down foundations with water power and silk, manufacturing new futures for its people. The city was alive to new ideas from inspirational thinkers like Erasmus Darwin and industrialists like Richard Arkwright. From our streets Joseph Wright expressed the spirit of the Industrial Revolution in his paintings, illuminating the opportunities of a changing world. It was a time when there were no boundaries to art, science and craft and no barriers to creative thought.

## **An innovative city**

This progressive age continues to inspire the Derby story as the city's creative energy has flourished. From railways to Rolls-Royce, jet engines to nuclear submarines and public parks to public services, Derby remains at the centre of innovation and creativity today just as it was a quarter of a millennium ago.

## **A 21st century city**

Derby people don't tend to shout about their city. They just get on with doing extraordinary things to improve life for their neighbours and communities. Yet Derby is home to internationally known brands like Rolls-Royce, Bombardier and Westfield. It is the UK's leading export city and employs the largest percentage of people in high technology industries in the land. Derby boasts a World Heritage Site, is gateway to the Peak District National Park and hosts a superb calendar of culture from world class photography and visual arts to the biggest free outdoor classical concert in Britain.

## **A city facing challenges**

Like many cities Derby faces challenges. Derby people know that despite everything that is brilliant about the city, there are areas of poverty, poor housing, unemployment and poor health. At a time of national austerity and cuts, not everyone has the same chances to change things however much they want to and however big they dream.

## **A city to be proud of: Inspiring people, creating opportunities**

Yet Derby's enduring creative spirit can be the catalyst to a strong and prosperous future. We want everyone to get the most out of what Derby has to offer and we want that offer to inspire everyone to be ambitious for themselves, their communities and organisations and their city. Our creative energy will fuel future generations to write successful new chapters in the story of Derby, just as we are inspired by our past. Just as we are proud of Derby today, they can be proud of Derby tomorrow and in the future.

## **A city for everyone**

We need a single, simple plan to help concentrate our efforts. Something our organisations, communities, employees and residents all feel they can sign up to and make a contribution to.

We already have lots of plans, so this needs to be different. We need big ambitions to keep everyone inspired but we need to concentrate our efforts to where working together will make the most difference. Our spotlight might fall on places we are not doing so well or where we want to do more of something good but it will always focus our creative energy on where we are passionate about making positive change.

## The Derby Plan 2013-2015

### Big ambitions

Our big ambitions keep us looking to the future prosperity of our city, we want people in Derby to have an:

- **inspiring start in life**
- **inspiring working life**
- **inspiring place to live**

### Spotlight on...

For the next two years we want to inspire organisations to work together with communities and residents to create opportunities to make a measurable difference to an:

- inspiring start in life **by improving educational attainment**
- inspiring working life **by improving skills and creating jobs**
- inspiring place to live **by improving inner city areas**

### Creative energy

*To foster our natural creative energy we want to encourage new ideas and thinking about public services so that we are working together on:*

- managing a shrinking public sector while there is an increasing demand for more and higher quality services
- fostering growth and economic recovery
- increasing self-reliance and resilience in communities so that people are less dependent on public services

### Measuring the difference we make

We believe our spotlights fall on where we need to concentrate our collective efforts over the next two years. We want to be able to show the work we do on each spotlight has made a difference to our big ambitions. We propose to measure the following indicators to help us know if we are on the right track or where we need to put in more effort.

### Where we are now...

- 76% pupils achieving level 4 or above in English and Maths at Key Stage 2(2012/13)
- 57% pupils achieving 5 GCSEs at grades A\*-C including English and Maths(2012/13)
- 67% schools judged as outstanding or good by Ofsted(2012/13)
- xx% children ready for school(Definition to be established)
- 92.3% of new business starts surviving to years 1 and 3 (2008)

- 64.6% adults with at least level 2 qualifications (2010/11)
- 70.3% Employment rate (March 2013)
- 94.9% of Year 11 pupils progressing into Further Education, Employment & Training (2012)

These indicators will be reported each year and it will be challenging to show the difference we make as improving them can be affected by many other things. However, as each spotlight project plans exactly what they are going to do we will agree other measures to make sure we are achieving the outcomes we want.

## What are we going to do?

### Inspiring start in life **by improving educational attainment**

We want young people in Derby to be inspired by the world of work, get good qualifications and have more opportunities to get ready to start their working life and impress local employers. Schools do lots of work on this already but we want to use our partnership to help:

- improve the quality and impact of the involvement of local businesses with our schools and not just by inspiring pupils but working with teachers and governors too in their leadership role
- change perceptions of student achievement and confirm Derby as a great place to learn

### Inspiring working life **by improving skills and creating jobs**

We want businesses to be inspired to start-up and grow in Derby and have the opportunities to create more jobs. We also want to get better at making sure Derby people gain the skills that our local employers will need in the future, so our residents have a better opportunity to get local jobs. So we are going to:

- see if we can help create opportunities for smaller businesses to get the finance they need to grow and try to be smarter in matching local people to local job opportunities
- get our employers loads more involved in what you can train for in Derby and challenge the things that stop people being ready to apply for jobs

### Inspiring place to live **by improving the inner city**

We'd like everyone to be proud of where they live but national funding cuts mean we have less to spend on the services that help improve things, so we have to work out ways to make better use of our limited resources. By focusing initially on areas with significant deprivation and which consistently perform poorly on lots of measures, we can prove that if we make a difference here we can do the same elsewhere. We plan to use the national 'Our Place' model to:

- understand just how much our public services spend, what costs the most and why and find out the big issues that mean people rely on public services
- work out, with the community, local businesses and voluntary groups, how we stop thinking as separate organisations but really join up resources to tackle those issues where we can make the most difference
- enable all our communities, from the most affluent to the more deprived, to stand up for themselves and be proud of what they contribute to Derby.

## Who's the 'we'?

If we want to achieve our big ambitions we need most Derby people - parents and children, chief executives and Councillors, fitters and financiers - to make them their ambitions too. That is a really big ask but we need to be challenged to keep us inspired and thinking about the future prosperity of our city.

To help target our efforts towards our big ambitions we have put some things in the spotlight. This work will be led through Derby City and Neighbourhood Partnerships, which is a voluntary alliance of local organisations and groups. It is led by a Leadership Board made up of senior leaders from private businesses, public organisations and voluntary and community groups. As part of how we deliver our big ambitions, we will look at how we develop leadership in communities and organisations to improve services, transform places and create communities that can support themselves.

## The Derby Plan and working in partnership

For more information and updates on what we're doing

Website: [www.derby.gov.uk](http://www.derby.gov.uk) and search for 'why work in partnership' pages  
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