

Report sponsor: Paul Clarke, Head of Planning  
Report author: Chloe Oswald, Conservation  
Officer

## **Derby city centre vibrancy project**

### **Purpose**

- 1.1 To make Conservation and Heritage Advisory Committee Members aware of the City Centre Vibrancy Fund and the project aims and the context for individual artist led murals and pieces of art within the city centre.

### **Recommendation**

- 2.1 That Members are made aware of the project and that if any type of planning permission is needed for individual pieces these will be brought before committee for their consultation input.

### **Reason**

- 3.1 To give the committee an opportunity be aware of context of the scheme prior to applications being presented in future where permissions are needed.

### **Supporting information**

- 4.1 In recognition of the challenges facing city centre businesses, we have opened applications for the City Centre Vibrancy Fund. The City Centre Vibrancy Fund has been enabled through Government funding from Derby's Shared Prosperity Fund allocation. This has a key priority around building pride in place and engagement in local culture and community. Challenges such as the impact of covid and decline in retail have had an impact on Derby City Centre and the businesses located there. We aim to address some of these issues through this funding.

A positive experience when visiting a city is essential to improve reputation, increase footfall and encourage repeat visits. We are looking to award grants to enable creative and cultural projects that will contribute to an overall increase and improvement in the vibrancy of Derby. Funded projects will create eye-catching interventions and installations within the public realm, which surprise and engage, connecting people and place, whilst changing the look and feel of the city centre.

- 4.2 Ensuring diversity is visible and celebrated builds pride in a city and ensures people feel included and welcomed. We are therefore keen to receive applications that will help the city centre to reflect the cultural identity of our communities.

The type of projects include:

- Creative interventions by local artists into the fabric of the city in the form of decorated hoardings, painted streets, window treatments on vacant property, wall murals and installations.
- Street canopy projects to enliven streets where the infrastructure exists.

- 4.3 This scheme has been running since Covid over the last year. Please see further background details on the Derby city council website: -

<https://www.derby.gov.uk/leisure-and-culture/arts-entertainment/city-centre-vibrancy-fund/#page-1>

The fund has now closed, the budget fully allocated and there are currently no further rounds of funding. There are several projects still in development, colleagues in Planning (including the Conservation Officer) will be consulted on whether any planning permissions are needed regarding locations for these at the appropriate point. Some projects have drawn on the history and heritage of the city This includes the King of Rome mural on Irongate and Stories of Irongate installation in the old Thomas Leaper pub.

## **Public/stakeholder engagement**

- 5.1 None.

## **Other options**

- 6.1 None.

## **Financial and value for money issues**

- 7.1 None.

## **Legal implications**

- 8.1 None.

## **Climate implications**

- 9.1 None.

## Other significant implications

10.1 None.

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal Finance Service Director(s) Report sponsor Other(s)	Paul Clarke, Chief Planning Officer Chloe Oswald 01332 641635 chloe.oswald@derby.gov.uk	22/11/2023
Background papers:	N/A	
List of appendices:	N/A	