

## **Derby Cityscape – Public Realm Strategy** **Public Consultation Plan September / October 2006**

### **Who?**

#### **Derby Cityscape**

Derby Cityscape is the urban regeneration company responsible for the physical regeneration of Derby's city centre. Derby Cityscape Ltd was formed by the Government in April 2003 in response to relatively low investment and low performance within Derby's city centre. Recognising the need for significant and co-ordinated change, local and regional partners from the private and public sectors joined forces to enable the delivery of comprehensive change.

Following comprehensive consultation involving local communities, public sector agencies, Derby City Council, businesses, landowners and developers, the Derby Cityscape Masterplan was developed and launched in January 2005.

### **What?**

Derby Cityscape has been funded by Derby and Derbyshire Economic Partnership (DDEP) to appoint urban design specialist, Urban Initiatives, to prepare a proposed strategy to outline the key facts and delivery mechanisms for improving public space within Derby's city centre, namely the Public Realm Strategy (PRS).

#### **Main Aims**

To present the first draft of the PRS document to key stakeholders within the city centre for feedback. The first draft should be ready for beginning of September 2006 and this is the version that will be initially consulted on.

#### **Objectives**

The main intention is to get a majority of support from key interest groups and appraise response and where appropriate feed into the final PRS document.

#### **Issues**

- Consultation period of 6 weeks from w/c 11.9.06 to 31.10.06
- Marketing support will be finalised beginning September
- 6 key areas for recommendation will be highlighted for consultation
- Participation will be sought from key groups through arrangement of individual participation events/presentations
- Findings will be collated and where appropriate changes will be made to the final version of the PRS

## **Where and When?**

There will be on site displays and various events throughout September and October. The main event will be on the 28<sup>th</sup> October at a 'Family Fun Day' at the Joseph Wright Sixth Form College on Willow Way, where display boards will be set up and staff will be on hand to answer any queries.

## **Level of consultation participation**

Informal consultation not required by statutory regulations.

Collective views will be sought from established groups as well as individual feedback.

## **How?**

### **Methodology**

- Display boards for each key site
- Feedback forms – simple answers ie. yes or no for each key area and space for comments
- Web site – opinion poll on Derby Cityscape web site with possible links to partner web sites
- Local media
- Individual sessions with established groups where requested
- Derby Cityscape progress event 28<sup>th</sup> October family fun day
- Series of street briefings – resources permitting
- Schools and colleges

Findings will be segmented by;

- Interest groups
- Age
- Key area usage

### **Advisory Committee focus group dates:**

- 10 October 2006 2pm-4pm - Venue: Council House
- 17 October 2006 6.30pm-8.30pm - Venue: Council House
- 25 October 2006 6.30pm-8.30pm - Venue: Council House
- Light refreshments will be provided at each focus group meeting

**Please confirm which focus group meeting you are interested in attending by contacting Pam Thompson on tel: 01332 258423 / minicom: 01332 258427 or by e-mail: [Pamela.Thompson@derby.gov.uk](mailto:Pamela.Thompson@derby.gov.uk) by 2 October 2006.**

For further details: [www.derbycityscape.com](http://www.derbycityscape.com)