

APPENDIX 5. Derby's Economic Strategy – Quality of Life Board Delivery Plan 2011-16

Strategy Driver: Maximising the Quality of Life in Derby

Objective 1: Creating a cultural, leisure and quality of life offer to attract people to live, work and spend in Derby

Action	By When	Responsible Partner	Named Lead (TBC)	Status (concept, in dev't..)	Performance Measure
Short Term:					
Create, maintain and steer the delivery of the Central Derby Regeneration Framework	August 2011 (ongoing monitoring)	DCC Regeneration	Greg Jennings	In preparation	<ul style="list-style-type: none"> Condition of derelict land/buildings Housing provision Quality of built & natural env't
Establish an overarching brand identify for Derby. Building on themes of invention and innovation of the city's past, present and future.	Dec 2011	Tourism cluster/ <i>Marketing Derby</i>	John Forkin	Concept	<ul style="list-style-type: none"> Delivery of city centre regeneration framework
Medium Term:					
Create a citywide customer service charter	2012	DCC Tourism office / BID companies	Stella Birks	Concept	<ul style="list-style-type: none"> City centre footfall Delivery of city centre regeneration framework
Steer the delivery of Castleward Urban Village	End 2012	DCC Regeneration	Greg Jennings	Procurement complete and under review	<ul style="list-style-type: none"> Housing provision Condition of derelict land/buildings Quality of built & natural env't
Steer the delivery of the Osmaston Vision	End 2012	DCC Regeneration	Greg Jennings		<ul style="list-style-type: none"> Housing provision Condition of derelict land/buildings Quality of built &

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					natural env't
Long Term:					
Deliver fit for purpose performing arts venues in Derby to reflect the cultural offer	2015 (Year of Culture)	DCC	Amanda Sharman	Concept	<ul style="list-style-type: none"> • Delivery of city centre regeneration framework
Strategy for viable shopping market provision in the city centre	2015	DCC Regeneration	Steve Meynall	Concept	<ul style="list-style-type: none"> • City centre footfall • Delivery of city centre regeneration framework
Capitalise on the development of the new pool, velodrome and other event space by: <ul style="list-style-type: none"> • Reinforcing links to the retail core & other leisure facilities • Maximising opportunities for local companies 	2016	DCC	Greg Jennings	In development	<ul style="list-style-type: none"> • Number of leisure venues • Delivery of city centre regeneration framework
Support the museums transformation process	2016	DCC	Stuart Gillis	In development	<ul style="list-style-type: none"> • Delivery of city centre regeneration framework
Development of a city centre retail approach	2016	DCC / Marketing Derby	Rob Salmon	Concept	<ul style="list-style-type: none"> • Reduced empty shops • Quality of built & natural env't
Development of a district centres retail approach	2016	DCC / Marketing Derby	Rob Salmon	Concept	<ul style="list-style-type: none"> • Reduced empty shops • Quality of built & natural env't

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Objective 2: Pursuing opportunities related to the low carbon economy based on Derby's relative strengths

Action	By When	Responsible Partner	Named Lead (TBC)	Status (concept, in dev't..)	Performance Measure
Short Term:					
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Programme of energy and water efficiency promotion: - Communication plan - Marketing strategies - Training and education	Sept 2011 rollout – then ongoing (subject to resources)	DCC Climate Change / Severn Trent	Andy Hills	Concept	• Resource efficiency
Utilise the research undertaken by emda to scope the existing low carbon economy and produce a SWOT analysis	March 2012	University, DCC Climate Change/Econ Regen	Andy Hills	In development	
Medium Term:					
Bike and car clubs to contribute to sustainable transport	Sept 2012	Transport	Christine Durrant	Concept	• Sustainable travel options
Build support for Lower Derwent Flood Risk Strategy & identify delivery opportunities	2013	Environment Agency, DCC	Sue Quinlan	In development	• Flood protection measures
Identify city buildings that are expected to exist in 50 years time and develop plan to retrofit energy & water efficiency	2013	DCC Climate Change, UoD, Severn Trent, Carbon Trust	Andy Hills	Concept	• Resource efficiency
Long Term:					
Increase proportion of local wildlife sites that are in a “favourable” condition	August 2014	Wildlife Trust, DCC	Ed Green	Concept	• Quality of natural environment

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Identify potential decentralised energy in new regeneration projects	2016	DCC – Climate Change/Regen	Andy Hills	Concept	<ul style="list-style-type: none">• Resource efficiency
Improve availability of super-fast broadband & city centre wi-fi.	2016	Lightspeed Derby, DCC	Graham Bennett	In development	<ul style="list-style-type: none">• Broadband provision

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Objective 3: Maximising the potential of the city centre, district centres and the city's heritage and tourism assets

Action	By When	Responsible Partner	Named Lead (TBC)	Status (concept, in dev't..)	Performance Measure
Short Term:					
Ensure surveys of residents / visitors / businesses begin to ask about perceptions of built environment	Dec 2011	Derby City Partnership, DCC Comms	Clare Labram	concept	<ul style="list-style-type: none"> Reduce number of "at risk" buildings
Medium Term:					
Supporting transformation of Silk Mill into major new attraction	June 2012	DCC Museums	Stuart Gillis	In development	<ul style="list-style-type: none"> Delivery of city centre regeneration framework
Help implement and champion the visitor development strategy	2012	Tourism Cluster Group, DCC	Alan Smith	Concept	<ul style="list-style-type: none"> Sustaining hotel bed spaces City centre and venue footfall
Undertake options appraisal for Allestree Hall	2012	DCC Estates / Parks	Colin Hayes	Concept	<ul style="list-style-type: none"> Reduce number of "at risk" buildings
					<ul style="list-style-type: none">
Long Term:					
Create a high quality walk/cycle route between Silk Mill and Darley Abbey	2014	Task and Finish Group	Christine Durrant	Concept	
Feasibility study and options appraisal for conference venue in city centre	2014	Marketing Derby, DCC Tourism	John Forkin	Concept	<ul style="list-style-type: none"> Delivery of city centre regeneration framework Sustaining hotel bed spaces
Promote appropriate development of Riverside key sites	2016	DCC, Environment	Greg Jennings	In development	<ul style="list-style-type: none"> Delivery of city

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		Agency			<p>centre regeneration framework</p> <ul style="list-style-type: none">• Sustaining hotel bed spaces• Reduce number of “at risk” buildings
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