

**2020 Vision  
Derby's Community Strategy  
2006-2009**

**Draft**

## Contents

Derby's Community Strategy	3
Our long-term vision for Derby – the 2020 Vision	4
Achievements	5
A city centre for all ages	7
Improving Derby's deprived neighbourhoods	8
How we will measure our progress	9
How will this all happen?	10
What <b>you</b> can do	11

Draft

## **Derby's Community Strategy 2006-2009**

Welcome to the 2020 Vision, Derby's Community Strategy. This document tells you about Derby City Partnership's priorities for 2006 to 2009. Delivering these priorities will help us to move closer to achieving our long-term vision for the city – the 2020 Vision.

For over ten years, Derby City Partnership has been working to improve the quality of life in the city. Our 2020 Vision sets out the partnership's social, economic and environmental aims for Derby. These are based on sound information about the city's needs. This means that our communities will have decent, affordable homes, good public transport, schools, hospitals, shops and a clean, safe environment. We aim to improve life in all of these areas. We hope that together they will make a lasting and positive difference to the quality of life of communities, individuals and organisations in Derby, both now and in the future. This is known as 'sustainable development'.

We have achieved a lot by working in partnership to improve our city, but we still have many challenges ahead. That is why we have taken the time to review our priorities and to re-focus our efforts to improve the quality of life of the city and to put Derby on the map. This is an ideal time to address the need for Derby to transform its image so that it can continue to grow and develop in the future.

### **Listening to your views – involving you in decisions about your city**

In drawing together this strategy, we have responded to what residents and organisations in the city say about local concerns and priorities. In 2005, Derby City Partnership carried out a survey about the top priorities and outcomes for this new community strategy. People who responded to the survey reflected the diversity of Derby's communities. They overwhelmingly supported our proposed priorities and outcomes, and suggested other ideas for us to include here or in our action plans.

More and more people in Derby feel they are involved in decisions that affect their local area. For example, the level of involvement of young people in designing services and commenting on issues has grown enormously over the last few years – this will be key to the success of a new plan for children and young people in Derby.

Organisations in Derby carry out many consultation exercises every year, including the...

- community safety audit
- Derby Pointer survey of a representative sample of residents
- Police budget survey
- NHS patient satisfaction survey

and many more. Over 1,000 residents attend Area Panel meetings annually. Among other things, we learned that most people feel Derby is a place where people from all backgrounds get on well together – we want to make sure it stays that way.

## **Our long term Vision for Derby – the 2020 Vision**

### ***Derby – the city for all ages***

#### ***Our vision.....***

People of all ages and from all walks of life will feel they belong to Derby and that Derby offers them everything they need - at work, in education, for housing, for arts and entertainment and for a healthy life.

#### ***Building on the present....***

Derby is a compact city with a good quality of life. People from all backgrounds get on well together. Jobs are in good supply, there is a good range of affordable housing and access to open space and the countryside is excellent.

#### ***Valuing the past.....***

World Heritage Status recognises Derby's history of creativity and technological innovation. Our landmark buildings provide a strong heritage backdrop in the city centre.

#### ***Promising the future.....***

In 2020 Derby will be a dynamic and lively city. Our revitalised city centre will be vibrant and bustling, with lots for people to do. The riverside will be a lovely area for relaxing and enjoying natural surroundings, as will Derby's protected parks and open spaces. We will have excellent transport links with good public transport. Our international reputation for creativity in technology and art, as well as the enhancement of our heritage and environment, will see us emerge as a regional centre for tourism and a thriving economy for businesses and residents alike. Our schools and other public services will support children, vulnerable adults and families with top quality services designed for the 21<sup>st</sup> century. There will be decent homes for all who need them, and everyone's potential for a healthy life will be nurtured. People will feel safe, in their houses, on the streets of their neighbourhoods and in the city centre, at any time of the day or night.

## Achievements

In our last Community Strategy in 2003 we made a lot of promises. We told you we would...

- raise levels of achievement at all stages of learning and for all ages and groups in the city
- improve health and well-being, narrowing the gap between deprived and more affluent areas
- be inclusive of all our communities and celebrate diversity, while improving cultural provision in certain neighbourhoods
- work to reduce poverty and financial exclusion
- improve, increase and maintain the employment and skills of the Derby workforce
- promote community safety and confidence by reducing crime and the fear of crime
- make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally-sound way

Since 2003 we have made a big impact on all of these areas...

- educational standards have improved across the city in all key stages
- life expectancy has increased
- more people than ever before feel that Derby is a place where people from different backgrounds can live together harmoniously and they can influence decisions in their local area
- more people than ever are visiting Derby's libraries and museums
- Derby Credit Union has been set up to offer savings and loans to people of Derby
- across Derby 98 per cent of Council Housing meets the Decent Homes Standard and we have made the streets smarter and cleaner in Normanton, Peartree and Osmaston
- unemployment in Derby has now fallen to less than the national average
- domestic burglaries have been greatly reduced across the city and by an average of 40 per cent in the most deprived neighbourhoods
- recycling in Derby has increased by 71 per cent and four times the amount of rubbish is being composted

Since 2003, the partnership has brought £23 million of funding into Derby, some of which has...

- funded the 'Aspire' project, enabling 90 per cent of young people leaving care to get education, training or work
- equipped the new Alvaston Library and Learning Centre, including homework and study support, advice and on-line information

- supported the Arboretum community café, a community hub in the newly refurbished park
- supported 232 community and voluntary organisations in Derby's priority neighbourhoods with over £1.5 million in small grants

As well as achieving success for the people of Derby, the partnership itself has:

- received the top rating for partnerships in a recent government review
- created Derby Marketing to raise the profile of the city
- formed Derby Community Safety Partnership to co-ordinate services for drugs and alcohol, youth offending, crime and disorder and domestic violence
- set up Cityscape, the regeneration company for city centre development, with an expected £1 billion investment in the city centre

Some of our other highlights from the last three years include...

- developing the City Growth Strategy project to focus support on key growth sectors in the local economy – retail, tourism, creative industries and manufacturing engineering
- supporting and funding the QUAD visual arts and media centre
- winning the location of the National Centre for Rail Excellence – a showcase for the British rail industry to overseas customers
- launching Derby's first Forum of Faiths to coincide with the creation of the Derby Multi-Faith Centre
- helping to establish Derwent Valley Mills as a World Heritage Site
- recognising and rewarding over 600 learners of many ages and backgrounds through the 'I did it' award scheme
- funding the award-winning Sanctuary Bird and Wildlife Reserve at Pride Park
- improving the quality of life in Sinfin and Austin by taking a hard line on anti-social behaviour and offering support to Derby Homes tenants

## **Our priorities for 2006 – 2009**

Over the next three years, we aim to make progress on a range of initiatives and actions which will help us to move towards our 2020 goals. But we have also identified the two key priorities for the next three years where all organisations across the partnership will make a joint effort to achieve results. These priorities are...

### **A city centre for all ages**

#### ***A city centre for people of all ages and backgrounds to enjoy at any time of day***

To do this, we will...

- improve city centre safety by reducing levels of crime and anti-social behaviour
- make sure people from all parts of the city and all communities can get to and enjoy the city centre
- celebrate the river and realise its potential
- improve health by increasing the number of city centre premises that are smoke free
- support the development of people's skills to meet the needs of city centre employers
- improve the quality and range of arts and cultural venues in the city centre
- support the growth of the local economy, focusing on retail, tourism, creative industries and manufacturing engineering
- deliver the right mix and balance of accommodation for city living.

## Improving Derby's deprived neighbourhoods

***We aim to focus on Derby's deprived neighbourhoods, so that opportunities for people living there are the same as for people living in the rest of the city***

To do this, we will...

- improve neighbourhood safety by reducing crime and anti-social behaviour
- increase opportunities for residents to get involved in decisions about their neighbourhoods
- make sure people in areas of high unemployment get access to job opportunities
- raise educational and learning achievement to make sure people from all neighbourhoods have the best opportunities
- improve life expectancy and reduce health inequalities between neighbourhoods
- protect and enhance buildings, streets and the natural environment in local neighbourhoods
- provide varied and attractive cultural and sporting opportunities for everyone within their local neighbourhood
- make sure that existing and future housing is appropriate to meet the housing needs of all parts of the community.

### **How we will measure our progress**

- Reduction in crime and anti-social behaviour
- Increase in the number of bus passenger journeys into the city centre
- Increase in the number of smoke free premises
- Reduction in the death rate in people under 75 from heart disease and cancer
- Increase in the number of young people participating in sport and physical activity
- Increase in the number of people completing training or finding employment through the Supporting Derby project
- Increase in the percentage of residents who think that cultural, sports and leisure facilities have improved in their local area
- Increase in the number of visits to museums
- Increase in business in retail, tourism, creative industries and manufacturing engineering
- Reduction in long-term unemployment
- Reduction in the percentage of school leavers not in education, employment or training
- Increase in performance at Key Stage 2 English and Maths
- Reduction in the amount of litter on land and highways
- Increase in the percentage of river assessed as good quality
- Reduction in the percentage of vulnerable people living in non-decent homes
- Increase in the number of affordable new homes

## How will this all happen?

Everyone in Derby can contribute in some way to improving the quality of life in the city.

Derby City Partnership will lead in bringing together public service organisations, businesses and voluntary and community groups to carry out much of this work.

Over 250 organisations are members of Derby City Partnership with hundreds of representatives sitting on over 30 groups. Derby City Partnership was set up in 1995 and has achieved real success in creating change and improvement in the city.

Members on the Derby City Partnership board reflect a wide range of interests such as local authority services, health care, police, university, media, business support, engineering, retail and regeneration, employment, faith, community and race equality.

If we are to create long-term and lasting change in Derby, we need to make sure that our partners and local communities all have the skills needed to create this change.

The importance of growth through learning is just one of our values – values that the Derby City Partnership team helps partners to promote and uphold.

### Our values

- working together to achieve more
- participation
- creativity and innovation
- openness and integrity
- growth through learning

### Our aims

To delivery our vision, we have six aims or themes...

- a stimulating and high quality learning environment
- healthy, safe and independent communities
- a lively and energetic cultural life
- a diverse, attractive and healthy environment
- a prosperous, vibrant and successful economy
- a shared commitment to regenerating our communities

## What *you* can do

Organisations in Derby, however, do not alone create the changes we need. Individual residents and sometimes whole communities can make a huge impact. Derby needs everyone in the city to make a contribution to achieve those key priorities we are going to work on over the next three years.

Here are just a few ideas about how **you** can make a difference to your city and to your own health, safety and well-being.

- be positive about Derby – sell it to friends, colleagues and visitors
- be a tourist in Derby - enjoy our river, parks and museums
- get active! Walk to the shops, do some gardening or take your children to the park
- support cultural and other events in the city
- take advantage of opportunities to get involved in local decisions and local plans
- sign up for a class at your local college or community centre
- encourage your children to get involved in physical and cultural activities
- support your local school and get involved in your child's education
- offer a couple of hours of your time to volunteer in your local community
- take simple crime prevention measures – always secure your house and car, lock all valuables out of sight and security-mark your property
- look out for your neighbours, particularly if they are vulnerable
- fit smoke alarms and carbon monoxide detectors in your home
- stay safe - arrange for a lift home after a night out or use licensed taxis
- eat more fruit and vegetables and reduce the amount of fat, sugar and salt you eat
- stop smoking - for help call 0800 169 0169
- use public transport, or your bike!
- recycle as much as you can and buy recycled goods
- think before you use water and energy – use them wisely