

City Centre Regeneration Framework

SUMMARY

- 1.1 The City Centre Regeneration Framework (CCRF) sets out the key priorities to guide and co-ordinate investment in, and the future development of Derby city centre.
- 1.2 The CCRF links closely with the two outcomes of Derby Plan, 'A thriving, sustainable economy' and 'An active cultural life'.
- 1.3 The CCRF lays out a 15 year vision for Derby city centre and identifies priority projects, future potential investment opportunities, design and development principles and a 5 year action plan.
- 1.4 The CCRF has gone through 6 weeks period of public consultation following the Cabinet approval in July 2011. A summary of this consultation process and the responses are set out in Appendix 2. The comments and views received from the consultation process have been incorporated into the document where appropriate.
- 1.5 Following the Cabinet approval, the CCRF will be referred for approval to the Full Council. Following the Full Council approval, the CCRF will become a material consideration for determination of planning applications for the city centre developments.
- 1.6 The CCRF is attached at Appendix 3 and paper copies of its appendices will be available from constitutional services.

RECOMMENDATION

- 2.1 To approve the City Centre Regeneration Framework (CCRF).
- 2.2 To recommend to Council the adoption of the CCRF and approve it as material consideration for the determination of city centre planning applications.

REASONS FOR RECOMMENDATION

- 3.1 The CCRF provides a framework to influence, guide and steer developments, promote regeneration and improve the built and natural environment of the city centre with a view to realising the economic and cultural potential of the city.

- 3.2 The determination of planning applications is a valuable part of the regeneration process. The CCRF will ensure a regeneration focus into this process and help co-ordinate the council's approach to future developments.

SUPPORTING INFORMATION

- 4.1 The City Centre Regeneration Framework has been produced by the Regeneration Projects Team. It has been developed from the Derby Cityscape Masterplan, Derby City Centre Public Realm Strategy and Derby's Public Art Strategy. It has also been informed by the extensive consultation carried out by the Derby City and Neighbourhood Partnership and aligns its objectives and actions to meet the outcomes of the Derby Plan.
- 4.2 To address the issues identified through the initial consultation process, five key themes have been developed to help prioritise actions to deliver the outcomes of the CCRF, which are:
- Business City
 - City of Choice
 - Living City
 - City by the River
 - Interactive City
- 4.3 The actions identified under the key themes are elaborated in form of a development framework that proposes a co-ordinated approach to develop and improve the built environment of the city centre.
- 4.4 Over 80% respondents in the six week public consultation period agreed with the key themes and the development framework.
- 4.5 The CCRF has also been presented to and approved by the Planning Control Committee and the Conservation Area Advisory Committee, the Arboretum Neighbourhood Board and the City Centre Neighbourhood Forum. A presentation to all other Neighbourhood Boards is planned in the first week of January.
- 4.6 The action plan of CCRF will be managed by the Vibrant City Centre Group which will receive guidance from and report to the 'Quality of Life' and 'Enterprise Growth' sub-groups of the Economic Strategy as well as, directly to the Derby Renaissance Board (DRB).
- 4.7 In summary, the framework sets out a long term vision for Derby city centre, to realise the economic potential of the city centre and providing an attractive, vibrant and inclusive environment. The pivotal building blocks are an integrated series of transformational projects. Development plans will be prepared for the priority projects to assess their viability and to identify funding opportunities and delivery routes.

- 4.8 The CCRF will be available in print as well as online in interactive electronic format. This will make it more accessible and provide the opportunity for users to interact with the information in more detail.

OTHER OPTIONS CONSIDERED

5.1 Option: Do not adopt the document

5.2 This option was not considered to be appropriate as the CCRF will be an important tool to drive the regeneration in the city centre. If not adopted, the CCRF will not have the necessary status to influence the developments, which may result in lack of consistency and commitment for the council's vision and proposals.

5.3 For the above mentioned reason, it is recommended that the CCRF should be adopted as material consideration for the determination of planning applications.

This report has been approved by the following officers:

Legal officer	Stuart Leslie
Financial officer	Martyn Marples
Human Resources officer	N/A
Service Director(s)	Paul Robinson
Other(s)	Richard Williams, Director, Regeneration Steve Meynell, Head of Estates Andy Hills, Climate Change Manager Rob Salmon, Head of Spatial Planning and Climate Change

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Background papers:	Cabinet report, July 2010
List of appendices:	Appendix 1 – Implications Appendix 2 – Consultation summary Appendix 3 – CCRF document (Note: There are several detailed appendices supporting the CCRF. These will be available as paper copies on request)

IMPLICATIONS

Financial and Value for Money

- 1.1 A maximum sum of £5-7k will be identified from the Regeneration Fund to print the paper copies of the CCRF and all the appendices (the unused amount of £3k from the previously agreed sum can be used towards this).

Legal

- 2.1 There are no legal implications arising from this report.

Personnel

- 3.1 There are no personnel implications arising from this report.

Equalities Impact

- 4.1 An Equalities Impact Assessment was carried in August 2011.

Health and Safety

- 5.1 There are no health and safety implications arising from this report. In implementing individual projects, the health and safety assessment will be carried out.

Environmental Sustainability

- 6.1 Environmental sustainability has been considered in developing this document. Sustainability is one of the major considerations under design and development principles. The vision is to make the city centre more 'pedestrian friendly', by good design of built and natural environment. Any new development will have its environmental consequences but the sustainable approach adopted by the framework is to focus on key priorities and consider low carbon emissions in all new or retrofit projects. The CCRF also acknowledges the development of the Lower Derwent Flood Risk management Strategy proposed by the Environment Agency to tackle climate change.

Asset Management

- 7.1 There are no asset management implications arising from this report at this stage. These may arise at a later stage of implementation of the proposed projects and will need to be raised at respective stages.

Risk Management

- 8.1 The main risk identified is that the projects prioritised in the CCRF will not be delivered in time and with desired quality. To steer and monitor the delivery of these projects, it is proposed to set up a programme delivery board. The Vibrant City Centre Group will receive guidance from and report to the 'Quality of Life' and 'Enterprise Growth' sub-groups of the Economic Regeneration Strategy as well as, to the Derby Renaissance Board (DRB).
- 8.2 Major risks have been identified and mitigated through consultation process undertaken with relevant stakeholders so far. Many of the priority projects are already underway and at various stages of development. Majority of these projects are proposed to be delivered in partnership with private sector developers with shared risk.

Corporate objectives and priorities for change

- 9.1 The City Centre Regeneration Framework links closely with the two outcomes of Derby Plan: All people in Derby enjoy 'A thriving Sustainable economy' and 'An active cultural life'. Actions and projects identified in the CCRF will help delivering the following outcomes of Derby Plan:
- More new businesses
 - More people with jobs
 - More use of shopping, leisure and tourist facilities
 - More people taking part in cultural activities
 - A better built and natural environment
 - Less fear of crime and anti-social behaviour
 - More people feeling that people from different backgrounds get on well together.

Summary of Consultation:

Background

The development of the Derby City Centre Regeneration Framework (CCRF) was initially informed by the '3 Wishes' consultation carried out for the Derby Plan in 2010. The public consultation on the draft CCRF document was then carried out between 15th August and 30 September 2011. This consultation involved stakeholders including; developers, land owners, strategic partners and the general public.

The purpose of this consultation was to ask for feedback on the vision set out in the CCRF. This was to ensure that our approach to the regeneration of Derby city centre and the framework for improving the built environment in the city centre reflect the aspirations for the future of those living in, working in and visiting Derby.

The consultation was undertaken in three stages:

- Stage 1: Issues and Opportunities consultation with internal and external stakeholders
- Stage 2: Key Themes and Objectives consultation with internal and external stakeholders
- Stage 3: Public consultation on the draft Regeneration Framework document.

The information gathered at each stage of this consultation process was fed into the development of the next stage.

The CCRF was also presented to Conservation Area Advisory Committee in August 2011 and Planning Control Committee in November 2011 for information and comment.

An event has been organised to share the contents of the final draft of the CCRF with the members of all the Neighbourhood Boards on the 4th January, 2012.

Summary of the Approach to the Public Consultation

The public consultation on the draft CCRF document was carried out over a six week period between 15 August and 30 September 2011, (Please see Appendix 1 for a full programme of events). The process included different engagement opportunities to make participation as accessible as possible to all the different groups of people with a potential interest in the CCRF. These opportunities included:

An online and paper feedback form to accompany the Derby City Centre Regeneration Framework document, a summary document was also made available.

This information was featured on the Derby City Council website homepage as well as being included in Your City, Your Say. The digital screen in the Market Place and the screen in the customer care centre at Albion Street displayed the information on consultation events.

It was also promoted through the Derby City and Neighbourhood Partnership (DCNP) homepage, the Marketing Derby newsletter, an article on the Marketing Derby website and through the In Touch weekly staff bulletin.

Paper copies of the full Derby City Centre Regeneration Framework document, summary document and feedback questionnaire were available at Derby Central Library and reception areas of all Derby City Council city centre offices. The summary document and feedback questionnaire were also available at the Tourist Information Centre and QUAD.

See Appendix 2 for a copy of the feedback form, Appendix 3 for a copy of the summary document, Appendix 4 for a copy of the Derby Direct TV slides (from Albion Street display screens) and Appendix 5 for a copy of the Big Screen slides.

- **Exhibitions**

Four 'Meet and Greet' events were held at the Westfield Centre, the Guildhall, Derby Railway Station and at Derby Bus Station. These were an opportunity for members of the public to look at key information highlighted on four pull up banners as well as that contained within the CCRF document to ask questions and comment directly to members of staff or to complete a paper questionnaire with their feedback, (see Appendix 6 for exhibition banners).

Most comments were received at these events focused. These events captured the views of both young and elderly shoppers, commuters and visitors.

- **Events**

A presentation with a question and answer session was held at the Neighbourhood Board meeting of Arboretum Ward. A similar presentation to the City Centre Neighbourhood Forum was organised on the 1st December. Board and forum members were also invited to attend the 'Meet and Greet' events.

A stakeholder event was held at QUAD on 30th September where Adam Wilkinson, Chief Executive of Derby City Council addressed attendees including councillors, developers, landowners, private and public sector partners and other key stakeholders. At the event a panel discussion was facilitated by Richard Williams, Director of Regeneration, on the challenges and future direction of the CCRF.

Details of the consultation were included in the e-shot to businesses from the Cathedral Quarter (CQ) and the St Peter's Business Improvement Districts (BIDs) to their members. Presentations with question and answer sessions were held at the Extending Length of Stay Group meeting of the CQ BID as well as the Business and Retail Group meeting for the city centre. A presentation to the Tourism Cluster Group was organised and members were offered an opportunity to attend the stakeholder event.

A workshop was organised with young people representing five different groups in the city. In total, 15 young people aged between 11 and 19 years participated in organising and leading this workshop. The groups represented were: Junior Wardens, Enthusiasm, Children in Care Council, Voices in Action and the Disability Direct Youth Forum, (see Appendix 9 for details).

Two presentations with question and answer sessions were organised for the undergraduate and post-graduate students at the University of Derby.

A press and media briefing note was produced, (see Appendix 7 for a copy of the note), with the help of the Derby City Council Communications Team. The consultation process was well covered by the Derby Evening Telegraph in two articles on 15 and 19 August. Also the CCRF was discussed in an article on the 31st August, (see Appendix 8 for details).

Responses to the Online and Paper Feedback Survey

In total 153 responses were received, through 127 paper and 26 online submissions.

Table 1. To what extent do you agree or disagree with the Key Themes?

	No. of responses	% of cases
Strongly agree	28	18.3
Agree	93	60.7
Neither agree nor disagree	18	11.8
Disagree	3	2.0
Strongly disagree	3	2.0
Don't know	2	1.3
No Response	6	3.9
Total	153	100

Respondents were asked whether they thought there was anything missing from the Key Themes which would make them better reflect the regeneration needs of Derby City Centre. Overall, 79% respondents agreed or strongly agreed with the Key Themes in the Regeneration Framework.

Five respondents suggested '**Green City**', and three respondents suggested '**Cultural City**' as themes. Other themes suggested were Accessible City, Climate Change, Safe City; Youth City, Growing City, Healthy City, Residential City; Transport City, Tourist City; Historic City; Vibrant city and Natural City.

Table 2. Overall, do you agree or disagree with the Development Framework to improve the built environment in Derby City Centre?

	No. of responses	% of cases
Strongly agree	20	13.1
Agree	98	64
Neither agree nor disagree	18	11.8
Disagree	3	2.0
Strongly disagree	2	1.3
Don't know	2	1.3
No Response	10	6.5
Total	153	100

In total over 77% of respondents agreed with the Development Framework to improve the built environment in Derby City Centre.

Respondents were asked whether they thought anything was missing from the Development Framework to improve the built environment in Derby City Centre. Respondents were also asked whether they had any other comments about the vision for the City Centre Regeneration Framework for Derby.

Most comments received focussed on **more green space/trees on streets** and **maintain/enhance the Derby character**. Other comments received are categorised below according to the number of respondents who mentioned the specific issue. The comments under the high priority category received between 5 and 7 comments. The comments under the medium priority category received between 3 and 5 comments. The lower priority issues received 2 to 3 comments.

High priority:

- Prioritise Riverside Gardens
- Fill empty buildings to improve perception of city/sustainable
- Include maintenance
- Do something with Becket Well
- Consider river bus; prioritise river
- Prioritise Silk Mill
- Fill stalls in markets
- Do less, do it well

Medium priority:

- Friar Gate Goods Yard
- Regenerate existing older properties
- More live events
- Pool on Riverlights, not DRI
- Knock down the old Debenhams building
- Strengthen transport links to other cities
- More facilities for young people
- More for small children

Lower Priority

- Open up river area to city centre
- More river use – safer routes
- Bringing back canal would bring focus to the railway area/link to Pride Park
- Fund Derby Theatre
- Modern buildings should be more in keeping with the old
- Prioritise old police station site
- Better car parking
- Consider tram system
- More recycling of materials and for art projects
- More toilets

Who responded to the survey

Whilst responses were received from all types of respondents listed below, the majority of responses to the survey were from Derby residents (81%) and those working in Derby (32%).

Table 3 Respondent Type

Are you...	No. of responses	% of cases
a resident of Derby?	120	81.1
working in Derby?	47	31.8
visiting Derby?	10	6.8
a Land owner / Developer?	2	1.4

a Built Environment Professional?	1	0.7
a representative of a public sector organisation?	5	3.4
a representative of a private sector organisation?	2	1.4
a representative of a community / voluntary organisation?	12	8.1
other?	7	4.7

Base=148 Percentages do not add up to 100 as respondents could select more than one option.

Those completing the survey as a Derby resident were asked some additional demographic questions.

Table 4 shows that there was a slightly higher response rate from men (51.7%) than women to the survey (41.7%).

Table 4 Gender Profile of Respondents

Are you...	No of responses	% of cases
Male	62	51.7
Female	50	41.7
No Response	8	6.6
Total	120	100

In terms of age, there appears to be a lower level of responses from residents under 35 years old (11.7%) and an over-representation of those aged 65+ (27.5%), see Table 5.

Table 5 Age Profile of Respondents

Are you...	No of responses	% of cases
21-24	5	4.2
25-34	9	7.5
35-44	22	18.3
45-54	17	14.2
55-64	17	14.2
65+	33	27.5
No Response	17	14.1
Total	120	100

When considering the ethnicity of respondents, there is a slight over-representation of White British respondents to the survey (90.1%), see Table 6.

Table 6 Ethnicity Profile of Respondents

Do you regard yourself as...	No of responses	% of cases
Asian or Asian British – Indian	2	1.7
Asian or Asian British – Pakistani	1	0.8
Asian or Asian British – Bangladeshi	0	0
Any other Asian background	1	0.8
Black or Black British – Caribbean	2	1.7
Black or Black British – African	1	0.8

Any other Black background	0	0
Chinese	0	0
Dual Heritage – White and Black Caribbean	0	0
Dual Heritage – White and Black African	0	0
Dual Heritage – White and Asian	1	0.8
Any other Dual Heritage background	0	0
White – British	108	90.1
White – Irish	0	0
Any other White background	1	0.8
Any other background	1	0.8
No Response	2	1.7
Total	120	100

Overall, 14.2% of respondents considered themselves to be a disabled person, see Table 7.

Table 7 Disability Profile of Respondents

Do you consider yourself to be a disabled person?		
	No of responses	% of cases
Yes	17	14.2
No	95	79.2
No Response	8	6.6
Total	120	100

Summary

In summary, a significant number of responses were received from a broad range of city centre users with diverse characteristics, and on the whole comments about the Framework were very supportive. Many of the people interviewed were pleased both to be consulted and to see that there are some exciting plans for the future of Derby coming forward over the next few years.