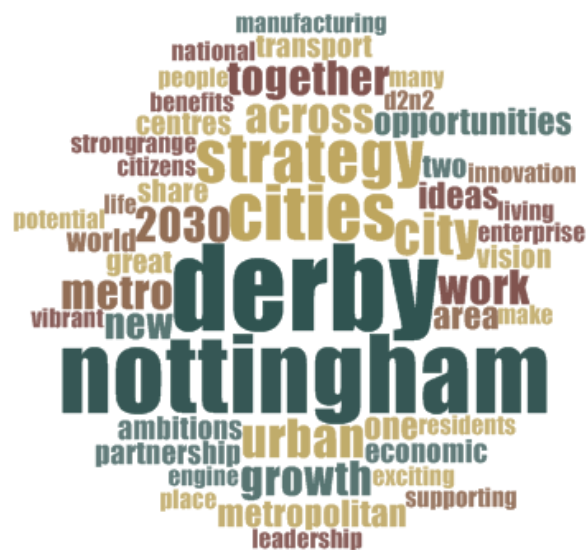


Consultation Findings

On the Metropolitan Strategy 2030 and draft action plan



Contents

Summary of Key Findings	Page 2
Background	Page 2
Purpose of the Consultation	Page 3
Methodology	Page 3
Results	Page 4
The respondents	4
Feedback on the Strategy	5
Support for the Strategy and action plan	6
The potential to improve urban life	9
Potential impact	12
Other suggestions and further comments	13
About the respondents (demography)	16
 Appendices	
Appendix 1: Data Tables	Page 17

Summary of Key Findings

- Respondents to the survey were generally supportive of the sentiment and purpose of the Strategy with the vast majority believing that the four ‘big ambitions’ are the right ones.
- Whilst 76% of respondents agreed that both cities would benefit from working closer together, just over a quarter (26%) *disagreed* that the action plan was clear about how the ambitions would be achieved and a third (33%) *disagreed* that the actions in the action plan were realistic and could be achieved within three years. When asked why they had these views, many stated that they were concerned with the reality and practicalities of putting these ideas into practice.
- Transport, relationship building and collaborative working were the aspects of urban life that respondents felt would most be improved by this Strategy and action plan.
- When asked about the other potential impacts the action plan and Strategy may have on the respondent or their organisation the most common response was that it would improve transport links and transport costs between and around the two cities.
- When asked what else should be included in the Strategy suggestions primarily included integrating health and social care services across the metropolitan area; giving private sector or third sector organisations management responsibility for sections of the Strategy; and integrated public transport networks such as a metropolitan ‘Oyster’ card.

1 Background

- 1.1 In global terms, Derby and Nottingham are two relatively small cities; but combined, the Derby/Nottingham urban area is one of the top 30 population centres in Europe and home to over one million people. Over 40,000 people regularly commute between Derby and Nottingham.
- 1.2 The cities are already closely tied and both Councils believe that by working more closely together they can become even better. The Metro Strategy sets out a vision of what both Councils want the area to look like by 2030.
- 1.3 The vision is underpinned by four ‘big ambitions’:
 - Enterprise: promoting Derby and Nottingham world-wide; supporting businesses to innovate; diversify and find new markets.
 - Talent: enhancing the knowledge and creativity of skilled workers; ensuring young people are ready for work in the 21st century.
 - Connectivity: improving accessibility through the shared development of our transport corridors and better integration with transport interchanges; applying new transport technologies.

- City Living: providing for a modern urban lifestyle with vibrant city centres; ensuring through a wide range of leisure, cultural and sporting activities.

These ambitions are supported by a three year action plan which identifies areas for immediate action as well as establishing a framework for longer term collaboration.

2 Purpose of the consultation

- 2.1 The survey asked residents and other key stakeholder's views on the draft Metro Strategy and action plan. The consultation not only sought feedback on the plans so far but also asked for other ideas and suggestions that could support Derby and Nottingham to become one of the UKs and Europe's most important urban areas.
- 2.2 The results of the consultation will directly inform the final version of this Strategy.

3 Methodology

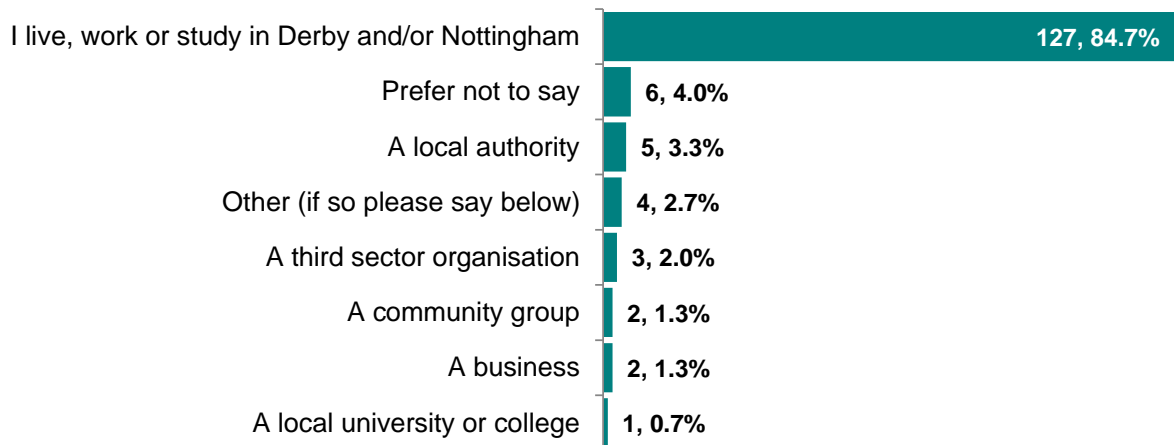
- 3.1 A public consultation was undertaken over eight weeks from 21 July until 19 September 2016 in the form of an online survey available through the Derby City Council web page. The Nottingham City Council consultation pages also linked to the survey and the URL was made widely available.
- 3.2 The consultation was promoted through press releases, promotional materials and social media.
- 3.3 The questionnaire asked a combination of closed and open questions in order to establish support for the ethos and purpose of the Strategy; support for the content of the Strategy and action plan; and the impact that stakeholders felt the Strategy could have on the area. It also sought to understand why people disagreed with some elements of the Strategy and gather more suggestions and ideas about how the two cities could work better together. The questionnaire allowed for respondents to opt to become more involved in the development of the Metro Strategy and provide their details.

4 Results

The respondents

4.1 There were 151 responses to the online survey; this is not a representative sample of the local population. People from across both cities gave their views; the majority of those (85%) lived, worked or studied in either Derby or Nottingham. A small number of respondents were local businesses, local authorities or local third sector organisations. (Chart 1)

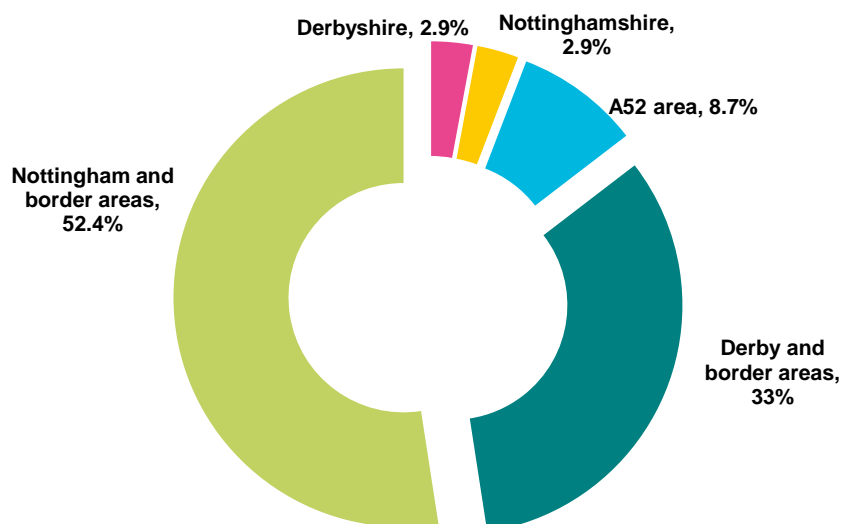
Chart 1: Who respondents were representing



Base: 150 respondents

Chart 2: Area of Residence/ workplace/ business/ organisation

4.2 Over half of those that gave their postcode details (52.4%) lived in Nottingham or areas bordering the city and a third lived in Derby or the surrounding area. 8.7% of respondents lived in areas between the two cities along the A52 such as Stapleford, Long Eaton, Beeston and Broxtowe. The remainder resided in the wider county areas (Chart 2).

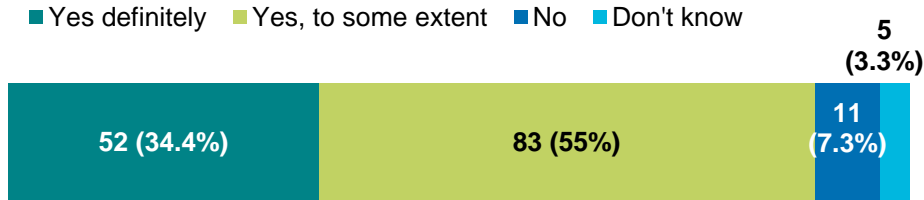


Base: 150 respondents

Feedback on the Strategy

4.3 Respondents to the survey were generally supportive of the sentiment and purpose of the Strategy with the vast majority (89.4%) believing that the Strategy sets out clearly the reasons why Derby and Nottingham want to work more closely together (Chart 3).

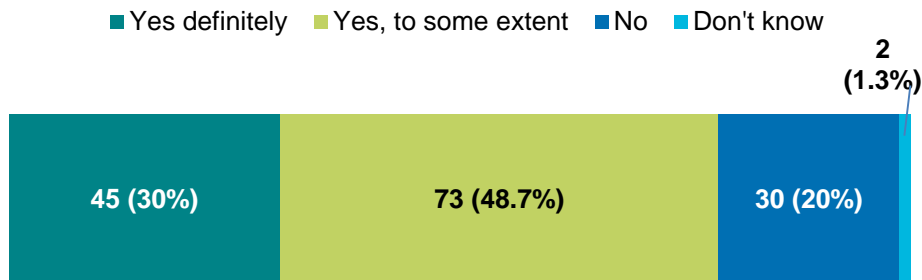
Chart 3: Does the Strategy clearly set out the reasons why Derby and Nottingham want to work more closely together?



Base: 151 respondents

4.4 The majority (78%) also agreed that the four 'big ambitions' set out in the Strategy are the right ones for Derby and Nottingham.

Chart 4: Do you agree that the four 'big ambitions' set out in the Strategy are the right ones?

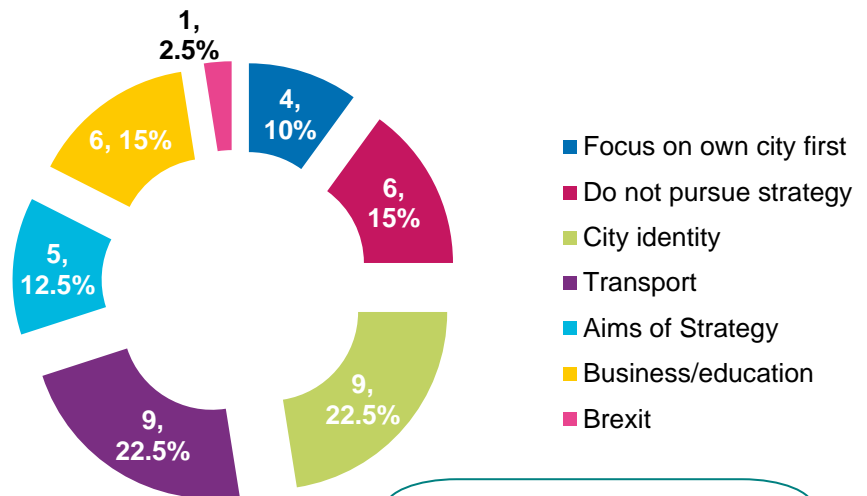


Base: 150 respondents

4.5 Those who did not agree that these were the right ambitions were asked for other suggestions (Chart 5).

Chart 5: If you do not agree with our ambitions, do you have any other suggestions?

These included maintaining the distinction between both cities and their own identities; improving modes of transport within both cities – though HS2 was considered to be a threat diverting economy away from the area.



Base: 40 respondents

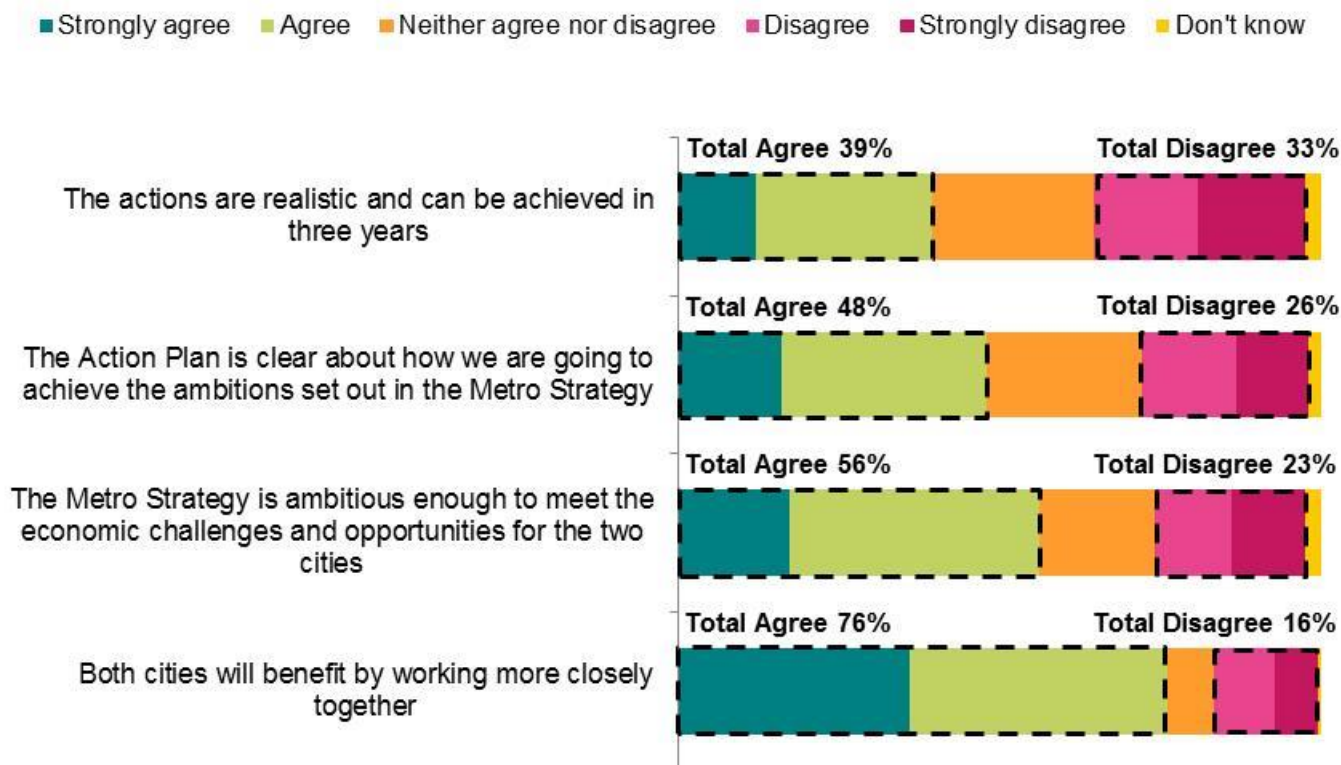
Transportation - we need to get these cities moving

To retain our identity we should remain 2 separate cities

Support for the Strategy and action plan

4.6 When asked to what extent they agreed or disagreed with the Strategy and action plan's intentions and ambitions, respondents were generally positive about the intention but hesitant about how the plans would be put into practice. These findings are summarised in Chart 6 below.

Chart 6: The extent to which respondees agreed or disagreed with the following statements...



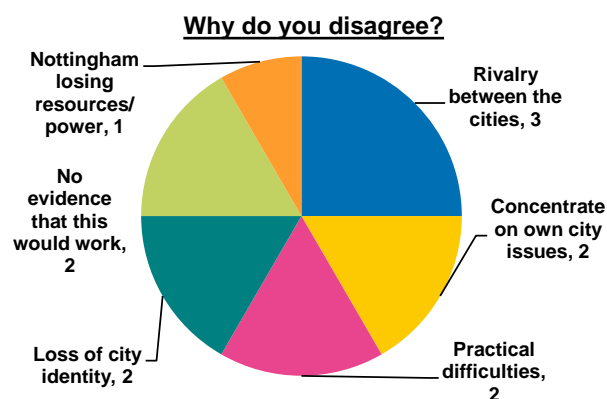
Base: 150 respondents

4.7 The majority (76%) agreed that both cities would benefit from working closer together (Figure 1). Amongst the 16% of individuals that disagreed, reasons included general rivalry between the cities; the need for each city to focus on sorting out their existing issues first; the practical issues associated with working closer together (for example merged budgets); the lack of evidence that this approach would make a difference and the potential dilution or loss of city identity.

Figure 1: Agreement that both cities would benefit by working closer together

Response	Number	%
Strongly agree	54	36.0
Agree	60	40.0
Neither agree/disagree	11	7.3
Disagree	14	9.3
Strongly disagree	10	6.7
Don't know	1	0.7

Base: 150 respondents



4.8 The majority of respondents (56%) agreed that the Metro Strategy was ambitious enough to meet the economic challenges and opportunities for the two cities (Table 1). Just under a quarter (23.3%) of respondents disagreed with this statement with reasons including; that the Strategy should involve Leicester too; that it doesn't involve sorting out each cities existing issues first; and the 'track records' of the local authorities involved.

Table 1: Agreement that the Metro Strategy is ambitious enough

Response	Number	%
Strongly agree	26	17.3
Agree	58	38.7
Neither agree/ disagree	27	18.0
Disagree	18	12.0
Strongly disagree	17	11.3
Don't know	4	2.7

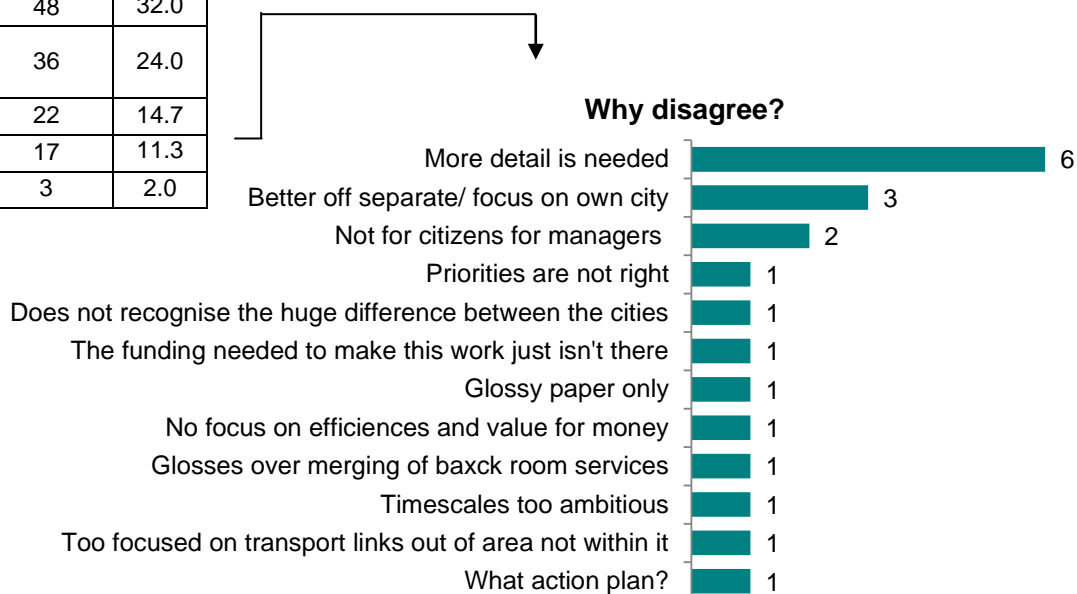
Base: 150 respondents

4.9 A slightly lower proportion (48%) agreed that the action plan was clear about how the ambitions set out in the Strategy would be realised. Over a quarter of respondents (26%) disagreed with this statement and 24% were unsure. Of those that disagreed, many felt that more details was needed (Figure 2).

Figure 2: Agreement that the action plan is clear about how the ambitions will be achieved

Response	Number	%
Strongly agree	24	16.0
Agree	48	32.0
Neither agree/ disagree	36	24.0
Disagree	22	14.7
Strongly disagree	17	11.3
Don't know	3	2.0

Base: 150 respondents

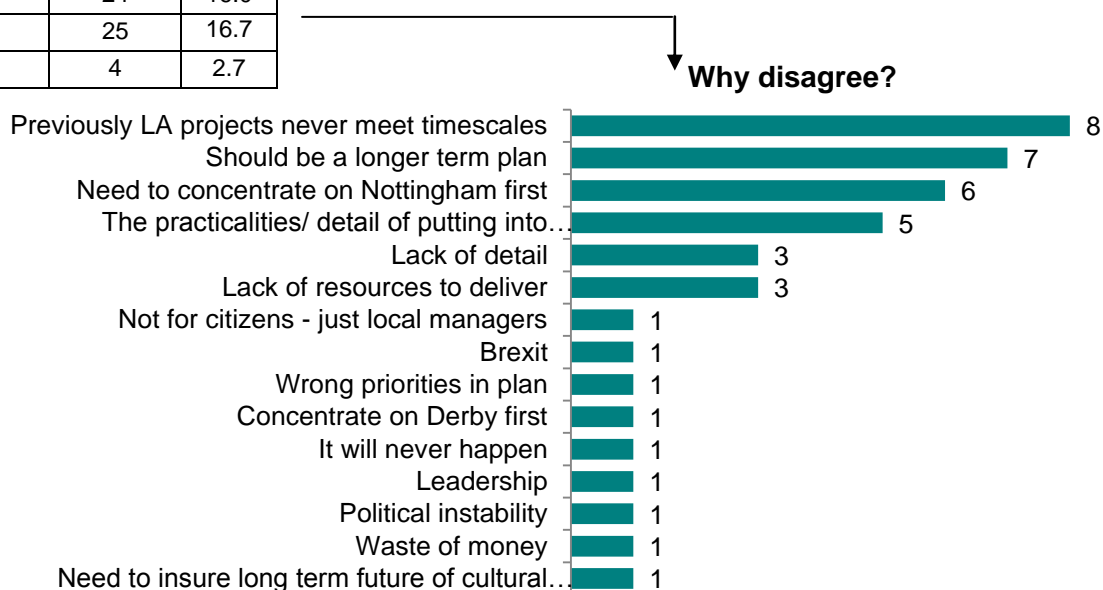


4.10 Just 39% of respondents agreed that the actions were realistic and could be achieved in three years. A third of respondents disagreed with this and just under quarter (24%) responded neutrally. When asked why they disagreed a substantial number stated that it should be a longer term plan and that previous local authority projects in both cities had never been completed in the projected timescales. Many said that the plan was unrealistic because it didn't deal with the cities individual problems first and some respondents stated that due to the practicalities and lack of resources the plan will not be achieved (Figure 3).

Figure 3: Agreement that the actions are realistic and can be achieved within 3 years

Response	Number	%
Strongly agree	18	12.0
Agree	41	27.3
Neither agree/ disagree	38	25.3
Disagree	24	16.0
Strongly disagree	25	16.7
Don't know	4	2.7

Base: 150 respondents



There were some differences in responses between groups:

Geography

- 4.11 Those living in the A52 area between the two cities were more likely than other residents to agree that both cities would benefit by working more closely together (78% compared to 72% generally). There was not a significant difference between responses from the two city areas on this.
- 4.12 Residents from the Nottingham and A52 areas were more likely to agree that the action plan was clear about how the Metro Strategy would be achieved than other groups (50% and 56% compared to 45% generally). Those living in the Nottingham area were also most likely to agree that the actions in the plan were realistic (43% compared to 38%).

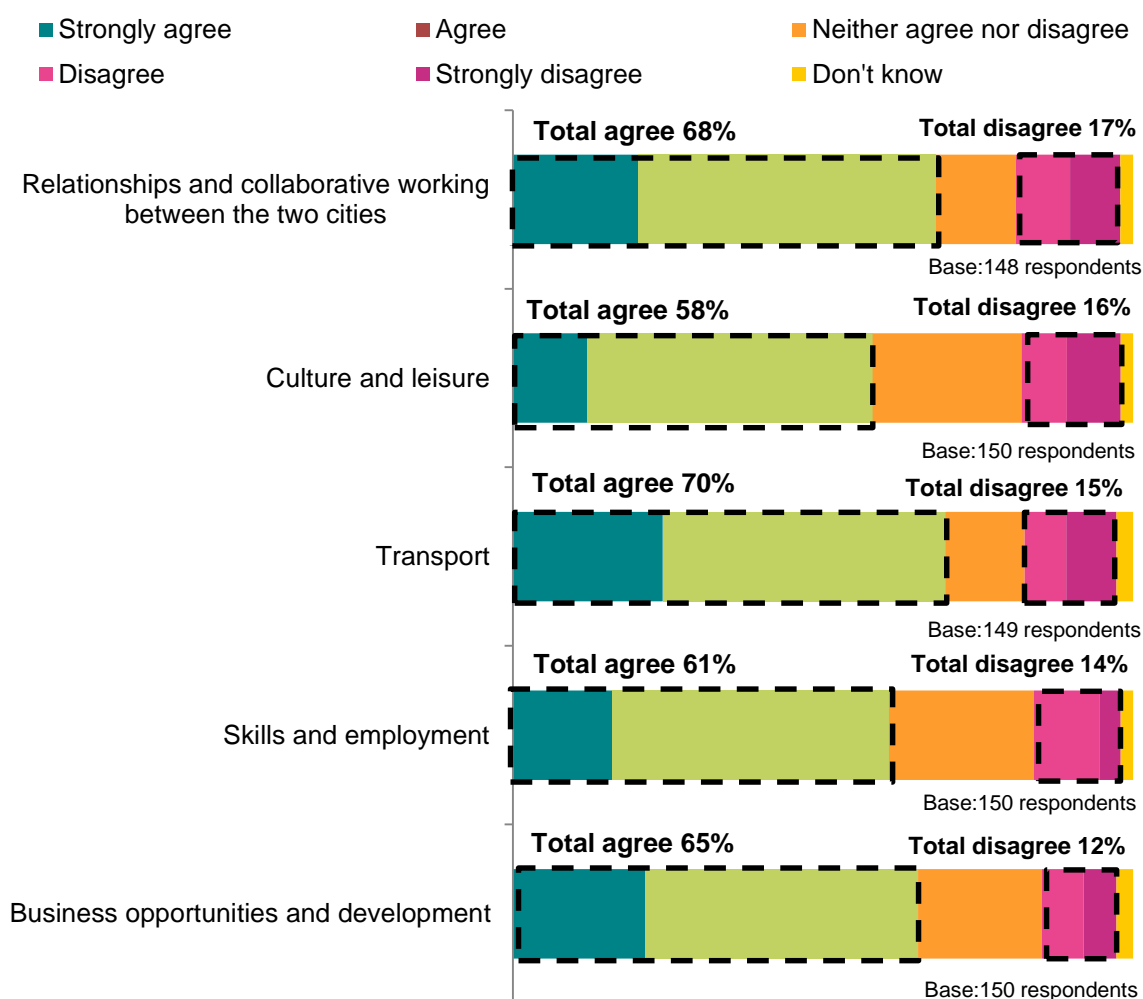
Gender

- 4.13 Men were more likely to agree that the cities would benefit by working more closely together than women (77% compared to 72%).
- 4.14 Men were also more likely to agree that the actions were realistic and could be achieved in three years (41% compared to 35%).
- 4.15 There were no significant differences in response between different age groups or ethnic groups.

The potential to improve urban life

4.16 When asked to what extent they agreed or disagreed that the Strategy and action plan would improve particular aspects of urban life across the cities, respondents generally agreed that transport and relationships would improve (70% and 68% respectively). The majority (61%) agreed that skills and employment would be improved and 58% agreed that there would be a positive impact on culture and leisure. These findings are summarised in Chart 7 below.

Chart 7: The extent to which respondents agreed or disagreed that the Strategy and action plan will improve the following aspects of urban life

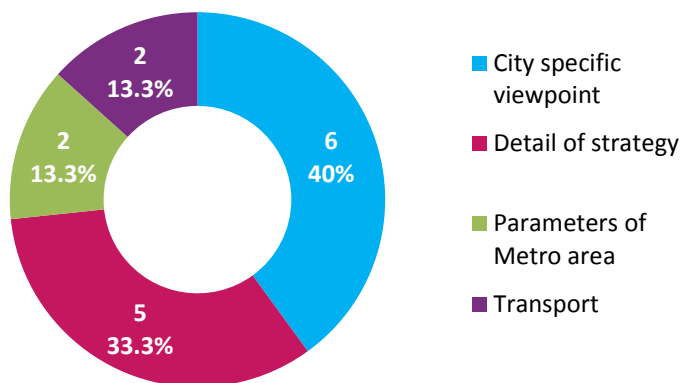


4.17 Of the 12 comments made regarding whether the Strategy and Action Plan would improve business opportunities and development, five distinct themes emerged; a Nottingham viewpoint, Derby viewpoint, comments relating to the Strategy, political comments and transport.

If people can live in Derby/Nottingham and travel more easily to jobs outside the region (via HS2 for example) this will not encourage businesses to set up in the region.

4.18 Respondents who disagreed that the Strategy and action plan would improve skills and employment gave varied reasons. The most common theme was that the detail of the Strategy in its current form was lacking and it was difficult to understand how the aims could be attained.

Chart 8: Reasons respondents disagreed that the Strategy and action plan will improve skills and employment



Base: 15 respondents

4.19 In terms of transport, respondents generally felt that transport links between the cities were already good. Some comments related to the cost of improving the transport links as well as the high costs of using public transport between the cities.

Table 2: Reasons respondents disagreed that the Strategy and action plan will improve transport

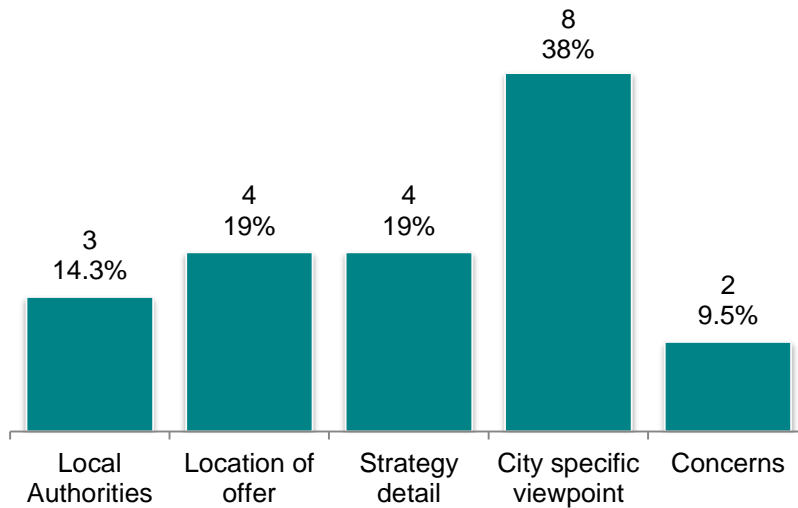
Themes	Number	%
Transport already good	4	21.0
Intercity rivalry/city specific	2	10.5
Modes of transport	5	26.3
Transport out of region	1	5.3
Suggestions	3	15.8
Strategy detail	2	10.5
Cost	2	10.5

Base: 19 respondents

4.20 In relation to the culture and leisure offer, 38% (8) respondents believed that Nottingham had a superior offer to Derby. Others identified that location played an important role in choice of leisure pursuits, some people preferring to partake in leisure and culture in close proximity to where they lived.

Much of the culture is already established with Nottingham...leading to a possible threat to Derby being in the shadows.

Chart 9: Reasons respondents disagreed that the Strategy and action plan will improve culture and leisure



Base: 21 respondents

4.21 Considering how the Strategy and Action Plan would improve relationships and collaborative working, of those that disagreed, 16 respondents gave reasons. Just under half (7) pertained to historic rivalry between the two cities and the need to maintain the unique identities of each. Others queried the necessity to foster a formal link together as they believed the cities already worked in collaboration.

Table 3: Reasons respondents disagreed that the Strategy and action plan will improve relationships and collaborative working

Themes	Number	%
Rivalry	4	25.0
City identity	3	18.75
Fairness	3	18.75
Collaborative working	2	12.5
City specific viewpoint	2	12.5
Strategy	2	12.5

Base: 16 respondents

Potential impact

4.22 When asked about the other potential impacts the action plan and Strategy may have on the respondent or their organisation the most common response was that it would improve transport links and costs between and around the two cities.

A metro return day, weekly or monthly ticket would allow commuters to enjoy different public transport options.

4.23 Many felt that there were not enough details in the Strategy or action plan to comment on the impact they may have or that there would be no impact at all.

4.24 Other impacts noted by several respondents included better job opportunities and opportunities for skills development; improved cultural venues and activities; it will garner involvement and input from key stakeholders; and improved manufacturing/ industry links. All responses are summarised in Table 4 below.

Table 4: What other impacts will the Strategy/ action plan have?

Theme	References in comments	%
Improved transport links between cities	13	18.1
Not enough detail to comment on potential impact	7	9.7
No impact	6	8.3
Better job opportunities or skills development	6	8.3
Improved cultural venues and activities	5	6.9
Proper buy in and involvement from key stakeholders will be needed	4	5.6
Improved manufacturing or industry links	4	5.6
Negative impact due to city rivalry	3	4.2
Lack of infrastructure to support this	3	4.2
Improved links between the universities	3	4.2
Job losses or Staff TUPEing between local authorities	2	2.8
Exclusion of the wider metropolitan areas	2	2.8
Negative impact on other service provision	2	2.8
Negative impact on staff having to put into practice	2	2.8
Green or Environmental Strategy	2	2.8
Attract industry	2	2.8
Noise pollution from HS2	1	1.4
Loss of city identity	1	1.4
Create opportunities for funding bids and third sector	1	1.4
Increase cost of living	1	1.4
Potential to share NHS resources	1	1.4
More people relocating between cities	1	1.4
Improve relationships between cities	1	1.4

Base: 72 respondents

*Respondents gave multiple responses and as a result percentages do not total 100.

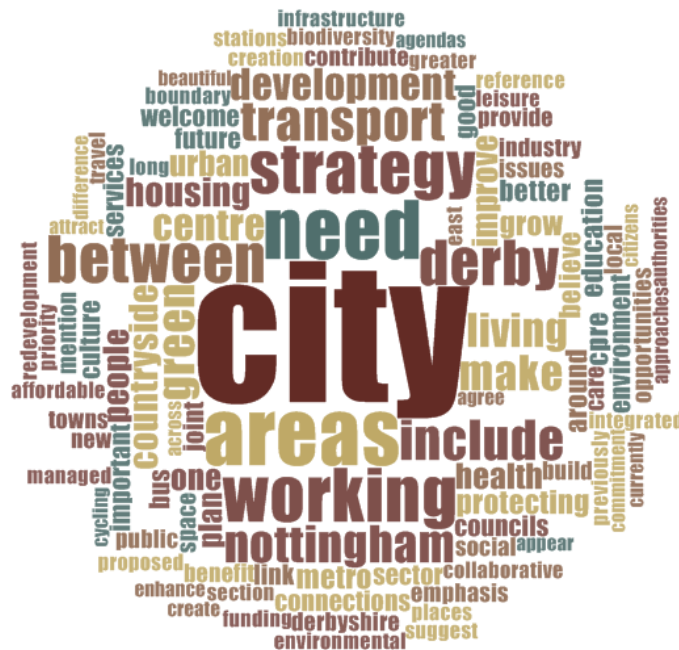
Table 5: Other comments on the Metro Strategy

Theme	References in comments	%
Integrated health and social care services	6	10.7
Third sector or private sector management opportunities for areas of the Strategy	5	8.9
Integrated public transport	4	7.1
Include border areas	3	5.4
Don't proceed	3	5.4
Involve all communities or citizens	3	5.4
Retain young talent in the area	3	5.4
Concentrate on improving culture	3	5.4
Joint elected mayor for the two cities	2	3.6
Re use vacant buildings or sites	2	3.6
Transport links to airport and driverless car M1 area	2	3.6
Expand the tram to Derby	2	3.6
Involve Leicester	2	3.6
Environmental Strategy	2	3.6
Community cohesion	1	1.8
Robust housing Strategy	1	1.8
Joint procurement	1	1.8
Involve students	1	1.8
Integrated leisure and culture cards across cities	1	1.8
Research where people travel to inform transport developments	1	1.8
Energy generation	1	1.8
Improved partnership working	1	1.8
Joint entertainment venues	1	1.8
Housing Strategy	1	1.8
Improved Transport	1	1.8
More investment	1	1.8
More joint projects	1	1.8
Need more detail	1	1.8
Boundary change	1	1.8
Integrated cycle network	1	1.8
Recognise cultural differences between cities	1	1.8
Value added industry	1	1.8
Please put this into action not just Strategy	1	1.8
Develop resilience	1	1.8
Improve A52	1	1.8
Good communications	1	1.8

Base: 56 respondents

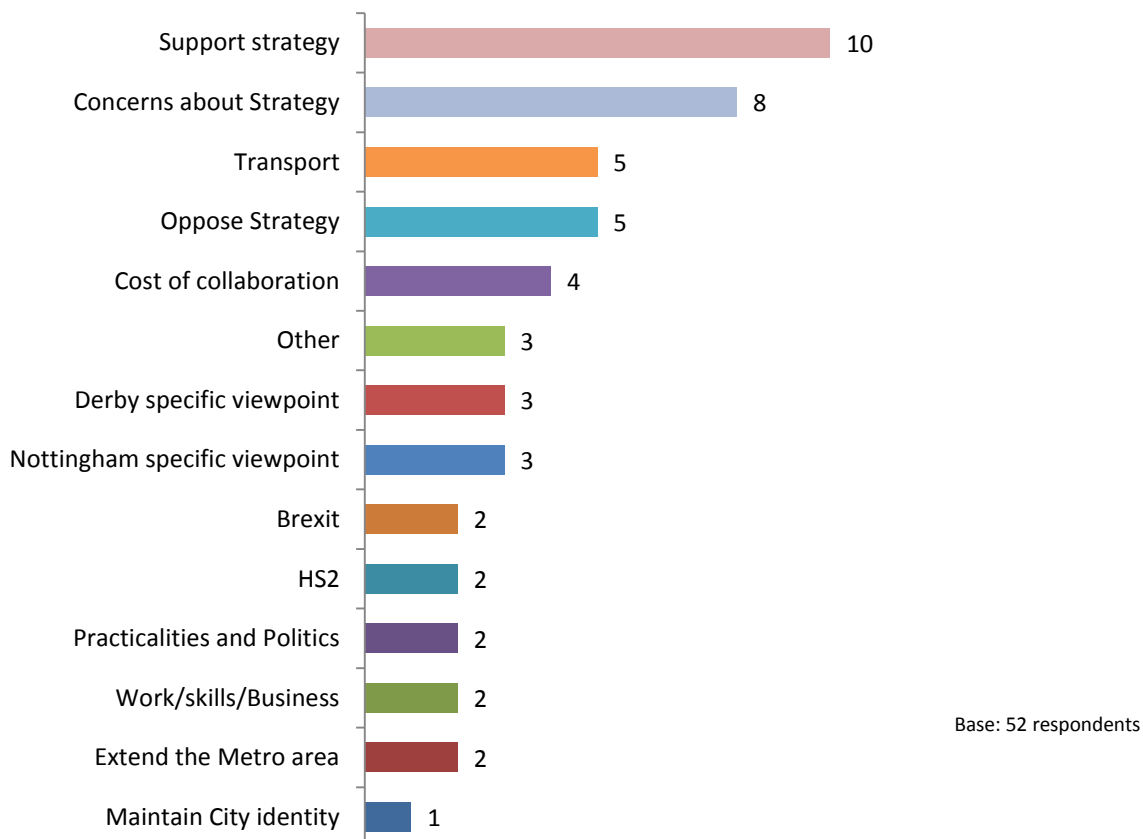
*Respondents gave multiple responses and as a result percentages do not total 100.

Figure 5: Word frequency: Other suggestions and comments on Metro Strategy



4.26 When respondents were given the opportunity to give further comments, just under 20% (10) of respondents were supportive of the Strategy and action plan. Of the eight people that had concerns, comments varied to include the importance of individual city identity, the possible threat of urban sprawl on green space between the two cities, suggestions for intelligent transport solutions to improve transport connections and the need for the Strategy to be commercially focused rather than politically focused (Chart 10).

Chart 10: Further comments on the Strategy and action plan



4.27 Participants of the survey were also asked if they would like to be involved in the development of the Metro Strategy, 48 respondents provided their details. Respondents were able to provide information about any activities they were involved with that might work in conjunction with the Metro aims, 24 respondents provided this information.

About the respondents

4.28 62% of those responding to the survey were male, 38% female

4.29 A breakdown of the ethnic background of the respondents can be found at Table 6.

Table 6: Ethnic Background of Respondents

	Number	%
White - English / Welsh / Scottish / Northern Irish / British	99	81.8
White - Irish	3	2.5
Asian or Asian British - Pakistani	2	1.7
Any other White background	2	1.7
Any other ethnic group	2	1.7
Asian or Asian British - Indian	1	.8
Black or Black British - African	1	.8
Black or Black British - Caribbean	1	.8
Dual Heritage - White and Black Caribbean	1	.8
Dual Heritage - White and Asian	1	.8
Any other Dual Heritage background	1	.8

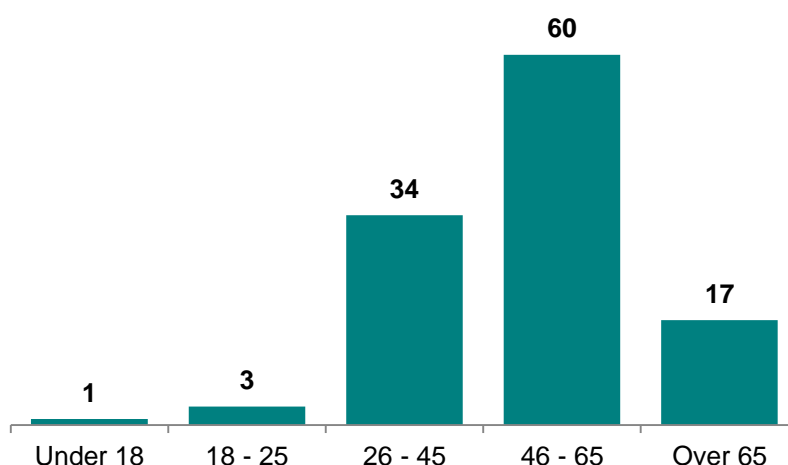
Base: 150 respondents

4.30 In terms of sexuality, 6% of those responding were gay, 93% were heterosexual and 1% were bisexual.

4.31 Just under half (47%) of those that responded did not have any religious beliefs, 48% were Christian. Less than 2% were Muslim or Sikh. 4% were from an other ethnic background.

Chart 11: Age of Respondents

4.32 The age profile of respondents was older than the general population with over half (52%) being aged between 46 to 65. Just 3.5% of respondents were aged 25 and under.



Base: 115 respondents

The full results of the survey are detailed in the tables at Appendix 1.

5 Appendices

Appendix 1: Data Tables

Table 1: Are you a...?

Response	Number	%
I live, work or study in Derby and/or Nottingham	127	84.7
Prefer not to say	6	4.0
A local authority	5	3.3
Other	4	2.7
A third sector organisation	3	2.0
A business	2	1.3
A community group	2	1.3
A local university or college	1	.7

Base: 150 respondents

Table 2: First part of postcode

Response	Number	%
Derbyshire	3	2.9
Nottinghamshire	3	2.9
A52 area	9	8.7
Derby and border areas	34	33.0
Nottingham and border areas	54	52.4

Base: 103 respondents

Table 3: Strategy sets out clearly the reasons why Derby/Nottingham want to work more closely together?

Response	Number	%
Yes definitely	52	34.4
Yes, to some extent	83	55.0
No	11	7.3
Don't know	5	3.3

Base: 151 respondents

Table 4: Four 'big ambitions' in the strategy right for Derby/Nottingham

Response	Number	%
Yes definitely	45	30.0
Yes, to some extent	73	48.7
No	30	20.0
Don't know	2	1.3

Base: 150 respondents

Table 5: Extent agree/disagree that cities will benefit by working more closely together

Response	Number	%
Strongly agree	54	36.0
Agree	60	40.0
Neither agree nor disagree	11	7.3
Disagree	14	9.3
Strongly disagree	10	6.7
Don't know	1	.7

Base: 150 respondents

Table 6: Extent agree/disagree that strategy ambitious enough to meet economic challenges

Response	Number	%
Strongly agree	26	17.3
Agree	58	38.7
Neither agree nor disagree	27	18.0
Disagree	18	12.0
Strongly disagree	17	11.3
Don't know	4	2.7

Base: 150 respondents

Table 7: Extent agree/disagree that Action Plan clear how to achieve aims

Response	Number	%
Strongly agree	24	16.0
Agree	48	32.0
Neither agree nor disagree	36	24.0
Disagree	22	14.7
Strongly disagree	17	11.3
Don't know	3	2.0

Base: 150 respondents

Table 8: Extent agree/disagree that actions realistic and achievable in 3 years

Response	Number	%
Strongly agree	18	12.0
Agree	41	27.3
Neither agree nor disagree	38	25.3
Disagree	24	16.0
Strongly disagree	25	16.7
Don't know	4	2.7

Base: 150 respondents

Table 9: Extent agree/disagree that Strategy/Action Plan will improve business opportunities/development

Response	Number	%
Strongly agree	32	21.3
Agree	66	44.0
Neither agree nor disagree	30	20.0
Disagree	10	6.7
Strongly disagree	8	5.3
Don't know	4	2.7

Base: 150 respondents

Table 10: Extent agree/disagree that Strategy/Action Plan will improve skills/employment

Response	Number	%
Strongly agree	24	16.0
Agree	67	44.7
Neither agree nor disagree	35	23.3
Disagree	16	10.7
Strongly disagree	5	3.3
Don't know	3	2.0

Base: 150 respondents

Table 11: Extent agree/disagree that Strategy/Action Plan will improve transport

Response	Number	%
Strongly agree	36	24.2
Agree	68	45.6
Neither agree nor disagree	19	12.8
Disagree	10	6.7
Strongly disagree	12	8.1
Don't know	4	2.7

Base: 149 respondents

Table 12: Extent agree/disagree that Strategy/Action Plan will improve Culture and Leisure

Response	Number	%
Strongly agree	18	12.0
Agree	69	46.0
Neither agree nor disagree	36	24.0
Disagree	11	7.3
Strongly disagree	13	8.7
Don't know	3	2.0

Base: 150 respondents

Table 13: Extent agree/disagree that Strategy/Action Plan will improve relationships/collaborative working

Response	Number	%
Strongly agree	30	20.3
Agree	71	48.0
Neither agree nor disagree	19	12.8
Disagree	13	8.8
Strongly disagree	12	8.1
Don't know	3	2.0

Base: 148 respondents

Table 14: Involvement in development of Metro Strategy

Response	Number	%
Yes	48	33.8
No	94	66.2

Base: 142 respondents

Table 15: Age

Response	Number	%
Under 18	1	.9
18 - 25	3	2.6
26 - 45	34	29.6
46 - 65	60	52.2
Over 65	17	14.8

Base: 115 respondents

Table 16: Gender

Response	Number	%
Male	74	60.2
Female	46	37.4
Prefer not to say	3	2.4

Base: 123 respondents

Table 17: Ethnicity

Response	Number	%
White - English / Welsh / Scottish / Northern Irish / British	99	81.8
White - Irish	3	2.5
Asian or Asian British - Pakistani	2	1.7
Any other White background	2	1.7
Any other ethnic group	2	1.7
Asian or Asian British - Indian	1	.8
Black or Black British - African	1	.8
Black or Black British - Caribbean	1	.8
Dual Heritage - White and Black Caribbean	1	.8
Dual Heritage - White and Asian	1	.8
Any other Dual Heritage background	1	.8

Base: 121 respondents

Table 18: I consider myself to be...

Response	Number	%
Heterosexual/straight	102	83.6
Bisexual	1	.8
Gay man	6	4.9
Gay woman/lesbian	1	.8
Prefer not to say	12	9.8

Base: 122 respondents

Table 19: Religion

Response	Number	%
Christian	55	45.8
Muslim	1	.8
Sikh	1	.8
Other	4	3.3
Prefer not to say	6	5.0
I do not have any religious beliefs	53	44.2

Base: 120 respondent

