



Derby City Council

**COUNCIL CABINET**  
**15 MARCH 2017**

Report of the Cabinet Member for Regeneration and  
Economy

# ITEM 16

## Derby-Nottingham Metropolitan Strategy

### SUMMARY

- 1.1 This report updates Cabinet on the response to the consultation on the Derby-Nottingham Metro Strategy and seeks approval, in principle, for the adoption of the strategy and joint implementation arrangements with Nottingham City Council.
- 1.2 The draft Metro Strategy sets out a range of key themes that it is proposed that Derby and Nottingham City Councils' work on collaboratively, and in partnership with key stakeholders, to bring a range of benefits to residents and businesses.

### RECOMMENDATIONS

- 2.1 To note the response to the consultation on the Metro strategy set out within this report.
- 2.2 To review the contents of the draft Metro Strategy as set out in Appendix 2, and approve its adoption, subject to the inclusion of changes to reflect the feedback from the consultation
- 2.3 To delegate authority to the Strategic Director for Communities and Place, in consultation with the Cabinet Member for Strategy and Policy, to sign off the final version of the strategy.
- 2.4 To authorise the Strategic Director for Communities and Place to work in collaboration and partnership with Nottingham City Council to develop initiatives in line with the Metro strategy and bring reports to Cabinet as appropriate.

### REASONS FOR RECOMMENDATION

- 3.1 To make provision for the development of necessary processes required to continue as part of the collaborative approach set out under the Metro Strategy, which was subject to public consultation in 2016



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**SUPPORTING INFORMATION**

**4.1 Background**

Originally conceived during the development of the North Midlands Devolution Deal, the Metro Strategy aims to set out a vision for our urban area and recognises our common city interests and ambitions within a framework to drive economic growth around four targeted geographies: City, Market Town, Rural and former coalfields.

The strategy recognises that combined, the city areas give scale with significance. Nottingham and Derby individually are ranked outside the top 100 population centres in Europe – yet together the Nottingham-Derby area is one of the top 30. By taking advantage of this, the cities could be more strongly positioned to establish the national presence and international reputation required to make best advantage of future opportunities, such as Midlands Engine and foreign trade and investment. If done effectively, this should increase the metro contribution to the wider economy adding value to our broader D2N2 collective efforts.

**4.2** In a wider D2N2 context the strategic themes (such as jobs, productivity, promotion, innovation and connectivity) are aligned but it is recognised that issues should be tackled at the most appropriate level. The Metro Strategy establishes the Derby-Nottingham area at the urban centre of a prospering region.

**4.3** The Metro Strategy sets out four initial themes for action:

- a) **Metro Enterprise** – to promote Derby and Nottingham worldwide to attract new investment; support businesses to innovate, diversify and find new markets; increase productivity and strengthen supply chains
- b) **Metro Talent** – to enhance leadership, knowledge and creativity of skilled workers; nurture young people to be ready for work in the 21<sup>st</sup> century
- c) **Connected Metro** – to improve accessibility to the cities through shared development of our transport corridors, application of new transport technologies and better integration with rail and airport interchanges
- d) **Metro Living** – to provide a range of exciting and accessible opportunities for a modern urban lifestyle, befitting of a world-class urban area.

**4.4 Public Consultation**

A public consultation on the Metro Strategy 2030 was launched on the 21 July and ran to 19 September 2016 through a widely publicised online survey available through the Derby and Nottingham City Councils' websites. The consultation was promoted through press releases, promotional materials and social media by the Councils and other partners. Targeted engagement was undertaken with key groups such as Derby

Renaissance Board, Voices in Action Young People's Forum, NCVS annual event and resident consultation panels. The consultation closed on 19 September 2016.

The questionnaire asked a combination of closed and open questions in order to establish the level of support for the principles and purpose of the strategy; content; and impact that stakeholders felt it could have on the area. It also sought to understand why people disagreed with some elements of the strategy and gather suggestions and ideas about how the two cities could work better together.

#### **4.5 Overview in statistics**

There were 151 responses to the survey and the majority (85%) lived, worked or studied in either Derby or Nottingham. 8.7% of respondents who gave their postcode lived in areas between the two cities along the A52 such as Stapleford, Long Eaton, Beeston and Broxtowe.

- **89.4%** believed that the strategy clearly set out the reasons why Derby and Nottingham want to work more closely together
- **78%** agreed that the four 'big ambitions' set out in the Strategy were the right ones for Derby and Nottingham
- **76%** agreed that both cities would benefit from working closer together

#### **4.6 In line with the themes of the strategy, as stated in paragraph 4.3, the survey asked if the cities working together could have a positive impact these areas. There were strong levels of agreement that the collaborative approach would be beneficial to:**

- Collaboration and relationships = **68%**
- Business and development = **65%**
- Skills and employment = **61%**
- Transport = **70%**
- Culture and leisure = **58%**

#### **4.7 When asked about other potential positive impacts the 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. The consultation report is on the Your City Your Say pages on the Derby City Council website [www.derby.gov.uk/council-and-democracy/consultations/ycys-closed/metro-strategy/](http://www.derby.gov.uk/council-and-democracy/consultations/ycys-closed/metro-strategy/)**

#### **4.8 Response to the consultation – Strategy document**

Overall the response gave strong support for the aims and underpinning principles of the strategy. It not anticipated that the strategic approach will change significantly. It is proposed to add a further theme to acknowledge the collaborative work that the two Councils are doing to work more efficiently and effectively to deliver services across the organisations.

#### **4.9 Response to the consultation - Activity to deliver the strategy**

On the delivery however, respondents reported that it was difficult to understand how the activity would benefit them directly. This reflects the early stage of the work and this is being clarified as our shared understanding develops. Thus, in response to the consultation, we will develop a Key Actions document, alongside the Strategy, to set out the actions and priorities in more detail.

**4.10 Response to the consultation - Engaging stakeholders**

While the strategy relates to the urban challenges faced by the two cities within the D2N2 area, it is recognised that if we are to fully achieve the ambitions set out within the strategy, a wider group of stakeholders will need to work together – many of these have indicated a commitment to be involved through the consultation and key relationships are being strengthened.

4.11 Engaging and involving key stakeholders was a clear message from the consultation and it is proposed to establish a Strategic Advisory Group drawn from key stakeholders, including from the education and business sectors, in order to draw in wider expertise and engagement.

4.12 Similarly, there was a strong request to involve our neighbouring authorities. The City Councils are committed to working with District and County Councils. There have been some early discussions with neighbouring authorities to explore how this can best be achieved and how we can work together on specific areas of mutual interest / benefit – for example, improving the connectivity between the two cities.

**4.13 Early benefits**

Some early benefits of a collaborative approach between the two cities include the announcement of Toton as the East Midlands HS2 station hub, ERDF funding secured for 'Investing in D2/N2' and the subsequent joint trade mission to China (under the Midlands Engine umbrella) and the submission of the first funding bid under the 'Metro banner (a £7.6m bid for 'green and blue' infrastructure).

<b>OTHER OPTIONS CONSIDERED</b>
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5.1 Not to develop the strategy would mean that the benefits identified in this report would not be delivered.

**This report has been approved by the following officers:**

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Estates/Property officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	Olu Idowu, Head of Legal Services Amanda Fletcher, Head of Finance David Cox, Head of HR  David Gartside, Director of Strategic Partnerships, Planning and Transportation Ann Webster, Lead on Equality and Diversity
<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Verna Bayliss 01332 643034 verna.bayliss@derby.gov.uk None Appendix 1 – Implications Appendix 2 - DRAFT: Derby-Nottingham Metro Strategy 2030 Appendix 3 – Consultation Findings

## IMPLICATIONS

### Financial and Value for Money

- 1.1 Existing internal resources have been used to support the development of the Metro Strategy jointly with Nottingham City Council. It is not anticipated that additional resources would be required to co-ordinate the strategy and supporting activity. Under the strategy however we would aim to explore the potential of any opportunities that increase value for money.
- 1.2 Any financial implications arising from individual elements of activity covered by the strategy and joint arrangements would be subject to separate decision making in line with Council processes and financial regulation.

### Legal

- 2.1 The legitimacy of the arrangements for co-operation between the Councils is provided for by Article 11 in Part 2 of the Council's constitution.
- 2.2 The recommendation at paragraph 2.4 in the main body of the report will enable the Council to satisfy itself about the integrity of the arrangements of the relationship between the Councils in the discharge of the strategy.

### Personnel

- 3.1 Existing internal resources have been used to support the development of the Metro Strategy jointly with Nottingham City Council. It is not anticipated that additional resources would be required to co-ordinate the activity. Under the strategy however we would aim to explore the potential of any opportunities that increase value for money.
- 3.2 The talent element will need to integrate with the Organisational Development Action Plan for Derby City Council, to meet the requirements of Delivering Differently for the three year DCC plan.

### IT

- 4.1 None arising directly from this report.

### Equalities Impact

- 5.1 An Equalities Impact Assessment will be carried out on the Metro Strategy as part of the development process. Equality issues relating to Metro Strategy will be built into delivery plans as they are developed.

### Health and Safety

- 6.1 None arising directly from this report.

## **Environmental Sustainability**

- 7.1 None arising directly from this report.

## **Property and Asset Management**

- 8.1 None arising directly from this report.

## **Risk Management**

- 9.1 The actions that are developed will need to be considered for risk individually, at this early stage the focus is on discussion and information sharing.

## **Corporate objectives and priorities for change**

- 10.1 The ambitions of the Metro Strategy will support the Council's objectives for growth of our local economy and prosperity for our residents and businesses.
- 10.2 The Metro Strategy supports the Council's Delivering Differently programme and should add value by increasing opportunities for efficiency and effective use of our collective resources.




## DRAFT: Derby-Nottingham Metro Strategy 2030

### Two Great Cities: One Vision

By 2030 Derby & Nottingham will have a global reputation as an exciting place to live, work and play – you'll want to learn here, do business here, have fun here and make this great place your home.

### Two Great Cities: One Voice

Added together Derby & Nottingham not only form one of the UK's most important urban areas but they become one of the top 30 population centres in Europe. Both cities have a young demographic which is predicted to grow, in contrast to the national trend of an aging population. By bringing all that exciting potential together and joining our urban voice, we will drive the jobs and prosperity that will fuel the Midlands as an engine for UK growth, so by 2030 Derby & Nottingham will:

-  be internationally recognised as a vibrant, creative urban centre offering a great modern city lifestyle to its citizens and visitors
-  be renowned for producing world-class ideas, products and people with a leading voice in the UK and at Westminster
-  have a recognised identity across the world, known for the quality of its international relationships, with a passion for exchanging ideas and open for trade

### Why Derby and Nottingham are better together

Of course Derby & Nottingham have proud individual histories fed by our great rivers, the Derwent and the Trent, but we have many natural **connections** such as the daily flow of over 40,000 citizens making their **living** commuting between the two cities on our strong transport links; together we can make the most of new opportunities like High Speed Two. We share the experience of an industrial heritage and an **enterprise** culture; many of our growing business sectors complement each other from Derby's thriving advanced transport manufacturing to Nottingham's burgeoning life sciences. If we want to unlock the potential of our cities to develop and keep our local **talent** we have more to gain from cooperation than competition.

### How we can grow our cities of the future

Our Metropolitan Strategy has four big ambitions that will ensure we are moving forward over the next 15 years:

- ★ **Metro Enterprise:** Promoting Derby & Nottingham world-wide to attract new investment; supporting businesses to innovate, diversify, find new markets, increase productivity and strengthen supply chains
- ★ **Metro Talent:** Enhancing leadership, knowledge and creativity of skilled workers; nurturing young people to be ready for work in the 21<sup>st</sup> century



★ **Connected Metro:** Improving accessibility to the cities through shared development of our transport corridors, application of new transport technologies and better integration with our superb rail and airport interchanges

★ **Metro Living:** Providing a range of exciting and accessible opportunities for a modern urban lifestyle and vibrant city centre, befitting of a world-class urban area, where residents can live, earn and play through a wide range of sporting and cultural activities

### Making it work

**Strong Leadership:** Successful cities need strong leadership and effective management to deliver their vision. Through this strategy Derby & Nottingham City Council Leaders have made a commitment to developing closer ties and bringing functions and services together where the benefits for our cities are clear. They will also champion close, collaborative working with our neighbour authorities and leaders from across the public, private and third sectors who share the belief that together we can achieve more for our citizens.

**City Centres:** Having vibrant city centres is perhaps one of the clearest drivers for successful urban economies. This strategy supports our city centre masterplans to ensure we provide the right environment for economic growth so that we have a great city centre experience for visitors, employees and residents.

**Partnership:** Derby & Nottingham are forging a new partnership in a rapidly evolving partnership landscape. We will work with partners including our D2N2 Local Enterprise Partnership to place Derby & Nottingham at the forefront of our ambitions for growth, ensuring that the benefits flow from the urban area through the market towns and rural areas across the D2N2 geography. We will work with Government to ensure we maximise the opportunities presented by major national developments like High Speed 2 rail.

**Innovation and ideas:** Our cities have grown through our pursuit of change, innovation, taking risks and creating opportunities. We need to nurture this culture as a catalyst for growth and one way will be to work with our Universities to amplify their research capacity and attract new thinkers from across the globe, supporting cutting edge ideas so that they become basis of innovation to sustain our future city generations.

**Building on history:** We share an industrial heritage, a history of silk and lace, manufacturing and ideas, leaving us a rich legacy in a resilient economic base with strengths in advanced manufacturing and biosciences. We share many of the same opportunities and challenges facing cities today – diverse cultures, a young demographic, a wide commute to work area and some significant deprivation. Whilst we have often collaborated on individual projects in the past, we now seek to collaborate strategically, working together to unlock our potential and prove what we are capable of.

### Playing our part in a bigger picture

Derby & Nottingham are all about city life, but we know people enjoy taking time out and our residents enjoy the unique market towns and picturesque villages in our neighbouring counties and access to nature and open spaces in the Peak District National Park and



Sherwood Forest. The close proximity of rural and city living provides mutual benefits, giving access to rich and diverse experiences for residents, employees and visitors.

This strategy is the urban expression of the total capacity for economic growth across the collective area of Derbyshire, Nottinghamshire, Derby & Nottingham. Our cities are the urban heart of this collaboration; strengthening our joint approach we will contribute more to our shared ambitions for growth across the region and make a significant contribution to the wider economic goals of the Midlands Engine and the UK.

### **How will we deliver our strategy**

We will agree a range of actions to help us move towards our 2030 vision and meet our four Big Ambitions. We will agree how to measure the impact of these actions and our strategy and publish these regularly to show you how we are progressing.