

Ambitious for Derby

Working together with the city, for the city

Our priorities	VIBRANT city	City of GROWTH	RESILIENT city	GREEN city
	<ul style="list-style-type: none"> ✓ A destination of choice, with a dynamic and diverse city centre ✓ An exciting cultural offer, representative of our communities 	<ul style="list-style-type: none"> ✓ A thriving, sustainable economy and business community ✓ A learning city, with access to skills and knowledge for all ages ✓ Decent and sufficient affordable housing 	<ul style="list-style-type: none"> ✓ Reduced inequalities, with healthier residents ✓ Empowered, strong and independent communities ✓ A safe city, where those that need support can access it at the right time for them 	<ul style="list-style-type: none"> ✓ Cleaner air and lower CO2 emissions ✓ Sustainable waste and transport ✓ Enhanced green and blue spaces
The differences we want to make				
How we will measure our progress and impact	<ul style="list-style-type: none"> • City Centre Plan • City of Culture 2025 or 2029 • Delivering priority projects - Becketwell, Market Hall etc • An exciting and diverse cultural offer • More city centre living 	<ul style="list-style-type: none"> • Public and private investment secured • More jobs in the city • A favourable employment rate when compared to regional and national benchmarks • Delivering priority projects - NAMRC and Smartparc • Addressing skills gap and supporting people to enable them to access jobs • More homes including affordable homes • Enhanced role as centre of UK Rail 	<ul style="list-style-type: none"> • More residents able to do more for themselves within their communities • Fewer people at risk of homelessness • Fewer people living in poor quality housing • More physically active citizens • More people feeling safe in the city • More people living healthier lifestyles • More people with positive emotional wellbeing • Fewer children living in low-income households 	<ul style="list-style-type: none"> • Net zero by 2035 (City) • Lower Council emissions • Increased recycling and landfill levels managed • Mobility programme delivered • Homes and businesses protected from floods • Rewilding and greening spaces • Maximising our river areas
How we will do this	We will... WORK SMARTER		We are... BETTER TOGETHER	
	 Prioritise our resources and use our capital programme to make a difference	 Work in partnership to unlock the potential within Derby's communities	 Model a can-do attitude to deliver for Derby	
	 Make difficult decisions	 Be accountable	 Regular and meaningful communication with Derby citizens and businesses	