

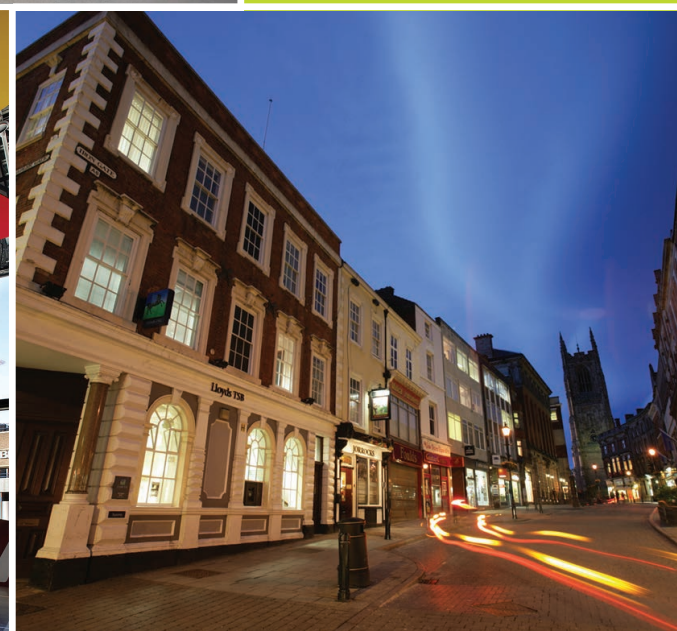


Derby City Council

Nottingham City Council



# Derby & Nottingham Metropolitan Strategy 2030





### Foreword

Derby and Nottingham are closely tied – over 40,000 people regularly commute between Derby and Nottingham –but we believe that by working more closely together we can make our cities even better. It is widely recognised that strong cities drive strong economies. Together, Derby and Nottingham not only form one of the UK's most important urban areas, but one of the top 30 population centres in Europe.

By working more closely together we believe that we can punch above our weight when it comes to establishing a national presence and international reputation – and this will help us make the most of opportunities such as HS2, the Midlands Engine, and foreign trade and investment. This will be good for our cities, good for our citizens, and good for the wider economy.

This first draft of our Metropolitan Strategy Action Plan outlines what we want to work on together over the next three years. It is based on the four themes of our Vision: Enterprise, Talent, Connectivity and City Living. As well as identifying areas for immediate collaboration, it lays the foundations for our longer term ambitions by exploring areas where a joint approach might bring longer term benefits.

This Action Plan has been shaped by the City Councils, in conversation with key stakeholders. We now want to open up a wider consultation across the Metropolitan area – with our partners, our businesses and our citizens.

Please tell us what you think by completing our online survey at:  
[www.nottinghamcity.gov.uk/consultation](http://www.nottinghamcity.gov.uk/consultation) or visit [www.derby.gov.uk/yourcityyoursay](http://www.derby.gov.uk/yourcityyoursay)



  
Councillor Ranjit Banwait  
Leader of Derby City Council



Councillor Jon Collins  
Leader of Nottingham City Council



### What do we want to achieve?

By 2030 Derby & Nottingham will have a global reputation as an exciting place for investment – you'll want to learn here, do business here, have fun here and make this great place your home. We want to work together to take advantage of great opportunities, such as High Speed Two (HS2), and address common challenges, such as youth unemployment. We believe we can do this if the Councils play a lead role in galvanising local partners to work towards a shared vision.

Derby & Nottingham, individually, are ranked outside the top 100 population centres in Europe – yet combined, the area ranks in the top 30. By using this advantage of scale, we aim to establish the national presence and international reputation that will enable us to make best advantage of opportunities (such as the Midlands Engine and foreign trade and investment) that will benefit the w D2N2 area and boost the wider economy.

### Our three year action plan 2016 – 2019

This action plan sets out our initial focus on developing a framework of cooperation, alongside actions that we will work on together over the next three years as we work towards the four big ambitions of our 15 year strategy.

### Our four big ambitions

- ★ **Metro Enterprise:** Promote Derby & Nottingham world-wide to attract new investment; support businesses to innovate, diversify, find new markets, increase productivity and strengthen supply chains
- ★ **Metro Talent:** Enhance leadership, knowledge and creativity of skilled workers; nurture young people to be ready for work in the 21st century
- ★ **Connected Metro:** Improve 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; showcase how urban areas can apply information technologies to improve the efficiency of our infrastructure
- ★ **Metro Living:** Provide a range of exciting and accessible opportunities for a modern urban lifestyle, befitting of a world-class urban area, where residents can live, earn and play through a wide range of leisure and cultural activities

### Urban champions

Of course our cities do not operate in isolation – we both work with a range of local, regional and national agencies as partners. What we are trying to do is to get more value from our plans, services and resources where collaborating makes this possible. This also means where there is potential for creating a strong voice for our cities and region in larger initiatives such as HS2 and the Midlands Engine.

- ☆ Challenge ourselves: Always ask if we can add value by collaborating as two cities
- ☆ Build understanding: Proactively build relationships and understanding between our cities
- ☆ Collaborate: Engage other stakeholders who will benefit from strong, vibrant cities
- ☆ Learn together: Respect our differences and keep our identities but learn from this diversity
- ☆ Champion: Advocate for the urban and make the case for our cities

### How we will measure the impact over 15 years

Our Metro vision is based on the model of a 'Smart City'<sup>1</sup> which sets out a standard by which European Smart Cities are judged. More than just the use of technology, innovation and infrastructure for competitive gain, Smart Cities look to deliver economic, social and environmental benefits that make them great places to live and work. By using this model we can measure our progress and assess the contribution that each of our activities make towards the six principal characteristics which are used to define a Smart City:

1. **ECONOMY**: economic competitiveness of the Metro area, including productivity, innovation, entrepreneurship, flexibility of the labour market and integration in the national and global marketplace
2. **PEOPLE**: level of qualifications of citizens, and the added social value of how they integrate and participate in the broader community

3. **ENVIRONMENT**: attractiveness of the built and natural environment (climate, green space etc.), pollution levels, resource management and efforts made towards protecting the environment
4. **MOBILITY**: availability of local and international transport, the presence and quality of information and communication technologies and the availability of modern and sustainable transport systems
5. **LIVING**: the "quality of life" including the cultural offer, health services, perception of safety, the availability of high-quality and affordable housing, the strength of the tourism economy etc.
6. **GOVERNANCE**: political participation, the provision and quality of services for citizens as well as the functioning of the administration.

These measures will be considered for use across the 15 year life of the strategy. We will use this action plan to manage a set of short term actions over three years and as a reporting tool to city leaders, local councillors, wider stakeholders and the public.

### Metro Enterprise

**Promote Derby & Nottingham world-wide to attract new investment; support businesses to innovate, diversify, find new markets, increase productivity and strengthen supply chains.**

Historically, the economies of Derby & Nottingham have been based around manufacturing and large employers and, while the development of new technologies has changed the business landscape, the area has been successful in retaining some of that economic base. The 'Planes, Trains and Automobiles' research published in 2010 suggested that there were over 700 aerospace supply chain companies in the Midlands with 75% directly connected to Rolls-Royce in Derby.

In recent years the area has responded to change and enterprise has expanded, including a growth in professional, scientific and technical jobs and businesses. Nottingham is home to the regional HQs of many large professional and business services firms and has a focus on the life sciences sector, based partly on Boots, as well as energy, clean-tech, digital and creative businesses.

There are clearly cross-sector opportunities between the cities and working with our Original Equipment Manufacturers (OEMs) and their supply chains to improve accessibility. The development of Infinity Park Derby as a UK hub for high-value manufacturing and the continued growth of the Boots Enterprise Zone and Science Park in Nottingham will bring international status and opportunities to the area. Our three Universities also have a key role to play in this development and through collaboration in research and development.

We can also strengthen and expand our impact and reach for marketing and inward investment services through closer cooperation including international markets such as India, China and Germany where we already have growing connections.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve three objectives, as set out in the tables below:

1. Promote Derby & Nottingham world-wide to attract new investment
2. Support businesses to innovate, diversify, find new markets
3. Increase productivity and strengthen supply chains

# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

To progress towards our big ambitions, we will	Actions	Timescale	Stakeholders
<b>ME1: Promote Derby &amp; Nottingham world-wide to attract new investment</b>			
ME1.1 Create a series of joint campaigns to attract inward investment that complements the sectoral, corporate and workforce strengths of Derby & Nottingham	<ul style="list-style-type: none"> <li>Submit joint EU funding bid via inward investment/marketing delivery companies (Marketing Derby and Marketing Nottingham/shire), including research to support joint campaigns</li> <li>Collaborate on links made with UKTI and in support of various Midlands Engine initiatives</li> <li>Deliver joint activities at MIPIM for 3 years under Midlands Engine (Power of 3 campaign)</li> </ul>	<p>July 2016</p> <p>from July 2016</p> <p>On-going</p>	Marketing Derby Marketing Nottingham & Nottinghamshire
ME1.2 Maximise the number of national and international conferences and events attracted to Derby & Nottingham	<ul style="list-style-type: none"> <li>Explore the potential of a Derby &amp; Nottingham joint approach that promotes the area and supports organisations to plan, book and run their conferences and events</li> </ul>	Sept 2016	<p>Derby City Council</p> <p>Nottingham City Council</p> <p>Marketing Derby Marketing Nottingham &amp; Nottinghamshire</p>
ME1.3 Establish international links with a handful of metropolitan areas around the globe where such relationships will create mutual economic development opportunities	<ul style="list-style-type: none"> <li>Work together to promote trade missions across Derby &amp; Nottingham, developing joint plan as part of the Midlands Engine</li> <li>Collaborate on overseas partnerships, including a business delegation to China in November</li> </ul>	<p>from July 2016</p> <p>Nov 2016</p>	<p>Derby City Council</p> <p>Nottingham City Council</p>
<b>ME2: Support businesses to innovate, diversify, find new markets</b>			
ME2.1 Establish a network of support between our three Universities and SMEs in key sectors – e.g. advanced manufacturing, bio-science and visitor services	<ul style="list-style-type: none"> <li>Engage with universities to gather views on what might be achieved through greater collaboration</li> <li>Ensure a strong East Midlands influence in the Midlands Engine Science and Innovation Audit</li> <li>Engage with universities via D2N2 in their delivery of their £20m Innovation Programme to ensure maximum benefit for local businesses</li> </ul>	<p>from July 2016</p> <p>from July 2016</p> <p>from July 2016</p>	<p>Derby City Council</p> <p>Nottingham City Council</p> <p>Nottingham Trent University</p> <p>University of Derby</p> <p>University of Nottingham</p>
ME2.2 Establish a Low Carbon Transport Technology Centre that offers workforce development, technology application and specialist low carbon consultancy services	<ul style="list-style-type: none"> <li>Establish a Low Carbon Transport Technologies network and series of events</li> <li>Develop the feasibility of and design proposals for the creation of training programmes in low carbon technologies</li> </ul>	<p>Sept 2016</p> <p>2017</p>	<p>Derby City Council</p> <p>Nottingham City Council</p>

# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

ME3: Increase productivity and strengthen supply chains			
ME3.1 Investigate the feasibility of and develop procurement portal(s) in key sectors to assist SMEs identify and access tender opportunities, and facilitate OEMs to procure innovative solutions to key challenges	<ul style="list-style-type: none"> <li>Consider the case for a joint e-portal project within an ICT ESIF bid</li> <li>Consult with companies to understand their needs and the range of opportunities</li> <li>Devise the scope of the project(s) and resources required to deliver it</li> <li>Create a pilot procurement portal</li> </ul>	July 2016	Derby City Council
		Oct 2016	Nottingham City Council
		Dec 2016	
		2017	
ME3.2 Define Smart City in relation to metro area and what we want to achieve	<ul style="list-style-type: none"> <li>Create joint working groups with the 3 Universities</li> <li>Facilitate a series of workshops to explore a range of tangible Smart City initiatives to be trialled in Derby and Nottingham</li> </ul>	Oct 2016	Derby City Council
		Dec 2016	Nottingham City Council
			Nottingham Trent University
			University of Derby
ME3.3 Sponsor a productivity and supply chain improvement programme to offer deep assistance in selected growth businesses	<ul style="list-style-type: none"> <li>Identify scope for collaboration, range of partners and sources of funding</li> <li>Create supply chain business support programmes in the following sectors:                             <ul style="list-style-type: none"> <li>High value manufacturing (HVM)/Transport: Derby with prime manufacturers, Nottingham with some HVM and Universities</li> <li>Food and Drink/Biosciences: supporting existing food &amp; drink with support in biosciences (e.g. microbiological analysis)</li> <li>Digital: joint data, ICT and connectedness projects, e.g. Sugo Big Data project with University, across Derby &amp; Nottingham</li> </ul> </li> </ul>	Dec 2016	Derby City Council
		Mar 2017	Nottingham City Council
			Nottingham Trent University
			University of Derby
ME3.4 Ensure that Derby & Nottingham businesses have access to equity, grant and loan finance to grow	<ul style="list-style-type: none"> <li>Convene a Finance Forum with key private sector partners to explore A2F with the aim of identifying options around the Midlands Engine Investment Fund and identify gaps specifically around early stage risk capital</li> <li>Explore options for setting up an early stage capital fund</li> </ul>	July 2016	Derby City Council
		April 2017	Nottingham City Council

### Metro Talent

**Enhance leadership, knowledge and creativity of skilled workers; nurture young people to be ready for work in the 21st century.**

We will build upon the existing activities in Derby & Nottingham, collaborating to ensure that the skills our local businesses need, especially in our key sectors, are met. We will also use our collective influence and resources to ensure local people and young people in particular, have the opportunities to develop the skills to enable them to realise their aspirations across the urban area of Derby & Nottingham. Creating an environment where education and business work together to develop the workforce of the future.

We will build upon best practice in each city, striving to make this the standard across the metropolitan area and work towards an integrated model for seamless, joined up delivery to promote skills and opportunities at all levels – from graduate retention, through Apprenticeships and our further education offer, to schools-based employability programmes.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve three objectives, as set out in the tables below:

1. Build skills for our key sectors
2. Get young people ready for work
3. Tackle barriers to employment and progression



# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

To progress towards our big ambitions, we will	Actions	Timescale	Stakeholders
<b>MT1: Build skills for our key sectors</b>			
MT1.1 Develop a joint understanding of the skills needs of our key sectors, including how young people access opportunities within those sectors and their supply chains	<ul style="list-style-type: none"> <li>• Refresh 2010 supply chain research : 'Trains, Planes and Automobiles'</li> <li>• Share current information/data on key sectors to establish a shared sector base and to identify knowledge gaps</li> <li>• Agree priority sectors where collective approach will add value and create sector action plans</li> </ul>	Nov 2016 March 2017 Apr 2017	Derby City Council Nottingham City Council
MT1.2 Ensure high quality and accessible services for our learners and employers; exert collective influence over skills investment	<ul style="list-style-type: none"> <li>• Develop joint needs assessment and analysis of current provision to inform the Area Based Review</li> <li>• Joint lobbying of government for further localisation of adult skills budgets</li> </ul>	Nov 2016 Dec 2016	Derby City Council Nottingham City Council
MT1.3 Develop a "careers pathway" for the job opportunities created by HS2, particularly those through the national HS2 Academy in the West Midlands, so our local workforce can take the maximum advantage of them	<ul style="list-style-type: none"> <li>• Work together to develop shared understanding of the potential of HS2 for jobs and how we can maximise opportunities</li> <li>• Produce joint action plan</li> </ul>	Sept 2016 Dec 2016	Derby City Council Nottingham City Council
<b>MT2: Get young people ready for work</b>			
MT2.1 Develop work based learning routes for young people across the Metro area, including <ul style="list-style-type: none"> <li>▪ apprenticeships</li> <li>▪ more opportunities through the involvement of SMEs</li> </ul>	<ul style="list-style-type: none"> <li>• Work together to develop a coherent approach to apprenticeship reforms and their implications for local SMEs and local public sector bodies</li> <li>• Develop a shared understanding of apprenticeship standards relevant to local sectors</li> <li>• Develop linked employer engagement function to promote opportunities to SMEs</li> <li>• Use our joint influence to ensure effective implementation of funding programmes to target young people</li> </ul>	Dec 2016 Sept 2016 May 2017 On-going	Derby City Council Nottingham City Council
MT2.2 Increase business engagement with schools	<ul style="list-style-type: none"> <li>• Share working methods and partnership initiatives between our two cities</li> <li>• Establish a sustainable network of Enterprise Advisors in secondary schools</li> <li>• Undertake a review of careers provision to understand the number and quality of existing programmes and how a more integrated approach could be implemented</li> </ul>	Sept 2016 Jan 2017 March 2017	Derby City Council Nottingham City Council

# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

MT2.4 Develop an integrated model with our universities to enable graduates to access local job opportunities	<ul style="list-style-type: none"> <li>Engage with universities and share information to assess issues/barriers to graduate retention</li> <li>Develop action plan to encourage more graduates from all three universities to remain in the area</li> </ul>	On-going  March 2017	Derby City Council Nottingham City Council Nottingham Trent University University of Derby University of Nottingham
MT3: Tackle barriers to employment and progression			
MT3.1 Promote progression pathways for low paid workers, linking to careers advice and in work training to up-skill the existing workforce	<ul style="list-style-type: none"> <li>Engage with successful bidders for various elements of the D2N2 ESF opt-in programmes (e.g. Skills Local/Inspire Local), to ensure that provision meets the needs of local economy</li> <li>Assess promotion/communication of providers to reach low paid workers and assess if we are fully utilising networks into our communities</li> </ul>	Summer 2016 & on-going  Summer 2016 & on-going	Derby City Council Nottingham City Council
MT3.2 Ensure national and regional schemes address barriers to work for groups common to our urban areas: <ul style="list-style-type: none"> <li>refugee/asylum seekers</li> <li>young people leaving care</li> <li>ex-offenders</li> </ul>	<ul style="list-style-type: none"> <li>Identify the urban experience and shared client groups where a joint approach would add value</li> <li>Identify funding and agree joint bids that will support shared client groups</li> <li>Officers with expertise in bidding will work together to explore targeted and potential opportunities</li> </ul>	Summer 2016 & on-going  On-going  On-going	Derby City Council Nottingham City Council
MT3.3 Enable learners to access training across the Metro area	<ul style="list-style-type: none"> <li>Undertake assessment of travel to learn patterns for existing learners and potential patterns for training in specific sectors following the Area Based Review process.</li> <li>Market co-operatively existing schemes to enable individuals to access appropriate training.</li> </ul>	Nov 2017  Nov 2017	Derby City Council Nottingham City Council

### Connected Metro

**Improve 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; showcase how urban areas can apply information technologies to improve the efficiency of our infrastructure.**

Located in the heart of the UK, Derby & Nottingham are truly well-connected as both are served by a flexible transport network. The M1 motorway, the artery of the UK, runs between the two cities and the Midland Mainline hosts regular rail services between London and Sheffield. The close proximity of East Midlands Airport means access to other major European centres as well as a range of international destinations and trade routes. Derby & Nottingham have large travel to work areas with over 40,000 people commuting to work between the two cities and their surrounding districts, and many thousands more journeying into the city centres from elsewhere on a daily basis for work and leisure. In fact, Nottingham has the highest level of commuting in the East Midlands.

Derby has an international reputation for transport engineering and has long been a hub of the railway industry. The construction of HS2 will add a new chapter to this history with the development of a new East Midlands Hub station at Toton providing new economic opportunities along the eastern section of the line. Derby has seen a range of recent investments in local transport, in 2011 the final section of the inner ring road was completed, while the redeveloped Derby bus station was opened in 2010. Nottingham has an award-winning public transport system, with the largest publicly owned bus network in England. It has seen a number of major transport investments including the redevelopment of Nottingham Station to create a multi-model transport interchange and two new tramlines to

Clifton in the south and Chilwell in the south-west. The dualling of the A453 has also improved road linkages to the M1 and East Midlands Airport from the south of the city.

The Government Digital Inclusion Strategy defines digital inclusion in terms of; Digital skills – being able to use computers and the internet; Connectivity – having access to the internet; Accessibility – where services are designed to meet all users' needs. Initiatives are underway in both cities to make "make affordable hardware, software and infrastructure available to small and medium businesses and voluntary and community organisations to improve digital access" whilst Public Wi-Fi schemes are providing free, high quality public Wi-Fi to residents, business and visitors to the cities.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve three objectives, as set out in the tables below:

1. Strengthen our connections across the Midlands and beyond
2. Build better connections between our cities
3. Develop sustainable transport options and addressing air quality challenges
4. Improve the digital infrastructure – connectivity and access



# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

To progress towards our big ambitions, we will	Actions	Timescale	Stakeholders
<b>CM1: Strengthen our connections across the Midlands and beyond</b>			
CM1.1 Shape the emerging Midlands transport structures, supporting "Midlands Connect" in its potential role as a Sub Regional Transport body, and maximise opportunities for funding to deliver critical transport infrastructure schemes and sustainable transport measures	<ul style="list-style-type: none"> <li>Improving officers' understanding of each city's needs/agenda so that we have consistent asks within these broader structures</li> <li>Agree protocol for officers to work collectively to share requirements to represent both authorities at regional transport meetings – ensuring effective and efficient communication of the two cities priorities</li> <li>Submit joint bid for the funding of a feasibility study into the extension of the existing NET tram system, and options for tram-train and bus rapid transit</li> <li>Agree shared priorities (e.g. transport links to Birmingham) with neighbouring authorities</li> <li>Jointly negotiate improved rail connections to Birmingham</li> </ul>	<p>On-going</p> <p>July 2016</p> <p>Summer 2016</p> <p>Dec 2016</p> <p>On-going</p>	<p>Derby City Council</p> <p>Nottingham City Council</p> <p>Derbyshire County Council</p> <p>Nottinghamshire County Council</p> <p>Broxtowe Borough Council</p> <p>Erewash Borough Council</p>
CM1.2 Shape connectivity proposals particularly around the proposed HS2 East Midlands Hub Station and new link to East Midlands Airport	<ul style="list-style-type: none"> <li>Develop a clear strategy, identify areas of mutual benefit and how a joint approach adds value</li> <li>Agree joint approach to influence the HS2 Growth Plan as it develops</li> </ul>	<p>Dec 2016</p> <p>Dec 2016</p>	<p>Derby City Council</p> <p>Nottingham City Council</p> <p>Derbyshire County Council</p> <p>Nottinghamshire County Council</p> <p>Broxtowe Borough Council</p> <p>Erewash Borough Council</p>
<b>CM2: Build better connections between our cities</b>			
CM2.1 Create a consistent 'user' experience across both cities and across the wider travel to work and travel to learn area	<ul style="list-style-type: none"> <li>Develop an urban transport plan covering the Metro travel to work area. The plan will bring the urban context to any planning to reflect city needs, alongside the needs of adjacent districts in the wider travel to work and travel to learn areas, whilst recognising the role of all Highways Authorities involved</li> <li>Develop a joint approach to walking and cycling to maximise funding opportunities and to ensure that residents can expect fit for purpose infrastructure</li> <li>Develop combined transport computer modelling capability to assess transport projects and impacts of major developments across the area</li> <li>Develop a coordinated approach to congestion management including opportunities to introduce smart technology on a common basis</li> <li>Harmonise and standardise access to public transport including the potential for closer shared working on Concessionary Fares Scheme, multi operator smart ticketing across boundaries and kerb side infrastructure including real time information</li> </ul>	<p>Sept 2016</p> <p>Sept 2016</p> <p>Dec 2016</p> <p>April 2017</p> <p>On-going</p>	<p>Derby City Council</p> <p>Nottingham City Council</p> <p>Derbyshire County Council</p> <p>Nottinghamshire County Council</p> <p>Broxtowe Borough Council</p> <p>Erewash Borough Council</p>

# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

CM2.2 Establish common working practices and joint activities to maintain our highway network efficiently, concentrating on the key routes in, out and between our cities	<ul style="list-style-type: none"><li>• Highways maintenance framework in place</li><li>• Audit the current position and share understanding and then develop joint approach for future working including work with Highways England</li><li>• Agree a shared asset management approach at a technical level to the core network which should demonstrate the greater movement within the urban area and thus attract more investment</li><li>• Deliver a common Permit scheme to control events/works/activities to ensure minimum delay to the travelling public</li></ul>	July 2016	Derby City Council
		Sept 2016	Nottingham City Council
		Dec 2016	
		Dec 2016	
CM3: Develop Sustainable Transport options and addressing Air Quality challenges			
CM3.1 Promote and encourage sustainable travel improving travel choices for our residents	<ul style="list-style-type: none"><li>• Submit joint bid for Access Fund, including funding to allocate in the wider travel to work/ travel to learn area</li><li>• Develop joint bid for D2N2 Low Carbon funding</li></ul>	Sept 2016	Derby City Council
		Autumn 2016	Nottingham City Council
CM3.2 Respond to emerging Air Quality challenges and improve health and wellbeing of residents	<ul style="list-style-type: none"><li>• Develop/refine cleaner/greener transport agenda and identify opportunities</li><li>• Derby to lead on the development of a region wide ULEV support network, building on successful Nottingham-led joint bid for OLEV funding (links with ME2.2)</li><li>• Work with Defra/DfT to plan appropriate response to EU 2020 Air Quality Targets seeking common approach across both cities where possible</li></ul>	2016 & on-going late 2016	Derby City Council
		On-going	Nottingham City Council
CM4: Improve the digital Infrastructure – connectivity and access			
CM4.1 Ensure all new development has access, at a minimum, to ultra-fast broadband both residential and commercial	<ul style="list-style-type: none"><li>• Establish current access levels to ultra-fast broadband for new residential and commercial</li><li>• Establish levels of access to current best practice in next generation access for residential development</li></ul>	Dec 2016	Derby City Council
		April 2017	Nottingham City Council
CM4.2 Maximise the benefit from any digital infrastructure or skills investment, particularly to help local businesses and residents develop the necessary digital skill sets and increase high speed connectivity	<ul style="list-style-type: none"><li>• Establish what current funding we receive, services provided and innovations and share learning</li><li>• As part of ML3 Smarter City Strategy develop a “digital high street” concept</li></ul>	Dec 2016	Derby City Council
		April 2017	Nottingham City Council

### Metro Living

**Improve 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; showcase how urban areas can apply information technologies to improve the efficiency of our infrastructure.**

Since the 1990s there has been a return to city centre living in England and Wales. Between 2001 and 2011 it rose by 37%, significantly faster than the suburbs and largely driven by students and young professionals in our biggest cities. This has been explored further by the The Centre for Cities in their 2015 report “Why do people live where they do?” and their research into the Urban Demographics of where people live and work. Their findings suggest that this move was because of access to work, culture and leisure facilities.

Culture and sport have the power to transform lives and raise aspirations – they engage and challenge us and bring fun and joy to our day to day lives. They are fundamental to our city economy contributing to the attractiveness of a city for residents, employers, investors or visitors and are a critical factor in the continuing prosperity of both our cities.

Derby & Nottingham share significant cultural assets including destination parks; iconic sports facilities; renowned theatres and galleries; and industrial heritage sites, as well as plans to invest in major improvements to Nottingham Castle and Derby's Silk Mills. Derby & Nottingham also have a well-established programme of cultural events and institutions from festivals to live theatre and music, film, ice-skating and cycling. Combine this with beautiful parks, serene waterfronts, impressive historic buildings and a World Heritage site you have a great destination offer.

Modern urban life is complex and becoming increasingly so as we experience global challenges like climate change and migration alongside the fast pace of change in how we communicate and connect. We will need innovative, integrated solutions to help us navigate the future and get the most out of city life. Big Data and data analytical tools can help shape policies that affect our health, safety and welfare including the delivery of public services. This will include working with private sector partners to build online platforms or crowd sourcing to generate data, allowing policy options to become more informed and influenced by local people. Big Data can help show us where infrastructure is delivering sufficient resource to meet demand or not. We can then see where integrating infrastructure – such as energy, housing and transport – could offer different, more targeted, sustainable solutions to urban living, significantly reducing CO2 emissions and improving the quality of life for all of us.

Over the next three years we will work together towards our big ambition by focusing on actions to achieve two objectives, as set out in the tables below:

1. Explore a joint leisure and cultural offer for residents and visitors to both cities
2. Explore joint working arrangements to maximise the cultural, sporting and parks resources and infrastructure of the two cities



# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

To progress towards our big ambitions, we will	Actions	Timescale	Stakeholders
<b>ML1: Explore a joint leisure and cultural offer for residents and visitors to both cities</b>			
ML1.1 Explore opportunities for the development of a joint festival and events programme for the Metro area	<ul style="list-style-type: none"> <li>• Exchange proposed event programmes for 2017/18</li> <li>• Produce a Future Operations Plan around collective event promotion and marketing for Metro area</li> <li>• Explore a collaborative events strategy that could be followed for the Metro area which maximises links and facilities between the two Cities (e.g. developing ideas around Metro Marathon, City to City cycle race or triathlon event)</li> </ul>	Dec 2016  March 2017  June 2017	Derby City Council  Nottingham City Council
ML1.2 Maximise opportunities for bidding for and attracting national and international events to the Metro area	<ul style="list-style-type: none"> <li>• Produce a feasibility paper which examines the event programme 2018-2022</li> <li>• Establish a joint procurement framework which offers economy of scale for event bidding</li> </ul>	Jan 2017  March 2017	Derby City Council  Nottingham City Council
ML1.3 Engage wider partnerships in shaping the approach towards the vision, growth and development of a leisure and cultural offer for the Metro area	<ul style="list-style-type: none"> <li>• Establish a Cities Leisure and Culture Network as the vehicle for future collaborative working and partnership delivery</li> </ul>	Dec 2016	Derby City Council  Nottingham City Council
<b>ML2: Explore joint working arrangements to maximise the cultural, sporting and parks resources and infrastructure of the two cities</b>			
ML2.1 Explore opportunities for integrating management of Markets, Libraries and Arts Development services across the two Cities	<ul style="list-style-type: none"> <li>• Host joint meetings to determine understanding of Derby &amp; Nottingham's management approaches and resources for Markets, Libraries and Arts Development services</li> <li>• Consider future management options for joint working between the two cities for delivery of these services</li> </ul>	Sept 2016  March 2017	Derby City Council  Nottingham City Council
ML2.2 Explore opportunities for collaborative working between Nottingham Museums and Derby Museum Trust	<ul style="list-style-type: none"> <li>• Review existing arrangement for the management and exhibiting of heritage resources.</li> <li>• Consider future management options for joint working between the two cities</li> </ul>	Sept 2016  March 2017	Derby City Council  Nottingham City Council  Derby Museum Trust
ML2.3 Explore opportunities for collaborative working across Leisure Facilities	<ul style="list-style-type: none"> <li>• Develop a clear understanding of the insight and operation of both Cities</li> <li>• Share current best practice for the improvement of current operation and work together on new developments to share learning</li> <li>• Explore shared delivery of services and activities including use of a shared access card</li> </ul>	Dec 2016  April 2017	Derby City Council  Nottingham City Council

# Derby & Nottingham Metropolitan Strategy 2030

## Action Plan 2016-2019

ML2.4 Create joint-up approach to the establishment and development of green and blue infrastructure projects	<ul style="list-style-type: none"><li>• Develop Stage 2 Green and Blue Infrastructure ERDF bid ( including delivery projects in Nottingham and Derby)</li><li>• Develop Green and Blue Infrastructure Partnership</li><li>• Identify a range of medium / long term projects for joint collaboration and development</li><li>• Work collaboratively to develop a joint Green and Blue Infrastructure Strategy for the Metro area</li></ul>	from July 2016  Sept 2016 Nov 2016 Jan 2017	Derby City Council Nottingham City Council
ML2.5 Explore opportunities for efficiencies and improvements in the management of Parks and Open Spaces through collaborative approaches	<ul style="list-style-type: none"><li>• Develop a clear understanding of the current operational delivery models of both authorities for Parks Management and Grounds Maintenance</li><li>• Share best practice for improving the quality of green space to Green Flag standard and explore options to create joint applications under the 'Metro' heading and confirm with Keep Britain Tidy</li><li>• Submit Green Flag joint applications</li><li>• Explore the potential for shared delivery of Parks Management and Grounds Maintenance services</li></ul>	Sept 2016  Oct 2016 Jan 2017 March 2017	Derby City Council Nottingham City Council

For more information about the strategy and how you can get involved, or to have your say, go to [www.nottinghamcity.gov.uk/consultation](http://www.nottinghamcity.gov.uk/consultation) or [www.derby.gov.uk/yourcityyoursay](http://www.derby.gov.uk/yourcityyoursay)

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