

DRAFT Derby & Nottingham Metropolitan 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. And by working together we will aim to protect and improve services for all our citizens.

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 21st 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, befitting of a world-class urban area, where residents can live, earn and play through a wide range of sporting and cultural activities

DRAFT Derby & Nottingham Metropolitan Strategy 2030

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.

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 Two 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. 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.

For more information and how you can get involved go to: (INSERT WEBSITE INFO)