



# Derby & Nottingham Metropolitan Strategy 2030

## Key Actions 2017-2019

### 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, like national rail developments and HS2, and address common urban 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 and 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 are more strongly positioned to establish the national presence and international reputation required to make best advantage of economic opportunities like the Midlands Engine and foreign trade and investment, which will benefit the wider D2N2 area and boost the wider economy.

### Our three year action plan 2017 – 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

Metro Method : 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

Our Metro Method sets out how we will oversee the Metro Strategy and action plan and how we will work more efficiently across both our organisations to help build resilience and protect the delivery of local services.

## 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, and energy, clean-tech, digital and creative businesses.

There are clearly cross-sector opportunities between the cities and working with our Original Equipment Manufacturers 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 below:

Metro Enterprise	
Workstream	Commencing
<b>ME1: Promoting Derby/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	Nov 2016
ME1.2 Maximise the number of national and international conferences and events attracted to Derby & Nottingham	Dec 2016
ME1.3 Establish international links with a handful of metropolitan areas around the globe where such relationships will create mutual economic development opportunities	April 2017
<b>ME2: Supporting 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	Jan 2017
ME2.2 Establish a Low Carbon Transport Technology Centre that offers workforce development, technology application and specialist low carbon consultancy services	Sept 2016
<b>ME3: Increasing productivity and strengthen supply chains</b>	
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	Oct 2016
ME3.2 Sponsor a productivity and supply chain improvement programme to offer deep assistance in selected growth businesses	Jan 2017
ME3.3 Ensure that Derby & Nottingham businesses have access to equity, grant and loan finance to grow	July 2016

## 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 below:

Metro Talent	
Workstream	Commencing
<b>MT1: 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	Jan 2017
MT1.2 Ensure high quality and accessible services for our learners and employers; exert collective influence over skills investment	Nov 2016
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	July 2017
<b>MT2: Getting young people ready for work</b>	
MT2.1 Stimulate uptake of work-based learning routes for learners across the Metro area	Jan 2017
MT2.2 Increase business engagement with schools	March 2017
MT2.3 Develop an integrated model with our universities to enable graduates to access local job opportunities	Jan 2017
<b>MT3: Tackling barriers to employment and progression</b>	
MT3.1 Ensure national and regional schemes address barriers to work for groups common to our urban areas: Refugees/asylum seekers; BAME communities; people experiencing health barriers to employment; and NEETs	Aug 2017
MT3.2 Enable learners to access training across the Metro area	Nov 2017

## 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 High Speed Two 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 in 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 four objectives, as set out below:

Connected Metro	
Workstream	Commencing
<b>CM1: Strengthening our connections across the Midlands and beyond</b>	
CM1.1 Shape the emerging East Midlands transport strategic priorities and maximise the funding opportunities including through Midlands Connect and the LEP	March 2017
CM1.2 Shape connectivity proposals for the proposed HS2 East Midlands Hub Station at Toton	March 2017
<b>CM2: Building 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	July 2017
CM2.2 Harmonise, standardise and improve access to public transport	Oct 2016
CM2.3 Establish common working practices and joint activities to maintain our highway network efficiently, concentrating on the key routes in, out and between our cities	Sept 2016
<b>CM3: Developing Sustainable Transport options and addressing Air Quality challenges</b>	
CM3.1 Promote and encourage sustainable travel improving travel choices for our residents	July 2016

## **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

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 four objectives, as set out below:

Metro Living	
Workstream	Commencing
<b>ML1: Exploring a joint leisure and cultural offer for residents and visitors</b>	
ML1.1 Explore opportunities for the development of a joint festival and events programme for the Metro area	Dec 2016
ML1.2 Maximise opportunities for bidding for and attracting national and international events to the Metro area	Jan 2017
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	Dec 2016
<b>ML2: Exploring 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	Sept 2016
ML2.2 Explore opportunities for collaborative working between Nottingham Museums and Derby Museum Trust	Sept 2016
ML2.3 Explore opportunities for collaborative working across Leisure Facilities	Dec 2016
ML2.4 Create joint-up approach to the establishment and development of green and blue infrastructure projects	Sept 2016
ML2.5 Explore opportunities for efficiencies and improvements in the management of Parks and Open Spaces through collaborative approaches	Sept 2016

## Metro Method

Ensuring arrangements are in place to deliver the Metro Strategy and to develop and expand its scope as it evolves

The priority areas set out below aim to manage and improve the delivery of the Metro Strategy and Action Plan through engaging with stakeholders and working more efficiently across both our organisations to help build resilience in our Councils and communities to protect the delivery of our local services.

### **MM1: Engaging with key stakeholders and potential partners**

MM1.1 Ensure that activities cover the wider Metro area as appropriate through continued engagement with neighbouring authorities

MM1.2 Explore areas for collaboration not initially included in the four action plan themes

### **MM2: Maximising the potential of joint working to deliver better services and outcomes for Metro citizens**

MM2.1 Establish a 'framework for success' that will underpin joint working by the two City Councils

### **MM3: Ensuring arrangements to deliver the Metro Strategy are in place**

MM3.1 Establish a governance framework with clearly defined accountabilities

MM3.2 Develop a programme management framework to ensure robust monitoring and reporting of progress and outcomes