

# **Derby Sustainable Community Strategy**

## **Consultation report**

**August 2010**

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# 1 Executive Summary

To inform the development of the new vision for the city and to deliver the new Sustainable Community Strategy (SCS), Derby City Partnership (DCP) has carried out an extensive programme of consultation with residents and stakeholders, who live, work and visit Derby.

In total around 3,000 Derby residents participated in the consultation:

- ◆ Over 200 participated in visioning workshops
- ◆ Over 2,600 made 3 wishes

## 1.1 Three Wishes

Over 2,600 three wishes cards were returned, in total almost 9,000 individual wishes were made. These were categorised into the 16 broad codes. The top 3 codes highlighted by participants are:

- ◆ Quality of Built Environment - buildings and heritage, street cleanliness, parks and green spaces (1550 wishes)
- ◆ Transport – road conditions and access to public transport (1011 wishes)
- ◆ City Centre and retail offer (804 wishes)

## 1.2 Derby Voices

37 residents attended the event and worked in small groups to look at a variety of issues. The event highlighted that residents find the following important:

- ◆ Improving safety (or the perception of it) in the city
- ◆ Improving the transport network
- ◆ Having a strong cultural identity / landmark for the city

## 1.3 Visioning Workshops

8 community and stakeholder groups ran their own visioning workshops and the main areas of comment were:

- ◆ The built environment
- ◆ Jobs and employment – with an emphasis on young people
- ◆ Safety
- ◆ Culture

## 1.4. Themes from all consultation

The 6 key themes which have been defined from combining and analysing all consultation are:

- ◆ Jobs and Employment
- ◆ Quality of the built environment / historical buildings
- ◆ A Clean City
- ◆ Feeling safe
- ◆ Community spirit and getting on
- ◆ Getting around

## Key findings of Three Wishes Consultation:

### Key findings - wish cards.

Figure 1 below ranks the wishes cards analysis. 51 sub codes were assigned to comments, which were then assigned to 16 high level codes in order to gain meaningful information. These have been ranked to show the most commented codes in ascending order.

**Figure 1. Wishes ranked by high level codes and sub codes.**

<b>Quality of Built Environment - buildings and heritage, street cleanliness, parks and green spaces</b>	
Cleaner streets - litter, fly tipping, graffiti etc	816
Heritage building/architecture	272
Parks and open spaces	195
Quality of Buildings	142
Pavements	104
Street lighting	21
<b>Transport</b>	
roads / safety/ conditions	384
Public Transport	309
Parking	173
Cycling (general issues)	86
Sustainable travel	39
Cycling (safety)	20
<b>City Centre + retail offer</b>	
Regeneration + retention	384
Shops/shopping centre/retail offer	272
City centre vibrancy / nightlife	148
<b>Communities</b>	
Community Cohesion - friendliness, neighbourliness and getting on	438
Community Centres/local amenities	286
Community Cohesion - relationships between different communities	71
<b>Community Safety - policing and crime</b>	
Personal safety/ feeling safe	286
Safety/crime	274
More police officers on beat/visibility of officers in neighbourhoods	148
Drug problems / dealing	77
<b>Jobs, skills and economy</b>	
Jobs	354
Job opportunities for young people	112
Economy/Overcoming Recession	77
Adult - Qualifications for employment	35
Jobs - self employment	7
<b>Culture - sport, leisure, adult learning for leisure, arts and events, faith</b>	
Leisure Facilities	238
Cultural activities/cultural offer	199
Football	60
Sporting Amenities	32
Adult Learning for leisure	27
Faith	15
Leisure Facilities (women specific)	5
<b>Personal</b>	

Happiness - family/personal	352
Money	130
Family life	57
Faith	15
<b>Sustainability/Climate Change</b>	
Sustainability/Climate Change/Green Issues	502
Sustainable travel	39
<b>Health</b>	
Personal health	242
Health provision	178
Cycling (general issues)	86
Fitness	10
Mental Health - Confidence/Self esteem	10
<b>Children and Young People - schools, training and job opportunities, activities for young people</b>	
Activities for young people	243
Job opportunities for young people	112
Schools general	104
education & training opportunities for young people	32
<b>Other</b>	
Other	481
<b>Housing</b>	
Housing	230
Garden /grabbing	35
<b>Quality of Local Government and Council Tax</b>	
Quality of local government / Council Tax	222
<b>Learning</b>	
Adult - Qualifications for employment	35
Education & training opportunities for young people	32
Adult Learning for leisure	27
ESOL	22
<b>Community Engagement</b>	
Listening to people / agencies engaging people / involvement in decision making	56

All wishes cards have been analysed using a tag crowd application which highlights the key words used by respondents (See Figure 2). The key words highlighted are people, park, road and buildings.

**Figure 2. Tag crowd analysis of three wishes cards**

### Key findings - workshops

Figure 3 shows the 8 workshops along with the main areas where comments were made.

**Figure 3. Main commented areas in workshops**

<b>DCP Board / Cities groups</b>	<ul style="list-style-type: none"> <li>• Culture</li> <li>• Community Involvement</li> <li>• Technology</li> <li>• Jobs and unemployment</li> <li>• Training</li> <li>• Local industry for residents</li> </ul>
<b>50+ Forum</b>	<ul style="list-style-type: none"> <li>• Jobs and economy</li> <li>• Economic situation</li> <li>• Retain old buildings</li> <li>• Jobs for young people</li> </ul>
<b>Arts Forums</b>	<ul style="list-style-type: none"> <li>• Culture</li> <li>• Champion for art</li> </ul>
<b>DCP staff workshop</b>	<ul style="list-style-type: none"> <li>• Skilled workforce</li> <li>• Spending cuts NHS and local government</li> <li>• Jobs and employment</li> </ul>
<b>Derby Community Action Health and Social Care Forum</b>	<ul style="list-style-type: none"> <li>• Health and social care needs a vision</li> <li>• Voluntary sector</li> <li>• Partnership promotion</li> </ul>
<b>Young People from a Primary school</b>	<ul style="list-style-type: none"> <li>• Leisure facilities</li> <li>• Crime issues tackling</li> </ul>
<b>Young people at a community college</b>	<ul style="list-style-type: none"> <li>• Leisure facilities</li> <li>• Run down areas Sinfin, Normanton and Peartree</li> </ul>
<b>Muslim forum</b>	<ul style="list-style-type: none"> <li>• Multicultural city – celebrate</li> <li>• Community spirit to be nurtured</li> <li>• Friendly people</li> <li>• Jobs and training</li> </ul>

450 comments from all workshops (including Derby Voices) were analysed using a tag crowd. The top 50 most mentioned comments were buildings, jobs, work, transport, young and parks.

#### **Figure 4. Tag crowd analysis of workshop verbatim comments**

### **1.5 Key findings from consultation:**

**All consultation analysis combined identifies some key themes:**

- ◆ Jobs and Employment
- ◆ Quality of the built environment / historical buildings
- ◆ A Clean City
- ◆ Feeling safe
- ◆ Community spirit and getting on
- ◆ Getting around
- ◆ Sustainable city
- ◆ Facilities for all
- ◆ Cultural vibrancy
- ◆ Personal Health and happiness
- ◆ Shopping and Café Culture
- ◆ Sustainable and decent homes for all

The themes from both the workshops and wishes were broadly similar, however it is interesting to note that there some differences in emphasis. For the workshops the themes of jobs and the built environment were the most important issues, whilst the wishes particularly emphasised a cleaner city and better transport.

## 2. Introduction

To inform the development of the new vision for the city and to deliver the new Sustainable Community Strategy (SCS), Derby City Partnership (DCP) has carried out an extensive programme of consultation with residents and stakeholders, who live, work and visit Derby.

The new strategy will look at the vision for 2011-2026. DCP aimed to engage with as many local people as possible to identify what they feel the key issues are for Derby towards 2026.

### Methodology

The consultation was carried out using the '3 wishes for Derby' slogan. People were asked their wishes for Derby:

- ◆ **One for you?**
- ◆ **One for your neighbourhood?**
- ◆ **One for your city?**

The consultation was carried out throughout June and July 2010. This consisted of several different methods of engaging residents from all communities and those who visit and work in Derby (see figure 5).

**Figure 5. Activities undertaken as part of the SCS consultation**

Wishes Tree
Wish cards sent to all households
Wish cards distributed at key points
Website link to wish card
Derby 2026 photo competition
Derby Voices visioning session
Video work with hard to reach groups
'Three wishes' consultation toolkit
Consultation work using Elected Members

### 3. Three Wishes Campaign

#### Key Messages

- Over 2,600 individuals made wishes
- The quality of our built environment in terms of its architectural heritage, cleanliness and upkeep was the most frequently cited wish
- Transport issues were also identified in over 1000 wishes

Over 2,600 wish cards were returned, via the freepost cards, wishes tree and the online web form. In total nearly 9,000 wishes were made. The wishes have been analysed to identify what themes have emerged from the responses. These have been categorised into 51 detailed themes (See Appendix 1).

The top 3 detailed themes were:

- ◆ Cleaner Streets (816)
- ◆ Sustainability and climate/green issues (502)
- ◆ Community Cohesion – people getting on with each other (438)

The themes from the 51 identified in the appendix were combined to create 16 broader categories. These 16 categories can be seen in figure 6 below. When looking at the combined wishes the categories with the most significant number of wishes were:

- ◆ Quality of built environment – keeping buildings in good condition, ensuring new buildings are in harmony with existing ones architectural heritage, cleanliness etc (1550)
- ◆ Transport (1011) – parking, public transport and the quality of roads

**Figure 6: Wishes ranked by high level codes (16)**

	Myself	Neighbourhood	Derby	All Wishes
Quality of Built Environment - buildings and heritage, street cleanliness, parks and green spaces	186	762	602	1550
Transport	248	396	367	1011
City Centre + retail offer	76	134	594	804
Communities	111	467	217	795
Community Safety - policing and crime	207	389	189	785
Jobs, skills and economy	371	32	182	585
Culture - sport, leisure, adult learning for leisure, arts and events, faith	187	115	274	576
Personal	501	25	28	554
Sustainability/Climate Change	130	200	211	541
Health	417	38	71	526
Children and Young People - schools, training and job opportunities, activities for young people	156	200	135	491
Other	160	134	187	481
Housing	132	98	35	265
Quality of Local Government and Council Tax	84	26	112	222
Learning	86	9	21	116
Community Engagement	20	10	26	56

## 4. Derby Voices Event

### Key Messages

- 37 participants
- The Derby Voices event highlighted that residents find the following important
  - Improving safety (or the perception of it) in the City
  - Improving the transport network
  - Having a strong cultural identity / landmark for the city
- Derby is seen as a friendly city with a strong industrial heritage
- Sustainable employment opportunities and preserving Derby's industrial base were seen by participants as important challenges to tackle towards 2026

On Saturday 17<sup>th</sup> July 2010, a deliberative event based upon best practice from other authorities took place entitled Derby Voices.

A broadly representative mix of residents was invited to attend the event. The participants were recruited on-street and a number of community groups was also contacted to ensure that there was representation by a range of residents from different communities. In total **37 residents** contributed to the study; 25 were female; 12 were male; 16 respondents were from a BME background.

Each attendee was randomly assigned a table with 4 – 6 people and each group had a facilitator who guided participants through a number of activities. All discussions were documented by respondents on post-it notes and flip charts.

By attending the event, local residents had the chance to:

- ◆ tell the partnership their three wishes for Derby for 2026
- ◆ be involved in shaping the future of their city
- ◆ discuss any issues and concerns they have
- ◆ have the opportunity to understand the Sustainable Communities Strategy
- ◆ attend a fun and relaxed event whilst feeling part of the decision making process.

The main findings are highlighted in this section. An in-depth run down of the Derby Voices event can be found in Appendix 1.

### 4.1 Activity One

In activity one, participants discussed their wishes for Derby. They were asked to think ahead to 2026 and write down their thoughts on post-it notes. They then agreed on two wishes as a group. From this, three key themes emerged:

- ◆ Improving safety across the city
- ◆ Improving the local transport network
- ◆ Establish an 'identity' for Derby

### 4.2 Activity Two

In activity two participants were asked to identify the three best and three worst aspects about Derby and how things could be improved.

The 'best bits' of Derby:

- ◆ The friendly and welcoming people of Derby
- ◆ Community spirit
- ◆ Derby is a safe place

The 'worst bits' of Derby:

- ◆ The architecture and infrastructure of the city lacks a 'focal point'

- ◆ Too many large high street shops and lack of independent retailers
- ◆ Run down areas in need regeneration (Duckworth Square/Old Police Station)

Improvements needed for Derby:

- ◆ Safety (more CCTV and higher police visibility)
- ◆ The night-time economy
- ◆ Provide an integrated transport system
- ◆ The local shopping experience
- ◆ The local environment needs to be free of litter
- ◆ A focal point

### 4.3 Activity three

In activity three participants were asked to think about the space in Derby and how they would ideally like this to look. They were provided with pictures from Derby, the UK and around the world and asked to produce collage pictures to describe what they feel is good in Derby and what they would like to see improved.

Areas that participants feel are good as the architecture compliments the city:

- ◆ The Roundhouse
- ◆ The Cathedral

Areas participants didn't feel are good as they don't compliment the city:

- ◆ The Westfield Shopping Centre
- ◆ Bus Station

Improvements were:

- ◆ Cafe culture within a market town setting
- ◆ Local and independent shops for local residents

### 4.4 Activity Four

In activity four participants were asked to discuss their opinions about their community / neighbourhood in Derby. They were asked what the ingredients or basic values make a good community, which basic values were missing and where resources should go to help tackle these issues.

The basic values that were agreed related to people and how they can make a community work. Therefore participants felt that local residents are the main driving force to build and maintain a successful community.

Where resources should go:

- ◆ An integrated transport system
- ◆ Regenerating run down areas of the city
- ◆ Cultural programmes
- ◆ An identity for Derby

The values to preserve:

- ◆ Sustainable employment and industry
- ◆ Shopping facilities
- ◆ Maintain the manufacturing and engineering industry alive in Derby (Rolls Royce)

## 5. Community Workshops

### Key Messages

- 8 workshops and events were carried out.
- Key issues were the built environment, cleanliness, safety and jobs and employment.

Overall 8 workshops were carried out by different groups and organisations. These were:

<b>DCP Board / Cities groups</b>
<b>50+ Forum</b>
<b>Arts Forums</b>
<b>DCP staff workshop</b>
<b>Derby Community Action Health and Social Care Forum</b>
<b>Young People from a Primary school</b>
<b>Young people at a community college</b>
<b>Muslim forum</b>

### 5.1 50+ Forum Workshop

The workshop took place on 15 July 2010 at Derby Assembly Rooms with 70 Derby residents aged over 50 participating.

The participants worked in tables of 6-10 people to work through the activities. Please see Appendix 1 for a full run down of results.

#### Activity One - Derby's offerings

In activity one participants were asked to note where they would take visitors to Derby and where they would avoid. Parks and museums were places to visit with Normanton as a place to avoid. When talking about unique and special features the industrial heritage of Derby, the architecture and the people of Derby were mentioned.

#### Activity Two - Issues, challenges and solutions

A significant proportion of the challenges identified by the groups fell into one of three broad themes these were:

- ◆ Employment, especially for young people
- ◆ Travel and public transport
- ◆ Crime and anti-social behaviour

The participants gave their opinion of the actions needed to meet the future challenge:

- ◆ Maintain City's architectural heritage
- ◆ Creation of job opportunities and encouraging inward investment
- ◆ Increased facilities for young people
- ◆ Better and more car parks
- ◆ Improvements to infrastructure and roads, taking improvement systematically

## **5.2 Community Visioning Workshops**

### **5.2.1 Arts Forum**

This group conducted a session with members of the forum. The Arts Forum made the following wishes:

- ◆ For the organisation to gain recognition in Derby
- ◆ For Art to be valued by all communities and to build it into neighbourhoods
- ◆ A champion for culture which could in turn help embody Art in the city

### **5.2.2 Derby City Partnership Visioning Event**

Derby City Partnership held a workshop event with members of the team. They worked through 3 activities from the toolkit.

#### **Activity One - Derby's offerings**

The main places they would take someone to visit in Derby are museums and parks as well as Pride Park and the Cricket Ground. They would avoid the city centre at night, as well as the Westfield shopping centre. The group felt that the fact Derby is the gateway to the Peak District should be recognised.

#### **Activity Two - Issues, Challenges and solutions**

The participants undertook a small SWOT analysis on Derby.

Issues and threats identified

- ◆ Employment and possible job cuts
- ◆ Public spending cuts from the local government and the NHS
- ◆ Local skills in Derby not being utilised

Strengths and opportunities

- ◆ Using the Peak District to promote Derby
- ◆ Highly skilled workforce and using them more
- ◆ Using our current heritage such as the Cathedral Quarter

### **5.2.3 Young People Visioning Events**

A school and a college carried out workshops on the future for Derby. One was a primary school and their comments were quite high level. In contrast, Derby Moor School carried out some quite in depth discussions.

#### **Firs Estate primary school (Ages 5-11)**

The young people identified many facilities that they felt were good in Derby already. This included the BMX tracks, facilities such as Pride Park, Derby Museums and Westfield Centre. They gave specific wishes for facilities to be improved at the school. The young people said stop gangs, drugs, vandalism and stealing.

#### **Derby Moor Community College**

The young people said they would take visitors to Derby to Pride Park, Westfield and Phantoms Study Centre at the Cricket Ground. They would avoid specific areas, Normanton, Sinfin and Peartree. They felt the Cricket Ground, the leisure centres around Derby, the Cinema Deluxe, the Westfield Centre and Pride Park are unique.

Comments about Derby:

- ◆ 'Its not too big but it's not too small'
- ◆ 'Derby has loads of places for any aged people'

#### **5.2.4 Derby Health and Social Care Forum**

This forum was held on 22 July 2010, with 17 Derby Health and Social Care Forum members from across the city. The aim of the workshop was to highlight the aspirations of the health and social care sector.

##### **Activity One**

Participants were asked to create a citywide vision. Firstly they were required to step back and remind themselves what features and qualities they like best and hope to retain or preserve. They were asked to consider the following:

- ◆ What do you think are the greatest assets or strengths?
- ◆ What makes the city a wonderful place to live and/or work in?
- ◆ Name three features which you think make Derby unique and special

The following highlights the responses from the workshop participants:

##### **Great Place to live & work**

- ◆ Transport
- ◆ Sense of community in city
- ◆ Prestigious global employers
- ◆ Centre for innovation and technology
- ◆ Good parks / green space
- ◆ Health Centre improvement
- ◆ Attracts outside visitors
- ◆ Derby Feste

##### **Derby's assets and strengths**

- ◆ Gateway to lovely countryside
- ◆ Manageable size
- ◆ Good road and rail links
- ◆ Nice city centre
- ◆ Friendliness of people
- ◆ Safe city especially compared to city neighbours
- ◆ Job opportunities
- ◆ Strong diverse VCS
- ◆ Diverse population
- ◆ Excellent social services

##### **Unique and special**

- ◆ Celebrate diversity
- ◆ Events and festivals
- ◆ History / heritage
- ◆ People are more tolerant of each other
- ◆ Good partnerships
- ◆ Change in the air

##### **Activity Two:**

Next, participants were asked to look 15 years into the future and identify their vision for the city. They were asked to identify what qualities or features Derby will have in 2026 and to identify 2 to 3 items. Similar to the first question, each individual shared

their response with the group. The list below summarises the qualities and features the participants would like to see in 2026:

- ◆ Co-production – joined up including VCS
- ◆ Public transport cheaper and linking across city
- ◆ Develop smaller and medium sized voluntary organisations
- ◆ Society – harmony, cohesion
- ◆ More confidence in VCS
- ◆ Inclusive
- ◆ Centre of excellence for health and social care
- ◆ Improved quality and life expectancy
- ◆ Improve leisure – Walking routes
- ◆ Secure funding

### Activity Three:

#### Issues & challenges

Each participant was asked to identify their top 1 or 2 issues or challenges that need to be addressed for Derby to maintain its positive qualities as a place to live and work now and into the future.

The responses were written on a post-it, sorted and reviewed by the group who 'voted' as a group for the challenges they felt were the most important. The responses which were seen as the most important are shown in Figure 7 below.

**Figure 7: Issue & challenges**

	Number of 'votes'
Interdepartmental communication and co-operation	3
Ensuring actions and proposals are sustainable	3
Ensuring value for money	3
Pro-active and forward thinking leaders	4
Communication – knowing what is going on / planned and having the opportunity to be involved at the appropriate time	4
Resources	5
Adequate funding, cohesive approach	8

#### Strengths and opportunities

The facilitator worked with the group to generally review the post-it responses and to consider:

- ◆ What actions can we take to meet our vision for the future?
- ◆ How can issues and challenges be translated into an opportunity for change and improvement?

The participants ideas were written on post it notes sorted and reviewed by the group who once again 'voted' for the strengths and opportunities they felt were the most important. Those with the most votes are shown in Figure 8 below with the full text shown in the appendix at the end of this report.

**Figure 8: Strengths and opportunities**

	Number of 'votes'
People power	3
Marketing	3
Learning and community learning	3
A city architect needed to ensure we have more harmony in the design of Derby City centre	4

Partnerships, efficiency co-production	6
Cut out red tape	6
Urgent need for a clear vision of the role of DCC and the voluntary sector e.g. how will personalisation affect the demand for the voluntary sector	8

## 5.2.5 Muslim Forum

7 participants took part in a workshop drawn from Derby Muslim forum.

### 1 – What makes Derby a great place to work

Participants felt that Derby was a modern, multi cultural city that has a good feel to it. There were comments about being the heart of the country and close to the countryside with many green open spaces around the city.

### 2 – Features that make Derby unique

Participants mentioned the open spaces and parks being a feature that makes Derby unique, as well as some of the industry in Derby – Rolls Royce and Royal Crown Derby were mentioned. They also mentioned the fact that the multi faith centre that was set up bringing 9 religions together.

### 3 – Vision for Derby

The vision for Derby was that it is a diverse place with many people of different faiths and communities. Participants mentioned cleaner streets, more cycle routes and better transport networks as well as local markets.

#### 4a - Issues and challenges to achieve this vision

Some of the main issues and challenges mentioned by participants were funding, training opportunities for young people and employment opportunities for all. They also raised the changing political parties as an issue.

#### 4b - Strengths and opportunities to achieve this vision

Some of the main strengths and opportunities mentioned by participants were that Derby is a forward looking, young, vibrant and diverse city, with polite well mannered people. It was suggested that there needs to be more of a community spirit nurtured due to the people of Derby being the way they are (friendly, well mannered). It was discussed that we should make better use of what we have in Derby to maximise opportunities, for example the River Lights Development.

## 5.3 Partnership Workshops

### 5.3.1 Derby City Partnership Cities and Sub-groups

125 participants drawn from the cities and subgroups attended one of several sessions in July.

#### Key influences, data and trends for the next 15 years

- ◆ Most comments were around increasing community involvement
- ◆ Lots of comments were around attitudes/cultures
- ◆ Other comments include technology advances, education and population changes

## Derby in 2026

- ◆ Strong technological changes with most households online
- ◆ Emergence of new virtual communities and services
- ◆ Health problems including alcohol misuse and obesity
- ◆ Regenerated city centre but urban decay in other areas
- ◆ Increased pressure on transport infrastructure
- ◆ Greater inequalities between communities
- ◆ More active communities with a stronger voices and responsibilities
- ◆ Aspirations for the city include confident parents, children and young people encouraged to take risks and that people take pride in the city

## Heart of the vision for positive outcomes

- ◆ Most comments were around increasing listening to communities
- ◆ Lots of comments were around partnership leadership
- ◆ Other comments include shared services, Derby's identity and equalities

## Ways of working together

- ◆ Most comments were around increasing listening and responding to communities
- ◆ Lots of comments were around joined up targets, goals and funding.
- ◆ Other comments include being action focussed, champions and a reduced number of plans.

**Cultural City Executive Visioning:** Derby will be a significant cultural city that inspires engages and celebrates diversity.

### Significant

What it looks like...

- ◆ Place where artists want to live and work.
- ◆ Quality architecture with green and open spaces.
- ◆ Diverse, dynamic and exciting cultural activities.
- ◆ Nationally successful sporting teams and physically active local people.

Strengths and opportunities...

- ◆ Employment opportunities grounded in training and development of the cultural community.
- ◆ Engagement in outside world.
- ◆ Engagement in broader cultural and creative industries.
- ◆ Centre/forum of faiths/open centre.

### Inspires

What it looks like...

- ◆ New activities, jobs and opportunities created.
- ◆ Outward looking cultural activities that build on Derby's history.
- ◆ High aspirations and quality of life for people of Derby.

Strengths and opportunities...

- ◆ Greater economic development/security.
- ◆ Good education system.
- ◆ Good spiritual resources from 300 plus places of worship.
- ◆ Tackling the root causes of social problems.
- ◆ More aspiration in communities and organisations.

## Engages

What it looks like...

- ◆ Diverse and affordable range of cultural activities.
- ◆ Locals have the confidence and interest to take up activities.
- ◆ Locals take pride in Derby as a place to live.
- ◆ Cultural appeal extends to other cities and countries.

Strengths and opportunities...

- ◆ Use of technology to engage with others across and beyond the city.
- ◆ Organisation skills to outreach to communities successfully.
- ◆ Cohesion and understanding.
- ◆ Opportunity for education and development.

## Celebrates diversity

What it looks like...

- ◆ Tolerant, inclusive and welcoming.
- ◆ Diversity across all neighbourhoods.
- ◆ Better understanding and experience of backgrounds and cultural heritages.

Strengths and opportunities...

- ◆ Connected well informed active citizens.
- ◆ Confidence.
- ◆ Greater input and opportunity to develop citywide strategies.
- ◆ Promote clusters of communities without calling them ghettos.
- ◆ Apply to advance and increase understanding.

Weaknesses and threats...

- ◆ Ghettoisation.
- ◆ Pockets of communities not engaging.
- ◆ External media and larger city issues.

## **5.3.2 Leadership Away Day**

### **Where we have got to so far in the past 15 years**

#### Highs

- ◆ Physical development of city such as QUAD and Pride Park.
- ◆ Success of key organisations such as Rolls Royce.
- ◆ Improvement in quality of life such as low crime rates and number of jobs created.

#### Lows

- ◆ Physical development of city such as empty shops and loss of heritage buildings.
- ◆ Worsening perceptions of antisocial behaviour and community tensions.
- ◆ Shooting of Kadeem Blackwood.

### **Scenarios for Derby in 2026**

#### Challenges

- ◆ Low skill levels in communities.
- ◆ Understanding communities and tailoring services.
- ◆ Bringing communities together.

#### Opportunities

- ◆ A flexible partnership.
- ◆ Bite the bullet – close underperforming schools.
- ◆ Bite the bullet – remove underperforming teachers.

### **Values and purpose statement to achieve positive outcomes**

- ◆ Identify Derby's unique selling point.
- ◆ Importance of education.
- ◆ Understanding and empowering communities.

### **Working together to deliver a new vision**

- ◆ Partners to provide strong leadership, take intelligent risks and learn from mistakes.
- ◆ More action focussed partnership.
- ◆ More active, accountable and challenging partners.
- ◆ Aligned budgets and joint commissioning.
- ◆ Work more closely with neighbourhoods.

## 6. Big Wishes Forms and DVD

### Key messages

- 10 Big Wish forms
- Issues highlighted were jobs and improved facilities

### 6.1 Big wish forms

10 organisations took the opportunity to give their big wishes for their organisation (see figure 9).

**Figure 9: Big Wishes**

Organisation	Wish for your organisation	Wish for your neighbourhood	Wish for Derby
<b>Neighbourhood Board - Supporting Older Residents</b>	To be able to continue to help the more vulnerable members of my community. By ensuring they get all the help and support they need	To promote positive images of older people. Ensure that I do my best to make their later years happy and see that they are always interested with dignity and respect	I would like to see more older people or representatives engaging in decisions about the future of Derby. As Derby is a city for all ages
<b>Arts Forum Executive</b>	For the arts forum executive to lead the development of major cross sector and public/private partnerships - enabling Derby through cultural activity, to meet and surpass the challenges it will face over the next years	For the value of the arts and cultural sector to be understood, recognised and for it to lead and drive forward social health, economic, education and regeneration agendas	For Derby to be nationally recognised as the UK city of invention driven by creativity
<b>Derby City Council Arts Team</b>	For the arts forum executive to lead the development of major cross sector and public/private partnerships - enabling Derby through cultural activity, to meet and surpass the challenges it will face over the next years	For the value of the arts and cultural sector to be understood, recognised and for it to lead and drive forward social health, economic, education and regeneration agendas	For Derby to be nationally recognised as the UK city of invention driven by creativity
<b>Redwood Infant School</b>	A bigger playground with more toys and keeping safer	People to behave better, not to be violent, not drop litter and we will feel safe in bed	A park for children in the centre of town with flowers, birds, animal statues and plants
<b>Oakwood neighbourhood board</b>	An Oakwood primary school to meet the needs of the Oakwood community		

<b>Chellaston Infant School</b>	staff would like all classrooms to be fit for purpose. Children would like a ball games and football area	children think the neighbourhood would benefit from a leisure centre and swimming pool	children think that derby would benefit from an ice rink
<b>Headway Derby</b>	A meeting place of our own, with car parking and near open space for outdoor activities. More resources for extending skills eg computers, woodwork, cookery. Good access to meeting place and central to derby. A council member to be a champion for Headway derby, and assisting with funding	More seating for elderly and infirm along pavements. More police presence, return of bobby on the beat. More litter bins for a cleaner city. A ban of cigarettes and chewing gum on pavements. Better disabled walking areas within the parklands. More toilet facilities in the city centre as good as Westfield's, more wheelchair availability in shopping centres	Less inner city pubs/night clubs to combat teenage drinking. A car free city, where there can be a cycle and disabled scooter tracks to get them off the pavements as they are a danger to able bodied pedestrians. We would like Derby to be called the most safe, caring and accessible city in the East Midlands
<b>Derby Neighbourhood board</b>	More funding toward neighbourhood board and more people to be involved	More people to be involved in their community	Full employment for all young people
<b>Arboretum Neighbourhood board</b>	Amore funding towards local priorities and the board	A safe neighbourhood without street drinkers, drug dealers, prostitutes ASB.	

## 6.2 3 Wishes for Derby DVD

### DVD to reach hard to engage groups

As part of the 3 wishes mass campaign Derby City Partnership commissioned a local film producer to work with groups that are normally hard to engage. The aim of this work was to secure the 3 wishes from groups that are marginalised from general society. This could be because of a variety of circumstances including social isolation, disability, culture and language. DCP felt it was important to encourage participation with these groups and therefore commissioned the DVD. Groups involved in the consultation included residents from Centenary House, women involved in street work who have alcohol and drug dependency, individuals from LGBTG groups, the disabled, representatives from a local community group and European workers. The film maker was able to access and engage with these groups and the final film captured the 3 wishes from these groups.

## **7. Next Steps and lessons learned**

### **7.1 Lessons Learned**

With over 3,000 people actively participating, the consultation on the vision for Derby's Sustainable Community Strategy has been successful and has given an opportunity for us to hear from people who might not traditionally become involved in consultation.

### **7.2 Next Steps**

Given how engaged they were at the event, we need to ensure we continue to use the Derby Voices participants in other events and consultations about the SCS as they are willing to participate further.

In order to gain goodwill and buy into future consultation we need to feedback to respondents the key issues that were raised from the consultation and let people know how the consultation has been used to inform decision making.

Further work needs to be done with the mass of valuable information gathered in the 3 wishes campaign. Appropriate managers and decision makers need to be allocated wishes appropriate to their service in order to see how they can address some of the issues raised. Where possible future action plans produced as part of the development of the sustainable community strategy need to make linkages to the issues that arose from the consultation.

