



State of the City Forum

The State of Derby's Economy

10 March 2009
Jobs, Education and Training
284 - 286 Normanton Road

Notes of the meeting

Attendees

Name	Organisation / Network
Paul Jeffels	23 Skidoo
Jane Harrison	Derby City Council
Adele Styles	Derby City Council
CLlr Bob Troup	Derby City Council
Richard Williams	Derby City Council
John Beswarick	Derby City Primary Care Trust
Judi Bateman	Derby Community Network - Derby Disability Network
Nick Chischniak	Derbyshire and Nottinghamshire Chamber
Tony Bates	Derby College
Hannah Fox	Fox Graphic Design
Andrew Turner	Health and Safety Executive
Carol Bloor	Home Start Derby
Mohammed Sharief	JET
Bob Kendall	Jobcentre Plus
Mark Wingfield	MW Sigma Ltd
Keith Jeffrey	QUAD
Ali Naqwi	Resident
Russell Rigby	Rigby and Co
Ben Wisher	Rigby and Co
Chloe Birkett	Voices in Action
Shannon Davis	Voices in Action
Skye McArthur	Voices in Action

Guest speakers	
Graham Bennett	DCP Board
Kim Harper	DCP Board
In attendance	
Hazel Lymbery Jas Clarke Sue Jacklin Clare Labram Lisa Stevenson	Derby City Partnership

1. Welcome from the Chair and introduction

Hazel Lymbery, Director of Derby City Partnership, welcomed everyone to the meeting. Hazel noted that the State of the City Forum usually chaired by the DCP Board Vice Chair, but that as John Cadwallader was in Cannes representing Derby at an international property show, that she would be chairing this evening.

Hazel welcomed members of the group to JET's new conference facility and noted the relevance of holding an event on Derby's economy at this new venue, as JET's work focuses on supporting people from black and minority ethnic communities to achieve in education and to access further training and jobs.

2. Update from the DCP Board

Hazel welcomed Kim Harper, DCP Board Member and Executive Director of Derby Council for Voluntary Services who gave an update on recent Board activity.

Climate Change

Many of you attended our last State of the City Forum event back in October at Quad, where we focussed on the issues around climate change and how you could all contribute to this issue. We had a thought provoking presentation from Andy Hills who highlighted some of the critical issues in this area.

There were a range of excellent suggestions from you all as to how we could all do more on this issue, these included looking at innovative forms of transport, including a taxi boats on the River Derwent, and providing an eco-points scheme for employees using public transport through to setting each family in Derby a target for reducing their own household emissions.

You also told us that we need to make sure that this issue is integral to all of the strategic plans in Derby. There is a specific target around this within Derby's Local Area Agreement, and the new Sustainable Community Strategy that will be launched in April has a focus on ensuring that we protect our environment for future generations.

Our DCP Vice Chair, John Cadwallader, also generously offered to support a competition in schools with a two prizes to the value of £250 each, which is being co-ordinated by Councillor Evonne Williams, Chair of Climate Change Commission.

Your ideas from the last meeting were picked up by Andy and his team who attended the meeting, who have since set up a partnership climate change working group to look at ideas such as these for tackling this issue. We'll keep you posted with more news.

Derby City Partnership Board Agendas

Since the last Forum meeting, the Board has met to consider a range of issues.

As we have already seen, the DCP Board has welcomed our new Director, Hazel.

We also discussed the jobs and skills agenda. This agenda is covered mainly by two groups within the partnership – the Jobs and Skills group and the Achieving Economic Well-being group of City for Children and Young People. Between these two groups, they aim to ensure that people in Derby have the right skills and training to be able to work in the different sectors in Derby, and to support employers to make sure they have the skilled people they need. There is currently research taking place to look into the future skills requirements for Derby, assessing the needs of employers into the future.

The Board also had a discussion about the recent activities to try to tackle the impact of the recession, which we'll be hearing more about from Graham shortly.

Derby Council for Voluntary Services has recently been awarded the contract for supporting the third sector. The contract started in early February and we are currently recruiting for three posts and are looking forward to sharing more information with you soon.

The next DCP Board meeting is on 16 March where, amongst other things, we will be talking about community cohesion.

Achievements

City for Stronger, Safer and Cleaner Communities have been working on the development of a Family Justice Centre, which is due to open in April 2009. The Family Justice Centre will bring together the work of police, Derby City Council and NHS Derby City, housing, refuges, health, benefits, social care and education to support victims of domestic and sexual violence.

Since being established last October, the Performance Support Group, which a number of representatives from this group attend, has met on a number of occasions to look at partnership performance as well as attending a training session for members. Feedback from the group has been very positive, with people seeing a real opportunity to engage.

The Derby Compact, which supports good working relationships between the public and voluntary and community sector, recently received the Local Compact of the Year award, in recognition of the range and quality of work being undertaken to improve our partnership working in the city. A great achievement!

Some of you may have seen the Shopper Hopper – a new free bus service that has been launched as part of the Derby Bites Back campaign – The Shopper Hopper will run between Westfield and the Cathedral Quarter every 20 minutes. It will be paid for by City Centre Management using money secured from Westfield to improve the city centre

National organisation NHS Choices has chosen Smith of Derby as the first business in the country to have a £150,000 kiosk where staff can check their weight and blood pressure. The pilot will run for 12 weeks from March and activities and counselling sessions will be held including stress and debt advice. DCP has also recently held a networking breakfast which was attended by over 50 people, highlighting how to create a healthy workplace.

Funding Update

European Regional Development Fund - Following the call for activity last summer, 22 expressions of interest were received. Of these, six are now going to contract and there will be a second open call for projects in March 2009.

European Social Fund - Following an open, competitive tender process at the end of last year, two contracts were awarded to JET, where we are today, for two projects – one focused on supporting individuals into mainstream educational provision and the second to support entrepreneurship and move people into self-employment.

Single Programme - DCP takes over management of emda's Single Programme on 1 April 2009 from Derby & Derbyshire Economic Partnership (DDEP). City Growth's Performance & Commissioning Group will be responsible for overseeing the funding, and once terms of reference have been approved, a call for revenue and capital funding will be issued.

On the Horizon

From April 2009, Derby will be subject to a Comprehensive Area Assessment. This is a new style of assessment, which has been introduced in line with the Local Area Agreement. The assessment will assess the performance of the whole partnership in achieving our LAA targets including how we have achieved local priorities and how we will address risks in the future. Partners are now preparing a self-assessment, looking at how well partnership activity has impacted on residents of Derby.

It has recently been agreed within the partnership that we would work on producing a single partnership newsletter for residents. Some recent research found that in some areas of the city residents received over 80 newsletters through their doors from a range of organisations. By producing one newsletter, we aim to simplify the messages that residents are receiving about services in Derby, and find a simple way of showing all of the good work that is taking place.

Preparations are well underway for Inspiring Derby Week 2009. The week celebrates partnership working, and following a successful week last year we will be offering a range of tours, tasters and try something new. We want the week to show how Derby is inspiring and to celebrate how we can all inspire each other. The week will run from 22 – 28 June. If you'd like to put on an event during the week please let one of the DCP Team who are here tonight know.

This evening we'll be focusing on the current economic situation and this will continue to be a priority for us in the partnership over the coming months. Not only will we be looking at how we respond to and look for solutions to support local people, but also make sure we are preparing for changes in the future and making sure we are in the best position to respond as the economy hopefully picks up.

Questions

Following Kim's presentation, the panel responded to a number of questions from members:

- Kim clarified that the Derby Compact is a good practice agreement between the public sector and the third sector, outlining principles of good behaviour around funding, commissioning and conflict management.
- A question was raised about the route and timing of the new Shopper Hopper – this information was passed onto the member of the group. Ali Naqwi noted that the idea behind the Shopper Hopper came up at the first meeting of the State of the City Forum and was pleased to see this had become a reality.

3. The State of Derby's Economy

Hazel introduced Graham Bennett, DCP Board member and Chair of City Growth who presented the evening's main topic.

City Growth's ambition is that Derby will be for a City of Growth, opportunity and innovation, a thriving and attractive city for all, with an environment that we will sustain and protect for future generations.

City Growth Vision

- Sustaining Derby's status as the UK's number 1 high-tech city through its portfolio of higher value, knowledge based employment
- Energising all of Derby's communities, capturing their full potential and retaining and growing a wide range of employment opportunities for all

- Ensuring Derby is the location of choice for the most talented, attracting and retaining creative, imaginative and forward thinking people and businesses
- Responding to the opportunities and challenges of climate change and transforming Derby's physical assets to the benefit of Derby, its communities and the planet

City Growth Priorities

- Attracting investment and supporting businesses to start, survive and grow
- Improving skills and expanding the employee pool
- Supporting growth through the city's physical assets

The story so far - two emerging themes:

1. Credit Crunch - immediate actions required
2. Economic Assessment longer term appraisal

Credit Crunch

'Derby Bites Back' and 'Change Track'. Two high profile media campaigns.

Economic Assessment

- What's involved? Council to undertake in consultation with partners.
- Broad range of factors impacting on the economic wellbeing of communities.
- No fixed format – demographics, housing markets, transport, labour market, enterprise, environment and culture could all be included.
- What will the assessment be used for? Underpins local plans strategies and partnership work.
- Assessment to be completed by 31 March 2010.

City Growth Vision

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How you can help shape Derby's Economic Assessment

- Identify economic links within the city and with the wider sub-regional economy
- Identify comparative strengths, weaknesses, opportunities and threats to the local economy
- Review key ways for Council and partners to influence local economic development
- Review the regeneration challenges of Derby
- Analyse causes of worklessness
- Consider how our economic development activity impacts on the environment

For the full slides see **Appendix 2**.

4. Discussion in groups

Following Graham's presentation, groups were asked to consider a range of questions.

Firstly, other than the Derby Bites Back and Change Track campaign, members of the State of the City Forum were asked if there is anything missing that we could be doing. Feedback from the groups included:

- Need to retain and retrain staff so that they are job ready when the recession ends
- Need to look at local procurement of services
- Public sector needs to make bold decisions around infrastructure over coming years
- Need to keep Derby's profile high
- Raise the profile of campaigns in schools – link to future job opportunities

A full list of discussion points is attached at **Appendix 1**.

Groups were then asked to consider the six questions that will form part of the Economic Assessment for Derby:

Question 1 - What are the economic links?

Within the City Boundary? Between City and beyond (with Derby's sub-Region)?

Question 2 - For the local economy:

What are the strengths and weaknesses?

What are the opportunities and threats?

Question 3 - In what ways can Economic Development be influenced by:

The city Council? Partners?

Question 4 -What are the biggest Regeneration challenges for Derby?

Question 5 - Worklessness in Derby:

What are its causes?

What are the causes of these causes?

Question 6 - How can Derby's Economic Development activity impact on the environment?

For good? For bad?

A full list of discussion points is attached at **Appendix 1 for** complete notes.

5. Conclusion

Hazel thanked everyone for their valuable contribution to the evening's discussion and noted that comments from the evening would be considered at a future City Growth Executive meeting and feedback on this would be given at the next State of the City Forum event.

The next meeting of the State of the City Forum will be on 20 October 2009 at 5.30pm for a 6.00pm start and 7.30pm finish. The venue is still to be confirmed.

Appendix 1

Notes from table discussions

The State of Derby's economy - Graham Bennett

What's missing?

Group 1

- Companies in danger of making people redundant - retain skills and retrain employees so that after the recession they are re-skilled and retrained - funded by government. Rolls-Royce involved. Excellent for smaller companies - national initiative
- Lessons learnt - how do we balance what is an open market? How do we retain local jobs?

Group 2

- Jeff Hoon - feature on Saturday re Bombardier
- May be more to the Bombardier decision- don't know whole story
- What technological advantages does Hitachi have?
- Wider issue of raising Derby's profile and getting issues raised
- Loyalty bonus - keeping momentum going

Group 3

- A lot of contracts below threshold don't get advertised on Source Derbyshire. Only can get to know about these if you know someone
- Many small businesses don't meet vendor assessment requirements - DCC publish a list of vendor assessments and then publish a list of organisations
- Public sector contracts - to stay within Derby is possible soften boundaries
- Pro-Derby - organisations comprised of professionals in Derby - get tender information out to local businesses
- Empty rates taxation - tax brought in at time of property slump - shifting property market - run local campaign to tackle this problem
- Public sector infrastructure projects - be bold, take difficult decisions. Public sector only contracts over next few years
- Centralisation of DCC functions into one building associated - take leadership to make this happen

Group 4

- Raise Change Track and other campaigns in schools - link to future job opportunities and option decisions

Group discussions

Question 1 - What are the economic links:

Within the City Boundary?

Between City and beyond (with Derby's sub-Region)?

- Difference in salary between Derby workers and Derby residents
- Need to ensure residents gain high level skills
- Need to ensure people who work in Derby stay in
- Derby City Council need to ensure we understand priorities of big businesses

- Need to concentrate on inter-connectiveness between city and wider county
- Changing nature of call centres - very transient workforce
- Shortage of good quality accommodation and lack of high calibre university stops people staying in Derby
- Very few hotels and Bed and Breakfasts in Buxton and peaks - trying to get Derby to offer accommodation
- Planning policy moving us more towards development of Brownfield sites but potential priorities mean moving focus
- Milton Keynes example - focusing all industry and commerce in City Centre
- Need to develop community based centres
- Need to make Derby an easy centre to commute to and commute around
- Businesses cutting back on hotel spend in credit crunch – we are building hotels but who will be in them?
- Need to consolidate - recognise what we've got here - protect and preserve it
- Ensure people being made redundant stay in Derby and don't move into other areas
- Promote Derby for tourist stays - access to peaks
- Need to ensure local people are buying locally in everyone's best interest
- Ensure corporate purchasing policies promote local use
- Supply chain - Bombardier and Toyota using local supply chains
- How do you convince local business to buy locally?

Question 2 - For the local economy:

What are the strengths and weaknesses?

What are the opportunities and threats?

- Reliance on large employers. Caution more a strength than weakness
- Huge estates created to support large employers - when there are large job cuts has a huge impact on estates/neighbourhoods - leads to generational unemployment
- Lack of available sites in Derby for government agencies relocation accommodation needs 100, 000 square feet. (even though Derby geographically is a good location)
- Public transport infrastructure does not support 24 hour working - does not offer viable alternative
- Lack of parking availability for office accommodation
- People losing nerve - snowball effect
- Short term vision in finance - need to look at new ways of financing projects, Look at longer term pay back - 20 years for some projects.

Question 3 - In what ways can economic development be influenced by:

The city council? Partners?

- Take care not to start shedding jobs as a knee-jerk reaction before there really is a need to do it - look at other ways of cutting costs before shredding staff - snowball effect of cut jobs
- Economic Development - Business need to have greater influence in City Council decisions. What type of place we want Derby to be?
- Engagement of Business/Private Sector. Emphasis away from public sector talking group
- DCP event on this subject is poorly attended - need to engage better with businesses to get them involved in influencing decisions.
- Too much information coming out from DCP, events like this get lost
- Economic Development can be influenced by City Council and Partnerships. Get out into businesses and engage them with issues - get people to go out and discuss these questions with businesses

- Opportunities for public sector funds to go into infrastructure projects like these
- Local government can lobby central Government to get contracts placed locally and in UK
- Public sector needs to make bold discussions with infrastructure projects

Question 4 -What are the biggest Regeneration challenges for Derby?

- Need to be clear about what regeneration strategy is
- What's changed already with existing regeneration - needs to be clear in regeneration strategy e.g. New Deal in Derwent/City Challenge
- What is Derby's offer? To support regeneration agenda/clear intention
- Need a regeneration plan for the whole of Derby not specific neighbourhoods
- People in neighbourhoods want to see change and growth
- Lack of buy in and engagement in neighbourhood. Good ideas for change locally are not identified
- What is the impact of these regeneration schemes?
- Some communities e.g. Normanton haven't moved on - economic trap - less skills/under achieving - why is that still the case what impact has regeneration schemes had on Normanton?
- Derelict sites in Derby - new train station will help
- Funding - money has to come from somewhere!
- New ways of working - working from home/stagger travelling times
- Communities on edge of city - socially isolated e.g. Mackworth - not as well served
- Competition from other cities for regeneration - competing to bring in new jobs - recession = tougher and tougher
- City Development Company to have city wide regeneration across whole city
- Improved economic circumstances of people in neighbourhoods will impact on spending in Derby
- Capture plans for all public sector agencies and join up together and where agencies need to locate services - put this at forefront of economic development
- If Derby can organise strategies and co-location of agencies this will create a good impression of the city and attract other investment - Seen as a city that can co-operate and work together in partnership.

Question 5 - Worklessness in Derby:

What are its causes? What are the causes of these causes?

Group 1

- Need aspirations in family/education providers to spread message of raising aspirations
- Link regeneration to tackling root cause. E.g. Dublin target schools with high tech skills - brought in a lot of American companies
- Need clear focus of priorities for Derby
- Gaming - Derby recognised highly
- Facilities not in schools - e.g. graphic design sectors/teachers
- Children's Centre partners' takes time to achieve results - need to communicate that is happening.
- Links between education and business e.g. diplomas - strong links with Toyota model of good practice - what benefits are/how do we sell to industry?
- School under achievers - in particular areas - Normanton/Derwent generations claiming benefits/under achieving

- Need to raise levels of aspirations in city - teacher and youth aspirations differ in different areas. Apprenticeships - difficult to talk about in the current climate. A lot of organisations not taking on apprenticeships
- Change in employer's attitudes against disabled people relates back to aspirations in schools - people need to talk about their aspirations in schools.
- Strategies for different sectors - e.g. older people
- Derby loans - very good cross sector of skills
- Difficult to engage employers - ideal time to do
- Feedback/interaction with children very positive - from different sector - transport, health - support teachers role – can't expect teachers to understand agenda
- Losing children from deprived communities - lack of skills
- Graduates not getting jobs after completing university

Group 2 - Young people's Table

- Worried no jobs when we leave school
- Reduced opportunities for Saturday/Part time jobs - reducing work experience
- Important to have qualifications/training - to have choices
- Need to have a mix of work and training
- Some young people have bad attitude to working - some don't want to learn or work
- Support from friends/family is very important, if you don't have this - you can give up or be confrontational
- Some young people need extra support in school for specialist staff

Question6 - How can Derby's Economic Development activity impact on the environment? For good? For bad?

Negative

- Travelling - further distances
- More shops/Businesses
- Cheaper products - may have effect on buying organic or fair trade - credit crunch will alter what local people buy
- Not every area of Derby has individual recycling bins
- New buildings in the city are in the city centre - outer areas don't have as much investment e.g. Allestree Somerfield, others shut down emphasis on fast food outlets

Positive

- Planning well - improving areas
- New housing - Rhapsody on Spondon Line good re-gen Rosehill/Allenton - renewing old properties
- Adoption of existing housing - especially for disabled people
- Loft insulation - free to those in receipt of benefits
- Educational Maintenance Allowance - means tested but could be put to a greater range