



DERBY NOTTINGHAM METRO

S T R A T E G Y

APRIL 2017



METRO

DERBY NOTTINGHAM

WORKING TOGETHER

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 and Nottingham is one of UK's most important urban areas and also become one of the top 30 population centres in Europe. Both cities are predicted to have more young people living in them in the future, in contrast to the national trend of an aging population.

If we bring that potential together and join our urban voice, we will drive the jobs and prosperity that will fuel the Midlands as an engine for UK economic growth. 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 for trade
- be seen as an efficient provider of high quality, resilient public services

Two Great Cities: Working Together

Of course Derby and Nottingham have proud individual histories fed by our great rivers, the Derwent and the Trent, but we have many natural connections. There is a daily flow of over 40,000 citizens making their living commuting between the two cities on our strong transport links.

We share the experience of an industrial heritage and an enterprise culture and many of our growing business sectors complement each other from Derby's thriving advanced transport manufacturing to Nottingham's burgeoning life sciences. We have more to gain from cooperation than competition if we want to unlock the potential of our cities to develop and keep our local talent.



How we will grow our cities of the future

Our Metropolitan Strategy has five big ambitions to drive us 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



Making it work

EFFICIENT METRO Protecting and improving public services for all our Metropolitan citizens.

STRONG LEADERSHIP

Successful cities need strong leadership and effective management to deliver their vision. Through this strategy Derby and 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. **CITY**

CENTRES

Vibrant city centres are key drivers of successful economies. Our Metro Strategy and supporting city centre masterplans provide the right environment for economic growth both within the cities and across the D2N2 area as a whole.

PARTNERSHIP

Derby & Nottingham are forging a new partnership in an evolving 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 places across the D2N2 geography.

We will work with Government to get the most from opportunities presented by major national developments like High Speed 2 rail.

INNOVATION AND IDEAS

Our cities have grown through our pursuit of change, 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 that improve city life and sustain our future city generations.

SHARED OPPORTUNITIES AND CHALLENGES

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 will collaborate strategically, working together to unlock our potential and prove what we are capable of.

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STRATEGY



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 and Nottingham. Our cities are the urban heart of this collaboration; strengthening our joint approach we will contribute more to our bigger shared ambitions for growth across the region and will also 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 five Big Ambitions. We will agree how to measure the impact of this work and publish these regularly to show you how we are progressing.



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For more information:
derby.gov.uk/metro
nottinghamcity.gov.uk/metro



Derby City Council



Nottingham
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