

NOVEMBER 2001

# DERBY CITY PARTNERSHIP

## OBJECTIVE 2 ACTION PLAN

ENTERPRISE, TECHNOLOGY,  
TOURISM AND CULTURE:  
A JOB CREATION STRATEGY FOR  
INNER CITY DERBY



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## **EXECUTIVE SUMMARY**

### Introduction

This Action Plan is submitted by Derby City Partnership, DCP, with Derby City Council acting as the lead partner and accountable body. It covers the five eligible Objective 2 wards of Abbey, Babington, Derwent, Litchurch and Osmaston in Derby's inner city. This Action Plan fully supports the strategy and objectives within the Objective 2 Single Programming Document - SPD - and will deliver actions under all priorities and measures.

### Aim

**THE ACTION PLAN IS DERBY CITY PARTNERSHIP'S STRATEGIC RESPONSE TO IMPLEMENTING OBJECTIVE 2 IN DERBY. IT WILL MAXIMISE THE BENEFITS FROM THESE NEW FUNDS BY:**

- **COMPLEMENTING OTHER NATIONAL REGENERATION PROGRAMMES**
  - **ADDING VALUE TO OTHER SOURCES OF FUNDING.**

The Action Plan will help deliver outputs to support agreed local strategies, the Integrated Regional Strategy and the Regional Economic Strategy, whilst contributing to the regional targets set out in the Objective 2 SPD. This approach will allow DCP to deliver the greatest impact for the small eligible area in Derby.

### Conditions in the area

With a population of over 59,000 and an average unemployment rate of 10.5%, the five Objective 2 wards are cited as priority regeneration areas within DCP's 2020 Vision Strategy. The area suffers from a range of social and economic problems.

#### **For residents in the Objective 2 area these are:**

- high unemployment
- high dependence on benefits
- poor health
- low levels of skills and qualifications
- low income.

These issues are particularly apparent among the disadvantaged groups in the area. These groups include women, disabled people and people from minority ethnic communities.

#### **For businesses in the Objective 2 area of Derby city there is a:**

- reliance on manufacturing
- low business density
- low rate of business start-ups
- lack of major sites for business development.

## **ACTION PLAN STRATEGY**

THIS ACTION PLAN WILL DELIVER A PROGRAMME OF STRATEGIC INVESTMENT, BUSINESS AND TRAINING DEVELOPMENT TO SUPPORT JOB CREATION IN GROWTH SECTORS AND INNER CITY BUSINESSES. IT WILL IMPROVE ACCESS TO EMPLOYMENT OPPORTUNITIES FOR LOCAL PEOPLE.

THE ACTION PLAN IS CENTRED AROUND STRATEGIC INVESTMENT ACTIVITIES TO SUPPORT THE DEVELOPMENT OF THE CITY CENTRE AS A KEY EMPLOYMENT SITE FOR LOCAL PEOPLE. THIS WILL FOCUS ON REFURBISHING AND REDEVELOPING CITY CENTRE PREMISES AND SITES, AND ENHANCING THE ATTRACTIVENESS OF, AND IMPROVING PHYSICAL ACCESS TO, THE CITY CENTRE. TO COMPLEMENT THESE ACTIVITIES, THE ACTION PLAN WILL TAKE A 'CLUSTER DEVELOPMENT' APPROACH TO SUPPORT BOTH GROWTH SECTORS AND INNER CITY BUSINESSES. A THIRD ELEMENT OF THE ACTION PLAN SEEKS TO LINK TARGETED SUPPORT FOR THE MOST DISADVANTAGED COMMUNITIES IN THE AREA WITH THE INFRASTRUCTURE INVESTMENT AND BUSINESS SUPPORT ACTIVITIES TO ENABLE LOCAL PEOPLE TO ACCESS THE RESULTANT ECONOMIC BENEFITS.

THE ACTION PLAN WILL ADDRESS FIVE STRATEGIC OBJECTIVES.

1. To support the development of a creative industries' cluster by providing and refurbishing facilities and incubator units in the city centre.
2. To support the development of inner city businesses, services and facilities in the inner city areas and, in particular, the city centre by redeveloping key sites and making environmental improvements to enhance the 'Urban Offer'.
3. To strengthen Derby's competitiveness by supporting the development needs, including ICT, of growth sectors and inner city businesses including social enterprises.
4. To help local people in the most deprived areas of Derby access the new employment opportunities by building the capacity of local communities and developing facilities and services.
5. To improve and develop services, facilities and cultural events for tourists and visitors to the city centre.

THE MATRIX ON THE NEXT PAGE DEMONSTRATES THE LINKS BETWEEN THE SPD AND ACTION PLAN OBJECTIVES.

Linkages between the Action Plan's Strategic Objectives and the SPD's Objectives					
SPD level objectives		To increase employment and incomes	To increase business competitiveness	To secure new investment	To contribute to the reduction of economic and social exclusion
DCP's Objective 2 Action Plan Strategic Objectives					
SO 1	To support the development of a creative industries' cluster through providing and refurbishing facilities and incubator units in the city centre.	◆	◆	◆	◆
SO 2	To support the development of inner city businesses, services and facilities in the inner city areas and, in particular, the city centre by redeveloping key sites and making environmental improvements to enhance the 'Urban Offer'.	◆	◆	◆	◆
SO 3	To strengthen Derby's competitiveness by supporting the development needs, including ICT, of growth sectors and inner city businesses including social enterprises.	◆	◆		◆
SO 4	To help local people in the most deprived areas of Derby access the new employment opportunities by building the capacity of local communities and developing facilities and services	◆		◆	◆
SO 5	To improve and develop services, facilities and cultural events for tourists and visitors to the city centre.	◆		◆	◆

## Financial allocations and targets

The financial allocations include funding from the European Regional Development Fund -ERDF-, European Social Fund -ESF-, public and private match funding. The total financial package for the Action Plan is summarised in the table below.

<b>Total Action Plan financial package</b>						
	<b>ERDF</b>	<b>ESF</b>	<b>Total EU</b>	<b>Public</b>	<b>Private</b>	<b>Total</b>
<b>P1 Enterprise and Innovation</b>	3,591,230	911,820	4,503,050	6,102,384	1,419,394	<b>12,024,828</b>
<b>P2 Strategic Development Opportunities</b>	4,573,360	0	4,573,360	8,949,296	1,796,670	<b>15,292,326</b>
<b>P3 Sustainable Communities</b>	1,420,380	250,000	1,670,380	1,726,059	177,435	<b>3,573,874</b>
<b>Technical Assistance</b>	322,400	0	322,400	322,400	0	<b>644,800</b>
<b>TOTAL</b>	<b>9,907,370</b>	<b>1,161,820</b>	<b>11,069,190</b>	<b>17,100,139</b>	<b>3,366,499</b>	<b>31,535,828</b>

Section 8 contains outputs, result and impact targets for each measure. The next table sets out the aggregate targets for the Action Plan.

<b>Action Plan targets</b>	
<b>Outputs</b>	<b>Action Plan</b>
No of SMEs assisted	294
Area of premises provided	10,000
Hectares of industrial/commercial sites	0.5
No of companies helped	150
Number of employees helped	290
Community Plans developed	3
Number of people in CED areas benefiting from ESF	160
<b>Results</b>	
Gross new jobs	1,527
% of ESF beneficiaries securing a qualification	64%
<b>Impacts</b>	
Net additional employment	446
Net employment safeguarded	286
New businesses running after 18 mthns	20
<b>Equal Opportunities targets</b>	
Number of female owned SMEs assisted	123
Proportion of women receiving ESF support	37%
<b>Environmental sustainability targets</b>	
Development of brownfield sites	40%
<b>ICT targets</b>	
Number of companies provided with ICT training	35

## **Management arrangements**

The Derby City Partnership has delegated authority to the Special Programmes Monitoring Committee, SPMC, to conduct all management of the Objective 2 Action Plan.

A Working Group will be responsible for the delivery of the Action Plan on behalf of SPMC. The Group will be supported by a number of advisers, including representatives to specifically advise on the issues of Equal Opportunities and Environmental Sustainability.

### **THE OBJECTIVE 2 ACTION PLAN SUPPORT TEAM WILL:**

- **PERFORM THE DAY-TO-DAY EXECUTIVE FUNCTION TO ACHIEVE THE EFFECTIVE RUNNING OF THE ACTION PLAN, INCLUDING MONITORING INDIVIDUAL PROJECTS**
- **PROVIDE REPORTS ON THE PROGRESS OF THE ACTION PLAN TO THE WORKING GROUP**
  - **COMPLETE GOEM MONITORING RETURNS**
  - **SERVICE THE OBJECTIVE 2 WORKING GROUP.**

**INTRODUCTION**

**AGREEMENT OF PARTNERSHIP**

THE ACTION PLAN IS SUBMITTED BY DERBY CITY PARTNERSHIP, WITH DERBY CITY COUNCIL ACTING AS THE LEAD PARTNER AND ACCOUNTABLE BODY. THE ACTION PLAN WAS ENDORSED BY THE BOARD ON 27 SEPTEMBER 2001. THE UNDERSIGNED MEMBERS OF THE BOARD ARE COMMITTED TO:

- the management, implementation and monitoring of the Action Plan in line with European Union Structural Funds and Department of Transport, Local Government and the Regions guidance
- providing match funding where appropriate
- leading projects
- involving the local community and groups in the implementation, management and further development of the Action Plan.

**Signed**

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## THE PARTNERSHIP

Derby City Partnership is a strategic alliance made up of key organisations from the private, public voluntary and community sectors of Derby. A list of member organisations is in Appendix 1.

THE ACTION PLAN HAS BEEN DEVELOPED IN CONSULTATION WITH A RANGE OF PARTNERS IN DERBY AND WITH KEY REGIONAL ORGANISATIONS. FULL DETAILS OF THE CONSULTATION PROCESS ARE SET OUT IN SECTION 10.

## PURPOSE

THE DERBY CITY PARTNERSHIP ACTION PLAN '*ENTERPRISE, TECHNOLOGY, TOURISM AND CULTURE: A JOB CREATION STRATEGY FOR INNER CITY DERBY*' WILL DELIVER A PROGRAMME OF STRATEGIC INVESTMENT, BUSINESS AND TRAINING DEVELOPMENT TO SUPPORT JOB CREATION IN GROWTH SECTORS AND INNER CITY BUSINESSES AND IMPROVE ACCESS TO EMPLOYMENT OPPORTUNITIES FOR LOCAL PEOPLE.

THE ACTION PLAN WILL DELIVER ONE ELEMENT OF DERBY CITY PARTNERSHIP'S STRATEGIC REGENERATION PROGRAMME, WHICH FORMS PART OF DERBY'S 2020 VISION STRATEGY.

THE OBJECTIVE 2 ELIGIBLE AREA IN DERBY COVERS THE FIVE INNER CITY WARDS WHERE POVERTY AND DISADVANTAGE IS CONCENTRATED. THE CITY CENTRE IS AN AREA OF STRATEGIC IMPORTANCE, WITH POTENTIAL FOR INVESTMENT IN DEVELOPMENT, REFURBISHMENT AND IMPROVEMENT LEADING TO EMPLOYMENT CREATION.

PARTS OF THE AREA RECEIVE, OR ARE POTENTIALLY DUE TO RECEIVE, SUPPORT AND INVESTMENT UNDER NATIONAL REGENERATION PROGRAMMES AND OTHER FUNDING INITIATIVES. THESE INCLUDE: SINGLE REGENERATION BUDGET, NEW DEAL FOR COMMUNITIES PROGRAMME, SURE START, EDUCATION ACTION ZONE FUNDING, THE LOTTERY INCLUDING HERITAGE LOTTERY AND CAPITAL 2 FUNDING AND FUNDING FROM THE LOCAL TRANSPORT PLAN. THE ACTION PLAN WILL ALLOW DERBY CITY PARTNERSHIP TO BRING A STRATEGIC APPROACH TO IMPLEMENTING OBJECTIVE 2 IN THE INNER CITY AREA. THE PARTNERSHIP WILL BE ABLE TO PRIORITISE INDIVIDUAL PROJECTS AGAINST THEIR AGREED OBJECTIVES AND CO-ORDINATE THE RESOURCES ALONGSIDE EXISTING AND FUTURE REGENERATION PROGRAMMES AND FUNDING INITIATIVES. THE ACTION PLAN APPROACH IS PARTICULARLY IMPORTANT TO MAKE SURE THE OUTPUTS AND RESULTS FROM THE RELATIVELY SMALL ELIGIBLE AREA OF INNER CITY DERBY CONTRIBUTE FULLY TO THE IMPACT OF THE PROGRAMME AT A REGIONAL LEVEL.

THIS CO-ORDINATED APPROACH WILL:

- IMPROVE THE ECONOMIC VIABILITY OF THE CITY CENTRE
- INCREASE THE NUMBER AND VARIETY OF JOB OPPORTUNITIES FOR LOCAL PEOPLE THROUGHOUT THE INNER CITY
  - INCREASE THE COMPETITIVENESS OF INNER CITY BUSINESSES
  - PROVIDE A LOCAL PROGRAMME OF SUPPORT TO MEET THE NEEDS OF LOCAL COMMUNITIES.

## CONTEXT

IN RECENT YEARS, DERBY'S ECONOMY HAS GONE THROUGH STRUCTURAL CHANGE, PRIMARILY IN RESPONSE TO GLOBAL MARKET PRESSURES.

BETWEEN 1985 AND 1995, NEARLY 22,000 JOBS WERE LOST IN THE MANUFACTURING SECTORS. DESPITE THIS DRAMATIC DECLINE, A HIGH PROPORTION OF THE CITY'S WORKFORCE IS STILL EMPLOYED IN MANUFACTURING. MUCH OF THIS SECTOR SUCH AS RAIL AND AEROSPACE REMAINS VULNERABLE TO THE PRESSURES OF THE GLOBAL ECONOMY; A CLEAR EXAMPLE OF THIS WAS THE ANNOUNCEMENT BY ROLLS-ROYCE PLC IN OCTOBER 2001, OF A RESTRUCTURING OF THE COMPANY WHICH COULD LEAD TO 3,000 JOB LOSSES.

ONE OF THE CONSEQUENCES OF THESE STRUCTURAL CHANGES IN THE CITY IS THE POLARISATION OF QUALIFICATION AND SKILLS LEVELS AMONG LOCAL PEOPLE. AT ONE END, THERE IS A HIGH SKILLS BASE, EMANATING FROM THE TRANSPORT ENGINEERING SECTOR, NEW HIGH TECH SECTORS AND THE DEVELOPING BUSINESS AND PROFESSIONAL PARTS OF THE SERVICE SECTOR. AT THE OTHER END, A LARGE PERCENTAGE OF PEOPLE WORKING IN UNSKILLED OCCUPATIONS HAVE NO QUALIFICATIONS AT ALL. RESTRUCTURING OF THE DERBY ECONOMY HAS ALSO CONTRIBUTED TO THE CONTINUING HIGH LEVELS OF UNEMPLOYMENT, AS LOCAL PEOPLE WITHOUT QUALIFICATIONS OR SKILLS HAVE NOT BEEN ABLE TO ACCESS THE NEW EMPLOYMENT OPPORTUNITIES THAT HAVE BEEN CREATED IN THE CITY. UNEMPLOYMENT IS AT ITS HIGHEST IN THE OBJECTIVE 2 ELIGIBLE WARDS, WHERE POVERTY AND DISADVANTAGE ARE CONCENTRATED, AND WHERE THERE IS A NEED TO ARREST THE CONTINUING SPIRAL OF DECLINE.

THE CITY MUST THEREFORE LOOK TO RETAIN AND STRENGTHEN THE SKILLS OF THE EXISTING WORKFORCE, FINDING AND SUPPORTING NEW JOBS IN GROWTH SECTORS. IT MUST ALSO WORK TO SUPPORT THE MOST DISADVANTAGED COMMUNITIES ACCESS EMPLOYMENT OPPORTUNITIES. THIS REQUIRES A BALANCED MIX OF NEW INVESTMENT AND LOCAL GROWTH.

THE PARTNERSHIP HAS IDENTIFIED A NUMBER OF SITES AND LOCATIONS WHOSE IMPROVEMENT AND/OR REDEVELOPMENT IS KEY TO CREATING AN ATTRACTIVE SUCCESSFUL CITY BY PROVIDING THE NECESSARY LAND TO MEET ECONOMIC, SOCIAL AND ENVIRONMENTAL NEEDS. DESPITE INVESTMENT IN SITES AND INFRASTRUCTURE OVER THE LAST 10 YEARS, THERE IS A NEED FOR FURTHER DEVELOPMENT TO IMPROVE THE QUALITY OF LIFE IN THE CITY CENTRE IN PARTICULAR. THERE IS SOME WORRYING EVIDENCE THAT DERBY IS SLIPPING BEHIND OTHER REGIONAL CENTRES IN THE RATE AND QUALITY OF GROWTH AND IMPROVEMENT. FUTURE DEVELOPMENTS MUST MAKE SURE THE CITY CENTRE MAXIMISES THE ECONOMIC BENEFITS FROM THE NIGHT TIME ECONOMY, AND BY EXPLOITING THE CITY'S GATEWAY LOCATION TO THE PEAK DISTRICT NATIONAL PARK, THE HERITAGE SITES OF DERWENT VALLEY MILLS AND THE MATLOCK TO BUXTON RAILWAY. DEVELOPMENTS MUST ALSO CAPITALISE ON THE CULTURAL VALUE OF THE CITY. ENHANCING THE CITY CENTRE WOULD OFFER A SUSTAINABLE OPTION FOR MANY PURPOSES, ATTRACTING BUSINESS, VISITORS AND RESIDENTS. A MASSIVE RANGE OF JOB OPPORTUNITIES WOULD RESULT, WITHIN REACH OF OUR MOST

DISADVANTAGED COMMUNITIES.

ALTHOUGH THE CITY CAN BOAST SOME SUCCESS AT ATTRACTING NEW INVESTMENT AND STIMULATING EMPLOYMENT OPPORTUNITIES IN NEW SECTORS, FOR EXAMPLE, SERVICE SECTOR JOBS FOLLOWING THE PRUDENTIAL BANK'S MOVE TO PRIDE PARK IN 1998, THERE IS A NEED TO INCREASE THE SPIRIT OF ENTREPRENEURSHIP AND SUPPORT GROWTH AND DEVELOPMENT OF INDIGENOUS SMES. DERBY, LIKE OTHER AREAS IN THE EAST MIDLANDS, HAS A LOW DENSITY OF BUSINESS START-UPS.

INNER CITY BUSINESSES, PARTICULARLY THOSE IN THE MOST DISADVANTAGED WARDS WHERE 50% OF DERBY'S MINORITY ETHNIC POPULATION LIVE, HAVE SIGNIFICANT POTENTIAL TO CONTRIBUTE TO DERBY'S COMPETITIVENESS IN TERMS OF JOB CREATION AND INCREASED SALES. DERBY MUST ALSO MAINTAIN AND DEVELOP ITS KNOWLEDGE AND TECHNOLOGY BASE, INCLUDING ICT, TO SUPPORT RELATED BUSINESS OPPORTUNITIES.

## THE ACTION PLAN STRATEGY

WE DEVELOPED THE STRATEGY FROM AN ANALYSIS OF THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS OF THE ELIGIBLE OBJECTIVE 2 AREA IN DERBY. THESE ARE SUMMARISED IN TABLE 1.1.

THE ACTION PLAN IS CENTRED AROUND STRATEGIC INVESTMENT ACTIVITIES TO SUPPORT THE DEVELOPMENT OF THE CITY CENTRE AS A KEY EMPLOYMENT SITE FOR LOCAL PEOPLE. THIS WILL FOCUS ON REFURBISHING AND REDEVELOPING CITY CENTRE PREMISES AND SITES, ENHANCING THE ATTRACTIVENESS OF, AND IMPROVING PHYSICAL ACCESS AROUND, THE CITY CENTRE. IN SHORT, IT WILL ENHANCE THE URBAN OFFER TO INCREASE ITS ATTRACTION TO BUSINESS, VISITORS AND RESIDENTS. TO COMPLEMENT THESE ACTIVITIES, THE ACTION PLAN WILL TAKE A 'CLUSTER DEVELOPMENT' APPROACH TO SUPPORT BOTH GROWTH SECTORS AND INNER CITY BUSINESSES. A THIRD ELEMENT OF THE ACTION PLAN SEEKS TO LINK TARGETED SUPPORT FOR THE MOST DISADVANTAGED COMMUNITIES IN THE AREA WITH THE INFRASTRUCTURE INVESTMENT AND BUSINESS SUPPORT ACTIVITIES SO THAT LOCAL PEOPLE CAN ACCESS THE RESULTANT ECONOMIC BENEFITS.

ONE HIGH GROWTH SECTOR FOR THE CITY IS TOURISM, CULTURE AND CREATIVE INDUSTRIES. AT THE CORE OF THE ACTION PLAN WILL BE DEVELOPMENTS TO CREATE A DYNAMIC NEW CULTURAL QUARTER PROVIDING A FOCAL POINT FOR THE REGION'S ARTISTS AND CREATIVE INDUSTRIES. WE WILL AIM TO LINK THESE DEVELOPMENTS TO SUPPORT FOR COMMUNITY BASED CULTURAL EVENTS AND FESTIVALS. THERE WILL BE AN EMPHASIS ON SUSTAINABILITY BY SUPPORTING SOCIAL AND COMMUNITY ENTERPRISES RELATED TO THE CREATIVE AND CULTURAL INDUSTRIES. THE NEW 'CREATIVE CLUSTER' WILL BE PART OF THE ENHANCED 'URBAN OFFER' TO ATTRACT MORE VISITORS AND TOURISTS TO THE CITY CENTRE, AND WILL SUPPORT THE DEVELOPMENT OF THE NIGHT TIME ECONOMY.

THE CITY CENTRE HAS THE POTENTIAL TO BENEFIT FROM A RANGE OF NEW HERITAGE RELATED DEVELOPMENTS IN DERBY AND THE COUNTY. THE CITY CENTRE IS, IN ITSELF, A CONSERVATION AREA. THERE IS A WEALTH OF HISTORIC BUILDINGS OF ARCHITECTURAL AND HISTORIC INTEREST. THESE INCLUDE TWO GRADE I LISTED BUILDINGS, ONE OF WHICH IS THE CATHEDRAL OF ALL SAINTS. THE AREA AROUND THE CATHEDRAL OFFERS IMMENSE POTENTIAL DUE TO THE HISTORIC CHARACTER OF THE BUILT ENVIRONMENT. THE RECENTLY NOMINATED DERWENT VALLEY MILLS WORLD HERITAGE STATUS STARTS AT THE SILK MILL IN LITCHURCH WARD. PLANS HAVE ALSO BEEN APPROVED TO REOPEN THE MATLOCK TO BUXTON RAILWAY. THE CITY CENTRE IS IN AN IDEAL LOCATION TO CAPTURE THE VISITORS HEADING TO BOTH LOCATIONS AND THE ENSUING ECONOMIC BENEFITS. IT IS VITAL, THEREFORE, FOR THE CITY TO TAKE FORWARD NEW DEVELOPMENTS TO INCREASE THE ATTRACTIVENESS OF THE AREA TO VISITORS.

CREATIVE AND CULTURAL INDUSTRIES ARE PART OF THE TECHNOLOGY/KNOWLEDGE BASED SECTOR THAT OFFERS SIGNIFICANT NEW EMPLOYMENT OPPORTUNITIES IN DERBY. ANOTHER GROWTH SECTOR IN DERBY, ALSO RELATED TO TECHNOLOGY/KNOWLEDGE BASED

DEVELOPMENTS, IS HIGH VALUE ENGINEERING, IN PARTICULAR THAT LINKED TO THE TRANSPORT SECTOR. THROUGH THE ACTION PLAN THE PARTNERSHIP WILL SEEK TO SUPPORT THE DEVELOPMENT NEEDS OF NEW AND EXISTING SMES IN TECHNOLOGY/KNOWLEDGE-BASED SECTORS AND THIS WILL INCLUDE WORKFORCE DEVELOPMENT NEEDS.

**TABLE 1.1 SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Highly skilled workforce in engineering and manufacturing sectors</li> <li>• Pride Park created business profile for the city</li> <li>• Growing service sector, particularly financial services</li> <li>• Emerging new knowledge based technology sector</li> <li>• Cultural attractions of national repute: Derby Playhouse, Pride Park Football Stadium, Crown Derby</li> <li>• Existing quality training facilities with strong links with industry</li> <li>• Some areas well served by community groups with co-ordinated structure</li> <li>• Good community spirit in some wards</li> </ul>	<ul style="list-style-type: none"> <li>• A manufacturing and engineering employment base, vulnerable to global competitiveness pressures</li> <li>• Low level of RTD and innovation activities</li> <li>• Lack of appropriate business facilities</li> <li>• Lack of finance for start up and expanding business</li> <li>• Poor perception as a place to do business</li> <li>• Quality and aesthetics of buildings and facilities in parts of the city centre</li> <li>• High level of workforce with no qualifications</li> <li>• High level of long term unemployed</li> <li>• Low and/or obsolete skills levels</li> <li>• Lack of participation in Further Education and Higher Education by adult population</li> <li>• Tourist bypass to Peak District</li> <li>• Concentrated deprivation</li> <li>• Less established voluntary sector in some wards</li> <li>• High inner city crime rates</li> <li>• Poverty and health issues</li> <li>• Lack of community owned assets</li> <li>• Local access problems – to city centre, Pride Park</li> <li>• Local environmental problems</li> </ul>
<p data-bbox="225 1115 400 1149">Opportunities</p> <ul style="list-style-type: none"> <li>• Evening/ night time economy</li> <li>• Build on professional/hi tech sectors</li> <li>• Develop cultural and creative industries</li> <li>• Create new office destinations in the city</li> <li>• Links with the University of Derby</li> <li>• Links to new World Heritage Sites</li> <li>• Approval of Local Transport Plan to improve access to city centre</li> <li>• Population concentrated in compact and centrally located area, providing opportunity to target and tailor access requirements to improve job opportunities</li> <li>• Opportunities to exploit links across network of libraries</li> <li>• Existing and new government programmes and initiatives providing significant levels of funding: SRB, Education Action Zone, Sure Start, NDC, Townscape Heritage, Capital 2 Funding</li> </ul>	<p data-bbox="815 1115 927 1149">Threats</p> <ul style="list-style-type: none"> <li>• Pressures of global competitiveness on large manufacturing sector</li> <li>• Mismatch in skills especially for ICT/knowledge-based industries</li> <li>• Poor attitude to training and development among local employers</li> <li>• Lack of entrepreneurship</li> <li>• Low investment in businesses</li> <li>• Over reliance on short term 'project' funding in voluntary sector</li> <li>• Decline of Derby as retail centre</li> </ul>

Encouraging businesses to locate in the city centre is a key element of the Action Plan. To facilitate this process the cluster development approach will also be extended to localities with support for 'inner city business clusters' and support for priority groups in the most disadvantaged areas. At the heart of the Action Plan will be an ethos to remove barriers and promote inclusivity and sustainability. There will be some financial support for capacity building through the Action Plan. But it is the communities' capacity building needs in particular which must be supported via other regeneration initiatives such as SRB, New Deal for Communities and the URBAN II Programme. This strategic approach the Partnership is taking to link all regeneration initiatives will enable communities to take up the opportunities arising from the Action Plan. The needs of the community will also be addressed by improving access to employment through the development of appropriate facilities. This includes developing ICT access to deliver local services to meet local needs and address training needs thereby helping people overcome barriers to participating in economic activities.

#### THE ACTION PLAN WILL ADDRESS FIVE STRATEGIC OBJECTIVES.

5. To support the development of a creative industries' cluster through providing and refurbishing facilities and incubator units in the city centre.
6. To support the development of businesses, services and facilities in the inner city areas and, in particular, the city centre by redeveloping key sites and making environmental improvements to enhance the 'Urban Offer'.
7. To strengthen Derby's competitiveness by supporting the development needs, including ICT, of growth sectors and inner city businesses including social enterprises.
8. To assist local people in the most deprived areas of Derby access the new employment opportunities by building capacity of local communities and developing facilities and services
9. To improve and develop services, facilities and cultural events for tourists and visitors to the city centre.

#### **Relationship to the Single Programme Document Objectives**

THE ACTION PLAN HAS BEEN DESIGNED TO BRING A STRATEGIC AND HOLISTIC APPROACH TO MEET THE REGENERATION NEEDS OF THE FIVE ELIGIBLE OBJECTIVE 2 WARDS AND, IN DOING SO, DIRECTLY SUPPORTS THE FOUR OBJECTIVES OF THE SINGLE PROGRAMME DOCUMENT, WHICH ARE TO:

- increase employment and incomes
- increase business competitiveness
- secure new investment
- contribute to the reduction of economic and social exclusion.

TO ACHIEVE THE REQUIRED OUTCOMES THE ACTION PLAN WILL SUPPORT ACTIONS ACROSS ALL MEASURES AND PRIORITIES OF THE SPD. TABLE 1.2 SETS OUT THE LINKS BETWEEN THE OBJECTIVES OF THE SPD AND THE STRATEGIC OBJECTIVES OF THIS ACTION PLAN.

<b>Table 1.2: Links between Action Plan Strategic objectives and the SPD objectives</b>					
SPD level objectives		To increase employment and incomes	To increase business competitiveness	To secure new investment	To reduce economic and social exclusion
DCP Objective 2 Action Plan Strategic Objectives					
SO 1	To support the development of a creative industries' cluster by providing and refurbishing of facilities and incubator units in the city centre.	◆	◆	◆	◆
SO 2	To support the development of businesses, services and facilities in the inner city areas and, in particular, the city centre by redeveloping key sites and making environmental improvements to enhance the 'Urban Offer'.	◆	◆	◆	◆
SO 3	To strengthen Derby's competitiveness by supporting the development needs, including ICT, of growth sectors and inner city businesses including social enterprises.	◆	◆		◆
SO 4	To help local people in the most deprived areas of Derby access the new employment opportunities by building the capacity of local communities and developing facilities and services.	◆		◆	◆
SO 5	To improve and develop services, facilities and cultural events for tourists and visitors to the city centre.	◆		◆	◆

The activities proposed under the Action Plan also take account of the other regional and sectoral projects and Action Plans that are supported under the SPD. We have worked with partners to identify where complementary proposals can add value to the strategic objectives defined in this Action Plan. These links are set out under each strategic objective in Section 2.

## **LINKS WITH THE SINGLE PROGRAMME DOCUMENT'S THEMATIC PRIORITIES**

The three thematic priorities in the SPD are:

- Equal opportunities
- Supporting the ICT Revolution
- Environmental sustainability.

Within the context of the Action Plan, these are not considered in isolation but as part of the holistic approach the Partnership is taking to deliver the strategic objectives.

### **1.1.1 Equal opportunities**

THE OVERALL OBJECTIVE OF THE EQUAL OPPORTUNITIES THEMATIC PRIORITY IS:

*'to increase the take up of opportunities generated by the Programme by women, ethnic minorities and people with disabilities.'*

THE SPD STATES THE TARGETS FOR INCLUSION SHOULD REFLECT THE SITUATION IN LOCAL COMMUNITIES. THIS PRIORITY IS INCLUDED WITHIN THE ACTION PLAN AND HAS BEEN DEVELOPED TO FULLY SUPPORT DERBY CITY PARTNERSHIP'S REGENERATION PRIORITIES. THE PARTNERSHIP RECOGNISES THAT POVERTY AND DISADVANTAGE CONCENTRATES, AND IMPACTS DISPROPORTIONATELY, ON CERTAIN GROUPS. THESE ARE:

- minority ethnic groups
- lone parents
- disabled people
- young people, especially those at risk of offending
- older people on low incomes
- long-term unemployed people.

PROJECTS SUPPORTED UNDER THE ACTION PLAN WILL NEED TO DEMONSTRATE HOW THEY MAKE A POSITIVE CONTRIBUTION TO EQUALITY OF OPPORTUNITY FOR ALL, IN LINE WITH THE IMPLEMENTATION PROCEDURES AND TARGETS AGREED AT PROGRAMME LEVEL. THE EQUAL OPPORTUNITIES TARGETS ARE SET OUT UNDER EACH MEASURE OF EACH STRATEGIC OBJECTIVE IN SECTION 2. WITHIN THE ACTION PLAN, WE WILL SEEK TO MONITOR THE IMPACT OF THE PROGRAMME ON THE PRIORITY GROUPS IDENTIFIED IN THE 2020 VISION. THIS APPLIES NOT ONLY TO THE BENEFICIARIES OF SUPPORT BUT ALSO TO MANAGING AND IMPLEMENTING THE ACTION PLAN. WE AIM TO INCLUDE APPROPRIATE REPRESENTATION FROM THE TARGET GROUPS AT ALL LEVELS OF THE ACTION PLAN. THE ACTION PLAN HAS BEEN DEVELOPED IN CONSULTATION WITH PARTNERS, INCLUDING GROUPS REPRESENTING THE TARGET GROUPS. A LIST OF PARTNERS CONSULTED IS IN APPENDIX 9.

### 1.1.2 Supporting the ICT Revolution

THE PRIORITY RESPONDS NOT ONLY TO EU LEVEL OBJECTIVES BUT ALSO TO A KEY PRIORITY WITHIN THE REGIONAL ECONOMIC STRATEGY. ICT IS RECOGNISED AS AN INTEGRAL PART OF THE REGIONAL ECONOMIC STRATEGY AND IS TRANSLATED AS SUCH AS A CROSS CUTTING PRIORITY IN THE SPD. THE PROGRAMME LEVEL OBJECTIVE OF THE ICT REVOLUTION IS:

*'to use global information and communications technology to create the capability for everyone in the region – individuals and businesses – to use information and knowledge to maximum benefit'.*

THERE IS NO SPECIFIC REFERENCE TO ICT IN DERBY'S 2020 VISION DOCUMENT. HOWEVER, KEY PARTNERS HAVE THEIR OWN ICT STRATEGIES, AND DCP ACCEPTS THE IMPORTANCE OF ICT AS UNDERPINNING STRATEGIC ISSUES TO ENSURE ECONOMIC DEVELOPMENT. THESE ARE INFORMED BY NATIONAL POLICIES SUCH AS E-GOVERNMENT UK ON-LINE, UFI AND LEARN DIRECT. NEW PRIORITIES AND TARGETS WILL BE AGREED FOR THE CITY AS PART OF THE DEVELOPING SUB-REGIONAL STRATEGIC PARTNERSHIP'S ECONOMIC STRATEGY. THE OBJECTIVE 2 ACTION PLAN IS TAKING A LEAD BY INTEGRATING ICT ACTIONS TO UNDERPIN ALL FIVE STRATEGIC OBJECTIVES OF THE ACTION PLAN.

Because of this, individual projects will be required to consider how they contribute to ICT targets to mirror the implementation approach being taken at Programme level. DCP also recognises that actions to be delivered through regional level projects and Action Plans will also contribute to ICT developments in the city. We will work to co-ordinate actions with regional partners to make sure regional level actions are appropriate for local needs and to avoid activities being duplicated.

### 1.1.3 Environmental sustainability

The Programme level objective for environmental sustainability is:

*'to ensure that the Programme makes a positive contribution to the objectives of the environment through the promotion and provision of support and the prioritisation of activities that explicitly address environmental issues and opportunities'.*

As with the regional SPD, DCP does not see environmental sustainability in isolation, but as a value that is integrated into the 2020 Vision which is the city's first LA 21 strategy. The LA21 process should help to deliver the Partnership's long-term goal of 'integrating the needs of environmental protection, social equity and economic opportunity in all the decisions we make'. Five strategic priority areas for the LA 21 strategy have been agreed, the fifth is specific to environmental sustainability. It states ...

*'A commitment to make sure that environmental factors are taken into account and that regeneration funding is used to protect and improve the environment'.*

Our Action Plan approach allows the Partnership to consider and take action to meet this commitment, which would be more difficult were we following the regional bidding process. Environmental improvements are planned as part of Derby's

strategic development opportunity and at individual project level. Each application will need to assess the environmental impact of the proposed activities and will be appraised accordingly, in line with the regional bidding implementation procedures. In addition, there will be an environmental sustainability representative on DCP's Objective 2 Working Group.

#### **1.7.4 Management and monitoring of the horizontal targets**

THE STRATEGIC MANAGEMENT AND MONITORING PROCEDURES, SET OUT IN SECTION 9, WILL MAKE SURE ALL THREE THEMATIC PRIORITIES ARE CONSIDERED AND THAT THE LOCAL ACTION PLAN CONTRIBUTES TO THE REGIONAL TARGETS SET OUT IN THE SPD. THE BASELINES FOR THE THREE THEMATIC PRIORITIES ARE IN SECTIONS 5,6 AND 7.

# Action Plan Strategic Objectives

This Section sets out the background and rationale for each of the Strategic Objectives of the Action Plan. It details which of the indicative actions from the relevant measure of the SPD are supported and it lists the aggregate measure level targets that the actions must contribute to. Some measures fall across two strategic objectives.

## STRATEGIC OBJECTIVE 1

### **Supporting the development of a creative and cultural industries' cluster through the provision and refurbishment of facilities and incubator units in the city centre.**

#### **Background and rationale**

Tourism, cultural and creative industries have been identified as a potential high growth sector for Derby. As with other urban areas in the East Midlands, further development and expansion of the cultural and creative industries sector is required. This is not only as a potential key generator of jobs and income underpinning economic regeneration, but also as a key element in supporting the quality of life for our local communities. Emda's Urban Action Plan, UAP, recognises the contribution cultural assets make to the prosperity and regeneration of urban areas.

The city already has a range of artistic companies, resources and facilities of national and regional importance. Preliminary research to map the creative industries, in the greater Derby area, indicates that there is a significant number of very small businesses in the area as well as the more established providers which include Derby Playhouse, The Assembly Rooms, Derby Dance Studio, Metro Cinema the Museums and Art Galleries. QArts, previously Derby Community Arts, is one of the UK's longest established participatory arts organisations and has recently increased its role in developing and promoting visual arts and digital media in the city.

The University of Derby plays a significant role in training visual and applied artists and Derby is beginning to benefit from young professional artists staying or coming to the city to work. A joint project between the University and Southern Derbyshire Chamber of Commerce, was established in 1999 to establish low cost workspaces for artists, crafts people and media companies at Bank's Mill. In 1998, almost 1400 students graduated from degree courses related to the creative industries. The project was set up specifically to retain this talent within Derby, and to help graduates establish themselves as sole traders or small companies. Since opening in 1999, the centre has been full with a waiting list for units. The number of new jobs created is estimated at 50. There is now a need to provide larger and better specified workspace whilst retaining the creative atmosphere that Bank's Mill has provided.

There is clearly a creative industries cluster developing in Derby. But there is a need to provide more infrastructure, business support and training to make sure the Objective 2 area in particular, and the city as a whole can capitalise on the developments. With a strategic focus there is the potential for significant economic benefits to be gained both directly in the form of actual creative and cultural industries and indirectly by attracting visitors and associated consumer spending. In addition, future capital developments in arts and cultural facilities in the city will

enable the arts to play a full role in supporting the quality of life for all our communities. A strategic approach, such as that being taken forward under this Action Plan, will make sure future developments respond to our socially inclusive priorities.

Activities under this strategic objective form part of Derby's strategic development opportunity, supported under Measure 2.1 of the SPD, which will be an area-based approach to develop the city centre's quarters. In particular we will take forward the development of a cultural quarter through redeveloping and refurbishing premises and sites to provide new gallery, cinema and studio space. It will provide managed workspaces and "incubator units" for creative industries to help attract and retain new businesses. There will be support for new high tech facilities, incorporating the latest information and communications technologies, that will increase the use of new technologies in the creative development and production of the arts. An application has been accepted by the Arts Council of England for support under the Capital 2 Programme for part funding of these proposals.

The developments will link with the University of Derby's successful bid to *Emda's* innovative clusters fund to provide additional workspace at Network House which will provide premises for IT based business start-ups. It will complement planned developments at Britannia Campus; an £8 million investment to create a single site Centre of Excellence in Art and Design.

This approach is fully consistent with emda's UAP and their Business Support Action Plan for the region. The UAP seeks to support the physical regeneration of towns and cities. The Business Support Action Plan seeks to develop the urban economy through entrepreneurial spin-offs and urban clusters around key sectors, including the creative/cultural industries. This strategic objective also supports East Midland's Arts capital development strategy for the East Midlands which has as a priority action under creative clustering for a scheme for a cultural quarter and media centre development for Derby.

The actions complement the Department for Culture Media and Sport's cultural strategy for the East Midlands, 'Time for Culture'. As part of this investment we aim to deliver more opportunities to reflect the cultural diversity of Derby's population, with facilities to encourage arts activities among minority ethnic communities, disabled people and other priority groups.

### **Links to the SPD**

Priority 2 of the Single Programme Document supports the need for infrastructure developments for the cultural and tourism sector in the context of urban regeneration and that there are '*mutual benefits to be gained by even closer alignment of the tourism, arts and cultural sectors*'. The SPD supports the concept of regeneration quarters in reusing buildings to underpin the diversification of identifiable urban quarters to support growth sectors. It also recognises the need for new facilities to support the links between University assets and the SME base and the need to secure the benefits of the ICT revolution in supporting technology development and innovation.

Under Measure 2.1 the SPD supports the area-based approach to strategic development opportunities to facilitate local solutions to local problems by providing the opportunity to:

- promote sustainable clusters
- support a range of units, including incubator and start-up units

- facilitate a strategic approach to developing cultural quarters
- develop and reclaim derelict or underused buildings.

Under Measure 2.2 the SPD supports emda's theme of supporting the ICT revolution by providing facilities that allow SMEs access to the latest developments.

The planned activities under our Strategic Objective 1 link directly to the objective of Measures 2.1 and 2.2 and will fit under the following indicative actions listed in the SPD. Baseline information is in Schedule A, in Appendix 2.

### Indicative actions under the relevant measures of the SPD

#### Measure 2.1

The provision of new and refurbished premises in the context of a strategic development, the provision of specialist business space, including incubator units start up space, and high quality managed workspace offering support to key sectors.

#### Measure 2.2

The provision of ICT facilities relating to employment and training, the provision of technology centres designed to offer services to SMEs, the provision of ICT 'backbone' infrastructure on strategic sites.

#### Measure 1.4

The development of premises for SMEs including managed workspace, other types of accommodation for SMEs with common services including redevelopment existing premises and buildings with appropriate off-site services and environmental enhancements including reclamation and decontamination.

### Indicative Projects under Strategic Objective 1

Project & Sponsor	SPD Measure	Cost	Grant	Ouputs
Visual Arts & Media Facilities: The Heart, Derby City Council led Consortium, inc. QArts, Metro Cinema, MACE	2.1	£8 million	£2.25 million	3,650 m2 Area of premises
Visual Arts & Media Facilities Derby City Council led Consortium, incl. QArts, Metro Cinema, MACE	2.2	Part of above	Part of above	Area of premises
St Werbergh's Cultural Activity Derby City Council	2.1	£180K	£90K	85m2 Area of premises
Green Lane incubator Units	1.4	£ 250,000	£125,000	1400m2 40 SMEs housed
Creative Industries Incubator	1.4	£174,000	£87,000	10 new start SME's housed

## Strategic Objective 2

**To support the development of inner city businesses, services and facilities in the inner city areas and in particular the city centre by redeveloping key sites and carrying out environmental improvements to enhance the 'Urban Offer'.**

### Background and rationale

As the third largest city in the East Midlands, Derby has an important employment, retail, leisure and cultural role. However, despite a range of investment and development activities in and around inner city Derby over the last 10 years, the city has suffered a slow decline relative to other cities of similar strategic importance throughout the UK. The city does not have other sites comparable to Pride Park, developed under City Challenge, available for redevelopment. To meet employment land requirements, it is necessary to focus on redeveloping smaller inner city sites and refurbishing and reusing premises. Sites that strengthen the economic role of the city include opportunities for redevelopment within the city centre, but also those that provide an opportunity to exploit the city's technical skills.

There is little vacant high spec or small suite accommodation in the city centre. The growth of high tech and service sectors has stimulated a demand for additional accommodation in the city centre. However, such developments must be supported by wider efforts to improve the identity of the city centre as a business location. Enhancing the city centre requires a co-ordinated approach to make sure investment in sites and premises is supported by improvements to transport links and environmental improvements. This approach will ensure the developments are sustainable and fully accessible to all areas of the city and to all communities. The new links will be designed to reduce the impact of air and noise pollution. In addition, these environmental improvements will create a better image and improve perceptions of the city's quarters.

These improvements to the city's quarters are vital if Derby is to attract new private investors and capture potential benefits from increased visitor numbers. Derby is at the southern gateway to the Derwent Valley Mills; an area which has recently been nominated for World Heritage Status and which starts at the Silk Mill in Litchurch ward. In addition, with plans to reopen the Matlock to Buxton railway, Derby could see an increase in visitor numbers as passengers pass through the city to reach Matlock.

These activities form part of Derby's strategic development opportunity supported under Measure 2.1 of the SPD, to regenerate the city centre's quarters. The strategic development opportunity is defined as that area falling within the boundary of the existing inner ring road and its planned completion. Investment will support developing previously derelict or underused buildings, for example smaller scale units able to support the diversification of identifiable urban quarters. Activities will also address physical access issues by improving bus-based public transport links between Derby's Community Economic Development, CED, areas and the new employment opportunities in the city centre. The new transport links and local cycling and walking links will follow a 'greening methodology' whereby road layout design will give priority to pedestrians, cyclists and buses and will incorporate environmental screening.

Outside the boundary of the strategic development opportunity site lies a number of other key employment generating sites. These include the RTC Business Park,

situated in Derby's strategically important rail corridor, which offers potential facilities for managed workspace and 'incubator units' for knowledge-based businesses focusing particularly on rail and other transport related industries. The Action Plan will support developing workspace at the local level.

Despite its tradition as an engineering city, the training infrastructure, particularly for small and medium sized businesses, is fragmented and poorly resourced. To support technology based businesses to grow and develop it is necessary to provide appropriate training facilities. The Action Plan will seek to support appropriate infrastructure developments where there is a gap in provision affecting the development of local businesses and local people.

This strategic objective fully supports emda's UAP approach to physical regeneration and its overarching aim to create high quality towns and cities.

A Design and Development Strategy for Derby city centre is being developed and meets emda's 'Master Plan' priorities. The activities being taken forward under Derby's Strategic Development Opportunity form an integral part of the developing Design and Development Strategy. The Design and Development Strategy brings together existing strategies, including Derby City Centre Strategy and Connecting Derby Transportation Plan, which will provide some match funding for this element of the Action Plan.

### **Links with SPD**

As already stated, some of the activities proposed under this strategic objective of the Action Plan form part of Derby's Strategic Development Opportunity. Priority 2 of the Single Programme Document identifies the need to support Strategic Development Opportunities that will incorporate the notion of regeneration quarters. This permits activity which impacts upon the perceptions/image of urban areas through using previously underused buildings, for example smaller scale units able to support the diversification of identifiable urban quarters in support of new and growth sectors.

Under Measure 2.1, the SPD supports the area-based approach to strategic development opportunities to facilitate local solutions to local problems by providing the opportunity to:

- provide job opportunities that are accessible to CED areas and underpin actions, in particular to integrate bus networks for residents of CED areas and identified zones
- impact on perceptions or the image of targeted area
- develop and reclaim derelict or underused buildings.

Under Measure 2.2, the SPD supports the development of, and access to, facilities that allow SMEs and communities access to training in the latest technology and equipment and to technical and business expertise.

Priority 1 of the SPD promotes enterprise and innovation to safeguard and increase employment. It explicitly recognises the need to develop additional jobs in growth sectors, while supporting existing businesses to improve their competitiveness. The Priority supports the development of a more innovative culture within the business community. Measure 1.4 recognises the need to increase the availability and range

of premises, including ‘incubator units’ and managed workspace that are closely linked to the provision of business support and advice.

The planned activities under our Strategic Objective 2 link directly with the objectives of Measures 2.1, 2.2 and 1.4, and will fit under the following indicative actions listed in the SPD. The baselines are in Schedule A in Appendix 2.

### **Indicative actions under the relevant measures of the SPD**

#### **Measure 2.1 Strategic Development Opportunities**

Provision of new and refurbished business premises in the context of strategic development,

Upgrading direct access links to the city centre from the community economic development areas.

Environmental improvements to increase the likelihood of private sector investment in the context of strategic development.

The provision of specialist business space, including ‘incubator units’, ‘start up’ space and high quality managed workspace offering support to key sectors.

#### **Measure 1.4 Business Infrastructure for SMEs and the Social Economy**

Support for assessments of existing provision and potential demand at the local level, to make sure there is an appropriate range of workspace at the local level.

Developing premises for SMEs, including managed workspace, other types of accommodation for SMEs with common services including redevelopment of existing premises and buildings with appropriate off-site services and environmental enhancements including reclamation and decontamination.

#### **Measure 2.2 Economic Infrastructure**

The provision of vocational training facilities including local learning and training centres.

### **Indicative Projects under Strategic Objective 2**

Project and Sponsor	SPD Measure	Cost	Grant	Ouputs
Restoring City Pride and Connecting Derby Derby City Council	2.1	£2million	£1million	Hectares of industrial/ commercial sites made available  Area of premises  Occupancy rates of premises
RTC Business Park Derby City Council Linked to SO3	1.4	£2.9 million	£950K	Area of premises 5400 m  Environmental Improvements 1 Occupancy rate 8-%
Derby Centre for Engineering Training	2.2	£1.2 million	£600K	Area of premises 1960 m2

Wilmorton College				No of centres for local learning & training 1
Derby Motor Vehicle Training Centre Wilmorton College	2.2	£96K	£48K	Area of premises 62m2? No of centres for local learning & training 1

### Strategic Objective 3

**To strengthen Derby's competitiveness by supporting the development needs, including ICT, of growth sectors and inner city businesses including social enterprises.**

#### Background and rationale

Derby's economy has gone through structural change in the last 15 years. Major sectors such as aerospace and rail have seen their workforces halved. Despite this decline in employment, a high proportion of the city's workforce is employed in manufacturing industries, which remain vulnerable to global market pressures. Future employment growth depends not only on supporting traditionally important sectors in the city and encouraging local growth but also on new investment and encouraging the spirit of entrepreneurship, especially in technology and knowledge based sectors.

One consequence of the restructuring has been the development of technology-based supply chains in high growth engineering. However, local companies remain vulnerable to wider impacts from restructuring in some of the traditional sectors. Other developing sectors include the business and professional parts of the service sector, stimulated in part by the Prudential Bank's move to Pride Park in 1998. Tourism, cultural and creative industries are also high growth sectors for Derby. Local business support activities need to complement the sector and cluster development approach being championed by *emda*, with both a sectoral and physical approach to supporting businesses in Derby's Objective 2 area.

Derby, like other areas in the East Midlands, shows a low density in the numbers of VAT registered businesses, and the Objective 2 area is typical of a disadvantaged business community. Yet Southern Derbyshire Chamber's New Normanton Business Centre has been successful in supporting a high level of new start-ups in the area since 1994. Of particular importance to the Objective 2, area and to Derby's economy as a whole, is the contribution from businesses within the black and ethnic minority communities. Business support will focus on helping new businesses and the spread of entrepreneurship amongst black and ethnic groups.

In addition, social and community enterprises are major employers and provide support for Derby City Partnership's priority groups. The continuing development and success of this sector will be an important contribution to Derby's competitiveness and it will be supported under the Action Plan.

A crucial element required to support the competitiveness of Derby businesses is the development needs of the workforce. The gap in skills of the workforce and the organisational needs to meet business objectives presents a significant challenge to

economic development in Derby. This impacts across all business sectors, from social and community enterprises in disadvantaged communities to SMEs in growth sectors. However, it is also important to support employees in large companies in traditional sectors whose jobs are under threat from continuing restructuring in response to global market pressures.

The Action Plan will support a range of business support activities to complement the activities under strategic objectives 1 and 2 in support of the priority sectors and business needs identified in the Derbyshire Business Link Business Plan.

Support will help existing SMEs and start ups. There will be support for developing an *inner city business cluster*, with targeted provision on black and ethnic minority businesses, micro businesses and social enterprises established to support disadvantaged groups.

Activities under this strategic objective will complement the activities of Southern Derbyshire Chamber which is responsible for delivering the Business Link services in Derby to support Derbyshire Business Link strategy. The Action Plan links with the University of Derby's Higher Education Reach-Out to Business and the Community initiative, which has established the Regional Enterprise and Development Office, RED. The RED strategy prioritises the development of the urban economy and, in particular, gives priority to enabling ethnic business communities access to higher level training.

A number of regional projects will also complement the cluster development activities being taken forward under DCP's Action Plan. EMMedia is a regional consortium bringing together experts to help support the development of new media companies. As part of our strategic development opportunity, we anticipate new media companies emerging as a result of the new investment in a Visual and Media facility. EMMedia will provide specialist sectoral support. The Partnership will also look to work with the Engineering Forum, where they can provide additional support for Derby companies that is not available through existing and developing local business networks.

### **Links to the SPD**

This strategic objective links directly to Priority 1 of the SPD. Priority 1 supports the need to develop additional jobs in growth sectors to develop a more balanced industrial structure while supporting existing businesses to improve their competitiveness. Engineering is identified as a leading sector in the region. The SPD also seeks to increase employment in business and financial service sectors. It supports developments around ICT and activities to develop a more innovative culture, encouraging companies to anticipate and embrace technological changes.

Under Measure 1.1, the SPD supports developing clusters in key sectors and technologies to support emda's Pathways to Prosperity report. High growth engineering is one of the sectors identified. There is an emphasis on supporting technological development and innovation within companies and establishing networks.

Measure 1.2 recognises the need for a range of financial actions to support existing businesses in traditional sectors and new businesses and businesses seeking to grow. The SPD will support effective processes for making sure SMEs, micro and community owned businesses have access to financial support. This includes establishing networks and funds specifically for sectors such as tourism or cultural

industries, targeted groups or geographically focused funds where an approach reflects local business needs.

Measure 1.3 will provide a range of business support to encourage long-term sustainable growth in the SME base and also micro businesses, community businesses and co-operative enterprises. A key theme of the measure is to improve management and business planning skills to anticipate and prepare for change.

The SPD recognises the need to provide additional ESF resources to support the skills needs of those companies in the Objective 2 area that need to adapt and which is required if companies are to secure the benefits of support under the ERDF measures. Under Measure 1.5 the SPD supports management development activities, providing higher level training in key sectors, support for a supply of labour in priority sectors and guidance and advice for new start businesses.

The planned activities under our Strategic Objective 2 link directly with the objectives of Measures 1.1, 1.2, 1.3 and 1.5 and will fit under the indicative actions listed in the SPD. The baselines are in Schedule A, Appendix 2.

### **Indicative Actions under the relevant measures of the SPD**

#### **Measure 1.1**

Assistance to help SMEs innovate, the organisation, management and promotion of networks and industry/sector groups, company specific advice and support aimed at improving technical competence of the company. Support to help SMEs to assess the implications of ICT and introduce ICT into their business, actions in support of knowledge based industries where ICT plays a prominent role.

## Measure 1.2

Development of financial instruments to be able to offer financial packages including support to start-ups, micro enterprises, and the social economy sector. Support will be available for funds targeted at specific disadvantaged groups.

## Measure 1.3

Provision of general business support for start-ups, existing SMEs, social and community enterprises including start up advice, aftercare, support to help businesses develop new markets in the UK and overseas, support to SMEs for financial planning and advice, support for consultancy and technical support for business related issues, support for environmental linked business activities, joint activity in targeted marketing and establishing critical mass including supply links, support to promote business networking, industrial co-operation and local supply links. Support will also be available for activities focusing on disadvantaged groups.

## Measure 1.5

Support for feasibility studies/research projects relating to skills needs in new emerging sectors. Company based anticipation activities, support for intermediary skills, provision of skills training and develop particularly higher level skills, support for management and business training for supervisors, professionals and managers, the provision of tailored recruitment and training packages linked to new investment. Wage subsidies, including support for people setting up in business and for social economy companies.

## Indicative Projects under Strategic Objective 3

Project and Sponsor	SPD Measure	Cost	Grant	Ouputs
RTC Business Park Linked to SO2	1.1	£2.9 million	£950K	Gross New Jobs 133 Number of new businesses 21 Number of technology initiatives or collaborative projects 1
New Normanton Business Centre post 2003	1.3	£400K	£200K	SMEs assisted 60 New SMEs 66
Pro Help BiTC	1.3	£97K	£48K	SMEs assisted 25?
Southern Derbyshire Chamber Grant Scheme linked to phoenix fund	1.2	£490K	£190K	Number of new starts assisted 40
Southern Derbyshire Chamber ICT support for SMEs	1.1	£500K	£250K	Number of SMEs assisted 25?
Access to higher level skills for SMEs University of Derby	1.5	£150K	£67.5K	90 SMEs assisted
Derby Rail Forum	1.3	£320K	£160K	36 SMEs assisted
Southern Derbyshire Chamber Business Growth and Development	1.3	£500K	£250K	50 SMEs assisted  50 new jobs

## STRATEGIC OBJECTIVE 4

**To help local people in the most deprived areas of Derby access the new employment opportunities by building capacity of local communities and developing facilities and services.**

### Background and rationale

The Objective 2 eligible area of Derby is, by fact of its selection, one of the most deprived in the region. Four of the five eligible wards fall in the top 30 most deprived wards in the East Midlands on the Index of Multiple Deprivation 2000. The communities continue to face high levels of unemployment, particularly among vulnerable groups such as women, young people, disabled people and people from minority ethnic groups. There is a significant difference in the level of educational attainment and skills levels between residents of these wards and the rest of the city. Crime rates are higher and poor health and the poor quality of the environment exacerbate the social problems of unemployment and poverty.

In some parts of the Objective 2 area, particularly the Normanton area in Litchurch and Babington wards, there are many active community and voluntary organisations. In other parts, the voluntary infrastructure is poor. However, even in areas where there are many organisations operating, participation rates among the population are low and particularly among certain groups such as young people.

The Partnership recognises that all communities need the opportunity to access all the services and benefits the city affords. For them to do this, the needs of particular groups must be incorporated into the planning and delivery of services and programmes. There is also a need to develop motivation amongst particular excluded groups to enable them to take advantage of economic opportunities.

The aim of this strategic objective is to provide support for priority groups to help them overcome barriers to participation in economic activity. The Action Plan will enable the Partnership to take an integrated approach to community economic development by supporting individuals to take up opportunities developing under other strategic objectives. For example, we will seek to support sustainable community businesses that link specifically with the theme of the Action Plan, and we will facilitate access to the new employment opportunities that arise.

In some parts of the Objective 2 area, this requires building the capacity of communities. In other parts, there is a need to address access issues such as access to financial services including insurance and credit based services, physical access to facilities, services and jobs and access to support for businesses in disadvantage communities. There is also a need to help individuals improve their educational and skills levels to increase their employability.

Under this strategic objective, we will target resources on our priority groups in the Objective 2 eligible area. This will include community capacity building, complemented by training and development actions. It is important to note that there is a high level community capacity building taking place under other regeneration initiatives in parts of the Objective 2 eligible area such as SRB, New Deal for Communities, Sure Start and URBAN II. Of the five eligible Objective 2 wards in Derby, four of them are eligible for support under Priority 3 of the SPD. These are Babington, Derwent, Litchurch and Osmaston. The Partnership will seek to bring together a range of funding streams to ensure delivery of capacity building activities in the areas of greatest need.

We also recognise that the level of funding available to support the training and development needs of individuals is limited under Priority 3 of the SPD. The Partnership will seek to access additional ESF funds through the Objective 3 Programme to complement the activities under this strategic objective of the Action Plan.

Some physical access issues, including providing local training facilities, improving transport links between the city centre and the community economic development areas, and business support for disadvantaged communities are addressed under Strategic Objectives 2 and 3.

### **LINKS TO SPD**

Under sub priority 3a the SPD identifies the need to concentrate resources to tackle the multiple deprivation and disadvantage in some wards. It recognises that the regeneration process can be enhanced by bottom-up community based solutions. It also recognises that a number of integrated actions will be required.

Under Measure 3a.1, as outlined above, we will seek to bring together a range of funding streams to deliver capacity building in those communities of greatest need.

Measure 3a.2 is designed to encourage progress towards the economic mainstream through providing small scale funds which will help introduce and develop economic activity across the four eligible wards. This measure recognises that people in local communities must be given the chance to access employment, create jobs and provide quality services for themselves and others.

Measure 3a.3, the ESF measure, recognises the need to support human resource development alongside the community capacity building activities. It supports pre-employment and employability training.

Under Priority 2 of the SPD there is a recognised need to provide community infrastructure investment. Measure 2.2 supports the development of, and access to, facilities which allow SMEs and communities access training in the latest technology and equipment, and to technical and business expertise.

The planned activities under our Strategic Objective 4 link directly with the objectives of Measures 2.2, 3a.1, 3a.2 and 3a.3 and will fit under the indicative actions listed in the SPD. The baselines are in Schedule A, Appendix 2.

### **Indicative actions under the relevant measures of the SPD**

#### **Measure 3a.1 Community Capacity Building**

Support will be available to develop local area partnerships, representative structures and community for community needs analysis, the development of strategies, action plans and delivery frameworks, activities which encourage community involvement in economic development and image enhancement, provision of information and communications service, awareness raising activities and opportunities to exchange experience.

### Measure 3a.2 Sustainable communities

Support in the form of financial support for development costs, economic activity and business loans by credit unions, provision of micro credit to beneficiaries in the targeted areas, innovative projects providing access to small scale finance for communities and pilot schemes. Capital and revenue support will be available for the provision of a full range of advisory support for community businesses. Provision of care facilities to enable local residents to access training or job opportunities. Provision of recycling/waste management related to creation of training, employment and enterprise opportunities.

### Measure 3a.3 Developing local skills to promote economic regeneration

Planning and running local training and employment Programmes including programmes which support the development of community financial instruments. Actions which support involvement in community representative structures, provision of personal development and advice, vocational and pre-vocational training programmes, training activities specific to needs of businesses and to the individual.

### Measure 2.2 Economic Infrastructure

Support for providing local learning and training centres and community based advice, information and ICT facilities relating to employment and training.

### Indicative projects under Strategic Objective 4

Project and Sponsor	SPD Measure	Cost	Grant	Ouputs
A community based financial institution in Derby	3a.2	200K	100K	Community Finance Institution 1
Derby Recycling Project Third Wave	3a.2	£800K	£400K	Community Enterprises Established 1
Community Economic Development Third Wave	3a.2	£745K	£370K	Social enterprises created 10
Derwent Stepping Stones Derwent Community Foundation	3a.2	£750K	£200K	Community Facilities established 1
Flexi-creche Wilmorton	3a.2	£46K	£16K	Community Facilities established 1
St James Centre Stage 2 CETA	2.2	£140K	£675K	Area of premises 100m2? No of centres for local learning & training 1
No 1 Centre	2.2	£458K	£210K	Area of premises 262m2? No of centres for local learning & training 1

## **Strategic Objective 5**

### **To improve and develop services, facilities, attractions and cultural events for tourists and visitors to the city centre.**

In 1997/98, an Economic Impact Study produced by the Heart of England Tourist Board indicated that tourism was worth in excess of £126 million to the city and supported approximately 4,500 jobs.

There is a locally held view that Derby does not make best use of its prime natural asset and visitor destination draw – the Peak District, which attracts over 22 million visitors each year. In addition, the city is well placed to capitalise further from the economic benefits of increased visitor and tourism numbers, with its strategic location as a gateway to two potential heritage developments, the nominated Derwent Valley Mills World Heritage Status and the Matlock to Buxton railway. There is an urgent need to forge an effective link between the city and these attractions. In particular, there is a need to identify and research the market segments that offer the greatest economic potential benefit to Derby and market the city effectively to them. There is also a need to develop and co-ordinate visitor information, in particular through harnessing the advances in ICT.

Derby must also maximise its indigenous cultural value. The development of the city's quarters is an important element in the overall plans for the city centre design and development strategy. Parts of the city centre will be developed under Derby's Strategic Development Opportunity, supported under Strategic Objectives 1 and 2 of this Action Plan to create a cultural quarter. To complement this the Action Plan will support additional investment directly linked to increasing visitor numbers to Derby through improvements to existing tourist and cultural facilities.

Further opportunities to stimulate visitor numbers lie in the potential development of cultural events and festivals. There have been a number of culturally specific activities and events led by minority ethnic groups and other arts providers including Derby Playhouse and Derby Dance Centre. However, there is a huge untapped potential in celebrating Derby's cultural diversity. There is a particular opportunity to link support for our targeted communities under Strategic Objective 4 of the Action Plan with this Strategic Objective.

### **Links to the SPD**

Priority 2 of the SPD recognises the importance of tourism and culture in the physical regeneration of parts of the region. It suggests that investment in sustainable tourism should be part of a strategic regional plan, and that local and small scale sustainable and cultural projects can contribute to regional achievements.

Measure 2.3 prioritises support in terms of geographical area, types of tourism or types of activities. This includes the quality of attractions and developing the distinctiveness of the region including cultural heritage, preserving and enhancing the built and natural environment. It also includes activities which form part of the attractiveness of the area for visitors, visitor management, market research and marketing, small scale and community based tourism and cultural projects including local festivals and promotional activities. This measure also supports developments of ICT in relation to tourism and cultural industries.

Measure 2.3 recognises the multiplier impacts from investment in tourism and cultural industries. Within the context of the Action Plan, which has a focus on

supporting the development of a cultural quarter and a creative and cultural industries cluster, the activities supported under Strategic Objective 5 of the Action Plan are indeed related to the multiplier impact. Alongside developments under Strategic Objectives 1 and 2, activities under this Strategic Objective could bring significant economic and social benefits to Derby, through the increase in new employment opportunities, increase incomes and engagement of local communities in cultural activities.

The planned activities under our Strategic Objective 5 link directly with the objectives of Measure 2.3 and will fit under the indicative actions listed in the SPD. The baselines are in Schedule A, Appendix 2.

### Indicative actions under the relevant measures of the SPD

#### Measure 2.3

Community cultural projects, events and festivals and promotional activities; new and upgraded sustainable tourism and cultural attractions, facilities and infrastructure of the highest quality, marketing and new tourist and culture related facilities normally provided by the public sector including support for actions that utilise and help preserve the area's cultural and environmental assets.

#### 2.3 Targets

#### Indicative projects under Strategic Objective 5

Project and Sponsor	SPD Measure	Cost	Grant	Ouputs
Cathedral Plus	2.3	£800K	£400K	725 m2 premises 19,000 new visitors Jobs created 1 1 new/improved attractions
Derby Playhouse	2.3	£2 million	£700K	1000 m2 premises improved 14000 new visitors 13 jobs created
DMS System for Derby City Tourism	2.3	£226K	£113K	No of new facilities 1
Derby Shines CETA	2.3	£159K	£60K	No of cultural events/festivals 10

# Relationship to other Strategies

THE ACTION PLAN IS DERBY CITY PARTNERSHIP'S RESPONSE TO BRING ABOUT A STRATEGIC APPROACH TO IMPLEMENTING OBJECTIVE 2 IN THE SMALL ELIGIBLE AREA OF DERBY. IT WILL MAKE SURE THE BENEFITS FROM THESE NEW FUNDS ARE MAXIMISED, BY COMPLEMENTING OTHER NATIONAL REGENERATION PROGRAMMES IN THE AREA AND ADDING VALUE TO OTHER AVAILABLE FUNDING. THE ACTION PLAN APPROACH WILL HELP DELIVER OUTPUTS TO SUPPORT AGREED LOCAL STRATEGIES, THE INTEGRATED REGIONAL STRATEGY AND THE REGIONAL ECONOMIC STRATEGY, WHILST CONTRIBUTING TO THE REGIONAL TARGETS SET OUT IN THE OBJECTIVE 2 SPD.

## **Integrated Regional Strategy**

THE ACTION PLAN APPROACH IS CONSISTENT WITH THE EAST MIDLANDS REGIONAL ASSEMBLY'S INTEGRATED REGIONAL STRATEGY WHICH SEEKS TO INTEGRATE ACTION ON ECONOMIC, SOCIAL, ENVIRONMENTAL AND SPATIAL ISSUES. IT PROVIDES A FRAMEWORK FOR SUB-REGIONAL AND LOCAL PARTNERSHIPS TO INTEGRATE NEW AND EXISTING POLICIES TO DELIVER BENEFITS TO COMMUNITIES.

## **Regional Economic Strategy**

The Regional Economic Strategy, being taken forward by the East Midlands Development Agency, emda, and which supports the economic objectives of the Integrated Regional Strategy, is the key regional strategy underpinning the East Midlands Single Programme Document. The Action Plan, which has been developed to support the objectives and priorities of the SPD, supports the Regional Economic Strategy. A number of thematic action plans and strategic frameworks have been developed, by emda, to help deliver the Regional Economic Strategy. This local Objective 2 Action Plan links directly to the priorities and objectives contained therein.

## **URBAN ACTION PLAN FOR THE EAST MIDLANDS.**

The regional Urban Action Plan, UAP, explicitly sets out the wish to see Objective 2 and Single Regeneration Budget -SRB resources prioritised and allocated to support the objectives of the UAP. The UAP incorporates 12 terms of reference that should be addressed in bids for support. These are in Appendix 1. With the exception of points 8, 9 and 11, which are ineligible areas of support under Objective 2, the Derby City Partnership Objective 2 Action Plan addresses the remaining elements as part of Derby City Partnership's strategic approach to regeneration.

The UAP also identifies five key priorities:

- capacity building
- urban regeneration companies
- master planning
- business support
- access centres

The next table summarises the links between the DCP's Objective 2 Action Plan and the Urban Action Plan for the East Midlands.

<b>UAP priorities</b>	<b>DCP Objective 2 Action Plan Strategic objectives</b>
Capacity building	SO 4
Urban regeneration companies	Not directly relevant to the action plan
Master planning	SO 2, SO 1
Business support	SO 3
Access centres	SO 4

### **Business Support Action Plan**

The Business Support Action Plan sets out a framework for delivering business support services to meet priority business needs in the region and it informs the business plans of the local franchisees of the Small Business Service, SBS. Five priorities have been identified at regional level and the links with DCP's Objective 2 Action Plan are set out below.

<b>Business Support Action Plan for the East Midlands</b>	<b>DCP Objective2 Action Plan Strategic Objectives</b>
Business births	SO 1, SO 2, SO 3
Innovation	SO1, SO 2, SO 3
ICT	SO 1, SO 2, SO 3, SO 4, SO 5
Sector and Cluster Development	SO 1, SO 2, SO 3, SO 4
International Trade	SO 3

### **Skills Action Plan**

The Skills Action Plan sets out six priorities for skills development across the region to reflect economic development needs. The DCP Objective 2 Action Plan will deliver activities supported under the European Social Fund that can support education and training activities. ESF activities amount to 8% of the plan, and is a critical element to ensure the workforce is able to take up new opportunities and contribute to economic development needs. The links between some of the priorities of the Skills Action Plan and DCP's Objective 2 Action Plan are set out below.

<b>Skills Action Plan</b>	<b>DCP Objective2 Action Plan Strategic Objectives</b>
Increasing motivation to learn	SO 4
Information and advice for adult learners	SO 4
Higher level skills	SO 3
Skills for older workforce	SO 3

### **ICT Strategic Framework**

An Action Programme is being developed by emda to help regional and sub-regional partners integrate their approaches to ICT. Some of the aims and recommended actions identified in the working paper have been integrated into DCP's Objective 2 Action Plan. Access to ICT is a priority action within Action Plan for both SMEs and communities to aid business development and learning, as is the use of ICT to disseminate information. The links between four of the seven strands of the ICT strategic framework and DCP's Objective 2 Action Plan are:

<b>ICT Strategic Framework</b>	<b>DCP Objective2 Action Plan Strategic Objectives</b>
Access to ICT	SO 1, SO 2, SO 4
ICT Information Dissemination	SO 4, SO 5
E-learning	SO 4
E-Business	SO 2, SO 3

### **Economic Inclusion Framework**

Within the context of the Regional Economic Strategy, emda's focus is on economic inclusion, rather than the wider issues of social exclusion that are addressed through the Integrated Regional Strategy. The draft framework aims to link the mainstream economic development activities with actions to support economic inclusion. The Action Plan approach will enable DCP to proactively support links between the new job opportunities that arise from infrastructure development and business support activities with our local communities. The Economic Inclusion Framework identifies three key initiatives and the links with DCP's Objective 2 Action Plan are:.

<b>Economic Inclusion Framework</b>	<b>DCP Objective2 Action Plan Strategic Objectives</b>
Enterprising communities	SO 1, SO 2, SO 3, SO 4, SO 5
Supporting social enterprises	SO 3, SO 4-
Community finance initiatives	SO 3, SO 4

### **HEART OF ENGLAND TOURISM BOARD**

The emphasis of the current strategy for the Heart of England Tourism Board is on visitor focus and it identifies six strategic aims to:

- strengthen leadership, partnership and expertise in tourism
- re-focus and rationalise tourism marketing, to reflect visitor awareness and interests
- co-ordinate and modernise the delivery of tourist information, making it easier for the visitor to make bookings
- enhance the appeal of local destinations and increase the contribution tourism makes to local communities and environments
- improve accessibility to and within the region and the experience offered by different forms of transport
- improve the performance of tourism enterprises and their appeal to the visitor.

Under Strategic Objective 5 of this Action Plan, bullet points 2, 3 and 4 will be addressed. Strategic Objective 3 will provide the business support activities to improve the performance of existing and new cultural and tourism enterprises. The Action Plan also seeks to link developments within the Derby eligible area with proposals to reopen the Matlock to Buxton railway adding to the 'visitor experience'.

### **EAST MIDLANDS CULTURAL STRATEGY**

'Time for Culture' complements both the Regional Assembly's Integrated Regional Strategy and the East Midlands Development Agency's Regional Economic Strategy. It recognises the role of culture in enhancing the quality of life in the region. The DCP Action Plan will take forward a number of the objectives set out in 'Time for Culture'. The links are set out in the table below.

East Midlands Cultural Strategy	<b>DCP Objective2 Action Plan Strategic Objectives</b>
Encourage more people to take part	SO 1, SO 4, SO 5
Celebrate our diversity	SO1, SO2, SO 5
Promote the role of culture in life-long learning	SO1, SO3, SO4
Support the cultural economy	SO1, SO2, SO3, SO4, SO5
Encourage sustainable regeneration	SO1, SO2, SO4, SO5
Campaign for the protection and improvement of cultural resources	SO1, SO2, SO5
Campaign to raise the profile of culture	SO4, SO5

### **Derbyshire Business Link Business Plan**

Derbyshire Business Link is responsible for delivering SBS services throughout Derbyshire. Southern Derbyshire Chamber will lead the delivery of Business Link services in Derby under Service Level Agreements with Derbyshire Business Link.

The Derbyshire Business Link Business Plan identifies these four local priority segments to be supported:

- start up business: building and entrepreneurial spirit
- high growth sectors: high growth engineering, tourism, cultural and creative industries, and e-businesses
- disadvantaged groups: women, young people and minority ethnic groups
- traditionally important sectors: land-based industries, manufacturing and textile.

The first three priorities are directly supported through the five strategic objectives of DCP's Objective 2 Action Plan.

The Derbyshire Business Link Business Plan also identifies these customer needs.

#### **Established businesses:**

- simple access to support
- expert advice
- personal service
- marketing and networking support
- workforce development
- lobbying
- local access to services
- market research
- help with legislation, recruitment and personnel
- ICT.

#### **Business trading for less than two years:**

- independent assessment of their Business Plan
- mentoring, networking, information and advice
- advice and funding for workforce development

- access to investors and new capital
- ICT advice and training
- in-depth support.

These needs will be met through the indicative actions set out under strategic objective 3 of the DCP's Objective 2 Action Plan.

## **UNIVERSITY OF DERBY**

The involvement of the University of Derby in the Derby City Partnership and Objective 2 Action Plan for Derby is consistent with a number of key strategies. The role of Higher Education Institutions, HEIs, in supporting the development of a highly skilled workforce and as stimulators and facilitators of knowledge transfer is recognised in the East Midlands Regional Economic Strategy 'Prosperity Through People, the Objective 2 SPD and the White Paper on Enterprise, Skills & Innovation 'Opportunity for All in a World of Change' (DTI, Feb 2001).

Specifically, the involvement of the University of Derby in the Objective 2 Action Plan for Derby complements the Higher Education Reach-Out to Business and the Community initiative, HEROBaC. This initiative, funded by HEFCE, the DTI, the OST and the DfEE, is aimed at enabling HEIs to maximise their contribution to the regional economic growth and competitiveness.

In May 2000, with the support of HEROBaC, the University of Derby established a Regional Enterprise and Development Office, RED, to help the University participate in local regeneration initiatives and to provide new routes for businesses, especially SMEs, to access higher education.

The University's RED strategy prioritises the development of Derbyshire's urban economy in recognition of the different needs of inner city businesses. Funding has been sought by the University under the Higher Education Innovation Fund, HEIF – launched in the DTI Science & Innovation White Paper July 2000 – to pump-prime new mechanisms to support Derby's indigenous businesses. This includes developing an innovative Lifelong Learning Awards Framework that can support and recognise work-based learning and developing new methods and products to engage the business community in HE. The University's RED strategy gives particular priority to enabling ethnic business communities to access higher level training as emda notes that public business support services have not successfully penetrated the ethnic minority business sector (emda Urban Action Plan).

The Derby Objective 2 Action Plan is also consistent with a regional HEIF bid submitted by the East Midlands Universities Association that is aimed at providing incubation support for graduate business start-ups and the support of young micro-businesses. If successful, this regional HEIF bid will be able to support young businesses occupying 'incubator units' developed through the Derby Action Plan.

The Creative and Cultural industries are a priority sector for the University of Derby. The University is investing £8 million in creating a single-site centre of excellence for the School of Art & Design at Britannia Campus. The School of Art and Design is also investing in developing of a suite of new post-graduate training programmes aimed at supporting business start-ups in the Creative and Cultural Industries. ESF has been sought to support the delivery of these new higher-level training programmes and to provide technical support and mentoring for new businesses or young businesses seeking to grow. This suite of business support and training will be

delivered in partnership with the East Midlands Arts Board and will complement the business incubator capital projects already undertaken at Banks' Mill and that to be delivered with the support of Objective 2 Green Lane.

### **Derbyshire Learning and Skills Council**

The Derbyshire Learning and Skills Council, established in April 2001, is responsible for the planning and funding of all post compulsory learning except Higher Education, in Derbyshire. It is in the process of developing a Strategic Plan for the period April 2002 to March 2005, and the issues and priorities identified through a local consultation process will be integrated within the national priorities. The Objective 2 Action Plan will support the DLSC's local priorities, and match funding from the LSC will be used to deliver some of the workforce development activities under the ESF Measures.

### **Derby City Council**

UNDER THE LOCAL GOVERNMENT ACT 2000, LOCAL AUTHORITIES IN ENGLAND AND WALES HAVE TO PREPARE A COMMUNITY STRATEGY TO IMPROVE THE ECONOMIC, SOCIAL AND ENVIRONMENTAL WELL BEING OF THEIR AREA AND ITS INHABITANTS. DEVELOPING AND IMPLEMENTING THESE CHANGES WILL REQUIRE JOINT WORKING ACROSS PUBLIC, PRIVATE, COMMUNITY AND VOLUNTARY SECTORS. DERBY CITY COUNCIL WILL TAKE THE LEAD IN DRAWING UP THE COMMUNITY STRATEGY THAT WILL PROVIDE AN INTEGRATED APPROACH TO THE SUSTAINABLE ECONOMIC, SOCIAL AND PHYSICAL DEVELOPMENT OF THE CITY. THE OBJECTIVE 2 ACTION PLAN WILL BE AN INTEGRAL PART OF THE EMERGING COMMUNITY STRATEGY.

### **DERBY CITY PARTNERSHIP'S 2020 VISION**

THE DERBY CITY PARTNERSHIP'S 2020 VISION DOCUMENT IS THE OVERARCHING STRATEGY AGREED BY PARTNERS, WHICH SETS OUT PRIORITIES AND OBJECTIVES FOR ACHIEVING THE VISION OF MAKING DERBY ONE OF THE UK'S TOP TEN CITIES BY THE YEAR 2020. THE PARTNERSHIP RECOGNISES THAT POVERTY AND DISADVANTAGE CONCENTRATE AND IMPACT DISPROPORTIONATELY ON CERTAIN GEOGRAPHICAL AREAS AND GROUPS, AND HAVE AGREED A NUMBER OF REGENERATION PRIORITIES. THE FIVE OBJECTIVE 2 ELIGIBLE WARDS HAVE BEEN IDENTIFIED AS THE PRIORITY REGENERATION WARDS IN THE CITY. SEVEN REGENERATION PRIORITY GROUPS AND A NUMBER OF STRATEGIC SITES HAVE ALSO BEEN IDENTIFIED, ALTHOUGH NOT ALL THESE GROUPS AND SITES ARE ELIGIBLE FOR OBJECTIVE 2 SUPPORT. THIS PROVIDES A BASIC FRAMEWORK FOR DERBY CITY PARTNERSHIP'S APPROACH TO MAXIMISING THE BENEFITS OF REGENERATION FUNDING SO THAT PHYSICAL, ECONOMIC, COMMUNITY AND ENVIRONMENTAL REGENERATION PRIORITIES ARE ACHIEVED IN A CO-ORDINATED AND COMPLEMENTARY WAY. THE OBJECTIVE 2 ACTION PLAN FORMS PART OF THE PARTNERSHIP'S DEVELOPING REGENERATION STRATEGY.

THE 2020 VISION IS ALSO THE CITY'S FIRST LA21 STRATEGY, WHICH UNDERPINS THE PARTNERSHIP'S LONG TERM GOAL OF SUSTAINABLE DEVELOPMENT. IT STATES THAT THERE WILL BE...

- A commitment that resident involvement and participation will be the cornerstone of regeneration programmes and resources within the programmes.
- An equal opportunities strategy which explicitly commits the regeneration partners to identify and address the needs of specific groups as part of the programme.
- A voluntary/community sector support strategy which genuinely seeks to build the long term capacity of local groups to survive beyond the life of the programme.
- A business sector support strategy which promotes growth, investment and job creation and retention.
- A commitment to make sure that environmental factors are taken into account and that regeneration funding is used to protect and improve the environment.

### **1.1.1 Sub Regional Strategic Partnership and Local Strategic Partnership**

As Derby is one of the 88 areas in England and Wales that is eligible for Neighbourhood Renewal Funding, Derby City Partnership must gain accreditation as a Local Strategic Partnership and it must draw up a Neighbourhood Renewal Strategy setting out priorities and targets for use of Neighbourhood Renewal Funds. Whilst the focus of the Neighbourhood Renewal Funding is on improving service provision, actions within the Objective 2 Action Plan will contribute to addressing targets within some of the priority neighbourhoods which fall within the eligible Community Economic Development areas. In particular, actions will contribute towards targets concerned with worklessness and environmental improvements.

The East Midlands Development Agency is currently setting up a number of Sub-regional Strategic Partnerships that will be responsible for drawing up sub-regional economic strategies to help deliver the overarching Regional Economic Strategy – Prosperity through People. We would expect to show clear links between the Objective 2 Action Plan and a sub-regional economic strategy for the Derby area.

### **Derby City Single Regeneration budget scheme**

SINCE APRIL 2001, FOUR EXISTING DCP SRB PROGRAMMES HAVE BEEN MERGED INTO A SINGLE SCHEME. THE SCHEME FOCUSES ON THE SOCIAL, PHYSICAL AND ECONOMIC REGENERATION OF SIGNIFICANTLY DISADVANTAGED COMMUNITIES IN DERBY. THE FOUR AREA PROGRAMMES ARE:

SRB 2 Derby's Rail Corridor Opportunity from Global Change

SRB 3 Sustainable Neighbourhood Regeneration for South West Derby

SRB 5 Supporting People in Osmaston and Allenton

SRB 6 Normanton Regeneration NRG.

OF THE FOUR AREAS, THE BOUNDARIES OF SRB 2 AND SRB 6 SCHEMES ARE WITHIN THE ELIGIBLE OBJECTIVE 2 AREA OF DERBY, THE AREA WITHIN THE OSMASTON WARD IS ELIGIBLE IN THE SRB5 SCHEME AND NONE OF SRB 3 SCHEME FALLS WITH THE OBJECTIVE 2 ELIGIBLE AREA. THE MERGED DELIVERY PLAN SETS OUT FIVE STRATEGIC OBJECTIVES.

SO1 – enhance the employment prospects, education and skills of local people.

SO2 – address social exclusion and enhance opportunities for disadvantaged people.

SO3 – promote sustainable regeneration, improving and protecting the environment and infrastructure, including housing.

SO4 – support and promote growth in local economies and business

SO5 – tackle crime and drug abuse and improve community safety.

WITH THE EXCEPTION OF THE HOUSING ELEMENT WITHIN SO3 AND ACTIONS UNDER SO5, THE STRATEGIC OBJECTIVES OF THE MERGED SCHEME COMPLEMENT THOSE OF THE OBJECTIVE 2 ACTION PLAN. BOTH THE SRB SCHEME AND THE ACTION PLAN WILL BE MANAGED BY DCP'S SPECIAL PROGRAMME MANAGEMENT COMMITTEE, AS SET OUT UNDER SECTION 9, WHICH WILL ENSURE A STRATEGIC USE OF BOTH FUNDING STREAMS TO DELIVER THE REGENERATION PRIORITIES WITHIN THE 2020 VISION.

### **New Deal for Communities Strategic Plan: Derwent Community Partnership**

THE NEW DEAL FOR COMMUNITIES ELIGIBLE AREA FALLS WITHIN THE DERWENT WARD, ONE OF THE OBJECTIVE 2 ELIGIBLE WARDS IN DERBY. A TEN YEAR STRATEGIC PLAN HAS BEEN DEVELOPED BY A NEIGHBOURHOOD MANAGEMENT TEAM AND COMMUNITY LED SHADOW MANAGEMENT BOARD WITH LOCAL RESIDENTS AND KEY STAKEHOLDERS. IT SETS OUT SEVEN STRATEGIC GOALS TO:

- improve health and reduce inequality
- create a community of lifelong learning
- create a safer community
- improve the quality of life
- build the capacity of the local community
- create a vibrant local economy
- improve housing and neighbourhood management

WITH THE EXCEPTION OF THE HEALTH GOAL, A SAFER COMMUNITY AND HOUSING GOALS, THE OBJECTIVES COMPLEMENT THE OBJECTIVE 2 ACTION PLAN.

WHERE APPROPRIATE, AND RESPECTING THE DECISIONS OF THE DERWENT COMMUNITY PARTNERSHIP SHADOW MANAGEMENT BOARD, DCP WILL SEEK TO MAKE SURE STRATEGIC USE OF NDC FUNDING TO DELIVER OUTPUTS ACROSS THE OBJECTIVE 2 AREA.

### **1.1.2 EU URBAN II Programme: The Spirit of Normanton**

The Normanton area of Derby will be eligible for URBAN II funding, yet to be approved by the Commission. The area is made up of parts of five wards. It is the area within Babington and Litchurch wards which is also Objective 2 eligible.

The resources from the URBAN II Community Initiative Programme will be directed at pioneering and creative approaches to address needs of the people of the area. In particular, the URBAN Programme will be used to support community capacity building activities and address people's needs at an individual level to address root causes of economic and social deprivation. This approach will complement the activities to be delivered under the Objective 2 Action Plan, which focus on structural economic intervention. Whilst funding under strategic objective 4 of the Action Plan is directed at community capacity building, the Partnership recognises the level of funding available within the SPD is insufficient to support the communities' needs if they are to take up the opportunities arising from actions under the other strategic objectives. By taking an Action Plan approach, the Partnership aims to co-ordinate activities supported under other regeneration programmes, such as SRB and URBAN, to ensure capacity building activities undertaken under these schemes enables communities to take up opportunities under Objective 2.

## **1.2 Objective 3**

The Objective 2 area of Derby is eligible for support under the mainstream Objective 3 programme. The programme provides an important source of funding to support the training and development needs of people in the Objective 2 area. One of the key issues facing people of the area is their inability to access new employment opportunities due to their low qualification and skills base and outdated skills. In developing the strategy for the Action Plan, the Partnership acknowledges the need to access additional resources to support the training and skills needs. The strategic management process of the Action Plan, alongside other regeneration programmes will seek to ensure the development of appropriate training and support projects which can access funding from the mainstream Objective 3 programme. With the introduction of co-financing, the Partnership will work to ensure co-financing plans that cover the Objective 2 area accord with the Action Plan strategy.

# Target area

Derby City is a free-standing city of about 235,000 people. It is located on the River Derwent to the south and east of the Derbyshire uplands and on the northern flanks of the Trent Valley. The city has good road and rail communications including easy access to East Midlands Airport. As the third largest city in the East Midlands, it is a centre of regional importance for employment, shopping, leisure and culture.

The target area for this Action Plan is the five eligible Objective 2 wards of Abbey, Babington, Derwent, Litchurch and Osmaston. These wards form the major part of Derby city centre and its periphery. They are defined as the priority regeneration wards in Derby's 2020 vision. The communities resident within the Objective 2 wards continue to face high levels of unemployment, poverty and disadvantage, particularly among vulnerable groups such as women, disabled people and people from minority ethnic groups. Four out of the five eligible wards – Babington, Derwent, Litchurch and Osmaston are defined as 'Community Economic Development' areas, under the East Midlands SPD criteria, and suffer from multiple deprivation.

A map of Derby's Action Plan area is at appendix 4.

## 1.3 POPULATION PROFILE

Key point

- ***the population of the Objective 2 area in Derby is growing. Part of the area - Babington and Litchurch - contains over 50% of the city's minority ethnic communities.***

The Census of Population in 1991 put the population of Derby at 218,802. The 1999 mid-year estimate for Derby from the Registrar General indicates the population has grown to 236,429.

Derby is a culturally diverse city and, at the time of the 1991 Census, 21,144 people belonged to ethnic minority communities in Derby, which represented 9.7% of the population. The largest communities are of Indian and Pakistani ethnic origin which form 3.8% and 2.5% of the total city population, while African Caribbean's form 1.5% of the population.<sup>1</sup>

According to the 1991 Census, the Objective 2 eligible area has a total population of 51,896. Mid-year population estimates in 1999 suggest that this figure has increased by over 7,000 people. Ethnic minority groups account for a significant proportion of the population in Babington and Litchurch at 45.9% and 32.4% respectively. The largest communities are Indian, Pakistani and African-Caribbean. Recent evidence suggests that the Pakistani and Bangladeshi populations are consolidating in these areas, whilst the more affluent section of the Indian population are moving out. A further characteristic is the number of asylum seekers in these wards, which account for 1% of the population.<sup>2</sup> Abbey, Derwent and Osmaston have a predominately white population, with an average 6.4% of the total population from minority ethnic

<sup>1</sup> Derby Community Legal Service Partnership

<sup>2</sup> The Spirit of Normanton URBAN II Community Initiative Programme, 2000

groups. Derwent, in particular, has very low numbers from minority ethnic communities, but includes a growing number of refugees and asylum seekers.<sup>3</sup>

Ward	Population	% ethnic composition
Abbey	11,465	4.3
Babington	10,593	45.9
Derwent	10,343	2.7
Litchurch	10,662	32.4
Osmaston	8,833	8.2
<b>Derby City</b>	<b>218,802</b>	<b>9.7</b>

Source: 1991 census

## 4.2 Unemployment

Key points

- ***Unemployment in Derby as a whole has fallen over recent years, but unemployment rates in the Objective 2 areas of Derby have remained consistently high.***
- ***Very high levels of unemployment exist in the wards where Derby's minority ethnic population reside.***
- ***People with disabilities also suffer from high unemployment levels, and particular barriers to employment including employer's attitude.***
- ***Unemployment is linked to a number of issues, including qualification levels, perceived racism/disabilities/postcode discrimination, low skills, the benefit trap, lack of confidence and low paid jobs.***

Over recent years unemployment in Derby has continued to fall, mirroring trends nationally. At October 2000, unemployment stood at 5,369 or 5.2% of the economically active population.<sup>4</sup> However, this is still significantly higher than the national average of 3.7%. Male unemployment rates in Derby were 6.8% compared with 2.9% for females.

Despite the national trend, unemployment in the Objective 2 wards remains consistently high. Between 1997 and 1999, the Objective 2 wards experienced an average unemployment rate of 13.4%, peaking in Babington in 1997 at 21.3%.<sup>5</sup> Figures for December 2000 show a total of 2,386 people claiming job seekers allowance. This averages at an unemployment rate of 10.7%, significantly higher than for Derby at 5% - and for the region at 3.4%. Long-term unemployment is also an issue - one in four people in the Objective 2 wards has been unemployed for over a year. Long-term unemployment contributes to an individual's circumstances in

<sup>3</sup> New Deal for the Derwent Community bid, 2000

<sup>4</sup> This figure is based on claimant count data for Job Seekers Allowance which shows the number of people registered unemployed and seeking work. This does not identify the full extent of economic inactivity in the local labour market as it does not include residents who do not work for other reasons, such as poor health.

<sup>5</sup> National Statistics

terms of demoralisation, depression and exclusion from participation in the wider society. Moreover, lengthy periods of time away from the workplace contribute to a depreciation in existing skills, making it more difficult to find work.

Unemployment is particularly high among minority ethnic communities. Figures from the 1991 census show an unemployment rate amongst the Pakistani Community of four times higher than for the white population. It is no coincidence that Babington and Litchurch, where the majority of Derby's minority ethnic population is concentrated, experience levels of unemployment at up to three times the Derby average. Focus groups consulted for the Derby URBAN II bid mentioned racism/postcode discrimination as one of the reasons why people in this area are not able to find jobs. Other reasons included poor qualifications that did not match job vacancies, low skills, the benefit trap, lack of confidence and low paid jobs.<sup>6</sup> Table 4.2 gives the unemployment rates and numbers for the Objective 2 wards.

High levels of unemployment are also found among people with disabilities, particularly those that have registered their disability. A survey by Southern Derbyshire Chamber found that disabled people are more likely to be unemployed than able-bodied people. . In addition, 38% of people claiming unemployment benefit were registered disabled, compared to 18% of people who are disabled but in work. Disability is also cited as a key barrier to accessing employment. Derby City's Joint Investment Plan – 'Welfare to Work for Disabled People' identifies problems for disabled people in accessing, remaining and progressing in work. Employer's attitude is cited as the most significant barrier to gaining employment, and, once in work, disabled people can have problems accessing correct work adaptations and promotion opportunities.<sup>7</sup>

Ward	Total %	Total numbers
Abbey	7.8	461
Babington	14.6	648
Derwent	7.3	327
Litchurch	14.2	622
Osmaston	9.5	328
total		<b>2386</b>
Average	<b>10.5</b>	

Source: National Statistics, 2001

### 4.3 Poverty and social exclusion

#### Key Points

- ***Four out of the five Objective 2 wards are categorised as Objective 2 'Community Economic Development' areas and suffer from high levels of multiple deprivation.***

<sup>6</sup> Derby URBAN II bid, 2000

<sup>7</sup> Disabled People's and Deaf People's Access to Employment in the City of Derby

- **All homes in the Objective 2 area have a higher than average dependency on Housing and Council Tax benefits. There are concentrations of poverty on particular estates and postcode areas.**

All Objective 2 wards with the exception of Abbey, fall in the top 30 most deprived wards in the East Midlands Region. The Index of Multiple Deprivation measures factors such as income deprivation, employment deprivation, health deprivation and disability, housing skills and training deprivation and geographical access to services.

Table 4.3 illustrates the regional ranking of the Objective 2 wards according to the 2000 Index of Multiple Deprivation.

Ward	Ranking
Abbey	150
Babington	19
Derwent	29
Litchurch	7
Osmaston	14

Source: DETR 2000

Analysis of the specific indicators reveals the severity of poverty in the Objective 2 wards. Council tax benefit, a means tested benefit, is granted to households, either working or unemployed, with a low income. Housing benefit, another means tested benefit, is granted to low income households in rented accommodation. For both indicators, all Objective 2 wards show a higher dependence than for the Derby average, with the highest levels recorded in Osmaston, where one in three houses claim either housing or council tax benefits.

Ward	HB claimant	% of homes	CTB claimant	% of homes	Total homes
Abbey	1605	23	1753	25.1	6974
Babington	1312	25	1637	31.1	5257
Derwent	1447	30.8	1557	33.1	4699
Litchurch	1456	31.1	1674	35.7	4685
Osmaston	1274	36.9	1362	39.5	3452
<b>Derby average</b>	800	16.2	1004	20.3	98911

Source: Derby City Council 2001

Recent research into the extent of poverty and deprivation in the Objective 2 wards shows that even within these areas there are further disparities, with concentrations of poverty on particular estates and postcode areas. In Derwent and Osmaston, dependence on Council Tax Benefit is widespread, with large areas where over 50% of households in receipt of this benefit.<sup>8</sup> In Abbey, Babington and Litchurch the concentrations are less marked, with smaller pockets of high dependency levels, in defined areas. The map at appendix 4 shows the percentage of households claiming Council Tax Benefits in the Objective 2 wards.

#### 4.4 Health

<sup>8</sup> Derby City Council

## Key points

- **Poverty has a major impact on the health of the residents within the Objective 2 area. Low income limits access to basic provisions such as shelter, food and warmth. Poverty limits people's ability to make healthy choices, and increases the likelihood of stress related health problems.**

In the Objective 2 wards, health is generally poorer than the city average. Low income is associated with poor diet and poor working and living conditions. Unemployment can also have a serious effect on health because of stress and other psychological factors. As poverty has grown in the Objective 2 wards, this has had an impact on the health of the population.<sup>9</sup>

The data table 4.4 shows the rate of infant mortality and life expectancy in the five wards. Low rates of infant mortality are generally accepted to be a good marker of general health and social well-being of a community. The infant mortality rate is a composite of the number of still-births and deaths below the age of one year for every 1,000 births.

Infant mortality in England has been shown to be higher among babies born to parents of lower social classes. This is echoed in the geographical pattern of infant mortality in Derby. There is strong correlation between the Index of Multiple Deprivation and infant mortality. Derby's poverty profile 2000 notes that in the wards with the highest level of poverty – Litchurch, Osmaston, Derwent, Babington and Normanton - there were 74 infant deaths in the period 1992 to 98. Four of these wards have Objective 2 status. In the remaining 15 city electoral wards there were 88 infant deaths in the same period.<sup>10</sup>

Life expectancy at birth is higher for people at the top of the social scale than those in the lower classes. Premature mortality, death before 65, is higher in deprived communities. The differences in life expectancy are particularly acute among males. Life expectancy for men in the Objective 2 wards is almost three and a half years less than the city average.

Ward	Infant mortality*	Life expectancy	
	* per 1000 births	Male	Female
<b>Abbey</b>	3.9	70.4	77.6
<b>Babington</b>	9.8	68.5	76
<b>Derwent</b>	12	70.4	76.2
<b>Litchurch</b>	19.5	68.7	74.2
<b>Osmaston</b>	17.8	69.9	75.5
<b>Derby city</b>		<b>73</b>	<b>77.6</b>

Source: Derby City Council 2001

<sup>9</sup> Derby URBAN II bid, 2000

<sup>10</sup> Derby Poverty Profile, 2001, Derby City Council

## 4.5 Economic activity

### Key Points

- ***Economic activity rates are lower in Derby than in the East Midlands and UK, for both men and women. They are also lower for disabled people and people from minority ethnic groups. As the labour market continues to restructure, activity rates are expected to rise in these groups.***

Economic activity rates are lower in Derby than in the East Midlands and Great Britain. The Labour Force Survey for summer 2000 indicates that 70.7% of people of working age in Derby are economically active. This rate is significantly less than the regional rate of 81.0% which itself is slightly higher than the rate for Great Britain, at 79.8%.

This pattern is mirrored in the rates for males and females. In Derby 76.7% of males are economically active compared to the regional rate of 86.8% and national rate of 85.2%. Of the female population of working age, 64.2% are economically active as compared to 74.6% regionally and 73.8% for Great Britain. This indicates that Derby has higher rates of economic inactivity than the region and Great Britain overall.

National evidence illustrates that economic activity is also lower in ethnic minority groups than in white people, with an average rate of 65% across all minority ethnic groups. However, there is considerable variation between individual groups, and in particular between women from minority ethnic groups. Black Caribbean women, for example, have similar economic activity rates as white women, but for Pakistani and Bangladeshi women, the national activity rate is just over 20%.<sup>11</sup> This suggests cultural values may be a determining factor in the desire and ability to seek and find work.

Economic inactivity encompasses people who are unemployed and seeking employment but also people under pensionable age who are not able to work for other reasons such as sickness. Sickness and disability are a common cause of economic inactivity, cited by respondents to the Chamber's Household Survey as a key barrier to employment.<sup>12</sup> Data at ward level on economic activity is not available, but factors such as high unemployment levels, dependence on benefits and low levels of basic skills suggest that economic inactivity is much higher in the Objective 2 wards than Derby as a whole.<sup>13</sup> However, as the demand for labour increases and continued restructuring of the labour market takes place, activity rates for some groups - particularly women, but also ethnic minorities and people with disabilities - are expected to rise.<sup>14</sup>

## 4.6 SKILLS AND QUALIFICATIONS

### Key points

- ***Residents in the Objective 2 wards in Derby are underachieving in terms of progress towards National Learning Targets.***

<sup>11</sup> Commission for Racial Equality Factsheet, 'Employment and Unemployment', 1997.

<sup>12</sup> Southern Derbyshire Chamber Household Survey 1998

<sup>13</sup> Derby Community Legal Service Partnership

<sup>14</sup> LSC Household Survey, 2000

- ***A significant percentage of the population hold no qualifications at all.***
- ***There is a lack of key and basic skills among residents of the Objective 2 wards.***
- ***The workforce in Derby as a whole has some of the highest levels of qualifications in the region.***

National learning targets require that 50% of the adult workforce will be qualified to NVQ level 3 and 28% qualified to NVQ level 4 or equivalent by 2002. These targets include people who are seeking work, as well as those in employment.

By 1999, 43.2 % of the working age population was qualified to NVQ level 3 in Derby. This compares favourably to the East Midlands as a whole at 37.9%, and is higher than the figures nationally at 40.1%.<sup>15</sup>

Within the Objective 2 area, respondents to Southern Derbyshire Chamber's Household Survey of 1998 indicated that all wards within Derby's Objective 2 area are underachieving in terms of progress towards National Learning Targets, and that almost half of all residents in these areas hold no qualifications at all. Table 4.5 shows that lack of qualifications is most evident in Osmaston, with 62% of the working age population holding no qualifications. For this group of people attaining NVQ1, or its equivalent, would improve their employment opportunities and provide scope for them to move around within the labour market.

Low levels of literacy, numeracy and IT skills are also in evidence in the Objective 2 area. In Babington, 50% of the respondents had low numeracy levels, compared with 37% across the city and 24.9% had low literacy levels compared with 16.9% for the city.<sup>16</sup> In addition, just over 30% across all Objective 2 areas had 'no perceived ability at all' in IT/Computer Skills.<sup>17</sup>

People with few or no skills are increasingly vulnerable in the labour market, especially given the greater emphasis on IT as a basic skill by employers. Even those that are currently in work will find themselves increasingly disadvantaged. Without basic skills, people are more likely to become marginalised in the labour market. Young people with literacy and numeracy problems are most likely to leave school at the earliest opportunity, and more likely to become unemployed.<sup>18</sup>

Ward	% of respondents by highest NVQ equivalence					
	None	1	2	3	4	5
Abbey	25	2	18.2	31.8	16.9	6.1
Babington	39.4	0	19.7	18.3	16.9	5.6
Derwent	47.3	0	27.3	12.7	7.3	5.5
Litchurch	57.1	1.6	23.8	9.5	6.3	1.6
Osmaston	62.8	7	16.3	4.7	4.7	4.7

Source: East Midlands Household Survey 1998

<sup>15</sup> Southern Derbyshire Household Survey, Southern Derbyshire Chamber/ Objective 2 SPD

<sup>16</sup> Derby URBAN II bid, 2000

<sup>17</sup> Southern Derbyshire Household Survey, Southern Derbyshire Chamber

<sup>18</sup> Objective 3 Regional Development Plan

## 4.7 Earnings and Income

	<b>Derby</b>	<b>East Midlands</b>	<b>Great Britain</b>
<b>Full-time males</b>	23,025	22,427	24,298
<b>Full-time females</b>	17,097	15,438	17,556
<b>Full-time employees</b>	21,390	20,116	21,842

Source: New Earnings Survey 2000

Derby city has the highest average earnings in the East Midlands, for both women and men. The average annual salary for men and women working in the city is £21,390, although there is still a significant gender gap of almost £6,000 between the average male and female earnings. Employees in Derby also earn the highest proportion of their wages from overtime. This makes Derby's economy particularly vulnerable in recession, when wages shrink due to constraints on overtime and spending power is considerably reduced.

Although there is no official level of income below which poverty is said to occur, the Department for Work and Pensions has defined households having below 50% of average income as being in poverty. Using this definition, households earning less than £10,700 would be classed as living in poverty.

Derby City Council's Poverty Profile 2001 highlights that there are significant concentrations of households with an income of less than £10,000 a year. Geographically, these are concentrated in the inner city areas and wards with a high proportion of local authority and social housing, including the four Objective 2 wards of Babington, Litchurch, Derwent and Osmaston.

The Poverty Profile also displays the gulf between affluent and deprived areas in the city and within wards. In the Breadsall ward, which lies adjacent to the Objective 2 area, less than one in eight households in Oakwood have an income of less than £10,000 a year compared to the area of social housing in Derwent, where over 50% of households are below this level.

## 4.8 EMPLOYMENT TYPE AND GENDER

Key points

- ***There are marked gender differences in employment in Derby's Objective 2 area. The majority of people employed are men in full-time employment.***
- ***Gender differences are more prevalent among certain sectors, including manufacturing, which is the dominant industry in the area.***
- ***Specific support and long-term trends will help improve women's position in the labour market.***

Table 4.7 shows the breakdown of employment in the Objective 2 wards between male and female, full-time and part-time employment. Clear gender patterns exist. 57% or 42,793 of the total employed were males in full time employment, according

to the 1998 Annual Employment Survey. This is considerably higher than at a regional level, where 46.6% of employees fell into this group, emphasising the importance of male full time employment in Derby's Objective 2 area. Conversely, there are fewer women in employment as a whole across the Objective 2 area, at 39% against 50.4% for the region.<sup>19</sup> Regional research has shown that gender differences are more prevalent among certain sectors, including manufacturing. Two-thirds of employees in manufacturing are male and 90% of these are full time.<sup>20</sup> Average hourly earnings are much higher for men than for women in this sector. Women are more likely to work in clerical and secretarial jobs, in personal and protective services and in sales.<sup>21</sup> Even in other industries such as banking and finance, the bulk of managerial and high paid positions are occupied by men. Reversing this trend will require specific support. This may relate to increasing the skills, qualifications and experience of women to enable them to access higher paid jobs, as well as removing barriers to employment such as childcare.<sup>22</sup> Longer-term trends in the labour market may also benefit women. Forecasts expect the shift from manufacturing and production industries towards services, which indirectly favours female employment, to continue.<sup>23</sup>

Ward	Male FT	Male PT	Female FT	Female PT	Total
Abbey	4,027	584	2,391	1,578	<b>8,580</b>
Babington	1,224	247	2,089	1,672	<b>5,232</b>
Derwent	5,402	465	2,328	1,152	<b>9,347</b>
Litchurch	19,959	1,810	8,234	5,743	<b>35,746</b>
Osmaston	12,180	230	3,005	939	<b>16,354</b>
<b>Total</b>	<b>42,793</b>	<b>3,336</b>	<b>18,047</b>	<b>11,083</b>	<b>75,259</b>

Source: Annual Employment Survey 1998

#### 4.9 Occupational structure

Key points

- ***Industry in Derby is continuing to restructure. This has a continuing impact on the occupational structure of the workforce.***
- ***There has been a shift from Derby's traditional manufacturing employment base towards the service sector.***
- ***This occupational shift has resulted in significant differences in qualification and skills levels among local people.***
- ***Derby's Objective 2 area is particularly susceptible these changes, due to its reliance on a small number of large manufacturing companies.***

Over recent years, Derby has seen a shift from its traditional manufacturing employment base towards the service sector. Between 1985 and 1995, 22,000 jobs

<sup>19</sup> Objective 2 Single Programming Document. The Regional figures include the Agriculture, Fishing and Utilities sectors that are excluded due to confidentiality restrictions at a ward level.

<sup>20</sup> Objective 2 Single Programming Document

<sup>21</sup> LSC Household Survey 2000

<sup>22</sup> Objective 3 Regional Development Plan

<sup>23</sup> LSC Household Survey 2000

were lost in the manufacturing sectors. More recent redundancies have been made by Courtaulds Chemicals now Acordis, the Shaw Group and Delta Crompton Cables,<sup>24</sup> whilst jobs in the service sector have grown. In 1998, for example, the Prudential's decision to locate a call centre on Pride Park in Derby created approximately 1,500 new jobs. These changes have had an impact on the occupational structure, level and number of skills within the workforce in the Objective 2 area. At one end there is a high skills base, emanating from the transport-engineering sector, new high technology sectors and the developing business and professional parts of the service sector. At the other end, a large percentage of people working in unskilled occupations have no qualifications at all.

According to the SPD, the Objective 2 area is characterised by a higher percentage of people in professional and associate professional occupations and much lower proportion of the workforce in managerial occupations, compared to the regional average. However, in Derby, a slightly different pattern can be identified. Whilst the percentage of people in management is not quite as high as the regional average, it is much higher than in the Objective 2 areas in the three cities. In addition, there are higher numbers of people in professional/associate professional occupations, and fewer in semi-skilled jobs. The skills gap between what people have and what employers want is widening. In Derby's Objective 2 wards, these disparities are profound. Companies located in the area such as Rolls-Royce and Bombardier Transportation, formerly Adtranz, have an increasing need for high skills to enable them to compete in the world economy. 'An Assessment of Skill Needs in Engineering' comments that 'the shape and structure of the industry has changed in many ways, which have implications for skills. There has been a shift in the occupational balance towards the more highly skilled and educated'.<sup>25</sup> Consequently, residents in the Objective 2 area with a low skills base will find themselves increasing vulnerable, even if they are currently in work.

One consequence of the restructuring has been the development of technology-based supply chains in high growth engineering. Other developing sectors include the business and professional parts of the service sector, stimulated in part by the Prudential Bank's move to Pride Park in 1998. Tourism, cultural and creative industries are also high growth sectors for Derby.

Table 4.8 shows the percentages of people in employment by occupation in Derby, the three cities and East Midlands.

	<b>Derby</b>	<b>3 cities</b>	<b>East Midlands</b>
<b>Managers and administrators</b>	13.4	10.6	14.4
<b>Professional Occupations</b>	12.4	10.8	9.7
<b>Associate Professional/technical</b>	11.1	10.9	8.9
<b>Clerical and secretarial</b>	11.2	15.1	13.5
<b>Craft and related</b>	13.4	12.8	13.3
<b>Personal and protective</b>	10.6	10.3	9.8
<b>Sales</b>	8.8	9.1	7.6
<b>Plan/machinery operatives</b>	11.6	11.9	10.7
<b>Other occupations</b>	7.5	8.4	7.4
<b>Unskilled occupations</b>	n/a	4.9	4.6

<sup>24</sup> Southern Derbyshire Chamber, Derby Economic Review 1999

<sup>25</sup> An Assessment of Skill Needs in Engineering, DfEE 2000

Source: Labour Force Survey, 1999, East Midlands Objective 2 SPD

#### 4.10 Skills needs of employers

Key points

- ***The demand for skills is growing. Employers are putting an increasing emphasis on personal skills and generic skills, in addition to having the right qualifications and experience.***
- ***A number of employers report recruitment difficulties, including among the lower skilled occupations.***
- ***Both employed and unemployed individuals must update their skills in order to remain or enter the labour market.***

The changing sectoral composition of employment described earlier means that the Objective 2 area needs to have a well-qualified and adaptable skills base. A fundamental issue is the mismatch between current skills of the workforce and the skills that employers want. This not only applies to unemployed people, but many employed people will also need to acquire new and updated skills. There is a growing demand for more highly skilled workers and fewer opportunities for those with few qualifications, and low skills levels.<sup>26</sup> Skill needs are rising and employers expect greater personal initiative, flexibility and responsibility from their staff.<sup>27</sup>

Data on skill needs of employers is not available at ward level. However, in Derbyshire's Workforce Development Plan 2000<sup>28</sup> employers have specified these priority areas:

- job specific/practical skills
- computer literacy/IT skills
- customer service skills
- management skills
- problem solving skills.

Furthermore, about 10% of employers says that there is a significant gap between the type of skills held by their workforce and those that their organisations need to meet current business objectives.<sup>29</sup> This has been particularly identified in certain sectors, such as engineering, where companies are having to change their skills mix, through upskilling of existing employees and recruiting at higher levels, at a time when some are experiencing job losses in areas where more traditional skills have been deployed.<sup>30</sup> The demand for skills does not just affect people outside the labour market, employers expect their workforce to update and adapt their skills to meet changing business needs.

Derby Economic Assessment 1999 notes that in terms of occupations that are 'difficult to fill', sales, marketing and customer service experienced the greatest

<sup>26</sup> Objective 3 Regional Development Plan

<sup>27</sup> LSC Household Survey 2000

<sup>28</sup> Derbyshire Workforce Development Plan 2000, Southern Derbyshire Chamber, North Derbyshire TEC, Stockport and High Peak TEC

<sup>29</sup> Derbyshire Workforce Development Plan 2000

<sup>30</sup> An Assessment of Skill Needs in Engineering

problem. Production workers also proved difficult to find, as well as clerical, electrical and IT/computer workers. Key reasons for being unable to fill vacancies were cited as lack of required skills or qualifications, and lack of appropriate experience.<sup>31</sup>

#### 4.11 BUSINESS AND EMPLOYMENT IN THE OBJECTIVE 2 AREA

Key points

- ***Manufacturing, especially aerospace, rail and engineering, is the predominant industry in the Objective 2 area, accounting for one in three jobs. This sector is dominated by a few large employers.***
- ***Other major employers are banking, finance, and insurance, public administration, education, and health, and distribution, hotels and restaurants.***
- ***Most jobs available are located in the city centre ward of Litchurch.***

Data on employment is available at ward level from the Annual Employment Survey, AES. The latest year for which data is available is 1998, using the 1992 Standard Industrial Classification -SIC. The AES is an annual survey of businesses and gives a measure of businesses and employees on a ward basis. It records only employees and businesses that are VAT registered and/or that operate a pay-as-you-earn scheme.

Data summarising the number of employers and employees in the Objective 2 area by major industrial areas, and percentage breakdown, is presented in Table 4.9. This shows that though Derby as a whole has seen a shift from manufacturing, it is still the dominant sector of employment for the Objective 2 areas accounting for 35.7% of total employment. Much of this sector such as rail and aerospace remains vulnerable to the pressures of the global economy. Only 13.6% of businesses fall into this sector, suggesting that it is dominated by a small number of large employers. Rolls Royce employs 8,500 people at its sites in Osmaston and Litchurch. Bombardier Transportation 's workforce, based in Litchurch, employs over 3,500 people, over double it employed in 1997.<sup>32</sup> Future job losses are more likely to arise from increasing technical efficiency as manufacturing output as a whole steadily grows.

Other major employers in the Objective 2 area are banking, finance and insurance, public administration, education and health, and distribution, hotels and restaurants. As in the manufacturing sector, public administration, education and health are all dominated by a small number of large employers, including MHS Acute Hospitals Trust and Derby City Council. In distribution, hotels and restaurants, the data suggests a much greater proportion of small companies, accounting for 38.6% of employers, but only 17.2% of employees.

Furthermore, most employment opportunities are based in the city centre ward of Litchurch, which accounts for almost 50% of employment across Derby's Objective 2 area as a whole. The New Deal for the Derwent Community bid notes that physical isolation has restricted access to employment opportunities in both the city centre

<sup>31</sup> Derby Economic Assessment 1999, Southern Derbyshire Chamber

<sup>32</sup> Derby Rail Industry Review, 2000.

and on Derby's development site at Pride Park.<sup>33</sup> The same may be said for the other Community Economic Development wards of Babington and Osmaston. Even residential areas within Litchurch but outside the city centre can be seen as 'isolated' by lack of adequate physical links. Derby's Joint Local Transport Plan notes that the attractiveness of pedestrian routes from residential areas to the city centre is poor. Pedestrians and cyclists have particular difficulties in crossing the inner ring road. This has led to community isolation and social exclusion.<sup>34</sup>

<b>Table 4.9: Number of employers and employees in the Objective 2 area by major industrial sectors</b>				
<b>Industrial sector</b>	<b>Employers</b>		<b>Employees</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>Manufacturing</b>	526	13.6	26,732	35.7
<b>Construction</b>	186	4.8	3,125	4.2
<b>Distribution, hotels etc</b>	1496	38.6	12,860	17.2
<b>Transport and communications</b>	120	3.1	3,314	4.4
<b>Banking, finance and insurance</b>	967	24.9	13,631	18.2
<b>Public admin, education and health</b>	336	8.7	12,171	16.3
<b>Other services</b>	248	6.4	2,942	3.9
<b>Total</b>	<b>3,879</b>	<b>100</b>	<b>74,775</b>	<b>100</b>

Source: Annual Employment Survey 1998

N.B. Agriculture, fishing and utilities excluded due to confidentiality restrictions

#### 4.12 VAT stock

In 1998 there were 4000 Value Added Tax, VAT, registered businesses in Derby. Table 4.10 highlights Derby's low relative position against the other East Midlands urban centres.

<b>Table 4.10: VAT Businesses per 1,000 population (16+)</b>		
	<b>VAT Businesses 1998</b>	<b>Density – businesses per 1,000 of adult population</b>
<b>Derby LAD</b>	4,000	22
<b>Nottingham LAD</b>	5,825	26
<b>Leicester LAD</b>	7,325	32
<b>Lincoln LAD</b>	1,665	25
<b>Corby LAD</b>	not available	not available
<b>East Midlands</b>	109,995	33
<b>UK</b>	1,621,000	35

Analysis of VAT registered businesses per 1,000 of resident adult population in 1998 indicates that Derby has a small business bases when compared with other cities in the East Midlands and the UK.

<sup>33</sup> New Deal for the Derwent Community bid 2000

<sup>34</sup> Derby Joint Local Transport Plan, 2001-2006

### 4.13 Business start-up

Table 4.11 sets out registration and de-registration rates of new businesses in Derby, other cities in the region and the UK in 1997.

	Start-ups 1997	1997 – rate per 10,000 adult population	Absolute change in number of businesses registered between 1994 –97	
			No.	%
<b>Derby LAD</b>	500	27	20	4%
<b>Nottingham LAD</b>	725	33	45	6%
<b>Leicester LAD</b>	805	36	-85	-10.5%
<b>Lincoln LAD</b>	210	32	20	9.5%
<b>Corby LAD</b>	110	28	20	19%
<b>East Midlands</b>	11,745	36	885	7.5%
<b>UK</b>	182,570	39	14,330	8%

Source: DTI Statistics Unit, 1997

- Derby has a lower rate of business start-up per 10,000 adult population when compared with other East Midlands' cities and with the East Midlands and UK average
- In terms of absolute change in the number of businesses registered between 1994-1997, Derby shows a 4% increase in business registrations, which means that it is performing better than Leicester but below the average for East Midlands urban centres

Across the East Midlands, there are fewer VAT registered businesses per head of the population, with 36 businesses per 10,000 of the resident adult population in 1997, compared to 39 across the UK. This masks differences across the region, with densities as high as 46 in the Peak District, reflecting the number of agricultural VAT registered businesses. However, the noticeable issue is that each of the urban areas, Derby and Nottingham in particular, have lower business densities than either the regional or national averages. This suggests a significant 'enterprise deficit' in these urban areas.

### 4.14 Size structure/profile

The size structure of businesses in Derby is shown in Tables 4.12 and 4.13. Some 79.5% of businesses in Derby employ less than ten employees, whilst 0.28 of businesses employ over 500 people. In comparison with other East Midlands urban centres, Derby has a higher percentage of business with between 1-10 employees than Nottingham and Leicester, but below that for the UK. In relation to businesses with over 500 employees, Derby is above the UK average and performs better than Leicester, but is below Nottingham.

Unit size	Derby	Nottingham	Leicester	UK
<b>1-10</b>	5,259	7,820	8,556	1,676,741
<b>11-24</b>	700	1,160	2,178	173,908
<b>25-49</b>	342	585	535	82,570

<b>50-99</b>	167	271	295	38,920
<b>100-199</b>	73	157	133	19,064
<b>200+</b>	67	110	92	13,609
<b>Total</b>	6,608	10,103	10,789	2,004,785

Table 4.13 indicates that the number of business with 1-10 employees increased by 100 between 1995-1997, whereas there was a reduction of 75 business employing between 11-49 employees. There was a loss of four business with 200-499 employees and a gain of one with over 500 employees.

<b>Table 4.13: Derby Business Unit Change 1995-1997</b>	
<b>Unit size</b>	<b>Number of business units</b>
<b>1-10</b>	101
<b>11-24</b>	-60
<b>25-49</b>	-15
<b>50-99</b>	6
<b>100-199</b>	7
<b>200+</b>	-3
<b>Total</b>	36

#### 4.15 Employment patterns and change

An analysis of the levels and recent changes in employment in Derby, the comparable city and town centres and local authority districts in the East Midlands, is presented below and is drawn from an analysis of Annual Business Inquiry -ABI data.

In 1995 total employees in Derby local authority district was estimated to be 95,239, about 6% of the East Midlands region. Between 1995 and 1999, employment in Derby rose by 25.2% to 119,274 representing 7% of the total for the East Midlands region.

In comparison with the East Midlands, the UK and other cities in the East Midlands over the same period, employment trends indicate that Derby has undergone the most significant change showing higher levels of employment growth between 1995-1999. This trend contrasts against the data for Nottingham and Leicester which both show employment losses over the same period.

<b>Table 4.14: Change in employment by local authority district 1995 and 1999</b>				
	<b>1995 (000s)</b>	<b>1999 (000s)</b>	<b>Change 95-99</b>	<b>% change</b>
<b>Derby LAD</b>	95,239	119,274	+24,035	+25.2
<b>East Midlands</b>	1,631,822	1,708,467	+76,645	+4.7
<b>UK</b>	22,728,864	24,755,449	+2,026,585	+8.9
<b>Nottingham LAD</b>	170,586	163,064	-7,522	-4.4
<b>Leicester LAD</b>	161,986	151,688	-10,318	-6.4
<b>Lincoln LAD</b>	50,483	51,303	+820	+1.6
<b>Northampton LAD</b>	105,766	114,447	+8,621	+8.2
<b>Corby LAD</b>	25,726	30,901	+5,175	+20.1

Figures have also been produced to compare employment in Derby city centre with other East Midland urban centres. In 1999 employment in Derby city centre was estimated to be around 40,000, based on the ABI, around 34% of the Derby LAD and 2.3% of the east Midlands total. Table 4.15 summarises the estimated employment change in other East Midland urban centres for the period between 1995 and 1999.

However, the city centre ABI data includes a significant employment figure against the sub sector 'manufacture of motor vehicles' which is most likely to be attributable to the Toyota site which is situated outside the city centre. When adjustment is made Derby city centre still shows an employment increase of over 21% for the period 1995-1999.

	<b>1995 (000s)</b>	<b>1999 (000s)</b>	<b>Change 95-99</b>	<b>% change</b>
<b>Derby city centre</b>	32,514	40,115	+7,601	+23.4
<b>Nottingham city centre</b>	54,382	55,308	+926	+1.7
<b>Leicester city centre</b>	62,109	57,220	-4,889	-7.9
<b>Lincoln city centre</b>	17,077	13,856	-3,221	-18.9
<b>Northampton town centre</b>	44,350	44,634	+284	+0.6
<b>Corby town centre</b>	20,810	24,583	+3,773	+18.1

Table 4.16 sets out changes in employment across the key sectors between 1995 and 1999. There are a number of key issues.

- The majority of key employment sectors in Derby LAD are experiencing strong growth rates with only a few showing a small decline.
- The key sectors in both Leicester and Nottingham in contrast show quite significant decline.
- Overall, Derby has show strong growth in key employment sectors over the 1995-1999 period. The high level of growth in some sectors could be an indication that Derby has started from a low base position in comparison to the other major cities, and, to some degree has been experiencing a transitional period.

Table 4.16: Key employment sectors in Derby LAD and comparator East Midlands' urban centres: growth/decline patterns (1995-1999)							
SIC	DESCRIPTION	DERBY	LEICESTER	NOTTINGHAM	LINCOLN	NORTHAMPTON	CORB
15	Manufacture of food products, beverages and tobacco	GROWTH + 250%					GROWTH +10%
17, 18, 19	Manufacture of textiles, textile products, leather and leather products	DECLINE -5%	DECLINE -23%				
22	Publishing, printing and reproduction of recorded media	DECLINE -6%					
34	Manufacture of motor vehicles, trailers and semi-trailers	GROWTH (Inward Investor)					
35	Manufacture of other transport equipment	GROWTH +55%					
45	Construction	GROWTH +114%				GROWTH +30%	
51	Wholesale trade and commission trade, except motor vehicles	GROWTH +15%	GROWTH +25%	DECLINE -10%		DECLINE -5%	DECLINE -10%
52	Retail trade, except motor vehicles, repair of personal and household goods	GROWTH +9%	DECLINE -20%	MARGINAL GROWTH	GROWTH +10%	GROWTH +7%	
55	Hotel and restaurants	GROWTH +15%	MARGINAL GROWTH	GROWTH +10%			
65, 66, 67	Financial Intermediation	MARGINAL DECLINE	DECLINE -7%	GROWTH +4%		DECLINE -10%	
72	Computer and related activities	GROWTH +130%	GROWTH +50%	GROWTH +100%			
74	Other business activities	GROWTH +14%	GROWTH +9%	DECLINE -7%	GROWTH +30%	GROWTH +40%	
75	Public administration and defence;	GROWTH +30%	GROWTH +60%	DECLINE -20%		GROWTH +50%	
80	Education	GROWTH +43%	DECLINE -20%	DECLINE -10%	DECLINE -10%	GROWTH +10%	
85	Health and Social Work	GROWTH +48%	DECLINE -20%	GROWTH +20%	GROWTH +30%	DECLINE -10%	
92	Recreational, Cultural and Sporting Activities	GROWTH +51%	DECLINE -30%	MARGINAL DECLINE			

Source: Derby City Design and Development Strategy

# EQUALITIES BASELINES

The East Midlands Objective 2 SPD identifies three groups who face particular disadvantage and discrimination in the labour market: women, ethnic minorities and those with disabilities.

## 1.4 GENDER

Women are much more likely to be economically inactive than men, or are 'discouraged' from actively seeking work. This is due to a number of reasons including parental responsibilities, lack of confidence and outdated skills. Many of these women would like to enter or re-enter the labour market, if a suitable job came up.<sup>35</sup>

There is also a growing convergence between the participation of women and men in paid work. But differences remain in the nature of their contribution to the labour market.

In employment, the most significant difference is the pattern of gender segregation in different industrial groupings and occupations. The labour market continues to include strongly gender segregated industries; some are heavily male dominated such as engineering. Derby's objective 2 area has a particularly pronounced pattern of gender segregation, due to the large manufacturing companies in the area.

A SECOND MAJOR DIFFERENCE IS WORKING HOURS. WHILE MEN ARE OVERWHELMINGLY CONCENTRATED IN FULL-TIME WORK, LARGE NUMBERS OF WOMEN WORK PART-TIME AND THIS IS CLOSELY ASSOCIATED WITH THEIR RESPONSIBILITIES FOR CHILDREN AND OTHER DEPENDANTS.<sup>36</sup> DURING THE LAST THREE YEARS, THE AREA HAS BENEFITED FROM THE SETTING UP OF THE EARLY YEARS PARTNERSHIP. TABLE 5.1 SHOWS THE NUMBER OF CHILDCARE PLACES AVAILABLE IN EACH OF THE ELIGIBLE WARDS.

A third difference is pay. Women in Derby working full time earn, on average, 74% of their male counterparts.<sup>37</sup>

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<sup>35</sup> East Midlands Household Survey 1998, Southern Derbyshire Chamber

<sup>36</sup> Equal Opportunities Commission, 'Women and Men in Britain – The Labour Market'

<sup>37</sup> New Earnings Statistics 2000

DURING THE LAST THREE YEARS, THE AREA HAS BENEFITED FROM THE SETTING UP OF THE EARLY YEARS PARTNERSHIP. TABLE 5.1 SHOWS THE NUMBER OF CHILDCARE PLACES AVAILABLE IN EACH OF THE ELIGIBLE WARDS.

TABLE 5.1: CHILDCARE PROVISION BY WARD	
WARD	CHILDCARE PLACES
ABBEY	345
BABINGTON	540
DERWENT	380
LITCHURCH	345
OSMASTON	345

## 1.5 ETHNICITY

Derby's minority ethnic communities are consolidated in two of the Objective 2 wards; Babington and Litchurch. The largest communities are Indian, Pakistani and African-Caribbean. The area as a whole contains a growing number of asylum seekers.

The overall economic activity rate for people of working age from ethnic minorities is lower than the rate for white people. This difference is greater among women than men. There are considerable variations between particular groups.

People from minority ethnic groups experience the highest rates of unemployment in the city – up to four times the rate of the white population.

Income levels vary between ethnic groups. Research has demonstrated that Pakistanis and Bangladeshis have lower levels of income than other ethnic groups.

## 1.6 DISABLED PEOPLE

High levels of unemployment are also found among people with disabilities, particularly those that have registered their disability.

There is substantial evidence that disabled people face barriers in accessing employment, and remaining and progressing in work. Derby City's Joint Investment Plan' identifies employers attitude as the most significant barrier to gaining employment, in particular:

- impairment being equated with incapacity and disability with illness
- ignorance and fear, particularly about what someone might not be able to do
- unspoken agendas in job selection interviews.

For disabled people in work, it can be difficult to obtain physical adjustments needed to enable them to carry out their job effectively.

Fewer disabled people are found to fill higher paid and professional occupations. In the JIP survey, a third of all informants commented on their experiences of promotion and progression at work, again citing attitudes to their impairment as a barrier to progression.

**Equal opportunities baselines**

<b>Indicator</b>	<b>Obj 2 area</b>	<b>Derby</b>	<b>Derb'shire</b>	<b>Data source</b>
Full time female employees		27,048		Annual Business Inquiry, 1999
Females in professional occupations			11.7%	Derbyshire Household survey, 2001
Ethnic minorities in professional occupations			12.3%	Derbyshire Household survey, 2001
Economic activity rates of females		69.8%		Annual Labour force survey, 1999
Economic activity rates of ethnic minorities		62.9%		1991 Census
% of economically active population who are disabled				Labour force survey
Number of unemployed women	487			Nomis, 2001
Unemployment rate for ethnic minorities		10%		Office of National Statistics, 2001
Unemployed rates for people with a limiting health problems		11%		Labour force survey

# ENVIRONMENTAL PROFILE

## 6.1 Transport

The Derby Joint Local Transport Plan (2001 – 2006), the LTP, identifies a number of traffic related problems in the area as summarised below. The Council is working hard to overcome these through a wide variety of measures and schemes, implemented as resources permit. A number of these schemes are set out in the Plan.

Running through the area are a number of busy, single carriageway arterial routes into the city centre including Osmaston, Burton, London and Uttoxeter Roads. These become congested at peak hours and sever one part of the city from another.

There are also busy local distributors including Normanton, Pear Tree and Nottingham Roads. Here, pedestrians, cyclists and drivers share highway space for traffic movements, deliveries and parking. There are also problems regarding the severe lack of parking and servicing space along these distributors, particularly in commercial areas such as Normanton Road.

Much of the area of Abbey, Babbington and Litchurch wards contains residential property on narrow streets with little or no off street parking facilities and demand for on street parking is high. The parts of the area located close to the city centre have additional problems of shoppers and commuters visiting the city centre or facilities such as the Derbyshire Royal Infirmary, parking in residential streets.

Unnecessary traffic 'rat runs' through residential streets in the area as a means of avoiding the congested arterial routes and residents also complain of high vehicle speeds and accidents as well as noise and pollution caused by traffic.

The proposed strategic cycle network detailed in the City of Derby Local Plan runs on a number of routes through the area and is only partially implemented.

While there are a number of bus services in the area, many coming into the city centre, there remain parts of the residential area where service improvements are desirable. Bus priority measures at congested points are also needed.

The LTP contains a number of objectives particularly relevant to this area and the problems it exhibits including; reducing the number of road traffic accidents; protecting air quality; improving traffic management; and increasing walking, cycling and bus use. To take forward these objectives a number of schemes are proposed in the area including;

- Improvements in access to District Centres, including Sussex Circus
- Junction improvements to reduce traffic accidents and delays
- Improvements to cycling facilities such as in Racecourse Park
- Producing School Travel Plans and Safe Routes to School to improve child safety
- Improvements to London Road including bus priority measures, environmental improvements and walking and cycling initiatives
- Developing Quality Bus Partnerships on key corridors to the city centre to encourage greater bus use

The city centre has particular transport problems. To seek to overcome these, a wide ranging, integrated package of schemes, consistent with the LTP transport objectives, called “Connecting Derby” has been developed. The main elements of this are;

- Significantly restricting through traffic in the city centre
- Improving access for buses, cyclists and essential traffic services
- Constructing significant new transport links, which together with new traffic arrangements will provide bus priority on main routes into the city centre and provide a more direct route around the city centre

## **6.2 Built Environment**

Within the area there are 245 Listed Buildings of which 104 are within the City Centre. A recent City wide study showed that 40 of Listed Buildings are considered to be “at risk” through neglect and decay. There are also a considerable number of buildings on the Local List of buildings of architectural and historic interest ,especially in the City Centre.

There are 5 Conservation Areas at Little Chester to the north of the City Centre, two in the City Centre and around Hartington Street and the Arboretum in Babbington Ward.

The City Centre contains an important architectural and historic heritage for the City as a whole and to tackle the particular problems of the built fabric requiring structural repair; the loss of architectural features and some poor quality townscape a townscape Heritage Initiative has been established.

The City Centre and the area around the Roman remains at little Chester to the north of the City Centr also contain important archeological remains.

Despite previous area regeneration schemes there remain numerous commercial and residential buildings and sites in a poor state of repair, which gives much of the area especially outside the City Centre a run-down appearance.

Certain sites represent particular problems of dereliction including the area notably; that around the Friargate Station and the industrial area adjacent to this both to the west of the City Centre; the area around the former football club ground, the Baseball Ground, in Litchurch Ward and a number of sites in the City Centre notably a former shopping center, Becket Well. Further, the northern part of Babbington Ward is adjacent to the city centre but the physical links between the two is poor and the area which links it is of poor quality and is ‘pedestrian unfriendly’.

In addition, there are some 80.5 hectares of public open space (POS), which relative to the size of the area’s population is below the Derby City Council open space standards recommend. This is particularly the case in Babbington, Abbey and Litchurch Wards There is little capacity to develop POS in the area so safeguarding existing resource is seen as a priority. Some of the areas of open space also require major improvements to their quality particularly especially Racecourse Park and the Arboretum (which is the first public park in the Country.) In addition there are several areas of allotments in active use both in public and private ownership which are of importance from a social and natural history point of view.

## **6.3 Air Pollution**

From information produced under the 3<sup>rd</sup> stage of the review required under the National Air Quality Strategy, it was seen that there are two particular problems in the area. These are at Victory Road in Litchurch Ward and along the Inner and Outer Ring Roads. In the former, PM10 levels are a problem around a foundry. Nitrogen Dioxide levels is the problem along the roads. Air Quality Management Areas have been declared within these areas and Action Plans to seek to achieve the required standards of air quality are being developed.

Anecdotally it may well be the case that traffic congestion, a big problem along Normanton Road, may contribute to local air pollution problems, but this cannot be statistically verified at this time.

#### **6.4 Water Pollution**

The Environment Agency's Derbyshire Derwent Local Environmental Agency Plan (LEAP) identifies no ground water/surface water licensed abstractions for the area. There are a number of descriptive consent, effluent discharge points in this area, mainly for sewage discharge, and storm over-flow discharges into the River Derwent, Cotton Brook and possibly Littleover Brook. Their quality however remains fair and that of the Derwent especially continues to improve.

#### **6.5 Land Pollution**

As part of the Contaminated Land Inspection Strategy, required as part of the Environment Act, studies of land within the area are being undertaken. The area contains land which have been used for the deposit of waste. The contaminative potential of these sites, as well as that of existing and former industrial sites will be assessed as part of the review.

#### **6.6 Development Sites**

The five wards include a large number of major re-development sites which are identified in the City of Derby Local Plan and Local Plan Review.

In the City Centre:

- A major opportunity is identified to extend the City's main indoor shopping Centre, the Eagle Centre, to incorporate the existing Castlefields Main Centre and the Coliseum Centre. A mixed use scheme is envisaged for the site which integrates well with the existing centre.
- Comprehensive redevelopment of the existing 1930's bus station and adjacent land is proposed to provide a new high quality bus station, hotel and assembly and leisure uses. The scheme is intended to form part of a package of measures to make the City centre more attractive, healthier and safer for residents and visitors to Derby.
- A high quality mixed use regeneration scheme is proposed on land between St Peters, Colyear, Victoria and Macklin Streets which includes a number of underused buildings within a poor environment. Redevelopment for commercial, residential and leisure uses would assist in improving the competitiveness of Derby City in its regional context.

Edge of City Centre:

- The Former Friar Gate Station site just to the north of the City Centre is seen as a major mixed use regeneration opportunity appropriate for business, leisure and

residential uses. The 10 hectare brownfield site includes a listed bonded warehouse and engine shed which present opportunities for refurbishment.

Out of City Centre:

- Derby County Football Club's former ground to the south of the city centre is identified as a major brownfield mixed use regeneration opportunity. The site, which is surplus to the Football club's requirements, offers a substantial opportunity for a residential-led mixed use redevelopment which assists in protecting and improving existing living environments.

## **6.7 Waste**

The Objective 2 areas contains eighteen recycling sites many of which are classed as 'low performing sites' by comparison to the 77 sites around the city.

A paper kerbside recycling scheme operates in all parts of the city. The Objective 2 presentation rates are 8.5% compared to the city wide average of 15%.

In the 2000/01 cleansing standard surveys, undertaken in conjunction with the Tidy Britain Group the Objective 2 areas scored a cleansing index of 73. This compares with a city wide figure of 79. A survey organised by the same group in 1998 of city centres showed Derby's centre to be performing well.

In addition to the above the council recognises that these areas suffer from significant graffiti, fly-posting and abandoned vehicle problems.

In an attempt to address some of these issues the council has been awarded landfill tax funding for part of the Babington and Litchurch ward areas. This project, Cleaner Greener Normanton is designed to work with multi-cultural communities to provide better waste management solutions.

## **6.8 Energy**

Fuel poverty remains a problem in the area. The City Council is producing its Affordable Warmth Strategy and is seeking to become a Beacon Council for tackling fuel poverty in the area. It has established a Home Energy Advisory Service to provide free and impartial advice to residents to improve energy efficiency of their homes, including on grants that can be obtained.

Significant improvements to energy efficient has been gained through group repairs of housing and other schemes in Babington, Litchurch and Osmaston Wards.

There is also a scheme operating in the area to encourage cavity wall and loft installation alongside the Energy Savings Trust's Back Programme.

## **6.8 Biodiversity**

The City of Derby Local Plan (April 1998), and the Sites of Wildlife Interest Report (1990) show the area as intensively built-up, with extremely limited amounts of green open space and wildlife habitats. In some parts the only opportunities for birds and mammals are offered by small, private gardens.

There are 5 areas identified as being of particular wildlife importance within the area, the most important being being the River Derwent.

There are also areas managed as public parks or play areas and have limited biodiversity value. Nevertheless, a small number of opportunities do exist here to improve habitat for native species, especially in the provision of food,

shelter and nesting potential for birds and bats. There are also small green areas within the grounds of schools and private gardens.

The lack of awareness of biodiversity issues among the population as well as their access to semi natural green space are both important issues in the area.

### Environmental Baselines

	Objective 2 wards	Source
Number of listed buildings	245	Derby City Council
Number of conservation areas	5	Derby City Council
Number of SSSIs	0	
Number of AONB	0	
Wildlife areas	5	Derby City Council
area of woodland	?	Derby City Council

# ICT

The Derbyshire Employer Survey 2000 provides initial figures for ICT use by businesses in the city, but we do not have comparative data for other urban centres. Of companies surveyed, 73.6% said they had access to the internet, with 5.4% using IT for sales purposes.

Within the eligible area there are a limited number of community and local learning centres that have computer suites for training purposes. All branches of Derby City Libraries offer public access terminals. Table 7.1 summarises the information.

Ward	Number of community/local learning centres	Number of community/local learning centres with ICT access points	Number of Public Access Terminals
Abbey	5	2	18
Babbington	10	7	83
Derwent	4	2	16
Litchurch	5	3	192
Osmaston	5	4	12

The Action Plan will take forward at local level the SPD's ICT priorities, including support for the introduction of new ICT facilities to support business development, ICT advice and training. Implementation of the Action Plan at local level will also seek to increase the use of electronic media.

## ICT Baselines

Indicator	Derby	Data Source
% of companies who say they use IT for sales	5.4%	Derbyshire Employer Survey 2000
% of companies with internet access	73.6%	Derbyshire Employer Survey 2000 udy

## 8 FINANCING AND OUTPUTS

The Partnership has agreed to submit a multi-priority Action Plan which will deliver outputs to support jobs and economic growth in the areas of enterprise, technology, tourism and culture. The Action Plan will be developed around Derby's Strategic Development Opportunity; the City Centre Development Project. The Strategic Development Opportunity will be appraised and approved at regional level, but it will subsequently be integrated into the Action Plan under management of the Partnership. Details are set out in Box 1.

One other key project, summarised in Box 2 is the RTC Incubator Centre under Measure 1.1.

Other projects that will contribute to the outputs and targets set out in this Action Plan will be selected through an open competitive bidding process, as detailed in Section 9

### Box 1

#### City Centre Development Project

Derby City Centre is our proposed Strategic Development Opportunity under Measure 2.1. The Strategic Development Opportunity will be appraised and approved under the regional processes, but it will subsequently be integrated into the Action Plan.

We intend to refurbish and redevelop a range of premises and sites to provide new facilities and space to support the development of a regionally strategic creative cluster and a new dynamic cultural quarter in the centre of Derby. And to encourage the location of additional commercial activities in the centre of the city leading to significant new job opportunities for local people. We intend to link these developments with a series of public access improvements, which will enable people from Derby's CED areas to access the job and recreation opportunities in the City Centre. We will complement these developments with a raft of environmental improvements and streetscape works, which will help with the linkage between the different sites and with the provision of a total visitor and urban experience.

Key partners:

Derby City Council, Q Arts, Metro Cinema, Media Archive for Central England,

Total Cost:	£9.68 million
ERDF	£2.547 million
Public Match Funding:	
Heritage Lottery	£500K confirmed
Local Transport Plan	£200K confirmed
Derby City Council	£ 1.5 million agreed
Arts Council of England	£2.5 million agreed
Heritage Lottery	£750K
Derby & Derbyshire Business	
Venture	£35K
Derby City Council	£30K
Emda	£75K
Other	£1.55 million

## **RTC Incubator Centre**

### **Priority 1, Measure 1 and 4.**

This project will establish an Incubator Centre in Derby dedicated to the creation and development of knowledge based, high growth new businesses particularly those associated with high value engineering. Up to 5000 sq. m. of premises will be redeveloped for the purpose of incubation. The Incubator Centre will contain appropriate accommodation, infrastructure, equipment and access to specialist services including financial, commercial and technical support together with industry mentors. Refurbishment costs will include ICT facilities and appropriate environmental improvements. The Incubator Centre will be managed on a day to day basis by a management team who will be pro-active in seeking out prospective business start-ups. A Management Committee will be set up to develop the functions of the Centre. A comprehensive generalist and specialist business support service will be provided for the pre-start and tenant businesses and specialist technical and professional consultants as required.

#### Key Partners:

Derby City Council, Southern Derbyshire Chamber, University of Derby, Derbyshire Business Link, Weatherall Green & Smith,

Total Cost      £2.926 million

ERDF                £920K

#### Public Match Funding:

SRB	£200K confirmed
Emda ICF	£500K confirmed
BRBR	£558K confirmed
University of Derby	£37.5K confirmed
Southern Derbyshire Chamber/ SBS	£37.5K confirmed
Private	£673K confirmed

### **Box 2**

Tables 8.1 and 8.2 show the projected expenditure profile of the Action Plan over the lifetime of the Plan.

Table 8.1: ERDF Summary

	2001	2002	2003	2004	2005	2006	TOTAL
ERDF	0	1,799,973	3,176,851	2,670,599	1,324,412	935,535	9,907,370
Public/ Private expenditure	0	3,229,240	7,795,644	4,494,144	1,987,927	1,434,692	18,941,648
Private sector leverage	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>5,029,213</b>	<b>10,972,495</b>	<b>7,164,743</b>	<b>3,312,339</b>	<b>2,370,227</b>	<b>28,849,018</b>

Table 8.2 ESF Summary

ESF	0	232,364	257,364	257,364	219,864	194,864	1,161,820
Public/ Private expenditure	0	304,998	335,566	335,566	289,714	259,164	1,524,990
Private sector leverage	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>537,362</b>	<b>592,930</b>	<b>592,930</b>	<b>509,578</b>	<b>454,010</b>	<b>2,686,810</b>

Tables 8.3a-f set out the funding by measure and summarises the outputs by year by measure. Tables 8.4a –k summarise the targets by Measure for the Action Plan.

Table 8.3a

(1)	(2)	(3)	(4)		(5)	(6)
Calendar	Measure	amount (£M)	Match Funding, amount (£M)		Outputs	Private sector
Year			Public	Private		leverage (£M)
2002	1.1	202925	317800	71681	15 businesses advised	
					5 new start businesses advised	
	1.2	131856	183196	48288	5 SMEs assisted	
					2 new start businesses assisted	
					9 gross new jobs	
	1.3	190456	264540	69676	5 SMEs assisted	
					2 new start businesses assisted	
					10 gross new jobs	
	1.4	200000	700000	73223	1000 sq m Improved premises	
					3 new jobs	
					3 new businesses housed	
	1.5	182364	222851	21011	75 employees helped	
					25 companies helped	
	2.1	321000	401000	0		
	2.2	252112	349277	95631		
	2.3	153068	212583	58303	1000sq m premises provided	
					1 improved facility	
	3.1	80000	80000	10032		
	3.2	204076	204076	25455	1 credit union created	
	3.3	50000	61136	0	30 people in CED areas trained/assisted	
	TA	64480	64480	0		
Annual Total		2032337	3060939	473300		

Table 8.3b

(1)	(2)	(3)	(4)		(5)	(6)
Calendar	Measure	amount (£M)	Match Funding, amount (£M)		Outputs	Private sector
Year			Public	Private		leverage (£M)
2003	1.1	189175	278350	71681	20 businesses advised	
					10 new jobs	
					7 new start businesses advised	
	1.2	131856	183196	48288	10 SMEs assisted	
					5 new start businesses assisted	
					12 gross new jobs	
	1.3	190456	264540	69676	10 SMEs assisted	
					5 new start businesses assisted	
					20 gross new jobs	
	1.4	200000	172176	73223	25 SMEs housed	
	1.5	182364	222851	21011	75 employees helped	
					25 companies helped	
	2.1	1367000	4417000	600000		
	2.2	378168	523915	143447		
	2.3	229602	318874	87455	1780 sq m premises provided	
					1 improved facility	
					20 gross new jobs	
	3.1	120000	120000	15048	1 community plan developed	
					2 community groups assisted	
	3.2	306114	306114	38183	1 community enterprise created	
	3.3	75000	91704	0	30 people in CED areas trained/assisted	
	TA	64480	64480	0		
Annual Total		3434215	6963200	1168012		

Table 8.3c

(1)	(2)	(3)	(4)		(5)	(6)
Calendar	Measure	amount (£M)	Match Funding, amount (£M)		Outputs	Private sector
Year			Public	Private		leverage (£M)
2004	1.1	190463	271850	71681	20 businesses advised	
					10 new jobs	
					8 new start businesses advised	
	1.2	131856	183196	48288	20 SMEs assisted	
					5 new start businesses assisted	
					12 gross new jobs	
	1.3	190456	264540	69676	20 SMEs assisted	
					8 new start businesses assisted	
					20 gross new jobs	
	1.4	200000	172176	73223	25 SMEs housed	
	1.5	182364	222851	21011	75 employees helped	
					25 companies helped	
	2.1	859460	1322000	400000	0.5 hectares of sites	
					4800 m2 premises	
					100 new jobs	
	2.2	378168	523915	143447	1 local centre	
					1000 sq m Improved premises	
	2.3	229602	318874	87455	25 gross new jobs	
	3.1	120000	120000	15048	1 community partnership formed	
					1 community plan developed	
					2 community groups assisted	
	3.2	306114	306114	38183		
	3.3	75000	91704	0	30 people in CED areas trained/assisted	
	TA	64480	64480	0		
Annual Total		2927963	3861700	968012		

Table 8.3d

(1)	(2)	(3)	(4)		(5)	(6)
Calendar	Measure	amount (£M)	Match Funding, amount (£M)		Outputs	Private sector
Year			Public	Private		leverage (£M)
2005	1.1	220678	264150	71681	20 businesses advised	
					15 new jobs	
					8 new start businesses advised	
	1.2	131856	183196	48288	20 SMEs assisted	
					5 new start businesses assisted	
					12 gross new jobs	
	1.3	190456	264540	69676	30 SMEs assisted	
					8 new start businesses assisted	
					20 gross new jobs	
	1.4	200000	172176	73223	25 SMEs housed	
	1.5	182364	222851	21011	75 employees helped	
					25 companies helped	
	2.1	0	0	0	120 new jobs	
	2.2	189084	261957	71723	700 sq m premises provided	
	2.3	114801	159437	43727	15 gross new jobs	
	3.1	60000	60000	7524	1 community plan developed	
					1 community group assisted	
	3.2	153057	153057	19091	1 community enterprise created	

	3.3	37500	45852	0	30 people in CED areas trained/assisted
	TA	64480	64480	0	
Annual Total		1544276	1851696	425944	

Table 8.3e

(1) Calendar Year	(2) Measure	(3) amount (£M)	(4) Match Funding, amount (£M)		(5) Outputs	(6) Private sector leverage (£M)
			Public	Private		
2006	1.1	176429	228593	71681	12 businesses advised 30 new jobs 6 new start businesses advised	
	1.2	131856	183196	48288	15 SMEs assisted 5 new start businesses assisted 12 gross new jobs	
	1.3	190456	264540	69676	30 SMEs assisted 8 new start businesses assisted 20 gross new jobs	
	1.4	200000	172176	73223	25 SMEs housed	
	1.5	182364	222851	21011	75 employees helped 25 companies helped	
	2.1	0	0	0		
	2.2	63028	87319	23908	700 sq m premises provided	
	2.3	38267	53146	14576	15 gross new jobs	
	3.1	20000	20000	2508		
	3.2	51019	51019	6364		
	3.3	12500	15284	0	30 people in CED areas trained/assisted	
	TA	64480	64480	0		
Annual Total		1130399	1362604	331235		

Table 8.3f

(1) Calendar Year	(2) Measure	(3) amount (£M)	(4) Match Funding, amount (£M)		(5) Outputs	(6) Private sector leverage (£M)
			Public	Private		
2007	1.1				20 businesses advised 35 new jobs	
	1.2				6 SMEs assisted 1 new start business assisted 12 gross new jobs	
	1.3				14 SMEs assisted 2 new start businesses assisted 10 gross new jobs	
	1.4				26 SMEs housed	
TOTAL		1106919 0	1710013 9	3366503		

<b>Table 8.4a Measure 1.1 Targets</b>	<b>TARGET</b>
<b>Outputs</b>	
Number of SMEs Assisted	109
Number of New Start Business Assisted	33
Number of collaborative projects between SMEs and research institutions	2
<b>Results</b>	
Gross new jobs	100
<b>Impacts</b>	
Net additional employment	59
Net Employment safeguarded	35
Reduction in SME energy costs	10%
<b>Equal opportunities</b>	
Number of SMEs assisted from targeted groups	39
Number of female owned SMEs assisted	32
<b>Environmental Sustainability</b>	
Number of SMEs assisted to undertake environmental reviews or audits	2
Number of environmental sustainability awareness seminars held	1
Number of SMEs assisted to implement environmental action plans	1
Number of SMEs developing environmental products	2
Percentage of Objective 2 SMEs accredited to ISO 1401 or equivalent	6%
<b>ICT Revolution</b>	
Number of seminars/workshops held	1

<b>Table 8.4b Measure 1.2 Targets</b>	<b>target</b>
<b>Outputs</b>	
Number of SMEs Assisted	76
Number of New Start Business Assisted	23
Number of companies supported by loan funds	2
Number of companies receiving financial support	8
<b>Results</b>	
Gross new jobs	69
<b>Impacts</b>	
Net additional employment	41
Net Employment safeguarded	24
<b>Equal opportunities</b>	
Number of SMEs assisted from targeted groups	27
Number of female owned SMEs assisted	22
Number of new start up businesses assisted from targeted groups	15
Number of new businesses started by women assisted	14
<b>Environmental Sustainability</b>	
Percentage of Objective 2 SMEs accredited to ISO 1401	6%

or equivalent	
Number of environmental companies supported to install renewable energy technologies	1*
<b>ICT Revolution</b>	
% of financial interventions leading to enhanced use of ICT	90%

\* cannot be readily quantified but will be monitored as the Action Plan progresses

<b>Table 8.4c measure 1.3 Targets</b>	<b>target</b>
<b>Outputs</b>	
No of SMEs Assisted	109
No of New Start Business Assisted	33
<b>Results</b>	
Gross new jobs	100
increase in turnover in SMEs assisted ( 24 months after support)	10%
<b>Impacts</b>	
Net additional employment	59
Net Employment safeguarded	35
New starts surviving after 12 months	75%
<b>Equal opportunities</b>	
No of SMEs assisted from targeted groups	39
No of female owned SMEs assisted	32
<b>Environmental Sustainability</b>	
Percentage of Objective 2 SMEs accredited to ISO 1401 or equivalent	6%
No of SMEs involved in efficiency/waste minimisation/ sustainable energy	*
<b>ICT Revolution</b>	
% of business support projects delivered using ICT	25%

<b>Table 8.4d Measure 1.4 Targets</b>	<b>target</b>
<b>Outputs</b>	
Number of SMEs Housed	126
Number of New Start Business Housed	38
Occupancy rates of premises provided	80%
<b>Results</b>	
Gross new jobs	116
% of premises with shared facilities	15%
<b>Impacts</b>	
Net additional employment	68
Net Employment safeguarded	41
<b>ICT Revolution</b>	
% (m2) of sites and premises assisted constructed or brought up to current ICT standards	100
<b>Equal Opportunities</b>	
Number of SMEs assisted from targeted groups	45
Number of female owned SMEs assisted	37

<b>Environmental Sustainability</b>	
% of refurbished premises reaching a higher level of energy efficiency	100%
Development of appropriate brownfield sites	40%
Energy requirements from renewable sources for supported sites or premises	10%

<b>Table 8.4e Measure 1.5 Targets</b>	<b>target</b>
<b>Outputs</b>	
Number of beneficiaries getting self-employment help (ESF)	87
Number of companies helped (ESF)	150
Number of employees helped (ESF)	290
<b>Results</b>	
% gaining a qualification	
Survival rate of self-employment at 18 months	64%
<b>Impacts</b>	50%
Net new businesses running after 18 months (ESF)	20
Net number of jobs safeguarded by ESF support	14
Net number of jobs created through support for self-employment (ESF)	60
<b>ICT Revolution</b>	
% of training activity which uses ICT	75%
<b>Equal opportunities</b>	
% of women receiving ESF support	33%
<b>Environmental sustainability</b>	
Percentage of M1.5 ESF beneficiaries receiving training in environmental technologies	*

<b>Table 8.4f Measure 2.1 Targets</b>	<b>target</b>
<b>Outputs</b>	
Hectares of industrial/commercial sites made available	0.5
Area of premises provided (m2)	4835
Occupancy rates of premises provided	80%
Proportion of green space in developments contributing to local biodiversity targets	40%
<b>Results</b>	
Gross new jobs	300
Number of enterprises on assisted sites	9
<b>Impacts</b>	
Net additional employment	117
Net employment safeguarded	83
<b>ICT Revolution</b>	
% of new workspace constructed to current ICT standards	100%
<b>Equal Opportunities</b>	
Number of SMEs assisted from targeted groups	20
<b>Environmental Sustainability</b>	
Development of appropriate brownfield sites	40%
Energy requirements from renewable sources for	10%

supported sites or premises	
Proportion of green space in developments contributing to local biodiversity targets	40%

<b>Table 8.4g Measure 2.2 Targets</b>	<b>target</b>
<b>Outputs</b>	
Area of premises provided (m2)	2384
No of centres for local learning & training, community advice, information and ICT	1
<b>Results</b>	
Gross new jobs	117
<b>Impacts</b>	
Net additional employment	59
Net employment safeguarded	42
Additional spend at existing attractions/ facilities supported by 31.12.08	20%
<b>ICT Revolution</b>	
% of new facilities with ICT access	100%
<b>Equal Opportunities</b>	
No of SMEs assisted from targeted groups	10
<b>Environmental Sustainability</b>	
Development of appropriate brownfield sites	40%
Energy requirements from renewable sources for supported sites or premises	10%

<b>Table 8.4h Measure 2.3 Targets</b>	<b>target</b>
<b>Outputs</b>	
Area of premises provided (m2)	2788
Number of new/improved attractions/facilities	2
Number of cultural events festivals	2
<b>Results</b>	
Gross new jobs	71
Increase in number of visitors from outside the region	15%
<b>Impacts</b>	
Net additional employment	36
Net employment safeguarded	26
Additional spend at existing attractions/ facilities supported by 31.12.08	20%
<b>ICT Revolution</b>	
% of projects using ICT to develop tourism	100%
<b>Equal Opportunities</b>	
Number of SMEs assisted from targeted groups	6
<b>Environmental Sustainability</b>	
% of projects supported by Local Biodiversity Plans	40%
% of projects relating to access interpretation/management of the area's environmental assets	80%

<b>Table 8.4i Measure 3a.1 Targets</b>	<b>target</b>
----------------------------------------	---------------

<b>Outputs</b>	
Community plans developed	3
Community groups assisted	5
Community partnership organisations formed or sustained	2
<b>Results</b>	
New jobs created	5
<b>Impacts</b>	
Net additional jobs	2
<b>ICT Revolution</b>	
Number of ICT initiatives supported	1
<b>Equal Opportunities</b>	
% of projects which offer access to targeted groups	100%

<b>Table 8.4j Measure 3a.2 Targets</b>	<b>target</b>
<b>Outputs</b>	
Community Enterprises created	2
Number of credit unions or other financial based initiatives	1
<b>Results</b>	
New jobs created	10
SMEs created/people into self employment	2
<b>Impacts</b>	
Net additional jobs	5
<b>ICT Revolution</b>	
Number of ICT initiatives supported	1
<b>Equal Opportunities</b>	
% of projects which offer access to targeted groups	100%
<b>Environment</b>	
Number of environmental initiatives	1

<b>Table 8.4k Measure 3a.3 Targets</b>	<b>target</b>
<b>Outputs</b>	
Number of people in CED target areas benefiting from ESF assistance	125
Number of people in CED target areas benefiting from ESF training	34
% of women receiving ESF support	42%
<b>Results</b>	
% positive ESF outcomes on leaving	63%
% ESF beneficiaries in work on leaving	34%
<b>Impacts</b>	
Net not in work 6 months after ESF support	7
<b>ICT Revolution</b>	
Number of ICT initiatives supported	1
<b>Equal Opportunities</b>	

% of projects which offer access to targeted groups	100%
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## **SECTION 9 PARTNERSHIP SYSTEMS AND MANAGEMENT ARRANGEMENTS**

Derby City Partnership is a strategic alliance made up at Board level of key organisations from the private, public voluntary and community sectors of Derby city. A list of Board member organisations is provided at Appendix 1. A large number of organisations are involved in the work of the four Management Groups, and the five groups representing the Partnership's Strategic Priorities. Annex 1 to Appendix 1 illustrates the DCP structure.

Derby City Council is the accountable body for the Action Plan. A copy of the Accountable Body Agreement between the Partnership and Derby City Council and the Memorandum of Agreement are included at Appendix 5. The structure of the Partnership's management arrangements for the Action Plan is shown at Appendix 6.

The Partnership has delegated authority to the Special Programmes Monitoring Committee to conduct all management of the Action Plan. The Management Committee comprises eight voting members including members from: Derby City Council Southern Derbyshire Chamber, Southern Derbyshire health Authority, Derby Racial Equality Council, Derbyshire Building Society and the Midlands Co-operative Society. The Committee will be responsible for the successful delivery of the Action Plan and will administer it at the strategic level. A copy of the constitution of the Special Programmes Monitoring Committee is included at Appendix 7. The constitution includes a section for dealing with conflicts of interest.

A Working Group will be responsible for the delivery of the Action Plan on behalf of the Management Committee. The Working Group members are appointed annually. The Working Group will be chaired by the Council's Principal European Officer. The Working Group comprises members from the public, private and voluntary. The Working Group has a standard constitution that includes a section for dealing with conflicts of interest. A copy of the constitution is included at Appendix 8.

The Objective 2 Action Plan Support Team, in the Chief Executive's Department of Derby City Council, performs the day to day operational function to achieve the effective running of the Action Plan. An Action Plan co-ordinator will be appointed to advise the Special Programmes Management Group, the Objective 2 Working Group and other local groups and partners involved in the Plan.

### **9.1 Project Management and Appraisal**

The project management system for ERDF and ESF Objective 2 projects will consist of:

- the application.
- the appraisal.
- project approval.
- project implementation.
- monitoring and evaluation.

## 9.2 The Application

All ERDF and ESF applications will go through a two stage bidding process.

The partnership will announce calls for applications to meet the objectives and outputs of the DCP Action Plan. Applicants will be invited to submit an Expression of Interest, which will be assessed for eligibility, strategic fit and other appropriate criteria agreed by SPMC. Those meeting the criteria will be invited to submit a full bid. All full applications will be submitted on a standard ERDF/ESF application form.

## 9.3 Project Selection and Appraisal

The formal arrangements for project appraisal and approval are contained in the Memorandum of Agreement and the Accountable Body Agreement at Appendix 5.

DCP's project selection and appraisal system sets out to ensure that applications fulfil the criteria set out in the Structural Funds Regulations, the Community Support Framework, the SPD for the East Midlands and the DCP Action Plan.

The selection process will be transparent and circulated to all partners bidding for Objective 2 funding under the DCP Action Plan.

The Objective 2 Working Group will assess Expressions of Interest against core eligibility criteria and other appropriate criteria as agreed by SPMC including:

- the project can demonstrate additionality
- contribution to Action Plan and SPD objectives and targets, including the horizontal priorities of equal opportunities, environmental sustainability and ICT
- eligibility of activities
- viability of targets and funding profile
- impact on the Objective 2 area
- match funding in place, in particular from complementary regeneration programmes
- management and monitoring systems
- track record of applicant
- value for money
- additionality
- sustainability

Applicants will be notified in writing of the outcome of the first stage. Successful applications will be invited to complete a full ERDF/ESF application form.

All full applications will be submitted on the regional ERDF/ESF application form. The Action Plan Co-ordinator will provide guidance on the application process.

### 9.3.1 PROJECT APPRAISAL

Projects will be scored against the regional scoring criteria. A quality threshold will be established. All projects achieving over the quality threshold will be forwarded for appraisal.

The Appraisal Panel will conduct detailed appraisals on each project, in line with standard ERDF appraisal requirements. A recommendation on whether or not to grant funding will be made by the Objective 2 Working Group or SPMC, depending on the level of grant requested. The comments and outcome of the appraisal will be

documented. This document will be used as a management tool and be available for audit purposes.

## **9.4 Project Approval**

Projects falling within delegation levels, that is, projects requesting £250,000 or less will be approved by the Objective 2 Working Group. Projects requesting more than £250,000 ERDF will be deferred to SPMC for approval. The applicant will be notified in writing of the decision. .

For all projects, the relevant decision makers will have access to project appraisal documentation and recommendations in order to make an informed decision. The final decision, including a justification for that decision, will be minuted.

Projects that can be categorised as novel or contentious within DTLR guidelines will be submitted to the programme Secretariat, along with appraisal documentation. If the Programme Secretariat approves the project, DCP will issue a formal offer letter and a funding agreement setting out the terms and conditions of the grant, including any special conditions, targets and outputs.

Conflicts of interest are covered by the in the Constitutions for SPMC and the Working Group at Appendices 7 and 8 respectively.

Once approved, Derby City Council as the accountable body will issue a formal offer letter and a funding agreement setting out the terms and conditions of the grant, including any special conditions, targets and outputs.

Applications that are not successful will be sent a letter, outlining the reason for the decision.

## **9.5 Project Implementation**

### **9.5.1 Monitoring**

Monitoring will take place at two levels:

- individual projects
- the Action Plan.

The Council will appoint a Monitoring Officer to monitor the progress of all Action Plan projects.

The Council will issue a funding agreements to all projects. The Monitoring Officer will monitor a project's actual achievement against forecast on a quarterly basis and analyse variation. This information is recorded on a very comprehensive Total Management database.

The Action Plan co-ordinator and Working Group will use the monitoring information to manage the delivery of the Plan and monitor progress and impact against the Plan's strategic objectives.

The Monitoring Officer will visit projects regularly to advise on management recording systems and monitoring requirements. Regular training workshops will be available to everyone involved in delivering. Members of Working Group will attend the monitoring workshops as the need arises.

The Council's internal auditors will conduct annual financial audits on a sample of projects. The Monitoring Officer will accompany the auditor and conduct the output audit. The system for auditing projects will be reviewed as appropriate.

Quarterly information from individual projects will be collated into single progress report. This will report on progress of the Action Plan towards its targets, and will be broken down into activities, expenditure and outputs by measure.

This report will be submitted to the Objective 2 Working Group and the Special Programmes Management Committee before being submitted to the Secretariat.

## **9.6 Significant Changes**

### **Individual projects**

For individual projects, a variation of 10% in planned lifetime outputs will be regarded as significant. Corrective action will be identified at project level where possible or within the Action Plan.

### **The Action Plan**

Changes in funding sources or the financial profile, key timing changes, or changes that result in more than a 5% reduction in planned lifetime measure outputs will be regarded as significant and will be referred to the Programme Secretariat for approval.

## **9.7 Review and Evaluation**

### **Annual Report**

An annual report will be produced on the progress of the Action Plan. It will include the following information:

- the progress in implementation of priorities and measures in relation to specific targets
- the financial implementation summarising for each measure the total expenditure, public/private match funding, and ERDF expenditure
- the steps taken by DCP to ensure the quality and effectiveness of implementation
- a summary of any significant problems encountered in managing the programme and any measures taken
- the use of the technical assistance
- the measures taken to ensure publicity for the programme
- compatibility and synergy with other structural funds programmes
- the progress and financing of major projects funded under priority 2.1, strategic development opportunities.

This report will be submitted to the Objective 2 Working Group, the SPMC and to Secretariat.

## **9.8 Financial Management**

The Council as Accountable Body has established effective arrangements for safeguarding public money, including a clear line of responsibility and accountability for receipt and use of public funds. The role and responsibilities of the Council are set out in the Accountable Body Agreement in Appendix 5. The Council's external

auditors are KPMG and will be auditors to the Action Plan. The financial management of the Plan is carried out under the supervision of the Council's Director of Finance, and will be subject to the Council Financial Regulations.

All grant claims from individual projects will be checked for eligibility, that they are within the budget and within agreed budget headings. The Objective 2 Monitoring Officer will be responsible for verifying each claim. Payments will be authorised by a more senior member of staff according to the Chief Executives Department Financial Management Scheme.

### **9.9 Contingency Planning**

The Management Group will monitor reports, highlight anticipated shortfalls in programme performance, and consider options for addressing shortfalls. The Action Plan Co-ordinator will maintain a risks log for all projects, this will state agreed measures for controlling risk.

### **9.10 Publicity**

All projects are required to give adequate publicity in line with ERDF and ESF requirements as part of their approval and funding agreement. It is a condition of grant that all leaflets and publicity material acknowledge ERDF and/or ESF support and Derby City Partnership.

## 10 ACTION PLAN CONSULTATION

This Action Plan has been developed and will be delivered in consultation with the local community. This section describes the steps undertaken to ensure that the local community has been fully informed on Action Plan developments, that it responds to their needs and will continue to do so.

### 10.1 THE ACTION PLAN APPROACH

In 1999 DCP set up an Objective 2 Task Group, to consider the most effective use of the Objective 2 funds in the five eligible wards. The Group had representatives from the Council, Southern Derbyshire Chamber, Southern Derbyshire Training and Enterprise Council, University of Derby, Wilmorton College and Derby CVS. In December 2000 the Group recommended to the Board that the Partnership develop a single Action Plan for the eligible area in Derby. This recommendation was endorsed.

Following this decision, the Partnership held a brain-storming event, with the Partnership's Strategic Regeneration Group and the Task Group to agree a framework for the Action Plan. The outcome of the meeting was that the central idea behind the Action Plan should be job creation, through supporting growth sectors and encouraging investment.

### 10.2 DEVELOPMENT OF THE ACTION PLAN

Objective 2 is new to Derby and it has been particularly important to disseminate information to all interested parties, and build capacity to develop an understanding of the programme to enable organisations in Derby to access this new source of funding. A number of events have been organised to inform, update and get feedback from organisations across the city on the Objective 2 Programme and Action Plan approach. A summary of consultation events and workshops are summarised in the following table. In October 2000 partners were invited to submit project ideas for appraisal against the SPD and DCP objectives. This information was used to inform the development of the Action Plan.

Date	Description
June 2000.	Launch of the Derby European Strategy and an Introductory Briefing to Derby's Objective 2 programme.
July 2000	Workshop 1. Key documentation and the regional application process
September 2000	Workshop 2. Update on SPD negotiations, project surgery to give feedback on potential bids.
March 2001	Action Plan consultation event

### 10.3 Consultation exercise.

A formal consultation exercise on the draft DCP Objective 2 Action Plan took place in March 2001. An event was held at Wilmorton College. The draft strategy, financial allocations and implementation arrangements for the Action Plan were presented.

The draft Action Plan was circulated to approximately 130 individuals from 55 organisations from Derby and the region for comment. A list of organisations consulted is provided in Appendix 9.

#### **10.4 IMPLEMENTATION OF THE ACTION PLAN**

The management structures and processes for the Action Plan are described in Section 9. All stakeholders are represented through the DCP structure. Consultation on the Action Plan will continue throughout its lifetime as events and workshops are held to encourage participation in the delivery of the objectives, to promote the successes and take feedback from partners on the management and direction of the Plan.

The Action Plan Support Team will continue to provide information and undertake capacity building activities during the lifetime of the Action Plan.

# 11 FORWARD STRATEGY

Each project is expected to have a forward strategy, progress towards the achievement is reviewed during the lifetime of the project and funding for the later stages is allocated accordingly.

The community capacity building of local groups, through the Action Plan and other programmes, will provide local people with the skills that will enable them to make long lasting change in deprived areas. The skills and training to be provided under the Action Plan and other programmes for local people will enable them to access new opportunities arising from the developments under the Action Plan.

The Action Plan is just one element of DCP's regeneration programme. Together the integrated programme of activities will give a boost to the development of the area leading to future private sector investment and continued development. On completion of the Action Plan, new businesses and organisations will be in place and existing businesses will be in a better condition, to contribute to the future growth and competitiveness of Derby's economy.

**Members of the Derby City Partnership Board, August 2001**

Derby City Council  
Southern Derbyshire Chamber  
Derbyshire Learning and Skills Council  
Church of England  
Southern Derbyshire Health Authority  
Southern Derbyshire Acute Hospitals Trust  
Rolls-Royce Plc  
Derbyshire Evening Telegraph  
Derbyshire Constabulary  
Bombardier Transportation  
Midland Mainline  
Derby Council for Voluntary Services  
Derby Trades Union Council  
Pro-Derby  
The University of Derby  
Derby Racial Equality Council  
Government Office for the East Midlands  
Derbyshire Building Society  
**Trent Buses**

<b>STRATEGIC OBJECTIVES</b>	<b>SPD Measures</b>	Baseline Position
10. To support the development of a creative industries' cluster through the provision and refurbishment of facilities and incubator units in the City Centre.	M2.1	There is a developing creative and cultural industries sector in Derby. Further developments are hindered through lack of suitable premises. There is potential to support a specialist facility to encourage arts activity among black and ethnic minority groups.
	M2.2	The percentage of facilities with ICT access for creative industries is not known?
	M1.4	Since October 1999, 50 SMEs have been assisted, in managed workspace for creative industries.
11. To support the development of inner city businesses, services and facilities in the inner city areas and in particular the city centre by redeveloping key sites and carrying out environmental improvements.	M2.1	The city quarters lack vitality and image and this discourages businesses to locate and tourists to visit the city centre. It also hinders the development of a vibrant day and evening economy  According to the annual employment survey, there were 3,879 employers in the Objective 2 eligible area in Derby in 1998
	M2.2	There are 29 local community/learning/training centres in the eligible area. The quality and quantity of facilities and services particularly access to ICT differs from centre to centre.  Communities and businesses do not have access to local facilities which can meet their needs.

	M1.4	<p>There is little vacant high spec or small suite accommodation in the area with serviced facilities, to support incubator knowledge-based businesses.</p> <p>Current vacant accommodation is estimated to be 4600 sq. m.</p>
12. To strengthen Derby's competitiveness by supporting the development needs, including ICT, of growth sectors and inner city businesses including social enterprises.	M1.1	<p>Future employment growth in the area is partly dependent on new investment and growth in technology and knowledge based sectors</p> <p>The number of businesses taking up consultancy assistance on technology projects was 9 in 2000/2001 as recorded by SDBL . This information is not available at ward level.</p> <p>The number of ICT workshops/seminars held was 6 in 2000/2001 as recorded by SDBL .</p>
	M1.2	<p>The setting up and development of new businesses is hindered through lack of access to financial support.</p> <p>SDBL recorded 44 finance related business enquiries in 2000/2001. 4 companies received financial support through loans .</p>
	M1.3	<p>Inner city businesses, including social and community enterprises are experiencing difficulties in achieving growth and development.</p> <p>The best available indicator is from SDBL. There were 5503 business enquiries dealt with by SDBL in 2000/2001 for the whole of Southern Derbyshire.</p> <p>Information is not available by target group.</p>
	M1.5	<p>Structural changes in the Derby economy means that there is a gap in the workforce's skills and knowledge and the skills needs of business</p>

13. To assist local people in the most deprived areas of Derby access the new employment opportunities by building capacity of local communities and developing facilities and services	3a.1 3a.2	<p>There is a low level of community participation in parts of the CED area.</p> <p>The average unemployment rate for the CED area covered by the Action Plan is 11.5% according to September 2001 claimant count figures.</p> <p>Unemployment rate among women was 6.5% and 27.8% for young people using the same survey.</p>
	3a.3	Community capacity building activities have not developed in some areas as local people lack the skills and there is not enough support to meet their individual needs
	2.2	<p>Access to local facilities is a barrier to local people taking up employment and training opportunities</p> <p>There are 29 local community/learning/training centres in the eligible area. The quality and quantity of facilities and services particularly access to ICT differs from centre to centre.</p> <p>Communities and businesses do not have access to local facilities which can meet their needs.</p>
14. To improve and develop services, facilities and cultural events for tourists and visitors to the city centre.	2.3	The city centre lacks facilities and attractions to encourage tourists and visitors to spend time in Derby.

**Checklist of *emda* requirements in strategies and projects**

1. Community engagement in preparing/implementing/local strategies, including all relevant sections of the community.
2. Structure regeneration work predominant around comprehensive generation strategies. Where physical regeneration is around a major component, Master Plans will be a prime mechanism.
3. Town-by-town identification of main development needs.
4. Good quality design.
5. Regard for energy efficiency and sustainability.
6. High IT content and specification in strategies and projects.
7. Provision of social infrastructure in larger residential developments.
8. Family housing in towns.
9. Crime prevention.
10. Youth disaffection focus and business/school linkages.
11. Health issues in regeneration.
12. Integration of public transport into regeneration strategies and projects.

