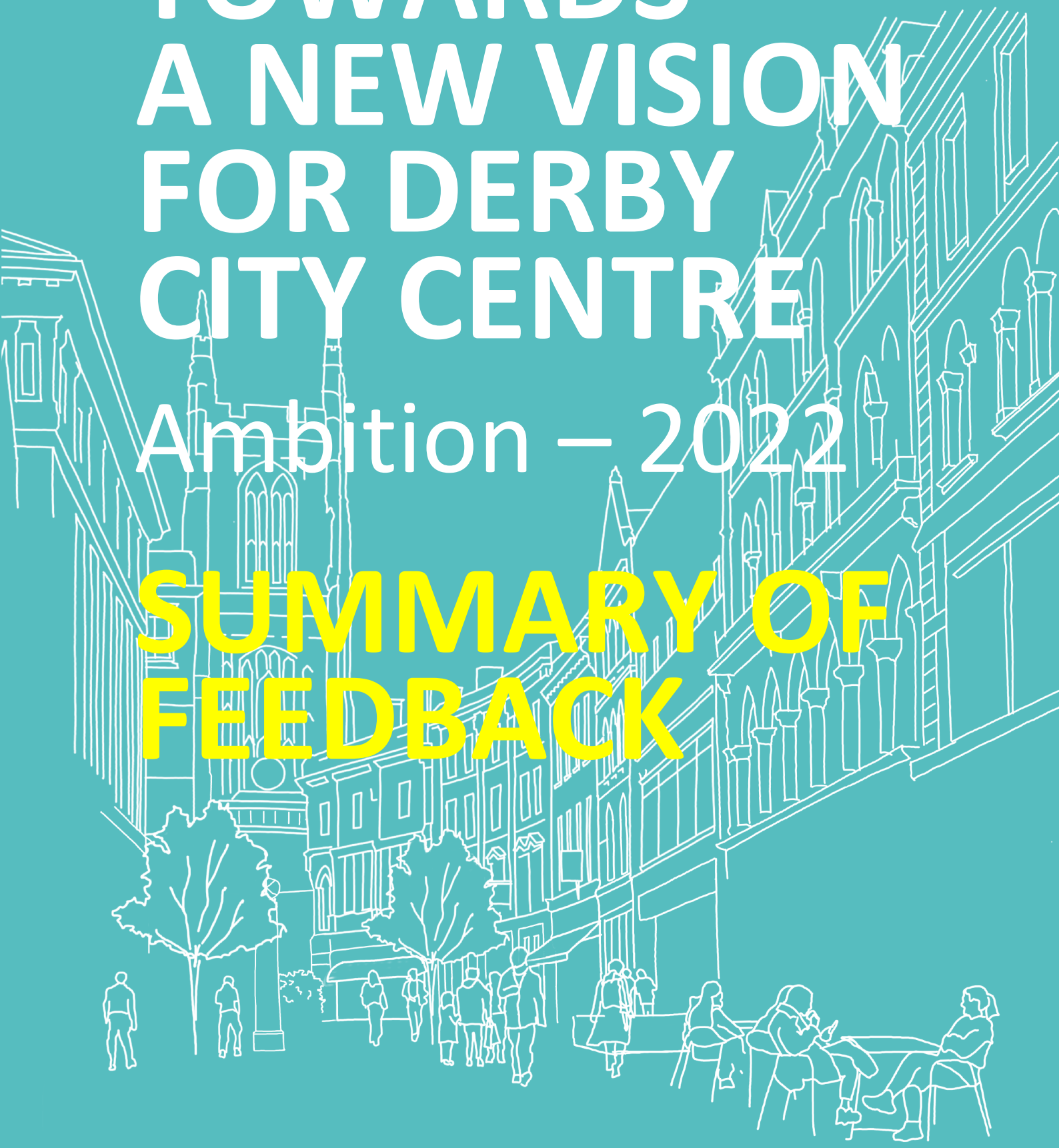
TOWARDS A NEW VISION FOR DERBY CITY CENTRE

Ambition – 2022

SUMMARY OF FEEDBACK



Derby City Council

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Towards a new Vision for Derby City Centre

Ambition - Conversation Results

Introduction

Throughout 2021 and 2022 we began a conversation with stakeholders to understand the issues facing the city centre and get to grips with the potential ideas, interventions and opportunities that could help to transform it.

During Summer 2022 we published a document called ‘Ambition’ which was an important step in developing the vision, setting out the issues we think need to be addressed and identified ideas and potential interventions for addressing these. The document was wide-ranging, based around a series of themes. Feedback was sought to try to gauge the reaction to our ideas and assess whether we were thinking along the right lines.

The feedback form was open for 15 weeks from 8 June 2022 until 21 September 2022. It was primarily conducted through an online feedback form with paper versions, different versions and translations available on request. People were also given the opportunity to write in or email with any other comments they had.

To broaden the conversation and widen feedback, additional activities were also available on the Let’s Talk Derby engagement platform relating to each of the themes including ‘Ideas’ boards and interactive maps to allow people to add comments and feedback.

Stakeholders were sent an email alerting them to the launch of the document, with links to the Let’s Talk platform. Emails were also sent out via Neighbourhood Managers to resident circulation lists. A press release was sent out to promote the launch and was sent to local media as well as industry outlets. The launch was also promoted through the Marketing Derby e-shot. Marketing Derby’s Innovate Magazine (September 2022 edition) published a comprehensive interview with Rachel North focussing on the Ambition document. The conversation was also promoted on bus stop posters and electronic boards.

Officers attended and presented to a number of forums throughout the conversation period including:

- Conservation and Heritage Advisory Committee
- Equalities Hubs

- Voices in Action
- BID Boards
- SEN Ambassadors
- Derby Climate Change Coalition

A BSL signed video was created to highlight the big ideas in the Ambition document and promote the ongoing conversation.

Throughout August 2022, a staffed exhibition was held in the new 'City Lab' on St James' Street. It was staffed by Marketing Derby 2 days a week and Council officers 2 days a week throughout the month. There were around 100 visits to the Lab in this this period, from members of the public and local businesses. The exhibition was extensively promoted through press releases and through social media (Twitter, Facebook and LinkedIn).

Two focus groups meetings were also held at the Lab by Marketing Derby to engage with Bondholders. Council officers attended both sessions to listen to feedback.

169 **people gave their view in the feedback form**

20 **additional emails or letters were received**

15 **Stakeholders sent additional emails or letters**

130 **people gave feedback on the theme activities**

16 **City Lab sessions were hosted by the project team or Marketing Derby**

A note on the data in this report: Data from the 'closed' option questions is presented in the report as a % score. The data in the text of the report is rounded up or down to the nearest whole percentage point. Charts or tables therefore may result on occasions adding up to 99% or 101%. If a table or chart does not match exactly to the text in the report this occurs due to the rounding up or down when responses are combined. Results that differ in this way should not have a variance that is any larger than 1%.

When reading the data, please note that there is a base number against all charts and tables; this is the valid number of responses for that particular question and the figure that the percentages are calculated from.

Background to development of Ambition document

The Ambition document was drawn up following extensive engagement with key stakeholders throughout 2021. This was done through a series of 1-2-1 discussions. The key issues raised through this process are highlighted in the 'Challenges and Opportunities' section of the Ambition document. Examples of key stakeholders include:

- Major landowners and developers (Cale Street, St James Securities, Clowes Developments, Staton Young)
- University of Derby
- Marketing Derby
- Historic England
- The Arts Council
- Business Improvement Districts
- Environment Agency
- Derby Cathedral
- Derby and Sandiacre Canal Trust
- Local property agents

Progress on the development of the Ambition document was communicated through newsletters which were sent out to key stakeholders and made available on the Let's Talk Derby platform as an upcoming project.

A city centre walkaround with members of the Youth Council / Voices in Action groups was undertaken in August 2021.

The Ambition document was approved for consultation by Council Cabinet (18th May) and was discussed at Executive Scrutiny Board (17th May).

A note on the layout of this report: As the conversation utilised multiple methods of engagement, reporting on each theme by engagement approach was deemed the clearest for presenting purposes.

The order of the report is as follows:

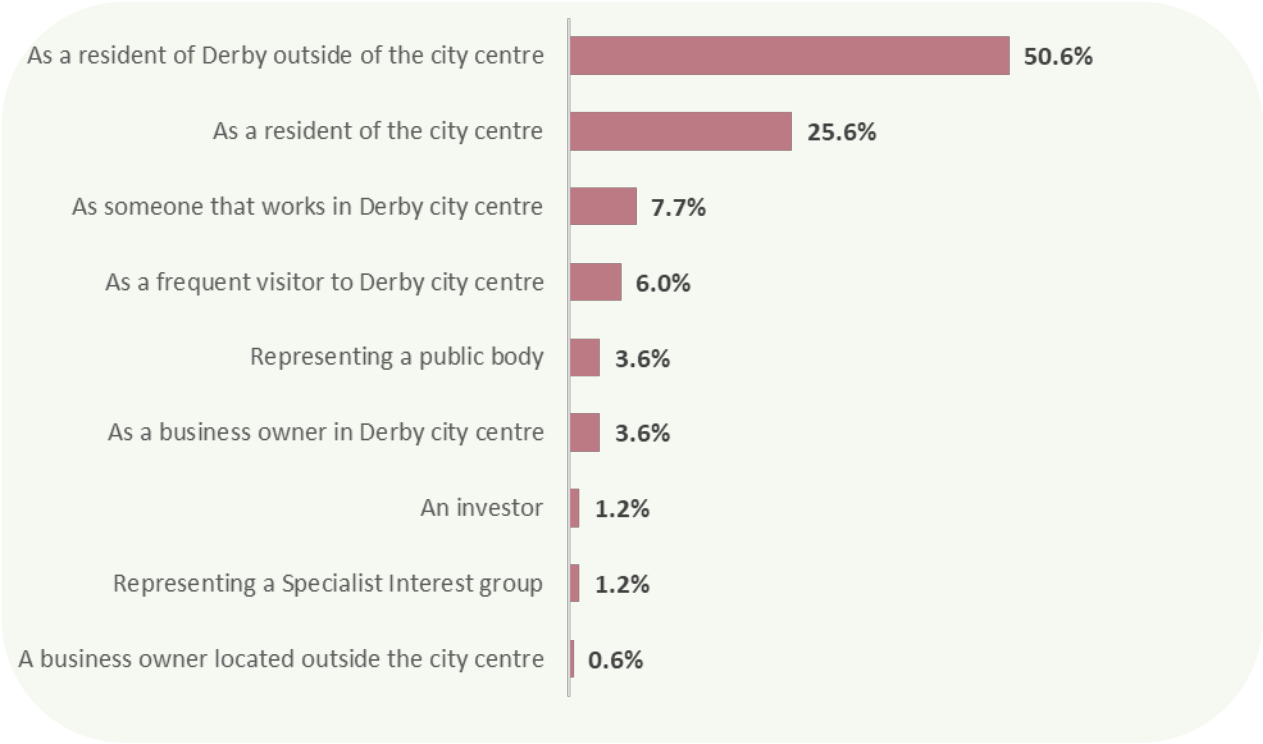
- Responses given in the feedback form
- Letters/emails (stakeholder and members of the public)
- Let's Talk Derby Activities (ideas boards, maps, quick polls)
- Meetings
- Appendices

Responses given in the feedback form

169 respondents gave their views using the feedback form either online or on the paper copy.

When asked to identify in what capacity they were responding to the survey, over half of those taking part were residents of Derby outside the city centre (50.6%, 85 people). The next largest group were residents of the city centre (25.6%, 43 people). [Chart 1].

Chart 1: In what capacity are you responding to the survey?



Base: 168 respondents

Of those that represented a specialist interest group or public body, there was an opportunity to detail how they were responding. Whilst only 8 people responded that they represented a specialist interest group or public body, more wanted to qualify the capacity in which they were responding. Responses included:

- 'Save the Assembly Rooms' campaign,
- Charity Trustee in Derby City Centre,
- Derby Based organisation providing largest detached youth work team of specialists across the city,
- director of a Derby company but feedback is own,
- school teacher in Derby,
- current worker and researcher in Derby,

- represent Age UK Derby and Derbyshire supporting people aged 50+ in the city of Derby and county of Derbyshire,
- Coordinator, Derwent Valley Mills World Heritage Site,
- Chief Executive of QUAD,
- worked at Derby Museums for years, trustee of Winters Collections Trust
- member of Friends of Derby Arboretum, Founder and member of Derby Arboretum & Hartington Street Conservation Area Residents Association, Member of Derby Civic Society,
- work for Derby City Council
- Formerly lived and worked in Derby.

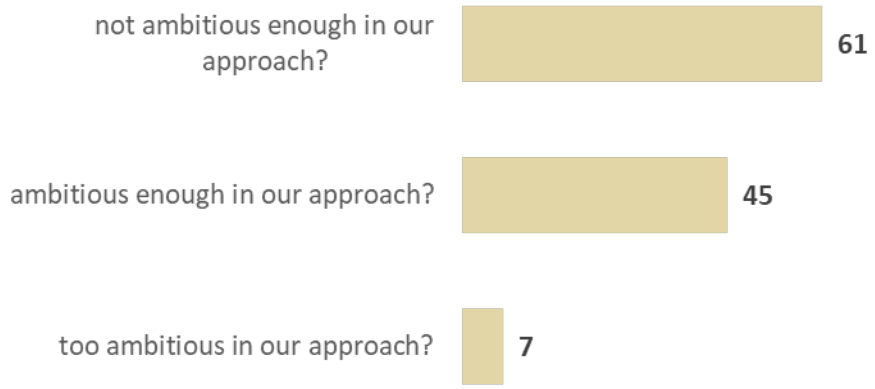
Feedback on Climate Change theme

The focus of this theme was to rethink how the city centre functions to respond to climate change; to find more sustainable ways of getting into, out of and around the city centre, with less emphasis on motorised vehicles. It was also identified that there was a need to repurpose old buildings, increase energy efficiency, identify opportunities for clean decentralised energy and to bring nature back into the city. Other issues included adapting to the effects of climate change, including the increased risk of flooding.

116 consultees wished to give feedback on Climate Change.

Respondents were asked to consider whether we were ambitious enough in our ideas/approach to energy efficiency and net zero carbon. Of the three options given, respondents were asked to select one. Over half of respondents (54%, 61 people) believed that the approach was not ambitious enough [Chart 2]. Just over a third of respondents (39.8%, 45 people) felt that we were ambitious enough in our approach, whilst 6.2% (7 people) believed we were too ambitious in our approach.

Chart 2: How ambitious are ideas/approach to energy efficiency and net zero carbon?



Base: 112 respondents

Respondents were given the opportunity to explain why they answered in this way, 67 people detailed their reasons. All comments were read and allocated to themes. 13 key themes emerged. The largest number of comments were allocated to the 'Suggested initiatives' theme (24 comments). This theme was varied and ranged from general comments about the initiatives identified within the Ambition document to suggested improvements that respondents would like to be considered. [Chart 3]

Examples of comments include:

"In recent years, there has been a concerted effort of moving public services away from population centres, and out to cheaper land outside the city. The big developments that spring to mind - Moorways Swimming Pool - closing a central swimming pool (Queens) close

to population centre, where many people can walk/cycle and there are good public transport links to, and instead moving this to an out of town location, where there are no cycle paths, no bus routes/alternative public transport options and away from population centres is absolute madness. Designing a world where we rely on cars is idiotic and completely at odds with the Climate Emergency that DCC has declared."

"The spot needs greening as there is lots of footfall in that area - other green areas need to consider cultural and leisure aspects very close or on them to draw people in as the some 'key' buildings are failing to do that. More street traders, craft market, refreshment stalls, greater entertainments - open street artists, music, drama, comedy, local aspiring acts, brass bands etc. could be used as an example all showcasing talents for all to see."

"We should use LTN 1/20 and Inclusive Mobility as baselines for public realm development. This will enable Derby to ensure all future development is to a standard that makes it truly suitable for everyone in the long term."

20 respondents felt that the Ambition could be more ambitious as Climate Change and the Council's declared Climate Emergency deserved greater credence…

"Difficult to answer this, ideally the plans would go further but I really like the current plan given available funding and public support. If done well I'd like to see it taken further (specifically in sustainable drainage design, city centre green areas etc)".

"There are a lot of good ideas presented here. However, the ambition in the document could go much further to ensure Derby is made as resilient as possible to extreme weather events and contributes as little as possible to wider climate breakdown. In addition, the vision and ambition stated in the document needs to be reflected in real-world projects. This has not been evident in the design and implementation of many recent projects in Derby, including large-scale building projects and public realm developments under schemes such as the Transforming Cities Fund. In these cases, very positive ambitions and promotion of schemes have been followed by projects of limited vision and inadequate quality".

19 respondents commented on greening either through planting schemes for bus shelters or the creation of tree canopies to counter urban heat effect, whilst others went further…

"ALL changes to corridors, crossings, public spaces, the IRR, should include tree planting! The temporary wooded area in the city centre - soooo wasteful! MAKE IT PERMANENT, with fewer trees. Our city centre (even a lot of the 'recently improved' areas) is so grey and offers little natural habitat and shade".

"Plans to create more open space and green space is a concern when for well over a decade we have not been able to look after the space we have. If we can't look after and enhance what we have how do we look after that when escalated 10 fold? Green spaces need money to maintain".

Chart 3: Emergent themes in response to whether ambitious enough in ideas/approach



Base: 67 respondents

Respondents were presented with a list of ideas and asked how strongly they agreed/disagreed with each [Chart 4]. The ideas were generally well received attaining at least three quarters combined agreement. The most supported measure was ‘Continue to develop sustainable transport opportunities in the city centre’ which obtained 92% combined agreement. This measure had the highest strongly agree response accounting for 75.2% of responses.

The measure which obtained the lowest level of support was ‘Investigate Combined Heat and Power (CHP) and hydrogen based technology’, which although receiving a combined agreement of 76.5% (85 people) did show a more distributed range of agreement. Unlike every other idea presented, this measure had the lowest level of those that Strongly agreed (44.1%) and was 15.5% below the next lowest strongly agree idea (Ensure existing buildings are improved to be more energy and resource efficient 59.6%). Similarly, this idea also achieved the highest levels of disagreement with 4.5% of respondents selecting either disagree or strongly disagree. Full breakdowns of agreement/disagreement levels can be found in Appendix A – Data tables at the end of the report.

Chart 4: Strength of agreement with ideas



Base in order of measure: 115 respondents, 114 respondents, 112 respondents, 111 respondents, 112 respondents, 113 respondents, 110 respondents, 110 respondents

Respondents were asked if there were any other ideas that we should include, 52 people used this opportunity. [Chart 5] 18 consultees believed that the focus should be on green and blue infrastructure. Comments included: "Develop more wetlands and nature reserve to collect water (flooding) and ensure brownfield sites are redeveloped for houses/leisure facilities instead of destroying green belts that should be left for wildlife and nature".

"The vision for this section focuses on technical fixes that treat the symptoms of the current failing relationship with nature, this is an important factor, but the theme of engaging people with nature in the ambition is relevant and important as it is causal issue and route to the behaviour change needed to engage with those low carbon measures, such as travel

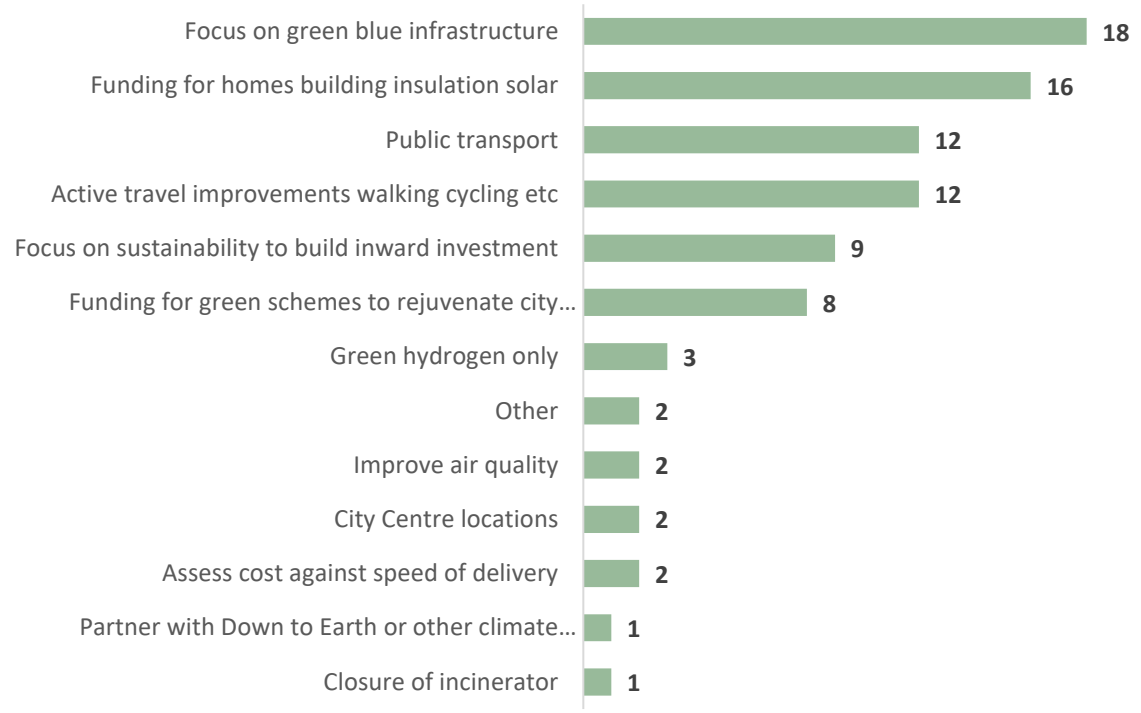
options – which can also be used to engage people with nature if that was a stronger and central theme to the vision. At present this section suggests new green spaces, but not engagement with them and doesn't further the overall vision or unite with 4 core themes (green, vibrant, resilient, growth)".

Whist others felt that building related interventions would be beneficial, specifically building insulation, retro-fitting and solar panels…"I think there should be a good home and building insulation programme".

"If you want to make Derby greener offer a grant for all the factory, warehouse, supermarkets, and other large roofs to have solar panels, imagine if businesses could be part self-sustaining and what a brilliant example it would set!"

"Solar generation should be mandated for all new buildings. Retrofitting/renovation of existing buildings should incorporate solar PV. Modern 'in roof' PV systems enable the technology to be almost unnoticeable from ground level. This should also apply to historic buildings, including the cathedral. Such buildings are the result of many alterations over the centuries to adjust to changing conditions - climate change is the latest".

Chart 5: Emerging key themes



Base: 52 respondents

Feedback on Culture theme

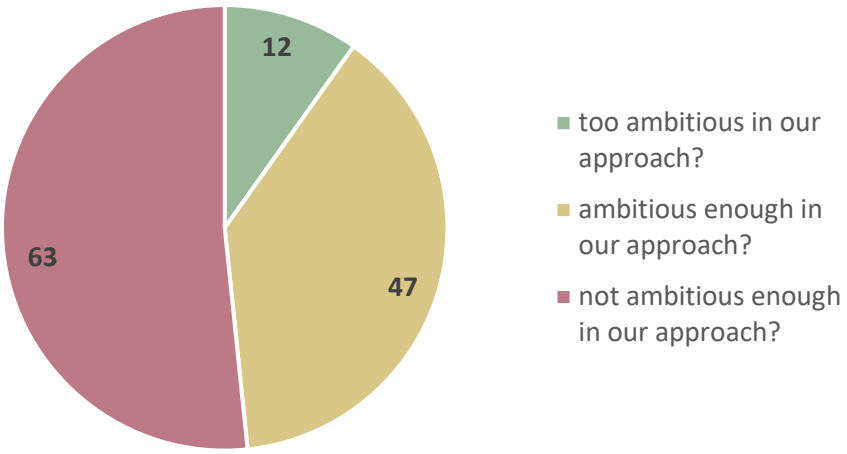
The focus for this theme was about putting culture at the heart of the vision and for culture to lie at the heart of a transformed city centre. The vision is to create a diverse cultural offer with something for everyone. The aim will be to create a strategic network that joins up a revitalised Market Place with the Museum of Making, the Cathedral, Becketwell and the Museum and Art Gallery.

This Cultural Heart area could be supported by the development of a 'Creative Quarter' within the historic core. Here creative industries, artists' studios and maker spaces, alongside a diverse mix of complementary uses such as bars, restaurants, galleries, workshops and residential, will help to bring neglected historic buildings back to life and restore vibrancy to frail streets. The aim is for Derby to be first choice for artists and creative people, with a vibrant cultural offering that reflects the experiences of the city's residents and where everyone feels inspired to participate in culture.

124 people wished to give feedback on the Culture theme.

When asked if consultees agreed/disagreed with our ambition to put culture at the heart of city centre transformation, 121 people chose to respond. 84.3% (102 people) agreed, 9.1% (11 people) neither agreed nor disagreed and 6.6% (8 people) disagreed. As for the cultural activities we wanted to attract, over half of respondents (51.6%, 63 people) felt we were not ambitious enough in our approach. Conversely, over a third (38.5%, 47 people) felt that we were ambitious enough in our approach [Chart 6]

Chart 6: Are we…



Base: 122 respondents

Whilst accepting that cultural activity would alter and develop over time, respondents were given the opportunity to identify cultural activity that should also be considered within the development of the Vision; 74 people used this opportunity. From the comments given, 16 key themes emerged [Chart 7].

The largest theme evident was ‘specific cultural activity ideas.’ 28 people identified cultural activity that should be included from ideas about ambitious cultural projects such as…

“There is currently no 'Tate Midlands.' Other regions have Tate Galleries. The city council should approach The Tate to get one based in Derby, which would be a national and regional tourist draw. Joseph Wright and The Enlightenment/Industrialisation could be the basis of this major attraction for the city. It would be a game-changer for Derby and help transform the city centre”.

To those that felt that more could be made of Derby’s industrial heritage and/or sport…

“The World Heritage Site could be utilised more and capitalised on”.

“Not ambitious enough: The definition of culture seems narrow, largely with emphasis on the arts. Derby is largely an engineering city and the creativity of engineering does not get the attention it requires. Even the, otherwise excellent, Museum of Making, says very little about the creative brilliance of the objects displayed. Derby County is hailed as a cultural icon and greater involvement of "diverse communities" is called for”.

Others suggested particular activities such as: “Science education”; “More community events and mini festivals in the market place” and “Art trails throughout the city”

And…

“More 'Disruption' through daily encounters with Art and Culture. less red tape and risk management - trust the artistic community to deliver the vision”.

“I think that to ignore the Arboretum, Royal Crown Derby (and its museum) and WW Winters Photographic Studio (the oldest purpose built studio in the world, currently looking at options for the future) is missing a trick”.

The next largest theme regarded ‘existing venues’ with 17 comments. Some identified venues that they used and how use of venues could be expanded

“I think there should be support for smaller gallery spaces, artist studios and independent venues. I love Quad, Deda and Derby Museum but Derby has an abundance of smaller, unused spaces that could be used but are just not affordable. As an example, I saw an incredible event at the Tram Shed called Hymn for Ukraine which was really well attended - it was brilliant! I almost felt like I was in a vibrant city like London or Manchester. Attending Bustler also makes me realise that there is definitely an audience and a market here for smaller more independent creative ventures”.

To those that felt that too little was made within the vision of the privately owned venues that already delivered cultural opportunity for the city…

“Private sector entertainment venues are not currently considered in the response, but these form a vital part of a thriving city centre. We are seeing a move towards city centre's and malls being used for leisure just as much as retail. This has created many private funded

entertainment chains such as TOCA Social, Gravity, Boom Battle Bar and many more attractions like this. What do they need to come to Derby? These venues are helping leverage other cities around the UK. I'd also consider a smaller music venue as part of the city. O2 have typically done well in operating and running second-stage venues in cities with large venues (like Derby will have soon). This has helped develop young musical talents and create an entertainment destination for university students".

Late night entertainment is barely mentioned but forms a vital part of the culture that makes Derby city centre attractive. It is an essential part of student life and brings value to the district economy. We represent (4 bars in the city centre) and supporting student culture is a huge part of our business".

"As an established late-night venue in the cultural heart of Derby we hope to form the fabric of the vibrant cultural offering discussed in the plans…We strongly believe that our venues are part of Derby's culture and should be supported to become part of the new vision of the city centre".

In some cases, links were made between possible future cultural opportunities and existing developments such as film-making and the proposed studio facility at the Aida Bliss site.

"Film production in the culture offer may need some further thought".

Chart 7: Emerging themes



Base: 74 respondents

When asked if we had chosen the right places or spaces to host an improved cultural offer, 119 people gave their viewpoint. Just over half (54.6%, 65 people) believed that we had identified the right places/spaces; 28 people (23.5%) didn't know and 26 people (21.8%) didn't believe we had identified the right places/spaces for an improved cultural offer.

58 respondents identified other places/spaces where an improved cultural offer could be considered [Chart 8]. Open spaces and beside the river garnered 13 responses, as did the Market Place/Assembly Rooms.

Both sides of the river, eg from The Tap Brewery down to the Smithfield could be redeveloped to be made nicer.

The best resource Derby has is the riverbank, there should be cafes, bars and great lighting all along the bank, there is nothing cultural around the white elephant area of the casino

You have correctly identified the Market Place as the heart of the cultural hub.

Currently, Derby has no city-centre sporting/swimming venue and no large theatre or concert venue. It is essential that these facilities (Queen's Leisure Centre and the Assembly Rooms) are renovated and re-opened so that the cultural activities of the city centre can be reinvigorated.

Ten respondents believed that cultural activity should be extended beyond the city centre; suggestions included:

Normanton and Pear tree area, derby arena and pride park, I would extend it to Darley Park, which is close enough to the city centre to provide everyone with a cultural offer (eg Darley Park concert) I appreciate you have shown an area for a cultural heart but Culture should not be restricted to a quarter of the city centre, is should be across it all and extend across the river.

The Hippodrome afforded comments from 9 people, some in favour of its inclusion and possible repurposing:

Hippodrome to become a Rock City style venue. If in doubt get O2 in to run it. It could be the Ups best live music venue. Support Dubrek, let them expand.

Support the Hairy Dog, underground is where the mainstream comes from. Ask yourself, why does Derby not produce famous actors or musicians? It's because their dreams aren't supported, they have nowhere except outside the city to develop.

Others were less enamoured by the proposal to initiate works at the dilapidated Hippodrome and felt money and resources could be better focused:

Rebuilding Hippodrome as cultural venue seems excessive given the other venues which do / will exist

I don't think it is worth renovating the Hippodrome Theatre. It is too isolated and not in the best location so is probably not worth the investment required. It is also not well-serviced by public transport.

Developing a performance centre in the Becketwell area is probably a good idea, but at the same time as potentially bringing the Hippodrome back is ludicrous. The Hippodrome building is past redemption and the idea of having it compete with a modern custom built arena is in reality a waste of time and money. Derby has always struggled to support the arts in the form of theatre so having several venues is likely to cause all to fail from lack of support. Fewer but well supported venues would in my opinion be the way to go.

This was further asserted by those who questioned whether Derby was a large

enough city to support more large/expensive venues (7 respondents).

There is an emphasis on big, status, projects and boutique hotels. Not many years ago, Derby had a fair number of pub function rooms and other places available to small groups at little or no charge. Most of these have gone or charge more than small amateur groups can afford. The Darwin Suite in the Assembly Rooms, which used to host small national events, is also a great loss.

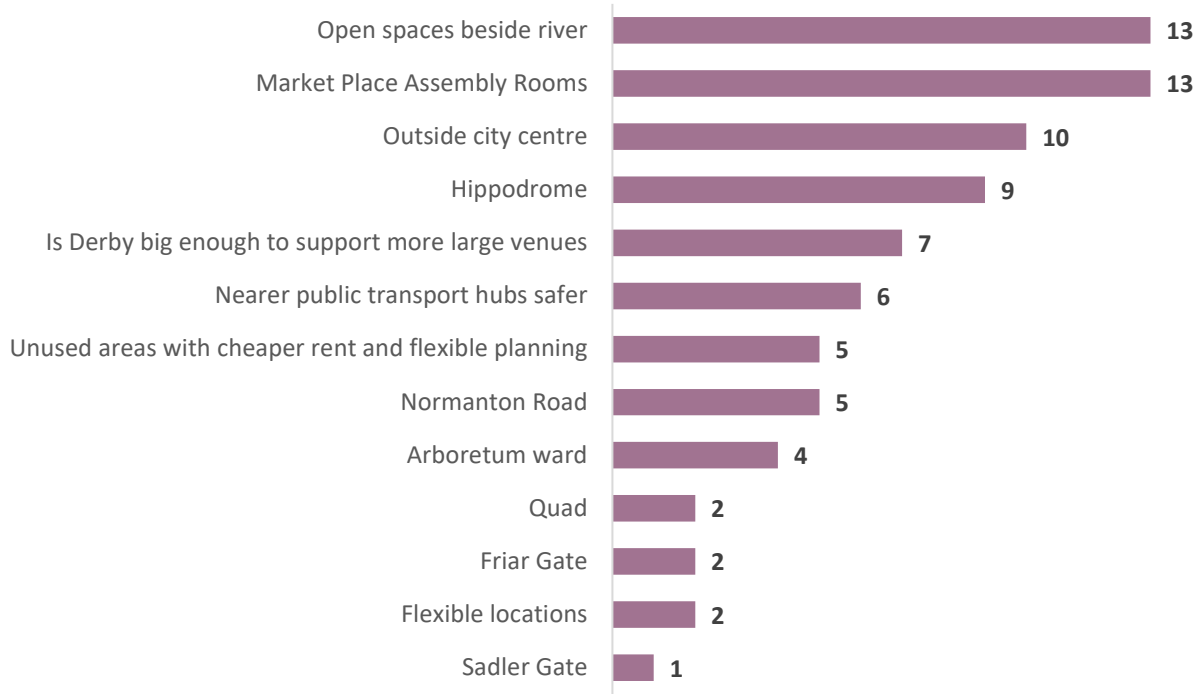
Whilst others believed that there was a need to explore more flexible spaces in unused buildings which would be cheaper and benefit a wider cultural offering (5 respondents)

Other cities have focussed on unused areas in a city to allow cheap rents, flexible planning and licensing to encourage start up cultural organisations and artists (stokes Croft Bristol, Digbeth Birmingham, Sneinton market Nottingham) to great success. More investment in the cathedral quarter just reaffirms the status quo and does not create new talent, new communities and new engagement.

If a space was identified, the mechanism for using that space would either be exclusive or laborious to the point of exclusivity.

Derby has many artists; but the lack of readily available, accessible, and affordable spaces for artists to use is an on-going problem that continues to set us back. This is exacerbated by larger institutions such as the university buying up spaces and ring-fencing them for their own internal projects and subsidiaries. For example, the Voicebox -- previously one of the best music performing spaces in England -- was bought and and is now used as a theatre rehearsal space exclusively for Derby Theatre. This is an extreme waste of a cultural resource, but indicative of how the city has considered its own space.

Chart 8: Other places/space where improved cultural offer could be considered



Base: 58 respondents

Consultees were then asked to consider Derby's tourism economy and how best this could be developed. 98 people gave their feedback [Chart 9]. 23 comments alluded to poor promotion of the city and its events which could be vastly improved…

Making sure the attractions of the city are known far and wide outside the city. When the last Commonwealth games were set up the organisers apparently did not even know Derby had a velodrome which could have been used and it would have been closer to the games than the one eventually used. Derby does not seem to advertise itself enough.

Promotion of existing cultural festivals such as the Feste, Format Photography and Book festivals.

Promotion of events that reflect the diverse community e.g. LGBT Pride, Caribbean Carnival etc.

For some this would be enhanced by the development of improved webpages, the inclusion of a prominent Tourist Information Office within the city centre and through fostering deeper links with Derbyshire and the Peak District…

The city council website should have more prominent links to better designed and appealing tourism pages

Is there still a tourist information office anywhere accessible, or is it tucked away in the Council house?

Closer links with the wider county - making Derby the main choice as base for tourists visiting Derbyshire.

Becoming a DMO - a separate entity and number one priority is sorting out more centralised communications linking the city and county offer, which has a decent budget and resource.

Or by identifying Derby's unique selling point (10 comments) which for some was its industrial heritage

Derby is in a good position in relation to its creativity and manufacturing heritage, well placed in relation to the Peak District and Southern Derbyshire

and for others:

Create a reason to visit Derby City Centre, that will keep people coming back. We need our own edge and cannot duplicate what other cities do.

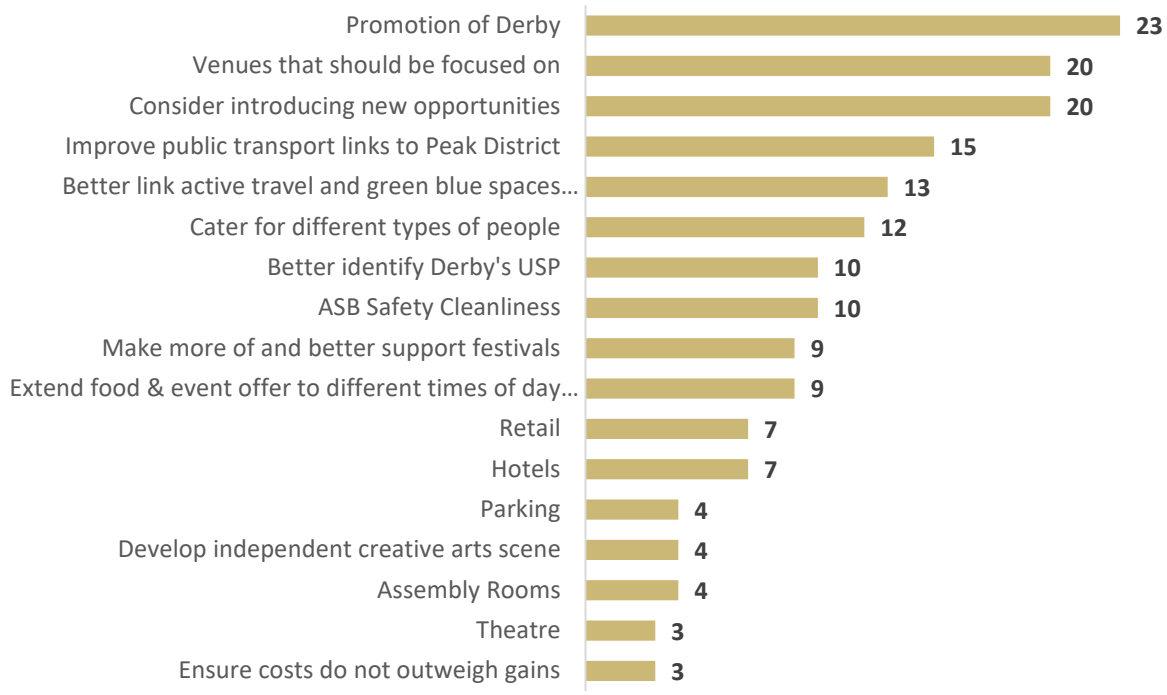
20 people commented on particular venues or assets that should be focused on notably the Museum of Making, the Museum, the Market Place and Cathedral Quarter; and an equal number (20) believed that considering different cultural opportunities would be beneficial to an improved Tourism offer:

Other cities and towns have things like a sea life centre Lego land a zoo etc etc. Derby doesn't offer anything like that at all. We should have more things to go do and see like that not just a museum.

There are cultural archives online (such as British Cultural Archive) that are considering future physical locations, and I suspect somewhere in the midlands with decent transport links and existing cultural offers could potentially complement these well enough to tempt

interest if enquired? It needs investigation online but whilst there are organisations looking for a physical home, these are potential sources to look at

Chart 9: How Derby's tourism economy could be developed



Base: 98 respondents

Culture Word Cloud – 100 most used words



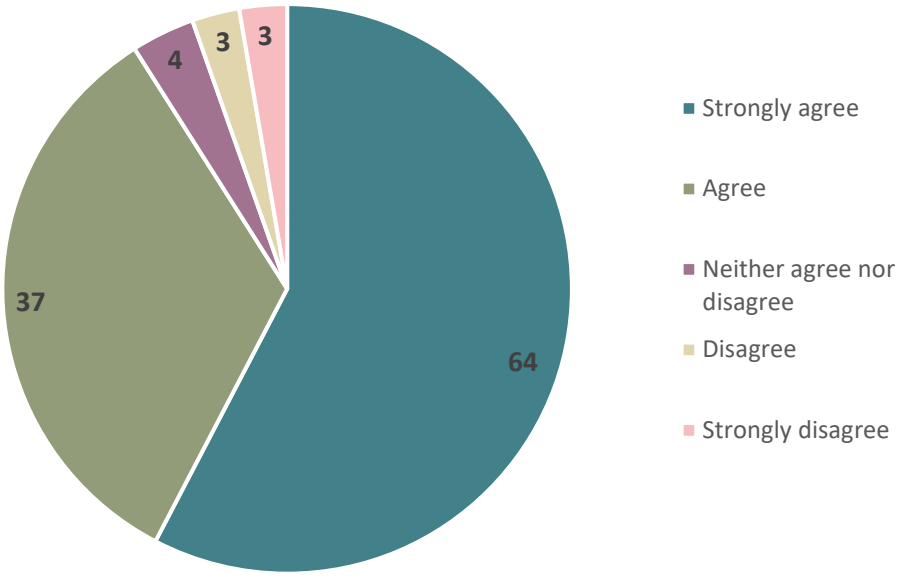
Feedback on Public Realm theme

The focus of this theme relates to transforming the city centre through public realm improvements to create high-quality, well managed and safe public spaces. We think there should be a step change in the look and feel of public spaces, creating a coherent and easily understood network that people will be proud of and want to visit. To achieve this, we need to develop a comprehensive Public Realm Strategy that defines and enhances the identity of different parts of the city centre and creates places where people want to enjoy the day-to-day activities of everyday life.

116 people wished to give their feedback on Public Realm.

Of the 111 respondents that gave their feedback, 91% (101 people) agreed that public realm and streetscape should be one of the Vision's main priorities. Indeed, 57.7% (64 people) strongly agreed with this initiative. [Chart 10]

Chart 10: Strength of agreement that public realm/streetscape should be a main priority of Vision

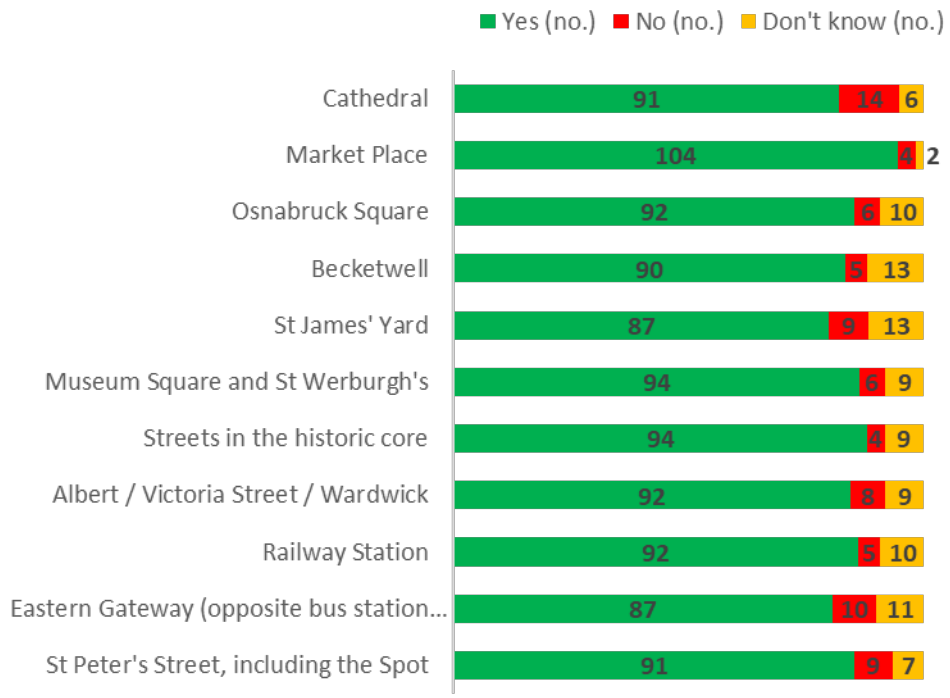


Base: 111 respondents

Respondents were presented with a map showing a network of the main public spaces in the city centre. Opportunities were identified to create new ones and improved links between them. The rationale was that these spaces would create places for relaxation, study, fun and should incorporate high quality public art, water features, as well as improved green spaces, pocket parks and other planting. 11 city centre locations were listed, and consultees were asked to select whether these were the right locations for public realm improvements [Chart 11]. All locations identified were responded to favourably each attaining a positive response of over 75%. The Market Place obtained the highest approval of 94.5% (104 people) and the lowest support was given to St James' Yard with 79.8% (87 people). Unlike some of

the other areas identified, St James' Yard is less well known and not currently utilised fully which may be the reason that 13 people opted for 'Don't know' for their response. Similarly, Becketwell is currently under construction so may for some respondents have been difficult to make informed comment on.

Chart 11: Agreement with public realm improvement by location



Base: 111 respondents, 110 respondents, 108 respondents, 108 respondents, 109 respondents, 109 respondents, 107 respondents, 109 respondents, 107 respondents, 108 respondents, 107 respondents

When asked whether there were any other city centre locations that should also be included, 54 people gave locations where public realm improvements could be made. [Chart 12]

The largest category that emerged (11 comments) regarded parks or interlinking green spaces most notably within this theme was incorporation of the Arboretum within the Vision (8 people) and Bass' Recreation Ground (2 people). The city extent of the River Derwent, including the River Gardens was also deemed to be an area to consider Public Realm improvements (9 comments) as were locations outside of the city centre such as Littleover, Normanton and Darley Mills (9 comments).

Within the city centre project area, 6 people commented on the Railway Station and Castleward:

The route from the railway station to Morledge. traffic street/Derby Theatre entrance to Derbion

Whilst others wished to include the Midland Road London Road area within the improvements around the Railway Station:

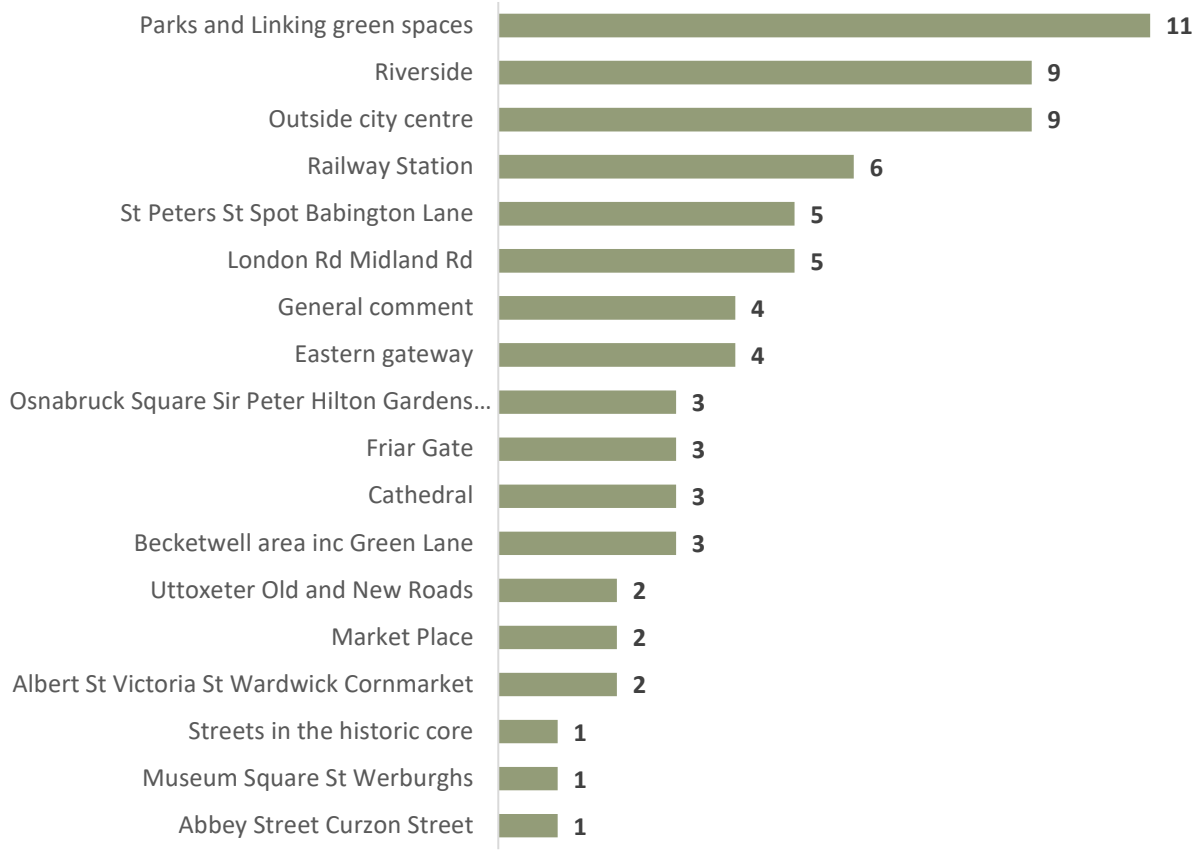
The Railway Station area needs to be wider and include the whole of the conservation area

up Midland Road. The area including Royal Crown Derby and the Arboretum should also be included.

Improvements to Babington Lane also came through as important (5 comments). For some respondents' public realm improvements were beneficial but so too were improvements at key gateway points into the city centre such as Green Lane (3 comments), Uttoxeter New Road and Uttoxeter Old Road, Abbey Street, Curzon Street and Burton Road.

You need to look beyond the Spot. Your public realm plan to make the city appear inviting will fail if areas like Green Lane, Back Sitwell Street, Babington Lane, Top of Normanton Road, Wilmot Street, Hartington Street, London Road, Osmaston Road, Melbourne Street, Leopold Street etc are all dumps. There are beautiful residences there occupied by junkies, halfway houses, residences for single young men. The concentration of them in one area makes the approach to the city centre unpleasant and dangerous, especially the druggies and the drunks, and then loads of them will congregate in the city centre too.

Chart 12: Other locations that could be considered



Base: 54 respondents

The ideas presented for each area were as follows:

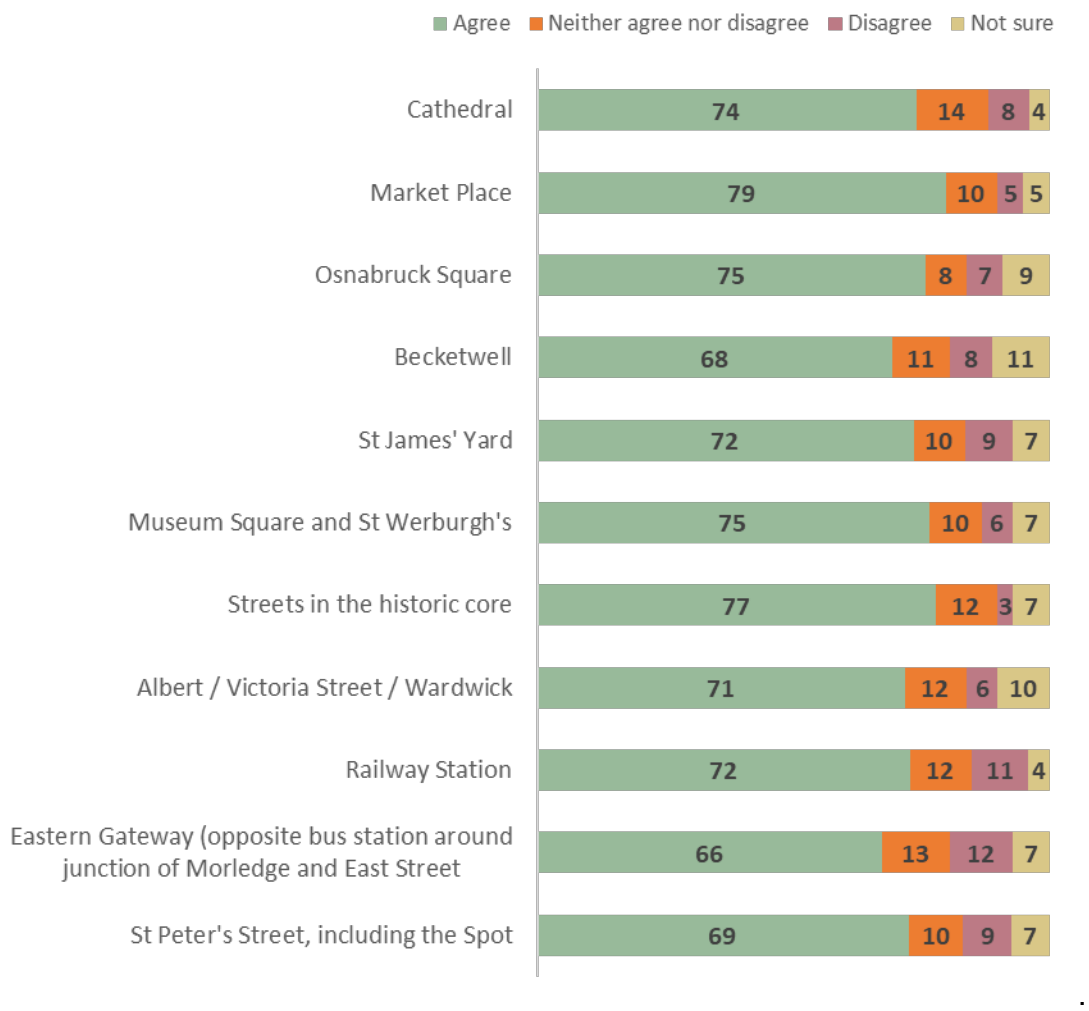
- Cathedral – improved public realm around Cathedral and better connection to Cathedral Green
- Market Place – restore as focal point of Derby's civic life; new buildings to be well integrated into public realm

- Osnabruck Square – creation of relaxed spill-out space for newly refurbished Market Hall. Use for cultural activities/events.
- Becketwell – creation of major new public square on Victoria Street
- St James' Yard – open up underutilised area to support bars/restaurants on improved St James' St potential to link to Sadlergate
- Museum Square and St Werburgh's – comprehensive enhancement of area to improve setting of historic buildings and complement museum visitor experience
- Streets in the historic core – focus on improving existing townscape by creating more attractive and vibrant street scenes
- Albert / Victoria St / Wardwick – could become a major green / blue corridor, with a more attractive streetscape with more emphasis on active travel
- Railway Station - opportunity to create a much larger public space in front of the station that provides a greater sense of arrival and a clearer, more legible route through to Castleward Boulevard
- Eastern Gateway (opp bus station, junction of Morledge and East St) - create an improved gateway experience for visitors arriving at the bus station and a better link between the bus station, Riverside car park and the Market Place.
- St Peter's St including Spot - stronger definition to mark the St Peters Cross junction with East Street, investigate remodelling of this area to create new public green space in the heart of the city centre.

Respondents were asked to consider these ideas and select whether they agreed/disagreed with them [Chart 13]. The most favoured proposal was the Market Place with 79.8% agreement (79 people), the least favoured proposal was the Eastern Gateway with 67.3% agreement (66 people). This proposal also received the largest number of people (12 people) to disagree 12.2%.

Two proposals had the same number of neutral responses (22 people each) were Becketwell and Albert St / Victoria St / Wardwick.

Chart 13: Agreement/disagreement with ideas by location



Base: 100 respondents, 99 respondents, 99 respondents, 98 respondents, 98 respondents, 98 respondents, 99 respondents, 99 respondents, 99 respondents, 98 respondents, 95 respondents

52 people gave additional ideas that could be considered for the areas identified [Chart 14]. 13 people commented on trees and planting with comments ranging from those wanting trees or planting in particular places:

Plant more trees in the Market Place. Museum square should be filled with trees and planting to reduce the heating effect of all the paving and to provide habitat and educational opportunities that link with museum objects and Derby's history.

Ensure there is a 'green' pathway linking the open spaces that provide an environmental oasis for city dwellers

To those that felt that some tree planting in some areas should be scaled back to improve safety and visibility:

Really unattractive between railway terrace housing and London Road; trees at pavement outside station attractive but have resulted in an increasing dangerous walking route

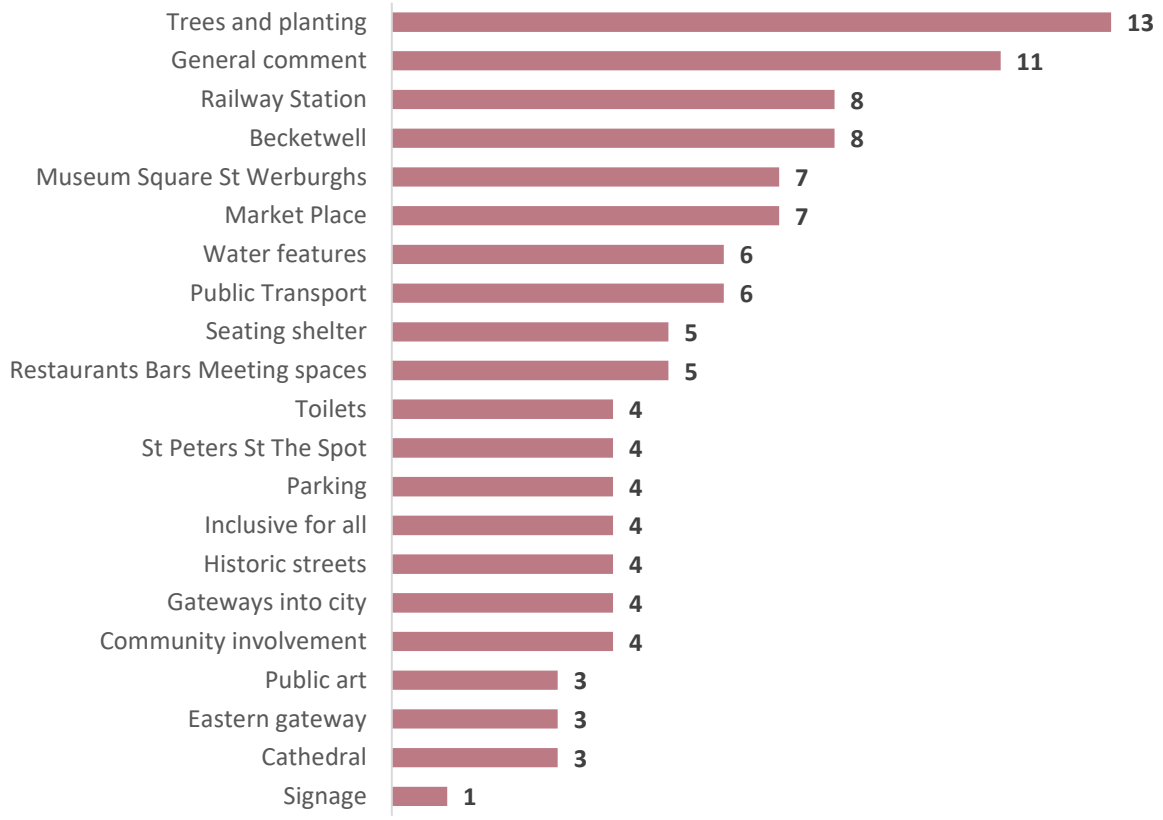
11 General comments were received that did not fit into emerging public realm themes or within the scope of the Vision. Examples include:

I broadly think this is good and could even help the city deal with flooding as a result of climate change

Can you lower the rent across the city? Many shops, restaurants are closing due to high rent cost.

Unskilled, untrained and unlicensed cycle and e-scooter users currently believe they have unlimited rights to go at full speed along any road or walkway they like. Rather than making use of these throughout city centre by anyone and even offering them on loan without prior training and without any restrictions, access and regulation of use needs tightening

Chart 14: Additional ideas by theme



Base: 52 respondents

Feedback on Green and blue infrastructure theme

The ideas within this theme were to create new parks, pocket parks, landscaped areas, green walls and roofs as well as to make more of existing water courses and introduce a network of new water features. The aims were to create a more attractive townscape and complement transforming the public realm, but also complement objectives to tackle climate change and help create a healthier environment.

Opportunities were identified to make a bold statement at the heart of the city centre, through the creation of a new city park on the riverside, with the potential to incrementally increase its size over time. This could create an amenity for surrounding new neighbourhoods as well as proving an asset for a strengthened visitor economy. Elsewhere within the city centre unattractive routes and spaces could be greened to create a healthier and more attractive environment for those that live and work in central Derby.

118 people wanted to give their feedback on the green and blue infrastructure ideas.

83.8% (98 people) agreed with the idea of creating a new city park. 10 people (8.5%) didn't know and 9 people (7.7%) did not agree. The respondents that agreed were then asked if they felt we had identified the right general location for it. 89 people (92.7%) believed that it was the right location whilst 7 people (7.3%) believed it was not the right general location. Those that did not believe it was in the right location for a city park explained why; four themes emerged (Table 1)

Table 1: Reasons given for why city park not located in right place

Theme	No. of Comments
Benefits the few not the many	1
It already exists just not linked together	1
Other locations suggested	3
Too far out of city centre	4

Base: 7 respondents

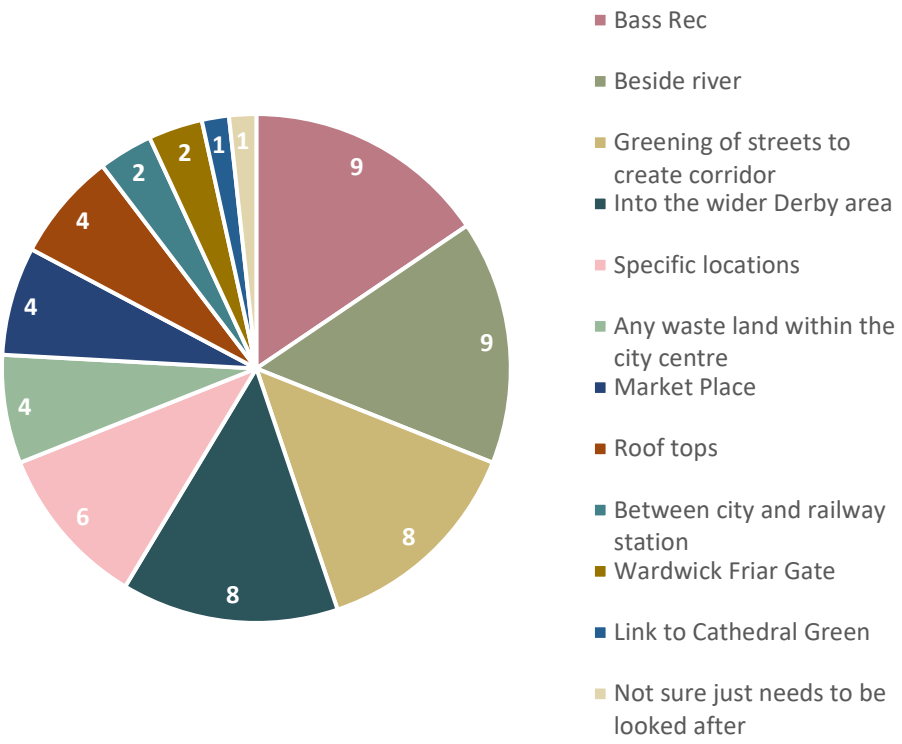
Comments included: "anywhere but there. it's too far out away from the city centre & no-one goes to Bass' Recreation Ground as it is, except when there's events. I think the park should be more central - the Becketwell area would have been ideal!! "

"More central and accessible for lunchtime office workers etc"

Those that believed we had identified the right general location, were asked where the green space could be enlarged over time. 41 respondents identified where a proposed green space within the city could be enlarged over time. [Chart 15] The main areas identified were Bass' Recreation Ground (9 comments), beside the river

(9 comments) and through greening of streets to create green corridors (8 comments).

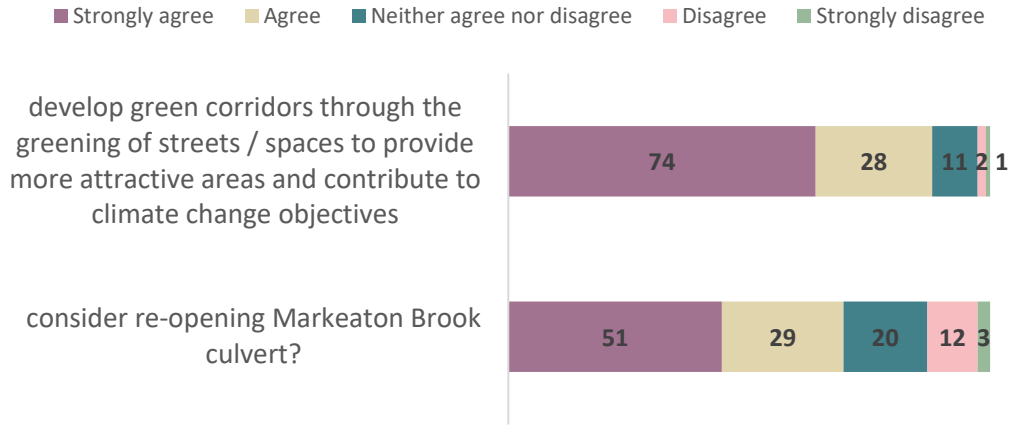
Chart 15: Where could the green space be enlarged over time?



Base: 41 respondents

The next few questions related to green corridors and water features including the re-opening of Markeaton Brook culvert; respondents were asked how strongly they agreed/disagreed with our ideas. For ease of presentation, these agreement questions have been combined [Chart 16]. However, when asked if they were in favour of new water features in the city 62.9% of respondents (73 people) were compared with 21.6% (25 people) who were not. This differed to those responding to strength of agreement questions.

Chart 16: Strength of agreement with green corridors and re-opening Markeaton Brook culvert



Base: 116 respondents, 115 respondents

A combined agreement of 87.9% of respondents (102 people) agreed with the idea of developing green corridors through the greening of streets and spaces; 2.6% of respondents disagreed with this idea (3 people). In contrast, levels of support for the idea of re-opening Markeaton Brook culvert were lower with a combined agreement of 69.5% (80 people) and 13% combined disagreement (15 people).

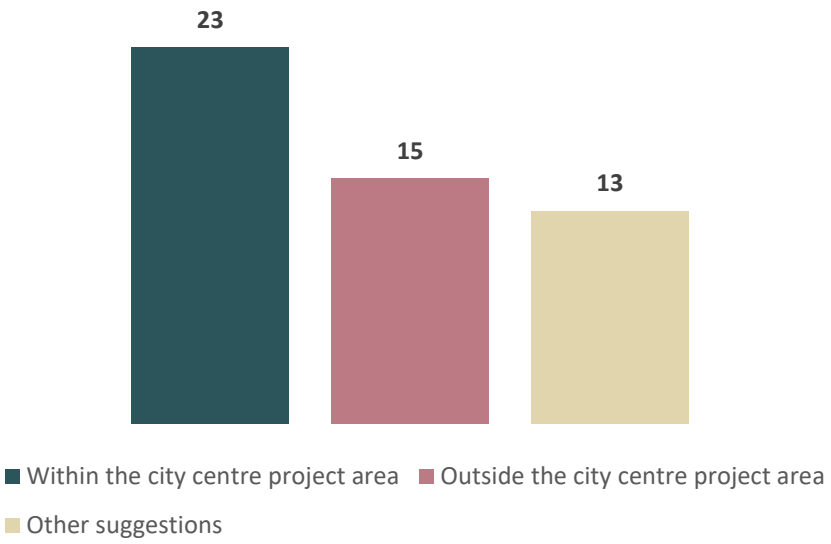
When asked where green corridors should be considered 46 people suggested other areas [Chart 17].

23 people identified locations within the city centre project area, such as St Peter's St, Cornmarket, Market Place, Morledge or beside the river. 15 people identified locations outside of the project area, examples include Friar Gate Goods Yard, Five Lamps, Burton Road and Littleover. 13 people gave other suggestions/ideas that could be considered such as the creation of a green corridor along the inner ring road and creating an Arboretum route to Arboretum Park. Other suggestions included:

"Thought should be given to where parks and green corridors exist outside the city centre and schemes formed to link these spaces with green spaces in the city centre."

"Not only creating green and blue spaces that are attractive but using these to engage people with nature– placing planning for how these spaces will inspire communities to take action to ensure nature can thrive in their city centre at the centre."

Chart 17: Other areas that should be considered for green corridors



Base: 46 respondents

Respondents were asked whether the identified locations, such as the proposed city park, were the right locations for biodiversity net gain replacement. Of the 116 people that responded, 68 people (58.6%) believed that these were the right locations, 13 (11.2%) did not believe these were the right locations and 35 people (30.2%) did not know.

45 people suggested locations that should be prioritised for biodiversity net gain replacement [Chart 18].

9 respondents suggested green roofs or living walls, with some suggesting that

Any flat roof in the city should be converted to green space above the streets

Or, the roof of the intu centre? - is the car parking really needed? A city rooftop park could be pretty cool.

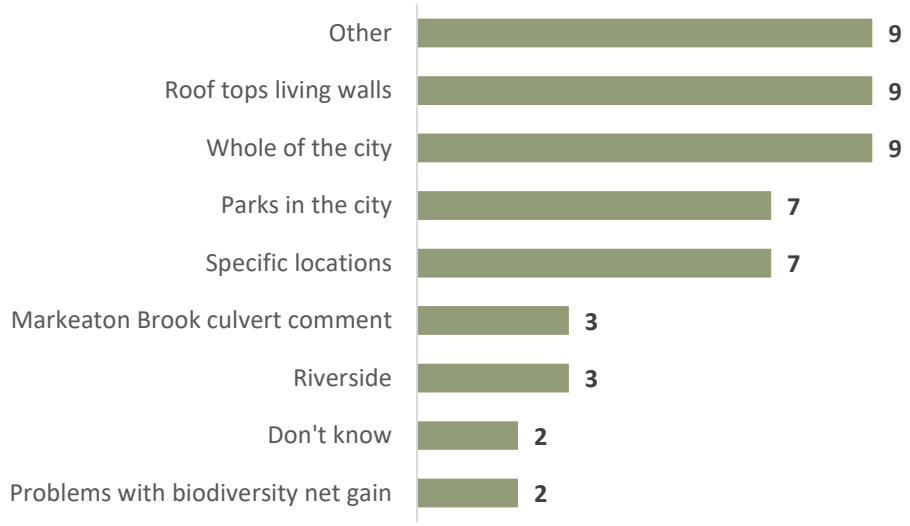
The theme 'Other' were varied, one-off opinions that could not be attributed to another theme. Examples include:

The proposals seem over-ambitious. Start to build on what we've got.
Not a key priority - should be a by-product of the heart of the "master plan"

There's a need not only provide green and blue infrastructure but engage people with it, it is carefully designed engagement that builds the relationship that provides better wellbeing benefits and helps improve pro-environmental behaviours. Section is more about spaces and places than people and community engagement, e.g. community monitoring of biodiversity net gain and wider systems thinking e.g. green spaces designed for green social prescribing. There's little linkage between the vision areas in the document.

Other respondents believed the best locations for biodiversity net gain replacement would be across the whole of the city wherever there was opportunity (9 respondents) or in existing parks and open spaces within the wider city (7 respondents).

Chart 18: Other areas to be considered for biodiversity net gain replacement



Base: 45 respondents

Feedback on City Living theme

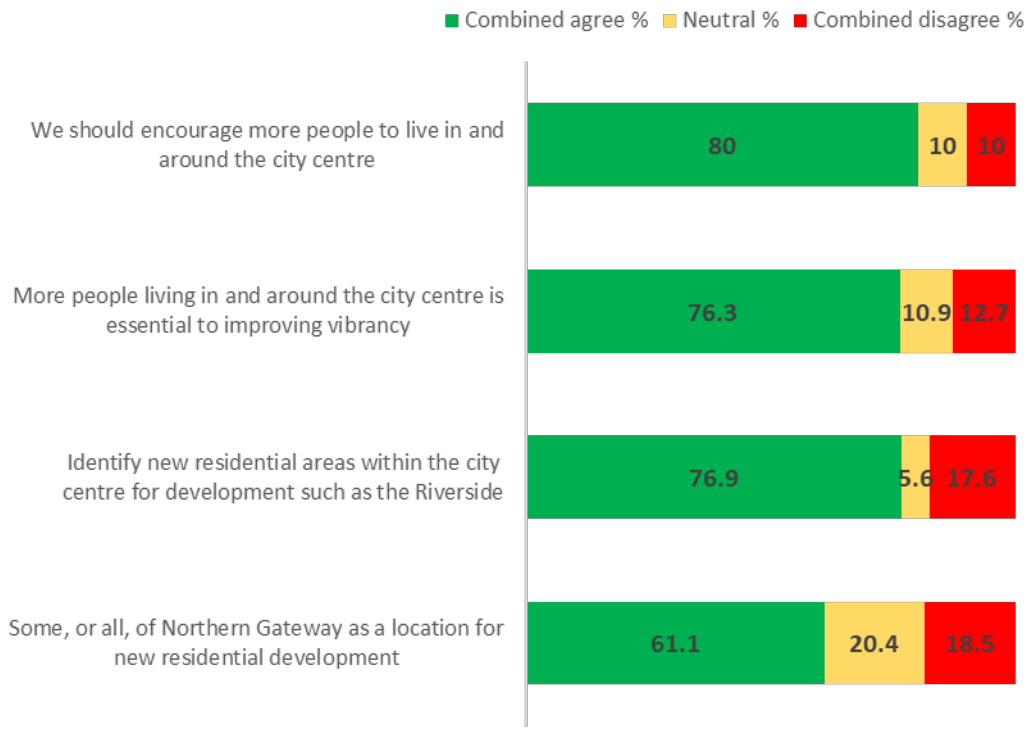
The focus of this theme was for the city centre to be transformed into an attractive, safe and healthy place to live, offering a range of different housing types, of the highest design quality and sustainability standards with access to high quality open spaces. It is hoped that greater city living will bring more people and vibrancy into the city centre and help to support local businesses.

The Vision asserts that in recent years, the number of people living in and around the city centre has grown significantly and this is expected to continue. However, some of the housing stock recently provided, particularly where planning controls have been relaxed, has been poor quality. To lift the city centre's image, we need to ensure that new housing is of a high quality, in terms of space and overall design. In addition, we need to consider the role of affordable housing. National planning policy has imposed an extremely high housing target on Derby which we will struggle to meet within our administrative boundaries. There is a lack of suitable greenfield land within the city itself and therefore brownfield sites in the city centre will need to be identified and brought forward.

110 people wished to give their feedback on this theme.

Respondents were presented with four ideas and were asked how strongly they agreed/disagreed with each. [Chart 19]

Chart 19: Strength of combined agreement/disagreement with City Living ideas (percentage)



Base: 110 respondents, 110 respondents, 108 respondents, 108 respondents

The idea that attained the largest level of combined agreement (80%) was “We should encourage more people to live in and around the city centre” – 65 people (59.1%) strongly agreed with this idea. The idea that secured the lowest levels of agreement was “Some, or all, of Northern Gateway should be used as a location for new residential development”, where only a combined 61.6% (66 people) agreed. This idea attained the largest number of neutral responses (20.4%, 22 people) and the largest number to disagree/strongly disagree (18.5%, 20 people).

Those that disagreed or had a neutral response to the Northern Gateway idea were asked to tell us why. 32 people explained the reasons why they disagreed/were unsure. [Chart 20]

13 people discussed building aesthetics or quality of housing; examples include:
Additional residential uses in the area would also be feasible- though these should be carefully considered to ensure that historic buildings in the area are not overwhelmed.

All provision must have biodiversity net gain on site and be constructed to Passivhaus standard, with on-site renewable generation.
That said, I think renovating the upper floors of existing city centre buildings into residential units of at least Passivhaus EnerPHit standard will have a far greater impact on the vibrancy of the city centre than any new developments, as well as being the most environmentally friendly option.

I partly disagree because of worry it'll be turned into high rise flats

9 people commented on Queen’s Leisure Centre and the recent closure of the swimming pool, most wanted it reinstated:
Queen’s Leisure Centre should be renovated and re-opened. There are great examples of historic baths such as this being successfully opened in other cities. It would be of real cultural, heritage and health/sporting benefit to the city centre to have this fantastic facility operating again.

Queen Street baths are in a historic building that could be put to public purpose. What we must avoid is max profit cheap ugly flats which will make our city soulless. Try the 'would I choose to live there'? test.

The swimming pool should be reinstated, maybe as an outdoor one heated sustainably (one pool that everyone in the northern part of the city can access). The buildings should be refurbished for leisure and low level living not high flats.

Whilst others wanted a new facility:

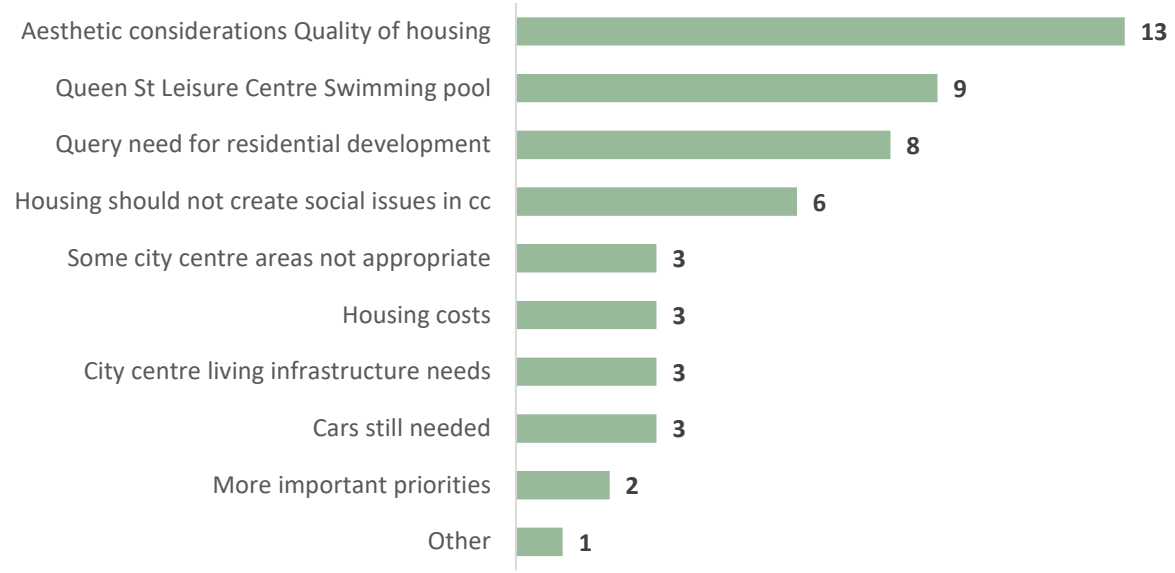
Please use more brownfield sites for residential redevelopment. Demolish Chapel Street car park and build a new city centre leisure centre with swimming pool /outside pool and badminton hall (not another gym), and car park on site, to replace Queens leisure centre

Eight people queried the need for more residential development, particularly in the city centre.

we don't need more housing in the city - just improve the quality we have & make it more affordable! less is more as we're not that big a city - quality over quantity.

As other new housing projects in and near Derby City Centre have lingered, what evidence is there that the demand is there?

Chart 20: Northern Gateway housing emerging themes



Base: 32 respondents

When asked whether the Northern Gateway should include other uses apart from residential for example office space, mixed use, just under half (52 people, 49.1%) agreed. 29 people (27.4%) didn't know.

49 people gave suggestions as to other uses the Northern Gateway could benefit from. [Chart 21] As was evident in the earlier open text question, Swimming and leisure opportunities were deemed important for this area of the city as 16 respondents wanted Queen's Leisure Centre reinstated or new leisure facilities to be provided in its place.

12 people commented on business/office space. Some felt that office space was needed:

Office space with the potential to become a hub for high tech sustainable industries with the location lending itself to incubating links to and networking with the University of Derby and other academia.

Whilst others felt that different workspaces were needed:

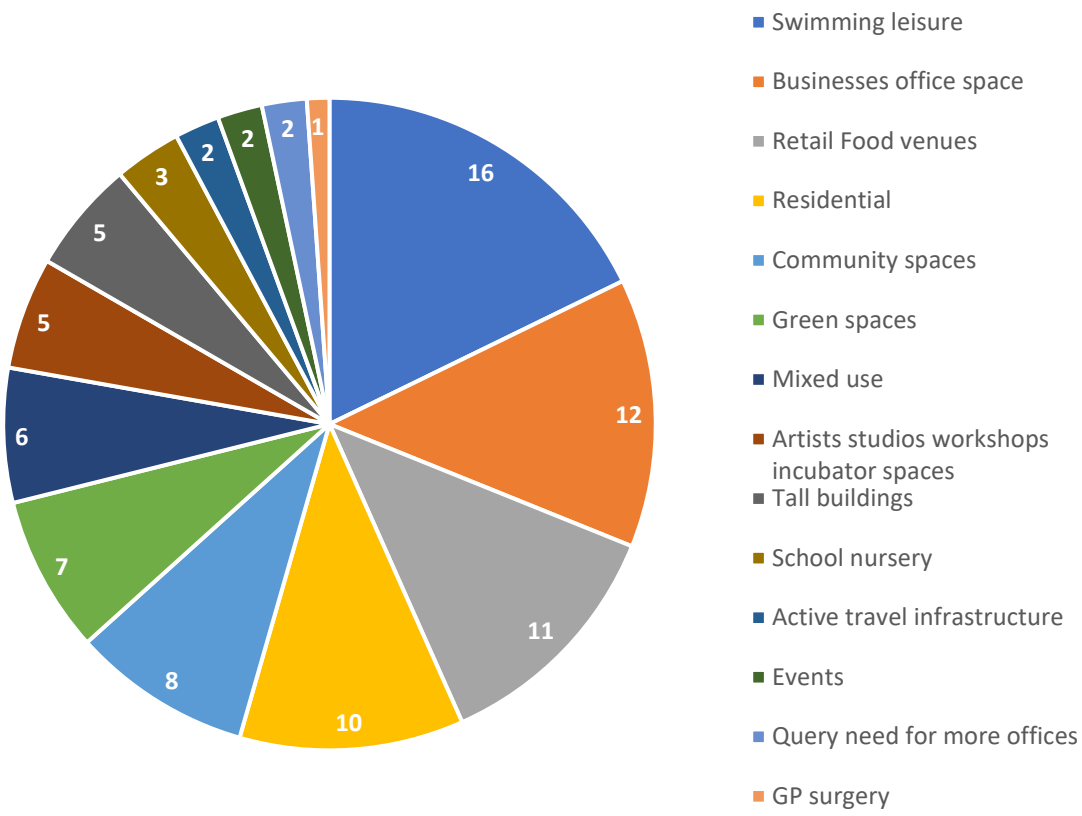
Not any more office space, there is too much already, but accommodation which offers workspace e.g. home office would be useful, and accommodation with small units for tradespeople's equipment and vehicles and for running small businesses.

11 people felt that retail and food venues would be beneficial for the area and add to vibrancy. Whilst a couple of respondents believed there to be a need for a larger shop in this area:

There should be more city centre access to food and everyday shopping (butchers, bakers, newsagents etc). at the moment city centre residents either use limited facilities within the Eagle Market/Derbion centre or travel out to the ring road. More local high street facilities would encourage a community spirit and opportunities for enterprise.

A large food shop - most residents who live north of St Mary's have at least 15 mins' walk to the Tesco on St Peter's Street or 20 mins to the Sainsbury's/M&S food hall in Derbion. The local Co-op on Duffield Rd is not adequate for the area.

Chart 21: Other suggestions for the Northern Gateway



Base: 49 respondents

When asked whether there were any areas of the city centre where residential uses should not be considered, over two-thirds (70 people, 70.7%) believed all of the city should be considered. Of the 29 (29.3%) people that felt that some areas should not be considered, 26 gave feedback where in the city should we not consider residential uses.

Five people felt that city living should not be located where road provision was not adequate and air quality was poor; be that as a result of it being located within a pedestrianised area, or because it was located beside the busy inner ring road - for example Northern Gateway/Chapel Street area.

Four people cited that existing and proposed green spaces within the city centre should not be used for residential development.

Comments were also made by four consultees that residential use should not be considered near to existing nightclubs and bars. "Where there will be a conflict between other uses, for example the nighttime economy and the residents. Some people buy a house or flat and then feel entitled to complain about the pub opposite".

The theme 'Other' (2 comments) emerged where comments did not fit easily into the themes. The comments made were: "retain the heritage buildings and use the upper floors; minimise the demolition and new build proposals".

And "Nowhere all areas available should be developed".

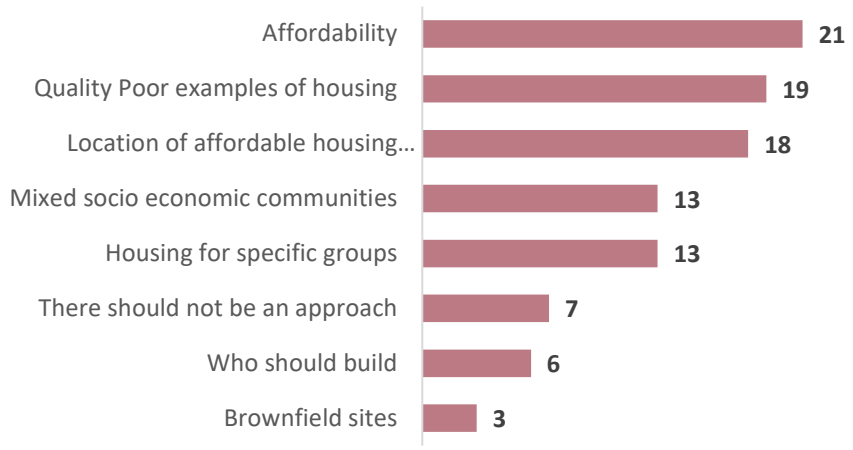
Table 2: Emerging themes

Theme	No. of Comments
Where road access not appropriate or air quality poor	5
Green spaces	4
Near to nightclubs and bars	4
Streets in the historic core	4
Beside the river	3
Whole of city centre	3
Other	2
Specific location	2
Cultural centre	1
Friar Gate Goods Yard	1
Northern Gateway	1

Base: 26 respondents

79 people gave suggestions to the approach that should be taken to affordable housing in the city centre [Chart 22]. The largest theme to emerge was Affordability (21 comments) with many respondents saying new city centre housing should be affordable whilst others suggested utilising Section 106 funding or Community Infrastructure Levy "Subsidise it from more s106. Adopt a CIL."

Chart 22: Affordable housing approach emerging themes



Base: 79 respondents

Quality of housing and poor examples of housing were discussed by 19 participants…. "Quality, sustainable materials. Strong Aesthetic"

The locations of affordable housing were cited as important by 18 participants… "Building new homes amongst shops and office rather than bars and restaurants is key to ensure that residents are not disturbed by the late night entertainment".

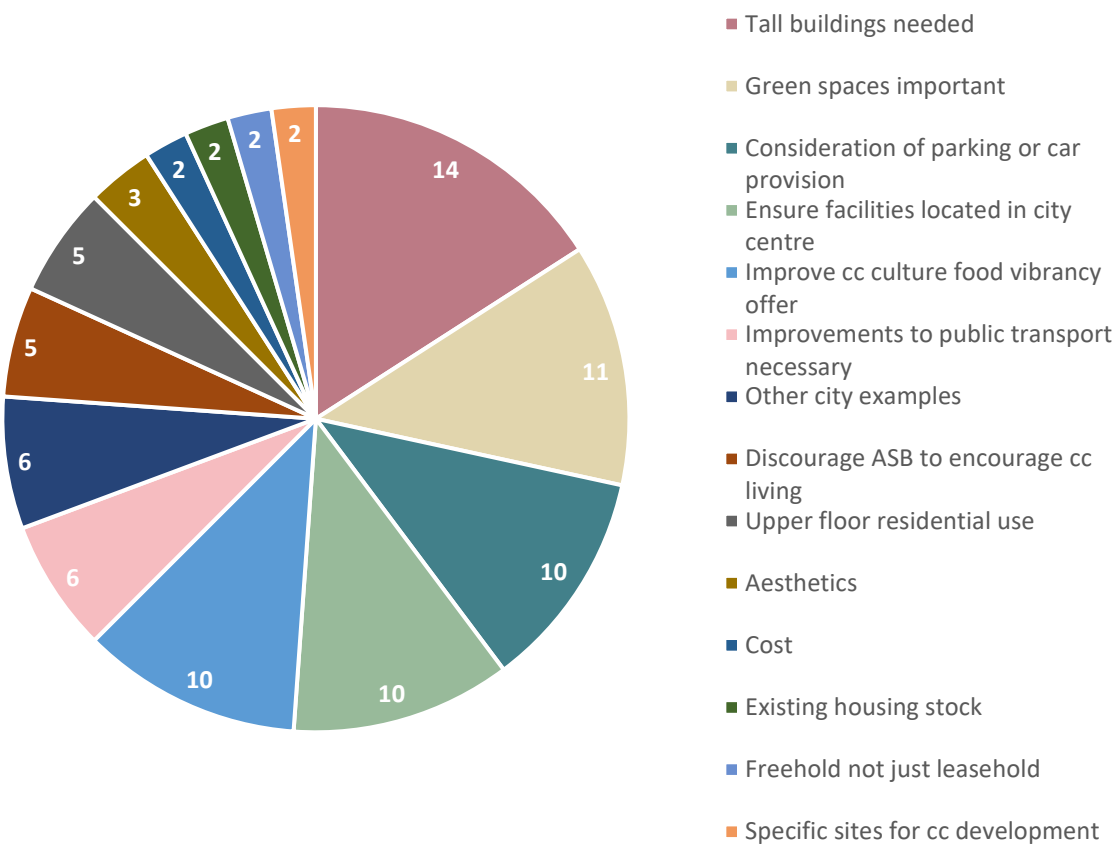
"Lots of run down properties/empty business premises off London Road need to be demolished and redeveloped for social housing on brownfield sites".

"Building further out of the city centre and improving buses and trains or even e-Scooters might be preferable to cramming in people and noisy businesses".

59 people gave additional comments/suggestions about city centre living. [Chart 23] The largest theme to emerge was 'Tall buildings needed'. 14 people believed that this was necessary as tall buildings were synonymous with cities and by including them within the cityscape would serve to transform Derby into a city rather than a town…

"Derby as a city does not have enough tall buildings. It's about time we get with the times move forward and look like a city in the 21st century. We look and act like a town but we are a city. Tall buildings make a city look vibrant like people want to live here. We should not be scared to build high".

Chart 23: Additional comments/suggestions emerging themes



Base: 59 respondents

11 people said that Green spaces were important to supporting city centre living aspirations;

“All new residential developments should be surrounded by high quality green areas, not just grass and the odd tree. Green walls and roofs should be the rule wherever possible”.

Whilst others felt that private or communal space was necessary:

“There should be communal green space for each new living block, together with parking. This will encourage a more diverse people into the city”.

Balcony for sense of own space is a must

The other three key themes to emerge, each with 10 comments were: ‘Consideration of parking or car provision’; ‘Ensure facilities located in city centre’ and ‘Improve City Centre culture, food, vibrancy offer’. Comments include:

‘Consideration of parking or car provision’, ‘Ensure facilities are located in the city centre’ and ‘Improve city centre culture, food and vibrancy offer’. Examples of comments include:

“I would like to see more car parking provision for city centre householders. Not having car parking puts off key demographics that we need to attract to city centre living.

“Stop moving public services away from population centres - Derby has a "hollowed out core" - moving swimming pools/velodromes away from the centre. (Also, cinemas/bowling alleys/out of town shopping centres) - has led to a dead core of derby - where everyone requires cars. Focus on city centre developments”.

“It's an oversimplification to increase residential and expect residents. The city needs vibrancy to give people engagement and purpose”.

“People will only want to live in the city centre if there are good attractions/ facilities/ shops. Get on with the rest of the ambition to achieve this”.

When asked whether there were any other major areas in the city centre we should look at to create residential areas, over half of respondents (52 people, 56.5%) answered ‘no’. 40 people (43.5%) did believe there were other major areas in the city centre that should be considered.

Of these, 36 respondents identified other locations within the city centre that should be considered for residential development [Table 3].

Table 3: Other locations to be considered for residential development

	Theme	No. of responses
Suggested locations	Wherever possible	12
	Outside city centre project area	6
	Existing sites/housing areas	5
	Abbey Street area	3
	Friar Gate	3
	Osmaston Road, London Road, Spot & Babington Lane	3
	Traffic St, Bradshaw Way, Siddals Rd	3
	Darwin Place	2
	Within conservation areas	2
	Riverside	2
	General comments	1
	West Meadows	1

Base: 36 respondents

Respondents were asked whether they agreed/disagreed with our idea to create Quiet zones in particular locations to encourage certain types of residents. Over half agreed (57 people, 53.8%), just over a quarter (27 people, 25.5%) neither agreed nor disagreed, 14 people (13.2%) disagreed and 8 people (7.5%) didn't know.

Feedback on Accessibility and Connectivity theme

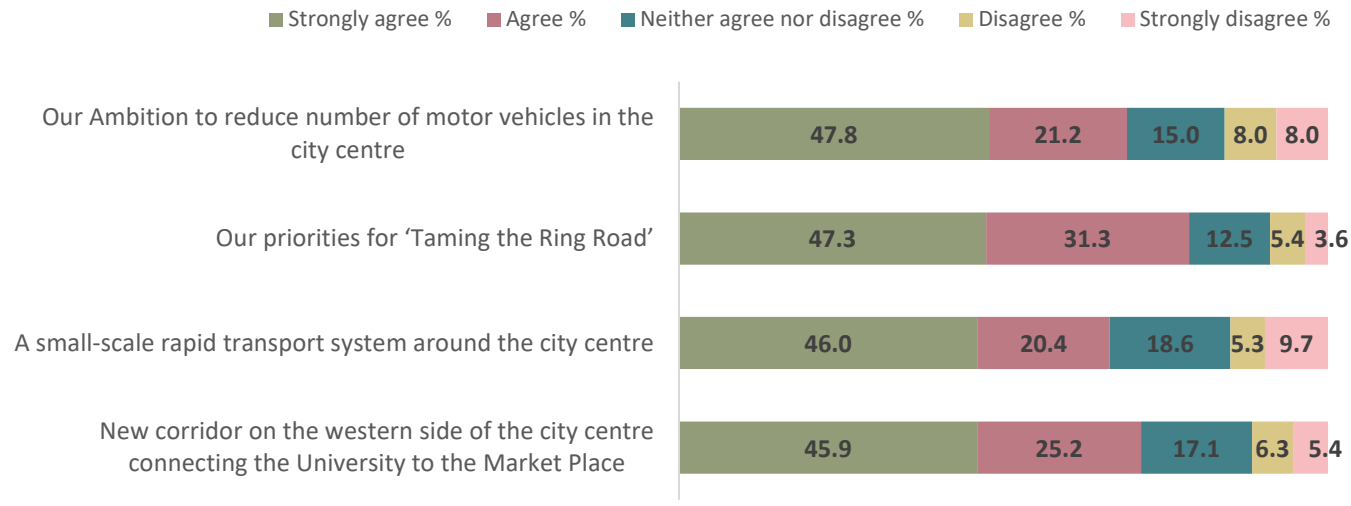
The focus of this theme was to completely rethink the way in which we get into and around the city centre through the creation of a greener and calmer city centre that people want to spend time in. The Vision identified that motor vehicles and especially private cars detract from the city centre environment making it less attractive for residents and visitors and could address these issues by reducing the number of vehicles in and around the city centre and by making its roads cleaner and greener. The Vison recognised that there would continue to be some level of reliance on travel by car but this could be reduced over time by removing the barriers preventing people from moving to more sustainable / active travel options. Other ideas presented were:

- to increase footfall in the historic core by improving connectivity with other parts of the city centre.
- investigate proposals to introduce more multimodal hubs around the city centre, providing a range of transport options.
- some car parks are also coming to the end of their design life and this presents opportunities to consider the future role of parking in the city centre.

113 people opted to give their feedback on this theme.

Respondents were presented with four ideas and were asked to consider how strongly they agreed/disagreed with each. [Chart 24] The idea attaining the largest combined agreement was ‘priorities for taming the inner ring road’ with 88 people (78.6%). The idea with lowest level of agreement was ’Our ambition to reduce number of motor vehicles in city centre’ a combined 16% (18 people) disagreed/strongly disagreed.

Chart 24: Strength of agreement with ideas by percent



Base: 113 respondents, 112 respondents, 113 respondents, 111 respondents

69 people had other suggestions or comments about accessibility and connectivity [Chart 25].

19 commented on active travel, with many believing that installing appropriate infrastructure such as cycle tracks and safer walking routes was important:

"The ambition is a good one: We need far, far fewer motor vehicles in the city centre. However, this requires an overarching vision and wide-ranging changes to our highways infrastructure to make walking, wheeling, cycling and public transport options viable for most people".

Others raised concern that this should not be to the detriment of particular user groups such as the elderly and disabled:

"You always talk of walking and cycling as ways of getting about. Fine for the young and fit but what about people who are less fit, old, infirm etc. They certainly will not be using bicycles to get about. Also, our weather is not reliable even with a degree of global warming. People who come into the centre to shop are unlikely to use a bicycle if they have more than a minimum of purchases just from the space and weight problem".

18 people commented on Transport links, with many suggesting that current links are inadequate and make public transport use difficult:

"Introduce buses that link and travel around the ring roads, rather than have everyone having to travel into the city centre and then get another bus", "no link to the airport", "I do also find it mind blowing that you haven't got better links between the city centre and the train station! And, in on a larger scale, between Pride Park - Train Station - City Centre - Derwent Valley Mills".

A few people did question access into the city centre from outlying areas and feeder towns without adequate public transport provision:

"I think the basic public transport links are currently under-par. A number of years ago, I had ample opportunities to catch buses into Derby but now my bus (Spondon Flyer) has been cancelled. We do have the Ilkeston Flyer but I wonder if some people now use their car more".

"I live in a rural village 20 miles north of Derby - there is no viable alternative to commuting by car (no bus or train service)".

8 general comments were made, these ranged from:

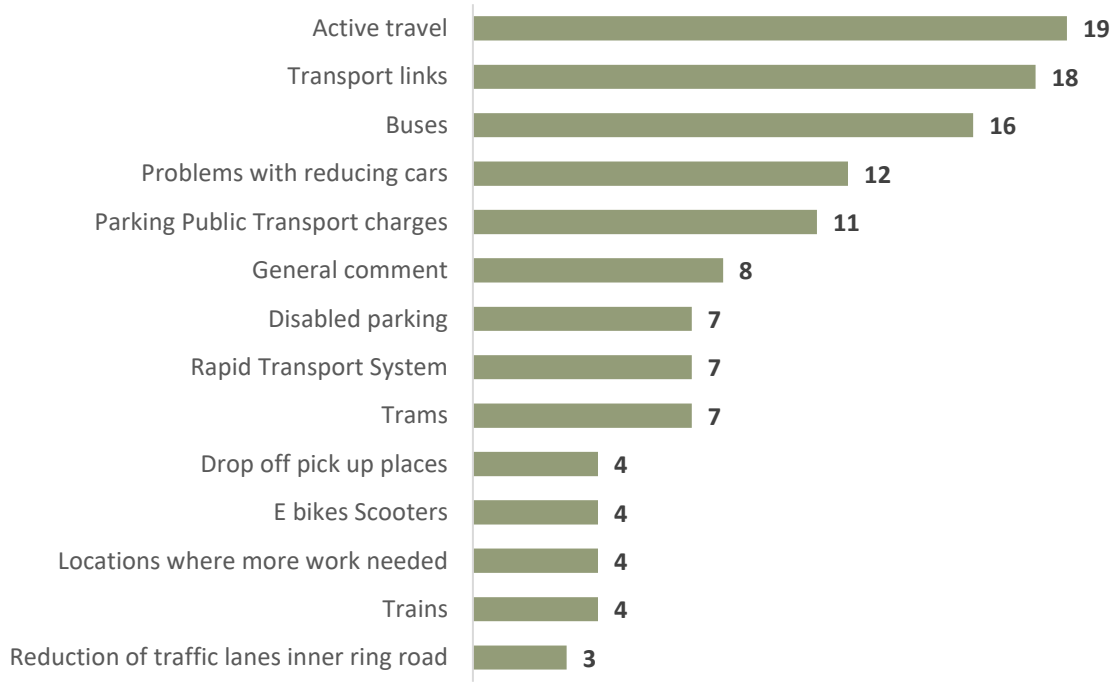
"You are on your way to making the city centre either completely residential or derelict with this vision"

to

"The vision is bold in most aspects but lacks ambition on sustainable mass transit".

Other comments included siting large infrastructure projects such as Moorways outside of the city centre as counter-intuitive if people are to be encouraged to use the city centre more.

Chart 25: Emerging themes



Base: 69 respondents

89 people identified their priorities for more sustainable transport [Chart 26]. Of the 12 key themes that emerged those attaining the largest numbers of comments were 'Improvements to networks around the city' (27 comments) and 'Low cost public transport to encourage change' (26 comments).

The 27 comments received for 'Improvements to networks around the city' ranged from better connections from outside the city centre

"Need better and more frequent connectivity with outlying centres of population hand in hand with decreasing the provision of city centre parking".

To…

"Have more buses interconnected, differing routes and that also go around whole areas rather than just one road. Most people won't use the bus if it's too far to get to a bus in the first place. Park and ride should run more often, and be on north and south of the city"

"Cross city transport"

And, "Transport outside of the city centre also needs consideration. Better sustainable transport connectivity with the suburbs in Derby will prevent people driving into the city centre"

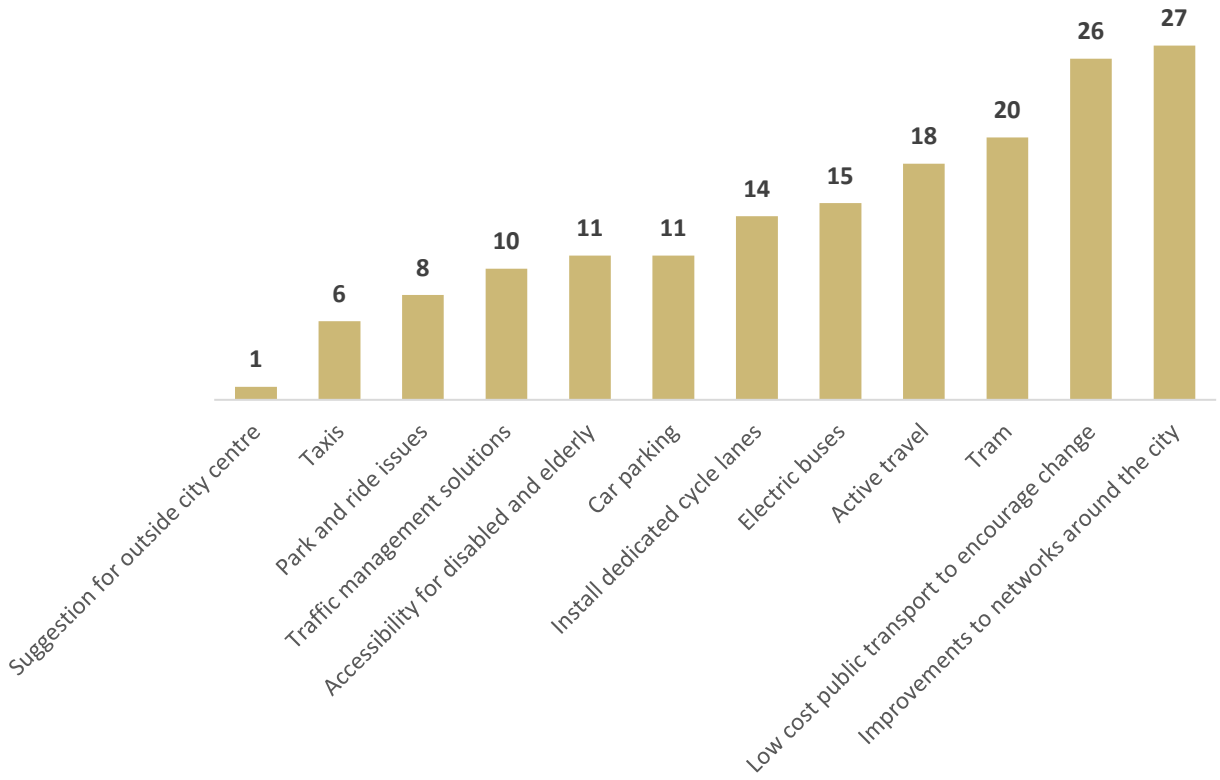
For some this was coupled with cost and integrated ticketing…

"Affordable or even free public transport. Manchester has a free bus service circulating between popular city centre destinations to help reduce traffic. The University of Derby has some free bus services. More free buses on popular routes / commutes could really help reduce traffic".

"Making sure public transport is more cost-effective than taking the car".

"I think public transport needs to be affordable, accessible and reliable. I agree congestion in the city is an issue, but huge car parks have been built which people are likely to use unless there is a cheaper option to travel into town".

Chart 26: Priorities for more sustainable transport emerging themes



Base: 89 respondents

When asked for ideas on how we could balance reducing the number of vehicles in the city centre with supporting local businesses that may need vehicular access for customers, 79 respondents offered up suggestions.

16 people believed that improvements to public transport through network provision, mode and timetabling were essential and that by making it cheaper to use would negate the necessity to drive.

15 people suggested ideas that would both support local businesses and reduce vehicles within the city centre. Ideas included:

"Allow ICE vehicles to collect goods only outside public access times. Create a carbon and pollution free delivery service used by all businesses".

“Also support offers on taking public transport - if you go to a venue or local shop then you should be able to get your bus ticket validated in the same way you can get your car ticket validated”.

“Small transport delivery hubs in reachable but discreet locations”.

“Better public transport. Better bike lanes and bike parking including for tricycles and cargo bikes. Maybe have 15 min parking spaces by shops”.

Ten people acknowledged that the balance to support business and reduce vehicular traffic was difficult to achieve and did not see an easy solution [Table 4]

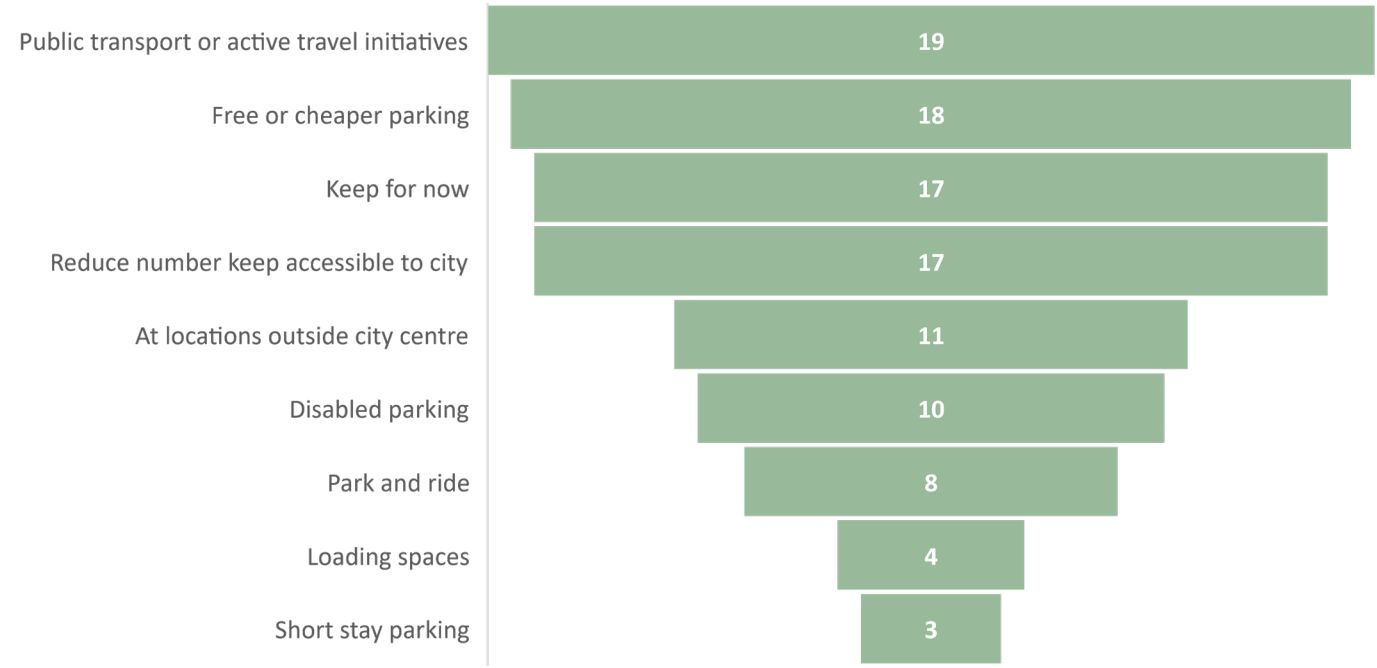
Table 4: Balance number of vehicles but also support businesses ideas

	Theme	No. of responses
Suggested solutions	Improve public transport and/or reduce price	16
	Ideas e.g. create free delivery service cargo bike	15
	More park and ride options	12
	Car parking and/or reduce parking costs	12
	Difficult to balance	10
	Loading unloading spaces created	8
	Implement short stay parking	7
	Work with businesses e.g. validating parking	6
	Disabled elderly need to be considered	5
	Do not reduce cars electric vehicles will be normal	4
	Traffic management	4
	Keep facilities in city centre	1

Base: 79 respondents

73 people reflected on how parking space provision should be considered in the long term. [Chart 27]

Chart 27: Ideas on parking space provision



Base: 73 respondents

The key themes that emerged mirrored those that had emerged previously; particularly in terms of improvements to public transport and active travel in order to diminish the use of private car (19 comments). That said, 18 people sited the need for free or cheaper parking to encourage greater use of the city centre. Some people identified that out-of-town shopping centres offered free parking which encouraged use of those areas over the city centre…

"Parking in the CQ should be free to drive vibrancy and compete with the out-of-town retail & leisure destinations that are free".

An equal number of respondents (17) believed that the existing number of car parks should be maintained in the short term whilst improvements to public transport were made, and the number of parking spaces should be reduced but situated in locations accessible to the city centre. Some believed it was folly to reduce car parking spaces as electric vehicles would be the norm and in the near future issues with pollution and air quality would be mitigated.

When asked whether our approach was ambitious enough, over half of respondents (58 people, 54.7%) believed that our approach was not ambitious enough. 37 people (34.9%) felt that the approach taken was ambitious enough and 11 people (10.4%) felt that the approach was too ambitious.

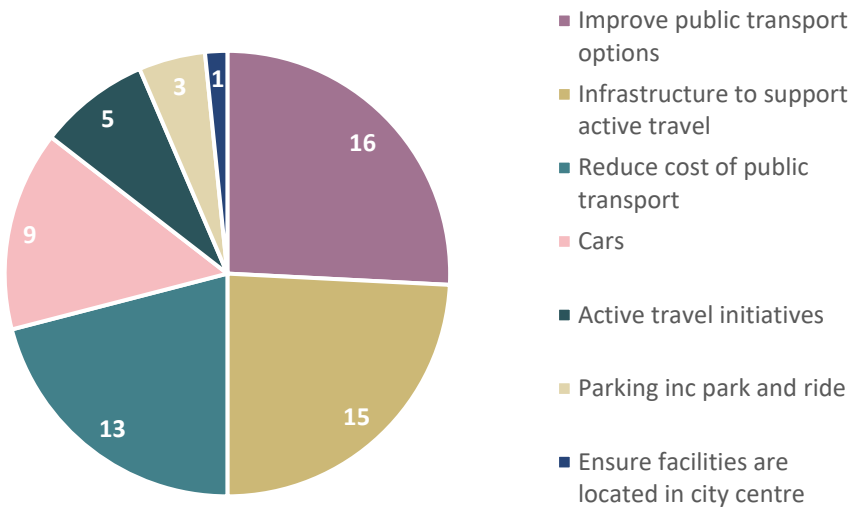
44 people identified other things that should be considered to help support more sustainable travel options [Chart 28]; 7 key themes arose. 16 people believed improvements to public transport was essential either through improving the existing or by introducing new options such as tram, or by offering an improved bus network:

"The opportunities to link the inner and outer ring road and connect our suburbs to our city appear weak in the documentation. Derby's 'double doughnut' provides key element to rethink connectivity and accessibility of our city".

15 people believed that for active travel to become viable for more people, additional infrastructure was required be it rest stops, dedicated safe walking/cycling routes, improved lighting and secure cycle parking provision.

As was evident from previous comments, the cost of public transport was cited by 13 respondents as a barrier to use and were costs decreased use would in turn increase.

Chart 28: Measures to support sustainable travel key themes



Base: 44 respondents

Feedback on Heritage theme

The focus of this theme related to the character of Derby which, in large part, is defined by its remarkable and internationally recognised heritage. The ideas presented in this part of the Vision included:

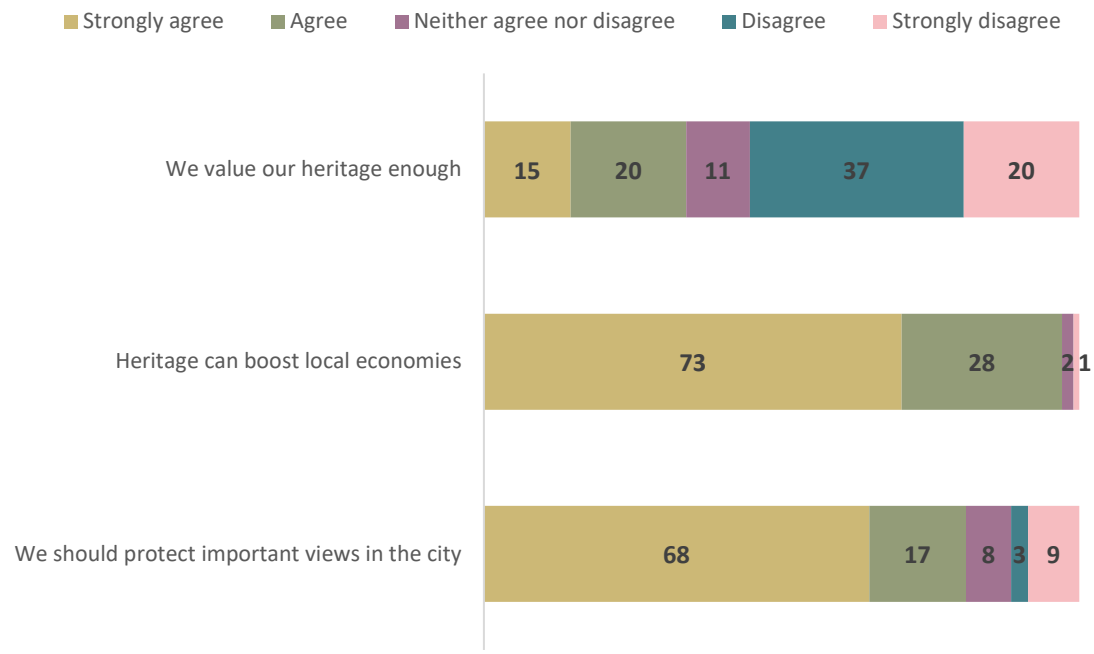
- valuing the historic environment not just for its own sake but also for its role in boosting civic pride and encouraging people to visit Derby
- recognising its potential as a significant economic asset that can support the economic health of the city centre and play an important role in attracting new investment.

The Vision identified that some historic parts of the city centre have suffered from reduced footfall and the loss of key businesses. The Vision aimed to address this through a series of proactive measures that support local businesses and improves the physical environment of the historic core.

106 people wished to give their feedback on the Heritage theme.

Respondents were asked to think about 3 statements and consider how strongly they agreed/disagreed with each. [Chart 29] It was perhaps unsurprising that the statement which had the highest levels of disagreement was 'We value our heritage enough'. A combined response of 57 people (55.3%) either disagreed or strongly disagreed. The largest positive response came from the statement 'Heritage can boost local economies' with a combined 97.1% agreement.

Chart 29: Strength of agreement with statements



Base: 103 respondents, 104 respondents, 105 respondents

72 people offered insight into how unique heritage could be protected whilst at the same time having buildings that are fit for the homes and businesses we want for the future [Chart 30].

25 people believed that heritage and new buildings were not mutually exclusive and if done well could add to the vibrancy and aesthetic of the city. Some went further and said that this was the mark of a forward-looking city:

"I value our heritage but city's move forward and evolve. We should be mixing old with the new".

21 people felt that we should preserve our heritage buildings and areas

"Look elsewhere for examples of where architecture and environments have been protected but re-used in creative ways. offer incentives to business and residents to move into historic buildings and heritage areas and make sure they function e.g., access to everyday shopping nearby, protected parking spaces in a nearby secure car park".

Others felt that there should be some incentives or support to restore/maintain historic buildings (15 comments)

"Sympathetic conversions. Incentives for re-use in favour of building new". "Help could be offered to property owners to improve their buildings to ensure that they are fit for purpose. Encouragement should be given to buildings with vacant upper floors to help more people live in the city centre".

Interestingly, 8 people supported tall buildings being developed and 4 people were opposed to such a move.

6 people believed that too much credence was given to Heritage groups in the city specifically in relation to tall buildings. Others offered suggestions on how better to work with the groups:

"Engage with the heritage society and work with them rather than being blocked by objections. This document should be the key document that brings investment teams (such as Marketing Derby) and heritage teams (such as Civic Society) together to have a shared vision for the city's long term prosperity.

Chart 30: Key themes protection of heritage whilst having buildings fit for the future



Base: 72 respondents

Just under 80% of respondents (79.2%, 76 people) agreed that we should investigate the designation of a Heritage Action Area. Respondents were then asked to look at a map and asked if they believed we had selected the right location for a proposed Heritage Action Area, 45.1% (46 people) thought that the location was right.

20 people did not agree with the location of the Heritage Action Area as proposed in the map and detailed where they thought it should be. 9 people identified key heritage assets that should be included, notably Arboretum, Royal Crown Derby, Friar Gate and Hartington Street.

Similarly, 9 people identified areas of the city that should also be considered, as well as the Arboretum and Royal Crown Derby, these also included: Midland Road, Normanton Road and Pride Park. 6 people stated that the proposed area was not big enough whereas 2 people felt the area was too big. One person stated that the Morledge should be excluded from a proposed Heritage Action Area. [Table 5]

Table 5: Heritage Action Area comments

Theme	No. of responses
Key heritage assets to include	9
Areas of city should include	9
Not big enough	6
Too big	2
Areas to exclude	1

Base: 20 respondents

Respondents were then asked to look at a map detailing possible locations for tall buildings and were asked four questions. [Chart 31]

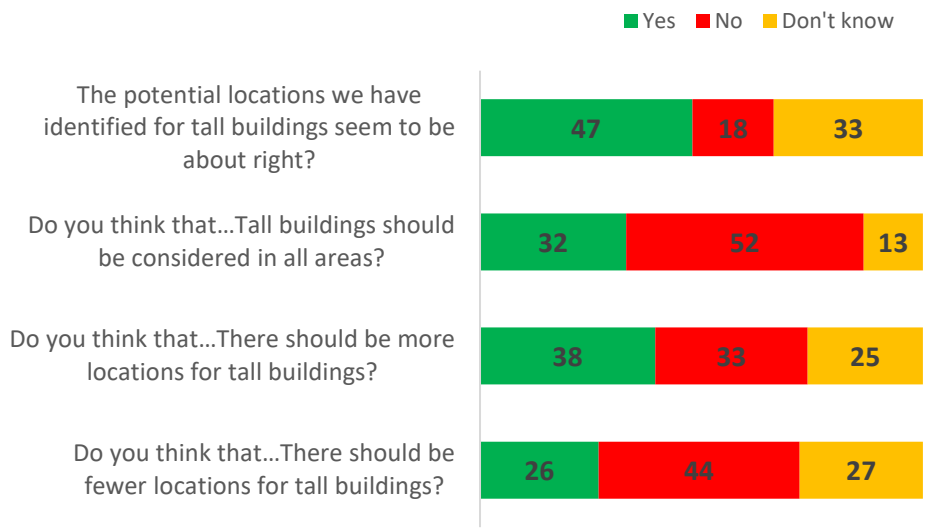
Under half of respondents (48%, 47 people) believed that the potential locations for tall buildings were about right. Just over a third (33.7%, 33 people) didn't know and the remaining 18.4%, (18 people) did not agree with the potential locations.

When asked if tall buildings should be considered in all areas, there was a marked response against this proposition with 52 people (53.6%) answering 'no'. A third of respondents on the other hand (32 people, 33%) believed that tall buildings should be considered in all areas.

As for whether tall buildings should be considered in more locations, responses were fairly evenly split; 39.6% (38 people) were in favour, 34.4% (33 people) were against and 26% (25 people) didn't know.

When asked if tall buildings should be considered in fewer locations the largest response was 'No' with 45.4% (44 people). Just over a quarter of respondents either didn't know (27.8%, 27 people) or answered 'Yes' (26.8%, 26 people).

Chart 31: Tall Buildings:

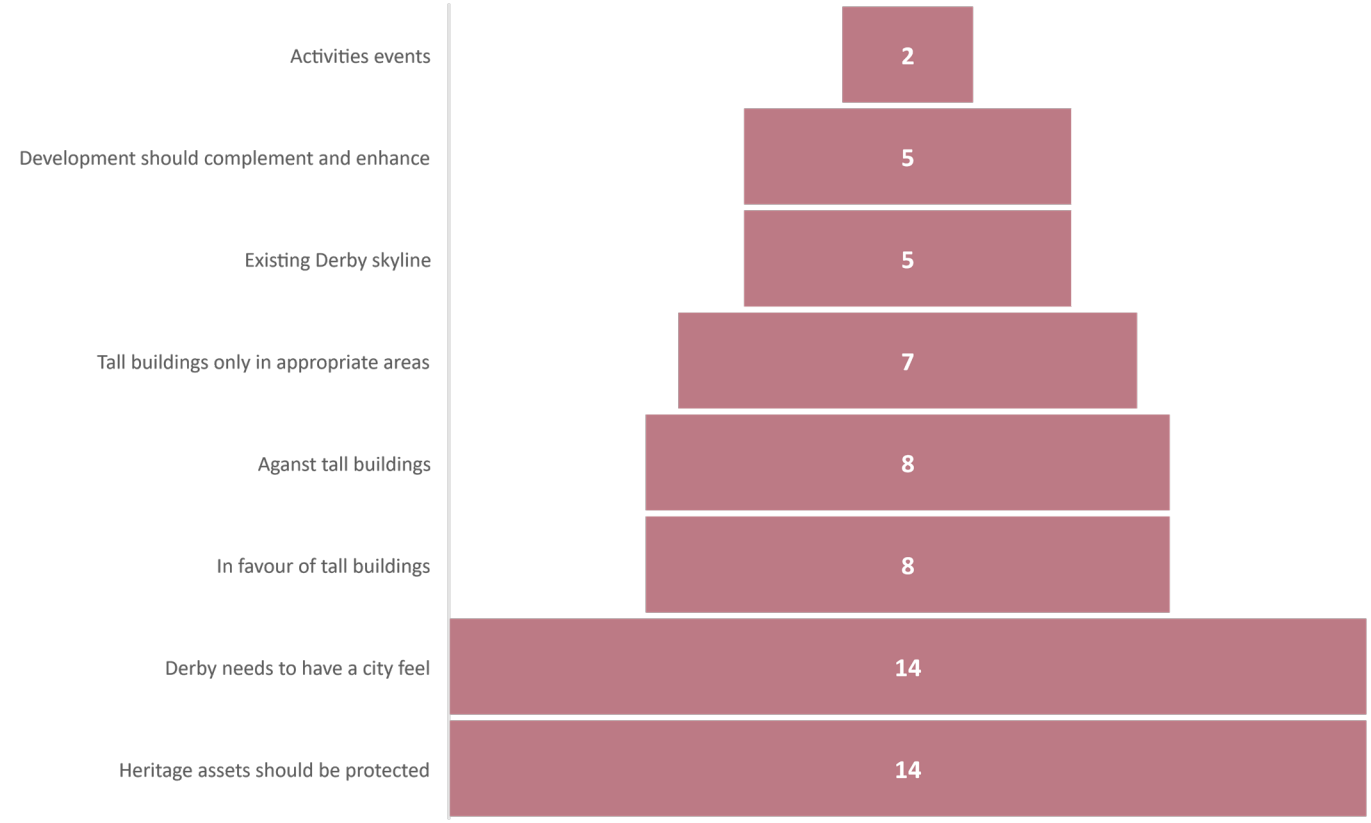


Base: 98 respondents, 97 respondents, 96 respondents, 97 respondents

44 people used the opportunity to give further comments or suggestions on the Heritage theme. The two largest themes, each with 14 comments, were: 'Heritage assets should be protected' and 'Derby needs to have a city feel'.

Interestingly, an equal number of respondents (8 comments each) were 'In favour of tall buildings' as were 'Against tall buildings'. However, an additional 7 people were supportive of tall buildings in appropriate locations that did not impinge on heritage assets such as the Cathedral. 5 people believed that development should complement and enhance the existing cityscape and an additional 5 people were dismissive of the existing Derby skyline and cited locations such as Derbion, Jury's Inn and Eagle Centre Market as being uninspiring. [Chart 32]

Chart 32: Emerging themes Heritage



Base: 44 respondents

Feedback on Design Quality theme

The focus of this theme is the quality of design of new buildings - a key factor in the image and perception of a place.

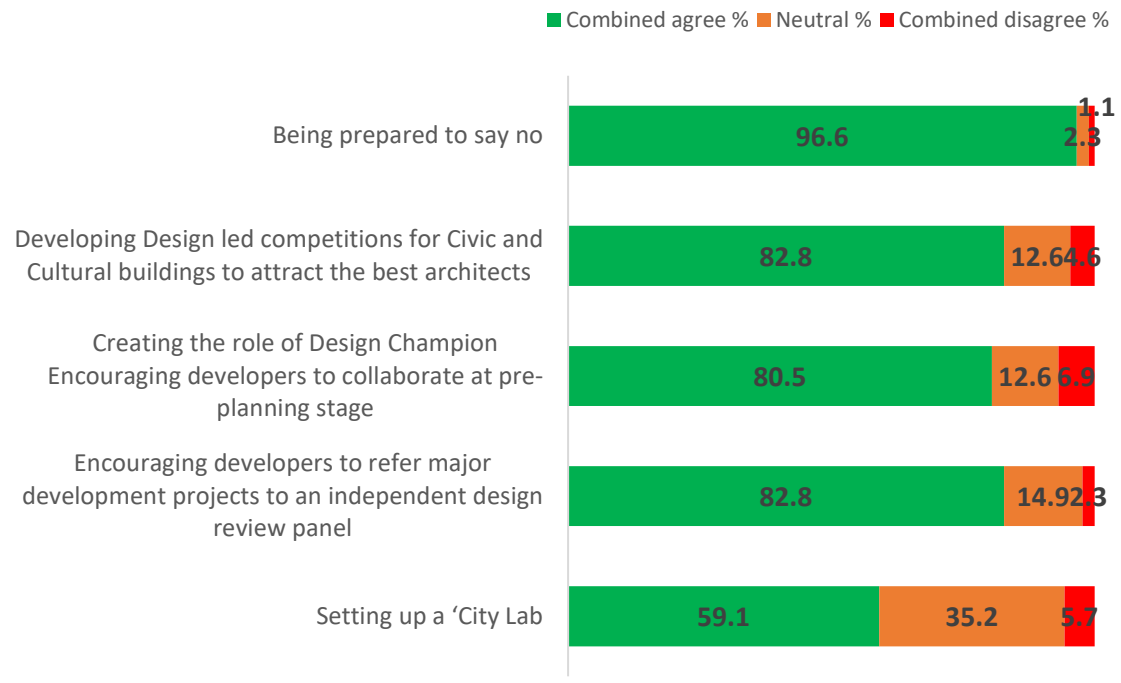
Poor quality results in a poor image and leads to further decline in its look and feel. There are examples of high-quality new buildings in the city centre that we can be proud of. However, others do not live up to this standard and we need to ensure that all development is of high quality to raise the bar and improve its overall image. We will therefore always expect high standards of architectural and spatial design in the city centre, creating a step change in the quality of development being delivered. A high-quality built environment will stimulate confidence, bringing investment and attracting people to live, work and play in the city centre.

90 people wished to give feedback on this theme.

A combined 98.9% of respondents (85 people) believed that Design Quality was either Very Important (68 people, 78.2%) or Important (18 people, 20.7%).

Respondents were then presented with five ideas and asked to consider how strongly they agreed/disagreed with each. [Chart 33] Whilst all ideas were generally well met, the least favoured was 'Setting up a City Lab' which secured a combined agreement of 59.1% (52 people). 'Being prepared to say no' was the most favoured idea with a combined agreement of 96.6% (85 people).

Chart 33: Strength of agreement on Design Quality ideas



Base: 88 respondents, 87 respondents, 87 respondents, 87 respondents

When asked how prescriptive we should be in the standard wanted in terms of design quality 57 people gave their thoughts [Chart 34]. 19 people commented on quality, specifically that new developments should be of a high standard in terms of materials used and of the building standards employed. This was interlinked with the 12 people that commented that design should not necessarily be prescriptive:

"Being over prescriptive is likely to increase costs and so put developers off, but on the other hand there should be a standard set well above minimum".

Others felt that in terms of design we should be discerning rather than prescriptive in approach

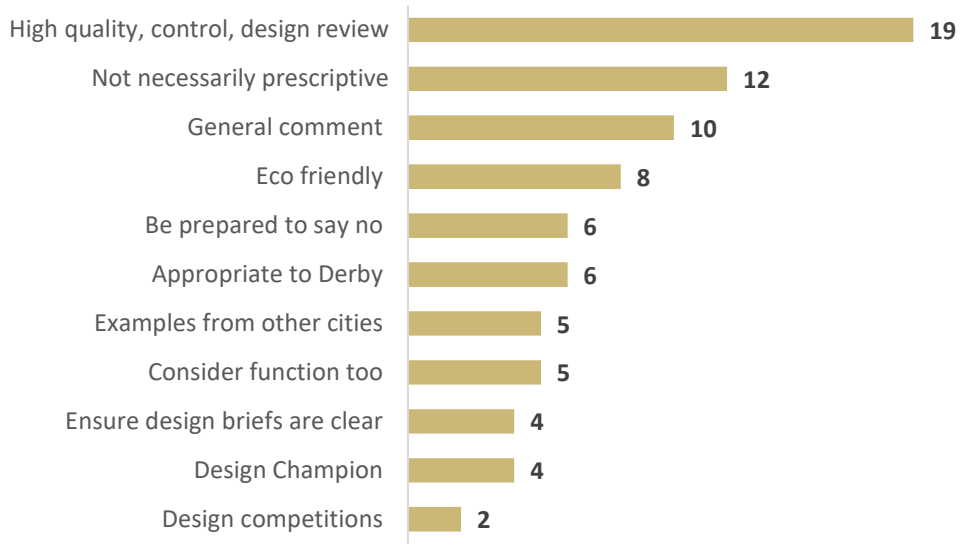
"Prescriptive about the standard is good. Prescriptive about the design is bad". "Being too prescriptive could result in a narrow vision for the city. I think it's more about quality control. You can have two wildly different designs for a building but both could be brilliant in quality".

10 general comments were made which were difficult to allocate to a wider theme. Examples include:

"Good design creates positivity and lifts the spirits. It is essential for good mental health".

"It's right that good urban design matters sustainable development, health and meaningful places – part of that can include design to foster a closer relationship between people and nature which addresses causal issues of environmental crises and can unite the 4 core themes (green, vibrant, resilient, growth). The recent UN commissioned Stockholm+50 evidence review recommends applying the University of Derby's pathways to nature connectedness design framework to help meet key policy aims to "Integrate nature in cities and urban areas".

Chart 34: How prescriptive in terms of design quality key themes emerging



Base: 57 respondents

Feedback on Learning theme

The focus of the Learning theme saw firmly establishing Derby as a University City, known for its academic quality, industry, innovation and enterprise, as integral to the wider city plans and ambitions. As the University is continuing to grow, particularly attracting more students from across the country and overseas, the opportunity to create an attractive, welcoming, exciting and safe environment in which they can live and learn can bring benefits of increased energy and vibrancy to the city.

92 people wished to give their feedback on the Learning theme.

When asked how we can make the most of the University of Derby's increased presence in the city centre, 59 people gave their feedback and comments attributed to key themes. [Table 6]

Table 6: How can we make the most of the University's increased presence in the city centre

	Theme	No. of responses
Comments	Benefits of students in the city centre	17
	Buildings	10
	Suggestions or ideas of what would make the city attractive	8
	Role in the wider community	7
	Extending learning	6
	Partnership	6
	Concerns	5
	Green spaces	4
	Attracting/ keeping students in Derby	4
	Transport	4
	Promoting/ marketing	2

Base: 59 respondents

17 respondents discussed the benefits of students in the city centre examples include:

I think simply having students in a more centralised location will bring a more vibrant atmosphere to the centre. Having opportunities for more culture and entertainment (things you can't busy online) could help.

Get more students learning living and spending their money in the city centre.

Principally through the interests and buying power of its students in various cultural activities - i.e. not just socialising in cafes, bars and restaurants but also patronage of performance (including sport) and exhibition venues.

The use of buildings was mentioned 10 times by respondents.

Create a student Union building in the city centre that brings the students off campus and into the city / a foot bridge over the ruing road to allow pedestrian access from the north of the city away from traffic

repurposing existing buildings and use brown-field sites for new build to improve the city centre environment, including new sports facilities

Encourage as many University of Derby developments as possible in the city. I have nothing but praise for the way the university has, over the last 20 years or so, continued to grow and develop their learning facilities. They have used some heritage buildings such as britannia mill - investing in them to improve and sustain for the future. They have also created new buildings that have helped to bring new growth and innovation to Derby. The students also make a valuable contribution to the local economy and their presence in the city brings a new vitality and positive vibes. The idea of a green corridor connection the various campuses was moved as long ago as 2007 it would improve accessibility and (in my opinion should happen ASAP.

8 respondents had suggestions or ideas to attract students to the city centre:

Work with the University to create joint ventures between students and the people of derby (not just businesses). Advertise these fun activities, give the people of Derby a sense of ownership and pride at what the University is achieving. The Students could do 'good' around the communities as part of their projects.

Events, activities and spaces that attract students and academics.

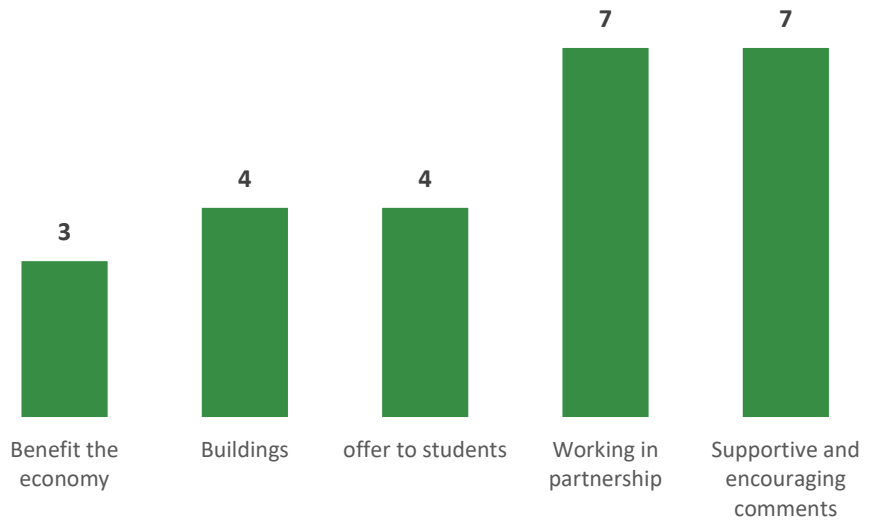
Create more natural spaces to socialise inc water features and bring in more focal points next to the river even boat with a bar/pub on it would change the perception of derby.

Respondents also commented on links or the role in the wider community (7 comments), extending/widen the learning (6 comments), partnership working (6 comments, concerns (5 comments), green spaces (4 comments), attracting/keeping students in Derby (4 comments), transport (4 comments) and publicity/marketing (2 comments).

Just because the University sees itself as a business doesn't mean it should be encouraged by the city centre - the council should be supporting small businesses. Why when the university receives fees from paying students should their goals be supported by the council to the detriment of other businesses?

Consultees were asked whether there was any further support we could give the University to support them in delivering its academic and broader civic ambition. 44.4% (36 respondents) answered 'Yes'. Of those, 24 respondents, gave detail about how further support could be given [Chart 35].

Chart 35: Other support that could be given emerging themes



Base: 24 respondents

7 people made general comments that were supportive of and encouraging of the plans for learning.

Make this a student city. Make it vibrant!

A further 7 comments talked about the importance of working in partnership with the University to achieve ambitions to be part of the city centre.

By being in partnership with them - help with land assembly, road design etc.
Key to success of the plan will be transport. And also key will be to view all the developments as a whole - wayfaring will be key.

Other comments included asking about the offer in the city/design of the city being encouraging to students (4 comments)

Work with the University join up travel routes in and out of town and between campuses, making sustainable transport corridors. Commission feasibility studies from experts to reduce traffic and pollution and make the streets safer for everyone

Buildings – 4 comments

Find ways to work in cooperation with the university, rather than putting obstacles in their way. They are an important stakeholder in Derby and deserve a place at the decision-making table (hopefully, they already have one.) Encourage architecture/planning students by launching a design competition.

And 3 comments talked about how the plans could benefit the local economy

Seek to increase work with industries relevant to the University students to encourage new businesses into the city.

30 respondents took the opportunity to comment on how to embed knowledge and skills in the fabric of the city [Chart 36]. 10 people asserted that provision should be made for learning to be accessible to all. Suggestions from respondents included…

Expand FE and Adult provision in the City. Invest in all Derby citizens so that they can access relevant learning. Utilise University provision to achieve this, e.g. incorporate adult education in university provision such as utilising university facilities in photography, art, engineering, etc. when not used by students, e.g. during holidays and evenings. Use University Halls as provision to bring a wide range of learners into the city centre during university holidays to access FE and Adult provision. Better links between FE Vocational Education and university provision.

And…

free, accessible learning spaces such as public libraries to help people get started on their journey.
provide low cost learn and play spaces where parents can study, job search and work and children can play.
include adult education including courses and short courses that are not examined to allow continuous lifelong learning.
connect your development into issues such as dementia prevention, carer support, loneliness and social isolation ensuring you support all adults' learning and development.

7 respondents mentioned marketing or promotions.

Celebrate publicly the skills that the city workforce demonstrates as world class.

5 respondents talked about the importance of engaging with the local communities.

think it's about creating opportunities which feel inviting for people. creative interaction with local-, visitors and residents etc... all exploring things initially from a Derby perspective then working more widely to signpost people to skills development options- I have seen some really creative ideas a bit like the city lab done in city suburbs and small towns - taking a very human approach

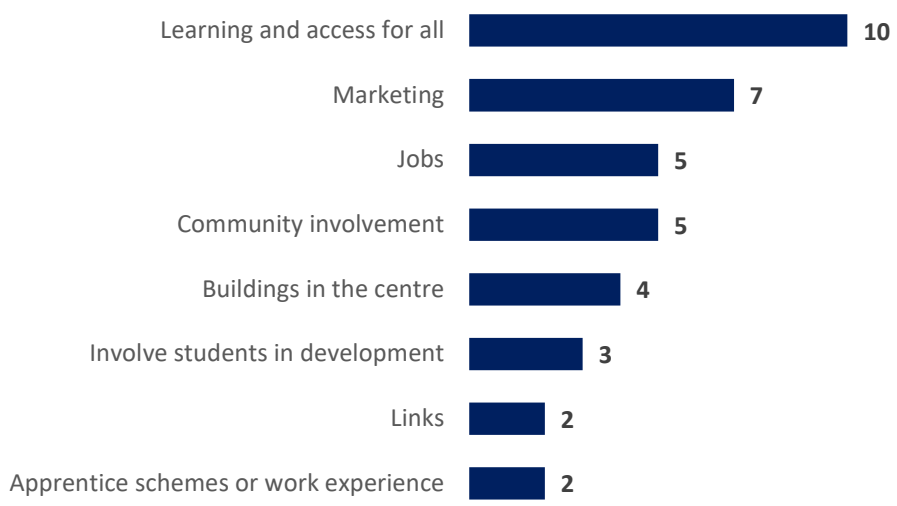
A further 5 comments talked about links with the local community.

Encourage the University to build ties with the local communities - not at the top level of the University which is too senior to have a direct impact but get the lecturers and students directly involved in local initiatives.

Other comments under this section included use of buildings in the city centre (4 comments), students being involved in the developments (3 comments), links (two comments and apprenticeships/work experience (2 comments).

Allow more residential blocks in city centre or near this proposed site to increase footfall. Encourage University admin/faculty buildings near city centre.

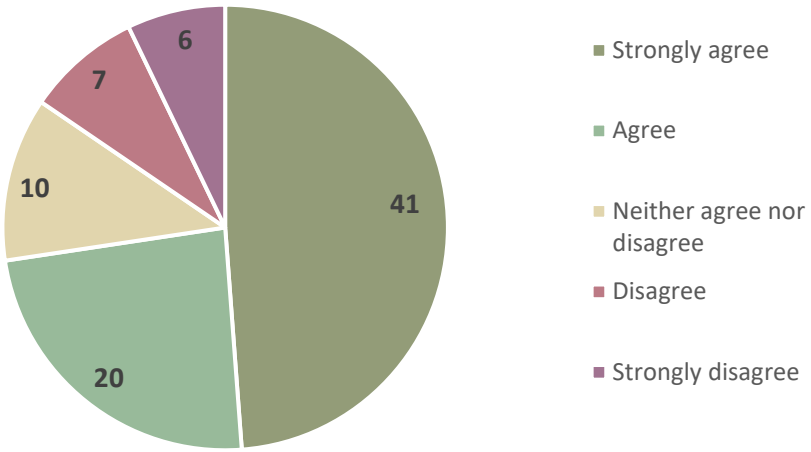
Chart 36: How to embed skills/knowledge into fabric of city key themes



Base: 30 respondents

Respondents were then presented with a map showing areas of University development into the city centre and were asked how strongly they agreed/disagreed that we should be looking at opportunities for further University related development along the proposed corridor into the heart of the city, 84 people gave their response [Chart 37]. Just under half of respondents (48.8%) Strongly agreed with this idea. In fact, just under three quarters of respondents (72.6%, 61 people) agreed with this proposal.

Chart 37: Strength of agreement - to support University development along proposed corridor



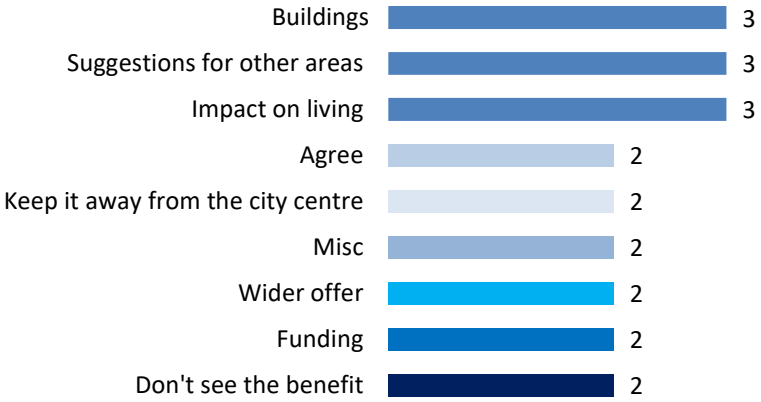
Base: 84 respondents

19 respondents took the opportunity to comment on why they disagreed. Response varied [Chart 38]. An equal number of comments (3) mentioned the buildings, suggested other areas and the impact on living.

Chart 38: Emerging themes from those disagreeing with supporting University development

Do we want to live in a city owned by a university?

We don't need lots of new buildings - encourage the university to use the buildings that already exist and retrofit them with sustainable materials. I agree with cycling and walking routes being connected up between the university and the city centre. I am all for further University development, but I'm not convinced that is the correct direction - I would rather see the Northern Quarter



Base: 19 respondents

Other comments (2 each) mentioned agreeing, keeping the development away from the city centre, wider offer, funding, not seeing the benefit and Miscellaneous comments.

there's too much focus on students which is short-sighted - if you only have student buildings & housing then, once graduated, students will inevitably move onto other cities which have invested more inwardly by protecting areas for local businesses & developing areas of greenery/cultural life which in-turn create employment opportunities. The university is great but no need to offer up more of the city as it won't create the environment that gen x & mature students are looking for anyway.

Feedback on Business and Creativity theme

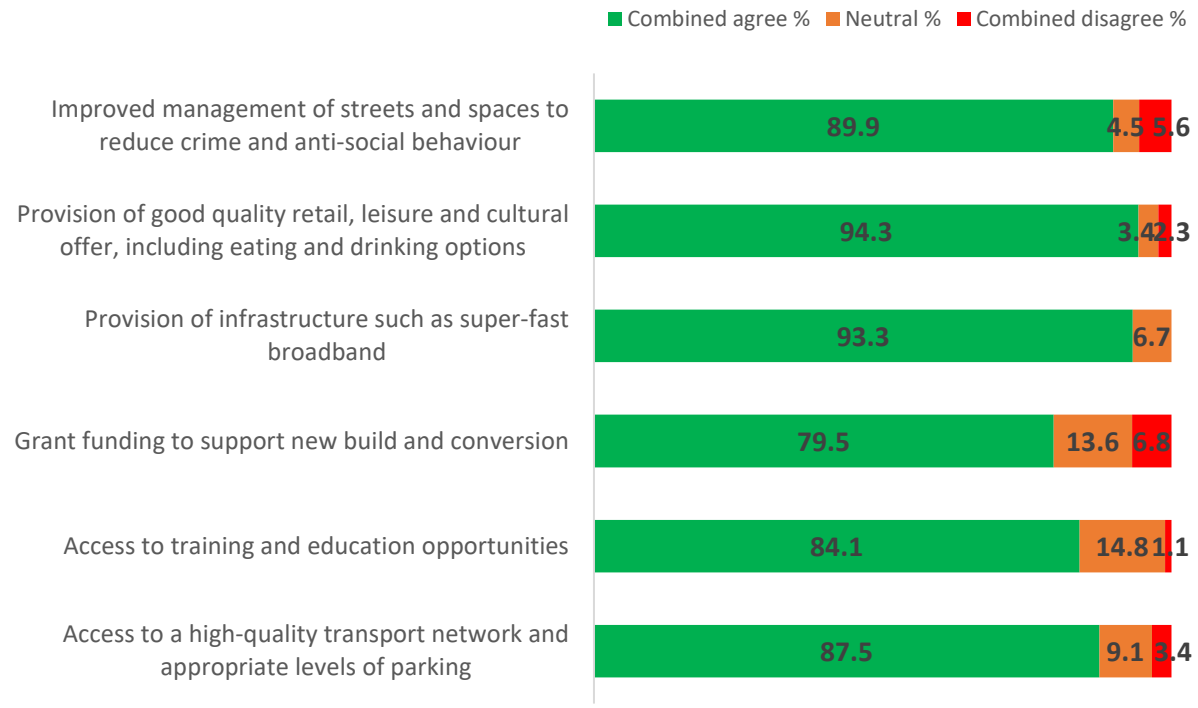
The focus of this theme was to consider how to encourage more business within the city centre. The Vision identified that Derby city centre historically has not offered sufficient quality and variety of office floorspace which has led to many businesses moving to more peripheral areas such as Pride Park. As a result, there are not enough people working in it to support a strong daytime economy. However, there is some evidence of a growing desire from businesses for a city centre location, so long as it provides the right office format and a safe, vibrant and attractive environment. There are also opportunities to build on Derby's success as a centre for innovation and creativity.

91 people wished to give their feedback on this theme.

Consultees were asked to reflect on six ideas/measures to create a city centre office market and select how strongly they agreed/disagreed with each. [Chart 39]

Response to all ideas/measures was favourable with all achieving over three quarters agreement levels. The measure with the largest strongly agree response was 'Provision of good quality retail, leisure and cultural offer, including eating and drinking options' which 62 people (72.5%) strongly agreed with. The measure with the lowest combined agreement (79.5%) was 'Grant funding to support new build and conversion' which attained 56.8% strongly agree response.

Chart 39: Combined strength of agreement percentage by measure



Base: 89 respondents, 88 respondents, 89 respondents, 88 respondents, 88 respondents, 88 respondents

35 people (47.3%) answered that there was more we should consider. Of those, 33 made additional comments. [Table 7]

11 respondents mentioned the use of or the buildings. For some this was about the increased use of homeworking needing to be factored into any office space provision.

Since the pandemic when people were forced to work from home the whole working pattern of office-based staff is changing. There is a growing tendency for people to work from home and only go into the office for two or three days each week (I believe the council has been doing this since before COVID, using a hot desk arrangement. We have to accept therefore that demand for office space has changed. Emphasis needs to be on flexible working spaces, meeting rooms for hire and on a pay-as-you-go or contractual basis.

For others it was location of the space.

Leave the business district at pride park, where the railway station is. Develop that area as the office area and the vicinity around there, ie Midland road etc.

9 respondents commented on transport and car parking

Free parking, remove bus only lanes ban motorised scooters

CycleSecure for Parking Bikes. My final idea would be to have a CycleSecure area for parking bikes, either inside the market hall or outside. Maybe one of the cabins could be replaced by a CycleSecure area. I think this would encourage cyclists to park there, as it's a great spot that's close to many things such as the Council House, the QUAD, the shops in Osnabruck Square and the shops along the Cornmarket.

Cycling/walking/bus/tram infrastructure connecting businesses with Pride Park.

4 respondents mentioned partnership working

Helping businesses work better in partnership (not quite sure that I know what I mean yet!)

work with the voluntary sector to build in VCS services within the city developments. Access to good information, advice and support can help with all the other Vision ambitions. social disconnectedness affects all ages and impacts on retail, leisure, business and study so embed services and infrastructure that can address it. Make derby and its university the friendly city.

Other comments included the use of zones (3 comments), leisure facilities (2 comments), flow and access routes (2 comments) hotels (2 comments) and 7 miscellaneous comments.

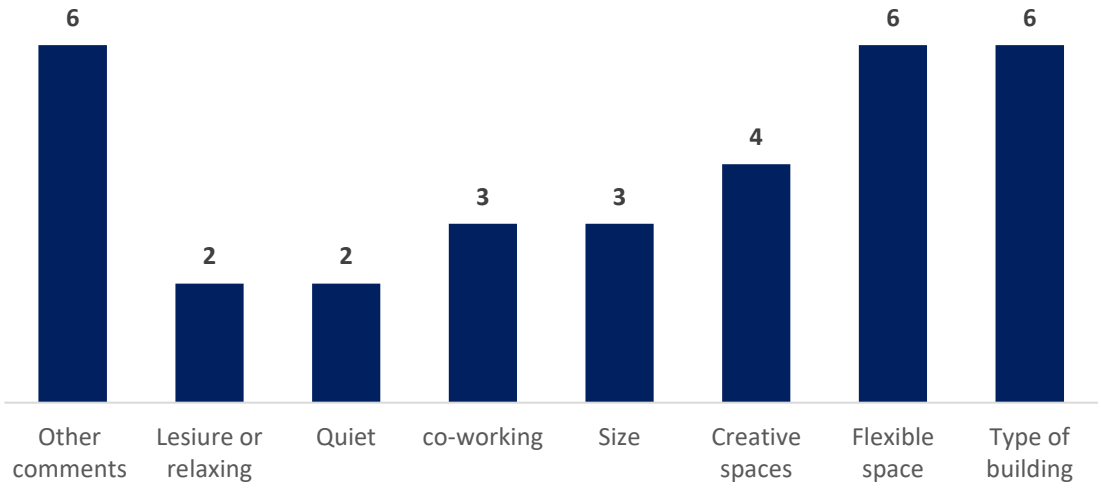
Table 7: Emergent themes, anything else to consider

	Theme	No. of responses
Comments	Use of existing building or space	11
	Transport or parking	9
	Partnership	4
	Zones	3
	Leisure facilities	2
	Flow and access routes	2
	Hotels	2
	Misc	7

Base: 89 respondents

Within the Vision different types of office formats such as flexible multi-use workspaces for informal meeting spaces were suggested. Respondents were asked if there were other office formats that we should consider. 27 people (37.5%) answered 'Yes'. Of those, 24 people gave more detail [Chart 40]

Chart 40: Different office formats to consider



Base: 24 respondents

6 of the 24 comments from respondents talked about types of buildings that could be used:

There should be a bold attempt to provide a large scale office development which, if not successful, could be converted to apartments. An office block with balconies (overlooking the river?) would be an attractive proposition and could perhaps persuade a business to relocate to the new, vibrant derby.

A further 5 respondents mentioned flexibility of space.

I agree with your flexible multi-use workspace ideas, but perhaps you could create office 'zones' these could be flexible office spaces / buildings based on business sector. Creative industries, for instance, might benefit from interaction with other creatives as this helps to keep workers updated on the latest industry developments, bounce ideas off each other, and potentially work collaboratively this could be particularly useful for small businesses who might need to pool skills or resources to fulfill a particular contract that they might not otherwise be able to pitch for. Other zones could be for engineers, the financial or legal sectors, or charitable organisations.

4 respondents commented on using the spaces creatively:

creative craft spaces, local live band rehearsal space, creative food spaces.

TV and film spaces to capture the city

Other comments included size (3 comments), co-working (3 comments), quiet spaces (2 comments), leisure of relaxing (2 comments), and 6 other comments.

Cheaper rents. More spaces with leisure or relaxation areas

Consultees were then shown a map of where a redefined boundary of the Central Business Districts was proposed; 82.9% of respondents (63 people) agreed with the broad location for a redefined Central Business District and 17.1% (13 people) thought it needed to be somewhere else.

All of those (13 people) that thought it needed to be somewhere else were given the opportunity to tell us where it should be. 4 respondents commented that they agreed with the proposals but wanted to make further comments.

The eastern area of your CBD conceptual area seems more a result of your wishing to present it as a circle rather than there being proposed creative use property there, if I have understood geographical presentations of proposed use elsewhere in the plan. Otherwise, I agree with the very broad location.

2 respondents mentioned areas outside of city centre and two talked about the railway station.

Move it to the outskirts with better transport. Does the Council house really need to be in the

Centre! Why not Infinity Park?

A further 2 mentioned the area around the railway station

Around the railway station

Other comments (all 1 each) mentioned seeing mix use over the city, the ring road, south of the centre and fears the centre will be overcrowded.

Do not make it too prescriptive - some sectors prefer to have a mix of businesses scattered through different areas

If pride park is the de-facto CBD, although it's not that central, maybe just acknowledge that. It has better road and rail links for any company with people coming from over a wide area.

The Vision suggested the creation of a Creative Industries Quarter, to assess whether this was welcomed respondents were asked if they agreed, disagreed or had no opinion on this idea. 55 people (62.5%) agreed with the idea; 6 people (6.8%) disagreed with this idea and 27 people (30.7%) had no opinion on the idea.

When asked if the location identified for a Creative Industries Quarter was appropriate, over half of respondents (56.8%, 50 people) agreed that it was; 28 people (31.8%) did not know and 10 people (11.4%) did not think it was in an appropriate location – each gave their feedback.

Table 8: Creative Industries Quarter comments

	Theme	No. of responses
Comments	Becketwell	2
	Outside of the city centre	2
	Car parking	1
	Not enough variety of building space	1
	Car parking	1
	University	1
	Cost of rent	1
	Mixed with other areas	1
	South of the city	1

Base: 10 respondents

Two respondents suggested Becketwell would be an ideal location.

Broadly agree but I would want to see the lower Green Lane area included - back of Becketwell.

There were also 2 comments suggesting the Creative Industries Quarter should be located out of the area:

Nottingham or outside the city centre

A range of other comments were made around costs, car parking, to not separate from the rest of the city, in the southerly edge and variety of spaces being available in the suggested location…

I don’t think this area provides enough variety of spaces and buildings that would meet the needs for the sector. I am thinking more box park, converted rail carriage, warehouse spaces alongside well-appointed funky office spaces...maybe this can happen in that area but struggling think which buildings and spaces within that blue line...

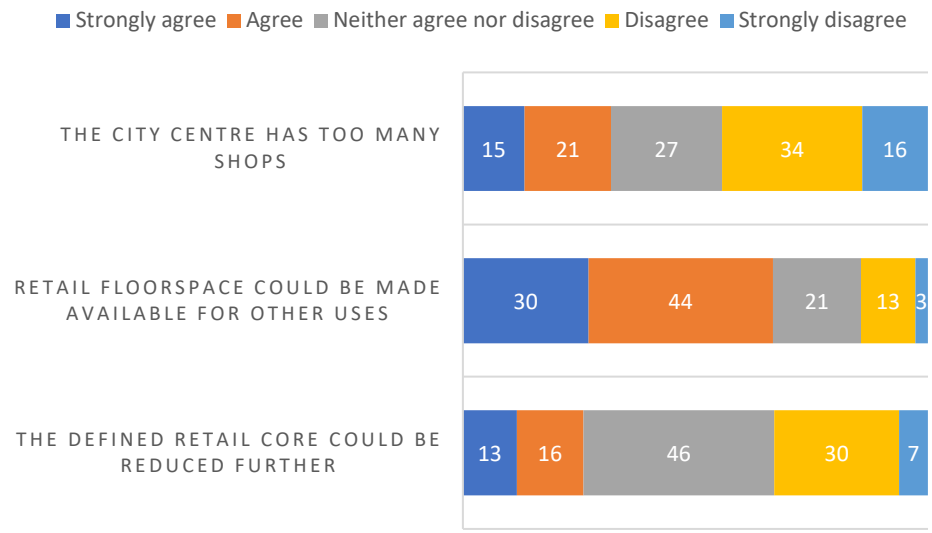
Feedback on Shopping and Leisure theme

The focus of this theme concerned retail and leisure within the city centre. The Vision sees that the city centre will continue to be the main shopping destination in Derby and an attraction of sub-regional importance. At the moment though, it has too much floorspace and this is contributing to high rates of vacancies and a general air of decline. We therefore need to focus shopping activity into a more concentrated area to create better vibrancy and encourage a more diverse range of uses. We also need to define clearer, complementary roles for different shopping areas, so that they support each other rather than directly competing.

115 people wished to give their feedback on this theme.

Respondents were presented with 3 statements and were asked to tell us how strongly they agreed/disagreed with each. [Chart 41]

Chart 41: Strength of agreement/disagreement



Base: 113 respondents, 111 respondents, 112 respondents

The statement with the highest level of agreement was ‘Retail floorspace could be made available for other uses’ which attained a combined agreement of 66.7% (74 people). The statement that attained the most disagreement was ‘the city centre has too many shops’ 44.3% (50 people). The statement, ‘the defined retail core could be reduced further’ attained the most neutral response with 46 people selecting ‘neither agree nor disagree’ (41.1%).

38 respondents commented on the areas they thought could be excluded in a reduced retail core. [Chart 42] Eight key themes emerged; the largest was ‘General comments on retail in the city centre’ which garnered 12 comments. Respondents

referred to general areas of retail in response to this question. For some this was about the types of shops that were available

I don't think it should be reduced but the plan does seem reluctant to focus on commercial businesses which are less "upmarket" or unique. I would hope understanding of local residents means that plans for St Peters Street in particular are intended to include these and not just focus on what the still rather limited Government's Highstreet Taskforce documents are paying attention to.

Where is the Enterprise Zone to be, and is it intended to focus only on new businesses or supporting existing businesses which may need relocation to benefit?

For others it was about…

Do not be too prescriptive over this - demand will sort out where it should be: there could be specific localised demand in a specific location.

...and there was a need to acknowledge that shopping habits had changed because of online retailers.

Retail is and has changed. More people now shop online rather than going into a city centre to buy goods. Derby makes parking in the city centre costly which further puts off people from coming into the centre. People are unlikely to use bicycles or walk into the centre if they are on a shopping trip. We have seen the decay of the shopping areas around the cathedral due in part to INTU and its predecessors but also due to the Covid epidemic this has been further enhanced

Others suggested there needed to be more support to help with the cost of running a business

This needs to be market driven. There is plenty of opportunity for retail space to be filled in the city centre, but businesses need a break on business rates. Maybe an incentive like the first year free and the next year

Derbion/Eagle Market - 8 comments made a mention of the Derbion/Eagle Market. Respondents' views were mixed on if these should or should not be part of the retail core.

I think the retail quarter should be reduced to only include the Derbion Centre and down to East Street. St Peters St should be bars and cafes for night life and the Market place an area for living culture etc and only cafes and cultural business allowed

For others this was about shopping centres.

Ditch the hideous Derbion and Eagle centre shopping centres. Soulless.

St Peter's Street and/or The Spot - There were 7 mentions of the St Peter's Street and/or The Spot retail areas.

Does not need to be reduced but a good link needed between the cathedral quarter shops and Derbion. Maybe make St Peter's Street into eating venues that stretch onto pavements. The upper floors of these buildings could house residential or office space

I think the retail quarter should be reduced to only include the Derbion Centre and down to East Street. St Peters St should be bars and cafes for night life and the Market place an area for living culture etc and only cafes and cultural business allowed

Respondents also commented on Babington Lane/Green Lane (6 comments), How the areas linked together (2 comments), Irongate/Sadlergate, Main retail areas (2 comments), Miscellaneous (nine comments)

At the moment, the least attractive area is Albert St / Victoria St, which has closed shops, buildings like the old Post Office with no clear role, and lots of rebuilding. St James St suffers from this, and the movement to online for property purchasing. If you make the Cathedral Quarter the Creative Industries area, you run the risk of the retail core reducing to just Derbion and immediate surroundings.

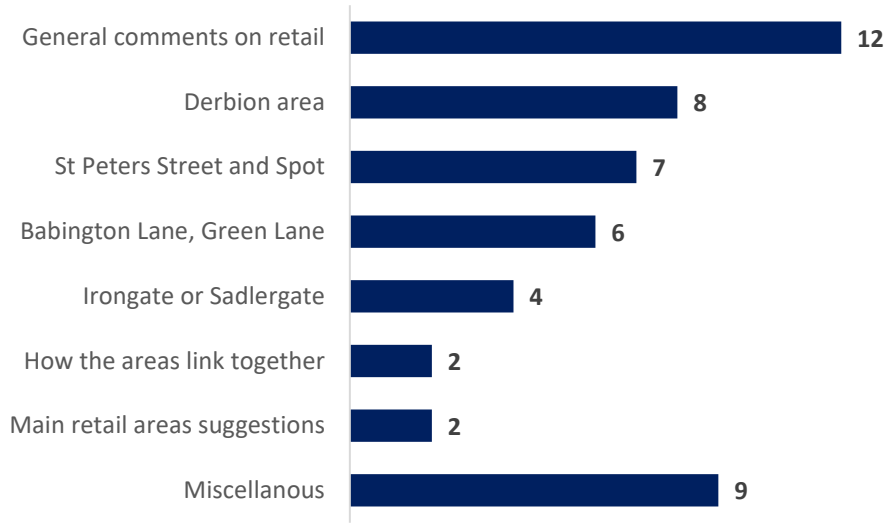
Or,

I think there could be another location to be considered inside the existing policy boundary.

I think Albion Street from Nationwide up to the entrance of the Derbion would be another great location to have restaurants. Traditionally in Derby, pubs and restaurants are along Iron Gate, Sadler Gate, and Friar Gate. There are also some really good restaurants along Midland Road and London Road.

I would like to see Albion Street added as a potentially great place in Derby. It's close to the Bus Station for working staff and taxi ranks for people eating out and would a great location in the city to have a diverse mix of restaurants.

Chart 42: Emerging key themes on reduced retail core



Base: 38 respondents

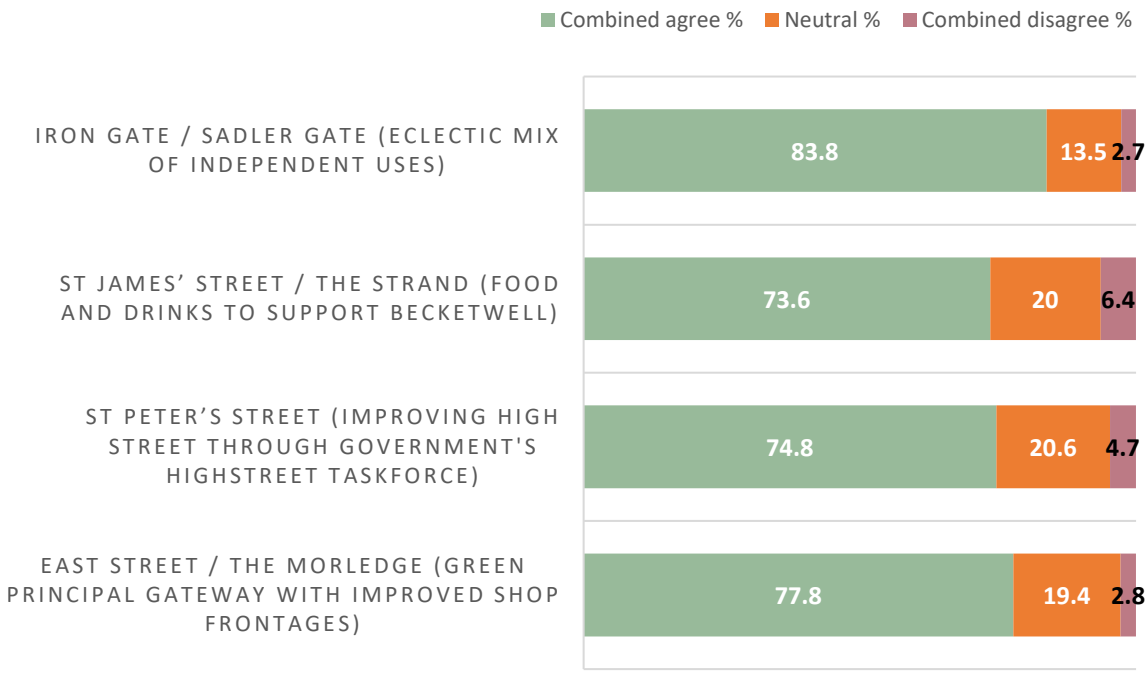
The Vision then explored different areas of the city offering different roles, respondents were asked how strongly they agreed/disagreed with these ideas. [Chart 43] The ideas were:

- Iron Gate/Sadler Gate offering an eclectic mix of independent uses
- St James' St/The Strand offering food and drinks to support Becketwell
- St Peter's St – improving the high street through the Government's Highstreet Taskforce.

- East St/The Morledge – developing a green principal gateway with improved shop frontages.

The idea that gained the largest 'Strongly agree' response was East St/Morledge which obtained a 45.4% (49 people) strongly agree response. This was followed by Iron Gate/Sadler Gate which obtained a 45% (50 people) strongly agree response. The idea that achieved the most 'Strongly disagree' response was St James' Street / The Strand (food and drinks to support Becketwell) where 5 people (4.5%) strongly disagreed. The idea for St Peter's St gained the largest neutral response with 20.6% (22 people).

Chart 43: Combined strength of agreement with ideas for different areas



Base: 111 respondents, 110 respondents, 107 respondents, 108 respondents



50 most used words
Shopping and Leisure

Feedback on Delivery and Coordination theme

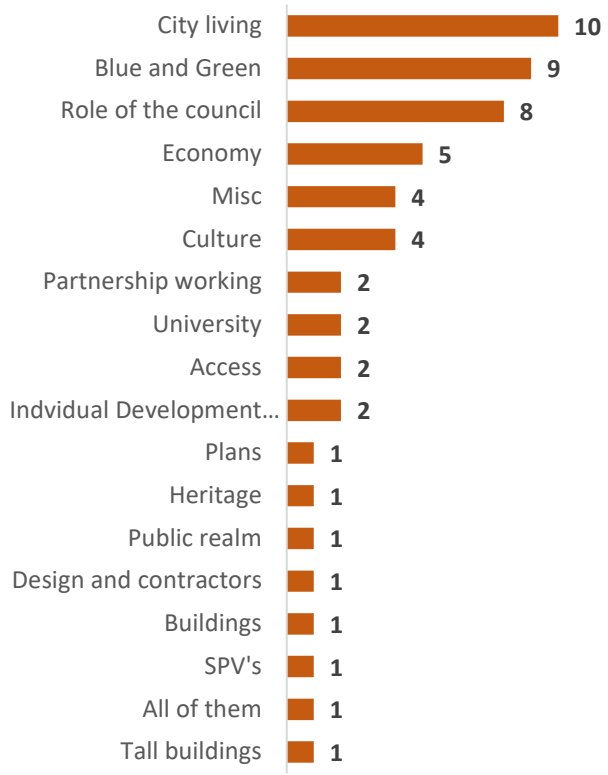
The focus of this theme was to establish the long-term vision for reinventing the city centre, plan for transformational change and develop an accompanying strategy to deliver it. It was acknowledged that the level of potential change suggested in the document would require significant public and private sector intervention and investment to make it a reality and that this would likely be a challenge.

The intention was to prepare a separate delivery strategy which would be rolled forward on a regular basis. This would set out a programme of projects to be delivered over a specific time frame such as 5 years, how these will be delivered and funded as well as any necessary interventions such as land acquisition.

63 people wished to give their feedback on this delivery and coordination theme.

34 respondents commented on the delivery models they felt priority should be given to [Chart 44].

Chart 44: Delivery models priority should be given to



Base: 34 respondents

10 respondents felt that City Living was important:

City living is a must to create a vibrant thriving city centre. Tall buildings help this. Derby is a city and it's tallest building is 11 storeys, that's poor. More water running through the city centre as well. More restaurants and bars along the river.

Blue and Green infrastructure was mentioned 9 times (this included some comments on climate change and/or accessibility and connectivity):

Greening the city and parks and reducing traffic

8 respondents talked about the role of the Council in these developments, either in respect of allocation of resources or track record:

Council resources should be used to improve existing assets; financial risk of new asset viability should rest with private sector

Well Derby is all talk and no action. Nothing ever gets done like the Assembly rooms and the

Hippodrome, sorry to keep on about these two but it has been the same for years, nothing gets done!

8 respondents took the opportunity to comment on other models they thought could be pursued. This included promotion of the location, building and green infrastructure, public realm and access, renovation and investment in buildings linking to heritage and culture, regeneration and investment, partnership and investment.

We seem to have missed financial investment. A couple of decades ago, Sheffield was regarded as a deprived area city - Visit it now and it's been transformed. Similarly, Liverpool almost mocked itself for being poor - now it's brilliant. Manchester leads the way. Derby has been left behind in terms of regeneration, despite the valiant efforts of marketing Derby. How? Why? What do we do to catch up? Do our local MP's need invigorating??

16 respondents had suggestions on studies or strategies that could support the vision.

Table 9: Suggested studies/strategies to support Vision

	Theme	No. of responses
Comments	Ambition	2
	Partnership working	3
	Leadership	1
	Green and Blue infrastructure	1
	Civic strategies	1
	Community development strategy	1
	Self-funding	1
	Ideas from other areas	1
	Museum	1
	Museum study	1
	Urban Sustainability Transition	1

	Low carbon	1
	Safety	1
	Outcomes	1
	Transport	1
	Future of retail post covid	1

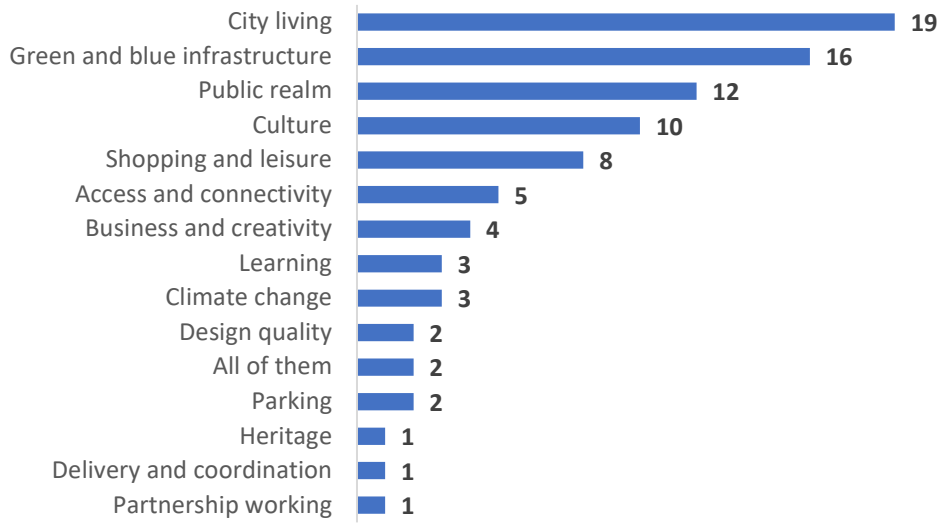
Base: 16 respondents

Study to show how the local authority can work with regional and national authorities to implement the plan and limit outside influence. The proposed mayoral partnership between D&D and N&N has potential to significantly dilute the vision as surrounding and adjacent areas compete for funding.

Low carbon - if Derby is wanting to be hydrogen centre and (to) capitalise on the Free Port, regional plans need factoring in.

Respondents were asked to consider what our priority projects should be. 28 comments were received, often touching on multiple themes. 19 of those comments mentioned city living [Chart 45]

Chart 45: What should be our priority projects?



Base: 28 respondents

City living more blue and green in the city centre and a tram system.

City centre living and waterways through the city centre. More bars and restaurants to improve the daytime and night-time economy.

City living 100% I just look and go to other cities and their city living is unbelievable. That's why they're all better cities to visit than Derby because more people are living working and spending their money in that city. Derby's population should be increasing at a fast rate but it's not because people outside of Derby young professionals etc don't want to live in a dead city centre.

16 respondents mentioned areas under the green and blue infrastructure.

Opening up the river. Creating green spaces. Linking the station to the centre

12 mentioned areas under Public Realm including use of space and buildings such as tall buildings, business and creativity, shopping and leisure and safety:

High rise apartments a.s.a.p.

. More office development
. Wider independent shop choice (poach from smaller local towns?)
. Public nuisance and disorder remedy.

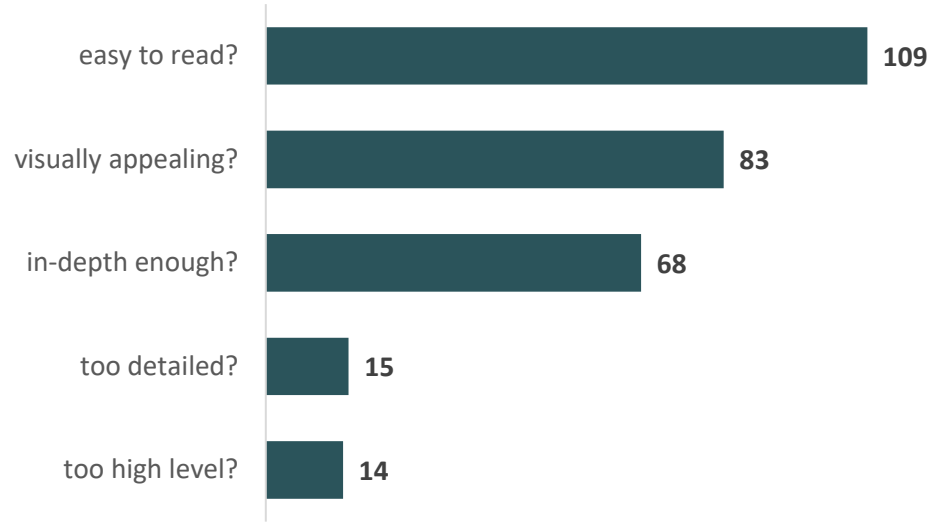
Many of the comments made multiple points; the full list of respondents' priorities can be seen in the chart.

Opening up of Markeaton Brook all the way through town plus regenerating Friar Gate Bridge and opening up Northern Railway for active transport. These two signature projects will signal the intent and ambition for a very different Derby. Putting up buildings emphasises a 'scheme' approach to the city's regeneration. However prioritising projects that are about the look, feel, heritage and low carbon/ active transport development of the city will turn the heads of our citizens and show something very different to what has been done in the past. These developments would be interesting to the youth of the city, the businesses because they signal a new horizon for Derby and aid climate change resilience and mitigation through water / flood management and biodiversity being central to the development therefore first to take place.

Feedback on ‘Towards a new Vision for Derby City Centre’

Respondents were asked to give their feedback on the Ambition document. [Chart 46]. Initially, respondents were asked to consider a series of questions and select all that applied.

Chart 46: Was the Ambition document…



Base: multiple choice question respondent number do not apply

Respondents were then given the opportunity to give feedback, 57 people made comments on the Ambition document. The top three themes to emerge were ‘general comments on the Ambition document and consultation’ (40 comments), ‘timing or time scales attached to the plan’ (eight comments) and ‘shopping and leisure’ (seven comments).

Of the 40 comments on the document and consultation, nine comments were positive about the plans,

I love it! I am, however, saddened and frustrated that the Council hadn’t brought this to the public earlier… reacting after a pandemic instead of pro-actively managing city centre decline which has been occurring in the years prior to the pandemic, feels like poor management. BUT, I am pleased effort and energy is being spent in changing that!!!

…9 asked for more information

Not enough info on section 7 leading to less informed response

…8 comments on the length and ease of reading…

Better labelling of maps and diagrams. Shorter Executive brief. It would be much easier to read (and reference back to) in hard copy

Other comments mentioned the quality of the document, general observations and concerns about the ability of the council to deliver the ideas set out.

8 comments were made on the timeframe or timings of the plans:

A set of achievable priorities should be identified to be delivered within five years. this would inspire confidence and show that action is being taken.

7 comments were made on shopping and leisure:

…The shopping and leisure part of this questionnaire glosses over the type of shops we need. Derbion is almost entirely nationwide businesses and increasingly the stuff available is more easily obtained on the internet, with the exception of all the fatty and sugary snacks on offer all over the complex. There are many places much smaller than Derby with more high-quality retailers, particularly independents, and especially selling food. There are two or three good market stalls, but there longer are any butchers, cheese shops, or delicatessens with quality that would draw people into Derby especially. We sometimes go out of town….

Respondents also mentioned buildings and developments (4 comments), the way the city links together (3 comments), water features (3 comments), climate change (2 comments) and decline (2 comments) and 9 miscellaneous comments were also made.

Great Ambitions just needs to have flexibility to change things around over time without too much extra costs and be bold with back up plans all the time e.g. what if the city centre living doesn't work as anticipated - what then? What if cafe and restaurant cultures fizzle out due to cost of living? Why create a new park when we can create a park on an existing park (e.g. Bass's Rec), if it doesn't work for city centre visitors it will for the mass of housing stock created around there. We need 'quarters' within the 'main quarters'. Connect Normanton Business District to City Centre and traffic from South will dissipate as more people use other modes of travel in both directions in and out of the areas - the business district will improve too (instead of nearly all premises having unhealthy food licenses) - in the 80's it was connected through the curry mile now it can be connected to foods from around the world!

not easy read

Its rather lengthy!

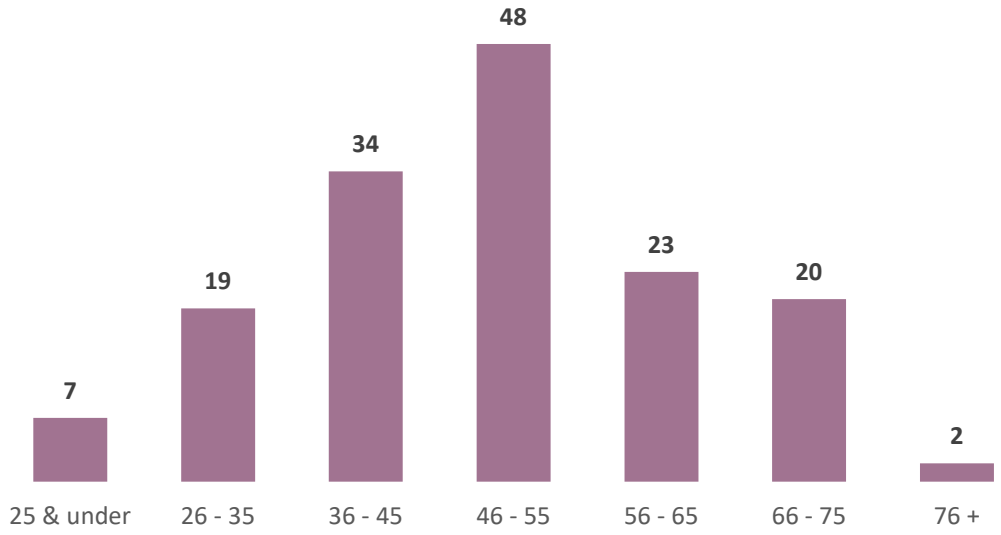
If the ambitions in the document are genuinely realised, then Derby would be massively improved. I very much hope that this is the start of a transformation for the better for Derby as a whole.

Who took part?

This set of questions were optional, and respondents may have opted in and out of each.

68 people described their gender as Woman/girl; 90 people as Man/boy and 9 people preferred not to say. 155 people identified as the same gender as assigned at birth and 11 people did not. In terms of age, the greatest number of respondents were between 46-55 years old (48 people). [Chart 47]

Chart 47: Age range



Base: 153 respondents

The average age of respondents was 49 and ages ranged from 21 to 84.

20 people (12.3%) considered themselves to be disabled, 142 people (87.7%) did not. 125 people (75.3%) considered themselves to be heterosexual, 11 people (6.6%) were bisexual, 7 people (4.2%) considered themselves to be a gay man, 2 people (1.2%) considered themselves to be a gay woman, four people (2.4%) answered Other and 17 people (10.2%) preferred not to say.

67 people that had a religious belief identified what faith they belonged. 49 people (73.1%) were Christian, 2 people (3%) were Buddhist, 4 people (6%) were Muslim, 1 person was Sikh (1.5%), the remaining 11 people (16.5%) described their belief as ‘Other’ or preferred not to say.

88.9% of respondents (144 people) described themselves as White - English / Welsh / Scottish / Northern Irish / British. Other ethnicities represented were as follows [Table 10]:

Table 10: Ethnicity

	No. of Responses	%
Asian or Asian British - Indian	1	0.6
Asian or Asian British - Pakistani	4	2.5
Any other Black background	1	0.6
Dual Heritage - White and Black Caribbean	4	2.5
Dual Heritage - White and Asian	1	0.6
White - English / Welsh / Scottish / Northern Irish / British	144	88.9
White - Irish	1	0.6
Any other White background	2	1.2
Any other ethnic group	1	0.6
If you answered 'other', please tell us more	3	1.9
Total	162	100.0

Base: 162 respondents

Comments received by email or letter

15 Stakeholders sent letters or emails in response to the Vision. The Stakeholders are detailed in the table which follows:

Stakeholders			
Historic England	Marketing Derby	Cathedral Quarter BID	St Peter's Quarter BID
Derbyshire Wildlife Trust	Poverty Commission	Derby Cathedral Chapter	Derby & Sandiacre Canal Trust
Destination Management Plan Steering Group	Conservation & Heritage Advisory Committee	Derby Civic Society	Fabric Advisory Committee Derby Cathedral
Trees for Derby	Derby Climate Coalition	WW Winter Heritage Trust	

An overview of the key points by theme from each of the stakeholders is detailed in the tables in Appendix B. Understandably, themes discussed by Stakeholders predominantly covered areas of interest to them. However, many were supportive of the ambition document and expressed a wish to become more involved in the development of the Vision. For some stakeholders, there appeared to be a lack of clarity within the document of the 'People' element and suggestion was made that this area should be more fully developed. [Appendix B - Full synopsis of letters from Stakeholders]. Key themes that did emerge (broken down by theme) were as follows:

Climate Change – generally supportive but possibly not ambitious enough. There was discussion about new build specification, re-use of existing buildings, re-opening of Markeaton brook to mitigate against climate change through water run-off, creation of green corridors was deemed important but with safety considerations. Use of the river as a method to create energy was, for the most part, deemed as limited value.

Culture – the majority of stakeholder respondents were supportive of the 'Cultural heart' though with criticism that the existing cultural offer was not included and the potential impact of creating a defined boundary which could exclude other city areas and communities. Some discussion was afforded the small-scale and informal activities that offered added value to enhance the vibrancy of Derby. Some expressed the mechanics of delivering cultural activities was bound by unnecessary processes which deterred more activities from happening.

Public realm – connecting spaces and creating quality places where pop-up activities and meetings could happen was deemed important by stakeholders. The Railway was mentioned by several stakeholders as an important public realm gateway to the city which currently under utilised and considered by some – depressing. This was

not a welcoming introduction to Derby. Some suggested the need for comprehensive review of wayfinding and interpretation around the city to aid navigation across the city.

Green and blue infrastructure – city park was generally well received, though comments regarding maintenance of existing also came to the fore. Cathedral Green was cited by some as an under-utilised asset, within the cultural heart, that would benefit from a working group to help raise its profile. The river was seen as an asset which could offer multiple benefits if better used – tourism, biodiversity/wildlife, business, shopping/retail, bars and restaurants.

City Living – General consensus was that city living would add vibrancy and footfall to the city centre. Concerns re locations of residential and impact on existing businesses (e.g., late night venues). The suggested use of upper floors as residential was well received both on a heritage level and using under-used assets; though caution was given about the quality of housing and ensuring the right housing offer was provided. The Northern gateway had mixed views with some believing more detail was required whilst others believed that the closure of Queen's Leisure Centre had diminished this area of the city when it could actually have enhanced its offer.

Accessibility and connectivity – for stakeholders, this theme appeared to be one of the most important. The inner ring road was considered a barrier by several stakeholders as neighbourhoods were effectively cut off from the city centre. This had the effect that private car use was more necessary in Derby then in other cities. Coupled with this, public transport was deemed costly, infrequent and radial which hampered ease of use. Car parking received mixed responses, some arguing that to increase footfall parking needed to remain available, particularly for disabled/elderly populations, others felt that reducing parking spaces offered opportunity to drive forward active travel options. Some discussion was afforded the move to electric/hydrogen powered vehicles negating the air pollution argument. Active travel was widely discussed but infrastructure needed to be provided e.g., secure cycle storage, safer cycle lanes etc. Small-scale Rapid Transport generally was not supported as the city was too small to warrant it. Alternatives were suggested such as a 'hopper' bus.

Heritage – was considered important to the respondents and a driver for economy and tourism. Some felt that heritage assets were not maintained, improvements were stymied by legislative processes, and lacked coherent vision of the inter-relationships between developing and protecting heritage at all costs. It was felt, by most, that balance needed to be struck between progression and conservation. Consideration of Tall buildings was also mixed and suggestion was made that a further study of this was necessary. Some were concerned that the proposed

Heritage Action Area did not make mention of the Cathedral even though the area is currently known as the Cathedral Quarter.

Design quality – most respondents were supportive of buildings fit for the future, that interacted with use/function/form and had an aesthetic value that gave a positive contribution to the city. Some reflected that design was subjective but believed that some standards of development were required without being so prescriptive that it hampered radical future designs. Some linked this back to earlier themes such as upper floors, heritage and climate.

Learning – all stakeholders that commented on this theme saw the integration of learning (University) into the city as a positive step believing that footfall, economy and vibrancy would be enhanced. Many felt that work was needed to be done to embrace the student populations through improved safety measures, accessibility and cultural offer. Others suggested that students could contribute to creative industries within the city and add to the city's reputation for innovation.

Business and creativity – discussion around change to footfall within the city post COVID and associated impacts to businesses. Flexibility in terms of office/workspaces was discussed particularly concerning creative industry start-ups. Creation of well catered for mixed use spaces to encourage larger businesses back into the city centre. Parking/ease of access essential to facilitate this.

Shopping and leisure – General agreement that there were too many shops; some believed that the offer should be consolidated whilst others wanted a more flexible approach to allow for market changes. Suggestion that a new retail and leisure study was required. Discussion of good and bad areas within the city as well as perceived no-go areas that impacted viability. Examples of other cities/local areas where shopping/leisure was bucking the trend.

Delivery and coordination – respondents tended to see the Ambition as a good starting point, but more detail was required. Several wanted initiatives to happen soon – short, medium, long-term projects. Suggestions were made for framework agreements, partnership working, studies that were required. Whilst others wanted to see the appointment of a city centre director to facilitate the and organize change.

People – some respondents identified that the Ambition mentioned people but that the detail was insufficient to coherently to understand who the people were. Concern was raised that the ambition for the city centre was focused on a certain demographic and that those outside of that could be excluded from the city centre. The importance of inclusivity for all, involving established communities within Derby to be welcomed into the city would foster a more meaningful and representative approach. Suggestion of people manager and communities plan to achieve this was made.

As for letters from members of the public, 20 letters/emails were received from seven members of the public who wanted to comment on the vision document without completing the feedback form.

A number of submissions talked about the document itself. Comments included suggestions on the style of the document, the documents discussion points, ideas for general development of the city and ideas and information on the history of Derby including important aspects of history of buildings, the importance of the railway to Derby or companies including WW Winter Ltd.

"Winters is so important for Derby and all those people who have been photographed here over the years. We would love to be able to preserve it and its archive for future generations and keep the art of photography alive in this unique place. Our aim is to find a sustainable future that involves the community and keeps the spirit of Winter's alive."

Other comments included ideas for additional parts of the document such as there should be additional information included

Is it "Historic core" as on the map on page 15 or "historic northern side" as in the text?

On the diagram there is an item headed "Green and Blue Infrastructure". Green is a widely understood term but Blue is not defined e.g. is it water in general or just the Derwent or the river and water features; explanations do not appear in the following text.

Respondents also asked questions about the timeframe or timescales for the next stages of the conversation.

Climate change was mentioned in emails 13 times with respondents making a variety of suggestions towards the ambitions set out in the document. Some respondents answered the discussion points raised in the ambition document. Comments included:

you can never be too ambitious with regard to energy efficiency; the lower boundary level will be governed by Government intentions in the Building Regulations

Others wanted solar panels, fossil fuels, never being too ambitious, river heat source pumps, community energy panels and

Sustainability I think that the council should insist on Warehouse units in the large out of city centre business parks should be made to install solar panels and small, helix type wind turbines.

Respondents also were keen to email in with ideas and suggestions towards tackling climate change.

…I think it would be great to see a recycling centre with upcycling workshops in the city centre to bring new and old residents in to see what part they have to play in keeping Derby lovely and clean.

For some of the respondents there were concerns about the impact to business in light of climate initiatives.

Culture - Three respondents five different themes

a broader definition of cultural impact is needed; in this document a list of cultural venues is given without any emphasis on the many millions of people within a 40 to 60 minute drive time of the City and the effect such visitor numbers would have on the economy; some numbers for the various cultural "sectors" described would be helpful

Cultural Ambitions I am supportive of the creation of new venues capable of attracting theatre, music and the Arts to the city. Truly multi-cultural and multi-budget events should be capable of being staged in Derby. I await the separate City Centre Cultural Plan.

Others mentioned the importance of business in developing the culture of the city.

No Shops – No Culture - No one wants culture in a ghost town. It is the shops vibrancy that attracted the culture. (Look at Wardwick – destroyed)
If shops continue to close at present rate the CQ will be a ghost town in 12 months. Every street will be like the Wardwick! Currently four a month closing in the CQ

Public realm - Three comments from one respondent in relation to the discussion points set out in the document.

the right locations will undoubtedly be determined by the various plans for the future development of the City

Green and blue infrastructure - Five comments were made in relation to the theme Green and Blue Infrastructure by two respondents.

Two comments mentioned the opening of the brook:

the possibility of opening up the Markeaton Brook is dependent on transport development e.g. cars, buses etc., pedestrian movements and consideration of both health and safety e.g. the possibility of foul drainage entering the Brook from one of the many old drainage systems that discharge into the Brook; the re-opening of the Markeaton Brook is not a practical proposition in the foreseeable future

Other comments included…

agree with green corridors shown; any others will be dependent on new transport links

City living - The City Living theme attracted four comments from respondents including ideas for developments…

I think future housing developments or apartments could have green floors. With plants and flowers to relax and chat. Maybe a roof terrace where residents can grow tomatoes and other veg? Maybe a floor with separate office space. Single rooms on a floor which could be rented out as part of living in the apartment where people can work from home?

…and suggestions for locations

…The new residential areas should avoid the cultural heart of Derby and take into consideration business that have worked over many years and through the pandemic to currently offer a social and entertainment provision for visitors. Placing new housing in areas

near restaurants, bars and nightclubs should not be considered as it will cause conflict between residents and current business owners. We strongly believe that our venues are part of Derby culture and should be supported to become part of the new vision of the city centre. …

Accessibility and connectivity - There were 26 mentions of accessibility and connectivity made by seven respondents. This included a range of ideas for improving the flow of traffic being mentioned six times.

I read the article about anpr cameras being added around Derby on the DCC News website. How about having the data from the anpr cameras made available on the internet to show which areas are quiet or busy. eg. on the major roads through Derby, going to Derby city centre and the different retail parks dotted around Derby.
And the internet will give you an answer ' Kingsway is busy now'.
This I think would help to plan journeys around the city and retail parks.
The second idea is to have electronic info points dotted around the city at the end of the main cycle routes in the city saying where there are spaces to park. Either in the cycle secure, Bike Hub or other cycle safe areas in the city centre.

Public transport was mentioned five times

Rather than spending £160,000 on trees for the town centre and a short period of time, subsidise the routes more; more people on the bus is good news as it means more people spend money in town

Some respondents felt that helping to subsidise travel would help reduce cars in the city centre.

To help reduce numbers of cars then create a bus fare structure that makes travelling on the bus lower total cost than a car. Today bus routes into town are prohibitively expensive. Two people going into town on a bus and home again is £9.60, nobody can afford that but the way DCC want to encourage people to buses is to charge more for cars going in; that's a doom loop

The current way of charging exorbitant rates for parking actually disincentivise visitors so town will end up free of cars as nobody will visit, maybe that's your plan? But an empty town brings a lot of social issues with it Many other towns are £1 an hour or less; why isn't Derby

Five respondents talked about cars or car parking.

City Centre ambition - More modern parking facilities I think to bring numbers and people back to the city more modern parking facilities should be added to the plans.

the development of a rapid transit system connecting to long term parking sites will go a long way to solving the parking spaces issue

Other comments on accessibility and connectivity included cycle lanes, rapid transport and transport corridors.

the so called "new corridor" exists today – it needs upgrading and a crossing of Ford Street installed; the crossing is a major problem if a high level one is considered for the length of ramp to be accommodated is an issue (see the existing footbridge over the A38 into Markeaton Park)

Heritage - Heritage was mentioned by seven respondents who made 16 comments relating to heritage.

For some of those respondents it was important to add areas or businesses they felt were important to Derby's heritage that were missing from document.

Heritage Assets There are a number of important heritage assets missing from the list. Most are Listed Buildings and are important elements of the city's rich industrial, commercial heritage. E.g.1. 27, Queen Street – this is an important building with connections to both Flamsteed and Whitehurst and dates back to the 1690's 2. The Bridge Chapel – an important medieval building. One of only 6 surviving bridge chapels in the UK 3.
St Mary's RC Church, 1839, designed by inspirational architect and designer, Augustus Pugin…The retention of historic buildings should be a priority. They should not be demolished but repurposed.

For others the history of the railway was not prominent enough in the plans.

…Comparatively briefly mentioned in the "Vision" document is the city's most southern area, around London Road, Midland Road, and the railway station. Rather than being dismissed in the consultative document as apparently of little interest to Derby's "Vision", it should perhaps be designated an entity such as the "Railway Quarter".
The railway station and all the adjacent works where trains are still manufactured are very important assets to the city, full of industrial history. Also in that area was established one of the country's then largest printing works, Bemrose & Sons. The principal of that company, Alderman Dr H H Bemrose, was a very important figure in Derby, and gave his name to Bemrose School, a state grammar school later renamed The Bemrose School when it became a comprehensive school. Royal Crown Derby in nearby Osmaston Road should also be considered part of the "Railway Quarter", as should (i) Derby West Indian Community Association; and (ii) the country's first public park, close to Royal Crown Derby: Derby Arboretum with its many different species of tree. In Midland Road, not far from the railway station…

The important role of the business in history.

HERITAGE DRIVES ECONOMY IN DERBY
The restoration of heritage in Derby has undoubtedly been the major economic driver in our City in the last 25 years.
Derby is blessed that so much Victorian and Georgian heritage is intact.
Derby has so much heritage still to restore – we need to renew bonds with Historic England and keep bidding for grant aid

Tall buildings were mentioned by two respondents who were in favour of height restrictions being implemented.

if such a restriction were to be imposed then an actual height limit would need to be imposed, possibly in relation to the height of the Cathedral tower (this was one of the criteria set for the design of the Assembly Rooms in 1974)

Overall, I would NOT be in favour of any further high rise development in the City centre.

Others commented on the ability to attract visitors of the historical assets.

our heritage assets per se make little contribution to the economic scene; there is no St Paul's Cathedral or buildings of such note to attract visitors and money; the contents of our museums and art gallery on the other hand do attract visitors; "heritage" in the street scenes of the City do provide a familiar, comfortable appearance that might possibly be construed as similar to that of York or Chester; it is unfortunate that modern constructions, alterations and fit outs have destroyed the continuity of this heritage

Design quality - Design quality was commented on by two respondents. Comments included

Derby needs to be more than functional to attract people from outside the city; the principles of design should infuse every aspect of the city's function. Currently, many new buildings in the city look bland and characterless. The new Moorways' Sports Village feels more like a sports factory than a leisure centre, lacking the beauty and femininity of the Queen's Leisure Centre which has the aura of Champneys.

A prior long-term lack of long-term vision for Derby means that many of its most valuable assets to which people would have travelled the world to visit, have gone: Erasmus Darwin's home which was demolished to make way for the ring-road, the Victorian Derby Royal Infirmary which could have been conserved into a Florence Nightingale Museum and the original Victorian train station that would have been made a magnificent orangery/restaurant at the entrance to the railway. Derby needs decision-makers who are not only pragmatic but also have imagination.

And

"design quality" covers a multitude of "sins" ranging from choice of materials to proportion to style to performance with regard to weather, sound, fire etc. some of which are or should be covered by statutory requirements; some issues such as thermal ones have only surfaced in the recent exceptionally hot weather; certainly "design quality" needs to be raised in the City but is there the expertise available to monitor "design quality"?

Learning - Three respondents made five comments under the Learning theme.

perhaps the University is too high a level for most of the City centre requirements; Derby College with more hands on training is appropriate

Business and creativity - Eight comments mentioned business and creativity. Responses included suggestions

I would yes look at adding some customer service type businesses, maybe changing the function or rebuilding the assembly rooms, Queens leisure centre and the old post office sorting house on Midland Road. This I think would help support the businesses in the city centre, be a short walk for the new areas like the Castleward and the Nightingale Quarter - regenerating the shops, cafes and restaurants.
The assembly rooms is also close to the bus station with links to suburbs in Derby and villages in Derbyshire. It would make sense to rebuild the car park next to it to support people travelling by car or staying at the hotels by the river. And the Old Post Office distribution centre on Midland Road would be close for people travelling by train.
I would maybe also not overload the city centre. This would provide different office jobs all around Derby and not just in one central area. I think clustering business in one small area in the city centre could really cause a lot of traffic problems.

There were a number of comments surrounding the Cathedral Quarter and the importance of support for business there.

Recognise that a city/town centre is based on “private enterprise” which drives the city forward
Derby Council - Outside Ring Road – Big “Yes” to private enterprise - Pride Park, Smart Park, SFL – Infinity
So why does the council definitely not support “private enterprise in the CQ?” (Connect offices and Bam Bam Boom are the exception)
No mention in Plan to “support for private enterprise” – the most important fact is missing from the Draft. No private enterprise – No CQ!

Other emails mentioned the inclusion of the night-time economy.

…I work for small group of late night leisure venues in the city centre and am very worried about the lack of provision within the themes for late night entertainment. Shops are mentioned, as are office, heritage sites and transport. Pubs, bars, restaurants and nightclubs are discussed only in vague reference to offering or as a backdrop to other industry in the Creative Quarter…

Respondents also asked questions about suggestions in this section of the vision.

the map on p73 indicates areas for the CBD and CIQ – is this a big enough area to attract an ambitious start up company; the implication is of wholesale demolition and redevelopment of these two areas and how does this equate to heritage issues; the “bloody, bold and resolute” approach is the answer

Shopping and leisure - 10 comments were made on Shopping and Leisure by three respondents. Comments under this heading included ideas for city centre.

…I think Albion Street from Nationwide up to the Derbion would be another great location to have restaurants. Traditionally in Derby, pubs and restaurants are along Iron Gate, Sadler Gate, and Friar Gate. There are also some really good restaurants along Midland Road and London Road.

…and concerns about the ideas in the document.

if the number of shops are reduced then there is the likelihood of the residual shopping areas becoming more physically separated from one another with falling footfall resulting in the isolated areas; there is need to redefine areas according to present day usage and possible future projections e.g. the area north of Cathedral Road can be considered today as a “dead” retail area hence the significance of the CBD and CIQ proposal but how far south of Cathedral Road will the hand of doom fall?

Delivery and coordination - One respondent made two comments on delivery and co-ordination.

the next five years would involve the establishment of the Board and specific projects such as a rapid transit system and long term parking related to the location of the various areas discussed in this document; activities such as the “greening” of the City centre would go ahead.

Miscellaneous comments

Four comments were coded as miscellaneous. These included comments on crime in the city centre…

Law & Order in the CQ

Let's Talk Derby activities

To broaden engagement, different activities were available for respondents to participate in on the Derby City Council's dedicated online engagement platform. Activities (ideas boards, map based activity) were offered for most of the themes. [Table 11]

Table 11: number of comments on each tool and theme

Theme	Tool used	No. of responses
Accessibility and Connectivity	Ideas	0
Accessibility and Connectivity - Priorities for Taming the Inner Ring Road	Place	46
Business and Creativity	Place	0
City Living	Place	1
Culture	Ideas	2
Climate change	Ideas	63
Delivery and Coordination	Ideas	0
Design Quality	Ideas	0
Green and Blue Infrastructure	Place	10
Heritage	Place	3
Public realm	Place	5
Shopping	Place	0

Place (mapping activity) enabled respondents to drop pins on maps and make comments. For ease of understanding of location discussed these are provided as links within Appendix C. Ideas were encouraged under the themes. Only two of the themes had responses. 63 respondents took the opportunity to comment on climate change and just 2 comments on ideas culture. Responses have been broken down in the sections below. The tools are still open to members of the public to comment on as the conversation is continuing.

Climate Change comments to date have been coded [Table 12]. As culture has only two comments they have not yet been coded.

Table 12: Main themes on Climate Change from Ideas

	Theme	No. of responses
Climate Change Comments	Travel	19
	Street scene or building	8
	Hydrogen	7
	Staff or public including training	6
	Energy saving	5
	Wildflowers	4
	Cycle lanes	4
	Promotion or communications	3
	Decision making	3
	Use of the river	3
	Lifestyles	2
	Funding	2
	Diversity	1
	Measuring pollution	1
	Travel	19
Total		**63**

Travel and the use of vehicles (19 ideas)

More action to discourage private car usage
Currently driving is prioritised, encouraged and enabled in our city yet it accounts for a significant proportion of our emissions and contributes to air pollution. We need incentives to

make public transport and active travel easier and driving harder e.g more expensive parking and cheaper buses, monthly car free days and better walking & cycling infrastructure by reallocating road space

Cycle lanes (4 ideas)

Make biking more accessible
I would love to feel safe for me and my child to cycle on roads. More/continued investment in biking schemes. Easy bike purchasing options. Cycle paths and routes. (River path is excellent)

Street scene or buildings (8 ideas)

Some trees between museum of making and ring road
There is a small patch of land between the museum of making and the inner ring road bridge. Seems a good candidate for some trees or a micro forest? Would be easy to do, capture carbon and help manage the river?

Hydrogen (7 ideas)

Neither carbon capture and storage, nor offsetting should be accepted as ways to regard hydrogen from carbon intensive sources as green

Meetings

Officers were invited to attend a number of meetings to discuss the Ambition document. These included:

Conservation and Heritage Advisory Committee

The Conservation and Heritage Advisory Committee met on the 7th September 2022. The Committee discussed the Ambition document and had the opportunity to ask questions to Officers. The discussion informed the submission of written comments from the Committee.

Business Improvement District's (BIDs) Joint Board

There was a joint meeting of the Boards for the Cathedral and St Peter's Quarter BIDs on June 15th 2022. The Joint Board discussed the Ambition document and had the opportunity to ask questions to Officers. The discussion informed the submission of written comments from the Boards.

Equalities Hub

The Equalities Hub met on 6th September 2022 and was attended by approximately 15 people that represented a diverse range of communities. They discussed various aspects of the Vision including the importance of accessibility for all and opening up the conversation to a wider audience.

Voices in Action Youth Council meeting

62 young people and 4 adults attended a Voices in Action meeting on October 17th 2022 at the Silk Mill. They discussed the following questions.

- **How would you make the different areas better for young people?**
1. **What would you like to do in the different areas?**

Key Themes discussed in the meeting were:

- **Historic Core**
- **City Park and Green Space**
- **Train Station to the City Centre**
- **Shopping Areas**
- **Changing the Ring Road**

SEN Ambassadors workshop

A meeting with SEND young people was held on 15th September 2022 and was attended by circa 15 students. The workshop discussed the following points and City Centre Vision themes.

1. How would you make the different areas better for young people?
2. What would you like to do in the different areas?

The following themes were discussed:

- **Historic Core**
- **City Park and Green Space**
- **Train Station to the City Centre**
- **Shopping Areas**
- **Changing the Ring Road**

Climate Change Coalition

Officers attended a meeting of the Climate Change Coalition on 15th June 2022. There was discussion around the ideas in the Ambition document relating to Climate Change and ‘greening’ the city centre. The discussion informed the submission of written comments from the group.

Appendix A: Data Tables

Do you consent to the processing and storing of your resp...

	No.	%
Yes	169	98.8
No	2	1.2
Total	171	100.0

Table 1: Which of the following best describes how you are giving your feedback?

	No. of Responses	%
As a resident of the city centre	43	25.6
As a resident of Derby outside of the city centre	85	50.6
As someone that works in Derby city centre	13	7.7
As a frequent visitor to Derby city centre	10	6.0
As a business owner in Derby city centre	6	3.6
A business owner located outside the city centre	1	0.6
Representing a Specialist Interest group	2	1.2
An investor	2	1.2
Representing a public body	6	3.6
Total	168	100.0

Table 2: Would you like to give feedback on the theme of Climate change?

	No. of Responses	%
Yes	116	68.6
No	53	31.4
Total	169	100.0

Table 3: Thinking about our ideas/approach to energy efficiency and net zero carbon, do you think we are…

	No. of Responses	%
too ambitious in our approach?	7	6.2
ambitious enough in our approach?	45	39.8
not ambitious enough in our approach?	61	54.0
Total	113	100.0

Table 4: Strength of agreement - All new city centre development to include energy and water efficiency measures to create low to zero carbon footprints

	No. of Responses	%
Strongly agree	78	67.8
Agree	27	23.5
Neither agree nor disagree	5	4.3
Disagree	3	2.6
Strongly disagree	2	1.7
Total	115	100.0

Table 5: Strength of agreement - Ensure existing buildings are improved to be more energy and resource efficient

	No. of Responses	%
Strongly agree	68	59.6
Agree	36	31.6
Neither agree nor disagree	6	5.3
Disagree	3	2.6
Strongly disagree	1	0.9
Total	114	100.0

Table 6: Strength of agreement - Major new development to be exemplars in sustainable building standards

	No. of Responses	%
Strongly agree	73	65.2
Agree	27	24.1
Neither agree nor disagree	9	8.0
Disagree	2	1.8
Strongly disagree	1	0.9
Total	112	100.0

Table 7: Strength of agreement - Investigate Combined Heat and Power (CHP) and hydrogen based technology

	No. of Responses	%
Strongly agree	49	44.1
Agree	36	32.4
Neither agree nor disagree	16	14.4
Disagree	5	4.5
Strongly disagree	5	4.5
Total	111	100.0

Table 8: Strength of agreement - Consider renewable energy production such as solar power and water based

	No. of Responses	%
Strongly agree	78	69.6
Agree	24	21.4
Neither agree nor disagree	5	4.5
Disagree	2	1.8
Strongly disagree	3	2.7
Total	112	100.0

Table 9: Strength of agreement - Continue to develop sustainable transport opportunities in the city centre

	No. of Responses	%
Strongly agree	85	75.2
Agree	19	16.8
Neither agree nor disagree	6	5.3
Disagree	1	0.9
Strongly disagree	2	1.8
Total	113	100.0

Table 10: Strength of agreement - Investigate urban cooling measures such as improved insulation and sustainable forms of heating and cooling

	No. of Responses	%
Strongly agree	69	62.7
Agree	29	26.4
Neither agree nor disagree	8	7.3
Disagree	2	1.8
Strongly disagree	2	1.8
Total	110	100.0

Table 11: Strength of agreement - Explore opportunities to provide more urban green spaces

	No. of Responses	%
Strongly agree	78	70.9
Agree	20	18.2
Neither agree nor disagree	6	5.5
Disagree	4	3.6
Strongly disagree	2	1.8
Total	110	100.0

Table 12: Would you like to give feedback on the theme of Culture?

	No. of Responses	%

Yes	124	73.4
No	45	26.6
Total	169	100.0

Table 13: Do you agree/disagree with our aspiration to put culture at the heart of city centre transformation?

	No. of Responses	%
Agree	102	84.3
Neither agree nor disagree	11	9.1
Disagree	8	6.6
Total	121	100.0

Table 14: Thinking about the cultural activities we want to attract, do you think we are…

	No. of Responses	%
too ambitious in our approach?	12	9.8
ambitious enough in our approach?	47	38.5
not ambitious enough in our approach?	63	51.6
Total	122	100.0

Table 15: Do you think we have identified the right places or spaces to host an improved cultural offer?

	No. of Responses	%
Yes	65	54.6
No	26	21.8
Don't know	28	23.5
Total	119	100.0

Table 16: Would you like to give feedback on the theme of Public Realm?

	No. of Responses	%
Yes	116	68.6
No	53	31.4
Total	169	100.0

Table 17: Strength of agreement - that public realm and streetscape should be one of the Vision's main priorities for the city centre?

	No. of Responses	%
Strongly agree	64	57.7

Agree	37	33.3
Neither agree nor disagree	4	3.6
Disagree	3	2.7
Strongly disagree	3	2.7
Total	111	100.0

Table 18: Do you think we have identified the right locations that could benefit from public realm improvements? Cathedral

	No. of Responses	%
Yes	91	82.0
No	14	12.6
Don't know	6	5.4
Total	111	100.0

Table 19: Do you think we have identified the right locations that could benefit from public realm improvements - Market Place?

	No. of Responses	%
Yes	104	94.5
No	4	3.6
Don't know	2	1.8
Total	110	100.0

Table 20: Do you think we have identified the right locations that could benefit from public realm improvements - Osnabruck Square?

	No. of Responses	%
Yes	92	85.2
No	6	5.6
Don't know	10	9.3
Total	108	100.0

Table 21: Do you think we have identified the right locations that could benefit from public realm improvements - Becketwell?

	No. of Responses	%
Yes	90	83.3
No	5	4.6
Don't know	13	12.0
Total	108	100.0

Table 22: Do you think we have identified the right locations that could benefit from public realm improvements -St James' Yard ?

	No. of Responses	%
Yes	87	79.8
No	9	8.3
Don't know	13	11.9

Total	109	100.0

Table 23: Do you think we have identified the right locations that could benefit from public realm improvements - Museum Square and St Werburgh's?

	No. of Responses	%
Yes	94	86.2
No	6	5.5
Don't know	9	8.3
Total	109	100.0

Table 24: Do you think we have identified the right locations that could benefit from public realm improvements - Streets in the historic core?

	No. of Responses	%
Yes	94	87.9
No	4	3.7
Don't know	9	8.4
Total	107	100.0

Table 25: Do you think we have identified the right locations that could benefit from public realm improvements - Albert / Victoria Street / Wardwick?

	No. of Responses	%
Yes	92	84.4
No	8	7.3
Don't know	9	8.3
Total	109	100.0

Table 26: Do you think we have identified the right locations that could benefit from public realm improvements - Railway Station?

	No. of Responses	%
Yes	92	86.0
No	5	4.7
Don't know	10	9.3
Total	107	100.0

Table 27: Do you think we have identified the right locations that could benefit from public realm improvements - Eastern Gateway (opposite bus station around junction of Morledge and East Street?

	No. of Responses	%
Yes	87	80.6
No	10	9.3
Don't know	11	10.2
Total	108	100.0

Table 28: Do you think we have identified the right locations that could benefit from public realm improvements - St Peter's Street, including the Spot?

	No. of Responses	%
Yes	91	85.0
No	9	8.4
Don't know	7	6.5
Total	107	100.0

Table 29: Agreement/disagreement with ideas for Cathedral

	No. of Responses	%
Agree	74	74.0
Neither agree nor disagree	14	14.0
Disagree	8	8.0
Not sure	4	4.0
Total	100	100.0

Table 30: Agreement/disagreement with ideas for Market Place

	No. of Responses	%
Agree	79	79.8
Neither agree nor disagree	10	10.1
Disagree	5	5.1
Not sure	5	5.1
Total	99	100.0

Table 31: Agreement/disagreement with ideas for Osnabruck Square

	No. of Responses	%
Agree	75	75.8
Neither agree nor disagree	8	8.1
Disagree	7	7.1
Not sure	9	9.1
Total	99	100.0

Table 32: Agreement/disagreement with ideas for Becketwell

	No. of Responses	%
Agree	68	69.4
Neither agree nor disagree	11	11.2
Disagree	8	8.2
Not sure	11	11.2
Total	98	100.0

Table 33: Agreement/disagreement with ideas for St James' Yard

	No. of Responses	%
Agree	72	73.5
Neither agree nor disagree	10	10.2
Disagree	9	9.2
Not sure	7	7.1
Total	98	100.0

Table 34: Agreement/disagreement with ideas for Museum Square and St Werburgh's

	No. of Responses	%
Agree	75	76.5
Neither agree nor disagree	10	10.2
Disagree	6	6.1
Not sure	7	7.1
Total	98	100.0

Table 35: Agreement/disagreement with ideas for Streets in the historic core

	No. of Responses	%
Agree	77	77.8
Neither agree nor disagree	12	12.1
Disagree	3	3.0
Not sure	7	7.1
Total	99	100.0

Table 36: Agreement/disagreement with ideas for Albert / Victoria Street / Wardwick

	No. of Responses	%
Agree	71	71.7
Neither agree nor disagree	12	12.1
Disagree	6	6.1
Not sure	10	10.1
Total	99	100.0

Table 36: Agreement/disagreement with ideas for Railway Station

	No. of Responses	%
Agree	72	72.7
Neither agree nor disagree	12	12.1
Disagree	11	11.1
Not sure	4	4.0
Total	99	100.0

Table 37: Agreement/disagreement with ideas for Eastern Gateway (opposite the bus station around the junction of the Morledge and East Street

	No. of Responses	%
Agree	66	67.3
Neither agree nor disagree	13	13.3
Disagree	12	12.2
Not sure	7	7.1
Total	98	100.0

Table 38: Agreement/disagreement with ideas for St Peter's Street including the Spot

	No. of Responses	%
Agree	69	72.6
Neither agree nor disagree	10	10.5
Disagree	9	9.5
Not sure	7	7.4
Total	95	100.0

Table 39: Would you like to answer questions on the theme Green and blue infrastructure?

	No. of Responses	%
Yes	118	69.8
No	51	30.2
Total	169	100.0

Table 40: Do you agree with our idea of a new city centre park?

	No. of Responses	%
Yes	98	83.8
No	9	7.7
Don't know	10	8.5
Total	117	100.0

Table 41: Do you think we have identified the right general location for it?

	No. of Responses	%
Yes	89	92.7
No	7	7.3
Total	96	100.0

Table 42: Strength of agreement - identified opportunities to develop green corridors through the greening of streets / spaces to provide more attractive areas and contribute to climate change objectives.

	No. of Responses	%
Strongly agree	74	63.8
Agree	28	24.1
Neither agree nor disagree	11	9.5
Disagree	2	1.7
Strongly disagree	1	0.9

Total	116	100.0

Table 43: Would you like to see the creation of a new network of water features within the city centre?

	No. of Responses	%
Yes	73	62.9
No	25	21.6
Don't know	18	15.5
Total	116	100.0

Table 44: Strength of agreement - consider re-opening Markeaton Brook culvert?

	No. of Responses	%
Strongly agree	51	44.3
Agree	29	25.2
Neither agree nor disagree	20	17.4
Disagree	12	10.4
Strongly disagree	3	2.6
Total	115	100.0

Table 45: Within the Ambition document we identified possible locations such as city park for biodiversity net gain replacement, do you think these are the right locations?

	No. of Responses	%
Yes	68	58.6
No	13	11.2
Don't know	35	30.2
Total	116	100.0

Table 46: Would you like to give feedback on the theme City Living?

	No. of Responses	%
Yes	110	65.1
No	59	34.9
Total	169	100.0

Table 47: Strength of agreement - We should encourage more people to live in and around the city centre

	No. of Responses	%
Strongly agree	65	59.1
Agree	23	20.9
Neither agree nor disagree	11	10.0
Disagree	6	5.5
Strongly disagree	5	4.5
Total	110	100.0

Table 48: Strength of agreement - More people living in and around the city centre is essential to improving vibrancy

	No. of Responses	%
Strongly agree	60	54.5
Agree	24	21.8
Neither agree nor disagree	12	10.9
Disagree	9	8.2
Strongly disagree	5	4.5
Total	110	100.0

Table 49: Strength of agreement - Identify new residential areas within the city centre for development such as the Riverside

	No. of Responses	%
Strongly agree	57	52.8
Agree	26	24.1
Neither agree nor disagree	6	5.6
Disagree	10	9.3
Strongly disagree	9	8.3
Total	108	100.0

Table 50: Strength of agreement - some, or all, of The Northern Gateway (Queen Street/Chapel Street area) could be a location for new residential development

	No. of Responses	%
Strongly agree	39	36.1
Agree	27	25.0
Neither agree nor disagree	22	20.4
Disagree	12	11.1
Strongly disagree	8	7.4
Total	108	100.0

Table 51: Should the Northern Gateway include other uses apart from residential for example office space, mixed use?

	No. of Responses	%
Yes	52	49.1
No	25	23.6
Don't know	29	27.4
Total	106	100.0

Table 52: Are there any areas of the city centre where we should not consider residential uses?

	No. of Responses	%
Yes	29	29.3
No	70	70.7

Total	99	100.0

Table 53: Are there any other major areas in the city centre we should look at to create residential areas?

	No. of Responses	%
Yes	40	43.5
No	52	56.5
Total	92	100.0

Table 54: Agreement/disagreement with idea to create Quiet zones in particular locations to encourage certain types of residents?

	No. of Responses	%
Agree	57	53.8
Neither agree nor disagree	27	25.5
Disagree	14	13.2
Don't know	8	7.5
Total	106	100.0

Table 55: Would you like to give feedback on the theme Accessibility and Connectivity?

	No. of Responses	%
Yes	113	66.9
No	56	33.1
Total	169	100.0

Table 56: Strength of agreement - Our Ambition to reduce number of motor vehicles in the city centre

	No. of Responses	%
Strongly agree	54	47.8
Agree	24	21.2
Neither agree nor disagree	17	15.0
Disagree	9	8.0
Strongly disagree	9	8.0
Total	113	100.0

Table 57: Strength of agreement - Our priorities for 'Taming the Ring Road' (removing barriers for easier movement into and out of the city

	No. of Responses	%
Strongly agree	53	47.3

Agree	35	31.3
Neither agree nor disagree	14	12.5
Disagree	6	5.4
Strongly disagree	4	3.6
Total	112	100.0

Table 58: Strength of agreement - Our idea for a small-scale rapid transport system around the city centre

	No. of Responses	%
Strongly agree	52	46.0
Agree	23	20.4
Neither agree nor disagree	21	18.6
Disagree	6	5.3
Strongly disagree	11	9.7
Total	113	100.0

Table 59: Strength of agreement - Our proposal for a new corridor on the western side of the city centre connecting the University to the Market Place

	No. of Responses	%
Strongly agree	51	45.9
Agree	28	25.2
Neither agree nor disagree	19	17.1
Disagree	7	6.3
Strongly disagree	6	5.4
Total	111	100.0

Table 60: Strength of agreement - Thinking about our ideas around accessibility and connectivity? Do you think we are being…

	No. of Responses	%
too ambitious in our approach?	11	10.4
ambitious enough in our approach?	37	34.9
not ambitious enough in our approach?	58	54.7
Total	106	100.0

Table 61: Would you like to give feedback on the theme Heritage?

	No. of Responses	%
Yes	106	62.7
No	63	37.3
Total	169	100.0

Table 62: Strength of agreement - We value our heritage enough

	No. of Responses	%
Strongly agree	15	14.6
Agree	20	19.4
Neither agree nor disagree	11	10.7
Disagree	37	35.9
Strongly disagree	20	19.4
Total	103	100.0

Table 63: Strength of agreement - Heritage can boost local economies

	No. of Responses	%
Strongly agree	73	70.2
Agree	28	26.9
Neither agree nor disagree	2	1.9
Disagree	0	0.0
Strongly disagree	1	1.0
Total	104	100.0

Table 64: Strength of agreement - We should protect important views in the city

	No. of Responses	%
Strongly agree	68	64.8
Agree	17	16.2
Neither agree nor disagree	8	7.6
Disagree	3	2.9
Strongly disagree	9	8.6
Total	105	100.0

Table 65: Do you think we should investigate the designation of a Heritage Action Area?

	No. of Responses	%
Yes	76	79.2
No	20	20.8
Total	96	100.0

Table 66: Looking at the map, do you think we have selected the right location for a proposed Heritage Action Area?

	No. of Responses	%
Yes	46	45.1
No	20	19.6
Don't know	36	35.3
Total	102	100.0

Table 67: We have identified some areas where tall buildings could potentially be considered, do you think that…The locations we have identified seem to be about right?

	No. of Responses	%
Yes	47	48.0
No	18	18.4
Don't know	33	33.7
Total	98	100.0

Table 68: We have identified some areas where tall buildings could potentially be considered, do you think that…Tall buildings should be considered in all areas?

	No. of Responses	%
Yes	32	33.0
No	52	53.6
Don't know	13	13.4
Total	97	100.0

Table 69: We have identified some areas where tall buildings could potentially be considered, do you think that…There should be more locations?

	No. of Responses	%
Yes	38	39.6
No	33	34.4
Don't know	25	26.0
Total	96	100.0

Table 70: We have identified some areas where tall buildings could potentially be considered, do you think that…There should be fewer locations?

	No. of Responses	%
Yes	26	26.8
No	44	45.4
Don't know	27	27.8
Total	97	100.0

Table 71: Would you like to give feedback on the theme Design Quality?

	No. of Responses	%
Yes	90	53.3
No	79	46.7
Total	169	100.0

Table 72: How important is design quality to you?

	No. of Responses	%

Very important	68	78.2
Important	18	20.7
Neither important nor unimportant	1	1.1
Unimportant	0	0.0
Very unimportant	0	0.0
Total	87	100.0

Table 73: Strength of agreement - further investigate opportunities to improve design quality by…being prepared to say no

	No. of Responses	%
Strongly agree	62	70.5
Agree	23	26.1
Neither agree nor disagree	2	2.3
Disagree	0	0.0
Strongly disagree	1	1.1
Total	88	100.0

Table 74: Strength of agreement - developing Design led competitions for Civic and Cultural buildings to attract the best architects?

	No. of Responses	%
Strongly agree	55	63.2
Agree	17	19.5
Neither agree nor disagree	11	12.6
Disagree	1	1.1
Strongly disagree	3	3.4
Total	87	100.0

Table 75: Strength of agreement - creating the role of Design Champion Encouraging developers to collaborate at pre-planning stage?

	No. of Responses	%
Strongly agree	47	54.0
Agree	23	26.4
Neither agree nor disagree	11	12.6
Disagree	5	5.7
Strongly disagree	1	1.1
Total	87	100.0

Table 76: Strength of agreement - encouraging developers to refer major development projects to an independent design review panel?

	No. of Responses	%
Strongly agree	54	62.1
Agree	18	20.7
Neither agree nor disagree	13	14.9
Disagree	1	1.1
Strongly disagree	1	1.1

Total	87	100.0

Table 77: Strength of agreement - setting up a 'City Lab'?

	No. of Responses	%
Strongly agree	38	43.2
Agree	14	15.9
Neither agree nor disagree	31	35.2
Disagree	3	3.4
Strongly disagree	2	2.3
Total	88	100.0

Table 78: Would you like to give feedback on the theme Learning?

	No. of Responses	%
Yes	92	54.4
No	77	45.6
Total	169	100.0

Table 79: Is there any further support we could give the University to support them in delivering its academic and broader civic ambition?

	No. of Responses	%
Yes	36	44.4
No	10	12.3
Don't know	35	43.2
Total	81	100.0

Table 80: Strength of agreement - looking at opportunities for further University related development along the proposed corridor into the heart of the city?

	No. of Responses	%
Strongly agree	41	48.8
Agree	20	23.8
Neither agree nor disagree	10	11.9
Disagree	7	8.3
Strongly disagree	6	7.1
Total	84	100.0

Table 81: Would you like to give feedback on the theme Business and Creativity?

	No. of Responses	%
Yes	91	53.8
No	78	46.2
Total	169	100.0

Table 82: Strength of agreement - Improved management of streets and spaces to reduce crime and anti-social behaviour

	No. of Responses	%

Strongly agree	59	66.3
Agree	21	23.6
Neither agree nor disagree	4	4.5
Disagree	1	1.1
Strongly disagree	4	4.5
Total	89	100.0

Table 83: Strength of agreement - Provision of good quality retail, leisure and cultural offer, including eating and drinking options

	No. of Responses	%
Strongly agree	62	70.5
Agree	21	23.9
Neither agree nor disagree	3	3.4
Disagree	0	0.0
Strongly disagree	2	2.3
Total	88	100.0

Table 84: Strength of agreement - Provision of infrastructure such as super-fast broadband

	No. of Responses	%
Strongly agree	58	65.2
Agree	25	28.1
Neither agree nor disagree	6	6.7
Disagree	0	0.0
Strongly disagree	0	0.0
Total	89	100.0

Table 85: Strength of agreement - Grant funding to support new build and conversion

	No. of Responses	%
Strongly agree	50	56.8
Agree	20	22.7
Neither agree nor disagree	12	13.6
Disagree	3	3.4
Strongly disagree	3	3.4
Total	88	100.0

Table 86: Strength of agreement - Access to training and education opportunities

	No. of Responses	%
Strongly agree	50	56.8
Agree	24	27.3
Neither agree nor disagree	13	14.8
Disagree	0	0.0
Strongly disagree	1	1.1
Total	88	100.0

Table 87: Strength of agreement - Access to a high-quality transport network and appropriate levels of parking

	No. of Responses	%
Strongly agree	56	63.6
Agree	21	23.9
Neither agree nor disagree	8	9.1
Disagree	3	3.4
Strongly disagree	0	0.0
Total	88	100.0

Table 88: Is there anything else that we should consider?

	No. of Responses	%
Yes	35	47.3
No	39	52.7
Total	74	100.0

Table 89: We have suggested different types of office formats such as flexible multi-use workspaces for informal meeting spaces.Are there any other office formats you think we should consider?

	No. of Responses	%
Yes	27	37.5
No	45	62.5
Total	72	100.0

Table 90: We have suggested redefining the boundaries of the Central Business District. Looking at the map, do you…

	No. of Responses	%
agree with the broad location for a redefined Central Business District?	63	82.9
think it needs to be somewhere else?	13	17.1
Total	76	100.0

Table 91: We have suggested the creation of a Creative Industries Quarter, do you…

	No. of Responses	%
agree with this idea?	55	62.5
disagree with this idea?	6	6.8
have no opinion on this idea?	27	30.7
Total	88	100.0

Table 92: do you think the location we have identified for a Creative Industries Quarter is appropriate?

	No. of Responses	%
Yes	50	56.8
No	10	11.4
Don't know	28	31.8

Total	88	100.0

Table 93: Would you like to give feedback on the theme Shopping and Leisure?

	No. of Responses	%
Yes	115	68.0
No	54	32.0
Total	169	100.0

Table 94: Strength of agreement - The city centre has too many shops

	No. of Responses	%
Strongly agree	15	13.3
Agree	21	18.6
Neither agree nor disagree	27	23.9
Disagree	34	30.1
Strongly disagree	16	14.2
Total	113	100.0

Table 95: Strength of agreement - Retail floorspace could be made available for other uses

	No. of Responses	%
Strongly agree	30	27.0
Agree	44	39.6
Neither agree nor disagree	21	18.9
Disagree	13	11.7
Strongly disagree	3	2.7
Total	111	100.0

Table 96: Strength of agreement - The defined retail core could be reduced further

	No. of Responses	%
Strongly agree	13	11.6
Agree	16	14.3
Neither agree nor disagree	46	41.1
Disagree	30	26.8
Strongly disagree	7	6.3
Total	112	100.0

Table 97: Strength of agreement - Iron Gate / Sadler Gate (eclectic mix of independent uses)

	No. of Responses	%
Strongly agree	50	45.0

Agree	43	38.7
Neither agree nor disagree	15	13.5
Disagree	2	1.8
Strongly disagree	1	0.9
Total	111	100.0

Table 98: Strength of agreement - St James' Street / The Strand (food and drinks to support Becketwell)

	No. of Responses	%
Strongly agree	43	39.1
Agree	38	34.5
Neither agree nor disagree	22	20.0
Disagree	2	1.8
Strongly disagree	5	4.5
Total	110	100.0

Table 99: Strength of agreement - St Peter's Street (improving high street through Government's Highstreet Taskforce)

	No. of Responses	%
Strongly agree	46	43.0
Agree	34	31.8
Neither agree nor disagree	22	20.6
Disagree	2	1.9
Strongly disagree	3	2.8
Total	107	100.0

Table 100: Strength of agreement - East Street / The Morledge (green principal gateway with improved shop frontages)

	No. of Responses	%
Strongly agree	49	45.4
Agree	35	32.4
Neither agree nor disagree	21	19.4
Disagree	3	2.8
Strongly disagree	0	0.0
Total	108	100.0

Table 101: Would you like to give feedback on the Delivery and Coordination theme?

	No. of Responses	%
Yes	63	37.3
No	106	62.7
Total	169	100.0

Table 102: Are there any other studies and strategies that are needed to support the Vision?

	No. of Responses	%
Yes	10	23.8
No	7	16.7
Don't know	25	59.5
Total	42	100.0

Table 101: Thinking about the Towards a New Vision document, was it…

	No. of Responses	%
easy to read?	109	
visually appealing?	83	
in-depth enough?	68	
too detailed?	15	
too high level?	14	
* Multiple choice question, percentages do not apply		0.0

Table 102: Please tell us how you describe your gender.

	No. of Responses	%
Woman/girl	68	
Man/boy	90	
Non-binary	0	
Prefer not to say	9	
* Multiple choice question, percentages do not apply		

Table 103: Do you identify as a gender other than what you were assigned at birth?

	No. of Responses	%
Yes	155	93.4
No	11	6.6
Prefer not to say	0	0.0
Total	166	100.0

Table 104: What was your age on your last birthday?

	No. of Responses	%
25 & under	7	4.6
26 - 35	19	12.4
36 - 45	34	22.2
46 - 55	48	31.4
56 - 65	23	15.0
66 - 75	20	13.1
76 +	2	1.3
Total	153	100.0
Average age 49 (age range 21 - 84)		

Table 105: To which group do you consider you belong?

	No. of Responses	%
Asian or Asian British - Indian	1	0.6
Asian or Asian British - Pakistani	4	2.5
Any other Black background	1	0.6
Dual Heritage - White and Black Caribbean	4	2.5
Dual Heritage - White and Asian	1	0.6
White - English / Welsh / Scottish / Northern Irish / British	144	88.9
White - Irish	1	0.6
Any other White background	2	1.2
Any other ethnic group	1	0.6
If you answered 'other', please tell us more	3	1.9
Total	162	100.0

Table 106: Do you consider yourself to be a disabled person?

	No. of Responses	%
Yes	20	12.3
No	142	87.7
Total	162	100.0

Table 107: I consider myself to be

	No. of Responses	%
heterosexual/straight	125	75.3
bisexual	11	6.6
a gay man	7	4.2
a gay woman/lesbian	2	1.2
Other	4	2.4
Prefer not to say	17	10.2
Total	166	100.0

Table 108: Do you have any religious beliefs?

	No. of Responses	%
Yes	59	36.0
No	86	52.4
Prefer not to say	19	11.6
Total	164	100.0

Table 109: If yes, to which religion do you belong?

	No. of Responses	%
Christian	49	73.1

Buddhist	2	3.0
Muslim	4	6.0
Sikh	1	1.5
Other	6	9.0
Prefer not to say	5	7.5
Total	67	100.0

Appendix B: Stakeholder letters/emails - summary

Stakeholder: Historic England	
Theme	**Comment(s)**
Culture	The Cultural Heart proposals have the potential to re-stitch what is arguably the city's most significant space. Once an elegant, bustling square, it has lost its proportions and much of its purpose. The *grand project* of re-modelling this space to its former size would give Derby the more intimate "heart" that the city needs, and the scale of ambition is entirely justified.
Public Realm	Railway Station is an area where the sense of arrival, has been sadly lost. The demolition of the fine old station building in 1985 and its substitution for an open taxi rank and surface car parking has resulted in a disintegrated townscape, albeit with some excellent buildings in it. • last thing needed is an even larger public space in this location • the townscape needs tightening up, with buildings of presence on the station land/forecourt to provide the types of offer normally associated with significant railway stations – shops, café's, street food outlets and indoor circulation space, with some high quality outdoor public realm • interested to hear of London and Continental's aspirations for the station land and the anticipated masterplan for the area.
City Living	Welcome commitment to use of Upper floors for City living, benefits: • Increased use of city centre • Passive surveillance • Council tax revenue reinvested into delivering broader strategy • Huge opportunity to make buildings 'earn their keep' • Impacts could be transformational
Accessibility & Connectivity	Ring road: • Greening positive

	• Derby has a “concrete collar” that is more damaging than virtually any other nationally. • prevents Derby from being modern, sustainable city by cutting off its neighbourhoods from the city centre and making it desirable to get in the car to access shops and other services • example of de-engineering roads - Sheffield’s Grey to green • Darwin Place ‘bewildering array of flyovers’
Heritage	Derby has strong historic character, but one with some holes knocked in it – a key theme could be stitching that fabric back together, and in doing so re-connect it to its people.
Design Quality	City Lab: • focus too narrow, should be to bring people together to talk about city, what is happening in it, what needs to happen and how it can happen • should include a diverse array of stakeholders. • consider more collaborative approach + • 63like Nottingham’s Urban Room • suggests workshops and talks to build consensus on design standards and taming ring road • consideration of long term convenorship and partners for board
Learning	Examples of other University cities where city centre sites used: Lincoln & Gloucester Discussion re Friar Gate Square campus and barrier of inner ring road that needs to be reconciled – recommends looking at: • public realm of Hereford’s Old Market development • Maid Marion Way Nottingham
Shopping & leisure	Agree retail offer should be consolidated though done incrementally as retail floorspace may benefit from City Living opportunities. Benefits of smaller funding pots and being delivered well transforming areas (2016 Best High St with £1.7m investment over 10 years) and encouraging private investment. Historic Streets and St James’ St should be focus of retail as experiential retail it has built-in has been proven to be resilient once investment has taken place. Longer term future of large indoor shopping facilities uncertain – discussion re Broadmarsh Nottingham.
Delivery	Discussion of delivery partner via framework agreement. Agreed /mandated design standards need to be introduced prior to Framework agreement otherwise Design Quality cannot be assured
Other	*Vision* seems to miss the legion of smaller projects that do the heavy lifting of place making. Excellent document that helpfully sets out such projects on a street by street basis. The *Derby City Centre Integrated Property Strategy* takes a granular, property by property approach, which forms a matrix of projects that could be “oven ready” for when funding becomes available – invaluable as a tool to deal with the short timescales. This type of regeneration is very deliverable, as it doesn’t require the large amounts of finance that bigger projects frequently require and is inherently less

	"risky". It also engages a variety of stakeholders. We advise that this is incorporated into the *Vision*.

Stakeholder: Marketing Derby	
Theme	**Comment(s)**
Culture	Customer confidence knocked (post Covid) – not helped by a perception of inactivity e.g. the Assembly Rooms and Hippodrome, or extended closures of Market Hall and Guildhall Theatre, as well as a variety of private sector buildings and land laid waste, for decades.
Public Realm	Public realm interventions have been bland and joyless, with emphasis on value engineering, low maintenance costs and little thought for the customer Rail station gateway – currently unattractive and confusing entry into the city with substandard buildings and uses set in a Railway Conservation Area. Opportunity to transform this into prime site for economic activity. West of Becketwell – including streets such as Curzon, Bramble and Becket. Area generally rundown with high number of vacancies with little chance of occupation without serious intervention. Existing neighbours include Derby Museum and Art Gallery (undergoing refurbishment) and will be joined in 2025 by the new £45m Performance Venue. Once that is open, these streets will provide a shameful gateway to Derby's primary leisure offer.
Green & Blue Infrastructure	Derby lacks significant open spaces with absence of attractive squares, parks, parklets, trees and water features. None of the small-scale assets seen in most other cities (many brought in during the pandemic) e.g., leisure, fitness, art, pop-ups, parklets and (outside of the Derbion) there are no children's play areas in the city centre. Unanimous support for working water features, opening up part of Markeaton Brook and improving access to the river River Derwent - stunning asset flowing through the heart of the city yet been abandoned for decades – no leisure offer beside it.

	Concern re OCOR making potential leisure offer worse. Better communication /understanding and possible alternatives that support a customer-driven repurposing needed. Propose stakeholder group is established with brief to agree a plan that identifies initiatives and activities that can drive the green/blue agenda including reviewing the engagement of proposed investments such as the square at Becketwell, the Eastern Gateway and planned works on Osnabruck Square/Victoria St.
Accessibility & Connectivity	Support broader definition of city centre boundaries being beyond the collar of the Inner Ring Road. Recognises reality that areas like railway station, Castleward and Nightingale Quarter, the University's city campus and Friar Gate Goods Yard are de facto central The 'Derby Donut' means that most economic activity – and employment locations - is outside of the city centre. For large manufacturing campuses this is inevitable but for others not. In other cities these activities are centrally located Our calculation Derby city centre is missing at least 6million visitors annually. Public Transport - Agree that accessibility and connectivity needs addressing - public transport (mainly bus) services between city and hinterland are better than those within the city itself. Poor (or no live information, opaque payment methods and high cost), together with thin timetables, gives sense that public transport across city is insufficient to attract people out of cars. hybrid working practices has changed patterns of travel, making them less predictable, shifting away from the traditional rush hour. TCF - seen no evidence of how the proposed investment of £60m from the Transforming Cities Fund has helped broaden travel options Rapid Transport System - welcome the introduction of the proposed rapid transport system as a priority Cycling - if anything, the city has gone backwards (lost e-bike scheme after a short experiment). Cycle lanes, to and from city centre are random, generally poor in quality of separation/surface and safe cycle storage is unavailable except in one central (and underused) facility at Bold Lane Parking - rightly identified as an important issue. We believe the number of car parking spaces will need to be increased significantly at strategic locations if we are to achieve the ambition of more people living, working and visiting the city centre. Evening economy hampered by lack of public transport. talk for years about a car parking review with little evidence of action. This needs accelerating – looking at locations and costs - feel the whole issue of mobility needs addressing via a dedicated initiative
Heritage	Heritage/investment should have a positively symbiotic relationship City has failed to find a settlement that balances heritage assets whilst accommodating development - impacting on the quantity and quality of development. Successful cities use heritage to attract investment and that investment then benefits the heritage.

	Derby city centre's heritage allowed to decline and evidenced on almost every street, e.g., Becket Street, St James St and the Market Place, Friar Gate Bridge and Goods Yard and Hippodrome Theatre. Conservation energies appear to have focused on protecting the impact of development on the 'context and setting of heritage assets' as opposed to protecting and improving the city's built environment Statutory duty to protect and enhance the historic environment needs stepping up to focus less on stopping development and more on protecting assets including using enforcement powers If city centre to be repurposed create a collaborative, can-do culture with helpful proactive interventions in design standards, reduced red-tape that encourages new development as well as improvement in the city's many heritage assets. Opportunity for new multistakeholder collaboration focused on repurposing city centre and attracting investment whilst applying best practice from across country in how to achieve this whilst genuinely protecting the city's heritage.
Business & Creativity	Derby hosts the highest salaries outside of London and some of the UK's leading companies, but city centre does not reflect that
Shopping & leisure	Core belief is to 'think customer' and then evolve product on back of this. A successful city centre must therefore create and retain customers. The issue of people and communities should be central to our thinking and needs to be understood in a travel to work/leisure context. Toughest and most successful competition for city centre custom now lies on our doorstep: four local cities, city's suburbs (Darley Abbey Mills, Duffield, Mercia Marina etc) and immediate hinterland (Belper, Repton, Melbourne etc) all host attractive clusters of retail and leisure activity
Delivery	Ambition (and its component activities and investments) must be anchored on more professional and sustained approach to qualitative and quantitative market research than at present. Believe that delivering radical transformation needs immediate acceleration, significantly faster than proposed in the document. Variety of short/medium term (tactical urbanism) measures need introducing as a priority by spring 2023 to build confidence in the broader community that city centre is 'on the up' as we move towards 2025.
Other	Strongly agree with the general thrust of Ambition 2022: • the recognition of the need for 'radical transformation' of the • city centre, • putting 'people at its heart' by making it the 'place to be • destination' • whilst recognising the city is 'in competition' and needs to 'up its game'. Appoint the City Director immediately

	• adopt regeneration of city centre as strategic priority and better curate customer experience with immediate high-profile interventions, gradually supplemented by medium to long term structural changes • provide a focal point to challenge silos • draw activity and accountability for delivery together • Introduce concierge service and team dedicated to reduce the planning (and any other) frictions in taking spaces and occupation in the city centre • creation of a significant Regeneration Fund – a loan model with successful track record in Derby – this time exclusive to the city centre. Agree that different parts of city centre need complementary visions/focus/possible identity. Must also package and treat the city centre as one Derby whenever possible; consideration of a unified approach to the Business Improvement Districts (BIDs) and relationship with Derbion.

Stakeholder: Derbyshire Wildlife Trust	
Theme	**Comment(s)**
Climate change	Green energy production: • Discussion of Government's Heat Network Zones suggests Derby could be ahead of curve • Work with NCC as they are part of Heat Network Zoning pilot • Examples of district heating using water e.g. Queens Quay Clydebank • Derbyshire County Council commissioned countywide Renewable Energy Study this should be springboard for advancement in this direction Sustainable drainage: • Doesn't appear to be in the document but is crucial for mitigating flooding and retaining water in drought • Sheffield's Grey to Green project highlighted as positive scheme Urban heat island effect: • Little exploration in document other than planting street trees, living walls etc seems little ambition to increase prevalence • Suggest Derby look to Birmingham's train station and other non-domestic developments/public realm areas for living wall opportunities
Culture	Derby's tourism economy: • Potential to rebrand Derby as a wilder, greener and healthier city centre
Public Realm	Public realm and streetscape: • Strongly believe nature should be at heart of proposed Public Realm Strategy • support public realm improvements that integrate planting schemes, street trees, living walls and roofs, sustainable drainage, and active travel routes like cycle lanes

	• consistent with pre-existing green spaces and the proposed 'green corridors' for the city centre. Should all interconnect to make green space an integral part of the visitor experience • DWT happy to comment on more developed schemes • Consideration of public art depicting wildlife to interpret a wild Derby
Green & Blue Infrastructure	City Park: • Agree with general location but area relatively small and should link from existing POS's and expand over time. • Park design key - should deviate from traditional park design and be wilder • Examples of Duffield Millennium Nature Reserve and use of water in Rotherham's Centenary Riverside Nature Reserve (in conjunction with Markeaton Culvert and OCOR) • Public safety of park is key therefore (public) use of area essential as is less dense planting • Interconnected green network along river from Silk Mill to Bass' Rec – suggest planting disease resistant Elm to encourage white-letter hairstreak butterfly population • City centre expansion of park utilising car parks • Suggest closure of Derbion's Riverside car park and expansion of city park or extend bus station or create bike park New green corridor: • Support green corridors but disappointed by limited scope • Reference to Government-sponsored Lawton Review • Nature recovery network for wildlife to safely move • Benefits of green roof bus shelter and biodiversity corridor • Consider creation of interpreted green corridor to Arboretum • Consider wildflower rich spaces on ring road roundabouts • Recommend move away from bedding plant use to wildlife friendly landscaping Re-opening Markeaton Brook culvert: • Interpretation of water feature needs clarifying – straight channel would limit biodiversity opportunities. Prefer natural features to create significant opportunities for wildlife • Examples of de-culverting projects in Aarhus and Zurich • Water quality upstream may be detrimental lobbying of Amber Valley Borough Council required to improve this. River: • Lack of detail of river enhancement and reintegration of city and river • Question why otter habitats not included within Vision when recommended in OCOR masterplan • Feasibility study needed re weir removal Biodiversity net gain replacement: • Land of low ecological value inc. parks, brownfield sites and hard standing ground • DWT committed to working with DCC in Local Plan on this
City Living	City Living to be prioritised: • Discussion afforded to green space being central to city living not an afterthought • Physical/mental health benefits, foster social cohesion • 2020 report by Vivid Economics - 295 most deprived urban neighbourhoods in Britain (including some wards in Derby) are 'grey deserts' with no accessible green space. Lack of access to nature a significant factor in preventable health inequalities and those most in need of the wellbeing benefits nature can bring often those who find it most difficult to access.

	• must not replicate the mistakes of the past, nature needs to be at the heart of future development to make city centre living a success.
Accessibility & Connectivity	Taming the ring road: • In favour but feel current proposals are limited • Would like DCC to commit to all proposals on pg 53 of the document • Space constraints will limit tree planting in some places but living walls and green roofs would be beneficial in those areas • Disappointed Mercian Way not included Parking spaces: • Greater use of public transport and necessary investment in it needs to be borne by less reliance on cars so car parking should be reduced • Support reduction of parking as long as replaced by green spaces • Support active travel infrastructure • At minimum car parks should be improved to minimise heat gain during summer and encouraging wildlife through creating living walls, painting ground white to reflect sun, consider creation of roof gardens on multi storey carparks maintained by increase in parking charges – positive for air quality New corridor connecting University to Market Place: • Agree but not ambitious enough as minimum should extend from Friar Gate Square to St Alkmund's Green
Design Quality	Good design: • Recommend DCC adopts Building with Nature standards framework • Buildings should be fit for the future in respect of climate change with high energy efficiency standards, zero carbon heating and mitigation measures to combat over-heating • Agree design quality to be raised to transform city centre • Should only grant permission for well insulated and ventilated buildings • Discussion of Scottish Government's New Build Heat standard • New developments to include integrated nesting opportunities for birds and bats • Suggest mandating green roofs and living walls to create more space for wildlife and reduce heat island effect

Stakeholder: Poverty Commission (Feedback on executive summary document "Challenges and Opportunities – Key findings", with focus on the "people")	
Theme	**Comment(s)**
People	"People" in diagram are one homogonous lump - does concern us - seems to be a similar theme throughout the document. Concerned there is an implicit assumption that "people" are those who are mobile, without literacy and/or health issues, have disposable money to spend and looking for interesting things to do/ lots to eat. Where is the space in this city for older people, or poorer people; not those looking for somewhere to eat, but those simply looking to eat. Shared concern that people are implied as people with money. Is this document really appealing to families? The free offer seems to be lacking. Some ideas which may support the appeal to this cohort is a city pass, discounted transport - need to have multi-generational lenses. idea of wellbeing (physical and emotional) – what are we trying to achieve for people in this area? Would like more specific thought that develops, encourages, supports, and promotes wellbeing. When I read through this document, I don't recognise the people that I spend my days working with. There are people who come in to the city centre to "do what they need to do" as a means of getting by and survival. These people are wiped from this document. We are missing inclusive safe spaces, a space that support connection and wellbeing no matter of you age profile, demographic, bank balance etc. Could we consider a people manager? Regeneration is typically focussed on the built environment, but this needs balancing. Don't want it to be implied through this document that those who aren't like the people represented in this document need to become like them to feel welcome and included. How can we support DCC in developing a discourse which shows

	that a fully inclusive city which includes all our social and economic varieties enrich the city centre and ultimately makes it a much better place.
Place	Is there a sense of community being built in for those who are on outskirts of communities? Where are the community spaces such as community centres or friendship benches? An issue around regeneration is getting footfall across the city -currently have different city quarters - how do we get people to cross between them? Little discussion on impact of Derbion on the rest of city centre. Assumed that it is doing a great job and is supporting the locality. Understood they are struggling; having to offer low rentals etc to attract businesses – if Derbion isn't flourishing, what does that mean for the wider city centre?
Equity	Page 27 – Would like to see an equity document which underpins it. We see a lot of talk about budget, and how people have choices, but how do we ensure that happens? What would a Section 106 look like? Language of diversity is wanting. The document touches on diversity but shows this in a limited way and understanding.
Other	We wish to quickly communicate that the Poverty Commission that have spent time around regeneration circles for several years, all agreed this is one of the better regeneration documents encountered. There is a lot we would wish to instinctively affirm, but unfortunately due to the time constraints on our agenda most points below are issue of concern. However, we do not wish this to detract from the brilliant document this otherwise is.

Stakeholder: Derby Cathedral Chapter	
Theme	**Comment(s)**
Culture	• Agreed in Cathedral's strategic plan to lift and re-shape its tourism offer and convened own Visitor Engagement Group for funding bids and tell many stories it holds - something creative for both current/future visitors and City as a destination. • Noticed that Derby Cathedral tended to be excluded from designated areas – eg cultural heart, historic core, heritage action area etc. Would like to explore with DCC why this is and whether this has been done for purpose we don't understand and whether in the future inclusion in the key areas/zones would be beneficial to both parties • Discussion of Cathedral's strategic development plan and proposal for a visitor centre
Public Realm	• Discussion that safety is designed into the built environment - students in Derby say the city centre does not feel safe - Cathedral works closely with students - this is considerable concern. • Pleased that west end of Cathedral designated as space where thought needs to be given to development of the public realm • Commend way that DCC keeps the built environment on Iron Gate and around the Cathedral – fresh paint, removal of litter, visit of public protection officers, support with floodlights - look forward to developing this relationship
Green & Blue Infrastructure	• Note the reflections on green space and endorse them. • Want greater emphasis on place making around Cathedral Green - potentially landmark site - needs careful thought about possibilities it gives to the city. • Concerned about lack of development on vacant site adjacent to Premier Inn - concern commercial reasons might mean occupant of site might not bring the right contribution to make Cathedral Green flourish - careful consideration given to the development of this key site. • Suggest Cathedral Green working group set up with some resources for placemaking exercise to envision/imagine possibilities for future cultural offer to be developed – grow common vision between partners • Have previously looked at extending out into Cathedral Green developing new entrance at east end. Could only look again at possibility if reassured that intentional placemaking around Cathedral Green - hence partnership needed.

Heritage	• Cathedral is significant and high-quality heritage asset to city that sits in buffer zone of the Derwent Valley Mills World Heritage site. • Propose local authority brokers regular (1-2 x p/a) meetings between WHS and other heritage assets both within the WHS itself, in the curtilage and in adjacent areas to reflect on how heritage theme might be greater developed within city centre - means seeing the DVMWHS as asset to the city and its development – not currently clear how it is seen as an asset - these conversations could lead towards a heritage strategy for the city centre which would enable visitor/tourist offer and deeper engagement with local communities. • Cathedral supports proposals for a Heritage Action area and would hope to have an active part in this work. • Cathedral supports heritage aspirations of Ambition and proposals being made. • Bridge Chapel within the DVMWHS - under-rated heritage asset • hope to be invited into ongoing conversation about skyline and tall buildings policy/strategy - muted in the Ambition Document. Think plan would be strengthened by naming the most iconic and prominent landmark on the skyline which will inevitably need full consideration in the strategy
Other	• Clarity about scale of challenges is welcome and helpful. • Agree that there is no quick fix and embrace positive things that are beginning to happen – as document acknowledges they are necessary but not in themselves sufficient actions to provide full driver for regeneration of city centre that is required • Discussion re Cathedral's own plans identifying that Short/medium/long term approaches - must be developed within one strategic plan • Ambition did not reflect on nature of communities in Derby city centre. Recommend a communities plan is developed alongside built environment plan to enable engagement by the sort of communities and groups a newly imagined city centre is aimed at. • such a vision would be inclusive and embrace the most diverse of communities and groups - equity plan for the city centre that demonstrates inclusivity of access • Cathedral passionate about together finding a different future of the city centre and social, economic and cultural growth that the Ambition Plan represents. Our engagement will be driven by our strategic plan - would like to share with the authors of the Ambition Document the details of our planning. Envisage ourselves playing a role as a stakeholder for a new future in every way that we are able. Are passionate about a reimagined Derby Cathedral being at the heart all that emerges from this ambition, vision and planning process.

Stakeholder: Derby & Sandiacre Canal Trust	
Theme	**Comment(s)**
Climate change	Canal boats are moving to being powered by electric motors.
Culture	Visitor attractions: • Derby Arm boat lift at Chaddesden Triangle, will be an iconic feature • Lock in the weir in the city centre Water features in other towns and cities are well established as attractions for visitors and of course residents.
Green & Blue Infrastructure	Trust welcomes the support for the reinstatement of the canal and its connection to the river which will enable trips along the river into the city centre Trust also supports the Ambition's desire to create more parks, landscaped areas, make more of existing watercourses and provide a network of water features
Accessibility & Connectivity	Associated with any moorings could be bicycle hire facilities enabling visitors to travel further sustainably Greening the Inner Ring Road and providing pedestrian friendly crossing of it near Holmes Bridge would visually unite the proposed riverside park with Bass' Rec and give greater effect to the waterside activities proposed by the Trust Discussion of a pedestrian/cycle bridge from the Arm to Derby Arena and Stadium and parking areas. Associated development by the Derby Arm could include visitor attractions such as hotel, apartments, water based retail and restaurants. Example of Falkirk Wheel in Scotland for regenerating area. Outside city centre: • A park and ride and canal basin at Megaloughton Lane would enable coach trips to the Derby Arm as well as the city centre. Trust requests that these aspects are included in the Ambition document and consequent statutory plans.
Heritage	Re-establishing boat activity on river contributes towards culture and heritage objectives, albeit in different form to that which existed historically

Shopping & leisure	Trust proposing city centre marina (Derwent Wharf) with associated publicly attractive features, e.g., floating kiosks and restaurants, in city centre. Proposes one by Exeter House (debate as to whether the building is saved) and possible scope for another at Bass' Rec.

Stakeholder: Destination Management Plan Steering Group	
Theme	**Comment(s)**
Climate change	• Essential are ambitious. Document ambitious but should be regularly re-examined to make sure reaching targets, embracing opportunities to be innovative and ahead of the game. Harness engineering expertise in the city • Support increased greening from an aesthetic and climate change perspective. • Flexible, green/ hybrid space seen as more desirable than large new builds when there is uncertainty about future use. • Very supportive of use of older buildings. General consensus that there has to be good reason to justify any new building given both the climate emergency and that we have deteriorating property around city • Maintenance of existing buildings/ infrastructure should be a priority. • New builds should excel in new technology. Bold design. The enemy is the 'Wimpey Homes approach' • If there are poor quality buildings we are stuck with, make a statement of them, paint them, green them, make a hole in them (Coventry!) • People need a sense of ownership/ local pride in restored buildings; see themselves using the space or they won't support - need to see visuals of proposals. • Where no one wants to invest in the building and it's a key location, work with community models to buy them and put them into immediate use. Circular economy. • Don't build buildings, build experiences. Measure each proposal against how it will bring people into the city, how will people engage with it, is there a better option? What else can it be/do? Can you make it part of the city not just in the city. Routes through it, round it, over it gateways to somewhere else. Open it up! • Any opportunity to harness local power sources is a good idea. Explore alternative vehicles, work with Toyota? • Re sustainable transport - nervousness about timing of this: Short term, city needs to recover, essential we make it as easy as possible and good value to come into the city. Medium term, no point developing transport options without improving the city experience and offer at the same time. Longer term, consensus was for hubs or nodes on the outskirts of the city with sustainable options to getting into the city centre. Transport should be joined up and should be part of the experience. Bold and exciting solutions that are right for Derby. • Public transport not joined up with city, not responding to demand e.g., Late night buses when there is an event on

	• How will the next generations use the city? They won't if we don't get it right! Plan now for how the city might be used not base it on how it has been used in the past. • Sustainability of events. Int standard iso20121 Opportunity to be ahead of the game.
Culture	• Strong agreement culture can be catalyst for a new vibrant city centre but it is part of the arsenal. • As small city, don't get too hung up on creating 'quarters' Not much support for creating new ones. The experience within the area should speak for itself. • Re ambition - need some bold statements/ developments/ catalyst/ new 'attractors' but they need to come from within, based on our real identity and ambition that will differentiate the city. • None of the new developments in progress or planning should be considered as a silver bullet. People need choices, a variety of venues and programs. A different offer to attract different audiences. Music venues? Avoid competing with neighbouring cities, be uniquely Derby • The 'bits in between' or the whole experience (a great place to hang out) are at least as important as a Becketwell, Learning Theatre or museum developments. These could well be unsustainable if we don't make the city a destination in its own right. Need to be pragmatic about our priorities and how we apply for funding. • Should be more ambitious. We are in competition with every other city. How will Derby stand out? We must have a strategy but we have been too indecisive in the past and other cities have left us behind. • CoC generally seen as a good experience that we should build on • Won't be able to do everything, need to decide on priorities and make sure they are delivered. Not be distracted by agendas that don't fit and funding opportunities that might not deliver what we need most. Priority should be based on what developments will bring most people into the city. Not just solving a problem space with any fundable solution. • Consider the double environmental impact of demolishing an old building and putting up a new one. Really strong reason to justify that! • We need more things to see and do everyday not just great events occasionally (although these are recognised as very important) Disruptions 365 days per year! One big rehearsal space. Should be something in the Market Place every day, like a venue! • Getting the accommodation mix right based on future demand is critical - must be an ongoing process. The right type of accommodation for the right products in the city • Improving and enhancing should be written into the planning (not just museums) Maintenance and updating come up in all discussions. • Right now, we need short term, high impact interventions to mitigate against declining footfall whilst we plan for the medium and long term. • Re major developments underway/ in pipeline, Derby could be a building site for a while without phasing. Turn it to our advantage with careful messaging • Retail will still have a role but it's about want not need. We must keep on top of changing trends! • Need to kick start creativity! Trust the Arts to make the city vibrant. Don't exert too much control. Give them the canvas not the forms to fill in! Let them be the catalyst, the alchemy. • Bring the Uni into the city. • Visitor Economy. The potential from growing the visitor economy is huge but goes hand in hand with the scale and quality of the offer. Tourism promotion must grow alongside development of the city to match the opportunity. We must also recognise and respond to the national structures and governance. Need strong partnership and better

	collaboration to make sure Derby is included in national plans for increasing tourism. • Polish our jewels (not try and make a silk purse out of a sows ear) • There is no vibrancy, no culture, no city without footfall. It is vital to the whole plan, that we encourage more visitors to the city. • Repeated mentions of the 'Night Market' • Huge opportunity with DtE and Eden Project. We need a 'hook', We know our making heritage is our identity but linking with Eden would fit with that and be a total gamechanger
Public Realm	• Consensus that the public realm is a vital part of the experience. The larger developments should be seen in the context of the whole city. The spaces in between are just as important as the large-scale developments • Very strong views that we need to maintain what is already there better and note the risk of building more spaces that start to look neglected. • Vibrancy projects well received. Lots of surprises, reasons to return. Urban Art, busking, street cafes. Always changing. • Allow people to own space, create vibrancy and creativity by encouraging use of space not being overly restrictive. • Routes and paths through areas should be open and encourage exploration. Avoid closed spaces because buildings aren't open to the public. • Note the trends and make sure our processes (licenses etc) permit rather than prevent vibrancy. • Should be constantly scanning and have space that is flexible enough to adopt new trends. Look outward not inward every time (walkabouts, not just in Derby -visit other cities/ towns – Belper/ Matlock etc) • Strong feeling that the train station (and any future transport hubs) needs to be brought into the city centre • We need to create curated spaces not abandoned spaces. • Quality in design and execution essential to build pride, self-esteem and respect in Derby. • Areas of city look tired and scruffy - must get this right however we need to do it. Incentivising absent landlords, incorporating into the planning processes/ the need to maintain property. Build maintenance plans and budgets into everything we do, BIDs, DCC, University, agreements with developers. Things won't work overnight. We must be prepared to sit tight on an idea or project till it beds in. Let's do it street by street. • Need to let the dust settle around the new developments. They will change the way people move around and use the city
Green & Blue Infrastructure	• Lots of support for better use of green and blue space. Seen as a massive, missed opportunity but needs to support the rest of city. • Consensus that we need to better maintain what we have as a priority before building new parks etc. EG the space alongside the river looks poorly maintained. • Support for better relationship with the river but must avoid isolation from the rest of the city. Need to be integrated. We must get the city centre right first and allow the development to spread. What is the point of a riverside marina if the shops on Sadler Gate continue to close? The river could be a barrier to the rest of the city recovering • Be bold, make it noticeable. A reason to choose Derby over other cities that would find this harder. Water features that people can use.
City Living	• The inner city should be for city livening/lifestyle or we will be constantly compromising and end up doing nothing well.

	• Must not plan to have developments that are inappropriate for city life and will cause tensions. • Cannot afford to over-react where there are complaints about noise etc from events. And we must plan out the chances of these increasing as the city develops. Same for certain businesses. • We need people in the city who are going to embrace living there, create the vibrancy, spend money, and support businesses. • Business district? Play to our strengths! Target the creative businesses.
Accessibility & Connectivity	• Reduction of vehicles needs to be phased by time and area Gradual prioritisation of more sustainable transport. How do we make it more attractive, exciting to take the sustainable option? • Enforcement is weak, vehicles not responding to existing restrictions. • Not be put off if something doesn't work right away, is vandalised or criticised (e Bikes) • The city (is improving) but there are areas where it feels disjointed. (Journey from train station) Suddenly feels unsafe/ uncared for. (riverside) The city is like a jigsaw with some missing (damaged) pieces • Local businesses should be supported with the right option not nec the easiest option. Free LRT to work, not closer parking spaces. Phased approach at the right time • Transport options shouldn't punish people!
Heritage	• Consensus that we need to protect our heritage assets • Strong views that this should not be at the cost of vibrancy. No point in protecting views where there isn't enough activity to draw people to see them • Concern about restrictions with Heritage Action Zone status that could drive investment away by complicated processes. Who decides what is damaging? • Strong opinions that deterioration of buildings is already an issue don't want to disincentivise improvement work by making processes more complex. • Quality of build/ design/ restoration is as important as views or deciding where tall buildings are permitted • Add St Marys bridge chapel? What are the other things we have stopped seeing, the 'hidden treasures' not just the iconic buildings • We cannot keep everyone happy! We need to decide on our priorities and stick to them. • Contemporary interpretation on our heritage not a city is aspic • Derby desperately needs more footfall and more things for people to see and do. We know what good looks like, what has worked in driving footfall, improving reputation with no negative long term impact on the assets (MoM, Weeping Window, Knife Angel, Ribbon Canopy) we need to use our heritage assets to help that to happen not to stop it happening.
Delivery	• Consensus is that we need an arms length organisation. Freedom to act quickly/ make decisions/ make a difference. • LA red tape holding back events ('too much hassle')
Other	• Ref to dealing with the social issues • BVE market • Something has to happen with Bennetts! • "Come on now, enough is enough!" • Guerilla gardening, DCC to encourage it! • Can 106 agreements be used to buy or improve neglected buildings. • Organised fun is just not much fun • Influence leases – different types of lease on different floors

	MAKE THE CITY LOOK CARED FOR STARTING NOW. And plan for better maintenance in the future: clean it up, improve it, look after it, enhance it, permit people to enjoy it! We allow things to fall into disrepair. No matter what new things we do/ build, this will always drag us down if we don't. If we build new, it must be justifiable, meeting genuine strategic needs not just solving immediate problems GIVE PEOPLE MORE REASONS TO BE HERE. Connected to above but also about what they will do when they are here. We need a major hook; a first, an only, a unique offer that we build everything else around. More green, more blue, more cultural activity, big bold ideas, major statements, but this needs to start now. Permit people to have fun. Derby is really quiet!!!

Stakeholder: Conservation and Heritage Advisory Committee	
Theme	**Comment(s)**
Climate change	Imaginative re-use of existing buildings and established built form brings about rewards in relation to maintaining scale and grain but from a climate change aspect can be more appropriate in reducing carbon footprint than creating "high rise "buildings. Numerous buildings within the city which fit in to this category.
Culture	Discussion that Derby is poorly marketed and lags other city examples in terms of building visitor numbers –proper analysis needed that will feed into the formulation of a far better and more informed plan "People first" approach admirable and fundamental in creating a community that cares about its environment and heritage. The reality is without the creation of the right environment that community will not flourish nor will it attract visitors who want to experience that environment. Document refers to a Cultural Heart Master Plan which needs to be more widely publicised as part of the future planning process and how this links with the current Master Plan and the Ambition 2022 document all of which are intrinsically linked. Any redevelopment work in this area needs to be of the highest architectural standard.
Public Realm	Reference to "Gateways" and "green and blue" spaces in the report should be referred to by names that relate to their historic location and are known to Derby people to give them identity. Reference to suggested landmark buildings at these locations – respect should be afforded to existing approaches e.g London Road green and subtle with several listed buildings within view. Architectural design in these locations should be of the highest quality and designed in context with thorough analysis of problems of area particularly in terms of accessibility and vehicular flow. Becketwell, approved on basis of improvements to and creation of quality public spaces including the restoring/reinstatement of The Becketwell, seem to have lost impetus.
Green & Blue Infrastructure	River - seriously undervalued asset to the city and efforts to utilise it both physically and aesthetically are welcomed.

	Impact of OCOR potentially detrimental with loss of some well-established and important buildings such as Exeter House. Careful consideration and integration of the next phases of OCOR into the plan should be given
City Living	Northern Gateway - needs to be examined in context of potential re-use of Queens Leisure Centre and traffic network. Suggest more integrated approach to living in city and commerce be encouraged with a more sympathetic view on conversion of existing redundant commercial and retail buildings to residential use.
Accessibility & Connectivity	Removal of cars from city centre without viable alternative not a realistic option and will further discourage visitors to city. Government policy on climate change - vehicles will be powered by electricity or hydrogen removing the argument that excludes them from cities from a pollution control aspect. Towns and cities that provide car parking at convenient and easily walkable distances from centre appear to attract a higher footfall. Introduction of Rapid Transport System requires careful analysis, questionable whether a city the size of Derby could afford and sustain such a system. The fare cost of using the system needs to be low to encourage usage. European cities that operate similar systems offer cost-effective fares for users and become the principal method of going into the city. Use of River Derwent as a transport corridor an interesting consideration but debatable as to whether it would have any other value other than leisure and novelty appeal.
Heritage	Members of CHAC welcome DCC looking at a long term vision for city which has suffered from indecision and inappropriate interventions in sensitive areas. Want to encourage and engage in continuing dialogue to ensure new plan for Derby actively moves forward in a cohesive, more positive and ambitious direction Historic core of city and associated heritage one of most valuable assets' city has. Suggestion that "tension" between that core asset and new development exists is highly counterproductive and will lead to the alienation of historic elements, rather than embracing them as valuable contributions to a multi layered city scape. Heritage featured as one of key sections of report recognising that the historic core and old buildings contribute to the overall ambition - does not go far enough. One of most important/unique assets of any city is its heritage, and it needs to be respected and considered as a fundamental element within any regeneration programme. Heritage section should focus more on opportunity, integrating any new vision into the historic fabric rather than treating it in isolation

	Harmony between old and new can be seen in many cities where due respect has been paid to the historic fabric and grain of the area. The same approach needs to be adopted for Derby. Other key sites within the city deserve more attention and scrutiny as to their future use due to their significance and contribution to Derby's heritage: former Great Northern Station/Goods Yard a prime example, which apart from The Roundhouse is only significant element left of Derby's major role in the history of the rail industry.
Business & Creativity	Discussion of innovation and thinking of City past and present - the current state of the city is a poor reflection of that heritage and not evident in the document being considered.
Other	Acknowledged city needs revitalising in many areas. Statement made in the opening of the document "Importantly, we want to engage in conversation to find out how bold our long term vision for the city centre should be." is very significant; however, each section lacks imagination and boldness. Structuring the report under various headings denies complexity and the existence of the inter-relationship of each section. There is a real danger that each section will be considered as a separate element where any dialogue will become protracted and miss important considerations that will affect the overall concept. In some cases, the visions may be considered unrealistic either in physical or more likely financial terms. Removal or indeed adjustment of any element will have a compound effect on other sectors. It is therefore most important that the elements that contribute to the overall larger and complex issue of revitalising the city are viewed as an interwoven network, not a series of separate issues. Appears to be a resolve to address the future vibrance of the city - needs to be done in a cohesive and realistic way integrating all the key elements in to a workable and unified solution. Concern that document does not go far enough in its ambition. Various strands of report cause confusion and leave a feeling of lack of cohesion between its several parts. There are many who are passionate about Derby's culture, heritage and historic buildings which, have been poorly marketed and exploited. Our unique heritage is internationally renowned and the city's greatest asset. The Ambition for Derby 2022 does not currently give proper emphasis to this in its future planning.

Stakeholder: Derby Civic Society	
Theme	**Comment(s)**
Climate change	Flood defences • We believe planners have tried to avoid this, some parts of the flood defence scheme have been very intrusive and served to cut the city off from the river even more than it was before. • Development of suggested City Park should help to avoid this. • Create pleasant riverside walks where people can actually see the water. Often the river banks are overgrown and despoiled by rubbish. A proper system of river management needs to be put in place. This would help mitigate the effects of flooding and improve the aesthetic quality of the riverside. Energy Efficiency • Agree all new buildings should incorporate the best materials and practices to reduce or eliminate the use of fossil fuels. • Install solar panels and EV charging points where appropriate. Vehicles • Whether through grants or other means all buses, taxis, and cars entering the city centre should be required to achieve zero carbon emissions by, say, 2030. • In the meantime, pure electric vehicles could be offered free parking. Buildings • New buildings require large amounts of energy to construct. Important, we avoid demolishing buildings in future to avoid wasting the resource. Look at refurbishing and reconfiguring buildings first to reduce the release of embedded carbon emissions. • Many of our Cultural buildings are closed or awaiting repairs. The Hippodrome, the Guildhall Theatre and the Assembly Rooms could all be repaired and brought back into use without having to demolish and rebuild. Sustainable Transport • Whilst we agree that people should be encouraged to leave the car at home, it is inevitable that many people, for a variety of reasons, will still want to use their cars to access the city centre, and with more and more vehicles being emission free, they are a sustainable form of transport. • If cycling is to be encouraged, we need more dedicated cycle roads where they are kept separate from other road users, but also from pedestrians.

	• Agree a tram or similar rapid transport system is needed to connect the railway station, the bus station, Pride Park, the Cathedral Quarter and the University. Urban cooling • Agree this will be an increasing problem as we get hotter summers. DCC are right to pursue policies to help households insulate their homes and install heat pumps.
Culture	Agree that Culture should play a crucial role in transforming and diversifying the city centre. • Discussion on bringing back into use closed buildings like the Assembly Rooms. • Request to bring back Real Ale festival could be combined with Folk Music. • Need for venues to accommodate other successful festival University/Assembly Rooms • Suggestion the University should consider using existing building for a Theatre on the Assembly Rooms site. • What will happen to the existing Theatre which still has decades of life ahead of it? In the past the city has been too keen to demolish rather than repair and re-instate. • Reopen Assembly Rooms in short term to increase cultural offer in City and attract foot fall in evenings which would provide increased trade for the pubs and restaurants following the Pandemic. • Important we avoid demolishing buildings in future to avoid wasting the resource and look at refurbishing and reconfiguring buildings first to reduce the release of embedded carbon emissions. Museums Trust • Should be a plan to promote the Museums and improve access to them. A new gallery to display the Joseph Wright Collection should be a priority. Cultural offer • all venues formal/informal should be encouraged. • Musuem collections should be in one accessible place • More should be done to celebrate history of Derby and discussion around the Blue Plaque Scheme. Hippodrome • Civic Society has campaigned for the restoration of this building and has supported the Hippodrome Restoration Trust. DCC needs to move swiftly to compulsorily purchase this building so that the project can progress. We welcome the productive re-use of this heritage asset. Tourism etc • Discussion of major attractions already: e.g. the Museum of Making, Darley Abbey, a Museum and another with City's porcelain collections • Consider taking up links with Lowell, an American City • Promote our links with Osnabrùck and consider other twinning opportunities. • Need to expand our tourism service - having a small out of the way tourism office is not enough. Need proactive service that sells Derby to tour operators, hotel groups, and bus and rail companies. • More Blue Badge guides to accompany tour groups to places of interest. Library, Museum and Art Gallery

	• We applaud this initiative.
Public Realm	Transforming public realm • Agree entirely with this section. • Main reservation is DCC continues to focus on the same areas that have had public realm improvements in the past. E.g., St Peter's Cross and the Spot. No further money should be spent on them. • Some peripheral areas - Babington Lane, Green Lane, St Peter's Churchyard, and Gower Street have never had money spent on them but are as much a part of the City Centre and are very busy streets. Crossroads of Green Lane, Macklin St and St Peter's Churchyard should be improved to enhance the approach to a newly re-opened Hippodrome and beyond that to Becketwell. • Becketwell Performance Venue will have a substantial frontage and presence on Becket Street, the public realm in that area should be enhanced as many visitors to the venue will approach from that direction. Another area is the restaurant area of Friargate. • St Peter's Churchyard will also be a key approach from the Bus Station to the refurbished Hippodrome via Macklin Street to the Becketwell Performance Venue. This approach should be enhanced with public realm works and greening schemes. • Agree there are opportunities for short term to medium term measures to provide significant improvements to the public realm, as well as longer term opportunities to provide major new green space and water features e.g., opening up parts of Markeaton Brook and River Derwent. • Suggest best place to re-open the Markeaton Brook would be from Sadler Bridge to Ford St, alongside Bold Lane, Jury St and Willow Row. This could be done in conjunction with enhancing the green spaces around St Werburgh's Church. • Agree with the proposal to enhance and green the areas around the Cathedral. Go further and suggest that some of the car parks could be incorporated into the public realm and transformed into green space. • Also like to see vacant land abutting Cathedral Green incorporated into the Green permanently. • Queen Victoria's statue restored and placed in the new Square, which perhaps could be named Victoria Square. • Welcome the enhancement of Museum Square to compliment the refurbishment of the Museum and Art Gallery - suggest feasibility of demolishing the buildings on Cheapside be considered to expand the square and open up the view to St Werburgh's Church. • Streets in the historic core - agree that these but also the ones that we mentioned previously. i.e. Babington Lane, Green Lane, St Peter's Churchyard, and Gower Street. • Continually targeting the same areas miss the point that they don't exist in isolation. People have to go through other areas to get to them, and they won't do that if they are ugly and unsafe. • The transformation of Public Realm will require a detailed development plan to show how all the areas identified above link together to produce a holistic scheme. • Whilst we agree that public realm and streetscape are important, the Vision's main priorities are to attract more people into the city centre with a better cultural offer, a better residential offer, and a new Rapid Transit System, etc.

Green & Blue Infrastructure	The River Derwent and City Park • Agree with the ambition to create a City Centre Park around the river, and this could extend along the river at the side of Pride Park all the way to Elvaston. The Park could be linked by a pedestrian/ cycle bridge over the river. • Believe in green corridors and the line of Markeaton Brook could become another green corridor through Derby, reopening a new network of water features too. • Propose that the river should be our priority location for bio-diversity net gain replacement. • Riverside Gardens - displays of flowers, in hanging baskets, tubs and planters or in small borders and it is instantly transformed into a happy joyful place. It is a cheap and effective way to enhance the public realm. • The people of Derby always say that the City turns its back on the River. That's not quite true but we don't make the most of it either. Tranquil riverside walks and pleasant green areas are important. • Litter - banks of the River alongside Bass' Rec, you will see litter The banks are too steep for litter pickers to deal with so some strategy needs to be developed to clear the banks of litter and weeds. • Look at opportunities to create smaller green spaces, by considering acquiring sites that have remained vacant for years without prospect of worthwhile development and turning these into urban gardens or even allotments where city dwellers could grow their own food. In some cities residents have adopted them on an informal basis, and they have become community hubs. Greening Streets • sounds laudable but the practicalities need to be thought about. Previous attempts to green the streets by putting trees in planters have failed miserably. • consider floral displays! • Welcome the input of the Derby & Sandiacre Canal Trust in seeking to make the Derwent accessible to boats • The overspill channel also requires to be re-thought in order to avoid the demolition of two heritage assets: locally listed Exeter House Flats (Aslin 1932) and the Harwood's Depository, Derwent Street (Naylor & Sale 1931). • Any new development should be required to be of the highest architectural and environmental standards both here and on Meadow Road: the river deserves embellishment even south of the WHS. • need to develop social spaces in and around the river apart from housing: i.e. bars, cafes and boutique retail outlets to attract people to the riparian areas.
City Living	• Support City Centre living as a way to help revitalise the City Centre. • Awarded Castleward development and have supported use of upper floors of commercial buildings as living accommodation. • Must caution that some studio apartments being squeezed into unforgiving old buildings must not be allowed to develop into the slums of the future. • Agree that quality is important if city living is going to support a re-invention of the city centre into a destination of choice. Poor quality homes should not be seen as a mark of success or progress.

	• Council should produce a residential design guide and development briefs for major sites to provide guidance on design, space and sustainability standards. • DCC should encourage the adoption of design competitions to try and raise the standard of design - for all developments however large and particularly when old buildings are being converted to ensure tenants have a minimum amount of space and facilities.
Accessibility & Connectivity	• Stated in document too many trips into the City are still taken by car causing congestion and reduced air quality. Dispute that assertion - congestion occurs on or outside the inner ring road. • Shoppers wishing to access the city tend to park at the Derbion Centre or in Car Parks on the Northern or western side of the City Centre. • Area within the Inner Ring Road is relatively free of traffic. • Main congestion hot spots are the pinch points of (among others) Five Lamps, Stafford St, the A52/Pentagon Island interchange and further out on Kingsway and the Uttoxeter Road/Manor Road junction. • Inner Ring Road creates a physical and psychological barrier between the suburbs and the City Centre. • How you tame the Inner Ring Road, without causing further congestion, is difficult - more bridges and/or underpasses might be needed (in such a way as not to encourage anti-social behaviour). • Agree there is a problem of connection between the Southern parts of the City, particularly the Derbion Centre and Cathedral Quarter - could be helped by rapid transport system - a cheaper and more accessible solution like small road trains often found in seaside resorts and theme parks.
Heritage	• There does not need to be a tension between conservation of built environment and development. Numerous British Cities and dozens of Continental ones manage this seamlessly. • Studies establishing that the exploitation of historic buildings and environments, re-use of historic buildings, etc. can bring rewards on a similar or better scale than random reactive development. • The latest thinking about the carbon footprint of high-rise new builds as opposed to imaginative re-use of existing buildings seems to indicate that planning permission for buildings like Becketwell, Phoenix St and Derwent Street are wildly inappropriate and exceptionally bad for the planet, let along their impact on the historic environment. A radical, climate-change orientated policy re-think on behalf of Marketing Derby need to be brought about with pressure from the City Council. • Extend our Conservation Areas and list more buildings.
Design Quality	• Quality of design is key to ensuring that the buildings that get built in the City are the ones that meet the objectives of this vision document. • A comprehensive design brief which should set out not just how the building should look and the materials to be used, but also how it will integrate into the street scene. • In the past, poor quality building schemes have been nodded through planning in order to meet some abstract target for “inward investment” to the City. Such developers usually have no knowledge of, or interest in the needs of the City. They just want to take their money and run. This needs to change. • DCC will produce Design Briefs for the brown field sites in the City Centre to assist Developers evaluate them quickly to assist their evaluation and influence possible design solutions.

	• Suggest the setting up of a design panel of local architects and conservation experts to advise developers ahead of a planning application on compliance with the brief. • Also encourage the adoption of design competitions to try and raise the standard of design. • Believe the City Lab should include members of the Conservation and Heritage Advisory Committee. • To describe what is "good design" you need to write a book, but it can be quickly explained as something that is functional but at the same time aesthetically pleasing. • Need to demand the highest standards of design and architecture and promote the use of architectural competition for the design of our new buildings - The Assembly Rooms were designed by the famous Architect, Sir Hugh Casson, in competition with his peers at the time.
Learning	• Discussion and suggestions for revising some of the paragraphs in this section. • The increased presence of the University in the city centre would increase the daytime footfall and increase retail and cultural activity in the area, etc. • Provide freehold land for the University to develop in the City Centre when it becomes available. • Create a stronger link with the City Centre Management Team by forming a liaison group that meets regularly to co-ordinate knowledge and skills events in the community. • Derby University has steadily risen up their league table and their further involvement in the City Centre community would only improve their position and attract more students from across the UK and overseas. • The City Council should be ambitious to attract the University and its students and extend the University Quarter into the city centre to increase footfall and encourage the location of start-up offices and workspaces in the Cathedral Road area starting with the conversion and refurbishment of the Queens Leisure Centre.
Business & Creativity	• The Pick Everard Study to establish the best location for a CBD in the Cathedral Quarter sponsored by the Cathedral Quarter Management Company recommended the Cathedral Road area as their preferred location. The conversion of the Queens Leisure Centre into office use would be the first step to establishing offices in the area, supported by the introduction of a Rapid Transport System linking the area to Pride Park and the Railway Station." • Some Grade A office accommodation in the Queens Leisure Centre conversion would allow start-up businesses to move on from the incubator space. • The University moving into the City Centre is key to encourage spin-off offices and workspace requirements. • The location of the CBD in the Cathedral Road area falls within the revised CBD conceptual area shown on the plan.
Shopping & leisure	• One of the main issues affecting shopping in the City Centre is the question of safety. People who won't shop in the City Centre because of anti-social behaviour, and the actual or perceived threat of violence. • Other cities have overcome this by having regular patrols of what are, in effect, security guards. • A number suggested text changes were suggested under this theme.

	• Market forces will dictate whether there are too many shops and if the move to internet shopping made during the Pandemic is here to stay. • market forces will dictate which shopping areas survive most successfully. • difference in the types of shops in the Cathedral Quarter and the Derbion Shopping Centre must be encouraged and promoted to maintain circulation between the two.
Delivery	• Recommend that advice is taken from either an Architect or Quantity Surveyor before deciding what type of delivery model or contract is adopted for future projects. • Agree that to deliver the ambitions set out in this document there will need to be a senior officer, an Architect, supported by a multi-disciplinary team within the Council dedicated to this project. Redevelopment plans for the City Centre need to be prepared and refined together with the Councillors and the Public as a priority. • Reopening the Assembly Rooms as soon as possible at minimum cost. Preparation of the Redevelopment Plans and the supporting documents and some easy wins to show that we mean business!
Other	• Current Initiatives – Becketwell we supported the Becketwell Scheme - have campaigned for the redevelopment of Duckworth Square for many years. The neighbourhood had become badly neglected. • Whilst we supported the scheme in general, we had to oppose some of the detail. The original design of a 19 story tower block would have been totally out of place in Derby's low rise city centre. • The current scheme is massive and overbearing, but it appears that it is the price we have to pay to get the rest of the development completed. • We applaud the City Council for facilitating the construction of a performance venue within the scheme. • Oppose site - prestigious building of this type, should be in a highly visible and prominent position, and should have been sited on Duckworth Square itself which remains undeveloped and derelict. • In terms of the greening of the City Centre the Council should consider making Duckworth Square a permanent green space - enhance the setting of the performance venue. • Should also consider public realm improvements to Beckett St, as the performance venue will have a considerable frontage onto that street, and many visitors to the venue will approach from that direction. • Transforming Cities Fund - Connectivity between the various modes of transport is urgently needed. • A rapid transport system to connect the railway station, bus station, pride park, the Cathedral Quarter, and Pride Park is a priority. • Suggest starting with a direct and easily understood pedestrian route from the Station to the Derbion Centre. • Castleward and the Nightingale Quarter - we have been advocates for city living initiatives and have supported both these schemes. It is hoped that they will develop a "village within the city" feel as they mature.

Stakeholder: Fabric Advisory Committee Derby Cathedral	
Theme	**Comment(s)**
Public Realm	FAC welcomes commitment to support public realm improvements around the Cathedral, especially Cathedral Green
Green & Blue Infrastructure	• Welcome idea of creating green corridor along Morledge and Full Street • Axis from Silk Mill to Market Place, including Cathedral Green, the Cathedral, Full Street, and Assembly Rooms site, appears to us to offer great potential to fulfil the Council's stated ambitions to bring the river into the cityscape and to significantly green the city centre while at the same time increasing its attractions as a cultural hub. We would therefore encourage the City Council to think ambitiously about this area • City Park - To open up a central park/open air performance space is a good idea provided that it does not become an attraction for skateboarders.
Accessibility & Connectivity	• Link between the Derbion and the Cathedral Quarter needs simplifying. • Transport system to link Derbion, bus and rail stations, Cathedral Quarter would be useful for shoppers and for the less mobile. • Given compact nature of the city centre, 'rapidity' does not seem most essential feature of such a system and a step on/step off bus service might suffice.
Heritage	• Comments relating to the Cathedral Quarter, public spaces immediately surrounding the Cathedral, and riverside. • Use of term 'Cathedral Quarter' in general terms without attempting any precise distinction between 'Cathedral Quarter', 'Historic Core', and 'Cultural Heart': though not coterminous there is substantial spatial overlap between them. • Paper recognises that Derbion has brought about a permanent southward shift in the city's retail 'centre of gravity', and that there has been significant concomitant damage to Cathedral Quarter. • FAC welcomes and supports the paper's key ambition to develop this area into a 'cultural hub' which can constitute a second 'centre of gravity' for the city, in which retail may be present but will not be dominant. Following comments: When people visit a city, they often search out the 'old town' part for character and charm - this may often be a reason for deciding to visit the city in the first place. The paper recognises that some such character survives in some streets in the Cathedral Quarter and that with care it could be enhanced. The FAC believes that the preservation and enhancement of the architectural heritage in and around the Cathedral Quarter is absolutely vital if the Council's aspirations for the area are to be realised.

	Paper recognises the value of heritage in general terms, it omits to mention some key assets: (possibly because they lie just outside the city centre as defined by the ring road) e.g., St Helen's House, The Chapel of St Mary. Any coherent plan for a 'cultural hub' or 'historic core' should take account of buildings such as these. It may be that the policy of 'greening' the inner ring road will be of assistance here. Moving theatre to site of Assembly Rooms, eminently sensible proposal which helps consolidate the cultural hub. Cathedral and its immediate environs (chosen for the paper's cover and frequently throughout the paper) constitutes tacit recognition of the Cathedral's central importance in the iconography of the city, but this is not quite matched by explicit recognition in the text. Believe that plans to revive the Cathedral Quarter would do well to recognise the Cathedral itself as *the* iconic structure in the Quarter and in the city as a whole. The medieval tower and the classical nave are both structures of great architectural merit and of national importance. To protect and enhance classic views of the Cathedral, and to create an attractive environment around the Cathedral, should be key elements in the vision for the Quarter.
Business & Creativity	Idea of developing part of Cathedral Quarter as centre for creative and craft industries, with increased residential use and with associated small quirky independent shops plus cultural attractions and restaurants and bars, is an attractive one. Cathedral Quarter could be recognised as the 'professional' centre for Derby and we believe that traditional professional office use (e.g. legal, accountancy) could be at least as important as 'creative' industries in bringing genuine prosperity to the area.

Stakeholder: Trees for Derby	
Theme	**Comment(s)**
Climate change	All new developments and renovations should demonstrate on-site biodiversity net gain, except where exceptional heritage constraints render this impossible. Increased public green space including along the river corridor should not be used as a way for developers to avoid on-site or at the very least site-adjacent biodiversity net gain measures.
Green & Blue Infrastructure	Suggestions included: • In-ground street-level urban greening measures should be integrated into every street. • Extensive green roofs should be installed on all suitable rooftops, with additional structural measures for new build. • All trees should be protected during development and should not be removed unless they are assessed to be dangerous. • The benefits of widespread urban green infrastructure to residents and businesses must be promoted.

Stakeholder: Derby Climate Coalition	
Theme	**Comment(s)**
Climate change	Ambition needs to go much further. Needs to translate into real work projects. Schemes need to include: • Stringent requirements on energy efficiency, biodiversity gain and net zero carbon with a focused fabric-first approach for all new and retrofit developments. • A wide-reaching and coherent strategy on active travel and public transport to enable zero carbon mobility within and to the city centre. Standards • Discussion points around the use if the Passivhaus system and BREEM levels. BREEM levels needs to incorporate a star level City Centre resources • General agreement, discussed the potential use of rooftops • Explore options for weirs along the river for hydroelectric power generation • With other authorities to persuade national government to renew microgeneration feed-in tariff schemes and microgeneration grants
Culture	The culture and heritage of the city is important- and must be considered in all aspects of the city centre, developing Derby's city centre into a safe, stimulating, vibrant and unique place for the future. Derby's tourism economy • Derby has no city-centre sporting/swimming venue and no large theatre or concert venue. Facilities (Queen's Leisure Centre and the Assembly Rooms) need to be redeveloped and re-opened • Improving atmosphere of city centre through accessibility measures: infrastructure for low-carbon travel options and green and blue infrastructure throughout city will make Derby a far more attractive location for everyone
Public Realm	Public Realm top priority for intervention, enables people to use outdoor spaces for work, leisure, living and shopping. Discussion included: • Ensure connections between locations for pedestrians, including those with mobility impairments, are direct and coherent is essential within these plans.

	• schemes of last few years or under development and their various success including Active Travel Fund, Transforming Cities Fund schemes and the SPOT.
Green & Blue Infrastructure	City Parks • Ensure developments are park-facing where possible. • Larger city centre park is a good idea but needs to be visible and connect with existing and new development in a coherent way. Green Corridors • Prioritise pedestrian and active travel movement. • Increase green infrastructure in the city centre including every street, with street trees and planting integrated with regular seating areas. Re-opening Markeaton Brook culvert: • De-culverting Markeaton Brook and potentially other tributaries of the Derwent is great idea. • Extending this kind of feature through city great for biodiversity, attractiveness and character. River • Permitting/encouraging water sports in city centre would encourage tourism, engagement with city's water features and potentially improve care/respect for ecosystems. . Priority locations for biodiversity • Should not be displacement of biodiversity net gain options either within the city centre or in other locations. Derby's city centre has low proportion of green space in comparison to other cities.
City Living	City living is important to a vibrant city Proposed new residential area • Discussion about areas and suggestions given about active travel and importance of quality of design of the developments. • All provision must have biodiversity net gain on site and be constructed to Passivhaus standard, with on-site renewable generation. Northern Gateway area • Queen's Leisure Centre should be renovated and re-opened. Great examples of historic baths being successfully opened in other cities – offers cultural, heritage and health/sporting benefit to the city centre to have facility operating again. What sort of city centre living should we prioritise • Priority given to upper floors of existing buildings and ensuring buildings are accessible to all. • Development to include affordable housing and quiet zones.
Accessibility & Connectivity	Need far, far fewer motor vehicles in the city centre. Need to ensure people with disabilities – with or without blue badges - are not disadvantaged by any changes. Priorities for creating more sustainable transport solutions • Introduce wide-area 20mph limits across most of the city's current 30mph roads.

	• Short term - Implement trial cycle lane and crossing schemes across the city on major routes, using fixed temporary bollards/wands, signage, lights and paint options. • Medium term - Implement incentive cycle to work/school schemes for 2 - 5 years, to give people opportunity to change habits over all seasons. • Permanent solutions after sufficient trials, to include sustainable drainage and blue/green infrastructure throughout the active travel routes as part of the city centre and wider city greening options. Taming the Ring Road • Idea of transforming the grey and unpleasant ringroad into green/welcoming boulevard is great. • To encourage people to access city centre using active travel, better to increase green infrastructure, decrease speeds, reduce carriageway space and improve active travel crossings. Support to local business • Evidence that local businesses don't rely on people parking close to their businesses: Businesses rely on people being able to walk or wheel into stores • Key consideration - people stay longer/spend more in places which feel safe/pleasant - spaces with lots of moving and parked cars not regarded as nice places to be. Parking provision • Disabled parking provision should be maintained, preferably increased • Explore disabled blue badge scheme for cycles - recommended by Wheels for Wellbeing - recognising many disabled people with conditions such as arthritis can cycle but may struggle to walk/need permission to cycle slowly/carefully in pedestrianised locations. • Parking for others should decrease • Parking for cyclists Proposal for a new corridor on the western side of the city centre • Discussion around cycle routes, crossings and improvement to the road structures. Other barriers • Infrastructure the primary barrier to active travel: Use LTN 1/20 and Inclusive Mobility as baselines for public realm development.
Heritage	Agree that heritage needs greater recognition. Buildings fit for the future • Ensure buildings remain up to date is not against conservation and heritage. • Upgrading historic buildings - particularly to provide heat/sound insulated residential accommodation on upper floors Tall buildings • New tall buildings in the historic core would detract from the other aims in this document for improving the tourism, business, cultural and commercial opportunities within city centre.

Design Quality	Good design takes a fabric-first approach. Accessible for all, zero carbon, durable with a century-plus projected lifespan, flexible for multiple uses, permits biodiversity net gain on-site and has renewable generation built in. Meeting the Passivhaus standard for buildings and Inclusive Mobility/LTN 1/20 standards for public realm and outdoor spaces will ensure good design in all future city centre development.
Business & Creativity	Broadly think important to have some residential and commercial spaces mixed with any business/office area to ensure 24-hour use of areas for vibrancy and security.
Shopping & leisure	Number of shops • Agree too many shops - increasing residential and office space in the city would make city centre more vibrant and increase viability of the remaining shops. • Flexibility needed - if in future there was a shortage of shop space, then more shops could again be allowed to open. Having empty buildings is not good for the city at all. Retail core reduction • Suggestions for reduction on Babington Lane uphill (South) from the Green Lane junction – difficult/inaccessible area of the city - if shops here could be helped by the council to move into empty premises elsewhere in the city it would make them a lot easier to visit. • Design needs to remain flexible
Delivery	Whatever strategies are pursued, strong contracts must be implemented to permit the council to hold developers to high standards. Must include ability to demand considerable post-construction changes at the developer's expense where appropriate standards are not followed - including accessibility and active travel standards within the development. Other studies and strategies • Requiring Passivhaus modelling and certification for all new and retrofitted buildings, with minimum EnerPHit standard requirement for retrofit - has advantage of creating opportunities for training and development, making Derby a UK-leader in energy efficient building techniques. • Requiring green roofs on all new buildings with appropriate roof pitches. • Requiring installation of renewables (generally solar PV on appropriately oriented roofs. Main priorities over the next five years • Public realm in city must be more accessible and attractive. • Without improving active travel options into and around the city centre, none of the other targets will be achievable. Includes provision of high-quality walking, wheeling, and cycling routes, include seating, high-quality cycle parking and green and blue infrastructure, to make routes comfortable, attractive and safe. • Key locations e.g., Assembly Rooms, Queen's Leisure Centre, Market Hall should be renovated to capitalise on cultural/heritage potential of north of city and attract more people

Stakeholder: WW Winter Heritage Trust	
Theme	**Comment(s)**
Culture	• Focus should be Cultural and Historical features of Derby, Winter's project could support in playing important, complementary role in City's future. • In depth discussion on how their assets contribute e.g., glass plate negatives to diversity aspirations.
Public Realm	Suggestions include: • Plans for railway area in proposal expanded to include Midland Road, London Road and Railway Terrace as key routes. • Formation of 'The Railway Quarter' for Southeast of city, to include Royal Crown Derby and Arboretum.
Heritage	• Winter's studio on list of designated Heritage Assets, the studio is oldest purpose photographic studio in country probably the world. • Discussion of 2009 ''Derby Conservation Areas' and complimenting long-term goals for preserving historically important studio. • Currently applying for funding exploring the preservation of the studio and contents. Discussion around role could play in supporting, working with community and education to celebrate heritage and champion photography. • Plans for development could help improve/encourage others to do the same • See project as important step in improving built environment of Midland Road, London Road, Nelson Street and Railway Terrace – most of which is a Conservation Area. • Realise no high-rise buildings planned for area, but in principle NOT in favour of any high-rise buildings in City. • Remaining and varied historic housing/building stock should be improved and brought back to use: Bonded Warehouse on Nelson Street an example

Stakeholder: Cathedral Quarter BID	
Theme	**Comment(s)**
Climate Change	Ambition - little detail to make any comment on if the plans are ambition enough. Climate change considerations should underpin and be integral to any development in town and city centres in the future. Make more of city centre resources - ability limited within the city centre consideration should be given to energy requirements for all new developments and where possible build energy generation into new development sites/buildings. Rapid transit system - not relevant or appropriate for just city centre unless it has reach into the suburbs, obvious need to be commercially viable and meet needs of those living in/around the city centre. Markeaton Brook • would potentially mitigate climate change of increasing temperatures and increased run-off from increasingly heavy downpours. • Culverting the brook created more space for building and raising buildings above flood risk. • flood runoff is much greater but the culverts' flood capacity has not increased - could have serious consequences. Open river has higher flood capacity than culvert, a slight overflow certainly won't have the catastrophic consequences of a blockage or collapse. • Revealing culverted rivers and watercourses will potentially mitigate flood risk but will take a place back to its origins, creating spaces to relax in the city centre, improve the ecology of the city centre and potentially mitigate temperature increases. Transport • Air pollution - potentially 'cleaner' less polluting transport of the future will provide more opportunities and different solutions to access to all parts of and around the city centre in the future.
Culture	Culture at heart of transformation • Agree but with serious concerns part of Cathedral Quarter labelled 'the Cultural Quarter within the historic core'. Historic core has been known as the Cathedral Quarter since 2008 and has embedded in the local geography and developed a clear identity building on its brand values as 'individual, diverse and inspiring'. • Cathedral Quarter has been centre of Derby's cultural offer and should remain as being part of the Cathedral' Quarter's identity. Important to develop this aspect of the city centre and build upon the assets already in the Cathedral Quarter to be future facing and even more creative and culturally diverse. Ambitions • Agree all aspects of culture identified for the Cathedral Quarter but not under a banner of 'Cultural Quarter'.

	• Be more ambitious and equip for being able to realise and deliver against these ambitions. • Derby has potential to be world class in certain respects, building on innovation of our past and using this to fuel our future. More to develop tourism • Besides the Cathedral Quarter Hotel there is only basic hotel provision in the centre. • To attract a mid to upper market hotel the city needs a new performance venue (addressed through the Becketwell development), the development of Assembly Rooms site as new cultural venue and associated University buildings will add to this appeal. • Build on assets and attractions in their own right, like UNESCO world heritage site, Museum of Making and other attractions which the city will need to invest in, including a solid cultural and entertainment offering.
Public Realm	Public realm and streetscape should be one of the Vision's main priorities • Agree. Wayfinding with information panels and signage is crucial and carefully considered signage installed in around 2008 has not lasted well and has not been kept up to date. • Public realm needs to reflect what we are trying to achieve as a city and use it as an opportunity to embed the 'identity' of the city into the fabric of the streets and open spaces and not simply see this as something in isolation e.g., improvement to roadways and footpath surfaces. • Last wayfinding scheme where the sculptured posts were supposed to reflect 'cogs', picking up on the manufacturing background of the city and the bollard ends of the footbridge leading to St Mary's Church are in the shape of bobbins. Right location • Agree it is important to consider the spaces between the streets and roads of Cathedral Quarter, how more can be made of these and create interesting links and spaces or people to dwell and navigate. • Spaces such as St James yard linking Sadler Gate to St James Street and open areas behind Iron Gate and Sadler Gate. Blacksmiths Yard is another area. • Agree with the plans for the Cathedral and the Market Place. Markeaton Brook Culvert • Osnabruck Square would benefit from the opening up of Markeaton Brook where a feasibility study has already demonstrated how this would look. Other areas • Public realm in Iron Gate and Sadler Gate also needs attention and has not been mentioned. These streets are long overdue for refurbishment of a good quality and Iron Gate should have the curbs removed to allow a more shared space/ pedestrian feel to it
Blue and Green infrastructure	City centre park • Agree with ideas for park - should be integrated with a restructured/rebuilt Riverlights building which has more of its facade facing the river with terraces overlooking the river - the orientation of this building should have been turned 90° when it was first built so that the side currently facing the court is facing the river. Markeaton Brook Culvert

	• Potentially key to create attractive spaces to dwell and lead people around centre. Victoria Street not a pleasant space and has always acted as a divide for people crossing from Cathedral Quarter to St Peters Quarter and vice versa. By opening up the brook it will potentially create a natural place to meet and cross between the two parts of the city centre. • needs to make provision for an increasingly aging population with potentially less mobility where individual modes of transport will be essential for even very short distances for many more users. Biodiversity net gain replacement • The river needs to be something which is more accessible and meaningful to the city centre as well as the Markeaton Brook being a natural tributary into the river and acting as a wildlife corridor. • Other smaller spaces and the streets themselves should be considered as green corridors and networks where flora and fauna can naturally develop.
City Living	City living • Agree with idea of people living in the city but being mindful of quality of residential build, lifestyle of occupants being compatible with the location within the city centre and those who currently do not live in the city centre but who we would like to attract. New residential areas • The triangular area bounded by Traffic St on the north western edge and Willow Row from its north west corner south east to the Bold Lane Car-park is currently residential but is aged housing stock. This should be re-developed to 21 century standards and more permeable from Willow Row to George Street. • Opening of the brook at this point would create an opportunity for a mix of residential and cafes and even an extension to the University's development by the waterside. It would also help add to the green corridors linking with the new University Business School • Not sure what is meant by the 'Cultural Heart'. If it is meant to refer to the Cathedral Quarter area please use this location reference. There are certainly opportunities on upper floors in this area but many buildings are listed. If these developments are to be undertaken they need to be mindful of the nature of the buildings and are probably more suited in places like Sadler Gate to office accommodation due to the street being an active centre for night-life. Northern Gateway area • This site retained as an operating leisure centre as there is no other such facility within the city centre and the health of city centre residents should be a priority consideration. • There is no sense of arrival at this point - any sense of 'Gateway' has been lost in the northern part of the city centre. This needs careful consideration and should not be seen simply as a residential development opportunity. What sort of city centre living should we prioritise? • Young professionals who potentially will work in the city centre - however there needs to be new office space which goes alongside this. Affordable Housing • Given current provision this should be the last category provided for. There needs to be an appropriate balance and range of accommodation in appropriate parts of the city centre. Quiet Zones

	• Agree with quiet zones but not retrospectively otherwise this imposes new restrictions on existing businesses. Some streets are naturally quiet such as St Marys Gate. These areas could then be protected in some way, encouraging office but not late-night hospitality to exist in these locations. • New residential should not be built where there is a potential conflict with night time business use. The existing businesses should not face new restrictions due to new residential use being established in the area where the night time businesses already exist.
Accessibility & Connectivity	Reduce the number of motor vehicles • If city centre is defined as 'within the existing inner ring-road', the answer is no. Derby cannot be compared to any other large cityTraffic flow is already severely restricted within Derby centre to a point where it is hampering its future viability as a thriving centre. • Given the small and compact nature of the city centre appropriate vehicle movements should be provided for city centre residents and those whose business work may require movement to and from their place of work during the day. • Other parking for visitors to the city centre and workers based in the city centre should be provided within easy walking distance at regular sites around edge of the city centre along the line of the current inner ring road. As the population becomes older, independent means of transport will become more critical. • Inner ring road should be more permeable for pedestrians and traffic should be encouraged to use the outer ring road more. The weakest corridor around the city is the A61 link between the Pentagon Roundabout and the A38 Abbey Hill junction. If improved, it would create a more viable route around the north east of the city further out from the centre. • This would also enable improved connectivity between Pride Park, Castle Ward, the Railway Station and the Nightingale Quarter by reducing road capacity along Traffic Street and Bradshaw Way. Sustainable transport solutions • Use of new cleaner forms of individual transport, such as electric buses and electric cars will increase, and mobility scooters and electric scooters already highlight this. • Derby is not sufficiently large enough to warrant the cost of a single mass transit. • priority should be to encourage any traffic which is not destined for the city centre to travel around it further away from the city centre not travers it around the inner ring road. Taming the Ring Road • Transport layout needs to encourage movement in and out of the city centre from all directions, reducing the need for an inner-ring road. • Agree that there is a need to have several bus hubs and car parks distributed around the edge of the city centre accessible from the inner ring-road and not focused on the south. This would not only support a more viable centre but also reduce journeys around the inner ring road. Local businesses • Provision for major car parks to be based at several points around the edge of city centre. • One-way systems should be reduced in the city centre to enable the most direct route to be taken to get around it for those who need access. This should include residents and workers who need their car during their working hours.

	• Other independent means of self-drive electric pods/cars should also be considered to move around the city centre if necessary. Parking spaces • Car parking needs to be provided to meet the needs of those who work and live in the city centre - predominantly around the edge of the centre or at least within easy access of the edge of the city centre. Small-scale rapid transport system • No. The funds should be spent on providing well distributed bus arrival and departure points and car parks. • Derby is not a big city centre - emphasis should be on accessibility and not rapid. • Consider some sort of easy, clean, small-scale, hop on hop off transport system across the city centre. • Include a transport link from the Railway station. New corridor on the western side of the city • Make more of trees along Friar Gate and Bold Lane as part of two access points from university to city centre • Markeaton Brook scheme - opening this up around the George Street/ Cavendish Street would also help. • Corridor should be more ambitious than discussed in the Ambition Document. The designs should be a way of enhancing the arrival into the city for everyone not just students, staff and users of the university. Barriers • Provide a scheme which works with people and not to create a situation which is not workable or acceptable. Banning all traffic from entering the city centre is not a solution. It will only serve to stop people coming into and using Derby as a place to live work and play.
Heritage	Heritage assets • Agree with making more of our heritage assets. • Concerned no mention of Cathedral Quarter in section although 'Historic Core' is within this area. The heritage assets should be used as a way of informing our future and presenting new opportunities to us. The Museum of Making is a good example of how this has been achieved and even more could be made of this. We can use heritage to work for us economically, heritage should not simply be viewed as something locked in the past to be simply looked at. Protect our unique heritage assets but have buildings that are fit for the homes and businesses of the future • More flexibility should be given to the interpretation in which listed buildings are developed. To protect them they also need to be fit for use and commercially viable. • Heritage has a value and protecting the buildings in an appropriate way will enhance that and encourage appropriate investment. If development is restricted too much the buildings become liabilities and will become more vulnerable to neglect. Heritage Action Area • Agree with this area.

	• Should also cover Friar Gate - this zone and its associated criteria should be used to unlock the potential of the area and fuel economic, social and cultural growth and breathe new life into an area which has not realised its potential. Protecting important views from harmful development? • Yes, to a point - however new development is not necessarily harmful. The London City skyline is a great example of where St Paul's Cathedral and Greenwich Naval College form part of a modern and visibly vibrant city skyline. The Shard and Gherkin are icons and stand proud in their own right. If the only view is one with historical buildings it reflects a city which is stuck in the past and not looking to the future. We need to see both old and modern in our views of Derby. Tall buildings • Not necessarily agree that tall buildings should be resisted. • New buildings in the Cathedral Quarter should be of a high quality and innovative design located in an acceptable site which does not block key views of the historic but may add vibrancy and contrast to what is already there. • Provided they do not block key views of historic buildings from key vantage points but may add to the view. • There may be other sites. Each needs to be carefully evaluated. • Tall buildings are needed in the city centre to make the city more commercially attractive to invest.
Design Quality	• Good design of buildings depends on the perspective of who you ask. • Design should allow for the way in which people expect to and interact with the building. This interaction will happen on many different levels, and it is as much about the way in which people interact with the building as the building interacts with them as well as being fit for purpose and value for money. • A building should cater for a range of interests for the long term, and not simply satisfy a limited number of people. This is why over time some of the aspects of listed buildings which have design elements which are no longer relevant such as large chimney tacks and open fire places are not something we would necessarily consider as a 'good design' feature today. • Factors such as sustainability, character and appearance, how the design fits with its environment and how it affects people's health and well-being are all factors which will have a bearing on whether or not a building is considered to be of 'good design'. We need to aspire for 'great design where-ever possible where form and function align and sit comfortably within Derby's city centre. : Design quality needs to be raised to transform the city centre: • Agree - the city is blighted with buildings which are of poor quality and create significant opportunities to re-develop. These include steel framed buildings in St James Street and Iron Gate which only serve to detract from the attractiveness of the built environment and not enhance. • If approach taken with the refurbishment of listed buildings does not take into consideration current use, lifestyles and commercial realities these buildings are equally at risk of becoming redundant and unsustainable. How prescriptive should we be about the standard we want? • We should be open to new and innovative and creative design but key checks, support and encouragement need to be in place to encourage

	'great design'. We agree within the proposals to manage this as outlined in the Ambition document.
Learning	• Creating physical links with the University buildings and the surrounding parts of the city centre within which they exist is key as well as taking advantage of the economic benefits of having students and staff living and working in the city centre. • Businesses such as cafes as well as shops will benefits as well as generating new opportunities for start-up and emerging businesses. • Queens Leisure centre should he retained as a leisure complex to serve the needs of the students who live in the city centre besides serving the health needs of residents of the city centre. Encouraging people to travel south 3 miles to Moor Lane goes against providing a 15 minute city. • Support idea of creating a direct route from the Business School through a redeveloped area along the banks of an open Markeaton Brook in what is currently the housing area along Cavendish Street. As discussed above. • Support plans for a university based cultural venue at the current site of the Assembly Rooms. How could we further support the University in delivering its academic and broader civic ambitions? • The integration of the university as well as the college into the fabric of the city centre and considering the needs of students as part of an over-all resident strategy for the city centre would help everyone ensure that we make the most of the extra footfall and do not simply regard the staff who work there and students as 'passers-by'. What more can we do to embed knowledge and skills development into the fabric of the city centre? • Consideration should be given to creating student forums which are used as consultative groups for planning applications and delivery of strategic initiatives in the city centre on a permanent basis. • This could be based around a core of representatives from the School of the Built and Natural Environment with representatives from the other faculties. The Architecture students already get involved in design projects and more should be done with this. We should also develop those links with the university which resonate with the 'identity of Derby' such as innovation and the advanced manufacturing which exists here and encourage, develop and celebrate the success of these skills use them to develop this aspect of Derby's identity even further. By creating stronger links with local businesses will generate and stimulate new ideas and ways of working which will serve to develop the Derby city centre economy even further.

	Firmly establish Derby as a destination city for students from across the UK and overseas? • If University and College are incorporated more into all aspects of the city's life and serve to strengthen those aspects of Derby such as 'making' and innovation, then the city centre will develop a more distinctive identity and become more vibrant and attractive to many more people from across the world. • The city centre also needs to get the basics right of having good quality and affordable accommodation, good transport links, a strong evening and nighttime economy and effective promotion targeting students as a great student destination. Opportunities for further University related development along, the proposed corridor • Very ambitious to the point of totally re-developing this existing residential • The routes running parallel to this should also be integrated into this concept i.e Willow Row and Friar Gate to make these more attractive boulevards into the city centre and permeable across the north east to south west direction.
Business	Are there other office formats we should consider? • There are opportunities to create space for established businesses and encourage larger corporates, such as Rolls Royce, to have cells in office space which allows their personnel to integrate and work with other established or even growing businesses. • There also needs to be flexible space for start-up and emerging businesses with options for hourly bookings and grow-on space with short term lease or license arrangements. • All office developments need to feel vibrant and provide meeting spaces in cafes and restaurants type space (outdoor and inside) as well as more traditional meeting and conference room space. These need to be mixed in with good quality but affordable residential accommodation with health and leisure suites, gyms etc. City centre office market • Yes. Pride Park could be less office based and considered as more or a last-mile logistics hub for onward distribution of increasing logistics demands for city centre businesses and residents in and around the city. Office based businesses located in Pride Park should be encouraged back into the city centre through the development of office accommodation blended with residential and leisure developments in an attractive built environment creating a sense of community. This will be key to encouraging a vibrant and appealing working environment. • Parking provision will be essential. It cannot be an after-thought or trying to limit car use. Parking has been discussed above and easy access with easy parking will be essential as well as providing attractive residential space with the city centre for those who work here. • We should also be encouraging independent, creative and innovative businesses to not only start up in Derby city centre but to move here, grow and develop. Whether this is retail, leisure, hospitality, daytime or night time. It may even be craft and actual 'makers' of product who should be encouraged to increase the diversity and create a mix of businesses which builds upon and reinforces Derby's identity as a city of innovation and enlightenment. Office space will potentially be associated with all these other types of business and office based businesses may be stimulated and encouraged to be based here with this greater mix and diversity.

	Do you agree with the broad location for a redefined CBD shown on the map above? • Yes. But concerned that once again the area covers the Cathedral Quarter and yet the 'Cathedral Quarter' has not been mentioned. It is very unfortunate that the area has already lost two key office-based businesses employing hundreds of people from this area this year who have moved to Pride Park. • It will be very difficult to re-locate them back in the short term and more should have been done to retain them in this area at this time. We need to be mindful that as we develop and deliver plans for the city centre we try to protect and support those existing aspects which are integral to the future ambition. Any erosion of these factors simply makes it more difficult to achieve our aims. Creative Industries Quarter • Agree that the Cathedral Quarter can develop its creative elements. concerned that the term 'Creative Industries Quarter' has been used for what is an established geographical area and identity for this part of the city centre known as the 'Cathedral Quarter'.
Shopping & leisure	Number of shops in the city centre • Nationally it is estimated that there is excess of retail floorspace in town and city centres of anything between 20% and 40%. • To establish Derby's requirement there should be a new retail and leisure study undertaken with an updated lifestyle and demographic review of the catchment area. • This will help us understand the possible gaps in the existing offer, where there is excess capacity and identify other opportunities. • Need to encourage exploration of the city increasing dwell time and footfall. With the everchanging retail scene, there is a need to accommodate different and innovative types of retail and leisure business. • The historic and diverse streets should be promoted for an experience of blending independent retail with culture and leisure and increasing dwell time in the public realm. • Explore ways of assisting landlords and business owners to reduce the ground rent by having unused spaces above their retail units, converted for other uses, not necessarily residential. Creating an Enterprise Zone in the Cathedral Quarter may help stimulate investment and some of the required developments and investment. Defined retail core should be reduced • Not necessarily. Retail opportunities should be considered across the existing retail core but perhaps more clustered with different types of retail in different areas to develop the distinctiveness of the different areas across the city centre, even having distinctive communities and areas within the Cathedral Quarter and St Peters Quarter themselves. • The retail offer and developments should also consider how they capitalise on the increasing presence of the University and indeed an increasing diversity of lifestyles among the resident demographic of Derby city centre's catchment area. Do you agree with our ideas for the role of different parts of the city centre? • It is important to build on the distinctiveness of the different parts of the city centre and develop the profiles of Cathedral Quarter, St Peters Quarter and Derbion which should all be complimentary to each other and be permeable and link effectively with each other encouraging exploration and flow of people across the entire city centre. By developing the city centre

	offer in this way it will help curate the city centre as a whole and support the distinctive offer of each area. • One note of concern is that this section identifies that St James Street is dark due to its tall buildings. It does not get much sunshine either due to its east/ west orientation and tends to funnel wind. This is not conducive to outdoor cafe seating in a cold breeze without sunshine. However, St James Yard has a very sunny aspect and would serve well as a destination for outdoor cafes in a piazza type area encouraging footfall between three important streets in the Cathedral Quarter, rather than it being a car park. • The cultural, leisure and evening night time economy needs careful curation building on the distinctive aspects the different areas of the city centre but making sure that there is a coherence and easy navigation between the different types of offer day and night.
Delivery	Which delivery model or models should we give priority to? Are there any other models not listed that could be pursued? • It is encouraging to see that the Council is intending to take a lead and where necessary undertake CPO's where its support and investment will help drive confidence and encourage investment from the private sector. • Direct development with a development manager where appropriate and possible would help demonstrate leadership and re-establish confidence in the city centre. Derby has developed a reputation with investment companies operating nationally that the local authority here is difficult to work with. This potentially would encourage possibilities of joint ventures or investment partnerships and ultimately private sector investment. • Where there is any development in the city centre, consideration needs to be given to the context and how it fits with the overall ambition for the city centre. Having clarity of vision and clear plans with buy-in from strategic partners will go a long way to establishing potential investor and business confidence. • A City Centre Programme Management Board made up of key partners in the city centre is a good thing in principle but there needs to be a structure which has real authority and an ability to drive and manage delivery. Simply monitoring and shaping strategy is not enough. • A cross departmental approach and a dedicated senior officer post within the council is welcome. • The Cathedral Quarter BID will want to work with the Council in supporting and working with them to develop plans in more detail and support and contribute its energies and skills to the delivery programme. • The Cathedral Quarter will be please to support the development and delivery of this Ambition document by take a leading role in the development of a mini-masterplan for the area. What other studies and strategies will be required to support delivery? • There should also be a retail, leisure and cultural strategy developed as discussed above in section 2.11 above. There should also be a city centre residents strategy which considers the different types of people living in the city centre, including students and how the accommodation and the city as a whole meets their needs. Main priorities for intervention • This document is a good starting point but the next step is to bring together the data on who live around the city in terms of demographics and lifestyles and identify clearly how the needs of this population are to be met. • There should also be a retail, leisure and culture capacity review commissioned.

	• Once this is completed a review of strengths, gaps and opportunities should be undertaken for the city as a whole and the three different parts of the city centre, Cathedral Quarter, St Peters Quarter and Derbion. This will start to help inform the inform the development of the identity for St Peters Quarter- not just St Peters Cross, which cannot be done in isolation as part of the HSTF Work. • Once the strengths and opportunities of the city centre have been identified, these can be used to help shape the priorities for the next five years. • The Council needs to have a close working relationship with key stakeholders in the city centre including both Business Improvement Districts, Derbion, the College, the University and the existing residents of the city centre. • The plan needs to be communicated to business in the city centre and those around the city, the population living in and around the city centre as well as potential students of the university and potential businesses and investors of Derby. • A clear structure for delivery programming and implementation needs to be pulled together using all key partners to make their contribution to this. • The Cathedral Quarter BID will be happy to work with you to pull together the detail behind these priorities.

Stakeholder: St Peter's Quarter BID	
Theme	**Comment(s)**
Climate Change	• Climate change considerations should underpin any development in town and city centres in the future. • Should be in a way which considers the commercial impact and the opportunities which these considerations may generate. • Should not be seen as reasons why things cannot be achieved but be seen as ways in which the approach to issues may be different than they might have been without climate change considerations. • Ability to using city centre resources will be limited to within the city centre • consideration should be given to energy requirements for all new developments and where possible build energy generation into new development sites and buildings. • Do not believe that a rapid transit system is relevant or appropriate to the city centre alone due to its compact nature {recognised in the 'spatial overview') unless it is one which has a reach out into the suburbs of the city and it would need to be commercially viable. • opening up Markeaton Brook would potentially mitigate climate change in respect of increasing temperatures and increased run-off from increasingly heavy downpours. Revealing culverted rivers and watercourses will potentially mitigate flood risk but will take a place back to its origins, creating spaces to relax in the city centre, improve the ecology of the city centre and potentially mitigate temperature increases.
Culture	• agree culture should be at the heart of city centre transformation • concerned Cathedral Quarter is now being labelled 'the Cultural Quarter within the historic core'. Historic core has been known as the Cathedral Quarter since 2008 and has been embedded in the local geography and has developed a clear identity.

	• 'culture' should be at the heart of the whole city centre transformation and not exclusive to one part of the city centre. Culture presents opportunity to support and develop the identities of all the different parts of the city centre. • St Peters Quarter's cultural offer could be developed further. • reference has been made to a costly rebuild of the Hippodrome, there are other facilities which could act as some sort of cultural venues e.g., Concert Hall in East Street (where the audience galleries still exist), the Art School building on Green Lane and historic nave of the church at 1st floor level at the junction of Green Lane and St Peters Church Yard. Theses could all be revitalised cultural venues. • city would benefit from a city-centre-wide coordination of programming and profiling of the different event venues, both outdoors and indoors - considerable opportunities to use the many small venues across the city centre as well as the larger ones • Besides the Cathedral Quarter Hotel there is only basic hotel provision in the city centre. To attract a mid to upper market hotel the city needs a new performance venue (Becketwell & Assembly Rooms sites discussed) • Access is vital issue to get right for visitors to the city centre.
Public Realm	• Wayfinding with appropriate good quality information panels and signage is crucial and carefully considered signage installed in around 2008 has not lasted well and has not been kept up to date. • Agree with improved link to the river along East Street and through to an open green area in St Peters Churchyard with consideration for linking beyond that to Becketwell along Macklin Street. • Agree with consideration of the Spot and St Peters Street. • Agree with plans for Osnabruck Square which would benefit from the opening up of Markeaton Brook. • Agree with ideas for the link to the river along East Street. • Should be no through traffic from the junction of St Peters Street and Babington Lane to Osmaston Rd, not even buses or disabled. This would make the Spot a much more attractive space and could have more greenery and trees in the area. This area catches the sun and could be a great area for outdoor cafes and restaurants. • Osmaston Rd to Bradshaw Way, Green Lane and Babington Lane all need consideration. Babington lane could be an attractive street with narrower carriageway and wider footpaths. Green Lane needs to have strong links into the new Becketwell developed area. • The junction with Green Lane and Macklin Street needs to be made more attractive.
Green & Blue infrastructure	• Agree with general location for proposed city park - should be integrated with a restructured/rebuilt Riverlights building which has more of its facade facing the river with terraces overlooking the river • Greening and softening / reduction in carriageway of Traffic Street would encourage more access between Castleward and St Peters Quarter • Agree with new green corridors also entrance along London Rd and down to the Spot could be a greener space. More should be made of the riverbank between Riverlights and the old Magistrates Courts, now the Riverside Connect building. • Markeaton Brook culvert - key to creating attractive spaces to dwell and lead people around this part of the city centre. The current space of Victoria Street is not a pleasant space and has always acted as a divide for people crossing from St Peters Quarter to Cathedral Quarter and vice versa. By opening up the brook it will potentially create a natural place to meet and cross between the two parts of the city centre. • Biodiversity net gain replacement - river needs to be more accessible and meaningful to the city centre as well as the Markeaton Brook being a natural tributary into the river and acting as a wildlife corridor.

	• Other smaller spaces and the streets should be considered as green corridors and networks where flora and fauna can naturally develop.
City Living	• Agree city living improve vibrancy - but being mindful of quality of residential build, lifestyle of occupants being compatible with the location within the city centre • Agree with residential sites in principle. Essential that with an increasing residential community residential development does not replace parking provision but must be considered alongside it. Babington Lane an e.g., where should be considered as key car park hub as well as potential for residential. Serves residents, visitors and workers and mean that these cars do not need to circumnavigate the city centre using the inner ring road. • Northern Gateway – should be retained as an operating leisure centre as no other facility within the city centre and the health of city centre residents should be a priority consideration. • City centre accommodation to prioritise - young professionals who potentially will work in the city centre - however there needs to be new office space which goes alongside this • Approach to affordable housing - Given current provision should be the last category provided for. Needs to be an appropriate balance and range of accommodation in appropriate parts of the city centre. • Quiet zones - agree but not retrospectively otherwise this imposes new restrictions on existing businesses. Some streets are naturally quiet. These areas could then be protected in some way, encouraging office but not late-night hospitality to exist in these locations. • New residential should not be built where there is a potential conflict with night time business use. The existing businesses should not face new restrictions due to new residential use being established in the area where the night time businesses already exist.
Accessibility & Connectivity	• Ambition to reduce motor vehicles in cc - if city centre defined as 'within the existing inner ring-road', the answer is no. • Derby cannot be compared to Birmingham or Nottingham; traffic flow is already restricted within Derby centre where it is hampering future viability as a thriving centre. • appropriate vehicle movements should be provided for city centre residents/business work may require movement to and from their place of work during the day • parking for visitors to the city centre/workers based in the city centre should be provided within easy walking distance at regular sites around the edge of the city centre along current inner ring road. • As the population becomes older, independent means of transport will become more critical. • Inner ring road should be more permeable for pedestrians and traffic should be encouraged to use the outer ring road more. • weakest corridor around city is the A61 link between Pentagon Roundabout and A38 Abbey Hill junction. If improved would create a viable route around the north east of the city further from the centre. Would enable improved connectivity between Pride Park, Castle Ward, the Railway Station and the Nightingale Quarter by reducing road capacity along Traffic Street and Bradshaw Way. • Use of new cleaner forms of individual transport will increase - mobility scooters/electric scooters already highlight this. • Derby not large enough to warrant cost of single mass transit. • priority should be to encourage traffic not destined for city centre to travel further away from city centre not traversing via inner ring road. • Taming the ring road - transport layout needs to encourage movement in/out city centre from all directions, reducing the need for an inner-ring road.

	• Agree there is a need to have a number of bus hubs and car parks distributed around the edge of the city centre accessible from the inner ring-road and not focused in south. Would support a more viable centre but also reduce journeys around the inner ring road. • Provision should be made for major car parks to be based at points around edge of the city centre. • One-way systems should be reduced in the city centre to enable most direct route to be taken to get around it for those who need access. • Other independent means of self-drive electric pods/cars should also be considered to move around the city centre if necessary. • Car parking needs to be provided to meet the needs of those who work, visit and live in the city centre. These could be predominantly around the edge of the centre or at least within easy access of the edge of the city centre • Small scale rapid transport – Do not agree - funds should be spent on providing well distributed bus arrival and departure points and car parks. • Consider some sort of easy clean small-scale hop on hop off transport system across the city centre between these - include a transport link from the Railway station. • Making more of trees along Friar Gate and in Bold Lane as part of two access points from university to the city centre would be a great idea. • Markeaton Brook - opening this up around George Street/ Cavendish Street area would also help. • This corridor should be more ambitious than that discussed in the Ambition Document. • Barriers to sustainable transport switch - key is provide scheme which works with people and not create a situation which is not workable or acceptable. Banning all traffic from entering city centre not a solution will only stop people coming into and using Derby. Taking note of the comments above will help.
Heritage	• Agree that heritage makes economic contribution - concerned that no mention of Cathedral Quarter in this section although the 'Historic Core' is within this area • More flexibility should be given to interpretation to the way in which listed buildings are developed. To protect them they also need to be fit for use and commercially viable. Heritage has a value and protecting the buildings in an appropriate way will enhance that and encourage appropriate investment. If development is restricted too much the buildings become liabilities and become more vulnerable to neglect. • Agree with Heritage Action Area but should not be at the cost of or neglect of the heritage assets in St Peters Quarter, of which there are many • Protecting important views from harmful development - Yes to a point - new development is not necessarily harmful. The London skyline great example (St Paul's St Peters and Greenwich Naval College) form part of a modern and visibly vibrant city skyline. The Shard and Gherkin are icons and stand proud. If the only view is one with historical buildings, it reflects a city stuck in the past and not looking to the future. We need to see both old and modern in our views of Derby. • Derby's pre-occupation with protecting views has had a significant negative impact on the city centre to date, making certain developments commercially unviable. • The Tall Buildings Policy was not a balanced or objective approach and hinders progressive city centre development. Yes, we need to protect, but we also need to make Derby seen as a forward thinking and innovative city that encourages developers to build something which is innovative exciting and commercially viable. • Tall building historic core - New buildings in the St Peters Quarter should be of a high quality and innovative design located in an acceptable site

	which does not block key views of the historic but add vibrancy and contrast to what is already there. Gherkin in London good example of how this can be achieved. • Provided they do not block key views of historic buildings from key vantage points but add to the view. There may be other sites. Each needs to be carefully evaluated. Tall buildings are needed in the city centre to make the city more commercially attractive to invest.
Design Quality	• Good design of buildings depends on the perspective of who you ask. • The design should allow for the way in which people expect to and interact with the building. This interaction will happen on many different levels, and it is as much about the way in which people interact with the building as the building interacts with them. • A building should cater for a range of interests for the long term, and not simply satisfy a limited number of people. Over time some aspects of listed buildings have design elements no longer relevant e.g., large chimney stacks/open fireplaces are not considered as a 'good design' feature today. • Factors such as sustainability, character and appearance, how the design fits with its environment and how it affects people's health and well-being are all factors which will have a bearing on whether or not a building is considered to be of 'good design'. • Agree design quality needs to be raised to transform city centre - City is blighted with buildings which are of poor quality and create significant opportunities to re-develop. Audley Centre good example along with some 1970's steel frame buildings in certain streets. • Some city and town centres have taken radical action in demolishing certain buildings to create new public green spaces. E.g., Stockton on Tees demolition of Castlegate Shopping Centre and Swallow Hotel to transform, regenerate and repurpose town centre. Creating a bold and visionary urban park, riverside plaza and land bridge structure that will connect High Street to the River Tees. • Should be more ambitious in taking this sort of action in Derby city centre to create the spaces and links between streets which are increasingly important to the enjoyment of the place. • If the approach taken with the refurbishment of listed buildings does not take into consideration current use, lifestyles and commercial realities these buildings are equally at risk of becoming redundant and unsustainable. • New buildings of exciting, innovative and 'good quality' design need to be commercially viable. We need to find ways in which potential investors see Derby city centre as a place to invest and which is ambitious • should be open to new and innovative and creative design but key checks need to be in place to encourage 'good design' • agree within the proposals to manage this as outlined in the Ambition document. Any prescriptive approach risks being formulaic and missing opportunities to embrace new ideas and innovative projects.
Learning	• Creating physical links with University buildings and surrounding parts of the city centre within which they exist is key as is taking advantage of the economic benefits of having students and staff living and working in the city centre. • Businesses such as cafes and shops will benefit, plus generating new opportunities for start-up and emerging businesses. • The old Queens Leisure centre should be retained as a leisure complex to serve needs of young people of the College and the University students who live in the city centre besides serving the health needs of residents of the city centre. • Encouraging people to travel south 3 miles to Moor Lane goes against providing a 15 minute city.

	• Support idea of creating a direct route from the Business School through a redeveloped area along the banks of an open Markeaton Brook in housing area along Cavendish Street. • Support plans for a university based cultural venue at the current site of the Assembly Rooms. • integration of the university and college into the fabric of the city centre, considering the needs of students as part of an overall resident strategy for the city centre would help ensure that we make the most of the extra footfall and do not simply regard the staff who work there and students as 'passers-by' • Consideration should be given to creating student forums which are used as consultative groups for planning applications and delivery of strategic initiatives in the city centre on a permanent basis. This could be based around a core of representatives from the School of the Built and Natural Environment with representatives from the other faculties. The Architecture students already get involved in design projects and more should be done with this. • Should also develop those links with the university which resonate with the 'identity of Derby' such as innovation and the advanced manufacturing which exists here and encourage, develop and celebrate the success of these skills use them to develop this aspect of Derby's identity even further. • Creating stronger links with local businesses will generate and stimulate new ideas and ways of working which will develop the Derby city centre economy even further • University/College incorporated into all aspects of city's life to strengthen Derby 'making' and innovation, develop a distinctive identity and become more vibrant and attractive to many more people from across the world. • Get the basics right of having good quality and affordable accommodation, good transport links, strong evening and night time economy and effective promotion targeting students as a great student destination. • Should be very ambitious in looking at opportunities for further University development along the proposed corridor into the heart of the city centre to the point of totally re-developing this existing residential area • The routes running parallel to this should also be integrated into this concept i.e Willow Row and Friar Gate to make these more attractive boulevards into the city centre and permeable across the north east to south west direction.
Business & Creativity	• opportunities to create space for established businesses and encourage larger corporates (e.g., Rolls Royce) to have cells in office space which allows their personnel to integrate and work with other established or even growing businesses. • needs to be flexible space for start-up and emerging businesses with options for hourly bookings and grow-on space with short term lease or license arrangements. • All office developments need to feel vibrant and provide meeting spaces in cafes and restaurants type space (outdoor and inside) as well as more traditional meeting and conference room space. • need to be mixed in with good quality but affordable residential accommodation with health and leisure suites, gyms etc. • agree with the measures needed to create a city centre office market - Pride Park could be less office based and considered as a last-mile logistics hub for onward distribution of increasing logistics demands for city centre businesses and residents in and around the city. Office based businesses located in Pride Park should be encouraged back into the city centre by development of office accommodation blended with residential and leisure developments in an attractive built environment

	creating a sense of community. This will be key to encouraging a vibrant and appealing working environment. • Parking provision will be essential. It cannot be an after-thought or trying to limit car use. Parking has been discussed above and easy access with easy parking will be essential as well as providing attractive residential space with the city centre for those who work here. Transport considerations • agree with the broad location for a redefined CBD - concerned with an over-emphasis of office space in the Cathedral Quarter area at a cost to St Peters Quarter. We have some secondary office accommodation in our area which struggles to be let. • agree with the principle of focus and hub for creative industries however are concerned that the Ambition Document is introducing yet another 'Quarter' into what is already identified as the 'Cathedral Quarter'. There is the potential for creative industries businesses to exist across the city centre with consideration given to different types of business complimenting the different city centre area's characteristics and identities
Shopping & leisure	• too many shops - Nationally it is estimated between 20% and 40% excess of retail floorspace in town and city centres. • To establish Derby's requirement there should be a new retail and leisure study undertaken with an updated lifestyle and demographic review of the catchment area to help understand possible gaps in the existing offer, where there is excess capacity and identify other opportunities. • St Peters Street and East Street have changed significantly in recent years from being streets with multiple retailers and well-known brands to service sector and now increasingly take-away food stores and vacant shop fronts. Within the context of the city we need to determine what is the future of these streets. The ambition should be that these important routes become more cosmopolitan and select in many respects • they have relatively larger footprints which do not exist in Cathedral Quarter in an outdoor pubic realm which could be green, fresh and exciting. There needs to be more consideration given to these streets and their future and the properties given much more attention with the ambition of complete redevelopment of the poor design and build of the Audley Centre. • If we are to encourage people to cross the city centre on foot then these streets need serious consideration which is not evident in this Ambition document. • Need to encourage exploration of the city increasing dwell time and footfall. With the ever-changing retail scene, there is a need to accommodate different and innovative types of retail and leisure business. • We should explore ways of assisting landlords and business owners to reduce the ground rent by having unused spaces above their retail units, converted for other uses, not necessarily residential. • Retail opportunities should be considered across the existing retail core including what may be regarded as secondary areas of the existing core. • We anticipate that with an increased diversity of business and residential use in the city centre retail will take on a more clustered approach with different types of retail in different areas. This will help develop the distinctiveness of the different areas across the city centre, even within the Cathedral Quarter and St Peters Quarter themselves, forming small business and residential communities or cells across the city centre. • The lower end of Green Lane will potentially re-emerge as a busy part of the city centre when the Becketwell development is complete and Babington Lane could become a busier cluster with increased residential on it and the use of upper floors. The top end of Osmaston Road also

	needs careful consideration and should not be simply written out of what could be another cluster of retail given appropriate planning. • important to build on the distinctiveness of different parts of the city centre and develop the profiles of St Peters Quarter, Cathedral Quarter and Derbion which should all be complimentary to each other. By developing the city centre offer in this way it will help curate the city centre as a whole and support the distinctive offer of each area. • question the need for a piece of High Street Task Force work to look at visioning for St Peters Cross. This is not appropriate. There certainly needs to be more consideration given to developing the role and identity of St Peters Quarter as whole - not a junction within the area. • The cultural, leisure and evening nighttime economy needs careful curation building on the distinctive aspects the different areas of the city centre but making sure that there is a coherence and easy navigation between the different types of offer day and night. This highlights the need once again for East Street and St Peters Street to be given more consideration as at night these are not pleasant routes to walk along between the leisure and hotel offer of Riverlights and the bars and restaurants offer of the Cathedral Quarter and the new entertainment venue on Becketwell.
Delivery	• At a critical point in life of Derby as a city having undergone so much change recently but also on the cusp of massive change with enormous potential. • Whatever we do needs the buy-in of all political parties, residential communities and the businesses who use and occupy the city centre. • A stop/start approach to this will only leave Derby at the mercy of an unmanaged situation with a risk of decay or mistakes which will live with future generations. We have an obligation to get this right this time, both for today and the future. • This document and engagement is a good start but we need to continue this approach and momentum. • It is encouraging to see that the Council is intending to take a lead and where necessary undertake CPO's where its support and investment will help drive confidence and encourage investment from the private sector. • Direct development with a development manager where appropriate and possible would help demonstrate leadership and re-establish confidence in the city centre. • Derby has developed a reputation with investment companies operating nationally that the local authority here is difficult to work with. this potentially would encourage possibilities of joint ventures or investment partnerships and ultimately private sector investment. • Where there is any development in the city centre, consideration needs to be given to the context and how it fits with the overall ambition for the city centre. • Having clarity of vision and clear plans with buy-in from strategic partners will go a long way to establishing potential investor and business confidence. • City Centre Programme Management Board made up of key partners in the city centre is a good thing in principle but there needs to be a structure which has real authority and an ability to drive and manage delivery. Simply monitoring and shaping strategy is not enough. • A cross departmental approach and a dedicated senior officer post within the council is welcome. • The St Peters Quarter BID will want to work with the Council in supporting and working with them to develop plans in more detail and support and contribute its energies and skills to the delivery programme. • The St Peters Quarter will be please to support the development and delivery of this Ambition document by take a leading role in the development of a mini-masterplan for the area.

	• There should be a retail, leisure and cultural strategy developed also a city centre resident's strategy which considers the different types of people living in the city centre, including students and how the accommodation and the city as a whole meets their needs. • document is good starting point but next step is to bring together the data on who lives around the city in terms of demographics and lifestyles and identify clearly how the needs of this population are to be met. • There should also be a retail, leisure and culture capacity review commissioned. • a review of strengths, gaps and opportunities should be undertaken for the city as a whole and the three different parts of the city centre, Cathedral Quarter, St Peters Quarter and Derbion. This will start to help inform the development of the identity for St Peters Quarter. • Once the strengths and opportunities of the city centre have been identified, these can be used to help shape the priorities for the next five years. • There needs to be a clear delivery plan for the immediate and short term along with the more strategic ambitions. There needs to be some 'quick wins' which in themselves will generate confidence from all stakeholders and partners to drive these plans forward. • The Council needs to have a close working relationship with key stakeholders in the city centre including both Business Improvement Districts, Derbion, the College, the University and the existing residents of the city centre. • the plan needs to be communicated to businesses in/out city centre, the population living in/around the city centre as well as potential students of the university and potential businesses and investors of Derby. • A clear structure for delivery programming and implementation needs to be pulled together using all key partners to make their contribution to this. • The St Peters Quarter BID will be happy to work with you to pull together the detail behind these priorities.

Appendix C: Tools

Ideas

Climate Change

Votes		Comments
12	We MUST mow less, and plant more. More trees les s monoculture of grass.	Yes, let's get the ex golf course at Allestree park rewilded ASAP
9	I love seeing the wild flowers and longer grass verges	
11	Green spaces on streets and buildings are needed across the city centre to reduce the effects of pollution, noise and urban heating.	
1	Allow wildflower meadows to grow, well maintained and have a good diversity of plants and flowers. But don't implement this in cemeteries. Meadows	
14	Expand the network of cycle lanes on major routes	
3	Some trees between museum of making and ring roadThere is a small patch of land between the museum of making and the inner ring road bridge. Seems a good candidate for some trees or a micro forest? Would be easy to do , capture carbon and help manage the river?	Seems like a good idea, but carbon not guaranteed to stay captured on a geological timescale, and I don't see how it helps to manage the river.Would be good from the point of view of provision of shade and urban cooling though.

6	Energy saving As German cities look to cut back on gas use things like lighting up public buildings at n ight are being stopped, can we look at our energy use for things like this and consider what is actually necessary?	
12	Solar panels Assess every (and I mean every) council owner building for the suitability and viability of solar panels.	
3	Electric vehicles All new council vehicles - without exception- should be electric vehicles.	
4	Gas hobs to electric hobs	Provide grants / assistance to anyone who wants to replace a gas appliance (like a hob) with an electric appliance
5	Use public sector decarbonisation funding to thermally upgrade council owned buildings to reduce the heat island effect	Agree buildings need upgrading to save energy / reduce emissions / reduce cost. This would reduce urban heat island effects, but I see any urban heat island effect as a symptom rather than a problem in itself.
5	Replace traditional bus shelters with green roof / solar panel bus shelters	
9	More action to discourage private car usage Currently driving is prioritised, encouraged and enabled in our city yet it accounts for a significant proportion of our emissions and contributes to air pollution. We need incentiives to make public transport and active travel easier and driving harder e.g more expensive parking and cheaper buses, monthly car free days and better walking & cycling infrastructure by reallocating road space.	
9	City wide public awareness campaign The council comms currently focuses on individual action such as recycling and reducing food waste but we need an urgent, wide reaching and engaging campaign on a similar level to the COVID response to inform all residents of the climate emergency.	
4	Diverse decision making Many of those leading on climate within the council represent the same demographic. We need to make sure diverse voices from a wider range of backgrounds have the opportunity to contribute, design and lead on initiatives so they reflect the urgency and need within our local communities.	
13	Change from "climate change" to "climate emergency/disruption/breakdown"	

	We are facing the complete and imminent collapse of our ecosystem so it is important t his is accurately conveyed in the language and messaging the council uses so the city' s residents are made aware of and informed of the gravity of the situation	
7	More dedicated internal staff There is only one climate change officer at the council but given the scale of the issue, more staff capacity is needed. The team should be expanded to include at least one se nior leadership position to be able to input on and influence key decisions.	
10	In ALL decisions the council takes, take account of the urgency of addressing climate issues, and the Tyndall 13% CO2e emissions reduction.	
11	In ALL decisions the council takes, must take account of the need to live within the carrying capacity of the planet / planetary boundaries.	
7	Don't use hydrogen unless it's GREEN hydrogen. Save green hydrogen for making fertiliser, steel and cement	
5	Don't use CHP; it's still burning fossil fuels. (You won't have enough GREEN hydrogen to run CHP for along time, and maybe never.)	
6	Do what you can to facilitate DEEP retrofit. No point doing a superficial job, then having to do it from scratch again.	
3	See https://drive.google.com/file/d/1X-oH04NH1477 eig_BmYjtD9mHyTcoiVc/view to get an idea of where hydrogen use might be useful	
5	Hydrogen is not renewable energy or a primary fuel; it is a means of storing and transmitting energy, made by energy/carbon intensive means.	
7	Unless 100% green hydrogen is used, I suggest hydrogen not be used at all.	
9	Neither carbon capture and storage, nor offsetting should be accepted as ways to regard hydrogen fromcarbon intensive sources as green.	
13	There should be a clear statement about the use of all appropriate roofs for PV, including historic buildings such as the cathedral.	
8	Explore the potential for further hydro development on the river.	
11	Encourage the use of the river as an energy source for water source heat pumps (better COP than air source or ground source).	
7	BREAM not good enough. Surely passive design is	

	required, see https://www.passivhaustrust.org.uk/passivhaus_awards/commercial	
6	Use digital technology to facilitate home working and reduce the need to travel.	
2	You want people to work and socialise in the city, whilst also staying at home to reduce emissions. More though needed re the city's roles.	
9	Evolve to a lifestyle less focused on business activities which drive resource extraction and energy use.	
9	Avoid activities which drive resource extraction and energy use, e.g. luxury retail, and instead focus more on quality of life.	
10	Find ways to use empty buildings and part-buildings in the city for accommodation and stop allowing more unwanted office space to be built. Better use of existing buildings	
13	Affordable, frequent, fast, well connected public transport In Derby Public transport must be cheaper and easier than driving if transport emissions are going to be reduced.	
11	Reduce private commuting traffic around the city Actively encourage/ incentivise car sharing for work, both for council employees and those of other major employers	
13	Stop allowing property developers to build car dependent housing with gas boilers The Council shoudl require that all houses built in Derby are A grade insulaton, have heat pumps instead of gas boilers, have electric hobs, have solar panels and are connected to decent public transport & active travel routes instead of being built next to a roadwith lots of parking spaces.	
8	Enhance and create biodiverse green spaces Throughout the city, including in the centre, plant more trees, including fruit trees, plant wildflower areas on all grass verges, and stop using chemicals which kill pollinators such as weedkillers containing glyphosate	
13	Train all Councillors and staff in climate science before they are allowed to make any more negative climate decisions Many elected Councillors have demonstrated a lack of basic knowledge on climate science and are making harmful decisions (such as supporting road building schemes, blue	

	hydrogen and carbon capture) and opposing action to cut emissions (such as traffic reduction and transport modal shift). Why are they allowed to make decisions that impact on the future of humanity when they clearly have not taken the time to read reports by the IPCC, Local Government Association, CCC reports or other Governmental publications on climate and environment?	
	Actively oppose road building and expansion plans which always result in increasing traffic The Council should actively and vociferouslly oppose the A38 expansion programme which is still being planned by Natiional Highways. This scheme would massively disruptcity targets for decarbonisation, cause the destruction of thousands of trees, increase pollution, and cause massive disruption to the city for many years.	
14	Carbon literacy for all Preventing the climate crisis getting worse is a matter of maths. We need to reduce he at trapping gas emissions so Earth's systems can begin taking them out of the atmosphere so the climate can stabilise. The Council and public should be made aware of what activities emit the most greenhouse gases, what carbon budgets are and why they are important, what the catastrophic impacts of failing to stay below 1.5 degrees are and also how much carbon can be sequestered / absorbed. The Council so far seems to be favouring tree planting for absorbing carbon over emission cuts. If the Councillors were carbon literate and did the maths, they'd realise that tree planting is not enough for Derby to stay within its carbon budget. Heat and transport are the biggest sources of emissions in Derby. So the top priorities should be insulating homes, replacing gas boilers with heat pumps and reducing car use by investing in public transport and active travel.	
5	Use levelling up grants and other sources of funding well for the climate (and therefore for the people ofcourse) Knowing that council funding is limited, do not use any funds that are available on expensive projects with little or no (or even opposite) effects on decarbonisation. Avoid greenwash projects which you may think are 'popular'. So, for example, do help residents to insulate homes, educate people about the serious	

	nature of the climate crisis, improve and encourage active travel etc	
10	Be prepared to stand up to the government when it has got it wrong Lots of examples of this of course but just one - Derby and Derbyshire do not want any fracking in our county so make sure that we allow no fracking licences to be granted here.	
7	Ensure that money is wisely invested Derby and Derbyshire Councils have millions invested in pension funds - these funds should not be used to benefit the fossil fuel industry in any way.	
10	Clean Air Zones and reallocating road space to public transport and active travel. Birmingham and other cities have introduced CAZs to reduce car use and tackle air pollution. The inner ring road is a blight on Derby and makes it harder and more unsafe for those on foot or bike to travel around the city. The convenience of private vehicles has been priotised over the health of people who suffer from the air pollution of the ring road for too long. Transport is one of the biggest sources of carbon emissions in Derby so reducing car use must be a top priority. The ring road could be reduced to a single lane for low emission vehicles & blue badge holder vehicles, one lane could be for a tram or bus network. Then the other lane for cycling. With trees and a pedstrian walkway in the middle. Then expand this out to all the suburbs in Derby by reallocating road space to public transport and active travel. This will be unpopular with some motorists so there will need to be a public information campaign to show how harmful driving petrol and diesel vehicles is for public health, road safety and the environment. It should be communicated that a private vehicle should only be used as a the last resort when there are no other alternatives for a journey eg. for some trades, disabilities or when there's no public transport.	
14	Save greenfield sites - instead replace car parks with sustainable/ zero carbon housing, community allotments and public green spaces If a decent public transport system and active travel network are deployed, there will be no need for so much space dedicated to car parks around the city. So much could be freed up for sustainable developments, food growing and nature / green spaces. Private	

	vehicles are an inefficent and unfair use of city space.	
5	Water wheel generators along our river banks.	Water wheel / run of river generators may not be the best way of doing it, but certainly use whatever hydro opportunities there are.
5	We need to talk about the impact of out of town shopping centres … Accessed by cars with free parking - their contribution to the city's carbon emissions is huge and mean people don't visit the city centre. What to do about it? Parking charges? Access to them by public transport? Improved and cheap or free public transport to the city?	
2	Sustainable goods transport All goods to arrive at hubs outside built up areas by electric rail transport. From hubs to within 5 miles of destination by electric or green hydrogen transport then for the final distance by cargo ebikes and electric transport	
4	Help to retain rural bus routes Trent Barton are getting rid of some rural routes. This encourages private cars/taxis, as well as isolating communities. Organise mass protests to stop this.	
1	Scrap most polluting cars and vans Scrap old and most polluting cars and van offering a discount for electric cars and vans or free cargo ebikes	
	Measure pollution around schools If want to change something then first we must measure it. A twice daily measure of air pollution around schools during start and end of lessons	And in the meantime, please run an education campaign to stop drivers idling their engines, especially outside schools
4	Talk to children about the future they want Grand daughter, 11, wants many more trees planted for the future, for shade, for biodiversity, and to help save the overheating climate for her to have a future	
3	Talk to more children - they need us to step up Grandson, 9, wants less cars burning fossil fuels and polluting our roads. Change som e to electric vehicles and get rid of many or use them much less.	
2	Car free Sundays Its been done! We could have the kind of peaceful roads we know are possible as it happened during COVID lockdowns. Aaaah peace!	
3	Low cost, regular, reliable public transport	

	Investment will reduce car use but also add to night life and support our role as a student friendly city. More connections between buses/buses which connect to train station.	
4	Make biking more accessible I would love to feel safe for me and my child to cycle on roads. More/continued investment in biking schemes. Easy bike purchasing options. Cycle paths and routes. (River path is excellent)	
2	Reduce traffic Stop building new roads, focus on investment in existing road network and transport, and all new developments having reduction of traffic in mind	Focusing on investment in the existing road network would include projects like the A38 expansion. This doesn't seem very popular with Derby residents. (It would be interesting to offer a proper vote; democracy in action. Is the council here to represent the citizens of Derby, or be walked over by central government ?)Investing in joined up public and transport with frequent 24 hour services and more diverse routes would be good, but this need to happen before you can expect people to give up flexible personal transport.
5	Joined up public transport Make it easier to change from one form of sustainable transport to another, ie bus to train, when making longer journeys. More buses going directly to the train station and better and safer cycle lanes.	
1	Remove traffic from city centre Provide effective electric public transport as part of a park and ride system. Kedleston road would be ripe for this, with parking provision on outskirts and reliable, regular buses running into town / station.	
3	Build safe cycle routes to the city's secondary schools Equip the next generation to grow up without a dependency on car/bus transport. At the moment the roads are unsafe and cycle routes patchy at best.	
1	Set aside protected bicycle lanes on major routes. Place priority on planning in bicycle lanes when building new roads.	

Culture – ideas

Visitos		Contributors 3	Contributions
2		Creativity and wellbeing Suggest extending the area to the south east to include Royal Crown Derby and the Arboretum, create a wellbeing zone with green transport links from the Arboretum/ Royal Crown Derby into city. Regenerate the area connecting to the railway as an area of multi ethic crafts and creativity with artisanal making at its heart	
1		City of making base cultural activities around the city of culture concept so that people feel part of the heritage - use stories of innovation as inspiration to empower todays makers. Do not forget traditions of making from the many diverse communities living in and around Derby.	

Accessibility and connectivity – Priorities for taming the inner ring road

The priorities for taming the inner ring road page had 80 visitors. Four respondents made a contribution to the page and between them placed 46 pins with ideas. These ideas have been added into a table (below) with links to the pins on the maps in the live pages.

Visitors 80	Contributors 4	Contributions 46

Llist of pins placed priorities for taming the inner ring road

Address	Comment	Link
Station Approach, Derby, DE1 2QD, United Kingdom	The 90 degree bend causes a pitch point at the apex. Would be better if it was a large radius bend	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-46201
5 Traffic Street, Derby, DE1 2NF, United Kingdom	this junction is extremely poor for cyclists from all directions. cyclist need to be physically segregated from traffic here particularly because of bus traffic.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-43981

Station Approach, Derby, DE1 2QD, United Kingdom	The 90 degree bend causes a pitch point at the apex. Would be better if it was a large radius bend.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46201
77 Meadow Lane, Derby, DE21 6SR, United Kingdom	The 90 degree bend causes a pinch point at the apex. Would be better if it was a large radius bend.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46203
5 Wyvern Retail Park, Derby, DE21 6PA, United Kingdom	The 90 degree bend causes a pinch point at the apex. Would be better if it was a large radius bend.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46204
5 Wyvern Retail Park, Derby, DE21 6PA, United Kingdom	The undulating ramp is uncomfortable to cycle on. A constant gradient would have been better. The barriers are dangerous and will likely result in someone crashing into the m.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46207
10 Derwent Parade, Derby, DE21 6RS, United Kingdom	Cycle path is VERY narrow over the bridge.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46209
Chequers Road, Derby, DE21 6HA, United Kingdom	Cycle path is very poor quality, it's like riding on cobblestones. If roads can be flat and level, why can't paths be…	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46211
Alfreton Road, Derby, DE21 4ED, United Kingdom	The main cycle path from north and little Eaton is very dangerous due careless and dangerous driving from motorists. I know there is an off road route planned along the river, but it's 2022 and still isn't built..	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46214
720 London Road, Derby, DE24 8WZ,	The majority of London road is so wide, the parked cars on either side of the road need removing and modern wide cycle lanes built.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46215
Meadow Road, Derby, DE1 2BH, United Kingdom	Narrow, barriers, post. I don't want an obstacle course when I'm cycling to work.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46216

Bustler Street Market, Derby, England DE1 2BB, United Kingdom	I know it looks nice, but when it's busy it's awkward to cycle along. People, birds, glass, rubbish, are why I won't cycle along here and prefer to cycle along the north side of the river.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46217
Corporation Street, Derby, DE1 2FT, United Kingdom	Keep this as a bus and cycle gate.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46218
Mansfield Road, Derby, DE1 3QD, United Kingdom	This road is so wide, easy to fit a modern wide cycle path. Also should be 20mph limit.	connectivity/maps/priorities-for-taming-the-inner
24 Railway Terrace, Derby, DE1 2RR, United Kingdom	There should be a super obvious, modern wide cycle path between the train station and bus station. I don't see that in its current state.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46220
96 Traffic Street, Derby, DE1 2NL, United Kingdom	The road has maybe 5 lanes for motorists?? Reduce the speed limit, reduce the lanes to 2 with a central waiting, and built cycle lanes.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46221
18 Ford Street, Derby, DE1 3NZ, United Kingdom	wouldn't cycle here, too dangerous. Too fast cars.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46223
Royal Telegraph, Derby, England DE1 2NL, United Kingdom	Convert this to a Dutch style roundabout.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46358
5 Traffic Street, Derby, DE1 2NF, United Kingdom	Agree, no cycling infrastructure and all the pedestrians have to wait long wait times to cross the road.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46359
Saint Alkmund's Way, Derby, DE1 2PW, United Kingdom	Room and money to build 7 or 8 lanes for vehicle traffic! But no money and space for pedestrians and cycling, yeah whatever… now you're surprised that no one wants to visit the motorway city centre…	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-46360
23 Morledge, Derby, DE1	How many millions to build a massive car park which only charges a few £ to park your	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities

2AZ, United Kingdom	car. Spend a few £ on rubbish bike parking, might be free but will your bike still be there when you return from shopping. Then wonder why no one cycles more into town.	es-for-taming-the-inner-ring-road?reporting=true#marker-46361
Bright Horizons Derby Day Nursery and Preschool, David Lloyd Club, Pride Pkwy, Derby, England DE24 8JE, United Kingdom	Could be the absolute best cycling path in Derby, great for those that use it, but what a bout the rest of Derby? One good cycle path doesn't make a cycling city. Being able to get about the full city in a safe environment does.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-46362
1 Haslams Lane, Derby, DE22 1EB, United Kingdom	Build the Ford lane to haslams lane cycle path already! How more years do you have to hold this up? Alfreton road is a death trap.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-46363
Saint Alkmund's Way, Derby, DE1 2EW, United Kingdom	Remove all the glass littered about the place…	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-46364
Corporation Street, Derby, DE1 2FT, United Kingdom	Fully support retaining this section of road as a bus gate. Bus reliability is improved, air quality better, environment much more peaceful	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47063
123 London Road, Derby, DE1 2QR, United Kingdom	On-road cycle lanes can be accommodated on London Road. Removal of central hatching will provide sufficient space for a 3m+wide cycleway	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47064
Pride Parkway, Derby, DE1 2QE, United Kingdom	Shared use path is very narrow here. Under bridge is poorly lit, lighting columns too close to path - Consider widening here and removal of clutter.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47065
Royal Lancers Island, Derby, DE1 2QW, United Kingdom	Shared use path is very narrow (1m wide) between the wall of the former DRI site and Bradshaw Way/London Road. Consider reducing Bradshaw way to 2 lanes to provide sufficient width for separate cycleway and footpath.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47066

99 Macklin Street, Derby, DE22 3SJ, United Kingdom	Curtail the use of Abbey Street as an inner-inner ring road. Difficult to cross at busy times for people on foot or bike.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47067
Osmaston Road, Derby, DE1 2GX, United Kingdom	Shared use path is very narrow (<1m wide) between the wall and Lara Croft Way/Osmaston Road. Consider reducing Osmaston roadway to single to provide sufficient width for separate cycleway and footpath.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47068
Uttoxeter New Road, Derby, DE22 3XJ, United Kingdom	Reduce the width of Uttoxeter NEW Road from 5 lanes down to 2 plus a city-bound bus lane.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47069
10 Derwent Parade, Derby, DE21 6RS, United Kingdom	Reduce total road lanes from 3 to 2 and relocate the freed-up space for cycleways as s hare use path is too narrow.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47070
6 Stafford Street, Derby, DE1 1JL, United Kingdom	Reduce number of lanes at roundabout from 3 to 2 to free up space for wider footway.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47071
5 Traffic Street, Derby, DE1 2NF, United Kingdom	Central island is too small for number of users. Reduce number of car lanes to 2 in each direction.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47072
45 Full Street, Derby, DE1 3AS, United Kingdom	There is sufficient space on Full Street to provide a 2-way cycleway as currently there i s no contraflow for bikes on the one-way street.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47073
18 Ford Street, Derby, DE1 3NZ, United Kingdom	Existing footway on inside of ring road is very narrow as is the central island. Consider reducing lanes from 3 to 2 on at least the inner carriageway.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47074
29 Talbot Street, Derby, DE1 1TR, United Kingdom	Modified exit from Lidl so walkers and people on bikes have priority over vehicles from the supermarket.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities-for-taming-the-inner-ring-road?reporting=true#marker-47078
7 Burton Road, Derby, DE1	Burton Road a safe segregated cycle lane is need especially on	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/priorities

1TG, United Kingdom	the out bound direction cycling up hill	es-for-taming-the-inner-ring-road?reporting=true#marker-47104
198 Burton Road, Derby, DE1 1TQ, United Kingdom	Better protection is needed along Burton Road until you meet Carlton road and can follow the cycle signs to Findern etc	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47105
5 Traffic Street, Derby, DE1 2JY, United Kingdom	Much better access is required for cyclists and pedestrians crossing over from Castleward and train station in to the city centre and shopping area	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47106
73 London Road, Derby, DE1 2QW, United Kingdom	Protected usable crossing points are needed for cyclists to cross over from London Ro ad with priority over many if not all junctions. It is extremely hazardous with some of the broad fast turns that encourages traffic to take the junction at speed.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47107
111 London Road, Derby, DE1 2DD, United Kingdom	Segregated cycle lanes or at least proper protection against parked cars etc needed along London Road	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47108
A6, Derby, DE1 2PW, United Kingdom	Much better access and directed cycle lanes are needed crossing from the park area to Morledge and the bus station area	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47109
Saint Alkmund's Way, Derby, DE1 2EW, United Kingdom	Very poor sight lines and often people grouped underneath the bridge which makes it scary at times	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47110
102 Friar Gate, Derby, DE1 1JG, United Kingdom	Proper usable cycle lanes are required in both directions along Friar gate and better crossing facilities	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47111
47 Ford Street, Derby, DE1 1EE, United Kingdom	I would support reduction of road lanes from 3 to 2 as footway is narrow and is a popular pedestrian route away from Friar Gate.	http://letstalk.derby.gov.uk/city-centre-vision-accessibility-and-connectivity/maps/prioriti es-for-taming-the-inner-ring-road?reporting=true#marker-47223

City Living

Visitors 198	Contributors 1	Contributions 1

11 Forman Street, Derby, DE1 1LN, United Kingdom	This general area is quite grotty. It is a gateway into the city centre from the inner ring road and from the main routes in from the west. It is not welcoming and when you arrive at the city centre and particularly given the new concert arena and other things at Beck etwell nearby it could be improved.	http://letstalk.derby.gov.uk/city-centre-theme-city-living/maps/city-living-opportunities?reporting=true#marker-43747

Green and Blue Infrastructure – places green infrastructure

The places tool under the green and blue infrastructure had 52 visitors, three contributors and 10 comments made.

Visitors 52	Contributors 3	Contributions 10

The comments and contributions under this theme are included in the table below. Pins placed under the green infrastructure:

Address	**Comments**	**Weblink**
Saint Alkmund's Way, Derby, DE1 2PW, United Kingdom	Agree that more linkages can be made across the ring road	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green-infrastructure?reporting=true#marker-43748
Saint Alkmund's Way, Derby, DE1 2BH,	Environmental/air pollution from the current transport infrastructure, & other inequalities such as lack of green space and flood risk blight and constrain the potential of Derb	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green

United Kingdom	y's city centre, the wider economy and liveabilty. We can address these, by re-adapting existing infrastructure, building upon the substantial investment made on OCOR (world 1st in terms of delivering city-scale CC adaptation by making more space for water right through the city). Doing so also offers significant connectivity, life-quality, and opportunities to re-define the city's identity by fully realising the wider potential benefits offered by the actual blue/green corridor integrating of the proposed riverside 'parkland' that opens up and unlocks the potential of the 'citadel' enabling Derby to realise the eco nomic value of an adaptive sustainable future.	- infrastructure?reporting=true#marker-45927
2 Cathedral Road, Derby, DE1 3PE, United Kingdom	Greenery could be added to the frontage of Cathedral Court accommodation block. Sof ten the building and provide shading.	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green-infrastructure?reporting=true#marker-47224
31 Queen Street, Derby, DE1 3DS, United Kingdom	Roadway is overly wide on Queen street - Could be a pleasant tree-lined gateway into the city centre. Where there are overly wide areas of concrete/tarmac tree planting or s hrubbery should be considered.	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green - infrastructure?reporting=true#marker-47225
Saint Alkmund's Way, Derby, DE1 2BB, United Kingdom	Agree with providing access across St Alkmund's Way - Wide bridges over would feel safer than underpasses, by the level of the road vs Bass Rec/city park may mean that' s problematic. Wide underpasses would and a narrowed road would make crossing more pleasant.	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green - infrastructure?reporting=true#marker-47226
Saint Alkmund's Way, Derby, DE1 2BB, United Kingdom	Fully support utilising the fenced-off area behind the bus station.	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green - infrastructure?reporting=true#marker-47227

Morledge, Derby, DE1 2AW, United Kingdom	There is a wide area of paving outside Lolly's Rolls	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green-infrastructure?reporting=true#marker-47228
Pride Parkway, Derby, DE21 6XE, United Kingdom	City Park could be expanded in the future into the Chaddesden Sidings area with link bridges across the Derwent from the Riverside path	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green-infrastructure?reporting=true#marker-47229
[2061] Willow Row Ambulance Station, Derby, England DE1 3NZ, United Kingdom	Greening of Willow Row should be considered as it forms a well-used gateway into the city centre from university accommodation	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green-infrastructure?reporting=true#marker-47230
Corporation Street, Derby, DE1 2FT, United Kingdom	There is no greenery between the council house and Corporation street but there is a very wide pavement. In addition outside the Quad on the corporation street side is bereft of decent foliage cover.	http://letstalk.derby.gov.uk/city-centre-vision-green-and-blue-infrastructure/maps/green-infrastructure?reporting=true#marker-47231

Public Realm

Visitors 61	Contributors 3	Contributions 5

Address	Comments	Link to pin
ASK Italian, Assembly Rooms, Derby, England DE1 3AR, United Kingdom	The market place really needs something to create activity all of the time rather than the odd event. It is a void and should be the main area of public activity. It is crucial that something is done here to create activity, including the buildings which front on to it. How about an open market? Get some activity and some people. If you do things here think about connections and where people will walk and what	http://letstalk.derby.gov.uk/city-centre-vision-public-realm/maps/public-realm?reporting=true#marker-43749

	they will see. Need something to draw people from just walking from Iron Gate/Sadler Gate straight down St Peters Street. Something of interest with visibility. The waterfall is never on, if poor quality and is in the wrong place.	
Morledge, Derby, DE1 2AW, United Kingdom	Need to improve the link from the bus station through to the market place and to Iron G ate and Sadler Gate. If you arrive at the bus station all you do really is walk straight across the road. If the open areas both sides of the Market Hall were better and more attractive and vibrant it would help. .	http://letstalk.derby.gov.uk/city-centre-vision-public-realm/maps/public-realm?reporting =true#marker-43750
Address: Derby Fountain, Market Pl, Derby, England DE1 3AE, United Kingdom	Perennial plants that are low maintenance such as new zealand flax	http://letstalk.derby.gov.uk/city-centre-vision-public-realm/maps/public-realm?reporting =true#marker-43819
Address: 41 Iron Gate, Derby, DE1 3GP, United Kingdom	Lighting see picture	http://letstalk.derby.gov.uk/city-centre-vision-public-realm/maps/public-realm?reporting =true#marker-43820

Heritage

Visitors 26	Contributors 3	Contributions 3

Address	Comment	Pin link
Amen Alley, Derby, DE1 3GT, United Kingdom	I think the cathedral and Silk Mill are important and tall buildings should be kept away from them. Tall buildings can go in some areas but generally the taller the building is going to be, the more important that it is very good quality design and materials. I think the issue is less about the height of the buildings and more about making them high quality. I think modern buildings can, to a point work with older ones if the	http://letstalk.derby.gov.uk/city-centre-vision-heritage/maps/heritage-action-area-and-t all-buildings?reporting=true#marker-43752

	quality is high but you should not have very high new buildings dwarfing the likes of the Cathedral or Silk Mill which are too important as part of the town's history	
11 Arboretum Square, Derby, DE23 8JZ, United Kingdom	Don't leave out the amazing heritage which exists in both Royal Crown Derby and the Arboretum, literally 5 mins walk from the station. With investment this site has the potential to explore how industry and environment can work together for creative and cultural wellbeing	http://letstalk.derby.gov.uk/city-centre-vision-heritage/maps/heritage-action-area-and-tall-buildings?reporting=true#marker-44913
10 Alder Walk, Derby, DE23 8ED, United Kingdom	Any discussion of the importance of Derby's Heritage is not complete without the Arboretum. Looking at the regeneration map it looks like this area was purposefully excluded ? Should tourism not be encouraged at Britain's first public park?	http://letstalk.derby.gov.uk/city-centre-vision-heritage/maps/heritage-action-area-and-tall-buildings?reporting=true#marker-45005

Visitors 34	Contributors 1	Contributions 1

11 Forman Street, Derby, DE1 1LN, United Kingdom	This general area is quite grotty. It is a gateway into the city centre from the inner ring road and from the main routes in from the west. It is not welcoming and when you arrive at the city centre and particularly given the new concert arena and other things at Beck etwell nearby it could be improved.	http://letstalk.derby.gov.uk/city-centre-theme-city-living/maps/city-living-opportunities?reporting=true#marker-43747