



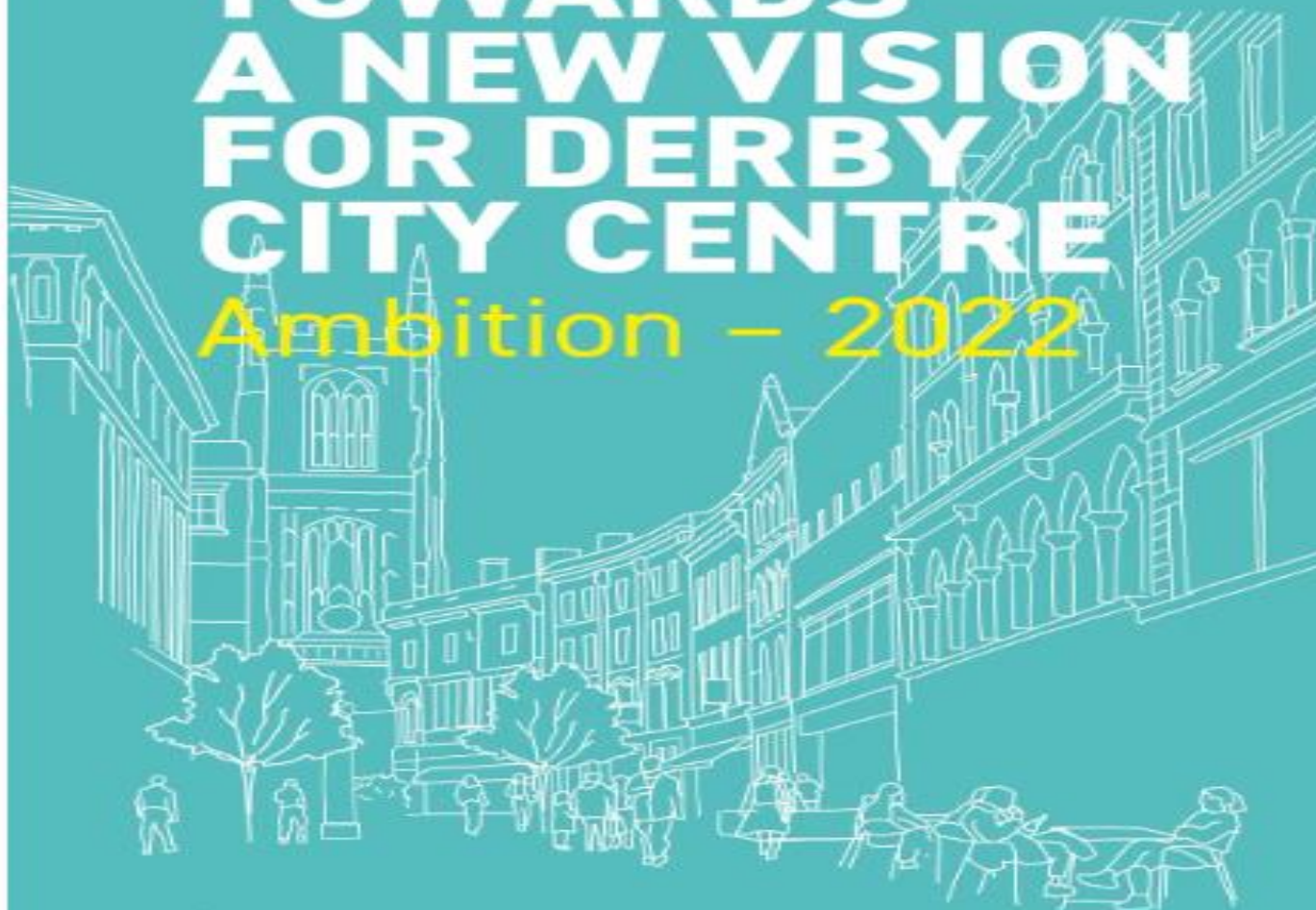
Derby – Creating a Vibrant City

Rachel North

Deputy Chief Executive

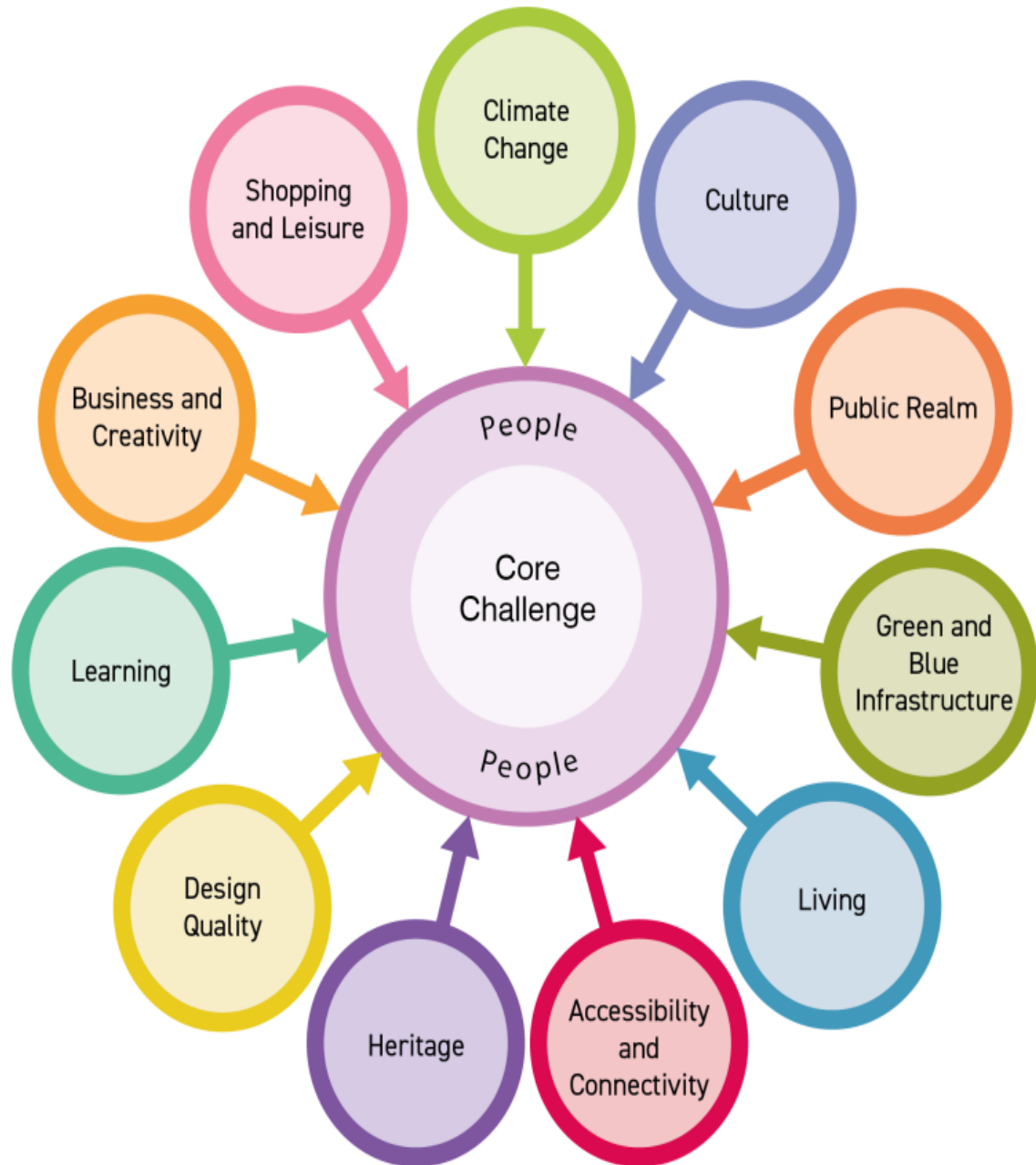
TOWARDS A NEW VISION FOR DERBY CITY CENTRE

Ambition – 2022



Derby City Council

Challenges and opportunities



“The core challenge is that the city centre needs to be **radically transformed** to respond to the changing needs of how we live as the 21st century unfolds.

It should be sustainable, attractive and provide an **overall experience** that encourages social interaction and inspires **more people** to spend more time and money in it. It should also inspire greater civic pride and provide a recognisable, **positive image** and **identity** for Derby”.



Cultural Heart

Market Hall

Eastern Gateway

Arena

Becketwell

Transforming Cities Fund

Transforming Cities Fund

Castleward

Nightingale Quarter

- OTHER MAJOR DCC SUPPORTED REGENERATION PROJECTS
- TRANSFORMING CITIES FUND
- FUTURE HIGH STREET FUND

Short Term

- Public Realm
- Public Safety
- Events
- ARG Vibrancy Projects



Team Derby



Medium Term

- Market Hall and Eastern Gateway
- Becketwell
- Our City Our River (OCOR) and Riverboat
- University of Derby City Hub Masterplan
- Castleward and the Nightingale Quarter





Longer Term Transformation:

KEY THEMES AND MESSAGES

- **It's all about people**
- **Responding to a climate emergency**
- **Embedding culture into transformation**
- **Creating a step change in the look and feel of public spaces**
- **Making bold statements with blue and green infrastructure**



- **Making the city centre a place that people choose to live**
- **Rethinking the way in which we get into and around the city centre**
- **Greater appreciation of the historic environment as an economic asset**
- **Creating a step change in design quality**





derby city centre vision / ambition

- **Establishing Derby as a University City**
- **Creating a stronger city centre office market**
- **Responding to a changing retail sector**
- **Delivery – focussing resources and exploring different delivery models**

**BE PART OF THE
CONVERSATION...**

letstalk.derby.gov.uk/city-centre-plan