

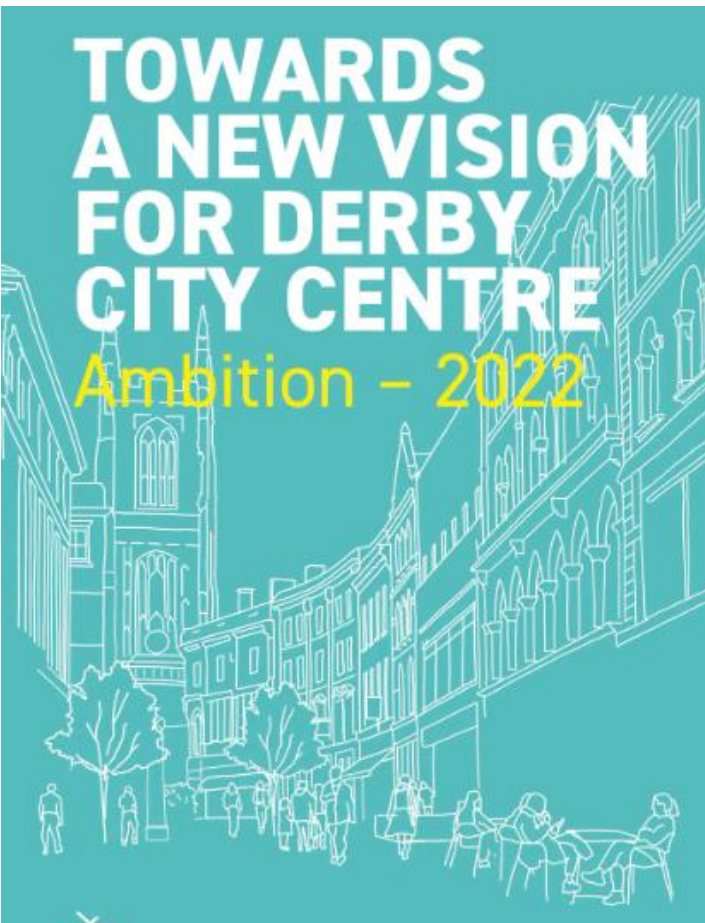


# Derby City

Rob Gorton,  
Destination Derby Board

# Derby City - Background

[Towards a New Vision for Derby City Centre - Ambition | Let's Talk Derby](#)



“We need a bold vision to transform Derby into a vibrant and attractive place that people want to be a part of.”



## A city centre for all

In our first year we will:



### **CREATE A CITY CENTRE TASK FORCE TO SAVE OUR HIGH STREET**

Derby city centre is our priority. We will bring together expertise, businesses, organisations, trade unions and residents to transform our tired centre into a modern high street, giving Derby an identity, bringing vibrancy and pride back to Derby city centre.

# Derby City - Background

## Council Plan (2022-2025) - Areas of focus and outcomes

Green city	City of growth	Vibrant city	Resilient city
Cleaner air and lower CO2 emissions	Thriving, sustainable economy and business community	Destination of choice, dynamic and diverse city centre	Reduced inequalities, with healthier and wealthier communities
Sustainable waste and transport	Learning city with access to skills and knowledge for all ages	Exciting cultural offer representative of communities	Empowered, strong and independent communities
Enhancing our green and blue spaces	Decent, sufficient and affordable housing		A safe city, where those that need support can access them at the right time for them

DESTINATION OF CHOICE, DYNAMIC AND DIVERSE CITY CENTRE

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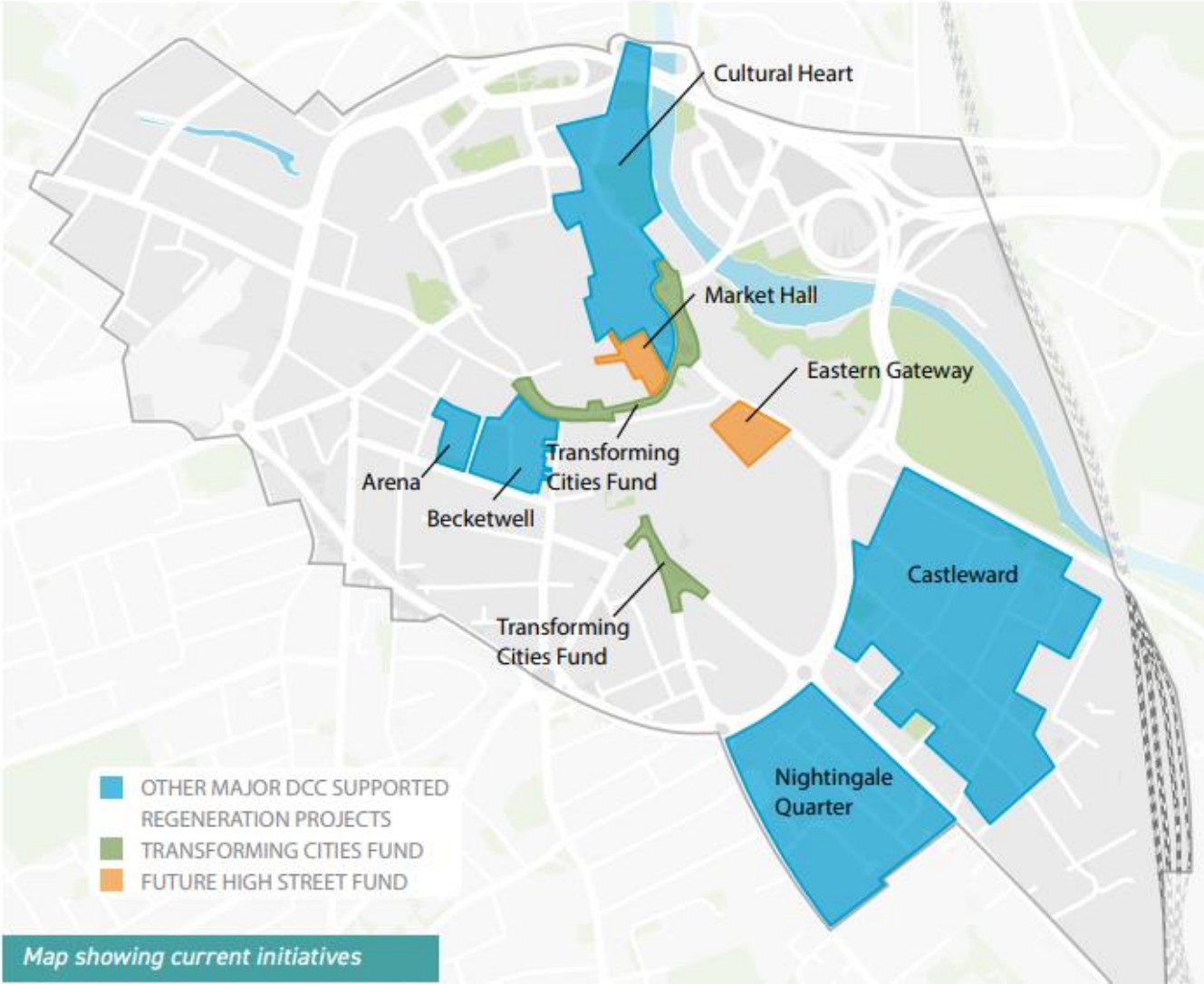
# Derby City - Background

A Great Place to Visit is a  
Great Place to Live





# Derby City – An integrated vision



# Derby City – A City of Revolutions

## Museum of Making



The Museum of Making showcases a **300-year history of innovation, design and manufacturing** in Derby.

Sets the context for the **‘valley that changed the world’** with the birth of the modern factory system along the River Derwent, which helped kickstart the Industrial Revolution

A workshop full of specialist equipment and skilled staff who are on hand to support modern makers.

# Derby City – A City of Revolutions

## Electric Daisy



Delivered in partnership with Down to Earth Derby, link with the Tim Smidt of the Eden Project.

**Nature-based urban garden,** which features a wide range of plants, seating areas and space for guest talks and live music,

Rejuvenating a space that had been derelict for over 30 years. **Rethinking how we regenerate the city.**



# Derby City – Revolution in our City Centre

## Becketwell Arena



A brand new, purpose-built **3,500 capacity entertainment and events venue**

A range of different event configurations will be available including a fully seated layout for up to 2,100.

The new performance venue will be run by ASM Global, the world's leading provider of entertainment, sports, and exhibition experiences

# Derby City – Revolution in our City Centre

## Derby Market Hall



Derby's Victorian Market Hall, a beautiful listed 19th century building, is being extensively repaired and refurbished into a **vibrant destination in the heart of the city.**

The rejuvenated Market Hall will be a **hub for creatives, makers and traders.**

An accessible and flexible space, including traditional and themed markets, events, pop up uses and small performances with a greater emphasis on food and drink.



# Derby City – Revolution in our City Centre

## Derbion Masterplan



### Eastern Gateway to the City

New homes and commercial uses with new public spaces and walkable streets that will **integrate the site with the rest of the City Centre and improve new connections to the river.**

New food and beverage, leisure and other activity at ground floor level.

A big green space with an entrance to Derbion.

# Derby City – Revolution around our City Centre

## Allestree Park



### **Largest Urban rewilding Project in the UK**

A partnership between Derbyshire Wildlife Trust, Derby City Council and the University of Derby

It will see **vital habitats connected throughout the city**. Wildlife will flourish and species will return.

The nature-rich park will store more carbon and other emissions



# Derby City – Revolution around our City Centre

## Our City Our River



Flood risk management to protect people, property and jobs

Increase access to brownfield land for economic development, to maximise economic regeneration

**Promote tourism and leisure use of the riverside areas,** including via **new cycleways, with ecological, wildlife and biodiversity enhancements**

# Derby City – Challenges & Opportunities

Addressing the **climate emergency**

- green and blue space
- sustainable transport

Making the city **more accessible/**  
**connecting** the city with  
communities

Protect our heritage assets while  
attracting investment

Support businesses, residents, visitors as  
we face the cost of living and other crises

**Link the City and the Region**





# The City & the Region - Revolution in Mobility

## Connected, Carbon Zero Mobility

## Mobility for All → Happiness for All



# LET'S GO BEYOND



# Derby City – Vibrant, Dynamic and Diverse

## Derby Festé



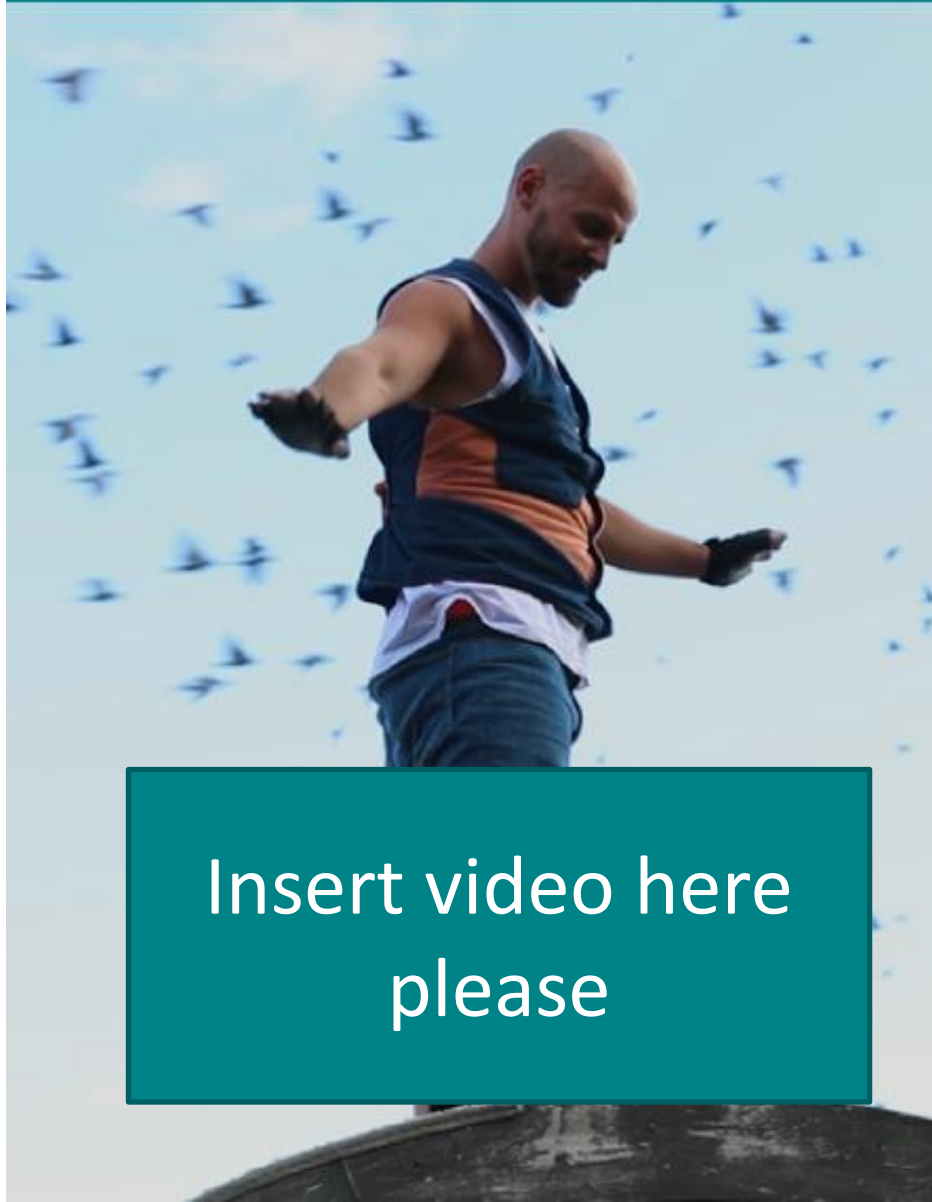
Flagship outdoor event showcasing **immersive, innovative and ground-breaking performances**

**Around 30,000 visitors** attending free performances across the city

Acts included giant 60ft whale sculptures and people performing vertically down the Silk Mill tower.



# Derby City – Vibrant, Dynamic and Diverse



Insert video here  
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# Derby City

## Opportunities offered by the LVEP

- **Partnership working**
- **Sharing best practice/ benchmarking nationally**
- **Direct engagement with government**

Together we can be a **unique proposition, realise the opportunities for growth across the whole of our destination, and become a model region for visitors.**





Thank you



Derby City Council