

**Regeneration and Housing Scrutiny Board
20 March 2018**

Minute Extract

32/17 Inward Investment – Marketing Derby

The Board considered a report and presentation from John Forkin of Marketing Derby on the work of Marketing Derby and inward investment in the city.

The presentation included economy, opportunity and experience. Derby had the highest salaries outside London. Opportunities were created, cultivated and converted. Investors had a choice as to where they decide to locate their businesses and often attracting one business could be a catalyst to encourage others to the area.

There were some issues with efficiency particularly in relation to getting applications through the planning application process. There was particular concern in relation to conservation and conservation areas and tall buildings. It was felt that investors had to appeal to get what they needed.

Marketing Derby Board had recommended that efficiency be improved and that a balanced strategic 'ring holder' be established and a sustainable design and regeneration group be established.

Members of the Board suggested that Marketing Derby looked at how Osnabruck had been developed so that authenticity could be maintained without detracting from new developments. It was felt that there was not enough staff to deliver the turn round in planning applications needed. The University was important to the city and there was a need to accommodate students, but student flats did not attract income to the City Council.

There was a difficulty in blending heritage along with modern buildings. The projects needed to be financially viable with a reasonable return to attract investors. There was a need to build housing on brownfield sites.

A Member of the Board referred to the Conservation Area Advisory Committee and the passion the Members of the Committee had for their particular areas of interest. There was a need to counterbalance that with other needs for the city.

Members of the Board suggested that Marketing Derby be formally consulted on planning applications to give an inward investment comment / perspective.

There needed to be a metro planning promise to enable Derby to be equal to or better than Nottingham.

The University was keen to develop the University quarter and students needed to see Derby as a place to live.

It was noted that there had been a lot of achievements particularly with more housing being built in the city centre over the last few years. Derby had a good story to tell and had attracted inward investment. Companies had a choice on where they located their businesses so Derby needed to be attractive to them. The process needed to be smoother to encourage investors to come to Derby.

Progressive development was needed, at the right density, at the right time. It needed to be imaginative to mix the old with the new.

Resolved to recommend to Council Cabinet that Marketing Derby be made a formal consultee on planning applications to champion regeneration and encourage inward investment.