

A group of children are playing on a wooden playground structure. In the foreground, a girl in a pink jacket is looking towards the structure. In the middle ground, a boy in a blue jacket is climbing a rope. In the background, another boy in a grey jacket is climbing. The structure is made of large wooden beams and ropes. The background is a lush green forest.

**One City**

**One Plan**

**One Voice**

**Draft Regeneration Plan  
for Derry~Londonderry**

Public Consultation

## Help shape your city's future

Over the last eighteen months an extraordinary process has been taking place to plan a vibrant new future for Derry~Londonderry and its citizens. In one of the most unique exercises of its kind ever undertaken in the UK or Ireland over 1,000 local people to date have been shaping a dynamic Regeneration Plan that will transform every area of our lives for decades to come, improving our economy, strengthening social and community life and shaping the physical world around us. Our focus is not just the City but its role as the capital of the North West. Now it's time for you - the people of this City and region - to have your say. From September 16th, when the draft Regeneration Plan was launched, to December 9th we want to hear from you.

Over the following pages, you can read all about the background to the Plan, our Mission, principles, themes, programmes and projects, and find out how you can give your views, so that when the final Regeneration Plan is published in early 2011 it will truly represent a united vision of our future.

## Why do we need to change?

This City faces serious challenges. It has suffered from under investment, high levels of deprivation and unemployment and low levels of literacy and numeracy. Health and social problems too are widespread in our more deprived wards.

Regeneration for the future is clearly needed but what form should it take and how can it be achieved? That was the focus of a major conference, Changing Patterns, Changing Outcomes, held in the City in November 2008, and attended by 200 delegates. No regeneration, especially one targeted at helping those most in need, can succeed without everyone getting involved and this conference led to one of the most inclusive and enthusiastically received processes ever undertaken to chart the future of a City and its region.

## Sectoral Working Groups

In June 2009 a 40-member Strategy Board was set up to oversee the process and 12 Sectoral Working Groups (SWGs) were established to develop the Regeneration Plan in detail. Membership of the SWGs was open to all who wanted to be involved and represented a broad spectrum of experience, knowledge and skills, from schoolchildren and community groups to company directors.

To help the SWGs, 83 local people trained as enumerators and conducted in-depth interviews with almost 500 residents throughout the City. Schoolchildren and young people were also extensively surveyed and focus groups canvassed the views of specific groups right across the community (Section 75) to ensure everyone within our diverse community had their say. This was underpinned by extensive analysis of all existing data.

## Regeneration Plan

Each SWG was asked to explore one particular sector relating to the physical, social or economic life of the City. They were also asked to incorporate five cross cutting themes that would apply across the board - good relations, sustainability, ambition and innovation, connections to the wider world and the city's role as regional capital of the North West. Their final task was to identify the key actions needed to address the inequalities, needs and challenges we face so we can deliver our **Mission** for regeneration which is:

**“to deliver Renewal – Economic, Physical and Social, building a stronger and more vibrant economy with increased prosperity for our city and region, in ways which ensure that opportunities and benefits from regeneration are targeted towards the most deprived groups in our communities”.**

## Mainstreaming Equality

At the heart of the Plan is a determination to create and promote an equal society by targeting opportunities and benefits from regeneration towards the most deprived groups in our communities. A draft Equality Impact Assessment Consultation Report accompanies the Regeneration Plan and will be available on request by email from [regenerationplan@ilex-urc.com](mailto:regenerationplan@ilex-urc.com). It is also downloadable from [www.ilex-urc.com](http://www.ilex-urc.com)

## Embedding Sustainability

Sustainability is critical to our future. It helps generate investment and employment, creates co-operative change, ensures economic and social fairness and makes the city a more attractive place. Sustainability also means sharing responsibility for the future, creating self worth and pride, especially in our young people, enhancing job satisfaction and taking our city and region in new directions. It's about enhancing every area of our lives, taking long term measures to protect our environment like recycling and reducing carbon emissions, tackling health problems such as obesity, alcoholism and drug misuse and widening our job base to reduce unemployment so together we can create a vibrant, cohesive and prosperous community.

## The challenge

We have the lowest resident employment rate in Northern Ireland. Dependence on the public sector is high while wages and productivity are low. There are considerable inequalities in areas such as education, skills, and health.

The current recession adds to this challenge, with the prospect of public sector cuts and the downturn in cross border shopping making our local economy even more vulnerable. We do not underestimate the obstacles we face.



## Our assets

However, we also have many important assets for the Regeneration Plan to exploit. Our remarkable built heritage, including the historic walls, is unique on the island of Ireland. We have a young workforce, some of the best schools in the UK, a developing university, world class digital connectivity and infrastructure, and a vibrant cultural life recognised by the award of the first UK City of Culture in 2013.

The River Foyle is a wonderful (and under utilised) asset. The entire region offers the potential for world class recreational activities coupled with a vibrant programme of community festivals celebrating our contemporary and past history. Tourism potential will be further enhanced, not just by the year long programme of activities planned for City of Culture in 2013 but also by the Clipper round the world yacht race 2011/12, and the 400th anniversary of the City walls in 2013.

## What we need to do

As well as exploiting these assets, there is more to achieve. As the youngest City in these islands we owe it to our children and young people to meet their needs and enhance their modern knowledge-based skills and talents.

We must increase business start-ups, upskill our workforce, reduce our reliance on the public sector for employment, encourage more students to study Science, Technology, Engineering, Maths and creative subjects and ensure more young people from less affluent backgrounds have the opportunity to advance to third level education.

We need to achieve the critical mass necessary for a sustainable City region, improve the value and number of jobs and generate demand for high level skills by ensuring our university, airport and transport links are of sufficient scale and quality. And we must achieve a quality of life that is second to none for those living in the city and to attract new residents and visitors.

## Our pledges

To create a collaborative vision of a **Competitive, Connected, Creative and Caring City**, we have pledged to grow the local economy by improving health, education, housing and employment. We will target jobs at communities with low rates of employment, improve the quality of life, tackle the root causes of inequality and change how we do business.

## Jobs target

A key aim of the Plan is to help everyone realise their potential and access training to take up the new jobs we want to attract. In total, we want to create a minimum of 12,500 new jobs in key areas of the economy over the next decade. To do this we must ensure the Regeneration Plan is both credible and viable.

## How do we do it?

We have made great progress by agreeing a unified vision for the future of Derry~Londonderry. The Plan is based on five transformational themes which, in turn, will generate a series of catalyst programmes which will have the greatest impact to transform the City with the actions necessary to deliver.

## Transformational themes

- ✓ Employment and the economy
- ✓ Education and skills
- ✓ Building better communities
- ✓ Health and well being
- ✓ Sustainable and connected City Region



# Catalyst programmes

From the five transformational themes we identified 11 catalyst programmes:

- **Growing the Digital Economy** – aims to put the City at the forefront of 21st century technology and grow the digital economy to a scale that will have a positive and lasting impact on the quality of life of the people that live and work in the region.
- **Accelerating Growth of Tourism and Cultural Economy through the UK City of Culture Framework** – aims to put culture at the heart of City agendas, policies and planning and use culture as a catalyst for social renaissance and a driver of economic benefit. It presents us with the opportunity to creatively connect with the wider world including the region's global diaspora of nine million.
- **Establish a Co-operative and Social Enterprise Hub** – jobs and business creation aimed at social enterprise opportunities in economic sectors such as tourism, catering, hospitality, leisure, culture, finance, green economy, health and medicine, technology and IT, digital and creative technologies.
- **Early Intervention in Education** – aims to address the root causes of educational underachievement. We want parents and guardians to have the necessary confidence, skills, self belief and strength to be effective role models for children and young people. The programme will seek to ensure that children get the best start in life and have the confidence to realise their full potential.
- **Strategy for Skills Escalation and Employment** – aims to equip people with the necessary skills to get work, stay in work and continue to build their skills so they can take advantage of the higher skilled employment opportunities predicted for the future.
- **Higher Education Expansion, particularly the University** – builds on proposals to expand the Magee campus and to substantially grow higher education provision at the University of Ulster and the North West Regional College campuses.
- **Foyle Valley Gateway** – aims to enhance development opportunities on the west bank adjacent to and south of Craigavon Bridge. The project will seek to maximise the unexploited potential of the river and river banks for passive and active leisure and to create employment and training opportunities in an area with low rates of economic activity. Development sites would include the Foyle Valley Railway, the Tillie & Henderson site, Daisyfield and surrounding areas including the Brandywell.
- **Quality Places, Spaces and Neighbourhoods** – aims to develop high quality public realm, green and open living spaces in the city centre and in neighbourhoods across the City.
- **Early Intervention in Health** – we aim to become an early intervention City, channelling and directing investment and resources to provide the support families need. The programme will adopt a whole person, whole system approach to improve the physical, social, mental and intellectual health of the child with greater emphasis on children from 0 to 3 years of age.
- **Eco-City** – aims to position the City at the forefront of the green economy, take advantage of our natural resources to exploit opportunities for renewable energies and technology, and help us become more self sufficient. The green economy presents considerable opportunities for job creation which will be a key focus of the programme.
- **Implementation of the Integrated Transport Strategy, particularly public transport** – aims to ensure an effective, efficient and affordable transport system throughout the City connecting communities. This will be achieved by better bus services, upgrade of the railway line and trains, upgrade of the A5 and A6, better provision for walkers and cyclists, and a southern orbital link with a third road bridge.\*

\* Subject to more detailed feasibility, economic and operational assessment

Doing things differently is a core principle within the Plan and we intend to use the accumulated learning of the City along with national and international best practice to make sure that we do things better. In education and health we will take action early, in employment we will work with employers to ensure the unemployed are targeted for jobs, and every action will be tested on its ability to contribute to our development as a sustainable Eco-City.

## Delivery of the Plan

To deliver a Plan of this ambition and scale we need an organisation to oversee its implementation, an effective programme, finance to support its projects and support from government departments, the Northern Ireland Executive and the public, community & voluntary, and private sectors.

We need to build on the best practice that currently exists and create the organisational structure necessary to deliver. We also need to develop the Investment Plan that will finance and support it. At the same time, we realise that the Plan must be capable of delivery while remaining ambitious, innovative and flexible within the current economic climate. Genuine partnership between the public, private, community & voluntary sectors will be key.

## Now it's up to you

This is a time of unprecedented challenge and huge opportunity. Throughout the three month period of public consultation we want you, the people of the City and region, to tell us what you think of our plans.

How do they match up with your hopes for the future? What do you agree or disagree with? What would you like to see happen over the next decade?

Between September 16th when the draft Regeneration Plan was launched and December 9th a series of public meetings

is being held so you can get involved and make your voice heard. Meetings will be advertised in the local press. There will be stands at shopping centres as well as special events and focus groups. We are also happy to arrange extra meetings with groups and individuals on request.

This brochure and the full draft Plan (150 pages) can be downloaded at [www.yourcityyoursay.com](http://www.yourcityyoursay.com) and [www.ilex-urc.com](http://www.ilex-urc.com). You can also drop in to the City of Culture office at Waterloo Place to see the Plan and register your views. If you have any queries you can call **028 7126 9226** or e-mail us on [regenerationplan@ilex-urc.com](mailto:regenerationplan@ilex-urc.com)





t: +44 (0) 28 7126 9226  
 f: +44 (0) 28 7127 9669  
 e: info@ilex-urc.com  
 www.ilex-urc.com

Does our Plan match up with your hopes for the future?  
 What do you agree or disagree with?  
 What would you like to see happen over the next decade?

By completing this short questionnaire and returning it free post by December 9th you can play your part in helping shape your city's future. Thank you.

Please tear page on perforation, moisten edges at bottom and sides and fold in two.

How do you think the Mission (page 1) can deliver transformation?

What do you think are the main challenges facing the City?

Do you agree with the pledges (page 3) ?

Do you agree with the themes (page 3) ?

What are your views of the catalyst programmes (page 4) ?

Is there anything you think we have overlooked?



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Business Reply  
Licence Number  
RSKA-TSXG-TEYZ



Ilex urc  
Exchange House  
Queens Quay  
Derry~Londonderry  
BT48 7AS