Driving jobs and prosperity to fuel the engine for growth...
By 2030 Derby & Nottingham will have a global reputation as an exciting place to live, work and play – you’ll want to learn here, do business here, have fun here and make this great place your home.

Added together Derby & Nottingham not only form one of the UK’s most important urban areas but they become one of the top 30 population centres in Europe. Both cities have a young demographic which is predicted to grow, in contrast to the national trend of an aging population.

By bringing all that exciting potential together and joining our urban voice, we will drive the jobs and prosperity that will fuel the Midlands as an engine for UK growth, so by 2030 Derby & Nottingham will:

- be internationally recognised as a vibrant, creative urban centre offering a great modern city lifestyle to its citizens and visitors
- be renowned for producing world-class ideas, products and people with a leading voice in the UK and at Westminster
- have a recognised identity across the world, known for the quality of its international relationships, with a passion for exchanging ideas and open for trade

Of course Derby & Nottingham have proud individual histories fed by our great rivers, the Derwent and the Trent, but we have many natural connections such as the daily flow of over 40,000 citizens making their living commuting between the two cities on our strong transport links; together we can make the most of new opportunities like High Speed Two. We share the experience of an industrial heritage and an enterprise culture; many of our growing business sectors complement each other from Derby’s thriving advanced transport manufacturing to Nottingham’s burgeoning life sciences. We have more to gain from cooperation than competition if we want to unlock the potential of our cities to develop and keep our local talent.
Playing our part in a bigger picture

Derby & Nottingham are all about city life, but we know people enjoy taking time out and our residents enjoy the unique market towns and picturesque villages in our neighbouring counties and access to nature and open spaces in the Peak District National Park and Sherwood Forest. The close proximity of rural and city living provides mutual benefits, giving access to rich and diverse experiences for residents, employees and visitors.

This strategy is the urban expression of the total capacity for economic growth across the collective area of Derbyshire, Nottinghamshire, Derby & Nottingham. Our cities are the urban heart of this collaboration; strengthening our joint approach we will contribute more to our shared ambitions for growth across the region and make a significant contribution to the wider economic goals of the Midlands Engine and the UK.

How we will deliver our strategy

We will agree a range of actions to help us move towards our 2030 vision and meet our four Big Ambitions. We will agree how to measure the impact of these actions and our strategy and publish these regularly to show you how we are progressing.

For more information about the strategy and how you can get involved, search Derby Nottingham Metro on the derby.gov.uk or nottinghamcity.gov.uk sites or contact verna.bayliss@derby.gov.uk or peter.davies-bright@nottinghamcity.gov.uk

To have your say on the Derby Nottingham Metro Vision go to www.nottinghamcity.gov.uk/consultation or visit www.derby.gov.uk/yourcityyoursay