

Vision for the future: Derby City



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Final report: November 2021

Abstract

The Vision for the Future: Derby City survey aimed to collect the views of people who live and work within Derby. The survey was designed and based upon the Vision for the Future: Derbyshire Dales climate survey 2021 (Evans, Bird and Bird 2021). The world has changed so much in the last year due to Covid-19, and it is going to change more in the coming years because of international recognition of the climate emergency. We now have a great chance to change the City of Derby to make it healthier, fairer and better to live in for everyone. The aim of this project is to shift the climate conversation from giving things up to strengthening and improving communities, the result being the opportunity to present a positive vision of what net-zero carbon will look like for Derby City in the future. The themes covered within the survey include: Our homes, Natural environment, Transport, Waste, Our community and Government and, lastly, our vision.

How was the survey distributed?

The survey was distributed on a variety of platforms, including mailing lists, websites and also in print on a poster displayed within the city.

It was promoted through Derby Climate Coalition and other groups which already have a vested interest in the environment and carbon-neutral agenda. However, attempts were made to reach out as far as resources allowed and the survey was shared through Community Action and on social media, for example through forums such as Next-Door Neighbour and Facebook. More than 400 people responded. While it would have been good to have a wider cross-section, it remains that the survey was undertaken to help articulate a zero-carbon vision for the city. In that sense, the survey was unashamedly 'biased.'

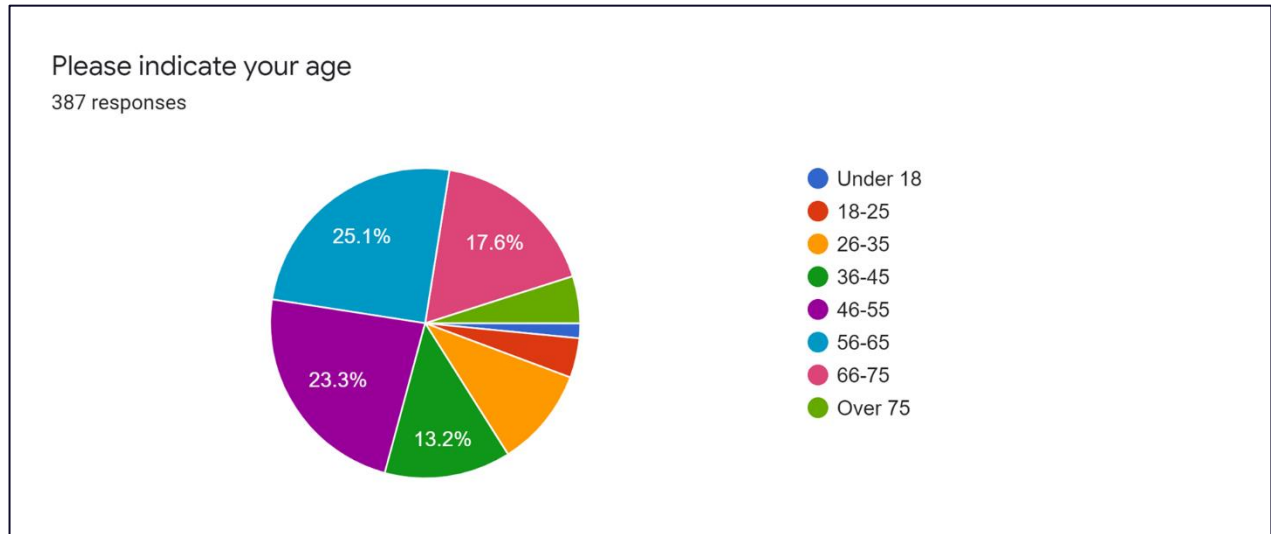
Overall, people responded positively to any initiatives or suggested plans for Derby spanning all themes covered. Respondents appear to welcome any suggested efforts to contribute towards carbon neutrality, and a large proportion (72%) suggested that 2030 would be an appropriate target date for Derby to become carbon neutral.

Results

1. Demographic

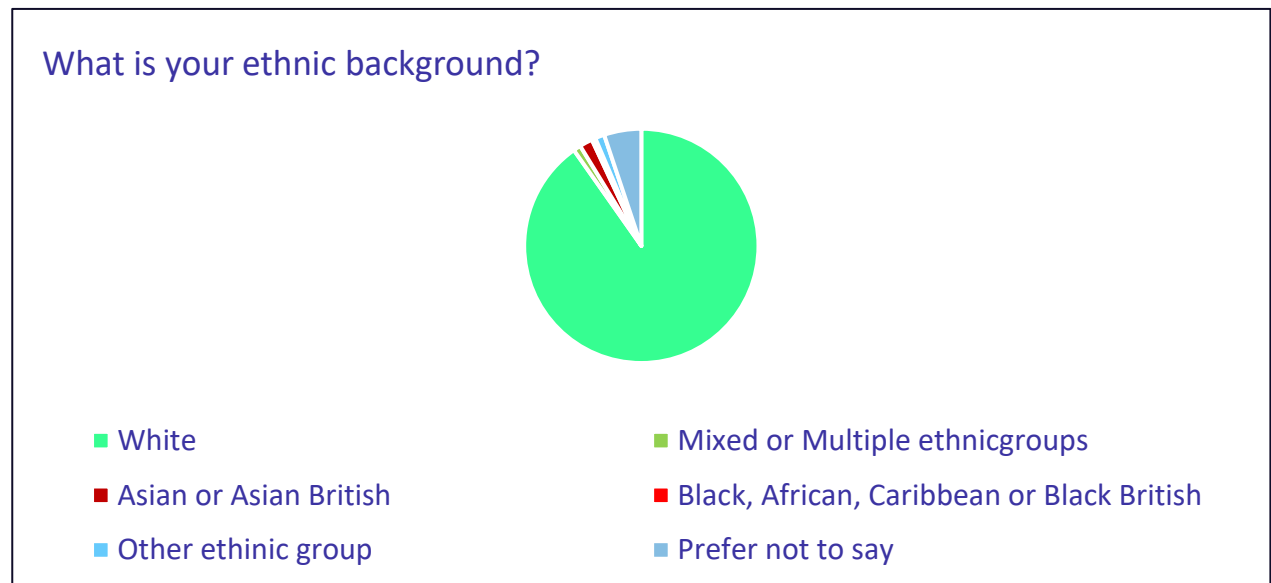
1.1 Age

Participants' age ranged between under 18 to over 75. Just under half (47%) of participants were over the age of 56.



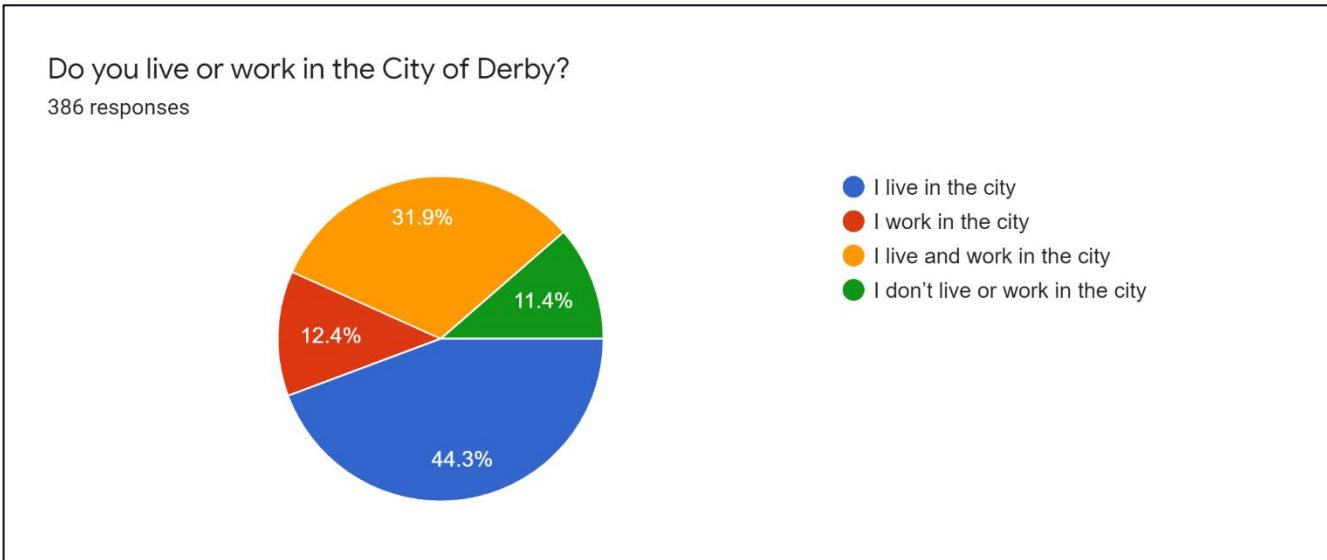
1.2 Ethnicity

90% of respondents identify as white; 5% also preferred not to say.



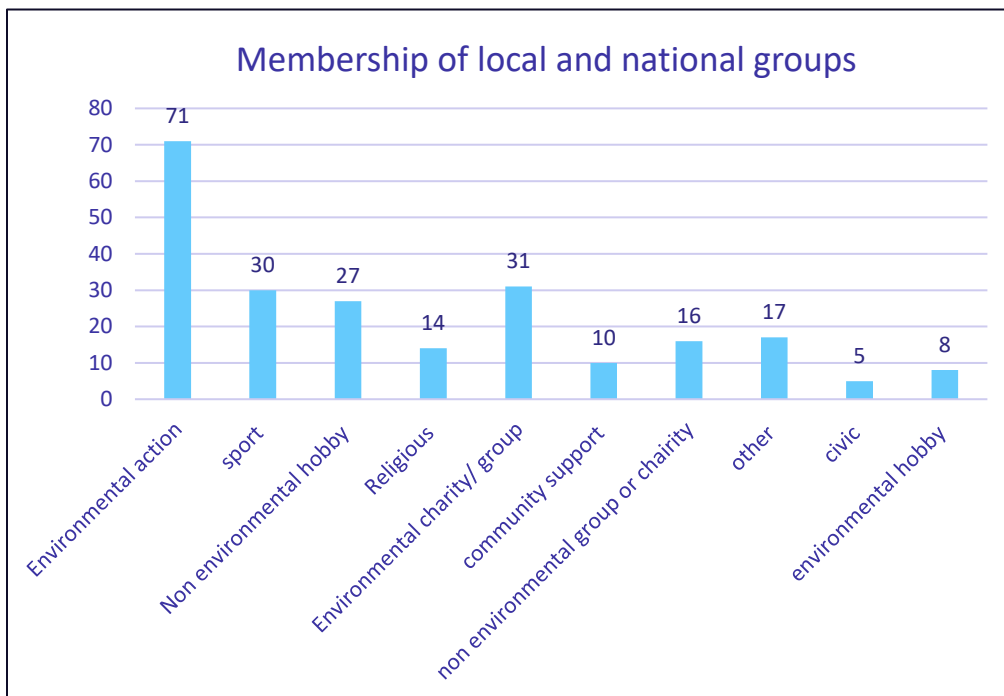
1.3 Do you live or work in the City of Derby?

Overall, 76% of participants live in the city of Derby, with a further 12% who work in the city. A remaining 11.4% of participants neither live nor work within the city, but they appear to have an interest as they filled in the survey.

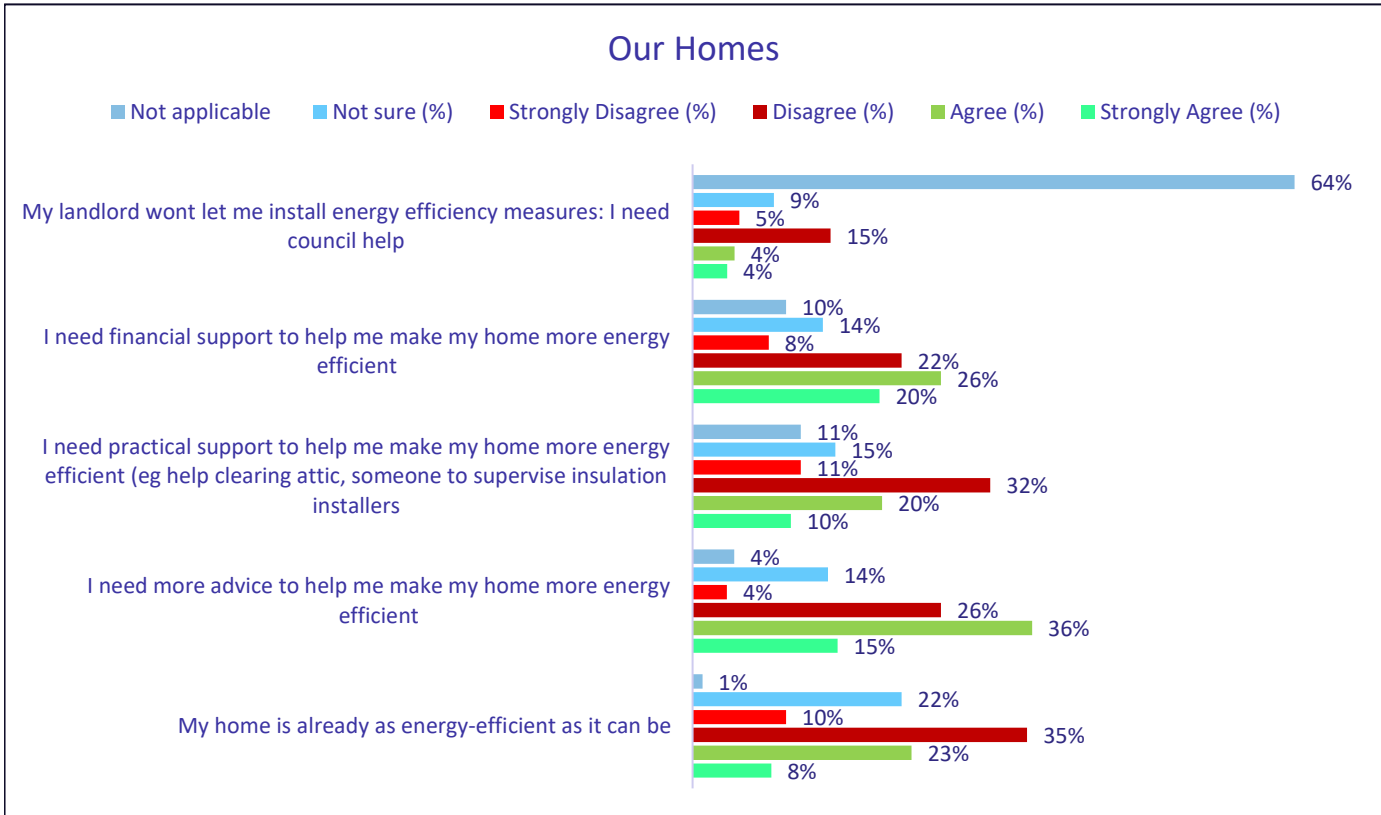


1.4 Membership of local and national groups

45% of participants are members of one or more local or national groups. The groups range from sport, music and religious groups. The most common groups mentioned, however, are environmental action groups such as Extinction Rebellion, Trees for Derby and the Derby Climate Coalition.



2. Our homes



2.1 Statement 1: “My home is already as energy-efficient as it can be”

Overall, 35% of respondents disagreed with this statement, suggesting that improvements within homes should be made. A further 22% of respondents answered ‘Not sure,’ suggesting that there may be a lack of education and knowledge in this area. 31% of people agreed that their home was already energy-efficient, with 8% of this proportion strongly agreeing, and 23% agreeing.

“I have solar panels from which I can charge my electric car and get my gas and electricity from Ecotricity using very sustainable sources”

- Respondent offered examples of measures taken in their home

2.2 Statement 2: “I need more advice to help me make my home more energy efficient”

Over half (51%) of participants agreed that they need more advice about energy efficiency within the home. A much smaller proportion of 30% disagreed and said they do not require further advice. 14% of participants answered ‘Not sure’. When asked for additional comments, 10 people suggested that advice would be welcome.

“So much on green energy installation, and companies, it all gets really complicated and confusing. We need a place to go to get advice!”
“Advice which is credibly independent from installation would be the most useful”

- Respondent who cited advice in the other comments section

2.3 Statement 3: ‘I need practical support to help me make my home more energy efficient”

43% of respondents disagreed with this statement. However, 30% of respondents agreed, therefore practical support may help these people to make improvements within their home. This includes things like help clearing the attic space or someone to supervise installations.

2.4 Statement 4: “I need financial support to help me make my home more efficient”

46% of respondents agreed with this statement. A smaller proportion of people (30%) disagreed with the statement. When asked for any other comments on the ‘Our homes’ section, financial support was the most cited theme, with 31% of comments mentioning finance.

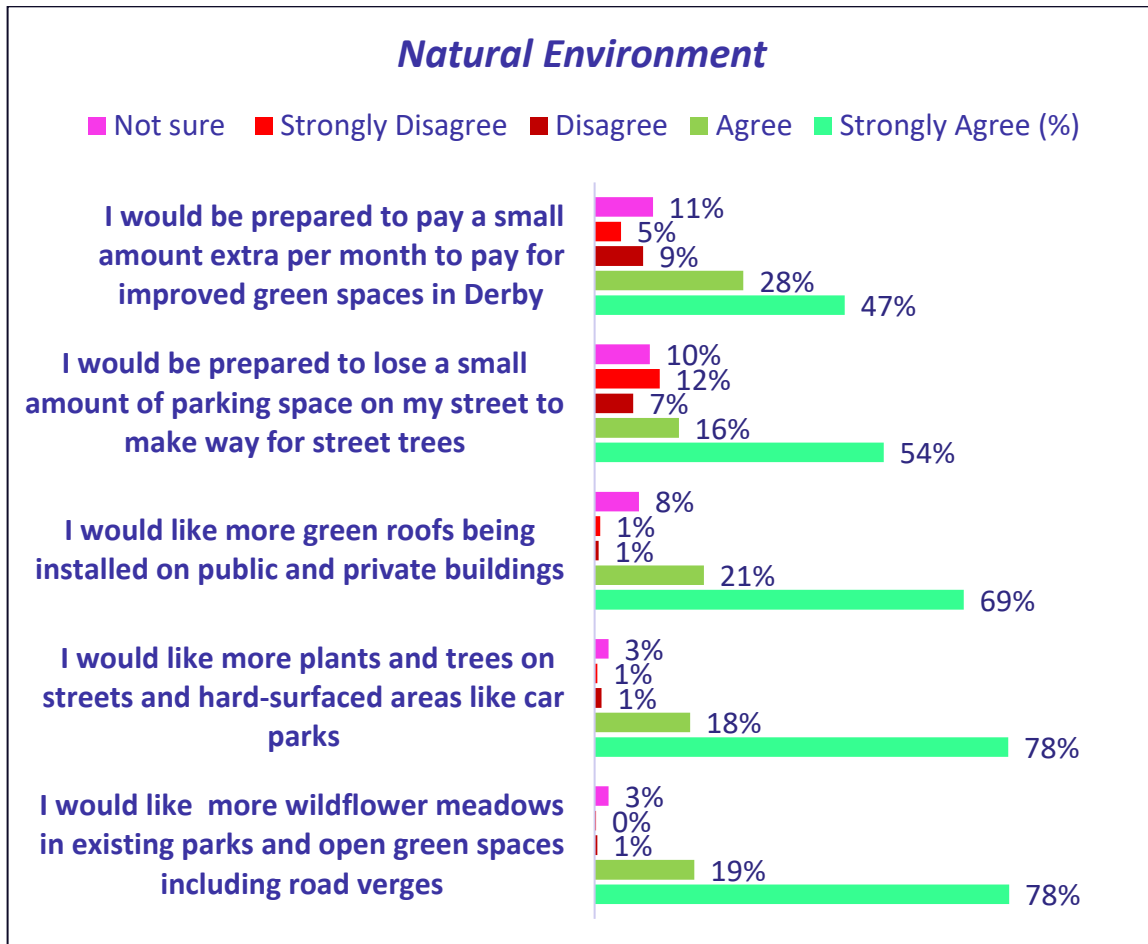
**“I'd love to make our home as energy efficient as possible.
Unfortunately, any further steps we could take (such as solar panels or
an alternative to gas central heating) would be far too expensive”**

[Cite your source here.]

2.5 Statement 5: “My landlord won’t let me install energy efficiency measures: I need council help”

A small 8% agreed that their landlord may prevent them from installing measures. However, a 64% majority said ‘Not applicable’. This suggests that a large proportion of respondents may be homeowners and not in rented housing.

3. Natural environment



3.1 Statement 1: I would like more wildflower meadows in existing parks and open green spaces, including road verges

The feedback to this statement was positive, with 97% of respondents agreeing that more wildflower meadows would be good for the existing parks and open spaces in Derby. A small 3% said that they were not sure about this statement.

3.2 Statement 2: I would like more plants and trees on streets and hard surfaces like car parks

The reaction to this statement is overall positive. Only a very small proportion disagreed or were not sure. Concerns were raised when respondents were asked for any other comments: one example was the suggestion that road verges need to remain useable, and that maintenance and care is needed.

3.3 Statement 3: I would like more green roofs being installed on public and private buildings

Overall, the response to this statement was positive, with only 2% disagreeing; a further 8% answered ‘Not sure’. Three respondents raised concerns or questioned green roofs. There were, for example, questions raised over the maintenance associated with them, and also additional infrastructure.

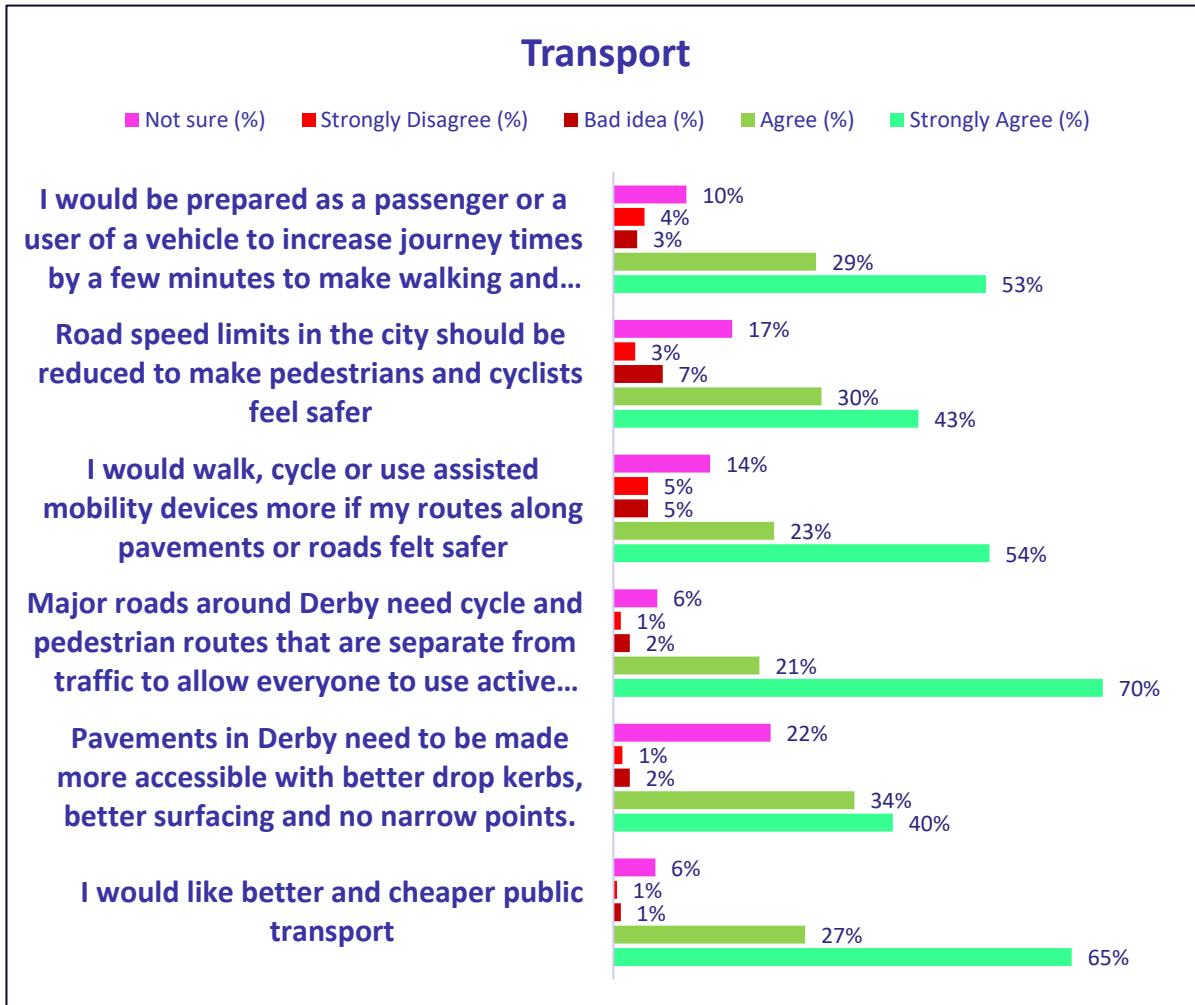
3.4 Statement 4: I would be prepared to lose a small amount of parking space on my street to make way for street trees

70% of respondents agreed that they would be prepared to lose parking space. In comparison, 19% of people disagreed and 10% were not sure.

3.5 Statement 5: I would be prepared to pay a small amount extra to pay for improved green space in Derby

Overall, the reaction was, again, positive with 75% in agreeance. 14% disagreed and 11% of people answered 'Not sure'. Comments were also made in this section questioning why there would be an additional charge for rewilding, for example.

4. How we get around



4.1

Statement 1: I would like better and cheaper public transport

97% agreed with this statement. The need for cheaper, more efficient and green public transport was emphasized within the open question aspect of the survey. 16 people expressed issues with buses and trains. The need for easier access for cyclists within the station, buses being infrequent and too expensive are a few examples of these comments.

4.2 Statement 2: Pavements in Derby need to be more accessible with better drop kerbs, better surfacing and no narrow points

The reaction to this statement was positive, with only 3% disagreeing and 74% in agreeance. 22% of respondents, on the other hand, answered 'Not sure'.

4.3 Statement 3: Major roads around Derby need cycle and pedestrian routes that are separate from traffic to allow for everyone to use active travel

91% of respondents agreed with this statement. This is also reflected within the other comments section.

“As a cyclist, I don't feel safe commuting to work or to the city centre due to the lack of separate cycle paths. I'd really like to see more of this”

4.4 Statement 4: I would walk, cycle or use assisted mobility devices more if my routes along pavements or roads felt safer

Following on from statement 3, 77% of people felt that they would use active travel more often if their journey felt safer. Only 10% of people disagreed with this.

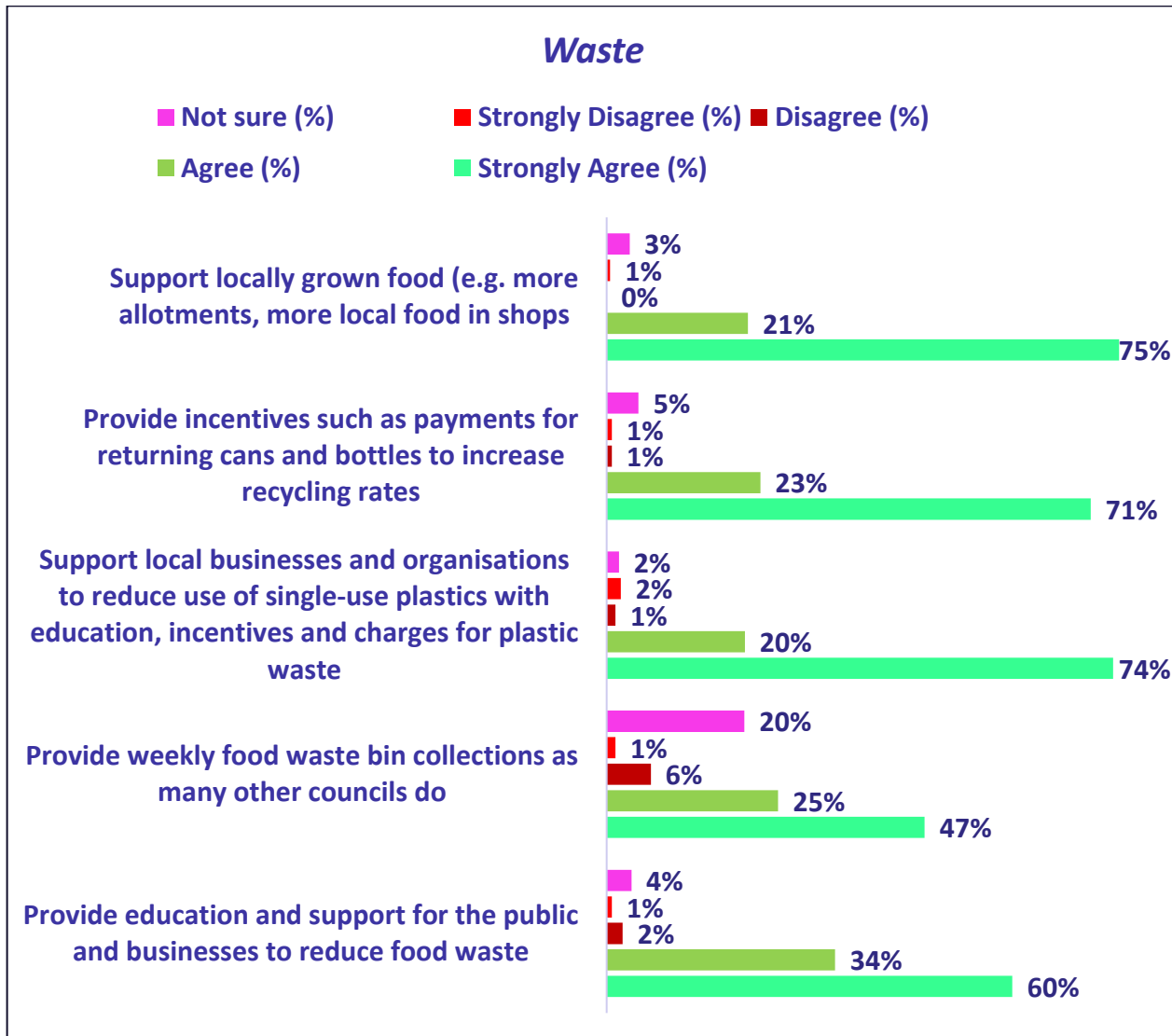
4.5 Statement 5: Road speed limits in the city should be reduced to make pedestrians and cyclists feel safer

73% of people agreed that speed limits should be reduced, and 17% were unsure.

4.6 Statement 6: I would be prepared as a passenger or a user of a vehicle to increase journey times by a few minutes to make walking or cycling easier

The response is similar to the previous statements: 82% agreed, therefore leaving 18% who either disagreed or were not sure.

5. Waste



5.1 Statement 1: Provide education and support for the public and businesses to reduce food waste
94% agreed with this strategy; a small proportion (3%) of respondents disagreed.

5.2 Statement 2: Provide weekly food waste bin collections as many other councils do
72% of people agreed that this is a good idea, whereas only 7% disagreed. 20% of people, on the other hand, said they were not sure. Some respondents also raised the point that this is provided within their brown waste bin collections already.

5.3 Statement 3: Support local businesses and organizations to reduce single use plastics with education, incentives and charges for plastic waste
Only a very small percentage (3%) of people disagreed with this strategy and the remaining 94% agreed. One comment suggested that charges were not favourable over incentives.

5.4 Statement 4: Provide incentives such as payments for returning cans and bottles to increase recycling rates

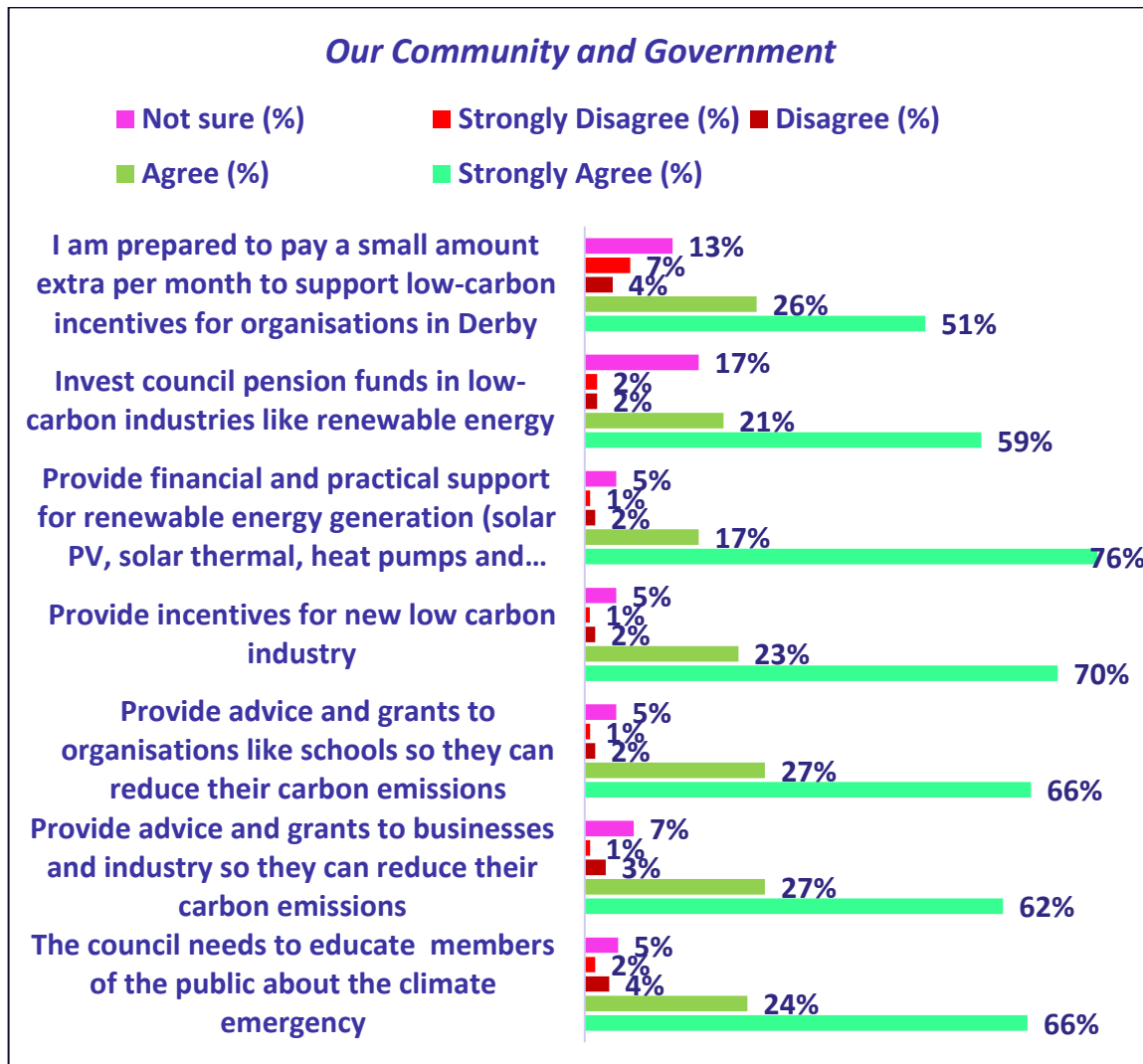
Again, the response to this suggestion was positive with 94% of people agreeing. 2% disagreed and 5% said 'Not sure'.

5.5 Statement 5: Support locally grown food (e.g. more allotments, more locally grown food in shops)

This idea is supported by 96% of respondents. This notion was also emphasized within the open question component of the survey as 29 people suggested empowering and supporting communities to make use of allotments, whether that be in schools or community projects.

“Effective use of allotments and growing areas and encouraging people to grow, use and produce less waste.”

6. Our community and Government



6.1 Statement 1: The council needs to educate members of the public about the climate emergency

The overall message is that people agree with this statement as 90% of respondents agree. A smaller proportion, 6% of people, disagreed and 5% said they were not sure.

6.2 Statement 2: Provide advice and grants to businesses and industry so they can reduce their carbon emissions

Overall, again, the message was positive for the suggestion of advice and grants to businesses for carbon reduction as 62% strongly agreed and 27% agreed.

6.3 Statement 3: Provide advice and grants to organizations like schools so they can reduce their carbon emissions

Again, most of the public agreed with this initiative, with only 3% disagreeing.

6.4 Statement 4: Provide incentives for new low-carbon industry

The results are positive, with a small 3% disagreeing and 5% unsure.

6.5 Statement 5: Provide financial and practical support for renewable energy generation (solar PV, solar thermal, heat pumps and wind) in Derby

The response was similar to those previously, with 3% disagreeing and 5% unsure.

6.6 Statement 6: Invest council pension funds in low-carbon industries like renewable energy

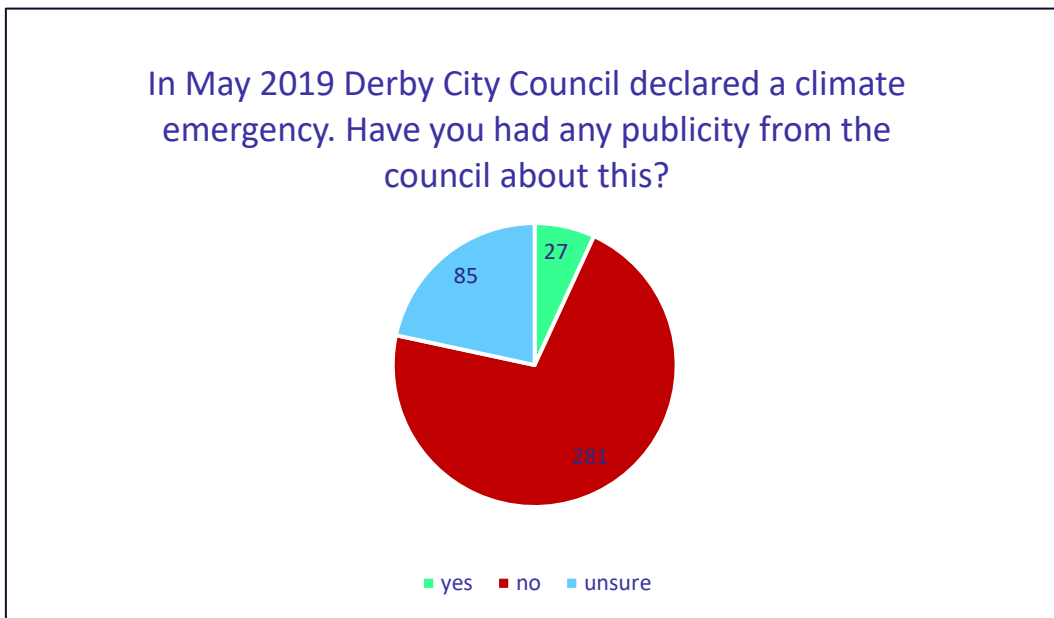
The response for this statement was less confident, with 17% of respondents unsure. The majority (80%), however, still agreed with this statement.

6.7 Statement 7: I am prepared to pay a small amount extra per month to support low-carbon incentives for organizations in Derby

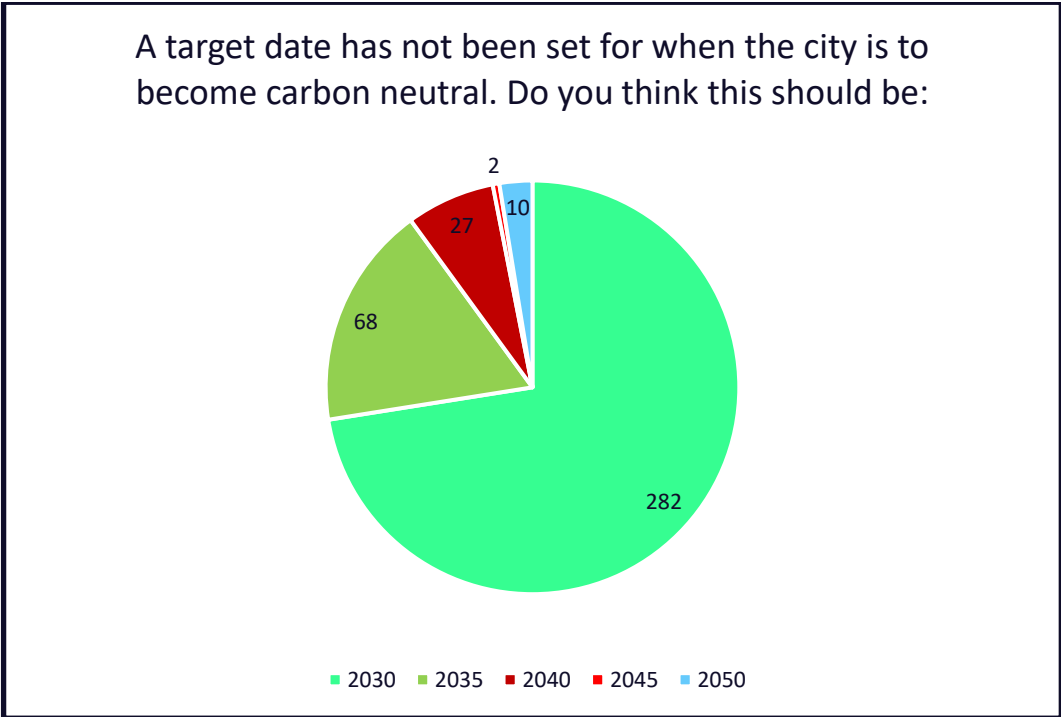
The suggestion of paying a small amount extra per month to support low-carbon incentives was met with more resistance than previous questions, with 11% disagreeing and 13% not sure.

6.8 Statement 8: In May 2019 Derby City Council declared a climate emergency. Have you had any publicity from the council about this?

Overall, 72% of respondents said that they had not had any publicity from the council regarding the climate emergency, with a very small percentage (7%) of people confirming that they had. This suggests that publicity from the council about this should be increased.



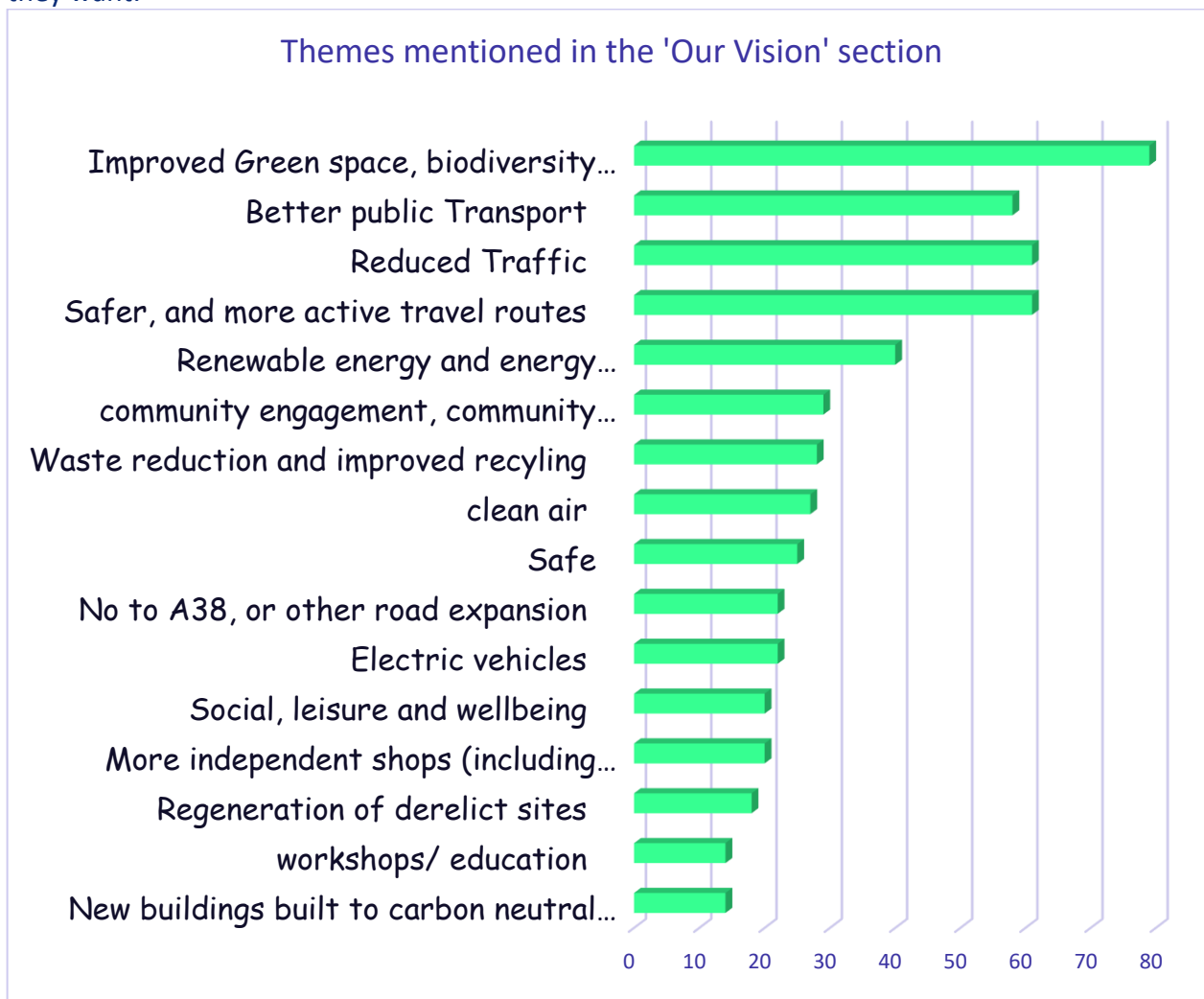
6.9 Statement 9: A target date has not been set for when the city is to become carbon neutral. Do you think this should be in 2030, 2035, 2040 or 2050?



Overall, the response seems to be the sooner the better, with 72% of people opting for 2030 as their preferred target date. The UK, under the Climate Change Act, has a target of reducing greenhouse gas emissions to “at least 100% below 1990 levels by 2050”. Some local councils, one example being Brighton and Hove, have set the ambitious target of reaching zero emissions by 2030.

7. Our vision

The 'Our vision' section of the survey offered respondents the opportunity to share what sort of city they want.



This gives us a good insight into what respondents care about. Overall, green space was cited the most, with participants saying that the creation of green spaces should be a priority. The addition of improved green spaces will improve the health and wellbeing of the people in Derby whilst improving biodiversity and creating cleaner air.

In terms of greenhouse gas emissions, buildings play a major part. Residential buildings alone generate more than a quarter of the greenhouse gas emissions in the city. All existing buildings need to be decarbonised. Gas needs to be replaced with renewable energy, largely electricity. If the renewable energy-generating capacity and any associated storage can be owned by individuals, businesses and communities, this will have the added benefit of countering the runaway increases in fuel bills. Substantial grants need to be made available to residents. Domestic, commercial and public buildings will all benefit from energy-efficient measures, with support given to those who need it to achieve this. Derelict sites need to be regenerated with social and environmental benefits, instead of expanding the city at the edges.

Transport figured prominently in the returns. There must be incentives to switch to alternatives to carbon-based fuels. This can be helped by increasing the number of electric car-charging points, promoting car sharing and park and ride schemes, but, above all, by reducing the need to travel by

facilitating home working. This will contribute to a massive reduction in travel by private vehicles. Public transport needs to be affordable and accessible for all and must serve all streets with 24/7/365 services. Funding should not be given for further road expansion. Instead, better connected public transport links will transform the network to serve a modern, cleaner and more sustainable city for us to live and work in.

The survey has amassed a number of answers to specific questions and gives us a valuable insight into respondents' feelings and passions. However, it is fragmented. This fragmentation was inevitable because the responses were clustered around specific questions and didn't evenly cover all important topics. They reflect individual passions and motivations rather than presenting an objective overview. There was, and is, a need to develop a more coherent overview.

It is the view of the Derby Community Climate Hub that we must go on to build a more compelling vision of a low-carbon future. The vision is of paramount importance because it provides the goals that will deliver practical outcomes.

Covid-19 has profoundly changed our attitudes to how and where we want to work. Periods of lockdown have given a glimpse of a new way of working; one that does not involve long, daily commutes, and that offers a more satisfying work/life balance. This also saves us money and significantly reduces damage to the environment¹.

Our vision is that by 2030, Derby² will be a clean, green and sustainable city, where community structures are enriched and where nearby facilities allow us to meet most of our needs within a short distance of our homes³. Facilities close to where we live would mean that we wouldn't want or need to drive to out-of-town shopping centres or retail parks. And rather than consumerism, deeper and more meaningful connections with the community and nature would meet our social and emotional needs. Although the city is a commercial, administrative and artistic centre, we need spaces where people from all over the city like to get together in groups and as communities.

While Covid-19 has shown us there is a place for online services, people now also say they value decency in local business as much as price and convenience which, perhaps, can't easily be replicated online.

If we get our act together, we can transform energy supplies, replacing the old and dirty with the new and green. We can switch high consumption, high stress lives, and the prevalence of 'lifestyle diseases', for something more fulfilling. And we know that we must do these things in such a way as to achieve carbon neutrality as soon as possible, and way ahead of 2050.

Today we have a choice between delivering the vision of the Derby we want, or contributing to unmitigated climate change. The vision needs to be shared and acted upon.

¹ As Dr. Wayne Dyer, author of *The Power of Intention*, puts it: "It is a truly scientific phenomenon that when you change the way you look at things, the things you look at change."

² The target has been set for 2035 by the City Climate Change Commission

³ Note we support the ideas articulated in the International Workplace Group White paper, backed up by new research conducted with FTSE 250 companies, shows how the new planning concept of the 15-Minute City, now being adopted around the world, can help to make this new work paradigm a long-lasting reality.