

Appendix 2

Improvement Objectives Consultation – Summary of Views

Consultation Response Improvement Objective 1 – **To increase employment opportunities and economic growth through a range of measures including creating new business start-ups, supporting existing business and delivering visitor growth as a destination of choice**

Respondent type	Agree/Disagree	Comments
Organisation	Agree overall with all objectives	<p>On behalf of the Inner City Trust I would like to say that we are pleased at the way the council has laid out this plan, it is clear and easy to read. It is by its nature high level in its aims and without any equivocation the Trust is very supportive of the council in its endeavours.</p> <p>We felt that it may be useful to clearly spell out the thematic areas for job creation that would be complimentary to those of Invest NI and to assist in underpinning the work of the city deal. This focus will enhance the process of SME development and job creation throughout the council area and assist in reviewing a price competitive approach which will help ensure sustainability of the start-ups. We also feel that a vigorous assessment should be made of existing programmes that in turn will help ensure that future programmes are more robust, and effectiveness is pursued on a continued basis.</p> <p>The Trust welcomes the inclusion of the forthcoming conference on heritage-based regeneration in the targets. As a lead partner in this conference our aim is to transplant best practices that have been successfully implemented elsewhere into the Walled City Framework. This framework will have clear, time lined actions</p>

		across various sectors that when included in the local development plan will result in effective outcomes but also establish an evaluation benchmarks going forward. We are here to work with the council, HED and other stakeholders to ensure that the heritage assets of our walled city are preserved and facilitated in a way that they contribute to our future prosperity.
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
	Agree	None
	Agree	I agree though feel there are huge opportunities for growth in the creative industries sector which could provide well paid jobs relatively quickly with the right stimulus. The model used by Honeycomb Creative Works (through an initiative run by Ulster University, among others) previously was excellent, particularly their Honeypot scheme where creatives and start ups could apply for small grants (eg. £2k, £5k, 10K, 25K) to carry out projects in a competitive scheme that was both easy to apply to and quite transparent.

Organisation	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual –	Agree	None
Individual	Agree	This also needs to be applied to outside Derry city and to more rural locations.
Individual	Agree	As a small business owner I could benefit from assistance. Something tangible e.g. getting an accountant to do end of year accounts. Getting a Graphics designer or wordpress expert to update website. Paying a young person to help with admin. Paying chamber membership. Networking events.
Individual	Agree	Great. But clean up first. Street drinking is prevalent and speaks volumes about the city.. not good ones.
Individual	Agree	Derry/Strabane has one of the lowest number of small businesses anywhere in Northern Ireland. More small and local businesses needs to happen
Individual	Agree	'visitor growth' should include an objective to increase economic yield from tourism. Although an increasing number of tour coaches come here, they appear to be on a tight schedule whereby they walk the walls, etc but do not visit shops, cafes, etc How many tour guides encourage tourists to do so? (I have heard of one particular guide encouraging tourists to eat in Donegal, not Derry). Additional hotels and bed space should help grow bed nights - but we cannot just depend on Council's events calendar to fill hotel rooms.
Individual	Agree	None
Organisation	Not Answered	None

Individual	Agree	None
Individual	Agree	None

Consultation Response Improvement Objective 2 – **To help people develop long, healthy and fulfilling lives by increasing participation in high quality leisure, sport and healthy living activity**

Respondent Type	Agree/Disagree	Comments
Organisation	See above	See above
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual –	Agree	None

Individual	Agree	Again, I agree. Council has had some excellent initiatives particularly with regard to increasing take up of local sports/health and fitness incentives and has also invested heavily in some excellent parks in the district. Improvement however has been limited, particularly with regard to provision for young people/teenagers. Playparks have been mainly for primary school age children. I would like to see a focus on investment in teenagers and particularly in the development of skatepark initiatives, initially on the cityside. There are a lot of problems with anti-social behaviour in the city and I think the lack of provision of activities for this age demographic needs to be addressed. I think it is time to start looking at (outdoor) skatepark initiatives.
Organisation	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	Having access to high quality natural settings is proven to decrease stress and increase health & well-being and shorten recovery time after illness and operations. It would be important to incorporate this into Object Two. With increases in loneliness and the health affects this has, a social element should maybe also be included?
Individual	Agree	Timetabling is essential and should be provided at appropriate times to enable more choice for users and more than one activity a week for eg spin classes are only available once a day in Riversdale a few days a week. I feel to engage the public, classes should be available nearly everyday etc. Fitness classes tend to class and are sometimes scheduled for the same day and time limiting users ability to attend certain classes. There is a tendency for new classes to be started and not continued after a few weeks for eg P90x was started but fell away quickly. The

		next cycle was not followed up. I think users should be surveyed on the kind of classes they wish to be brought to the centre, this would hopefully focus use of funds and increase use by the public. Access is also important and if location is an issue then transport needs to be investigated to facilitate this.
Individual	Agree	Pollution is a huge concern for outdoor activity, the recent poll on air quality is very scary. More needs done to provide information to citizens on this and rectify, we shouldn't be on this list as we have now of the benefits of being a polluted city in terms of industry.
Individual	Agree	How about getting up to speed with Smoking bylaws? Other countries prohibit Smoking in doorway of any structure where the public is expected to pass through. Even where no smoking signs exist in Derry, no one abides by them and no one enforces them. Eg Foyleside entrance by debenams, bus depot stands and shelters. It's forced exposure and not very welcoming to tourists who visit and are used to no exposure.
Individual	Agree	Yes especially for young people. More youth sports programmes. The refurbishment of the Complex is a great idea and more should be done. Green spaces should also be refurbished such as in the Lower Glen area.
Individual	Agree	None
Individual	Agree	None
Organisation	Not Answered	None
Individual	Agree	None
Individual	Agree	None

Consultation Response Improvement Objective 3 – **To protect and enhance the environment through creating and supporting a culture of environmental stewardship**

Respondent Type	Agree/Disagree	Comments
Organisation	See above	See above
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	Again, I agree. I would like to see more emphasis on restoration and repair of heritage, as opposed to replacement.
Organisation	Agree	None

Individual	Agree	None
Individual	Agree	Should a maximum distance for residents to a high quality natural space be included? Or at least access to high quality natural space.
Individual	Agree	None
Individual	Agree	See last comment. Everyone I know is very concerned about air pollution here at present, it is stopping people exercising and walking outside.
Individual	Agree	Does this include litter? If you visit Derry from other cities in other countries the town can seem very run down and give the appearance that people dont care, dont feel invested in their town. All the incentives to visit Derry mean Zip if the town streets are littered with all sorts.
Individual	Agree	The council should be one of the greenest in Northern Ireland.
Individual	Agree	Proactive partnership with schools and local communities would be particularly beneficial and have the added bonus of generating inter generational activities. A tougher stance needs to be taken about littering, fly dumping and dog fouling (name & shame)
Individual	Agree	None
Organisation	Not Answered	Agree and disagree. Protecting and enhancing the environment should also be achieved through direct environmental actions such as habitat restoration, removal of invasives, tree and hedgerow planting to improve landscape resilience, biodiversity, flood alleviation, soil quality, reduce sediment run-off, improve water quality and improve air quality.

		<p>While community engagement and awareness are important and a culture of environmental stewardship will ensure sustainable environmental practices going forward; the standard of our environmental assets must be improved to an appropriate level to ensure the full range of benefits of a resilient environment are available both to the public and through natural capital. It is only when the public can see and experience the benefits of a resilient environment that a culture of environmental stewardship will be successfully embedded.</p> <p>Protection and enhancement activities are vital activities in and of themselves. Protection can come in the form of designations or direct protection through unambiguous planning policy language, removal of invasive species, and limiting certain activities and development that can take place within the specific environment. Protection can also be provided for through restoration activities, ensuring the environment returns to its natural state and is in sufficient condition to remain as such. Enhancement can include habitat connectivity and buffering to improve the resilience of an environment. It can also focus on direct landscape scale measures such as tree and hedgerow planting, restoration of peatlands, management of invasive species to ensure they are proactively removed and do not spread to damage other environmental assets.</p> <p>Council must recognise the full-range of benefits achieved through resilient natural environments, from water and air quality improvements, health and wellbeing benefits, farm business improvements and biodiversity. Environmental protection and enhancement has the opportunity to provide cross-sectoral benefits, more so than any other intervention, this should be incorporated and reflected in the activities supporting the environment theme.</p>
Individual	Agree	None
Individual	Agree	We need to do more about the heritage etc. we have in Derry and Strabane

Consultation Response Improvement Objective 4 – **To deliver improved customer satisfaction by improving customer support services and processes**

Respondent Type	Agree/Disagree	Comments
Organisation	See above	See above
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual BT48 7NJ	Agree	None
Organisation	Agree	None

Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Individual	Agree	Please see my previous comments
Individual	Agree	None
Individual	Agree	This can never be a bad thing. Not sure it's a measurable objective.
Individual	Agree	None
Individual	Agree	None
Individual	Agree	None
Organisation	Not answered	None
Individual	Agree	None
Individual	Agree	None