

Communities & Economic Regeneration: A Local Approach

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Living Centre



“Communities don’t just happen they are consciously created by the people who live there”

Approach to Regeneration Plan

- Highly ambitious
- Whole system approach
- In-depth stakeholder engagement
- Focus on targeting disadvantage
- Mainstreaming equality, good relations and sustainability across the plan
- Intensive analysis of need
- 12 Sectoral Groups collectively developing a single plan
- Wide scale Public Consultation – ends 09th Dec

Extensive Engagement

- 1** Equality Seminar **200** delegates
- 1** Future Search event **120** participants
- 1** Strategy Board **40** strategy board members **12** Strategy Board Meetings
- 12** SWGs **417** SWG members registered at least **156** SWG meetings
- 6** plenary sessions **4** Integration Meetings
- 1,000+** regular visitors to www.yourcityyoursay.com
- 1,000+** yourcityyoursay E-zine recipients
- 20** Community Consultations

Intensive Analysis

- In depth statistical analysis to determine need & tackle inequality (Citiscope) at Community Level
 - **85** Citi-scope Survey Enumerators interviewed **480** representative residents **14** Focus Groups with **165** participants covering **all** Section 75 categories
- Econometric Model developed by Oxford Economics
- Work across all Government Depts. & NISRA

A group of children are playing on a large wooden climbing frame made of thick logs and ropes. The frame is set outdoors with green foliage in the background. The children are wearing various jackets, including a dark grey one, a blue one, and a pink one. They are actively climbing and holding onto the ropes.

One City

One Plan

One Voice

**Draft Regeneration Plan
for Derry~Londonderry**

Public Consultation

ONE CITY – ONE PLAN – ONE VOICE

Our Mission 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.

Education & Skills

Early Intervention in Education

Strategy for skills and employment

Higher Education Expansion particularly the University

Employment & Economy

Growing the Digital Economy

Accelerating growth in the tourism & culture economy

Establish a Co-operative and Social Enterprise hub

Building Better Communities

Foyle Valley Gateway

Quality Spaces, Places and Neighbourhoods

Health & Well Being

Early Intervention in Health

Sustainable & Connected City Region

Eco-City: A Transition to Green Energy

Integrated Transport Strategy (Particularly Public Transport)

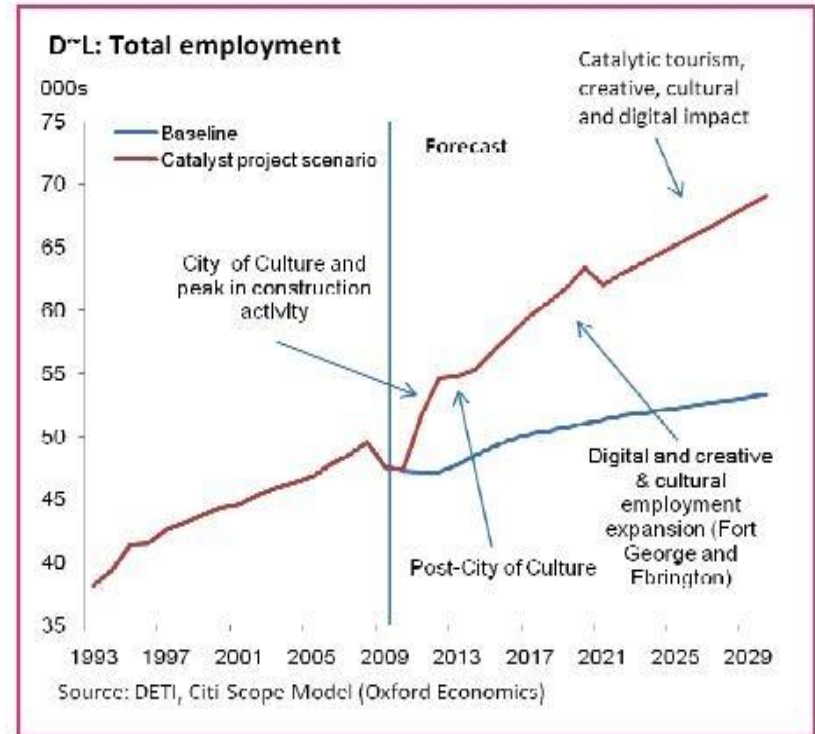
Mainstreaming Equality

Embedding sustainability

A Competitive, Connected, Creative & Caring City

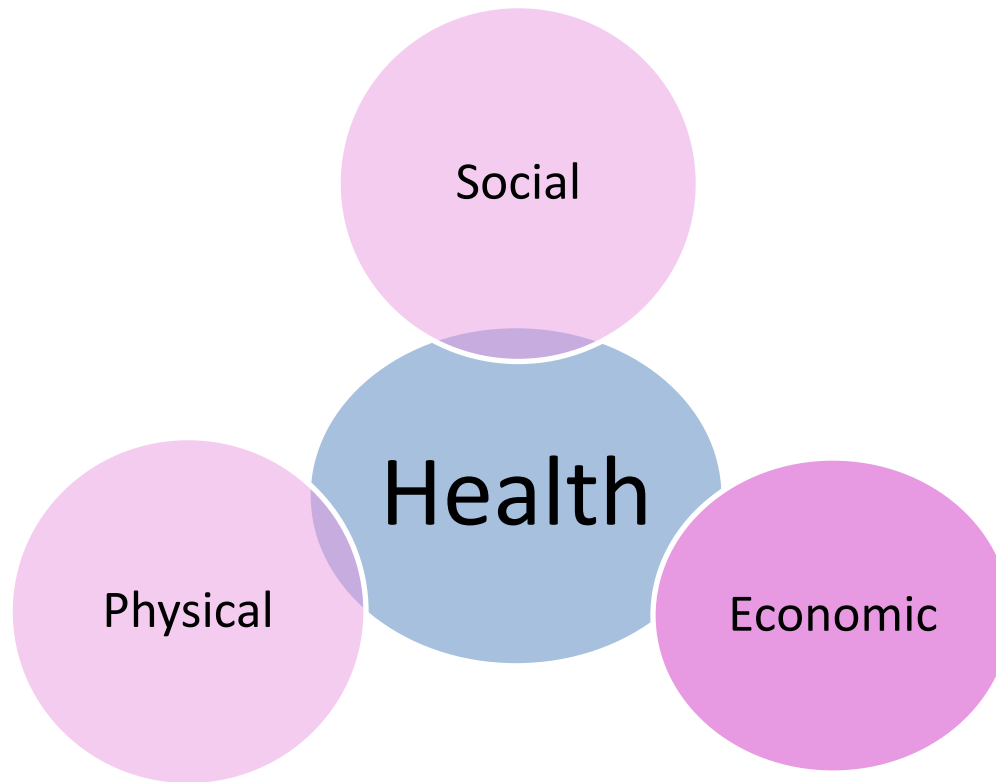
'Making a Difference

- Significant and demonstrable contribution to the Derry~Londonderry and NI economies
- Significant increase in the number of people ready and able to work
- 12,500 net additional jobs by 2020 and 17,100 jobs in 2030
- £465m additional profits and wages by 2020 and £594m in 2030
- Fiscal improvement of £200m in 2020



Health & Wellbeing

Health & wellbeing is a golden thread that weaves its way across the Plan as an integrating factor



Health is a determining factor for success in addressing & targeting regeneration issues around:-

- Disadvantage
- Poverty
- Poor Diet
- Equality
- Unemployment
- Social Isolation
- Educational attainment
- Homelessness
- Crime & safety
- Smoking
- Alcohol
- Drug abuse
- Mental Health

Healthcare issues are often outside the reach of the Healthcare Sector

Health & Wellbeing Sector Working Group Strategy

Tackling Health Inequalities

Health Inequalities

“Health inequalities result from social inequalities and action on health inequalities requires action across all the social determinants of health”

Health Conference 24th November 2010

- There were 767 deaths within Derry LGD in 2008
- Outside of Belfast, Derry LGD had the highest occurrence of alcohol related deaths in 2008
- Dental registrations in Derry LDG are amongst the lowest in NI
- 1 in 3 children in Derry LGD live in Income Support households (NI:1 in 5)
- 1 in 3 children in Derry LGD are registered for Free School Meals (NI:1 in 6)
- Self-harm admission rate is 40% higher than NI rate
- Teenage birth rate per 1,000 of female population is higher than NI average - 22 in Derry LGD (16 in NI)
- Cancer & Circulatory Disease higher than NI average
- Premature mortality

Definition of Insanity

“Doing the same thing over and over again and expecting different results”

Albert Einstein

Doing Things Differently

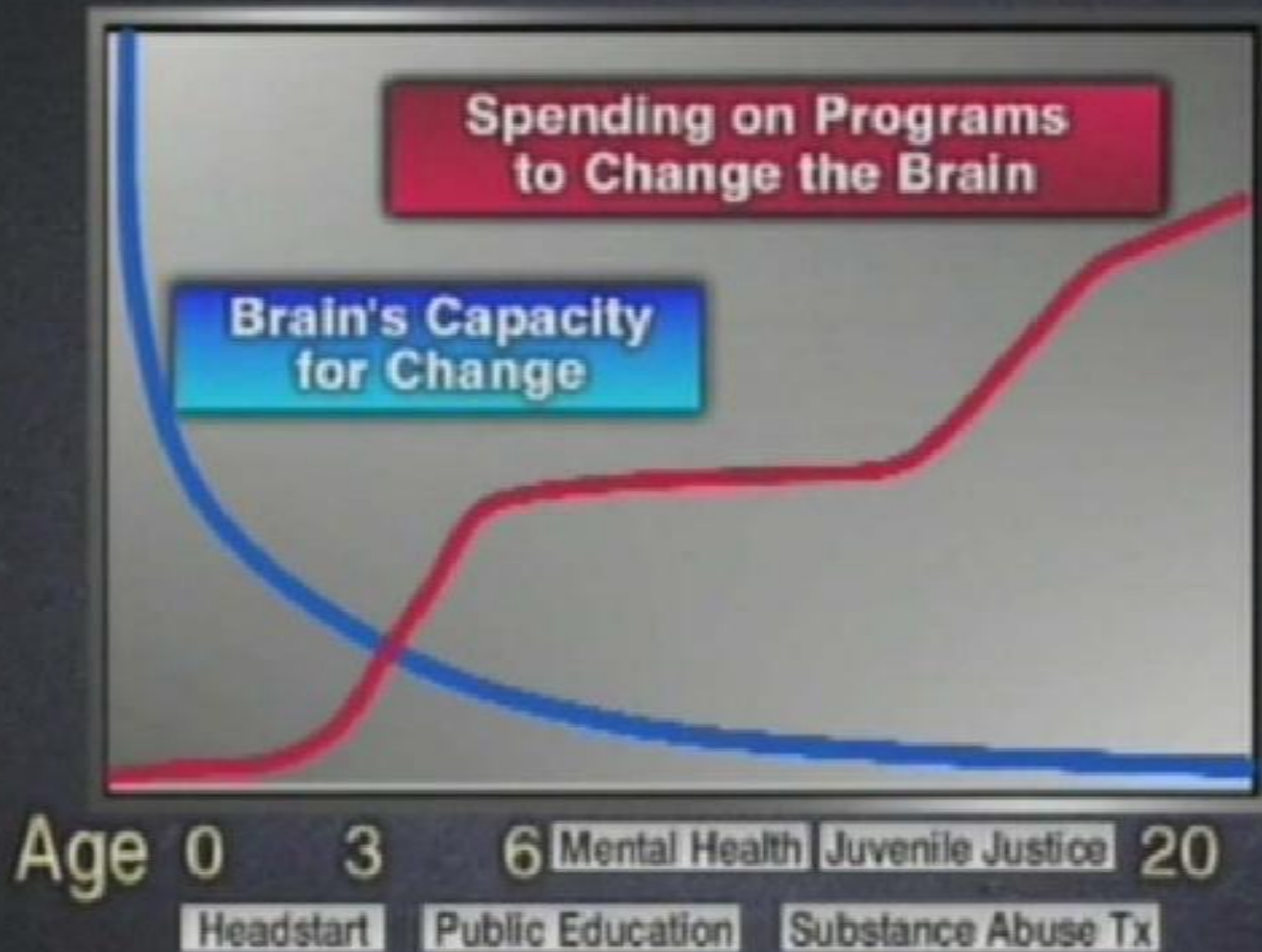
- Social Model of Health
 - Investing in prevention and health promotion
 - Tackling poverty and social injustice and supporting healthier lifestyles
- Early Intervention Model for Health
 - Targeting the most marginalised and excluded in our communities
 - Focus on all stages of life?

Understanding Early Intervention

- Intervening early and as soon as possible to tackle problems emerging for children and their families
- or
- Intervening with a population most at risk of developing problems.

Early Years Matter

- During the first year of life the neural pathways within the brain which support vision, hearing, language and higher cognitive function are wired.
- Brains and skills are shaped by the "serve and return" nature of human interaction between the child and his/her parents and others.



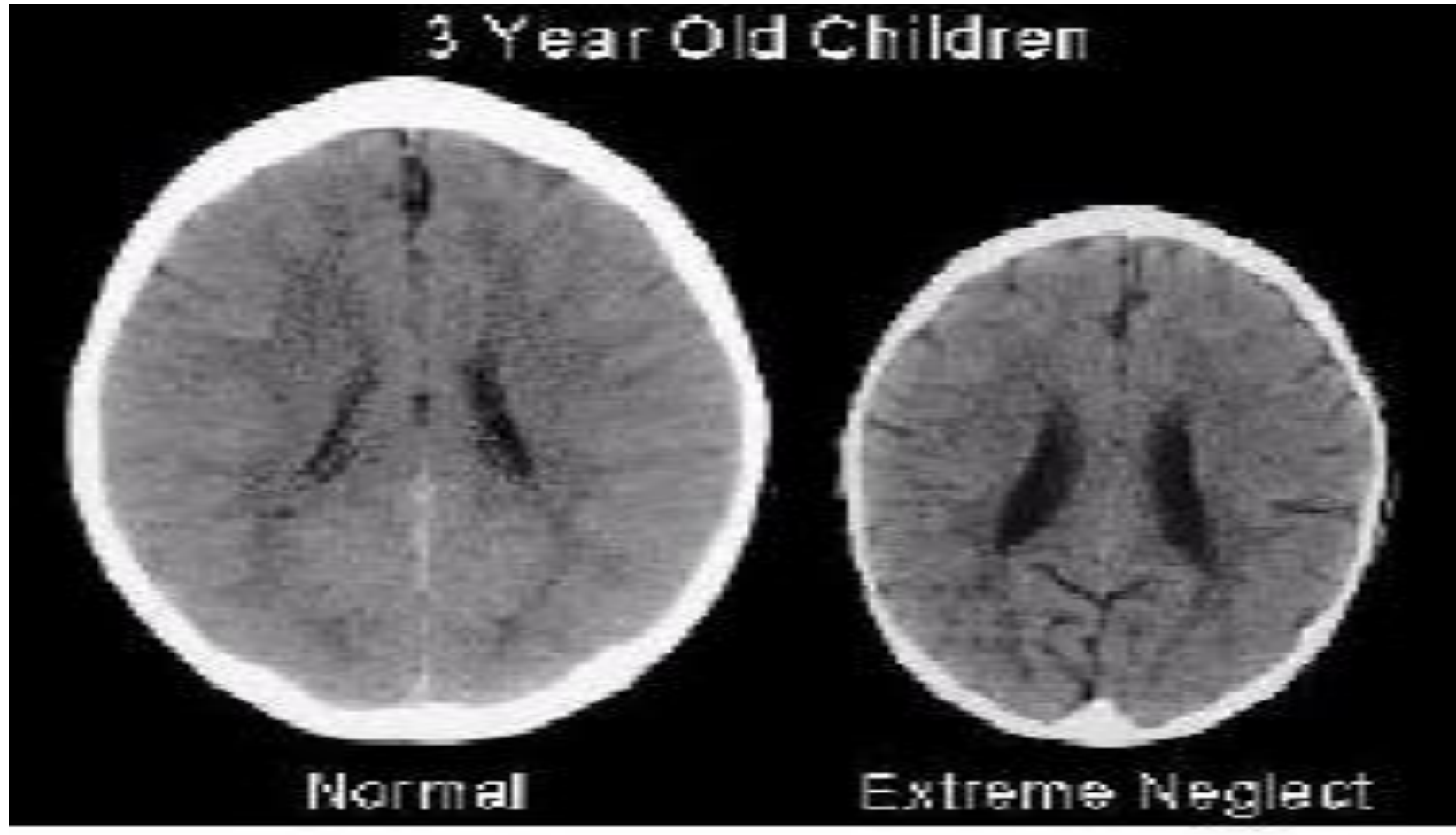
Visible Symptoms, Invisible Causes

Most existing dysfunction and violence are highly visible threats that demand an immediate reaction.

Violence, neglect, or abuse of a small child behind closed doors, is almost always invisible.

Society will not notice (or be affected by) the consequences for many years.

Images from Child Trauma Academy



WAVE Model

- Research highlights the essential importance of years 0-3 in human development, and the vital influence of primary caregivers.
- When economic resources are under pressure, and facing strong claims from other programmes and interests, research evidence points overwhelmingly in favour of a shift to Early Intervention.

**Tackle
Root Causes
not
Just Symptoms**

Derry

An Early Intervention City?

- Changing How We Do Business
- Having the Courage of our Convictions
- Trans-disciplinary Working, Integrated Services
- Derry Healthy Cities: WHO Designation

What Needs To Happen?

- Overcoming resistance to change
- PHA to champion Derry as the model for Early Intervention City
- Securing commitment from Government Departments, key agencies and sectors

Peace Bridge 2011





Our New Story is

LegenDerry...