

MINUTES of a meeting of the **DERBYSHIRE CULTURE BOARD AND EXECUTIVE OFFICERS** held at West Studios, Chesterfield College on 26 March 2015

PRESENT

Councillor Ellie Wilcox (in the Chair)

DERBYSHIRE CULTURE BOARD

Nigel Caldwell (VC Infrastructure Consortium), Dr Mike Galer (National Tramway Museum), Helen Martinez (Erewash Museum), Councillor Geoff Stevens MBE (Derbyshire Dales District Council), Mark Suggitt (Derwent Valley Mills World Heritage Site), Councillor Anne Syrett (Bolsover District Council), Amanda Thomas (National Tramway Museum) and Ann Wright (DCC – Health and Communities).

EXECUTIVE OFFICERS

Joe Battye (Derbyshire County Council), Dan Eager (Visit Peak District & Derbyshire), Roger Shelley (Creswell Crags), Bernadette Wainwright (Chesterfield Borough Council) and Ros Westwood (Buxton Museum)

ADVISERS TO THE BOARD

Adam Lathbury (DCC Conservation and Design) and Allison Thomas (Derbyshire County Council)

Guest speaker: - Debbie Porter (Made in Derbyshire)

Apologies for absence were submitted on behalf of Brian Ashley, Stuart Batchelor, Rebecca Blackman, Mike Brown, Sarah Chubb, Prof Huw Davies, Jo Dilley, Wes Downes, Councillor Chris Emmas-Williams (Amber Valley Borough Council), Ilana Freestone, Mark Homer, Kate Le Prevost, Hayley Lever, Kirk Monk, Sarah Merris, David Senior, Martin Shaw, Dr Anthony Streeten, Liz Tomes, Mark Trillo, Stephanie Walsh, Kate Watts and Nicola Wood

1/15 **MADE IN DERBYSHIRE WEBSITE** Debbie Porter attended the meeting to inform the Board about the Made in Derbyshire website, which had been launched in December 2014 and could be found at www.madeinderbyshire.org. The website, which had teamed up with the 'Visit the Peak District' website, provided information on all aspects what was made in the County – people, places, products and events. Using a PowerPoint presentation Debbie gave a tour of the website, which was divided into four segments –

- Events
- People (historic and contemporary)

- Products
- Places

The website included a news section which supported marketing and sports and events. There was also a member data base and to date there were 300 members who had signed up to the site who were encouraged to use the Made in Derbyshire logo on their personal websites and printed materials to reinforce the brand. It was noted that there was a strong arts and craft presence amongst the members but more interest was needed from engineering and manufacturing companies and sporting organisations.

Debbie spoke of the social media sites which Made in Derbyshire had subscribed to and had accounts with – Twitter (14,000 followers), Facebook (over 500 likes) and Pinterest (average of 195 views), and gave an analysis for each.

There was concern of conflict between the Peak District Partnership with the Made in Derbyshire and Made in Peak District branding, however, it was reported that the two were not in competition and both or either of these brandings could be used, whichever benefitted the business.

The Chair thanked Debbie for her very informative and interesting presentation and the Members for their comments and suggestions.

2/15 **NEXT STEPS IN THE MADE IN DEBYSHIRE MARKETING CAMPAIGN** Ann Wright reported that the next steps being pursued in the Made in Derbyshire campaign included -

- Bags to be available to purchase and resell at £5
- Posters/t-towels with the Made in Derbyshire Poem by Helen Mort to be available for sale
- The production of a Derbyshire Cookbook to include details of restaurants and farms and recipes, to be launched at the Derbyshire Food and Drink Fair at Kedleston on 16/17 May and at the Literature Festival
- Discover Derbyshire app for downloading on to iPhone
- Production of a CD to include Made in Derbyshire music to be available at the end of the year and at Christmas light events
- Celebratory trees to be planted for every baby born in 2015
- Attendance at the Woodland Festival
- Attendance at the Chatsworth County Fayre
- Attendance at L'Eroica Britannia and other festivals in the County
- Use of Made in Derbyshire theme at Well Dressings
- School meals service training for school cooks to use Derbyshire recipes and produce

- Tour of Britain to showcase Made in Derbyshire

3/15 **NATIONAL TRAMWAY MUSEUM, CRICH – PLANS FOR 2015** Mike Galer explained that 25 staff were employed at the Museum supported by 250 active volunteers. The Museum was open March through to October and had 2,500 Members with 100,000 visitors annually.

Facilities new for 2015 included –

- New Forge gift shop, which stocked many Made in Derbyshire gifts
- Buggy shelter
- Newly painted ice-cream parlour and benches
- New admission facilities
- Lead Condenser viewing platform, which could be listed as a Scheduled Ancient Monument
- WW1 exhibition “Tramway, Tommies and Clippie Girls”
- Recruitment tram, to be decorated in April

Outstanding issues which had been completed in the closed season included new sheds, fire escape improvement behind staff facility, track work repairs, new track interface replacement section using traditional skills to repair granite sets, painting of Derby Assembly Rooms.

Following questions regarding green energy schemes, Mike Galer commented that there were solar panels in the exhibition buildings and future investment was being considered.

Allison Thomas commented that the improvements and work which had been undertaken had resulted from complaints and comments received last year.

The Chair thanked Mike for the very informative presentation.

4/15 **UPDATES FROM OTHER MEMBERS ON** The Chair invited Members to give updates on developments relating to their organisation -

- Visit Peak District – Dan Eager – the website was being reviewed and “Experience Derbyshire” was to be included; this was aimed to be launched in May/June.
- Bolsover District Council – Councillor Anne Syrett – there was a full programme of activities taking place, which were on the website; the Brass Festival and Brass Workshop were fully subscribed for the year.

- 3D - Nigel Caldwell – it was hoped that the Arts and Health activities would be extended
- Creswell Crags - Roger Shelley – two exhibitions were being held, at the Crags and at Sheffield; a programmes leaflet had been prepared.
- Chesterfield Borough Council - Bernadette Wainwright – the Arts Council funding was complete; the digital cinema had been launched with live opera etc being shown from the National Theatre; the Barrow Hill Engine House had received £94k from its HLF Stage 2 application to upgrade visitor facilities.
- Derwent Valley Mills World Heritage Site - Mark Suggitt – a Visitor Guide for 2015 had been produced; the new website “Partnership Derwent Wise” would be linked with the “Made in Derbyshire” site; Ann Wright had given a presentation to the Board on “Made in Derbyshire” and DVMWHS would endeavour to pursue involvement with Smedley’s and other businesses in the area.
- Derbyshire County Council – Allison Thomas – the Countryside Events booklet had been produced; involvement in the Tour of Britain (in Derbyshire in September) had been approved by Cabinet; there was to be a Marketing event to encourage local businesses to expand their opportunities on countryside sites; a market place event in April to showcase educational events and attract school visits was being organised.
- Derbyshire Dales District Council – Councillor Geoff Stevens MBE – The Matlock Bath Illuminations was being reviewed; firework displays would be held on every Saturday night through the season; Smooth Radio had shown an interest in the Matlock Christmas Event; the Farmers Market was using the “Made in Derbyshire” branding.
- Buxton Museum – Ros Westwood – the Museum had branded its exhibitions “Made in Derbyshire”; the Derbyshire Open Art Competition was to take place in Buxton and had an additional £100 prize this year; Stage 1 Funding of £85k for a new building to house the Wirksworth Museum had been agreed.
- Arts Derbyshire – Ann Wright – officers were to work with students at Chesterfield College to design ties/scarves with the “Made in Derbyshire” branding.
- Erewash Museum – Helen Martinez – the museum was involved in a £1/2m HLF project revising the retail outlet.

The Chair thanked everyone for their updates.

5/15 **BUXTON MUSEUM & ARTS GALERY DEVELOPMENTS**

Ros Westwood gave a presentation on the Museum and Art Gallery, which would celebrate its' 125 years anniversary in 2018; it was managed by Derbyshire County Council and was the biggest art gallery in Derbyshire; admission was free and in 2014 it had welcomed 37,000 visitors.

The main collection was, however, 25 years old and did not now meet with modern visitor standards and expectations and new technology was needed. Ros reported that Buxton Museum & Arts Gallery had been awarded £869,100 in a Stage 2 bid from the Heritage Lottery Fund for the development of the "Collections in the Landscape" project, which would explore digital access to the collections to meet the needs of core audiences – families and knowledge seekers, including formal learners. This would include "Pocket Wonders" for 12 curator tours (Buxton – Buxton Water and Stories of Shopping, Wye Valley and Monsal Trail, Dovedale, Manifold Valley, Castleton, Melandra, Carsington Water, Prehistoric Peak, Medieval Peak Trail, Cromford and High Peak Railway, and Derwent Valley Mills), the development of a new "Wonders of the Peak" gallery using film and touch tables, online access to the collections catalogue, and improved marketing. The "Wonders of the Peak" gallery was to close in December 2015 for the re-development and re-open in 2017.

The Chair congratulated Ros on the new Project and for her informative presentation.

6/15 **NOTES** The notes of the last meeting of the Derbyshire Culture Board held on 19 November 2014 were received.

7/15 **DATE AND VENUE FOR NEXT MEETING** It was agreed that the next meeting would take place at 10.00 am on Monday 27 July 2015 at Creswell Crags.