

MINUTES of the **CULTURE THEME BOARD** held at the Shipley Country Park Visitor Centre on 29 September 2010.

PRESENT

Councillor Andrew Lewer (In the Chair)

Brian Ashley, Museums, Libraries and Archives Council, Stuart Bachelor, South Derbyshire District Council, Margaret Blount, Derbyshire Sport, Dave Brooks, Derbyshire Dales District Council, David James, Visit Peak District and Derbyshire, Carol Lawton, 3D, Steve Pintus NHS Derbyshire County, Councillor Chris Short, Amber Valley Borough Council, Tim Spencer, Erewash Borough Council, Councillor Geoff Stevens, Derbyshire Dales District Council, Councillor Ann Syrett, Bolsover District Council, and Councillor Emily Thrane, Arts Council England – East Midlands.

In attendance: Jaci Brumwell, DCC, Cultural and Community Services, Wesley Downes, DCC Chief Executives Office, Robert Gent, DCC, Cultural and Community Services, Allison Thomas, DCC Environmental Services, Ros Westwood, DCC, Museums and Ann Wright, DCC, Arts.

Apologies for absence were submitted on behalf of Pauline Beswick, Peak District National Park Authority, Andy Brown, High Peak Borough Council, Mick Blythe, North East Derbyshire District Council, Richard Campen, Peak District National Park Authority, Sally Curley, High Peak Borough Council, Paul Hackett, North East Derbyshire District Council, Jim Hewlett, South Derbyshire District Council, David Joy, Derbyshire Sport, Lorna Wallis, 3D, and Councillor J Wharmby, High Peak Borough Council.

32/10 **MINUTES** The minutes of the meeting of the Culture Theme Board held on 21 July 2010 were received.

33/10 **MATTERS ARISING** (a) Derby and Derbyshire City of Culture 2017 (minute 26/10 refers) Members were informed that work on developing an identity / brand for the bid was well under way and this would reflect the close partnership working between the city and county.

Following the meeting at the Roundhouse in Derby in February, where there was strong support behind the 2017 City of Culture bid there would be a follow up event at the Donut in Chesterfield on 1 November. The meeting would feature a speaker who had been involved in the Birmingham bid for 2013, which it was hoped would provide useful information to the group.

(b) Outcomes from Cultural Services – feedback from partners (minute 28/10 refers) Members were informed that having received funding from the Museums Libraries and Archives Council (MLA), the county council was working with MLA and University of Sheffield on a project to identify the intrinsic benefits of culture. The work would take place in three strands: producing a document

that all partners could use to show evidence of outcomes; piloting the national framework for evaluating outcomes from culture and sport; and preparing a bid to AHRC to secure funding for a PhD project to look at cultural services in Derbyshire.

(c) National Indicator 7 (minute 29/10 refers) An invitation to the NI7 recall event 'Surviving and Thriving in the Big Society' to be held on 2 November 2010 at Ringwood Hall, Chesterfield, was circulated to members.

34/10 **PRESENTATION ON SHIPLEY COUNTRY PARK** John Holmes, Countryside Manager, South attended the meeting and gave a brief overview of the history and the current facilities available at Shipley Country Park. The Chairman thanked John for a most interesting and informative presentation.

35/10 **ARTS, HEALTH AND WELLBEING EVALUATION FRAMEWORK**
Ann Wright, Derbyshire Arts, gave a presentation to Members on the Arts, Health and Wellbeing Evaluation Framework.

Ann explained that the project was in four parts with three of the parts being based on arts and health work and part four being in relation to evaluation. The project had been a partnership between Derbyshire Arts Partnership, Adult Care, the County Council and the Primary Care Trusts. The aim of the project had been to have a real impact on the lives and health of individuals and ensure that the outcomes were measured in a way acceptable to all. The project had been very successful and had proved valuable in helping to develop methods of evaluation. Ann gave Members examples of a number of projects with particular reference made to the way Wellbeing Reading Projects had been received and the project in Chesterfield and North East Derbyshire where Arts Development Officers had worked closely with the Alzheimer's Society to help people with early onset dementia to create memory boxes.

In order to test what impact the project had, a ten or twelve week evaluation was carried out by an expert in social care. A graduate student from Nottingham University had undertake the majority of the research into measuring wellbeing and the Authority had used the Warwick Edinburgh Scale, which asked a number of questions at the beginning and end of projects.

This process had proved to be a very useful tool and had provided a valuable insight into how best to approach future evaluations and be able to evidence positive outcomes.

The Chairman thanked Ann for an interesting and informative presentation.

36/10 **FEEDBACK ON TORCH RELAY BID** Members were informed that there appeared to be a great deal of secrecy around the bids although the Regional Development Agency had met with the London Organising Committee in June with the meeting being strictly confidential. It was understood that the

Organising Committee had visited all proposed sites during August but the outcomes were not known.

It was believed that the Organising Committee would be meeting with all venues selected to hold an evening event and that this would happen in November and December, and again, would be treated with the strictest confidentiality.

It was noted that no information would be forthcoming prior to the new year and this would clearly create logistical difficulties in terms of organising events with community groups, arrangements with emergency services etc. and would effectively leave 18 months to prepare.

Once any news was received, Members of the Culture Theme Board would be informed.

37/10 UNDERSTANDING VARIATIONS IN SPORT PARTICIPATION

Russell Turner, Sport England, attended the meeting and gave a presentation on Understanding Variations in Sports Participation, in relation to the case study in driving participation in Derby and Derbyshire Districts. Russell gave details on the background of the project and the specific research objectives. The case study had shown that sporting participation levels in Derbyshire were higher than quantitative levels alone would predict.

Statistical information showed that individuals who were part of higher income household in Derbyshire were more likely to meet the NI8 criteria as were those who attended cultural events. The effects of age were very different for men and women, and those families with children in the household were less likely to meet the NI8 criteria.

Details were given of the intangible factors that played an active part in pushing participation in sport in Derby and Derbyshire. These were that participation in community life and participation in sport appeared to be inter related, networks that build participation at a community level in Derbyshire; treating sport as a means to an end and as an end in itself boosted participation levels; life long participation in sport as a long term health benefit, with examples of initiatives in Derbyshire being given and the value of sustained commitment to sport and the joined up approach across the county.

It was confirmed that a technical support document would be produced and was currently being finalised. The lessons from this case study were felt to be very useful to all and would be made available on the Sport England website very shortly.

A summary of the key messages from the research was given and in particular reference was made to there being no single 'magic bullet' to success. Whilst it was important, the demographic profile of local population was not the only driver of sports participation. The drivers of participation were complex and

broad (e.g. demographics, environment / infrastructure / local partnerships and interventions). Members of the Board made a number of comments, which were noted and Russell responded to a number of questions raised.

The Chairman thanked Russell for an interesting and informative presentation.

38/10 **CULTURAL STRATEGY** Members were informed that as part of the work around the City of Culture bid discussions had taken place with regard to what makes Derby and Derbyshire distinctive.

It was noted that the Derby City intended to develop a Cultural Strategy and the idea of developing a joint programme for Derby and Derbyshire, or two separate strategies that were closely interlinked, had been discussed.

In order to engage with the city of Derby process, Robert Gent and Ann Wright had been invited to the inaugural meeting to discuss a Cultural Strategy on 6 October.

The comments were noted and it was agreed that an update report be submitted to a future meeting of the Board.

39/10 **DATE AND VENUE OF NEXT MEETING** The next meeting of the Board would take place on Friday 17 December at 10 am at West Park Leisure Centre, Long Eaton.