Culture Thematic Partnership Board

17th February 2011, 10.00 a.m.

B2net Stadium, Chesterfield Football Club

AGENDA

1	Welcome and introductions	10.00
2	Minutes of the meeting held on 17th December 2010 (attached)	10.05
3	Matters arising from the minutes	10.10
4	Peak District National Park Authority (Ken Smith)	10.15
5	Introduction to regeneration in Chesterfield and the Chesterfield Football Club, B2net Stadium (Mike Hayden and Chairman of B2net, Barrie Hubbard)	10.35
6	Future arrangements for the Culture Thematic Partnership Board (To follow)	10.50
7	Report on DCOG efficiency workshop (Stuart Batchelor / David Joy)	11.20
8	Outcomes project (Robert Gent)	11.30
9	World Heritage Site update (Martin Molloy)	11.40
10	Derbyshire Sport update (David Joy) School Sports Partnerships Sportivate programme	11.50
11	Olympic Torch Relay	12.00
12	Dates of meetings in 2011	12.05

The meeting will be followed by a tour of the B2net Stadium and lunch

MINUTES of the **CULTURE THEME BOARD** held at the West Park Leisure Centre, Long Eaton on 17 December 2010

PRESENT

Councillor Andrew Lewer (in the Chair)

Paul Hackett (North East Derbyshire District Council), Mike Hayden (Chesterfield Borough Council), David James (Visit Peak District and Derbyshire), David Joy (Derbyshire Sport), Tim Spencer (Erewash Borough Council), Councillor Geoff Stevens (Derbyshire Dales District Council), Lorna Wallace (3D)

In Attendance: Jaci Brumwell (DCC, Cultural and Community Services), Robert Gent (DCC, Cultural and Community Services), Martin Molloy (DCC, Cultural and Community Services), Ros Westwood (DCC, Museums), Ann Wright (DCC, Arts)

Apologies for absence were submitted on behalf of B Ashley, C Capstick, Jim Dixon (Peak District National Park Authority), Wesley Downes (DCC, Chief Executive's Office), Jim Hewlett (South Derbyshire District Council), Steve Pintus (NHS Derbyshire County), Councillor Ann Syrett (Bolsover District Council), Allison Thomas (DCC, Environmental Services), Councillor Emily Thrane (Arts Council England – East Midlands), Cath Walker (DCC, Chief Executive's Office), and Councillor Jean Wharmby (High Peak Borough Council)

40/10 **MINUTES** The minutes of the meeting of the Culture Theme Board held on 29 September 2010 were received.

41/10 **CITY AND COUNTY OF CULTURE** Derby City Council had previously facilitated a meeting to test potential support for a bid to the DCMS UK City of Culture competition in 2013. At the meeting, there had been lots of support, and strong endorsement had been obtained for a proposal that the city and county councils should work more closely together to create a coherent cultural offer. As a result, a steering group had been formed.

Derby City Council had provided funding for the initial consultation, research and for the creation of a City and County of Culture brand. Following a formal tender process, a design company Origination had been appointed to create a brand, and a number of sub-groups had been established to move the initiative forward. A presentation had been received from the design company, and a marque had been adopted.

It had been announced in July that Derry had been awarded the accolade of City of Culture for 2013. An announcement of the 2017 competition had been expected shortly after this, but following the Comprehensive Spending Review,

DCMS had decided not to proceed with a competition for 2017 until the outcomes of the 2013 event were known.

A meeting of partner organisations and stakeholders had been held in November to review progress. There had been strong support for the City and County of Culture initiative, and it had been agreed that, irrespective of whether a national competition was taking place, partners would aim to deliver a Year of Culture in 2015. Consideration was now being given as to what form such an event would take, and there would be liaison with the Championing Derbyshire group, which was leading on the bid to host the Olympic Torch Relay in summer 2012. It was the intention that this would act as a springboard to generate community interest and support for the Year of Culture. It was proposed to use the City and County of Culture brand to raise awareness of the Year of Culture, and to invite partner organisations to adopt the brand.

Derby City Council had made available £33,000 to fund the initial phase of the work, and was considering what additional financial commitment it could make. The County Council had made no financial contribution to the feasibility study and branding exercise, but had identified £75,000 from the 2009/10 budget outturn.

42/10 **CULTURAL STRATEGY WITH DERBY** Following a meeting to discuss Derby's Cultural Strategy, it was the intention to align the cultural strategies of the City and County Councils. Although it was felt that it would be quite difficult to have a joint strategy, it would be possible to have elements of both working alongside each other. When more information was available details would be provided to the Board.

43/10 **UPDATE ON LOCAL ECONOMIC PARTNERSHIP** Councillor Lewer had recently attended the first meeting of the LEP Shadow Board, and informed the Group of the main issues that had been raised. There had been discussions on the Regional Growth Fund Bid, priorities for the area, and the representatives that should be attending the Board. It appeared that the Board was working quite well, but the structures and protocols were still being agreed. Councillor Lewer stated that he would provide more updates when further information became available.

44/10 **DERBYSHIRE PARTNERSHIP FORUM CONSULTATION** Partners had recently been asked to consider and provide views on the future working of the Derbyshire Partnership Forum, the thematic partnerships and the need for high level priority and target setting. A wide range of views had been expressed, and the key points were highlighted. There was wide support for partnership working and the Partnership Forum, but it was felt that meetings should take place less frequently and the format should be revised. It was also felt that there

was a need to review the existing thematic partnerships to ensure that they were fit for purpose. There was support for a review of the remaining thematic partnerships and other sub-groups to ensure that they matched the partnership's priorities.

A key issue was the need to ensure that resources were used in the most efficient way to deliver key priorities. As a result, the membership of partnerships would need to comprise the partners who were able to contribute directly to the delivery of priorities.

As a result of the findings, six proposals had been outlined, including that the non-statutory thematic partnerships should review their purpose in light of new government proposals moving forward, and all thematic partnerships should review and revise their terms of reference as appropriate and consideration should be given to the use of time limited task and finish groups to deal with single issues. Future partnership arrangements should support the delivery of priorities beyond the end of March 2011, and partners would be consulted shortly on a reduced number of high level indicators and targets to support the delivery of priorities from April 2011 onwards.

45/10 REPORT FROM VOLUNTARY AND COMMUNITY SECTOR EVENT Lorna Wallace provided the Board with a report on the Surviving and Thriving in the Big Society event that had taken place on 2 November 2010. The event had been organised by the Voice for the VCS Project in partnership with 3D, and forty-eight had attended. There had been a number of workshops, facilitated by members of 3D and the NI7 Steering Group. A number of key themes had emerged from the workshops, and the Board was presented with the areas delegates had prioritised for further action.

46/10 DCOG PROPOSALS FOR CONSULTANT-LED SESSION ON EFFICIENCY It was reported that a workshop was due to be held at Coney Green on 12 January 2011 which would focus on a number of areas, including sports development, the Arts and parks. The issues of management and procurement would also be discussed, along with options to work more collaboratively to achieve efficiencies.

47/10 OUTCOMES PROJECT The Board was informed of the work being undertaken to identify the outcomes being delivered by cultural services.

The national Outcomes Framework for Cultural Services was being piloted in Derbyshire, and it was also the intention to create a document to show the successes which would be distributed to stakeholders. The national framework was expected to be rewritten by the end of January, and there would then be a further update to the Board.

Details were also given of a bid to the Arts and Humanities Research Council to fund a three year collaborative doctoral project with the University of Sheffield. This would be a useful tool for Derbyshire, but it would also be capable of wider national implementation.

48/10 **WORLD HERITAGE SITE UPDATE** Martin Molloy gave an update on the work relating to the World Heritage Site, and said that progress was beginning to be made. The deadline for the receipt of applications for the Director's post was 19 December, and job descriptions for the remainder of the team were to be finalised. The first meeting of the new Board was due to take place in the New Year.

49/10 **DERBY SILK MILL** Stuart Gillies, Head of Museums, Derby City Council, attended the meeting to provide the Board with proposals for the way forward for Derby museums. It had been necessary to develop a clear direction as a result of public sector funding cuts, and a Transformation Plan for Derby museums was being developed. This included the development of the Silk Mill in Derby, which was a very important building in relation to the World Heritage Site.

A two year project was proposed, including temporarily closing the Silk Mill to redevelop the building, and refurbishing the Art Gallery, as well as planning to open two new galleries.

A new organisation was being established in order to deliver the project. It was stated that it would be a transitional year, and from 1 April 2011, the organisation would embark on a number of pieces of work. This would all be reported back to the relevant forums. A detailed business case was being developed, and it was the intention to create the correct organisational model, and well as developing the relationship with local authorities.

50/10 **DATE AND VENUE OF NEXT MEETING** The next meeting of the Board will take place on Thursday 17th February 2011 at 10:00am at the new b2Net Football Stadium, Chesterfield.

Culture Thematic Partnership Board

17th February 2011

FUTURE ARRANGEMENTS FOR THE DERBYSHIRE CULTURAL PARTNERSHIP

1. Purpose of the report:

This report recommends the creation of a new strategic partnership for cultural services in Derbyshire, together with appropriate operational arrangements.

2. Information and analysis:

2.1 The changing nature of partnership arrangements in Derbyshire makes it appropriate to review the future operation of the Culture Thematic Partnership Board. In particular:-

- there is no longer a requirement from central government for Local Area Agreements in their current form;
- the National Indicator Set, which has been the basis for performance management, has been abolished;
- the way statutory and voluntary sector partners contribute to partnership activity is in need of re-assessment as a result of budget reductions.

2.2 The future of the Derbyshire Partnership Forum itself is under review, following consultation with partner organisations. This report is not intended to pre-empt the outcome of that review, but reflects the need to ensure that the future direction of cultural services is based on a sustainable and manageable partnership approach.

2.3 At present, the Culture Board is supported by a number of more specific partnership groups:-

- the Derbyshire Cultural Officers Group (which includes the City of Derby);
- Derbyshire Sport;
- the Derbyshire Arts Partnership;
- the Derbyshire Arts Development Group.

It also contributes to other ad hoc partnerships, for example, those leading on the City and County of Culture initiative and the Olympic Games.

2.4 A new cultural partnership

What is proposed is a rationalisation of these arrangements to give a clear strategic lead, with adequate operational support to ensure that priorities are delivered.

The Culture Board will be reconstituted as a strategic lead body, meeting not more than four times per year. It will be member - led, but will be able to accommodate key individuals from outside local government. The participation of the voluntary and community sector in the work of the Culture Board has made a valuable contribution, and the sector should remain integral to the new arrangements. The Chair of Derbyshire Sport will also have a seat on the new body.

The name of the new partnership will be Culture Derbyshire.

2.5 Support for the Cultural Partnership

Culture Derbyshire will be supported by an officer- led executive group, bringing together senior managers from the organisations represented. It is suggested that the existing Derbyshire Cultural Officers Group take the lead in designing the structure and terms of reference of this group and that their recommendations be presented to a future meeting. Consideration should be given to broadening the membership of the group to more closely mirror that of Culture Derbyshire.

2.6 Tt is recommended that the opportunity be grasped to revitalise the Derbyshire Arts Partnership by incorporating it into Culture Derbyshire. The work of the Derbyshire Arts Development Group will be subsumed in the new operational arrangements to be devised by the Derbyshire Cultural Officers Group. It is recommended that Derbyshire Sport be retained, given the breadth of its agenda, the level of resource it manages and the immediate need to ensure an effective Derbyshire engagement with the 2012 Olympics. Derbyshire Sport should however have a reporting line through Culture Derbyshire to the Derbyshire Partnership Forum or its successor body.

2.7 The role of Culture Derbyshire

To a large extent the role of Culture Derbyshire will reflect the existing terms of reference of the Culture Board:

- provide strategic direction for cultural services within the Sustainable Community Strategy;
- take wider responsibilities for championing, co-ordinating and developing cultural provision across Derbyshire, working with partner agencies and cultural providers locally, regionally and nationally as appropriate;
- develop other key plans, strategies and areas of work for cultural services as appropriate;
- undertake tasks allocated by the Derbyshire Partnership Forum, Board or Executive;
- ensure that Derbyshire is effective in contributing to a successful London 2012 Olympic and Paralympic Games, as well as maximising the opportunities arising from the Games;
- create effective links with a variety of parties, including Derby City, with the aim of ensuring a county-wide approach to cultural programmes where this is advantageous.

2.8 The partnership approach to performance management will inevitably change in the light of the demise of national indicators. This meeting of the Culture Board is also considering a report, created with the support of MLA and Sheffield University, into the impact of cultural services in Derbyshire. That report concludes with some recommendations to improve the collection and evaluation of outcomes. It is proposed that this be a key role for Culture Derbyshire.

3. Recommendations:

That

i) The Board approves the creation of a new partnership body, to be known as Culture Derbyshire, to replace the Culture Thematic Partnership Board, subject to ratification by the Derbyshire Partnership Forum.

ii) The Board approve the functions defined in paragraphs 2.7 and 2.8 above.

iii) The Derbyshire Cultural Officers Group act as the executive arm of Culture Derbyshire and that the group be requested to draw up an appropriate structure and terms of reference for presentation to a future meeting of Culture Derbyshire.

iv) The Chairman of Derbyshire Sport be invited to serve on Culture Derbyshire.

The outcomes of cultural services and their contribution to Derbyshire County Council priorities: a review of the evidence

Introduction

Starting in November 2010, a three-month research project (funded by the Museums, Libraries and Archives Council) investigated the outcomes of cultural services in Derbyshire. There were four main objectives for the project:

- Pilot a national framework for measuring outcomes of cultural services
- Review the evidence of outcomes from specific Derbyshire initiatives
- Identify gaps in the Derbyshire evidence with a view to informing future planning and evaluation
- Map the contribution of cultural services to wider Derbyshire partnership priorities

This introductory section will briefly summarise what has been discovered regarding the first three of these objectives, as well as giving the necessary background information to put the project in context. The main body of this report focuses on the fourth of these objectives – to map the contribution of cultural services to wider Derbyshire partnership priorities. The format of the report is based on four of the main priority areas identified in the *Derbyshire 2009-2013 Sustainable Community Strategy*: Safer Communities, Children and Young People, Health and Wellbeing, and Sustainable Communities. The more specific priorities within each are identified where relevant, as are priorities from the *Derbyshire 2010-2014 Council Plan*. The report then offers some conclusions and recommendations based on what has been discovered during the course of the project.

In the last two years, Derbyshire's Culture Thematic Partnership Board has been attempting to gather evidence of the outcomes of cultural services within the county. Much of this evidence has been in the form of the *Making a Difference* template, submitted by individual projects to report what their project involved and what its outcomes were.

In the ten years or so previous to this, the focus had been on measuring outputs. This usually meant measuring the number of participants or service users, with large or increasing numbers being considered a success. Although these types of data are useful, they have their limitations; as Holden argues, 'audience numbers give us a poor picture of how culture enriches us'.[i] A cultural event attended by one-thousand participants who all

found it mundane and meaningless is surely of less value than an event attended by one-hundred participants who all found it inspiring. By focusing on outcomes as well as outputs, the actual benefits or effects are also taken into account.

The review of the Derbyshire evidence highlighted that most current evidence of outcomes is anecdotal – i.e. it has been collected in a casual manner. This does not necessarily mean it is without value, but its validity and/or reliability may be questionable. Quantified evidence of outcomes is usually considered the most authoritative and convincing, but within Derbyshire this type of evidence is in short supply. The aim in the near future is to shift the way of working towards an outcomes-based approach. This would involve desired outcomes, and how their level of attainment can be validly and reliably quantified, being identified at the planning stage; or, if more appropriate, a rigorous qualitative approach, one that goes beyond the anecdotal, could be used instead of, or in addition to, a quantitative approach.

For methods of outcome evaluation to be adopted, however, they need to be simple and user-friendly. As Matarasso writes, 'methods which appear suitable to social scientists cannot easily be used by arts workers and community groups for whom evaluation, however important, is always secondary to achieving a programme'.[ii] The national framework for measuring outcomes of cultural services was piloted during the project by three staff members in the Derbyshire Cultural and Community Services Department, and it was found to be too complex to be usable, even when committing a significant amount of time to it.

A convincing case can still be made for the positive contribution of cultural services to Derbyshire County Council priorities by combining suitable evidence submitted by Derbyshire projects with relevant international and national evidence (such as Matarasso's seminal study of the impact of the arts on 513 participants around the UK).[iii] The remaining part of this document demonstrates mainly the "instrumental" value of cultural services to Council priorities. Instrumental value essentially means wider economic and social effect, and this is often the main way outcomes and value are measured[iv].

Cultural services are also of value in themselves, regardless of their contribution to wider priorities or outcomes – this is their "intrinsic" value. Taking into account both these types of value (and that they often overlap) is essential to demonstrate the true value of cultural services and their effect on participants and on wider society. However, work done during the project has also highlighted that clarifying what intrinsic value actually is, and how it can be measured, is an on-going challenge. How, for example, can the effect of seeing a great

work of art or an ancient artefact, or of hearing a beautiful piece of music, be accurately described and measured? Cultural services are providers of these types of outcomes – outcomes that add richness and meaning to life.

Safer Communities

Contributing to the Council's priority of *reducing crime and the fear of crime,* **Liberation Day** is an annual Derbyshire event for over-65s involving live music and dancing. The event is very popular and is always fully booked, with priority given to those that have not attended before. Attendance has grown from 250 in 2003 to over 600 in 2010, and over 40 agencies are now involved in giving information and advice. As well as giving information on a range of relevant health and safety issues, the aim of the day is to raise awareness of specific crimes, such as distraction burglaries, that older people are at high risk of, and to give advice to reduce their risk. Of the attendees at the 2009 event, 94% said they were more aware of how to prevent distraction burglaries, and 78% said the event had reduced their fear of crime.

There are numerous national and international studies that show targeted sport programmes, or other programmes of positive activities, can significantly reduce young people's anti-social behaviour, misbehaviour at school, or crime.[v] Around 22% of youth crime is committed by 3% of young offenders.[vi] Therefore, by effectively targeting young people most likely to offend, sport and positive activity programmes can make a real difference to levels of crime and anti-social behaviour in a local area.

Such schemes are of course not the only method that is needed, but they play an important part by preventing boredom; providing positive and structured activities; combating peer pressure; developing social skills, positive identity and self-esteem; addressing problems at an early age; and providing positive role models.[vii] Thus they contribute to the Council's priorities of *enabling children and young people to make a positive contribution* and *helping children and young people enjoy and achieve.*

A national Positive Futures scheme has been successful in reducing crime and anti-social behaviour in target areas around the UK. Of the partners involved in the schemes, '74%...believed that the local area had improved as a result of the project, and 65% that it had reduced participants' offending'.[viii] The South Mead area of Bristol, for example, saw a 40% reduction in crime as a result of employing a sport officer to work with young people.[ix]

The **Safer Communities through Sport** scheme is a series of Derbyshire sport initiatives that aims to get more young people involved in sport, therefore contributing to the Council's priority of *supporting a wide range of positive activities for children and young people* as well as *tackling anti-social behaviour and the effect it has on communities*.

In 2008, the scheme involved 8 target wards and a total of 895 participants. There were significant reductions – up to 48% – in reported anti-social behaviour in years when a project officer was working compared to years when they were not. The scheme is continuing with new ideas, such as increasing participation by taking activities to young people's communities rather than expecting them to get to a leisure centre – an approach known as "doorstep sports".

The *Sustainable Community Strategy* states that 'community cohesion is the "glue" which binds communities together. This "glue" is strengthened when people get on well together, [and] respect each other'. Cultural activities can play an important role in this. **Clowne Intergenerational Project**, for example, aims to **'**create film and music that will celebrate life in Clowne from the past, present and future'. The project brings together young and old members of the community to work together on creating something. This contributes to the Council's priority of *supporting strong and cohesive communities by a range of projects bringing more local people together*.

Another example is the **Doe Lea Resource Centre Intergenerational Project**, a photography project for under-16s and over-60s that focused on their perceptions of their local area and culminated in an exhibition of the group's work. Understanding between the two age groups increased, and there were fewer complaints from over-60s in the area about youth aggression towards them.

Children and Young People

As Coalter notes, 'libraries are one of the few social institutions to welcome and positively encourage children as members'.[x] Libraries offer children a safe place to read, study, and develop interests. In addition, there are several specific programmes targeted at children that are based in or involve Derbyshire libraries that contribute to the Council's priority of *helping children and young people enjoy and achieve*.

The nationally supported **Summer Reading Challenge**, which has run in Derbyshire libraries for several years, has been shown to increase reading skill and interest amongst children –

the summer break is often a time when reading skill and interest will decrease. The *2009 Impact Research Report* compared a focus group that took part in the Summer Reading Challenge with a control group that did not take part but had similar reading skills and interest.[xi] A significantly higher percentage of the focus group (84%) compared to the control group (69%) maintained or increased their reading skill-level after the summer break, and fewer children in the focus group (16%) than the control group (31%) had reduced their skill level.

Within Derbyshire, participation in the Summer Reading Challenge has increased each year, from 2,696 in 2000 to 9,212 in 2010. The scheme therefore also contributes to the Council's priority of *increasing participation in arts, sports, cultural and leisure opportunities*.

Bookstart in Derbyshire involves three separate programmes – Books for Babies, Bookstart+ and Treasure Chests – aiming to develop literacy skills of children – aged 9, 18 and 36 months respectively – by giving free packs of books and literacy advice to all families with children at the specific ages. A 2002 report on the Derbyshire **Books for Babies** scheme found that 'the project had increased both awareness of the importance of books and a willingness to introduce books to young children'.[xii]

There is also wealth of national evidence showing positive outcomes of Bookstart.[xiii] The scheme plays a significant role in introducing and encouraging reading in families with young children: for 'nearly two-thirds of households, the Bookstart pack may introduce the first baby books into the home and be the first encouragement for parents/carers to read with their child'.[xiv] It can also help reduce or eliminate the negative effect that a family's low income or level of education often has on the literacy of its children.[xv]

As well as clear effects on children's literacy, there is also a significant economic benefit of Bookstart. An independent organisation concluded that every £1 invested in Bookstart leads to £25 social return.[xvi] This was calculated based on the effect on children, parents, the education system and wider society. Low levels of literacy, for example, cost schools money for remedial teaching; and other negative effects such as crime often result from low levels of literacy. There is also evidence linking literacy to improved health.

The Derbyshire **Big Book Bash** is an annual event aimed at foster children and their foster parents. It combines literacy-based activities with other fun activities for children and young people. In 2009, 35 families submitted feedback forms. Over 85% said that the event had led to increased book-sharing within their family and that their foster child's/children's

interest in reading had increased. Participation in the Big Book Bash has increased dramatically in recent years, from 200 in 2004 to 800 in 2010 – another example of *increasing participation.*

Bounce and Rhyme sessions run weekly in Ilkeston Library, involving music- and story-based learning for young children. Parents report that their children have increased interest in music and increased sense of rhythm. A similar scheme, **Rhythm and Rhyme,** which has engaged over 670 children through 26 libraries to date, develops pre-school children's communication and pre-reading skills.

Derbyshire **School Library Service** runs facilitated learning sessions involving museum exhibits being lent to schools for incorporation into interactive history classes. As well as providing a selection of relevant artefacts, actors can be provided who dress as a Roman or Viking and interact with the children in character. Teachers report children's attention span, interest and work rate generally increase. A University of Leicester study covered a sample of over 64,000 children.[xvii] One of the study's main conclusions was that museums are particularly effective for encouraging learning in children from economically deprived backgrounds or children who are usually reluctant to learn.

Health and Wellbeing

Improved health and wellbeing benefits not only the individuals concerned but also wider society through fewer hospital admissions, fewer days off work and a generally more productive and content society. As well the well-established benefit of exercise to physical health,[xviii] there is also a consensus that mental health and wellbeing can be improved by exercise.[xix] A University of Bristol study, for example, concluded that 'moderate regular exercise should be considered as a viable means of treating depression and anxiety and improving mental well-being in the general public'.[xx]

There have been numerous sport programmes within Derbyshire. Of the 60+ age group that participated in the Derbyshire **Swim 4 Life** scheme, 56% said that swimming had a positive effect on their health and wellbeing. North East Derbyshire District Council ran a series of sporting events titled **General Participation Programme**. Of the 150 participants in the swimming lessons, 62% said they had had a positive impact on their lifestyle, and 71% said they felt healthier. Contributing to the Council's priority of *enabling more children and young people to be healthy,* **Fit and Fun Activity Days** were held in 2010 to encourage young

people to try new activities and to increase their levels of physical activity; 41% of participants said they were more aware of how to improve their fitness and health.

Feedback shows that the **National Forest Walking Festival** is successful in attracting a significant proportion of people who do not exercise regularly and that many people are motivated by the Festival to join local walking groups. **Pedal Peak District** is a cycling programme aimed at encouraging organised cycling events within the Peak District. Over 1,000 people became involved in cycling as a result of the programme, and 3,000 regularly participated. Both of these projects contribute to health and wellbeing priorities as well as promoting the area.

In addition to sport-based programmes in Derbyshire, there are also arts-based schemes that aim to increase health and wellbeing. A significant amount of international research has shown that music therapy can be an effective method of helping people with dementia manage or reduce their symptoms.[xxi] The Derbyshire **Music in Care Homes** project was considered a successful example of music therapy, with many accounts of the positive effect on participants' lives. The report on the project, for instance, states that 'two residents whose dementia manifested itself in "difficult" behaviours, including verbal and physical violence, were noticeably calmed by the music, which was one of the most dramatic results of the visits'.[xxii] Furthermore, by focusing on care homes in economically deprived areas, the project also contributed to the Council's priority of *reducing health inequalities.*

There is evidence to show that art therapy can be effective in dealing with or treating a range of illnesses.[xxiii] Through a series of art workshops, the Derbyshire **BLISS** project in 2009 was successful in maintaining or increasing wellbeing in 60% of elderly Alzheimer's patients – at a time when wellbeing would usually be decreasing. As this example illustrates, a positive outcome can mean something (e.g. wellbeing) stays the same; it does not always have to be an increase.

It is not just targeted programmes such as these that can lead to improved health and wellbeing; research indicates that general participation in the arts also can. Matarasso's study, for example, found that 48% felt generally healthier because of their participation in the arts, and 73% of adults and 80% of children said they were happier. 80% of people felt more confident; participation gave them greater ambition and self-belief in their abilities.[xxiv] 92% made friends as a result of their involvement with arts activities, emphasising the role of the arts in bringing communities together.

As well as the obvious benefits to the organisation, research has shown that volunteering often increases the volunteer's physical and/or mental health.[xxv] The *Sustainable Community Strategy* emphasises the need to *create a thriving voluntary and community sector in Derbyshire*. There are approximately 2,000 volunteers working in Derbyshire museums and over 100 working in Derbyshire libraries. Older people are particularly involved – 72% of volunteers are aged 55 or over.[xxvi]

Volunteering provides a means of keeping an active mind, discovering and developing interests, increasing socialisation, and reducing boredom and loneliness. Volunteering also develops new skills for the volunteer. The Summer Reading Challenge involved 634 volunteers nationally in 2010. 99% of these said that they had learnt new skills – such as communication and interpersonal skills – as a result of their involvement.[xxvii] Skills learnt during volunteering can help the volunteer get a job. A volunteer in Chesterfield Library, for example, recently gained paid employment as a direct result of the ICT-teaching skills he gained as a volunteer.

Library services also play an important role in meeting health and wellbeing priorities. The actual library environment itself can be beneficial: Coalter comments that 'libraries can have a beneficial effect on psychological health and well-being, especially for isolated and vulnerable elderly and disabled people'.[xxviii]

There are also several specific health and wellbeing initiatives running within Derbyshire libraries. **Creative Writing for Wellbeing** courses were run in three Derbyshire libraries (the Chesterfield group is now self-sustaining). Most of the participants had mental health problems. Feedback was overwhelmingly positive, with all 16 questionnaire respondents saying that participating in the groups had had a positive effect on their wellbeing. One participant remarked, 'it has opened up new possibilities in my life'.

Libraries also provide a non-threatening environment for people who may be put off visiting conventional health services. **Health and Wellbeing Zones** have been set up in libraries in economically deprived areas within Derbyshire. They provide easy access to health information for those who may usually not have this access; the scheme therefore contributes to the Council's priority of *tackling health inequalities across the county*. Furthermore, there is a **Books on Prescription** scheme, which involves doctors "prescribing" patients a relevant health book that they can find in their local library. These are particularly useful for mild to moderate cases of mental illness.

The **Home Library Service** (HLS) involves library staff or volunteers, or the service user's friends or family, making regular home visits to deliver library materials. The service has an important role for people who are unable to leave their home and get to the library – there are currently 1730 users in Derbyshire – and it contributes to the Council's priority of *increasing independent living and improving quality of life*.

Over 400 Derbyshire HLS users recently provided feedback, and initial analysis of 170 respondents' answers shows the importance of the HLS to its users: 67%, for example, said that the service prevented them from feeling isolated, 90% said it helped them keep an active mind, and 37% said that it helped them to learn new things. One elderly lady commented, 'I can't see, I can't hear, I can't walk, but I can listen to my library books on tape [provided by the HLS] – that's all I do every day. I don't know what I'd do without them'.

The HLS, Music in Care Homes, BLISS and volunteering are just some of the activities that contribute to the Council's priority of *encouraging people to take up activities that maintain active minds*.

Sustainable Communities

There are several festivals in Derbyshire, some of which are nationally or internationally renowned. One beneficial outcome of festivals is the economic effect. A study by De Montfort University of the impact of nine main festivals in the East Midlands reported that one-third of businesses believed that festivals increased their business, and 85% of businesses believed that festivals helped develop tourism in the surrounding area.[xxix]

Matlock Bath Illuminations, which attracts around 100,000 visitors each year, provides a huge boost to the local economy, especially the accommodation, food and drink industries. **Buxton Festival** is well known throughout the country; its turnover in 2010 was 1.3m. 8,500 tickets were sold for the events at the 2010 **Chesterfield Arts and Market Festival,** of which 20% were to people from outside the area. **Wirksworth Festival** 2010 sold over 2,000 tickets for performances, and over £35,000 worth of art was sold.

Participants at the 2006 National Forest Walking Festival came from 53 postcodes around the country; the Festival therefore contributes to the Council's priority of *promoting the National Forest as a tourist destination*. The Festival report states that the proportion and number of non-local visitors has increased each year, from 27% in 2008, to 35% in 2009, to

42% in 2010. Attendance has also risen each year to 1,139 in 2010 – 81% higher than the first festival, therefore also contributing to the Council's priority of *increasing participation*.[xxx]

There are of course more than just economic outcomes of festivals. The De Montfort University study found that 44% of participants were more interested in the arts as a result of attending a festival, and 64% felt more positive about their area because of a festival happening there.[xxxi] As the report states, 'this demonstrates that festivals can be an important factor in improving perceptions of places and people'.[xxxii] Matarasso found that 63% of adults felt more positive about where they live as a result of participation in the arts.[xxxiii] In addition, the National Forest Walking Festival report describes other positive outcomes: 'the Walking Festival has proven to be an important focus for community engagement, both in terms of local people participating in walks and the involvement of groups in devising and leading the guided walks'.[xxxiv]

Since much of Derbyshire is rural, there are some areas that offer very few opportunities for cultural experiences. A large national survey of attendees at rural touring events showed that one-third had not attended another arts event in the previous 12 months.[xxxv] Schemes such as **Live and Local***,* therefore, are particularly important for Derbyshire. Live and Local organise arts events in rural areas of Derbyshire, Warwickshire and Lincolnshire. Each year around 5,000 Derbyshire residents attend a rural touring event.

Libraries play an important part in Derbyshire community life in many different ways. For instance, Derbyshire libraries provide free internet access for all users, and this makes an important contribution to reducing the "digital divide", in which people from low-income backgrounds that cannot afford home internet access miss out on the many benefits it offers.[xxxvi] Such benefits include being able to search and apply for jobs, use internet banking, access health information, save money on things such as shopping and insurance, research areas of interest, learn, find out about local events and check travel times. Free internet access is especially important in Derbyshire, a county with significant wealth disparities.

Having the skills to be able to use a computer is also important, and Derbyshire libraries are playing a role in increasing computer skills. Chesterfield library, for example, runs regular **Internet Taster Sessions**, giving around 100 people a year basic tuition in using the internet. 12 out of 13 people who submitted feedback said they found the sessions beneficial. The **Computer Buddying Scheme** at Sandiacre Library gave 24 people basic computer skills;

feedback showed that their quality of life improved as a result, such as being able to use their new computer skills to stay in touch with their family, organise travel arrangements or develop their hobbies.

Derbyshire libraries also play an important role in learning. Libraries are often more appealing places for learning for people who may be put off traditional learning establishments such as colleges.[xxxvii] There are currently over 5,000 people participating in learning activities within Derbyshire libraries. One particularly successful scheme is the **Liberace** project, a joint initiative between Derbyshire Libraries and Derbyshire Adult Community Education Service to increase the number of people holding basic qualifications. During the 2007/8 academic year, over 1000 people achieved level 1 or 2 qualifications through the Liberace scheme.

Chesterfield Library ran a **Jobs Week** in May 2010 involving several different activities that gave people skills that increase employability, such as first aid, health and safety, and CV-writing. Half of the participants (9 out of 18) said the scheme either had helped them get a job or they believed that it would do in the future.

There are a range of arts and cultural activities currently running within libraries in Derbyshire, reflecting the Council's priority of *encouraging the use of public libraries as literature, arts and cultural destinations*. Some of these also contribute to the Council's priority of *helping talent to thrive and prosper*. There is a **Manga Reading Group** for young people at Heanor Library; all members report a sense of community based on being with people who have a shared interest. Furthermore, there is a **Jewellery Group** in Holmewood Library. Library staff noticed the group members' skills and confidence developed as they gained experience over the weeks.

Library-based museum initiatives within Derbyshire reach a new audience that may not usually go to museums. Examples include the **Ballantyne Cases,** which display materials from local museums, and **Police Collections,** which is run in conjunction with Derbyshire Police, and tours various libraries around Derbyshire providing useful information and promoting the work of the police. Specific displays have included "Moto-vated", focusing on road safety issues, "Kopy-Kats" on forgery and fakes, and "Hooked" on drug-related issues.

Libraries in Derbyshire also offer opportunities for people with disabilities that are not available elsewhere in the community. **Buxton Listening Group** in Buxton Library**,** for

example, provides a rare opportunity for a book-group discussion atmosphere for partially sighted and blind people, and Chesterfield Library runs a **Listening Group Oral History Project** for deaf and hearing-impaired people, which has enabled participants to gain technical and communication skills and increase their self-confidence.

Conclusions and Recommendations

This report has covered the objectives of the project identified in the introduction, with the main focus being on showing how cultural services contribute to Derbyshire County Council priorities. Through pragmatic use of the different types of local, national and international evidence available, it has been shown that cultural services do play an important and meaningful role in achieving Council priorities.

However, in a recent report commissioned by DCMS, O'Brien[38] comments that 'cultural value is a complex and difficult term, with no cross disciplinary consensus on how best to measure and narrate it.' He further states: 'the division between intrinsic and instrumental uses of culture, which are the basis for much discussion of cultural value, is potentially unhelpful and misleading.' He draws attention to 'a lack of clear evidence on the relationship between engagement and outcomes.'

O'Brien's focus is on the use of evaluation to inform government spending decisions. He is therefore critical of non-economic methods such as subjective wellbeing, and advocates the use of economic valuation techniques as being the only ones supported by the Green Book.

While this may be appropriate at the national, macro level, a more pragmatic approach is needed for a local, county-wide partnership, one which encourages cultural providers to be clear about the purpose and desired outcomes of the activities they undertake, and to put into place effective mechanisms for monitoring which are not so onerous that they divert resources away from service delivery.

The experience of this short project therefore suggests a number of recommendations for future development:

- The main focus now should be on how to evidence outcomes of Derbyshire cultural services in a way that is convincing and unambiguous, moving away from mechanistic national indicators.

- Gaps in the evidence have been identified that need to be addressed: some Derbyshire cultural services (e.g. libraries and sport) have significantly more local evidence of outcomes than others (e.g. museums, heritage and tourism). The Culture Board and its supporting groups should offer opportunities for exchange of ideas and good practice.
- Future Derbyshire cultural services project plans should include a methodology for evaluating outcomes, linked (but not necessarily limited) to wider partnership priorities.
- Methodologies or frameworks used for measuring outcomes need to be simple and user-friendly, and they need to be generic enough to be applicable to a wide variety of situations.
- The Culture Board should take the lead in identifying priorities for research into outcomes from specific initiatives which will deliver convincing and scaleable results, rather than attempting to capture data on every local initiative.
- The Culture Board should sponsor high-level research on the value of engaging with cultural services.
- Critical success factors in service delivery should be determined that are most likely to achieve widespread outcomes as well as maintaining or increasing participation.
- Opportunities provided by the new impetus to the World Heritage Site should be taken advantage of to research people's experiences of engaging with culture and heritage.

Within the limited time-frame of the project, it was not possible to explore in depth the theoretical issues (some of which are briefly mentioned in the introduction) underlying culture and how its value can be measured, or to develop methodologies or frameworks that could be used for measuring outcomes of cultural services. This will be the focus of a wider project – a three-year PhD, run jointly between the University of Sheffield and the Derbyshire Cultural and Community Services Department, which, subject to receiving Arts and Humanities Research Council funding, will be starting in autumn 2011.

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