

MINUTES of the **CULTURE DERBYSHIRE BOARD** held at the County Hall, Matlock, on 29 September 2011

PRESENT

Councillor Andrew Lewer (in the Chair)

Graham Baxter (North East Derbyshire District Council), Pauline Beswick (Peak District National Park Authority), Wesley Downes, (DCC – Chief Executives) Denise Edwards (National Trust) Robert Gent DCC – (Cultural and Community Services) Councillor Carol Hart (Derbyshire Sport) Barry Joyce (DCC, Conservation and Design), Peter Knott (Arts Council England), Councillor Barry Lewis (Creswell Heritage Trust), Martin Molloy (Strategic Director, Cultural and Community Services), Sarah Montgomery, (Chatsworth House Trust), Emma Sayer (Heritage Lottery Fund) David Senior (National Tramway Museum), Councillor Chris Short (Amber Valley Borough Council), Alexandra Sitwell (Renishaw Hall), Councillor Geoff Stevens (Derbyshire Dales District Council), Mark Suggitt (Derwent Valley Mills World Heritage Site), Allison Thomas (DCC – Assistant Director, Planning and Environment), Stuart Tomlinson (Bolsover District Council), Ian Wall (Creswell Heritage Trust), Mike Wallis (Erewash Borough Council), Paul Wilson (Derbyshire Dales District Council), Ann Wright (Derbyshire Arts Partnership and Lucy Yarham (Derbyshire Museums Forum).

Apologies for absence were submitted on behalf of Paul Slater, (Camping and Caravan Club), Anthony Streeten (English Heritage), Councillor Nick Stringer (Chesterfield Borough Council) and Ros Westwood (Derbyshire Museums).

01/11 BACKGROUND TO THE NEW CULTURE DERBYSHIRE BOARD The Chairman outlined that Culture Derbyshire Board would encompass culture in its widest sense and not only would it embrace culture and heritage, but would include tourism, leisure and the Countryside. Culture in Derbyshire was a major asset that the County had to make use of with its enormous potential for economic growth and regeneration.

Martin Molloy explained that under the previous arrangements, the Culture Theme Board had to operate in accordance with Government directives in relation to targets and performance management. The current Government had now relaxed these directives and it had given the County the opportunity to look at creating a new board with appropriate member partners to work together to protect and promote culture in Derbyshire, ensuring that cultural services made the greatest possible contribution to quality of life.

It was noted that the previous arrangements had demanded too much of partners time and it was felt that a reduced number of board meetings would be beneficial, but were very important as ‘must attend events in diaries’.

02/11 **MEMBERSHIP OF THE BOARD AND TERMS OF REFERENCE**

Robert Gent, Assistant Director Cultural and Community Services outlined the membership of the Board and gave details of the terms of reference.

Board members were informed that Culture Derbyshire was a multi agency partnership which was the delivery mechanism for the Derbyshire Partnership Forum, exercising strategic leadership of the cultural sector in Derbyshire. Culture in this context included archives, arts, library, museums, sport and active leisure and tourism. It also had close links with heritage and conservation bodies. Culture Derbyshire would champion cultural services and act as a focus for their co-ordination and development within the County and with external partners.

Following discussion amongst Board members, it was agreed to add an additional point to the terms of reference, which would read 'other appropriate activities as determined by the board'.

03/11 **CULTURE DERBYSHIRE EXECUTIVE OFFICER GROUP**

Robert Gent outlined the terms of reference for the Officer Group and explained that the aim of the group was to support Culture Derbyshire in improving cultural provision across Derbyshire through collaborative working.

Details of the board's objectives and membership were given, and it was hoped that the Executive Officer Group would forge links with other bodies by seeking reciprocal representation on the Derby Active Culture Board and by making use of an additional task and finish groups as appropriate.

04/11 **DERBYSHIRE ARTS** Ann Wright, Head of Arts, attended the meeting to advise members of a change in structure for Derbyshire Arts.

Previously strategic arts development in Derbyshire had been looked after by two bodies, these being Derbyshire Arts Development Group and Derbyshire Arts Partnership. These bodies were now looking to merge and form one group to be known as Arts Derbyshire. It was intended that the Chair of the group be a member of Culture Derbyshire Board and that the Executive Officer would be a member on the Executive Officer Group.

Ann gave a number of examples of recent programmes including Creative Derbyshire, Live and Local, the Rural Touring Scheme, and Festivity, the forum for arts festivals.

05/11 **FUTURE LEADERSHIP ROLE FOR CULTURE DERBYSHIRE**

The Chairman invited discussion on how Culture Derbyshire Board could achieve a successful working partnership between the public and private

sector. As part of the debate, it was highlighted that the new board needed to link in with other organisations and bodies and the relationship with the Local Enterprise Partnership was discussed.

Particular discussion took place around the relationship between sport and culture and how the two areas could become blurred. There was a general view that leisure and culture sat very much in the local government family, and that in order to get over this barrier, there needed to be more involvement with the private sector to look at how the Board moved forward in terms of both physical and mental health issues.

Following further discussions surrounding methods of bringing together Derbyshire's cultural strengths, Martin Molloy explained that the new board may wish to consider carrying out a mapping process covering all aspects of culture and leisure in Derbyshire which, by promoting the product may encourage people who were visiting for a day to extend their stay into a weekend or a full week. This would clearly be beneficial to all providers of culture and leisure including smaller local providers. Members felt that this needed to be a key focus for the new Board by attracting visitors to Derbyshire and converting those into overnight stays.

The issue of anticipating growth particularly housing, and the impact this would have on culture and leisure in the County was discussed. It was agreed that one of the roles of new Board would be to consider how negotiation took place with developers in order to protect the green infrastructure.

The Chairman thanked all Board members for an informative discussion and that all matters had been noted by the lead officer and would act as a starting point for the role of Culture Derbyshire Board.

06/11 **OLYMPIC TORCH RELAY** Members of the Board were advised of the arrangements for the Olympic Torch Relay and to invite participation in planning for the event.

The London Organising Committee for the Olympic Games (LOCOG) had now confirmed that the Olympic Torch would visit Derbyshire and Derby on Friday 29 June 2012. This would be part of a 70 day tour of the United Kingdom, with the aim of ensuring that local people and communities had an opportunity to see the torch. 95% of the population would live within one hour of the route.

Details of the route through Derbyshire would be made public in November although the precise street level detail would be kept under wraps until shortly before the launch. The day would culminate in an evening event in Derby.

A multi agency "Championing Derbyshire" Group had been co-ordinating Derbyshire's response to the opportunities presented by the Games and, in particular, the bid to host the relay. Four community task groups had now been created and Ann Wright was Chair of the Group relating to engaging communities on the route.

Ann explained that this was a once in a lifetime opportunity to see the torch and it was hoped that Derbyshire would be able to showcase its sports / arts activities through media / TV coverage.

It was agreed that as soon as the final details were known all partner organisations and schools be informed of the arrangements to avoid clashes as many events were already being arranged.

Discussions also took place surrounding the legacy that would be left by the Olympics and again a co-ordinated approach was required across the county.

RESOLVED (1) to note the Olympic Torch Relay's visit to Derbyshire and Derby on 29 June 2012; and

(2) that any Board member, who wishes to participate in planning for the event, subject to signing a non disclosure agreement, should contact the Lead Officer.

07/11 **CITY AND COUNTY OF CULTURE** Members were advised of the City and County of Culture initiative and the introduction of a new culture marque. In February 2010, Derby City Council facilitated a meeting to test support for a bid to the DCMS UK City of Culture competition. At that meeting, more than 50 individuals and organisations pledged their support and strong endorsement was obtained for the proposal that the City and County Council should work more closely together to help create a coherent cultural offer.

Following a feasibility study a multi agency approach to creating a bid was recommended and a number of subgroups established to move the initiative forward.

Last July the Minister of Arts announced that Derry had been awarded the accolade of City of Culture for 2013. An announcement for the 2017 competition was expected shortly afterwards, but as a result of the comprehensive spending review in the autumn, DCMS decided not to proceed with the competition for 2017 until the outcomes of the 2013 event were known. However, following a meeting in 2010, attended by a variety of organisations, strong support was expressed for the City and County of

Culture initiative and it was agreed that irrespective of the National Competition the partners would aim to deliver a 'Year of Culture' in 2015.

The Year of Culture's vision was to develop innovative and exciting cultural programmes that brought together the people of Derby and Derbyshire to showcase their talents to the world.

The City and County of Culture marque would raise awareness of the year of culture and communicate a new approach creating a more joined cultural offer for the city and county. It was designed to be used flexibly and a style guide would be available. Partner organisations were invited to adopt the marque as a demonstration of their support.

RESOLVED to note the City and County of Culture initiative and that partners consider adopting the City and County of Culture Marque.

08/11 EVALUATING IMPACT AND OUTCOMES OF CULTURAL SERVICES Board Members were informed of the work already carried out on evaluating the impact of and outcomes from provision in Derbyshire and to introduce a collaborative project with the University of Sheffield.

A project, which had been carried out by Martin Simmons, researcher, from the University of Sheffield, was presented to the Culture Theme Board at its final meeting in February 2011. It demonstrated that in some areas there was good evidence of the impact of cultural and sports provision on individuals' health, wellbeing and achievement, but in other areas, the evidence was patchy. It was also clear that the national evaluation framework, while a useful piece of work was complicated to apply and was not wholly suited to the needs of the Derbyshire Partnership.

The County Council's Cultural and Community Services Department and the University of Sheffield submitted a bid to the Arts and Humanities Research Council for a three year collaborative doctoral project to explore these issues in more detail, to provide more convincing evidence of the value of culture in Derbyshire and to devise a methodology for evaluating impact that would meet the Partnership's own needs and be transferable to the wider cultural sector.

Funding had now been awarded and Martin Simmons had been appointed to carry out the research, following competitive interviews at the University of Sheffield.

Although this was a three year project culminating in a full scale thesis as the basis of the award of a doctorate, it had been recognised that the Board would need to receive a regular flow of information and intelligence to help inform its role in guiding cultural strategy for the County, and in

advocating for the cultural sector. This requirement was being built into the project plan.

RESOLVED the report be noted.

09/11 PRIORITY SETTING AND PERFORMANCE AND MANAGEMENT Board Members were presented with contextual information for priority setting and performance management. As there was now a much less prescriptive approach from central government and an emphasis on self assessment, it would be necessary for Culture Derbyshire to decide what its priorities should be, and how performance was to be monitored.

The Derbyshire Partnership Forum at its meeting on 23 September had agreed a set of priorities which had been identified through consultation with a wide range of partner organisations with two of these relating specifically to cultural services:-

‘engage local people in the responsibility, opportunity and benefits taking part in culture, arts, sports’

‘encourage more organisations to recognise the value of sport and physical and mental activity to improve quality of life’

There were additional priorities which were not the responsibility of Culture Derbyshire but to which cultural services could make a significant contribution. These included:

‘strengthen work in partnership to conserve Derbyshire landscape, character and built heritage’

‘increase the level of participation by young people in a range of positive activities’ and

‘create environments which promote healthy lifestyles, physical activity, smoke free environment, alcohol’.

Members of the board raised a number of priorities, and indicators that they wished to be considered for inclusion, these being;

‘more effective public/private sectors cooperation’

‘mapping the cultural offer’

‘levering in funding for the sector, including philanthropic giving’

‘factoring planning into growth, with culture as part of infrastructure’

'protecting the landscape and promoting it'

'promoting literacy and keeping population engaged throughout life'.

RESOLVED (1) to agree the specific areas as discussed as its priorities within the parameters outlined; and

(2) that the Executive Officer Group be requested to identify appropriate indicators which could be used to monitor progress.

10/11 **CULTURAL STRATEGY FOR DERBYSHIRE** Members were informed that the Culture Theme Board had operated without a formal strategy. For the first time culture featured prominently in the Sustainable Community Strategy and that document, together with the requirement to deliver against a set of national indicators, largely determined the direction which the board adopted.

There was now a much less prescriptive approach from Central Government and an emphasis on self assessment. One of the drivers was the desire for improved co-ordination of the culture offer between county and city as exemplified by the year of culture. It was now felt that there may well be a value of creating a Cultural Strategy for Derbyshire. It would not be a joint strategy with the City of Derby, but the two documents would align and complement each other. The strategy would reflect the place of cultural services in the Sustainable Community Strategy and would assist Culture Derbyshire in setting and monitoring performance against its priorities.

RESOLVED to agree the proposal to create a Cultural Strategy for Derbyshire aligned with that produced in the City of Derby and that the Executive Officer Group would be taking this work forward.

11/11 **DATES OF FUTURE MEETINGS** It was agreed that future meetings would take place as follows:

Thursday 26 January 2012, 2pm – Committee Room 1, County Hall

Friday 25 May 2012, 10am – Committee Room 1, County Hall

Wednesday 26 September 2012, 2pm - Committee Room 1, County Hall