

**Culture Derbyshire**  
**Friday, 25<sup>th</sup> May 2012**

**10.00 – 12.00**

**Committee Room 1, County Hall, Matlock**

**AGENDA**

- |   |   |       |
|---|---|-------|
| 1 | Welcome and introductions   | 10.00 |
| 2 | Apologies for absence   | 10.05 |
| 3 | Presentation – Markham Vale black horse (Jo Fairfax)                    | 10.10 |
| 4 | Minutes of meeting on 26 <sup>th</sup> January 2012                     | 10.30 |
| 5 | Remembering World War One (Ros Westwood)                                | 10.35 |
| 6 | Olympic Games update (Rory Slater)                                      | 10.55 |
| 7 | Cultural Strategy (Robert Gent)   | 11.15 |
| 8 | Cultural Conference (Robert Gent)                                       | 11.55 |
| 9 | Date of next meeting – Wednesday, 26 <sup>th</sup> September, 2.00 p.m. |       |

**MINUTES** of the **CULTURE DERBYSHIRE BOARD** held at the County Hall, Matlock, on 26 January 2012

**PRESENT**

Councillor Andrew Lewer (in the Chair)

Stuart Batchelor (South Derbyshire District Council), Pauline Beswick (Peak District National Park Authority), Nigel Caldwell (3D), Wes Downes (DCC-Chief Executives) Denise Edwards (National Trust), Glyn Foley (Buxton Festival), Robert Gent (DCC – Cultural and Community Services) Councillor Carol Hart (Derbyshire Sport), David James (Visit Peak District and Derbyshire), Barry Joyce (DCC, Conservation and Design), David Joy (Derbyshire Sport), Peter Knott (Arts Council England), Councillor Barry Lewis (Creswell Heritage Trust), Robert Mayo (Welbeck Estate), Martin Molloy (DCC - Strategic Director, Cultural and Community Services), David Senior (National Tramway Museum), Councillor Chris Short (Amber Valley Borough Council), Alexandra Sitwell (Renishaw Hall), Paul Slater (Camping & Caravan Club), Councillor Geoff Stevens (Derbyshire Dales District Council), Mark Suggitt (Derwent Valley Mills World Heritage Site), Councillor Anne Syrett (Bolsover District Council), Allison Thomas (DCC Environmental Services), Ian Wall (Creswell Heritage Trust), Councillor Mike Wallis (Erewash Borough Council), Paul Wilson (Derbyshire Dales District Council), Adrian Woodhouse (Renishaw Hall), Ann Wright (Derbyshire Arts Partnership) and Lucy Yarham (Derbyshire Museums Forum).

Apologies for absence were submitted on behalf of Councillor Jim Hewlett (South Derbyshire District Council), Matthew Hirst (Chatsworth House), Keith Logan (Gallery Top), Emma Sayer (Heritage Lottery Fund), and Anthony Streeten (English Heritage)

**01/12**        **MINUTES** The minutes of the meeting of the Culture Derbyshire Board held on 29 September 2011 were received.

**02/12**        **MEMBERSHIP OF THE BOARD** Robert Gent confirmed that since the last meeting of the Board had expressed its desire to involve more organisations from the private and voluntary sector, a number of organisations had nominated board members. Some new members were in attendance, with others would attend future meetings.

A new up to date contact list was now available and would be circulated to all board members.

**03/12**        **UPDATE REPORTS FROM EXECUTIVE OFFICER GROUP**  
Robert Gent reminded members that the terms of reference for the officer group had been outlined at the previous meeting and for the benefit of

the new board members explained that the aim of the group was to support Culture Derbyshire in improving cultural provision across Derbyshire through collaborative working.

The executive group had met twice with a high level of engagement and involvement from across the sectors. The executive group had a clear agenda which covered three main strands:-

Preparing the cultural strategy; the cultural conference in the summer of 2012 and performance management methodology.

The group had received a report on the progress of Creswell Craggs' application for World Heritage Site inscription, which was now expected to be submitted in 2016/17.

Any other organisations wishing to seek membership of the officer working group should contact Robert Gent.

**04/12      ARTS DEVELOPMENTS** Ann Wright, Head of Arts, attended the meeting and gave members an update on the progress of Arts Derbyshire and its current programmes of work.

Ann reminded members that Arts Derbyshire was the new organisation for strategic arts development in the county. It was an amalgamation of the former Derbyshire Arts Development Group and Derbyshire Arts Partnership and final details regarding the merger were currently being finalised. It was hoped that a new Chairman would be elected shortly.

Ann gave details of the aims and ambitions of Arts Derbyshire with its overall vision being to make Derbyshire an important artistic and cultural destination by 2015 and a location of choice for new creative businesses.

Arts Derbyshire currently had 82 members, including everyone involved in the development of the professional arts in Derbyshire, the principal officers of the participatory and developmental arts organisations working within the county; arts and crafts organisations; arts development officers or representatives from the county and district councils; and representatives from education, museums and social care.

Ann highlighted a number of examples of Arts Derbyshire's current programme of work including:-

- [www.artsderbyshire.org.uk](http://www.artsderbyshire.org.uk), the online information hub for everything about the Arts and Derbyshire;
- Arts, Health and Wellbeing – programmes of arts activity to promote mental or physical health and wellbeing;

- Creative Derbyshire – a three year programme of support and development for artists and arts businesses;
- Derwent Valley Mills World Heritage Site Arts – a series of programmes of arts activities in the Derwent Valley Mills World Heritage Site to promote the site and bring its history to life;
- Derbyshire Dance Development Plan, a four year plan to enable more people to take part in all types of dance, as audiences, participants and practitioners;
- Derbyshire Dance Artists' Network, a support network for dance artists working or living in Derbyshire;
- Derbyshire National Portfolio Organisations Forum, a forum for organisations funded by Arts Council England;
- Festivity – a forum for all arts festivals in Derbyshire;
- Live and Local, touring arts performances to villages halls and community venues; and
- Virtual gallery research – research into the artistic, technological, financial and practical feasibility of an online gallery for Derbyshire.

Reference was made to whether Arts Derbyshire would be involved in any events or activities in relation to the Queen's Jubilee. It was noted that whilst Arts Derbyshire were not involved in any direct activities relating to the celebrations, many other events were being arranged by various departments of the County Council on an countywide basis.

**05/12**      **DERBYSHIRE INSTITUTE OF SPORT**      David Joy, Chief Executive of Derbyshire Sport attended the meeting and gave a brief presentation to Members on the Derbyshire Institute of Sport.

Prior to the presentation David highlighted to Members that as part of the collective work being undertaken by Derbyshire Sport, indicators were now showing that attempts to increase participation were working with significant increases being seen in both school sport and adult participation across the county.

The Plan for Sport in Derbyshire 2010 – 2015 was launched in 2009 with the aim to make Derbyshire one of the most active and successful sporting counties by 2020. It was hoped to improve the talent pathways to enable more talented performers to fulfil their potential and, as a result, for more performers from Derbyshire to be competing at national and international level by 2015.

The Derbyshire Institute of Sport had been set up with a clear vision to provide high quality support to Derbyshire's emerging talented sports performers, to enable them to achieve greater success on the national and international stage and to enhance the reputation of Derby and Derbyshire.

David outlined the strategic goals and explained that following a thorough process involving all interested practitioners the sports selected for the project were athletics, basketball, badminton, golf, hockey, swimming and table tennis.

It was hoped that the institute would provide enhanced services that would improve coaching, strengthening and conditioning, physiotherapy and improved access to training facilities.

In relation to the governance and funding for the scheme, the University, City and County Council would provide all of the funding with Derbyshire Sport managing the programme and funds. The Operations Group overseeing the institute would have representatives from other organisations with planning links to NGB's, local authorities, schools and colleges.

David explained that the next steps involved finalising sport plans and athlete selections and appointing lead strength and conditioning coaches and physios. The media launch was to take place very shortly with a full launch at the end of March/early April. It was hoped that this would lead to future developments including links to local programmes, more targeted support to developing talent and better talent identification processes.

In answer to a question regarding those sports that had not been chosen for the list, it was explained that work would continue with high participation sports including bowls and tennis which currently had no real infrastructure in the County to produce performance level players. However, work would continue with other sports to further develop the infrastructure to enable them to be involved in the future.

**06/12**      **OLYMPIC TORCH RELAY** It was confirmed that the Olympic Torch Relay would now be coming through Derbyshire on 29 June 2012 and would pass through nine towns and villages where the torch would be carried by a torch bearer. Although the towns and villages had now been identified, details of the exact route would not be given until much nearer the time which clearly created a number of difficulties in organising events along the route. It was confirmed that the torch would arrive from Nottingham and would pass through Glapwell, Bolsover, Calow, Chesterfield, Matlock, Darley Dale, Chatsworth, Bakewell, Buxton, Ashbourne, and then on to Derby for a televised evening event at Darley Park.

The aim was to involve as many people across the county as possible in the event and encourage people from the areas who had not got direct access to the torch to attend other venues to see it.

Numerous events were being planned across the county with dance as a main activity along the route.

Other projects included the Lionhearts project which was a piece of art work involving three giant crocheted lions which would be first shown in Chatsworth during May, and BT Storytellers, who included a 90 year old man from Wirksworth who would tell the story of his participation in the Olympic Games.

**07/12**      **MAPPING THE CULTURAL SECTOR** Robert Gent explained that one of the main priorities in mapping cultural provision was to make it easier for people to find out what was available, with the aim of turning short visits into longer visits or overnight stays. A small group of staff within the Cultural and Community Services Department were currently working on methods of achieving this although it wasn't yet known if this would be provided as a printed document or as a web based resource.

It was intended that any provision would link into the Destination Management Partnership, Arts Derbyshire and the City of Culture project.

David James, Visit Peak District Derbyshire explained that the destination management system database was a comprehensive system that included all tourism information. It was seen as an excellent resource with a whole thematic section on festivals and events, and if any board members were aware of events of interest then these could easily be added to the database to enhance promotion of the area. It was noted that as part of the Visit England Organisation the Peak District was very much seen as a big brand.

Allison Thomas, Environmental Services informed members that the Derbyshire Infrastructure Plan with regard to future housing delivery was currently out for consultation, and the Department was keen to hear about where gaps existed across the County in relation to green spaces and cultural activity. Where major development was planned the authority would be looking for contributions from developers to make sure that gaps in service provision were catered for.

**08/12**      **EVALUATING IMPACT AND OUTCOMES** Robert Gent reminded Board members that the County Council's Cultural and Community Services Department and the University of Sheffield had been successful in submitting a bid to the Arts and Humanities Research Council for a three year collaborative doctoral project to explore in more detail the impact of and outcomes from provision in Derbyshire, and to devise a methodology for evaluating impact that would meet the Board's own needs and be transferable to the wider cultural sector.

Funding had been awarded and Martin Simmonds 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 the 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 in to the project plan.

With this in mind, it was suggested that Martin Simmons be invited to the September meeting of the Board to give members an update.

**09/12**      **PERFORMANCE MANAGEMENT**      Wesley Downes, Chief Executive's Department, attended the meeting and put forward a discussion document, inviting board members to determine their preferred approach to monitoring and managing performance across the cultural sector.

Culture in Derbyshire covered archives, arts, libraries, museums, heritage, sport, active leisure, and tourism. The primary responsibilities of the Board were to provide strategic direction for cultural services within the Derbyshire sustainable community strategy (SCS) and wider responsibility for championing, co-ordinating and developing cultural provision.

It was envisaged that this would be done by:-

- Ensuring effective co-operation between the public and private sectors;
- Sharing information to enhance the cultural offer;
- Levering in external funding including philanthropic giving;
- Influencing future planning priorities to improve the cultural infrastructure;
- Promoting and engagement with culture throughout life beginning with literacy and learning through to maintaining active minds in old age; and
- Working in partnership to protect and promote Derbyshire's landscape.

It was envisaged that each of the SCS priority areas would be measured in terms of participation, value for money and quality of life.

Culture Derbyshire had already set out some medium term activities where success would be measured including the annual Cultural Conference; the Olympic Games and Olympic Torch 2012 and its legacy; Year of Culture 2015; and mapping to ensure that the tourism offer benefited from clear

understanding of cultural and heritage provision. Following an open discussion it was clear that there was already a lot of participation/performance management information available across all organisations which could be brought together to provide an overall picture of participation/value for money/quality of life across all cultural provision within the County. It was vitally important that all organisations responded in order for the cultural provision in Derbyshire to be benchmarked against other authorities/organisations and to enable the best cultural offer possible to be provided.

Board Members were asked to reflect on the discussion document and comments that had been made at the meeting and respond back to Robert Gent by early April who would then feed these matters into the officer group with an update being provided to Board Members at the May meeting. It was emphasised that if individuals and organisations had got good data, then they should be encouraged to share it.

**10/12**      **CULTURAL STRATEGY** Robert Gent explained that the Executive Officer Group had now been set up and work was being undertaken to develop a strategy that would reflect the place of Cultural Services in the community strategy and would assist Culture Derbyshire in setting and monitoring performance against its priorities.

**11/12**      **CULTURAL CONFERENCE** It was noted that a half day Cultural Conference was being arranged for either 21 or 22 June 2012 and it was hoped to involve as many partner organisations as possible. It was hoped to provide a late draft of the cultural strategy at the conference in June prior to its launch, with board members having a sight of the draft at the next meeting of Culture Derbyshire in May.

**12/11**      **DATE OF NEXT MEETING** It was agreed that the next Culture Derbyshire Board meeting would take place as follows:

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



## **A Cultural Strategy for Derbyshire, 2012 to 2016**

*Culture is the widening of the mind and of the spirit.*

*Jawaharlal Nehru*

### **Foreword**

Books and reading, theatre, films and television, music, sport and physical activity, museums, the arts, architecture, our heritage and our landscape: these are the things that shape our view of the world and our sense of belonging.

Culture is no longer the preserve of the few. The cultural 'sector' as we call it, whether that is in council services, the voluntary and community sector, the private sector or national institutions such as our major museums, has devoted much effort to widening access to and engagement with cultural activities.

So does that mean dumbing down? I think not. Culture now has a broad sweep, but it should show us something more than what is comfortable and familiar. We need to be challenged. It is the journey that is important.

We can all enjoy a country view or a walk around a historic village, but our enjoyment is enhanced if we know a little more about what we are seeing. Our heritage sector brings a sense of belonging, rootedness, understanding who we are and where we came from. We value the quality and character of Derbyshire's landscape and its historic towns and villages. We are also proud of our great houses, Creswell Crags, Dovedale and the Derwent Valley.

Cultural influences are with us from cradle to grave. What we experience in the first five years of life has a huge impact on our future success. Cultural experiences provide those essential building blocks which lead to appreciation, understanding and openness – the ability to question and to make sense of the world we live in.

Culture Derbyshire, our local cultural partnership, has put together this strategy to help us chart a path through challenging times ahead without losing sight of these important truths. I hope you will read it and feel inspired to play your part.

***Councillor Andrew Lewer, Leader of Derbyshire County Council; Chairman, Culture Derbyshire***

## What is culture?

This strategy is based on a belief that culture permeates all aspects of our lives. It is what gives our communities their special character and it helps make each of us the person we are. It encompasses a number of core values:

- *Relationships, shared identity, pride*
- *Shared memories and experience; enjoying, talking and doing*
- *Standards and beliefs*
- *What we consider valuable as an inheritance for future generations*

Our definition of culture therefore is one that has room for many different types of activities and enterprises, and it recognises that there are many different ways for people to engage and experience culture.<sup>1</sup> They include

- *The performing arts, music, drama, dance*
- *The visual arts, craft, sculpture, fashion*
- *Media, film, television, language*
- *Museums, artefacts, archives, design*
- *Libraries, literature, writing, publishing*
- *Sport and physical activity*
- *Events, fairs and festivals*
- *The built heritage, architecture, archaeological sites, landscapes, parks and the natural environment*
- *Tourism*
- *The creative industries*

---

<sup>1</sup> This definition is based on a model developed by Jane Glaister OBE, elected Fellow of the Museums Association and the Royal Society of Arts and former President of the Museums Association, and is used with her permission.

**Our Vision:** A vibrant, Derbyshire-wide cultural sector, working together to deliver challenging, exciting and satisfying experiences for local people and visitors.

**Our Aim:** To help make Derbyshire a place where people want to be, by creating opportunities to participate in arts, sports, cultural and leisure opportunities.

## **Culture in Derbyshire**

Derbyshire has a wide and varied cultural life, boasting a range of important attractions including Creswell Crags, Haddon Hall, magnificent National Trust and English Heritage properties, and sites of international importance such as the Derwent Valley Mills World Heritage Site, Chatsworth House, the National Forest in the south of the county and the spectacular landscape, towns and villages of the Peak District National Park. Derbyshire's many museums range from national collections, including the National Tramway Museum at Crich and the National Museum of Childhood at Sudbury Hall, to collections of regional and local significance. Major festivals at Buxton and Wirksworth and events such as the Bakewell Show and the Chatsworth International Horse Trials attract visitors from far and wide.

In addition to these major attractions, many community based events, activities and festivals bring Derbyshire people together across the county. A rich mix of arts, music, dance and other creative celebrations take place regularly and in particular, Derbyshire's villages are well known for their annual well dressings, while theatres in Buxton and Chesterfield offer a wide variety of performances.

Cultural and creative industries have always been crucial to Derbyshire's economic prosperity. Much of the county's wealth came about as the result of innovation, invention, the creation of new technologies and the introduction of new industries, to which the Derwent Valley bears witness. That tradition of innovation is still alive today and Derbyshire has a thriving network of creative industries.

Interest in arts, culture and leisure is high amongst Derbyshire's residents and user satisfaction is high. However, some people feel that local facilities compare unfavourably with offerings in nearby large cities. Local people may also not consider the privately owned attractions from which the area benefits. Proximity to major conurbations means also that many visitors to the county stay for only a short time, and may not venture far from the Peak Park.

Derbyshire's forty-five public libraries act as important community hubs, not just for books and reading but as places to socialise and access the internet. They also provide a safe environment for young people to learn and offer access to other statutory and community services. Chesterfield Library is the fifth busiest library in the country, despite serving a population of only 100,000.

People in Derbyshire have on their doorstep a wonderful natural and built environment for sport and recreation. *In 2011 22.8%* of people in Derbyshire regularly participated in moderate intensity sport or physical activity at least 3 times a week, but 49% didn't participate at all. These figures are broadly in line with the national and regional averages and the trends over the past few years in Derbyshire have been moving in a positive direction, although there are wide variations in participation between communities and districts

There is a strongly shared vision in place for Derbyshire to be one of the most active and successful sporting counties by 2020. There are also good strategic plans in operation- *Active Derbyshire and 2012 and Beyond ....A Plan for Sport and Active Recreation in Derbyshire 2010-2015*. Adult participation has increased and over 2,000 young people between 14-25 years have taken part regularly in Sportivate – a London 2012 Legacy programme to attract new young participants. There are more opportunities for disabled people to play sport, sports facilities have been refurbished and the Derbyshire Institute of Sport was launched in 2012 to support our most talented young performers to help them fulfil their potential and compete for England or Great Britain. There are other successful programmes in place to support coaches and volunteers. Despite the many challenges in the sector, real progress has been made over the past four years towards an active and successful Derbyshire and the signs are still positive for more developments post 2012.

## **What are our challenges?**

This strategy is being written at a time of challenges and opportunities. Public spending is reducing and with it the capacity of local authority services to deliver their traditional wide range of activities. At the same time, though, cooperation between public sector organisations like local councils, the private sector organisations that operate some of our major attractions, and the voluntary and community sector organisations that are the life blood of local communities has never been stronger. We need to build on that cooperation to create a cultural 'offer' that has something for everyone, but that reaches out to those who do not participate at present.

Derbyshire has a thriving voluntary and community sector but it suffers the dual threat of increased demand and reducing support from public funds. There is a need to increase the numbers of people who actively volunteer in sport and culture.

Families are facing financial pressure, having to manage with less. That means that the attraction of high quality cultural and leisure activities close to home is more attractive than ever. More people are staying at home, taking holidays in the UK, and looking for affordable and rewarding ways to spend their leisure time. The quality of our provision needs to match their expectations and make them want to come back for more.

At the same time though we know that around half of Derbyshire's population is not physically active and that many young people no longer participate after leaving school.

A sustainable economic future for the county depends to a large degree on the success of its cultural and creative sector. We want to support small creative businesses to access the help that they need to develop and thrive.

If we are to make the most of these opportunities, and achieve our aim of making Derbyshire a place where people want to be, we have to work together to address some challenges. We need to safeguard Derbyshire's natural assets, while making the county an attractive place to live and visit; develop a rich and varied mix of cultural and creative activities that help Derbyshire's economy to grow; ensure that people have a positive experience and that culture makes a fundamental contribution to everyone's quality of life. We need to promote and provide a wide range of activities and find ways of engaging specific groups through more effective targeting. All of this will take place in the context of a difficult economic situation which is likely to last for at least another five years.

Based on this analysis, our **objectives** are to:

- Create opportunities to take part in cultural activity – *so that more people are able to enjoy a better quality of life.*
- Improve and protect Derbyshire's environment – *so that we make the most of our precious natural and man-made assets.*
- Support the cultural and creative industries – *so that small businesses can thrive and make a real contribution to the success of the Derbyshire economy.*
- Develop sustainable tourism – *so that more people visit Derbyshire and stay longer*
- Raise aspiration and achievement in local communities – *so that local people are equipped to take advantage of opportunities.*
- Encourage people to be more active – *so that they enjoy better health and wellbeing.*
- Enable more people to volunteer – *so that people feel more involved in their local community.*

## **Culture making a difference**

This section of our strategy gives some examples of how culture is already making a difference in many of these important areas.

### **Create opportunities to take part in cultural activity**

#### ***Derwent Valley World Heritage Site Discovery Days***

*Discovery Days is a festival of walks, talks, concerts, open house, theatrical and arts events which celebrate the past and present creativity of the Derwent Valley. Recognised by UNESCO as the cradle of the modern factory system it is the only World Heritage Site in the East Midlands.*

*Discovery Days began in a modest way in 2005 and has since grown into a week-long event held at the end of October. It is organised by the World Heritage Site team and relies on the support of many volunteers drawn from organisations within the Valley's communities. It now attracts over 12,000 visits from within Derbyshire and beyond.*

#### ***Village Games***

*The Village Games programme was launched in 2010 and during the first 12 months was successful in engaging people in more than 50 communities to become involved in sport and recreation. There were over 33,000 attendances at Village Games events and activities involving 156 coaches and 160 volunteers. The activities have ranged from Return to Netball, rounders, streetdance, t'ai chi, jogging, adventure sport, parkour, tennis, basketball, boccia, chair based exercise, futsal, zumba, pilates, football, table tennis, circuit training and much more. Participants in a chair based exercise class in South Derbyshire ranged from 38-98 years old and feedback included the following comments;*

*"It's been good fun and I have experienced less back pain even though I've only been coming 4 weeks"*

*"Can't believe how much I have enjoyed the sessions"*

### **Encourage people to be more active**

#### ***Walking for Health***

*Erewash Borough Council in partnership with Aurora Country Developments took over the 'Walking for Health' groups within the borough 12 months ago. During this time the walking groups, which are free, have proved to be a great success. Joyce, who joined the Long Eaton walking group and is now a walk leader, gives an insight to her healthier lifestyle thanks to the group:*

*“My journey began with my desire to get out of the obese category and become fitter. After being diagnosed Coeliac some years earlier I had begun to pile on the pounds until I reached nearly 16 stone. My self-esteem was rock bottom and found myself at 63 years of age having to buy larger sized clothes - not good!*

*“I decided to get fit and with the encouragement of a friend I began taking short walks. I soon found that I enjoyed it and chose to take it a step further by joining the Long Eaton Walking for Health Group which meets every Monday.*

*“Although the walks are only 2-3 miles long and take no longer than an hour, I was puffing and panting at first in an effort to complete them. But nevertheless complete them I did to the degree that only six months later I became one of the walk leaders. I found the company, fresh air and scenery so stimulating that I am still walking with the group to this day.”*

### **Jog Derbyshire**

*Jog Derbyshire has been operating in the county since 2009 and aims to encourage people to become active again by joining recreational jogging groups. Barlborough Gentle Joggers were launched in 2010 and have since recruited over 100 joggers. They have trained nine Jog Leaders and have groups of all standards. Adele who joined the Gentle Joggers as a complete novice has really got the bug and has progressed to running a half marathon and is now a jog leader. There are now more than 70 groups established throughout the county and over 1500 members who are jogging each week.*

## **Raise aspiration and achievement in local communities**

### **Story, Rhythm and Rhyme**

*Story, Rhythm and Rhyme brings music workshops for under-5s and their parents and carers to libraries and children’s centres across the county. Last year over 200 children and 170 parents and carers took part. Donna Bowley of Bolsover says that her son William has thoroughly enjoyed the sessions, and they have been very beneficial to his development, socially, creatively and physically. She adds:*

*“As a parent I have gained a repertoire of songs and musical activities to do at home. I have learnt how to use books for more than just reading and talking, extending the use to creating new songs and games and imaginative play. I have made friends, which has been very important as I have not lived in the area very long, and don’t have any local support from friends or family. It’s given me the opportunity to socialise and meet other parents, forming friendships with local people, not only for myself but also for my sons.”*

## **Improve and protect the local environment**

### **Creswell Crags**



*The limestone environment at Creswell Crags has been transformed by removing the sewage works and the road away from this sensitive Ice Age archaeological site. This work and the development of the award winning visitor centre has been welcomed by numerous visitors to the site who have commented :*

*“First visit since the Visitor Centre was built. A vast improvement on the old place; it makes a huge difference now that the road has been diverted – more natural surroundings. This place always looks pre-historic. Well done to all involved in the project.”*

*“Excellent. Way better than before” Ellie*

*“A superb achievement by all involved in attaining such a user friendly facility”*

*“Creswell Crags is SO much better now that the road has moved. Also new visitor centre and café are great. Makes the visitor experience worthy of the historical site.”*

## **Support the cultural and creative industries**

### **Clare Gage**

*Clare Gage is an award winning ceramic artist creating elegant porcelain tableware at her studio in Chesterfield. Clare was awarded the craft&design Selected silver Award 2009: Ceramics and was the recipient of the Country Living Spring Fair Editor’s choice award 2009. During her final year at university Clare was awarded the 2007 Design Directions: Ceramic Futures award and made a Fellow of the Royal Society of Arts. After graduating she chose to return to her hometown of Chesterfield to start her ceramic business. Clare says*

*“I love living in Chesterfield and the opportunities here make it the perfect place to establish my business. Chesterfield has a thriving creative community which I have benefited from being involved with. There are also a number of supportive creative networks here in the East Midlands whose support and advice have helped me to build my business quickly.”*

## **Encourage more people to volunteer**

### **Derbyshire Film**

*Derbyshire Film encouraged voluntary promoters based at venues as diverse as village halls, libraries, community centres, schools and colleges to take part in screening films locally. Groups of volunteers were encouraged to take on the responsibility of selecting,*

*hiring and screening the films. These volunteers were taught how to operate the portable cinema equipment, work with film distributors and run PR and publicity campaigns. Derbyshire Film provided full training and the support of a field worker. 23 villages took part in the scheme. Over 350 films were screened with more than 9,000 attendances. 17 artist-led workshops were held and 377 people took part. It is now self-funding and run entirely by local volunteers, one of whom in Darley Dale says:*

*“Taking this on has been exciting and, at times, demanding. It provides something special for the village and brings people together. Above all, it’s rewarding and great fun!”*

### **Coaching Derbyshire**

*The Coaching Derbyshire Plan was published in 2011 and aims to increase the quantity and quality of sports coaches working with groups of all abilities in sports right across Derbyshire. In 2011 grants totalling £22,374 were made to 201 coaches to support them to attend courses and improve their qualifications. In addition over 100 new young coaches (between ages of 16-19) were recruited into coaching through the Sports Volunteer Award, which involved them obtaining a level 1 coaching qualification, attending first aid and safeguarding workshops and volunteering for at least 30 hours.*

### **Develop sustainable tourism**

*Something here from David James – with quotes?*

## **Olympics**

For most UK residents the Olympic Games in July/August 2012 have been a once-in-a-lifetime opportunity to experience the Games at first hand. Promoted as 'London 2012' the Games' reach into regions and localities outside London has been limited. However, the Olympic Torch Relay between May and July had as its aim to pass within a one hour journey of 95% of the UK population, bringing a taste of the Games to local communities. The Relay came to Derbyshire and Derby on 29<sup>th</sup> June 2012, passing through North East Derbyshire, Bolsover, Chesterfield, Derbyshire Dales and High Peak, and culminating in a televised evening celebration in Derby. Planning and preparation for the event took place over more than two years and has helped create a partnership and an infrastructure which is a sound basis for cooperation across the arts, sport and culture in Derbyshire for years to come.

### **Rory Slater to add something**

There will be a legacy for sport in Derbyshire from the London 2012 Games. Nationally funded programmes such as Sport Makers and Sportivate have already made a positive contribution to volunteering and sports participation in the county and will continue to do so over the next 3 years. National funding for the County School Games has helped to raise the profile of school sport in the county and the Games. London 2012 has also inspired businesses to become more involved in the sports plan with around 50 organisations becoming involved in ICON, a new sport and business network. This has raised funds which enabled 187 of our most talented young sportsmen and women to receive a bursary in 2011.

Several athletes from Derbyshire will be competing for Great Britain in the Olympic and Paralympic Games and they serve as great role models, inspiring others to work hard to achieve the same level. There will also be many people from the county involved in the Games as officials and volunteers, which will give our local infrastructure a real boost when they return to Derbyshire, inspired by The London 2012 Games.

## **What we have achieved in the five years 2007 to 2012**

Derbyshire's creative economy is the strongest in the East Midlands. Arts Derbyshire's Creative Derbyshire programme, funded by Arts Council England, was launched in 2010 and aims to help artists and arts businesses access the business and professional development support available to them.

81 Derbyshire schools have achieved Gold and Silver Artsmark awards.

The creation of the artsderbyshire website has meant that over 1,800 artists and arts organisations have been able to promote and showcase their work; the website provides free marketing for more than 850 events each month.

The number of people attending arts events supported by Derbyshire County Council has trebled to over 300,000 per year.

Buxton Festival saw its audience increase from 35,000 to 43,000 between 2007 and 2011, and has won three Manchester Evening News Opera Awards. The Sunday Times commented: "A confident management clearly aims to challenge both Wexford and the 'country-house' festivals of Garsington and Grange Park. Buxton is the least elitist of all, but it retains a true festival ambience."

In 2010 a £1.2m transformation of the Donut Creative Arts Studio opened in Chesterfield, providing a state-of-the-art countywide resource for young people. DCAS offers daily open access workshops in dance, music and the arts as well as training programmes for youth agencies and schools. Its first year attracted over 6300 attendances by local young people and there were 467 registered members.

Over £10million capital investment secured for new libraries in Ashbourne, Belper, Glossop, together with a new Derbyshire Record Office and Local Studies Library opening in early 2013.

Museums in Derbyshire attract 1.5 million visitors each year and employ 150 staff and 4,100 volunteers.

The re-opened Monsal Trail attracted 46,000 cyclists in 2010/11 and almost 83,000 in 2011/12

The National Tramway Museum at Crich celebrated its 50<sup>th</sup> anniversary in 2009; it has opened major new exhibition facilities and has won a Sandford Award for its outstanding contribution to Heritage Education and Learning within the historic Environment

Major investment in leisure centres in Staveley (Healthy Living Centre £9m), Derbyshire Dales, Erewash. **More detail? Any others? Can we come up with a total figure for investment in new developments?**

The £1.8m RIBA award winning Level Centre in Rowsley, launched in 2008, hosts First Movement's arts projects with learning disabled people. The centre, especially developed for the creation of internationally important new technology projects, has achieved record attendances in each year of its operation.

Creswell Heritage Trust celebrated the opening of the new Museum and Education Centre in 2009 which has won both national and regional RIBA awards for outstanding building design and went on to become the regional museum of the year in 2010. This development and previous enhancements to the site, including the relocation of the sewage works and the diversion of the road in 2007, has benefited from £8 million investment with the site's significance now nationally recognised on the UK Tentative World Heritage List.

Chesterfield Football Club held its first match in their new 10,500 seater stadium on 24 July 2010. This £13 million development inspired Chesterfield Football Club to gain promotion to League 1 in the same season. The b2net Stadium, as it is known, also hosted its first international football game on 8 February 2011 when England under 19s played Germany under 19s in a friendly match.

With funding from the Heritage Lottery Fund and the Derbyshire Economic Partnership Chesterfield launched its Townscape Heritage Initiative (THI). This scheme funds repairs to the fabric of historic buildings in the town centre, reinstating architectural details. To date 21 buildings have benefited from this scheme and more are planned for 2012, including the Market Hall and Parish Church. To date this scheme has drawn in £250,000 of private sector funding, in addition to the Heritage Lottery Fund and Economic Partnership money, and Chesterfield THI has spent £485,000 on grants.

Chesterfield Borough Council supports the promotion of public art through its award winning Percent for Art scheme. Developers of all new schemes costing over £1m have to include a work of art to the value of 1% of the total cost of the project. Since 2007, 15 pieces of new public art have been created, including the Chesterfield Apple by Michael Johnson and the Alphabet Tree by Michael Disley, both nationally recognised artists. In 2009 Percent for Art purchased, with the help of The Art Fund charity, Dame Barbara Hepworth's sculpture Rosewall, at a cost of £500,000, so that it could return to its original home in the centre of Chesterfield.

The percentage of adults regularly participating in sport has increased by 1.4% to 22.8% over the past 4 years and 45% of young people in school took part in extra-curricular school sport in 2010.

By June 2011 there was significant progress in 62 of the 76 targets within the county plan for sport – 2012 and Beyond .....A Plan for Sport and Active Recreation in Derbyshire.

There are now more than twenty inclusive or dedicated disability sports clubs within Derbyshire and this number is increasing rapidly due to the great work of the six Disability Sport Networks around the county.

The Derbyshire Institute of Sport was opened in April 2012. The Institute is being funded initially by Derbyshire County Council, Derby City Council and University of Derby and plans to increase the number of athletes from Derbyshire who progress to compete for England and Great Britain.

**By 2016 we will have...**

Delivered an exciting Year of Culture 2015 programme across Derbyshire

Enabled more Derbyshire athletes to compete for England and Great Britain.

Developed a joint response with Derby City Council to the Government's 'City of Culture' competition.

Completed a major project with the University of Sheffield on evaluating the impact of cultural services in Derbyshire.

Completed work on an application from Creswell Crags for World Heritage Inscription

Delivered a major programme of activity to commemorate Derbyshire people in the First World War.

Anything else?

**Action Plan – Option 1**

<b>Our Vision</b>
A vibrant, exciting Derbyshire-wide cultural sector, working together to deliver challenging, exciting and satisfying experiences for local people and visitors

Our Objectives					
Create opportunities to take part in cultural activity, <i>so that more people are able to enjoy a better quality of life</i>	Improve and protect Derbyshire's environment, <i>so that we make the most of our precious natural and man-made resources</i>	Support the creative and cultural industries, <i>so that small businesses can thrive and make a real contribution to the success of the Derbyshire economy</i>	Develop sustainable tourism, <i>so that more people visit Derbyshire and stay longer</i>	Raise aspiration and achievement in local communities, <i>so that local people are equipped to take advantage of opportunities</i>	Encourage people to be more active – <i>so that they enjoy better health and wellbeing</i>
In all of these areas we want to encourage more people to be involved in volunteering					
Our Actions					
Support arts organisations to widen their audiences and focus activity on areas of under-provision	Work in partnership with local authorities, heritage organisations, owners and land managers to protect and improve Derbyshire's historic landscape	Provide business and artform training for artists and arts organisations	Widen the impact of Derbyshire's arts festivals	Provide a range of training for volunteers and coaches across the cultural sector	Work with arts organisations to provide a programme of arts and health interventions to targeted groups
Encourage artists and arts organisations to creatively engage with social media	Ensure that public art is of high quality and sympathetic to the environment	Work in partnership with cultural and creative industries to promote the historic environment as a catalyst for continuing economic development	Develop and implement an 'attract' strategy using the iconic brand of the Peak District.	Engage with local communities to ensure that cultural services respect and are sensitive to their aspirations:	Encourage use of the natural and historic environment to stimulate healthy activity.
Develop a Derbyshire Year of Culture in 2015 that showcases our creativity to an	Encourage local communities to understand, value and take pride in their	Invest in the generation of new talent through creative education	Develop and implement an effective 'dispersal' strategy	Continue to provide and develop life-long learning projects.	Develop the Derbyshire Arts & Health Network as a hub for information, events and

international audience	historic environment.				opportunities
Attract increased resources to encourage young people to take part in the arts.	Ensure that local authority planning strategies address the sustainable management of the historic environment as a priority.	Improve access to creative careers for young people through supporting pathways to employment.	Increase private sector investment in tourism activities	Develop a mentoring programme encouraging participation in the arts for vulnerable groups	Promote participation in arts, sports and creative activity as a means to improved mental and physical wellbeing
	Safeguard Derbyshire's heritage assets through improved information and access.	Provide a series of hubs offering workspace and intensive support for cultural businesses.	Grow business tourism in Derbyshire	Increase numbers of schools and settings with Artsmark	Increase by 1% each year the % of people over age of 16 who are involved in moderate intensity activity/recreation at least 1 x a week
		Sustain and develop creative industry networking opportunities through online information and live events	Work in partnership with sustainable tourism providers to invest in and improve the quality of their product	Increase numbers of young people achieving Arts Award	Work to reduce the inequalities in participation which exist and to increase participation in under represented communities
			Market the creativity of the county to raise the profile of Derbyshire and encourage more people to visit and businesses to locate here		Encourage all young people from 5-19 to be involved in regular daily physical activity
					Strengthen the promotion and coordination of sport/activities within clubs and communities across Derbyshire



## **Action Plan – Option 2**

In all of the following areas we want to encourage more people to be involved in volunteering.

### **Create opportunities to take part in cultural activity, *so that more people are able to enjoy a better quality of life***

We will take action to make arts activities more visible and accessible:

- Support arts organisations to widen their audiences and focus activity on areas of under-provision
- Encourage artists and arts organisations to creatively engage with social media
- Develop a Derbyshire Year of Culture in 2015 that showcases our creativity to an international audience
- Attract increased resources to encourage young people to take part in the arts

### **Improve and protect Derbyshire's environment, *so that we make the most of our precious natural and man-made resources***

We will encourage local communities to understand, value and take pride in their historic environment:

- Safeguard Derbyshire's heritage assets through improved information and access.
- Work in partnership with local authorities, heritage organisations, owners and land managers to protect and improve Derbyshire's historic landscape
- Ensure that public art is of high quality and sympathetic to the environment
- Ensure that local authority planning strategies address the sustainable management of the historic environment as a priority.

### **Support the creative and cultural industries, *so that small businesses can thrive and make a real contribution to the success of the Derbyshire economy***

We will work in partnership with cultural and creative industries to promote the historic environment as a catalyst for continuing economic development:

- Provide business and artform training for artists and arts organisations
- Invest in the generation of new talent through creative education
- Improve access to creative careers for young people through supporting pathways to employment.
- Provide a series of hubs offering workspace and intensive support for cultural businesses
- Sustain and develop creative industry networking opportunities through online information and live events

### **Develop sustainable tourism, so that more people visit Derbyshire and stay longer**

We will work in partnership with sustainable tourism providers to invest in and improve the quality of their product:

- Widen the impact of Derbyshire's arts festivals
- Develop and implement an 'attract' strategy using the iconic brand of the Peak District.
- Develop and implement an effective 'dispersal' strategy
- Increase private sector investment in tourism activities
- Grow business tourism in Derbyshire
- Market the creativity of the county to raise the profile of Derbyshire and encourage more people to visit and businesses to locate here.

### **Raise aspiration and achievement in local communities, so that local people are equipped to take advantage of opportunities**

We will engage with local communities to ensure that cultural services respect and are sensitive to their aspirations:

- Provide a range of training for volunteers and coaches across the cultural sector
- Continue to provide and develop life-long learning projects.
- Develop a mentoring programme encouraging participation in the arts for vulnerable groups
- Increase numbers of schools and settings with Artsmark
- Increase numbers of young people achieving Arts Award.

### **Encourage people to be more active – so that they enjoy better health and wellbeing**

We will promote participation in arts, sports and creative activity as a means to improved mental and physical wellbeing:

- Work with arts organisations to provide a programme of arts and health interventions to targeted groups
- Encourage use of the natural and historic environment to stimulate healthy activity.
- Develop the Derbyshire Arts & Health Network as a hub for information, events and opportunities
- Increase by 1% each year the % of people over age of 16 who are involved in moderate intensity activity/recreation at least once per week
- Work to reduce the inequalities in participation which exist and to increase participation in under represented communities
- Encourage all young people from 5-19 to be involved in regular daily physical activity
- Strengthen the promotion and coordination of sport/activities within clubs and communities across Derbyshire

## **Culture Derbyshire Partners**

Amber Valley Borough Council  
Arts Council England  
Arts Derbyshire  
Bolsover District Council  
Buxton Festival  
Camping and Caravanning Club  
Chatsworth House  
Chesterfield Borough Council  
Creswell Heritage Trust  
Derbyshire County Council  
Derbyshire Dales District Council  
Derbyshire Health  
Derbyshire Museums Forum  
Derbyshire Sport  
Derwent Valley Mills World Heritage Site  
English Heritage  
Erewash Borough Council  
Gallery Top, Rowsley  
Heritage Lottery Fund  
High Peak Borough Council  
National Tramway Museum, Crich  
National Trust  
North East Derbyshire District Council  
Peak District National Park Authority  
Renishaw Hall  
South Derbyshire District Council  
3D  
University of Derby  
Visit Peak District and Derbyshire  
Welbeck Estate





**Culture Derbyshire Conference, 2012**

# **A changing landscape - the future of culture in Derbyshire**

Winding Wheel, Chesterfield

Friday, 22<sup>nd</sup> June 2012, 9.45 – 1.00

# Introduction

In a changing financial and political landscape what are the implications for culture in Derbyshire? What is the vision for culture post the 2012 Olympic and Paralympic Games and how will the new Cultural Strategy for Derbyshire enhance the cultural offer? What is the vision of the Culture Derbyshire Board for 2013 and beyond and how will it deliver? What are the future challenges and opportunities and how sustainable is funding, partnerships and innovation in Culture?

These are just some of the issues that this dedicated cultural conference will seek to explore. It will also provide an opportunity for consultation on the final draft of the Cultural Strategy for Derbyshire. Register today to gain a valuable insight into what the future will hold for all those working in the cultural sector.

## Conference programme

TIME	EVENT
09.45	Arrival at the Winding Wheel. Registration, refreshments
10.00	<b>Welcome and introduction to the day</b> <i>Cllr Andrew Lewer, Leader of Derbyshire County Council and Chairman, Culture Derbyshire</i>
10.05	<b>Cultural Strategy in context</b> <i>Martin Molloy OBE, Strategic Director, Cultural and Community Services, Derbyshire County Council</i> <ul style="list-style-type: none"><li>• Cultural Strategy working in a new financial and political landscape</li><li>• What does the future of cultural services hold?</li><li>• Challenges and opportunities</li></ul>
10.25	<b>The sporting and physical activity challenges</b> <i>David Joy, Director, Derbyshire Sport</i> <ul style="list-style-type: none"><li>• The importance of physical activity and sport in Derbyshire</li><li>• The vision post 2012</li></ul>
10.45	<b>The role of culture in the visitor economy</b> <i>David James, Chief Executive, Visit Peak District and Derbyshire</i> <ul style="list-style-type: none"><li>• The value of the tourism industry in Derbyshire</li><li>• VisitEngland's vision</li><li>• Marketing and Dispersal Plan priorities</li></ul>
11.05	<b>A series of short practitioner presentations</b>
11.30	<b>Refreshment break</b>
11.45	<b>Introduction to A Cultural Strategy for Derbyshire</b>
11.50	<b>Breakout Session 1 – Have we got it right - do you agree with the strategy's priorities?</b>
12.20	<b>Breakout session 2 - How could you contribute to the strategy?</b>
12.50pm	<b>The next steps</b> <i>Councillor Andrew Lewer</i>
1.00pm	<b>Lunch, entertainment and networking opportunity</b>

Culture Derbyshire reserves the right to alter the conference programme

## Conference Objectives

This Conference will give you:

- An opportunity to be consulted on the final draft of the Culture Derbyshire Strategy
- An appreciation of the future challenges and opportunities for the cultural sector in Derbyshire
- An opportunity to network, discuss and debate with like-minded professionals and partners from across Derbyshire

## Who should attend

- Chief Executives
- Sports Partnership Directors
- Directors and Heads of Service involved in delivering cultural services
- Strategic leads
- Portfolio holders
- County Sports Partnership
- Public Health Commissioners
- Physical Activity Professionals
- Voluntary and community sector
- Private sector providers
- Planning and Regeneration professionals

## Event venue details

Winding Wheel  
13 Holywell Street  
Chesterfield  
Derbyshire  
S41 7SA



## How to book

To reserve your place now click on the link:

<http://www.eventbrite.co.uk/event/3331967003>

If you have any special access or dietary requirements please contact [debbie.higton@derbyshire.gov.uk](mailto:debbie.higton@derbyshire.gov.uk)

## About Culture Derbyshire

Culture Derbyshire is a multi-agency partnership, led by Derbyshire County Council, which aims to provide strategic leadership for the cultural sector in Derbyshire. We will champion cultural services and act as a focus for their co-ordination and development within the county and with external partners.

## Culture Derbyshire's vision:

“A vibrant, Derbyshire-wide cultural sector, working together to deliver challenging, exciting and satisfying experiences for local people and visitors.”