

Culture Derbyshire

Wednesday, 25th September 2013, 2pm

Committee Room 1, County Hall, Matlock

AGENDA

- 1 Apologies for absence
- 2 Minutes of meeting 6th June 2013
- 3 Matters arising
- 4 Creative People and Places award - Ian Wall
- 5 "Dadding About" – Sarah Burkinshaw
- 6 Arts, Health and Wellbeing:
 - a) Creativity and the Ageing Brain - Jo Stockdale
 - b) Reading for Wellbeing – Kirstie Matkin and Trisha Hill
- 7 Valuing England's National Parks -- Rachel Gillis
- 8 Verbal Update on **Derbyshire 2015** – Joe Battye/ Ann Wright
- 9 Measuring Success: overview of performance management – Roger Jones

Date and time of next meeting:

9th December, 2.30 Venue: possible Creswell Crags or Hardwick Hall

Further Reading:

- National Parks Report - <http://www.nationalparksengland.org.uk/home/publications-and-documents/publications>
- Social Inequalities in Cognitive Scores at Age 16: The Role of Reading - <http://www.ioe.ac.uk/newsEvents/89938.html>

Possible Bring Forward Items:

- Colliers' report on 'Visitor Economy in Derbyshire'
- New Destination Management Plan for Visit Peak and Derbyshire
- Olympic Legacy – presentation from Derbyshire Sport
- Creswell Crags – possible visit

CULTURE DERBYSHIRE BOARD

MINUTES of MEETING OF 6 JUNE 2013.

1.0 Present:

Chair: Councillor D Allen (DCC)

P Beswick (PDNPA), N Coldwell (3D), Huw Davis (University of Derby), Denise Edwards (Hardwick Hall), Councillor Steve Hayes (Amber Valley BC), Peter Knott (Arts Council England), Adam Lathbury (DCC, Environmental Services), Martin Molloy (DCC, Strategic Director Cultural & Community Services), Stephen Pintus (DCC, Public Health), David Senior (National Tramway Museum), Randall Shannon (Buxton Festival), Anthony Streeten (English Heritage), Mark Suggitt (Derwent Valley Mills WHS), Allison Thomas (DCC, Environmental Services), Councillor Mike Wallis (Erewash BC), and Ann Wright (DCC, Arts).

2.0 Apologies for Absence :

Wes Downes (DCC), Lucy Godfrey (Derbyshire Museums Forum), Matthew Hurst (Chatsworth Estate), David James (Visit Peak District & Derbyshire), Robert Mayo (Welbeck Estate), Peter Shelton (Arts Derbyshire), Councillor Geoff Stevens (Derbyshire Dales DC), Councillor Ann Syrett (Bolsover DC) and Councillor Ellie Wilcox (DCC).

The following guests were welcomed to the meeting: Sarah Chubb (Derbyshire Records Office) Joe Battye, Charles Monkhouse (Arts in the Peak), Nicole Porter (University of Nottingham), Rob and Matt Vale (Illuminos), and Robin Wood (Heritage Craft Association).

Martin Molloy welcomed Councillor Dave Allen, Cabinet Member for Health & Communities to the meeting. Councillor Allen advised he was pleased to attend his first meeting of Culture Derbyshire Board and gave details of how he planned to organise his portfolio. It was likely in future that his deputy, Cllr Ellie Wilcox, would predominantly deal with cultural issues and would chair future meetings.

3.0 Prior to the commencement of formal business, Martin Molloy announced that at the recent East Midlands Heritage Awards, local organisations had won a total of six awards, including Erewash Museum and Sharpes Pottery. This was seen as an excellent achievement for those involved and the Culture Board's congratulations were passed on.

4.0 11/13 MINUTES

The minutes of Culture Derbyshire Board held on 31 January 2013 were received and agreed as a true and accurate record.

5.0 12/13 MAPPING HERITAGE CRAFT

Robin Wood (RW), Heritage Crafts Association, attended the meeting and gave a presentation on Mapping Heritage Craft.

RW gave a brief outline of his background and experiences as a woodworker based in Edale and also details of other traditional skilled crafts that were still taking place in Derbyshire. He provided members with examples of wooden bowls, swill baskets, riddles and traditional hand-made leather boots and explained he was keen that traditional skills and small businesses were better promoted and not lost in future years.

Members had received a copy of Heritage Craft “The economic contribution of the heritage craft sector in England” which was the first comprehensive study to define, organise and examine the size and shape of the heritage craft sector in England.

It was explained that to date, the heritage craft sector had been a largely under-examined area of the economy which had been driven by two main factors, the difficulty in identifying and measuring the proliferation of very small businesses that made up the sector and the challenge of reaching common definition around what constituted heritage craft practice.

Research had defined heritage craft as “practices which employed manual dexterity and skill and an understanding of traditional materials, designs and techniques in order to make, repair, restore or conserve buildings, other structures, modes of transport or more general portable objects”.

All aspects of heritage craft had been considered and members of the Board made specific reference to legacy and passing on knowledge. Overall the majority of businesses in the heritage craft sector did not undertake activities to pass on crafts and skills knowledge to people outside of the business. For those who did, the most popular activity was to teach informally and free of charge. The passing of knowledge was seen as a vitally important issue as without this some of the traditional skilled craftsmen could be lost in future generations.

In conclusion, through the research, there now existed a detailed robust evidence base that delved in depth into heritage craft activity across England enabling a new understanding of the sector. The issues and questions it raised would form the basis of debate and review in the next stage of action planning.

No further questions from the Board. The Chair thanked Robin for his interesting and informative presentation.

6.0 13/13 COMPANION STONES PROJECT

Charles Monkhouse (CM), Arts in the Peak and Nicole Porter, University of Nottingham attended the meeting.

Charles informed members that Companion Stones were a set of 12 matching stones for the Derbyshire Guide Stoops designed by poets and artists of the Peak. Erected in the 18th century, the Guide Stoops helped travellers across treacherous moorlands and indicated directions to local market towns. Unlike the stoops, the Companion Stones bore inscriptions towards the future.

The Companion Stones were devised and delivered by Arts in the Peak in partnership other organisations such as Peak District National Park Authority and Arts Council.

Nicole Porter provided a brief presentation to members on the research project, “What place did art have in National Park landscapes” and explained how the case study in this instance had been the Companion Stones.

Research had shown the public’s response to the Companion Stones was very positive; they had engendered debate and provoked reaction; also showed that art could play its part in the diverse topic of interpretation and understanding that Park Authorities have to deal with.

No further questions from the Board. The Chair thanked Charles and Nicole for their most informative and interesting presentation.

7.0 14/13 FIRST AND SECOND WORLD WAR COMMEMORATIONS

Sarah Chubb, Record Office Manager, informed members that unfortunately the major bid for funding to the Heritage Lottery Fund (HLF) had been unsuccessful.

Part of the problem had been that the bid had included the Second World War which made the project too large, despite initial encouragement from the HLF. It was therefore proposed to focus on commemorating World War I and submit a further bid under £100,000 to the HLF. It was hoped the new bid would be successful and although smaller, there would be the same ambition across the County to co-ordinate events involving a wide range of organisations.

The outcome of the second HLF bid would be submitted to a future meeting of Culture Derbyshire.

8.0 15/13 DERBYSHIRE 2015

Ann Wright, Head of Arts, informed members about activities to be undertaken during **DerbyShire 2015** – A Festival of Derbyshire Life & Culture.

Derbyshire 2015 would be a year of celebration exploring all areas of cultural life in Derbyshire including arts, libraries, heritage, archives, festivals, museums, landscape and sport. It is proposed that **Derbyshire 2015** focuses on celebrating communities, encouraging tourism with the aim of re-imagining the County and encouraging both residents and visitors to see the County in new ways.

The idea for **Derbyshire 2015** stemmed from the CD Board, building on the County's diverse culture, heritage and sporting assets and promoting current festivals - as well as programming exciting new events and activities which showcased Derbyshire to the world, attract even more visitors and bring leading artists and performers to a local audience.

As part of the year of culture, artists/organisations had been invited to submit schemes for a 'centre piece' event during the year. One such submission had been made by Rob and Matt Vale from Illuminos who attended the meeting and gave a presentation on the Great Chronoscope.

The Great Chronoscope

Details were given of the Chronicle of the Great Chronoscope which was a story of a legendary device, a light-emitting time piece drawn together from across Derbyshire. The apparatus was formed in pieces by the great minds of Derbyshire's cultural and historical past, passed down the ages and now drawn together by road, rail, canal, river and air. Rob and Matt informed the meeting they were interested in the telling how stories of Derbyshire's great past could be combined with its present.

The chronicle detailed in the submission was part inventive narrative and part real historical Derbyshire figures, forming a story around which a series of spectacular events could be created – drawing on Derbyshire's heritage, industry, great houses, culture, science and technology, nature and landscape. Crucially it also formed a method of engaging audiences both digitally and directly, by day and by night.

The concept was to build five large, clock-like pieces of the Great Chronoscope - very much referencing the clocks of John Whitehurst, the constellation maps of John Flamsteed and so on.

Over the course of 2015, these five pieces would journey across the County carried by all types of transport directly linking to Derbyshire's rich heritage of road, steam, canal building and so on. Their journeys would be a key part of the project, capturing the imaginations of the public through press coverage, encouraging people to seek out and spot the pieces as they moved.

The climax of the project would be the convergence of the five pieces at key locations in the County being then built to form one single object combine together into a single device the Great Chronoscope. By day, the object itself would be a

point of interest and in the evening it would project fragments of history mixed with contemporary elements collected from the public onto iconic buildings.

This would be a multi-faceted event, requiring collaboration with a range of partners. The plan would be to seek to work closely with the Culture Derbyshire team to plan logistics, press and media and build momentum for the work in 2015.

The Board had no further questions. The Chair thanked Rob and Matt for their informative and interesting presentation.

9.0 16/13 PERFORMANCE MONITORING

Martin Molloy advised that an officer group was currently working on the performance measures and that a full update would be provided at the next meeting.

10.0 17/13 DATE OF NEXT MEETING

The next meeting of Culture Derbyshire would take place on **Wednesday 25 September 2013 at 2.00 pm.**

REPORT TITLE: FIRST ART, CREATIVE PEOPLE AND PLACES AWARD

1.0 PURPOSE

- 1.1 The purpose of this report is to provide an outline to the Culture Board regarding the **First Art** 'Creative People and Places' project which was awarded £1.5 million in funding by the Arts Council to develop arts engagement across Bolsover, North East Derbyshire, Mansfield, and Ashfield.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 *The purpose of the presentation is to engage and inform members about the project and establish general support and where possible, provide specific links to:*
- *Any forward plans to which First Art could add value.*
 - *Specific arts events / activity planned over the next three years.*
 - *Specific organisations / individuals who the First Art consortium should be talking to.*

3.0 SUMMARY

- 3.1 The Creative People and Places programme was launched as a one-off programme in 2012 in response to the *Taking Part Survey* which identified areas of low arts engagement across Britain.
- 3.2 First Art shares the Arts Council England's mission of 'Great Art, for everyone' and aims to make this a reality for all those living, learning or working in Bolsover, North East Derbyshire, Mansfield and Ashfield. First Art will respond to the aspirations of local communities and therefore will work with local people, community groups, voluntary organisations, public bodies and businesses to ensure that art is at the heart of positive change in Ashfield, Bolsover, Mansfield and North East Derbyshire.
- 3.3 The First Art project was successful in being awarded Arts Council funding as part of the second round under the Creative People and Places programme in July 2013. First Art was awarded £1.5 million to support a three year programme across Bolsover, North East Derbyshire, Mansfield and Ashfield.
- 3.4 The consortium of partners, Creswell Heritage Trust, Junction Arts, City Arts, The Prince's Trust and NAVO (Nottinghamshire Association of Voluntary Organisations), and led by its Chair Tony Trafford, are currently developing the business plan and, once approved by the Arts Council, anticipate a project start in January 2014.

- 3.5 As part of the contract with the Arts Council, First Art must achieve two key goals:
1. More people from places of least engagement experience and are inspired by the arts
 2. Communities are empowered to take the lead in shaping local arts provision.
- 3.6 This presentation will provide a short update on progress so far, some of our ideas, and what has guided our thinking.

4.0 RECOMMENDATIONS

- 4.1 Not applicable at this stage.

Contact Officer:

**Ian Wall
Director, Creswell Heritage Trust**

REPORT TITLE: DADDING ABOUT

1.0 PURPOSE

- 1.2 Purpose of the report: to outline the work of the recent 'Dadding About' project undertaken by the Derbyshire museums service in partnership with creative practitioners and infant schools and children's centres in Staveley and Bolsover and to share the results and learning with members of the Culture Derbyshire Board.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 Board members to discuss the potential for further collaborative work using social pedagogy with creative practitioners to include harder to reach people in a cultural offer and to make cultural resources more available for partners who are trying to achieve education, health and well-being targets.

3.0 SUMMARY

- 3.1 Funding from NIACE inviting adult educators to run a programme in a way which could evidence health and well-being outcomes enabled this project. The original purpose was to work with creative practitioners to help non engaged adults to enjoy cultural experiences and become local enthusiasts for engaging with art and culture.
- 3.2 We worked with creative practitioners with 39 hard to engage dads with at least one child between 2 and 5. Head teachers and children centres brought the dads together and supported the project. The project developed into helping these dads learn how to spend time with their children combining creativity and cultural excursions. The results in terms of engaging with the dads and changing their behaviour and attitude was very encouraging, we witnessed; more confident parenting, more time spent with children, better relationship with school, happier children, adults making plans and a growing sense of community. 'Creative Forum' and Tan Draig, who were the inspiration in this project, put the success down to an approach recognised as social pedagogy, this approach has had remarkable results in Derbyshire with children in care.

4.0 RECOMMENDATIONS

- 4.1 To develop further opportunities to address the inclusion and social justice agendas by collaborating with partners working in with harder to engage families and using creativity and social pedagogy with cultural resource

**Contact Officers: Ros Westwood, Derbyshire Museums Manager (01629 533 544)
Sarah Burkinshaw, Literacy Coordinator (01629 538496)**

REPORT TITLE: CREATIVITY AND THE AGEING BRAIN

1.0 PURPOSE

- 1.3 The purpose of this report is to outline recent neurological research carried out on the impact of creativity of the ageing brain, highlighting how creative activity can help prevent brain deterioration and preserve brain function in older age, even for those who have dementia etc.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 *To explore the potential for investment/ resource alignment into creative activity programmes in older people's settings as a means to manage and preserve wellbeing, as well as providing an alternative or complementary benefit to those relying on expensive [and often largely ineffective] medication to treat cognitive and memory loss.*

3.0 SUMMARY

- 3.1 Funded by the PCT and new CCG, arts development work in older people's settings has been undertaken for some time in Derbyshire. Recent work carried out jointly a psychologist with a background in neuroscientific research has explored how creativity impacts on brain function at a neurological level in older age. Over the last year, three training sessions have been delivered for Nottinghamshire County Council (for both creative and care/health practitioners working with older people) addressing this.
- 3.2 The project in Erewash, Arts at the HeART of Wellbeing, has been run for the last 6-7 years, and takes professional artists into older people's settings, day care, residential care, hospitals and in people's own homes where participants have limited mobility. A similar project, 'Art Impact' has also been undertaken across the county by Arts Derbyshire.
- 3.3 The Board will receive a presentation regarding research on the neurological impact of creativity of the Ageing Brain which presents a strong case for why practicing creativity is an important aspect of health & wellbeing in older age. The presentation will demonstrate how different parts of the brain are still very active until the end of life, even in those patients with dementia, and how creative activity both stimulates the different component parts of the 'thinking brain'. It will also outline how creativity helps to maintain and create new neural networks between the different component parts of the brain to help preserve brain function and prevent [further] cognitive loss throughout the aging process.
- 3.4 The presentation will also demonstrate that, although some parts of the brain are permanently damaged by and continue to deteriorate as a result of dementia, the aging brain still has the capacity to make new neural connections, and in some respects compensate for and circumnavigate the areas of the brain affected by cognitive and memory loss, learning new ways of functioning, even throughout the later stages of life.

4.0 RECOMMENDATIONS

- 4.1 That the Board consider how the research findings of Creativity and the Ageing Brain can be implemented into older people's settings as part of mainstream health and social care delivery.

Contact Officer:
Jo Stockdale, Arts Development Officer

REPORT TITLE: LIBRARIES AND WELLBEING

1.0 PURPOSE

- 1.1 The purpose of the presentation is to provide the Culture Derbyshire Board with an outline of the role of libraries in supporting health and wellbeing, highlighting specific initiatives; for example, library health and wellbeing zones and the reading well scheme.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 *For the Board to consider the impact and value of the work currently being undertaken and whether there is potential to further develop any aspects of partnership working.*

3.0 SUMMARY

- 3.1 The following presents a brief outline of the presentation which will be received by the Board:

Various library reading and wellbeing initiatives that contribute to better physical and mental health for Derbyshire library users as follows:

- The benefits of reading and creative writing – all ages
- Reading and writing for wellbeing in Derbyshire libraries, highlighting the work of reader groups and creative writer workshops
- The purpose and impact of Health & Wellbeing Zones
- Reading Well scheme – outlining the national ‘books on prescription’ scheme covering mild to moderate mental health issues
- Home Library Service – support provided to vulnerable people in their own homes

4.0 RECOMMENDATIONS

- 4.1 For the presentation to be considered in line with the previous presentation on creativity and the ageing brain.

Contact Officers:

Trisha Hill, Reader and Stock Development Manager

Kirstie Matkin, Access & Inclusion Manager C&CS

REPORT TITLE: VALUING ENGLAND'S NATIONAL PARKS

1.0 PURPOSE

- 1.1 Purpose of the report is to outline the key findings emerging from the recent 'Valuing England's National Park' report and identify specific issues and opportunities for Derbyshire.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 ***Consider the main findings from the report, which will be presented to the Board and assess any implications for Derbyshire, including considering how to use the intelligence this report provides to further the work of the Culture Derbyshire Board.***

3.0 SUMMARY

- 3.1 A more detailed presentation of the content and findings of the report will be presented to the Board, however, the paragraphs below provide a brief summary of the key issues.
- 3.2 England's ten national parks are valued national assets. They comprise some of the highest quality landscapes and habitats in the country. National parks also make important contributions to the economy and society and are part of our national identity. They are of huge importance to the people who live and work in them, as well as the many millions who visit them.
- 3.3 National Parks England commissioned an assessment of the value of England's national parks. The report sets out the latest economic and social data and assesses the contribution that national parks make to economic prosperity and well-being. It provides a useful data set for us to identify future opportunities to support sustainable rural economies in partnership with other community, business and public sector partners. A web address to the full report is included on the agenda.
- 3.4 A key driver for National Parks England was to demonstrate the value to the economy and society, as well as the overall value for money.
- 3.5 Key findings of the report are as follows:
- 50% of people in England live an hour's drive away from a national park
 - There are around 22,500 businesses in national parks
 - Employing almost 144,000 people
 - Over 90 million people visit English national parks each year

- Visitors spend at least £4b, contributing 1/3 of the spend from rural tourism in England
- Tourism, recreation & farming are large sectors but others provide 50% employment overall
- Employment grew by 2.7% in 2012
- The number of businesses in national parks is twice the national average, reflecting a pattern of lots of many small businesses
- Public spending on national parks costs less than £1 per person for England and this is increased by bringing in 50p per person in external funding.

3.6 The report concludes that whilst the economies of national parks face a number of challenges, there are also opportunities, these include:

- Increasing demand for food and timber
- Increasing value of authentic locally district products and services
- Emerging markets in the form of eco-systems services
- Potential to grow visitor volumes and value
- Building on the growing knowledge economy through better telecommunications
- Realising potential of highly valued landscapes and environments
- Improving recognition of the value of national parks across all types of businesses and customers
- Developing approaches to renewable energy generation
- Working closely with LEPs and government to support business development and entrepreneurship in national parks, including opportunities for young people

4.0 RECOMMENDATIONS

4.1 ***For the Derbyshire Culture Board to consider how this kind of data and intelligence can be used and identify any direct ways it could further the work of the Culture Board.***

Contact Officer:

**Rachel Gillis
Assistant Director Policy & Partnerships,
Peak District National Park Authority**

REPORT TITLE: DEVELOPING A PERFORMANCE MANAGEMENT FRAMEWORK TO MEASURE SUCCESS FOR CULTURE DERBYSHIRE

1.0 PURPOSE

- 1.1 To provide an overview of the emerging performance management framework, and specifically the draft performance indicators, that are proposed to be used to measure partners' success in driving forward the cultural agenda in Derbyshire.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 *The Culture Derbyshire Board is requested to consider and comment on the draft performance management framework outlined below with a view to the arrangements being amended (subject to feedback) and made live prior to year end.*

- 2.2 *In particular, partners are requested to consider and agree as appropriate:*
- *The required monitoring and reporting arrangements, subject to any further amendments resulting from discussion*
 - *The draft performance measures set out at paragraph 5.5 which cover a range of cultural activity and provide feedback on their usefulness as a means of measuring success - or suggest alternatives as appropriate*
 - *Relevant officers from within their organisations as key contacts for required information*

- 2.3 *Partners are requested to consider and agree the recommendations set out in section 5 of this report.*

3.0 BACKGROUND

- 3.1 The Culture Derbyshire Board has previously agreed the need to understand progress and performance in driving forward the cultural agenda in Derbyshire across a range of activity and partner organisations. This has included a long-standing discussion regarding appropriate performance indicators.
- 3.2 Further to its meeting in June, a task and finish group working under the direction of the Executive Officers' Group has been developing an initial set of draft indicators for consideration by Board members which are set out in section 6 below. In addition, a draft performance management framework is being developed to ensure the collection, monitoring and reporting of progress is effective.

4.0 OVERVIEW OF PERFORMANCE MANAGEMENT FRAMEWORK

- 4.1 A draft performance management framework (PMF) for the Culture Derbyshire Board is being prepared in line with established, good practice principles. Specifically, close consideration is being given to the following principles and need for:

- Ensuring any arrangements are aligned to the agreed outcomes of Culture Derbyshire as set out in the Cultural Prospectus and measure success against the stated ambitions
- Ensuring any performance measures cover a range of outputs and longer term outcomes, linked to the Cultural Prospectus
- Ensuring a range of cultural activity is included in the framework
- Ensuring Culture Derbyshire is presented with 'information for action' in a meaningful way – including a readily identifiable 'direction of travel'
- Maximising use of existing data to avoid the need for new/ additional collection and monitoring activity
- Ensuring any performance measures are SMART (specific, measureable, achievable, relevant and timely)
- Setting targets for delivery where appropriate
- Identifying relevant officers and organisations responsible for collecting and monitoring performance information
- Ensuring analysis and evaluation of performance results form a core part of the agreed arrangements, including identifying areas for further consideration and action by the Board
- Ensuring timely (quarterly) reporting of progress to the Board (**NB: frequency of reporting for some PIs will depend on their nature and data collection methods*)
- Ensuring opportunities for learning and sharing progress and achievements are included in the framework

4.2 Work is on-going by the task and finish group to develop more detailed proposals for the PMF and subject to agreement, will be reported to the Culture Derbyshire Board at the time of the next performance progress report.

5.0 DRAFT PERFORMANCE INDICATORS

- 5.1 The following draft list of performance indicators (PIs) has been developed as a result of past discussion at Culture Derbyshire board and with key officers from partner organisations. At this moment in time, targets have not been set for most PIs and it is proposed this would be subject to further discussion once the list has been finalised.
- 5.2 The proposed indicators are aligned to the ambitions set out in the Partnership's Cultural Prospectus and 'control schedules' are being prepared for each PI to ensure the definition, collection method and officer responsibility is clear and agreed. Appendices 1, 2 and 3 of this report provide some background and definitions to the proposed indicators' list.
- 5.3 The list outlined below currently represents mostly 'throughput' indicators and further work is required to develop relevant output and outcome indicators, notably measures around external funding, satisfaction, community wellbeing, jobs and skills (many of which are already available).
- 5.4 At the time of writing, performance results for some indicators are still awaited and work is on-going with relevant partners to secure the information. In addition, work is on-going to develop a simplified method for reporting 'direction of travel' to the Board.

Ambition 1:

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

	Outturn 2011/12	Outturn 2012/13	Change / Direction of Travel
CD2a Number of businesses using the Environmental Quality Mark	54	49	-9% ↓
CD2b Number of visitors to Countryside Service Visitor Centres	235,387	199,673	-15% ↓
CD2c Total combined area of sites having designated conservation status (hectares)	40,870	40,952	+0% ↔

AMBITION 2:

Create opportunities to take part in cultural activity, so that services are inclusive and more people are able to enjoy a better quality of life.

	Outturn 2011/12	Outturn 2012/13	Change / Direction of Travel
CD1a Number of visits to museums and heritage sites in Derbyshire (based on a sample of 13 sites – see Appendix 1)	1,401,014	TBC	TBC
CD1b: Attendances at arts events (based on a sample of 5 organisations - see Appendix 2)	113,095	122,875	+9% ↑
CD1c Number of issues of books and other items per 1,000 population	5,628	5295	-6% ↓
CD1d Visits to libraries per 1,000 population	3,846	3651	-5% ↓
CD1e Take-up of 24 hour library service – number of visits to on-line subscription resources	53,100	51,822	-2% ↓

Ambition 3:

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

	Outturn 2011/12	Outturn 2012/13	Change / Direction of Travel
CD3a Number of attendances at training provided by the Creative Derbyshire programme	242	267	+10% ↑

Ambition 4:

Develop sustainable tourism, so that more people visit Derbyshire and stay longer, contributing more to the local economy and employment.

	Outturn 2010*	Outturn 2011*	Change / Direction of Travel
CD4a Number of people visiting and staying in the county overnight	Awaiting data	Awaiting data	TBC
CD4b Number of people employed in Tourism	25,000	27,000	+8% ↑

* NB Relates to calendar years

Ambition 5:

Raise aspiration and achievement in local communities – so that local people are equipped to take advantage of opportunities.

	Outturn 2011/12	Outturn 2012/13	Change / Direction of Travel
CD5a Number of schools and settings with Artsmark status	43*	N/A	TBC
CD5b Number of young people achieving the Arts Award	N/A	N/A	TBC
CD5c Number of coaches registered on the Coaching Derbyshire website	N/A	1,214	TBC
CD5d Number of sporting organisations accredited with Club Mark	213	266	+25% ↑

** NB Relates to academic years

Ambition 6:
Encourage people to be more active – so that they enjoy better health and wellbeing.

	Outturn 2011/12***	Outturn 2012/13***	Change / Direction of Travel
CD6a Percentage of adults participating in sport and active recreation (NI8)	23.0%	24.8%	+2% ↑
CD6b Percentage of population 16+ who have received tuition from an instructor or coach in sport or recreational activity	14.5%	16.4%	+2% ↑

*** NB For the year to 15 October.

Ambition 7:
Raise the profile of volunteering – so that more people volunteer and feel involved in their local community.

	Outturn 2011/12	Outturn 2012/13	Change / Direction of Travel
CD7a Number of volunteer hours worked at museums and heritage sites in Derbyshire (based on a sample of 13 sites listed in Appendix 1)	TBC	TBC	TBC
CD7b Number of volunteer hours worked in public libraries in Derbyshire	4,801	6801	+42%
CD7c Percentage of population volunteering in sport	8.0%	TBC	TBC
CD7d Number of volunteer hours worked in the Peak District National Park	TBC	TBC	TBC

5.5 The existing Terms of Reference require the Executive Officer Group to ‘monitor performance against agreed outcomes and targets for the cultural sector and seek improvement...’ The emerging Performance Management Framework and related PIs will therefore form a critical strand of its work and deliberations going forward.

6.0 RECOMMENDATIONS

- 6.1 It is recommended partners agree to the PMF principles set out in paragraph 4.1 and continued development of the performance management framework, including detailed proposals for the collection, monitoring and timely reporting of results.
- 6.2 It is recommended partners agree to the finalisation of the list of PIs, subject to any feedback, including:
- The addition of relevant outcome PIs related to wellbeing, satisfaction, jobs and skills
 - The completion of relevant control schedules for each PI setting out the definitions and methods of collection as appropriate
 - The development of a 'fit for purpose' reporting template which highlights relevant issues and enables appropriate analysis and evaluation, including commentary from partners
- 6.3 It is recommended that collation of performance results continues to be co-ordinated by the Council's Cultural and Community Services Department to enable a quarterly performance to be considered by the Executive Officers' Group and that all partner organisations ensure timely submission of information to enable robust reporting.
- 6.4 In line with good practice, it is recommended the Executive Officers' Group provides a strategic performance overview and issues, by exception, to quarterly meetings of the Culture Derbyshire Board, to support strategic decision making.

Contact Officers:

Joe Battye

Assistant Director, Cultural and Community Services
Derbyshire County Council

Roger Jones

Management Information Officer
Derbyshire County Council

APPENDIX 1

Data on visitors (CD1a) and volunteers (CD7a) are compiled from the following sample of sites. Years run from April to March unless otherwise stated.

Site	Visits 2011/12	Vol Hrs 2011/12	Visits 2012/13	Vol Hrs 2012/13	Responsible Officer
Bolsover Castle (EH)	67,827	TBC	TBC	TBC	Keith Holland
Buxton Museum & Art Gallery (DCC)	41,000	1,453	35,720	2,495	Ros Westwood
Calke Abbey (NT)	283,862	TBC	275,934	53,657	Gemma Howarth
Chatsworth House and Garden	288,398*	6,750*	314,186*	9,471*	Matthew Hirst
Chesterfield Museum & Art Gallery (CBC)	27,347	N/A	25,953	616**	Alyson Barnes
Chesterfield Revolution House (CBC)	4,000		3,551		Alyson Barnes
Creswell Crags	46,490	8,556	46,770	8,361	Ian Wall
Derwent Valley Mills (Belper North Mill, Cromford Mill, High Peak Junction, Masson Mill Museum)	84,229	TBC	79,693	TBC	Mark Suggitt
Erewash Museum (EDC)	20,909	1,154	22,223	1,289	Tim Spencer
Hardwick Hall (NT)	179,168	50,350	234,004	52,529	Gemma Howarth
Kedleston Hall (NT)	150,168	TBC	113,191	22,450	Gemma Howarth
Peeveril Castle (EH)	43,752	TBC	TBC	TBC	
Sudbury Hall (NT)	163,864	TBC	151,225	22,430	Gemma Howarth
TOTAL	1,401,014	TBC	TBC	TBC	

Notes: * calendar years ** combined figure for two sites May-Mar only

APPENDIX 2

Data on attendances at arts events (CD1b) are compiled from the following sample organisations:

Arts organisation	Attend. 2011/12	Attend. 2012/13	Responsible Officer
Adult & Community Education arts and crafts classes	50,250	57,700	Ann Wright
Buxton Festival	43,000	43,000	Ann Wright
Derbyshire Food & Drink Fair	11,000	13,500	Ann Wright
First Movement	4,894	4,615	Ann Wright
Live & Local	3,951	4,060	Ann Wright
TOTAL	113,095	122,875	

APPENDIX 3

For definitions and other notes relating to these performance indicators, please see below:

Indicator	Source	Definition and other notes	Responsible Officer
CD1a	Supplied by constituent organisations, collated by DCC Cult. & Comm. Servs.		See Appx. 1
CD1b	Supplied by constituent organisations, collated by DCC Arts Team		See Appx. 2
CD1c	CIPFA Public Libraries statistics. CorVu CCS164+CCS165	Includes issues and renewals.	Roger Jones
CD1d	CIPFA Public Libraries statistics. CorVu CCS093	Based on footfall data collected across 45 branch libraries. Also includes estimates for mobile libraries.	Roger Jones
CD1e	CorVu CCS208	Includes over 20 subscriber information services, e.g. Oxford Reference Online, Ancestry, and Encyclopaedia Britannica.	Roger Jones
CD2a	Peak District National Park	The fall in the latest year is considered to be the result of moving EQM from direct NPA management, under a licencing arrangement to a new Community Interest Company with some associated costs for those EQM businesses.	Ken Smith
CD2b	Environmental Services CorVu ESLP36	This decrease in visitor numbers may be attributable to the sustained wet and inclement weather throughout 2012 and this combined with the coldest March since 1962 has had a huge impact on visitor numbers overall. The current economic downturn also remains a consideration.	
CD2c	Conservation and Design, Environmental Services.	Includes: Local and National Nature reserves; Special Areas of Conservation; Special Protection Areas (birds); all other Sites of Special Scientific Interest. Excludes land without formal conservation status.	Nick Moyes
CD3a	Arts Team	Programme secured to December 2013. Further funding bid under considering	Ann Wright
CD4a	Visit Derbyshire		David James
CD4b	Visit Derbyshire		David James
CD5a	CAYA, Trinity College website		Kim Johnson
CD5b	CAYA, Trinity College website		Kim Johnson
CD5c	Derbyshire Sport	Coaching Derbyshire database not set up in 2011/12	Margaret Blount

Indicator	Source	Definition and other notes	Responsible Officer
CD5d	Derbyshire Sport	Sport England's standard for high quality community sports clubs.	Margaret Blount
CD6a	Derbyshire Sport	Active People Survey (NI8) (AP 5 Oct 2010 – Oct 2011) (AP 6 Oct 2011 – Oct 2012)	Margaret Blount
CD6b	Derbyshire Sport	Active People Survey (AP 5 Oct 2010 – Oct 2011) (AP 6 Oct 2011 – Oct 2012)	Margaret Blount
CD7a	Supplied by constituent organisations, collated by DCC Cult. & Comm. Servs.		See Appx 1
CD7b	CIPFA Public Libraries Statistics	Public library volunteers support established staff with a range of additional activities including: home library service delivery; computer skills; etc.	Roger Jones
CD7c	Derbyshire Sport		Margaret Blount
CD7d	Peak District National Park		Ken Smith

BRIEFING NOTE: UNIVERSITY OF LONDON REPORT ON READING

1.0 PURPOSE

- 1.1 To provide a brief synopsis of the recent report published by University of London, Institute of Education on 11 September 2013, into children's reading habits and long term impacts.

2.0 REPORT OVERVIEW

- 2.1 Children who read for pleasure are likely to do significantly better at school than their peers, according to new research from the Institute of Education (IOE).
- 2.2 The IOE study, which is believed to be the first to examine the effect of reading for pleasure on cognitive development over time, found that children who read for pleasure made more progress in maths, vocabulary and spelling between the ages of 10 and 16 than those who rarely read.
- 2.3 The research was conducted by Dr Alice Sullivan and Matt Brown who analysed the reading behaviour of approximately 6,000 young people being followed by the 1970 British Cohort Study. They looked at how often the teenagers read during childhood and their test results in maths, vocabulary and spelling at ages 5, 10 and 16.
- 2.4 The research compared children from the same social backgrounds who had achieved the same test scores as each other both at ages 5 and 10. They discovered that those who read books often at age 10 and more than once a week at age 16 gained higher results in all three tests at age 16 than those who read less regularly.
- 2.5 Perhaps surprisingly, reading for pleasure was found to be more important for children's cognitive development between ages 10 and 16 than their parents' level of education. The combined effect on children's progress of reading books often, going to the library regularly and reading newspapers at 16 was four times greater than the advantage children gained from having a parent with a degree.
- 2.6 Children who were read to regularly by their parents at age 5 performed better in all three tests at age 16 than those who were not helped in this way.
- 2.7 The report author notes that reading for pleasure had the strongest effect on children's vocabulary development, but the impact on spelling and maths was still significant. "It may seem surprising that reading for pleasure would help to improve children's maths scores....but it is likely that strong reading ability will enable children to absorb and understand new information and affect their attainment in all subjects."

- 2.8 The study also found that having older siblings had a negative effect on children's test scores in all three subject areas but particularly for vocabulary. Having younger siblings had less effect on test performance but was linked to lower vocabulary scores. The researchers suggest this may be because children in larger families spend less time in one-to-one conversations with their parents and therefore have less opportunity to develop their vocabularies.
- 2.9 Dr Sullivan says this study underlines the importance of encouraging children to read – even in the digital age. "There are concerns that young people's reading for pleasure has declined. There could be various reasons for this, including more time spent in organised activities, more homework, and of course more time spent online," she said. "However, new technologies, such as e-readers, can offer easy access to books and newspapers and it is important that government policies support and encourage children's reading, particularly in their teenage years."
- 2.10 Dr Sullivan also emphasises that improving adult literacy could be important for children's cognitive development. "Children of parents who had reading problems performed significantly less well in all three tests than children of parents who reported no reading problems," she said. "Given the prevalence of adult illiteracy in Britain, with functional illiteracy estimated at 15 per cent, policies to increase adult literacy rates could significantly improve children's learning outcomes."

"Many of the young people included in this study are now parents themselves, and their literacy levels and enjoyment of reading will in turn influence their children's educational attainment."

Title of report: 'Social inequalities in cognitive scores at age 16: The role of reading', by Alice Sullivan and Matt Brown. More information is available via:

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