

Culture Derbyshire Board

Wednesday 26th September 2:00pm – 4:00pm

Venue: Committee Room 1, County Hall, Matlock

AGENDA

- 1 Welcome and introductions
- 2 Apologies for absence
- 3 Presentation: Black Horse project (Jo Fairfax)
- 4 Presentation – PhD project on cultural value (Martin Simmons, Briony Birdi)
- 5 Minutes of meeting on 25th May 2012 (attached)
- 6 Cultural Conference feedback (attached)
- 7 Cultural Prospectus (Robert Gent)
- 8 Mentoring and support (Ann Wright)
- 9 Olympic Games (attached)
- 10 Cultural Tourism project
- 11 Cultural mapping project (Wendy Eyre / Catherine Mills/Robert Gent)
- 12 Baseline performance indicators
- 13 Dates of meetings in 2013:
Thursday, 31st January, 2:00 p.m.
Thursday, 6th June, 2:00 p.m.
Wednesday, 25th September, 2:00 p.m.

MINUTES of the **CULTURE DERBYSHIRE BOARD** held at County Hall, Matlock on 25 May 2012

PRESENT

Councillor Andrew Lewer (in the Chair)

Nigel Caldwell (3D), Huw Davies (University of Derby), Wes Downes (DCC - Chief Executives), Denise Edwards (National Trust), Robert Gent (DCC – Cultural & Community Services), Matthew Hirst (Chatsworth), Peter Knott (Arts Council, England), Adam Lathbury (DCC – Conservation & Design), Martin Molloy (DCC – Strategic Director Cultural & Community Services), Steve Pintus (Public Health – DCC PCT), David Senior (National Tramway Museum), Peter Shelton (Arts Derbyshire), Rory Slater (Derbyshire 2012 Olympic Legacy Coordinator), Councillor Geoff Stevens (Derbyshire Dales District Council), Anthony Streeten (English Heritage) Mark Suggitt (Derwent Valley Mills World Heritage Site), Ros Westwood (DCC – Derbyshire Museums Manager) Lucy Yarham (Derbyshire Museums Forum)

Apologies for absence were submitted on behalf of Glynn Foley (Buxton Festival), Councillor Carol Hart (Derbyshire Sport), David James (Visit Peak District & Derbyshire), Councillor Barry Lewis (Creswell Heritage Trust), Robert Mayo (Wellbeck Estate), Emma Sayer (Heritage Lottery Fund), Councillor Ann Syrett (Bolsover District Council), Allison Thomas (DCC – Environmental Services)

Councillor Lewer welcomed Huw Davis, Matthew Hirst, Peter Shelton, Adam Lathbury and Anthony Streeten to their first meeting of the Board.

13/12 **MINUTES** The Minutes of the meeting of the Culture Derbyshire Board held on 26 January 2012 were received.

14/12 **MATTERS ARISING** (a) Mapping of the Cultural Sector (Minute 07/12 refers) Martin Molloy explained that a small group of staff within the Cultural & Community Services Department had been carrying out significant work in relation to mapping the cultural sector and would be invited along to the next meeting to provide a presentation for members.

15/12 **DERWENT VALLEY MILLS WORLD HERITAGE SITE** Mark Suggitt, Director of the Derwent Valley Mills World Heritage Site attended the meeting and gave a brief presentation to members on the “Derwent Valley, The Valley that changed the World”.

Mark explained that the Derwent Valley had gained World Heritage Status in 2001 and was one of 28 sites within the UK of outstanding universal value and the only one in the East Midlands. The justification for inscription was that “the Derwent Valley saw the birth of the factory system, when new

types of buildings were erected to house the new technology for spinning cotton developed by Richard Arkwright” and “in the Derwent Valley for the first time there was large scale industrial production in a hitherto rural landscape. The need to provide housing for workers and managers resulted in the creation of the first modern industrial town”.

Examples of sites and on-going projects within the Derwent Valley were given in the presentation.

The new management team was now in place and based at County Hall with a mission of maintaining the outstanding universal value of the Derwent Valley Mills World Heritage Site by protecting, conserving, presenting, enhancing and transmitting its unique culture, heritage, economy and landscape in a sustainable manner. Details were given of the World Heritage Site vision and key aims for the future, which were managed by a Board comprising Local Authority and individual members from commerce and industry. Details were given of the funding sources available and the services offered, including advocacy and representation, marketing and tourism.

Work was currently being undertaken to review the Management Plan which was essential to retain World Heritage status with UNESCO. The new version would be completed by December 2012.

Mark set out the challenges that lay ahead and explained the aim was within the next five years that:

- There would be a gateway attraction at Cromford and a range of business tenants
- A thriving museum trust in Derby and a re-visioned Silk Mill
- A dredged Cromford Canal
- A higher marketing profile, equating to more visitors
- A thriving Business Centre at Darley Abbey
- A plan for developing the Belper Mills; and
- Sensitive development within the site.

The Chairman thanked Mark for a most interesting and informative presentation.

16/12 **REMEMBERING WORLD WAR ONE** Ros Westwood, Derbyshire Museums Manager, attended the meeting and sought members’ opinions and thoughts in relation to ideas to commemorate the Centenary of World War One.

Ros explained that planning nationally was well in hand for the commemoration of the Centenary of the outbreak of the First World War, being led by the Imperial War Museum. The Heritage Lottery Fund had also recognised that there would be need for support funding.

It was felt appropriate that there should be a Derbyshire response and the Authority was suggesting a full programme from January 2014 to December 2018 realising there would be periods of high activity and quieter periods.

It was proposed that the response should be county and city wide, inclusive, respectful, cross-generational and include the regiments. It should also have a local flavour and character but be affordable and engaging.

Details were given of a number of initial ideas and thoughts for projects/events and it was felt that many people would have memories and stories to tell. The emphasis at this stage was on finding ways to get people to research these and share them with others. It was felt that obvious routes included a web-site and blog, publications and audio recordings. Another potential idea was the creation of a series of pull up banners to go anywhere including libraries, museums, Post Offices, care homes and schools and the use of QR codes to build a trail across Derbyshire so everyone could see them all. An event programme would be published and distributed and anyone who was having an event could include it in the marketing. Ros explained that the Heritage Lottery Fund had suggested that having an individual who could help coordinate bids to them would be appreciated.

A general discussion took place amongst members with a number of ideas being raised, which were duly noted.

Ros would continue to progress the project and report back to a future meeting on progress made.

17/12 **OLYMPIC GAMES UPDATE** Rory Slater, Derbyshire 2012 Legacy Coordinator attended the meeting and up-dated members with reference to Derbyshire and the London 2012 Games. Rory explained how his role had been to coordinate with partners to maximise the event both in the lead-up, during and after the games. Derbyshire had already been highly successful in two areas of the project by inspiring young people and developing talented sports people within the county. More schools were involved in the National Sports Week programme than any other county in the country. There were 263 Inspire Mark projects in the East Midlands, with 127 of these being sport based and many being in Derbyshire.

Derbyshire had also been successful in securing a considerable number of business contracts in relation to the games with 560 plus contracts coming into the East Midlands at a value of £460 million.

Derbyshire has also been promoted as a place to visit and was being used as a base for 2 countries' badminton teams prior to the games.

Reference was made to the successful continuation of the Cultural Olympiad project, which was a combination of art and sport linking history,

heritage, diversity and the arts, with large numbers of local artists playing a part.

As all members were aware the Olympic Torch Relay was coming through Derbyshire on 29 June 2012 with numerous events along the route. This is very much seen as a chance for Derbyshire to promote itself in front of a huge world-wide audience culminating in the event in Darley Park in Derby on the evening of 29 June 2012, which was one of only five events within the country to receive extended media coverage.

The Chairman thanked Rory for a most informative and interesting presentation.

18/12 A CULTURAL STRATEGY FOR DERBYSHIRE 2012 TO 2016

Robert Gent circulated an initial draft copy of the Cultural Strategy seeking comments from members prior to the document being finalised at the Cultural Conference on 22 June 2012, prior to its publication.

Robert took members through the document incorporating comments, amendments and ideas. Members were also invited to provide Robert with any further comments in relation to the Cultural Strategy and Action Plan once they had given it further consideration. Members were also invited to submit any images that captured the spirit and feeling of the strategy for possible inclusion in the final document.

19/12 CULTURE DERBYSHIRE CONFERENCE 2012 Robert reminded members of the Culture Derbyshire Conference 2012 - "A changing landscape, the future of culture in Derbyshire" which would be held at the Winding Wheel, Chesterfield on Friday 22 June 2012.

It was noted that 65 people had already registered for the conference.

The conference would address "In a changing financial and political landscape what the implications were for culture in Derbyshire? What was the vision for culture post the 2012 Olympic and Paralympic games and how would we use the Cultural Strategy for Derbyshire to enhance the cultural offer? What was the vision of the Derbyshire Culture Board for 2013 and beyond and how would it deliver? What was the future challenges and opportunities and how sustainable was funding, partnerships and innovation in culture?"

This was by no means an exhaustive list and these were just some of the issues that the dedicated cultural conference would seek to explore. It would also provide an opportunity for consultation on the final draft of the Cultural Strategy for Derbyshire.

20/12 DATE OF NEXT MEETING It was agreed that the next Culture Derbyshire Board meeting would take place on Wednesday 26 September 2012 at 2.00pm in Committee Room 1, County Hall.

Agenda Item 6

Culture Derbyshire

26th September 2012

Feedback from Cultural Conference, 22nd June 2012

1 Introduction

Culture Derbyshire held its first Cultural Conference at The Winding Wheel, Chesterfield, on 22nd June 2012. The conference was attended by almost ninety people representing thirty-five different organisations and including some individual artists.

The purpose of the conference was to provide an opportunity for networking, to allow participants to understand something of the initiatives and issues across the cultural sector in Derbyshire, and to consult on a draft of the forthcoming Cultural Prospectus.

2 The event

Feedback on the event itself was extremely positive. The venue, catering and organisation were all praised. Restricting the event to a half-day enabled a large number of people to attend, although some commented that this did not allow adequate flexibility for networking and discussion. However, the presentations were felt to be successful and, in some cases, inspirational. There were very few takers for the afternoon programme of visits. A number of participants said they would like to see the event repeated in future years.

3 Feedback on the Cultural Prospectus

Discussion groups were given copies of extracts from the draft strategy. These were the description of challenges facing the sector, the list of seven ambitions, and the action plan. Some of the comments related to matters which were covered in those parts of the prospectus which had not been circulated. For example, some respondents asked for clarification on the Board's vision for culture, which is included elsewhere in the document. . Nevertheless, some helpful suggestions were received.

Challenges

Challenges were identified around:

the investment of time and resources needed to improve levels of participation, especially in under-represented areas;

increasing opportunities for local people to express their talents;

influencing the planning process to encourage building design that reflects the heritage of Derbyshire and reflects the county's artistic heritage.

Ambitions

Some respondents wished to see the number of ambitions reduced from seven to, say, three or four. It is difficult to see how this could be achieved while still producing a document that was meaningful for the wide variety of organisations involved.

Use of the term 'ambitions' was questioned, with some preferring 'aims'. However, the terminology has already been discussed by Culture Derbyshire and it was felt that 'ambitions' was more appropriate because Culture Derbyshire is not itself a delivery organisation.

An observation was made that the contribution made by the wealth and diversity of historical/heritage built assets in Derbyshire is not fully reflected in the ambitions. It does however feature heavily in the more descriptive parts of the document. There should be an emphasis on creating heritage assets for the future: buildings that will become places to visit, new areas of natural beauty, artistic landmarks – Angel of the North.

Action Plan

The action plan had been put together from information submitted by partners and stakeholders. Participants at the conference were asked to identify ways in which their own organisation would be able to contribute to the delivery of the ambitions.

Most of the contributions were too specific for inclusion, but some themes did emerge. Here is a sample of the comments.

Create opportunities to take part in cultural activity

Foster greater partnership working

Improve use of social media

Improve cultural offer with young people through partnership

Reduce inequalities in the offer for sport and active recreation

Improve and protect Derbyshire's environment

Advocacy essential at political level

Culture Derbyshire Board feed into planning process

Ensure that development contributes to the cultural offer and does not detract from it, e.g. high quality design for new build in historic areas

Support the cultural and creative industries

Identify common goals and ambitions; continue to consider how current and future investment can best help deliver them

Creative networking events for new creative industries

Libraries to provide opportunities for promotion of cultural and creative industries, e.g. display space, workshops

More apprenticeship opportunities

Mentoring and support for artists and makers

Develop sustainable tourism

Think about how to attract people from Leicestershire, Lincolnshire, Northamptonshire and rest of Midlands.

Continue with the connectivity of the Greenways / trails network and maximise the rights of way.

Value and promote the World Heritage Site and the county's fabulous museums.

Promote collections of national and international significance in Derbyshire to encourage more visitors – WHS, Tramway Museum, Joseph Wright, Museum of Childhood.

Build on festivals in the area.

Encourage people to be more active

Promote local relationships with sports clubs, including development of existing facilities for community use.

Avoid a 'sport' label for all activity as this might deter some people

Integration of health and wellbeing at county level more closely linked to Arts Derbyshire's Arts and Health development.

Good PR – all Culture Derbyshire Board members do something – lead by example.

Raise the profile of volunteering

Provide support mechanisms to sustain volunteer activity.

Use experience of success to learn and develop, e.g. National Trust experience of using volunteers.

Volunteers not middle class do-gooders. Promote volunteering as being a bonus to organisation. Organisation run by volunteers more valuable, not less. Volunteers need to feel valued.

4 Conclusion

The text of the Cultural Prospectus has been edited to reflect wherever possible the feedback received at the conference. An oral report on progress towards publishing the Prospectus will be given at the Culture Derbyshire meeting.

The agenda for the meeting also includes a discussion item on the scope to improve mentoring and support to (especially young) artists and makers.

Since the action plan incorporates activity which will be undertaken by partner organisations, and which will contribute to the achievement of the ambitions, the Board will need to receive regular reports on a limited number of key indicators which help show what is being achieved. These are the subject of a separate agenda item.

For the longer term there were two key themes which emerged and which the Board will need to address:

- Fostering links with the growing agenda around public health;
- Building long-term, sustainable relationships with young people.

The Executive Officer Group should be requested to consider arrangements for a further Cultural Conference to take place in the summer of 2013.

Culture Derbyshire

26th September 2012

OLYMPIC GAMES, 2012

This report describes the wealth of activity in Derbyshire surrounding the Olympic and Paralympic Games, and gives an indication of the legacy which the Games will leave for Derbyshire communities, individuals, and businesses.

1 Olympic Torch Relay

The Olympic Torch Relay visited Derbyshire on Friday, 29th June 2012. This was the main focus of Cultural Olympiad activity for the county.

The Relay was managed by four co-ordinating groups:

- The Engaging Communities Along the Route group managed activities in each of the nine towns and villages the Torch was carried through. It was chaired by Ann Wright, Head of Arts for Derbyshire County Council, and had membership from all the districts and boroughs, plus Emergency Planning, Derbyshire Police, the East Midlands Cultural Olympiad team, Derby City Council, Derbyshire Economic Partnership, Visit Peak District, CVS and the Peak District National Park Authority. Every district and borough organised sports and arts activities on the day, while the County Council managed a programme of dance activities along the whole route. Sixteen community groups of all ages and abilities took part in specially choreographed dance pieces in nine towns and villages in Derbyshire, and many local amateur and professional dance groups also performed.
- The Communications group, chaired by Rory Slater, the Derbyshire 2012 Legacy Co-ordinator, had representatives from the local authority public relations units, and managed the press, communications and public relations for the Relay.
- The Logistics group, chaired by Ian Shuttleworth, Head of Emergency Planning, dealt with all the logistics for the day, liaising with police and emergency services, districts and boroughs for security, stewarding, road closures, transport of school and other community groups to the route, and waste disposal.
- The Evening Celebration group, chaired by Claire Davenport, Director of Leisure and Culture for Derby City Council, managed the evening celebration in the Market Place and Darley Park in Derby.

Derbyshire's Torch Relay Day was one of the most successful in the country, with a quarter of the county's population turning out to see the Torch passing through. In most counties, about one fifth of the population saw the Torch.

The police estimates for the crowds in Derbyshire are as follows:

Glapwell – 4,000	Bolsover – 5,000
Calow – 3,000	Chesterfield – 98,000
Matlock – 10,000	Heights of Abraham – 500
Darley Dale – 6,000	Chatsworth – 2,000
Bakewell – 15,000	Buxton – 20,000
Ashbourne – 15,000 (more than there has ever been for any event in the town)	Derby – 40,000 lining the route into the city, 8,000 in Derby Market Place, with a further 25,000 in Darley Park to see the lighting of the Olympic Cauldron

The Torch was watched by a further 2,000 people as it left Derby Market Place on the Saturday morning with another 10,000 lining the route out of Derby as the Torch left the city and county.

The local economy received a significant boost with retail sales in Derby city centre up 13% up on normal sales at this time of year, and all the Derbyshire towns and villages also saw an increase in trade.

There were more activities to entertain the crowd and more continuing entertainment through the afternoon and evening in Derbyshire than in any other county in the East Midlands.

2 **Olympic Milestones**

To celebrate the Torch Relay in the county and to leave a lasting legacy, Derbyshire County Council received grant funding from the Legacy Trust and Arts Council England to install eleven milestones at key points along the Torch Relay Route. The milestones are sited in each of the nine towns and villages, with one at Highfields School, Matlock and one in Derby.

Stone was sourced from local quarries, to match the local stone in each place. Each milestone is engraved with the name of the town or village, London 2012, the distance in miles to the Olympic Park, and a line of poetry. Each milestone thus forms part of an overall Olympic Torch Relay poem, making a kind of poetry trail through the county. Andy Oldfield, a local stone mason, was commissioned to design and carve the milestones and Matt Black, the Derbyshire Poet Laureate, composed the county's Olympic Torch Relay poem. Matt will run poetry workshops in each town/village in the autumn.

The finished milestones were installed and unveiled on Sunday, 9th September 2012, to coincide with the Paralympic Closing Ceremony.

3 **Other London 2012 cultural activities in Derbyshire**

This summer provided the climax of the Cultural Olympiad, the largest cultural celebration in the history of the modern Olympic and Paralympic movements. Over the past four years more than 18 million people across the UK have

attended or participated in over 9,000 performances and 8,000 workshops, with a number of these taking place in Derbyshire. The following is a brief overview of a few of the events that have taken place:

- *All the Bells*: This artwork by Turner Prize winner Martin Creed was part of the national London 2012 Festival. The aim was to get as many people as possible ringing bells of any kind (church, bicycle, canal boat, hand, etc.) at 8.12am on Friday, 27th July to celebrate the start of the Olympic Games, across the whole of the UK. This was extremely well supported in Derbyshire.
- *Lionheart*: Three giant hand-crocheted lions are travelling round the UK in a re-imagining of Richard the Lionheart's crest. Shauna Richardson spent two years crocheting the lion skins, using 36 miles of wool from Peak District sheep. The tour launched at Chatsworth House in May.
- *Olympic-nics*: To coincide with 100 days to go to London 2012, events and activities took place at many of the parks in the county
- *"Cargoes"*: Artworks created by artists and school children were conveyed along the waterways on narrow boats. The exhibition visited Cromford in May.
- *The Great Shakespearean Workout*: This high energy approach to *Troilus & Cressida* appeared at numerous Derbyshire locations throughout the summer. It is performance by the 1623 Company who come from Derbyshire. A unique online production will also be produced in conjunction with the 1623 company and A-Light Theatre from Tokyo – www.unclepandarus.com
- *The English Flower Garden*: Paul Cummins, an artist from Chesterfield, was commissioned to make a quintessentially English flower garden, made up of more than 15,000 individual ceramic blooms, each one crafted by hand. The Garden is currently installed at the House of Commons and has also been exhibited at numerous stately homes throughout the country including Hardwick Hall, Castle Howard and Althorp House, as well as Chiswick Gardens. Pauline Latham MP and the University of Derby hosted a reception at the House of Commons to celebrate Paul's work.
- *Running Shorts*: A series of dramatic readings with Olympic themes was held at Chesterfield care homes earlier this year.
- *Ice Age Olympics*: These were held in August at Creswell Crags.
- *The Lyric Lounge* is a travelling spoken-word festival, bringing together international and local poets in many different locations. A Lyric Lounge event was held as part of the Derbyshire Literature Festival in May.
- *Story Lab*: This year's Summer Reading Challenge in libraries was also part of the London 2012 Festival, and around ten thousand children in Derbyshire participated.
- *Bright In the Corner* is a brand new musical dance theatre piece created through collaboration between artists from the black township of Mamelodi in South Africa and from Derbyshire. It was showcased at the Wirksworth Festival in September, before travelling around the region.
- *Bandstand Marathon*: Music bands of all kinds played on bandstands across the UK to mark the end of the Olympics on Sunday afternoon, 9th September 2012. A number of Derbyshire bandstands registered to take

part, including Cliff Park Dronfield, Creswell Craggs, Derwent Gardens Matlock and Maurice Lea Memorial Park Swadlincote.

4 Derbyshire 2012 Group

In addition to the significant number of cultural based initiatives and events across the county senior county council staff have been part of a countywide group coordinated by Rory Slater that also included representatives from Derby City Council, Derbyshire Economic Partnership, the Voluntary and Community Sector, Derbyshire Sport, Visit Peak District & Derbyshire, Derbyshire & Nottinghamshire Chamber of Commerce and the University of Derby.

The objective of this group was:

“To ensure Derbyshire plays its full part in contributing to the success of the London 2012 Olympic and Paralympic Games and equally to maximise the opportunities and potential of The Games to inspire young people, improve the economy in the county and the health and well being of the people of Derbyshire.”

The following is a summary of the key successes within the seven themes identified.

4.1 Inspiring Young People

Almost 500 schools in the county signed up to London 2012's education programme "Get Set". 385 (312 in the county and 73 in Derby) of these have become active Network members, more than any other county in the East Midlands.

Eight Derbyshire schools won DofE funding of £8,000 each as part of the "Get Set to plan your 2012" initiative. Kirk Hallam school hosted an event for the twenty schools across the region which had been successful.

Over 1,200 young people in the county have been inspired to take part in sport in their own time in the first 6 months on the new national "Sportivate" programme. This is aimed at young people aged between 14 and 25 who are not currently taking part in sport in their own time.

More than 200 pupils from over twenty schools throughout the county took part in three "Sportsability Plus" events across the county to celebrate 200 days to go to the London 2012 Paralympics.

More than 700 pupils took part on the Derbyshire School Sports Association (DSSA) Cross Country Championship in February, together with over 1,000 who were part of the DSSA Winter and Summer Sports events.

To coincide with 100 days to go to the Paralympics a three-day County Cycle Ride took place, supported by Derby County FC, Chesterfield FC and the University of Derby. The team of cyclists included Derbyshire Paralympian Leon Taylor.

The high-profile Derbyshire "Baton Challenge", organised by the Children and Younger Adults Department, entailed a journey of 212 miles using the

Sustrans network of cycle paths, bridleways and parks over 6 days. The relay started adjacent to the Olympic Park and arrived at County Hall to coincide with the opening ceremony for the London 2012 Games. Young people of all backgrounds and abilities took part in the challenge.

4.2 More People More Active in Derbyshire

Derbyshire Sport facilitated a “Get active, get fit, have fun, get involved” events programme. The aim was to encourage more people to join in mass participation events and to signpost them to other local events and clubs. Events included the Derby 10k Run, which attracted more than three thousand runners and saw the first wheelchair race, the Midsummer Midnight walk at Cliffe Park and Race for Life (attended by over 6,000 entrants).

In addition many Leisure Centres run by both local authorities and the private sector have held a number of open weekends where the public could “try something for free”.

New trails were opened in the Peak Park, notably the Monsal Trail tunnels, and over 80,000 people have taken part in cycling the trails so far this year.

To link to the Paralympics, many disability events and activities have taken place across the county including a “Super Sunday” sports event at Lea Green and a Paralympic awareness event at Queens Leisure Centre in Chesterfield.

Many events were specifically family-orientated, including family fun days at Alfreton Leisure Centre and a family decathlon challenge at New Mills Leisure Centre.

The latest Active People survey shows that the number of people now active in the county has risen from around 21% three years ago to nearly 23%.

The Tour of Britain Cycle event visited Derbyshire on 10 September, travelling through Ilkeston, Coxbench, Duffield, Turnditch and Ashbourne. This was another opportunity to showcase the county and further inspire the increasing number of cyclists in the county.

4.3 Developing Talented Sports People in Derbyshire

This year 187 promising young athletes have won bursaries of between £150 and £400 this year as part of the £40,000 Podium initiative.

ICON, the business support programme for Derbyshire’s talented athletes, is now nearing fifty members. Several events have taken place this year, and the University of Derby will host an event on 26th September, attended by a number of the county’s Olympians and Paralympians.

The Derbyshire Institute of Sport was launched earlier this year with its core purpose:

“To provide high quality support to Derbyshire’s emerging talented sports performers, enabling them to achieve greater national and international success and to enhance the reputation of Derby and Derbyshire”.

Andy Wood, who was Team GB Badminton Coach at the last three Olympiads is the Institute's Performance Coach and funding has been provided by County and City Councils and the University of Derby.

4.4 Derbyshire Business bidding for London 2012 contacts

Over 2,000 companies in the county are now registered on the London 2012 "CompeteFor" Procurement Website which will contain full details of all the London 2012 "legacy" contracts including the transformation of the Olympic Park into the Queen Elizabeth Legacy Park.

Very conservative figures show that around 90 companies in the county have won at least 114 London 2012 contracts, with an estimated value of more than £110 million, more than anywhere else in the East Midlands. Over 70% of these contracts have been awarded to SME companies, covering sectors including farming, floristry, construction, textiles, consultancy, catering, signage and hotels.

4.5 Derbyshire a place to visit before and after 2012

The Visit Britain Campaign "Great Britain" commenced earlier this year and included the promotion of a 20.12% discount scheme to customers. Many companies and organisations in the county signed up for this initiative including Chatsworth House and the Heights of Abraham, making Derbyshire and the Peak District the second most prolific supporter of this programme in the country.

Visit Peak District and Derbyshire have established via Visit England an Ambassador Programme for the county, focusing on foreign nationals who have relocated to Derbyshire, tourism providers from iconic locations in the county and sports personalities who have trained or lived here. These "media savvy" ambassadors have been promoted to the visiting world and domestic media.

Building on this initiative Visit Peak District and Derbyshire, in conjunction with VisitEngland, was part of just a handful of British locations that hosted over two hundred overseas journalists on the Orient Express from London and then held a separate event at the Tower of London, targeting visiting media to promote Derbyshire and the Peak District.

The Olympic promotion of the county continued with journalists from Germany, Italy and Japan, with a number of UK national publications, being hosted at Marriot Breadsall Priory and then attending the Summer Nights outdoor film festival showing at Kedleston Hall.

The specific aim of these initiatives is to showcase the county and promote the opportunities to increase international and national tourism traffic in 2013 and beyond.

4.6 Pre-Games Training Camps

Derbyshire hosted a very successful Pre-Games training camp for both the Australian and Canadian Badminton teams. The teams based themselves in South Derbyshire at the Etwall Leisure Centre which has international standard badminton facilities.

Many local young people were able to see the athletes making their final preparations and the two team coaches along with Andy Wood, former Olympic Team GB Badminton Coach, hosted a seminar for local coaches.

As part of the final preparations, an international exhibition match between the Australian Olympic team and a team of GB All Stars, including Nathan Robertson, Gail Emms and Donna Kellogg, took place prior to both teams departing for the Olympic Park.

Both teams were extremely impressed by both the facilities and the support that they received and plans are being prepared to host the teams again in the lead up to the Glasgow 2014 Commonwealth Games.

4.7 Encouraging Volunteering in Derbyshire

A number of individuals from the county acted as London Games Makers volunteers, and several of these have been promoted in the local media.

To support the Torch Relay and other key 2012 themed events in the county, the University of Derby and Derby and Chesterfield Colleges offered the services of students and staff. In addition, staff from many Derbyshire local authorities provided volunteers to support the Torch Relay.

Derbyshire Sport ran a number of free workshops across the county to encourage people who would like to become sports makers and help to make sport happen as part of a push to get more people more active in the county ahead of London 2012.

Thirty Derbyshire projects were awarded the London 2012 Inspire Mark, helping the East Midlands to become the third most prolific region outside London and the South East for these initiatives.