

# Culture Derbyshire Board

Thursday, 31<sup>st</sup> January 2013, 2.00 p.m.

Committee Room 1, County Hall, Matlock

## AGENDA

- 1 Welcome and introductions
- 2 Minutes of the meeting held on 26<sup>th</sup> September 2012 (attached)
- 3 Elemental Force (video presentation)
- 4 Presentation on Derbyshire Record Office development (Sarah Chubb)
- 5 Creative Derbyshire (Rob Wadsworth, S4W – report attached)
- 6 First World War commemoration (Sarah Chubb)
- 7 Cultural Prospectus
- 8 Report to Derbyshire Partnership Forum (attached)
- 9 Year of Culture, 2015
- 10 Performance monitoring (x 2 attached)
- 11 Dates of remaining meetings for 2013

Thursday, 6<sup>th</sup> June, 2.00 p.m.

Wednesday, 25<sup>th</sup> September, 2.00 p.m.

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

**PRESENT**

Councillor A Lewer (in the Chair)

Pauline Beswick (PDNPA), Nigel Caldwell (3D), Huw Davies (University of Derby), Robert Gent (DCC – Cultural and Community Services), Lucy Godfrey (Derbyshire Museums Forum), Councillor Carol Hart (DCC), Matthew Hirst (Chatsworth House Trust), David James (Visit Peak District and Derbyshire Tourism), Peter Knott (Arts Council, England), Adam Lathbury (DCC – Conservation and Design), Martin Molloy (DCC – Strategic Director, Cultural and Community Services), Steve Pintus (Public Health – DCC PCT), Karen Rigg (National Tramway Museum), Peter Shelton (Arts Derbyshire), 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), Councillor Mike Wallis (Erewash Borough Council), Paul Wilson (Derbyshire Dales District Council) and Ann Wright (DCC – Arts).

Apologies for absence were submitted on behalf of Councillor Stephen Hayes (Amber Valley Borough Council), Councillor Barry Lewis (Creswell Heritage Trust), Robert Mayo (Welbeck Estates), Emma Sayer (Heritage Lottery Fund), Alexandra Sitwell (Renishaw Hall) and Anthony Streeten (English Heritage).

Councillor Lewer welcomed the following guests to the meeting:-

Jo Fairfax (Black Horse Project), Briony Birdi and Martin Simmons (PhD Project on Cultural Value) and Wendy Eyre and Catherine Mills (Cultural Mapping Project).

**21/12**        **MINUTES**    The minutes of the meeting of the Culture Derbyshire Board held on 25 May 2012 were received, subject to Pauline Beswick being added to the list of apologies.

**22/12**        **BLACK HORSE PROJECT**    Jo Fairfax, Artist, attended the meeting and gave a short presentation on the Black Horse Project at Markham Vale.

Jo explained that he had been commissioned to create the horse, and his brief had been to make an artwork out of sustainable material. It was hoped that work would start in early 2013 and would be completed by the end of the year.

Jo announced that the horse would be 228 metres wide, and that the infill for the horse would be the natural heather which grew on the site and was beneficial to the habitat. The horse would be situated on the northern tip of the site, which would be visible to passing motorists on the M1 motorway. The idea of the horse had been inspired by colliery pit ponies to create an obvious connection with the local community.

In line with the eco-friendly future of the regeneration site, and acknowledging its energy producing past, the outline of the horse would be illuminated in the evening using power generated by on site wind turbines.

It was expected that the horse would pay for its on-going maintenance through the energy it created from wind turbines. Excess energy would be sold back to the National Grid, with profits donated to local causes each year.

The Chairman thanked Jo for a most interesting and informative presentation, and looked forward to future updates as the project progressed.

**23/12**      **MENTORING AND SUPPORT** Ann Wright, Head of Arts, attended the meeting to talk about mentoring and support for artists, which had been an issue raised at the Cultural Conference.

Ann explained that there appeared to be a gap in mentoring and peer support for artists who were trying to form small cultural businesses. Whilst projects such as Creative Derbyshire already provided bespoke training specifically tailored to business needs and the County Literature Development Officer offered mentoring support to provide assistance for authors/writers, this level of service currently did not exist for artists.

Ann therefore raised this as a discussion item amongst Board Members to see if there were ways in which organisations could work together to offer assistance.

A number of ideas were put forward which were duly noted and anyone else with any further ideas should contact Ann directly.

**24/12**      **CAPTURING THE VALUE OF CULTURE** Martin Simmons, PhD Student and Briony Birdi, Academic Supervisor, University of Sheffield, attended the meeting to give an update on the PhD project on Cultural Value.

The Arts and Humanities Research Council had provided funding for Martin to carry out a PhD Project to increase the understanding of the value of culture in Derbyshire. Martin explained that the project involved getting the views of the public and cultural providers within the county and four main

topics would be covered. These being:- cultural value, intrinsic value, instrumental value, and non-use value.

A number of aspects were to be studied but the project would focus mainly on public libraries, museums, arts festivals, stately homes and the Derwent Valley Mills World Heritage Site. Martin gave members a flavour of the methods of data collection he would use and a loose timescale for the project.

It was confirmed that once the project was complete Martin would produce an executive summary which would act as a working document going forward.

Martin Molloy explained that the basis for this project was the need to be able to identify the outcomes from cultural services, which were harder to measure than some other services. He believed that this project would provide an excellent insight from a respected academic source and provide an excellent document that made sense to everyone and was inclusive not exclusive.

The Chairman thanked Martin and Briony for the update and suggested that a further progress report be submitted to the Board in six months' time.

**25/12**      **CULTURAL CONFERENCE FEEDBACK** Robert Gent gave members feedback on the first Cultural Conference that had been held at the Winding Wheel, Chesterfield, on 22 June 2012. The Conference was attended by 90 people representing 35 different organisations and included 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.

Robert reported that feedback on the event itself was extremely positive. Restricting the event to half a day enabled a large number of people to attend, although some commented that this did not allow adequate flexibility for networking and discussion. However, presentations were felt to be successful, and in some cases inspirational. A number of participants said they would like to see the event repeated in future years. In relation to feedback on the cultural prospectus, discussion groups were given copies of extracts from the draft. These were the description of challenges facing the sector, the list of seven ambitions, and the action plan. Comments were received and a number of helpful suggestions were made, which were given in the report that Board Members had received.

The text of the cultural prospectus had been edited to reflect wherever possible the feedback received at the Conference.

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

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

It was suggested that if the Cultural Conference took place next year that one or both of these be used as the key theme.

**26/12**      **CULTURAL PROSPECTUS** Robert Gent gave a brief presentation on the design of the Cultural Prospectus and once approval was sought confirmed that full scale design work would commence with Origination of Derby, who had carried out previous work for the county council. The concept was based on 28 pages with large imagery with the intention that the document be a working document available in pdf form on screen, and that only a very limited print run would be carried out.

Board Members agreed that they were happy with the concept and for the design work to commence.

**27/12**      **OLYMPIC GAMES 2012** Members had received a detailed report which described the wealth of activity in Derbyshire surrounding the Olympic and Paralympic Games and gave an indication of a legacy which the Games would leave for Derbyshire communities, individuals and businesses.

It was felt that the Olympic Games 2012 had been a huge success story for Derbyshire with incredible public turnout for the torch relay and that it was hoped that this could continue to inspire everyone, particularly, going forward with the Cultural Olympiad.

In addition to a significant number of cultural based initiatives and events across the county, senior County Council staff had been part of a countywide group co-ordinated by Rory Slater, the Derbyshire 2012 Legacy Co-ordinator, that included representatives from many partner organisations.

The objective of the group was to ensure Derbyshire played 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.

Details were given of major successes within the seven themes identified which were inspiring young people; more people more active in Derbyshire;

develop talented sports people in Derbyshire; Derbyshire business bidding for London 2012 Contracts; Derbyshire a Place to Visit before and after 2012; Pre-Games Training Camp; and encouraging volunteering in Derbyshire.

The Chairman thanked Martin for an excellent summary and hoped that everyone would carry forward the Olympic legacy.

**28/12**      **CULTURAL TOURISM PROJECT**      Peter Knott, Arts Council, England, informed Members of a successful bid of £500,000 for Treasury money to be spent during this financial year on Cultural Tourism.

The Arts Council had looked across the East Midlands at Economic and Local Enterprise Partnerships.

The Arts Council had decided to assist the D2N2 LEP with this grant funding to help to develop projects and festivals within the area and attract visitors to come to those events and to stay for longer, whilst developing value. This decision had been made given the strong partnership working already in place with the D2N2 and Derbyshire's strong position in this area nationally.

It was hoped that events provided would be a fusion of heritage and culture and would use five key sites within Derbyshire, including Chatsworth and Cromford Mills. It was hoped to use large scale architectural animations including digital projection and pyrotechnics, with a thematic thread running across events.

Martin Molloy thanked Peter for all his hard work in securing this funding for Derbyshire and looked forward to receiving a full report on progress at a later date.

**29/12**      **CULTURAL MAPPING PROJECT**      Catherine Mills, Stock Services Manager, and Wendy Eyre, Communications Manager, attended the meeting to update Members on the Cultural Mapping Project.

Catherine explained that they had been asked to carry out a Cultural Mapping Project to look at how visitors could electronically access a comprehensive list of tourist/cultural information in order to maximise their stay in Derbyshire. A number of pilot areas were looked at including what attractions were available in the area and whether there was a web presence for smaller organisations.

As part of the investigations it became clear that the Visit Peak District and Derbyshire Destination Management System already held comprehensive information about local attractions, but that this information was exposed on the organisation's Website only when a fee was paid.

There was agreement that further discussion should take place to identify how that additional data might be made available to visitors, without jeopardising the Visit Peak District and Derbyshire business model. A report would be taken to a future Board meeting.

**30/12**      **BASE LINE PERFORMANCE INDICATORS** Robert Gent circulated a report to Members giving an update on progress towards agreeing a basket of performance indicators for Culture Derbyshire. The developments detailed in the report were considered by the Executive Officer Group on 19 September 2012.

The indicators suggested for adoption by Culture Derbyshire and the base line data so far obtained from various sources were shown in the Appendix to the report.

It was proposed that work on completing the base line performance indicators was progressed as quickly as possible and finalised as part of the cultural prospectus.

**31/12**      **DATES OF FUTURE MEETINGS IN 2013** Future meetings will be held in 2013 as follows:-

Thursday, 31 January 2013 – 2.00 pm, Committee Room 1

Thursday, 6 June 2013 – 2.00 pm, Committee Room 1

Wednesday, 25 September 2013 – 2.00 pm, Committee Room 1

**Culture Derbyshire Board**

**31<sup>st</sup> January 2013**

**CREATIVE DERBYSHIRE**

- 1** Creative Derbyshire is a bespoke programme of support for local creative businesses and artists, running from 2010 to December 2013. The programme sits under the umbrella of Arts Derbyshire, with major funding coming from Arts Council England, Derbyshire County Council and all eight district and borough councils. The programme is managed under contract to Derbyshire County Council by S4W Ltd, a local project management and economic development practice. There are three key strands of work under the programme:

  - Supporting business development and providing access to a range of support
  - Supporting young people to enter the industry and to stimulate new talent
  - Stimulating innovation within the arts and creative sector.
  
- 2** The key outcomes of the programme include:

  - To support 144 creative businesses across 12 development programmes
  - To provide advice and networking opportunities across 5 'Ignite Your Creativity' Roadshows
  - To support 20 artists with micro grants
  - To celebrate innovation by running a
  - Creative Innovation Award
  - To run 2 Creative Careers Summits and 4 young people's creative networks
  - To host 4 postgraduate placements and one Creative Apprenticeship
  - To work with businesses and organisations to provide career paths for young people
  - To provide a web-based information portal for businesses and those interested in the creative sector
  
- 3** This paper highlights the key achievements of the programme to date, some of the future challenges the programme faces and a review of where the programme is currently positioned. The aim is to try and



ensure that some elements of the programme can continue after December 2013.

### 3.1 **Key Achievements to date:**

Key Outcomes	Delivered to date
To support 144 creative businesses across 12 development programmes	71 businesses supported on Training and Development sessions 99 businesses attending Meet the Curator 49 businesses attending the Innovation Expo
To deliver five 'Ignite Your Creativity' networking roadshows	10 roadshows have been delivered in South Derbyshire, Chesterfield, Erewash, High Peak, Derbyshire Dales and Amber Valley – attended cumulatively by 215 businesses
To support 20 artists with micro-grants	32 artists supported with micro-grants
Running a Creative Innovation award	The 'Creative Innovation' award will form part of the 2012 Derbyshire Times Business Awards, which is now open for applications
Delivering 2 creative careers summits and 4 networking events aimed at young people	The first careers summit was delivered in June 2012 in partnership with Chesterfield College. Over 170 young people attended the event. One is planned for 2013. Two career-focused young people's networking events have now taken place, attended by 80 people.
Running a creative apprenticeship and hosting 4 postgraduate placements	1 Creative Apprenticeship and 6 postgraduate placements have been completed. 2 more postgraduate placements are planned for the next academic year. Creative Derbyshire is exploring options for placing apprentices/work placements in creative SMEs.
Web-based information portal and information dissemination	Web-portal live and constantly updated. Over 1,200 Twitter followers and 120 Facebook 'likes'

3.2 To date the programme has been very successful in utilising the networks of Arts Derbyshire to provide a range of support to creative

businesses and arts-based businesses/practitioners. In total 71 Derbyshire based businesses have received a minimum of 2 hours support (the threshold for a Regional Development Agency business support output) through training and developing workshops. The emphasis has been on providing creative businesses and artists with the skills to compete for wider markets, pick up new business and make their businesses more innovative through use of ICT. Sessions have included use of social media, how to sell creative output online, how to approach and sell to galleries and the specifics of press and public relations. All the programmes have been specifically geared to the creative sector and delivered where possible by local expert businesses. Overall 337 businesses have engaged on the Creative Derbyshire business development programme.

- 3.3 The programme has also run other major events including a range of business networking events across the county. For example, an Innovation Expo in partnership with the University of Derby, Arts Council England and NESTA, and a 'Meet the Curator' event at which around 100 local artists and creatives had the chance to meet face to face with a broad range of major regional art galleries, venues and festivals.
- 3.4 Creative Derbyshire has been working with Derbyshire Education Business Partnership to encourage more creative businesses to become STEM Ambassadors and volunteer in local secondary schools. A Careers Fair for the creative industries was delivered in partnership with Chesterfield College (June 2012) as well as a series of events to support young people entering specific sub-sectors. Alongside Creative Derbyshire's own apprenticeship programme, avenues are being explored to place more apprentices and work placements in creative businesses across the county.
- 3.5 A broad-based web portal has been launched and the programme now has a significant presence on social media. The programme has also generated a considerable body of valuable intelligence about the cultural and creative sector within the county.

#### **4 *Impacts of the programme:***

- 4.1 **Quality and Value for Money**  
Feedback from all of the business development events has been excellent, with at least 75% of attendees rating them as very good or excellent. The charts below show a measurable improvement in participants' confidence and competence within the specific subject matter.



The programme has offered excellent value for the partners' investment. Current investment in the programme has been £46,016, which has managed the programme infrastructure, seen 337 businesses assisted (at a cost of only £136 per business) and 250 young people attending careers and networking events. The business development workshops have largely been cost neutral, with participants themselves covering the delivery costs.

#### 4.2 Evidence Generation

An important aspect of the programme has been the generation of evidence about the sector within Derbyshire, the role it is playing within the local economy and the structure of the sector. A considerable number of surveys have been undertaken amongst creative businesses and artists on a range of subject areas.

- As a representation of the creative sector, around 70% of businesses engaged on the programme are sole traders (compared with about 55-60% of sole trading businesses in the wider economy). Across the timespan of the programme (in unstable economic conditions) over 30% of businesses were expanding or ready to expand.
- Over half of businesses were active in business to business markets, not just the business to consumer markets that are most expected of the arts and creative sector. The most common sectors included education, leisure and tourism, health and social care, media, product design and manufacturing. Creative businesses were also asked about

where they spend their turnover, with 43% of expenditure being retained and re-circulated within the county's economy.

- The biggest areas of support needs that creative businesses have reported include marketing, networking and increasing sales – these areas have been the core focus of the programme to date.
- The programme has also highlighted the strengths of the creative sector within the local economy, most notably the changing employment patterns of creative individuals and the development of portfolio careers. This pattern is now being widely mimicked across the wider economy. The sector is also strong on the adoption and adaptation of new technology, the ability to engage with young people and the relatively low barriers to entry into the sector.

## **5 Future Plans:**

- 5.1 At this stage in the Creative Derbyshire programme, now there is a considerable track record of success and a solid penetration within the county's creative community, it is important to further raise awareness of the programme amongst key partners and potential investors.
- 5.2 Whilst there is still 18 months of the programme remaining, it is important to begin discussions about how to take Creative Derbyshire forward after 2013. Although the programme represents excellent value for money and could run on a reduced budget, it will still need a level of resources that Derbyshire County Council alone cannot support. Equally there is scope to increase the programme should resources become available. Discussions have started with Derbyshire County Council's Economic Development service over support, but it is unlikely any contribution to the programme would be financial.
- 5.3 It would also be helpful to ensure strong linkages between Creative Derbyshire and D2N2, the Local Enterprise Partnership. In particular, the business skills workshops that Creative Derbyshire delivers contribute to D2N2's Business Skills priority; and many of the businesses in the Creative Derbyshire programme are essential to the Innovation strategic priority. The creative industries are also a vital part of the Visitor Economy area of focus.
- 5.4 The programme needs to be in a position whereby organisations that are bidding competitively for resources to support economic development or business support include Creative Derbyshire as the local delivery agent for the creative sector.

### **31.1.13**

**Report from Culture Derbyshire Board to Derbyshire Partnership Forum,  
December 2012**

**1 Context**

This report describes the work of Culture Derbyshire over the past six months, including a successful Cultural Conference, the Olympic Torch Relay and other activity related to the Olympic and Paralympic Games, and shows how the cultural partnership is contributing to the achievement of wider priorities.

During the summer consultation was carried out on a draft ***Cultural Prospectus*** for Derbyshire. The document was due for publication in late November / early December and is available as a pdf and in a limited number of print copies. The prospectus defines what culture means in the Derbyshire context, describes the county's cultural scene, and highlights a number of challenges. These include the economic situation, health inequalities, variations in participation levels and the need to stimulate and support the creative economy. On the basis of this analysis, seven ambitions are identified:

- Create opportunities to take part in cultural activity;
- Improve and protect Derbyshire's environment
- Support the cultural and creative industries
- Develop sustainable tourism;
- Raise aspiration and achievement in local communities;
- Encourage people to be more active;
- Raise the profile of volunteering.

The Prospectus makes a number of specific commitments, to be achieved by 2016. These include:

- Planning to deliver a Year of Culture in 2015
- Enabling more Derbyshire athletes to compete for England and Great Britain.
- Completing a major project with the University of Sheffield on evaluating the impact of cultural services in Derbyshire.
- Compiling an application from Creswell Crags for World Heritage Inscription.
- Delivering a four-year programme to commemorate Derbyshire people in WWI.
- Developing an online visual arts space.
- Opening a new and combined Derbyshire Record Office and Local Studies Library.
- Completing the HLF/ERDF funded Building 17 project at Cromford Mills.
- Raising children's aspirations and participation through the *Be The Best You Can Be* Olympic Legacy programme.

## **2 Progress against Sustainable Community Strategy priorities**

### **2.1 Engaging local people in the responsibilities, opportunities and benefits of taking part in culture, arts and sports**

#### *Olympic and Paralympic Games*

At its meeting on 26<sup>th</sup> September, Culture Derbyshire received a report on Derbyshire's outstandingly successful contribution to the Olympic and Paralympic Games. It is not possible to cover the full scope of that report in this update, but a copy of the report is attached as an appendix. These are some of the highlights:

A quarter of the county's population turned out to see the Olympic Torch on 29<sup>th</sup> and 30<sup>th</sup> June. The local economy received a significant boost, with retail sales in Derby city centre up 13% up on normal sales at the same time of year, and all 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.

Around ninety companies in the county won 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.

There will be a significant legacy from the Games in terms of participation, young people's motivation, support for talented athletes and cooperation between cultural agencies, all of which are described in greater detail in the attached report.

#### *Derwent Valley Mills World Heritage Site*

The 2012 Discovery Days programme was the most ambitious and the best-attended ever, despite disappointing weather. Final attendance figures were not yet available at the time of writing. Events took place along the whole of the Derwent Valley, with widespread support from partners. A particularly interesting opportunity was presented by the opening of original workers' housing in Cromford, which gave an insight into the enlightened approach of Richard Arkwright.

#### *Derbyshire Literature Festival*

The biennial festival took place over 10 days from 11th to 20th May. 97 events took place in libraries, community centres, heritage venues, schools and care homes across the county. A third of events sold out in advance and over 3380 people participated in author talks, performances and workshops. Building on previous years' work with Children's Centres, activities for families with children under 5 continued to be a priority.

Highlights of this year's Festival included talks by BBC journalists Evan Davis and Gordon Corera. We continue to develop relationships with publishers enabling us to host a prepublication event with best-selling author Joanne Harris at Chesterfield Library. Sinclair McKay's talk on Bletchley Park and the finale event with Jackie Kay reflect the breadth and success of the programme.

As always the Festival reflected national celebrations including Diamond Jubilee themed events. The Festival opened with acclaimed biographer Claire Tomalin talking about Charles Dickens in the year of his bicentenary. Edward Lear's bicentenary was also celebrated through the Festival Nonsense writing competition and An Evening of Nonsense hosted by the Derbyshire Poet Laureate Matt Black. Young people from Codnor Park Myth & Magic Tolkien Reading & Language Fellowship ran their own event at Ripley to mark the 75th anniversary of publication of *The Hobbit*.

Libraries remain at the heart of the Festival but it could not take place without the support of a range of partners and community groups. New partnerships for 2012 were developed with Sir Richard Arkwright's Masson Mills, Haddon Hall, Derbyshire Eco Centre and Ashbourne Leisure Centre enabling the Festival to reach new audiences and run the programme over two weekends.

Events took place in community venues linked to Mobile Library routes. Established venues Calke Abbey, The Magic Attic Archives at Sharpe's Museum, Medway Community Centre, Donut Creative Arts Studio and existing partners Voices & Volumes, Holymoorside & Walton Arts Festival and High Peak Arts remain important to delivery of the programme.

Overall feedback from audiences attending events was very positive. Adults made up 47% of Festival audiences, 40% of whom completed and returned event evaluation forms, of which:

- 99.6% enjoyed the event which they attended
- 60% were attending their first Festival event
- 26% of under 19 year olds completed evaluation forms, of which:
  - 88% enjoyed the event which they attended
  - 70% had taken part in, or learnt something new
  - 83% would be interested in attending similar events in the future.

#### *Derbyshire Record Office and Ashbourne Library*

An extended and modernised Derbyshire Record Office, incorporating the county's main Local Studies Library, will open to the public in February. The project secured Arts Council funding to employ an artist in residence, and that initiative has enabled many local people to be involved in very practical ways. The new premises will be the hub for a wide range of outreach, educational and promotional activities which will encourage many more people to use the facilities and resources. A new library

for Ashbourne will also open in the Spring, with an enhanced range of services and space to reflect the town's rich culture and heritage.

### *Cultural Tourism*

Derbyshire County Council, working with the LEP, has been instrumental in winning a major share of a £500,000 Arts Council grant to develop a cultural tourism programme. Events on the theme of Elemental Force will attract large audiences to Chatsworth and Hardwick. This pilot project may lead to further development of the cultural tourism offer.

## **2.2 Encouraging more organisations to recognise the value of sport and physical and mental activity to improve quality of life**

### *Cultural Conference*

Culture Derbyshire held its first Cultural Conference at The Winding Wheel, Chesterfield, on 22<sup>nd</sup> 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.

Issues for the Board which arose from discussion at the conference included:

- improving mentoring and support to (especially young) artists and makers;
- Fostering links with the growing agenda around public health;
- Building long-term, sustainable relationships with young people.

There was considerable support for a further conference in 2013.

### *Increasing participation in sport and active recreation*

*Beyond 2012 .....A Plan for Sport and Active Recreation in Derbyshire 2012-2015*, was launched immediately following the Paralympic Games. The vision is clear – To make Derbyshire one of the most active and successful sporting counties by 2020. The plan sets out a series of clear and achievable actions, which will build on the successes of the past few years and lead to further increases in participation in sport and active recreation by people of all ages and all abilities.

### *Developing talented athletes and engaging business*

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.

This year 187 promising young athletes have won bursaries of between £150 and £400, 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 hosted an event on 26<sup>th</sup> September, attended by a number of the county’s Olympians and Paralympians.

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

The Derwent Valley Mills, as the only World Heritage Site in the East Midlands, has an ambitious programme of conservation, interpretation and education. Challenges and priorities over the next five years include:

- Creation of 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.

Derbyshire County Council has assisted the achievement of the first of these by providing a guarantee to the Arkwright Society to enable it to draw down major grant for the renovation and conversion of Building 17 at Cromford Mill.

### ***2.4 Coordinate communication and engagement to make the best use of resources and information***

The report to the June meeting of the Forum described the basket of performance indicators which Culture Derbyshire would use to monitor progress. These indicators have now been revised to reflect more closely the ambitions agreed for the Cultural Prospectus. We have made significant progress in securing agreements on data sharing from a wide range of partners.

### ***2.5 Support and engage a vibrant, diverse and independent VCS***

A key element of the Cultural Prospectus and the associated action plan is to encourage more people to enjoy the benefits of volunteering. Large numbers of

local people volunteered during the Olympic and Paralympic games and the Board will be keen to build on this commitment. A number of voluntary and community sector bodies are represented on the Board and planning for the Year of Culture and the World War One commemoration will engage diverse communities and organisations right across the county.

**Culture Derbyshire**

**31<sup>st</sup> January 2013**

**PROPOSED BASELINE PERFORMANCE INDICATORS**

This report provides a further update on progress towards establishing baseline data for those Culture Derbyshire's performance indicators confirmed by the Board on 26<sup>th</sup> September 2012. At that meeting it was also agreed that year-on-year performance would be monitored, without necessarily setting targets, although it was recognised that many contributory organisations monitored their own targets or forecasts independently.

Appendix 1 has therefore been updated to provide baseline figures which usually relate to the local government year 2011/12, or other period as stated. Several gaps have been filled and a number of definitions left open have now been settled. A few gaps still remain, however it is anticipated that these will be addressed by the time the next update is due, when comparative data for two years should also be available.

## APPENDIX 1:

### CULTURE DERBYSHIRE PERFORMANCE INDICATORS

UPDATE JANUARY 2013

**AMBITION 1: 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.**

**CD1a** Number of visits to museums and heritage sites in Derbyshire (sample).

ESTABLISHMENT / SITE	ACTUAL 2011/12	NOTES
Buxton Museum & Art Gallery (DCC)	41,000	Historic upward trend
Hardwick Hall (NT)	179,168	Increase in visits expected 2012/13 due to development of property.
Kedleston Hall (NT)	150,168	
Calke Abbey (NT)	283,862	
Sudbury Hall (NT)	163,864	
Bolsover Castle (EH)	67,827	
Peveril Castle (EH)	43,752	
Chatsworth House and Gardens	288,398	Figure shown is house visitor total for calendar year 2011. In 2012 this rose to 314,186
National Tramway Museum Crich	87,635	Paying visits only.
Renishaw Hall & Gardens		Awaiting data
Chesterfield Museum and Art Gallery	27,347	Combined visit target for Museum and Revolution House = 30,031 by 2014/15 (target already met in 2011/12 but a fall anticipated in 2012/13)
Chesterfield Revolution House	4,000	See above
Erewash Museum Ilkeston	20,909	
Derwent Valley Mills World Heritage Site <ul style="list-style-type: none"><li>• Belper North Mill</li><li>• Cromford Mill</li><li>• HighPeak/Middleton Top</li><li>• Masson Mill Museum</li></ul>	84,229	Combined visitor total (separate values are unavailable)
Creswell Crags	46,490	Visitor total estimated from 14,412 till transactions in calendar year 2012. Sampling suggests these transactions represent 31% of the actual visitor total, which is uncontrolled.

**CD1b: Attendances at Arts Events**

	ACTUAL 2011/12	NOTES
Attendances at arts events	113,200	Figure comprises the following elements: <ul style="list-style-type: none"> <li>• Buxton Festival</li> <li>• First Movement</li> <li>• Live and Local</li> <li>• Adult Ed arts and crafts classes</li> <li>• Countryside Service arts activities</li> <li>• Derbyshire Food &amp; Drink Fair</li> </ul>

**CD1c** Number of issues of books and other items per 1,000 population (CCS164/165)

	ACTUAL 2011/12	NOTES
Library issues per 1,000 pop	5,672	Historic downward trend

**CD1d** Visits to libraries per 1,000 population (CCS093)

	ACTUAL 2011/12	NOTES
Library visits per 1,000 pop	3,846	Historic downward trend

**CD1e** Take-up of 24 hour library service – number of visits to on-line subscription resources. (CCS208)

	ACTUAL 2011/12	NOTES
On-line subs accesses	53,100	Historic upward trend

**Ambition 2: Improve and protect Derbyshire's environment – so that we make the most of our precious natural and man-made assets.****CD2a** [Derwent Valley Mills environmental indicator – awaiting confirmation]**CD2b** Number of visitors to Countryside Service Visitor Centres (ESLP36)

	ACTUAL 2011/12	NOTES
Visits to Countryside Service visitor Centres	235,387	Current decline aggravated by recent poor weather

**CD2c** Total combined area of sites having designated conservation status.

	ACTUAL 2011/12	NOTES
Total combined area of sites having designated conservation status (Hectares)	40,596	<ul style="list-style-type: none"> <li>• Data based on <b>start of 2012</b>.</li> <li>• Excludes any double counting where sites may have more than one designated status.</li> <li>• Not all designated sites are on publicly-accessible land</li> <li>• Excludes land without formal conservation status (e.g. Country Parks, National Trust etc.)</li> </ul>

**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.**

**CD3a** Number of attendances at training provided by the Creative Derbyshire programme.

	ACTUAL 2011/12	NOTES
Number of attendances	242	Programme continues until Dec 2013

**Ambition 4: Develop sustainable tourism – so that more people visit Derbyshire and stay longer, contributing more to the local economy and employment.**

**CD4a** Number of people visiting and staying in the county overnight

	ACTUAL 2011/12	NOTES
Number of staying visitor nights	10.22m	2010 figure – awaiting update

**CD4b** Number of people employed in Tourism

	ACTUAL 2011/12	NOTES
Number of people employed in Tourism (FTE)	25,138	2010 figure – awaiting update

**Ambition 5: Raise aspiration and achievement in local communities – so that local people are equipped to take advantage of opportunities.**

**CD5a** Number of schools and settings achieving Artsmark status

	ACTUAL 2011/12	NOTES
Number of schools and settings with Artsmark	43	As at September 2012

**CD5b** Number of young people achieving Arts Award - awaiting data

**CD5c** Number of individuals accredited with Coach Mark – awaiting data

**CD5d** Number of sporting organisations accredited with Club Mark – awaiting data

**CD5e** [Adult Community Education indicator related to cultural engagement – awaiting confirmation and data]

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

**CD6a** Adult participation in sport and active recreation (former NI8)

	ACTUAL 2011/12	NOTES
Adult participation in sport and active recreation	23.0%	Active People Survey 6 (Oct 2011-Oct 2012) County Council Result

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

**CD7a** Number of volunteer hours worked at museums and heritage sites in Derbyshire (sample).

ESTABLISHMENT	ACTUAL 2011/12	NOTES
Buxton Mus & Art (DCC)	1,453	
Hardwick Hall (NT)	50,350	
Kedleston Hall (NT)		Awaiting data
Calke Abbey (NT)		Awaiting data
Sudbury Hall (NT)		Awaiting data
Bolsover Castle (EH)		Awaiting data
Peveril Castle (EH)		Awaiting data
Chatsworth House and Gardens	6,750	Calendar year 2011. Figure for 2012 has increased to 9,471 hours
National Tramway Museum Crich	See note	Estimated 2011/12 6401 person-days from 195 people (equates to some 28 FTE)

ESTABLISHMENT	ACTUAL 2011/12	NOTES
Renishaw Hall & Gardens		Awaiting data
Chesterfield Museum and Art Gallery	N/A	Only monitored from late 2011/12. Target increase on eventual 2012/13 baseline of 25% set for 2014/15.
Chesterfield Revolution House		See above
Erewash Museum Ilkeston	1,154	12/13 volunteer target reduced due to capacity limitations
DVMWHS - Arkwright Society	44,400	Estimated from count of days
Belper - Strutt's North Mill Trust	26,122	Estimated from count of days
DVMWHS - Derby Silk Mill	2,183	Estimated from count of days
DVMWHS - Discovery Days	6,438	Estimated from count of days
DVMWHS - Friends of Cromford Canal	15,096	Estimated from count of days
DVMWHS - Friends of River Gardens	2,220	Estimated from count of days
DVMWHS - High Peak Junction & Leawood Pumphouse	16,650	Estimated from count of days
DVMWHS - John Smedley (archive)	6,031	Estimated from count of days
DVMWHS - Masson Mill Museum	N/A	Estimated from count of days
Creswell Crags	8,556	Comprises 4,554 hours project + 4,002 non-project hours for calendar year 2012.

**CD7b** Number of volunteer hours worked in public libraries in Derbyshire

	ACTUAL 2011/12	NOTES
Library volunteer hours	4,801	

**CD7c** Percentage of population volunteering in sport [Active People Survey]

	ACTUAL 2011/12	NOTES
Percentage of population volunteering in sport	8.0%	Active People Survey 6 (Oct 2011-Oct 2012) County Council result