

Culture Derbyshire

9 December, 2.30pm at Hardwick Hall (1.30pm for the tour)

1. Apologies for absence

2. Minutes of meeting 25 September 2013

3. Matters arising

- Follow up on any partner actions re: Creative Places, Dadding About

4. Colliers' Report on the Visitor Economy in Derbyshire

- Overview of initial findings D James
- Followed by Board discussion – how to maximise the benefits

5. New Destination Management Plan for Visit Peak and Derbyshire

- Powerpoint presentation and Board discussion D James

6. Olympic Legacy

- Presentation by Derbyshire Sport H Lever
- Outline of proposals for the Derbyshire 'Summer of Cycling' and discussion re: partner opportunities J Battye

7. Measuring Success: overview of performance management

- Presentation and brief report outlining initial principles for reporting performance to the Board and draft list of PIs JB/ R Jones

Date and time of next meeting:

Wednesday 26 March 2014, 2pm – 4pm at Creswell Crags, including a tour

Possible Bring Forward Items:

- Grand Tour – project proposal
- DerbyShire 2015 proposals
- Summer of Cycling

MINUTES of CULTURE DERBYSHIRE BOARD

held at County Hall, Matlock on 25 September 2013.

PRESENT

Councillor Ellie Wilcox (DCC) in the Chair

Joe Battye (DCC – Cultural and Community Services), Pauline Beswick (PDNPA), Nigel Caldwell (3D), Denise Edwards (The National Trust), Adam Lathbury (DCC – Conservation and Design), Kate Le Prevost (Arts Derbyshire), Martin Molloy (DCC – Strategic Director Cultural and Community Services), Rachael Rowe (Renishaw Hall), David Senior (National Tramway Museum), Councillor Geoff Stevens (DDDC), Anthony Streeten (English Heritage), Mark Suggitt (Derwent Valley Mills WHS), Councillor Ann Syrett (Bolsover District Council) and Anne Wright (DCC – Arts).

Apologies for absence were submitted on behalf of Huw Davis (Derby University), Vanessa Harbar (Heritage Lottery Fund), David James (Visit Peak District), Robert Mayo (Welbeck Estate), David Leat, and Allison Thomas (DCC – Planning and Environment).

The following guests were welcomed to the meeting:- Sarah Burkinshaw (DCC), Rachel Gillis (PDNPA), Trisha Hill (DCC – Library Service), Roger Jones (DCC – Cultural and Community Services), Kirstie Matkin (DCC – Library Service), Jo Stockdale (CLADAC) and Tony Trafford (First Art Consortium).

Prior to the commencement of the formal business the Chair referred to the recent announcements regarding the £157m cuts that needed to be achieved over the next 5 years and explained that all services across the County were currently under review and no firm decisions had yet been made as to how these cuts would be achieved. Any discussions/decisions made by the Culture Derbyshire Board would have to be set within this context and members were invited to forward any ideas regarding potential savings, smarter ways of working or joint initiatives that may help to maintain services.

18/13 **MINUTES** the minutes of the meeting of the Culture Derbyshire Board held on 6 June 2013 were confirmed as a correct record.

19/13 **MATTERS ARISING**

(a) Mapping Heritage Craft (minute 12/13 refers) Martin Molloy confirmed that following the presentation by Robin Wood, Heritage Crafts Association at the last meeting, the Authority was now looking to create opportunities for young people to engage in craft apprenticeships and that further work promoting the crafts sector was on-going. A further report would be submitted to the Board outlining the proposals; and

(b) First and Second World War Commemorations (minute 14/13 refers)

It was confirmed the outcome of the second bid to the Heritage Lottery Fund was still awaited.

20/13 CREATIVE PEOPLE AND PLACES AWARD Tony Trafford, Chair of First Art Consortium, attended the meeting and provided members with an outline of 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.

Tony explained the consortium of partners, which included Creswell Heritage Trust, Junction Arts, City Arts, The Princes' Trust and Nottinghamshire Association of Voluntary Organisations (NAVO), were currently developing the business plan and once approved by the Arts Council, anticipated a project start in January 2014.

As part of the contract with the Arts Council, First Art must achieve two key goals:- "More people from places of least engagement to experience and be inspired by the Arts"; and "communities be empowered to take the lead in shaping the local arts provision". These goals would be delivered through a programme of three major and six minor events.

Members of the Board offered their general support to the project and it was agreed that specific links could be made by First Art to a number of existing projects and programmes both within the Council and across the Partnership to create added value over the next 3 years. Specific examples included possible extension to the social pedagogy work undertaken in Bolsover (Dadding About agenda item) and also aspects of

the broader health and wellbeing programme. Scope to link into the planned work for 2015 year of culture was also noted.

It was noted that the main contact for the work on Creative People and Places was Ian Wall, Director, Creswell Heritage Trust with an email address of info@firstart.org.uk

The Chair thanked Tony for his informative and interesting presentation and [encouraged colleagues to make direct contact](#) to ensure links and opportunities were progressed

RESOLVED that the report be noted and opportunities pursued by relevant organisations accordingly, in liaison with First Art.

21/13 **CREATIVITY AND THE AGEING BRAIN** Jo Stockdale, Arts Development Officer, (CADLAC) attended the meeting and outlined the recent neurological research carried out on the impact of creativity of the ageing brain, highlighting how creative activity could help prevent brain deterioration and preserve brain function in older age even for those who had dementia.

Jo explained the research presented a strong case for creativity as an important aspect of health and well-being in older age. She explained how different parts of the brain were still very active until the end of life, even in those patients with dementia, and how creative activity stimulated the different component parts of the thinking brain. Details were also given of how creativity helped 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 ageing process.

Following the presentation, members explored aspects of resourcing, particularly in relation to agendas and programmes around prevention and early intervention. Discussion was also undertaken regarding creative activity programmes in older people settings as a means to manage and preserve well-

being, as well as providing alternative or complimentary benefit to those relying on expensive and often largely ineffective medication to treat cognitive and memory loss.

Members raised a number of interesting suggestions and comments which were duly noted, including opportunities at Hardwick (and other estates) and the National Park to be used as creative venues for work with patients and sufferers. The positive impact of creativity on young brains was also noted – particularly in improving learning outcomes and life chances.

Anyone wishing to contact Jo could do so by email at Jo@Cladac.co.uk.

The Chair thanked Jo for a most interesting and informative presentation and requested that further work be undertaken to explore available intelligence regarding available, broader intelligence on the economic costs of dementia to the NHS and the impact of volunteering

RESOLVED to note the report and the suggestions made in relation to implementing the research findings into older people settings as part of mainstream health and social care delivery

22/13 **LIBRARIES AND WELL-BEING** Trisha Hill and Kirstie Matkin from DCC Library Services attended the meeting and provided members with an outline of the role of libraries in supporting health and wellbeing, highlighting specific initiatives such as Library Health and Wellbeing Zones and the “Reading Well” scheme.

The presentation outlined the various library reading and wellbeing initiatives that contributed to better physical and mental health for Derbyshire users including:-

- the benefits of reading and creative writing for all ages;

- reading and writing for wellbeing in Derbyshire libraries, highlighting the work of reader groups and creative writing workshops;
- the purpose and impact of health and wellbeing zones;
- Reading Well scheme – outlining the national “Books on Prescription” scheme covering mild to moderate mental health issues; and
- The Home Library service – who provided support to vulnerable people in their own homes.

Following the presentation the Board considered the impact and value of the work currently being undertaken and discussed the potential to further develop partnership working, particularly in relation to health and wellbeing. Further to the previous presentation, it was noted that reading for 6 minutes can lower stress levels by 67% and can build confidence in individuals through improved literacy which then results in increased access to other services.

Martin Molloy commented that Derbyshire was fortunate to have such high quality library services and it was easy to take for granted the important role that the Home Library service had to play.

There was recognition of the clear links for partnership working between the Home Library Service and the work being undertaken by CADLAC and that these should be further developed.

The Chair also referred to a scheme that the Chair of DCC was looking to run in 2014 called New Year, New You in which Derbyshire residents were being invited to lose 10 million lbs over the course of the year. It was felt that this would be a very worthwhile project to roll out through the Wellbeing Zones and other organisations were also invited to join the initiative. Links to existing sport and active lifestyle programmes were also noted, including the significant focus around cycling during 2014.

The Chair thanked Trish and Kirstie for a most informative and interesting presentation.

RESOLVED to note the report and ensure relevant colleagues followed up opportunities to link to existing sporting and health programmes as far as possible.

23/13 VALUING ENGLAND'S NATIONAL PARKS Rachel Gillis (PDNPA) attended the meeting and outlined the key findings from the recent "Valuing England's National Parks" report and identified specific issues and opportunities for Derbyshire.

Members were informed that England's 10 National Parks were valued national assets. They comprised some of the highest quality landscapes and habitats in the country. National Parks also made important contributions to the economy and society and were part of the national identity. They were of huge importance to people who lived and worked in them, as well as to the many millions who visited them. It was noted that 16 million people lived within 1 hour of the Peak District.

National Parks England commissioned an assessment of the value of England's National Parks. The report set out the latest economic and social data and assessed the contribution that National Parks made to economic prosperity and well-being. It provided a useful data set to identify future opportunities to support sustainable rural economies in partnership with other community business and public sector partners.

The report concluded that whilst the economies of National Parks faced a number of challenges, there were also a number of opportunities that included:-

- 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; and
- Working closely with LEPs and Government to support business development and entrepreneurialship in National Parks including opportunities for young people.

Following the presentation, members considered the implications of the report for Derbyshire and how the intelligence provided could further the work of the Culture Derbyshire Board.

There was a general consensus that whilst there were many areas of excellent partnership working across Derbyshire very few people were aware of what was actually going on.

Following on from this point, Martin Molloy emphasised that everyone should feel good about Derbyshire and that organisations must come together and support areas such as creative industry as it could not be promoted in isolation. This was seen as an excellent opportunity for the Culture Board to join up and promote many partnership organisations to promote the cultural offer in Derbyshire.

The Chair thanked Rachel for her most interesting and informative presentation.

RESOLVED to note the report and undertake further discussions with Visit Peak and Derbyshire regarding more proactive work with accommodation hosts on key messages regarding 'feeling proud of Derbyshire'.

24/13 **DERBYSHIRE 2015** Members were reminded that 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 was proposed that DerbyShire 2015 focussed 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.

It was noted that the Steering Group had met recently and was currently completing a mapping exercise of existing and planned activity for 2015 with a strong focus on raising the profile of Derbyshire and its cultural offer regionally, nationally and internationally- as well as bringing in leading artists and performers to a local audience and building up a 'grass roots programme.

It was noted that a more detailed report would hopefully be available for the next meeting in December.

RESOLVED to note the report and encourage all partner organisation to provide the remaining information of existing and planned activities to complete the programme mapping.

25/13 **DADDING ABOUT** Sarah Burkinshaw, Literacy Co-ordinator, attended the meeting and provided a brief presentation, including video footage of the recent “Dadding About” project which had been undertaken by the Derbyshire Museums Service in partnership with creative practitioners and infant schools and children’s centres in Staveley and Bolsover and shared the results and learning with members of the Board.

The project had worked with creative practitioners with 39 ‘hard to engage’ dads with at least 1 child between the ages of 2 and 5. Head teachers and children’s centres brought the dads together and supported the project. The project developed into helping 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 had been very encouraging with officers witnessing more confident parenting, more time spent with children, better relationships with schools, happier children, adults making plans and a growing sense of community.

“Creative Forum” and Tan Draig who were the inspiration for the project put the success down to an approach recognised as social pedagogy, this approach has shown remarkable results in Derbyshire with children in care.

Following the presentation, members discussed the potential for further collaborative working using social pedagogy with creative practitioners to include harder to reach people with a cultural offer and to make cultural resources more available for partners who were trying to achieve education, health and wellbeing targets. Links to the earlier presentation on Creative People and Places were noted.

A number of potential links for partnership working including High Peak CVS, Bolsover District Council Arts, the National Trust and earlier presentation on Creative People and Places were noted. It was also noted that DCC's own Troubled Families programme may form a central platform for further work in this area and might support longer term sustainability.

The Chair thanked Sarah for her most informative and interesting presentation.

RESOLVED to note the report and ensure appropriate links to other partnership working is followed up by relevant organisations

26/13 **MEASURING SUCCESS: OVERVIEW OF PERFORMANCE MANAGEMENT** This item was deferred to the next meeting.

27/13 **DATE OF NEXT MEETING** The next meeting of Culture Derbyshire would take place on Monday 9 December 2013 at 2.30 p.m. at either Hardwick Hall, subject to the weather. County Hall would be used as an alternative venue in the event of inclement weather and colleagues would be notified as far in advance as possible.

**REPORT TITLE: OUTLINE OF REPORT BY COLLIERS
INTO THE DERBYSHIRE VISITOR ECONOMY**

1.0 PURPOSE

- 1.1 Purpose of the report to outline the work undertaken by Colliers International consultants appointed by Visit Peak District & Derbyshire and Experience Nottingham on assessing the potential opportunity for the visitor economy within the D2N2 area and share the results and learning with members of the Culture Derbyshire Board.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 **The Culture Derbyshire Board is requested to note the current progress of the work and consider key findings from Phase 1, including any feedback on the key issues.**
- 2.2 **The Culture Derbyshire Board is requested to consider the early findings of Phase 2 and provide feedback to Visit Peak and Derbyshire on the headlines as appropriate (see recommendations at Section 4).**

3.0 BACKGROUND

- 3.1 The Colliers work has been split into two distinct phases. Phase I which has is now complete and provides a baseline of the existing visitor offer in the region and calculates the value of the visitor economy today. Its aim is to provide a robust evidence base against which future development decisions can be made. Phase 2 is nearing completion and will identify the gaps in the current offer and make recommendations about how these can be filled.
- 3.2 The visitor economy has been identified by D2N2 as being one of the key economic sectors for focus. The D2N2 Visitor Economy Group sub group (chaired by the Duke of Devonshire) set up by the D2N2 LEP has now been allocated £100k to support the development of a Visitor Economy strategy.
- 3.3 As a sub group it was agreed to fund to the level of £25k, an Investment Plan for a comprehensive review of potential opportunity within the D2N2 area. The brief was, and is, to receive a set of investment recommendations which will support the two destinations to aid the overall vision of the LEP to make the area 'one of the strongest and most resilient economic regions in the UK'.

3.4 The role for the DMO is integral in terms of setting a strategic framework for this investment. The DMO carried out a similar exercise in 2006 via East Midland Tourism/RDA to provide a clear evidence base through tourism investment opportunities which could be evaluated and, if appropriate, supported in terms of direct or indirect intervention.

3.5 In this respect, consideration was given to the local context, the planning framework, and existing and future market prospects to determine the suitability and sustainability of the investment projects identified. The Visitor Economy sub group has appointed Colliers International to do this work and the work will consider:

- Capital and revenue investment in both physical infrastructure and development of themes;
- Current priorities of the DMO's including how value can be added to our RGF funded activities looking at 'anchor' attractions, events and possible linkages across the two counties.

3.6 In essence the outcomes of the work will:

- 1) To produce robust evidence and rationale for investment in key area (market audit)
- 2) To produce a basis from which future policy can be informed. (Investment Action Plan)

3.7 **Phase 1:**

The key findings under Phase I were divided up into Themes, Destinations & Hubs and an overall Summary & Implications. The attached addendum sets out the key findings which include:

- An overarching need for a consistent 'destination brand'. It is accepted that achieving this will be difficult and may require intervention at very senior level from the LEP, but nevertheless, is a necessary requirement.
- An overall ambition to 'attract and disperse'
- A wide range of development opportunities and gaps, some of which are already being developed by the public and private sectors and others which are longer term prospects or aspirations. In some cases these opportunities relate to individual venues, in others to wider destination development requirements.
- Key geographical visitor hotspots: Peak District, Derby etc
- Particular infrastructure gaps around public transport.
- An identified need for more to be made of existing assets through joined up working, better promotion, reduction in duplication (of marketing and resources) and staff training.
- Opportunities for peripheral parts of the county to be used more as part of the 'attract and disperse' ambition, focusing on particular markets.

3.8 Phase 2:

The findings of Phase 2 will be presented to the DMO Board in February 2014 and will dovetail into a wider Growth Plan for the visitor economy which in turn, will be part of the wider Destination Management Plan to be published in March 2014.

4.0 RECOMMENDATIONS

4.1 It is recommended partners consider the above overview and presentation from Visit Peak and Derbyshire and confirm their views regarding:

- The key findings from Stage 1 – particularly gaps and opportunities
- Initial findings from Stage 2 to enable the LEP and other partner organisations develop an effective action plan that benefits the individuals, communities and economy of Derbyshire as a whole

4.2 It is recommended the Culture Board supports the need for the future recommended investments once Colliers have reported back on Phase II of the work.

Contact Officers:

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PRODUCT OVERVIEW / AUDIT

ENTERTAINMENT AND THE ARTS

There are very clear clusters of venues for entertainment and the arts in Derbyshire.

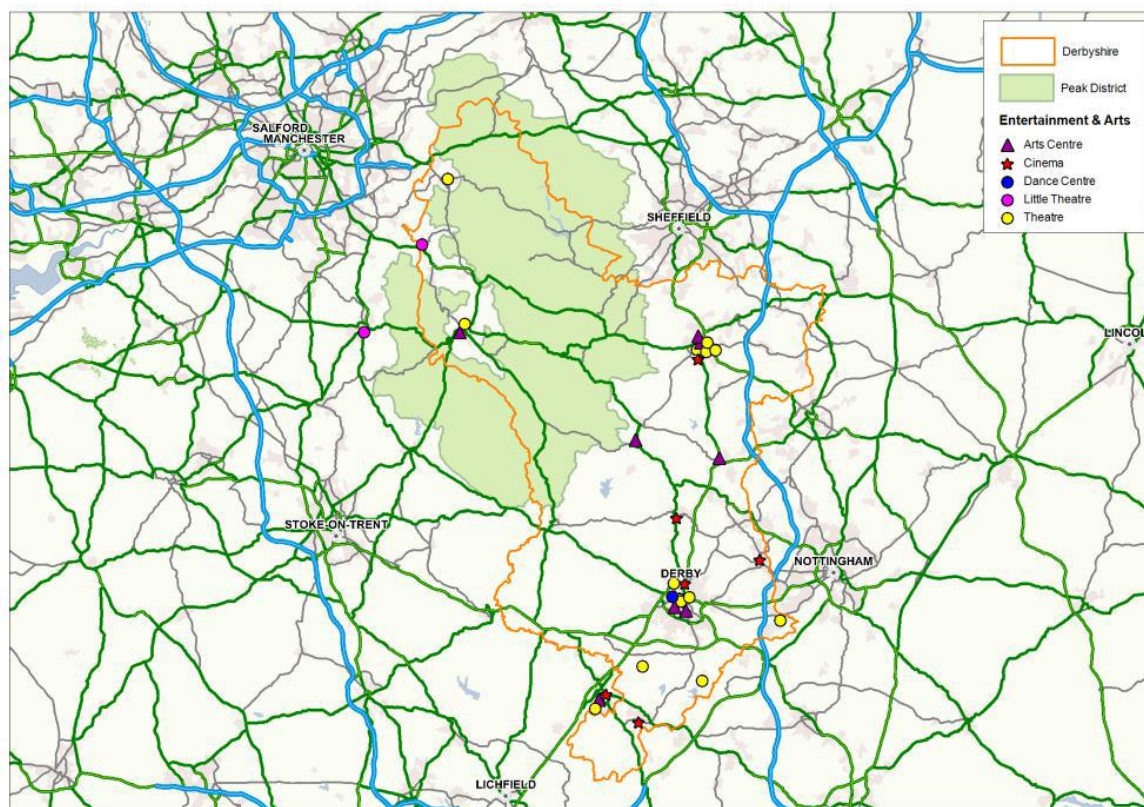
There are quite a number of theatres, arts centres and cinemas in both Derby and Chesterfield. Buxton Opera House is perhaps the only theatre of any real significance within the Peak District National Park although there are a handful of 'little' theatres/community run theatres.

Entertainment & Arts Venues

	Name of Venue	Location	Type
1	QUAD	Derby	Arts Centre
2	Chesterfield Studios	Chesterfield	Arts Centre
3	Genesis Social Enterprise	Alfreton	Arts Centre
4	The Brewhouse Arts Centre	Burton	Arts Centre
5	The Voicebox	Derby	Arts Centre
6	Enabled Art	Derby	Arts Centre
7	The Grand Pavilion	Matlock	Arts Centre
8	Pavilion Gardens	Buxton	Arts Centre
9	Showcase Cinema	Westfield, Derby	Cinema
10	Odeon Cinema	Derby	Cinema
11	Ritz Cinema	Belper	Cinema
12	Cineworld	Chesterfield	Cinema
13	Cineworld	Burton	Cinema
14	Scala Cinema	Ilkeston	Cinema
15	Odeon Cinema	Swadlincote	Cinema
16	Deda	Derby	Dance Centre
17	New Mills Arts Theatre	New Mills	Little Theatre
18	MADS Theatre	Macclesfield	Little Theatre
19	Assembly Rooms	Derby	Theatre
20	Guildhall Theatre	Derby	Theatre
21	Derby Theatre	Derby	Theatre
22	Pomegranate Theatre	Chesterfield	Theatre
23	Partington Theatre	Glossop	Theatre
24	Derby Live	Derby	Theatre
25	Buxton Opera House	Buxton	Theatre
26	The Hasland Theatre Company	Chesterfield	Theatre
27	The Winding Wheel	Chesterfield	Theatre
28	Robert Ludlam Theatre	Derby	Theatre
29	The Dutchess Theatre	Long Eaton	Theatre
30	The Glade Theatre	Rosliston Forestry Centre	Theatre
31	Melbourne Assembly Rooms	Melbourne	Theatre
32	400 Hall Repton School	Repton	Theatre

Buxton is known as a centre for the arts and the Opera House, Pavilion Gardens arts centre and the Buxton Festival have all helped to reinforce it as a place providing entertainment and access to the arts. We know from the consultation that there are a large number of creative businesses as well as a strong entrepreneurial spirit in many areas of the Peak District, particularly around Buxton.

MAP OF THEATRES CINEMAS etc



FESTIVALS AND EVENTS

There are over 60 cultural events which take place in Derbyshire, plus a number of sporting events and monthly farmers markets in various locations across the county.

The Peak District has a number of well-established sporting events with new opportunities being developed such as the L'eroica vintage cycling festival and the Tour De France 2014 which is set to pass through Holmfirth and into the northern edge of the Peak District in to Sheffield.

	Name of Event	Location	Dates
1	Peak District Walking Festival	Various	April-May
2	Chesterfield Area Walking Festival	Various	May
3	National Forest Walking Festival	Peak District National Park	May
4	Peak District Cycling Festival	Various	September
5	Autumn Footprints – Amber Valley & Erewash Walking Festival	Various	September
6	The South Pennine Walk and Ride Festival	South Pennines	September
7	National Forest 10K and Fun Run	National Forest	September
8	Burton Regatta	Burton upon Trent	July
9	Erewash 5K	Long Eaton, Erewash	May
10	Erewash Triathlon	Long Eaton, Erewash	August
11	Derby 10K	Derby	April
12	Asian Annual Games	Osmaston Park, Derby	May

At present the majority of events focus on culture and the arts. Many of South Derbyshire's country houses are used as venues for major events i.e. Elvaston Castle, Catton Hall and Calke Abbey as well as places in wider Derbyshire such as Chatsworth. In the future there is likely to be growth in sporting events, particularly after of the aquatics centre and the velodrome in Derby. The 2014 Tour de France is also passing through the area.

Aside from Derby, Chesterfield, Ashbourne and Matlock are particular hubs for festivals and events.

Places like Erewash also have a range of smaller events which in areas with no major visitor attractions can be a draw to pull in visitors.

However, the Buxton Festival and fringe is probably the most well-known festival in the area and has national and international profile.

MAIN CULTURAL EVENTS

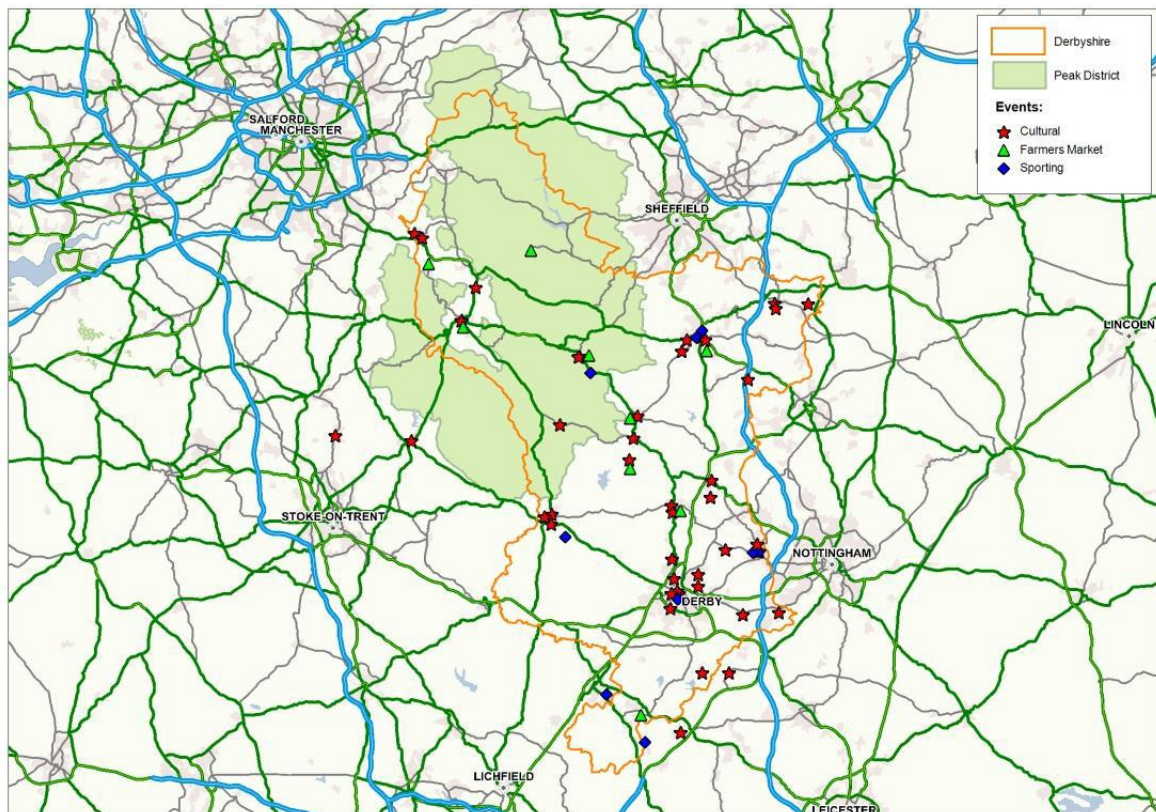
	Name of Event	Location	Dates
1	Four Four Time	Buxton Opera House	Feb
2	Pomegranate New Playwriting Festival	Pomegranate Theatre, Chesterfield	Mar
3	Elemental Force	DerbyLive, Derby	Mar
4	Planet Circus	DerbyLive, Derby	Mar
5	Belper Passion	Methodist Church, Belper	Mar
6	Format Festival	QUAD, Derby	Mar
7	Leeks Arts Festival	Various, Leek	May
8	Chesterfield Community Arts Festival	Various, Chesterfield	May
9	Belper Arts Festival	Various, Belper	May
10	Draycott Festival of Arts and Gardens	Draycott	May
11	ID Fest	Derby QUAD, Derby	May
12	Ashby Arts Festival	Ashby-de-la-Zouch	May
13	Bakewell Arts Festival	Bakewell	June
14	Holymoorside & Walton Arts Festival	Holymoorside, Chesterfield	June
15	Bakewell International Day of Dance	Bakewell	June
16	Limestone Journeys Festival	Cresswell Crag	June
17	Bolsover District Festival	Bolsover	June
18	Ashbourne Festival	Ashbourne	June
19	Ashbourne Arts Festival	Ashbourne	June
20	Fringe Festival	Ashbourne	June
21	Long Eaton Carnival	Long Eaton	June

22	Ilkeston Carnival	Ilkeston, Erewash	June
23	Acoustic Festival	Derby	June
24	Derbyshire Pride	Derby	June
25	The Big 1	Chaddeston Park	June
26	The Allestree Weekend	Allestree Park, Derby	June
27	Buxton Fringe Festival	Various, Buxton	July
28	Buxton Festival	Various, Buxton	July
29	New Mills One World Festival	High Lea Park, New Mills	July
30	Ripley Music Festival	Ripley	July
31	Stainsby Festival	Stainsby, Chesterfield	July
32	Indietracks Festival	The Midland Railway Centre, Ripley	July
33	Biddulph Festival	Biddulph	July
34	Bakewell Carnival Weed	Bakewell	July
35	Doves Holes International Beer & Jazz Festival	Dove Holes	July
36	International Gilbert and Sullivan Festival	Various, Buxton	July
37	Summer Sounds	Ilkeston	July
38	Oakwood Gala	Oakwood Park, Derby	July
39	Edge-Lit	QUAD, Derby	July
40	DEparture Lounge	Derby Theatre	July
41	Carribean Carnival and Parade	Market Place, Derby	July
42	South Asian Arts Festival	Normanton Park, Derby	July
43	Fantastiq	QUAD, Derby	Aug
44	Y Not Festival	Pikehall, Nr Matlock	Aug
45	Matlock Bath Illuminations	Matlock Bath	Aug
46	Darley Park Concert	Darley Park, Derby	September
47	New Mills Community Festival	New Mills	September
48	Derby Feste	Derby	September
49	Wirksworth Carnival	Wirksworth	September
50	The Melbourne Festival Concerts and Performance Programme	Melbourne	September
51	Erewash Festival of Light	Erewash	October
52	Derby Folk Festival	Assembly Rooms, Derby	October
53	Bolsover Festival of Brass	Heritage High School, Clowne	October

54	Chatsworth Road Festival	Brampton, Chesterfiel	October
55	Ilkeston Charter Fair	Ilkeston, Erewash	October
56	Derwent Poetry Festival	Masson Mills, Matlock Bath	November
57	Buxton Advernture Festival	Pavilion Arts Centre, Buxton Opera House	November
58	Off the Tracks Festival	Castle Donington	May & Aug-Sept
59	Summer Nights	Derby	Summer

Festivals and events tend to be concentrated around particular towns and Derby in particular has a very strong cultural programme. The main issue for both Derby City and wider Derbyshire is that there is a lack of a framework for promoting and delivering these events. The large festivals such as Feste and Format for example are managed differently from many of the smaller community festivals and events. The impact of more consolidated approach to all festivals and events in the region could induce knock on benefits for the smaller festivals and could enhance fringe type events in surrounding areas.

MAP OF FESTIVALS AND EVENTS



Aside from Derby; Chesterfield, Ashbourne and Matlock are particular hubs for festivals and events.

Places like Erewash also have a range of smaller events which in areas with no major visitor attractions can be a draw to pull in visitors.

However, the Buxton Festival and fridge is probably the most well-known festival in the area and has national and international profile.

NIGHTLIFE

Unsurprisingly, the nightlife offer is strongest in the big cities and towns in the area.

Derby has a large number of bars and pubs as well as an excellent reputation for real ale. Sadler Gate has a particular reputation for its bars as well as good quality independent eateries. The city also has a number of clubs, of which Zanzibars is the largest and there are several live music venues featuring different genres of music. The Lonely Planet guide also mentions Ye Olde Dolphin, Brunswick Inn, The Brewery Tap and Old Silk Mill as places to sample real ale and live music.

There is little nightlife in the smaller towns with the Peak District and it is mainly pubs and inns which are mentioned in the Lonely Planet and Rough Guides.

Buxton supports a small hub for night life which according to the Lonely Planet 'centres on the pubs and restaurants around market place and along the High street'. Barbarella's is noted as a 'sleek retro wine bar' whilst Project X is mentioned for its live music.

Chesterfield also has a busy nightlife based around restaurants, bars and its theatres.

ACTIVITIES & SPORTS

Cycling and walking are popular outdoor activities in the region, particularly in and around the Peak District.

The National Park is one of the pilot areas in Department of Transport's Cycling Towns and Cities scheme and the Authority has developed extensive plans to improve the infrastructure for both road and mountain biking.

At present, the Park offers over 65 miles of trails, most of which are suitable for cycling, walking and horse riding. Three long distance routes pass through the Park; The Transpennine Trail, the Pennine Cycleway and the Pennine Bridleway. There are also currently six shorter traffic free trails including the recently reopened 8.5m section of the Monsal Trail and Tunnels, running from Bakewell to Buxton.

MAIN TRAILS

NATIONAL LONG DISTANCE TRAILS	Distance (m)
Transpennine Trail	207 (total)
Pennine Cycleway	355 (total)
Pennine Bridleway	130 (total)
PEAK DISTRICT TRAFFIC FREE ROUTES	
High Peak Trail	17
Tissington Trail	13
Manifold Tracks & Dove Valley	9
Route 54 A	10
Monsal Trail	8.5
Upper Derwent Valley	12

A number of on road touring routes of differing lengths and levels of difficulty are also signed and promoted within the Park, aimed at more experienced road bikers.

There are a number of cycle hire centres and cycle hubs within the Park including three operated directly by the Park Authority at Ashbourne, Parsley Hay and Fairholmes at Derwent Reservoir. The recently extended Hassop Cycle Hire Centre is operated by a private sector partner and offers bike hire, electric bike hire, bike maintenance, a café, gift shop and play area.

The Park Authority's future plans include an ambition to create a 26km traffic free route from Matlock Station to Bakewell which would join up with the existing Monsal Trail to Buxton. The plans also recognise a need to improve the network of bridleways for mountain bikers and to introduce more circular routes and routes linked to the urban areas.

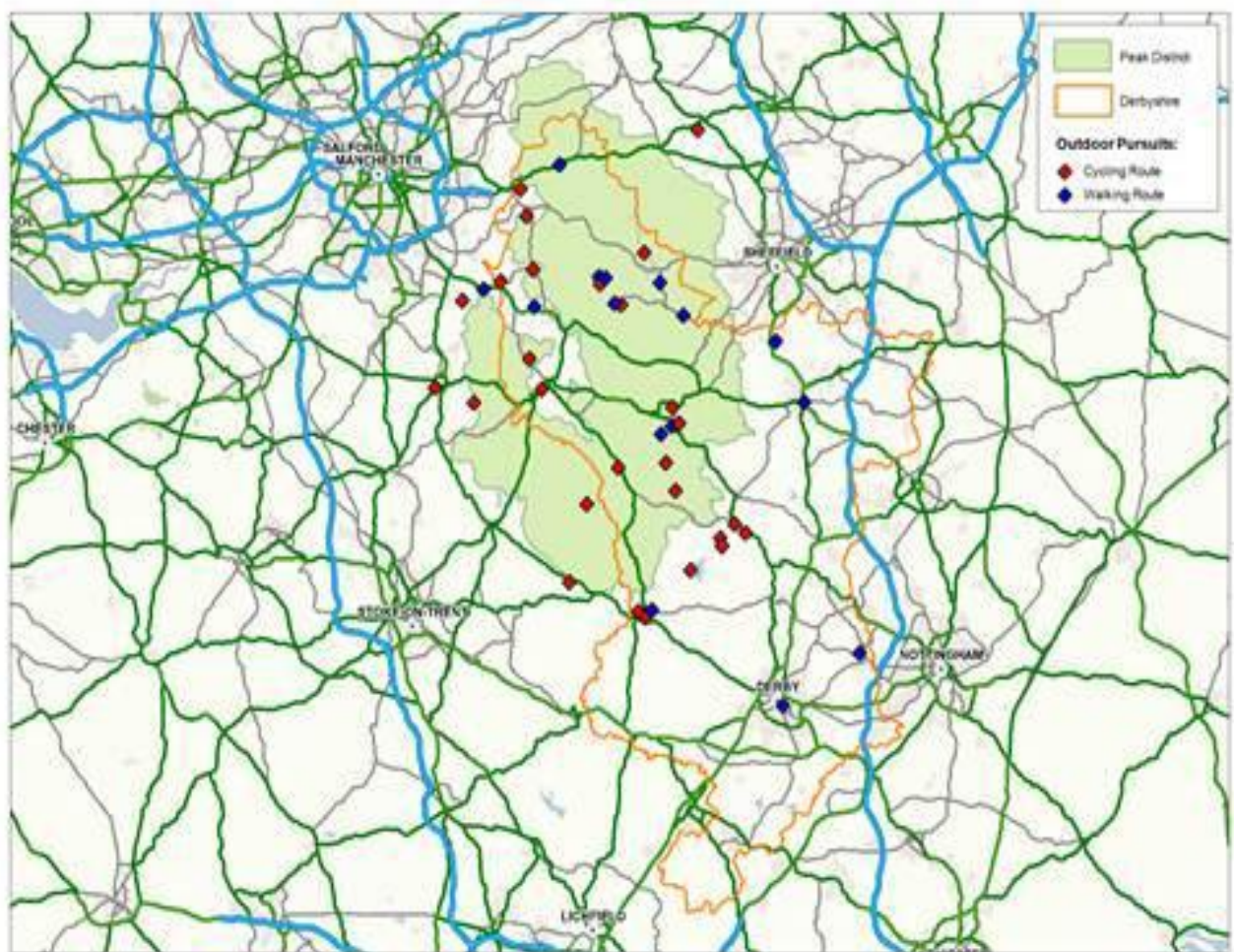
Beyond the National Park, Derbyshire County Council promotes a number of cycleways which run along old railway lines, waterways and green corridors.

Chesterfield also has an integrated network of trails which run through the town and are linked to the Transpennine trail through the Southern Spur which runs along the Cuckoo Way (the Chesterfield Canal towpath).

Derby is a Sustrans National Cycle Network Hub and Cycle Derby has produced four route maps for cyclists to explore the city. In addition they have identified 5 short and 3 longer distance routes which can be followed on and off road to take in areas of interest.

The National Forest promotes cycling on quiet roads and purpose built trails including the Conkers Circuit and the Ashby Wouds Heritage Trail. The Hicks Lodge National forest Cycling Centre offers a range of off road trails for cyclists with different levels of skill. The National Forest long distance trail (75 miles) is also due to launch in 2014.

Map below shows the most popular starting off points for the major cycling trails and long distance walking routes in the county.



The Peak District National Park is recognised equally as an important area for walking, providing 202m² of open access land and 1,867m of rights of way. Long distance routes include the Pennine Way National Trail and the Trans Pennine Trail which is part of the 2,500m E8 European walking route. Many of the cycling routes identified above are promoted as accessible routes for walkers of different abilities and the Park offers regular Ranger led guided walks throughout the year.

Other sports for which the area is particularly noted include:

- Horse riding – all 65m of trails above can be used by horse riders and there is an extensive network of bridleways for more challenging rides including the long distance Pennine Bridleway. There are facilities for horse box parking and tethering on the Tissington Trail and Longdendale Trail.
- Caving – the Titan Cave at Castleton is the UK's highest natural cavern. Caving days are offered from a number of activity centres around the area.
- Rock climbing – the climbing is considered to be so good in the area that many recreational climbers chose to live and work around the Peak District. Stanage Edge near Sheffield and the Roaches in the Staffordshire Moorlands are nationally recognised for climbing.
- Airsports – Mam Tor near Castleton is also recognised nationally for hang gliding and paragliding and Derbyshire and Lancashire Gliding Club near Hathersage offers a range of airsports around the Peak District.
- Fishing – river fishing in the Wye, Derwent and Dove Rivers is recognised as some of the best in the UK. Coarse fishing is offered on Rudyard, Ladybower and Carsington Reservoirs.
- Motor Sports – the National Forest has a particular reputation for motor sports at the Donnington Park Racing Circuit. Tank driving is offered at Measham near Swadlincote.

KEY FINDINGS

EVENTS:

The area is seen by stakeholders as offering a strong and varied events programme with some suggesting that the area 'punches above its weight' in terms of cultural and music events and festivals.

Derby city's events programme, including Feste, Forum and Deda, is seen as very important, both in terms of drawing visitors to the city and in generating positive media coverage. The public sector funding cuts are particularly significant to the events programme and some of the established cultural events are currently potentially under threat.

A number of people feel however that the city's events programme needs to be extended to create more animation and activity across the whole year. There is a feeling that visitors can turn up at certain times of year when nothing is happening and be confronted with a 'sterile' or 'lack lustre' experience in the city.

The Buxton Festival is seen by many people as very important, particularly in terms of raising the profile of the area and drawing in new visitors. At present the opera and music elements of the programme draw a wider audience than the literary festival which tends to attract a more local audience.

Many people, particularly those in and around Buxton, recognise that at present the accommodation stock in the town is limiting the potential of the festival and that the plans for the new and improved hotel stock will allow more to be made of the event which is growing in recognition.

A number of other festivals and events also have good recognition, in some cases to particular markets. Those mentioned included Y Not?, the Darley Park Classical Music Festival, the Derbyshire Literary Festival, the Stainsby Festival (folk music), the Ilkeston Charter Fair (the oldest and largest street fair in Europe) and the Belper Music Festival.

As with the attractions, several consultees feel that the opportunities for linking festivals and events to the wider destination offer is not being fully exploited. Some also feel that because the wider destination lacks definition, this limits the extent to which the area can develop a reputation as a vibrant place for events and festivals. In particular, the Chatsworth events programme, although seen as very important, is thought to be

quite self-contained, benefiting Chatsworth and some accommodation providers but not being exploited fully by the wider destination.

In addition to the established events programme, there is an aspiration to create a major iconic new event within the National Park. L' Eroica is a light hearted heritage cycling 'race' where participants dress up in traditional cycling clothes and ride retro bikes along scenic routes. Lavish local food is all part of the experience. Funding is being sought to bring the event to the Park, linking with the development of the cycling offer in the Peaks.

The Festivity Group is seen as a valuable forum for bringing together all of the promoters of festivals throughout Derbyshire although the lack of funding is now a critical issue.

Two new sports venues, a velodrome and a multi sports area will be opening in Derby in the next few years and these will present opportunities for the city to attract other major, high profile sports events.

In addition, many events attract primarily day visitors and there is a feeling that if events could be extended and promoted as more than a day visit then this might help attract more staying visitors to the area.

CULTURAL & MAJOR VENUES

The importance of cultural venues in Derby was discussed widely and many consultees agree that there is a need for a bigger performance venue, capable of holding up to 1,500 people. Over the last seven or eight years there have been a number of reports produced looking the different options. The Assembly Rooms site is seen as potentially the most realistic option.

Some people anticipate that once the two new sports venues (the velodrome and multi sports venue) are completed in the city, the new cultural venue may become the priority. This may enable the required capital funding to be found. The issue of on-going revenue funding is seen as an important one however, particularly amongst the existing venue operators.

Some people also commented that the promotion of the cultural venues is too fragmented and that the offer would be stronger if there was more promotion of the city's cultural offer as a whole.

Culture Derbyshire, the delivery mechanism for the Derbyshire Partnership Forum, is potentially a valuable and powerful partnership for the sector as a whole which could enable to development of both venue development and the cultural offer as a whole.

A number of people mentioned conferencing, particularly those based in Derby. Most feel that the city is well provided for through hotels and other venues and that the new sports venues may add new flexible spaces. A new theatre, if it is built, should also be versatile and able to host conferences and potentially exhibitions.

Within the National Park area, there are a small number of potential development schemes for hotels with conferencing facilities although securing funding appears to be a problem for commercial developers at present. The Marquis of Granby site near Bamford was mentioned as one scheme where work had started and stalled but may resume at a later date.

DESTINATION

One of the most significant issues, raised by most consultees, was the lack of definition for the 'destination'. Clearly Derby and some of the larger towns have a profile in their own right. The area as a whole however has indistinct boundaries and is branded in a number of different ways with signs on roads and motorways offering a confusing sense of arrival.

Most people believe that the Peak District should be the overarching destination brand and that the use of the Derbyshire Dales and the Staffordshire Moorlands for example dilutes the opportunities presented by the magnificence of the National Park.

This single brand should be promoted consistently.

PHASE TWO

This part of the Report has only just been completed and the first draft identifies some of the following opportunities and gaps.

Again I have only included the items that refer to the Cultural agenda.

ATTRACTIONS

Attractions are a very important part of the visitor offer. The opportunities identified as offering potential for development in most cases involve existing attractions or sites which could play a more significant part of the visitor offer of the areas.

Silk Mill Derby – High priority
Bugsworth Basin – Medium
Rolleston Forestry – medium
Cromford Mills – high
Stavely Hall – high
Joseph Wright Tour – medium

DESTINATIONS & HUBS

There are three different types of visitor hubs in our area; (a) gateway cities and towns; (b) destination cities, towns and villages and (c) other hubs.

Investment recommended in key Gateway Destinations; Destination Cities, Towns and Villages

Other Hubs include Carsington and Chatsworth; given the emphasis on cycling these destinations and hubs should also be cycling friendly.

Debate continues as to which are the key gateway and destination places

ENTERTAINMENT & THE ARTS

Entertainment forms an important part of the appeal to the destination; two recommendations;

New Theatre to host 1,500 people in Derby – medium priority

STRATEGY FOR SUSTAINABILITY, CULTURAL VENUES – Derby

In Derby many venues are under threat of cuts so it is recommended that a sustainable strategy is developed for the venues

High Priority

FESTIVALS & EVENTS

Key recommendation is a co-ordinated events programme to ensure that events are not held on the same dates and that destinations do not compete against each other.

Medium priority

NIGHTLIFE

Many cities actively encourage a 'night time economy' and culture where restaurants and bars provide seating out in the street. Derby has a good range of restaurants and pubs and there are a number of areas which would benefit from more outdoor activity in the city

Medium priority

OUTDOOR EVENT SPACES- Derby

Suitable sites should be identified and a system developed to allow event organisers to use them

Medium priority

ACTIVITIES & SPORTS

Recent bids via the Pedal Peak District have been very successful but two other routes have been identified and in need of investment; The Wyedale to Buxton and the completion of the loop to Cromford.

Medium priority

The Derwent Valley Mills World Heritage Site offers opportunities for walking and cycling, linking sites along the river.

Medium priority.

REPORT TITLE: MARKETING THE PEAK DISTRICT AND DERBYSHIRE

1.0 PURPOSE

- 1.1 The purpose of this report is to provide an overview of the progress being made in the preparation of the new Destination Management Plan and an overview of the Visit Peak and Derbyshire's presentation on the proposed marketing campaigns for 2014.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 **Partners of the Culture Derbyshire Board are requested to consider the proposed marketing campaigns and provide feedback on the approach to be taken, to ensure maximum impact and social/ economic benefit to individuals, communities and local businesses in Derbyshire.**

3.0 SUMMARY

- 3.1 Some progress has been made to date regarding the preparation of the Destination Management Plan but there is more to do; much of which will build on the key findings of Stage 2 of the Colliers' report. To ensure good progress, Visit Peak and Derbyshire DMO is planning to procure additional input from private sector consultants in Spring 2014 to help draft the new Destination Management Plan.
- 3.2 In the meantime, marketing plans for 2014 are being developed, which for the first time include a TV advert funded by Visit England and the Regional Growth Fund. The presentation to the Culture Derbyshire Board will include:
- An overview of the target audiences – why and who we target
 - A summary of the proposed DMO marketing campaigns for 2014/15 which are:
 - Campaign one: The world away - that's not far away, supported by RGF/Visit England cash
 - Campaign Two: Thematic campaign with Visit England on countryside and romantic gateways
 - Campaign Three: Cities Campaign targeting local city residents/workers to take a rural break – to include 2014 summer of cycling
 - Campaign Four: Special breaks thematic targeting UK wide audiences
 - Campaign Five: to target groups and travel trade

4.0 RECOMMENDATIONS

- 4.1 Not applicable

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REPORT TITLE: TOUR de FRANCE

1.0 PURPOSE

- 1.1 The purpose of this note is to provide a summary of the work undertaken to date on preparing for the Tour de France (which will travel along the A628 on 6 July 2014).
- 1.2 The note also sets out the legacy development work currently being undertaken in partnership with key organisations, to maximise the economic and cultural benefits of the Tour de France.
- 1.3 The note seeks to identify potential opportunities for further involvement of other cultural organisations.

2.0 DISCUSSION AND DECISIONS REQUIRED BY CULTURE DERBYSHIRE

- 2.1 The Board is requested to note the progress to date**
- 2.2 The Board is specifically requested to consider the opportunities for engagement and contribution to the legacy programme outlined in Appendix 1 by cultural partners, maximising opportunities for shared communication, increased visitor offer and increased visitor numbers.**

3.0 SUMMARY

Background

- 3.1 Derbyshire County Council has established an internal officer group to oversee the preparation of Derbyshire's contribution to next year's Tour de France event on 6 July. The group is also co-ordinating activity with other local authorities and organisations to maximise the cultural and sporting opportunities for legacy development in 2014 and beyond.
- 3.2 With regards to preparations for managing the actual day of the tour and the 'Grand Depart' itself, much work has already taken place in liaison with the Tour de France Hub, being co-ordinated by Leeds City Council. This involves:
- Preparation of the highway network on the Tour route
 - Preparation to support spectator traffic and visitor management
 - Event management logistics (on the day/ weekend)
- 3.3 Discussions and preparations are being carried out in liaison with colleagues in Kirklees, Barnsley, High Peak, the Peak District National Park, Northern Rail, United Utilities and transport executives to ensure a co-ordinated approach to event and spectator management and to ensure our preparations

meet the required expectations, optimise the available resources and maximise the opportunities presented by the event.

3.4 Current understanding of the scale of the event is as follows:

- Current estimates suggest 60,000 spectators will attend for the section that runs through Derbyshire (from Holme Moss to Woodhead and east on the A628)
- It is estimated spectators will travel an average of 35km to watch the Tour – therefore the Derbyshire section is in reach of neighbouring conurbations such as Sheffield, Manchester, Huddersfield, Oldham, Barnsley, Stoke etc.
- The whole Tour ‘caravan’ will take approximately 8 hours to pass – this includes waiting time, team buses, publicity vehicles, support vehicles etc which means the public will be unable to move for that amount of time. Crowd management and good communication will be essential in managing public expectations.
- A Traffic Management Plan has been prepared and costed covering routing information, signage, diversion etc.

3.5 A number of issues relating to spectator movement and spectator management/ crowd safety are subject to detailed discussions at present and the opportunities for increasing overnight visitor stays in both registered and non-registered (pop-up) B and Bs and campsites are being explored, alongside opportunities for ‘park and walk/cycle’ schemes.

3.6 The Tour de France hub is leading the strategic discussions on network management and crowd control but any additional arrangements (including provision of complimentary events, entertainments etc) is the responsibility of the relevant local authorities or partners.

Developing and Delivering the Legacy

3.7 A strong partnership approach is being used to harness the cultural and economic benefits of the TdF legacy, including encouraging/ supporting new and existing local business.

3.8 Partners from across the local authority, sporting and business communities have already started working together to identify opportunities to raise the profile of Derbyshire as a cultural and sporting (particularly cycling) destination. Further work is planned to extend the discussion to cultural, festival and arts organisations to collate a full programme of events for visitors and residents, harnessing the excitement and focus that comes with the Tour de France.

3.9 A set of shared ‘legacy objectives’ has been developed which will help key partners and stakeholders engage with and participate in the overall programme. They will also support joint working and will ensure limited resources are shared and maximised where possible. The draft objectives are:

1. *Promoting Derbyshire and Peak District as UK's number 1 cycling destination*
2. *Increasing participation in cycling – all ages, all abilities*
3. *Improving health and wellbeing of Derbyshire residents*

4. *Maximising the economic advantage of the Tour de France and L'Eroica by:*
 - *Increasing visitor numbers*
 - *Increasing visitor GVA*
 - *Increasing number of overnight stays*
 - *Growing the GVA of cycling economy*

3.10 The Tour Hub is keen to ensure local authority areas maximise the 100 days leading up to the event. For Derbyshire, this period includes the Easter, May Day and Spring Bank weekends during April and May. In addition, the partners are keen to ensure the excitement and attraction of visiting Derbyshire for the Tour extends not only beyond the event on the 6 July, but beyond the Northern edge of the county, through the World Heritage Site and to all our communities.

- 3.11 Joint work to date has identified a number of cycling-specific proposals for the wider legacy programme. These include:
- Utilising the **'Summer of Cycling'** brand to link existing events (e.g. Pedal Peak, High Peak Hog, Hardwick Hall ride, WHS Walking and Cycling Festival etc) to any new, planned activities to maximise the impact of publicity and marketing
 - Creating between 3 and 5 new events (subject to resources), building on existing networks, as part of the programme such as:
 - **L'Eroica – a new cycling event in the Peak area already committed for five years from 2014**
 - A cycle maintenance weekend (Easter) – supported by volunteers and cycle shops in and around Glossop, in proximity to the Trans Pennine Trail and Tour route
 - Family fun rides along the **Trans Pennine Trail** which parallels the Tour route from Torside In Derbyshire to Penistone in Barnsley (May Day and Spring Bank) – marshalled by community groups and cycle clubs
 - A new **Criterion** potentially around Glossop in the first instance – for all ages and abilities (professional, club, family, fun and disabled)
 - A potential new cycle ride in the **National Forest** to draw visitors through Derbyshire to the south of the county to ensure all communities benefit
 - Major events at the new **Derby velodrome**

3.12 To be successful, and to ensure continuity over the long term, the events programme needs the support of key stakeholders so further work is being planned in liaison with:

- Schools
- Events organisers (including the houses and estates)
- Voluntary and community groups in key localities (e.g. Glossop, Bakewell)
- Cycle and cycle hire shops
- Local businesses and landowners
- Visit Peak and Derbyshire
- Colleagues from partner organisations such as DCC, Sport Derbyshire, Culture Derbyshire, Peak Park, National Forest and other local authorities

3.13 In addition, the cycle-related legacy programme (outlined above) needs to be co-ordinated with other cultural, arts and heritage events in the relevant localities to ensure more effective events management (impact on resources, communication, visitor numbers, car parking etc) and a better experience for both visitors and residents. To this end, a draft composite legacy programme is being developed (see appendix 1).

3.14 It is proposed that partners will continue to work closely over the months to the 'Grand Depart', and beyond, to capture, develop and deliver an imaginative legacy programme, including shared communications and marketing where possible to increase visitor 'reach' and proactive work with local businesses to encourage economic growth.

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SUMMER OF CYCLING: DRAFT LEGACY PROGRAMME

Appendix 1

	January/ February	March	April	May	June
Confirmed and resourced		<p>23rd Trail Quest</p> <p>28th <u>100 DAY LAUNCH TdF</u></p> <p>29th Short Sportives</p>	<p>6th Igloo Sportive</p>	<p>4th Short Sportive</p> <p>11th <u>HIGH PEAK HOG</u></p> <p>18th Monster Cycling Event (Roslinton)</p> <p>18th CC Giro Minicamp Monster Sportive</p> <p>18th Wiggle Kilo – tour of the Peak (Bakewell)</p> <p>24th Derby City Cycle Awareness</p>	<p>15 — 22nd <u>BIKE WEEK</u></p> <p>15th DCC Pedal Power (guided ride, Shipley)</p> <p>19th DCC Cycle for Supper (Nutbrook)</p> <p>20-22nd <u>L'EROICA</u> (Bakewell)</p> <p>22nd DCC treasure trail guided ride)</p>
Planned but not resourced			<p>Derby City Cycle Race</p> <p>Dry Run TdF</p> <p>Cycle Workshops and proficiency (TPT)</p>	<p><u>Women's Tour of Britain?</u></p> <p>Bike to work week</p> <p>Schools' Travel Smart week</p> <p><u>RIDE THE ROUTE</u> (Family fun on TPT)</p>	<p>Chinley Family Cycliny Festival</p> <p>Grindleford Goat Sportive</p>
Related Activity				<p>Food and Drink Fair</p> <p>Bearded Theory Festival</p>	

	July	August	September	October/ November/ December
Confirmed and resourced	6 th TOUR DE FRANCE GRAND DEPART 6 th Epic Peak (Bakewell SPOA Sportive)	2 nd Evans Ride IT (MTB event, Peaks) 3 rd Evans Ride IT (Sportive event, Peaks)		
Planned but not resourced	Cycle confidence training Learn to Ride (Barnsley)	Peak District Wiggle Emphasise existing cycling events in August Glossop Criterium	TOUR OF BRITAIN Derby Sportive – disabled riders, 50 and 100 miles Amber Valley Schools Cycling Festival Thornbridge Bike Fest	NATIONAL TRUST – HIDDEN PEAK Sportive DERBY VELODROME – soft opening of sports arena
Related Activity	Bakewell Music Festival Buxton Fringe Festival	YNOT Festival		Buxton Adventure Festival

Potential Events – to be confirmed

TPT – 25 year anniversary

Holme Moss Challenge

Breeze rides plus other activities taking place all summer

Bamford Community Cycling Festival

National Forest cycling partnership

PDNPA – Tissington Trail – Ashbourne to Parsley Hay

Cyclo Cross events

Buxton Cycling club

Glossop Kinder velodrome hill challenge series

Opening events for new cycle ways: tunnel woods, Great north greenway, Pedal Peak, Hipper Valley

Trail Quest

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. This report will be subject to a brief presentation of key issues and proposals at the Board meeting.

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 by the financial 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 6 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 5 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, measurable, 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. A copy of a draft reporting tool is provided at Appendix 4.

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	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% ↑

*** 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.

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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
Peveril 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.	

Indicator	Source	Definition and other notes	Responsible Officer
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
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

Indicator	Source	Definition and other notes	Responsible Officer
CD7c	Derbyshire Sport		Margaret Blount
CD7d	Peak District National Park		Ken Smith

Draft Reporting Tool

Progress Against PI CD1a: to Increase Visitor Numbers 2012/13

	Outturn 2011/12	Target 2012/13	Outturn 2012/13			
CD1a Number of visits to all identified museums and heritage sites in Derbyshire (based on a sample of 13 sites – see Appendix 1)	1,401,014	1,500,000	1,567,802			
			Qt 1	Qt 2	Qt 3	Qt 4
Buxton Museum and Art Gallery		36500	9115	10689	5957	8950
Chesterfield Museum and Art Gallery		41,000				
Chatsworth		150,000				

