

CULTURE THEME BOARD

23rd March 2010

10.00 – 12.00

The Whitworth Centre, Darley Dale

AGENDA

- 1 Presentation: Derbyshire Literature Festival
Ann Wright, Assistant Head of Arts, Derbyshire CC 10.00
- 2 Welcome and apologies for absence 10.20
- 3 Minutes of the meeting held on 27th January 2010 (attached) 10.25
- 4 Matters arising from the minutes
- 5 National indicators and secondary indicators: Q3 reports 10.35
NI 7 (Lorna Wallace)
NI 8 (David Joy /Stuart Batchelor) (paper attached)
NI 9 (Jaci Brumwell)
- 6 2012 – Torch Relay (David Joy / Ann Wright) 11.05
- 7 Derbyshire Culture Officers Group advocacy document
(Stuart Batchelor) 11.15
- 8 Outcomes from cultural services (Wesley Downes) 11.20
This will be a participative session (papers attached)
- 9 Dates of future meetings:
Tuesday 25th May 2.00 p.m. (please note change of time)
Wednesday 21st July 10.00 a.m.
Wednesday 29th Sept 10.00 a.m.
Wednesday, 1st Dec 10.00 a.m.
Wednesday 26th January 10.00 a.m.

MINUTES of the **CULTURE THEME BOARD** held at Sharpe's Pottery Museum and Visitor Centre, on 27 January 2010.

PRESENT

Councillor Andrew Lewer (In the Chair)

Pauline Beswick, Peak District National Park Authority, Councillor John Grant, South Derbyshire District Council, David James, Visit Peak District and Derbyshire, David Joy, Derbyshire Sport, Councillor Barry Lewis, DCC, Martin Molloy, DCC, Cultural and Community Services, Steve Pintus, Derbyshire County PCT, Councillor Chris Short, Amber Valley Borough Council, Councillor Geoff Stevens, Derbyshire Dales District Council and Claire Thornber, 3 D (Substitute Member).

In attendance: Stuart Batchelor, South Derbyshire District Council, Mike Blythe, North East Derbyshire District Council, Dave Brooks, Derbyshire Dales District Council, Jaci Brumwell DCC, Cultural and Community Services, Wesley Downes, DCC, Chief Executive's Office, Robert Gent, DCC Cultural and Community Services, Julian Townsend, Amber Valley Borough Council, Ros Westwood, DCC Museums, Ann Wright, DCC, Arts.

Apologies for absence were submitted on behalf of Councillor Andrew Bingham, High Peak Borough Council, Andy Brown, High Peak Borough Council, Carla Capstick, DCC, CAYA, Mike Hayden, Chesterfield Borough Council, Emily Penn, Derbyshire Arts Partnership, Councillor Ray Russell, Chesterfield Borough Council, Councillor Anne Syrett, Bolsover District Council, Councillor Emily Thrane, Arts Council England, Bernadette Wainwright, Chesterfield Borough Council, Lorna Wallace, 3 D.

01/10 **MINUTES** The minutes of the meeting of the Culture Theme Board held on 17 November 2009 were received.

02/10 **MATTERS ARISING** (a) Derwent Valley Mills World Heritage Site (minute 26/09 refers) It was noted that the workshop for constituent councils due to be held at the PDNPA Headquarters on 13 January to discuss the Authority's strategy had been cancelled due to bad weather, and was to be reconvened on 19 March.

(b) Community Cohesion (minute 29/09 refers) Members were informed that Amber Valley Borough Council had been successful in its bid to the Government's Connecting Communities programme and work would now be taking place over the coming months.

It was also confirmed that the working group was currently putting together the response to the twelve-week consultation.

03/10 PRESENTATION: SHARPE'S POTTERY Tony Hurrell made a brief presentation about Sharpe's Pottery Museum and Visitor Centre and the plans for future development. Members were informed that in the early 19th century, Swadlincote exported vast quantities of household pottery to the United States. Later the area became a major producer of the pipes and toilets demanded by the great public health reforms of the Victorian era.

The visitor centre was housed in a restored 19th century pottery works in Swadlincote and was a registered museum. The exhibits and displays told a story of the South Derbyshire Pottery industry from the 16th – 21st Century. The museum was able to offer the latest in interactive technology, showing video clips, old new reels and photographs revealing the hidden treasures, surprising skills and fascinating facts of South Derbyshire Pottery. It was explained that the ongoing success of the museum and visitor centre was based on the partnership between the voluntary, public and private sectors, funding from other outside agencies, and an active volunteer network. Future developments included a new coffee shop and a child friendly play area in the hope of encouraging more families and young people into the centre. More conference facilities were also proposed.

The Chair thanked Tony for a most interesting and informative presentation.

04/10 PRESENTATION: VISIT PEAK DISTRICT David James, Chief Executive of Visit Peak District and Derbyshire, Destination Management Partnership (DMP), made a presentation to Members on the role, aim and vision of the organisation in promoting culture and tourism for the Peak District and Derbyshire.

Visit Peak District and Derbyshire was one of five DMP's in the country, which utilised the Peak District as its core strength. It was very much a partnership organisation whose aim was to raise the profile of the Peak District and Derbyshire, and would operate on a budget for 2010/11 of £1.25m. Details were given of the income and expenditure with particular emphasis being placed on the marketing expenditure of £441,000. Marketing was seen as a vital aspect of the organisation's work in order to achieve its vision of becoming a world class destination, and attracting increased visitor numbers. Already the Peak District and Derbyshire had an unrivalled choice of landscape, heritage, attractions, food and drink and accommodation, and despite it being one of the

smallest destination management partnerships in the country in terms of both size and budget, the communications and marketing team did a first class job in promoting the area. David gave details of the various marketing campaigns carried out by the DMP and highlighted the success of its flagship brochure, "Peak District and Derbyshire - Time to Escape" and explained that of the people who requested a copy, 72% went on to book accommodation through the guide.

This year other marketing strategies included thematic short breaks, a Travel Trade campaign and the "On Your Doorstep" campaign due to be run during the last week in April encouraging local people to explore what facilities were available in their own locality.

Innovative techniques for the dispersal of information were also being encouraged throughout the county, with ever increasing numbers of information points in libraries, leisure centres, museums etc. It was also explained how public relations was a key element of the work of the DMP and it was vital to encourage journalists whether local, regional, national or international to visit Derbyshire and the Peak District in order to promote the area on a wider scale.

Examples of major PR projects that had already taken place or were planned included the "Mind the Gap" campaign promoted by East Midlands trains at stations in the London area and the potential 'spin off' in terms of coverage of the Olympics that could have a significant impact for the Derbyshire and Peak District area.

In conclusion it was agreed that their was a major role to play for all partnership organisations in promoting the area and continuing to make Derbyshire and the Peak District a world class destination for people to visit.

05/10 LOCAL AUTHORITIES WORLD HERITAGE FORUM – CULTURAL OLYMPIAD PROJECT Ann Wright, Assistant Head of Arts gave a brief presentation on the Local Authorities World Heritage Forum, Cultural Olympiad project.

Members were informed that in June 2008, the local Authority World Heritage Forum agreed to pursue a proposal for a joint UK – wide, World Heritage Site contribution to the London 2012 Olympics Cultural Olympiad Programme. 2012 was also the 40th anniversary of UNESCO World Heritage Convention.

The aim of the project was to establish an integrated national programme of cultural activity that celebrated the outstanding universal value of each UK world heritage site. Partners in the project were

LAWHS which had members for all UK world heritage sites; Era Ltd a consultancy specialising in cultural statutory programmes, which was working on fund raising and Endemol, a network of leading entertainment companies covering digital platforms and broadcast media.

Details of potential funding were given and a Heritage Lottery Fund bid of £2.6m had been submitted in December. Each World Heritage Site would be expected to contribute the equivalent of a half time post for two years.

World Heritage for 2012 was a two stage project focused on stimulating community responses to outstanding universal value through a series of journeys and then capturing and presenting these both digitally and in high profile locations in London during the Olympics.

The presentation of the UK world heritage sites was planned in two stages being the journey and showcasing. In relation to the journey the aim was to explore international connections with people in local WHS communities by taking a journey with the help of artists, film makers and designers and high profile narrators collecting stories and reflections and inspiring local cultural events. The UK's WHS sites would be grouped into five journeys each reflecting a particular theme to reflect the five Olympic rings. It was likely that the Derwent Valley Mills WHS would be grouped with Saltaire and Ironbridge among others, under a theme of creativity and innovation.

In relation to showcasing the exhibition would use the themes that emerged on the journey chosen through a national design competition. Film and digital media would connect the Olympic audience with communities with the participating world heritage sites.

Many ideas were under consideration and these would be developed as the project progressed.

Councillor Lewer thanked Ann for a most interesting and informative presentation and agreed that Members should receive a copy of the briefing paper.

06/10 DERWENT VALLEY MILLS WORLD HERITAGE SITE

Councillor Lewer informed Members that a recent meeting of the World Heritage Site Forum in Derby, discussions had taken place with Members recognising the need for greater promotion and a streamlined governance structure in order to promote and make the most of the World Heritage Site.

A new Board was to be made up of 8 or 9 Members including local authority, university, third sector, voluntary and private sector organisations.

Councillor Lewer would act as Chairman with P Morris as Vice Chairman. A recruitment process had been agreed and board members would be appointed. Once this had been finalised a full time director would be employed with support structures beneath that role.

Councillor Lewer agreed that all Members should receive more detailed information relating to this proposal.

Members also noted that the East Midlands Regional Efficiency Partnership on which Derbyshire had two Members had recently allocated £104,000 towards marketing the Derwent Valley Mills World Heritage Site.

07/10 DERBYSHIRE PLAN FOR SPORT AND ACTIVE RECREATION David Joy, Derbyshire Sport gave a brief presentation on “2012 and Beyond – A Plan for Sport and Active Recreation in Derbyshire 2010 – 2015”.

Members were informed that the plan was intended to provide the strategic framework for the development of sport and active recreation for the whole of Derbyshire including Derby City. It set out to build on existing strengths and address the challenges ahead. It had been developed to engage the work of those organisations and individuals in the county who are involved in the planning and delivery of sport and active recreation.

David explained that the report clearly set out one vision, three ambitions, and ten ways of working, which were shared between Derby City and Derbyshire as a whole.

Details of the action plans were given and although they did not attempt to include every action for every agency they were intended to present a clear vision, ambitions, and ways of working and targets, which could then be reflected in the strategic and delivery plans of many organisations that contributed to the delivery of sport and active recreation.

It was widely accepted that for this plan to succeed many national, regional, county and local organisations would need to endorse the plan and commit their resources to it and play their part in its delivery.

Councillor Lewer thanked David for an interesting and informative presentation and emphasised the need to focus on active recreation with a slant towards health. The Active Derbyshire Partnership was currently trying to get information out in a co-ordinated approach with a particular emphasis on making leisure centres a local hub not only with regard to what they provide at that particular centre but on what other forms of active recreation were available throughout the area. It was hoped that it would lead to greater participation in active leisure and enable analysis to be made of the health outcomes.

08/10 **WORLD MENTAL HEALTH DAY** Jaci Brumwell informed Members of the success of the World Mental Health Day event that the Authority hosted at Chesterfield Library and which was supported by the PCT, NHS and voluntary health organisations. The event had been a great success with over two hundred people attending and had raised the profile of the mental health issues people were experiencing. There had been a number of activities on offer including reading groups and poetry activities, with a lot of positive outcomes.

09/10 **DERBYSHIRE READING CHAMPION** Jaci Brumwell informed Members that 2008 had been the National Year of Reading. Derbyshire had taken part in the event with lots of activities and staff had worked very hard to ensure that 25,000 new Members had registered during this period. However, the focus now was to maintain momentum and sustain and build. This was particularly aimed at encouraging young people to participate, hence the creation of the Derbyshire Reading Champion.

When looking to appoint the Reading Champion, a stipulation for the two year post was that the person must live in Derbyshire or have a connection with Derbyshire, was a recognised published writer, and was able to inspire children and young people whilst raising the profile of Derbyshire.

It was confirmed that an appointment had been made with which the Authority were delighted and that Councillor Lewer would unveil the Derbyshire Reading Champion on World Book Day.

10/10 **CAPTURING OUTCOMES FROM CULTURAL SERVICES** Martin Molloy, Strategic Director of Cultural and Community Services explained to members that in accordance with the Audit Commission's requirements, the Authority needed to generate a way of capturing outcomes in a meaningful way that also worked for Derbyshire. This meant that evidence had to be produced to show where was the value

to people and how had peoples lives been changed by the Authority's investment in cultural and community services.

Whilst significant evidence existed relating to individuals whose lives had been changed, this was not what the Audit Commission required and Martin challenged all Members to think about how a subtle and persuasive response could be provided to show that people's lives had been altered.

Councillor Lewer thanked Martin for the briefing and given that this was such an important and detailed topic, that it be placed on a future agenda where a more detailed discussion could take place.

11/10 **DATE AND VENUE OF NEXT MEETING** The next meeting of the board would take place on Tuesday 23 March 2010, commencing at 10am at The Whitworth Centre, Darley Dale.

Olympic Torch Relay Briefing

5th February 2010

Deborah Hale (head of Torch Relay), Christopher Miles (Silver Commander from the Metropolitan Police, in charge of Torch Relay security), and Michael Daziel (Torch Relay team – organising main events)

- No route has been planned, nor there ANY pre-determined places it must go through
- There are TWO torch relays – one for the Olympics and one for the Paralympics. This briefing mainly about Olympic TR

Paralympic TR:

- Only 5-7 days
- Happens between Olympics and Paralympics
- Likely to be more event-based
- Lit in England
- No IOC rules for this TR

4 guiding principles:

- For everyone, with a focus on youth
- Ecologically sustainable (e.g. fuel for the torch; how convoy is powered; etc.)
- Global reach, even though it's a national relay (through the diversity of UK population; digital media; broadcast media)
- For our times

Olympic TR:

- Flame is lit using the rays of the sun and a parabolic mirror on Mount Olympus in a special ceremony
- Flame taken round Greece for 5 days, then to the ancient Olympic Arena
- Then transferred directly to UK – not known yet where it will land
- National relay only, not international
- Will arrive in mid-May
- 60 – 80 days around the UK
- Not a continuous relay – there are overnight stops and the Flame will be transported from one place to another by vehicle sometimes each day
- Last 5 days of relay will be in London
- 4 days for each nation, except England
- 3 days for each English region

- Will plan a route so that 95% of the population will be within one hour's journey of the Flame at some point
- Will try to take in cities, rural areas, schools, all the Live Sites (i.e. with Big Screens), heritage places, coast, areas of natural beauty, links with Cultural Olympiad events PLUS deprived areas; and want to involve as many children and young people as possible
- 7, 000 to 8,000 torch bearers = c.160 per day; there will be an open application process in 2011; want to tell those torch bearers' stories. They want people from every walk of life/social background/ability/famous athletes and people and "ordinary" people with a story; each person only runs about 300m. The torch bearers get to keep their uniform and their torch
- c.250 crew members (who need to be housed every night); c.45 vehicles (which all have to be washed every day, because they're on show all the time – just one example of detail to be managed)

Each day will cover c.130 miles:

- Small starting ceremony, usually with a local VIP/celebrity, at an iconic landmark or area of natural beauty
- Relay through populated areas; driven through unpopulated areas. The convoy of vehicles and the runner will be about ½ mile long. It consists of pilot vehicle (navigator); torchbearer shuttle bus (dropping off torch bearers along the route for that day); police car; sponsor vehicles; media van (TV cameras); torch bearer + escort/security; command vehicle; security vehicle; torch bearer pick-up bus; police car
- Lunchtime break, for crew to rest for an hour or so; informal events hosted by local community
- Sometimes there will be an "outreach leg", where they want to go to a particular place or landmark, but don't need to take the whole convoy
- Evening celebration – there will be a two hour show every night. The first decisions for the route of the TR will be based on where these celebrations are to be held – major cities and towns, want to visit all the Big Screens (Live Sites). This will give the skeleton for the route. The TR crew will bring a stage, screen, lighting, sound, infrastructure and the main elements of the show. There will be a chance for local groups to take part in the show.

Security and Safety

- The Met is responsible for the security of the Flame, the torch, the torchbearer and the convoy
- Local police are responsible for (and will pay for) the policing of the events, route, spectators and any protesters (remember Konnie Huq; anti-seal-culling protesters followed much of the Vancouver TR)

- Chris Miles' team will be responsible for liaison with local police forces
- Want security to be as much in the background as possible
- Will try to slot big name celebrities into times and places where it will cause minimum disruption

Sponsors

- The TR will be sponsored; there will be 3 presenting partners and 5 or 6 supporting partners. Negotiations are happening now for this, so can't say who they are, except that BMW is the vehicle sponsor, and they are looking for a hotel chain to sponsor it and put the crew up along the way
- BBC is the media partner for the Olympic TR; Channel 4 for the Paralympic TR
- Torch design is likely to be put out to tender in March
- Adidas are designing the uniforms for the torchbearers and crew

What LOCOG brings:

- Torch Relay
- Security round Flame and convoy
- Torchbearer programme
- Stage and screen
- Entertainment content
- Sound and light
- Production management
- Marketing support
- The Flame
- BBC and other sponsors

TR will ask local authorities and local police forces to provide (and pay for):

- Crowds to line the route
- Animating the route (other activities for the crowds to take part in; other activities to make the route more lively and interesting, e.g. street dressing, or working with artists and children to make banners, etc.)
- Local event plan
- Permits and licences
- Integrated local PR/marketing pre-, during and post-TR
- Locally themed stage programming for the evening show
- Public event co-ordination for the evening – crowd management; road closures; traffic management; stewarding; toilet facilities; cleaning and waste management; street dressing; etc.
- Traffic management along the whole route
- Safety and security of evening ceremonies
- Help TR to tell the stories of your community and its people



London 2012 Torch Relay Planning Research Questionnaire – Response by Derbyshire

County Top Fives:

Areas of cultural significance

- Derwent Valley World Heritage Site (inc. Cromford Mill)
- Buxton (Festival & Spa Town)
- Eyam
- Pleasley Colliery (& NE Derbyshire Mining)
- Blue John Cavern

Other areas receiving more than one vote were:

- Bakewell (puddings)
- Joseph Wright Gallery
- Cresswell Crags
- Normanton Mosque

All other suggested areas were:

- Crich Tramway Village
- Derby Cathedral
- Shrovetide Football, Ashbourne
- Quad Arts Centre, Derby
- Live Site on Derby Market Place
- Wirksworth

Areas of historical significance

- Derwent Valley World Heritage Site (inc. Cromford Mill)
- Stately Homes (Chatsworth, Hardwick Hall, Kedleston Hall, Calke Abbey plus Bolsover Castle)
- Buxton (The Dome and Opera House)
- Smedleys Hydro (Matlock Bath Spa Town)
- Swarkestone Bridge

Other area receiving more than one vote was:

- Derby Roundhouse

All other suggested areas were:

- Barlborough Hall
- Sudbury (National Museum of Childhood)
- Derbyshire County Cricket Club
- Pleasley Pit Museum
- Chesterfield Church Spire
- Heage Windmill
- Pickford House Museum

Areas of sporting significance

- Pride Park Stadium (home of Derby County)
- Derbyshire County Cricket Club (Pre Olympic Training Venue)

- New Chesterfield Town FC Stadium
- Derby – Getting Derby Active Programme
- Rivers Dore, Derwent and Wye (for fly fishing)

Other area receiving more than one vote was:

- Links to Ellen MacArthur

All other suggested areas were:

- Carsington Water
- Athletics tracks - Moorways, Ilkeston and Mount St Mary's College (Pre Olympic Training Venue)
- Lea Green (where 1966 World Cup team trained)
- Repton School (Pre Olympic Training Venue)
- Matlock Bath (white water canoeing)
- Start of the Pennine Way
- Chatsworth Horse Trials
- Donington Park
- Caving
- Natural environment (walking climbing, abseiling)
- Glossop ATP and Sports College

Areas of natural beauty

- Peak District (inc. Monsall Head, Kinder Scout, Stanage Edge, Lathkill Dale, Dark and White Peak)
- Chatsworth
- Derwent Valley
- Derbyshire Dales
- Cresswell Crags

Other areas receiving more than one vote were:

- Castleton
- Erewash Valley
- Ladybower Reservoir
- Elvaston Castle

All other suggested areas were:

- Carsington
- Shardlow Marinas

Important landmarks in the county

- Chatsworth House
- Derwent Valley World Heritage Site
- Buxton Dome
- Chesterfield Church Spire
- Eyam

Other landmarks receiving more than one vote were:

- Cable cars at Heights of Abraham
- Monsal Dale viaduct
- Cresswell Crags

All other suggested landmarks were:

- Dovedale
- Blue John Cavern, Castleton
- Kedleston Hall
- Crich Stand
- Crich Tramway Museum

Important industries, characteristics or traditions of the county

- Derwent Valley World Heritage Site
- Tourism (Well dressings, historic houses, areas of natural beauty)
- Spas (mineral water and towns)
- Rolls Royce
- Pottery (Royal Crown Derby and Denby)

Other important industries, characteristics or traditions receiving more than one vote were:

- Rail Industry (Bombardier, Butterley and Roundhouse)
- Mining & Quarrying
- Textiles (e.g. Smedley's)
- Pleasley Vale Mill

All other suggestions were:

- Smiths of Derby
- Nail making (Belper)
- Farming
- Lara Croft
- Water Supply (reservoirs)
- Rope making (Castleton)
- IT
- Bakewell Puddings

Major events in the county (that usually take place in May, June or July)

- Well Dressings (inc. Tissington, Buxton and Wirksworth)
- Derby Festivals Programme (inc. West Indian Carnival, South Asian Arts Festival and possibly Feste)
- Ashbourne Arts Festival
- Buxton Festival
- Derbyshire Food and Drink Festival

Other events receiving more than one vote were:

- University Arts Degrees Show
- South Derbyshire Liberation Day
- Breath of Fresh Air (Rosliston)
- Women's FA Cup Final (has been held at Pride Park)
- Adventure Youth Games (Pleasley Vale)
- Derbyshire County Cricket 20/20

All other suggestions were:

- University Ball
- Derbyshire Literature Festival
- Jazz Festivals (NW Derbys)
- Chatsworth Horse Trials
- CAMRA Beer Festival
- Wirksworth Arts Festival

Suggested locations for Evening Celebration events (based on areas of significantly large population)

- Derby City Centre (Live Site)
- Pride Park Stadium
- Buxton (the Dome and Crescent)
- Chesterfield (Queens Park, Chesterfield FC)

All other suggestions were:

- Racecourse, Derby
- Darley Park, Derby
- Barlborough Hall
- Osmaston Park, Derby
- Queens Park, Chesterfield
- Markeaton Park, Derby
- Cathedral Green
- Chester Green, Derby
- Alvaston Park, Derby

Key youth focussed programmes or activities in the county

- Village Games programme
- Fairplay – Youth disability programmes
- Sporting Futures
- Street Games / Street Sports
- Peak Scouting and Guiding Camp (at Chatsworth – every 2 years)

Other programmes or activities receiving more than one vote were:

- 5-60 Programme (health and obesity for young people)
- Derby County Football in the Community
- Derbyshire Dance Platform
- Derby Kids Camp
- Enthusiasm (Youth project in Derby)

All other suggestions were:

- Leadership Academy
- Deda
- Be Safe Project (Youth Service and Derbyshire Police)
- NACRO (working with children at risk of criminal behaviour)
- 2 Dash (athletics club and academies in mining communities)
- Movement Programme (to get girls active in Derby)
- Playing for Success (Chesterfield FC, Derby County FC and Derbyshire CCC)
- High Peaks Gymnastics Leadership Academy
- Vinvolved Derbyshire
- Youth Hostel Association (Headquarters, Matlock)

Important projects or organisations involved with positive social cohesion and regeneration initiatives

- Derwent Valley World heritage Site
- Local Authorities – Village Games etc.
- University of Derby (Social community projects)
- Donut Centre, Chesterfield (new multi-media centre for young people)

- Quad, Derby (participation programme)

Other projects or organisations with more than one vote were:

- Regeneration of mining communities in Derbyshire
- Derby Museums and Derby LIVE
- City of Culture work across Derby and Derbyshire
- Derby Silk Mill

All other projects or organisations suggested were:

- Derbyshire CCC (facility development)
- Sandiacre / Ilkeston (600 acre site for development of housing and industry)
- The Crescent, Buxton (regeneration and link to University)

Important environmental regeneration and sustainability projects in the county

- Peak District (sustainability of footpaths, farming and peat uplands)
- National Forest (Rosliston and Swadlincote woodland)
- Canals (Derby/Sandiacre, Cromford and Chesterfield)
- Parks and Open Spaces (in bloom projects, Pavilion Gardens, Buxton)
- Roundhouse, Derby

Other projects with more than one vote were:

- Markham Vale (near M1 Junction 29a)
- National Stone Centre (Middleton by Wirksworth)
- Agricultural Business Centre, Bakewell

All other projects suggested were:

- Derby City Council (Reducing carbon footprint)
- Launch of Toyota Hybrid car being built at Burnaston
- Pleasley Vale
- Buxton (Dome)
- Ecclesbourne Valley Railway
- Clay Cross Newt Sanctuary (Derbyshire Bio-diversity plan)
- Hydro schemes in Derwent Valley
- Shirebrook regeneration project

Significant Black and Minority Ethnic communities in the county

- 182 nationalities and 75 languages spoken in Derby
- Normanton, Derby (mixed Asian, Afro-Caribbean population)
- Student population at University of Derby, Mount St Mary's College etc.
- Highest concentration of Lithuanian migrant workers

All other suggested communities were:

- Stenson / Sinfin, Derby (Asian community)
- Derby (Pakistani communities)
- Aston, Derby (Ukrainian community)
- Kedleston Rd, Derby (Polish community)

Other thoughts, ideas or information relating to the Olympic and Paralympic Torch Relays

The following are the thoughts from the 5 groups at the meeting:

Group 1

- Use Water as a theme –
 - Use the rivers, reservoirs and canals in the county
 - Promote the World Heritage Site
 - Promote yachting and swimming (Ellen Macarthur, Ross Davenport etc)
 - Fountains at Chatsworth
 - Well dressings (and then links to village / community fetes and games)
 - Caves (e.g. Speedwell cavern)
 - Spa water and Spa Towns (Buxton, Matlock)

Group 2

- Hold well dressing competitions – engaging young peoples designs and linking to Olympic Themes
- Hold mini Olympics for young and old. Run by volunteer's e.g. Secondary school pupils and have school sports days brought together.
- Create a huge quilt project. With different people creating pieces of a quilt or picture that involves every part and community in the county.
- Hold a county wide relay walk (or cycle) in relay style or all meeting together at a central point (perhaps bring the 5 Olympic rings together) from all parts of the county.
- Engage a county wide regeneration of local areas by engaging the local communities to "spruce up" a specific area within their community and generate community pride.
- Hold a series of mass picnics in open areas (Olympic-nics) and Street Parties with a focus on local culture cuisine.
- Generate county wide volunteers to line the torch relay route and help the set up and preparations.

Group 3

- Hold a Derbyshire youth games
- Have surrounding cities invited to a Derbyshire event (20 million people live within 1 hour of Peak Park)
- Hold a Peak triathlon e.g. fell run, bike ride and sail/canoe/swim
- Maximise Derbyshire's Olympic and sporting stars in promoting the county
- Derbyshire company to design the Olympic Torch (will go to tender on the CompeteFor website shortly)
- Link activities to the Derbyshire 2012 Management Group Team and University
- Hold a film competition in schools "What do the Olympics mean to you" and have the winning entry on the big screen in Derby.
- Produce a Derbyshire sporting champions DVD – bringing stories from around the county
- Have a number of local beacons that are lit for the duration of the torch relay and Olympics.
- Hold village games with an Olympic theme throughout the county – and have county sports people e.g. Derbyshire CCC, Derby County,

Chesterfield FC, Ellen Macarthur, Donna Kellogg etc at a local village event

- Hold a raft race down the Derwent valley
- Have a "Go Boccia" celebration
- Celebrate the "Get Set" and "Inspire Mark" initiatives that have been achieved within the county in the lead up to the Olympics
- Hold a "best photo of the Olympic torch" competition and/or "best photo of a sporting activity" in the county.
- Create an Olympic mascot for Derbyshire – that travels around the county. This could also link to any DVD produced. (the group have suggested the mascot be called "Peaky").
- Hold a mass participation event within the county where everyone is doing something at the same time.

Group 4

- Hold a Derbyshire celebration of culture and sport (May-July 2012)
 - Focussed on youth
 - Uses facilities across the whole county
 - Is about the ethos of "taking part"
 - To include:
 - Mini Olympic games – sporting events, Paralympic events and is fully integrated
 - Wider cultural competitions – art, photography, theatre, dance and food
 - Well dressings and festivals linked to the themes of culture and sport
 - Existing adult community groups to facilitate, contribute and volunteer
 - Our own celebration "flame"
 - To use this event as a pilot for / pathway towards Derby and Derbyshire as "UK City of Culture 2017" bid
- In addition:
 - To capture the headlines have
 - A key achiever / improver from every school and host an event with Olympic medallist
 - An aerial activity – fly pasts with banners, hang gliding, abseiling from every tor and beacons at every tor
 - Have famous sports personalities lighting the beacons after the torch has passed through
 - Plus:
 - Hold street parties and street sports
 - A flame goes up every 3-4 miles across Derbyshire on 27th July 2012 as Olympic opening ceremony concludes

Group 5

- Create a number of beacons across the county – if not permissible for the main torch relay this would still be a great idea for the Paralympics
- Hold an "on the edge" project – a line of dancers down the whole county, along edges, canal sides, trails etc.
- Hold the equivalent to Sports Relief mile – while the torch is coming through the county. Every district organise some – ignite your passion.
- Everyone in the county doing something at the same moment, when the torch enters the county – like a "Mexican wave".

- The "spirit of the flame" – Derbyshire sports people go round to all schools, colleges etc. to explain what the torch relay is all about.
- If Derbyshire Company wins the contract for designing the torch – do a project re Derbyshire engineering.
- Give everyone in the county a candle, so everyone comes out on the night of the Derbyshire event, holding their candle
- Take the torch on every type of transport associated with Derbyshire – rail, canal, tram, cycle, canoe, yacht, micro-light, glider, cable car, Toyota (new hybrid), Rolls Royce, horse, water buffalo, llama, sheep, ostrich, abseil, bus, narrow-boat, etc.
- Consider having everything "free" while torch is in the county – leisure centres, buses etc.
- The village games for Derbyshire – make a link to torch relay for 2012.
- Hold competitions around Olympic records e.g. "what can you do in 9.69 seconds (Usain Bolt, Olympic 100 metres)
- Hold 26 book challenge – a reading marathon in libraries in the county
- Everyone in the county contributing to walking the number of miles from Derbyshire to Mount Olympus in leisure centres.
- Link to the Olympic rings with Derbyshire stone circles – Arbor Low, Nine Ladies of Stanton Moor etc.
- Hold Olympic-nics, with everyone to get 5 ring donuts perhaps!
- Hold some type of mass participation event.
- Every district in the county to aim for "2012 something" e.g. running 2012 miles, planting 2012 trees etc.
- Get children involved in inventing novel / silly games
- The Derbyshire flag - get children in every school making something to be worn or waved as the torch goes through the county.
- Hold a photography / memory project to record what the 2012 Olympics and Paralympics has meant to the people in Derbyshire for posterity and legacy.