

DERBYSHIRE COUNTY COUNCIL

MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES

1 September 2015

Report of the Strategic Director, Health and Communities

MADE IN DERBYSHIRE 2015

1. Purpose of the report:

To inform the Cabinet Member, Health and Communities of the progress of the Made in Derbyshire 2015 campaign.

2. Information and analysis:

- 2.1 Made in Derbyshire 2015 is a campaign to promote the Derbyshire economy by inviting individuals, organisations and businesses to participate and use specially designed branding to celebrate the rich diversity of talent and local products in the county. Launched in January, the campaign has met with a great deal of success and positive feedback, more than 20 businesses and organisations are joining each week. (A more detailed summary of progress is included as appendix 1).
- 2.2 A Made in Derbyshire website was “soft launched” in December 2014, with full functionality delivered in March 2015. Usage levels of the website are gaining momentum, with it carrying increasing numbers of news items and press releases from contributing members; over 600 members have signed up so far. The website is also performing very strongly, with thousands of “inbound links” (i.e. businesses putting a link to the site on their own websites).
- 2.3 Social media engagement is strong, Twitter, Facebook and Pinterest are the social media channels that are being used to engage with members, partners and the general public. Adoption of the hashtag #madeinderbyshire on Twitter has proven popular, with daily usage by many types of business.
- 2.4 As the campaign gathers pace, the branding and positioning continues to get stronger. New members are using the logo on their own marketing materials, as well as the printed and promotional materials being distributed through the County Council and Culture Derbyshire partners. Welcome packs and welcome posts on social media have gone out to all new members. This gesture of welcoming each member personally has contributed to the warm welcome the brand has received online. Photo

shoots with the 500th member, Buxton Festival Fringe and at Toyota have boosted the campaign over the summer.

- 2.5 A range of events and festivals have used the branding very strongly, including the Eco Centre Spring Fair, Buxton Festival, Melbourne Festival, the Derbyshire Literature Festival and the Chatsworth Country Fair. Other fairs and festivals have asked for a “Made in Derbyshire” stall at their event, to promote the campaign. Some businesses have produced special products for “Made in Derbyshire”: ‘Tweeds with Style’ has made a Derbyshire Tartan; David’s Pottery in Alfreton is experimenting with stamping the marque into ceramic pieces; and Chesterfield College students are designing a Made in Derbyshire scarf, which they are negotiating with John Smedley’s to produce.
- 2.6 The campaign has also included some special commissions, for instance a Made in Derbyshire well dressing and a Made in Derbyshire poem. Further artist commissions will continue throughout the year, including a felted wall hanging made by people with mental health problems, which will be hung in Buxton Library (a High Peak Community Arts project); a Pop Up Archives project for the Derbyshire Record Office and a Made in Derbyshire tapestry for Chesterfield Library. The Derbyshire Poet Laureate’s collection of poems, due out in September, will be titled “Made in Derbyshire: Laureate Poems”.
- 2.7 A thank you event for businesses which have joined Made in Derbyshire is being planned for the autumn. Discussions are under way with Culture Derbyshire partners about plans for the future and how to sustain the branding after 2015. Further updates will be provided to the Cabinet member.

3. Financial considerations:

The Made in Derbyshire campaign is funded from an approved reserve.

4. Other considerations:

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality of opportunity, human resources, environmental, health, property and transport considerations.

5. Background papers:

Derbyshire 2015, 6 May 2014

6. Key Decision:

No

7. Call-in:

Is it required that call-in be waived for any decision on this report? No

8. Officer's recommendation:

That the Cabinet Member, Health and Communities notes the report on the progress of the Made in Derbyshire 2015 campaign.

**David Lowe
Strategic Director
Health and Communities**

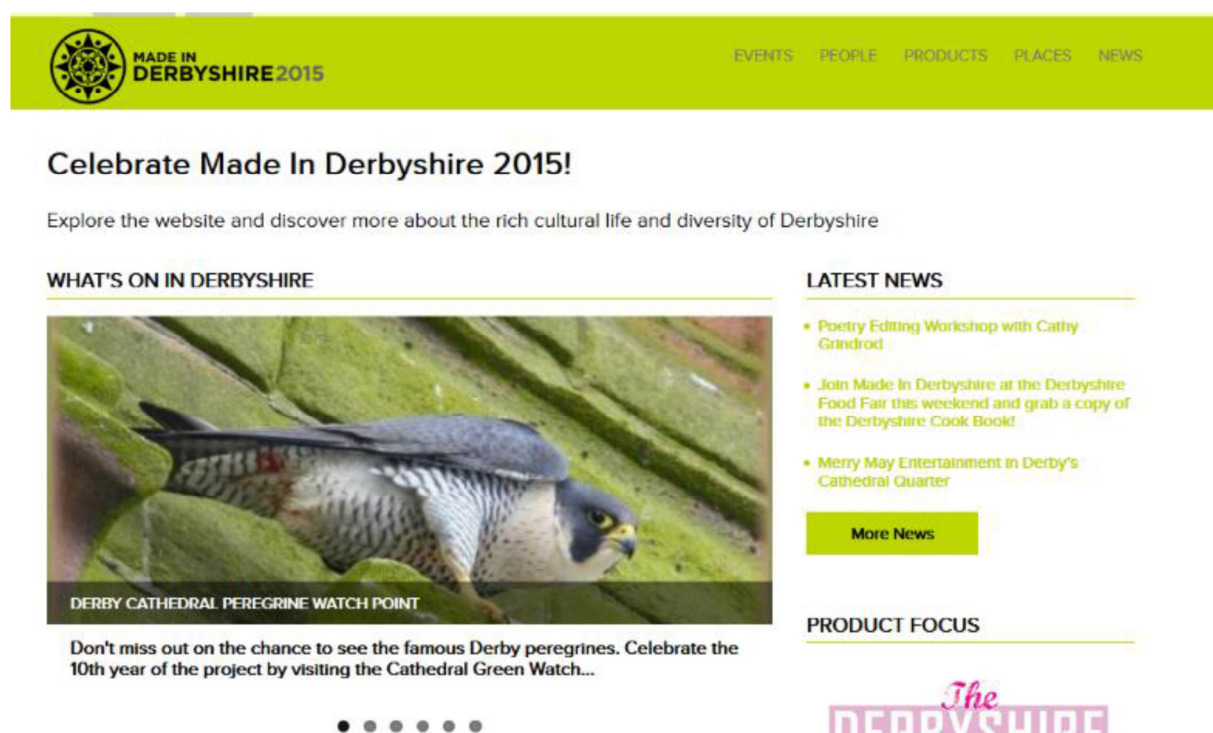


Made in Derbyshire Briefing Note - update to summer 2015

Launched in January 2015, Made in Derbyshire has become a successful and influential campaign in the first half of the year, with a great deal of positive reaction. Feedback from members, partners and the general public has been encouraging, positive and warm in tone.

The marketing strategy for the campaign put forward a number of activities that would be carried out as part of Made in Derbyshire 2015, progress on which is outlined below.

Website



The website was 'soft launched' in December 2014, with full functionality delivered in March 2015. This did delay some of the planned activities, especially some of the more pro-active planned social media. However, since the launch the website has had a great response from members of the public and from internal stakeholders alike. Usage levels of the website are gaining momentum with the website carrying increasing numbers of news items and press releases from contributing members. Over 600 businesses

have signed up with the website so far, with about 20 new members joining each week.

The website has provided a platform for organisations that have signed up to promote themselves and to be part of something that celebrates the county. Many registered members are using the events posting facility and many more are adopting the #madeinderbyshire hashtag on Twitter and are participating with the brand on social media.

Google pageviews on the website in the year to date show good levels of readership:



Weekly website visitor levels are growing well as the year progresses:



Average session duration is 4 minutes.
Average pages viewed per session is 4.

Branding

As the campaign gathers pace, the branding and positioning continues to get stronger. New members are using the logo on their own marketing materials, as well as the promotional materials provided by the County Council.

The brand is being used in practice on many of the registered members' websites, on print items such as brochures and leaflets, and in bricks and mortar settings where members have retail outlets. This is all very much in alignment with what we hoped the campaign would deliver.

Additionally there is a large cohort of businesses in the county that are very active on social media.

The following are examples of how the logo has been executed on a variety of items:



As can be seen from these illustrations, the branding has worked well online, on printed materials and on promotional items and is becoming an 'instantly recognisable' marque associated with pride in being a Derbyshire-based producer or service business.

Branded items produced by the MID team have been executed as consistently as possible across different media. Items include window stickers, badges, pencils, pop up banners, bags and other print materials as well as digital branding.

The branding is widely well received both cosmetically and conceptually and has been adopted by many diverse businesses around the County for their own applications.

At very little cost, the branding has been positioned as optimally as possible through non-paid-for techniques.

Agreed adoption of the Made in Derbyshire branding on key events so far include:

- Derbyshire Literature Festival (May 2015)
- Derbyshire Food & Drink Fair (May 2015)
- Eco Centre Summer Fair (June 2015)
- Darley Abbey Day (June 2015)
- Poem a Month (via Derbyshire Literature Festival)
- Buxton Festival (July 2015)
- Buxton Festival Fringe (July 2015)
- Festivity (festivals through the year, mostly May to October 2015)
- Chatsworth Country Fair (September 2015)
- Melbourne Festival (September 2015)
- Kerri Pratt/Vickers Award residency with a Made in Derbyshire theme (through the year)
- Made In Derbyshire Fair at Chesterfield College (November 2015)



This illustration shows how the Eco-Centre has chosen to adopt the Made In Derbyshire marque prominently for their Spring Fair, which they have also themed as 'Made In Derbyshire' when making call outs for stall holders in the preceding months, and how Heage Windmill are using it.

The MID branding is also appearing in other retail outlets and venues including:

- Crich Tramway Museum
- Libraries around the County
- The Made In Derbyshire app
- The Art Room at Barlow (over May Bank Holiday Festival weekend)
- Belper Arts Festival (May)
- Furthest from the sea festival in Derby

And on initiatives such as:

- The #madeinderbyshire hashtag campaign by Buxton Museum & Art Gallery weekly
- The #madeinderbyshire hashtag campaign by Chatsworth House monthly



[View photo](#)

Social Media

Twitter, Facebook and Pinterest are the social media channels that are being used to engage with members, partners and the general public. Live/ interactive messaging via social media has been ongoing since November 2014.

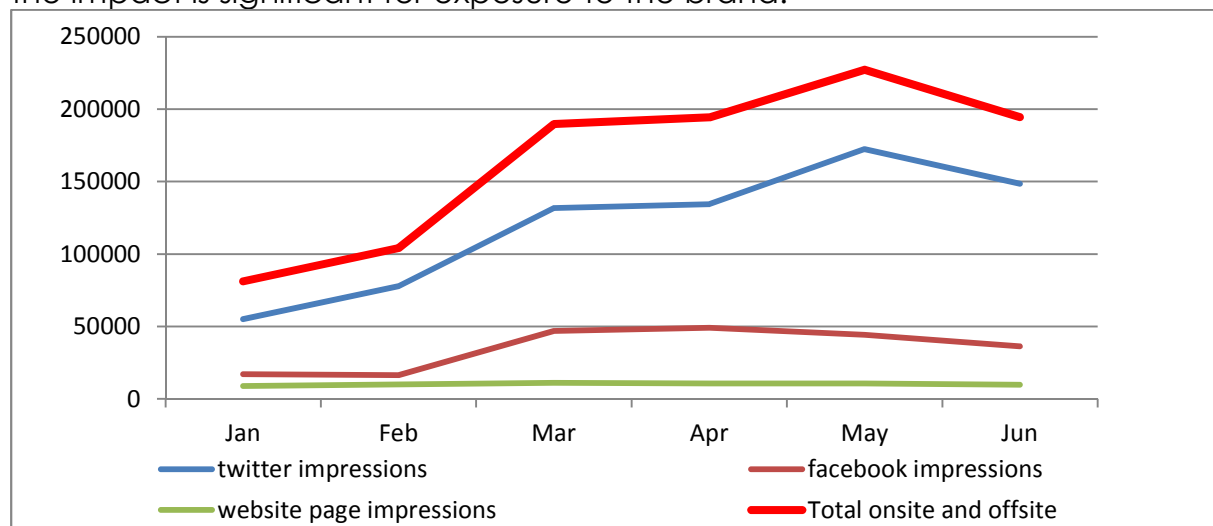
Membership and engagement is growing at a fast rate through a variety of techniques:

- Business-to-business (B2B) communications with known databases of potential target audiences, including the Trusted Trader database and other DCC held databases of small businesses, registered users of the artsderbyshire website and distribution of the invitation through local authority networks.
- Social media has been a big 'word of mouth' driver of registrations accounting for many of the early adopters.
- Ad hoc contacts with the staff working on the project.

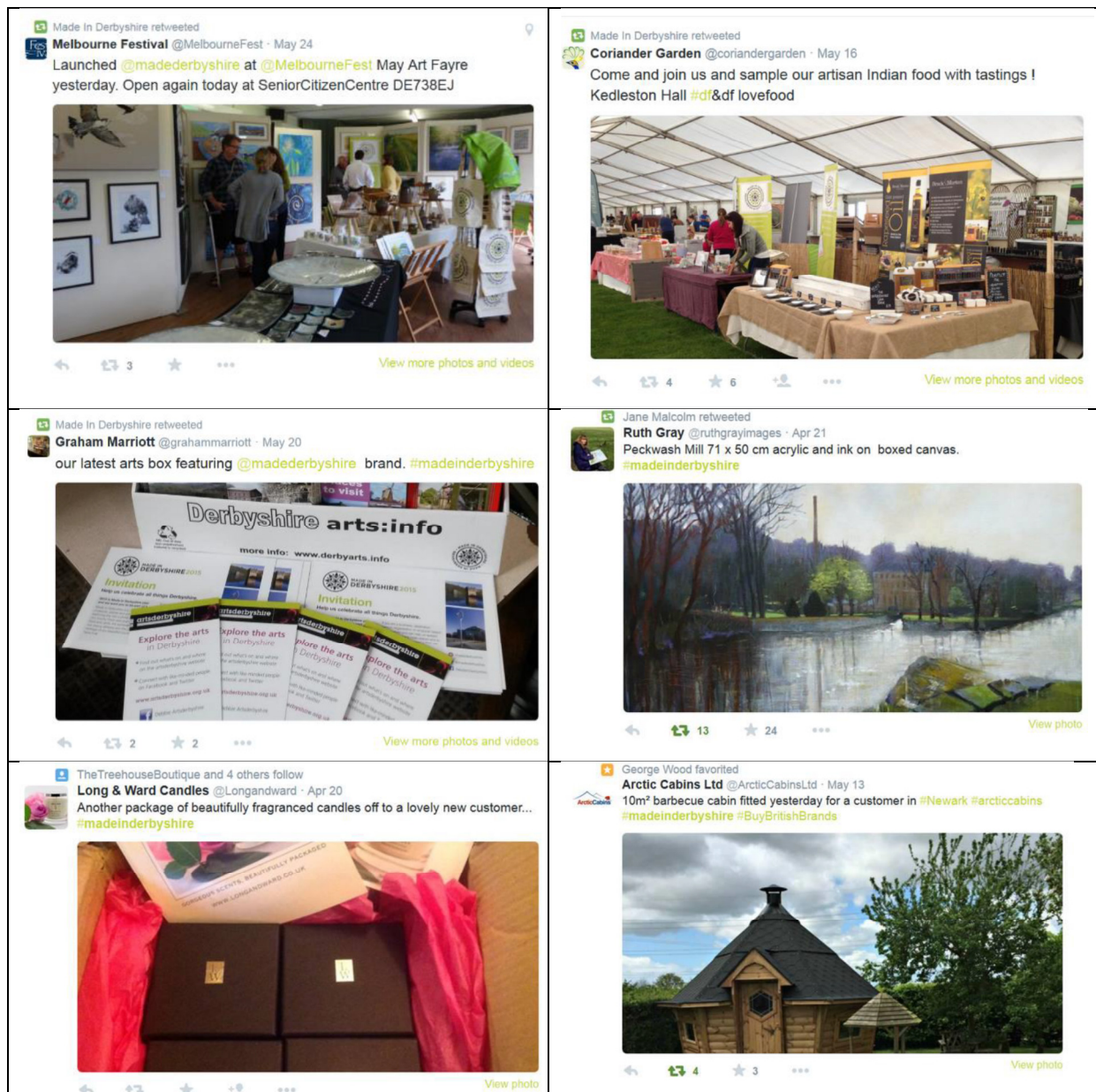
Social media has taken off in a big way and remains one of the main drivers for encouraging registrations to the website. At time of writing we have:

- Twitter: 2,862 followers
- Facebook: 803 likes
- Pinterest: 179 followers
- Adoption of the hashtag on Twitter has gone down very well indeed with daily usage of it by many different types of businesses.

Roughly 30% of traffic to the website comes from social media channels, so the impact is significant for exposure to the brand:



Here are some examples of tweets by partners and members displaying both the logo and also using the hashtag and @madederbyshire handle:



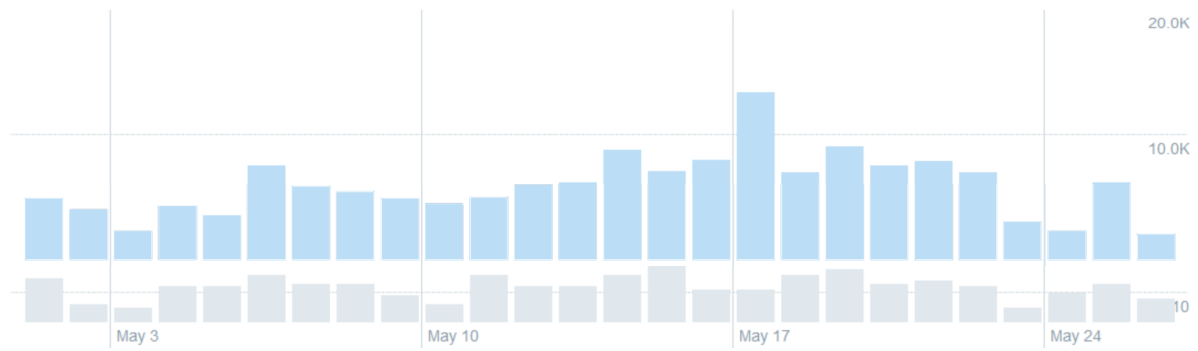
Twitter is showing good growth month on month and is growing at a rapid pace:

JANUARY 2015 SUMMARY		FEBRUARY 2015 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
169	51K	263	75.4K
Profile visits	Mentions	Profile visits	Mentions
2,179	180	1,668	182
New followers	Tweets linking to you	New followers	Tweets linking to you
354	64	322	300

MARCH 2015 SUMMARY		APRIL 2015 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
358	125K	378	127K
Profile visits	Mentions	Profile visits	Mentions
2,375	253	2,727	344
New followers	Tweets linking to you	New followers	Tweets linking to you
347	412	395	486

May performance is also impressive, with a high over the weekend of the Derbyshire Food & Drink Fair:

Your Tweets earned **158.9K impressions** over this **26 day** period



This was mostly due to high levels of engagement with the encouraged 'selfies' at the event:

Top Tweet earned 8,089 impressions

Great to see Zena Hawley
[@DerbyTelegraph](#) with her page in
[@DerbyCookBook](#) [@derbys_foodfair](#) ph
114 Rustic MumCake!
pic.twitter.com/dKyY6l4mYh

1 10 12

[View Tweet details](#) [View all Tweet activity](#)

Top media Tweet earned 2,758 impressions

Ready for action [@derbys_foodfair](#) with
[@DerbyCookBook](#) in such great company!
pic.twitter.com/ZiqDtlloZS

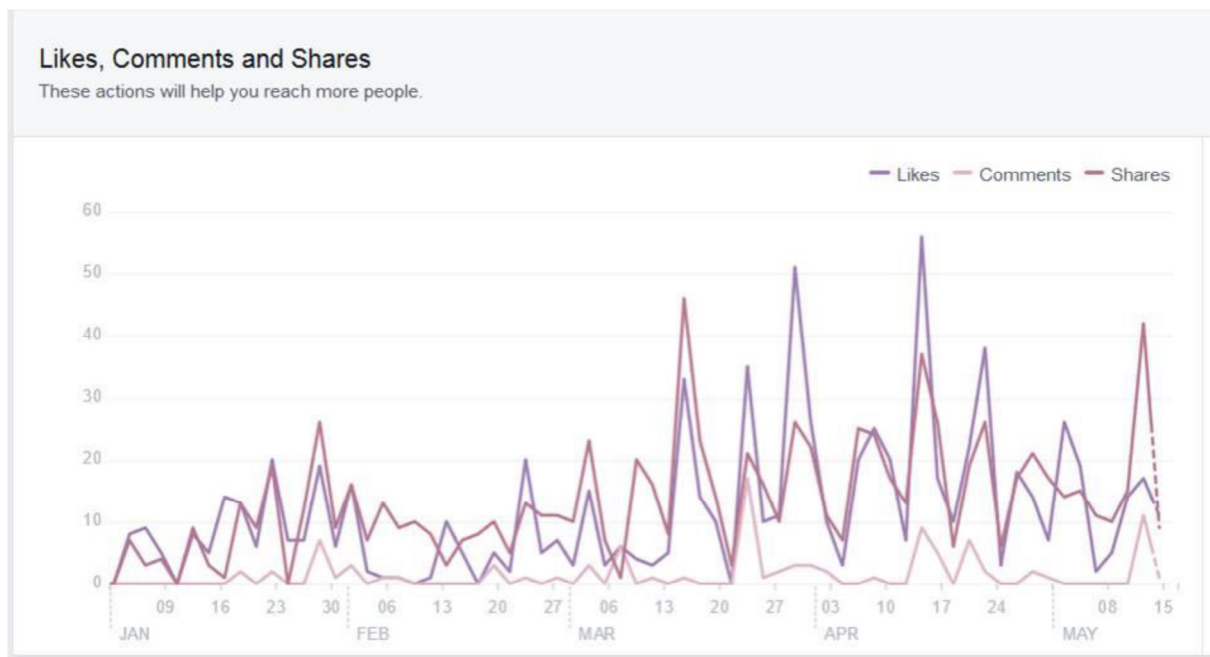
2 12 6

[View Tweet details](#) [View all Tweet activity](#)

Facebook reach is also good:



And interaction levels are growing over the year to date:



Welcome Packs

Welcome packs and welcome posts on social media as part of the welcoming on board routine for Made in Derbyshire have gone out to over 600 registered members so far. The welcome packs have been received with great enthusiasm and new members seem very happy to receive such a full pack of 'goodies'.

On social media a similar routine of catching all 'welcome pack selfies' and authoring an individual post to each new member as part of the 'welcoming routine' occurs continuously alongside identifying and liking each member Facebook page, adding the business's Twitter account to the MID members Twitter list, and pinning an image to Pinterest from each members' website to push their reach online a little further.

This gesture of welcoming each member in this way has contributed to the warm welcome the brand has received online and is an important facet of the activities MID carries out on a day to day basis.

Products and commissions

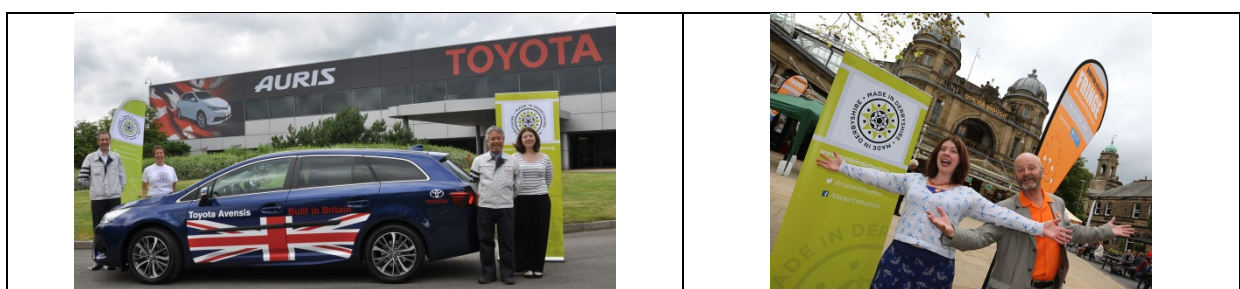
Some members are producing their own Made in Derbyshire products; "Tweeds with Style" have registered a Derbyshire Tartan, for instance.

There have also been a number of commissions, many of which will culminate later in the year, but one of the first was a Derbyshire well dressing by Rosemary Timms.



Helen Mort, the Derbyshire Poet Laureate, has written a *Made in Derbyshire* poem, which is printed on a tea towel now available for sale; and a collaboration with Meze Publishing led to the publication in June of *The Derbyshire Cook Book*.

Members have also been helping to promote the campaign through photo shoots: Buxton Festival Fringe was the 500th member and Toyota signed up in August.



Events

As planned, there have been no specific events that have been created and hosted by Made in Derbyshire, but the brand has featured in a number of events throughout the year (although resources do limit the number and type of event we have been able to attend):

- Visit Peak District & Derbyshire Tourism Conference presentation to businesses in March 2015.
- Culture Board Derbyshire presentation to stakeholders in March 2015.
- Derbyshire Literature Festival in May 2015 focused on public audiences, with a number of stakeholders and partners involved. Made in Derbyshire branding was represented in the official printed programme (pictured below) and also on the official website.
- Derbyshire Food & Drink show at Kedleston Hall in May 2015 and launch of the Derbyshire Cook Book.
- Melbourne Arts Festival Launch in May 2015: there was a display at the launch event in the Melbourne Assembly Rooms, which included sale of the bags and tea towels.
- Eroica at Bakewell in June 2015
- Derbyshire County Show at Elvaston in June 2015
- Buxton Festival Fringe in July 2015



Other public events where a Made in Derbyshire presence is planned are:

- Chatsworth Country Fair in September 2015
- Woodland Festival at Elvaston in September 2015
- Melbourne Festival in September 2015
- Made in Derbyshire theme to the Annual Arts Derbyshire Conference in November 2015

The campaign will continue through the rest of 2015, with an emphasis on promoting the brand at large public events, encouraging some of the bigger Derbyshire businesses to take part and continuing a high level of activity online.