

**Derbyshire County Council**

**Meeting with Cabinet Member, Health and Communities**

**06 May 2014**

**Report of the Strategic Director, Health and Communities**

**“MADE IN DERBYSHIRE” 2015 PROGRAMME TO PROMOTE THE DERBYSHIRE ECONOMY**

**1. Purpose of the report:**

To approve the proposed ‘*Made in Derbyshire*’ 2015 programme to promote the Derbyshire economy through culture, heritage and sporting events, products and festivals.

**2. Information and analysis:**

- 2.1 To recognise Derbyshire’s distinctive local culture and its contribution to the wider economy, the County Council, in partnership with the Culture Derbyshire Partnership Board, is proposing that 2015 be earmarked as the year to celebrate “*Made in Derbyshire*”. A programme of activity is being developed which builds on existing events and activities within local communities and promotes some of Derbyshire’s larger festivals to wider audiences, marketing Derbyshire to the nation and bringing the nation to Derbyshire.
- 2.2 The aims of the programme are to stimulate the local economy, increase community cohesion across Derbyshire by bringing communities together and raising their participation in a wide range of diverse events and activities. The programme seeks to increase spend in the local economy by attracting additional visitors to the county from across the sub-region, region and nationally throughout 2015.

The objectives for 2015 “*Made in Derbyshire*” are to:

1. Establish Derbyshire as a cultural destination for visitors from the UK and abroad, offering an inventive mix of world-class and distinctive cultural provision that celebrates ‘all things unique and local’.
2. Create a compelling and inclusive cultural offer to appeal to local people and visitors, building on our diverse cultural, heritage and sporting assets.
3. Deliver a co-ordinated and branded programme of events and activities across the county throughout the year, increasing the offer and profile of what is already planned and showcasing Derbyshire.

4. Build on the community engagement and partnerships established for the Olympic year and increase collaboration through the Culture Derbyshire Board in ways that can be sustained beyond 2015.
5. Increase the value of the visitor economy in Derbyshire, particularly in relation to: increased visitor numbers from the UK and beyond: increased levels of 'overnight stays'; extending the tourist season (beyond the 'shoulder months of April and September); increased visitor spend.

2.3 Key elements of the “*Made in Derbyshire*” programme are proposed to include:

- **The Food and Drink Festival** – through an increased festival and events offer celebrating and promoting Derbyshire produce, arts, crafts and products. Working with colleagues in Toyota City, the Festival already has an international element, but there is scope to extend this to include China (Shanxi Province) and additional connections built up in local schools and communities. Strong links are already in place with the local businesses producing high quality heritage crafts and products and there is enthusiasm from the sector to participate in such an event.
- **The Literature Festival** – a celebration of books, reading and writing across the county with specific work commissioned from Derbyshire’s Poet Laureate.
- **The Grand Tour** – will showcase material from the Chatsworth, Portland and Joseph Wright collections. Some of these artworks and artefacts have not been seen in public for generations. The Grand Tour will promote the county, its historic collections, architecture and landscape to a wider audience.
- **L’Eroica** – further development and promotion of the new cycling festival which has been instigated during 2014 as part of the Tour de France legacy. Derbyshire is the only UK destination to host this three-day international event (until 2019) which has the potential to be a significant event in the sporting calendar.
- **DerwentWISE and World Heritage Sites** – active marketing and promotion of the Derwent Valley (landscape, waterscape, World Heritage Site) through a series of participatory projects; also proposed to include activities at Creswell Crags
- **Heritage Skills** – building on the Council’s current work to develop employment pathways for young people into the heritage skills sector, it is proposed that opportunities for attracting and promoting heritage businesses be embedded across the whole “*Made in*

*Derbyshire*” programme e.g. in the extended Food and Drink Festival.

- 2.4 In addition to these key events which celebrate a range of Derbyshire’s produce, products, cultural, heritage and sporting life, a much wider programme of activity is proposed. The programme will capture existing, community-based events such as well dressings; major visual/performing arts; visitor attractions such as Matlock Bath Illuminations; and existing festivals e.g. at Wirksworth, Buxton.
- 2.5 The “*Made in Derbyshire*” celebration programme meets a number of the Council’s stated priorities and objectives in relation to supporting the visitor economy, improving community wellbeing, raising aspirations and protecting heritage assets. Existing networks and capacity will be used as far as possible to support delivery of the programme, including the resources of Culture Derbyshire partners, Visit Peak and Derbyshire marketing activity, community leaders and volunteers. However, resources will be needed to ensure effective strategic co-ordination and marketing of the programme outside the county and to cover the costs of additional events and activities within the county.
- 2.6 There are two existing reserves available to support the activities planned for the “*Made in Derbyshire*” programme 2015 totalling £136,286. Approval is sought to draw down from these reserves to fund some aspects of the range of events and activities outlined above, including extended marketing, community development work and short-term contracts for artists to help deliver parts of the programme. The reserve will also be used to fund additional hours for existing staff, this will include website development, social media promotion, design and print of publications, and administration of the overall programme.
- 2.7 The Culture Derbyshire Executive Officer Group (working group of the Culture Derbyshire Board) will oversee the planning and development of the programme.

### **3. Financial considerations:**

As outlined in the body of the report.

### **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:**

Meeting with Cabinet Member: Leadership and Culture,  
9th December 2010, City and County of Culture, Minute No 109/10

**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 RECOMMENDATIONS**

That the Cabinet Member, Health and Communities:

1. Approves the '*Made in Derbyshire*' 2015 programme to promote the Derbyshire economy through culture, heritage and sporting events, products and festivals as set out in the report.
2. Approves the expenditure from the allocated reserves for the programme as set out in the report.

**David Lowe**  
**Strategic Director**  
**Health and Communities**