

DERBYSHIRE COUNTY COUNCIL

MEETING OF CABINET MEMBER – JOBS, ECONOMY AND TRANSPORT

30 July 2013

Report of the Acting Strategic Director – Environmental Services

**ATTENDANCE OF THE DERBYSHIRE COUNTY COUNCIL
COUNTRYSIDE SERVICE AT CHATSWORTH FAIR 2013 AND
ASHOVER SHOW**

(1) **Purpose of the Report** To seek the Cabinet Member's approval for Derbyshire County Council's Countryside Service to attend two very popular shows this summer. The Chatsworth Country Fair and the Ashover Show.

(2) **Information and Analysis**

Background

Chatsworth Country Fair is a significant annual countryside event in the Derbyshire tourism calendar.

It is held in the grounds of Chatsworth House. On this year's agenda are aircraft spectacles with the Red Arrows, hot air balloon and parachute displays, plus more than 300 craft and trade stands. Other highlights include a vintage car parade, dog agility trials, blacksmith's demonstrations, archery, sheep-dog trials.

The show has become one of the largest of its kind in the country. Enormous crowds of up to around 90,000 can be expected over the three days providing a great shop window for the work of Derbyshire County Council's Countryside Service and its tourism promotion and regeneration activities. It attracts significant visitors from the immediate area and from farther afield giving the County Council the opportunity to interact with people local, showcase the work of its services, particularly the Council's Countryside sites and also promote the work of the authority to visitors from surrounding counties and across the UK.

This year staff will be promoting the Derbyshire Woodland Festival and associated heritage crafts at Elvaston Castle Country Park on 20 and 21 September, Countryside Sites, access to the countryside, The Public Rights of Way network and provide children's activities.

The Ashover Show celebrating its 83rd year remains a firm fixture in Derbyshire's farming calendar. The show from its inception placed a great emphasis on homemade and locally made produce and 83 years later those same principles remain.

Held every second Wednesday in August, the show involves many local residents and is a major event for the village, attracting around 16,000 visitors annually. The Countryside Service will be promoting the Derbyshire Woodland Festival and associated heritage crafts at Elvaston Castle Country Park, the Countryside facilities in the North East of the County, access to the countryside, the Public Rights of Way network and provide children's activities.

These two shows provide great opportunities to highlight and showcase the work of the County Council to the community of Derbyshire and visitors from afar and strengthens its ability to play a key role in supporting the County's visitor and wider economy and make Derbyshire an attractive place to live, work, invest in and visit.

(3) **Financial Considerations** The costs to attend the Chatsworth Show will be £924 to cover the costs of the stand for the three days of the show. This will be met from the Countryside Revenue budget.

The costs to attend the Ashover Show will be £90. This will be met from the Countryside Service Revenue budget.

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

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** None. Officer contact details – Richard Taylor, extension 39657.

(7) **OFFICER'S RECOMMENDATION** That the Cabinet Member approves the attendance of the County Council's Countryside Service Visit Derbyshire at the Chatsworth Country Fair and the Ashover Show.

Mike Ashworth
Acting Strategic Director – Environmental Services