

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – STRATEGIC LEADERSHIP, CULTURE
AND TOURISM**

9 May 2019

Report of the Strategic Director – Economy, Transport and Environment

**CULTURE, HERITAGE AND TOURISM (CHAT) BOARD – UPDATE AND
FURTHER RESOURCING**

(1) **Purpose of Report** To report progress of the Culture, Heritage and Tourism (CHAT) Board and consider additional staffing resources required to deliver agreed activity as set out in the emerging Board action plan.

(2) **Information and Information**

Background

The visitor economy is worth £2.15bn gross value added (GVA) per annum in Derbyshire (2017 figures). It is acknowledged as one of the key growth sectors in the Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2 LEP) region and the 'offer' within the County is globally renowned and understood through assets such as the Peak District National Park and Chatsworth. Work in the visitor economy sector is supported by a number of different organisations, each with a different core purpose and focus, e.g. Marketing Peak District and Derbyshire (MPDD), Destination Chesterfield, food and drink representatives, local festival organisers and individual tourist attractions.

Place promotion is a vital element in delivering sustainable economic growth and the Council has just completed its second of a three year funding agreement with MPDD to deliver place marketing. This funding provides the support required to ensure MPDD develops its commercial focus towards a self-sustaining business model and is also used to lever external funding (notably EU funds) to provide direct business support to the visitor economy.

Following endorsement by the Derby and Derbyshire (D2) Joint Committee for Economic Prosperity in May 2018, the CHAT Board met for the first time in Buxton on 21 June 2018.

At its inaugural meeting, the CHAT Board agreed terms of reference that established an overarching purpose "*to maximise the economic potential of Derbyshire's unique and distinctive cultural and environmental offer to ensure*

the County is an exceptional and world class destination for people to live, work, visit and invest, promoting tourism growth, whilst protecting what makes Derbyshire's heritage special and unique".

Within this context, the primary focus of the Board is to ensure the visitor assets, infrastructure and products/services provided complement the experience of, and meet the expectations of, Derbyshire's visitors, investors and residents. The Board is developing its role in this respect through the following activities:

- Leading and co-ordinating the delivery of agreed priorities in relation to facilitating growth in the visitor economy and developing the County's tourism infrastructure and cultural assets.
- Supporting the work of the County's place marketing organisations by ensuring the offer of Derbyshire's places and products is coherent and understood.
- Leading and facilitating improved access and connectivity across the visitor economy infrastructure.
- Promoting the development of more sustainable modes of transport and activities that will promote tourism growth whilst protecting and enhancing the built and natural environment.
- Leading the development of the accommodation offer to meet the needs of existing and new visitor markets.
- Championing and brokering enhanced skills development in the visitor economy/hospitality sector.
- Reviewing and advising on the continued branding, promotion and development of the County's cultural assets and events/festivals.
- Championing the emerging "World Class Destination Derbyshire" concept for driving long term external funding support and private sector investment.
- Overseeing the development of Derbyshire's market towns to ensure local plans complement visitor economy and cultural development ambitions.

Delivering "World Class Derbyshire" – CHAT Action Plan

The CHAT Board has very quickly developed a strong partnership ethos and is focusing its efforts on developing an action plan of themes and proposed projects that will deliver its ambitions.

The action plan sets out a clear modus operandi for the Board to "*add value to the efforts of others, to identify partnership opportunities, economies of scale and potential funding sources*" and is framed within the strategic context of the "Peak District and Derbyshire Growth Strategy for the Visitor Economy 2015 – 2020". The action plan is also designed to be alive to market opportunities as and when they emerge.

Potential interventions and activity are being brigaded against four overarching themes of Access; Accommodation; Assets/Attractions and

Workforce. The Board also is working with partners to commission research and data that will underpin activity and support the sector in attracting further investment.

Finally, the Board has agreed to identify a number of signature projects that warrant special consideration in helping to further transform the cultural offer of Derbyshire and raise the profile of the County. These will provide a focus for direct intervention and resources.

The Festival of Derbyshire

One such signature project is the proposed Festival of Derbyshire which will deliver a high quality, coordinated marketing and branding campaign centred around a number of milestones during 2020-21. These include the 70th anniversary of the Peak District National Park; 20th anniversary of the Derwent Valley Mills World Heritage Site inscription and the 200th birthday of Florence Nightingale, along with other key events linked to the Pilgrim Fathers, Barrow Hill Roundhouse etc.

As well as showcasing the Derbyshire offer to a global audience, discussions are underway with key partners regarding a complementary Derbyshire Business Expo that would increase visitor awareness of the County's investment potential and economic sector strengths such as food and drink, creative industries and culture.

The overarching Festival of Derbyshire may potentially include/link to the "County of Culture" initiative being led by Pauline Latham, MP focusing on work with local festivals to create a more coherent offer for visitors and local communities alike.

To coincide with key milestones, it is proposed the Festival of Derbyshire runs from mid-2020 to mid-2021. Resources will be required at an early stage to develop the project brief and commission a suitable individual or organisation to deliver the project, depending on scope and depth of activity. The proposal is for Derbyshire County Council to act as lead commissioner for the project with a high level steering group nominated to manage any subsequent, contracted delivery body, reporting directly to the CHAT Board. The proposed new Senior Economic Development Officer (SEDO) will provide operational links between the Festival programme of activity and the wider work of the CHAT Board.

Once detailed plans are in place, the County Council will discuss potential, additional support with/from Visit Britain.

CHAT Delivery

As stated above, the CHAT Board has focused on developing its role and the draft action plan recently endorsed at the Board meeting on 19 December 2018, plus the further addition of the Festival of Derbyshire. Although the role

of the Board is to co-ordinate partners' resources against overarching strategic objectives, it has been recognised that dedicated budgetary resource is required to facilitate the work of the Board.

The proposal is to employ a Senior Economic Development Officer on a three year fixed term contract (FTC) to manage development of the Board and delivery of the action plan. Reporting to the Head of Economic Development, the postholder will work closely with the Chairperson and partners to bring forward appropriate projects and interventions to drive forward the CHAT agenda.

The postholder will develop close working relationships with key organisations such as MPDD, Destination Chesterfield and Marketing Derby, as well as ensuring the activity links to the services provided through Derbyshire Economic Partnership (DEP) and the D2N2 LEP. The link between promoting Derbyshire heritage and cultural assets is vital to enhancing the County's enterprise and investment offer, generating business start-up and growth, attracting inward investment and promoting trade opportunities for local businesses.

The postholder will also focus on stimulating partnership investment in key projects and leveraging external funding wherever possible to meet the objectives of the Board.

(3) Financial Considerations Funding for the proposed SEDO post has been identified as a secured allocation from the Derbyshire Challenge Fund reserve. The cost from the reserve will be £0.046m (Grade 11 plus on costs) per year, totalling £0.138m over the three year life span of the project.

To deliver the Festival of Derbyshire, additional funding will be required to either provide co-ordination and project management support (working with existing capacity in other organisations) and/ or detailed development and delivery of key aspects of the Festival programme. The CHAT sub group will develop and confirm the required programme of activity to support the Festival and from there, will determine the scope and nature of additional resources required – which may be subject to an open tender process. It is proposed that a further report be submitted to Cabinet to confirm the scale of additional resources, but current estimates are in the region of £100,000.

(4) Human Resources Considerations The Senior Economic Development Officer CHAT has been evaluated at Grade 11 and will be advertised and recruited to in accordance with the Council's Recruitment and Selection procedure.

The provisions of the Council's Redundancy, Redeployment, Protection of Earnings and Buy Out of Hours Policy would be implemented at the end of the

relevant fixed term contract. Every effort would be made to redeploy the employees when the fixed term contract ends.

(5) **Social Value Considerations** The objectives of the CHAT Board are to develop Derbyshire's unique and distinctive cultural and environmental offer to promote economic growth and quality of life people who visit, invest, live and work in the County. These are fully in line with social value objectives.

Other Considerations

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

(6) **Key Decision** No.

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

(8) **Background Papers** Held on file by the Economic Regeneration Service within the Economy, Transport and Environment Department. Officer contact details – Frank Horsley, extension 38348.

(9) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member:

- 9.1 Notes the progress to date of the Culture, Heritage and Tourism (CHAT) Board and Action Plan.
- 9.2 Approves the recruitment of 1 full time equivalent officer on a three year, fixed term contract until 31 March 2022, subject to appropriate job profiling and in line with recruitment and selection policy and the allocation of funding from the Derbyshire Challenge Fund reserve.
- 9.3 Notes and supports the proposed Festival of Derbyshire, including the establishment of a senior steering group reporting to the CHAT Board to manage the project and develop a detailed project brief to commission a suitable individual and/or delivery organisation by Autumn 2019.
- 9.4 Notes that a future Cabinet report will be presented outlining the proposals for further project funding to implement the Festival programme.

Mike Ashworth
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