

Public Document Pack



Emma Alexander
Executive Director
Commissioning,
Communities and Policy
County Hall
Matlock
Derbyshire
DE4 3AG

Extension 38328
Direct Dial 01629 538328
Ask for Ivan Walters

PUBLIC

To: Members of D2 Joint Committee For Economic Prosperity

Thursday, 14 November 2019

Dear Councillor,

Please attend a meeting of the **D2 Joint Committee For Economic Prosperity** to be held at **1.30 pm** on **Friday, 22 November 2019** in Members Room, County Hall, Matlock, DE4 3AG, the agenda for which is set out below.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Emma Alexander'.

Emma Alexander
Executive Director
Commissioning, Communities and Policy

A G E N D A

PART I - NON-EXEMPT ITEMS

1. Apologies for Absence (If any)
2. Declarations of Interest (If Any)
3. Minutes (Pages 1 - 6)

To confirm the non exempt minutes of the meeting of the D2 Joint Committee for Economic Prosperity held on 4 June 2019

Midlands Engine

4. Midlands Connect (& Transport for the East Midlands)
5. HS2 Update
6. HS2 report (Pages 7 - 12)

D2N2

7. LEP Update

D2

8. Town Deals (Pages 13 - 18)
9. Festival of Derbyshire (Pages 19 - 22)
10. Non Structural Reform
11. Tackling Climate Change
12. Any other Business
13. Date of Next Meeting - 10 January 2020
14. Exclusion of the Public

To move “That under Regulation 21 (1)(b) of the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Paragraph(s)... of Part 1 of Schedule 12A to the Local Government Act 1972”

PART II - EXEMPT ITEMS

15. Declarations of Interest

To receive declarations of interest (if any)

16. Update on Strategic Alliance and Non Structural Reform

PUBLIC

Agenda Item 4

MINUTES of a meeting of the **D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY** held on 4 June 2019 at The Double Tree Hotel, Nottingham

PRESENT

Councillor B Lewis

| | |
|--|--|
| <u>Amber Valley Borough Council</u> | <u>Derbyshire Dales District Council</u> |
| Councillor C Emmas - Williams | Not represented |
| <u>Bolsover District Council</u> | <u>Erewash Borough Council</u> |
| Not represented | Councillor C Hart |
| <u>Chesterfield Borough Council</u> | <u>High Peak Borough Council</u> |
| Councillor P Gilby | Councillor A McKeown |
| <u>Derby City Council</u> | <u>North East Derbyshire District Council</u> |
| Councillor C Poulter | Councillor M Thacker |
| <u>Derbyshire County Council</u> | <u>South Derbyshire District Council</u> |
| Councillor B Lewis | Councillor M Ford |

Also in Attendance –

Amber Valley Borough Council – J Townsend.
 Bolsover District Council/North East Derbyshire District Council – D Swaine.
 Chesterfield Borough Council – H Bowen.
 Derbyshire County Council – M Ashworth, J Battye and D Arnold
 Derbyshire Dales District Council – P Wilson.
 Derby City Council – G Jennings.
 Erewash Borough Council – J Jaroszek
 High Peak Borough Council – S Baker
 South Derbyshire District Council – F McArdle

Apologies for absence were submitted on behalf of C Mills (Derby City Council), Garry Purdy (Derbyshire Dales District Council) and Richard Horsley (DEP)

14/19 DECLARATIONS OF INTEREST There were no declarations of interest.

15/19 **MINUTES** **RESOLVED** that the Minutes of the meeting of the Committee held on 21 February 2018 be confirmed as a correct record.

16/19 **MIDLANDS CONNECT & TRANSPORT FOR THE EAST MIDLANDS** Given that there were a number of new members on the Committee, Mike Ashworth provided a brief overview followed by a presentation giving an update on the current position regarding Midlands Engine, Midlands Connect and Transport for the East Midlands, which included updates on current activities and the impact they would have for local authorities.

It was noted that the original intention was for Midlands Connect to be a sub national Transport Body but no progress had been made with Government, for a number of reasons. It was felt that Midlands Connect still needed to ensure Government understood there was a strong, coherent case for large scale investment around the East and West Midlands.

Particular reference was made to the East Midlands Rail Franchise and the Aviation 2050 projects and the vision for both projects.

Members noted there was a proposal for two officers to be employed by East Midlands Councils and part funded by the upper tier authorities who would have regular direct contact with the DFT officials. This was seen as being very beneficial and would hopefully increase the area's influence.

Further details were given of the Midlands Connect Governance – Proposed Charter and the Technical programmes including the National Road Fund priorities.

In relation to the identification of “Large Local Majors” across the region, these were projects likely to be in excess of £50 million where outline work could have been undertaken by June 2019. It was confirmed that schemes across Derbyshire needed to be analysed in a more measured way to confirm they would deliver growth and a local ambition that would be deliverable before 2025. It was acknowledged this was a very short timescale for this type of project and the only scheme submitted by Derbyshire had been the Chesterfield – Staveley Regeneration Route as there were no other candidates close enough for readiness for the 2020-25 period).

The Chairman emphasised the need for the boroughs and districts to be joined up in their thinking about what was required in terms of major transport projects. This was supported by the Committee. It was agreed that officers would develop a proposal in relation to suitable projects as part of the “Large Local Majors” and this would be presented to a future meeting for discussion.

Members were given the opportunity to ask questions and also raised a number of areas of concern which were duly noted and would be included in relevant discussions going forward.

RESOLVED to note the update report

17/19 UPDATE ON HS2 Joe Battye provided an update on HS2. A copy of the Agenda for the forthcoming HS2 Executive Board was circulated, at which updates would be provided on the four Delivery Boards.

The HS2 Mitigation Board had recently met and a good discussion had taken place. Sharpe Pritchards, Parliamentary Agent, had attended and provided good advice on how to galvanise thinking in the preparation for petitioning.

In terms of the Working Draft Environmental Statement, EM authorities through the Mitigation Board had submitted responses and HS2 had confirmed these were high quality submissions, though the headline feedback was limited to what the Board knew already and to date, very little had been mitigated.

The HS2 Executive Board had recognised the need for funding of the whole of the growth strategy and acknowledged the requirement for the mitigation board to be provided with additional funding. To this end, £180,000 had now been secured to help gather further evidence, with upper tier authorities also committing to a further £50k in funding.

Members were given the opportunity to make comments and ask questions. A number of issues and areas of concern were raised which were duly noted and would be included in relevant discussions going forward.

The Chairman confirmed there had been substantial debate particularly around the eastern stretch of HS2. Whilst recognising the difficulty for Local Authorities in responding, he emphasised the need for everyone to reiterate the case in support for HS2 in terms of the jobs/opportunities it could provide whilst balancing this against the mitigation, and that a critical part of the process was the meetings of this committee. A development company had been established by East Midlands Engine, which would help to ensure that benefits were maximised and it was seen as being very important that the D2 Board had a direct influence in the Development Company.

RESOLVED to note the update report and that further discussion take place at the next meeting.

18/19 LEP BOARD REPRESENTATION Members had received a copy of the new Governance arrangements /structure chart and the Terms of Reference for the Advisory Boards. The chart showed how the External Advisory Boards, Officer Working Groups and D2N2 Advisory Boards fed into the D2N2 decision making boards

The Chairman confirmed that both member and officer appointments to the various Boards had now been agreed and it was felt that there was a good healthy spread across the district and boroughs.

It was agreed that the Place Board presentation be deferred to a future meeting.

RESOLVED (1) to note the new Governance arrangements and appointments to the various Boards; and

(2) that the Place Board presentation be deferred to a future meeting.

19/19 CHESTERFIELD STATION MASTERPLAN Huw Bowen gave a presentation on the HS2 Master plan – Chesterfield train station.

Details were given in relation to the Growth Strategy in terms of jobs, inward investment, new business start-ups, homes, place making and the visitor economy and the substantial growth potential.

Whitham Cox Architects had put the HS2 Masterplan together and details of the Vision Document were shared which showed each of the 7 objectives contained within it.

Cushman & Wakefield had produced an Investment Strategy for the Masterplan which contained 7 challenges:-

- Developing an effective planning policy framework for our growth areas.
- Making sure HS2 Phase 2b happens and securing extra services, eg HS2 train stops per hour
- Infrastructure is delivered ahead of the main HS2 proposition (c.£30m)
- Practical delivery of economic outputs and outcomes.
- How to generate non spatial benefits eg tourism, heritage, skills, schools engagement
- Also: Staveley HS2 Infrastructure maintenance depot (reliant on Large Local Majors highways funding bid)

Members were given the opportunity to make comments and ask questions. A number comments were made which were duly noted.

RESOLVED to note the update report.

20/19 BUSINESS RATE RETENTION PROGRAMME UPDATE J Battye advised that a copy of the report had been circulated in advance of the meeting and members were asked to note the progress.

RESOLVED to note the progress and that further update reports be submitted at future meetings.

21/19 PROPOSAL TO DEVELOP A STRATEGIC PLANNING FRAMEWORK FOR DERBYSHIRE D Arnold, Head of Planning, DCC, attended the meeting and provided members with the background to the Government's new approach to strategic planning and the priority it attached to this activity.

It also set out a proposal for joint working across all Derbyshire authorities to prepare a non-statutory Strategic Planning Framework for the county in

response to this new approach. Support and endorsement from the D2 Joint Committee was sought to commence collaborative preparation of the proposed Framework. It should be noted that a report on the Strategic Planning Framework was presented to a meeting of the Derbyshire Chief Executives Group on 17 May 2019, at which the Group endorsed the presentation of a report to the D2 Joint Committee for consideration and endorsement.

The Joint Committee was therefore asked to consider the proposals set out in the report, particularly the direction of travel being set by Government to undertaking joint strategic planning work and addressing the short comings in the current 'Duty to Cooperate'.

In terms of Governance, discussions with the NSPN and CCN for advice on the preparation of the Strategic Planning Framework had clearly highlighted that, based on other examples around the country, the key to successful delivery has been the establishment of clearly defined governance arrangements at an early stage.

It was considered the D2 Joint Committee would be an appropriate body to provide strategic oversight and leadership of the work, and in particular, sign off responsibilities for key stages in preparation of the Framework. Officer task and finish groups would be established as appropriate to ensure delivery of the more day-to-day activity in development of the Framework.

Should the Joint Committee accept the recommendation in the report, Terms of Reference would be developed and circulated for agreement by the Committee.

Members were invited to make comments and ask questions which were duly noted or answered.

RESOLVED to approve (1) the commencement of work to develop a non-statutory Strategic Planning Framework for Derbyshire;

(2) discussion between Derby City and Derbyshire County Council to explore the potential for the Framework to be prepared jointly for the whole D2 area (i.e. Derbyshire, Derby City, all the Derbyshire districts and the Peak District National Park Authority);

(3) the development of an expression of interest for submission to the Government's Planning Delivery Fund to support preparation of the Strategic Planning Framework;

(4) the preparation of a detailed project plan (including governance, timescales, evidence, process and consultation arrangements) for the Framework – to be subject to further discussion and endorsement by the D2 Joint Committee; and

(5) The D2 Joint Committee providing the strategic oversight and governance for the development and delivery of the Strategic Planning Framework.

22/19 DATE OF NEXT MEETING To be confirmed

23/19 EXCLUSION OF THE PUBLIC RESOLVED that the public, including the press, be excluded from the meeting during consideration of the remaining item on the agenda to avoid the disclosure of the kind of exempt information detailed in the following summary of proceedings:-

SUMMARY OF PROCEEDINGS CONDUCTED AFTER THE PUBLIC, INCLUDING THE PRESS, WERE EXCLUDED FROM THE MEETING

1. To confirm the exempt minutes of the meeting held on 21 February 2019 (contains exempt information)

24/19 EXEMPT MINUTES RESOLVED that the exempt minutes of the meeting of the Committee held on 21 February be confirmed as a correct record.

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

22 November 2019

HS2 PROGRAMME UPDATE

1. Introduction

- 1.1 This report provides an overview of national, regional and local activity on HS2.

2. National Context

- 2.1 The chairman of HS2 Ltd Allan Cook published his 'stocktake' on the progress of the project on the 3rd September 2019. He report confirmed that:
- The cost of Phase 1 (London to Birmingham) will rise from £27 billion to £36-£38 billion, and will be completed between 2028-31 – rather than by 2026.
 - Phase 2a (Birmingham to Crewe) should be incorporated into Phase 1, and costs will rise from £3.5 billion to £3.6-4.0 billion.
 - The cost of Phase 2b (Crewe to Manchester & Birmingham to Leeds via the EM) will rise from £28.6 billion to £32-£36 billion and will be completed between 2035-2040 rather than by 2033.
 - There is an opportunity to look at delivering Phase 2b in smaller sections – linked to the delivery of NPR and Midlands Connect priorities.
- 2.2 The report went on to stress that the benefits of HS2, both nationally and locally, were significantly underrepresented by the Government's 'green book' economic appraisal methodology. Allan Cook's full report is available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/828771/hs2-chairmans-stocktake.pdf
- 2.3 This 'stocktake' has fed into a wider review of HS2 commissioned by the Prime Minister which is being led by Douglas Oakervee (a former Chair of HS2 Ltd). Membership of the Panel and full terms of reference for the Review are available at: <https://www.gov.uk/government/publications/hs2-independent-review-terms-of-reference/terms-of-reference-for-the-independent-review-of-hs2>

- 2.4 The East Midlands Strategic Board chaired by Cllr Kay Cutts MBE made a submission direct to the Panel summarising the evidence base underpinning the East Midlands HS2 Growth Strategy, and making the wider economic base for delivery of the Eastern Leg of HS2. The submission is available on the EMC [web-site](#).
- 2.5 The East Midlands submission complemented a wider strategic response by Midlands Connect and place-based submissions from the West Midlands Combined and the Constellation Partnership (Crewe, Stoke and Staffordshire). Transport for the East Midlands (TfEM) have written in support of the East Midlands submission, as have a number of MPs.
- 2.6 Cllr Kay Cutts MBE and Cllr Tish Gilby as Chair of the Chesterfield & Staveley Delivery Board met Douglas Oakervee along with Sir John Peace in the East Midlands on the 25th September 2019 to discuss the regions HS2 proposition and evidence base.
- 2.7 The Oakervee Report's conclusions has been subject to extensive press speculation but will now not be published until after the General Election.

3. Connectivity to the HS2 Hub Station at Toton

Local Connectivity

- 3.1 Local connectivity to Hub Station and Innovation Campus from the surrounding communities of Toton, Stapleford and Long Eaton will be a key to ensuring that the development is acceptable to local communities and addresses existing severance and congestion issues.
- 3.2 The Toton Delivery Board met on the 11th September 2019 and considered the emerging masterplan for the Hub Station and surrounding area, which includes provision for the following local connectivity interventions:
- Pedestrian and cycleway links across the site;
 - Local Highway access from Toton Lane (HIF bid proposal);
 - Local Highway access from Long Eaton and Stapleford; and
 - NET extensions to the Hub Station and Long Eaton (Asda).

Strategic Connectivity: East Midlands Gateways Connectivity Study

- 3.3 The East Midlands HS2 Growth Strategy sets out a comprehensive connectivity strategy based mode/market split. This approach recognises that that Hub Station and Innovation Campus will be served by a variety of modes appropriate to different markets and localities.
- 3.7 Whilst it will be important to maximise opportunities for access by different forms public transport, cycling, walking, there will still need to be effective road access supported by a proportionate car parking strategy. The challenge is to

set out a mix of interventions that are individually deliverable, operationally viable and collectively add up to more than the sum of their parts.

- 3.8 As a result, the emerging package of interventions is based around two phases: a package of measures which aim to be in place at around the time the Hub Station opens ('Day 1'), and a package of longer term measures which will be deliverable after HS2 opens and which can respond to changing patterns of travel demand.
- 3.9 The initial package of measures is likely to include the following:
- The local connectivity measures set out under paragraph 3.2 above;
 - Enhanced local and sub-regional bus strategy;
 - Bus Rapid Transit (BRT) from Derby to the Hub Station;
 - 4 conventional trains per hour between Derby & Nottingham via the Hub Station (requiring the proposed Trowel Curve);
 - Conventional Compatible HS2 Services between Bedford-Leicester-Leeds & Nottingham – Birmingham (requiring the junction within the Hub Station proposed by Midlands Connect);
 - New rail service between Mansfield and the Hub Station via Ilkeston and Langley Mill (the Maid Marian Line) – subject to further testing.
- 3.10 Following further consideration by officers, a final recommended package of 'Day 1' and longer term interventions will be presented to the HS2 Executive Board on the 23rd January 2020.

M1J25 & A52 Access

- 3.11 Highways England has been a key partner in the Gateways Study and has made a significant financial contribution to the modelling costs. Although some initial work was carried out on a phased highway solution which is reflected in the East Midlands HS2 Growth Strategy published in 2017, Highways England have lacked the resources to take this proposal any further.
- 3.12 In addition, it seems unlikely at the present time that Highways England will receive any scheme development funding in RIS2 (2020-25) for M1J25/A52 Access – although this was specifically highlighted by TfEM and Midlands Connect in representations made to Government on priorities for RIS2.
- 3.13 In the absence of a specific scheme, Highways England have agreed a notional set of outcomes and costs for the purposes of Gateways Study. Although far from ideal, this approach does allow high level SOBCs to be developed for the other elements of the emerging package.

4. Proposals for a Locally-Led Development Corporation

- 4.1 The initial proposition covers the land around the Hub Station at Toton plus the adjacent Chetwynd Barracks, East Midlands Airport and Ratcliffe Power Station. The emerging work to inform the business case has been discussed

by regular meetings of a Development Corporation Executive Group (officers) and Oversight Board (Members), and informed by three separate commissions funded by Government:

- **Commission 1: Vision and Narrative** - led by Wolff Olins
- **Commission 2: Strategic and Economic Case** – led by Arup with AMION and Cushman & Wakefield
- **Commission 3: Route Map and Legal Structure** - led by Grant Thornton and Pinsent Masons

4.2 A final submission on the case for a locally led Development Corporation is due to be submitted to Government in March 2020

5. Chesterfield & Staveley

5.1 The prospect of a HS2 connection at Chesterfield Station is already driving major regeneration of the town centre and adjacent commercial areas. The potential benefits of HS2 for the Chesterfield area include:

- Better connectivity for the one million people already living within 30 minutes of the station;
- 4,740 new homes and 10,220 new jobs;
- £270m net additional GVA; and 176 ha of brownfield land brought back into use; and
- Establishing an international gateway into the Peak District National Park.

5.2 A comprehensive Chesterfield HS2 station master-plan has been developed to provide a framework for public and private investment which will be given statutory weight through incorporation into the adopted Local Plan in 2020.

5.3 A new HS2 Infrastructure Maintenance Depot (IMD) at Staveley will help generate hundreds of new high quality engineering jobs within some of the most deprived communities in England. In the short term, the Depot could also provide a construction base for HS2 to align with the current plans to make the nearby Barrow Hill Roundhouse a rail industry 'centre of excellence' linked to the High Speed Rail College and the research and development capabilities of the Universities of Newcastle and Derby.

5.4 The prospect of HS2 co-investing in Staveley is already helping to energise landowners to bring forward a 150 hectare brownfield site, with planning applications already submitted for a new mixed-use housing and employment zone comprising around 1,500 homes and new leisure and commercial development around a revitalised Chesterfield canal.

5.5 Derbyshire County Council has also submitted proposals for the 'Chesterfield-Staveley Regeneration Route', which will enable this major development to proceed in parallel with HS2's investment in the IMD. The road scheme is one of just four that have been prioritised by Midlands Connect in July 2019 for

'Large Local Majors' funding from the Department for Transport for the period 2020-25.

- 5.6 The Chesterfield & Staveley Delivery Board has recently commissioned further technical work to establish the business case for increasing the HS2 service provision at Chesterfield to two stops per hour, and for using the Staveley IMD as a base for the construction of HS2.

6. Recommendation

- 6.1 Members are asked to consider the issues set out in this report and direct officers accordingly.

Andrew Pritchard
20 November 2019

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Agenda item: 7

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

22 November 2019

TOWN DEALS OVERVIEW OF PROGRAMME

1.0 Purpose of Report

- 1.1 To provide an overview of the Government's recent Town Deals announcement and share initial thinking on how best to develop the programme of activity, including potential links to emerging priorities in the draft Local Industrial Strategy.

2.0 Discussion/Decision Required by the Meeting

- 2.1 The Committee is asked to note the proposed Town Deals programme and consider strategic implications for the County, particularly regarding governance and investment strategies.**

3.0 Background

- 3.1 Members will be aware that on 6th September Government invited 100 places to develop proposals for a Town Deal, as part of the £3.6 billion Towns Fund and each nominated place has the opportunity to bid for funding of up to £25 million.
- 3.2 The funding can be used to redevelop vacant buildings and land, drive up private sector investment by supporting small businesses, ensuring young people have the skills they need to get good jobs, improving and promoting local cultural opportunities or considering how best to improve transport links and increase access to high-speed broadband.
- 3.3 On 1st November, Government launched its Town Deals Prospectus to support the nominated 100 places in the next stage of their bidding process; 30 places have been identified in the Midlands Engine region, three of which are in Derbyshire – Clay Cross, Staveley and Long Eaton. It is understood that, in due course, the Government will announce a competition for additional towns to develop plans for their own Town Deals.

Town Deals

- 3.4 The Prospectus advises that Town Deals will help equalise the opportunities of growth – primarily in those communities which have been ‘left behind’ – ensuring they benefit from resources to boost productivity and living standards. Essentially, the Prospectus sets out a two stage process for agreeing a Town Deal.

Stage 1: capacity building - providing support to places to put the structures and vision in place in order to move to the next stage of agreeing a deal.

Stage 2: places to use their locally-owned Town Investment Plan to put together a business case to apply for funding for interventions (further detail on this is awaited).

- 3.5 Whilst Government believes there is a considerable amount of public investment flowing into towns already (Future High Street Funds, LGF, HIF etc), it also believes the private sector has an integral role to play in making the Town Deals a success, ensuring alignment with the activity of business, education providers and investors (particularly in relation to transport, skills, site/ property availability and local business support which were identified as critical). Government itself has also indicated a readiness to work more closely with the relevant towns.
- 3.6 Having regard to the above, Government is requesting that delivery boards be set up for each Town Deal, led by a representative from the local business community. It is expected that district and borough councils for the towns selected will be identified as the ‘Lead Council’, supported by the County Council, and that a Town Deal Board will be implemented no later than the end of January 2020. (Stage 1 as outlined above.) *NB: where there are strong partnerships and proposals already in place Government expects to agree a Town Deal more quickly which in turn, will allow others to take advantage of the support being offered by Government. Lead councils will return a readiness checklist to help gauge how quickly a Deal can be prepared and agreed.*
- 3.7 Governance structures and decision making of the Boards are expected to be made public and membership is likely to be made up of the following: local authorities, parish and town councils, MPs, local businesses, investors, LEP, community representatives, other agencies such as Jobcentre Plus, colleges, universities, schools, cultural/sporting institutes as appropriate.
- 3.8 It is then expected that a Town Investment Plan will be prepared by no later than Summer 2020. Together, the Board and Investment Plan will inform the second stage of the Town Deal. Details on the preparation and approval processes are expected from Government in due course, including the amount of capital and revenue funding available, and the interventions that can be supported from the Towns Fund.
- 3.9 In summary though the Plans will set out investment priorities aimed at driving economic growth, supported by clear evidence and targeting investment to the

required infrastructure, as well as making full use of available powers, including planning powers. It is expected the Town Investment Plans will complement existing plans and strategies such as the Local Plan and Local Industrial Strategy, HS2 Growth Strategy etc. Alignment to Midlands Engine and the national clean growth agenda will be essential and they should also detail value for money interventions.

3.10 Plans will essentially cover:

- Context and evidence for suggested interventions
- Vision for the town
- High level description of priority areas for short, medium and long term investments – identifying where the money can come from (public/ private/ community etc)

The Towns Fund

3.11 The Towns Fund provides the core public investment for the Deals (although additional funding may come from other sources or parts of Government) and is focused on driving the economic regeneration of towns to deliver long term economic and productivity growth through:

- **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work by: increasing density in town centres; strengthening local economic assets - including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
- **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support small business development and the skills needed to drive growth.
- **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.

3.12 It is advised that investment of up to £25m per place will be dependent on Government receiving high-quality proposals that meet the objective of the Fund (again, further guidance is awaited). *NB: the Prospectus advises that if Government is not content with the quality of proposals, then it is unlikely a Town Deal would be agreed.* Where towns are both preparing to agree a Town Deal and are already involved in the Future High Streets Fund, it is expected that plans will be aligned, whilst still meeting the separate objectives of the funds.

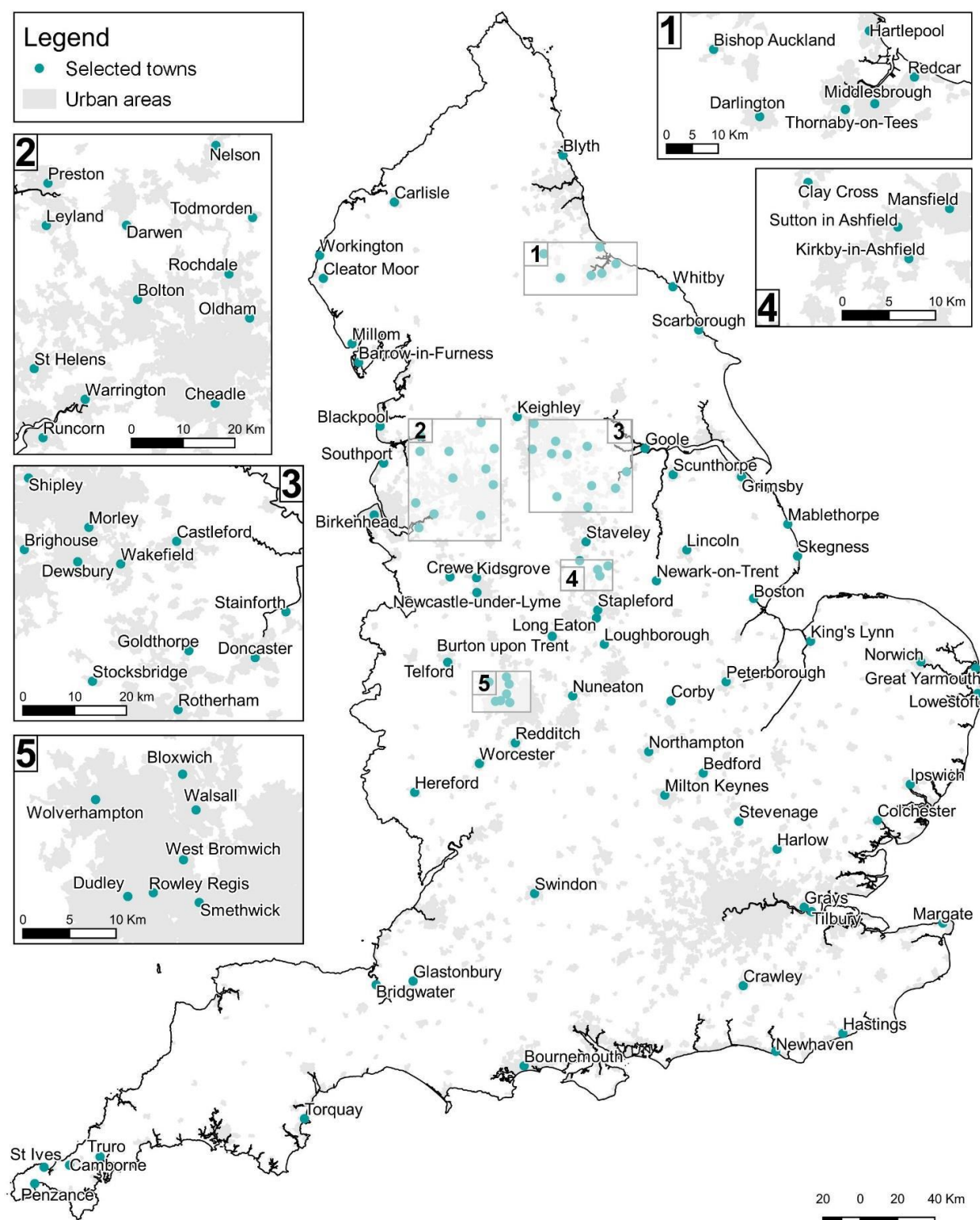
3.13 A s31 grant will be provided to lead councils to support development of the Board and the Investment Plan for each of the shortlisted towns. Funding is allocated according to population size, using Office of National Statistics categories for small, medium and large towns

| Town Size | Population | Capacity funding |
|-----------|------------------|------------------|
| Small | 5,000 – 20,000 | £140,000 |
| Medium | 20,000 – 75,000 | £162,019 |
| Large | 75,000 – 225,000 | £173,029 |

- 3.14 It is anticipated the funding will be used for:
- Convening the Town Board
 - Running business and community engagement workshops (My Town campaign)
 - Developing Town Investment Plans
 - Providing technical expertise for business case development

4.0 Issues

- 4.1 Committee to consider the impact of the Town Deals programme and consider strategic implications for the County, particularly regarding governance and investment strategies.
- 4.2 To consider any initial thoughts from North East Derbyshire, Erewash and Chesterfield in terms of immediate steps.



Agenda item: 8

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

22 November 2019

FESTIVAL OF DERBYSHIRE - DRAFT PROGRAMME UPDATE

1.0 Purpose of Report

- 1.1 To provide an update on the progress of the Festival of Derbyshire proposal including project development and proposed themes and objectives.

2.0 Discussion/Decision Required by the Meeting

- 2.1 **The Committee is asked to note the progress of the Festival of Derbyshire project being steered by the Derbyshire Culture, Heritage and Tourism (CHAT) Board.**

3.0 Background

- 3.1 The Festival of Derbyshire is being developed by Derbyshire County Council through the Derbyshire CHAT Board as a high profile, high quality series of events, starting in May 2020, which will help to tell the Derbyshire Story based on "People, Places and Products". The Festival will fundamentally present Derbyshire to wider national and international audiences – encouraging day visitors to become staying visitors, but will also target local audiences, helping local people to discover, understand and protect what's on their doorstep.
- 3.2 The concept is based on celebrating a number of key historical milestones and anniversaries that will happen during 2020-21 and focuses on two overarching objectives of celebrating our unique culture and raising the quality of our visitor offer. Key outcomes will seek to deliver the overall CHAT vision "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.
- 3.3 Proposed project outcomes can be summarised as follows:
- Establishing a clear narrative for Derbyshire that can be utilised across a number of promotional areas to create increased awareness and interest in the county.
 - Increased engagement with communities and visitors alike.
 - Raising quality and reputation for the Derbyshire visitor experience.

- Increasing visitor numbers with an emphasis on “days to stays”.
- Create a legacy for future events/activity including increased audience insight.

4.0 **Project Progress**

- 4.1 Following early development of the concept, CHAT Board approved the project plan outlining resources and governance arrangements for the delivery of the Festival of Derbyshire. As well as establishing a Project Steering Group reporting directly to the Board, the decision coincided with the commencement of a new Senior Economic Development Officer post assigned to supporting the delivery of the CHAT action plan and co-ordinating the Festival as a key project for the Board.
- 4.2 The key elements of the project are centred on developing a Festival framework (to guide the development and curation of an events calendar) and commissioning the branding/marketing campaign to promote the festival.
- 4.3 Through auditing our rich cultural and heritage offer, identifying the unique elements and then curating them under key themes/ motivations a festival framework has been developed in consultation with key stakeholders, including Cllr Barry Lewis and James Berresford (Chair of CHAT). The response has been very positive and it is now intended to move forward with this framework. The Project Steering Group endorsed the framework on Monday 18th November.

The Festival will be presented under 3 seasons, with sub brands/ key messages created within each season. It is hoped that some of the sub-brands will create legacy that can be repeated in future years.

Season 1: Health and Wellbeing (May-June 2020)

Florence Nightingale is truly a global figure, with significant reach, so celebrating the bicentenary of Florence Nightingale’s birth and her relationship with Derbyshire will be key and will launch Season 1 of the festival focusing on health and well-being, highlighting our heritage of spa towns and outstanding natural environment.

To mark the bicentenary it is proposed to run a subsidised campaign offering free/ reduced admission to all Derbyshire residents who are registered nurses for Derbyshire cultural, heritage and tourism sites. This is still to be agreed and negotiated with partners and so details remain to be finalised. It is proposed this acts as a pilot for a future countywide ‘Big Weekend’, an annual campaign used to help local people become ambassadors of their local offer.

Season 2: Places (July-September 2020)

Focusing on Derbyshire as a unique tourism destination during the high season, the Festival will focus on themed months. Currently the proposed themes are:

- “Sounds of Derbyshire” (July) concentrating on our rich and diverse music offer, from world class opera to heavy metal and everything in between.
- “Country Fayre” (August) focusing on produce, brewing and country shows such as Ashover, Hope and Chatsworth Country Fair.
- “Streets Alive” concentrating on our Market Towns and encouraging visitors to our towns, to shop and take part in events.

Season 3: People and Products (October-December 2020)

Focusing on heritage and Derbyshire products, Season 3 will look to raise the profile of our museums and capitalise on the festive period.

- “Derbyshire Treasures” (October) will highlight our museums, artefacts and industrial heritage. We are currently exploring options to create a county wide ‘Festival of Museums and Heritage’ to support future legacy.
- “Made in Derbyshire” (November/December) will put the spotlight on our highest quality artisans and makers, highlighting markets, fairs, open studios, and opportunities to ‘make and stay’.

- 4.4 In addition to developing the Festival framework and events calendar, joint work with the Derbyshire County Council Communications Team has commenced on developing PR campaign and marketing brief. The brief will be used to commission Marketing Peak District & Derbyshire (MPDD) who will be responsible for delivering the campaign reporting back to the Council through the CHAT Board. It is proposed that MPDD will present initial concepts to the next CHAT Board on 17th December 2019 with final campaign due to be signed off at the end of January 2020.

5.0 Issues

- 5.1 It is noted that Joint Committee note and comment on the report and take further reports at future meeting as the project develops.

