

PUBLIC

MINUTES of a meeting of the **CABINET MEMBER FOR STRATEGIC LEADERSHIP, CULTURE AND TOURISM** held on 9 May 2019 at County Hall, Matlock

PRESENT

Cabinet Member – Councillor B Lewis

Also in attendance – Councillor R Flatley

8/19 **MINUTES RESOLVED** that the minutes of the meeting held on 25 March 2019 be confirmed as a correct record and signed by the Cabinet Member.

9/19 **CULTURE, HERITAGE AND TOURISM (CHAT) BOARD – UPDATE AND FURTHER RESOURCING** At its inaugural meeting on 21 June 2018, 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 was 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 was to ensure the visitor assets, infrastructure and products/services provided complemented the experience of, and met the expectations of, Derbyshire’s visitors, investors and residents. The activities the Board was undertaking in developing its role in this respect, were highlighted.

The CHAT Board had very quickly developed a strong partnership ethos and was focusing its efforts on developing an action plan of themes and proposed projects that would deliver its ambitions. The action plan was also designed to be alive to market opportunities as and when they emerged. The Board was also working with partners to commission research and data that would underpin activity and support the sector in attracting further investment.

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

One such signature project was the proposed Festival of Derbyshire which would deliver a high quality, coordinated marketing and branding campaign centred around a number of milestones during 2020-21. These

included 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.

To coincide with key milestones, it was proposed the Festival of Derbyshire ran from mid-2020 to mid-2021. Resources would 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 was for the 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) would provide operational links between the Festival programme of activity and the wider work of the CHAT Board. Once detailed plans were in place, the County Council would discuss potential, additional support with/from Visit Britain.

As stated above, the CHAT Board had 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 was to co-ordinate partners' resources against overarching strategic objectives, it had been recognised that dedicated budgetary resource was required to facilitate the work of the Board.

The proposal was 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 would work closely with the Chairperson and partners to bring forward appropriate projects and interventions to drive forward the CHAT agenda.

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

RESOLVED to (1) note the progress to date of the Culture, Heritage and Tourism (CHAT) Board and Action Plan;

(2) approve 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;

(3) note and support 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; and

(4) note that a future Cabinet report will be presented outlining the proposals for further project funding to implement the Festival programme.