

Derbyshire Cultural Framework

Derbyshire County Council | Culture, Heritage and Tourism Board

2022 & 2023 : 2 Year Implementation Plan
CHAT 14th May 2022



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



The Framework Aims To

Build sector resilience

Unlock potential

Facilitate collaboration and innovation between the creative, heritage and tourism sectors

Articulate a shared ambition to potential funders

Lever additional resources into the county

The 5 pillars of the cultural framework

This Framework is based on five pillars of action:

Derbyshire Hothouse

Skills, employment & talent development for the creative, digital and screen industries, cross-sector training & mentoring, stimulating enterprise, innovation and product development

The Derbyshire Story

Living heritage and landscape, cultural programming to animate and tell our stories, activating assets, place brand/narrative, developing the offer

The New Market Place

Reimagining town centres, supporting civic pride, activating spaces, developing creative hubs, building the creative offer and driving footfall to our towns

Shine a Light

Large-scale signature programming and capital projects, maximising the cultural offer, recognising and celebrating people, places, products, and encouraging activity in the quieter times of year

Collective Derbyshire

Shared values, collective visions, county and city partnerships, sharing information & data, cross-sector leadership, sustainable cultural economy

Each pillar corresponds to a number of recommended activities and investment priorities. An annual implementation plan will set out detailed outcomes under each of these pillars.



Curiousa & Curiousa. Bespoke Lighting
Chris Webb Photography

Derbyshire Hothouse Objectives

Attract, retain and build a creative, diverse workforce

Support young creative entrepreneurs

Prioritise key growth areas – tourism, experience economy, international trade, screen industries, low carbon

Provide a more co-ordinated approach to business support for the creative and cultural industries

Support the creative and cultural sector to take action on the climate crisis.

2022 & 2023 Priorities

With colour highlighting proposed CRF funding schemes

Targeted Business Support

- Creative Roadshows

Start Up Support for Creative Enterprise

- Mentoring and Workspace Bursary

Closer Working with FE & HE

- Roll out of T Levels and Flexi-apprenticeships

Peer Networks

- Co-working Space, Town Festivals,

Screen Industries Development

- Profile Derbyshire as place to make films

Professional Development

- Skills development embedded in key projects



Cultural Recovery Fund – Proposed Funding Streams

Mentoring and Workplace Bursary

Bursary scheme for creative start-ups to support rental and mentoring costs in some of the counties expanding portfolio of town creative and co-working hubs.

WHO

- Young/ emerging creative entrepreneurs / Co-working Spaces
- Key focus on under-represented groups
- Peer to Peer mentoring training

HOW

- Open Application
- Informed by Creative Co-working Scoping Study

SCALE & ROLL OUT

- Bursaries of between £1-£2.5k .
- Target 37 recipients
- Roll out from 2023

Film Office County/ City Pilot

Profiling Derbyshire as a Place to Make Films - via funded post

WHO

- Film, TV ,media, games producers
- Local independent producers
- FE & HE, Local Authorities, DMOs, BFI, Creative England etc key partners

HOW

- Joint funded, 2 year post

SCALE AND ROLL OUT

- Business Case currently in development will inform approval process, alongside roll out



Derbyshire Story Objectives

Build Derbyshire's unique identity and brand

Celebrate Derbyshire's rich landscape, heritage and cultural assets

Breathe new life into assets and enrich experiences.

Increase the use of digital to tell our story

Encourage greater collaboration across the museum sector.

2022 & 2023 Priorities

With colour highlighting proposed CRF funding schemes

Collective Programming and Campaigns

- MAKEit – Derbyshire wide programme celebrating making

Bookable Experiences

- Culture and heritage experiences targeted at visitor market

Cultural Entrepreneurs

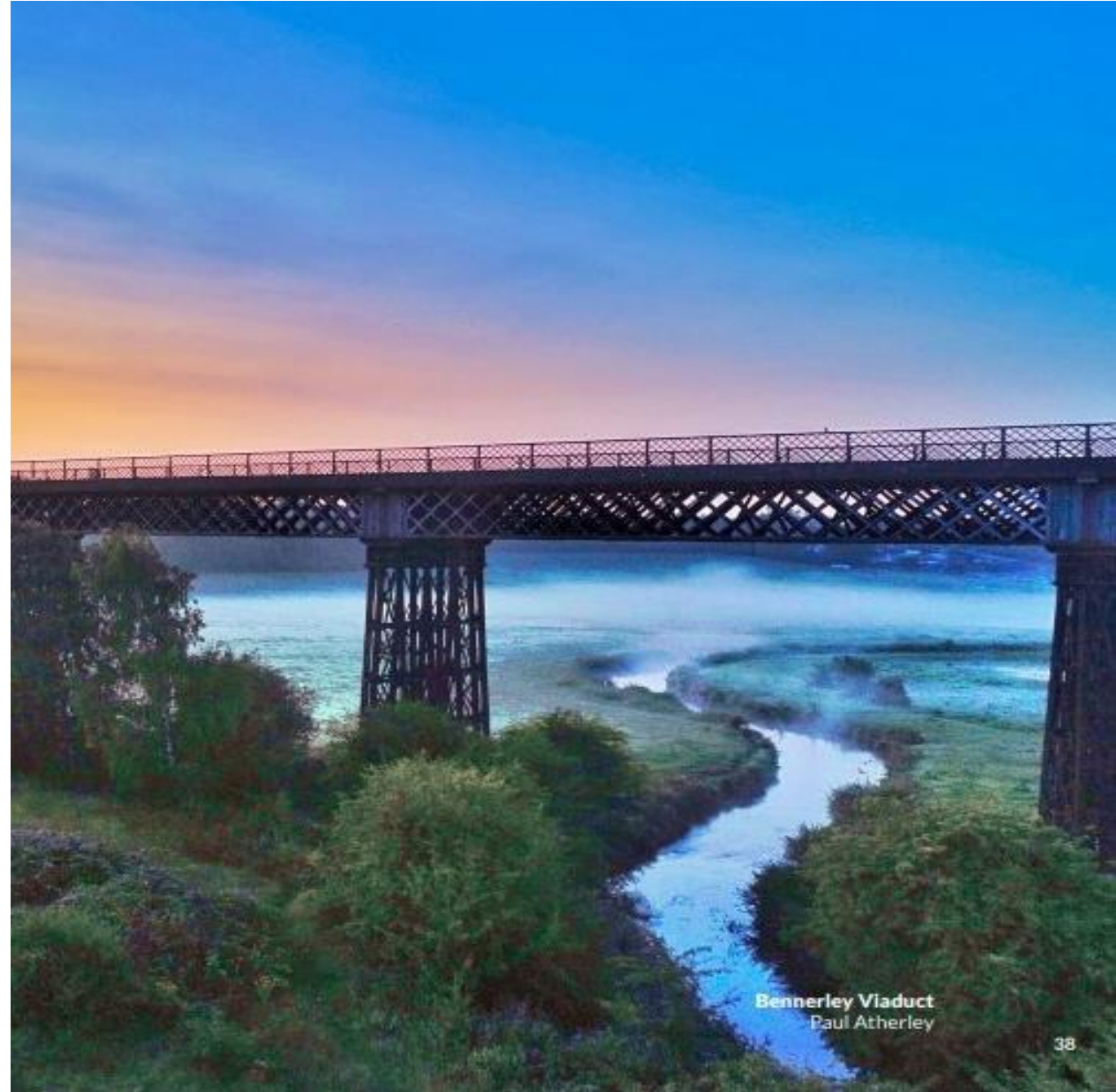
- R&D Fund to support new product development with visitor attractions.

Derwent Valley Mills World Heritage Site

- Creative collaboration across sites to raise profile and build audiences

Creative Campaigns

- To build cultural identity and promote Derbyshire as a cultural destination



Cultural Recovery Fund – Proposed Funding Streams

MAKEit : Derbyshire Wide Programme Celebrating Making

One month campaign & programme of activities celebrating Derbyshire's rich heritage of making, from kitchen table to factory floor. The programme will link arts organisations, museums, archives, heritage sites, libraries, designer makers, FE & HE, manufacturers and retailers. Much of the creative output will focus on key market towns to drive footfall to high street. A year round programme of participatory and grass roots work will feed into the festival alongside, high quality commissions, graduate micro-commissions, talks, demonstrations and family focused activities.

WHO

- Arts Organisations, Museums and Heritage Attractions, DCC Libraries, Adult Education, Childrens Services, Designer Makers, FE & HE . Derby/ Museum of Making Key Partner

HOW

- Primarily via invitation to apply but some open access
- Will sit within significant campaign, including re purposing of Derbyshire Makes
- Working Group to be set up

SCALE & ROLL OUT

- Grants of up to £10k which support delivery of Festival .
- Target of 50 recipients
- £1 million + budget, will require significant fundraising
- 2-3 years, Yr 1 pilot likely to be October 23

R&D to Support New Product Development with Visitor Attractions

Initial R&D Fund to support new product development with visitor attractions. Leading to full commission/New Event

WHO

- High quality, innovative creative producer
- Visitor attractions

HOW

- Open call - promoted nationally
- Likely to require an EOI stage- both for creatives and attractions
- May require support in matching

SCALE AND ROLL OUT

- 4 awards of £10k for R&D
- Leading to a single award of £50k commission
- Depending on proposal likely to require significant additional investment to realise



New Market Place Objectives

Harness culture and creativity to build and diversify our market town offer

Animate Derbyshire high streets and build vibrancy

Drive footfall to high streets

Support the development of new and emerging creative hubs

Bolsover Lantern Parade
Jill Meads

2022 & 2023 Priorities

With colour highlighting proposed CRF funding schemes

Development of Creative Micro-Clusters

-Ashbourne, New Mills, Wirksworth, Glossop
Belper , Chesterfield

Windows and Town Dressing Programme

- artist displays, commissions and window
dressing

Creative Co-Working and Digital Workspace
in key locations, re-purposing heritage and high
street spaces

Culture-Led Regeneration

-
-in priority places in support of Levelling Up
agendas



Cultural Recovery Fund – Proposed Funding Streams

Well-Dressed Windows

Support for artist displays, commissions , window dressing and creative consultancy with high street retailers in Market Towns.

WHO

- Market Town Festivals
- Artists/ Designer Makers
- Retailers

HOW

- By invitation, to town festivals
- Pilot in Derbyshire Dales, High Peak & Amber Valley
- Collective approach / development of peer network

SCALE & ROLL OUT

- Grants of up to £8k
- Target 6-8 recipients
- Pilot for 2023. Learning to inform future bids, potential countywide roll out

Invest to Grow

A small seed fund to support feasibility of capital proposals, especially those that support Levelling Up agendas

WHO

- Museums, Visitor Attractions, Local Authorities, Cultural Entrepreneurs

HOW

- By application

SCALE AND ROLL OUT

- Grants of up to £5k



Y Not Festival
Entirety Creative Ross Silcocks

Shine a Light Objectives

Develop distinctive signature projects of scale and quality

Collaborate to increase reach and provide economies of scale

Support activities that fuel visitor growth , especially in shoulder and low season.

Ensure benefits of high profile projects cascaded through county

Partner in transformational programming , such as City of Culture Bid

Signature Programme

Large scale, digital projections events taking place on some of Derbyshire most iconic buildings and hidden gems during shoulder period.

WHO

Heritage Buildings, Visitor Attractions
Town Centre Managers

HOW

Strategic programme co-ordinated by DCC
By invitation or expression of interest
Collective approach / economies of scale / shared campaign

SCALE & ROLL OUT

Moving into Yr 2 after successful pilot
4 venues in 2023 increasing to approx. 6-8 by Yr 4



**SHINE
A LIGHT**



Community Programme

Wrap around programme to support and grow the wealth of community produced light events in Derbyshire

WHO

Town Festivals , Community Light Events
Town Centre Managers / Retailers

HOW

By invitation or expression of interest
Collective approach / economies of scale / shared campaign

SCALE & ROLL OUT

Grants of up to £7.5K
Yr 1 - 2 events to be supported – Bolsover and New Mills
Increasing to 4-6 by Yr3



**SHINE
A LIGHT**



Collective Derbyshire

Investing in:

- Shared tools for intelligence and data collection, building cross sector insight and data that is comparable and can be benchmarked
- Wider advocacy and support on the value of the creative and cultural economy of the area - how to retain social value in a competitive economy
- External fundraising for Cultural Framework priorities
- Stronger audience focus across and between the CHAT sectors – shared intelligence, inclusive audience development strategies to reach and grow more diverse audiences
- Smarter sector solutions for climate emergency, including net zero training and toolkits
- Specialist board support, advice and facilitation
- Building networks between county, city, region and internationally



Next Steps

DCC Approvals

Align to key investment opportunities. Bid development

Development of CRF process. Launch. Staggered Roll Out

Develop Monitoring Framework alongside building sector insight and data

Review of CHAT – Governance and membership, including formation of working groups



ANY QUESTIONS ?

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