

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.

