

DERBYSHIRE COUNTY COUNCIL

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

7 February 2020

Report of the Executive Director – Economy, Transport and Environment

**FESTIVAL OF DERBYSHIRE – UPDATE AND RESOURCING
REQUIREMENTS**

(1) **Purpose of Report** To report on progress of the Festival of Derbyshire and consider resources required to deliver the festival activity as agreed at the meeting of the Cultural, Heritage and Tourism (CHAT) Board on 17 December 2019.

(2) **Information and Information**

Background

The visitor economy is acknowledged as one of the key growth sectors within Derbyshire, with the sector worth £2.15bn gross value added (GVA) per annum in Derbyshire (2017 figures) and growing.

The CHAT Board was established in June 2018, with a primary focus to ensure that visitor assets, infrastructure, products and services both complement the experience and meet the expectations of Derbyshire's visitors, investors and residents.

In May 2019, members were updated on the progress of the CHAT Board and approved recruitment of a full time Senior Economic Development Officer post, on a three year fixed term contract, to manage the development of the Board and delivery of the CHAT Action Plan.

The new Senior Economic Development Officer (CHAT) was appointed and started in late October 2019 and has since been working to move forward the Board and Council's strategic priority, the development and delivery of the Festival of Derbyshire.

Through auditing Derbyshire's rich cultural and heritage offer, pulling out strong elements and curating them under key themes/visitor motivations, a Festival Framework has been devised which has been used to consult with key partners and stakeholders. The response has been positive and, following

sign off from the Project Steering Group, was endorsed by the CHAT Board at the meeting held on 17 December 2019.

Overview of the Festival

The Festival of Derbyshire (FoD) will celebrate Derbyshire's distinctive culture and world class offer and start to tell the Derbyshire Story, based on its "People, Places and Products", marking some key milestones and historically relevant anniversaries during the period that help illustrate and bring the story to life.

The Festival will be delivered through a high profile campaign, with activities commencing in May 2020. The Festival will help present Derbyshire to wider national and international audiences, encouraging day visitors to become staying visitors, but will also target local audiences, helping local people discover and engage with what's on their doorstep and encouraging them to become ambassadors for Derbyshire's visitor offer.

The Festival will be presented under three seasons, with monthly themes and key messaging created within each season. It is hoped that some of the sub-brands will remain as a legacy and repeated in future years.

The Festival will highlight the rich offer throughout the festival period (May – December 2020) with resourcing concentrated on the shorter season, to support wider objectives to extend this season.

Key anniversaries within the festival period will, where possible, be marked or signposted. There are a number of significant milestones in 2021 that fall out of the festival period, but will be incorporated within the narrative to promote a sustainable legacy and ensure the Festival can be used as a launch pad for celebrations in 2021 and beyond, including the proposed County of Culture initiative.

Festival Framework

Health and Well-Being : May-July 2020

- May: 'Derbyshire Cares' (title still under consideration) - Florence Nightingale is truly a global figure, with significant reach, so celebrating the bicentenary of Florence Nightingale's birth and her relationship with Derbyshire is a great way to launch the festival, highlighting Derbyshire's rich heritage of health and well-being, including spa towns.
- June: 'Walk of Art' – shining a light in the wealth of art within the landscape, both historical and contemporary, focussing on trails, walks and cycle routes alongside literature in the landscape.
- July: 'Sounds of Derbyshire' will concentrate on Derbyshire's rich and diverse music offer, from world class opera to heavy metal and everything in between.

Places : August-September 2020

- August: 'Country Fayre' will focus on local food and drink produce and country shows, such as Ashover, Hope and Chatsworth Country Fair.
- September: 'Streets Alive' concentrates on Derbyshire's Market Towns and will focus on encouraging visitors to Derbyshire's towns, to shop and take part in events at Melbourne, Wirksworth, New Mills, Chesterfield, Derby Feste, etc.

Making (with focus on People and Products): October-December 2020

- October: 'Derbyshire Treasures/Home Made Delights' highlighting Derbyshire's museums, artefacts and industrial heritage.
- November-December: 'Made in Derbyshire' will put the spotlight on Derbyshire's highest quality artisans and makers, in particular those who are part of the tourism supply chain, highlighting markets, fairs, open studios, and opportunities to 'make and stay'.

Marketing Campaign

Marketing Peak District & Derbyshire (MPDD), with steer from the Council's Communication team, is responsible for delivering the marketing and social media campaign, and have recently tendered and appointed "The Way Design" agency to develop the creative proposals of this work package. It is expected that it will present preferred options for the creative campaign, for endorsement by the FoD Project Steering Group at its meeting on 29 January 2020. The campaign and branding toolkit will be worked up in February, ready for launch in early March.

Festival Content and Key Activities

Much of the festival will focus on curating and profiling existing activities. Some new activity will also be developed and supported, where there are identified gaps in provision or significant opportunity to build audiences or product. The following activities are proposed. Further negotiation and development work, including partner sign up and external funding, will be required to realise them.

Derbyshire Cares (Title to be confirmed) - A series of activities to mark Florence Nightingale's bicentenary and celebrate the world-wide community of nurses and midwives, including a launch event, vouchers and special offers to our nurses and potentially mass participation project – 'a thank you letter', or 'light-up our world'

The Derbyshire Way – A week long young person's walking/cycling challenge in early/mid-June, to mark the 'Derbyshire Way' – a route from lowest point (Shardlow) to highest point (Edale) spanning 65 miles, with much of the route travelling through the Derwent Valley Mills World Heritage Site, and young people/schools encouraged to engage with key sites as they travel

through. Once the route has been established, a challenge will then be set for the general public.

Take Part Derbyshire – Volunteers will be a vital component of the festival providing much needed stewardship and ownership at a local level. Approximately 20 million people in the UK participate in volunteering in some way, so a significant audience, as well as a strong community of ambassadors. The festival provides an opportunity to both celebrate and support volunteering through the setting up of a sector wide volunteer digital platform, setting a challenge to secure 2020 volunteer hours to mark the festival, skills building, through County Council Volunteer Passport/European Region Development Fund (ERDF) workforce programmes plus a a celebration/awards event at the end of the festival.

Made in Derbyshire – “Making” is significant within Derbyshire’s industrial and cultural heritage, as well as its contemporary identity, so a really important part of the Derbyshire story. The opening of the Museum of Making to coincide with the 300th anniversary of the Silk Mill provides a strong focus to launch season 3 and link sites, activities and product promotion, including a short 2-3 day Festival of Making, across museum and heritage sites and development of quality mark for tourism and culture businesses.

(3) **Financial Considerations** A budget of £43,500 has been forecast (£13,500 for creative proposal, £30,000 for marketing activities) for the entire branding, social media marketing campaign. The contracts will be let by MPDD and then reimbursed during 2019-20 by the Council.

Following on from this, it is estimated that another £46,500 will be required in 2020-21 to deliver festival activities, as set out in the report. It is envisaged that the budget allocated will be used to support external funding applications to deliver specific activity where possible.

The total of the Festival of Derbyshire is set to be £90,000 over the period (which spans two financial years) and can be met from the Economic Regeneration budget.

(4) **Social Value Considerations** The objectives of the CHAT Board is 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. The FoD will contribute directly to this objective through encouraging visitors to the county whilst developing a sense of pride and ownership within Derbyshire’s communities.

Other Considerations

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

(5) **Key Decision** No.

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

(7) **Background Papers** Held on file by the Economic Regeneration Service within the Economy, Transport and Environment Department.

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

- 8.1 Notes the progress to date of Festival of Derbyshire with further progress to be reported on a quarterly basis or when required.
- 8.2 Approves the estimated budget of £90,000 for delivery of the Festival of Derbyshire.

Mike Ashworth
Executive Director – Economy, Transport and Environment