

Agenda Item No. 3(b)

DERBYSHIRE COUNTY COUNCIL

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

4 February 2021

Report of the Director – Economy, Transport and Environment

**CULTURE, HERITAGE AND TOURISM BOARD – UPDATE AND
FORWARD PROGRAMME**

(1) **Purpose of Report** To seek the Cabinet Member's approval to proposals to support the economic recovery of Derbyshire's creative and cultural industries through the development of a Cultural Framework, acceptance of £20,000 grant for the Art Council and new proposals for a revised Festival of Derbyshire, in light of Coronavirus (COVID-19) impacts.

(2) **Information and Analysis** The Council has provided a robust and dynamic response to the COVID-19 pandemic since March 2020 through its leadership of the Strategic Recovery Group (SRG) and associated workstreams, specifically the Economy, Business and Transport (EBT) Cell. This Cell, chaired by the Director - Economy and Regeneration, has corralled a wide range of strategic delivery partners, including representatives from further and higher education, local businesses, the Chamber of Commerce, Marketing Peak District and Derbyshire, bus and rail transport operators, district/borough authorities, Government departments and many others.

The Cell has focused its efforts in developing a shared Strategy and associated Action Plan that will guide economic recovery in the County over the short to long term. An evidence-based approach has been adopted that embeds the Government's principles to 'Build Back Better' by creating a more circular economy, leveling up economic and social disparity and accelerating work on climate change through a carefully crafted programme of interventions based on: 'Rescue – Resume – Revive – Regenerate - Renew'. Diagram 1 below provides an outline of the five stage approach to recovery.

Also, strong governance has been put in place not only to drive development of the Strategy, but deliver the necessary interventions that have been identified. The governance arrangements include a 'high level' Economic Recovery Board, chaired by the Leader of the County Council, with membership taken from all Derbyshire local authorities and industry leaders, such as Chatsworth House. Diagram 2 on the following page illustrates the governance arrangements.

Approach to Recovery

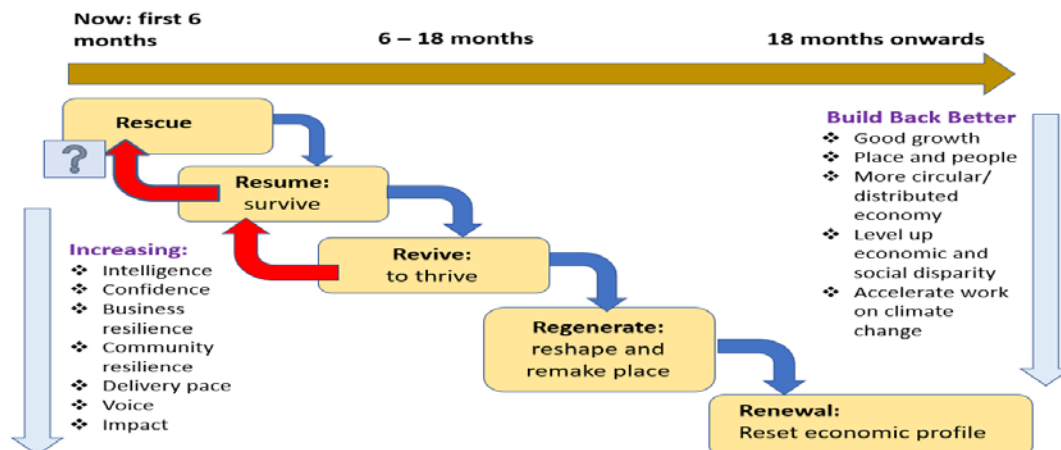
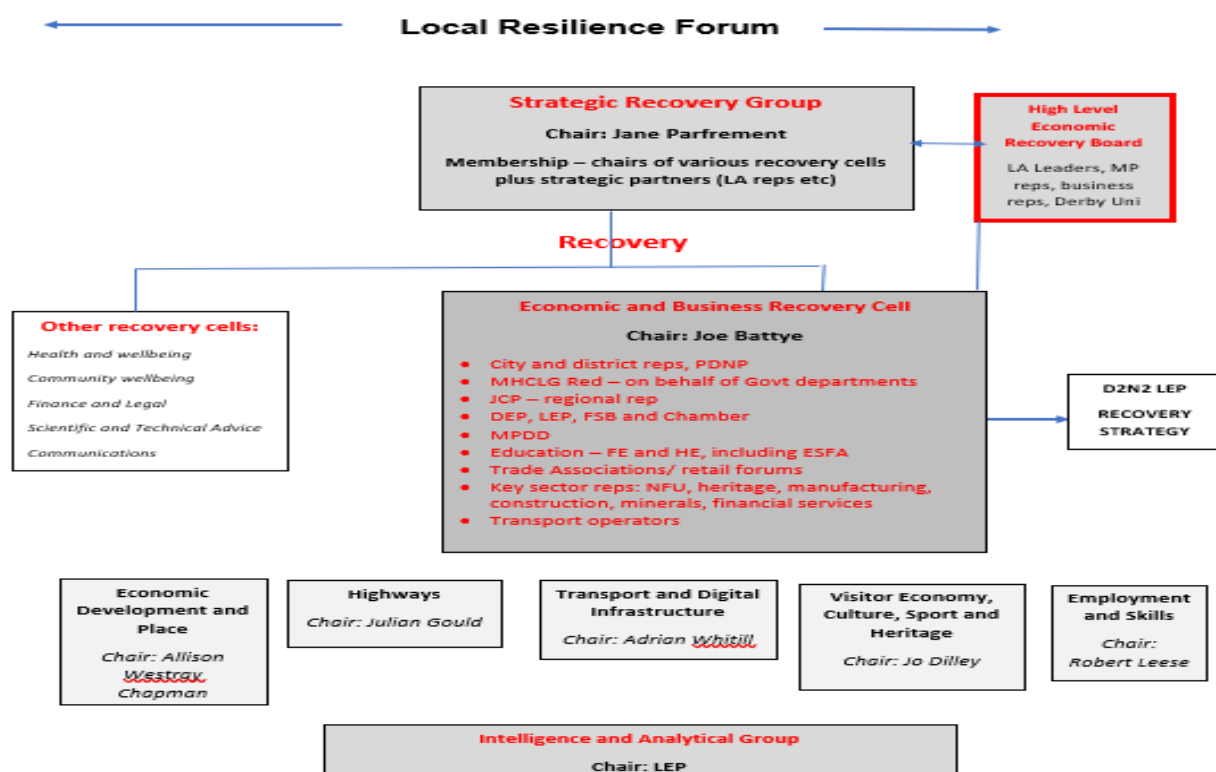


DIAGRAM SHOWING RECOVERY GOVERNANCE



The Strategy was endorsed by Cabinet in November 2020 and is a blend of immediate and longer term interventions to be delivered across a wide range of partners, one of which is the County Council. Very few of the proposed interventions are the sole responsibility of an individual partner; the resulting Action Plan identifies a lead partner and those other agencies key to successful delivery.

The evidence review which informed the Strategy, highlighted the disproportionate impact the pandemic has had on creative and cultural industries and also recognised the significant placemaking impact of the sector.

The Strategy Action Plan identifies a number of interventions across key themes such as Place, Industry and Visitor Economy which supports the development of a cultural framework. These are:

Place

- Market town renewal : Support diversification of town centres including focus on creative workspace and maker space.
- Harness, culture and creativity to build sense of place and celebrate the distinctiveness of our towns.
- Reuse iconic buildings at the Derwent Valley World Heritage Site as living and workspace and ensure they fulfil role in heritage-led regeneration.

Industry

- The creative industries are identified as one of five priority sectors to protect, retain and grow. Pre-COVID-19, the sector showed strong growth, with 45% growth in creative employees between 2015-18 and almost 7,000 employed across Derbyshire.

Visitor Economy

- Use campaigns such as the Festival of Derbyshire to build cultural identity.
- Harness creativity and culture to build product, fuel growth and drive staycation demand.

Cultural Framework Proposal

At the meeting on 12 November 2020, the Culture, Heritage and Tourism Board (CHAT) agreed to develop a Cultural Framework for Derbyshire to support cultural and creative industries, as one of the interventions of the Economic Recovery Action Plan.

Following a dialogue initiated by the County Council, Arts Council England has made an award of £20,000 for £10,000 towards development of the Framework and a further £10,000 to support delivery of immediate outcomes.

Detailed work to define the scope, methodology and project deliverables is ongoing and will continue to be refined. It is expected the process will consider the following:

- Evidence review.
- Baseline asset mapping; spaces and facilities, cultural heritage, festivals and events, creative practitioners, etc.
- Review of key strategies.
- Consultation with sector and key stakeholders.

- Prioritisation and themes.
- Development of 12-18 months Recovery and Resilience Action Plan.
- Set within the performance management framework for Economic and Employment and Skills recovery.

External support will be commissioned for research, mapping, facilitation, consultation and final production. An accompanying programme of sector support, including consultation, networking and advice sharing, will help inform this process.

Alongside delivery of the Framework, funding from Arts Council England has been requested to support the following:

Creative Interpretation and Presentation of Data

A mapping process will inform the development of the Framework, this will help to tell the stories of Derbyshire's creativity and heritage, as well as marking a moment in time. An artist/designer will be commissioned to creatively interpret and present the data collected. A new section of the Arts Derbyshire website, which has recently been relaunched, will be created to house the results of the mapping.

Welcome Back Campaign

A 'Welcome Back' marketing campaign will accompany the programme, highlighting the breadth and diversity of creativity and culture within the County, including greater profile of digital product. It is hoped that the previously commissioned Festival of Derbyshire brand can be refreshed and used for this purpose.

Timescale for Delivery

January	Approvals of project brief – Task and Finish Group and the Council
February	CHAT Board 2 February - update and approval
	Appointment of additional support
	Artist brief agreed and advertised
	Mapping
March	Sector meetings and support starts
	Consultation with key stakeholders/sector
April	Artist commission starts
	Ongoing consultation
	CHAT Board: 26 April – Key themes and priorities agreed
May	Consultation with sector
	Shine a Light campaign starts
June	Refinement: Sign off by task force
July	CHAT Board: 22 July - Final sign off

Festival of Derbyshire - Next Steps

A key priority for the CHAT Board was delivery of the Festival of Derbyshire, an 8 month campaign and programme of events aimed at celebrating Derbyshire's distinctive culture, telling Derbyshire's story, marking some key anniversaries in 2020 and attracting more visitors to the County.

In February 2020, CHAT Board members were updated on the progress of the Festival of Derbyshire, which was due to be launched in May 2020. It was agreed the Festival had to be postponed due to the impact of lockdown and ongoing restrictions, with the hope that it would be re-scheduled for January 2021 onwards, to pull in key anniversaries such as the Peak District National Park 70th, Arkwright's Mill 250th and Silk Mill/Museum of Making 300th.

From consultation with partners, it is clear that the current restrictions and ongoing uncertainty means the Festival in its previous format, is no longer feasible and that officers need to look to build a programme that supports delivery of the aims of the Festival, but that is able to flex and respond to current needs and the level of uncertainty that remains about COVID-19 restrictions.

Proposal 1: Shine A Light on Derbyshire

A proposed Derbyshire-wide season of events that shines a light on the County's rich built heritage and helps tell Derbyshire's distinctive story.

Key Objectives

- To build Derbyshire's out of season offer and encourage more overnight stays during this period.
- To tell Derbyshire's story and build our distinctive place offer.
- To work collaboratively across sites and attractions, enabling partners to benefit from economies of scale and building a high profile campaign with significant reach.
- To support Derbyshire's placemaking objectives, in particular market town renewal.
- To provide a positive legacy for the Festival of Derbyshire
- Potentially dovetail and contribute to County of Culture/ 52 Weeks ambitions.

It is proposed that Shine a Light will be an annual programme of Son et Lumiere events/digital projections, taking place between September and December, on some of Derbyshire's most iconic buildings. The programme will build over a three year period, starting with a small pilot this year - the end goal of a rolling programme of up to 12 large scale evening events at key sites throughout the County, with a wrap-around programme of building illuminations and community engagement activities.

The theme to these events will be 'The Stories of Derbyshire'. A group of storytellers and story makers are currently being assembled to help unravel the Derbyshire Story and consider how they are collected and told. Mark Gwynne Jones, who is working on [Voices of the Peak](#) is part of this group.

Poet Mark Gwynne Jones has been working on Voices of the Peak to celebrate the 70th anniversary of the Peak District National Park through a podcast series which explores the lives, landscapes and stories of this region.

Chapter 1 – Burning Drake can be found [here](#). It tells the story of forces underground that have shaped not just the landscape but also its people. The next chapter, Kinder Scout will lead from the world's first water powered cotton spinning mill to the Kinder Trespass, to the creation of the UK's first National Park and the current battle to heal the moorlands.

To date, the project has created a lot of media interest and has broadcast potential to reach a wide audience to help tell the Derbyshire Story.

It is proposed that Chapter 3 provides the content and inspiration for the first 'pilot' events at Cromford Mill and Chatsworth House in October 2021, helping to celebrate both the 70th anniversary of the Peak District National Park and the 250th anniversary of Arkwright's Mill.

The Council, Cromford Mill and Chatsworth are working in partnership to scope out and deliver the 2021 pilot. Initial conversations have taken place with Luxmuralis and Illuminos, who have both worked with some of the sites identified below.

The aim is, by Year 3, to identify with partners buildings at up to 12 key sites, on which the Son et Lumiere events will take place. These will need to be assessed for technical viability and audience accessibility, along with ensuring good coverage across the County, but possibilities include:

- Hardwick Hall
- Bolsover Castle
- Chesterfield Spire
- Barrowhill Roundhouse
- Bennerley Viaduct
- Buxton Crescent
- Chatsworth
- Belper Mill
- Cromford Mill
- The Silk Mill
- Elvaston Castle
- The Avenue

It is proposed that all events will be ticketed generating income through ticket sales and on-sales. Modelling will be required to identify the target level of income generation but it is expected that at least 50%-70% of costs should be met by sales, with the remaining costs being met by fundraising and partner contribution.

It is anticipated that a target live audience of a minimum of 700 – 1,000 people per night of activity in Year 1, rising to an average of at least 1,500 by Year 3.

The key target will be family audiences with a target of 12 events in Year 3, each spread over 3 days that equates to approximately 54,000 over 36 days of activity over a 3-4 month period.

The format of the events allows for timed ticket slots, which means audience numbers can be spread over a 3-4 hour period and social distancing can be maintained.

Proposal 2: Derbyshire Makes

Derbyshire Makes 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 a county-wide Making Campaign over the February 2022 half term holiday, which will link across the County's museum and heritage sites, aimed at driving family audiences to them.

(3) **Financial Considerations** A grant of £20,000 has been secured from the Arts Council which will be allocated as follows:

- £10,000 for delivery of the Cultural Framework.
- £10,00 for the Immediate Framework Outcomes – this work is expected to cost a total of £20,000 so the remaining £10,000 is being allocated from the existing Festival of Derbyshire budget, held within the Economy and Regeneration Service.
- Shine a Light and Derbyshire Makes: A total budget of £90,000 was set and agreed for the Festival of Derbyshire, with £20,000 of this previously committed/expended against festival branding and marketing. It is therefore proposed the remaining funds of £70,000 are used to fund the Shine a Light Pilot in 2021, Derbyshire Makes and Cultural Framework Outcomes (already noted £10,000 expenditure above).

(4) **Human Resource Considerations** The activities outlined will be undertaken by existing staff within the Economic Development service.

(5) **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 for people who visit, invest, live and work in Derbyshire. The outcomes of the cultural framework will contribute directly to this objective through generating jobs and investment in the local economy, facilitating placemaking and supporting the well-being of Derbyshire's communities.

(6) **Other Considerations**

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

(7) **Key Decision** No.

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

(9) **Background Papers** Derbyshire Economic Recovery Strategy and Derbyshire Employment and Skills Strategy.

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

9.1 Notes the proposals to support the economic recovery of Derbyshire's creative and cultural industries.

9.2 Approves development of a Cultural Framework and new proposals for a revised approach to Festival of Derbyshire in light of Coronavirus (COVID-19) impacts.

9.3 Approves acceptance of £20,000 grant for the Art Council.

Tim Gregory
Director – Economy, Transport and Environment