

PUBLIC

MINUTES of a meeting of the **CABINET MEMBER FOR STRATEGIC LEADERSHIP, CULTURE AND TOURISM** held on 4 February 2021.

PRESENT

Cabinet Member – Councillor B Lewis

Also in attendance – Councillors R Flatley and P Smith

Declarations of interest

Councillor B Lewis declared a personal interest in agenda item no.3 (a) (minute no.5/21) as a member of Marketing Peak District and Derbyshire.

4/21 **MINUTES RESOLVED** that the minutes of the meeting held on 19 January 2021 be confirmed as a correct record.

5/21 **MARKETING PEAK DISTRICT AND DERBYSHIRE – UPDATE**

The Cabinet Member was updated on the current financial position of Marketing Peak District and Derbyshire (MPDD) and approval was sought to underwrite up to £100,000 to support cashflow issues incurred by the organisation due to the impact of the Coronavirus (Covid-19) pandemic.

The Visitor Economy was a high level priority within the Economic Recovery Strategy. Pre-Covid-19, it was acknowledged as one of the key growth sectors within Derbyshire, demonstrating year on year growth over a decade, with the sector worth £2.49bn Gross Value Added (GVA) and supporting 31,932 jobs in 2019.

The evidence review which had informed the Strategy, highlighted the disproportionate impact that the Covid-19 pandemic had had on the Visitor Economy and the resulting action plan had identified key interventions necessary to help the sector recover over the medium to long term (2021 to 2025). It was proposed that MPDD would lead on the implementation of a number of these interventions.

As a result of Covid-19 and its impact on accommodation providers and attractions, commercial income in 2020-21 had been significantly impacted, with only £15,000 secured compared to £200,000 in 2019-20. This had caused significant cashflow issues for MPDD and reserves had had to be utilised to cover fixed costs. Reserves now stood at £140,000 but could no longer be utilised to cover fixed costs as proper financial management required that £100,000 be retained for staff liabilities and £40,000 for potential ERDF claw back in the event that the business had to cease trading.

MPDD had been able to secure additional income of £40,000 from Visit England towards the shortfall in 2020-21 income, along with £10,000 towards business resilience planning, which again needed to be spent within the 2020-21 financial year and could not be utilised to shore up longer term costs. Budget planning for 2021-22 had considered four scenarios based on reduced commercial income streams, due to the ongoing impact of the pandemic. All other income streams were assumed to remain constant at £417,979, although this was not without its uncertainties. The forward budget planning scenarios were highlighted.

MPDD was confident that it could achieve 70% (£135,620) of commercial income in 2021-22 and was considering a range of new approaches to generate income and support longer term financial viability. Business feedback suggested that once restrictions were lifted there would be a very strong staycation market during 2021-22 which should also result in returning membership and associated income.

RESOLVED to (1) note the update on the current financial position of Marketing Peak District and Derbyshire; and

(2) approve the proposal to underwrite up to £100,000 against loss of income incurred by Marketing Peak District and Derbyshire due to the impact of the Coronavirus (Covid-19) pandemic.

6/21 CULTURE, HERITAGE AND TOURISM BOARD – UPDATE AND FORWARD PROGRAMME Approval was sought for the proposals to support the economic recovery of Derbyshire’s creative and cultural industries through the development of a Cultural Framework.

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. Detailed work to define the scope, methodology and project deliverables was ongoing and would continue to be refined. Alongside delivery of the Framework, funding of £20,000 had been secured from Arts Council England to support development of the Framework and to support delivery of immediate outcomes.

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 had been 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 was clear that the current restrictions and ongoing uncertainty meant that the Festival in its previous format, was no longer feasible and that officers would need to look to build a programme that supported delivery of the aims of the Festival, but that was able to flex and respond to current needs and the level of uncertainty that remained about Covid-19 restrictions.

RESOLVED to (1) note the proposals to support the economic recovery of Derbyshire's creative and cultural industries;

(2) approve development of a Cultural Framework and new proposals for a revised approach to Festival of Derbyshire in light of Coronavirus (Covid-19) impacts; and

(3) approve acceptance of £20,000 grant from the Art Council.

7/21 URGENT DECISION – DERBYSHIRE FLOODS HARDSHIP FUNDS FOR RESIDENTS AND BUSINESSES The Cabinet Member was asked to note the urgent decision taken by the Managing Executive Director, Commissioning, Communities and Policy in accordance with the Council's Constitution to establish hardship funds to support residents and small businesses in financial hardship in Derbyshire affected by the flooding following Storm Christoph during the week commencing 18 January 2021.

RESOLVED to note the Urgent Officer Decision detailed in Appendix 1 to the report.

8/21 EXCLUSION OF THE PUBLIC RESOLVED that under Regulation 4(2)(b) of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the public be excluded from the meeting for the following items of business on the grounds that in view of the nature of the items of business, that if members of the public were present, exempt information as defined in Paragraphs 3 & 4 of Part 1 of Schedule 12A to the Local Government Act 1972 would be disclosed to them.

SUMMARY OF PROCEEDINGS CONDUCTED AFTER THE PUBLIC WERE EXCLUDED FROM THE MEETING

1. To consider the exempt report of the Managing Executive Director Commissioning, Communities and Policy on the proposal for Derbyshire County Council to support a regional bid to create an East Midlands Freeport (contains information relating to the financial or business affairs of any particular person (including the Authority holding that information))