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| REPORT TO: | Finance and Management Committee | AGENDA ITEM: 9 |
| DATE OF MEETING: | 30th August 2001 | CATEGORY: DELEGATED |
| REPORT FROM: | Deputy Chief Executive | OPEN |
| MEMBERS' CONTACT POINT: | Gill Hague | DOC: |
| SUBJECT: | On Trent Initiative | REF: |
| WARD(S) AFFECTED: | Walton, Repton, Hilton, Willington, Ticknall, Aston, Melbourne, Newall. | TERMS OF REFERENCE: DC11 |

1.0 Recommendations

- 1.1 Members support the Vision Statement for the 'On Trent Initiative' subject to the reservation set out in paragraph 7.2 of the report.

2.0 Purpose of Report

- 2.1 To inform Members about the 'On Trent Initiative' and seek their support for its Vision Statement.

3.0 Detail

- 3.1 'On Trent' is a long-term initiative intended to benefit local people and the natural and cultural heritage in the parishes along the River Trent from the Humber to Stoke on Trent. A cross regional initiative, it is administered by Nottinghamshire County Council. Derbyshire County Council is represented on the Steering Group that now seeks broader endorsement for the Vision Statement attached as Appendix 1.
- 3.2 The organisations involved in the partnership will use existing mechanisms where possible and develop new ones where necessary in order to deliver the initiative. Various projects will be undertaken and £15,000 Landfill Tax grant has been received to provide 'seedcorn funding' for applications for example to the Heritage Lottery Fund. It may however be necessary to approach partners to provide limited third party funding to enable grants to be accessed, to host events or enable local initiatives to contribute to the aims. Participation will be on a purely voluntary basis.

4.0 Financial Implications

- 4.1 None at present but requests for ad hoc funding from the Council may be made in future.

5.0 Corporate Implications

- 5.1 The initiative seeks to maximise co-ordination of environmental, social and economic projects within the area covered by the initiative.

6.0 Community Implications

- 6.1 The initiative seeks to improve the wellbeing of local communities through which the River Trent flows and may have implications for the Community and Cultural Strategies and Local Agenda 21.

7.0 Conclusions

- 7.1 One of the aims of the initiative is for all parishes with 'on Trent' in their title to associate within it. It is suggested that the term 'On Trent' be promoted as a 'brand name' that could be used as a marketing tool for local produce, recreation or tourism, or for habitat enhancement or creation schemes.
- 7.2 The co-ordination of projects and other initiatives along the River Trent Corridor throughout its length is to be supported. However, care must be taken to ensure local priorities such as branding South Derbyshire as 'At the heart of the forest' and initiatives such as the local landscape character work undertaken with the County Council are not undermined or overshadowed.

8.0 Background Papers

- 8.1 Letter from Derbyshire County Council 21 June 2001