

Annexe 1

DERBYSHIRE LOCAL CULTURAL STRATEGY

2002- 2007

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DERBYSHIRE LOCAL CULTURAL STRATEGY - 2002- 2007

Foreword – TBC

MAP

Introduction

This Local Cultural Strategy has been produced by the Derbyshire Cultural Consortium, a partnership of all the local authorities in the county. It has been informed by consultation over nine months, including a survey of Derbyshire residents, public information and workshop events and discussions with a large number of authorities and organisations which play a part in the county's cultural life.

The strategy is made up of five parts; a vision for culture in Derbyshire; a resume of the social and economic benefits of culture; an overview of the character and cultural life of the county; a review of the wider strategic context; and an agenda for change.

The aim of the strategy is to assist the creation of local action plans to deliver the objectives and priorities set out here. In support of that, the final section is in the form of an agenda for change. This agenda sets out a series of objectives, under six themes, which local authorities and local strategic partnerships are invited to take into account in the preparation of their action plans.

The strategy takes a broad interpretation of culture, including the environment, sport and active pursuits, arts, heritage and cultural business and recognises that culture benefits society, the economy, the individual, and the family.

A vision for Derbyshire

Culture touches everyone's life and brings us together. Involvement in cultural activity leads to discovering new pleasures in life and encourages people to give their time in common enterprises. Expanding the enjoyment of culture and its pleasures is the priority for this strategy.

Two principles of cultural democracy underlie this strategy.

- Culture is a fundamental part of all our lives, as integral to a fulfilled life as prosperity, health, education and inclusion;
- Culture belongs to everyone. The Consortium believes that everyone, resident and visitor alike deserves excellence.

Derbyshire has a wide and varied cultural life, both locally and within easy reach in the cities. Looking to the future of cultural provision in Derbyshire, three broad objectives stand out.

- To build a better network of local facilities and stronger, more diverse means of making cultural activity accessible to people in their own local surroundings across the county.
- To achieve sustainable tourism in the county as a whole, to attract visitors year-round and to raise the level of spending and its benefit to the local economy. For this to be achieved, existing cultural attractions need to be enhanced and refreshed to develop their full potential, and extend the length and season of visits. Where a clear business case can be demonstrated, new cultural attractions could be developed, particularly in the North East and South of the county.
- To secure the growth of new economy businesses in the county, by facilitating connectivity and networks, enabling the county to capitalise on the attraction of its high-quality environment for creative enterprises, and harnessing the potential strength of social enterprise.

The strategy aims to support the creation of local action plans shared between all the organisations and agencies working in partnership. Six themes have been identified to focus action.

- Enjoyment and involvement
- Employment, prosperity, community
- Taking care of the future
- Safe, sound and healthy
- Education for all for life
- Celebrating local identity and diversity

Derbyshire has a rich cultural life, but it can be better. It must reach the lives of those people who are excluded, be more diverse, aspirational and ambitious. A clearer focus, more effective collaboration, and best use of resources are needed to build on the achievements which have already been made. This strategy offers a vision for culture in the county, to be shared by all those with a part to play.

The vision for the region as expressed by the East Midlands Development Agency that, "By 2010, the East Midlands will be one of Europe's top 20 regions" is a demanding one. A top 20 region needs a top 20 culture, and Derbyshire, with its wealth of cultural assets, can play a leading part in achieving that vision.

Our aspiration is that by 2010

- Derbyshire will provide a wide range of opportunities and choices for people to participate in a rich, diverse and fulfilling cultural life, with a strong sense of community and a healthy lifestyle

- Culture and the creative industries in Derbyshire will make a substantial contribution to a thriving regional economy
- All barriers to the participation of all in the County's cultural life, whether due to geography, education, background, ability or income will be removed.
- The distinctive, diverse and world-class culture of Derbyshire will both influence and draw from the heritage of Britain, Europe and the rest of the world
- Local, regional, national and European resources will be maximised to provide excellent, accessible, well-used cultural services and facilities

The Benefits of Culture

The inclusive approach to culture, which informs this strategy, is built on the view that culture is a foundation stone of our heritage, and a driver of regeneration and development. Social exclusion takes many forms. Ill health and disability, rural isolation and lack of public transport, racism, discrimination, age, poverty, and unemployment all exclude people. Ways need to be found to broaden access for young people to cultural activities and opportunities which are relevant to their interests and to encourage the involvement and creativity of older people, enabling those who are able to contribute through work or volunteering.

Social benefits

- Cultural activities bring enjoyment and fun into our lives;
- Contribute to neighbourhood renewal and combat social exclusion, and make a real difference to health, crime, employment and education in deprived communities;
- Appeal directly to individuals' interests and develop their potential and self-confidence;
- Relate to community identity and encourage collective effort;
- Are associated with rapidly growing industries;
- Contribute to local and national pride, and to environmental sustainability;
- Play an important role in reducing the chances of young people slipping into crime;
- Increase people's sense of integration into their local community, in both urban and rural areas

Economic benefits

- Tourism is one of the largest industries in the UK, worth approximately £63.9 billion in 1999, providing 1.85 million jobs, and approximately 7% of all employment in Great Britain. Tourism accounts for 20% of the increase in employment in all sectors of the economy since 1990.
- Cultural industries form one of the fastest-growing parts of the UK economy, generate revenues of around £112.5 billion and employ some 1.3 million people;
- Continued growth needs a constantly renewed and re-skilled creative workforce, drawn from both the formal and informal networks of training and participation in cultural activity;

- Sport is a major employer, providing over 400,000 full-time jobs in England, and many sports contribute to the health and sustainability of the rural economy;
- Cultural business has a strong record of leading regeneration in cities, towns, and rural areas. Its capacity to utilise redundant buildings has been very effective in local regeneration strategies.

Investment in developing the cultural life of communities and individuals returns good dividends to society and the national economy.

The Derbyshire Cultural Consortium has sought to bring together a wide range of agencies and organisations in an integrated strategic approach to the development of the quality of life in the county. To do so means to build on our strengths, which are many, acknowledge and address our weaknesses, and act concertedly to make the most of the county's many assets for the benefit of everyone.

Culture in Derbyshire

Culture in Derbyshire has shown itself adaptable and accommodating. The land itself, and the cultural life upon it, varies greatly from one end of the county to the other. Coal and textiles thrived for two centuries in the east of the county, and the industrial culture which grew up there is distinct from the agrarian lifestyle on the western side.

Derbyshire's central location in England makes it accessible from all directions with half the country's population living within an hour's drive of the county. What happens in Derbyshire is influenced too, by the proximity of major population centres including Manchester, Birmingham, Sheffield, and Nottingham as well as Derby City.

Landscape

The most distinctive feature of Derbyshire is its landscape. The Peak District was the first National Park established in the UK, and is the second most-visited national park in the world. The nature and character of the Derbyshire landscape both forms and reflects its culture. A detailed assessment being undertaken by the County and District Councils is showing how the varied landscape of the county is formed and recommending strategies to sustain and enhance its character and diversity. Derbyshire's exceptional geology is reflected in the fact that there are more show caverns, caves and mines in the county than anywhere in the country.

Much of the culture of Derbyshire is agriculture. Farming is the majority land use in the county, and has created and sustained the landscape. The 2001 foot and mouth disease epidemic was a crisis point for farmers and marked further change in the nature of agriculture and the rural environment.

Diversification of the rural economy and stewardship of the land are equal priorities. Cultural development has a role to play in this. Losehill Hall, the Peak District National Park Authority's study centre, has an international reputation for environmental education and visitors come from all around the globe to learn how to manage national parks, look after areas of outstanding natural beauty and promote the conservation message. The National Forest is a growing resource for environmental education. The East Derbyshire Woodland Project is working to promote the creation and management of woodland to assist regeneration and benefit the welfare of local people. The work of the County Countryside Service is involved in many aspects of culture including landscape management and improvement, countryside recreation, tourism, the historic and natural environment, interpretation and education.

Heritage

Derbyshire's historic environment is an irreplaceable asset representing the investment of centuries of skills and resources. The county is characterised by a network of mining villages, agricultural market towns, manufacturing towns, and quarrying settlements and is rich with detail in its architecture and craftsmanship.

The Erewash Museum and Sharpe's Centre in Swadlincote in the south of the county and the Coalfields Heritage Project in the north-east, together with the Derwent Valley Mills, are focusing attention on some of the untold stories of the County's history. The designation of the Derwent Valley Mills as a World Heritage Site is the trigger for a major programme of work over the next decade to develop the potential of this remarkable series of cultural assets.

Derbyshire's natural resources have fed the industry which created great wealth in the past, to which the many magnificent houses, Kedleston, Bolsover, Haddon, Calke, Sudbury, Hardwick and Chatsworth are a testament.

Much of the wealth of the county came about as the result of innovation, invention, the creation of new technologies and the introduction of new industries. Derbyshire's heritage is as much one of innovation as it is of tradition. The county is more than a museum of its past achievements and ways of life. The regeneration and revitalisation of its economy depends in large measure on its culture.

Cities and towns

Derbyshire lies in the middle of the country surrounded by major centres of population, Nottingham, Sheffield, Manchester and Birmingham, which have a wide range of cultural attractions, facilities and events. The Citizens Panel surveys, which were carried out to assist this strategy made clear the way that the cultural choices of Derbyshire residents are affected by the spheres of influence of the cities. There are major facilities within reach of most of the people in the county, and just as visitors come in from the cities, Derbyshire residents travel out for cultural activities.

The City of Derby is the centre of the south of the County, and extends its own sphere of influence as a centre of employment, services and cultural activities. The City is preparing its own cultural strategy in parallel with the county, which will focus on cultural opportunities and the quality of life, recognition of Derby's distinctive cultural strengths, economic development, increasing visitor spending, growth of creative industries, business development and training, safety and health. Some significant new developments are planned, including a new centre for visual arts and media, which if achieved will provide a new venue which will draw from a wide catchment in the south of the county and beyond.

The relationship between county and cities is one of mutual benefit. The existing close links are a vital part of the pattern of cultural life, and cross-border collaboration between the authorities and cultural organisations should be encouraged to continue and grow. The attractions of rural Derbyshire might profitably market themselves more effectively to the large ethnic minority populations in Derby and the surrounding cities.

The market towns of Derbyshire form a vital framework for the social and economic life of the county. In a large rural area with a scattered pattern of settlement, the revitalisation of the towns is the key to regeneration. Five Derbyshire towns, Belper, Bolsover, Chapel-en-le-Frith, Clowne and Glossop have been included in the scheme to assist regeneration in accordance with The

Regional Development Agency's economic strategy. Nine other towns have also received support.

Local initiatives based on volunteer action are an essential part of the cultural provision in the towns. Local cultural festivals have been created in some places, through the effective combination of voluntary effort and local authority initiatives.

Tourism

Nearly 20,000 jobs in the county are supported directly and indirectly by tourism, the region's fastest-growing industry. One in four new jobs created in the region in recent years have been in tourism and visitors spend over half a billion pounds in the local economy.

Derbyshire receives in excess of 22 million visitors in a single year and there is an ever-growing need for more accommodation. Visitor traffic is heavily concentrated in the west of the county, though other areas are developing.

Derbyshire offers great diversity to its visitors. Buxton, Matlock Bath and Chatsworth Park have been among Britain's most visited inland attractions for more than a hundred and fifty years; other features evidently compensate for the lack of a coastline - four of the five most visited free attractions in the county are reservoirs.

The National Forest is creating a new area of attraction in the south of the county through the combination of marketing existing attractions with new woodland sites, trails and forest-related facilities. Joint marketing under the brand of The National Forest will attract new visitors to the area.

Plans for the development of sustainable tourism in the county as a whole have been set out in the Tourism Management Strategy for Derbyshire 2002-07 (the Connor Report), as well as in the plans of the Coalfield Alliance and the Peak District Sustainable Tourism Forum.

Sport and outdoor pursuits

Sport is a substantial employer providing over 3,000 jobs in the county and tourism benefits too from visitors attracted to the county's wealth of sports facilities. Sport England's national analysis has shown that Derbyshire is comparatively well equipped with sporting facilities.

Local authorities in Derbyshire demonstrate a strong commitment to access to sports activities and facilities. Each local authority has a dedicated Sports Development Officer. Countywide activity is co-ordinated through the Derbyshire and Peak Park Sport and Recreation Forum, which is regarded as a national model of good practice and has developed a comprehensive sport and recreation strategy for the county.

This work and the county's partnership approach will enable the Forum to respond in an informed way to current and future Government initiatives, such as New Opportunities Fund's allocation of £6m over three years for PE and Sport in Derbyshire schools, to encourage an inclusive approach to the community use of school sports facilities.

Derbyshire also has an important national and international role in outdoor pursuits. In caving and climbing, the county is a national leader. Outdoor sports

and activities have found new venues in sites of industrial heritage, mines, quarries and gravel workings. The significance of the county's role has been signalled by the Youth Hostel Association's relocation of its national headquarters to Matlock. The National Forest contributes to the County's rich resource of facilities for walking, cycling, and horse riding and is committed to providing new sporting facilities and opportunities for orienteering, scrambling and watersports.

Arts

Artistic activity in Derbyshire has distinctive characteristics. The county has a large number of resident, active professional artists of all kinds, with a strong voluntary arts community. By contrast, arts facilities are meagre, and the county has few professional arts venues, an outstanding exception being Buxton's internationally recognised Opera House. There is a wealth of artistic provision in the surrounding cities. The development of organisations and networks is making an impact on the artistic life of the county. Local arts festivals like Buxton and Wirksworth are contributing much to the provision and the profile of the arts and to tourism. The development of festivals to extend the visitor season is planned and organisations and networks of artists and craftspeople are growing. Derbyshire County Council supports the professional arts through a well-established network of local community arts organisations resulting in a high level of local participation. The creation of a co-ordinated countywide rural performing arts touring service will do much to raise the accessibility and local celebration of professional arts activity. Over 8,000 people a year engage in arts and crafts through the Adult Community Education Service.

In contrast with sport, about half the local authorities in the county employ Arts Development Officers, and only two are full-time. Where it has been policy to introduce these posts, the benefits to the local cultural life, the local economy and the levels of activity and participation have been very marked.

A co-ordinating Derbyshire Arts Development Group brings local government and independent arts development organisations together sharing good practice and developing a strategic approach to promote the development of arts in the county for the benefit of the people who live in, work in and visit Derbyshire.

Libraries, archives and museums

As one of the largest local authority library services in England, Derbyshire operates 45 branch and 13 mobile libraries and is responsible for the County Record Office, one of the principal sources of archive material.

Libraries are central to Derbyshire communities, acting as a gateway to information and public services of all kinds. They provide information about recreational and leisure opportunities, and support the local economy by collecting and making information available for both visitors and local people. January 2002 saw the introduction of free Internet access for all library users, putting the world at the fingertips of all Derbyshire residents and visitors. Derbyshire County Council is one of nine local authorities in the East Midlands Arts and Public Library Partnership participating in a pioneering scheme to encourage libraries, museums and artists to work together. The aim of the

partnership is to link literature and art, making it more relevant and easily accessible to all, by putting into practice a range of arts activities using books and reading as a starting point.

Museums are also important cultural centres, enabling people to explore, for inspiration, learning, and enjoyment, the collections they hold in trust for society. They are a focus for local heritage and distinctiveness. There are thirty-two museums in Derbyshire including the National Tramway Museum at Crich, which is designated as a pre-eminent collection of national and international importance. Museums contribute significantly to the tourism economy of the county. Of the twenty most-visited paid-for attractions in the county, fourteen are museums.

Creative Industries

The county is the chosen place of residence of many established artists, musicians and creative professionals. Derbyshire can develop and retain its talented people, as well as attracting more from elsewhere. A range of colleges and the University of Derby which have well-regarded cultural degree courses and other qualifications, and the proximity of the universities in Nottingham, Sheffield and Manchester is an additional benefit. The University of Derby has a strong commitment to the county, demonstrated by its rapidly expanding development in sites in Buxton, Cromford and elsewhere. However, the county loses many of its talented graduates. A talent policy for the county would bring together schools, colleges and the university, business support systems, incubators for new business and technology transfer networks, help identify priority sectors for development and provide a resource for cultural entrepreneurs.

This approach to retention of talent has particular resonance for the creative industries, and it is here that Derbyshire has an opportunity to benefit from a developing trend. Recent research has shown that in the East Midlands, while the cities have the dominant clusters of creative industries, the employment growth in this sector is substantially higher in some of the rural areas. A second phase of research in 2002 with database companies and practitioners in the creative industries in the region will yield valuable information for Derbyshire in planning and accelerating the growth of this sector.

The prevailing view of creative industries is that the sector is based on clusters in urban areas. The countryside is increasingly able to sustain cultural and creative industries, as long as there is access to the necessary lines of communication. The rural equivalent of a cluster is a network, and an effective broadband strategy for some parts of the county could reap rapid dividends in this respect. Effective networking is essential to maintain the momentum of the creative industries. Peak District Products, Arts in the Peak and the Wirksworth Festival have demonstrated the effectiveness of networks. Support should be given to improving organisation to develop a critical mass for support, networking, sharing information and attracting inward investment.

Cultural business has in general a light environmental impact, and is well practised in finding new purposes for existing redundant buildings, utilising the legacy of former investment for the development of new employment.

Transport

Two major transport issues have emerged in the preparation of this strategy, the importance of the transport network to tourism and cultural businesses, and the obstacles to development of the county's cultural life posed by the poor quality of public transport in the rural areas. Local communities find much difficulty in getting to and from activities and events because of the poor state of public transport, particularly bus services.

The accessibility of Derbyshire from the surrounding cities is facilitated by proximity and transport links. The Peak District lies between Manchester and Sheffield, bordering their suburbs. The south of the county has excellent road links to Birmingham, via A42/M42 and A38. The A38 crosses the line of World Heritage Sites and will be important in providing access as they develop. The M1 bisects the Coalfields Regeneration area.

This easy access leads to congestion in visitor hotspots, and the consequent need to develop greener means of transport within the tourist areas. On the other hand, easy access makes Derbyshire a day visit destination, and there is a pressing need to develop ways of extending visits and the consequent level of visitor spending.

The county's Local Transport Plan has begun to address some of these issues, and initiatives which have re-opened and improved rail services are contributing to the access to cultural life in parts of the county. New initiatives to re-open and improve rail services, such as the Robin Hood line and the planned Matlock-Buxton line, are contributing to the access to cultural life in parts of the county. Several rural transport initiatives, including bus services targeted to cultural visits in the county, are under way. A study of transport in the county is currently under way, which should be encouraged to take account of the cultural dimension of transport strategy and provision.

Regional Strategy

The Derbyshire Cultural Consortium has aligned its work within several strategic frameworks set out by regional and local authorities. Reference has been made to the Regional Economic Strategy "Prosperity through People" set out by East Midlands Development Agency, to the strategies of regional and national cultural agencies, and to the extensive range of local plans, strategies and policies which relate to aspects of cultural life.

In particular, the Consortium has taken account of the work of the East Midlands Cultural Consortium, as set out in the East Midlands Regional Cultural Strategy "Time for Culture".

The aim of "Time for Culture" is:

- *To ensure that everyone in the East Midlands will have better opportunities to participate in, embrace and enjoy cultural activities and to enhance their quality of life.*

“Time for Culture” has eight objectives that will be achieved through campaigning and working in partnership with others.

These objectives are:

1. To encourage more people to take part.
2. To celebrate our diversity.
3. To research the case for culture.
4. To promote the role of culture in lifelong learning.
5. To support the cultural economy.
6. To encourage sustainable regeneration.
7. To campaign for the protection and improvement of our cultural resources.
8. To campaign to raise the profile of culture.

The Derbyshire Cultural Consortium supports the Regional Cultural Consortium and believes that this local strategy for the County will be a significant contributor to the fulfillment of the Regional Cultural Strategy. There are clear linkages between the objectives and themes of this strategy and the Regional Cultural Strategy objectives.

Regional Objectives	Derbyshire Objectives	Derbyshire Strategic Themes
<ul style="list-style-type: none"> • To encourage more people to take part. • To celebrate our diversity. • To campaign for the protection and improvement of our cultural resources. • To campaign to raise the profile of culture. 	<ul style="list-style-type: none"> • To build a better network of local facilities and stronger, more diverse means of making cultural activity accessible to people in their own local surroundings across the county. 	<ul style="list-style-type: none"> • Enjoyment and involvement • Celebrating local identity and diversity
<ul style="list-style-type: none"> • To encourage sustainable regeneration. 	<ul style="list-style-type: none"> • To achieve sustainable tourism in the county as a whole, to attract visitors year-round and to raise the level of spending and its benefit to the local economy. 	<ul style="list-style-type: none"> • Taking care of the future • Safe, sound and healthy

<ul style="list-style-type: none"> • To support the cultural economy. • To promote the role of culture in lifelong learning. • To research the case for culture. 	<ul style="list-style-type: none"> • To secure the growth of new economy businesses in the county, by facilitating connectivity and networks, enabling the county to capitalise on the attraction of its high-quality environment for creative enterprises, and harnessing the potential strength of social enterprise. 	<ul style="list-style-type: none"> • Employment, prosperity, community • Education for all for life
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Resources

Consultation for this strategy found a popular perception that Derbyshire has markedly less public expenditure on culture. This is not borne out by the facts. Detailed research carried out for this strategy found that the county as a whole is in the top half of the cultural expenditure table for comparable areas in England, and has a very close second highest level of expenditure in the region.

This strong overall support is not uniform across the cultural services. Public expenditure on archives and arts in Derbyshire is markedly below the level of comparable areas, while adult education and public libraries are well up to or above that of comparators. They clearly have a point who claim that Derbyshire does not support arts activities as well as other areas do, however it is equally clear that there is an upward trend in this aspect of cultural public expenditure in the county.

Local authorities' cultural spending varies greatly in scale and reflects diverse priorities. In bringing together the local cultural strategy and its associated plans, it is appropriate to consider the priorities which underlie the way the substantial amount of public funds is spent in support of culture in the county. This strategy provides the local authorities and the regional agencies, which are the principal providers of cultural support and expenditure, with a context in which to review their respective priorities for the county. An opportunity exists to examine the present patterns of expenditure and determine whether they meet current priorities and objectives, and to see where closer partnership and joint efforts can have beneficial effects.

Sub-regional Strategic Partnerships

During the course of 2002, Sub-regional Strategic Partnerships (SSPs) will be established in Derbyshire to spearhead the implementation of the Regional Economic Strategy. It is expected that there will be one SSP covering North East Derbyshire and North Nottinghamshire led by the Coalfield Alliance, and one covering the rest of Derbyshire and Derby City.

These partnerships will deal with a wide range of regeneration and development actions at local level. It will be important for the fulfilment of this cultural strategy to ensure that support is given to the Partnerships to stimulate cultural and creative business development, linking with the University, Business Links/Small Business Service. District plans for economic development, regional agencies, the Social Enterprise East Midlands programme, private sector companies, financial institutions, national schemes like the Early Growth Fund and European funding and financing including the European Investment Bank. The development of incubators and potential new cluster sites for cultural and creative businesses might usefully be linked to Derwent Valley Mills sites, other heritage properties and existing assets. Such development, coupled to the implementation of local broadband access, would be a powerful agent in encouraging the growth of knowledge-based and creative industries in the county.

Local Action Plans

In the future, local strategic partnerships and community plans will have a strong influence over the development of localities and the implementation of public policy. It is the aim of this countywide strategy to help focus the issues of cultural development and enable local plans to reflect the regional and countywide strategy in local actions.

Accordingly, an agenda for change has been developed from the analysis of this strategy to assist in formulating the local plans which will deliver local actions across a wide range of services and initiatives.

Agenda for change

The agenda is based on the six themes outlined in the strategy, and proposes a series of objectives under each theme, which can be used to help shape the local action plans and to co-ordinate action between the authorities, agencies and organisations involved.

<i>Theme 1: Enjoyment and involvement</i>
<ul style="list-style-type: none"> • Make everyone aware of the possibilities and the benefits of taking part.
<ul style="list-style-type: none"> • Develop networks and communication structures to encourage development and excellence.
<ul style="list-style-type: none"> • Encourage the contribution of minority cultures to the enrichment of the cultural life of the county
<ul style="list-style-type: none"> • Ensure that cultural policy encourages and supports volunteering
<ul style="list-style-type: none"> • Support and strengthen the network of arts and sports development posts in local authorities
<ul style="list-style-type: none"> • Ensure that no one is excluded from the opportunity to participate in the cultural life of the county.
<ul style="list-style-type: none"> • Integrate and simplify access to available funding programmes.
<ul style="list-style-type: none"> • Secure Derbyshire's fair share of national funding resources.
<ul style="list-style-type: none"> • Strengthen local cultural provision, and make the most of the opportunities of the

new World Heritage Site designation.
<i>Theme 2: Employment, prosperity, community</i>
<ul style="list-style-type: none"> • Recognise the significance of culture in the county's economy • Encourage the retention of talent and enterprise in the county. • Ensure that policies of different agencies are co-ordinated to make the most favourable climate for cultural business to thrive • Promote and exploit local distinctiveness • Strengthen the infrastructure of business support for local cultural and creative businesses.
<i>Theme 3: Taking care of the future</i>
<ul style="list-style-type: none"> • Put the principles of sustainability at the heart of the county's cultural development. • Ensure that culture has an effective voice in county and regional decision-making. • Ensure that the county's environmental heritage is enjoyed and used in a sustainable way. • Support the sustainability of cultural facilities and services.
<i>Theme 4: Safe, sound and healthy</i>
<ul style="list-style-type: none"> • Encourage programmes of active participation in cultural activities, which focus on health-at-risk groups in the community, particularly older people. • Ensure opportunities for active and sustainable participation in a wide range of activities are accessible locally. • Ensure that active participation in cultural activity is included in Health Improvement Plans across the County • Increase the number and scope of cultural activities accessible to young people, particularly young men between 17-25, in line with local Community Safety strategic partnerships • Raise awareness of the physical and mental health benefits of participation in cultural activities.
<i>Theme 5: Education for all for life</i>
<ul style="list-style-type: none"> • Make cultural education available to all ages and abilities, from access for the under 5s, in primary and secondary school, through FE and HE colleges, to adult education and subsequent life long learning opportunities. • Make skills development accessible and relevant for people working in the cultural field. • Ensure that cultural careers are available in the county sufficient to attract and retain talented young people • Support training clubs and similar initiatives in providing skills appropriate to cultural and creative business and employment.

Theme 6: Celebrating local identity and diversity

- Co-ordinate the marketing of Derbyshire and all its constituent parts through greater collaboration between regional agencies, authorities, and private sector bodies.
- Ensure that cultural provision takes full account of cultural diversity
- Ensure that Derbyshire's current and future interests are fully represented in the EMDA regional marketing strategy.
- Promote Derbyshire's Landscape Character Assessment and implement its recommendations
- Support the growth and development of local cultural festivals, which highlight and celebrate the distinctiveness of their places, both for residents and visitors, and have potential to extend the visitor season.
- Work with the Derbyshire Tourism Task Force to develop a countywide tourism strategy, which fully embraces the value of cultural activity.

The Derbyshire Cultural Consortium

The Derbyshire Cultural Consortium is a partnership of local authorities set up in 2001 to promote the county's culture and produce a joint local cultural strategy.

The members of the Consortium are:

- Amber Valley Borough Council
- Bolsover District Council
- Chesterfield Borough Council
- Derbyshire County Council
- Derbyshire Dales District Council
- Erewash Borough Council
- High Peak Borough Council
- North East Derbyshire District Council
- Peak District National Park Authority
- South Derbyshire District Council

Partnership

To achieve its aims the Consortium has worked with a wide range of partners who endorse its objectives and assist its achievement.

- Private Sector – companies involved in the creative industries, tourism, sport, heritage, broadcasting, relevant trade associations and chambers of commerce, CBI;
- Education – schools, universities and colleges;
- Partnerships – local regeneration partnerships, Learning & Skills Councils, Health Improvement Partnerships, Local Strategic Partnerships, Lifelong Learning Partnerships, Action Zones;
- Volunteers – clubs, associations, voluntary bodies and faith communities involved in cultural activity, health, community development, support of disadvantaged groups, social inclusion;

- Local Crime & Disorder/Community Safety Partnerships
- Regional Bodies – EMDA, the Regional Assembly, the regional bodies for sport, tourism, the arts, film and media, heritage and the historic environment, libraries, museums and archives, Lottery distributors, Small Business Service, TUC;
- National Bodies and Government Departments –DCMS, DTI, DfES, DTLR, DEFRA, national DCMS-sponsored agencies.
- The future Sub-regional Strategic Partnership arrangements in Derbyshire expected to be implemented during 2002.

1. Enjoyment and involvement	South Derbyshire District provision 2002 -2005
<ul style="list-style-type: none"> - Secure Derbyshire's fair share of national funding resources 	<ul style="list-style-type: none"> • £1.5 million HLF funding for development of Sharpe's Pottery • South Derbyshire can access £1.4 million Lottery funding through the Derbyshire and Peak Park Sport and Recreation Forum. Programmes include TOPS, Active Schools, Active Sports and Active Communities • New Opportunities Funding for schools and communities to improve PE and sport, and for RASCALS holiday/after school provision for 24 children aged 4 to 12 at Rosliston Forestry Centre • SRB funding for Access to Youth project • Woodville Surestart programme for children under 4 and their parents/carers • Heritage Economic Regeneration Scheme (HERS) funding for Swadlincote Conservation Area • Marketing will be improved through the Destination Management System, funded by £,8,000 from EMDA • Derbyshire Playhouse LSC bid for excluded groups • HLF bid to restore Maurice Lea Memorial Park by 2003/4
<ul style="list-style-type: none"> - Strengthen local cultural provision and make the most of the opportunities of the World Heritage Site designation 	<ul style="list-style-type: none"> • Relocation of cultural organisations to Sharpe's Pottery and development of Resource Centre • New local amenity groups (e.g. Etwall and Burnaston, Findern and Willington) • People Express expand turnover to £135,000
<ul style="list-style-type: none"> - Ensure that cultural policy encourages and supports volunteering 	<ul style="list-style-type: none"> • Volunteers manage projects established by People's Express (e.g. Techno Tyros, Tuesday Club, Overseal's Over 50s) • Volunteers promote and support touring scheme of professional performances • Training opportunities for volunteers running sports clubs • Derbyshire Youth Games supported by volunteers • Work with Friends Groups at Newhall Park, Swadlincote Urban Forest Park, Eureka Park and Coton Park to develop facilities • Establish and develop community involvement in restoration of Maurice Lea Memorial Park and in providing new leisure facilities in the Hilton/Etwall area

	<ul style="list-style-type: none">• Walking the Way to Health strategy relies on training and supporting volunteer walk leaders
<ul style="list-style-type: none">- Integrate and simplify access to available funding programmes	<ul style="list-style-type: none">• Advice and support given to community groups to access funds for full range of sport and cultural projects (e.g. Awards for All, Local Heritage Initiative, Your Heritage)

2. Employment, prosperity, community	South Derbyshire District provision 2002 -2005
<ul style="list-style-type: none"> - Strengthen the infrastructure of business support for cultural and creative businesses 	<ul style="list-style-type: none"> • People Express developing training for arts workers to increase business and project management skills through X-tend programme • Sports coaching courses enable people to acquire skills for new employment opportunities • New Deal Task Force at Rosliston Forestry Centre undertake conservation work • Access for Youth is developing creative industry practices by training young people in the use of multimedia and digital IT equipment
<ul style="list-style-type: none"> - Promote and exploit local distinctiveness 	<ul style="list-style-type: none"> • Develop programme of activity at Sharpe's Heritage and Arts Centre valuing local heritage • HERS scheme will improve and promote local architectural heritage • Preparation of local conservation area histories • Successful local sports people used as role models • Access for Youth project is raising awareness of local identity within urban and rural communities

3. Taking care of the future	South Derbyshire District provision 2002 -2005
<ul style="list-style-type: none"> - Ensure that the county's environmental heritage is enjoyed and used in a sustainable way. 	<ul style="list-style-type: none"> • Restoration and use of Sharpe's Pottery • Development of recreation and conservation area on ex-coal stacking site at Coton Park, restoration of Maurice Lea Memorial Park, access improvements at Swadlincote Urban Forest Park and Newhall Park project
<ul style="list-style-type: none"> - Support the sustainability of cultural facilities and services. 	<ul style="list-style-type: none"> • Ensure groups are able to run their own resources e.g. Techno Tyros in Repton • Ensure involvement in sports development, county sports and regional forums to support infrastructure

<p>4. Safe, sound and healthy</p> <p>- Encourage programmes of active participation in cultural activities which focus on health-at-risk groups in the community, particularly older people</p>	<p>South Derbyshire District provision 2002 -2005</p> <ul style="list-style-type: none"> • Many projects managed by People Express focus on older people e.g. Techno Tyros, Overseal Over 50s, Homemaker with housebound people. X-tend will enable more similar projects • Implementation of the Sports Development Plan, working with key agencies which have similar target groups • Implement the Walking the Way to Health strategy, increasing levels of awareness within the National Forest of the health and social benefits of walking and outdoor activity
<p>- Ensure opportunities for active participation in a wide range of activities are accessible locally</p>	<ul style="list-style-type: none"> • Deliver coaching, holiday and training programmes in sports • Newhall Bread and Butter will develop local abandoned allotments as part of a project on food poverty and food security • Derbyshire County Council (Libraries) continue to grant-aid People Express, participate in and host rural and community touring scheme events and deliver 11 events in the county Literature Festival June 2002
<p>- Increase number and scope of cultural activities accessible to young people, esp. young men aged 17-25, in line with local Community Safety strategic partnerships</p>	<ul style="list-style-type: none"> • Access for Youth – main objective is to enable young people to design and build their own website. The project will increase access to the arts, provide confidential access to information and kick-start a Youth Forum. By 2006 young people will be running the website from satellite bases throughout the district and participating in the Forum online. Access for Youth focuses on community safety initiatives through the Crime and Disorder Partnership. • Develop themed walks to encourage young people to walk in the countryside and to develop walks for older residents as part of citizenship
<p>- Ensure that active participation in cultural activity is included in Health Improvement schemes across the county</p>	<ul style="list-style-type: none"> • People Express work with South Derbyshire Mental Health Association • Support and deliver activities as part of the Exercise on Prescription Scheme • Develop planned, monitored programme of walks as part of cardiac rehabilitation, for people suffering from mental ill health, and for older residents

<p>5. Education for all life</p> <ul style="list-style-type: none"> - Make skills development accessible and relevant for people working in the cultural field 	<p>South Derbyshire District provision 2002 -2005</p> <ul style="list-style-type: none"> • People Express's X-tend programme provides training and skills development for arts workers • Sharpe's should become a focus for lifelong learning and further education • Sport's Development Strategy provides quality coaching and activity programmes for all ages and abilities and provides support for individuals who want to take formal qualifications and use their skills locally • Opportunities for learning and reskilling through free internet access in all South Derbyshire libraries from September 2002 • Access for Youth project provides training for young people in the cultural industries
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6. Celebrating local identity and diversity	South Derbyshire District provision 2002 -2005
<ul style="list-style-type: none"> - Ensure that provision takes full account of cultural diversity 	<ul style="list-style-type: none"> • People Express ensures that project steering groups include a wide range of people • People Express education project will give children experience of traditional South Asian Theatre by 2005
<ul style="list-style-type: none"> - Support the growth and development of local cultural festivals which highlight and celebrate the distinctiveness of their places, both for residents and visitors 	<ul style="list-style-type: none"> • Develop the Festival of Leisure as the district's premier summer event • Continue to support Heritage Open Days, Local History Week, Bonnie Prince Charlie re-enactment at Swarkestone and other celebrations of local heritage • Continued representation at the Derbyshire Youth Games and support for local sports festivals and programmes • Continue events at Rosliston Forestry Centre such as craft shows, science week and themed walks • Continued participation in county Literature Festival

South Derbyshire Local Cultural Strategy

Examples of good practice

Sharpe's Pottery Resource Centre

With assistance from the Heritage Lottery Fund, the Sharpe's Pottery Heritage and Arts Trust Ltd has raised £1.5 million to convert one of the last potteries in South Derbyshire into a multi-purpose venue and a permanent home for four community heritage and arts groups – the Magic Attic archive, People Express, South Derbyshire Local History Forum and the South Derbyshire Writers Group. The centre should open in late 2002.

Sharpe's Pottery is a very rare survival of an early 19th century pottery works, complete with its vernacular buildings and an original kiln hovel. Sharpe's Pottery was founded on the present site in 1821, and by the middle of the 19th century had become a world leader in sanitary ware manufacture. It established South Derbyshire as one of the foremost areas supplying the public health advances of the Victorian era.

Tea, Toast and Technology

A two-year project introducing older people to the creative potential of new technology. Six groups created digital images, video and inter-active work on the theme of love. Participants have travelled all over the country giving presentations on the project, including the Tate. There is interest in Japan in setting up a sister project with older people in Tokyo. Leading the project was digital artist Jeanie Finlay. It was co-ordinated by People Express and supported by Social Services. The Steering Group was mostly made up of older people, and they went on to form Techno Tyros, based in a designated computer room at the Dales Residential Home in Repton. Techno Tyros raised funds to run regular practical computer arts sessions for older people and won a BT Connections award of a PC and free internet access for a year.

Tuesday Club – Seasons of the Mind Calendar

Members of South Derbyshire Mental Health Association at Bank House worked with stained-glass makers, a creative writer and digital artist to create a calendar depicting the journey from depression and isolation to help and support. The illustrations were supported with short descriptions of the different support groups which Bank House can offer. The project was set up and run by the Tuesday Club, a support group that has been running for 25 years with the aim of breaking down and challenging the negative stereo-typing of mental health. The calendar was sent to all local doctors' surgeries and health authority outlets to raise awareness amongst professionals of the support on offer in the voluntary sector.

STEPS – Walking the Way to Health

Walking the Way to Health is a NOF funded national initiative, sponsored by Kia cars and the British Heart Foundation and co-ordinated by the Countryside Agency, to encourage sedentary people to walk. Locally, it aims to provide opportunities for local people to either take part in led walks or walk independently within the National Forest. As well as encouraging all residents to walk, the project has identified specific target groups which include people suffering from mental ill health and the socially isolated. It relies on volunteer walk leaders, so local residents can undertake a free one day training course to equip them for the task. The project is supported locally by South Derbyshire District Council, the PCT (?), Derbyshire County Council and the National Forest Company.

Newhall Bread and Butter Project

This was part of a national initiative funded by the Department of Health and co-ordinated by Sustain and Development Focus UK to examine local issues of food poverty and food security. It involved extensive community consultation, based on a fun, inter-active approach which empowers local people, irrespective of age or ability to identify problems, suggest solutions and develop action plans for the issues they feel affect them. The project was funded locally by SRB6 and a part-time project worker was appointed for 18 months to follow through the initiatives suggested by the residents. These include development of 'bite-size' allotment plots, cooking and budgeting classes for vulnerable young mums and a village notice board.

South Derbyshire Heritage News

This is a popular newsletter produced by the District Council three times a year since 1999. It makes local groups aware of what other groups are doing, and hones in on a few particular subjects in each issue, including present-day experts within our area.

Heritage Open Days

These are co-ordinated nationally by the Civic Trust, and take place over a weekend every September. The aim is to provide free public access to interesting places that normally charge or do not open at all. The event has taken place in South Derbyshire since 1999.

Derbyshire and Peak Park Sport and Recreation Forum – Active Sport Programme

The Forum is an example of successful partnership between all the District Councils, Derby City, Derbyshire County Council, governing bodies of sport, volunteers and the Derbyshire Peak Park. The Forum has achieved a grant of £1.4 million from the Lottery to fund an Active Sport Programme over the next five years. The Active Sport Programme provides a structured pathway for young people to participate in a particular sport at their highest level. Nine sports

pathways will be developed over the five years through a structure of local coaching courses, club development, district squads and county squads.

Sports Development Unit Coaching Programme

The Sports Development Unit has supported individuals to obtain coaching qualifications and provided paid coaching opportunities in a variety of different situations with young people. Individuals have been encouraged to gain other academic qualifications and because of their coaching experience they have passed various modules with distinctions. This has created valuable role models. Sport has given individuals the confidence and skills to aspire to higher achievements.

Taking care of the future

Through the Friends of Newhall Park group, the local community has worked together to raise £80,000 from a variety of sources to provide a new play area, create a quiet area and to provide murals and new footpath links in the park. The project aims to develop a formal park out of a recreation ground. The success of the project, which will be completed in summer 2002, builds on the Friends' work in upgrading the park through bulb-planting events, providing hanging baskets and organising summer fun events.

Access for Youth

Access for Youth began early in 2001, funded by a two-year grant from SRB. Its aim is to build on and pull together a number of successful developmental youth arts projects. The project is now managed by People Express. It enables young people to have an empowered voice within their community by encouraging participation and decision-making at all stages of the project. The main objective is to enable young people to design and build their own website. The project will increase access to the arts, provide confidential access to information which young people feel they need and want and kick-start a Youth Forum. By 2006 young people will be running the website from satellite bases throughout the district and participating in the Forum online. Access for Youth focuses on community safety initiatives through the Crime and Disorder Partnership. It encourages partnership between all youth related agencies and services, including the education sector.

Rosliston Forestry Centre

RASCALS holiday/after school provision for 24 children aged 4 to 12. New Deal Task Force undertaking conservation work. Other events – craft shows, science week and themed walks.

Heritage Economic Regeneration Scheme

Will contribute to the regeneration of the Swadlincote Conservation Area by improving and promoting the local architectural heritage. Will help attract inward investment and improve the fabric and environment of the centre of Swadlincote.