Public Document Pack

Vision Derbyshire Joint Committee

The Chair and Members of Vision Derbyshire Joint Committee

Please ask for Amanda Clayton
Direct Line: 01246 345273
Email democratic.services@chesterfield.gov.uk

27 September 2022

Dear Councillor,

Please attend a meeting of the VISION DERBYSHIRE JOINT COMMITTEE to be held on WEDNESDAY, 5 OCTOBER 2022 at 2.00 pm in Committee Room 1, Town Hall, Rose Hill, Chesterfield S40 1LP, the agenda for which is set out below.

AGENDA

Part 1 (Public Information)

1. Apologies for absence

2. Declarations of interest

3. Vision Derbyshire Review Proposal

   Report to follow

4. Vision Derbyshire Thematic Areas

   4.1 - Build Proactive Communities – Update
   4.2 - Seize Innovation – Update
   4.3 - Establish Relentless Ambition - Festival of Business 2022/2023
   4.4 - Live and Work Sustainably – Report on Planning and Climate: Future proposed work streams for Phase Four
   4.5 - Q1 achievements

5. Presentation on County Deal and East Midlands Mayoral Combined County Authority update

   Report to follow

6. Minutes (Pages 55 - 60)

Yours sincerely,

Gerard Rogers, Head of Regulatory Law and Monitoring Officer
(Chesterfield Borough Council)

Vision Derbyshire Joint Committee
Proposal to develop a second Festival of Business on behalf of Vision Derbyshire

Date:	05 October 2022
Key ambition area:	Establish Relentless Ambition
Sponsors:	Cllr Barry Lewis – Leader, Derbyshire County Council Paul Wilson – Chief Executive, Derbyshire Dales District Council
For publication:	Yes

1.0 Purpose of the report

1.1 The purpose of this report is to agree in principle to seek approval to use £53,000 of the Retained Business rates funding to pay for a second Derbyshire Festival of Business ('DFoB') under the banner of Vision Derbyshire delivered through a partnership led by the University of Derby.

2.0 Recommendations

2.1 Note the projects aims set out in this report.

2.2 Consider and agree in principle the suggested project proposal.

2.3 Agree the spend of £53,000 plus VAT from the Retain Business Rates Fund, to be allocated by the D2 Joint Committee.

3.0 Reason for recommendations

3.1 To ensure that the Vision Derbyshire Joint Committee is aware of developments, progress and outcomes relating to the on the Derbyshire Festival of Business 2021/2022.

3.2 To ensure that funding is in place for year two of the of the Derbyshire Festival of Business 2022/2023.

4.0 Report details

4.1 Following the success of the previous DFoB in 2021/22, the University of Derby in partnership with East Midlands Chamber ('EMC') proposes to run a DFoB in 2022/23. DFoB in 2021 ran the following events:

Component	**Aim of the events**	**No.**
Showcasing Derbyshire's Business Community	To profile Derbyshire's businesses to potential customers/clients and future employees.	**14**
Educational Engagement Programme	To bridge the gap between Derbyshire's businesses and the next generation of employees. To inspire school/college and university students to consider Derbyshire based employment opportunities.	**11**
Masterclasses	To raise the profile of Derbyshire with numerous thought leaders within the UK business community and so raise the county's profile as a place with knowledge.	**43**
Derbyshire Business Awards	To showcase the business and enterprise talent within Derbyshire and help raise aspirations to succeed.	**2**
The Derbyshire Business Expo	To showcase Derbyshire's businesses to existing and future clients.	**7**
Total	Note: This is the proposed minimum of events, both with in categories and cumulatively.	**77**

4.2 The overarching aim of DFoB 2022/23 is to support the businesses in Derbyshire recover from the pandemic and forward the aims of the Vision Derbyshire project.

4.3 Following the recommendations from the DFoB 2021/22 Evaluation Report, which is provided in Appendix 1 below, and feedback from events in DFoB 2021/22, examples of which are in Appendix 3 below, there will be much stronger marketing and connection of event to the themes. The breadth of disciplines that are covered within the themes will also be increased to reflect the diverse business in Derbyshire and the academic strengths across the University. This will further develop cross-theme issues such as emerging technologies, clean growth, health and well-being, innovation, community and civic engagement, and diversity and inclusion. The student body, as a key pipeline of future talent across the county, are also proposed to be more involved in the DFoB 2022/23. They will support the development and delivery of events providing relevant student experience opportunities, as well as attend the events to provide opportunities to network with local businesses. The University outreach team and academic schools is proposed to be

actively involved in conjunction with local authority connections in order to engage and inspire the next generation to understand the breadth of career opportunities that are available to them in the county.

4.4 In working with the University of Derby and other partners, it is felt that this is a project that all parties can support, whilst benefiting the whole business community across Derbyshire. This will also facilitate delivery from locations across the County as well as virtually to increase accessibility to DFoB and to reach as wide an audience as possible.

Impact from DFoB 2021/22

4.5 An Evaluation Report of DFoB 2021/22 is attached as Appendix 1 to this proposal. Key data from this report include 5,496 total attendees, attendees coming from 33 counties, over 1 million social media impression related to DFoB, and 88% of attendees that completed a survey saying they would recommend DFoB to others. A sample of further comments from a recording of feedback from attendees is contained in Appendix 2 below, with further examples of feedback in the Evaluation Report at pages 15-18. There is also an online archive of video footage of some of the key events, which facilitates further impact for those who were either unable to attend or wish to revisit events.

4.6 The case study on MiniApertur Photography, which is detailed at page 18 of the Evaluation Report, provides an example of the positive impact the DFoB 2021/22 had on this business. Benefits detailed by the business are networking opportunities and generation of new LinkedIn contacts, a new client with a contract that is “worth quite a few months’ earnings”, personal development of the business owner to assist her confidence and business practice, and enhance knowledge of best practice of other SMEs at local and national levels.

4.7 It is proposed that further case studies will be created in the DFoB 2022/23 to continue to show the benefits and outcome from investment from running the DFoB. Where possible hard statistical data will complement anecdotal evidence that has been gathered to date. It should be noted that DFoB concluded only five months before submission of this approval. As such, hard statistical evidence on aspects such as increased revenue will be extremely limited at this stage. Many organisations may find such evidence to be commercially sensitive and as such may be loath to release this information. Furthermore, there would be cost attached to undertaking a full survey of all businesses that attended DFoB 2021/22. In the meantime, therefore, it is hoped the case study, statical analysis on engagement, and

feedback/comments provide reassurance as to the success and value created in the DFoB 2021/22.

The Proposal for DFoB 2022/23

4.8 In a similar vein to DFoB 2021/22, DFoB 2022/23 is proposed to run over several months. The intentional is to launch the DFoB at the launch event of the Derby Top 200 Business Event on November 15th 2022 and will run until March 2023. The overall aim remains to support Derbyshire's business community to continue to bounce-back from the challenges caused by the pandemic and meet the emerging challenges of such as the cost-of-living crisis, wage inflation, energy costs, and supply chain issues.

4.9 These issues and support for developing business resilience will be covered by:

- identifying existing and future skills talent
- identifying new/emerging trends and hot industries
- exploring key business-related issues
- providing opportunities for collaboration and networking
- showcasing the best of Derbyshire's businesses to existing and future clients/customers/investors and workforce
- a celebration of the European funded projects that local business have undertaken with the University and to discuss new ways of partnering post European funding

4.10 Following feedback from DFoB in 2021/22, the proposed DFoB in 2022/23 will have a number of clearly defined arcs of activity to tie events together. These will include the following:

Showcasing Derbyshire's Business Community

4.11 The University of Derby to work in partnership with EMC, Federation of Small Business, the Confederation of British Industry, the Institute of Directors, as well as national, regional and locally based organisations such as Business Peak District, Destination Chesterfield, Marketing Derby, Marketing Derbyshire, Marketing Peak District and Erewash Partnership to organise a programme of community focused open day events that are geared to showcasing Derbyshire's businesses to Derbyshire's residents. EMC's signature events run at Derby, Chesterfield and Buxton, which received extremely positive feedback, will be updated and run again. A further event to also be delivered under EMC's Derbyshire Manufacturing Network badge. A third signature event to include a virtual business networking event with Chamber members in Cork in the Republic of Ireland.

4.12 The main aim of this strand will be to profile Derbyshire's businesses to potential customers/clients and future employees. However, there are opportunities to showcase organisations such as Derbyshire Police and the Business Crime Reduction Partnership in events, as part of their campaign to show the positives of living in Derbyshire and why people should move to Derby to work.

Educational Engagement Programme

4.13 The University to work with the same employer facing organisations as referenced above, plus the local authorities and D2N2 Careers Hub to implement a co-ordinated programme of educational activities. This will include school/college/university visits to employers and employer visits to schools/colleges and the University of Derby to deliver careers related advice and guidance. Consideration to be given to the delivery of a hackathon, a series of live project briefs and a series of masterclasses on key business-related topics e.g. business resilience. This could be extended to include a programme of intensive 1 week-long work placements.

4.14 This will also link with the wider careers activity, creating additional opportunities for businesses to extend their reach through the local careers sites such as My Future, and STARTIN to potential young people in our schools, colleges and University.

4.15 The aim will be to showcase Derbyshire's businesses to the next generation of employees; to inspire school/college and university students to consider Derbyshire based employment opportunities.

Online and Face-to-Face Masterclasses

4.16 This strand will be to deliver a suite of keynote business focused talks on key topics of relevance to Derbyshire businesses. Speakers to include leading professionals, academic and businesspeople in Derbyshire, with the keynote event being the delivery of a TEDx style of talk. The University of Derby to publish a written version of the presentations.

4.17 The main aim is to raise the profile of Derbyshire as a thought leader within the UK business community and so raise the county's profile as a place to do business.

Derbyshire Business & Enterprise Awards

4.18 The University to partner with EMC's own awards schedule and to work in connection with Generation Next to showcase Derbyshire's business and enterprise focused talent through a face-to-face awards ceremony.

4.19 This has the aim of showcasing the business and enterprise talent within Derbyshire and help raise aspirations to succeed.

The Derbyshire Business Expo

4.20 As with DFoB 2021/22, the proposed DFoB 2022/23 will continue to engage closely with key agencies and organisations representing Derbyshire's business community. In particular, it is proposed the University work with EMC to deliver three separate days of business expo across locations in Derby, Chesterfield and Buxton, organised by the University of Derby.

4.21 This showcase aims to promote Derbyshire's businesses to existing and future clients. EMC have confirmed support for DFoB 2022/23, with further events possibly being co-branded to encourage EMC members to attend.

5.0 Alternative options

5.1 Do nothing - A decision could be taken to not to recommission the DFoB for a second year. This option has been rejected due to the benefits and potential future impact outlined in the report.

5.2 Do not utilise the Retain Business Rates Fund – A decision could be taken to not utilise the Retain Business Rate Fund to support the second year of DFoB. This option has been rejected as the aims and impact of the project meet the criteria for the Retain Business Rate Fund and a budget would have to be identified from other sources if not agreed.

6.0 Implications for consideration – Financial and value for money

6.1 Based upon DFoB 2021/2022, the costs of the project have been identified as follows:

Costs	Purpose
£18,000	1.0 FTE Project Manager fixed term over 6 months (including on costs) – to coordinate the various activities linked to DFoB
£25,000	Marketing/promotional work needed to build demand for the Expos
£5,000	Brand development & broader social media campaign to promote DFoB

£5,000	Impact assessment/evaluation of DFoB
£53,000 +VAT	**Total**

6.2 Whilst this amount was not spent last year due to the project manager resigning part way through, feedback has shown one of the areas of development is communication and linking of events, which are key aspects of the Project Manager role.

7.0 Implications for consideration – Legal

7.1 Within the articles of the Joint Committee, agreed at the 4 April 2022 Vision Derbyshire Joint Committee, 'Section C' under 'functions and responsibilities', oversight of the Vision Derbyshire Delivery Programme, is delegated to the Joint Committee. Discussing and agreeing matters relating to the delivery programme therefore falls under the decision making remit of the Joint Committee.

8.0 Implications for consideration – Human resources

8.1 The 1.0 FTE Project Manager post will be recruited and employed by the University of Derby.

8.2 This post will be created on a fixed term basis and will be subject to the university's employment policies and procedures. Members of the Committee hold no obligations to the postholder.

9.0 Implications for consideration – Climate change

9.1 A key element of the Festival of Business is to support considerations on issues including sustainability, energy use and carbon emissions. The University of Deby aims to bring environmental sustainability into all aspects of its work, including teaching, research, operational and international activities.

10.0 Implications for consideration – Equality and diversity

10.1 Equality Impact Assessments (EIA's) in relation to specific project and programme activities will form a key part of Vision Derbyshire Joint Committee considerations to ensure that appropriate mitigations are developed for potential negative impacts on people with protected characteristics, and positive impacts maximised. An EIA for this particular decision is not needed as the report relates to an administrative decision rather than an issue of policy.

11.0 Implications for consideration – Risk management

Description of the Risk	Impact	Likelihood	Mitigating Action	Impact	Likelihood
Inability to recruit to project role	High	Low	Work will take place to identify the appropriate recruitment opportunities to secure this appointment	High	Low

Document information

Report author
Andrew Marsh
Background documents These are unpublished works which have been relied on to a material extent when the report was prepared.
None
Appendices to the report
Appendix 1 – DfoB Evaluation Report Appendix 2 – DfoB Quotes

Derbyshire Festival of Business Evaluation Report

Prof. Qile He

Dr Weiwei Yang

Dr Huan Yang

(On behalf of the UoD evaluation team)

27th July 2022

Sensitivity: Confidential

Contents

1. Executive Summary 4

2. Introduction 5

3. Methodology 5

4. DFoB 2022 5

4.1 Types of Events 5

4.2 Number of Events 6

4.3 Attendees 7

4.4 Registrations versus Attendance 8

4.5 Level of Repeat Attendances 9

4.6 Categories of Attendees 10

4.7 Number of Businesses Represented 11

4.8 Size of Businesses 13

5. Impact of the Festival 13

5.1 Reach of Events to the Public 13

5.2 Feedback from the Events 15

5.3 Expo Feedback 17

5.3.1 Feedback from Delegates 17

5.3.2 Feedback from Exhibitors 18

5.3.3 Lesson Learned from Expos 18

5.4 Focus Group Interviews 19

5.4.1 Awareness of the Festival & Promotion of the Events 19

5.4.2 Communication and Event Management 19

5.4.3 Expectations 19

5.4.4 Impact 20

5.5 Post Festival Case Study 20

5.5.1 Business Networking 20

5.5.2 Revenue Growth 20

5.5.3 Personal Development 20

5.5.4 Knowledge enhancement 20

6. DFoB Budget Allocation & Spend 21

7. Conclusion 21

Appendix 23

A1 Derbyshire Festival of Business – List of Events Organized 23

A2 Derbyshire Festival of Business – Feedback form 26

A3 Derbyshire Festival of Business – Focus group Guidance 28

Sensitivity: Confidential

Table 1. DFoB Performance Against Target Outputs 4
Table 2. Types of Events in the Festival 6
Table 3. Number of Events Organized 6
Table 4. Number of Events by Organizations 7
Table 5. Attendees by Event Organizations 8
Table 6. Number of Registrations and Attendees by Event Organizations 8
Table 7. Attendees from Universities 10
Table 8. Stats on Social Media Campaign 14
Table 9. Overall satisfaction and intention to attend next event (based on 18 survey responses from attendees of 8 DFoB events) 15
Table 10. Feedback from 50 Delegates 17
Table 11. Feedback from 23 Exhibitors 18
Tabel 12. Budget versus Actual Expenditure 21

Figure 1. Engagement of the Attendees 10
Figure 2. Attendees Occupation 10
Figure 3. Distribution of the Region of the Businesses/Organizations (based on data from 20 of 63 DFoB events) 11
Figure 4. Distribution of the Counties of the Businesses/Organizations (based on data from 20 of 63 DFoB events) 12
Figure 5. The Distribution of the Business/Organization Sectors (based on data from 20 of 63 DFoB events) 12
Figure 6. Size of the Businesses (based on data from 20 of 63 DFoB events) 13
Figure 7. Web Traffic for the DFoB Webpages 14
Figure 8. Email Stats Promoting DFoB Events 15
Figure 9. Would you recommend to others that they attend future Derbyshire Festival of Business events? (based on 18 survey responses from attendees of 8 DFoB events) 15
Figure 10. Where did you hear about this event? 16

Sensitivity: Confidential

1. Executive Summary

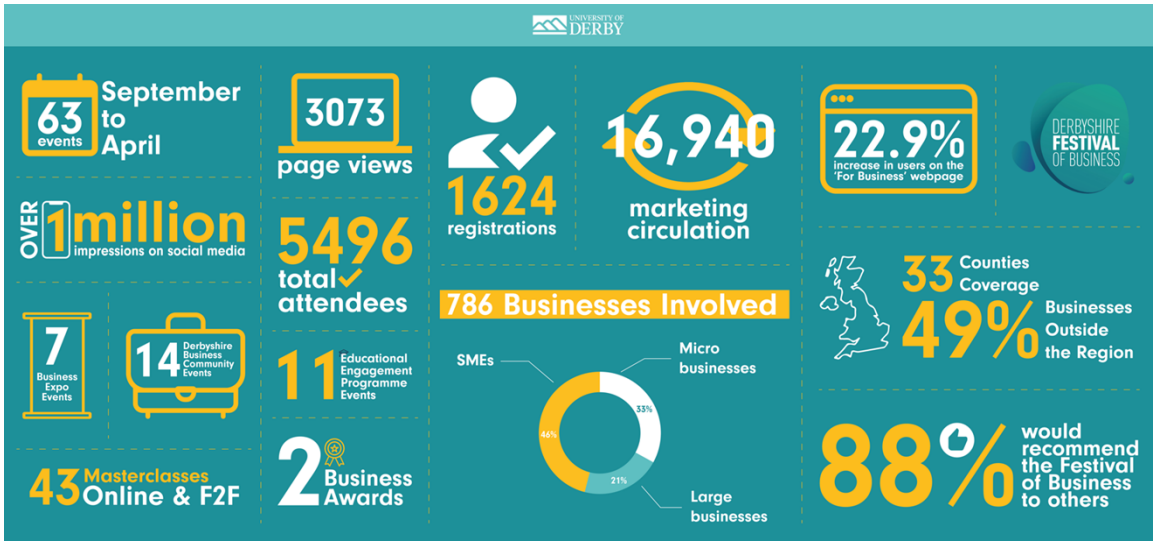
This report presents the evaluation of the Derbyshire Festival of Business (DFoB) on behalf of the University of Derby (UoD) project team and includes a performance evaluation and recommendations for the future.

The report shows the various methods undertaken for the evaluation. It presents the key findings of the outcomes of the Festival, as well as suggestions for future DFoBs.

The key information that has been used to devise this report includes:

- data about the attendees and businesses they represented obtained from event booking and registration forms
- data on the businesses and organizations collected from publicly available sources including the FAME database and GOV.UK Companies House website
- feedback data from attendees collected from post-event questionnaires
- Marketing and social media performance data collected by the marketing team for the Festival
- focus groups interviews conducted with event organisers, attendees and student participants, together with a case study from a representative business.

Evidence shows that the DFoB proved to be a very successful platform for business networking, knowledge sharing, business showcasing and recruitment and in so doing it supported the economic development of the county. Some key statistical highlights are shown below.



In terms of the KPIs set by Vision Derbyshire when the £43k of funding was allocated to the DFoB the outputs are as follows:

Table 1. DFoB Performance Against Target Outputs

KPI	Target	Delivered
Number of locally/regionally based organisations coming together to deliver the DFoB	10+	17
Number of businesses engaged	1000+	786*
Number of individual events delivered as part of the DFoB	50+	63
Cumulative number of attendees at events	2000+	5496*

Sensitivity: Confidential

**These both are under-estimates given shortcomings in the data collection process. Indeed, the number of businesses engaged data comes from just 12 events (refer to table 5).*

As shown in table 1, DFoB have met most of the KPIs set by Vision Derbyshire, except for the number of businesses engaged. However, the number 786 is underestimated and is calculated based on only 34 events in which we have the information. A lot of events (29 out of the 63 events) organized either did not collect such information or the organizer did not share the data with the evaluation team. Table 5 lists the availability of such information from event organizers. Another reason that could explain the failure to deliver against this target could be the circumstance of Covid. During the period of DFoB when all Covid restrictions have lifted, businesses have seen an increase in workload to reduce the backlog of work, which has been prioritised over attendance in DFoB events.

2. Introduction

This report is prepared for the evaluation of the Derbyshire Festival of Business (Festival) on behalf of the University of Derby (UoD) team for the performance evaluation of the Festival.

The aims of this report are to:

- Document the key activities of the DFoB;
- Help the funders and other stakeholders to understand the key achievements of the DFoB;
- Help the project team to reflect on the event programme and make necessary adjustments for the future.

3. Methodology

Data used in this evaluation report has been collected from event booking and registration information, a post-event survey, marketing and social media performance data, qualitative feedback from focus group interviews and case study interviews. Additional data on the businesses and organizations has been collected from publicly available sources including the FAME database and the GOV.UK Companies House. The data has been aggregated, compiled and analysed following the key expectation of the funders and stakeholders. Pie-charts, frequency tables, cross-tabulations and various other analytical procedures have been conducted to gain a better understanding of the performance of the DFoB.

The handling and processing of the data strictly followed the ethics and confidentiality standards and code of conduct of UoD. All personal information has been anonymized before processing. No sensitive information apart from those directly related to the project evaluation has been processed or analysed. Ethical approval was acquired from the University and the secure storage of data has been ensured following the University's Data Governance policies.

4. DFoB 2022

4.1 Types of Events

The Festival delivered a wide range of events that businesses, school/college and university students from the region and beyond could take part in. Table 2 summarizes key types of activities offered throughout the Festival. The list of events that took place for each component can be found in Appendix **A1**. Those activities were intended to give businesses the support and opportunities needed to develop, as well as showcase Derbyshire's extensive business capability to future clients, customers, partners, investors and employees.

Sensitivity: Confidential

Table 2. Types of Events in the Festival

Component	Aim of the events	No. Events
Showcasing Derbyshire's Business Community	To profile Derbyshire's businesses to potential customers/clients and future employees.	**14**
Educational Engagement Programme	To bridge the gap between Derbyshire's businesses and the next generation of employees. To inspire school/college and university students to consider Derbyshire based employment opportunities.	**11**
Masterclasses	To raise the profile of Derbyshire with numerous thought leaders within the UK business community and so raise the county's profile as a place with knowledge.	**43**
Derbyshire Business Awards	To showcase the business and enterprise talent within Derbyshire and help raise aspirations to succeed.	**2**
The Derbyshire Business Expo	To showcase Derbyshire's businesses to existing and future clients.	**7**
Total		**77***

The actual number of delivered events was 63, however 9 had more than one component e.g. "Made in Chesterfield" was organized both to showcase Derbyshire's business community and to inspire the next generation of employees. The list of events that took place for each component can be found in Appendix Table **A1.*

4.2 Number of Events

Table 3. Number of Events Organized

Organization	Number of the events
Events hosted by UoD	34
Events hosted by other organizations	29
Total	63

From the 22nd of September 2021 to the close of the Festival on the 6th of April 2022, the Festival delivered a total of 63 events, among those, 34 events were delivered by the University of Derby, and 29 events were delivered by other organizations (e.g., Department for International Trade, Destination Chesterfield, D2N2 LEP - Futures for Business, East Midlands Chamber, and Marketing Peak District & Derbyshire). In particular, UoD's College of Business Law and Social Sciences (BLSS) hosted a quarter of the events (15 out of 63). East Midlands Chamber organized most events for the Festival among all the other organizations. Table 4 shows the details.

Sensitivity: Confidential

Table 4. Number of Events by Organizations

Organization	Number of the events
UoD	7
UoD - BLSS	15
UoD - BLSS - Enscite	4
UoD - Careers	3
UoD - MHPP	2
UoD - STEM	2
UoD - Banks Mill	1
Academy of Ideas	1
Business Peak District & EMC	1
Community Chesterfield	1
D2N2 LEP - Futures for Business	1
Department for International Trade	4
Derby City Council	1
Destination Chesterfield	3
East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire)	7
Essential Print Services	1
Innovate 4 Rail/DE-Carbonise	1
Innovate UK	1
Marketing Peak District & Derbyshire	3
National Stone Centre	1
RSM UK	1
TecQuipment	1
The Institute for Aerospace Technology (IAT)	1
Total	63

4.3 Attendees

Out of the 63 events, the evaluation team obtained the data on either registration or attendees for 54 events (events without further data were largely organized by non-UoD organizations). Out of these 54 events, there were 5,496 attendees from 786 businesses/organizations. The East Midlands Chamber's events collectively attracted 1047 attendees, the Banks Mill Open Studios event attracted 959 attendees and the UoD-Career event attracted 957 attendees. The 3 Destination Chesterfield events collectively attracted representatives of 166 businesses/ organizations. Table 5 shows the detailed statistics by event organizers.

Sensitivity: Confidential

Table 5. Attendees by Event Organizations

Event Organization	No. of Attendees	No. of Businesses/ Organizations involved
Academy of Ideas	297	NA
Business Peak District & EMC	100	NA
D2N2 IEP	144	82
Department for International Trade *(4 events in total)*	301	NA
Destination Chesterfield *(3 events in total)*	575	166
East Midlands Chamber *(7 events in total)*	1047	14[1]
Essential Print Services	37	15
Innovate 4 Rail/DE-Carbonise	12	7
Innovate UK & KTN	185	NA
Marketing Peak District & Derbyshire *(2 events in total)*	106	75
National Stone Centre	24	NA
TecQuipment	33	NA
UoD *(6 events in total)*	330	144
UoD - Banks Mill	959	48
UoD - BLSS *(12 events in total)*	166	92
UoD - BLSS - Enscite *(4 events in total)*	79	NA
UoD – Careers *(3 events in total)*	957	40
UoD – MHPP *(2 events in total)*	139	98
UoD - STEM	5	5
Total	5496	786

4.4 Registrations versus Attendance

There are 24 events for which both the number of registrations and attendees were obtained, such that the turn-up rate for those events can be worked out (see Table 6). The average attendee turn-up rate is 57.1%, whilst the "Workplace Wellness" organized by UoD-BLSS had the highest turn-up rate of 111.1%.

Table 6. Number of Registrations and Attendees by Event Organizations

Event	Organization	No. of Registrations	No. of Attendees	Turn-up Rate
Chesterfield Investment Summit	Destination Chesterfield	150	130	86.7%
Derby's Climate Change Commission	East Midlands Chamber	33	16	48.5%
Digital Marketing Conference & Exhibition	East Midlands Chamber	245	116	47.3%

[1] This number is based on only 1 of the events (Derby's Climate Change Commission on 25/11/2021), which provided the information on businesses attended.

Sensitivity: Confidential

Manufacturing & Engineering Conference 2022	East Midlands Chamber	164	134	81.7%
Small Business Saturday	Essential Print Services	61	37	60.7%
Circular Economy – What is it and why it is important	Innovate 4 Rail/DE-Carbonise	22	12	54.5%
Peak District & Derbyshire Hospitality Charter launch	Marketing Peak District & Derbyshire	124	81	65.3%
Festival of Business launch	UoD	130	81	62.3%
Logistics and Supply Chain Conference	UoD	192	45	23.4%
Social marketing for small enterprises	UoD	12	3	25.0%
Planning for growth - Innovation Day	UoD	95	51	53.7%
Cash and Working Capital Management	UoD - BLSS	12	2	16.7%
How can industrial digitalisation help drive us to net-zero manufacturing?	UoD - BLSS	33	21	63.6%
Critical path analysis	UoD - BLSS	10	6	60.0%
Addressing global challenges through digital and resilient supply chains	UoD - BLSS	48	41	85.4%
Workplace wellness: quick wins for your business	UoD - BLSS	9	10	111.1%
Discover the new opportunities for collaboration offered by the pandemic	UoD - BLSS	12	7	58.3%
High street decline or evolution?	UoD - BLSS	22	18	81.8%
Preparing for Funding and Investment	UoD - BLSS - Enscite	10	3	30.0%
Getting the most out of your accountant and accounting software	UoD - BLSS - Enscite	8	5	62.5%
Growing tomorrow's leaders	UoD - BLSS - Enscite	86	31	36.0%
Leading people positively	UoD - BLSS - Enscite	81	40	49.4%
Mental Health & Productivity - the business recovery catalyst	UoD - MHPP	7	4	57.1%
Getting to Grips with Data	UoD - STEM	2	2	100.0%
Total		1568	896	57.1%

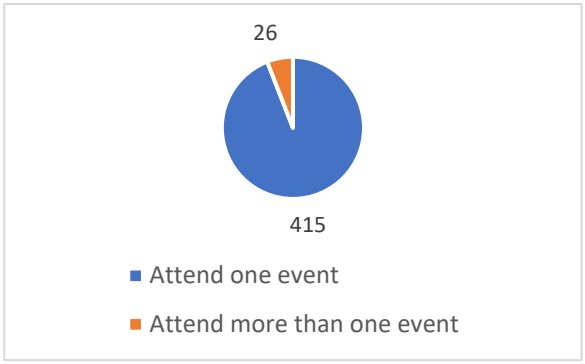
4.5 Level of Repeat Attendances

Due to different booking systems that UoD and other organizations used, the evaluation team could only obtain data on the detailed registration/attendance list for the 17 UoD organized events (out of the total 63). Therefore, the following analysis are based on the attendees' information from those 17 events only.

Sensitivity: Confidential

Firstly, the information for 441 attendees from those 17 events were collected. 415 individuals attended only one event, and 26 individuals had attended more than one events during the Festival (see Figure 1).

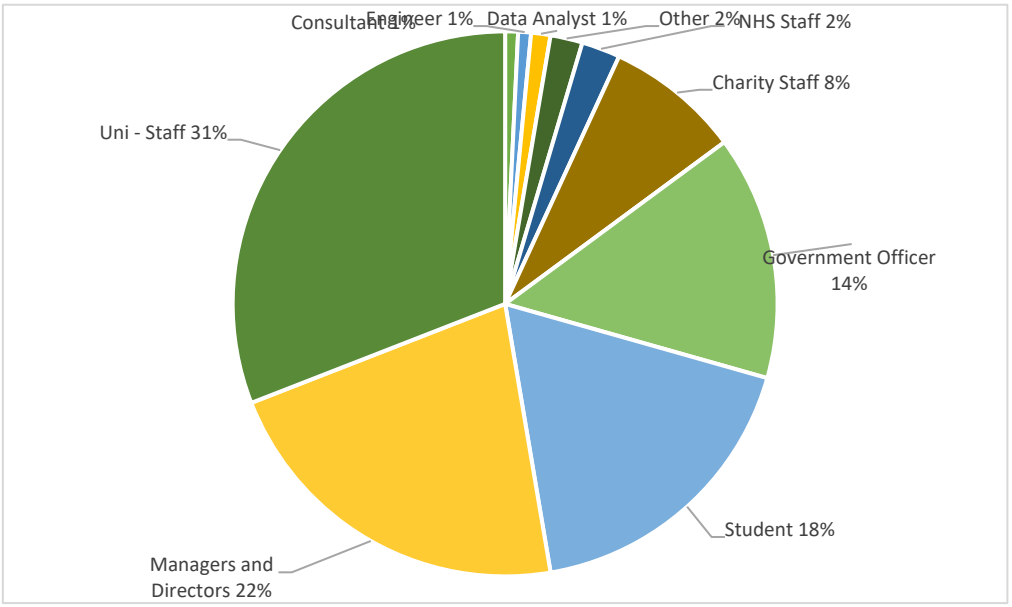
Figure 1. Engagement of the Attendees



4.6 Categories of Attendees

Secondly, the job title of 262 attendees out of the 441 attendees were obtained. Based on the areas of their positions in the business/organization they represented, 10 job categories can be identified. Figure 2 shows the distribution of attendees across those job categories.

Figure 2. Attendees Occupation



Among all the attendees, university staff (31%), students (18%) and managers and directors (22%) account for 71% the attendees in total. In term of university staffs and students, there are not only attendees from UoD, but also attendees from other universities. Detailed breakdown is shown in Table 7 below.

Table 7. Attendees from Universities

	Other organizations	**UoD**	**Total**
Student	4	43	47
Uni Staff	46	35	81
Total	50	78	128

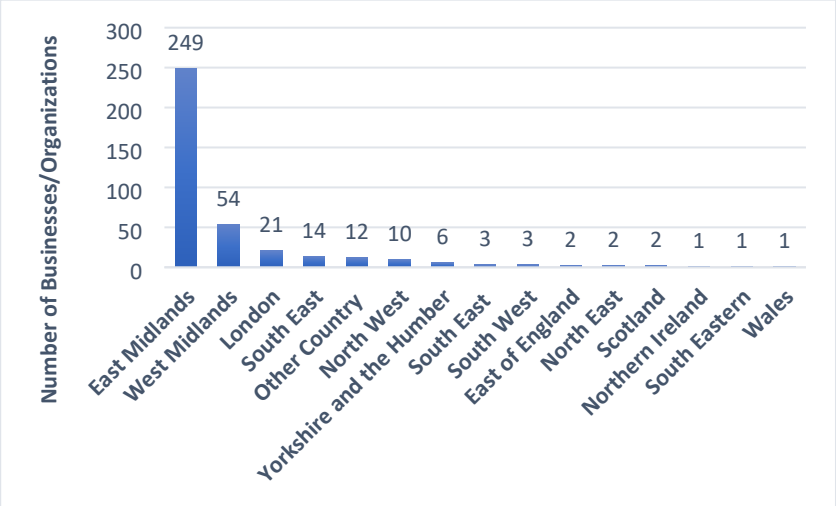
Sensitivity: Confidential

4.7 Number of Businesses Represented

In terms of the number of businesses, complete data for 20 events (out of the total of 63 events) was obtained on the name of the business/organizations where the attendees are from. This includes 15 events organized by UoD, and 5 events organized by D2N2 LEP, East Midlands Chamber, Essential Print Services, Innovate 4 Rail and Marketing Peak District & Derbyshire. Particularly, there were 386 business organizations and institutions reached in these 20 events.

Figure 3 shows the distribution of counties of the Businesses/Organizations represented by the attendees, where East Midlands is the main area where attendees came from. However, there were also attendees from West Midlands, London and other regions. Apart from the businesses and organizations in the UK, the Festival also managed to reach 12 institutions from other countries, such as Italy, Malaysia and China.

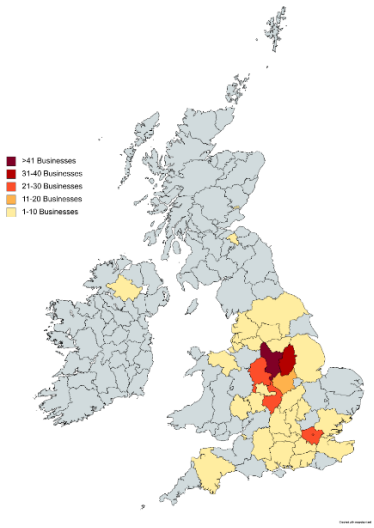
Figure 3. Distribution of the Region of the Businesses/Organizations (based on data from 20 of 63 DFoB events)



As for the businesses and organizations reached within the UK, for these 20 events with at least the name of the businesses/institutions, the 3 digits of their address postcode were obtained either from the registration forms, or via the FAME database or the GOV.UK Companies House website. Figure 4 shows the distribution of the counties where those businesses and organizations are located, which shows that the Festival was able to attract attendees from 33 counties. Although most of the businesses are from Derbyshire (194 businesses), there are also many businesses and organizations from Nottinghamshire (31), London (24), Staffordshire (22), Warwickshire (21), and Leicestershire (12).

Sensitivity: Confidential

Figure 4. Distribution of the Counties of the Businesses/Organizations (based on data from 20 of 63 DFoB events)



Based on the names of the businesses and organizations, their sector information (Primary UK SIC 2007 code) was further collected from either the FAME database or the GOV.UK Companies House website. In total, the information for 382 businesses in the sample were obtained. Figure 5 shows the distribution of the sectors for the businesses/organizations covered by the Festival, which shows a broad range of sectors. Specifically, about 20% of business and organizations (77 out of 382) are in Education, 15% (56 out of 382) are in Professional, Scientific and Technical Activities, and 10% (38 out of 382) are in Accommodation, Food and Beverage Service sectors. There are also 33 government organizations including the local councils, government agencies and departments, and 6 NHS institutions.

Figure 5. The Distribution of the Business/Organization Sectors (based on data from 20 of 63 DFoB events)

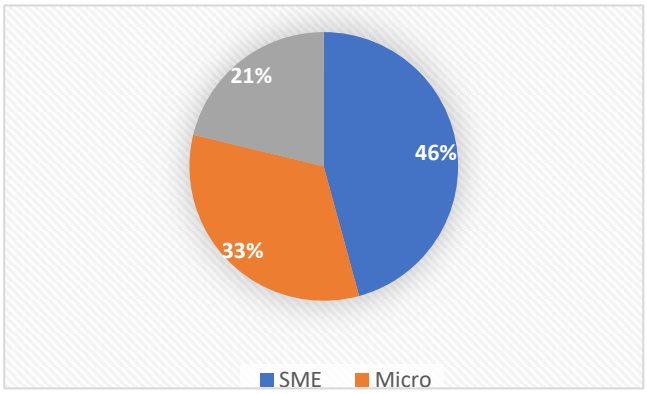
Sensitivity: Confidential

4.8 Size of Businesses

Apart from the sector information collected from either the FAME database or the GOV.UK Companies House website, the data on the size of the businesses were also analysed. In particular, the operation revenue (turnover) and the number of employees in 2020 or in the last available year were collected for 330 businesses. The evaluation team followed the UK government definition of SMEs, which encompasses micro (less than 10 employees and an annual turnover under €2 million), small (less than 50 employees and an annual turnover under €10 million) and medium-sized (less than 250 employees and an annual turnover under €50 million) businesses.

Figure 6 shows the distribution of the size for the businesses covered by the Festival. It indicates a relatively balanced coverage of different types of businesses in terms of business size. Particularly, there are 109 Micro, 151 SMEs and 70 Large firms that participated in the Festival.

Figure 6. Size of the Businesses (based on data from 20 of 63 DFoB events)



5. Impact of the Festival

5.1 Reach of Events to the Public

The Derbyshire Festival of Business marketing team developed several tools to promote the Festival to the public such as, official webpage, newsletters, and social media. In terms of social media, a LinkedIn group—"Derbyshire Festival of Business"—was created; a Twitter account—@DerbyUniBis—was managed; the marketing team also worked with @DerbyUniPress to share news and events surrounding the Festival. This includes regular organic social posts on Twitter and LinkedIn and paid or promoted posts on LinkedIn, Facebook and Google. In total, the number of people the Festival reached using the social media Campaign was 1,114,127[2] from September 2021 to April 2022. Table 8 shows the statistics on the public reach through social media by various platforms. Additionally, there is also a Youtube video promoting the launch event of the Festival posted through the UoD account, reaching 261 views up to date, as well as an online archive of video footage of some of the key events.

[2] Please note that this number does not mean the number of unique viewers. It is a simple sum of the reaches from all the posts.

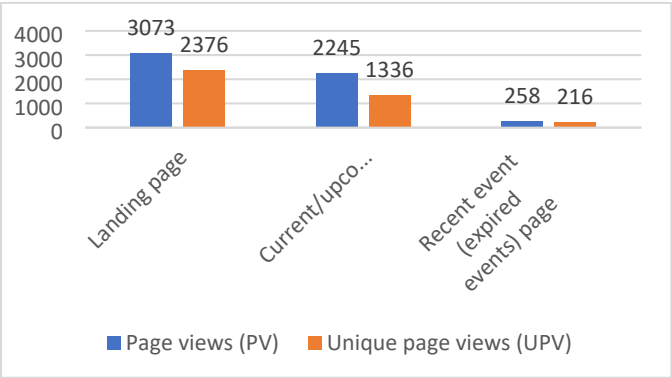
Sensitivity: Confidential

Table 8. Stats on Social Media Campaign

Social media Campaign	*Statistics*
Organic Twitter Posts	Posts: 363 Likes: 554 Retweets/Shares: 252 Link Clicks: 179 Profile Clicks: 70 People Reached: 63,581
Organic LinkedIn Posts	Posts: 11 Shares: 39 Link Clicks: 1,178 People Reached: 27,764
Paid Facebook advertisements	Clicks: 9,202 People Reached: 956,628 Cost: £3,336.60
Paid LinkedIn advertisements	Clicks: 240 People Reached: 63,263 Cost: £2,237.33
Google PPC	Clicks: 187 People Reached: 2,891 Cost: £382.40

An official webpage was also created to promote and showcase the events during the Festival. Figure 7 shows the web traffic data for the Festival up to 22nd of April 2022. Specifically, the DFoB landing page reached 3,073 page views from 2,376 unique views.

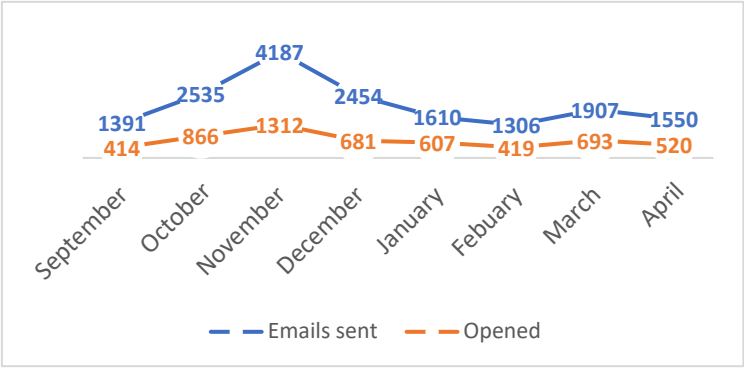
Figure 7. Web Traffic for the DFoB Webpages



Additionally, weekly emails with ***University of Derby For Business Newsletter*** were also sent to the newsletter subscribers to advertise the Festival and upcoming events (an example of the email that was sent out on 19th November 2021 can be found here, and an example of the newsletter being circulated on 9th December 2021 can be found here). Figure 8 shows that 16,940 Festival related emails were issued in total for the period of the Festival, where 32.54% (5,512) were opened by the recipients.

Sensitivity: Confidential

Figure 8. Email Stats Promoting DFoB Events



5.2 Feedback from the Events

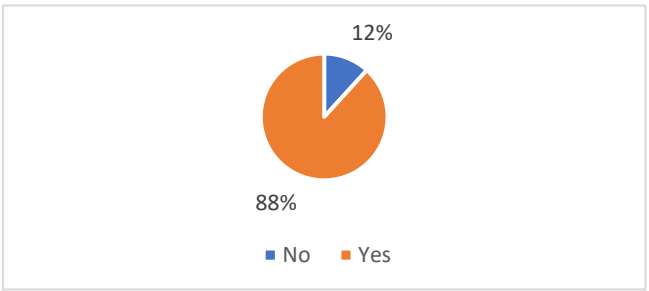
For some events organized by UoD-BLSS, a post event evaluation survey was developed and delivered to event attendees after each event. A copy of the survey can be found here and in Appendix **A2**. In total, 18 responses were received from attendees of 8 events. On average, the attendee rates 3.89 out of 5 for the event attended, indicating 77.8% satisfaction rate. Attendees are also 82.2% (4.11 out of 5) likely to attend other events of the Festival having attended the event.

Table 9. Overall satisfaction and intention to attend next event (based on 18 survey responses from attendees of 8 DFoB events)

	Average Rate
How would you rate this event overall? *Rate from 1-5 where 1 is poor and 5 is excellent*	**3.89**
Having attended this event, how likely are you to attend other Derbyshire Festival of Business events? *Rate from 1-5 where 1 is extremely unlikely and 5 is extremely likely*	**4.11**

In the survey, the attendees were also asked whether they would recommend to others that they attend future Derbyshire Festival of Business events. Figure 9 summarized the responses, and it shows that 88% of the attendees would recommend the events to others.

Figure 9. Would you recommend to others that they attend future Derbyshire Festival of Business events? (based on 18 survey responses from attendees of 8 DFoB events)



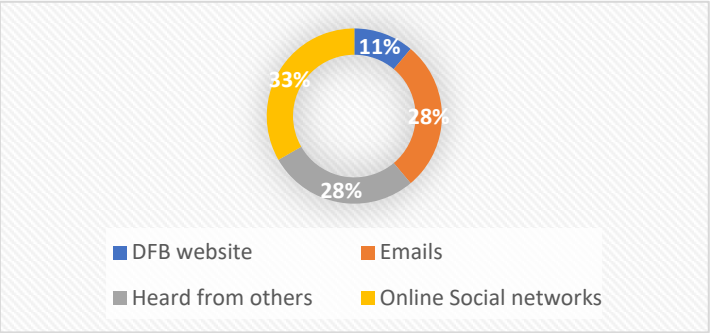
In addition, the open questions were used to get further feedback and comments for improvement in the future. Most of the 18 attendees to 8 UoD/BLSS organised events found the discussion and reflection in the workshop very valuable. A few mentioned the networking and the

Sensitivity: Confidential

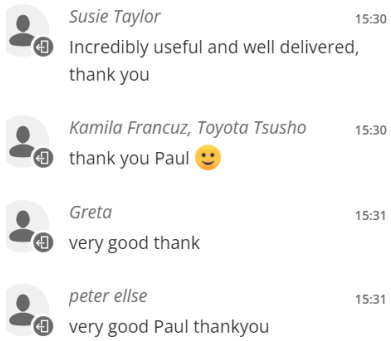
very engaging speaker and examples from local businesses to be of most value. Regarding future improvements, some suggested that the event organisers could work on the promotion and publicity to attract and ensure better attendance, and the workshop could introduce more real-world business examples or case studies to better explain the context. There were also a few comments on the delivery of the events, including difficulties of joining meetings online, preference for face-to-face events, having longer time slots and more speakers.

Figure 10 shows that online social networks are the main channels that participants heard about the events. This will help to better understand how to attract more participants in the future.

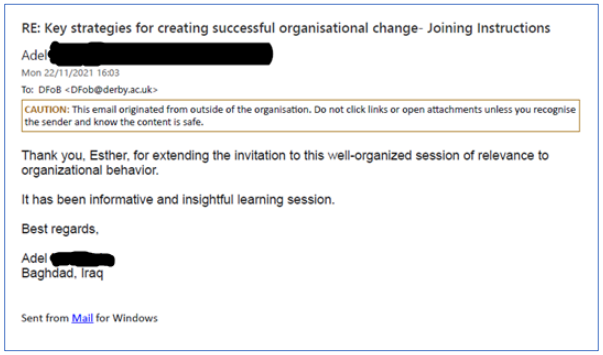
Figure 10. Where did you hear about this event?



Apart from the feedback collected from the survey, some qualitative feedback was also received. For example, after a Masterclass (Critical Path Analysis) which was delivered online, attendees left very positive comments before leaving the session. Below is the screenshot from the chat.



Positive feedback was also received in the form of emails from business participants following some other Masterclasses. Below are the screenshots of some of the emails.


RE: Key strategies for creating successful organisational change- Joining Instructions

Adel [redacted]

Mon 22/11/2021 16:03

To: DFoB <DFob@derby.ac.uk>

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Thank you, Esther, for extending the invitation to this well-organized session of relevance to organizational behavior.

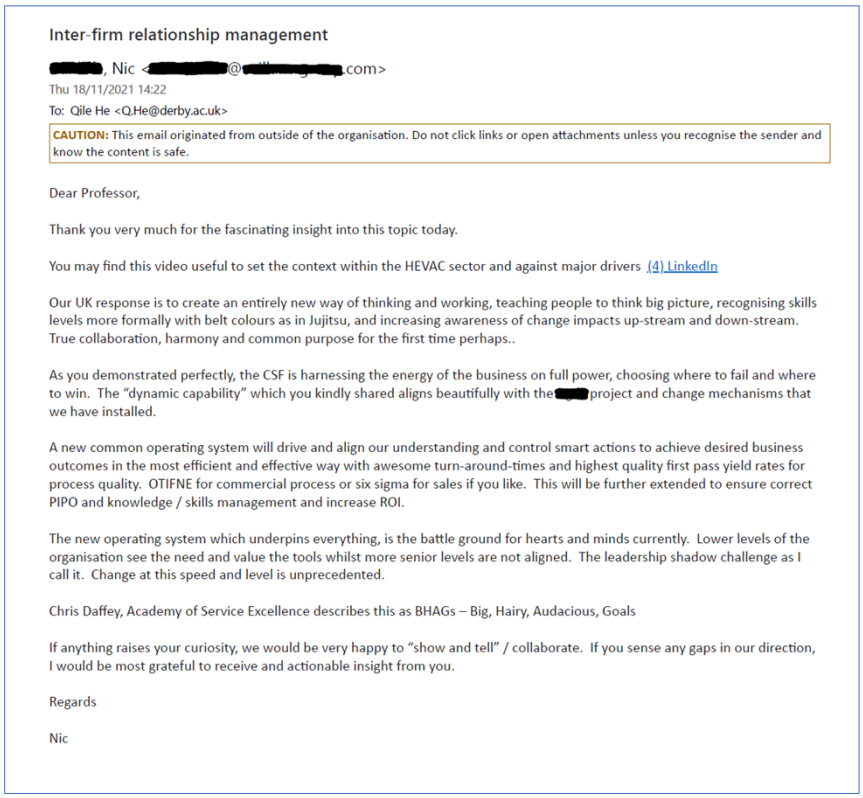
It has been informative and insightful learning session.

Best regards,

Adel [redacted]
Baghdad, Iraq

Sent from Mail for Windows

Sensitivity: Confidential



Inter-firm relationship management

[redacted], Nic <[redacted]@[redacted].com>
Thu 18/11/2021 14:22
To: Qile He <Q.He@derby.ac.uk>

CAUTION: This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Dear Professor,

Thank you very much for the fascinating insight into this topic today.

You may find this video useful to set the context within the HEVAC sector and against major drivers (4) LinkedIn

Our UK response is to create an entirely new way of thinking and working, teaching people to think big picture, recognising skills levels more formally with belt colours as in Jujitsu, and increasing awareness of change impacts up-stream and down-stream. True collaboration, harmony and common purpose for the first time perhaps..

As you demonstrated perfectly, the CSF is harnessing the energy of the business on full power, choosing where to fail and where to win. The "dynamic capability" which you kindly shared aligns beautifully with the [redacted] project and change mechanisms that we have installed.

A new common operating system will drive and align our understanding and control smart actions to achieve desired business outcomes in the most efficient and effective way with awesome turn-around-times and highest quality first pass yield rates for process quality. OTIFNE for commercial process or six sigma for sales if you like. This will be further extended to ensure correct PIPO and knowledge / skills management and increase ROI.

The new operating system which underpins everything, is the battle ground for hearts and minds currently. Lower levels of the organisation see the need and value the tools whilst more senior levels are not aligned. The leadership shadow challenge as I call it. Change at this speed and level is unprecedented.

Chris Daffey, Academy of Service Excellence describes this as BHAGs – Big, Hairy, Audacious, Goals

If anything raises your curiosity, we would be very happy to "show and tell" / collaborate. If you sense any gaps in our direction, I would be most grateful to receive and actionable insight from you.

Regards

Nic

5.3 Expo Feedback

To support local businesses and showcase Derbyshire's business capability and opportunities to local communities, clients, customers, partners and investors, 7 Expo events were organized, in which the performance data are the key for the understanding of the impact of the Expos and the whole Festival. The DFoB evaluation team designed data collection guidance for the Expo organizers to capture the performance data. Based on the guidance, 3 Expo events organized by East Midlands Chamber (the Digital Marketing Conference & Exhibition, the Manufacturing & Engineering Conference 2022 and the D2N2 Business Support Showcase) collected feedback from both delegates and exhibitors. Overall, there were 50 responses from delegates and 23 from exhibitors. In the following sections, the evaluation team analysed the feedback from delegates and exhibitors separately.

5.3.1 Feedback from Delegates

Table 10 shows the overall feedback from 50 delegates, which reveals a high level of satisfaction with the venues, the support provided by the events team and booking process, presentations, agenda and the overall quality of the event.

Table 10. Feedback from 50 Delegates

	Average Rate
Venue	**4.42**
Events team and booking process	**4.74**
Presentations in the Expo	**4.47**
Conference agenda	**4.40**
Overall quality of the Event	**4.46**

Sensitivity: Confidential

In addition, open questions were also used to get further feedback and comments for future improvements. Most attendees found the keynote talks/presentations to be inspirational, informative and engaging, with participants receiving plenty of useful and practical advice and tools to explore. Some advised that the more examples could have been provided so as to better illustrate the key concepts being covered in the masterclasses. In terms of the conference agenda, most of the delegates were happy with the range of topics covered, while some would have welcomed more time for Q&A and networking. A few delegates also suggested that speakers should have included members of the local small business community. As for the general feedback and comments, most of the delegates spoke highly of the overall quality but would have welcomed more opportunities for networking and visiting trade stands. A few also mentioned that an additional session could have been included to showcase different support opportunities available for local businesses.

5.3.2 Feedback from Exhibitors

There were similarly positive responses from the 23 event exhibitors in respect of the venues, the event teams and booking process, whilst they provided positive feedback in respect of the agenda and overall quality of the events. East Midlands Chamber also collected feedback and comments on the exhibition set up process, stand location, exhibition area layout/floorplan and footfall. Table 11 reveals lower levels of satisfaction with exhibition stand locations, area layout/floorplan and footfall. Additional comments provided on the exhibition stand location and area layout shows that some exhibitors were disadvantaged as their stand's location were set too far from the main conference room and food and refreshment tables, which gave attendees less incentive to pass by. This resulted in little footfall and limited opportunity for networking. Most of the exhibitors also shared the concern that there was not enough time for people to walk around the stands.

Table 11. Feedback from 23 Exhibitors

	Average Rate
Venue	**4.30**
Events team and booking process	**4.87**
Exhibition set up process	**4.43**
Exhibition stand location	**3.52**
Exhibition area layout/floorplan	**3.43**
Exhibition area footfall	**2.83**
Conference agenda	**4.22**
Relevance of the event to your business	**4.06**
Overall quality of the Event	**4.46**

5.3.3 Lesson Learned from Expos

Considering the feedback from both the delegates and exhibitors, the Expos seem to have been very well organized but with room for future improvement. Some common suggestions are:

- Encourage more opportunities for networking and communication between speakers, delegates and exhibitors;

Sensitivity: Confidential

- Effectively design area layout/floorplan could give exhibitor better/fair opportunity for natural footfall;
- Invite more SME representatives from local business community for talks;
- Get local business community on board when planning the event to serve the need of business community better;
- Effectively promote the event and set the aim and objectives clearly.

5.4 Focus Group Interviews

The evaluation team also organized three focus groups to collect feedback and comments from event organizers, business representatives and students. A total of 17 participants who either organized events for the Festival or attended the Festival events, or who were involved in both roles, were invited to the first and second focus groups. The third focus group involved 4 student participants. The interactive conversation from the focus group interviews helped the evaluation team to capture the overall performance of the Festival, as well as its impact.

A copy of the focus group guidance and questions can be found in Appendix A3, with the key findings being presented below:

5.4.1 Awareness of the Festival & Promotion of the Events

Most of the organizers and attendees learned about the Festival through personal connections, while students learned about the Festival through posters on campus. There were mixed outcomes in terms of the attendance numbers, where some events had good turn-up rate, while some had rather poor attendance. Although this might be due to the circumstance of COVID, more work needs to be done in the future in terms of event promotion and awareness raising.

Suggestions: Social media promotion worked well in terms of exposure of the Festival and the events, and it may be good to produce film clips to show what the potential benefit for people attending the events. Creating hashtag on social media platform would also be good to raise awareness of the Festival. Some advised that in the event promotion materials, the aim, purpose and potential outcomes from attending the events should be stated more clearly.

5.4.2 Communication and Event Management

There was mixed experience in terms of the communication with the DFoB team, partially due to the resignation of the first project manager.

Suggestions: Having one point of contact and frequent, consistent engagement with the DFoB are essential for the event organizers and participants.

5.4.3 Expectations

Attendees of the events, both business representatives and students shared that the event had met their expectations. Organizers, however, had mixed experiences in terms of meeting expectations, which was partly due to the multiple contact points in the project team as discussed above.

Suggestions: The aim, target of the Festival and potential outcome from organizing or attending the specific event should be set up clearly when planning the event, and stated clearly in the event promotion. Organizers should get a clearer description of the focus and target of the Festival, so it is possible for them to design the event in a more focused way. Additionally, the project team should also make it clearer about what to expect from the organizers, for example, constructive data collection guidance should be provided up front.

Sensitivity: Confidential

5.4.4 Impact

Most of the participants shared examples of how the DFoB had made some positive impact on their businesses or study. For example, business representatives mentioned that involvement in the DFoB had helped them to build new business connections, enhanced their knowledge of the certain concept, whilst they had benefited from information on the support opportunities in the local community to help them grow and level up. A few said that the DFoB may change their business practice in the future. As for the student group, they shared that attending the event helped with their study programmes. They gained new knowledge and information and built connections with people from the local business community. One student also shared that she was able to build connections with a local company, which could well lead to an employment opportunity.

Suggestions: Almost all the participants in the focus group suggested that the DFoB should provide even more opportunities for networking and building a supportive and collaborative community.

5.5 Post Festival Case Study

In order to further investigate the impact of the Festival on the local businesses, a case study was conducted with a representative local business, MiniApertur Photography. It is a micro company based in Derby that provides B2B photographic services for businesses. The founder attended the "Small Business Saturday" on 4th December.

Generally, the founder stated that attending the event has made a great impact on her business in terms of business networking, revenue growth, personal development, and knowledge enhancement. She is also keen to attend more events as part of future Derbyshire Festivals of Business, which she believes will help in supporting the development and growth of the local business community. The key findings from the discussion with the founder of MiniApertur Photography are presented below.

5.5.1 Business Networking

The DFoB presented a great opportunity to talk to other local businesses in person and build business connections to promote the service the company provides. The event was such a success that it has exceeded expectation, which is evidenced by lots of new LinkedIn contacts.

5.5.2 Revenue Growth

Among all the new business connections, the founder managed to get a new client with a contract that is "worth quite a few months' earnings". Such new revenue generated has made a great impact on her business operation.

5.5.3 Personal Development

Apart from the monetary value generated from attending the event, the founder also talked about the positive impact on her personal development. She said that having a start-up business, she lacked confidence when talking to other people and promoting her business services. However, having attended the event with the welcoming atmosphere, appropriate size and supporting environment, she was encouraged to speak up and had built a lot of self-confidence. This has further positively affected her business practice.

5.5.4 Knowledge enhancement

In addition to providing opportunity for business networking in the local region, the event also had online streaming activity, which showcased other SMEs at a national level. The founder of MiniApertur Photography said that this provided a great learning opportunity to enhance her

Sensitivity: Confidential

knowledge of the sector at local and national levels, as well as business best practices of other SMEs.

6. DFoB Budget Allocation & Spend

As indicated in Table 12, there was a significant underspend in respect of the Project Manager post, which arose as a consequence of challenges in recruiting a suitable candidate into the position, at a time when many organisations were experiencing similar labour market challenges i.e. as the economy emerged from the pandemic. The solution came in December when a University of Derby member of staff was seconded into the role, however the lack of consistent PM support between August and December meant that some important work, notably in respect of the evaluation mechanisms, did not take place early enough. This meant that when compiling the evaluation report there were gaps in available data that could not be retrospectively addressed.

The budget breakdown also indicates an overspend on marketing and promotional activities linked to the expos and this can be attributed to the work needed to encourage attendance at face-to-face events in the aftermath of pandemic related lockdowns.

However, as far as value for money is concerned, the DFoB should be considered a significant success in that the paid staff time was leveraged against over 650 hours of University of Derby staff time, together with time allocated by key partners such as East Midlands Chamber and Destination Chesterfield.

Table 122. Budget versus Actual Expenditure

	Budget	Actual Expenditure
Project Manager 1.0 FTE fixed term over 6 months (including on costs) to coordinate the various activities linked to the DFoB	£18,000	£8,655.36
Marketing/promotional work needed to build demand for the expos	£15,000	£21,270.89
Brand development & broader social media campaign to promote the Festival	£5,000	£7,573.80
Impact assessment/evaluation of the Festival	£5,000	£5,000
Total	£43,000 + VAT	£42,500.05 + VAT

7. Conclusion

The evaluation team concludes that the DFoB was successfully implemented, with recorded date serving to show that 3 of the 4 performance metrics were exceeded, whilst recorded data shows that 786 businesses were engaged by just 12 of the 63 events. Shortcomings in the data recording tools meant that other data was not collected, however it is safe to assume that the 4th KPI was delivered with well over 1000 businesses being engaged by the Festival. Participant and organiser feedback was in the main very positive, with the Festival proving to be a very successful platform for business networking, knowledge sharing, business showcasing and recruitment. All this will support business growth across Derbyshire.

However, given that this is the first Derbyshire Festival of Business, there are also lessons to be learned. Some suggestions for future DFoB can be found below:

Sensitivity: Confidential

- **Theme focused**: Rather than having broad aims and objectives, it might be better to have a particular theme for the Festival, which will show the purpose of the festival clearer. For example, considering the struggles and challenges faced by businesses post Covid-19, the theme could be “Level-up” or “Growth”.
- **Time range**: There were concerns that the Festival lagged a bit too long across almost 6 months, which might not fit the idea of a “Festival” and diluted the interests from the participants. Suggestion is that the Festival could be a just for a month or a few weeks, which would make the “Festival” more focused and special. Another alternative is that the Festival could run every couple of years, if each Festival is to last longer than a few months, to make it more ceremonial and celebrative.
- **Build bridge between academics and business community**: Although most of participants valued and benefitted from the presentations and talks from the academics, some mentioned a closer connection between the theoretical concepts and business practices should be developed. Participants would also welcome more opportunities for people from different institutions to network and work together and to create a closer supportive local community.
- **Linkage between different events and components**: When planning and designing the events for the Festival, there should be some links between different events organized rather than just putting all the events together (e.g., through focused themes). There could also be opportunities to get event organizers all together at the early planning stage to share ideas and work together. Such discussion among the team and event organizers could be organized before the Festival launch, during the Festival and after the closing of the Festival.
- **Consistent communication and support from the DFoB team**: The communication between the event organizers and DFoB team could be more transparent and consistent. It might be better to include representatives from organizers, attendees and students to form Festival committees when planning future DFoBs, which would ensure better communication and consistent planning effort. There could also be clearer guidance for individual event organizers. The support team should also make sure there are consistent communications from the start till the end, and then follow up in the post-event period.
- **Systematic approach to data collection and analysis**: In order to effectively evaluate the performance and impact of DFoB, a coherent data collection and analysis tool mshould be developed and communicated to all would-be event organisers. The data collection and analysis process could also be monitored and managed alongside the delivery of the Festival in a more systematic fashion.
- **Event promotion**: Social media served as an effective vehicle for event promotion, but more tools could be developed and used to promote the Festival, such as alternative social media platforms, video clips, working with other local community/institutions. The aim and purposes of the Festival and potential outcomes from attending the specific event should be stated more clearly in the event promotion.

Sensitivity: Confidential

Appendix

A1 Derbyshire Festival of Business – List of Events Organized

Table A1 Types of Events in the Festival

Component	Aim of the events	List of Events organized
Showcasing Derbyshire's Business Community	To profile Derbyshire's businesses to potential customers/clients and future employees	**14 Events organized to address this component:** Made in Chesterfield (Various throughout November) Chesterfield Investment Summit on 24th Nov Banks Mill Open Studios on 26th-28th Nov Small Business Saturday on 4th Dec Culture Derby – Transforming the city through Culture and the Visitor Economy on 11th Jan Peak District & Derbyshire Hospitality Charter launch on 8th Feb National Apprenticeship Week 2022 on 7th-13th Feb Planning for growth - Innovation Day (Open Day for Business Services and launch of Observatory) on 16th Feb Peak District & Derbyshire Towns and Business Forum at Thornbridge on 9th Mar Derby Talent Fair 2022 on 10th Mar BPD Annual Conference & Derbyshire Accelerator Showcase on 29th Mar Going Green Market Place on 30th Mar Derby Impact, Collaboration and Engagement (DICE) network launch event on 31st Mar D2N2 Business Support Showcase on 6th April
Educational Engagement Programme	To showcase Derbyshire's businesses to the next generation of employees. To inspire school/college and university students to consider Derbyshire based employment opportunities.	**11 Events organized to address this component:** Help us Build a Strong Stone Centre on 1st Oct Buxton Battle of Ideas Festival - Academy of Ideas on 30th Oct Made in Chesterfield (Various throughout November) South Derbyshire Careers Hub Launch event on 30th Nov KTP National Practitioners Conference on 3rd Dec-4th Dec National Apprenticeship Week 2022 on 7th-13th Feb Get on board with Apprenticeships! on 8th Feb Planning for growth - Innovation Day (Open Day for Business Services and launch of Observatory) on 16th Feb Derby Talent Fair 2022 on 10th Mar Space Technology Live: 1 Engineering Jobs in Space and Tech Spotlight on 16th Mar Higher education ESG roundtable on 23rd Mar
Masterclasses	To raise the profile of Derbyshire as a thought	**43 Events organized to address this component:** Export Live - DIT on 10th Sep-29th Oct Growing Tomorrow's Leaders on 14th Sep-2nd Nov

Sensitivity: Confidential

leader within the UK business community and so raise the county's profile as a place to do business	Leading people positively on 21st Sep-26th Oct Using Digital Tools to Attract Future Employees on 24th Sep Cash and Working Capital Management on 27th Sep Bridge the Gap, Start a Chat on 28th Sep Export Academy on 4th Oct- 3rd Nov Aerospace UP Sustainable Supply Chains Workshop on 12th Oct-13th Nov How can industrial digitalisation help drive us to net-zero manufacturing? on 20th Oct Procurement and the Race to Zero Carbon on 21st Oct Preparing for Funding and Investment on 1st Nov Critical Path Analysis on 1st Nov Addressing global challenges through digital and resilient supply chains on 3rd Nov Workplace wellness: quick wins for your business on 4th Nov Understanding the Benefits and Barriers of Export on 16th -17th Nov Discover the new opportunities for collaboration offered by the pandemic on 18th Nov Key strategies for creating successful organisational change on 22nd Nov Derby's Climate Change Commission – Industry and Business Roundtable on 25th Nov Introducing the SME Pathway to Zero Carbon on 1st Dec Getting the most out of your accountant and accounting software on 6th Dec Mock Tribunal on 9th Dec How to become an influencer on 10th Dec STEM Workshop on 10th Dec Innovate Local on 15th Dec Help to Grow: Management Programme on 16th Dec – 22nd Mar Culture Derby – Transforming the city through Culture and the Visitor Economy on 11th Jan How can small business make a big impact in the race to Net-Zero? on 13th Jan The Student Legal Advice Centre: support for small businesses and entrepreneurs on 19th Jan High street decline or evolution? Creating a sense of place through community-based retail experiences on 25th Jan The visitor economy in a post Brexit, post pandemic era on 27th Jan Peak District & Derbyshire Hospitality Charter launch on 8th Feb Get on board with Apprenticeships! on 8th Feb Circular Economy – What is it and why it is important on 10th Feb Evaluation - what, why, how and when? Q & A Session and Planning Workshop on 15th Feb

Sensitivity: Confidential

		Planning for growth - Innovation Day (Open Day for Business Services and launch of Observatory) on 16th Feb Becoming more sustainable as a business on 9th Mar Can we trust our data on 18th Mar Social marketing for small enterprises on 22nd Mar Higher education ESG roundtable on 23rd Mar Mental Health & Productivity - the business recovery catalyst on 23rd Mar BPD Annual Conference & Derbyshire Accelerator Showcase on 29th Mar Derby Impact, Collaboration and Engagement (DICE) network launch event on 31st Mar D2N2 Business Support Showcase on 6th April
Derbyshire Business Awards	To showcase the business and enterprise talent within Derbyshire and help raise aspirations to succeed	**2 Events organized to address this component:** Love Chesterfield Awards on 20th Oct Derbyshire Business Awards on 12th Nov
The Derbyshire Business Expo	To showcase Derbyshire's businesses to existing and future clients	**7 Events organized to address this component:** Peak District & Derbyshire Towns and Business Forum at Thornbridge on 9th Mar Digital Marketing Conference & Exhibition on 9th Mar Manufacturing & Engineering Conference 2022 on 16th Mar Derbyshire Festival of Business at Celebrate Chesterfield on 23rd Mar Logistics and Supply Chain Week 2022 on 28th Mar-1st April Logistics and Supply Chain Conference on 31st Mar

Sensitivity: Confidential

A2 Derbyshire Festival of Business – Feedback form

Derbyshire Festival of Business - feedback form

Thank you for attending this event. To help us to optimise the quality of future events we would like you to provide responses to the following questions. The data collected from this survey will be used to build improvements into future events and it will be referenced within an evaluation report for the Festival. Please refer to the privacy notice at the end of the survey about how we will handle your response data.

Name and date of event attended

How would you rate this event overall? Please rate from 1-5 where 1 is poor and 5 is excellent

Select an Option

Which part of the event did you find most useful and valuable?

What could have been done to have improved the event?

Having attended this event, how likely are you to attend other Derbyshire Festival of Business events? Please rate from 1-5 where 1 is extremely unlikely and 5 is extremely likely

Select an Option

Have you attended previous events of Derbyshire Festival of Business?

Select an Option

Would you recommend to others that they attend future Derbyshire Festival of Business events?

Select an Option

Sensitivity: Confidential

If you wouldn't recommend the Derbyshire Festival of Business Events why not?

Where did you hear about this event?

What is your job title in your company?

This survey is anonymous, but if you would like to be identified and acknowledged, please leave your name and/or company name here:

Any other comments?

Unique Identifier Number (last 4 digits of your mobile phone) to withdraw

Privacy Notice

The information that you supply on this form will be held and processed in line with the Data Protection Act 2018, GDPR and subsequent legislation.

Information will be used by the University of Derby (as Data Controller) to make contact regarding your enquiry.

We retain this data for up to 2 years, after such time it will be securely destroyed.

Our lawful basis for processing this data is consent.

As a data subject you can request withdrawal of consent at any time by contacting gdpr@derby.ac.uk (mailto:gdpr@derby.ac.uk).

The DPO for the University can be contacted via gdpr@derby.ac.uk (mailto:gdpr@derby.ac.uk). Further information on how we handle your information and details of our DPO can be found in our privacy policy (https://www.derby.ac.uk/services/its/data-governance/privacy-notices/).

I give my explicit consent for my responses to be used as stipulated

- ○ Yes
- ○ No

Sensitivity: Confidential

Focus group 1 --- Organizers

Opening --- Isabela & Weiwei (10-15 Minutes)

Isabela:

- At the beginning of the meeting, welcome everyone and thank them for their participation.
- Introduce the evaluation team, main facilitator --- Weiwei, Co-facilitator --- Horace, and note keeper --- Huan.
- Make everyone aware that the meeting will be recorded but the recording won't be shared publicly, it is only used by the evaluation team for research purposes and will be destroyed after the use for the research.
- Start the recording.

Weiwei:

- Briefly introduce the purpose of this meeting
- Ask all the participants have a quick round of intro (their names, organizations they are from, which event/s they organised in the Festival).

Run the session **---** Weiwei & Horace (60 – 75 Minutes)

*Be aware, if some participants dominate the discussion, try to make sure every participant get chance to express their views.

Questions (If running out of time, the main focus should be on the highlighted ones):

1. How did you come to learn about the DFoB?

2. Was the event you were involved in organising and/or delivering scheduled to happen **irrespective** of the Festival, or was the event devised **specifically** with the Festival in mind?

   2.a If the event was to happen **irrespective** of the Festival, then ask
   "Why do you want the event to be included? What were the key outcomes from the event, and did they deliver against the objectives that you had in mind when planning the event?"

   2.b If the event was **specifically** organised for the Festival, then ask
   "What were the key outcomes from the event, and did they deliver against the objectives that you had in mind when planning the event?"

3. What was your experience of **engaging with the DFoB team**? Were they proactive in their engagement with you and what are your views on the process for getting an event included as part of the Festival?

Sensitivity: Internal

Sensitivity: Confidential

4. Do you believe that the event was effectively **promoted** by the DFoB team? Please explain the reasons for your response.

5. Did the level of demand for the event meet or even exceed your **expectations**? Please explain the reasons for your response.

6. Do you see the **continuation** of the Festival as important? Would you still be supportive of a DFoB next year by organizing/delivering an event?

   6a. If YES, why and what lessons can be learnt from this year's event?

   6b. If NOT, why and what holds you back of organizing/delivering the event?

7. What could be improved, or any new/different features should be included in any future DFoB? Or any other suggestions?

Close the session --- Weiwei

Conclude the meeting, thank for everybody's time and contribution. We will share our evaluation report once it is completed.

Follow up after the meeting --- Isabela

- Email all the participants to thank for their time and contribution.
- Attach the focus questions in case they have some additional thoughts/insights to add.

Sensitivity: Confidential

Focus group 2 --- Prominent business representatives from across Derbyshire:

Opening --- Isabela (TBC) & Weiwei (10-15 Minutes)

Isabela:

- At the beginning of the meeting, welcome everyone and thank them for their participation.
- Introduce the evaluation team, main facilitator --- Weiwei, Co-facilitator --- Horace, and note keeper --- Huan.
- Make everyone aware that the meeting will be recorded but the recording won't be shared publicly, it is only used by the evaluation team for research purposes and will be destroyed after the use for the research.
- Start the recording.

Weiwei:

- Briefly introduce the purpose of this meeting
- Ask all the participants have a quick round of intro (their names, organizations they are from, which event/s they attended in the Festival).

Note: the participants for focus group 2 should have attended at least one event that was part of DFoB.

Run the session **---** Weiwei & Horace (60 – 75 Minutes)

*Be aware, if some participants dominate the discussion, try to make sure every participant get chance to express their views.

Questions (If running out of time, the main focus should be on the highlighted ones):

1. Were you **aware** of the DFoB and if so when and how were you made aware of the Festival?
2. What do you believe the **aims** of Festival of Business ought to be and if you have knowledge or experience of the DFoB, do you believe it fulfilled such aims?
3. What is your **general experience** of the event/s? (i.e. event promotion, registration and attending the event)
4. In your view, what are the **main benefits** you expect to gain from the event/s? Did the event meet your expectations? Please explain the reasons for your response.
5. From attending/organizing the event(s), did you build any **new business connection**?
   6a. If YES, could you give us some examples please?

Sensitivity: Internal

Sensitivity: Confidential

6b. If NOT, what do you think might be the reason?

6. Did attending the event(s) help you **enhance knowledge** of certain area or get **new information** (for example, business management, practice etc.)? If so, could you give us some examples please?

7. Did attending the event(s) **change your business practice, process or strategy**?
   7a. If YES, did you observe benefit from such change or do you expect positive growth of your business due to such change? Any examples?

8. Do you see the **continuation** of the Festival as important? Would you be interested in engaging with the Festival in the future (either in organising one or more events, promoting one or more events, or attending one or more events)? Please explain the reasons for your response.

9. What could be improved in any future DFoB? Or what new/different features should be included in any future DFoB?

Close the session --- Weiwei

Conclude the meeting, thank for everybody's time and contribution. We will share our evaluation report once it is completed.

Follow up after the meeting --- Isabela

- Email all the participants to thank for their time and contribution.
- Attach the focus questions in case they have some additional thoughts/insights to add.

Sensitivity: Confidential

Focus group 3 --- Students:

(Students are selected from two events: Digital Marketing Conference & Manufacturing and Engineering Conference)

Opening --- Isabela (TBC) & Weiwei (10-15 Minutes)

Isabela:

- At the beginning of the meeting, welcome everyone and thank them for their participation.
- Introduce the evaluation team, main facilitator --- Weiwei, Co-facilitator --- Horace, and note keeper --- Huan.
- Make everyone aware that the meeting will be recorded but the recording won't be shared publicly, it is only used by the evaluation team for research purposes and will be destroyed after the use for the research.
- Start the recording.

Weiwei:

- Briefly introduce the purpose of this meeting
- Ask all the participants have a quick round of intro (their names, Year & Programme studying).

Note: the participants for focus group 2 should have attended at least one event that was part of DFoB.

Run the session **---** Weiwei & Horace (60 – 75 Minutes)

*Be aware, if some participants dominate the discussion, try to make sure every participant get chance to express their views.

Questions (If running out of time, the main focus should be on the highlighted ones):

1. Were you **aware** of the DFoB and if so when and how were you made aware of the Festival?
2. What is your **general experience** of the event/s? (i.e. event promotion, registration and attending the event)
3. What are the **main benefits you expect to gain** from the event/s? Did the event meet your expectations? Please explain the reasons for your response.
4. Did attending the event(s) help you **enhance knowledge** about the digital marketing/ Manufacturing and Engineering or get **new information** (for example, future challenges and

Sensitivity: Internal

Sensitivity: Confidential

opportunities in the sector etc.)? Or does this help you study? If so, could you give us some examples please?

5. From attending the event(s), would you consider **Derbyshire based employment opportunities** in the future?
   5a. If YES, why and could you give us some examples please?
   6b. If NOT, why?

6. From attending the event(s), did you manage to build any **connections** with people from the local businesses (potential future employees)?
   6a. If YES, could you give us some examples please?
   6b. If NOT, what do you think might be the reason?

7. Did attending the event(s) **change your future view of the industry/sector**? Could you elaborate please?

8. Would you be interested in attending such events in the future? Please explain the reasons for your response.

Close the session --- Weiwei

Conclude the meeting, thank for everybody's time and contribution. We will share our evaluation report once it is completed.

Follow up after the meeting --- Isabela

- Email all the participants to thank for their time and contribution.
- Attach the focus questions in case they have some additional thoughts/insights to add.

Sensitivity: Confidential

This page is intentionally left blank

“We used the Derbyshire Festival of Business to reach an audience that is unreachable to us. We are quite niche, so we have a limited target audience.” – Zoe, Tech Equipment

“We had events already in the pipeline but decided to add them into the Festival of Business schedule. We decided to do this for extra exposure as well as supporting collaboration with other businesses in Derbyshire.” – Dom, Destination Chesterfield

“It has given us more exposure and delegate numbers. The festival element of the event helped to increase exposure. As a business, I was able to draw on the expertise of colleagues at the University of Derby, especially with the marketing side of things.” – Kayleigh, East Midlands Chamber

“Small businesses are after face-to-face networking. They don’t just want to listen to a presentation. They want to meet other businesses and get involved with the event, which the Festival of Business allowed them to do.” – Professor Mark Gilman

“Businesses are wanting to network. They are after that personal networking element as networking can help their business and identify problems. The Festival of Business has helped them to identify elements of expertise that they may be able to use, help them to grow their business or develop new products and services.” – Professor Mark Gilman

“I would definitely consider working or setting up a business in Derbyshire after I graduate. At first, I saw Derby as just a place for construction, engineering and manufacturing, but the Festival of Business has introduced me to other businesses and industries available within Derbyshire such as Macmartin, a Marketing Agency and Bloc Digital etc. It’s finding them other industries and avenues that appeal to me, and I do believe Derbyshire festival of Business helped me to do that” – Jess (University of Derby Marketing Student)

“I think the main thing that Derbyshire Festival of Business has helped me with is my job within the University of Derby. A lot of what we do is write and create content on these companies. When I went to these DFOB events, I got to see the employers of the businesses we work with, and it helped me to put a face to the name. It also helped me to do my job a bit better because I can see them in person and know what they are about and what their needs are.” - Tom (Videographer and University of Derby, Graduate)

“The events have told me that there is a lot of support networks in place for businesses in Derby which I didn’t know about before having this job. I only graduated a year ago and it does make me think a bit more about businesses or potentially running one someday and how Derby is actually a pretty good place for doing that because of the amount of support available. It has helped me to think differently about employment prospects here because I've been able to see more of them thanks to the Festival of Business.” - Ellis (University of Derby Student and Marketing Intern)

This page is intentionally left blank

Vision Derbyshire Joint Committee

Project Proposals – Vision Derbyshire Climate Change and Planning Accelerated Delivery

Date: 5 October 2022

Report submitted by: Climate Change and Planning Lead Group

Chief Executive Lead: Lee Hickin

Lead Officer: David Arnold, Derbyshire County Council

Purpose of the Report

To provide an update on the progress of the Climate Change and Planning workstream and to propose future joint working opportunities (Phase 4) through the Climate Change and Planning workstream to support local authorities to embrace climate change and environmental sustainability through the planning process.

1 Report Details

Background

1.1 As part of the aims of the Vision Derbyshire Climate Change Strategy, a planning and climate change workstream has been identified to achieve the rapid delivery of an agreed planning policy approach across the County. Following a meeting of the Planning and Climate Change executive group, five quick wins were identified:

i. Climate Change SPD (or similar) – umbrella document to drive consistency across the County.
ii. Review of Derbyshire Local Plan Climate Change related policies – consider good practice across Derbyshire or UK.
iii. Review of Renewable Energy Development – what has been developed and approved.

iv. Developing Climate Change Guidance for Derbyshire Neighbourhood Plans.
v. Presentations to all D2 Chief Executives and Leaders – ongoing learning including for officers

1.2 As noted in the previous report to the Vision Derbyshire Joint Committee there is a strong, common platform of support for work in this arena, and the Derby and Derbyshire authorities have a strong track record of working collaboratively across the planning sphere.

1.3 A Climate Change and Planning sub-group was formed, derived from the existing Derbyshire Planning Policy Officers group. This subgroup also incorporates non-Vision Derbyshire authorities as the significance of the climate change workstream is recognised and meets every 3 weeks to drive forward this workstream.

1.4 Work has been ongoing to address the five quick wins as identified above, and significant progress has been made in all areas. A summary of progress is contained below:

Climate Change SPD (or similar) – Quick win 1

1.5 A number of local plans in Derby and Derbyshire (including the Minerals and Waste Local Plans) are currently being replaced or are in a review process and it is therefore an opportune moment to bring forward evidence to support the development of future policy.

1.6 As there are no hooks in many of the current local plans to allow for the development of supplementary planning documents, therefore planning guidance has been developed to provide the background information necessary to develop and implement local plan policies to address the causes of climate change. The guidance identifies a number of climate related issues or design considerations that should be taken into account in the design and implementation of development proposals and can be included in development plan policies. Good examples of climate change planning policies from across other English authorities is also be included.

1.7 To support the planning guidance a climate change metric has been produced which quantifies the degree to which a proposed development contributes to climate change mitigation. The metric does not give an indication of tonnes of greenhouse gas saved through reduced emissions but is intended to identify whether or not a number of issues or design considerations have been included in the proposal. The metric highlights where there are deficiencies in an application.

1.8 The planning guidance and metric work has been led by the County Council but developed in conjunction with the sub group officers. It is expected the final version of the planning guidance and metric will be available for publishing in September 2022.

1.9 Quotations for the development of a stand alone website hosting the guidance, metric and other evidence have been sought with the intention that this is online by the end of September.

1.10 The planning guidance document also delivers '**quick win ii'**, reviewing current Derbyshire Local Plan Climate Change related policies and considering good practice across the UK.

1.11 This guidance will assist in the development of local planning policy at all levels, including neighbourhood plans (**quick win iv**).

Review of Renewable Energy Development – what has been developed and approved (Quick win iii)

1.12 The Department for Business, Energy and Industrial Strategy (BEIS) already monitors the progress of renewable energy developments of 150kW and above on a quarterly basis.

1.13 The Vision Derbyshire Climate Change Strategy, seeks to reduce emissions across the county to net zero by 2050, or sooner, with priority given to renewable energy. The renewable energy study will help authorities to strategically assess sites and applications as part of both the Local Plan and Development Management process respectively. The study will also highlight opportunities for different typologies of renewable energy development in the most appropriate locations across Derbyshire.

1.14 The renewable energy study was supported by £50,000 of grant funding from the Midlands Net Zero Hub, D2 Energy Board and Business Rate Funding. It is estimated that through the collaborative approach of Vision Derbyshire that this project has made total savings of around £120,000.

1.17 The tender for the production of the renewable energy study was awarded in early January to Scene, with work on the study being completed in August 2022.

1.18 As required by the conditions of the Midlands Net Zero Hub and D2N2 grants, in late June/early July Scene presented 2 online learning events hosted by the Midlands Net Zero Hub for authorities across England, looking at the potential replication of the methodology underpinning the Renewable Energy Study.

Scene has also produced a toolkit to help other authorities should they wish to follow Derbyshire's approach and which will also act as a process map for any future updates to the renewable energy study. A further presentation on the same theme has also been made to the D2N2 Environmental Strategy Working Group.

Presentations to all D2 Chief Executives and Leaders – ongoing learning including for officers (Quick win v)

1.19 There are two learning streams proposed:

- Training on the climate change metric for local planning authority Development Management officers will be rolled out later in 2022 to support its release. This will also be recorded on Teams as a training resource.
- A wider Derby and Derbyshire Planning and Climate Change training event for all members and officers in late 2022 with key speakers.

Future proposed work streams – Phase Four

1.20 Given the success of this workstream and the progress made towards its delivery, the sub-group has been canvassed to suggest further work which could be supported with regard to the climate change agenda.

1.21 Two potential work areas have been identified and subject to approval and capacity, it is proposed these could be taken forward as part of the ongoing Vision Derbyshire workstream.

(i) Climate Change Design Guide/Code

1.22 The National Planning Policy Framework (NPPF) sets out that achieving high quality places and buildings is fundamental to the planning and development process and that development plans or planning applications should reflect current national guidance, including the National Design Guide (2019) and the National Model Design Code (2021). The National Design Guide which should be read alongside the National Model Design Code and Guidance Notes for Design Codes, sets out detailed guidance which needs to be considered in the production of local design codes, guides and other design policies. It expands on the ten characteristics of good design set out in this document, which reflect the Government's priorities and provide a common overarching framework for design. Currently the production of design guides is recommended by the NPPF, however in the initial iteration of the Levelling Up and Regeneration Bill, the production of design guides is proposed to become mandatory.

1.23 The Climate Change and Planning sub group was canvassed for thoughts on potential future projects which would support the Climate Change and Planning workstream. It was suggested that a climate change design guide/code for development be created to support the delivery of clean and green growth in Derbyshire.

1.24 It is envisaged that a Climate Change Design guide/code for Derbyshire would expand on the ten characteristics of good design set out in the National Design Guide document but progress beyond the published government guidance with a focus on net zero and the multiple benefits of nature recovery rather than purely aesthetic design. Design codes can deliver place making as well as maximise its contribution to delivering net zero and nature recovery, which are essential to tackling the intrinsically interconnected climate and ecological emergencies. A code/guide can also ensure that the principals of design would contribute climate adaptation and resilience, addressing the potential effects of temperature extremes in summer and winter, increased flood risk, and more intense weather events.

1.25 A relatively small change in the approach to the built environment could make a big a difference to climate change if applied industry-wide.

(ii) Biodiversity Net Gain Guidance

1.26 The Environment Act received Royal Assent on 9 November 2021, many of the provisions however do not take effect for some time. Mandatory biodiversity net gain (BNG) as set out in the Act applies in England and will become law in November 2023. Biodiversity net gain is an approach to development which means that habitats for wildlife must be left in a measurably better state than they were in before the development.

1.27 The mandatory requirement is to achieve at least a 10% BNG increase from the pre-development biodiversity value, delivered on-site, off-site or via a new statutory biodiversity credits scheme. The requirement will be framed as a pre-commencement condition, meaning that the biodiversity gain condition must be discharged before development can begin.

1.28 Consultations have been undertaken and work is ongoing by Defra to develop the secondary legislation and guidance to enable the delivery of BNG. This is currently awaited. Concern has been expressed that BNG will place additional burdens on local planning authorities in terms of capacity and the professional expertise necessary to address the additional technical, planning and legal issues involved in implementing the new measures. Defra has committed to funding these new burdens. Although the details of future funding are not yet known, each LPA in Derbyshire has received around £10k to prepare for the

introduction of mandatory BNG; with approximately twice that amount for Derby City as a unitary authority.

1.29 Derbyshire County Council is currently completing the Natural Capital Strategy which considers all the Natural Capital assets that are key to the county's future prosperity, health, and wellbeing. It also takes a landscape view on biodiversity, including the mapping of ecological networks/habitat connectivity, and areas of strategic priority and opportunity for biodiversity. The study will identify the priority areas for the protection, restoration, and enhancement of each of these Natural Capital assets. The Vision Derbyshire Climate Change Strategy recognises Natural Capital Strategy as an approach which will help to tackle climate change.

1.30 Derbyshire County Council has also been provisionally identified as the responsible authority for the production of a Local Nature Recovery Strategy for the county. Local Nature Recovery Strategies are a new, England-wide system of spatial strategies that will establish priorities and map proposals (LNRS) for specific actions to drive nature's recovery and provide wider environmental benefits. The requirement for and scope of LNRS are broadly established in the Environment Act, but further details, secondary legislation, and statutory and non-statutory guidance will be required before LNRS can be developed. It is likely however that there will be a strong relationship between the locally produced LNRS, and the delivery of BNG through the planning system.

1.31 Mandatory BNG will also contribute towards climate change and as such there is a synergy with the proposals for a Climate Change Design Guide/Code. The Natural Capital Strategy will inform the LNRS, which in turn will influence local BNG approaches/guidance. BNG will not just benefit biodiversity, but also to improve natural capital and ecosystem services – for example locating new woodland planting in the most appropriate locations could provide the following benefits:

- Biodiversity gains
- generate greatest gains for carbon sequestration,
- improve flood attenuation and/
- improve public access and recreation

1.32 The County Council has already begun discussions with LPAs in the county about how BNG might be applied in our area. The County Council has also secured Natural England funding to commission consultants to explore the implications of BNG in Derbyshire, considering the scope and capacity of existing ecological advisory services; the scale and significance of the new burdens faced by each of the LPAs in the county; the nature and structure of advisory services which could be developed to respond to these needs, and

the opportunities and implications that arise not only from BNG but the potential and need to provide offsetting on LA owned or managed land.

1.33 It is proposed to work with the local planning authorities to develop an approach to biodiversity offsetting for Derbyshire which will take account of national and legislative requirements for BNG but develop a more tailored local response to BNG to reflect not only local biodiversity objectives and priorities, but also local needs and aspirations more generally. This would then be used to ensure a high quality and consistent approach to BNG across the county, informing both planning policy and Development Management decisions and recommendations.

2 Conclusions and Reasons for Recommendation

2.1. The Vision Derbyshire Climate Change and Planning (Phase 3) workstream is virtually complete, with the successful delivery of the 5 quick wins identified.

2.2 Given the levels of engagement and collaboration between the Derbyshire authorities involved in Phase 3 workstream, it was hoped to harness this collaborative approach to deliver two further projects under Phase 4 of the Climate Change and Planning workstream. (Climate Change Design Code and Biodiversity Net Gain Planning Guidance). Both of these proposals will help to deliver the net zero agenda and in conjunction, provide the opportunity for wider benefits for our wellbeing, economy, and environment from improving public health to protecting and enhancing biodiversity.

3 Implications

3.1 Finance and Risk Implications

3.1.1 The inputs would currently be limited to officer time.

3.2 Legal Implications including Data Protection

3.2.1 There are no legal or data protection issues arising directly out of this report.

3.3 Human Resources Implications

3.3.1 There are no human resource issues arising directly out of this report.

4 Recommendations

4.1. That Vision Derbyshire Leaders note the progress on the Climate Change and Planning workstream.

4.2 Agree the 2 further proposed workstreams namely a Climate Change Design Guide and a Biodiversity Net Gain planning guidance.

5. Document Information

Appendix No	Title

VISION DERBYSHIRE JOINT COMMITTEE

Monday, 11th July, 2022

Present:-

Councillor Lewis (Chair)

Councillors	Buttery	Councillors	McKeown
	P Gilby		Purdy
	Hart		

*Matters dealt with under the Delegation Scheme

9 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor Dale.

10 DECLARATIONS OF INTEREST

No declarations of interest were received.

11 MINUTES

RESOLVED –

That the Minutes of the Vision Derbyshire Committee on 4 April, 2022 be approved as a correct record and signed by the Chair.

12 DELIVERY PROGRAMME AND CENTRAL RESOURCE UPDATE

The Assistant Director of Strategy and Policy at Derbyshire County Council presented an update to the Joint Committee on the delivery programme and the proposals to appoint staff to a Vision Derbyshire programme team.

A full schedule of member and/or officer meetings was shared with the Joint Committee to help direct and support the delivery of Phase four of the Vision Derbyshire programme.

The Assistant Director advised the Joint Committee that despite several attempts at recruitment to posts within the Vision Derbyshire programme team following the sign off of resources at the last Joint Committee meeting no appointments had yet been made.

Alternative solutions were being investigated for some of the roles such as potential secondment opportunities or the availability of additional hours that might prove attractive to existing council employees. These solutions would be discussed more fully at forthcoming meetings of the Vision Derbyshire Steering Group.

RESOLVED –

That the update be noted.

13 VISION DERBYSHIRE THEMATIC AREAS

13.1 Building Proactive Communities

The Chief Executive of High Peak Borough Council presented an update to the Joint Committee on five potential projects to progress in Phase four;

- Domestic Abuse
- COVID 19 Community Impact Assessment
- VCS Support
- Independent Living and Low Level Support
- Walk Derbyshire

It was proposed that a high-level strategic group be established to optimise the benefits of joint working through the detailed scoping of each project and the advancement of a range of key deliverables.

Discussion took place around the need to ensure that the key deliverables didn't duplicate work already being undertaken in Derbyshire and that finite resources would not be diverted from existing work programmes. The Joint Committee was assured that this was not the intention rather the projects would look to build on good work already being done, address gaps in provision and develop new ways of working to improve the quality of life of the people of Derbyshire.

13.2 Seize Innovation

The Leader of Chesterfield Borough Council presented an update to the Joint Committee on the Vision Derbyshire Business Start Up Support Programme. The Leader was pleased to note an even spread of clients across the Derbyshire districts and also within the City of Derby and the excellent feedback from the entrepreneurs who had to date engaged with the Programme.

There was clearly strong demand for the Programme. The challenge now was how to fund the Programme beyond the current end date, July 2023. Projections had been done to determine the funding needed to sustain the Programme until March 2025 and it was proposed that all nine local authorities (including the City of Derby) should consider allocating a portion of their respective UK Shared Prosperity Funds to support the extension of time.

The Programme was a good example of Vision Derbyshire in action where collaboration was actively fostered between local authorities and other partners. There was broad support from the Joint Committee for the continuation of the Programme through March 2025.

13.3 Relentless Ambition

The Leader of Derbyshire County Council presented a brief update to the Joint Committee on five potential projects to progress in Phase four;

- Skills Research
- Graduate Recruitment
- Procurement
- Inward Investment
- Housing Retrofit

The Chief Executive of Derbyshire Dales District Council confirmed that a more comprehensive update would be provided at the next Joint Committee meeting.

13.4 Live and Work Sustainably

The Managing Director of North East Derbyshire District Council summarised the progress to date. A climate change officers' group had been established to develop and deliver collaborative climate change projects and activities. A Vision Derbyshire Climate Change Strategy

(2022 – 2025) had also been developed with the aim to reach the net zero target for Derbyshire by 2050. All member councils had now endorsed the Strategy.

Four key areas of focus for collaborative working had been identified;

1. Renewable and low carbon energy
2. Planning
3. Housing retrofit
4. Tree planting

and a workshop held to prioritise the key deliverables for the next three financial years.

RESOLVED –

That the updates be noted.

14 LEVELLING-UP WHITE PAPER, COUNTY DEAL AND VISION DERBYSHIRE ALIGNMENT UPDATE

Derbyshire County Council's Executive Director for Place updated the Joint Committee on the County Deal proposals and Vision Derbyshire alignment.

In April, the Joint Committee had received a presentation on the Levelling Up White Paper and been advised of the intent of the four upper-tier councils to pursue a Level 3 deal on a D2N2 footprint. The aim was to address the historic lack of investment in the D2N2 area and deliver significant benefits for local people.

The Levelling Up and Regeneration Bill had subsequently been published on 11 May 2022, which would provide the framework for the establishment of the new Mayoral Combined County Authorities.

The four upper-tier councils were now engaged in positive discussions with the Government with a view to agreeing a County Deal for the D2N2 area.

The Vision Derbyshire structure was seen as crucial to underpinning the development of the County Deal from a governance perspective and there was clear alignment of Vision Derbyshire themes to the proposed

County Deal workstreams. The latter workstreams were outlined and relevant lead members and officers identified to achieve the necessary alignment between the two work programmes.

RESOLVED –

That the update be noted.

15 LOCAL GOVERNMENT ACT 1972 - EXCLUSION OF THE PUBLIC

RESOLVED –

That under Regulation 21(1)(b) of the Local Authorities (Executive Arrangements) (Access to Information) (England) Regulations 2000, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in paragraph 1 of Part 1 of Schedule 12A of the Act.

16 DEVOLUTION DEAL/COUNTY DEAL GOVERNANCE UPDATE

The Leader of Derbyshire County Council presented an update to the Joint Committee on the emerging Devolution Deal and Governance arrangements. The four upper-tier councils had made a template submission to the Government for a Tier 3 deal on a Derby City, Derbyshire County, Nottingham City and Nottinghamshire County (D2N2) footprint. The template had set out the councils' high level ambitions and proposals.

The proposed governance arrangements were viewed as key, therefore Senior Officer Groups had now been established with a view to involving all partner local authorities, so that a consensus could be reached. It was acknowledged that the Vision Derbyshire Joint Committee was very important in terms of its voice and ability to connect, communicate and influence how the Devolution Deal might be governed.

Plans and proposals had been prepared to support the negotiation phase with the Government and there were plans to procure external consultancy advice to provide additional capacity and programme support.

The aim was to negotiate the very best deal for the D2N2 area and to address the current inequity in Government spend between areas with a

Mayoral Combined Authority and those without. The Devolution Deal represented a significant opportunity, however timescales for agreeing the Deal were likely to be very tight. The immediate next steps were outlined to the Joint Committee.

RESOLVED –

That the update be noted.