

Report to South Derbyshire Partnership Board

Summary of South Derbyshire Day – Saturday 9th April 2011

Aims of the day:

- To develop partnerships
- To promote South Derbyshire
- To increase attendances/support for Derby County Football Club.

A project group was set up to plan and lead this event, starting with gathering potential partners who may be interested in being part of the day.

Special ticket prices were negotiated for South Derbyshire residents to attend the match, with adult tickets selling at just £16, children/concessions at £4 and family tickets at £32. Tickets were available from select venues around the district, including the Tourist Information Centre, Etwall Leisure Centre, Rosliston Forestry Centre and the council offices for just under 3 weeks before the event.

There was an intensive planning process to devise a schedule of activities, including a number of valued partners that would help exhibit South Derbyshire in a productive and positive light to all those attending the Derby v's Coventry match. The programme included the following:

- **Powerleague** – 15 children took part in a coaching session delivered by Derby County Football in the Community at the Powerleague Dome, followed by watching the match and then being able to take a penalty against Rammie after the match on the pitch.
- **Climbing Wall** – This popular provision for the Sport and Health team in South Derbyshire which goes out around the district and further afield throughout the year was located outside the stadium for under 16's to try for free.
- **Well Dressing** – A chance to learn about this Derbyshire tradition with Aston on Trent Well Dressing providing an informative and hands on display of their work.
- **Melbourne Town Band** – Having entertained fans arriving at the stadium, this traditional English brass band welcomed the players on to the pitch with the infamous Dam Busters tune.
- **Mercian's Guard of Honour** – The home team received a guard of honour from the Mercian Regiment and were led out by the regimental mascot, a Swaledale Ram, known as Private Derby. The Mercian Regiment were awarded the Freedom of South Derbyshire in 2010.
- **Stride to Pride** – Eight walkers who volunteered on the Walking for Health programme, most of whom had been doing so for the last 10 years, walked from Rosliston Forestry Centre to Pride Park over two days to celebrate 10 years of Walking for Health in South Derbyshire. They were also accompanied by a detachment of Mercians.

- **Ride to Pride** – A number of cyclists rode from Rosliston Forestry Centre in the morning to Pride Park to celebrate cycle development in South Derbyshire in conjunction with the Get Active in the Forest project.
- **Disability Demonstration** – The disabled section of the Hilton Harriers Football Club showcased their skills on the pitch at half time.
- **Half time presentations** – Paul Lane, from Pennine Way Junior School was presented with an outstanding service award to South Derbyshire School Sport. Paul has taught for nearly forty years, led many sports teams and been involved in thousands of competitions during this period. Pennine Way Junior School also took part in a coaching session during half time.

A significant enhancement to the Day was the support of **Toyota UK Ltd.** They provided the Toyota Box for the afternoon which was attended by a number of civic dignitaries, partners and local businesses related to industry, tourism and leisure. Toyota also provided trophies for the half time presentations.

Exclusive offers were made to South Derbyshire businesses through a general package for larger firms of £850 and a specific offer of single places for Chamber Members. Seats were available in both the Pedigree and Avensis Suites, (subject to demand). Letters were sent to over 30 large employers across the District and it was discussed at both the February and March Chamber of Trade meetings. Many of the chamber businesses distributed flyers to the public to promote South Derbyshire Day. Seven companies and business partner organisations expressed interest in both these offers but only 1 was converted. 2 of the Chamber's Executive Committee attended the Toyota Board event and several large companies such as Bison displayed the family and community offers in their staff and public areas. The initial interest shows that there is scope to improve the business engagement in a future event and this needs discussion with the club, Chamber and other business support organisations

There was an 8 page spread in The Ram programme on the day, which had an introduction to the affinity day, and then pages dedicated to key strengths of the partnership work that we do in the district. This included two pages on *Healthier South Derbyshire* and their links to Get Active in the Forest, NHS Derbyshire County, South Derbyshire Sport and local clubs; *Visit South Derbyshire* which featured attractions such as Calke Abbey, Swadlincote Ski and Snowboard Centre, well dressing and the Tourist Information Centre; *Invest South Derbyshire* recognised the Swadlincote Chamber of Trade and Business Link; a page including information from the Magic Attic exploring former Derby County players from South Derbyshire; and a final page dedicated to the newly named Burton and South Derbyshire college.

The event had an initial budget of £2000, however this was exceeded due to unexpected costs associated with the event and the need to bring in project officer support.

Items	Amount
Project Officer	£1,475
Rooms - Walkers (7rooms)	£408
Tickets	£1,024
Room-power dome	£40
Food walkers/cyclists/staff	£101
Flyers (15,000)	£301
Design Work	£210
Additional Pages-programme	£455
Band	£300

Total £4,314
SDDC Staff days to the project TBC

Overall feedback from those who took part and attended the day has been very favourable. The event has raised South Derbyshire's profile and there have been good comments from Councillor Bob Wheeler, Frank McArdle and Toyota. Over 400 tickets were sold to South Derbyshire residents making a credible sales figure in a limited period. The participants in the activities really enjoyed the day and they felt there was "a buzz around the place". Several of the walkers and cyclists stated that they felt privileged to be thanked for their efforts and honoured to be involved. All the children who took part in the Powerleague session enjoyed it, particularly the penalty against Rammie at the end of the match. Paul Lane was overwhelmed at being presented his award at half time. The Melbourne Town Band was well received outside of the stadium and had many spectators. The Aston on Trent well dressing displays were also well attended and sold several of their wares.

The event also received a lot of good publicity through the Burton Mail, Derby Evening Telegraph and Radio Derby.

- A debrief session is still to be held with Derby County FC and a number of issues will be raised which would require improvement and resolution before embarking on a similar event should the decision be taken to make this an annual event.

The aforementioned areas of improvement could be resolved with Derby County and other partners given a longer timeframe to work in, leading to a more consistent, open and more supported approach to a similar event taking place. The cost and officer time elements would need to be significantly reduced for a future Day but it is envisaged that that could be achieved without any failure in meeting the stated objectives.