

Contributions of Leisure, Culture and Tourism to Economic Recovery

Purpose

- 1.1 To provide information to the Community Scrutiny Review Board on leisure, culture and tourism initiatives, which are supporting economic recovery in the city.

Recommendations

- 2.1 Community Scrutiny Review Board members note the information detailed within the report and the presentation provided at the Board meeting.
- 2.2 Board members provide comments or recommendations following a discussion on the presentation at the meeting.

Reasons

- 3.1 This report contains the information for the Community Scrutiny Review Board in order that the Board can be informed of leisure, culture and tourism led initiatives that will enable economic recovery in Derby to be supported.
- 3.2 Culture, leisure and tourism need to be a key part of the infrastructure and future vision of our city. It can contribute to delivering against cross cutting themes and enabling economic recovery and growth to be achieved. The presentation demonstrates the current initiatives that are being delivered in a collaborative way to maximise the positive impacts of these on our city.

Supporting information

- 4.1 Leisure, culture and tourism have a vital role to play in shaping vibrant places in which people want to live, work and visit. A city's culture creates a personality and sense of place that will influence potential investors and visitors. This role will be ever more vital in the wake of Covid-19 where it is forecast that vacancy rates of retail properties in city centre could be as high as 50%.
- 4.2 It is essential that Derby considers the long-term purpose of the city centre and how it can contribute to quality of life and project a positive city identity. Current and developing initiatives that support this ambition will be presented to the Board. This will cover public realm enhancements to increase vibrancy, Meanwhile Use of empty retail property and developing the role of the Creative Industries in the city economy.

- 4.3 The Derby Market Place project has demonstrated that high quality public realm interventions will attract visitors and support economic recovery. There is potential to build on this through public art installations, pavement art, illuminated buildings and themed parklets that will bring life to the city streets, creating vibrancy and building multiple points of interest.
- 4.4 Cultural projects can animate empty retail spaces, generating aesthetic and positive impacts on the high street, as well as bringing footfall and activity to an area. This can be a catalyst for physical renewal, helping to build a vibrant community of independent businesses and a stronger destination offer.
- 4.5 Derby Citymakers is an emerging project that will stimulate new employment and business functions in Derby City Centre. It will establish creative and cultural production as a new purpose for multiple buildings, bringing people into the city centre for work and leisure.
- 4.6 The commercial sector recovery is important and will need rise to the challenge of city-wide economic recovery with the support and added stimulus. The interventions described above represent a unique opportunity for a partnership approach to reinventing the city centre. Investing in this kind of activity will result in reducing decline, so that there are less vacant shops and improved footfall.

Public/stakeholder engagement

- 5.1 Collaboration and partnership working are important to maximise the successes for our city.

Other options

- 6.1 None applicable to this report

Financial and value for money issues

- 7.1 None arising from this report

Legal implications

- 8.1 None arising from this report

Climate implications

- 9.1 None arising from this report

Other significant implications

- 10.1 None arising from this report

This report has been approved by the following people:

| Role | Name | Date of sign-off |
|---|------------------|------------------|
| Legal Finance Service Director(s) Report sponsor Other(s) | Claire Davenport | 12/11/2020 |

Background papers:
List of appendices: