



DERBY CITY COUNCIL

## CULTURE AND PROSPERITY COMMISSION

31 October 2005

Report of the Chair of the Culture and Prosperity Commission

### **Proposed investigation of a Tourist Trail to promote the historically significant buildings and sites in the northern part of the City Centre**

#### **RECOMMENDATION**

1. That as part of its 2005/06 workplan, the Culture and Prosperity Commission should investigate the possibility of developing a tourist trail linking the historically significant buildings and sites in the northern part of the City centre

#### **SUPPORTING INFORMATION**

- 2.1 The northern part of the City Centre contains a number of the sites and buildings that are of great historical significance to Derby. However many of these are at present poorly signposted and promoted, and there is a lack of readily available information about them.
- 2.2 It is consequently suggested that it might be of benefit to Derby to develop a short 'tourist trail' that linked the historic buildings and sites in the northern part of the City centre. It is considered that the benefits of such a tourist trail could include:
  - a) Attracting more visitors to Derby's historic buildings and sites
  - b) Raising the local, regional and national profile of those sites and promoting the City's status as a tourist destination
  - c) Improving access to the northern part of the City centre
  - d) Bringing people into the northern part of the City centre. This would be of benefit to the area's shops, restaurants and other commercial enterprises and would help to off-set the 'drift to the south' that is expected when the Westfield development opens.

A tentative list of the sites and buildings that might be linked by the proposed tourist trail is given in Appendix 2 of this report.

- 2.4 It is therefore suggested that as part of its workplan for the coming year the Commission should investigate the feasibility of developing a tourist trail linking the historically significant buildings and sites in the northern part of the City centre and should examine the likely viability of such a trail.

2.5 In order to improve the credibility of the investigation and provide the necessary level of expert input, it is suggested that the University of Derby is approached to see whether they would be prepared to undertake some of the work and to prepare a report for the Commission. The Commission's research budget could be used to cover the cost of engaging the University of Derby.

2.5 If members agree to this proposal, the work by the University of Derby could be scheduled to start in the early part of 2006. A scoping report giving more details of the proposal could then be provided to the Commission's meeting on 5 December 2005.

<p><b>For more information contact:</b> David Romaine 01332 255598 e-mail david.romaine@derby.gov.uk <b>Background papers:</b> Appendix 1 – Implications <b>List of appendices:</b> Appendix 2 – Tentative list of the historic buildings and sites that might be linked by the tourist trail</p>
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## Appendix 1

### IMPLICATIONS

#### Financial

1. The costs of the investigation would need to be contained within the Commission's research budget.

#### Legal

2. There are no legal implications arising from this report.

#### Personnel

3. There are no personnel implications arising from this report.

#### Equalities impact

4. The improved promotion of Derby's historic buildings and sites would be of benefit to all Derby people.

#### Corporate Objectives, Values and Priorities

5. This report has the potential to link to the following of the Council's Corporate Objectives Values and Priorities

#### Objectives:

- A stimulating and high quality learning environment
- A lively and energetic cultural life
- A prosperous successful and vibrant economy

## Values

- Develop effective partnerships with all stakeholders, especially Derby's residents
- Adopt new ways of working wherever these will help us do things better and provide value for money, customer focussed services

## Priorities

- Improving customer service in the city centre and locally
- Minimise increases in Council Tax and increase value for money services

C&P TTrail

## Appendix 2

### **Tentative list of the historic buildings and sites that might be linked by the tourist trail**

#### **The trail could include:**

- St Helen's House
- St Mary's RC church, Bridgegate
- North Parade
- Bath Street well
- The Bridge Chapel
- St Mary's Bridge
- The Silk Mill
- Queen Street Gallery
- The Cathedral
- St Mary's Gate
- The new Magistrates Court
- The Dance Centre in Chapel Street

**Starting points** could be St Helen's House or the Silk Mill or at one of the two Car Parks

**The total distance** is about 1 mile

**Car Parking** is available at Chapel Street or Bold Lane Car Parks

There would be easy access to the following public houses

Seven Stars  
Bridge Inn  
Silk Mill  
The Dolphin  
Blessington Carriage  
Flowerpot

DRR 9 October 2005