

B17 Launch Event

Project Summary	DerwentWISE held three launch events in the first year to mark the beginning of the scheme and increase community participation. Day long events, they were planned at times and locations to attract a mix of ages and groups. The first event was held at the Derbyshire Eco Centre on the 26 th April 2014 and followed by the Silk Mill in Derby on the 28 th and 29 th June 2014 and Belper Goes Green on the 30 th June & 1 st July 2014.	
Lead Organisation	Fleet Arts	
Partners	DerwentWISE Scheme Office All Partners	
Location	<ul style="list-style-type: none"> Derbyshire Eco Centre, Middleton – 26th April 2014 The Silk Mill, Derby – 28th and 29th June 2014 Belper Goes Green festival – 30th June and 1st July 	
Duration of project	April – June 2014 Yr 1	
Total cost of project	£13,244	
Volunteer time In-kind time	£1,200 -	
Outputs	Original target <ul style="list-style-type: none"> 3 events each with 6 participatory arts workshops 	Achieved <ul style="list-style-type: none"> 3 events
Headlines/added value	No. of participants – 714 Using Fleet Arts to bring together the events was great way to start the project and engage with audiences about our future activities.	
Outcomes	<ul style="list-style-type: none"> B3 Increased <i>engagement and capacity among landowners and communities</i> to care for the landscape in the long term C1 <i>Improved physical access</i> to the area and its heritage, particularly in ways which discourage car use and promote physical activity D1 The perpetuation of <i>traditional crafts</i> necessary for the maintenance of the landscape D2 Opportunities for <i>local people to develop skills</i> to enable them to engage with their local landscape and its conservation, and benefit from personal development and improved employment prospects D3 Increased <i>knowledge</i> 	
Lessons Learnt	Use established events and enhance their offer rather than trying to	

	set up new events.
Any recommendations going forward	Using an arts organisation when planning and delivery events as they bring a different perspective that event organisers. Having a small planning team is essential to share the workload.