



## Welcome to the first Derwent Valley Mills World Heritage Site E-newsletter January 2006

It is over four years now since the Derwent Valley Mills were inscribed as a World Heritage Site by UNESCO. In the past four years, the work to conserve and promote the site has gathered momentum, to the point where our annual printed newsletter is now three times its original size.

As we approach the end of a three-year funding support by the Derby and Derbyshire Economic Partnership, the number of news items concerning the site has increased hugely. We are now busier than ever, and hitting real targets in our efforts to make the Derwent Valley Mills a successful and well-coordinated World Heritage Site.

For that reason we have launched this quarterly e-newsletter to keep people informed between the annual newsletters. More information is also available on the World Heritage Site website [www.derwentvalleymills.org](http://www.derwentvalleymills.org) under the What's New heading.

### **Joyce Sanders**

Chair, Derwent Valley Mills Partnership

## **Economic Plan looks to a bright future for World Heritage Site**

A NEW study has set out a possible template for the future of the Derwent Valley Mills World Heritage Site, in a bid to bring new jobs and businesses into the area.

Experts in economics, tourism, transportation and the historic environment have been studying the Derwent Valley Mills World Heritage Site, from Matlock Bath in the north to Derby in the south. They have identified the means by which the heritage of the valley can be used to strengthen its economy and how the economy can be used to protect its heritage in a mutually beneficial and sustainable way.

The study – called **The Derwent Valley Mills World Heritage Site Economic Development Plan** – identifies those qualities that led to the Derwent Valley becoming the birthplace of the modern factory system. By re-awakening those qualities, the plan seeks to transform under-used mills into high value commercial space that will in turn generate jobs, facilitate business growth and secure the future of major heritage assets. It also links the tourism offer of the World Heritage Site to that of the Peak District and Derby and sees the Derwent as the natural conduit between the two.

Councillor Joyce Sanders heads the partnership which commissioned the plan. She said: "The innovations in production and organisation that originated in the Derwent Valley now influence the lives of all people on our planet – the report shows these now lie dormant in the valley and need to be re-awakened. That is our task, and the plan shows ways in which that can be achieved."

The study presents a vision for the future with three key aims for economic prosperity: raising the profile of the area; building on existing assets to create a distinctive economic growth zone, and strengthening the tourist offer by linking the World Heritage Site to nearby established visitor destinations.

The Derby and Derbyshire Economic Partnership (DDEP) funded the study in order to better understand the potential of the World Heritage Site and its key communities of Derby, Belper and Cromford.

DDEP's Executive Director David Wright said: "The report has shown Derwent Valley is a place for making businesses – the area has all the ingredients for success; a highly skilled workforce, land and buildings for economic investment, improved transport potential and the environment. This mix blended together can help create an environment capable of turning micro businesses into small and medium enterprises that spin off into Derbyshire and the East Midlands. The economic development plan provides a framework to reveal the true commercial potential of the valley."

The study will be available on the Derwent Valley Mills website from mid-January.

### **Unity and recognition are key to success for Derwent Valley Mills**

WORKING together is a key objective in maximising the potential of the Derwent Valley, its mills and communities, according to the new Economic Development Plan. The plan also pushes forward ideas for the creation of new businesses centred on the mill sites, with opportunities for expansion in the creative, digital and tourism sectors.

Brand development has been recommended, to increase awareness nationally and globally, and instil a local sense of pride in the mills, their story and achievements. This would need to be supported by improvements to the tourism product in the valley, with attractions and support facilities strong enough to compete in the global market.

The consultants who devised the plan believe the mills can be sympathetically transformed into high-quality business premises, which will attract new and expanding firms. They have also provided possible blueprints for schemes to reduce transport congestion within the World Heritage Site.

World Heritage Site Co-ordinator Adrian Farmer said: "The consultants have convincingly shown that the World Heritage Site can lead the growth of business and tourism in the Derwent Valley but it needs to develop as a destination through investment and joint working. To attract new visitors and business its regional, national and international profile needs to be raised. That should be an essential part of our work in the immediate future."

### **Programme of initiatives will go out to wider consultation**

A DETAILED programme of initiatives to enhance and develop the economy within the Derwent Valley is included in the new Development Plan. A period of consultation is set to take place, before a decision is made as to how the Economic Plan programme will be implemented and its specific content.

To increase enterprise and enhance the economy, programmes put forward include:

- Development of a scheme to attract new businesses to the valley;
- Creation of a major business incubation site, based in Belper, to provide premises for new businesses and grow-on space as they expand;
- Greater support for new businesses to help them succeed.

To strengthen the role of tourism within the World Heritage Site, the consultants have proposed:

- Development of a stronger brand for the World Heritage Site;
- Creation of a Marketing Plan in concert with East Midlands Tourism and the Derbyshire Destination Management Partnership to strengthen the tourism perception of the site;
- Launch of a marketing campaign to encourage greater tourism interest in the area;
- A training scheme for the tourism sector, to improve customer care skills;
- Introduction of a non-intrusive mobile interpretation system, to be trialed firstly in Cromford for the village.

To encourage a more sustainable transport system within the valley, the following has been put forward:

- Increased train service between Matlock and Belper, aided by a second rail track through the full stretch of the line;
- A regular Nottingham to Matlock through service by train;
- A new park and ride facility for Derby and the World Heritage Site, based by the A38 at Little Eaton;
- Further refurbishments for the stations along the line;
- Development of a ticket system for trains which gives reduced entry to the valley's attractions.
- Creation of a cycleway throughout the valley, starting with a link from Derby's Silk Mill to Darley Abbey.

### **Important role for city mill sites in development of the valley**

DERBY'S Silk Mill has been singled out as being an essential part of the Derwent Valley Mills World Heritage Site, needing considerable changes to reach its full potential.

The new Economic Development Plan consultants have said the present museum needs to move from its wider industrial focus to interpret the Derby story, and the World Heritage Site, more closely. They have suggested the present storage space be more effectively used, with food, retail and meeting spaces within the building.

Darley Abbey's mill complex could be repaired and refurbished to provide greater opportunities for businesses, according to the economic study. New residential buildings are also suggested for the edge of the mill site, and the re-opening of the mill's old water channels, which would allow water-powered turbines to be re-introduced, providing clean, sustainable power.

Safer pedestrian access and off-site parking have also been proposed to enhance the mill site, with a commercial boat link to Derby and the Silk Mill.

### **'Cluster' proposal to strengthen visitor experience**

NEW links have been proposed in the World Heritage Site's Economic Development Plan, to bring together the heritage attractions in the Cromford area and provide a top-quality visitor experience.

The Cromford and Masson mill complexes, Willersley Castle and the village itself all have the stamp of Sir Richard Arkwright on them, and help to explain his contribution to world history. Now proposals have been made in the economic study for stronger walking links between sites to enable visitors to more fully appreciate the Arkwright story.

As the world's first water-powered cotton-spinning complex, Cromford Mill is seen as the ideal home for a comprehensive interpretation centre for the World Heritage Site, with Masson Mills offering a complimentary understanding of the factory system. An interpretation system which creates as minimal an impact as possible has been suggested for the village.

### **Canal basin aspiration for Ambergate**

IF land becomes available, the Economic Development Plan proposes a canal basin at Ambergate, around which a new business park could flourish.

The creation of a basin would allow boats to be re-introduced onto the Cromford Canal, subject to ecological approval, and could be the first step towards more ambitious plans for linking the canal to the national network.

### **Bid to bring Belper's mills back to life**

BELPER'S mills need to return to full use if the town is to flourish, the new Economic Development Plan has stated.

The study proposes repairs to both the North and East Mills, and ideas on how they can be used to maximise economic potential for the town, with a mixture of homes, business incubation units and other commercial space. It supports the continued use of the North Mill's ground floor and basement as a visitor centre and museum, with commercial space upgraded for the rest of the building.

Major improvements are recommended for Bridge Street, to attract retailers and shoppers back to that part of the town and provide a suitable link between the mills, the town centre and railway station, which is also singled out for further up-grading.

Land to the west of Bridge Street is also seen as having potential for growth – the study consultants believe 400 new office jobs and 100 new retail jobs could be created on the site.

In neighbouring Milford, support is given for the redevelopment of the former mills site, for use as high quality residential property, with the mill's old water channels reopened and interpreted, and greater use of hydro power encouraged.

## **Website revamp**

SOME exciting changes to the Derwent Valley Mills website have taken place in recent months thanks to the continuing support of the Derby and Derbyshire Economic Partnership. The improvements represent phase two of web site improvements funded by DDEP as part of its initial funding grant. All sections of the website have been adapted to be more user-friendly making them easier to view and print.

In December, the recently published Education Directory, aimed at teachers, lecturers and group leaders became available on-line. The Directory is an invaluable tool for educationalists everywhere who want to discover more about the Derwent Valley Mills.

This was followed by a downloadable children's quiz and puzzle sheet. Aimed at children aged 8 and over, the activities include a wordsearch, code breaking and filling in the gaps. To download a copy just click on Games and Puzzles on the main menu and then at the bottom of the pictures you can click on the brick red text to download the pages.

A customer feedback form and an e-mail subscription form for those who want to receive news about the Derwent Valley Mills have also been added.

The latest addition is a virtual tour with pictures of all the key areas in the World Heritage Site available to download as desktop wallpaper.

Adrian Farmer, the Acting World Heritage Site Co-ordinator said: "We are conscious that the website needs constant updating and refreshing to keep people up to date with the wide range of initiatives taking place within the Derwent Valley Mills Site. We are delighted with the latest phase of improvements and hope our visitors will enjoy them too."

The website address is [www.derwentvalleymills.org](http://www.derwentvalleymills.org)

## **New Education Directory will aid schools**

THE NEW Derwent Valley Mills World Heritage Site Education Directory is the result of a collaboration between Derbyshire County Council and Derby City Council, funded by the Derby and Derbyshire Economic Partnership.

Launched jointly by Councillor Alan Charles, Cabinet Member for School Planning and Support at Derbyshire County Council and Councillor Chris Wynn, Derby's Cabinet Member for Children's and Education Services, the Directory will prove invaluable to schools within the valley and beyond.

Councillor Alan Charles said: "We are lucky enough to have a World Heritage Site on our doorstep. This Directory will help Derbyshire children and study groups to develop an appreciation and sense of pride in their local heritage. Further afield the Directory will help to promote the Site and Derbyshire in general."

Teachers and lecturers are now able to download this new resource from the website (see above). Further education work for the World Heritage Site includes two new resource packs for schools, which will be available in early 2006.

## **Discovery Day was a resounding success**

HUNDREDS of people from across the country flocked to Derbyshire's first World Heritage Site Discovery Day on Saturday 29 October. Young and old came to discover more about the Derwent Valley Mills World Heritage Site which runs along fifteen miles of the Derwent Valley, from Masson Mills at Matlock Bath to the Silk Mill at Derby.

Free tours of Cromford Mill and the Silk Mill, the Cromford Canal and the historic industrial communities of Darley Abbey, Belper, Cromford and Milford were at full capacity throughout the day.

At Cromford, one of the most popular attractions was the horse-drawn narrow-boat, the first on the canal for many years. Rope making, history tours, artist installations and exhibitions at the Gothic Warehouse ensured large numbers of visitors throughout the day. Leawood Pumphouse was in steam for the final time this year and Willersley Castle hosted a photography exhibition on children's performances in the mills last summer.

At Belper's North Mill visitors tried their hand at a diverse range of craft workshops involving water wheels, wig making and knitting. Johnny White's water wheel sculpture was unveiled to an enthusiastic audience and textile artist Tarn Draig's 'human knitting machine' caused a sensation. Visitors of all ages joined a knitting circle using their hands to do the work.

At Masson Mills and Derby's Silk Mill steam engines welcomed visitors to their doors for a wide range of activities and entertainments. At Masson there was more working textile machinery on show than ever before. At Derby's Silk Mill the Wonderful Weaving workshops were a big hit with children. The day drew to a close with the final evening of the Matlock Bath illuminations and the firework display.

Adrian Farmer, Acting Co-ordinator of the Derwent Valley Mills World Heritage Site said: "The level of interest on the day reflects on the amount of support given by volunteers across the valley to showcase the Derwent Valley Mills and their communities. People have worked so hard to make the Discovery Day a day to remember, and it was gratifying to see so many visitors turn out and enjoy the many free activities offered on the day."

Feedback from the Discovery Day confirmed the event's success. From questionnaires filled in on the day, 89% of respondents were very satisfied with the event they attended (44.5% rated it as excellent and 44.5% rated it as very good). There were no negative comments made when rating any of the 40+ events. 94% of respondents found the events to be educational and a satisfying 98% said they would come to another Discovery Day event in 2006.

The questionnaire prize draw winner will be announced in the spring. The winner will be treated to a free guided tour of the World Heritage Site for up to four people.

## **Acquisition of 'A Prospect of Derby'**

DERBY Museum and Art Gallery have purchased 'A Prospect of Derby', c.1725 by an Unknown Artist. The painting is a detailed panorama of the City at the height of its prosperity, and centres on the newly built Silk Mill. The purchase was made possible with the help of

generous grants from the National Art Collections Fund, and the MLA/V&A Purchase Grant Fund as well as donations from local sources.

The painting has been beautifully conserved and will be displayed in the museum's Log Boat Gallery from the end of January. The museum is appealing for funds to conserve another painting of Derby, on display with the new picture, and believed to be by the same artist.

An image of the painting is available on the DVMWHS website, in the What's New section.

### **Sale of Arkwright's Cotton Mills by Night**

A PAINTING of Arkwright's Cotton Mill by Night identical in composition to the well known painting by Wright in a Private Collection has recently been sold at a sale at Sotheby's. The painting shows the Mills bathed in bright moonlight. The lit windows draw attention to the fact that the factory was in operation both day and night. There are many similarities to the primary version of the subject, but there are some significant differences of style. As a result there is some debate as to who painted this version.

### **Repairs Completed to Cromford 'Building-at-Risk'**

FOR many years the Old Bakehouse, Cromford, associated with the present-day Carline's butchers shop on The Hill, has been a ruinous outbuilding, open to the elements. Recognised for making its own contribution to the particular interest and townscape character of the group of buildings that includes the 'Bear Pit', the Tinsmiths cottage and the courtyard buildings of Swifts Opening, the Old Bakehouse was identified as a target building for repair and restoration in the early days of Conservation Area enhancement grants, over a decade ago.

An extensive schedule of works have been skilfully undertaken by local builder Ray Hopkinson, including re-building a section of stone walling to 'stitch' structural cracks, a complete new roof structure, with a complex gutter arrangement due to its close-proximity to adjacent buildings, new window and door frames.

Sympathetic pointing has been undertaken to both internal and external stone work using a mix based on the increasingly popular hydraulic lime. This appropriately-traditional construction method will ensure that any future movement or settlement in the building will be accommodated without causing further distress and will allow the building to breathe and prevent potential destructive affects caused by trapping water in the building's fabric.

The repair of this building and its proposed use as holiday accommodation extends the number of conservation-led regeneration projects to the heritage assets of the village and represents a further improvement to the visitor experience to this part of the World Heritage Site.

### **Belper & Milford Projects being progressed**

NOW in its second year, a number of projects with potentially exciting outcomes within the Belper and Milford Townscape Heritage Initiative are being actively progressed having been given added impetus by the appointment of a new Project Officer.

In the Clusters, a full topographical survey has now been completed for those streets that make up the community originally created by the Strutts to house their millworkers. This will be closely followed by a full archaeological assessment of the street's construction and surfacing, which is believed to be a rare survival of significant historic interest. The final phase of this project to be funded from the THI, which will be subject to public participation, will be the production of detailed design proposals informed by the historic research, while at the same time reconciling the modern-day requirements of safety and convenience.

In respect of the commercial properties, in an attempt to stimulate economic regeneration through enhancement of the appearance of the Conservation Area, local design practice

Mansell Architects have been successful in gaining the commission to advance the repair and restoration of historic shop fronts in King Street and the Market Place.

While a comprehensive photographic record exists for many Belper town centre properties to enable their authentic historic restoration, opportunities are also presented for the creation of good quality contemporary shop front designs where appropriate, to meet modern needs and requirements, including accessibility for all.

Additionally, a study, focusing on Belper's Market Place and its immediate surroundings, has now been commissioned from a team of professionals led by Sheffield-based practice, Allen Tod Architecture. Building on the success of the recent environmental improvements to the Market Place and the Coppice car park, the study will consider the most viable options for stitching together the historic buildings to restore the sense of place and enclosure, which has been eroded over the years, with the aim of re-establishing this historic space to serve its original function as a location for community focus.

## **Repairing Water Tower at High Peak Junction**

WORK is well underway to repair and rebuild the 100 year-old railway water tower which sits by the start of the High Peak trail where it meets the Cromford Canal. This timber structure carries a 4-tonne wrought-iron tank which supplied water to railway engines and tankers on the former Cromford and High Peak Railway.

Severe rot in the timbers brought the tower to near collapse and now the owner, Derbyshire County Council, has brought in contractors Key Solutions Ltd, to dismantle, repair and rebuild the tower. The work is costing £60,000 and involves replacing decayed timbers with new treated timbers and repainting the tank to stop further corrosion. The work is due to be completed by the end of January when the water tower will be again be preserved in place alongside the trail to help the understanding of how the railway worked.

## **Children's Visitor Guide**

A NEW visitor guide aimed specifically at junior-aged children is currently being developed by the Derwent Valley Mills Partnership. The leaflet is being designed to get children interested in the sites and lists the activities they can participate in during their visit. A copy of the finished leaflet will be available on the website from February. The leaflet is part of a wider initiative to interest children and make the sites more appealing to them.

## **Ambergate Heritage Walks**

THE UPDATED Ambergate leaflet is now available! The leaflet, now in its fifth printing, includes the latest bus and train times for travel to and within the Derwent Valley and encourages families and serious walkers to enjoy a heritage walk along the Cromford Canal. It tells you how to get there, where to eat and what to see along the way, as well as bus and train timetables for getting back to your starting point. Copies are now widely available from local train stations or tourist information centres.

## **Centenary for River Gardens**

BELPER'S River Gardens are celebrating their centenary in 2006. The gardens were originally created by George Herbert Strutt, and are linked to the story of the Strutt family and the Derwent Valley Mills.

To mark this special occasion, a day of special events is planned at Strutt's North Mill, close to the gardens, on Easter Monday, April 17. The gardens were first unveiled by George Herbert Strutt on Easter Monday 1906, which that year fell on April 16. For more details, contact the mill on 01773 880474.