



# WORLD HERITAGE NEWS

*from the Derwent Valley*

ISSUE TWO – Autumn 2002



## Laying the foundations for success



**Welcome to this latest edition of *World Heritage News*, the first to be published since the announcement last December that the Derwent Valley has secured World Heritage Site status.**

This top award is set to bring significant cultural, social and economic opportunities to the area, and we can all feel justifiably proud to live or work within a site of such outstanding international importance.

In this edition, we describe our progress in laying the foundations for future success. Our vision is ambitious. We have set ourselves an agenda which is as much about involving and engaging with people, sustaining jobs and improving quality of life, as about maintaining bricks and mortar, safeguarding precious wildlife sites and creating world-class visitor experiences.

We are delighted to welcome David Farrington as the World Heritage Site Project Officer. We

are pleased, too, that English Nature and the Environment Agency have accepted our invitation to join the Management Panel in taking forward our objectives.

I very much hope you enjoy this newsletter and that you might take a moment to consider what World Heritage Site status means to you, and how you might play a part in shaping the future of the Derwent Valley. Our thanks go to the East Midlands Development Agency (*emda*) for making this edition possible. Sponsorship for future editions, and for other important World Heritage Site projects, is now being sought. If you are able to help, please contact David Farrington at the address below.

  
**Councillor Joyce Sanders**  
Chair, World Heritage Site Management Panel

### What is World Heritage?

The idea of "World Heritage" was introduced in 1972 with the adoption by UNESCO (the United Nations Educational, Scientific and Cultural Organisation) of the World Heritage Convention.

This Convention places a duty on participating countries – or "States Parties" – to identify, protect, conserve, present, and pass on to future generations, cultural and natural heritage considered to be of outstanding value for everyone.

The Convention also requires States Parties to adopt measures which give heritage a function in the everyday life of the local community, and to strengthen its appreciation and understanding through appropriate education and information programmes.

In December 2001, the Derwent Valley between Matlock Bath and Derby was designated by UNESCO as a cultural World Heritage Site. The citation states:

*"The cultural landscape of the Derwent Valley is of outstanding significance because it was here that the modern factory system was established to accommodate the new technology for spinning cotton developed by Richard Arkwright. The insertion of industrial establishments into a rural landscape necessitated the construction of housing for the workers in the mills, and the resulting settlements created an exceptional industrial landscape that has retained its qualities over two centuries."*

There are currently 730 World Heritage Sites in 125 countries. Together they represent unique testimonies to the world's cultural and natural diversity, and include: the Grand Canyon; the Great Barrier Reef; the Taj Mahal; the Acropolis; the Statue of Liberty; Auschwitz Concentration Camp.




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## NEWS in brief

### Darley Abbey listed buildings review

On 30th May, the Government announced that 12 buildings at Darley Abbey have been added to the statutory list of buildings of special architectural or historic interest, while a further three have been upgraded and eight have had their list descriptions re-written.

Among the changes, several buildings in the former cotton mill complex have been upgraded to the top category of Grade I. On the village side of the river, the Evans terraced housing at 3-16 Brick Row (dating from 1797-1800), and the neighbouring school of 1826, have been upgraded to II\*. Those added to the list at Grade II include the former stables to Darley Hall (dating from 1727) and the stucco-fronted pair of cluster houses at 3-9 New Road (1820s).

 For more information, please contact Dennis Rodwell, tel: 01332 255061, e-mail: dennis.rodwell@derby.gov.uk

### Arkwright Society annual lecture

In March 2002, the Chairman of English Heritage, Sir Neil Cossons OBE, addressed a packed audience at the University of Derby to consider the responsibilities and management of World Heritage Sites. During an informative speech, Sir Neil congratulated all those involved in the nomination bid. Not only, he said, had the bid challenged people's perceptions of what World Heritage is, but also, crucially, the submission had been characterised by an unprecedented commitment to local consultation.


The evening concluded with a lively 'Question Time' debate, chaired by Phillip Whitehead MEP. This provided the audience with an opportunity to put questions to an invited panel of local sponsors and heritage specialists.

### Nothing finer in the world

"Nothing finer in the world..." is how the Rev. James Gatt, Minister of Gretna, described the pioneering Silk Mill in Derby in a poem of 1748, now the site of Derby Industrial Museum.

From 5 October 2002 - 9 March 2003, the Museum is hosting a new exhibition which charts the rise and fall of a once great local silk industry, the colourful characters who made it possible, and considers the appeal of silk - from moth to end product. The Museum is open: Monday 11am-5 pm; Tuesday to Saturday 10 am-5 pm; Sunday 2-5 pm. Admission is FREE.

As part of longer-term plans for a new permanent exhibition at the Museum, Derby City Museums has recently acquired examples of 19th century silk winding machines from Macclesfield.

 For further details, please contact: 01332 255308.

# A moment to celebrate



**On 31st May, Baroness Blackstone, Minister of State for the Arts, joined local people in celebrating Derbyshire's achievement in obtaining World Heritage Site status.**

Accompanied by Sir Neil Cossons OBE, Chairman of English Heritage, the Minister unveiled a commemorative plaque at Derby Industrial Museum, before touring the site.

At Belper, the Minister visited the Derwent Valley Visitor Centre and heard about the town's community-based regeneration plans. At Masson Mill, the party saw the remarkable collection of working textile machinery in action, and met machine operator Andrew Martin whose family of three generations has worked at the mill.

Finally, at Cromford, the Minister was greeted by His Grace the Duke of Devonshire, Councillor Mrs Kathleen Trueman, Chairman of Derbyshire County Council, Derek Mapp, Chairman of the East Midlands Development Agency (*emda*), and 180 other invited guests - including representatives from local industry.

*Main picture (left-right): Cllr Geoff Carlile, Baroness Blackstone, Sir Neil Cossons, Cllr Tony Woodings. Top right: His Grace the Duke of Devonshire, Cllr Angus Watson, Cllr Kathleen Trueman. Bottom right: Baroness Blackstone, Cllr Joyce Sanders, Cllr Kathleen Trueman.*

Expressing her long-held affection for Derbyshire, Baroness Blackstone said during her visit: "I'm delighted to be here in the Derwent Valley to see at first hand the area which has rightfully gained international recognition as a site of outstanding interest and historical importance.

"The Derwent Valley led the world in developing the factory system, concentrating power and labour in a way that continues to influence industrial society right up to the present day. It is a worthy winner of World Heritage Site status."

She added: "The historic environment is a marvellous asset that generates jobs and encourages tourism. There is now a real opportunity to further develop tourism in the Derwent Valley."

### Management plan set for adoption in 2003

The first consultation draft of the Management Plan for the World Heritage Site was published in July 2000 following wide consultation with local people, regional agencies and national bodies. The plan represents the first stage in establishing the principles for the long-term protection and management of the site, helping to ensure that its special qualities are sustained for future generations.

Further consultation on the draft plan has been undertaken over the past few months in order to secure agreement on an adopted plan in spring 2003. Thanks go to all those who contributed to this important process. The success of the plan rests firmly upon the continued support of all those who live, work or own property in the area.

To obtain a copy of the plan, or make comments on it, please contact the Project Officer.

### World Heritage Site Management Plan

*The plan aims to:*

- Create opportunities for the protection and enhancement of the site's built and natural features.
- Establish guidelines for the site's future management so that the special character of its buildings and the land within it is not lost.
- Increase awareness of, and interest in, the site and to realise its full potential as an education and learning resource.
- Develop an integrated approach to meeting people's transportation needs within the site.
- Identify how present and future tourism within the site can be accommodated while safeguarding the environment and benefiting the local economy.
- Define a management framework in which individual and collective actions may be pursued.
- Establish lasting mechanisms for monitoring, co-ordination, participation and involvement.

# Sustainable transport: Positive first steps

Reducing traffic congestion and providing more integrated public transport continue to be high priorities for the World Heritage Site.

The management partnership is committed to developing an integrated and sustainable approach to meeting the transportation needs of local people, businesses and visitors. Four initial steps towards achieving that aim are described below.

## Transportation study

Responding to local residents' concerns, an ambitious transportation study was launched at the end of 2001 to formulate proposals for an integrated and efficient transport system within the World Heritage Site.

As part of the study, interviews have been carried out at key locations to determine how visitors travel to, and around, the area. A roadside survey has also been undertaken to provide strategic information on the origins and destinations of users along the A6.

This data, together with ongoing consultation with building owners, district and parish councils, transport providers and other groups, will form the basis of an integrated transportation strategy.

The study is set for completion early in 2003.

 For further information, please contact Derbyshire County Council, telephone: 01629 580000 extension 7651, e-mail: [environmental.services@derbyshire.gov.uk](mailto:environmental.services@derbyshire.gov.uk)

## NEW BIRMINGHAM-MATLOCK RAIL SERVICE

Central Trains have just launched the *Derwent Valley Line* – a new direct rail service between Birmingham and Matlock. Trains will stop at Tamworth, Burton-on-Trent and Derby, before calling at all stations within the World Heritage Site.

It is hoped that a "Line Guide" leaflet will soon be produced. This will contain information on the main attractions between Derby and Matlock that are within easy reach of a rail station.

- MATLOCK
- Matlock Bath
- Cromford
- Whatstandwell
- Ambergate
- Belper
- Duffield
- Derby
- Burton-on-Trent
- Tamworth
- BIRMINGHAM

### SAMPLE FARES FROM MATLOCK


Destination	Services per weekday	Price (CDR)
BELPER	15 Services per weekday	£2.50 CDR
DERBY	15 Services per weekday	£3.50 CDR
BURTON-ON-TRENT	8 Services per weekday	£5.60 CDR
TAMWORTH	8 Services per weekday	£8.90 CDR
BIRMINGHAM	8 Services per weekday	£8.90 CDR

Cheap Day Return (CDR): travel off peak and return the same day.

Fares correct at time of going to print: Subject to review from January 5th 2003

For train times please call  
**08457 48 49 50**  
or visit [www.centraltrains.co.uk](http://www.centraltrains.co.uk)




 For more information, call National Rail Enquiries on 08457 48 49 50 or visit [www.centraltrains.co.uk](http://www.centraltrains.co.uk). Sample return fares from Matlock are shown above.

## Derwent Valley Rural Transport Partnership

Funded by the Countryside Agency, local councils, bus and rail operators, and others, this new project aims to enhance public transport provision throughout the Derwent Valley for both residents and visitors to the area.

New initiatives will be considered to encourage more people to use public transport – such as improved services and timetable information, flexible ticketing options, and the better integration of bus, rail, park-and-ride, walking and cycling facilities.

 To find out more, please contact Alastair Morley, telephone: 01773 570222 extension 2484, e-mail: [alastair.morley@ambervalley.gov.uk](mailto:alastair.morley@ambervalley.gov.uk)


## Derwent Valley Heritage Way

Work is now well in hand to establish the *Derwent Valley Heritage Way* – a 55 mile walking route between Ladybower Reservoir and Shardlow.



Due to be launched by the Derwent Valley Trust in spring 2003, the route passes through the entire length of the World Heritage Site and will be way-marked using small purple and gold discs.

Funds permitting, stage two of the project will involve the enhancement of the walking route for cycling and horse-riding, together with the development of circular routes linking attractions throughout the Derwent Valley.

 To find out more, please contact Rick Jillings, telephone: 01629 823204, e-mail: [rick.jillings@derbyshire.gov.uk](mailto:rick.jillings@derbyshire.gov.uk)

## A day out to remember

The first FREE visitor guide to the World Heritage Site is set to be published in October 2002. The guide aims to help local people – and visitors from further afield – get the very best from their visit and to discover some previously hidden secrets.

Copies of the guide will be distributed at Tourist Information Centres throughout the UK, as well as at local libraries, council offices and other selected outlets.

The guide is crammed with ideas on how to spend a day – rain or shine – within this magnificent corner of Derbyshire. Why not relax amidst the splendour of Sir Richard Arkwright's Willersley Castle or sample the delights of Darley Abbey and its adjacent park? The Derwent Valley can justifiably claim to have something for everyone!



## Mark of distinction: Promoting your World Heritage Site

To maximise the full benefits arising from World Heritage Site status, a strong and distinctive visual brand has been developed.

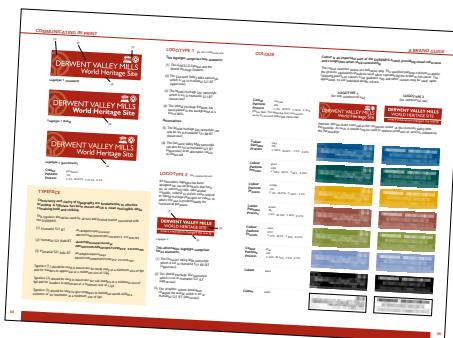
The primary brand comprises a striking mix of colour, text and the all-important UNESCO and World Heritage symbols.



An alternative brand has been developed for situations where UNESCO rules prevent the two symbols being used.



A comprehensive Brand Guide has been produced to encourage businesses and others within the World Heritage Site to adopt the brand as a positive marketing statement. Copies of this guide, together with digital brand artwork, can be obtained from the Project Officer.



# Reaping the rewards

There are early signs that World Heritage Site status is starting to reap rewards:

- English Heritage funding of £81,000 per year, and local authority contributions of £32,000 per year, have been secured for a three-year Heritage Economic Regeneration Scheme (HERS) to promote economic regeneration. This will provide grants to commercial property owners in targeted areas of Cromford, Belper, Milford and Darley Abbey towards the cost of repair and enhancement.



To find out more, or to obtain an application form, please contact your local conservation officer:

#### HERS PROJECT OFFICER

Paul Warren 01629 580000 ext 7183

#### CROMFORD

Tanya McBurney 01629 761250

#### BELPER/MILFORD


Robert Thorley 01773 841582

#### DARLEY ABBEY

Dennis Rodwell 01332 255061

- Amber Valley Borough Council obtained lottery funding of £25,000 for the development of a Townscape Heritage Initiative (THI) bid for Belper and Milford. This successful bid has led to a conditional offer of over £1 million from the Heritage Lottery Fund for the repair and regeneration of historic properties in Belper Market Place and the Strutt industrial housing in Belper and Milford. The total project cost has been estimated at over £3 million and

the scheme will run for five years. Match-funding is now being sought from other partners to allow the scheme to go ahead.

 For more information, please contact Rosemary Whitehouse, tel: 01773 841586, e-mail: rosemary.whitehouse@ambervalley.gov.uk

- Belper North Mill Visitor Centre, run by local volunteers, goes from strength to strength with over 8,000 visitors a year. On the back of this success, the Belper Derwent Partnership has been awarded £30,000 from the East Midlands Development Agency (*emda*) for a study looking at the future of the mills at Belper and Milford, and how their historic features can be made more accessible to local people and visitors.
- Phase One of the Cromford Heritage Project (a joint initiative between the Arkwright Society and Derbyshire County Council) is now underway. Funded by the Heritage Lottery Fund (£1.7 million), English Heritage (£400,000), and *emda* (£240,000), the project includes urgent works to three mill buildings and the preparation of comprehensive development studies for the entire Cromford Mills site.
- Derbyshire Dales District Council has secured lottery funding of £2 million for the renovation and restoration of five parks bordering the northernmost tip of the World Heritage Site between Matlock and Matlock Bath.

# People and places: Broadening horizons

A primary requirement of the UNESCO World Heritage Convention is to ensure that the future conservation, management and interpretation of the World Heritage Site is underpinned by high-quality research.

The management partnership is also committed to realising the full potential of the site as a learning and education resource, and to involving and including local people in decisions affecting their communities.

Several initiatives that are currently being pursued to take forward this challenging agenda include:

- Publication and sale of *Derwent Valley Mills and their Communities*, a lavishly illustrated book telling the story of the events which took place between Matlock Bath and Derby in the eighteenth century as the new factory system was born. Copies are available from selected local libraries and bookshops, price £14.90.

- Publication of *Communicating Local Distinctiveness*, an interpretation guide containing helpful advice and contacts for anyone tackling interpretation within the World Heritage Site. Copies are available from the Project Officer.
- Publication and sale of a series of booklets, illustrated in full colour, on specific aspects of the World Heritage Site. The first booklet, set to be published in 2003, will focus on the mills and factory village at Darley Abbey. Forthcoming editions are expected to examine the Strutt farms in Belper, the mills at Milford, and other parts of the site which have previously escaped close scrutiny. Suggestions of research topics for future editions should be sent to the Project Officer.
- Funds permitting, the establishment of an interactive website for the World Heritage Site, the publication of an education resources pack for local schools, and the launch of a World Heritage community arts project.

## Fact file

**680,000** The approximate number of bobbins on display at the Working Textile Museum at Sir Richard Arkwright's Masson Mill – part of a remarkable collection of working textile machinery at the northern gateway to the World Heritage Site.

**38,000** The number of households within the World Heritage Site and its surrounding buffer zone.

**1721** The year in which England's first modern factory was built – Derby Silk Mill, now the site of Derby's Industrial Museum and the southern gateway to the World Heritage Site.

**1383** The cost, in pounds, that was paid in 1823 for replacing the water wheel in William Strutt's pioneering North Mill at Belper.

**867** The number of listed buildings within the World Heritage Site, with a further nine structures scheduled as ancient monuments.

**21** The number of World Heritage Sites in mainland Britain, including Stonehenge, Hadrian's Wall and the 'Jurassic Coast' in Dorset. The Royal Botanic Gardens, Kew is the latest site to be submitted by the UK Government to UNESCO. A decision is expected in 2003.

**14** The annual rent, in pounds, paid by Richard Arkwright in 1771 for the land on which Cromford Mill – the world's first successful water-powered cotton spinning mill – was established.

**3** The number of hydro-electric plants within the World Heritage Site, continuing a tradition spanning over 200 years of harnessing the power of the river Derwent for the benefit of mankind.

**2** The number of registered historic parks and gardens within the site – Belper River Gardens and the magnificent parkland at Willersley Castle.

**1** World Heritage Site in Derbyshire and the East Midlands!

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