

A17-A17B Opening up Iconic Views

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| Project Summary | Iconic Views are views that are ‘readily recognised as having some well-known significance or embodying certain qualities. In order to understand the landscape one has to be able to ‘stand and stare’ and appreciate the story behind the view. Projects aimed to conserve existing views and reveal lost views, in addition to using views for fixed point photography and expanding the visitor experience in the Derwent Valley World Heritage Site (DVWHS). Projects focused in the first year on Scarthin Rocks and then expanded to various locations in the lower Derwent Valley. | |
| Lead Organisation | DerwentWISE Scheme Office | |
| Partners | Arkwright Society DVMWHS Derbyshire County Council Matlock Bath Parish Council Derbyshire Wildlife Trust Christian Guild Private landowners Derby City Council | |
| Location | <ul style="list-style-type: none"> • Willersley Castle – 8 views • Matlock Bath - 5 views • Cromford – 1 view • Crich – 1 view • Belper – 3 views • Darley Abbey – 11 views • Milford – 1 view • Cromford Mills – 2 views | |
| Duration of project | April 2014 – March 2019 Yrs 1-5 | |
| Total cost of project | £33,928 | |
| Volunteer time | £11,100 | |
| In-kind time | £6,795 | |
| Outputs | Original target <ul style="list-style-type: none"> • Opening up of a minimum of 2 Iconic historical views - Cromford Mill and Willersley Castle and its historic parkland • 5 views opened up along the valley - to be identified | Achieved <ul style="list-style-type: none"> • Opening up of a 10 iconic historical views at Cromford Mills and Willersley • 22 views opened up along the valley |
| Headlines/added value | An additional 25 views were opened up as volunteers were provide with high level training in tree management including ariel works and | |

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| | <p>invested that training back into the project through volunteer activities. 5 of these volunteers have now gone onto paid work.</p> |
| Outcomes | <ul style="list-style-type: none"> • A1 An <i>integrated approach</i> to natural and cultural heritage and landscape character conservation • A2 The delivery of <i>significant, long lasting improvements</i> to the condition (and extent where appropriate) of priority sites and features, and hence to the landscape character • A3 Long term improvements to the landscape <i>brought about through better understanding, engagement</i> of land managers and communities, and land use policies and activities <i>based on good information</i> • B1 A <i>celebration</i> of the beauty, wildlife and fascinating history of the Lower Derwent Valley • B2 An <i>increased public understanding</i> of the value of the landscape, and of the need for it to be conserved and restored • C3 <i>Improved access to information</i> about the area and its heritage • 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 | <p>By reviewing the project budget it was more cost effective to train volunteers than pay private contractors to undertake the work. These volunteers will continue to invest in volunteer activities in the area, after the project has finished.</p> |