

**Annual Monitoring Report**

**April 2010 – March 2011**



**The Prince of Wales visited Cromford Station in February 2011 to see the improvements made by the Arkwright Society. He is pictured with Angus Watson from the Arkwright Society and the architects for the project, George Jones and Pippa Mansell.**



## Introduction

This is the eighth annual report of the Derwent Valley Mills Partnership (see Appendix One for a list of the partnership members). It covers the period from April 2010 to end of March 2011. It includes work undertaken by numerous different individuals, groups and organisations within the Partnership to achieve the strategic aims of the Management Plan. Its purpose is to:

- Identify the work and achievements for the past year.
- Review the condition and progress of conservation of the site
- Monitor the implementation of the Management Plan Objectives and Actions
- Assess the effectiveness of management of the site and identify any changes required
- Inform partners and the public of progress
- Help prioritise actions for the coming year.

This year's report again includes, as an appendix (Appendix Two) information collected for the Key Performance Indicators. These were established in a new Section Five for the Management Plan in 2007. The information gathering process, and results achieved, is set to be analysed during the 2011/12 quinquennial review of the Derwent Valley Mills Management Plan before a final long-term set of Key Performance Indicators are established for the World Heritage Site.

## Summary of Major Achievements

The main achievements include:

- Statement of Outstanding Universal Value for the Derwent Valley Mills submitted to UNESCO's World Heritage Committee and approved.
- The Derwent Valley Mills Board appointed and first meeting held.
- New staffing structure agreed, and a Director and Business Services Assistant appointed.
- Funding commitment review carried out to increase the profile of the DVMWHS and staffing levels.
- Continued expansion of the annual ten-day *Discovery Days* Festival with week-long stays recorded for the first time and a major increase in attendances.
- Further funding secured for the development of a World Heritage Site Visitor Centre in Building 17 of Cromford Mill.
- Further development for the DVMWHS Tourism Masterplan.
- Consultants appointed to create Interpretation and Marketing Plans for the DVMWHS
- Masterplan unveiled by the Arkwright Society for the Cromford Mill site.
- Competition held to find a replacement design for the Swiss Tea Rooms in Belper River Gardens.
- Work continued on the safeguarding and improving of Cromford Canal thanks to funding from the East Midlands Development Agency.
- HRH The Prince of Wales visited Cromford Station to view the Arkwright Society's repairs and reuse of the building.
- Publication of updated visitor guide.
- Official unveiling of interpretation boards for the former Milford foundry site (performed by Cllr Andrew Lewer, pictured), Cromford Mill and Cathedral Green sites.
- Development of interpretation boards at Belper.
- Extensive development of a Darley Abbey Regeneration Strategy.
- Successful events relating to the Collecting Cultures funded *Enlightenment!* project.
- Continued strengthening of links with Derby University.
- Allocation of total annual PSiCA funding of £72,000 to projects in Cromford and Belper.
- Film made to highlight the beauty of the World Heritage Site
- New directional signage introduced in the central and northern part of the World Heritage Site
- Mill workers' memories captured and interpreted on a special website – *Threads*. Culmination of 3 years' work
- *Re:connaissance* – memories of wartime Belper recorded, and used to develop 3 activity boxes for use in the Site by schools and community groups



## The Management Plan

In December 2001, the Derwent Valley from Matlock Bath to Derby was designated a World Heritage Site by UNESCO (United Nations Educational, Scientific and Cultural Organisation). World Heritage status confirms the Universal Value of the area as the birthplace of the factory system – where water power was first successfully harnessed for textile production – a milestone in the Industrial Revolution.

The DVMP has delegated responsibility under the terms of an international treaty (the UNESCO World Heritage Convention 1972) for the conservation, management, enhancement and interpretation of the Derwent Valley Mills World Heritage Site. The DVMP's responsibilities under the Convention are set out within a management plan.

The Management Plan was adopted for the site in April 2003. In 2006/7, an extensive quinquennial review of the plan took place, enabling progress since 2001 to be recorded, and aspirations for the next five years put in place. January 2007 saw the adoption by the Partnership of this major revision. The next review of the Management Plan will take place in 2011/12. This may see changes to the aims and objectives which will impact on the Annual report from 2013.

For a third time, this annual review features as Appendix Two the key monitoring indicators identified, in accordance with guidance issued by the International Council on Monuments and Sites (ICOMOS UK), to assist in the production of a Periodic Report, which UNESCO requires be produced for World Heritage Sites at five yearly intervals. The information gathered for these indicators are to inform a new Part 5 of the Management Plan, which will be revised at each quinquennial review.

The 2007 revision identified one of the greatest challenges facing the Site as being development pressures for the redevelopment of employment sites for housing. The Economic Development Plan sounds a warning that unchecked this will lead to an unsustainable environment, with the Valley becoming choked with commuter car travellers. In this context the Derby to Matlock railway service may be seen as being of critical importance to the economic and social well being of the Valley and the World Heritage Site.

The 2007 revision also highlighted concern at the continuing deterioration of the condition of the Grade I North Mill at Belper and the lack of progress in the restoration of the cast iron aqueduct at Cromford Mill, badly damaged by vehicle impact in 2003. This concern is again repeated in this annual monitoring report.

The Management Plan provides a framework for the integrated and proactive management of the cultural landscape, helping to ensure its special qualities are sustained and preserved for future generations. The plan provides a context in which those who live and work occupy or own property, in the site or the adjacent buffer zone can participate in, and contribute to, the conservation of the site. Its overarching mission is: **to conserve the unique and important cultural landscape of the Derwent Valley Mills World Heritage Site; to protect its outstanding universal value (ouV); to interpret and promote its assets; and to enhance its character, appearance and economic well-being in a sustainable manner.**

One of the key management responsibilities of a World Heritage Site is monitoring the site to ensure that its Universal Value is maintained. UNESCO's Operational Guidelines (March 1999) requires the submission of periodic reports to assess the state of conservation of the World Heritage Sites as well as focus future activities and funds. In addition paragraph 72 states that 'It is necessary that every year the condition of the property be recorded by the site manager or the agency with management authority'.

In order to comply with the guidelines, the production and distribution of an annual monitoring report is identified as an action under objective 26 of the Management Plan. The 2007 revision of the Management Plan established an information-collating regime to meet new Key Performance Indicators for the DVMWHS, some annually, some less frequently. A definitive set of indicators for the DVMWHS has not yet been agreed, but information has again been collated in Appendix B for the provisional set of indicators.

The Management Plan identifies seven strategic aims and set out specific objectives and actions to meet these aims. The Aims are:

- Identify key issues affecting the vulnerability of the cultural landscape, opportunities for its enhancement and measures to protect the crucial significance of the site.
- Establish guidelines for the future management of the site, and the buildings and land within it, so that the special character of the cultural landscape is protected and enhanced.
- Increase public awareness of, and interest in, the site; realise its full potential as an education and learning resource; and establish a co-ordinated research framework.
- Develop an integrated and sustainable approach to meeting the transportation needs of the site.
- Identify how present and possible future tourism within the site can be developed in an environmentally and economically sustainable way for the benefit of the local economy.
- Provide a common framework in which owners, occupiers, residents, public and voluntary agencies can pursue both individual and partnership action plans.
- Establish lasting mechanisms for monitoring, co-ordination and consultation.

The first of these aims is mainly covered by Part One of the Management Plan and is formally reviewed within the Key Performance Indicators review in Appendix Two. The last of these aims is also met through the Key Monitoring Indicators. The following report is based on each of the remaining aims and identifies the works implemented to meet these objectives.

## Management Guidelines and Monitoring, Conservation and Maintenance of the Cultural Heritage

### **Objective 1: Ensure that the statutory Development Plan and Supplementary Planning Guidance provide policies for development that recognises the significance of the site.**

One potential threat to the Outstanding Universal Value (OUV) of the Derwent Valley Mills World Heritage Site (DVMWHS) is the impact of new development. Section 54A of the Town and Country Planning Act provides that determination of development proposals under the Planning Acts must be made in accordance with the development plan, unless material considerations indicate otherwise. It is therefore essential that Local Plans, and their successor Local Development Frameworks (LDFs), contain adequate policies to protect the DVMWHS and its setting.

In addition, guidance is provided by national Planning Policy Guidance (PPGs), Planning Policy Statements and Circulars. Circular 07/09: Protection of World Heritage Sites, supported by a Guidance Note produced by English Heritage, was published in July 2009. It replaces and expands on the guidance in paragraphs 2.22 - 2.23 and 6.35 - 6.37 of PPG15: *Planning and the Historic Environment*. It gives advice on the level of protection and management needed for World Heritage Sites, and draws attention to recent legislative measures designed to enhance the protection of these sites.

The DVMWHS falls within the area covered by the East Midlands Regional Spatial Strategy (RSS), otherwise known as the East Midlands Regional Plan (EMRP). Planning policies contained in the Local Plans of Derbyshire Dales District Council, Amber Valley and Erewash Borough Councils, Derby City Council and the Joint Minerals and Waste Local Plans of Derbyshire County and Derby City Councils also apply to the DVMWHS. These five councils are in the process of preparing their Local Development Frameworks that will replace the old style Local Plans. During the period under review, consideration has been given to how new planning policies may best be framed to protect the DVMWHS and its setting and representations have been submitted in response to public consultations on the draft Core Strategies.

During the Examination in Public of the draft EMRP held in 2007, English Heritage and the DVMWHS Partnership made representations regarding the desirability of including specific mention of the need to protect the Site's OUV and its setting, and also to make specific reference to the Management Plan. Although agreed verbally at the time of the hearing, the Report of the Examination Panel published in November 2007 spoke only of the need for a fuller explanation of what is meant by the wording "the Region's internationally and nationally designated and historic assets (R7.11)

In the revised EMRP published on 12 March 2009, the DVMWHS is identified as an important international designation and the only such designation in the East Midlands (para 2.4.47) and states it should be afforded appropriate levels of protection. Policy 12 requires that development should respect environmental constraints and, in this context, mentions in particular the DVMWHS and the surrounding countryside. Policy 26 requires that development should ensure the protection, appropriate management and enhancement of the Region's natural and cultural heritage. It requires the application of the principle that the Region's internationally and nationally designated natural and historic assets should receive the highest level of protection.

On 18 May 2010, the Government outlined its proposals to change the planning system in a Cabinet strategy document called "Building the Big Society". This included the intention to simplify and condense national planning policy guidance and statements into a single national planning policy

framework (NPPF). Public consultation on the NPPF is expected during the summer of 2011. As part of this, RSSs are to be revoked as set out in the Localism Bill. This part of the Bill is likely to be enacted during 2012. The implementation of these proposed changes to the planning system may have significant implications for the preparation of LDFs and their subsequent examinations in public (EIPs), including policies for the protection of the DVMWHS and its setting. Hence the information given below about the timetables for LDFs is indicative at this stage and also dependent on the Planning Inspectorate's organisation of EIPs.

The Derbyshire Dales Adopted Local Plan includes Policy NBE 25 – Derwent Valley Mills World Heritage Site. For details of the policy NBE25 see page 84 of the plan, which can be accessed at [http://www.derbyshiredales.gov.uk/planning\\_and\\_building\\_control/planning\\_policy/local\\_plan/default.asp](http://www.derbyshiredales.gov.uk/planning_and_building_control/planning_policy/local_plan/default.asp). There are also policies for conservation areas (NBE21 and NBE22), listed buildings (NBE17, NBE18 and NBE19), archaeological sites (NBE24), landscape character (NBE8), and registered historic parks and gardens (NBE23) in Chapter 6 Natural, Historic and Built Environment. The District Council's approximate timetable for public consultation on its draft Joint Core Strategy is April 2012 with an expected adoption date in summer 2013.

The adopted Amber Valley Borough Local Plan (2006) includes planning policy EN29 relating to the DVMWHS, its buffer zone and Management Plan. Policy EN7 also relates to landscape character areas and includes reference to the presence and pattern of historic landscape features. Policy EN32 states that planning permission will not be granted for development proposals that would have an adverse impact on the landscape character of a registered Historic Park and Garden. The Local Plan can be found at <http://www.ambervalley.gov.uk/environment-and-planning/planning/community-planning/local-plan.aspx>

Work is ongoing on a development brief for land within the DVMWHS by the River Derwent at Belper. Amber Valley Borough Council and Derby City Council both intend to consult on their draft Core Strategies early in 2012 with adoption anticipated approximately twelve months later. Work continued on the production of the Amber Valley Core Strategy with a 'Have Your Say' event in Belper on 17 February 2011 to explain the implications of the proposed Localism Bill and the issues affecting the area.

Until the new Local Development Framework is adopted, the saved policies of the City of Derby Local Plan Review January 2006 can be seen at <http://www.derby.gov.uk/Environment/Planning/LandUsePlanning/Adopted+City+of+Derby+Local+Plan+Review.htm>. These include policy E29 which states that proposals which would have an adverse impact on the special character of the World Heritage Site will not be allowed, it also protects its setting. Policy E22 seeks to secure the retention, restoration, maintenance and continued use of locally important historic parks and gardens, these include Darley Park and Derwent Park. R6 allows for the conversion of existing buildings in the Darley Abbey Mills complex for certain uses to secure the retention, restoration, maintenance and continued use of listed buildings, providing they are compatible with its architectural and historic character, respecting its important contribution to the World Heritage Site.

The saved policies of Erewash Local Plan can be viewed at <http://www.erewashcouncil.com/ldf/local-plan-saved-policies.html>. Policy EV19 – World Heritage Site and Buffer Zone on page 60 gives protection from harmful development. There are also policies for conservation areas, listed buildings, landscape character and registered historic parks and gardens in Chapter 6, Environment.

Erewash Borough Council will carry out public consultation in the winter of 2011 as part of the Greater Nottingham Aligned Core Strategy with adoption expected the following winter.

In the Derby and Derbyshire Minerals Local Plan, saved policy MP4 gives protection to interests of acknowledged environmental importance from irreparable or unacceptable damage resulting from mineral development proposals. The Derby and Derbyshire Waste Local Plan applies the precautionary principle relating to the risk of environmental damage from proposed waste development (Policy W4) and Policies W5, W6 and W7 give protection to identified interests of natural and built environmental importance, landscape and other visual interests. Derby City and Derbyshire County Councils intend to carry out a series of engagement exercises on both the Minerals and Waste Plans during 2011.

Further information on both the saved policies and progress on preparing the Minerals and Waste Plans can be found at [http://www.derbyshire.gov.uk/environment/planning/planning\\_policy/minerals\\_waste\\_development\\_framework/default.asp](http://www.derbyshire.gov.uk/environment/planning/planning_policy/minerals_waste_development_framework/default.asp)

### **Objective 2: Ensure that protection within the policy framework, when developed, remains effective in the long-term**

The effectiveness of the policies and their implementation can be assessed by monitoring planning decisions and discussions within the site and buffer zone. Key development issues within the World Heritage Site during 2009/10 included:

#### New Dunsley Mill, Via Gellia

In March 2009 a planning application for a In-Vessel Composting Facility at the New Dunsley Mill site was recommended for approval subject to appropriate conditions and a S106 agreement to protect the setting of the Derwent Valley Mills World Heritage Site, the Cromford Conservation Area and in particular Slinger Cottage. Subsequent delays in issuing the decision notice caused by the S106 led to the need to consider if there were any new material considerations to take into account. It was decided that there were a number of new material considerations which the applicant was asked about and some of the statutory consultees were reconsulted. The outcome of this was that sufficient information and evidence arose leading to a new report being prepared recommending refusal. The applicant withdrew the application a few days prior to the committee meeting so the IVC compost application no longer exists. A key factor in recommending refusal was the Environment Agency's refusal to grant a permit to work the site. The site is now subject to a new planning application to Derbyshire Dales District Council for redevelopment to create a number of small industrial units.

#### John Smedley, Lea Mills

Planning permission was given regarding the conversion and redevelopment of the site but no further work has been taken forward on the project.

#### The former Milford Mill site

The application for the redevelopment of this site remains undetermined.

#### Derwent Street, Belper

Pre-application discussions have been taking place with Tesco regarding the redevelopment of the area. A Development Brief has been drafted however the Borough Council has not adopted it and no decision has been taken as to the next steps in the process or any time frame by which it might be adopted.

#### Former Grammar School, Belper

Conditional planning permission was granted in June 2010 for the re-use and refurbishment of the site. The application included renovation and change of use from factory building to mixed

use, including commercial use and residential units. The scheme also includes the erection of new units to the rear.

#### Mill Lane, Belper

An outline application for the erection of 75 dwellings was submitted to Amber Valley Borough Council in May 2010. The site lies within an undeveloped area of the buffer zone to the World Heritage site. The application was refused on the grounds that it would cause harm to the setting of the World Heritage Site. An appeal against the refusal was lodged in January 2011 and the public enquiry was due to be held in April 2011.

#### Leisure Centre, Belper

An application for the demolition of a modern bungalow and the erection of a new leisure centre was submitted to Amber Valley Borough Council in February 2011. The site lies within the Field Lane car park and remains under consideration at the close of the period covered by this report.

#### Rail Telecommunication Masts on the Derwent Valley Rail Line

Discussions have been held with Network Rail to explore how new telecommunication masts may be erected along the length of the line to minimize visual impact.

### **Objective 3: Review records of statutory designations for protection**

Statutory Designations act as a further method of conserving the special interest and universal value of the site in the form of Scheduled Monuments, Listed Buildings and Conservation Areas. Locally listed buildings, the Sites and Monuments Record, and the Register of Parks and Gardens, although non-statutory, provide further information about aspects of the WHS.

These are kept under continual review as more information comes to light on the significance of individual buildings, areas and archaeology. Changes to the statutory designations for 2010/11 are detailed below.

#### **Listed Buildings**

Derby City Council, Derbyshire Dales District Council and Amber Valley Borough Council received no new applications for listed buildings to be added in the DVMWHS. Two buildings had listed status removed. These two buildings were 3 and 5 High Street, Belper that were demolished many years ago – English Heritage were updating their records and so this figure is misleading without explanation.

#### **Conservation Areas**

The Derwent Valley Mills World Heritage Site includes the whole or part of thirteen pre-existing Conservation Areas, covering four local authorities. A further two are wholly or partly within the Buffer Zone. There have been no changes in the number or extent of designated conservation areas in any part of the World Heritage Site.

Conservation Area Character Appraisals have been approved by Derbyshire Dales District Council for Cromford (September 2007), Castle Top / Lea Bridge High Peak Junction (December 2006), Matlock Bath (July 2006) and Bonsall (April 2011) – the latter two including small areas in buffer zone. The boundary of Bonsall Conservation Area has been amended but this does not affect the extent of the area within the buffer zone.

## Historic Environment Record

A number of additions and modifications have been made to the non-statutory Historic Environment Record, bringing the total of entries wholly or partly within the World Heritage Site to 394.

### Objective 4: Establish an accurate picture of the current condition and vulnerability of the cultural heritage

#### Buildings at Risk

One of the indicators of the condition of the Cultural Heritage is the Buildings at Risk Register. The Management Plan identified a number of Buildings considered to be at risk through neglect, disrepair, abuse or disuse within the site.

Some of these buildings are listed at the higher grades I and II\* and are key buildings to the Outstanding Universal Value of the site and therefore project sheets were produced in the Management Plan to identify the priority works. Progress is being made on these projects however due to their scale and funding issues the works are yet to be completed. The table below presents a summary of works undertaken in the past year.

BUILDING	PROGRESS TO DATE
7 The Hill and Outbuildings Cromford	The accommodation above the trading butcher's shop and its related outbuildings await their respective fitting out works and ultimately their occupation. Repairs to ensure they are wind and water-tight, together with the requirement for further private investment, have reduced the urgency to fully complete the projects. The buildings remain at low risk due to them not yet having achieved their final use.
Cromford Mill, Building No 1	In the Arkwright Society's master plan Building 1 is designated as a restaurant/bistro on the ground floor with meeting room space above. Delivery of these plans currently awaits funding for the work required to Building 1 and the construction of a new building to house kitchen facilities and a new build lavatory block adjacent to the perimeter wall of the mills which will serve both the new restaurant and the mill site.
Cromford Mill, Building No 17	This building is secure and stable, awaiting Gateway and office development proposals going ahead. Deterioration minimised by sound condition of external fabric.
Cromford Mill, Building No 18	Proposals for the ultimate use of this building to house exhibition facilities and permanent visiting exhibition space emerged from the consultant's reports funded by HLF in 2003 which were later endorsed by the World Heritage Site Economic Development Plan. The implementation of these proposals awaits funding.
Cromford Mill, Aqueduct	The restoration of the aqueduct is planned to take place during the implementation of the masterplanning project.
Aqueduct Cottages (Lenghman's Cottage) Lea	It is no longer the Arkwright Society's intention to take responsibility for this site. Its future needs to be fully discussed between the owners, the Planning Authority and the World Heritage Site Partnership.

Lea Bridge Cottages, Lea	The cottages had some temporary 'urgent' works undertaken in 2004. The two Local Authorities (DDDC and AVBC) are hoping the planned redevelopment of the whole site will bring about the restoration of the cottages which are progressively deteriorating. As part of DDDC's annual monitoring of Buildings at Risk, the owners are to be contacted and asked to provide information on future proposals for the cottages and their interim proposals for repair / consolidation.
North Mill, Belper	Discussions have taken place with Amber Valley Borough Council and English Heritage regarding the condition of the North Mill and possible courses of action., The Borough Council has submitted a grant application to English Heritage to underwrite an Urgent Works Notice.
East Mill, Belper	Discussions have been taking place about minor proposals in the grounds of the building and signage around the site.
Gangway Footbridge, Belper	Electronic protection measures installed with funding from the Derbyshire LTP continue to reduce risk of further damage from vehicles.
Belper Weirs	The stone weir south of the bridge is suffering from an accelerated collapse and is in urgent need of repair. Ownership issues are being investigated, but no progress has been achieved this year.
Former Congregational Church, Belper	Repairs and reinstatement of lost detail to the roof and stained glass windows, funded by the Belper & Milford Townscape Heritage Initiative have been completed, thereby significantly reducing the building's risk grade. As the building remains unoccupied, it continues to have a small risk associated with it.
Dalley Farm and Outbuildings, Belper	Discussions were taking place with Natural England regarding possible inclusion of the buildings in the Higher Level Stewardship scheme. Despite approaching the owner, no application was forthcoming. The owner appears to have maintained the buildings in reasonable condition, perhaps reducing the risk, although some inappropriate pointing has been carried out with conventional mortar. Despite repairs to some of the buildings, the unused buildings continue to have a risk associated with them and therefore require continued monitoring and investigation of potential uses.
Long Mill, West Mill, Proto-fireproof building, North Mill and the Manager's House, Darley Abbey Mills	The Darley Abbey Regeneration Strategy work has included a review of the condition of all buildings within its study area to inform a series of conservation plans and the direction of the final preferred strategy. This includes for measures to assist the carrying out of necessary urgent works of repair to these privately owned buildings and to facilitate proposals for alternative uses to sustain the necessary restoration works.
Darley Park Stables	The Darley Abbey Regeneration Strategy work has included a review of the condition of all buildings within its study area to inform a series of conservation plans and the direction of the final preferred strategy. This includes for measures to bring forward a scheme of necessary repair. A marketing exercise is

	currently being undertaken for the building.
The Fishing Lodge, Mill Road, Cromford	Given the building's intermittent use, it continues to have a small risk associated with it and therefore requires monitoring but otherwise is in reasonable condition following previous replacement of stonework associated with a chimney flue.

The continued deterioration of the North Mill and East Mill at Belper remains the principal listed building issue within the World Heritage Site.

### Condition Surveys

All of the Darley Abbey Mills buildings and the stable block at Darley Park have been subject to condition surveys as part of the Darley Abbey Regeneration Strategy work. No condition surveys were carried out elsewhere in the World Heritage Site.

**Objective 5: Encourage owners to ensure that maintenance, repair and restoration are carried out sympathetically and to a high standard.**

### Partnership (Grant) Schemes in Conservation Areas (Derwent Valley PSiCA)

This repair and enhancement grant scheme is a second three-year round (2010-2013) of the conservation area partnership between English Heritage, and the local authority councils of Derbyshire County, Derbyshire Dales District and Amber Valley Borough, including Belper Town. As in the first round (2007-2010), the funding remains at £50,000 per annum, except for this year, when £72,000 was offered.

#### Cromford

In Cromford, works have been undertaken to two prominent, adjacent properties at the bottom of Cromford Hill. Nos 1-3 and No 5 The Hill have had unsightly profiled concrete tiles replaced with natural slate, with associated reinstatement of chimney stacks and repairs to windows. Both properties have received additional private investment for internal work in connection with their respective commercial uses. The ground floor shop at No 1-3 has reported a healthy trading position since it re-opened after the works and the fully refurbished No 5 has been rented to tenants.

At Cromford Mill, stonework repairs to two areas walls have been completed. The first of these involved careful stitching of a freestanding boundary wall; its repair has enabled adjacent outdoor space in the mill yard to be used for a variety of activities. Financial assistance towards studies/reports into the contamination/lime plaster in Building 17 has contributed towards a project of vital importance to the future of Cromford Mill.

No 20 Chapel Hill, a private residence, has been re-roofed in Welsh slate.

Other grant offers this year include the reinstatement of sash windows to the highly prominent 2 Wharf Cottages and the reinstatement of traditional sash window frames to 32 Market Place and 5 Mount Pleasant. At The Mews to Richard Arkwright's Rock House, grant assistance has been offered for the reinstatement and repair of traditional window frames and re-opened opening. Rock House and its curtilage buildings are the subject of on-going detailed research. The Mews is an important building within this group and has a fine surviving cupola and 18<sup>th</sup> century clocks featuring on its pedimented elevations, to both the front and rear, complete with the original linked mechanism.

## Belper

A substantial area of a large complex roof to the grade II\* listed De Bradelei Mill, Chapel Street Belper, has received £29,682 towards re-roofing with Welsh slates, previously coated with bitumen coating, as an inappropriate repair solution to a leaking roof. The retail and office use of this former mill building is an important attraction for visitors to the town and the World Heritage Site

In the millworkers' housing of Long Row, a combination of window repairs and reinstatement has been undertaken to 15 (pictured), 16 & 28 Long Row, while the reinstatement of iron railings, to the front garden of No 25 has progressed with the help of architects drawings.



During this year, offers have been made for reinstatement of traditional garden gate to 32 George St., stone repairs to the grade II listed 61 Bridge Street, reinstatement of a front entrance door and cast iron guttering to the former Royal Oak public house, removal of render and reinstatement of sliding sash windows to 15 Mill St, Unitarian Chapel, Unitarian Chapel Cottage, Methodist Chapel, Chapel St.,

At Milford, offers this year include the re-roofing of 58 Hopping Hill and the replacement of boarded door and frame to the early twentieth century outhouse at 2 West (Hopping Hill) Terrace.

## **Darley Abbey Regeneration Strategy (DARS)**

There have been efforts by the owners to tidy up the mill site and paint some areas but no major work has been carried out as they are waiting for future funding opportunities.

## **Objective 6: Maintain and enhance the quality and distinctiveness of the Derwent Valley Mills Cultural Landscape**

### **Conservation Area Character Appraisals**

It is desirable for a Conservation Area appraisal for the Belper and Milford Conservation Area to be produced. However, this will have to be carried out in accordance with English Heritage guidance and resources are not available to produce such appraisals at this time.

An updated draft Conservation Area Appraisal/Management Plan for Darley Abbey has been out to public consultation. However due to additional changes a further period of public consultation is to be undertaken before it is amended and published. This has not yet taken place.

Conservation Area Character Appraisals have been approved by Derbyshire Dales District Council for Cromford (September 2007), Castle Top / Lea Bridge High Peak Junction (December 2006), Matlock Bath (July 2006) and Bonsall (April 2011). All the Appraisals have been subject to comprehensive public consultation.

### **Objective 7: Protect and enhance the character of parks and gardens, particularly those included in the English Heritage Register**

#### Belper River Gardens

Enhancement work for these historic gardens has been completed. The future of the Swiss Tea Rooms building has yet to be decided in the time covered by this report.

### **Objective 8: Protect and enhance areas of landscape character within the site**

Saved policy EN7 of the Amber Valley Borough Local Plan 2006 ensures that the design of development is appropriate to the landscape character type, and make use of opportunities to conserve, enhance and restore local distinctiveness, character and diversity of the landscape.

Saved Policy NBE 8 of the Derbyshire Dales Adopted Local Plan (2005) ensures that permission for development will only be granted that protects or enhances the character, appearance and local distinctiveness of the landscape. In addition, a Supplementary Planning Document on 'Landscape Character and Design' was adopted by Derbyshire Dales District Council in July 2007.

Work began on a bid for the Lower Derwent Landscape Project, which sought Heritage Lottery funding in 2011 to enhance the cultural and natural landscape within the World Heritage Site and the Buffer Zone. A stage one submission was made in February 2011.

### **Objective 9: Conserve and enhance biodiversity within the site**

Ecological surveys by the Derbyshire Wildlife Trust aimed at assessing the condition of Local Wildlife Sites and priority habitats have been undertaken at around 12 sites within the area. Around Cromford and Matlock there has been a focus on more accurately mapping Calaminarian grassland (grassland associated with lead spoil and mines) and identifying the management needs of this habitat. Belper Park, Sandbed Lane Recreation Ground and Nutwood and Darley Abbey have been surveyed to assist in identifying management priorities for these sites, whilst work has continued at Crich Chase to monitor butterfly populations. Other sites surveyed included Derwentside and the river edge at the Foundry in Milford. Management work has been undertaken by DWT, DCC, AVBC, DDDC, Derby City Council and 'Friends of groups' at Wyver Lane, Derwentside, the Cromford Canal, Matlock Parks LNR, Matlock Bath Field, Dunsley Meadows LNR, Black Rocks, Duffield Millennium Meadow LNR, Belper Parks LNR, Belper Coppice, Alton Manor Wetland, Allestree Park LNR, Nutwood and Darley Abbey and Wapping Complex. Potential impacts of planning proposals on wildlife are assessed during the year as needed. The annual collation of new records for protected, rare, vulnerable or declining species was completed in May and added to the Derbyshire Biodiversity Alert Map maintained by DWT.

### **Objective 10: Ensure that effective measures are in place to deal with risks and hazards that may threaten the site**

#### **Flood Action Plans**

The Environment Agency is continuing to undertake a strategic review of flooding and flood management along the River Derwent from Ladybower Reservoir to Derby. The Partnership has been consulted and contributed to the Agency's consultation process in considering ways in which flooding risk can be reduced in the Derby area. A proposal for the removal of historic weirs through the city was dismissed in the early stages of this process, for having considerable negative impact on the World

Heritage Site and its Outstanding Universal Value, and providing minimal improvements to flood management.

### **Fire Action Plans**

Contact has been made with the Derbyshire Fire and Rescue Service regarding risk preparedness, and some progress made in establishing an action plan. The World Heritage Site is covered by three separate Divisional Offices of the Fire and Rescue Service. The Matlock office covers Cromford, the Ilkeston office covers Belper and Milford and the Derby office at Ascot Drive covers Darley Abbey and the Silk Mill. Plans to deal with fires in buildings identified as significant in the Management Plan are most advanced at Cromford where officers from the Matlock office have contacted owners and managers of all such buildings to offer advice and to gain critical information on each site. This ranges from advice to householders on fire protection to risk assessments and fire-fighting plans and requirements for complex sites. Discussions with officers from the Ilkeston and Derby offices, to seek more pro-active intervention in the Belper, Milford and Darley Abbey sections of the Site, are ongoing. This is a slow process and will take some time for all relevant properties to be dealt with including approaching all individual households as well as the major buildings.

Belper North Mill now has an emergency planning procedure.

### **Road Traffic Impact Protection**

In the light of the destruction of the cast iron aqueduct at Cromford by a lorry, the need for protection measures to the grade II\* listed Georgian footbridge at Belper Mills was highlighted and electronic protection measures installed by Derbyshire County Council with funding from the Derbyshire Local Transport Partnership (LTP) budget. Funding for a similar scheme at Cromford Mill, to protect the reinstated aqueduct, has now been withdrawn until reinstatement has taken place.

## Public Awareness, Education and Research

Article 27 of the World Heritage Convention states ‘the State Parties to this Convention shall endeavour by all appropriate means and in particular by educational and information programmes, to strengthen appreciation and respect by their peoples of the cultural and natural heritage.’

The World Heritage Site has an immense educational and cultural value. By allowing people to experience the site through visits, activities, and dissemination of information will enrich their knowledge and understanding of where they live, work and play.

### **Objective 11: Co-ordinate information from all sources to provide a comprehensive site database**

#### **GIS Database**

The public inquiry relating to the building of a new housing development on Mill Lane in Belper, close to the World Heritage Site and within the Buffer Zone, highlighted minor discrepancies in the World Heritage Site boundary. It has been agreed that each planning authority re-examine their section of the WHS boundary in detail and plot clarifications.

#### **Website**

The [www.derwentvalleymills.org](http://www.derwentvalleymills.org) website continued to provide a globally-accessible source of in-depth information about the Derwent Valley Mills during 2010/11. Data is unavailable for May and June 2010, but over the remaining ten months of the period covered in this report, there were 16,374 visits to the website by 13,071 visitors; in all, 68,355 pageviews. Visits accessed the website from 100 countries. In March 2011, the website was supplemented by new Facebook and Twitter accounts for the WHS.

### **Objective 12: Encourage and promote further research into the historical, archaeological and other values of the site and its constituent elements**

#### **Research**

##### Rock House, Allison House (Oakhill) and the Old Vicarage, Cromford

The list descriptions, particularly the dates, for these ‘Arkwright’ houses are grossly inaccurate. This weakens the basis for sound conservation management. To correct this a programme of research has been undertaken. This is now virtually complete.

##### Willersley Castle

Barry Joyce, Doreen Buxton and David Hool have carried out a programme of research to better understand the history of Willersley Castle, in line with the research carried out on the other Arkwright Houses in Cromford. This is now virtually complete.

##### Bridge Hill House

Derby University student Lynda Tomkins carried out a survey to identify what remains of the Strutt-built Bridge Hill House (pictured). Her findings contributed significantly to a paper on the history of the house and its estate and the surviving component parts of the estate have been entered into the Derbyshire Historic Environment Record.



### **Objective 13: Encourage a cohesive strategy for the presentation and interpretation of the site**

#### **Museum Development Plans**

##### Strutt's North Mill Museum and Visitor Centre

The Strutt's North Mill intends to continue with its previous interpretation and presentation work at the museum which covers permanent displays, temporary exhibitions and the fabric of the mill building itself. In order to improve and update various aspects of its main gallery display there will be a comprehensive review of the existing display lay-out and the manner in which some of the demonstrable machines (such as the circular knitting machines) are shown. The overall aim will be to achieve a higher professional standard for the permanent exhibitions in order to facilitate interpretation and to protect the exhibits. Strutt's North Mill will also continue to work alongside the other relevant sites such as Masson Mill and Cromford Mill on various aspects (such as with events and education projects) in order to maintain its high interpretation standards and to ensure that a cohesive story for the whole of DVMWHS sites is being told.

##### The Silk Mill – Derby's Museum of Industry and History

In response to a major financial challenge, as well as an articulation of much greater ambitions for Derby's heritage, the Transforming Derby Museums programme was approved by Derby City Council in October 2010. This programme acknowledged that the Silk Mill should be developed as the city's major visitor attraction – with a theme of creativity through engineering. This concept embraces the relationship between the world's first factory – a breakthrough in engineering technology – and the emergence of Derby as a global engineering powerhouse by the mid nineteenth century. This status has been maintained and renewed ever since. The Silk Mill was mothballed in April 2011 to facilitate the development of the new approach. As well as scoping and building stakeholder support for the intended Silk Mill development, a programme is being launched to enlist community support behind a phased re-opening of the Silk Mill's ground floor. With support, this will become the southern gateway to the WHS.

##### Sir Richard Arkwright's Masson Mills Working Textile Museum

In September 2010 a three-year programme of reorganisation and marketing of Masson Mills Working Textile Museum commenced, with the aim of better emphasising Masson Mills' role in illustrating the Legacy of Arkwright at the northern approach to the Derwent Valley Mills World Heritage Site. The objective is to create, via a threefold approach, a palpable sense of the human aspects of textile mill history along the following lines: *"thematic rather than chronological; inspirational rather than instructive; authentic rather than recreated"*.

The existing attributes of Masson Mills will be utilised more fully, ie:

- The authentic atmosphere of a working cotton mill from the eighteenth to the twenty-first centuries at Masson Mills.
- One of the most comprehensive private collections of historic textile machinery in the world, ranging over two and a half centuries.
- State of the art hydroelectric energy resources produced on-site to reduce the carbon footprint of Masson Mills and its visitors.

The ongoing implementation includes:

- More machinery being brought into working order.
- Re-organisation of artefacts into a comprehensible thematic "storyline", with newly re-written printed tourguide explaining the significance and interest of each section of the tour.
- A definitive 45 minute script for guides to adhere to, in order to enhance and complement the already established storyline on the ground and in the printed guide.

- The removal of all unnecessary textual signage, so as not to impede the authentic atmosphere and impressive “theatre” of a working mill. Visitors who would like more information are encouraged to visit [www.massonmills.co.uk](http://www.massonmills.co.uk) where they can find more detailed explanations about objects and machinery.

Working machinery demonstrations now take place at specified set times to further reduce the carbon footprint of Masson Mills and its visitors.

### **Improvements to other heritage attractions**

#### Building 17 Cromford Mill

Planning permission for the project and listed building consent was approved for Building 17 in October 2010. The Heritage Lottery Fund approved a grant of £2,090,000 towards the project. The funding application for European Regional Development Fund was submitted and is under appraisal with a decision due in autumn 2011. Further work was carried out the project in terms of the final costs and securing the remaining funding for the project, and other sources of funding were looked into. Due to the previous use of the building, there was an issue about contamination and the Architects are working on how to resolve this including sourcing funding to carry out the work.

### **Interpretation Boards and leaflets**

#### Former Milford Foundry Site

Cllr Andrew Lewer, the Chairman of the newly-formed DVMWHS Board, officially unveiled the two new interpretation boards on the former foundry site at Milford, in October 2010. The boards explain the industrial history of the site.

#### Cathedral Green, Derby

Two new interpretation panels were erected on Cathedral Green, funded by Cityscape. They explain the significance of the Silk Mill, and the changes to the mill’s setting over the past three centuries.

#### Walks leaflets

The walks leaflets which accompanied the erection of the earlier interpretation boards continue to be popular with the public, although some are now beginning to run out. Funding was secured to reprint the two Belper walk leaflets, but more is needed to reprint the rest of this family of supporting literature.

#### Belper Town Walk

The first edition of the Belper Town Walk quickly sold out. The Derwent Valley Mills Education Trust has funded a reprinting of the walk, this time with a cover in colour.

#### Fitton and Wadsworth books

Manchester University Press have agreed to reprint for the WHS Partnership ‘Arkwrights: Spinners of Fortune’ by RS Fitton and ‘The Strutts and the Arkwrights’ by Fitton and Wadsworth. The DVMWHS branding will appear on new covers and new prefaces will be written for both books, which are to be printed in 2011/12.

### **Objective 14: Develop Co-ordinated strategies for site publicity**

This objective is related to the development of a marketing strategy for the site which is in turn inextricably linked to developing mechanisms to unlock the educational potential of the site. It is therefore hard to separate this objective from Objectives 15 and 21. The actions sited under this objective in the Management Plan include the production of a newsletter and site wide leaflets.

## **Branding Strategy**

The new promotional items have been on sale at a number of retail points within the WHS and the items have sold well during the year. Discussion about the range of items available for sale has been continuing with the group to look at increasing the range. Part of the Branding Strategy was to promote the new brand and this has begun with the new signage.

## **Signage**

Derbyshire County Council secured £104,600 of funding from the Regional Improvement and Efficiency Partnership towards increasing the impact of the DVMWHS by raising the profile of the WHS as a coherent entity. The project funding was available until September 2011.

One element towards achieving this was a £91,400 scheme to create branded signage. The new WHS logo was used on 'brown' tourist road signs and at entrance points to the DVMWHS. This will help people navigate their way to the WHS from the A38 and A52, and along the A6.

The signage project is being delivered by Derbyshire's Highways Division in partnership working with the Conservation and Design Section of the Environmental Services Department, Derby City's Highways Team and in liaison with the Highways Agency.

As well as making it much easier for the visitor to find the World Heritage Site it is now much easier for visitors and residents alike to understand its extent and to know where the key visitor locations are within it. All signs are expected to be in place by the summer of 2011.

## **Newsletter**

The tenth World Heritage Site Newsletter was distributed in September 2010 – 35,000 copies were distributed to households within the site and the surrounding area. An additional 5,000 copies were distributed to the main key sites, local libraries and Council offices. This newsletter and previous issues are available on line to download through the Derwent Valley Mills website. The 20-page publication was the biggest newsletter so far, and again reflected a very busy year with an increasing number of activities and improvements within the World Heritage Site.

## **Discovery Days**

Attendance figures for the sixth Discovery Days Festival nearly doubled in 2010. The ten day event saw over 11,500 attendances across 120 events – over 5,000 more than in 2009. Promotional support from the Peak District and Derbyshire Tourist Board helped to bring in visitors from across the UK, including Kent, Yorkshire, Cumbria and the Midlands, some staying the full week.

The most successful new event was the opportunity to access the top floors of Belper's East Mill (pictured).



Over 2,000 people went up to the fifth and sixth floors to see the views and visit stalls and exhibitions. 120 people attended tours of the mill. The previous day a steam rally and 1745 battle re-enactments from the Charles Edward Stuart Society proved popular on Derby's Cathedral Green. Guided walks and tours throughout the week were well attended, and the final weekend based around Cromford attracted large numbers despite the canal being no longer sufficiently deep to have a horse-drawn narrowboat on the water as happened in previous years.

Attendances for activities were higher across the ten days. The festival received a significant boost from the Derbyshire County Library Service this year, with activities running over seven days at Belper Library, a launch event for the new Reading Detectives scheme at Cromford, Book Pushers giving readings at Duffield and the lecture hall in Chesterfield Library being used to launch the festival with a lecture by Lynn McDonald, the world's foremost expert on Florence Nightingale.

### **Visitor Guide**

The World Heritage Site visitor guide promotional leaflet usually produced in January was held back for review by the new WHS Director on his arrival in April 2011. It was published that month, outside the period covered by this report.

### **Group Visit Guide**

Supplies of the Group Visit Guide, aimed specifically at group visit organisers, was still in sufficient supply to stock each of the key mill sites throughout the year, although the present leaflet branding is outdated so a redesign is needed.

### **The [www.derwentvalleymills.org](http://www.derwentvalleymills.org) website**

See under *Objective Eleven* above.

### **Press Releases**

Press releases continued to be distributed, specifically before and after the Discovery Days Festival.

### **Objective 15: Develop mechanisms to facilitate access to the site and to unlock its full potential as an educational learning resource**

The World Heritage Site can provide not only a venue for projects but more importantly it can provide inspiration for creative projects in conjunction with learning more about the site itself. In addition this is also a way of making the site accessible to a wider audience. As a result of liaison between the heritage sites and advisers, and funding from DDEP a number of initiatives were completed.

### **Arts Projects**

The World Heritage Site Partnership benefitted from a grant from the Regional Improvement and Efficiency Partnership, just before it was wound up, to finance two projects. The major one was for road signing (see Objective 14 above) but £8,200 was awarded for the production of a three-minute promotional film.

The primary use for the film will be for showing on town and city centre big screens, in the lead up to the 2012 Olympics. It is however available for many other uses, including screening in the principal visitor centres within the World Heritage Site.

The film was conceived as an artistic commission and a number of film makers were invited to submit proposals. The commission was awarded to Matt and Rob Vale who impressed the commissioning panel with their track record of interpreting the special quality of places through film incorporating dance and music using split screens (as seen here).



The work on creating the film was completed in time for an official launch and premiere at the award-winning independent Ritz Cinema in Belper on March 1, 2011.

*Threads*, a three-year Heritage Lottery funded project to capture the oral history, stories and reminiscences of people who used to work in the Derwent Valley Mills, was successfully completed. Belper-based Fleet Arts employed artists and workshop facilitators who are experts in oral history, website development and photography to work with the local communities to capture their stories in written and spoken words, poetry, music and pictures. The memories are preserved on a website, rather than in a printed publication, and can be accessed from [www.derwentvalleymills.org](http://www.derwentvalleymills.org) and [www.artsderbyshire.org.uk](http://www.artsderbyshire.org.uk). More than 50 local people have been involved, and many memories and stories recorded for posterity.

A one-year project to re-interpret, through visual art and oral history, the wartime stories of Belper and the wider World Heritage Site, was successfully completed. Titled '*Re:connaissance*' the project saw the unearthing of memories and memorabilia by Dee Shiels, a visual artist, who interviewed a number of older people with memories of World War, including people from Southend-on-Sea, who were evacuated to Belper.

For the *Discovery Days* in 2009 an artist's installation was set in the doorway of one of the air-raid shelters under Belper's Memorial Gardens. Dee continued to work on the installation, and workshops were held with local school children, to help them understand wartime Belper. Three handmade "resource boxes" for workshop activities were completed and made available to borrow and use, on the theme of "Make Do and Mend" – covering knitting, rag rugging and darning – and include workshop activity instructions, materials and equipment.

In July 2010, the completion of *Re:connaissance* was celebrated at the Strutt's Centre in Belper, with an exhibition collecting the memories of over 50 people and their memorabilia. A number of the evacuees from Southend on Sea plus people who housed the evacuees travelled from as far away as the south coast to see what had been collected in the display and resources boxes.

## **Publications**

### Souvenir Guidebook

Now in its fourth year, the Souvenir Guidebook proved to be a steady seller along the World Heritage Site. There is a need to update the guidebook with the new branding, but more of the current stock needs to be sold first to provide for the Education Trust's revolving fund.

## Education

Another busy and exciting year for the education working group has seen a great number of learning visits continue to the various mill sites and communities for fieldwork, learning days and special events as well as a wide range of other programmes.

On the run up to the 2010 Discovery Days presentations were given in five schools along the valley, to 718 pupils. The interactive presentation saw pupils becoming John Lombe, Richard Arkwright and Jedidiah Strutt and slowly converting a blue washing line of textiles items into a map of the Derwent Valley with the key sites, mills and communities all in place. Once the young people understood the importance and significance of this world heritage site they were told about the additional opportunities to come and find out more during *Discovery Days* and given leaflets about the events.

Another learning project leading in to *Discovery Days* saw pupils from three schools becoming geocachers. With equipment funded by SEEDS (Supporting Environmental Education in Derbyshire Schools) the pupils explored their own area of the Derwent Valley Mills World Heritage Site and found out about how things can be located using a GPS (Global Positioning System) and satellite technology. The young people were then helped to create their own 'cache' and treasure box putting in information about why this place in the world heritage site is special to them and sharing this online. There were over 100 visits to the six new DVMWHS geocache sites logged online in the first two weeks. The geocaches are still in place, regularly visited and offering an alternative way of finding out about the World Heritage Site.

This was the third year of working collaboratively with trainee teachers from Derby University. The project saw groups of students working with staff from Derby Museums and Galleries, Crich Tramway Village, Strutt's North Mill in Belper, Cromford Mill and Masson Mills to develop learning outside the classroom resources for young people. These were trialled with visiting young people from around the county and included investigating the landscape and habitats around Cromford with bug hunts, nature trails and den building to finding out about cotton manufacturing and pupils 'becoming' giant textiles machinery at Masson to understand the technology and engineering processes.

Following attendance at the 'Making Sense of Our Sites' national education conference for world heritage sites at New Lanark in Scotland the DVMWHS education group were invited to write a case study for UNESCO on best practice in World Heritage education for a forthcoming publication.

Throughout the year, Derbyshire Environmental Studies Service supported the Derwent Valley Mills to develop information and interpretation materials, designing new activities and resources that will help to enhance the learning experiences on site at the mills and around the communities in the valley. The service has also supported the work at Strutt's North Mill below.

### Strutt's North Mill

During the year work has taken place on developing aspects of the 2009 feasibility study by Acorn Consulting on supporting the long term sustainability of Strutt's North Mill. The education element of the report has been developed looking at funding opportunities and how this could support the volunteer led education programme that is currently being delivered by the Trust. The focus has been on sourcing funding and developing a project that will allow for resources to be developed so that more group visits from schools can be accommodated and these can be led by the teachers, ensuring that space at the mill is maximised. Consideration on how to make the limited space available more flexible is also being investigated.

## Transportation

Transportation issues play a key role in the long term conservation and management of the site. It is essential to improve the existing system, particularly the integration of different modes of travel as well as encouraging more sustainable forms of transport.

### **Objective 16: Identify and review transportation problems and opportunities within the site and on routes giving access to the site**

#### **Ambergate Leaflet and Train Windowgazer Leaflet**

Both of these leaflets, researched and put together by the DVMWHS officers, have proven to be greatly popular and are now out of print. There is a desire to find sufficient funding for rebranded versions to be printed, encouraging people to use the Derwent Valley Line.

#### **The Derwent Valley Heritage Way**

The Derwent Valley Heritage Way, a 55 mile continuous walking route between Ladybower Reservoir in the north to Shardlow in the south and passing through the entire length of the World Heritage Site, is a well marked walking route providing a sustainable mode of accessing the site and is a key part of the developing integrated transport system. Interest in the Derwent Valley Heritage Way continues to grow, and has proven to be an attractive method of exploring the DVMWHS.

### **Objective 17: Investigate the potential for better transport integration within the site and buffer zone**

The popularity and reliability of the hourly Derwent Valley Line train service between Nottingham Derby and Matlock has continued during 2010/11. During that time, 93% of trains ran to time and there has been an overall 12% increase in passenger journeys at local stations. Following the introduction of the hourly service at Cromford (pictured) and Whatstandwell stations in December 2009, these stations have seen the largest percentage increase in 2010/11 with 30% and 40% increases respectively on 2009/10. Other Stations in the World Heritage site have also increased



this year - Ambergate 11%, Belper 19% and Duffield 24%. Over the last three years comparing the number of passenger journeys in 2010/11 with 2007/8 (before the hourly timetable) there has been an overall 94% increase in passenger journeys. The increases by station are Ambergate 100%, Belper 103%, Cromford 79%, Duffield 129% and Whatstandwell 83%.

During the year, the Derwent Valley Line Community Rail Partnership has placed regular train adverts in local community newsletters in Cromford, Duffield and Whatstandwell, notably the three stations that have had the largest percentage increases in passenger journeys in 2010/11.

## **Your guide to the Derwent Valley Line**

'Your guide to the Derwent Valley' leaflet was again produced by the Derwent Valley Line Community Rail Partnership in partnership with East Midlands Trains. It included train times, places to visit, walks and vouchers to some attractions including Cromford Mill and Masson Mills.

### **Objective 18: Ensure that Local Transport Plans and the proposals of other transport providers take into account the conservation needs of the whole site**

In April 2011, following consultation during the period covered by this report, both Derbyshire County and Derby City Councils adopted their respective third Local Transport Plans, which together cover the World Heritage Site. Both Local Transport Plans seek to develop long term transport strategies that look towards 2026 providing a basis for transport policy over the next fifteen years, which will help secure funding for transport initiatives to develop a sustainable transport system. They seek also to support both the local and sub-regional economy and are intended to develop in a more sustainable and healthy transport system.

Both Local Transport Plans include consideration of economic, environmental, and social concerns in the years to come. In particular, there is much to learn about the true relationship between transport planning and a low carbon economy – this will emerge, as the work of the new Local Enterprise Partnerships gets underway. Their role is to create the conditions for economic and business growth through focussing on economic development using local knowledge and expertise. The partnerships will provide evidence to help inform the Local Transport Plan.

Following national guidance, the strategy for both Local Transport Plans starts with identifying a set of challenges for:

- Supporting a resilient local economy, supporting growth and economic competitiveness.
- Tackling climate change by developing and promoting low-carbon travel choices.
- Contributing to better safety, security, and health by improving road safety, improving security on transport networks and promoting active travel.
- Promoting equality of opportunity through the delivery and promotion of accessible walking, cycling and public transport networks, whilst maintaining appropriate access for car users.
- Improving quality of life and promoting a healthy natural environment by promoting investment in transport that enhances the urban and natural environment and sense of place.

Both Local Transport Plans have been produced after rigorous strategic environmental assessment of their respective transport strategies. The Local Transport Plans however are not a prescriptive list of things that both councils will be doing in the next 10 years, although in developing any proposals for the World Heritage Site, conservation needs of the whole site, including bio-diversity issues, will be taken into account.

## Sustainable Tourism

Tourism is a key industry which contributes to the revenue of the sites themselves thus aiding their repair and restoration. It also supports local business resulting in economic benefit to the local community. There is a need for a careful balance to be struck between protecting the heritage asset and amenity for local residents and tourism. Pressure from an increased number of visitors is most likely to be expressed in terms of car parking and traffic management, which is addressed under the transportation section.

For the site to prosper there is a need for a strong economic base for the communities. At present, the tourist trade and employment presented by the key sites is limited and is insufficient in itself to support the local economy. However the site as a whole is an important heritage asset and can play a key role in the sustainability of the communities within it and as part of heritage led regeneration. The current Partnership Scheme in Conservation Areas, and the Townscape Heritage Initiative in Belper and Milford of 2005-9 are vehicles which will help deliver sustained economic vitality of the community, and the work of the World Heritage Site's Economic Development Programme Coordinator, Sukie Khaira has also identified economic opportunities within the DVMWHS.

During 2007/8 discussions were held with Scott Wilson acting for East Midlands Tourism to establish a significant placing for the Derwent Valley Mills World Heritage Site in strategies concerning economic benefit through the development of the region's tourism offer. The Scott Wilson report recommended the development of a branding and marketing strategy for the WHS and a structure for future development. Work has begun on providing these pieces of work, to ensure the DVMWHS is in the best possible position for attracting development funding in the future.

### **Objective 19: Assess the capacity of individual locations within the site to absorb tourism and derive a sustainable tourism strategy which benefits the local economy**

At present, there is not considered to be a problem with site capacity however more sophisticated data collection and information is being developed through the Key Performance Indicators.

### **Objective 20: Encourage individual visitor attractions to adopt the principles of the Management Plan in their individual strategies**

All the visitor attractions are involved in the delivery of the objectives of the Management Plan. The Site Co-ordinator and members of the Partnership are continually encouraging owners to adopt the principles of the plan.

### **Objective 21: Develop an integrated marketing strategy for the site which takes account of the critical balance between conservation and tourism**

It was agreed by the WHS Technical Panel that two key pieces of strategic work needed completing – a Marketing Plan and an Interpretation Plan. These were tendered for in August 2010 with a draft version planned for completion in March 2011. The two pieces of work were tendered at the same time as the consultants involved were required to work together as the two plans would need to complement each other. Ian Parkin successfully tendered for the Interpretation Plan and Jim Orbine for the Marketing Plan.

Both consultants had a series of one-to-one meetings with a range of consultees to develop these. Jim Oribine updated the Tourism Strategy which had been developed in 2008 and incorporated the Marketing Plan within it. The Derby and Belper vision have been developed during the year and meetings have been held in each hub to consider how they can be progressed and the direction they will take. Ian Parkin considered the interpretation currently available in the World Heritage Site and what could be done in the future. The Interpretation Plan is to help everyone clarify the World Heritage Site story and also what is being interpreted in each part of it.

The draft plans were completed for the end of March to allow them to be finalised following the appointment of the new Director for the WHS. The Interpretation Plan and the Tourism and Marketing Plan will be complete by the summer of 2011.

**Objective 22: Ensure integration of strategies for tourism within the Site with the wider strategies pursued by local, county-wide and regional agencies.**

The inclusion of the Derwent Valley Mills within the Scott Wilson report for East Midlands Tourism secured the World Heritage Site's position as a significant destination within the resulting Tourism Investment Plan for the East Midlands.

East Midlands Tourism, and Peak District and Derbyshire Destination Management Partnership are now members of the Derwent Valley Mills Partnership and actively working with the Partnership to ensure joined-up development of strategies to integrate the DVMWHS into the regional tourism landscape.

## Co-ordination, Monitoring and Consultation

### **Objective 23: Formulise arrangements for the continuing management of the site**

The Management Plan established the main structure of the management of the site in the form of the Partnership, the Technical Panel and four sub panels of Transportation, Research and Publications, Tourism Arts and Heritage Sites (TAHS) and the Industry and Commerce Forum. This has remained largely unchanged except for some additions to the membership of the Partnership.

In 2010 discussions were held to consider possible improvements to the present structure of the DVMP, after growing concerns over the Partnership's ability to attract funding and regional recognition. Consultants Roger Tym and partners were appointed to look at alternative governance options, and a working group was set up to take the findings of the consultants forward before recommendations for changes were made to the partnership during 2010/11.

An increase in core funding provided by the lead partners of Derbyshire County Council, Derby City Council, Amber Valley Borough Council, Derbyshire Dales District Council and Erewash Borough Council, allowed for an expansion in the number of WHS officers, to be led by a Director. By March 2011, the WHS Co-ordinator had been joined by a Business Support Officer, the Director had been appointed to start work on 1 April 2011 and work was progressing on the appointment of a Development Co-ordinator. A newly-formed Board, headed by Cllr Andrew Lewer, the Leader of Derbyshire County Council, will manage the work programme for this new officer group.

### **Objective 24: Instigate a continuing programme of consultation and public involvement**

#### **Talks**

World Heritage Site Coordinator Adrian Farmer continued to provide talks on the DVMWHS to numerous groups throughout Derbyshire.

#### **Discovery Day questionnaire**

Information gathered during the *Discovery Days* Festival was overwhelmingly positive. People questioned found events entertaining and informative, and all said they would return for the 2011 festival. Information was received of people from South-East England coming to Derbyshire specifically for the Discovery Days events and using local accommodation providers over several nights during their stay. Visitors from France and Germany were also reported.

### **Objective 25: Develop a policy for acquiring and maintaining collections which support, enhance and help interpret the outstanding universal value of the World Heritage Site.**

This new objective was established during the quinquennial review of the Management Plan, and was signed up to by the Partnership in January 2007. The DVMWHS Acquisitions and Disposal Policy will be reviewed in 2012.

#### **Enlightenment!**

Over the last year the Heritage Lottery Funded programme, '*Enlightenment! Derbyshire setting the pace in the eighteenth century*' has been strategically purchasing collections for the World Heritage Site. The programme is a partnership between three Accredited museums; Buxton Museum and Art Gallery, Belper North Mill and Derby Museum and Art Gallery and the purchases fall within each museums acquisition policies.

Acquisitions have included a set of six aquatints bought at the Chatsworth Attic Sale and a 1790s William Marlow oil painting of Matlock Bath bought at Sotheby's. This art is helping us interpret places like Matlock Bath and map the development of the town through new road developments, tourist infrastructure and river engineering. Other purchases have included knitting machines which will be used for interpretation and objects relating to the Valley's banking industry. Alongside acquisitions the project is funding conservation, interpretation and display and has made new academic partnerships with local universities and the British Museum.

The project has commissioned a research project to look into the Derbyshire ephemera held in national libraries and archives. This compliments and earlier Collections Mapping Project (2009) undertaken by the project and the ongoing work being done by Jane Middleton-Smith at John Smedley.

### **Sir Richard Arkwright's Cromford Mill**

Cromford Mill is planning on creating an area where their archive can be accessed by the public and will be stored to the National Archive standards.

### **Collections Officer**

A part time Collections Officer, Anna Rhodes, is now helping to deliver the *Enlightenment!* project. She will be co-ordinating events connected to the programme to ensure the public are aware of and benefit from the work. The project blog has been increasing in popularity and has had over 5500 visitors.

### **Objective 26: Establish a monitoring regime which informs priorities in the long-term**

This annual report contributes towards the more formal monitoring regime now being established for World Heritage Sites through the introduction of Key Monitoring Indicators.

The Management Plan provides details of key strategic actions contributing to its aims and objectives. The table below is a summary of the targets where progress has been made by March 2011.

STRATEGIC ACTIONS	ACHIEVEMENT
<b>Objective 1: Ensure that the statutory Development Plan and Supplementary Planning Guidance provide policies for development that recognises the significance of the site.</b>	
1. Adopt Regional Plan Policy on Protecting & Enhancing the Region's Natural & Cultural Heritage	The Derwent Valley Mills World Heritage Site (DVMWHS) is given prominence in the Regional Plan as the only such designation in the Region. The Localism Bill proposes that Regional Plans be revoked.
2. Review Local Plans, including Minerals and Waste plans	Derbyshire Dales, Amber Valley, Erewash and Derby City Local Plans include policies relating to the DVMWHS.
3. Produce and adopt Supplementary Planning guidance	Opportunities for developing parts of the management plan as supplementary planning guidance investigated.

<b>Objective 2: Ensure that protection within the policy framework, when developed, remains effective in the long-term</b>	
4. Review boundaries of site and buffer zone	The boundary of the DVMWHS has been scrutinised and recommendations made to the relevant local planning authorities for minor clarifications to mapping.
5. Review success of development plan policies. Monitor management of the site and particularly significant development control decisions affecting it	Monitoring of development management decisions within the DVMWHS continues to be monitored in order to assess the effectiveness of planning policies.
6. Develop key indicators of performance for the site	Key performance indicators have been agreed and incorporated in the revised Management Plan.
<b>Objective 3: Review records of statutory designations for protection</b>	
7. Sites and Monuments Record	A number of additions and modifications have been made, bringing the total of entries wholly or partly within the World Heritage Site to 326. The Sites and Monuments Record is now known as The Historic Environment Record.
8. Review non-statutory local lists and liaise with EH and DCMS on buildings threatened and deserving statutory protection	Work progressing with Derby City Council for new additions within the DVMWHS.
9. Carry out reviews of conservation area boundaries	A review of the Cromford Conservation Area boundary has been undertaken by Derbyshire Dales District Council in 2007. Boundary reviews have also been undertaken as part of Conservation Area Character Appraisals for Castle Top / Lea Bridge/ High Peak Junction, Matlock Bath and Bonsall Conservation Areas.
<b>Objective 4: Establish an accurate picture of the current condition and vulnerability of the cultural heritage</b>	
10. Monitor condition of Scheduled Ancient Monuments	Monitoring ongoing.
11. Maintain, review and update Buildings at Risk Register	The BAR Register has been revised. A number of properties have been removed in the Derbyshire Dales and Amber Valley entries – to be updated in 2010/11
12. Carry out condition survey of Belper North Mill	A full condition survey has been carried out for the owners by Adam Bench Architects
13. Carry out condition survey of Darley Abbey Mills	Work completed as part of the Darley Abbey Regeneration Strategy

	and actions to be proposed for buildings in poor condition.
14. Complete the Cromford Cultural Landscape Project and publish a Conservation Management Plan for the Cromford Canal	Conservation Management Plan published. Funding secured from the East Midlands Development Agency to safeguard and improve Cromford Canal.
<b>Objective 5: Encourage owners to ensure that maintenance, repair and restoration are carried out sympathetically and to a high standard.</b>	
15. Establish and operate a Townscape Heritage Initiative (THI) grant scheme for the Belper and Milford Conservation Area.	Scheme completed successfully.
16. Continue and develop a Heritage Economic Regeneration Scheme (HERS) for The Derwent Valley	Continued investment in the repair and restoration of buildings in Belper & Milford and Cromford Conservation Areas through the PSiCA grant scheme and its subsequent phases or any successor scheme which replaced the HERS.
17. Review grant schemes for listed buildings and conservation areas	A case for designating a conservation area for Ambergate and for including a number of presently excluded buildings within the English Heritage Derwent Valley Grant Scheme has been made by Melanie Morris Conservation
18. Pursue strategies for identifying buildings at risk	Derbyshire County Council continues to liaise with district councils on updating buildings at risk register.
19. Review published advice and add new literature	New literature developed for PSiCAs scheme.
20. Continue provision of specialist staff to advise owners	Specialist staff continue to be employed by the County, City and District Councils.
21. Work with owners to encourage the development of conservation plans for the key properties	A Conservation Statement for Cromford Mill has been produced.
22. Work with owners to pursue funding for essential repairs and planned maintenance to weirs and other significant water features within the site	Need for repair work raised with owners.
23. Work with landowners to ensure that key biodiversity sites and features are maintained, and to deliver LBAP targets for habitat creation and management.	Ongoing through the Lowland Derbyshire Biodiversity Partnership.
<b>Objective 6: Maintain and enhance the quality and distinctiveness of the Derwent Valley Mills Cultural Landscape</b>	
24. Define the quality and distinctiveness of the cultural landscape	A Cultural Landscape Statement has been added to the Management Plan as Appendix 17
25. Carry out conservation area character appraisals and produce townscape enhancement programmes	Conservation Area Character Appraisals prepared for Belper and Milford and for Darley Abbey.

	Conservation Area Appraisals have been approved by Derbyshire Dales District Council for Cromford, Castle Top/Lea Bridge/High Peak Junction, Matlock Bath and Bonsall.
26. Carry out environmental improvements within the site	Environmental enhancement projects carried out in Belper as part of the THI programme.
27. Carry out specific improvements at the Clusters, Belper and at Cromford Canal	A programme of research and consultation has been undertaken for the Clusters roads as part of the Belper THI programme. Residents are being encouraged to take the work further. Funding for a programme of repair and enhancement at Cromford Canal has been secured from emda.
<b>Objective 7: Protect and enhance the character of parks and gardens, particularly those included in the English Heritage Register</b>	
28. Encourage Derbyshire Historic Gardens Society to develop its local list of historic parks and gardens	Enhancement for Belper River Gardens completed bar the rebuilding of the tea rooms.
29. Review status of Allestree Park	Local Nature Reserve Status achieved.
<b>Objective 8: Protect and enhance areas of landscape character within the site</b>	
30. Finalise landscape character assessment for Derbyshire	The Landscape Character Assessment (LCA) for Derbyshire has been completed and published.
31. Produce over-arching landscape management guidelines	The Landscape Character Assessment publication includes landscape management guidelines.
<b>Objective 9: Conserve and enhance biodiversity within the site</b>	
32. Continue to promote targets and actions within the Lowland Derbyshire Local Biodiversity Action Plan	Work ongoing. Development work begun on developing plan for habitat and species work specifically within the DVMWHS.
33. Continue to promote participation in the Environmental Stewardship Scheme and England Woodland Grants Scheme. Continue to seek appropriate agri environment HLS targets to benefit landscape and biodiversity features	Ongoing. Some Higher Level Stewardship applications were submitted. Promotion ongoing and will be included in project above.
34. Continue to promote other grant aid opportunities for biodiversity enhancement such as those offered by Landfill taxes through SITA etc	Ongoing. Biodiversity Officer keeping partners aware of funding opportunities.
35. Monitor operation of hydropower sites	Discussions have been held with the major hydro power operator regarding expansion of hydro power in the WHS.
36. Seek, where appropriate, protection and designation for sites which support priority biodiversity habitats and species	Declaration of Darley and Nutwood Nature Reserve as a Local Nature Reserve.

<b>Objective 10: Ensure that effective measures are in place to deal with risks and hazards that may threaten the site</b>	
37. Formulate 'Fire Action Plans' for key buildings within the site	Ongoing. The manager of Belper North Mill undertook emergency and disaster preparedness training and documents to outline the emergency planning procedure were prepared.
38. Formulate 'Flood Action Plans' for key buildings within the site at risk of flooding	The Environment Agency began a strategic review of flooding and flood management along the Derwent from Ladybower Reservoir to Derby.
39. Establish ongoing programmes of evaluation to identify other risks to key structures within the site and to develop appropriate action plans	Protection for the listed Georgian Gangway footbridge at Belper via installation of a traffic impact protection system
<b>Objective 11: Co-ordinate information from all sources to provide a comprehensive site database</b>	
40. Establish a GIS database of currently available information about key heritage resources and other assets (including natural heritage and tourism facilities) within the site	GIS database sits with Derbyshire County Council's Historic Environment Record Officer. Development continues.
41. Identify gaps in information and instigate surveys where necessary	Research gaps identified for further work. Some work (eg Rock House, Cromford, Bridge Hill House, Belper, Willerlsey Castle) carried out.
<b>Objective 12: Encourage and promote further research into the historical, archaeological and other values of the site and its constituent elements</b>	
42. Agree an Historical & Archaeological Research Framework and Agenda	Meetings held to establish a method for taking project forward.
43. Instigate research through voluntary bodies and research institutions	Research into the history of Darley Abbey and Rock House Cromford is ongoing. Also Bridge Hill House, Belper, and Willerlsey Castle
44. Harness the expertise and resources of further and higher educational institutions	Derby University now hosts the DVMWHS Web Site
<b>Objective 13: Encourage a cohesive strategy for the presentation and interpretation of the site</b>	
45. Establish a Site Collections Working Group	Achieved.
46. Develop site-wide guidelines for presentation, communication and interpretation	Development of interpretation material for the former Milford foundry site.
47. Pursue museum development plans	Commissioned new options and feasibility study for Derby's Silk Mill, resulting in three alternative options. Major work completed on enhancement project to improve the appearance and public use of Cathedral Green outside the Silk

	Mill. Interpretation panels to follow. Establishment of Belper's North Mill as a Franchise Tourist Information Centre with funding from East Midlands Tourism.
48. Ensure nature conservation interests are integrated	Ongoing. Development work begun on developing plan for habitat and species work specifically within the DVMWHS.
49. Establish an archive of high-quality digital images for promotional purposes	High-quality digital image library established and steadily growing.
50. Further develop the website to provide a comprehensive resource on the WHS and its management.	Increase in use of the DVMWHS website.
<b>Objective 14: Develop Co-ordinated strategies for site publicity</b>	
51. Produce summaries of the Nomination Document and Management Plan	Book version of Nomination Document still in print.
52. Produce an occasional Newsletter and site-wide leaflets	Publication of updated visitor guide and Ambergate leaflets.
53. Encourage organisers of events within the site to encompass the world heritage theme	Information provided for distribution by running event organisers. Support for Derwent Valley Line event in May 2007.
54. Ensure due emphasis is given to the natural environment, in addition to the built environment, in site publicity	Natural environment related activities established within Discovery Days. WHS Officer involved in work to develop plan for habitat and species work specifically within the DVMWHS.
55. Encourage and co-ordinate participation from all partners and key sites in the annual Discovery Days events	Expansion of the annual promotional Discovery Days event to include over sixty events, with support from Rolls Royce Post Graduates. Expansion to 9 days planned for 2008.
<b>Objective 15: Develop mechanisms to facilitate access to the site and to unlock its full potential as an educational learning resource</b>	
56. Establish and sustain liaison between education providers, advisers, heritage sites, museums and others to develop and exchange best practice, to explore joint initiatives and to promote the site in vocational training	Training of volunteers and staff within the mills and related sites, made possible through a Learning and Skills Council grant. Promotion of the Site by hosting meetings for ICOMOS-UK at Cromford and LAWHF in Derby.
57. Explore the provision of education resources for both schools and lifelong learning	Education Working Group for the DVMWHS established to look at developing new resources.
58. Pursue the creation of an interactive website, linked to the Derbyshire & Peak District Destination Management System.	Website created and heavily used across the globe.
59. Extend and enhance the educational resources within the website.	Resources development progressed by the Education Working Group.

60. Encourage arts and cultural projects involving local schools, community groups and others, which will provide material for the website which can help other educationalists	Active DVMWHS Arts Group has completed several projects, including provision of an arts strategy for the Site. Further work is in development.
61. Encourage the production of community guides, walking tours and other interpretation programmes which have a minimal physical impact upon the site and encourage use of public transport	Publication and launch of the first DVMWHS Souvenir Guidebook. Funding secured for creation of a Belper Town Walk focusing on the DVMWHS story.
62. Encourage participation in regional, national and international education projects	Being investigated for future development by the Education Working Group for the DVMWHS.
63. Develop an outreach programme to encourage and support the teaching of the DVMWHS story within the national curriculum	Developing the use of the Site by school groups via creation of an Education Working Group for the DVMWHS.
<b>Objective 16: Identify and review transportation problems and opportunities within the site and on routes giving access to the site</b>	
64. Initiate an Integrated Transport Strategy for the Site	
65. Create a walking route along the Derwent Valley Heritage Way (Phase 1); pursue the creation of a multi-user route (Phase 2)	A long distance pedestrian way along the Valley – The Heritage Way – has been created.
<b>Objective 17: Investigate the potential for better transport integration within the site and buffer zone</b>	
66. Liaise with relevant bodies in development of Local Area Transportation Programmes.	New hourly Monday to Saturday Nottingham-Derby-Matlock service to most Derwent Valley line stations agreed for 2008/9, through the new Community Rail Partnership.
<b>Objective 18: Ensure that Local Transport Plans and the proposals of other transport providers take into account the conservation needs of the whole site</b>	
67. Liaise with transportation teams in the two highways authorities	Ongoing
<b>Objective 19: Assess the capacity of individual locations within the site to absorb tourism and derive a sustainable tourism strategy which benefits the local economy</b>	
68. Establish liaison with tourism groups on capacity study results	Peak District and Derbyshire DMP representation on Tourism, Arts and Heritage Sites Panel, which has developed survey for venues.
69. Ensure provision of essential infrastructure (first phase)	Considered in the newly adopted Action Plan by Derby City Council for its part of the WHS.
70. Provide information and support for local shops, tourism providers and potential investors	Information packs provided.
<b>Objective 20: Encourage individual visitor attractions to adopt the principles of the Management Plan in their individual strategies</b>	
71. Negotiate with site owners	Branding strategy to strengthen links across the WHS has been supported and embraced by site owners.

<b>Objective 21: Develop an integrated marketing strategy for the site which takes account of the critical balance between conservation and tourism</b>	
72. Establish Tourism, Arts and Heritage Sites (TAHS) Panel	Panel established.
73. Produce a marketing strategy	Strategy produced, but needing a major review.
<b>Objective 22: Ensure integration of strategies for tourism within the Site with the wider strategies pursued by local, county-wide and regional agencies.</b>	
74. Establish liaison between TAHS Panel, the Peak District and Derbyshire Destination management Partnership, East Midlands Tourism, Derbyshire Tourism Forum and local groups	DVMWHS highlighted in the East Midlands Tourism Investment Opportunities Study
<b>Objective 23: Formulise arrangements for the continuing management of the site</b>	
75. Establish constitution of the Management Panel, Technical Panel and Liaison Panels which form the Derwent Valley Mills Partnership	Panels established and actively working.
76. Secure sustainable funding and appointment of a Derwent Valley Mills World Heritage Site Coordinator	Coordinator post established and sustainable funding for position achieved.
<b>Objective 24: Instigate a continuing programme of consultation and public involvement</b>	
77. Prepare a consultation programme. Implement the programme and monitor results.	Coordinator regularly gives talks within the DVMWHS community, including updates for groups actively involved in the Site.
78. Establish Industry and Commerce liaison panel to ensure economic development interests are involved in the plan	Creation of an Economic Development Post for the DVMWHS to further that development.
<b>Objective 25: Develop a policy for acquiring and maintaining collections which support, enhance and help interpret the outstanding universal value of the World Heritage Site.</b>	
79. Establish which collections hold material relating to the World Heritage Site and which enhance the telling of its story	Improving measures to protect artefacts of importance to Site via creation of Collections Working Group; submission of a Collecting Cultures bid was made to the Heritage Lottery Fund, a scheme to obtain new artefacts that relate to the World Heritage Site.
80. Prepare collections policy	Collections Policy agreed.
81. Implement the policy	Collections Policy adopted.
<b>Objective 26: Establish a monitoring regime which informs priorities in the long-term</b>	
82. Develop key indicators for monitoring the site which align with those used by UNESCO in its periodic monitoring regime.	Key Performance Indicators agreed for two year trial period, before a final list of KPIs are agreed.
83. Produce and disseminate an annual monitoring report	Annual report produced and made available through the DVMWHS website.
84. Ensure ongoing programmes of evaluation to assess the progressive impacts of tourism activities and development.	Survey work established for the key tourism sites within the DVMWHS.
85. Review and update the plan at regular intervals	The next quinquennial review of the Management Plan is in 2012.

## Projects not Identified in the Management Plan

### Economic Development

Many of the projects in this year have been in partnership with other areas including Arts and Education and these have been reported in the relevant sections of the Annual Report.

### Arkwright Cluster

The work on the Arkwright Cluster continued in 2010 with meetings between the key sites in the area within the World Heritage Site and also bringing in nearby key attractions with a heritage focus.

The main findings within the report were that the “Cluster has the potential to offer a tourism experience built on an almost unique mix of built heritage and natural landscape to rival most comparable UK world heritage site destinations”. The Plan then recommends a proposition based on five key elements:

- The main Visitor Interpretation Centre for the Derwent Valley Mills World Heritage Site
- A variety of fascinating and significant industrial heritage attractions
- Gentle outdoor experiences based around attractive waterways and nature reserves
- Mill-based retail clothing outlets
- Special events, tours and walks

And the key requirements to make this a reality are:

- A coordinated approach to visitor management and to the promotion of the Cluster
- Significant investment in visitor infrastructure – especially interpretation and orientation material
- A pro-active approach to traffic management and to linking rail infrastructure to the cluster
- The promotion of the Cluster using a single unifying identity - a destination within a (WHS) destination.

The report makes it clear there were areas that could be developed by the sites where they could work together in a way that would benefit them all and this is now part of the next phase of work.

### Darley Abbey

The second public consultation event was launched on 15 May at the Village Hall in Darley Abbey and ran until 11 June. The draft Darley Abbey Regeneration Strategy and a number of informing documents were part of the public consultation. Members of the project team including Atkins, Derby City Council officers and the World Heritage Site were there to answer questions and to explain the plan for the mill complex and stables. 129 people attended the event on the day and then the exhibition was relocated to the Silk Mill for the rest of the consultation period, with copies of the Strategy at key locations around Derby including at the Silk Mill, Central Library and Roman House reception. The documents were also available on line and there were a variety of ways to give feedback including using the opinion meter, paper questionnaires, and on line questionnaire, verbal feedback and letters. Atkins completed the project in June 2010 with the comments incorporated into the Strategy and this was then endorsed by Derby City Council in September 2010.

The key recommendations from the Strategy included:

- A major programme of repair and conservation works for the historic buildings

- Creation of high quality public realm around the buildings
- Rationalised and improved car parking
- Improved pedestrian and cycle links with wider area and City Centre
- Replacement or upgraded vehicle bridge
- Improved public access to the Mills and Stables
- Upgrading of Haslam's Lane
- Flood defence works as part of the Blue Corridor Masterplan
- Development of a new planning policy framework
- Long-term change in the mix of uses on-site (led by private sector)

The Darley Abbey Mills Partnership was established which includes the owners from the mill complex, chaired by the Leader of Derby City Council, with officers from Derby City Council, Derwent Valley Mills World Heritage Site and English Heritage. This group has been set up to deliver the key recommendations from the Strategy and has been meeting regularly to progress this.

A stage 1 funding application was submitted to the Heritage Lottery Fund in November 2010 for a Townscape Heritage Initiative fund for the mill complex to carry out a major programme of repairs with match funding from Derby City Council, the decision on the application is expected in April 2011. A funding application for Regional Growth Fund was submitted in January 2011 for the long term regeneration of the site including public realm works and improved access to the complex, with a decision due in April.

## Priorities for 2011/12

- A number of targets for 2011/12 have been identified, which are listed below.
- Repairs to Belper North Mill
- Monitoring of planning applications within the Site and the Buffer Zone
- Maintaining dialogue with the owners of Belper North Mill to ensure improved maintenance
- Supporting the Arkwright Society HLF project
- Supporting the Silk Mill Project
- Supporting further development of Strutt's North Mill, Belper
- Supporting the Darley Abbey Mills Regeneration Work
- Supporting the dredging of a section of the Cromford Canal
- Supporting the residents' restoration plans for Long Row, Belper
- Supporting development of sustainable and tourism-related transport
- Supporting development of the three WHS regional clusters, and the network necessary to achieve that development.
- Delivering Discovery Days.
- Fund and carry out market research on visitors in the DVMWHS
- Beginning work on the revised UNESCO Management Plan
- Reviewing the effectiveness of the WHS Panels and Working Groups
- Appoint Co-ordinator (Learning)
- Plan, fund and deliver key profile raising projects.
- Develop project for UNESCO Youth World Heritage Summit in Greenwich 2012.
- Developing a scheme for the recruitment, training and development of volunteers for the WHS.

## Member organisations of the Derwent Valley Mills Partnership

**Due to the size and complexity of the Derwent Valley Mills World Heritage Site and the numerous owners and stakeholders, a partnership form of management has been established.**

The Derwent Valley Mills Partnership, chaired by Cllr Andrew Lewer, leader of Derbyshire County Council, is composed of representatives of over 30 separate bodies including the local councils, voluntary societies, regeneration agencies and conservation bodies. By monitoring the implementation of the Management Plan the partnership are responsible for the conservation of the site, encouraging sustainable modes of transport, unlocking the educational opportunities, and developing tourism and the local economy in an environmentally and economically sustainable way for the benefit of the local community.

The Derwent Valley Mills Partnership is composed of the following partners:

- Amber Valley Borough Council
- Derby City Council
- Derbyshire County Council
- Derbyshire Dales District Council
- Erewash Borough Council
- Derbyshire Economic Partnership
- Belper North Mill Trust
- Derwent Valley Trust
- Derbyshire Wildlife Trust
- Friends of Cromford Canal
- Sir Richard Arkwright's Masson Mills
- The Arkwright Society
- CBI East Midlands
- Department for Culture, Media and Sport
- East Midlands Development Agency
- East Midlands Tourism
- English Heritage
- Natural England
- Environment Agency
- ICOMOS UK
- The Derbyshire Chamber and Business Link
- Alderwasley Parish Council
- Breadsall Parish Council
- Crich Parish Council
- Cromford Parish Council
- Darley Abbey Society
- Darley Abbey Community Association
- Dethick, Lea & Holloway Parish Council
- Duffield Parish Council
- Little Eaton Parish Council
- Matlock Bath Parish Council
- Belper Town Council
- Ripley Town Council
- Wirksworth Town Council
- Derwent Valley Line Community Rail Partnership
- Peak District and Derbyshire Destination Management Partnership



United Nations  
Educational, Scientific and  
Cultural Organization



Derwent Valley Mills  
inscribed on the World  
Heritage List in 2001