



Part 1 Executive Summary

Part 1 Executive Summary and Recommendations

1.1. Introduction

- 1 At its meeting on 22 July 2004, the Culture and Prosperity Commission selected the way in which the Council promotes the Derwent Valley Mills World Heritage Site (WHS) as the subject of its first topic review in 2004/05.
- 2 The review was selected because Commission members wished to examine the actions that have been and will be taken to promote the part of the Derwent Valley Mills WHS that lies within the City boundary and, by implication, to see what else might be done to promote that part of the Site.

1.2. Objectives

- 3 The objectives of the Commission's review were:
 1. To gain an appreciation of the Derwent Valley Mills WHS as a whole and become familiar with the parts of the WHS that lie within the boundary of the City. In order to do this it was thought that the Commission would need to consider:
 - The way in which the Derwent Valley Mills WHS is managed.
 - The way in which the site is promoted as a whole
 - How Derby promotes its part of the WHS within the City boundary
 2. To compare the way in which the Council promotes its part the Derwent Valley Mills WHS with other similar sites in the UK.
 3. If appropriate, to make recommendations for:
 - Raising the profile of the Derwent Valley Mills WHS within the City
 - improving the Council's management role in the WHS
 - improving the way in which Derby promotes its part of the WHS individually and as part of the Derwent Valley as a whole.

1.3. Methodology and Timetable for the Review

- 4 In order to obtain the information needed to achieve its objectives the Commission conducted a series of interviews with witnesses who represented the stakeholder groups that it had identified as being relevant to the review.
- 5 To provide an appropriate framework in which to compare the Derwent Valley Mills WHS with other similar sites, it was considered

advantageous to visit other Industrial Archaeological WHSs in the UK. The Commission also arranged a visit to Derby by the Coordinator for the New Lanark World Heritage Site.

- 6 Table 1 below sets out the timetable for the review and lists the witnesses who were interviewed by the Commission.

Witness/Action		Date
1.	Interview with Isla Macneal, Derwent Valley Mills World Heritage Site Coordinator	27 October 2004
2.	Interview with Mike Kaye, Assistant Director Development	27 October 2004
3.	Visit to the Derwent Valley Mills World Heritage Site	10 November 2004
4.	Visit to Saltaire World Heritage Site, West Yorkshire	17 November 2004
	Interview with Caroline Wilkinson, World Heritage Site Coordinator Saltaire and Stephen Bateman, Conservation and Design Manager, Bradford Metropolitan Council	
5.	Interview with Sarah Jane Brazil, World Heritage Site Coordinator, New Lanark	29 November 2004
6.	Visit to Ironbridge Gorge World Heritage Site, Shropshire	8 December 2004
	Interview with Jonathan Lloyd, World Heritage Site Coordinator Ironbridge Gorge and Richard Bifield, Telford and Wrekin Marketing Partnership Manager	
7.	Interview with Harry Hopkinson, Team Leader Built Environment	9 December 2004
8.	Interview with Anneke Bambery, Head of Museums	9 December 2004
9.	Interview with Maggie Tillson, Tourism Promotions Officer	22 December 2004
10.	Interview with Claire Meakin, Tourist Information Centre Manager	22 December 2004
11.	Interview with Dawn Dagley, Liaison Officer, Derby City Parks	22 December 2004
12.	Interview with representatives of Darley Abbey residents	2 February 2005
13.	Interview with Judy Barcham, Derbyshire County Council	16 February 2005
14.	Interview with Councillors Burgess and West, Derby City Council representative on the Derwent Valley Mills Partnership	23 February 2005
15.	Interview with Darley Abbey Mill Owners	8 March 2005

Table 1

1.4 Outcomes of the Review

- 7 From the evidence heard by the Commission in the course of its review members identified a number of issues associated with the promotion of Derby's part of the Derwent Valley Mills WHS which they considered need to be addressed.
- 8 The evidence considered by the Commission in the course of its review showed that residents of Darley Abbey:
 - a. Are aware that Darley Abbey Mills, Village and Park were part of the Derwent Valley Mills World Heritage Site and consider the Mills to be an important part of Darley Abbey.
 - b. Are aware that the Silk Mill is part of the World Heritage Site in Derby and would like the Council to do more to promote the parts of the Site that lie within the City.
 - c. Have concerns that promotion of the site and any subsequent increase in the number of visitors to the site needs to be managed carefully, particularly in terms of traffic congestion in the Darley Abbey village and surrounding area.
 - d. Do not consider car/coach parking to be an important factor for the World Heritage Site at Darley Abbey.
 - e. Consider that both public transport to the Site and a visitor centre are priorities for attracting more visitors to the site.
- 9 During its evidence gathering interviews the Commission was told that:
 - a. The City Council does not allocate any specific funding to projects related to the promotion of the World Heritage Site.
 - b. The Council is represented on the Derwent Valley Mills Partnership by a number of officers and members, but that there is a lack of coordination between the various Panels' projects.
- 10 The Commission also learnt that:
 - a. There is little World Heritage Site signage in the City and none to direct visitors to either the Silk Mill or Darley Abbey from the Railway Station.
 - b. The foot and cycle path which runs alongside the River Derwent by the Silk Mill has been closed for almost three years and that this discourages people from using this path which runs from the City Centre to the edge of Darley Park.

- c. There is no World Heritage Site visitor attraction or interpretation material available in either Darley Abbey Village or the privately owned mill complex.
- d. The museum at the Silk Mill has limited information about the Derwent Valley Mills WHS and none about the significance of the Silk Mill as the earliest mill building in the Derwent Valley.

1.5 Recommendations

- 11 The following recommendations have been developed by the Commission to address the issues that it has identified in the course of its review of the part of the Derwent Valley Mills World Heritage Site that lies within the boundary of the City.
- 12 For the purposes of the review the Commission defined 'promotion' of the DVM World Heritage Site within Derby in the following terms:
 - Work carried out by the Tourism Unit to inform people about the Site
 - Any other efforts to inform people about the existence and significance of the Site
 - Projects to assist conservation or improvement of any building or area within the Site boundary
 - Any efforts to encourage visitors to the Site within Derby
- 13 With this framework in mind the Commission developed the following recommendations.
 - 1. Within the requirements of the National Curriculum, to actively encourage the Education Service to consider introducing the Derwent Valley Mills World Heritage Site to Derby schools, by the start of the 2005 academic year.
 - 2. To investigate the installation of economically and environmentally sustainable pedestrian and transport links that could be established between the Silk Mill in the City Centre and the Mills at Darley Abbey.
 - 3. To nominate a Derby City Council Officer to co-ordinate the activities of Council and non-Council representatives of the Derwent Valley Mills Partnership.
 - 4. The Council should initially develop and promote of its part of the Derwent Valley Mills WHS, by:
 - a. pursuing funding for a feasibility study into the renovation of the Darley Abbey Stable Block in Darley Park for use as a visitor centre.

- b. assigning an officer to identify and pursue World Heritage Site funding opportunities.
- c. ensuring planning approvals for developments within the World Heritage Site buffer zone in Derby incorporate section 106 agreements that can be used to support Derwent Valley Mills WHS projects within the City.

Recommendation 1

To actively encourage the Education Service to consider introducing the Derwent Valley Mills World Heritage Site to Derby schools, within the requirements of the National Curriculum, by the start of the 2005 academic year.

Reasons 1

- 14 The Commission considers that an excellent way to raise the profile of the Derwent Valley Mills WHS would be for Derby schools to use the educational material currently being prepared by the Derwent Valley Mills Partnership, providing this could be done within National Curriculum guidelines.
- 15 The Commission considers that the benefits of utilising the teachers' resource material on the Derwent Valley Mills WHS, which has been commissioned and funded by the Derwent Valley Mills Partnership are that it will:
 - introduce children and young people to the importance of the WHS within the context of Derby's heritage
 - not result in any additional workload for schools as the material is already available
 - be authentic and accurate as the Partnership's Tourism, Arts and Heritage Panel will approve it
 - be an example of different agencies working together for their mutual benefit.
- 16 This recommendation also supports the aim of the Derwent Valley Mills Management Plan which is 'to increase public awareness of, and interest in, the site and realise its full potential as an education and learning resource.' Article 27 of the World Heritage Convention states that one of the main aspects of a World Heritage Site is that it should inform and educate about the importance of World Heritage.

Recommendation 2

To investigate establishing economically and environmentally sustainable pedestrian and transport links between the Silk Mill in the City Centre and the Mills at Darley Abbey.

Reasons 2

- 17 There is currently no defined route through Darley Park on the west side of the River Derwent between the Darley Abbey Mill complex and the Silk Mill. The Commission considers that this should be addressed as a priority. In its simplest form the route would involve the installation of a footpath and cycleway through Darley Park on the west side of the river, as well as appropriate signage.
- 18 The installation of an appropriately signed and constructed walking and cycling route between the City Centre and Darley Abbey would also serve as a way to physically link the two main parts of the Derwent Valley Mills WHS that lie within Derby and could be combined with the path on the east side of the river to form a circular route. It would also address the issue of the muddy desire line along the west side of the river, about which the Parks Department receive a lot of complaints.
- 19 Estimates received by the Parks department for the cost of installing a path that would run along the riverside in Darley Park between the Rowing Club and the playing area at Darley Abbey were:
 - 2.5m wide approx £35,000, or
 - 3.0m wide approx £42,000.
- 20 The 3.0m wide path would be suitable for bicycles although there is currently no funding available within the Parks Department budget for either option.
- 21 The Commission considers that as present vehicular access to the site is neither practical nor desirable; the installation of a pathway would provide an immediate solution to a longer-term problem. It also supports the Derwent Valley Mills WHS Management Plan aim to 'develop an integrated and sustainable approach to meeting the transportation needs of the site'.
- 22 The implementation of this recommendation would address the issue raised by the Tourist Information Centre (TIC) who currently does not consider the existing route to Darley Abbey Village via Darley Park to be suitable for directing visitors along, particularly in bad weather. If the footpath were provided the TIC could promote that part of the Site more effectively.

Recommendation 3

To nominate a Derby City Council Officer to coordinate the activities of Council and non-Council representatives of the Derwent Valley Mills Partnership.

Reasons 3

- 23 The Commission does not consider that the Council needs greater representation on the Partnership, but it does feel that there is a need to establish better communication between its existing representatives. The evidence gathered by the Commission suggests that the outcomes of Panel meetings are not always communicated back to the relevant organisations. Consequently some departments are not made aware of work relating to the World Heritage Site that is being carried out within the Council or by members of the wider Partnership.
- 24 The implementation of this recommendation would demonstrate the Council's ownership of its responsibility to the Derwent Valley Mills Partnership. The management plan which each partner has signed up to can only be implemented successfully if each is aware of what the others are doing.
- 25 A single point of contact for the Derwent Valley Mills WHS based within Derby would promote internal communication between departments and with Derwent Valley Mills WHS partners. If the contact was based at the Tourist Information Centre they could also provide information to members of the public who wished to know about the Derwent Valley Mills WHS.
- 26 At present there is the equivalent of only one and a half full time people employed to co-ordinate the whole of the Derwent Valley Mills WHS. The Commission considers that a centrally based Derby co-ordinator would be of mutual benefit to the City as well as the other Derwent Valley Mills WHS partners.
- 27 The Commission recognises that this role could support the Council's more senior representatives on the Derwent Valley Mills Partnership, whose commitments to other responsibilities are significant.

Recommendation 4

The Council should help to fund the development and promotion of its part of the Derwent Valley Mills WHS, by:

- a. pursuing funding for a feasibility study into the renovation of the Darley Abbey Stable Block in Darley Park for use as a visitor centre.
- b. assigning an officer to identify and pursue World Heritage Site funding opportunities.
- c. ensuring that planning approvals for developments within the World Heritage Site buffer zone in Derby incorporate section 106 agreements that can be used to support Derwent Valley Mills WHS projects within the City.

Reasons 4

- 28 Without additional financial support it will be difficult for the Council to fund projects within Derby to bring the Darley Abbey Mills, the Silk Mill and Darley Park up to a standard comparable with that of the rest of the Derwent Valley Mills WHS.
- 29 The Commission considers there is potential for the buildings within the Darley Abbey Stable block to be used as a visitor centre for the Darley Abbey element of the Derwent Valley Mills WHS. The stable block buildings retain some original features, but are in a poor state of repair. In order to assess their potential for a Visitor Centre, the Commission recommends that the Council uses some of the funds from the sale of the Darley Abbey Pumping Station to carry out a feasibility study of the buildings' suitability.
- 30 The Commission recommends that the Council allocates an officer to research and pursue funding opportunities for projects related to the development and promotion of the World Heritage Site. It also considers this would be of mutual benefit to the City as well as the other Derwent Valley Mills partners.
- 31 The Commission considers that developments within the World Heritage Site buffer zone in Derby should provide benefit to the wider site. The recommendation to use S106 agreements would support the Derwent Valley Mills Management Plan to ensure that the site's special.