



DERBY CITY COUNCIL

COUNCIL CABINET
14 JUNE 2005

Report of the Director of Development and Cultural Services

Derwent Valley Mills Economic Development Masterplan

RECOMMENDATION

- 1.1 To approve the Terms of Reference for an Economic Development Masterplan for the Derwent Valley Mills World Heritage Site.
- 1.2 To approve the consultation process that the appointed consultants will follow during the development and approval of the Masterplan.
- 1.3 To note Derby City Council officers' response to a list of positioning statements that will shape the priorities for and direction of the consultants' work programme.
- 1.4 To report back to a future Cabinet for the approval of the final Masterplan.
- 1.5 To delegate to the Assistant Director of Development and the Economic Development Manager the responsibility for participation in the project Steering Group and reporting progress to future meetings of Cabinet.

SUPPORTING INFORMATION

- 2.1 In December 2001, the Derwent Valley between Matlock Bath and Derby was inscribed as a World Heritage Site by UNESCO (the United Nations Educational, Scientific and Cultural Organisation). The World Heritage Site embraces a continuous 15 mile stretch of the Derwent Valley and unites the former mill communities of Cromford, Belper, Milford, Darley Abbey and the City of Derby. World Heritage status confirms the outstanding importance of the area as the birthplace of the factory system.
- 2.2 Derwent Valley Mills Partnership (DVMP) is a consortium of almost 30 organisations including local councils, regeneration agencies, conservation bodies and property owners. The Department for Culture, Media and Sport is responsible under the terms of an international treaty (the UNESCO World Heritage Convention 1972) for the conservation, management, enhancement and interpretation of World Heritage Sites. The Government's responsibilities under the Convention are delegated, by and large, to the DVMP, and its management plan sets out how it will meet these responsibilities. Derby City Council is represented on the DVMP Technical Panel by the Assistant Director of Development and on the Partnership Board by Councillor Burgess and Councillor West.

- 2.3 The DVMP's Management Plan defines 25 objectives for the future management of the site which include: nurturing and sustaining cultural assets; improving basic infrastructure and environmental quality; harnessing learning and educational potential; tourism, marketing and the need to promote the area for inward investment. However, it does not deal with the practicalities of how these objectives are to be delivered. The DVMP therefore agreed to develop a complementary Economic Development Masterplan, which will link the economic development potential of the World Heritage Site with the Management Plan through proposing priorities and actions that will contribute to the sustainability of the Site. The future economic prosperity of the World Heritage Site is a vital component of the Derwent Valley Mills Partnership's vision for the site, with the goal of optimising economic benefits for local communities and encouraging conservation-led regeneration in a way that will not damage nor detract from the unique and important character of the site. Any economic projects or proposals are expected to demonstrate that they comply with the overarching World Heritage Site Management Plan and meet in particular the principles of sustainability. Derby and Derbyshire Economic Partnership (DDEP) is funding the Masterplan project and they also see the potential of the Masterplan as a tool to assist the targeting of funding to projects that will deliver economic benefits for the sub-region.
- 2.4 The DVMP Technical Panel nominated a Steering Group to develop a brief for the project and select consultants to produce the Masterplan through a tender process. The Steering Group comprises the DVMP Co-ordinator, DDEP, Derbyshire County Council, Derby City Council and English Heritage. Derbyshire County Council is the Accountable Body for the project and holds the contract with the appointed consultancy firm. Catherine Williams, Economic Development Manager, is currently representing Derby City Council on the Project Steering Group.
- 2.5 In summary the key objectives of this project are to:
1. provide a 'baseline statement' from which a realistic economic assessment of the area's current economic role and future potential can be established and a series of targets defined;
 2. identify the distinctive role the DVMWHS will perform as an economic driver and its potential to support economic regeneration within the sub-region and within the context of the Regional Economic Strategy;
 3. quantify the scale of change and activity appropriate for the DVMWHS, across a range of sectors including tourism, transport infrastructure retail and mixed use development, taking into account the regional/sub-regional role envisaged; and
 4. taking the above into account – provide a coherent integrated economic framework for the World Heritage Site.

- 2.6 An invitation to submit Expressions of Interest was circulated to a number of national and local regeneration consultants in February. From this, 15 expressions of interest were received, from which 7 bidders were invited to formally submit a full tender. 5 formal tenders were received and the Steering Group shortlisted 3 consultants who were invited to interview at the end of March. Following these presentations, a consortium led by Latham's Architects was selected to undertake the Masterplan project. The timetable for completion of the Masterplan is September 2005.
- 2.7 At the project inception meeting on 22 April, it was suggested that the consultants produce a series of positioning statements for consideration by partners. The purpose of this is to consolidate the Terms of Reference for the project regarding focus and purpose and consequently to identify at an early stage where the consultant team should concentrate its resources. The list of statements and officers' response to each from Derby City Council is attached at Appendix 2. The consultants requested a response by 20 May.
- 2.8 A key part of the exercise will be a series of consultations with major employers, retailers, tourism service providers, property developers, public agencies and, of course, members of the DVMP. Currently, the Assistant Director of Development, Economic Development Manager and Built Environment Team Leader are nominated consultees from Derby City Council. A number of key documents and strategies have also been supplied to the consultants that will influence and frame the development of the Masterplan.

For more information contact:	Catherine Williams, Tel. 01332 716349, catherine.williams@derby.gov.uk
Background papers:	On file in City Development & Tourism Office, Celtic House
List of appendices:	Appendix 2 – List of positioning statements

IMPLICATIONS

Financial

- 1.1 The costs of the Masterplan exercise are being met in full by Derby and Derbyshire Economic Partnership therefore there are no direct financial implications for the City Council arising from this report. |

Legal

- 2.1 Derbyshire County Council are the holders of the contract with the Latham's consortium for this project, therefore there are no direct legal implications for Derby City Council arising from this report.

Personnel

- 3.1 None directly arising from this report.

Equalities impact

- 4.1 None directly arising from this report.

Corporate objectives and priorities for change

- 5.1 The proposal comes under the Council's Objectives of **job opportunities, education and a healthy environment**.
- 5.2 The proposal furthers the priority of **promoting the city as a major force for industry, commerce, culture and tourism**.

STATEMENT	RESPONSE
<p>1. The economic masterplan needs to enable the economy of the valley to move forwards to anticipate/ reflect changes in the need for goods and services and the availability of entrepreneurial talent, skills and premises and provide a sustainable livelihood for local people. The valley will need to attract new businesses to the area, enable existing businesses to develop and encourage the formation of new businesses as well as recognise that some businesses will move to other areas when they are unable to secure the resources that they require to progress.</p>	<ul style="list-style-type: none"> - Throughout these statements “valley” should be replaced by “Site”. - We recommend that the second sentence is changed to read <i>“The Site will need to enable business formation and development, in addition to attracting new business investment where this does not have a detrimental impact on the historical fabric of the site.”</i>
<p>2. An important influence on enterprise development will be to target those activities which can be best housed in existing premises. There will be cases where additional premises may need to be developed to enable these businesses to expand, otherwise they will locate elsewhere, outside the valley.</p>	<ul style="list-style-type: none"> - Qualify the first sentence to read “An important influence on enterprise development will be to target those activities which can be best housed in existing premises <i>without destroying the heritage fabric</i>”
<p>3. Economic development should encourage and support the creation of more higher added value jobs in the valley and thus contribute to sub regional and regional GVA targets.</p>	<ul style="list-style-type: none"> - We agree with this statement
<p>4. Economic development must enable the continued supply of goods and services necessary for the proper functions of the local economy as well as meet the needs of local residents.</p>	
<p>5. In economic terms the valley needs to be seen as contributing towards the development of the sub region as a whole. It will therefore be necessary to identify which sectors/ types of activity are already making a positive contribution to the sub region and the local area, or could do in the future, (as well as which sectors may not be regarded as making a positive contribution) in terms of wealth creation, employment, the residential community and the environment.</p>	<ul style="list-style-type: none"> - The end of this statement needs qualifying – we think it should read <i>“to the residential community”</i> - Otherwise we agree with this statement
<p>6. Having identified these sectors the economic development plan will need to establish what local factors may be impeding business development and whether it will be desirable and realistic to address these issues.</p>	<ul style="list-style-type: none"> - Add at the end of this statement, insert <i>“for example, poor use mix”</i>

7. The enhancement of the Derwent Valley Railway is an essential component of the future economic prosperity of the WHS.	We suggest merging statements 7 and 9 to read “ <i>Improvement of the existing rail service between Derby and Matlock, in addition to developing new links between Matlock and Buxton are essential to the future economic prosperity of the WHS. Connecting the cities of the NW to the cities of the Midlands and beyond via the reinstated Buxton to Matlock line would provide a significant stimulus to the sub-regional economy</i> ”
8. If the setting provided by the valley and its WH status is to nurture sustainable economic growth across a variety of sectors, then transportation and infrastructure are key.	Transportation is part of infrastructure – there is no need to refer to both in this statement
9. The connecting the cities of the NW to the cities of the Midlands and beyond via the reinstated Buxton to Matlock line would provide a significant stimulus to the sub-regional economy.	See under point 7
10. The economic development plan is required to optimise the value of the WHS to the sub regional economy and also to allow the economy to support the WHS.	We would like a slight amendment “ <i>The economic development plan in required both to optimise the value of the WHS to the sub-regional economy and also to allow the economy to support the WHS – both are of equal importance</i> ”
11. Although economically driven, the project must be heritage led.	Suggest rewording “ <i>Although heritage led, the project must be economically focussed</i> ”
12. Development and change need to be managed in a way that ensures that the historic value (significance) of the Derwent Valley Mills World Heritage Site (DVMWHS) is not in anyway lost or eroded, and that opportunities for its enhancement or extension are maximised.	It is not within the power of the DVMP or the remit of this project to extend the WHS – therefore remove “ <i>extension</i> ” from the end of this sentence
13. Pressure for residential conversion of mills and the like needs to be balanced with the benefits of sustainable growth in opportunities for business and the community.	We agree with this statement
14. The purpose of the economic masterplan is to underpin and nurture the internationally important heritage status of the valley.	We agree with this statement