



CULTURE AND PROSPERITY COMMISSION 27 September 2004

Report of the Chair of the Culture and Prosperity Commission

Scoping Report for the Culture and Prosperity Commission's review of the World Heritage Site in Derby

RECOMMENDATION

1. That the Commission approve the report setting out the scope of the proposed review of the way in which the Council promotes the World Heritage Site in Derby

SUPPORTING INFORMATION

- 2.1 At its meeting on 22 July 2004, the Culture and Prosperity Commission selected the following work plan topics for review in 2004/05:
 - a) A review of the Community Centres in Derby
 - b) A review of the way in which the Council promotes the World Heritage Site in the City
- 2.2 Appendix 2 of this report contains the scoping report for the proposed review of World Heritage Site in Derby.
- 2.3 The review of the World Heritage Site will start in October with the intention of completing it and reporting the findings to the Council Cabinet meeting on 15 March 2005.
- 2.4 Appendix 3 contains a copy of the Derwent Valley Mills World Heritage Site Management Plan. This has been included as background information for Commission members on the World Heritage Site.

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Background papers:	None
List of appendices:	Appendix 1 – Implications
	Appendix 2 – Draft scoping report on the Commission's review of the World Heritage Site in Derby
	Appendix 3 - Derwent Valley Mills World Heritage Site Management Plan

IMPLICATIONS

Financial

1. The review and the preliminary evidence gathering will incur some costs but these will be contained within the Commission's research budget.

Legal

2. None arising from this report.

Personnel

3. None arising from this report.

Equalities impact

4. The review will be of benefit to all Derby people.

Corporate objectives and priorities for change

5. The review links to the following corporate objectives and priorities for change:
Corporate Objectives: Education; Job Opportunities; Shops commercial and leisure activities
Priorities for Change: Promote the City as a major force for industry, commerce, culture and tourism.

CP WHS Scoping report

Draft

Preliminary Scoping Report for the Culture and Prosperity Commission's review of the way in which Derby City Council promotes the part of the Derwent Valley Mills World Heritage Site that lies within the City boundary

1. Introduction

At its meeting on 22 July 2004, the Culture and Prosperity Commission selected the following work plan topics for review in 2004/05:

- a) A review of the Community Centres in Derby
- b) A review of the way in which the Council promotes the Derwent Valley World Heritage Site in the City

This report provides some background information about the Derwent Valley World Heritage Site and outlines the possible scope of a review that would examine the way in which the City Council promotes that part of the site that lies within the City boundary.

1.1 The Site

The Derwent Valley Mills World Heritage Site encloses approximately 1229 hectares and extends for about 24 km from its northern limit at Masson Mill on the southern outskirts of Matlock Bath, to the Sill Mill in the centre of Derby.

The Site contains the textile mills at Matlock Bath, Cromford, Belper, Milford, Darley Abbey and Derby that were the forerunners in the development of the textile factory system. As well as the mills the site also contains the housing and associated buildings that were constructed by the mill-owners to house the workers they needed to run their factories.

The Derwent Valley Mills World Heritage Site was inscribed on the on the World Heritage list on 16 December 2001. The site was inscribed on the basis of two criteria. These were:

- a) That the site exhibits an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design.
- b) That the site is 'an outstanding example of a type of building or architectural or technological ensemble or landscape, which illustrates a significant stage in human history.

The part of the Derwent Valley Mills Site that lies within the City boundary comprises:

- Boars Head Mill, Darley Abbey
- Brick Row, Darley Abbey
- Lavender Row, Darley Abbey
- Mile Ash Lane, Darley Abbey
- Derby Silk Mill

The Boars Head Mill and the residential streets in Darley Abbey were constructed by the Evans family over the period 1780 to 1820, and the settlement that they created has survived almost completely intact.

Derby Silk Mill is the oldest of the mills in the Derwent Valley Site. Construction of the building started in 1721, and although it has at various times been extensively rebuilt, some of the original construction can still be seen.

1.2 The Management Plan and its implementation

The first draft of the Derwent Valley Mills World Heritage Site Management Plan was issued in July 2000 and after consultation the Plan was adopted in April 2003.

The Plan seeks to advise and influence the management of the World Heritage Site in line with its objectives but it has no statutory status. The Plan is instead designed to achieve a sense of ownership from all users of the site including property owners, managers and the local community, in order to generate the commitment necessary to achieve its objectives.

The overarching mission of the Plan is to ***‘conserve the unique and important cultural landscape of the Derwent Valley Mills World Heritage Site; to interpret and promote its assets; and to enhance its character, appearance and economic well being in a sustainable manner.’***

In particular, the Plan aims to:

1. Identify key issues affecting the vulnerability of the cultural landscape, opportunities for its enhancement and measures to protect the crucial significance of the site.
2. 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.
3. 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.
4. Develop an integrated and sustainable approach to meeting the transportation needs of the site.

5. 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.
6. Provide a common framework in which owners, occupiers, residents, public and voluntary agencies can pursue both individual and partnership action plans.
7. Establish lasting mechanisms for monitoring, co-ordination and consultation.

The Management Plan is divided into three parts. The first two parts justify the inscription of the Derwent Valley Mills on the World Heritage list, and identify and evaluate the key management issues. The third part sets out the objectives and strategies for the management of the site. Achievement of these objectives and strategies is the responsibility of:

- a) The Management Panel, which is composed of local elected representatives and others and is known as the Derwent Valley Mills Partnership.
- b) The Technical Panel, which is continuing the work of the previously established Technical Working Party.
- c) The World Heritage Site Officer who is responsible for developing methods for promoting proactive management and reviewing and monitoring the long term effectiveness of the Management Plan.

The Council's representative on the Management Panel is Councillor Burgess. Mike Kate is the Council's Technical Panel representative and the current World Heritage Site Co-ordinator is Isla Macneal, who is based at Derbyshire County Council.

2. Suggested Objective of the Commission's review

It is suggested that the objective of the Commission's review should be to examine the actions that have been and will be taken to promote the part of the World Heritage Site that lies within the City boundary and, by implication, to see what else might be done to promote that part of the Site.

3. Potential for Comparison of the Derwent Valley Mills World Heritage Site with other World Heritage Sites in the UK.

The World Heritage Sites in the UK are:

1. Giant's Causeway and Causeway Coast (1986)
2. Durham Castle and Cathedral (1986)
3. Ironbridge Gorge (1986)
4. Studley Royal Park including the Ruins of Fountains Abbey (1986)
5. Stonehenge, Avebury and Associated Sites (1986)
6. Castles and Towns of King Edward in Gwynedd (1986)
7. Blenheim Palace (1987)

8. Westminster Palace, Westminster Abbey and Saint Margaret's Church (1987)
9. City of Bath (1987)
10. Hadrian's Wall (1987)
11. Tower of London (1988)
12. Canterbury Cathedral, St Augustine's Abbey and St Martin's Church (1988)
13. Old and New Towns of Edinburgh (1995)
14. Maritime Greenwich (1997)
15. Heart of Neolithic Orkney (1999)
16. Blaenavon Industrial Landscape (2000)
17. Saltaire (2001)
18. Dorset and East Devon Coast (2001)
19. Derwent Valley Mills (2001)
20. New Lanark (2001)
21. Royal Botanic Gardens, Kew (2003)
22. Liverpool – Maritime Mercantile City (2004)

The Derwent Valley Mills Sites is an 'industrial/social' site and could therefore be directly compared with following UK World Heritage Sites:

- a) Ironbridge in Shropshire. This is a long established site centred on the iron and ceramic industries of the Severn Gorge
- b) Blaenavon in Torfaen, Wales. This site was inscribed in 2000. It includes workers housing and is an extensive site based on coal extraction and Iron production.
- c) Saltaire, Bradford, West Yorkshire. This site was inscribed in 2001, the same year as the Derwent Valley Mills. It comprises the woollen mills and industrial village built by Sir Titus Salt.
- d) New Lanark in Lanarkshire, Scotland. This site was also inscribed in 2001. It comprises the cotton mills and workers housing built by Robert Owen and as such has direct parallels with the Derwent Valley Mills.

A comparison of these sites with the Derwent Valley Mills might involve:

- A physical comparison of each of the sites. This would include issues such as area, transport links, accessibility, number of attractions and local environment
- Comparing the Management Plans for each of the sites to see if there have been any markedly different approaches
- Looking at the ways in which the sites have been promoted
- Identifying promotional measures that have been successful, and those that have not
- Comparing staffing and resource levels for each of the Sites
- Looking at visitor numbers and the type and mix of the visitors

Ironbridge, Saltaire and Blaenavon would be practicable as one day visits by the Commission. Due to the distances involved, New Lanark would require an overnight stay.

4. Stakeholders in the Review

There are three main stakeholder groups in this review. These are:

- a) The City Council (which is taken to include Derby City Partnership)
- b) The Derwent Valley Mills Partnership
- c) The public

5. Suggested Methodology

If the review objective specified in 2 above is acceptable to the Commission, then it is suggested that the following very simple methodology could be adopted for the review

Table 1

	Requirement	Action to achieve
1	Familiarise the Commission with the parts of the World Heritage Site that lie within the City boundary and with the way in which those parts of the Site relate to the World Heritage Site as a whole.	Tour of the part of the Derwent Valley World Heritage site within Derby and of the Site as a whole. This would take most of one day.
2	Identify what has been done so far to promote those parts of the Derwent Valley Mills World Heritage Site that lie within the City Boundary, and of what it is proposed to do to promote them.	Interviews with: <ul style="list-style-type: none">▪ The Councils representatives on the Management Panel (the Derwent Valley Partnership) and the Technical Panel▪ The World Heritage Site Co-ordinator▪ Representatives of Derby City Partnership
3	Compare what has been done to promote the Derwent Valley Mills Site with the actions/initiatives taken at similar World Heritage Sites in the UK.	This could be done by structured visits to: <ul style="list-style-type: none">▪ Ironbridge (one day)▪ Blaenavon (one day)▪ Saltaire (one day)▪ New Lanark (two days) and by interviews with members of the management bodies at each of these sites. As well as promotion the interviews would need to explore issues such as cost and staffing and overall resources

4	Sound out local opinion on the way in which Derby people think that the Derwent Valley Mills site should be promoted	<p>This could be done through an open meeting with the local community meeting in Darley Abbey. This meeting could be publicised through the Area Panel 5 meeting in December 2004.</p> <p>Derby Museums staff will be able to provide the Commission with information about the current proposals to develop the Silk Mill.</p>
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6. Time Commitment and Provisional Timetable for the Review

A provisional timetable for the review is set out in Table 2.

Table 2

	Activity	Provisional dates
1	Tour of the whole Derwent Valley Mills World Heritage Site	Mid October 2004
2	Interviews with: <ul style="list-style-type: none"> ▪ Isla Macneal ▪ Mike Kaye ▪ Cllr M Burgess ▪ Museums Service Staff ▪ Representatives of Derby City Partnership ▪ Darley Abbey Mill owners 	Late October- mid November 2004
3	Commission visits to: <ul style="list-style-type: none"> ▪ Ironbridge ▪ Blaenavon ▪ Saltaire ▪ New Lanark (possibly) The visits would involve a tour of the sites and interviews with the Management body representatives	October- November 2004
4	Open meeting with Darley Abbey representatives	Early December 2004
5	Circulation of the collated evidence	Mid January 2004

6	Commission meeting to review evidence and agree recommendations	31 January 2005 – this is a scheduled meeting of the Commission
7	Report written, circulated for comments and revised as appropriate	Early February 2005
8	End point – aim for report to 15 March 2005 Cabinet meeting – deadline for draft reports is 24 February 2005	15 March 2005

Based on this timetable the provisional time commitment for Commission members would be:

Visits – 4 or 6 days depending on whether a visit is made to New Lanark
Interviews – 8-10 hours over three or four days
Open meeting – one evening.

DRR 14 September 2004.

