

Public Document Pack



Simon Hobbs
Director of Legal and
Democratic Services
County Hall
Matlock
Derbyshire
DE4 3AG

Extension 38357
Direct Dial 01629 538357
Ask for Danny
Sunderland

PUBLIC

To: Members of Cabinet Member meeting - Strategic Leadership, Culture and Tourism

Monday, 20 April 2020

Dear Councillor,

Please attend a meeting of the **Cabinet Member meeting - Strategic Leadership, Culture and Tourism** to be held at **1.00 pm** on **Tuesday, 28 April 2020**, via Skype, the agenda for which is set out below.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'S Hobbs', written over a light blue horizontal line.

Simon Hobbs
Director of Legal and Democratic Services

A G E N D A

PART I - NON-EXEMPT ITEMS

1. To receive declarations of interest (if any)
2. To confirm the non-exempt Minutes of the meeting held on 7 February 2020 (Pages 1 - 4)
3. Customer Charter (Pages 5 - 8)
4. Derwent Valley Mills World Heritage Site Management Plan (Pages 9 - 118)

5. Exclusion of the Public

PART II - EXEMPT ITEMS

6. To receive declarations of interest (if any)
7. To receive the exempt Minutes of the meeting held on 7 February 2020
(Pages 119 - 122)

PUBLIC

Agenda Item 2

MINUTES of a meeting of the **CABINET MEMBER FOR STRATEGIC LEADERSHIP, CULTURE AND TOURISM** held on 7 February 2020 at County Hall, Matlock

PRESENT

Cabinet Member – Councillor B Lewis

Also in attendance – Councillors R Flatley, P Smith and M Wall

7/20 **MINUTES RESOLVED** that the minutes of the meeting held on 23 January 2020 be confirmed as a correct record and signed by the Cabinet Member.

8/20 **FESTIVAL OF DERBYSHIRE – UPDATE AND RESOURCING REQUIREMENTS** The Cabinet Member was updated on the progress of the Festival of Derbyshire and was asked to consider resources required to deliver the festival activity as agreed at the meeting of the Cultural, Heritage and Tourism (CHAT) Board on 17 December 2019.

A Festival Framework had been devised which had been used to consult with key partners and stakeholders. The response had been positive and, following sign off from the Project Steering Group, was endorsed by the CHAT Board at the meeting held on 17 December 2019.

The Festival of Derbyshire (FOD) would celebrate Derbyshire's distinctive culture and world class offer and start to tell the Derbyshire Story, based on its 'People, Places and Products', making some key milestones and historically relevant anniversaries during the period that helped illustrate and bring the story to life. The Festival would be delivered through a high profile campaign, with activities commencing in May 2020. An overview of the Festival including the marketing campaign and Festival content was presented.

A budget of £43,500 had been forecast (£13,500 for creative proposal and £30,000 for marketing activities) for the entire branding, social media and marketing campaign. The contracts would be let by Marketing Peak District and Derbyshire and then reimbursed during 2019-20 by the Council. Following on from this, it was estimated that another £46,500 would be required in 2020-21 to deliver festival activities, as detailed in the report. It was envisaged that the budget allocated would be used to support external funding applications to deliver specific activity where possible. The total of the Festival of Derbyshire was set to be £90,000 over the period (which spanned two financial years) and could be met from the Economic Regeneration budget.

RESOLVED to (1) note the progress to date of Festival of Derbyshire with further progress to be reported on a quarterly basis or when required; and

(2) approve the estimated budget of £90,000 for delivery of the Festival of Derbyshire.

9/20 WITHDRAWAL OF AWARD OF GRANTS TO EXTERNAL RECIPIENTS – VITAL VALLEY (HERITAGE LOTTERY FUND GREAT PLACE SCHEME) AND THE PROCUREMENT OF COMMISSION

Derbyshire County Council, on behalf of the Derwent Valley Mills World Heritage Site (DVMWHS) Partnership, had accepted a grant offer from the Heritage Lottery Fund (now - National Lottery Heritage Fund (NLHF)) for a Great Place Scheme in the DVMWHS. The Great Place Scheme included “Old Spaces, Creative Futures”, a project to facilitate a co-ordinated approach to the regeneration of the Belper Mills complex, particularly the North and East Mills. All Great Place Scheme activities must be completed by December 2020 in accordance with the NLHF terms of grant.

The DVMWHS Partnership Co-ordination Team, through the Great Place Scheme, agreed with the NLHF, that an Options Appraisal and Feasibility Study was required to review the viability and form of the visitor offer housed on the North and East Mills site and that the study should be undertaken in consultation with Belper North Mill Trust (BNMT), FI Real Estate Management (FI) and Amber Valley Borough Council (AVBC).

The “Old Spaces, Creative Futures” project had considered various options for the commissioning of the Options Appraisal and Feasibility Study between members of the DVMWHS Partnership and through discussion, it was considered that responsibility for the work was better aligned to the work of the Board as a whole, rather than one of the individual partners. As part of the wider discussion, consideration was also given to options for grant funding awards based on the organisational roles of BNMT and AVBC:

At the meeting of the Cabinet Member - Strategic Leadership, Culture and Tourism on 25 March 2019, it was agreed that a grant up to a maximum of £75,000 should be provided to BNMT. This was to commission appropriately experienced and qualified consultants to undertake a feasibility and options appraisal report for a World Heritage Site visitor facility on the North and East Mill site in Belper. BNMT had agreed to the withdrawal of the £75,000 grant to facilitate the commission by the DVMWHS Partnership, although the Trust would continue to be an active participant in delivery of the work as the operator of the accredited museum housed in the North Mill.

A grant was awarded under delegated powers, by the Executive Director – Economy, Transport and Environment, in a report dated 19 August

2019 to Amber Valley Borough Council (AVBC) to a maximum of £40,000 for Feasibility and Options Appraisal report for visitor attraction and development of Strutt's North Mill Museum, Belper, as a visitor attraction for the DVMWHS. This option was to replace BNMT as the lead body to commission the Options Appraisal and Feasibility Study. Through active discussion, it had been agreed that AVBC was not best placed to lead on the commissioning of the work but instead would be an active participant in the work to ensure economic and cultural opportunities were explored fully.

Derbyshire County Council would now commission the Options Appraisal and Feasibility Study on behalf of the DVMWHS Partnership. The DVMWHS Partnership Co-ordination Team, which was hosted by Derbyshire County Council, would lead on procurement and management of the delivery of the commission through the Great Place Scheme. The NLHF supported this approach to ensure that the grant for the Great Place Scheme facilitated a suitable future for a key heritage asset in the centre of the DVMWHS.

RESOLVED to (1) withdraw a grant up to a maximum of £40,000 to Amber Valley Borough Council;

(2) withdraw a grant up to a maximum of £75,000 to Belper North Mill Trust; and

(3) note that Derbyshire County Council, on behalf of the Derwent Valley Mills World Heritage Site Partnership, will commission and manage delivery of the Options Appraisal and Feasibility Study report for visitor attraction in Strutt's North and East Mills, Belper. This project formed part of the Derwent Valley Mills World Heritage Site Great Place Scheme for which Derbyshire County Council had accepted the National Lottery Heritage Fund Grant of £1,285,800.

10/20 **EXCLUSION OF THE PUBLIC** **RESOLVED** to exclude the public from the meeting during the consideration of the remaining items on the agenda to avoid the disclosure of exempt or confidential information

SUMMARY OF PROCEEDINGS CONDUCTED AFTER THE PUBLIC WERE EXCLUDED FROM THE MEETING

1. To confirm the exempt minutes of the meeting held on 23 January 2020 (contains exempt information)
2. To consider the exempt report of the Executive Director Commissioning, Communities and Policy on approval to procure a New Model of Local Government Collaboration for Derbyshire – Phase 2 Non-Structural Reform from a Non-DCC Framework (contains information relating to

the financial or business affairs of any particular person (including the Authority holding that information))

DERBYSHIRE COUNTY COUNCIL
Strategic Leadership, Culture & Tourism
Cabinet Member meeting
28 April 2020
CUSTOMER CHARTER
Report of the Director of OD & Policy

1. Purpose of the Report

To seek approval for the revised Derbyshire County Council Customer Charter and implementation plan, noting the required integration with the forthcoming Customer Experience Strategy.

2. Information and analysis

2.1 Context

Customer Charters are common across the public and private sectors and form part of the 'brand promise' an organisation makes to its customers. They are usually an integral part of a Customer Experience strategy, and the Charters themselves are generally high-level, reflecting the varied nature of services within complex organisations. Customer Charters should be backed up by a set of Service Standards, which provide the customer with detail around what they can expect from the organisation and provide measures against which both staff can deliver and customers can hold the organisation to account.

Derbyshire County Council wishes to revise the current Customer Charter, having reviewed examples from other organisations and engaged with the Derbyshire Citizen's Panel Reader Panel over a three week period in 2019. Feedback was received from over 200 residents and was largely constructive, positive and supportive of the proposed Charter.

Embedding of the Customer Charter in service delivery, alongside making it available to our customers, is essential to make the Charter a genuinely useful driver in focusing on customer experience.

2.2 The Customer Charter

Derbyshire's Customer Charter

People are at the heart of everything we do. When you get in touch with the council we will listen, understand and work with you.

Easy to deal with

We will:

- Make it easy to access information, guidance and services through our website
- Respond to you promptly and take account of the things that matter to you
- Provide the most appropriate response first time

Listen

We will:

- Listen to you and learn from what you tell us
- Use your feedback to improve what we do

Honest and accountable

We will:

- Give you honest and clear information about the services available to you
- Be open with you about what we can and can't do

Working with you

We will:

- Always treat you with courtesy and respect
- Attend appointments on time or let you know in advance if we can't
- Provide you with accurate information and work with you
- Treat all of our customers fairly and equally

In return we ask that you

- Use our website to access our services
- Let us have any information needed to enable us to help you
- Tell us if your circumstances change
- Be on time for any appointments, or let us know in advance if you can't
- Always treat our staff with courtesy and respect

To contact the council go to www.derbyshire.gov.uk or telephone Call Derbyshire on 01629 533190

2.3 Strategy for implementation

The Customer Charter is explicitly referred to in the Commissioning, Communities and Policy Service Plan 2019 / 2020. The launch of the revised Customer Charter will support the process of a culture shift towards enhanced customer service and act as a forerunner to the Customer Experience Strategy.

The council needs to be ready to deliver against the commitments of the Customer Charter as soon as it is made available to the people of Derbyshire. In order to ensure this business-readiness, the Charter will be launched to staff six weeks before it is launched externally. Following the internal launch the Customer Charter will be made available to residents through the relevant channels.

Regular review of the Customer Charter (and subsequent service standards etc.) will be required to ensure it is fit for purpose in delivering for residents and being practical and relevant for staff.

2.4 HR considerations

HR have suggested that the revised Customer Charter be included in the DCC induction process, potentially using the online learning portal. This has been included in the implementation plan.

HR also suggested that an audit of current customer service activities take place to ensure alignment with the new Charter and that employees be developed as required. This work is part of the Customer Experience Strategy and Service Standards piece to be developed.

2.5 Legal considerations

No issues have been raised by Legal Services regarding the revision of the Customer Charter.

3 Recommendations

- That the Leader of the Council approve the revised Customer Charter.
- That the Leader notes the integration with the forthcoming Customer Experience Strategy and the need for Service Standards to underpin the Customer Charter.

Emma Crapper
Director of OD & Policy

Agenda Item No.

DERBYSHIRE COUNTY COUNCIL

MEETING OF CABINET MEMBER – STRATEGIC LEADERSHIP, CULTURE
AND TOURISM

28 April 2020

Report of the Executive Director – Economy, Transport and Environment

DERWENT VALLEY MILLS WORLD HERITAGE SITE MANAGEMENT
PLAN

(1) **Purpose of Report** To advise the Cabinet Member that the revised Derwent Valley Mills World Heritage Site Management Plan has been submitted to Government for adoption.

(2) **Information and Analysis**

Overview of the Management Plan

World heritage sites are of cultural and/or natural heritage of 'Outstanding Universal Value'. They are among the priceless and irreplaceable assets, not only of each nation, but of humanity as a whole. The loss, through deterioration or disappearance of any of these most prized assets constitutes an impoverishment of the heritage of all the people of the world.

The Derwent Valley Mills World Heritage Site (DVMWHS) is the only such site in the East Midlands and extends from Cromford, along the Derwent river valley to Derby Silk Mill. It sits within the administrative boundaries of five local authorities: Derbyshire County Council, Derbyshire Dales District Council, Amber Valley Borough Council, Erewash Borough Council and Derby City Council.

As set out in the World Heritage Convention, world inscription comes with a responsibility to ensure that the relevant sites - and surrounding landscape - are '*protected, conserved, presented and transmitted to future generations*' and that there is an appropriate and comprehensive management system in place to secure good stewardship and fulfil the Convention's requirements.

The Government has delegated responsibility for production of the DVMWHS Management Plan, and the oversight of its implementation, to the DVMWHS Partnership.

This revised version of the Management Plan has been developed by the Partnership in consultation with key stakeholders, including a number of public engagement events.

The purpose of the Management Plan is to uphold the DVMWHS's Inscription to:

“Maintain the Outstanding Universal Value of the Derwent Valley Mills World Heritage Site by protecting, conserving, presenting, enhancing and transmitting its culture, economy, unique heritage and landscape in a sustainable manner.”

The Vision for Plan over the period 2020 to 2025 is to:

“Create and promote a local, national and international understanding and identity for the Derwent Valley Mills World Heritage Site as a cohesive and coherent whole, based on its global significance for all of humankind.

This vision is distinct to the Management Plan and is informed by the overwhelming feedback from the stakeholder engagement that the DVMWHS now needs to be promoted as cohesive and coherent whole.

The Plan also expresses seven aims in the delivery of its purpose and vision:

Aim 1 - Protect and conserve the Outstanding Universal Value of the DVMWHS to ensure its transmission to future generations.

Aim 2 - Promote public awareness and engagement with the DVMWHS by presenting its Outstanding Universal Value through formal/informal learning, volunteering, events, interpretation and encouraging research.

Aim 3 - Promote the sustainable development (environmental, economic and social) of the DVMWHS to provide a world-class destination where people are proud to live, work, visit and invest.

Aim 4 - Enhance the social wellbeing of the DVMWHS communities and maximise the benefits of the site's cultural value at a local, regional, national and international level.

Aim 5 - Develop an integrated and sustainable approach to meeting and promoting the transportation and accessibility needs of the DVMWHS and its users.

Aim 6 - Promote a cohesive and coherent understanding of the DVMWHS by identifying its differing spatial needs and priorities.

Aim 7 - Monitor the DVMWHS to the standard required by UNESCO, and encourage appropriate site-wide data gathering to support the delivery of the above aims.

Section B of the Management Plan breaks each of the Aims into a series of Objectives and Actions.

Process

In November 2019, a draft of the Management Plan was published for consultation to which Derbyshire County Council provided a formal consultation response, coordinated by its Planning Service, to the DVMWHS Partnership. The Final version of the Management Plan adopted all the points raised in the consultation response where they did not conflict with the DVMWHS's core purpose.

It is likely that Derbyshire County Council will be approached by the DVMWHS Partnership to ensure that the Management Plan is appropriately referenced within its core strategic documents and development plans.

Derbyshire County Council, along with the other local authorities covered by the DVMWHS and Historic England, made a commitment to HM Government and UNESCO, through the inscription documents that were submitted to the World Heritage Committee, to the continued provision of staff time and financial resources to ensure the good stewardship of the nominated site.

The Plan has now been authorised by the Chair of the DVMWHS Partnership for submission to Historic England and the Department of Digital, Culture, Media and Sport for adoption by Government, and will run from 2020 to 2025.

(3) **Financial Considerations** Derbyshire County Council part funds and hosts the DVMWHS Coordination Team, on behalf of the Partnership. The Management Plan does not alter this current arrangement. It does, however, highlight that the number of objectives and actions listed as part of the Management Plan is likely to require additional resource. Securing additional resource will be the responsibility of the DVMWHS Partnership Governance Board. It is not currently expected there will be any additional call on resources from Derbyshire County Council.

A reduction in the DVMWHS Coordination Team's core budget resulted in the deletion of the Learning Coordinator post in early 2014 (learning and education provision are a requirement of UNESCO). As a result, the required support is currently provided by Derbyshire County Council's Environmental Studies Service with no charge to the Partnership. A cautious estimate of the value of this work is between £10,000 to £20,000. In the drive to meet wider budget challenges, the Environmental Studies Service has been tasked with generating sufficient revenue to cover all its staffing and core costs. This is

likely to impact on the amount of time the Service can allocate to the World Heritage Site.

(4) **Human Resources Considerations** The DVMWHS Coordination Team sits within the Conservation, Heritage and Design Service in the Economy and Regeneration Service. The Team is managed by the Head of Conservation, Heritage and Design and currently consists of:

2 x Coordinator Officers.

½ x Administrative Officer.

1 x DVMWHS Great Place Officer (Fixed term ending December 2020).

1 x DVMWHS Great Place Assistant Officer (Fixed term ending December 2020).

(5) **Social Value Considerations** The DVMWHS is of such historic significance that it is considered to be of Outstanding Universal Value and needs to be protected for all of humankind. It is also a beautiful area and recreational resource for the local and wider communities of Derbyshire.

The promotion of the World Heritage Site and the appropriate repurposing of its historic mill sites offers cultural and employment opportunities for the people of Derbyshire and will help support Derbyshire's wider economy.

Other Considerations

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, environmental, health, property and transport considerations.

(6) **Key Decision** No.

(7) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

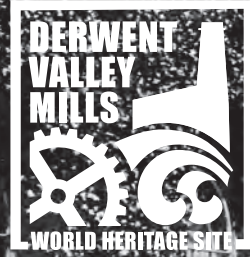
(8) **Background Papers** Held on file within the Economy, Transport and Environment Department.

(9) **OFFICER'S RECOMMENDATION** That the Cabinet Member notes that the Derwent Valley Mills World Heritage Site Management Plan has now been submitted to Government for adoption and that the Plan sets out the appropriate stewardship of the World Heritage Site for the next five years.

Mike Ashworth
Executive Director – Economy, Transport and Environment

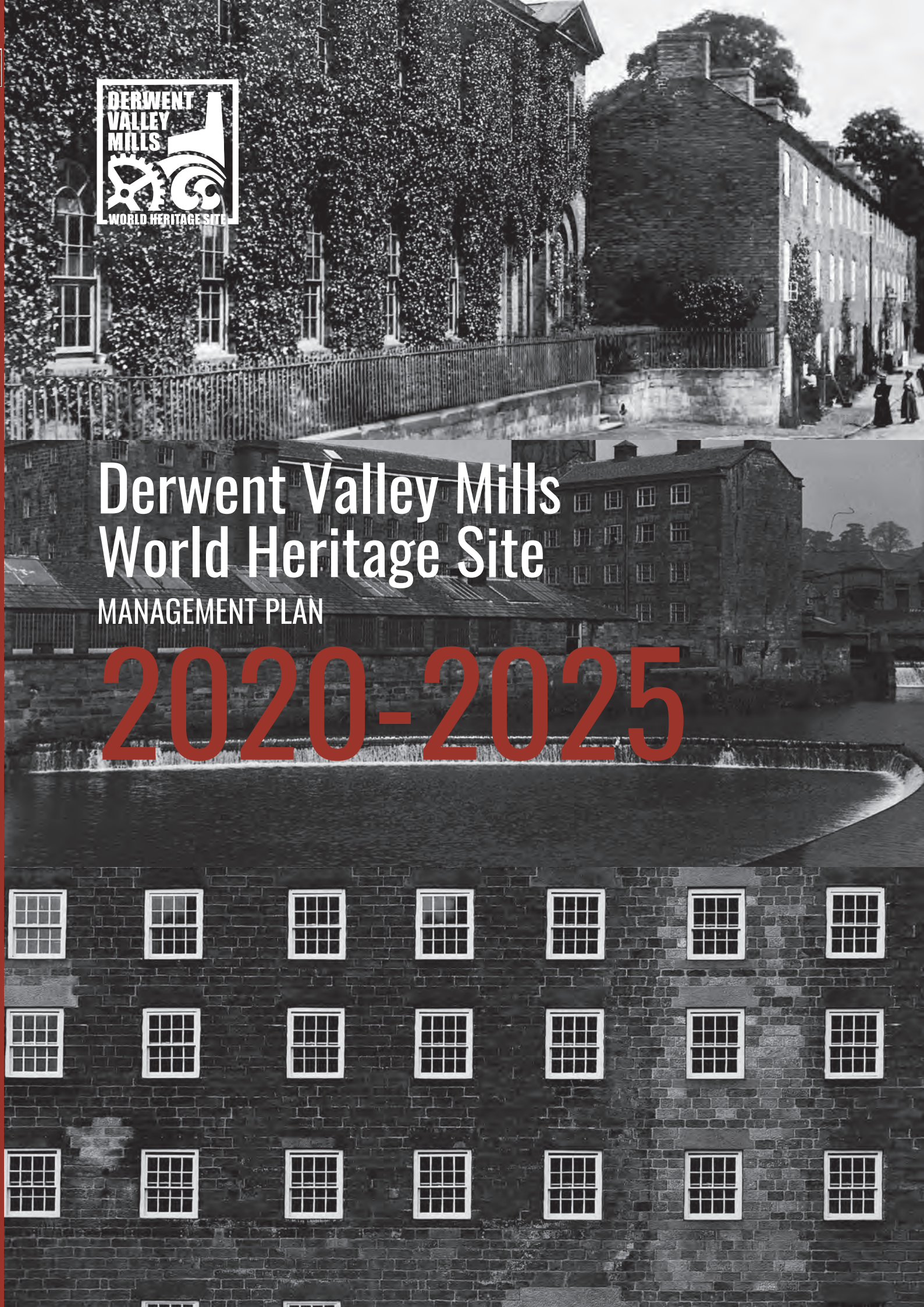


Derwent Valley Mills World Heritage Site Management Plan 2020-2025



Derwent Valley Mills World Heritage Site MANAGEMENT PLAN

2020-2025



United Nations
Educational, Scientific and
Cultural Organization



Derwent Valley Mills
inscribed on the World
Heritage List in 2001





Derwent Valley Mills World Heritage Site

MANAGEMENT PLAN

2020-2025

CONTROLLED DOCUMENT

Holder:

Copy No.



PREFACE

Derbyshire is fortunate to be home to the East Midlands' only UNESCO World Heritage Site, where the creation of the modern factory transformed the world and society. These factories, and their associated communities, nestle in a beautiful 18th century relict landscape which is remarkably intact. We have a heritage gem, at the heart of the country, enhanced by a truly beautiful setting.

Stretching from Matlock Bath in the north to Derby in the south, the Derwent Valley Mills World Heritage Site defines a cultural landscape of exceptional significance. The birth of the factory system in the Derwent Valley transformed economies and landscapes far beyond the valley itself.

Within the boundaries of the property are a series of pioneering historic mill complexes and the watercourses that powered them. No less important are the settlements that were built for the mill workers and the transport links developed to serve them – all grouped within that distinctive landscape setting.

The Derwent Valley is a complex site in a living landscape, home to over 30,000 people. The sites and monuments are in a complex mosaic of ownership and management by local authorities, charities, private companies and individuals. Inscription on the UNESCO World Heritage List in 2001 allowed for a level of awareness and protection that no other designation could provide. Much has been achieved since then, by partnership working, often supported by our invaluable volunteers.

This plan aims to ensure that the preservation, enhancement and promotion of the site is sensitively and appropriately managed. Its overarching vision this time is to create and promote a local, national and international understanding and identity for the Derwent Valley Mills World Heritage Site as a cohesive and coherent whole. There is also ambition to establish sustainable income streams and a commitment to learning, supporting the arts and sustaining tourism. It summarises how the obligations arising from the World Heritage Convention will be met in the coming five years, building on the Government's own national policies for protection of World Heritage Properties through the planning system.

There are a considerable number of objectives and actions, allocated to seven key aims, within this new plan. These have been shaped by a series of discussions with partners and stakeholders, and set out the five-year priorities of the Derwent Valley Mills World Heritage Site Partnership, on behalf of HM Government, who are ultimately responsible for the Property. It sets a clear direction for protection, enhancement and promotion over the next five years.

Conserving and celebrating what has happened in the past is important to our sense of place and our concept of who we are. The Derwent Valley is a beautiful place in which to live, work and relax. Its natural beauty is outstanding and it has been a destination for tourists since the 18th century. As one of the key sites of Britain's industrial revolution, what happened here was of global significance. It demonstrated an entrepreneurial spirit which was linked to technological and organisational innovations whose influence can still be seen today.

“Conserving and celebrating what has happened in the past is important to our sense of place and our concept of who we are.”



Rock House from Cromford Mill Yard

But heritage isn't just about looking back and celebrating the past. It's also about enriching our lives and learning lessons from what has gone before. One of our core stories is the use of waterpower to mass produce cotton – the first mechanised mass production of any commodity in the history of the human race. In the present day, as we seek out new power alternatives, we believe we have an important message: when it comes to providing the world with a carbon-free, inexhaustible power source, the Derwent Valley Mills show that you don't have to reinvent the (water) wheel.

This iteration of the Management Plan will be signed off as we celebrate the 250th anniversary of the creation of the original Derwent Valley Mills Partnership – between Richard Arkwright, Jedediah Strutt and Samuel Need. It's a fitting time for showing our on-going commitment to the valley where innovations fundamentally changed the way our world works by transforming the global economy and providing opportunities for societal advancement in the teeth of some serious challenges throughout that time. Ultimately the Industrial Revolution paved the way for modern society, it was not without its struggles however but the benefits of better worker housing; local infrastructure and education that arose from a degree of mutually beneficial benevolence in this period laid many of the foundations for modern Western life.

I am grateful to all those organisations and individuals who have worked to produce this document, which will shape the direction of this remarkable place in the years to come.

Councillor Barry Lewis

Chair of the Derwent Valley Mills Partnership



CONTENTS

EXECUTIVE SUMMARY

Page

6

A

THE STORY SO FAR

1	Introduction	10
2	Statement of Outstanding Universal Value	11
3	Attributes of Outstanding Universal Value	14
4	The Buffer Zone and Broader Setting	16
5	Description of the DVMWHS	17
6	Collections	44
7	Current regional context	45
8	World Heritage protection addressed through legislation and the UK planning system	45
9	Risk Management and Emergency Disaster Planning	50
10	The DVMWHS Partnership: Governance, Management and Resources	50
11	DVMWHS Purpose, Vision and Key Aims	57
12	United Nations Sustainable Development Goals	58

Page

B

KEY THEMES

Page

13	Conservation and Planning	60
14	Engagement	67
15	Development and Tourism	74
16	Communities	80
17	Transport and Accessibility	84
18	Spatial Priorities	88
19	Monitoring	90

C

OPERATIONAL GUIDANCE

Page

20	Statement of Planning Procedure for Development Management	94
21	Heritage Impact Assessments	96
22	Design Rationale	97
23	Use of the DVMWHS logo	99
24	Evaluation Process for Interpretative Material	100

D

LOOKING AHEAD

Page

25	Beyond 2025	102
26	Acknowledgements	103
27	Appendices List	104

EXECUTIVE SUMMARY

The Derwent Valley Mills and the surrounding landscape were inscribed as a World Heritage Site by UNESCO in 2001. The reason for this international recognition is that the valley saw the birth of the factory system, when new types of building

were erected to house new technology for spinning cotton. The need to provide housing and other facilities resulted in the creation of the first modern industrial settlements.

World Heritage inscription comes with responsibilities, as laid out

“This Management Plan addresses HM Government’s commitment for an appropriate and comprehensive management system”

in the World Heritage Convention, to which HM Government is a signatory. These responsibilities require that the Derwent Valley Mills Site and its surrounding landscape is ‘protected, conserved, presented and transmitted to future generations’. HM Government is responsible for ensuring an appropriate and comprehensive management system is in place to fulfil the Convention’s requirements.

HM Government requires management plans to be in place for all the World Heritage Sites on its territories to fulfil its obligation to the World Heritage Convention. The Government has delegated the responsibility for the production of the DVMWHS Management Plan, and the oversight of its implementation, to the Derwent Valley Mills World Heritage Site Partnership.

The DVMWHS stretches 15 miles (24 km) along the river valley from Matlock Bath to Derby. It is in multiple ownership and protected through a variety of UK planning and conservation laws. It is also a popular destination for local people and tourists. Being a World Heritage Site is not solely about conservation and protection. It also includes learning and engagement with the Site’s Outstanding Universal Value so that its future is assured. Part of this, for the DVMWHS, is also ensuring that its components are in active use and contribute to the economic prosperity of its surrounding area.

This Management Plan addresses HM Government’s commitment for an appropriate and comprehensive management system for the Derwent Valley Mills World Heritage Site. It runs from 2020 until the next iteration of the Management Plan is submitted to UNESCO. It is envisaged that it will be reviewed in 2026.

Part A: The Story So Far

Part A explains the reasons for inscription, the Statement of Outstanding Universal Value and describes the Attributes and Elements which help us to understand its OUV. It provides a historical and geographical description of the Site and the legislative framework for its stewardship. It sets out the DVMWHS Partnership’s structure and the Purpose, Vision and Aims of this iteration of the Management Plan.

The Purpose of the Derwent Valley Mills World Heritage Site Inscription is to:

Maintain the Outstanding Universal Value of the Derwent Valley Mills World Heritage Site by protecting, conserving, presenting, enhancing and transmitting its culture, economy, unique heritage and landscape in a sustainable manner.

The Vision for this 2020-2025 Management Plan is to:

Create and promote a local, national and international understanding and identity for the Derwent Valley Mills World Heritage Site as a cohesive and coherent whole, based on its global significance for all of humankind.

The Aims of the Management Plan are:

- Aim 1 Protect and conserve the Outstanding Universal Value of the DVMWHS to ensure its transmission to future generations. Aim 1 is paramount and all other aims must not conflict with it.*
- Aim 2 Promote public awareness and engagement with the DVMWHS by presenting its Outstanding Universal Value through formal/informal learning, volunteering, events, interpretation and encouraging research.*
- Aim 3 Promote the sustainable development (Environmental, Economic and Social) of the DVMWHS to provide a world-class destination where people are proud to live, work, visit and invest.*
- Aim 4 Enhance the social wellbeing of the DVMWHS communities and maximise the benefits of the site's cultural value at a local, regional, national and international level.*
- Aim 5 Develop an integrated and sustainable approach to meeting and promoting the transportation and accessibility needs of the DVMWHS and its users.*
- Aim 6 Promote a cohesive and coherent understanding of the DVMWHS by identifying its differing spatial needs and priorities.*
- Aim 7 Monitor the Derwent Valley Mills World Heritage Site to the standard required by UNESCO, and encourage appropriate site-wide data gathering to support the delivery of the above aims.*





Canoeists on the Horseshoe Weir, Belper

Part B: Key Themes

Part B expands on the Aims above and provides objectives and actions for each. These objectives and related actions have been identified, in consultation with stakeholders, to deliver on the Plan's Purpose and Vision for the DVMWHS.

Part C: Operational Guidance

Part C sets out planning procedure for development control in the DVMWHS. This also relates to as and when Heritage Impact Assessments, in accordance with ICOMOS (International Council on Monuments and Sites) guidance, are required. A design rationale for new development in the DVMWHS is provided.

Direction on the use of the DVMWHS logo is also given in Part C.

Part D: Looking Ahead

Part D briefly looks beyond 2025 and acknowledges contributions to the Management Plan.

An Action Plan is being prepared in conjunction with the Management Plan, to identify a timetable for the actions identified in Part B and assess the financial and resource implications.

This Management Plan is not intended to be an inflexible document and it is recognised that it needs to adapt to new issues, challenges and opportunities not known at the time of writing.



A

THE STORY SO FAR

	Page
1 Introduction	10
2 Statement of Outstanding Universal Value	11
3 Attributes of Outstanding Universal Value	14
4 The Buffer Zone and Broader Setting	16
5 Description of the DVMWHS	17
6 Collections	44
7 Current regional context	45
8 World Heritage protection addressed through legislation and the UK planning system	45
9 Risk Management & Emergency Disaster Planning	50
10 The DVMWHS Partnership: Governance, Management and Resources	50
11 DVMWHS Purpose, Vision and Key Aims	57
12 United Nations Sustainable Development Goals	58

1 INTRODUCTION

World Heritage Sites are places of global significance. They are recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) through the World Heritage Convention, which has been ratified by 193 member states of the United Nations (out of 206 recognised), including HM Government.

“Cultural and natural heritage is among the priceless and irreplaceable assets, not only of each nation, but of humanity as a whole”

Article 4 of the UNESCO World Heritage Convention states: “Each State Party to the Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage [...] situated on its territory, belongs primarily to that State. It will do all it can to this end, to the utmost of its own resources and, where appropriate, with any international assistance and co-operation, in particular, financial, artistic, scientific and technical, which it may be able to obtain.”

Paragraph 4 of the UNESCO Operational Guidelines for the Implementation of the World Heritage Convention (2017) states: “Cultural and natural heritage is among the priceless and irreplaceable assets, not only of each nation, but of humanity as a whole. The loss, through deterioration or disappearance, of any of these most prized assets constitutes an impoverishment of the heritage of all the people of the world. Parts of that heritage, because of their exceptional qualities, can be considered to be of “Outstanding Universal Value” and as such worthy of special protection against the dangers which increasingly threaten them.”

The Operational Guidelines also say that State Parties have responsibility to ‘not take any deliberate measures that directly or indirectly damage their heritage or that of another State Party to the Convention’ (item h of paragraph 15).

Paragraph 108 of the Operational Guidelines stipulates that ‘each nominated property should have an appropriate management plan or other documented management system’. On behalf of HM Government, each UK WHS fulfils this requirement through the production of quinquennial management plans. The DVMWHS Partnership coordinates the production of the DVMWHS Management Plan on behalf of HM Government.

This document sets out HM Government’s requirements for the appropriate stewardship of the Derwent Valley Mills World Heritage Site on behalf of UNESCO.

Each year, new research helps us to better understand and appreciate the importance, in global history, of the Derwent Valley Mills, their communities and their valley setting. The latest version of the Management Plan reflects this greater understanding, and because of this and with changes to the UK’s management and protection regime e.g. through the introduction of the updated National Planning Policy Framework in February 2019, the 2020 Management Plan supersedes all previous management plans for the Derwent Valley Mills World Heritage Site.

2 STATEMENT OF OUTSTANDING UNIVERSAL VALUE

To assist in the understanding of a World Heritage Site's Outstanding Universal Value UNESCO asks all World Heritage Sites to produce a Statement of Outstanding Universal Value. Where these did not exist at time of inscription, Sites were asked to produce them retrospectively. The Statement of Outstanding Universal Value for the Derwent Valley Mills World Heritage Site was endorsed by the UNESCO World Heritage Committee in 2010.

This Statement of OUV cannot be amended or changed without further endorsement by UNESCO's World Heritage Committee.

2.1 Statement of Outstanding Universal Value (SOUV)

Brief synthesis

The Derwent valley, upstream from Derby on the southern edge of the Pennines, contains a series of 18th and 19th century cotton mills and an industrial landscape of high historical and technological significance. It began with the construction of the Silk Mill in Derby in 1721 for the brothers John and Thomas Lombe, which housed machinery for throwing silk, based on an Italian design. The scale, output, and numbers of workers employed were without precedent. However, it was not until Richard Arkwright constructed a water-powered spinning mill at Cromford in 1771, and a second, larger mill in 1776-77 that the "Arkwright System" was truly established. The workers' housing associated with this and the other mills are intact and span 24km of the Derwent valley from the edge of Matlock Bath in the north nearly to the centre of Derby in the south. The four principal industrial settlements of Cromford, Belper, Milford, and Darley Abbey are articulated by the river Derwent, the waters of which provided the power to drive the cotton mills. Much of the landscape setting of the mills and the industrial communities, which was much admired in the 18th and early 19th centuries, has survived.

Date of inscription: 2001

Criteria: ii, iv

Date of SOUV: 2010

In terms of industrial buildings the Derwent valley mills may be considered to be sui generis in the sense that they were the first of what was to become the model for factories throughout the world in subsequent centuries.

The cultural landscape of the Derwent valley was where the modern factory system was developed and established, to accommodate the new technology for spinning cotton developed by Richard Arkwright and new processes for efficient production.

The insertion of industrial establishments into a rural landscape necessitated the construction of housing for the workers in the mills, and the resulting settlements created an exceptional industrial landscape. The change from water to steam power in the 19th century moved the focus of the industry elsewhere and thus the main attributes of this remarkable cultural landscape were arrested in time.

Criterion ii

Exhibit 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.

The Derwent Valley saw the birth of the factory system, when new types of building were erected to house the new technology for spinning cotton developed by Richard Arkwright in the late 18th century.

Criterion iv

Be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.

In the Derwent Valley for the first time there was large-scale industrial production in a hitherto rural landscape. The need to provide housing and other facilities for workers and managers resulted in the creation of the first modern industrial settlements.

Integrity

The relationship of the industrial buildings and their dependent urban settlements to the river and its tributaries and to the topography of the surrounding rural landscape has been preserved, especially in the upper reaches of the valley, virtually intact. Similarly, the interdependence of the mills and other industrial elements, such as the canals and railway, and the workers' housing, is still plainly visible. All the key attributes of the cultural landscape are within the boundaries. The distinctive form of the overall industrial landscape is vulnerable in some parts to threats from large-scale development that would impact adversely on the scale of the settlements.

Authenticity

Although some of the industrial buildings have undergone substantial alterations and additions in order to accommodate new technological and social practices, their original forms, building materials, and structural techniques are still intact and easy to discern. Restoration work on buildings that have been in a poor state of repair has been carried out following detailed research on available documentation and contemporary built architectural examples, and every effort has been made to ensure that compatible materials are used. In those cases where buildings have been lost through fire or demolition, no attempt has been made to reconstruct. The overall landscape reflects well its technological, social and economic development and the way the modern factory system developed within this rural area on the basis of water power.

Protection and management requirements

A comprehensive system of statutory control operates under the provisions of the Town and Country Planning Act (1990) and the Planning (Listed Buildings and Conservation Areas) Act (1990). A network of strategic planning policies is also in place to protect the site. There are thirteen Conservation Areas falling wholly or partly within the property. 848 buildings within the area are included on the List of Buildings of Special Architectural or Historical Interest. There are also nine Scheduled Ancient Monuments.

Management responsibility is shared by a number of local authorities and government agencies. The coordination mechanism is provided by the Derwent Valley Mills Partnership. This has established a close working relationship between the local authorities involved in the nominated area. This Partnership has been responsible for the preparation of a management plan for the property, most recently revised in January 2007.



2.2 Update (2020)

Although this Statement of OUV cannot be amended or changed (except by UNESCO), it is important to note that there have been changes to how the DVMWHS is protected and managed since endorsement of the SOUV in 2010.

There are now 859 buildings included on the List of Buildings of Special Architectural or Historical Interest, and 13 Scheduled Monuments (Scheduled Ancient Monuments is no longer the correct term). A Strategic Board is now responsible for managing the Partnership.

The latest revision date for the management plan has also changed, to 2020.

Belper mills and industrial community

3 ATTRIBUTES OF OUTSTANDING UNIVERSAL VALUE

The UNESCO concept of “Outstanding Universal Value” (OUV) can be difficult to get to grips with if one is unfamiliar with it so a brief explanation is given here.

As is evident from the preceding section, OUV is comprised of three “pillars”: meeting the criteria; integrity and authenticity (cultural WHS only); and protection and management.

The criteria are those which are listed at paragraph 69 of the Operational Guidelines for the Implementation of the World Heritage Convention. Derwent Valley Mills satisfies criteria (ii) exhibit 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 and (iv) be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.

Authenticity relates to the credibility of the evidence for meeting the criteria, for example is what is represented on the ground an authentic

representation of the historical record. Integrity related to how much of this authentic evidence actually survives. To satisfy this pillar of OUV there has to be high levels of both authenticity and integrity, demonstrated in the case of Derwent Valley Mills by, for example the mills themselves representing the birth of the factory system, where the mills present both credible evidence and high levels of integrity in the survival of physical fabric from this historically significant period.

Taken together the criteria met and authenticity effectively comprise what in a UK context we refer to as significance, a concept which enables the identification of the relative importance of heritage assets in a local, national and international context. Where OUV differs from the concept of significance is the incorporation of protection and management as a pillar of OUV, rather than as a separate system for sustaining significance. The rationale for this is that, as the Convention requires the OUV of World Heritage Sites to be sustained in perpetuity, this must be guaranteed by including the protection and management system as an integral part of OUV rather than separate legislation and policy which can be amended over time.

For effective protection and management it is necessary not only to have the overarching Statement of Outstanding Universal Value, but also to define the attributes of OUV which individually and collectively comprise OUV. For example having clearly defined attributes enables the impact of proposed changes within a WHS and its setting to be assessed against individual attributes as well as OUV as a whole. Attributes can be both tangible, for example the physical aspects of a WHS such as historic buildings and archaeological remains, and intangible, for example the concept of large scale industrial production.

This section of the plan therefore defines the attributes of the OUV of the Derwent Valley Mills WHS and the elements of which they are formed.



Strutt lodge and gate, Belper

Attributes	Elements
<p>1. The successful harnessing of relatively large amounts of natural energy to deliver the power to drive newly devised machines housed in mills to produce goods of superior quality at an unprecedented rate.</p>	<p>Watermills, water courses, mill ponds, aqueducts, culverts, weirs, leats, soughs, launders, waterwheels, mill yards, bleach mills, tentering grounds, warehouses, barracks, counting houses, offices, chimneys.</p>
<p>2. The creation and development of a new way of life resulting from the need for people to congregate together (in factories) producing goods of superior quality at an unprecedented rate, sometimes in formerly rural (non-urban) locations, with attendant intensification of agriculture for provisioning and the adoption, from the early 19th Century, of new modes of transportation.</p>	<p>Mill workers houses (new forms of housing built in planned campaigns), pigsties, allotments, overseers houses, mill owners houses and service buildings, mill owners parks and gardens, clergy houses, shops, chapels, churches, schools, inns, mill owners' farms, field barns, etc. The relationship of the industrial installations and their dependent housing settlements to the river and its tributaries and to the topography of the surrounding rural landscape has been preserved, especially in the upper reaches of the valley, virtually intact. Similarly, the interdependence of the mills and other industrial elements, such as the canal and railway, and the workers' housing, is still plainly visible.</p>
<p>3. The dissemination of the new technology and new mode of mass production, from the Derwent Valley to other parts of the UK, Europe and North America, prior to the introduction of steam power and the transference of mill development to the coalfields of Lancashire.</p>	<p>Watermills, water courses, aqueducts, culverts, weirs, leats, waterwheels, mill yards, bleach mills, warehouses, offices, workers' housing and communities which influenced global industrialisation.</p>
<p>4. The further development of industry including the introduction of new modes of transportation and utilities.</p>	<p>Canals, canal wharfs, canal bridges, aqueducts, winding holes, weighbridges, tramways, pumping houses, turnpike roads, toll houses, toll gateposts, railways, railway stations, railway bridges, railway cuttings, railway junctions, railway workshops, gas works, metalled roads, paved causeways, street lighting, reservoirs, flood bunds.</p>
<p>5. A 'relict' industrial landscape, where late 18th and early 19th century industrial development may still be seen in an 18th/ 19th century agricultural landscape containing evidence of other early industrial activity.</p>	<p>Enclosure field boundaries, traditional 18th/19th century field patterns, ancient woodland, pastoral farmland, designed landscapes, tree plantations, pathways and channels, farms, agricultural buildings, hosiery and nail warehouses, nailshops, nailers' houses, nailmasters' houses, workshops, quarries, lead mines.</p>



Whilst all the necessary attributes for conveying Outstanding Universal Value lie within the 'Property Boundary', in this case a 24km long World Heritage Site, new research has increased our understanding of the OUV of the property and has identified some associated attributes and elements which lie beyond the boundary of the property, within the buffer zone and beyond. These new additions have been identified as a result of a better understanding of the DVMWHS, through research undertaken since inscription in 2001. Although these associated attributes and elements were not fully identified at the time of inscription, they support OUV and should be regarded as integral to a full understanding of the inscribed property. Effective management of the World Heritage property and its OUV must take account of them and give them due consideration.

The most significant attribute which spills out of the WHS and into the buffer zone and beyond is the relict landscape, the green 'cradle' in which the factory system was established for the first time in the 18th century. The SOUV emphasizes that the relationship of the industrial buildings and their dependent urban settlements to the river and its tributaries and to the topography of the surrounding rural landscape has been preserved. In addition the SOUV recognises that much of the landscape setting of the mills and the industrial communities, which was much admired in the 18th and early 19th centuries, has survived" and it is therefore very important this landscape is protected from and not undermined by spreading urbanisation. In addition, other elements outside the WHS, associated with attributes of the OUV within the property, have also been identified since 2001.

Examples of these include (but are not limited to):

- Whitehouse Farm, Belper Lane, Belper (attribute 2, *new way of life*)

- Bridge Hill Ice House and other structures, Bridge Hill, Belper (attribute 2, *new way of life*)
- Housing, Belper (attribute 2, *new way of life*)
- Haarlem Mill, Wirksworth (attribute 3, *dissemination of the new technology*)
- The Bessalone Reservoir, off Crich Lane, Belper (attribute 4, *utilities*)
- Nail Shops, Belper – including Bullsmoor (attribute 5, *evidence of other early industrial activity*)

By its very nature, this list can only be indicative. As further research takes place, our understanding of attributes and associated elements which support the OUV of the World Heritage Site deepens and expands.



Haarlem Mill, Wirksworth



4 THE BUFFER ZONE AND BROADER SETTING

“Wherever necessary for the proper protection of the property, an adequate buffer zone should be provided. For the purposes of effective protection of the nominated property, a buffer zone is an area surrounding the nominated property which has complementary legal and/or customary restrictions placed on its use and development to give an added layer of protection to the property. This should include the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the property and its protection.”¹

A World Heritage Site buffer zone, per se, does not have Outstanding Universal Value but supports Outstanding Universal Value – sometimes through a scattering of attributes that are functionally linked to the property, sometimes as an essential context that protects key views, to allow an understanding of the Outstanding Universal Value. Both reasons apply in the case of the Derwent Valley Mills Buffer Zone.

Guided by paragraph 112 of the UNESCO Operational guidance 2017, we can establish the following principle:

An integrated approach to planning and management is essential to guide the evolution of the Derwent Valley Mills World Heritage Site over time and to ensure maintenance of all aspects of its Outstanding Universal Value. This approach goes beyond the buffer zone, to include attributes which contribute to our understanding of the Outstanding Universal Value.

“A buffer zone... has complementary legal and/or customary restrictions placed on its use and development to give an added layer of protection”

The broader setting relates to the Site’s topography, natural and built environment, and other elements such as infrastructure, land use patterns, spatial organization, and visual relationships. It also includes related social and cultural practices, economic processes and other intangible dimensions of heritage such as perceptions and associations. Management of the broader setting is related to its role in supporting Outstanding Universal Value.

The description of the buffer zone and reasoning behind how it was defined can be found within the following site description.

¹ Paragraph 103 of UNESCO Operational Guidelines for the Implementation of the World Heritage Convention.

5 DESCRIPTION OF THE DVMWHS

The Derwent Valley Mills World Heritage Site consists of a 24km length of the lower Derwent Valley in Derbyshire in the East Midlands of England stretching from Matlock Bath in the north to Derby City Centre in the south.

It includes within its boundaries a series of historic mill complexes, river weirs and associated settlements and transport networks. It combines elements of both a relict or fossil landscape in which the evolutionary process of industrialisation came to an end, leaving significant distinguishing features visible in material form, and a living landscape with significant evidence of its further evolution over time. Due to the nature of the site, the ownerships and interests are numerous, especially within the urban areas.

5.1 Identification of the Derwent Valley Mills

Country	Region	Property	Location
United Kingdom	Derbyshire in the East Midlands	Derwent Valley Mills	Latitude: 53.01' 13"N Longitude: 01.29' 59" W

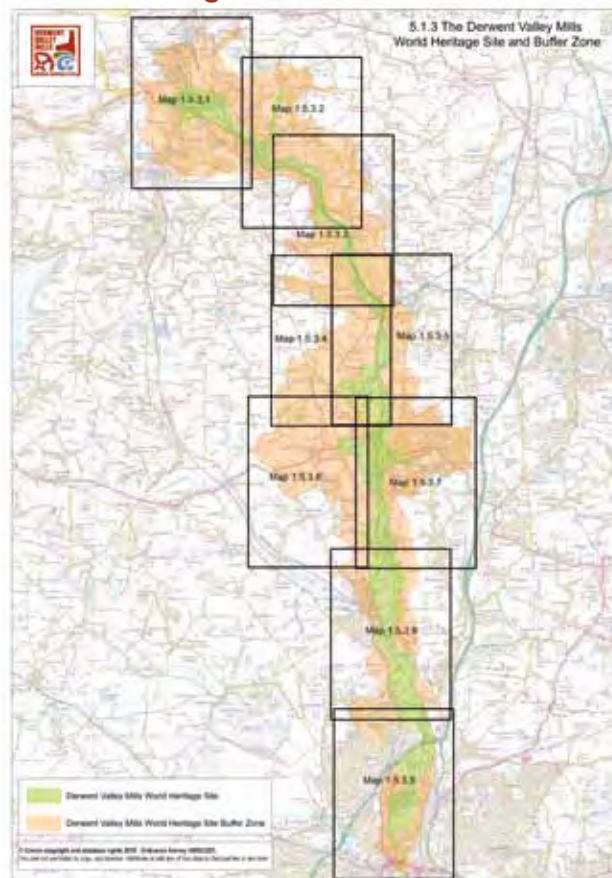


1.5.1.1 The Derwent Valley Mills World Heritage Site in context with other UK mainland World Heritage Sites (2020)

5.1.2 The DVMWHS in context – nationally and regionally



5.1.3 The Derwent Valley Mills World Heritage Site and Buffer Zone



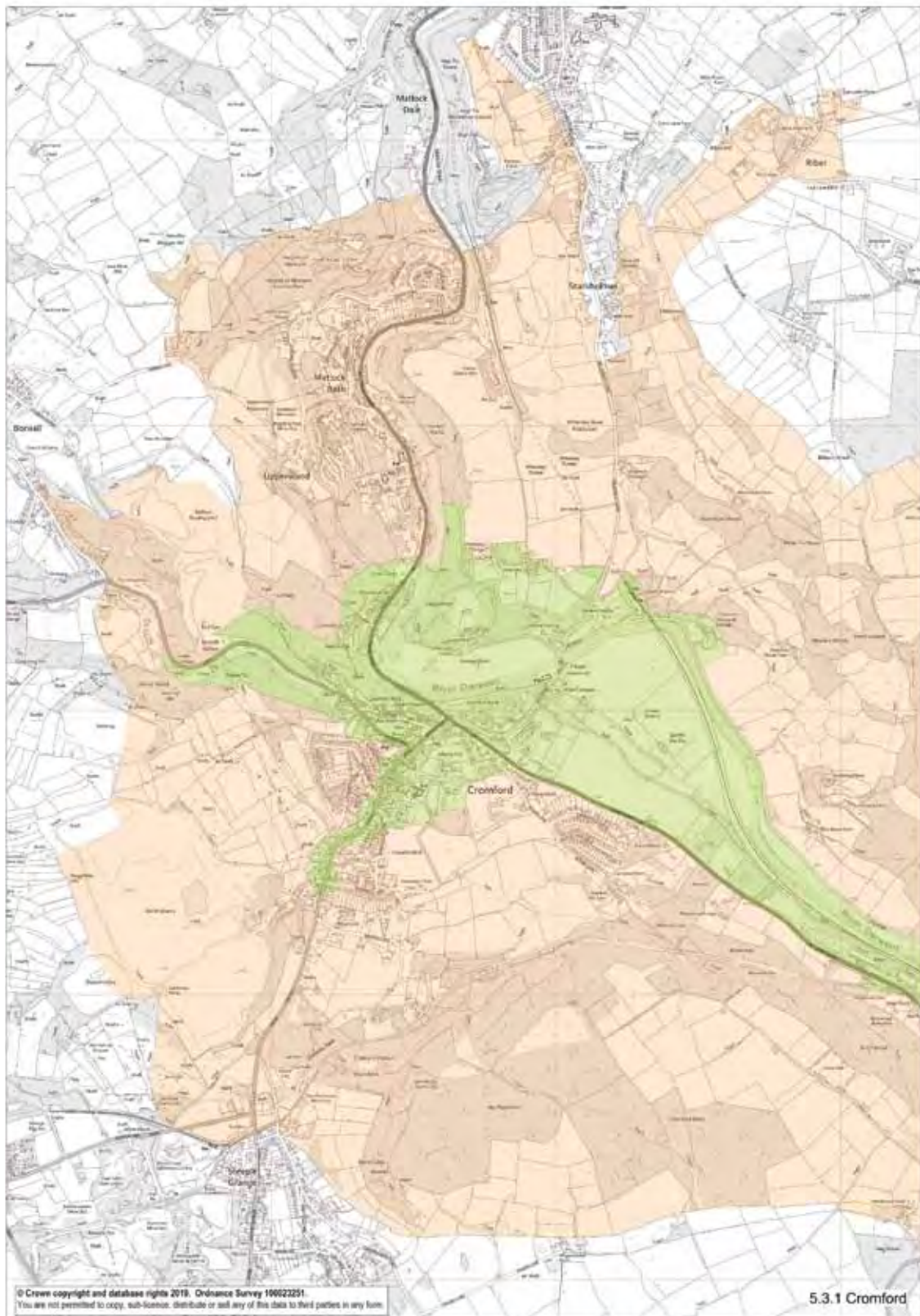
5.2 Boundary of the World Heritage Site

The boundary of the site was defined through field observation by applying the following principles:

- definition of the extant historic topography (buildings, features, landscapes) derived from, and exemplifying, the historical theme of the innovation of the textile mill and the economic and social infrastructure of the site as the ‘cradle of the factory system’;
- coincidence, wherever possible, with existing statutory and other formal designations within administrative areas where these are relevant to the criteria for inscription, taking account of historical ownership but omitting any contiguous zones of different character, or significant areas where the character and/or archaeological integrity has been lost or degraded;
- delineation as a single entity, without detailed outlying elements, linked by linear features where these are the defining characteristic of the historic topography and contribute to the site’s universal value;
- tests of authenticity applied in relation to the historical evolution of a cultural landscape with particular regard to the archaeological integrity of form and landscape character, rather than necessarily the outward appearance of individual buildings.
- particularly at the southern end of the WHS, the extent of the flood plain was utilised to form the WHS boundary.

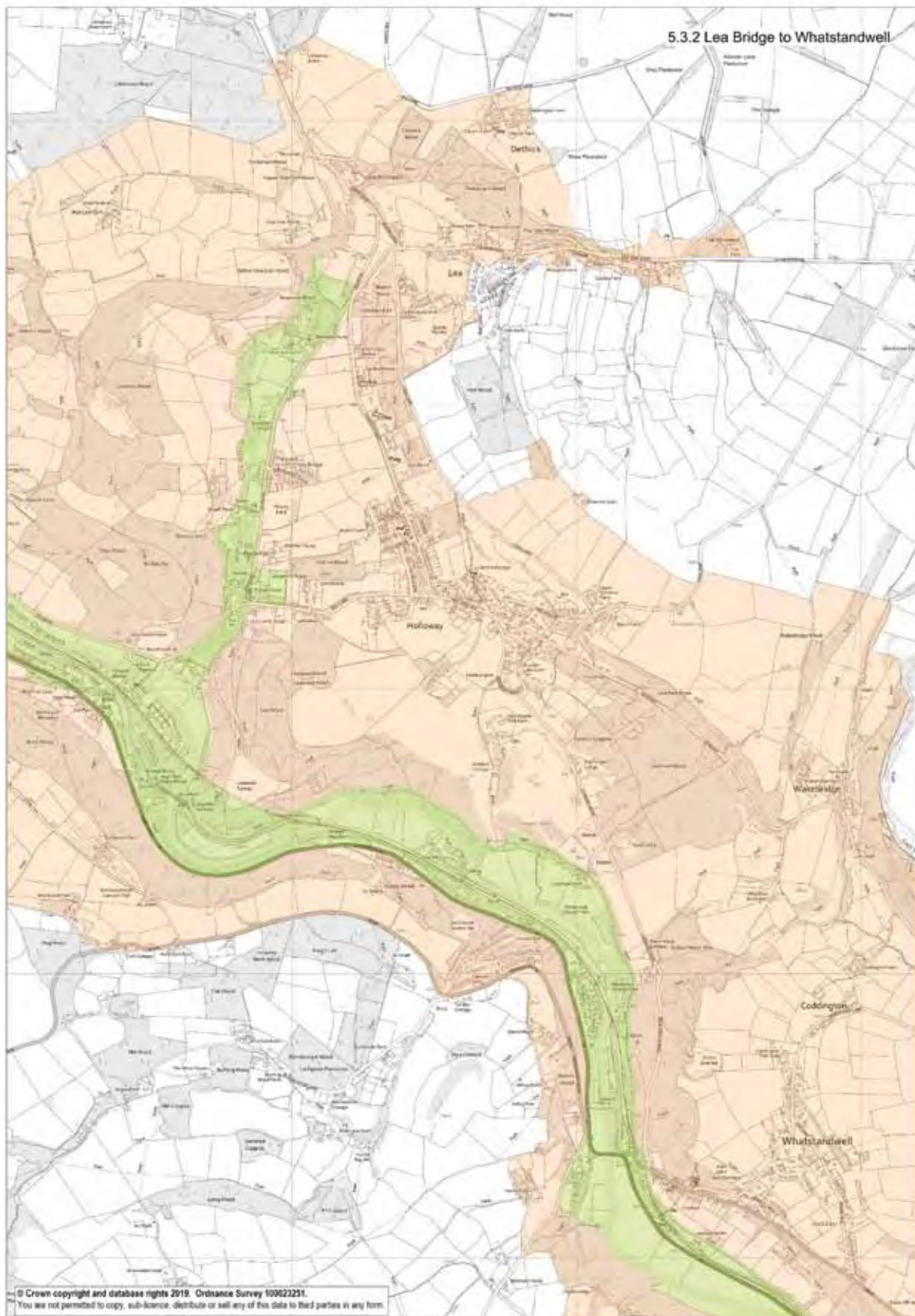
The need for a minor review of the site boundary has been identified, to provide greater clarification to the original map work of 2001, and make small adjustments where buildings or structures have been omitted or included, close to the boundary. The DVMWHS Partnership believes, with 17 years’ greater understanding of the Property, there are omissions/inclusions which run contrary to the reasons for the boundary’s original line. A formal request to UNESCO’s World Heritage Committee for a Minor Boundary Modification will take place during the lifetime of this Management Plan (See Objective 1.13 on page 66).

5.3 Map descriptions (including Buffer Zone – see 1.5.4)



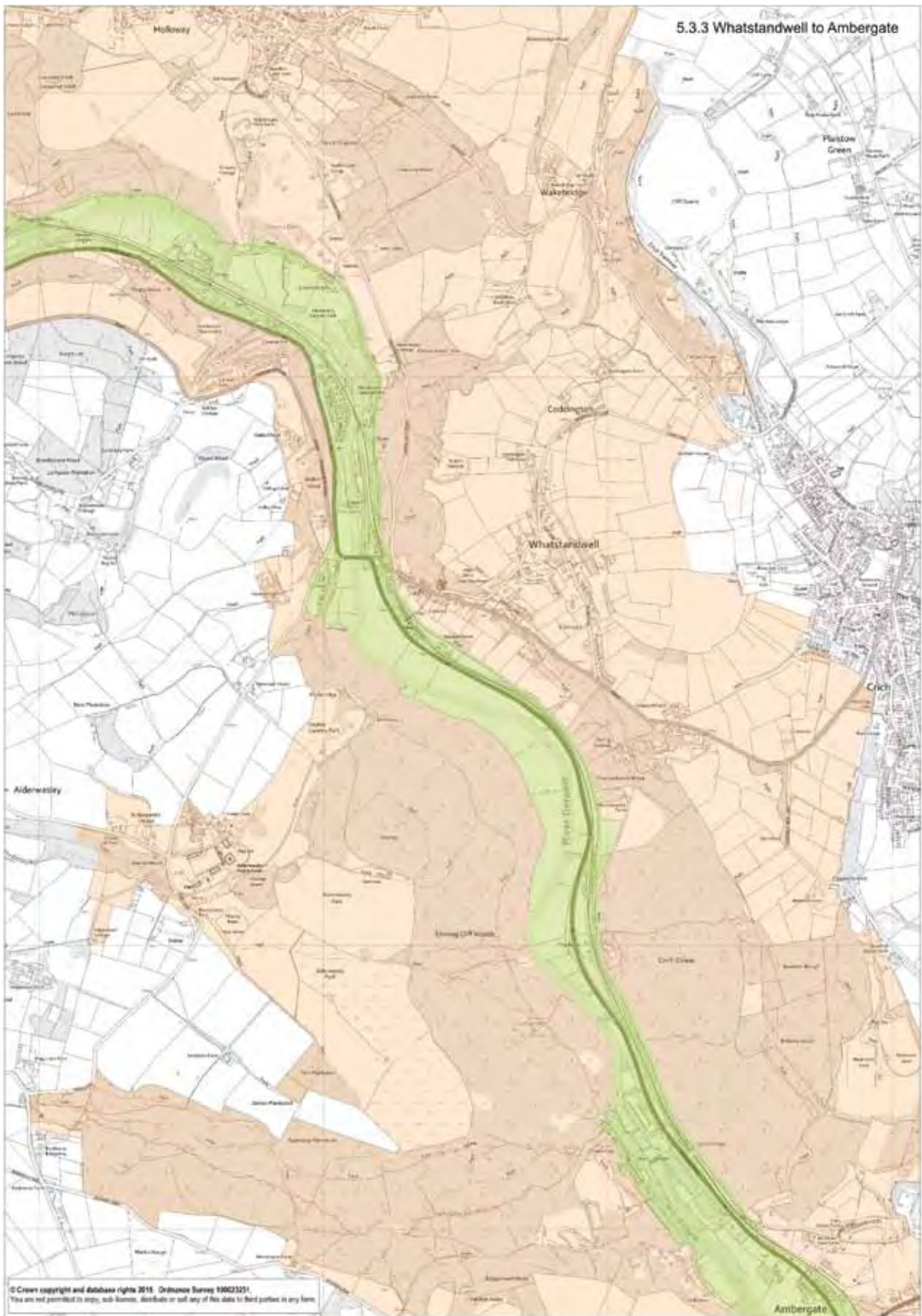
5.3.1 Cromford (Map 1)

The northern end of the site comprises the Cromford Conservation Area, which focuses on the Cromford Mills and associated water courses, Masson Mills, workers' housing, the Greyhound Hotel, the Market Place, Corn Mill, Canal Wharf and the two Arkwright family residences and grounds. The only part of the Conservation Area to be excluded is a pre-Arkwright area of settlement to the south-east.



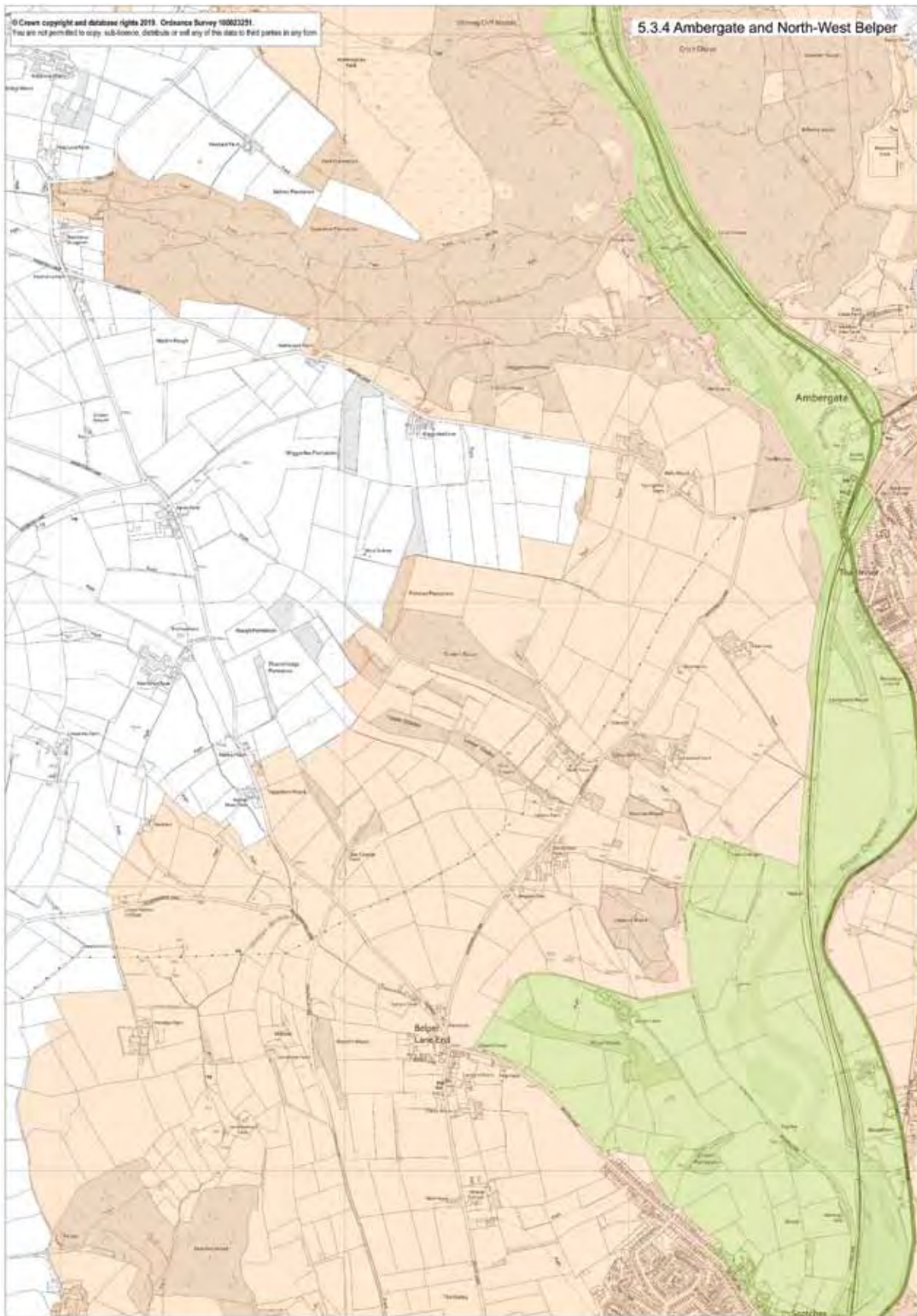
5.3.2 Lea Bridge to Whatstandwell (Map 2)

The eastern boundary follows the limits of the flood plain of the River Derwent. It is defined to the west by the Cromford Canal and a former turnpike road (now the A6). It broadens out and takes in the High Peak Junction Wharf. Further south, a short spur follows the Nightingale Arm of the canal to Lea Bridge to take in the wharf, Nightingale's mill, terraces of workers' housing and the water courses for the mills as far as Pear Tree Farm.



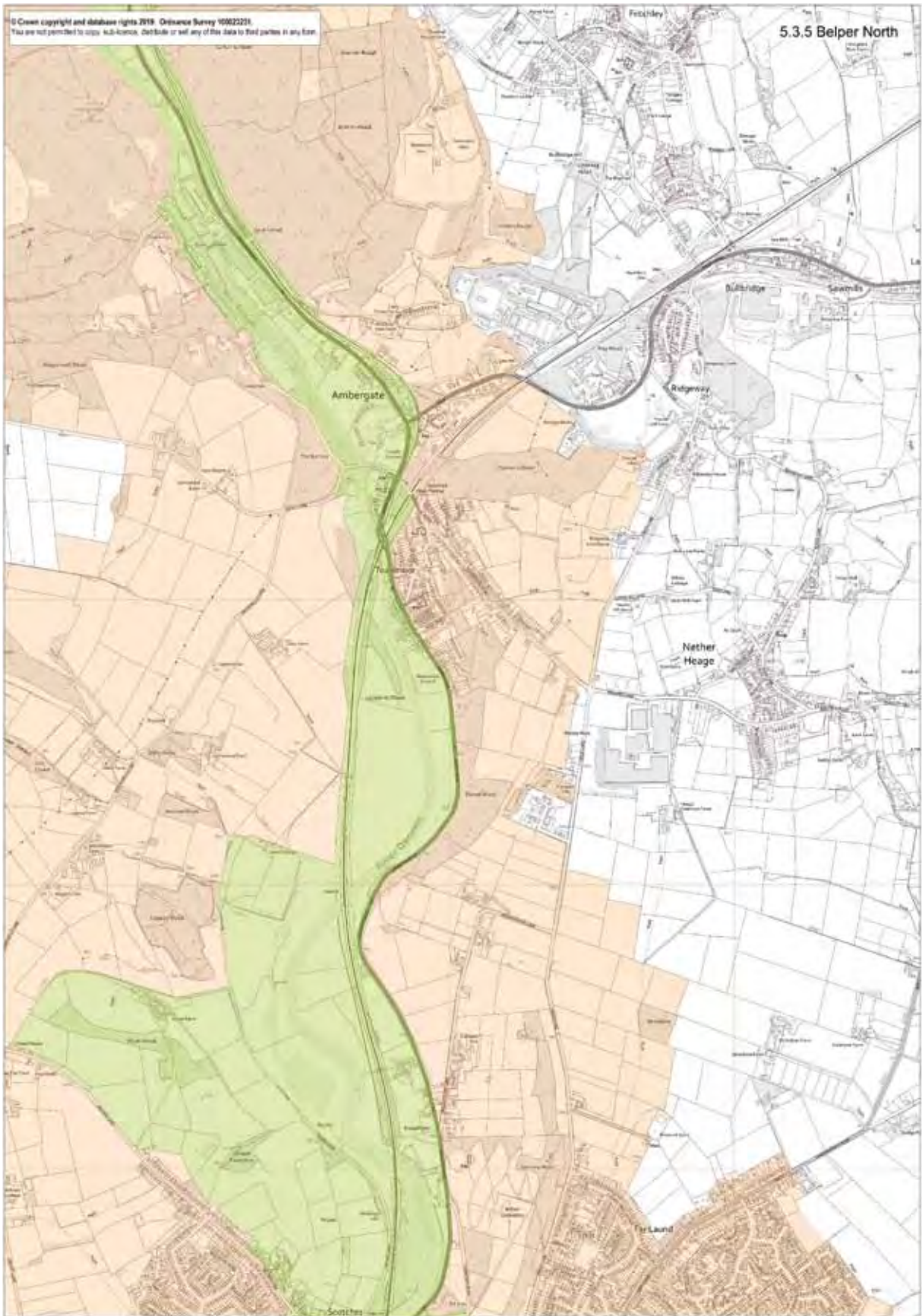
5.3.3 Whatstandwell to Ambergate (Map 3)

South of the aqueduct, as far as Ambergate, the area consists of the River Derwent, the Cromford Canal, and the former turnpike road linking Cromford to Belper and the railway line.



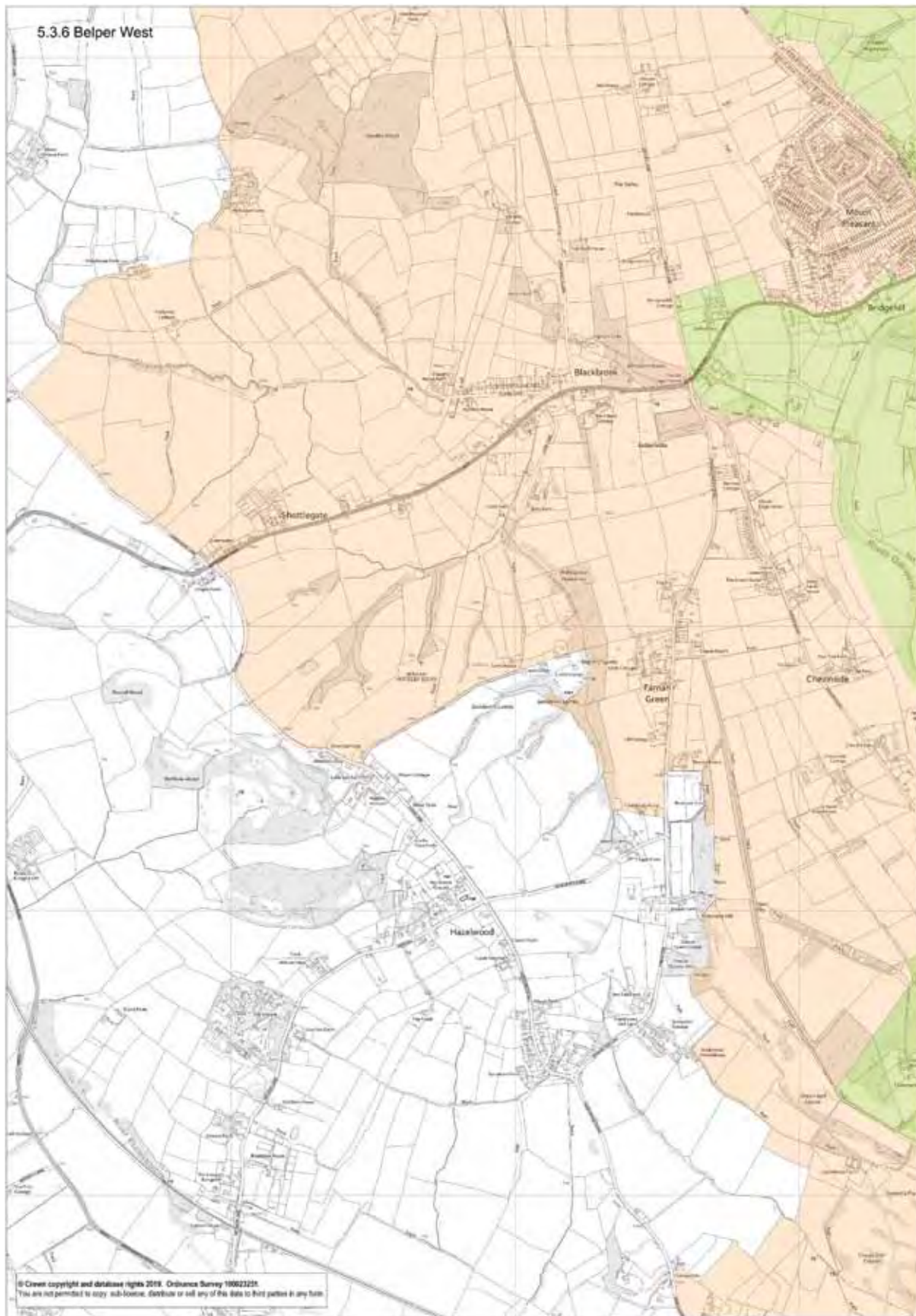
5.3.4 Ambergate and North-West Belper (Map 4)

At Ambergate, the boundary takes in the site of an iron foundry and forge that supplied castings to the cotton mills and the railway bridges over the highway and the River Derwent.



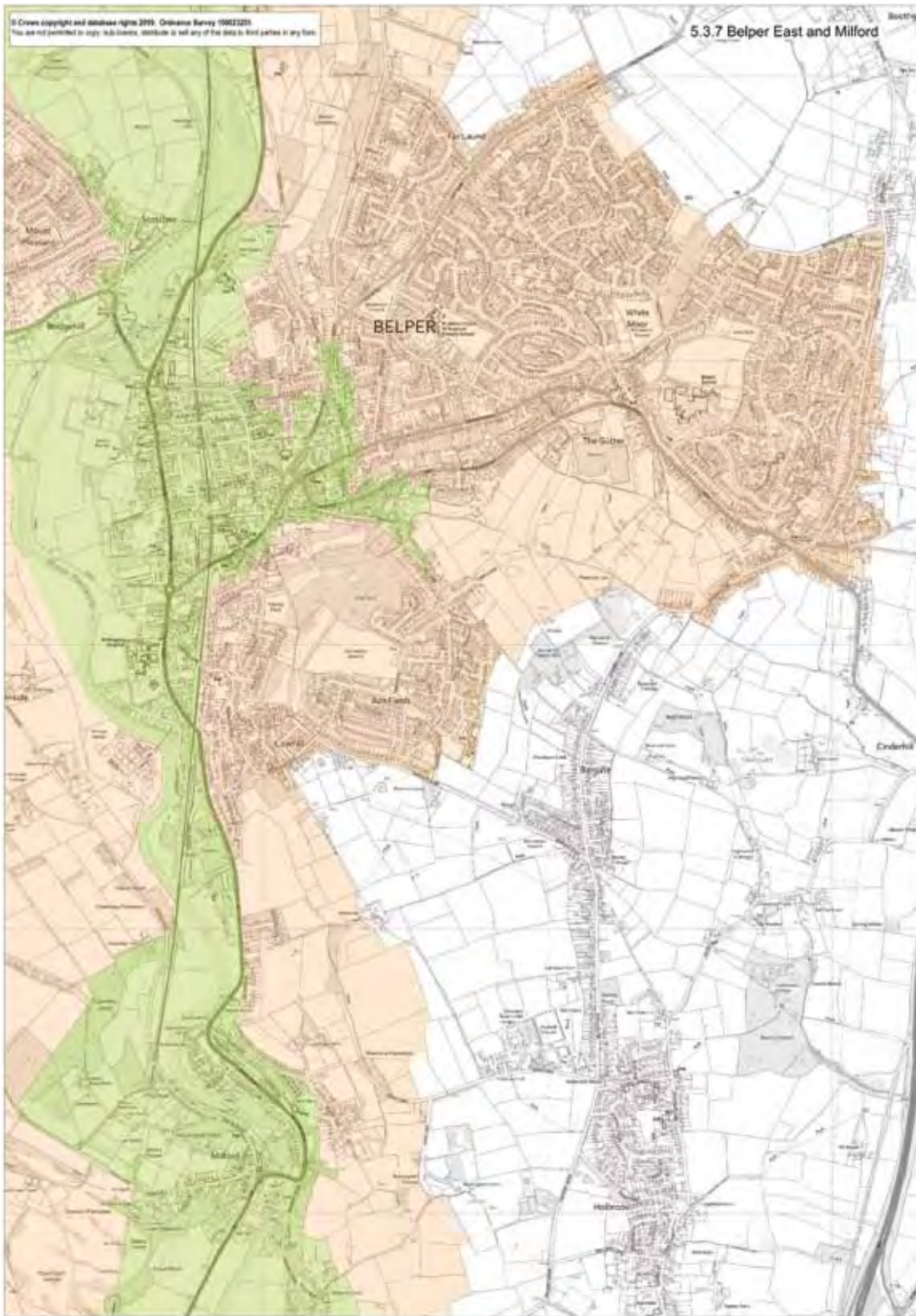
5.3.5 Belper North (Map 5)

The boundaries are formed by the River Derwent and its flood plain to the west and the A6 road to the east until the Belper Conservation Area is reached. Strutt's Wyver Farm lies in the west of the area.



5.3.6 Belper West (Map 6)

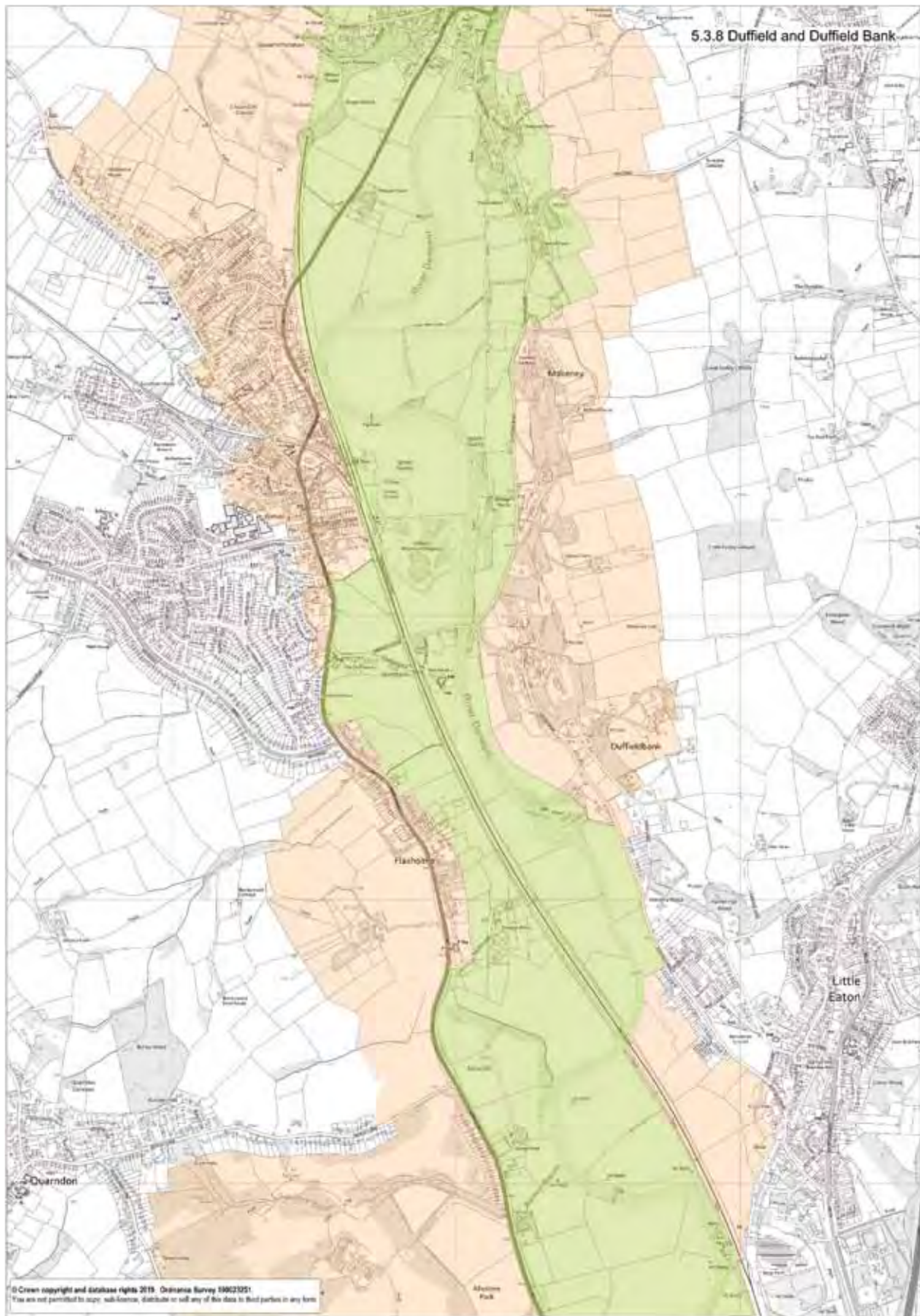
The site incorporates Strutt's Dalley and Crossroads Farms. The Buffer Zone extends out to another Strutt farm, Shottlegate.



5.3.7 Belper East and Milford (Map 7)

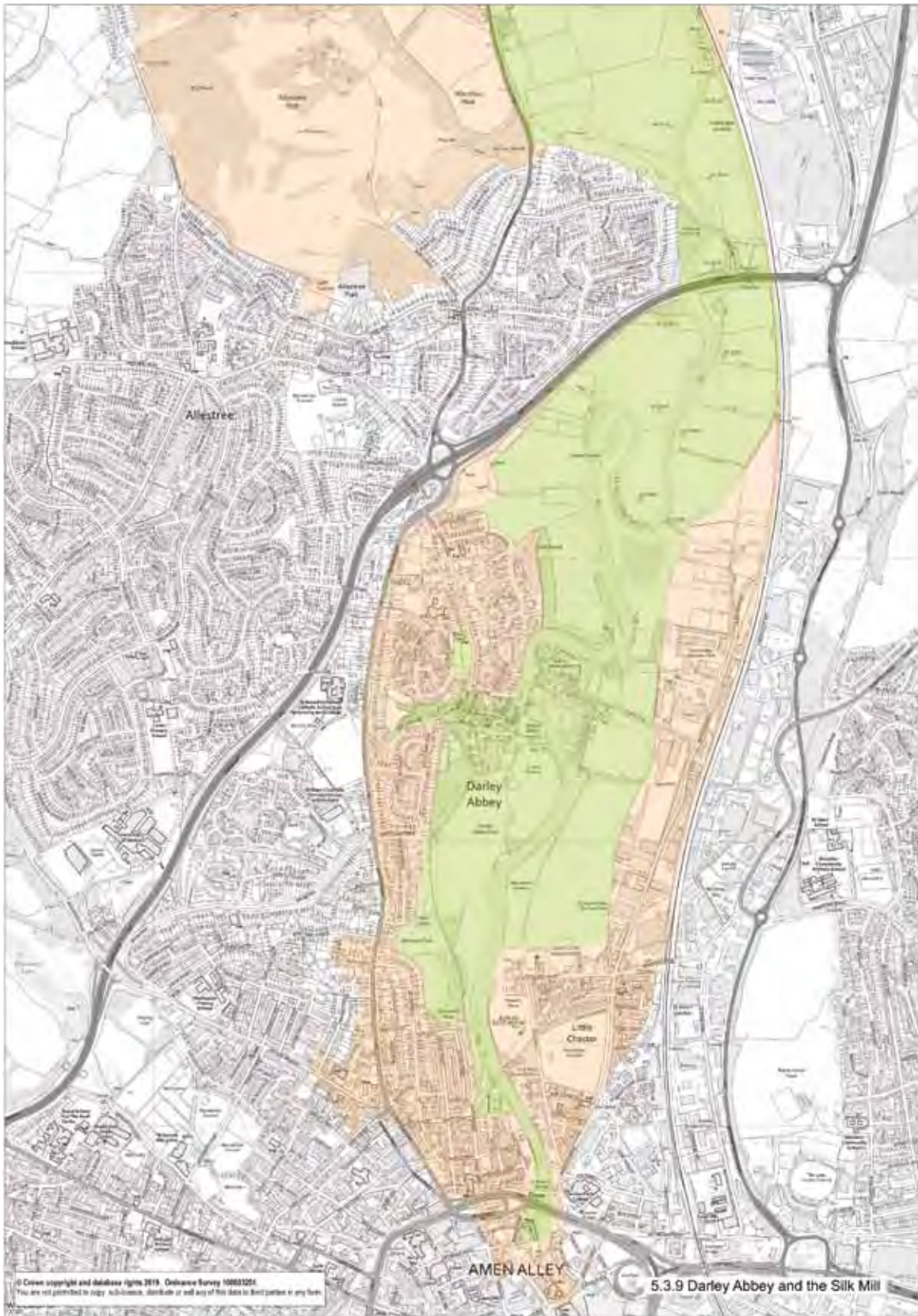
The site incorporates the Belper and Milford Conservation Area² except for the remnant of the medieval deer park in the south-east corner, which is omitted. To the south, the river and its flood plain, the railway and the former Derby-Chesterfield turnpike road, now the A6, contain the area as far as Milford, where the Conservation Area forms the site boundary apart from a minor extension to the west to include the ground above Milford tunnel.

²The Belper Conservation Area and the Milford Conservation Area were extended on 16 July 2003, with land in between the two designated areas being included, thereby forming one single designation - The Belper and Milford Conservation Area .



5.3.8 Duffield and Duffield Bank (Map 8)

The boundary follows the flood plain of the River Derwent to the east and keeps close to the road and railway line to the west. The roadside development at Duffield is excluded. The flood plain includes Peckwash Paper Mill at Little Eaton.



5.3.9 Darley Abbey and the Silk Mill (Map 9)

The whole of the Darley Abbey Conservation Area is included, with an extension to the north to incorporate St Matthew's Church. All the Evans' mill complex and factory village are within the site. The river plain forms the eastern boundary, with Darley Abbey Park to the west, formerly part of the Evans' estate. From Darley Abbey the site narrows as it enters Derby. The River Derwent flood plain to the east and Derwent Park to the west form the boundaries until the river alone carries the site to its southern extremity, Derby Silk Mill.



Belper and its rural setting from Hungerhills

5.4 The Buffer Zone

The Buffer Zone has been defined in order to protect the site from development that would damage its setting. Some attributes that relate to the primary significance of the site are included. Wherever possible, boundaries of existing protected areas (e.g. Conservation Areas and Green Belt) have been adopted. The Landscape Character Assessment for Derbyshire also informed the definition of the buffer zone.

The boundary of the Buffer Zone is generally clearly evident on the ground by virtue of easily identifiable features, such as field boundaries, watercourses or roads.

In the north, where the relief of the topography is marked, a skyline to skyline approach has been adopted.

In the Belper area the Buffer Zone encompasses, to the west, the historic farmland of the Strutts. To the east, where the ground rises, the limits of the settlement and the green belt boundary have been used. To the south the Buffer Zone is defined by field boundaries just below the skyline.

At Duffield, the Buffer Zone comprises the Duffield Conservation Area to the west and, to the east, the rising ground of Duffield Bank and Eaton Bank, including Eaton Bank Conservation Area. Further south the landscaped park of Allestree Hall, the former home of William Evans, provides the Buffer Zone on the western side.

At Darley Abbey, the Buffer Zone consists of the rising land up to the A6 and A38 roads to the west and the land abutting the River Derwent's flood plain up to the railway to the east. Further south it includes the Strutt's Park Conservation Area, the Chester Green Conservation Area, part of the River Derwent immediately south of the site and Derby Cathedral.

It should be noted that the Buffer Zone does not and cannot incorporate the complete setting of the World Heritage Site, which is wider. Development within the broader setting will need to be considered on a case-by-case basis as to impacts on Outstanding Universal Value, particularly if they are of a large scale, either in number or height of buildings or structures (e.g. wind turbines), or exceptionally tall relative to their context (the latter being a particular concern at the southern end of the World Heritage Site, within the setting of the Derby Silk Mill).

The Buffer Zone does include attributes which are functionally linked to the World Heritage Site, particularly the relict landscape, 'arrested in time' (see 1.3), and give an essential context in which the World Heritage Site's Outstanding Universal Value can be understood.



Darley Abbey Mills, 1868.

5.5 Historic Context of the Site

The eighteenth century witnessed a fundamental restructuring of economic organisation within society, resulting in the major landmark in human history that came to be known as the 'Industrial Revolution'. Amongst its many innovations was the successful harnessing of relatively large amounts of natural energy to deliver the mechanical power needed to drive machines housed in mills producing goods at an unprecedented rate.

The first stages in the establishment of this new system, the factory system, occurred in the Derwent Valley. At its southern end is the Lombe brothers' Silk Mill in Derby which, when it opened in 1721, brought to England technology developed in Italy which enabled silk to be thrown on machines driven by water power. This important step towards full-scale factory production did not on its own trigger rapid or widespread economic investment in mechanised production, but its influence on the later developments in the cotton industry which took place a few miles to the north, at Cromford, is now widely recognised.

“Nowhere outside the Derwent Valley does the physical evidence of the early factory community survive in such abundance.”



Cromford Mills, 1836

It was Richard Arkwright's Cromford Mill that provided the true blueprint for factory production. Arkwright's system was copied widely in many parts of Britain and, soon after, across the globe.

The structures that housed the new industry and its workforce, and the landscape created around them, remain. Overall, the degree to which early mill sites in the area have survived is remarkable. The value of Cromford in the World Heritage Site is further enhanced by the survival of the settlement that was constructed contemporaneously with the industrial buildings, to accommodate the mill workers. Cromford was relatively remote and sparsely populated, and Arkwright could only obtain the young people he required for his labour force if he provided houses for their parents. In Cromford, there emerged a new kind of industrial community that was copied and developed in the other Derwent Valley settlements.

Arkwright's activities stimulated a surge of industrial growth in the Derwent Valley. His close association with the entrepreneurs Jedediah Strutt, Thomas Evans and Peter Nightingale set in train a series of important developments along the valley. All were successful industrialists, whose economic interests extended well beyond cotton manufacturing. They were also

enlightened employers who displayed a strong sense of responsibility for their workforce, their dependants and for the communities that came into being to serve the new industrial system. As such, the developments at Belper, beginning in 1776, at Milford from 1781, and Darley Abbey from 1782, provided early models for the creation of industrial communities.

Today, the housing and infrastructure in these settlements, which were brought into being by the same economic and industrial opportunities and constraints as Cromford, offer unique possibilities for comparison and analysis. In each case, there has been a high degree of survival and the number of houses of an early date, the range of the house types and the extent of the community infrastructure, are the components of an archive of bricks and mortar of unparalleled importance. Nowhere outside the Derwent Valley does the physical evidence of the early factory community survive in such abundance.

The manufacture of cotton thread continued to prosper in the Derwent Valley through the nineteenth century at a level that was sufficient to maintain the mills and their communities. Some extensions were built, especially after the formation of the English Sewing Cotton Company in 1897, e.g. at Masson Mill and at Belper, with the construction of the East Mill.



Toll house and gate at Ambergate, c.1880

Survival depended upon specialisation and the manufacture of sewing thread for industrial and domestic purposes replaced their earliest function as spinning mills.

Redirection of production to domestic sewing thread maintained the mills until the 1980s (Belper) and 1990s (Masson and Milford).

As the heart of the textile industry moved to Lancashire and Cheshire, the Derwent Valley became a relative backwater. This was particularly the case at Cromford, where a combination of topographical constraints and inaccessibility limited the possibility for growth.

Had the Derwent Valley rather than Manchester become 'Cottonopolis', there would have been a serious risk of these earlier settlements being overrun and their monuments lost, overwhelmed in the name of economic development.

As it was, though, Derby itself remained a market and mill town until the second half of the 19th century when the railway industry led to a second phase of industrial expansion. Further industrial growth and escalating urbanisation did not engulf the valley north of Derby. The original late 18th and early 19th century mills and the community infrastructure have survived within a largely unaltered landscape. The cultural landscape created by the factory system remains substantially intact.

5.6 Cultural Landscape

In 1992 the World Heritage Convention became the first international legal instrument to recognise and protect cultural landscapes, adopting guidelines concerning their inclusion in the World Heritage List. Although the Derwent Valley Mills was not inscribed on the World Heritage List in 2001 as a 'cultural landscape', it displays many of the characteristics of this category.

A prerequisite for the protection and enhancement of the site's 'cultural landscape' is an understanding of what is meant by that term and also what constitutes the nature and qualities of this particular cultural landscape.

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) has defined cultural landscapes as "representing the combined works of nature and man". Of course very few landscapes in the world, and certainly in the United Kingdom, are not of this nature. But it is a useful term to describe the lower Derwent Valley, whose character is very much determined by the way men and women have sustained themselves and their families by the production of goods through harnessing the river's power, by the winning and processing of minerals from the underlying rocks, by the management of woodland and by cultivation of the soil.

The document which nominated the site to UNESCO explains how the landscape's particular character is the result of "arrested urbanisation". Whereas the urbanisation continued unabated in Lancashire, following the initial revolutionary phase of industrial innovation, in the Derwent Valley growth was much reduced in the 19th and early 20th centuries.

The whole of the World Heritage Site is a relict landscape where the natural relief and flora has been extensively modified by human intervention, the evidence for which is sometimes obvious, but often not.

For most of the length of the site the presence of the river itself is the constant factor. Above the riverside meadows, within the wider buffer zone of the World Heritage Site, the landscapes of the Peak Fringe are diverse and contrasting. The majority of the buffer zone is defined by the organic landscape of wooded slopes and valleys.



5.6.1 Landscape Character

The Derwent Valley Mills World Heritage Site, as the name suggests, falls completely within the valley of the River Derwent. With steep, wooded valley sides in the north, the flood plain broadens towards Duffield, with the Derwent meandering throughout it. In the north, smaller fast-flowing brooks were dammed to harness water power for the textile mills.

This early industrialisation was largely arrested due to competition elsewhere, so that land-use has remained predominantly pastoral with mixed stock rearing and rough grazing, and some mixed farming with occasional arable fields where topography allows.

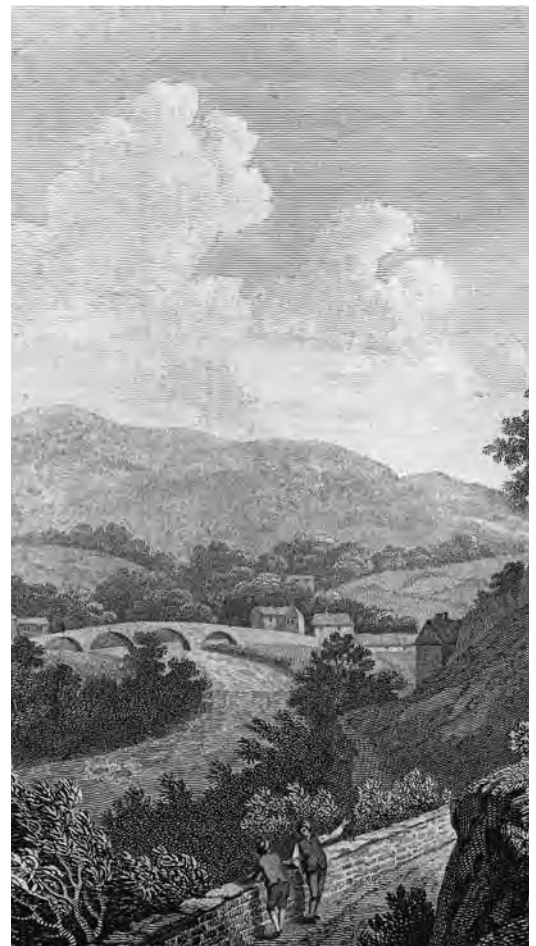
Woodland is well represented, with extensive ancient semi-natural woodland occupying steep valley sides and smaller woodlands elsewhere.

Towards Derby the heavy soils and the vulnerability of the river meadows to flooding led to the early abandonment of arable farming, leaving evidence of medieval ridge and furrow around Duffield and Allestree. At Duffield ornamental parkland extends into the landscape and generally the proximity of Derby becomes progressively more apparent. The expansion of Derby is slowly introducing urban fringe activities into an otherwise agricultural landscape. Beyond Darley Abbey the riverside meadows lose all semblance of nature, being manicured into parkland and playing fields until they are contained between urban development within the city centre.

5.6.2 Archaeology and Early History

The Derwent Valley links the Trent Valley with the uplands of the carboniferous limestone and gritstone moors of the Peak District. The long-standing historic importance of the Derwent is indicated by its name being of Celtic origin. The Romans established a fort, *Derventio*, at Little Chester, a kilometre north of the present city centre of Derby. It became the hub of a road network, enabling it to become a market and administrative centre.

Throughout the Middle Ages the lower Derwent Valley remained a quiet provincial backwater. The only monastic foundation was at Darley Abbey. Gradually, the exploitation of local natural resources resulted in the development of modest industrial activities, especially cloth-making, metal smelting and casting. Derby became a centre for these activities and, by the 18th Century, formed part of the East Midlands 'textiles triangle', which included Nottingham and Leicester. Economic development in the Derwent Valley itself, though, was inhibited throughout this period by poor transport links.



Cromford Bridge 1785.
Page 46



5.6.3 The Industrial Revolution and the Valley's architectural heritage

In this remote area an industrial economy emerged and flourished. The River Derwent and its tributaries were crucial in providing the waterpower that underpinned the growth of textile manufacture and the various metal, paper and mineral based industries which were colonising the Valley. Gradually, communications improved, through the construction of turnpike roads and, more emphatically, through the opening of the Cromford, Erewash and Derby Canals, which linked the area to the national transport system. The area for which the canal provided transportation was much greater than the canal corridor, being extended by a network of rail tramways. These were horse drawn. In 1826 an Act of Parliament made possible construction of the Cromford and High Peak Railway which linked the canal to Whaley Bridge and the north west of England.

On elevated causeways above the flood plain runs the railway which ultimately superseded the canal, with the riverside road, now the A6, which largely follows the line of two turnpike roads connecting

Cromford, Belper and Derby. These braided lines of transportation form the spine of the World Heritage Site and constitute one of the most important elements of the cultural landscape. Views of the site obtained from the road and the railway line are of particular importance. This sequential experience of views, travelling north to south or vice versa, is what constitutes for most visitors, and even residents, their principal experience of the site.

The sustained economic investment in industrial development between the 1770s and the middle of the 19th Century changed the face of the lower Derwent Valley. Around long established hamlets and small villages new settlements emerged. None was more successful than Belper, which grew to a size of such economic importance that it superseded Wirksworth, traditionally the area's second town. After the 1830s, the new Poor Law Union established its workhouse and administrative offices, and Belper became in effect the seat of local government for a wide area.



Cromford Canal and Hag Tunnel, 1895

Derby, unassailably the county town, retained its market and administrative function, but added from an early date a strong industrial and commercial base. The town's wealth and self-confidence found expression in the elegant Georgian and Regency houses, some of which survive, around the Cathedral and the Silk Mill.

Further north in the Valley, the same industrial and landed wealth bequeathed a clutch of imposing and comfortable houses constructed by the business men, professionals, landowners and, above all, the new industrial and commercial entrepreneurs.

Of those that have survived, Willersley Castle, Sir Richard Arkwright's family mansion, is the most opulent and notable example. However, such houses and their estates and the large farms often associated with them are not the Valley's principal architectural legacy of its industrial past. This distinction belongs to the mills, their millponds, weirs and watercourses and to the mill-workers' cottages that accompany them. The terraces and groups of houses in the Derwent Valley factory settlements are not the work of known architects but they exhibit a superior quality of design which derives both from local vernacular tradition and from an appreciation of Georgian style and proportions.

The buildings and structures related to the Cromford Canal and the North Midland and the Manchester, Matlock, Buxton, and Midlands Junction railways, are examples of some of the earliest architecture of the new modes of transport in the late 18th and early 19th Centuries, which served the Valley's industrial complexes. The North Midland Railway engineering structures also provide the finest surviving examples of the Stephenson's influence on railway construction.

Growth of the cotton mill communities in the early years of the 19th century generated the building of schools, chapels and churches and, later in the century and early in the 20th century, other community facilities, such as the district workhouse, public baths, a police house, a cemetery and public parks. Many of the new facilities were initiated and financed in whole or in part by the mill owners. Complimentary industries also flourished, including hosiery/ framework knitting.

Some of the most arresting farmsteads in this landscape are those built by the Strutts, who employed innovative building techniques developed for the construction of their mills and highly organised modes of processing feed and animal waste, which influenced the layout and appearance of the farm complexes.

Because of the slowing of urbanisation in the valley by the end of the 19th century, the setting of many of the buildings was largely preserved. In many cases the building's architectural heritage is enhanced by landscape setting and in Cromford and Matlock Bath by the dramatic and picturesque scenery of the Matlock Gorge.



5.6.4 Geology

The geology of this part of the Derwent Valley consists mostly of rocks from the Carboniferous Series. In the north, around Cromford and Matlock Bath, the hard, resistant carboniferous limestone produces rugged upland scenery through which the River Derwent carves a dramatic narrow gorge. The limestone rock in this vicinity is faulted and folded and contains bands of volcanic basalt and mineralised veins which are the source of ores of lead, zinc, barium and fluorine.

In the eighteenth and early nineteenth century the limestone gorge between Matlock and Cromford was admired for its picturesque and “sublime” qualities. The choice of design for Masson Mill demonstrated a desire to honour these qualities. Even though it has lost some of its wild grandeur the gorge continues to attract visitors by virtue of its drama and beauty. Views into and out of the site are particularly important at this northern extremity.

Further south the carboniferous limestone is overlain by millstone grit of the same series which consists of fairly soft shales interspersed with hard layers of coarse sandstone grit locally known as gritstone. Gritstone outcrops on both sides of the Derwent as far south as Little Eaton provide steep-sided hills and create a well-defined, enclosed valley. The gritstones are a source of high quality building stone.

Just north of Derby the Carboniferous Series is abruptly replaced at the surface by the Triassic Sandstone Series, mainly soft marlstones and harder red or pink sandstones. The latter produce a distinct low ridge to the west of Darley Abbey.

There are five Regionally Important Geological Sites, identified in Local Plans for protection.

Masson Mill in its gorge setting, before 1911.





Leewood Pumphouse on the Cromford Canal

5.6.5 Ecology

The northern end of the World Heritage Site lies within the White Peak Natural Area with the distinctive Carboniferous limestone features mentioned above. The underlying geology and soils here have given rise to rich habitats for wildlife, particularly in woodlands found in the steep sided ravines. Two such woodlands, Slinter Wood and Hagg Wood, are located within the World Heritage Site, and are both within Sites of Special Scientific Interest (SSSIs). These woodlands are two of the best examples of ancient ash woodland on limestone in Derbyshire and, together with metallophyte (metal tolerant plant) communities, support a number of scarce plants of national importance. The low-fertility grasslands on carboniferous limestone include the Rose End Meadows SSSI in the buffer zone to the north of Cromford.

The Derbyshire Peak Fringe and Lower Derwent Natural Area encompasses the rest of the World Heritage Site to the south. The gritstone provides acidic soils and the steep valley sides, with the Derwent's liability to flood, create a complex of habitats. The woodlands, primarily oak and birch with flushed wetland areas, are of particular importance. Shining Cliff Woods, in the buffer zone to the west, is also a SSSI.

Grassland is the dominant habitat throughout the WHS, particularly from just north of Belper where the valley floor widens southwards. Riverside grasslands are extensive but little remains of the former traditional lowland, the unimproved hay meadows. The Derwent is an important habitat, flowing the length of the World Heritage Site with adjacent marshes and wet grassland. The Cromford Canal, and some of its towpath, is a SSSI.

Sixteen Wildlife Sites are identified by the Derbyshire Wildlife Trust as either wholly or partly within the WHS. These are identified in Local Strategic Plans for protection.

5.6.6 Landscape

The Industrial Revolution inevitably brought about many changes. Textile mills and industrial settlements, waterpower systems, turnpike roads and canals and, later, railways, all changed the landscape. Farming was intensified through the adaptation of mass production techniques developed in the mills. The River Derwent was tamed – up to a point – by engineering works, and woodlands were reduced and quarries dug into hillsides to provide building materials. Even so, by the middle of the 19th century, with the exception of Derby, and to a lesser extent Belper, this had become an area of ‘arrested urbanisation’. As a result, most of this stretch of the Derwent Valley retains a rural or semi-rural appearance. Most of the hills, particularly the steeper slopes, remain wooded; in some cases the woodland characteristics have been influenced by past management associated with local industries e.g. Crich Chase where ancient coppiced oaks are a legacy of white coal making for lead smelting which dates back to the 16th century, possibly earlier.

Some sections of the valley, particularly between Ambergate and Cromford, are almost entirely rural in character. Much of the surviving elaborate waterpower infrastructure of ponds, weirs and leats for the mills now provides tranquil aquatic habitats, as does the stretch of the canal running south from Cromford to Ambergate. Quarries are now disused and have merged into the natural landscape to form habitats of a distinctive variety. The same is true of the spoil heaps of abandoned lead workings on the northern edge of the area, which support rare species of plants tolerant to the otherwise toxic ground conditions.

This stretch of the Derwent Valley contains a large number of protected areas of landscape and wildlife habitats. Most of the rural area of the valley north of Milford is classified as a Special Landscape Area in the statutory local plans, which is the highest quality of landscape that is designated in Derbyshire outside the Peak District National Park.

Some of the ‘rural’ landscape within the valley is the direct result of the mill owners preserving but also adjusting and shaping their surroundings so it better worked for their industrial purposes but also retained or established attractive views from their homes. For example at Belper, whilst the town faced away from the river, the water meadows were utilised by George Benson Strutt to create a parkland setting to the house he built for himself on the hillside above the mills in 1793. Later a private carriage drive was created through this parkland to make the most of the riverside setting.

The fortitude of these pioneer industrialists, to create a landscape which worked for them, is now so embedded as to be misconstrued as a ‘natural landscape’. This shaping of the valley is an important contributory factor to the nature of the landscape today, and its contribution to the Outstanding Universal Value of the Derwent Valley Mills.

Later philanthropic activity by George Herbert Strutt, the great-great-grandson of Jedediah Strutt, saw the creation of Belper River Gardens as a recreational space and attraction for the residents of Belper and the wider region. This garden is now included on Historic England’s Register of Historic Parks and Gardens and has a Grade II listing.

The Belper cemetery, although not developed by the Strutts, once established, became the resting place for the family. Indeed, some earlier members of the family were re-interred in the cemetery to encourage greater acceptance of the cemetery by Belper residents.

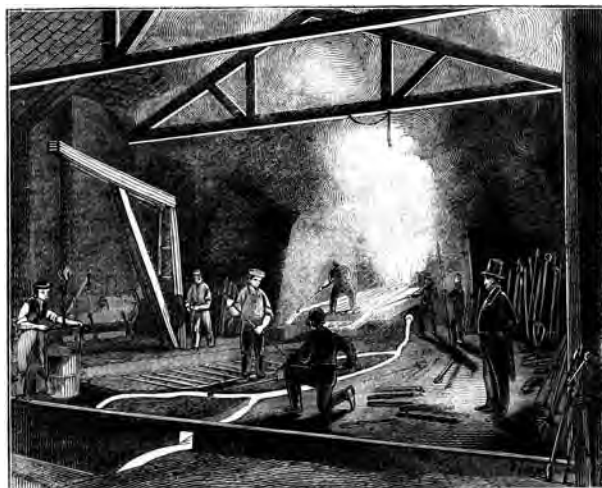
The cemetery was laid out by William Barron, who was a prominent landscape designer/gardener from Scotland who relocated to Derbyshire in the first half of the 19th century. It is included as a Grade II* entry on Historic England’s Register of Historic Parks and Gardens.

Belper River Gardens, 1906.



5.6.7 Complementary Cultural Stories

The landscape surrounding the Derwent Valley Mills World Heritage Site and its Buffer Zone contains many complementary or associated stories which relate to the core narrative of the Site's Outstanding Universal Value. These, not exclusively, include early tourism spa developments at Matlock Bath; the development of framework knitting in the Belper area; the development of early industries using the power of the river such as lead smelting and iron forges; the ironworks developed by the Butterley Company near Ripley; and railway expansion and the arrival of Rolls-Royce at Derby. The Derwent Valley Mills sit within an area of Derbyshire which is rich in industrial heritage and value.



Butterley Ironworks in the 19th century

5.7 Economic Development

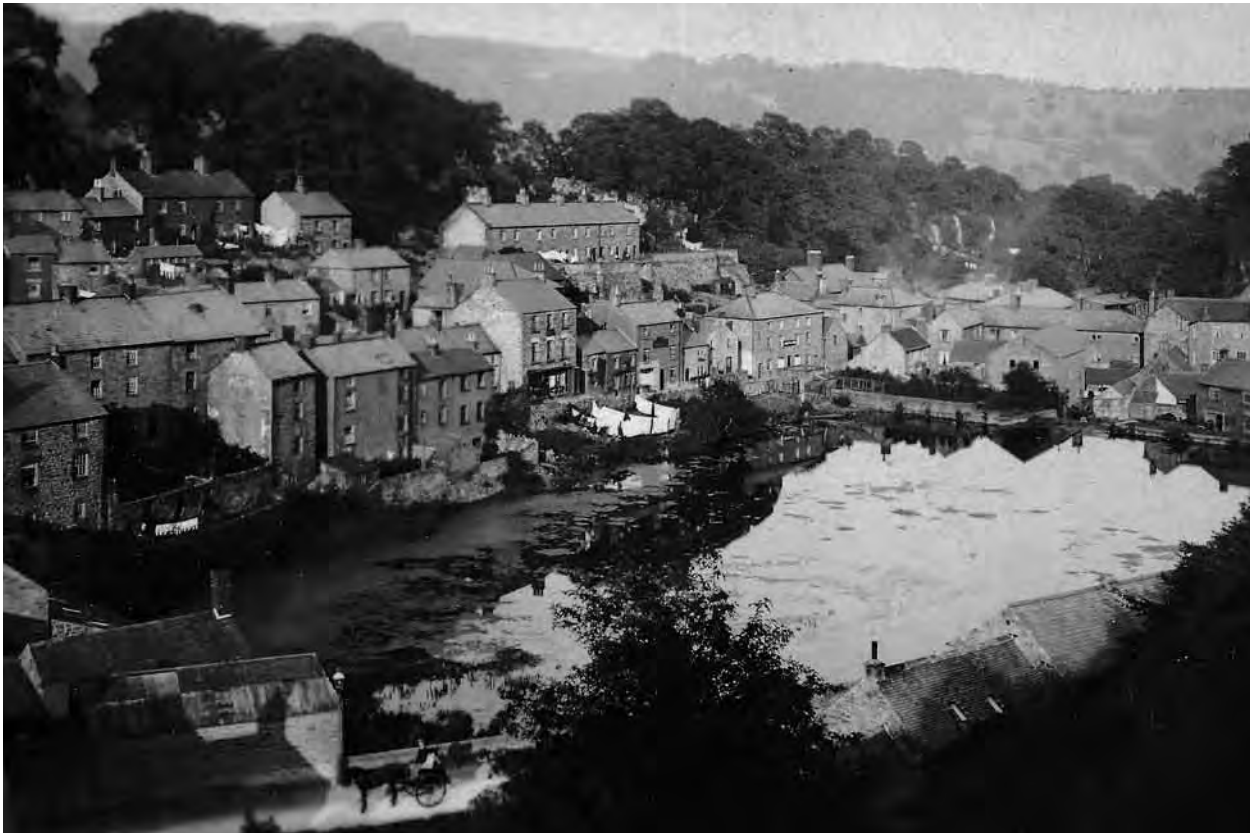
5.7.1 Transport developments

The economic development of the area was originally based upon local natural resources: agricultural (especially wool and dairy), mineral (especially lead, iron-stone, limestone, gritstone, coal and clay) and waterpower, from the Derwent and its tributaries. Derby has been an important communications centre since Roman times, but the valley northwards, up into the Peak District, suffered from inadequate communications until the early 19th Century. Only the establishment of textile mill complexes brought significant communications improvements. Even then, the building of turnpikes was sporadic, leaving parts of the valley inaccessible.

Derby had good links to the River Trent and the national canal network, via the Erewash, Cromford and Derby Canals (including navigation on the river Derwent between the Derby Canal and Darley Abbey) and this played a major part in the valley's industrialisation. The north-south road link between Cromford and Belper provided by the turnpike of 1817/18 (the present A6) transformed communications in the valley. Railway penetration of the valley, thanks to the North Midland line linking Derby to Ambergate and beyond as early as 1840, made slower progress further north in the valley. This was extended north through Matlock Bath in 1849. In the 1860s a through route was completed, via Buxton, to Manchester. By then the Derwent Valley had ceased to be at the forefront of industrial progress.



Belper railway cutting, 1947



5.7.2 Nineteenth Century Developments and Growth of Tourism

Throughout the 19th Century, textile manufacturing remained the largest single economic activity in the area, but within the valley different patterns of economic development were experienced. Derby continued to grow and diversify, benefiting from the railway boom of the mid-nineteenth century, when it became a key centre in the developing rail network and in the manufacture of locomotives and rolling stock. By the end of the century engineering in the town had overtaken textiles in importance. At the same time Derby thrived as the county town, though never challenged Nottingham as the regional centre.

To the north, a different form of economic growth flourished. Matlock Bath grew as a spa resort for an elite clientele, but developed as a day out destination of regional significance for both tourists and day visitors who, from 1849, were brought to the settlement in increasing numbers by the rail link to Derby and other major towns. Matlock Bath, with its hotels and guest houses, refreshment and entertainment facilities, was well placed to receive and accommodate these visitors and experienced steady growth as a result.

Cromford, immediately to the south, was drawn into this tourist boom only to a minor extent. Visitors from Matlock Bath walked through the grounds of Willersley Castle, and enjoyed the beautiful Via Gellia,

but the village did not develop a tourist infrastructure. It remained an industrial settlement with Arkwright's mills at Matlock Bath and Smedley's Mill at Lea Bridge providing much of the employment, supplemented towards the end of the century by the growth of quarrying and mineral workings in Wirksworth, Middleton and Hopton.

Further south, Belper enjoyed buoyant economic and population growth. Textile and hosiery manufacture, pioneered there by the Strutts, Wards and Brettles, prospered, but there were also engineering and iron-founding. The long local tradition in nail-making flourished until about 1870 when machine-made nails superseded the hand-forged product. The coalfield, to the east of the town, also brought employment and accelerated growth. By the end of the century Belper emerged with an unusually diverse manufacturing economy for its size. This included the rejuvenation of the mills, provided by the formation of the English Sewing Cotton Company.

Even as late as 1835, Andrew Ure in his *The Philosophy of Manufactures* described the special nature of the setting of the Strutt mills at Belper and Milford in the Derwent Valley, compared to industrial sites elsewhere. On pages 343 and 344, talking of the Strutt mills in Belper, he states: *The mills there, plainly elegant, built also of stone, as well as their other mills at Millford (sic), three miles lower down the river, are driven altogether by eighteen magnificent water-wheels, possessing the power of 600 horses [...] As no steam engines are employed, this manufacturing village has quite the picturesque air of an Italian scene, with its river, over-hanging woods and distant range of hills.*

5.7.3 Twentieth Century Developments: Derby

Darley Abbey remained a centre of textile manufacturing but its role as a commuter centre for Derby grew inexorably from the 1930s. This development has increased pressure on open land, including the allotments once provided by the mill owners to encourage their workers in feeding their families.

Throughout the 20th Century, Derby retained a healthily diverse economy. Textile manufacturing remained important, with synthetic fabrics playing an increasingly important role. Engineering, in many forms, has been the city's major strength, especially following the development of Rolls Royce's aero-engine division and the opening of the Toyota motor car plant on the south-western edge of the city. Chemicals, ceramics and food processing have also prospered, and remain important. Derby has been, and remains, pre-eminently a manufacturing city.

In the latter half of the 20th Century the service sector provided a growing proportion of the employment market in Derby and its city region. Tourism never played a prominent part, but the final quarter of the last century saw the growth of a greater pride in the city's heritage and care for its environment. Progressive pedestrianisation of the city centre has made it more pleasant to visit, and the extension of Conservation Area status to the historic core has ensured protection and scope for enhancement of the city's heritage. The Silk Mill, on the banks of the River Derwent, at the southern end of the World Heritage Site, is in the process of refurbishment into a 'Museum of Making' which will celebrate the city's industrial heritage and long history of entrepreneurial spirit, engaging people as the southern gateway to the DVMWHS.



Derby's Silk Mill from the south, in the 1930s.

5.7.4 Twentieth Century Developments: Cromford and Matlock Bath

The rest of the lower Derwent Valley saw substantial economic changes in the twentieth century. Matlock Bath retained its role as a day resort. It has acquired new attractions including a theme park and a cable car, which continue to attract visitors. At Masson Mill, the twentieth century extensions have been converted into a 'shopping village' with a multi-storey car park. The original Arkwright Mill has been refurbished as a working textile museum.

In Cromford, the mills had ceased textile production c.1885. By the 1920s, it was back in full occupation, split between the manufacturing of colour pigment and a laundry. By 1979, with increasingly stringent health and safety regulations, the site was no longer suitable for chemical processes and, heavily contaminated and with the buildings in poor condition, it was put on the market. To prevent the site being broken up and sold piecemeal and the buildings destroyed, it was purchased by the Arkwright Society. Over the years, many buildings have been brought back into economic use, made accessible for the public and the site decontaminated. The mills now make a substantial contribution to employment provision in Cromford, with a visitor centre gateway for the World Heritage Site.

The Arkwright family home, Willersley Castle, became an hotel and conference centre. The pleasure grounds and park that surround the castle are included on the Historic England Register of Historic Parks and Gardens.

Mineral extraction has been an important economic activity around Cromford throughout its history, first through lead mining and subsequently in quarrying. By the middle of the nineteenth century, lead mining had ceased to be a significant influence but a mining museum survives at Matlock Bath. The quarrying of limestone is a major local industry. Areas to the west of Cromford have been heavily quarried. This has provided jobs in the locality although it also creates environmental problems, especially with the movement of large lorries carrying aggregates. These have particularly affected the village of Cromford.



5.7.5 Twentieth Century Developments: Ambergate to Milford

Ambergate, Belper and Milford saw continued economic evolution in the 20th century. Textile manufacturing experienced a prolonged contraction but other sectors, especially engineering, chemicals and food processing, remained buoyant.

At Ambergate, the former Hurt-owned iron forges attracted the development of a wireworks, one of the first industrial sites in the UK to be powered by hydro.

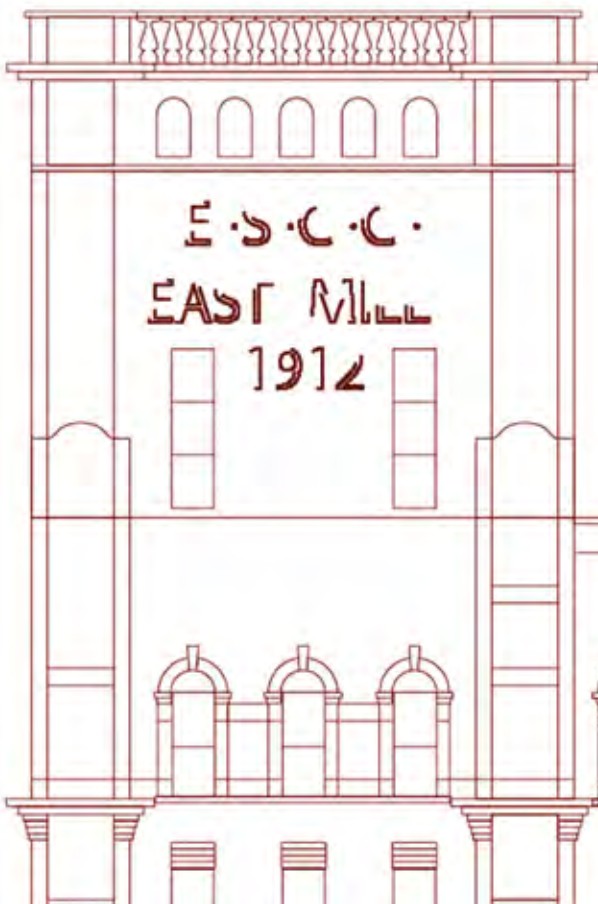
Belper was badly hit for a time in the 1980s by the closure of English Sewing Cotton's operation at East Mill, but the overall economy of the town proved robust enough to absorb this loss in a relatively short time. Since then, other manufacturing firms have re-located out of the town. Textile manufacture in Belper finally came to an end in 2016 with the closure of Courtaulds on the former West Mill site. A grant-funded Townscape Heritage Initiative enabled a number of shopfronts in the town to be restored at the beginning of the 21st century, contributing to the town winning the Government's Great British High Street Competition in 2014.

The textile mill complexes at Milford and Darley Abbey underwent considerable change in the 20th century, with some demolition and replacement by modern structures at Milford and further industrial development at Darley Abbey, which has now been fully re-energised with the creation of business units and a wedding venue within the mill buildings.

Perhaps the most important economic change affecting these settlements is the extent to which they have been drawn into the economic and employment ambit of the city of Derby. By the end of the 20th Century they were all functioning as commuter settlements, as the traditional industrial nature in the valley bottom waned. Belper and Milford, in particular have experienced this change, with residential satellite communities for Derby reusing former employment sites.

The former mill sites at Belper and Milford (as at Masson) continue to harness the power of the river and supply the National Grid with Hydro Electric Power.

As with Derby, tourism has so far played a small part in the economy south of Cromford and until recently there was no tourism infrastructure. A modest start has now been made, with a visitor centre and museum at North Mill, Belper, and a restaurant in the mill canteen at Darley Abbey.



6 COLLECTIONS

Although traditionally artefacts and archives relating to a World Heritage Site have not been seen as part of its Outstanding Universal Value (OUV), UNESCO has, in recent years, accepted the value and importance of collections in helping to tell the stories, and provide evidence which helps us to showcase its authenticity.

The Derwent Valley Mills are blessed with an extensive collection of artefacts and archives which enrich their story and inspire both local people and visitors to understand and appreciate their significance in world history. Dispersed across a wide variety of institutions in the Derwent Valley and beyond, these items help us to interpret and animate the history of the world's first factories.

Recognising and appreciating the value of these collections, the Derwent Valley Mills Partnership has supported the work done to conserve, extend and document material relating to the World Heritage Site, through its own Collections Working Group. Examples of material acquired since inscription onto the World Heritage List in 2001, can be found in the publication *Enlightenment! Derbyshire Setting the Pace in the 18th century*, (Derbyshire County Council, 2013), the catalogue of a National Lottery Heritage Fund strategic collecting programme which was supported by many other public and private trusts.

It is important to recognise there is a wide spectrum of elements linking to the attributes which contribute to the Statement of Outstanding Universal Value, e.g. pre-18th century archaeology. Museums, libraries and archives also hold collections of intangible heritage such as oral history testimony and transcriptions.

Collections feature within the DVMWHS Research Framework (ed. David Knight, DVMWHS, 2016), aiding in the interpretation of all of the eleven Strategic Research Objectives. The Framework records the following local institutions holding collections as being central to the telling of the DVMWHS story (* denotes accredited museum within the Arts Council accreditation scheme): The Arkwright Society; Bakewell Old House Museum*; Belper Historical Society; Belper North Mill*; Buxton Museum and Art Gallery*; Chatsworth House; Chesterfield Museum and Art Gallery*; Crich Tramway Village*; Friends of Cromford Canal; Darley Abbey Historical Group; Derby Local Studies and Family History Library; Derby Museums*; Derbyshire Archaeological Society; Derbyshire Historic Environment Record; Derbyshire Record Office; Little Chester Heritage Centre; Masson Mills; Midland Railway Trust; Peak District Lead Mining Museum*; John Smedley Ltd Archive; Wirksworth Heritage Centre.

In addition there is material relating to the DVMWHS in national collections, (e.g. British Library) other regional collections (e.g. Manchester Museums & Galleries, Oxford University) and collections in the USA (e.g. Yale Centre for British Art and Columbia University).

These collections are globally significant in detailing the story of the Derwent Valley Mills. The World Heritage Site Partnership recognises their importance and the need to ensure they are secure, properly cared for and available for this and future generations to appreciate and study in order that a greater understanding of the mills and their communities is reached.



Boar's Head Mills cotton reel

7 CURRENT REGIONAL CONTEXT

The Derwent Valley Mills World Heritage Site is the only World Heritage Site within the East Midlands. It is situated in the administrative county of Derbyshire, within the D2N2 Local Economic Partnership area.

The Midlands Engine, a coalition of councils, combined authorities, local enterprise partnerships (LEP), universities and businesses across the region, is actively working with the government to build a collective identity, to present the Midlands as a competitive and compelling offer that is attractive at home and overseas.

As the UK Government requires all of its World Heritage Sites to produce management plans to fulfil UNESCO's requirements for a management system, it is envisaged and will be promoted that these agencies need to acknowledge the DVMWHS Management Plan as part of their plans, understanding and embracing the pioneering tradition and ambition it represents.



Belper's East Mill water tower

8 WORLD HERITAGE PROTECTION ADDRESSED THROUGH LEGISLATION AND THE UK PLANNING SYSTEM

8.1 The National Planning Policy Framework

The UK National Planning Policy Framework (2012, revised 2018 and 2019) (NPPF) has replaced previous policy guidance. Its underlying principle is to enable the planning system to contribute to the achievement of sustainable development (NPPF paragraph 7).

The importance of conserving heritage assets is recognised in the NPPF as one of three objectives in achieving sustainable development (NPPF Para 8c) – i.e. ‘to contribute to protecting and enhancing our natural, built and historic environment’.

The revised NPPF clearly sets out that World Heritage Sites are assets of the highest significance. Indeed, the opening paragraph of Section 16 of the revised NPPF states: “Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value”.

Paragraph 184 states: “heritage assets are an irreplaceable resource”. This resource, if lost within a World Heritage Site, can lead to the Site being placed on UNESCO's World Heritage in Danger List, and if the damage is not reversed, can lead to deletion from the World Heritage List.

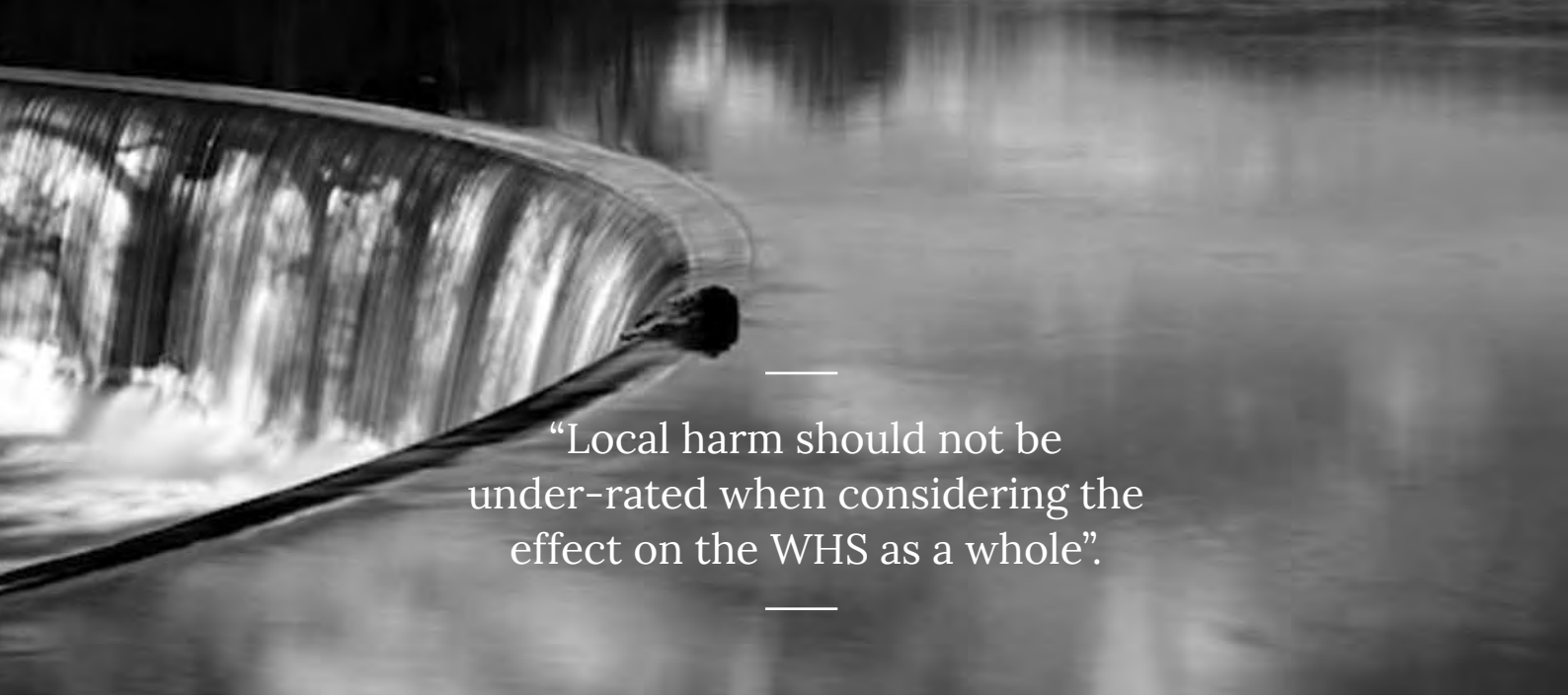
Paragraph 193 adds that “great weight should be given

to the asset's conservation (and the more important the asset the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance”.

Paragraph 194 goes on to say: “Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.”

Paragraph 196 of the National Planning Policy Framework states: “Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”



“Local harm should not be under-rated when considering the effect on the WHS as a whole”.

Paragraph 200 states that local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets, to enhance or better reveal their significance.

Paragraph 201 of the NPPF notes that not all elements of a World Heritage Site will necessarily contribute to its significance. Nevertheless, overall, the WHS represents an asset of very high value.

Local harm should not be under-rated when considering the effect on the WHS as a whole. It should not lie below that of a similar effect on a much smaller world heritage site, otherwise such reasoning could lead to the proliferation of similar harm throughout the WHS.³

From this criteria, it is clear that planning authorities must assess an application’s ability to contribute to the achievement of sustainable development, against negative impacts to heritage assets of the highest recognised significance. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm to or loss should require clear and convincing justification. This assessment can best be done through a Heritage Impact Assessment (HIA) (see 1.8.2).

The National Planning Policy Framework (NPPF) touches on this methodology in paragraph 189: “In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on

their significance.” However, it has to be stated that the current UK planning legislation does not fully align with the terminology set out by UNESCO, or provide the level of protection UNESCO wishes to see. One particular concern is in the use of the terms ‘substantial harm’ and ‘less than substantial harm’, a two-term system, in which the latter can be easily misunderstood as being ‘acceptable harm’. Any level of harm is still harm and UNESCO will be concerned about any action that impacts on Outstanding Universal Value. This is particularly the case where small actions cumulatively erode the OUV of the World Heritage Site.

The Ministry for Housing Communities and Local Government (MHCLG) Planning Practice Guidance (see 1.8.3 below) paragraph 31 explains the differences in terminology between UK legislation and UNESCO’s: “The international policies concerning World Heritage Sites use different terminology to that in the National Planning Policy Framework. World Heritage Sites are inscribed for their ‘Outstanding Universal Value’ and each World Heritage Site has defined its ‘attributes and components’ the tangible remains, visual and cultural links that embody that value. The cultural heritage within the description of the Outstanding Universal Value will be part of the World Heritage Site’s heritage significance and National Planning Policy Framework policies will apply to the Outstanding Universal Value as they do to any other heritage significance they hold. As the National Planning Policy Framework makes clear, the significance of the designated heritage asset derives not only from its physical presence, but also from its setting.”

Local planning authorities need to have policies in their local plans that reference their commitment to the WHS and its management plan.

³Taken from paragraph 36 of the report by Inspector Alan Novitzky BArch(Hons) MA(RCA) PhD RIBA dismissing a planning appeal at Darley Abbey for residential development in the buffer zone (appeal references APP/C1055/W/15/3137935 and APP/C1055/W/15/3141117) in July 2016.

8.2 Heritage Impact Assessments

The UNESCO World Heritage Committee wishes to ensure Heritage Impact Assessments are undertaken whenever there are specific potential impacts on Outstanding Universal Value within an application. HIAs are needed in assessing projects, including an assessment of cumulative impacts, and these should be submitted before any final decision is taken. The UK's Department of Digital, Culture, Media and Sport also wishes to see Historic Impact Assessments undertaken as they represent good practice. The World Heritage Committee favours the ICOMOS Heritage Impact Assessment methodology, which can be found at http://www.icomos.org/world_heritage/HIA_20110201.pdf.

Following this methodology, and particularly the structure set out within Appendix 4 of the document, enables an assessment of impact specific to the attributes of OUV and to OUV overall to be made. A key element of these guidelines is the desirability of an initial scoping exercise. Where the development proposals clearly have little or no impact on OUV there is no need for an HIA. At the other end of the spectrum applications that have the potential to impact significantly on OUV would usually merit the full HIA treatment as set out in Appendix 4 of the guidance. ICOMOS suggests in the latter cases there should be a section on World Heritage in the Environmental Impact Assessment (or design and access statement or heritage statement) summarising the key points, with the HIA itself attached as a technical appendix.

As well as providing the means to avoid or mitigate harm to OUV, another reason the UNESCO World Heritage Committee wishes to see the standard methodologies, advocated by its advisory bodies, used widely so that like can be compared with like in World Heritage Sites across the world. This will enable key issues and trends to be identified and policy to be developed accordingly. Applicants need to be advised to undertake this type of assessment in cases that merit it rather than a visual impact assessment on its own.



8.3 Ministry of Housing, Communities & Local Government Planning Practice Guidance

HM Government's Planning Practice Guidance (PPG) paragraph 26 sets out that "effective management of World Heritage Sites involves the identification and promotion of positive change that will conserve and enhance their Outstanding Universal Value, authenticity, integrity and with the modification or mitigation of changes which have a negative impact on those values."

This guidance sets out specific principles, in paragraph 32, which local planning authorities should aim to meet when developing World Heritage-related policies. These are the following aims:

- protecting the World Heritage Site and its setting, including any buffer zone, from inappropriate development;
- striking a balance between the needs of conservation, biodiversity, access, the interests of the local community, the public benefits of a development and the sustainable economic use of the World Heritage Site in its setting, including any buffer zone;
- protecting a World Heritage Site from the effect of changes which are relatively minor but which, on a cumulative basis, could have a significant effect;
- enhancing the World Heritage Site and its setting where appropriate and possible through positive management;
- protecting the World Heritage Site from climate change but ensuring that mitigation and adaptation is not at the expense of integrity or authenticity.

It adds: "Planning authorities need to take these principles and the resultant policies into account when making decisions."

The protection of the setting of this World Heritage Site is particularly important, because of the critical significance to the Property's OUV of the location of the mills and their associated settlements, within a rural landscape, arrested in time. Because it is of vital importance to the maintenance of the Property's

OUV for the setting to remain rural, the respective local planning authorities have adopted policies to ensure the protection of this setting. In order to assist clarity as to what constitutes the immediate setting of the DVMWHS's setting a Buffer Zone has been defined (see 5.4, page 28) and endorsed by UNESCO. Paragraph 33 of HM Government's Planning Practice Guidance defines the Buffer Zone as "an area surrounding the World Heritage Site which has complementary legal restrictions placed on its use and development to give an added layer of protection to the World Heritage Site. The buffer zone forms part of the setting of the World Heritage Site."

Paragraph 33 continues: "It may be appropriate to protect the setting of World Heritage Sites in other ways, for example by the protection of specific views and viewpoints." The Derwent Valley Mills World Heritage Site has identified 50 monitoring views to help with this process, but because of the size and complexity of the Derwent Valley Mills site it would be almost impossible to provide a definitive set of views. Those identified are therefore only indicative of the types of view which are important to the protection of the DVMWHS. They can be found on the Derwent Valley Mills World Heritage Site website <http://www.derwentvalleymills.org>.

Historic England provides advice on a number of relevant topics:

- Advice Note 12 relating to 'Statements of Heritage Significance' can be found at <https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/>
- Publication 'Historic Environment Good Practice Advice in Planning 3' (2nd Edition) can be found at <https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/>
- Advice Note 3 relating to "The Historic Environment and Site Allocations in Local Plans" can be found at <https://historicengland.org.uk/images-books/publications/historic-environment-and-site-allocations-in-local-plans/>



Belper's East Mill from the East

8.4 Statutory controls

A comprehensive system of statutory control operates under the provisions of the Town and Country Planning Act (1990) and the Planning (Listed Buildings and Conservation Areas) Act (1990). A network of strategic planning policies is also in place to protect the Property and its setting. There are thirteen Conservation Areas falling wholly or partly within it. 859 buildings within the Property and Buffer Zone are included on the List of Buildings of Special Architectural or Historical Interest. There are also 13 Scheduled Monuments.

8.5 Procedure for reporting on intent to harm Outstanding Universal Value

If a local planning authority is minded to approve an application that has been highlighted by Historic England and/or the Derwent Valley Mills World Heritage Site Partnership as likely to negatively impact on the Outstanding Universal Value of the World Heritage Site, then, as set out within Paragraph 172 of the Operational Guidelines for the Implementation of the World Heritage Convention (UNESCO, 2017), the planning authority and the DVMWHS Partnership should inform Henry Owen-John (henry.owen-john@historicengland.org.uk), Historic England's Head of International Advice and Enid Williams (enid.williams@culture.gov.uk), Senior Heritage Policy Adviser at the Department of Digital, Culture, Media and Sport (DCMS), at the earliest possible occasion. They will then decide whether to inform UNESCO's World Heritage Centre.

8.6 Appeal decisions

In recent years a number of Planning Appeals have taken place in the Derwent Valley Mills and other World Heritage Sites, which have been refused on World Heritage grounds, or World Heritage issues have been major considerations as part of a refusal.

Often, the impact on the World Heritage Site's Outstanding Universal Value has constituted, in NPPF terms, 'less than substantial harm'. In the majority of cases this has been sufficient to dismiss appeals as World Heritage Sites are heritage assets of the highest significance. There has also been an acknowledgement by HM Inspectors that the incremental impact of 'less than substantial harm' could, in certain cases, accrue into substantial harm (this is supported by HM Government's Planning Practice Guidance 9 which endorses the principle of protecting a World Heritage Site from the effect of changes which are relatively minor but which, on a **cumulative** basis, could have a significant effect).

Appendix 11 sets out the parts of the inspectors' statements that the World Heritage Site Partnership believes are useful precedents for future planning decisions and appeals. Headings have been provided to indicate themes.

9 RISK MANAGEMENT & EMERGENCY DISASTER PLANNING

Some disaster plans and risk registers already exist for the key sites within the Derwent Valley Mills World Heritage Site, but it is essential that all sites are prepared. To ensure a co-ordinated response to disasters, access to those plans needs to be made available to the DVMWHS Coordination Team.

For mill sites and other structures on or close to the banks of the River Derwent, flooding is likely to prove an increasing threat, both in terms of frequency and scale, so it is vital such plans prepare for possible severe flooding incidents.

Within the wider consideration of risk, recent work on Climate Change and embodied pollutants within silts contained above weirs is featured in the Historic England report *Future Climate and Environmental Change Within the Derwent Valley Mills World Heritage Site*, which can be accessed at <https://research.historicengland.org.uk/Report.aspx?i=15750>

10 THE DVMWHS PARTNERSHIP: GOVERNANCE, MANAGEMENT AND RESOURCES

Statutory administration for the Derwent Valley Mills World Heritage Site is shared by a number of local authorities and government agencies. The Management Plan provides the co-ordination mechanism for their administration of the Site.

Approximately two-thirds of the key properties, and the overwhelming majority of other buildings, are privately owned. It is therefore important that private owners are engaged with and, where appropriate, help deliver the Management Plan.

The Derwent Valley Mills World Heritage Site Partnership is responsible for overseeing the production of the Management Plan and for coordinating its implementation on behalf of Her Majesty's Government.

The Partnership is a coalition of interested bodies that is formally represented via the management structure identified on the opposite page.

Research undertaken during 2019 identified a number of changes to the governance and management structure that are required in order to reflect changes to the political and economic context in which the site operates, the development of the partnership over time, and to enable it to develop and adapt further over the lifetime of this Management Plan.

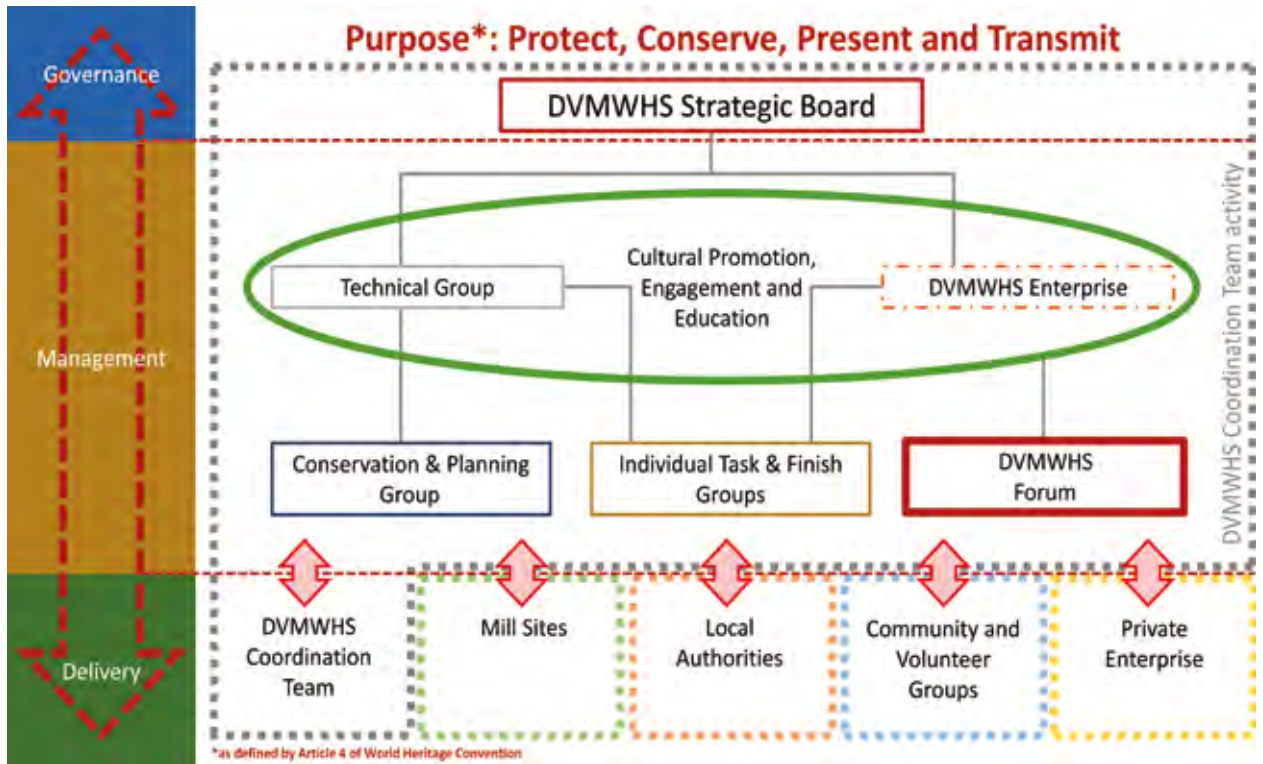
The primary changes proposed are as follows.

- The Steering Group will operate as a high level Strategic Board that:
 - ensures that sufficient resources are available to maintain the Outstanding Universal Value of the Site and,
 - monitors the delivery of the actions identified in the Management Plan.It is referred to on the organisation chart and the following text as the DVMWHS Strategic Board.
- A Technical Group will be established composed of the officers of partner local authorities and public agencies, staff of partner private businesses and representatives of partner community organisations.
- Over the period of this Management Plan work will be undertaken to explore the viability of establishing a new not-for-profit organisation (e.g. a Community Interest Company, Charitable Incorporated Organisation or charitable company). This organisation is referred to in the following text as DVMWHS Enterprise.

The resourcing of the coordination team needs to reflect the workload associated with:

- servicing the structure identified in the Organisation Chart opposite,
- delivery of Management Plan actions for which it is responsible,
- coordinating the delivery of partners, and
- supporting the establishment of the new DVMWHS Enterprise.

10.1 Governance



The diagram above shows the structure of the DVMWHS Partnership. The left hand side shows which elements of the Partnership are responsible for Governance, Management and Delivery. Obviously, there will be some fluidity between these responsibilities and the overlying 'dashed' red arrow

depicts this movement. The green 'lozenge' in the middle of the diagram represents the Cultural and Engagement activities that are a requirement of UNESCO, delivery of which needs to be overseen and managed by the Technical Group and DVMWHS Enterprise.



The Arkwright Experience, Cromford Mills



10.1.1 The Strategic Board

Overall governance of the Partnership will be provided by the Strategic Board.

The primary functions of governance in this context are:

- **Foresight:**
 - to hold the purpose, values and culture of the partnership and ensure it is commensurate with UNESCO.
- **Strategy:**
 - to ensure the Management Plan is in place and being delivered to fulfill HM Government's commitment to UNESCO.
- **Management:**
 - To ensure the structures and resources required to deliver the Management Plan are in place.
- **Accountability:**
 - to the wider partnership, DCMS and UNESCO for the delivery of the commitments set out in the Nomination Document, delivery of the Management Plan and maintenance of the Outstanding Universal Value of the Site.

The membership of the Strategic Board will be comprised of senior representatives (CEOs, Leaders, Senior Managers) from:

- Derbyshire County Council
- Derby City Council
- The Local Planning Authorities:
 - Amber Valley Borough Council
 - Derbyshire Dales District Council
 - Erewash Borough Council
- National Lottery Heritage Fund
- D2N2
- Marketing Peak District and Derbyshire
- Visit Derby
- Historic England
- Natural England
- University of Derby
- Arts Council England
- 'Green' business
- Business x 2
- DVMWHS Enterprise (once established)

The Strategic Board will meet annually in late September/early October when local authority and public agency budgets are being set. The Strategic Board members will also be encouraged to attend the Partnership Forum meeting in March/April (see 10.2.4 below).

Strategic Board members will be expected to be advocates of the DVMWHS and champion its purpose and objectives (see Section 11 and Part B)

10.2 Management

10.2.1 The Technical Group

A new Technical Group will be established to bring together officers of partner local authorities and public agencies, staff of partner private businesses and representatives of partner community organisations, who are individually and collectively responsible for the delivery of actions identified in the Management Plan.

The purpose of the group will be to share, coordinate and report on progress with respect to the delivery of actions, updating the Action Plan (see page 8) accordingly.

This group will also act to identify available resources, gaps, challenges and opportunities with respect to the Management Plan's delivery.

It will meet twice a year, in February/March and September and report both to the Strategic Board and the Partnership Forum (see 10.2.3).

Membership of the Technical Group will be comprised of staff and officers involved in the delivery of Management Plan actions and any associated projects or programmes of work that are relevant to Management Plan delivery.

This will, not exclusively, include:

- Local Authority Officers
 - Promotion/economic regeneration
 - Transport
 - Conservation
- Key Destination Sites (staff and/or trustees)
- Significant DVMWHS related enterprises/operators
 - e.g. Birdswood, Derbyshire County Council's Countryside Service
- The Derwent Valley Trust
- Town and Parish Councils
- Community Rail Partnership and other transport groups
- Community representatives and volunteers
- Environment and sustainability representatives
 - Natural England
 - Environment Agency
 - Derbyshire Wildlife Trust
- Historic England
- ICOMOS UK
- D2N2
- Derbyshire Historic Buildings Trust
- DVMWHS Educational Trust
- Learning and education organisations
- Health and wellbeing organisations

10.2.2 DVMWHS Enterprise

Over the period of this Management Plan work will be undertaken to explore the viability of establishing a new not-for-profit organisation (e.g. a Community Interest Company, Charitable Incorporated Organisation or charitable company), to be called 'DVMWHS Enterprise'. This body would enable the key sites to work more collaboratively and with more freedom to grasp opportunities (particularly promotional) when they arise.

It is envisaged that the 'directors' of this entity will be representatives of the key destination sites and other like-minded attractions.

If DVMWHS Enterprise is successfully established, and proves to be viable, it is hoped that it will eventually contribute to the costs of the Coordination Team and

cultural activity in the DVMWHS. Beyond the period of this Management Plan, it may be possible for the coordination team to migrate from Derbyshire County Council to DVMWHS Enterprise, if it could be proven that the coordination work would be sustained and UNESCO's expectations for the Derwent Valley Mills World Heritage Site met.

The full scope and operation of this entity is not yet fully formed but all of its activities will need to be in line with UNESCO objectives and it will report to the Strategic Board. Funding to help develop and realise this body and its potential will need to be secured early in the life of the Management Plan. Discussion will also be needed on how the Enterprise model can be stress tested and its start-up funding requirements identified and fulfilled.

10.2.3 Working Groups

In addition to the Technical Group the following working groups will be retained, established or developed:

- Conservation and Planning Group
 - The current panel membership and terms of reference will be retained.
- Economic Development
 - Task and finish groups will be established to address specific actions in the Management Plan with respect to economic development e.g.
 - o the development of the Belper Mills complex
 - o improving connectivity between the railway stations and key sites
 - o the enhancement of hydro electric power in the valley
- Cultural Engagement
 - Working groups will be established to explore:
 - o developing engagement materials and opportunities for transmitting an understanding of OUV to the widest possible range of audiences;
 - o the potential for the new not-for-profit vehicle DVMWHS Enterprise to contribute to the DVMWHS engagement;
 - o site-wide arts and cultural activities for residents and visitors;
 - o recruitment and management of volunteers;
 - o the coordinated delivery of programmes of community engagement;
 - o the development of learning resources, materials and activities for use within and beyond the site;
 - o the potential for using and enhancing collection and archives to better interpret and understand the OUV of the DVMWHS.



Millworkers' family grave markers, Darley Abbey

10.2.4 DVMWHS Forum

The Derwent Valley Mills World Heritage Site Forum provides a voice and mechanism for the widest range of interested partners. It gives them the opportunity to engage with the World Heritage Site and network with partners. It will meet once every two years.

10.3 Delivery

10.3.1 Actions

Delivery of the Management Plan is a collective endeavour delivered by a large number of partners. 'Lead' and 'Involved' organisations have been identified against each of the actions in the Management Plan.



10.3.2 Coordination

Coordination of the delivery of the Management Plan is undertaken by a core team, based at County Hall, Matlock. This team currently consists of:

- Heritage Co-ordinator (full time)
- Development Co-ordinator (full time)
- Business Services Assistant (half time)

In addition to the delivery of a number of key actions in the Action Plan they are also responsible for the support of:

- The Strategic Board
- The Technical Group
 - Conservation and Planning Group
- The following task and finish groups:
 - Economic development
 - Culture, engagement and education
 - Learning, research and collections
- The Partnership Forum

The team is managed by the Head of Conservation, Heritage and Design at Derbyshire County Council and hosted by Derbyshire County Council.

Learning and education support is currently provided by Derbyshire County Council's Environmental Studies Service. Learning and education are a requirement of UNESCO. A reduction in the coordination team's core budget resulted in the deletion of the Learning Coordinator post in 2014. The Business Services role was reduced to part-time in 2017; at the same time, the Director post was deleted and responsibilities passed to the new role of Head of Conservation, Heritage and Design.

From January 2018 to December 2020, two further officers have been employed to deliver the Derwent Valley Mills World Heritage Site Great Place Scheme, funded by the National Lottery Heritage Fund and Arts Council England. The Great Place Scheme is a programme of activities, using the Derwent Valley Mills' industrial heritage and spirit of innovation and making, to inspire people to connect with the culture and heritage of this historically significant place.

Additional coordinator resource will be required for the period of this Management Plan, to help establish the DVMWHS Enterprise, and appropriately addresses UNESCO's learning and education requirements.



Hard hat tour in the Museum of Making at Derby's Silk Mill

10.4 Funding and resources

The coordination team is currently funded by financial contributions from Derbyshire County Council, Derby City Council, Amber Valley Borough Council, and Derbyshire Dales District Council. However financial contributions have decreased by 38% since 2015/16.

Additional in-kind support is provided by Derbyshire County Council. This consists of:

- Time that the Head of Derbyshire County Council's Conservation, Heritage and Design Service allocates to the World Heritage Site e.g. Coordination Team management, Management Plan development and appearing as expert witness at planning appeals.
- Conservation and planning advice from officers within the Conservation, Heritage and Design Service.
- Work undertaken by Derbyshire Environmental Studies Service relating to learning and education.

The current levels of resource are not sufficient to deliver the commitments of this Management Plan and develop a viable delivery infrastructure, i.e. DVMWHS Enterprise.

Additional financial resources will be required to provide additional coordinator resource to deliver the Management Plan, particularly objectives related to learning and engagement and investigating the development of the DVMWHS Enterprise.

Page 158 of the DVMWHS Nomination Document (2001) sets out the commitment made by the Partnership members towards staffing at the time of inscription: "The authorities and agencies engaged with the nomination are committed to continued co-operation and collaboration to provide an effective professional, technical and administrative regime for fulfilling the objectives outlined in the Management Plan." It continues: "A substantial commitment of staff resources to prepare the nomination has been made by Derbyshire County Council, Derby City Council, the district councils and English Heritage [now Historic England]. Each are committed to the continuing provision of staff time and financial resources to ensure the good stewardship of the nominated site."

The commitments HM Government made to UNESCO in the Nomination Document still stand.

In the longer term the expectation is that, if the DVMWHS Enterprise is viable, it will be able to secure additional external grant funding and generate trading income from its activities. This will provide new sources of revenue to support the delivery of elements of future Management Plans. However, in the short term, the Strategic Board will need to investigate securing additional funding to deliver this Management Plan's aims, objectives and actions by 2025.

THE DVMWHS PURPOSE, VISION AND KEY AIMS

The Purpose of the Derwent Valley Mills World Heritage Site Inscription is to:

Maintain the Outstanding Universal Value of the Derwent Valley Mills World Heritage Site by protecting, conserving, presenting, enhancing and transmitting its culture, economy, unique heritage and landscape in a sustainable manner.

The Vision for this 2020–2025 Management Plan is to:

Create and promote a local, national and international understanding and identity for the Derwent Valley Mills World Heritage Site as a cohesive and coherent whole, based on its global significance for all of humankind.

The objectives and actions set out beneath each of the aims below in Part Two of this Plan have been identified to deliver the DVMWHS's purpose and the Vision of this Plan.

The Aims of the Derwent Valley Mills World Heritage Site Partnership are set out below. Aim 1 is paramount and all other aims must not conflict with it.

- 1** (Conservation and Planning) – Protect and conserve the Outstanding Universal Value of the DVMWHS to ensure its transmission to future generations.
- 2** (Engagement) – Promote public awareness and engagement with the DVMWHS by presenting its Outstanding Universal Value through formal/informal learning, volunteering, events, interpretation and encouraging research.
- 3** (Development and Tourism) – Promote the sustainable development (Environmental, Economic and Social) of the DVMWHS to provide a world-class destination where people are proud to live, work, visit and invest.
- 4** (Communities) – Enhance the social wellbeing of the DVMWHS communities and maximise the benefits of the site's cultural value at a local, regional, national and international level.
- 5** (Transport and Accessibility) – Develop an integrated and sustainable approach to meeting and promoting the transportation and accessibility needs of the DVMWHS and its users.
- 6** (Spatial Priorities) – Promote a cohesive and coherent understanding of the DVMWHS by identifying its differing spatial needs and priorities.
- 7** (Monitoring) – Monitor the Derwent Valley Mills World Heritage Site to the standard required by UNESCO, and encourage appropriate site-wide data gathering to support the delivery of the above aims.

12 UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Sustainable Development Goals were established by the United Nations in 2016. These goals are the blueprint to achieving a better and more sustainable future for all. They address the global challenges humankind faces, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The United Nations wish to attain these goals by 2030. The DVMWHS Management Plan will further the Sustainable Development Goals. In the emerging Action Plan for the DVMWHS Partnership, relevant Sustainable Development Goals will be identified for each Objective. More information at <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>





B

KEY THEMES

	Page
13 Conservation and Planning	60
14 Engagement	67
15 Development and Tourism	74
16 Communities	80
17 Transport and Accessibility	84
18 Spatial Priorities	88
19 Monitoring	90

The following objectives and actions set out how the Derwent Valley Mills World Heritage Site Partnership will deliver the vision and aims identified in Section 1.11. Whilst this provides a clear structure for delivery over the five years of the management plan, the intention is that it is flexible enough for the Partnership to be able to grasp new opportunities, if they arise, which fit in with the overall vision and direction of the plan.

An Action Plan is being prepared to accompany this section of the Management Plan. It will provide guidance on scheduling for the actions identified, and show how objectives and actions tie in to the United Nations Sustainable Development Goals (see opposite page).

Aim 01 Protect and conserve the Outstanding Universal Value of the DVMWHS to ensure its transmission to future generations.

Aim 01 is paramount and all other aims cannot conflict with it.

Context

There is no core legislative protection for World Heritage Sites in the UK. HM Government has decided to protect the Outstanding Universal Value of World Heritage Sites through the planning system. This is principally done through the application of the National Planning Policy Framework (NPPF).

The NPPF identifies World Heritage Sites as heritage assets of the highest significance. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefit. It should be noted that 'less than substantial harm' does not mean 'no harm'.

As per the NPPF, when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. World Heritage Sites are heritage assets of the highest significance which are internationally recognised to be of Outstanding Universal Value. The latest UK Government guidance on this matter (July 2019) can be found in paragraph 026, reference ID 18a-026-20190723 at <https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment#World-Heritage-Sites>.

UNESCO's Operational Guidelines, for state parties (in the case of the UK, HM Government), on the implementation of the World Heritage Convention, stipulate that State Parties "should not take any deliberate measures that directly or indirectly damage their heritage or that of another State Party to the Convention".

This document is produced to address the desire of HM Government to have a management plan, reviewed on a quinquennial basis, for each of the World Heritage Sites on its territories. This meets UNESCO's requirement for each World Heritage Site to have a comprehensive management system in place. This document is to address UNESCO's needs, and the Aims, Objectives and Actions set out in Part B are in accordance with its requirements.

Local planning authorities in the DVMWHS consult the DVMWHS Partnership as a non-statutory consultee through the planning process (See Section C 'Statement of Planning Procedure for Development Management').

OBJECTIVES AND ACTIONS FOR 2020-25

OBJ 1.1 Through the implementation of the Statement of Planning Procedure, ensure that development in the World Heritage Site, its Buffer Zone or setting, does not negatively impact on its Outstanding Universal Value. New development should contribute to the economic and social vitality of the World Heritage Site. This is not a balance judgement. Any development that can be seen to negatively impact on the World Heritage Site, its Buffer Zone and wider setting, therefore impacting negatively on the Outstanding Universal Value, should not be granted permission.

OBJ 1.2

ACT 1.1.1 Implement Statement of Planning Procedure for Development Management (See Section 20).

Deliver, assist and promote training that aids an understanding of the DVMWHS's Outstanding Universal Value and its protection, conservation and enhancement.

ACT 1.2.1 Deliver an annual training session, open to all relevant officers dealing with applications that affect the World Heritage Site, and to all relevant elected members dealing with World Heritage Site planning matters;

ACT 1.2.2 Explore options that assist scheme promoters to understand the World Heritage Site's Outstanding Universal Value and its implications for development.

OBJ 1.3

Engage with strategic and other key plans to ensure the World Heritage Site and its Buffer Zone is appropriately acknowledged and protected in accordance with UNESCO's Operational Guidelines.

ACT 1.3.1 Monitor and engage with key plans such as local development plans, transport plans, the highway network management plan, environmental strategies, economic strategies, corporate plans, neighbourhood plans etc, as they develop/are amended.

ACT 1.3.2 Through engagement with partners' strategic plans, discourage unintentional urbanisation through interventions that do not require planning permission. This is particularly pertinent to telecommunications equipment, the highway network management plans and transport plans.

ACT 1.3.3 Ensure all agencies named in Section 7 (page 45) acknowledge the Management Plan as new policies and plans emerge.

Milford





Belper mills and bridge

OBJ 1.4 Promote appropriate conservation of heritage assets within the DVMWHS and its Buffer Zone.

- ACT 1.4.1 Compile a composite 'at risk' list for inclusion on the DVMWHS web page, endorsed by the DVMWHS Partnership Strategic Board. To do this by identifying key buildings, structures and areas at risk;
- Review the DerwentWISE 'at risk' structures;
 - Review the Derbyshire Historic Buildings Trust and Derbyshire County Council Heritage at Risk lists;
- ACT 1.4.2 Monitor the condition of buildings, structures and areas endorsed as 'at risk' by the DVMWHS Partnership Strategic Board, and report on change through an annual report;
- ACT 1.4.3 Develop strategies with partners such as Historic England, to remove buildings, structures and areas from the Heritage at Risk List and to do this by
- i. Prioritising which heritage at risk to deal with;
 - ii. Understanding the issues and extent of the problem;
 - iii. Working with and supporting owners and the local planning authorities to explore options, including external funding such as the Architectural Heritage Fund, National Lottery Heritage Fund and the Historic England at Risk grant schemes.
- ACT 1.4.4 Promote appropriate active use of buildings, structures and areas within the DVMWHS so that they are appropriately conserved and contribute to the vitality of the World Heritage Site.
- ACT 1.4.5 Promote and 'signpost' building owners and managers to appropriately trained heritage and traditional skilled professionals and operatives, to support the appropriate conservation and maintenance of their assets. This could include supporting Derbyshire Historic Buildings Trust in any training initiatives as well as using its crafts register.
- ACT 1.4.6 Support Sites with specialist textile-related equipment to ensure that technically skilled operatives are available to maintain that equipment.
- ACT 1.4.7 Encourage and support funding partners in re-establishing a conservation grant scheme for the communities of the Derwent Valley Mills World Heritage Site, to ensure continuing repairs and restoration.
- ACT 1.4.8 Where ownership of an attribute or element of the WHS is unknown, identify bodies capable of its acquisition and support them in pro-actively carrying out its maintenance.

OBJ 1.5

Due to its critical contribution to Outstanding Universal Value, assist in finding a viable and sustainable re-use of the components of the Belper Mill Complex. This should contribute to the vitality of the World Heritage Site's economy and environment, and include facilities to support the World Heritage Site as a visitor destination.

ACT 1.5.1 Assist Amber Valley Borough Council and the owners in securing a robust and up-to-date buildings condition survey for the Belper Mill Complex.

ACT 1.5.2 Assist Amber Valley Borough Council, the owners and other appropriate partners to find an acceptable re-use of the Belper Mill Complex that contributes to the viability and vitality of the Derwent Valley Mills World Heritage Site (see also Objective 3.2).

ACT 1.5.3 Encourage partners, where applicable and appropriate, to employ their statutory powers if there is a lack of progress that cannot be justified.

OBJ 1.6

Promote public realm projects that enhance the Outstanding Universal Value of the World Heritage Site by restoring lost features and conserving eroded or damaged features.

ACT 1.6.1 Establish a consensus for a public realm improvement scheme for Mill Road/Lane at Cromford that facilitates the reinstatement of the aqueduct to Arkwright's first mill and pedestrian movement across Mill Lane/Road between the Cromford Mill site and the canal wharf, integrating high vehicle warning signs, vehicle turning and the removal of modern highway signage/lining.

ACT 1.6.2 Establish funding sources for the public realm improvement scheme for North Street, Cromford, which reinstates the street's historic paving.

ACT 1.6.3 Assist residents in the Cluster roads in Belper to realise an appropriate public realm improvement scheme that protects the historic character and significance of the area.⁴

ACT 1.6.4 Now development proposals are largely in place for the land west of the A6 in Belper, around Derwent Street, encourage the production of a public realm masterplan to ensure the area is coherent, usable and attractive.

ACT 1.6.5 Assist in the production of a public realm strategy for the Darley Abbey Mills site that protects its historic character and significance. This should incorporate an assessment of access via the river.

ACT 1.6.6 Encourage and support the implementation of the recommendations in the Willersley Castle Registered Park and Garden Grounds Landscape Conservation Management Plan.

ACT 1.6.7 Encourage landowners to sustain targeted maintenance on areas of land where trees were managed as part of the DerwentWISE Restoring the View Project.

ACT 1.6.8 Work with landowners to identify further iconic views which would benefit from tree management and develop the appropriate maintenance schedules, utilising the trained volunteers and capacity created by DerwentWISE.

⁴The Cluster Roads Residents Group has made great advances with the support of the National Lottery Heritage Fund in developing ways forward for the environmental improvement of the Cluster roads that secures their historic character.

OBJ 1.7

Promote the appropriate stewardship of the physical movement and transport network of the Derwent Valley Mills World Heritage Site and its Buffer Zone.

- ACT 1.7.1 Ensure that the negative impacts of modern highway interventions, such as line-marking and signage, are minimised.
- ACT 1.7.2 Assist the highways authorities in reducing light pollution in the Derwent Valley Mills World Heritage Site and its Buffer Zone so that it is more evocative of the time when the textile mills were first inserted into the Derwent Valley. Also, ensure that lighting from new development does not erode the rural character of the Derwent Valley at night.
- ACT 1.7.3 Keep abreast of and engage with any rail electrification schemes and ensure that they do not negatively impact on the Outstanding Universal Value of the World Heritage Site.

OBJ 1.8

Promote the appropriate stewardship of the relict 18th century rural setting and 'natural environment' of the Derwent Valley Mills World Heritage Site and its Buffer Zone to ensure conservation of functionally linked attributes and elements, and promote biodiversity within this framework.

- ACT 1.8.1 Promote the production of a land management framework that builds on established Landscape Character Areas and the historic landscape characterisation to inform the appropriate land management of the 'natural' relict 18th century landscape and promote biodiversity.
- ACT 1.8.2 Support initiatives that promote the migration of water-bound species up the River Derwent so long as they do not negatively impact on the Outstanding Universal Value of the World Heritage Site. Initiatives that jointly promote up-river migration and the production of hydroelectricity will receive the most support.
- ACT 1.8.3 The World Heritage Site Partnership will support and encourage appropriate initiatives for up-stream, i.e. outside the World Heritage Site, natural flood mitigation measures. It will also support flood mitigation measures within the World Heritage Site that do not impact on its Outstanding Universal Value. It is important that new development does not negatively impact on the flood resilience of the World Heritage Site.

The Foundry Weir, Milford





Flooding at the Belper Mill Complex, 2019

OBJ 1.9 Ensure owners and partners have plans in place to accommodate unexpected change, such as natural disasters and climate change.

ACT 1.9.1 Encourage owners and partners to have appropriate 'disaster plans' in place, including plans for reacting to flood and fire.

ACT 1.9.2 Support partners in commissioning and undertaking studies that enhance the understanding of impacts on the Derwent Valley Mills World Heritage Site and its Buffer Zone from climate change.

ACT 1.9.3 Ensure dissemination of any information generated through studies into the impacts of climate change to owners and partners in the World Heritage Site.

OBJ 1.10 Ensure appropriate protection of the significant water management systems in the Derwent Valley.

ACT 1.10.1 Request Historic England review the listings of the weirs and associated water management structures within the DVMWHS.

ACT 1.10.2 Encourage the owners of the weirs and water management structures to understand their liabilities for maintenance, have an action plan for on-going care and have disaster planning in place in the result of any collapses.

ACT 1.10.3 Assist owners, where applicable, in applying for grant funding to restore the historic weirs and water management structures.

ACT 1.10.4 Encourage investigation of the opportunities for water power production and fish passage at the historic weirs if these allow for enhanced conservation and do not impact negatively on the Outstanding Universal Value of the World Heritage Site.

ACT 1.10.5 Engage with partners, land owners and managers, regulatory bodies and international organisations to promote recognition at a local, national and international level of the significance of the historic water management systems in the Derwent Valley Mills World Heritage Site.

ACT 1.10.6 Communicate and engage with landowners, partners, managers, regulatory bodies and local and international organisations to raise awareness and gain recognition and acceptance that the weirs and water management systems in the DVMWHS had a great impact on World History and are central to the Outstanding Universal Value of the World Heritage Site.



Crossroads Farm, Belper

OBJ 1.11 Ensure appropriate protection of the significant agricultural buildings in the Derwent Valley.

ACT 1.11.1 Request Historic England review the listings of the farms and associated agricultural structures within the DVMWHS.

ACT 1.11.2 Encourage the owners of the farms and associated agricultural structures to understand their liabilities for maintenance and have an action plan for on-going care.

ACT 1.11.3 Assist owners, where applicable, in seeking grant funding to restore the historic farms and associated agricultural structures.

ACT 1.11.4 Support the owners of Crossroads Farm in securing a viable future for Crossroads Farm which recognises and enhances its contribution to the Outstanding Universal Value of the DVMWHS.

OBJ 1.12 Encourage local planning authorities and other statutory bodies to use their statutory instruments, where appropriate, to conserve and protect the World Heritage Site's Outstanding Universal Value.

ACT 1.12.1 Request Derbyshire Dales District Council investigates the option of enacting an Article 4 direction for Cromford Conservation Area, working with Cromford Parish Council to protect its character and appearance as Arkwright's principal industrial settlement.

ACT 1.12.2 Encourage local planning authorities, when reviewing their Green Belt boundaries and other designations to be mindful of the need to protect the Derwent Valley Mills World Heritage Site and its Buffer Zone, in particular its rural setting, and not reduce that protection.

OBJ 1.13 Review the boundaries of the DVMWHS and its Buffer Zone.

ACT 1.13.1 Identify minor modifications needed to clarify the boundaries and eliminate any anomalies and submit these changes to UNESCO's World Heritage Committee for adoption.

Aim 02 Promote public awareness and engagement with the DVMWHS by presenting its Outstanding Universal Value through formal/informal learning, events, volunteering, interpretation and encouraging research.

Context

The DVMWHS has enormous value as a resource for engagement. The Property is an adaptable, valuable resource and can act as a source of inspiration and connection, providing a sense of place and an understanding of human achievement which still influences our everyday life.

This aim encourages a holistic focus on communicating and transmitting the Outstanding Universal Value (OUV) of the World Heritage Site in engaging and fun ways. All of the sites and organisations within the Partnership have their own contributions towards the Outstanding Universal Value and/or stories of the Derwent Valley Mills.

It is recognised that some sites have dedicated engagement staff and some rely on volunteers – others have no dedicated engagement role. Although engagement can contribute to economic and development aims e.g. tourism, it is the intrinsic importance of transmission and understanding that is paramount, as identified in Article 4 of the World Heritage Convention (see page 10).

Since 2014, there has not been a World Heritage Site coordinator to specifically support learning and research or the Learning and Research aims and objectives of the Management Plan. In 2016, a Learning and Research Panel was formed for the DVMWHS, bringing a greater learning focus to what was previously the Research and Publications Panel.

A research framework has been established for the DVMWHS and provides a structure for researchers to assist in developing a wider and deeper understanding of the DVMWHS and its OUV. This can be utilised by both professional academics and local individuals and organisations.

The DVMWHS Partnership sees the arts as a key mechanism to engage local, national and international communities with the DVMWHS's unique culture and heritage, and its Outstanding Universal Value. For this reason, arts engagement has been included within this Aim, however it should be seen as a thread running through all the aims.

The potential of the DVMWHS as a catalyst for creativity has developed since its inscription with the aim of bringing the World Heritage Site to life for both residents and visitors. A Public Art Strategy exists for the World Heritage Site.

Training tour for teachers, Masson Mills



OBJECTIVES AND ACTIONS FOR 2020-25

OBJ 2.1 **Communicate and develop a wider, and more thorough, understanding of the Derwent Valley Mills World Heritage Site's Outstanding Universal Value.**

- ACT 2.1.1 Investigate securing additional resource to ensure delivery, co-ordination and advancement of the engagement objectives and actions.
- ACT 2.1.2 Develop standardised training materials and use them to deliver an annual training day for engagement staff, site management and volunteers across the DVMWHS that focuses on OUV.
- ACT 2.1.3 Develop a set of pre and post visit activity materials which sites and organisations can use with a range of audiences to help communicate OUV.
- ACT 2.1.4 Seek opportunities for sustainable joint projects or funding which help to tell the story of the whole World Heritage Site, making it a coherent whole for all visitors and residents.
- ACT 2.1.5 Recognise and explore the use of the DVMWHS and its relict landscape setting for improving health, well-being and inclusion. Work with communities and other agencies in endeavouring to make these opportunities accessible for all.
- ACT 2.1.6 Monitor, where possible, the engagement work across the DVMWHS, so that more targeted activities can be developed to engage audiences that are under-represented.
- ACT 2.1.7 Through activities such as 'Spirit of Place'⁵, develop a standardised non-technical description of the DVMWHS. From this description, a series of messages, including taglines and themes, will be developed. This will enable the story and OUV of the DVMWHS to be communicated simply and effectively to the widest possible range of audiences.
- ACT 2.1.8 Across the DVMWHS Partnership, work to develop a coherent awareness and communications plan which clearly focuses on OUV and the reasons for inscription. This should include contributing to an annual newsletter/e-news provision, social media output, visitor guides, promotional material and marketing.
- ACT 2.1.9 Identify and recruit champions and patrons who can utilize their high level profiles to share the story of the DVMWHS, and act as advocates.
- ACT 2.1.10 Continue to develop and grow links with other WHSs and explore other international links which help to communicate the OUV and global significance of the DVMWHS, including less positive themes, such as slavery.
- ACT 2.1.11 Deliver biennial training on the OUV of the World Heritage Site for the management structures of organisations in the DVMWHS, including their trustees and directors etc.

⁵'Spirit of Place' is a National Trust initiative to distil and understand the essential qualities of a site so that they can inform management decisions.



Researching maps in Derbyshire Record Office

OBJ 2.2

Recognise and promote the value and importance of collections in helping to tell the stories which relate to the DVMWHS and its OUV.

ACT 2.2.1 Monitor the current known collections and respond appropriately where any threat to their security or care is identified.

ACT 2.2.2 Explore the use of these collections, and encourage greater public access to them, in line with the research aims in Objective 2.4, to further enhance the understanding and transmission of the DVMWHS and its OUV.

ACT 2.2.3 Seek and support the acquisition of collections and artefacts which enable a greater understanding of the mills and their communities.

ACT 2.2.4 Develop relationships, communications and exchanges with other organisations, individuals and museums to identify where collections exist which contribute to the story of the Derwent Valley Mills World Heritage Site.

ACT 2.2.5 Create and promote a mechanism to ensure all archaeological research and fieldwork relating to the World Heritage Site is appropriately submitted in report form to the Derbyshire Historic Environment Record.

ACT 2.2.6 Seek to establish an 'artefacts amnesty', encouraging people to come forward and donate, to appropriate collections within or relating to the DVMWHS, artefacts which help in the understanding and appreciation of the Site's Outstanding Universal Value.



OBJ 2.3

Continue to develop a strong core formal learning offer from the key sites and organisations, with explicit links to the key stories and OUV of the DVMWHS, including accredited learning and linking to the national curriculum where appropriate.

ACT 2.3.1 Support sites and organisations in collaborating and sharing best practice to ensure a wide ranging core formal learning offer is available across the WHS, which communicates the key stories and OUV.

ACT 2.3.2 Seek opportunities for jointly delivered formal learning projects which link the DVMWHS and its communities to other WHS sites nationally and internationally and with the key stories of the site (water, industry, textiles, social change, slavery etc.)

ACT 2.3.3 Work with formal learning providers in and around the World Heritage Site, to inspire them to engage directly with their heritage, developing a sense of pride and ownership in the site. This should include opportunities to develop employability skills, working creatively, entrepreneurially and practically.

ACT 2.3.4 Encourage sites and organisations to establish formal information and data sharing arrangements in line with legal requirements. This will enable capturing of data about current visitors and audiences so gaps can be identified, audiences can be targeted and evaluation data can be used to continually develop and improve opportunities (See also 5.1.4).

OBJ 2.4

Encourage, develop, direct and share research, in accordance with the DVMWHS Research Framework, to ensure a deeper, accurate and developing understanding of the OUV and stories relating to the WHS.

ACT 2.4.1 Create a robust mechanism which enables research findings to be reviewed and then incorporated into, and provide direction for, all engagement, e.g. interpretation, presentation, formal and informal learning and events.

ACT 2.4.2 Deliver a series of events, including an annual review, which encourage the use of the research framework across universities, researchers and local interest groups.

ACT 2.4.3 Capture research that provides additional understanding and evidence relating to Attributes (including in the surrounding landscape, buffer zone and beyond) and encourage its inclusion on the Derbyshire Historic Environment Record.

ACT 2.4.4 Work with the DVMWHS Educational Trust to deliver publications which support the dissemination of knowledge about the entirety of the Derwent Valley Mills and their communities in line with Objective 2.1.



Waterways tour in Belper River Gardens

OBJ 2.5

Develop a cross-site informal learning strategy for different audiences e.g. young families, older families, adults, independent young people etc., with explicit links to the key stories and OUV of the DVMWHS.

ACT 2.5.1 Produce an informal learning strategy which is inclusive and accessible to all.

OBJ 2.6

Create an achievable Interpretation and Presentation Action Plan for the whole DVMWHS. This will combine appropriate elements from the emerging interpretation and presentation approaches across the site.

ACT 2.6.1 Convene an Interpretation and Presentation Task Group which includes representation from the relevant sites, land owners/managers and organisations to ensure the action plan is coherent, relevant and fit for purpose.

ACT 2.6.2 Develop processes and activities which encourage all partners to work collaboratively and cooperatively to ensure accuracy, appropriateness and consistency in the telling of the stories pertaining to the DVMWHS and its OUV, e.g. producing recorded expert-led tours as guidance.

ACT 2.6.3 Ensure all interpretative material is appropriately evaluated in line with the evaluation procedure set out in Section 24.

ACT 2.6.4 Implement appropriate way-finding schemes to maximise audience engagement with the DVMWHS and its components, particularly from public transport hubs and strategic car parks.

ACT 2.6.5 Maximise opportunities, where appropriate, that enable a greater use of digital technology to deliver engagement.

OBJ 2.7

Continue to expand the volunteering opportunities and increase the volunteer numbers across the DVMWHS.

- ACT 2.7.1 Continue to compile and promote the range of volunteering opportunities available across the World Heritage Site, including on the DVMWHS website and social media.
- ACT 2.7.2 Establish a DVMWHS Volunteer Co-ordinators network to share, discuss and explore volunteering opportunities. This should explore the option for accredited DVMWHS volunteer training, covering a range of skills, sites and organisations. It should also explore the development of site-wide transferable volunteer role descriptions, including offering qualifications where appropriate, and provide opportunities for the sharing of best practice.
- ACT 2.7.3 Provide appropriate support materials and an annual training programme to empower volunteers to better understand and promote, protect and conserve the whole of the DVMWHS and its OUV and to provide an enjoyable, meaningful and rewarding volunteer experience.
- ACT 2.7.4 Seek and maximise opportunities to recognise, celebrate and award the significant contribution that volunteers make to the on-going engagement, maintenance and protection of the DVMWHS.
- ACT 2.7.5 Promote the benefits of volunteering in the Derwent Valley Mills World Heritage Site, including for health and well-being.

OBJ 2.8

Enrich the DVMWHS offer for visitors and residents through events which creatively tell the stories of the DVMWHS, its Outstanding Universal Value and unique selling points.

- ACT 2.8.1 Develop a timetable leading to a co-ordinated site-wide approach to events planning to maximise effort and cross-site collaboration and support.
- ACT 2.8.2 Ensure that events planning takes into consideration significant anniversaries relating to the DVMWHS and its OUV – including but not limited to the 20th anniversary of inscription, 250th anniversary of Arkwright's first mill at Cromford and 300th anniversary of Derby's Silk Mill, all in 2021.
- ACT 2.8.3 Encourage the sharing of event details in a defined format and in line with the timetable in 2.8.1 to enable maximum promotion from the central DVMWHS website and social media channels.
- ACT 2.8.4 Review and evaluate the DVMWHS Discovery Days Festival annually, exploring avenues for development and delivery in terms of focus, theme, direction and audience. This should consider alternative mechanisms which deliver the equivalent or better levels of engagement and learning for a broad audience and take into consideration lessons learned from the Great Place Scheme (see Aim 4, page 76).
- ACT 2.8.5 Explore the potential for working with other Derbyshire sites in developing a festival or similar events which build on the county's Georgian-era heritage, e.g. Chatsworth and Buxton Crescent.
- ACT 2.8.6 Continue to deliver and develop a comprehensive walks and talks programme from the organisations, partners and volunteers in the DVMWHS, including provision for self-led walks and exploring opportunities linked to the Derbyshire Historic Environment Record.

OBJ 2.9 Promote arts activity through the DVMWHS to engage people with the unique culture and heritage of the DVMWHS.

ACT 2.9.1 Review and update the DVMWHS Public Arts Strategy.

ACT 2.9.2 Promote the innovation and making inspired by the industrial heritage of the DVMWHS through arts activities.

ACT 2.9.3 Deliver a Creative Programme.

ACT 2.9.4 Encourage reference to arts activity in partners' strategic plans to help secure a legacy of arts engagement.

ACT 2.9.5 Investigate, support and deliver the broadest range of arts engagement which maximises audience participation and helps to tell the story of the DVMWHS and its OUV, including more challenging aspects (eg slavery). These could include artists in residence, time-limited installations and works in the public realm (including performances), such as more targeted arts activity in Discovery Days and through projects within the DVMWHS Great Place Scheme.

OBJ 2.10 Recognise and maximise the contribution that the Arts and Media make to engagement with, and understanding of, the cultural heritage of the DVMWHS. (This Objective needs to be read in conjunction with OBJ 4.5).

ACT 2.10.1 Promote the DVMWHS and its OUV to broadcast media, film, literature, performance and the wider creative industries, to encourage them to share the stories with wider national and international audiences.

OBJ 2.11 Develop activities, with partners, that will help attract a more diverse range of audiences to visit the DVMWHS. This objective has strong links with Aim 4.

ACT 2.11.1 Investigate the viability of a 'branded' marathon/ half-marathon/ triathlon or park run to encourage new users to the DVMWHS.

ACT 2.11.2 Look into the possibilities of food trails or distinctive cuisine or drink which can be marketed to potential visitors.

ACT 2.11.3 Investigate and develop cultural experience packages e.g. 21 things to do before you're 21 in the DVMWHS, links to other local events (e.g. Wirksworth Festival), hidden heritage etc.

ACT 2.11.4 Explore the possibility of a bookable guided tour of the DVMWHS on a bus or minibus.

OBJ 2.12 Provide, where and when resources allow, support and knowledge for heritage interpretation, conservation, restoration and learning projects within the wider valley and sub-region, to ensure related heritage areas and attractions in the vicinity can benefit from proximity and connections to the DVMWHS and its OUV, and work for the wider collective benefit of the county.

ACT 2.12.1 Monitor requests and encourage communication from partners and similar bodies in the sub-region, and provide assistance, when able, for interpretation and other projects.

Aim 03 Promote the sustainable development of the DVMWHS to provide a world-class destination where people are proud to live, work, visit and invest.

Context

The Derwent Valley Mills World Heritage Site, the birthplace of the factory system, saw pioneer industrialists innovate and invent technologies that changed the world. As part of protecting, conserving, presenting, enhancing and transmitting the World Heritage Site's culture and economy, a central strand of the Development and Tourism Aim is to create an environment that attracts and supports creative industries. The innovations of the valley's pioneering industrialists act as an exemplar for the creative industries operating with and within the World Heritage Site today.

The repurposing of historic buildings in the World Heritage Site to provide space for creative industries both supplies opportunities for individuals and companies to relocate to the Derwent Valley and to enrich the World Heritage Site's cultural offer.

This work has already begun with the redevelopment of Building 17 on the Cromford Mills site, which has quickly achieved full occupancy; at Darley Abbey Mills, where numerous previously empty buildings have been brought back into creative industry uses; and Derby Silk Mill, which will have rentable office space and bookable workshop times for embryonic companies.

For the Derwent Valley Mills World Heritage Site to flourish, it needs to be identifiable as a distinct tourism destination, recognised for the significance of its industrial and cultural heritage, and for its unique landscape and natural features. There is a need to achieve a sustainable approach to tourism development in the DVMWHS, through balanced development of sites, strategic marketing, and effective pro-active visitor management. The desired outcome of this work is for an increase in the contribution made by tourism to the economy of the Derwent Valley.

The DVMWHS falls within the remit of the Visit Peak District and Derbyshire Destination Management Organisation (DMO) and Visit Derby. The Peak District is now a Visit England 'attract' brand with the aim of attracting visitors to the Peak District and then dispersing them into Derbyshire and North Staffordshire. Tourism within the Peak District generated £1.98 billion in 2015 and supported around 27,500 jobs. The DVMWHS works closely with the DMO, which provides marketing and monitoring services for its attractions. The World Heritage Site is

The East Mill from the Festival Gardens, Belper



also within the D2N2 (Derby, Derbyshire, Nottingham, Nottinghamshire) Local Enterprise Partnership (LEP), which has an economic focus on developing the visitor economy.

As well as a tourist destination, the World Heritage Site offers great opportunities for other developments/enterprises that will help enhance the area's vibrancy and vitality.

Key to unlocking both the World Heritage Site's tourism and development potential is the redevelopment and repurposing of the Belper Mills Complex, as it will provide a focus for a central tourism hub and be a focus to the settlement of Belper, which already supports many creative businesses.

One of the greatest successes for Belper in the lifetime of the previous management plan was the development of the Ambassador Scheme, which trained businesses in the town to become advocates and promoters of the World Heritage Site to visitors/customers. The success of the scheme contributed to Belper being named Winner of Winners in H M Government's Great British High Street Competition in its inaugural year, 2014.

The environmental and social components of sustainable development are contained within other aims, principally but not exclusively Aims 1, 2 and 4.

OBJECTIVES AND ACTIONS FOR 2020-25

OBJ 3.1 **Facilitate the promotion of and movement through the DVMWHS by having world-class visitor attractions in each of the three hubs (see 2.6 Spatial Priorities).**

- ACT 3.1.1 Develop pre-visit information, including a review of the existing website, to ensure it has a greater visitor focus.
- ACT 3.1.2 Support the development of a world-class visitor centre in the central hub of the DVMWHS (see Objective 3.2).
- ACT 3.1.3 Support the refinement and delivery of the Arkwright Society's Masterplan for the Cromford Mills site.
- ACT 3.1.4 Support the development of the Museum of Making at the Silk Mill in Derby.
- ACT 3.1.5 Support Derby Museums in promoting the DVMWHS at the Museum of Making to ensure it functions as the Southern Gateway to the DVMWHS.
- ACT 3.1.6 Look at options for strengthening and developing the southern, central and northern hubs of the DVMWHS to promote it as a coherent tourist destination.

OBJ 3.2 **Identify the scale/scope of the visitor offer within the Belper Mills Complex.**

- ACT 3.2.1 Support Belper North Mill Trust and the site owner to develop appropriate plans for the North and East Mills site, that includes a World Heritage Site visitor centre.
- ACT 3.2.2 Assist all partners in securing appropriate planning and Listed Building Consent permissions.
- ACT 3.2.3 Assist Amber Valley Borough Council, in consultation with Belper North Mill Trust and the site owner, to commission an options and feasibility appraisal for a world-class visitor centre, as part of any development proposals.
- ACT 3.2.4 Work with partners for the earliest possible start of works on site once statutory consents are in place.
- ACT 3.2.5 Support the owners of the West Mill Site in developing an appropriate scheme for its future use that promotes understanding of the wider Belper Mill Complex as part of the DVMWHS's Outstanding Universal Value.

Developing the Museum of Making at Derby Silk Mill



OBJ 3.3

Start the next phase of development at Cromford Mills, bringing more buildings in the complex into active use, in order to secure the financial future of the site and the charity.

ACT 3.3.1 Support the Arkwright Society in updating the 2011 Masterplan for Cromford Mills, including an agreed public realm environmental improvement scheme for Mill Lane and the reinstatement of the aqueduct (see ACT 3.1.2).

ACT 3.3.2 Assist the Arkwright Society in securing funding and the appropriate permissions for the next phase of the Masterplan.

ACT 3.3.3 Work with the Arkwright Society for the earliest possible start of works on site once statutory consents are in place.

OBJ 3.4

Support John Smedley Ltd to ensure the continuation of the Lea Mills site as a working textile factory and visitor destination.

ACT 3.4.1 Support John Smedley Ltd in the production of a masterplan, ensuring its continued and enhanced contribution as an appropriately interpreted attraction (with exhibition space) in a cohesive DVMWHS.

ACT 3.4.2 Assist John Smedley Ltd in assembling consents and funding, where applicable, to deliver the masterplan.

OBJ 3.5

Support Derbyshire County Council's Countryside Services in sustainably increasing income streams for Cromford Canal and the High Peak Junction complex, including the workshops, wharf shed and Leawood Pumphouse.

ACT 3.5.1 Support the production of an options appraisal to investigate ways to maximize income and DVMWHS engagement potential at the sites to support their financial sustainability.

ACT 3.5.2 Help secure funding, if needed, for the above.

Leawood Pumphouse and Cromford Canal





Demolition of the old tearooms, Belper River Gardens

OBJ 3.6

Improve the visitor experience in the Central Hub by securing the appropriate redevelopment of a tearooms in Belper River Gardens.

ACT 3.6.1 Encourage Amber Valley Borough Council's Landscapes, Growth and Community Safety Service to start construction of the tearooms as soon as appropriate permissions are in place.

ACT 3.6.2 Encourage development of an appropriate business plan to secure the tearooms' long-term operation and maintenance.

Continue to deliver and support the Belper and Darley Abbey Ambassador Schemes, adapt them and roll out to other parts of the DVMWHS.

OBJ 3.7

ACT 3.7.1 Develop and deliver new Ambassador Schemes for Milford and Cromford.

ACT 3.7.2 Continue to support and deliver the Belper and Darley Abbey Ambassador Schemes.

Milford Ambassador training



OBJ 3.8 **Jointly produce, with the key destination sites, the Destination Management Organisations and the appropriate local authority officers, an over-arching communications and marketing strategy for international, national and local visitors, residents and businesses.**

- ACT 3.8.1 Use audience research and baseline data established through the DVMWHS Great Place Scheme to produce appropriate and focused marketing materials for visitors and residents, to encourage them to visit, use and understand the WHS and its components.
- ACT 3.8.2 Implement the creative style identified in the DVMWHS Great Place Scheme's marketing project 'Putting the Valley on the Map' and ensure all partners are aware of and using the new toolkit created from this project.
- ACT 3.8.3 Work with the key destination sites and the Destination Management Organisation to develop an effective social media promotions strategy and ensure appropriate training and guidance on its application throughout the DVMWHS.
- ACT 3.8.4 Re-envisage the DVMWHS Visitor Guide, for distribution in and beyond the World Heritage Site. The guide will be downloadable from the www.derwentvalleymills.org website as well as being produced in print.
- ACT 3.8.5 Develop a business toolkit to enhance business engagement with the DVMWHS.
- ACT 3.8.6 Work with the Trent Barton bus company to have the DVMWHS highlighted, both at stops and through on-bus commentary, to raise awareness for passengers of the World Heritage Site, to encourage visits.
- ACT 3.8.7 Produce the DVMWHS newsletter for residents and surrounding communities, for electronic distribution with a small print run available at significant locations within the World Heritage Site.
- ACT 3.8.8 Deliver updated versions of the Group Visit Guide, Children's Guide and Train Window Guide.
- ACT 3.8.9 Investigate the possibility of running media training across the World Heritage Site for individuals from the key destinations, the World Heritage Site team and other bodies, who may need to communicate to the media, e.g. radio, television and social media, on World Heritage Site related topics.
- ACT 3.8.10 Review DVMWHS branding and ensure it is fit for purpose.
- ACT 3.8.11 Promote the appropriate use of the DVMWHS logo and branding in accordance with the operational guidance in Part C of the Management Plan.
- ACT 3.8.12 Investigate and develop joint ticketing to encourage the visitor attractions to work together to promote opportunities that will attract and disperse visitors across the WHS.
- ACT 3.8.13 Investigate and develop joint advertising, building on the Visit Peak District & Derbyshire joint attractions map, with more opportunities for marketing the different sites and attractions in the WHS.

Darley Abbey Mills from the fish pass



OBJ 3.9

Improve links with the established business community in the DVMWHS and encourage economic growth and new business for the area.

- ACT 3.9.1 Ensure that the DVMWHS is appropriately acknowledged, referenced and supported in the D2N2 Local Enterprise Partnership's emerging strategic economic plan and subsequent industrial strategy.
- ACT 3.9.2 Develop better representation of the business sector and D2N2 within the DVMWHS management structure.
- ACT 3.9.3 Work with partners to attract and support appropriate sustainable business growth in the DVMWHS.
- ACT 3.9.4 Work with partners, including 'Love Belper', to maximise the economic and tourism benefits of Belper's success in the 2019 Great British High Street Competition, for the whole DVMWHS.

OBJ 3.10

Support organisations, such as the Derwent Valley Trust, in developing walking, cycling and waterway leisure routes through and beyond the DVMWHS.

- ACT 3.10.1 Encourage the development of business cases, route, land ownership investigation, relevant permissions and assembly of funding for an off-road cycle route through the DVMWHS connecting to other cycle networks north and south of the World Heritage Site. Infrastructure should include e-bike charging and secure bike storage at attractions.
- ACT 3.10.2 Investigate the feasibility of a canoe route along the River Derwent and its economic enhancements.
- ACT 3.10.3 Review existing walking routes with a view to promoting a cohesive offer.

OBJ 3.11

Promote the use of water power as a 'green' energy source for the modern age that draws inspiration from the valley's pioneer industrialists in the 1700s. This will directly link the DVMWHS's past to 21st century requirements (See also Objective 4.3).

- ACT 3.11.1 Investigate the use of interpretation and other methods such as guided walks and talks to promote waterpower and its 'green' benefits.
- ACT 3.11.2 Support, where possible and appropriate, the generation of hydro power (alongside already established locations) within the DVMWHS.
- ACT 3.11.3 Ensure the story of the mills utilising water, as opposed to steam, to generate power, is clearly understood, as there are clear comparisons with modern-day green energy generation. It also needs to be communicated that the beautiful relict 18th century landscape, into which the factory system was inserted, can be appreciated today as it was at the height of cotton manufacture as the factories did not pollute the atmosphere.

OBJ 3.12

Explore the viability of establishing a new not-for-profit organisation (e.g. a Community Interest Company, Charitable Incorporated Organisation or charitable company), to be called DVMWHS Enterprise.

- ACT 3.12.1 Undertake options and feasibility work on establishing DVMWHS Enterprise.
- ACT 3.12.2 Resources permitting, implement the recommendations of the above study.

Aim 04 Enhance the social wellbeing of the DVMWHS communities and maximise the benefits of the site's cultural value at a local, regional, national and international level.

Context

World Heritage status should contribute to a sense of local pride in living and working in a special place, with a beautiful landscape setting and a rich heritage. The stories of the Derwent Valley Mills World Heritage Site have present day relevancy, as the communities developed by the valley's textile pioneers were sustainable and low-carbon, despite rapid growth.

The DVMWHS Great Place Scheme, jointly funded by the National Lottery Heritage Fund and Arts Council England, is a £1.4m programme of projects running until December 2020. Its over-arching purpose is to connect people with the DVMWHS by celebrating its heritage through arts, and strengthening the networks between art, culture and heritage. These networks and their activities will assist communities – both locally and internationally – to engage with the DVMWHS and its stories. During the lifetime of the Management Plan, there are opportunities within the DVMWHS Great Place Scheme to use the arts to assist the DVMWHS communities to better understand and appreciate the Outstanding Universal Value of the DVMWHS.

The World Heritage Site provides tangible links to the past. Activities such as Discovery Days provide an opportunity for local people to interact with their heritage and appreciate the benefits it brings to their lives.

A walk by the Cromford Canal in Discovery Days



OBJECTIVES AND ACTIONS FOR 2020-25

Below: A presentation at 28 Market Place, Belper

Bottom: Cyclists pass Strutt's North Mill

OBJ 4.1 Build a sense of pride in and belonging to the DVMWHS through promoting local understanding of what makes it special.

- ACT 4.1.1 Promote the Outstanding Universal Value of the DVMWHS to its communities, to establish a better local understanding of its special qualities.
- ACT 4.1.2 Work with heritage sites and attractions in the DVMWHS to engage local communities.
- ACT 4.1.3 Support groups and communities within the DVMWHS through networking, social media and communications.
- ACT 4.1.4 Facilitate annual opportunities for groups within the DVMWHS to share knowledge, engage with the Management Plan and coordinate actions. This will primarily be done through the DVMWHS Partnership Forum.



OBJ 4.2 Identify and communicate the benefits that World Heritage Site status brings to communities and local groups.

- ACT 4.2.1 Work with partners to identify and collect evidence on the benefits to local communities of the DVMWHS as part of the delivery of the Great Place Scheme.
- ACT 4.2.2 Work with national and international forums, where relevant, to capture the value of World Heritage to local communities.
- ACT 4.2.3 Monitor and, where appropriate, contribute to research which furthers our understanding of the positive effects of engagement with cultural heritage on health and well-being.
- ACT 4.2.4 Work collaboratively to engage businesses, local councils, funding bodies and other non-governmental organisations with the value of the DVMWHS to local communities.
- ACT 4.2.5 Disseminate to communities, local groups and partners information on the benefits of World Heritage.





Milford Weirs

OBJ 4.3

Improve understanding of the Cotton Mill owners' innovative use of natural and local resources to develop sustainable communities along the Derwent Valley, including the rivers for water power and the land for development of model farms. Protecting key assets, promoting its unique character. See also Objective 3.11.

ACT 4.3.1 Encourage the DVMWHS communities in investigating how the model of low-carbon, water powered factories of the Derwent Valley can contribute to studies of environmental sustainability.

ACT 4.3.2 Promote within national and international discussions on climate change the lessons to be learnt from the industrial communities in the Derwent Valley; that they have continued to utilise renewable water as a primary source of clean energy for over 200 years since the start of the industrial revolution whilst other regions moved to fossil fuel based power sources; and innovative but (by today's standards) low-impact local food production and supply systems were developed to feed growing communities.

ACT 4.3.3 Support the best possible stewardship of the landscape within the Derwent Valley, to support this work and establish the best possible outcomes for the communities within the valley.

OBJ 4.4

Promote to the DVMWHS communities the opportunities to engage with the presentation, promotion and stewardship of their World Heritage Site.

ACT 4.4.1 Promote to everyone who lives, works, plays in or visits the DVMWHS communities an understanding of how they can support the DVMWHS.

Aim 5 **Develop an integrated and sustainable approach to meeting and promoting the transportation and accessibility needs of the DVMWHS and its users.**

Context

The Derwent Valley Mills World Heritage Site has good public transport links. It has a rail service that runs from Derby in the south to Matlock in the north, stopping at Duffield, Belper, Ambergate, Whatstandwell, Cromford and Matlock Bath. It also has frequent bus services that run along the A6, the main distributor road running through the DVMWHS. Due to the geography and historic development of the valley, there is potential to cause unwanted congestion on the road network as visitors arrive by car. It is therefore important to encourage use of public transport both to move around the Site and also, ideally, when travelling to the Site.

It is important to promote up-to-the-minute public transport information at all the key destination sites, to assist movement through the Site, as well as from strategic car parking locations around and through the Site.

Due to the historic nature of the Site, work is required to improve access for all. Where this cannot be achieved without negatively impacting on the Site's historic significance or Outstanding Universal Value, other means of access need to be explored. It is important to promote awareness of the facilities that are available through the World Heritage Site so that individuals and groups with special requirements can easily plan their visits.



A train passes through Belper

OBJECTIVES AND ACTIONS FOR 2020-25

OBJ 5.1 Promote, in conjunction with the Community Rail Partnership, the development and use of the Derwent Valley Line.

- ACT 5.1.1 Encourage all WHS partners to promote greater use of the Derwent Valley Line to local people and visitors by including information in their publicity material and on site.
- ACT 5.1.2 Support events that encourage greater public use of the railway stations in the DVMWHS, especially where they help evoke a connection to their historic past and the OUV of the DVMWHS.
- ACT 5.1.3 As the railway is a key element of a DVMWHS attribute, develop material that helps to promote people's engagement with the railway line as part of the wider World Heritage Site, e.g. the train window guide.
- ACT 5.1.4 Encourage all World Heritage Site partners to promote the discounts available for groups to travel along the Derwent Valley Line, particularly for school groups.



Ambergate Station

OBJ 5.2 Promote greater connectivity between the Derwent Valley Line's railway stations and the wider World Heritage Site.

- ACT 5.2.1 Make available information that assists visitors in moving between Derby Railway Station and the southern gateway at Derby Silk Mill.
- ACT 5.2.2 Develop and implement a way-finding strategy from Belper Railway Station and other public transport arrival points to sites relating to the DVMWHS in the town, including the Belper Mills complex.
- ACT 5.2.3 Make available information that assists visitors in moving between Ambergate, Whatstandwell and Cromford Railway Stations and the surrounding environment, in particular the Cromford Canal.
- ACT 5.2.4 Make available information that assists visitors in moving between Matlock Bath Railway Station and Masson Mills at the northern end of the DVMWHS.



Cromford Station

OBJ 5.3 Investigate greater connectivity between Cromford's railway station, mills and village.

ACT 5.3.1 Explore the viability of extending a route from the platform at Cromford Railway Station over the railway bridge to provide a foot and cycle link through Cromford Meadows to the mills and the village.

ACT 5.3.2 Encourage clearer information on bus service availability from Cromford Railway Station to the mills and village, including the bookable Derbyshire Connect bus service.

ACT 5.3.3 Explore ways of providing better connections between Willersley Castle, Cromford Mills and Masson Mills, including looking at improving existing routes, e.g. Church Walk, and the feasibility of a footbridge across the River Derwent.

ACT 5.3.4 Support the development of a wayfinding strategy for the whole of the Cromford Hub.

OBJ 5.4 Work with bus operators and others to encourage greater use of bus services across the WHS site and the Derwent Valley more generally.

ACT 5.4.1 Encourage bus operators to including marketing of the WHS in their publicity.

ACT 5.4.2 Encourage all World Heritage Site partners to promote travel by bus as a way to reach their attraction and to come forward with discounts specifically targeted at people arriving by bus.

ACT 5.4.3 Work with bus operators and Derbyshire County Council to expand the coverage of the electronic Real Time Information bus stop sign network to include more locations and bus services along the Derwent Valley.

ACT 5.4.4 Promote the public transport times, particularly bus services, from each of the key locations in the WHS to other sites (including Transpeak and Sixes).

OBJ 5.5

Support the coordination of public transport information to provide the best possible options, experience and ease for residents and visitors to move through the Derwent Valley Mills World Heritage Site.

ACT 5.5.1 Support the provision of up-to-the-minute multi-modal transport information for visitors and residents to assist sustainable movement through the DVMWHS.

OBJ 5.6

Encourage the development of alternative transport options for exploring the DVMWHS.

ACT 5.6.1 Promote the existing cycle routes in the DVMWHS and encourage the development of new routes that do not impact on its Outstanding Universal Value or adversely impact on other existing user routes.

ACT 5.6.2 Work with partners to explore the viability of an e-bike scheme - with charging points - across the WHS, particularly between key attractions and transport hubs.

ACT 5.6.3 Support the initiative to introduce a river boat at Derby, running between the Silk Mill and Darley Abbey, which does not impact on the listed weirs and can be used by visitors or locals during the high season, with embarkation points at Derby Silk Mill and Darley Abbey.

ACT 5.6.4 Promote the use of the Ecclesbourne Valley Railway.

OBJ 5.7

Ensure off-road routes through the DVMWHS are suitably maintained by owners to encourage exploration of the DVMWHS on foot.

ACT 5.7.1 Work with partners to ensure public rights of way and footpaths (including the Derwent Valley Heritage Way) are well maintained and signposted.

ACT 5.7.2 Encourage local users to help in identifying where footpaths have maintenance issues.

ACT 5.7.3 Encourage access, through promotion, to the DVMWHS's beautiful countryside setting.

OBJ 5.8

Support the improvement of access for all, so everyone can enjoy the DVMWHS. This includes getting to and around the DVMWHS and its attractions.

ACT 5.8.1 Work with Accessible Derbyshire to audit all the key attractions and produce proposals to improve their accessibility for all, and identify where additional facilities would particularly improve access for all, e.g. Changing Places toilets and quiet rooms.

ACT 5.8.2 Work with Accessible Derbyshire to audit all the stations along the DV Line and produce proposals to improve their accessibility including approaches and platforms.

ACT 5.8.3 Assist partners in securing funding to deliver the proposals highlighted as a result of Actions 5.8.1 and 5.8.2.

ACT 5.8.4 Encourage the dissemination of information about the facilities and support available across the DVMWHS, so that people with access and/or other specific needs can plan their visits.

ACT 5.8.5 Promote the locations where all-terrain scooters are available for hire in the DVMWHS. Assist partners in identifying new locations that will encourage visitors to explore and spend more time in the World Heritage Site.



The Coppice Car Park, Belper

OBJ 5.9 Identify strategic car and coach parking locations in and around the World Heritage Site and encourage movement from these locations either by foot, cycle or public transport.

- ACT 5.9.1 Work with the key destination sites to understand their coach-parking requirements.
- ACT 5.9.2 Work with Derbyshire County Council's and Derby City Council's public transport officers and highway planning officers to identify the best strategic locations for car and coach parking in and around the World Heritage Site and promote these destinations to people arriving by car and coach operators.
- ACT 5.9.3 Ensure there is good way-finding information between the identified strategic car park locations and the key assets of the DVMWHS.
- ACT 5.9.4 Encourage the introduction of electric car charging points at the strategic car parking locations. It would be particularly appropriate if these car charging points could in some way be linked to the production of hydro electricity from the River Derwent.

OBJ 5.10 Look at public transport options in line with emerging alternatives for eco-friendly power.

- ACT 5.10.1 Encourage investigations into eco-friendly alternatives for power on the Derwent Valley Railway Line and for buses in the Derwent Valley.

Aim 06 Promote a cohesive and coherent understanding of the DVMWHS by identifying its differing spatial needs and priorities.

Context

As a linear World Heritage Site running along a 25 kilometre stretch of river, the Derwent Valley Mills Site can be challenging on a number of levels. Actions for overcoming those challenges are described under Aims One to Seven.

One way of better understanding the Site, and strengthening interconnectivity within clearly defined geographical areas, is to break the DVMWHS into three hubs, or clusters, with Cromford, Masson and Lea Bridge in the north, Belper and Milford at the centre, and Darley Abbey and Derby to the south.

This allows greater focus on issues that matter in three different sections of the WHS – a village and tight valley gorge to the north; a busy market town and village set in a wider valley landscape at the centre; and a suburban community and parkland closing to a point in a modern city centre.

The development of three hubs, and

geographical allocation of related actions under Aims One to Five allows the different priorities within each hub to be more clearly understood so that a more coherent approach to development can be established, sitting beneath a wider umbrella for the whole World Heritage Site.

The Partnership did at one stage look at developing Cluster Groups for Cromford, Belper and Derby, following the identification of the three hubs in the Tourism and Marketing Plan (2011). These informal groupings of local people, businesses and interest groups were to generate projects and initiatives relating to their part of the DVMWHS. The Belper Cluster Group was the first to be developed in 2012, with a number of successful initiatives resulting in Belper winning The Great British High Street Competition 2014. Reduced staffing and resources within the DVMWHS team since 2016 have, however, made these additional groups unsustainable in their original concept.⁶ Alternative ways of strengthening and developing the hubs need to be identified.

⁶ Much of the work carried out by the Belper Cluster Group is now coordinated by the Love Belper Group, formed by the town's independent retailers and allies.

OBJECTIVES AND ACTIONS FOR 2020-25

OBJ 6.1

The top five priorities for the Southern Hub of the DVMWHS:

- ACT 1.6.5 Assist in the production of a public realm strategy for the Darley Abbey Mills site that protects its historic character and significance. This should incorporate an assessment of access via the river.
- ACT 2.1.7 Through activities such as 'Spirit of Place', develop a standardised non-technical description of the DVMWHS. From this description, a series of messages, including taglines and themes, will be developed. This will enable the story and OUV of the DVMWHS to be communicated simply and effectively to the widest possible range of audiences.
- ACT 3.1.4 Support the development of the Museum of Making at the Silk Mill in Derby.
- ACT 3.1.5 Support Derby Museums in promoting the DVMWHS at the Museum of Making to ensure it functions as the Southern Gateway to the DVMWHS.
- ACT 3.1.6 Look at options for strengthening and developing the southern, central and northern hubs of the DVMWHS to promote it as a coherent tourist destination.

OBJ 6.2

The top five priorities for the Central Hub of the DVMWHS:

- ACT 1.5.1 Assist Amber Valley Borough Council and the owners in securing a robust and up-to-date buildings condition survey for the Belper Mill Complex.
- ACT 1.5.2 Assist Amber Valley Borough Council, the owners and other appropriate partners to find an acceptable re-use of the Belper Mill Complex that contributes to the viability and vitality of the Derwent Valley Mills World Heritage Site (see also Objective 3.2).
- ACT 1.6.3 Assist residents in the Cluster roads in Belper to realise an appropriate public realm improvement scheme that protects the historic character and significance of the area.
- ACT 2.1.7 Through activities such as ‘Spirit of Place’, develop a standardised non-technical description of the DVMWHS. From this description, a series of messages, including taglines and themes, will be developed. This will enable the story and OUV of the DVMWHS to be communicated simply and effectively to the widest possible range of audiences.
- ACT 3.2.3 Assist Amber Valley Borough Council, in consultation with Belper North Mill Trust and the site owner, to commission an options and feasibility appraisal for a world-class visitor centre, as part of any development proposals.

OBJ 6.3

The top five priorities for the Northern Hub of the DVMWHS:

- ACT 1.6.1 Establish a consensus for a public realm improvement scheme for Mill Road/Lane at Cromford that facilitates the reinstatement of the aqueduct to Arkwright’s first mill and pedestrian movement across Mill Lane/Road between the Cromford Mill site and the canal wharf, integrating high vehicle warning signs, vehicle turning and the removal of modern highway signage/lining.
- ACT 2.1.7 Through activities such as ‘Spirit of Place’, develop a standardised non-technical description of the DVMWHS. From this description, a series of messages, including taglines and themes, will be developed. This will enable the story and OUV of the DVMWHS to be communicated simply and effectively to the widest possible range of audiences.
- ACT 3.1.3 Support the refinement and delivery of the Arkwright Society’s Masterplan for the Cromford Mills site.
- ACT 3.4.1 Support John Smedley Ltd in the production of a masterplan, ensuring its continued and enhanced contribution as an appropriately interpreted attraction in a cohesive DVMWHS.
- ACT 3.5.1 Support the production of an options appraisal to investigate ways to maximize income and DVMWHS engagement potential at the sites (High Peak Junction and Leawood Pumphouse) to support their financial sustainability.



The Bear Pit, Cromford



Short Row, Belper



Gatehouse, Darley Abbey Mills

Aim 07 Monitor the DVMWHS to the standard required by UNESCO, and encourage appropriate site-wide data gathering to support the delivery of the above aims.



High Peak Junction

Context

Signatories to the World Heritage Convention (in the case of the UK, HM Government), have an obligation to ensure that the Outstanding Universal Value of their World Heritage Sites is being maintained and interpreted to the public. To show to UNESCO that this work is taking place, monitoring is required.

In 2007, in an attempt to create a degree of quantifiable measurements for success at UK World Heritage Sites, a series of generic indicators were produced by ICOMOS, from which a set of 21 monitoring indicators have been established for the Derwent Valley Mills, tailored to the specific attributes of the Property. These supported, and latterly superseded a comprehensive annual monitoring report for the DVMWHS, which was produced from 2004 to 2016.

In addition there are a series of 50 monitoring views which are assessed every five years as part of the Management Plan review. These views are representative and do not infer that other views within the DVMWHS and buffer zone are less significant.

An annual newsletter is produced by the WHS team to ensure Partnership members and the wider public are aware of the work being achieved by the team and partners, and be notified of up-coming events.

UNESCO operates a 'Periodic Review' regime for all World Heritage Sites. The last round took place in Europe in 2012/13. The findings of the Review's self-assessment, against set criteria, have informed elements of this Management Plan. It is expected that a Periodic Review will take place again during the lifetime of this Management Plan (2022/23).

The 2012/13 Periodic Review identified that:

- The mapping of the boundaries as laid out in the inscription documentation needed to be clarified. This has now been done.
- Greater publicity is needed of the buffer zone and its boundaries.
- A Flood Action Plan and Flooding Risk Reduction Measures were needed.
- The possibility of contributions from attractions charging fees within the World Heritage Site needed to be discussed.
- Care and management of natural and man-made water channels and structures was needed.
- Mobile phone companies needed to ensure new masts have minimal impact.
- Quarry owners were to be encouraged to minimise large vehicle movement and release of stone dust within the World Heritage Site.



Sunny Hill and Stephenson's Tower, Milford

OBJECTIVES AND ACTIONS FOR 2020-25

OBJ 7.1 Deliver an appropriate level of monitoring for the Derwent Valley Mills World Heritage Site, to satisfy the requirements of UNESCO and HM Government.

ACT 7.1.1 Annually collect and collate information from the DVMWHS Partnership to enable the compiling of the Key Performance Indicators for Historic England, DCMS and UNESCO.

ACT 7.1.2 Re-establish an annual report for the Steering Group on the delivery of the Aims, Objectives and Actions set out in the DVMWHS Management Plan.

ACT 7.1.3 Quinquennially, review and update the DVMWHS Monitoring Views (next due in 2022).

ACT 7.1.4 Carry out the necessary work involved in UNESCO's Periodic Review if it falls within the lifetime of this Management Plan.

ACT 7.1.5 Provide an annual newsletter about the DVMWHS (See also ACT 3.9.2).

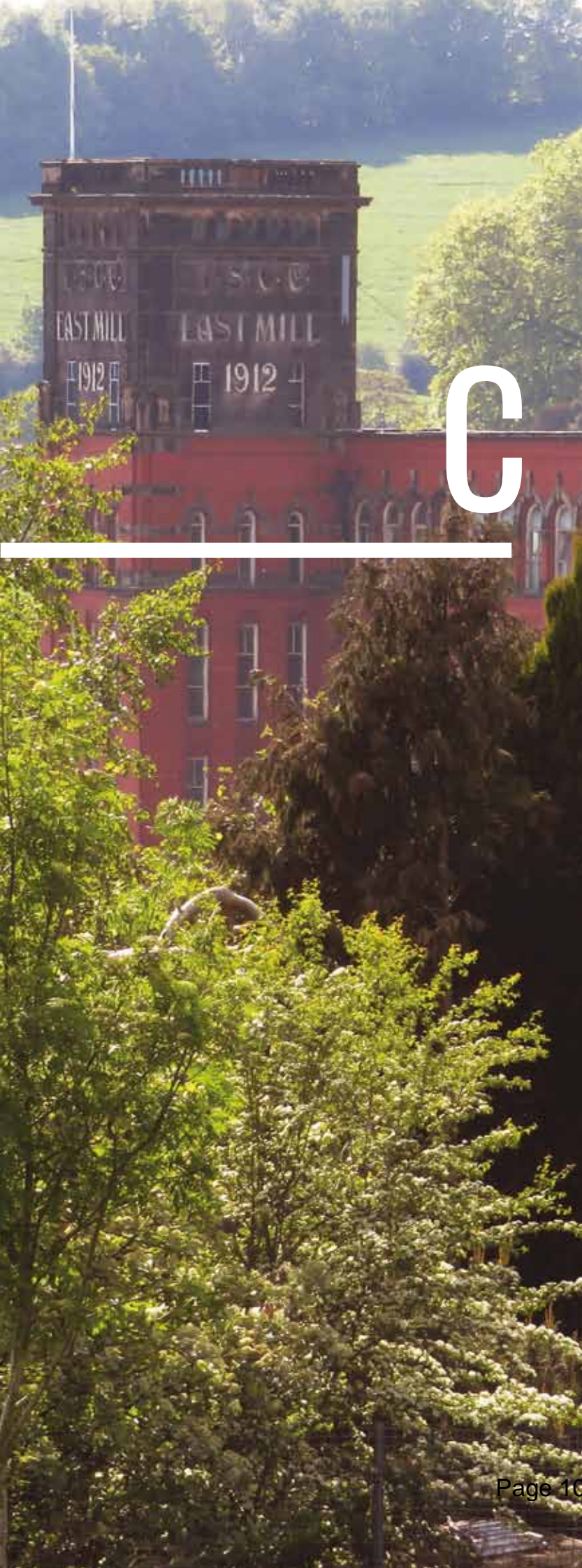
ACT 7.1.6 Meet any other reasonable requests for monitoring information made by UNESCO, ICOMOS, DCMS, Historic England or other partners.

OBJ 7.2 Coordinate key attractions to record consistent visitor information.

ACT 7.2.1 Establish core visitor data, to be compiled by key attractions so that it can inform future initiatives, particularly appropriately targeted promotions.



From top: Cromford Mill (Northern Hub); Field Row (Central Hub); the former Darley Abbey school (Southern Hub).



C

OPERATIONAL GUIDANCE

	Page
20 Statement of Planning Procedure for Development Management	94
21 Heritage Impact Assessments	96
22 Design Rationale	96
23 Use of the DVMWHS logo	98
24 Evaluation Process for Interpretative Material	100

20 STATEMENT OF PLANNING PROCEDURE FOR DEVELOPMENT MANAGEMENT

- 20.1** Local planning authorities are responsible for determining planning applications relating to the area of the World Heritage Site and its Buffer Zone within their administration boundary. The World Heritage Site Partnership is not a statutory consultee and should not routinely be asked for comment.
- 20.2** If the local planning authority formally wishes for a second opinion, then it can seek this from the DVMWHS Coordination Team. In order to do this, the local planning authority will need to submit the application details, with a summary of the salient points for consideration in relation to potential impacts on the DVMWHS's OUV, to the Coordination Team.⁷ The Team is then likely to consult Derbyshire County Council's professional environmental advice service. If this is the case, the amount of time Derbyshire County Council's professional environmental advice service utilises in reviewing the application will be taken from the capped 74 hours detailed in 20.11
- 20.3** The DVMWHS Coordination Team may identify, or be informed by partners, such as Historic England, that proposals in an application have potential to negatively impact on the OUV of the WHS. Where these applications are identified, the DVMWHS Coordination Team will submit a response to the local planning authority within the allocated consultation period, or later by agreement with the local planning authority.
- 20.4** Any comments the DVMWHS Coordination Team submits to a local planning authority will be validated by the DVMWHS Partnership Conservation and Planning Panel. The Conservation and Planning Panel will meet four times a year to discuss conservation and planning matters in the WHS and its buffer zone. 'Planning applications for consideration' will be a standing item on the Panel's agenda.
- 20.5** To help mitigate a back-log of responses building-up that have not been validated between Panel meetings, a mid-point date will be set where the DVMWHS Coordination Team's responses will be circulated for review by each Panel member.
- 20.6** Where the Conservation and Planning Panel wishes to amend a response this will be communicated to the relevant local planning authority.
- 20.7** If the local planning authority is minded to approve an application that has been highlighted by Historic England and/or the Derwent Valley Mills World Heritage Site Partnership as likely to negatively impact on the Outstanding Universal Value of the World Heritage Site, then, as set out within Paragraph 172 of the Operational Guidelines for the Implementation of the World Heritage Convention (UNESCO, 2017), the planning authority and the DVMWHS Partnership should inform Henry Owen-John (henry.owen-john@historicengland.org.uk), Historic England's Head of International Advice and Enid Williams (enid.williams@culture.gov.uk), Senior Heritage Policy Adviser at the Department of Digital, Culture, Media and Sport (DCMS), at the earliest possible occasion, who will decide whether to inform UNESCO's World Heritage Centre.

⁷If a local planning authority is uncertain if a scheme will impact on the OUV of the DVMWHS then a screening opinion can be sought from the DVMWHS Coordination Team via the telephone at the earliest possible opportunity. Email screening requests will not be accepted unless it has been agreed in advance.



Belper Mills and Bridge Hill

- 20.8** As part of the DVMWHS Coordination Team’s monitoring duties a list of planning applications will be compiled that have been identified by the Partnership and/or Historic England as impacting negatively on the OUV of the World Heritage Site and this will be submitted annually to DCMS, Historic England and ICOMOS (International).
- 20.9** The DVMWHS Coordination Team is keen, subject to wider work pressures, to engage early with scheme promoters and applicants to support local planning authorities. This, ideally, should happen through different local planning authorities’ pre-application procedures.
- 20.10** Once the DVMWHS Coordination Team is aware that a scheme has been submitted for pre-application evaluation, or for planning permission, individual officers within the Team will only meet with applicants and scheme promoters if the local planning authority’s planning officer dealing with the submission is present.
- 20.11** From time to time the DVMWHS Coordination Team will seek support from Derbyshire County Council’s professional environmental advice service with regards to detailed archaeological, built conservation, architectural, landscape or ecological advice in relation to supporting local planning authorities in their discussions with planning applicants and scheme promoters. The accumulative total for this advice, for all local planning authorities combined, will be capped at 74 hours annually.
- 20.12** UNESCO encourages all applications that effect WHSs to include a Heritage Impact Assessment in accordance with ICOMOS’s guidance (see Section 21, page 96).
- 20.13** To assist local planning authorities in discussions about design proposals in the World Heritage Site, the Management Plan includes an indicative Design Rationale (see Section 22, page 97).

21 HERITAGE IMPACT ASSESSMENTS

21.1

As a general guide the DVMWHS Partnership encourages local planning authorities to insist on applicants submitting a HIA in accordance with ICOMOS guidance for all proposals that are over 10 dwellings and/or over ½ hectare. There will be cases where smaller development proposals will also necessitate a HIA in accordance with ICOMOS guidance. Hopefully these can be identified through early engagement between the local planning authorities and the DVMWHS Coordination Team.

21.2

The International Council on Monuments and Sites (ICOMOS) Guidance on Heritage Impact Assessments for Cultural World Heritage Properties (2011) sets out an approach to judge the scale or

severity of impacts or changes taking into account their direct and indirect effects and whether they are temporary or permanent, reversible or irreversible. The cumulative effect of separate impacts should also be considered.

21.3

The UNESCO World Heritage Committee favours this methodology, which can be found at http://www.icomos.org/world_heritage/HIA_20110201.pdf. This is the methodology for which Heritage Impact Assessments should be undertaken within the Derwent Valley Mills World Heritage Site, and included in the list of validatory documents for any development of the scale identified in 3.2.1.

22 DESIGN RATIONALE

22.1

The Derwent Valley Mills World Heritage Site Partnership is not anti-development. The Partnership seeks to encourage developers to aspire to a higher quality of development appropriate to its location. The DVMWHS Partnership is supportive of the right quality development in the correct location in the DVMWHS and its Buffer Zone.

22.2

As highlighted by the National Planning Policy Framework, not all elements of a World Heritage Site (WHS) will necessarily contribute to its significance. Where development within the Derwent Valley Mills World Heritage Site and its Buffer Zone will enhance and better reveal its significance and not impact negatively on its Outstanding Universal Value (OUV), it will be treated favourably.

22.3

World Heritage Sites are 'Inscribed' because of their OUV. Each WHS has a Statement of OUV (SOUV). The DVMWHS SOUV was endorsed by UNESCO in 2010 and can be found in the Management Plan (see 1.2 in Part One). Appending the SOUV is a list of Attributes and Elements. Attributes are the keystones that build to constitute OUV and elements are the 'things' that manifest those attributes. Proposals that negatively impact on an Attribute of the DVMWHS or its Buffer Zone should be refused.

22.4

For development that does not impact negatively on the OUV of the DVMWHS, it is important that its design quality is high, as defined in the paragraphs below. While there may be instances where facsimile, or even pastiche, may be appropriate, these are likely to be very, very unusual for new developments.

22.5

New development should not dilute the 'authenticity' of the DVMWHS. This is a requirement of UNESCO. New development that is 'dressed-up' as, or unnecessarily copies, historic development weakens the authenticity of the WHS and its Buffer Zone. Instead, new development should complement its context and be 'of its time'.

22.6

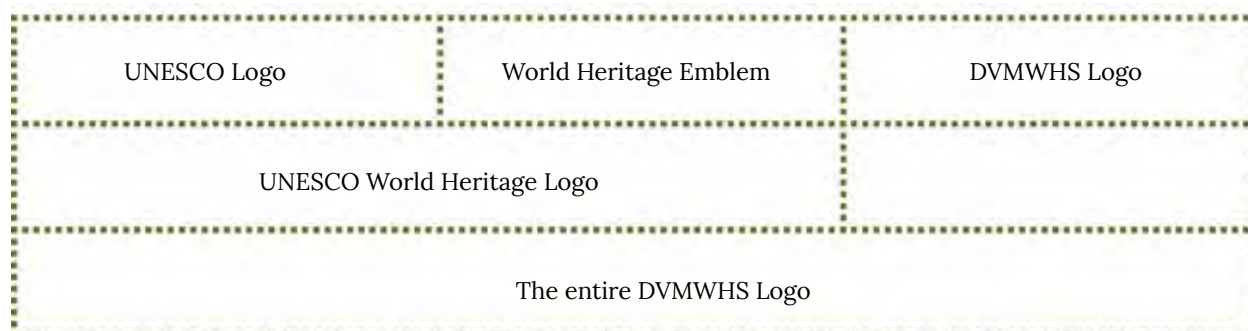
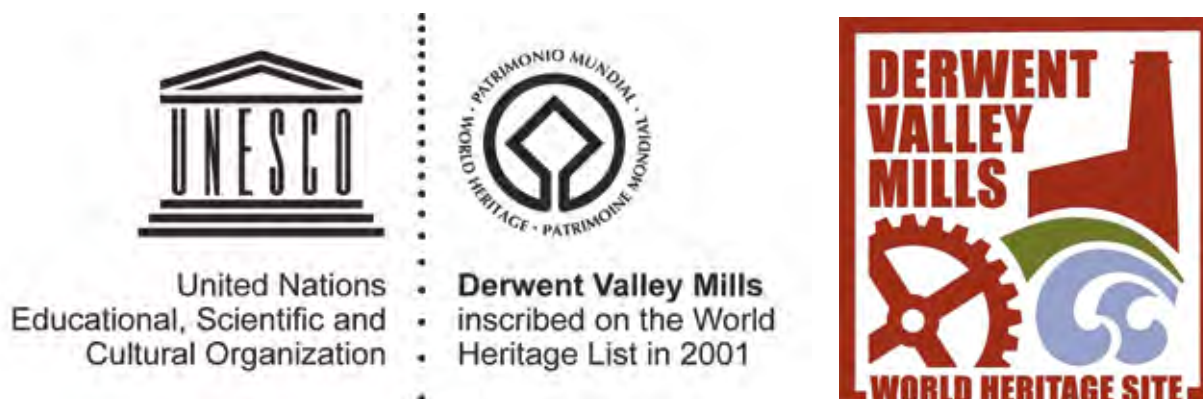
A good way of assisting development to harmonise with its context is to use locally distinct materials and to combine these with modern materials that have good sustainability credentials. Lookalike materials, such as concrete moulded to give an impression of stone or timber 'effect' windows and doors, are not appropriate.



Georgian Shambles in Cromford Market Place

- 22.7** Development in the DVMWHS and its Buffer Zone should take its cues from the mass and layouts of buildings in its surroundings and respond in an appropriate contemporary manner. Sometimes this may be to adapt the surrounding precedent so it fulfils modern user requirements; other times the approach may be to develop something that is in contrast. What is needed is a clear articulation of the design approach in the Design and Access Statement, setting out clearly why it is an appropriate design response. Ultimately, new development needs to be appropriate to its setting and not dilute the historic authenticity of the World Heritage Site.
- 22.8** As per Aim 1 of the Management Plan under Objective 1.8 “it is important that new development does not negatively impact on the flood resilience of the World Heritage Site”. Rain water runoff from a development site should be attenuated on site. Often the features facilitating attenuation can be used to help deliver attractive characterful development.
- 22.9** Developments that also incorporate technologies that assist in reducing carbon consumption, such as neighbourhood heating systems, solar power and/or hydroelectricity, will be viewed favourably so long as they do not negatively impact on the OUV of the DVMWHS and its Buffer Zone.
- 22.10** Developers and scheme promoters should ensure that development proposals are in accordance with current best practice design guidance. This includes documents and material such as: *The Urban Design Compendium*, *Building for Life 12*, *By Design – Better places to live*; HM Government’s *National Design Guide* (<https://www.gov.uk/government/publications/national-design-guide>) and http://www.youtube.com/watch?feature=player_embedded&v=Ztu6YFwZA5w.
- 22.11** A developer or scheme promoter can ask, through the Local Planning Authority, if it is in agreement, for design advice from the DVMWHS Coordination Team who will seek support from Derbyshire County Council’s professional environmental advice service. Any time taken giving design advice by Derbyshire County Council’s professional environmental advice service will be deducted from the 74 hours highlighted in paragraph 3.1.13 of the Statement of Planning Procedure for Development Control. This advice will be copied to the relevant Local Planning Authority officer. If a meeting is required then the relevant Local Planning Authority officer will need to be present.
- 22.12** Where there is uncertainty as to whether a scheme is of sufficient design quality for the DVMWHS and its Buffer Zone then the Local Planning Authority should ask the developer or scheme promoter to submit the proposals to OPUN, the East Midlands Design Review organisation (www.opun.org.uk) for independent assessment.

23 USE OF THE DVMWHS LOGO



23.1 The DVMWHS Logo has been designed to promote and communicate the DVMWHS. The Logo should be used to highlight or promote elements and/or content that is related to the Outstanding Universal Value or stories of the World Heritage Site. The DVMWHS Logo should be utilised for all projects and activities substantially associated with the World Heritage Site.

23.2 There are two components to the entire DVMWHS Logo. The first is the UNESCO Logo and the World Heritage Emblem. These need to be used in strict accordance with UNESCO guidelines: <http://whc.unesco.org/>. Paragraphs 275 to 279 of the UNESCO Operational Guidelines (2017) also explain the principles and authorisation procedures on the use of the UNESCO World Heritage Emblem, which forms part of the UNESCO Logo for the DVMWHS. The second is the 'DVMWHS Logo', which is the site specific logo that was developed for the DVMWHS Partnership. The first component (the UNESCO World Heritage Logo) must not be used without the DVMWHS Logo. The DVMWHS Logo can be used on its own, where use of the first component would be deemed inappropriate by UNESCO. See 23.7 on how to seek permission to use the DVMWHS Logo.

23.3 UNESCO expect their logo to be used whenever appropriate, as this is the 'topline' brand for all World Heritage Sites and as all World Heritage Sites have a similar logo, it provides consistency across the globe. However, it cannot be used where it could be construed to be endorsing a profit-making business or individual, so there will be instances that the DVMWHS Logo can be used where the UNESCO World Heritage Logo use is prohibited or inappropriate.

23.4 A decision to approve the use of the DVMWHS Logo is linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed, or the financial return expected. The main criterion for approval is the educational, scientific, cultural or artistic value of the proposed product related to World Heritage principles and values, and its contribution in underpinning those principles and values.

23.5 The DVMWHS Logo was commissioned by the DVMWHS Partnership's Technical Panel. The structure of the DVMWHS Partnership has altered since the creation of the DVMWHS Logo and the Technical Panel no longer exists. The control of the copyright for the DVMWHS Logo resides with the Partnership. As the DVMWHS Partnership is a coalition of bodies and organisations, the copyright is held by the host organisation, which is currently Derbyshire County Council. The copyright for the DVMWHS Logo will move to any future host organisation or to the DVMWHS Partnership if it were to become an independent legally constituted entity.

23.6 The DVMWHS Coordination Team hold the master copies of the logo. Copies of these, with guidelines for its use, will be issued once authorisation has been obtained.

23.7 Authorisation for logo use

23.7.1 A request for authorisation to use the DVMWHS-logo should be sought from the DVMWHS Coordination Team. The request should include:

- a general description of the purpose for using the DVMWHS-logo including the duration of its use;
- an outline of how the purpose aligns with 23.1 and/or 23.4;
- a detailed description and/or illustration of how the logo will be used. Action 3.8.10 sets out the desire of the DVMWHS Partnership to update its branding guidelines. Once these have been developed and adopted by the Partnership, it is expected that use of the DVMWHS Logo will align with the new guidelines.

23.7.2 The DVMWHS Coordination Team will use its reasonable endeavours to issue permission to use the DVMWHS Logo within 14 working days of a request submission. If for any reason this cannot be achieved the Coordination Team will inform the applicant and issue a reason for the delay. Reasons for delay could range from insufficient information to needing to refer the decision to the DVMWHS Steering Group.

23.8 Other considerations

23.8.1 If the DVMWHS Logo is to be used for solely commercial purposes, albeit for the benefit of raising the DVMWHS's profile, then a licence agreement needs to be entered into, which will also cover any financial implications.

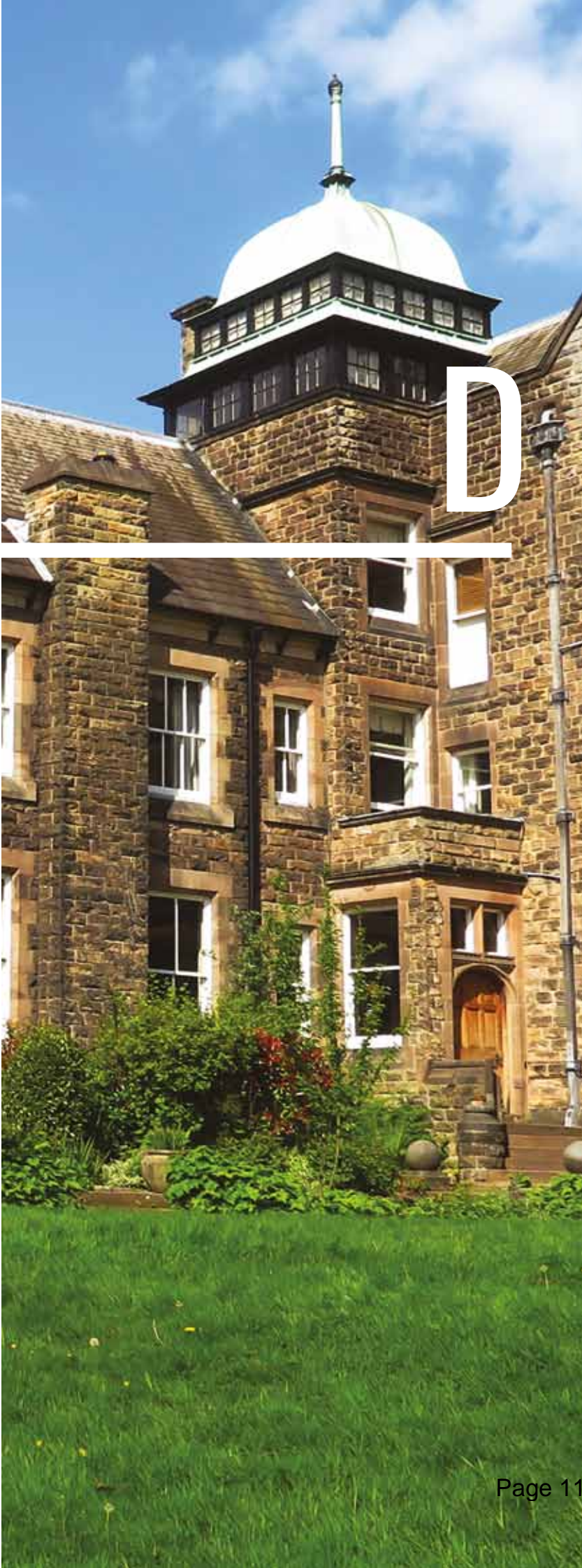
23.8.2 The DVMWHS Partnership reserves the right to withdraw permission for use of the DVMWHS Logo where its use could damage the reputation of the World Heritage Site; where the quality of the associated 'product' has reduced (see 3.4.4); where the DVMWHS Logo has been used inappropriately; or where there is a conflict with the DVMWHS Partnership's own intention to utilise the DVMWHS Logo. An example of the latter, would be, if an entity or partner organisation is producing a certain type of merchandise, utilising the DVMWHS Logo, under agreement with the DVMWHS Partnership, and the Partnership then decides that it wants to procure this type of merchandise itself. If this were the case, the DVMWHS Partnership would agree with the authorised 'entity' a suitable notice period to cease using the DVMWHS Logo.

23.8.3 Once permission for the use of the DVMWHS Logo has been granted by the DVMWHS Coordination Team, then other statutory consents need to be obtained.

24 EVALUATION PROCESS FOR INTERPRETATIVE MATERIAL

- 24.1** This process was created to ensure the accuracy and integrity of published work relating to the DVMWHS and keep the process quick and smooth.
- 24.2** A site, organisation or individual should submit their work to the DVMWHS Coordination Team (via info@derwentvalleymills.org) with at least eight weeks' notice prior to their preferred publication/production/printing date.⁸ The work submitted should be sent in an appropriate digital format which clearly outlines the purpose and context for any text. It may be possible to send large files via WeTransfer. Liaise with the Coordination Team to ensure they can keep to the timetable.
- 24.3** The Coordination Team selects the appropriate research experts from a known expert bank and send the work to them (this is the formation of a specific task and finish group for the piece of work).
- 24.4** The Research Task and Finish Group has four weeks to reply with their comments. These should be comments relating to the factual accuracy relating to the DVMWHS and grammar/spell checking. The comments should ensure the reputation and integrity of the DVMWHS is maintained. Constructive comments on style and content, including reference to the DVMWHS Branding Guidelines and Interpretation Strategy, can be made, but not imposed. Various sites, organisations and individuals may choose to use alternative branding and style for their pieces depending on the purpose or audience. The Research Task and Finish Group can either reply digitally, individually or choose to meet up to discuss the item within this four week window.
- 24.5** The Coordination Team sends on the comments to the site, organisation or individual, which then has two weeks to re-draft and assimilate the comments into their work and resubmit this to the Coordination Team.
- 24.6** The Coordination Team then has two weeks to cross check the re-submitted work against the task and finish group comments and make a decision as to whether these have been incorporated adequately. The central DVMWHS office staff team then confirms to the site, organisation, individual whether their work is now acceptable for publication. Any piece of work which has been reviewed through this process and approved will be entitled to use the official DVMWHS Logo. All DVMWHS destinations will be encouraged to use the DVMWHS branding and style.
- 24.7** If it is deemed that the comments of the research task and finish research group have not been incorporated and the accuracy, reputation and integrity of the DVMWHS is at stake if the work were to be published they will disavow or disclaim the publication stating which elements are in dispute and recommend that the site, organisation or individual does not make the items public.
- 24.8** In the event of a dispute, where authors of the work and the Task and Finish Group cannot reach an agreement within this timescale, the matter will be referred to the Head of the Conservation, Heritage and Design Service who will consult the WHS Strategic Board.

⁸For very complex or large projects e.g. a book the DVMWHS team will contact the applicant to negotiate and agree a deadline period longer than two months.



D

LOOKING AHEAD

	Page
25 Looking Ahead - Beyond 2025	102
26 Acknowledgements	103
27 Appendices	104

25 LOOKING AHEAD



Masson Mills

Beyond 2025

This Management Plan for the Derwent Valley Mills World Heritage Site 2020 – 2025 is clearly ambitious. UNESCO's requirements for World Heritage Sites need to be addressed as part of any prioritisation of the objectives and actions in Section Two.

Any actions within this management plan that are not implemented in its five-year lifespan will be considered for inclusion in the following management plan. Some actions during the lifetime of the plan may become obsolete. Further areas of work will be identified over the coming five years and will be considered for inclusion, in addition to any objectives and/or actions that are carried over, in the next iteration of the Management Plan.



*Bullsmoor
and Belper
from the east*

26 ACKNOWLEDGEMENTS

The DVMWHS Partnership is grateful to all the individuals and organisations who contributed to the development of the Management Plan and took part in the consultation process that helped inform its content.

It would particularly like to thank the following:

- Helen Jackson of Develop Your Ltd for coordinating the public consultation;
- Members of the bodies within the DVMWHS Partnership: the Steering Group, the Conservation and Planning Panel, the Development Panel, the Learning and Research Panel, the Learning Sub-Group, the Research Sub-Group, the Collections Group;
- The local authorities on which the Partnership relies for revenue funding and officer support: Derbyshire County Council (particularly the Conservation Heritage and Design Service), Derby City Council, Amber Valley Borough Council, Derbyshire Dales District Council and Erewash Borough Council;
- The communities within or close to the DVMWHS and its Buffer Zone, particularly those who attended the consultation events in the northern, central and southern hubs;
- Shared Assets and the Great Place Scheme for contributions relating to resilience;
- Such and Such Design for design proposals;
- the DVMWHS Coordination Team and supporting officers for compiling the Management Plan.
- those people and organisations who provided images for this publication: Adrian Farmer BEM; Lisa Daniels, Councillor Barry Lewis; John Smedley Ltd; Fred Dawes; Nick Lockett; Sukie Khaira; Belper Historical Society; Chris Webb; Lynne Beardmore; Jen Miles; Such and Such Design.



Horse-drawn canal boat Birdswood in Discovery Days



27 LIST OF APPENDICES⁹

- Appendix 1:** Glossary and Abbreviations
- Appendix 2:** Statutory and Other Designations
- Appendix 3:** Landscape Character
- Appendix 4:** Derbyshire Local Transport Plan
- Appendix 5:** Strategic Board and Technical Group Terms of Reference
- Appendix 6:** Public Arts Strategy
- Appendix 7:** Tourism Strategy
- Appendix 8:** Interpretation Strategy
- Appendix 9:** Monitoring Views
- Appendix 10:** Management Plan Stakeholder Engagement Report
- Appendix 11:** Relevant Planning Appeals

⁹All appendices can be found in the Management Plan section of the www.derwentvalleymills.org website.

*An inspection for
the mill chimney
at Belper in
between the wars.*

This page is intentionally left blank

Document is Restricted

This page is intentionally left blank