



Derwent Valley Mills World Heritage Site Great Place Scheme Wayfinding Projects for Belper, Milford and Darley Abbey

Purpose of Report To update on Wayfinding projects within the Derwent Valley Mills Great Place Scheme (“Vital Valley”) following work with consultants, local authorities, heritage organisations, travel networks and community groups and provide information on possible Wayfinding Strategy and implementation, including funding.

Information and Background Derbyshire County Council, on behalf of the Derwent Valley Mills World Heritage Site (DVMWHS) Partnership, 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 three areas of Wayfinding Projects to improve the quality of the public realm focusing on way finding. These works will enhance the experience for local people and those who work there by making it easier to find their way around the town and understand the significance of the area. The three areas were identified as having a greater need within the DVMWHS– Belper, Milford and Darley Abbey. The NLHF approved these activities in the Great Place Scheme. The project commenced in 2018, as part of the Great Place Scheme. All Great Place Scheme activities must be completed by December 2020 in accordance with the NLHF terms of grant.

StreetWise Orientation and Navigation Systems Ltd were appointed to conduct an audit of existing information, engagement with local stakeholders and review to achieve a network of information based on the available funding. Accessibility considerations have been provided by Access 4 All UK, the consultancy arm of Accessible Derbyshire.

Financial Considerations Derbyshire County Council accepted the NLHF grant offer of £1,285,800 on 9 June 2017. On 13 September 2016, the Cabinet Member - Highways, Transport and Infrastructure approved the use of part of the DVMWHS Partnership’s reserve, as match funding towards the scheme. The Great Place Scheme is claimed retrospectively on incurred costs.

Match funding of £20,000 was identified within the Wayfinding projects for investigation with potential partners to encourage local involvement. The match is as cash match towards the desired wayfinding elements and can come from a variety of sources in any of the three areas.

NLHF grant funding is available to a maximum of:

Belper	£60,000
Milford	£45,000
Darley Abbey	£45,000

Key Elements of Proposed Strategy

- Achieve a network of information in each place that is capable of meeting, greeting, guiding and interpreting, expanding the network of wayfinding/information at locations which are gateway, decision making and key information points.
- Capture through graphic style and presentation more of the innovative, creative and entrepreneurial spirit of the times being talked about, while holding onto elements that establish the DVMWHS and are sympathetic to the surroundings.
- Achieve a greater sense of place and effective wayfinding assistance with new mapping for each town.
- Promote the here and now of each place to increase awareness and enjoyment. For example the strong presence in Belper of the independent retail offer.
- Develop a dedicated app, if possible, using a pre-made platform for making trails, deliver audio recordings, stories and work with the interpretive and existing heritage materials.
- Not to treat areas in isolation but as part of the overall DVMWHS story to increase awareness of a cohesive world heritage site and showcasing what is particular about each place to encourage self-guided exploration of different areas, within the DVMWHS story.
- Belper – focus on area of King Street/ railway station/ Clusters housing/ North and East Mill including weirs/ River Gardens/ Babington Hospital/ Strutt Centre/ Market Place. Other areas have existing wayfinding and interpretation which will remain in place.
- Milford – focus on guiding away from the A6, public transport and pedestrian access, with and interpretation using panels and online information to display the heritage that is no longer there, alongside the surviving elements.
- Darley Abbey – focus on guiding around village to connect mills, housing and Darley Park.

Indicative Costs

A local artisan blacksmith has been approached to provide outline costs for providing bespoke elements to enhance the sense of place. The upper costs are for a large degree of design work as well as ensuring structural robustness. Costs include panels, supporting framework and installation on a location by location basis. Deciding on the exact nature and element of design work will influence the range of costs, potential maintenance costs with the creation of a sense of a specific place. Some locations may merit greater designed input to create a sense of the unique place, while others may provide a more general network.

Design costs, mapping and obtaining permissions would be an overall cost for the three areas. Removal costs for the existing elements are also included.

Development of content and co-ordination would be carried out by the DVMWHS Co-ordination team. Commissioning would be carried out by the DVMWHS Co-ordination team or local partners.

Estimates are conservative and produced in conjunction with Streetwise.

Estimated Overall Costs

App	Audio/ Photos/ Videos/ Written Development and five year costs	£15,000
Design	In consultation with panel content and DVMWHS logo	£7,500
Mapping	In consultation with panel content to show location of here and now as well as heritage information	£5,000
Planning Permissions	Consultation on final requirements and need	£3,000
Removals	Consultation on final requirements and need	£3,000
Total Overall		£35,000

Estimated Site Specific Costs

Site Specific	Belper	Milford	Darley Abbey
Budget	£60,000	£45,000	£45,000
	Appendix 1	Appendix 2	
Site Specific Works - estimate	£35,000 - £70,000	£16,000 - £28,000	£14,700 - £32,000
Overall works	£15,000	£10,000	£10,000
Potential Total Costs	£45,000 - £85,000	£26,000 - £38,000	£24,700 - £42,000

Other Great Place projects will be able to inform the exact design with summaries of the Spirit of Place of sections of the DVMWHS, new marketing campaigns. The DVMWHS Co-ordination team also work with transport providers and the formal tourist signs to enhance information to guide people to the DVMWHS.

Recommendations

The indicative costs need review for prioritising investment into design costs. However, the overall estimates are within the project budget.

Move to a Development phase to work up bespoke designs for approval before commissioning.

Start content collation and design work, leading to commissioning.

Request contributions for elements for Belper and Milford, particularly around the station/ King Street connections for Belper.

Further consultations with stakeholders including Derbyshire County Council (Highways), Amber Valley Borough Council (Planning permission and conservation policy, Street Cleansing), Belper Town Council (Draft Neighbourhood Plan), Derwent Valley Line Community Rail Partnership.

Appendix 1 Belper

To be used with Maps:

Belper Wayfinding Proposals February 2020 Overview

Belper Wayfinding Proposals February 2020

Wayfinding Element	Location	Brief Description	Potential Cost
Gateway Locations	Railway Station A6/ Bridgefoot Triangle	Large and bespoke information panel with mapping information on the whole town. Situated on the north bound platform with removal of older signs on the platform wall. Incorporate King Street, mills/ workers housing, significant Strutt buildings and football/rugby grounds. Guide from station and reverse to make it easier to find the station on the return journey. Double sided display at Bridgefoot triangle to point to mills and area of housing.	£5,000 - £12,000
Decision Making	Railway Station/ King Street alleyway	Creative elements to highlight the alleyway and guide connections. Opportunity for creating entrance and artwork. Two archways? Information panels	£15,000 - £20,000
Guiding	Routes between station, King Street and North and East Mill/ River Gardens.	Signed route via Joseph Street/ Long Row to the A6 near Long Row School. Accessible route via Field Lane carpark Discrete floor mounted/ wall mounted or signs attached to existing infrastructure	£1,000 - £3,000
Interpretation/ Information	King Street Field Lane car park (Two-sided) Market Place	Potential for designed structure to panel to give more sense of place. Updated content	£10,000 - £20,000

Wayfinding Element	Location	Brief Description	Potential Cost
	Babington/ Strutts Centre River Gardens North and East Mill complex Calders Corner Long Row/ Cluster Road Pedestrian access to Library from A6 (under construction) DeBradelei Courtyard? Long Row?	Mapping element Updated design Links to online information Potential for small scale public realm scheme for the junction of King Street and the A6 to harmonise numerous existing elements and sense of importance. Connect with any works at the station alley entrance Signage at North and East Mill needs harmonising in the listed building/ conservation area	£15,000
TOTAL for elements			£36,000 - £70,000

Appendix 2 Milford

To be used with Maps:

Milford Wayfinding Proposals February 2020 Overview

Milford Wayfinding Proposals February 2020

Wayfinding Element	Location	Brief Description	Potential Cost
Gateway Locations	A6 beside	Large and bespoke information panel with mapping information on the whole village.	£3,000 - £5,000
Decision Making	Combined with above	Layout will highlight the potential to explore and heritage walks/ app	-
Guiding	Encourage people to explore to Bridge View through Hopping Hill/ Shaw Lane/ East and West Terraces. Limited mobility for steps via A6/ Shaw Lane. Makeney Road to DV Heritage Way	Discrete floor mounted/ wall mounted or signs attached to existing infrastructure Existing footpath (right of way) makers have no destination information.	£1,000 - £2,000
Interpretation/ Information	Soi Kitchens car park Milford School Junction of A6/ Chevin Road Hopping Hill? Riverside	Potential for designed structure to panel to give more sense of place. Updated content Mapping element Updated design	£8,000 - £16,000
	Sunny Hill	Sunny Hill – fantastic view of river and layout in valley. Opportunity for panorama panel but challenges with fixing structure	£2,000 - £5,000
TOTAL for elements			£16,000 - £28,000

Appendix 3 Darley Abbey

To be used with Maps:

Darley Abbey Wayfinding Proposals February 2020 Overview

Darley Abbey Wayfinding Proposals February 2020

Wayfinding Element	Location	Brief Description	Potential Cost
Gateway Locations	A6/ Mile Ash Lane junction	In conjunction with DVMWHS boundary signs, highlight that there is a place to visit aimed at public transport visitors	£4,000 - £10,000
	Car Park Dean's Field/ Darley Abbey Park	Closer to car park entrance to give sense of arrival to special area	
Decision Making	Mile Ash Lane/ New Road Abbey Lane/ Old Lane St Michaels Church	Information panel.	£5,000 - £10,000
Guiding	Routes from bus services on A6 Guiding between village and mill Connection to Darley Park and stables area	Discrete floor mounted/ wall mounted or signs attached to existing infrastructure	£700 - £1,000
Interpretation/ Information	Darley Park Terrace	Creative element to highlight location and history of Darley Hal	£2,000 - £5,000
	River view Mill courtyard	Potential for designed structure to panel to give more sense of place. Updated content Mapping element Updated design	£3,000 - £6,000
TOTAL for elements			£14,700 - £32,000



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Please see the attached overview of the three areas, the proposed strategy and outline proposals for implementation.

The DVMWHS Great Place Scheme is funded by the National Lottery Heritage Fund and Arts Council England. The funding is available to provide three areas of wayfinding: Belper, Milford and Darley Abbey. The three areas were identified as having a greater need within the DVMWHS. The NLHF approved these activities in the Great Place Scheme. The project commenced in 2018, as part of the Great Place Scheme. All Great Place Scheme activities must be completed by December 2020 in accordance with the NLHF terms of grant.

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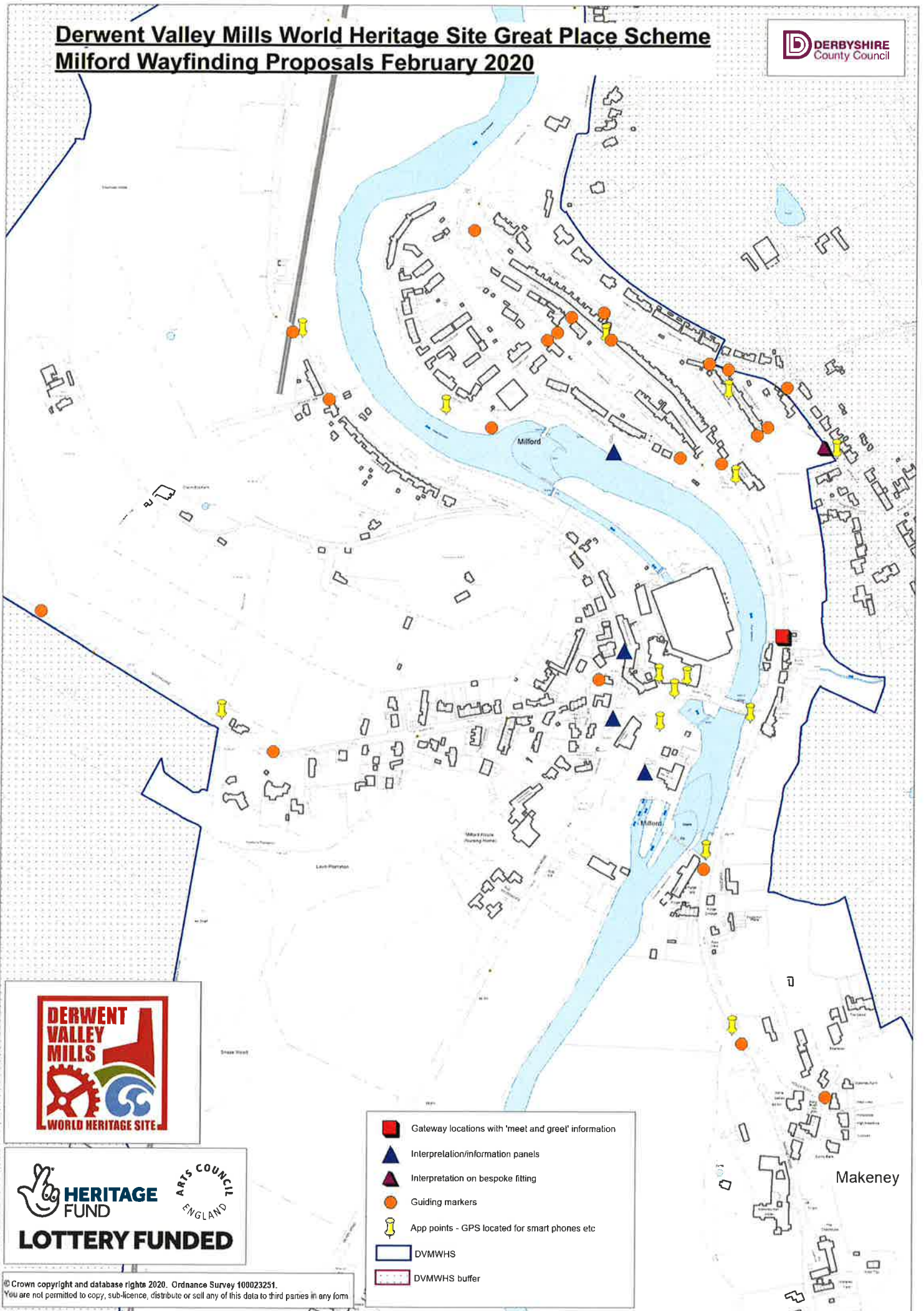
NLHF grant funding is available to a maximum of:








Belper	£60,000
Milford	£45,000

Any contribution towards the implementation costs would be helpful as an opportunity to work in partnership to deliver an enjoyable experience for people visiting and living in these areas.

Derwent Valley Mills World Heritage Site Great Place Scheme

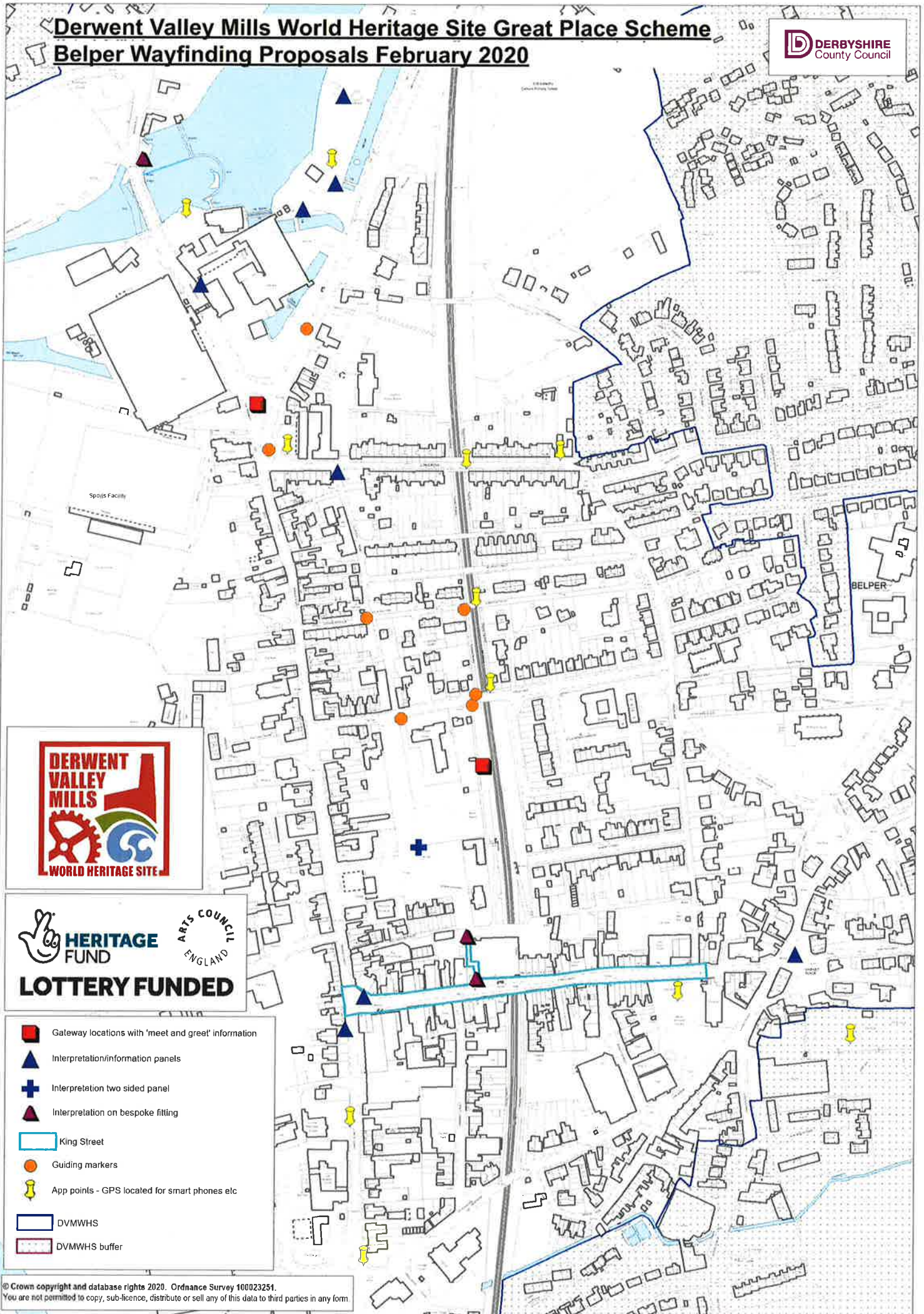
Milford Wayfinding Proposals February 2020












-  Gateway locations with 'meet and greet' information
-  Interpretation/information panels
-  Interpretation on bespoke fitting
-  Guiding markers
-  App points - GPS located for smart phones etc
-  DVMWHS
-  DVMWHS buffer

Derwent Valley Mills World Heritage Site Great Place Scheme

Belper Wayfinding Proposals February 2020



-  Gateway locations with 'meet and greet' information
-  Interpretation/information panels
-  Interpretation two sided panel
-  Interpretation on bespoke fitting
-  King Street
-  Guiding markers
-  App points - GPS located for smart phones etc
-  DVMWHS
-  DVMWHS buffer

