Engaging Young People in New Ways

Young Entrepreneurs in the Derwent Valley Mills World Heritage Site (DVMWHS)

World Heritage UK Technical Meeting 2019
Derbyshire Environmental Studies Service

- Educational Visits and Trips
- Derbyshire Forest School
- Training and Workshops
- Heritage Projects

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@DCCEnvStudies
Derbyshire Environmental Studies Service
Great Place Scheme
A Creative Future for the Derwent Valley Mills World Heritage Site

• Our sense of place
• Cohesive destination offer
• Experience and be inspired by arts, culture and heritage
• Boosting the local economy through culture
• 20 projects running from 2018 – 2020
• Find out more at www.derwentvalleymills.org

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Young Entrepreneurs

• 11-20 year olds under-represented in visitors to the site.
• Most who come have a purely history focus.
• Focus for Derbyshire on developing employability, aspiration raising and life chances particularly with vulnerable groups.
• The Derwent Valley Mills World Heritage Site was a hotbed of creativity, entrepreneurship and manufacturing in the past.
• The project aims to use the DVMWHS as a source of inspiration and opportunity for new generations to explore how to use this area as a source of creativity, manufacturing and sustainable, successful businesses for the future.
• A simple framework enabling a learner led approach. Partnering heritage sites, groups of young people, creative artists and practitioners creating resources and a methodology which can be repeated in the future in the DVMWHS and replicated elsewhere.
The clothes you wear…
Nearly everything you buy or use….
The way we live and work…
All owes something to this part of the world!

So….Why is the Derwent Valley Mills area of ‘outstanding universal value to humanity’ and a **WORLD HERITAGE SITE**?

**Key…**

1. Masson Mills
2. Cromford
3. Willersley Castle
4. Cromford Mill
5. St. Mary's Church
6. Cromford Canal
7. High Peak Junction Workshops
8. Leawood Pumphouse
9. John Smedley’s Mill
10. Belper River Gardens
11. Strutt’s North Mill
12. Belper
13. Milford
14. Darley Abbey
15. Darley Park
16. The Silk Mill
17. Derby Museum & Art Gallery
Young Entrepreneurs

4 ‘key inputs’:

• Introduction Day: “Being Young Entrepreneurs”
• Site inspiration visit: With heritage and creative practitioners
• Development Day: Manufacturing your products
• Sales event: Measuring your success!

• Funded to work with 6 groups. Our first two groups have started and are from a digital course at Chesterfield College and an alternative provision 14-19 Study Programme Arts focus group.
Being Young Entrepreneurs

• Key Skills for Teamwork: Helium stick, name games, video clips
• What is a World Heritage Site? Why is the DVMWHS a World Heritage Site. Dream Instagram posts.
• Processing and teamwork games
• Choosing a site to visit and a focus
• Company Roles: Project manager, marketing, product design
• Forming companies: company names, logos, initial product ideas, presenting.
Production Manager Game

5 finger rules:
- Thumb: OK?
- Index finger: Don’t point finger and blame
- Third finger: Look to self, don’t disrespect
- Ring finger: Show commitment
- Little finger: Remember the little things
Getting inspired

- Site visits
- Getting outside
- Sensory
- Sketching
- Artefacts
Manufacturing
Being Young Entrepreneurs

- Discovering local heritage and making it relevant
- Using heritage as inspiration
- Combining arts, creativity and business
- Team work
- Communication
- Resilience
- Responsibility
- Working to a deadline
- Co-operation
- Leadership
- Taking instruction
- Exploring career paths
- Working with creative practitioners
- Being business minded.

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