



Julian Read  
Regeneration Manager

# Burslem Heritage Regeneration

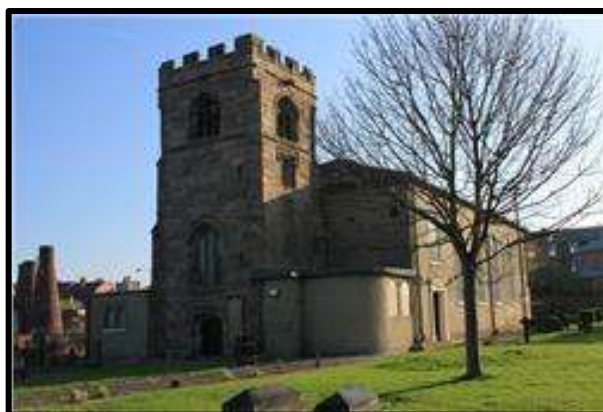
## Historic Towns Forum

31<sup>st</sup> May 2012



# Short History

- Domesday Book shows Burslem as a small farming hamlet
- 12th century - a thriving pottery industry existed
- 1500's - Burslem emerges as a medieval town
- 1777 town boomed on the back of fine pottery production & canals
- Ceramics: Wedgwood, Sadler's, Wade, Wood's, Moorcroft, Dudson, Steelite, Burleigh, Doulton.....
- 1894 – Burslem's Victorian park designed by Thomas Hayton Mawson



# Short History

- **Burslem** is known as the **Mother Town**,
- Is one of the six towns that form Stoke-on-Trent
- Is the oldest of the pottery centres
- Famous People: Bennett, Wesley, Molly Leigh, Berry, Williams, Lemmy, Phil Taylor
- Burslem retains its 1680 – 1720 street pattern
- Grew disproportionately
- Faced significant industrial decline 2000's
- Masterplan developed with Burslem Regeneration Co. 2004

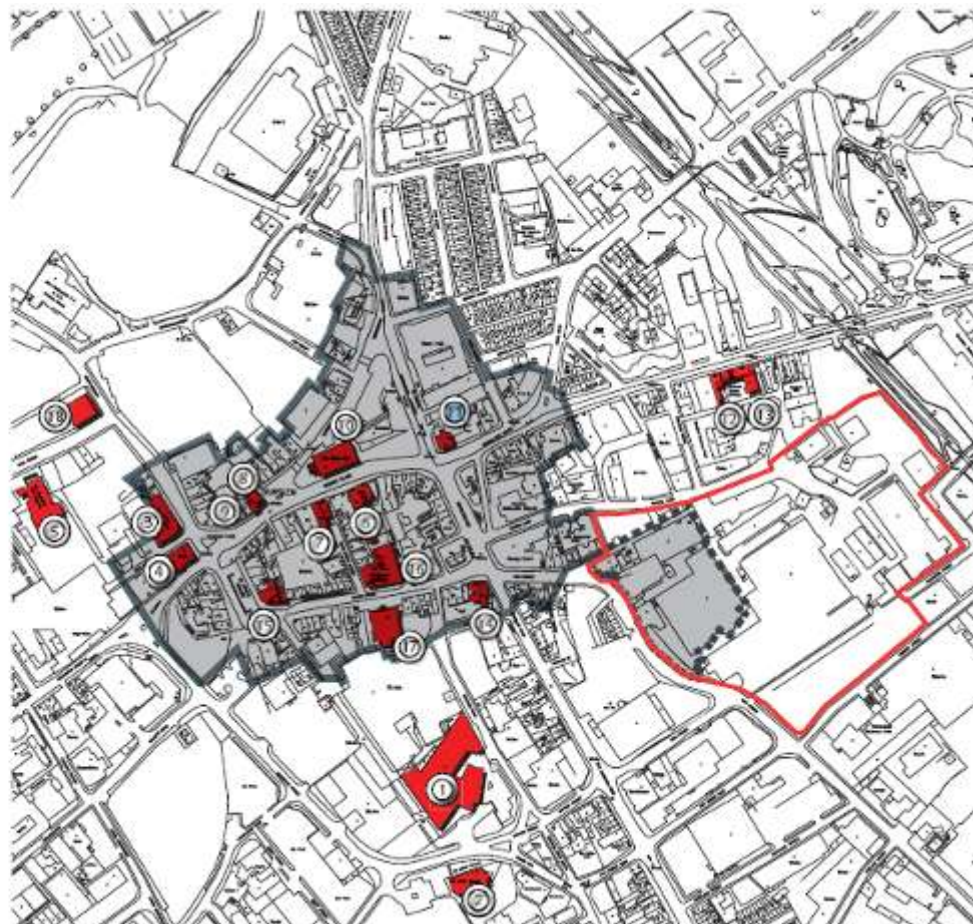


# Conservation Area

- Conservation area established 1974 with revisions in 2004, 2005, & 2007
- 18 listed buildings

## KEY

- ① Site Boundary
- ② Conservation Area
- ③ Bottle Kilns at Acme Works
- ④ St. John the Baptist Church
- ⑤ Enoch Wood Pottery
- ⑥ National Westminster Bank
- ⑦ St. Josephs Church
- ⑧ Leopard Inn
- ⑨ Shop Premises No. 27 & 29
- ⑩ Shop Premises No. 36
- ⑪ Shop Premises No. 38
- ⑫ Former Town Hall
- ⑬ Wedgwood "Big House"
- ⑭ Moorland Pottery Works
- ⑮ Experimental Kiln at Pottery Works
- ⑯ Clayhangers Steam Printing Works
- ⑰ Shop Premises No. 36 - 38 & 40
- ⑱ Wedgwood Institute
- ⑲ School of Art
- ⑳ Hill Top Methodist Church





# Making the difference in Burslem

- Masterplan developed with Burslem Regeneration Co and partners
- Includes 43 major initiatives:
  - Heritage led regeneration
  - Education led Regeneration
  - Green Spaces and Waterways
  - Business & Enterprise Spaces
  - Street Scene, Public Realm & Highways
  - Development Sites
- Actively delivered 23 major initiatives and over 70 projects
- Partnership approach
- Multiple of delivery options considered and utilised – including asset transfer



# Heritage Led Regeneration

## Projects: Green Spaces, Water and Waterways

- Burslems Park
  - Listed Thomas Mawson Park
  - Burslem Park Trust
  - Includes extensive £2.1m restoration work (HLF Parks for People)
  - Grand Opening June 23rd 2012
- Westport Lake Visitor Centre
  - Built by British Waterways and run by Staffordshire Wildlife Trust
- Canals, Towpaths, Cycleways & Footpaths



# Heritage Led Regeneration

## Burslem Townscape Heritage

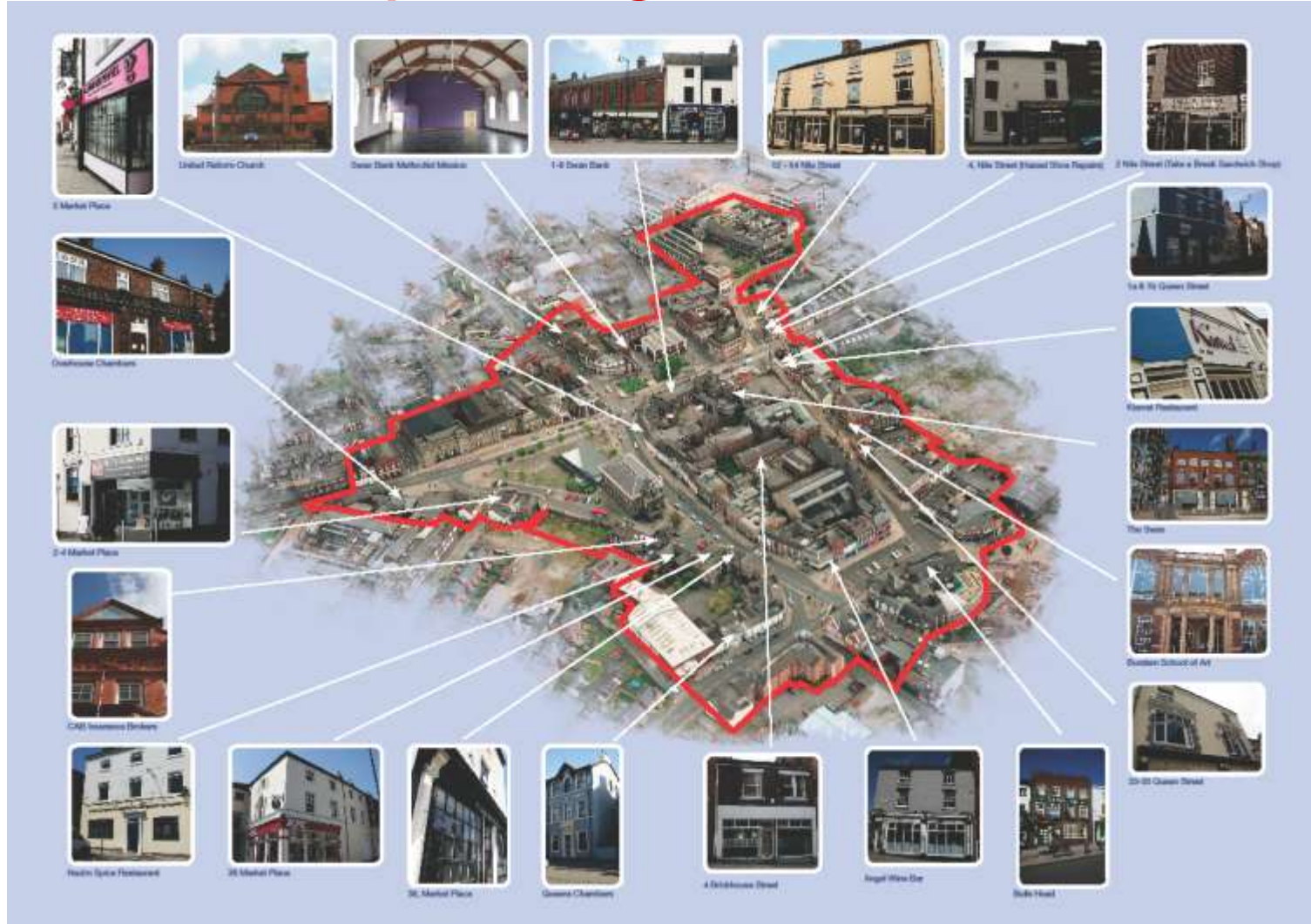
- 50 Properties regenerated with local community with THI 1 & 2
- 9 Planned for completion by August 2012.
- Target Outputs
  - Restoration of properties within Burslem Conservation Area
  - Bringing redundant floor space into use
  - New Jobs / Businesses to Burslem
  - Restoring Burslems Historic Character
- THI 3 Application endorsed by Heritage Lottery Fund May 2012





# Heritage Led Regeneration

## Burslem Townscape Heritage





# Heritage Led Regeneration Projects: Religious Centres

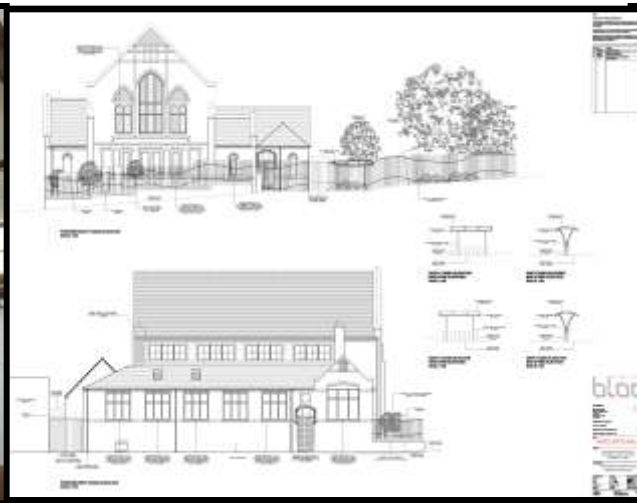
- St Josephs Church
- St Johns Church
- United Reform Church
- Swan Bank Methodist Mission



# Heritage Led Regeneration

## Projects: Wycliffe Hall 1885

- Built by Absalom Reade Wood as a mission church & Sunday school
- Vacant building for over a decade and partially derelict
- £400k Scheme with Kilnworx CIC.
- Opens 7<sup>th</sup> June as a regional climbing centre
- 15 full time jobs



# Heritage Led Regeneration

## Projects: Burslem Gymnastics Centre

- Built in 1902 as a barracks for the 1st Volunteer Battalion - The Prince of Wales's Regiment.
- Doubled as a public gym and still used as a gym today
- Stoke-on-Trent City Council considering asset transfer to Stoke-on-Trent Gymnastics Club





# Heritage Led Regeneration

## Projects: Burslem School of Art 1906 - 07

- Edwardian building built 1906-07
- Built in freestyle by A.R Wood, constructed of brick and terracotta with a plain clay tiled roof
- Re-opened in 1999 after a £1.2m refurbishment
- Burslem School of Art Trust
- Managed Workspace, Art School, Enterprise & Exhibition Space



# Heritage Led Regeneration

## Projects: Middleport Pottery 1888 Grade ii\*

- £7.5m Princes Regeneration Trust led restoration project
- Retaining ceramic manufacturing
- Saving 50 local jobs
- Creating a visitor centre and educational centre
- Restoring the Victorian Offices to their 19<sup>th</sup> century character
- Archiving valuable industrial heritage





# Heritage Led Regeneration Projects: Live Work

- Nile Street – Private Lead



- Queen Street – Midland Heart RSL





# Summary

- 45 new business established with Burslem Town Centre
- Decline in Empty/Void Units - from 40% to 21%
- Over 70 capital projects completed and 15 on site
- Support from Prince's Charities
- Community engagement and investment
- Inspiring confidence, new ideas and ways forward
- Burslem Regeneration Company transformation to lead neighbour plans and in transition to a mutual or trust
- Asset Transfers considered and supported
- Detail and risk required if often not appreciated by community





# Questions & Answers

