



THE PRINCE'S  
REGENERATION TRUST

# Community Asset Transfer

**Ros Kerslake, Chief Executive  
The Prince's Regeneration Trust**

Historic Towns Forum Conference, 31<sup>st</sup> May 2012





# The Prince's Regeneration Trust

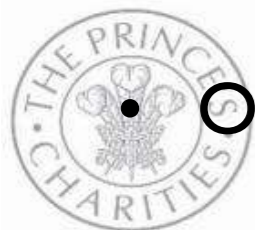
- Founded by HRH The Prince of Wales, to help ensure that important buildings at risk of demolition or decay are preserved, regenerated and re-used
- The Prince's Regeneration Trust has dual charitable objects covering heritage and regeneration
- Established in 1996 (originally as The Phoenix Trust and Regeneration Through Heritage)
- Our work focuses on places that will benefit most from the regeneration of the wider community.





## Our philosophy

- Historic buildings of all kind are critical to our “sense of place”
- Buildings, like people and places, have to change and adapt to survive
- Understand what is important about the building or site before you make any decisions
- Historic buildings can be sustainable - The Green Guide to Historic Buildings

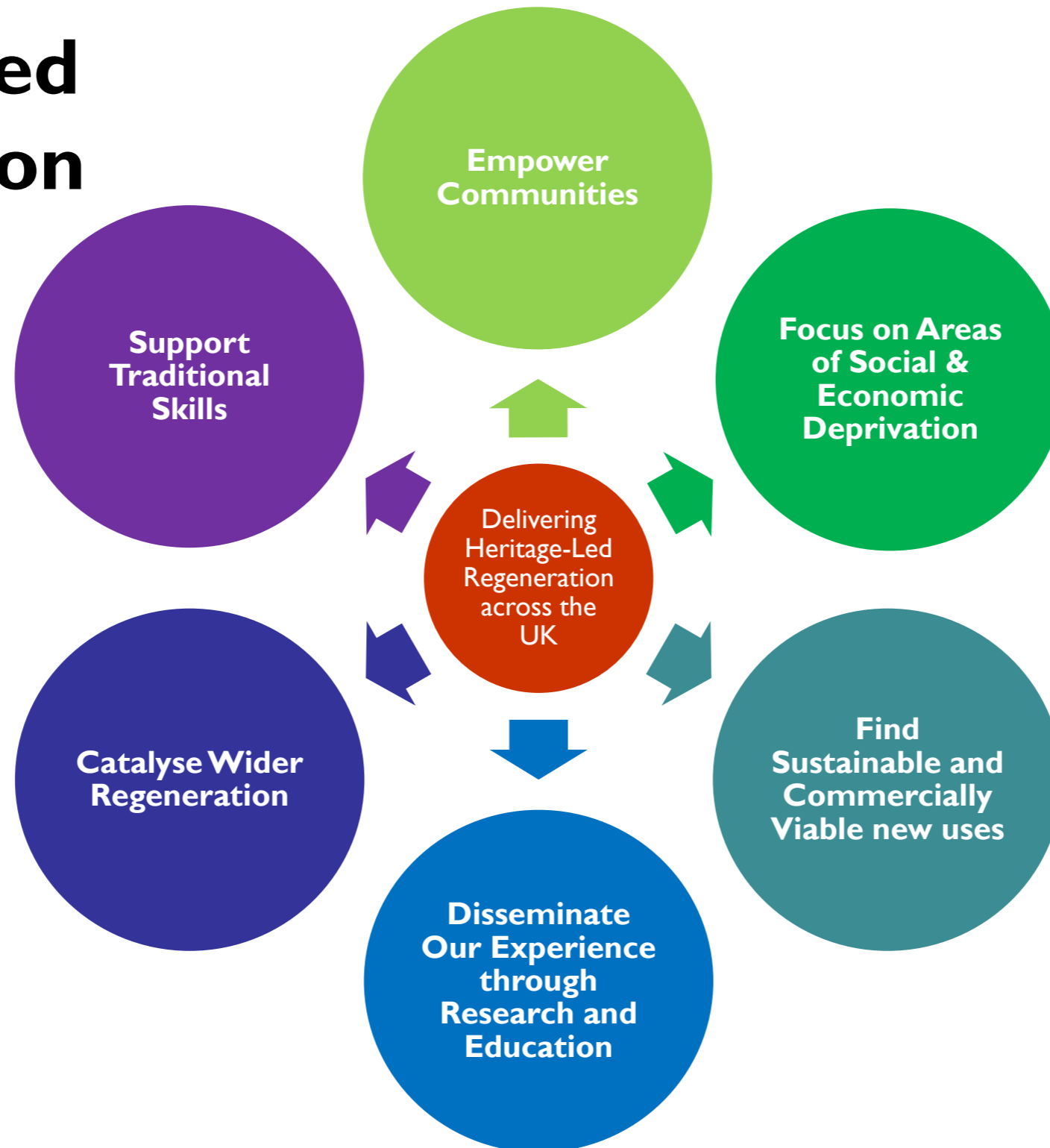


- Opportunity not problem





## Heritage-Led Regeneration





# The Trust's Role in projects

**Community  
Adviser**

**Social  
Enterprise**

**Owner/  
Partner**



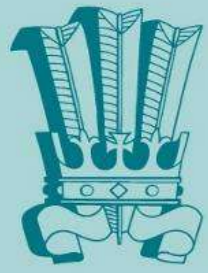


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# Harvey's Foundry, Hayle, Cornwall



Before





## Harvey's Foundry, Hayle, Cornwall

- PRT helped the community develop a strategy and set up a local building preservation group (Harvey's Foundry Trust) as the delivery vehicle.
- Council acquired buildings and transferred them to Trust



After







# Cleveland Pools, Bath - History

- Only surviving Georgian lido in the UK, built in 1815.
- Grade II\*, on Buildings at Risk Register
- Baths closed in 1984. Left unused and in a poor state of repair





## Cleveland Pools, Bath - Timeline

- Local BPT 'The Cleveland Pools Trust' (CPT) formed in 2004
- AHF funded a feasibility study for CPT in 2006
- B&NES Council put the Pools on the open market in 2008
- In 2008, CPT contacted PRT. Along with the Trevor Osborne Property Group they formed 'The Cleveland Pools Alliance' and submitted a bid
- The Council expressed an interest in the bid and held talks
- English Heritage recognised the importance of the site and funded (along with TOPG, and The Duke of Cornwall's Benevolent Fund) an Options Appraisal, a Business Plan, and various on-site technical surveys
- Heritage Open Day was held in late October 2011
- CPT offered an interim lease agreement by The Council

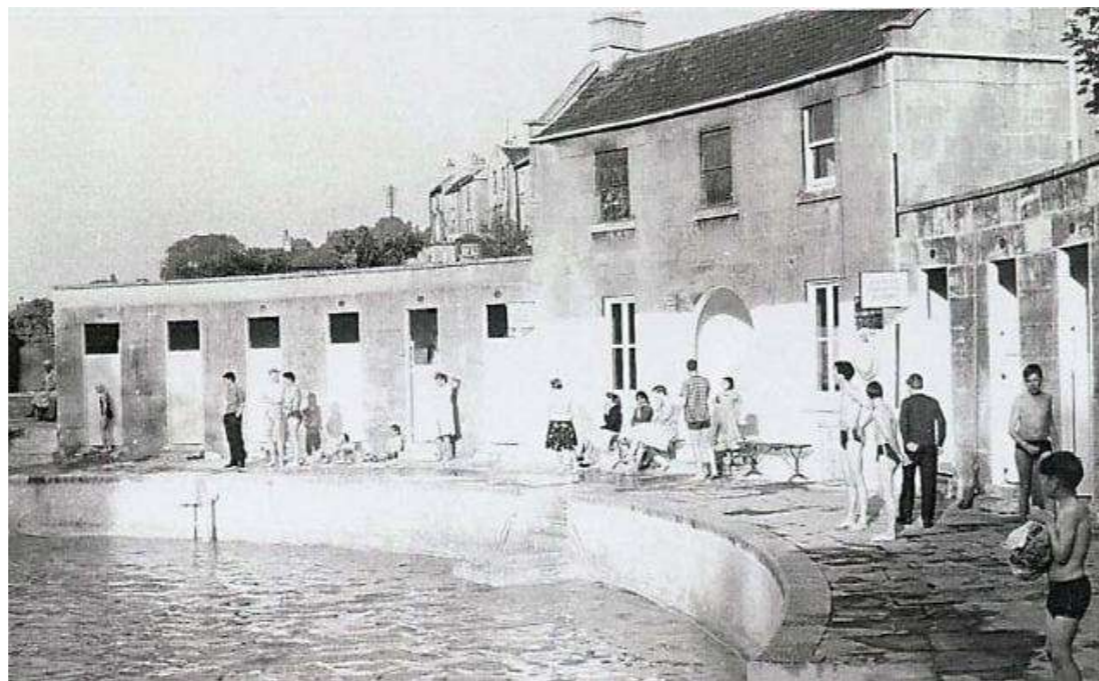






## Cleveland Pools, Bath – Our role

- Pro-bono support given since 2008
- PRT chairs the Steering Group (comprising CPT, PRT, TOPG, EH and B&NES)
- Advice given on Options Appraisal, Business Plan and surveys
- Assistance given with fundraising strategy and funding bids

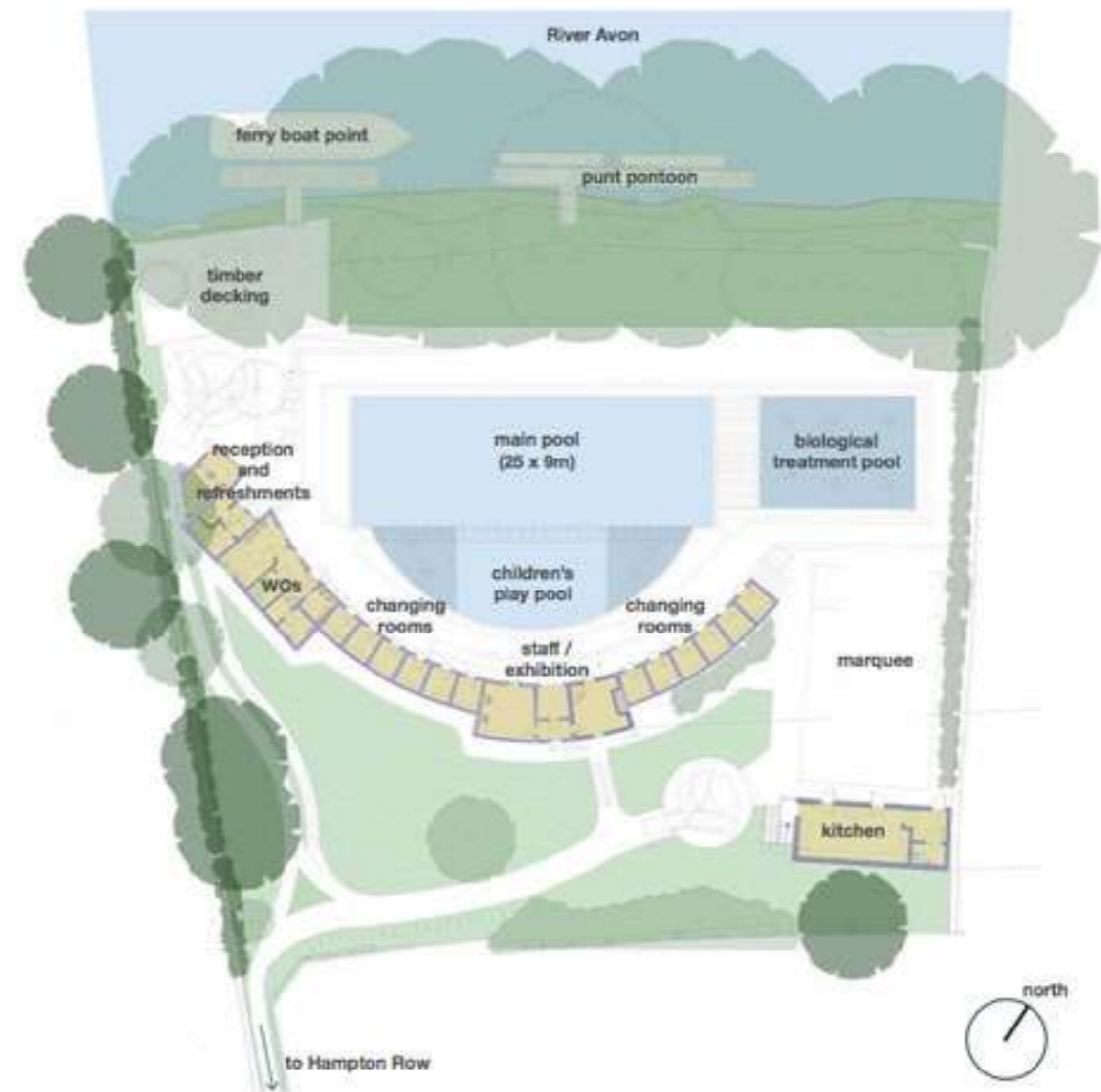






## Cleveland Pools – Where are we now?

- CPT and PRT are working together to deliver viable proposals as both a sustainable community open-air bathing facility and a tourist attraction
- Urgent Works are underway
- £3m in funding is needed
- HLF Round 1 funding bid has been submitted
- The Council has agreed to give the CPT a long term lease. Details are being finalised





# Cleveland Pools, Bath – Lessons learned

- The formation of the Alliance (CPA) meant the Council had confidence in the bid and took it seriously
- However, the fact that the process started with a formal bid meant negotiations with the CPA were very commercial
- Breakthrough point was the delivery of the detailed business plan which demonstrated:
  - a credible, viable proposition
  - a real community project
  - no commercial alternatives
- Council are now fully on side and working with the Trust, alongside EH & others
- CPT has new Trustees & supporters
- Whole process took a long time, but the detailed work that went into the business plan puts the project in a strong position going forward





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# Conclusions

