



**This is a choice for the
nation, not just the city.
Stoke-on-Trent should
be an international jewel**

To discuss the issues and opportunities in this document further - or if you are in a position to help us tackle the heritage emergency - please contact either
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THE POTTERIES: A NATIONAL HERITAGE EMERGENCY



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INTRODUCTION

Stoke-on-Trent enjoys an international reputation as ‘The Potteries’, home of global ceramic production.

The city is an amalgamation of six federated towns that has, through its industrial past, built up a wealth of built heritage, consisting of over a thousand nationally and locally listed monuments, buildings and other structures. This is a remarkable and valuable asset for the city and the nation. Our heritage is a testament to past brilliance in architecture and urban design, as well as the spirit of enterprise and creativity that was its essential foundation. Most importantly, it is intrinsic to our identity as a place. It connects us to our past, generating a strong sense of belonging and reminding current residents of the great endeavours of those citizens who came before us.

However, the harsh reality is that much of this built heritage is in a poor condition and urgent action is needed if it is not to be lost to the city. Moreover, the state of dilapidation acts as a barrier to the city’s current ambitions to drive economic growth, provide more homes and create beautiful public spaces. Where our heritage should be enhancing

underlying land value and thus facilitating successful regeneration, in too many cases it is making programmes and projects more difficult to deliver.

This prospectus explores ways in which the city’s heritage can be afforded a long-term future and enhanced by prioritising the identification of vulnerable assets and bringing them back into sustainable economic and social use. As it outlines, the city has already seen a number of historic assets restored and preserved. We know how to do this. But the scale of the challenge means that a crisis is emerging.

Ambitious in scope, this document shows how we can tackle the current heritage emergency the city faces and drive economic growth while remaining grounded in terms of what can be realistically achieved over what period.

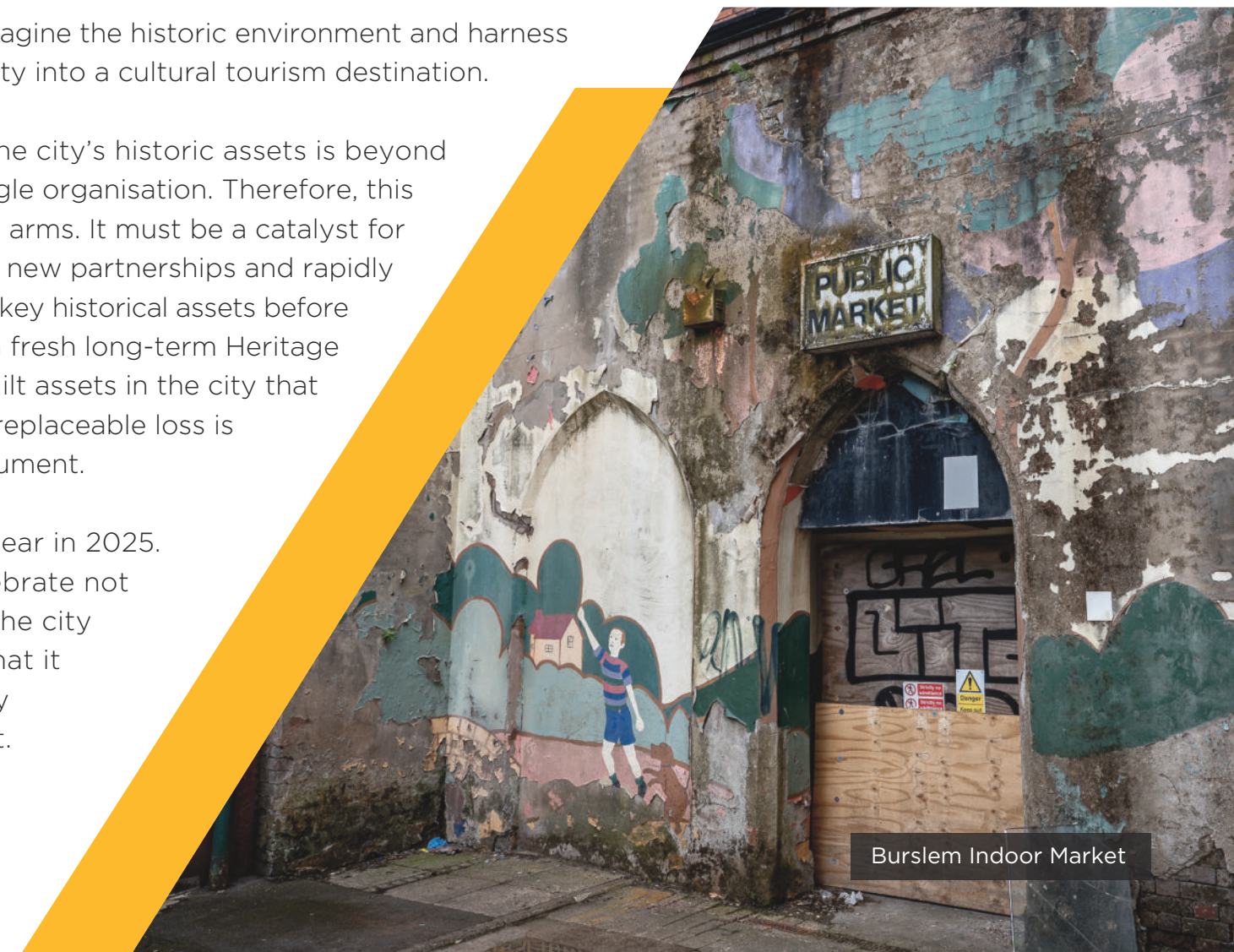
The recent award of World Craft City Status is a pertinent reminder of Stoke-on-Trent’s manufacturing significance, and

Our unique built heritage is testament to past brilliance, but urgent action is needed if it is not to be lost

there is an emerging opportunity to reimagine the historic environment and harness our global reputation to transform the city into a cultural tourism destination.

The task of preserving and protecting the city’s historic assets is beyond the capabilities and resources of any single organisation. Therefore, this prospectus is intended to act as a call to arms. It must be a catalyst for enhancing existing relationships, forging new partnerships and rapidly securing the investment required to save key historical assets before it is too late. While the development of a fresh long-term Heritage Strategy is underway, there are some built assets in the city that require immediate attention to ensure irreplaceable loss is avoided. These are the focus of this document.

Stoke-on-Trent reached its centenary year in 2025. This milestone is an opportunity to celebrate not only the creative innovation for which the city is famed, but also the heritage assets that it contains - and to launch a bold strategy for their conservation and management.



Burslem Indoor Market



We are seizing a momentous opportunity to restore our World Craft City to global prominence

FROM PAST TO FUTURE


To celebrate the centenary year, the city launched a prospectus called Future 100. This document - subtitled 'Shaping Our Future City: Growth For All' - was a result of the City Council and its partners collectively reflecting on where we have come from, the journey that our city has taken, the type of city that we want Stoke-on-Trent to be in the years and decades to come, and the changes and decisions we can make now to shape a more prosperous future.

We are seizing a momentous opportunity to instigate transformational changes that we hope our descendants will thank us for and which will restore our World Craft City to global prominence. We are determined to create opportunities for people and businesses to benefit directly from growth which will, in time, reduce pressures on many of our public services and improve sustainability.

The prospectus aims to tackle these challenges through five clear missions:

- Securing economic growth
- Regenerating our city
- Delivering clean energy, sustainable transport and an improved local environment
- Improving the health and wellbeing of our population
- Removing barriers to opportunity

Tackling the emerging heritage emergency head on underpins all of these missions and will regenerate redundant historic assets for the benefit of residents, businesses and tourists. Revitalising heritage assets not only retains the unique identity of The Potteries but also provides new premises for people to live and work, recycles



embedded carbon and promotes green travel corridors connecting the city's six towns. However, in order to succeed we will need help from central and national agencies in the following key areas:

- Assistance to ensure timely resolution of heritage related enforcement issues
- Financial assistance with compulsory purchases where applicable
- Pragmatic approaches to listed assets and their potential conversion for future uses
- Procurement assistance to ensure contracts are awarded locally where possible
- Recognition of Stoke-on-Trent as the future home for zero-carbon technologies

There are huge opportunities, including the conversion of former pot banks to housing developments and the transformation of former mining sites such as Chatterley Whitfield into green energy exemplars. Providing new leases of life to redundant historic infrastructure in this way not only enhances civic pride - it also promotes societal cohesion, stimulates the local economy, provides training opportunities and encourages active travel. The Future 100 prospectus provides the strategic missions, but it is only through addressing the heritage emergency that we will ensure their successful delivery.

THE HERITAGE EMERGENCY

16 of our most significant assets are formally at risk... there is a very real prospect several will be lost entirely

Wedgwood Institute

The city of Stoke-on-Trent's historic environment is rich, diverse and complex. The National Heritage List for England features a total of 221 entries for the city, representing at least 275 individual listed buildings and structures, five scheduled monuments and five registered historic parks. In addition, the city boasts 22 conservation areas, which are also subject to statutory protection, and over 1,500 buildings, structures and sites of local importance, which are managed through the planning process. The condition of many of the city's most significant heritage assets is poor and 16 have been assessed by Historic England as being formally 'at risk'. The Burslem Conservation Area was recently added to this list.

This figure alone, however, does not convey the full extent and severity of the problem. In short, there is now a very real prospect that several of the city's most important assets will be lost entirely if they are not prioritised to receive funding and brought back into sustainable economic use. But the problem runs deeper than just the state of the individual buildings and structures. The state of these building creates a ripple effect, impacting the condition and perceptions of wider areas, including neighbourhood and town centres, which in turn depresses local economies and the opportunities for growth. There is a direct and undeniable relationship between the state of the city's heritage and the delivery of the Government's core mission to deliver economic growth.

The scale of the crisis merits the declaration of a heritage emergency in light of the regional, national, and international significance of these assets, and the urgent need to secure the funding to save them. The challenge of preventing further, potentially rapid, deterioration requires immediate attention, including the identification of mutually agreed solutions. These assets are vulnerable and not only from the elements. It is virtually impossible to secure all of these buildings and structures in their current state. They are susceptible to illegal entry, misuse and arson.

Some assets are in public ownership while others remain in private hands, ranging from individual absentee owners through to the Crown Estate. Each requires a tailored solution to ensure a sustainable future. Usually, this requires a combination of dedicated resources to undertake condition surveys, feasibility studies to identify suitable use, and pragmatic negotiation between owners and governing bodies culminating in an outline project that can then form the basis of attracting external funding.

The scale of the crisis merits the declaration of a heritage emergency



**There is still
time to turn the
crisis around**

Spode

THE OPPORTUNITIES

Although the scale of the heritage emergency in Stoke-on-Trent is critical, if mitigation is undertaken immediately then there is still time to turn the crisis around. By breathing new life into redundant and vulnerable heritage there is also the opportunity to boost the local economy, redefine the public realm through the recycling of historic assets, enhance the visitor economy and showcase the city to a national and international audience. To give just one example, we calculate that our heritage sites have the potential to deliver over 1,000 much-needed new homes across the city.

Heritage has many aspects. It is not restricted to physical assets but also includes intangible cultural elements such as community activities and those unique characteristics that help define a particular place. Consequently, the city's heritage encompasses:

- The Historic Environment (buildings, landscapes, archaeology, scheduled monuments etc.)
- Museum & Archive Collections
- Public Art
- People & Communities
- Natural Habitats
- Parks

The historic fabric, along with the cultural characteristics of the city, contribute towards the identity of a place and what makes it special and distinctive. Protecting and enhancing the historic environment is just one element of the heritage fabric, but there is no disguising the fact that dilapidated buildings have a detrimental impact upon the perception of the city and the ability to attract new businesses, associated workforces, and visitors.

Breathing new life into heritage buildings will boost the economy... heritage sites could deliver 1,000 much-needed new homes

Investment will not only save vulnerable historic assets for future generations but will also improve the quality of life of residents and communities, attract inward investment, and reinvigorate the visitor economy. Many of these buildings and the wider brownfield land around them provide the opportunity to build new homes and workplaces, contributing to the current Government's mission of rapid growth. The opportunity to restore some of the jewels in the heritage crown will also enable historic arteries, such as parks and canals, to once again play a critical role in the navigation of the city by connecting the historic towns that form the modern conurbation.

But the opportunity is much wider than that. This is about civic pride and local people feeling a positive connection to their local towns and the whole city. It is about communities being able to take back ownership of some of the buildings and spaces where they or their relatives once worked, shopped, worshipped or socialised. This is reclamation work not just in a physical sense but as a contributor to the overall wellbeing of the local population. And it is also about trust, and residents being able to believe that those in power, at local and national level, truly care about the state of the city in the way that they themselves care deeply.

Addressing this emergency must create rapid opportunities for local people. The most obvious way is through access to skills and jobs. The scale of the task ahead will require the application of specialist construction and restoration skills and know-how. We must ensure that this creates opportunities for the local workforce to develop the required skills and that our local supply chain is fully involved in the delivery of the work.

If this is all done successfully, it will open the door for a conversation with the United Nations Educational, Scientific and Cultural Organization (UNESCO) about obtaining formal recognition for the city's unique contribution to manufacturing, the history of ceramics production, global trade, and the industrial revolution.



Falcon Pottery

CELEBRATING SUCCESS

When opportunities have presented themselves with the support of government departments and external funding bodies, such as The National Lottery Heritage Fund and Arts Council England, outstanding success has been achieved in both protecting heritage assets and driving sustainable economic growth. However, this process has been opportunistic rather than flowing from a strategic approach. Nevertheless, it has enabled a number of the city's key assets to be rescued, refurbished and returned to productive use, and we have already seen how that can create new economic and social opportunities.

Burslem School of Art

Burslem School of Art and Town Hall

Location | Queen Street, Burslem

The Grade II building is renowned as the place where famous ceramicists such as Clarice Cliff and Susie Cooper received their technical training. The complex was restored in 1999, as part of a £1.2-million refurbishment supported by The National Lottery Heritage Fund, as a mixed-use development comprised of art galleries, office spaces for cultural organisations, artist workshops, and studio space. Currently utilised by a school academy who also took on Burslem Town Hall, the current management is a good demonstration of partnership within the city and identifying sustainable uses for historic assets.

Status | Completed Delivery Cost | £2m

Fenton Town Hall

Location | Albert Square, Fenton

Located on Albert Square, the building was commissioned by the ceramic manufacturer, William Meath Baker, the foundation stone was laid on 5 July 1888.

Following the closure of the magistrates' court in 2012 the building fell vacant prompting the Victorian Society to declare it to be the fifth most endangered in England and Wales the following year. After a period of uncertainty, the building was eventually acquired by Baker & Co. in February 2015, the pottery business founded by William Baker, and brought back into sympathetic public use.

Today the building provides office space for local businesses, a community café, and an art gallery. The restoration of the original ballroom was completed in 2021 with support from Arts Council England.

Status | Completed Delivery Cost | £3.5m



GOODS YARD

Goods Yard Development

Location | Glebe Street, Stoke

This project has transformed redundant historic urban fabric to create a sustainable and iconic mixed-use development in the heart of the city. The programme has included the restoration of a nineteenth century brick warehouse and adjacent building situated on the bank of the Trent & Mersey Canal to create much needed business and leisure facilities. This complements the provision of 174 new build rental homes as part of a regeneration scheme embracing the city's historic assets.

Status | Completed Delivery Cost | £56m



Tunstall Town Hall

Location | High Street, Tunstall

A good example of recent success is the renovation of the Grade II listed former Town Hall. Completed in 1885, the building occupies a prominent location in the centre of Tunstall but had fallen into disrepair and dilapidation following lack of identified use. In 2019 the City Council appointed a contractor to start work on conserving the structure as part of multi-use scheme to provide public amenities.

Completed in 2022 at a cost of £7m, the project included the relocation of the library and children's centre whilst also providing office space for council staff. In addition to securing Tunstall's indoor market in the heart of the town, the former council chamber has provided much needed affordable rentable business premises. This was achieved whilst sympathetically restoring original features, protecting the heritage and providing sustainable end-use.

Status | Completed Delivery Cost | £7m

The Potteries Museum & Art Gallery

Location | Bethesda Street, Hanley

The Potteries Museum & Art Gallery (PMAG) forms the focal destination for the Cultural Quarter of Hanley, Stoke-on-Trent. Originally built in 1956, the building was redeveloped in the late 1970s and has since had various adaptations undertaken, most recently with the development of the new Spitfire Gallery Extension, which opened in 2021.

In March 2023 Stoke-on-Trent City Council was awarded £5m from the Arts Council England Cultural Development Fund to deliver the Potteries Museum and Art Gallery (PMAG) Re-Imagined project. The project received final approval from Stoke-on-Trent's cabinet in June 2023, and is progressing with the commitment to complete construction in September 2026.

The Potteries Museum and Art Gallery is the jewel in the crown of Hanley's Cultural Quarter, and the current programme of works will both enhance the visitor experience, as well as providing additional collections storage and facilities to ensure future sustainability.

The next phase of accessible development at PMAG will be the reinterpretation of the permanent galleries and work is already underway for an application to The National Lottery Heritage Fund to assist in both promoting and protecting the city's historic collections.

Status | In Delivery Delivery Cost | £5m



Potteries Museum & Art Gallery

Spode Factory Site

Location | Church Street, Stoke

The Spode factory closed and went into administration in 2008 and in 2010 the site was acquired by Stoke-on-Trent City Council. Since acquisition, the council has brought some buildings back into use as office space and created a series of artist studios which are currently being used by the Association for Cultural Advancement through Visual Art (ACAVA). The council has also undertaken selective demolition of buildings to facilitate the site's future redevelopment.

In addition to this work, there has also been major investment by Dog and Bone Properties Ltd who have successfully converted buildings to provide a location for The Quarter restaurant, the Potbank Aparthotel, and further affordable office space. In 2021, £10m Government funding was awarded to the Spode site and the council began discussions with Homes England and Historic England on how to progress with sympathetic regeneration.

In consultation with these local partners a brief was drawn up for a consultant to advise on how Spode should be transformed in order to achieve the best outcomes for the site, the wider town of Stoke, its residents and visitors. Mace consultancy were commissioned to deliver this brief and have subsequently drawn up a development and delivery plan for the site's future historic regeneration.

On the back of this Masterplan Capital and Centric have been appointed as the City Council's development partner who are to deliver a phased regeneration of the site. The delivery plan put forward options including the refurbishment of particular buildings for creative and technology based uses as well as some demolition and infrastructure works to improve access to the site and encourage movement through it, Capital & Centric are to build from this to also introduce an element of residential onto the site thereby securing addition vibrancy to the proposed uses.

Work has now begun on the delivery of phase one, which includes securing additional resources for the China Halls building, with a site-wide planning application expected to be submitted early 2026.

Status | In Development Delivery Cost | £10m (Phase One)

Spode

We have seen how rescuing key assets and returning them to productive use can create new economic and social opportunities



Burslem Indoor Market

THE VISION

The City Council has taken every opportunity to address the condition of heritage assets throughout the city, both through public and private investment as demonstrated with the examples identified above, as well as policy interventions, delivering Historic Action Zone initiatives, bolstering its enforcement activity and developing new governance models to help spread the challenge and encourage wider collaboration.

In December 2023 Re-Form Heritage (the independent charity which owns and operates Middleport Pottery) became the Heritage Development Trust for Stoke-on-Trent, one of 19 social enterprises and charities across the UK that have been empowered to assist in the transformation and restoration of at-risk historic buildings under a new programme run by The Architectural Heritage Fund and funded by The National Lottery Heritage Fund. The city council supported Re-Form Heritage’s application to the programme.

The Stoke-on-Trent based charity will benefit from a share of a new £5 million fund empowering communities to breathe new life into disused and at-risk historic buildings. The money will help Re-Form Heritage to acquire at-risk heritage assets in the city, conduct sympathetic restorations, combining the regeneration of at-risk heritage with economic and social regeneration. The new Heritage Development Trust status will see Re-Form Heritage work alongside stakeholders throughout the city to help preserve Stoke-on-Trent’s internationally important heritage.

Work is also underway to develop the city into an International Ceramic Centre (ICC). The vision is based upon repurposing historic assets and transforming the city into a globally significant cultural destination that celebrates North Staffordshire’s past, present, and future contributions to ceramics. This will not only provide investment, but also enable future discussions about obtaining World Heritage Site status in recognition of the city’s unique manufacturing heritage. However, despite the successes there is still much urgent work required to save some of the city’s most iconic heritage assets.

THE CHALLENGES AHEAD

Despite the successes there remains a significant number of vulnerable historic assets throughout the city that will continue to rapidly deteriorate unless sustainable uses and adequate funding sources are quickly identified. Whilst current conditions vary there is a real risk that some of the city's most iconic historic structures will be beyond economic repair in the near future without immediate coordinated action.



No.1 Bethesda Street

Location | Bethesda Street, Hanley

The former premises of the Staffordshire Potteries Water Board. The Grade II listed structure is located in Hanley, opposite The Potteries Museum & Art Gallery, and at the heart of the city's Cultural Quarter. It is currently the subject of a Re-Form Heritage viability study to identify sustainable uses.

Ownership | Private

Current Condition | The impressive Italianate tile and brick façade is gradually deteriorating and much of the original internal features have already been lost.

Restoration Cost (£3m - £4.2m) | It is likely that any scheme to bring the building back into commercial use would be in the region of £3m-4m depending on the scale of the restoration.

Bethesda Chapel

Location | Albion Street, Hanley

The former Methodist chapel is one of the largest of its kind outside London and is fondly referred to as the Cathedral of The Potteries. The impressive nineteenth century Grade II* listed structure has a largely intact original interior and was recently acquired by Re-Form Heritage, who are exploring converting the Chapel into an education centre.

Ownership | Charitable Trust

Current Condition | Although the building remains in fair condition there remains a constant need to carry out routine maintenance and conduct remedial repairs to keep the structure watertight. Conversion to sustainable end use is required to ensure ongoing future preservation.

Restoration Cost (£1m - 1.5m) | Feasibility studies have identified a range of potential future uses and the cost for adaption to these purposes range between £1m and £1.5m

Bottle Ovens

Location | Structures throughout the city

Bottle Ovens are amongst the city's most important historic assets and are an enduring monument to the potteries. In its manufacturing heyday, an estimated 2,000 examples stood within Stoke-on-Trent, but this had reduced to 59 kilns by the mid-1970s following the introduction of the Clean Air Act. Today there are only 49 examples of oven and kiln structures remaining.

Ownership | Public & Private

Current Condition | Conditions vary, but a large majority of ovens in private ownership are in a poor state of repair. This is partly due to the fact that a considerable number now stand alone following the clearing of their original factories and they are vulnerable to the elements and vegetation. Although innovative solutions can be found for these endangered structures, such as reuse as meeting rooms, the majority remain without economic purpose.

Restoration Cost (£2.5m) | Vegetation clearance and remedial repairs such as repointing can be expensive and recent works to ovens has cost over £50,000. In order to maintain all these structures a maintenance grant of approximately £1m is required to protect this important part of the city's industrial heritage.



4 Broad Street

Location | Hanley, Stoke-on-Trent, ST1 4LL

Dating from 1878, Broad Street has been home to the offices of the British Gaslight Company, the Mineworkers' Union, a branch of the Co-Operative Bank and also a shop. Latterly it become home to an Art Gallery.

Ownership | Public

Current Condition | The building is currently in a very poor condition forcing the last tenants to seek alternative accommodation. The City Council intends to conduct safeguarding works to prevent, as far as possible, the building worsening while an alternative use is sought.

Restoration Cost (£2m) | The property requires extensive restoration and repair in order to return it to economic use at the heart of the City Centre Conservation Area.

Burslem Market Hall

Location | Clowes Street, Burslem

The Grade II Listed Market Hall was built in 1879 and hosted 90 stalls in its prime. However, patronage slowly declined and the market eventually closed in 2003. It was named among The Victorian Society's most endangered sites in 2021. A recent evaluation of potential future use, supported by the United Kingdom Shared Prosperity Fund, identified a series of viable options but funding needs to be secured urgently to prevent further deterioration.

Ownership | Public

Current Condition | The building is in an advanced state of disrepair. Funding has recently been secured to carry out general safeguarding works to the market, shops, and flats on Queen Street. Historic England are also funding emergency repairs to the span-iron roof.

Restoration Cost (£20-25m) | The cost of returning this historic complex back into sustainable and sympathetic use in its entirety ranges from between £20m and £25m.

Funding needs to be secured urgently to prevent further deterioration



Burslem Indoor Market

China Halls

Location | Kingsway, Stoke

The China Halls is a significant and architecturally distinctive building. It has excellent potential to become a flexible indoor events space and provide a much-needed venue at the heart of the city. Although part of the Spode Factory complex, it is recognised that China Halls requires an independent evaluation to preserve this unique heritage asset.

Ownership | Public

Current Condition | The building requires significant improvement and upgrade, including asbestos removal

Restoration Cost (£12-£15m) | The current estimates are to ensure building stability and are exclusive of fit-out costs.

Chatterley Whitfield has an important story to tell. Without significant funding it is likely that elements will be lost for ever

Chatterley Whitfield

Location | Biddulph Road, Stoke-on-Trent

Situated to the north-east of Tunstall, the former colliery site of Chatterley Whitfield represents one of the most challenging and endangered heritage sites in the United Kingdom today and encapsulates the current heritage emergency. Historic England have scheduled the complex in recognition of its national significance, but they have also given the site a Priority A condition which states that the heritage is at 'immediate risk of further rapid deterioration or loss of fabric'. At present, no solution for ongoing preservation, or identified sustainable end use has been reached.

The colliery is considered to be the most complete survival of a deep mine complex in England and a snapshot of the coal industry's period of peak production. The complex comprises 13 grade II and 2 grade II* listed buildings, a scheduled monument, and numerous other non-designated structures. This extensive range of buildings, associated structures, and buried archaeological remains, represent the sequence of mining technology utilised from the 1860s until production ceased in 1976.

Despite attempts to re-open parts of the site as a heritage attraction the scale of assets requires a dedicated masterplan in order to find suitable future economic uses for as many of the built assets as possible before further loss of historic fabric occurs. Chatterley Whitfield has an important story to tell, not only in terms of British mining heritage, but also contextualising the climate crisis and educating future generations. Without significant funding in the near future it is likely that elements of this internationally significant site will be lost forever. The City Council, in partnership with Historic England, has produced a visioning document which promotes the use of the site for green energy and further work is currently underway but this requires dedicated resources.

Ownership | Public

Current Condition | Most of the structures on site require urgent attention to avoid further loss of historic fabric. The scheduled area features on Historic England's Heritage at Risk Register, alongside the grade II* listed pithead baths complex and Hesketh heapstead mine car circuit, further highlighting the urgency of required intervention.

Restoration Cost (£100m - £150m) | Although difficult to put a precise figure on the investment required, it has been suggested that it would require up to £150m to bring the entire site back into sustainable economic use through a phased programme of prioritisation.



Chatterley Whitfield



Falcon Works

Location | Sturgess Street, Stoke

The Grade II listed site consists of the remains of the former Goss Works and includes a kiln block, and numerous three-story workshop and warehouse ranges. Despite commitments to improve the site when purchased by a developer in 2021, the site is yet to be returned to economic use.

Ownership | Private

Current Condition | The buildings remain in an advanced state of disrepair and are vulnerable to the elements and ongoing vandalism.

Restoration Cost (£25m+) | Depending on agreed end-use, similar mixed-use schemes that have revitalised redundant heritage sites of this scale have required investment of up to £50m.



Hanley Town Hall

Location | Albion Street, Hanley

Originally designed as the Queen's Hotel by Robert Scrivener in 1869, the impressive Grade II listed premises were converted into a Town Hall in the late 1880s. The building became surplus to local authority requirements in late 2020 and requires adaptive reuse.'

Ownership | Public

Current Condition | Despite the building being in a fair condition it is vulnerable to anti-social behaviour and experience has demonstrated that such large structures often deteriorate quickly without a sustainable future.

Restoration Cost (Unknown) | Cost of reinstatement will largely be determined by an agreed end-use following either sale and/or future feasibility.

Longton Methodist Hall

Location | The Strand, Longton

Longton Methodist Hall is a Grade II listed structure that forms part of a group including Longton Town Hall and Market. The building comprises an impressive Classical frontage which was remodeled in the 1930s incorporating an earlier chapel from 1842.

Ownership | Methodist Church

Current Condition | The Hall was added to Historic England's Heritage at Risk Register in 2023 and although still operational requires extensive restoration, particularly to rooms that are currently unoccupied.

Restoration Cost (£1m) | Feasibility studies are currently being prepared but current estimates of required works are in the region of £1m.

Falcon Pottery

Location | Town Road, Hanley

The former pot bank, formerly occupied by J.H. Weatherby & Sons, comprises extensive derelict workshop ranges and has recently undergone extensive clearance.

Ownership | Private

Current Condition | Despite Grade II listed status the site is in a severe state of dilapidation and an urgent solution is required to prevent total loss of the heritage asset.

Restoration Cost (£25m+) | Depending on agreed end-use, similar mixed-use schemes that have revitalised redundant heritage sites of this scale have required investment of up to £50m.



The Leopard

“Few buildings contributed more to the success of the Industrial Revolution”

The Leopard

Location | 21 Market Place, Burslem

Few buildings have contributed more to the success of the Industrial Revolution and the development of the modern city than The Leopard, Burslem. It was in this public house that Josiah Wedgwood, Erasmus Darwin, and James Brindley first met to discuss the construction of the Trent and Mersey Canal in 1765. In addition, it was the inspiration for The Tiger pub in the books of Stoke-on-Trent novelist Arnold Bennett. The Leopard is one of the most important historic buildings in the city and requires immediate intervention to retain as much of the remaining heritage as possible following a devastating fire in 2022. It is currently subject to a viability study through Re-form Heritage.

Ownership | Private

Current Condition | Gutted by fire in 2022, the remaining structure is secure whilst plans are considered to restore the remaining fabric of the Grade II listed building.

Restoration Cost (£15m-20m) | Estimates for full reinstatement are likely to exceed £15m.

Longton (Queens) Park

Location | Trentham Road, Dresden

Queen’s Park, Longton, was opened in 1888 and is designated as Grade II* by Historic England. It is recognised as a fine example of a late Victorian municipal park and remains largely unchanged from its original design and layout. The park was the first public pleasure ground in The Potteries and contains a variety of structures including entrance lodges, clock tower, bowling greens, and numerous original cast-iron features.

Ownership | Public

Current Condition | Despite its importance and popularity, the park requires an extensive and sympathetic masterplan to bring numerous assets back into sustainable economic use and ensure their future survival.

Restoration Cost (£3.5m) | Estimates for repairs and replacement of street furniture are in the region of £3.5m.

The Mount

Location | Greatbach Avenue, Penkhull

Constructed in 1803 for Josiah Spode, The Mount has been used for a variety of purposes such as a school and education centre. The building is Grade II listed and retains a wealth of historic features including its original cantilevered staircase. There is currently a scheme to convert the redundant asset into additional classrooms for the adjacent primary school which would provide sustainable end-use and protect the historic fabric.

Ownership | Public

Current Condition | The building has been unoccupied since 2018 and requires general modernization and repairs to prevent ongoing deterioration. The council is expending c. £2.7m of capital to renovate part of the building, thus enabling the adjoining primary school to re-occupy some spaces safely.

Restoration Cost (£3m) | Current proposals include repairing and retaining historic fabric such as the sash windows, Victorian towers, and impressive Georgian dome roof. These are estimated to be in the region of £3m.



Natwest Bank

Location | Fountain Place, Burslem

The former Natwest Bank is a Grade II listed structure constructed in Tudor Gothic and dates from the 1870s. This impressive building, at the heart of the Burslem Conservation Area, requires careful consideration for conversion to sustainable economic use to protect and enhance the heritage asset.

Ownership | Private

Current Condition | Vacant since 2017, the building is beginning to suffer from neglect and encroaching vegetation.

Restoration Cost (Unknown) | Discussions are currently underway between the owner and local planning authority and agreed end-use will inform costs.



Price and Kensington Pottery

Price & Kensington

Location | Newcastle Street, Longport

The former teapot works is an extensive Grade II listed factory site located on the banks of the Trent and Mersey Canal in Longport. Abandoned in 2005, the site has deteriorated to such an extent that the front range had to be demolished by the local authority because of the risk it posed to the public. Urgent works are required to stabilize the remaining buildings whilst a long-term solution is found for the site.

Ownership | Private

Current Condition | Added to the Historic England Buildings at Risk Register in 2022 the site remains vulnerable to vandalism and immediate further loss of historic fabric.

Restoration Cost (£25m) | Difficult to quantify without an agreed future use, the extensive nature of the site is likely to cost upwards of £20m to retain the existing structures and return them to economic use.



Queens Theatre

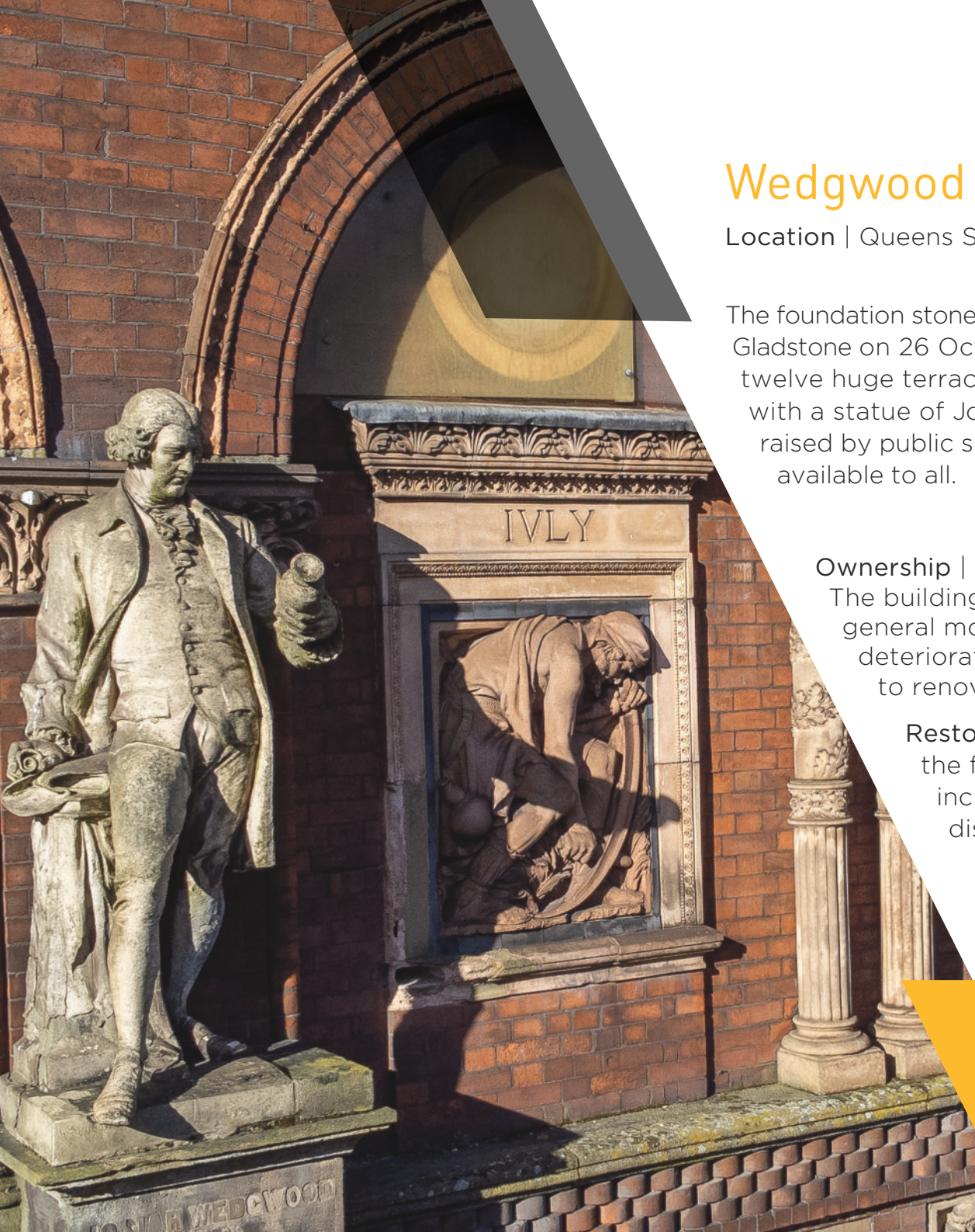
Location | Wedgwood Street, Burslem

The building was completed in 1911 and served as a concert venue and theatre for Burslem. Spiraling repair costs forced closure to the public in 1998 and the building has since remained vacant.

Ownership | Public

Current Condition | The building is in an advanced state of disrepair and requires the rapid identification of suitable adaption to mitigate further loss of historic fabric.

Restoration Cost (£10m-£15m) | Recent estimates for bringing the building back into sustainable economic use are in the region of £10m-£15m and work is urgently needed to cease the spread of increasingly rapid deterioration.



Wedgwood Institute

Location | Queens Street, Burslem

The foundation stone of this Grade II listed building was laid by William Gladstone on 26 October 1863. The frontage of the Institute contains twelve huge terracotta tiles depicting the months of the year together with a statue of Josiah Wedgwood. The Institute was built with funds raised by public subscription to make arts, science and literature available to all.

Ownership | Public

The building has been unoccupied since 2018 and requires general modernization and repairs to prevent ongoing deterioration. The council is expending c. £2.7m of capital to renovate part of the building.

Restoration Cost (£8.5m) | Recent estimates suggest the funding gap to be in the region of £8.5m, which is increasing rapidly as the building falls further into disrepair.

Wade Heath Pottery Works (Hill Works)

Location | Westport Road, Burslem

The former Wade Factory has remained empty since the company relocated to new their new Etruria Valley premises at Festival Park in 2010. Since then, the Grade II listed complex has suffered gradual decay including instances of vandalism and attempted arson. This has recently been exacerbated by a significant fire that has badly damaged the main building resulting in emergency demolition works to the front range. The site has recently been acquired by Miller Homes as part of the wider acquisition of St Modwen Homes and the council has yet to hold substantial discussions with the new owners. Previous work has shown that a residential scheme which retains the main building and the portico would require a significant subsidy for delivery to be viable.

Ownership | Private

Current Condition | Despite Grade II listed status the site is fast deteriorating and an urgent solution is required to prevent total loss of the heritage asset.

Restoration Cost | Currently unknown.





THE CHOICE AHEAD

The ambition for the city's heritage remains bold but the financial realities are stark. In order to protect and reinstate the heritage assets mentioned in this prospectus an investment approaching £325m. Prioritizing our efforts will be key to success but it is likely that some historic assets will be lost entirely.

In reality, the funding required (£150m for Chatterley Whitfield alone) is beyond the resources of any individual organisation. This will require collaboration between government agencies, statutory organisations, national funding bodies, and owners of private and public assets to prioritise the future of the city's heritage.

The challenge is arduous but the potential to create a heritage destination of international appeal would provide

cultural and economic returns that far outweigh the initial investment and ensure a sustainable future for the city's heritage and reputation as the cradle of the Industrial Revolution.

We therefore face an immediate choice. It is a choice for the nation, not just the city. Stoke-on-Trent should be an international jewel. It is a unique settlement not just in the United Kingdom, but in the world. It is the birthplace of a global industry that endures, that started with pots and now produces parts for satellites. We make art and technology from the very dirt beneath our feet. We must care for the heritage that bequeathed this extraordinary legacy both to honour the generations that created such splendour, and to point us towards what can be an equally brilliant future.

Investment approaching £325m is urgently required within the next five to 10 years to prevent irreversible loss