



Burslem Building Improvement Scheme (THI 3)
Progress of works

Wedgwood Institute, Queen Street, Burslem

Art school and library originally completed in 1863 with additions in 1869 and 1880 - this Grade II* listed brick and terracotta building has a richly ornamented façade and is arguably the most impressive looking building in the city. It is currently closed and some emergency repairs have been carried out. Proposals for the future use of the building are being discussed.

Built in stages from 1859, by public subscription, and at an estimated cost of around £4,000, this remarkable building is named after Burslem's iconic pottery-maker Josiah Wedgwood. The building stands on the site of the Brick House Works, which were rented by Wedgwood from 1762 to 1770. Original plans for the institute were created by G.B Nichols. The foundation stone was laid on 26th October 1863 by future Prime Minister William Gladstone.



The amazing façade features designs by Robert Edgar and John Lockwood Kipling (father of novelist, Rudyard Kipling). It memorialises Wedgwood and celebrates the achievements of the enlightenment movement. It includes inlaid sculptures of pottery workers and processes, zodiac-sign mosaics, terracotta panels that illustrate each month of the year, and a statue of Wedgwood himself. It also features portraits of Wedgwood's fellow 'principal' Lunar Society colleagues - sculptor John Flaxman, scientist Joseph Priestly, business partner and industrialist Thomas Bentley.

The Wedgwood Institute became a centre of excellence for the arts, sciences and business. It provided classes for the working men of the community. Notable students included novelist Arnold Bennett, ceramicist Graham Moorcroft, and physicist/ inventor Oliver Lodge.

Art students ceased using the institute in 1905 when the Burslem School of Art was opened. The institute remained a library until 2008 and has been used as an annexe of Staffs University and Stoke-on-Trent College during its lifetime.

The Wedgwood Institute has been disused since 2010.

Scheme Details

The Princes Regeneration Trust has procured Purcell Architects through MYTENDERS who have designed a programme for First Phase Emergency Works including a detailed schedule of works specifications and drawings for this Grade II* listed building. William Anelay contractors have been procured. The project is planned to be contracted and on site in December 2014. A 'LICENCE TO OCCUPY ON SHORT TERM BASIS' agreement is being finalised between Stoke-on-Trent City Council and The Prince's Regeneration Trust. The main construction works will commence in January 2015.

Works Value: £831,129

ARCHITECT

Purcell Architects , Focus House,
Millennium Way West,
Phoenix Business Park
Nottingham, NG8 6AS

CONTRACTOR

William Anelay Limited
Heritage House
Murton Way
Osbalwick
York, YO19 5UW

The Leopard, 21 Market Place, Burslem

The Leopard is one of Burslem's most famous and interesting buildings. In continuous use as a public house since at least 1765 (and refronted c.1830), the Grade II* listed building is famed for, amongst other things, a significant meeting in March 1765 between promoters of the Trent and Mersey Canal, including Josiah Wedgwood and James Brindley, as Burslem cemented its place in the history of the Industrial Revolution.

In the early 1800s The Leopard was a major coach station and ticket office on the Post Coach Express route, which operated from Liverpool to London and The Potteries to Manchester. Passengers could connect to Exeter and Bath via this service. The pub was also used as a parcel depot.

During the 1870s a three-storey extension was added and The Leopard became a hotel with over 50 rooms. Unfortunately, the ambition for the hotel to become the 'Savoy of the North' faded. The rooms were sealed off between the 1930s and 50s and preserved exactly as they had been left. These rooms and other interesting features, such as the hidden tunnels, have become popular attractions.



The Leopard - The completed historic restoration of the external fabric of the building included overhaul of the roof and chimneys, windows along with replacement lead work, rainwater goods, repairs to existing render, rainwater good (cast iron), masonry and render repairs. Restoration of this key historic Grade II* listed building, located in the heart of the town, the works have resulted in the building being secured and remaining in use as a public house, while additional floor space has been brought back into operation to expand the facilities.

Works Value: £172,675 (including ERDF extension)

ARCHITECT

CTD Architects

Clerk Bank House

Clerk Bank, Leek

ST13 5HE

CONTRACTOR

Wensley Contracts

The Works

Alcester Road

Redditch. B98 9EJ

The Old Town Hall/Ceramica, Market Street, Burslem

The Old Town Hall was completed and opened in 1857 on the site of the previous town hall. The older building is a Grade II* listed building and was recently designated by the Victorian Society as one of the most important civic buildings in the UK. An extension was completed in 2003 on the land where the bandstand, gardens, public toilets and Market House once stood and both buildings were opened as 'Ceramica', a pottery heritage centre and exhibition space. The centre closed in 2011. Plans to open the buildings as an annexe to Haywood Sixth Form College are currently being discussed.



Proposal



Town map – 1851. Showing the location of the buildings.



SCHEME DETAILS - Wood Goldstraw Yorath and EC Harris are working with Haywood Academy to develop the plans for the regeneration of Grade II* listed Burslem Town Hall and Market Place Public Realm. Plans have been submitted for approval and detailed specifications are being prepared. The project has gained planning approval from Stoke-On-Trent City Council. SOTCC Cabinet have endorsed release of the town hall to the Haywood Academy – a decision by full council is expected on Dec 4th 2014. First phase of works are anticipated on site in QTR 1 2015. Finalising Public Realm works will conclude the Burslem Building Improvement Scheme in QTR 3 2015 utilising the balance of ERDF investment.

Works Value: Conversion and restoration to Haywood Academy c£3m with assistance from the THI grant fund to support restoration works to Burslem Town Hall. Public Realm estimated at £660,000 (ERDF only investment).

ARCHITECT - wood | goldstraw | yorath,
Churchill House
Regent Road, Hanley, Stoke-on-Trent
Staffordshire

CONTRACTOR -To be announced.

2 – 8 Queen Street, Burslem – The Old Co-operative

Situated along the westerly edge of Swan Square and Queen Street, 'The New Co-operative Emporium' department store was commissioned by the Burslem Co-operative Society and was planned and designed by architects Watkin and Maddox. It was completed and opened in 1932.

The co-operative, a subscription-based society for the mutual benefit of members, was formed in Burslem in 1901 by working men from the community. They opened a small shop in Newcastle Street to ensure subscribers paid fair prices for decent food and goods. Members also enjoyed a range of other benefits, including a share of any surpluses in the form of dividends on purchases. Many subscribers would allow these dividends to accumulate. Share capital at the end of 1901 was £175. By 1932 it was £1,209,533 and membership had gone from 200 in Burslem to 50,000 across North Staffordshire. This impressive Art Deco building was a product of the society's great success and subsequent expansion.

The Co-operative store traded in the building until the late twentieth century. Since then parts of the building have been used for office space, small retailers have operated from the lower floors, and it remains home to a snooker club. The lower floors have been vacant for a number of years now.

Taken from a 1932 Co-operative pamphlet advertising the new building:



A broad flat architrave of pearl-black polished granite "frames" the shop windows the framings and transoms to which are of polished staybrite steel.

Grey glazed terra-cotta has been used for the architraves to the windows above running through the two floors with the cast Iron breast fillings between. The frieze and cornice are also of grey terra-cotta, a small amount of ornament being introduced which is finished with green glaze. The steel stanchions dividing the bays are covered with a hard multi-coloured hand-made brick.

All the windows are of steel specially designed by the architects with ample opening casements.

The basement floor is finished with oak blocks. A broad staircase, finished in terrazzo, connects the storeys, with an electric passenger lift to the staircase well.

A NOVEL feature is the furniture display window, the floor of which is connected to an electric lift. This enables the furniture display to be arranged in the basement and raised to the window display level, and permits constant changing with the minimum of disturbance.

Work in progress

SCHEME DETAILS – Grant assisted works on this building will be completed in December 2014 and will enable 572sqm of floor space to be brought into use, with the creation of 2 jobs. Works will also restore the historic fabric of the building. The client is currently interviewing potential tenants who have shown interest in operating from the building when the works are complete.

Works Value: est. £372,070

ARCHITECT

Design group NINE Limited

15 Falcon Road, London, SW11 2 PJ

CONTRACTOR

Kettle & Talbot Ltd, 64 Uttoxeter Road

Longton, Stoke on Trent, ST3 1PQ

St. John's Square, Burslem

The contemporary layout of Burslem has been recognisable since the 1600s. The site for St. John's Square can be seen clearly on historic maps of the town. Seventeenth and eighteenth century maps, along with trade listings from the early nineteenth century, show that there were a number of trades and services operating from the square, including a smithy, ironmonger and crate-maker. By the mid-nineteenth century there had been rapid growth of business activity in the square, which included bakers, shoemakers, confectioners, watch and clock makers, a restaurant and a chemist. The square rapidly developed to become one of the principal retail and business areas in the town.

From 1805, the square became a gateway to and from the town for imports and exports via the horse-drawn tramway which linked the Burslem Branch Canal with the town. Goods would arrive at Burslem Wharf, travel along the purpose built Navigation Road and arrive in St John's Square.

The square also has a significant literary connection - Arnold Bennett lived in the square at one time. It features in his 1908 novel 'The Old Wives' Tale' as 'St Luke's Square'.

Bull, bear and cock-fighting took place in the square on Sunday mornings and during the 'Burslem Wakes' until it became illegal in 1837.



Phase 1

Town map – 1851. Showing the location of the square.

Phase 2



SCHEME DETAILS - The phase one Public Realm works have been delivered with Stoke-on-Trent City Council Highways Team as the project lead. The scheme started on site in December 2013 and has been completed during the first quarter of 2014.

Works Value: £247,877

ARCHITECT

Stoke-on-Trent City Council - Highways.

CONTRACTOR

Stoke-on-Trent City Council - Highways.

12 St. John's Square, Burslem – That's Amore

The three-storey design of 12 St John's Square is a key example of late-Georgian architecture, suggesting that the building dates back to the early nineteenth century. It was once known as 'Salt's building' after the name of the business that operated there. The circular feature at top-centre was once a clock face. A painting and decorating retailer operated from the property for many years. The property is now undergoing development to become an Italian restaurant.



SCHEME DETAILS – Works are currently on site to restore the historic fabric of the building, bring back into use 500 sqm of floor space and to create 12 jobs in the proposed Italian restaurant. Expected completion and opening in December 2014.

Works Value: £425,394



Town map 1851 – showing the location of the building in St. John's Square.

ARCHITECT

wood|goldstraw|yorath

Churchill House
Regent Road
Hanley
Stoke-on-Trent
Staffordshire
ST1 3RH

CONTRACTOR

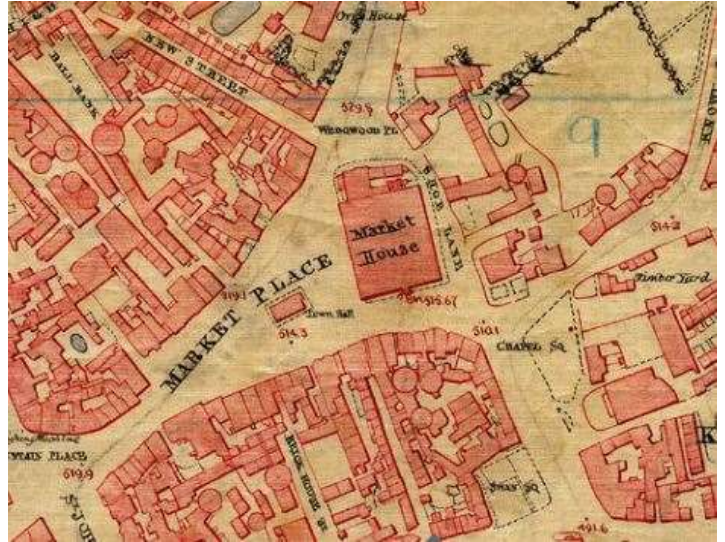
Banaris Bostan
3 Inglewood Drive
Newcastle under Lyme
ST5 0DY

Market Place, Burslem

Burslem's historic Market Place was once the site of the new Market Hall and the police station. It was also the site of the Ivy House pottery works rented by Josiah Wedgwood from 1759 as he started out on his journey to become the iconic pottery maker and industrialist we know today. Market Place became the focus of the BBC Time Team television series in 1999 as they excavated the area to see if they could unearth clues about the former manufacturing site. The area became a public open space, which included a bandstand, until the Ceramica building was erected in 2003.



Proposal



Town map – 1851. Showing the location of Market Place.

SCHEME DETAILS – see Town Hall scheme details.

ARCHITECT

See Town Hall scheme details.

CONTRACTOR

See Town Hall scheme details.

10 Swan Square, Burslem – Mothertown Fish & Chips

This prominent Swan Square building was formerly Taylor and Lloyds Bank building, subsequently housing a bookmaker's and currently 'Mothertown Fish & Chips'. The old bank vault door remains in place - the kitchen is now in the vault.

The beehive symbol for Taylor and Lloyds bank can still be seen at the top of the building, suggesting that the construction of the bank dates back to before 1884, the year Lloyds Bank adopted the black horse as their symbol.



SCHEME DETAILS – Bernard Blakeman Architect has designed the specification, drawings and a programme of works for 10 Swan Square to restore the historic fabric of the building and bring floor space back into use as an office space. This also has the potential of creating jobs. A MYTENDERS procurement exercise has been completed to procure a contractor, the scheme has been locally approved and is now being appraised by Thomas Lister's prior to finalise deeds. The project is planned to be contracted by December 2014 and on-site in late December/early January 2015.

Works Value: est. £135,000

ARCHITECT

Bernard Blakeman

15a Whitmore Road

Westlands

Newcastle under Lyme, ST5 3LY

CONTRACTOR

CJ Bayley

6 Adelaide Street

Stoke-on-Trent

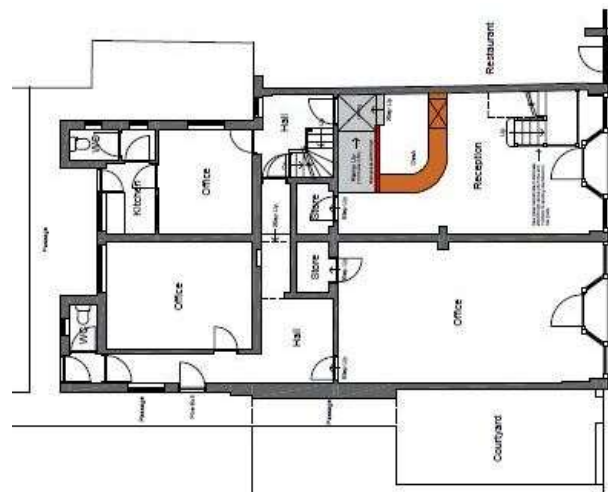
ST6 2BD

2 Westport Road, Burslem – Walter & Plaskitt Solicitors

Just off Fountain Place, this building can be seen on the town map of 1851, flanked by The New Inn and The Hop Pole public houses. It has been occupied by a solicitor's firm for many years now. Previously known as Liverpool Road (renamed in 1950s), it was the road that lead through Tunstall to Liverpool enabling Burslem pottery to be transported to America.



Town map – 1851. Showing the location of the building.



SCHEME DETAILS - Forshaw Greaves Architects have designed the specification, drawings and a programme of works for the building which will include substantial window repairs and replacements and modifications to the existing entrance and reception. This will restore the historic fabric of the building. The scheme has been advertised on MYTENDERS. The scheme has been approved by the local approval panel and is now being appraised by Thomas Lister's prior to finalising deeds. Due to be contracted by the end of December 2014. Works will start on site in January 2015.

Works Value: est. £140,211

ARCHITECT

Forshaw Greaves

Linden House

17A King Street

Newcastle, Staffordshire, ST5 1JF

CONTRACTOR

CJ Bayley

6 Adelaide Street

Stoke-on-Trent

ST6 2BD

1 William Clowes Street, Burslem – Washington & Riley

Washington & Riley have run an ironmongery business from this Victorian building since the early 1900s.



Town map – 1851. Showing the location of the building.

Scheme details - Roof repairs have enabled 90sqm of floor space to be brought back into use and the potential for one job to be created.

Works Value: £15,665

ARCHITECT

N/A.

CONTRACTOR

Stanway Property Maintenance

13 Sproston Road, Little Chell, Tunstall,

Stoke-on-Trent,

ST6 6NE

2 – 4 Swan Bank, Burslem

One of the historic and prominent ‘Eley Place’ buildings associated with the wealthy tea merchant John Eley, this property has been used by numerous retailers over the years.



Town map – 1851. Showing the location of the building.

SCHEME DETAILS - Architect Solutions have designed a programme, drawings and the Specification of Works for 2 - 4 Swan Square. A MYTENDERS procurement exercise has taken place to identify and appoint Michael Wilson & Sons Ltd as the successful contractor. Works are planned to start on site in December 2014. The project was approved with conditions by the BLBIS internal Approval Panel on 20th October 2014 – and is currently with the external approval panel prior to commencement on site.

Works Value: est. £110,229

ARCHITECT

Architect Solutions

Chartered Architects • Project Management

55 George Street, Newcastle under Lyme

ST5 1JU

CONTRACTOR

Michael Wilson & Sons Ltd.

Ainley Industrial Estate

Elland

HX5 9JP

72 Moorland Road, Burslem – Moorland Pottery

Originally known as the Chelsea Works after the firm that first produced pottery here, this Grade II listed building dates from around 1887. A number of potters have operated from this works, including one of the UK's most successful ceramic designers Susie Cooper, who operated at the Chelsea Works from 1930. A key building in the industrial heritage of Stoke-on-Trent, it is now home to Moorland Pottery.



SCHEME DETAILS – CTD Architects were procured through a MYTENDERS exercise and have finalised specifications, schedule of works and drawings for this listed building. The scheme is likely to involve extensive remedial work and fabric repair to the exterior of the building and some internal work whilst the current business operates. The tender for contractors was placed on mytenders with a closing date of 24 October 2014. The returned tenders (7 no.) were assessed and scored on 5 November 2014. The local approval panel has approved the scheme and it is now being appraised by Thomas Lister’s prior to finalising deeds. The project is planned to start spend in December 2014.

Works Value: £133,948

ARCHITECT

CTD Architects
Clerk Bank House
Clerk Bank
Leek, ST13 5HE.

CONTRACTOR

Midland Masonry
Sandyacre, Bletchley, Market Drayton,
Shropshire TF9 3RZ

Wycliffe Hall, Wycliffe Street, Burslem (Phase 1 & 2)

The Wycliffe Congregational Hall was opened in 1885. Built of red brick in the Gothic style, this former Methodist church, Sunday School and Mission Hall was derelict for a number of years. With the help of ERDF grant funding, the first phase of development saw the hall transformed into a community sports facility and climbing centre. The second phase will see further restoration of the building.



SCHEME DETAILS – Phase 1 complete ERDF Only – final sign off from architects has been received, which allows for the final payment of retention. This will facilitate potential progression to a second phase of works, which is being discussed with the owner.

Works Value: £225,574

BLOQ Architects have designed a programme, drawings and specifications of works for phase 2 of Wycliffe Hall. The project is currently being re-advertised on MYTENDERS to gain tenders for the work - it is planned to be contracted in QTR 4 2014 and on-site in QTR 1 2015.

ARCHITECT

Bloq Architects

22B Wilson Street
Thornaby
Stockton-On-Tees
Cleveland
TS17 7AR

CONTRACTOR

To be announced.

Swan Bank Methodist Mission, Burslem

The Wesleyan Methodist Sunday School buildings form part of the historic Wesleyan Chapel site, built in various stages from 1801 as local Methodism had grown from being a small group of miners in the 1740s to becoming the largest Methodist Society in Britain by the 1780s. The Sunday school buildings were erected in the 19th century.



Town map – 1851. Showing the site of the Wesleyan buildings.

SCHEME DETAILS – Detailed drawings have been produced by architects Hulme Upright appointed by the client for floor space improvements, restoration of historic fabric and creation of jobs. An advert has been placed on MYTENDERS to appoint a contractor to undertake the work in QTR 3 2014, tenders are due for evaluation. The scheme will be contracted in QTR 4 2014. Work will start on site once approval is gained in QTR 1 2015.

Works Value: est. £60,000

ARCHITECT

Hulme Upright.

Barclay House, 35 Whitworth St W,
Manchester M1 5NG

CONTRACTOR

To be announced.

74 Moorland Road, Burslem

Local accountancy firm Arthur G. Edwards & Co. currently operate from this 19th century building.



SCHEME DETAILS - A small project has been completed to repair a bowed gable wall overhanging adjacent pottery works. The building was in a poor condition and this small intervention has enabled the building to be brought back into use.

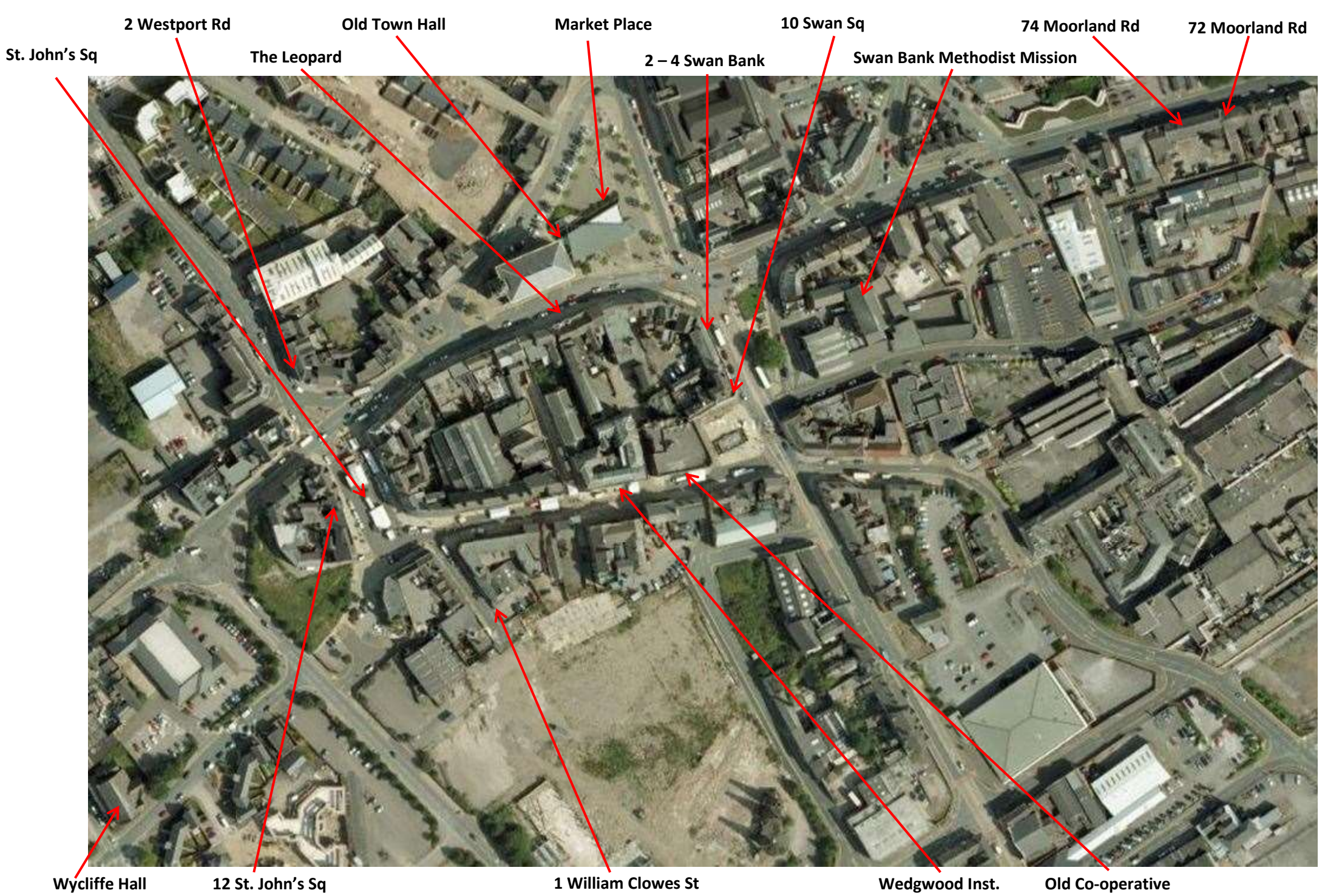
Works Value: £5,725

ARCHITECT

N/A

CONTRACTOR

Colin Muller, Burslem,
Stoke-on-Trent,
Staffordshire



Source: Google Satellite Maps & Google Maps Birds Eye View - accessed May 2014

Heritage Open Days – Burslem - 11th to 14th September 2014

Townscape Heritage Initiative officers, in partnership with Urban Vision and The Potteries Heritage Society, organised and co-ordinated Burslem Heritage Open Days for 2014. The public were invited to come to the events, learn about the town's rich heritage, gain access to interesting historic buildings, and learn about the work the HLF, ERDF, City Council and owner funded THI schemes have helped to make happen. Seventy-two visitors came to our events.

The Leopard Hotel Tours were a firm favourite, with nearly thirty people booking onto the three sessions that took place in the popular pub during the afternoon. The historic tours lasted for around forty minutes each. Andy Perkin from Urban Vision introduced the tours, outlining the building improvements made through THI - and then the guides took groups around the parts of the building that people don't normally have access to whilst talking about the building's origins, historic events that took place in the building, characters connected to the building – and some 'ghost stories' associated with the building. The groups were shown around the Victorian hotel rooms that have not been used since the 1950s - and they were shown the Georgian cellars and upper floors at the front of the building.

Virtually everyone came back from the tours with smiles on their faces and feedback ranged from enthusiastic enjoyment of the experience and the privilege of seeing normally inaccessible parts of the building, to a few complaints about the factual content of the tours (particularly the ghost story elements and props that had been left in the building).



Comments from the feedback forms included 'Most enjoyable', 'Excellent. I feel privileged to have had a chance to see it all' and 'The tour has whetted my appetite to find out more re the hotel and what Burslem would have looked like in the Georgian period and then in the later Victorian era - I would have liked some background written material perhaps in the future - many thanks'.

The Heritage of Retail in Burslem presentation by local historian Fred Hughes and urbanist Andy Perkin looked at: Burslem's retail history; its growth and decline; current regeneration strategies, including the highly successful THI initiative - and what the future of the historic town might bring.

Six people attended the presentation and were generally very positive about the content, delivery and enjoyment of the experience. Everyone engaged in the discussions about the town, what its problems might be, and how to potentially solve those problems.



One respondent suggested that the presentation was too static during the historic section of the talk but all in all it was very well received – Fred and Andy are considering offering the presentation to local councillors (one was in attendance) so that they are better informed about the town and its prospects – and lessons they can learn and apply to their own constituencies. Comments from the feedback forms included ‘A very positive experience!!’ and ‘The whole event – well structured’.

Lunatic Astronomy and the Wedgwood Institute – Urban Vision outlined THI work and involvement with the Wedgwood Institute and the Burslem School of Art by way of introduction. Then historian and presenter Andrew Lound, dressed in period costume and using an array of audio and visual techniques, considered the spectacular facade and history of Burslem's Wedgwood Institute, The Lunar Society, and Josiah Wedgwood's place in the industrial revolution, not only as an iconic potter, but as an innovator in other industries and as a problem solver in the developing science of astronomy.



Andrew's presentation gave context to the Wedgwood Institute and Burslem as a regional and national player in the Industrial Revolution and contributor to the sciences of the present. The presentation was interesting and informative. It included great detail - and it was brilliantly delivered. Response to Andrew's presentation was very enthusiastic. The audience of fourteen included some amateur historians who said that they had learned lots of new things about Josiah Wedgwood, the Wedgwood Institute and some of the Industrial Revolution's most prominent names, including James Watt, Matthew Boulton and Erasmus Darwin. Andrew spent quite a lot of time talking to interested audience members after the presentation. Feedback forms included comments like, 'Bravo! Brilliant!', 'More please', and 'An excellent presentation'. There were a couple of people who found the indoor location, in the busy Burslem School of Art foyer area, a little

distracting because people were coming and going – and the room echo made it difficult for some people to hear - but the location was felt to be appropriate due to its proximity to where Wedgwood lived and worked.

Kilnworx - during three of the Heritage Open Days owner Jin Sandhu gave a number of historic tours of Wycliffe Hall Methodist Church, the historic Victorian building in which his climbing centre is based. He gave an outline of the history of the building and showed twenty eight attendees the building work that the THI scheme made possible and areas of the building that are not normally open to the public. He also gave a free climbing lesson to attendees.



Feedback was generally very positive, with comments including, 'Brilliant overall, excellent host', 'All of it was good. Great climbing. Interesting information about building & history' and 'It's great to see an historic building being put to good use. Let's hope more can be done with other buildings locally. Enjoyed the climb too. Staff were exceptionally friendly and knowledgeable. Thanks to everyone involved. Well done'.

Evaluation

Burslem HODs 2014 were very successful in terms of positive feedback from attendees, what they learned about the heritage of Burslem, and the THI improved buildings they saw. The total cost of the programme was £1,950 plus VAT. Our method of evaluation was to ask attendees to score their experience from 1 to 5, from poor to excellent against the following criteria:

Please score the following from 1 (poor) to 5 (excellent)

- Host/Presenter
- Information/Subject knowledge
- Event organisation
- Overall experience

Attendees were also asked two open questions:

- What did you find most interesting?
- Any other comments?

The scoring and responses from the questions were recorded on sheets, all which can be seen over the next series of pages here. Some of the open question responses are quoted in the narrative above.

| Burslem HODs - Historic Tour of the Leopard Hotel - 11 Sep 2014 | | | | | | | | |
|---|----------------|-------------------------------|--------------------|--------------------|------------|---|--|--|
| | Host/Presenter | Information/Subject knowledge | Event organisation | Overall experience | Average | What did you find most interesting? | Any other comments? | |
| 1 | 1pm | 5 | 5 | 5 | 5 | 5.0 All of the tour! | | |
| 2 | 1pm | 4 | 4 | 4 | 4 | 4.0 Pity Leopard is so full of 'haunted' trash. | | |
| 3 | 1pm | 4 | 4 | 4 | 4 | 4.0 | Daylighting and electric lighting where available. Would enhance the tour (for heritage tours). | |
| 4 | 1pm | 5 | 5 | 5 | 5 | 5.0 The original state of the building. | Most enjoyable. | |
| 5 | 1pm | 2 | 3 | 4 | 4 | 3.3 Corridors in the old hotel absolutely fascinating. | Someone with actual true facts and more historical facts rather than the pushing of magical tours. | |
| 6 | 1pm | 3 | 3 | 4 | 4 | 3.5 Old hotel part of the building. | Good to see the building open. | |
| 7 | 2pm | 4 | 3 | 3 | 3 | 3.3 History of the hotel - and historic characters (Molly Lee) | After hearing so many tales about the Leopard I was slightly disappointed re-condition of the 'lost hotel'. | |
| 8 | 2pm | 5 | 5 | 5 | 5 | 5.0 The fact that it is still in its original state - making sure the town's more authentic. | Been trying to make this event over the last few years - made it today - better than I expected - Glad the building is being looked after. Thanks. | |
| 9 | 2pm | 4 | 4 | 4 | 4 | 4.0 The paintings in the restaurant were very interesting - also the bedrooms and cellars - hard to say which is best - all good! | Very atmospheric and interesting - a living museum, local history aspect very good. | |
| 10 | 2pm | 5 | 5 | 5 | 5 | 5.0 the tour was very interesting (loved it) - would come here again. | | |
| 11 | 2pm | 5 | 5 | 5 | 5 | 5.0 | | |
| 12 | 2pm | 5 | 5 | 5 | 5 | 5.0 | | |
| 13 | 2pm | 4 | 4 | 4 | 4 | 4.0 Realisation that this was meant to be the 'Savoy of the North'. | | |
| 14 | 2pm | 5 | 5 | 5 | 5 | 5.0 Everything. | I'd come again. | |
| 15 | 2pm | 5 | 5 | 5 | 5 | 5.0 The old hotel accommodation and the history of the hotel. | Excellent. I feel privileged to have had a chance to see it all. | |
| 16 | 2pm | 5 | 5 | 5 | 5 | 5.0 The old bedrooms and cellars | Really informative and interesting being behind the scenes of the old Leopard hotel. | |
| 17 | 2pm | 5 | 5 | 5 | 5 | 5.0 The room where the child size light appears. | I will come again. | |
| 18 | 3pm | 5 | 5 | 5 | 5 | 5.0 I felt that it was very special as not everyone can do this tour. | So glad some money has been put into this can't wait to see it next year. | |
| 19 | 3pm | 5 | 5 | 5 | 5 | 5.0 Guide's interpretation of the area explored. | Is there architects plan of the building? | |
| 20 | 3pm | 5 | 5 | 5 | 5 | 5.0 Found the old rooms fascinating. | Very impressed. Glad that torches were supplied. Would definitely recommend tour. | |
| 21 | 3pm | 5 | 5 | 5 | 3 | 4.5 Wonderful and bewildering set of rooms. Nooks and crannies on a huge scale. | I would have liked a view from the windows to give a sense of the orientation of the rooms. Probably too much ghostly stuff and rubbish lying around. | |
| 22 | 3pm | 5 | 5 | 5 | 5 | 5.0 The building was extremely interesting to see but made all the more enjoyable by the two hosts. | The tour has whetted my appetite to find out more re the hotel and what Burslem would have looked like in the Georgian period and then in the later Victorian era - I would have liked some background written material perhaps in the future - many thanks. | |
| | Ave | 4.5 | 4.5 | 4.6 | 4.5 | 4.6 Overall | | |
| | Ave | 3.8 | 4.0 | 4.3 | 4.3 | 4.1 1pm tour | | |
| | Ave | 4.8 | 4.8 | 4.8 | 4.8 | 4.8 2pm tour | | |
| | Ave | 5.0 | 5.0 | 5.0 | 4.6 | 4.9 3pm tour | | |

| Burslem HODs - Heritage of Retail in Burslem - 11 Sep 2014 | | | | | | | | |
|--|----------------|-------------------------------|--------------------|--------------------|------------|---|---|--|
| | Host/Presenter | Information/Subject knowledge | Event organisation | Overall experience | Average | What did you find most interesting? | Any other comments? | |
| 1 | 5 | 5 | 5 | 5 | 5 | 5.0 Fred's knowledge and fascinating talk. The whole event - well structured. | A very positive experience!! | |
| 2 | 4 | 4 | 3 | 3 | 3.5 | Walking around and considering the history and heritage. | A bit too much standing still - would have liked to tour around initially - as I don't know the town. | |
| 3 | 5 | 5 | 4 | 4 | 4.5 | Connections made between past and present future development. | Perhaps intro could have included small presentation of photos of development? | |
| 4 | 4 | 4 | 4 | 4 | 4.0 | | Too long with Fred outside Burslem School of Art - could be walking along talking about primary shop types. | |
| | Ave | 4.5 | 4.5 | 4.0 | 4.0 | 4.3 | | |

| Burslem HODs - Lunatic Astronomy and the Wedgwood Institute - 11 Sep 2014 | | | | | | |
|---|----------------|-------------------------------|--------------------|--------------------|------------|--|
| | Host/Presenter | Information/Subject knowledge | Event organisation | Overall experience | Average | |
| 1 | 5 | 5 | 5 | 5 | 5.0 | What did you find most interesting? Wedgwood's involvement outside of pottery. Age of knowledge with multi mirror telescope only able to be built 200 years later |
| 2 | 5 | 5 | 5 | 5 | 5.0 | Learning about the society's influence on history and how it still exists today. Wedgwood was amazing. |
| 3 | 5 | 5 | 5 | 4 | 4.8 | The involvement of Josiah Wedgwood and his influence on our lives today. |
| 4 | 5 | 5 | 5 | 5 | 5.0 | Only able to attend one, which was superb. |
| 5 | 5 | 5 | 5 | 5 | 5.0 | It was all extremely informative. |
| 6 | 5 | 5 | 5 | 5 | 5.0 | All of it - fascinating. |
| 7 | 5 | 5 | 5 | 5 | 5.0 | |
| 8 | 5 | 5 | 5 | 5 | 5.0 | Fascinating to hear connections across such a wide range of topics, tied together with astronomy. |
| 9 | 5 | 5 | 5 | 5 | 5.0 | The amount of knowledge acquired. |
| 10 | 5 | 5 | 5 | 5 | 5.0 | All of it. |
| 11 | 5 | 5 | 5 | 5 | 5.0 | The way all the members of the Lunatic Society interacted, and the link to astronomy. This was the first talk I have heard on the subject. |
| Ave | 5.0 | 5.0 | 5.0 | 4.9 | 5.0 | |
| | | | | | | Any other comments? Excellent - thanks you! But ashame people working/walking about - distracting Fascinating. Most enjoyable. Excellent delivery. Thanks. The room was too echo-y, making the speaker's voice too loud. Also, the constant banging of doors was very distracting. Noise level almost painful. More please. An excellent presentation. Bravo! Brilliant!! Would be good to see a follow up talk. |

| Burslem HODs - Kilnworx - 11 to 13 Sep 2014 | | | | | | |
|---|----------------|-------------------------------|--------------------|--------------------|------------|---|
| | Host/Presenter | Information/Subject knowledge | Event organisation | Overall experience | Average | |
| 1 | Thu | 5 | 5 | 5 | 5.0 | Everything |
| 2 | Thu | 5 | 5 | 4 | 4.8 | Dates of building and previous use |
| 3 | Thu | 5 | 4 | 5 | 4.8 | The fact that I could do it more easily than I thought and they let me have an extra go. |
| 4 | Thu | 5 | 5 | 5 | 5.0 | The facts about the building. |
| 5 | Thu | 5 | 5 | 5 | 5.0 | Loved to hear about how the old building had catered for ventilation, heating, etc. |
| 6 | Thu | 5 | 5 | 5 | 5.0 | Fantastic old building - not possible to single one thing out! |
| 7 | Thu | 5 | 5 | 4 | 4.8 | Wonderful building, good to see it being put to great use. |
| 8 | Fri | 5 | 5 | 5 | 5.0 | The climbing. :-) [Smily face] |
| 9 | Fri | 5 | 5 | 5 | 5.0 | History of the building and current use. |
| 10 | Sat | 5 | 5 | 5 | 5.0 | Great with young children. Friendly staff. Very safe. |
| 11 | Sat | 5 | 5 | 5 | 5.0 | Very helpful staff, patient with young kids. Very safe. |
| 12 | Sat | 5 | 5 | 5 | 5.0 | All of it was good. Great climbing. Interesting information about building & history. |
| 13 | Sat | 5 | 5 | 4 | 4.8 | All. |
| 14 | Sat | 5 | 5 | 4 | 4.8 | Watching the kids enjoy themselves. |
| 15 | Sat | 5 | 4 | 4 | 4.5 | New things to climb. |
| 16 | Sat | 5 | 4 | 5 | 4.8 | Climbing the big one. |
| 17 | Sat | 5 | 5 | 5 | 5.0 | Climbing. |
| 18 | Sat | 5 | 5 | 5 | 5.0 | Climbing both walls. |
| 19 | Sat | 5 | 5 | 4 | 4.3 | |
| 20 | Sat | 4 | 5 | 4 | 4.3 | |
| 21 | Sat | | 3 | 4 | 4.0 | Revisiting the building & seeing how it had changed over a year. |
| 22 | Sat | 5 | 5 | 5 | 5.0 | Climbing obviously. |
| 23 | Sat | 5 | 5 | 5 | 5.0 | Climbing. |
| 25 | Sat | | | 5 | 5.0 | Climbing. |
| 26 | Sat | 5 | 5 | 5 | 5.0 | |
| 27 | Sat | 4 | | | 4.0 | Kids learning new skills. |
| 28 | Sat | 5 | 5 | 5 | 5.0 | |
| Ave | 5.0 | 4.8 | 4.7 | 4.8 | 4.8 | Overall |
| Ave | 5.0 | 4.9 | 4.9 | 4.9 | 4.9 | Thursday session. |
| Ave | 5.0 | 5.0 | 5.0 | 5.0 | 4.9 | Friday session. |
| Ave | 4.9 | 4.8 | 4.6 | 4.8 | 4.7 | Saturday session. |
| | | | | | | Any other comments? :-) [Smily face] Just a bit more info on whether booking was needed to avoid too many turning up at the same time and being unable to do activity (Answers and comments by 9-year-old girl) Great overall experience. It's great to see an historic building being put to good use. Let's hope more can be done with other buildings locally. Enjoyed the climb too. Staff were exceptionally friendly and knowledgeable. Thanks to everyone involved. Well done. As above. Fantastic & friendly staff. Very informal staff/tour. Thanks Jin! :-) [Smily face] Great place, great fun for kids. Friendly staff. Super, would recommend to friends. Great fun for kids. Thank you very much. Very enjoyable. Had to wait a bit. Thank you. :-) [Smily face] I had to wait a long time, but I loved the climbing! We had to wait quite a while, but I think that was because it was very busy. So proud that I got to the top!! It was scary. Brilliant overall, excellent host. |

| Burslem HODs - Evaluation Summary | | | | | | |
|--|----------------------|-----------------------|--------------------------------------|---------------------------|---------------------------|----------------|
| | | Host/Presenter | Information/Subject knowledge | Event organisation | Overall experience | Average |
| Heritage of Retail | <i>Thu - 10am</i> | 4.5 | 4.5 | 4.0 | 4.0 | 4.3 |
| Tour of Leopard Hotel | <i>Thu - 1pm</i> | 3.8 | 4.0 | 4.3 | 4.3 | 4.1 |
| Tour of Leopard Hotel | <i>Thu - 2pm</i> | 4.8 | 4.8 | 4.8 | 4.8 | 4.8 |
| Tour of Leopard Hotel | <i>Thu - 3pm</i> | 5.0 | 5.0 | 5.0 | 4.6 | 4.9 |
| Lunatic Astronomy | <i>Fri - 10:30am</i> | 5.0 | 5.0 | 5.0 | 4.9 | 5.0 |
| Kilnworx | <i>Thu - 1pm-5pm</i> | 5.0 | 4.9 | 4.9 | 4.9 | 4.9 |
| Kilnworx | <i>Fri - 1pm-5pm</i> | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 |
| Kilnworx | <i>Sat - 1pm-5pm</i> | 4.9 | 4.8 | 4.6 | 4.8 | 4.8 |
| Ave | | 4.8 | 4.7 | 4.7 | 4.7 | 4.7 |

Conclusions

We were generally very pleased with the responses to our Heritage Open Day events, both directly with audiences on the day, and when reviewing their feedback. 64 out of 72 attendees took the time to give us feedback on one of our pro-formas and the comments, as you can see from the sheets above, are almost unanimously positive. The overall score came out at 4.7 out of a possible 5, nothing individually scored less than 4.1 - and the responses to our open questions has given us valuable things to think about next time. There was something we could have improved upon for each event.

The events that were organised for the week days would probably have been better attended if they had been in the evening or at the weekend – so we should have had a fuller programme that spanned over the weekend days.

The Heritage of Retail event faced a little criticism because we did not see as much of the town as some people wanted to see. We can improve on this by making the presentation more of a walk or a tour next time. The content was excellently delivered and thought provoking.

Our Leopard tours were criticised by some for their historic content not being entirely accurate, the fact that some ghost stories were included in a heritage tour, and the fact that there were props from other kinds of tours still in the building for the event. If we hold this event again it would probably benefit from ensuring that the tour guides had more of a heritage background. However, most people were very happy with this tour and lots actually enjoyed the 'non-heritage' side – the majority feeling that they had seen something special – and something they would not normally have access to.

The Lunatic Astronomy event was very well received by all but there were criticisms made about the place we chose to show it. There was quite an echo in the foyer of the Burslem School of Art and

some attendees found it difficult to hear. With this being the foyer there were also people going in and out of offices and disturbing the presentation slightly. This all said – the setting was befitting of the grand and detailed presentation about these men of the Enlightenment and the subject matter of the presentation (the Wedgwood Institute) was always in view. The presenter was very knowledgeable about science, innovative figures of the time – and he weaved his narrative into the history of Burslem and the Wedgwood Institute very well.

The events at Kilnworx were criticised for not being as organised some thought they should be because the person doing the tour of the building was often busy on the climbing side of the offer. A timetable for the tours would probably have helped make things run more smoothly and prevented people waiting around for the tour. But those who attended the building tours had generally good praise for its content and delivery and those who did the climb all enjoyed the opportunity.

Next year for HODs we will aim to offer a wider set of activities. Additionally we will aim to offer the heritage skills building activities we are obliged to deliver as part of the programme.

heritage open days

Burslem
heritage open days
THURSDAY FRIDAY SATURDAY
11-13 Sept 2014

Kilnworx Climbing Centre
Thursday 11 September: 1pm - 5pm
Friday 12 September: 1pm - 5pm
Saturday 13 September: 1pm - 5pm
Visit one of the most innovative and imaginative reuses for a historic building in the Potteries. Based in the former Wycliffe Hall, the centre has over 105 climbing routes, a traversing wall and abseiling stations. Kilnworx is offering visitors the chance to climb for free on each of the three afternoons at the centre in Wycliffe Street, Burslem, ST6 3ET.
No booking required.
For more information: www.kilnworx.org

Heritage of Retail in Burslem
Thursday 11 September: 10am - 11.30am
Join historian and columnist Fred Hughes, and urbanist Andy Perkin, to consider the past and future of retail in Burslem. We will look into the past of key buildings in Burslem town centre, explore the ways in which they are being sensitively restored and consider what the future holds for the town in competition with big retail centres and the internet. Meet outside Burslem School of Art, Queen Street, ST6 3EJ
The event is free but places are limited. To book contact Andy Perkin on 01782 819067 or email secretary@potteries.org.uk

Lunatic Astronomy and the Wedgwood Institute
Friday 12 September: 10:30am
The Lunar Society was one of the most influential groups in the 18th century, no aspect of science and industry was overlooked at their monthly dinner parties. Andrew Lound considers the Wedgwood Institute facade and tells the story of the Lunar Society's interests in astronomy. A dramatic presentation beautifully illustrated and accompanied by music and presented with 18th century flair! Meet outside Burslem School of Art, Queen Street, ST6 3EJ.
The event is free but places are limited. To book contact Andy Mackay on 01782 232522 or email andy.mackay@stoke.gov.uk

Historic Tour of the Leopard Hotel
Thursday 11 September:
Tours at 1pm, 2pm and 3pm
Discover the secrets behind one of Burslem's most characteristic, historic and famous buildings with connections to Brindley, Wedgwood and Darwin. Take a behind-the-scenes historic tour of the hotel that once had ambitions of being 'The Savoy of the North'. Meet at the Leopard Hotel, 21 Market Place, ST6 3AA.
The event is free but places are limited to 15 people per tour, over 18's only. To book contact Andy Mackay on 01782 232522 or email andy.mackay@stoke.gov.uk

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urbanvision
Potteries Heritage Society

See Potteries Heritage Society website article at http://www.potteries.org.uk/Burslem_HODs



THI skills building event

Lichfield Council visit – September 10th 2014

Officers from Lichfield City Council (Alison Richards and Maxine Turley), who are currently considering putting together an application for a THI programme, requested a visit to Burslem to learn about our THI programme.

A full day programme (see below) was put together for them by the Burslem Building Improvement Scheme team, which included a history of our activities within the THI programme, from our past and current THI projects - and onto potential future projects.

Regeneration Manager Julian Read met Lichfield's officers and gave a detailed presentation that considered aspects of applying for and running a THI programme: successes and failures; what the funders would be looking for in an application; the chronological process of a scheme of work; procurement; judging tenders; submitting multiple-funded project claims; eligible and non-eligible works; working with owners, architects and contractors; programme advocacy and marketing (including Heritage Open Days); working with other local authority departments; management and team structure; reporting mechanisms for HLF, ERDF and the local authority; consulting the public; evidence, audit and risks.

The officers were then given a detailed historic tour of the Burslem conservation area and shown dozens of improved properties and the general improvements these and public realm works have made to the townscape – both as a result of the THI programme. Julian's commentary included descriptions of schemes that had gone smoothly, those that had been more difficult, some that had not happened for various reasons, and some that are in the pipeline. He also discussed the increase of floor-space brought back into use, reduction in vacant retail and business units, improvements to the historic fabric of the town, and the increase in confidence that all of these improvements has fostered.

Julian then hosted a detailed Q&A session with the officers. They had many questions about many aspects of the scheme, which Julian duly gave responses to.

The officers were issued with a pack containing former THI successes, current THI progress documents, advocacy, information and marketing materials, web and events information.

The visitors said that they thought that Stoke-on-Trent was 'ahead of the game' in terms of experience, number of schemes facilitated/undertaken and general visible success. They even made comments, based on visits to other towns and cities, about our THI achievements surpassing what other places had done with their THI programmes.

The officers really made use of the Q&A session, taking many notes. They said that the visit had been of great value and that they had many new things to consider as they prepare to make a THI bid and run a programme in Lichfield.

See programme schedule below:

Lichfield Visit – September 10th 2014

Burslem THI programme

Welcome

Intro – look at past – boards? THI2 evaluation doc – New programme and progress doc

-

Tour - key (C = Complete / CIP = Contracted and In Progress / ID = project still in discussion)

School of Art (C) – Orangery and masonry work

Wedgwood Institute (ID)

15 St. John's (ID) - Bull's Head (C) - 12 St. John's Square (IP) – St. John's Square Public Realm (IP)

Queen's Chambers (C)

Liberal Club (C)

Town Hall and Market Place Public Realm (ID)

Leopard (C)

2-4 Swan Bank (ID) - 10 Swan Square (ID) - Swan Pub (C) – Swan Bank Methodist Mission (C – second phase ID)

1 Waterloo Road and Nile Street shops (C)

1 Queen Street (C)

Co-op (IP)

Back to School of Art – Q&A