



THE PRINCE'S
REGENERATION TRUST

Middleport Pottery

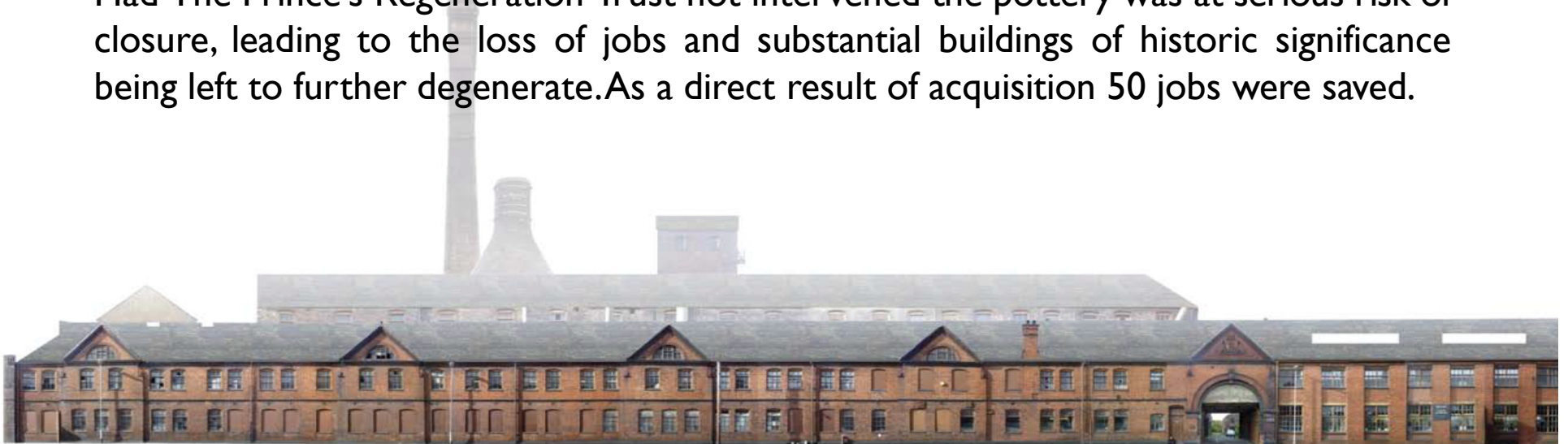


Middleport and PRT

The Prince's Regeneration Trust acquired the Middleport Pottery site in June 2011. The site houses the last working Victorian pottery in the country, which produces world renowned Burleigh pottery. The pottery business is run by Denby Pottery Ltd, which acquired it in July 2010.

The Prince's Regeneration Trust is undertaking a £9 million project to regenerate the Grade II* listed buildings, which are nearly 125 years old, and it has leased approximately half of the site back to Denby Pottery for pottery production.

Had The Prince's Regeneration Trust not intervened the pottery was at serious risk of closure, leading to the loss of jobs and substantial buildings of historic significance being left to further degenerate. As a direct result of acquisition 50 jobs were saved.



Regeneration

- 50 local jobs at the Middleport Pottery have been saved and a further 50 sustainable jobs will be created on site.
- Production of Burleighware has and will continue to grow – 20 new staff have already been taken on.
- New workshop units for creative industries will be created for new and expanding business in Burslem and the wider area.
- Increase visitor numbers to the site from 8,000 per annum to 30,000. This will bolster the local economy and create additional jobs.
- Training for the local community will be available to ensure craft skills is sustainable.



Conservation & Restoration

- Repair and restore the Grade II* listed buildings and preserve its character.
- Catalogue and present ceramic collection, historic machinery, archives and the 19,000 historic mould collection.
- One of the finest remaining examples of a bottle kiln will be conserved and re-used.
- Middleport's history will be interpreted and presented for visitors to enjoy.



New uses for space

The pottery production will be consolidated into approximately 50% of the site; the remaining (currently unused) space will be converted into attractive accommodation for:

Workspace:

Workshops

Office space

Visitor Destination:

Heritage displays

Café

Function room

Gallery

Activity space

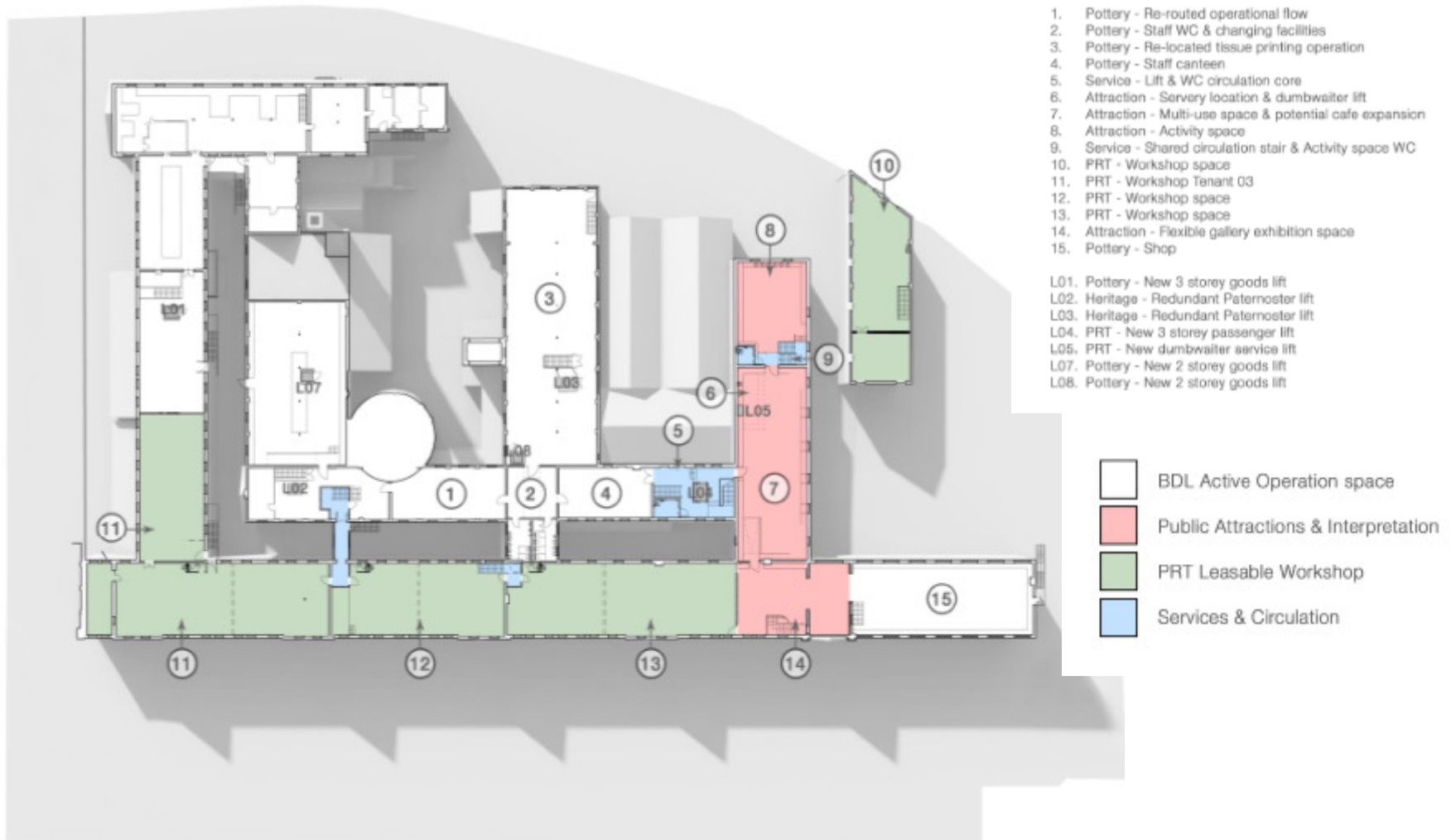
Two floor shop



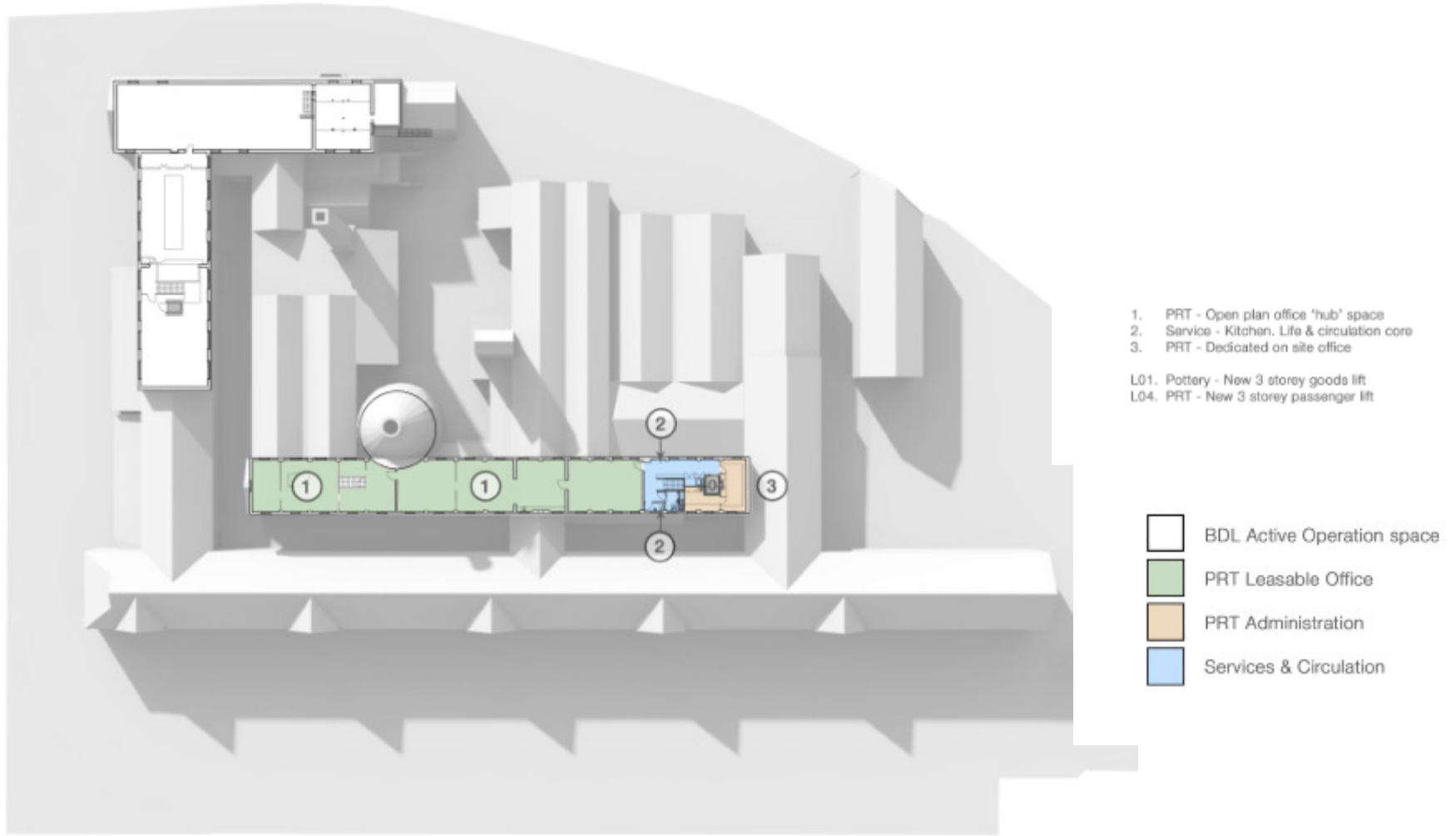
Space allocation – Ground floor



Space allocation – 1st floor



Space allocation – 2nd floor



Visitor tour – Ground floor



Visitor tour – 1st floor

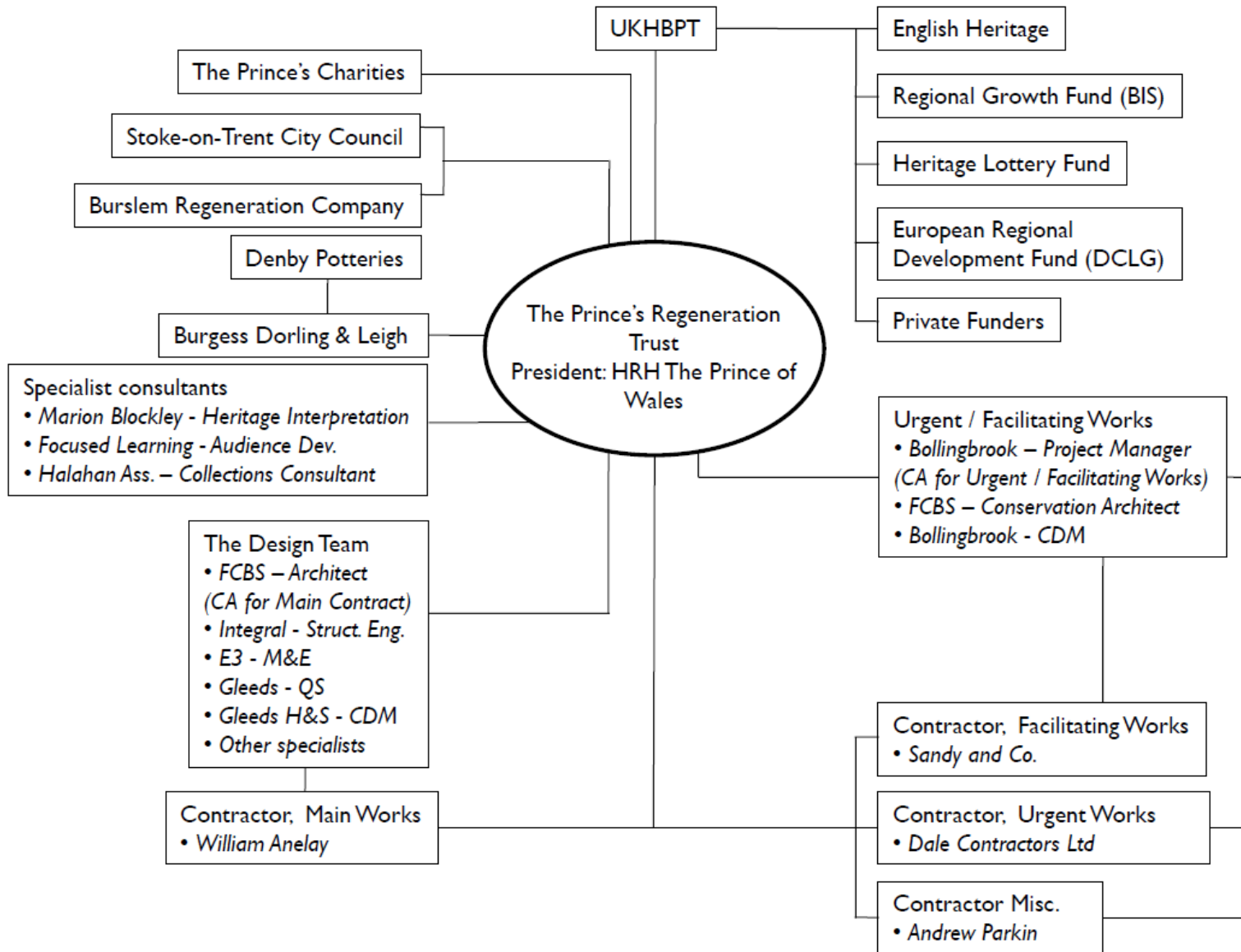


Progress to date

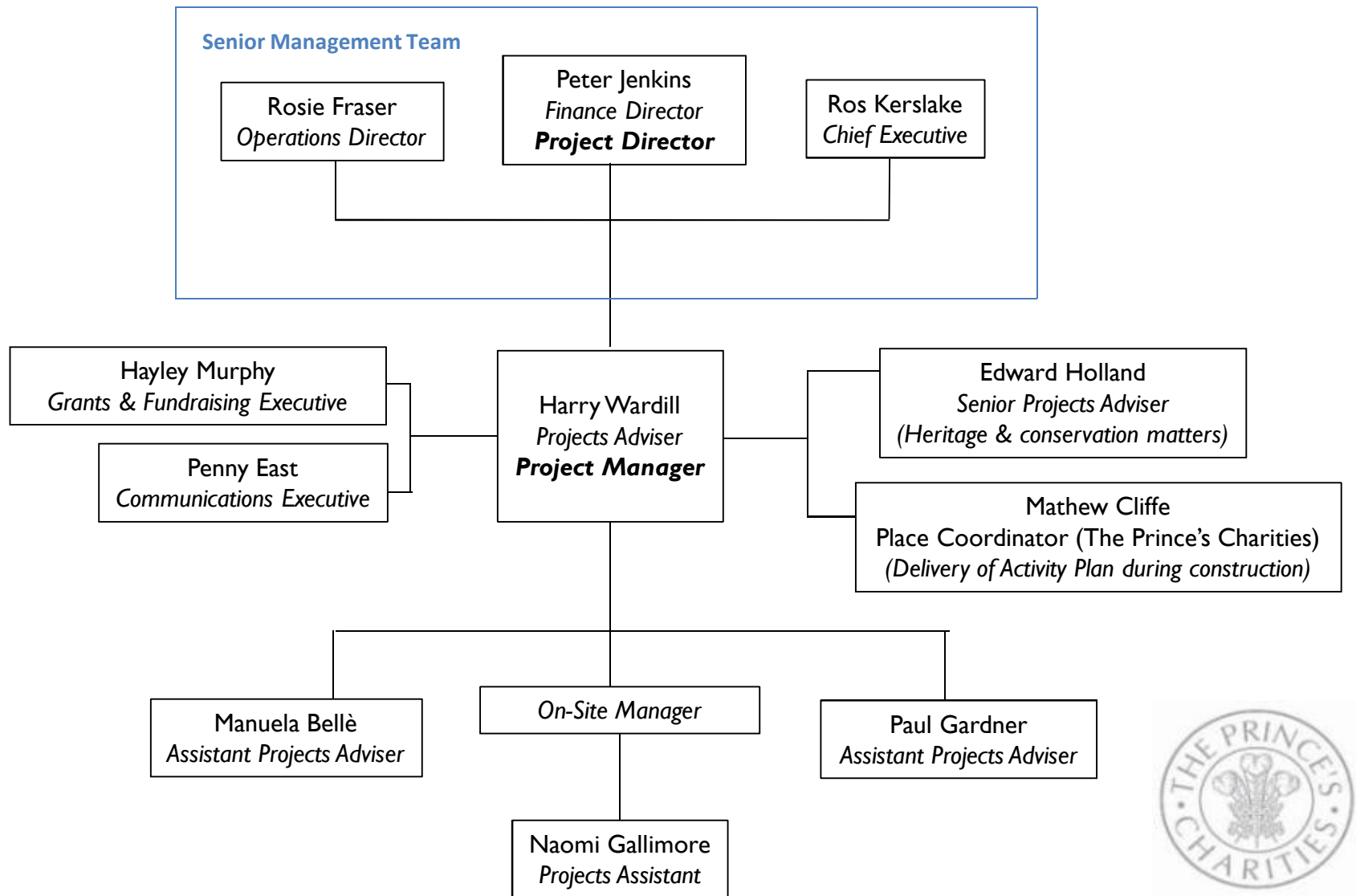
- Design Team – Feilden Clegg Bradley Studios selected September 2011.
- Facilitating Works (Old Packing House) completed March 2012 .
- HLF funding confirmed July 2012 .
- Planning permission granted July 2012.
- Urgent Works, chimney repairs and asbestos removal completed August 2012.
- Main works contractor, William Anelay, selected September 2012.
- ERDF funding confirmed September 2012.
- Main works scheduled began mid-October 2012. Completion scheduled for Spring 2014.



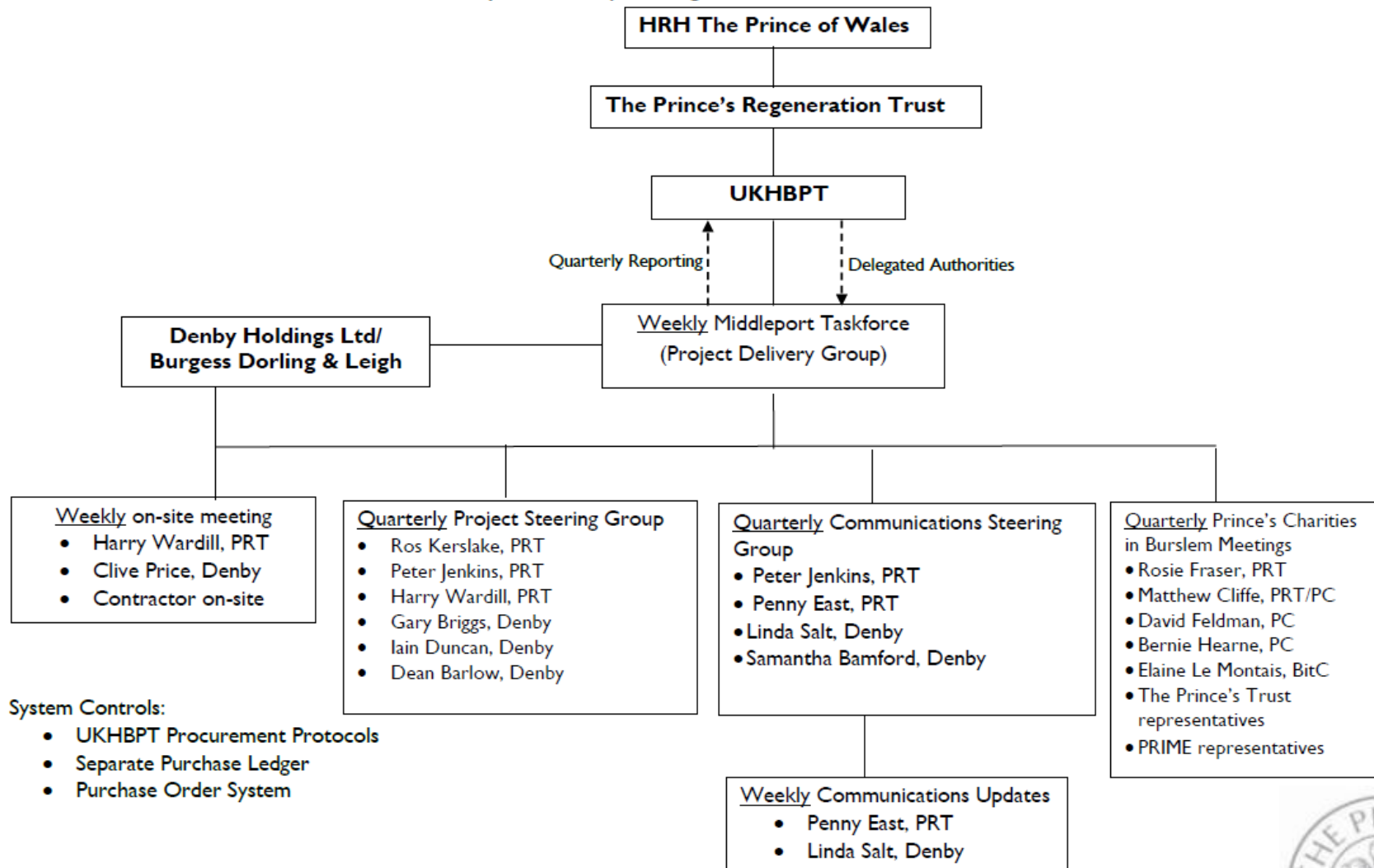
Relationships



Project management



Management controls



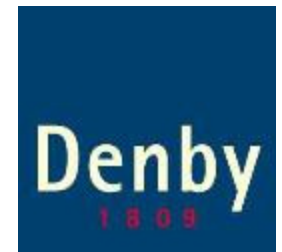
Costs Summary

	Total £000	To date £000	O/S £000
Main works	4,614	250	4,364
Old Packing House	121	121	0
Urgent Works	485	433	52
Fees	650	500	150
Purchase	471	471	0
Heritage interpretation	625	69	556
Other	400	80	320
BDL Costs	900	-	900
Contribution to staff costs	675	245	430
Contribution to revenue items	58	-	58
	<u>9,000</u>	<u>2,170</u>	<u>6,830</u>



Funding summary

	Total £000	To date £000	O/S £000
Regional Growth Fund	1,700	119	1,581
ERDF	1,159	-	1,159
HLF	1,568	107	1,461
English Heritage	1,197	541	656
BDL	900	-	900
Private donors & trusts	2,475	1,600	875
	9,000	2,367	6,633



Community engagement

- **Providing Informal Learning Opportunities:** Holding workshops based on traditional skills at Middleport (i.e. tissue printing), multi faith events to encourage dialogue between communities, encourage creativity on-site by facilitating classes for local residents, changing exhibition programme showing local artists.
- **Working with Schools, Colleges & Universities:** Primary and Secondary School Partnerships – providing workshops to encourage greater understanding of ‘The Potteries’ and value of ceramics to their community. Working with universities to support higher level opportunities e.g. Collaborative Doctoral Award with University of Keele, ‘Smart-Ap’ with University of Staffordshire.
- **Providing Training :** ‘Get into Construction’, Apprenticeships, Contractor Training, ‘Get into ceramics’, NVQ Qualifications.
- **Providing Volunteer Opportunities:** Working with University of Keele, University of Staffordshire and North Staffordshire Volunteer Centres to provide experience and training to students and unemployed residents of Stoke-on-Trent enhancing employability, confidence and skills.



Activities and Events to date

- National Volunteering Action Day Give and Gain, 18th May 2012 .
- Middleport Pottery Open Evening with Feilden Clegg Bradley Studios, 24th May 2012.
- Etruria Jubilee Canal Festival 2nd and 3rd June 2012.
- Burslem Park Reopening 23rd June 2012.
- Seddon One Day Challenge August 2012, with Business in the Community (BITC).
- Skills Academy Steering Group September 2012.
- Heritage Open Days, 8th/9th September 2012.



Press

The Sentinel

Prince Charles paves way to transform town

Thursday, January 05, 2012

OPINION
 Tristram Hunt PERSONALLY SPEAKING
Prince's investment made me question my old assumptions

A vital helping hand for traditional potters

Victoria Moore visits Britain's last working Victorian pottery, saved from ruin by an £8.5 million restoration project

Pride, dignity, civic self-worth – these are the Victorian values we rediscovered as a nation this summer and they seem to be breathing through the red bricks of Middlesbrough pottery as it rises in splendour from the grey suburbs of its Midlands home.

The pottery was one of the first to be purpose-designed. Created by the architect Alcockson Reade-Wood, who had previously worked on ecclesiastical buildings, it was a local reaction to the time: raw, stark then a century after it was built, it's one of the most old-fashioned: each piece made here passes through 20 pairs of skilled hands. Some of these quarters though, the last working Victorian pottery in Britain is in last shape: desks smirking through floors contoured with dry rot, leaking roofs, a beautiful building on the point of ruin. A piece not just of our past, but of a potential future too, sliding towards a wall.

Enter the Prince's Regeneration Trust, which in June 2011 took the unprecedented step of raising funds and buying the place. Then, on October 1, an £8.5 million restoration project will begin.

"There's no doubt that without it we'd have had to raze it out," says Jessica Bonkerfield, a tall, lean 32-year-old, who grew up two streets away from the pottery and now manages its website. "Whether or not the business should have survived is debatable."

Jessie was originally trained as a mechanic, but after a nasty accident with a glass door which almost severed her right hand when she was 21, she ended up spending time around the workshops in the pottery – and is now an amateur historian who knows more than

anyone about its history, craft, machinery and decoration patterns. Among its many riches, Middlesbrough boasts the largest collection of historic moulds in Europe – more than 17,000 of them, dating back 150 years.

"The Victorians had a jig or put for just about everything, and we've kept every single design," says Jerome. "We still use a lot of them now. Just not always for the purpose intended." Oh, really? "Yes, they made a lot of hospital wear, such as bleeding cups. There's not much call for toothbrush now, but we use that mould to make bread bins. A local carpenter makes a wooden lid – the Americans love them, they like big items. And our cookie jars were originally Jewish jars."

Not quite the silverware you'd want to have in your kitchen as you reached for a chocolate chip, but still. The mould designs are copied by hand. It's highly specialised work – not that the self-effacing mould-maker John Machin, who's been at Middlesbrough for 30 years, would let you say that.

He first records the item for a cast, sculpting it from a lump of plaster on a wheel, a process that might take two days for a simple jug, or a week for a teapot, with each part – spout, body, handle – modelled separately. And what happens if you make a slip near the end?

"Well, you start again," he says lightly. Traditionally, this job has required a seven-year apprenticeship, so the prospect of taking new people prepared to learn the skills is daunting. But the new investment will ensure they are passed on. It means Middlesbrough will continue to



Precious skills: a master of work (top), and moulder John Machin at Stoke's Middlesbrough pottery

offer almost 70 (month) workers a refuge from the cold centres of Stoke-on-Trent, turning out some 5,000 pieces of museum-quality

consider the fact that each one is very slightly different. How does Middlesbrough house where



Prince Charles talks with Hand Dipper Christopher Kiff in the glazing department.



The Prince of Wales tries his hand at transferring with a little coaching from Transferer Bridget Dix, watched by entrepreneur John Caudwell, Ros Kerlake, Chief Executive of The Prince's Regeneration Trust and Tim Johnston of English Heritage.

Prince's charities in talks over Burslem regeneration

to match up the scale of the stock on the state of the site, or to they deserve.



TYCOON HELPS SAVE POTTERY



John Caudwell, a man in a suit, smiling.

Working with The Prince's Charities in Burslem

- Community Workshop with The Prince's Foundation for Building Community, January 2012.
- National Volunteering Action Day Give and Gain, 18th May 2012 and Seddon One Day Challenge, August 2012 with BitC.
- Winter Lecture Series with BitC.
- Traditional Building Skills with The Prince's Foundation for Building Community.
- "Get into Construction" with The Prince's Trust, January/February 2013.
- Community Workshop with The Prince's School of Traditional Arts.
- Wedgwood Institute with PRIME.



Burslem regeneration

Implementing the 'Place Strategy' as piloted in Burnley, bringing together the works of the charities to combine with and build on existing and new locally-led initiatives to make Burslem (and the wider city beyond) a better place.

Programme is to be needs-led and not simply replicate what was done in Burnley, initial plans include:

- Working with the community and local authority to improve the built environment and public realm (following a Prince's Foundation for Building Community workshop).
- Linking the Army with The Prince's Trust to provide alternative development programmes for young people, especially those not in employment, education or training.
- Liaising with local authority Troubled Families team to look for opportunities to support and supplement their project and link our networks together
- With BitC Business Connector and local Chamber of Commerce enhance the business environment.

