



EAST STAFFORDSHIRE BOROUGH COUNCIL

REPORT COVER SHEET

Title of Report:	Regeneration of Old Bass House Concept Proposal	To be marked with an 'X' by Democratic Services after report has been presented
Meeting of:	Corporate Management Team 16 August 2023	X
	Pre Cabinet 25 August 2023	X
	Leader's / Leader of the Opposition's Advisory Group 31 August 2023 & 6 September 2023	X
	Council 25 September 2023	
	Scrutiny Regeneration, Development and Market Hall Committee TBC	



Is this an Executive Decision:	NO	Is this a Key Decision:	NO
Is this in the Forward Plan:	YES	Is the Report Confidential: If so, please state relevant paragraph from Schedule 12A LGA 1972:	NO Yes – Appendix 1 3 – Information relating to the financial or business affairs of any particular person (including the authority holding that information).

Essential Signatories:

ALL REPORTS MUST BE IN THE NAME OF A HEAD OF SERVICE

Monitoring Officer: **John Teasdale**

Date Signature

Interim Chief Finance Officer: **Lisa Turner**

Date Signature

**OPEN
AGENDA**

EAST STAFFORDSHIRE BOROUGH COUNCIL

Report to Council

Date: **25 September 2023**

REPORT TITLE: **Regeneration of Old Bass House Concept Proposal**

PORTFOLIO: **Regeneration and Development**

HEAD OF SERVICE: **Thomas Deery**

CONTACT OFFICER: **Kelly Kerr-Delworth** **Ext. No. x1625**

WARD(S) AFFECTED: **Burton upon Trent**

1. Purpose of the Report

- 1.1 To set out the concept for the regeneration of Old Bass House in Burton upon Trent as outlined within the Burton Brewing Heritage Centre Feasibility Study (Appendix 1).
- 1.2 To put forward the recommendations from the feasibility study, including using the study as the basis to inform future funding bids including potential Levelling Up Fund 3 (LUF 3) funding and Heritage Lottery Fund bid.

3. Background

- 3.1 East Staffordshire Borough Council was successful in its bid to secure Towns Fund money in 2021. The bid involved regenerating the Former Molson Coors Site on the High Street in Burton upon Trent. There are three Grade 2 listed buildings on the site: The Water Tower, Old Bass House and Town House. The Water Tower use was approved for a visitor centre and these plans have progressed in line with what was expected from central Government. The proposal for Town House was to be converted into a heritage centre. The plans for Old Bass House were not developed at this stage, with the proposal being to bring a disused building back to life. As such, the regeneration of Bass House was originally planned for Phase 2 of the project, to be progressed in line with funding opportunities. The whole site is to be developed into a destination,

offering a range of complementary activities for people from both within and outside of the Town to enjoy, opening up the river to the rest of the High Street and complementing the Washlands Enhancement Project.

- 3.2 Following this, in October 2022, the National Brewery Centre in Burton upon Trent closed. In response to this, the Council began developing options for incorporating the brewing collection (including archives) into the High Street regeneration project.
- 3.3. As part of the development of the Towns Fund programme and proposal to incorporate the brewing collection into the High Street project, in Spring 2023 ESBC commissioned Amion Consulting's Visitor and Leisure Team to undertake a feasibility study to explore options for a modern and immersive brewing experience based within Bass House.

4 Contribution to Corporate Priorities

- 4.1 This report contributes towards the Corporate Plan targets of PH04 and RAD12.

5 Burton Brewing Heritage Centre

- 5.1 Amion consulting has extensive experience of undertaking feasibility studies into work similar to this. However, it is their view that this is a unique and incredibly exciting opportunity to re-position Burton upon Trent at the international heart of brewing, past, present and future. Amion often works with destinations to help them find a unique identity or something for which they can become recognised. It is rare that they are able to work in a destination that is already famous for something so internationally important and enjoyed as brewing. The full report provides case studies, market supply and demand data, income and expenditure, a suggested operating model and so should therefore be closely referenced alongside this covering report.
- 5.2 Amion's report is clear; Museums and heritage centres struggle to operate sustainably. The study estimates that only between 10 and 12 museums and heritage centres in the UK that attract over 50,000 visits and operate on a truly financially independent basis. It asserts that opening another heritage centre in the same style as the one that has closed would almost certainly struggle and fail again.
- 5.3 The vision outlined in Amion's report is for a Reimagined Brewing Centre - a new destination, based around Bass House, that will offer Burton residents, visitors to the town, brewing professionals and those with an interest in brewing, a unique opportunity to experience, enjoy and learn about brewing in the very best place in the world to do it; a genuinely ground-breaking opportunity.
- 5.4 In their view, the riverside destination, connected to the town centre and the Market Hall along the enhanced Washlands or High Street, could become one of the region's best-known destinations, offering a mix of attractions and experiences. It will add a new dimension to the town's Ale Trail, linking the site

with the town's existing real ale pubs and bars, creating a focal point for celebrating the town's history in this area.

5.5 Amion outlines the key strengths of Burton upon Trent upon which the emerging concept will have strong foundations:

- 5.4.1 The catchment market is very significant with around **13m people living within 90 minutes and over 4m international and domestic tourists staying in the region**. This presents an excellent opportunity for a proposition with wide appeal.
- 5.4.2 Bass House is a listed building of keen public interest; using the previous headquarters of the Bass Empire as the home for the new development gives it kudos and another draw for people to visit the new centre.
- 5.4.3 Being part of the wider development on the High Street site will draw people to the attraction including Staffordshire Wildlife Trust's Visitor Centre and the Water Tower.
- 5.4.4 Alongside this, the University of Nottingham's International Centre for Brewing Science and the brewing skills, past and present, which are held by residents and workers in the town, are an exceptional skills and knowledge base (Amion has held talks with the University who have expressed an interest in being involved in the development, reintroducing a Higher Education component to the Towns Fund).

5.5 The new concept has four key elements:

- 5.5.1 **Burton Beer Hall**; a new Beer Hall, a vibrant, social, professionally operated beer hall on the ground floor of Bass House. It would operate the main bar plus the 'Talent Tap' selling beers from emerging new brewers.
- 5.5.2 **Brewing Enterprise Centre (BEC)**; A launchpad and development space that will provide graduates from the University, aspiring new brewers and hobbyists with modern/state of the art facilities and support to begin brewing or to hone and develop their skills. The Burton Beer Hall's Talent Tap will provide them with a retail environment to showcase their brews and gain exposure for their brand. The relationship with the Burton Beer Hall operator will offer access to bottling and off-site distribution services. BEC will invite brewers of international repute to come for 'Brewer in Residence' stints. The Burton brand, combined with the opportunity to brew with 'the real' Burton water, will make this a prestigious and appealing opportunity.
- 5.5.3 **The National Brewery Collection**: The National Brewery Collection will provide a unique backdrop to the Burton Beer Hall and Bass House will become its new home. Robust and appropriate objects from the collection will be used to create atmosphere on the ground floor and will ensure that all customers are immersed in the town's heritage narrative. The upper floor of Bass House will provide a new exhibition space and accessible

storage for the collection. The archives will provide a ‘live library’ of recipes to inspire brewers at BEC, all of which could be made to be free to access.

- 5.5.4 **Beer Garden (Public Realm);** A beer garden will become a new vibrant public realm space, managed by the Burton Beer Hall operator and offering street food vans from local traders and live music, from spring through to autumn.
- 5.6 The referenced names and terms above are simply used for describing the concept and are not necessarily the eventual descriptors for the project.
- 5.7 The proposed next steps for this project are as follows:
- 5.7.1 A further site visit is taking place between BHB Architects (the commissioned architects for the High Street Project), Amion and an interested brewery (acting in an advisory capacity) to discuss the spatial implications of the concept. After the visit, BHB Architects will provide updated spatial plans for the site, reflecting the concept set out in this report and the detail in the appendix [now included at the back of Appendix 1].
- 5.7.2 Amion will provide an updated financial model for Bass House and the BEC, based on the spatial plans and further input from the brewing sector advisors. The feasibility study will be updated to include this additional information and will be issued as the final Concept and Business Model report [now updated at Appendix 1].
- 5.7.3 Amion suggest that this project will present a very strong case for LUF 3 funding (**if the criteria have not changed materially from the previous rounds**). Amion therefore suggest that ESBC considers using their report as a basis for a LUF 3 funding application which is expected to be in early autumn of this year.
- 5.7.4 The relationship with the commercial brewer/operator will need to be considered at this stage and the procurement route will need to set out in any funding applications. This is something that would be explored if Council approves the proposed concept for this project.
- 5.7.5 It is suggested that further work also needs to be done to secure the long term ownership of the National Brewery Collection and to make sure that there is proper provision for its future. This concept, if approved, will provide space for much of it although not all of it – similar to the existing provision at the former National Brewery Centre. More work is also needed to determine whether the National Brewery Heritage Trust wants to take ownership of the collection and whether this is the right direction for the collection and the Trust. This is a specialist area of work and Amion recommend that suitably qualified support is brought it to oversee this project. This is something that would be explored in partnership with the Trust and Molson Coors, who remain the owner of the majority of the collection.

6 Financial Considerations

This section has been approved by the following member of the Financial Management Unit: Anya Murray

- 6.1 There are no financial issues arising from this Report. At this stage, Members are asked to consider the feasibility study and proposed concept for the project. If Council approves the concept, further work will be done on developing a business case, which would be financed from the existing project budget, in preparation for the delivery of Project D outcomes, Phase 1.

7 Risk Assessment and Management

- 7.1 The main risks to this Report and the Council achieving its objectives are as follows:

7.2 Positive (Opportunities/Benefits):

- 7.2.1 The creation of a visitor attraction to Burton upon Trent that is unrivalled elsewhere in the UK, with the potential to significantly increase visitor numbers to both East Staffordshire Borough and Staffordshire County.
- 7.2.2 Significantly increased town centre footfall in Burton upon Trent high street and the adjoining Washlands
- 7.2.3 Bringing a disused building back into public use
- 7.2.4 Providing a key, central component of the wider Towns Fund High Street Linkages project creating the 'destination Burton upon Trent' brand

7.3 Negative (Threats):

- 7.3.1 Potential impact to the Council's reputation if the concept fails
- 7.3.2 Unsuccessful funding bid results in the project not progressing.
- 7.4 At this time, the risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

8 Legal Considerations

*This section has been approved by the following member of the Legal Team:
Glen McCusker – Locum Solicitor*

- 8.2 There are no significant legal issues arising from this Report,
- 8.3 Any further development of this concept would be subject to the appropriate procurement and contract regulations.

9 Equalities and Health

- 9.2 **Equality impacts:** The subject of this Report is not a policy, strategy, function or service that is new or being revised. An equality and health impact assessment is not required at this time.
- 9.3 **Health impacts:** The outcome of the health screening question does not require a full Health Impact Assessment to be completed. An equality and health impact assessment is not required at this time.

10 Data Protection Implications – Data Protection Impact Assessment (DPIA)

- 10.1 A DPIA must be completed where there are plans to:
 - use systematic and extensive profiling with significant effects;
 - process special category or criminal offence data on a large scale; or
 - systematically monitor publicly accessible places on a large scale
 - use new technologies;
 - use profiling or special category data to decide on access to services;
 - profile individuals on a large scale;
 - process biometric data;
 - process genetic data;
 - match data or combine datasets from different sources;
 - collect personal data from a source other than the individual without providing them with a privacy notice ('invisible processing');
 - track individuals' location or behaviour;
 - profile children or target marketing or online services at them; or
 - process data that might endanger the individual's physical health or safety in the event of a security breach
- 10.2 Following consideration of the above, there are no Data Protection implications arising from this report which would require a DPIA.

11 Human Rights

- 11.2 There are no Human Rights issues arising from this Report.

- ## **12 Sustainability (including climate change and change adaptation measures)**
- 12.2 Does the proposal result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures) N/A

13 Recommendations

- 13.2 To approve the Burton Brewing Heritage Centre concept, as described in Appendix 1, to be further developed into a business case for potential external funding, including possible LUF3 funding and Heritage Lottery Fund (HLF) bid.

14 Background Papers

- 14.1 Market Hall Outline Business Case

15 Appendices

- 15.2 Appendix 1: Burton Brewing Heritage Centre Interim Report July 2023
(PRIVATE)