

FOREWORD

Burton upon Trent, historic brewing town, has a resilient, better and brighter future ahead.

At the heart of the National Forest and a key crossing point of the River Trent, with extensive washlands, it borders the West and East Midlands. Burton has developed as a strong logistics centre thanks to its key position on the A38/A50 intersection connecting the M1 and M6. Two key breweries (Molson Coors and Marston's) continue to invest elements of their national and European operations in the town, whilst Unilever has recently expanded the production base from Marmite to Mustard, as part of national restructuring.

We are proud of our town industry and heritage and see its natural attributes as vital foundations for inclusive growth; bringing real benefit for our communities, workers and to the wider region and UK. It is home to four national centres: football (St George's Park); the National Forest; National Brewery Centre; and the nearby National Memorial Arboretum. These are landmarks that bring National and International interest to the town. We want to grow our hidden heritage as tourism and utilise our position near the River Trent and in the National Forest.

But we are not without our challenges. Many of our residents face difficulties around accessing higher skills levels and getting in, around and out of Burton is problematic. This affects well-being and life choices. Anecdotally, businesses also report skills gaps restraining growth and the town has low levels of entrepreneurship. Our town is also growing quickly with new sustainable urban extensions to the West and South of Burton.

With the support of Government, we want to ensure that Burton is resilient, better and brighter for everyone. We want the town to be a place where residents can fulfill their aspirations, where people choose to live and come to visit and where businesses can invest and grow due to improved connectivity and new skills provision. Our Burton Town Investment Plan seeks to achieve this. Working with residents, stakeholders and a wide range of partners, supported by a continuous process of engagement; we have identified a programme of investment that can make a real difference to: restitching Burton (linking the forest, town and Washlands); repurposing, revealing and realising our hidden heritage; easier, safer and more active routes into town; more visitors and more often; and advancing and broadening skills horizons creating routes to prosperity.

We have an opportunity to make Burton a better place to live, work, and invest in. It's time to work together to forge a brighter future we all want to see.



Ben Robinson MBE

Chair of the Burton upon Trent
Town Deal Board



Photograph of the existing Ferry Bridge across the River Trent at the south of the town. Project F proposes a new cycle and footbridge at a more sustainable height level than the Ferry Bridge.

EXECUTIVE SUMMARY

This is a once in a generation vision to deliver a Resilient, Better, Brighter Burton.

Built on the entrepreneurial spirit of the great brewing families, Burton once produced one in every four pints of beer sold in Britain, and was home to the world's largest brewery. It has a proud brewing history, yet remains synonymous with it and continues to employ thousands either directly involved in brewing or through the supply chain. With this prosperity came the development of historic assets – a heritage that has become hidden as the town has grown and expanded.

The characteristics that created the environment for Burton to thrive in the 19th Century are also the basis of the key strengths that the town now enjoys. Its central location and strong core transport links have enabled it to develop as a key logistics and distribution hub and gateway between the East and West Midlands linked to key North/South road and rail corridors. These strong natural foundations provide a solid base to level up the town as place to live, a place to visit, and a place to invest in.

Before these ambitions can be realised, it is essential to recognise that the legacy of the town's successes are also the source of its current challenges. A significant area of traditional housing stock associated with brewery heritage combines with a mixed fabric of development over the last century which has resulted in a town which lacks effective and coherent connectivity, fails to create high quality education and skills outcomes, and struggles to capitalise on its critical natural assets and heritage.

Recognising these challenges, the Burton Regeneration Strategy was adopted in 2019, with three key themes, and these provide the basis of our investment plan ambitions:



BY THE RIVER

Providing raw materials and connectivity, the River Trent has played a pivotal role in the development of the Town, but since then the town has failed to exploit the green & blue lung – and has literally and figuratively turned its back on the river.

Our ambitious proposals once again look to exploit the River Trent and the Washlands area to be the catalyst of change in the 21st Century. The proposals seek to re-stitch the town centre to the river, making it an attractive location to visit, to live and do business.



IN THE FOREST

Burton is the largest settlement in the National Forest, and is designated as its “Capital”. Burton has a key role in enabling local communities to easily access and enjoy green spaces, including opportunities to extend the access network, create new green infrastructure, and links to urban blue and green spaces. These proposals seek to integrate the town, the National Forest, and the Washlands.



IN THE REGION

Burton is the capital of the National Forest, the home the National Brewery Centre, the home of the England Football Teams national training centre at St George's Park, and the closest town to the National Memorial Arboretum. Burton has a pivotal regional position between Birmingham, Derby, Stoke on Trent and A38 and the A50 transecting the M1 and the M6. It lies at the heart of HS2 development and central to the new free-port and freight hubs. These are formidable opportunities, and these proposals seek to capitalise on Burton's unique position in the Region.

EXECUTIVE SUMMARY

Developing these three key themes, the TIP develops five strategic objectives in response to challenges Burton faces which this proposal boldly and innovatively seeks to address:



Connectivity

Poor Connectivity underplays the town's key attractions, and congestion and poor air quality are a barrier to key economic and health outcomes. As well as seeking to improve traffic flow, these proposals provide green routes from a major urban development to link with the town centre and seek to reduce vehicular traffic through a significantly improved walking and cycling network, whilst providing greater east-west connectivity links across the river, and re-stitching and reconnecting the town centre with the river.



Enterprise & Skills

Whilst Burton is fortunate to have many jobs & low rates of worklessness, jobs growth has stagnated and the residential labour force is overrepresented in lower skilled / lower paid occupations. A skills shortfall in Burton means the resident working population is underrepresented in higher paid/skilled and a clear link to deprivation exists. These proposals seek to significantly enhance University education in the town through the creation of a new hub, but also significantly bolster the further education provision in both Health & Social Care, and Digital, Creative and Data Science Technology Engineering Arts and Mathematics. The proposals also seek to consolidate three key County Council services into a single premise at the town centre Market Hall – focusing on enterprise and skills whilst also delivering new footfall closer to the retail centre of town.



River Trent

Burton upon Trent has historically capitalised on the River Trent for its raw materials and transport capabilities, but has failed to develop this critical resource as an attraction or as an amenity. The town not only turns its back on the river and the Washlands, but unintentionally creates a barrier to it. These proposals aim to re-focus the town in the direction of the River Trent and the Washlands by creating the environment to “break through” from the town centre to the river, creating a more dynamic tourism attraction.



Hidden Heritage

Burton's history as a market town and the country's brewing capital has shaped the town through its buildings, infrastructure and wider townscape. As the focus of the town became retail orientated through the 20th century, this heritage has become overshadowed or lost. These proposals seek to revitalise and protect the Market Hall, the Brewhouse and also the historically significant Trent & Mersey Canal, as well as opening up the opportunities of Burton's wider heritage.



Capital of the National Forest

The Forest presents the opportunity to maximise access to green spaces (country parks and local nature reserves) offering opportunities to get involved in order to increase understanding and enjoyment of the natural environment, while also valuing the contribution it makes to their health and wellbeing. These proposals seek to integrate the town, the National Forest, and the Washlands.

EXECUTIVE SUMMARY

Through 8 key interventions, the Town Deal Board will seek to level up and deliver a Resilient, Better, Brighter Burton:

University Learning Hub



An intervention that expands the university's current presence at the local hospital by creating a new Regional Learning Centre within the existing Brewhouse Arts Centre

TIP Funding Request: £2,000,000
BCR Score: 6.7

High Street Linkages



This intervention will take the first steps towards enabling the realisation of the new High Street masterplan, focusing on enhancing the area around the existing library site and Andressey Passage, looking at how to connect the riverside to the High Street

TIP Funding Request: £3,000,000
BCR Score: 2.7

Library & Enterprise Hub (Market Hall)



The creation of a public services and enterprise hub at the beautiful Market Hall building, bringing key services together in a prominent town centre location, driving footfall around the Market Place area and beyond

TIP Funding Request: £7,300,000
BCR Score: 2.2

New Pedestrian & Cycle Crossing over the River Trent



A new walking and cycling bridge that connects the Stapenhill Hollows and surrounding residential areas to the town centre at the redeveloped library and Garden of Remembrance, overlooking the enhanced Washlands central area

TIP Funding Request: £7,500,000
BCR Score: 2.7

Trent and Mersey Canal Towpath Improvements



The improvement of the walking and cycling path between the major development at Branston Locks and the town centre through the Shobnall Playing Fields area

TIP Funding Request: £525,000
BCR Score: 2.1

Cycle Network Enhancements



The implementation of the Local Cycling and Walking Infrastructure Plan for Burton, making significant improvements to the cycle network in and around the town

TIP Funding Request: £1,425,000
BCR Score: 2.9

College Specialist Education Offer



The creation of two new specialist facilities at Burton and South Derbyshire College; a Health & Social Care Realistic Environment and Digital, Creative and Data STEAM Hub

TIP Funding Request: £3,100,000
BCR Score: 3.9

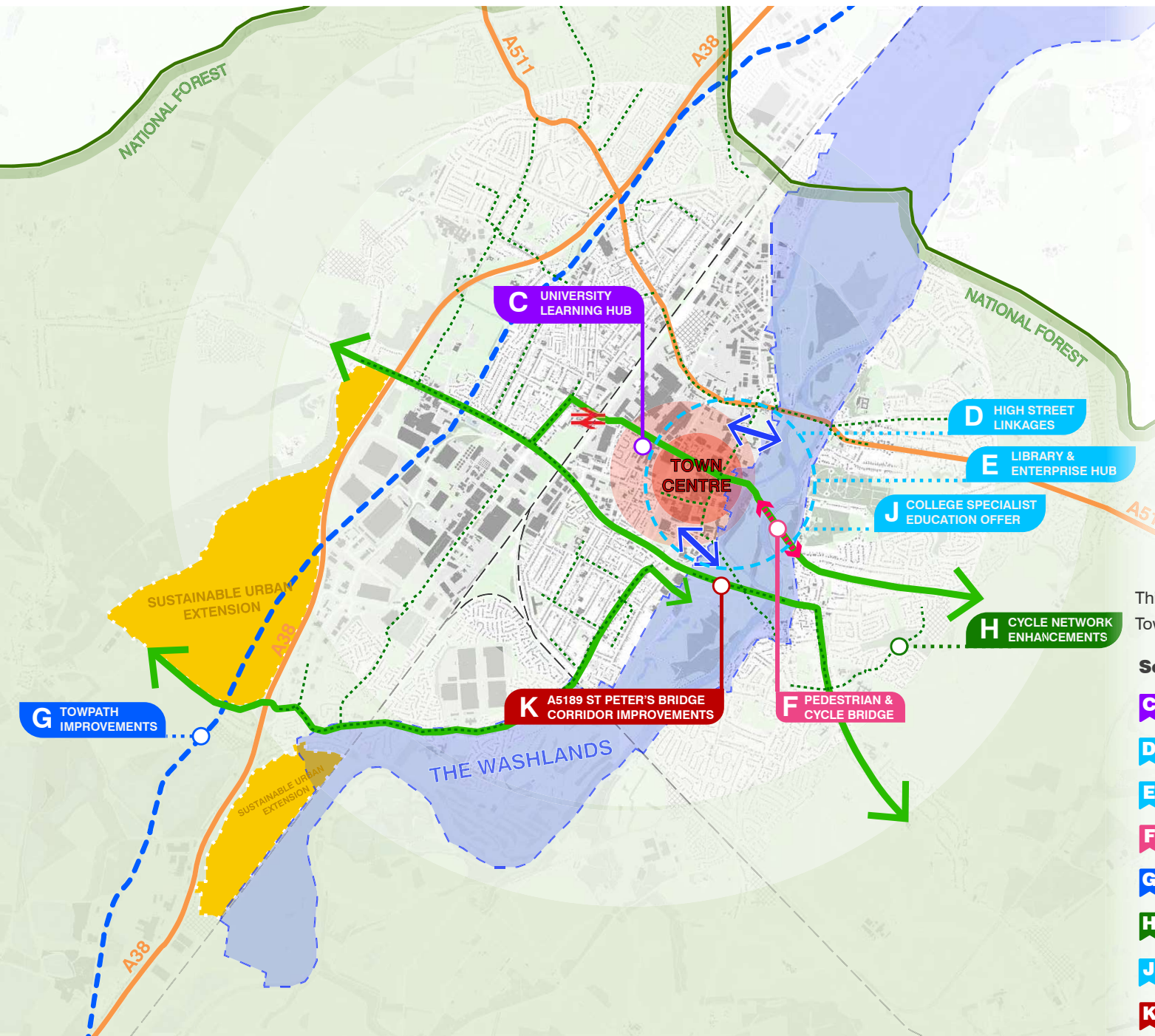
A5189 St Peter's Bridge Corridor Improvements Phase 1



The development of a new traffic model for Burton and creation of detailed designs looking at how St Peters Bridge could be improved in the future to alleviate significant congestion at a major gateway to the town

TIP Funding Request: £150,000

These form to create an ambitious plan, and an ambitious vision for Burton. Its delivery will result in a transformed town centre integrating the enhanced riverside into the High Street. It will see active travel supported and facilitated across a stronger walking and cycling network. It will meet local educational hopes through specialist learning environments and new Higher Education. It presents the greatest opportunity for Burton since the investment of the original breweries. Our ask of the Towns Fund is £25 million, which will truly level up Burton for the future.



These interventions will benefit over 70,000 residents directly and generate: £26.03 million in additional GVA; £40.75 million in Social Return on Investment; £4.7 million in Land Value Uplift; £2.07 million in transport benefits. We estimate these interventions will return £3 in additional benefits for every £1 of Towns Fund investment.

This is a geographical overview of the 8 proposed Town Investment Plan interventions.

Selected Town Funds Projects

- C** University Learning Hub
- D** High Street Linkages
- E** Library & Enterprise Hub (Market Hall)
- F** New Pedestrian & Cycle Crossing over the River Trent
- G** Trent and Mersey Canal Towpath Improvements
- H** Cycle Network Enhancements
- J** College Specialist Education Offer
- K** A5189 St Peter's Bridge Corridor Improvements Phase 1