

Welcome

Burton upon Trent is a historic and diverse town nestled on the banks of the River Trent. The largest in the National Forest, it boasts a rich tapestry of culture, industry, and community. It is recognised globally as the capital of brewing, its heritage is deeply intertwined with the art and science of brewing, shaping its identity and economy for centuries. Beyond its iconic breweries, the town has much more to offer, a vibrant hub of commerce, innovation, and opportunity, with a diverse array of businesses, educational institutions, and recreational amenities on its doorstep appealing to both residents and visitors.

Burton upon Trent is home to the glorious and wild Washlands, uniquely located within walking distance of the town centre, surrounded by significant heritage assets. The High Street Project, part of the Council's Towns Fund programme, will seek to enhance this historic character to create a centre which is a key attractor for visitors, residents and businesses.




You can keep up to date on progress of the High Street Project by visiting our website:

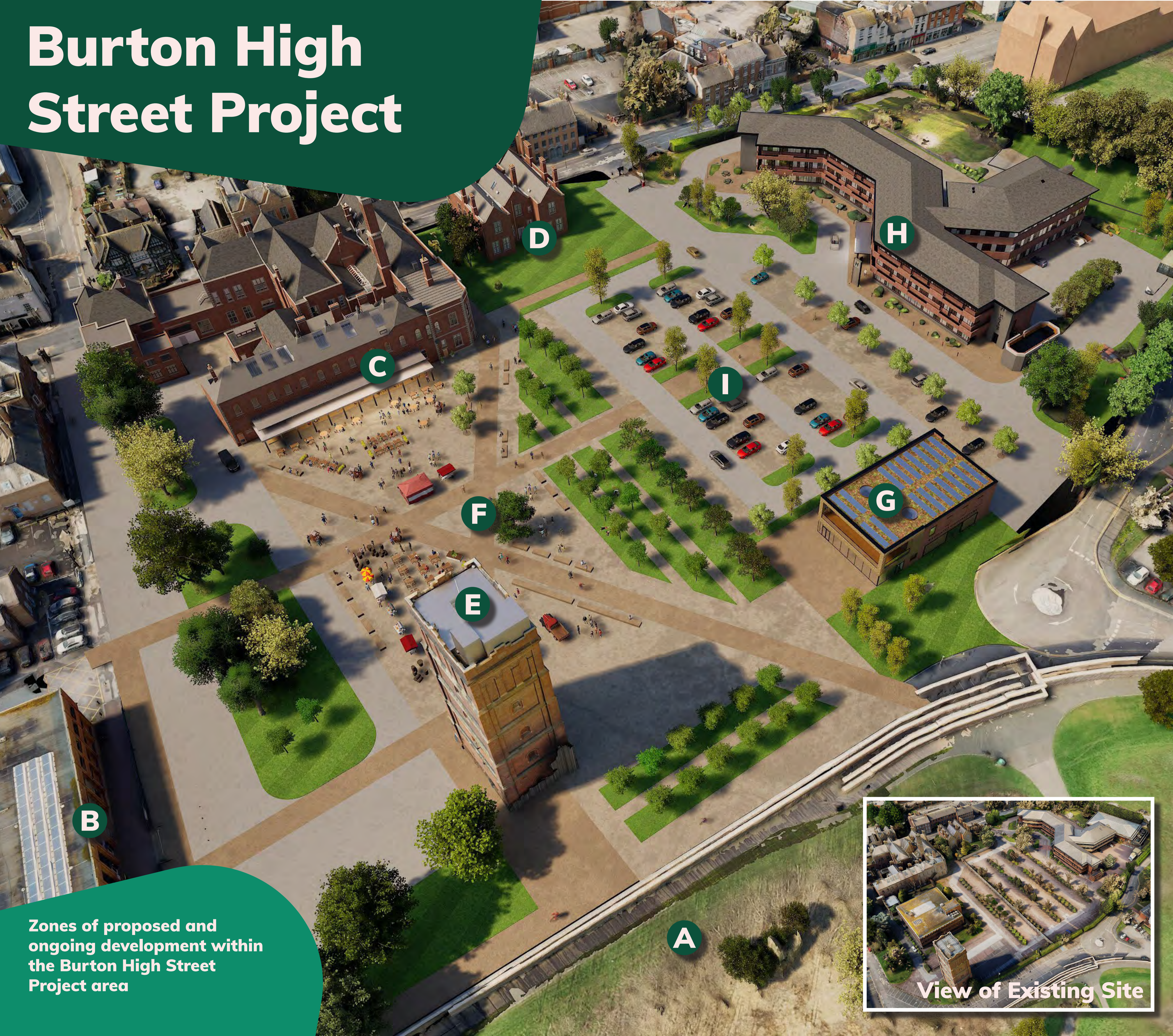
www.eaststaffsbc.gov.uk/high-street-project



Tips for opening panoramas with a QR Code:

- Scan the QR code with the camera of your smartphone or tablet and open web browser when prompted.
- Ensure your device's screen rotation is unlocked to view in landscape mode.
- Turn on an AR-like mode using your device's motion sensors by clicking the  icon.

Burton High Street Project



Zones of proposed and ongoing development within the Burton High Street Project area

A Washlands

Enhancement project with upgraded play area and new wetlands

B Library

Repurposing the ground floor of the library into a vibrant, multi-purpose, accessible and inclusive space. Managed by Staffordshire County Council.

C Bass House

Previous Bass Brewery HQ refurbished as a Brewing Heritage & Social History Experience, along with incorporating the National Brewery Heritage Archive.

D Town House

Sensitive refurbishment to a range of potential future uses.

E Water Tower

Conservation of the heritage asset to create interactive experiences of its previous use or as an observation experience, with the coordination of an access point at a later stage.

F Events Plaza

Central community event space opening up and connecting the surrounding buildings, designed to serve a vibrant mix of potential uses for socialising and hosting events and festivals.

G Washlands Visitor Centre

Washlands Visitor Centre supported by the Staffordshire Wildlife Trust. Providing exhibition, teaching and café facilities.

H Carling House

Conversion into hotel use, a sustainable approach to urban regeneration, which adapts to contemporary needs.

I Car Parking

Reconfiguration of existing car parking to ensure the wider site is well served.



Use the QR above to view a series of linked panoramic views on your iOS or Android device

Burton High Street Project

The Principles of the Burton High Street Project

- Preserve and enhance significant brewing heritage assets, including Bass House, the Water Tower, and Town House
- Create a vibrant, mixed-use destination that celebrates Burton's brewing and town legacy
- Establish a new public plaza as a focal point for community gatherings and events
- Improve connectivity between the town centre, site, and washlands
- Introduce new amenities, including a hotel and visitor attractions
- Enhance public access to and appreciation of historic brewery buildings



Burton High Street Project

Washlands

Principles of the Washlands Enhancement Project

The Washlands is an extensive and unique piece of natural land that follows the river through to the heart of Burton upon Trent and is the first in this exciting line of developments to regenerate the town.

The enhancement project will improve the balance of the regular flooding of the area with the need for public access and recreation, whilst promoting nature conservation and a more environmentally sustainable approach to green space management.

Visitors can expect a welcoming environment, which is healthy, safe and secure, for family and friends to enjoy recreational time together.

The wetland area will be a wildlife haven where nature can thrive, featuring wildflowers, swales and ponds, marginal and aquatic planting.

Enhancements include a flagship play area using natural play principles timber equipment, in keeping with Burton upon Trent's status as the capital of the National Forest.

The Washlands Enhancements are currently underway.



Burton High Street Project

Bass House

Repurposed as a Brewing Heritage & Social History Experience



Burton High Street Project



Bass House Reimagined

The former Head Office of the Bass Brewery. Refurbished as a new immersive Brewing Heritage and Social History experience, incorporating the National Brewery Heritage Archive. .

The proposed interventions for Bass House represent a careful and considered approach to adapting this significant heritage asset for contemporary use whilst preserving its historic character. The scheme aims to enhance the building's relationship with the new public plaza and improve its internal functionality, all while respecting its architectural integrity.

Further information on the brewing heritage and social history experience is provided on Sarnier's boards.

Pano-Path 2



Use the QR above to view a series of Panoramic views on your iOS or Android device