



# The National Museum of Brewing and Burton upon Trent Heritage Centre

## High Street Museum Project

## Vision Statement

December 2022 - Version 1.0

# A truly National Museum of Brewing, celebrating the industrious history of Burton upon Trent and beyond - a place of living heritage

## 1. Bringing the museum out of the museum

- ⇒ **WIDER CONNECTIVITY** with the town through exhibitions
- ⇒ Linking with **OTHER CULTURAL PLACES**
- ⇒ Extending and **JOINING THE MUSEUM BUILDINGS**



## 2. Creating an immersive experience

- ⇒ Using **TECHNOLOGY** to recreate days of old
- ⇒ Integrating **SOUNDS, SMELLS AND TASTES** through events
- ⇒ **REFRESHING DISPLAYS** and exhibitions to encourage repeat visits



## 3. Showcasing the stories of people from Burton upon Trent

- ⇒ Celebrating **BURTON UPON TRENT'S HERITAGE** throughout the museum
- ⇒ Remembering Burton upon Trent **THROUGH THE WARS**
- ⇒ Sharing the people of Burton upon Trent through **COMMUNITY EXHIBITS**





# What is the concept?

- ⇒ To create a modern, national museum that brings together and celebrates the heritage of Burton upon Trent and the wider history of brewing both in the town and beyond.
- ⇒ To establish something that is 'living', continually evolving to showcase different historic moments from the town and able to better join itself with the cultural history of Burton upon Trent, in place and people.
- ⇒ To incorporate technology to help visitors truly experience the Burton upon Trent of the past through virtual and real simulation activities, becoming an interactive display of the town's history.
- ⇒ To celebrate the people of Burton upon Trent through community led initiatives and exhibitions, bringing people's memories and history to life.



Image: Rear of Old Bass House





# How will this be achieved?

Through working with local historians (Heritage Working Group), communities and Trusts (including the National Brewery Heritage Trust) in order to create something for Burton upon Trent that is led by the communities that reside in the town.

By bringing together local knowledge and industry experts to further design and develop the concept for a modern museum that can showcase both the local heritage as well as the national.

In exploring wider funding opportunities both for the creation of the museum itself and for its longer term, ongoing sustainability, including funding strands such as grants, private/public investment, and hospitality/function income.

Image: Old Bass House  
staircase ceiling



# What would be displayed?

There is a wealth of archives and artefacts available to this museum as a result of the National Brewery Centre closure, however it is important this museum isn't simply a recreation of the NBC, but rather something that adds value to that core collection.

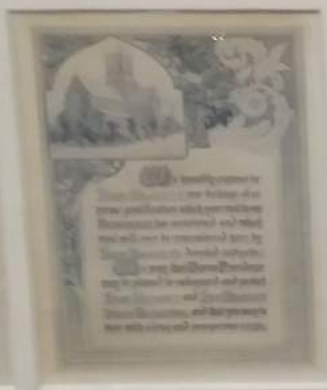
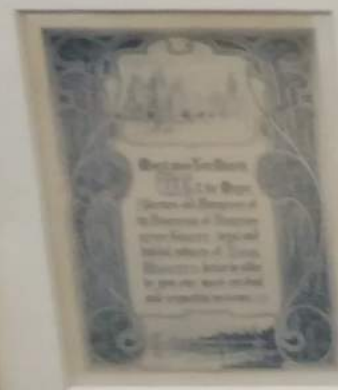
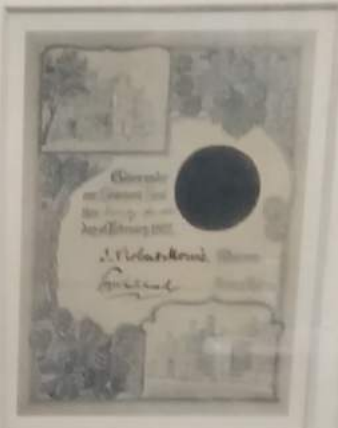
In addition to that collection, we will look to support:

- ⇒ Artefacts relating to Burton upon Trent's pre-industrial history;
- ⇒ Community led exhibitions, focusing on local people;
- ⇒ The repatriation of 'lost' artefacts;
- ⇒ New exhibits and displays to share the wider Burton upon Trent story;

There will also be an initial focus on identifying key large exhibits, existing and new, including those that are specifically of local interest as well as those of national importance.



VISIT OF HIS MAJESTY KING EDWARD VII.  
TO THE  
COUNTY BOROUGH OF BURTON-ON-TRENT,  
FEBRUARY 22<sup>ND</sup>, 1902.



COPY OF THE ILLUMINATED ADDRESS PRESENTED TO HIS MAJESTY BY THE INHABITANTS OF BURTON-ON-TRENT  
AND THE  
ORIGINAL LETTER RECEIVED FROM HIS MAJESTY IN REPLY THERETO.

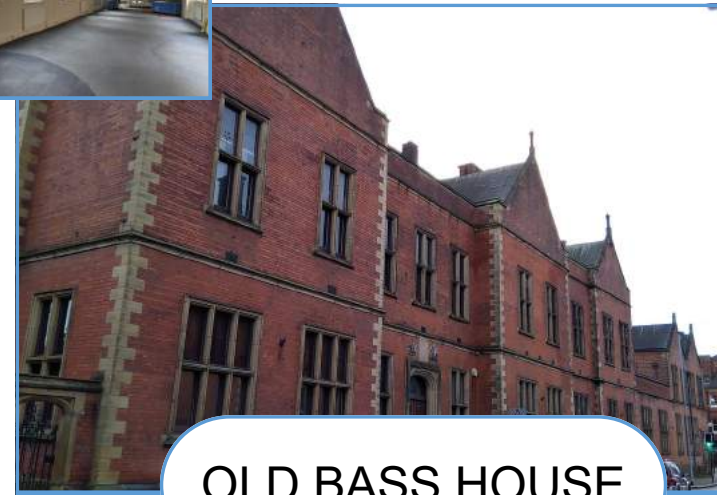


# About the buildings



TOWN HOUSE

Late 18th Century Town House for Bass Brewery, where William Bass lived, and which was passed down to his descendants. Used as visitor accommodation in the late 19th Century, a purpose that it retained until 2022. Grade II Listed.



OLD BASS HOUSE

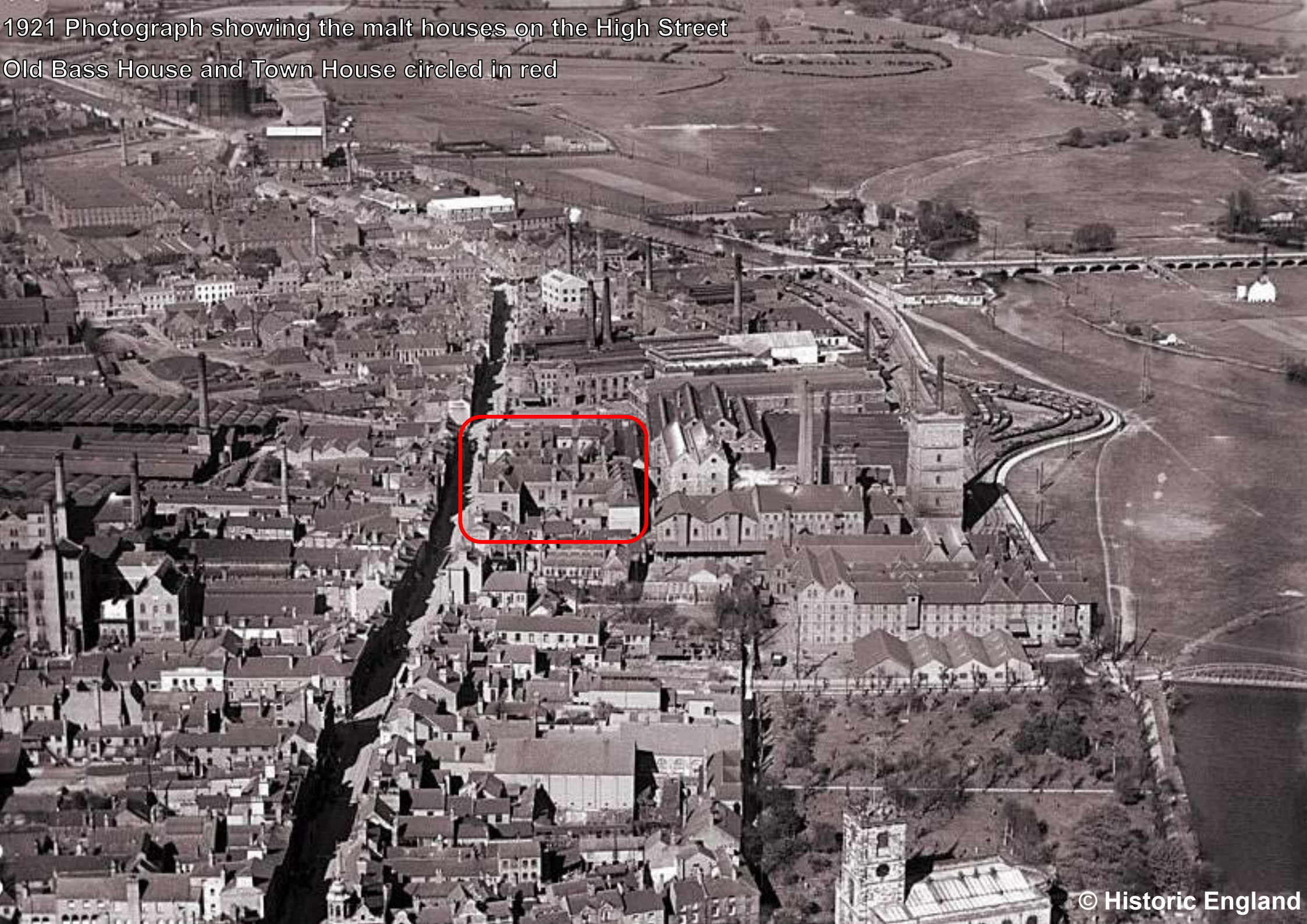
Late 19th Century office building constructed in the stylings of Town House and built to commemorate 100 years of Bass Brewery. A much larger building than Town House, used as offices until the 2010's. Grade II Listed.

Initially, the Heritage Working Group will consider how Town House could be used to showcase Burton upon Trent's heritage more broadly, with Old Bass House focusing on national brewing history. Both buildings would then be brought together under a single Heritage and Brewing Museum concept.



1921 Photograph showing the malt houses on the High Street

Old Bass House and Town House circled in red





1884 Map of Old Bass House and Town House (in red) overlaid on a satellite map

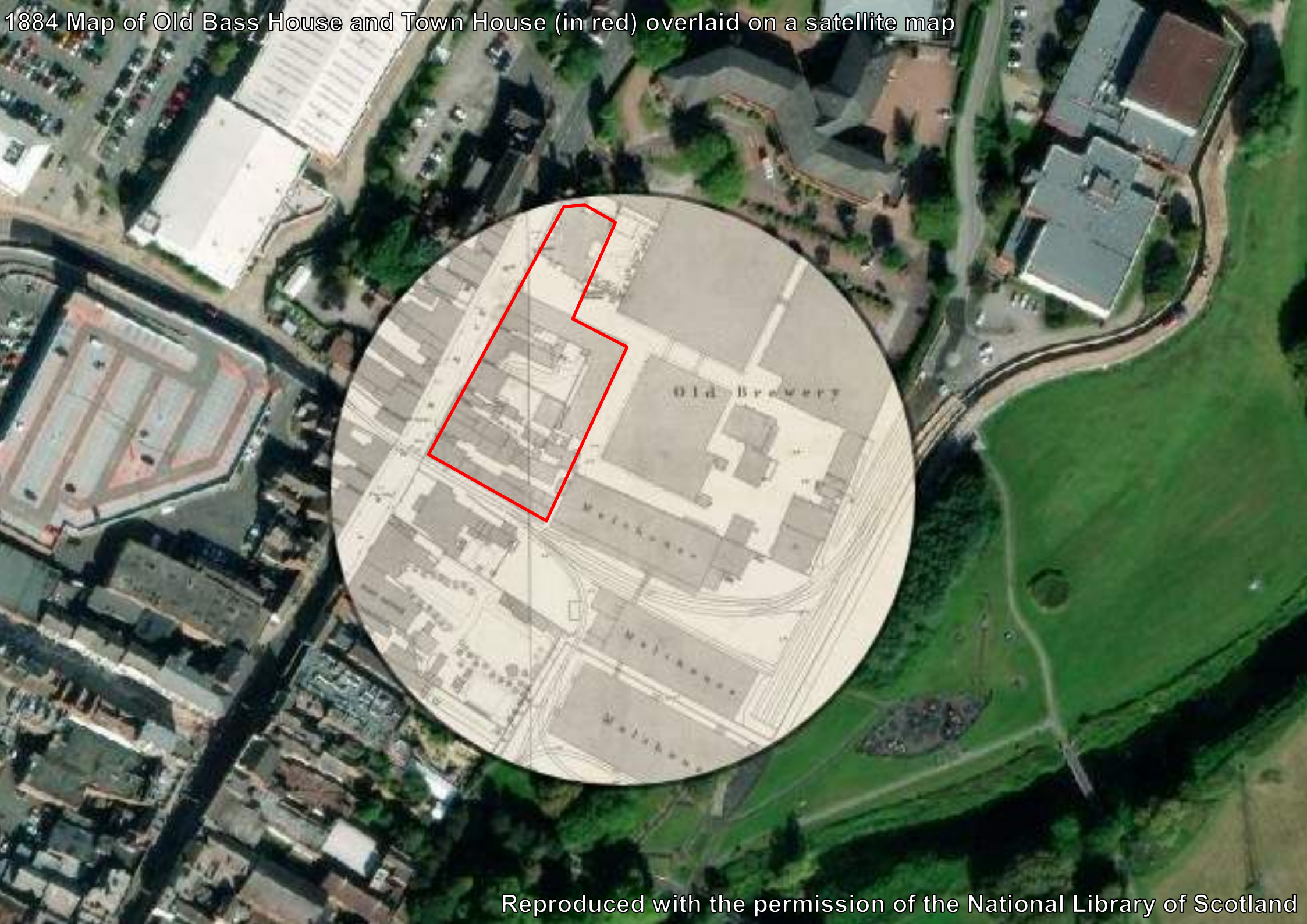


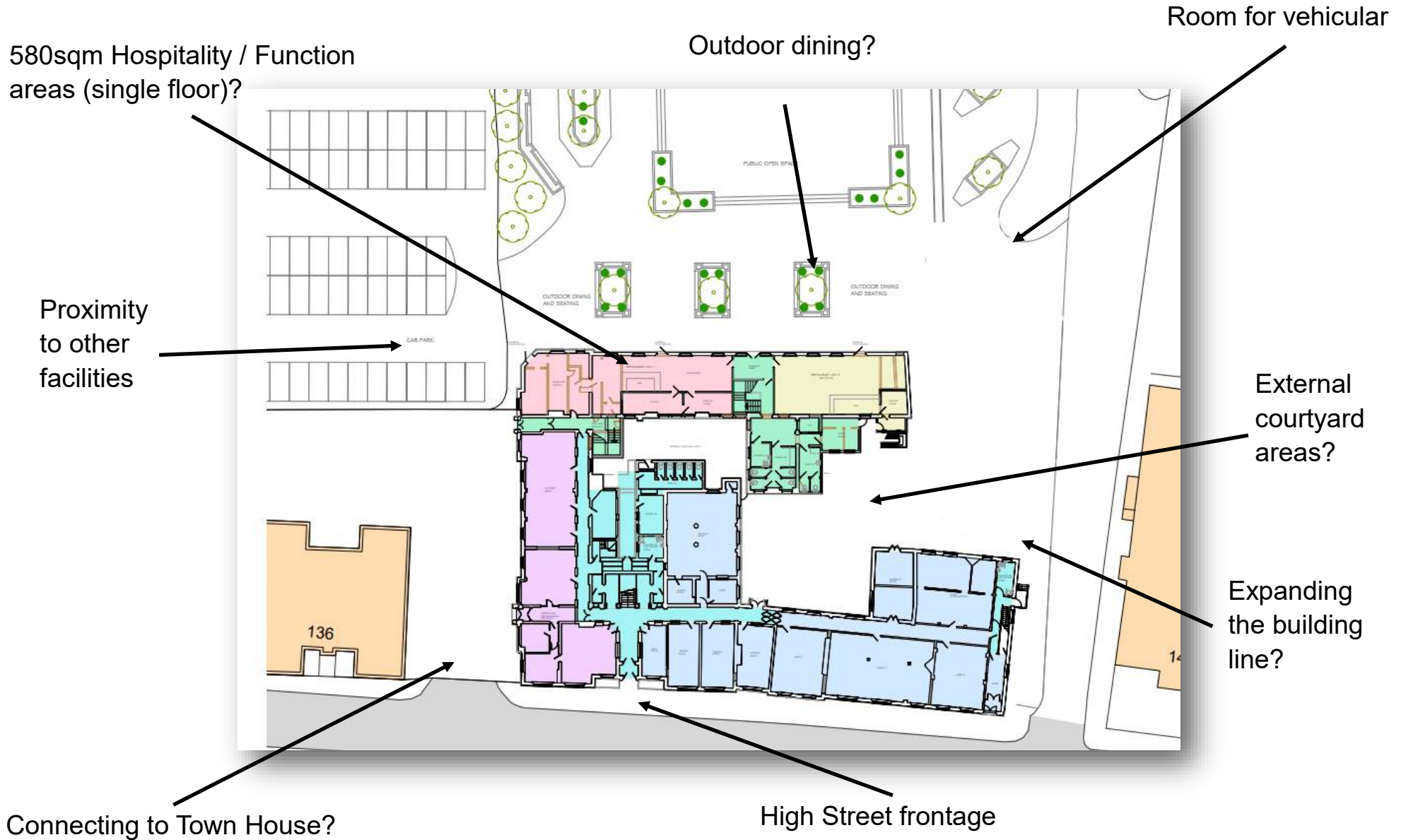


Image: No9 Steam Train running alongside Old Bass House  
Courtesy of Kim Macbeth, Heritage Working Group member





# Early building concept ideas (Bass House)



580sqm Hospitality / Function areas (single floor)?

Outdoor dining?

Room for vehicular outbuildings?

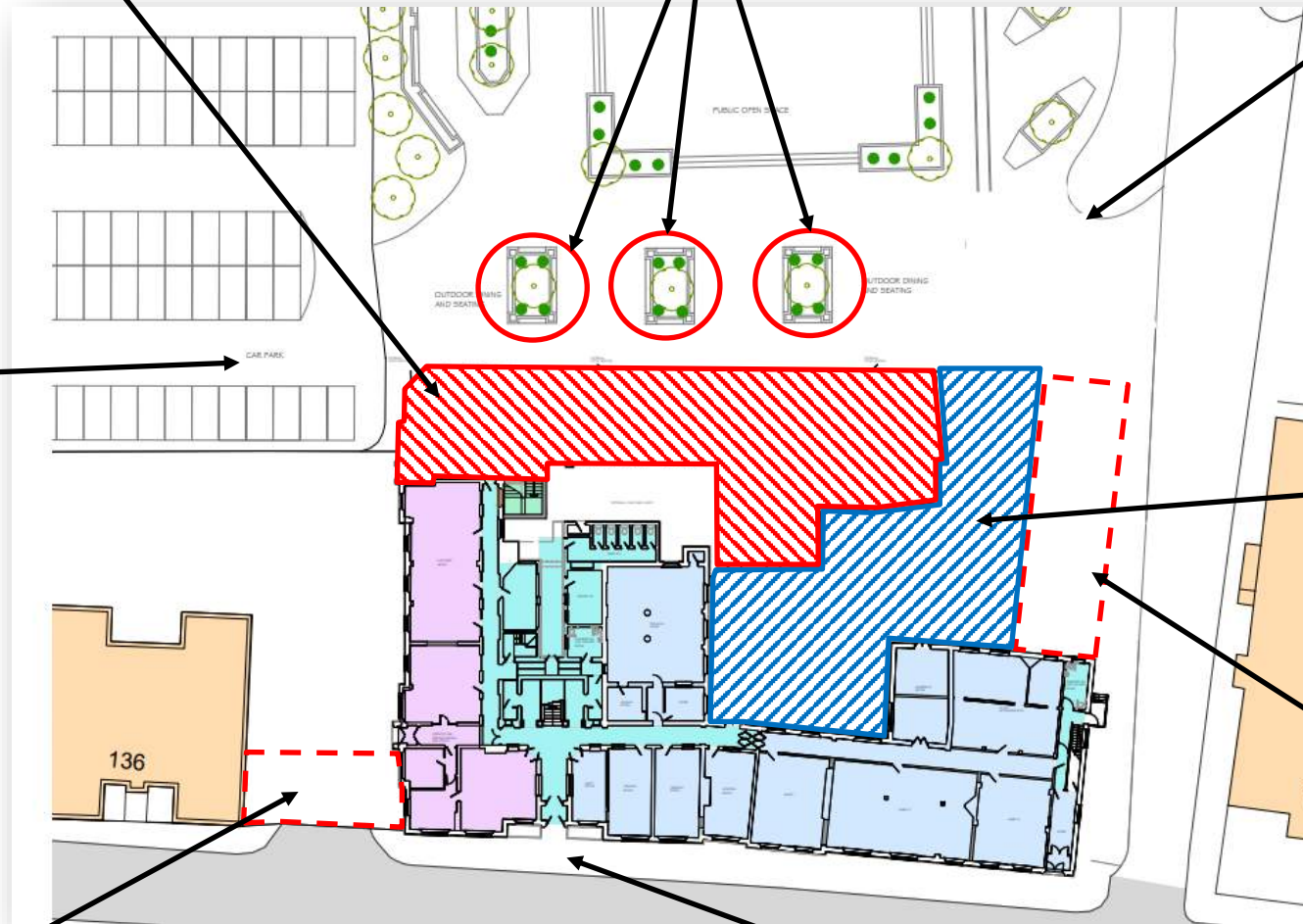
Proximity to other facilities

External courtyard areas?

Expanding the building line?

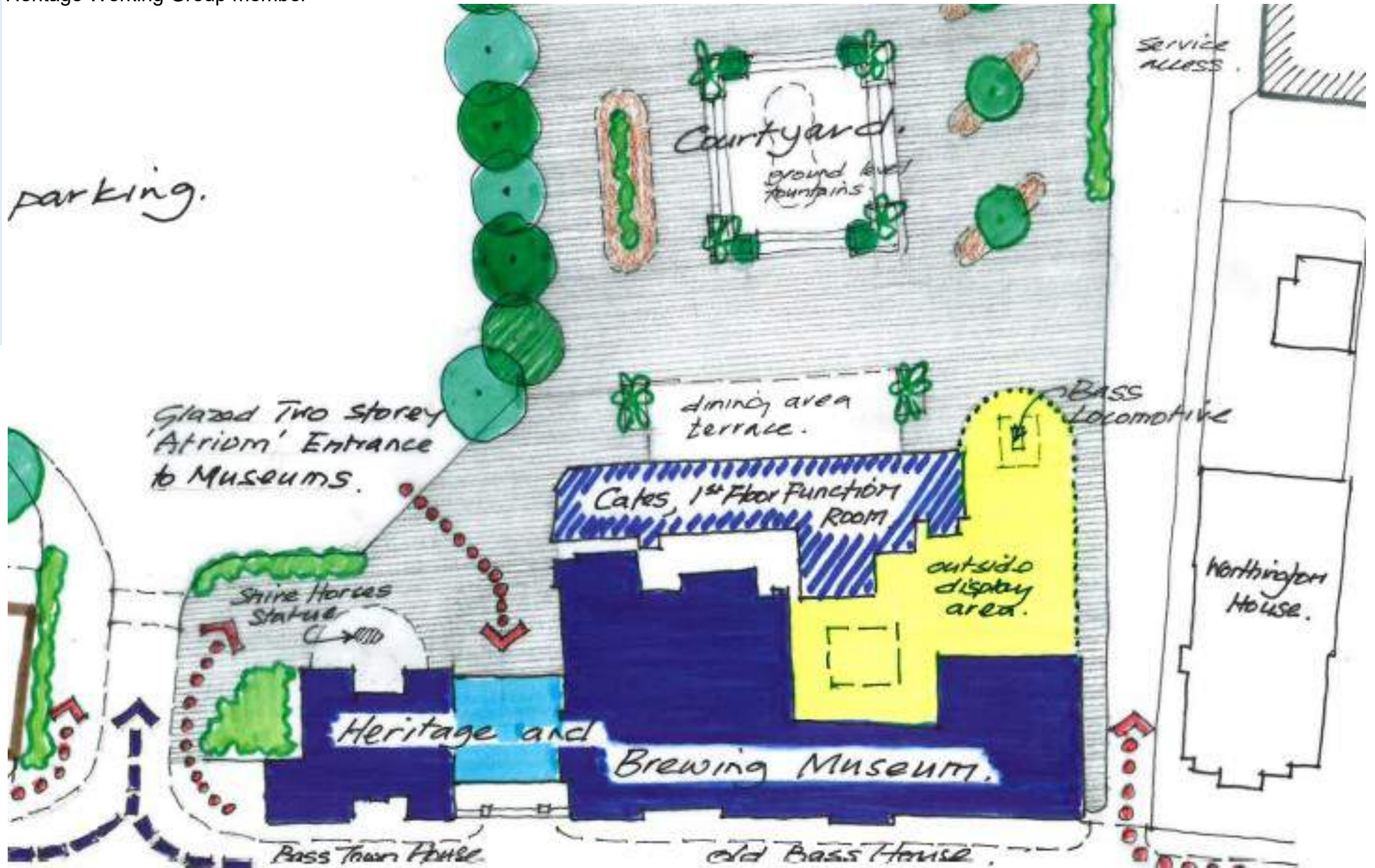
Connecting to Town House?

High Street frontage





Concept sketch courtesy of Gerald Wright,  
Heritage Working Group member



# What is the inspiration?

There are a number of modern museums that celebrate the past through immersive and interactive experiences, such as:



THE MUSEUM OF MAKING

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This museum utilises technology to create a 3D virtual tour where people can simulate a walk through the exhibits on display.



TITANIC (BELFAST)

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This museum has tours and experiences where visitors can use interactive displays that create an authentic retelling of the story, incorporating sounds and smells to enhance the user experience.



BLACK COUNTRY LIVING MUSEUM

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An interactive museum that offers physical simulation events to visitors, taking part and interacting rather than just demonstrating.



Image: Old Bass House

Boardroom



# How and when will this be delivered?

This new museum needs to bring together the best of the National Brewery Centre collection and the broader history of Burton upon Trent in a way that is modern and interactive for visitors – which isn't a quick process.

This project is part of the **Towns Fund programme** for Burton upon Trent, which concludes in March 2026. A detailed feasibility study is already underway, which will look at how this project fits within that programme, and early indications identify an achievable completion date for works of 30th September 2025, subject to funding, planning and other approvals.

Alongside the Towns Fund, the Council is exploring other funding strands to help bring this concept to life, including the Levelling Up Fund, Heritage Lottery Fund, and other private or public forms of investment.

Different funding strands will have their own timescale requirements and so until these are fully explored, it's not possible at this time to confirm the exact timeframes for each phase of the project across the **three year programme**. More information will follow the completion of the feasibility study.





Image: Old Bass House Minstrels' Gallery  
Courtesy of Arthur Roe, Heritage Working Group member

# What will happen in the meantime?

The existing collection at the National Brewery Centre will be stored and maintained while the project to create the new museum is underway. Some loaned items may return to owners for a period of time until they can be appropriately displayed back in Burton upon Trent.

It is proposed that the archive collection will be stored and displayed in a temporary National Archive Centre in a town centre unit where members of the public will be able to visit and access the collection at any point during the project works. The collection will be stored in climate controlled and fire safe conditions.

Molson Coors have made a commitment to ensuring ongoing access to the artefact collection for volunteer groups and to explore the opportunity for special events to take place to safely allow public access to the artefact collection held in the Joiners Shop as well as outdoor exhibits, such as the Robey Engine.

As such, access to the existing collection will be maintained during the interim period between closure of the NBC and opening of the new museum, with future details on this to be issued shortly.



Image: Town House Social Room





# How will people be kept updated?

We are proposing to launch a new Regeneration Engagement Hub, which would be co-located with the temporary National Archive Centre in a single building.

Regular project updates, exhibitions and engagement events will be located in this facility during the project works, which will be open to members of the public during usual trading hours and act as a physical single point of contact for project information.

This proposal for this facility includes:

- 300m<sup>2</sup> secure archive library
- 150m<sup>2</sup> activity/education room
- 90m<sup>2</sup> of working space for the project team and Trust
- Regeneration project update area
- Rotational artefact display area
- Climate control, alarm and fire safety systems

The Regeneration Hub / National Archive Centre proposal is still being developed ahead of Member review and so more information on this will be issued later in December / January.

Alongside this, other press releases, social media updates, videos and associated communication activities will be undertaken during the project.



Image: Town House from the High Street



For more information on the High Street Museum Project, please contact the Council's Enterprise Team at:

[enterprise.team@eaststaffsbc.gov.uk](mailto:enterprise.team@eaststaffsbc.gov.uk)



Images of other museums are taken from their respective websites.