

Trowbridge's Museum Redevelopment – the potential offered

Presentation to Area Board
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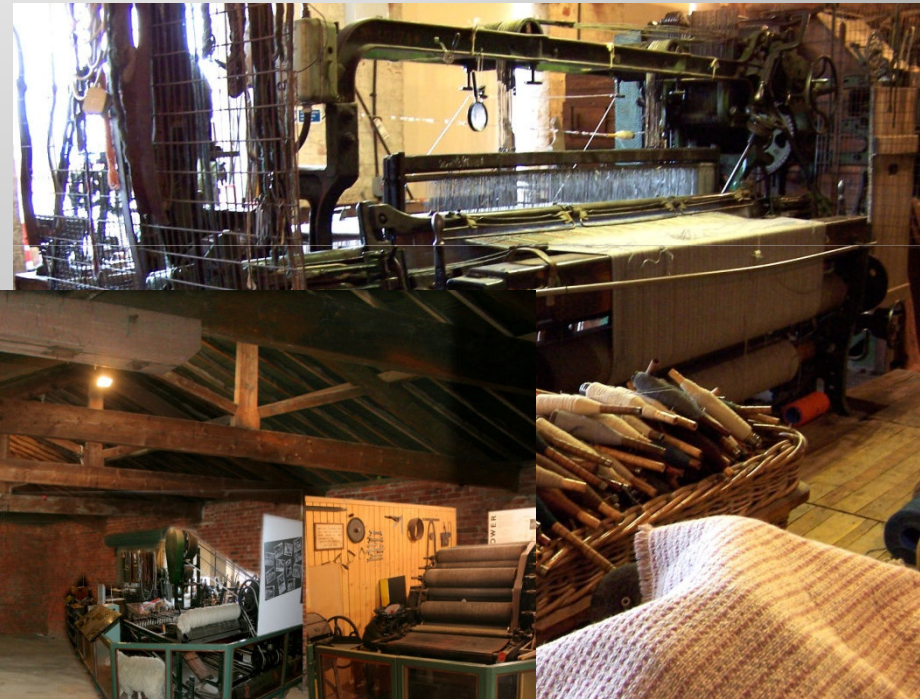


Courtfield House

One of Trowbridge's thirteen
Grade II* Listed buildings
dating back to mid 16th
century



Opportunity for Trowbridge Museum & Art Gallery to improve the display of our nationally important collection relating to West of England woollen cloth production



Courtfield House Project Aims

LEARNING

Enhanced displays - Pitman, Crabbe, Trowbridge through time, Magna Carta
Use of Courtfield House to bring to life the West of England woollen cloth industry history
Trowbridge's historic buildings interactives
Histories of the surrounding parishes
High specification Art Gallery
Tudor apothecary's garden, dyer's garden and protection of a rare orchard

PARTICIPATION

Increased opportunities for volunteering
Expanded events programme to engage people
Improved facilities for art and craft workshops
Encourage new audiences to get involved through audience development activities

CONSERVATION

A significant heritage asset brought back into beneficial community use
Object Store enabling Museum to conserve, preserve and display heritage objects and artefacts

Culture is important

- Strengthens communities, creates pride in place where people live and work, enhances local distinctiveness, builds sustainable communities
- Economy - worth an estimate £80m to overall Wiltshire economy with up to 4m visits already taking place to cultural offerings
- Growing fast as a sector makes huge contribution to local economies in terms of jobs, skills and training
- Enhances, builds reputations; in some instances creates them

Wiltshire Core Strategy

‘Trowbridge has a strong industrial heritage and features a number of key landmark buildings, including the Town Hall, mill buildings and a hierarchy of buildings associated with the cloth industry. Future development should have regard to this important heritage and ensure proposals enhance, rather than negatively impact on the existing townscape.’

Transforming Trowbridge

- Create a day and evening economy
- Celebrate assets including Trowbridge park and the historic town centre through the reuse of vacant historic buildings
- Promote the town centre through public space improvements and events to improve perception
- Create a family friendly town with Trowbridge Park at its heart, with shops and services facing onto the park
- Improve public spaces capable of holding street performance, cultural and arts events regularly

Trowbridge's Cultural Quarter

- Trowbridge Civic Centre and Leisure Centre
- Cinema and restaurant complex
- Trowbridge Park, the People's Park
- Proposed location for Trowbridge Museum & Art Gallery
- Trowbridge Town Hall
- Possible location for Campus development

Cox Review of Creativity in Business

Review for HM Treasury suggested development of regional centres containing at least some of the following facilities:

- Exhibition space for static and travelling displays
- Seminar facilities
- A hub for creative industry gatherings
- Educational facilities
- Space for professional and trade bodies
- Retail environment/dining facilities
- Incubator space for early-stage creative businesses
- Serviced office/shared studio facilities for creative businesses

Strategy Development

- **Assess the Cultural Economy**
- **Grow / strengthen the sector**
- **Make recommendations**
- **Delivery initiatives tackling key**

Costs and income generation

Capital costs:

Currently estimated at £2.6m - although survey work needs to be completed to ensure this is accurate.

Income generation:

- Cafe and retail facility
- Textile artists studios
- Hiring of building and grounds
- Micro brewery

Timeline:

- Round One application Nov 2013
- Round One pass early 2014
- Build programme nine months
- Open early 2015

