

PRESS RELEASE 18th April 2016



The Barrel Store, New Brewery Arts' visionary new accommodation, to open May 2016

PRESS MORNING: Thursday 5 May 11am in The Barrel Store

PUBLIC DOORS OPEN DAY: Friday 20th May from 10am.

On 5th May New Brewery Arts will welcome journalists to come and explore the newly finished Barrel Store and hear about its development and place in the local arts and tourist ecology. And the public will also have an opportunity to see the building during our Doors Open Day on 20th May.

Three years in the planning, (and finished on time and on budget!), The Barrel Store provides exciting new visitor accommodation, unique, not just to Cirencester and the Cotswolds, but to the UK and beyond.

The building, (previously a theatre and originally the old barrel warehouse of the Cirencester Brewery), has been transformed into a 'boutique hostel'. Stylish and brilliantly-located, The Barrel Store is versatile and comfortable, with hand crafted details.

The Barrel Store will enhance and support the work of New Brewery Arts, an entrepreneurial arts charity.

CRAFT & MAKING

As well as being a perfect location for exploring Cirencester and the Cotswolds, an area of outstanding natural beauty, The Barrel Store is designed as a base for everyone coming to New Brewery Arts to take part in the hundreds of workshops offered each year. New Brewery Arts provides inspirational classes and workshops in a vast array of crafts, including pottery, willow weaving, textiles, painting and drawing and stone-carving. These will now be available to book as residential short breaks.

Visitors will be able to enjoy the adjacent arts centre with its excellent café and craft shop and be inspired by the galleries and resident maker studios.

TOURISM

The Barrel Store is a YHA (England and Wales) Enterprise Hostel, owned by New Brewery Arts and affiliated with YHA as **YHA Cotswolds**, answering the growing demand for stylish budget accommodation in the Cotswolds.

There are 43 beds, most of them in small en suite rooms, perfect for families. With a self-catering kitchen and lounge area it also has disabled facilities, free WiFi, and a cycle store.

Bookings are already coming in from as far afield as South Korea and Australia opening up a whole new visitor base to New Brewery Arts and the surrounding area.

ENVIRONMENT AND COMMUNITY

The Barrel Store has been designed to Passivhaus (Passive House) Standard (energy

efficient, comfortable, affordable and ecological at the same time) and is the first Passive House public building in Gloucestershire and one of only a handful in the UK.

During the day the communal area, with its hand crafted furniture, will be available for use by the community for meetings and activities.

Beth Alden, CEO New Brewery Arts said *"We are thrilled to be opening The Barrel Store which will help our sustainability and extend and support our work with craft, making and creativity."*

Phil Gibby, Area Director, South West, Arts Council England, said: *'We're delighted to have supported this exciting project through our Capital programme. We want arts and culture organisations to be resilient and sustainable. Our aim is for them to become more adaptable to all elements of the external world, including economic conditions and a changing environment. Many arts organisations are doing exemplary work to strengthen their business models and diversify income streams but with this project New Brewery Arts are taking an approach that is both enterprising and innovative. The Barrel store has enormous potential and I look forward to seeing the benefits for the whole community.'*

Caroline White, Chief Executive of YHA (England and Wales), said: *"I am delighted to welcome YHA Cotswolds on board and into the YHA network of world class accommodation. By providing much-needed affordable accommodation in Cirencester, YHA Cotswolds will enable this Area of Outstanding Natural Beauty (ANOB). to be accessible to many more young people and their families."*

Photos and further details available from New Brewery Arts.

ENDS

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Notes for editors:

New Brewery Arts is a charity focussed on craft and visual arts and comprises galleries, artists' studios, café and shop, and guest accommodation, in addition to an extensive programme of courses and workshops (over 200 each year). As a day visitor destination, we receive between 80,000 – 100,000 visitors every year and are the 11th most visited free venue in the South West.

We are committed to sharing high quality contemporary craft and to being a catalyst for innovative practice and widening engagement in the arts.

Design and build team

Architect: Potter and Holmes www.potterandholmes.com

Construction: DJP Construction www.djpconstruction.co.uk

Project management: Simon Large at Magna CC www.magna.cc

Passive House (passivhaus)_information: www.passivhaus.org.uk

Key Partner:

YHA (England and Wales) www.yha.org.uk

Key Funders:

Arts Council England www.artscouncil.org.uk

Mrs K D Winstone Trust

Gloucestershire Environmental Trust ge-trust.org.uk

The Headley Trust

Summerfield Charitable Trust www.summerfield.org.uk

Cotswolds ANOB www.cotswoldsaonb.org.uk

Notgrove Trust

JSF Pollitzer Charitable Settlement

About YHA (England and Wales)

YHA is a charity with a clear mission: to inspire all, especially young people, to broaden their horizons gaining knowledge and independence through new experiences of adventure and discovery.

YHA's aim is to enhance the lives of one million young people each year, through their contact with the charity.

YHA has a network of around 160 diverse hostels throughout England and Wales – often situated in exceptional locations. These welcoming and sociable spaces are open to everyone.

Further information about YHA can be found at www.yha.org.uk or by contacting

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