



A SLICE OF THE ACTION: Urging members of the public to sign up as Friends of the Maltings are Melanie Garrett, of Consultancy Link for Success, Robin Appel, managing director, and head maltster Chris Garrett

PICTURE: Tim Baker 33 P1930_2

Revealing secrets to protect future

By Suzanne Palmer

THE SECRETS of a now rare and historic manufacturing process are to be revealed for the first time in more than 100 years.

Warminster Maltings has been producing malt using the same rare method for almost 150 years and is one of only six traditional maltings left in England.

Earlier this year, consultants Link4Success were called in to carry out a three-month feasibility study aimed at raising the profile of the successful business and examine the viability of allowing the public a special glimpse of the work being carried out behind the scenes.

The study focused on ensuring the smooth running of the busi-

ness and protecting the building by assessing the practicality of the idea.

The project examined other popular tourist attractions such as Cheddar Caves, looking at access issues and health and safety matters.

After a thorough investigation it was decided to set up a new organisation called Friends of Warminster Maltings, which will offer annual or life membership to interested parties.

It is hoped the scheme will safeguard the interests of the business while conserving and restoring the building and exhibits that could have otherwise remained hidden from public view.

Link4Success consultant Melanie Garratt said it was a solution that should prove beneficial for all involved.

"We have now completed the

feasibility study which would open up The Maltings to visitors, and have decided to go down the route of Friends of Warminster Maltings," she said.

"It is not something that appeals to everyone and only people with a real interest will engage in it.

"The scheme will give people the chance to be involved but in a more controlled manner.

"We appreciate that people want to come and see Warminster Maltings but obviously there are additional costs and having a membership is a way of supporting the business.

"The Maltings is very much the envy of other towns and we are very, very keen to keep the business going and also ensure the history of the building is preserved."

Anyone interested will be able to invest in either life or annual

membership, which will include an annual invitation to an exclusive Friends of Warminster Maltings event, a quarterly newsletter to include special features about beer produce from malt made by Warminster Maltings, and up and coming events, as well as exclusive discounts on beer and malt-related products and opportunities to help as a volunteer.

Head maltster Chris Garratt said: "I am delighted. When we first spoke about the feasibility study we were unsure how things were going to come together and the fact that we have received such a good response to the Friends idea is very encouraging."

For further details on membership prices for Friends of Warminster Maltings contact Melanie Garratt on 01985 850136 or visit www.warminster-malt.co.uk.

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