WAYNE HEMINGWAY TO OPEN PROFESSIONAL USERS’ EVENT

We are pleased to announce that we have confirmed Wayne Hemingway as our keynote speaker for the Professional Users’ Consultation event to be held at the Lowry on the 23rd February.

The event, ‘Guiding design IN Salford: Your Say’, gathers architects, planners, developers and other built environment professionals together in workshops to discuss what they would like to see in a design guide for Salford. The event should produce an exciting melting pot of ideas and themes that will influence the final document.

Wayne Hemingway has been the Chair of the Buildings for Life team since 2003. In this role he has championed design excellence and celebrated best practice in the housing industry. Wayn originally hails from the North West and has had previous connections with Salford through the Central Salford Urban Regeneration Company.

CHARACTER AREA APPRAISALS FOR SALFORD SET TO BEGIN

The preparation of the contents of the document will begin in earnest with an appraisal of the existing built form in Salford. The the study will seek to identify what makes Salford’s neighbourhoods special and attempt to capture the essence of each individual area.

The appraisal process will also identify how future development could respect the context to further strengthen or improve each of the character areas.

A RECIPE FOR DESIGN

It is our aim to ensure that good design is present in every aspect of the Design SPD. This includes the actual physical form that the document will take and will mark a shift away from the text laden documents that have become familiar to all built environment professionals. Building on ideas discussed at the December 4th workshops we want to make the Design SPD as easy to use as a cookery book. The language used should avoid professional jargon and should present information with clarity using images and graphics to replace text, where possible.

The parallel with a cookery book can be taken further in describing how an area is actually put together. It will define the ingredients that make a place work and will hopefully become as useful to those living and working in Salford as a cookery book is to any aspiring chef.
GUIDING DESIGN IN SALFORD: YOUR SAY

Summary of Pre-Production Consultation

The methodology for the Design SPD has ensured that consultation plays an important role in the production of the document. Each layer of consultation aims to connect to different levels of the community and each event is focused for effective and useful results.

Street Stalls
The street stalls are designed to engage with the general public. As the public are experts on their local area they will be asked questions that focus their attention on the positives and negatives of the existing built form. There will be an event in each of the eight Community Committee areas, those confirmed so far are:

- Walkden Library - Monday 12th February 10am-2pm
- Broughton Library - Monday 12th February 4pm-7pm
- Cadishead Library - Tuesday 13th February 9.30am-12.30pm
- Eccles Library - Tuesday 13th February 11am-2pm
- Langworthy Cornerstone - Wednesday 14th February 11am-3pm
- Boothstown Community Centre - Wednesday 14th February 11am-2.30pm
- Swinton Library - Thursday 15th February 11am-2pm

Youth/ School projects
Five High Schools have signed up to the school project. The schools have been asked to produce a project that would seek to establish what makes their local neighbourhood special.

The projects will be displayed at the professional users’ event where prizes will also be awarded to the most successful projects.

University of Manchester - Character Area Appraisals
The University of Manchester MPLAN students will shadow the production team and produce a Character appraisal of West Salford. The work will begin on the 1st February and will be completed by mid-March. They will seek to carry out an urban design analysis of the area to identify the main features that combine to form Salford Essence.

Professional Users’ Event
Invitations have been sent to built environment professionals from across the city. The event will be held from 10:00 to 16:00 on Friday, 23rd February at the Compass Room, The Lowry, Salford Quays. Invitations will soon be sent out to all those who attended the 4th December, if anyone else would like to attend please contact Peter O’Hare (peter.ohare@salford.gov.uk). Unfortunately places are limited but we will make every attempt to accommodate all those who express an interest.

The day will begin with keynote speeches from Wayne Hemingway and Fielden Clegg Bradley. FCB have been heavily involved in the master-planning of the Exchange Greengate site in central Salford. The afternoon will be dedicated to workshop sessions where those attending will shape the content of the document and debate the principles for good design in Salford.

All the events will directly feed into the production of the document and will be crucial in influencing the direction of the Design SPD. The next bulletin will report back the results of the consultation.

OTHER IMPORTANT DATES
Steering Group Meetings - 2nd February 2007 2-4pm Monday 5th March 2pm-4pm/ Tuesday 15th May 2pm-4pm/ Monday 24th September 2pm-4pm.