LOWRY WORKSHOPS MARK HIGH POINT OF CONSULTATION PROCESS

The Professional Users event held at the Lowry, 23rd February, marked the crescendo of the information gathering process. Over 80 built environment professionals grappled with the important concepts that will form the basis of the design guidance.

The day began with inspirational speeches that would set the tone of the day. Councillor Antrobus, Wayne Hemingway and Alex Whitbread outlined their aspirations for a better Salford.

Wayne Hemingway told delegates that whilst Salford still has a long way to go the ingredients are all there. He said that Salford needs a unique selling point. This could be to provide a welcoming family environment as the antidote to the apartment and buy-to-let housing culture in Manchester. Green spaces and waterways represent key assets for the city.

The afternoon workshops, summarised in page 2, offered a chance for various discussions about the content of the guidance. After several lively sessions the team have been left with a comprehensive record of discussions in which the groups engaged.

SCHOOL ART COMPETITION

The event also exhibited the excellent contributions made by several High Schools. The first prize of a £50 art centre voucher was awarded to Lauren Hargreaves of St. Ambrose Barlow RC High School. All the children's work was of an extremely high standard and we would like to thank all those who contributed. For the full story see Page 3.

STREET STALLS

The weeks leading up to the Lowry event also witnessed a number of public consultations held across all eight community committee areas. These consultations sought to ask local people their views about the boundaries of their town, the location of their local centres are and which type of spaces are their most or least favoured. The overall attendance was high and the results were encouraging. They provided a strong foundation that will form the basis of forthcoming characterisation work. The street stalls were run in conjunction with Planning Aid and we would like to thank them for all their hard work. Some provisional results can be found on page 3.
GUIDING DESIGN IN SALFORD: YOUR SAY

Snapshot of Workshops

Full workshop summaries will be sent out to all attendees and all the data collected is currently being analysed. Unfortunately due to limited space a very limited snapshot is provided of the day to allow an idea of topics covered.

FORM
- Need strong guidance on Tall Buildings.
- Materials appropriate to context and function. Use ‘noble’ materials.
- Celebrate the river - make it a focus.
- Use pockets of exceptional development to improve minimum design standards.
- Don’t restrict creativity with too many rules.

DESIGN SOLUTIONS - Sustainability
- Developers need clear guidance.
- Education needed for developers and public on energy conservation.
- Avoid excessive shopping lists - can restrict good design.
- What about financial incentives for developers?
- We need to make our existing building stock more sustainable.

SPACE
- Salford’s green spaces provide a counterpoint to Manchester urban spaces.
- Salford’s spaces should be “edgy” compared to Manchester’s corporate space.
- Public space must have a purpose and cater for different groups at different times.
- Public space should avoid visual signs of security.
- Public space should be well maintained.

USE AND ADAPTABILITY
- Re-use historic buildings - celebrate good examples.
- Give the streets back to the people through regenerating historic areas.
- New developments should be long life and loose fit.
- Poor quality design will always have a limited life-span.
- Policies must provide certainty and security for developers in Salford.

MOVEMENT
- Use green network to connect neighbourhoods.
- Encourage pedestrian movement.
- Create uses along routes increasing interaction and provide destinations.
- Built environment can aid navigation along routes.
- Create shared spaces - Vehicles/Cyclists/Pedestrians

COMMUNICATION
- All users need to have ownership of the document.
- Keep text concise and simple. Include a jargon busting glossary to explain any technical language.
- The document should be visually strong.
- It should be specific to Salford.
- One document that could easily be sourced from the internet.
SUMMARY OF FINDINGS

Street Stalls

Early analysis has seen some clear findings. Despite over 350 individual responses from members of the public to our survey there is already consensus from many of the answers. The boundaries of neighbourhoods appear to have a common understanding, whilst many people agreed on favourite buildings and spaces.

Respondents’ choice of favourite buildings and spaces did not simply relate to aesthetic value but also related to the building’s function and the role it plays in the community. Least favourite buildings and spaces were commonly linked to the negative effects of dereliction.

Finally, when asked what made Salford special? Overwhelmingly the response returned was ‘its people and community’.

The results provided by the public will now form the basis for the forthcoming analysis of built character to be undertaken by the production team.

Schools Art Competition

Four High Schools in Salford produced a vast quantity of innovative and exciting art pieces all depicting what in the eyes of the students, made their area special.

The work beautifully covered the diverse nature of Salford. The city’s built heritage was a common theme as was the modern buildings and structures at Salford Quays.

The schools that took part were;
- The Albion High School.
- St. Ambrose Barlow RC High School.
- Buile Hill High School.
- Harrop Fold School.

It is clear that the students value those elements of built character and design quality in the city. It sends out a clear message to all of us responsible for Salford’s built environment of the expectations of our young people to enjoy the quality of life afforded by well designed places.

The student’s art work will now be used to assist the forthcoming character appraisal work, particularly in highlighting areas and buildings that are important to the youth of the city.

It is our hope to use some of the work to illustrate the Design SPD and, in the meantime, we intend to display the work both at the Civic Centre for Members and to put the work on public display at suitable locations around the city.
KEY DATES

MAY- DEVELOPMENT CONTROL WORKSHOP

15 MAY- STEERING GROUP MEETING

JUNE-JULY- STATUTORY CONSULTATION

DEC- ADOPTION

DEVELOPMENT CONTROL WORKSHOP

We are committed to ensure that as many people as possible are included in the production of the guidance.

If you are involved in Development Control in Salford keep an eye open for the forthcoming workshops in May to ensure that the design guide is able to cover the issues that concern you.

NEXT STEPS

- Receive Universtiy of Manchester’s Salford West characterisation project.

- Analyse results of all consultation events.

- Production team to carry out character appraisal and prepare information for Character areas.

- Prepare Graphic Style and begin to layout how the document will look preparing important illustrations.

- Write guidance and finalise draft documents.

Coming Soon

A DVD from the street stalls covering the Character of Salford - this DVD will hopefully contribute to an interactive website and give viewers an insight to the people of Salford.

THANK YOU

The production team would like to thank all those who have been involved in the preparation of the document so far.

We would also like to thank all those who facilitated the workshops at the professional users’ event as well those who made valued contributions made to help make the day run smoothly.

We would especially like to thank all those members of the public and professionals who have graciously given their time to ensure the success of the guidance.