

MANCHESTER SCHOOL OF ARCHITECTURE

PATH Project Apprenticeship at the Town Hall

AGENDA

Our Town Hall is the UK's largest ongoing **conservation project**, in which Alfred Waterhouse's iconic design is being restored to regain its old fame. Despite the huge cultural and heritage significance of the project, there is a continuing **struggle to attract residents** of Manchester's Wythenshawe area to apprenticeship opportunities on site. Our team, **PATH** has come up with the idea of holding **Open Days** in situ allowing potential apprentices to have a feel of the grandeur and atmosphere of the building and have the chance to talk to **sub-contractors** who run the apprenticeships.

TASKS

PATH in association with **BA** and **MLA** students — will create a **template package** that Manchester City Council can use in the future to **advertising and holding Open Days** in situ. Secondly, students will also be required to advertise the different apprenticeships opportunities through a **fieldwork in Wythenshawe**, during which they will **hand out leaflets and talk to the locals**

SKILLS & OUTPUTS

Adobe Illustrator, Indesign, Photoshop
Team Work & Communication
Photography & Presentation

SITE VISITS

Manchester Town Hall, Wythenshawe

SUB-CONTRACTORS

McCrory Brickwork, DGP Logistics,
NG Bailey, Adana

TEAM MEMBERS

Hui Tik Li, Marcell Orova,
Rushil Shah, Sehaam Usmani

Visit msa.ac.uk for more information

MANCHESTER
1824
The University of Manchester



**Manchester
Metropolitan
University**



**OUR
TOWN
HALL
PROJECT**



**MANCHESTER
CITY COUNCIL**

**MSA
LIVE 22**

Team

<Hiu Tik Li> (M Arch 01)

<Marcell Orova> (M Arch 01)

<Rushil Alpesh Shah> (M Arch 01)

<Sehaam Usmani> (M Arch 01)

<Dara Petrova> (BA 01)

<Emily Mackey> (BA 01)

<Irina-Teodora Lungu> (BA 01)

<Munir Sharif> (BA 01)

<Aaria Anand> (BA 02)

<Alexandra Muntean> (BA 02)

<Jacky Cheng Kai Li> (BA 02)

<Jessica Jane Denyer> (BA 02)

<Yin Hei Megan Chan> (BA 02)

Partners

Our Town Hall: At the very heart of the city, Manchester's Grade 1 listed Town Hall is a much-loved landmark, where people gather at important times to honour and celebrate, to welcome visitors and to do business. It's where civic guests are hosted, international delegations, Mancunian weddings and special events. The celebration of those who've been awarded the Freedom of the City takes place in the Town Hall.

But – having opened in 1877– the building is showing its age, requiring a major update to this architectural masterpiece, to protect and improve it for Manchester and the nation, lovingly restoring it and re-opening in 2024. This project is called 'Our Town Hall' because it belongs to the people of Manchester.

Since 2014, investigation and surveys have informed the understanding of what must be done to restore and bring the Town Hall and Albert Square up to modern standards. The budget for the whole project – including a sizeable contingency element which should reduce over time – has been set at up to £328.3 million.

The scheme aims to boost public access and ensure that the building and square continues to play a role at the heart of city life, and is called Our Town Hall as it belongs to the people of Manchester. Our Town Hall is seeking more apprentices to aid in the renovations, and helping to recruit these apprentices is the agenda of our project.

Lendlease is a contracting company that has pledged to support the project's delivery of comprehensive social value commitments including 150 apprenticeships and 45 new jobs targeted at Manchester residents.

Agenda

PATH: Project Apprenticeship Town Hall

Our Town Hall (OTH) is the UK's largest ongoing conservation project, in which Alfred Waterhouse's iconic design is being restored to regain its old fame.

Our team (PATH) has proposed and developed the idea of holding Open Days to create awareness of apprenticeship opportunities. We have proposed for the open days to be hosted at the Town Hall itself, to promote and emphasise the heritage value of the project. This proposal allows potential apprentices to have a feel of the grandeur and atmosphere of the building. More importantly, the open days allow the potential apprentices to have the chance to talk to the sub-contractors (Adana, DGP Logistics, McCrory Brickwork, NG Bailey) who run the apprenticeship programs.

MSA Live 22's Action Weeks have been used to create three outputs, as discussed with Anthony Humphreys - a representative of Our Town Hall. Firstly, PATH – in association with BA students – has created a template package for advertisements via posters, that Manchester City Council can use in the future to advertise and hold Open Days in-situ, to create more awareness of the specifications of the apprenticeship opportunities available.

The second output was for the students to create a template package for leaflets to be distributed to create additional awareness of the apprenticeship opportunities at the Town Hall. PATH has proposed for these leaflets to be distributed in Wythenshawe as, despite the huge cultural and heritage significance of the renovation of the Town Hall, there is a continuing struggle to attract residents of Manchester's Wythenshawe area to apprenticeship opportunities on-site.

Finally, the students created mock-ups of what the posters would look like in action, being used to advertise opportunities by Our Town Hall and Lendlease. They created visualisations of what the posters would look like if they were put into use around Manchester City Centre, on busses, and other advertising platforms.

These three outputs were agreed upon by PATH and Anthony Humphreys to create a comprehensive advertising pitch for Our Town Hall, and usable templates that can be used and re-used as required by the clients.

MSA LIVE 22

Project Outputs

OUTPUT No1

Poster templates for advertising
Open Days

OUTPUT No2

Leaflets for advertising
Apprenticeships



Rushil



Harrison

Sub-group for NG Bailey & Adana

Dara Petrova (BA1)
Jessica Jane Denyer (BA2)
Irina-Teodora Lungu (BA1)
Emily Mackey (BA1)



Sehaam



Marcell

Sub-group for DGP Logistics & McCrory Bricks

Jacky Cheng Kai Li (BA2)
Aaria Anand (BA2)
Alexandra Muntean (BA2)
Yin Hei Megan Chan (BA2)

Poster template No1
(promoting apprenticeships
at NG Bailey only)

Poster template No2
(promoting apprenticeships
at Adana only)

Poster template No3
(promoting apprenticeships
at all the contractors)

Poster template No1
(promoting apprenticeships
at DGP Logistics only)

Poster template No2
(promoting apprenticeships
at McCrory Bricks only)

Poster template No3
(promoting apprenticeships
at all the contractors)

Leaflet No1
(promoting apprenticeships
at NG Bailey only)

Leaflet No2
(promoting apprenticeships
at Adana only)

Leaflet No3
(promoting apprenticeships
at all the contractors)

Leaflet No1
(promoting apprenticeships
at DGP Logistics only)

Leaflet No2
(promoting apprenticeships
at McCrory Bricks only)

Leaflet No3
(promoting apprenticeships
at all the contractors)

CITY COUNCIL

Poster templates shared with collaborator
on 23rd of May

WYTHENSHAW

Leaflets distributed in situ
on 26th of May



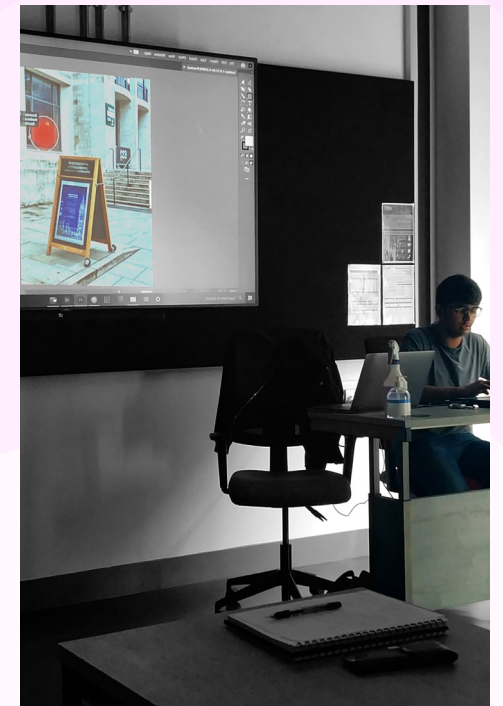
Meeting The Clients

Left: The project started with a site visit to the Town Hall, in collaboration with Lendlease and Our Town Hall. The students were shown around the Town Hall by Tamara Karim. This was arranged in advance to help the students gain a deeper understanding of the types apprenticeships available. Additionally, they were given the chance to engage with existing apprentices to further understand the roles that are to be undertaken by the target audience of this project. The students were very appreciative of this site visit, as they got the opportunity to explore the inside of the Town Hall which is currently closed for construction works.

Right: On our trip to Wythenshawe we met Kendra Brown, who is the Community Development Manager for the Wythenshawe Community Housing Group. This visit was very insightful as we learned about the importance of promoting apprenticeship opportunities in the local community of Wythenshawe, as the locals do not find the Town Hall to be accessible, and it is important to break those barriers. It was also made evident by Kendra that it is important to promote apprenticeship opportunities to the younger demographics there as four educational institutions present in Wythenshawe, which we later on proposed to Our Town Hall as well.

Tutorials

After this visit, we returned to studio to give Adobe Suite tutorials to the students, in preparation for the next day's task of creating poster templates for OTH. The students were taught the fundamentals of InDesign, Illustrator, and Photoshop.



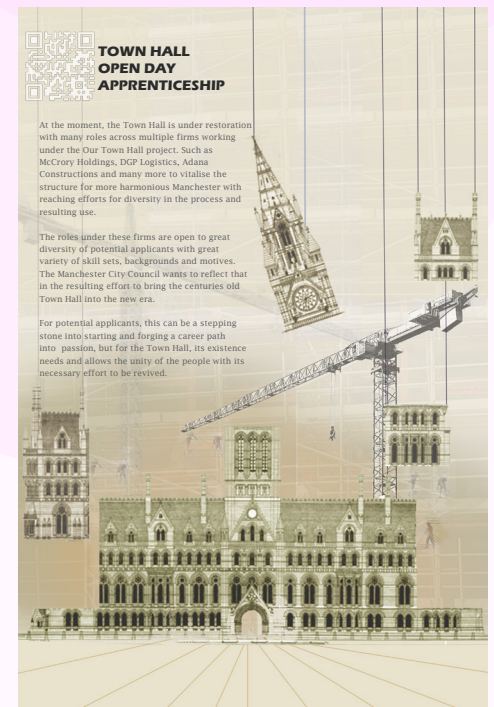
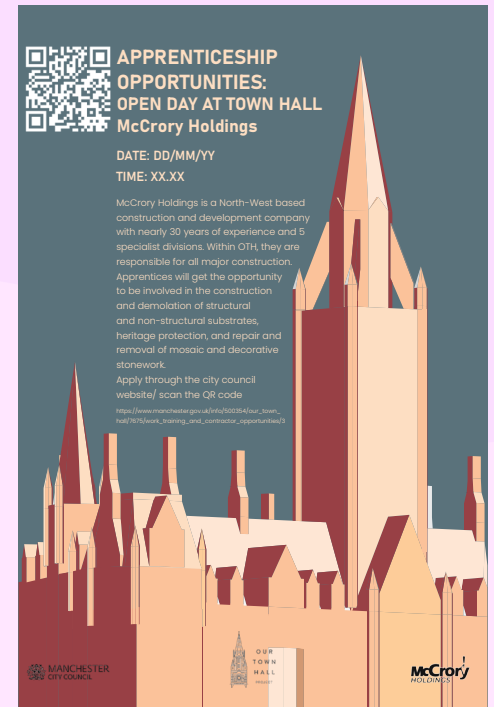
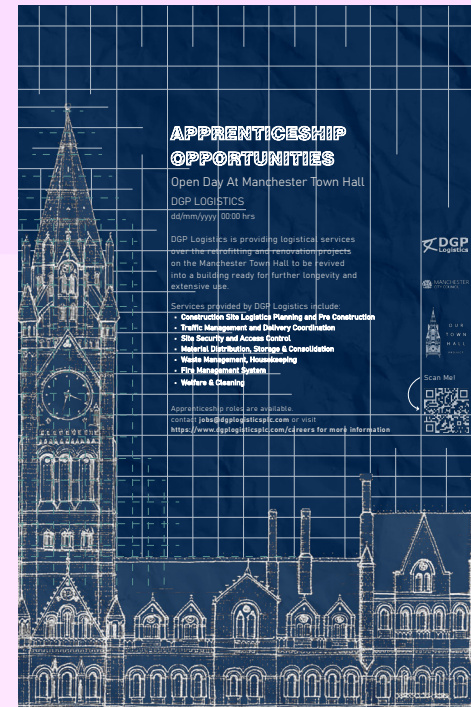
Process & Client Review

The next few days after the two site visits and software tutorials, the students began working on the poster templates for OTH, advertising open days to be hosted at the Town Hall for Apprenticeship Opportunities. With the help of team PATH, they developed five poster templates, one for each contractor engaged with the Town Hall Renovation: NG Bailey, Adana, DGP Logistics, and McCrory Bricks, along with one general poster for all apprenticeship opportunities at the Town Hall.

Following the exercise of creating the posters, we invited Anthony Humphreys, the Work and Skills Project Manager from Our Town Hall, to review the work done by the students on collaboration with PATH.

Overall the review was a success! Anthony really liked all the posters and commended the students on their graphic design and visualisation skills. He particularly liked how the visuals of the posters portrayed the heritage aspect of the Town Hall and believed that would be key in attracting potential apprentices.

We all agreed that there were a few minor changes that needed to be made in all the posters: all of the text, fonts needed to be standardised. We agreed on the changes to be made and ended a very successful day.



Final Posters

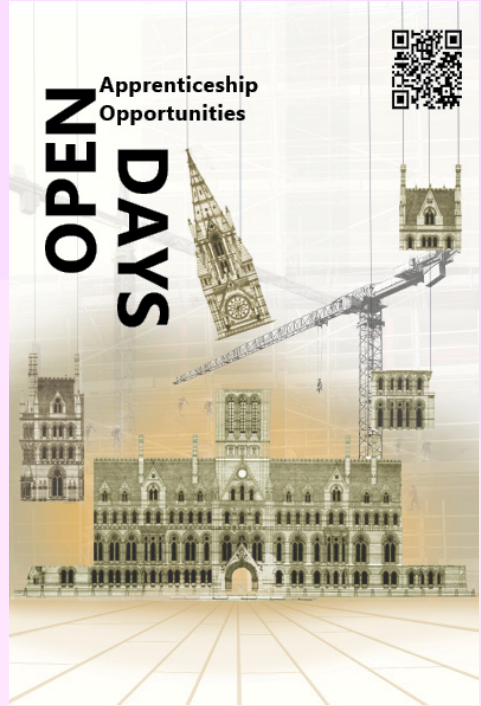
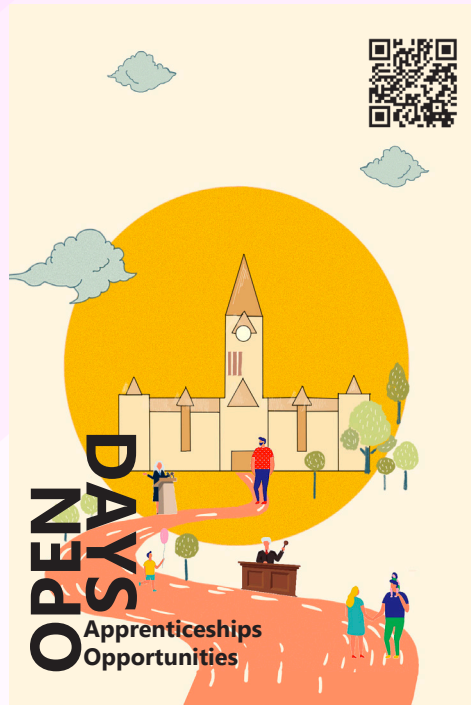
After the meeting with Anthony, the student immediately began making improvements on the posters they had developed.

Some of them fixed the layout of the posters, while others improved on the readability of them. The posters also aimed to show community engagement at the Town Hall, which was appreciated by Anthony Humphreys.

The general theme behind all the posters was to make evident the heritage value of the Town Hall in order to engage and attract potential apprentices, by highlighting the trades they would learn on the project. This was done successfully, as the client was very pleased with the outputs, and even stated that OTH would use the graphics of the posters for other outputs in the future. Additionally, Anthony mentioned that smaller local contractors such as Adana and McCrory would really benefit from these posters, as they do not advertise their opportunities as much as larger, more international contractors such as NG Bailey and DGP Logistics.

Visual Mock-ups

To help Anthony pitch the idea of the open days to the marketing team at OTH, the students, in collaboration with PATH, created mock-up visuals of what the posters would look like if they were to be used around the site, on billboards, buses and other advertising platforms. These mock-up can be seen on the following pages.







FILMS SHOT AT THE LOCATION: HELL IS A CITY (1960), A TASTE OF MONEY (1961), THE WHITE BUS (1967), IN THE NAME OF THE FATHER (1993), THE PAROLE OFFICER (2000), ALI G IN DA HOUSE (2002), SHERLOCK HOLMES (2009), WEST IS WEST (2010), THE IRON LADY (2011), BLACKOUT (2012), VICTOR FRANKENSTEIN (2015), THE LIMEHOUSE GOLEM (2016), DARKEST HOUR (2017), TOUTEN (2019).

TV SERIES SHOT AT THE LOCATION: HOUSE OF CARDS (1990), TO PLAY THE KING (1993), THE MEMOIRS OF SHERLOCK HOLMES (1995), THE CARDBOARD BOX, THE MAZARIN STONE (1994), THE FINAL CUT (1995), THE POLITICIAN'S WIFE (1995), THE FORSYTE SAGA (2000), STATE OF PLAY (2003), FLORENCE NIGHTINGALE (2008), CRIMSON PETAL AND THE WHITE (2010), THE MAKING OF A LADY (2012), LAST TANGO IN ALIFAX (EPISODE 1) (2012), RIPPER STREET (2012-2016), PEAKY BLINDERS (2013-), FOYLE'S WAR (PART-SERIES B) (2015), HOUDINI AND DOYLE (2015), THE MAGGIE'S REDRESS (2016), A VERY ENGLISH SCANDAL (2018), THE CITY AND THE COUNTRY (2018).

ABOUT

Each year the MSA LIVE programme unites M Arch. year 01 with B Arch. year 01 and 02 and M Land. Arch 01 in mixed-year teams to undertake live projects with external partners to create social impact.

LIVE PROJECTS

All MSA LIVE projects are live. A live project is where an educational organisation and an external partner develop a brief, timescale, and outcome for their mutual benefit.

SOCIAL IMPACT

All MSA LIVE projects have social impact. Social impact is the effect an organization's actions have on the well-being of a community. Our agendas are set by our external collaborators.

EXTERNAL PARTNERS

MSA LIVE projects work with many organisations: charities, community groups, social enterprises, community interest companies, researchers, practitioners and educators.

STUDENT-LED

Our MSA masters students take the lead in the project conception, brief development, delivery and co-ordination of a small project. Other cohorts joined for an eventful 2 weeks of activities at the end of the academic year.

KNOWLEDGE TRANSFER

Working in teams within and across year groups and courses; MSA students participate in peer to peer learning. In addition, collaborators, participants and students engage in the transfer of tangible and intellectual property, expertise, learning and skills.

LARGE SCALE

This year approximately 550 students from 4 cohorts in MSA have worked on 35 projects with partners.

QUESTIONS

For questions about MSA LIVE please contact the MSA LIVE team:

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BLOG

live.msa.ac.uk/2022

SOCIAL

#MSALive22

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WEBSITE

www.msa.ac.uk