

**MANCHESTER SCHOOL  
OF ARCHITECTURE**

# Stalybridge

**heritage**

**action**

**zone**

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**MANCHESTER**  
1824  
The University of Manchester



Manchester  
Metropolitan  
University

**Tameside**  
Metropolitan Borough

**MSA  
LIVE 23**

## Team

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## Partners

Tameside Metropolitan Borough Council

Collaborators : Jack Elliot and Caroline Lindsay

The Tameside Metropolitan Borough Council is a metropolitan district council in Greater Manchester and the local authority of the Metropolitan Borough of Tameside providing majority of local and government services in Tameside.

The Stalybridge High Street Heritage Action Zone (HAZ) has been created to help restore the town's local historic character and encourage people to spend more time in the historic heart of the town. The HAZ recognises that Stalybridge has a rich heritage and an incredible story to tell. Stalybridge has won town of culture for the year 2022.

The objective of this project is to encourage people to visit Stalybridge and venture into the town and experience all that they have to offer. Stalybridge receives 1.5 Million commuters annually starting and ending at the station. Around 50,000 shoppers visit Aldi and Tesco located on either side of the town but a very little of this footfall percolates into the town centre.

Through this project we are trying to encourage those commuting and shopping in these places to venture into the town centre. We are also looking at forming connections between Stalybridge and its rail connections in Manchester and Leeds. The overall aim of this project is to increase the footfall into Stalybridge.

# Agenda

## VISIT STALYBRIDGE

This project collaborated the Tameside Metropolitan Borough Council, The Stalybridge High Street Heritage Action Zone (HAZ) to help achieve their vision of getting more people into Stalybridge. Visit Stalybridge as our project tag line, we wanted to look at how the town of culture can have more people visit benefiting the town and the community.

We visited Stalybridge as a group and had the opportunity to sketch and photograph things that we found interesting .The MSA Live 2023 event and action week encouraged us to engage in the project by carrying out analysis and mapping of the existing urban conditions and transport links. Visiting Stalybridge as a group whilst sketching and photographing was a fantastic opportunity to experience the city's culture, heritage and rich history. Our proposal has started looking at the proposed the extension of the tram Station into Stalybridge. We feel this will get more people into the town and then to stay longer in Stalybridge. The town is a lot more than the town of culture , it's a link between Manchester and the Peak district and has a lot of hidden gems waiting to be discovered .

The collaborators gave us an open-ended brief which gave us a freedom to be imaginative and allowed us to develop the project on how we would want people to visit the town of Stalybridge and making it a more bustling town.

We had two focus groups, one concentrating on infrastructure and the other on the Culture and History of the town. Our initial leaflet is targeted at the people of greater Manchester and shows off the culture and historic features of the town, its history , food, hiking trails and everything else it has to offer so that people Visit Stalybridge!

We all then worked on our main proposal of a new tram station and associated landscaping with the extension of the tramline into Stalybridge from Manchester city centre.

# BRIEF

## Proposed Metrolink Station at Stalybridge.

The brief proposes a new tram station in Stalybridge as part of the planned extension of the Eccles to Ashton-under-Lyne Metrolink line outlined in the Greater Manchester Transport Strategy 2040. The proposal for the tram station will include the redevelopment of the under-utilised town hall site, hoping to provide a new 'entrance' to Stalybridge. A feasibility study will be completed which presents both the proposed Metrolink stop as well as a landscape proposal for the associated site.

Image Bottom:  
Town Hall Site Boundary

Image Top (Right):  
Town Hall Facade With  
Associated Amphitheatre  
Seating

Image Middle (Right):  
View Looking From Top  
of Site Towards Heritage  
Action Zone

Image Bottom Left (Right):  
Group 10 Photo on  
Stalybridge Highstreet

Image Bottom Right  
(Right):  
View Looking East Across  
the Site at the Water  
Fountain.



# SITE VISIT



# Development

## The process creating our 'VISIT STALYBRIDGE' leaflet to be handed out around Manchester City Centre

As students ourselves who have lived in Manchester for a while now, some approaching two years. Very few of us knew about Stalybridge let alone visited. So we knew, that we need to aim this project at the people of Greater Manchester rather than the residents of Stalybridge.

We started the first week putting together this 'one stop guide' and it was a great starting point to the project, being able to dive deep into the history of Stalybridge and all the great things it has to offer set us up really well for our second week where we would dive deeper into our ideas for how we could get more people to visit Stalybridge. We split our team into two groups; Infrastructure and Culture.

The infrastructure team got to work on the more logistical side of how people currently travel to stalybridge. They also looked at local business in Stalybridge, this is one of the most interesting things about the town is that bar 3-4 shops and a bank all the business' are independent and locally owned. This makes the high street a fantastic melting pot of culture and local produce! We really wanted to highlight some of these fantastic

business' in our 'fact file' style page to highlight to the people of Manchester all the unique things on offer such as the UK's only Tripe shop!

The culture team dived into researching the interesting history and rich heritage of Stalybridge, we collaged together key buildings in the Heritage Action Zone to create eye catching graphics that would attract people to come and visit them. We also looked at how Stalybridge is a gateway to the peak district and has multiple exciting walks just minutes from the town centre showing off the beautiful surrounding landscape. Within the leaflet there is also an advertisement for Stalybridge's community event 'Stalybridge Street Fest' where local business, musicians and the community get together for a celebration of culture!

Overall, our leaflet uses a colour scheme inspired by the colours used on the interior steel structure of the Civic Hall and the exterior materials it is built in. We felt this would help give Stalybridge a more graphical identity, the font is also very similar to that used on existing adverts such as for 'Stalybridge Fest'

Image Top-Left: Front Cover of the 'VISIT STALYBRIDGE' Guide

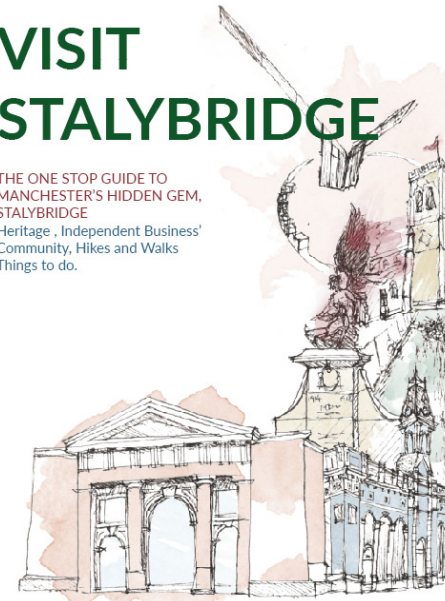
Image Bottom: A Celebration of the Stalybridge Heritage Action Zone

Image Top- Right 'The Gateway to the Peaks' Leaflet double page spread

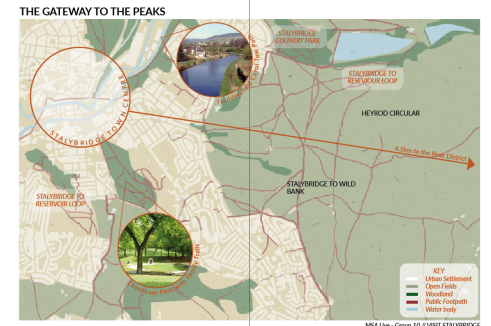
Image Middle-Right 'The Arts in Stalybridge' single leaflet page and 'Stalybridge Street Fest' leaflet Advert

# VISIT STALYBRIDGE

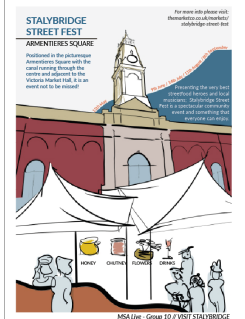
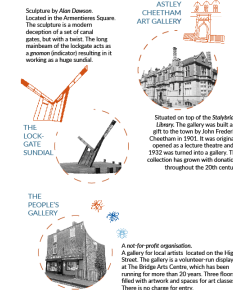
THE ONE STOP GUIDE TO MANCHESTER'S HIDDEN GEM, STALYBRIDGE  
Heritage . Independent Business' Community, Hikes and Walks Things to do.



MSA LIVE 23



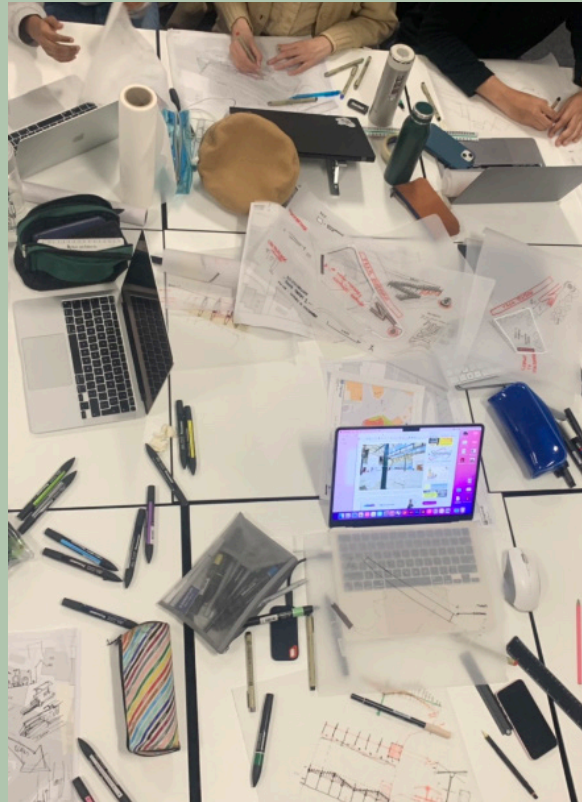
### THE ARTS IN STALYBRIDGE



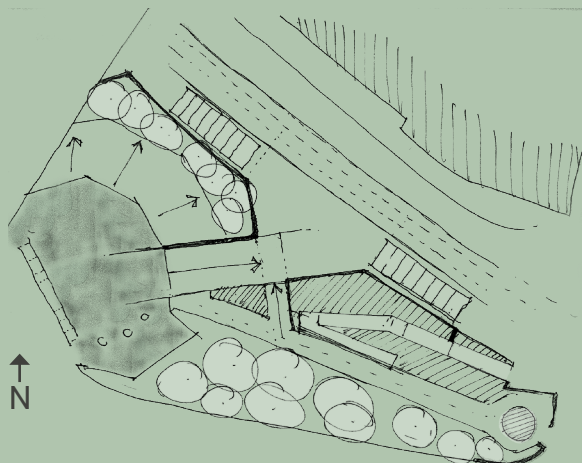
# The Ideas Workshop

One of our favourite ways to generate ideas was to put on 'The Ideas Workshop' This involved using lots of tracing paper, biros, fine-liner, felt tips and promarkers. We encouraged everyone to be creative and diagram how best they would improve the site. Everyone get involved and some of our favourite ideas were

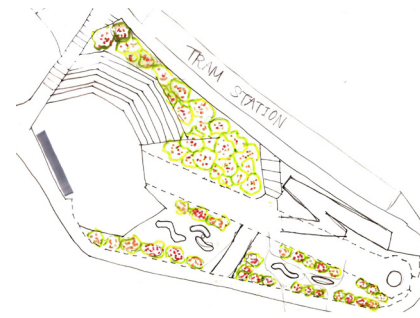
- New fully accessible ramp
- Coffee Kiosk
- Restoring the fountain
- Increasing biodiversity
- Creating conversation areas
- New sight-lines and access route through the old town hall monument.



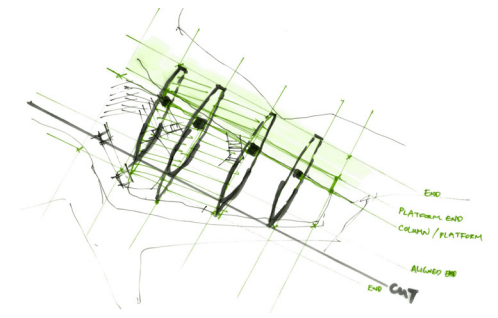
At the end of the hour we all sat around a table and everyone had 1-2 minutes to present their idea to the group followed by a discussion of how we might integrate their idea into the main proposal. We also shared precedent and tips on how to elevate each others drawings. These workshops were one of our favourite parts of MSA Live as it really highlighted how everyone brings different strengths and ideas to the table. We all also really enjoyed going back to basics with pens and trace as lots of us now do most of our work on ipads and computers!



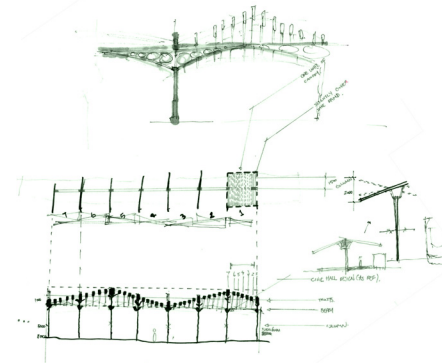
Sketch landscape plan showing a new major route from the old town hall up to the new tram stop.



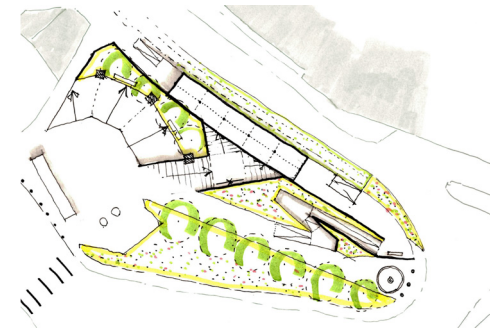
Plans for quiet seating areas shielded from the road by screened planting



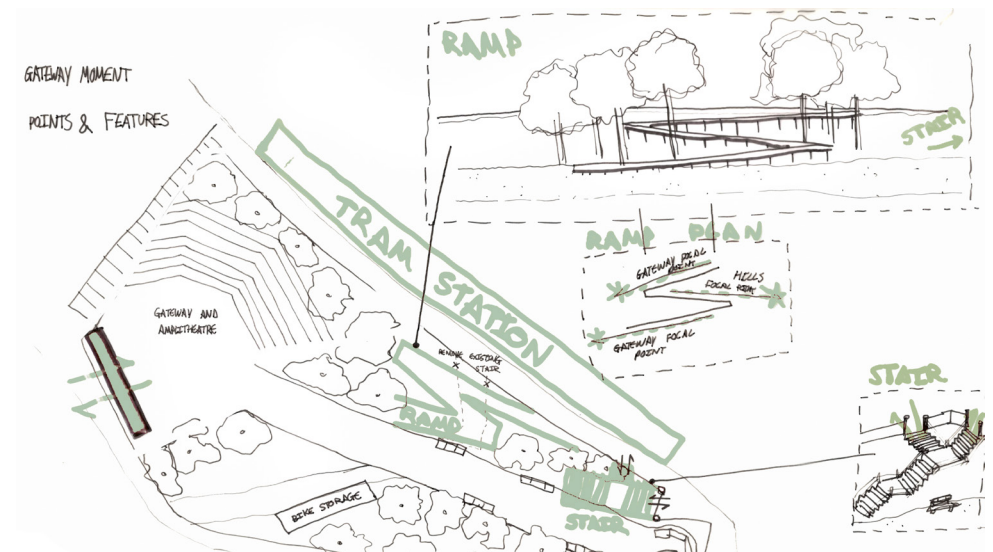
Plans for a new canopy that extend from the tram stop over the whole site



Plans and Sections for the tram stop inspired by the steel truss' roof in the Civic Hall.

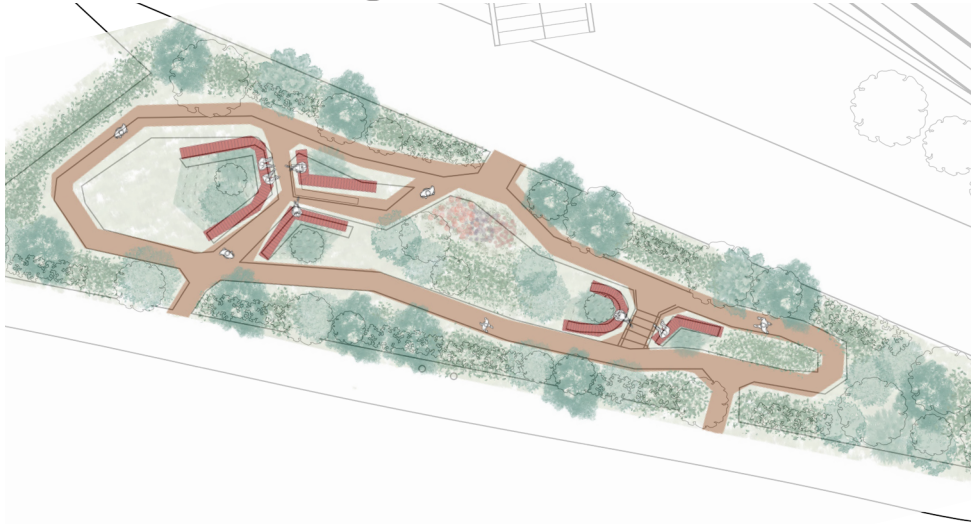


Creating multiple routes to get from the tram stop into central of Stalybridge and the HAZ.

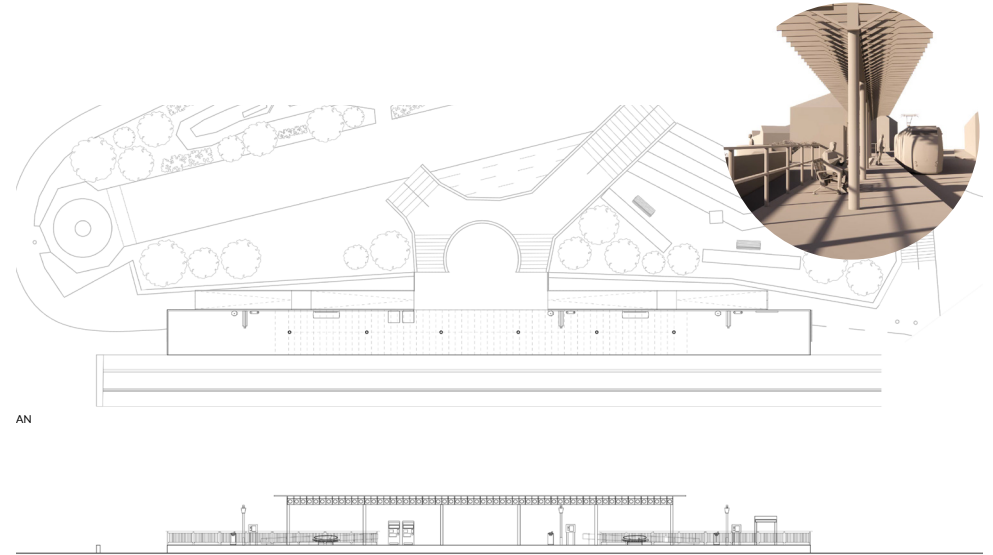


Using Part M, we have ensured that our proposal is fully accessible and building reg compliant.

# Final Drawings



Zoomed in plan of new secluded conversation area



Plan, Section and visual of proposed 'Stalybridge Tram Stop'



Section A-A of proposed landscaping and tram stop



Whole scheme masterplan including new landscaping and tram stop

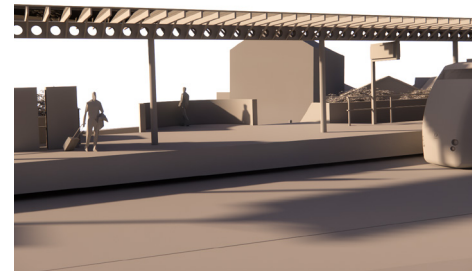
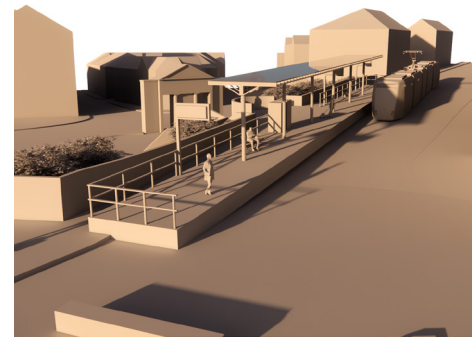
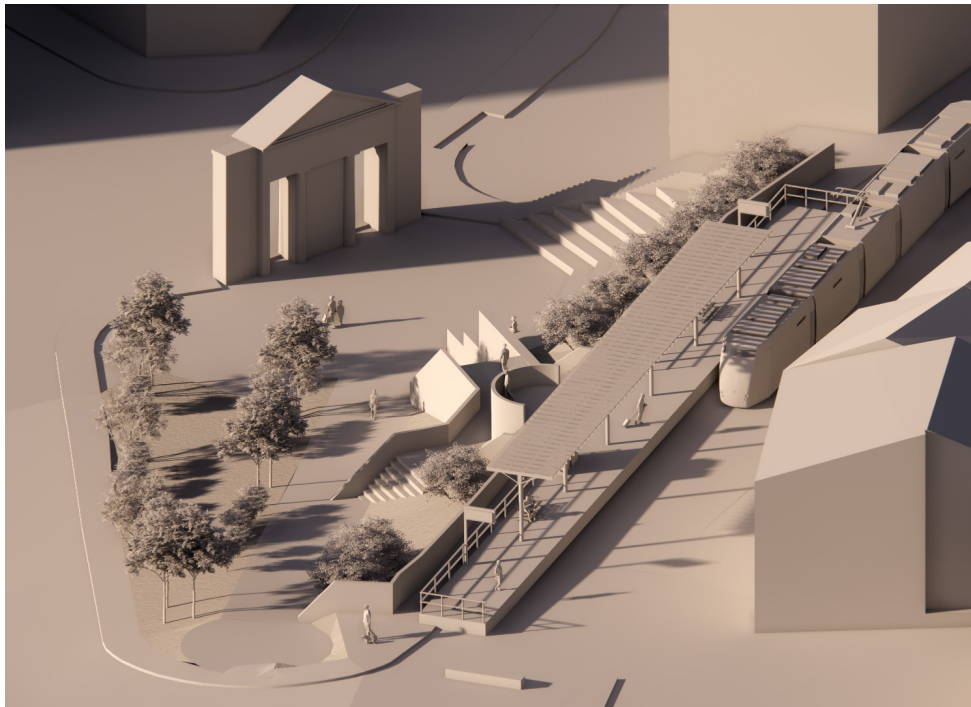
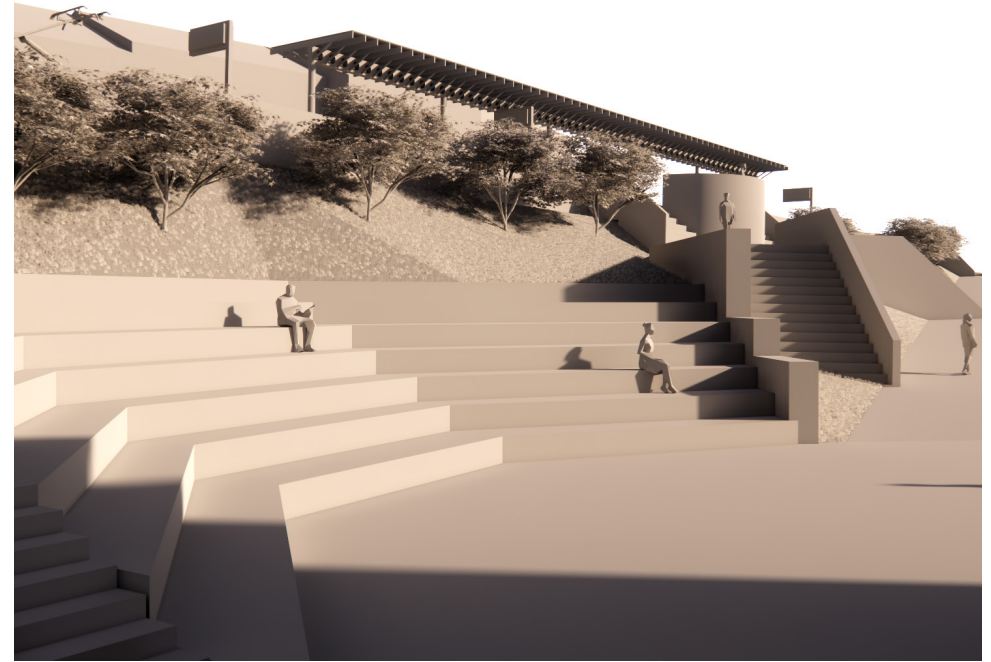
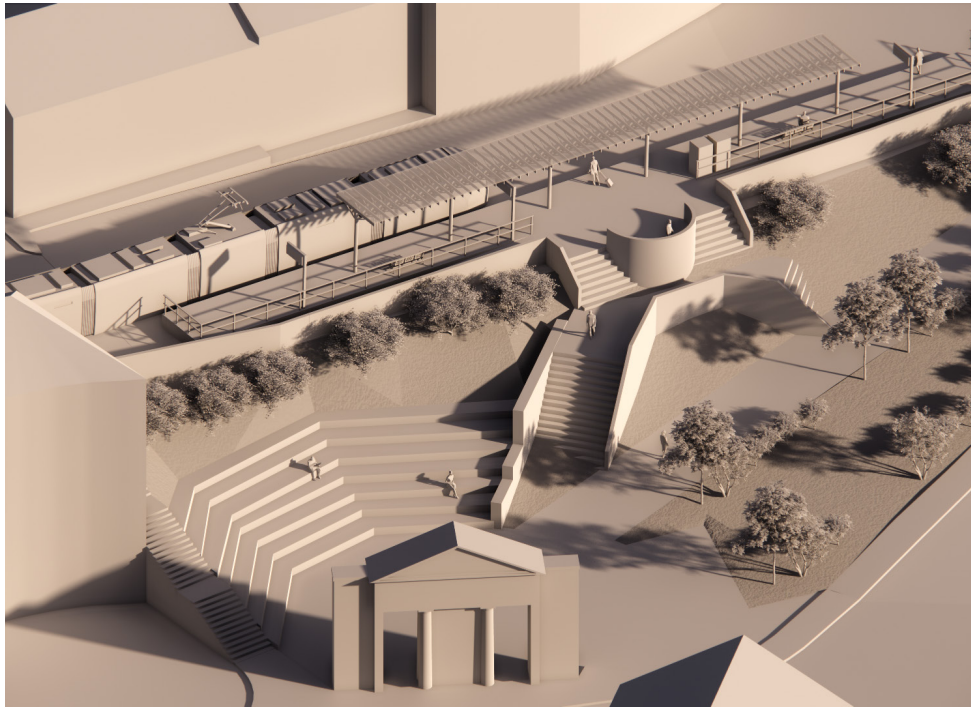


Image Top-Left:  
View looking east across Town Hall Site

Image Bottom-Left:  
A view looking west towards Heritage Action Zone

Image Top- Right  
Amphitheatre Meeting Space

Image Middle-Right  
Aerial View of proposed Stalybridge Tram Stop

Image Bottom-Right  
Station and Viewing Platform as seen from Stamford Road

# Client Feedback Meeting

## With Tameside Metropolitan Council

To wrap up our two weeks of MSA Live, we had a zoom meeting with our clients, Tameside Metropolitan Borough Council. Our original collaborators Jack Elliott and Caroline Lindsay were there, as well as other council members Damien Cutting and Mike Reed.

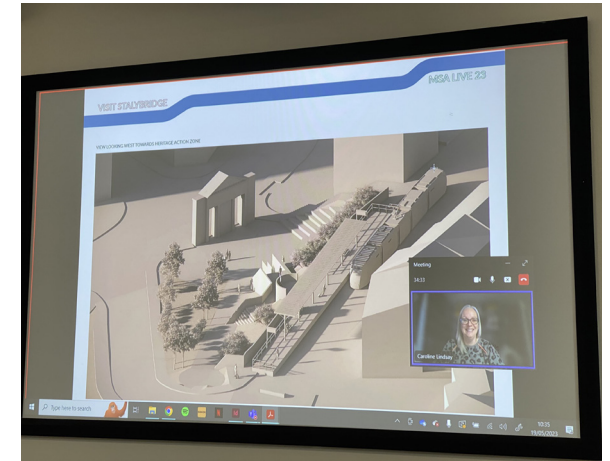
We started by presenting our VISIT STALYBRIDGE leaflet. Everyone got involved with presenting and sharing information about the part of the booklet they had worked on. The collaborators said that they liked the range of information and there were lots of pages that would be useful as part of marketing Stalybridge to the wider Greater Manchester area.

We then presented our main proposals, the re-landscaped old Town Hall site and new tram stop. Our panels start off with a discussion of the 'forgotten infrastructure' of the old Stalybridge Trams and how an extension to the current

Metro-link tram to Stalybridge is proposed by Andy Burnham in Transport for Greater Manchester's 2040 plan. The collaborator was happy that we had picked up on this as they have yet to look into this at all, let alone explore any design strategies. They said our project would be really useful as a starting point for applying for future funding for this, as they often don't have the capacity to look at the bigger picture (with no consideration of budget!) So a project like ours at this stage was very welcome. They also appreciated our choice of the old Town Hall site as they all think this site is underused in the current town centre and were in the process of starting a project that looked at short to medium term uses for the site.

After presenting our final proposals including general arrangement plans, sections and renders we had a great discussion with the collaborators and got some great feedback on some of our panels which we then actioned.

We have all had a great time working with Tameside Council and Stalybridge for MSA Live. It was such a valuable experience to work with real-life clients and navigate their brief with our time-scales and outputs. We would also like to give a huge thank you to our extremely talented BA1, BA2 and MLA 1 students for their fantastic work over the last two weeks, we have loved working with you!





## ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 students with those in BA year 1 and year 2 and Masters Landscape Architecture 1 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 650 students from 4 cohorts in MSA have worked on 42 projects with partners.

## QUESTIONS

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

**[msalive@mmu.ac.uk](mailto:msalive@mmu.ac.uk)**

## BLOG

**[live.msa.ac.uk/2023](http://live.msa.ac.uk/2023)**

## SOCIAL

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