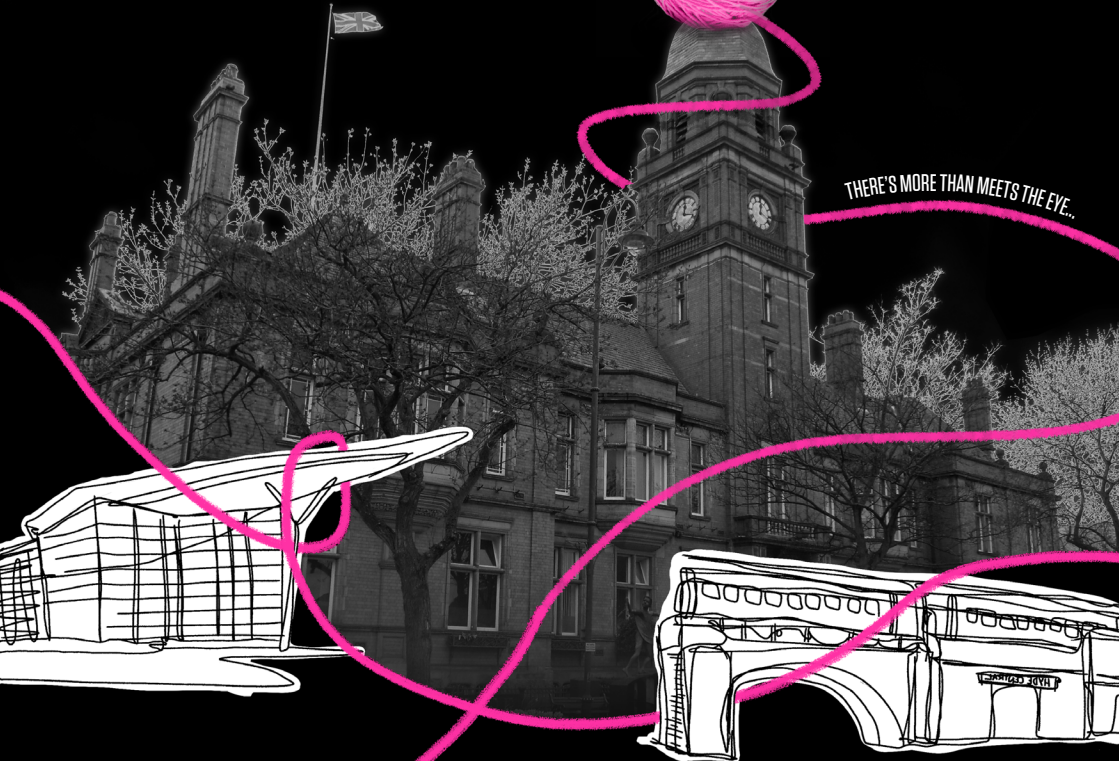


**MANCHESTER SCHOOL  
OF ARCHITECTURE**

# HYDE & SEEK



THERE'S MORE THAN MEETS THE EYE...



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MANCHESTER  
1824  
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Manchester  
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**Tameside**  
Metropolitan Borough

**MSA  
LIVE 24**

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## Partners

Tameside Metropolitan Borough Council is the local authority of the Metropolitan Borough of Tameside in Greater Manchester, England.

Based on feedback from the community and stakeholders the Hyde Town Centre masterplan has identified what makes Hyde different and celebrates its uniqueness to help create a place that people want to visit. A strategic masterplan delivered by HemingwayDesign and WSP for Tameside Metropolitan Borough Council sets the scene for MSA design work.

# Introduction

## Hyde & Seek

As part of the masterplan proposal, Tameside Metropolitan Borough Council are looking to improve the connectivity and movement of pedestrians between between the town's retail core, the bus station, and train station. The masterplan has identified areas through Hyde that need improved pedestrian and active travel capacity; MSA students are working to develop some options for these pedestrian travel corridors creating not only an improved thoroughfare but also a place to enjoy.

All benefit from improved pedestrian connectivity, but the greatest improvements in improved pedestrian connectivity is expected to be found for the elderly, disabled, or with young children. Active travel infrastructure will encourage shopping and enjoyment in the town, and greater connection to transport nodes will improve the economy of the town benefiting local businesses and residents alike. Improved public spaces will also allow for more space for community use allowing for small-scale events and activities.

# History in Hyde

## From the past to the future...

Hyde derives its name from 'hide', a measure of land roughly equivalent to 120 acres. The town is largely a creation of the 19th century and the associated Industrial Revolution; with only 3,500 inhabitants in 1801, one of the town's historians, Thomas Middleton, proclaimed "Prior to its connections with the cotton industry, Hyde has no separate identity. It was merely an outlying township of the Parish of Stockport."

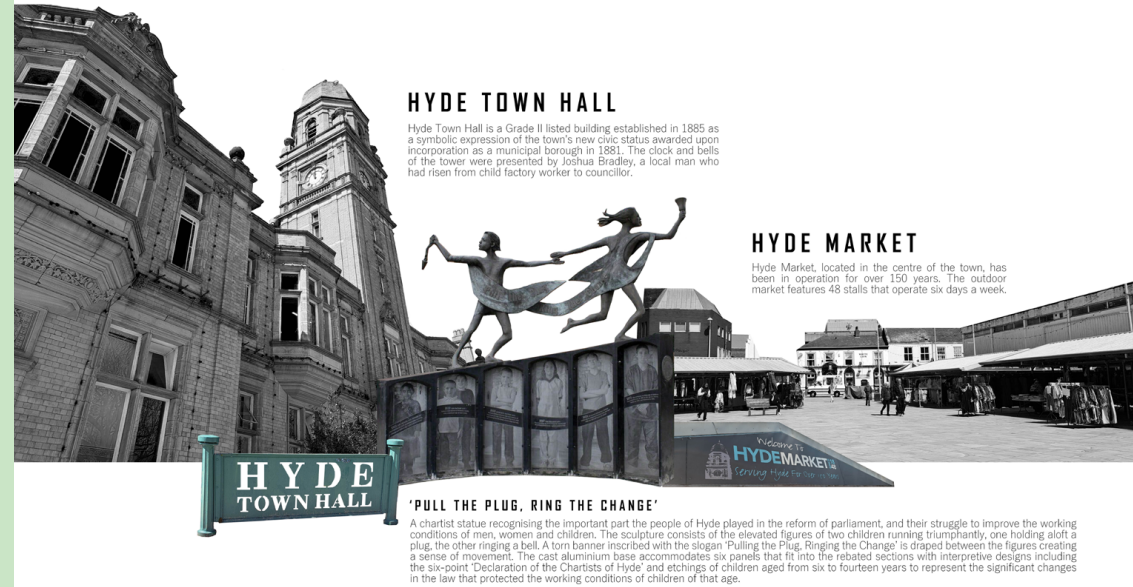
The success of the cotton mills in Hyde prompted a rapid population increase, with as many as 40 working mills at one point. However, by 1872 only 27 remained, and half of the remaining mills closed between 1921-1939; today, one working mill remains. The main employers in the mills were the Ashton family, who successfully ran a combined spinning and weaving company, and built Hyde Chapel on Stockport Road, Gee Cross.

The major features in the development of Hyde in the present day are the considerable growth of municipal services and modernisation of the town, along with major changes in the town's industry. The early years of the century saw the opening of the park and new schools. New industries had begun to appear in Hyde in the late 19th century and this process has now considerably accelerated. One of the town's most notable achievements came with the success of Hyde Seals waterpolo team who, in the 1904-14, were considered some of the finest in the world, and commemorated to this day with a statue.

Present day Hyde is identified as an area for growth within the Tameside Inclusive Growth Strategy, and as one of the Greater Manchester Growth Locations. The Town Centre is identified as a key driver for change and proposals hope to utilise this for supporting the wider regeneration of Hyde. The town centre, like many others, is struggling through a period of transition, responding to changing shopping and working patterns in a situation only exacerbated by the COVID-19 pandemic and the cost of living crisis. 'The Hyde Town Centre Masterplan sets out a 15 to 20 year programme with short term, medium term and long-term actions that if delivered comprehensively will achieve a more vibrant, well connected and prosperous town centre for residents within the locality as well as to seek to attract more people to the town.' (Tameside Borough Council)

Image Top (Right):  
History in Hyde

Image Bottom (Right):  
Twin Boys



### HYDE TOWN HALL

Hyde Town Hall is a Grade II listed building established in 1885 as a symbolic expression of the town's new civic status awarded upon incorporation as a municipal borough in 1881. The clock and bells of the tower were presented by Joshua Bradley, a local man who had risen from child factory worker to councillor.

### HYDE MARKET

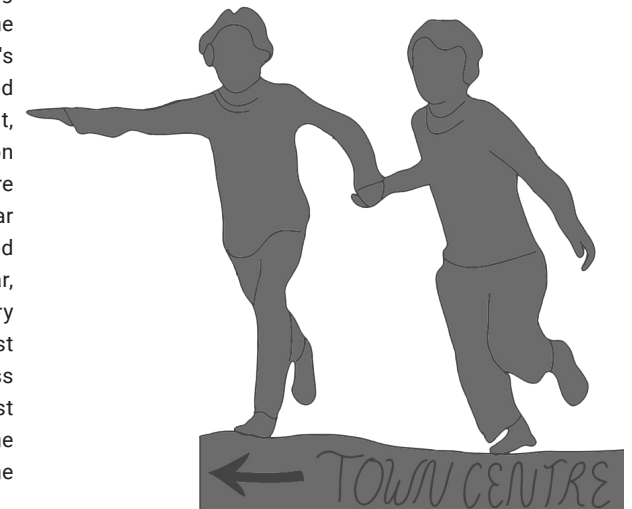
Hyde Market, located in the centre of the town, has been in operation for over 150 years. The outdoor market features 48 stalls that operate six days a week.

### 'PULL THE PLUG, RING THE CHANGE'

A chartist statue recognising the important part the people of Hyde played in the reform of parliament, and their struggle to improve the working conditions of men, women and children. The sculpture consists of the elevated figures of two children running triumphantly, one holding aloft a plug, the other ringing a bell. A torn banner inscribed with the slogan 'Pulling the Plug, Ringing the Change' is draped between the figures creating a sense of movement. The cast aluminium base accommodates six panels that fit into the rebated sections with interpretive designs including the six-point 'Declaration of the Chartists of Hyde' and etchings of children aged from six to fourteen years to represent the significant changes in the law that protected the working conditions of children of that age.

## Twin Boys

In 1815, twins Robin and Jam Smith were born on Rock Street in Gee Cross. Identical in appearance and inseparable throughout their lives, they were known for dressing alike and walking in single file, one brother always following the other's footsteps. After their parents passed away and their siblings moved out, the twins relocated to a cellar on Mottram Old Road, where they were affectionately known as "the Cellar People." Jam died in 1889, followed by Robin in 1890. The following year, Hyde Carnival honored their memory with a competition for the best representations of the Gee Cross Twins, offering £1.00 to the two best entries. This contest celebrated the twins' distinctive legacy within the community.



# S.W.O.T.

## Strengths, Weaknesses, Opportunities, Threats...

Analysis from a site visit demonstrated several key areas of potential intervention, stemming from the pedestrian experience.

The modern bus station makes for a great arrival, and the vegetation creates a pleasant streetscape. The market is well located against the backdrop of the visually impressive Town Hall, and cultural diversity is represented and celebrated through this market.

The train station, whilst seemingly well located geographically, is largely inaccessible; inadequate provisions for wheelchair users, ambulant disabled and those with young children, coupled with lack of signage for wayfinding, does not make this a desirable transport option. There are a number of abandoned buildings around busy public spaces, and many areas are rundown and

in need of renovation. There are seemingly little to no services for the younger generation, and inadequate pedestrian provisions to make navigation safe.

Opportunities present themselves in the the centralised provision for arts in the presence of the library and statues. The Town Hall seems largely underutilised, and there is potential to better celebrate the attractive and historic array of buildings and ironmongery surrounding the centre.

However, the main road running through made pedestrian movement more challenging, and the noise reduced enjoyment of the space. Low occupancy rate in the shopping precinct has translated to low footfall, and these spaces now feel unsafe.

Image Below: Weaknesses



Image Above: Strengths. A series of images from site, collaged into what makes Hyde special.

Image Below: Mapping. Understanding Hyde.



# Process

## Charettes and Sharing

Four key areas of intervention were identified from site analysis; signage, pathways, art installation, and posters advertising the scheme.

A design charette gave everyone an opportunity to explore the four interventions; four groups rotated around the four tasks, producing a concept for each. With a 45 minute time limit, sketches, models, and diagrams were produced. This

allowed all the students to explore different creative pathways and create a wide mix of different concepts for each type of intervention.

These interventions were developed for consideration by the client in a presentation the following day, allowing the group to understand what the client wants and with a clear direction for progression.



## Progression

This feedback then helped us inform the direction of the project, making it clear there should be two key directions formed of the initial four, with the interventions being merged into two groups.

One group would be looking

at developing the posters and installation, with a large overlap of colour schemes and visual styles, and the other would be focusing more on tackling paths and signage, linking these two interventions together effectively.

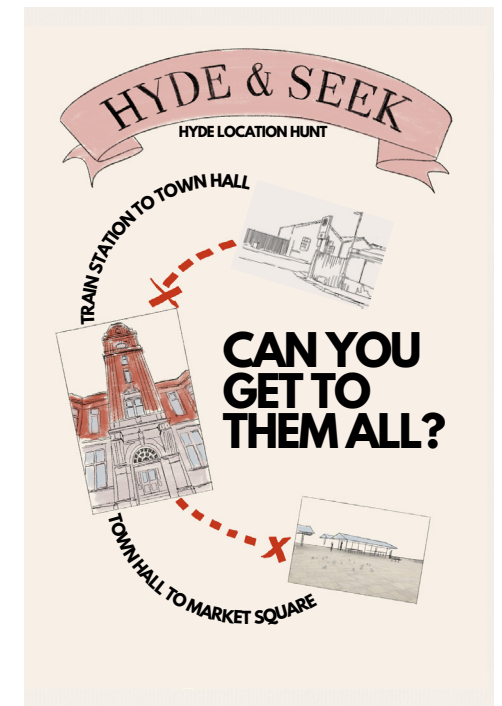


Image Middle:  
Early Installation Concept

Image Top (Right):  
Presenting to Collaborators

Image Bottom Left (Right):  
Early Mural Concept

Image Bottom Right (Right):  
Early Poster Concept

# Signage & Pathways

## Wayfinding as Art

Whilst signage is essential to help newcomers to the town navigate, frequent visitors and locals will already be familiar with these routes. This presents an opportunity to reimagine signage as a piece of art, capturing attention, enhancing the character of the neighbourhood, and serving as landmarks themselves. This signage should be more recognisable and more memorable, and not use overlooked as a background.

So support this signage, the concept of a painted mural pathway emerged. Ground and road murals are exciting, activating public spaces and increasing footfall and awareness of a space, which will be really beneficial to regenerating Hyde.

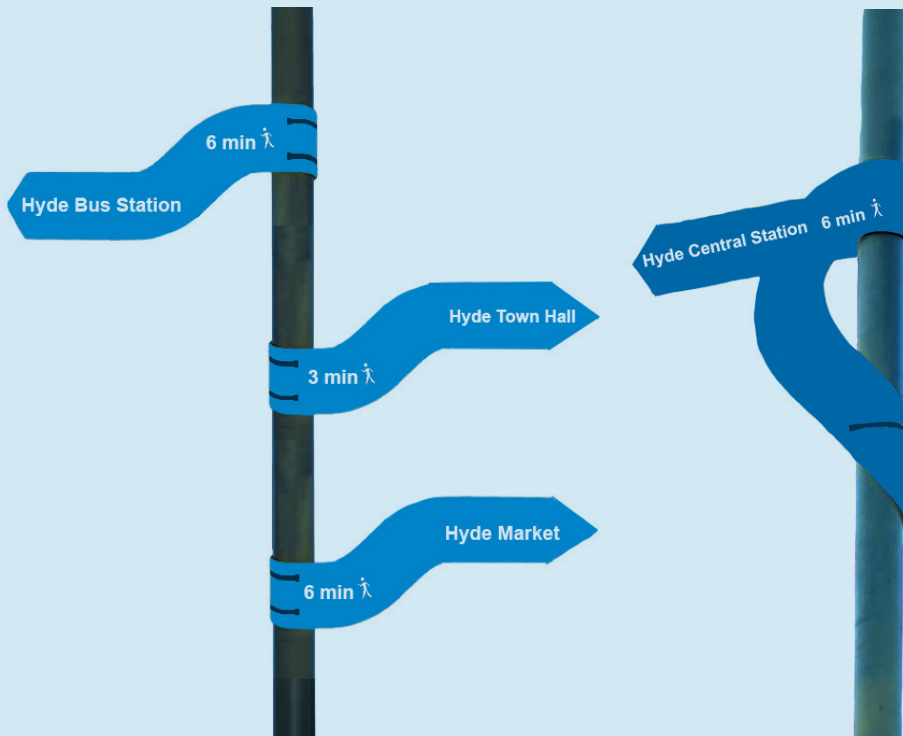
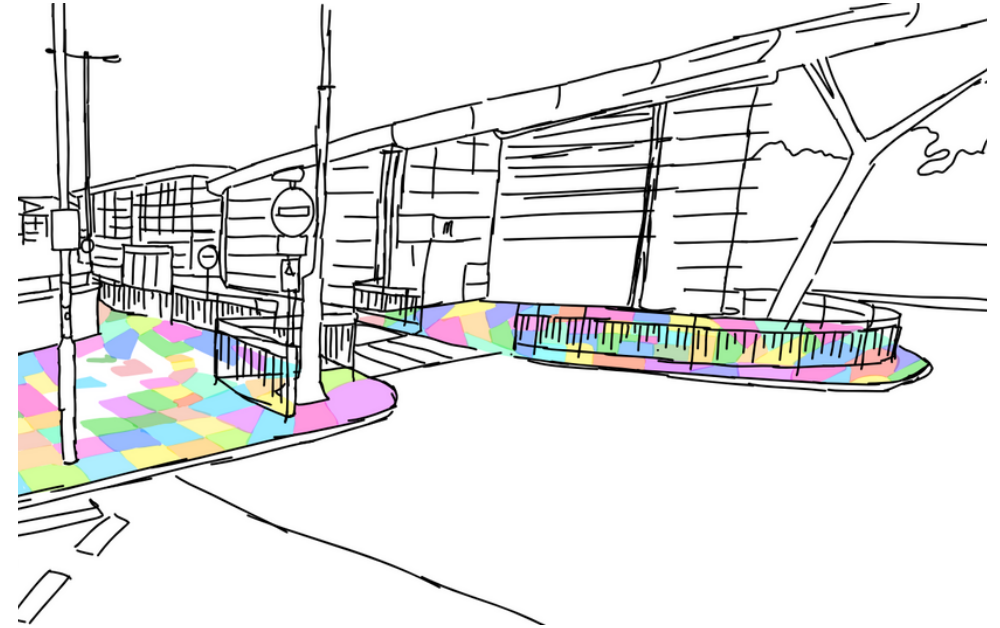
Bright colours and a textured path along a route allows those who are visually impaired navigate their way through the town, whilst potentiating adding interest for children as a game simply travelling around.

Image Below:  
Signage Concept

Image Top Right (Right):  
Pathway Concept

Image Bottom Left (Right)  
Pathway Concept

Image Bottom Right (Right)  
Pathway Print Concept



# Mural & Posters

## Hyde & Seek Treasure Hunt

Inspired by the mural in the town centre shopping centre we thought that producing a graphic map could be a more interesting way of improving wayfinding. although the existing mural in itself is effective, it is hidden away and doesn't contain key landmarks.

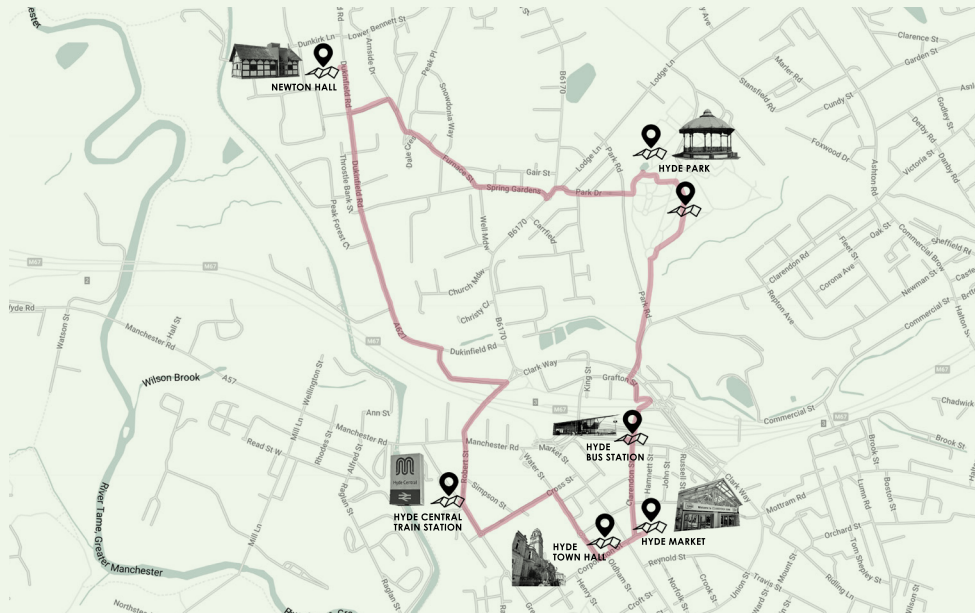
We decided that incorporating a similar map style mural in a visible and often used place help with key features of Hyde would help to draw people there and help with wayfiniding. In order to direct visitors of Hyde in the direction of local points of interest, we are proposing a 'treasure hunt' through the

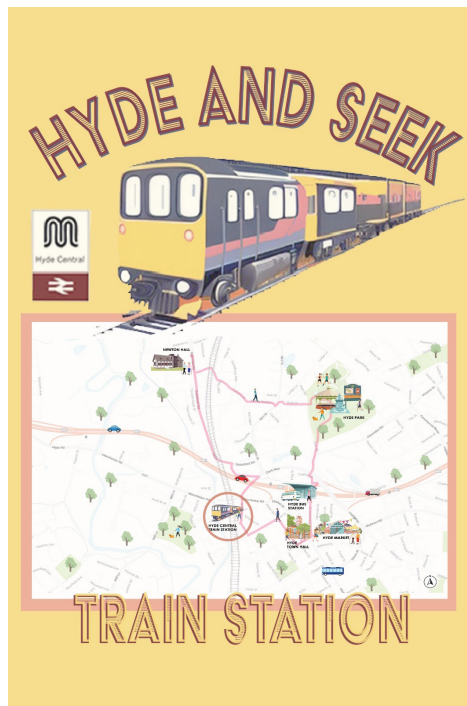
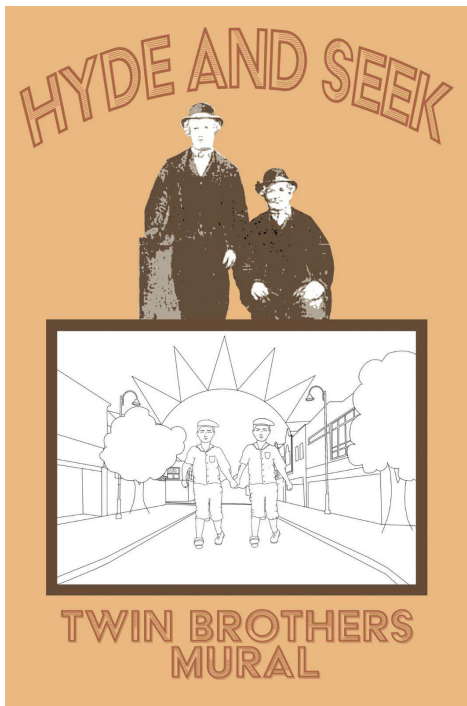
installation of murals and posters around the town centre. In crucial locations such as public transport hubs, artwork will showcase the locations of landmarks through graphically engaging maps.

The aim is to take away the difficulty of finding things to do and places to go on arrival into Hyde, with proposed destinations include listed buildings and hidden gems like Hyde Indoor Market. Potential features for the treasure hunt include the Town Hall, Bus Shelter, Hyde Park, Band Stand, Park Fountain, Newton Hall, and the Market.

Image Below:  
The Hyde & Seek Treasure  
Hunt Map

Image Right:  
Hyde & Seek Mural  
Concept





# Reflections

The opportunity to work within a community setting and develop a proposal that could have such a substantial impact on a town's regeneration has been really inspiring. Being able to have an impact on local communities is often why many people go into architecture, so this was a great opportunity to explore small scale interventions with big impacts.

The proximity to Manchester made a day trip to Hyde fairly easy, but the cost of public transport and relatively slow travel was prohibitive to a second visit. This meant we had to

think creatively about how we could get the most of out this one trip that would introduce the project.

There were so many potential methods of intervention that we found it initially a struggle to refine the process into a manageable timeframe, at which point the action plan became invaluable.

As the week progressed, all the team developed skills and confidence around leadership and self direction in tasks. It was really encouraging to watch individuals grow in their strengths.

Image Top Left:  
Twin Brothers Mural Poster

Image Top Right:  
Train Station Poster

Image Bottom Left:  
Town Centre Poster

Image Bottom Right:  
Hyde Bus Station Poster

Image Below:  
(Most of) Group 26





## ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 and Masters of Architecture & Adaptive Resuse students with those in BA foundation, 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 are for community benefit or 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 600 students from 6 cohorts in MSA have worked on 40 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/2024](http://live.msa.ac.uk/2024)

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