transPORT

transSCAPE goes North of England:

Internal Urban Cultural Studies and Regeneration Report North of England Transfer Excursion

02.09.2024-09.09.2024

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transSCAPE

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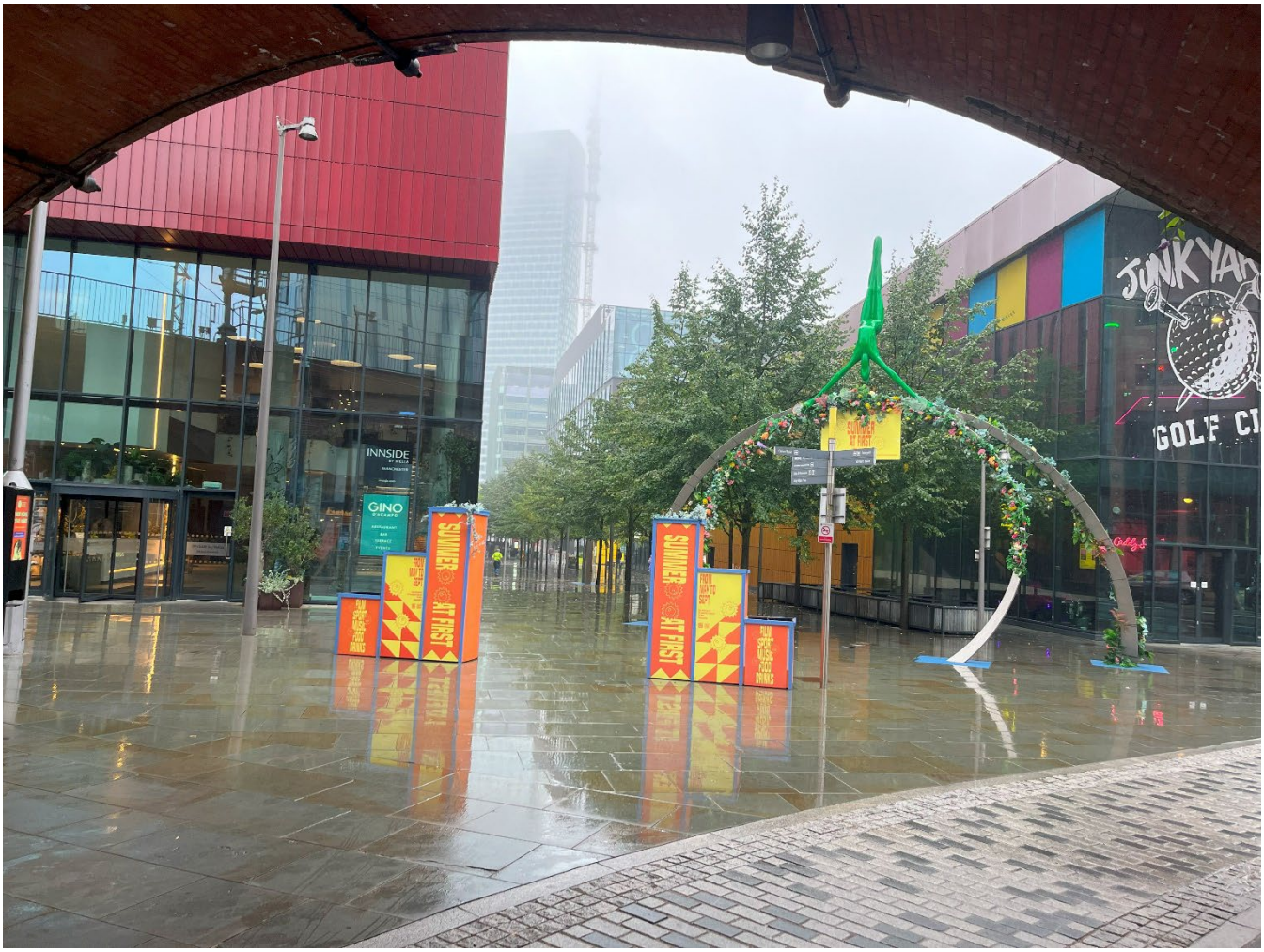
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1. Manchester 02.09.2024 -04.09.2024

1.1. Manchester HOME as site of urban regeneration



Manchester HOME is an arts centre, cinema and theatre complex at the heart of the urban part of Greater Manchester, which has seen significant regeneration efforts in the past years. HOME is the result of the merger of independent cultural institutions Cornerhouse with Library Theatre Company and was opened in 2015; the project was funded by Manchester City Council, the Garfield Weston Foundation and Arts Council England. HOME has a contract with Manchester City Council to provide social benefits to the community. HOME is located next to the canals, the waterway structures that enabled the industrial and commercial prosperity of the 19th-century city known as Cottonopolis. It is situated across the road from the Haçienda, a nightclub and music venue central to the Madchester music and club culture of the 1990s, and round the corner from the Roman fortress, the origins of which still resonate in the city´s name. Across from Deansgate station, HOME is nestled amongst a hub of recent 2010-2020 builds that represent the urban regeneration around the inner city of Manchester. The backdrop shows the expanding vertical skyline of new skyscrapers (mostly buy-to-let housing and office space) which are currently being built representing the current build and debt economy.

For further information on Manchester City Council's regeneration plans here.







Just behind the plot of land where HOME and the surrounding buildings have been developed, there remains an undeveloped plot with a disused and derelict warehouse, giving a sense of what the place must have been like until the new builds were erected.

Observables: young demographic, working in the city/ student vibe/ efforts to include young families (events at HOME)

Notables: regeneration waves – HOME was part of the 2010s regeneration. Partnerships and sponsors not connections between the city and private/cultural industries that supported this transformation/venture. Theatre, cinema, community and cultural space at the heart of regeneration – made possible through partnerships, mergers and sponsorship further chains (hotels, restaurants etc) have grown around it. Accessible by tram and train. Public café/ bar space in HOME foyer and upstairs and exhibition space and kids corner and venue/ merch shop.

Transferables:

- **Hoarding/ Fencing**: building sites need to be fenced off. The site fencing/ hoarding can be used as an information/ inspiration/ communication and cultural art site as meanwhile use.



- **Public art exhibition in Deansgate train station underpass**: Interesting spaces to make art accessible, as an event to stage and showcase the renovation of the space, opportunity to promote local talent, diversify local representations and lighten up the space: small impactful culture-led regeneration strategy. Not sure if this is pop-up exhibition/ art or a permanent installation.

1.2. Manchester Museum of Science and Industry



Manchester Museum of Science and Industry is a free-of-charge (donation-based) city museum with a focus on scientific breakthroughs and industrial innovations connected to the history of Manchester with a strong narrative that these ideas went on to "change the world" and manifest Manchester as a hub of innovation and a creative city. It is part of the Science Museum Group, which includes The Science Museum, The Science and Media Museum, The Railway Museum etc. At its core are the permanent exhibitions of the Manchester Revolution (including a replica of the Manchester Baby, also called the Small-Scale Experimental Machine (SSEM) a prototype for electronic stored-program computers) and the Textiles Gallery, which also have special demonstration events. In addition to this are spaces for temporary displays such as the Stephen Hawking at Work and Covid-19 vaccine and regular events such as the Power Up gaming event. Of note is the family and education focus with early years activities and the upstairs floor designed as an interactive gallery based on the idea of Experiment. The location of historic importance to Manchester´s logistics and railway system is accessible by tram and train from Deansgate.



Observables: the museum info blurbs/panels read like a ´Make Manchester Great (Britain) Again campaign – a museum form of Manchester boosterism?

Notables: there is a café and gift shop selling science, bee and nerdy-themed gifts.

Transferables:

- **Planting Stories:** industry and innovation-themed garden, plants with stories in planters that welcome the visitors before entering the museum. Little short descriptors that explain the connection to coal, cotton and other things to find out more about in the exhibition. Interesting transfer potential for connecting both the Urban Gardening project with industrial history and the current medical engineering focus.






Turpentine
Resin from pine trees prod pentine,
a liquid used to thin paint ar make varnish.
In 1866, stored turpentine helped fuel a huge
fire at Liverpool Road Station. Two warehouses
burned down, but firefighters saved the 1830
Warehouse from destruction.


TEXTILE CITY

- **Experiment**: this permanent gallery has a host of interactive activities for the whole family or groups of schoolchildren to playfully engage with experimentation. Engaging exhibits included magnetic art, heat vision through thermal cameras, shadow and light but also tactile artistic ways to learn through engaging with the industrial history and practices of weaving and cloth and print production techniques. This place provided transfer potential, which could be modified to the outside setting for the WiHa *Wissensparcours* and could be a tangible contribution towards creating a *Wissensort* – for a diverse demographic providing space for playful, educational and community engagement.









Note the funding of the UK Government's Levelling Up programme in cooperation with Manchester City Council of the refurbishment of the covered Campfield Market. Originally intended to be an extension to the Science + Industry Museum, the site purpose has since been reallocated indicative of how regeneration plans are constantly evolving, taking shape and shifting.

1.3. Manchester as place of urban and waterside regeneration



For the walk & talk with Manchester poet Patrick Slevin, we first met for an introductory brew at HOME where we read his poem Haçienda (Transferable: inclusion of poetry and other literary works as part of walk & talk format). This served as a starting point to discuss his perception of regeneration, gentrification and urban and cultural change he´s experienced in Manchester over the years. The poem also includes landmarks and places we visited together and therefore served as a recall and revisiting prompt.

[include Haçienda by PS here]

From HOME we walked along the Bridgewater Canal and adjacent redeveloped office and housing buildings and the lock system and got to admire the barges/ canal boats. (Transferable: bard on a barge: the lower canal boats would easily fit into the WiHa Hafenbecken and would pose no issue for the bicycle bridge).

We continued our walk around Castlefield Bowl, passed planted disused railway lines of Castlefield Viaduct that is now converted into a green space supported by the national trust

Transferable: Urban gardening WiHa: https://ostreet.co.uk/project/national-trust-castlefield-viaduct/

We then walked under some striking brick arches to the remains of the Roman fort, the urban origin of Manchester. Looked down towards the now Museum of Science + Industry and the old site of Grenada Studios, where Coronation Street used to be filmed. A programme that is testament to the televised city, as ITV´s Coronation Street with its original intro panning over red-brick housetops with satellite dishes symbolic of the northern working-class culture, is a popular longstanding TV soap, a format that for generations has contributed to the representation of Manchester throughout the UK.

Observables: Manchester is a city of layers. Brick, steel, glass, Patrick´s Manc sense of self-deprecating humour throughout the walk & talk was in contrast to the Manchester boosterism narrative we noted in the historical information provided in the museums which had a distinct marketing ring of first, oldest, biggest, fastest. These narratives contribute towards civic pride and city-making strategy. Of further note and in reference to our counted steps, the city is very walkable.

Notables: Industrial memory functionalized the history of production and industry as Manchester as an industrial hub, in post-industrial reinvigoration/ reinvention of the Manchester worker-bee as civic, commercial and contemporary brand. The regeneration drivers appear to have followed after a collective crisis, such as the 1996 IRA bombing in the city centre which then opened up the regeneration of that quarter and made room for the building of the Arndale food and shopping centre.

The layers of history can be traced in the variety of building materials used, though each epoch has a distinct architecture, style and building materials, the cityscape of towers, bridges and chimneys merges into a whole picture, pleasing to the eye (*Sichtaxen*).

The pubs, as privately owned properties, are often the only remnants of past streets that have been knocked down and areas that have been redeveloped. Just as the Pevril of the Peak, they stand as memory markers amongst the new builds of differing regeneration waves.



Transferables:

- **Canal footpaths** as riverside or waterside regeneration opportunities, the cleaned-up spaces become more safely accessible and can be developed into leisure and recreation spaces. The existing greenery can be left while the brownfield is redeveloped and tidied up, moreover, the existing biosphere can be an important contributor to maintaining local biodiversity. An example of this is the Castlefield Viaduct which is a public garden space maintained on a disused rail bridge. The community project is also funded by the National Trust. Transfer potential for us is to see what bodies (institutions, financial funders, interest groups) are involved in these projects to see what similar structures we can seek/facilitate cooperation with.



- **The cleaned-up canal system**, once the logistical arteries of the industrial city, is now frequented by leisure boats (barges) or event barges. The warehouses have been redeveloped by private companies as business and office spaces. Other industrial infrastructure, such as the arches of the railway bridges are now redeveloped as bars. The stretch of bars and restaurant chains along the Deansgate – Castlefield indicate that this is an established and popular spot for both after-work drinks and students.




Deansgate-Castlefield











- **Great Northern Railway Company: A redeveloped and repurposed space**: The Great Northern Warehouse is situated in Manchester city centre. The Grade II listed former railway goods warehouse building was refurbished in 1999 into a leisure complex. The development currently includes an Odeon cinema, casino, restaurants, cafes, bars, bowling alley, gym, and a multi-storey car park. The outside space has an urban garden play and seating area with views across the changing architectural and historical layers of the cityscape.

1.4. Manchester Central Library

The Manchester Central Library is situated on Peter´s Square, a place recently commemorated by the centenary of the Peter Loo Massacre The library was built at a similar time to the Midland Hotel Manchester which architecturally reflects a boom time in Manchester´s history.

Observable: The digital exhibition also makes the digitalised material in the archive accessible. However, it is necessary to have the right media format to enable people to engage with and find the material. Photo in the sandbox of the virtual archive and how it could be relevant for the *Kustodie* project the archives are a Lottery Fund-supported project.

Notable: Manchester is a UNESCO city of literature.

Transferable: Grit Walk Story Cards, archival images of Manchester printed as card deck and with a short info can be used to augment the walk & talk format at WiHa. Could be a project in relation to *Kustodie* and other departments as it is a form of knowledge dissemination.







1.5. Manchester University creating places of knowledge





Our second walk & talk was with Dr Andy Hardman lecturer in Creative and Cultural Industry, Art History and Cultural Practices at the University of Manchester. We first met Andy at the Manchester Art Gallery (just off St. Peter´s Square, the site of the Peterloo Massacre and the recent statue of Emeline Pankhurst -*Rise up, Women*). Andy´s walk took us down the previous main entrance into the city which is still lined by the (grand) Victorian and Georgian architecture of the merchant and exchange houses, past one of

the founding buildings of the University of Manchester, the Manchester Mechanics' Institution and Owens College. Manchester University is celebrating its bicentenary in 2024. We proceeded to one of the University's current redevelopment sites the now empty Barnes Wallis Student Hub and Renold Building (link to development plans). The site with existing university buildings is to be redeveloped into a place of knowledge with a specific cultural business focus. The University has sold development rights but retains a say in the direction of the development which should have a distinct cultural and humanities focus. Andy is happy to share further documentation on the project. This recent venture demonstrates how the University has become a central player in city redevelopment, investing in buildings and infrastructure which have a city planning impact, but also as an employer and through attracting students who live in the city. This is a marked change to the empty, practically uninhabited city centre of the 1990s. Both Patrick and Andy remark on how the IRA bomb is remembered as an incisive moment that brought about the redevelopment of the city centre both as a living, retail and cultural space.

Further development: [£1.7bn innovation district and neighbourhood in Manchester opens its doors and reveals new name, Sister]



After a walk around the new science complex, a recent major investment and new build by Manchester University, we walked across to Oxford Road which is lined by both Manchester University and MMU

(Manchester Metropolitan University) buildings and other cultural institutions such as the Whitworth Art Gallery, the Manchester Museum and Contact Theatre.

Observables: Similar to talking to Paddy, Andy observes the IRA bombing of the Arndale Centre and the Manchester Labour govt being able to work with the Tory govt in place as key to cultural / Wissensfabrik (Industrial District/ Massiv -) many busses.

Notables: The aquatic centre, next to the newly built science hub was built in 2000 for the Commonwealth Games which took place in Manchester in 2002. This is indicative of the culture-led regeneration capacity of large-scale temporary sports/ cultural events

Transferables: The concept of place of knowledge creation, place-making by universities in cooperation with businesses/start-ups.

1.6. Manchester Media City, regeneration of Salford Docs





From St. Patrick´s Square, we took the tram out to Media City. The tram was reintroduced into Manchester´s public transport system as a modern alternative to the busses; the tram link to Media City is a crucial transport artery making the place accessible to the public and to people working there. On our way out to Media City we passed through multiple regeneration and building sites – some looking like work is not progressing as fast as in other areas. Crossing the River Irwell, passing newly erected housing complexes containing multiple apartments of varying sizes, the question arises of how many people live in these new buildings and what kind of demographic they have. We arrived at the regenerated site of Salford Docs, now called Media City, where BBC and ITV have moved their headquarters (and the ITV set of Coronation Street) to and where the University of Salford has many of its courses. Media City as a space is managed by Peel Ltd. Home - Media City UK. We met with Dr Martin Flannagan, Lecturer in film at Salford University, for a walk & talk around Media City. The redeveloped Salford docks are a key example of waterfront regeneration in combination with cultural media and creative industries. Following the Bilbao culture-led regeneration model of building the flagship Imperial War Museum (IWM) designed by the architect Liebeskind, the northern out layer of the London War

Museum on the site to attract cultural visitors and creative infrastructure around a the newly developed urban space. A further key cultural institution is the theatre and gallery complex named after the local artist, The Lowry. Media City is characterized by new builds designed as workspaces for creatives, media businesses, higher-education and restaurants to cater to this creative class. Media City, providing a northern home for the BBC both part of the Northern Powerhouse initiative to decentralize media industries and services away from London. We crossed the bridge.

Notable: Also here, just as in Newcastle and Sunderland, bridges are an integral part of waterside regeneration practices, these regeneration markers are architectural features and provide logistical connections and accessibility for people wanting to reach and explore the newly developed spaces (by foot, bicycle) – perhaps we need to have a footbridge across the WiHa Becken?)

Reach out to Martin for book suggestions and contact his brother about more information on Manchester and Salford developments with a financial focus.

Observables: At the centre of Media City is a plaza currently set up for public screenings viewings. This space can also be used for exhibitions. Typical for dockland developments, this new built space on the waterfront was initially empty but is now slowly attracting people and businesses, and people who work there are increasingly also deciding to live in Media City. Opposite The Lowry is They Quays (a shopping complex). Media staff from Salford University don´t feel the proximity to big media institutions such as ITV and BBC in Media City has facilitated many concrete cooperations. It is more based on individual student initiatives that they have organised work-experiences at the nearby media businesses.

Notables: The restaurants were the usual chains, but they also have the outdoor, deck chair, coffee bike/ container bar to populate and popularise the outdoor space. Talking to Martin brought in the two football clubs United and City as major city investors in regenerating the city (buying land/ building properties). View of the water. Afterwork soundscape, the pop-up container bars along the waterfront played Manchester music classics such as Happy Mondays, Smyths and Oasis – popular cultural carriers that still resonate.

Transferables: Coffee bike/ container bar – attached to existing restaurant or indie – create an open space to stay/ meet for after-work drinks and encounters. This was then further facilitated through the public viewing possibilities e.g. Tennis (TV screen and deck chairs, organised, advertised maintained by Peer Media Ltd).



2. Leeds 04.09.2024-05.09.2024

2.1. Leeds riverside regeneration



Transferable: In Leeds, it became apparent how regeneration, even though funded by Leeds Council and concentrated along the canals, has focused on different areas of the city at different times. These different stages of regeneration make for different architectural and usage focuses apparent in the various areas.

Observables: I now know why Leeds is called the Venice of the North (though Manchester and Birmingham also claim this title in the UK context). Entry to the city via the waterway is an event. Though the water taxis are not narrowboats but from the Netherlands.

Notables: Housing is a mixture of renovated dock buildings and newbuilds (90s -2000s?) which architecturally give a nod to the past and a sense of place. Brown-spaces around the canal area. The canal path is used as a commuter but also a leisure artery through Leeds for people walking and cycling. Murals add a splash of colour and local flavour/ identity to the city/waterscape.

Transferables: Water taxi / water-communication/ transport. The canal pathways are joined up, they are part of the cycle path and Trans Pennine Trail – link WiHa existing cycling routes (Elbeweg) and other historical transportation route trials possible.

2.2. Regeneration of Leeds retail: Inner town development with retail focus.

- **Arcades**: Fabulous restoration of arcades in Victoria Quarter. Shops are for high-end retail experience. The retail as regeneration focus ties in with Leeds' historical significance in the merchant and exchange sector. The focus on the city's retail history demonstrates a shift from industrial production history - different to Manchester's textile production and Sunderland's shipbuilding past). Decentralization drive from London – Leeds as northern financial hub. These aesthetic shopping experience places are to cater to the demographic of people working in the finance sector and attract them.





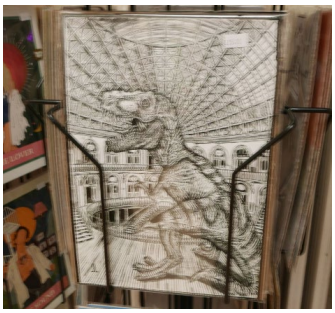


- **Corn exchange:** Interesting refurbishment and reorientation of a historic trading building the Leeds Corn Exchange (https://www.leedscornexchange.co.uk/). Through the building 2000s was used as covered market space (pound shop, cheap, independent traders, food for everyday usage. Refurbished in 2018, the original plan was a food market but now the space is used for

rented retail and art studio spaces creating a trading/ exchange mix for creative, arts and boutique SME´s attracting an affluent student, tourist and young (hipster) professional demographic. Celebrates Leeds itself as a creative space, creating outlet/ shop space for Leeds´ creative industries. Café at the centre and exhibition and performance spaces in the round as changing event space to attract visitors.













Observables: Many of the little boutique shops sell Yorkshire/ Leeds referencing paraphernalia, leaves sense of civic pride and creating a cultural/ quirky Yorkshire/ Leeds identity but also a destination for tourists and people interested in regional art and design creations as such the Corn Exchange is a selling, outlet and commerce space for creative Leeds creations. The refurbished and redesigned space that sells art, clothes, books, stationary, souvenirs, arts and crafts, though with a sense of contemporary, popular, quirky design is curated as a place fostering exchange, this is evident in the selection of start-ups that have rented a space which each have a link to design and creative industries.

Notables: refurbishment as regeneration can change the demographics of visitors, and consumers. Working with/ building on the character of the historic building – rearticulating it in contemporary context, setting and adapted to current needs.

Transferables: Creative exchange spaces to be rented out to arts and cultural creators and traders (studio spaces, ateliers?). The trading opportunity can attract both visitors and buyers. The cultural, design and arts focus helps a place distinguish itself as a place of creativity and commerce.



2.3. Leeds Art Gallery: Peter Mitchell exhibition - *Nothing Lasts Forever*

Notables: Meet & eat with Prof John McLeod – insights into remembering David Oluwale interesting from a memory studies and postcolonial perspective, also how difficult histories are woven into city's fabric, are renegotiated and remembered through architectural features such as the bridge but monuments such as the Hibiscus statue.

From this conversation, it became apparent that Leeds University is also involved and interested in city development and regeneration.

Transferables: Photo documentation Caroline – shows lasting value of work, how it serves as archive and provides reflections.



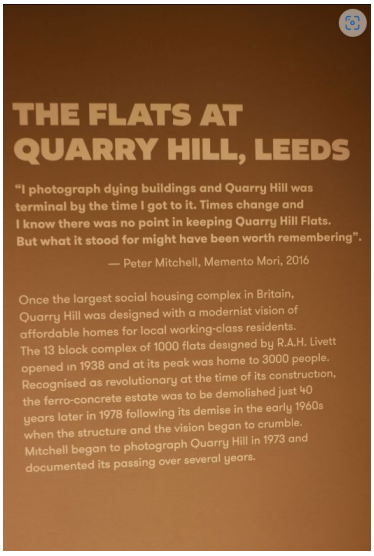
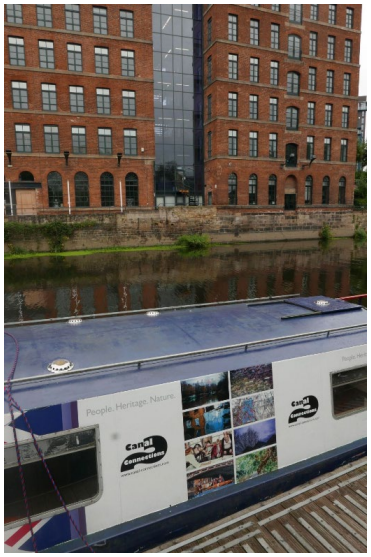


Exhibit text: Famous for documenting fall of Quarry Hills flats Leeds in 1970s take info from photo. Modern city development of 1930s which had to be demolished in 1970s due to substandard building materials. Leeds documentary photographer Peter Mitchell documented this.

2.4. Leeds Dock, Leeds Creative District

Leeds Dock (formerly New Dock and previously Clarence Dock) is a mixed development with retail, office and leisure facilities and a large waterside residential (new build and refurbished) by the River Aire. The flagship culture-led redevelopment building in Leeds Dock is The Royal Armouries Museum, built in 1996. Leeds Dock has been reconceptualized as a creative district – a term which aims to capture a sense of innovation, culture and enterprise. Businesses currently located there include PR communications and marketing agencies and Yorkshire Water and developers with a community and placemaking focus. In addition, Leeds Dock provides modern work and business environment and hub spaces for SME´s (East Dock, The Glass Box, South Quay, Department Creative - West Dock, Department and South Dock). Cultural events for residents (a term used for both people living and renting the workspaces) include the Leeds Waterfront Festival and the Leeds Dock Light Night. Moored in the dock is the Hold Fast Bookshop which is housed on a refurbished coal-barge. Leeds Dock is accessible by water taxi, car (big carpark), bike and bus.

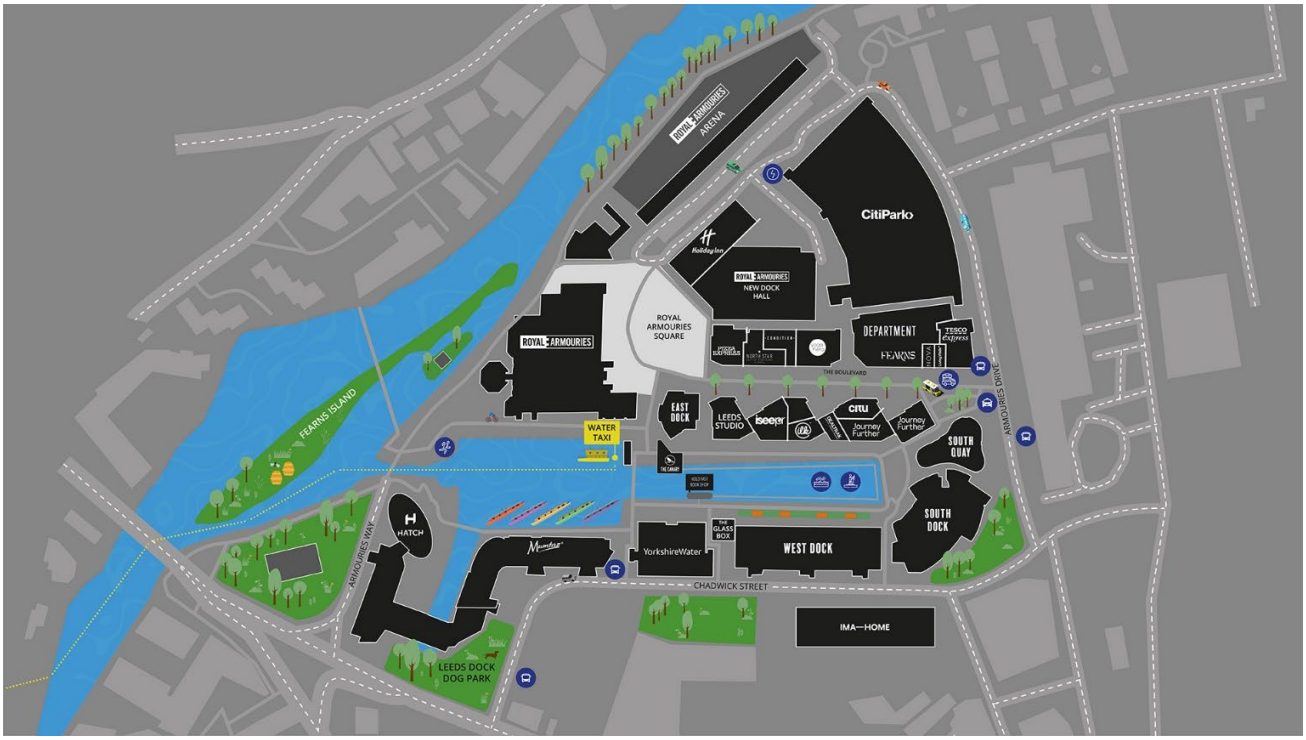











ROYAL ARMOURIES ARENA
CitiPark
Holiday Inn
ROYAL ARMOURIES NEW DOCK HALL
ROYAL ARMOURIES SQUARE
ROYAL ARMOURIES
DEPARTMENT
FEARNS
TESCO Express
THE BOULEVARD
FEARNS ISLAND
WATER TAXI
EAST DOCK
LEEDS STUDIO
ctru
Journey Further
SOUTH QUAY
ARMOURIES DRIVE
HATCH
ARMOURIES WAY
YorkshireWater
THE GLASS BOX
WEST DOCK
SOUTH DOCK
CHADWICK STREET
IMA—HOME
LEEDS DOCK DOG PARK









Museums with interesting/ statement architecture as cultural-pull factor. Starting point for 90´s-2000´s culture-led regeneration forms (Ref. Bilbao Effect) where then later developments of these previous non-desirable quarters progress.

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Observables: Leeds Dock's place felt empty. But home to absolute gems such as the book barge Hold Fast Bookshop run by locals and the North Star independent café and coffee roasters. The canal path, similar to Manchester has been cleaned up and has become a walk and cycle route.

Notables: What does culture and creativity mean in these settings? Creativity and culture have become part of planning and funding applications jargon/ language –are they at risk of becoming empty signifiers, and how is their meaning changing?

Transferables:

- **Dock Light Night Leeds**: illuminations event – similar to existing in Magdeburg – plan to tie in WiHa as exhibition space – lights and water, public art, draws/ attracts people during the darker time of the year.

- **Barge/ narrowboat in WiHa**: could fit under the bridges, can be used as event space, meeting or info space (e.g. Yorkshire Water barge), café, alternative co-working or guest accommodation/ holiday home (artist-residential space?).



Layered Leeds

3. Sunderland 05.09.2024

3.1. Sunderland Winter Gardens: Ian Macdonald exhibition – Fixing Time (though the exhibition focused on work and school in 1980s Teesside not Wearside)

Sunderland Winter Gardens is a community, archive and museum space in the centre of the city next to Mowbray Park. Exhibitions are free, it has a gift shop (café is changing ownership) and they offer activities for children and young people (Mini Science Club, Ghost Ship Trail) and adult workshops. The original winter gardens were modelled on Crystal Palace, the museum obtained lottery funding in 2001 for refurbishment, which included rebuilding the current winter gardens.

Observables: Art and photography as documentation and reflection of changing environments, culture, and places. Also, possible as a bottom-up remembering strategy.

Transferables: Contextualize Corina´s photo work on WiHa with other existing photos and artistic documentation of WiHa throughout the years. Create a public archive and photo exhibition, to create awareness of the space as part of community place building. Photographs could be incorporated into walk & talk format as visualization aids and prompts.

3.2. Sunderland Cultural Quarter and Riverside

The site of 2010s regeneration is the cultural quarter around Keel Square, which includes the renovated and repurposed Fire Station, which is now a live music, theatre and performance venue and the

regenerated Peacock pub. (Up the road Ship Isis, Dunn Cow and existing Empire Theatre). Across the River Wear – newly built footbridge to connect to Stadium of Light and Sheepfold Stables These will book Sunderland's ongoing Riverside regeneration development on the contentious site, which once belonged to Vaux Brewery. The vision of Riverside is to become an urban quarter that combines work, life and play creating 1'000 homes at the centre of the city.









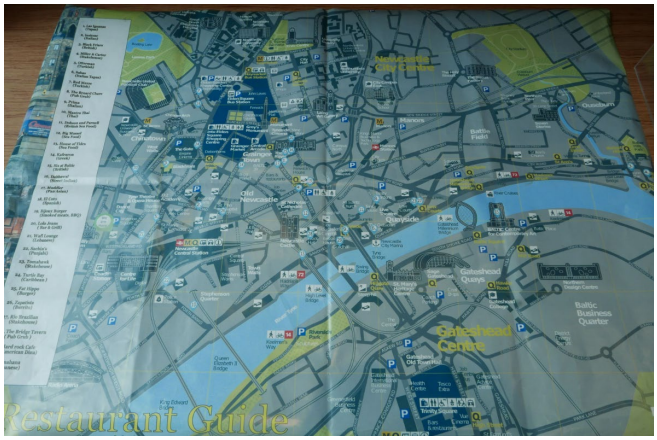
Observables: The weather impacts the perception of the city and its vibrancy and potential. Sunderland was windy and wet. Sunderland is not set up for day-trippers/ tourists wanting to deposit bags (not possible at train stations nor in museums).

Notables: Communicating the vision seems half the job to making something happen and keeping momentum, as in support of the idea and the business, going.

Transferables: Hoarding/ fencing, as marketing and info/ communication space. Sponsors transparently displayed, depicting an image to visualize future design/ desire.

4. Newcastle 05.09.2024-06.09.2024







4.1. Newcastle´s Universities as drivers of urban and cultural regeneration



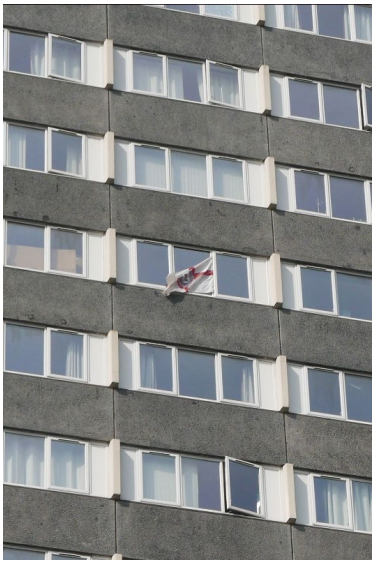




Development of Newcastle University´s new research centres in area behind business school and opposite form St. James NUFC football stadium.

This new campus area has been developed in the last 15 years.

Our walk & talk in Newcastle was guided by Dr Tara Hipwood, a chartered architect and a senior lecturer in Sustainable Environmental Design and senior lecturer in architecture and the built environment, Dr Sebastian Messer, who both work at Northumbria University. Northumbria campus is situated in the middle of the city. Throughout the city, similar to Manchester, the prominence of the University as investor and driver of regeneration and city planning is evident. Our walk & talk started at the newly done-up Northumbria Campus. We then took the brutalist footbridge, a testament to Newcastle´s 70´s vision as car-city, across the motorway entrance to the city Shieldfield area of Newcastle. This residential area has a long-established social housing community and tower blocks. The area is under redevelopment by student housing investors, this is causing tensions within the pre-existing disintegrated residential community.





Community projects in and adjacent to the area of Shieldfield are the Big River Bakery, the most recent home of the Star and Shadows Cinema collective and the social New Bridges Project.

Adjacent to Shieldfield is the recently developed Ouseburn Student Quarter, which contains buildings such as Stepney Yard, a 266-bed purpose-built student accommodation built in 2016 by Adderston. Located in Ouseburn, it is ideally situated next to Northumbria University campus next to the city centre and in proximity to the vibrant Ouseburn Valley.





4.2. Newcastle a city of architectural regeneration layers

Regeneration through architecture reflected in the different styles and layers: Georgian town, Brutalism, new 90s-2000s developments.




TURNER
Art, Industry & Nostalgia
B+K


ramarketing



Land banking is an investor strategy where empty, derelict buildings and land is bought with the intent to redevelop but rather than commencing with regeneration work, the investors wait for right time to invest in refurbishment of buildings. Here the hoarding informs about who is leading the transformation project; the hoardings become markers of intended regeneration but also are a space for advertising culture and upcoming events, such as the upcoming Turner exhibition noted below.

The aforementioned 1970´s car-city vision is still tangible through architecture and city scape: Newcastle´s pre-millennial regeneration drive is captured in the brutalist architecture, an architectural contrast to the Victorian and Georgian city.







4.3. Retail and Regeneration

A marker for Newcastle city centre is the Earl Grey Monument amongst the Georgian Sandstone buildings of Grey Street that curves down to the Quayside. Next to the Monument is Eldon Square, the retail centre where large department stores such as M&S and John Lewis are located, adjacent to Northumbria Street, where Newcastle´s answer to Harrods, Fenwicks is situated. As part of a 2000 redevelopment of the city centre many of the other shopping chains were organised under INTU, this was an answer to the Sir John Hall´s Metro Centre, an American-style shopping mall on the outskirts of the city. The developer Sir John Hall is interesting, as he also was involved in Newcastle United Football Club, another example of city regeneration via sports clubs, retail and leisure investments.


BOSS


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COSMETICS, PERFUMES
AFTERSHAVES





Grainger market is a covered food and commerce market just off the Georgian town centre next to Grey´s Street and the Plinth of Earl Grey. The market has recently been refurbished, yet it still has a distinct local character, has cafés serving affordable teas and coffees, stores owned by family grocers and butchers next to haberdashery and independent record shops.

Grey Street has been pedestrianised and NE1 are visibly involved in creating a high street that invites people to visit and spend time (and money).

4.4. Shieldfield regeneration and/ or adaptive reuse





Shieldfield 1960s residential housing. Note the stilts for the car ports. These are now largely council housing. Home to community bakery, the Big River Bakery that serves Geordie pastry specialities and stotties sandwiches adding a local flavour.

4.5. Quayside development as event space to attract footfall







The Quayside was part of the initial 1990s/ 2000s clean up and regeneration plans to populate/ popularise the River Tyne both on the side of Gateshead and Newcastle. However, this was not always a clear joint project. Central to this was the rebranding of Newcastle as a student and party city - relevant for both Newcastle University and Northumbria University - and investing in the club and night economy. Symbolic for this night time economy is the redeveloped part of town called the Big Market (see image

below). Fundamental to the regeneration of the Quayside were the three flagship buildings, the restoration of the Baltic flourmills to the Baltic Centre for Contemporary Art, and the new build of the SAGE (now renamed as The Glasshouse) as a live music and concert venue. It is the home of the Royal Northern Sinfonia, orchestra of The Glasshouse and is the UK's only full-time chamber orchestra. This kind of regeneration is indicative of how culture is an integral part/ driver of regeneration policy. This regeneration coincided with the construction of (Gateshead) Millennium Bridge; its special tilting function is a nod to the engineering history of the River Tyne. The Millennium Bridge is a cycling and pedestrian bridge that connects the cultural centres to the new housing, bar and restaurant developments along Newcastle´s side of the Tyne. It was funded by the Millennium Commission, the European Regional Development Fund, English Partnerships, East Gateshead Single Regeneration Budget, and Gateshead Council. With its changing rainbow illuminations, the Millennium Bridge also attracts tourists/ visitors to the Quayside in the evening, lighting up and making this part of the city accessible. On the Newcastle River side, the new courthouse and magistrates centre and the Hotel Malmaison were key city infrastructural buildings around which the generation developed. On Sunday, there is an outside market with regional independent traders selling handcrafted goods and local products and food trucks. The market has some fixed vendors but also changing stalls that attract footfall to the Quayside. In winter, this is adapted to a Christmas market. (Quayside Market - Outdoor market in Newcastle... | NewcastleGateshead)



Observables: Outside/ alfresco seating and dining are also possible in the North East climate. Creative seating options and pop-up style city-gardens are an effective and inexpensive way to create a place within a public space, attract visitors and give them a sense of place to stay and consume something from nearby pop-up stalls or self-brought for smaller budgets. These seating areas provide an advertising and communication platform for redevelopers and give a tangible and immediate sense that something is happening creating a temporary event character. The Quayside Garden theme adds to a

sense of greener city and local character, the Quayside Beach a bit more exotic – both serve to add different dimensions/ character/ plants and colours to the otherwise built-up Quayside area. They are all part of the NE1 initiative business improvement district company businesses (https://www.ngi.org.uk/become-a-partner/partners/newcastle-ne1-ltd/ and https://www.newcastlene1ltd.com/about-us).

Notables: Different themes and different aesthetics attract different visitors/ invite them to stay. Where people pass/ stay, other cultural creators will set up – such as buskers. This in turn invites people to stay longer and listen (if the music is to their liking). All combine to create a place with a sense of cultural vibrancy. The mural art along the floor stretch of the Quayside adds colour, different surface of engagement.

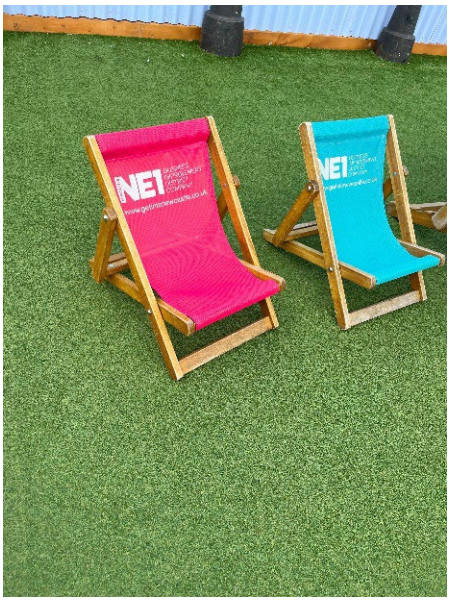
Transferables: The market concept that also includes seasonal Christmas market. The market organisers have a VR 360 accessibility video for people who want to plan their trip and have special accessibility needs – perhaps something to link to AI transPORT team? Attractiveness of harbour funded/ invested in/ by local businesses – organized under NE1 imitative - similar to water taxis in Leeds.

The following images are all pop-up facilities provided by NE1 with a clear branding message:











Transferables: These outdoor seating and consumption spaces help to playfully ´break-up´ the Quayside stretch introducing a novelty effect, event character, creating space/ place along a long stretch making it a destination for both tourists and locals during the day when the sun is out (weather permitting) and nighttime drinks. The sphere seats look like Otto´s spheres transferable?



4.6. Newcastle Ouseburn Valley Regeneration









From the Ouseburn Valley Trust, we were able to organise a walk & talk through Ouseburn Valley with Dale Boland, previously he had worked for the city council, with insights and expertise, which he has been able to transfer to his current position with the Ouseburn Valley Trust. The regeneration of the

Ouseburn Valley has inspired many urban studies/ human geography case studies. The Ouseburn Trust even provides educational materials on the development and documenting of their achievements.

Following elements which contribute to the ongoing cultural regeneration of the Ouseburn Valley:

- **Victoria Tunnels**: tourism is a main seam of funding for the Ouseburn Valley Trust, guided talks are run by volunteers.
- **Seven Stories**, the national centre for children´s books is built on seven stories of the old warehouse, which is at the heart of the Ouseburn Valley regeneration. The museum and archives are linked to Newcastle University and its Children´s Literature expertise. The museum is a traditional cultural-led regeneration strategy. (https://sevenstories.org.uk/)
- **The Cluny** is the concert and bar venue which is adjacent to Seven Stories, with two performance cultural spaces and screenings (https://thecluny.com/)
- **Farm Ouseburn Farm** (as starting point, family visiting attraction, learning centre, social, environmental community hub (Ouseburn Farm | Charity Newcastle | Ouseburn Farm Charity Ltd, Ouseburn Road, Newcastle upon Tyne, UK)
- **Toffee factory**: office space for creatives, link to previous industrial use of the building (https://www.toffeefactory.co.uk/) I
- **Four different groups of people** united as core drivers.
- **Established pubs** that have continued, accommodated and developed as part of regeneration of Ouseburn Valley: Ship Inn, Tyne Bar
- **Bike Hub Newcastle**: situated at the mouth of the River Ouse to the Tyne, the bike hub is a cycle and repair café situated on the crossroads to the cycle path along Tyne and up the Ouse. Central to making the area cycle friendly.







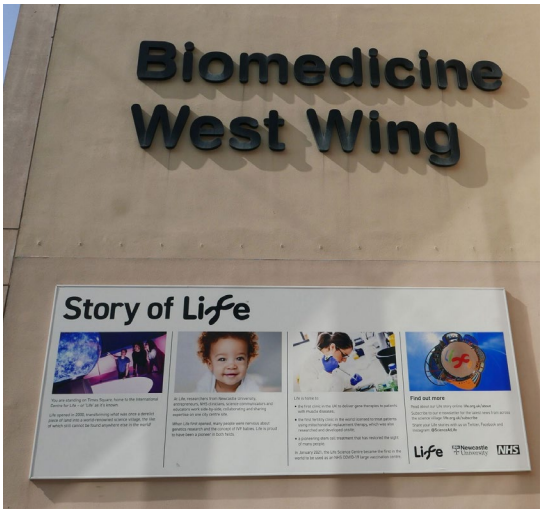


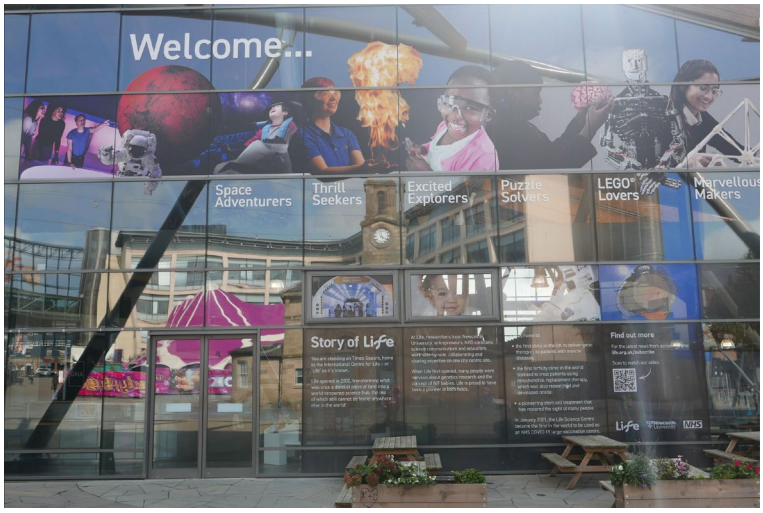
The Biscuit Factory is the UK's largest independent art, craft and design gallery set in the heart of Newcastle's cultural quarter - Ouseburn Valley. It is housed in a former Victorian warehouse; retaining the industrial character and balancing it with modern facilities and aesthetics appears key to creating a new feel and use of the place. The Biscuit factory is commercial counterpoint to indie art spaces in Ouseburn Valley. Though in addition to selling art, a large stream of income is made by the arts and crafts workshops people sign up/ pay to attend.





LIFE museum to communicate life sciences. Museum space also rents out exhibition/ event space on plaza in front of building.





[Newcastle regeneration Leveling up]



5. Concluding Thoughts

Clustering of categories and concepts:

- Framing of regeneration and regeneration projects
- Differentiation between maritime, waterside, riverside regeneration
- Differentiation between meanwhile use and interim use. Further distinction on ´actual-meanwhile´ usage of space and spaces that are designed with a temporary aesthetic and feel in mind – part of current trend and technical and practicability feasibility with event-based character.

Meanwhile or interim use:

Creative cities:

Wissensort / Places of Knowledge:

Walk & talk:

- Further developing walk & talks as an excursion and reflection as methodology.

6. Sandbox

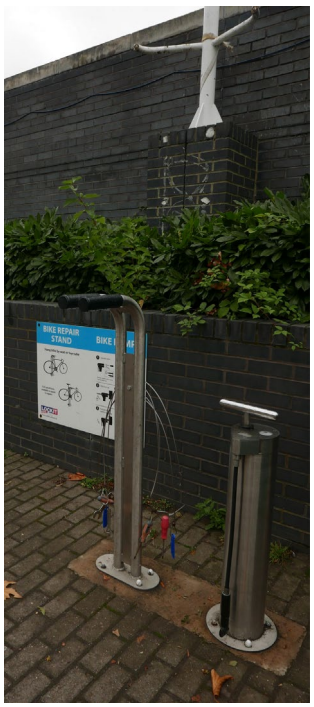
Collection of ideas from all four cities we visited which could be readily transferred to WiHa in terms of regeneration and meanwhile use. We thought they were interesting in terms of their scalability ranging from project possibilities for transSCAPE, transPORT, Studentischeagentur etc.

6.1. Recycling and Civic Space





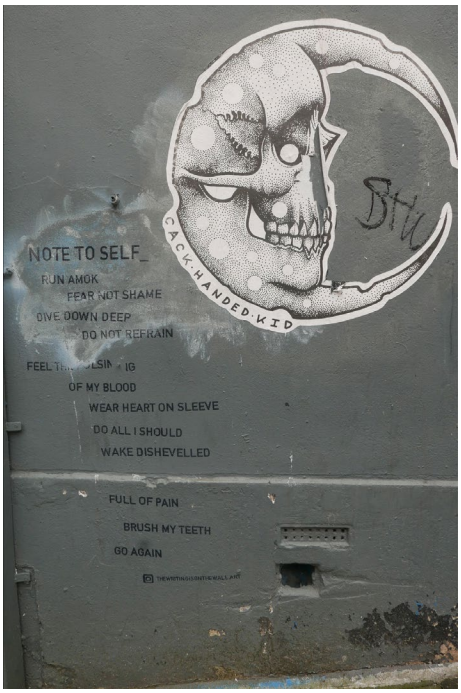




6.2. Art


COMMUNITY
ENTERPRIS




NOTE TO SELF_
RUN AMOK
FEAR NOT SHAME
DIVE DOWN DEEP
DO NOT REFRAIN
OF MY BLOOD
WEAR HEART ON SLEEVE
DO ALL I SHOULD
WAKE DISHEVELLED
FULL OF PAIN
BRUSH MY TEETH
GO AGAIN




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6.2. Pop-Ups

Cafés, containers, museums, exhibitions, shops, art spaces, rehearsal spaces - pop-up is more than just meanwhile use, it is an urban trend with a particular aesthetic. Thought it is a format used in indie/ alternative circles and is increasingly facilitated by the cities it is always important to understand the commercial side of these pop-up projects.






PIZZA
DRINKS
DO WHATEVER TASTES GOOD!
FROZEN COCKTAILS
MALIBU
P NG PUCK

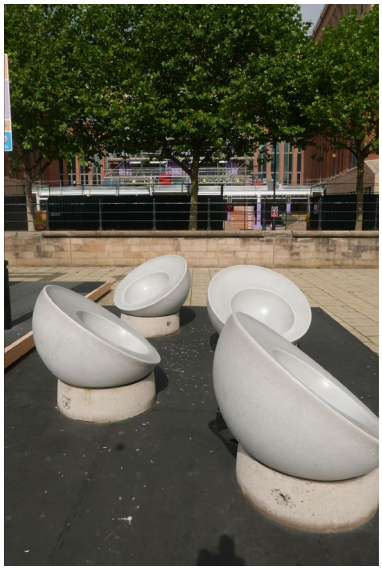

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CONVERSATION SPACE
Spin us a yarn...
Explore unusual objects, share your stories and consider the impact of the Industrial Revolution on our lives today.
We are working to develop new exhibitions, galleries and experiences and you can get involved.
CONVERSATION SPACE


MOVING GOODS
WAREHOUSE CITY
Manchester's cotton warehouses were hives of activity. They were a hub for the cloth made in Manchester and across Lancashire.
Customers inspected cloth on the brightly lit top floors, whilst in the basement, workers packed orders into bales.
In the 1840s, rich merchants and manufacturers began to build grand and decorative warehouses to show off their wealth.
They created a distinctive cityscape that still defines Manchester today.


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Impressum:

transPORT TransferHAFEN Magdeburg
Ein Projekt des Forschungscampus STIMULATE
Otto-von-Guericke-Universität Magdeburg
Otto-Hahn-Straße 2, 39106 Magdeburg

transSCAPE

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Bundesministerium
für Bildung
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