

Pendleton – pride in progress



value	Connectivity	Character	Vitality	Communal/ours	Shelter
emotion	Sparkling	Surprising beauty	Hope	Casual	Friendly urban
function	Network	Recognition	Challenge	Hospitality	Sound, safe, clean
aspiration	Inclusion	Distinctive	Incubator	Pride in progress	Place of choice



'Making the future bright' is the central theme of the Pendleton area action plan. A truly bright future has a connection to the past, to residents and their demands, and to future trends and plans for the area. To make this connection, we have conducted an enquiry into the identity desired for Pendleton. This enquiry involved residents, people working in Pendleton and professionals related to the area's regeneration process. Past and future, public and private as well as non-specialised and professional perspectives were expressed during the enquiry. Following the loss of its major industrial employers and restructuring in the 1960s, which dealt a blow to the community, Pendleton is now seeking a second rebirth. At the moment Pendleton can be characterised as an 'area in between', it is:

- between Manchester and Salford
- between despair and hope
- between regional and local
- between demolition and construction
- between proximity and disconnection
- between cosy community and city centre
- between industry and new economic activity



Identity represents a composition of core values. In the desired identity for Pendleton, connectivity is of major importance. The new Pendleton will have a connection with its environment in terms of spatial connection and all modes of transport. For its residents, Pendleton will also facilitate a connection to education, culture, employment and commercial activity. In Pendleton shops and activities will be of regional interest while at the same time the residents of Pendleton will have easy access to the outside world. The public life of Pendleton will invite active participation, without being coercive. It will become increasingly natural to attend school, have a good job or run a company there.



Pendleton is building from its own character in a realistic way, not by sugar coating it and not by demolishing it and starting all over. Pendleton demonstrates a surprising beauty, by carefully and attentively renovating its monuments and unique places and buildings. Where new buildings appear, urban design and architecture are held at premium. No bluster, no elitism, no exaggerated approach by developers, no political correctness, but rather the self-conscious atmosphere of streetwise middle class and (becoming ever more) proud of it.



In fact the area should function as an incubator, a fitness-centre for everyone who wishes to make something out of his life. A good physical condition is certainly a big part of it, just as proper medical care is, but Pendleton's concept of vitality is more extensive. It is an integral approach that challenges and supports in the design and creation of your individual and your family's (bright) future. Even small seeds of interest must be guided to find their way to education, connections with others, merchandise and work. Social, spatial, educational, cultural, economic and medical interventions will join together in this approach. In its newfound role as a space of hope, Pendleton will serve as an incubator, a greenhouse with facilities that also have a strong appeal for new residents.



The new communal culture of Pendleton can be viewed as 'pride in progress'. The fact that not everything is perfect and there is still work to be done makes it a casual place in which all kinds of people can feel at home. As long as you are decent and show consideration for others, you will be met with hospitality and you will not find it difficult to feel welcome, as either a resident or a guest.

Various places in Pendleton support encounters with other people: the shopping centre, boardwalk, small shops and the open market place, parks, pubs, restaurants, sidewalk cafes, various sport facilities, the library etc. The atmosphere is liberating, everywhere you can switch from being independent and on your own to social interaction with others.



Pendleton will combine human scale with urban features, 'friendly urban'. If it succeeds, Pendleton will easily become an place of choice. A place that cares and stimulates, a place that challenges and invites. In order for this to work well, every citizen of Pendleton should feel shelter. It should be evident that care will be taken to keep the area clean and that law enforcement agencies are reliable in the event of incidents, thus leading to a climate free from fear also for children and elderly people.



Step by step Pendleton is realising its new comprehensive concept from its former position of disconnected piecemeal projects. This prospect of Pendleton as a system that supports those who want to make something of their life introduces new and organic relationships between professional approaches and the

various projects and interventions in the area. Self-esteem will increase further once the area's regional role becomes stronger and Pendleton is transformed into a town centre, using the shopping centre as an attractor supporting all daily needs. In addition, a lively outdoor culture will be introduced with a variety of interesting independent shops, quirky urban forms, meeting places, playgrounds and all kinds of residents.



By using the public space in Pendleton for cultural and sporting events in the near future, once regeneration has begun, one can invite the public to come to Pendleton and invite residents to open their fences and step outside. Theatre, outdoor film evenings, music, festivals, ceremonies for the demolition of old buildings as well as opening ceremonies for new buildings, sports and playground activities can open up the area. People will start visiting Pendleton, becoming familiar with upcoming events, seeing new facets of it and perhaps becoming interested in getting involved. Residents will suddenly realise they live in an area worth visiting and will start feeling pride in progress.