

THE DECORATORS

LEARNING FROM PRESTON

Summary report by The Decorators

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LEARNING FROM PRESTON

Introduction

This document has been prepared by The Decorators as a research summary report called Learning from Preston.

The overall ambition of this research phase, commissioned by In Certain Places, is to develop a proposal for a temporary intervention on the Garstang Road in Preston.

Since its inception in 2003 In Certain Places has focused on Preston City Centre, examining how artists can contribute to the development of this 'new' city.

Which brings us to our involvement. For this commission In Certain Places wants to look to the Garstang Road as a way to look beyond the city centre.

This phase of our commission sets out a research context for a project about the Garstang Road and then proposes an approach for how a context-specific project could be developed that unfolds along this key route in Preston.

This research document is a summary of four visits to Preston and the Garstang Road, which we have bused, walked, photographed and in parts audio recorded. It is accompanied by Garstang Stories, a series of four 1:1 conversations with business owners at four key points along a 2.7 mile stretch of this road.

Summaries of these conversations are presented in this document and they can be listened in full at www.audioboom.com/posts/6813475-garstang-road-stories.

These participating voices helped give us a more intimate insight into this busy road.



CONTEXT

Preston is a city located in the North West of England, within 15 miles of the geographic centre of Britain. As a town it evolved along an important old Roman road that ran north from London to Scotland, now known as the A6.

Preston became a city in 2002 – the Queen’s jubilee year – despite not having a cathedral. This makes it one of the UK’s newest cities.

With a population of 142,000 it is a micro-city – it has one of everything – a university, museum & art gallery, central market, concert hall, a crown court and magistrates court, a football stadium and Europe’s largest bus station. All of this within a the city centre that takes 10-15 minutes to walk anywhere. To us this paints a picture of a place built with civic ambition.

Upon gaining city status, Preston announced a development plan that would transform a third of the city centre into a modern retail and leisure complex.

This retail regeneration scheme fell through with the recession and Preston was safeguarded from the homogenised city-centre experience that has befallen many other British cities. Preston can continue to live up to the Home Office’s city status recommendation and describe itself as “having a distinctive character and identity of their own.”

We wonder whether we would have been able to read Preston’s civic character had the Tithebarn retail development gone ahead.

Our research focuses on the Garstang Road or the A6 between Preston city centre and the Broughton roundabout. It is the historic route in and out of Preston. Preston has developed along the A6, so what does a journey along it tell us about Preston’s growth and development and character as we leave the city centre?



CONTEXT

A channel through suburbia

The A6 is one of the main historic north–south roads in England. We have focused on the 2.7 mile stretch of the A6 that runs from the Ring Way at the city centre to the Broughton roundabout. This stretch of the A6 is called Garstang Road.

At the Broughton Roundabout the A6 crosses the M55 motorway, also known as the Preston Bypass. The Preston Bypass was the first stretch of motorway in the UK, opening in 1958. Before the motorway was constructed, it was the A6 road through Preston that handled north-south traffic.

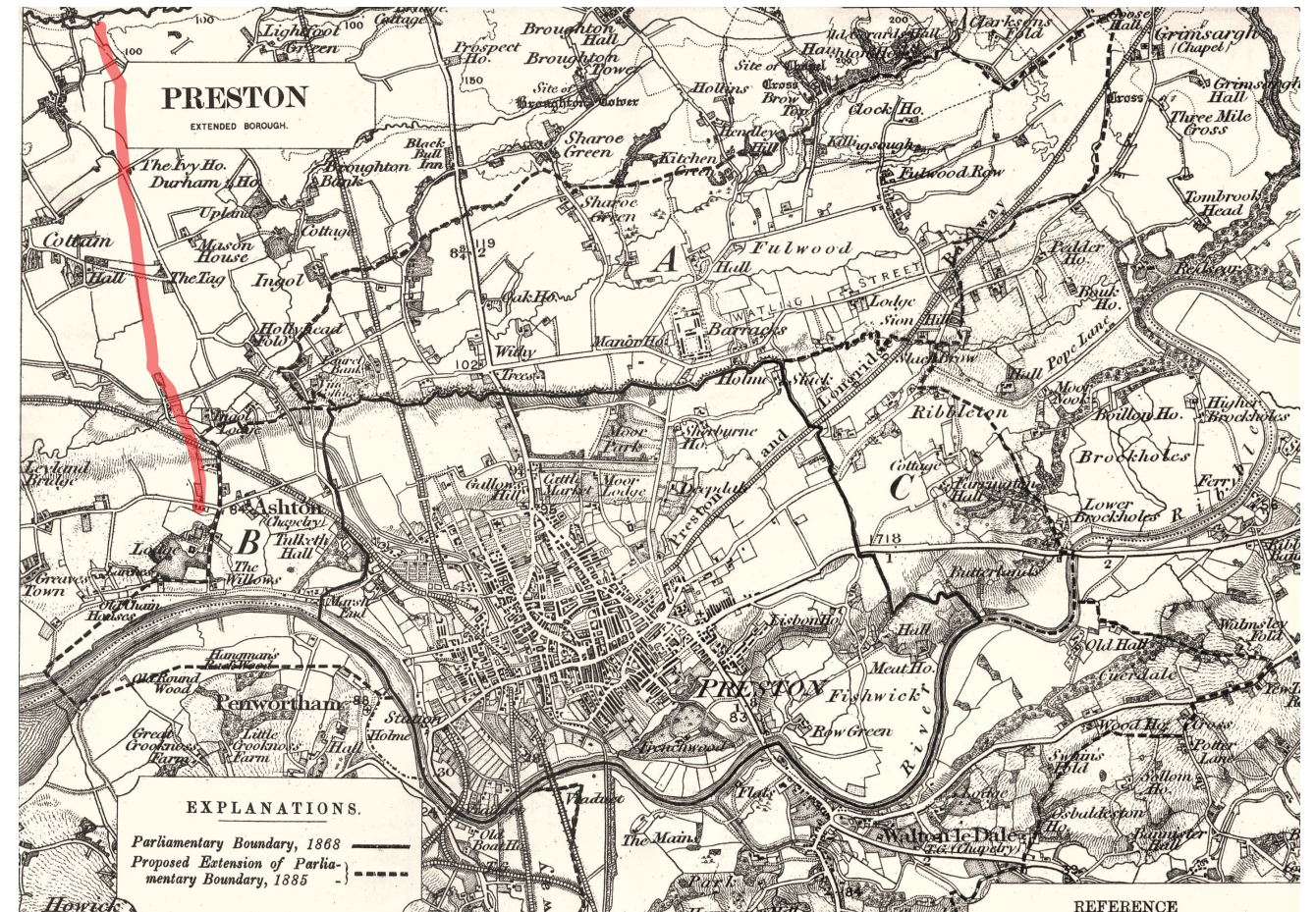
The eight lanes of the M55 mark the end of built up Preston. Rural Preston starts on the other side of the motorway.

This research phase allowed us four visits to the Garstang Road which we have bused, walked, photographed and in parts audio recorded.

Each visit revealed a new layer of information, stories and impressions about the Garstang Road. The following pages are an attempt at mapping the insights these four visits have revealed to us as outsiders to Preston.



Map of the Report of the Boundary Commissioners for England and Wales. 1885.



Satellite map of Preston - 2018



CONTEXT

A change of use

The thing that we were most intrigued by on our first bus trip and walk along Garstang Road is the adaptation of residential frontages for a new type of use along this key road. This adaptation and change of use tells us a little something about how buildings along this road have developed to support social, commercial and cultural changes in Preston as it expands from the city centre

There are many visible examples along Garstang Road of this change of use, where the Victorian bay window becomes a shop window for example. We are most interested in the architectural moves/ changes needed to make the domestic more public and welcoming or the industrial more cultural. Often, the relation to the street changes, i.e gates and walls are removed. It is a story of incremental changes and adaptations to provide amenities that were lacking and to create public facing interfaces on this key route through Preston.

With such a big site this observation provided an entry point to some of the day-to-day uses and mechanisms of Garstang Road.



Left 47, Garstang road
Right Deepdale road



Left 259, Garstang road
Right 26, Garstang road



159, 165, 167, Garstang road

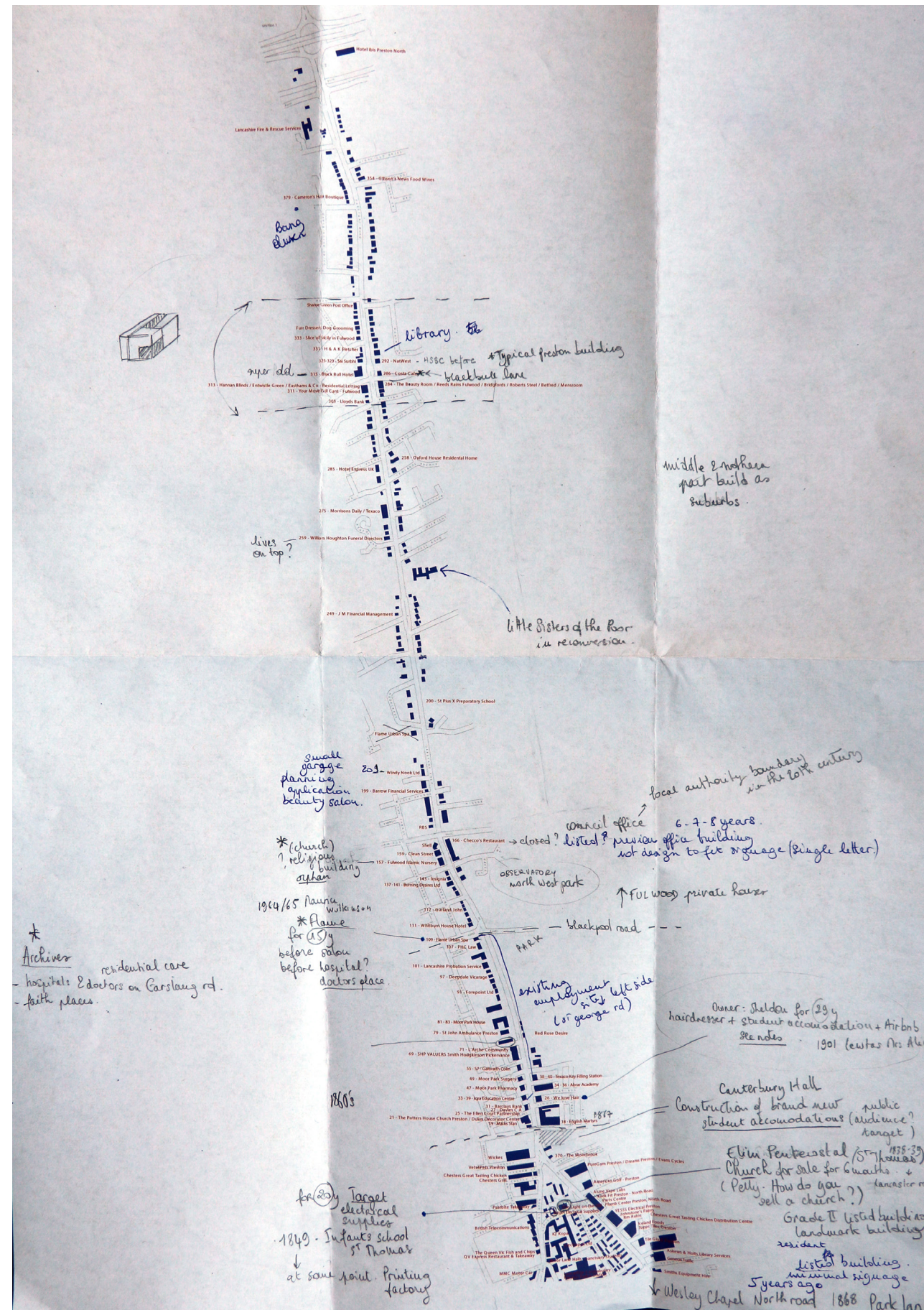
CONTEXT

Garstang Road at first glance

Not considered as a road of businesses, we began by mapping all the google registered businesses, services and community groups along this stretch of the Garstang Road. We counted 98 and used this as a map to document the most prominent and visible cases of change of use along the Garstang Road on a second visit to Preston.

We began our mapping at the most southern point of the A6 corridor at North Road, taking as our first case study the City Mosque Preston which used to be a United Reform Church. This example captures the cultural as well the commercial changes that the whole road has undergone.

Visual readings of the architecture, typologies and uses of the buildings along this stretch of the Garstang Road resulted in us splitting it into four sections. These sections are delineated in the map on the right by dashed lines.



Research map - November 2017


Planning context

The 1974 new town programme fell through. However, its legacy on the Garstang Road seems to be the disappearance of two district centres (the dark blue zones) which sat on the A6, between Moor Park and the Broughton Roundabout. A legacy of the New Town movement's out of town shopping centres perhaps? You can see that these district centres do not appear in Preston City Council's current planning policy map.

The figure on the right shows how few change of use applications have been submitted for the Garstang Road since 1973. This raises the question is change of use needed to accommodate the cultural, social and economic shifts of a town or city?

fig 12/2 Preston and Grimsargh townships

This map illustrates the land use and infrastructure of Preston and Grimsargh townships. The legend identifies several categories: designated areas (black outline), residential areas (brown), industrial areas (purple), central areas and district centres (dark blue), open space (green), golf courses (olive green), major roads (red lines), railways (black dashed lines), disused railways (grey dashed lines), and rivers (blue lines). The map includes a scale bar for 100 hectares (100 acres) and distances in km (1, 2, 3) and miles (1). Key roads shown include the M6, M55, A6, A59, A582, A583, and B6243. Rivers such as the River Ribble, River Darwen, and Savick Brook are depicted, along with the Lancaster Canal. Specific locations and parks labeled include Cottam, Ingol, Haulam Park, Ashton Park, Penwortham, Greenham & Miller Parks, Moor Park, Eaves Brook, Fulwood, Haighton, Grimsargh, and Savick Brook. The central area and district centres are highlighted in dark blue, primarily around the Greenham & Miller Parks area.

 District & Local centre boundaries - Policy EP3 & EP4

0 50 100 1000

Number of change of use applications per ward in Preston since November 1973.

Source: City Council of Preston

Response	Percentage
Approval	60.3%
Refusal	29.9%
Withdrawn	9.3%

Undecided 1
 Approval with conditions 85
 Withdrawn 19
 Prior approval granted 2
 Refusal 61
 Approved by LCC 1
 Approval (statutory conditions only) 10
 Prior notification not required 1
 Approval temporary permission 2
 Previously approved subject to s106 agreement 2
 Approval without condition 20
 Total 204

RESEARCH

SECTION 1 - City Center Extension

GARSTANG ROAD IN FOUR PARTS

As discussed above a visual reading of the Garstang Road splits it into the four sections.

We carried out a 1:1 interview with a business owner in each section to understand how the Garstang Road is perceived by the people that work on it every day. We use 1:1 interviews to record more intimate insights of a place.

These interviews can be listened to at www.audioboom.com/posts/6813475-garstang-road-stories

1. CITY CENTRE EXTENSION

North Road is a stretch of the A6 that comes off the Ring Way at the city centre and which after 700m joins Moor Lane to become the Garstang Road.

It cuts through one of Preston's ex-industrial zones, where old mills have become warehouses housing DIY stores and food markets and food distribution centres.



RESEARCH

SECTION 1 - City Centre Extension

- Places of worship
- Businesses
- Residential places
- Civic places

Building Design Partnership was at one point the biggest architecture firm in the country. With cooperative roots they were Britain's twentieth century civic architects and their offices were located on Vernon Street, just off the A6. They turned an old Preston mill into ground-breaking open plan premises.



Target Electrical Supplies, lighting shop installed in the former infants school of St Thomas church.



New luxury student accommodation with roof terrace for overseas students that "require bespoke, purpose-built accommodation". The university is the new industry of the city.



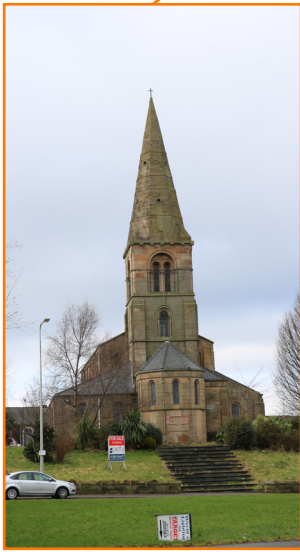
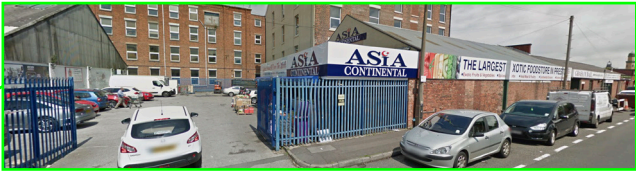
We Love Hair, hair salon owned by Sheldon, part time hairdresser and part time mini developer. Converting houses into student accommodation. Responding to the new demands of the city-centre.



1988 - 1989, one of the first reality television series on BBC One.

Alan Beswick takes a look around Lovat Road and chats to the residents of the area to ask about the community spirit and what happened to all the shops.

LOVAT ROAD



Saint Thomas church, for sale.

Preston City Mosque is housed in a building that was built as a Wesleyan Methodist Church in 1839. It served as a Christian church until 2012.



St Alphonsa Syro-Malabar Cathedral. Ordained by the Vatican in 2016. Previously the St Ignatius Catholic Church.



St. Mary Tasty Choice, catholic curry.



Result of a RIBA competition to design a social housing scheme at the entrance to Meadow Street. Final outcome very different to winning design by RCKa

RESEARCH

Garstang stories

1

SHELDON WARD, WE LOVE HAIR,
26 GARSTANG ROAD

Sheldon is the owner and founder of We Love Hair, a hair salon located at 26 Garstang road. It was established in 1989 after a client recommended this location on a busy road, offering a good visibility.

Sheldon's mother and daughter are also hairdressers and he hopes We Love Hair will be a legacy for his daughter.

Next to refurbishing properties, Sheldon also invested into student accommodations following the forward movement of the development of the UCLan university, valuing at the same time these new students as potential new clients for the salon.

By diversifying his business, Sheldon hopes this will give him the opportunity to push the salon forward and eventually open another branch in Preston city center.



The upper floors of the house are student accommodations. We Love Hair occupies the ground floor.



His latest project was to refurbish the back of the house to turn it into an Airbnb.



RESEARCH

SECTION 2

SECTION 2. ENTERING THE SUBURBS

This section starts at the south-western corner of Moor Park. Moor Park acts as a green divide between inner city Preston and its suburbs.



RESEARCH

Entering the suburbs

- Places of worship
- Businesses
- Residential places
- Civic places



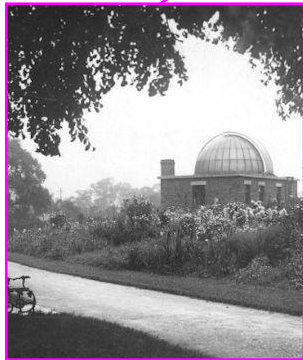
Historically, Fulwood was governed independently from Preston until 1974. An example of Victorian suburban development and gentrification. Its legacy is that it continues to be one of the most desirable suburbs of Preston.

Checcos restaurant closed in November 2017, established in a former council office at the former local authority boundary.



Above in order, Fulwood Islamic Nursery, Burning Desires, Chimney shop, Flame Urban Spa

In June 1927 the Jeremiah Horrocks Observatory was opened in Moor Park, providing a local amenity for locals to view the stars. Ninety years later in June 2017, after a £100,00 renovation, the observatory has re-opened to allow community groups to discover the sky above Preston city centre.



Moor Park is Preston's largest and oldest park, originally common land derived from the Royal Forest of Fulwood. The land of the moor was being slowly being lost to industrial development and a proposal was made to set aside the land as a public park. So in 1833 Preston became the first of the new industrial towns to create a municipal park by enclosing some 100 acres of Preston Moor and renaming it Moor Park.



Serpentine garden allotments has members of all ages, from retirees to young families and two local charities, Caritas and Spire, that support people with special needs also have plots.



Norman is the longest-serving allotment tenant the council has records for, having tended to his allotment by Moor Park for 68 years. Norman, has retired but will be missed for his tips and advice. The allotments are a community space that have provided people with land to grow their own food since the war and has become a repository of skills and knowledge. Photo by Lancashire Evening Post.



MOOR PARK - Masterplan

HLF fund We will see the biggest single investment in Moor Park since it was set out in the 1860s. The aim is to fully restore the park, closely following the original 1864-67 blueprint of landscape designer, Edward Milner.

In 1976 Preston's 'King of the Road', Tom Benson, became a world champion distance walker by walking the perimeter of Moor Park 174 times. He covered 314 miles over five days and nights.

RESEARCH

Garstang stories

2

NICOLA DICKINSON, FLAME URBAN SPA,
109 GARSTANG ROAD

Nicola is the manager of Flame Urban Spa on 109 Garstang road. This beauty salon was set up 15 years ago in a listed building. Its key location on the crossroad of Blackpool road offers a lot of passing trade as anyone would end up there if heading towards the city centre. A particular asset of salon is to be able to offer to their customers free parking.

The salon gathers mainly returning clients from Preston and around but also clients from Manchester, London...

Flame Urban Spa counts 20 staff, all women and each specialised in specific treatments. The success of the salon is based on affordable offers and over the years Flame Urban Spa has become a strong and reliable community.

Nicola believes is very much needed and she's happy to see Preston looking better and better. She wouldn't work anywhere else.



RESEARCH

SECTION 3

SECTION 3. PUBLIC SERVICES

This stretch of the Garstang Road hosts two surviving examples of Preston’s Victorian philanthropy, with public services nearby including Royal Preston Hospital, Fulwood Leisure Centre, three secondary schools and Preston College.

This stretch is about services and institutions of care and education.

WATLING STREET ROAD
JUNCTION



RESEARCH

Public services

- Places of worship
- Businesses
- Residential places
- Civic places

Fulwood library
When Fulwood library opened in 1939 it boasted an innovation of having a dedicated room for children's books. It closed in 2016 due to council cuts but its doors re-opened in December 2017 following a campaign against the closure led by a local mother and son. Oliver Porter, aged 12, is named in a plaque inside the library for helping to keep the library open.



JT Care Homes and Springfield Manor Gardens make up two of four care homes on this stretch of the Garstang Road.



Queen's Drive Primary School

Fulwood Academy



William Houghton Funeral Directors

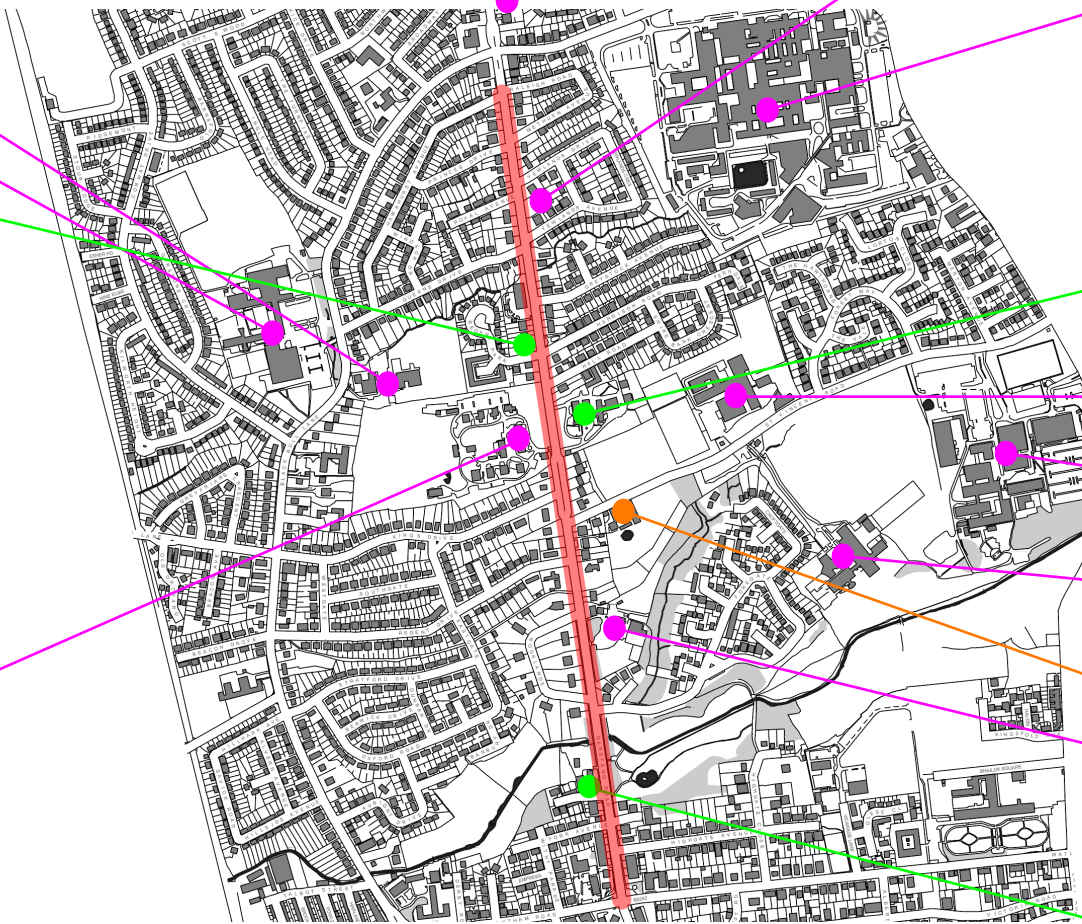


The Harris Orphanage was one of three Preston institutions built on the back of Victorian lawyer, Robert Edmund Harris' philanthropy. Built in 1888, the orphanage housed 2215 children until its closure in 1982. Since then it has housed Preston Polytechnic which later become the University of Central Lancashire. It is now owned by the Bhallok family and is awaiting private redevelopment.



The Bhallok family has been settled in Preston since the 1950s when a wave of migration brought people of South Asian origin to the Northwest of England to fill labour gaps in the textile industry. This migration has brought new cultures and influences to the city.

This photo shows Yousef Bhallok, now one of Preston's millionaires, as a boy with his family in Bombay airport in 1962. This photo comes from a book that attempts to capture golden memories of South Asian migrants as they first set foot in the UK.



Royal Preston Hospital



Little Sisters of the Poor, now called Springfield Manor Gardens is one of four residential care homes on the Garstang Road. Easy car access seems to be a pre-requisite for elderly care.

In 1881 the Little Sisters began their work of looking after the elderly in Preston in a small house in Deepdale Road before moving to larger premises at 228 Garstang Road, known then as Springfield House.

In December 2017 after 135 years in Preston the Little Sisters of the Poor handed over their premises to Spiral Health. With the decline of the Catholic Church in Central Lancashire there were no longer sufficient sisters to carry out the work needed at 228 Garstang Road. With Spiral Health the 39-bedroom care home will continue as a nursing home.

Corpus Christi Catholic High School

Preston College

Archbishop Temple School

St Pius X Preparatory School



Windy Nook was a former compact used car dealership on the Garstang Road. Today's planning regulation would have never allowed this use in such small premises as cars for sale would obstruct the public highway. A planning application for change use to a hair salon has been submitted for 209 Garstang Road.



The Disalced Carmel acknowledges Saint Teresa as its mother and foundress. It is the only Order which has a woman as its foundress and, distinct from the other Orders which have male and female branches, the nuns were established before the friars.

RESEARCH

Garstang stories

3

TOM FINCH, SPRINGFIELD MANOR GARDENS, 228 GARSTANG ROAD

Tom is the media, marketing and communication coordinator for Spiral Health CIC, the new operating organisation for Springfield Manor Gardens, 228 Garstang Road. This care home with nursing opened on 28th December 2017 and was formerly occupied by the Little Sisters of the Poor.

The Little Sisters of the Poor came to this building in 1881, to care for Preston's elderly. Historically they were a very important part of the Preston community and culture but with the decline in the Catholic church their presence diminished over the years. The goal of Spiral Health is now to be as involved as possible with the community. This generous building has an abundance of space which creates opportunities for thinking about how the wider community can be brought into the building as well.

The building is a quintessential Lancastrian red brick building, stereotypical of the area. At the moment, this substantial building houses 46 residents but is looking to expand to 60. The former chapel has become a multi-faith room, which residents use for meditation, contemplation and prayers.

As a care home its location is ideal as the North end of Garstang Road is residential and many of the residents come from this area. Due to easy access via the A6 and available parking residents get more visits from their families

The investments over the past 15 years has made Preston a vibrant city. The close proximity to beautiful places to visit such as the Lake District, as well as nice restaurants makes Preston an amazing place to grow older.



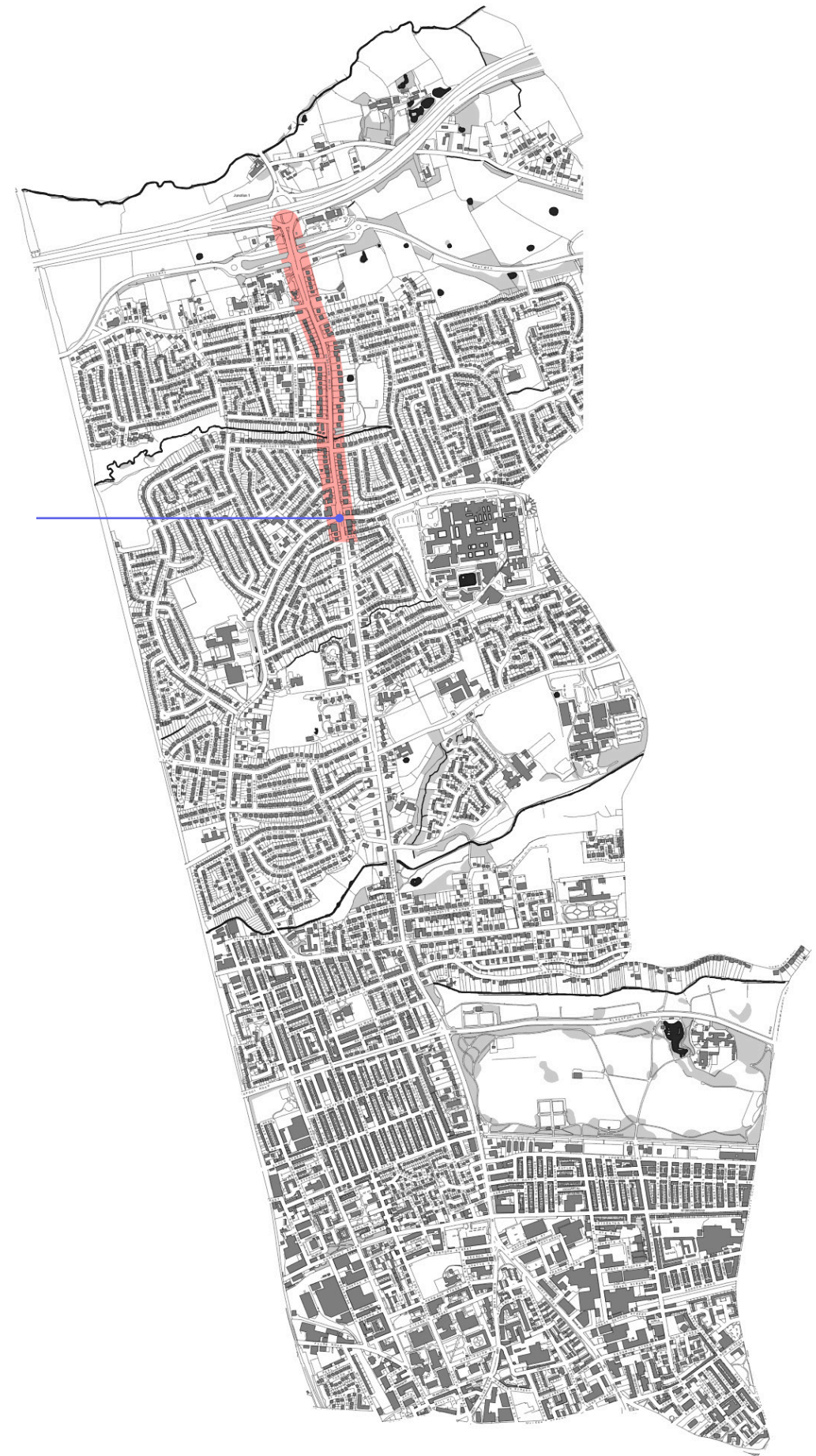
RESEARCH

SECTION 3

SECTION 3. APPROACHING THE EDGE OF PRESTON

This final stretch passes through one of the Garstang Road's lost district centres, on its way to the Preston Northern Bypass on the M55. The end of this stretch of the A6 touches the new housing development sites to the south of the motorway which now marks the concrete boundary between built up and rural Preston.

BLACK BULL LANE
JUNCTION



RESEARCH

Approaching the edge

- Places of worship
- Businesses
- Residential places
- Civic places

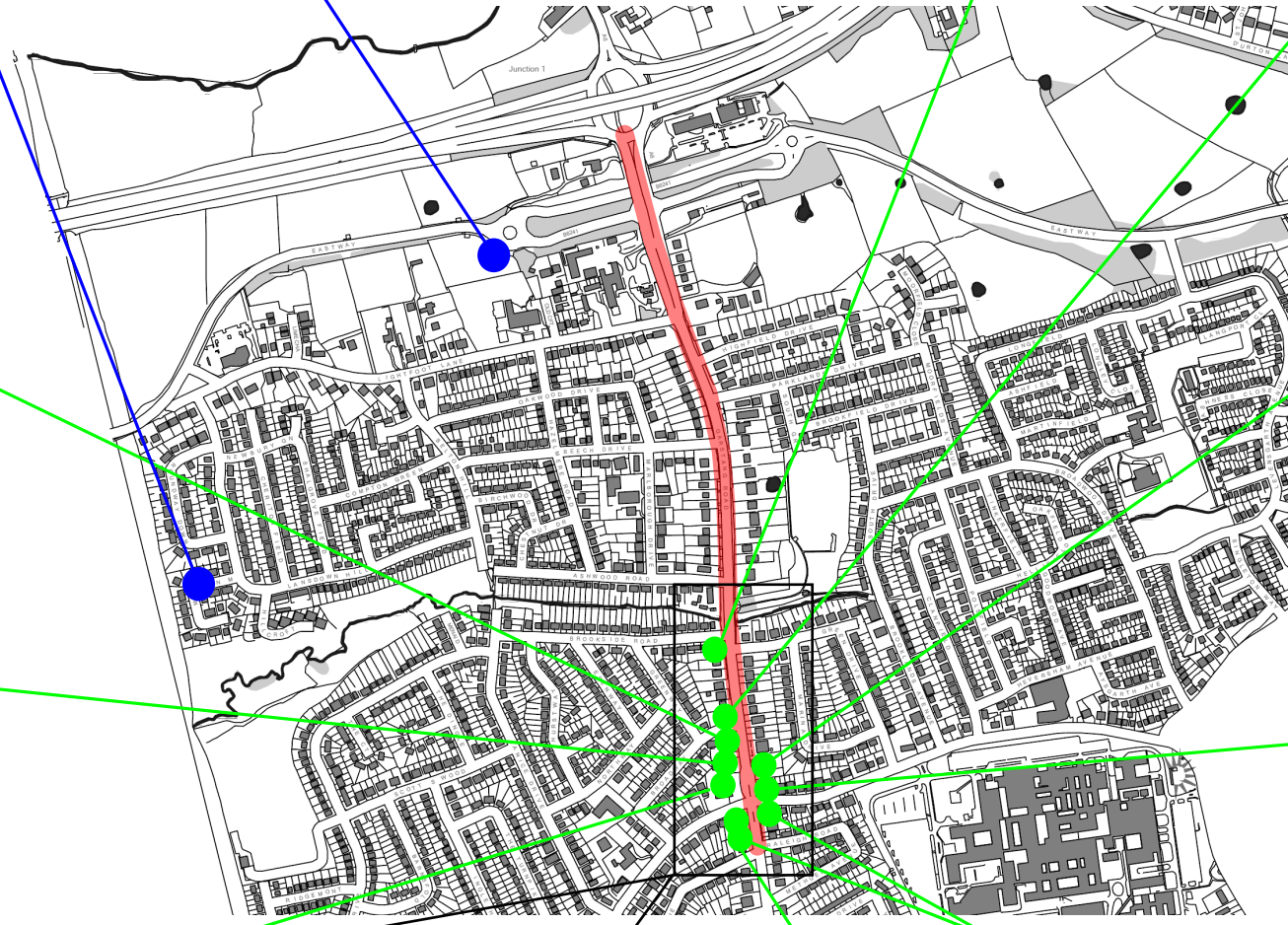
Marston Moor - winners of 'Best dressed street' for the 2012 Preston Guild celebrations.



Slice of Sicily at 333 Garstang Road is the first restaurant new residents will encounter if they take the A6 from the new developments at the edge of the city.



A sign at an entrance to a park in Fulwood. A legacy of Fulwood's beloved genteel sport since 1895.



A version of the Black Bull pub has always been at this junction since the days of toll bars and toll roads in Preston.



The businesses on the corners of the Black Bull Lane and Garstang Road junction include a pub, bank, Costa Coffee, pharmacy, a dentist's, post office, restaurants, estate agents and other. This junction of local amenities is the legacy of rezoning in 1974 for the creation of a new town from Fulwood to the north of Preston that never came to be. This is Fulwood's lost district centre.

RESEARCH

Garstang stories

4

TOM FINCH, SPRINGFIELD
MANOR GARDENS,
228 GARSTANG ROAD

Etty is the owner of the Italian restaurant Slice of Sicily located at 333 Garstang Road. The restaurant is a mix between a bistro and a deli selling Italian jars, pastas, olive oils, wines, biscuits and more.

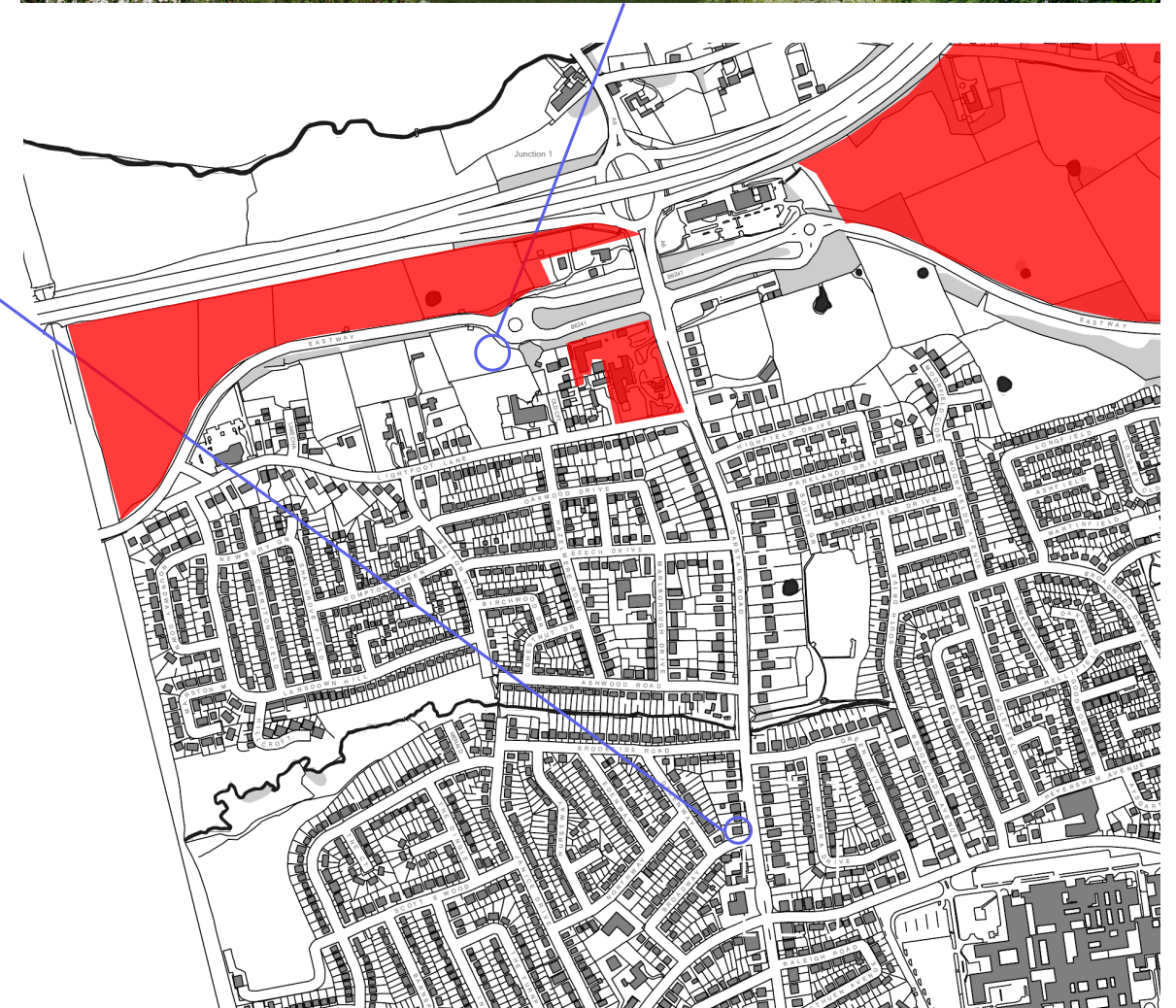
Etty is from Sicily and wanted to offer people in Preston a slice of this lovely island in the middle of the Mediterranean Sea.

The first branch opened fourteen years ago as a small deli in Garstang. The second one opened four and a half years ago in Penwortham and this last one in Fulwood has been open for two and a half years ago. This location has the benefit of being right

in the centre of Fulwood.

Etty's customers are diverse: from people going to or coming off the motorway, as well as doctors, patients and their relatives from the nearby hospital, to the clients of the pub next door. Having its own car park is a real asset for the restaurant.

The relationship between the businesses on this parade are good as everyone makes use of the others' services, i.e flowers for the restaurant from the florist next door.



ANALYSIS

Adaptation: Business

“THE ETHICAL WAY TO BUILD IN CITIES ACCEPTS THE PRIMACY OF ADAPTATION”
RICHARD SENNETT, BUILDING AND DWELLING, ETHICS FOR THE CITY

Preston’s booming textile which transformed Preston was adapted to wartime production and so as the city’s textile industry fell into decline, other industries such as engineering and manufacturing boomed. Preston went from producing cotton to producing lorries, buses, and printing presses.

Preston has always been good at adapting and reinventing itself and examples of very local adaptations can be seen all along the Garstang Road.

Closer to the city centre the cotton mills have become warehouses housing DIY stores and food markets and wholesale centres. A culturally specific food offering is thriving in the warehouses of Preston’s former mills. Serving a part of the community not met by Preston city centre and the re-opening of Preston Market. Warehouses in Preston’s ex-industrial zones become units of opportunity. Ripe for adapting to social and cultural changes in Preston. KW Foods for example now employs 50 staff in Preston and has expanded to Bolton.

Preston’s historic Market was saved by the fall of the Tithebarn development scheme. It gave Preston City Council a second opportunity to work with developers to develop a scheme that can sustain the market: a new cinema and restaurant scheme.

Decline in some congregations means religious buildings have become available for re-appropriation. Parish school on the Hill of the light becomes lighting and electrical supplies shop for example. Growth of other congregations creates opportunities for offshoot businesses on the other hand. Catholic curry house opens on Meadow Street next to the former St Ignatius church which is now a Syro-Malabar cathedral.

Moor Park was made into a public and civic space by out of work cotton operatives made redundant during the cotton famine of 1861-65. They made real the vision of landscape architect Edward Milner. Works involved many improvements and cost £10,826. Today’s 1.7 million HLF refurb is about restoring the park by closely following the original 1864-67 blueprint of Edward Milner, with inclusion of new measures that will help its sustainability at a time when funding for parks is being cut. Moor Park will need to implement innovative approaches to park survival so it can remain a public green space for Preston.

ANALYSIS

Adaptation: Business



Engraving c.1862 from The Illustrated London News detailing the construction of Moor Park. The work was undertaken primarily by out of work cotton operatives made redundant during the cotton famine of 1861-65



MOOR PARK - Masterplan

HLF fund We will see the biggest single investment in Moor Park since it was set out in the 1860s. Even so it will have to implement new approaches for the park's survival, such as the leasing of a cafe space.



Target, lighting and electrical supplies shop and St Mary tasty choice, catholic curry house.



Embellishment of the market hall in the city centre versus the alternative foreign markets settled in warehouses.



ANALYSIS

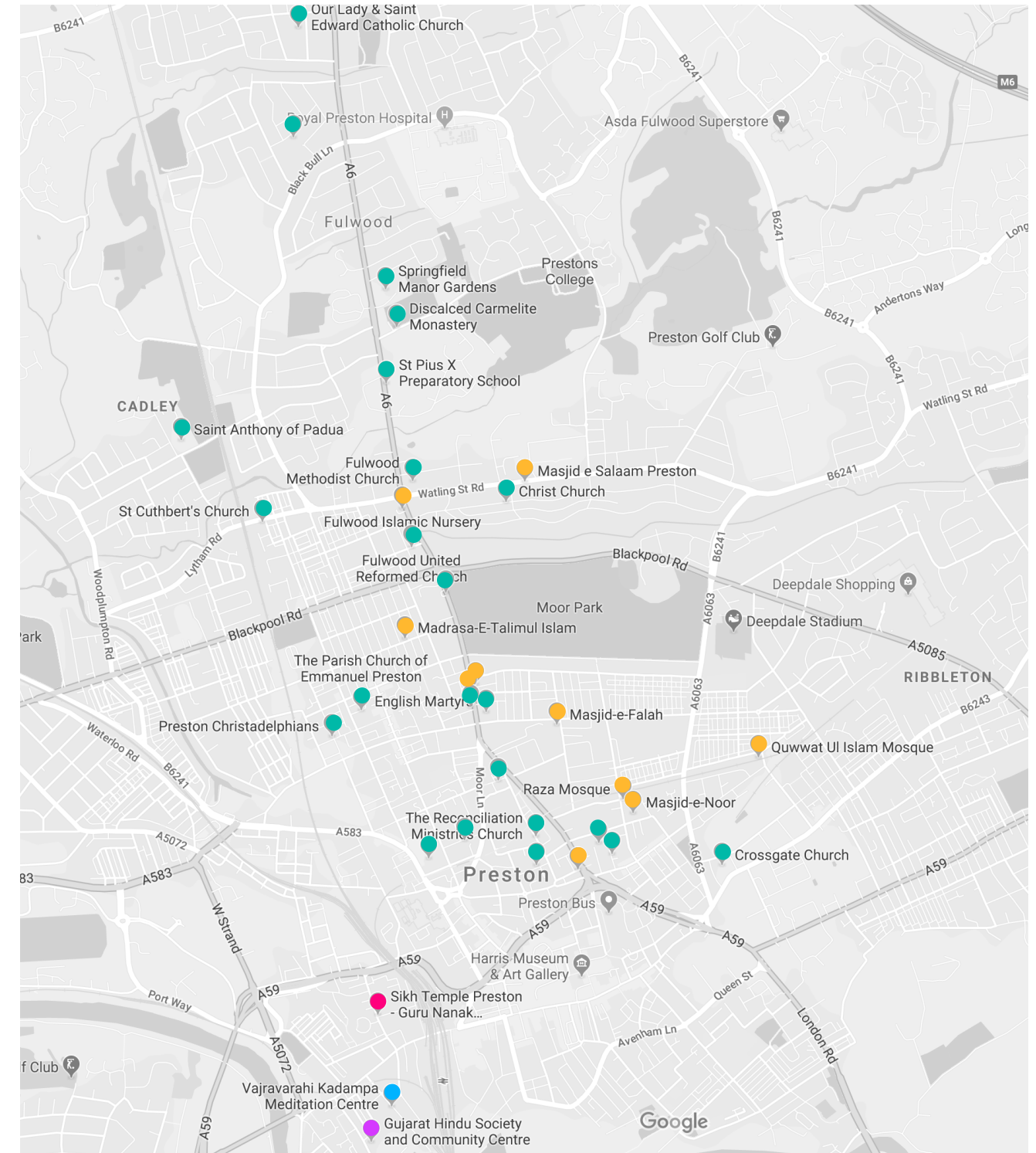
Adaptation: places of worship

Preston's history is one of religious tolerance and adaptation. Preston was a Roman Catholic stronghold. It was one of the parts of England where Catholicism had hung on as a minority religion since the Reformation.

Preston was the first place where the Mormons preached in Britain in 1837, conducting mass baptisms in the River Ribble. Preston had more Mormons than the USA at one point.

New religious denominations were introduced to Preston through the migration of workers to the city.

Preston's current religious breakdown is 78% Christian, 10% non-religious, 8% Muslim, and other religions make up less than 1% each.



ANALYSIS

Adaptation: places of worship

In the 1950s South Asian migrants came to Preston to fill labour gaps in the mills. Soon after the Preston Muslim Society was founded in 1964 and the first Mosque in Preston opened in 1967. Today there are 24 mosques in Preston.

City Mosque Preston sits at the corner of a junction in the city centre where the A6 comes off the Ring Way and onto North Road, which after 700m joins Moor Lane to become the Garstang Road. City Mosque Preston has been open for three years and is housed in a building that was built as a Wesleyan Methodist Church in 1839. Serving as a Christian church until 2012, this congregational space has lost its pews, gained a masjid carpet and now plays host to a Muslim congregation.

Another former Wesleyan Methodist church at 34-36 Garstang Road has become the Abrar Academy a Madrasah and secondary school for boys. The Wesleyan Methodist churches have no religious iconography making them perfect congregational spaces that can be re-appropriated by other denominations.

In 2016 Preston acquired a cathedral. The church of St Ignatius became a cathedral, decreed by the Pope to be the seat of the Syro-Malabar Catholics in Great Britain. This is only the third Syro-Malabar Eparchy outside of India. The Syro-Malabar Catholic Church is the second largest Eastern Catholic Church, the largest being the Ukrainian Catholic Church. The widespread diaspora of the Indian community outside the continent has also seen the Syro-Malabar faithful spread to regions outside Kerala, and it has a large presence in the UK.



Exterior and interior of City Mosque Preston



The Abrar Academy in a former Wesleyan Methodist church



Recently ordained Syro-Malabar cathedral at the former St Ignatius church

ANALYSIS

Adaptation: places of worship

In December 2017 after 135 years in Preston the Little Sisters of the Poor handed over their premises to Spiral Health. With the decline of the Catholic Church in Central Lancashire there were no longer sufficient sisters to carry out the care work needed at 228 Garstang Road. There were only seven nuns left at the time it was handed over to Spiral Health. Spiral Health will continue to provide care for the elderly at the premises and are in the process of removing all religious iconography in the building. The chapel has been turned into a multi-faith space for moments of contemplation.

The city centre St Ignatius Church was closed in November 2014 after suffering a dwindling congregation. The former congregation was merged with the congregation at English Martyrs Church on Garstang Road. Despite this the Mass attendance at English Martyrs had averaged around 70 people and so in July 2017 the Institute of Christ the King Sovereign Priest took over administration of the church saving it from closure. An integral part of the Institute's service is Latin Mass.

The Elim Pentecostal Church, which is set back from North Road, has been on the market since the start of our research commission in May 2017.

New forms of Christian worship have appeared; evangelical congregations for example seek different venues instead of old-style churches, such as warehouses in Preston ex-industrial zones. The Potters House Church Preston is a Pentecostal church set up at the back of Dulux Decorators Centre at 21 Garstang Road (far right picture).



Former Little Sisters of the Poor



English Martyrs church



Elim Pentecostal church for sale



Potters House Church Preston

PROPOSAL

Learning from Preston Live

“IT COULD BE ANY STREET IN ANY TOWN, BUT IT’S NOT. LOVAT ROAD IN PRESTON HAS A STYLE AND CHARACTER OF ITS OWN. PERHAPS IT IS MOULDED FROM THE RED-BRICK TERRACED HOUSES ORIGINALLY BUILT FOR COTTON MILL WORKERS. THE MILLS HAVE GONE BUT THE STREET LIVES ON, ENJOYING A NEW, ENERGETIC ROLE. BUT WHAT GIVES A STREET LIKE THIS ITS VITALITY AND PURPOSE? ALLAN BESWICK FOLLOWS SOME OF THE RESIDENTS IN THEIR DAILY LIVES, MEETING THE WIDE RANGE OF SHOPKEEPERS AND JOINING THE SOCIAL GATHERINGS.”

LOVAT ROAD
BBC ONE, 7 EPISODES, 1989–90

Between 1989 and 1990 the BBC made seven TV episodes about the community life of a typical northern street just off the A6 in Preston called Lovat Road.

Twenty-nine years later the main question the programmed asked, “what gives a street like this vitality and purpose?” is still pertinent today to how we build and regenerate our cities. Especially at a time when more humans live in urban spaces than ever before but in increasingly atomised ways.

Seven years after the fall of the Tithebarn development scheme, Preston is restructuring its city centre and expanding its urban edge to the North West. The Garstang Road connects these two developments, and from our research we would say there is much to learn from this intervening zone that separates the oldest and newest parts of Preston about what we need to make room for in our cities.

A journey from Preston city centre along the Garstang Road is an opportunity to see the adaptation of the city including legacies from its industrial boom town days to postwar migration and New Town ideals. The living that is hosted along the streets that come off the A6 are an example of what Richard Sennett calls an ‘open city’, where there is room for complexity and flexibility and where difference lives side by side.

The fall of the Tithebarn development saved Preston from homogenisation and as new investment comes into the city and more development is sure to follow, there is much to learn from what currently exists. We propose to revive the format of the Lovat Road tv series as a way to learn about, record and archive a richer, more diverse and more complex story of community and civic life in Preston today.

Our tv show will be a contemporary take on this historical series made in collaboration with those whose stories we are telling and using film as a format that can be shared across many platforms - tv, youtube, facebook live, instagram etc.

The project will be the making-of a new tv episode about the Garstang Road.

We will begin by making 5-minute film clips about each of our four sections of the Garstang Road. The making of these clips will help initiate a process of finding local collaborators and building an audience. Below we outline the stories we would like to feature in each clip.

CLIP 1: NEW KIDS ON THE BLOCK

Using the new Syro-Malabar cathedral at the former St Ignatious church as an anchor for the clip, we explore the history of the Keralan community in Preston. We have a curry at St Mary’s Tasty Choice on Meadow Street and meet other residents of St Ignatious Square.

CLIP 2: PRESTON’S SECOND MARKET

This clip about Kashmir Watan Food Stores on Kent Street, explores the entrepreneurial space the warehouses off North Road provide for migrant communities in Preston.

CLIP 3: WHEN PARKS WERE RADICAL

In 1833 Preston became the first of the new industrial towns to create a public park by enclosing some 100 acres of Preston Moor and renaming it Moor Park. The creation of Moor Park echoes Frederick Law Olmsted’s studiedly informal plan for Central Park, conceived as a public place in which the classes and the races could mix, an open, democratic space for the city. By investigating the refurbishment plans for Moor Park we’ll learn about the original blueprint for the park. We will also meet the park’s users including the skaters, the muslim women that promenade the park during prayer time and star gazing enthusiasts.

CLIP 4: THE HIDDEN VILLAGE HALL

Housing the city’s elderly since 1881, 228 Garstang Road is a Preston institution. In December 2017, after 136 years in Preston, the Little Sisters of the Poor handed over care of the building and residents to Spiral Health. As Spiral Health considers how to build on the nuns’ legacy whilst instigating a more secular provision of care we explore the unexpected interior spaces of the building such as ‘the village hall’ and the restaurant to ask whether these are spaces that could be opened up to the wider community to break down generational barriers.

NEW EPISODE: LEARNING FROM PRESTON LIVE

The main bulk of the content for our new show will be filmed in a live show format. For this one-off live broadcast we will set up a tv studio in an empty shop along the Garstang Road. For the duration of the live show, the studio will become a hosting space for community groups, residents, workers and businesses all along our stretch of the A6 to take part in a live show & tell. Starting at the city centre, the show will work its way up the A6 towards the Broughton Roundabout by inviting Garstang Road representatives to the studio to share their knowledge, skills or culture. In one live sitting, the show will record a snapshot of the richness of life that exists along this thoroughfare.

The show & tells could include singing of the call to prayer, how to cook a Keralan curry, tips for how to start skateboarding, astrological findings from Moor Park, growing tips from Serpetine allotments etc. The recorded live show will remain as an archive of this local knowledge.

The live show & tell will be interspersed by the screening of the four clips which will help set the context for our audience and take them on a journey along the A6.

THE TV STUDIO

The ‘TV studio’ provides a spatial dimension to the project. For the duration of this project an empty shop on Garstang Road will be turned into a tv studio. It will have dual purpose,

PROPOSAL

Learning from Preston Live

serving as a production space for the development of the first four clips and live show and then a performance and recording space for the final live episode. Collaborators for each of the episodes will be invited to one-day development workshops at the studio to help shape the stories we tell.

For the live show, the space will become a green screen studio in front of which a succession of diverse Garstang Road representatives will share something about their life on this stretch of the A6. During these presentations relevant images of the Garstang Road will be projected onto the green screen.

We will also design seating for a live studio audience, providing on the ground accessibility for the show that can sit alongside the digital.

PARTNERSHIPS

We propose to find a local film partner for this project such as That's TV Lancashire who can bring a local audience and provide us with a local platform through which to share the film content.



Where Lovat Road meets the Garstang Road and an empty shop unit that could serve as our TV studio.

PROPOSAL

Outline programme & budget

OUTLINE PROGRAMME

AUGUST 2018

- Film clips research & production x 4 - finding locations, collaborators, devising outline narrative, devising film development workshops, securing tv studio unit

- Designing tv studio interior

SEPTEMBER 2018

- Setting up tv studio & workshop space
- Delivering 4 film development workshops
- Outreach for live show participants

OCTOBER 2018

- Film & edit 4 clips
- Live show research & production - finding collaborators, inviting collaborators, developing show & tell
- Marketing for Live show

NOVEMBER 2018

- Live show development workshop
- Continued marketing for live show

DECEMBER 2018

- Learning from Preston Live show
- Final edit of show for archiving

	Directors (No. of days)	Assistant (No. of days)	TD Fee total	Other contractors/costs	Total cost
Day rates	£ 600.00	£ 350.00			
Design, development & production					
Clip research & production x 4 - finding locations, collaborators, storyboarding	4	6	£ 4,500.00		
4 x film development workshops - planning	1	2	£ 1,300.00		
5 x film development workshops - delivery	5	5	£ 4,750.00		
Filming & editing 4 x 5-minute clips		4	£ 1,400.00	£ 3,000.00	
Live show research & production - finding collaborators, inviting collaborators, developing show & tell	2	3	£ 2,250.00		
Filming & editing live show				£ 800.00	
TV show producer				£ 1,000.00	
Design - tv studio interior & furniture	2	3	£ 2,250.00		
Production - tv studio interior & furniture		3	£ 1,050.00		
Communication					
Design identity				£ 2,000.00	
Identity design deliverables				£ 3,000.00	
Capital Costs					
Film studio equipment				£ 10,000.00	
Studio furniture				£ 15,000.00	
Refreshments for workshops				£ 500.00	
Printing				£ 1,150.00	
Travel Expenses					
train and hotel, food				£ 2,000.00	
Totals			£ 17,500.00	£ 38,450.00	£ 55,950.00