‘And yet the water still remains’

Evaluation of Unlocking Salford Quays

The Lowry

April 2011
I think [Salford Quays is] totally re-born. I didn’t a while ago, I’ll be honest with you, this project has totally changed my opinion’ Musician
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1 Executive Summary

Initiated and delivered by The Lowry, Unlocking Salford Quays was a large-scale, community-based exploration of the history of this important site, which forms The Lowry’s immediate surroundings. The project aimed to re-discover the disappearing heritage of Salford Quays in an accessible, creative and enjoyable way, conserving it and making it visible to local people across Salford’s diverse communities and visitors to the area.

The ethos of Unlocking Salford Quays was democratic and participative in that was entirely community-led, reaching in excess of 60,000 people and delivered in partnership with more than 34 local organisations.

1.1 Aims

Unlocking Salford Quays aimed to:

• Creatively engage local people in their heritage.
• Conserve first hand accounts of the social and industrial heritage of the Quays.
• Develop a permanent and accessible resource for learning about and enjoying heritage on the Quays for future generations.
• Explore intergenerational relationships through shared heritage.
• Re-establish links between local people, their stories and experiences with the heritage of the Quays.
• Provide a unique opportunity for the exploration of social and cultural heritage through various art forms.
• Add another dimension to the visitor experience of the Quays.
• Instil a sense of pride in the history of The Quays as it moves forwards to a modern future.
• Create a project website which will act as a digital archive for the project.
1.2 Evaluation

The evaluation aimed to capture the extent to which the project achieved its aims as described in 1.1. It also attempted to measure and explore outcomes for those who participated or attended, including engagement with Salford Quays, The Lowry, heritage and creativity as well as more personal and societal outcomes such as increased skills development, social inclusion and social cohesion.

A suite of interlocking research tools were used, designed to capture both quantitative and qualitative evidence of participant profiles and impact upon the full range of participants. These included, baseline and outcome surveys, workshops, group discussions and mood boards.

The evaluation involved a total of 197 participants, including core participants: current residents and workers, ex-workers, young people; secondary participants and wider event and exhibition attenders. Too few family core participants took part in the evaluation for them to be reported on separately and evaluation was not undertaken with schools, although the extent of their participation is included.

1.3 Project content and outputs

The project was delivered in three phases over a 20-month period, between September 2009 and June 2011:

- Research and development
- Conservation and presentation
- Participation and celebration.

Several different strands of activity took place, including:

- The creation of 5 public artworks over 12 months by community groups working in a highly participative way with artists over an 8-month period.
- A series of Animations: drama, dance, music and visual arts (installations and exhibition) focusing on the artworks and stories of ex-workers
- An Unlocking Salford Quays exhibition at The Lowry displayed over 10 months.
- Celebratory events based around the animations.
- A Christmas thank you event for participants.
• A launch event on 27th March where the trail was formally launched to the general public.

• Creation of a Heritage Trail around Salford Quays incorporating the five public artworks.

• A programme of guided tours that will be developed in the coming year.

• A project website has been created and holds digital records of the project in the form of oral history recordings, film and photos and provides information for visitors to the trail. This forms part of the overall interpretation strategy for the trail.

1.4 Participation

Target groups

The range of participating groups included:

• Core participants: local current residents and workers, ex-workers, young people, families and schoolchildren.

• Secondary participants: people who took part in the dance, drama song and visual arts animations.

• Event attenders: people who attended performances of the animations, saw the Unlocking Salford Quays exhibition and those who attended the trail launch and tours

• Partners: organisations who were involved with the project as funders, as representatives of participants or provided operation support in the development of the artworks, trail, animations and events.
Participant numbers

The project reached in excess of 60,000 people and involved 34 local partner organisations.
Demographic profile of participating schools

As discussed, no research was conducted with participating schools. However we can look at secondary data from the schools who took part in USQ and analyse aspects such as Special Educational Needs (SEN), academic achievement at the school and ethnicity of pupils. Please note this data is not included in the rest of the report, as such USQ participants are likely to be more local to Salford and slightly younger than stated, instead schools data is discussed here in isolation.

180 school children took part in USQ from 6 different schools. 150 were from local primary schools; Primrose Hill Community Primary School, Langworthy Road Primary School, All Souls RC Primary School, St Josephs RC Primary School and Seedly Primary School. 30 were from St Ambrose Barlow High School.

% of Primary School pupils with Special Educational Needs (SEN)

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1 Secondary data in this section is taken from The Department of Education (http://www.education.gov.uk/) and comparative data by region from The Office for National Statistics (http://www.neighbourhood.statistics.gov.uk).
The chart above shows that three of the 5 primary schools taking part were above the norm for Salford, North West and England in terms of percentage of pupils with SEN. 16% of pupils from St Ambrose Barlow High School had SEN, slightly below the level in Salford (24%) and the North West (18%).

Although we can’t definitively comment we can infer the likelihood that USQ reached schools with high levels of SEN pupils compared to the wider region.

The following tables summarise performance at some of the schools taking part in USQ. We can see that with the exception of Primrose Hill the schools involved are performing above or around the average of the region.

### Academic Achievement at Primary schools

<table>
<thead>
<tr>
<th>2010</th>
<th>KS2: % achieving level 4 or above in English</th>
<th>KS2: % achieving level 4 or above in Maths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primrose Hill Primary School</td>
<td>76%</td>
<td>68%</td>
</tr>
<tr>
<td>St Josephs RC Primary School</td>
<td>82%</td>
<td>100%</td>
</tr>
<tr>
<td>Salford</td>
<td>82%</td>
<td>84%</td>
</tr>
<tr>
<td>North West</td>
<td>82%</td>
<td>83%</td>
</tr>
<tr>
<td>England</td>
<td>80%</td>
<td>79%</td>
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</table>

### Academic Achievement at Secondary schools

<table>
<thead>
<tr>
<th>2010</th>
<th>% pupils achieving Level 2 (5+ A* - C or equivalent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>St Ambrose Barlow High School (pupils at end of KS4)</td>
<td>96%</td>
</tr>
<tr>
<td>Salford</td>
<td>83%</td>
</tr>
<tr>
<td>North West</td>
<td>78%</td>
</tr>
<tr>
<td>England</td>
<td>75%</td>
</tr>
</tbody>
</table>

2 Please note, no academic performance data was available for Langworthy Road, All Souls or Seedly Primary schools as they are now closed.
All of the primary schools involved in the project had above average (for Salford, the North West and England) percentages of children eligible for FSM. St Ambrose Barlow High School was however 13 percentage points below the figure for Salford secondary pupils in terms of the percentage eligible for free school meals. This data provides evidence that the primary pupils involved in USQ could have been from poorer homes, as those entitled to FSM are from families receiving Income Support or Income-based Jobseeker’s Allowance. Those within families who receive support under Part VI of the Immigration and Asylum Act 1999 may also be entitled.¹

¹ http://www.poverty.org.uk
Geographic reach

The project aimed to both engage local people and communities and to attract visitors from outside the area and it was successful in achieving both these, with 31% of those engaged coming from within Salford, 46% from elsewhere in Greater Manchester and 22% from the wider North West or elsewhere in the UK.

Relationship to the area

The project was also successful in engaging people who currently work (12% of participants) or previously worked in Salford or Salford Quays (16%).

* Please note the number of Salfordians involved is slightly underestimated due to the fact some core participants (namely schools) were not included in the research.
Participant profiles

The USQ audience profile was distinctive in terms of:

- **Gender**: slightly more likely to be female (60%) rather than male (40%), which is similar to the overall Lowry audience.

- **Age**: the core and secondary participants were significantly younger than the overall Lowry audience, with 50% being aged under 25, compared to 19%-20% of the overall Lowry audience. The event audience however included a higher profile of over 65s (21%) than is found amongst Lowry day visitors (14%) or in the Salford population (15%), although it is on par with Lowry gallery visitors.

- **Ethnicity**: the core and secondary participants were significantly more ethnically diverse, with 16% being of BME origin, compared to 3%-5% of the overall Lowry audience. The event audience was however slightly less ethnically diverse (2% BME origin).

The profiles of USQ participants (all participants, Core and Secondary, Event attenders) are compared to Lowry day visitors\(^5\), Lowry gallery visitors\(^6\) and the profile of those living in Salford\(^7\) where possible in the following model.

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\(^1\) Anatomy of a day visitor, Understanding day visitors to The Lowry, April 2008, Morris Hargreaves McIntyre.
\(^2\) What’s the Story, Visitor Research at The Lowry Galleries, June 2009, Morris Hargreaves McIntyre.
\(^3\) Gender and Age data is taken from mid year population estimates, 2009, ONS, Nomis. All other data from 2001 census population estimates, ONS, Nomis.
The model above summarises the outcomes across all those involved in USQ, with the percentage representing the change from baseline to outcome.

Improvement in knowledge about Salford Quays was the most significant outcome among those involved in the project, with 86% achieving progression in this. This is closely followed by increased propensity to visit Salford Quays (78%) and an increased propensity to visit The Lowry (78%). The project was

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Please note we have coded each outcome to show which group(s) of people it represents:
- CSE - Core participants, Secondary participants, Event attenders
- CS - Core participants, Secondary participants
- E - Event attenders
clearly successful in promoting The Lowry and the wider Salford Quays area as a destination. Not only did knowledge about the area increase but also connection to the heritage of the quays (68%) and a sense of pride in the area (70%).

A significant proportion of those involved were new active participants in (72%) and there was also 28% for whom the project resulted in new active participation in arts / creativity.

For 55% their perceptions of The Lowry changed, with them coming to perceive it more as a place ‘for them’ (71%) and as having a key role in the local community (76%).

78% learned new skills as a result of their involvement in the project.

56% of those involved mixed with people of different ages as part of the project, and while there was also increased interaction with people from different ethnic (6%) or social (4%) backgrounds, the impact was less significant.
### 1.5 Meeting the project aims

#### Summary outputs and outcomes

<table>
<thead>
<tr>
<th>Project aim</th>
<th>How this was met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creatively engage local people in their heritage</td>
<td>Increased knowledge about the history / heritage of the Quays (86%) and a greater connection to the heritage of the area (68%). Increased active participation in creativity / heritage. Participants furthered own artistic abilities.</td>
</tr>
<tr>
<td>Conserved first hand accounts of the social and industrial heritage of the Quays</td>
<td>Storytelling was a key element of the project with ex-workers able to share their experiences and input into the artworks.</td>
</tr>
<tr>
<td>Re-established links between local people, their stories and experiences with the heritage of the Quays</td>
<td>New active participation in heritage (72%)³. More involved in local community (76%). Greater sense of belonging to Salford (46%).</td>
</tr>
<tr>
<td>Explored intergenerational relationships through shared heritage</td>
<td>Wide ranging demographic profile of participants. 56% agreed they had mixed with people of different ages to themselves.</td>
</tr>
<tr>
<td>Provided a unique opportunity for the exploration of social and cultural heritage through various art forms</td>
<td>Secondary (78%) and Core (87%) participants learnt new skills as part of their involvement.</td>
</tr>
<tr>
<td>Instilled a sense of pride in the history of The Quays as it moves forwards to a modern future</td>
<td>70% of event attenders agreed they had a sense of pride in the area as a result of attending.</td>
</tr>
<tr>
<td>Added another dimension to the visitor experience of the Quays</td>
<td>Event attenders more likely to visit Salford Quays (78%) and The Lowry (78%). The Lowry perceived as welcoming and inclusive as a result of the project.</td>
</tr>
<tr>
<td>Developed a permanent and accessible resource for learning about and enjoying heritage on the Quays for future generations</td>
<td>The trail and website act as a permanent record for the project and preserve the stories of ex-dockers and local people.</td>
</tr>
</tbody>
</table>

³ Core and Secondary participants
Creatively engage local people in their heritage

All Core participants were local to the area and 31% of Secondary and Event attendees came from within Salford.

The most significant outcome was increased or progressed knowledge about the history / heritage of the Quays (86% of those involved agreeing with this). Furthermore 68% of agreed or progressed in terms of their connection to heritage.

New active participation in creativity: 28% of core and secondary participants.
New active participation in a heritage project: 59% of core participants.

Secondary participants enjoyed their involvement in the artistic side of the project, with many describing how they felt it furthered their own artistic abilities.

A complete understanding of the history of the Quays and its transition to an artistic oasis. The pieces of art are very important as they are based on the heritage of the area, which I feel part of **Current resident / worker**

I have gained a greater appreciation of art through the sculptures; how they fire the imagination, bring people together. People identify with them, make them ‘their own’ and they become a strong statement for the future, I felt honoured to have contributed to all of this **Current resident / worker**

Conserved first hand accounts of the social and industrial heritage of the Quays

Storytelling was a key element of the project. Core participants and specifically Ex-workers relished getting to share their own stories of what it was like to be part of the working docks. Some also valued the chance to have real input into the artworks made and that their stories would be permanently recorded in them.

A project website has been created and holds digital records of the project in the form of oral history recordings, film and photos and provides information for visitors to the trail.

**Been very happy to pass on the knowledge I have acquired of the Manchester ship canal after working on the canal for 21 years** **Ex worker**
Re-established links between local people, their stories and experiences with the heritage of the Quays

New active participation in heritage: core and Secondary participants 72%.

Core participants increased skills in historical research.

76% of participants agreed they were more involved in their local community.

46% of participants identified a greater sense of belonging to Salford Quays.

A real sense of storytelling, for me to help to tell how it was compared to today, to open peoples eyes to the scale of the docks and what it meant to the people of Salford Secondary participant

For once local people haven’t been overlooked and I think in the past they have been quite a lot Ed Blainey, Musician

Explored intergenerational relationships through shared heritage

The demographic profile of all those involved in USQ is wide ranging, with 17% aged under 18, 41% aged 19-54 and 41% aged over 55. The project also allowed those involved to mix with people of different ages to themselves, 56% agreeing they had done this.

Provided a unique opportunity for the exploration of social and cultural heritage through various art forms

78% of Core and Secondary participants agreed they had learnt new skills as part of their involvement.

87% of Core participants learnt new skills i.e. self-confidence, arts-related skills, new ability to use artistic methods as a form of self-expression.

I have learned how to apply my poetic ability to portray feelings of the people in the area and illustrate the past and changing aspects and scenery into the future Current resident / worker

I have learnt an awful lot of new skills. I have worked with like-minded artistic people and had a lovely creative experience that will help me to pursue future career choices Secondary participant
Instilled a sense of pride in the history of The Quays as it moves forwards to a modern future

Event attenders – 70% agreed they had a sense of pride in the area as a result of attending.

I think [Salford Quays is] totally re-born. I didn’t a while ago, I’ll be honest with you, this project has totally changed my opinion  Ed Blainey, Musician

Added another dimension to the visitor experience of the Quays

78% of Event attenders agreed they are more likely to visit Salford Quays and 78% had increased propensity to visit The Lowry.

Changed perceptions of The Lowry - 55% of Core and Secondary participants changed their perceptions of The Lowry.

Lowry perceived as welcoming and inclusive as a result of the project– 71% of all those involved had an increased sense of belonging to The Lowry.

[The project has] made me appreciate [The Lowry] more and respect what it is that they’re doing and how much they’re actually doing. It’s not just an entertainment... place. I thought that’s pretty much all it was but it goes deeper than that  Jenny Shuttleworth, Musician

It’s become clear that there’s so much more to The Lowry than just its role as a venue. It’s an impressive cultural centre and a beacon for the arts in all its forms, as well as being a genuine part of the local community Current resident / worker

’Salford Docks’ used to be a no-go area, it’s now a wonderful transformation but we’ve lost the romance of the ships leaving its destination across the world  Event attender
Developed a permanent and accessible resource for learning about and enjoying heritage on the Quays for future generations

The Unlocking Salford Quays Trail launched in March and will continue throughout the coming year with the sculptures themselves acting as a permanent record of the heritage of the Quays.

[We’re hoping to] make our mark; leave something behind for the future Ex worker

I’m extremely excited about the fact that the artwork that I’ve been involved in...my father’s image is actually going to be one of the photographs featured in that. My father worked on the docks for 50 years and he’s going to remain on the Docks in a different guise now Ex worker

1.6 Legacy

In terms of the legacy of the project there have been four main elements.

Firstly there have been strong personal outcomes for the Core and Secondary participants in terms of increased knowledge about their local heritage, improved artistic and creative skills and the opportunity to be involved in a heritage project with an organisation such as The Lowry.

Secondly, most participants have experienced a shift in perceptions of The Lowry, they see it as more community-focused, welcoming and ‘for them’. Event attenders are also more likely to visit The Lowry and the wider Salford Quays area as a whole because of their experience.

Thirdly the sculpture trail itself will be a permanent record of the project and the stories told by Core participants. Future generations of local people and visitors to the area will be able to explore the rich heritage of the docks through these artworks and the personal stories they captured.

Finally there exists a digital archive documenting the history of the Quays in a dynamic way through video and audio recordings. This can be used by various groups as a educative tool.
2 Introduction and background

Initiated and delivered by The Lowry, Unlocking Salford Quays was a large-scale, community-based exploration of the history of this important site, which forms The Lowry’s immediate surroundings. Over a 20-month period, between September 2009 and May 2011, the project aimed re-discover the disappearing heritage of Salford Quays in an accessible, creative and enjoyable way, conserving it and making it visible to local people across Salford’s diverse communities and visitors to the area.

2.1 Aims of USQ

Within the context described above, Unlocking Salford Quays aimed to:

- Creatively engage local people in their heritage.
- Conserve first hand accounts of the social and industrial heritage of the Quays.
- Develop a permanent and accessible resource for learning about and enjoying heritage on the Quays for future generations.
- Explore intergenerational relationships through shared heritage.
- Re-establish links between local people, their stories and experiences with the heritage of the Quays.
- Provide a unique opportunity for the exploration of social and cultural heritage through various art forms.
- Add another dimension to the visitor experience of the Quays.
- Instil a sense of pride in the history of The Quays as it moves forwards to a modern future.
- Create a project website which will act as a digital archive for the project, in the form of oral history recordings, film and photos and provides information for visitors to the trail.
Background

The original Salford Docks were opened by Queen Victoria in 1894 as part of the Manchester Ship Canal. They were intended to serve the canal and act as a dock for the movement of cargo. At the height of their use they became some of the busiest docks in the United Kingdom serving the largest industrial estate in Europe, Trafford Park. During the post-war era the decline of the heavy industries in the area and the increasing size of freight-carrying ships and competition from road transport brought about the decline of the docks and they closed in 1982 resulting in the loss of thousands of jobs in traditional industries. In 1984 Salford City Council acquired the docks from the Ship Canal Company and rebranded the area Salford Quays, eventually resulting in one of the largest urban regeneration projects in the United Kingdom.

The Lowry opened to the public on 28th April 2000 and this huge undertaking, which has been a major catalyst for the ongoing regeneration of Salford Quays, was made possible through £116 million of investment from Millennium Commission, Arts Council England and Heritage Lottery Fund.

Since the opening of The Lowry, Salford Quays has continued to grow and develop a long way from its origins as a working dock. On 5th July 2002 The Imperial War Museum North opened on the Manchester Side of the ship canal in Trafford linked to The Lowry via the iconic footbridge. Extensive further residential and commercial developments ensued which were enhanced by the BBC’s announcement in 1997 that they would be moving operations from London to Salford Quays as part of MediaCity UK. MediaCity is now set to become one of the most vibrant and exciting digital communities in the world and a new era of life for Salford Quays will begin.

This distinctive heritage and the ongoing evolution of the Quays provided the stimulus for Unlocking Salford Quays which worked with a broad spectrum of the local community and used the arts to explore, understand and record the now invisible history of the Quays and its path from being a major maritime and industrial centre to a creative and artistic hub.
The Lowry

At the point of starting the project, The Lowry, the landmark Millennium project for the arts, was approaching ten years old. The Lowry’s overall mission is to enrich, engage and entertain by presenting a wide range of visual and performing arts with a strong emphasis on learning, inclusion and diversity.

Community and education work have been at the heart of the organisation’s activities since inception. With a dedicated community and education complex and extensive outreach programmes in Salford the Lowry wishes to be recognised as a leader in outcomes-based community engagement work, through wide and deep engagement with local communities both within and beyond the building.

The Lowry prioritises engaging with a broad range of people, particularly its local community and also aims to celebrate both its unique architecture and the heritage of its location in Salford Quays.

Local environment and communities

While The Lowry’s immediate environment is continuing to undergo significant regeneration, deprivation levels remain high among residents. Salford is ranked 15 out of 354 districts in terms of deprivation; putting it in the 20% most deprived districts nationally.\(^\text{10}\) Unemployment in Salford (9.6%) is also higher than in both the North West (8%) and Nationally (7.7%) Therefore it was envisaged therefore that the project would engage with high numbers of C2DE participants and people from hard-to-reach communities.\(^\text{11}\)

Funders

Unlocking Salford Quays was funded and supported by the following organisations:

- The Lowry
- Heritage Lottery Fund
- European Regional Development Fund
- Booth Charities
- Modern History

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\(^{10}\) North West Regional Intelligence unit, Place Profiles 2009, http://www.nwriu.co.uk/PDF/Deprivation_Profile_Salford.pdf

2.2 Evaluation

Morris Hargreaves McIntyre was appointed to undertake an evaluation of the project across the twenty months of its duration, encompassing baseline, progression and outcome research. The aim was to assess the extent to which the project met the aims stated above.

Evaluation themes

An evaluation framework was developed for the project which identified the following themes for the research:

- Engagement with Salford Quays
- Motivations for involvement
- Engagement with heritage
- Creativity and engagement in arts activity
- Engagement with The Lowry
- Skills development
- Personal development
- Social inclusion
- Social cohesion
- Participant profiles

Participants

Four groups of participants were identified for the evaluation, including:

- Core participants: ex-workers, current residents and workers, young people, schools and families who worked with artists to create the public artworks for the heritage trail.
- Secondary participants: people of all ages who took part in the dance, drama and song animations.
- Event attenders: people who attended performances of the animations and saw the Unlocking Salford Quays exhibition.
- Partners: organisations who were involved with the project as funders, as representatives of participants or provided operation support in the development of the artworks and trail.
The trail was opened at the end of March so it was not possible to include trail attenders in the evaluation. Nor was research undertaken with school pupils.

**Methods**

A suite of interlocking research tools were used, designed to capture both quantitative and qualitative evidence of participant profiles and impact upon the full range of participants. These included:

- Baseline and outcome surveys for core participants designed to capture the distance travelled through the duration of their involvement in the project.
- Baseline workshop with core participants which included the creation of visual mood boards to capture their feelings about the project.
- Outcome surveys for secondary participants and event attenders.
- Baseline and outcome group discussions or telephone interviews with partners.

**Summary research sample**

<table>
<thead>
<tr>
<th>Research participants</th>
<th>Core Participants</th>
<th>Secondary Participants</th>
<th>Event Attenders (performances)</th>
<th>Event attenders (exhibition only)</th>
<th>Partners</th>
<th>Total sample</th>
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<tr>
<td><strong>BASELINE</strong></td>
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<tr>
<td>Total participants</td>
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<td>59,094+</td>
<td>59</td>
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<td>na</td>
<td>34%</td>
<td>21%</td>
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3 Project content and outputs

3.1 Summary

The ethos of the project was democratic and participative in that it was community-led and delivered in partnership with more than 34 local organisations.

The project was structured into three phases:

- Learning and development
- Conservation and presentation
- Participation and celebration

5 different strands of activity took place, including:

- Creation of 5 artworks and a Heritage Trail
- Animations focusing on the artworks and stories of Ex-workers in the mediums of dance, drama, song, and visual arts.
- Celebratory events based around the animations.
- Exhibition – Unlocking Salford Quays: The Inside Story documenting the project.
- Creation of a project website to hold digital records of the project in the form of oral history recordings, film, and photos and provides information for visitors to the trail.

The range of participating groups included:

- Past and present residents of Salford Docks / Quays
- Past and present workers
- Young people
- Families
- Schools
- General event attenders
This resulted in the creation of a new permanent new resource in the form of a new Trail around the Quays and within The Lowry with which generations of future visitors can engage.

3.2 Development Phase (Research)

September ‘09 – March ‘10, awarded approx £40,000

Engagement:

- 13 Families from Weaste (Three streets found on a map from 1905 with the original terraces still standing). Families participated in workshops with artists and historians and were then given a resource pack and asked to compile personal histories of their homes, their families, the area and any links to the Docks.

- Approx 50 young people from Ordsall Community Arts, Salford Foundation, Salford College, Eccles Youth Club and Fairbridge Salford. Each group was given a decade of the 20th Century and asked to work with artists to research what it was like for young people living in Salford in and around the docks during their designated period.

- Approx 150 children from Primrose Hill Primary School, St Josephs RC Primary School, All Souls RC Primary School, Langworthy Rd Primary School and Seedley Primary School. All of the schools used selected footage of the interviews of ex workers as a starting point for their research and through either drama or visual arts explored elements that were of particular interest to them.

- Approx 25 people who worked on Salford Docks, on ships that came into the docks, or had family connections to workers on Salford Docks. A number of ex-workers on Salford docks were interviewed about their experiences of Salford Docks and a DVD compiling these short films was created.

- Approx 40 current workers or residents of Salford Quays. We sent out an open invitation to the current residents and workers of Salford Quays. In a series of introductory events, everyone was given a resource pack and tasked with finding out what stood on the site of their current building throughout the history of the docks, and how and why it became what it is today.
3.3 Delivery Phase (Outcomes)

March ’10 – May ’11, awarded approx £460,000

Public Art

An open call was publicised resulting in a short list of 13 artists, who were each given £1000 to develop their proposal. These proposal were presented to a panel of Lowry staff and the public / participants in an open forum.

Five artists were selected in Mid-May 2010 from the short-list based on the quality of their proposal development and relevance to the trail. Their involvement is detailed below.

Unusual – Where the Wild Things Were

Children from Primrose Hill Primary School, Langworthy Road Primary School and Seedley Primary School (Langworthy and Seedley have since merged to become Willow Tree Primary School).

This sculpture suggests the grasslands of Africa and Asia. The base of each blade is engraved with drawings by school children who were helped by the artists to imagine the landscape and wildlife of far-off lands.

Stephen Broadbent – Casuals:

People who worked on the Docks and their families.

The ex-worker interviews inspired this piece and some of their portraits feature on the sculpture.
**David Appleyard – Factory Girls**

Young people from Salford College, Ordsall Community Arts, Salford Foundation and Eccles Youth Club worked with Appleyard to develop his initial proposal by investigating the concept and experimenting with shapes and shadows.

![Factory Girls by David Appleyard, photo by Jordan Ahmadzadeh](image)

**Ingrid Hu – Erie’s Rest**

Families from three streets in Weaste attended workshops with the artist to discuss her concepts, share their own stories and create with ceramics. Participant reminiscences helped to shape the concept of this sculpture.

The title of the oak and ceramics sculpture references a Salford pub nicknamed Widow’s Rest during the war and the quiet location of the artwork on the side of what was the busiest dock (No 9), where the majority of cargoes would have been loaded and unloaded on and off ships and rail wagons.

![Erie’s Rest by Ingrid Hu](image)

**Mor – Nine Dock**

Current residents and workers on Salford Quays worked closely with the artists to develop their initial ideas and select quotes from the ex-worker interviews to feature on the sculpture. The artists consulted the group at every stage of the design process.

Mild steel sculpture with an etched stainless steel surface. Sited on the side of what was once No 9 Dock.

![Nine Dock by Mor photo by Jordan Ahmadzadeh](image)
Animations

Those who had a participatory involvement in the project took part in the animations (performances in the media of dance, song and drama) which were inspired by the artworks. These performances were attended by the general public.

Dance – Moving Stories

A piece of dance each inspired by the concept behind one of the public artworks. Performed twice in the Studio in November 2010.

Participants and artists:

- Chatsworth High School worked with Kevin Turner (Company Chameleon) to create a piece based on Factory Girls
- Students from the Centre for Advanced Training in Dance at The Lowry worked with Wayne Sables to create a piece based on Where the Wild Things Were
- Centre for Advanced Training in Dance Associates (students preparing to join the CAT) worked with Anthony Missen (Company Chameleon) to create a piece based on Casuals
- Salford Commotions worked with Debbie Milner to create a piece based on Nine Dock
- Ad Hoc Dance worked with Ruth Tyson-Jones to create a piece based on Erie's Rest

Song – Dock Idols

Four musicians wrote lyrics about the docks. In an open competition the public were given the opportunity to submit a musical version of the lyrics - winners played at a live event at The Lowry and recorded their songs in a professional recording studio. Artists worked with 3 local community groups to compose their versions of the lyrics. These groups also performed live at The Lowry.

Lyricists:

- Girl Peculiar (www.girlpeculiar.co.uk)
- Aidan Smith (www.myspace.com/fancybarrel)
- Albert Thompson (www.myalbertthompson.com)
- Dave Smith (www.myspace.com/thisisdavesmithmusic)
Groups:

- START in Salford working with Andy Smith
- Ordsall Acapella Singers working with Yvonne Shelton
- Students from Salford University – The Michelle Strahan Band
- Competition Winners –
  - The Jane and Mike Band
  - Rodger Spencer
  - Gwyn Thomas
  - Dan Stone and Jason Douglas
  - Rejoice Tshabangu

**Drama – The Water Still Remains**

Written by John Hoggarth and directed by Trevor MacFarlane. A collection of plays and stories that capture the heart and soul of Salford Docks, inspired by the recollections and memories of the ex-workers interviewed for the project. Performed 3 times in The Lowry Studio Fri 25 – Sat 26 February 2011. Actors were cast at open auditions.

**Visual Arts – Transit**

Transit is an artistic response to the history of Salford Docks. Inspired by the memories of ex dock worker John Baker, a series of sculptural forms were installed in The Lowry and open to the public on 25th March 2011. The works echo the look of individual office sheds that were spread across the Docks.

Artists:

- The Doberman Family
- Groups
- Primrose Hill Primary School
- Ambrose Barlow High School
- Students from Salford University Visual Arts course
Exhibition - Unlocking Salford Quays: The Inside Story

Sat 28 August – Sun 1 May on the Deck in The Lowry Galleries

The first part documents the research process of the development phase of the project and showcases some of the discovered history. The second part opened on Tue 14 December, with the artists’ models and drawings for the sculptures and an opportunity for people to tell us their memories and impressions of the Quays.

Christmas thank you event

A celebration event was held at The Lowry on 14th December for all project participants. There were speeches, music and performances from the song animation winners.

Trail launch event

The trail formally launched to the public on 27 March 2011, with a day of family fun activities and a showcase of the projects achievements.
3.4 Estimates of the numbers of people reached by USQ

<table>
<thead>
<tr>
<th></th>
<th>Development</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>13</td>
<td>24</td>
</tr>
<tr>
<td>Young people</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Current workers and residents</td>
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<td>20</td>
</tr>
<tr>
<td>Ex-workers</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td>Schools</td>
<td>150</td>
<td>180</td>
</tr>
</tbody>
</table>

Core participants x 295

Event attenders x 59,754+

- The Water Still Remains performance: 360
- Dock Idols performance: 60
- Moving Stories performance: 240
- Unlocking Salford Quays: Inside Story Exhibition: 59,094+
- Trail: Ongoing

Secondary participants x 180

- Drama Animation: 34
- The Water Still Remains
- Song Animation: 21
- Dock Idols
- Dance Animation: 75
- Moving Stories
- Visual art: 50
Partnerships

Delivering Unlocking Salford Quays in partnership with local organisations was fundamental to the ethos of the project. This resulted in the involvement of 54 people from 34 different organisations, representing the heritage, museums, culture, leisure, education, youth, community and tourism sectors, as illustrated in the following model.

Range of partnerships
New partnerships

Thirteen of these partnerships were entirely new for The Lowry and significantly increased The Lowry's connections with heritage organisations, particularly The new partnerships included:

- Heritage: Salford Lifetimes, North West Sound Archive, North West Film Archive, Modern History, Salford Local History Library and the Working Class Movement Library.
- Local Authorities: while good relationships already exist with Salford City Council and Trafford Council in terms of culture, leisure, education and regeneration, this project developed relationships with more technical functions such as planning and environment.
- Community groups: Start in Salford
- Media: the BBC
- Youth organisations: Oasis Academy at MediaCity and Fairbridge, Salford.
- Leisure and culture: Ordsall Acapella Singers and SSR.

Impact of partnerships

Unlocking Salford Quays has undoubtedly:

- Connected the Lowry with a greater number of local organisations, which will provide sustainable routes for further community development work.
- Changed the perceptions of several new partner organisations about the range of work undertaken by The Lowry and the extent to which the organisation is involved in its local communities.
- Strengthened The Lowry's relationship with Salford City Council, illustrating how effectively The Lowry is able to contribute to the City Council's local priorities.
- Acted as an exemplar for closer working between Salford City Council and Trafford Council, the two local authorities involved.
- Enabled cross-sector working between heritage and community, leisure and cultural organisations, which helped, through artistic and creative interpretation, to bring the historic stories of Salford Quays to life.
- Significantly added to the visitor experience of Salford Quays.
Beneficial impact on partnership with Salford City Council

Salford City Council was the key partner for The Lowry in delivering the Unlocking Salford Quays project. This particular partnership has had a significantly beneficial impact on the relationship between Salford City Council and The Lowry.

*What I really liked about it – is it is about the history of the people of the Quays – this wasn’t that present on the Quays, so this community heritage element was new and important* Strategic Development Manager for Culture and Leisure, Salford City Council

Salford City Council felt that Unlocking Salford Quays:

- Fitted well with their local priorities in terms of their development plans for culture and heritage which are around local community involvement and local ownership
- Identified and brought to life the history of the people of the Quays which the council feels was not present before this project
- Illustrated The Lowry’s effectiveness as a lead organisation for projects through strong leadership, good project management and effective communication
- Engaged larger numbers of people from a range of communities than is usual with community cultural activities, due to the high profile of The Lowry as the host organisation
- Was particularly effective in helping develop the cultural offer for families, on the Quays particularly
- Has helped make the Quays more of an attraction / destination
- Has changed perceptions of The Lowry amongst people who have previously had little or no involvement with the organisation
- Has strengthened Salford City Council’s relationship with the Heritage Lottery Fund and ensured that Salford is further highlighted as an interesting city for HLF to be working in.
- Has helped The Lowry connect with wider functions across the City Council such as planning.
It’s been really successful this project in terms of the Free Family offer – the launch day was absolutely rammed – families can now do picnics on the Quays Strategic Development Manager for Culture and Leisure, Salford City Council

It has helped the general perception of The Lowry. You don’t get those comments now about The Lowry now that “it’s not for the likes of us” Strategic Development Manager for Culture and Leisure, Salford City Council
Core participants

5.1 Participants

Current residents and workers, Ex-workers, Young people, Families and Schools each worked with an artist in focus as part of the project, there were 295 Core participants in total.

Current residents and workers, Ex-workers, Young people and families took part in the evaluation, 44 Core participants were involved in the evaluation.

Where possible data from all Core participants is combined, whereas for some themes baseline or outcome data is used. To supplement survey data, literal responses and Vox pops interviews are included where possible.

At the end of this section 6 individuals for whom we have baseline and outcome data are looked at more closely and their key outcomes from involvement summarised.

5.2 Activities

Core participants were the most deeply engaged with the Unlocking Salford Quays project and worked closely with each of the artists commissioned to design a sculpture. A summary of what each group did is outlined below.

Unusual – Where the Wild Things Were

Children from Primrose Hill Primary School, Langworthy Road Primary School and Seedley Primary School (Langworthy and Seedley have since merged to become Willow Tree Primary School).

This sculpture suggests the grasslands of Africa and Asia. The base of each blade is engraved with drawings by school children who were helped by the artists to imagine the landscape and wildlife of far-off lands.

Broadbent – Casuals

People who worked on the Docks and their families.

The Ex-worker interviews inspired this piece and some of their portraits feature on the sculpture.
David Appleyard – Factory Girls

Young people from Salford College, Ordsall Community Arts, Salford Foundation and Eccles Youth Club worked with Appleyard to develop his proposal by investigating the concept and experimenting with shapes and shadows.

Ingrid Hu – Erie’s Rest

Families from three streets in Weaste attended workshops with the artist to discuss her concepts, share their own stories and create with ceramics. Participant reminiscences helped to shape the concept of this sculpture.

The title of the oak and ceramics sculpture references a Salford pub nicknamed Widow’s Rest during the war and the quiet location of the artwork on the side of what was the busiest dock (No 9), where the majority of cargoes would have been loaded and unloaded on and off ships and rail wagons.

Mor – Nine Dock

Current residents and workers on Salford Quays worked closely with the artist to develop their initial ideas and select quotes from the Ex-worker interviews to feature on the sculpture. The artists consulted the group at every stage of the design process.

Mild steel sculpture with an etched stainless steel surface. Sited on the side of what was once No 9 Dock

5.3 Profile

Slightly more females were involved in the project (60%) compared to the population of Salford overall (49%). The age profile of Core participants is slightly younger than those coming to events but slightly older than Secondary participants. Core participants were slightly more ethnically diverse than event attenders.

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12 Profile data derived from all Core participant surveys.
Demographics

Gender

As with the sample overall, slightly more females were involved in the project than males.

Age

37% of Core participants were aged under 18 and 40% were aged over 55, the sample is slightly younger than those coming to events but older than Secondary participants.
Ethnicity

91% of Core participants were from a White ethnic background. Core participants were slightly less ethnically diverse than Secondary participants but more diverse when compared to the Salford population.

Disability

5% or two Core participants stated they had a long-standing illness, disability or infirmity.

Employment and Qualifications

Employment status

The majority of Core participants were either Studying (33%), Retired (31%) or Employed full-time (22%).
5.4 Motivations

All reasons for wanting to take part compared to main motivation

Learn about and preserve local histories

The most frequently mentioned motivation for taking part among Core participants was to learn about the heritage of Salford Quays and this was the main motivation for 32%.

Hoping to learn more about the area we’re moving to. The history, the people and to be involved in something for the future Current resident / worker

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13 Baseline data, sample of 34
In the qualitative research many also stated a desire to preserve the heritage of the area by conserving it in the artworks and that they would be a permanent record of the history of the Quays.

As an official city guide I am very keen that the heritage of the Manchester Ship canal history of the Docks is not forgotten Ex worker

Assisting with documenting, recording the immense heritage of the development of the industrial revolution Ex worker

Contributing to preserving. The heritage of the docks and all who worked here in any way Ex worker

Excitement at the prospect of being involved at the start of something that will last Ex worker

Being part of future heritage of area Young person

I am hoping to create a new piece of art that will be at the Quays for a long time Young person

We’ve got to keep it alive; we’ve got to keep the memories going. If we don’t it’s just going to die and people are going to forget about it Core participant

Sharing personal stories and histories

For Ex-workers in particular they hoped to contribute to this education of local people by sharing their own stories and memories of the docks.

Having worked on the canal I would like to pass on some of the things I remember, so the working of the canal is not forgotten Ex worker

Helping people remember about the docks and the importance of the ship canal in its heydays Ex worker

It’s not what I can get out it’s what we can put in, a story of my ancestors over a hundred years or so Ex worker

To provide as much information as I can about when the port of Manchester was the fourth busiest port in the UK Ex worker

To share many memories of the place and people from the 60’s Ex worker
Creativity and creating public art

56% of Core participants mentioned the motivation to create new pieces of art and this was the main motivation for 23% of participants. Qualitative statements from some reflected a desire to express their own creativity and have input into the public artworks.

I’m hoping to get inspired to push my own creativity Current resident / worker

Some input into new works of art Current resident / worker

Being able to say we have to create the public art sculptures Young person

Get involved with The Lowry and the local community

16% were mainly motivated to take part in the project by the offer of getting involved with The Lowry and 10% wanted to learn about the local community.

Learn about how community projects work and what is involved in organising and creating a piece of public art. I wanted to support the community where I live and thought it was great the Lowry was doing this Current resident / worker
Meet new people

38% of Core participants mentioned a desire to meet new people, however none were mainly motivated by this.

*Make new friends and not to be stuck in my house being bored* Young person

*Wanted to influence a project at the Quays. Thought my input would be of use. Meeting new people. Meeting “Behind the scenes” Lowry staff* Current resident / worker

---

At the end of the Unlocking Salford Quays project I hope that…

I will make new friends and learn more skills.
5.5 Summary outcomes

Summary outcomes for Core participants as a result of USQ were:

- Improved skills in historical research and arts related skills such as artistic ability and appreciation of art;
- Improved knowledge about the heritage of the Quays;
- Enjoyment and meeting new people, mixing with people from different social backgrounds of different ages;
- Changed perceptions of The Lowry, seeing it as a more them and welcoming.

5.6 Skills development

47% of those involved in the outcome phase stated they had learnt new skills as a result of taking part, mostly around historical research and creativity.

Historical research

An improvement in historical research and getting to work with historians was reported.

*I have enjoyed the historical research skills developed while searching for information about Trafford Park (where I worked in the 1970’s) and its connections to the Quays. The results are in the exhibition: Unlocking Salford Quays*  

*Current resident / worker*

*Working with historians and artists*  

Current resident / worker

Arts-related skills

Arts related skills were also mentioned by some, in terms of furthering their own artistic abilities, giving them confidence to engage with art and to work in partnership with the artists.

*I have learned how to apply my poetic ability to portray feelings of the people in the area and illustrate the past and changing aspects and scenery into the future*  

*Current resident / worker*

*Working with community artists*  

Current resident / worker

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*Outcome data, sample of 20*
I’ve learned how to dance expressively Young person

I’ve become a bit more confident... more confidence with [the] side of art and appreciation of art Core participant

5.7 Salford Quays

Improvement in knowledge about the history of Salford Quays

The majority of Core participants (74%) experienced an increased knowledge about the history of Salford Quays due to the project.

Outcome data, sample of 20
Increased knowledge about heritage was also mentioned when participants were asked to write about the main thing they got out of taking part. This increased knowledge feeling interest in and belonging to Salford Quays.

A complete understanding of the history of the Quays and its transition to an artistic oasis. The pieces of art are very important as they are based on the heritage of the area, which I feel part of Current resident / worker

Knowledge of the heritage of the area and the central influence the Lowry has in it Current resident / worker

Learning more about Salford Quays, and people who grew up in this area and their involvement by working in and around the area Ex worker

I have learnt about the heritage of Salford Quays Young person

I have learnt more about the Lowry and Salford Quays and it has made me more interested Young person

I learned more knowledge about the docks Young person

When asked what they had learned about what they had specifically learnt participants mentioned detail about the working docks and landmark events.

How necessary the Docks were to the Industrial Revolution in the area Current resident / worker

I have learned about the First World War and the abattoir where animals were slaughtered before their transport down the ship canal to the western front. I have learned how Trafford Park and the Quays were the hub of industrial support for the Second World War and the dropping off point for hundreds of thousands of American and Canadian troops. And I have learned of Buffalo Bill’s visit to the Quays in the 1880’s and the cultural imprint he left behind Current resident / worker

Learnt about the history of the work that happened on the Quays Young person

Others discussed increased knowledge about what life was like on the docks and the community spirit of people living there despite the hardship they experienced.

The working life of the people and the key importance of the Manchester ship canal. The stamina of working class people Current resident / worker
By listening to other people's stories, I have learnt what it was like to live and work in this area, how close a community it was and how hard it was to work in and around the dock area Ex worker

I personally found the people in the community around Salford Quays to be great characters to work alongside. I refer back to the 60's when the docks and factories were all part of the thriving industries that have nearly all disappeared Ex worker

I learned about the types of music they listened to in Salford and how they celebrate New Years Eve Young person

For the Current residents and workers and Ex workers specifically they relished getting to share their own stories and memories in a way that educated others.

Putting my story forward Current resident / worker

Been very happy to pass on the knowledge I have acquired of the Manchester ship canal after working on the canal for 21 years Ex worker
Belonging to Salford Quays

Overall 55% of Core participants progressed in terms of their feelings of belonging to the area. 100% of those who felt not at all connected at the baseline felt Quite connected as a result of the project.

Progression was also achieved for those who thought the area was quite for them, 75% of these stating it was a lot for them at the end of their involvement. However 17% of participants decreased in terms of their feelings of belonging to the area.
74% of Core participants experienced progression in terms of feeling an increased connection to Salford Quays as a result of the project.

### 5.8 Active participation

#### Active participation in history or heritage
For 59% USQ was their first active participation in a heritage project.

#### Active participation in arts / creativity
For 40% of Core participants, USQ was their first active participation in an arts or creative project.

A few comments around the chance to have real creative input into the artworks were made in the qualitative research, something that made participants feel valued.

*Contributing “via my father” to the arts display and learning more about Salford Quays Ex worker*

*I felt... heavy involved in the heritage trail project... I felt that my views were welcomes and appreciated... that gave me a very very good feeling Core participant*

---

16 Baseline data, sample of 34
5.9 The Lowry

Previous involvement with The Lowry

6% of Core participants stated they had never visited The Lowry before participating in USQ and a further 6% were lapsed visitors having visited over 5 years ago.

Changed perceptions of The Lowry

74% of individuals had changed perceptions of The Lowry as a result of taking part in USQ. This is a significant finding when we consider that the majority of participants (at both the baseline and outcome) had been to The Lowry before, therefore had some familiarity with the organisation.

Many of the comments were around an increased knowledge of the history of the venue and surrounding area which increased their interest and therefore propensity to visit.

I feel that the Lowry is now more interesting than I believe it to be and also now know about the Lowry’s background and I think that more people should be informed Young person

I feel the Lowry has lots more to inform us about and that it is very interesting Young person

I have learnt more which made my view more positive Young person

More interesting Young person

---

17 Baseline data, sample of 34
18 Outcome data, sample of 20
For others it was a general increased awareness of The Lowry itself and all it offers as a destination.

*I had only visited once or twice, but now found myself wanting to visit more often, not just for shopping, but restaurants, cinema and the Lowry itself* Ex worker

*There is a lot more happening than you realise at the Lowry* Ex worker

For a few there was a feeling that The Lowry had been ‘opened up’ to them, feeling more comfortable and welcome there.

*I’ve not attended The Lowry for 5 years so I’m a bit of an outsider, but I don’t feel an outsider now* Core participant

*I think [The Lowry] encompasses all classes so my views about that have changed* Core participant

**Belonging to The Lowry**

The Lowry is for people like me

63% of Core participants progressed in terms of belonging to The Lowry, feeling that it was more for them as a result of the project.

---

19 Outcome data, sample of 20
The Lowry and the community

86% of Core participants progressed in terms of their perceptions that the Lowry is involved with the local community.

5.10 Social / community activity

Before taking part in the project 44% used to never or seldom take part in social activities and 23% had never or seldom been involved in something with the local community.

---

20 Outcome data, sample of 20
21 Outcome data, sample of 20
Social outcomes were also mentioned in the qualitative aspects with some noting the chance to work as part of a team, meet people and have fun during the project.

**Being part of the team**  Current resident / worker

New friends with a shared interest in the history and future of the Quays.

Have learned lots about arts and artists  Current resident / worker

**Had fun and learnt new things**  Young person

When I took part in this project I had fun, met some nice people and learned a lot about the heritage of Salford Quays. I think I have benefited a lot after taking part  Young person

[I’ve got] friendship, comradeship, the feeling of doing something... being involved in something  Core participant

---

Current Resident / worker baseline moodboard:
I hope that being involved in a creative arts project will make me feel...
‘Social, wanted! That we have done something worthwhile’
5.11 Social capital

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<table>
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<th>Mix with people from different social backgrounds</th>
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<th></th>
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</thead>
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<tr>
<td></td>
<td>11%</td>
<td>50%</td>
<td>39%</td>
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</table>

42% Core participants as a result of the project mixed a great deal with people of different ages to them, and 39% with people from different social backgrounds. 28% stated they had mixed with people from different ethnic backgrounds as part of the project.

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2 Outcome data, sample of 20
5.12 Vignettes

Current resident of Salford, Male, Aged 60-64

‘It’s become clear that there’s so much more to The Lowry than just its role as a venue. It’s an impressive cultural centre and a beacon for the arts in all its forms, as well as being a genuine part of the local community.’

Current resident and worker who has lived in Salford for more than 5 years and currently works in the area. Aged 60-64, White and Asian ethnicity, with a limiting disability. He is self-employed and has undertaken higher education.

His main motivation was to get involved with The Lowry and contribute to the re-discovery of its heritage.

‘Become part of the future of Salford Quays as well as celebrating its past.’

He came into the project just knowing a few facts or stories about the area and knew a lot about the whole area at the outcome stage. Particularly he liked listening to real stories of how life was on the docks and the community spirit of those in Salford.

‘The real life stories of residents who produced personal videos was a revelation. As well as a host of fascinating facts about what it was like to live and work here at a time when the docks were flourishing, the underlying spirit of Salford people shone through.’

His involvement in the project and The Lowry as an organisation was enjoyable and he valued the involvement of local people in USQ.

‘I’ve been so impressed with the quality and attitude of staff at The Lowry... the involvement of residents was an integral part of the programme, which was genuinely and expertly managed.”

Furthermore his perception of The Lowry has changed during his involvement, seeing it as a venue supporting all artforms with a real involvement ion the local community.
Retired ex-dock worker, Male, Aged 60-64

‘I personally found the people in the community around Salford Quays to be great characters to work alongside.’

Retired, aged 60-64, White British. Used to work in Salford Quays, has no academic or vocational qualifications.

Wanted to take part in the project to learn more about the area, get involved with The Lowry and meet new people. His knowledge of the area has improved at the outcome stage and he enjoyed being able to discuss Salford Quays, its history and regeneration. This resulted in a greater sense of connection to the area at the outcome stage.

‘[The main thing I’ve got out of taking part is] being able to discuss the changes being made to what was and still is a tribute to Salford. The regeneration taking place of what was once a famous part of Manchester and Salford’s historic past.’

He also enjoyed working with other members of the community as part of the project, he stated before the project he rarely took part in social activities.

His feelings about The Lowry also changed, recognising it is involved in the local community.

‘I feel that the Lowry is doing a wonderful job by getting people involved in the... society and heritage of Manchester and Salford Docklands.’

Retired current resident, Male, Aged 60-64

‘[We’re hoping to] make our mark; leave something behind for the future.’

Current resident, aged 60-64, White British and Retired.

Mainly motivated to get involved with The Lowry but also to have a contribution to something permanent, in the heritage trail.

At the outcome stage he mentioned getting to meet people who had the same experiences as the main outcome of the project and also taking part in general was something enjoyable. There was clear improvement in outcomes relating to socialising, something he did occasionally at the baseline.

‘I have met so many like-minded people and had such fun.’

He had a slight improvement in knowledge about the area, specifically the history of the site where he know lives, which improved his connection to the area at the outcome stage.

His perception of The Lowry also progressed, at the outcome he viewed the organisation as welcoming, for people like him and as involved in the local community.

‘It's a much more welcoming place. It does so much more than theatre.’

Finally working with historians and artists was a new experience for him and as a result his skills in these areas improved.
Retired current resident, Female, Aged 60-64

‘I have gained a greater appreciation of art through the sculptures, how they fire the imagination, bring people together. People identify with them, make them ‘their own’ and they become a strong statement for the future, I felt honoured to have contributed to all of this.’

Current resident, aged 60-64, White British, Retired.

She mainly got involved to learn more about the heritage of The Quays, and her knowledge improved as a result of the project. USQ also gave her an increased sense of belonging and improved connection to the area.

‘I have learned more about the dock yards that I knew, the vast number of countries involved. It was interesting to find out about the timber yards and other industry in the area, such as the Hovis factory.’

She also wanted to see how important her contribution to the project would be and ended with a feeling of pride that she had contributed so much and had a greater appreciation of art and its interpretation.

Finally her feelings towards The Lowry had changed, she felt the project was totally inclusive and The Lowry embraced and involved the community in every aspect.

‘I feel the Lowry embraces the local community, breaks down social barriers and shows people how they too can feast on the arts with the caring of the BBC there will be no barriers to advancement.’

Female, Aged 14-16, member of a young persons’ group

‘I feel comfortable when I’m in there now.’

Young person aged 14-16, White British, currently at school, member of a young persons’ group.

Her knowledge about the area improved from knowing nothing at all at the baseline to knowing quite a bit about one or two specific bits of history.

‘I found out about how people lived on the docks with their docking cards and lack of money.’

As a result of the project her sense of connection to the area increased.

She was also motivated to learn new arts related skills and had never been involved in a creative or heritage project before. At the outcome stage she commented on improved skills in dance and creativity in general.

‘Dance, how to be creative.’

Finally her feelings about The Lowry changed, she felt a sense of belonging there at the outcome stage and saw The Lowry as something accessible for her.
Ex worker, Male, Aged 60-64

‘I’m extremely excited about the fact that the artwork that I’ve been involved in... my father’s image is actually going to be one of the photographs featured in that. My father worked on the docks for 50 years and he’s going to remain on the Docks in a different guise now.’

Ex-worker, aged 60-64, White British, Retired.

His main motivation for taking part in the project was to get involved with The Lowry. At the outcome stage he expressed a great satisfaction in contributing to something that will last and preserve the memories of his family.

‘I have a great feeling of satisfaction that my late father’s image will feature on the Broadbent artwork on the Heritage Trail. He was a Salford docker for 50 years and was a union representative. In a sense he will continue to represent them.’

Preserving the memory of his father was something he valued, and he was even able to discover things about his father he never knew through doing his own research. So for him taking part in USQ brought some personal outcomes.

‘Through this project... I’ve discovered parts of my father that I never knew... I’ve effectively done a lot of research with the older members of my family. I’ve found out another side of my father... that just didn’t ever exist before this project... I’ve got something very very personal out of it.’

He had never been involved in an arts / creative project before and felt his creative skills had improved as a result of USQ, specifically that his input as someone new to the arts was taken on board.

‘As an active member of the design team for the Broadbent Project, I felt that my views were both welcomed and appreciated. I thoroughly enjoyed my involvement as it was a totally new experience.’
Secondary participants

6.1 Participants

Those who had a participatory involvement in the project by taking part in the animations were termed Secondary participants. There were 180 Secondary participants involved in USQ.

A sample of 62 Secondary participants was achieved, from three animation groups.

6.2 Activities

A summary of their involvement is defined below. Followed by a summary of this groups' profile, motivations and outcomes.

Dance – Moving Stories

A piece of dance each inspired by the concept behind one of the public artworks was choreographed, rehearsed and performed twice in the Studio in November 2010.

Participants and artists:

- Chatsworth High School worked with Kevin Turner (Company Chameleon) to create a piece based on Factory Girls
- Centre for Advanced Training in Dance worked with Wayne Sables to create a piece based on Where the Wild Things Were
- CAT Associates worked with Anthony Missen (Company Chameleon) to create a piece based on Casuals
- Salford Commotions worked with Debbie Milner to create a piece based on Nine Dock
- Ad Hoc Dance worked with Ruth Tyson-Jones to create a piece based on Erie’s Rest
Song – Dock Idols

Four musicians wrote lyrics about the docks. In an open competition the public were given the opportunity to submit a musical version of the lyrics - winners played at a live event at The Lowry and recorded their songs in a professional recording studio. Artists worked with 3 local community groups to compose their versions of the lyrics. These groups also performed live at The Lowry.

Lyricists:
- Girl Peculiar (www.girlpeculiar.co.uk)
- Aidan Smith (www.myspace.com/fancybarrel)
- Albert Thompson (www.myalbertthompson.com)
- Dave Smith (www.myspace.com/thisisdavesmithmusic)

Groups:
- START in Salford working with Andy Smith
- Ordsall Acapella Singers working with Yvonne Shelton
- Students from Salford University – The Michelle Strahan Band
- Competition Winners –
  - The Jane and Mike Band
- Rodger Spencer
- Gwyn Thomas
- Dan Stone and Jason Douglas
- Rejoice Tshabangu
Drama – The Water Still Remains

Written by John Hoggarth and directed by Trevor MacFarlane. A collection of plays and stories that capture the heart and soul of Salford Docks, inspired by the recollections and memories of the ex-workers interviewed for the project. Performed 3 times in The Lowry Studio Fri 25 – Sat 26 February 2011. Actors were cast at open auditions.

Visual Arts – Transit

Transit is an artistic response to the history of Salford Docks. Inspired by the memories of ex dock worker John Baker, a series of sculptural forms were installed in The Lowry and opened to the public on 25th March 2011. The works echo the look of individual office sheds that were spread across the Docks.

Artists: The Doberman Family

Groups: Primrose Hill Primary School; Ambrose Barlow High School; Students from Salford University Visual Arts course
6.3 Profile

The majority of Secondary participants were female, consistent with the overall profile of those involved in USQ. 52% were aged under 18, a large proportion of young people when compared to Lowry day (20%) and gallery (19%) visitors and Salford in general (33%). Secondary participants were also more ethnically diverse (20% BME) compared to the usual Lowry audience (3% day and 5% gallery visitors BME) and Salford overall (4% BME).

Demographics

Gender

![Gender Distribution Chart]

The majority of secondary participants were female.

Age

![Age Distribution Chart]
Over half of Secondary participants (52%) were aged 18 or under, with the bulk of those being in the 14-16 age range. The Secondary participant groups were younger than others involved in the project and those attending the Lowry for the day (20%) and to visit the gallery (19%).

**Ethnicity**

8 in 10 Secondary participants were of White ethnic origin with 2 in 10 coming from BME backgrounds. This group were slightly more ethnically diverse than others involved in the project. Secondary participants were also more ethnically diverse (20% BME) compared to the usual Lowry audience (3% day and 5% gallery visitors BME) and Salford overall (4% BME).

**Disability**

13% of Secondary participants stated they had a longstanding illness, disability or infirmity, and for 38% of this disability limited their activities in some way.

**Employment and qualifications**

**Employment status**

- Employed full-time: 16%
- Employed part-time: 12%
- Self-employed: 12%
- Unemployed (long-term): 2%
- Unemployed (short-term): 0%
- Not eligible for employment: 5%
- Looking after home / family: 2%
- Studying: 67%
- Retired: 10%
- PNs: 2%
47% of Secondary participants were studying, with the remaining tending to be employed (full-time, part-time, or self-employed) or retired.

**Highest qualification reached**

Over a third of Secondary participants had achieved higher education and a quarter had no academic or vocational qualifications.

Origin

3 in 10 (30%) Secondary participants were from within Salford and 7 on 10 (71%) came from either the Salford, Trafford or Manchester wards. 23% came from the wider Greater Manchester area.
Almost 8 in 10 (79%) Secondary participants were either at school and / or part of a young persons group.
6.4 Motivations

All reasons for wanting to take part compared to main motivation

The motivations ‘have fun’, ‘get involved with The Lowry’, ‘Create new pieces of art’, ‘Meet new people’ and ‘Learn new skills’ were all high in terms of the motivations for taking part.

‘Get involved with The Lowry’ was the most frequently cited main motivation for involvement. A further 23% were mainly motivated by the chance to ‘Create new pieces of art’ and 21% to ‘Have fun’.
6.5 **Summary outcomes**

Summary outcomes for Core participants as a result of USQ were:

- Improved artistic self-expression;
- Personal development in terms of confidence and artistic ability;
- Improved local historic knowledge about the importance of the Quays and an insight into the dockers community;
- Increased active participation in heritage and creativity;
- Changed perception of The Lowry, recognising it’s involvement with local communities and feeling an increased sense of belonging;
- The opportunity to work with others and develop people skills;
- The chance to mix with people of different ages.

6.6 **Skills development**

87% of Secondary participants stated they had learned new skills as a result of their involvement in the project.

**Artistic self-expression**

Specific arts-related skills improved included those related to dance and acting. However some also mentioned a new ability to use artistic methods as a form of self-expression and that this self-expression was valued.

*Communication, how to relate to history using my body* Secondary participant

*Dance technique, choreographic skills, creative movement* Secondary participant

*How to create pieces of art and to not be afraid of how, express myself and that nothing is wrong that I make up. That my ideas are valued* Secondary participant

*To express my ideas, to interact* Secondary participant

**Personal development**

Some mentioned improved skills relating to personal development, such as self-confidence, this is clearly linked to the development of more specialist arts-related skills in that Secondary participants are now more confident in their own artistic ability.
Confidence. Contemporary dance skills Secondary participant

Time management, creative expression, articulation, self-confidence building, people skills, Secondary participant

I have learnt an awful lot of new skills. I have worked with like-minded artistic people and had a lovely creative experience that will help me to pursue future career choices Secondary participant

6.7 Salford Quays

Improvement in knowledge about the history of Salford Quays

75% of Secondary participants experience progression in terms of improved knowledge about the history of the Quays.

This model illustrates on the left – the knowledge level at the baseline, the majority (56%) claimed they knew just a few facts or stories. The right hand section of the model shows the improvement from each level at baseline.

Of the 31% who claimed no knowledge, 89% improved their knowledge about the area with 11% progressing to the top level when rating their outcome knowledge – claiming they now know a lot about the whole area.
Importance of the Quays to Salford

In terms of specific areas where participants' knowledge had improved, some mentioned an increased awareness of the importance of the Quays to Salford.

A new view about how important Salford quays was to the industrial revolution in Manchester. I thought I knew my fair share about Manchester/Salford’s history, but from this show I learnt a lot more. Also I have learned a lot about the history of people in Salford, and how they lived

Secondary participant

How big a thing the docks and ship canal were for the whole area

Secondary participant

Increased awareness of local history and development

Others mentioned increased awareness of the early history of the docks to recent regeneration and arrival of Media City.

Regarding the (Salford) Docks it took three attempts to have the bill passed which was granted in August 1885. I also learned that Piccadilly station used to be called London Road station and that Queen Victoria opened the ship canal. Manchester was the 3rd largest port in England. Media City is a new development Salford have creating employment e.g. BBC North

Secondary participant

The importance of dock nine, its impact on trade in Manchester, the working conditions and the general time-line of the docks history. We also looked into the development of media city

Secondary participant

Insight into historic communities

Many became aware of the community presence at the time of the working docks, both in terms of the hardship experienced and the lives of people who lived and worked there.

How the working class coped with the loss of their jobs

Secondary participant

I learnt that people lost their lives building the ship canal. I have learnt that the local people made the city a world known place and put Salford on the map. I have learnt that the skills involved in this huge undertaking were highly intricate and helped to change a whole work force

Secondary participant

The main thing I have gotten out of this activity is learning more about the Salford docks. I used to live in Salford and before the activity I hardly had any historical knowledge of Salford and Salford Quays but this production has not only allowed me to grow as an actor, develop more dynamic stage
presence and work brilliantly as part of an ensemble, it has taught me how hard and different life was back in those times **Secondary participant**

Through the play, the images, the story and involvement in this activity, I learnt about the history and decision to build the canal in Salford. I learnt that the local people worked hard and lost their lives in order to build the canal. I gained an insight into the local peoples lives and the communities they came from. I got a better knowledge of how things developed throughout the years, to what we know as the Salford Quays today **Secondary participant**

Storytelling was a core element of the project, which would have increased understanding of the dockers’ community.

**A real sense of storytelling, for me to help to tell how it was compared to today, to open peoples eyes to the scale of the docks and what it meant to the people of Salford** **Secondary participant**

**Taking part in this activity has educated me in many ways from learning how Salford Docks was formed, How the persistence of the people pulled together to build a better future enabling them to import and export goods** **Secondary participant**

**Personal relevance**

Some secondary participants, experienced a sense of personal relevance or nostalgia due to the stories told or re-lived in some cases.

**I have been educated on the whole journey of the docks since it’s beginnings- from Daniel Adamson’s controversial plans, to the opening of the docks in 1894 by Queen Victoria to it’s decline due to containerisation in the 1970’s. We have also experienced unique and personal stories- the highs and hardships- of living and working in the Salford Docks throughout various epochs in it’s history** **Secondary participant**

**My association and memories of Salford Docks (quays) goes back nearly 60 years. My involvement with this production and the Unlocking The Quays Project in general has introduced me to Salfordians with first hand stories from way back that gave me a greater understanding how the opening of the canal made the world instantly smaller and accessible to the imaginative** **Secondary participant**
Belonging to Salford Quays

<table>
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<th>Outcome belonging</th>
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</thead>
<tbody>
<tr>
<td>A lot</td>
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<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Quite</td>
<td></td>
</tr>
<tr>
<td>61%</td>
<td>63%</td>
</tr>
<tr>
<td>Not at all</td>
<td></td>
</tr>
<tr>
<td>13%</td>
<td>19%</td>
</tr>
</tbody>
</table>

44% experienced an increased feeling of belonging to Salford Quays as a result of the project.

Over 8 in 10 of those who felt that Salford Quays was not a place for them at the baseline progressed at the outcome, with 38% of these stating they felt a lot like Salford Quays was for them.

Yes [the project] has brought me out, rather than hiding. So I feel relaxed in Salford
Abdul Yussuf, Representative from Start Art

I think [Salford Quays is] totally re-born. I didn’t a while ago, I’ll be honest with you, this project has totally changed my opinion
Ed Blainey, Musician
Connection to Salford Quays

![Connection to Salford Quays diagram]

72% of Core participants progressed in terms of their connection to the heritage of the area.

The majority of Secondary participants (56%) stated they felt not at all connected to Salford Quays at the baseline. For 86% of these there was some improvement in their feeling of connection to the area as a result of the project.

6.8 Active participation

Active participation in history or heritage

For 71% of Secondary participants, USQ was their first active participation in a history or heritage project, organisation or activity prior to being involved with USQ. Therefore there was a significant increase in active participation in heritage for those involved.

Active participation in arts or creativity

For 26% of Secondary participants, USQ was their first active participation in an arts or creative project, organisation or activity, this was higher for under
25s (34%) compared to over 25s (16%). Effects on active participation in arts / creativity are less pronounced than those on participation in history / heritage, in that 48% of Secondary participants had been involved in an arts / creativity in the past year, prior to participating in USQ.

Active participation in the arts gave some an increased knowledge and understanding of what goes on behind the scenes such as the work that goes into putting on a show and directing techniques.

_A greater understanding of the work involved in producing a show and how it develops and grows_ Secondary participant

_Acting/Directing techniques_ Secondary participant

Others felt a sense of privilege to work with directors, staff and other participants involved in USQ. Enjoying the project as an artistic outlet and something that could further their own area of interest.

_A wonderful opportunity for me to work with an exceptional group of people, including and especially, the director. To be able once more to perform on the stage, which I had not felt that I would do again when my husband died. Meeting and making new friends. A rejuvenating experience which I would not have missed for the world_ Secondary participant

_Being new actor to the area, this opportunity allowed me to be involved in an exciting artistic project whilst making some good friendships with a very supportive and diverse team. It also served as a showcase which has led to future professional opportunities_ Secondary participant

_Fulfilling a long held desire to try contemporary dance_ Secondary participant

_I thought it was a great opportunity for me to see if I could get a part, for one thing; and to work with a professional director... So this came as a brilliant step into that world to give me some idea of what it might be like; and would I like it? I have learnt so much from everyone involved, from the director and through to everyone working at the Lowry... It has been a privilege, a pleasure and has made me more determined to get myself out there and do what I love best and be that professional actress_ Secondary participant

_I was introduced to and worked with like minded people in an industry that is usually closed to actors without drama school training, without agents or without any previous professional experience. Working on this project has helped to develop my existing stage skills, learn new ones and given me a little more credibility on my CV as a jobbing actress_ Secondary participant
6.9  The Lowry

*Previous involvement with The Lowry*

The participatory projects successfully engaged a new group of young people with The Lowry with 21% becoming involved with The Lowry for the first time because of USQ.

Those under 25 were more likely to have never visited (38%) than over 25s, all of whom had visited before.

*Changed perceptions of The Lowry*

Almost half of Secondary participants had changed views or feelings towards The Lowry as a result of the project.

*Sense of belonging and involvement in the community*

The Lowry is for people like me

40% of Secondary participants felt The Lowry was more for them as a result of USQ, stating an increased agreement with the statement ‘The Lowry is for people like me’.
46% of Secondary participants were more likely to agree that The Lowry is involved with its local communities as a result of the project.

**Increased awareness of The Lowry’s involvement with the local community**

From the qualitative research it was clear there was a previous lack of awareness among Secondary participants about The Lowry’s involvement in the local community. Crucially, some recognised its ability to engage all ages as part of the project. The Lowry was seen not as a removed performance venue but an ambassador and catalyst for culture and creative activity as a result of the project.

*It was a bit emotional... with the age groups and the elderly people... I think the project... is fantastic and the DVDs that have been made... I think it's a credit to The Lowry... it’s really brilliant that local people from start to finish have been involved* Ed Blainey, Musician

*For once local people haven’t been overlooked and I think in the past they have been quite a lot* Ed Blainey, Musician

*I wasn’t aware of how much it does... I didn’t realise how much they get involved* Jenny Shuttleworth, Musician

*[The project has] made me appreciate [The Lowry] more and respect what it is that they’re doing and how much they’re actually doing. It’s not just an entertainment... place. I thought that’s pretty much all it was but it goes deeper than that* Jenny Shuttleworth, Musician
I never knew about the opportunities to become involved in the Lowry before. I thought it was just a modern theatre, now I see it as much more - a place for the community to become involved in the arts, to do workshops, and activities like this one.

Secondary participant

I never realised how much The Lowry does for the community of Salford and the encouragement they make towards the people of Salford to attend either, theatre productions, community involvement and also creative and family days, also at discounted prices for Salford residents. In my view The Lowry plays a massive part in helping to move the culture of people in Salford along.

Secondary participant

It’s been interesting to be apart of a community group. I wasn’t aware that the Lowry promoted such activities.

Secondary participant

Seemed a bit posh & removed from the local community but actually more down to earth and involved.

Secondary participant

That it truly wants to embrace its local community. That it has excellent facilities and programs for young people, right from very early years too which was impressive. That the Lowry offers opportunities to be people and gives people chances.

Secondary participant

Increased sense of belonging to The Lowry

Others mentioned a new feeling of belonging to The Lowry and were appreciative of the opportunity they had to be involved in the project.

A feeling of being part of the Lowry Theatre, a pride in belonging.

Secondary participant

I feel more involved. Feel the Lowry has given me more opportunity to be more creative.

Secondary participant

I know it sounds silly but I feel like I belong, like part of the building, part of the team.

Secondary participant

Before it was just another place but now it’s a place of potential.

Secondary participant

The welcoming atmosphere and approachability of the staff contributed to this feeling of belonging for a few participants.

After working there I have found the Lowry staff to be full approachable, help full and enthusiastic. I felt completely comfortable there and would love the opportunity to return.

Secondary participant
6.10 Social / community activity

<table>
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<td>45%</td>
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</tr>
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<tr>
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<td>18%</td>
<td>32%</td>
<td>24%</td>
<td>18%</td>
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<td>something in the</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>community</td>
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</tbody>
</table>

5% of Secondary participants increased their socialising as a result of getting involved in the project.

The project was also successful in getting 26% of Secondary participants involved with something in the community who had never or seldom done this before.

Due to the collaborative nature of the project, some Secondary participants felt they had gained needed experience or practise of working with other people. This included general teamwork but also people skills in terms of communication and management. These skills are transferable to other aspects of participants’ lives.

- **How to work better as a team and to co-operate more, meeting new people is easy and to have fun and becoming a family within the group has brought a new part of me out that I didn’t know before. It’s given me an opportunity to express myself with others who have the same interests**
  Secondary participant

- **I’ve learnt new things like using words to make a dance to have a meaning. How keeping still is a big part in our dance. To help each other don’t let anyone feel left out**
  Secondary participant

- **How to control a large group of people**
  Secondary participant

- **A greater sense of working in a number of teams, with a focus and desire to accomplish. Inspired by the people around me, both professionally and non-professional. A truly wonderful experience, that can’t be described in words**
  Secondary participant

- **People skills Communication Resilience Hard Work Persistence Patience**
  Secondary participant
6.11 Social capital

There has been clear progression in terms of social capital with the majority of Secondary participants stating they had mixed with people from different ethnic backgrounds (53%), different social backgrounds (89%) and with people of different ages (61%) during the project.
7 Event attenders

7.1 Participants

As well as actively involving people in the project (as Core and Secondary participants), most of the activities were designed to be shared with the general public through a series of performances, exhibitions and ultimately through the heritage trail. The trail had not been launched at the time of reporting so it was not possible to capture data from trail attenders.

Those with this more tertiary involvement in the project have been termed Event attenders in the research. The project reached an estimated 59,754 Event attenders, not including those visiting the trail (660 to performances and 59,094 to the exhibition). A sample of 177 Event attenders was achieved from 4 events. Due to the timescales for reporting no data was able to be captured at the Trail launch.

7.2 Events

Event attenders either visited The Lowry for one of the animation performances: *The Water Still Remains, Dock Idols, Moving stories* or visited the exhibition, which is summarised below.

**Exhibition – Unlocking Salford Quays: The Inside Story**

August 2010 – May 2011.

This was a two-part exhibition. The first part documents the research process of the development phase of the project and showcases some of the discovered history. The second part opened in December, with the artists’ models and drawings for the sculptures and an opportunity for people to tell us their memories and impressions of the Quays.
7.3 Profile

Event attenders were most similar in age to the usual Lowry audience. Their ethnic profile was also most similar to The Lowry audience but less ethnically diverse than the Core and Secondary participants (2% Event attenders BME; 16% Core and Secondary BME).

Demographics

**Group gender**

![Gender Pie Chart]

Group gender, was similar to gender overall, in that was skewed towards females.

**Age**
Unlike Core and Secondary participants the Event attenders profiled tended to be slightly older, with 67% being over 45.

**Ethnicity**

98% of Event attenders were of White ethnic origin, and 2% described themselves as coming from BME backgrounds. Event attenders were slightly less ethnically diverse than those more engaged with the project.

**Disability**

16% of Event attenders stated they had a long standing illness, disability or infirmity.

**Employment and Qualifications**

**Employment status**

<table>
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<tr>
<th>Status</th>
<th>Percentage</th>
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<td>Unemployed (short-term)</td>
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<td>Not eligible for employment</td>
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<tr>
<td>Looking after home / family</td>
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<tr>
<td>Studying</td>
<td>0%</td>
</tr>
<tr>
<td>Retired</td>
<td>39%</td>
</tr>
<tr>
<td>PNTs</td>
<td>1%</td>
</tr>
</tbody>
</table>
The majority of Event attenders were either employed full-time or retired.

**Highest qualification reached**

- None: 8%
- Compulsory / further: 31%
- Higher: 56%
- PNTs: 5%

56% of Event attenders had completed some form of higher education, and 8% had no academic or vocational qualifications.

**Origin**

- Salford: 32%
- Trafford: 11%
- Manchester: 11%
- Greater Manchester: 30%
- North West: 6%
- Rest of the UK: 18%

32% of Event attenders came from within Salford, 18% of visitors came from outside the North West and 1% came from overseas.
Over 4 in 10 (41%) Event attenders were visiting Salford Quays and a further 28% either lived currently or used to live in the Salford area.

7.4 Motivations

All reasons for wanting to attend compared to main motivation
When asked to pick from a list their reasons for attending the event, 58% mentioned that people they know had been involved in USQ, and this was the main motivation for 49%.

Learning about the history / heritage of the area was the main motivation for 15% of event attenders. Event attenders also tended mentioned a desire to be entertained / have fun (8%) and to have an enjoyable social experience (6%) and that they were interested in the artists / artform (8%).

Those local to Salford were more likely to say they wanted to learn about the history / heritage of the Quays (21%), compared to those from outside Salford (13%).
7.5 Outcomes

The most frequently mentioned outcomes from visiting were ‘Learnt about the history / heritage of Salford Quays’ (74%), ‘Had an enjoyable social experience’ (66%), ‘Was entertained / had fun’ (58%) and ‘Experienced the work of people I Know’ (49%).

All outcomes from attending compared to main outcome

Increased knowledge about the history / heritage of the Quays

The chart above maps Event attenders’ main motivations against their main outcomes. 30% of visitors mentioned learning about the history / heritage of the area as a main outcome, but only 15% were motivated by this.

When asked what they had learnt from attending the event, it was clear some did not know anything about the Quays before regeneration.

I had no idea it was a commercial dock Event attender

Having come with no knowledge at all I have learnt many things such as the usage of the docks, both economic and social history Event attender

Some commented in detail about what they had learnt from attending the event, specifically the importance of the Docks for the area.
16-17 mid tonnes cargo handled in mid 70s through the docks. Relative use of docks in Salford compared to London and Southampton. Opening of Manchester ship canal Event attender

History of the Manchester Canal. The amount of trade and employment here. Demise of docks because of containerisation. Great regeneration Event attender

Many mentioned the community theme to the story, that families lived in the area and worked together to build the Docks and service them.

Canal dug by hand. Relationship to local community Event attender

I found out more about the original uses for the docks. I learnt that families used to live in the area, whereas I had always thought of it as an industrial area Event attender

The atmosphere and community spirit of the local people during hard and difficult times, doing hard and difficult jobs Event attender

The history with regard to the opening and closing of the docks, the effect of the docks on the community Event attender

Nostalgia and personal connection

Whereas for others the event caused a feeling of nostalgia in that the content brought back their own memories or was something they found relatable.

Brought back memories of when I was an engineer with Manchester liner Event attender

Dates that related to the ‘brainwave’ instigation of the project, completion and works associated with the docks - the hardship of the times and the lives it touched - I can relate to my own roots, my grandfather was drawn from Cambridge to work on the docks Event attender

Rather than remember facts, it’s the thoughts and feeling of the people living around Salford that you experience. I myself used to visit the docks with my grandfather Event attender
Enjoyment

The increase in historical knowledge experienced by many was accompanied by enjoyment of the events as entertainment / having fun (13%) and an enjoyable social experience (17%) were also mentioned as main outcomes.

*I have learnt the history of the Quays in a most enjoyable way. An excellent production of a very well written piece* Event attender

### 7.6 Salford Quays

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know more about the heritage of Salford Quays</td>
<td>27%</td>
<td>59%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Feel more connected to Salford Quays</td>
<td>33%</td>
<td>48%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>More likely to visit Salford Quays</td>
<td>20%</td>
<td>67%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Made me feel more part of this community</td>
<td>3%</td>
<td>33%</td>
<td>42%</td>
<td>14%</td>
</tr>
<tr>
<td>Given me a greater sense of pride in the area</td>
<td>21%</td>
<td>45%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

The most significant outcome for Event attenders was that they had learnt more about the heritage of Salford Quays, 92% agreeing with this statement. This outcome was more pronounced for first-time visitors to The Lowry, 100% agreeing with this statement.

78% also stated they were more likely to visit Salford Quays again as a result of the event, this was a key outcome for those local to Salford (82%) compared to those from outside the area (75%).

Finally Event attenders felt more part of the community (56%) and had a greater sense of pride in the area (70%), outcomes that were more pronounced for those from within Salford (69% and 78% respectively).
7.7 The Lowry

- **Made me feel that The Lowry is for people like me**
  - Strongly disagree: 16%
  - Disagree: 66%
  - Neither: 9%
  - Agree: 37%

- **Made me more likely to visit The Lowry in the future**
  - Strongly disagree: 19%
  - Disagree: 44%
  - Neither: 9%
  - Agree: 34%

- **Made me feel that The Lowry is involved with its local communities**
  - Strongly disagree: 9%
  - Disagree: 42%
  - Neither: 9%
  - Agree: 46%

Consistent with the fact that the majority of Event attenders were more likely to visit Salford Quays as a result of attending the event, 78% stated they were more likely to visit The Lowry itself. It can be inferred that this resulted from an increased perception among Event attenders that The Lowry is for people like them, 83% agreeing with this statement.

88% of Event attenders stated that the event made them recognise that The Lowry is involved with local communities.

7.8 Social capital

- **Brought people of different backgrounds together**
  - Strongly disagree: 22%
  - Disagree: 57%
  - Neither: 9%
  - Agree: 19%

- **Brought people of different ages together**
  - Strongly disagree: 12%
  - Disagree: 57%
  - Neither: 9%
  - Agree: 29%

The majority of Event attenders agreed that event had brought people of different ages (86%) and different backgrounds (76%) together.
Morris Hargreaves McIntyre is a creative and intelligent arts management consultancy working in the interests of audience and organisational development.

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