

## Castlefield Action Plan (Nov 2017)

Challenge / Opportunity	Ambition/What does success look like?	Action	Output	Who is responsible?	Timescales (see scale below)	Indicative Cost
<b>1. Fragmented ownership and lack of consistent commitment from landowners</b> (Priority)	Landowners are committed to a single vision for Castlefield and play their part in ensuring the activation of that including: general maintenance, marketing events etc.	1. Compile an ownership map of Castlefield.	Map with key land / asset owners shown	NT – using Rural Surveyor expertise	Short	£
		2. Identify what individuals landowners need to do to enhance Castlefield and ensure it meets with its SoP.	Prioritised task list for conversations with landowners.	CF to lead (with NT support and advice)	Short	£
		3. Talk to individual landowners about their ambitions and objectives for their land in Castlefield and encourage them to support SoP.	Sense of appetite for further engagement on these issues Notes from each meeting.	CF to lead (with NT support and advice)	Short	£
		4. Work with MCC, Castlefield Estates, Peel Holdings and other landowners to co-create a shared vision or understanding based on the Spirit of Place and Statement of Significance.	Shared vision, clearly articulated and with buy in from all key partners.	NT to facilitate as a broker. CF to attend.	Medium	£
		5. Explore joint management and funding options e.g. Business Improvement District (BID) or Heritage partnership Agreements	Partnership proposition with business/evidence case	NT to facilitate as a broker. CF to attend.	Long	£

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2. A confusing orientation with uninviting routes and vistas	A coherent and welcoming landscape and visitor routes which connects the visitor with the story of Castlefield	1. Commission study of public realm by landscape architect to understand how people are currently using the space and moving through it to make recommendations.	Landscape study with recommendations	CF / partner to lead commissioning process with support from NT.	Medium	££
		2. Work with key partners to implement recommendations from the study to improve to visitor journey and orientation within and into/out of site e.g. by enhancing green corridors	Partners implementing recommendations	CF	Medium	££
		3. Work with key partners to improve coherence, safety, and legibility of the landscape, e.g. design guide or public realm interventions, consider traffic calming and other measures	Key partners adopting a 'design guide' for public realm and commissioning public realm interventions	CF / partner to lead commissioning process with support from NT.	Long	££

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<b>3. Utilise dead or underused spaces (Priority)</b>	Castlefield doesn't have underused or dead spaces. Spaces (green and grey) are full of life and well cared for. Spaces are used in ways which enhance spirit of place by a mixture of community and commercial occupiers.	1. Based on land ownership map, talk to key landowners and Council about potential uses.	Map is created and shared	CF lead with partners	Short	£
		2. Soft 'market' testing to determine potential commercial and community use (including new green space).	Results of soft market testing shared with partners.	CF lead with partners	Medium	££
		3. Talk to community / visitors about what they would like to see happen in specific sites in Castlefield. Link to other plans, e.g. MSI public realm	Results of community engagement to test ideas and bring forward ideas shared with partners.	CF lead with partners	Medium	£
		4. Explore potential meanwhile uses where there is not an immediate and long term solution.	Events and activities plan for Castlefield is created	CF lead with partners	Medium	££
4. Gather documentation needed for Conservation Area and site of heritage value	Heritage value of Castlefield is acknowledged and well understood. There are practical guides to inform future plans and development.	1. Check what documentation already exists and understand gaps.	List of key documents & gaps	NT	Medium	£
		2. Commission studies to complete what's missing.	Missing studies commissioned	CF with support from NT and partners	Medium	££

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		3. Ensure key decision makers aware of the documents. For example: Conservation Area Appraisal Heritage Management Plan Design Guide	Final documents shared with partners and published online.	CF lead with support from NT and HE	Medium	£
<b>5. Ensure Castlefield benefits from development and commercial uses, and that funding is directed back to the neighbourhood (Priority)</b>	The Castlefield neighbourhood benefits from nearby development and adequate provision is made to protect the heritage assets. The infrastructure and heritage assets are attractive funding/investment propositions	1. Plot coming developments and lobby MCC to promote use of S106 powers to generate financial contributions to public realm improvements.	Discuss with relevant council officers and Cllrs to better understand priorities for S106 and CIL and how process works.	CF	Medium	£
		2. Use SoP and Audit to identify areas and relevant activity that needs funding and which would be eligible for investment by s106 and CIL.	Share list of interventions and projects suitable for S106 funding or CIL (as well as costs and outcomes) with Ward Cllrs	CF lead with partners	Medium	£
		3. Use SoP and Audit to identify areas and relevant activity that needs funding and which would be attractive to other funders and seek contributions from them	Compile list of interventions and projects, costs and outcomes – broken down by funders	CF lead with partners	Medium	£
		4. Understand the potential role of Castlefield Trust as a vehicle for holding funds for Castlefield paying for local infrastructure improvements and maintaining heritage assets.	Engage City Council and Castlefield Trust trustees.	CF	Medium	£

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6. Tell the story of Castlefield	Castlefield's stories are better known, better communicated, and key landmarks are better interpreted.	1. Bring in external specialists (e.g. MSI, NT) to advise on additional layers and options for interpretation	Interpretation ideas and suggestions taken on board and discussed with other CF members.	NT	Medium	£
		2. Scope practical ideas to pitch to funders or other partners	Some ideas worked up into bids or pitches to funders.	CF	Medium	£
		3. Develop ideas into full proposals	Pitch meetings arranged and applications completed	CF lead with partners	Medium	£
		4. Use Roman Gardens to explore new approach	Roman gardens redesign is complete with additional layers of interpretation	CF lead with partners	Medium	££
		5. Commission interpretation design principles/guide for those looking to do this in the future.	Design guide shared with partners and published online	CF lead with partners	Medium	££
7. Create an identity for Castlefield	Castlefield's identity reflects the Spirit of Place and people are bought into it. Other stakeholders adopt the identity and start to use it in Castlefield.	1. Work with stakeholders and partners to agree brief for a visual identity for Castlefield, using SoP as a basis.	Brief completed and funding secured to start commissioning process.	CF lead with partners	Medium	£
		2. Commission agency or competition to design new visual identity that refers to SoP and links to wider interpretation plans and strategies as well as public	New visual identity completed and shared with clear guidance on when and where it can be used and by whom.	CF lead with partners	Medium	££



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		realm and way-marking design guides.				
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Short < 6 months      Medium < 2 year      Long < 5 years

£ - low cost      ££ - medium cost      £££ - high cost