

## **APPENDIX D**

ACCRINGTON MARKET CHAMBERS NATIONAL LOTTERY  
HERITAGE FUND

### **REDMAN AMC VISION REPORT**



**ACCRINGTON MARKET  
CHAMBERS  
VISION REPORT**

**Redman Design**

## Accrington Market Chambers

### Introduction

The redevelopment of Accrington Market Chambers (AMC) is part of the regeneration of the town centre, that will include the Market Hall, Town Hall, Burton's Chambers and the town square.

Accrington Market Chambers is a key element of the town centre regeneration strategy, creating a heritage focused cultural destination that will celebrate local heritage and Hyndburn's impact around the world. Polling shows that 95% of the local community already engage with heritage, often travelling to locations in Manchester, Liverpool, York and Halifax. Whilst the Haworth Art Gallery is a popular destination with

excellent decorative and fine arts collections, it does not tell the story of Hyndburn people, the area's industrial development and its global impact. Accrington Market Chambers will be a place to do all these and more, highlighting local innovators and the ingenuity and industriousness of its people.

For the first time there will be a place where the history of the Hyndburn, its diverse communities, and its global reach can be told.

**Hyndburn is global. Its inventions and their impacts have changed the course of history. Its social fabric has been shaped by the world. The North and the UK's story is interweaved with that of Hyndburn's.**

**We will tell that global story and impact through the lived experiences of local people. Those stories, noises, sights, feelings and smells will be told in experiential and multisensory ways with collections and physical objects alongside this intangible heritage.**





## Accrington Market Chambers

### Introduction

#### Opportunity

16.7% of Hyndburn residents identify as an ethnic minority (Census 2021). As demonstrated by the DCMS Taking Part Survey, people within these groups on average access and engage with heritage at a lower rate. Given the location of Market Chambers, the engagement process we have had to date and Hyndburn's history (a large number of those with Pakistani heritage originally came to Hyndburn to be involved in the textile industry) there is an opportunity to advance equality of opportunity for engagement with this new heritage-led space.

Accrington and Hyndburn have a remarkable built heritage, Market Chambers sits in an important conservation area that has started to see improvements in its condition thanks to investment by the NLHF five years ago in a Townscape Heritage Initiative and a facade improvement scheme. Despite historical 'underlisting', there are 24 listed buildings within Accrington town centre of nearby.

Innovation is a key theme running throughout Hyndburn's history, important technologies and products Hyndburn residents have invented include:

- **The spinning jenny:** Invented by James Hargreaves (born in Oswaldtwistle, Hyndburn), this invention is one of the most symbolic and important of the industrial revolution and the transition from textiles as a cottage industry to a factory process.
- **Nori or Accrington bricks:** These high strength and acid resistant bricks were created in Accrington at the end of the 19th century and used in important global projects including the Empire State Building, Battersea Power Station and Blackpool Tower. This technological development enabled more impressive, taller and imposing structures to be built.
- **Textile dying processes:** Accrington was a hot bed for innovation in the textile industry. Frederick Gatty moved to Accrington from France in 1842 to pioneer a range of new calico (cotton) dyeing techniques including 'Turkey Red' using garacin, the khaki dye process (following a visit to India) through which he secured a contract to supply the whole British (and Empire) army including during the Boer War.

In terms of stories, through our five workshops it is clear that there are a huge number of

personal stories - alongside those of James Hargreaves and Frederick Gatty - about being involved in the industrial revolution and textile industry that have been passed down through generations - including those of South Asian heritage - and are at significant risk of being lost and forgotten. There is an opportunity through the development stage to capture and chronicle some of these stories to help a new generation understand the industrial revolution and North textile industry through the lived experiences of local people. Additionally, there is the important story of the Accrington Pals who famously fought in WWI.

"This needs to be fun, interactive and engaging for children"

Workshop Participant from  
Community Solutions North West

#### Engagement

Comprehensive diagnostic work by Bradshaw Advisory found that 90% of local people felt proud of the local heritage and history and 60% felt that it could be used to help regenerate the area. 95% of local residents have visited a cultural heritage site or attraction demonstrating a large untapped demand.

To take the project forward the Cultural and Heritage Investment Panel (CHIP) was created from a diverse range of stakeholders, reflecting the area's demographics. Further polling was commissioned as well as five workshops and a public consultation to inform and develop the underpinning ideas for Accrington Market Chambers. An 'ideas generation' process was undertaken and 12 substantive ideas of what to do at Market Chambers were put forward to be appraised.

The resulting outcomes of the engagement process have been shaped into an integrated heritage led solution which will continue to be further developed with community input and involvement as the project progresses.

## Accrington Market Chambers

### Introduction

#### The Hyndburn Story

Nestled in the heart of Lancashire, Accrington and Hyndburn have roots that can be traced back to ancient times. However, it was during the Industrial Revolution that the area truly found its place on the historical map.

In the late 18th and early 19th centuries, Accrington and Hyndburn witnessed a dramatic transformation as they became key players in the cotton industry. The establishment of cotton mills and the canal system fuelled rapid urbanisation, drawing in workers from rural areas seeking employment. Towns such as Accrington became thriving hubs of industry, bustling with activity and trade. This industrial boom not only shaped the local economy but also had a profound impact on society, leading to the formation of the working class and the rise of trade unions. The region saw the implementation of ingenious machinery and production techniques. Pioneering inventors like James Hargreaves and Richard Arkwright revolutionized the cotton-spinning process, leading to increased efficiency and productivity. These innovations played a crucial role in catapulting the region to the forefront of the textile industry and becoming the epicentre of the industrial revolution.

As the textile industry flourished, innovation spread to other fields as well. The area became a hub of engineering excellence, with skilled artisans designing and constructing machines that drove progress across various industries further solidifying a reputation as a center of innovation, something which continues to this day.

The early 20th century brought more significant changes as Accrington and Hyndburn contributed to the war efforts during both World Wars. The Accrington Pals are one of the best known 'Pals' regiments formed during WWI. The resilience and strength displayed during these difficult times further cemented the area's place in history. Local sports people and clubs have played a key role in the regions identity with football club Accrington Stanley achieving national recognition.

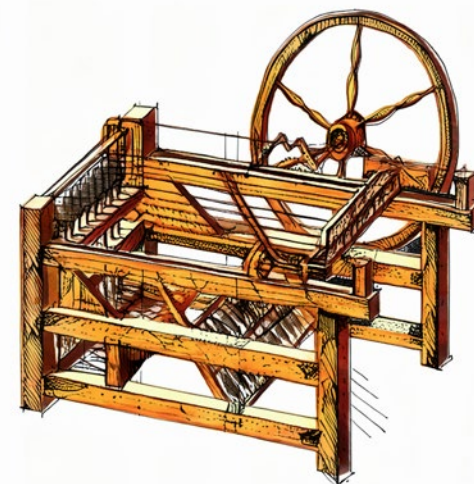
Hyndburn has continued to evolve, embracing its heritage while adapting to modern challenges. The local architecture, ranging from stunning Victorian buildings to contemporary designs, stands as a testament to the area's enduring character.

In recent decades, Accrington and Hyndburn have continued to foster innovation across various fields. Local businesses and research institutions have worked together to develop cutting-edge solutions for global challenges.

Hyndburn's history of innovation is a testament to the creativity, resilience, and ingenuity of its people. As it continues to embrace new ideas and technologies, the area remains a beacon of progress and inspiration for the world. The spirit of innovation that has defined Hyndburn throughout history continues to shape its future, creating a place where ideas flourish and possibilities abound. AMC will attract visitors from far and wide who are eager to explore the rich past, learn about the contribution to industry and social progress, and immerse themselves in the vibrant local culture. Accrington and Hyndburn remain a living reminder of the transformative power of history and the spirit of its people.

**"I am proud that we  
changed the world"**

Primary School Student, Aged 11



## Accrington Market Chambers

### Vision

Accrington Market Chambers belongs to the people of Hyndburn and a visit should feel welcoming to everyone. Its offer will reflect the diversity of Accrington and Hyndburn today, creating an inclusive experience that is founded on participation and partnership working.

The central curatorial and engagement proposition for this project is **Innovation**. The past, present and future innovation is embedded into the people, places and industries of Hyndburn. Our locality has led on Industrial Revolution technology which impacted the global fabric industry, it is currently home to world-leading companies in manufacturing, printing and engineering, and future industries and leaders as yet unknown to us will continue this story. Being global, transformational and innovative is at the heart of Hyndburn, and therefore the central curatorial and engagement focus for this project.

By exploring the past, to reflect on the present and inspire future-thinking, our curated public programme of exhibitions, events, activities, talks and debates will create a living programme of that is always evolving through collaboration. Hyndburn encompasses within a small locality the global ambition and significance of a place,

through the diversity of its people and what they have (and will) achieve.

AMC will be more than a local history museum. It will tell the story of Hyndburn's global impact and celebrate the potential for the future. It will give expression to the lives and experiences of everyday people as well as telling the stories of the great innovators and industrialists. AMC will become a focus for building local pride in this remarkable place and providing opportunities for creatively expressing experiences of the present and hopes for the future.

A wide palette of interpretive media will enable a broad audience to engage with the content in ways that suit them best. There will be opportunities for visitors to handle objects and to explore stories and ideas in creative ways. Visitors will reflect and exchange ideas with one another. AMC will be experiential, encourage debate, and promote creative thinking and activity within a friendly, inclusive environment that welcomes everyone.

Accrington Market Chambers will:

**Present an inclusive and authentic narrative that celebrates the lives of people and their environment.**

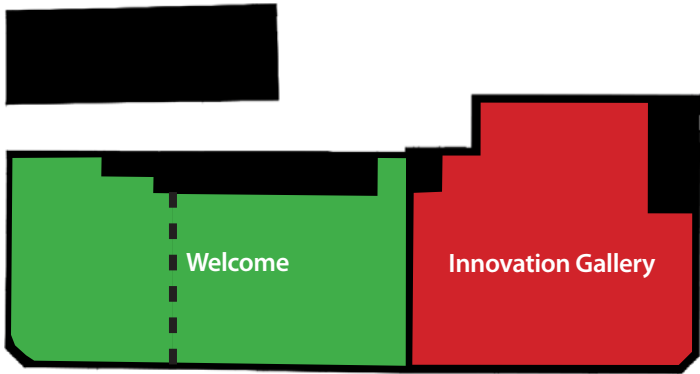
**Engage in a partnership with our local communities, to uncover and share their stories.**

**Celebrate achievements of the past and present and act as inspiration for the future.**

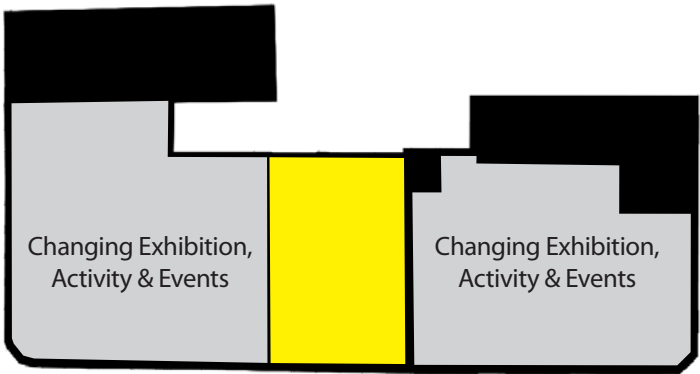
Use of the Building

Bringing the building to life

Proposals for the use of the building have been informed by discussions on how best to rationalise Accrington Market Chambers. The Ground Floor spaces will provide a welcoming ‘shop window’ into the building, encouraging entry and incorporating elements of change over time. The upper floors provide a mix of permanent and changing use that will deliver exciting and engaging spaces for visitors as well as flexibility for future change and growth.

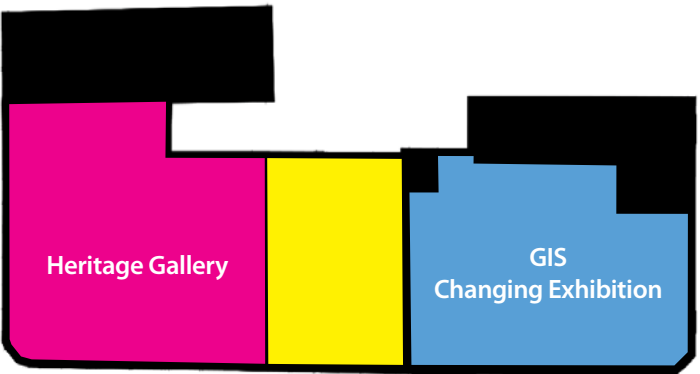


Ground Floor



Second Floor

- Welcome
- Innovation Gallery
- Heritage Gallery
- GIS Changing Exhibition
- Changing Exhibition, Activity & Events
- Arts & Performance
- Vertical circulation/Staircase



First Floor

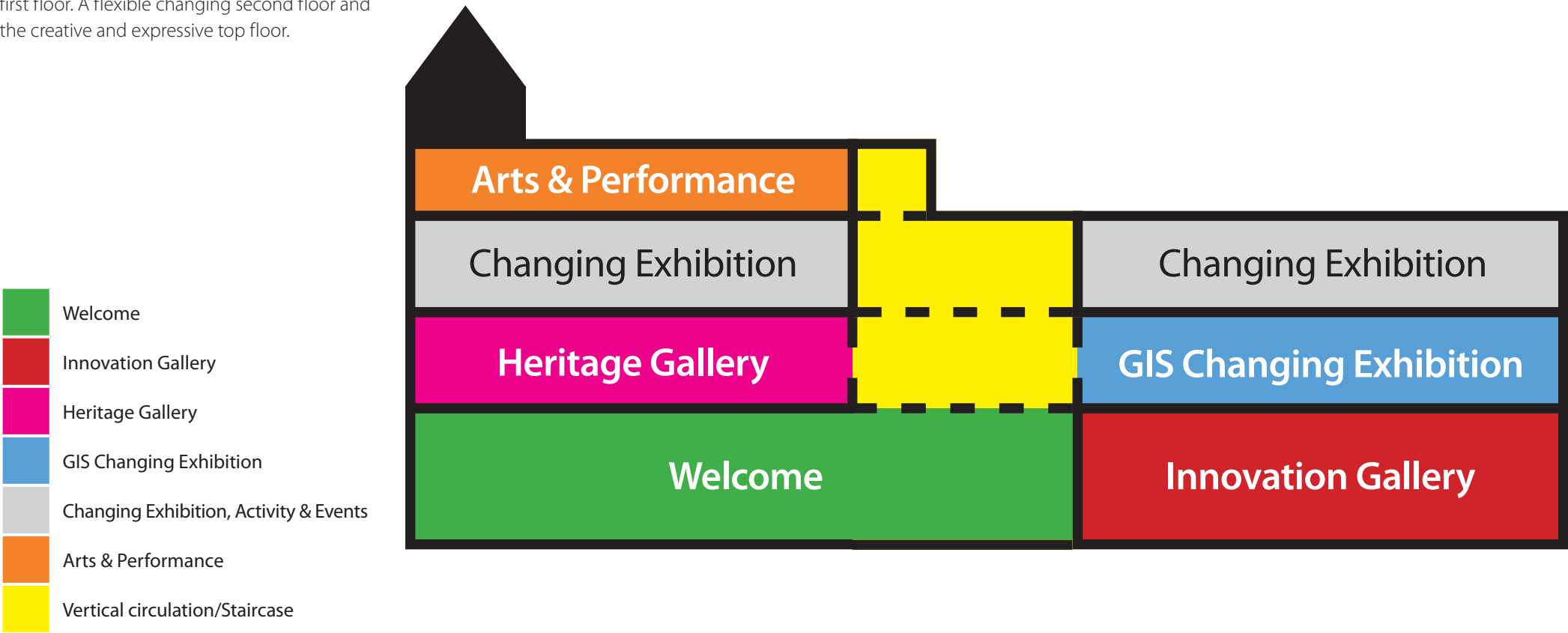


Third Floor

Use of the Building

Floor by Floor

Each floor of Accrington Market Chambers has a different feel. The welcoming and exciting ground floor. An experiential and exploratory first floor. A flexible changing second floor and the creative and expressive top floor.





## Visitor Experience: Ground Floor

### Welcome Space

The ground floor will become a welcoming entry point into the building; it will be flexible, vibrant and friendly. It will encourage people to dwell, study, and socialise in a safe and comfortable environment, as the 'living room' of Accrington. Visitors would move seamlessly between the spaces to sit, get refreshments from the café, browse the shop, bring books to read, attend a pop-up event and choose where to sit, eat and work.

Visitors will gain a sense of what is on offer through clear signage and artistic interventions that will signal what Market Chambers has to offer. It will express the special and unique qualities of Hyndburn and Accrington while, offering a welcoming and social space that can also be used for programmed events.

As part of an outreach programme, changing displays of 'mini museums' will be included in the Welcome space, each exploring relevant themes curated by community groups, schools, and volunteers.

"I didn't realise that we had such special history"

Secondary School Student, Aged 16

- 1 The introduction of art commissions into the welcome and circulation spaces will help to activate these and make them part of the visitor experience. *GF Smith trade show*
- 2 The Welcome Space will be a friendly place where people can come to meet and relax. *The Hub, Kerkrade*



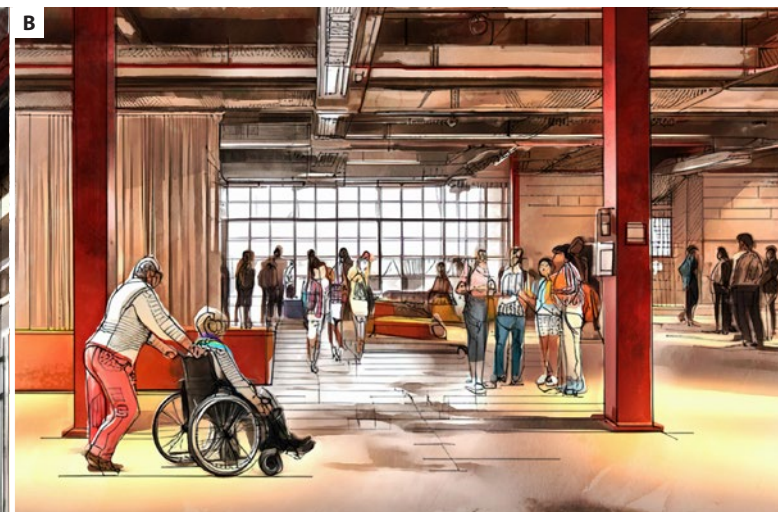


## Visitor Experience: Ground Floor

### Welcome Space

#### Visuals

- A** Art interventions within the welcome space will make it engaging and dynamic. Perhaps a large sculptural piece that has been developed with the community can represent the diversity of Accrington and Hyndburn today, welcoming all visitors.
- B** The Welcome Space will be flexible enough to accommodate pop-up events as well as a retail, food and drink offers. There will be space to sit and meet people.
- C** The display of touring 'mini-museums' that have returned to AMC will bring community driven heritage narratives into the building for visitors to explore.





## Visitor Experience: Ground Floor

### Innovation Gallery

Views into this gallery from outside the building will help to activate the frontage and create a buzz inside and out. The innovators gallery will celebrate the past, present and future of innovation and change in Hyndburn and Accrington, creating a positive introduction to the area's heritage and building confidence in its future. Flexible elements will create opportunities for change over time, so visitors are encouraged to return to see new stories and exhibits as well as re-visit old favourites.

This gallery will showcase some of the great inventions of Hyndburn's industrial heritage. At the core will be the innovations and innovators of the Industrial Revolution. Visitors will discover how Accrington and Hyndburn became 'ground zero' for the industrialisation of the textiles industry through innovations like the Spinning Jenny, Tiffany glass, and NORI bricks.

An 'innovators' thread will introduce a more diverse range of creative and innovative thinkers including those who have had a positive social impact in the local community. This may include artists such as Halima Cassell, Angela Wakefield and Pauline Aitken, the writer Jeanette Winterson and others from the area.

Innovation and industry continue in Hyndburn with national and international companies that remain at the forefront of design, engineering and printing technology. Examples include E+R who began working in the textile industry and who now manufacture world leading equipment for the manufacture of fuel cells and solar technologies.

A flexible display area will bring the story up to date. New technologies being researched and developed in the area are continuing the traditions of innovators like James Hargreaves. The changing displays will showcase technological innovations being developed locally and describe a positive future for Hyndburn and Accrington.

The Science and Industry Museum in Manchester have expressed support for the AMC project and could provide loans.

- 1 The stories of local changemakers and innovators will be revealed through personal stories that reflect the diversity of Hyndburn today. *Bill and Melinda Gates Foundation Centre*
- 2 There will be opportunities for visitors to see and engage with new and current innovations developed in and around the area. *Nordbrabants Museum*
- 3 Exhibits will celebrate Hyndburn's history of industrial innovation. *Dunfermline Museum*



## Visitor Experience: Ground Floor

### Innovation Gallery

#### Visuals

- A** Interactive exhibits will give visitors the opportunity to explore their own creativity and innovative ideas.
- B** Visitors will be able to follow the stories of innovators and changemakers and consider what impact they can have on the world.
- C** Creating smaller spaces within gallery will provide opportunities to explore a story or theme in more detail within a more immersive environment.

"If that's what people did in the past then maybe we could do something like that too"

Primary School Student, Aged 10





## Visitor Experience: First Floor

### Heritage Gallery

The Heritage Gallery will be located on the first floor of Accrington Market Chambers and will explore the local history of Hyndburn. The gallery will be populated with self-contained themes, providing flexibility in how visitors experience the Heritage Gallery.

The Heritage Gallery aims to explore what makes Hyndburn special, unveiling the narrative of Accrington and its diverse communities. Through a collection of thematic story displays and clusters, it will utilize a blend of object exhibitions, community-driven content, interactive elements, and in-depth exploration opportunities.

Additionally, portable mini museums, adaptable to different locations, will delve into evolving and relevant themes curated by community groups and volunteers. Immersive environments will further enhance visitors' understanding and experiential connection with the past.

Content will be co-produced with local communities creating opportunities to collect and reveal intangible heritage, particularly within more recent history, that reflects both the diversity and change in Hyndburn and

Accrington. Archive sources that include images and film, alongside gateway objects from a programme of contemporary collecting and some key heritage artefacts will illustrate the themes and storylines.

**Landscape:** The role of the River Hyndburn, linking communities and powering the mills. Changes in the landscape as farming gave way to industrialisation and more recent climate change impacts. Current use of the landscape as a place for leisure and activity.

**Built heritage:** An introduction to some of the notable buildings of the area such as the Town Hall, Nag's Head, Conservative Club, Market Hall and others, including more recent additions. This would form a start or end point for a heritage trail outside Market Chambers.

**Hyndburn heroes:** Sporting heritage, including Accrington Stanley, Accrington Cricket Club, Ron Hill, and others. Military history to include the Accrington Pals.

**Migration:** The industrial revolution was a catalyst for change and inward migration into Accrington and Hyndburn. This has continued during the 20th century, including South Asian and Ukranian migrants contributing to a diverse and dynamic local population. In addition to telling the story of migration and its benefits, this theme will

celebrate the cultures of migrant groups and tell personal stories of arrival and settling-in.

**Working lives:** How work has changed from rural farming to industrialisation and contemporary industry. Focusing on the people stories and experiences of workers rather than the big historical figures such as James Hargreaves and Joseph Briggs (whose stories will be told in the Innovation Gallery). This theme will include how homes have changed over time.

Throughout the themes contemporary relevance will be highlighted and stories brought up to date where relevant. For example the Landscape theme will show how the use of the environment has transformed it over time and that change continues today.

AMC will be able to draw on archive resources being digitised as part of East Lancashire's NLHF funded Dynamic Collections project.

- 1 The stories and experiences of everyday people will provide an authentic perspective on what makes Hyndburn special. **Experience Barnsley**
- 2 Experiential environments and spaces will create moments of immersion for exploring stories and themes. **Trade Exhibit at Exhibitor2011**





## Visitor Experience: First Floor

### Heritage Gallery

#### Visuals

- A** Tactile and interactive exhibits will provide opportunities to explore local heritage and bring aspects of history to life. Here a model of a building allows visitors to explore built heritage and archive records through a three dimensional model.
- B** People stories and collected objects will combine to provide a thematic telling of Hyndburn and Accrington's past and present.
- C** The contemporary diversity of the area will be celebrated throughout the displays with inclusive representation throughout.

"I remember how proud my grandad was to work in the textile mills here in Accrington"

Workshop Participant from AAWAZ  
(Asian Women's Network)



## Visitor Experience: First & Second Floor

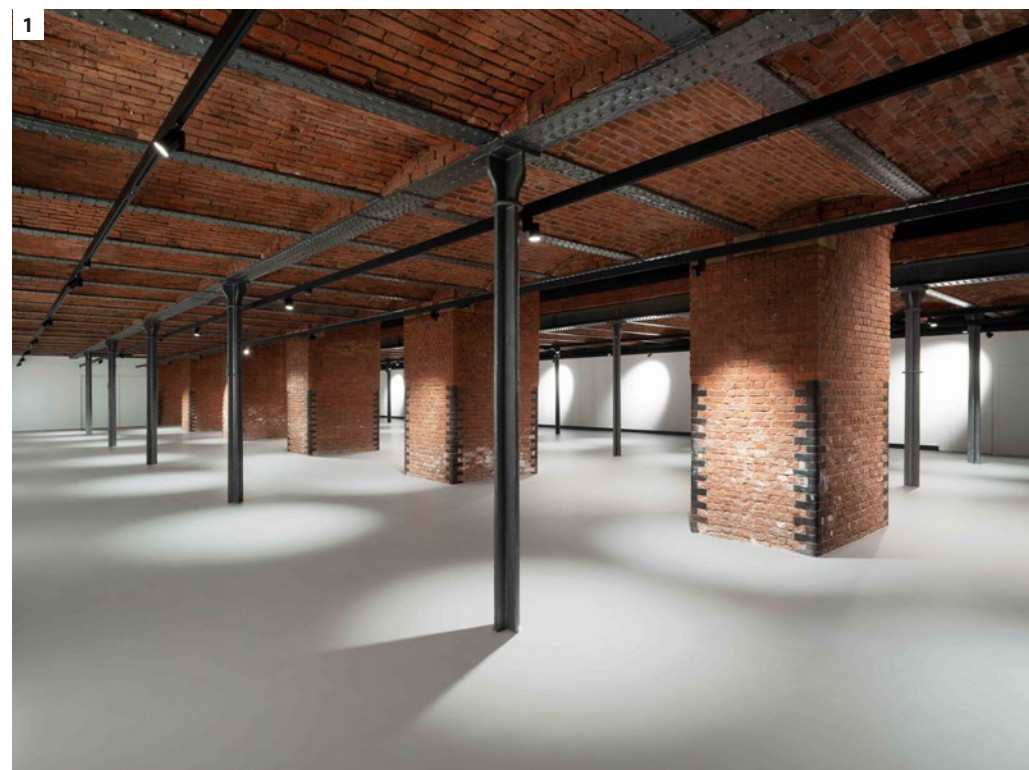
### GIS Changing Exhibition

This first floor high specification GIS (Government Indemnity Standard) gallery will provide an opportunity for Hyndburn to present a variety of touring and blockbuster exhibitions. The GIS specification will allow the security and conservation requirements associated with national and international loans to be met, creating opportunities for the display of high-profile touring exhibitions and the display of loan objects from national museums and art collections.

### Changing Exhibition, Activity & Events

The second floor spaces will be designed to be used for community and in-house generated exhibitions and activity. These flexible spaces will accommodate a range of uses that will include touring exhibitions, local and regionally curated special exhibitions, co-produced exhibitions, community activities and performance events.

Partners such as the Science and Industry Museum in Manchester and East Lancashire archives will be a potential source of exhibitions and collections that can be displayed in these spaces.



1 A flexible space for changing exhibitions, touring 'blockbusters' and events will utilise the second floor.  
*Science and Industry Museum, Manchester*



## Visitor Experience: Third Floor

### Arts and Performance

The arts and performance space will provide a home for artistic collaboration and innovation, enabling talent and workforce to thrive, develop and remain in the area. A place where external influences enable a step-change in the artistic provision and production quality. All part of a new cultural strategic vision to raise the bar in Hyndburn borough.

Arts Council England funding will deliver a space for; production/performance studio and cultural collaborators hub.

- The production/performance studio will take the form of a blackbox versatile theatre space with sub-rooms equipped to support collaboration between visual and performance arts, and sound production for music, literature, podcast, poetry/spoken word.
- The cultural collaborators hub will offer shared working space and co-collaborator space for artists and arts organisations. Established organisations such as NPOs and emerging talent can work under one roof to foster collaboration.
- A hybrid skills/knowledge programme will connect both spaces with external visits and influence from inter/national talent. Also connecting to programmes such

as Blackburn's Making Rooms, Factory Academy, Super Slow Way, FE partners and Lancashire Libraries.

- Innovation in artform and technology will be a central theme, as identified through recent public consultation on heritage & culture.

The outcome will be a vastly improved talent and workforce ecology, with diversity will be a central focus with South Asian influence. Very few places are as well positioned in terms of opportunity, readiness and a severe gap and need for provision



1 An arts and performance space on the third floor will provide opportunities for creative expression and skills development. *Bradford College*

## Accrington Market Chambers: Delivery

### Content Development

#### Objects & collections

To support the intangible heritage AMC will work with other organisations and partners to identify objects that have meaning and heritage value to illustrate aspects of the stories we tell. The Haworth Art gallery can make objects currently in storage available for display. Local heritage groups will be given the opportunity to suggest and donate objects that have resonance and are linked to stories and themes. A programme of contemporary collecting will draw-in objects from the community that would otherwise be lost. The creation of a collection of objects to support the stories will be part of a wider co-production strategy that will seek to involve the people of Hyndburn in the creation of AMC.

#### Co-producing the content

An effective co-production programme will not just support the heritage vision, it is a huge opportunity to deliver aims and outcomes that will benefit of the town and its communities. To develop relationships, connections, and a sense of ownership of both the building and the town itself. This partnership working will not only stand the project in good stead for creation of the exhibition content but going forward into the future it will create project ambassadors who can share their enthusiasm and testify to the inclusive approach taken.

Some co-production activities could develop skills within local communities, as individuals undertake activities such as research, creative expression, and storytelling. In all, co-production can bring many benefits for the project itself and for the people of Hyndburn, particularly those who get involved.

#### Co-production opportunities

The detail of co-production opportunities will be identified as the project moves forward. A co-production plan will be produced during the development stage alongside an evolving interpretive scheme.

#### Legacy

In terms of footfall and audience development the benefits of co-production are substantial. A good example of this is Experience Barnsley, where a footfall of 150,000 in year one was due in large part to the way in which those audiences had been pre-engaged and the effective communication of what was happening during the development and delivery stage of the project.

Co-production can result in better and greater levels of engagement post-opening, but it needs to be sustained. Relationships that have been built during the development and delivery stages need to be nurtured and new activity programmes developed so that the people of Hyndburn continue to feel that the displays and activities in Accrington Market Chambers represent them and that they are relevant to their lives.



Community workshops

## Accrington Market Chambers: Appendix: Public Programme

### Place-making through programme experiences

The starting point for our programme in terms of curation and active engagement has evolved from our public consultation to be four evolving central themes for Hyndburn's heritage. The programme will be informed, fed and influenced by collaboration from across the borough, region and beyond;

- **Global** influence of our local heritage
- The **innovation**
- **South Asian** immigration history
- A **child-led** perspective

#### Themes

These are an insight into the leading strands we will explore during our development period for the programme, with flexibility for public-led new themes to emerge or gain more support for during the development process.

The programme and the venue experience will be informed and led by the public, their stories and cultural heritage connections. Professionals such as community engagement, archive, curator and artists will be there to draw out a cross-section of content in the form of stories, artifacts and collective knowledge. This will then be shaped into our programme narrative and exhibition spaces/galleries.

#### Location: Cultural Quarter programming

The location of the venue Market Chambers sits within a locality being transformed by the Town Centre Investment Plan to become a curated cultural quarter to become a visitor destination. As a result, the heritage venue Market Chambers will be part of this concentrated curated location, giving it added cultural programme within this cultural quarter.

The benefits of the Cultural Quarter will be joint-programming of celebratory events for visitor destination planning and public experience.



Cultural Quarter: Market Hall food hall, Burton Chambers workspace, Accrington Town Hall with ballroom, outdoor Town Square (pink) and Market Chambers (red) heritage venue.

The central positioning of Hyndburn in Pennine Lancashire gives us an immediate cultural visitor population of 556,000, the County of Lancashire 1,495,000, and the metropolitan cities of Leeds, Bradford and Manchester within a 40min travel time. Population scroll. The regional is also home to some of the UK's leading creative industry innovators, and has a national reputation for its industrial past, landscape and outdoor activity. We will frame our curating within this context and ensure the Market Chambers programme will be a significant touchpoint for visitors and locals alike.



#### Example programme activities

**Example:** Innovation theme with heritage innovation in Market Chambers, an open day by innovation businesses based in the Burton Chambers workspace and the Town Hall Ballroom, innovation in cuisine and brewery production in Market Hall, and an outdoor innovation performance and market for small businesses using smart sustainable technology. Any of the four themes can be explored in multiple ways on this basis.

**Example:** South Asian workforce heritage themed activity at Market Chambers (additional to the regular offer), local to national South Asian business conference at Burton Chambers, a South Asian food and drink focus at Market Hall, an outdoor Mela market on the Town Square, and a showcase of South Asian contemporary music artists in the Town Hall ballroom.



Accrington Market Chambers: Appendix: Public Programme

Programme engagement & activity (indicative)

We will establish a ‘place-making’ curatorial engagement approach to the programme, ensuring Market Chambers is aligned to be part of a Cultural Quarter visitor programme for increased impact. The venue’s own activity & engagement programme will have cross-cutting priorities, align to the main curation themes. In turn the Public Programme will be porous to enable a ‘bridge’ of engagement into heritage through interested lead by local communities



Community workshop

Cross-cutting Priorities:

- Diversity & inclusion
- Knowledge & talent development
- Sustainable – environmentally & economically

Engagement programme Audience target priorities:

- Children & Young people (incl schools)
- Families & friendship groups
- Individual/solo visitors
- Older & intergenerational

Heritage leading themes (identified starting point in development period):

- Global
- Innovation
- South Asian
- Child-led

Regular activity profile: Creating the experience

**Daily:** Welcome area social offer, Innovation Gallery, Heritage Gallery, online offer, and audio/visual tours. Café social area with adaptable play and meeting areas.

**Weekly:** Public programme, craft/skills workshop, local heritage meet-up, schools visits, public programme activity group meetings in social space (community-led), heritage film screening, and artifact ‘handling’ session.

**Monthly:** Archive & exhibition guided tour including cultural quarter, local show-and-tell history talks, storytime/reading events, and craft/skills workshop relating to heritage collection. Additionally, the monthly maker market on the square with stalls also in the venue’s social space.

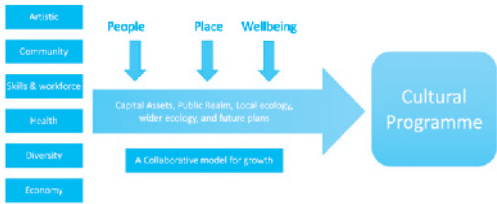
**Quarterly/6-monthly:** Visiting speaker event, artist response to heritage commission, touring-in special exhibitions, invited heritage performance/enactment, quarterly Culture Quarter location themed events.

Cultural strategic place-making

The heritage venue and programme will be an intrinsic part of the borough’s wider Cultural Strategy going forward. The Cultural Strategy looks at the wider population and resources available to our culture & heritage planning, and integrates people, place and wellbeing into the activity we support and nurture.

This wider programme will have the same cross-cutting priorities already mentioned, and the Town Investment Plan adopts this approach for culture & heritage activity to enable an ongoing offer to the public.

Cultural destination flow:



## Accrington Market Chambers: Appendix: Public Programme

# The engagement & activity layout of the venue

### Market Chambers – the venue

Within the new heritage and culture venue we will define the programme through the public-led approach as an ongoing and living process for public engagement and heritage animation. As much a home for the public as for the heritage.

### Welcome entrance

The ground floor is dedicated to embracing the public to remove barriers for engagement in heritage. A programme aimed at creating a social space. The entrance will lead into a Welcome area that is designed to ensure the public feel relaxed and invited. A Public Programme will support local groups to use the space as a home and encourage a diversity of communities to be located within this social area. From local knitting groups, social groups, parent/carer social groups, skateboard meets, a weekend intergenerational breakfast club, and local enthusiasm groups, this space will be an available social space for people to meet and share.

The Public Programme coordination will ensure a balance of community activity, and build a space that enables those feeling isolated to connect freely into their locality.

### Innovation Gallery

The remaining area of the ground floor open to public engagement will be the shop window and appetizer for the public. A vibrant heritage experience that connects the public into the main heritage strands of the programme. It will be dynamic in contextualising the significance of Hyndburn's heritage, connecting some of the area's greatest innovations and considering how this connects into the present and future.

The aim is to inspire and showcase local ambition, diversity and add external comment (visually and in audio) on the global significance of this place. The exhibition techniques will enable a rotation of content, commissioning and use of artifacts alongside contemporary realities to explore the vast collection of stories, artifacts and memories available to us through regional, national and international programming of Hyndburn's impact. Eg, contemporary acclaimed author Jeanette Winterson who originated from Accrington producing immersive audio-visual narratives with artists on women inventors and scientists who influenced the Industrial Revolution. This doorway into the wider heritage offer within the venue facilitated by two annual commissions for the exhibition area.

### Heritage Gallery

A central hub of our programme, this will be an exhibition area with tactile and interactive exhibits will deliver an exploration of local heritage and bringing aspects of history to life. A dynamic and engaging exhibition with a complementary programme of learning and educational activities ranging from school activity packs, a series of talks & debates, curated 'object handling' sessions, guided exploration tours, mixed-reality interactions including augmented reality and immersive surroundings.

Continuing to use the developed model achieved through public engagement, people's stories and rotating artifacts will combine to provide an animated and playful thematic telling of Hyndburn and Accrington's past and present. The contemporary diversity of the area will be celebrated throughout the displays with inclusive representation throughout.

### Changing Exhibitions

These spaces will enable a changing programme of touring cultural heritage content for visitors. In recent years we have seen the commercial success of larger pop-up touring exhibitions, as well as there being an established network of museum and gallery touring events

in the UK and beyond. The public will be able to experience a mix of free and paid exhibitions toured into the venue from existing or newly curated shows available to book. This floor will include a high specification GIS (Government Indemnity Standard) space for a variety of touring and blockbuster exhibitions as well as touring in heritage from other national and regional partnerships.

The flexibility of these spaces will enable them to be used for site-specific exhibitions and events, performances and toured-in exhibitions. They will host not only exhibitions, but also residencies, open workshops and craft/heritage demonstrations. It provides the programme with flexibility and response spaces that can accommodate high profile to micro-local focus activity, and be a large open area for playful education and learning through heritage exhibition and performance narratives.

In summary; We are creating a place where the public feel at home, invited and part of the collaborative development of this space. It will be a shared, welcoming and relaxed space where individuals and groups can explore not just the past, but the present and how they see the future.

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