

A STRATEGY TO DISSEMINATE AND INTERPRET THE ARCHAEOLOGY AT MAYFIELD, MANCHESTER

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1. Introduction

The purpose of this report is to demonstrate tangible outputs for the interpretation and dissemination of the archaeological significance of the Mayfield Park site in Manchester. This report has been collated by Sam Jarrett (Head of Marketing at U+I plc) working closely with multi-disciplinary artist, urbanist, and Architectural Historian Dan Dubowitz (Founder of Civic Works Ltd), landscape architect Max Aughton (Studio Egret West), archaeologist Graham Mottershead (Salford Archaeology) and planning advisors Katie Wray and Hannah Graham (Deloitte).

This report has been drafted to set out the dissemination and interpretation strategy for archaeology at Mayfield. It is intended as an overarching strategy for the archaeology across the whole Mayfield site (site boundary in Appendix A), with a focus on Phase 1 and specifically to address the Planning Condition number 8 attached to Phase 1 consent (planning application reference: 124972/FO/2019):

No development shall take place until the applicant or their agents or successors in title has secured the implementation of a programme of archaeological works. The works are to be undertaken in accordance with a Written Scheme of Investigation (WSI) submitted to and approved in writing by Manchester Planning Authority. The WSI shall cover the following:

1. A phased programme and methodology of investigation and recording to include:

- an evaluation of below-ground archaeological remains*
- targeted archaeological excavation (subject of a separate WSI)*
- an archaeological and interpretive survey of the river walls*

2. A programme for post investigation assessment to include:

- analysis of the site investigation records and finds*
- production of a final report on the significance of the archaeological and historical interest represented.*

3. A scheme to disseminate the results of the archaeological investigations for the benefit of the local and wider community (which could include interpretive material within the site, a Greater Manchester Past Revealed booklet and academic article)

4. Provision for archive deposition of the report and records of the site investigation.

5. Nomination of a competent person or persons/organisation to undertake the works set out within the approved WSI.

This report will satisfy the requirements of Part 3 of Condition 8.

All the outputs for the dissemination and interpretation have been carefully considered to ensure they reach a wide audience (elaborated further in section 4) from park dwellers to school children to passers-by/locals to visitors to Manchester through to historians. They also factor in the changing landscape of how we consume information across a myriad of platforms.

The strategy focuses on 3 key elements:

1. The transformation of the Mayfield area of the city from riverbank to Shock City
2. The story of the River Medlock pre-1780-2022
3. The significance of the Mayfield Park area along the banks of the river as part of the shaping of Manchester as the first Modern City.

As further phases of Mayfield are brought forward and additional excavation is complete the strategy will evolve and expand.



1.1 Mayfield project overview and progress to date

Mayfield is one of the most important new urban regeneration schemes to come forward in recent history in Manchester reviving a 30-acre site at the gateway to Manchester. The scheme will one day be a place of 1,500 new homes; 1.6m sq ft of commercial space creating 12,800 new jobs; the first new public city centre park in 100 years; a range of cultural spaces, cafes, bars, shops, and event spaces. The scheme received planning consent for phase one in February 2020 which included the first two commercial buildings, Mayfield Park and a multi-story car park (planning application references: 124972/FO/2019 and 125248/FO/2019).



ARTIST'S RENDER OF THE MAYFIELD PARK – MANCHESTER'S FIRST PUBLIC PARK FOR 100 YEARS

In 2020 Mayfield was selected as a beneficiary of the Government's £900m Getting Building Fund. A £23m grant enabled work to begin on-site to deliver the 6.5-acre Mayfield Park which will sit at the heart of a new inclusive and progressive mixed-use neighbourhood. This work began in December 2020 and included the opening up of the River Medlock, one of Manchester's three founding rivers, previously hidden away for centuries. Mayfield Park will complete in March 2022 before opening up to the public with a launch in September 2022.

The 24-acre brownfield site has a rich history of industry and innovation dating back to the start of the Industrial Revolution when Thomas Hoyle built a textile printing mill on the banks of the River Medlock in 1782. Hoyle chose Mayfield as the location due to its proximity to the River Medlock. Here he pioneered the manufacturing of the colour purple for mass consumer goods onto calico cloth, colour, and patterns previously only available to the wealthiest.

Any interpretation programme must celebrate the importance of Mayfield in its role at the heart of the industrial revolution.



1.2 Archaeology Workstream

The Archaeological Desk-Based Assessment (DBA) prepared by Salford Archaeology and submitted with the Mayfield Phase 1 application highlighted that a diverse range of industrial businesses was based on Site, attracted by the location on the edge of Manchester as well as easy access to the River Medlock. The DBA concluded that the site had the potential to contain below-ground remains of archaeological interest.

The proposed methodology for the excavation was laid out in a Written Scheme of Investigation which allowed for the excavation of 15 trenches. These trenches were targeted upon various 18th-19th century remains across the site area. Remains associated with four industrial businesses were found by Salford Archaeology through the targeted archaeological excavation: the Mayfield Dyeworks, Chapelfield Dyeworks, the Ardwick Tannery, and the Mayfield Baths.

Further consultation with GMAAS established that the second series of intrusive archaeological work should take place: the excavation of four areas: the Mayfield Dyeworks, the Ardwick Tannery, the Mayfield Baths, and Chapelfield Dyeworks. The aim of the excavation was to fully record as much as possible of the remains of the tannery, the dyeworks, and the baths, a process which would accord well with several of the initiatives for archaeological research of the industrial and modern periods stated in the current Archaeological Research Framework for North West England (NWRRF 2021), particularly those relating to the agendas of the environment, urban landscape, technology and production, and leisure and recreation.

The excavation was undertaken in two phases, beginning in November 2020 and concluding in February 2021. The final report summarising the findings was published in November 2021.

Salford Archaeology has been an integral part of the team in developing the interpretation and dissemination strategy.



SALFORD ARCHAEOLOGY UNCOVERING A VICTORIAN WELL TO WATER GREENERY AT MAYFIELD PARK



1.3 Stakeholder Engagement

The Mayfield Archaeology project team has met virtually and in person on two occasions with key stakeholders. They were:

1. 24th August 2021 1100-1300: Mayfield archaeology project team and Greater Manchester Archaeological Advisory Service (GMAAS) – Ian Miller, Heritage Management Director
2. 16th September 2021: Mayfield archaeology project team and Manchester City Council Local Planning Authority – Angela Leckie, Case Officer

Both meetings were positive and the feedback informed the content and delivery timeline as found in Section 4.

Structural remains of three buildings revealed several areas where dye and dyeing processes were carried out in the 18th and 19th centuries. Less evidence could be found relating to the neighbouring Ardwick and Chapelfield dyeworks nevertheless did provide evidence for the newer power systems used with evidence of how they adapted and absolved into India Rubber Works.



STANDING REMAINS OF THE MAYFIELD PRINTWORKS 2019



A DEPICTION OF THE MAYFIELD PRINTWORKS, LOOKING SOUTH FROM FAIRFIELD STREET



BUILDINGS OF THE MAYFIELD PRINTWORKS

2.3 The Bathhouses

The uncovering of Mayfield Baths was arguably the most significant publicity moment of archaeology at Mayfield, gaining international press from the well-preserved images of the 19th-century bathhouse.

The remains of two plunge pools and boiler houses highlighted how the amenities and social infrastructure for the workers were improved over time during the 90-year use. It confirms the importance of this service house as social attitudes towards health and wellbeing improved in the late 19th and early 20th centuries.

An image featured in Builder Magazine in August 1858, is below which was complemented with the following editorial:

‘The baths and wash-houses now in operation in Manchester and Salford, appear to be successful works of the kind. The first establishment with the improved arrangements and modified charges was opened in Miller street in 1845. In 1850, a small building was opened at Miles Platting, a poor quarter of the town, — the site being presented, with 2,000l by Sir Benjamin Haywood, bart. The fittings here are of inexpensive character, and were it not for the interest taken by the superintendent, and tact in management, the place could hardly be kept open. In this particular case, wood for the private baths (the bottom of red deal and the sides of pine), has answered as a material. Slate has been found to crack. Zinc is deemed objectionable. The best material is the glazed or enamelled fire-clay; but many baths of that kind are cracked when delivered, though still fit for use.’



PLATE 8: 'MAYFIELD BATHS AND LAUNDRIES' AS PRINT IN THE BUILDER, 14TH AUGUST 1858.

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The article is more than 11 months old

Victorian bathhouse uncovered beneath Manchester car park

Manchester baths found in 'striking' condition by archaeologists on site behind Piccadilly station



Archaeologists have discovered a 'striking' condition of the bathhouse that was part of the Manchester Baths, a Victorian-era building that served the city's first public baths in a century.





2.4 Focus for Interpretation

Due to the lack of physical evidence available for us to use, a large focus on our interpretation is on storytelling. Delving into the stories of the past which the finds in the section above prove existed and creating a narrative from which dissemination can flow.

2.4.1 The Evolution of Manchester and the Mayfield Quarter of the city

- a. Manchester is known as the 'first modern city. Mayfield was an early and extensive industrial suburb right in the city centre, a rarity. Mayfield is one of the best exemplars globally of industrial rise, decline, and rebirth. It has been made, remade (with one industry layering over another) then incrementally abandoned and derelict between 1920 and 1985. Today, it is being reborn in the post-industrial era.
- b. The story of Mayfield in many aspects represents the story of Manchester: a city that invents and reinvents itself.

2.4.2 The story of the River Medlock pre-1700-2021

- a. Until the 1700's The River Medlock (which is thought to mean a river running through a meadow) was in open countryside, a natural riverbed and accessible to the public in the 1700s. With industrialisation parts of the river were culverted and there was less access for people to use the river, the dyes and industrial waste from the industries were poured into the river making it highly toxic
- b. In 2022, 250 years on from the fabrications of Hoyle's textile printing works, we are full cycle: daylighting the Medlock; cleaning and opening it up; rewilding the river; allowing flooding; wild areas in and beyond Mayfield are regenerating the riverbed and banks and making it as accessible to the public.

2.4.3 The saving and adaptive reuse of the Mayfield Depot

- a. The Depot building itself and the viaducts running through the area are epic and highly significant historic structures that have been saved from demolition and repurposed by the development. They are substantive exemplars of living archaeology/history for the city. Both The depot and viaduct structures and also the patina and atmospheres of the cobbled streets, colossal brick arches, and old walls provide a fantastic sense of context and experience for people living in and passing through the Mayfield area and these components feature strongly in the dissemination plan as they provide sites to anchor the archaeological dissemination.



3. Dissemination

3.1 Our Audience

There has been a significant amount of interest in Mayfield since development began in 2020. The uncovering of the site and subsequent finds have generated international press coverage. Notable moments of interest included the Mayfield Baths and Victorian Wells stories. It has been encouraging to see the amount of positivity from the public about the redevelopment of Mayfield which gives us a good foundation to build on in creating a programme of archaeological dissemination. We have identified key audiences identified as important to this body of work.

3.1.1 The Day Ones

The passionate communities across Greater Manchester who feel a deep connection to the place having lived nearby and work in relation to Mayfield. These groups will be particularly engaged with in the early seasons of 'The Grit Walks' which will take tours of Mayfield Park before and upon its completion but before its formal launch. There will be a mix of types of walks including accessible routes for wheelchair users and those who may struggle to walk through challenging terrain.

3.1.2 National

The regeneration of the site is part of the identity of a larger story around Manchester and the Northern Power House of particular interest nationally and in the press. This group have already been engaged with thanks to the significant media interest in the site. The content that is produced as part of the dissemination can flow into assets which may be of interest for publications such as Manchester Evening News who have already covered the archaeology in detail.

3.1.3 The Revellers

Since 2019, and latterly in the face of the pandemic, events partner Broadwick Live has curated a programme of live music events and created a bustling food and drink venue in the face of the pandemic. The Depot has been the focal point destination for thousands of people of a diverse mix of ages and backgrounds to the site. Thousands regularly head to the venue (with an influx at the weekend for special events) providing a captive audience to interact with. Upon launching Mayfield Park in September 2022 there will be a small exhibition in The Depot which will be free to view and all users heading in and out of the venue will be able to experience it first hand.

3.1.4 The Workers

Following completion of Phase One c. 320,000 sq ft of office space will be ready to welcome the first workers who will pass through the Park to get to their desk. A series of Grit Walks will be focussed on this group as an induction to being a part of the Mayfield community.

3.1.5 The Dwellers

From September 2022 the first people will be able to enjoy Manchester's first city centre park for 100 years. The audience in the first year or so will likely be visitors, nearby residents and workers coming to enjoy the space. The overall objective is for the park to be a completely open and free amenity for the city, accessible to all with dissemination of its history embedded across it. Subtle cues to scan a QR code will be featured around the park which will go to an online resource of archaeological content.

3.1.6 The World

The ambition at Mayfield is to create a new quarter around a park that will be held up as an exemplar of positive urban reuse and regeneration. Given the international as well as local, regional, and national interest in the area and scheme, the site will be accessible online to allow those all over the world to see the incredible tapestry of historical significance that Mayfield holds, would be important given the interest in the scheme.



3.2 Chosen Approach

The chosen approach to dissemination will be split across seven elements:

- Tangible Heritage: physical elements retained in the final design of the park.
- Publication One: Mayfield – Greater Manchester Past Revealed.
- Publication Two: Intangible Heritage: The Mayfield Stories (which will be used as a content guide for point 4)
- Mayfield Grit Walks: A series of guided tours across the Mayfield Park and surrounding area.
- Launch Exhibition: Dedicated to content and imagery captured as part of the Intangible Heritage and content curation.
- Publication Three: Mayfield – Field Notes from the first Modern City.
- Future Roll Out: The Mayfield Reading Room and self-guided tours

3.2.1 Tangible Heritage: Physical elements retained in the final design of the park

Archaeology is being interpreted and disseminated through a number of ways in the Phase 1 landscape and building design. These are outlined below:

- Using Hoyle purple print colours in the planting palette of East and West of Mayfield Park.



HOYLE PURPLE PRINT COLOURS IN THE PLANTING PALETTE



- Retained existing features in situ including 2 x engine bases, river walls and a section of the culvert.



PHOTO OF THE ENGINE BASES



PHOTO OF THE RIVER WALLS



FLUE
Design Impacts:
- Proposed levels to be readjusted to suit the as found levels of the flue
- Proposed tree to be relocated
- Drainage overflow position to be moved further west

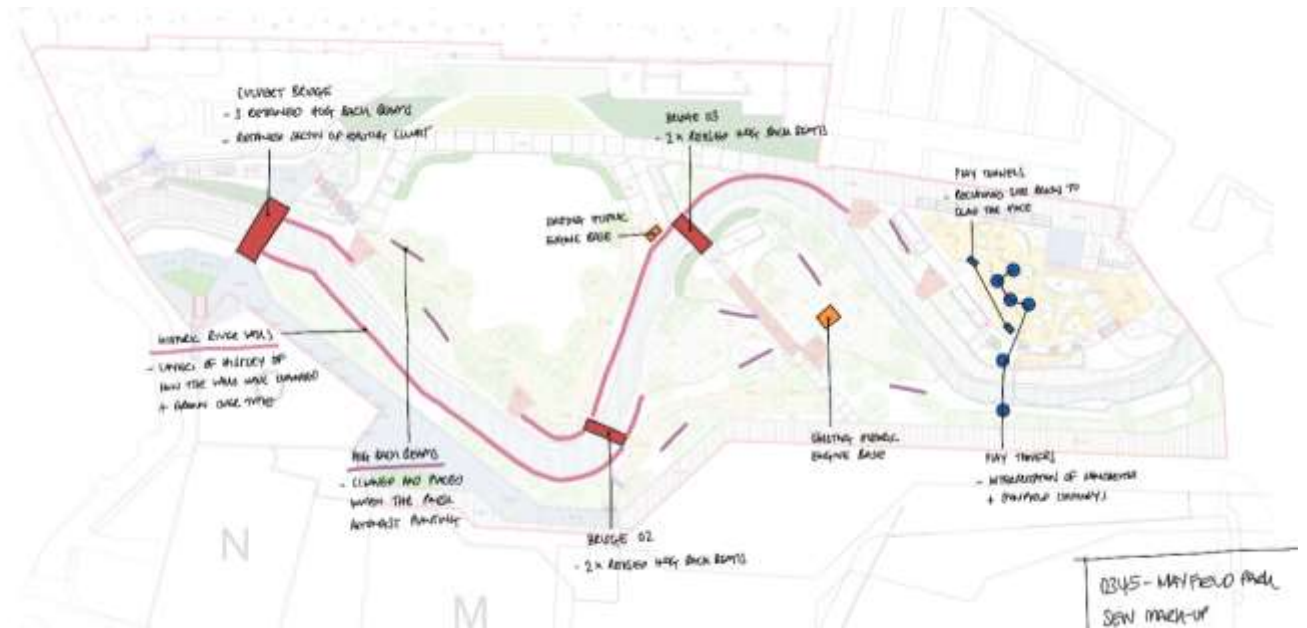


ENGINE BASE
Design Impacts:
- Proposed levels to be readjusted to suit the as found levels of the engine base
- Drainage outflow position to be moved further east

CIRCULAR CHIMNEY
Design Impacts:
- Proposed levels to be readjusted to suit the as found levels of the chimney base
- Proposed footpath position clashes with found location of chimney base
- Proposed walkway position clashes with found location of chimney base
- Drainage overflow to be relocated east and west to avoid archaeological structures



- Interpretation through the playground design. Affording the opportunity for people of all ages, through the chimneys and amongst the reused Mayfield Bricks, directly experience components of the history of the site.
- A number of physical elements are re-used throughout the site, such as the hog back beams that used to span the river to form the culvert, now visible supporting all 3 new bridges and placed within the landscape as informal seating and play opportunities.
- Some of the discovered freshwater wells that supplied the Britannia Brewery are being reused to provide running water for cleaning and maintenance of the park.
- Wayfinding will be carefully positioned in relation to the key areas and elements of archaeological interest.
- Reuse of the tiles salvaged in the Mayfield Baths archaeology dig and building them into the publicly accessible entrance area of The Poulton building (Plot O) is being explored.
- The Medlock river being daylighted, its banks restored. To be fully accessible as a public realm for the first time in 250 years. Walking the path of the River Medlock through Mayfield is an opportunity to walk through the ages of Manchester's industrialisation and de-industrialisation.



SKETCH MARK-UP SHOWING THE PHYSICAL INTERPRETATION ELEMENTS

The tangible heritage elements here are designed to dovetail with the intangible heritage interpretation and delivery (next section) making the river and adjacent areas public realm again allows people to be with it and walk through it to get a sense of this area's role in the making and remaking of the city.



The physical interpretation is a program of subtle references to present the history of the site. These tangible elements are connected with the programme to interpret and disseminate the intangible elements through the Grit Walks (in section 3.2.4).

3.2.2 Publication One: Mayfield – Greater Manchester Past Revealed

The Greater Manchester Archaeological a series of monographs and journal produces publications to showcases some of the most significant archaeological discoveries in Greater Manchester. As a key component to the interpretation and dissemination delivery, we are funding the delivery of a book in this 'Past Revealed' series to address the challenge of sharing the more detailed and technical information about the Mayfield digs and situating them in the wider frame of Greater Manchester's archaeology.

3.2.3 Intangible Heritage and Publication Two: The Mayfield Stories



Analysis of Mayfield has identified that there is a limited amount of information that exists from previous archaeological digs. The gaps in knowledge for the area outweigh the parts we have recorded elements of.

There are significantly fewer photographs, descriptions, first-hand accounts of everyday life and industry, business records, deeds, architectural drawings for Mayfield than there are for comparable post-industrial sites in Manchester. As the industrial decline in the area started over 100 years ago living accounts for most of the area are also no longer available.

This section of interpretation sets out to discover more accounts and records in order to establish a wider range of stories to construct a fuller picture of the social and physical heritage of the Mayfield area. The project will establish a series of 16 stories intended to be told and retold when walking through the area.

Mayfield Stories Interpretation:

These are to be delivered in two forms:

1. A5 sized 'Story Cards' in a form that can be shared by word of mouth and establish a community-wide interest, the baseline material for a wide-ranging series of grit walks.
2. A Research Pack that covers the areas investigated with references so that any of the stories can be researched further by storytellers. These will be made available online for those interested.

The Stories focus on the full cycle of the industrial revolution at Mayfield, its rise in the 1700s to decline in the mid-1900s setting the context for the second era of shock city on Manchester and the significance of daylighting of the river Medlock river as a piece of tangible heritage.

The Story Cards will focus on the following titles (subject to change but correct at the point of writing):

- The Sultan's Visit to Mayfield
- Mayfield Flood: 100 Bodies Lost at sea
- City Eats Itself
- Pig Roamers of Mayfield
- The Bath House
- Steamie
- Ice House
- Rubber Works
- Britannia Brewery
- Meter Works
- Diner at Mayfield
- Hell Fire Corner
- China Blue
- Alchemical City
- A Mile of Cotton in one Hour
- Shock City
- The Mayfield Reading Room
- Temperance Street: After the Party

Dissemination:

The stories written are designed to be delivered orally but will be published on a series of A5 cards with a note to explain the series. The story cards will be printed in a limited numbered edition (initially 50) in March 2022 and shared with a selection of people who will each be invited to deliver guided walks through the area on trial runs through March to September 2022. An additional set of cards will then be given to organisations such as local colleges, schools, volunteers, charities (GMCVO), and Mayfield Partners.



There will then be a large public-facing series of free walks with these selected guides in the opening weeks of the park in tandem with the exhibition of works (see 3.2.5). The target is that we will 'walk' over 1,000 people of all ages and walks of life on a journey through 300 years of industrial Mayfield. All walks will be free of charge to attend with an online ticket booked (through Eventbrite) and promoted through social media advertisements and PR.

Following the opening of Mayfield Park to the public in September 2022, there will be a further development of the interpretation and dissemination of the stories and grit walks with plans for the stories to become available as a series of free self-guided audio walks based on the retelling of the stories.

3.2.4 The Mayfield Grit Walks

The most powerful and compelling way to tell a story about this place is to walk through Mayfield Park and the area. This series of walks aim to use the urban environment, nature, the river, and imagination co-curated by internationally recognised contributors and historians to bring to life the significance of Mayfield. All walks will be provided free of charge with registration via an online booking platform (Eventbrite).

Walks will be promoted via local PR through news outlets and on social media through paid advertising. Whilst the final number of walks are to be confirmed it is estimated that there will be a minimum of 25 walks per series with small groups c.15 guests at a time which means we'd aim for over 1,000 people to experience the Grit Walks series.

Series 1: March to June 2022

The first series of walks involve engaging with the 'Day One's' (described in 3.1.1) Mayfield community of adjacent workers and nearby residents, college, and school children to join walks. This series contributes a feedback loop to further developing and adding to the Mayfield stories. Recruitment for this first series of walks will be personal and direct through consultation and contacts rather than through a public campaign at this stage as the park will still not formally be open to the public.

Series 2: July 2022 – August 2022

Upon the practical completion of planting at Mayfield Park a sneak peek before the formal unveiling, passing through the park to connect from a to b (Ardwick to city centre, Hulme to Piccadilly), these tours will happen while the park is still closed to the public, as a preview only available by booking through a dedicated event portal which will be invite-only. The audience for this will be 'The Region' (3.1.2) and any 'Day One's' (3.1.1) not engaged within Series 1.

Series 3: September 2022

Full public-facing open to all guided walks with press outreach to promote. During launch month in September 2022, a number of 'drop-in' sessions will occur where a booking is not required and people in the park may just choose to join a walk if they wish to. This will reach the 'Dwellers' (3.1.6). The journey of the walk will go through the park led by a good range of guides including many of the 20 people who trialed and co-developed the stories in series 1, the public will have the opportunity to sign up via Eventbrite (or similar).

Series 4: April 2023 onwards

Self-guided walks, prompted by a physical 'presence' on site on a wayfinding/information board which takes you to a dedicated web page to host your own walking tour of Mayfield.



3.2.5 Launch Exhibition

To amplify the interpretation and dissemination program the Mayfield development will be running a series of 'launch initiatives' which will include a substantive public-facing public exhibition

It will highlight the archaeology interpretation and dissemination as a key feature to interact with the audience group 'The Revellers' (3.1.3) a free-to-attend exhibition will be set up in The Depot. This will be a range of content captured throughout the program of dissemination up to that point in 2022. As with everything in the dissemination strategy it will be free of charge to view the exhibition targeted for all walks of life and ages.

3.2.6 Publication Three: Mayfield – Field Notes from the first Modern City

This third publication focuses on revealing Mayfield's ephemeral archaeology. The working title is:

Mayfield: Field Notes from the First Shock City. It draws on the documenting of Mayfield's ephemeral archaeology documented through photographs and field notes during the construction of the park and draws on aspects of the Mayfield stories and the archaeology and historical surveys. The book will be sold initially at Mayfield through freight Island at a not-for-profit price (c. 6,000 people daily visitors) and available as a free download. 500 copies will be kept for issuing to schools, libraries, local organisations, and visiting groups to the site. The publication is planned for September 2022 to coincide with the private view and public launches of the park.



4. Delivery of dissemination

Element	Date of Delivery
Publication One: Greater Manchester Revealed Book	Sponsorship from Mayfield paid awaiting publication
Publication Two: The Mayfield Stories Cards (limited edition run)	March 2022
Grit Walks Season 1	March-June 2022
Grit Walks Season 2	July-August 2022
Grit Walks Season 3	September 2022-April 2023
Launch Exhibition	September 2022 (live for one month)
Publication 3: Mayfield Field Notes	September 2022
Grit Walks Season 4	April 2023