

Pendleton, Salford, Greater Manchester, UK

VISION The ACS represents an exciting and multifaceted body of culture based projects designed address the root cause of some of Pendleton's most intractable problems. In delivery, the strategy will be rolled out as part of the regeneration of Pendleton to enrich the process of change and allow the community a direct role in the shaping of this new place.

KEY RECOMMENDATIONS The recommendations within our report took the form of setting out a series of objectives, addressing four key areas of life within Pendleton: economic opportunity, skills, the environment and social issues. We then devised a series of Area Based Cultural Initiatives (ABCIs) designed to offer real solutions to the challenges our study had identified.


PENDLETON

PENDLETON

CLIENT TESTIMONIAL *'Plan Projects were appointed to prepare an Area Cultural Strategy for Pendleton area of Salford. We were very impressed with the way the Plan Projects team delivered the community consultation aspect of the commission and their enthusiasm to reach the most difficult parts of the community and engage them in the consultative process. The result of this enthusiasm is a strategy which has the potential to encompass the whole community.'*

Nik Puttnam, Head of Development, Office of the Chief Executive, Salford City Council