

**MANCHESTER SCHOOL  
OF ARCHITECTURE**

# **GOOD MORNING SALE WEST**

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**MANCHESTER**  
1824  
The University of Manchester

 **Manchester  
Metropolitan  
University**

 **Our  
Sale  
West**  
BIG LOCAL

**MSA  
LIVE 24**

## Team

**Tara Sutton** (MA AR)

**Zihao Lin** (MA AR)

**Kyle Longley** (MArch1)

**David Nabil Boshra A** (MArch1)

**Xinjia Zhu** (MLA1)

**Benson Tsai** (BA1)

**Channy Eu** (BA1)

**Ellie-Mai Gee** (BA1)

**Poppy Eatough** (BA1)

**Ellie Holliman** (BA2)

**Lan Tran** (BA2)

**Liam Carroll** (BA2)

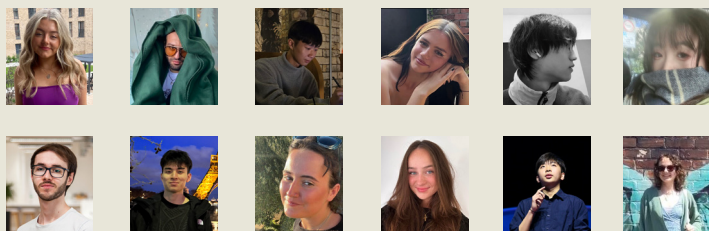
**Rebecca Charlton** (BA2)

**Yara Abdulelah A A** (BA2)

**Ziheng Lan** (BA2)

## Partners

Our Sale West is one of 150 Big Local initiatives across England, each receiving £1,000,000 to be invested over ten years. The initiative, focused on the Sale West estate, started in November 2015 after three years of planning by residents. The Our Sale West Board, primarily composed of local residents, manages the program, ensuring community-led decision-making on priorities and spending. The board meets monthly, and agendas and minutes are available online. An Annual General Meeting is held each year for member elections. A team is employed to deliver community projects and secure additional funding. The initiative aims to enhance the Sale West estate, benefiting all residents. Despite past challenges with crime and loss of amenities, the community remains optimistic. Continuous project planning reflects the evolving needs of the community.



# Introduction

## Good Morning Sale West

Our rebranding initiative is introducing new enthusiasm into Sale West Community Centre, a central heartbeat of the local community. Inspired by the community spirit of the residents and symbolising unity, this project aims to transform the centre into a modern, inviting space that reflects the dynamic and diverse nature of Sale West. The refurbishment will see the facility's interiors updated with contemporary aesthetics, creating a welcoming atmosphere that encourages participation and engagement across a variety of activities and events.

Central to this transformation is the emphasis on inclusivity. The newly rebranded Community Centre will host a range of community-driven events designed to bring people together, celebrate the shared culture, and acknowledge the unique contributions of every individual. From social gatherings and cultural festivals to educational workshops and support services, the centre will cater to all demographics, ensuring that everyone has a place to connect, learn, and grow.

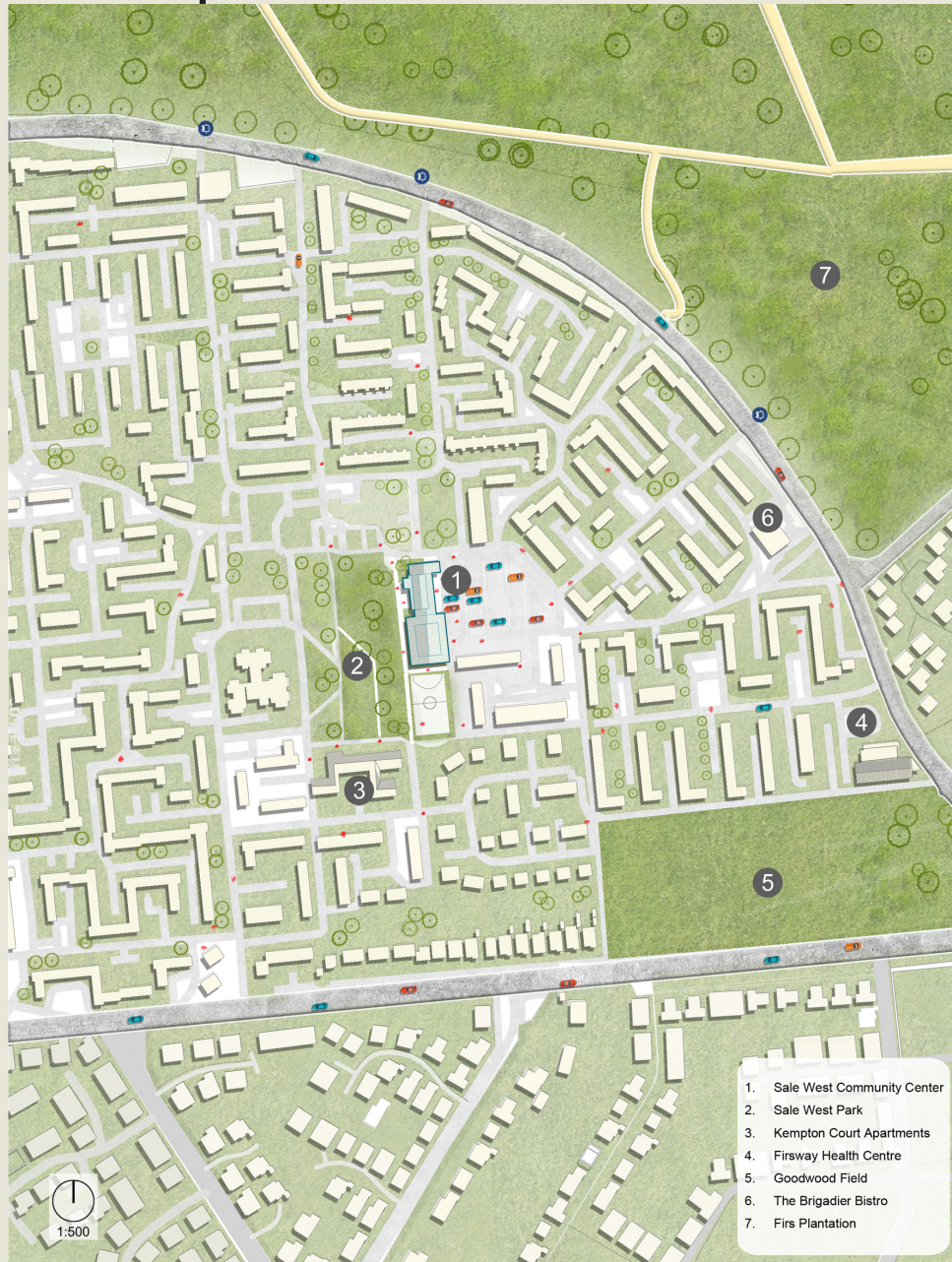
The social impact of this project is profound. By modernising the community centre, we aim to enhance social cohesion, fostering a sense of belonging among residents. The updated facility will offer a safe and accessible environment for vulnerable groups, including the elderly, individuals with disabilities, and families in need. Dedicated spaces for youth activities will provide the young people in the community with opportunities for positive engagement, helping to reduce antisocial behaviour and improve educational outcomes. Additionally, the centre will serve as a venue for cultural enrichment, hosting events and programs that celebrate the diversity of Sale West and promote inclusion.

The agenda for the project is comprehensive and community-focused. Initially, we will engage in thorough community consultation, gathering input from residents, local charities, and stakeholders to ensure the refurbishment meets the community's needs and expectations. The design development will involve collaboration throughout the teams varied backgrounds to create a space that maximises functionality, accessibility, and sustainability. During the construction phase, efforts will be made to minimise disruption to the community, prioritising safety and quality.

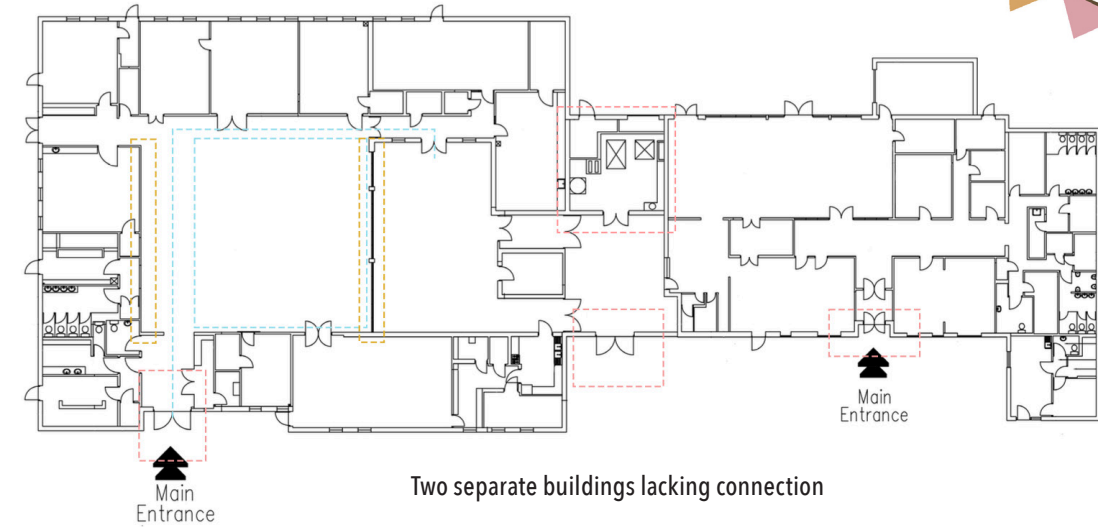
The rebranding and refurbishment of Sale West Community Centre is more than a physical transformation; it is an investment in the heart and soul of the community and is of the highest importance to many of the residents. By creating a modern, inclusive, and sustainable space, we aim to enhance the quality of life for all residents and foster a stronger, more connected community.



# Site Map



# Current Site Cons

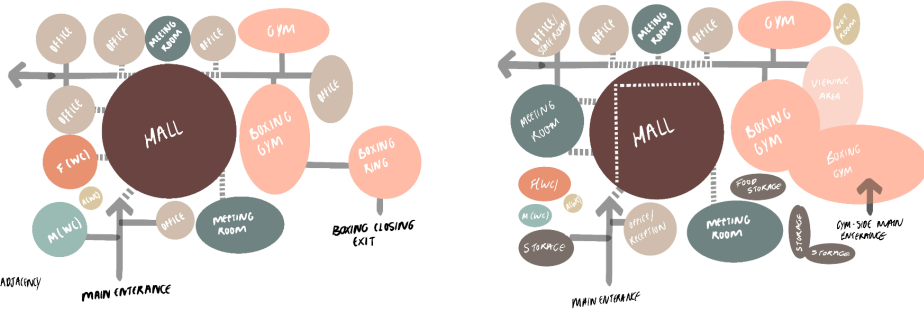


- Fundamental Issues
- Material Clashes
- Circulation Issues

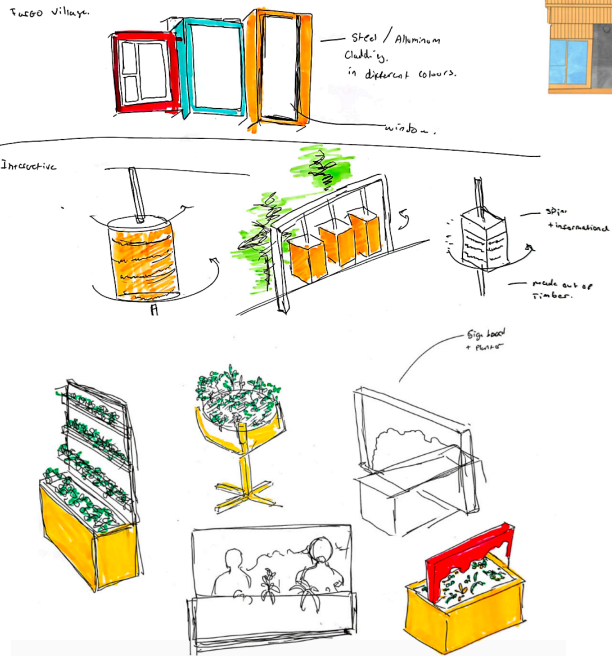


# Initial Ideas

## Floorplans



## Signage & Landscape



## Exterior Cladding



# Proposed Plans



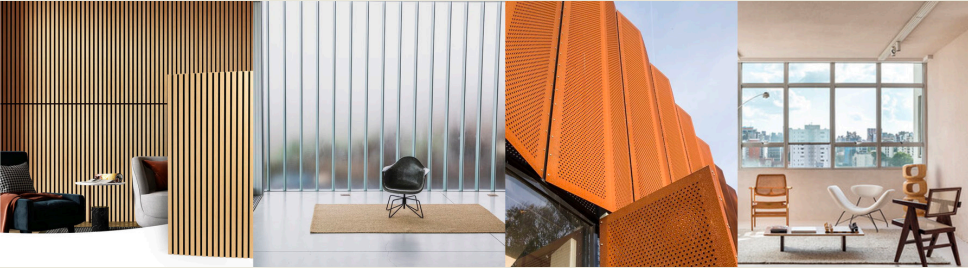
Iteration 1



Iteration 2



# Material Mood Boards



Timber

Cork

White Services

Seats

Lightweight materials to help guide day light through the building



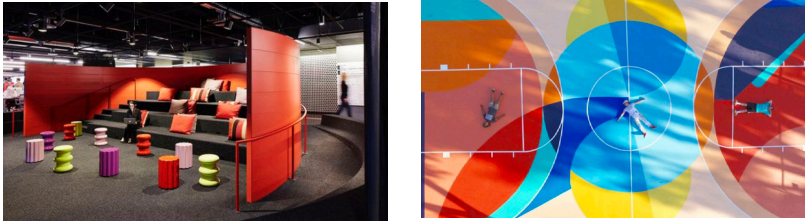
# Furnishings



Movable furniture for flexibility of use



Controlling acoustics in high ceiling areas



Playful designs to attract and involve children





# Colour Schemes



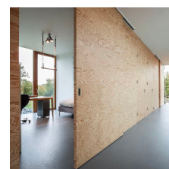
White & Navy

Blue & Navy

Green & White

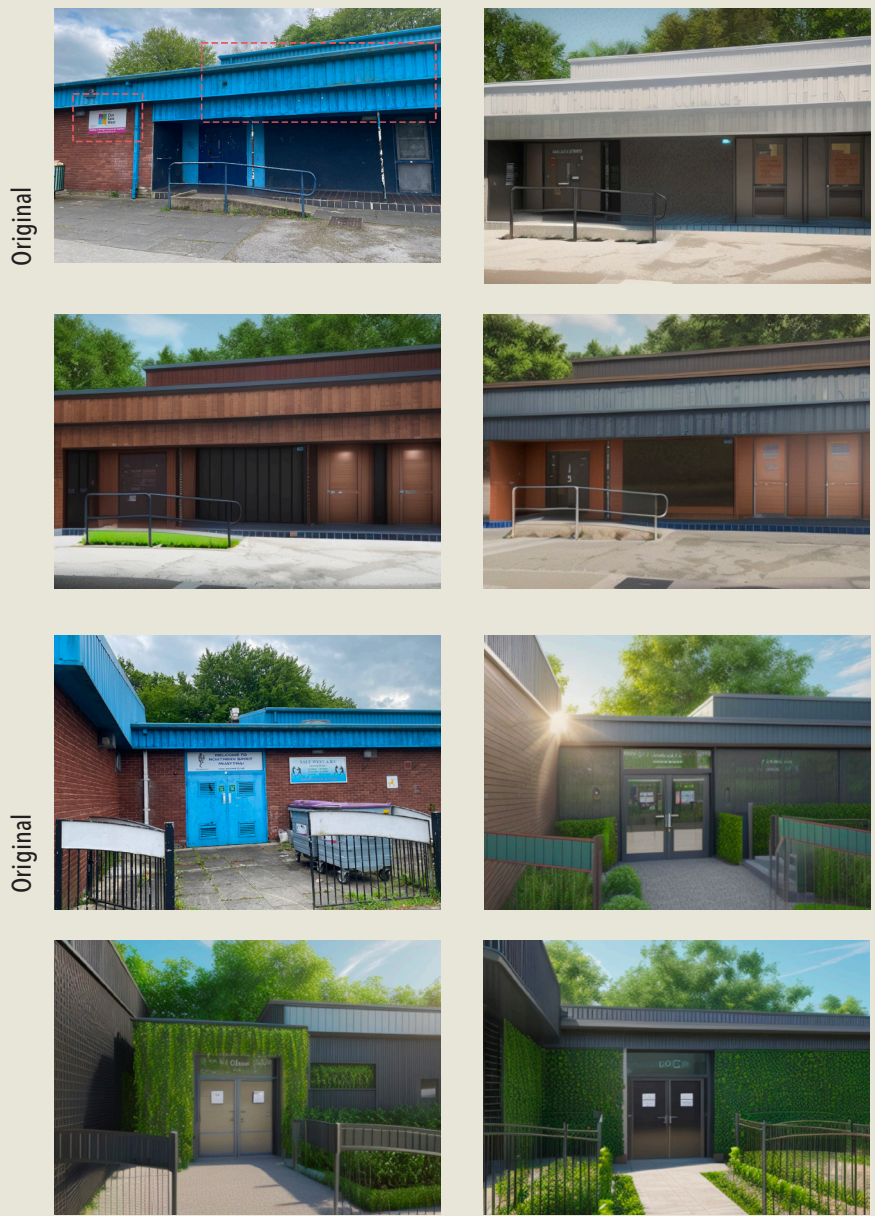


Timber wall dividers to separate offices spaces and activities.



# Exterior Views

Using AI to generate ideas of different exterior cladding and new entrance access.



Original

Original



# Interior Themes

Different furnishings giving varying outcomes on the feel of the room



Green Wall



Timber Cladding



Colourful Modern

# Interior Views

3D Renders of the newly designed building



New Reception Meet & Greet



Boxing Gym & Viewing Point

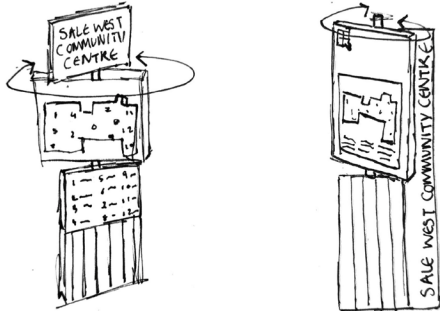


Lounge & Waiting Area



# Proposed New Exterior & Signage

Final exterior render of the newly proposed community site!



New signage proposals for on site and road attraction





## ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 and Masters of Architecture & Adaptive Resuse students with those in BA foundation, year 1 and year 2 and Masters Landscape Architecture 1 in mixed-year teams to undertake live projects with external partners to create social impact.

## LIVE PROJECTS

All MSA LIVE projects are live. A live project is where an educational organisation and an external partner develop a brief, timescale, and outcome for their mutual benefit.

## SOCIAL IMPACT

All MSA LIVE projects are for community benefit or have social impact. Social impact is the effect an organization's actions have on the well-being of a community. Our agendas are set by our external collaborators.

## EXTERNAL PARTNERS

MSA LIVE projects work with many organisations: charities, community groups, social enterprises, community interest companies, researchers, practitioners and educators.

## STUDENT-LED

Our MSA masters students take the lead in the project conception, brief development, delivery and co-ordination of a small project. Other cohorts joined for an eventful 2 weeks of activities at the end of the academic year.

## KNOWLEDGE TRANSFER

Working in teams within and across year groups and courses; MSA students participate in peer to peer learning. In addition, collaborators, participants and students engage in the transfer of tangible and intellectual property, expertise, learning and skills.

## LARGE SCALE

This year approximately 600 students from 6 cohorts in MSA have worked on 40 projects with partners.

## QUESTIONS

For questions about MSA LIVE please contact the MSA LIVE team:  
[msalive@mmu.ac.uk](mailto:msalive@mmu.ac.uk)

## BLOG

[live.msa.ac.uk/2024](https://live.msa.ac.uk/2024)

## SOCIAL

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## WEBSITE

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