

o
ISSUE TEN

east

Sport for All
Waste Not
Holt Town
Not So Silent Majority



ISSN 1745-8277 WINTER 2009



the magazine about regeneration in east manchester

free



Waste not

It's not all waste paper and plastic bottles for the recycling company Emerge. Mark Hillsdon finds that the local social enterprise also runs an education programme and distributes surplus supermarket food.

“The principal idea was to try and get Manchester to wake up to recycling”

When Lucy Danger met up with friends in a local pub in 1995 few would have thought that a fledgling idea to get Mancunians recycling would, ten years later, turn a small corner of New Smithfield Market in Openshaw into the industrious epicentre for recycling in Manchester.

At the time, Danger was working for the Citizens Advice Bureau and had been on the fringes of a campaign to prevent a waste incinerator being built in east Manchester. The campaign was successful, and it was over a celebratory pint in Mary D’s that the idea for Emerge – or East Manchester Environmental and Resources Group Emerge to give it its full title – first began to take shape.

“The principal idea was to try and get Manchester to wake up to recycling,” says Danger, who’s now the managing director of Emerge, an organisation with over 30 full-time employees and an annual turnover of around £800,000.

“We started offering a recycling service to 50 households, using a rickety old van with wheelie bins on it,” she recalls. “It was a proper ramshackle set-up.”

For the first two years Emerge was a voluntary enterprise, moving from offices in Hulme to the West Indian Sports and Social Club in Moss Side, before finally arriving at a depot in Bessemer Street, off Ashton Old Road.

“It was pretty makeshift and edgy,” says Danger. “At that time the regeneration programme in east Manchester was just kicking off and there was the feeling that things were going to improve.”

The first big break came when Emerge began a waste paper round in South East Manchester covering 30,000 households. Gradually money began to trickle in from sources such as the landfill tax, charitable trusts and then a community fund at Kellogg’s.

Soon Emerge had set up a free recycling service for 150+ schools across Manchester and was also funded by the government to run one of the first recycling schemes for high-rise flats in the country. They also pioneered a kerbside, multi-material recycling service and eventually got a deal with the City Council to service 55,000 households.

Then, all of a sudden, recycling went mainstream. Emerge had blazed the trail so successfully that in 2005 the Council decided it would take over roadside collections itself. “At the time it was a bit of a shock,” recalls Danger, “but we looked at what we were trying to achieve, and the fact that the service had gone mainstream in many respects was positive – it’s what we set out to do.” But it also left her facing a series of tough decisions.

“We had to look very carefully at what we were doing and how we were going to pay the rent... there was a lot of belt tightening,” she says. In one month they downsized from 50 staff to 25, with some employees transferring directly to the Council’s joint venture company.

Losing the Council contract meant Emerge had to concentrate on the services they offered to companies and voluntary organisations, which weren’t covered by the local authority. They focused more on working with businesses in central Manchester, offering a collection service as well as advice to reduce waste.

A key contact for these businesses is Gareth Chantrell, who was recently promoted to the role of business service supervisor. He joined Emerge as a driver four years ago, and now liaises closely with customers about their recycling needs.

“I think the whole of Manchester needs a good recycling company,” explains Chantrell, who lives in Gorton. “Emerge really has progressed. It’s a small company but it’s got a very big image around it.”

Emerge makes a small charge for collecting the materials from businesses, he explains. The waste is sorted and then sold on to commercial reprocessors.

IT equipment makes up a large amount of the haul, and Danger is constantly looking at ways to reuse the monitors and printers that end up at the depot. They’ve recently started working with a national company which strips down the old equipment so that every component gets recycled. “They do a lot of re-use as well and we’re always keen to try and push the agenda for getting people to think more about re-use,” she adds.

Chantrell is currently studying for a team leader qualification and has ambitions to one



Previous page:
At a local hostel, Paul (left) and Joe heat up FareShare soup delivered by Emerge.

Opposite:
Lucy Danger started Emerge after a chat in the pub.



“I’ve found something that I really want to do,” he says. “FareShare is a brilliant idea and I’m just absolutely delighted to have got involved.”



Top:
Gareth Chantrell “Emerge has got a big image...”

Bottom:
Martin Jamieson organises another FareShare delivery.

day become operations manager. “I always wanted to progress in life and get better jobs and do better for myself personally. Emerge has opened a lot of doors for me and given me the opportunity,” he says.

Community inclusion and the provision of training and lifelong learning have always been core values at Emerge, and the organisation currently has over 20 volunteers, many from the local community.

Martin Jamieson is one, and he began working for Emerge Food, a subsidiary of the main organisation, last year. He’s now helping with the running of FareShare, a franchise which redistributes in-date surplus food.

“I came for an interview and took to it straight away,” says Jamieson. “Warehouse work is what I used to do.

“I started working on the Smithfield Market when I was about 15... it was all fruit and veg then... At three or four o’clock in the morning this place used to be chock-a-block. There were juggernauts all over the market and traders coming in and buying stock.”

An industrial injury 20 years ago has left Jamieson suffering from occasional blackouts, but FareShare is offering him a way back into work. He now checks the food that’s regularly dropped off by many of the city’s large supermarkets – which is often simply wrongly labelled or has damaged packaging – and then helps to distribute it to support organisations and hostels such as the Booth Centre and Mustard Tree who help individuals in need.

“I’ve found something that I really want to do,” he says. “FareShare is a brilliant idea and I’m just absolutely delighted to have got involved.”

FareShare has the dual aims of relieving food poverty and cutting back on food waste and Danger hopes it’s a service that retailers will ultimately pay for. “The food industry is effectively saving money – if they didn’t give us the food they would throw it away, and would have to pay to do that,” she says.

Danger has always wanted to take Emerge’s message into schools too but lacked the funds until last year, when they were awarded £500,000 by the Big Lottery Fund’s Reaching Communities programme.

“It’s been a long time coming,” jokes Danger. “From the very early days people were saying, ‘you’ve got to educate the children,’ and it’s true of course.”

The three-year ‘Real Skills programme’ is now taking the ‘Reduce, Reuse, Recycle’ message into primary and secondary schools, with three new education workers also working with young people on issues around social enterprise and the environment.

“Working with schools was also the natural progression in spreading the ‘act local, think global’ message,” says Danger.

Emerge are continuing to diversify, working as resource efficiency consultants for organisations like the Co-op Group, Northwest Regional Development Agency and Kellogg’s, while also in discussions with NHS Manchester and the Social Investment Fund about setting up a training kitchen to raise awareness about food and run cooking classes in general.

There are also plans to buy new equipment that can ‘add value’ to recycled materials by reprocessing them, even turning them into completely new products. And there’s a contract with Trafford Council to provide a kerbside collection to 7,000 properties, too.

At its heart, Emerge remains a community business, an organisation offering local volunteers the chance to improve their job prospects. “We genuinely try to employ local people,” says Danger. “There’s a lot of really positive energy from the staff... I think east Manchester has got a really good community vibe about it.”

Sport for All

Len Grant discovers how Manchester Velodrome has shaken off its alien spaceship image to become the focus of local pride.

“There can’t be many sports where beginners and world champions use the same facilities. You can’t imagine popping down to Old Trafford for a kickabout, but that’s what happens here.”

He’s down here five times a week. Mostly it’s with his cycling club, Sportcity Velo, but today it’s with his school club.

Luke Bolton, 15, is in Year 11 at Gorton’s Wright Robinson Specialist College and has been cycling at Manchester Velodrome – also known as the National Cycling Centre – for the past four years. Looking the part in his shades and with his own fixed gear bike, he flies around the wooden banked track with the style of heroes Chris Hoy and Matt Crampton.

Parent volunteer Adele Cornwall has been bringing a dozen or more cyclists down to the track after school for six years now. “There was no-one to take them to begin with,” remembers Adele, “and so I said I would bring them down on the bus. I didn’t even know what a velodrome was and then when we first walked in, it was just, ‘Wow!’ and I’ve been coming down ever since.

“They have their session immediately after the British Cycling elite team so, over the years, they’ve got to know them pretty well. They’re all on first name terms, which is fantastic.”

Although the Great British cycling team – the likes of Hoy, Pemberton and Wiggins – are known as the elite squad there is nothing at all elitist about this place. As the General Manager, Jarl Walsh, points out, “There can’t be many sports where beginners and world champions use the same facilities. You can’t imagine popping down to Old Trafford for a kickabout, but that’s what happens here.

It’s a great inspiration for the young riders to watch the professionals close up.”

The velodrome was opened in September 1994. Built by Manchester City Council as a potential home for British Cycling, it is still the only Olympic indoor cycling track in England. Cardiff has one and there are tracks planned for Glasgow and London (for the Commonwealth Games and the Olympics), but it took the arrival of the National Lottery to make things work in Manchester. With a new influx of lottery cash top-class riders were able to turn professional and train full-time in a first-class facility.

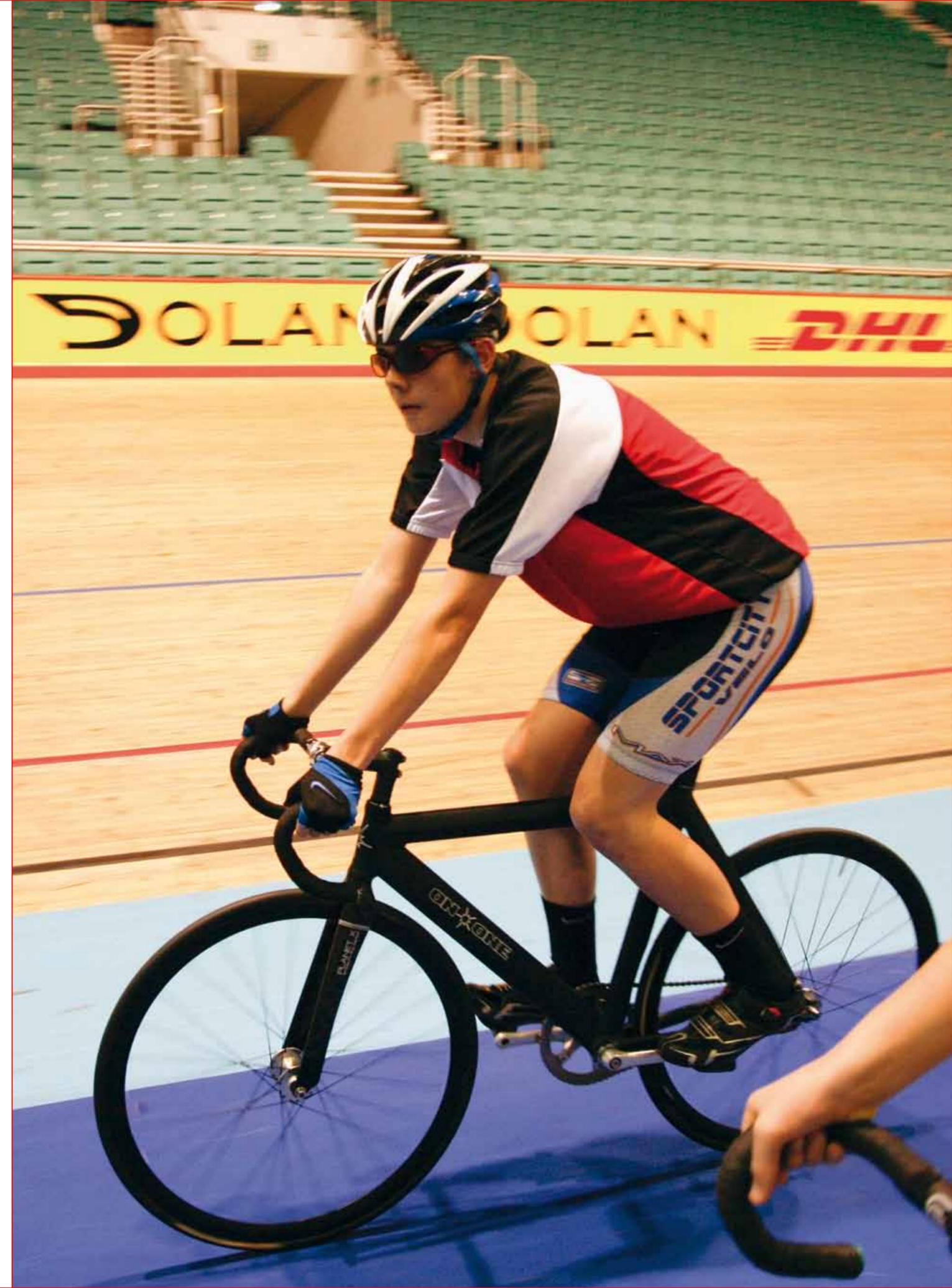
And it’s paid off. The cycling team came away from the Beijing Olympics last summer with eight gold, four silver and two bronze medals, nearly half of Team GB’s medal booty. Chris Hoy has since been crowned the BBC’s Sports Personality of the Year and has become a ‘Sir’ in the latest New Year’s Honours.

Such is the cycling success that the government’s investment in the elite sport will increase to nearly £27 million for the 2012 games, overtaking athletics, swimming and sailing. The majority of that investment will be spent in east Manchester.

All this success has meant the velodrome has witnessed a massive surge in the grass roots interest in the sport, on top of what was already a substantial following from committed amateurs. Taster sessions, where beginners can hop on one of the many hire bikes and emulate their sporting heroes or heroines, are now booked up months in advance.

For those whose prefer to sit, watch and scream, the Revolution events – held monthly

Luke Bolton takes to the track.







“The talent team from British Cycling start to pick up the teenage riders who are showing promise but the Sportcity coaches continue to support their young stars until they are taken on full time by the British Cycling squad.”

since 2003 – have consistently drawn large crowds, and since Beijing have been total sell-outs. Billed as ‘high octane fun’ for all the family, these Saturday night meetings feature the well-known riders as well as the rising stars.

“It’s getting very popular,” says spectator Phil Braybrooke who is in the stands with his three young sons, impatiently waiting for the riders to appear. “This event sold out immediately. People have seen it on TV and now want to see it live. And tonight is the homecoming, the first time the GB team have been seen on the track since the Olympics.”

Phil and his sons are all cycling mad. They train with the local club where Phil is a coach. All the boys know the names of the competitors and are clearly inspired by what they see. “I like track and road racing,” says 12-year-old Christian above the roar of the tannoy, “so I’d like to be in the Tour de France and the Olympics: I’d like to do both.”

As well as the GB team, Revolution regulars get to see many of the world’s best track cyclists over a series as international riders are brought in to compete with the home-grown talent. Road riders, too, come to make an appearance, and the format has become so successful that it’s been repeated in Australia.

But it’s the young guns that Phil gets most satisfaction from watching. The Future Stars races feature every region in the country and eight of the North West riders ride for east Manchester’s very own Sportcity Velo. Many of them have come up through the ranks from the junior team, Eastlands Velo.

At a Saturday morning session for Eastlands Velo, coaches Tim Ferguson and Alan Mason recount the origins of the club. “It was started by the Council when the velodrome first opened,” says Alan, “but now it’s run exclusively by volunteers, many of them riders or ex-riders, and many of them parents.”

“For the junior club we take riders from eight and teach them the basics of track cycling,” explains Tim, “and then, at 14, they move onto to Sportcity Velo where things get much more competitive.”

The talent team from British Cycling start to pick up the teenage riders who are showing promise but the Sportcity coaches continue to

support their young stars until they are taken on full time by the British Cycling squad. Two of their ‘old boys’, Jason Kenny and Steven Burke, were developed through this route and went on to win medals in Beijing.

“Jason Kenny started cycling at our taster sessions in 2000,” recalls Alan with more than a touch of pride, “and then, eight years later, he’s on the top of the podium with a gold medal around his neck. That’s not bad that, is it?”

Tim and Alan acknowledge that their clubs are at an advantage over others who don’t have a cycling track on their doorstep. “We let members of other clubs – up to a certain age – come and train with us and take advantage of the facilities,” says Alan.

They’re also keen to encourage more local riders into the sport by targeting east Manchester schools and youth clubs. “People might think it’s an expensive sport, and it can be,” says Tim, “but we have our own supply of track bikes for new riders so parents don’t have to spend hundreds of pounds on equipment. Our beginners’ session on Mondays is only £1.50 for the hour.”

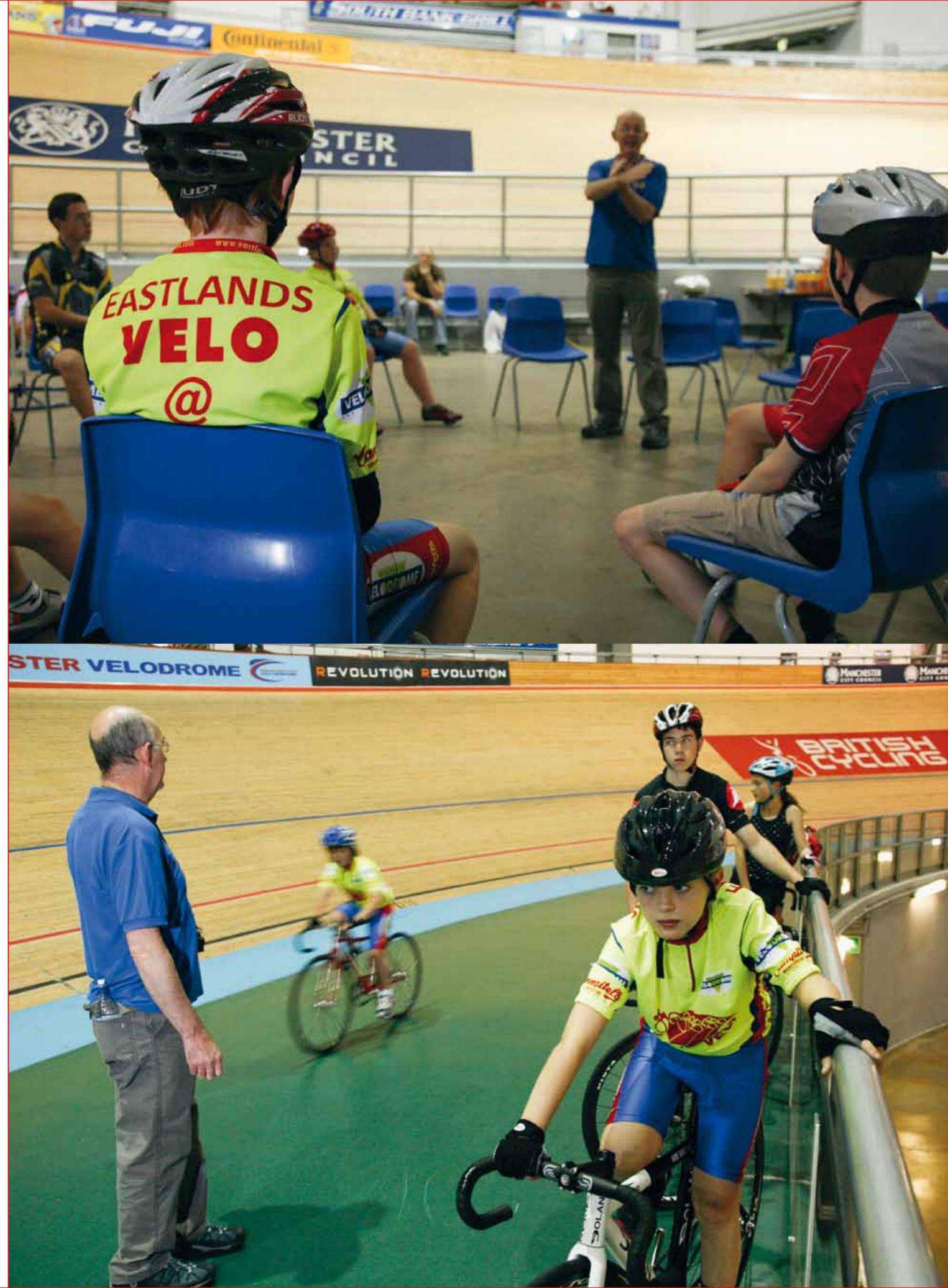
Eleven-year-old Niall Melarkey started out at the Monday evening trial sessions after coming along with his old primary school in Beswick. He’s now hooked and has progressed to Saturday mornings where he trains with 30 or more other riders. “I’m learning new skills,” he says, “and building up my stamina. Then I can move up a group as I get stronger.”

The cycling bug has bitten Niall’s dad, Pete, too. “We came first to watch the European Championships. It was absolutely unbelievable, so different from watching it on TV. It really gets your adrenaline going, seeing them race around the track at those speeds.

“I thought the velodrome was a complete eyesore when I first saw it but it’s totally different on the inside. It’s brilliant. It’s been really good for the area.”

manchestervelodrome.com
cyclingrevolution.com
eastlandsvelo.com
sportcityvelo.com

Niall Melarkey waits his turn to do a time-trial.



Full Ahead for Holt Town

Len Grant explores the little known backwater near Sportcity that will, in 15 years or so, redefine urban family living in the UK.

I've got a print for Ian. I photographed him the last time I visited Holt Town. "That was 18 months ago," I say, embarrassed it had taken me so long to deliver it. "And look," he laughs, "the same cars are still in the yard... we only got rid of that van last week."

Ian runs a mechanic's shop on Upper Cyrus Street – although, with all the incomplete chassis, car parts and piles of tyres, it looks more like a breaker's yard. He's been here for over 10 years now and although aware there are big plans for this part of east Manchester, he doesn't take much interest: "I lease this place and will be retiring before too long, so it won't affect me."

Today I am on a mission to capture some of what this overlooked area is about. Holt Town is triangular on the map, between New Islington and Sportcity, bounded by Ashton New Road and Bradford Road, its most prominent landmark being the massive gas holder alongside the Ashton Canal. The River Medlock runs through here as well, an unassuming asset waiting for an opportunity to fulfil its potential.

One of Ian's neighbours, John Cregg, who tells me he's 73, leases a yard at the back of a row of houses on Cambrian Street. "I do a bit of welding," he says, "the odd car but mainly security bars and gates. I only get the basic state pension but with all the bills I have to keep working to survive. I'm just about keeping my head above water but it's gone dead now, there's nothing much happening."

John Cregg:
"I'm just about keeping my head above water."

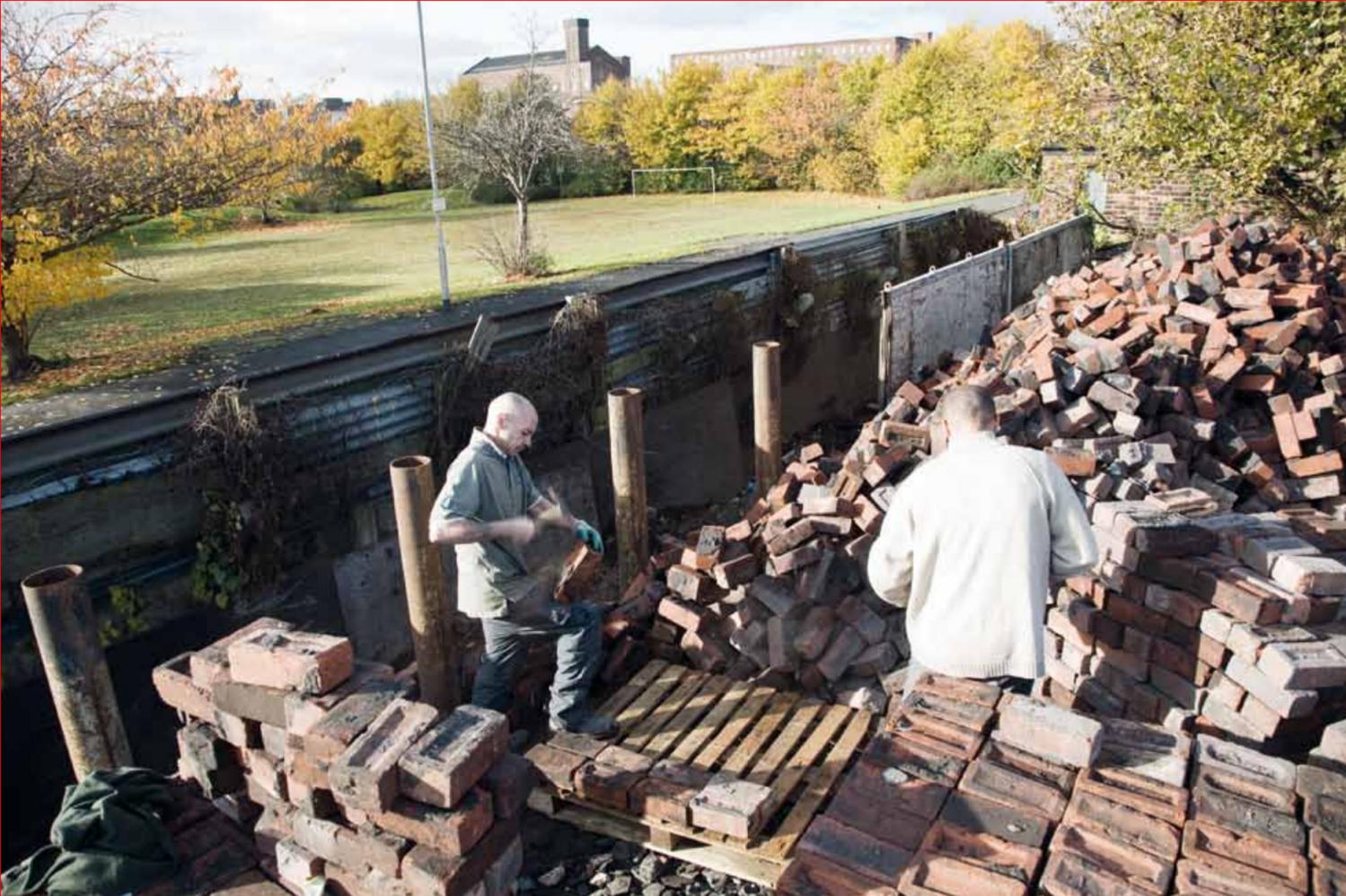
Around these few streets – against a backdrop of abandoned and decaying mills – there are dozens of small businesses and individuals eking out a living. In a yard that was overflowing with dismantled cars on my last visit, half a dozen men stoop over piles of reclaimed bricks, chipping away the old mortar and stacking the cleaned bricks on pallets. "They get sold on to brick yards," says Ian, a self-employed brick reclaimer, "and they're even more expensive than new bricks."

Holt Town has always had industry at its heart. As Manchester developed in the mid-nineteenth century Holt Town – named after a local mill owner – grew in a supporting role to the expanding metropolis. They say the location of industry, rather than housing, on the east side of the city is a consequence of the prevailing wind direction: the smoke from city centre activity blew up here rather than across what became the wealthier southern suburbs.

After John, I'm directed over the road to the Lunch Box café where Leanne Donnelly would, I'm told, be happy to have her picture taken. She is, thankfully, and whilst preparing a steak sandwich on the griddle, she tells me time is running out for them. "There's been a café here for 18 years," she says, "I've leased it for the last eight. I really enjoy it here. When it gets compulsory purchased we'll be offered another location, or be compensated for loss of business."







...this is the type of business I'm sure the master planners have in mind for the new-look Holt Town.

The vision for Holt Town, set out by developers Cibitas and its partners, is to create 'a pioneering new quarter for Manchester's city centre. Over 15 years it will become a sustainable, mixed use community of a kind previously experienced only in other parts of Europe'. The emphasis will be on family housing – there are 4300 homes planned – and the target residents are either those original city centre pioneers who now have a young family and still want the buzz of town, or those in the suburbs who feel they are missing out on the urban lifestyle. Optimistically the master plan claims that the Holt Town Waterfront, as it's being branded, will 're-define urban family living in the UK for the 21st century'. Powerful stuff.

Mostly it's difficult to extrapolate the hyperbolic spin developers put on their future projects; difficult to imagine the place populated by the cut-out figures on their computer-generated images. But walking now, on this crisp autumnal morning, through the deserted River Valley Park with the low sunlight picking out the last of the leaves on the young trees, I have to admit I can see into the future. I can see mums and dads, grandmas and grandads, strolling through the park; children chasing balls, dogs and each other; I can see joggers, cyclists and anglers (there's a cyclist now on the canal towpath, which helps); a couple walking hand in hand towards the tram stop and some others with their racquets heading towards the tennis centre at Sportcity. It really could work.

Then I'm back to reality: out the gate and into Upper Helena Street where three men are emptying the contents of their van into an unattended skip. They look at the camera, and at me, worried their clandestine activity might be recorded.

According to Sally Cockshaw from Cibitas the park will be central to the first phase of development, which includes the relocation of the larger businesses near Ashton New Road and the demolition of some of the houses on Cambrian Street. Alan and Julie Chadwick have lived in their housing association end terraced house for the last 14 years. "We know it's on the cards," says Alan after I've intercepted their shopping trip, "but they haven't told us much. Maybe it'll happen in the next two years."

"We'd like to stay in the area," continues Julie, "we've lived round here all our lives and my parents still live on Butler Street in Miles Platting."

I mention that the plans are for family housing. Do they think that would work here? "Oh yes," says Alan enthusiastically, "it's a really quiet area at night – no trouble – it'd be ideal for families."

At lunchtime I'm drawn down Pollard Street East towards the Crusty Cob pie shop, permanently populated by a queue of fluorescent-vested workmen and made famous by Ancoats' own singing postman, Dom Collins: 'The girls are all very friendly there/they all know what to do/you can tell they work in the Crusty Cob because they like a pie or two.'

Before my homemade meat pie I call in at Wellington House, a business and arts centre in an old warehouse building beside the canal. I've been here before, photographing Holt Town from the studio of a couple of artists I know. They're not in today but on the stone stairwell I meet Simon Renshaw who, with two colleagues, runs Marble Media, a website design company. Simon invites me to have a look at their set-up; all hi-tech in a post-industrial setting, very Mancunian. Unlike the scrap yards and brick reclaimers, this is the type of business I'm sure the master planners have in mind for the new-look Holt Town.

But isn't the Holt Town Waterfront just going to be another of those projects that has to keep its head down for a couple of years and wait for the economy to revive? Surely it's 'halt town' for Holt Town just now?

"No, we're not on hold," says Sally Cockshaw emphatically, "there's plenty to do. The tram is definitely coming through in 2012 so we've got a public square and a tram stop to put in. But we're not putting any sites up for sale just now, that wouldn't be appropriate."

So, as I brush away the pastry crumbs and head back to my car to write about the morning's activities, I'm already looking forward to documenting what must be one of east Manchester's most spectacular transformations. Hopefully, you'll still be able to get a decent meat pie.



Not So Silent Majority

The media overflows with stories of anti-social behaviour and youth crime, but two Beswick teenagers say there's another side that people rarely see.

"There's always going to be some teenagers who behave badly," says 17-year-old Thomas Redfearn, "but it's the rest of us, the majority, who get a bad image too. Older people only ever see the bad side, and I blame the media for that."

Thomas has been speaking out for young people since he was 14. It started when he attended a neighbourhood meeting about improvements to his estate. New East Manchester's resident liaison officer, Tracey Annette, was there and, Thomas recalls, "she got all the kids together and asked what changes we wanted to see."

It didn't stop after the meeting. Annette, keen to keep the group together, set up the Mini Movie Makers project where the Beswick young people worked with a professional film crew to make a DVD about east Manchester.

"It was great fun," remembers Thomas, "we did it in the style of a news report with an anchorman supposedly in the studio and 'correspondents' reporting from different locations. I did one report from Clayton Vale and another from our estate."

Now studying AS level Psychology, Sociology, English and Media at Manchester College, Thomas has always been interested in film-making. "The Mini Movie Makers project reaffirmed that for me. It was fun."

Following the film premiere at a city centre cinema complex, he and his fellow movie-makers were invited to join the North East District Youth Forum, otherwise known as the Bang of the Voice (BOTV). A collaboration

between Eastlands Homes, Manchester Youth Service and New East Manchester, BOTV provides 11–19-year-olds with the chance not only to voice their concerns but to counter some of the stereotypes Thomas is keen to challenge.

"Last summer the BOTV did some 'getting to know you' projects with older people," he says. "We went to an old people's home and taught them how to use their mobile phones. It was great. We taught them how to answer their calls and how to text. None of them had a camera phone so we didn't have to show them that!"

"Just the other month we worked with older people at Crossley House youth centre. We were all making paper pumpkins together for the Halloween Howler at Clayton Vale. It's all part of what's called intergenerational working, and everyone really enjoys it."

Thomas's participation with the BOTV has helped him personally too. For him it's a great confidence booster. "It's really useful," he says, "I never used to say much in class before I started with all these meetings and that, but now I'm much more vocal and happy to put my ideas across. I never used to socialise much, but I've made loads of friends through all the youth work."

Thomas is hoping to go to university and eventually get into media, working behind the scenes in TV or filmmaking.

His fellow youth forum member, 18-year-old Danny Robinson, is as close as it gets to a youth activist. He wrote his first letter

Thomas Redfearn and Danny Robinson at the Bang of the Voice youth forum.





Danny: "There have been improvements, but I still have issues with this park."

to his MP when he was just 12, complaining about the state of local parks. "I never felt safe in the park and wrote to make some suggestions. I'm still waiting for a reply!"

At 13, he volunteered himself to attend a consultation meeting at the City of Manchester Stadium. "There were lots of decision-makers there," he remembers, "regeneration people and council officials. The only way I can put it is that I blabbered on for an hour and a half about the parks and services to schools."

"The lighting in Bradford Park has never been good enough, and although there have been lots of improvements to the park since I was 13, lighting is still a concern that hasn't been properly resolved.

"I had issues about school too," he says. "We had good teaching staff at Wright Robinson but when you were ready to move on, there wasn't the support you needed."

The following summer Danny's enthusiasm was put to good use by regeneration staff when he came up with the idea of keeping east Manchester's young people busy during the holidays. "We organised something to do on each evening from Monday to Thursday for the whole six weeks. We had rock climbing one night, then some training with Manchester City coaches another night, just one activity after the other."

When NEM's youth co-ordinator at the time, Gary Buxton, was invited to contribute towards a national pilot of the Young Advisors scheme, Danny was a natural candidate. "At first I wasn't 100% sure what it was until I went on the training courses, but it's to do with informing decision-makers of young people's needs and the day-to-day problems they face. The feedback I give is partly my own thoughts and partly what other young people think, so I have to get out there and ask them their views. Yes, at first they were a bit sceptical of the whole thing but once they realised it could be for their own benefit, then they were OK."

Since becoming a young advisor more than three years ago, Danny and his colleagues have organised countless activities. "It's hard to remember them all," he says modestly, "but one of the best was getting the area's city councillors involved. Young people wouldn't normally go to councillors' 'surgeries' so we brought the councillors to the youth clubs and even organised a quiz show, 'Advice is your Right!' which was a good evening."

That dialogue between elected representatives and the young people they serve has continued. "Now," says Danny, "if you asked teenagers round here who their councillors were, many of them would know, which is more than can be said for the adults!"

He reckons his openness comes from his upbringing: "We were always taught that we could have an opinion," he laughs. "It wasn't always the right opinion, but at least we could say how we felt!"

Danny works for a national pub chain but, in the future, would like to join the police and continue working with young people.

East is the magazine about regeneration in east Manchester and is published three times a year by Len Grant Photography on behalf of New East Manchester Ltd

Issue 10 Winter 2009

Editorial address:
East Magazine
 New East Manchester Ltd
 187 Grey Mare Lane
 Beswick
 Manchester M11 3ND
 tel: + 44 (0) 161 223 1155

Photographs © Len Grant

Text © Mark Hillsdon, Len Grant.
Crusty Cab lyrics with permission of Dom Collins.

ISSN 1745-8277

Designed by Alan Ward @
 www.axisgraphicdesign.co.uk
 Printed by Andrew Kilburn Print Services Ltd.

All rights are reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or otherwise, including photocopying, recording or any information storage and retrieval system, without written consent from the publisher.

The rights of the photographers and writers to be identified as authors of this work have been asserted by them in accordance with the Copyright, Design and Patents Act 1988.

The opinions expressed in **East** are not necessarily those of New East Manchester Ltd

Cover:
 Training for Eastland Velo at Manchester Velodrome.

Back Cover:
 Ian in Holt Town.

Partly funded by



About East

East is all set to change! From early summer **East** magazine will be launched into cyberspace and will be online at www.thisiseast.com. This digital reincarnation will mean more people will get the chance to see what's happening in east Manchester. We will use the technology to best advantage by adding new stories more quickly and incorporating short films and audio.

Photographer and writer, Len Grant will continue to go out and about, interviewing local people and capturing the essence of east Manchester. There'll be more of the images and articles that have made **East** magazine a distinctive record of the area's transformation.

In the four years since we launched **East**, the magazine has covered a wide variety of subjects. Our first issue, at the beginning of 2005, heralded the construction of B of the Bang: Len's gritty black and white pictures recorded what we sadly now know was a flawed installation. In that issue he also documented many of the local pubs that were enjoying extra trade with Manchester City's return to this side of town.

East has followed much of the physical regeneration that New East Manchester has spearheaded. We've seen New Islington come out of the ground with pictures and articles on the new housing, water park and infrastructure. New and renovated homes in Ancoats, Beswick and Miles Platting have all been profiled, as have plans for Toxteth Street and, in this issue, Holt Town.

Len has celebrated the success of resident groups; artists; schools; dedicated individuals and voluntary organisations. He's featured Sure Start, Gorton Monastery (twice), a multi-million pound restaurant and the arrival of the Metrolink; we've had articles from a variety of local writers on subjects as diverse as the co-operative societies, the local internet provider Eastserve, and community radio.

The printed version of **East** is not disappearing completely. Each year we will publish a smaller format, single issue which will compliment what you'll see and read online.

If you'd like to keep up with developments here in east Manchester, email len@lengrant.co.uk and we will let you know when **thisiseast.com** is launched.

Eddie Smith
 Acting Chief Executive, New East Manchester Ltd

Contributors in this issue

Len Grant is a freelance photographer and writer based in Manchester. For the past decade or so he has made regeneration the subject of his personal and commissioned work. His most recent book, *From the Ground Up: New Islington 2001-2007* charts the development of east Manchester's Millennium Community. He is currently working on a personal project about social exclusion. Also see www.lengrant.co.uk

Mark Hillsdon is a freelance writer who came to Manchester as a student 20 years ago and never left. He's written for a diverse range of publications from *Esquire* to *Country Walking*, as well as several national newspapers. A consultant editor on the *Time Out* guide to Manchester, he is currently working on his first children's novel.



In this issue of East:

Mark Hillsdon rediscovers the meaning of the 3R's; Len Grant investigates who's using the velodrome; Manchester's largest scheme for family homes; a shout-out for young people; and **East** goes online

10

