



Report to :	EXECUTIVE CABINET
Date:	30 August 2017
Executive Member / Reporting Officers:	Cllr John Taylor – Deputy Executive Leader Damien Bourke – Assistant Director, Development and Investment
Subject:	NAMING THE JOINT PUBLIC SERVICE CENTRE
Report Summary:	This report outlines the approach to the naming of the new Joint Public Service Centre, being built in Ashton, in preparation for its opening in 2018.
Recommendation:	<p>The Vision Tameside Signage Strategy sub-group put forward the following recommendations that Executive Cabinet are asked to agree:</p> <ul style="list-style-type: none"> • The Joint Public Service Centre be named the Daniel Adamson Building and displayed on a plaque in the foyer. • The Advanced Skills Centre be named the Hannah Mitchell Building and displayed on a plaque in the foyer. • The entire building be known as Tameside One. • A Tameside One logo be designed and used on relevant signage where appropriate. • High level back lit signage to appear on each of the buildings displaying: <ul style="list-style-type: none"> ○ TMBC logo on the Joint Public Service Centre ○ Tameside College logo on the Advanced Skills Centre <p>The Vision Tameside name continues to be used for investment, development projects and economic growth.</p>
Links to Community Strategy:	The Council budget aligns with the priorities of the Corporate Plan and the partnership wide Community Strategy.
Policy Implications:	There are no policy implications related to this report.
Financial Implication: (Authorised by the Section 151 Officer):	Any expenditure associated with the naming of the buildings and for the redeveloped market area will be funded from within existing budgets of the Vision Tameside programme.
Legal Implications : (Authorised by the Borough Solicitor)	It will be important to pick a name that represents the vision and ambition the Council wants to inspire and achieve.
Risk Management :	In order to avoid adverse publicity it is important that due consideration is given to the name of the building and a name selected that will be approved of by the public.
Access to Information :	<p>The background papers relating to this report can be inspected by contacting the report writer Lorraine Kitching:</p> <p> Telephone: 0161 342 4043</p> <p> e-mail: lorraine.kitching@tameside.gov.uk</p>

1.0 INTRODUCTION

- 1.1 Vision Tameside Phase 2 (VTP2) is the second phase of a joint programme between the Council and Tameside College. Tameside Administration Centre (TAC) has now been demolished and construction work is well underway to build the new Joint Public Service Centre and Advanced Skills Centre in its place.
- 1.2 Together with the Phase 1 Advanced Learning Centre, market square redevelopment, construction of Tameside Interchange (Ashton-under-Lyne) and public realm improvements currently underway, the project will provide a major new development focus as well as securing our main civic buildings around the borough.
- 1.3 The new Joint Public Service Centre will consolidate a number of community services including the Council's customer services centre, the Clinical Commissioning Group, Job Centre Plus and the public library. Separate entrances are provided for the public sector services and the college.

2.0 BACKGROUND

- 2.1 A number of options for naming the Joint Public Service Centre and Advanced Skills Centre have been considered and recommendations for the name were determined by a small sub-group which consisted of the following members:
 - Cllr John Taylor – Deputy Executive Leader
 - Cllr Gerald Cooney - Executive Member (Healthy and Working)
 - Jackie Moores – Principal of Tameside College
 - Damien Bourke – Assistant Director (Development and Investment)
 - Emma Varnam – Assistant Director (Stronger Communities)
 - Sarah Dobson – Assistant Director (Policy, Performance and Communications)
- 2.2 Subsequently a Signage Strategy sub-group was established to review and finalise the plans for naming the building, consider a strategy for naming the core area of the redevelopment taking place as part of Vision Tameside and agree a signage strategy. This group was chaired by Cllr Fitzpatrick and consisted of the following members:
 - Ade Alao – Investment & Development
 - Andrea Wright – Investment & Development
 - Lorraine Kitching – Policy and Communications
 - Lynn French – Tameside College
 - Adrian Hewitt – LEP
- 2.3 This report sets out the recommendations for naming the Joint Public Service Centre and Advanced Skills Centre which Executive Cabinet is asked to approve.

3.0 DRAFT PROPOSALS

- 3.1 It is proposed that the Joint Public Service Centre and the Advanced Skills College are named separately. It is recommended that the Joint Public Service Centre be named the **Daniel Adamson Building** and the Advanced Skills Centre be named the **Hannah Mitchell Building**. The rationale for each of these names is detailed below.

Daniel Adamson Building (preferred name for the Joint Public Service Centre)

- 3.2 **Daniel Adamson** (30 April 1820 – 13 January 1890) was an English engineer who became a successful manufacturer of boilers. He was also the driving force behind the inception of the Manchester Ship Canal project during the 1880s. Adamson established his first iron works,

Daniel Adamson and Co, in Newton Moor. This was followed by the establishment of a second foundry, built on what was then called Muslin Street (now called Talbot Street). Products of these foundries were patented, and exported worldwide. The company's success led to a third works being built, in Dukinfield.

- 3.3 In addition to his iron works achievements, **Adamson** was a strong advocate of the Manchester Ship Canal, which later led to him becoming the first chairman of the Board of Directors of the Manchester Ship Canal Company. He was also elected as President of the Iron and Steel Institute.
- 3.4 **Daniel Adamson** was a pioneering engineer of his time and was internationally renowned with his innovations in boiler design and the manufacturing process associated with them. Tameside has a strong manufacturing heritage in particular in the textile and engineering sectors and naming the Joint Public Service Centre after **Adamson** would reflect this proud heritage and the contribution he made to engineering. A blue plaque commemorating **Adamson** is in Adamson Street, Dukinfield.

Hannah Mitchell Building (preferred name for the Advanced Skills Centre)

- 3.5 In 2018, the year the new Advanced Skills Centre will be opened, it will be the 90th anniversary of all women aged 21 and over receiving the right to vote on the same terms as men. **Hannah Mitchell** was a suffragette, who lived on Elizabeth Street, Ashton, from 1900 to 1910. **Hannah** left home at 14 seeking a better life for herself and found work as a dressmaker and in domestic service in the household of a schoolmaster. This allowed Hannah to pursue her dream of becoming a teacher and enabled her to improve her education.
- 3.6 Influenced by Robert Blatchford's newspaper, The Clarion, Hannah became involved in the socialist movement and attended the Labour Church. She began to speak at meetings of the Independent Labour Party and worked as a part-time organiser for Emmeline and Christabel Pankhurst's Women's Social and Political Union. After the Armistice she started to work with the ILP again and in 1924 they nominated her as a member of Manchester City Council. She was elected and served until 1935. **Hannah Mitchell** who in spite of her upbringing valued education and fought, first for the rights of the working class and then for the rights of women. Naming the new Advanced Skills Centre after **Hannah Mitchell** would recognise her contribution to equalities and the importance of education for all.
- 3.7 It is proposed that the building's names are displayed on plaques in the foyers of the respective buildings similar to the approach taken at Guardsman Tony Downes House.
- 3.8 In order to distinguish between the two buildings, it is proposed that signs are displayed on the ends of each of the buildings as illustrated in Picture 1 using the Council's and Tameside College's logos.



Picture 1: Position of Tameside Council and Tameside College's logos

- 3.5 It is proposed that the core area of the development would be known as Tameside One. It is proposed that a logo be developed to represent Tameside One and this be used on the signage around the area.
- 3.6 A meeting took place at Tameside College on 15 May 2017 where the proposed names were formally agreed.

4.0 RECOMMENDATIONS

- 4.1 As set out on the front of the report.