

# Bootle Canalside

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1. Design Evolution
  2. Events Programme
  3. Brand
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# Design Evolution

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# Work to date

All works undertaken to date funded through support from LCRCA are now complete including;

- **Site Acquisition and site clearance works:** All works to structures, site surfacing, and facilities/furniture are completed including
- **Installation of Staircase and Access Gates:** Provided access from the higher level at Stanley Road onto the Main site



# Work to date

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- **Site Surfacing:** all surfacing and associated drainage works have been completed by Dowhigh through their HM1 Term Contract with the Council.
- **Containers:** – 10 containers have been installed on site to provide a base for a mixture of uses including Food and Beverage, and Community use
- **Waterside Garden:** There are 2 main elements to the scheme:
  - 1) The project Planters and attached seating have been delivered by Bootle Toolshed, a charity based in the Strand Palatine.
  - 2) The planting scheme has been delivered by Horticon Ltd of Wilmslow, including an establishment period of 12 months.



# Work to date

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- **Site Security:** A CCTV camera has been installed on the corner of the M&S building which covers all aspects of the site. This is being monitored by the Strand security management operation. The rest of the site is gated/fenced to stop any trespass outside of opening hours.
- **Site Facilities:** a Toilet Block and a Changing Places unit has been installed and both are operational to support any site events
- **Other site works:** a programme of other site works have been undertaken and installed to enable the use of the space for events including
  - Benches and Bin Storage Area: Provided by Bootle Toolshed
  - Cycle Hoops
  - New Main Gates
  - Edge Clearance and Landscaping
- Note that all above elements are movable to fit in with revised layout plans.



# Next phase of work

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- **Canal Edge and footpath:** works are currently on site to provide new secure gates at the Stanley Road canal edge, along with the removal of the 130m of palisade fencing to open up the Canalside site to the Leeds Liverpool Canal for completion pre Xmas. Works to install a new footpath along the site/canal edge will start in January 23.

## Design Enhancements

- Following Cabinet confirmation of funding allocation, DV8 Designs were appointed to
  - complete a critique of, and enhance existing design proposals
  - produce detailed site plans to enable the delivery of our vision for the site
- Initial ideas have now been produced (see below in presentation) which are being evaluated by the project team



# Mood Board



Industrial materials,  
as furniture



Neon signage  
samples



Bright  
colours to  
appeal to  
market





# Mood Board 2



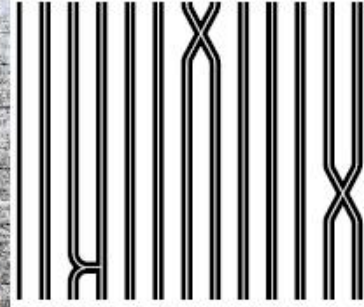
Signs should be high and lit up!



Examples of how patterns can be applied



Line patterns, railways / tramlines



Pops of colour to appeal to market







SALT  
AND  
TAR  
MADE IN  
BOTTLE





# Events Programme

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# Events

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- Two major events planned for 2023, including Comedy Weekender plus a large scale music event spread over two weekends in partnership with Sound City and Live Nation
- This will be complemented by other events such as Food and Drink Festival, Outdoor Cinemas, Sporting Events, Community Events and regular events such as live music, markets, beer festivals etc..
- The Site's events programme will also be designed around seasonal opening, for example summer and Christmas

Comedy Weekender  
26<sup>th</sup> May – 28<sup>th</sup> May

500 seated capacity

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Friday 26<sup>th</sup> May

- Chris McCausland
- Daliso Chaponda
- Nina Gilligan
- Brendan Riley



# Saturday 27<sup>th</sup> May

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- Daytime Family Funday Comedy Bingo with Martin Bigpig
- Evening Disco Bingo



Sunday 28<sup>th</sup> May

- Daytime Family Funday  
Comedy Bingo and Steve  
Royle
- Jason Byrne
- Jo Caulfield
- Scott Bennett



# Music Festival

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- 7<sup>th</sup>, 8<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> July.
- Red Rum Club Confirmed (>2.7k tickets sold to date)
- More major acts to be confirmed



# Christmas Experience

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# NCASS Street Food Initiative

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- NCASS Pilot scheme to enable hospitality led regeneration
- Providing event profiling support
- Marketing expertise and branding advice
- Access to a national caterer network
- Street food training programme development partnered with Sefton Adults Community learning and Hugh Baird College
- Learning programme commences Jan 2023



# Community Events

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# Brand

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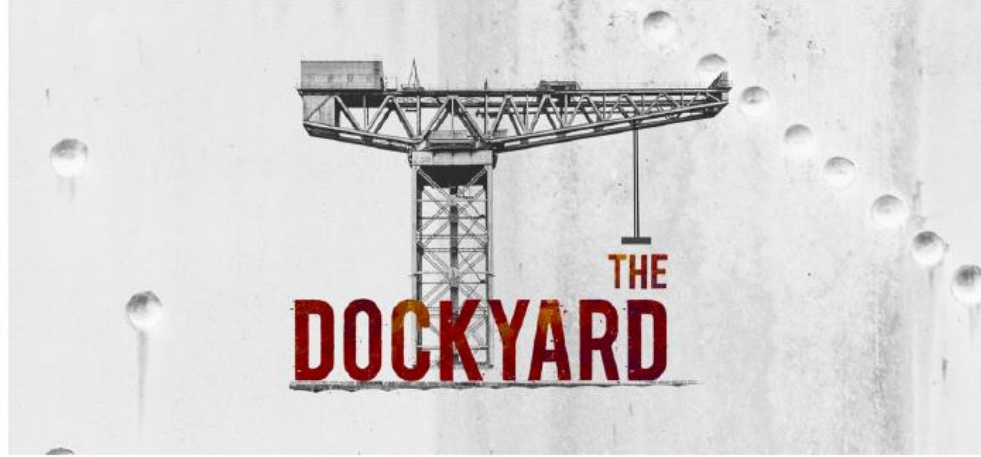


# Brand Example

## Dockyard

Glasgow

Street food, drink, and music venue



# Market Research – Agency Led

- Over 100 people surveyed covering all demographics
- 79% response rate
- Context provided for venue name options and creative direction
- Qualitative and quantitative questions asked
- Space for general comments included
- 10 name options provided in survey shortlist
- Respondents were asked to list their top 3 names (in order of preference) and their reasons for choosing it.

# Qualitative Comments

- Memorable, interesting name
- Like that it is easy to say
- Catchy and flows well
- Catchy and something you would remember
- Looked up area when read name, nice link to history
- Like the link with history of area
- It is a name I will remember
- Good industrial feel
- Great connection to area, easy to remember

SALT AND  
TAR:  
MADE IN  
BOOTLE

logo & strapline




logo & strapline on Tarmac

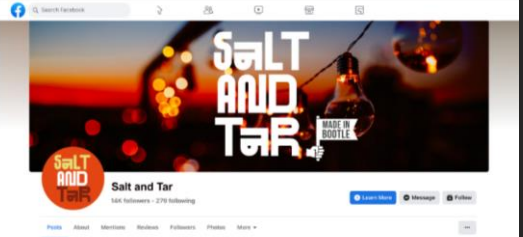


A large orange circle on the left side of the slide, partially cut off by the edge.

# SALT AND TAR: MADE IN BOOTLE

- When naming a venue like this, its important to consider the following:
  - Trademark registration
  - Domain registrations (ideally a .com)
  - Easy to remember
  - Easy to say in different accents
  - Short, sweet, and creative
  - Generates curiosity
  - Location / heritage inspiration
  - Emotional connection for local audience
  - Competitors
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- A decorative graphic in the bottom right corner consisting of several short, thick yellow dashes arranged in a curved, upward-sloping path.

Social media



logo & strapline



logo & strapline on Tarmac



Shipping containers



Branded signage

Logo shown in full colour and mono versions. Mono would be more cost effective than printing in full colour.



Logo (colour) & Strapline



Logo (white) & Strapline



Logo (black/white) & Strapline

# Programme

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# Programme dates

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**7–16 Dec 2022**

Site preparatory works,  
Canal fence demolition  
and towpath secure gate  
installation



**Jan–Feb 2023**

Towpath installation



**Feb–Mar 2023**

Site re-design delivery and  
operations management  
set up



**Apr 2023**

Launch