



## **ROCKET 2030: Pre-Feasibility Study**

6/6/2022

Manchester Histories is working alongside a new partnership that aims to deliver a cultural programme to mark the 200th Anniversary of the world's first inter-city passenger railway between Liverpool and Manchester. The programme of events will also commemorate globally significant events in railway history.

### **INITIAL SCOPING AND CONSULTATION**

Provisionally entitled "Rocket 2030" this new partnership aims to deliver a cultural programme to commemorate globally momentous events in railway history.

Rocket 2030 is seeking consultant/s support for a feasibility study to develop a Delivery Framework and identify the key components of events to mark the 200<sup>th</sup> Anniversary of the world's first inter-city passenger railway between Liverpool and Manchester (see background Appendix A).

The Director of the Science & Industry Museum has been approached by a consortium of well-connected individuals led by David Thrower (transport planning consultant and policy advisor) and Ian Wray (visiting professor at the Heseltine Institute and former chief planner at NWDA). They would like to see the bicentenary marked with a wide-ranging programme and have already made some initial approaches to Network Rail, via the chair Sir Peter Hendry as well as to National Museums Liverpool, Historic England, and Liverpool City Council.

A meeting took place in July 2021 which included partners Manchester City Council, Manchester Science & Industry Museum, Metal, Manchester Histories, Arts Council England, and Liverpool City Council.

At the meeting it was recommended that a Steering/Working Group be set up across the two cities to scope out the project and look at how this could be funded. There was a suggestion of smaller Executive Group to do heavy lifting and a larger additional support group (an initial proposal is outlined for consideration in Appendix C).

Further, they recommended that the following require consideration:

- Creating a vision for the event
- Scope & define the geography for who to engage in the project
- Consider delivery vehicles, how they are constituted and interact
- The role of a qualified and high-profile Chair is considered crucial to the success of this complex project.
- Themes to consider include climate change, industrial heritage, the connection to the transatlantic trade in enslaved people
- Programme of public engagement to be defined and implemented early in project planning so that people can help shape activity and be actively involved.

- Important to have widespread ownership but roles and responsibilities will need to be defined to avoid future issues.
- Set out provisional timescales for the development of the above
- Propose a structure of governance and staff roles for the development and delivery of the project
- How to develop into an investable proposition for government - specifically the DCMS

It should be noted that HS2 and Northern Powerhouse Rail will be in place in the 2030s, creating a transformational impact on the contemporary connectivity between northern cities. The event could act as a launch pad for several cultural, educational and industry initiatives.

There are several strategic partners – such as the local transport authorities, St Helens, Warrington, Wigan and Salford councils, Railway Heritage organisations, Historic England, NML and Network Rail (soon to become Great British Rail in 2023) who need to be engaged to ensure a critical mass of support for this highly significant anniversary.

Subsequent meetings of an initial project partnership have secured the involvement of St Helens Borough and Salford City councils and a range of cultural partners particularly from Liverpool and Manchester.

### **Development of a Rocket 2030 Delivery Framework**

Initial project partners have identified the need to establish a strategic management and operational structure that will:

- Deliver ambitious events and activities in the run up, during and after 2030.
- Profile ROCKET 2030 across the UK and beyond
- Generate significant visitors and economic impact
- Bring communities together, raising engagement and participation
- Ensure a legacy of the work

### **Requirements of the Contract:**

1. Horizon scan and scoping of potential partners
2. Initial contact and consultation with stakeholders and gain buy in
3. Develop a vision for the project with partners
4. Propose a structure and delivery framework for the management of the programme including the appointment of a Chair and defining roles of a partners and working groups
5. Outline a plan for delivery with timeline
6. Development of draft budget based on scope and indications from funding partners
7. Set out future economic and social benefits that the project will realise, with an indication of the value of the project

The work will develop pathways and tools to maximise the project's potential as a global cultural event and:

- Set out the initial phase of planning

- Align and connect partner ambitions and aims
- Ensure community cohesion, deliver community engagement, and maximise social, cultural & heritage value and equality & diversity within the project
- Linking the historic event and celebration with the associated historic buildings and environment which help tell the story and can support understanding and appreciation of the local areas and its significance.
- Focus programming, resources, activities, and expectations ensuring a resilient and sustainable approach that is low carbon
- Connection to private sector, cultural and creative industries – enabling new partnerships, including corporate social responsibility and sponsorship.
- Focus Learning and Skills development to boost employment and employability connecting people to creative and cultural jobs and opportunities created by the project

It is expected that the contracted party will define, enable, and deliver a methodology that garners political credibility, community support and engagement, stakeholder and sector buy in as well as enabling the development of new income and investment streams.

The report will optimise the role of the Partners in delivering this ambition through a clear framework that is action focussed, ambitious, aspirational, and unique to this project.

### **Methodology/Proposals**

Proposals are requested that will outline a planned approach to the requirements of the contract. This should include:

- Methodology including the proposed data and analysis needed to fulfil the brief
- Short Curriculum Vitae of those involved
- Examples demonstrating where you have undertaken similar commissions
- Proposed Delivery Schedule
- How you will communicate key milestones and progress to the partners
- Your approach to equality, diversity, and inclusion

It is expected that the proposed methodology will include:

- Desktop analysis of current national and local strategies, development, documentation information and data
- Interviews, engagement, and workshops with key stakeholders (including those listed)
- A cultural heritage sector specific consultation
- A wider public consultation
- Identification of actions, budgets, responsibilities, and timelines for delivery of the framework, both short and long term
- Creation of a draft report, including an Executive Summary and explanatory PowerPoint presentation for comment by key stakeholders
- Finalisation of a fully proofed report available as a PDF for publication by Liverpool City Council.

The successful appointee will demonstrate broad experience in the development of multi - partner events that are likely to include art, culture, educational, engineering, festivals, and major public events.

You will outline an in-depth knowledge of both national and international agendas and developments around culture, tourism, outdoor events, creative technology, heritage & urban design, architecture, public art, learning and skills and will demonstrate the ability to develop new conceptual frameworks that enable focus of activity, continuous improvement, rationalisation and avoiding mission creep.

We require short-, mid- and long-term visioning and objective setting as part of this project; a strong record of accomplishment of enabling buy in from multiple stakeholders; and some expertise/knowledge of the subject matter is desirable.

### **Fees and Costs**

Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred.

It is envisaged that the work will take a total of 35 working days to undertake and a maximum budget of £21,000 inclusive of VAT where applicable is available to complete the project.

Submissions should be on a PDF of no more than 10 A4 pages. This should be sent by email to [contribute@manchesterhistories.co.uk](mailto:contribute@manchesterhistories.co.uk)

If the file size exceeds 5mb please send via <https://wettransfer.com/>

## **Award Criteria**

<b>Candidates will be assessed in the following manner:</b>	
Understanding of the specific project requirements as stated above	<b>25%</b>
Expertise in delivery of similar initiatives	<b>10%</b>
The successful deliverer will have undertaken similar projects in the past and will be able to point to tangible and successful outcomes in other locations	
Social Value/Quality of delivery of similar projects including equality, diversity, health & safety, environmental impact, and Workforce Matters	<b>15%</b>
Successful deliverer will have a full understanding of Equal Opportunities legislation and practice and be able to demonstrate this within their working methodology	
Activities must be sustainable and must not adversely impact upon the environment (for example use of public transport/ recycled paper etc.)	
They will have knowledge of Health & Safety law and will ensure that their activities are risk assessed where appropriate	
Methodology and approach proposed	<b>25%</b>
Delivery / Timescales	<b>Mandatory Requirement</b>
Price/Cost	<b>10%</b>
Value for Money/Productivity/Added Value	<b>15%</b>

On completion of the work Rocket 2030 will retain all Intellectual property rights and relevant copyright for the work undertaken. No proposals will be accepted after the closing date unless a suitable deliverer is not appointed.

**We reserve the right not to appoint and/or to make minor amendments to the specification as issues arise.**

### **Indicative Timeline**

Submissions by 30<sup>th</sup> June 2022

Appointment by 30<sup>th</sup> July 2022

Draft for consultation 30<sup>th</sup> November 2022

Final document by 31<sup>st</sup> December 2022.

## **Appendix A: Background**

## **ROCKET 2030**

A commemoration in 2030 provides scope to connect historic events to contemporary themes of trade, globalisation, sustainable transport, technology, and future cities. Manchester City Council, Manchester's Science and Industry Museum and Liverpool City Council's cultural leads have already met to propose leading a commemorative programme that celebrates the impact of these historic events on the region and the world. There will undoubtedly be massive public interest, nationally and internationally in such a programme.

### **History**

The Rainhill Trials was an important competition run in October 1829, to test George Stephenson's argument that locomotives would best serve the nearly completed Liverpool and Manchester Railway (L&MR). Five locomotives were entered, running along a 1-mile (1.6 km) length of level track at Rainhill, near St Helens. After Stephenson's Rocket won the trials, George and Robert Stephenson were given the contract to produce locomotives for the railway.

A year later, the Liverpool and Manchester Railway would be officially opened for business, with national leaders and local officials in attendance famously including William Huskisson MP, who became the first victim of a railway accident. Huskisson has since gained notoriety for his role in the slave trade.

The intercity line opened on 15 September 1830 with termini at Liverpool Road, Manchester (now part of the Museum of Science and Industry in Manchester) and Edge Hill, Liverpool, now the home of LCC funded cultural organisation Metal Culture. The line was an instant success carrying tens of thousands of passengers by 1831 and triggered the beginning of the Railway age.

### **Previous Liverpool/Merseyside Celebrations**

#### **1930 Centenary Celebration**

A programme of celebrations took place from 13 to 20 September 1930 with a packed series of events - the programme booklet for the centenary celebrations was about an inch thick. On Saturday 13 September at 12 noon the American Ambassador, His Excellency Brigadier-General Charles Gate Dawes, declared the celebrations open. His speech and that of the Lord Mayor of Liverpool, Edwin Thompson, were broadcast nationally. Highlights included:

- The Railway Exhibition in St George's Hall - open until 10pm every day showing "models, miniature railway and historical and pictorial matter" designed to "show a complete conspectus of the evolution of railways from the beginning to the present day." It was considered the finest collection of its kind ever assembled.
- Lime Street and St George's Plateau were decorated for the occasion with a large celebratory arch and banners on masts in the surrounding streets. An illuminated tramcar toured the city nightly bearing a reproduction of Rocket locomotive in coloured lights.
- Railway Fair at The Mystery This was the main event of the celebrations and was open daily from 10am until 11pm. Rocket (a replica built in 1911), North Star and Lion were amongst 34 railway locomotives and items of rolling stock

exhibited on the showground, including rides round a circular railway specially laid down for the occasion. Alongside the displays and railway trips there was a Programme of Amusements including epic 24-episode Pageant of Transport. This took place daily at 7.30pm with matinees at 3pm on Saturdays. It is listed as "the significant and crowning event of the celebrations" taking place on a 100-yard-long stage enacted by 4,000 performers! There was also a vaudeville show, fireworks every night at 9.30pm, music and refreshments. Quite oddly there was also a marathon race on 17 September ending in the park.

### **1980: Rocket 150**

In May 1980, the Rocket 150 celebration was held to mark the 150th Anniversary of the opening of the Liverpool and Manchester Railway and the trials the year before. The 'Grand Cavalcade' took place during the Spring Bank Holiday. British Railways London Midland Region organised a cavalcade of locomotives old and new at Rainhill. Temporary stands were set up to seat 46,000 people per day. The locomotives had travelled from all over the country (including from Severn Valley Railway), many under their own steam power, with the cavalcade assembled at nearby Bold Colliery which travelled through St. Helens Junction to the stands situated on agricultural land between Lea Green and Rainhill stations. Each of the three days featured up to 40 steam and diesel locomotives and other examples of modern traction, including:

- Lion, at the time of Rocket 150 the oldest operable steam locomotive in existence)
- Flying Scotsman - the most famous locomotive in the world
- Sir Nigel Gresley - A4 Pacific (same type as Mallard, the world's fastest steam locomotive
- BR Class 55 Deltic 'Tulya'
- British Rail's Advanced Passenger Train – the world's first tilting train.

The Rocket 150 cavalcade can be viewed on BBC iPlayer at:

<https://www.bbc.co.uk/iplayer/episode/p011vfz4/the-great-railway-cavalcade-rocket-150-at-rainhill>

## **Appendix B: Key Information**

### **Liverpool Local Strategies (LCC and partners)**

Liverpool City Plan, Beatles Strategy, Liverpool Cultural Strategy  
Climate Change Strategic framework, LCR Industrial Strategy, NPO Business Plan

### **Manchester**

Manchester Cultural Ambition (Culture Strategy), Our Manchester Strategy,  
Manchester Industrial Strategy, Climate Change Action Plan 2020-25

### **Stakeholders**

Arts Council England,  
National Lottery Heritage Fund  
Historic England  
Liverpool City Region Combined Authority  
UNESCO  
Liverpool Learning Partnership (Liverpool Cultural Education Partnership)  
Cruise Liverpool  
DCMS,  
British Council  
British Tourist Authority - Visit Britain  
Mayors' Offices - Liverpool City Region Combined Authority & Greater Manchester  
Combined Authority  
City Region Combined Authorities  
LARC, COOL, Cultural Sector  
Liverpool Visitor Economy network  
LCC Cultural Select Committee  
Merseytravel  
Network Rail  
Northern Rail  
Liverpool & Manchester Universities  
Creative Manchester  
Culture Liverpool  
Marketing Liverpool  
Marketing Manchester  
2030 Growth Hub  
Creative England  
Local communities  
St Helens Council  
Rainhill Railway and Heritage Society  
St Helens Transport Museum  
Wirral Transport Museum  
National Railway Museum  
National Museums Liverpool  
Science and Industry Museum Manchester  
Manchester Transport Museum  
Tramway Museum Heaton Park Manchester  
HOME  
Manchester City Council  
Manchester Cultural Leaders Group/ Cultural Consortium  
Manchester Histories  
HiDDEN Heritage Network Manchester & Salford  
G-MAST (Greater Manchester Arts Sustainability Team)

SHIFT

The Liverpool & Manchester Railway Trust

### **Selected Websites and Links**

<https://liverpool.gov.uk/council/strategies-plans-and-policies/inclusive-growth-plan>

<https://www.cultureliverpool.co.uk/>

<https://larc.uk.com/>

<https://cool-collective.co.uk/>

<https://www.liverpoolfilmoffice.tv/>

<https://www.cruise-liverpool.com/>

<https://www.stgeorghallliverpool.co.uk/>

<https://www.greatermanchester-ca.gov.uk/media/1980/strategy.pdf>

<https://www.manchester.gov.uk/downloads/file/25262/manchester-cultural-ambition>

<https://www.manchester.gov.uk/downloads/download/6426/the-manchester-strategy>

<https://www.greatermanchester-ca.gov.uk/what-we-do/economy/greater-manchesters-local-industrial-strategy/>

<https://democracy.manchester.gov.uk/documents/s16275/Final%20MCC%20Climate%20Change%20Action%20Plan%202020-25.pdf>

**Appendix C - Proposed Structure**

