

THE STORY THAT INSPIRED THE BRAND

Let me tell you a story that'll warm your cockles and ignite your souls. This is the story of Wigan.

Going right back to the Romans through the Industrial Revolution, we have a proud history of making, building, and crafting. And our story isn't over yet. We're still at it.

The magic of Wigan is in its people. The dreamers, believers, crafters, grafters, fixers and fettlers. Wigan has it all. Incredible music, sporting legends, historians telling our story, making something new from something old, artists creating masterpieces and sparking joy, brewing, crafting, and a family-run business that is sure to make you all aglow.

People Make Wigan. Without them, Wigan just wouldn't be Wigan, would it?

The People Make Wigan campaign aims to shine a light on some of Wigan's incredible makers, and how their stories inspired the Fettlers brand. We were lucky enough to work with lots of local crafters and makers to develop this brand which aims to tell an authentic, funny, and hopeful story of Wigan; our past and our future.

Find out more about our makers, why they do what they do, and what Wigan means to them. From born and bred to 'honorary Wiganers', they all bring something incredible to our community.

WE MAKE EXPERIENCES

Hideout is a popular continental style cafe bar, located in one of the historic railway arches on Queen Street. With great coffee, an extensive wine list, classic cocktails, craft beer, and amazing food including pizza and sharing boards, it's a favourite spot for locals and visitors.

Paul and Ste own and run Hideout, and their newest venture, 'Arch 6 Beer Hangar' in a neighbouring railway arch. It goes beyond the drinks and the food for Paul and Ste. They make experiences, fun times and a great night out.

Paul said: "We are passionate about giving the people of Wigan a relaxing and high-quality experience in their local community and showing visitors to the town a great first impression of what there is on offer here."

Ste added: "Wigan is a place with such great people, making up a great community. They deserve fantastic places to go right on their doorstep."





Wigan has so much potential to be a diamond of Greater Manchester. Believe in Wigan. We do.






Paul

Hideout is also part of the Early Doors Club, a collaborative government-funded project to put on free after-work Friday night gigs at venues across the borough, encouraging people to support local venues and musicians.

Hideout opened in 2018, and in December 2024, Paul and Ste opened Beer Hangar in Arch 6, all about great beer, good vibes and top-notch company.

People Make Wigan celebrates makers off all kinds. From the original 'fettlers' at Haigh Foundry, artists and crafters, to people like Paul and Ste.

The power of community, of meeting up with friends and family over a coffee, beer or cocktail, of great food and drinks right on your doorstep; you can't underestimate that. And it doesn't happen by accident. Wigan is the proud home to people excited to open their doors, create experiences and make our town a great place to be.

-  www.hideoutwigan.com
-  Hideout Wigan
-  @hideoutwigan
-  Beer Hangar Wigan
-  @beerhangarwigan

WE MAKE THE BEST MINTS

Antony and John, are the duo behind Uncle Joe's Mint Balls, and as great-nephews of the founder, they passionately preserve the secret recipe and traditional methods that have made taste buds all aglow since 1898.

Uncle Joe's Mint Balls have been immortalised in articles, cartoons, poems and of course the famous song, and are synonymous with Wigan across the world.

Mint Balls have a long history, with 'Uncle Joe'- William Santus'- wife Ellen thought to have been the family's first sweetmaker. Sweets quickly became William's exclusive trade and within a few years the "Swinley Confectionary Company" had been born,





and by the 1920s they were at home in the factory you can still see off Wallgate today!

John said: "Wigan is so important to our company. Back in the mining days, people used to take sweets down the pit, so that's how we started the company. We're Wigan born and bred, and proud of it. We champion Wigan wherever we go."

Antony added: "Right to this day, we employ local people wherever possible and use suppliers from the local area. We are so proud of Wigan, and Wiganers are proud of us."

Uncle Joe's Mint Balls. Made in Wigan. Sold to the world.



 www.uncle-joes.com
 Uncle Joe's
 @unclejoes1898
 @UncleJoesSweets





WE ARE ARTISTS



Jess is a mural artist and describes herself as a 'proud honorary Wiganer'.

Originally from East Yorkshire, she moved to Australia and ran her business in Melbourne for a few years, before the call of home brought her back to the north of England, moving to Wigan in late 2019.

Wigan has played an integral part in a lot of Jess' artwork, celebrating our unique dialect. You can see her art across town today, including the amazing mural at Wigan North Western!

Jess said "Murals can be so impactful, they radiate a sense of charm, personality and style – they have something to say. Taking an idea and transforming it into a real-life work of vibrant, meaningful art really is the best job ever."

"I am always curious and want to know what really makes a place tick, so I can create art that inspires and connects our amazing community. The people of Wigan really are some of the most friendly, open and funny, and I hope the art I make reflects this. Nothing makes me happier than championing my local area, businesses, brands, and the people within it."

 www.ohsospecials.com
 [@oh.so.specials](https://www.instagram.com/oh.so.specials)







WE ARE GRAFTERS

Located in Haigh, established in 1950, this family-run business creates iron castings, from parts for steam engines, pumps and engineering, to ornamental and architectural items like bench ends and parts for bandstands. Haigh Foundry is truly the home of the 'fettler'.

A 'fettler' in its original meaning, is someone who 'fettles' metal castings or pottery. This could be cleaning, smoothing or trimming the surface of metal component, to take off the rough edges.









“And it’s still a family business today. My self and my cousins and three of their sons work here, and we’re proud to be keeping the history alive.”

Mike, JT&E Castings

The first castings of metal can be traced all the way back to 4,000BC, and it has evolved a great deal to the current day into an intricate process requiring exact chemistry and steady nerves- and hands!

The process sees molten hot metal poured into moulds. This is left to cool and harden into the desired shape, anything from engineering parts to ornaments, elements (including the Mowpin Lodge Gates at Haigh!) and an infinity in between.

Then the fettlin’ comes in. Once the metal is cooled, excess material is removed and rough edges and surfaces smoothed off.

Mike from JT&E Castings, said: “The best part of this job is seeing our work out in the world, and know it will last for years”.

“I remember coming to the foundry as a young boy, watching my grandad and dad working, and I always knew this was what I wanted to do too. And it’s still a family business today. Myself and my cousins and three of their sons work here, and we’re proud to be keeping the history alive.”

Ⓢ www.jte-castings.co.uk

WE ARE UNIQUE

Adele from Tallula Vintage is based at the Old Courts in Wigan, and makes magic; transforming the unloved into something fabulous and turning the old into something new. She makes clothes using vintage textiles and 'dead stock' fabric.

Adele said: "I loved fashion from a young age and have always been obsessed with making things. I had a Saturday job on a

curtain stall at Ashton Market when I was at school and made everyone at school skirts from the scraps. My older cousin worked at Coops sewing factory in Wigan and her and her friends would make outfits at work to go out round town on a Friday night. She would bring home the simple pattern pieces they had made and I would then make my own things."



Adele finds inspiration everywhere; her travels, Wigan's rich textile industry heritage, and fellow creatives across the town.

She is completely self-taught, and loves to share her passion for creativity and sustainability. She's worked with Wigan and Leigh College, Sunshine House, Wigan Youth Zone and more, to inspire others to make their own clothes, and get creative!

"I have always been a proud Wiganer! I cut my fashion teeth strutting down King Street in mad creations in my youth. Vogue used to have a feature 'would they wear it in Wigan?' And my answer would always be 'HELL YES!'"

📍 @tallulavintage
📍 Tallula Vintage








WE ARE CREATIVES

Based at Everyday in the Old Courts, Anna shares her pottery expertise and passion for ceramics with the community. Her work is celebrated for its creativity and engagement, making art accessible and enjoyable for all. From printmaking to pottery, crochet to collage – Everyday

offers workshops, events and projects for people of all ages and backgrounds to discover their creativity.

-  www.everydaywigan.org.uk
-  @everydaywigan
-  Everyday Wigan



WE MADE NORTHERN SOUL

"Wigan is the beating heart of northern soul; it is embedded in the DNA of the town. This place has such a strong power, and just like Northern Soul, it never, ever, leaves you."

Joan

DJ Joan is part of a movement keeping Northern Soul alive, making dancefloor memories and bringing people together through the power of great music.

Wigan Casino held its first of its legendary all-nighters in September 1973, at the beating heart of the Northern Soul scene. Thousands of devotees from all over the country came to Wigan, ready to be hit by a wall of sound and ready to dance.

Joan said "I have always been in awe of the immense talent that went into making these incredible soul records. I didn't just want to listen, I needed to know who wrote

these unbelievable poetic lyrics, who were the artists putting every ounce of their soul into singing these heart wrenching words and who were the musicians bringing to life the notes that were composed with such emotion, soul, and experience. I was completely hooked at high school, and soul music has been my life for 45 years.

"Even before I started working and living in Wigan, I spent many a weekend here, either DJ-ing or dancing the night away. Wigan is a unique place. Wigan Casino was more than just a night out. It was where you made true, lifelong friendships."










I MAKE EACH PIECE UNIQUE

Morpheus Glass is a family-run business, owned and run by husband and wife Stephanie and Ian O'Brien. She was originally based in Standish, and is now at the Love It Gallery in Billinge, Wigan where her first customers still come to visit and shop.

Using advanced glass fusing techniques, Stephanie achieves beautiful, organic, and unique designs across her contemporary range of glass products. As a glassmaker she brings ideas to life, working with patterns, colours, textures and the abstract

with a deep love for landscapes and seascapes. She makes everything from small bowls to splashbacks, and over the years has worked in the UK and abroad, with interior designers and customers on private commissions.

-  www.morpheusglass.co.uk
-  Morpheus Glass
-  @morpheusglass
-  @MorpheusGlass





**"I've been based in Wigan for over 20 years,
and that really is thanks to the local community
embracing and supporting us."**

Stephanie

Stephanie said, "Making something special and bespoke is one of my favourite parts of what I do. The challenge of learning something new, that immense satisfaction when it goes well, and knowing that piece will be part of my client's home and life is a great feeling."

Her interest in glass began while studying at Wigan and Leigh College and the class went on a visit to Venice and Florence. She fell in love with the glass, and just wanted to try it for herself when she got home. She deepened her knowledge by focusing on glass at university as part of her degree on 3D design, and she has become one of the leading fused glass artists in the UK.

Stephanie said "It's the versatility of glass that I love. After all this time - more

than 20 years working with it - it can still surprise me.

"I work with elements of repeating patterns and I really enjoy including that in my work. At the same time, I love the abstract which can be free flowing and organic, and I get to make things that are truly unique. There's a real spectrum and it feels like there is something for everyone.

"There is always that element of anticipation when you close the kiln. You might get a good surprise or you might not get the result you want, but that's the lovely thing about the making process generally I think, not just glass-making. That element of the unexpected. I've been based here for over 20 years, and that really is thanks to the local community embracing and supporting us."

WE ARE CURATORS

Eleanor brings our local history to life, curating collections to tell our proud local story at Wigan Museum, working to give everyone the chance to learn their history.

She said: "So much of what we have in the museum's collection has been made by people from Wigan, and it's this magical link through time, from people living here now, back to those who came before them.

"I want to give everyone the opportunity to access and learn about their history, by creating fun, interesting engaging exhibitions at our museum. Wigan has such an amazing past, filled with industry, invention

and art. It's impossible not to be pulled into the story!"

The current exhibition showcases more than 600 amazing artefacts from our local history, from fine art, natural history, costume, ceramics, textiles and lots more. Wigan has such a proud industrial past and this exhibition really brings the spirit of the Fettler to life.

 Wigan Museum

 Wigan Museum



WE ARE STORYTELLERS

Tom tells our local story, shares our rich history and brings our unique heritage to life. He is a local historian born and raised in Scholes, and he takes huge pride in where he comes from and has spent much of his life researching, writing and telling the stories of his hometown.

Tom said: "When I was a teenager I first read 'Road to Wigan Pier' by George Orwell at St John Fisher Secondary Modern School, which was published eight years before I was born.

"I was incensed. He told a story of Scholes that was completely alien to me, and to my parents, grandparents, aunts and uncles when I asked them all about it. I grew up in Scholes and would never have wanted to grow up anywhere else. People took huge pride in their homes and their community, and that was the story I wanted to tell.



"The majority of men were miners and many women worked in cotton factories. Whilst times were difficult for many, the feeling of community was tangible. History so often focuses on great men and women, or the movements of armies, or big events that 'changed the world'. I have always wanted to tell the story of what that meant for people here in Wigan. What were the people in Scholes experiencing, talking about, and celebrating.

"I am proud to have shared my love and passion for Wigan and its history throughout my life. From the lost history of Thorley Smith, the first parliamentary candidate to stand on a ticket of votes for women in 1906 right here in Wigan, to sharing the story of Martha Hogg, Wigan's first female councillor, with the BBC, to the history of rugby league and the passing of King George VI.

"Wigan's story. Our history. That has always been my passion, and I am proud to be a storyteller."

You can find some of Tom's stories on the Wigan Building Preservation Trust website.





WE ARE CRAFTERS

Philip, owner of Wily Fox Brewery, is a born and bred Wiganer with a love of making quality and flavoursome beers including cask, keg and bottled beer.

Wily Fox are proud Wigan brewers of award-winning ales that make their way right across the northwest. This family-run establishment in Wigan crafts recipes that combine the traditional and modern, using ingredients from across the world, creating a range of beers for all to enjoy.

Just earlier this year, Wily Fox hit their 500th brew. They first started trading back

in 2016- nearly a decade ago and have been passionately crafting quality beers for our loyal customers ever since.

Philip said: "I am a proud born and bred Wiganer and I was never going to open this brewery anywhere else and a love of making quality and flavoursome beers for local people is what drives us. The people of Wigan recognise a good beer, and being based here and part of that community has driven us to keep making great beers we can be proud of.



"Hitting our 500th brew earlier this year was no small thing. It has taken dedication from everyone in the team and I can't tell you how proud I am of what we've achieved. Our very first beer, Blonde Vixen, a light session blonde ale started us off strong, setting the standard for quality and craftsmanship that we've worked to uphold ever since and is still a staple in our core range.

"If you have an idea with ambition, don't lock it away. Let it run free and take you as far into your future as it can. You are ready to benefit from all that Wigan has to offer."

Wily Fox are based on Kellet Close in Wigan, where they brew their core range and speciality seasonal beers throughout the year and are proud to keep real craft beer brewing alive.

Photographed:

Philip (p43) & Stephen (p45)

🌐 www.wilyfoxbrewery.co.uk

📷 @wilyfoxbrewery

🍷 @Wily Fox Brewery



WE MAKE LEGENDS

Wigan is the proud home of Wigan Warriors. Our local club has grown from humble beginnings into one of the giants of British sport. Their famous 'Cherry and White' kit was created all the way back in 1886, and you can see it reflected in the cherry red of the Fettle's brand.

Wigan FC was founded in 1872 and became the Wigan Warriors after a few short years. Since then they have been champions many times over, and in 2024

became the first side in Super League history to win all four major trophies in a calendar year.

Matt is Head Coach of Wigan Warriors; he has been with the club for over a decade. Born and raised in Wigan, he has led the team to win the quadruple, making them domestic and world champions.

Sean is Assistant Coach, former Warriors captain, multiple times a champion. A true local legend!





- 🌐 www.wiganwarriors.com
- 📘 [@wiganwarriorsrl](#)
- 📷 [Wigan Warriors](#)
- 📺 [@WiganWarriorsRL](#)
- 📱 [@wiganwarriorsrl](#)



Photographed:
Matt Peet (p47)
Kruise Leeming (p48)
Sean O'Loughlin (p49)

WE MAKE COMMUNITY

Wigan has had a market for more than 750 years. It was granted a Royal Charter in 1246. Over these centuries our town has changed, grown and evolved. From a small place of maybe 3,000 people in the middle ages, to the home of the wool and pewter industries. Then into the 18th century, Wigan continued to be an important market town with clockmakers creating their home here, and the expansion of the canal network- including the Leeds to

Liverpool Canal which reached Wigan in 1779. By the end of the 18th and into the 19th centuries, Wigan was transformed by the Industrial Revolution and huge growth in coal mining locally.



Wigan Markets



@wiganmarket_



@wiganmarket



<https://wigan.market>

ORDERS
NOW
BEING
TAKEN
FOR
COOKED
PORK
JOINTS
COOKED
GAMMON
JOINTS
VERY
LARGE
HICKENS







Our journey isn't over yet. Throughout all of this, Wigan has been a market town and a new market hall is set to be a key feature of Fettle. Our market is rooted in history and embedded within our community. You can find all sorts at Wigan Market, from vegetables and groceries, jewellery and watch repairs, cheese and delicatessen,

pet supplies, haberdashery, clothes and accessories, sweet treats, hot food and much more.

Most importantly though, Wigan is a community and our local market and traders bring that to life with local knowledge, Wigan wit, pride and authenticity.

Photographed:

Laura, June's Farmhouse Barbecue (p51)

Jonathon, JL Jewellers (p52)

David, Bickershaw Hall Nurseries (p53)

FEETLEPS

A new development is in the works in Wigan Town Centre and we were tasked with creating a name and brand for it.

At the beginning of the branding process, we held a focus group with residents, community groups and partners. Using the feedback from this session, we were able to define a set of values and a personality to represent 'Wiganers'. These values and personality traits were then used to underpin the entire brand.

OUR PERSONALITY IS HARD-WORKING, FRIENDLY, UNIQUE AND WITTY. OUR VALUES ARE:

AUTHENTICITY

We are honest and hard-working. We know where we're going but we remember where we came from.

INCLUSIVE

We are creating a community. A safe place for all ages and demographics to live, shop, work and invest.

PRIDE

We are proud of our town, our heritage, our sports, our music and our people.



From our focus groups, we also discovered that Wiganese (our local dialect) was something that people really love. So we started researching Wiganese words and their meanings. One word that came up was 'fettle'. In Wiganese, 'fettle' means to fix, mend or make but the word is likely to have originated from our very early history since a Fettle is a profession linked with pottery and metal works.

This finding took us on a journey through local history. We knew about the cotton mills and coal mines from Wigan's more recent past, with traces of them still visible for all to see. But we discovered that over the years, Wigan has also been

a hotspot for metalworks, clockmaking, clog making and more. This rich history of making inspired our new campaign, 'People Make Wigan' which captures the modern day makers of the town.

The new development however, leans on the Wiganese meaning of the word. We're not trying to throw out what we have and start again but instead we want to make, fix and mend it - or as some say 'fettle it'. This concept plays out all the way through the brand. Everything is taken from or inspired by our history and heritage, from the logo right the way through to the tone of voice.

WHAT IS FETTLERS?

Wigan Council purchased the Galleries Shopping Centre in 2018, with ambitious plans to transform the town centre.

Fast forward to 2025 and in partnership with Cityheart, the £135m development is well underway, representing a significant turning point in our history.

The development promises to breathe new life into the town centre, with a more vibrant and diverse offer helping to attract new audiences to live, shop, work and visit.

We're creating a new neighbourhood in the heart of Wigan, complete with cinema, bowling alley, bars and restaurants, a Hampton by Hilton hotel, new market hall and more than 400 homes.

This neighbourhood, coined 'Fetters' by the people of Wigan, represents our proud heritage and celebrates our unique identity. This is a milestone in our history.

The Fetters brand has been created in collaboration with the people of Wigan, and aims to tell a hopeful, funny and authentic story of our town. We have a proud history of making things happen, crafting, making, grafting and fettlin', and we are not done yet.

The main demolition of the old shopping centre is now complete, and construction on the new market hall is already underway and there are lots of exciting milestones on the horizon, making these plans a reality.









LOGO

FETTLERS



FETTLERS



FETTLERS



FETTLERS

Our heritage, history and story are central to this brand. They are a key part in how we designed the logo, typography, illustration and tone of voice. People talk fondly of Wigan's old market hall so the new logo for Fetters pays homage to it. We take inspi-

ration from the classic typeface with its ornate serifs but bring it back in a fresh and contemporary way. We've fettled it. And we are Wiganers after all so of course the logo had to make a subtle reference to pie (π)...



A

STRETTO ULTRA
STRETTO BOLD
STRETTO SEMIBOLD
STRETTO MEDIUM
STRETTO
STRETTO LIGHT

MONTECATINI PRO STRETTO

Ad

BLACK
BOLD
SEMIBOLD
REGULAR
LIGHT
ULTRA LIGHT

SOFIA PRO

RIDER'S
Hats, Caps, Umbrellas & Waterproofs
13 KING STREET, WIGAN.

Sole Agent for the Celebrated Aquascutum Co.
Sole Agent for Scott's Bond St. Hats.
Lincoln & Bennett's and Christy's Hats always in stock.
TELEPHONE No. 291.



TYPOGRAPHY

The brand/ logo font is inspired by the old Wigan market logo. To complement it, we have chosen a sans serif font with a similar weight and spacing. To reflect the adverts from Wigan's old trade journals, various weights and sizes of these two typefaces can be paired together.

ILLUSTRATION

We use both photography and illustration to bring the story of the Fettle to life. For inspiration, we went to the archives to look at adverts from the shops and business of Wigan's past. We noticed that a lot of these old designs included illustration in a wood-cut style. So again we don't want to forget it, instead we want to fettle it. The wood-cut style gives a sense of craft and tradition, making it a great fit for the Fettle's brand. We hope that we can re-purpose this traditional style in a modern way.

CUT-OUT IMAGES

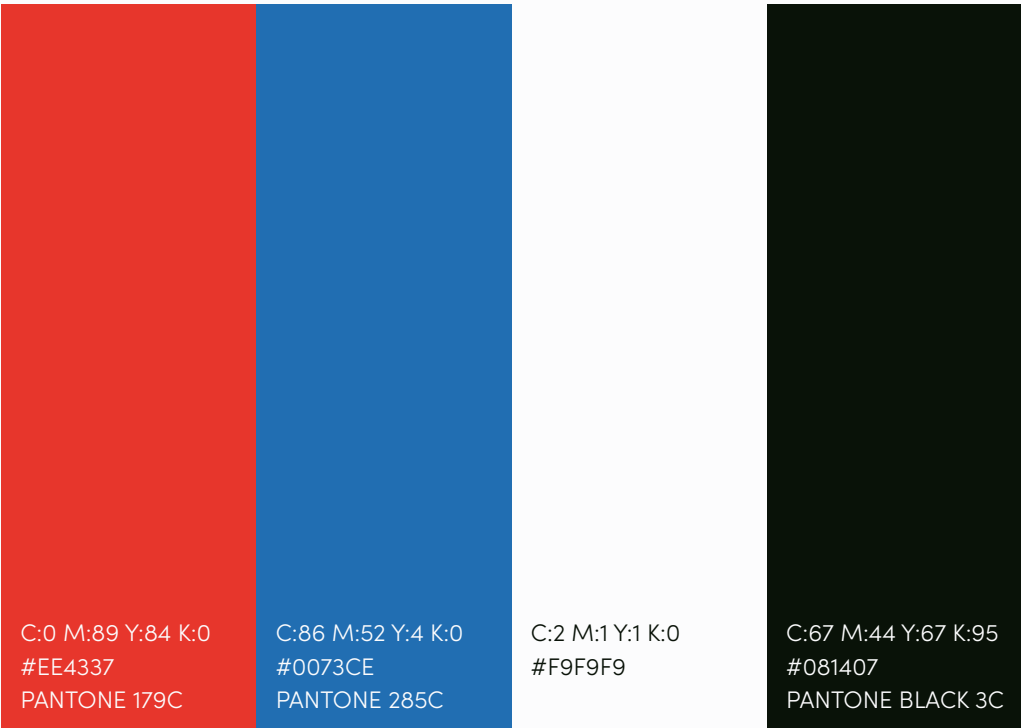
Objects layered over text/typography based designs. This feels three dimensional and tactile, to link with the theme of fettlin'.

tone of voice

From the focus group, we found that residents are proud of our dialect (Wiganese). So the tone of voice feels very local, welcoming and includes 'Wiganese' terms.



COLOUR & PHOTOGRAPHY



COCCIUM RED:

Inspired by the clay that Wigan was named after and makes reference to the 'cherry red' kit of Wigan Warriors.

DOUGLAS BLUE:

Inspired by the river that runs through our town and makes reference to Wigan Athletic's cobalt blue kit.

WHITE HOT:

A Fettler works with metal and 'white hot' is a term used in the trade.

COAL BLACK:

Inspired by the coal we used to mine.



We have been working with local videographer Matty Andrews and photographer Ryan Mole to capture both moving and still images of our makers for the People Make Wigan campaign.

Archive images of workers in mills and collieries capture portraits of people looking directly to camera in their respective environments. These images were the inspiration for the campaign's photography style.

Archives: Wigan & Leigh



"Matty Andrews, a Wigan-based filmmaker with 20+ years' experience, loves the creativity, freedom, and variety of storytelling. People Make Wigan was especially meaningful—celebrating the town's makers and its creative energy. With Wigan Council as one of my first clients, this project felt like a full-circle moment in my career."

📷 Matty | www.aposs.tv



Ryan Mole is a freelance fashion & lifestyle photographer based in the North West of England. He studied Cinema & Photography for 4 years, and since starting his journey into freelance fashion photography he's worked with an array of different clients and brands, including Dior Makeup, Manchester United and Vogue.

📷 www.madebyryanmole.co.uk



James Walton is a working-class poet hailing from Wigan. His evocative poetry captures the spirit of northern life, weaving nostalgia, humor, and sharp observation into every line. From pies and pints to the quiet beauty of everyday moments, James's work celebrates the heart and soul of his community.

📷 jameswaltonwriter



Since graduating from a degree in Graphic & Communication design, Mel Edwards has been working in-house as a graphic designer for Wigan Council. As someone that has lived in Wigan for most of her life, helping to develop a new brand, for what will be such a huge part of the town has been a really exciting opportunity.

📷 itsmeledwards