Cheshire East Consultation
Macclesfield Town Centre
Strategic Regeneration Framework

All open comment responses, by question

June 2019
Contents

Q2  How do you think the vision could be improved?    P3
Q4  How do you think the objectives could be improved?    P14
Q5  Is there anything you feel is missing from the objectives?   P23
Q8  How do you think the plans for character areas could be improved?   P30
Q9  If you disagree with any of the draft strategic actions, please explain why?  P40
Q10 Which of the draft strategic actions should be prioritised?  P45
Q13 Should any aspects of the proposed SRF be altered and if so in what way?  P51
Q14 What, if any, additions to the document should be considered?  P59
Q15 Would any of the proposals in the document adversely affect you directly, if so in what way?  P65

Verbatim content of letters and emails received following consultation on the Draft Macclesfield SRF  P69

Note: All personal information has been redacted from the comments. Any redacted text has been replaced with ***Redacted – Personal information***.
Q2 “How do you think the vision could be improved?”

<table>
<thead>
<tr>
<th>Affordable premises, reducing business rates would help 2) encourage local business rather than the national brands that dominate every town Macc needs to stand out from the crowd, to pioneer local talent and business. 3) I would suggest removing the refuse lorry park from Hibel Rd and making a park and ride area into town. 4) providing a creche facility to encourage young families into town with an hour or two’s break from the kids. 5) Encouraging more shops etc to brighten up their vista maybe turning Macc into a floral delight for instance. 6) Try to encourage more pedestrian walk ways and resting points, and encourage more cyclists. 7) Expand and encourage the tourist aspect of Macc it is surrounded by some of England’s most attractive countryside yet nowhere near enough is made of it, an untapped source I believe. 8) Affordable housing, by which I mean REALLY affordable housing maybe 2up 2down terraced cottages or bungalows no more than £150,000 max. 9) NHS facilities are reasonably ok in Macc but to ensure we maintain our wonderful hospital which without, Macc would be a disaster. 10) Later evening bus services to surrounding towns &amp; villages especially in the summer months, this would boost the areas dying rural trade and would also encourage people into partaking in more rural physical activities. Macc is a gem of a town and should be proud to advertise itself.</th>
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<tbody>
<tr>
<td>A good shopping centre, cinema, clubs for kids</td>
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<tr>
<td>A home to all types of people, a diverse community</td>
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<td>A time limit on empty buildings to be put to alternative use.</td>
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<tr>
<td>Agree with the need to develop adequate parking to support out of town visitors. Focus on developing the traditional markets as this is something other local towns don’t have - ie Wilmslow area so would definitely encourage people like me to visit and shop in Macc rather than other local towns.</td>
</tr>
<tr>
<td>Better than previous attempts but this is far too generic it also needs a focused and recognizable place brand which the community identify with and support. It’s currently a vague aspiration. I think it needs to embrace the wider community Macclesfield needs to deliver to all. There is a history of failure and disappointment something about providing opportunity for all</td>
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<tr>
<td>Broader range of shops, within town centre; lower business rates to encourage more, especially the indoor market, which has too many empty stalls.</td>
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<td>By an increased / stronger emphasis on Sustainability / a vision for Macclesfield as a sustainable and attractive place to visit and live.</td>
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<td>By emphasising and signposting the things we have and consolidating and relocating where appropriate to retailers current and perceived future needs, paying attention to actual transport usage to make visits easy.</td>
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<tr>
<td>By ensuring that it happens! Too much mediocrity abounds</td>
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<td>By improving the approach from the moss to park green</td>
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<td>By informing the population much more of proposals and the local authority not being</td>
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so secretive.

By lots of consultations with the people who live and work in Macc.
Don't get carried away by doing fancy things.. get the basics right first. Parking is a nightmare. I worked in the town centre for 2+ years and had to arrive much earlier when I wanted to just to get a space in town. If you want people to shop etc let them arrive and stay.

By making it realistic, supported by the local community and reasonable rents and the public offered free parking on certain days?

By thinking in terms of people not things

Celebrate its geographic location and connectivity to both Manchester and its cultural offerings and to the Peak District National Park

Cheap or even free parking. definitely free parking for an hour or less.

Cheshire East should accept that inline with the national trend, places like Macclesfield have a limited time left for any retail life. Even independent retailers which were once hoped to be the saviour of the high street are moving online due to excessive business rates and parking charges for their customers.

Cinema complex with high end eateries nearby integrated into the fringe of the retail area to serve all the town visitors, leisure and work place customers

Communal work area to reflect modern work practices. e.g. wework who are actively looking for new sites in Manchester. This would be of benefit for young professionals living in the town centre, providing a more affordable work base than Manchester City Centre. Would also bring more experienced older workers into the town from the surrounding suburbs.

Complemented with the old tradition however inspired by the new

Connected needs to be stronger - connected to what?

Consider providing cover for inclement weather from travel arrival to leisure destination

Difficult in current climate

Disagree with 'connected'. Both J17 and J19 of the M6 are more than 30 minutes driving time away, and Crewe is 75 minutes by an hourly bus service. The 'vision' for Macclesfield should of course include reference to its 'views' towards the Peak District.

Diversity is a laudable aim but is realistically unlikely to achieve the diversity of towns closer to Manchester unless it applies to businesses in the area

Encourage the implementation of Section 4.4, and ther character area proposed developments in Section 5

Ensure car parking is free (at least to start with) to encourage new footfall

Ensure that facilities for disabled visitors is met. This includes accessible toilets and ensuring that all shops and other premises are aware that disabled people also like to
Excellent transport links

Far better shopping experience. At the moment the whole shopping experience in Macclesfield is dire.

Focus on developing a niche infrastructure that will attract people to the town centre

For far too long Macclesfield has been overlooked for regeneration schemes within Cheshire East, delivery of prospective schemes have been poor and despite many frameworks and strategic reviews in the past nothing has been delivered - there needs to be a section on tangible “quick wins” to ensure some of this framework gets delivered

Get it tidied up in general and get the empty shops filled first

Get rid restore or rejuvenate of old derelict buildings, old warehouses, old shops, closed public houses Old registry office, reduce charity shops, barbers, hairdressers. The more tighter security measures regular checks on camera systems and installing new ones.

More activities for the younger generation teenagers and the homeless vulnerable. Which also creates new jobs.

Good transport links but distinctive from other towns/suburbs.

Greater inclusion/reference to sustainable nature based solutions (linking to the benefit of Natural Capital).

had all these attemptd ,fell through ,cost millions of pounds to the taxpayer , residents . no reason to think this will happen and be tied up for developers .influence

Has anyone checked the reading age of the document? Is it accessible to all of Cheshire East ratepayers? How about a prominent public display in one or two of the empty shops?

Having a place for teens to go-there’s nothing for children unless it costs the earth!!

Heritage sites need to be valued. It would help if there are heritage signs on historic buildings and sites (and please make sure the information is accurate-the current information sign on Great King Street is simply wrong. Charles Roe built his first mill in 1744-45 NOT 1774!)

Hurry up! Have had many proposals for the town centre regeneration over many years.

I believe this vision is very good for Macclesfield but will need a strong team to ensure that the plans are adhered to. As identified, parking for vehicles is a critical area as to is the infrastructure. It will be essential that any new housing project must have enough parking areas for the residents to alleviate problem parking and allow emergency services to do their job. Thoughtful parking areas can be can be a good selling point for potential buyers moving into the centre, also for visitors to the centre wanting to spend their money and have a good experience.
I don't like the adjective 'quirkiness'. I don't think it fully describes the best qualities of the town. I don't think it should form part of the first sentence.

I personally feel that in order to attract visitors from out of town, you have to offer something that is both unique, yet familiar. People want experiences, open air cinemas, great food, a party atmosphere. People want to go somewhere that is inclusive and offers a bit of everything. The main high street, whilst it has some nice restaurants and good bars, it is littered with pound, vape and tech shops. It needs to offer more variation rather than bric a brac store. I think the vision is very positive but it needs to happen. People get bored hearing about great things only for them to not be delivered. We need to look at places like Altrincham, Hale, Marylebone Village and look at what works and what doesn't.

I think it is written in language that people will find it difficult to relate to.

I think its really important to consider all the issue that Northwich redevelopment have faced and Altrincham when considering the plans. Also it may be worth directly consulting all 14+ residents as to what would they want to see to enable them to stay in the area.

I would delete anodyne words like 'diverse' and 'inclusive' which are so overused they mean nothing anymore. Similarly, I don't know what 'Green' means. it's too overarching. How exactly do we celebrate our quirkiness? This doesn't stand up to scrutiny. Also, quirky means peculiar, so has negative connotations. I would replace with 'originality', 'individuality'.

If I could introduce myself ***Redacted – Personal information***.

I would like to make the following points -

Raising car parking charges would be disastrous - why is it ‘free’ in other parts of Cheshire East

Spending £1mK on refurbishing Castle St is a waste of money

Allowing Lidl to open at the end of Churchill Way is a poor decision.

I realise that shopping habits have changed very quickly, footfall in the Town Centre is down dramatically. Also I realise that several schemes have collapsed - Debenhams- the cinema complex.

I would like see, more activities being promoted in the Town, more housing development, you need to consult existing businesses more, need to be pro-active in the wider world - eg M&S Head Office- what is happening before it is too late.

You need to act quickly- there is too much talk and not enough action.

If it was possible to make it clear that it's also the 3rd sector, not just small businesses, that Macclesfield is keen to be a home to, that would be good.

I'm not sure about the word 'quirkiness'; how it is defined, and what it actually means. The second part of the Vision seems more aspirational, and I think the links to creative industries and entrepreneurship, which harks back to an industrial past, are good. I'm no marketing expert, but something that focuses on modernisation without losing a heritage feel is good.

In essence the Vision seems to be saying the right things but the main concern I have is the lack of any indication of how the improvements needed across the town centre can be funded. There is a suggestion that this will come from the private sector but
investors need confidence that CEC are also committed to make improvements especially to the public realm/access points/the train station etc before they are likely to be persuaded to invest in the town centre. The failure of the Wilson Bowden schemes(x2) and the Ask cinema proposal are significant hindrances to this.

Include element that larger high street retailers are needed in the town

Involve young people more in the design they will be the users going forward

Is this supposed to be a tagline? It is so long! I don't like the use of the word 'quirky.' It has the connotation that the town isn't that great but we're proud of it anyway. I think that overall this is a nice vision, but some of the statements in the vision are outside town planning control, such as the the 'outstanding' employment opportunities. The good rail connections and being nestled in the countryside is currently true, which is good. So, overall, most of the vision is okay, except for the use of the word 'quirky' and the statement about employment opportunity. Also, if we're going to be home to entrepreneurs we need to make things easy for them, not just put it on a tagline. I think we need an even more bold vision - perhaps to be Britain's Greenest Town, or The Gateway to the Peak, or Britain's Cycling Capital. The current tagline sort of sounds like you're trying to polish a turd. It is vague and longwinded, and Macclesfield is not a turd! It already has lots going for it (historical sites, the Peak District, independent shops) - we just need to highlight those areas and help them grow. Let's have a distinct goal and vision - not 'Trying to be as nicely kept as Alderly Edge or Knutsford, but on a tighter budget and keeping the quirkiness.'

It could apply to anywhere. Utterly meaningless...I mean 'nestled in stunning countryside' Total waffle. Do you really think a 'vision' means anything to anyone outside the local authority / consultant bubble?

It is not a thriving town, it needs more sustainable businesses, more diversity of shops

It's just a vision

Knock down most of the horrible precinct and build a completely modern and inviting shopping mall like the Trafford Centre.

lifting some of the planning restrictions

Look at town centre from tourist / holiday maker / visitors point of view - a pleasant place to be - this will make town centre more attractive to residents. Make most of surrounding views, add town centre riverside walk. Town centre restaurants, cafes supported by high payed, knowledge base office jobs close to town centre. Plant more trees in town centre. Macclesfield is affluent but town centre shops are DOWN MARKET (TK MAXX, Poundland, charity shops etc)

Look good, makes sense

lots of ideas in the SRF

Macclesfield needs to find an identity, I’m not sure quirky is the answer. Macc has a strong heritage as a mill town which should not be forgotten
Macclesfield town centre has been ripped apart by poor forward vision that gives precedent to out-of-town shopping

Make the town centre more welcoming, and not have people sleeping in shop doorways

Make the vision a reality

More appealing shops, such as a Primark. Encourage more independent shops, not only the Chains found in each city. Have more benches and green areas. Clear away the homeless tents and their rubbish, not just tolerate it.

More emphasis on the "green" as a health tool against pollution. Needs to be more inclusive with Youth and child friendly places for social contact and healthy exercise.

More explicit reference to strong community and social capital. 'Connected' is ambiguous - does it mean transport links or its many stakeholders and networks?

More homes on brownfield sites and empty shops and long empty homes made into affordable homes and outside spaces tidied and trees planted.

More investment in the high street. It certainly isn’t thriving. Look at what brings people into town these days i.e. eating, cinema, good shops.

More parking in the town centre and less shop closures

More parking, not reducing it, but hiding it with vegetation to improve the look.

Much more concentration on the actual centre of the town and improving the quality and appearance of the area

My vision is that we produce a Retail/Cultural centre which embraces the area from The Junction of Chestergate and Churchill Way down to the Roe Street Junction with Churchill Way and then across to the East to be inclusive of Sunderland Street, Railway Station and back up to Mill Street, then up towards the Town Hall linking then with Chestergate Town Hall end.

Spending time and money on further afield areas would tend to dilute the abilities to do a good job in the centre and would not help getting a cultural centre established.

Must keep some street level car parking at churchill way site, so leisure building on the site should be smaller than original plan - say just cinema & 1 restaurant / bar

My personal impression of the centre is that it is rather run-down, and certainly down believe there are 'outstanding employment opportunities'

Need a second entrance to Macclesfield station on the East of the station. A car pick up and drop off on this side too would shift some traffic away from the east side of the station.

Need high street known brands as well to bring people in. For special occasions I want a quirky independent card shop for kids parties I want 10 for £1 from card factory! Different needs for different occasions.

Need to emphasis a bit more that Macclesfield is also for the future. My own
experience is of young people leaving the town due to lack of leisure and work opportunities

Need to encourage wider choice of chain restaurants to the town ie TGI fridays, Frankie and Bennys, popular choices which will attract footfall.

Needs to attract better quality retail, not cut-price bargain basement stores.

New sporting facilities

No comment

No I think tis is a perfect description of Macclesfield.

No idea

None, really. I find it excellent.
(Error in page 1, Stockport is not 18 miles away)

not at all - devil is in the detail

not sure about 'quirkiness' maybe uniqueness??

Not sure why Macclesfield is quirky

Opportunities for investment

Outstanding local public transport links

Perhaps reference to its excellent rail links to Manchester and London

Probably won't happen at all as with previous plans.

Protection of existing residents of all levels of income, alongside attracting new residents into the area. The town centre living should strongly support the young people who have grown up in Macclesfield and want to return to the area, buying property and settling in the area - rivalling places like Didsbury

Provisions for cycling and walking connectivity into Macclesfield forest from train station.
Buses that will accept bikes for travel into rural areas.
Refurbish old properties before building new.

Quirkiness sounds a little too negative - something with a quirk is something unintentional. Its a greatly connected town wrapped in the heart of the countryside

Quirky is not a good word; it suggests odd or backward looking. Progressive and radical are better words

Quirky? What is quirky about Macclesfield?
Would help if you directed people to the right page of the SRF - it is not page 25.
Welcoming? Ease of access?

Quirkiness whilst accurate isn't a universally liked word. Suggests a bit adhoc. 'Singularity' 'individuality'?
‘A town that relishes it's individuality’ (Aside: also known as bloody mindedness).

Recognising its history and architecture. Its a market and mill town - lets say that and build into the vision as that is unique

Remove car parking fees in the town centre. But maintain a limited parking time. This would encourage retail shops to move into the town. Dismantle old unused buildings to tidy the town appearance.

See attached submission

See our attached comments

Should include opportunities for cycling and walking and ‘green’ living

Sounds positive and encouraging.

Stop all appalling modern buildings such as the proposed Lidl who build the most awful buildings in Europe. Knock down Craven House, the BT Building and other eyesores!

Stronger emphasis on town centre residents/living

Stronger focus on the green economy - a healthy town is a happy town - see the example of Utrech healthybitesutrecht.blogspot.com - really creative approach to regeneration, so that the countryside and the townscape merge in a really contemporary way; Stronger focus on flexibility - in order to futureproof - spaces are multipurpose because demands and usage will change so rapidly. Energy efficiency/green building development is absolutely key

stronger plans regarding the aesthetic of the town

sympathetic rebuilding. make sure car parks are well maintained and reasonably priced (if you really have to charge)

Tell the truth. It is a dirty litter strewn hovel, and its main street is a toilet and bedroom for the homeless

The ability for cyclists to secure their bikes whilst in the town

The different areas have different uses, so trying to draw people into the Town Centre is a waste of time. They will go there if they want or need to. But more parking, especially near the station, would be a good idea. The idea of a more compact retail area is good too, so that people do not have too far to walk. I have met people who have come to shop in Congleton because it is smaller! Empty shops mean that the shopping centre is too big.

The inclusion of draft strategy for formation of a Delivery Authority would be an advantage

The specific inclusion of a multi screen cinema, which would provide much needed entertainment especially for families and teenagers.

The SRF is focussed on the town centre, whereas the vision is for the town as a whole; not just the town centre. I like the key words, but I do worry if you're a Peaks & plains
tenant living at the Moss, or the Weston whether it really does feel inclusive. The town centre should have a strong sense of PLACE and a quality place at that, but its not in there. I appreciate that Visions need to be punchy and wouldn't simply want these words adding and thus making it too long.

The town centre is not green, creative, thriving or distinctive. As the regeneration framework admits, the town centre itself lacks green areas and vistas to the hills around are non-existent. There are no stimulating, imaginative public art works, the Grosvenor Centre is bland in the extreme and the town lacks vibrancy.

The town has been in decline for many years now and it really need investment. Shops are closing and it needs to look at ways of attracting people and new businesses to remain successful. It is losing all its character and quirkiness through decline and I don't see any action in the vision, how is the vision going to be achieved? I thnk t needs to demonstrate some commitment.

The vision also needs to include reference to families, young people and the active elderly - not just the business opportunities of the future.

The vision is very difficult to understand, p25 referred to above covers the area around the train station. Suggestions to pedestrianise areas around Waters Green do not address the fact that traffic accessing the surgery and buses need to traverse the Green. The consultation does not address the impact of any development on the adjoining residents. Central Ward is the 3rd most densely populated ward already, with major issues with parking, air-quality and road safety. The long promised Macclesfield Movement Strategy is not mentioned. The secrecy surrounding the stakeholders who have helped to draw up this framework is at odds with CEC statement that they apply the gold standard of consultations by applying the Gunning principles. There are many other issues with this consultation process that I will be taking up via the CEC complaint process. Overall, the vision could be improved by involving the town centre residents at a stage where the outcome can be affected. I note that there are no further public consultations planned. This vision could be replaced with a Neighbourhood Plan which is open and transparent and not weighted to benefit developers.

The vision itself is great, expand on our historical culture, offer more culture for the younger generation of Maxonians to enjoy. To improve it would simply mean to invest in the town and its people. The town is full of creative, educated and passionate people who are being out priced of the town centre in regards to shop rentals but also out priced in the town as employment opportunities aren't there currently. To improve employment, an improvement in the connectivity of the town would help hugely. The bus system is poor. The rail system on the face of it looks good, but dig a little deeper and you will find that there is no direct trains to Manchester Airport or nearby villages and towns such as Prestbury, Alderley Edge and Wilmslow, all of which came under the old Macclesfield Borough, now Cheshire East.

The vision needs to recognise that the main functions of the town centre will need to change quickly to respond to the structural changes which have and will continue to impact on the future of the town centre. The decline in retail use needs to be matched by a major increase in housing, leisure, arts, culture and social activities among many others can thrive.

The vision should reflect the future need for the town centre to be more based on social
and activities rather than financial ones as it has to date. Town centres are important for our physical, mental and social wellbeing so this Vision should reflect this need. Macclesfield has special characteristics which make achievement of wellbeing deliverable. This includes the countryside and proximity to the Peak Park, our strong heritage and listed buildings, culture and history of manufacturing, wide range of community activities (such as Treacle Market, Barnaby etc) and the accessibility of the town from all directions.

The vision sounds excellent but I am not sure I believe it.

The word "quirkiness" absolutely needs to be removed. This has no basis and its connotations are a matter of perspective. It is the first line and the overall message of this vision but it has no connections to following phrases below it. The subsequent 2 sentences are good but are lost after opening by describing the town as quirky.

Macclesfield - inspired by the past, connected to the future

There is no mention in the draft report for the performing arts, local history & cinema - this is a tremendous current shortfall for Macclesfield as a "cultural centre" and should be considered (perhaps for some of the vacant and undeveloped mills from the Southern approaches). I also believe that Macclesfield's identity is part-formed by its status as a "Cheshire peak town" and should definitely rebrand itself as the Cheshire "gateway" to the Peaks.

This is a good start, ensuring that the vision focuses on the town's independent spirit and surroundings.

This is a very comprehensive plan. Full of information. I live 10 miles outside of Macclesfield and can only access by car as there are no other forms of public transport. Whilst I read about the various problems with car parking ie sprawling, unattractive, in the wrong place etc and the wish to increase pedestrian areas I ask these 2 questions. 1. Will developments mean long distances to carry heavy shopping bags or quantities of shopping? 2. What about the development of Park and Ride?

This is an opportunity to put sustainability far more front and centre in our town's development!

To have an idea of who and how it will be driven forward and how it will be funded.

Too many consultations not enough action over the past 30 years. Grosvenor Centre too many empty shops, money to be spent on nighttime economy on Castle street when there are no bars/restaurants apart from chippy which closes at 7.30pm why waste money

Transport and parking are the first Key the second is public areas free of transport.

Usual ‘feature’ driven statements rather than focusing on ‘benefits’ of engaging with Macclesfield as resident, employer, employee or visitor, eg a great safe place to raise a family by virtue of affordable housing, great schools, safe environment, good shopping, excellent leisure opportunities. Typical consultant speak.

Vision appears to assume that 'connectivity' is only through the rail station and it's links. What about increasing / improving ‘connectivity' through other means for town residents and those living in smaller communities near by who travel into (or could be
<table>
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<tr>
<th>Encouraged to travel into Macclesfield?</th>
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<tbody>
<tr>
<td><strong>Vision is find - it is the delivered implementation which is the challenge. It needs two or three &quot;destination&quot; retail or leisure outlets.</strong></td>
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<tr>
<td><strong>We do not like the reference to quirkiness; it seems to suggest a reluctance to move with the times. Instead Macclesfield needs to be setting the pace in adapting to changing lifestyles and need to be sustainable. Better to say &quot;a town that celebrates its past while moving into a sustainable future&quot;</strong></td>
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<tr>
<td><strong>we don't need any more food and drink establishments in the town centre, the ones we have cause enough trouble. we need things for the younger people to do, cinema, sport facilities, etc. stop the congregating in large numbers with nothing to do.</strong></td>
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<tr>
<td><strong>We need a better sports facility with public skating rink</strong></td>
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<td><strong>We need to recognise that retail is largely becoming extinct, and the rotting faced of Mill Street is a testament to it.</strong></td>
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<td><strong>For visitors Macclesfield appears to be generally falling apart with empty buildings of various size dotted everywhere. Many of these have been empty for years and are now an eyesore.</strong></td>
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<tr>
<td><strong>We would however look for the SRF to identify the need for a comprehensive approach to guide the delivery if separate planning applications come forward. This is aimed to ensure the infrastructure requirements are met for the entire SRF. It is important that a proposed phasing and infrastructure schedule as part of the Masterplan ensures each development phase has unfettered access to available infrastructure, and is not prevented by third party land issues. It is important that a following phase of development can proceed as the previous developer has been obliged to meet specific requirements contained in the schedule, including infrastructure, as part of such a strategy.</strong></td>
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<td><strong>Word green is ambiguous. Does it mean more trees or environmentally friendly. If the latter then should not have u less going to be serious about it not because it sounds good. Also words independents ambiguous does it mean businesses or people?</strong></td>
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<tr>
<td><strong>You are living in cuckoo land if you think that you can bring back the glory days of a town centre. It's time has long since gone. The way forward is to build an out of town multi centre that accommodates both shopping and leisure under one roof, with roof being the operative word. It rains a lot on Macclesfield in case you've missed this as well. Why on earth you persist with these vastly expensive surveys and plans beggars belief. Have a look at the Trafford Centre. It's not known at the trauma centre for nothing. It's heaving with people eager to spend their money. Stop messing about with these tiny independent stores who cannot compete with the global sized chain stores who can offer better quality clothes at massively discounted prices. 11 MILLION to build a TK MAXX you're idiots who should be allowed to have their hands in the Macclesfield sweetie bag. For everyone's sake stop this madness NOW. There should be a out of town shopping centre built either on the Leek road or the Congleton road. where the roads are big enough to take the traffic generated by such a place. Cars cannot move in Macclesfield town centre and then when they finally get there you charge them to park their cars!!!! So we have to pay to go and spend money. Madness!</strong></td>
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Q4 “How do you think the objectives could be improved?"

1) We need to change our ideas of what is important, we seem to value a pound saved for instance far more highly than say a youth club.
2) Macc is unique we need to capitalise on that.
3) Obviously any employment that can be attracted to the town and can adapt to the local environment should be welcomed.
4) Though rather lacking in historical buildings of note in my opinion they should be made more user friendly and maybe some should be open later in the evening, like so many towns Macc seems to almost close down at about 5-30pm.
5) Encourage things like a cinema, maybe provide a better home for MADS theatre, something like the coffee bars of the 1960s/70s for the younger people, things like go karting, climbing wall, encourage team sports, cycling etc maybe reading, poetry art groups or a choir etc things that get Macc people coming together and forming real ties and bonds strengthening the community.
6) The town centre environment always seems to be dictated by business leaders money men and easily led and bamboozled councilors. Whose only criteria is how much will it make. We need decisions of vision decided by requirement and usefulness rather than profit. Development should be done slowly with much care and thought rather than having some developers rush to build a monstrosity that gives no individuality to Macc and is solely to produce maximum profit for minimum outlay the like of which we have seen in so many places since the 1970s If Macc wants to become a special place it has to make special decisions.
8) I don't believe we need to grow the town centre population this in my view would completely ruin the area modernising buildings as accomodation.

1. Distinctiveness: Capitalise on our unique views.
2. Growing the town centre population will not create the footfall needed for a successful economy. We must grow our population towards 70,000. Use the 'safeguarded' land SW of Macclesfield.
3. The words 'multiplex' and 'cinema' must be present in the objectives.
4. Improve the air quality in the town and the views from the town centre. See the proposals for air quality and regeneration with a view at the end.
5. Improve road connections south, west and north. See proposals at the end.
6. Meet our aspirations for better air quality in the town. See proposal at the end.

A major health Leisure site with sport/recreation and youth facilities (Not a "Gym") near to Town Centre for own population and visitors would boost wellbeing and economy. Greening and planting trees is essential for the Town Centre Environment and wellbeing and attracts visitors. Planning policies should be adhered to when protecting our unique historic environment - which has sadly failed of late!

A museum, a decent cinema / theatre, with easy access (rail and road) and a dedicated events building (beer festivals, cheshire peaks food festivals etc).

Achieving some of these goals in a short time span to encourage others to follow and invest

adequate support is needed through capital, skills and other resources but it is not made clear how this will be done. Without these, the objectives cannot be achieved.
All previous regeneration plans haven't gone ahead, I don't know why but the perception is that the local authority do not support them or the funding isn't approved. A key objective needs to be the securing of funding to make these things happen from the outset.

All talk if no one wants to come and open business'es in Macclesfield it is showing no cinema lots of empty shops planning permission given for housing park green mill site nothing started, Lidle planned to come not even started sites around town have been derelict for years why do business's not want to come!!! find out why

As a start why not put some investment from CEC into improving the cleanliness, condition and signage around the main points of access. Create an environment where new independents will want to open. At the moment the streets are dirty, there are weeds evident, car parks are frankly not fit for purpose and give the impression they are unsafe. What about a Business Improvement District as other towns have used to really improve the streets and to effectively promote the town and improve visitor numbers and footfall.

Ban the tramps living in doorways, make them clean their faeces up which is s in doorways

Be more specific in their intent. I scored those elements lower that were more vague.

Behind all of this is to maintain (at least) or develop (preferably) transport within and into the town centre - with an emphasis on green transport options. Even people close but outside the town centre find it hard to access the centre via public transport (and bus services are currently being reduced) forcing people to use cars more and more.

Better public transport.

By actually doing something and stop talking about it.

By always keeping an eye on trends and being willing to change your objectives in response to changes in people's aspirations and social behaviour

by investment of the right kind, and a total reorganisation of Cheshire East Council

by providing incentive opportunities to the larger, more popular employers in the retail areas

By writing them in easy to understand English. Not some Council gobbledygook.

Certainly not with HS2. Raising awareness to younger generation of their ability to win seats on the council to enable their representations being listened to.

Change perceptions by moving us into the future as a town. If you look at the USA they all have out of town shopping centres, whereas you are in the Dark Ages trying to revive something which is obviously DEAD. The town can still be attractive with places to eat and drink and a few shops. Quaint ones with odds and sods, we still need opticians etc. The town could be used as a heritage place. Markets etc. But a main shopping centre must be built out of town
clear the litter from the streets and areas of open space, Sparrow park, Waters Green, underpasses and especially the Bollin

Compulsory purchase order Three Pigeons site off Churchill Way and develop into a town centre park. This, along with the improved Churchill Way crossings would encourage people to spend time in that area of town and help to connect the 2 areas of Chestergate.

Connectivity needs to put more emphasis on improving public transport in the town which will connect leisure facilities and help with evening leisure connecting outlying areas to the town centre. Buses do not help for evening life and weekend life.

Connectivity to Manchester and beyond needs to be supported by much improved local transport - park and ride, bus services to surrounding rural areas at times that people can actually use for work and evening leisure.

Consider creating an infrastructure for small businesses (financial, legal, logistical) Harnessing the several excellent voluntary organisations that operate in the area.

Consider how these objectives interlink of these aspects e.g. growing the evening economy is currently limited by connectivity in that buses generally stop at 8pm. Put sustainability of the town at the heart of the objectives

Consultation with local entrepreneurs and community groups. Asking larger businesses what would encourage them to come to Macclesfield.

Conversion from retail to housing/flats should be the priority for Macclesfield and other Cheshire East towns.

Create more jobs within Cheshire East for people to give proper attention and care for the people of Macclesfield and the history and the elderly people that have watched Macclesfield change over the years good and bad.

Daily street cleaning sort out homeless from to stop them sleeping on the centre streets

Develop the ‘vibe’ around Treacle Market Sundays - expand to a Saturday or to a public bank holiday. A more prominent town trail highlighting the features of the town - Silk Museum?

Don't leap in and try to do it all at once. Get people into town, both livening, shopping and working. Look at Altrincham which was in the same state as Macc years ago. Talk to the people that have been there and done it.

Encourage filling of empty shops.

Encourage independent businesses through business rate incentives

Encourage small business's into the town. Keep rents as low as possible as its the high rents that force a lot of shops into closure.

Encourage use of historic buildings. They should not be fossils but adapted to current needs without losing their character. Leisure activities especially for the young are needed.
Enhancement the town centre environment should make specific reference to the inclusion of blue/green infrastructure, sustainable solutions. ‘Greening’ is not specific enough.

Enhancing the environment is key. The town centre at night is cold and unwelcoming, almost threatening but without a reason to visit the centre who will want to come? If they can be attracted ease of access is key followed by convenience of parking. If you are going to be able to attract the affluent from the suburbs (with the most disposable income) to the town then car parking needs to be convenient. People do not want to walk 400yds from car park to venue.

Ensure leisure and evening economy is independent rather than larger corporations to enhance the individuality of the town (local brewers etc)

Ensure retail shops continue to make shopping attractive and also provide adequate parking spaces. People still want to use their cars when they go out in the evenings.

Excellent objectives

Focus on sustainability - a Resilient town through energy efficiency, celebrating local food and local produce, proud to recycle - Incredible Edible model
Focus on heritage, culture and creativity - meaningful and unique experiences to share

Focus on the good and eliminate the bad. Focus on the key principles and don't allow poor quality development, inharmonious to the aspirations

Good objectives but it doesn't say how to achieve them or even if they are achievable

Greater reference to reducing energy consumption and the looking crisis of climate change.
All developments to be energy efficient and maximise use of renewable energy

grow leisure opportunities for younger people, not more pubs, bars and restaurants

grow our town centre population - also consider that older people may like to live nearer to facilities. Try and avoid the impression of 'age entry' living space. Communities need all ages to interact.

Have at least 2 people on the council who actually care. Being Lab or Con is the handicap

Having more leisure activities for children and teens. Somewhere kids can go other than hanging around the underpass!

I cannot rank these objectives as I don't understand most of them so please rank them all as 0. The basics of consultation include that questions should be clear. Many of the statements are subjective and there is no reference to the relevant area in the SRF document. 'Harness our distinctiveness'? 'Raise aspirations and change perceptions'?

I thought it a great idea to harness above shop areas and develop empty town centre buildings and areas into homes. I don’t think taking away parking from areas such as the station sensible. Easy parking near where I want to be draws me into Macclesfield. I don’t notice cars when there. I think lots of planting to hide the existing car parks the
answer. I do think enabling food outlets to have outdoor seating helps to make an attractive setting, along with lots and lots of planting everywhere to make the town really green. I like the idea of improving Churchill Way into a boulevard. I’m not sure about making bikeways. They are causing havoc in London.

I would not recommend Macclesfield supports HS2. In addition to the general unaffordability and unconvincing case U.K. wide, if anything it will marginalise Macclesfield at the expense of Crewe and towns closer to Manchester airport. positioning on the current Manchester to London line is a positive for Macc

I’d like to see more references to increasing the 'community' feel of the town.

If it’s any thing like congleton up grade spend the money in better progets

Importantly as clone town retail shrivels it is important not to replace it with off the shelf 'any town' events. Quality and local distinctiveness is key. Increase affordable access to Town hall to encourage town centre cultural and community life in the iconic centre.

Improve pedestrianisation and public transport connections into and out of Macclesfield eg park and ride.

Include opportunities for cycling and walking

Increase residential development in town centre and reduced shop rates to support and encourage new retail outlets (both large and small)

Integrated approach. Connectivity into Peak District National Park - Macclesfield sits on the edge of the Peak District, make the most of - for example - Macclesfield Forest as an attraction / reason to visit Macclesfield.

Introduce more on trend food experiences, work with restaurant groups to introduce known brands with cheap introductory rents. Remove town centre parking costs. Improve the look and feel and maintenance of the town centre. Stop allowing similar, trashy looking stores to pop up.

Make Macclesfield somewhere attractive the minute you get off the train or the Silk Road. Take down the high rise blocks to bring the hills in the background into focus. Take down the grey buildings at the bottom of Hibel Road or clad them. Introduce more green areas and flowers.

Investment and better planning. The old buildings should either be bulldozed or compulsory purchased and new types of buildings created in the spaces realised. The best feature of Macclesfield centre is the view of the peaks. We have put a station and a bus station and shopping ghettos in the way. We must completely re evaluate the town centre. and its urban ruins.

It needs a late evening reliable bus service. The train connectivity is fine but only if you live on West Coast main line. It is impossible to travel from Wilmslow, Alderley Edge, Nollington or Prestbury (where this affluent source of spending resides) by public transport outside of 8am -6m. And even the day time service is deteriorating.

It's difficult because the general trend is "down"
It's impossible to rank the numbers - they go automatically from 1 to 8 along the options and when I try to change them they go back to how they were.

Local stakeholders working together.

Lower business rates to encourage smaller, more diverse and emerging businesses to set up, making it more interesting and distinctive for the visitor/shopper.

Macclesfield has been home to numerous start ups in the creative and digital sectors, this should be woven into supporting economic growth aspirations, cherishing and repurposing historic buildings and growing the town centre population with live / work opportunities.

Make a safer feel environment..I don't like to go into town at night because I often feel threatened. Loud rowdy youths: people begging for money. No sign of Police. Too many drinking bars.

Make more emphasis on our Heritage - This would help promote the Town and at the same time help to change Perceptions. Few People Know about the reasons it is called Silk town and even fewer know that HOVIS started it life in Macclesfield. I feel sure there are many other claims to fame that could be claimed and promoted professionally.

Make the most of what we have and not overpopulate by building and destroying our green belt.

Make the town more appealing for those in the near vicinity (such as Chelford) as an eating / drinking / leisure destination.

More emphasis on doing these things, but through the lease of minimising the impact on the environment and increasing the focus on sustainability e.g. Create more choices for greener travel - investing in bus services would make more of our connectivity.

More explicit target to create green areas within the town. More focussed areas and a strategy to provide economic growth - for example would it be possible to replicate what other towns near major cities/universities are doing in being out of centre education campuses. With local employers such as AstraZeneca, Waters, is there scope to look at medical education such as radiology, nursing, where national skill shortages. Could this be done as a branch of MMU, University of Manchesters. I imagine a number of lecturers live in the area anyway - and Macclesfield should be an attractive cost and lifestyle choice for many over the city centre.

More specific

na

Nil

No

No comment

No mention of encouraging independence (ie our own versions of cinemas, high
streets, malls etc) - would be good to add to aspirations

No, as you do not have an unlimited budget. The above cover all issues in my opinion. However, I think a pleasant open space (a park with lots of grass and greenery and elevated views to the east) would be a great asset to the town. A green 'lung' so to speak. This could be located in an area which currently has under-utilised buildings.

Paring is not mentioned

Planning applications focused on attractive affordable living for working couples and young families.

Please read previous comments. Make them relate to individual people' lives.

Please remove the word hinterland from all areas of the report. Macclesfield is not in the middle of the wilderness. Though we are on the edge of the Peak District, the town is well connected by rail to Manchester and London, and other towns are close by.

Point 6 - to attract people thought must be given to easy access to the centre with easy parking on arrival.

Provide more leisure facilities such as cinema, food outlets, social venues in the evening whilst making the most of the historical buildings in the area.

Recognise the retail footprint is shrinking - more to be included on small business rates to encourage new shops.

Refurbish old properties before considering new build. Why are there plans to build on Whalley Hayes car park if gateway car parks are preferred to reduce town centre car use?

Reposition some businesses, some want to grow others reduce their costs. Landlords need to be involved and motivated as a thriving centre will improve their overall yields.

Reword to remove Jargon: Cherish our historic buildings and attract a range of occupiers to the town. Promote Macclesfield and encourage investment.

Roller skating rink as part of the leisure development.

See our attached comments

See submission

Sensible long term plans leaving a stable footprint for the future

Smarten up the existing shops and don’t force out the older ones

Some of them are quite non-specific. I’d like more mention of how other areas in the town will be supported such as parks and streets near the centre.

Support economic growth aspirations' doesn't actually mean anything. Neither does 'harness our distinctiveness'. I don't see Macclesfield as being distinctive at all. It just needs to be more pleasant rather than trying to be something that it isn't.
### Support local businesses

Support the Silk Museum more and build on the heritage it offers.

The connectivity should include things like the Peak District National Park - who knew it is only 10 miles or so away? There should be more emphasis on the historical sites within the surrounding area - you have one of the most popular National Trust sites in the NW at Quarry Bank Mill yet you barely mention stuff like this.

### The naming of events specific to Macclesfield

The objectives need to be more measurable. For example “to grow...” is too vague and doesn’t give a clear understanding of to what extent. By getting one more shop for example could be classified as a successful attainment of this objective- but in real terms most of the town will still be deserted and ultimately not regenerated.

### The outline for transport connectivity is weak. This will require intervention. There is no incentive for the operators to grow or extend services.

The SRF states: 'all of the objectives ultimately seek to ensure that the retail heart of Macclesfield thrives'. I challenge this absolutely. It's not just the RETAIL heart that must thrive - in fact the document concedes that a town centre in digital age needs to be much more. The purpose of this SRF is to create a new heart to the town centre where SOCIAL, CULTURAL and LEISURE experiences are as important as RETAIL. Those other uses are not there to drive footfall to the shops - they are what gives a place the identity and character the Framework seeks. To continue to elevate retail above other town centre uses would be counterproductive and a missed opportunity.

### The strategy needs to be owned by the community I would have like to see longer more effective community engagement period using the charette style which encourages people to contribute Macclesfield's wider community is quite negative given the number of bad proposals that have been designed previously. This is much better but it will need to be owned and driven with community support if it is to succeed.

### The town centre needs to appeal to all ages, with some leisure facilities for families ie cinema.

There are robust plans for expanding residential capacity in the town centre. This is essential for Macclesfield's future, but public realm and green space needs to keep pace with development in terms of quantity and quality - These are the primary priorities for the framework. For green infrastructure and connectivity to be successful, the town centre vision and framework should accommodate all areas of the town ie a wider-ranging framework for the town as a whole needs to be developed.

### There have been opportunities in the past to enhance the town centre, there needs to be a town centre "delivery team" that report into the stakeholders on progress, communication from Cheshire East in the past has been terrible, the cinema scheme progress was all kept confidential until eventually it failed - Cheshire East are to blame for this, better engagement is required otherwise Macclesfield needs its own town team, dedicated to delivery.

There is a desperate need for colour, 'class' and creativity to be applied to the fabric of...
the town of Macclesfield.

There is little mention of how do we keep the existing residents and what's important to them - its all very outward focussed and bringing in new people

There is little reference to provision of affordable housing, particularly in the rental sector. Whilst it is important to attract affluent professionals to support economic growth Macclesfield has an increasingly visible homeless problem that needs to be addressed by the provision of good quality affordable housing and support for individuals with complex and multiple needs

They need adding to - see below

They sound like 'good statements' but they need an example of what will happen. Make SMART targets - in particular specific and relevant.

They're OK

Through Government

To me macclesfield has no soul and this development to me will not make much difference, apart from expensive buildings that look like carbuncles.

Too many buildings being approved for small plots. Example on Hatton Street now has planning application in place with space for 10 homes with 1.5 car spaces. Other nearby properties have changed to flats etc and there are now too many cars parked on pavements as a result. This needs to be addressed to enhance the whole town centre area.

United Utilities wishes to identify the need for the management of surface water in the most sustainable manner to be a strong theme that runs throughout the document. We feel that the inclusion of sustainable drainage should be fully reflected throughout the SRF. This is a clear requirement of national and local planning policy. Under this development principles, the SRF should clearly set out the need to follow the hierarchy of drainage options for surface water in the NPPG and include exemplary SuDS. The SRF should identify the public sewer as the least preferable option for the discharge of surface water.

The SRF should be aiming to include sustainable drainage as part of public realm improvements, with wider consideration to green-blue infrastructure and as part of the general design standards that will be set out within the document. We believe developments town centre regeneration schemes such as this one represent a real opportunity to outline an expectation that new green infrastructure must be utilised for the provision of exemplary SuDS. At the very least, we wish to highlight the opportunity that comprehensive redevelopment represents to secure no discharge of surface water to the existing combined sewerage system after development takes place. If such options are made available as part of new green infrastructure, the likeliness of more sustainable options being available increases. As a result, development coming forward within the area is more likely to be compliant with current and emerging planning policy.

Utilise/ convert existing unoccupied offices etc
We are developing into a coffee and lunch centric society make sure these facilities are promoted

Q5 “Is there anything you feel is missing from the objectives?

1) A tangible framework to deliver any of them 2) a commitment to fund Macclesfield. There are engaged and passionate stakeholders, but no forum for conversations with Cheshire East: no public meetings (eg nothing associated with this consultaiton), often a hostility to being open and transparent (even with the town council). We need a ‘town team’ stakeholder forum to develop and share ideas - not just ‘project driven’ as this will be mainly commercial projects and large developers, cutting out opportunities to capitalise on cultural capital. As acknowledged Barnaby and Treacle have done much for Macc and both started by local people, unpaid, despite the authorities not with them. Macclesfield is being underfunded vis a vis other towns particularly Crewe, and there seem to be no resources attached to this framework - it will depend on developers who will likely call the shots.

A cinema.

A clear parking strategy. A road network that works, instead of sending traffic through the centre of town.

A commitment that they will happen and wont just be discussions that take place and then get declined or shelved

A complete sense of identity and vision for the young and old alike I do not feel proud of owning a set of car parks and dilapidated ruins in our town centre.

A key objective should be to retain the national chain retailers to make Macclesfield Town Centre an attactive shopping destination for normal weekly/monthly shopping. Macclesfield is losing national chain retailers. Theses are the anchor stores for any town centre. These are the key retailers that people want on a regular basis. I don’t want to have to travel to Manchester / Trafford Centre / Chester to do normal shopping. No amount of independent shops will compensate for mainstream affordable shopping. I don't want Macclesfield to become a “Disneyesque” pastiche of an English market town with no real affordable shopping.

A simple and relatively cheap way to enhance our environment is by ensuring that litter is collected and that litter bins are provided and regularly emptied. It looks like a town that no one loves (except when the beautiful flower boxes provided by the town council are in bloom) Public toilets!!!!

Accessibility and elderly population - identified as a major demographic feature in surrounding area (whom you want to draw into Centre)

Actually do something

Advantages of living on the edge of the Peak District (I know this is a ‘Town Centre’ plan - but Peak District is a strong attraction to living in Macclesfield.

All need to be more specific in terms of meaningful measurement

An aspiration for Macclesfield to put sustainability front and centre to its regeneration
and guiding principals

No mention of community buildings which could be used to support local events and initiatives (at a price that all could afford)

As above

As above

As above in 4

As well as the above, there needs to be increased office space within the town centre to enable businesses to remain situated in the town. As a local business owner, I am aware of two businesses which in the last 12 months have relocated out of Macclesfield (to Congleton and Wilmslow) as a direct result of the lack of suitable office premises. One of these is a small financial services firm, the other is a graduate placement business with over 150 staff on its payroll. The latter business needed office space close to a station - this is not easily available within Macclesfield town centre. I am aware of another business whose growth was being constrained for the same reason - many of the staff are younger, do not drive and so are reliant on the train from Manchester.

Basically a direction from the local authority that they indeed do wish to enhance Macclesfield. More COMMITTEES to discuss the way forward instead of the all oppressive cabinet structure.

Better air quality and the creation of views.

Better physical road links to the Greater Manchester economy

Better publicity and signage of our assets and promoting a better image to outsiders

Better sports facilities with skating venue

Brevity. Harnessing distinctiveness and cherishing historic buildings imply a high degree of overlap - some simplification is required;

Build on the current success stories such as Treacle Market

BUSES. Especially to rural areas and surrounding villages.

Car parking provision

Consideration of the retailers who are spread in the non town centre, where is Granelli's, Next, Arighi, Spearings, bread shops, lawn mowers, knitting, the Macc shop, Hadfields. An app to direct you all over? A map flyer. We have so much but it is so spread out.

Conversion from retail to housing/flats should be the priority for Macclesfield and other Cheshire East towns. This will be the eventual outcome so don't spend tax payers money trying to fight it.

Creation of Neighbourhood Plan
**Culture** - cinema, theatre, dedications to local history (including interesting surrounding areas)

Dealing with antisocial behaviour. Having a family focus.

Dealing with congestion. Its mentioned but very unpleasant to walk in Macclesfield Town and cycling is dangerous with the roads being so narrow. we shouldn't hang on to historic areas so tightly if they stifle future living.

Demolition of unsightly buildings and more pedestrian areas

Detailed reference to increasing cycling and walking, better public transport and reduced car use

Do not rely on HS2 which will probably never go beyond Birmingham.

Ease of access to the town centre, cycle paths, affordable parking, safe spaces.

Encourage more of a street scene. Develop a Young Town vibe, which can be advertised to encourage people to come in in the evenings. Kept in the centre it could be monitored safely.

Enhancing the environment is not just about the superficial appearance of, for example, the view as you exit the station. Take a look at the cobbles on Church St and Backwallgate there is more tarmac than cobble. It gives the impression of a poor town that doesn't really care for its appearance - or a council that doesn't care.

**facilities for younger people**

Free parking  
Social housing  
Reduced rates for small businesses

Fundamentally, priority being given to renovating the tired paving and hazardous bricks in the pedestrianized Mill Street shopping area; removal of litter along the Silk Road; resurfacing of the link 'roads' in Duke Street Car Park. These must leave a very poor impression of Macclesfield to all visitors.

Greater promotion of Macclesfield's proximity to the Peak District and the outdoor leisure opportunities this provides

**Green issues** EE environment and traffic safety, congestion and pollution issues.

How to actually get this whole initiative started? Where are the easy wins which we all talk about. Insufficient engagement with the main employers?

I believe there is a massive gulf between decisions the council make and what people REALLY want, nearly all council decisions are made with only one thing in mind MONEY, how much will it cost and how much will it make. To have a truly diverse town we HAVE to accept some projects are there as facilities not as money making enterprises.

I think I've covered it.
I’d like to see more references to increasing the ‘community’ feel of the town.

**Improving the Friday outdoor market**

Improving the local rail connections. The efforts to integrate the transport system across the Greater Manchester/Cheshire area do not seem to recognise Macclesfield exists. There has been one train an hour serving villages around Macclesfield for decades, it has never improved. 2 trains an hour from Poynton, Bramhall might bring leisure/shopping passengers in this direction and take commuting cars off the road, reduce parking needs.

**Incentives for retail outlets to encourage choice of Macc over other towns**

Infrastructure and public transport. The current road infrastructure struggles to cope with the amount of traffic at the moment, more people coming into or living in Macc will make this worse. The reduction of public transport facilities - particularly buses to out of town villages such as Bollington and Rainow have significantly impacted both the increase in traffic plus the reduction of footfall within the town centre.

It needs to be worthwhile for businesses to commit to Macc - therefore business rates and rents (both public and private) need to be looked at to ensure retailers (national and independents) aren’t being priced out of town. The council should commit to this as part of the overall plan and pledge to address these issues.

Leisure offering for Children and Young Adults needs to become a priority, other than hanging about in car parks they have no youth clubs, cinemas or safe areas to go.

**Link with local villages such as Disley via better local transport and joint initiatives**

Macclesfield has a really distinctive townscape - that sets it apart from other Cheshire towns - this should be celebrated - to make it a destination. A healthy town - clean, green, happy - everything should contribute to increasing this.

Make retail more profitable - e.g. lower business rates for the Town Centre premises and higher ones for out of town retail.

**Make specific reference to events and culture. ‘Grow our events and cultural offer’**

Make the town center feel safe during late Saturday afternoons and weekend evenings/night.

Making a safe environment around town centre to encourage families & older people to go out in the evening.

Making commercial landlords drastically reduce rents if empty for more than 12 months. Too many empty shops.

Momentum - lots of previous ‘talk’ but evidently little gained by way of action/improvement.

More mention of specific help for the town, rather than vague objectives. More mention of how we will encourage young to live here, providing decent leisure facilities.

**Need to encourage footfall in the town centre by making 2hours free parking before you**
pay, and then cheap parking after.

New shops
No
no
No
No
No
no
No
No
No
No
No
No
No but the environment has to be attractive to private businesses.

No mention of infrastructure necessary if growing the already densely populated Central Ward. No mention of parking charges, poor public transport etc. Nothing of the impact on existing residents who have been purposely excluded from the early formative stages of the consultation.

No sounds quite good

No, I think they cover the way forward.

No, they are great - now to realise them and prevent NIMBYs holding it back (including improving connectivity/access) from Manchester/Stockport and Congleton

No..

Old people
Parking
More green space
,more community space
preserving the rich culture of the town

Pretty good objectives

Probably already implied in my ranking above, but needs to put less focus on retail space and more on leisure and housing

Proposals for cycle lanes along main routes. I cycle to work daily and it's really hard as there is so much traffic.

provide adequate free parking
Public realm, green and blue infrastructure improvements

<table>
<thead>
<tr>
<th>Raise the footfall to shopping areas.</th>
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<tr>
<td>raising the social and community profile of the town centre for all communities</td>
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<tr>
<td>Recognising the population in macc across the income brackets - something for everyone and for visitors</td>
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<tr>
<td>Reduce time scales for planning &amp; development so derelict sites are cleared quickly - e.g. Gradus mill Park green and Chestergate &amp; 3 pigeons site</td>
</tr>
<tr>
<td>References to equality and accessibility for disabled people</td>
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<tr>
<td>See our attached comments</td>
</tr>
<tr>
<td>Some 5 star hotels and top class restaurants with exciting leisure activities for all the family.</td>
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<tr>
<td>Sponsorship, investment like has been promised in the past.</td>
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Sporting facilities

| Stop concentrating on growing the town centre population, its irrelevant if there is no retail community. Macclesfield is full of new housing developments which cannot be backed up by the facilities on offer at the moment. |
| Stop encouraging major stores to set up outside the town centre. Or move the town centre to Lyme Green. |
| Stop more ugly / crass buildings which have detracted from the 'realm' for the past 70 years. |
| Strengthen local democracy - give local people control of the way their town is developed |
| Surprised not to see a celebration of diversity |
| Sustainability - creating a green economy, sustainable housing, energy generation in particular: |
| Create more choices for greener travel |
| Improved pedestrian and cycle access: Make walking and cycling the natural choice for short journeys by providing safer road crossings and 'filtered neighbourhoods', giving priority to the movement of people and creating more public spaces to sit, play and socialise. |
| Consider new or develop existing paths to become dual purpose foot / cycle paths. |
| Invest in public and green transport: Bus services have suffered chronic under investment within the town and between local communities (e.g. Bollington, Buxton/ the Peaks and Wilmslow). Investing in the bus network would make accessing the town by non-residents easier and support the 'Gateway to the Peaks' positioning. |
| Investing in evening services would be a green and safe way for those coming into town and contribute toward the evening economy. |
| Provide Electric Vehicle Charging Points: With the ban on petrol and diesel cars coming into force by 2040, public EV charging points will be required for visitors to the |
town, for those that live in flats or don’t have off road parking and access to on-demand charging points.

Provide more sustainable, energy efficient housing
Sustainable housing: While the SRF focusses on using existing buildings and brownfield sites, it is silent on the need to make sure these properties are fit for the current age. The focus must be on providing energy efficient dwellings with appropriate infrastructure in place to support sustainable living e.g. well thought out waste management for flats.
Passive Homes: The provision of Passive homes would set the bar higher still.
Community Energy Schemes: There is also an opportunity to include or promote community energy schemes as part of the redevelopment. As well as providing green energy this would provide a visual indicator of the town’s commitment to sustainability.

Greening Town Spaces
Increasing footfall is the clear intention of the redevelopment: a more sustainable approach can support that.
More Trees please: It would be wonderful to bring the draw of the town - the green spaces - into the town! More green spaces are required, incorporating planting schemes to encourage biodiversity and pollinating insects, and lots of trees to improve air condition, cooling, acting as wind breaks and improving the appearance of the town.
Community Buildings: Although the SRF talks of green spaces, it doesn’t mention community buildings for amenity provision.
Finally… there is no mention of public water fountains or public toilets! Encourage the local business community to get involved with sustainability through schemes such as Refill.org.uk or ‘Free Toilets’.

The canals etc are found in many other villages and towns, they have been aware of the benifit for decades and have got on with the task to promote the area. We have had so called outside seating, apart from how tatty it now looks, the mainly coffee shops do not take responsibility for tidiness, yet want thousands of pounds of money.

The change in perceptions will come after a major change in the town itself, i.e. through investment. It was difficult to rank these objectives because many are linked, and achieving most the the objectives (except for growing the residential population) can be done by the same actions, such as allowing businesses to open and having them take over previously closed shops.

The framework should clearly evidence that it is sympathetic to the environment and will look to include sustainable technologies within infrastructure change e.g. SUDS, retention ponds, green walls and roofs.

The growth of retail and leisure within the town centre requires better engagement with stakeholders such as Macclesfield Means Business and The Chamber of Commerce, communication is critical and has been lacking in the past leading to a lack of output and delivery culminating in frustration from representatives of the business community towards Cheshire East

The money
The outside influences can not be depended on and may take to long to deliver to have
They are missing several key objectives:
Ensure all development is sustainable and minimises the use of fossil fuels while encouraging use of renewables
Create a green town centre with more trees and open spaces making better use of public transport and cycle lanes
Create an economic environment favourable for independent and start-up traders

They seem to be all things to all people.

To create a "safe" or perceived safe environment that will make people want to visit and stay

To improve the ability to access the town Centre by providing better Car Parking facilities in central sites. Cars are a necessary evil! To produce more control over the Large vehicles that access our Town at any time of the day. There should be restricted access times enforced that will improve not only the flow of traffic during the day, but the safety of visitors to the town

Transport. Parking.

Two important objectives are missing - improve air quality and reduce carbon footprints.

Units for single living accommodation that must be included in new builds

Waste management schemes voluntary possibly. Inline with more activities section

Weather protection

Where historic and heritage buildings are to be retained, ensure that these are presentable and given some attention to improve the aesthetics. To me the town appears rather unloved.

With regard to housing/accommodation, as in all UK communities, more needs to be done for finding homes for rough sleepers who appear to live on the streets of the town centre.

Yes accessibility to the town but not growing too large and destroying our countryside

Yes ask the rate payers what they won’t and how much are we paying this company to spend our money

Yes the truth

**Q8 “How do you think the plans for character areas could be improved?”**

1. Retail core: See proposal for regeneration with a view at the end.
2. Chestergate etc: This area should grow eastwards to take in the southern part of Jordangate East, and the area behind the Town Hall and Sparrow Park. The area west of Churchill Way should be deleted.
3. Station Gateway. Plans should include high level pedestrian route across the station forecourt and Waters Green towards the retail core.
5. Jordangate East: Move the southern tip into Chestergate etc. Residential development here, with views east, is purely speculative and dependent on cessation of employment uses.


All great ideas. Would like to see large lit fluorescent sign TREACLE on hill in Sparrow park visible from trains...would be great conversation starter about Macclesfield.

all ok

As before.....make ALL these sites cleaner and tent free(homless) to promote a feeling of safety, immediately- then work on the structures. It's ok and good to make pedestrian spaces but you have to provide close cheap/free car parking.

As stated previous, the public cultural buildings and assets (park at Park Lane) are insufficient.

As they are make the best of limited resources.

At least one of the character areas needs to be identified as a more 'up-market' one, designed to attract into the town those from higher income brackets who live around Macclesfield who currently would be more likely to shop and eat out in Alderley Edge or Wilmslow or Prestbury. Their spending power needs to be enticed into the town.

Ban the tramps

Better use of existing heritage sites that are outside of this framework i.e. Christ Church

By actually doing something

By business relocations to suit their future needs, assisted where needed.

By deciding where we should actually encourage businesses to locate.Lyme green. Silk retail park, new by Tesco, Hibel Road, bottom of Churchill Way.

By ensuring that there are no empty shops, perhaps by lowering business rates, and attracting new small independent retail outlets. By providing funding to support the Heritage Centre as a focus for the arts, perhaps to include a permanent art gallery. By providing a free, regular, circular bus around the town, perhaps leaving from the train station, travelling up into the town, stopping at the Heritage Centre, Macclesfield Museum and other key points.

By improving shop frontage on the older premises to have more appeal . Utilise existing buildings for residential use and make the surroundings attractive with green spaces rather than build new

By incorporating more sculptures and art to make the town more vibrant

By plenty of greenery. Outside seating. Getting businesses to help with this so there is a varied appearance. This could be encouraged at Christmas to make Macclesfield more like Castleton with all the little Christmas trees lit all around the town with markets to make it a seasonal venue.
Cannot say. I'm not familiar with the centre of town

Chestergate & Historic Heart: The Town Hall must be made affordable for non-profit uses to allow cultural events to take place on the Market Place. The Butter Market must not be sold off as it is this which facilitates many outdoor events acting as a back stage/green room/storage/pop-up bar/market/wet weather retreat etc. There would be more events in the town centre now, if the Town Hall was given back to the people. Currently events either don't happen, aren't as impactful or move elsewhere eg URC, Townley St Chapel, Pott Shrigley (there's a long list).

Station Gateway: greening the area too. Like the idea of a public space - it could be a natural amphitheatre - but it has to be practical ie access to power etc which is often forgotten is no consultation with the people who put on events. And would there be a charge for using it, erecting staging etc? The Town Hall is a great venue but....

Re areas, why hasn't the area to the west of Churchill Way been included in the character areas? It is still the town centre (no agreement has been reached about redrawning the boundary), it is hugely characterful, includes one of the most distinctive buildings, Christ Church and a green space with real potential. This is very disappointing and confusing, as CEC HARP saw Christ Church as a priority heritage building and it is considered a 'conservation area at risk'.

Churchill Way - I suppose there's no chance of burying it!? I understand there is a lot of love and hate in the Poynton calming scheme but this looks a good idea to me. I do drive down CW myself but if the flow on Silk Rd & Nigel Rd was better then I'd use it in preference.

Concentrate on one area first and get it right.

Consider Christ Church and Christ Church conservation area. Whilst some work has taken place there it is still in need of investment.

Consider the view of the whole as well as it's parts. Ensure it 'works' especially on the boundaries between areas

Considering Chestergate as 'Retail Core' also as it has far more character

Creating enough parking to access all these areas is vital. Using multi storey parking at the station would spoil the initial view looking up to the town. Making them more attractive & cleaner would help.

Definitely NOT a multi story car park at the station that would attract even more cars and would look hideous but maybe the car showrooms there would be better placed elsewhere freeing up a large amount of room for say a small park and cafes some facilities don't seem right for Sunderland St for instance the small 2nd hand car showroom would perhaps be better placed somewhere the other side of the railway the war memorial area is a lovely quiet rest haven but maybe some of the surrounding old mills could be turned into either flats or small retail outlets. I would suggest Jordongate both W & E are mainly residential and should be left to develop naturally as required. The Retail core is to my mind the worse thing about Macc and is an example of very bad short term planning the purpatrators should be hanging their heads in shame, Othertan complete renewal it's hard to know what to say or do about it.
Don't name everything after A: Silk or B: Charles Roe.

Each sounds amazing. However, I worry that in reality it is very spread out and so would you actually get the businesses moving in? For example you are suggesting retail areas in Chestergate, retail core and Sunderland Street - are you not simply causing separation when really you should be promoting togetherness?? I suspect one area would become much more popular that others - so the less popular ones would always be struggling for trade causing businesses to close and empty units etc

Eastern access to the station

Easy access for people walking.

Far too diverse there needs to be a core are that is the flagship area

Focus on one area properly rather than little bit in each - get one right before starting the next.

Focus should be on the existing core areas that are both attractive and currently already attract footfall, it is essential this footfall is maintained in these areas, funds and initiatives should not be distracted to other peripheral areas of the town until these core areas have been maintained and growth starts to appear, there are already rumours that M&S are leaving the town centre which would be terrible for footfall and attracting other retailers into the town.

For people to use them they need to access them - access from and through Macc, plus parking when arriving (or better public transport access from say Bollington, Tytherington especially in the evenings) needs improving alongside this, especially if Churchill Way and Sunderland Street will be pedestrianised or part-pedestrianised. I'd love to see this but you have to consider the traffic that currently uses them as relief roads.

Get rid of retail in favour of housing

Have a dedicated landscape plan with covered areas (This is Macclesfield!)

I cannot think of anything else at the stage

I do not agree with more pedestrian areas. Our offices are just outside the town centre and going into Macclesfield is a non-starter due to lack of parking and high charges.

I don't know, this has been in the pipe line for a long time and nothing has arrived yet

I feel that the focus on the Retail Core should be more towards residential

I think it's great that the whole town centre is being assessed, but I think it would be prudent to start with making the Retail Core look nice, as it currently has many empty shops. Visitors can be forgiving of the edges of a town looking perhaps not the best, but if the centre is not nice, there is no destination. Chestergate and the Historic Heart are looking pretty good already. Let's continue that onto the Retail Core and then on down from there.

I think that they are well articulated, thoughtful, hang together well and are coherent.
On that basis I don't think that they can be improved.

I think we could go further and improve a lot of the areas. Parts of the town look very poorly maintained, especially the Sunderland St and train station areas. Perhaps more from families, green space in the centre of town perhaps?

If there is space an "green" park situated in the elevated area of 'Station Gateway' - facing east towards the hills - would be a great asset.

Ignore the idea of a boulevard in Macclesfield. Don’t be seduced by notions of lots of bike riders changing town centres future.

Improved Traffic flow. There is a serious potential problem of Traffic control in Macclesfield

Improvement needed in south macclesfield near moss lane

Improving cycle access is all well and good but the town centre is surrounded by hills. It is not exactly Cambridge. Cycling up and down hills to access the town is not an attractive option for most. Previous strategies have looked to build on existing car parks without replacing them - big mistake, particularly the ‘Ask’ proposal. Town centre, convenient, car parking will remain critical. Public transport is not an option and with most of the building that will be attractive to the more affluent residents is too far from the town centre to walk.

In order to retain the retail core, I think this area also needs regeneration / improvement and modernisation in order to attract brand stores and improve the aesthetic / invitingness of the area. I am always put off entering the enclosed shopping mall areas as it is gloomy and run down. This could do with being opened up or re-configured.

In the older centre of the town provide more car parks but pedestrianize the streets between car parks, allowing only deliveries and disabled access. The place in a maze and unsuitable for motor vehicles, which clutter it up.

including the Christ Church area as another area based on heritage and housing uses

Inclusion of a Historic/cultural corridor linking Chestergate and Silk Quarter.

Inclusion of nature-based solutions.

Just get started ASAP

Kept cleaner and perhaps green spaces, trees etc where practicable

Knock down the eyesores such as Craven House and the BT Building.

Less emphasis on Cycling provision - More on Pedestrian areas and less on the creation of Residential (Residential would increase Parking needs and more vehicle access issues which the Town Centre is not suitable for. Narrow Streets Terraced Properties etc)

The Retail Core needs to be enhanced by the featuring of the Towns heritage and this mixed with quality (individual) retail outlets would substantially improve the defined area
Less modern buildings, restoration of present buildings

Look at introducing free parking or different parking options to support the regeneration. Why would people come to Macc, when you have to pay to park and there's limited shops, industrial sites have loads for free parking and a variety of shops. Free parking would encourage people to come to the town more and utilize facilities. There needs to be a combination of retail, leisure and accommodation that is affordable for young people to attract them to come to the town coupled with the correct communication and advertising to promote it, once this happens then people will be attracted. Altrincham is a great example of regeneration, I go there myself, its great to shop, great food areas and people are attracted to live there now. Macclesfield LA could learn a lot from the Altrincham regeneration

Love the idea of a public (green) space at Waters Green. There is nothing to make you linger at this end of town and it has a lovely view of the church at St Michaels plus views of the hills.

Make better use of the market area in the Chestergate precint. Increase the number of restaurants and cafes but not of the fast food type like burger bars.

Make sure that there is plenty of free parking

Making each area as accessible for disabled people as possible

More community space. More out door seating. Less empty shops encourage small businesses.

More encouragement of residential use on upper floors even in the retail core.

More housing. More people means that people living locally will shop locally. Redevelop areas will require a range of shopping outlets not just eateries, pubs and late night greasy spoon outlets.

More pedestrianisation and better access to public transport

More speed cameras traffic light cameras to clock Red light skipping all through the town. Sort housing or temporary accommodation for the numerous homeless and vulnerable who are camping out in tents and door ways in adverse weather conditions and passers by walk by them 24 hours a day. Community and council need to walk together to help these people and I understand that you can only help some people who wanna be helped. But some may have run out of options or need help rehab or alcoholic problems

More Trees please: It would be wonderful to bring the draw of the town - the green spaces - into the town! More green spaces are required, incorporating planting schemes to encourage biodiversity and pollinating insects, and lots of trees to improve air condition, cooling, acting as wind breaks and improving the appearance of the town.

Much stronger ideas - the Sunderland Street / Silk Quarter is a pretty weak proposal for a really important area. The Areas should focus much more on how and why they will be used by residents and visitors - People not Buildings; How will the areas be used by young families; young people; older people; visiting families, groups, older people etc.
Multi storeys very unpopular

Multi-storey car park in railway station area is potentially out-of-character in this part of Macclesfield. It is likely to be at odds with improving the environment in this area. Multi-storey car parks are generally unattractive. Would prefer to see other options explored.

Necessary to have budget to maintain any improvement measures to public realm after any capital investment. Nothing more annoying than seeing deterioration due to poor maintenance!

Need to be bright and open not overshadowed by tall buildings

New plan coordinating all visions for the town centre for leisure and the periphery for retail. The town is ruined by heavy transport bisecting Macclesfield like a noisy and polluting knife.

No comment

No good getting rid of access to Sunderland street if wanting it to be a hive of interest. Shopping, shopping, shopping.
Churchill way bulavoured, a fantasy.
To me the whole plan is yet again a fantasy and will be very costly and it is hard enough now to get around the town, it will be even worse, these roads lead onto the medical centre, at Sunderland street, involve access roads to the hospital and fire station, and railway and bus station.
Has anyone thought of this??????
Who will be paying for this and how much inconvenience will be caused??????
I hope that none of my poll tax is going to it, bearing in mind the cut backs to services.

No multistoreys at station - that view is iconic don’t spoil it. No houses on Churchill way or cinema. Support Cinemac and existing buildings - don’t build new bland buildings.

Not sure

Numbers can’t be changed - a technical fault.

Open up old pathways, and allys between buildings. Let the light in.

Overall there are some very strong, well considered ideas here. If parking is to be limited/condensed (as it should be) thought needs to be given to alternatives for people using these car parks. Park and ride/out of town parking with good links would be favourable, and definitely better public transport & cycle routes so people can choose to leave cars at home.

People will go to where they can park their cars. The plural is deliberate. Old people will NOT use multi-storey car parks.

Please try to retain/add as much greenery as possible as it makes for a cleaner appearance.

Point 5 - if encouraging cycle movement in this area there must be secure stowage facilities.
<table>
<thead>
<tr>
<th>Remove most of the large ugly &quot;modern&quot; buildings in Jordangate</th>
</tr>
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<tbody>
<tr>
<td>Re-paint cycle lanes opposite station towards Silk Rd underpass</td>
</tr>
<tr>
<td>Restricting the traffic on Sunderland Street would create chaos due to it being the main way to Macclesfield Train Station, Aldi and most importantly Waters Green Medical Centre for half of the town. In regards to staff at Waters Green Medical Centre, many are community Doctors and Nurses which are in and out of the office all day throughout the week, increasing the length of time it would take for them to get back into the office will effect the amount of work they could complete during working hours, thus increasing a workload on an already very strained NHS.</td>
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<tr>
<td>Scrap them and start again.</td>
</tr>
<tr>
<td>See submission</td>
</tr>
<tr>
<td>Specifically the approach to Macclesfield from the Leek Road is abominable, the old Hewetsons Mill is a disgrace to the town. Once past this area the traffic queueing towards the Silk Road because of the narrowness of the road is a total failure attributable to Highways Authority when planning the end of the Silk Road by Mill Lane etc.</td>
</tr>
<tr>
<td>Spending a lot of time in London and seeing how Marylebone, Camden, Oxford and Regent Street and Tottenham Court Road have redeveloped their look by introducing or cleaning up paving, introducing pedestrian zones, having good bus routes etc. there are some really similar threads in the proposals. It is imperative that the team responsible for execution has a good eye otherwise it could really miss the mark. Having themes to brand the areas to help visitors understand where they are would be good. Perhaps using colours on pedestrian paving areas, wall murals (good ones, not tacky ones that try to look cool) etc.</td>
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<tr>
<td>Station itself could be improved, arguably a higher priority than the exit from station into town that is not too bad</td>
</tr>
<tr>
<td>Stronger identification e.g/.The SILK QUARTER</td>
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<tr>
<td>Supply enough affordable parking throughout the town. At the moment, parking in the town is pathetic.</td>
</tr>
<tr>
<td>The diagram would be easier to understand if it had a few building names and street names. I think the Poynton method of raising priority of pedestrians and cyclists is very good. Much more convenient than having to make your way to nearest crossing. Have to be careful about taking traffic away altogether. If someone is travelling through and sees interesting shops more likely to come back another time. Glossop is an extremely successful town with a wide range of interesting shops including indoor market and hardly any vacant units but the main road runs through the middle. I think it works because it has wide pavements and you can walk easily from one end of town to the other. Of course when you are in a traffic jam through Glossop you might think it doesn't work! Macclesfield does suffer from being a bit sprawling.</td>
</tr>
<tr>
<td>The retail core ought to become more mixed use. Following on on the proposed redevelopment of Craven House to residential to have more people living in the town centre (easy footfall) and also consider using upper floors / redevelopment over shops</td>
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</tbody>
</table>
as office space. People need a reason to go into the Retail Core. If they are there for work / living people will use the shops there lessening the dependence on people being transported in (the same principle as in the vision for other areas of the town centre). Consider a full pedestrianisation of the Market Place (from the junction of Jordangate with Brunswick Street and King Edward Street) to create a large and attractive town square surrounded by leisure / shops / cafes / bars on the Continental model. The businesses are already there....

Consider a shared space for pedestrians / 30 mins free / disabled parking on Castle Street, Mill Street, Exchange Street to make it as easy as possible for people to pop in to the town centre, support businesses etc. Would need to be carefully considered so that the route did not lead anywhere lest it become a rat run through the town.

The station frontage/Water's Green is a vital gateway to the town and is a billboard for it's attractiveness and appeal. Car parking is currently the dominant land use in this area and does little to attract people to stop and explore Macclesfield; the quantum of parking and quality of spaces must be very carefully considered. The red line needs to be re-drawn to reflect the Character Areas.

There is a very significant and serious absence of cultural outlets and arts based amenities in the town. Given its historic nature, a town the size of Macclesfield requires an Arts Centre to encourage visual and performing arts, such as would provide additionally for community use - the old Christchurch building being an excellent example (there are others).

They are fine as they are, lets hope some of them get done

They are good. They station desperately needs more parking as at certain times it is just a taxi rank.

They seem fine, anything will be an improvement it just needs to happen!

They tend to sound like a wish list rather than concrete plans.

To have a leisure facility that allows an indoor roller skating space. Myself and family really miss MAC Activity centre skating for fun and for health reasons.

Too many buildings left empty, loss of character in town

too many derelict buildings in most areas which have been like this for many years, nothing has been done and why do you now think things will change?

Unable to rank priorities in 7 as information not clear enough. Assumptions around redirecting traffic etc are dependent on a comprehensive traffic survey, as are parking needs. It is misleading to ask for preferences/priorities when the underlying basics are not being addressed. And again, the impact on surrounding streets where residents are already suffering the impact of workers and shoppers parking on their roads, and the detrimental impact on air quality of increased traffic in narrow terraced streets. As mentioned previously, cars accessing the medical centre or Aldi have to use Sunderland Street to get to Waters Green, as do buses. It is frankly ridiculous to redirect traffic to the Silk Road as it would all end up on London Road/Mill Lane/Park Green, another area of AQA. Many cars use Queen Victoria Street as a cut-through to
Mill Street via Waters Green, again a comprehensive traffic/Movement Strategy would confirm this

Waters Green does not need elevated parking, that would rip its soul out, a better train station in a Victorian style, planting and green areas, but keep the green as parking and a market area.

Waters Green is a key area leading up to Chestergate and the retail area. This could be an attractive green space with seating.

We don't like the names, the areas are much more diverse and vague than is suggested. But the ideas for development are good and need getting on with

We need to retain and encourage new national retailers to be located in the town centre. This can only be achieved by ensuring that those retailers can be serviced using the logistics systems they currently have. Will M&S, Boots, TK Maxx stay if their lorries struggle to get into the town centre? How will Macclesfield attract key retailers, such as: Wilkinsons, Robert Dyas, H&M, Mothercare, Primark, etc, etc?

With reduction of public transport and ageing population reducing car parking can only be done by park and ride type areas or you will drive more bushiness away from the centre.

you could attract more people by not regularly hiking up car park charges

You may be aware from recent, similar responses that the experience of United Utilities is that where sites are large and in multiple ownership, the achievement of sustainable development can be compromised by developers/applicants working independently. This can lead to situations regarding issues between interconnecting phases of development. We would therefore encourage the Council to make early contact with all landowners or development partners on how they intend to work together. We would advise that there is an agreement between landowners that would seek to include a holistic approach to any new infrastructure as part of a legally binding framework.

One of the major issues we encounter is the formation of ‘ransom strips’ that can result in a piecemeal approach to development across a wider allocation. Any drainage as part of early phases of the development should have regard to future interconnecting development phases, ensuring unfettered access between the various parcels, preventing the piecemeal approach to drainage and demonstrating how the site delivers sustainable drainage as part of the interconnecting phases. Any agreement would include a strategy for the drainage requirements as part of the development in each character area. The aim is to ensure the development principles are met through each development phase.

We believe that raising this point at this early stage in the preparation of the development is in the best interest of delivering the ambitions of the SRF in the most sustainable and co-ordinated manner.

You should always keep up maintain good standard then we would not have to revamp the area.
Q9 “If you disagree with any of the draft strategic actions, please explain why?

"Lobby public transport operators.....". This is far too weak; the action needed is for the council to increase funding for public transport and ensure good public transport links for all and an integrated time-table for rail and bus services.
"Encourage greater pedestrian and.........". Likewise, this is too vague, the action required is to increase funding for cycle routes and facilities and improved and enlarged pedestrian areas
"Protect and maintain distinctive.......". This action needs to be extended to include working with all owners of heritage buildings including the faith community to ensure they are all maintained and protected
"Ensure all development proposals....." This is too vague; it needs to refer specifically to the need to ensure all buildings are constructed/adapted to meet the highest energy efficiency standards

1. Rationalise surface car parking 'which currently creates visual blight' - it is essential to keep plenty of easily accessible car parking space available, to enable many of the other objectives to succeed. It is not good enough to rely on people using under-utilised multi-storey car parks, since many people want a quick 'nip into town' and many do not like using multi-storeys. The existing surface car parking is often very busy and is therefore justified. Appearance can be improved through planting, breaking up 'acres of tarmac' with some selective fencing/trees etc.
2. Consider the potential for a new and accessible events space around the station gateway: events should continue to be focused on the market place outside the town all. Creating additional events spaces will just dilute the impact of events, and reduce the frequency of use of the market place. Difficult to see how you could install deck-parking outside the station without actually impacting the view from the station up to the town centre, which is part of its appeal. The ambition to improve wayfinding from the station into town would be negatively impacted by a multi-storey car park in between the station and town.

1. Grow population: Reference must be included to the use of 'safeguarded land' SW of the town.
2. Leisure/evening economy: The words 'multiplex cinema' must be used. An accessible event space around the station will clash with the need for more parking there for HS2.
Distinctiveness: No reference to our unique views. Add reference here to a new and relocated West Park Museum.
3. Enhance T.C. environment: Must include reference to our unique views.
4. Raise aspirations: Include reference to a cinema. Generating income for Network Rail through advertising should not be an objective.

6.3 The approach taken to develop this SRF has included significant engagement with key local stakeholder groups and formal statutory consultation with residents and businesses. - Engagement only with a secret hand-picked group of stakeholders does not meet the Gunning principles, and the formal statutory consultation falls far short of what is needed for a complex consultation.
6.4 Commitment to enforce recommendations of the SRF and wider policy framework - This is a major concern, that developers will be given carte-blanche without any safeguards for the town residents and without any necessary infrastructure being in place. The overall strategy seems to be solely focused on a kind of social-cleansing -
there is little or no mention of the surrounding estates, just the 'affluent catchment area'.

6.4 Launch of the SRF with local developers, investors and occupiers to support them to play an active role in the delivery of the Strategy and specific projects - again demonstrates that this prioritises developers.

All of the strategic actions have their place. A vibrant town will have a good mix of retail, leisure, food and beverage, residential and then employment. What comes first - I would say employment. The rest can follow if there is a plan in place to ensure that employers can retain and attract people. This has to include training schemes in the right sectors - Macclesfield has some excellent employers in technology areas but they are attracted to relocate to other parts of the NW for easier recruitment. Then there has to be good access to a vibrant town centre with a good mix of leisure/food/beverage and also retail - leisure and experiences are getting more important than retail. A cinema? Childrens play centres in the town centre? Good access via public transport but also good parking - a lot of the target audience to come to the town centre need a car to get there and therefore need access to good, clean, safe value parking.

As stated previously, lack of adequate parking is a problem. I would not go for a meal in Macclesfield in the evening if there is nowhere to park nearby. I do not agree with more pedestrian areas.

Be very careful when adding to population in Macc - where will they park, can they get out easily on public transport, can the town cope with a higher population without considerable infrastructure improvements inside and outside the town centre. Think about services such a waste collection. The aspiration of creating a smaller scale version of an inner city residential hub is great but remember space is very limited.

Before growing the population I think the amenities and aesthetic and persona of the town needs to improve.

Carefully consider decked parking ideas so their visual impact is minimised.

Churchill way should be returned to a more pedestrian access instead of car domination, as it was when I lived on Barker St and the corner of Thomas St and Roe St.

Deliver new high quality housing: I don't disagree, but there needs to be a definition of high quality eg a design guide to avoid developers pulling the wool over planners. See some recent developments as evidence eg small infill with density above national guidelines. Specialist housing for older people: well designed housing can be suitable for a diverse market, it doesn't have to be 'specialist' with the danger of creating demographic ghettos. An extended events strategy: don't disagree but this must be high quality and distinctive, developed with local cultural and community orgs - not buying in providers and duplicating what happens in elsewhere. Good legibility and improved signage: don't disagree, consider this essential - but has to be high quality and distinctive (previous attempts haven't been). Lobby public transport operators: don't disagree with aim but this needs a funding commitment, some trade off or conditions otherwise it won't happen. Should include electrical vehicle charging points.
Economic growth aspirations: must include energy efficiency and impact on climate change in all these actions.

Cherish our historic buildings: this must include Christ Church

Enhance town centre environment: must include actively tackling climate change in choice of planting, sustainable, edible plants, soakaway surfaces rather than run-off etc.

Raising aspirations and changing perceptions: this is essential and these are good actions, but there are more. The last one 'continue to engage and work collaboratively with key local stakeholder gorups to support delivery of actions' is completely misleading. There is no collaborative working with any of the cultural and community stakeholders, and no forums where the mix is brought together to see who varied actors can support and build partnerships. This is essential as there is so much energy and enthusiasm which is at too often ignored, stymied or inadequately supported by CEC.

Do not depend on HS2 if it comes at all it will be to late to affect macclesfield o late circumstances will have changed

Do not rely on HS2 - it will be a LONG time coming, may be 20 years before completion if at all.

Some older, poor quality building should be knocked down to make way for new build in a style to suite / enhance town centre. We do not want tired, shabby, neglected buildings making the town centre look rundown.

Don't disagree with any of the strategic actions, however improved business (office) premises should be added to the list. Businesses are leaving the town due to the lack of quality office premises that are easily accessible from a public transport hub (ie the station). Having more people working in the town centre will increase footfall for shops and leisure (after work etc).

Enhance evening economy if this means more cheap bars and pavement drinking. A cinema and theatre venue would draw in people, but not if the current "no-go" areas of rowdy drinkers persisis

Enhance Strategic Environment - specifically suggestion that car parks create visual blight. Multi-story car parks can be even worse. People feel safer at night on a surface car park than in a multi-story park.

Far from disagreeing, I think that they absolutely reflect the appropriate range of actions; each of which is well defined, realistic, sufficiently flexible and interdependent.

Good draft strategic action

I agree with the draft actions.

I do not disagree but after 40 years here, I have heard it all before and nothing happens. A town of over 60000 people with no cinema.

I don't disagree but there isnt an objective around funding to garuntee the objectives happen and plans dont get abandoned as they have done previously

I don't disagree with any, but the scheme is not optimised in it's vision for Macclesfield.
I don’t think you are building areas for the future. This draft plan still focuses on retail units dotted throughout the areas - this is a very traditional approach. We know from within Cheshire there are many shopping arcades/ percents, retail areas that are empty. So, stop trying to do the same and build something different. Something from the future not the past. How people shop has changed and they will not go back to old ways. Look to do something not done before.

I think that inner town accommodation should not come before introducing better hospitality destinations and better retail stores.

I’d like to see greater use of the town hall as a venue, it should be cheaper for organisations. The retail core should include a mixture of businesses, relying on retail isn’t very forward thinking.

If reducing vehicle dominance there should be place for them fairly close as vehicle dominance should continue until better provisions are made for public non polluting transport.

If you want walkers and cyclists to stop and explore Macclesfield in the evening you have to provide affordable overnight accommodation. Bed and breakfast in older houses?

Increasing the local population and providing an attractive, functioning, environment in which people can live, work and relax should be the over-riding objectives. This should be underpinned by a rigorous and detailed transport strategy (including car parking). Grow our town centre population and Enhance the town centre environment should be the primary Actions.

As a general observation, the analysis section of the document omits discussion of climate change. This is an integral part of the process for making Macclesfield fit for the future. CEC has, in the recent past, investigated the feasibility of heat networks (which could also operate as cooling networks) and this may influence the nature and provision of housing. Similarly, green space can be used to pre-condition air for passive cooling of buildings, and can help to improve flood attenuation and personal well-being. Climate change should be seen as a key driver of improved facilities and management.

I’ve covered this I think

Jordangate car park is perfectly adequate without alteration. The police station, Post Office could be moved to accommodate attractive residential developments rather than wait for these plots to become available as should the Council Car Park area

Low cost social housing in the borough needs to be addressed. Homelessness needs to be addressed. Free parking would encourage more people to visit the town. Reduce business rates to reduce the number of businesses moving out of the centre.

Macclesfield has a large out of town population that includes both residential housing estates and outlying villages. Macclesfield needs to be seen as both a provider of services and a destination source for these areas. The general objectives of improving Macclesfield Town Centre should encompass these needs.

Make the present facilities more viable before charging headlong into decisions that
may well be seen as a disaster in 10 years time.

Most of the report paints a rosey picture of retail town which is simply not viable in the internet age.

My vision for Macclesfield would envisage a peoples space overlooking the peaks and suitable entertainment and eateries available offering new types of venue. The current mix of establishments opening and failing is indicative of the waste of space Macclesfield really is.

N/A

N/A

n/a

NA

Neighbourhood Plan is required

No

No comment

No comment at this stage.

no disagreement

No disagreement, all positive ideas that cover all aspects

No extra buses. The council are still cutting back

No, all sounds quite positive.

Not sure about multi-story parking anywhere - they have a tendency not to be aesthetically pleasing.

Not too much - I like the positivity.

Objective: Grow and diversify our leisure and evening economy
Consider the potential for a new and accessible events space around the station gateway.
I don't agree that this area should be an events space. An events' space should be in the Town Centre and should be the Town Hall. Having an events space at the station will bottleneck people are and not bring them into town. Having said that, I don't disagree that the station gateway shouldn't be improved.

Omission of Christ Church from the list of distinctive heritage buildings in the Objective concerning heritage buildings and repurposing is a major concern and shows a lack of understanding of how significant this area is for all those living and working on the west side of the town.

Provide refurbished quality workspaces with appeal to smaller local occupiers across a mix of sectors within existing buildings recognizing the viability challenges associated with new build.
Support independent retail and leisure businesses to set up and thrive. The whole UK economy is based upon free-market economics. Macclesfield town centre should not be subjected to tax-payer subsidised social-engineering. The town centre should have designated areas for retail and leisure but the actual development of those areas should be determined by the business that want to be based there and they should invest in their businesses. The council should not offer subsidised help/intervention to the smaller firms who have not developed successful business models.

Retail center and Churchill way need improving they look old and shabby the whole town requires improvement

SEE ATTACHED DOCUMENT

See our attached comments

South of macclesfield like moss lane and thornton square has been ignored in the plan. I would like to see more development in this area.

The cherish historic buildings strategy is too wide and needs to focus on a couple of individual assets that are in the key Churchgate and Market Place core areas where they no longer become an eyesore, such as on the pedestrian route from the station, to market place then down to the new food offer at the Picturedome. Enforcement is needed or CPO powers to bring these schemes back into use, not across the whole of the town centre otherwise nothing will be done - again.

The immediate Station area, because I think eyes are drawn upwards to the Church not down to the cars. I can see that there could be ramped levels of parking where there is a land drop, but I love that the fair comes below the station and there is parking all round the area. Again, lots of greenery, particularly shielding cars, would make all the difference. The Hotel restoration helps, but why don't Arighi and Bianchi clear their storage unit gutter? All you see on arrival by train is messy gutters. But easy access made to their store would be excellent.

Town centre population - I don't agree this to be a priority. Better public transport links will help out of town areas will help to get people into town

Typically the people preparing the document have tried to satisfy all and include all options so they don't miss anything in the process it has been made too complex. Redevelopments starts with an intent to do something. Usually out of necessity. start small and grow around the core success is the best way forward. Don't dilute the good intent with grand plans.

We need to ensure that any housing which is built includes affordable homes, and also need to ensure we keep up other investment (in schools and the NHS) for the larger population.

who is paying for all this work ? Mac or the rest of Cheshire boroughs

Q10 “Which of the draft strategic actions should be prioritised?"
The objectives lack the strategic overview and scale of intervention needed to regenerate the town centre.

"Cherish our Historic buildings..." - priority should be bullet 3, engage with land/property owners to encourage repurposing or development

"Encourage greater pedestrian and cycle movement...."
"Ensure basics are delivered well..."

"Support the greening of the town centre......."
"Protect and maintain distinctive heritage buildings............"  
"Encourage greater pedestrian and cycle movement..."

| 1. Grow town centre population |
| 2. Enhance environment          |
| 3. Cherish our historic buildings |
| 4. Support economic growth aspirations |

| 1. Re urbanisation of town center through new plots provision2. |
| 5. Full program of cultural events from forming dedicated team |
| 7. Enhance the approach from the station to the town |
| 11. Evening Busses subsidy to surrounding villages |
| 13. Cycle Hub - routes and connectivity to Macc forest |
| 14. Empties given to Social Enterprises and Community Business |
| 20. Add business center to the Library |
| 21. Gateway to Peak district offer |
| 24. Investment in the silk museum |
| 25. Public realm improvements |
| 27. Signage enhancement to town center and way finding to surrounding attractions |
| 29. funding for a town center support & marketing manager of appropriate calibre |
| 32. Provision of public toilets (only 1 now) |
| 33. Marketing Team – for promotion for Macclesfield to sub region |

1: Grow our town centre population  
2: Enhance the town centre environment  

2 sensitive infill-encourage new exciting independent retail and leisure businesses  
7 car parking- needs radical solutions including better public transport offer.

A vision for Macclesfield that transcends the remainder of the nearby golden triangle developments and makes Macclesfield the go to place for shopping and entertainment. The living spaces are numerous and should be developed further from the actual town centre, They also need a rethink as they are often old and energy expensive.

All are a priority!

As per previous priority list 'Enhance Town Centre Environment' this will in turn encourage further regeneration retail and leisure facilities

Bringing empty retail spaces back in to use; creating new public spaces; creating green spaces; pushing sustainability

Cherish our historic buildings and repurpose underutilised assets
<table>
<thead>
<tr>
<th>Harness our distinctiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chestergate, Jordongate and Station Gateway Developments</td>
</tr>
<tr>
<td>Chestergate/historic quarter</td>
</tr>
<tr>
<td>Christ NONE</td>
</tr>
<tr>
<td>Churchill way station</td>
</tr>
<tr>
<td>Creating views and a cinema should be prioritised, wherever they are relevant.</td>
</tr>
<tr>
<td>Derelict houses and shops being a priority</td>
</tr>
<tr>
<td>Encourage a strong and dynamic business framework</td>
</tr>
<tr>
<td>Enhance the town centre environment</td>
</tr>
<tr>
<td>Enhance the Town Centre - first and biggest priority - lots of the other aspirations will follow if this is given priority.</td>
</tr>
<tr>
<td>Enhance the town centre environment</td>
</tr>
<tr>
<td>Enhance the town centre environment</td>
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<tr>
<td>Enhance the town centre environment</td>
</tr>
<tr>
<td>Enhance town centre environment - this will encourage new businesses to start up in Macclesfield town centre and attract more visitors. We need upmarket NOT down market retail</td>
</tr>
<tr>
<td>Enhance town centre environment all items. The view from the train as you approach is very offputting.</td>
</tr>
<tr>
<td>Enhancing the offering for day visitors. This will need to be leisure/retail led but it must rely upon the restoration of key historic buildings which must be linked in a pedestrian friendly manner.</td>
</tr>
<tr>
<td>Enhancing the retail area is where all this needs to start</td>
</tr>
<tr>
<td>Ensure town centre meets ‘everyday’ needs of a resident population including local services, health care and education provision</td>
</tr>
<tr>
<td>CEC must evaluate this, schools are already oversubscribed, roads are choked, air quality is poor in key areas, public transport non-existent in the evening and Sundays, parking, parking, parking. I don't want ugly multi storey car parks blighting the town.</td>
</tr>
<tr>
<td>Evening and eatery establishments - Poynton footfall has increased massively since these areas have been increased</td>
</tr>
</tbody>
</table>
| Events are key to luring people to town. But there must be care in ensuring that these are high quality distinctive happenings not copies of other towns. Collaboration should be cultivated with local expertise and stakeholders. Some events driving footfall not
necessarily a positive for retail per se.

Get someone to rewrite the plan in plane english. Should be shorter. The plan is written for those writing the plan not for the community. Some of the wording is rubbish. You must concentrate on the local shops being affordable and what people want. Town centres are not where you do the main household shopping, most other shopping is or will be on line. So the town centre has too be a cultural centre Coffee shops and Restaurants. Look at Burry Market and Altringham

Grow and diversify our leisure and evening economy - despataely need to attract new, high quality independent business and provide more in the way of leisure activities, including the very long awaited cinema plus other leisure pursuits - ie themed bars etc. Look at the Oreint in the Trafford Centre for ideas of how to blend, food, drink and leisure - although Macc would do this much more classily! Manchester city centre (outside Arndale up Market Street, out to Coprn Exchange and down Deansgate is going in the right direction in terms of blend of shops, cafes, bars, restaurants, leisure and expereinces)
Make more of our connectivity - this is key to attracting people who pass through - currently the horizon looks ok from the train but when you come out of the station it is very poor and very uninviting

Cherish our historic buildings and repurpose underutilised assets - do more of what has been done with the old Cheshire building society (ideally with independent stores and leisure pursuits, not chain ones)
Enhance the town centre environment - not a massive task in the current pedestrianised area but immediately outside of that it is dire and needs seriously redesigning and upgrading. Also consider it rains a lot - don't make it one huge mall but consider ideas for covered areas in the centre of pedestrianised roads

Grow and diversify the leisure and evening economy

Grow our town centre population - improve housing choice
Grow and diversify our leisure and evening economy - provide new leisure destinations
Make more of our connectivity - redevelopment of station gateway, promote access to surrounding countryside
Support economic growth aspiration - provide refurbished quality workspaces with appeal to smaller local occupiers
Cherish our historic buildings and repurpose under utilised assets - engage with land/property owners to encourage under utilised buildings and sites to be repurposed
Enhance the town centre environment - prioritise the physical enhancement of key gateways and corridors, rationalisation of surface car parking which currently creates visual blight

Grow our town centre population - with more people moving into affordable, modern, attractive, quirky accommodation, the need for services and leisure facilities increases and businesses naturally move in

Grow our town centre population
Support Economic Growth Aspirations
Raise Aspirations and change perceptions
<table>
<thead>
<tr>
<th>Grow our town centre population. I consider this would be a catalyst.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grow the town centre population</td>
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<tr>
<td>Grow town centre housing / population</td>
</tr>
<tr>
<td>Grow town centre population, as suggested, and by encouraging development of upper floor apartments above the retail units.</td>
</tr>
<tr>
<td>Growing the town centre population &amp; economic growth aspirations.</td>
</tr>
<tr>
<td>Growing the Town Centre population will be key to the success of many of the other strategic actions.</td>
</tr>
<tr>
<td>Growing the town centre population, I think that apartment space sold to young professionals based on rail links for work, and access to leisure facilities, would provide a huge boost. With the influx it will bring living directly on town centre doorstep, everything will thrive from there.</td>
</tr>
<tr>
<td>Homeless vulnerable</td>
</tr>
<tr>
<td>History and restoring rejuvenating all eye sore areas.</td>
</tr>
<tr>
<td>Housing infill to remove all the old industrial decay in all the areas under review. Multi decked/underground parking in all redevelopment areas. Hop on and hop off buss transport linking these redevelopment areas on a continuous circuit.</td>
</tr>
<tr>
<td>If you introduce recognizable brands, even if they are outlet stores, then people will visit. Look at Cheshire Oaks. It is a destination point. Have a few bars and restaurants that people recognise intermingled with the local stores and people will naturally walk from one to another.</td>
</tr>
<tr>
<td>Important to grow our town centre population by utilising existing vacant sites such as Craven House, Mill behind Park Green.</td>
</tr>
<tr>
<td>Improving the urban environment</td>
</tr>
<tr>
<td>Independent retail and leisure services will attract people and any actions supporting this should be prioritised.</td>
</tr>
<tr>
<td>It entirely depends on available money. Everything Cheshire East does costs at least twice as much as normal</td>
</tr>
<tr>
<td>Leisure &amp; core retail</td>
</tr>
<tr>
<td>Make more of connectivity</td>
</tr>
<tr>
<td>Make more of our connectivity - better public transport to local villages by lobbying, better parking at station, more rail routes</td>
</tr>
<tr>
<td>Make the town centre nice! It needs to be clean, tidy, and have a nice range of shops and leisure activities.</td>
</tr>
<tr>
<td>More Town Centre homes in disused places. Churchill Way improved. More parking, with the existing car parks hidden by greenery. A street vibe created.</td>
</tr>
</tbody>
</table>
I don’t think the Car Parks around Churchill Way should be redeveloped. It will restrict footfall. Other places could be used for homes.

NA

no

No comment

Not to sure

Objective: Grow and diversify our leisure and evening economy. Explore scope to provide new leisure destination within the town centre but with flexibility to adapt to future changing trends. Open up the Town Hall as a venue for arts, culture, workshops, professional development session, community activity. The TH is the elephant in the town, under-utilised, empty, paid for by council tax, and yet shut to the people the majority of the time. We have shared and submitted plans for multi-purpose usage and have got nowhere. it’s time to reclaim the Town Hall.

Parking should be reduced to attract people to shop here and the town centre looks awful. No more kebab shops!

Promoting connectivity - in particular promoting public transport (buses) and improving pedestrian access and cycleways.

Redevelopment of old buildings, more aspirational shopping and restoration of key buildings.

Retail

Retail centre should be focus, encouraging new retail outlets (including evening and leisure) and incorporating new residential units.

Retaining historic building, waterways

Same priority as defined earlier

SEE ATTACHED DOCUMENT

Shopping areas and market area.

Start with the actions that would make an immediate impact. Improve and consolidate the town centre parking; turn Waters Green into a green space; plant trees.

station approach and parking is priority to encourage employers to invest in Macclesfield and provide transport to a more diverse range of destinations from the Railway station, thus reducing the through traffic in Sunderland Street to the Silk Road

Station, historic centre, trading areas and CULTURE

Sunderland Street and Silk area has to be a priority. The traffic in this area puts me off trying to get into town. Car parking for the station is not ample and is overly priced which again makes me avoid using Macc train station.
Sunderland Street and the silk quarter look to be the most innovative ideas to me. These plans however could be strengthened.

Support Economic Growth and Enhance Town Centre Environment. There are many elements of the latter than don't need massive outside environment like replacing the cobbles on Church St and make it look more welcoming.

Support economic growth aspirations

The function of Macclesfield Town Centre as a hub and focus for the surrounding catchment area

The priorities for the actions need to be (in the following order) - enhance the town centre environment, grow and diversify the leisure and evening economy and support economic growth aspirations in the form of attracting significant occupiers to remain in the town centre with a wider and diverse retail offer.

The station area and then the rest all section, restaurants, pop-up foodie areas, involve the chattering students at Macc College. Involve the tourism students at Macc College, set them a task of how they see and would implement some of these notions.

the station gateway regeneration

the town centre followed by the station to improve the accessibility etc.

The town centre improvement and the train station.

they all rank in equal importance.

To enhance the town centre environment.

Utilise our historic buildings before we loose them. Redevelop the station gateway (too many signs/streetlamps etc. Keep all the trees in the town wherever they are. Work with local stakeholders.

Whichever is easiest to implement.

Work with existing major occupiers to understand their requirements and role they could play in supporting new investment: • Target small and medium sized-enterprises in sectors of strength including science, finance, creative and digital and promote opportunities for collaboration • Provide refurbished quality workspaces with appeal to smaller local occupiers across a mix of sectors within existing buildings recognizing the viability challenges associated with new build • Promote the excellent skills and labour market credentials of Macclesfield to inward investors • Support establishment of creative and digital start up – potentially by supporting reuse of heritage buildings potentially on a temporary basis.

Q13 “Should any aspects of the proposed SRF be altered and if so in what way? 

A plan should encompass the objective not what is currently achievable or able to do with current investment. It will be bitty and just make a bigger mess of future
opportunities.

A stakeholder forum for collaboration, information sharing and partnership building should be established, including cultural and community orgs as well as business, housing etc. People make places. Without openness and cooperation the best plans will flounder. A 'place led/ project based' action group doesn't feel inclusive or creative enough. The objectives shouldn't all work to support the retail heart - the heart of the town is more than retail and the enterprises which have saved Macc from mediocrity and further decline eg Barnaby and Treacle have been volunteer and community led. This isn't explicitly recognised. Culture is seen as a nice to have add-on which is there to drive footfall to retail. It is community engagement and interaction which gives a place identity and makes people feel proud. There is a recognition of this in the early analysis, but it is absent in force in the actions. The SRF should include the Christ Church conservation area in the town centre - no agreement has been reached to redraw the town centre boundaries and it is presumptuous and undemocratic to overlook this distinctive and historic area.

Add in a cinema.

Additional elements added to emphasise:
Sustainability and reduced carbon footprint
The need to respond to the already present dangers of climate change
Green spaces should also consider biodiversity to attract bees and other pollinating insects

Again, I do not believe that pedestrian areas are the key. Also I would not wish to see decked car parks as they are hideous and I do not feel safe using them.

All of it - replace with a Neighbourhood Development Plan that is truly inclusive

Are there any incentives that can form part of the plan that can be added to support more independent businesses? It all looks attractive but is there something persuasive for businesses to 'make it in Macclesfield'?

As it stands is making the most of what we have given budgetary constraints.

As stated earlier, more ambition for culture and also perhaps even green mass transit solutions for park and ride schemes?

As stated in response to previous questions, objectives need to be added to improve air quality and reduce carbon footprints and one of the character areas needs to be identified as a more 'up market' area to try and attract into the town the spending power which exists in surrounding settlements.

Care with car parks and their charges as this will discourage people attending the town

Cheshire East should give a commitment to making available adequate planning officers-preferably a single officer-familiar with the town and responsible for coordinating general planning enquiries in a joined up way and dealing effectively with applications applications should be required to contribute by S 106n obligations to support financially the objectives of the policy where they have sufficient economic viability to
do so

Clean up the area along the river especially outside Tesco it is an utter disgrace

Continuing to build/ renew the same old traditional retail spaces to be let out. This is outdated system of retail for new and forward thinking businesses.

Craven house should/could have retail or a cinema with residential on upper stories. Cheshire East wasted £11million to bring just one (TKMax) to the Indoor market. You should be concentrating on getting less phone shops & charity shops.......Macclesfield could have been similar to Chester before Cheshire East ruined it !! The town needs sympathetic buildings NOT decent buildings torn apart & replaced by monstrosities

Cut costs by not doing too much to the Station Area. Use every possible site for central homes, but leave the car parks around Churchill Way clear. Plant huge amounts of greenery, using businesses to provide some to cut costs and care.

Disabled parking has not been mentioned as a priority and this must be addressed as part of any regeneration project.

Dog shit wardens need adding and a mental hospital

Eastern access to the station, even if it is just walk and cycle access.

Economics

Funding, imaginative leadership and a collaborative forum for delivery.

Greater emphasis on connectivity with the communities that rely on town centre facilities

Greater reference to the wider population of Macclesfield as referred to previously (outlying villages and housing estates)

How many old and very old people are you catering for?I

How much and how long???

How will it be delivered and in what timescale?

I agree with the vision and objectives to a degree, however the town centre has been in decline for many years and the time for radical changes for shopping use passed 20 years ago. People are now shopping on line or if they want the shopping experience go to Manchester. Macclesfield is full of Coffee shops, charity shops and more and more empty shops and the homeless. The new Grosvenor Centre is a white elephant and more and more established retailers are closing branches so that we are left with bargain lowest common denominator stores. It is an embarassment to bring friends/relatives from outside the area to the town.

So I agree more town centre housing/conversion is required and more green spaces and better car parking. The entry to the town along London Road is grim and off putting. I'm pleased to read about the conversion of Craven House to apartments but in reality is this going to happen with a worsening economic situation being faced.

I can't quite see how HS2 is going to help the town and will it ever happen. I also think that until Brexit is sorted the whole thing should be put on hold as the impact if we
leave will have enormous ramifications on finances, investment and population levels as the very people needed in service industries may well leave. There is a lot made of the lovely surrounding green areas but at the same time details of more housing (930) on what was green belt land, thereby removing some of the green areas.

I am part of MiM but have completed this from a personal perspective but I attach the MiM document as it has much of my thinking in there.

I think making them clearer and more comprehensive is important - currently they are vague around what leisure activities, how parking would be rationalised, how this could be funded, what is distinctive about us, how the centre would be enhanced. What would be done as a priority, how it would be made a reality unlike the myriad other proposals that have bitten the dust in the recent past and left Macc falling behind as a result.

I think there should be a stronger focus on enhancing for existing dwellers rather than an over focus on bringing more people in.

I would not recommend increasing the population until a regeneration has taken place to provide the facilities and amenities for existing and new local people. This would then better support the population growth.

**Improved cycle routes, safe, secure cycle parking.** Use coloured tarmac on pavements to make clear routes into town e.g. red tarmac pavement on route between railway station and bus station, green tarmac pavement to mark the route between Wallyhaze car park and town centre, Blue tarmac pavement between Jordangate car park and town centre. Make some of the pavements wider, especially the route between Jordangate car park and town centre. Use colour coded are maps of the town centre with colour coded routes (to match pavements) to help visitors find here what around and to understand what is on offer / where to go. Advertise Macclesfield nationally as a gateway to the Peak District - we must have to visitor amenities / accommodation to match.

In rationalising car parking I disagree strongly if this involves closing Exchange Street Car Park. It is a vital access for those with mobility problems. By all means make it exclusively Blue Badge, but do not develop for residential use. It provides level proximal access to core businesses such as banks and shops. Similarly blocking Churchill Way will increase congestion on narrow back roads that cannot cope at present or make access for disabled people harder.

It is a good vision, but if anything it needs to be more bold and specific. We need more detail on how to make the vision come about. For example, there are also great views at the corner of Mill Street and Queen Victoria Street which need to be utilised. Having pedestrian friendly signs/maps with information of the historic sites (such as the museums), the town centre shopping streets, and how to get to close natural places (such as the canal walk, the riverside path to Prestbury, and Tegg's Nose) would help visitors. Also, it would be helpful if the Tourist Information office were open when tourists might be visiting. We need a simple and clear outline of all the great things one can do in Macclesfield for our visitors. I can even write it up! There is a lot to do in Macclesfield and a lot to be proud of, in addition to the obvious areas which need improvement. Cycle access MUST be improved. My family would love to cycle more, but getting to the very few safe cycle paths we have is exceptionally dangerous. I
regularly seeing people cycling on the pavements as the road is too dangerous. Why can we not make Macclesfield an example to the rest of the UK and put pedestrians and cyclists first? A bold plan to make Macclesfield the best British town for non-car transport would certainly future-proof this draft vision and make Macclesfield a destination not only for visiting, but living. Making towns suit cars was a decision. We can make people and health a priority with better planning. That being said, we specifically need a safer cycle way connecting the town centre and the Middlewood Way (at present it is disjointed), and cycling only paths in and out of the town so that cycling to the town centre is possible. The pedestrianised area of the town centre would benefit from being pedestrian at all times, except for stock delivery times. Walking through the town centre at night is dangerous and people drive much too quickly through the usually pedestrianised area. Better lighting and signage to show visitors where the evening restaurants and bars are (further down Mill Street) would be helpful, as a first time visitor to Macclesfield will think the town centre is very dead at night, due to most of the shops on the upper part of Mill Street being closed. And, though this is not related to town planning, if there are people who appear to be homeless/drunk/on drugs in the town centre (which is increasingly the case), this does not reflect well on the town. We also need to be more small business friendly in Macc. New small businesses such as the bakery 'Flour Water Salt' have made the town centre so much better, and new ventures such as the indoor rock climbing and yoga centre 'Substation Climbing and Yoga' (in Hurdsfield industrial park) have brought new leisure activities to the local area. Independent businesses are the beating heart of town centres. We need the town to make their existence sustainable. Also, small investments like the new flower displays this year make a the town look so much nicer. (That being said, some people use the flower displays as bins which not only makes the town look like a dump, it gives the wrong impression of the local people. Perhaps some firm anti-littering fines need to be issued to crack down on this sort of rude behaviour.) Overall, I think the town centre plans are a good start, but it would be better to have a bold goal (such as becoming Britain's most cycle/pedestrian/ small business friendly town) that would really make Macclesfield stand out as a town to visit, live in, and emulate.

I've covered this

Macclesfield is not a quirky town, please stop using that term. It is distinctive, yes, it is ancient,yes, it will require sensitive updating,yes, but it is not quirky.

More attention to different kinds of housing, more thought on how these ideas will be realised.

More care and prioritise realistic deliverable and positive outcomes.

more emphasis should be given to access routes/highway safety proposals

More focus on increasing the residential component of the town centre and increasing the density. People make places viable.

More focus on sports facilities, families entertainment and development of south macclesfield is needed

More greenery in areas with the less desirable character-lacking architecture - Mill St,
Castle St etc

More low cost parking. Recharging points for electric cars and vehicles.

Much stronger and more passionate about the town - with a real commitment to an overall vision for health and sustainability through connected communities, small scale flexible developments, championing of heritage, creativity and green spaces to create a distinctive destination and a fantastic place to live

N/A

NA

Need more work on car-parking fees. They need to be reduced or removed altogether at certain times to encourage shoppers

No

no

no

No

no

No comment at this stage

No idea

Do not spend any time in the town other than the hospital

no point in commenting no one ever listens

NO, it represents a well thought through, well informed analysis of the issues, with some intelligent, ambitious but realistic solutions.

No. I would hope it IS deliverable but time will tell.

None

NOTE: This response is necessary only because my previous response only allowed me to attach a single file. I wished to submit two so my second file follows below.

Ok I skimmed the 40 pages, but where is the provision for affordable housing? Affluent people do not want to be in dying town centres and, over 20 years, AI and internet will transform everything. There has to be emphasis on coming in for entertainment, health, enjoyment. The plan acknowledges this but housing seems its priority. Surely it will swallow more green belt/desireable land? . .

Parking issues

Parking needs to be free available and accessible otherwise only residents will occupy the town and retailers will be reluctant to move in council should reduce overheads to make shops viable
Priorities are to be identified and of course limited by budget available.

Proposals for consolidation of parking are flawed. Town centre residential development should be focused on brown-field sites / unused buildings, and apartments above retail units.

See attached

SEE ATTACHED DOCUMENT

see attached report

See earlier answers regarding the inclusion of a legally binding strategy, along with greater expectation for green infrastructure and sustainable drainage.

See previous comment and attached document on greater integration and ambition regarding the sustainability of the town.

See previous comments and later proposals.

See previous comments regarding green infrastructure.

Social housing?

Some aspects of the SRF are unclear such as "public realm".

Start again. With Macclesfield in mind. Not history but future.

Stop now before any more of our money is wasted, this is a least the third, and maybe the fourth attempt at this so-called regeneration. Cyclists need to think of their responsibilities as well as their rights, you need to make sure this happens.

Tell the truth

The bareness of the bus station interior. This should be included under 'public realm'.

The Boundary for the town centre to the East of Sunderland Street does not make sense and seems rather arbitrary. Surely it would make sense for it follow the natural boundary of the river, which after all is only a block away from the current intended boundary.

The current high street is rather boring. I'm not sure this is being tackled. Instead of improving individual pedestrian crossing consider the Poynton design of cross wherever you want. Have to be careful not to remove all traffic. If someone is passing through and sees an interesting town or a regular visitor sees a new shop they are more likely to return. Glossop is extremely successful in terms of wide and increasing range of businesses and few vacant units and has a main road running through the middle.

The emphasis is on small scale environmental and other cosmetic changes to roads, appearance and the like. Whilst these are required, the major challenges facing the town centre are not being addressed in the framework. Major stakeholders needed to be identified including landlords, land and building owners, retailers, Cheshire East.
Council, government, local groups and communities. High level strategic action plans for each sector and topic then needed to be developed and costed.

The flow of traffic in Churchill Way should continue as at present but Car Parks improved as proposed with improved pedestrian access at junctions to the retail areas.

The initial vision sets out the strengths of the town eg Treacle Market, Barnaby Festival and heritage assets but then forgets these in the strategy...as you say "concentrate on the basics" and make sure that these projects/events and businesses are given all the support they need to survive and prosper. It's not a done deal! A town is its people...listen to them, support them, help them to achieve new things for the good of the town.

The pedestrianised proposal for Sunderland Street needs to explained better in how all the traffic that goes down Sunderland Street will be redirected on to the Silk Road. Example. How will traffic coming from Park Lane get on to the Silk Road? There seems to be an assumption that the South Macclesfield Bypass will be built. Because at present traffic coming from Congleton or Chelford directions going Eastwards towards Derby, Buxton etc will continue to use Park Lane.

The purpose of retailers in the town centre is to provide what the consumer wants. The focus of the proposals appears to have been determined by what the independent retailers would like. You are missing the point - you can't have a vibrant town centre if the consumers have to travel to other towns to do their normal shopping.

The SRF is too wide ranging just as other strategies have been in the past, leading to piecemeal, bite sized elements taking place in the wrong locations "because it was identified in the strategy". The strategy should focus solely on the core areas in the town centre first, the pedestrian route from the station, to the market place and then beyond to the new food offer at the Picture Dome, once that's been achieved then go out to consultation for the next strategy - BUT only when the first one has been delivered.

The SRF mentions improving Cycle facilities but does not appear to give any detail except a high level statement.

The SRF should show more emphasis on the conversion form retail to housing.

The use of 'green' and 'sustainable' in the SRF is misleading and does not refer to a more environmentally focussed, sustainable Macclesfield. These are silent in the SRF and that should be rectified.

The whole process should be more inclusive and community led as opposed to informed by a select and private committee. The document should be less disingenuous.

There has to be a commitment to funding to even give this a chance of success. At the moment the intention is there but without actual financial support from CEC how can any of it be moved forward?

There is a weakness in the document in respect of delivery mechanism. while it is made clear that CEC cannot have the full responsibility for delivering the strategy outcomes, simply expecting that other stakeholders will fill the gap without incentive or
organisation is unrealistic. An outline delivery mechanism such as a Delivery Authority should have been included in draft form

There is little reference to provision of affordable housing, particularly in the rental sector. Whilst it is important to attract affluent professionals to support economic growth Macclesfield has an increasingly visible homeless problem that needs to be addressed by the provision of good quality affordable housing and support for individuals with complex and multiple needs.

There should be more detail around Macc as an events and cultural destination (see next point)

What really puts me off going to Macc town centre is the prevalence and frequency of "chuggers". I find their presence intimidating.

Why can't these documents be written in plain english? I've read worse but...
"Cheshire East has delivered a series of public realm and environmental interventions" - what?

Would have liked to see an objective of greater penetration into the town centre by bus services - currently rather car-focused at expense of public transport.

Q14 “What, if any, additions to the document should be considered?”

- park and ride.
  &
  - (probably electric)town centre circular \ shuttle bus.
  - social aspects & identity .... sorry, difficult for me to put it into words.
  - actually address the financial costs (& benefits?) of these possibilities... and where the £ might come from. !
  - emphasise the need for calming green arteries around the town and routes into town.
  - it's a shame the remit doesn't cover the frontage\banks to the river.

1) Cleanliness of town centre environment.
2) Current poor perceived image of Macclesfield by surrounding residents of Cheshire - so some improved marketing and 'branding' is required. I feel the current view is unjustified - I personally like Macclesfield and see potential. Altricham has set the precedent. The railway & bus stations need updating too.

A capital project list but first I would invest in a stronger team for Macclesfield - needs 2-3 roles for 2-3 years to make sure we make the right decisions and implement the right projects.

A more strategic overview of the challenges facing the town centre

A statue of Ian Curtis. We are a musical town, with a lively music scene and this should be celebrated with a tribute to one of the towns greatest sons.

Add in a multi screen cinema.

An activity centre for kids.
| As above |
| As noted previously: |
| Increased office space within the town centre (alongside increased residential) |
| Consider full pedestrianisation of the Market Place from junction of Brunswick Street and King Edward Street (part of it is effectively a car-park and drop off at the moment, which really does detract from the large public realm / square, surrounded by cafes, bars and independent shops that it could become). |
| As previously stated, raised profile and develop of market as this is not found in other towns nearby. This will have a positive knock on effect in supporting local retail units. |
| As stated in response to Q.13. |
| Because of the lack of public transport and hilly terrain locally it very ambitious to think that people will choose to access the town centre by bike or walking |
| Better cheaper car parking is the only way to encourage people to come into the town centre |
| Burn the damn thing and start again. Oh and stop banging on and on about a cinema in the town we do not need one. What we need is easier way to get out of the town by car to reach the current ones in Stockport and Didsbury. |
| Car parking charges are an issue not really addressed as free parking at out of town shopping outlets is a winner for many. With council funds so hard pressed it is difficult to see how this can be radically altered but options such as 2 free hours or refund of parking charges at shops and leisure facilities would encourage visits. |
| Central car parking should be considered for the disabled as otherwise they will be excluded from the town centre. |
| Cheshire East Council has a very bad reputation in the local area and has consistently angered residents with reports of corruption and general lack of interest in the town. Therefore i think the document should include some sort of pledge/promise (for what it's worth!) to the people of Macclesfield that these developments will take priority and will happen, following decades of broken promises and failed ideas. |
| Cinema Complex with popular high end eateries should be encouraged and added in the Churchill Way area |
| Consider if the time plan is deliverable and not be overtaken by external changes |
| Consideration for resident's parking, both existing and new. |
| Creation of a dynamic business hub to encourage new business start ups |
| Detailed plans to encourage "green businesses", which will be the drivers of economic growth in the future |
| Ensure plans for development benefit urban wildlife; for example swift boxes in new-builds |
| Electric car charging. Better cycle path and walking access |
Estimated time scale and costs and likelyhood of it happening

Family focus
Protection from inclement weather
Antisocial behaviour

Focus on residential planning and free parking, for me both are catalysts to regeneration.

Focusing on retaining, preserving and enhancing Macclesfield culture

Funding, imagination and a collaborative forum for delivery.

GET AT LEAST ONE OPINION OF A RETAILER

Green agendas

Housing for people who wish to downsize from family homes and want to future proof for older age.

How to retain and encourage new national chain retailers to Macclesfield town centre. I live 2 miles from the town centre and the only shops I use are Tesco and Sainsbury's, B&Q, Halfords and those at Lyme Green retail park. The town centre is becoming a cultural desert for normal shoppers. This lack of vision will be the final nail in Macclesfield's coffin.

How would this be funded?

I fear it may be too late given planning, but the old Barracks Mill development space near the main Tesco would be better if given over to housing rather than creating additional pull away from the town centre with out of town retail

I would like to see enhanced cycle links in the town particularly to the longer distance facilities such as middle wood way. The document is also silent on Motorcycle provision and in particular parking in the town centre

I would like to see some specific mechanisms for achieving some of the objectives rather than the rather woolly "Try to do this try to do that" language. The issue that exercises me most is the progressive loss of independent quality retailers. I remember Rose's shoe shop closing, that was a loss. Much more recently we have lost the greengrocers in the indoor market, Day's ironmongers, and most recently, and in many ways the most missed of all, Don Miller's bakery in the Grosvenor Centre. I used to come into the Town centre most days to buy bread baked on the premises and visit the greengrocers and the newsagent. Now I just go, reluctantly, to the supermarket or go over to Knutsford or Wilmslow and shop there, unless I just need a newspaper when I go to the corner shop. The Town centre is just a desert now and I don't go in more than a few times a month. I have heard it said the the Grosvenor landlords are trying get the centre shopkeepers and stallholders out, but if so they don't seem to realise the effect they are having on the Town centre as a whole. When I compare Macclesfield with (say) Knutsford, which is a much smaller town, I just despair and I cannot see anything concrete in the plan to draw the likes of Barbour or Rohan or Waitrose or independent ladies clothes shops or shoe shops etc. into the Town and without at least some of these or similar shops I cannot see Macclesfield attracting me back in. A town centre
needs more than fast food outlets, nail bars, 16 barber shops, and charity shops if it is to be different enough from other places to draw customers in.

I would like to see the Town Hall made affordable to non-profits

I write about a vision and purpose of wanting to live and visit Macclesfield. Any total view would be good not this let us mess about with existing sectors.

Improved pedestrian and cycle access. Invest in public and green transport. Provide Electric Vehicle Charging Points. Provide more sustainable, energy efficient housing. Community Energy Schemes:

Inclusion of more leisure capacity for children - specifically in the form of a skating rink. I run a local Artistic Roller Skating club and we don't currently have a permanent home. We have searched everywhere in macclesfield and the surrounding towns and there is a stark lack of availability anywhere in our region. There are a number of venues of the required (large) size, but none have a suitable floor surface and enough available time for booking. It is not only my club that would benefit from this, there are a number of other local clubs who desperately need a space of this type to be included in the regeneration framework. All of these clubs generate money for the area and have a positive influence of the youth (and wider community) of Macclesfield.

It looks fine as it is

It needs a financial impact statement and a clear statement of how the funding is to be raised. Macc needs to spend money on the presentation of its historic buildings and its links into the Peak District before commercial finance can be accessed to develop an enhanced retail / leisure offering.

It should be available for all to read and understand.

It should be rewritten in plain English, and the stakeholder groups involved and minutes from their meetings held to formulate the document should be made public. It is far too long and complex.

Less Less Less and be more realistic

listen to public and do not go against what they want

Little reference to history or any such to differentiate our town. Little on advertising to get people to visit, such as fold out map showing our Quirky businesses, or App, and on street signage to guide you. No opening up of passageways such as that from Chestergate to Marks and Spencer rear door/ Tesco. No consideration of modern shopping by Internet and pick up/try on capabilities. No consideration of the change that the Rex cinema has made to Wilmslow in the last six months.

Making Macclesfield a destination that people want to come to & feel safe coming to. So more family entertainment & eating.

Making people feel safe in public spaces in town centre

More emphasis required on ‘green’ housing initiatives/ energy saving homes and cycling facilities. Charging points for electric vehicles needed and measures to improve
air quality around schools

More flexible retail spaces. Use of ‘pop up’ shops, use of markets - not your traditional 'cheap' market stalls but craft/ clothing/ antiques/ food/ artisan etc. Look at the most affluent areas of shopping areas in London.

More for welfare in the centre social, recreational and health, drop in centres and overall to mix elderly with young workers. Macc will have a very substantial elderly population and the overall scheme is so similar to many across the Greater Manchester area/ Cheshire gap.

More green areas, more ideas for young people and families.

More specific response from the previous public consultations e.g there has been no mention of the generic term: 'lifestyle sports centre' a project of which is supported by over 4,000 people in and around Macclesfield.

Much more emphasis on sustainability and energy efficiency...particularly in terms of traffic control (controlling fumes outside schools, providing cycle and walk routes), the greening of existing housing stock (insulation etc) and support for Maccastastic Less Plastic and moves to make us a town that doesn’t use non sustainable palm oil.

Do something proactive with the Town Hall...this is a largely dead place, a black hole in the town centre when it could be a thriving centre of culture, creativity, new business pop-ups etc. Offer it free of charge for a couple of months to local events ...Barnaby, Festival, Treacle and challenge local people to use it in new ways. Evaluate the success or otherwise and build plans on this.

No idea

No mention, that I could see, of the increasing crime situation in Macclesfield, especially at night, which has an effect on people choosing to visit the town centre. How can this be managed with less police officers.

none

None

none at this stage

Parts of the blighted approaches to Macclesfield are the abandoned mills approaching from the South - could these be a residential shortage solution, if developed and suitable mass transit options initiated?

please see attached notes

Provision for cyclists. Reduced rates for businesses. Improved bus service.

Public transport

References to disability and accessability

Remove eyesore buildings such as Craven House and the BT Building amongst others ...
See 13.

See above

See above.

See attached

SEE ATTACHED DOCUMENT

see attached report

See our attached comments

See previous comment and attached document on greater integration and ambition regarding the sustainability of the town

See previous comments regarding green infrastructure.

Silk Way has divided the town into two- any pedestrian attempting to dodge the traffic will testify to the dangers. Need to consider how the Silk Way can be made safer for pedestrians.

Some kind of plan of action and ideal timeline

Support and encourage local businesses

That HS2 will not be linked to Macclesfield

The banning of tramps

The document should focus on the core areas in the town centre first, the pedestrian route from the station, to the market place and then beyond to the new food offer at the Picture Dome, the document is already too wide ranging and will lead to cherry picking of initiatives on the fringes as opposed to focusing on the core areas as a priority as Macclesfield's core is slowly dying, Altrincham is booming!

The final version of the Framework will need a timeline, with funding commitments, against all Actions. For this reason, CEC should focus on the parts of the Framework that it can deliver while identifying mechanisms for engaging with actors in the development field. In addition, a forum for the many special interest and community groups will be essential.

The possible need for additional local powers to intervene when landlord inaction results in blight

The unattractiveness of public transport fares. Much has been made of car parking etc...

There should be a direct link from the rail in and around the commercial areas

There should be a specific reference to the contribution the Town Hall can make to these aspirations. For instance a pilot project for a non-profit to take over for 3 months and programme events, leisure activities, community use, pop-ups retail, bars, cafes etc. The SRF should recognise the reality of climate change and build sustainable
practices into every dimension - both to offset but also to adapt. The car parking changes are important but will attract huge resistance, and politicians may not back the plans in the face of local opposition. There needs to be an intelligent and inclusive process of working with public to listen and address fears and have people participate in the process - a citizens jury or similar.

There should be more detail around Macc as an events and cultural destination, making more of the town’s fantastic connectivity to MCR and London. We have the potential to be a major cultural destination with investment into a Town Centre arts venue and other permanent venues. We are one of only a few towns of our size with no permanent venue. Making this happen should be a priority and could be the key to making Macc a real destination town.

Town Centre should be pedestrianised from 10am not 11. Properties have rear entrances where deliveries can be made after that time. It causes confusion. Also put a barrier at the top of Queen Victoria Street to stop cars using it as a cut through. It’s meant to be pedestrians only but so many cars come up because the existing signage is located too high up and is not noticeable enough.

Traffic Flow. The Silk Road is increasing getting Grid Locked at peak hours.

Use signage to promote areas attractively, possibly using historical references. A ‘Blue Plaque’ type system to draw attention to places and buildings of interest, perhaps shown on a Plan displayed around the town, bus and train stations, making the place more interesting.

Visitors / Tourists

Waste management around the town. Especially weekends when everyone’s on the lash.

We need to add in better cycle routes, and make the pedestrianised area larger, and pedestrianised at all hours (not just the daytime) - this will help with Macclesfield having an evening leisure scene.

We still need parking in the town, maybe another multi story to lessen the surface parking.

What about looking at the option of supporting a BID for the town centre?

Where possible more green space, trees and pedestrian only areas

While welcoming the suggestions on use of current buildings and brownfield sites, these need to be fit for current circumstances, focusing on efficiency and accessibility to buses and trains rather than car-parks.

More trees and planting to attract bees and other pollinating insects

Will all these actions be done at once or is their some that will happen later? A sense of priority and order would be useful.

Q15 “Would any of the proposals in the document adversely affect you directly, if so in what way?”
## Access for shopping for 2-4 hours

As we live in Chelford, any aspects that make the town more appealing to visit, spend money in and eat/drink in at night are the most important.

Assorted Town Centre parking is essential for visitors as we already lose out to Free parking destinations elsewhere, whilst providing sufficient/right priced spaces to offset the crowded difficult street parking which currently affects most residents.

Born and bred in Macclesfield almost all

Depends what is done to car parking. I do visit the town centre in the evening for meetings on occasions. If the car parking is not convenient and safe I will stop coming.

Difficult to say as most of the proposed actions are very vague. On the whole we are generally supportive of the proposals.

## Disability access

Disabled access to retail areas of the town must be considered as a high priority when moving car parks away from existing areas.

I am a Blue Badge holder and would need access to parking in the town centre, as do many of people my age do. This is totally inadequate currently in the town.

I am a town centre resident and all of the proposals would impact me in some way. I have now been filling in this response for over an hour and will send any further comments via email from ***Redacted – Personal information***.

I cannot imagine how these grandiose plans will be paid for without high increases to the already onerous council tax. There will be no government or EU assistance.

I do not wish to see the town centre of Macclesfield enclosed, as a town we should be capitalising on our natural assets more and opening up vistas of the surrounding foothills/valley views.

I live in the town centre so it will all affect me but it can only be a good thing.

I won’t be able to park anywhere using my blue badge. As usual I will be denied access to the any of the Pie in the Sky schemes.

I would spend more time visiting the town.

If implemented, then it would make me think about supporting local businesses more, than using online.

If it fails, my son might not have a future here. This would be a bad thing.

It would be hard to see how it wouldn’t affect almost everyone living in the town in some way or other.

Lack of consideration of transport and connectivity between the town centre and the communities it serves will adversely affect us. The situation is set to get worse and the challenges should be addressed in this document. Development is pointless if many of
the target users can’t easily access the facilities

Living on the west side of the town, it is disappointing that the Christ Church area is not included or considered as the main housing part of the town centre as it is currently.

more housing in town centre and traffic - it already takes 20 mins to do 3 miles in a morning to work

Most proposed actions are too vague to be sure about this

My customers rely on accessible reasonably priced parking, neither of which seems to be recognised by the council as increasingly new houses are built with no parking spaces. Macclesfield is surrounded by affluent areas which could be encouraged to come into the town centre to shop, but no one ever does.

My knowledge of this town is quite limited living some distance away. The proposed additional housing will clearly create more traffic problems as in all the towns in East Cheshire and I do not see residents opting out of own vehicle use in the medium term. Extensive road restrictions whilst changes are being undertaken would deter me from visiting the town.

N/A

N/A

No

No

no

No

No

No

No

No

No

No

no

no

NO

No
No

No

No adverse affect but as I work on Chestergate in an independent local employer, socialise in the town centre and use various local services and leisure facilities, I will be very interested to follow the plans closely!

No I am settled in Broken cross and it's too late for me to survive until this crap town gets rebuilt.

No idea

No, not in a practical or financial sense.

No.

No.

None

None obviously.

None, it would just be great to see the town centre core areas become revitalised again

Not directly

Nothing will happen just waiting for another consultation in a few years time (waited 30 years and nothing happened to increase yet)

Parking remains an issue

Parking when I go to Macc., particularly around the Station area.

Peaks & Plains Housing Trust are investing in the Sunderland Street area for residential development and welcome the references to growing the town centre population generally and the specifics around Sunderland Street.

SEE ATTACHED DOCUMENT

see attached report

That it essentially is a pipe dream. Trees in Castle Street have been approved (?) already and are the least the town centre presently needs!

The lack of any planned housing for older people. Continuing to build executive family homes and small starter homes can trap older people in unsuitable accommodation as they age.

Without better road and transport infrastructure these proposals could make Macc even more choked up than it already is - it needs better bypasses to remove traffic from
the centre that doesn't need to be there but currently has no choice

Would help not adversely affect eg attractiveness, amenities and parking enhanced.

Yes, if the proposals are completed efficiently then my commute to work would hopefully be a lot easier,

<table>
<thead>
<tr>
<th>Verbatim content of letters and emails received following consultation on the Draft Macclesfield SRF</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Connectivity to other key town assets such as West Park and Victoria Park appear to have not been included as a key destination point for the residents and TC users. These, along with the existing pocket parks within the TC (Park Green/Churchside) create connected green links and vital amenity space for TC residents. (Especially as there is no minimum residential amenity guidance within policy)</td>
</tr>
<tr>
<td>- Whilst the ‘ring road’ (Silk Road &amp; Churchill Way) is seen as a way of redirecting traffic outside of the centre to produce a more pedestrian friendly place, it is also acting a barrier to attracting people into the town. Multiple routes that reclaim the vehicular use as public realm connectors are welcomed and will facilitate town centre growth to the West over time if successful.</td>
</tr>
<tr>
<td>- With the introduction of residential units into the town centre there will inevitably be a conflict between late night entertainment noise issues and residents. With innovation these potential issues can be designed out from the outset. (Multifunctional uses providing a buffer/ top storeys set back)</td>
</tr>
<tr>
<td>- The natural topography of the town and the issue of accessibility has always been a problem resulting in the separation of the upper and lower town. With the arrival of HS2, and the potential investment that comes with it, it makes it even more important that the connectivity from Sunderland Street to Mill Street turns this issue into an asset. The creation of different character areas and the green links directing flow from Waters Green towards the main retail area could be stronger to harness the initial pull towards St Michaels.</td>
</tr>
<tr>
<td>- Should the boundary of the TC be enlarged to encompass key sites (North to Hibel Road) and natural features to the East?</td>
</tr>
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</table>

I am writing to set out the views of the Macclesfield Civic Society on the recent consultation. In framing the comments I have taken account not only the published material but also the views of our Committee and Members. In order to be brief I am confining comments to the contents of Chapters 5 (draft spatial framework) and 6 (Draft Strategic Action) of the consultation document. There are a number of site specific comments which have previously been submitted and these are contained in an appendix to this letter for your consideration. Spatial framework – Chapter 5.

The Society broadly agrees with the character areas identified in Figure 5.1 as a basis for areal differentiation and policy formulation and we generally support the approach
set out in paragraphs 5.2-5.3. With regard to paragraphs 5.5 – 5.6 we agree the need to enhance car parks and the public realm – both have been somewhat neglected and it is essential to catch up, not least on issues such as surfacing, efficiency of car park layouts and access for disabled. For the Jordangate West Area there should be recognition of the presence of valued and valuable housing of various types and tenures in Cumberland Street. This should be retained, consistent with other policy objectives for regeneration. We support appropriate redevelopment in the Jordangate East Area, subject to formulation of planning briefs as or when sites come forward.

For the Waters Green Area (paragraphs 5.7-5.9) we agree the need to rationalise car parking in the vicinity of the station subject to careful assessment of future needs for commuter parking and examination of alternatives which could free up land for alternative uses (several area proposed later in the strategy). It is accepted that signage and pedestrian linkages to the town centre require improvement though these are largely as a result of topography and long established land use and movement patterns which may be difficult to alter. Waters Green is an important public space – formerly used as the site of one of several markets in the town (and before that as water meadow pasture!) and it may be tricky to marry the need for parking close to the station with public use of the space for recreation/leisure.

With regard to the retail core (paragraphs 5.10-5.15) we agree with the emphasis set out and the need to improve circulation. The Society does not agree, indeed strongly opposes, the redevelopment of the Exchange Street Car Park – this is the most convenient car park for the retail core, particularly for disabled persons or those with mobility issues. There is an urgent need to resurface and remark this area to rationalise the layout and provide some landscape enhancement for the setting of the Listed Heritage Centre. There may be some scope for some redevelopment of the Churchill Way Car Park (though not for retail use given the severance provided by Churchill Way itself) retaining car parking as a major element. In the short term there is every imperative to resurfacing and remarking, including the demolition of the disused former retail building opposite Exchange Street and the incorporation of its side into the car park itself.

For Duke Street we would support solutions such as decking to increase provision (perhaps in a similar manner to Pavilion Gardens in Buxton) and general resurfacing and remarking to rationalise provision. We support improvements to the Grosvenor Centre (recently extended and remodelled) and its car park but recognising that the circulation at roof top height is critical to servicing of the Grosvenor Centre itself. We support the broad objectives set out in paragraph 5.16.

With regard to the draft framework and emerging Master Plan (paragraphs 5.17-5.19) we agree with the components identified but need to see what and how tactical measures can be devised to put such objectives into effect within a reasonable time scale (say up to 5 years). The Master Plan may set out a broad strategy but requires further work to provide a nexus to tactical implementation. The components are expressed in, understandably, broad terms and it is difficult to disagree with their scope but without further work to elaborate what is necessary to put them into effect the Strategy will not become operational or a sound basis for Development Management or provide confidence for investors. To paraphrase Lenin “what is to be done, who is to do it, how are they to do it and who will resource it”?
Grow Population – the growth will comprise more than just the South Macclesfield Development Area. All the Strategic allocations in the local plan are already committed and may be expected to proceed in the period up to 2030 and perhaps beyond. We agree the analysis but local destination choice for future residents depends upon transport and movement planning on a town wide scale for both private and public transport.

Leisure and evening economy – Agreed but reference to the events space near the station is somewhat vague given the comments we made earlier regarding dual objectives which may conflict and require resolution at an operational/tactical level. Connectivity – broadly agree but references to strategic rail and HS2 require elaboration given current uncertainties.

Distinctiveness – agreed.
Historic buildings etc – Agreed but again who is to what is required and how ?
Raise aspirations – Who is to do this ? Many groups and individuals have aspirations which they seek to achieve – sometimes they clash. Who is to arbitrate and how ?
Strong Strategic Leadership – the link between the strategic framework and implementation is not entirely clear, perhaps as a result of the terms of reference set for the study but there is a need for specific recommendations with regard to implementation.
Enhancement to the physical environment – agreed but tactical measures must be devised, tested and set out for implementation.
Improved connectivity – agreed but see above.

Illustrative Framework
We note the number of plots with potential for improvement – see appendix below for our views. Many have been in this category for some time. There needs to be some strategic and tactical thinking about what could be done with each – some have ongoing proposals. Are there sufficient resources of officer time and numbers to negotiate with landowners and perhaps stimulate them into action ? Early action on even a few sites could give a vote of confidence that something is being done – this may need both public and private action. If we may venture an opinion – we would suggest the Old Kings Head and Three Pigeons site would be a prime candidate for early intervention.

APPENDIX TO COMMENTS ON MACCLESFIELD TOWN CENTRE STRATEGIC REGENERATION FRAMEWORK – as submitted in December 2018.

Cheshire East Council
Macclesfield Town Centre Liaison Group
SOME THOUGHTS ON THE ISSUES AND PROSPSPECTS FOR MACCLESFIELD TOWN CENTRE REGENERATION

I am sorry that I am unable to attend the briefing session on 18 December but the Civic Society will be represented by several Members of the Committee who will update me on developments. I note the employment of external consultants to develop another regeneration strategy as opposed to site specific proposals. Hopefully once finalised the private and public sectors can push things forward and bring or stimulate much
needed investment in the centre.
In the interim there are some areas of the town centre that require urgent attention but
which, if tackled early on, would provide opportunities for developers and others to
invest. These are:

Exchange Street car park – this may and should be retained in the future pattern of
uses for the town centre but it is in poor condition and badly needs resurfacing,
remarking and an increase in disabled spaces. The paving of the surrounding area
(streets and shop forecourts) also require attention to remove changes of level and
uneven surfacing.

Churchill Way car park – whilst this may be a development site in whole or in part at
present it is a major car park for the centre but suffers from poor surfacing and tortuous
circulation. Remarking of spaces and the demolition of the former parcels depot and its
incorporation into the car park would increase provision and also remove an unsightly
building. Could the building in the north-west corner be incorporated into the car park
and increase the provision as well as facilitating redevelopment should this be decided
upon?

Duke Street car park – similar considerations to Churchill Way, particularly if this is to
remain as the largest surface car park – remarking and upgrading of surfaces and
improvement of pedestrian links off-site will be necessary. The site of Sutton Castings
is being used as a temporary car park – this could continue but with the prospect of
future redevelopment – given recent land use changes in the adjacent Roe Street
terrace then perhaps residential would be the best option here – it is quite an extensive
site with changes of level and has potential for an interesting scheme.
The former Halle Models factory currently occupied by Arighi Bianchi (who are
relocating to Adlington) has potential for a variety of town centre uses and may be
suitable for a mixed development incorporating some residential elements.

Three Pigeons/Old kings Head site – this is a blight on the town centre and the lack of
any action has gone on far too long to the extent the Old Kings Head may be
irredeemable. We note the proposals in the forthcoming Local Development Order for
this and other sites but think there is a strong case for CPO action perhaps preceded
by a Repairs Notice in respect of the Listed Building,

leading to a possible direction for minimum compensation. Redevelopment of this site,
more than any other, would boost regeneration in this part of the centre.

Whalley Hayes car park – could become much more important as a town centre car
park particularly if the proposals for reuse of the former Picture Drome in Chestergate
come to fruition. Although the car park is in reasonable condition attention is needed to
linkages and signposting into the centre along Chestergate and King Edward Street.
There is a steady flow of proposals for changes of use or conversion of premises to
residential use in the town centre and throughout the town centre – sometimes several
per month - this is encouraging and also potentially increases footfall and activity for
town centre businesses. This is coupled with the process of converting surplus retail
space into other appropriate town centre uses (food and drink, cultural and
artistic/entertainment uses) –which should be encouraged subject to appropriate
development management.

A number of significant sites close to the town centre are coming forward for residential
development which also stimulates footfall and town centre activity. Examples are the Westminster Road/Coare Street redevelopment schemes; future residential development of the main Kings School site on Cumberland Street as well of redevelopment of town centre fringe sites to the east of the railway in the Green Street/Canal Street areas. There is a downside in that such schemes will also bring increased traffic and congestion which could be difficult to resolve given the physical characteristics and topography of the town centre and the road network.

The promotion of Local development Orders (subject to a current consultation exercise) may be useful though we suspect that their uptake will be limited given the complexity of the terms of the Order and the accompanying conditions/limitations. We are submitting separate comments on this initiative. We note that the areas selected are focused on what may be perceived as problem sites – perhaps the greatest benefit may be that the Order will establish (for a period of 5 years) “fall back” or baseline position for landowners that attributes potential development value and thereby attracts potential investors – we shall see.

We note the forthcoming scheme for Castle Street and hope that this proceeds to fruition. The surfacing should deal with current problems and constraints on access for wheelchairs because of steps and uneven surfaces. Could the scheme incorporate some covered space or spaces if there is to be any al fresco activity – such as lightweight supports and non-glass glazing as this might allow such space to be uses all year (and during Treacle Markets) – global warming has yet to reach Macclesfield! Craven House – is the current scheme (18/4423M) to develop, in effect, about 100 bedsits a good idea? although it increases substantially the residential element in the town centre how is this to be managed and what are the social implications of such a concentration? Whilst some conversion may be appropriate perhaps a more optimum solution would be redevelopment, perhaps with some adjacent underused buildings.

Surfacing in Mill Street – this is becoming a major issue for wheelchair users because of broken or loose pavers, uneven surfacing and changes of texture in the surfacing. Also the Traffic Regulation Order should be reviewed to lessen the time for deliveries and enhance the pedestrian environment accordingly.

On the periphery we welcome the early commencement of the Lidl scheme at The Towers and the Peaks and Plains redevelopment of Frosts Mill at Park Green – these schemes will give a boost to the southern end of the centre.

At the Strategic Level we welcome the approach set out in Policy RET11 Macclesfield Town Centre in the Site Allocations and Development Policies Document.

Finally, to assist developers and landowners it is suggested that within the Development Management Section a nominated officer should deal with minor applications such as shop fronts, adverts, changes of use and other minor proposals within Macclesfield town centre (perhaps also for Crewe) with the aim of turning applications around under delegated powers within 4 weeks (statutory requirements permitting). This would give applicants a single contact and also build an effective working relationship between the Council and persons seeking to initiate welcome development.
On behalf of our client, Eskmuir Securities Limited (“Eskmuir”), Savills made representations in the form of a letter dated 21 February 2019 (“First Letter”) in respect of the Draft Strategic Regeneration Framework for Macclesfield Town Centre (“DSRFMTC”) (February 2019) prepared by Cheshire East Council (“CEC”). This Second Letter responds to a number of points relating to the evening economy and should be read alongside the First Letter which is enclosed for completeness. The aspirations to enhance Macclesfield’s night time economy and leisure offering is articulated in Paragraph 2.33 of the DSRFMTC which states that:

“New leisure provision, including an enhanced food and drink offer to support the evening economy and extend dwell time and spend, should be encouraged in Macclesfield, but must be aligned to local demand, in this case for distinctive and independent operators, and retain the flexibility to adapt to ensure future sustainability to changing trends.”

Eskmuir welcome this aspiration and were generally supportive of ASK Real Estate’s former plans for a leisure led development upon the Churchill Way Car Park as a means to improving Macclesfield’s night time economy. The Churchill Way Car Park is well-connected to the Primary Shopping Area with strong pedestrian links and encourages linked trips and footfall from the train station through the town centre and in that sense is an ideal location for such uses.

Whilst the aspiration set out in Paragraph 2.33 is understood, it is vital that any enhancement of the evening economy (which would typically include leisure, food and drink uses) has a very strong relationship with the Primary Shopping Area to increase dwell time, generate linked trips and stimulate footfall within the town centre. In this sense, the aspirations for the Station Gateway set out in Paragraph 5.9 of the DSRFMTC need to be treated with caution. The desire to create an attractive gateway to the town from the station is understood (and welcomed) but the enhancement of the evening economy in this location through the introduction of leisure, food and drink uses would not deliver the benefits to the Primary Shopping Area as a scheme closer to or the other side of the retail core would in terms of linked trips, dwell time and footfall. Further, it is essential to stress that a scheme for such uses would have to satisfy the sequential and impact tests given that the Character Area is outside of the Primary Shopping Area in both adopted and emerging planning policy. Other more suitable uses for this Station Gateway location could include residential, live/work units and co-working.


We understand the document, when adopted, will become a Supplementary Planning Document and will become an important material consideration in the assessment and determination of planning applications affecting the town centre.

From the outset it is important to note that Eskmuir is largely supportive of the preparation of the DSRFMTC as a tool for decision-making that will support Macclesfield Town Centre. In the spirit of providing constructive feedback, this letter proposes a series of changes and points of clarification to further enhance the
opportunities presented by the DSRFMTC which it is hoped will be incorporated. This letter has been prepared instead of the online questionnaire given that a number of the points raised by Eskmuir are cross cutting. The letter is structured around a series of more fundamental comments which crosscut across a number of chapters.

Background
Eskmuir is the owner of the Grosvenor Shopping Centre ("GSC") and the former Cheshire Building Society ("CBS") which are located centrally within Macclesfield Town Centre and within the Primary Shopping Area ("PSA"). The GSC is occupied by a range of independent and national retailers and food and drink operators.

Since acquiring the GSC in 2011, Eskmuir has invested significantly to improve the quality and vitality of its assets, and by implication Macclesfield Town Centre, with the most recent improvement being an £11m redevelopment of the former CBS under planning reference 13/3082M (as amended by ref. 15/4086M). The redevelopment has been completed and the anchor tenant, TK Maxx, has been trading since August 2018.

Reflecting their commitment to Macclesfield Town Centre, Eskmuir has been consistent in its approach to responding to planning applications, supporting developments within Macclesfield Town Centre and objecting to proposals where they would cause harm and be detrimental to the health of Macclesfield Town Centre both on a solus and cumulative basis. This has been realised through objections at Barracks Mill both, at application (ref. 15/5676M), appeal (ref. APP/R0660/W/16/3161527), Section 73 stage (ref. 18/2665M) and Reserved Matters (ref. 18/2662M) stages; Handforth Dean at application (ref.’s 12/0112M, 14/0282M, 15/0400M, 15/5676M, 16/0138M, 16/0802M & 16/3284M) and appeal stage (ref. APP/R0660/V/17/3179603, APP/R0660/V/17/3179609 & APP/R0660/V/17/3179610) and Lyme Green Retail Park (ref. 18/4468M).

Eskmuir has also been consistent in responding to local planning policy consultations progressed by CEC, providing representations on the ‘Draft Macclesfield Town Strategy’ (in October 2012), the ‘Development Strategy’ and ‘Policy Principle’ documents (in February 2013), the ‘Proposed Changes’ and ‘Main Modifications’ to the Cheshire East Local Planning Strategy (in April 2016 and February 2017 respectively), the ‘Preliminary Draft’ and ‘Draft’ Community Infrastructure Levy Charging Schedules (in April 2017 and October 2017 respectively), the ‘There’s no Place Like Macclesfield Consultation Draft’ (in October 2017) and both the ‘Issues and Options’ stage consultation (in April 2017) and the First Draft stage consultation (in October 2018) on the Site Allocations and Development Policies Document.

Given Eskmuir’s ownership in Macclesfield, their commitment to enhancing and improving Macclesfield Town Centre, their continued and consistent approach to responding to planning applications and local planning policy consultations it is evident that Eskmuir should be considered to be a key stakeholder.

Comments
Fragility of the Retail Sector
Chapter 2 is very much contextual in nature, providing demographic, contextual and factual information about Macclesfield Town Centre. Paragraph 2.27 through to Paragraph 2.34 discuss retailing within the town centre and there is recognition that the
role of town centres has changed as out of centre and online retailing has developed whilst also picking up on the findings of the Macclesfield Town Centre Health Check 2016, the higher than average vacancy rates, and ASK Real Estate’s decision to abandon their scheme at Churchill Way.

Whilst much of this presents a factual position, Eskmuir, as the owner of the GSC and CBS, feel it appropriate to offer their experience of the retail sector both nationally and within Macclesfield.

A letter prepared by ***Redacted – Personal information*** of Colliers International, who acts on behalf of Eskmuir as marketing agent for the GSC and the former CBS redevelopment, to Eskmuir dated 31 May 2018 is enclosed. This letter provides market commentary on the retail trends both nationally but also within Cheshire and Macclesfield.

Nationally, ***Redacted – Personal information*** identifies a further deterioration in the retail sector in the second quarter of 2018, stating that “we are in the midst of a structural change in the retail market, and ultimately the trading landscape which emerges will see significant change in how and where we shop”, pointing to a raft of both Company Voluntary Agreements and “institutional retailers’ restructuring in a way where they reduce their number of stores. ***Redacted – Personal information***. letter refers to Marks & Spencer (“M&S”) as one such institutional retailer but since writing the letter, House of Fraser’s decision to close 31 branches, the significant fall in the profits of John Lewis, and the threat of closure of a number of Debenhams stores are all more recent and perhaps more dramatic examples that point to continued fragility across town centres.

Locally, whilst M&S do currently have a store at Mill Street in Macclesfield Town Centre, M&S has announced a series of phased store closures and the Local Data Company suggest that Macclesfield may be at risk of closure, leading to calls from David Rutley MP for assurances that the store will remain open. Added to this, Mothercare and New Look have recently closed stores in Macclesfield Town Centre and there is concern about the deliverability of Lidl’s proposed new store at Parsonage Street.

Whilst the DSRFMTC recognises the threat posed to town centres by out of town retailing, it fails to consider the solus and cumulative harm that will be caused to Macclesfield Town Centre through the implementation of planning permissions at Barracks Mill and Lyme Green Retail Park, as well as Handforth Dean should they be allowed by the Secretary of State. Any further out of centre retail proposals will have significant cumulative impacts on the health, vitality, and viability of Macclesfield Town Centre. With this in mind, it is suggested that proposals for out of town retail is added as a standalone ‘Threat’ in the SWOT analysis in Chapter 3.

Need to Support the Retail Sector
Given the aforementioned fragility of the retail sector, it is surprising that enhancing the retail offer of Macclesfield Town Centre does not underpin the DSRFMTC and ultimately appears to have been given very little consideration. The most notable example of this is that none of the eight ‘Draft Objectives’ identified at Paragraph 4.4 refer to strengthening and supporting retail uses, and are instead more focussed on
environmental aspects such as connectivity, distinctiveness and heritage, as well as offering support for other uses within the town centre. As a starting point, Eskmuir suggest there is a need for a ninth objective to be added which offers specific and unequivocal support for retail proposals. Some suggested wording for this additional objective is provided below:

“Supporting and enhancing retail offering – to support existing retailers and encourage new retail proposals within Macclesfield Town Centre while resisting edge and out of centre retail schemes”

Following this through, and consistent with the approach for the other eight objectives identified in Chapter 4, there would be a need for a series of ‘Draft Actions’ to be identified as per the approach taken in Chapter 6.

Draft actions could include, for example:

“Grant planning permission for proposals that enhance the range, quality, and quantity of town centre, and specifically retail, uses within the Primary Shopping Area; Recognise that, given the fragility of the retail sector, a more flexible approach should be undertaken in considering the types of uses accepted within designated town centre frontages; Maintain a presumption against proposals for town centres uses (as defined in the National Planning Policy Framework) in edge and out of centre locations to consolidate support the viability and vitality of town centres; Thoroughly assess proposals for noise sensitive uses within Macclesfield Town Centre which may prejudice the continuation of the operations of established or future retailers and food and drink operators through the application of the ‘agent of change’ principle” As stated initially, Eskmuir is committed to Macclesfield Town Centre having invested significantly in the redevelopment of the former CBS and the improvement of the GSC and therefore feel it is appropriate that the objectives of the DSRFMTC offer further support for retail uses within this location.

Residential Uses in Macclesfield Town Centre
Running throughout the DSRFMTC is a focus on the intensification of residential uses in Macclesfield Town Centre. This emerges through the ‘Harnessing the Potential of Town Centre Living’ section of Chapter 2, as an ‘Opportunity’ in the SWOT analysis in Chapter 3, as an ‘Objective’ in Chapter 4, as an aspiration for the Churchill Way Boulevard Character Area and a masterplan concept in Chapter 5. A series of ‘Strategic Actions’ are then listed in Chapter 6.

Eskmuir understand the positive role that residential uses can play in appropriate town centre locations. However, there is a concern that unqualified support for residential uses within Macclesfield Town Centre which appears through the DSRFMTC could have unintended detrimental consequences for existing occupiers, such as those found within the GSC and former CBS.

The revised National Planning Policy Framework (July 2018) now explicitly includes the ‘agent of change’ principle, with Paragraph 182 stating that: “Planning policies and decisions should ensure that new development can be integrated effectively with existing businesses and community facilities (such as places of worship, pubs, music venues and sports clubs). Existing businesses and facilities should not have unreasonable restrictions placed on them as a result of development permitted after they were established. Where the operation of an existing business or community
facility could have a significant adverse effect on new development (including changes of use) in its vicinity, the applicant (or ‘agent of change’) should be required to provide suitable mitigation before the development has been completed.” [Emphasis added] The NPPF is therefore unambiguous in requiring the application of the ‘agent of change’ principle and Eskmuir suggests explicit reference to such should be included within the DSRFMTC.

The GSC benefits from a historical planning permission with no conditions restricting either opening or delivery hours. This is something that is highly valued by occupiers and is very attractive to potential tenants. In line with the agent of change principle, national planning policy requires that the introduction of residential uses would have to include various mitigation measures to ensure there is no impact on the continued operations of existing and future tenants of the GSC and the former CBS.

With this in mind, the support for residential development in the DSRFMTC needs to be qualified so that residential uses are supported in Macclesfield Town Centre only where it can be demonstrated that there will be no impact on the operations of existing businesses, including flexibility allowed for within extant planning permissions (for example, flexible changes of use between various use classes). This is particularly important in the ‘Retail Core’ Character Area where retail uses are, naturally, being focussed. In doing this, due weight must be given to the historic permission at the GSC and the former CBS and the ability for tenants to operate without restriction.

Reference should be made to this in the residential-based objective in Chapter 4, in terms of the Churchill Way Boulevard Character Area in Chapter 5, and through alterations to the list of Strategic Options in Chapter 6.

The Draft Illustrative Framework

Figure 6.1 is the ‘Draft Illustrative Framework’ for Macclesfield Town Centre which effectively visualises the information contained in the preceding sections of the DSRFMTC. The Draft Illustrative Framework identifies a number of parcels are of land which are identified as suitable for ‘intensified/modernised town centre parking or parking alongside development’. Many of the sites are under understood to be under the ownership of CEC and, in the case of the Exchange Street, Churchill Way, and Broad Street car parks, are allocated for various uses in the Cheshire East Local Plan Strategy (July 2017) and the Macclesfield Borough Local Plan (January 2004). There are two points which Eskmuir wish to make here.

The first is that, whilst it is understood that development has not commenced on these sites and that the previously identified uses may not be deliverable or attractive, it would be helpful if the DSRFMTC identified a series of uses that would be considered to be acceptable in land use terms. The second is that, as a result of the DSRFMTC identifying a number of car parks which are to be modernised and intensified, it is important a car parking strategy be formulated to identify the quantum, quality and location of car parking needed to inform which car parks can realistically be released for development while maintaining appropriate car parking provision for the town centre.

Eskmuir note that the indoor market and multi-storey car park to the west of the GSC is identified for ‘intensified/modernised town centre parking or parking alongside
development’. It also appears to be shown as having been subject to an ‘approved planning application’ given the red edging. As an adjoining landowner, Eskmuir is not aware of the indoor market benefitting from a recent planning permission for its redevelopment and would welcome clarification on this matter. On the assumption that this is a cartographic error, Eskmuir would welcome the recognition that uses could be intensified in this areas and is interested in CEC’s aspirations for the site.

Also identified within the Draft Illustrative Framework are a series of routes which are to be subject to public realm improvements and it is notable that many of these are around, and in fact include, the GSC and former CBS. Eskmuir welcome the general aspirations to enhance the public realm and would welcome the opportunity to provide comments on their appearance and functionality.

Conclusion
This letter has been prepared by Savills on behalf of Eskmuir Securities Ltd. As stated in the first section of this letter, Eskmuir is a major stakeholder within Macclesfield having invested significantly in its assets and engaging with other initiatives. Eskmuir has also sought to protect the town centre by opposing proposals for out of centre retail and taking active engagement in consultation events. Fundamentally, Eskmuir support and welcome the preparation of the DSRFMTC as a tool that can be used to increase the quality and offer of the town centre, stimulate public and private sector investment and encourage the redevelopment of a number of underutilised town centre sites.

That said, Eskmuir’s support is quantified and there is a fundamental need for three changes to be made to the DSRFMTC as follows:
Given the fragility of the retail sector both nationally and locally there is a requirement for the SRF to put greater emphasis on the need to support retailing within Macclesfield Town Centre; Any approach that needs to support residential uses within the town centre must not harm the continued operations (and growth) of existing/future occupiers; and The Draft Illustrative Framework is useful but there is a requirement for more information and greater clarification in places.

Historic England has been consulted by Cheshire East Council on a Strategic Regeneration Framework (SRF) document for Macclesfield town centre which sets out a framework with the following vision:

‘Macclesfield - a town that celebrates its quirksness. Green, creative and connected. A home to innovators, entrepreneurs and independents. Thriving, diverse, distinctive and inclusive. Rich in heritage and culture, with outstanding employment opportunities and nestled in stunning countryside.

And that all of the objectives ultimately seek to ensure that the retail heart of Macclesfield thrives.’

Historic England is fully supportive of the core vision of the document, and considers it founded on a thorough understanding of the history and character of the Town, whilst aiming to capitalise on its evident merits.
The potential of the historic environment is clearly identified in the document and placed at the heart of the vision which is very much welcomed. We therefore support the vision set out in the framework.

There have been so many consultations on our town over past years, none of them resulting in any improvement, it has become increasingly harder to summon the enthusiasm to even bother taking the effort to respond!

For a start, after downloading the document and reading it carefully, [noting the great similarities to the Gateway documents done by ***Redacted – Personal information***, many years ago] and went to the public display in the Grosvenor Centre. I was totally horrified to see that it was nothing more than larger scale printouts of the pages of the document! Spending the majority of my time in a wheelchair I was particularly concerned to see yet another proposal to redevelop Exchange Street car park. Putting a question on this to a pleasant and personable young lady that the man in charge of the transport part of the regeneration would be aware of the loss of the wheelchair spaces. End of conversation. Not at all reassuring.

Trying to get around Macclesfield in a wheelchair is a nightmare, with the uneven surfaces, broken flags, setts and cobbles, it has become essential to use the nearest car park to the part of town being visited, so it is essential that each car park conserves a number of disabled spaces.

Returning to your document, most of the ideas have been seen in one or more of the earlier consultations although it is quite prettily presented.

Numbered points:
5.3 Totally agree. Upper floor conversions a quick and easy way to increase in centre living. Bonus , if the upper floors are owner occupied it could financially incentivise the development’
5.4 Jordangate is the most recent car park. Outside not unattractive. Inside certainly needs improvement
5.5 should read “local employment and housing”
5.7 what has happened to all the MIM signage and pictorial maps, also the plans to visually improve the station with use of large scale artwork?
5.9 slopes difficult for elderly and disabled
5.12 Exchange St car park. Essential to retain disabled spaces in this the flattest car park.
5.14 What I have seen are studios rather than apartments.
5.15 Like the idea of tiered car park but would need to include disabled route into upper part of town.
5.16 Waterside river walk not easily achievable as many buildings go right up to it. Also as to new residential...it must not be forgotten that many of the mills and old buildings have already been redeveloped into small businesses. (see also 5.19, 11)
6.1 population…would be totally amazed if anyone from Wilmslow, or Alderley let alone Alderley Park would even consider living in Macclesfield
6.1 housing for older people, several schemes already around. Attention should ensure that near town centre should never be over weighted towards one section of the population.
6.1 Events space…reinvent the Cocoon?
6.1 Pay on exit car parking excellent idea, provided that attention paid to queuing
Strategies
NB does not seem to be a mention of the Bus Station even though routes are mentioned
6.2 “all stakeholders” Who to organise, adjudicate? And the money?
Digital start ups… I thought the town was quite endowed with these
Market. In dire state. Needs gutting and redeveloping. New route devised between it
and the proposed Picturedrome.
6.4 town centre go to person, essential. Was no replacement appointment ever made
for the wonderful ***Redacted – Personal information***.
6.7 Resources still worry me. None of this can happen without money. Implementation
would be totally impossible.
We do not want another failed scheme!!!

Homes England is the government’s housing accelerator. We have the same appetite,
influence, expertise and resources to drive positive market change. By releasing more
land to developers who want to make a difference, we’re making possible the new
homes England needs, helping to improve neighbourhoods and grow communities.

Homes England does not have any land holdings affected by the consultation but we
look forward to continuing the constructive working relationships with Cheshire East
Council to identify investment opportunities for Homes England’s funding programmes
to support the delivery of Macclesfield’s Regeneration.

- **Support events, activities, gatherings.** Engage with the community and
cultural networks in the town to mobilise the immense energy and creativity. It is
experiences which build a sense of place, identity and memories – not just
shopping. Make them intrinsic to development and on an equally footing with
actions to support the ‘retail core’. Recognise the existing obstacles to putting
on imaginative community events and be prepared to tackle them.

- **Open up the Town Hall:** It is a heritage and cultural asset literally at the centre
of the town. It should also be the emotional heart – along with Market Place - as
a place to gather, meet, mingle, play and browse. It should be the twin to the
Picturedrome, enticing visitors up Chestergate, offering distinctive quality
opportunities. The Town Hall is owned by the people of Macclesfield and CEC is
the custodian. However, it is rarely used for leisure or entertainment, community
or cultural events, and is beyond the reach of non-profits or small businesses.
For instance the winter Seed Potato fair is unlikely to return because of hire
costs, the Chinese New Year events were held in URC on Mill Street, the
Mayor’s Ball was held in Pott Shrigley in order for the event to be a fundraiser,
one day festivals like the Macc-POW! comicon can only take place in the Town
Hall because the room hire costs are subsidised by the Town Council. Other
events just don’t happen. It’s tragically underused, while St Michael’s next door
has thrown open its doors, worked to accommodate unconventional uses and in
so doing become the heart of the town. There needs to be a partnership
approach to tackle the hurdles of attitude, flexibility and creativity in
management and pricing structure. Repeated approaches over several years by
organisations such as Barnaby Festival, ArtSpace and Macc-POW! – often
brokered by the MP – have failed to establish a collaborative approach to a
shared vision of the Town Hall as a people’s building to support our joint
aspirations. A pilot project handing over the building to a non-profit confederation of users could be a first exciting step. CEC is not using its assets to achieve its stated objectives and town vision. The current situation symbolises the remoteness of CEC’s from the people of Macclesfield – and reinforces their perception in return.

- **Make outdoor public spaces flexible and usable (existing and new):** consult with those providing community, cultural and/or commercial events, be forward looking to ensure flexibility of use. For instance ensure power points, storage facilities adjacent, flexible/ removable canopies, portable seating etc. See outdoor spaces as stages to be performed on, create an information pack and resources list, provide simple infrastructure. Ensure new public spaces are fit for purpose, maintained and managed.

- **Retain the Butter Market.** Avoid actions which actively prohibit the use of public outdoor spaces. eg the proposed sale of the Butter Market. It’s flexibility and proximity supports activities in the Market Place. It is invaluable as a ‘back stage’, for storage, preparation, wet weather retreat, pop up activities for Barnaby Festival, ArtSpace and Treacle Market. Why is it being offered for sale, closing down the options and increasing the costs for outdoor community and cultural events?

- **Ensure quality of events.** The vibrancy of the evening and leisure economy is in part due to the high quality, authentic enterprises like Barnaby, Treacle Market, Macc-POW, the microbreweries, cafes and pubs. They have built the reputation of the town as independent and quirky - this is why the Picturedrome development is happening. But reputation is hard to build and all too easy to erode. Shoddy enterprises will want to piggy back on those hard won successes by local people. The town centre has already seen events which are of poor quality, aren’t distinctive and therefore don’t match the vision of a quirky and individual town. We should nurture events, businesses and happenings which have ambition and don’t disappoint. Essential to this is a strong relationship between CEC and the Town Council. For instance when the TC was soliciting tenders for Foodie Friday it was unaware of a provider already in discussions with CEC about a similar event, and the owner of Treacle Market was unaware that the opportunity existed. Care must be taken to not replicate the blandness of ‘clone town’ retail with ‘any town’ events and activities. Individuality and sense of place delivers long term results. Footfall is an indicator of success and should not be an end in itself.

- **Enforce quality of design.** Current and recent developments in housing and commercial property demonstrate why planning regulations are not enough. ‘Quality’ must be defined and pursued relentlessly. Developments and design should be considered in the wider context of aspirations for the distinctiveness and sustainable building, reflecting a quirky and independent minded town. Be part of a scheme such as [https://www.designreviewpanel.co.uk](https://www.designreviewpanel.co.uk), be ambitious, confident and creative, avoid pastiche and the temptation of the bland.

- **Establish a collaborative forum:** people make places and without them these objectives won’t be delivered. There is currently no collaboration mechanism despite statements to the contrary in the draft SRF. A diverse stakeholder group should work collaboratively with CEC, the Town Council and large land owners. This should not be focused solely on projects underway but allow for partnerships to emerge using local knowledge and expertise. Only then can opportunities be seen and seized, which lever in additional benefits and fully use
the social and cultural capital of the town.

- **Ensure adequate funding**: without a fair funding formula for Macclesfield nothing will be achieved. There appears to be no regeneration funding attaching to this framework.

They are not in any specific format but I have tried to be positive about what we could do to get Macclesfield on the Map of Peoples Places to visit and enjoy, coupled with getting the Town/Borough Population aware of our fantastic heritage.

**SPECIFIC HEADINGS**

Satellite Interest centres promoting 
Silk Museum – Hovis – Peak District – Heritage Centre – Local artists – Local Parks (Sparrow Park if it is substantially cleaned up and maintained etc

Cultural Friendliness – Open Café type environment – This needs a lot of work doing to create

Warm welcome created by undercover sections - Town Hall end of Chestergate

Buskers – Local encouraged and sourced (Use York as an example – the atmosphere is improved tremendously by this feature

More atmosphere needs creating (See above as an example) Retail units need to add to this by having attractive, Bright, displays

Hovis Theme - This needs a Massive promotion – Cobbled road from St Michaels church down to Waters Green is a , almost perfect setting to promote this – Remember the advert with the Brass band playing and the Boy with a flat hat !!

This linking on to the Market place is an ideal setting to use within the Central area Retail and satellite Interest units based on this slope featuring Bakery type themes could be an idea to promote the Hovis Theme

Borough Police Station – Who knows this exists? – There must be a lot of History here and who would believe some of the tales that could be made up to help promote this building.It has a fantastic frontage

Butter Market – This linked up with the Borough Police Station could form a far better site to have Food outlets than the outskirts of Chestergate (Current planned use of the Picture Drome!!!)

Market Place – Well the skys the limit -Ideal for outside presentations etc in a well-placed visual area that lends itself to many different uses that would encourage people to come to the town.

Silk displays – Town Hall. I believe there are some fantastic silks in the ceilings of the town hall. These should be exploited as attractions and the town hall could be more open as a Centre of interest promoting the Towns Heritage Cobbled Slope down from St Michaels Church – See the Hovis Theme above

Stained Glass Windows on the Butter Market side of St Michaels Church – Linked with
promoting the Sparrow park Views these are another attraction that would be good to see promoted.

SPECIFICS
Castle Street – Refurb is essential with only a sole View to creating a funnel that both attracts and sucks people towards the Town Centre. – The Old Post Office and Tax office ground floors must be changed to show open retail - Interest type open frontage that is both well lit and featured thus helping to draw people from the hopefully massively improved Car Parking on Churchill Way. Currently the view is very drab and depressing.

The rest of Castle street needs the Blank Walls opening up in some way to improve the way into the Centre of Town

The expansion of the regeneration to the West side of Chestergate needs severely cutting back as once the Churchill way entrance to the westside is improved (Maybe the first 25-50 metres) there is No point in trying to send tourist type people further down as that would create frustration as there is little of interest. This would be a total waste of funds that could be better used on more central projects.

The decision to refocus the regeneration on the Area surrounding the Market Place is essential with the aim of producing a mix of Culture and hopefully high-Quality Retail must be pursued.

The need for Major One-Off big names is not the way forward as the risk of these Names retaining their Presence and providing a major draw feature is now a Major Concern. Major retailers/Cinema type operations normally require much large Square Metre establishments than can be provided in our town Centre so we must accept that efforts in that direction are fraught with massive effort expense with NO return. The large multi -National retail stores are present in abundance in out of Town sites or using the Online sales world.

We need to also focus on age profiles of the People we cater for or attract

The use of interest centres is an exciting concept in that linking these with Schools will produce more local knowledge being imparted on children who would hopefully enthuse to their Families thus creating momentum for the Cultural sites to be visited by locals. It is well known that Locals are often the ones who never visit their own Heritage sites so they do not spread the good word about the town.

The Youth of the Town are often the ones that are seen as a risk area because they may cause trouble.

This needs addressing in a way that provides this group with attractions that they will use and be proud of. This must be an ever-changing feast as trends etc change so it must be seen as a flexible way forward.

Maybe more organised events, Competitions, sports type, leisure type, one off features require developing that would get the youngsters participating. Many of these could be Market Place situated thus adding to entertaining the Tourists around. Pancake day
seems to work so why not more events?

The picture House/Cinema ideas are not going to be the top of youngsters interests as with todays Technology they have it all available in their hands There is certainly a need for crowd type events to be organised but these are not really suited to the Town Centre.

The older age group are a difficult sector to cater for.

With Schools generating enthusiasm in the young ones the older groups may be pulled into the centre to view (Accompany children) The improvement in the Quality of retail and Interest centres could also become an attraction. There is then the more upmarket approach to Catering that could be achieved by roofing etc. This would certainly be an attraction to the older Groups wanting to meet up with friends etc.

The problem we do face is that access to the Centre is difficult for the older groups as Parking needs to be retained centrally and not po-poosed as they will walk or use Bikes. Lets just for once get real

Cars will always be around and used so cater for them in a realistic manner. To access Macclesfield BY Bus or Train may sound easy but both stations are on the edge of the centre and you will be faced by sever slopes to manage once you alight from that transport – so, the use of Cars needs to be accepted and we should not enter the fantasy world of Bikes and walking as the only way forward.

My vision is that we produce a Retail/Cultural centre which embraces the area from The Junction of Chestergate and Churchill Way down to the Roe Street Junction with Churchill Way and then across to the East to be inclusive of Sunderland Street, Railway Station and back up to Mill Street, then up towards the Town Hall linking then with Chestergate Town Hall end.

That would create a very large area that needs a lot of development of the existing units and could form a very attractive area to promote Macclesfield as A unique Cultural and very interesting, vibrant place.

All this could be phased as funds are available but Initially the Town Hall end of Chestergate should be fitted with a Roofing system that allows the units there to become more open in their approach to encouraging custom. Open air rather than hidden inside dark units for Café culture. This should be priority to link up with the Grosvenor Centre refurbish and that would then lead to making the Castle Street refurb an integral link to the circular route round the Grosvenor Centre, Chestergate, Market place, Mill Street and back up Castle street to the Grosvenor centre.

This would help increase the foot-count on that route which in turn should help encourage retail interest.

I appreciate that all the above would necessitate funding but the return on the investment could be immense and by professional project control the ideas could be phased to create an ongoing feeling of improvement and success. By chaining the development around the Market place and Chestergate town Hall end a cultural centre
could be started from which the other developments would gradually add to the value.

The financing of all this is an important need and it is time Funding that Macclesfield creates through its Taxes etc was used to the benefit of the town and once the schemes are up and running then the income from Retail units, Visitors etc being actually occupied and used could be quite substantial and thus help repay the investment.

Introduction

The Roe-naissance Project is a group of local people working to facilitate the restoration of the neglected Grade II* listed Christ Church built in 1775 by entrepreneur Charles Roe. We are working in partnership with the owners of the church the Churches Conservation Trust (CCT) to explore ideas for a sustainable ‘community or leisure’ use for the building and its magnificent bell tower, to put it back at the centre of Macclesfield community life. Members of the group come from a number of different backgrounds. We wish to see Christ Church integrated into future plans for the town centre.

Overall comments

The Roe-naissance Project thank Cheshire East Council for recognising the importance of Christ Church and enabling our Project to contribute as a stakeholder to one of the pre-consultation events undertaken by the Council and its advisors. As a group, we can see that the analysis of the challenges and issues facing Macclesfield town centre set out in the Framework covers many relevant topics in an appropriate manner for such a framework. However, taken as a whole our group are disappointed with the draft vision and objectives and the Draft Framework.

Our concerns are around four main themes:

1. The proposed shrinking of the town centre shown in the draft Framework which excludes a substantial part of the statutory Local Plan boundary including the Christ Church area
2. The lack of real ambition and innovation about the future regeneration of the town centre which also needs to recognise the changing function of the town centre
3. The lack of various resources needing to be deployed in respect of Macclesfield town centre compared to parallel emerging proposals to regenerate Crewe town centre. Both towns have equal spatial status as the two Principal Towns in the Cheshire East settlement hierarchy within the adopted Cheshire East Local Plan of July 2017.
4. The lack of consistency regarding housing between the draft Framework and the emerging Cheshire East Council Site Allocations Development Plan Document and Saved policies of the Macclesfield Borough Local Plan.

In this statement we shall seek to explain why our group wish to express concerns on these and other related matters.

1 Shrinking of Macclesfield town centre in the draft Framework

We are very disappointed that a large area of Macclesfield town centre particularly on its western side is proposed in the draft Framework to be deleted from the currently
adopted town centre boundary established in the Macclesfield Borough Local Plan. The area mostly lies within the Christ Church Conservation area which includes the grade II* listed church which is one of the most iconic buildings of the town. We have set out in detail our objections to this change as part of our response to the Cheshire East consultation on the Site Allocations Development Plan Document (SADPD) comprising part 2 of the Cheshire East Local Plan in Autumn 2018. A copy of our objection is attached to this statement.

We are also concerned that the stated reason for omitting these areas in the SADPD and by inference omitting the policies is that residential use is not acknowledged as a significant town centre use as it is at present.

We are concerned that the Framework consultation gives the SADPD a higher status than its current progress merits in terms of becoming an adopted part of the Development Plan. Furthermore, we are very concerned that the existing boundaries of Macclesfield town as set out in the currently adopted town centre boundary established in the Macclesfield Borough Local Plan are not included in the Framework document. The consequence is that section 1.9 of the document and also figure 1.2 provide both misleading and inaccurate mapping in terms of reflecting the legal boundary of Macclesfield town centre as defined in the Development Plan. The Christ Church area proposed for deletion from the proposed town centre regeneration area also includes the largest amount of housing in the existing town centre area.

We are well aware that the Framework is not a statutory planning document and is not subject to external examination and adoption as Development Plan document. However, those persons, businesses and companies who have land ownership or other interests in Macclesfield town centre have not been provided with all the information they might expect to see in such a document. It is also presumptuous in our view for the Borough Council to define a revised town centre boundary and present it as the definitive town centre boundary when this is clearly legally incorrect. Any proposed revised boundary for Macclesfield town centre by the Borough Council will need to be fully examined by a Planning Inspector appointed by the Secretary of State in due course before amendments are approved and then become part of the adopted SADPD.


That Report confirms that several other parties also raised objections to various aspects of the proposed SADPD policy for Macclesfield town centre. There are two policies in the SAPDP which are relevant: Policy RET7 concerning Ensuring the vitality of town and retail centres on page 138 and also policy number RET11 entitled Macclesfield Town Centre and discussed on pages 142 to 144 of the Report of Consultation. The Report of Consultation also states that a further round of consultation on the SADPD will take place during 2019 prior to the Plan being submitted to the Secretary of State and on to examination.
It is therefore surprising given the nature and type of the objections and concerns raised by various parties (during the SADPD Autumn 2018 consultation) that the Framework consultation has not acknowledged these concerns. Rather the draft Framework seeks to endorse an approach to regeneration of the town centre which a number of interested parties are clearly dissatisfied about.

At point 2.38 of the Framework Consultation Draft reference is made (and elsewhere in the document) to the potential for a diversity of housing provision to be made in the town centre. We would endorse this aspect of the Framework. However, within the current Saved policies of the Macclesfield Borough Local Plan (policies MTC19 to MTC21) respectively, it is mainly the Christ Church area which is identified specifically for town centre housing uses. Those polices have proved effective in the last 10 -15 years in that the Christ Church area has seen a significant increase in additional housing stock from both new build and conversions. By comparison, other parts of the existing town centre (as defined by the Saved policies of the Macclesfield Borough Local Plan (MTC1 to MTC27) have produced very limited additional housing into the town centre.

2 The lack of ambition and innovation about the future regeneration of the town centre
Whist our Project can endorse and support the analysis in the Framework of the challenges facing Macclesfield town centre, we are disappointed with the lack of ambition and innovation. We recognise that many of the issues are based on physical constraints and land values as well as a wide variety of other factors, some national and international and some more local and regional in their focus.

We are aware that the Housing, Communities and Local Government Select Committee of the House of Commons has been reviewing the future of High Streets and Town Centres in 2030 and collecting evidence over the last two years. Their report was published in February 2019, is therefore topical and includes recent evidence, and is now available through this link: https://publications.parliament.uk/pa/cm201719/cmselect/cmcomloc/1010/1010.pdf

The report makes a series of recommendations to Government, local authorities, local communities, retailers and landlords to be acted upon now. It states starkly that “Unless this urgent action is taken, we fear that further deterioration, loss of visitors and dereliction may lead to some high streets and town centres disappearing altogether”. The report concludes that town centres need to adapt and that the Committee’s vision is for activity-based community gathering places where retail is a smaller part of a wider range of uses and activities and where green space, leisure, arts and culture as well as health and social care services combine with housing to create a space based on social and community interactions.

The Regeneration Framework presented for Macclesfield is too narrow in its focus and fails to respond to the scale of the challenges facing the town. One of the members of the Select Committee is local to this area as Mary Robinson M.P. represents Cheadle constituency within Stockport Borough.

We support the conclusion and recommendations of this Parliamentary report and feel it is very applicable to Macclesfield town centre. In short, the conclusion is that town
centres will require a shift from their current retail focused activities to new uses and purposes which foster greater social interaction, community spirit and local identity and characteristics and within which the local authority leads properly planned strategic intervention. Our activities as a project to date and ambition to bring new uses and life to Christ Church and its grounds reflect the Select Committee conclusions. The type of intervention planned for Macclesfield is cosmetic only not strategic in its aims or ambitions as is needed.

It is our strong recommendation that all officers, consultants and elected members of Cheshire East concerned with the regeneration of Macclesfield town centre should read this important and very recent parliamentary report and endeavour to incorporate its conclusions and recommendations into the regeneration of Macclesfield town centre.

3 The lack of resources likely to be deployed in respect of Macclesfield compared to parallel emerging proposals to regenerate Crewe town centre.

A Regeneration Framework for any town centre will require will require a mix of different resources which would include diverse skills, legal powers to act, project and financial management, governance arrangements and access to a range of capital and financing arrangements.

It is evident from a review of the Cheshire East Council website that whilst Crewe town centre has struggled like Macclesfield to respond to the recent and current challenges taking place in town centres, the solutions being offered in Crewe are patently more ambitious and funded by a range of Council and external partners including private sector investment.

The Crewe Town Centre Regeneration Programme planned by Cheshire East Council and its partners is summarised on the Council website which can be found from this link https://www.cheshireeast.gov.uk/business/major_regeneration_projects/crewe-town-centre-regeneration-programme/crewe-town-centre-regeneration-programme.aspx

The Borough Council has developed in its Crewe plans a town centre regeneration programme to address a steady decline in investment and footfall in the town centre. The intention is to enhance the ‘offer’ of the town centre as a place to visit, recapturing consumer expenditure lost from the Crewe and the South Cheshire area to competitor locations.

The two towns have equal status in terms of the settlement hierarchy as set out in the adopted Cheshire East Local Plan July 2017 and confirmed as the two principal towns of Cheshire East. The regeneration programme already approved for Crewe town centre includes a wide variety of projects (as can be seen on the Cheshire East website) and approaches some of which at least could be pursued also for Macclesfield but are not under consideration in this Framework. An obvious example is the priority to be given to diversifying and enhancing the Market offer in Crewe.

We can see from the Council website that in addition to Borough Council and private sector investment, Crewe town centre will also have access to funding through Growth Deals, the local Enterprise Partnership for Cheshire and Warrington as well and HM Government funding through the Northern Powerhouse. Clearly, we understand that the proposed HS2 hub station planned for Crewe is linked to these external
investments in its town centre. It is the scale of differences between the investment likely in Crewe and in Macclesfield which is a major concern. The Macclesfield projects listed for progression in the Draft Illustrative Framework concern mainly improvements in public realm and signage funded by monies already allocated to the town centre by the Borough Council. We would support these improvements in principle but they are unlikely in our view to generate the step-change required to regenerate Macclesfield town centre. This must be seen in sharp contrast to the major investments plans being proposed for Crewe town centre from its diverse range of investors including the Borough Council itself for some projects.

The consultation report recognises that Macclesfield town centre is punching below its weight as it should be the capital of east Cheshire as largest town with good accessibility, a good range of uses, an attractive and historic built environment and a different retail and event offer to neighbouring or competing towns. These aspirations cannot be achieved without a range of investments and funding agencies including existing and new sources. As one of the two principal towns of the Borough, Macclesfield should be provided with more resources to achieve the town centre its residents and visitors expect from this status.

4 Lack of consistency with emerging Site Allocations Development Plan Document and Saved Policies of Macclesfield Borough Local Plan

The draft Illustrative Framework and emerging Masterplan components in this consultation seem to be somewhat inconsistent with the relevant emerging policies for Macclesfield town centre set out in the First Draft Site Allocations Development Plan document (August 2018 consultation version) in respect of housing. There is also inconsistency with the existing Saved Policies of the Macclesfield Borough Plan with regard to the Christ Church area.

In the analysis of current challenges facing the town centre (at section 3.0 Constraints and opportunities section of the Draft Framework) the growth in town centre living is identified as one of the main opportunities. We would support this view. However, there are different policies in both the most detailed plans for Macclesfield town centre. As we have referred to earlier, the omission of the Christ Church area from the defined town centre as set out in the Saved policies of Macclesfield Borough Local Plan may frustrate any ambition to promote the growth of town centre living. Secondly, the emerging policies in the Site Allocations Development Plan Document (SADPD) do not reflect in our view the level of support for town centre living now contained in the draft Framework. Policy RET 11 is the most specific policy in the SADPD for the town centre. That policy and Figure 9.2 of the SADPD divide the town centre into a number of town centre character areas. Of the five character areas identified, only one of these (the Sunderland Street area) is explicitly referred to in policy RET 11 as having potential for further housing use (to include conversions and new build). Whilst we would support the Sunderland Street area having housing potential, we also consider the other 4 areas and the omitted Christ Church area also have further potential for residential use.

We have noted that policies RET 1 (defining the retail hierarchy) and RET 8 (residential accommodation in town centres) would also be applicable to Macclesfield. However, these are both generic policies which are proposed to be applied in the First Draft SADPD to the two Principal towns of the Borough and the nine Key Service Centres
totalling 11 town centres in total. In other words, all 11 towns are to be encouraged to
grow their town centre housing offer, but in Macclesfield only one area is identified as
having any priority for housing use.

For these reasons, we have concluded there is a lack of consistency between the draft
Regeneration Framework and both existing and emerging planning policy for housing
use in Macclesfield town centre.

Conclusion
Our four concerns are therefore:
The proposed shrinking of the town centre shown in the draft Framework is a backward
step and would exclude a substantial part of the statutory Local Plan boundary for the
town centre (including the Christ Church area). The Christ Church area has huge
potential for housing, leisure and many other uses identified in the Framework.

There is a lack of real ambition and innovation about the future regeneration of the
town centre which also needs to recognise the changing function of the town centre
There is a lack of identified resources needing to be deployed in terms of Macclesfield
town centre compared to parallel emerging proposals to regenerate Crewe town
centre. Both towns have equal spatial status as the two Principal Towns in the
Cheshire East settlement hierarchy within the adopted Cheshire East Local Plan of July
2017. They should be treated more equally in terms of resource allocation than
presently proposed.

There is a lack of consistency about future housing uses and boundaries between the
draft Framework and the emerging Cheshire East Council Site Allocations
Development Plan Document and Saved policies of the Macclesfield Borough Local
Plan.

We look forward to seeing some changes in the Draft Framework to recognise our
concerns. We regard the Framework as a small step forward in being a sound analysis
of the issues based at least in part on local stakeholder contributions. However, what
is needed moving forward is a series of actions along the lines recommended by the
Parliamentary Select Committee (as referred to in this response) tailored to meet the
needs of Macclesfield town centre. The Roe-naissance Project are keen to play their
part in supporting the ambition set out by the Select Committee, as we know other local
stakeholders are. and as applied to Macclesfield. We hope the Borough Council will
take the wider strategic long terms view rather than only planning for small scale
environmental and signage improvements.

March 2019
Roe-naissance Project Macclesfield
Response to Cheshire East Local Plan SADPD
Comments on public consultation September – October 2018
Objection to policies RET7 and RET11
Introduction

The Roe-naissance Project is a group of local people working to facilitate the
restoration of the neglected Grade II* listed Christ Church built in 1775 by entrepreneur
Charles Roe. We are working in partnership with the owners of the church the
Churches Conservation Trust (CCT) to explore ideas for a sustainable 'community or leisure' use for the building and its magnificent bell tower, to put it back at the centre of Macclesfield community life. Members of the group come from a number of different backgrounds. We wish to see Christ Church integrated into future plans for the town centre.

Overall comments
The Roe-naissance Project are very disappointed that that area of Macclesfield town centre particularly on its western side is proposed in the SADPDP to be deleted from the currently adopted town centre boundary established in the Macclesfield Borough Local Plan. The area mostly lies within the Christ Church Conservation area which includes the grade II* listed church which is one of the most iconic buildings of the town. Furthermore, we have also noted that three existing policies relating to the Christ Church area which are Saved Policies of the Macclesfield Borough Local Plan are also proposed to be deleted as part of the Development Plan for the town centre. We are also concerned that the stated reason for omitting these areas and by inference omitting the policies is that residential use is not acknowledged as a significant town centre use as it is at present. In this statement we shall seek to explain why our group wish to object on these and other matters.

Changes in town centre boundary
Within the Macclesfield Settlement Report, the justification for the removal of the Christ Church area from the current Macclesfield town centre boundary is stated to be:

*This area consists predominantly of residential properties which are not main town centre uses and do not function as part of the centre’s shopping and service offering.*

We are aware that national planning policy defines main town centre uses and these uses do not include residential use. However, there is no restriction in such policy guidance on housing uses in town centres. In any event, there are a variety of uses within the Christ Church area which do meet the main town centre use definition.

The deletion of the Christ Church area from Macclesfield town centre is in our view a regressive step in securing the regeneration of the town centre including the Christ Church area. Firstly, there is no evidence produced in the Council documents to demonstrate that housing and cultural uses detract from its use as a commercial area. Secondly, there is evidence from elsewhere that an increase in housing provision in town centres can bring new life to areas on a more permanent basis. This would include providing living accommodation above commercial premises or locating housing for the elderly and/or single people and/or couples close to or within town centres. This is particularly relevant for the Christ Church area due to its heritage status as a Conservation Area and also to the status of the church as a local landmark reflective of the town’s silk history.

We are aware of some of the views of retail investors and developers who suggest that mixed use is difficult to achieve in individual buildings in historic town centres. We can see how some investors and developers do not like having residential properties above their investments and properties because they fear that residents may attract rights or limit future development potential and the selling on of a building. This may be one reason why town centres often comprise shops and local services on the ground floor and empty floors above.
We would refer to the recently published report of the Local Government Association (LGA) “Revitalising town centres” (published May 2018) which states in its Foreword:

*Part of the response to town centre revitalisation requires big thinking – avoiding the traps of having a narrow focus on retail, one particular street or block or single issues such as parking, anti-social behaviour or business rates. Town centre success requires a multitude of factors to be successful. Many town centres are finding a new purpose – a rebalancing of the functions they serve including employment, commercial, leisure, community, housing, healthcare and educational uses.*

Our view is that the approach to Macclesfield town centre in the SADPD is the narrow focus on retaining retail led frontages. That approach has in our view failed Macclesfield town centre in recent decades including the lack of investment in other uses including residential. What is required is the retention of the current town centre boundary, a shared vision of the future of the town centre and a masterplan which is aligned with the LGA report referred to above. We would also recommend that Cheshire East Council should develop planned and innovative approaches that incentivise property owners to let their vacant town centre properties for living and working uses that would contribute to the vitality of the town centre but would not undermine the properties’ long-term value.

**Loss of Planning policies for Christ Church area**

There are currently three Saved policies in the Macclesfield Borough Local Plan which confirm the importance of the Christ Church housing area to the future of the town centre. These are:

- MTC19 provides that housing will be encouraged in the town centre by a number of measures to include retention of existing housing areas, the use of upper floors and permitting housing use where a satisfactory housing environment can be created.
- MTC20 encourages the revitalisation of the Christ Church area for housing use.
- MTC21 states the reuse of the church for community and leisure purposes will normally be permitted.

Each one of these policies both individually and collectively have been successful in retaining existing housing stock locally, encouraging the improvement of some properties to create apartments and redevelopment of existing non-residential uses for different and additional forms of housing use. Furthermore, the reasoning and justification for these policies remains the same as it was when the Plan was written and later reviewed. In other words, the Christ Church components of the Macclesfield Borough Local Plan have been successful and are still relevant today and going forward.

In recent years, culture and the creative industries have begun to play an important role in regeneration in Macclesfield. Culture can drive regeneration in a number of ways from inspiring landmark buildings through to new uses for important heritage assets or building identity and bringing a community together around events and activities. Our project is working in partnership with the owners of Christ Church (Churches Conservation Trust) to identify and attract appropriate uses for the Grade II* listed building. We would support a culture-led form of regeneration for the town centre to
include both new development and improved use of existing heritage buildings. The continued use of the Christ Church area as the main town centre housing area would complement town centre regeneration in other parts of the town centre.

The loss of these policies combined with the deletion of the Christ Church area from the town centre is the opposite of a plan-led form of development as set out in the National Planning Policy Framework. (para 15 of NPPF 2018 refers). Accordingly, if the size of the town centre is to be reduced in parallel with the loss of key policy guidance, the future of the Christ Church area (including the future of the church) will be at risk.

**Lack of Conservation Area Appraisal for Christ Church area**

The Christ Church Conservation area broadly follows the boundary of the town centre to be removed by policy RET 11. The Conservation Area was designated by the former local Planning authority in 1988 but no Conservation Area Appraisal has yet been undertaken some thirty years later.

The Conservation section of the Cheshire East website confirms that each Local Planning Authority has a continuing duty to review its existing Conservation Areas or consider designating new Conservation Areas (Planning (Listed Buildings and Conservation Areas) Act 1990) and to formulate and publish proposals for preservation and enhancement of its Conservation Areas. Government guidance also draws attention to this duty to ensure areas are seen to justify their status.

Historic England also recommend the carrying out of Conservation Area Appraisals that allow for a full assessment of the characteristics of existing and proposed Conservation Areas. Appraisals are also intended to highlight the implications for future preservation and enhancement of Conservation Areas and provide a useful basis for publication of proposals for their preservation and enhancement. The website confirms that a rolling programme of appraisals for the designated Conservation Areas has commenced.

We understand that requests have been made to the Borough Council for an appraisal to be undertaken for the Christ Church Conservation Area, but none has been programmed due to the lack of resources and funding to make this undertaking. Furthermore, other areas within Cheshire East have however been prioritised for appraisal including Sandbach.

**Cheshire East HARP project**

Christ Church was a featured building of the Borough Council’s HARP project in 2017-18 and much work was done to look at options to support its regeneration with the Churches Conservation Trust as building owners. The viability and marketing of any future use is likely to be negatively impacted by the removal of the church and the majority of its Conservation Area from the town centre. In addition, there is a failure to reference, respect or reflect Christ Church and its Conservation Area in the SADPD documents; they do not value the heritage of Macclesfield. It will send a clear message of ‘nothing to see beyond here’ to visitors, potential purchasers and prospective investors in the local area.

**Request for planning guidance for the Christ Church area**
In this context of its removal from the town centre, removal of constructive plan-led policies for the Christ Church area, the continuing absence of a Conservation Area appraisal for the area and the other concerns raised here, we would request some form of planning guidance for the Christ Church area to provide an updated framework to guide development, facilitate positive change and ensure that high quality place making is embedded into future development projects affecting the area. We would support the rejuvenation of the town centre as a high priority of the Borough Council but the future of the Christ Church area also needs some positive planning due to its location, its heritage, its quality and its potential to support and enhance the whole town centre and the town itself.

The significance of Christ Church as a heritage asset has a number of aspects. Firstly, the Church is the focal and reference point for the whole area to the west of Churchill Way within the town centre. Secondly, the Church is a main reason for this Conservation Area being designated in 1988, and also that there are substantial views of the church from much of the town centre. Finally, the site acts as the key gateway to Christ Church from the town centre with a natural access route using the original street layout (i.e., via Waterloo St).

We are aware that the Borough Council is seeking to develop a regeneration strategy for Macclesfield town centre which we have previously commented on and in principle support. We are also aware that regeneration is a complex process and that strategies are constantly evolving. A leisure led regeneration scheme as previously proposed was one option but others need to be assessed in order to complement the Grosvenor Centre retail led redevelopment recently now opened. In our view further regeneration is also needed but needs some form of planning document to lead the planning process.

**Future of Christ Church as a heritage asset**

Cheshire East Council commissioned Purcell Architects in 2017 reports on 5 major heritage buildings in the town centre which included Christ Church. The Purcell report for Christ Church was made available to both the building’s owners and our group by the Borough Council as part of the HARP project. The report itself identifies Christ Church as a particular feature that needs careful consideration. For example on page 55 View 4 views of the tower are noted as being of high significance. There is in our view some discrepancy in the way that heritage aspects and spatial planning aspects of the Church and its immediate area are being addressed by Cheshire East Council. Furthermore, we can find no reference to Christ Church Macclesfield either the area or the Church but there are several references to a church with the same name in Crewe town centre in the main SADPD policy document. There are some short references in the Macclesfield Settlement report.

**Summary of objections**

**RET7** Objection is raised to point 1 which provides policy support to the revised boundary of Macclesfield town centre as shown on the policy maps. That boundary is also shown on Figure 9.2 in relation to policy RET7.

**RET11** Objection is raised to the omission of the Christ Church area from the list of Macclesfield town centre character areas and the text of RET11 which confirms that the Council will, in principle, support opportunities for improving and regenerating...
Macclesfield town centre as defined in Figure 9.2 ‘Macclesfield town centre character areas’. Christ Church is excluded from the list and discussion and therefore from the list of priority areas for regeneration.

Macclesfield Town Council welcomes a regeneration focus on the town centre and is keen to engage in meaningful investment in the public spaces defined in the SRF. Having reviewed the draft SRF, the council has the following observations:

- The SRF defines aspects of the town centre well and summarises some of the opportunities and ambitions for the town centre concisely.
- It is not clear what commitment from CEC this document will deliver in terms of meaningful capital investment and resources. The tasks listed in Section 6 (page 32) are not tasks, but ambitions. The report does not link ambition to commitment to delivery.
- Ambitions relating to growing the town centre night time economy should be carefully managed to ensure that the town does not suffer day time dead spots – this can be seen by the current large number of town centre evening takeaways, which are shuttered during the day giving the feel of closed retail units and a negative impact on the daytime economy and the majority view of the health of the high street.
- Increasing evening economy leads to increased demands on other public service resources, such as street cleansing, CCTV, public order, vandalism. This should be considered in terms of resourcing.
- Extending the reach of Chestergate to the lower part (pg31) – should consider meaningful investment in the public realm to enhance the carriage way and pavements to demonstrate distinction.
- Enforcement relating to dilapidation should be carried out – eg Three pigeons/Kings Head site.
- The old Sunday school should have a greater focal position as a key heritage asset and potential visitor hub.
- It was expressed that the document does not detail what CEC will do to achieve the aims expressed in the draft SRF or prioritisation of the aims.
- The draft SRF does not address traffic congestion or parking capacity.
- Lack of reference to Barracks mill, which will have an impact on the town centre, creates concern that the SRF draft actions do not take this in to account.
- The gateway value of the car parks and the opportunity to enhance them has not been addressed in the draft SFT.

The council remains disappointed at the lack of parity in meaningful capital investment in Macclesfield when compared with other locations within the borough. The council feels that the principle authority should demonstrate leadership through significant committed capital investment, bringing forward ambitious schemes to kick start the regeneration process within Macclesfield. It is a wide-held view expressed to us by residents that Macclesfield has had little investment for a long time and that strategy after strategy has been adopted with no schemes of any significance being delivered as yet this century.

The council has sought a meaningful commitment from CEC, highlighting the disparity in capital investment across the borough. Although we welcome and understand a strategic view, the fear is that this is another document that does not commit to any specific actions of leadership in regeneration in Macclesfield from the principle...
Understanding Macclesfield Town Centre

2.1 - An understanding of the strategic and economic context is important as it provides a clear indication of the key economic opportunities and strategic priorities at the regional, sub-regional and local level and will inform the emerging Vision and positioning in terms of the future role of Macclesfield Town Centre. However, this context must also be set within the realities of the market if the aspirations to regenerate Macclesfield Town Centre are to be deliverable.

‘this context must also be set within the realities of the market’ From the get-go this statement kills ambition for the town, favouring pragmatism. Anything worth having is going to be hard to do. Risks need to be calculated but nonetheless risks.

2.29 - Weak leisure offer, rising retail voids and declining day visitors.
Agreed.

2.33 - New leisure provision, including an enhanced food and drink offer to support the evening economy and extend dwell time and spend, should be encouraged in Macclesfield, but must be aligned to local demand, in this case for distinctive and independent operators, and retain the flexibility to adapt to ensure future sustainability to changing trends.

Agreed in the case of the growth of independents, though the focus on food and drink is the only cultural driver Macclesfield has had in 30-40 years. Paraphrasing Jarvis Cocker, for the last few decades we’ve had to ‘eat and drink and screw’ because there’s nothing else to do; with food and drink being the only cultural offering of scale. If we are going to encourage more food and drink outlets, then we need to balance that with more walk-in activity focussed experiences.

As per chains: Tom Crowley, chief executive of the Boparan Restaurant Group (BRG,) in relation to having to enter into a company voluntary arrangement (CVA) for a third of their 87 restaurants recently said, "The combination of increasing costs and over-supply of restaurants in the sector and a softening of consumer demand have all contributed to the challenges both these brands [Giraffe and Ed's Easy Diner] face."

2.34 - continue to diversify and extend the independent retail and leisure offer
Agreed. In the case of Leisure, a focus should be directed to experience and activity – which cannot be disrupted (shared/pirated/sold) by tech and future innovations.
2.37 - From a viability and deliverability point of view, residential values in Macclesfield Town Centre are currently in the order of £160 per sq ft. & higher values in the order of £240 per sq ft have been achieved.

More in-town living could drive foot fall, though unchecked an over enclosed ghetto-like town centre could also send money in the direction of the train station with the proposed improved time tabling. Speaking with a twenty something the other week, she told me that she spends every weekend outside Macclesfield. I as a 47-year-old father of two daughters of 6 & 8 years and we do the same at weekends, travelling as far as Widnes (30+ miles) the other week for a different experience attraction for the kids. I would rather keep my money in the local economy, but there are only so many times you can take children bowling. Children of all ages need variety and something they can develop skills in. This is again where a www.facebook.com/MaccLifestyleSportsCentre would host a large number of activities people of all ages could participate in and just as importantly – would travel to. 300,000 visitors per year.

2.38 - must cater for a new form of aspirational housing and lifestyle appealing to young professionals. Agreed, Macclesfield needs more activity and experience-based culture drivers.

2.44 - Improved rail services and timetabling [for rail].
Agreed, but we first need to establish Macclesfield as a destination. The seminal Bar-Cuba which once occupied Pickford Street initiated a 'scene' by staging events and offering free or subsidised coaches from Manchester.

2.47 - does not currently provide a high-quality arrival point.
Agreed, but Macclesfield is also missing a trick with the Sparrow Park view point. Look at the old photos and you will see it as an open, well-groomed beauty spot. Do something extraordinary with it, make it an attraction – Make people walk out of the train station and look up. Put a Café up there and a large cantilevered viewing deck to extend the space and offer an experience.

2.48 - The town centre itself is characterised by lots of small-scale surface parking which currently creates visual blight.
Anything can be improved, but to be frank the 'visual blight' of surface car parks does not really register with most residents – in the same way somebody may become 'nose blind' to common aromas. This line of thought is repeated throughout the SRF document and just seems to be building a case for development on the car parks which is a point the SRF document continues to reinforce.
Furthermore, in some cases it may even be beneficial to intensify parking at specific locations with the intention of improving parking legibility in the town for visitors and allowing development at those sites considered more appropriate for other uses.

With the targets no doubt being the car parks either side of Churchill Way. The problem here being these serve the town centre and the elderly well and if built on, will further enclose the town and lose views. Duke Street Car Park is an entirely different kettle of fish though. In conjunction with the Arighi Bianchi warehouse site, Duke Street has great potential for the right scheme/cultural driver which is identified in the SRF document.

Stakeholder Engagement
2.53 - In 2017, Cheshire East drafted “There's no place like Macclesfield”, a 5 year Vision, Strategy and Action Plan for the revitalisation of Macclesfield Town Centre with the purpose of refreshing and replacing the Macclesfield Town Centre Vision of January 2014. The document was tested through extensive consultation with both organisational and community stakeholder groups and the general public in late 2017 and received substantial feedback.

No it wasn't and no it didn't. It received just 169 responses, which equate to 0.3% of the 52k population of the town. It also purposefully side-lined or omitted feedback from resident led groups.

2.55 - A number of interactive workshops were held during November and December 2018 with key stakeholder groups to support the preparation of the SRF including gleaning local views on the current perceived positives and negatives of the town centre, considering high level objectives and identifying areas of spatial focus.

The Macclesfield Town Centre Liaison Group (MTCLG) has only met twice and intentionally avoided the opportunity to engage with representatives from one of Macclesfield's largest stakeholder demographics. To this day the attendees of the MTCLG are not known to the public and are essentially a publicly funded secret committee.

2.56 - The initial findings of these workshops have been incorporated into our understanding. Two workshops, just two. Consisting of approx. 20 individuals whose identities CEC will not disclose.

2.57 - The latter workshops sought to test the emerging vision, objectives and spatial priorities that were developed in response to the initial sessions, each of which have been subsequently refined to those presented within this Draft SRF. Following approval of the draft SRF for public consultation, a full (4 week) public consultation exercise will be carried out.

By 'latter workshops' the SRF document misinforms. This description cannot be described as anything other than dishonest and it entirely discredits the SRF document which I am genuinely disappointed with.
Draft Vision and Objectives

4.1 - This section sets out the emerging Vision and Objectives for Macclesfield Town Centre which will be tested and refined with the Stakeholder Liaison Group.

4.4 - Grow and diversify our leisure and evening economy - to balance the existing retail dominated central offer and attract a wider audience and support new resident desires. Encouraging people to spend more time and money in the town. Building upon our existing impressive events calendar.

The rhetoric is great but the realities are not. Again, this document makes reference to “Stakeholder Liaison Group” or described more accurately: a secret committee of appointed advisors who the residents of Macclesfield are not allowed to know the identity of. As such the process is fundamentally corrupt and cannot claim to represent the desires of residents without being fully transparent and open to scrutiny. The approach needs to change or it will just be replicating previous (failed) attempts at regeneration, which Macclesfield can no longer afford.

Jordangate West and East

5.6 - To the east of Jordangate in the area between the rail line a number of large employment uses dominate including BT, a Royal Mail Delivery Office and the Police Station. Should any of these buildings become surplus to requirements, this area would make an attractive ‘town and country’ residential area, benefiting from its historic setting and elevated position providing rural views.

If by ‘residential’ you mean a Hotel with outstanding views and great travel connections then I agree, however to utilise another high quality flagship development site for private residences would be wholly inappropriate and a view that could only have been suggested by developers from the ‘secret liaison committee.’

Retail Core

5.6 - One area of change if it could be unlocked for development could include Exchange Street Car Park which could provide attractive infill residential development and create a new green square in front of the Heritage Centre, enhancing this important focal point and asset.

‘Attractive infill residential’ – attractive for who? Developers yes, residents not really, removing another valuable town centre parking asset to enclose the town centre space further and restrict vistas is folly. Macclesfield needs to exploit its setting more, in working toward opening up views.
5.14 - New infill residential development will enhance the currently 'broken' frontage to Churchill Way whilst providing new homes that are well connected to the town centre. This is already starting to appear with proposals to convert the visually prominent former office building Craven House on the corner of Castle Street into apartments.

'Broken frontage' is not a phrase that would have come from anywhere other than a developer. Craven House should have been demolished years ago, it is a monolithic eyesore and poor-quality representation of the town, on flagship development land that could be serve the local economy for a greater purpose e.g. a theatre. I believe the developer was seeking to add another floor of accommodation to it? Surely CEC have not sanctioned that.

5.15 - Consolidation of car parking in this area will be a priority. In the longer term this could include a possible decked car park on Duke Street with improved access and partial redevelopment/ enhancement of Churchill Way car park and the redevelopment of the poor grade Grosvenor Centre Car Park.

Multi-storey or decked car parking on Duke Street would be acceptable if it was incorporated into a larger leisure development and hidden from view. Churchill Way car park needs to remain as a surface car park for the community of senior motorists which is growing, but by all means landscape it. The Grosvenor Centre MSCP is an accident waiting to happen, it has more value as scrap, than it does as a facility, considering the potential cost to life if the structure were to fail. 700 tonnes of steel and cathodic protection were added in 2001. It is two years off its intended lifespan, with the last structural inspection carried out over 30 months ago.
Sunderland Street and Silk Quarter

5.16 - This southern gateway area to the town has the potential to become a vibrant urban mixed-use area incorporating residential, boutique retail, employment, leisure and evening/night time economy uses and characterised by distinctive independent businesses. The traditional historical character and buildings within this area lends itself well to such an approach. There is an opportunity to open up the River Bollin in this area to provide a waterside aspect to new residential development and conversions. Cars continue to dominate on Sunderland Street. Where possible, traffic should be redirected back out onto the ring road and consideration given to enhancing public realm.

Any actions to develop public access to and beautify the River Bollin as it runs through the town should be taken. As a town we should capitalise of the potential to work with the developers at the Barracks Mills site, for a summertime picnic paddle area for children. Tesco’s would benefit from that and should be willing to match fund to a degree.

Table 6.1 Draft Strategic Actions

- Explore scope to provide new leisure destination within the town centre but with flexibility to adapt to future changing trends

This is welcome and can be addressed by the much-proposed Lifestyle Sports Centre (LSC) project: Macclesfield - Lifestyle Sports Centre which has the potential to fulfil the adaptability requirement in conjunction with other desired elements such as a Live Performance Venue.

- Support establishment of creative and digital start up – potentially by supporting reuse of heritage buildings potentially on a temporary basis

This is welcome, though in conjunction with Macclesfield - Lifestyle Sports Centre in a mixed-use site to include multi-storey parking there is the potential to provide a ‘Google’ Campus style environment, that would tick a large number of socio & economic boxes, including attracting young professionals and providing attractive facilities for families. The LSC project has a direct line into major post production and VFX houses. With a lot of media drifting North from the capital, Macclesfield’s situation presents opportunities to capitalise on that.

- Act on and enforce action by land owners on derelict and/or dangerous buildings which create an eyesore.
This is welcome, the Three Pigeons/Kings Head site is a disgrace.

- Rationalisation of surface car parking which currently creates visual blight

Surface car parking does not create a visual blight if they are well maintained – which they have not been. Visual blight is enclosing skylines with bad municipal architecture. The views of the surround hills of Macclesfield are one of the best natural assets the town has, we should be opening up vistas of the topography we live within, this creates a stronger connection to the town and an attraction for visitors.

Strong Strategic Leadership

6.3 - The preparation, consultation and publication of the Macclesfield Town Centre SRF establishes a clear vision and strategy for change; which together with the adopted policy framework provides strategic guidelines which consider the future potential and aspirations of the town as a whole. The approach taken to develop this SRF has included significant engagement with key local stakeholder groups and formal statutory consultation with residents and businesses. The outcome is a demonstration of the Council’s commitment to the future of Macclesfield Town Centre, buy-in from local stakeholders and enhanced business and investor confidence.

“Significant engagement with key local stakeholder groups?” – The Macclesfield Town Centre Liaison Group/secret committee have had just TWO meetings involving a select number of attendees we as residents are not privy to, though the meetings were held on publicly funded property, hosted by officials paid from the public purse and concerning discussions influencing the public realm. Not open, not transparent, not good enough.

IN CONCLUSION
In between the corporate rhetoric is a good broad stroke framework, however there still seems to be an underlying desire to build on surface car parks either side of Churchill Way, which a fair proportion of residents are firmly against. The main development themes seem to be food and drink which smacks of developer led approach as opposed to resident aspirations, desires and ambition. The most galling point and something which in my view is quite unacceptable is the disregard and lack of residential feedback not contained in the SRF document. This is the third attempt at regeneration in Macclesfield which is following exactly the same closed-door secret committee policy of the first two. Having been invited onto the original regeneration panel in 2013, as such I understand the sort of influence developers have and residents do not.

This situation needs to be addressed as at present it is frankly unethical. The document in its current state is intentionally misleading the public on the degree of consultation with stakeholder groups, which is not the best start if a good result is desired. More open and transparent and inclusive decision-making processes need to be involved. If this can be achieved, we should be on track to deliver something long awaited and much needed for Macclesfield.

Our proposal and framework for a collaborative scheme has been submitted to Cushman Wakefield, we hope this has interest and we can work with you to deliver a facility of value to Macclesfield.
Comments

‘High quality’ housing

- Clarity over what is meant by ‘high quality’ homes would be helpful. It’s all too easy for developers wanting to make money fast to throw up cheap housing that won’t last. We don’t want to be creating the slums of the future.
- The aspirations set out in the Cheshire East design guide (though intended primarily for larger scale developments) are in many areas no less relevant to smaller projects.
- Don’t allow higher densities than guidelines recommend. Consider the need for outside space too.

Housing diversity

- It’s important to focus on mixed housing and not put an over-emphasis on the young professionals market - as the document points out, we have a growing older population.
- There is a shortage of suitable properties for people to downsize to, and rising prices mean people who have lived in the town all their lives and raised families here are being forced out to Congleton and beyond if they want to move somewhere smaller.
- Town centres living gives older people easy access to shops, facilities and events, reducing social isolation and potentially reducing the need for adult social care intervention.
- Retirees provide much-needed day time footfall.
- Well-designed housing can be suitable for a diverse market – doesn’t necessarily need to be specialised. Older people often still want two bedrooms, car parking.
- The provision of lifts should be encouraged in new apartment developments – without a lift, an apartment is not an attractive proposition for the typical older person. Upper floor apartments without lifts often stay on the market for a long time.
- Note the checklist point in the Cheshire East design guide: ‘Does the proposal include an appropriate housing mix, including provision for the elderly and infirm’

Green spaces

- Green spaces – need to bear in mind need for maintenance of any new grassed areas. Poorly maintained grass is a sure way to make an area look neglected fast. Planting schemes should encourage biodiversity and pollinating insects.

Linkages

- Is there any chance of getting the passage between the back of Tesco and Castle Street opened again? This helps create a circuit.

Environment

- Need to include EV charging points
- Emphasise high standards of energy efficiency for new buildings
- Explore ways to maximise energy efficiency when converting older building
- Look at opportunities for community energy projects.
• Learn from experiences elsewhere when planning for cyclists and pedestrians. Easy to get it wrong. Look at hyper-local approaches, where local road users get involved in e.g. planning how to improve a specific junction.
• Plant bushes/low level vegetation to improve roadside air quality

Town centre uses
• Give higher emphasis to uses beyond (shrinking) retail: arts, culture, activities, events, services. Prioritise the local and distinctive over the anytown.
• State explicitly that developers/businesses will be encouraged to look at town centre options wherever appropriate.
• Chestergate is not included in the retail core section of the plan, but it’s important to include the street in any discussions relating to retail.
• Is there a way to make the town hall more available for community events? The current high costs mean it often sits empty despite event organisers needing venues.
• With the strategy explicitly stating that the market place is to be treated as the central hub, the indoor facilities in the town hall make a natural partner to the outdoor space.
• Free or low-cost town hall room hire would open up new possibilities for event organisers and could lead to higher numbers of people coming in to the town centre for events. Poor weather would become less of an obstacle.
• Could there be a pilot period to trial a new low cost approach for the town hall (for example, during the 2020 Barnaby Festival)? Organisers would need to know well in advance so they can put programmes together.

Cultural and social capital
• The document credits Barnaby and Treacle as successes responsible for building reputation and quality – so it’s important to include in the policy a specific reference about the importance of social capital and cultural networks, and about supporting and nurturing such initiatives to maximise impact.

Car parking
• Agree that underground/tiered car parking would be a good way forward.
• Important not to lose key views.
• Essential to continue to provide parking for those doing bulk food shopping in Tesco, M&S and Iceland who need to wheel trolleys to cars. These shoppers often visit other shops while in town. Without this parking, people will go to the out-of-town-centre supermarkets and come into the town centre less.

Toilets and water
• Encourage town centre businesses to get involved with schemes such as Refill.org or ‘Free Toilets’.

Community engagement
• This consultation hasn’t had a high profile. Please consider what more you can do to engage people in decisions and share progress updates. Would the Grosvenor Centre, for example, offer window space in unused units for
### Procurement and the local economy
- Regeneration projects give great opportunities for progressive procurement practices that focus on local re-investment and social value. Such practices are proving successful in boosting skill development and local economies elsewhere including locally in both Preston and Manchester ([https://www.preston.gov.uk/thecouncil/the-preston-model/preston-model/](https://www.preston.gov.uk/thecouncil/the-preston-model/preston-model/) and [https://cles.org.uk/press-releases/manchesters-progressive-procurement-enables-growth-and-tackles-poverty/](https://cles.org.uk/press-releases/manchesters-progressive-procurement-enables-growth-and-tackles-poverty/)). Here in Cheshire East, the Crewe Green roundabout project illustrated the value of this approach. We should be including this type of approach in the strategy.

### Funding sources
- It would be good to see greater financial commitment from Cheshire East at some stage, as with Crewe.

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### Here are some thoughts on how the plans could be strengthened to make Macclesfield a more sustainable and attractive place to visit and live.

#### Create more choices for greener travel

**Improved pedestrian and cycle access:** Make walking and cycling the natural choice for short journeys by providing safer road crossings and ‘filtered neighbourhoods’, giving priority to the movement of people and creating more public spaces to sit, play and socialise.

Consider new or develop existing paths to become dual purpose foot / cycle paths.

**Invest in public and green transport:** Bus services have suffered chronic under investment within the town and between local communities (e.g. Bollington, Buxton/ the Peaks and Wilmslow). Investing in the bus network would make accessing the town by non-residents easier and support the ‘Gateway to the Peaks’ positioning. Investing in evening services would be a green and safe way for those coming into town and contribute toward the evening economy.

**Provide Electric Vehicle Charging Points:** With the ban on petrol and diesel cars coming into force by 2040, public EV charging points will be required for visitors to the town, for those that live in flats or don’t have off road parking and access to on-demand charging points.

**Provide more sustainable, energy efficient housing**

**Sustainable housing:** While the SRF focusses on using existing buildings and brownfield sites, it is silent on the need to make sure these properties are fit for the current age. The focus must be on providing energy efficient dwellings with appropriate infrastructure in place to support sustainable living e.g. well thought out waste management for flats.

**Passive Homes:** The provision of Passive homes would set the bar higher still.

**Community Energy Schemes:** There is also an opportunity to include or promote...
community energy schemes as part of the redevelopment. As well as providing green energy this would provide a visual indicator of the town’s commitment to sustainability.

Greening Town Spaces

Increasing footfall is the clear intention of the redevelopment: a more sustainable approach can support that.

More Trees please: It would be wonderful to bring the draw of the town - the green spaces - into the town! More green spaces are required, incorporating planting schemes to encourage biodiversity and pollinating insects, and lots of trees to improve air condition, cooling, acting as wind breaks and improving the appearance of the town.

Community Buildings: Although the SRF talks of green spaces, it doesn’t mention community buildings for amenity provision.

Finally… there is no mention of public water fountains or public toilets! Encourage the local business community to get involved with sustainability through schemes such as Refill.org.uk or ‘Free Toilets’.

- Support events, activities, gatherings. Engage with the community and cultural networks in the town to mobilise the immense energy and creativity. It is experiences which build a sense of place, identity and memories – not just shopping. Make them intrinsic to development and on an equally footing with actions to support the ‘retail core’. Recognise the existing obstacles to putting on imaginative community events and be prepared to tackle them.

- Open up the Town Hall: It is a heritage and cultural asset literally at the centre of the town. It should also be the emotional heart – along with Market Place - as a place to gather, meet, mingle, play and browse. It should be the twin to the Picturedrome, enticing visitors up Chestergate, offering distinctive quality opportunities. The Town Hall is owned by the people of Macclesfield and CEC is the custodian. However, it is rarely used for leisure or entertainment, community or cultural events, and is beyond the reach of non-profits or small businesses. For instance the winter Seed Potato fair is unlikely to return because of hire costs, the Chinese New Year events were held in URC on Mill Street, the Mayor’s Ball was held in Pott Shrigley in order for the event to be a fundraiser, one day festivals like the Macc-POW! comicon can only take place in the Town Hall because the room hire costs are subsidised by the Town Council. Other events just don’t happen. It’s tragically underused, while St Michael’s next door has thrown open its doors, worked to accommodate unconventional uses and in so doing become the heart of the town. There needs to be a partnership approach to tackle the hurdles of attitude, flexibility and creativity in management and pricing structure. Repeated approaches over several years by organisations such as Barnaby Festival, ArtSpace and Macc-POW! – often brokered by the MP – have failed to establish a collaborative approach to a shared vision of the Town Hall as a people’s building to support our joint aspirations. A pilot project handing over the building to a non-profit confederation of users could be a first exciting step. CEC is not using its assets to achieve its stated objectives and town vision. The current situation symbolises the remoteness of CEC’s from the people of Macclesfield – and reinforces their perception in return.

- Make outdoor public spaces flexible and usable (existing and new): consult with
those providing community, cultural and/or commercial events, be forward looking to ensure flexibility of use. For instance ensure power points, storage facilities adjacent, flexible/ removable canopies, portable seating etc. See outdoor spaces as stages to be performed on, create an information pack and resources list, provide simple infrastructure. Ensure new public spaces are fit for purpose, maintained and managed.

- Retain the Butter Market. Avoid actions which actively prohibit the use of public outdoor spaces. eg the proposed sale of the Butter Market. It’s flexibility and proximity supports activities in the Market Place. It is invaluable as a ‘back stage’, for storage, preparation, wet weather retreat, pop up activities for Barnaby Festival, ArtSpace and Treacle Market. Why is it being offered for sale, closing down the options and increasing the costs for outdoor community and cultural events?

- Ensure quality of events. The vibrancy of the evening and leisure economy is in part due to the high quality, authentic enterprises like Barnaby, Treacle Market, Macc-POW, the microbreweries, cafes and pubs. They have built the reputation of the town as independent and quirky - this is why the Picturedrome development is happening. But reputation is hard to build and all too easy to erode. Shoddy enterprises will want to piggy back on those hard won successes by local people. The town centre has already seen events which are of poor quality, aren’t distinctive and therefore don’t match the vision of a quirky and individual town. We should nurture events, businesses and happenings which have ambition and don’t disappoint. Essential to this is a strong relationship between CEC and the Town Council. For instance when the TC was soliciting tenders for Foodie Friday it was unaware of a provider already in discussions with CEC about a similar event, and the owner of Treacle Market was unaware that the opportunity existed. Care must be taken to not replicate the blandness of ‘clone town’ retail with ‘any town’ events and activities. Individuality and sense of place delivers long term results. Footfall is an indicator of success and should not be an end in itself.

- Enforce quality of design. Current and recent developments in housing and commercial property demonstrate why planning regulations are not enough. ‘Quality’ must be defined and pursued relentlessly. Developments and design should be considered in the wider context of aspirations for the distinctiveness and sustainable building, reflecting a quirky and independent minded town. Be part of a scheme such as https://www.designreviewpanel.co.uk, be ambitious, confident and creative, avoid pastiche and the temptation of the bland.

- Establish a collaborative forum: people make places and without them these objectives won’t be delivered. There is currently no collaboration mechanism despite statements to the contrary in the draft SRF. A diverse stakeholder group should work collaboratively with CEC, the Town Council and large land owners. This should not be focused solely on projects underway but allow for partnerships to emerge using local knowledge and expertise. Only then can opportunities be seen and seized, which lever in additional benefits and fully use the social and cultural capital of the town.

- Ensure adequate funding : without a fair funding formula for Macclesfield nothing will be achieved. There appears to be no regeneration funding attaching to this framework.
A. 1.0 Introduction: Introducing Macclesfield Town Centre

The introduction should additionally stress the essential role of Macclesfield Town Centre as the administrative, health, shopping and entertainment hub for a large rural population. It also provides an essential source of accommodation for those originating from rural communities where limited suitable accommodation is available e.g. elderly care facilities and town living for families and young professionals.

B. 2.18

Within the wider Macclesfield area, a significant 53 hectare urban extension known as the South Macclesfield Development Area (SMDA) is proposed. The site is allocated within the Local Plan and gained outline planning consent in August 2017 for up to 950 new homes, green open space and supporting social infrastructure including local retail, primary school, employment space and a £19.5 million new link road. The scale of new development just 2 miles south of the town centre has potential to increase the resident population and consequently catchment of Macclesfield.

This point must mention the other significant developments that are planned around the perimeter of Macclesfield including LPS15 in Gawsworth which is set to deliver 300 new homes including 100 affordable homes. The impact is far greater than just the SMDA development as suggested.

C. 2.22

and employing in the region of 2,000 people at Hurdsfield under 2km (1.2 miles) north of Macclesfield Town Centre. Slightly further afield, Alderley Park is a UK Centre of Excellence in life sciences R&D and is witnessing significant investment as it is transformed into a multi-let site; Sanofi in Holmes

This statement, while true, is misleading. The investment comes after AstraZeneca to NOT be an attractive site for R&D and they abandoned their considerable investment in favour of new investment in Cambridge and overseas. The loss of a major international company’s activities will have a future negative effect on smaller science-based companies (e.g. Medical Communications) in and around Macclesfield. The paper should present an objective assessment of the opportunities and challenges if it is to reach optimal conclusions.

Examples of current connections with the creative sector are needed. It is unclear what base in the creative sector it is proposed to build from.

D. 2.25

CACI Acom classifications which provide precise information and an in-depth understanding of different consumer types by analysing significant social factors and consumer behaviour shows that Macclesfield’s catchment area is dominated by ‘Lavish Lifestyles’, ‘Executive Wealth’ and ‘Mature Money’ consumer groups which indicates an affluent catchment. The majority of households in central

No reference is given in support of the above statement. It most certainly does not reflect the vast majority of the catchment area, as is stated. There are pockets of ‘footballer wealth and lifestyle’ around Macclesfield but this does not extend to places such as Gawsworth where we have a wide spectrum of residents – but no ‘Lavish Lifestyles’. Rather we have a wide range of incomes, a significant proportion of housing for the elderly and special needs, young working families etc. The description
of the Macclesfield catchment area is inaccurate and insulting.

E. 2.35

2.35 Housing continues to be a hot topic nationally as we seek to deliver the volume of new housing required to meet demand and meet our economic growth aspirations. The challenges of increasing provision whilst protecting what is special and unique about our individual cities, towns and villages has been played out within the Planning arena. However, there is broad agreement that our urban centres, including Macclesfield, will need to play an ever greater role in answering the housing challenge.

We support the increased use of brownfield and town centre sites to satisfy housing need. The Local Plan identifies clearly where future housing in and around Macclesfield will be built. Town living will be attractive to many originating from a rural home to access health and care facilities, proximity to secondary schools etc. It is inappropriate and unnecessary for Cheshire East to continue to push further green belt destruction by use of derogations such a rural exception schemes on farmland that they own while unjustifiably disregarding urban living alternatives.

F. 2.45

2.45 Existing highway links also provide good access from Macclesfield to Manchester Airport, Wilmslow and Prestbury to the west (A538), Congleton and Leek to the south (A536 and A523), Stockport and Manchester to the North (A523) and Buxton to the east (A537). Furthermore, the construction of the planned South Macclesfield link road would provide an alternative route for vehicles currently passing through Macclesfield town centre from the south and west and enhance improved road connections for the anticipated population growth in the area. However, accessibility to the major motorway network is more remote than comparative market towns such as Knutsford and Wilmslow.

2.46 Despite the above, future transport facilities within the town itself require improvement with an emphasis to encourage people to live and work in an attractive and sustainable town centre.

While the importance of Macclesfield Town Centre as a hub for surrounding communities has been identified earlier in the paper, this transport section omits to identify transport issues and challenges which affect this role. Transport facilities BEYOND the town itself also require improvement. These must be considered in this paper.

Traffic flow into and around Macclesfield is extremely poor at peak times. A 2.5 mile road journey from Gawsworth Village to Macclesfield train station or Waters Green Health Centre takes around 10 minutes at off peak times but during the morning commuter period roads are so congested that it is necessary to allocate an hour for the car journey to avoid missing your train or doctor’s appointment. This will be exacerbated as well over a thousand home are built south of Macclesfield and all use the same routes to the station and health centre. A £2.31m government grant has been allocated under the safer roads scheme for safety improvements on the A536 south of Macclesfield and passing through Gawsworth. This will be available in 2020 – 2021. Final planning of the road improvements should take into account the role of the A536 in supporting access to town centre facilities for surrounding communities.

Useable cycle routes are lacking. From Gawsworth cyclists would be well advised to avoid the A536 into Macclesfield which is the only direct cycle route, because of the dangers. It is one of the 50 most dangerous roads in the country and has been the site for serious accidents involving cyclists. Cycling from Gawsworth to the town centre is currently not a safe, viable option.
While providing for increased accommodation in Macclesfield Town Centre the plan should also provide for residents to access the surrounding countryside easily and safely on foot and by cycle. For example, a safe and pleasant cycle and pedestrian route from the town centre to Gawsworth would make for a healthy Sunday afternoon outing for town dwellers.

To complement the Macclesfield Town Centre regeneration and enable its role as a hub for surrounding communities traffic flow, road safety and safe cycling routes must be given high priority by Cheshire East Council.

G. 4.2

**Draft Vision for Macclesfield Town Centre**

4.2  The draft Vision of the Strategic Regeneration Framework is as follows:

Macclesfield - a town that celebrates its quirkiness.
Green, creative and connected. A home to innovators, entrepreneurs and independents.
Thriving, diverse, distinctive and inclusive. Rich in heritage and culture, with outstanding employment opportunities and nestled in stunning countryside.

We support this overall vision. However, it majors on Macclesfield’s ‘quirkiness’ but fails to explain what this is. What should be celebrated? Quirkiness seems a good element of the vision to have but unless it is clear what it means, it is worthless.

H. 4.4
An additional objective should be to enhance Macclesfield Town Centre’s role as the hub for the surrounding communities. The association between Gawsworth and Macclesfield should be obvious and facilitated. E.g.:

- Establish Macclesfield Town Centre as the hub of choice for the surrounding rural communities. It should provide connected facilities and focus for nearby villages making it the centre of lively activity in the area.

### Table 6.1 Draft Strategic Actions

<table>
<thead>
<tr>
<th>Objective</th>
<th>Draft Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grow our town centre population</td>
<td>• Engaging with the private sector and social housing providers to deliver new high quality homes within the town centre through new build, infill development and refurbishment of underutilised and vacant buildings</td>
</tr>
<tr>
<td></td>
<td>• Improve housing choice in terms of type and tenure to attract and sustain a more diverse community of occupiers attracted to town centre living – employees (particularly young professionals) from the highly skilled businesses in the local catchment (e.g. Alderley Park) first homes, singles, young families, downsizers, retired and older people etc.</td>
</tr>
<tr>
<td></td>
<td>• Consider the delivery of specialist housing for older people given accessible and well served location</td>
</tr>
<tr>
<td></td>
<td>• Ensure town centre meets ‘everyday’ needs of a resident population including local services, health care and education provision</td>
</tr>
<tr>
<td></td>
<td>• <strong>Exploit the opportunities presented by an enlarged catchment through large scale housing and population growth at SMDA by ensuring Macclesfield becomes their local shopping destination of choice</strong></td>
</tr>
</tbody>
</table>

Catchment beyond SMDA should be included here. Both new developments such as LPS15 and Gaw End Lane and also existing settlements such as Gawsworth should be considered when connectivity is considered, particularly through cycle and pedestrian...
Amend the highlighted point to broaden the appeal and introduce enabling measures. A trip on the train from Manchester could attract visitors out to nearby attractions (Gawsworth Hall, Styal etc) if only a coordinated cycle network is established. The existing foot and cycle networks require significant development.

The floral displays in the town centre last summer were excellent and uplifting. This should be expanded and enhanced. Macclesfield and its neighbouring villages could become ‘garden’ destinations with inspirational leadership and assistance from Cheshire East.

J. 6.5

The Outcomes

6.5 The objectives/themes and proposed actions have been developed to support the delivery of the vision for Macclesfield Town Centre, but will also help attain the following outcomes:
- Delivery of a wider choice of homes in the central wards
- Attract and sustain a growing and diverse business community
- Increased footfall, spend and vibrancy within the town centre
- Attract a wider audience to Macclesfield including residents, workers and visitors

Add: Improved connectivity and association with surrounding villages for which Macclesfield serves as a town hub.

K. 6.8
Improved Connectivity

6.8 Shifting the focus away from the current car dominance within the town centre, actions seeking to enhance pedestrian connectivity and wayfinding, and integrate the town centre with the surrounding residential areas include:

Add: Improved connected safe cycle and pedestrian routes into the countryside and with nearby communities, utilising existing routes including the canal and creating new routes particularly through and beyond the South Macclesfield developments.

The regeneration framework and public consultation are a welcome development for the town. Barnaby commends the overall vision and ambitions within the framework. The framework rightly recognises the important role in the town of the arts, culture, heritage and creative industries, events and cultural networks as essential to supporting the development of the social capital and economic success of Macclesfield.

We agree with and share the framework’s draft objectives. Barnaby are proud to be already delivering for Macclesfield in a number of these for the town. Particularly the need to Grow and diversify our leisure and evening economy and Harness our distinctiveness. It is important to us to enhance Macclesfield’s existing Heritage assets: the clear priority given to the repurposing and upcycling of these resonates strongly with our own drive to (and excellent track record of) “rummage around in our assets”. Successful implementation of the framework’s ambitions and getting it right for Macclesfield are entirely contingent on the meaningful engagement of Macclesfield’s communities, businesses and the voluntary community sector throughout the process. An effective process must invest in activating people within their communities, building capacity and learn from existing local and regional examples of co-production.

The framework rightly recognises that many move themselves, their families and their business enterprises to Macclesfield because of the fantastic lifestyle that the town is able to offer, in terms of the surrounding countryside and proximity to major urban centres. In many sectors, and we understand particularly the creative and digital industry, small businesses started in or moved to Macclesfield are fragile and require a greater degree of nurturing to offer the economic and social impact the framework is reliant upon.

Barnaby is keen as we approach our 10th year to develop a programme of capacity building support for the arts and creative sector and implementation of the framework requires more of this such work: investing in and growing relationships with local and regional networks that are able to connect us with internationally renowned creative producers and business and taking focused action to address the current and future skills gap.

In implementation it is critical the regeneration of the town centre sees a greater focus on the inclusion of all those living within Macclesfield. Our outreach and engagement work frequently demonstrates to us the real and multiple barriers that exist for many to coming into and being part of their town centre. Barnaby works hard to enable more people to feel that the town centre is their space by animating the spaces and building confidence for individuals, families and communities.
While we recognise the principle of attracting inward investment we are concerned that the framework’s focus on Macclesfield as “an affluent catchment”, does not currently strike the right balance with the reality of everyday life for most people currently in Macclesfield and will not deliver the inclusive regeneration we require.

We believe that CEC should continue to support events, activities, gatherings, engaging with the community and cultural networks in the town to mobilise the immense energy and creativity. Experiences are what build a sense of place, identity and memories. Make the creation of experiences intrinsic to development and on an equally footing with actions to support the ‘retail core’. Recognise the existing obstacles to putting on imaginative community events and be prepared to tackle them.

One of the principal public-realm constraints for Barnaby is Churchill Way. It is difficult to attract audiences across the town from St Michael’s to Christ Church, which would otherwise present two excellent poles along a relatively level axis. We therefore like what is being proposed about softening the barrier that Churchill Way presents, improving the flow into the town from the west.

We would also urge the extension of efforts to make outdoor public spaces flexible and usable (existing and new): people repeatedly feed back their delight with the street theatre and outdoor gathering enabled by Barnaby. Consult with those providing community, cultural and/or commercial events, be forward looking to ensure flexibility of use. For instance ensure power points, storage facilities adjacent, flexible/removable canopies, portable seating etc. See outdoor spaces as stages to be performed on, create an information pack and resources list, provide simple infrastructure. Ensure new public spaces are fit for purpose, maintained and managed.

We welcome working with existing venue partners to see how to increase capacity in the town in a sustainable way, looking at models and practice from comparable places. The most obvious possible example of this would be to make a step-change in the way the refurbished Town Hall can be used.

At present, charges are simply prohibitive, meaning that it is sorely under-used by community and arts organisations / events. An ownership / usage model which allowed it to open its doors to ambitious and community events would transform the traditional heart of the town. This is probably the most seriously under-used building in the town, and we would be very pleased to be part of its animation.

In addition, we would urge CEC to avoid decisions which actively reduce the use of public outdoor spaces. eg the proposed sale of the Butter Market. Its flexibility and proximity supports activities in the Market Place.

It is invaluable as a ‘back stage’, for storage, preparation, wet weather retreat, pop up activities for Barnaby Festival, (Barnaby Tap) ArtSpace and Treacle Market.

We welcome the draft SRF objectives and the draft strategic actions contained in the SRF Framework for the revitalisation of Macclesfield Town Centre and recognise the five strategic themes which have been described in the consultation document.
St Michael’s Church welcomes the plans to increase housing in the town centre area and particularly affordable housing. To maintain a community, a mix of social, private rental, and affordable (first time buyer) housing is required. However, the strategy does not make it clear how this would be achieved.

The strategy document rightly recognises the number of heritage buildings in Macclesfield which contribute to the pride which residents feel, and is one of the factors which will, it is hoped, increasingly make Macclesfield a “destination town”. We anticipate that a significant number of the most important, even of the “top 5”, heritage buildings are in private ownership, and some, such as St Michael's Church, King Edward St Chapel, Heritage Centre (Old Sunday School), St Albans’s and the United Reformed Church, are maintained at present entirely by voluntary contributions of their members (estimated at much more than £100,000 annually). This situation is not likely to be sustainable in the long term so the strategy needs to consider how long-term maintenance can be achieved. In addition to their value as heritage assets, these buildings provide a significant share of the current event space, being available to, and used by, the community for concerts, charity events as well as community events such as the Town Carol Service, and the vigil after the Manchester bombing.

A relatively cheap and rapidly-achievable activity which is not identified in the framework would be a Town Trail for visitors to highlight buildings of interest, available as a leaflet and online.

Aside from its heritage buildings, Macclesfield should be a destination as a market town, as is currently in evidence on one Sunday per month with the thriving Treacle Market. However consideration needs to be given to the remaining 25-30 shopping days each month when vibrant markets would be a valuable part of the town scene. There is little mention in the document of regular markets, either indoor or outdoor. Some effort and investment to regenerate both these, in particular the indoor market, would be welcomed and we suggest that study of successful market regeneration such as has occurred at Altrincham would be beneficial.

A key gap in the strategy is any detailed consideration of sustainability in terms of energy use, public transport, safe pedestrian and cycle routes around and into/out of the town centre area. An increase in town centre residential property which is associated with a significant increase in the number of motor vehicles will detract from, rather than enhance, the realm. Transport routes need to be considered before significant investment occurs in housing or business property to ensure that these are appropriately linked. New or refurbished development offers exciting opportunities for use of low-carbon energy sources and a local energy scheme (such as Gateshead District Energy Scheme). Such a scheme, providing low-cost and low-carbon heating and power to homes and businesses would support the development of both housing and business.

The formation of a collaboration group is important. The current documentation indicates that this will be led by Cheshire East, with the assistance of a number of stake-holders. Membership of the stake-holder group is not completely resolved and appears at present to include only those who will make major financial contributions. We consider that there are some key stakeholders not currently included, in particular the faith communities, who have a significant presence in the Town Centre, and
contribute significantly to the heritage assets and provision of community venues. We would like to see the inclusion of a representative of the faith communities (for example from HOPE in North East Cheshire, a forum of 39 churches in the Macclesfield area).

We need a scheme that is unique to Macclesfield, not a copy of our neighbours’. What is unique to Macclesfield is the views east towards the foothills of the Peak District. When our visitors return home they should feel they have been to the Peak District. This, plus easy parking, will make them come back. Here is the outline of a regeneration scheme which takes advantage of our great views:

A phased 2-level cultural, recreational and shopping centre on the eastern side of Mill Street, incorporating a new Macclesfield Museum, tourist information office, library, a multiplex cinema and a selection of shops, with a variety of flats above.

Phase 1: Poundland to Back Wallgate: Properties facing Mill Street;
Phase 2: Back Wallgate to Queen Victoria Street: Properties facing Mill Street and Queen Victoria Street; the scheme could stop here, or continue with…
Phase 3: Queen Victoria Street to Pickford Street: Properties facing Queen Victoria Street and Mill Street; (phase numbers are given for identification only).

The northern limit of phase 1 could be formed by a glass covered courtyard on the site of Poundland, opposite Castle Street. With in- and outdoor cafes the courtyard will provide fine views to the hills, including from Castle Street, with walkways south on two levels, both with views and populated by smaller artisan and specialist shops, cafes and bar/restaurants. Conventional shops would front Mill Street.

Back Wallgate forms the boundary between phases 1 and 2, with the upper walkway bridging the gap with an enclosed bridge with views. Phase 2 may house a multiplex cinema with conventional shops fronting Mill Street. An entrance with a lift to the cinema and shops could be provided on Queen Victoria Street for visitors arriving by bus, car or train, or from the east of Macclesfield. Several levels of car parking could be provided here with high level entry and low level exit via Queen Victoria Street.

If there are enough subscribers to phases 1 and 2 the cinema could become the anchor for phase 3, being closer to the leisure areas to the south. There could also be a gym and/or more specialist and artisan shops here next to the bus station.

Getting this off the ground will not be easy. After holding a design competition Cheshire East could start the ball rolling by committing to the civic facilities, or by putting £10 million into a regeneration fund for the area and invite property owners to join in with their properties, at a fair valuation. After a year or so the council could begin talking about compulsory purchase of key properties not yet committed to the fund.

Meanwhile the council should restore the views that once blessed the area behind the town hall. They should permit an in- and outdoor cafe with views to be built there. And they should spruce up Churchill Way car park.

2. Air pollution in Macclesfield
An estimated 40,000 excess deaths are caused annually in the UK by air pollution. This corresponds to a minimum of 35 excess deaths caused annually by air pollution in the
old and densely inhabited town of Macclesfield. Cheshire East Council’s (CEC’s) Air Quality Action Plan (AQAP) informs us that there are five Air Quality Management Areas (AQMAs) in the town. The air pollution in these areas is primarily caused by traffic, both exhaust and non-exhaust. The AQAP gives the following information about them:

<table>
<thead>
<tr>
<th>Tube ID No.</th>
<th>Location</th>
<th>AQAP</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE1</td>
<td>Park Lane</td>
<td>MACC3</td>
<td>Road parking and parking time</td>
</tr>
<tr>
<td>CE10</td>
<td>Cross Street</td>
<td>MACC1</td>
<td>Review A523/Byrons Lane junction, possibly redesigned as a roundabout</td>
</tr>
<tr>
<td>CE11</td>
<td>London Road</td>
<td>MACC1</td>
<td>Review A523/A537 roundabout</td>
</tr>
<tr>
<td>CE86</td>
<td>Hibel Road</td>
<td>MACC4</td>
<td>Parking restrictions</td>
</tr>
<tr>
<td>CE91</td>
<td>Broken Cross</td>
<td>MACC2</td>
<td>Parking restrictions</td>
</tr>
</tbody>
</table>

Given the seriousness of Macclesfield’s air pollution problem – causing 35 or more excess deaths annually - the AQAP measures considered by CEC are not radical enough. They will not result in material, if any, improvements in the air quality of the five AQMAs or in the rest of the town, and they are unlikely to lead to any reduction in the number of deaths caused by air pollution.

However, a project not considered by CEC, could materially improve the air quality of all our AQMAs as well as improve the environment of the town centre and the town generally. I have called this the Macclesfield Environmental Improvement and Infrastructure Project, MEIIP for short. It consists of a southerly extension of the Silk Road combined with a joined-up link road around the south and south-west of Macclesfield. See ‘Traffic Congestion’ below for more details and maps.

With the MEIIP and suitable traffic management measures in place, both heavy and light through traffic can be directed round the town, avoiding the AQMAs and town centre roads. A weight limit of 7.5T may be imposed on the whole town, access and deliveries excepted. The AQMAs and the town centre would see significant air quality improvements and we would see a reduction in air pollution related deaths in Macclesfield.

In addition to its main purpose of reducing the number of deaths, the MEIIP would help to solve some other issues affecting the town. These include traffic congestion, the arrival of HS2 and encourage the drafting of some coherent master plan(s) for developments to the south and west of Macclesfield, to replace the current free-for-all developers are enjoying there.

3. Traffic Congestion

During parts of the working day many of Macclesfield’s major roads and road junctions are choked with traffic. All through traffic must pass through the town centre. This is another issue where the proposed Macclesfield Environmental Improvement and Infrastructure Project (MEIIP) can help. The MEIIP consists of a southerly extension of the Silk Road combined with a proper joined-up link road between the A523 London Road and the A537 Chelford Road, running south and south-west of Macclesfield. The Silk Road extension should run parallel with and east of the railway line to stay clear of dwellings to the maximum
extent and to avoid creating polluted street canyons. This will ensure that the effect of the MEIIP on air quality in nearby residential areas is kept to a minimum.

In detail, the MEIIP should start from the Silk Road’s junction with Buxton Road, follow the level of the railway line and run below Brook Street and Windmill Street, where it will begin to rise to a junction with the existing road network near Byron’s Lane. See maps below.

Along this sector, and possibly along Winterton Way, some undertakings will be displaced. These can be relocated to land between the MEIIP and the railway line/A523 London Road, see the hatched area on map.

The MEIIP will then begin to move away from the railway line, cross the River Bollin and continue south to a junction with the A523 London Road and Winterton Way. From that junction the MEIIP will continue as a joined-up link road between the A523 London Road and the A537 Chelford Road. It will first run via a re-aligned Winterton Way, cross the West Coast Main Line as intended in the 1980s and then across and south of the South Macclesfield Development Area to the A536 Congleton Road. To ensure continuity the junction with Congleton Road should be located south of the Rising Sun pub. From that junction the MEIIP will continue west and north to a junction with the A537 Chelford Road near Henbury.

At Brook Street or Windmill Street access southwards could be provided down to a cycle path along the MEIIP as far as the A523 London Road junction. From there cyclists and pedestrians could share two paths to the A536 Congleton Road, while one shared path to the A537 Chelford Road should suffice. These paths would offer many the option of safe use of healthier modes of transport.

From the Henbury end of the MEIIP a link could be built north to the B5087 Alderley Road and the new King’s School. This link would give access from there to the major road network and the new HS2 railway station (see below) via the Chelford Road junction, without using town centre roads.
4. The arrival of HS2 to Macclesfield

These notes consider two locations for a Macclesfield HS2 railway station: a) The present railway station and b) A railway station on the South Macclesfield Development Area (SMDA), west of the Lyme Green Business Park.

a) The present railway station.
**Pros:**
- Central location on Waters Green
- Reasonable pedestrian access from/to the town centre for a fit person
- Reasonable access when arriving by local or inter-town bus services

**Cons:**
- Poor car access from most areas of the town
- Sunderland Street and Waters Green often suffer from congestion
- Very poor access for cyclists
- Poor access from other towns and villages which HS2 could serve
- Poor connectivity when departing by local or inter-town bus services
- No obvious sites for new employment developments of a regional scale, needed to support the HS2 railway station
- Very poor parking facilities: only 57 parking spaces available, Wilmslow has 120, Kidsgrove now has 200, whereas 500 to 800 spaces will be required by HS2, for which there is no obvious nearby location
- The current 57 parking spaces are occupied several weeks every year by some swings and roundabouts – with HS2 this situation would become an embarrassment for the town

b) A new railway station for both HS2 and other national and local services on the South Macclesfield Development Area.

This area lies west of the Lyme Green Business Park, where a bridge was planned to take Winterton Way across the West Coast Main Line towards Congleton Road. To make this location viable the Macclesfield Environmental Improvement and Infrastructure Project (MEIIP) proposed elsewhere is again required. The present town centre railway station would then be used by local services only and could be given its old name, Macclesfield Central.

**Pros:**
- A modern railway station built to up-to-date designs and specifications
- Good access via the MEIIP from most areas of the town
- Good access via the MEIIP from other towns and villages which HS2 would wish to serve
- Very good access for cyclists
- Good connectivity with remodelled local and inter-town bus services
- Very good parking facilities anticipated
- Sites for major employment developments of a regional scale to support the HS2 railway station would be readily available

**Cons:**
- Non-central location meaning poor access to the town centre, requiring the use of local bus, rail or taxi services

When deciding on the location of our HS2 station regard should be given to the easy
access which the proposed MEIIP will provide to the new HS2 station, the SMDA and to other areas of the town. Benefits derived from that proposal also include a significant reductions in air pollution in the town and in its AQMAs and a reduction in deaths caused by it. Level and safe access for cyclists is offered.

The benefits also include environmental improvements in the town centre, with the removal of through traffic and the possibility of introducing a 7.5T weight limit on the towns roads. The MEIIP should encourage the development of the SMDA and south-west Macclesfield to be carried out in a coordinated manner, with the MEIIP taking the traffic created by these developments. Taking all this into account, the best location for our new HS2 station appears to me to be on the SMDA. It could be named Macclesfield South.

Even with a HS2 station located on the SMDA, the car parking facilities at the present station should be expanded. The showman’s fairs held there should be relocated. Pickford Street and Duke Street car parks and the north-eastern corner of South Park are all possible alternative venues for these fairs.

Only 200m HS2 train sets will serve Macclesfield. Platforms at Stoke-on-Trent and Stafford, where our HS2 services are scheduled to call, are also too short for the full 400m train sets. That means Macclesfield services will also have to stop at Birmingham Interchange to join or separate from other trains, in order to obtain maximum capacity from the congested HS2 line south of Birmingham.

Between Macclesfield and London Virgin Trains’ Pendolinos stop at Stoke-on-Trent only. Our HS2 services will stop 4 times: at S-o-T, Stafford, Birmingham Interchange and Old Oak Common, and they will use existing railway lines via Stafford, with pinch points at Stone (25mph), the Shugborough Tunnel and Colwich Junction (45mph), not joining the fast HS2 line until Lichfield. HS2 trains will also be slower than the tilting Pendolinos on existing railway lines.

As a result, the planned HS2 services between Macclesfield and London are unlikely to improve on the journey times of the present Virgin services. Our HS2 services will also continue to use scarce capacity on the busy West Coast Main Line. HS2 is a good idea in many other respects, but it seems wasted here.

For more views on this and other HS2 issues visit my website http://www.hs2issues.com/

5. Uncoordinated Developments

Proposals for the development of the South Macclesfield Development Area (SMDA) and south-west Macclesfield are currently being made, without any coordination or guidance from Cheshire East Council.

For example, the developers of the SMDA, lying between the railway line to the east and Congleton Road to the west, are seeking access to their development via the residential Moss Lane to the north. This proposal is in direct conflict with the 2017 Local Plan Strategy. That strategy stipulates the delivery of a link road between Congleton Road and London Road. It also says that no development is expected to be
Traffic generated by the SMDA, by Barratt’s present and future developments off Moss Lane and by increased through traffic created by the ‘improvements’ proposed for the eastern end of Moss Lane, will no doubt lead to more traffic misery for residents on the entire length of Moss Lane. Solution: the MEIIP.

Equally bad: A developer of part of the area of south-west Macclesfield located between the A536 Congleton Road and the A537 Chelford Road has proposed that ‘his’ link road between these two roads should terminate at a junction on the A536 to the south of the Rising Sun pub. But the developers of the SMDA to the east of Congleton Road have proposed that ‘their’ link road between London Road (Moss Lane they say) and the A536 Congleton Road should terminate at a junction on the A536 to the north of the Rising Sun pub, not connecting with the A536 to A537 link road terminating some hundred metres to the south.

This will lead to a capacity problem on the length of Congleton Road between the two junctions, possibly necessitating a controlled junction for the waste disposal site and the Rising Sun. Joined-up thinking should lead to joined-up roads, such as the MEIIP. But not so in Cheshire East it appears.

Without joined-up link roads, the SMDA, the developments to the south-west of Macclesfield and developments along Chelford Road will just channel additional traffic onto our antiquated road infrastructure and add to the air quality problems of the town. The developers will be adding to the town’s problems, not reducing them. Cheshire East should provide the developers with coordination and guidance and insist that they comply with the Local Plan Strategy.

Developing the SMDA, south-west Macclesfield and along Chelford Road can be done in a coordinated way, using the joined-up MEIIP to guide the drafting of some coherent master plans for these areas. And the MEIIP will cut deaths here caused by air pollution, and ease the pressure on our road infrastructure.
We endorse the objective of supporting economic growth aspirations, and provide the following comments:

Increasing skills levels within the labour market will provide an incentive for inward investors and facilitate business growth. We would like to see this work focussed on our priority sectors and strengths in the area, in particular the creative digital, life sciences and advanced manufacturing sectors. The Skills and Growth Company continue to work with employers within priority sector groups to better understand their skills needs and to support providers in meeting these needs for their local area, we note particularly the work we have done with the Weave board in the creative digital sector. We would be pleased to continue our work with you to bring improvements that will benefit Macclesfield.

The repurposing of underutilised assets and the ambition to create quality workspaces for small companies and flexible working would add significant value to the local economy. This would encourage the creation of small businesses, providing a space suited to their needs and development, and cater for the increasing self-employment and flexible working. Such collaborative spaces can have significant clustering benefits, and in providing future growth through closer sectoral collaboration as these businesses grow. We would be interested in working with you to turn these spaces into incubators with business support from the outset.

We would suggest that all improvements to the town centre will need to have resilience designed into them and that future proofing must include sustainability and connectivity. Work to maximise innovation in respect of energy, connectivity and smart will provide many benefits to Macclesfield in terms of sustainability, competitiveness and cost.

Energy infrastructure could be a significant limiting factor for your growth ambitions. You will be aware of the potential for a town centre heat network to provide clean decentralised energy in future, and would welcome further collaboration to progress this scheme. There may also be opportunities to work collaboratively to develop additional electricity capacity locally to unlock development, both in innovative approaches to grid capacity and in installing innovative technologies such as solar canopies on the top floor of multi-story car parks.
Consideration also needs to be given to smart technologies as a way to further your regeneration ambitions, e.g. smart grids, smart traffic management and the utilisation of IoT. Many of the technologies are at an early stage and Macclesfield could position itself as an early adopter to support the digital cluster locally. This is especially important for innovative transport technologies which are emerging and it is important that the plans for Macclesfield’s regeneration incorporate the flexibility required as these emerge. In particular there is a need to ensure that any improvements to roads are compatible with the needs of connected and autonomous vehicles, that Mobility as a Service (MAAS) is taken into account in design of residential and commercial development, and a strategy relating to EV charging within the town. We would be amenable to working with you, alongside Highways, to establish the actions you would need to take to facilitate such future proofing.

We are also supportive of the desire to reduce car journeys and to encourage the use of more sustainable form of transport. This is not just important for the town centre businesses, but also those surrounding the town centre, such as Hurdsfield or Tytherington, to promote sustainable access through the public transport hubs in Macclesfield.

In order to service the needs of local businesses it will also need to be a priority to ensure a strong mixed tenure of housing within the area to allow businesses to attract and retain talent to the local area at all stages of their careers.

We welcome your consideration of these comments, and please do not hesitate to contact me if you require any clarification or further information.

**Core Message: Macclesfield town centre is in decline and requires immediate and significant action to secure the future of the town and support its role for the surrounding region.**

Cheshire East have recognised this and have implemented a welcome and urgent review, chaired by Professor Cathy Parker from the Institute of Place Management, by an expert consultant team from Cushman and Wakeman, Open optimised environments and WSP. The output, which is out for public consultation can be found here Macclesfield strategic regeneration framework

Make it Macclesfield helped to run a set of exemplary public consultations in 2018 and having listened have a good understanding of the views of the community and of the community groups who attended. Improving Macclesfield Town centre is supported by the Cheshire and Warrington (C&W) LEP and directly supports the C&W strategic economic plan.

**Why Macclesfield?**
- Revitalising Macclesfield revitalises the wider sub region
- Macclesfield is facing significant retail/palpable decline/access challenges affecting its 55k population
- There is huge opportunity to provide affordable / varied housing
- Poor perceptions of Macclesfield risks substantive life science financial investment to the NW
• Years of missing out on financial investment (the town has suffered from either being too big to be small and too small to be big and of schemes which have not progressed)
• The town is ripe for investment by the private sector if supported by public funding

The Strategic Regeneration Framework defines the high street of Macclesfield, its geographical setting and the links to the wider economic area. It highlights the current challenges that the town/high street faces. Macclesfield town centre is in need and has substantial untapped potential given the relatively prosperous socio-economic area surrounding it. There is collective ambition to see Macclesfield thrive in the future. There is a clear vision and a bold ambitious set of objectives. However, the resources to deliver this are not available. This represents a huge opportunity to revitalise a key economic hub for the sub region, providing wealth creation, housing and employment. Focussing on “local and distinctive” in what we do and addressing the general air of neglect would allow it to compete very favourably to other towns that have less quality in their offer.

Make it Macclesfield wishes to illustrate how available funds could be used - based on its own consultations and prioritisation. We believe that these proposals align with the people of the town and surrounding areas and CEC’s ambition for the town. Given the uncertainties associated with funding we have highlighted a set of 16 projects that we believe would provide a platform that would enable the funding by the private sector of the larger scale projects (e.g. a performance space and hotel) that would drive change and give the town further economic and cultural momentum.
MIM’S PROPOSAL TO HARNESS MACCLESFIELD’S UNTAPPED LOCAL DISTINCTIVENESS TO REVITALISE ITS TOWN CENTRE
“Leveraging silk & scenery to improve experience, drive growth and ensure future sustainability”

Identity - what is our USP?
Macclesfield lacks a strong distinctive identity. It has a potentially strong and unique combination of locally distinctive features which together provide an excellent basis on
which to focus revitalising and repurposing the town centre. Its key strengths are:

- It has a unique (in Cheshire East) location on the edge of (gateway to) the Peak District
- It has a rich heritage of silk industry which it has failed to adequately protect or exploit.

Our Resources

- Existing buildings - Macclesfield has a significant number of empty shops and other buildings in the town centre which have been empty for a long period of time, some for 15+ years. Many of these are listed and/or iconic buildings which if repurposed/reimagined appropriately could contribute significantly to the vitality of the town centre. Independent landlords should be more effectively engaged in this process.

- A strong social capital base - the community has made and continues to make significant contributions to the town and can be engaged to help make change happen.

- Sources of funding - the current Local Authority funding programme being used as a base for this exercise should be seen as enabling rather than delivering the investment required to revitalise the town. Other sources of funding, both public and private, will be required to drive change. These include:
  - A bid to secure funding from The Future High Streets Fund
  - A Business Improvement District or similar scheme
  - Investment by private or social enterprises exemplified by the Picuredrome and the Peaks and Plains Georgian Mill development. Both the Cocoon and the Lifestyle Sports Centre have fully developed plans and could play a key role in meeting the critical needs of the town, including the creation of an appropriately sized town centre performance venue.

Opportunities

- In Town Living - Housing: Macclesfield as an attractive place to live – repurposing empty properties and using existing in-town brownfield sites to produce an innovative range of housing to meet the differing needs of the youth of the town, the professional workforce we aspire to attract and the empty nesters and retirees that seek the security of a safe urban environment.

- Developing Macclesfield as a place to visit both for day trips and longer stays from further afield (the Chinese and international market – Western end of the modern Silk Road).

- An in-town enterprise zone encouraging new start ups: both new independents (the current retail offer needs reducing in quantity but improving in quality) and using empties to provide co-working space; an innovation incubator with space for new start-ups,

- Better links between the town, the canal and the countryside: electric mini buses with racks for bikes providing drop off and pick up for walkers, cyclists, etc.

- Public Realm enhancements: opportunities include an upgrade to Park Green (The Silk Quarter plan to be revisited and updated) and an al fresco performance area in front of the police station incorporating sloping seating from Churchside. The Police Station and Butter Market should ideally be utilised for a compatible purpose.

Make It Macclesfield CIC March 2019
• A new approach to the local economy to keep more wealth in the town (Community Wealth Building): a people-centred approach to local economic development that creates fairer local economies and stops wealth flowing out of our towns placing control in the hands of local people, businesses and organisations (http://cles.org.uk/local-wealth-building/). Developed at CLES by a Maxonian.

Make it Macclesfield’s Role

• Make it Macclesfield (MIM) as a CIC has the potential to bid for sources of funding not accessible to the Council or private sectors to bring in further match funding, for example:
  • Big Lottery
  • Heritage Lottery
  • Power to Change (Community Business)
  • Major Foundations
  • MIM as Community Town Team collaborating with CEC to deliver a plan that will meet the criteria of the Future High Streets programme and have the support of the wider community.

Conclusion
The projects prioritised by MIM in this paper have been selected as the most cost-effective way to catalyse positive change in Macclesfield and can be legitimately funded from the public purse.

These initiatives are intended to create an environment that will encourage the private sector to invest in the town. Commercially-funded investments such as the plan to convert the Picturedrome into a market-style food centre will play a key role in the town’s regeneration.

The Cocoon, primarily a performance venue, is designed to reflect the town’s silk connections and would be capable of meeting several other needs on the above list. The Lifestyle Sports Centre builds on the town’s proximity to the Peak District and its many outdoor leisure facilities. Its plans also offer scope for addressing other listed needs. Both, if realised, could make an important contribution to the town’s renaissance.

Macclesfield’s residents are already very engaged in this project and many other regeneration initiatives are being developed by other community-based groups in the town.

The level of interest in and concern about the town’s future is indicative of the acute need to take action to reverse the decline.

Make it Macclesfield CIC is keen to work with Cheshire East and the community to help in realising some of these aspirations.