

Macclesfield Town Centre Recovery Working Group



Macclesfield Town Centre Recovery Plan – Draft

Executive Summary

The Covid-19 Pandemic has had a significant impact upon the way in which we approach our daily lives and in particular how we utilise our Town Centres. In Macclesfield, we have tried to ensure that the Town Centre remains a safe and vibrant place to visit, and that Town Centre businesses and other organisations can be sustainable into the future.

As the Pandemic continues to evolve and develop, we felt it necessary to develop a Town Centre Recovery Plan that sets out objectives and actions to move towards this sustainable and safe recovery of Macclesfield Town Centre. The following Plan is shaped by the High Streets Taskforce Covid-19 Recovery Framework, with it having the following principles:

1. The Plan is shaped by true partnership working – it has been put together by a Working Group of public, commercial, and social sector organisations and in cooperation with local residents and businesses through surveys and fact finding sessions;
2. The Plan is about all types of Recovery – it is about delivering economic, social, environmental, cultural, and community benefits for Macclesfield Town Centre and the people of the Town;
3. The Plan is about Town Centre Recovery, but the objectives and actions will have much wider impacts for Macclesfield and its surrounding areas;
4. The Plan is focused upon change – it is about realising the potential of the Town Centre and also contributing towards other issues such as the Climate Emergency;
5. The Plan is focused upon the short term – it is about supporting our businesses and people to be quickly re-invigorated, but not at the expense of safety;
6. The Plan is about ambitions – it is about using short term response to support the much wider addressing of challenges such as unemployment which will come our way;
7. The Plan is about improving communication – it is about raising awareness of and promoting the vibrance of Macclesfield Town Centre;
8. The Plan is about thinking about the economy differently, placing people at the heart of Town Centre Recovery as opposed to physical regenerations.
9. The Plan is fluid and flexible – it recognises that the Pandemic is ever-changing and our Plan will need to adapt accordingly.