

## Report Statement

### Report Purpose:

9.4 Proposal for town centre promotion and signage

### Author:

Communications & Events Officer / Town Centre Manager

### Background

The Town Centre Manager has been speaking to traders in the town centre concerning general promotion and signage and in particular two sections of Macclesfield Town Centre, Castle Quarter and the Indoor Market. Businesses are asking for Town Council support to increase footfall. They are equally willing to support the Town Castle in campaigns.

### Proposals

#### General Town Centre

Conversations with traders and personal experience of the Town Clerk and Town Centre Manager have shown that there is limited signage in town, particularly around the train station, which indicates exactly where the town centre is and how to access it.

Three strategically placed tall maps with key locations such as VIC, Town Hall, Grosvenor Centre for example, would be very beneficial to those arriving in town and looking for the high street. Information at the train station itself, and then one of the units outside the train station on Sunderland Street, another at Park Green, and another on Chestergate would all be able to point tourists, shoppers and business people in the right direction.



### Castle Quarter

The Castle Quarter is defined as the area down Church Street and Backwallgate and comprises of around 30 businesses such as bars, hairdressers, restaurants, photographers, and beauticians.

The businesses in this area have already developed their own branding and have their own social media pages for the Castle Quarter. The development of an identity for an area of Macclesfield lends itself ideally to signage marking the area.

The idea would be to have an archway at the top of Backwallgate as it joins with Mill Street, or alternatives a hanging sign in the same location, but also one at the top of Church Street, and the bottom of Backwallgate.

These could be attached with wrought iron brackets to the buildings, subject to the appropriate permissions being granted.



### Indoor Market

The Town Centre Manager and Cllr Livingstone are doing a lot to support the Indoor Market at the moment. Further to discussions with traders who have tried to have discussions with ANSA and Grosvenor Centre about signage (to no avail) it is clear that signage is desperately needed and would be very beneficial.

Whilst the Grosvenor Centre will not allow any signage within its premises, there is an area owned by Cheshire East at the lift entrance/egress. This would be ideal for a directory/stylised map of the indoor market.

Two banners outside on Churchhill Way advertising the fact that there is an Indoor Market in Macclesfield would help promote the market.



Additional signage on 5 lampposts around the town centre sign with directional arrows would also help to remind people that the market exists. Combined with the

social media work that the Town Council is doing, this should help massively with the identity of the market.



### **Recommendations**

Within the budget there is £15,000 for Macclesfield Promotion and £20,000 for Covid Recovery.

The proposal is to use £10000 from the promotion budget and £5000 from the Covid recovery fund, for a total of £15,000 for this project.

A detailed plan will be submitted to services, when all permissions or planning permission has been acquired.