



Macclesfield Town Council Services Committee

Minutes of the meeting to be held on the 5th July 2021 at 7pm at Macclesfield Town Hall.

In Attendance:

Cllr Chris Wilcock
Cllr Sarah Bennett-Wake
Cllr Sandy Livingstone

1. Apologies for Absence

Cllr Janet Jackson MBE
Cllr Fiona Wilson
Cllr Fin Shenton
Cllr Neil Puttick

2. Declarations of Interest

There were no declarations of interest.

The meeting was adjourned for public questions.

There were no public questions.

The meeting was then reconvened.

3. Minutes of the Services Committee Meeting held on

The minutes will be approved at the next Services Committee meeting on 13th September 2021, as there was only one Councillor present who had attended the previous meeting.

4. Matters arising from the Minutes

Matters arising from the minutes will be moved to the agenda of the next Services Committee on 13th September 2021.

5. Community

The following reports were noted:

5.1. Community Engagement Update

5.2. CVSCE

6. Local Service Delivery

6.1. Events Update

The report was noted.

6.2. Weston Community Centre

The report was noted.

6.3. Christmas Lights

Resolved: The purchase of new town centre Christmas tree lights at a cost of £2585 was approved.

6.4. Floral Displays

The report was noted.

6.5. Public Toilets

The report was noted.

6.6. Festoon Lights

The report was noted.

6.7. Whalley Hayes Tree Lights

The report was noted.

6.8. Tunicliffe Trail

The report was noted.

6.9. Barnaby Redux

The report was noted.

7. Leisure and Outdoor Activities

7.1. Parks and Play Areas

The report was noted.

7.2. South Park Pavilion

The report was noted.

7.3. Rugby Drive Playing Field

Resolved: It was resolved not to asset transfer the Rugby Drive Playing fields at this time.

7.4. Playing Out

The report was noted.

7.5. Allotments

The report was noted.

7.6. Street Sports

The report was noted.

7.7. Premier League Kicks

The report was noted.

8. Street Scene

8.1. Street Furniture

Resolved: The purchase of new town centre bins at the cost of £5266.63 was approved.

8.2. Town Ranger

The report was noted, and Councillors commented on the fantastic work the Rangers do.

8.3. Noticeboards

The report was noted.

8.4. Middlewood Way Lighting

The report was noted, and the Clerk updated that CEC Highways were in the process of ordering the lanterns. They will advise on a lead time and there are supply issues.

9. Town Centre Re-generation

The following reports were noted:

9.1. Town Centre Recovery Working Group Update

9.2. Footfall Mapping Data

9.3. Town Centre Free Wi-Fi Data

10. Council Identity and Communications

The following report was noted:

10.1. Communication and Events Officer report

11. Environment

The following report was noted:

11.1. Future Forest

12. Members Items

There were no Member items.

13. Correspondence

There was no correspondence.

14. Date, Time and Place of Next Meeting

The next meeting of the Services Committee will be held on 13th September 2021, at a location and format to be confirmed subject to relevant current Covid-19 guidance.

Chair: Cllr Wilcock

Clerk: Laura Smith

Meeting closed: 8:31pm

REPORT STATEMENT

REPORT PURPOSE: To update members on community engagement work

AUTHOR: Community and Events Manager

6.1 Community Engagement Update

The Community and Events Manager continues to be part of the Macclesfield Food network which now meets monthly. The group helps to support each other when issues arise and the group also provides a sounding board for new ideas and ways of doing things.

The recent attendance at the CVS meet the funder event and promotion of the community grants scheme has resulted in an increase of applications, even in the summer period which is usually quiet for applications due to holidays.

6.2 CVSE update

CVSE have continued to support the Community and Events Manager with volunteer recruitment. A suite of documents has been put together to support the process and will be going to Full Council for approval. After approval, we have a list of people interested in volunteering with us who we will be approaching.

CVS have also been supporting the town council with looking at grant applications, and helping grant applicants following a successful bid.

The Town Council staff have directed many groups to CVS, including Grow Macclesfield, to support them with various needs including governance and insurance.

Please see additional six monthly report from CVS.

END OF REPORT



Six monthly Interim Report to Macclesfield Town Council

A year-long project to facilitate and support MTC to develop a VCFS network for Macclesfield. Under the Service Level Agreement between CVS Cheshire East and Macclesfield Town Council for the period Feb 1st 2021 to 31st January 2022, CVS will:

- Support Macclesfield groups with their development and income generation and income diversification.
- Create a bank of Volunteers to work with the Town Council and associated groups in the Community e.g. litter pickers and volunteering opportunities with various community projects and events in the Town.
- Create an online Community for Macclesfield both for volunteers and for Voluntary Community and Faith organisations.
- Support the Town Council Grants programmes to organisations that deliver services in Macclesfield and provide assistance to those organisations
- Assist VCF organisations to become more environmentally sustainable.

As part of this agreement, CVS Cheshire East will produce a biannual summary report on progress made, the first one being August 2021.

Supporting Macclesfield groups with their development and income generation and income diversification

CVS provides Group Development Officer Aoife Middlemass to whom the Council signposts groups needing additional support. There have been three so far:

St. Barnabas Church - a group from the church would like the church building to be 'green' and as part of that endeavour are investigating funding for the installation of solar panels. Cllr Neil Puttick approached CVS for sources of funding and a list was sent to him in June.

Update: CVS officer Aoife Middlemass followed up in August with Cllr Puttick, who will pass her details onto the group in the hope that they will engage with CVS as the project has not progressed.

Knowsley Road Allotment were debating becoming an allotment association. A zoom meeting was held in April with Macclesfield Town Council, CVS, several allotment holders from Knowsley Road to share information on the setting up of an allotment Association and answer any questions. A further meeting was held at the allotment itself in June as several enquiries had been made. However the five people that attended the follow up meeting were unanimous in not wanting to set up an association as they were very happy with how the Town Council ran it and were concerned that there were not enough people with expertise enough to run an association. Aoife reported back to the Council.



Macclesfield Grow - The Council asked CVS to contact Alejandra Suarez at the beginning of August to discuss forming a constituted group. She met with the three organisers and to discuss the various ways the group could constitute themselves. They are in the process of writing their constitution and will then send it to Aoife for comment. Once constituted, the group can put together policies and procedures for the work they are carrying out and more importantly, can purchase public liability insurance which they will require if they are successful in leasing the piece of land off Shaw Street as a community allotment.

CVS also explored the possibility of a community space in Macclesfield in a recently let retail space, with two other community groups. Unfortunately, the unit was let to a commercial venture, but it has started the conversation of a community hub within the town centre which could be hugely beneficial to local people.

Create an active bank of volunteers to work with Macclesfield Council and associated groups in the community.

Macclesfield Town Council has now active role opportunities advertised for events and environmental volunteers and several enquiries have been made. CVS also supported the Council's Community and Events Manager to produce a comprehensive volunteer policy to manage volunteers.

Create an active online Macclesfield community for volunteers and VCFS groups

CVS is currently developing a volunteer platform with DO-IT Life, an online networking platform for organisations and volunteers. Through it, Macclesfield will have its own dedicated eco system for volunteers, giving them access to opportunities and shared experiences in one online space ie an online volunteer community for Macclesfield. People will be able to apply for roles, share information and network with one another. When it goes live, which should be within the next two months, it will also be linked to Macclesfield Town Council's website.

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A robust community grants programme

CVS reviewed the Council's existing and new community grant policies and application forms and the Council has held three community grant panels since February 1st 2021. CVS and the Council also held a grant workshop on 19th May to explain the new grants being offered and also how CVS will support applicants and recipients. As part of the grant assessment, CVS was sent the applications to comment on and all seventeen applicants were contacted by CVS with offers of support. Eight are existing members of CVS and so receive ongoing support and the Parish Scouts do not require any assistance at present. CVS offers



support with grant writing and with monitoring and evaluation of projects to all recipients and additional guidance to unsuccessful applicants to enable them to apply again.

Organisations will also receive monitoring and evaluation support which is part of the grant requirements, and which will also help those organisations to produce a development plan for their own group.

Grant recipients since February 2021:

March 2021

Macclesfield Parish Scouts – were contacted and do not require any assistance but will get in touch if they need support

Roenaissance – Aoife met with them to discuss formalising their group and they have been sent information on becoming a Charitable Incorporated Organisation. A further meeting is planned for September

Hope Centre – CVS member and works extensively with Aoife

East Cheshire Hospice – are members of CVS and are not in need of support at this time

Macclesfield Pride – have been contacted on several occasions but no response has been received to date

St Michael's Church - Aoife has been working with them to develop their governance policies and volunteer roles.

Tytherington Juniors – have been contacted on several occasions but no response has been received to date

May 2021

The Core – are members of CVS and in receipt of support

Satellites – have been contacted but no response received yet

Macclesfield In October – a meeting has been arranged for the beginning of September

St Peters Church – CVS is awaiting response from the church

August 2021

Age UK CE – are members of CVS and not in need of basic support

Cheshire Wildlife Trust – are members of CVS and will be in touch if successful with their grant application

Disability Information Bureau – are members of CVS and not in need of basic support

Just Drop In – are members of CVS and not in need of basic support

Macclesfield College – Aoife has made contact and will be speaking to them in September

Homestart Cheshire – are previous members of CVS and will be touch with Aoife if successful with their grant application

**Environment network established for VCFS organisations**

As part of the Council's environmental strategy, CVS will aid the support of an environmental network with VCFS organisations and provide a session on how they can consider being more environmentally sustainable and what changes they can do individually and potentially together to make an impact. The Council held an eco-summit on 15th May which was well attended and people were engaged with the subject, but the network itself has to be set up.

CVS Cheshire East has also been involved with the Macclesfield Town Centre Recovery Plan, as part of the community response team. The community response element of the plan aims to encourage more volunteers, compile a list of community spaces available for use and hire and generally raise the profile of the voluntary sector in Macclesfield. CVS held a charity shop campaign in May in response to a call for more volunteers on re-opening, especially in Macclesfield and it resulted in more volunteer opportunities being advertised in the town.

The project with Macclesfield Town Council is progressing well and it is encouraging that staff and councillors are signposting groups and groups of people to CVS for assistance in setting up and developing projects. The last eighteen months have been very challenging for the town, but the Council has been extremely supportive of its residents and committed to achieving a vibrant and inclusive community in terms of economy, environment and wellbeing and CVS is very pleased to be part of it.

Report Statement

Report Purpose:

To update committee on progress and work associated with local service delivery.

Author:

Community and Events Manager, Town Clerk and Projects Officer

7.1 Events update

Park Fit

Park Fit continues to be popular when broadcast virtually on Facebook twice a week. There has been a summer break but it will resume in September.

Town Hall Key Worker Thank You Event

When restrictions are completely lifted, we will be setting a date for this celebration, in consultation with the Mayor who will host the event. Key local organisations who have helped the community through the pandemic will be asked to nominate a number of people to attend an event at the town hall so that the town council can offer a formal thank you. Currently the Town Hall is not available for hire due to Covid restrictions. We await advice from Cheshire East Council officers on this changing.

Macclesfield Food Festival – Saturday 18th September

This event will be delivered in the town centre after being delayed from 2020. This is no cost to the town council as it will be delivered by Pick and Mix events who were appointed after a selection process in 2020. After the event, a review will take place to make decisions on how the event moves forwards.

Older persons day event – 1st October

As in previous years, the plan is for Live at Home to deliver this event, supported by the town council events team. The format of the event will depend on venue covid risk assessments and the regional situation with the pandemic at the time. It will either take the form of a face to face party afternoon or smaller activities and door step deliveries.

Plant a Tree for the Jubilee – October to March

In partnership with the town ranger team, we plan to deliver a tree planting project as part of the 'Queen's Green Canopy'. This is a project to invite local schools and community groups to plant a tree provided by the town council. The lead town ranger is meeting with local schools to discuss appropriate places for planting.

Welly Walk and Nature Needs You event – Saturday 9th October

This event will take place in West Park and as in previous years, will be a chance for children to ignite an interest in nature, the environment and the outdoors. The event will be unaffected by the current covid situation due to there being plenty of space in West Park and if necessary, attendees' safety can be managed with social distancing.

Macclesfield Bikeathon – 23rd October.

The Town Council events team are supporting Allgood Cycling and Just Drop In to plan this event which will be delivered by Just Drop In and Allgood Cycling. 3 levels of ride will set off from and return to Market Place.

Remembrance projection – 6th to 13th November.

As Remembrance Day commemorations were unable to take place in the usual way last year, we plan to project a remembrance themed image onto the town hall. Following the receipt of three quotes for this work, we have appointed Congleton based company Lighthouse to deliver this project.

Christmas lights switch on event – Saturday 20th November

In August, the Cheshire East Council Outdoor Events Manager informed Town Council officers that no other Town Council in the area had expressed an interest in holding a full scale Christmas light switch on event due to the uncertainty of winter within the pandemic. Following conversations with other neighbouring Town Council's, others are looking at virtual switch on events with other activities throughout the festive period. The Community and Events Manager and Events and Communications Officer have been reflecting on how best to move forward with the Christmas plans.

Because we don't know what the winter holds, we believe it is best to plan to avoid the points in the event where extreme close contact is unavoidable. For the Christmas event, this is switch on time. Usually from 3:30-5:30pm, thousands of people cram closely into Market Place, Mill Street and Chestergate. Everyone wants to get a view of the stage so people gather as closely as they can. Maintaining social distancing if needed would not be possible at this point in the event.

To maintain the safety of the public and act responsibly, the events team have developed a plan to deliver several events throughout the period which will be

manageable from a covid safety and responsibility point of view, while still delivering a magical programme of events. We are now at the point in the year where final plans need to be made. The plan we have developed below is deliverable even if we have to re-introduce social distancing in the winter. This is detailed below:

Step into Christmas in Macclesfield with our festive programme of events.

Step into Christmas launch event

Saturday 20th November

10am-5pm

Stage entertainment, street entertainment, craft fair, Santa's grotto, brass band, mulled wine, festive projection and the Father Christmas parade.

Come and kick start Christmas in Macc with our whole day of festive entertainment and shopping.

The difference will be that the lights won't be switched on at 5pm. They will instead come on at some point in the afternoon for the first time. There will also be no fireworks. Due to environmental issues, it has been suggested in the past that we don't have the fireworks display and it also attracts a very large concentration of people for that period of time so for this year, we are suggesting a festive projection onto the town hall instead.

We also plan to bring in picnic benches to Market Place for people to purchase food from town centre shops and then come and enjoy the entertainment in Market Place.

Advent Trail

Starts on 1st December

Follow the advent trail around our wonderful shops. Discover some hidden gems and make your Christmas shopping easy while keeping the children entertained with the excitement of the trail.

Late night shopping event

Thursday 2nd December

Details TBC

Winter projection trail

Friday 3rd and Saturday 4th December

The delayed projection trail from 2020 will now take place as part of this years 'Step into Christmas' events.

Tree of Light

Thursday 9th December

If you are missing someone special this Christmas and are looking for some time out of the rush, come and join us for reflective carols and readings around the Market Place Christmas tree and see the tribute stars hanging in dedication to those we miss.

If we package all these up as our 'Step into Christmas' events, it will be much safer for the public in what may be an unpredictable winter. In previous 'normal' years, we haven't had the projection trail, the advent trail or the late night shopping event so we are still delivering increased event activity, we are just spreading the activities over a number of weeks which should lead to a more sustained increase in visitor numbers to the town centre, helping with the recovery.

Projection trail – 3rd and 4th December

The delayed projection trail will be delivered on 3rd and 4th December around the town centre as part of the Step into Christmas celebrations.

Tree of Light – 9th December

This event will revert to the traditional format of messages on stars which will be hung on the town centre tree. Stars will be distributed from the end of September in a huge project to reach as many people in the community as possible. The event will consist of a local school choir leading carols around the tree with readings and prayers from St Michaels Church. Plans for this event are well underway.

Macclesfield Pride

Macclesfield Pride was re-invented for this year in the absence of a large event. A consideration going forwards will be to offer a service level agreement of £2,000 (to be reviewed each year) to Macc Pride to be taken out of the events budget, rather than an annual grant application.

Action: To consider and approve an annual SLA for Macclesfield Pride to be part of the events budget.

Tunnickliffe Celebration

A group has been established to help celebrate 120 years since the birth of local artist Charles Tunnickliffe. The Community and Events Manager and Events and Communications Officer are part of this group. The aim is to promote the work of Charles Tunnickliffe at as many events in the town as possible.

The events team have commissioned local artist Jacki Clark to deliver a Tunnickliffe inspired town centre virtual reality trail in October to contribute to the celebrations.

7.2 Weston Community Centre

The Town Clerk is due to visit the Weston Community Centre for a Health and Safety Update.

7.3 Christmas Lights

The Christmas lights tender for 2022 onwards will go out in November so that potential applicants can come and view this years display. Tenders will need to be submitted by mid-January so that a decision can be made for 2022 for a period of 3 years.

7.4 Floral displays

The Town Centre Floral displays are provided by ANSA, where we hold an SLA until 2022-23. Plans are going forward for Britain in Bloom which we plan to enter next year, and a meeting will be held on 27th September with ANSA, the Britain in Bloom Committee, the Town Ranger and community groups we hope to participate. The Town Ranger, Andy McKeith will lead the project, and the first meeting will be to discuss possible themes, ideas and colours.

7.5 Public toilets

The Town Clerk continues to forge ahead with the possibility of gaining land to house public toilets at Exchange Street, however as yet there is no firm update. CEC, however is submitting a bid for a 'Changing Places' toilet to Central Government, to be put in a Town Centre location. The full report and proposal will be on the agenda for Full Council on 20th September 2021.

7.6 Festoons

It was reported to us in June that the Chestergate festoon lights were out. LITE attended site to investigate this reported fault.

On investigation it was found that the power supply had been removed due to redundant lighting column located outside the demolished Kings head pub. So the festoon no longer had any power running to it.

LITE identified the nearest alternative lighting column, installed a new timeclock, RCBO & enclosure, fitted new socket at high level on lamp post outside the pub "Swan with two necks"

All left in full working order.

The costs for 2 men working at height with powered access equipment was £885 + VAT.

7.7 Tunnickliffe Trail

Some initial advice has now been received from Planning to enable us to take the next steps forward. Detailed drawings of exactly what the panels will look like including profile need to be prepared and once Planning has this they will confirm whether each location will require planning permission.

The panels attached to the Listed Buildings, will require the benefit of listed building consent.

I have approached Janey Moran, Cultural Economy Development Manager, to see if she can provide any assistance with the preparation of the necessary documentation for the planning process.

The ownership of the gable wall at 80 Mill Street (Crafty Corner premises by the bus station) is still under dispute. This has now been with Cheshire East Legal since at least December 2020 and despite chasing, does not seem to be any further forward.

7.8 Barnaby Festival

The Barnaby Festival Annual Report is attached.

END OF DOCUMENT

Annual Report 2020

This report covers our activities in 2020, it encompasses our activities in the Macclesfield Barnaby Festival Ltd financial year 2019/20 (end September 2020) and activities to end March 2021.

Introduction from the Co-Chairs (to be added for published version)

Barnaby people

With thanks to all of those who have continued to support Macclesfield Barnaby Festival with their time, energy, skills and commitment to arts and culture in Macclesfield. Those who have acted as trustees are: Abi Gilmore and Nicola Waterworth (Co-Chairs), Greg Van Enk Bones (Treasurer), David Gooda, Nigel Bradley, Emmanuel Botwe, Lauren Smethurst and Alan Todd.

During 2020 we worked with a number of creative industry individuals and organisations, in addition to the ones listed throughout the report we would like to thank those we worked with:

- Mandy Martinez, Event Producer
- Isla Brown, Festival Manager
- Placement Students from University of Manchester: Abbie Jennings
- Blue shoes Production
- Ricardo Battaglia, filmographer
- Matthew Jones, videographer and editor
- Ingenious Creative
- Cotton Ltd
- Margaret Bennett, Freelance Communications Consultant

In 2020 our volunteering opportunities were limited due to the COVID-19 pandemic. We would like to thank Alison Lea for our plans to engage volunteers in the 2020 festival, although we were unable to bring those to fruition. And thank all of the many individuals who supported us on social media, through digital delivery and supported others to engage with our digital programme.

Barnaby's financial supporters

In 2020 Barnaby was in receipt of financial support from Arts Council England, Cheshire East Council, Macclesfield Town Council, Granada Foundation and Macclesfield Picturedrome.

In-kind support was received from: McCann Manchester, Janhill Estates, Canalside Radio, Local People, Art Space, United Utilities, Red Willow, Monocle Deli, Macclesfield Picturedrome, Cheshire Eye Society, Treacle Market, P.R. Jones Jewellers, Blaze Farm, The Silk Heritage Trust, The SnowGoose and Park Tavern.

Barnaby's objectives in 2020

The charitable benefit of Macclesfield Barnaby Festival is:

To advance the education of the public in the arts, sciences and the history and heritage of Macclesfield by the provision of public events, including performances, exhibitions, workshops and talks.

Our main intended activity for 2020 was the continued programming, funding, organising and

delivery of our biennial midsummer festival in Macclesfield town centre in June 2020. The planned programme on the theme of “Vision” featured contemporary arts, civic projects, commissioned artworks, carnival parade, and community arts outreach.

Following the 2018 festival Barnaby had set five core objectives for the following two year period to underpin the organising of the 2020 festival.

1. Through research and development, increase arts activity, partnerships and support emerging artists
2. Deliver 2020 community festival under the theme ‘Vision’
3. Build a sustainable core model for the organisation
4. Grow audiences through outreach and engagement work
5. Develop and deliver a strategy for Macclesfield Barnaby Festival that works towards a sustainable model for collaborative partnerships, initiatives and arts programming that supports Macclesfield’s cultural strategy

The onset of the COVID-19 pandemic in the new year of 2020 and related restrictions significantly changed the nature of what and how Barnaby delivered activity in 2020. The intended programme was not able to proceed as planned. MBF as a result cancelled, postponed and reimaged elements of the programme to continue to deliver on the organisation’s charitable purpose and the five objectives set following the 2018 festival.

While progress on the objectives did not take the shape that was expected and in some areas has not been able to materialise at the expected pace we consider this report demonstrates the breadth of work and impact Barnaby has been able to deliver and our continued contribution to the arts, culture and heritage sector in Macclesfield.

Developing as an organisation

Reimagining our programme, developed with the community, for 2020 in light of the pandemic was an unprecedented task. Through this work MBF created a significant amount of learning that has informed our event planning for 2021, supported the work of others and informed our strategic development activity. Existing models of income generation were unable to be further developed in the absence of a physical festival. The circumstances presented a significantly difficult experience for the arts, culture and heritage sector as a whole, alongside the impact on the town of Macclesfield and residents.

In September 2020 the Board opted to continue with a 1 year strategic plan, continuing to learn and iterate our work as the impact of the pandemic on the arts, culture and charitable sector continued to develop and emerge. While development of a longer term strategy was postponed until 2021 there were a number of key organisational development activities:

- Significant learning in relation to digital engagement and delivery of arts and cultural activity
- Engagement in the Macclesfield Cultural Forum and thinking about recovery within the arts and cultural sector and contribution of the sector to town recovery
- Recruitment of a young trustee engaged with the [Young Trustee Movement](#) encouraged

review of our trustee recruitment processes for a recruitment exercise in January 2021.

- Invested in the development of a Communications Strategy built on key stakeholder consultation
- Prioritised continuing to build partnerships with both local and regional organisations to further develop and raise the profile of the arts and cultural sector in Macclesfield

Barnaby's partnerships and projects

Programming at West Park with the Silk Heritage Trust

In 2019 Barnaby was commissioned by the Silk Heritage Trust to deliver a range of family orientated programming based within and exploring elements of the collection at the West Park Museum. Led by Mandy Martinez, the Festival Manager for the 2018 edition, this programme ran from Summer 2019 until early 2020 and comprised a series of engagement activities, events and performances within and outside of West Park Museum. These were designed to engage new audiences and re-engage existing audiences in the collections of the Silk Heritage Trust through objects that remained on-site in the newly redisplayed exhibition, and in the building and its history and offer to park-goers and wider communities in Macclesfield. The programme commissioned artists Jan Blake, Babbling Vagabonds, Marc Jackson and Jann Thorpe to support a range of family friends activities across the year:

- 26 th – 28th July – A launch weekend with activities including a live mural on the Museum of the Future led by Marc Jackson and Journal Making by Jann Thorpe.
- 17 th – 25th August – Pandamonium A Family Festival inspired by our Panda, the best-loved part of the collection, of all things on four feet and two! Including a Panda picnic, print your own Panda Tote Bags with the Print Mill, Cheshire Dance's animal movement workshops, collaboration with the RSPB, and story-telling on the animal theme.
- Saturday 12 th October- Macc Town Council's Welly Walk. The Museum was on the Welly Walk trail and we hosted screen printing from the Print Mill. We had over 400 people into the Museum between 1 and 4pm which we didn't expect and unfortunately ran out of tote bags, but the people were happy to screen print on to paper.
- Sat 26 Oct – Sun 3 Nov - Shadow Puppet making. We programmed more screen printing, badge making and two days of shadow puppet making workshops from Babbling Vagabonds.

Activities were planned for February and March 2020 but were curtailed by the pandemic.

The evaluation of the work conducted by the SHT showed that the programme was successful in engaging new audiences to the building and in achieving its objectives for testing new strategies for object-led programme and family friendly activities. It also strengthened Barnaby partnership working with SHT and with the individual arts managers, curators and artists involved with the project. The site, West Park Museum, was chosen as the venue for the major arts commission with Liz West (although this decision was altered due to the impact of the pandemic on venue capacity and opening). The programme also strengthened the relationship with LIT Macc festival organisers who used the venue and West Park for a key event (see below).

LIT Macc

LIT Macc, the series of literature and light-based arts events, is convened by the Hamilton project, and takes place in October/November in various venues in Macclesfield. Barnaby is proud to partner with LIT Macc and share resources, good practice and co-promotion. In 2019 we provided a Barnaby Tap bar for two events in the United Reform Church (a cabaret and short story

literature live event) and we also supported the event publicly through social media marketing. We look forward to working collaboratively with LIT in future years.

Macclesfield Young Producers: Barnaby Festival Takeover 2020

As part of programming the 2020 festival Barnaby received funding from Cheshire East Council for a project to recruit young people, 13-25 years old, and support their leadership to deliver programming for the festival. Lauren Wilson was recruited as Participation and Learning Coordinator to run the project, and insight/ case studies for set-up were sought from Heart of Glass in St Helens, Blaze Arts and Contact Theatre. The work built on existing relationships with a number of Macclesfield schools and created a number of new relationships with youth organisations in Macclesfield including, Macclesfield's LGBTQ+ Youth Group Utopia, Space4Autism, SUSO, Just Drop In, Project Inc, Silk Museum Macclesfield - Young Ambassadors, local Scouts groups and Tytherington Young Carers.

A Creative Hack for young people was created by a team of creative technologists at McCann Manchester and attended by Manchester Camerata, The National Trust, Matmi and 7 young people from the youth organisations the project had reached out to. The Hack Day scoped a festival project for an "Escape Space"; this picked up a core theme from Barnaby's community programming on the theme of vision, the importance of thinking about neurodiversity, and particularly autism, and creating physical and virtual spaces that are inclusive, where all can enjoy the Barnaby Festival.

Developing this work further with young people and youth organisations was paused due to Covid-19. However, a small R&D commission with Jacki Clark explored the use of virtual reality further, influenced by the work with young people at Space4Autism as part of the alternative parade work. Our Participation and Learning Coordinator supported the development of the virtual #homemade parade with IDST! And Macclesfield ArtSpace and our plans to support engagement across the digital programme we were able to deliver in June 2020. There remains an important legacy for this work to be further developed to support the accessibility of parade and festival activities for neurodiverse audiences and the continued use of virtual and augmented reality as part of creating festival and participation experiences.

Barnaby Presents

Alongside Young Producers we programmed a series of creative capacity building workshops for the creative, artistic and wider community in Macclesfield. For Barnaby supporting the skills and capacity of the creative community in Macclesfield is a key part of delivering our work. Open to all, these workshops covered an *Introduction to Fundraising* (with Laura Drane); *Introduction to Podcasting* (with Vic Elizabeth Turnbull) and *Arts Marketing and Social Media* (with Mandy Martinez and Lauren Wilson). A further workshop on *Creating Inclusive, Accessible and Diverse Events* was to be co-facilitated with the East Cheshire Eye Society and was cancelled due to the Covid-19 pandemic. In total 43 members of the creative, artistic and wider community attended these workshops.

Barnaby 2020: See Barnaby Differently - June 2020

With the onset of the COVID-19 pandemic in March Barnaby Festival in June was cancelled in its planned form. The team instead invited the community of Macclesfield and those wider afield to “See Barnaby Differently” and delivered a range of engagement opportunities and events in a digital, online format. Barnaby was supported in this by an Arts Council Emergency Fund Grant, this enabled Barnaby to invest in production, marketing and digital production and development time.

Barnaby Homemade Parade, presented with IDST! and Macclesfield ArtSpace #homemadeparade

On Saturday 20th June people in Macclesfield came together online with their homes and gardens as ‘floats’ and celebrated all things Macclesfield and on the theme of Vision with a wealth of at-home creative making. In the weeks leading up to the #homemadeparade Neil Putiick and Becca Smith at IDST!, working with ArtSpace supported making by delivering 7 short making films, with supporting resource sheets available on the Barnaby Festival website. These included local artists and makers Ailsa Holland, Chris Clarke and Jean Westbrook:

- Get Involved with the Homemade Parade (352 views)
- Flags (863 views)
- Macc Visionaries (293 views)
- Eye Spy (612 views)
- The eyes have it! (170 views)
- Plus mini films: Wigs and Wardrobe (703 views) and Homemade Parade Colour Scheme (405 views)

Flag making material packs were delivered to 8 schools and the Scouts, enough to produce over 200 flags to take part in the #homemadeparade. Schools worked with were Park Royal; Hurdsfield; Broken Cross; Christ the King; Ash Grove; Macc Academy; Ivy Bank; Upton Priory and the Hope Centre. A crowd-sourced Watch Party film for the Parade on 20th June attracted submissions from 15 community groups including: Sambamba; MTC Mayor; Park Fit; Chinese Marbles; Apple Dance; Macclesfield Pride; DIB; RSPB; NHS; ArtSpace; Town Clerk; MADS Theatre; Macclesfield Music Centre; and Tap Dancers. And the #homemadeparade was supported by a social media campaign on Twitter, Instagram and Facebook with a dedicated parade Facebook group established with nearly 500 members. A partnership with Canalside Radio supported the event on the day with an hour long playlist on the theme of vision.

Our Parade Legacy film created with local filmmaker Ricardo Battaglio recorded the #homemadeparade, filming and interviewing 6 households / community groups who took part and compiling with a wealth of submissions on social media and was launched August bank holiday weekend to time with the return to school.

Facebook: “Brilliant well done! Really captured the feeling of the Parade!”

Twitter: “2020 scaled back, but still amazing #community spirit in action. #barnabyfestival #macclesfield”

Twitter - General: “Thank you Barnaby Festival for a marvellous weekend of creative fun!”

Our Future is Ancient, Not Quite Light

Artist and photographer Simon Buckley of **Not Quite Light** spent a year visiting Macclesfield Forest, exploring the forest at first and last light for his Barnaby

Festival commission *Our Future is Ancient*. Our Co-Chair Abi Gilmore interviewed Simon about his piece and his connection to the forest.

Other events in the June Digital Festival Programme

On Festival weekend in June and later in July Barnaby continued to experiment with offering key elements of the Festival online: two *Disco in Furlough* events with Silent Adventures; two Funny Vision Online Comic Drawing Workshops with Macclesfield favourite Marc Jackson of Creative Hero; and a series of 10 Circus Skills and Story Making workshops with Peter Duncan and Sharon Ginnis.

Second Sight

Supported by Arts Council Emergency Funding and working with a team led by Chris Wright from Manchester based digital arts organisation Future Everything and local artists at 27B, in December 2020 Barnaby launched a new online arts space, Second Sight.

Second Sight is an online arts centre, providing a place for artists to raise their profile and showcase their work and practice, providing a place to exhibit work and open up new networks within the arts communities in Macclesfield and beyond, with a mission to create opportunities for collaboration. Second Sight directly responded to the cancellation of the visual arts trail, a core part of the Barnaby festival in June. Artists had already been asked to participate in the Visual Arts Trail through an open call exercise in late 2019, all artists who applied through the open call process were given the opportunity to share their profile on the website. To date 21 artists are featured on the site.

- Second Sight launched with an initial curated exhibition of “See Differently” featuring six artists. Further main exhibitions will be curated over the following 12 months curated around the themes of *See Better and See Further*.
- A Looking Forwards gallery explores the work of emerging artists and has to date featured Lucy Tangles and her work for LIT advent windows in December 2020 and with Simon Buckley to mark the winter solstice in Macclesfield Forest.
- A Looking Backwards space revisits contemporary artists who have exhibited at Barnaby Festival in the past or been supported by R&D - those exhibited so far include Zarah Hussain’s *Invisible Threads* (2018), and Matthew Rosier’s *108 Steps* (2018).

Second Sight hopes to raise the profile of Macclesfield as a creative town improving perceptions of the cultural offer - second sight.barnabyfestival.org.uk

Marketing, media and communications

The media impact for Barnaby 2020 was considerably less than in previous ‘Festival’ years due to the pandemic. However there was still some significant PR stories which appeared in the following publications in print and online: Macclesfield Express, Cheshire Life, Caught By the River.

Thinking Forward

- Art installation with artist Liz West (postponed to 2021)
- Music residency for emerging artists in partnership with Brighter Sound (postponed and

reimagined in 2021)

REPORT STATEMENT

Report purpose – To update members on leisure and outdoor activity projects

Author – Community and Events Manager, Town Clerk and Projects Officer

8.1 Parks and Play Areas

Banbury Park:

Drainage work and a resurface of the MUGA is nearing completion.

Lanark Walk:

We still continue to wait for the swings to be painted.

Windmill Park:

Phase 1 is almost complete, with a couple of bins and picnic benches to be located within the park.

Weston:

Initially we approached ANSA to consider creating a play area at the Warwick Mews open space. ANSA have reported that this area is unsuitable for a number of reasons including:

- Proximity to Housing – Consideration was given to factor in the relevant buffer zones with new play equipment to ensure play equipment was far enough away from the houses, and deemed to difficult on Warwick Mews Open Space.
- Type of Equipment / Facility –ANSA agree to offer provision for older children, however the Weston Playing Field is much more suited to this type of equipment with the pre-existing sports facilities & Skate Park. Whilst there may be some Anti-Social behaviour this is the designated “Older Children’s” Play space on the estate. By creating provision on Warwick Mews for older children we will likely receive a lot of complaints from those who would not expect a play area in this open space.
- Additional Maintenance – There would be an added cost of inspecting & maintaining a play area in a new open space.
- Preliminary Works – ANSA anticipate more costs will go into creating a brand new play area, with groundworks, access, fencing etc on Warwick Mews when compared with creating provision at Weston Playing Fields.

Therefore, ANSA are currently working on plans for a provision for older children at the Weston Playing Fields. A consultation has been drafted by MTC with dates to be agreed.

8.2 South Park Pavilion

Heads of Terms have been agreed with CEC, and we are waiting for CEC legal to make contact with the Town Council Solicitor.

An attached report has been prepared to consider the next steps in for consultation and planning of the Pavilion.

Action: To consider the process detailed in the South Park Pavilion report and a budget of £10,000 for this process.

8.3 Playing Out

The plan is to pilot this project in two areas; South Macclesfield and Hurdsfield. Six volunteers have attended a Traffic Management Course in order to fulfil the Cheshire East Council requirement for Playing Out sessions to be run by qualified volunteers.

The Community and Events Manager has contacted volunteers in each area to see when they would like to run the pilot projects so that the road closures can be applied for which take 8-10 weeks. Currently, there has been no dates or times put forward. Contact will be made to see if any additional support is required to launch the project.

8.4 Allotments

Knowsley Road

- Plot 23 has been given a final 28 days to improve his plot.
- Plot 12 is reducing from full plot to half plot which makes a half plot vacant for re-letting
- Plot 14 – Warning given due to non-cultivation and 28 days to improve.
- The rangers have done some tree management on site including removing one small sycamore by the car park and an overhanging limb from plot 22A.

Springfield Road

- Plot holders have reported that the site floods after heavy rain causing damage to several plots. A site visit has taken place by Central Drain Services who have worked at the site before. They will attend further to jet the drain and use cable camera to determine whether tree roots have damaged the pipe.
- Plot holders are being kept updated with regards to what is happening.

Birtles Road

- Dead oak tree to be felled. Quotes currently being obtained.

Byrons Lane (Laburnum Road)

- Site is looking to improve their security after numerous break ins. They are obtaining quotes for stronger access gates.

Park Grove

- 2 plots re-let
- The number of plots has been increased from 5 to 9
- The rangers have more clearance work to undertake before these can be re-let, this work was delayed because of heavy workload, but now that there are 2 rangers reporting to Andy it will be done.
- Tree maintenance work required to 3 trees, quotes currently being obtained.

8.5 Street sports

Street sports is well attended and below are the attendance figures from recent sessions.

Week 20 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 10 th August	Jasmine Park MUGA	Alex & Jack		6 (summer hols)	
Wed 11 th August	Banbury Close Playing Fields	Jack & Jarrod		15 (summer hols)	
Thurs 12 th August	South Park MUGA	Evan & Matthew		7 (summer hols)	

Week 19 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 3 rd August	Jasmine Park MUGA	Luke & Evan		4 (summer hols)	
Wed 4 th August	Banbury Close Playing Fields	Joe & Jarrod		11 (summer hols)	
Thurs 5 th August	South Park MUGA	Jack & Matthew		8 (summer hols)	

Week 18 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 27 th July	Jasmine Park MUGA	Luke & Evan		6 (summer hols)	
Wed 28 th July	Banbury Close	Joe & Jarrod		13 (summer hols)	

	Playing Fields				
Thurs 29 th July	South Park MUGA	Jack & Mark		7 (summer hols)	

Week 17 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 20 th July	Jasmine Park MUGA	Alex & Matthew		7	
Wed 21 st July	Banbury Close Playing Fields	Joe & Mark		16	
Thurs 22 nd July	South Park MUGA	Luke & Matthew		15	

Week 16 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 13 th July	Jasmine Park MUGA	Luke & Alex		13	
Wed 14 th July	Banbury Close Playing Fields	Joe & Evan		23	
Thurs 15 th July	South Park MUGA	Jack & Matthew		14	

Week 15 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 6 th July	Jasmine Park MUGA	Alex & Becca		12	
Wed 7 th July	Banbury Close Playing Fields	Joe & Becca		21	
Thurs 8 th July	South Park MUGA	Mark & Jacob		9	

Week 14 -

Date	Location	Coaches	Sports	Numbers	Weather
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Tues 29 th June	Jasmine Park MUGA	Luke & Alex		8	
Wed 30 th June	Banbury Close Playing Fields	OFF Staff Isolation		N/A	
Thurs 1 st July	South Park MUGA	OFF Staff Isolation		N/A	

Week 13 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 22 nd June	Jasmine Park MUGA	Luke & Alex		12	
Wed 23 rd June	Banbury Close Playing Fields	Joe & Evan		17	
Thurs 24 th June	South Park MUGA	Jack & Matthew		13	

Week 12 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 15 th June	Jasmine Park MUGA	Luke & Becca		11	
Wed 16 th June	Banbury Close Playing Fields	Joe & Evan		13	
Thurs 17 th June	South Park MUGA	Jack & Matthew		11	

Week 11 -

Date	Location	Coaches	Sports	Numbers	Weather
Tues 8 th June	Jasmine Park MUGA	Luke & Becca		5	
Wed 9 th June	Banbury Close Playing Fields	Joe & Evan		16	
Thurs 10 th June	South Park MUGA	Jack & Matthew		10	

8.6 Premier League Kicks

There have been no further referrals for Premier League Kicks. This is mostly because of the school holidays. Once the schools recommence in September further contact will be made to remind headteachers/social workers of the provision that is available with the football club and the Kicks programme.

8.7 St Michael Church Bench Proposal

Action: To consider the proposal within the attached report for funding of 6 more benches in St Michaels Church Courtyard.

END OF DOCUMENT

Report Statement

Report Purpose:

South Park Pavilion

Author:

Town Clerk

Background

The heads of terms have been agreed with Cheshire East Council and the progress is continuing with legal.

1. To bring together a South Park Pavilion Working Party, with Terms of Reference, to complete the following task:
 - Establish the community aspiration for the Pavilion, and draw up a list of possible options for use, size etc.

The group will be made up of the Town Council and Friends of South Park group.

2. Once the task is complete by the Working Party, to seek 3 quotes from architects to draw up draft plans of options and approx. costs based on the information provided from the South Park Pavilion Working Party.
3. Once the plans have been provided to go to a large scale consultation, including online and in person at Treacle market and at South Park and other identified venues.
4. Once the consultation is complete, and a preferred plan chosen, to put this out to tender, in accordance with the Town Council Standing Orders for Contracts.

The above process will go on in tandem with continuing to work with CEC legal team on the License for Works.

Recommendation

To approve the process above and a budget cost of up to £10,000 to draw up the plans for the Pavillion.

Report Statement

Report Purpose:

Proposal for 6 more benches in St. Michaels Church courtyard.

Author:

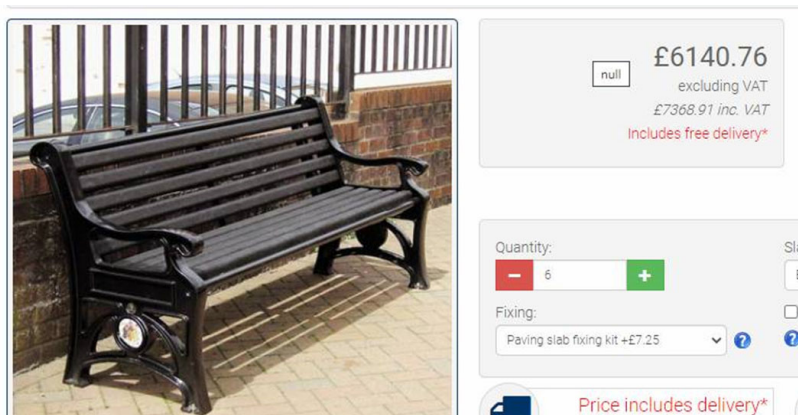
Town Clerk

Background

St Michaels Church courtyard has several benches that are very well used by residents as a place to sit in the town centre. During the pandemic, these facilities have become even more popular as visitors wanted to be able to sit outside and often all of the seats are taken.

Therefore, St Michaels Church have requested funding for 6 further benches to be installed around the perimeter of the courtyard offering more visitors to the town an o place to sit, in a well taken care of environment.

The cost of the benches is £7368.91 for 6, and they will match the existing benches. St Michaels have sought permissions from their Church Diocese and advice from Andrew Ramshall at CEC regarding planning.



Consideration was also given to Treacle Market, who use the space every month, and the addition of these benches will not affect this arrangement.

Recommendation

To approve funding for up to £10,000 for the purchase of six benches and fitting in St. Michaels Church Courtyard subject to:

- Confirmation of all permissions.
- Final confirmation of the cost of installation.
- The total project does not exceed £10,000.

Report Statement

Report Purpose: To update committee on progress and work associated with the street scene.

Author: Town Clerk, Community and Events Manager and Events and Communications Officer (Town Centre Manager) and Lead Town Ranger

9.1 Public Realm Furniture

At the last meeting of the services committee, the purchase of the new town centre bins was authorised at a cost of £5,266.63. This was a proposal brought forward by the previous Lead Town Ranger in early 2020.

Following the approval, ANSA and the Cheshire East Council regeneration team were contacted. The regeneration team highlighted a few issues with the new bins including design, conservation, recycling provision and location. They have requested that the Town Council work with the regeneration team and ANSA on a proposal for bin replacement.

The Town Clerk is going to set up a working group for this.

9.2 Town Ranger

We have been really busy over these past few months , with BIG demands for The Ranger Services from Social Media , Councillors and Volunteer Groups.

Firstly our Daily Work;

Litter picking and emptying Bins , Sparrow Park, Town Centre, B & M Carpark Weston Shops and Churchill Way Underpass Dog Bins + 3 Extra Installed.

With the Floral Displays now bedded, Barrier Planters, Hanging Baskets, Walled Planters and additional Planters. The Watering takes 10 Hours to complete and with the Hot Weather we have been experiencing, we have to water Mon, Wed, Friday. 30 hours of watering a week for one Ranger.

We have managed to Keep on top of of the work sent by Gill (Admin), as follows;

Allotments:

- Springfield Road allotments: Cutback Strim and Clear.
- South Park allotments : Clear debris and Mark out plots for rent.
- Knowsley Road allotments: Removed rubbish and fell small Sycamore Tree.

Alleyways and walkways weed removal, hedge cutting, tidied and weedkilled.

- Springfield Road to Chester Road:
- St Austell Between 65 & 67:
- Brunswick Hill:
- 108 Steps:
- Step Hill:
- Amberley Road to Sycamore Crescent:
- Grassmere to Kendal Road:
- Dudley Walk Alleyway:
- Birtles Road to Whirley Road:
- Dalesford Crescent to Whirley Road:
- Byrons Lane to Old Mill Lane:
- Keats Drive to St Albans School:
- Earlsway to Weston Park:
- Tennyson Close to Gawsworth Road:
- Kennedy Avenue opposite Donagh Close:
- Side of 160 Warwick Road:
- Back of All Hallows School Walkway:
- 72- 82 Kendal Road Street Sign Encroachment obscuring Sign Cut Back:
- Black Lane to Tesco Walkway:

Street signs painted:

- St Austell Avenue X 2:
- Madron Avenue.
- Leamington Road X 2:

Shrubs beds, raised beds pruned and tidied:

- Wiltshire Close Raised Beds:
- Mill Lane Shrubbery:
- Heritage Centre:

Pick up and delivery town rangers:

- Picked up 69 Chairs from the Heritage Centre and Delivered to:
- Shop Mobility X 20.
- St Albans X 15.
- Just Drop In X4.

- South Park Pavilion X 10.
- Alpha Sheltered Housing 20.
- Picked up Hand Sanitizers with Abi and delivered around various Shop locations.

Community meetings:

Met with Andrew Burgon (Heritage Trustee) and Alex (Macc Grow) to discuss maintenance and Planters for Heritage frontage. Britain in Bloom. Further discussion's needed about funding.

Met with the Blind Society Manager Alan Chappell and volunteers to take over one of the 3 Tier Planters, to arrange Sensory and Textured Feel Plants for planting. the arrangement was, for me to price for the plants and Compost (of which they will plant). Once I have quoted, they will apply to The Town Council for a grant for that amount.

Went to meet up with Councillors Neil and Fiona with Macc Grow and Art Space to assist with the Planters on Gunco Lane. It was a really good day and nice to meet everyone.

Newly Appointed Town Rangers.

Very Happy with the New Recruits Shaun and Damon, They get on so well together and they have certainly found their Feet regarding getting on with the job.

Very Happy Days.

9.3 Notice Boards

The Notice boards are moving ahead in South Ward and Broken Cross and Upton. CORE have agreed to have a notice board on the land at the Church, and we have requested permission from LCP Properties for a board at Thorton Square. Currently, we are researching size, so we do not have to apply for planning permission.

9.4 Middlewood Way Lights

CE Highways have agreed to complete the work of the solar powered lanterns on the Middlewood way, and we continue to await the lead time for the equipment and the estimated start on finish dates of the work.

END OF DOCUMENT

Report Statement

Report Purpose:

Town Centre Recovery Working Group

Author:

Town Clerk

Update

It was agreed at the Macclesfield Town Centre Recovery Group to continue the successful work of the group and therefore the Terms of References were updated as follows:

2.3. This is a 'Task and Finish' Group, which existed to develop a Recovery Plan. Initially it was not anticipated the group would remain beyond a 12 month period from the inauguration meeting on 4th September. The group have reviewed this and will extend the group for another 12 month period from 20th July 2021, with the caveat that this may be extended if necessary.

Matthew Baqueriza-Jackson, Co Chair of the group representing Make it Macclesfield, resigned from the group and was thanked for his hard work. Becky Thompson, of Macclesfield Hospitality Action, also joined the group as a member.

The group also met with Joe Manning, Deputy Chief Executive of the Local Enterprise Partnership and Trevor Brocklebank, Chair of Marketing Cheshire for a walk around the town, exploring what has been done and ideas of what could be done for the town. It was a very positive meeting.

Report Statement

Report Purpose:

Footfall Data

Version Control:

v1

Monthly Figures

Month	2021	2020	% change	2019
JULY	229356	181461	26%	332030
JUNE	195098	126396	54%	302321
MAY	221059	96588	129%	294773
APR	192420	74616	158%	299823
MAR	108194	217152	-50%	-
FEB	85227	275394	-71%	-
JAN	79156	295164	-71%	-

Month	2020	2019	% change
DEC	245056	344043	-29%
NOV	122028	302478	-60%
OCT	237793	308343	-23%
SEP	263339	290618	-9%
AUG	207881	315266	-34%
JUL	181461	332030	-45%
JUN	126396	302321	-58%

Weekly Figures

Week No	Range	2021	2020	% change	National Average % Change
Week 3	11-17 Jan	17323	60382	-71%	-61%
Week 4	18-24 Jan	18057	68220	-74%	-75%
Week 5	25-31 Jan	19521	68407	-71%	-71%
Week 6	1-7 Feb	19462	54198	-64%	-64%
Week 7	8-14 Feb	17293	62328	-72%	-68%
Week 8	15-21 Feb	18430	59513	-69%	-70%
Week 9	22-28 Feb	18866	60783	-69%	-64%

Week 10	1-6 Mar	16459	61047	-73%	-53%
Week 11	7-14 Mar	21557	60979	-65%	-53%
Week 12	15-21 Mar	23529	50637	-54%	4%
Week 13	22-28 Mar	26429	20369	30%	71%
Week 14	29 Mar – 4 Apr	24597	15672	57%	132%
Week 15	5-11 Apr	24913	15329	58%	103%
Week 16	12-18 Apr	51636	15393	235%	176%
Week 17	19-25 Apr	50795	18135	180%	255%
Week 18	26 Apr – 2 May	49976	19861	153%	240%
Week 19	3-9 May	49097	18647	163%	165%
Week 20	10-16 May	42975	20217	133%	190%
Week 21	17-23 May	48558	21962	121%	210%
Week 22	24-30 May	45888	21697	111%	200%
Week 23	31 May – 6 Jun	40543	23483	73%	-4%
Week 24	7-13 Jun	40153	24088	67%	25%
Week 25	14-20 Jun	40305	31678	27%	65%
Week 26	21-27 Jun	45110	31963	41%	57%
Week 27	28 Jun – 4 Jul	46377	30351	53%	20%
Week 28	5-11 Jul	43308	35599	22%	37%
Week 29	12-18 Jul	44562	41247	8%	26%
Week 30	19-25 Jul	49240	41866	18%	30%
Week 31	26 Jul – 1 Aug	48707	39165	24%	28%
Week 32	2-8 Aug	46345	40009	16%	27%
Week 33	9-15 Aug	49324	43027	15%	28%
Week 34	16-22 Aug	50126	44666	12%	24%

I have included the 2019 figure for comparison next to the 2021 and 2020 figures. This makes it possible to clearly see the difference between 2021 and 2019 which was a 'normal' year.

May saw numbers increase almost back to pre-covid levels, and then June saw a large drop compared to pre-covid levels. This ties in with the surge in cases in Cheshire East and people deciding to stay at home. Numbers went up again in July, coinciding with the final stages of the country opening up, and also football.

The weekly figures continue to fluctuate quite widely. We would have expected to see an increase week of 10th July as the number of people in town for Macc Pride did seem positive, but actually that week shows a decrease compared to the weeks prior and after. Treacle week in July showed an increase in footfall and this was also the week that saw the end of lockdown, but Treacle in June was down compared to following week in June.

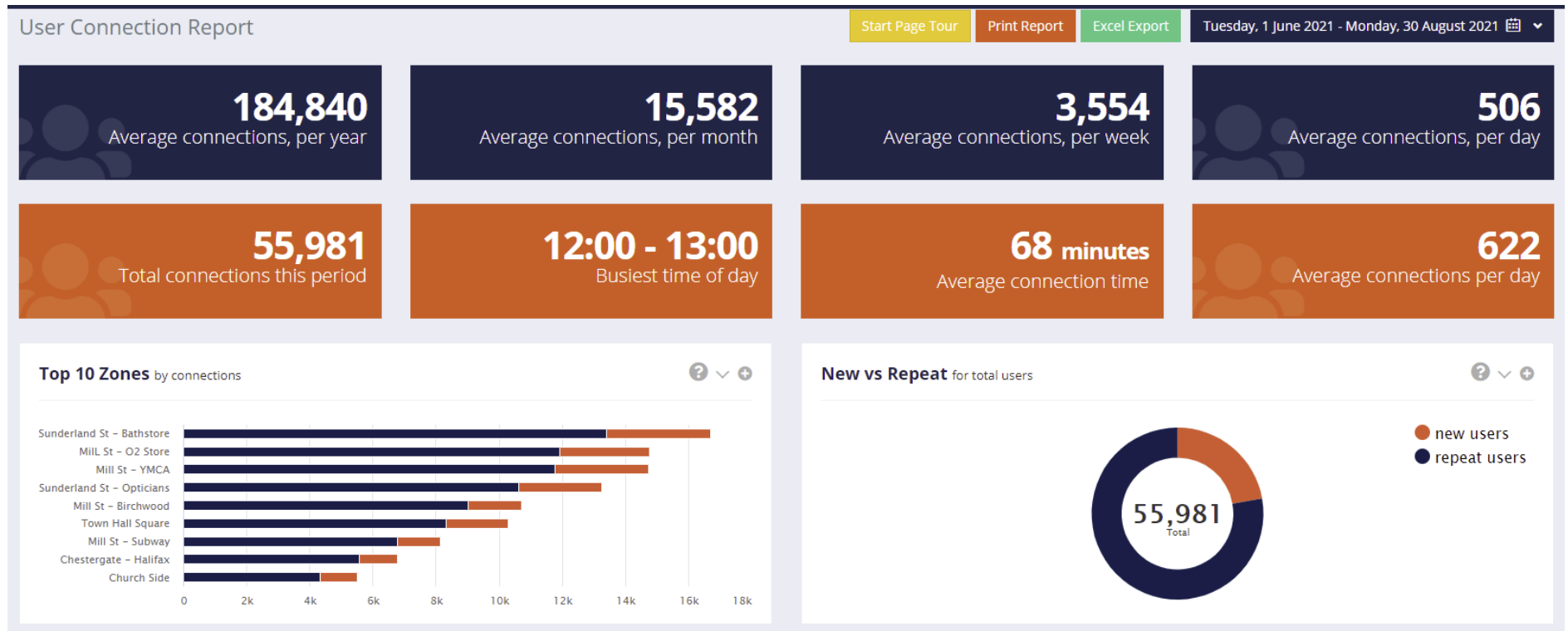
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Report Statement

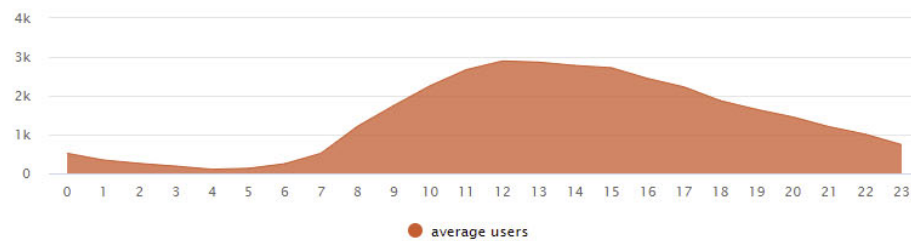
Report Purpose:
WIFI Figures

Version Control:
v1

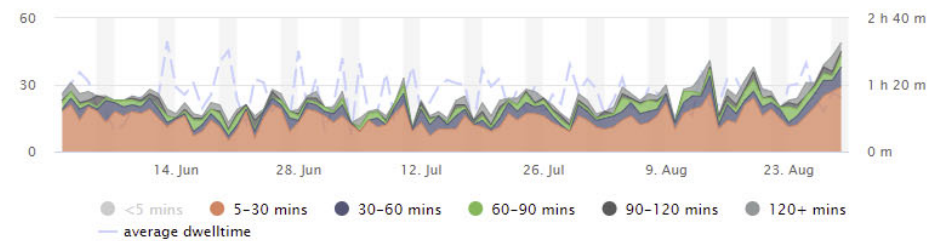
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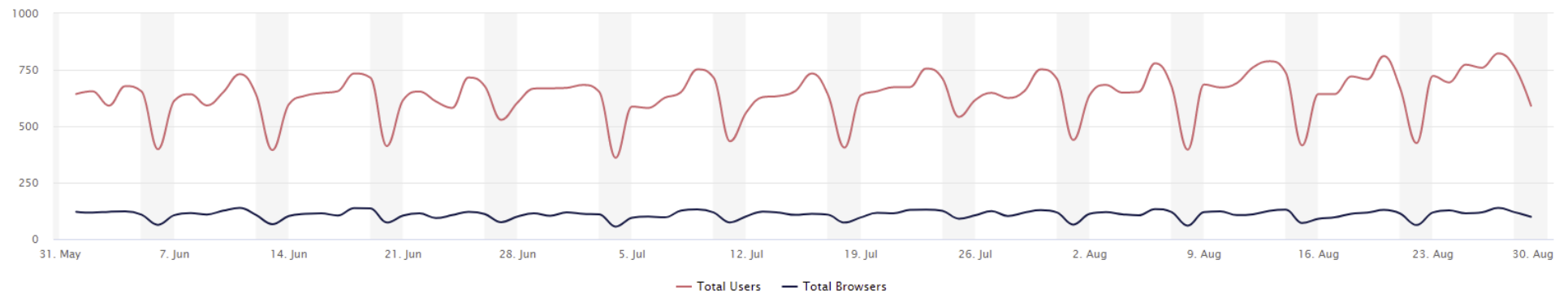
Time of Day average users per hour



Connection Time Analysis per day



WiFi Connections Vs Internet Users



Website address www.elephantwifi.co.uk

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Report Statement

Report Purpose:
Comms and Website Update

Version Control:
v1

Comms and website update

Social Media as ever has been a key communication tool for the Council over the last quarter. Continued communication around shopping local/supporting local businesses, posts on Macclesfields Olympians, events in town such as PRIDE, Barnaby and Macclesfield Museums 'Summer of Art'. Certainly quieter over the summer months however, lots of signposting and support for others in the town including communications on Cheshire East Councils consultation on Market Place and Chestergate

.

The top facebook posts for reach and engagement were;

June – NHS Celebration Packs, vandalism of the tree outside WHSmiths, recruitment of two new rangers.

July – The new steak restaurant in the old Cheshire Building Soc, Karriss first bout at the Olympics, Free parking/PRIDE, post sharing all the things to do with children during the summer holidays

August - Cheshire East consultation on Chestergate/Market Place, Kickstarter Ranger role, new ranger, repair café

Social Media stats for the last full month (August 2021) are below

Facebook stats August 2021

2685 likes, an increase of 6% since May 2021

3232 follows, an increase of 7% since May 2021

Insta Stats August 2021

1261 Followers – an increase of 6.4% since May

Twitter Stats August 2021

14.6K impressions which is down from March

1.1% engagement rate, which is roughly the same as March

58 retweets which is down from March

352 Followers – this is an increase of 103% since March (no stats for May due to being locked out of the account)

Our followers continue to increase on all platforms. Likes and Follows on Facebook page are still steadily increasing each month. Reach and engagements remains high. Instagram followers continues to grow steadily with lots of engagement. Twitter has dropped off a little but, but a lot of what we have been posting on social media as been lengthy and complex which does not translate as well to Twitter.

The Mayor of Macclesfield facebook page has more than doubled it's followers since it launches at the beginning of June and now has 80 likes and 107 followers.

As mentioned at the last Services Committee, the Communications Officer recently attended a CHALC Social Media training course. From this we requested a free social media healthcheck which was able to confirm that our social media is doing very well. Our Facebook and Instagram are performing better than local towns of the same size and the content we are sharing is apparently very good. Our Twitter is down against other towns, however this is because we opened a new Twitter account in December and so lost a lot of followers – we are working to bring those back up which is reflected in the stats above. (See attached report from the healthcheck).

The communication group set up for local businesses is going well and a communication will go out at the end of August with regards to Christmas and the Town Council's plans.

A 'Meet the Councillors' session was held at Treacle Market in July, and was well received. Councillors were split into morning and afternoon, and although all got to engage with the public, it was felt that the morning session was perhaps busier. The addition of the Lead Ranger to the day was also well received as a lot of feedback is about the state of paths, roads, parks etc. Date have been booked with Treacle Market for October (to talk about Christmas events), February (to talk about Parish Meeting in April) and June to let people know what is happening over the summer.

Comms and Events Officer along with Councillors and the Ranger team will also be present at the GreenFest being held at Christ Church on the 18th September. This will be similar to the Treacle event, but we will be able to provide updates on the Town Councils 'green' projects.

The Communications Officer and Cllr Livingstone are due to engage with the traders within the Indoor Market to see how we can support them (ideas so far are around

signage) and the Comms Officer is also due to meet with businesses in the Castle Quarter, again around signage in the area and coming up from the train station.

The new Town Council website is now well under way, with sections being populated and photos provided by the team. There is an update meeting scheduled for the start of September and training will follow for the team shortly after.

SOCIAL MEDIA



Free Mini Health Check



for Macclesfield Town Council



**BREAKTHROUGH
COMMUNICATIONS**

SPECIALISTS IN CONNECTING COUNCILS WITH THEIR COMMUNITIES

Followers

How Macclesfield Town Council compares to similarly sized councils in your region:

Macclesfield	3071
Nelson	739
Maghull	1000
Congleton	1000
Crewe	2899

Quick tips....

Make sure to subtitle your excellent videos, and drop the 'reviews' tab. Otherwise, great job!

Facebook Page Setup

Profile Image

Should be your Council's logo or, if you don't have one, a recognisable image

Cover Photo

Should be a scene or landmark from your Council

Page Tabs

Should reflect the content of your page and function of your Council

Contact Details

Give people a chance to get in contact by post, email or phone (where possible)

Call to Action button

Should accurately reflect your priorities (e.g. newsletter signup, messenger, website)

Website URL

Should reflect the content of your page and function of your Council

Office Opening Hours

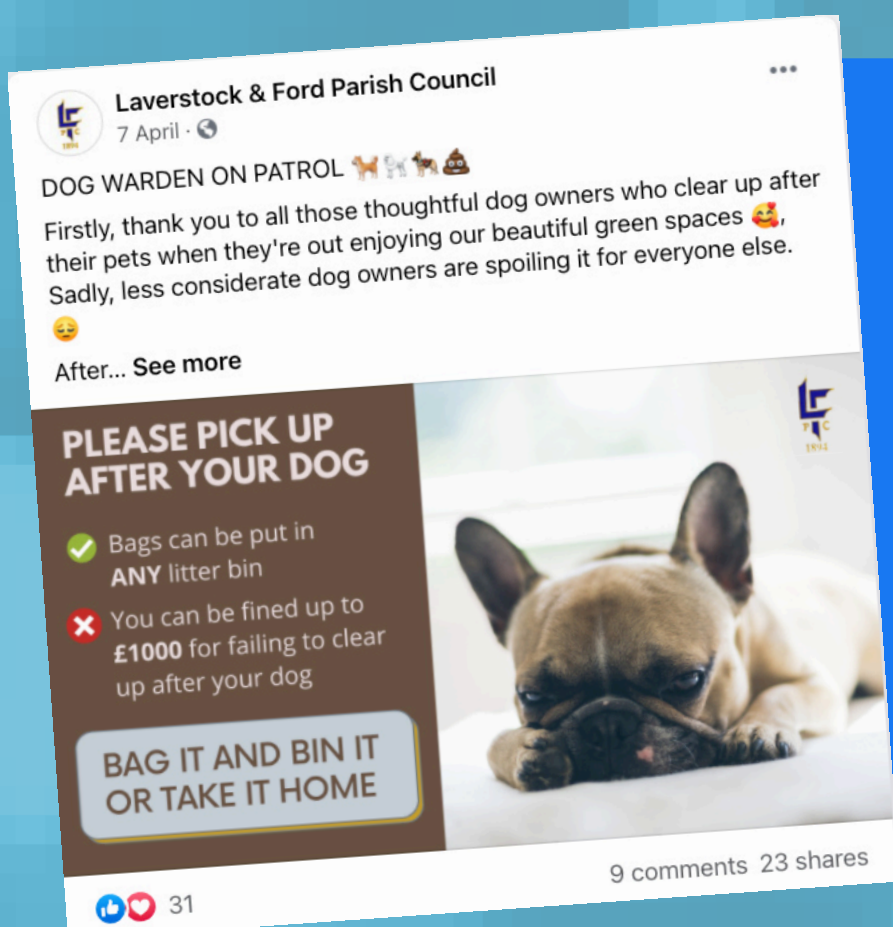
Let people know when you're available

Tips for building digital reach and social engagement on Facebook

Facebook remains the most effective platform for building positive conversations and engagement with the local community, as well as being able to extend the council's digital reach and footprint.

Key to success is ensuring your content is engaging, relevant and interesting. Take a look at this example from Laverstock and Ford Parish Council...

In this post, regarding dog poop(!), the council has made great use of a graphic designed in Canva, appropriate use of emoji and clear calls to action, in order to generate positive engagement. As a result, the post was shared 23 times and viewed by a large number of residents.



Followers

How Macclesfield Town Council compares with similarly sized councils in your region:

Macclesfield	287
Nelson	308
Maghull	1380
Congleton	1380
Crewe	3290

Quick tips....

Make sure all graphics are mobile-first. Try using stakeholders to build your following.

Twitter Setup



Profile Image

Should be your Council's logo or a recognisable image



Banner Photo

Should be a scene or landmark from your Council



Suitable Handle

Should reflect the content of your page and function of your Council



Pinned Tweet

Should reflect either your Council's current priority or point to your services



Instagram Setup



Logo

Should be your Council's logo or, if you don't have one, a recognisable image



Username

Should simply and clearly reflect your Council



Website

Should link directly to your website or a service such as Linktree



Bio

Should give a clear and simple description of your Council's work

Followers

Compared to similarly sized councils in your region:

Macclesfield	1200
Nelson	0
Maghull	0
Congleton	0
Crewe	812



Quick tips....

Great IG feed - try using pinned Stories to signpost to your services/initiatives and consider using Linktree or similar.



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**We're proud to be NALC's
National Partners for communications
advice and services for local councils.**

REPORT PURPOSE: To update members on the Future Forest project

AUTHOR: Community Engagement and Events Manager

The developers of the Fence Avenue site are going to engage a grounds maintenance company. When this has taken place, the town council planning committee will then be able to discuss planting and care with the maintenance company.

There is to be a tree planted in each ward in commemoration of everything the community of Macclesfield has been through throughout the pandemic.

There is also going to be a 'Plant a tree for the Jubilee' tree planting project co-ordinated by the town council and the ranger team. This project will run from October to March. Schools and community groups will be offered the chance to plant a tree as part of the 'Queen's canopy' for the platinum jubilee in 2022.

END OF REPORT

Report Statement

Report Purpose:

Equality Impact Assessments (EIA)

Author:

Admin and Governance Manager

Background

At the Services Committee meeting on 08/02/21, it was agreed:

- i. That Officers prepare a framework for Equality Impact Assessments to enable Macclesfield Town Council to meet its Public Sector Duty under the Equality Act 2010
- ii. That once drafted, the framework is reviewed by the Services Committee and ratified at Full Council

Update

A draft Equality Impact Assessment policy has been prepared with a form for EIA initial screening and a full EIA.

EIAs will be conducted at least on the following occasions:

- The development of a new or updated town council strategy,
- The inception of a new council project,
- The development of the council's annual event programme.

Recommendations

1. Ratification by the Service Committee of the Equality Impact Assessment policy and assessment forms
2. That the policy is recommended to Full Council for ratification and adoption.



Macclesfield Town Council

Equality Impact Assessment Policy

Document Version Control

Document Title: Equality Impact Assessment Policy

Table 1 Document version control

Version No.	Date	Changes made by (initial)	Revision/review history
00.01	July 2021	HW	New document

DRAFT

Table of Contents

1. Introduction	4
2. Discrimination	4
3. Consultation.....	5
4. Equality Impact Assessment.....	5
5. Initial screening.....	6
6. Full EIA	6
Annex 1	8

DRAFT

1. Introduction

The Equality Act 2010 introduced the Public Sector Equality Duty. This requires all public bodies, including local authorities, to have due regard of the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

An Equality Impact Assessment (EIA) is a way of systematically taking equal opportunities into consideration when making a decision.

Further, EIAs can be used to:

- Demonstrate the Council has due regard for the provisions of the Public Sector Equality Duty.
- Identify possible negative impacts of decisions on individuals and groups with protected characteristics and plan mitigating action accordingly.
- Identify additional opportunities to advance equality within policies, strategies, and services.
- Ensure some groups do not inadvertently receive different treatments or outcomes which causes a disadvantage.
- Ensure the Council is not acting in a discriminatory way.
- Increase public confidence in the services provided by the Council.

2. Discrimination

Discrimination is where someone is treated less favourably or put at a disadvantage because of their protected characteristic.

The different groups covered by the Equality Act are referred to as protected characteristics:

- disability,
- gender reassignment,
- marriage or civil partnership status,
- pregnancy and maternity,
- race,
- religion or belief,
- sexual orientation,
- sex (gender)
- age.

Discrimination is usually unintended and can often remain undetected until there is a complaint. Improving or promoting equality is identifying ways to remove barriers and improve participation for people or groups with a protected characteristic.

3. Consultation

When developing a new strategy or initiative, the Council may seek the views of people who share protected characteristics to find out how it is likely to affect them, and to use those views to inform their impact assessments and recommendations to Councillors.

Consultation can add evidence to an equality impact assessment but it also needs to be proportionate and relevant.

4. Equality Impact Assessment

Macclesfield Town Council's Equality Policy states that:

"We will undertake periodic Equality Impact Assessments to help us in assessing whether an existing or proposed policy, procedure, practice or service does (or may) affect people differently, and if so, whether it affects them in an adverse way and if so, what we can do to change it."

Macclesfield Town Council is committed to promoting equality and participation in its activities. It believes that it is good practice when developing a new strategy, project or initiative to anticipate the likely effects it may have and to take steps to prevent or minimise any likely harmful effects especially on persons who share any of the characteristics that are protected under the Equality Act. This ensures that disadvantaged groups are not further disadvantaged by the strategies the Council adopts. It also ensures that Councillors are properly advised of the potential effects of proposals before they take decisions that affect people's lives.

This policy will provide a framework for conducting an Equality Impact Assessment to meet its Public Sector Duty under the Equality Act 2010.

An impact assessment pro-forma needs to be completed when undertaking an analysis of the impact that a strategy, project or initiative may have on equality. The completed equality impact assessment should be stored in the 'EIA' share.

5. Initial screening

The initial screening involves:

- Describing the purpose of the strategy/project/initiative.
- Documenting any known complaints or concerns.
- Documenting any additional known information or evidence.
- Assessing the impact of the strategy/project/initiative has on protected characteristics.
- Conclusion and signoff.

You should consider the following questions:

- Is there any evidence of or potential for unequal outcomes or disadvantage?
- Are there, or could there be barriers to accessing the service? E.g. language, physical access etc.
- Is there any evidence of unmet needs or potential that needs will not be met?
- Could the strategy/project/initiative encourage greater participation by a particular group or community where this is low?
- Could the strategy/project/initiative be developed to further foster good relations between different groups/communities?

6. Full EIA

The full assessment includes:

- Identifying the key stakeholders.
- Consulting the stakeholders on the main findings and conclusions of the equality impact.
- Completing an action plan for reducing impacts.

The full EIA has four possible outcomes:

Outcome 1: No major change: the EIA demonstrates the strategy/project/initiative is robust and there is no potential for discrimination or adverse impact. All opportunities to promote equality have been taken.

Outcome 2: Adjust the strategy/project/initiative: the EIA identifies potential problems or missed opportunities. Adjust the strategy/project/initiative to remove barriers or better promote equality.

Outcome 3: Continue the strategy/project/initiative: the EIA identifies the potential for adverse impact or missed opportunities to promote equality. Clearly set out the justifications for continuing with it. The justification should be included in the EIA and

must be in line with the duty to have due regard. For the most important relevant policies, compelling reasons will be needed.

Outcome 4: Stop and remove the strategy/project/initiative: the strategy/project/initiative shows actual or potential unlawful discrimination. It must be stopped and removed or changed.

DRAFT

Annex 1

Gender: In 2011, c. 49% of the Cheshire East population was male and 51% female.

Race: In 2011, 93.6% of Cheshire East residents were White British

Disability: In 2011, 7.9% of the Cheshire East population had a long-term health problem or disability.

Sexual Orientation: In 2011, the lesbian, gay, bisexual and transgender (LGBT) population in Cheshire East was estimated at 18,700, based on assumptions that 5-7% of the population are likely to be lesbian, gay or bisexual and 20 per 100,000 are likely to be transgender (*The Lesbian & Gay Foundation*).

Religion/Belief: In 2011, 68.9% of Cheshire East residents classed themselves as Christian, 0.07% as Sikh, 0.24% as Buddhist, 0.36% as Hindu, 0.16% as Jewish, 0.66% as Muslim, 0.29% as Other. 22.69% classed themselves as having no religion and 6.66% didn't state a religion.

The data below is specifically for Macclesfield and was taken from the 2011 Census (<https://www.ukcensusdata.com/cheshire-east-e06000049#sthash.Wq32uEFU.ZB8aBz4q.dpbs>).

Table 2 Macclesfield Population Density by Ward

Ward	Population density	Male	Female
South	8,504	4109	4395
Central	9,018	4445	4573
Hurdsfield	4,518	2214	2304
Broken Cross & Upton	8,619	4184	4435

n: EIA Policy

Ward	Population density	Male	Female
East	4,274	2112	2162
West & Ivy	8,290	4028	4262
Tytherington	8,821	4376	4445

Table 3 Macclesfield Age Distribution by Ward

Ward	0-4 years	5-15 years	16-19 years	20-24 years	25-44 years	45-64 years	65-74 years	75-84 years	85+ years
South	597 (7.0%)	1,027 (12.1%)	411 (4.8%)	498 (5.9%)	2,324 (27.3%)	2,267 (26.7%)	724 (8.5%)	466 (5.5%)	190 (2.2%)
Central	580 (6.4%)	849 (9.4%)	291 (3.2%)	629 (7%)	3,362 (37.3%)	2,072 (23%)	613 (6.8%)	404 (4.5%)	218 (2.4%)
Hurdsfield	278 (6.2%)	556 (12.3%)	200 (4.4%)	217 (4.8%)	1,315 (29.1%)	1,158 (25.6%)	376 (8.3%)	278 (6.2%)	140 (3.1%)
Broken Cross & Upton	494 (5.7%)	1,253 (14.5%)	446 (5.2%)	388 (4.5%)	2,215 (25.7%)	2,532 (29.4%)	712 (8.4%)	403 (4.7%)	176 (2%)
East	231 (5.4%)	436 (10.2%)	179 (4.2%)	233 (5.5%)	1,231 (28.8%)	1,218 (28.5%)	410 (9.6%)	249 (5.8%)	87 (2%)
West & Ivy	380 (4.6%)	1,120 (13.5%)	456 (5.5%)	403 (4.9%)	1,970 (23.8%)	2,358 (28.4%)	863 (10.4%)	552 (6.7%)	188 (2.3%)
Tytherington	436 (4.9%)	1,155 (13.1%)	407 (4.6%)	364 (4.1%)	2,038 (23.1%)	2,765 (31.3%)	918 (10.4%)	505 (5.7%)	233 (2.6%)

Table 4 Macclesfield Ethnicity by Ward

Ward	White	Gypsy	Mixed	Asian	Chinese	Other Asian	Black	Other
South	8189	2	81	103	21	68	25	15
Central	8444	5	136	189	57	115	54	18
Hurdsfield	4373	0	47	36	27	15	14	6
Broken Cross & Upton	8108	4	104	241	46	56	50	10
East	4179	0	32	29	8	2	19	5
West & Ivy	8056	1	78	57	14	35	40	9
Tytherington	8513	3	58	129	57	19	16	26

White – includes English/Welsh/Scottish/Northern Irish/British; Irish; Other White

Gypsy - includes Gypsy or Irish Traveller

Mixed – includes White and Black Caribbean; White and Black African; White and Asian; Other Mixed

Asian – includes Indian; Pakistani; Bangladeshi;

Black – includes Black/African/Caribbean/Black British: African; Black/African/Caribbean/Black British: Caribbean; Black/African/Caribbean/Black British: Other Black

Other – includes Other ethnic group: Arab; Other ethnic group: Any other ethnic group

n: EIA Policy

Table 5 Macclesfield religion by Ward

Ward	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other	None	Not stated
South	5526 (65%)	19 (0.2%)	32 (0.4%)	15 (0.2%)	54 (0.6%)	6 (0.1%)	41 (0.5%)	2152 (25.3%)	659 (7.7%)
Central	5317 (59%)	23 (0.3%)	140 (1.6%)	13 (0.1%)	33 (0.4%)	8 (0.1%)	35 (0.4%)	2828 (31.4%)	621 (6.9%)
Hurdsfield	2957 (65.4%)	19 (0.4%)	22 (0.5%)	4 (0.1%)	16 (0.4%)	0 (0%)	17 (0.4%)	1171 (25.9%)	312 (6.9%)
Broken Cross & Upton	5788 (67.2%)	39 (0.5%)	140 (1.6%)	9 (0.1%)	73 (0.8%)	6 (0.1%)	15 (0.2%)	2002 (23.2%)	547 (6.3%)
East	2726 (63.8%)	16 (0.4%)	25 (0.6%)	2 (0.01%)	5 (0.1%)	0 (0%)	21 (0.5%)	1159 (27.1%)	320 (7.7%)
West & Ivy	5709 (68.9%)	10 (0.1%)	30 (0.4%)	8 (0.1%)	33 (0.4%)	1 (0.01%)	20 (0.2%)	1955 (23.6%)	524 (6.3%)
Tytherington	6195 (70.2%)	27 (0.3%)	95 (1.1%)	6 (0.1%)	34 (0.4%)	7 (0.1%)	24 (0.3%)	1872 (21.2%)	561 (6.4%)

n: EIA Policy

Table 6 Macclesfield Long-term Health Problem or Disability by Ward

Ward	Day to day activities not limited	Day to day activities limited a little	Day to day activities limited a lot
South	6856	888	760
Central	7621	735	662
Hurdsfield	3536	481	501
Broken Cross & Upton	7329	702	588
East	3594	381	299
West & Ivy	6498	980	812
Tytherington	7529	808	484



Macclesfield Town Council Equality Impact Assessment

Assessor's Name(s)	
Date:	

Title of new strategy/project/initiative:
Aims, Objectives and Expected Outcomes:
Are you aware of any complaints or concerns raised from any part of the community relating to the contents of the new proposal or its effects on different groups?
Do you have any other information or evidence that will support this equality analysis?

Initial screening

Use the table to list any impacts that the proposal might have on people with protected characteristics as defined by the Equality Act 2010. As part of this assessment, consider:

- How the proposal will impact on members of the community with protected characteristics
- Whether there is any evidence that any part of the proposal could discriminate unlawfully, directly or indirectly, against particular groups of people.
- Any indication that different groups have or will have different needs, experiences, issues and priorities in relation to the proposal.

If for any characteristic it is considered that there is likely to be an adverse impact or you have ticked 'Don't know/no info available', then a full EIA should be carried out where this is proportionate.

Which protected characteristic may the proposal impact on?					
Protected characteristic	No adverse impact	May have a positive impact	May have a negative impact	Don't know (info not available)	Description of any impacts
Age					
Disability					
Gender reassignment					
Marriage and civil partnership					
Pregnancy and maternity					
Race					

Religion or belief					
Sex					
Sexual orientation					

Full EIA	
Does there need to be a full Equality Impact Assessment?	Yes/No
If yes, describe why:	

Sign off
Delete as appropriate: <ul style="list-style-type: none"> • The proposal is to go ahead as planned. • The proposal needs a full EIA. • No conclusive decision has been reached. Proposal put on hold.

Signed

Town Clerk:

Date:

Full Equality Impact Assessment

Analysis of impact	
Protected characteristic	Impact (as entered under Initial Screening)
Age	
Disability	
Gender reassignment	
Marriage and civil partnership	
Pregnancy and maternity	
Race	
Religion or belief	
Sex	
Sexual orientation	
Analysis:	
<p>What can be done to reduce adverse impacts? If the Council does not have enough information, a consultation with the relevant stakeholder groups may be required.</p>	

Consultation	
Does there need to be a formal consultation?	Yes/No
Stakeholder groups to be consulted:	

Describe arrangements and key dates:	
Consultation response:	
Has the consultation highlighted any further negative or positive impacts on any of the protected characteristics?	

Action Plan for reducing impacts				
Protected characteristic	Details of possible disadvantage or negative impact	Action to be taken to address the disadvantage or negative impact	Officer responsible for progressing the action	Date action to be completed by
Age				
Disability				
Gender reassignment				
Marriage and civil partnership				
Pregnancy and maternity				
Race				
Religion or belief				
Sex				
Sexual orientation				

Sign off
Delete as appropriate: <ul style="list-style-type: none"> • All opportunities to promote equality have been taken. • The EIA identifies potential problems. • The EIA identifies the potential for adverse impact.

- The EIA shows actual or potential unlawful discrimination.
- No conclusive decision has been reached. Proposal put on hold.

Justification for the above decision:

Outcome 1: No major change: the EIA demonstrates the strategy/project/initiative is robust and there is no potential for discrimination or adverse impact. All opportunities to promote equality have been taken.

Outcome 2: Adjust the strategy/project/initiative: the EIA identifies potential problems or missed opportunities. Adjust the strategy/project/initiative to remove barriers or better promote equality.

Outcome 3: Continue the strategy/project/initiative: the EIA identifies the potential for adverse impact or missed opportunities to promote equality. Clearly set out the justifications for continuing with it. The justification should be included in the EIA and must be in line with the duty to have due regard. For the most important relevant policies, compelling reasons will be needed.

Outcome 4: Stop and remove the strategy/project/initiative: the strategy/project/initiative shows actual or potential unlawful discrimination. It must be stopped and removed or changed.

Signed

Town Clerk:

Date: