

## **Report Purpose:**

15. Museum on the Street

## **Author:**

Town Clerk

## **Background**

The Town Council has successfully applied to the UK Shared Prosperity Fund (UKSPF) for a project called 'Museum on the Street'. The project is as follows:

Macclesfield 'Museum on the Street' will provide information boards across the town centre that can be followed as a trail. The boards will provide interesting information about Macclesfield and its character including historical information and pictures, to art installations (e.g., Ian Curtis mural) to more quirky unique information like inventing the deckchair!

A digital and paper trail will also designed and highlight local businesses.

The trail will aid visitors to get around and explore all there is to offer e.g. the wonderful museum and Paradise Mill. It will also educate residents and provide low-cost trips for schools.

The aim is to drive footfall to the town, in line with the High Street Task force guidance. Imagine getting off the train at Macclesfield Station to find a 'Museum on the Street' board, showcasing things to see and places to visit in Macclesfield in the form of a quirky trail. Visitors will be able to instantly download the map on their phone or walk up the hill of Church Street to the (Visitor Information Centre) to collect one.

Macclesfield is home to Ian Curtis, renowned all over the world and with a fitting tribute painted by lauded artist Aske. There is Paradise Mill (currently being restored). It is unique with its original looms and stories about those who operated them. These will be the hooks to initially to bring people into the town and then visitors will find so much more.

The project will showcase what makes Macclesfield different to other towns.

Over the last few years the number of art projects that make Macclesfield unique have increased e.g. the fantastic murals around the town and the 01625 Gallery (a mini gallery in our disused vintage red phone boxes). Couple this with the Macclesfield Museums, the rich history of our 'Treacle Town' and 'Silk Town' plus the distinctive attractions like Paradise Mill (the only museum like this in the world) and the quirks of the town such as the gaol on Mill Street, now is the time to promote and educate visitors about the character of Macclesfield and bring many new visitors to our town.

## **Key Points:**

- Macclesfield Town Council will lead and deliver the project.
- The Town Council will set up a steering group made up of Councillors, an Officer, representative for the silk museum, and a local resident with an interest and skills to aid the planning of the project.

- The consultant will be employed to seek out and plan the information boards, locations.
- The consultant will be managed by the Town Clerk and work directed and report to the steering group. Monthly meetings will be planned in, to keep delivery of the project on track.
- The consultant will liaise and consult with local groups, the art and culture forum for Cheshire East and residents.
- Town Council staff will work with Cheshire East Highways to agree locations of the boards.
- As the information on and the location of the boards comes to fruition, a designer will be employed to design the boards. Final decision on the boards will be made by the steering group.

*Outputs for the project will be:*

Number of People Reached:

- Number of people engaged on social media and through contact with steering group and consultant.
- Number of people who download a map of the trail, number of people who get a paper copy of the map of the trail.
- Number of people who engage with the social media campaign.
- Footfall numbers in the town.
- Number of local businesses who engage with the trail and wish to be on the map/trail.

The project is budgeted as below:

Consultant	£15000
Designer	£6000
CE Highways costs (application and pre meeting)	£1887.04
Legal costs for licenses	£3600
Cost of Boards	£8000
Implementation of Boards	£6000
Social Media Specialist	£3000

The Town Council must pay upfront and then claim funding back on the production of agreed evidence.

### **Proposals:**

The proposals are:

- To hire a consultant, a designer and a social media expert and pursue the project in line with the agreed budgeted amounts NB: *The quote document for a Consultant has already gone out as timescales are very tight and the project must be complete and funding spent by March 2025, however as yet a decision has not been made and no contract has been signed.*
- Decide on 2 Councillors to be on the Steering Group.