

STRATEGIC PLAN 2023 - 2027



Macclesfield Town Council

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Introduction

Established in 2015, following the Community Governance Review carried out by Cheshire East Council, the first meeting of the now Town Council was held on 21st May 2015 at Macclesfield Town Hall.

The meeting was convened as Macclesfield Parish Council and members took the decision to reclassify the authority as Macclesfield Town Council, thereby establishing the first Chair of Macclesfield Parish Council as the first Mayor of Macclesfield Town Council.

Made up of 12 members, representing the 7 wards of Macclesfield (Broken Cross & Upton, Macclesfield Central, Macclesfield East, Macclesfield Hurdsfield, Macclesfield South, Macclesfield Tytherington and Macclesfield West & Ivy). The Town Council is responsible for local service delivery within Macclesfield, funded through the annual precept.

The Town Council has adopted the General Power of Competence, with 12 elected Councillors and a CiLCA qualified Clerk.

This strategy, following the local elections of May 2023, has been built on the previous strategy of 2019-2023.

This is a living document that the Council will mark its progress on annually.



Town Council Values

Sustainability

Consideration and attention will be given to ensure that Macclesfield Town Council provides socially, economically and environmentally sustainable services wherever practicable.

Efficiency

Service provision and commissioning will be under scrutiny and review to ensure all services supported and provided by Macclesfield Town Council are delivered in the most resource efficient manner achievable at that time.

Innovation

Macclesfield Town Council seeks to find innovative ways to deliver services and support initiatives that provide improvements for residents, businesses and visitors and that promote Macclesfield, within its powers.

Inclusion

In all aspects of Macclesfield Town Council's service provision, consideration must be given to ensure accessibility and representation of all of the community.

Strategic Aims

Healthy Communities

- Healthy residents who understand the services available to them.
- Encourage residents to get involved with free activities designed to improve their health and wellbeing and to lead happy lives.
- To encourage and facilitate safe Playing Out.
- Ensure residents and visitors have excellent and accessible parks and play areas to enjoy.
- Hear and understand the voice of younger people.
- Support a resilient and adaptable voluntary sector who are valued, who can in turn support the community.



Strategic Aims

Environment and Public Realm

- To protect nature and the environment, and encourage working in and respecting nature.
- Ensure residents and visitors have excellent and accessible parks and play areas to enjoy.
- A clean, attractive and tidy town.
- Planning and development to be in keeping with the character of the town, environmentally sound and meets residents' aspirations.



Strategic Aims

Town Centre Regeneration

- A vibrant, prosperous and unique town centre accessible to all
- Improved facilities in town centre
- A clean, attractive and tidy town
- Planning and development to be in keeping with the character of the town, environmentally sound and meets residents' aspirations.
- Work with partners to increase visitors and tourism.



Strategic Aims

Community Transport and Active Travel

- Promoting active travel and public transport to reduce reliance on cars.
- Work with Cheshire East Council and Cheshire Police to reduce speeding.



Strategic Aims

Heritage and Tourism

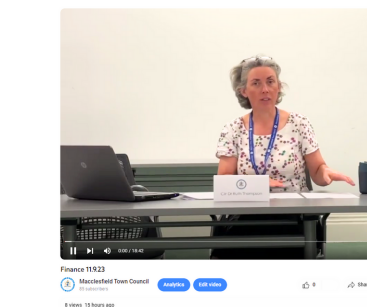
- Macclesfield's heritage will be conserved, celebrated and promoted.



Strategic Aims

Council Communications

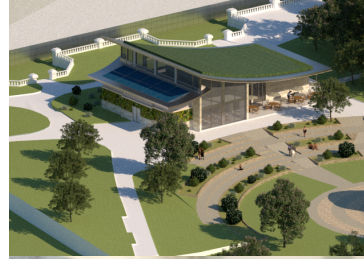
- To ensure residents have access to information that helps them understand the role of the Town Council and the services it provides.
- To provide communications about the town and the services, businesses and events going on in the town in wide and accessible formats



Strategic Aims

South Park Pavilion

- To provide a community pavilion in South Park of outstanding design both environmentally and visually chosen by public consultation.
- To ensure the pavilion can generate enough income to run itself and activities.
- To offer activities in the pavilion that residents and visitor's desire.



Healthy Communities

Aim	Objectives	Actions	Timeframe	Progress
Healthy residents who understand the services available to them.	Healthy residents who understand the services available to them.	<p>Promote and share information on services.e.g Social Prescribing.</p> <p>Get involved in campaigns to promote opportunities e.g Mental Health Week.</p> <p>Support the voluntary sector and local groups to offer services through CVSCE funded support, and through the grants programme.</p> <p>Voluntary sector event included in Heritage Day</p> <p>To provide and manage allotment plots on 3 sites in Macclesfield.</p>	<p>As available.</p> <p>Campaigns are planned throughout the year in comms plan.</p> <p>Grant applications appraised at every Finance committee meeting.</p> <p>Sep 9th 2023.</p> <p>Ongoing</p>	

Healthy Communities cont.

Aim	Objectives	Actions	Timeframe	Progress
Encourage residents to get involved with free activities designed to improve their health and wellbeing and lead happy lives.	Provide free sports and activities for residents	<p>Parkfit provided weekly in South Park.</p> <p>Supporters of parkrun.</p> <p>Seek to increase activities for different abilities and age ranges.</p> <p>Pilot new activities through micro grants.</p> <p>Provide summer school funded places for children who wouldn't otherwise be able to attend summer sports clubs.</p>	<p>Weekly</p> <p>Weekly</p> <p>Increase by at least 2 further activities by March 2024</p>	

Healthy Communities cont.

Aim	Objectives	Actions	Timeframe	Progress
Supporting economically challenged families with activities out of school times.	Offer free activities for children all throughout the year and in the summer holidays.	<p>Street Sports provided 3 times per week for children.</p> <p>Basketball provided weekly in West Park.</p> <p>Summer school provided for children in need which funds activities in the summer holidays working with Community Sport Trust.</p> <p>Calendar of free family friendly events throughout the year including 'Do Something Summer' activities through the summer holidays.</p>	<p>Weekly.</p> <p>Weekly.</p> <p>Summer holidays annually.</p> <p>Annual calendar.</p>	

Healthy Communities cont.

Aim	Objectives	Actions	Timeframe	Progress
To encourage and facilitate safe Playing Out	To create playing out sessions where children can play out safely in Macclesfield	<p>Training Volunteers to carry out road closures to facilitate sessions.</p> <p>Street Sports provided 3 times per week for children of Macclesfield in 3 different wards.</p> <p>Basketball provided weekly in West Park.</p>	<p>3 times per week</p> <p>Weekly</p>	
Ensure residents and visitors have excellent and accessible parks and play areas to enjoy.	Access to green spaces and nature is vital for happy healthy communities.	<p>Budget £100,000 per year towards the towns parks and play areas.</p> <p>Work with ANSA on plans for the parks.</p>	<p>Every year.</p> <p>Meet every 6 weeks.</p>	<p>2023-24 committed to so far:</p> <ul style="list-style-type: none"> - West Park – new accessible roundabout and an accessible gate entrance. - South Park – trim trail, park run and orienteering equipment.

Healthy Communities cont.

Aim	Objectives	Actions	Timeframe	Progress
Hear and understand the voice of younger people	Listen and understand what the younger people of Macclesfield want for their town.	Engage with the younger people of Macclesfield to create a 'youth forum' that can feed into the Town Council.	Creation of the forum by end 2023.	
Provide a safe town centre	Residents coming into the town centre should feel safe	<p>Contribute to CEC CCTV</p> <p>Festoon lighting provided to light up the town.</p> <p>PSPO (Public Space Protection Order) in place</p>	<p>Approved to extend CCTV with 2 mobile cameras</p> <p>Programme of replacement festoons in place</p> <p>MTC working with all agencies to ensure it is enforced.</p>	

Healthy Communities cont.

Aim	Objectives	Actions	Timeframe	Progress
A resilient and adaptable voluntary sector who are valued	Many residents rely on the services provided by the voluntary sector and the Town Council aims to ensure that they have all the support they need for delivery of services.	<p>Financially support CVSCE to provide infrastructure support for the local voluntary sector.</p> <p>Grants programme available to support projects and groups.</p> <p>Financially support the CAB to provide information and advice service to the people of Macclesfield. Plus CAB feed in the issues the people of Macclesfield are presenting with.</p> <p>Comms and Social media campaigns to highlight issues and assistance available e.g mental health week.</p>	<p>Contracted until 2024.</p> <p>Every Finance Committee.</p> <p>Annually.</p> <p>Planned annually in Comms Plan.</p>	

Environment and Public Realm

Aim	Objectives	Actions	Timeframe	Progress
To protect nature and the environment and encourage working in and respecting nature	<p>Declared a Climate emergency in 2019.</p> <p>As well as council operation and service delivery, all decisions must consider the impact they can have (+ve & -ve) on environmental sustainability.</p>	<p>Commitment to “Sustainable First” procurement.</p> <p>All events single use plastic-free Future “green” vehicle provision (if applicable).</p> <p>Work with CEC for better waste management / disposal including more recycling bins. Promote soft landscaping in Macclesfield where possible eg highways works and planning applications.</p>	<p>Approved and continuous.</p> <p>Approved and continuous.</p> <p>Meet ANSA every 6 weeks. Included in Shared Prosperity funding bid to beautify Town Centre by 2025.</p>	In situ, new events policy agreed July 2023, includes commitment to climate change.

Environment and Public Realm cont.

Aim	Objectives	Actions	Timeframe	Progress
As per previous page	As per previous page	<p>Wildflower meadows and pollinators provided where possible around the town and are part of the Britain in Bloom campaign. Will need to purchase rotavator and storage for ranger equipment.</p> <p>Provide an annual 'Nature Needs You, event for children and families.</p> <p>Find opportunities for improved public realm planting, wilding projects in and around the town including pollinators and insect populations to support biodiversity.</p> <p>Promote Social Prescribing provided by ANSA in the parks.</p>	<p>2 more meadows to be identified for 2024</p> <p>Annually</p> <p>SP Funding put in, if successful, project to be completed by Mar 2025.</p> <p>Ongoing.</p>	<p>3 more meadows identified 2023: Pexhill Rd Behind Bus Station Queens Ave</p>

Environment and Public Realm cont.

Aim	Objectives	Actions	Timeframe	Progress
Ensure residents and visitors have excellent and accessible parks and play areas to enjoy.	To upgrade equipment and the facilities in parks and play areas.	<p>£100,000 Committee annually in the budget.</p> <p>Work with ANSA on park and play area plans.</p> <p>Support Friends of the park groups through grants and with funding to host events.</p>	<p>Annually budgeted.</p> <p>Meet every 6 weeks to update and discuss plans.</p> <p>Plans with event officer annually.</p>	<p>2023-24 committed to so far:</p> <ul style="list-style-type: none"> ·West Park – new accessible roundabout and an accessible gate entrance. ·South Park – trim trail, parkrun and orienteering equipment.
Preserve the character of Macclesfield	Planning and development to be in keeping with the character of the town and meets residents' aspirations.	<p>Use the updated Conservation area appraisal and the Macclesfield Character assessment when considering planning developments.</p> <p>Refer to Local Plan Brownfield development policies and infrastructure provision policies</p>	At every planning meeting.	

Environment and Public Realm cont.

Aim	Objectives	Actions	Timeframe	Progress
A clean, attractive and tidy town.	To create a fantastic campaign to showcase the town, the work of the Rangers and the community and bring footfall into the town	<p>Britain in Bloom campaign annually, Rangers and community groups and volunteers working together to beautify the town.</p> <p>MTC creating its own Britain in Bloom volunteers.</p> <p>Wildflower meadows and pollinators provided where possible around the town and are part of the Britain in Bloom campaign. Will need to purchase a rotavator and storage for the rangers equipment.</p>	<p>Annual campaign, work goes on throughout the year.</p> <p>By end 2023.</p> <p>Increase by 2 more meadows by 2024.</p>	<p>2023-24 committed to so far:</p> <ul style="list-style-type: none"> ·West Park – new accessible roundabout and an accessible gate entrance. ·South Park – trim trail, parkrun and orienteering equipment.

Town Centre Regeneration

Aim	Objectives	Actions	Timeframe	Progress
A vibrant and prosperous town centre, accessible to all	Increase the footfall in the Town Centre	<p>Provide free and creative events to bring people into town.</p> <p>Promote local businesses through comms channels working toward reviving 'Totally Locally'</p> <p>Improve signage in and around the town, £20000 in the budget with Indoor Market, the Station and Castle Quarter currently identified for signage.</p> <p>Provide a Town Centre Manager to support, liaise, distribute communications, bring together businesses.</p> <p>MTC has financed winter gritting to cover steep roads in the town and town centre.</p>	<p>Annual plan of events for MTC events.</p> <p>Promotion ongoing. Totally Locally by end of 2023.</p> <p>Mid 2024.</p> <p>Ongoing.</p> <p>Ongoing until 2025.</p>	<p>2023-24 committed to so far:</p> <ul style="list-style-type: none"> ·West Park – new accessible roundabout and an accessible gate entrance. ·South Park – trim trail, parkrun and orienteering equipment.

Town Centre Regeneration cont.

Aim	Objectives	Actions	Timeframe	Progress
Improved facilities in town centre	<p>To provide toilets for public use including a Changing Places facility.</p> <p>To consider the asset transfer of the Visitor Information</p> <p>Improve signage to aid residents and visitors to Macclesfield to get around the town easily, increasing footfall and to aid promotion of local businesses and services around the town.</p>	<p>MTC have paid £110,000 towards toilets for the town centre. Joint project CEC and MTC, toilets will be situated in Indoor Market In the interim period MTC has paid St. Michael's Church to open theirs to the public.</p> <p>To work with CEC in the viability of MTC taking over the running of the Visitor Information Centre.</p> <p>£20,000 in the budget with Indoor Market, the Station and Castle Quarter currently identified for signage.</p>	<p>Aiming for Sep/Oct 2023 for opening</p> <p>Currently investigating the possibilities, if terms are agreed by 2024.</p> <p>Complete by 2024.</p>	

Town Centre Regeneration cont.

Aim	Objectives	Actions	Timeframe	Progress
As per previous page	<p>Provide and renew festoon lights where possible.</p> <p>Work with Cheshire East Council, in particular regeneration team, to identify funding possibilities and shared projects.</p>	<p>Festoons will be renewed once their lifetime use has run out.</p> <p>Working on Shared Prosperity funding bid to beautify the town centre and the indoor market.</p>	<p>Replaced where necessary.</p> <p>If successful work must be complete by 2025.</p>	
Support art and culture in the Town	Facilitate, support and aid the development of Art and Culture in the town through grants and commissioned work.	<p>Support groups such as Macc Pride and Barnaby to hold large scale events in town.</p> <p>Leading a Heritage day event in the Town Hall and across town in September, if successful will become an annual event.</p> <p>MTC attend the Art and Culture forum across Cheshire East.</p>	<p>Ongoing</p> <p>Sep 23</p> <p>Monthly</p>	

Town Centre Regeneration cont.

Aim	Objectives	Actions	Timeframe	Progress
A clean, attractive and tidy town	<p>Facilitate residents and local groups with litter picking equipment and collection of rubbish.</p> <p>Provide floral displays, wildflowers meadows, trees where possible to brighten the town.</p> <p>To ensure the town is clean and tidy by way of the Town Rangers but also with opportunities for the community to get involved.</p>	<p>Community Enforcement Officer funded to tackle littering, dog fouling, business waste, fly tipping and abandoned vehicles.</p> <p>Enter Britain in Bloom annually.</p> <p>Create, recruit and manage volunteer roles to help with the floral displays in town.</p> <p>Litter picks arranged and picking equipment loaned to groups.</p> <p>Work with ANSA to keep the town clean and tidy.</p> <p>Town Ranger service to clean grot spots throughout the town.</p>	<p>Rangers contracted until 2027.</p> <p>Funded until 2024.</p> <p>Annual.</p> <p>End 2023.</p> <p>Ongoing</p> <p>Ongoing</p>	

Town Centre Regeneration cont.

Aim	Objectives	Actions	Timeframe	Progress
Support for local businesses	<p>To continue to support the recovery of the Town Centre for the good of businesses and the residents and visitors, through the Town Centre Recovery Working Group.</p> <p>MTC provides a Town Centre Manager to support and share information across the businesses in the town.</p> <p>Provide schemes that can support local businesses.</p>	<p>Regular meetings to work together and share ideas e.g creating the outdoor eating spaces in town.</p> <p>Ongoing support and facilitating 'Totally Locally' group for Macclesfield.</p> <p>Introduction of 'Glow Up Grants' for local businesses to makeover their shop fronts.</p>	<p>Town Centre Recovery Group meets quarterly.</p> <p>Ongoing support. Totally Locally set up this year 2023</p> <p>Glow Up grants opened June 23</p>	

Town Centre Regeneration cont.

Aim	Objectives	Actions	Timeframe	Progress
To provide excellent and safe community events.	<p>To ensure residents and visitors can enjoy the town and FREE events, creating a sense of community and making Macclesfield a good place to live.</p> <p>To support local businesses in the town centre by increasing the footfall in the town centre.</p>	<p>Calendar of free events in and around the town.</p> <p>Promote through several channels, local people, local paper, radio (Canalside and Silk FM), leaflets and posters plus social medias.</p> <p>Many local groups and residents are involved in the events.</p> <p>Support groups such as Macc Pride and Barnaby to hold large scale events.</p> <p>MTC hold an Event Managers meeting every quarter to share best practice and coordinate events.</p>	<p>Annual programme of events, approximately an event every 6 weeks on average.</p> <p>Ever increasing channels of communications.</p> <p>Volunteering programme for MTC is open.</p> <p>Advice for groups is always available.</p> <p>Every quarter</p>	

Community Transport And Active Travel

Aim	Objectives	Actions	Timeframe	Progress
Promoting active travel and public transport to reduce reliance on cars.	We will enable residents to choose to reduce their reliance on cars by improving the desirability of walking, cycling and using public transport	<p>Promotion of existing bus routes</p> <p>Promotion of active travel routes, walks and cycling routes.</p> <p>Community Transport sub group set up – working on potential bike loan scheme and free bus use days to change behaviour.</p> <p>Lighting up the Middlewood Way Eco and active travel summit</p>	<p>Ongoing</p> <p>Working with CEC, and local people to promote their cycling and walking trails.</p> <p>Sub group are working on free bus use day – hopefully for Nov 23.</p> <p>Started looking at bike loan scheme with local company ELOV.</p> <p>Ongoing work to be done with CE Highways</p>	
Work with Cheshire East Council and Cheshire Police to reduce speeding	Safer roads for those walking and cycling, encouraging more activity.	<p>Speed cameras provided to police from MTC and checks take place regularly.</p> <p>MTC continue to support '20's plenty' and have submitted roads to CEC.</p>		

Heritage and Tourism

Aim	Objectives	Actions	Timeframe	Progress
Macclesfield 's heritage will be conserved, celebrated and promoted.	Preserve and promote heritage and history to increase the amount of visitors to ensure assets are kept open and enjoyed and to increase footfall.	<p>Work with partners on events/initiatives which celebrate and promote the town's heritage.</p> <p>Promote Macclesfield's USP's to encourage visitors.</p> <p>Asset transfer the VIC and revamp it to provide information, tickets to events and collections of locally made gifts.</p> <p>Planning Committee to protect the town's Conservation Areas</p> <p>Support heritage and history projects through grants programme.</p> <p>Lead the way on projects and events, subject to funding, that celebrate and promote Macclesfield's historical assets.</p>	<p>MTC lead on Heritage Open Day on 9th September 2023.</p> <p>Funding bid put in for Shared Prosperity fund to create 'Museum on the street' and town trails. AUG 2023</p> <p>Negotiations ongoing with view to take over APR 2024.</p> <p>Planning Committee meets regularly.</p> <p>Every finance committee has grants considered.</p> <p>Heritage Open Day and 'museum on the street' are examples of these projects.</p>	

Council and Comms

Aim	Objectives	Actions	Timeframe	Progress
To ensure residents, have access to information that helps them understand the role of the Town Council and the work it completes.	Aid residents to understand the work of the Town council and the difference of the local authority (Cheshire East Council and the previous Macclesfield Borough Council).	Provide clear information via website, social media, leaflets and local radio about the remit of the Town Council. Link to CEC website and services to aid residents.	Ongoing	
To provide communications about the town and of services, businesses, events etc. going on in the town in wide and accessible formats.	Ensure as many residents as possible receive information from the Council.	Use differing networks to reach different cohorts: e.g disseminating information through schools, medical centres, care communities, shops, social media platforms, leaflets and posters. Council working on Comms Strategy and plan.	Continually evolving. Starting 2023.	

South Park Pavilion

Aim	Objectives	Actions	Timeframe	Progress
To provide a community pavilion in South Park of outstanding design both environmentally and visually.	In line with the results of public consultations over the past decade, to provide amenities in the biggest park in Macclesfield, for residents to enjoy, in particular accessible toilets facilities and a café.	<p>Gain Planning permission.</p> <p>Consult the public and apply for a public works loan of £1,000,000.</p> <p>To engage with local businesses on the possibility of sponsorship.</p> <p>To have a 2-stage tender with an agreed maximum price clause and contract a company to project manage work packages.</p>	<p>Aug 2023.</p> <p>Application submitted by Dec 2023.</p> <p>Sponsorship document to be approved at Full Council Oct 16th 2023. To be sent to businesses by end Oct 2023.</p> <p>To consider a further event to update all on the plans.</p> <p>Jan 2024</p> <p>Completion aimed for Oct 2024</p>	

South Park Pavilion cont.

Aim	Objectives	Actions	Timeframe	Progress
To ensure the pavilion can generate enough income to run itself and activities	To provide a structure that means the pavilion activities can cover the utilities, management and maintenance of the building plus pay towards the PW loan repayments.	Work with a consultant to look at the possible income that can be generated through a café, room hire and with the holding of events.	By Oct 2023 – to be included in PW loan application.	
To offer activities in the pavilion that residents and visitor's desire.	Public consultation has shown that residents desire a café and public convenience plus the scope to hold events they can attend, rent rooms and have leisure activities indoors.	Consider café structures and possibly procurement. Employment of a Manager for the pavilion	Agreed by Oct 2023. Start recruitment 2 months before the completion of the building.	

