

## Public Consultations

### Summary

There have been 3 major consultations since 2014 and all information and outcomes are included in this document.

#### 2014

In August/ September 2014, S:Park( the friends of South Park group made up of Volunteers) consulted approximately 500 people in the park as a whole. These findings are very useful to show the issues within the park are largely still there and the wish for a pavilion they can use. Detailed information is included in this document Pages

#### 2022

In August 2022, the Town Council led a working group, made up of S:Park, residents, the voluntary sector and ANSA (responsible for running the parks) that completed 4 different consultations days, specifically around the pavilion project. The public were given 5 designs and could choose their favorite. This resulted in one further design that encompassed the 2 most popular designs. This consultation included the views of over 700 people, who were overwhelmingly in favour of the project.

#### 2024

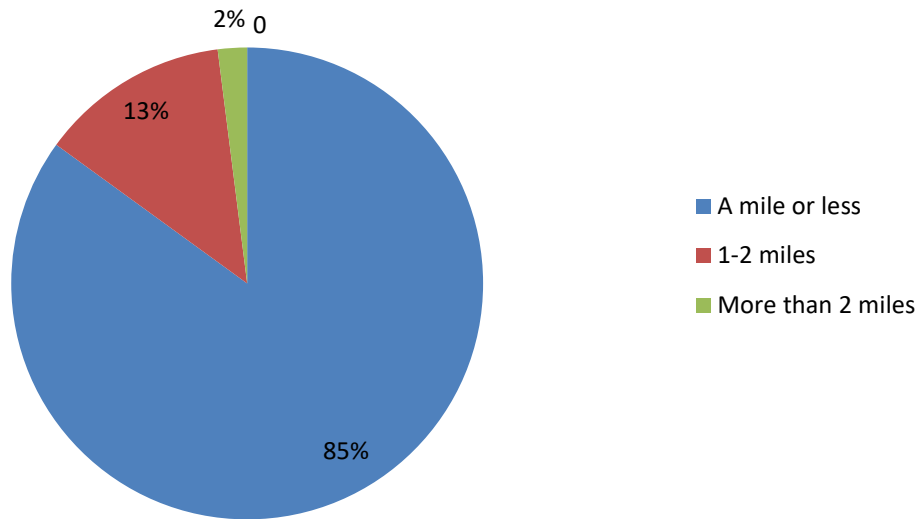
In Jan 2024, the Town Council held a public consultation on the subject of getting a public works loan to build the pavilion and an increase in the precept. The results are as follows:

<b>Are you in favour of the Town Council continuing ahead with building a new South Park Pavilion ere as follows:</b>	
Yes	81%
No	19%

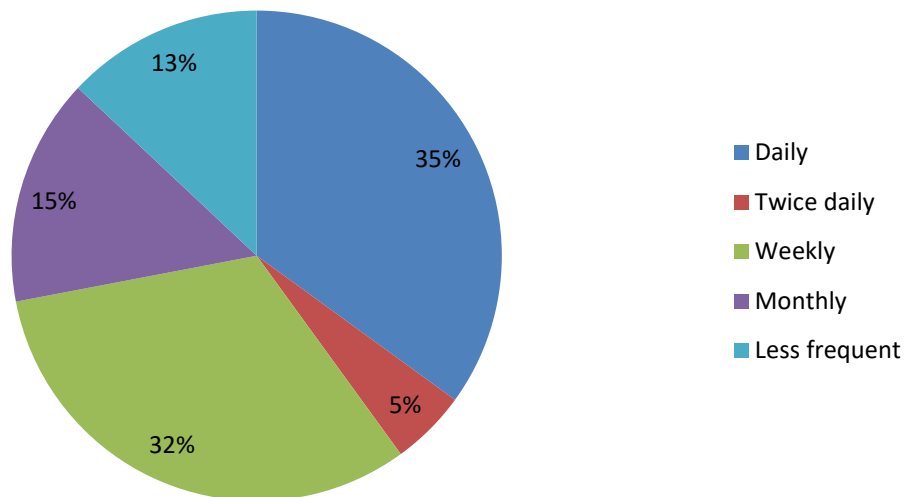
<b>Are you in favour of the Town Council going ahead with the South Park Pavilion if it includes a council tax precept increase of 10% (£5.21 per year, which is 43p per month for band D households) for the purpose of the loan repayments?</b>	
Yes	74%
No	26%

## 2014 Consultation

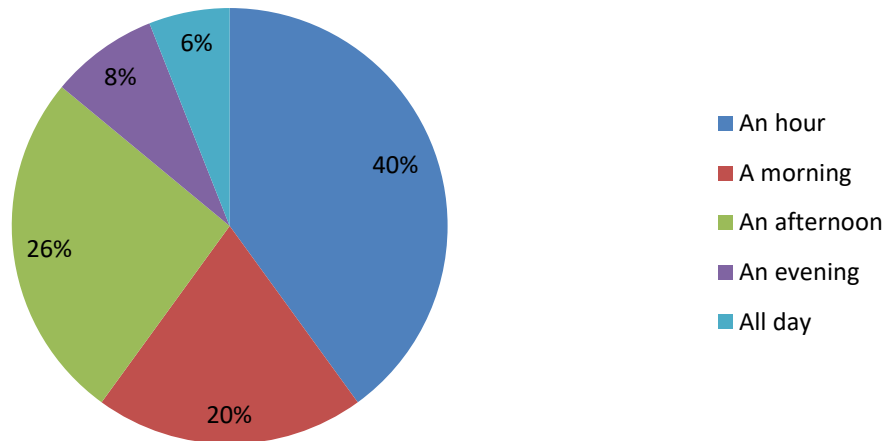
### 1. How far have you travelled to visit the park?



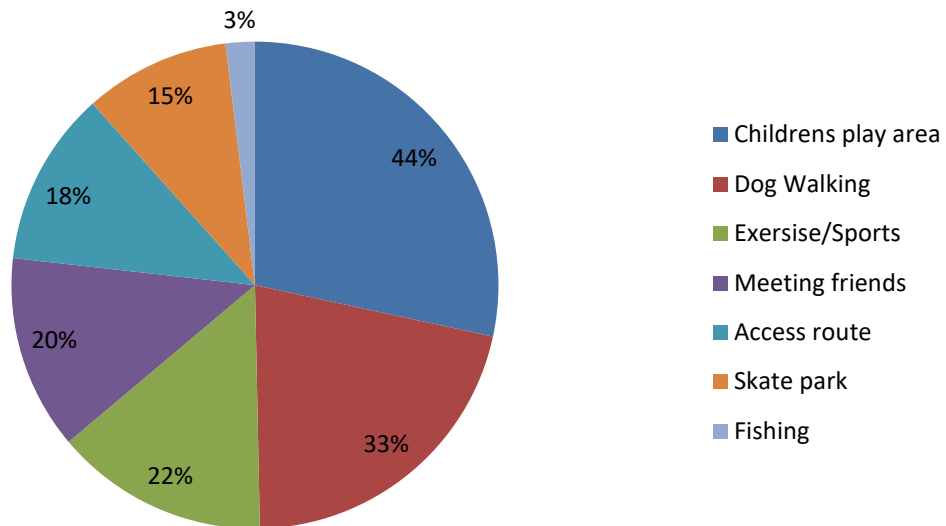
### 2. How often do you visit the park?



### 3. How long do you normally stay n the park?

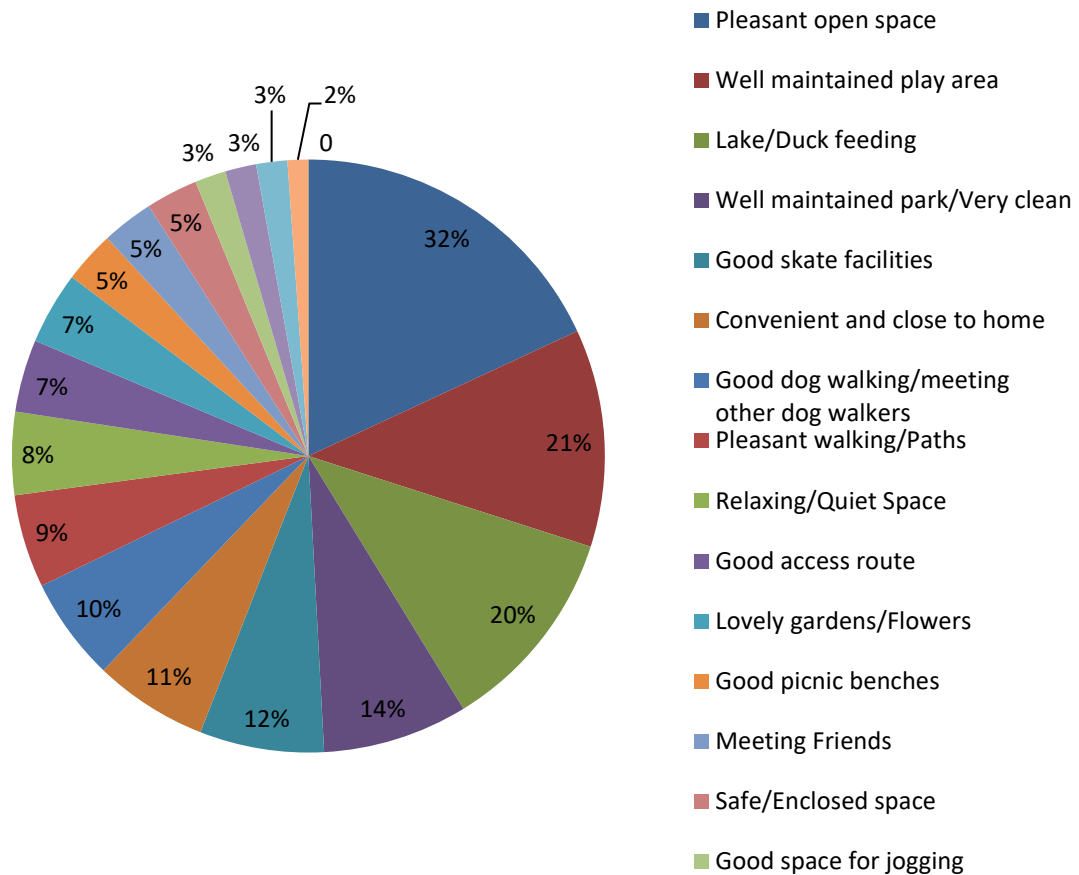


### 4. What is your main reason for visiting? (Multiple Answers)



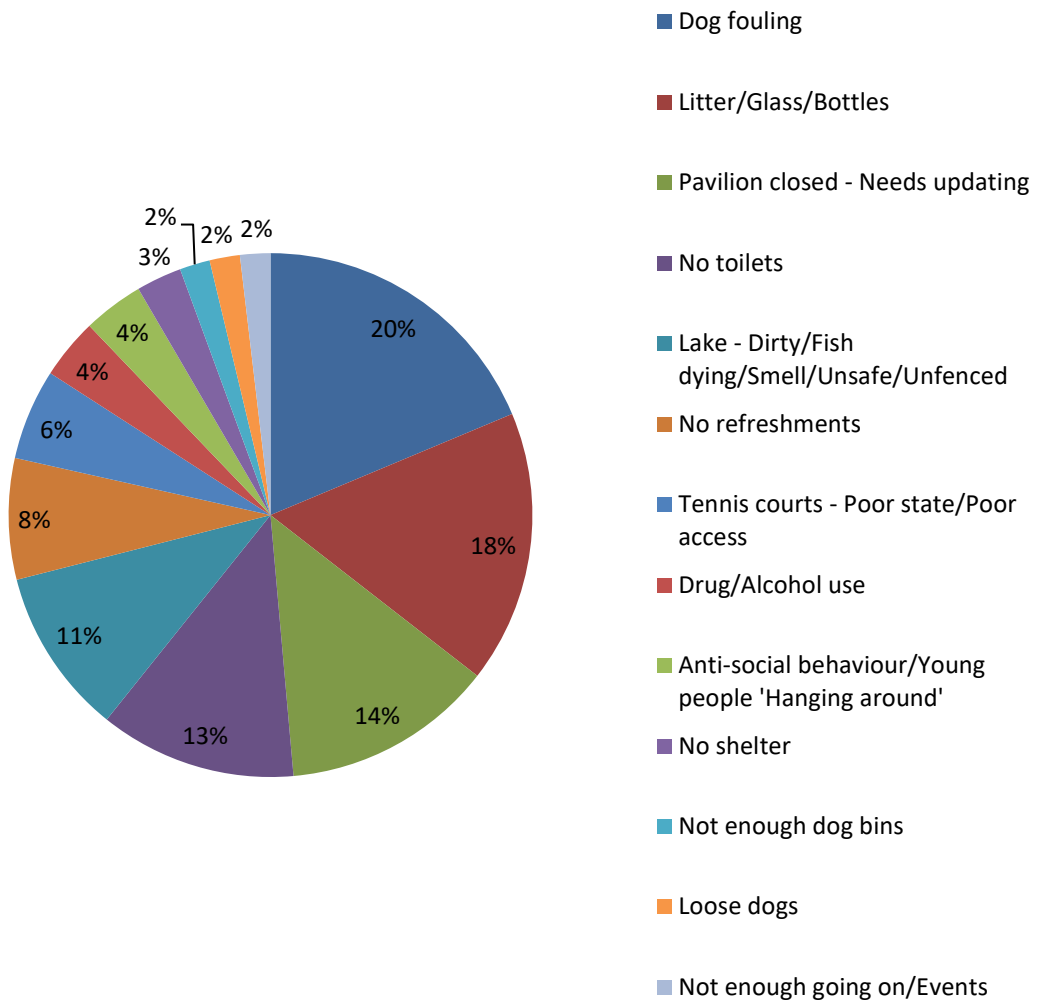
On a scale of 1 – 10 (when 1 is very poor and 10 is excellent), how satisfied are you with the park at present?

### 5. What do you like best about the park? (Multiple Answers)



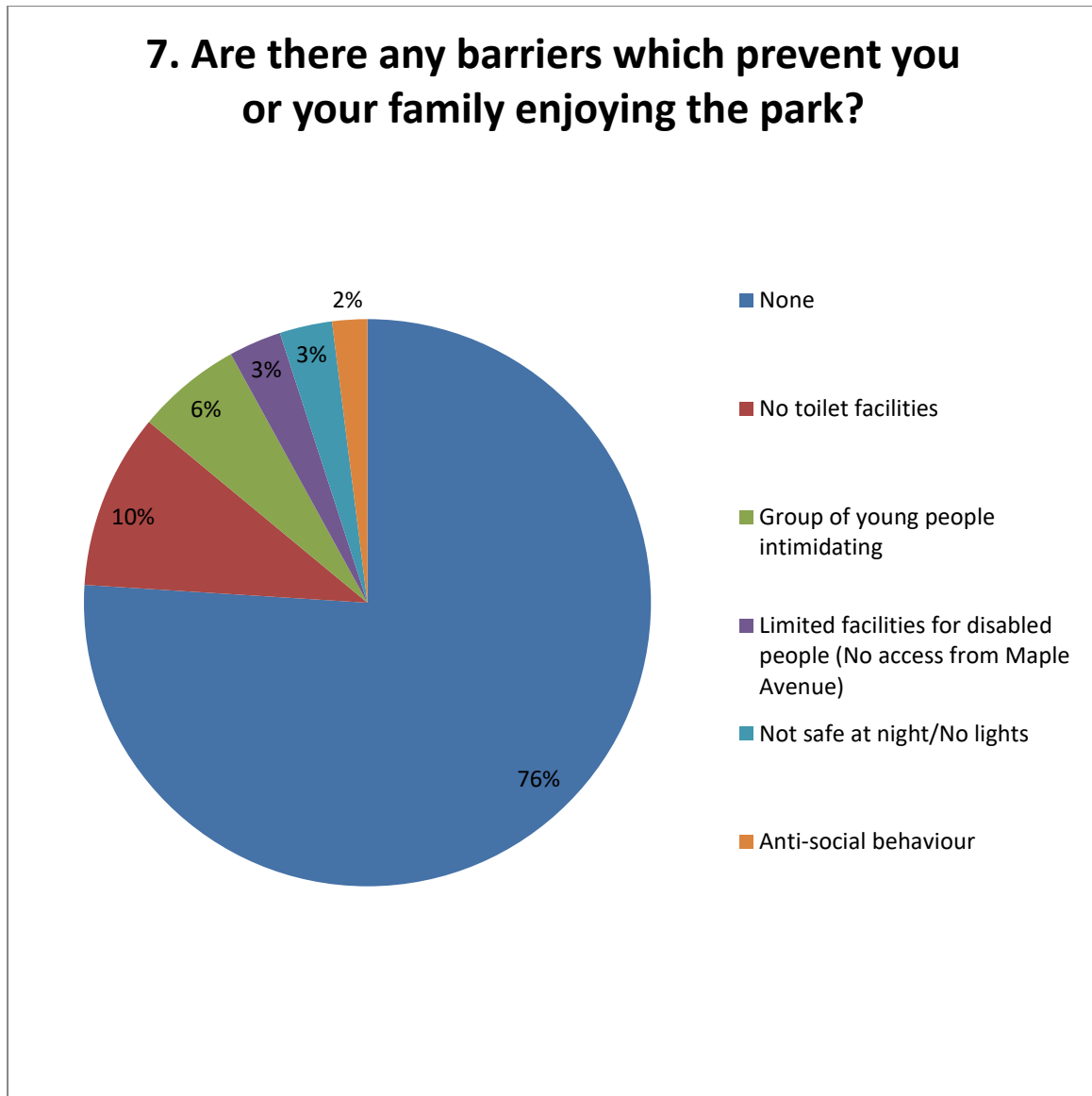
Other – good exercise space, friendly people, safe bike riding and playing for children, good sense of community, football, tennis, ice cream, always open, good facilities, nicest park in Macclesfield, history, pavilion now open

## 6. What do you like least?



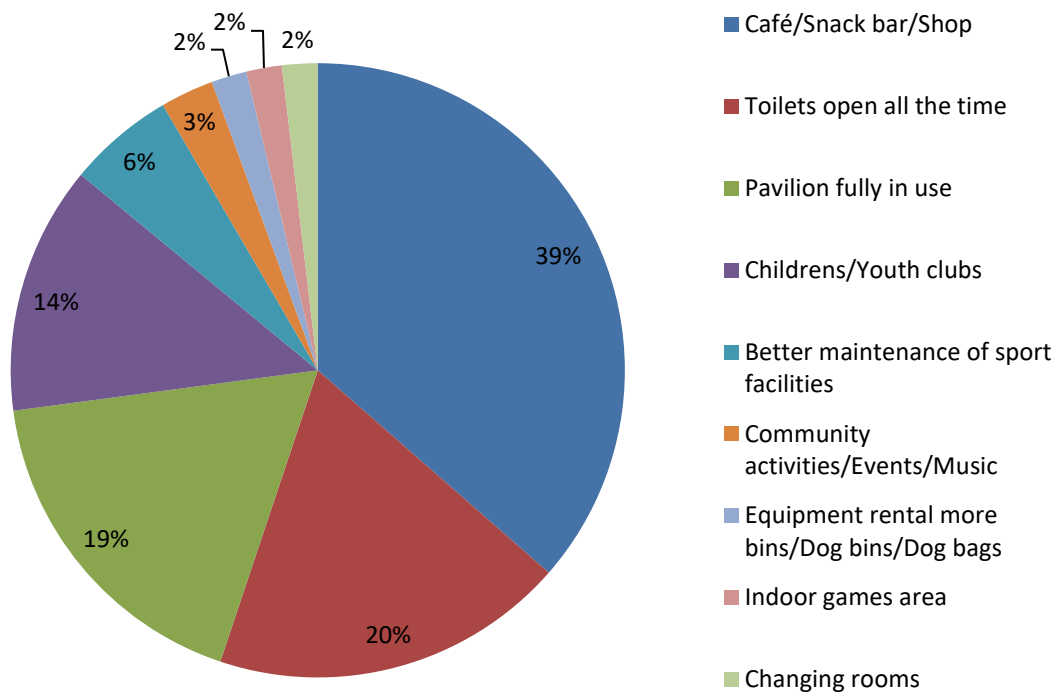
40% related directly to the pavilion building, no shelter, no toilets etc

Other – poor sports facilities, damage to trees and shrubs, fitness instructors who act as if they own the park, lack of respect for flowers, park outdated, golf course needs attention, graffiti, band stand needs renovating, no baby / toddler facilities, the park feels ‘unloved’



Other – drug use in evenings, no parking for large minibus, loose dogs, badger holes, scum on the lake – dangerous for dogs

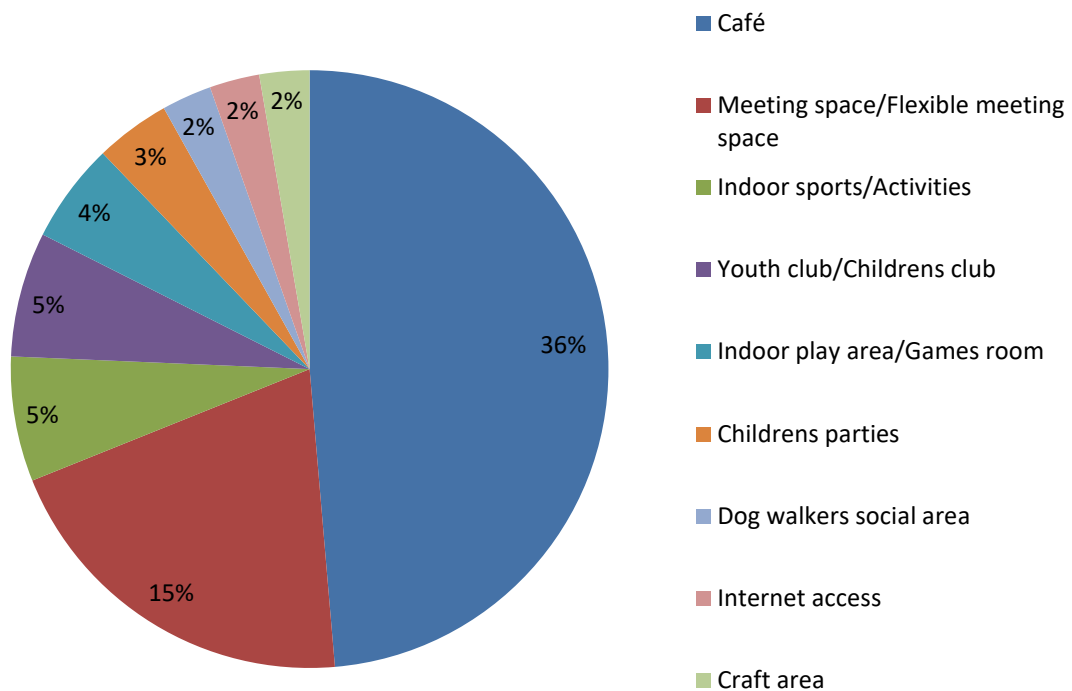
## 8. What additional facilities would you like to see?



### Other -

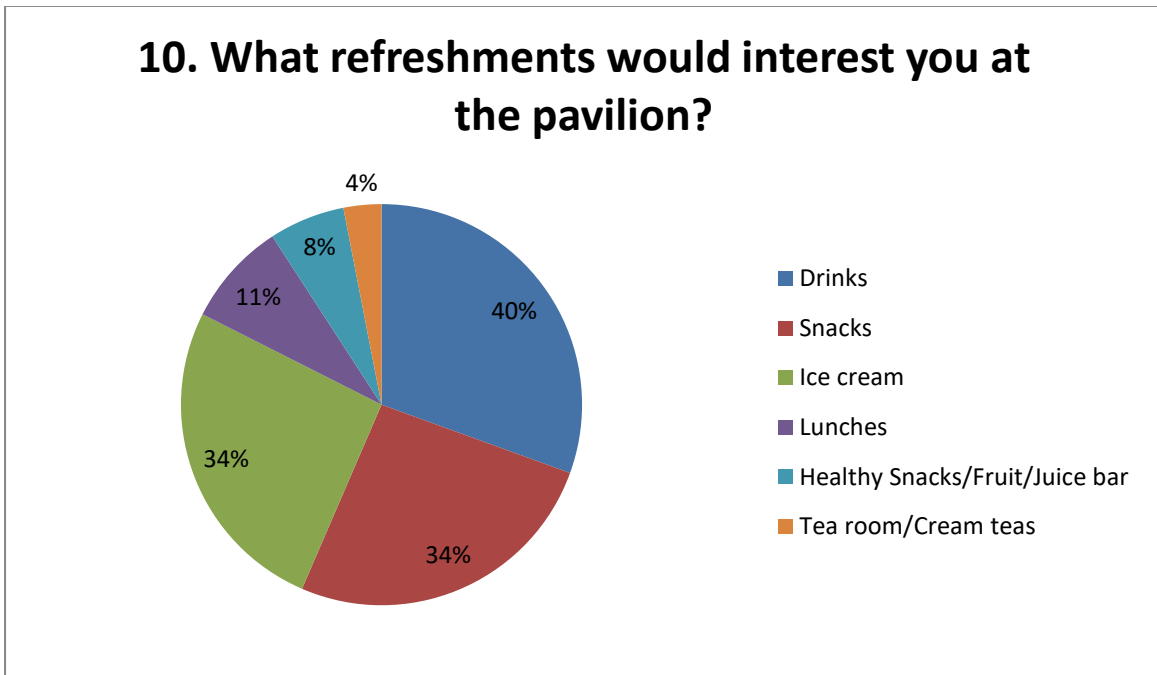
Café open in the early morning, holiday play schemes, baby change facilities, music, space for children's parties, rentable rooms, outdoor seating, mini golf, ice cream, taster sports sessions, better information, more benches, mini golf, fitness classes, football nets, toddler activities, indoor soft play, shelter, band stand used, computer access, indoor games area, outdoor gym, music festivals, nature trail, treasure hunt, water for dogs, graffiti wall, climbing wall, water fountain, outside tables, café serving local produce, parts of the park set us as wildlife areas, gardening scheme, open air cinema, local bands competition, outdoor trampolines.

### 9. How do you think the pavilion could be used?

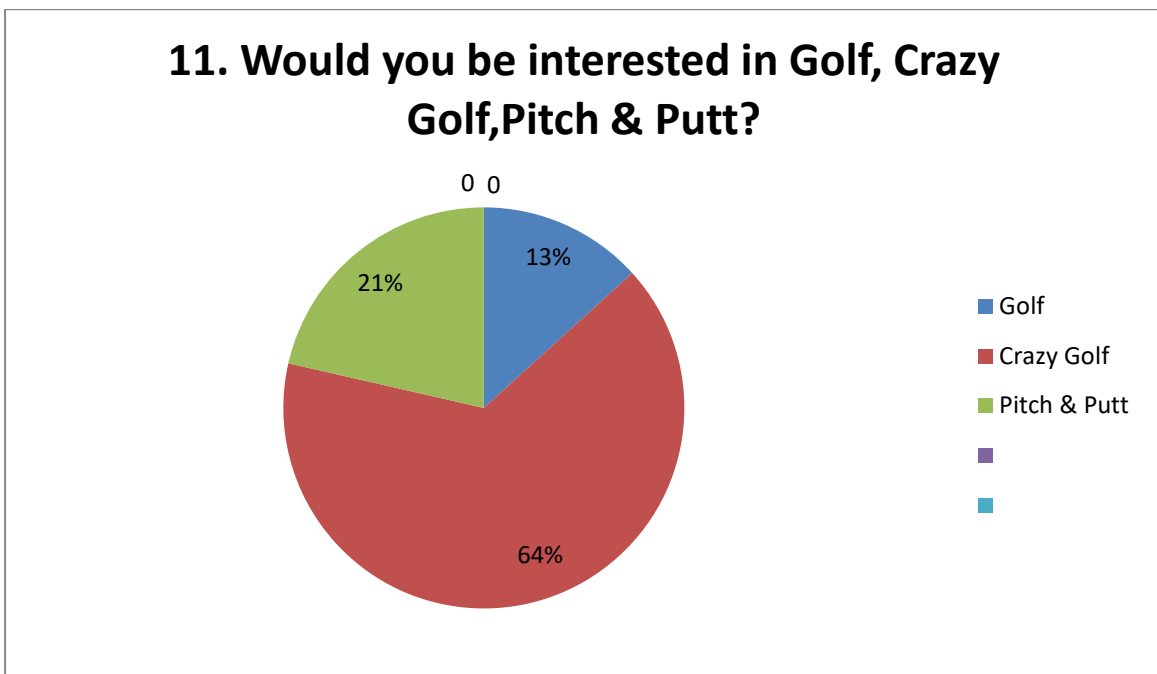


Other – crèche, shop, equipment rental, changing rooms, parents and tots, shelter, Scouts / Guides, function room, teaching activities, learning new skills, wedding venue, lunch club, chill area, rentable space for meetings etc.

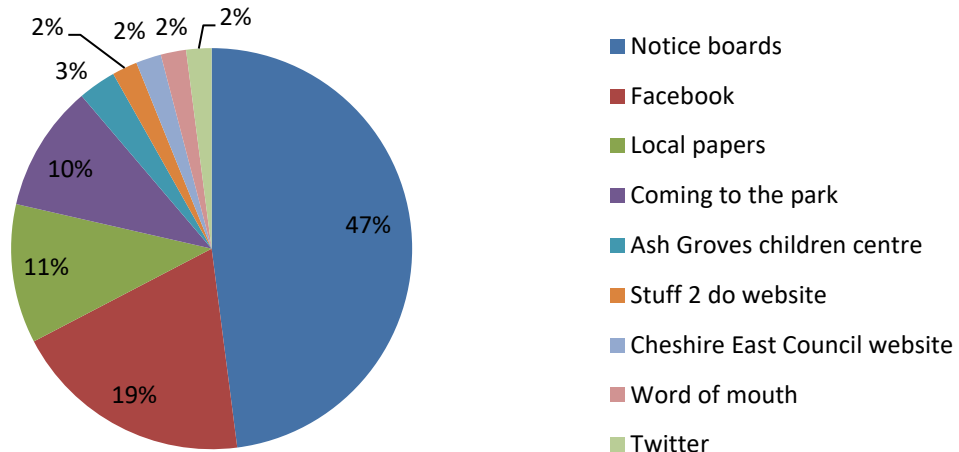




Other – cooked breakfast, local ice cream, beer, healthy foods grown in the park, cakes, candy floss.

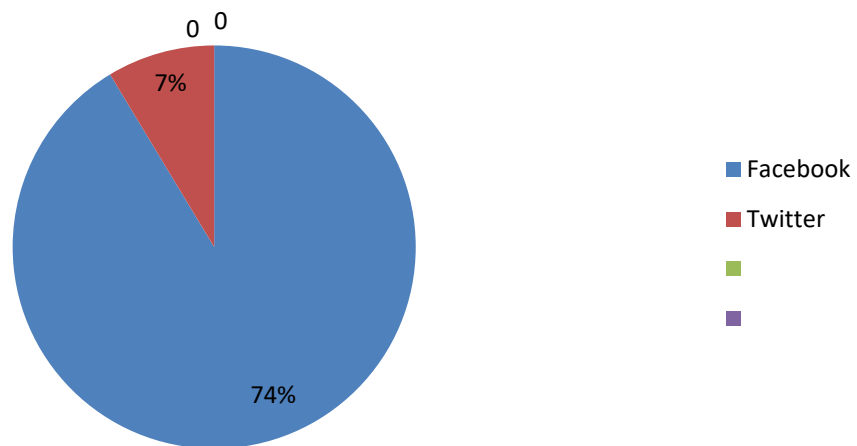


## 12. Where do you find out whats going on at the park?



Other – Internet, asking others, Town Hall.

## 13. Would you be interested in a S:Parks Facebook or Twitter account?



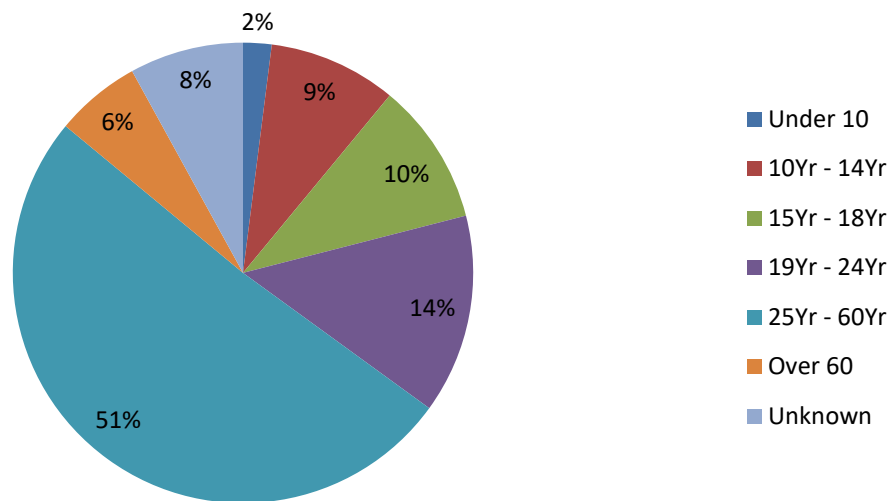
Is there anything else you would like to say about the park or pavilion?

- Having the pavilion open would be great
- The idea of a revamp is wonderful
- Needs a good lick of paint
- Shame it's been left – something needs to be done with the pavilion

- Good luck with the facelift – local parks are very important to the community
- Christmas carol service on the bandstand?
- More events and summer schemes
- Separate Play Park for toddlers
- Updated, bigger play area, more swings
- Generally a nice park – just needs to be used
- Good for young people
- More events – ice skating rink, music, Christmas market
- More events – funfair, circus, music events, and car boot sale
- I would be pleased to see the pavilion in use – sad for a good opportunity to be missed
- We are lucky to have such a large open space on our doorstep – thank you for your efforts. The pavilion open at least for toilets would be great
- Zip wire needs fixing
- More activities for older people, music festival, exhibition, graffiti workshop
- Music events – something young people will respond to
- Pavilion needs renovating
- Needs to be better used – Great Park but not enough going on
- Get the pavilion open – café would be perfect
- Good park – plenty for everyone
- Lovely Park, nice and big, well maintained
- More dog bins please
- Great park but could be better used
- Pavilion needs updating / using
- Good, but courts and pavilion need improving
- More info / updates on what's going on in the park
- Music festival and the bandstand being used
- Music festival, dog shows
- Really nice park, just the pavilion that needs sorting out
- Grounds maintenance is brilliant
- Football played on the basketball court
- I love it!
- Bigger play area
- There's always room for improvement, park is beautiful; changing facilities would be good
- Would be good to prioritise concerns about the fish and wildlife
- The park is amazing!
- Accessible activities for people with learning difficulties
- More events, use of bandstand, South Park festival, better events promotion
- Very busy in summer – used to be really well used but kids play on computers now
- Indoor play area
- Great idea, glad it's opening
- Pavilion needs a refurbishment
- Toilets open when events are on. Good turnout for Macclesfield Youth Band every Sunday during June and July
- Pavilion could be developed in to a community facility
- Pavilion is an eyesore – needs updating and using
- One of the tennis courts could be converted for basketball
- Please lock the gates at night (including car park)

- Fun days, toilets, refreshments, first aid
- Bands playing, dog shows, annual event, better security
- Great Park!
- Dog classes, puppy training, family / changing facilities
- Lovely – just wish it had more facilities!

### 14. Age profile of those completing the questionnaire



## 2022

### PUBLIC CONSULTATION REPORT: SOUTH PARK PAVILION

#### 1. BACKGROUND

Macclesfield Town Council conducted a series of public consultation events in preparation for a proposal to replace the existing dilapidated pavilion in South Park.

Outdoor events in the park were held throughout August at an International Youth Event, the Mayors Centenary Picnic Celebration, SPARK event and also at the Treacle Town Market.

This report provides an overview of the consultation.

#### 2. METHODOLOGY

The method chosen was a series of interactive exhibitions using numbered panels linked to a questionnaire.

This method has been used previously in support of Planning For Real Events and use to support business planning and grant applications.

Respondents were encouraged to complete the tick list on the questionnaire so that a statistically verifiable body of evidence could be produced. They were also asked to provide their unstructured opinions.

For simplicity, questions were divided into considerations of building usage, design and toilet provisions.

#### 3. SUMMARY OF STATISTICS ARISING FROM QUESTIONNAIRES

##### 3.1 Respondents

A total of 730 questionnaires were completed over the four events. It was evident that most respondents were local and were enthusiastic about the proposed investment. For simplicity this can be summarised as:

	Youth Event	Picnic	SPARK	Treacle
Returned questionnaires	29	244	255	201
Local residents	96.55%	93.8%	97.13%	94.1%
Favour investment	96.55% (28)	92.12% (224)	91.33%(232)	94.52% (189)

3.2 The support for investment was found to be overwhelming with only a handful questioning costs.

3.3 There were more families attending the park based events than the Treacle Town Market

exhibition and a perceptible difference in the weight given to the questions, particularly on design.

#### 4. USES FOR THE BUILDING

4.1 Respondents were questioned about their preferred uses for the building. The following table illustrates the preferences in order.

Use	Preferred use	%	Overall position
Cafe	691		1
Use for family events	340		2
Arts exhibitions	334		3
Food fares	333		4
Comedy nights	330		5
Chill out area	277		6
Charity Events	258		7
Fitness and dance	248		8
Yoga/Pilates	185		9
Event space to rent	202		10
Indoor Sports	175		11
Education and training	165		12
Quiz nights	157		13
Meeting Rooms/local clubs	154		14
Rentable Space	126		15
Wedding venue	78		16

#### 4.2 SUMMARY OF UNSTRUCTURED COMMENTS REGARDING OTHER USES

Respondents were asked what else should be considered within the building. The % of unstructured comments was more prevalent at the park based events. These can be précised as follows:

Use	Frequency of reference	comment
Outdoor golf/pitch +putt, frizby golf	5	
After school club/ youth club/	7	
Soft Play for toddlers	4	
Baby classes	3	
Licensed bar /late opening	8	
Outdoor café spaces/outdoor seating	19	
Water fountain/ dog water	5	
Splash pool	3	
Evening bistro/restaurant	2	
Better wheelchair access in park	6	
Live music/buskers/ theatre/plays/cinema	8	
Artists exhibitions	2	
Cycle racks/ cycle lessons and maintenance classes	6	

More car parking	5	
Better security, CCTV, lighting at night/polic post	12	
Showers/bathing/changing	3	
Information point/citizens advice/	3	
Sensory garden	3	
Education/workshops	4	
Christmas fare's	2	
Use as hub for outdoor sports/community events	5	
Use as hub for indoor sports events	3	
Sell duck food	1	
IT charge points	1	
Special toilets for children	1	
Ice Cream stall/ pop up shops	2	

### 4.3 COMMENTRY ON USE PREFERENCES

From this table support for the café use and concerns over security (RED) are self-evident.

In conversation with respondents there was appreciation for the 3 outdoor events and a desire for more of the same.

The overwhelming support from all groups for the new pavilion with a large café and external patio is clear. Respondents were enthusiastic about the wide range of potential uses and evening opening. The marketing, management and business plan will need to cater for specific groups of users and their specific needs.

**Mums with young children:** soft play, children's toilets and nappy changing, café, accessibility

**Evening users:** bar, bistro, theatre. Concerts, music, comedy nights.

**Park Users: runners, cyclists, walkers/strollers:** changing, water, cycle racks

**Recreational Users:** art exhibitions possibly with art for sale, educational events, chill area possibly with books, food fares

**Active sports adults:** outdoor and indoor events and competitions, pitch and putt, equipment hire

**Older adults:** disabled, seating, sensory gardens, accessibility

If the pavilion is to be mutli functional and attract weddings, family parties etc there will need to be operational segregation of the maintenance and rangers areas.

## 5. DESIGN PREFERENCES

5.1 Five designs were promoted for consideration. A number of respondents voted for more than one scheme.

The overall result was:

scheme	preferred	%	Overall Position
--------	-----------	---	------------------

Scheme A panel 7	154	21.09	3=
Scheme B panel 8	248	33	2
Scheme C panel 9	156	21.36	3=
Scheme D panel 10	63	8.6	4
Scheme E panel 11	355	48.6	1

There was a noticeable narrowing of views on the Treacle Town day rather than at the park based events. At the Treacle Town event the preferred designs were:

scheme	preferred	%	Overall position
Scheme A panel 7	41	20.39	4
Scheme B panel 8	81	40.29	1
Scheme C panel 9	48	23.88	3
Scheme D panel 10	20	9.95	5
Scheme E panel 11	78	38.8	2

## 5.2 SUMMARY OF UNSTRUCTURED COMMENTS REGARDING DESIGN

Reasons for Choice	Scheme A(7)	Scheme B(8)	Scheme C(9)	Scheme D(10)	Scheme E (11)
Good use of space /size/functionality	31	35	20	7	75
Character./fits in to environment	39	69	31	13	98
Curved roof		27			
Environmentally friendly/sustainable	7	5	1	1	2
Living Wall	2	13		3	3
Turf Roof	3	11		3	
Outside patio area	23	2		2	
Accessibility		2	1		
Ease of maintenance			1		1
Pitched roof/ boldness					14
Elevated views/light					3
	105	164	54	29	196

## 5.3 COMMENTRY ON DESIGN PREFERENCES

There was a noticeable divide of opinion between those seeking a traditional design and those favouring a more contemporary approach.

Scheme B was particularly liked for its curved, stylish design and a lack of apparent bulk whereas traditionalists felt safer with the gables of Scheme E. There was also a clear distinction in those favouring the functionality and elevated views of a two storey proposal in scheme E.

If Schemes B and E were to be improved then there would be merit in providing a large patio/terraced area as scheme A. The bulk and scale of E needs to be examined to deliver a more stylish scheme although its affinity with the character of the site was appreciated. If B is to proceed more attention is needed to the quantity of upper floor space and its accessibility for wheelchairs and prams.



Consultation is required with the planning officers at Cheshire East Council in respect of:

- Scale and Mass
- Impact on trees
- Crown lifting of trees to improve views of the bandstand
- Parking and cyclists Provision
- Landscaping around the new pavilion.
- Sustainable technology

5.4 Respondents were supportive of sustainable design. Macclesfield Town Council will need to determine the cost : benefits of several options which include:

- Ground or air source heat pumps
- Use of PV cells for hot water
- Passive solar gain
- Heat recovery and recirculation
- Rainwater harvesting
- Turf roof
- Living walls
- Superinsulation
- Carbon footprint

## 6. TOILET PROVISION

6.1 Respondents were requested to comment on their preferences for toilet provision.

Separate toilet block for park users	204	27.9%
Toilets in pavilion to be open to park users	446	61%
Unisex toilets	120	16.4%
Separate male and female toilets	488	66.8%
Provision for disabled	191	26.16%
Baby Change provision	225	30.82%

6.2 From the survey and discussion it is evident that people considered that there is a shortage of toilets in the park and that any new toilets need to be accessible for longer. Specialist requirements of young families and disabled need to be included. There is a strong preference for segregation of male and female toilets. Through design it should be feasible to segregate park users from users of the pavilion so that internal events are not compromised.

## **2024 South Park Pavilion Public Works Loan Consultatio**

On January 22<sup>nd</sup> 2024 Macclesfield Town Council opened a public consultation for the purpose of gathering views on applying for a public works loan for £1.25 million to build a new pavilion in South Park. The deadline was set for 23<sup>rd</sup> February 24.

### **Questions**

#### Question 1

Are you in favour of the Town Council continuing ahead with building a new South Park Pavilion

Yes

No

#### Question 2

Are you in favour of the Town Council going ahead with the South Park Pavilion if it includes a council tax precept increase of 10% (£5.21 per year, which is 43p per month for band D households) for the purpose of the loan repayments?

Yes

No

### **Promotion of the Consultation**

The consultation was promoted all over the town in the following ways:

- Front page of Town Council website.
- Posters up in and around South Park
- Posters up in and around wards across town, e.g Grosvenor Centre, Town Hall notice boards, library, Indoor Market
- Communicated to Park Run users via the briefing, and by sharing it on the Park Run social media
- Communicated to Park Fit users at the start of sessions and by sharing on Matt Rigbys social channels
- Town Council social media channels
- Shared to all ward social media channels, plus What's going on in Macclesfield, Macc Chat etc
- Leaflets given out at Town Council events in Macclesfield which was attended by approx. 5000.
- Deputy Mayor of Macclesfield was interviewed on Silk FM
- Full Page advert in local paper Macclesfield Express two weeks in a row
- Paper copies available for posting out and in the town hall.
- Sent to contacts at AZ ,Macc Hospital and many local businesses to circulate to staff.

Photographic examples



Volunteer and Town Clerk giving out consultation leaflets at the Lunar New Year event on the 10th Feb attended by circa 800 people



full page ad in the Macclesfield Express 14/2/24



Tesco Broken Cross community noticeboard



Sainsbury's Cumberland Street community noticeboard



Thornton Square Coop community noticeboard



London Road Coop community noticeboard



Indoor Market



Town Hall



Macclesfield Library



Park Run 27.1.24



South Park Bandstand



SP Pavilion front

Also main South Park car park and entrance onto Maple Avenue



South Park play area



SP Pavilion side

## Reach and Outcome of the Consultation

- The Town Council consultation webpage had 10290 views.
- Town Council Social Media posts on Facebook reached:
 

Reach	9668
Impressions	11426
Interactions	200
- reactions	132
- comments	1
- shares	64
- saves	5
Link Clicks	505
- Town Council Social Media posts on Instagram reached:
 

Reach	4130
Impressions	4503
Interactions	305
- likes	284
- comments	6

- shares 7
- saves 8

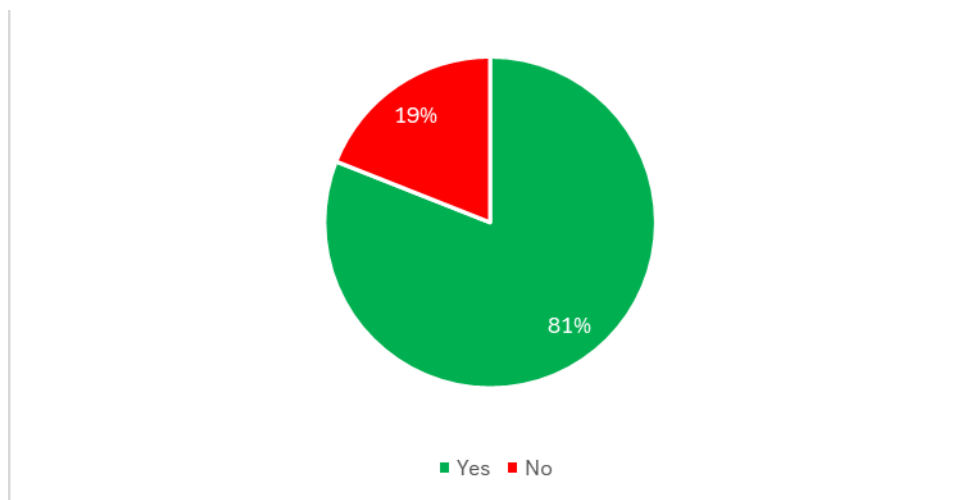
Town Council X (Twitter)  
160 Impressions

LinkedIn  
144 Impressions

- 2000 leaflets given out at events.
- 151 amount of people used the QR code on the posters around the town
- 577 people completed the consultation, 40 were not Macclesfield residents and therefore removed.

The outcome is as follows:

**Are you in favour of the Town Council continuing ahead with building a new South Park Pavilion?**



**Are you in favour of the Town Council going ahead with the South Park Pavilion if it includes a council tax precept increase of 10% (£5.21 per year, which is 43p per month for band D households) for the purpose of the loan repayments?**

