



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/police 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
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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.