

Report Purpose:

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

Author:

Town Clerk, Assistant Town Clerk, Town Centre Manager and Events Officer.

6.1 Events update

Party in the Pews, 25-26th May

See attached report 6.1.1

Saturday Footfall 9,406 vs 9,983 the week prior and 10,193 the year prior

Sunday Footfall (also Treacle Sunday) 15,106 vs 5,126 the week prior and 14,297 the year prior

Macc Pow, 22nd - 23rd June

See attached report 6.1.2

Footfall 10,133 vs 8,522 the week prior and 9,144 the year prior

1261 Festival Weekend and Parade Day, 29th June

Saturday 29th June saw Macclesfield host the first ever 1261 Festival and Parade. The event was to bring people into the town centre inline with the principles of the high street task force to aid the businesses and to bring music, art, theatre and local talent to residents and visitors. The whole event was a tremendous success.

Many local groups and organisations worked tirelessly to make floats and costumes to take part in the parade which was co-ordinated by Macclesfield Community ArtSpace and led by the Mayor and MTC Councillors. We were able to offer a busy day of free fun, education and activity with all the bookable events being sold-out and large crowds for the other drop-in activities. The town was noticeably busy well into the evening with the Chestergate street party and the AfterParty events around town and feedback was overwhelmingly positive. CEC, funded the Afterparty events with Shared Prosperity funding and the Council have reported back to CEC about the impact.

Local businesses are feeding back that they have had great trading this weekend, their best weekend yet this year – in fact one doing better than Christmas.

Total number of audiences for bookable events:

- Cartooning Class -40
- Art class Becca Smith - 40
- New Order tour – 30
- Photography Course – 35
- 400 After Party tickets Sold

Total number of audiences across the Afterparty events:

- Red Willow – 1400
- Proper Sound 80 over 2 nights
- Mash 60
- Snow goose 60 over 2 nights
- Cinemac 180 over 2 nights
- The Cave 70

Note: all recorded and increase

Feedback from attendees of the event included:

'I just wanted to say a massive thank you for all of your efforts today from a Macc Lad. Had a great time and really appreciate it.'

'The after party music festival ... mini glasto. Quality live acts Great musicians'

'AMAZING - please do it again next year!'

'The community spirit! It's so nice to see so many people out and about. Everyone having fun and talking to one another.'

'It was lovely to see how much creativity the town has. Artspace, homestead, the new Macclesfield school of art, the circus skills the puppetry. All amazing and inclusive.'

'It's just great that so many businesses and organisations came together to make the event a success.'

Appendix 6.1.3 shows case studies from 2 of the event holder businesses.

Footfall 14,918 vs 8522 the (normal) week prior and 9,407 the year prior

Macc Pride, 6th July

Completing the Macclesfield events hat-trick was Macc Pride. Always a popular event this year was no exception.

A report from Macc Pride will be submitted to the next Finance Committee but Sue Armitt, Acting Vice-Chair of Macc Pride did submit this quote for the Services Committee:

“We are pleased to report another successful MaccPride Main event in Macclesfield Town Centre Sat. 6 July 2024. The weather was on the whole kind to us, and the showers met with singing to support the acts on stage. A new feature this year was a licensed bar which went down well with the people attending. This year we also had the football to compete against as England played in the semi-finals, and we were pleased that crowd continued to support us to the end. Rich in diversity and queerness, the entertainers were real crowd pleasers, and the Parade/March once again ensured that the protest is still important in Pride as a reminder of the continued need to reduce discrimination and stigma against the LGBTQIA+ community, and others in marginalised groups. “

Footfall 14,480 vs 8,492 the year prior (cannot compare to week prior as it was 1261)
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Do Something Summer

At time of writing we are half way through our Do Something Summer programme which has been extremely well attended thus far. The addition of the town centre climbing wall was a huge success with the company (Orbis Outdoor Adventure) saying it was the most uptake they've had for this type of event, circa 800 children climbing! . Before the event we got in touch with local climbing centre SubStation to offer some cross-promotion for people who had tried climbing for the first time and might want to continue. We also received communication from other local town councils who had seen the event on our socials and wanted to book it in for themselves.

Footfall 8,270 vs 7,339 the week prior and 7,884 the year prior
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General Footfall

Monthly report for June 2024 (last full month available at the time of writing)

- The total number of visitors to Macclesfield in month commencing 27 May 2024 was 259,091.
- The busiest day in month commencing 27 May 2024 was Saturday 29 June with 14,918 visitors.
- The peak hour of the month was 12:00 on Sunday 30 June 2024 with footfall of 2,625.

6.2 Floral Displays

The summer bedding has been completed in the town centre, by the Town Rangers and the barrier plants and hanging baskets by ANSA.

The wildflower areas are blooming and we have received lots of positive feedback:

"I want to offer thanks and congrats for the wildflower meadows dotted round the town. The one at the Sainsbury roundabout is magnificent. I always look forward to seeing it when I go past."

"The flower displays around the town and in the parks are absolutely beautiful. The work involved in making the town so attractive for residents and visitors is greatly appreciated."

The CEC Regeneration team have shared plans and ideas for the 'Macc on Foot' project, which aims to improve the public realm in pedestrian area of the town centre, funded by the Shared Prosperity fund. There will be new planters and benches (in keeping with Castle ST) and bins and planters (predominantly the wrought iron ones) will be repainted along with lampposts etc.

Britain in Bloom judging will take place on 20th August. With a community litter pick taking place the evening prior involving Councillors, staff, local businesses and members of the public.

This years entry included the additional wild flower areas as mentioned above, the train station, Victoria Park, Ivy Bank School, areas currently looked after by Macc Wild Network, the Tunnicliffe Garden at the Silk Museum, the planters that local businesses have put out, the Totally Locally planters and the large yellow planters on King Edward Street. Plus the planters around town maintained by our wonderful Rangers.

The committee and all those involved must wait until the award ceremony in October to find out the results.

6.3 Festoons

Cheshire East Council regeneration team have successfully bid for UK Shared Prosperity funding to deliver a 'Macc on Foot project'. This project can only fund capital spend, which must be spent by March 2025, but means there is a fantastic opportunity for the town to have new furniture, planters and festoon lighting. Therefore, ongoing maintenance needs to be considered and MTC have been approached to assist with potential costs.

Firstly, as part of this project, they would like to look at the possibility of installing some festoon lighting on Chestergate utilising the anchor bolts already in place for the Christmas lighting. We have been liaising with our current lighting provider to see if this would be possible (to have both festoon lighting and festive lighting up at the same time). They have confirmed that this would be possible and have provided a photograph of how this may look overleaf.

If the festoons are in place, putting up the Christmas lights will be a more time consuming and intricate task. We have been advised that the **additional** cost this year for the installation of the Christmas lights around the festoons would be £775 + VAT. This would be an ongoing annual cost to commit to.

Secondly, there will be new benches which will be similar to those on Castle ST, and there could be potential maintenance for these also. We are seeking a potential cost of replacing the lights under the bench and any other common issues.

ACTION – Committee to consider approval of the above cost for maintenance of new festoon lighting on lower Chestergate.

