

Progress against the actions of the Macclesfield Town Centre Recovery Plan – FEB 2025

Action	Agreed Next Steps	Progress Assessment	Updates
a) Undertake continued engagement work with town centre residents, particularly workers to keep up to date with their needs and a focus on unemployment and schemes available to support	<ul style="list-style-type: none"> - Set up a communications sub group - Audit digital/physical comms channels - Raising the profile of the voluntary sector and looking at increasing/training up volunteers 		<ul style="list-style-type: none"> - Focus on volunteering opportunities – promote them – community response sub-group - MTC website now linked to CVSCE so Macclesfield volunteering opportunities can be accessed. - Comms increased by MTC including: radio interviews with Silk FM & Churnet Sound, tri-fold boards around the wards of the town, articles in local paper and online press, partnering with local “day out” social media sites etc - All actions complete – ongoing work continues.
b) Use existing schemes such as ‘People Helping People’ to support vulnerable residents, both those living in the Town Centre and elsewhere. Encourage and support resilience and continued ability to deal with future crisis	<ul style="list-style-type: none"> - Develop case studies of people that have accessed such support. - Create a summary of services for local media promoted through various comms channels 		<ul style="list-style-type: none"> - Ongoing action – Covid crisis moved into Cost of living crisis and therefore support services are still vital. - The Macclesfield partnership meeting is held roughly every 4 months. These meetings bring together partners from education, charities, the NHS, Police, Cheshire East Council and Macclesfield Town Council. They are valuable in forming connections and ultimately working together on projects. - The Food Network meets once a month on zoom. The aim is to connect all of the surplus food groups and food banks to try

			and work together to ensure all needs are covered within the area.
c) Building upon existing schemes such as 'Shop Safe Shop Local', undertake an education campaign around mask wearing and social distancing, with a key focus on the sunflower lanyard	<ul style="list-style-type: none"> - Continue with local campaigns as appropriate - Refer to action (h) 		<ul style="list-style-type: none"> - Town Centre Manger working with local shops and businesses resulted in Totally Locally revived and doing well. - UKSPF Fund for Indoor market refurbishment- scheduled finish 2025. - MTC agreed £20000 for signage for around the town.
d) Provide new toilet facilities	<ul style="list-style-type: none"> - Continue to pursue a location for a new facility 		<ul style="list-style-type: none"> - Public toilets and Changing places toilet provided in Indoor Market. - MTC continue to support ST Mikes Church who open their toilets for Treacle market and Town centre events.
e) Potentially bring together existing mechanisms such as Macc App and Treacle Traders to build a Macclesfield Website to promote the town	<ul style="list-style-type: none"> - Refer to action (a), audit of current comms platforms 		<ul style="list-style-type: none"> - Private apps in place - No further actions at this point.
f) Explore opportunities to develop Macclesfield heritage, culture and art trail	<ul style="list-style-type: none"> - Link in with existing art and culture group facilitated by CEC 		<ul style="list-style-type: none"> - Art Trail complete by CEC on website and in Visitor Information Centre. - Ian Curtis mural in Town centre near Bus Station. - Museum on Street project to be complete 2025 - Mural planned for lower Mill St by TC on 'Woman's Town. - MTC working with Artspace and Silk Museum on events to direct footfall around the town.

			<ul style="list-style-type: none"> - MTC created 01625 Gallery from 2 unused phone boxes which is open for artists to exhibit in. - Bid submitted for additional UKSPF funding in 25/26 for Market Hall to cover public art provision. - Silk Heritage Trust has secured funding to develop its offer in the Museum and the unique Paradise Mill to attract more visitors to the Town Centre
g) Develop retail and business network for Macclesfield and building upon existing networks such as Marketing WAM	- Set up a comms channel/mailling list for local businesses		<ul style="list-style-type: none"> - Totally Locally Revived - Macc Means Business has regular meetings.
h) Develop Shop Local campaign and scheme, building on existing practice	<ul style="list-style-type: none"> - Continue with current campaigns as the opportunity arises - Explore resurrecting Totally Locally 		<ul style="list-style-type: none"> - Totally Locally is now vibrant in town, supported by Town Council with social media pages. - Town Council social media supports local businesses. - Town Council always use local suppliers where possible.

<p>i) Set up a sub-group to explore the potential of developing outdoor hospitality facilities and use of space</p>	<ul style="list-style-type: none"> - Set up outdoor hospitality sub group - Explore public opinion on greater pedestrianisation in the town centre 		<ul style="list-style-type: none"> - First meeting on 14th April and now meeting monthly - Going forward on pedestrianisation – Chestergate consultation held and Levelling Up Bid submitted but unfortunately unsuccessful (CEC) - Agreed with CEC Highways that signage for pedestrian zone needs to be made clearer to discourage drivers entering - Successful delivery of Five Clouds area - Challenges around Sunderland Street – meeting demand and expectation – longer term traffic modelling - Feasibility study budget obtained for Park Green by CEC but unfortunately no responses to opportunity whilst funding available- - Temporary licencing of area for outdoor seating by Red Willow agreed with CEC Assets and Parking teams - Peaks and Plains The Crossing building built and they are working with local businesses in the proximity.
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j) Explore the possibility of bringing together all town centre events 'kit' including market stalls and provide power points in public spaces to enable further events	<ul style="list-style-type: none"> - Hospitality sub group (see action (i)) to explore further - Review and consider options to explore further market offering 		<ul style="list-style-type: none"> - Creation of kit from Welcome Back Fund by CEC to MTC to use and look after. - Kit comprises of: <ul style="list-style-type: none"> o Deckchairs o Gazeboes o Tables and Chairs <p>The kit can be loaned to community events organisers by booking with Town Council.</p> <ul style="list-style-type: none"> - Town Hall external electrics have been upgraded and clear policy of usage and charges in place.
k) Host a community Fair/Festival/ Eco-summit	<ul style="list-style-type: none"> - Environment subgroup to be set up and work alongside existing ECO-summit group 		<ul style="list-style-type: none"> - Eco Summits have been held included in Nature Needs you event in West Park. - 1261 Festival held and will continue annually - Programme of events provide by MTC, further events provided by the community e.g Macc in May
l) Create a central list of businesses and their offer, together with events and activities	<ul style="list-style-type: none"> - Pursue the expansion of the mailing list created under action (g) to provide more in depth information about businesses and their offer (requires business support) - Explore options such as information points to communicate to those who don't use the internet/social media 		<ul style="list-style-type: none"> - Events are listed on MTC website - Totally locally has mailing lists of independent shops. - Chamber of Commerce also in touch with many businesses.
m) Create a list of community spaces to use and rent	<ul style="list-style-type: none"> - Community Response group to explore and identify potential community spaces 		<ul style="list-style-type: none"> - MTC hold the list

n) Further promotion of this to wider community and places of work, utilising existing mechanisms	<ul style="list-style-type: none"> - Refer back to action (a) - Creation of posters and banners to promote further 		<ul style="list-style-type: none"> - MTC Comms include: -
o) Pursue and engage with absentee landlords	<ul style="list-style-type: none"> - Promote pop up shop available in Grosvenor Centre - Engagement with absentee landlords to be explored as part of the wider regeneration strategy (see longer term actions) 		<ul style="list-style-type: none"> - Continuing attempts taking place to contact absentee landlords. NEW MP to coordinate
p) Explore possible usage of the Town Hall and other assets in the town for new uses	<ul style="list-style-type: none"> - To be explored as part of the wider regeneration strategy (see longer term actions) 		<ul style="list-style-type: none"> - Town hall Feasibility Study completed in May 22 - CEC using building more as they consolidate other buildings in Cheshire East - Silk Heritage Trust working with Cheshire East Council to display paintings from the West Park Collection on a long-term basis in the Town Hall - Make it Macc completing feasibility study on M&S building
q) Develop more attractive shop front support scheme	<ul style="list-style-type: none"> - To be explored as part of the wider regeneration strategy (see longer term actions) 		<ul style="list-style-type: none"> - MTC conservation area appraisal – ‘good practice’ examples - MTC Character Assessment complete and on MTC website. - MTC commissioned a shop front guide – to give businesses ideas how to improve their shop fronts and help the town keep its character. - MTC introduced ‘Glow Up’ grants to fund shop front upgrades.

r) Develop a Delivery Cooperative. Inform residents of schemes to help them find employment e.g. New Leaf, Journey First	<ul style="list-style-type: none"> - To work with ELOV with a view to rolling out on a larger scale - Map and promote employment support schemes across Macclesfield - Explore and communicate opportunities for retraining and volunteering 		<ul style="list-style-type: none"> - ELOV supported by MTC provide unique delivery service for environmentally friendly deliveries. - JCP have all employment providers in Macclesfield. - CVSCE advertise volunteering opportunities
s) Develop centralised volunteering programme	<ul style="list-style-type: none"> - Scope the potential for town ambassador programme 		<ul style="list-style-type: none"> - CVSCE coordinate volunteer opportunities across Macclesfield.
t) Support wider active travel activities and linkages to wider sustainable transport policy	<ul style="list-style-type: none"> - To be explored as part of the wider regeneration strategy (see longer term actions) 		<ul style="list-style-type: none"> - Black Lane cycleway improvements (CEC) - MTC introduced free to ride bus days on event weekends plus during summer holidays for 'Do something summer weekends' - CEC and MTC doing lots of work around this – 20 is plenty campaign- current consultation out by CEC. - MTC funds and supports a Bikeathon to encourage people to get cycling. -
u) Create more green spaces in the Town Centre in the longer term	<ul style="list-style-type: none"> - Pursue conservation area appraisal and conservation management plan for town centre conservation area - Explore options for increasing more greenery in the public realm as opportunities arise 		<ul style="list-style-type: none"> - Bus Station Pocket park completed (CEC) with ongoing upkeep by MTC rangers. - Rangers working all around the town increasing planters where possible e.g Kind Edward St - Macc on Foot project by CEC providing benches and planters to refresh the town with MTC collaboration to upkeep.

v) Support parking improvements	- Pursue options for introducing EV charging points - Explore possibilities for increased cycle storage provision in the town centre		- Further Cycle Storage Provision on Castle St. - EV Chargers planned for Summer 25 by CEC
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Highlights

Help for Businesses

- Outdoor eating areas at Upper Market Place and outside Red Willow and the fountain have been created and continue to thrive.
- MTC provided Glow Up Grants for businesses to upgrade shop fronts.
- Programme of MTC planned and sponsored events to increase footfall.
- Trails planned with maps for Halloween, easter and Christmas, brings in footfall to the shops.

Secured Funding for:

- Public toilets provided in the indoor market including a Changing Places toilet for the town.
- Town Centre kit of deckchairs, gazeboes and table and chairs to be used at events. The community borrow the kit often and it can be booked through MTC.
- Museum on the Street – information boards of useful and interesting facts to go around the town.
- Macc on Foot – to replace benches, bins and planters to refresh the town centre.
- Indoor market refurbishment

Greening

- Pocket park created in town
- More planters and hanging baskets where possible
- Totally locally planter project around town

- MTC recruited many Britain in Bloom volunteers to work on the planters and projects
- Macclesfield and the community has won several golds over the years at Britain in Bloom

Art Culture

- Ian Curtis Mural complete
- Museum on the st
- Art Trail by CEC
- Further Mural coming
- Silk Trust gaining funding for Paradise Mill, to increase Visitor impact.