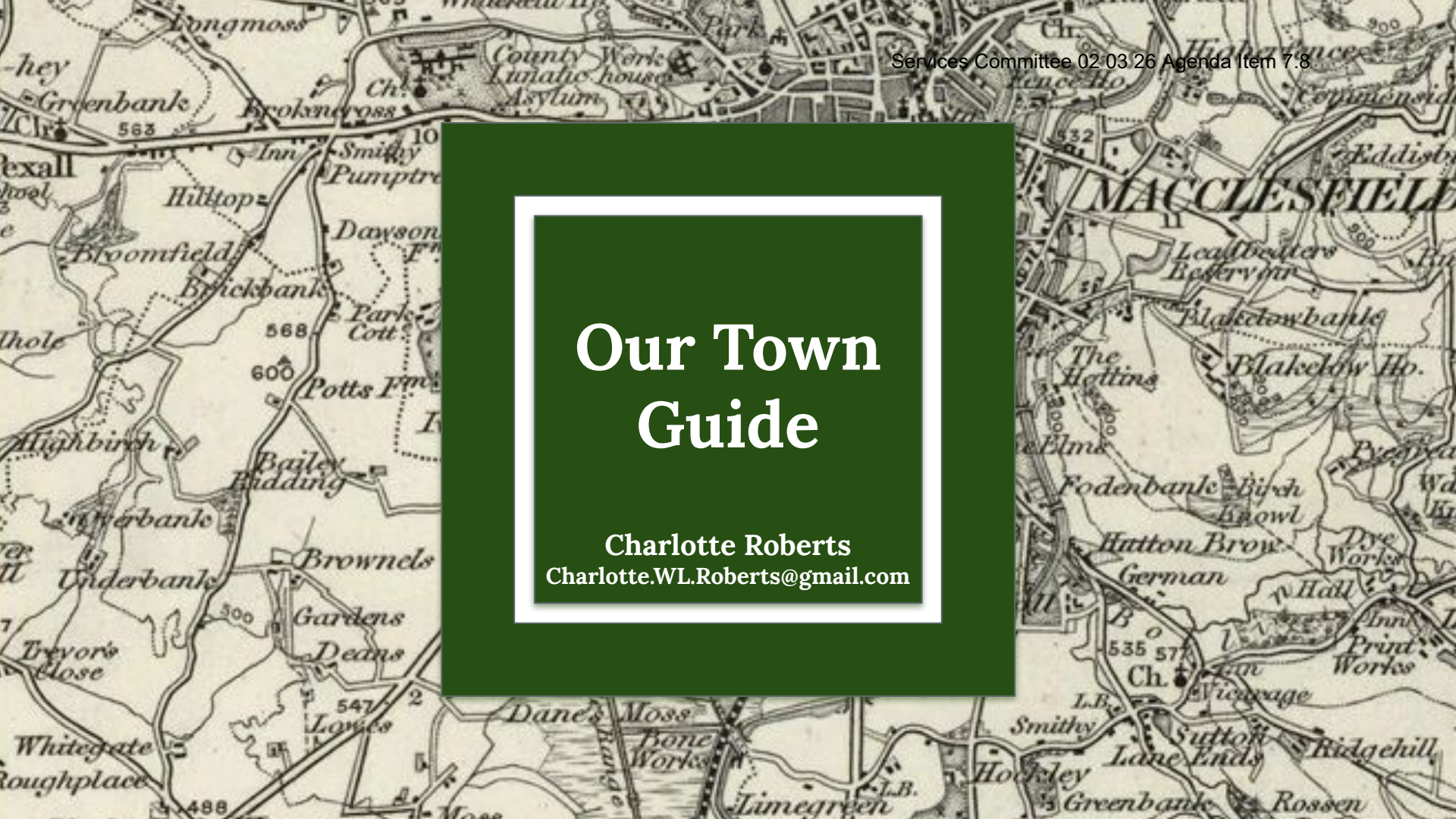


Our Town Guide

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Introduction

The aim of this presentation is to pitch a brief overview of my vision of the Town Guide for Macclesfield. All ideas shown in this presentation are flexible and open to critique.

Our Town Guide should be: Historical, Informative, Easy-reading.



Introduction to Me

I am a Macclesfield local. I have explored much of the peak district, picking up and flicking through many town guides over a quick cake break. Currently, I have a degree in creative writing and am working on a masters in archiving. I also volunteer weekly at the Silk Museum, working in Paradise Mill and with visitors, Meaning I have gained an extensive knowledge of both the town's stories and what visitors are looking for. I am also a photography, with an A-level in Photography. All of the photos used throughout this pitch are mine.

My email is: Charlotte.WL.Roberts@Gmail.com

My portfolio of Photographs can be found on Instagram at:
[@Charlie18R](https://www.instagram.com/Charlie18R)

A short segment of my writing will be attached to the email.

Target Audience

There are three prime audiences for the type of travel that brings visitors to Macclesfield (Historical and Hiking), this is extrapolated from both the National Trust figures and my own experiences with visitors at the Silk Museum:

- Family Fun Visitors- People, often with kids, looking for quick activities that can be completed without much preparation.
- Incidental Visitors- People who are in need of something to do to fill a few hours.
- Enthusiast Visitors- People who are looking for a full experience, long hikes, learning experiences and new stories.

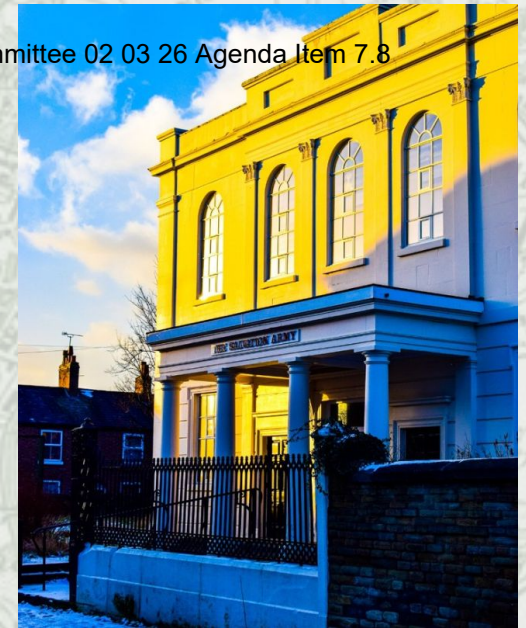
All visitors should be considered on every page of the guide.



Guide Focus 1 : Historical

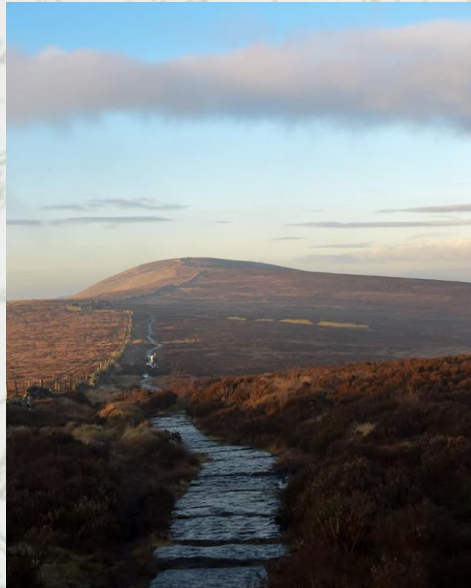
The first focus of the Town Guide should be the historical weight of the town. We have a long history that can attract people for many reasons, along with a long history of fun and freaky facts and fairytales. I would like to bring many of these into the forefront throughout the guide.

- Our Medieval History
 - The Former Castle
 - The Asylum
 - The Macclesfield 100
- Our Weaving History
 - The Mills all over town
 - The Silk Museum
- And Our Modern History
 - Joy Division Tours
 - The Barnaby Festival
 - The Treacle Market



Guide Focus 2 : Hiking

The second focus should be the access to the Peak District we offer. Buxton's Town Guide does this very well, marketing themselves as the 'gateway to the Peak District'. We should be aiming to tap in to the same market as we are placed with equally good travel connections. We have a variety of easily accessible walks and our bus services take you to the doorstep of some stunning views.



- Walks that take you outside of Macc will be labeled day trips:
 - White Nancy
 - Tegg's Nose
 - Macc. Forest
- However there are plenty of walks within Macc that are perfect for short trips:
 - The Canal
 - Dane's Moss
 - The Medieval Boundaries

Suggested Format

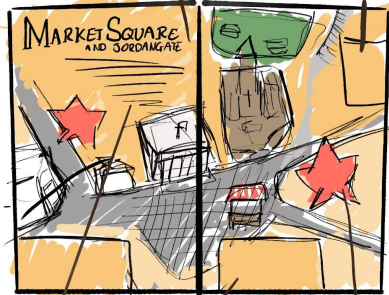
A brief overview of the format of the guide:

- Title Page (Front Cover)
- Introduction and Contents Page (Inside Cover and first page)
- Sections of Town (Two page spread each)
 - Town Centre and Jordangate
 - Chestergate
 - Waters Green
 - Park Green
 - Mill Street
- Out of Town activities (One page each)
 - Walking Routes with detailed guidance.
- Detailed Map (Back Cover)

THUMB NAIL SKETCHES



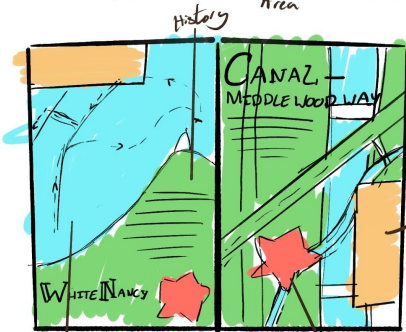
The two sides of Macc



General Events
History of the area
- Treacle Market



Fun Facts
In this case - the heart buried in the walls of St. Michael's.



Basic and descriptive
Route with accessibility concerns

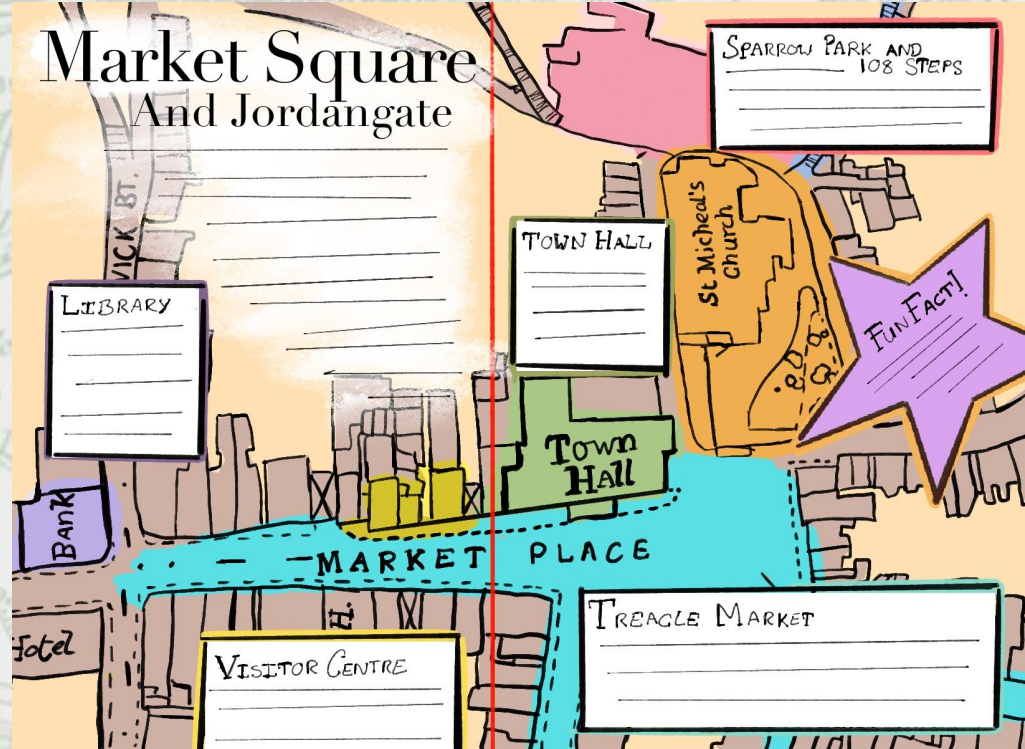


QR Codes for transport links
Backcover - Clear and informative map of everywhere in town

Map for immediate Orientation
Fact boxes

Quick Sketches

Services Committee 2 03 26 Agenda Item 7.8



Budget

Below is a prospective budget, assuming that I would provide both the words and photography for the Guide. Any sources should be compensated fairly, however, there is reasonable assumption taken that the Council will have information within their archive that can be used for research.

	Charged By:	Total:
Writing	£0.15 per word for 2500 words	£375.00
Photography	£1.00 per Photo for a guessed 30 Photos	£30.00
Research	For 35 hours per the 4 weeks suggested	£1,800.00
Total		£2205.00

Prospective Sources

Macclesfield has always had many wonderful historians and storytellers, we should be finding information from them that visitors would never know from looking us up on the internet:

- Past Times of Macclesfield- Dorothy Bentley-Smith
- Macclesfield Through Time- Paul Hurley
- Cheshire Folk Tales- The Journey Man
- Hidden Histories- Mary-Ann Ochota
- The Complete Language of Trees- S.Theresa Dietz
- Cheshire Ballads and Legends collected by Egerton Leigh
- Old Ordnance Survey Maps Macclesfield- Alan Godfrey
- 108 Steps around Macclesfield, A Walker's Guide- Andrew Wild





Thank You For Reading

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