

Portfolio Holder Decision

Date of Meeting: 31 January 2019

Report Title: Macclesfield Town Centre Strategic Regeneration Framework - Approval of Draft for Public Consultation

Portfolio Holder: Councillor Ainsley Arnold - Portfolio Holder – Housing, Planning, and Regeneration

Senior Officer: Frank Jordan - Executive Director - Place

1. Report Summary

- 1.1. This report provides an update on the development of a Strategic Regeneration Framework for Macclesfield town centre. The Framework will assist in furthering a number of the Council's strategic outcomes, but particularly will support the strengthening of the Borough's economy.
- 1.2. The report seeks the Portfolio Holder's approval of the appended draft of the Strategic Regeneration Framework for public consultation purposes.

2. Recommendations

- 2.1 That the Portfolio Holder for Housing, Planning and Regeneration
 - 2.1.1 Approves the Draft Macclesfield Town Centre Strategic Regeneration Framework for public consultation purposes;
 - 2.1.2 Notes the intention to undertake a four week public consultation on that Framework in line with the appended Statement of Consultation, and to report the outcome of that public consultation to Cabinet, together with a finalised version of the Framework and Action Plan for approval.

Reasons for Recommendations

- 2.1. The Macclesfield Town Centre Strategic Regeneration Framework (Consultation Draft) has been developed by a team of appointed specialist consultants to provide clarity of vision, objectives, strategy, and priorities, together with a route map for the regeneration of Macclesfield Town

Centre. The development of the document has taken into account a wealth of background evidence including consideration of representations from a number of local residents and other stakeholders on issues pertaining to the town centre.

- 2.2. Given that the town centre is of concern to the wider public, it is desirable to give an opportunity for the public to comment on the draft document prior to proceeding further with its development, finalisation, and adoption.

3. Other Options Considered

- 3.1. The option of proceeding to adoption of the Framework without public consultation has been considered. However, given the interest shown in the future of the town centre by various stakeholders, and the desirability of developing a vision, objectives, strategy and route map forward which is supported by multiple parties, that option was not considered advisable.

4. Background

- 4.1. The regeneration of Macclesfield town centre supports Outcome 2 of the corporate plan, Cheshire has a strong and resilient economy
- 4.2. The health of the town centre is also an issue frequently raised by residents with a wide variety of suggestions and views expressed as to priorities for Council action.
- 4.3. In September 2017 Cabinet approved a consultation draft of a 5 year plan for the revitalisation of Macclesfield town centre. A public consultation followed, but prior to finalisation of that document, the government's response to the HS2 Crewe Hub Consultation was released, including a clear recognition of the potential for the extension of the Stoke HS2 route to Macclesfield. This highlighted the need for a longer term more ambitious vision for Macclesfield town centre. Consequently, in August 2018 the Portfolio Holder for Planning, Housing and Regeneration approved the appointment of an external expert consultant team to develop a longer term Strategic Regeneration Framework for Macclesfield town centre.
- 4.4. Following consideration of a wealth of background evidence, including the representations received as a result of the public consultation on the draft 5 year plan, the appended draft Strategic Regeneration Framework has been produced by the consultant team (Appendix A).
- 4.5. Although the views of many stakeholders gathered via various routes over the last few months have been taken into account in formulating the draft Framework, the general public has not yet had an opportunity to consider the document. It is important that the general public are afforded that

opportunity in line with established practice on similar previous documents, given that the health of the town centre affects so many local stakeholders, and given the subjectivity of potential priorities.

- 4.6. The appended Statement of Consultation sets out a clear programme of activity for the consultation for transparency and ease of communication.

5. Implications of the Recommendations

5.1. Legal Implications

- 6.1.1 There are no immediate legal implications arising from this report. The Council is consulting in order that the public consider and comment on the proposed Strategic Regeneration Framework that has been developed.
- 6.1.2 Once the results of the consultation are available Cabinet will be asked to consider the product of consultation (alongside other factors) and conscientiously take that information into account when making a decision on the final form of the Strategic Regeneration Framework that is adopted.

6.2 Finance Implications

- 6.2.1 There are no direct financial implications for the Council in endorsing this document for use in public consultation. The consultation exercise will be managed by officers in the Regeneration Service supported by officers in the Consultation team. Assessment of representations will be undertaken by the consultant team as part of their existing contract
- 6.2.2 Once a final Framework is approved for adoption this will inform thinking on potential town centre regeneration schemes. It will not in itself commit the Council to delivering any scheme. Any schemes flowing from this document would need to be the subject of a robust business case and subjected to consideration through the budget setting process for inclusion in the Medium Term Financial Strategy.

6.3 Policy Implications

- 6.3.1 The development of the Strategic Regeneration Framework supports the delivery of Objectives 1, 2, 4 and 5 of the Corporate Plan.

6.4 Equality Implications

- 6.4.1 An Equality Impact Assessment has been completed (Appendix C) and the proposed public consultation will be undertaken in a manner designed to enable input from all residents and local stakeholders.

6.5 Human Resources Implications

6.5.1 There are no implications as a result of this report

6.6 Risk Management Implications

6.6.1 The launch of a new strategy document focused on Macclesfield town centre will inevitably raise expectations regarding the Council's long term commitment to the regeneration of the town centre. If this is not ultimately followed through with investment in the town centre this could damage the Council's reputation.

6.7 Rural Communities Implications

6.7.1 There are no direct implications for rural communities.

6.8 Implications for Children & Young People

6.8.1 There are no direct implications for children and young people.

6.9 Public Health Implications

6.9.1 There are no direct implications for public health.

7 Ward Members Affected

7.1 The area covered by the Strategic Regeneration Framework is within Macclesfield Central Ward. The Framework will identify a route to the regeneration of Macclesfield town centre which should benefit both the residents of Macclesfield and the wider area.

7.2 Macclesfield Central Ward is represented by:

- Councillor Beverley Dooley
- Councillor Janet Jackson

8 Consultation & Engagement

8.1 The appended Statement of Consultation at Appendix B outlines the programme of planned public consultation together with an overview of engagement already undertaken informing the development of the draft Strategic Regeneration Framework to date.

9 Access to Information

9.1 [Cabinet Decision 12 September 2017](#)

9.2 [Portfolio Holder Decision 16 August 2018](#)

10 Contact Information

10.1 Any questions relating to this report should be directed to the following officer:

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