

Environment and Regeneration Overview and Scrutiny

Date of Meeting: 16 September 2019

Report Title: Macclesfield Town Centre Regeneration – Strategic Framework and Future Programme

Portfolio Holder: Cllr Nick Mannion – Portfolio Holder for Environment 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 (SRF) for Macclesfield town centre, outlines the process undertaken in its development including the outcome of a public consultation exercise on the draft document, and requests consideration of the recommended final draft version prior to the document being taken to Cabinet.

2. Recommendations

- 2.1 That the intent behind the development of a Strategic Regeneration Framework (SRF) for Macclesfield Town Centre and the process undertaken in its development is considered.
- 2.2 That the draft SRF and draft Delivery Plan and associated reports on consultation are reviewed.
- 2.2 That feedback is provided for the Portfolio Holder for Environment and Regeneration to consider prior to the document being taken to Cabinet for formal consideration and approval.

3. Reasons for Recommendations

- 3.1. The attached draft Strategic Regeneration Framework (SRF) and associated draft Delivery Plan have been developed by external consultants to provide

clear direction for the delivery of regeneration ambitions for Macclesfield Town Centre.

- 3.2. The draft SRF has been refined by the consultant team to take account of views raised in a 4 week public consultation which ran from 13th February to 13th March 2019.
- 3.3. It is intended to take a report to Cabinet on October 8th 2019 recommending approval of the SRF and associated Delivery Plan and recommending actions to progress the delivery of priority projects stemming from the SRF.
- 3.4. It is considered appropriate to give the Environment and Regeneration Overview and Scrutiny Committee an opportunity to scrutinise the SRF development process and the draft documents, prior to consideration by Cabinet.

4. Other Options Considered

- 4.1 There is no statutory requirement for Local Authorities to produce Strategic Regeneration Frameworks. However, the need for an SRF is outlined in Section 5 of this report.
- 4.2 Proceeding with no specific regeneration strategy for the town centre has been considered but this is likely to result in:
 - 4.2.1 Attempts to secure external funding being undermined;
 - 4.2.2 Promotion of uncoordinated proposals which fail to create potential synergy and at worse are contradictory and counterproductive;
 - 4.2.3 Residents, businesses, developers and potential investors lacking confidence in the Council's commitment to support the regeneration of Macclesfield town centre;
 - 4.2.4 Potential opportunities for growth, including any opportunities associated with HS2, remaining unrealised.

5. Background

- 5.1 Macclesfield is one of only two recognised 'Principal Towns' in the borough as set out in the adopted Cheshire East Local Plan Strategy of 2017 (CELPS). Macclesfield is the principal centre serving the north, whilst its counterpart Crewe is the principal centre serving the south. Crewe and Macclesfield, as the boroughs two Principal Towns, are key to the Council's aspirations for growth and prosperity. The success of the borough is dependent on the success of both these centres.

- 5.2 A number of strategic Council documents including the Sustainable Community Strategy: Ambition for All, the Local Plan, and the emerging Economic Strategy, recognise the opportunities Macclesfield presents for supporting Council strategic priorities. Central Macclesfield is identified in the Local Plan (LPS 12), as a location where the Council will look to maximise opportunities for improvement and regeneration through a range of mechanisms including:
- Supporting or delivering new dwellings, in-centre retail and leisure development, offices, restaurants, cafes, and an enhanced cultural offer;
 - Improving highways and pedestrian and cycle links;
 - Ensuring appropriate car parking;
 - Improving the public realm and green infrastructure;
 - Promoting local markets;
 - Maximising opportunities to bring disused and underused buildings back into use.
- 5.3 Furthermore the Local Plan states that, inter alia:
- The retail and leisure sectors must be strengthened with a focus on quality and variety;
 - There are numerous opportunities to rationalise and consolidate existing car parks to unlock regeneration opportunities;
 - The area around the station in particular offers significant opportunity to create a hub of activity with commercial, residential and leisure development;
 - Land to the north of the retail core (around Jordangate) would benefit from enlivening via small scale development and reintegration with the town centre;
 - Sensitive infill residential development is appropriate around the historic centre and there must be a focus on offering a mix of residential accommodation;
 - There are opportunities to deliver high quality public open space throughout the town centre.
- 5.4 Macclesfield town centre - the commercial, retail, social and cultural heart of the town, faces a number of challenges. Being outside the top 100 towns, but large enough to have historically attracted multiple retailers, it has suffered as these have reduced their high street presence. Recently many key stores have vacated Macclesfield's primary shopping area including: Dorothy Perkins, Burtons, Mothercare, Argos, New Look, Early Learning Centre and Thorntons. Additionally data shows that Macclesfield's market share has been decreasing over a number of years, and zone A rents have fallen, demonstrating a lack of retailer confidence. With an out of town retail park (Barracks Mill) granted planning permission (at appeal) only c.1km/0.6 miles from the town centre, competition from out of town retail is set to increase, presenting further challenge.

- 5.5 The town centre is a source of concern to many local stakeholders. In 2011, in the early stages of the development of the CELPS, the 'Place Shaping Survey' was undertaken to gather local stakeholder's views on local development priorities. This survey identified the town centre as local people's number one priority for improvement. More recent stakeholder engagement suggests the town centre remains a key priority for local stakeholders today. This is not just local residents. Businesses critical to the NW economy, such as AstraZeneca and Alderley Park Ltd, have highlighted that the talented young professionals they need to attract for their businesses to thrive, look to live in locations with aspirational town centres. They have highlighted that Macclesfield town centre is currently failing to fulfill its potential to attract such talent and that this is an issue they would like to see addressed.
- 5.6 Taking into account the above, the importance of prioritising the regeneration of Macclesfield town centre to fulfill its potential is clear.
- 5.7 Moving from agreement that something needs to be done, to agreement over what should be done, is important, but difficult.
- 5.8 Firstly, there are very many different potential options for intervention. The Institute of Place Management identified no fewer than 201 factors affecting the vitality and viability of town centres, and, for each factor, there will be a number of different views as to its importance, and the priority which should be placed upon it. Not all factors affecting vitality and viability can be readily influenced at the local level. For example, business rates are set nationally and are realistically very difficult to influence locally. This fact is, understandably often not appreciated. Even focusing on those factors which can be influenced locally, many may be outside the Council's control, for example rents charged by private landlords.
- 5.9 Secondly, town centres are complex places with multiple ownerships, and many vested interests. This means that any proposal can be controversial and can lead to resistance from one quarter or another.
- 5.10 To have maximum impact on the town centre it is therefore important to first develop a clear strategy which both focuses on the things that can be changed at the local level and which has buy in from the various stakeholders who can effect change, and secondly, once that strategy is set out, to be committed to pursuing it and sticking to the principles it sets out.
- 5.11 In an effort to identify the best strategy for Macclesfield town centre the Council has sought external expert advice from a multi-disciplinary team. A team was found with experience in developing regeneration strategies in other areas. The lead consultants, Cushman and Wakefield have for example, advised Trafford Council in developing their strategy for Altrincham Town Centre.

5.12 The consultant team was commissioned to develop an initial draft SRF which:

- Ensured 'strategic fit' with existing key strategies and policy documents such as LPS12 of the Local Plan (CELPS);
- Was evidence based;
- Took account of local stakeholders views;
- Sought to enable opportunities which might arise from HS2 to be realised;
- Drew on the professional expertise, knowledge and experience of the team to ensure realism and deliverability; and,
- Was sufficiently flexible to allow responsiveness to ever changing market conditions and emerging opportunities.

5.13 The consultant team began development of a Strategic Regeneration Framework (SRF) by undertaking a desk top analysis of the wealth of existing policy and strategy relevant to the town centre. This encompassed not just developing a clear understanding of the planning policy context but also other relevant strategies such as the Macclesfield Heritage and Culture Strategy, the Cheshire East Housing Strategy and the Macclesfield Public Realm Strategy. The consultant team then proceeded to develop an understanding of local stakeholders views commencing with reviewing all the responses submitted in response to a public consultation undertaken in 2017 on a draft 5 year regeneration plan – 'There's no Place like Macclesfield'. Building on this they then sought additional focused stakeholder input from a limited number of selected stakeholders. Drawing on their extensive professional knowledge, the consultant team then developed a 'Consultation Draft Strategic Regeneration Framework' for public consultation purposes.

5.14 On 31st January 2019, the Portfolio Holder for Housing, Planning and Regeneration approved the draft document for public consultation. A public consultation subsequently followed, launched with significant local publicity including press notice, media release, posters erected around the town centre, information banners installed in the Macclesfield Grosvenor Centre, sharing of the documentation and media material with local organisations, email to 1,100 members of the Cheshire East Digital Influence Panel in surrounding wards, officer visits to Macclesfield College, Kings School and Cheshire Eye Society, an entry in the 'In Focus' section of the Council's homepage, and the running of a Saturday drop in event in the town centre. The public consultation ran from 13th February to 13th March 2019. Fuller details of the process undertaken to engage stakeholders and in running the public consultation are set out in the Statement of Consultation at **Appendix A**.

5.15 The public consultation resulted in the submission of 264 responses. This was an 66% increase in the number of responses received in response to the previous consultation on the draft 5 year vision indicating the influence of the publicity undertaken. Respondents were asked a series of closed

questions to understand views around a draft vision, draft objectives, draft aspirations for identified character areas, to understand which of those areas stakeholders regard as priority for regeneration, and to gain feedback on provisional actions and a draft illustrative framework. The consultation also allowed opportunity for more open feedback, for example suggestions for additional ideas and issues for consideration by the consultant team.

- 5.16 Following the close of the public consultation, the consultant team took a period of several weeks to review individually each of the 264 responses received. They considered all issues raised and reviewed whether changes should be made to the draft SRF having regard to other representations as well as the wider policy and strategy context and drawing on the professional expertise of the team. A report provided by the consultants, summarises the key issues raised by the consultation and the changes they have made to the draft document in response. This is set out for Members consideration at **Appendix B** and should be taken into account alongside the verbatim responses to the consultation available to view [here](#).
- 5.17 A brief overview of some of the key findings from the consultation and some of the more important changes made as a result of the consultation to the draft document are set out in paragraphs 5.18 – 5.30 which follow. This overview is provided for information but is not intended to be comprehensive. The consultants suggested post consultation version of the Strategic Regeneration Framework, is set out at **Appendix C**. Changes made since the document was put out to public consultation are identified for transparency. Officers are still working through this document and it is possible it may be slightly revised prior to presentation to Cabinet.

Overview of consultation responses and consequential changes

- 5.18 Respondents were asked how strongly they agreed or disagreed with a draft vision for the town centre. A large proportion (79%) '*strongly agreed*' or '*tended to agree*' that the draft vision was a good vision for the town centre, with just 12% in disagreement. After consideration of the suggestions received the draft vision has now been amended with the additional text in green:

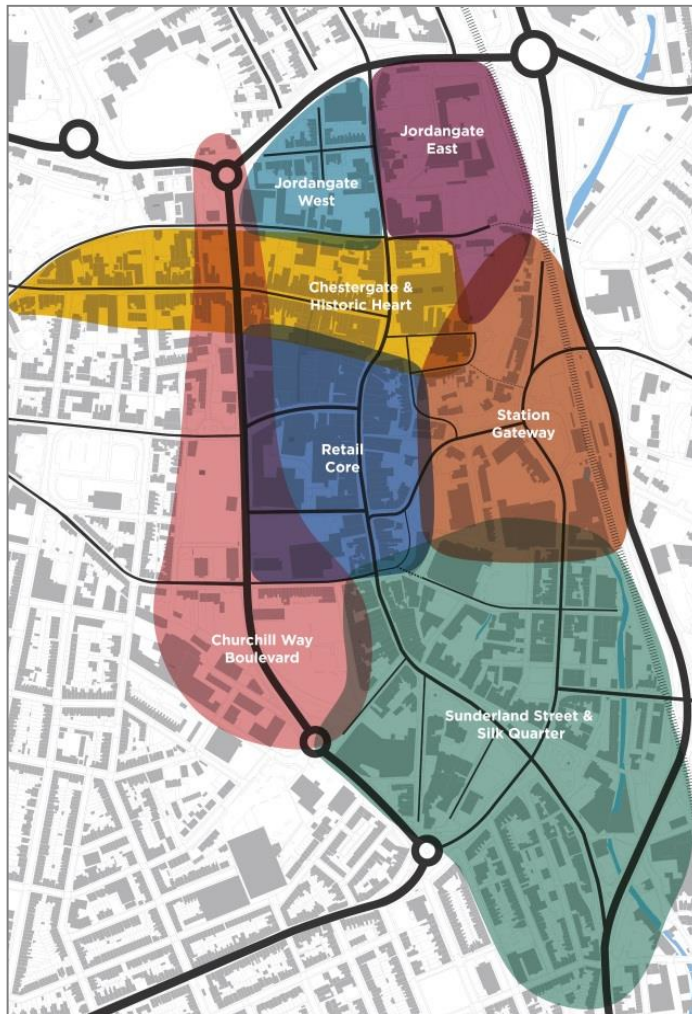
<p>Macclesfield - a town that celebrates its quirkiness.</p> <p>Green, creative, connected and social. A home to innovators, entrepreneurs and independents.</p> <p>Thriving, diverse, distinctive and inclusive. Rich in heritage and culture, with outstanding employment opportunities and nestled in stunning countryside.</p> <p>Cherishing its past, striving for a sustainable future</p>
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- 5.19 Eight draft objectives for the town centre were set out and respondents asked to rank these in order of priority. The following list orders those objectives as ranked by respondents from most to least important and

shows key changes to text resulting from suggestions received via the public consultation in green including the addition of a further objective.

1. **Enhance the town centre environment** - making it greener, more distinctive and a celebration of local creativity through our high quality and sustainable blue and green infrastructure, green spaces and public realm.
2. **Cherish historic buildings and repurpose underutilised assets** - to diversify our offer, celebrate our distinctiveness and attract a wide range of occupiers to the town.
3. **Grow and diversify the leisure, cultural and evening economy** - to balance the existing retail dominated central offer and attract a wider audience and support new resident desires. Encourage people to spend more time and money in the town through new leisure uses including food and drink. Building upon our existing impressive events calendar and proximity and views to the Peak District.
4. **Support businesses to create jobs and develop skills** - Maximise Macclesfield's strategic location and create the right business environment for small and medium sized businesses to co-locate and collaborate with each other and the world class organisations in our hinterland.
5. **Raise aspirations and change perceptions** - get better at promoting all that the town has to offer and encourage new entrants to invest
6. **Harness distinctiveness** - make better use of our assets - such as town and country, rivers and canals, Georgian architecture. Provide reasons, services and experiences that can only be found in Macclesfield.
7. **Grow the town centre population** - building the right mix of quality residential accommodation of appropriate design to attract and sustain a diverse community
8. **Make more of connectivity** - to attract residents, workers and visitors who want a base from which to access our local world class businesses as well as those who want access to the Peak District, London and Manchester. Capitalise on strategic opportunities such as HS2 to unlock and accelerate growth.
9. **Enhance the retail offer** – striving for an uplift in quality, independents and diversity, supporting existing retailers and encouraging new

5.20 The draft SRF identified a number of character areas within the town centre as shown in the plan below. The public ranked these in order of importance for regeneration as shown in the column to the right of the plan.



- | | |
|-----|---|
| 1st | Chestergate & Historic Heart |
| 2nd | Retail Core & Station Gateway (equal ranking) |
| 4th | Sunderland St & Silk Quarter |
| 5th | Churchill Way Boulevard |
| 6th | Jordangate East & West |

5.21 Additionally the public was asked to consider draft aspirations for these areas. These aspirations are summarised below together with some relevant key points of note raised through the consultation.

Chestergate & Historic Heart

5.21.1 Key aspirations suggested for this area were:

- Enhancing what is already there through refurbishment and re-use of historic buildings, including conversion and reutilisation of upper floors for apartments.
- Promoting and supporting independent retail and café businesses which make Macclesfield distinctive, to encourage further investment in independent businesses particularly those that extend the evening and cultural economy and dwell time.
- Market Place should continue to be the heart of the town centre & opportunities for further culture & event activities in this location explored.

5.21.2 87% of respondents agreed with these aspirations and no key changes are proposed in the latest draft.

Retail Core

5.21.3 Key aspirations suggested for this area were:

- Continuing to function as the main retail core, but recognising that consolidation of retail & reuse of existing units & voids for alternative uses such as food and drink and introduction of residential on upper floors or via conversion of buildings on the periphery will enhance this offer.
- Enhancing legibility along key routes via reducing car dominance, enhancing cycling and pedestrian movement, and improving way finding and signage.
- Improving the physical environment to ensure the area is more appealing to town centre users, for example providing more attractive public realm, greening, and shop front improvements to transform the look and feel of the area.
- Unlocking development potential on Exchange Street Car Park and creating new open space to enhance the setting of the Sunday School if possible.

5.21.4 74% of respondents agreed with these aspirations. Changes are proposed in the latest draft SRF recognising the current importance of Exchange St car park in serving key retailers, and to the aspiration to enhance the public realm and add more tree planting and greenery etc.

Station Gateway

5.21.5 Key aspirations suggested for this area were:

- Rationalisation and consolidation of the existing proliferation of surface parking with decked or multi-storey provision explored, either in existing car parks or alternative locations in this locality, to unlock opportunities in this area as a focus for leisure whilst ensuring adequate parking remains.
- Exploring potential mechanism to provide a plaza at Waters Green, reinstating public green space and creating opportunities for events and uses to support the evening economy.

5.21.6 76% of respondents agreed with the aspirations for this area but a number of specific suggestions were made which have helped with the refinement of the original suggested aspirations. Clearer reference is now made to the need to ensure sensitivity to the views and character in this area, to make clearer the aspirations around reducing vehicles in this area and clarification that development here would not be solely

focused on leisure but would seek to provide a hub of business, residential and leisure activity all aligned to the Local Plan.

Sunderland St & Silk Quarter

5.21.7 Key aspirations suggested for this area were:

- To grow a vibrant mixed use area incorporating residential, boutique retail, employment, leisure and evening/night time economy uses characterised by distinctive independents.
- To reutilise heritage buildings and include references to the areas rich past within the silk trade in modern uses.
- To seek to reduce the volume of traffic on Sunderland Street redirecting, unnecessary traffic onto the Silk Road if possible.
- To take opportunities to open the River Bollin when new development presents these.

5.21.8 81% of respondents agreed with these aspirations. Minor changes are proposed seeking to ensure new development reinforces links to the areas heritage and to provide additional clarity around aspirations relating to traffic reduction to make it clearer the suggestion is not to completely remove vehicles.

Jordangate East & West

5.21.9 Key aspirations suggested for this area were:

- Enhancement of parking facilities in Jordangate car park, public realm, signage and infill development along the Jordangate axis.
- Continued predominance of employment uses to the west of Jordangate, with refurbishment of existing property, and if viable new development for employment uses.
- The development of a residential area to the east of Jordangate should the existing employment uses become surplus to requirements.

5.21.10 74% of respondents agreed with these aspirations and no changes are currently proposed.

Churchill Way Boulevard

5.21.11 Key aspirations suggested for this area were:

- Creating a greener 'boulevard' with reduced car dominance, greater pedestrian priority at junctions, and improved legibility and wayfinding, to enhance first impressions on this primary route.
- Supporting new residential infill development to boost in town living opportunities whilst enhancing the 'broken' frontage to Churchill Way.
- Consolidation of existing parking in this area, considering options such as decking on Duke Street car park.

5.21.12 74% of respondents agreed with these aspirations. No changes are currently proposed in the latest draft.

5.22 The draft SRF further sets out an Illustrative Framework, seeking to demonstrate how the SRF could manifest physically. Together with the character area aspirations, this Illustrative Framework identifies key locations within the town centre where public realm enhancements, pedestrian crossing improvements, a different approach to pedestrian/vehicle integration, and enhanced linkages should be pursued and progressed as resources allow. This plan also identifies sites where there is potential for improvement in the built form when new development comes forward, and those Council owned car parks which offer potential for providing intensified/modernised parking alongside new development, all in line with the development principles set out in the Local Plan at LPS 12.

5.23 As part of the public consultation respondents were asked to identify their level of agreement with a range of potential interventions in the physical environment and connectivity of the town centre. Responses to all suggestions were broadly supportive with between 73% and 90% of those respondents answering this question being in strong agreement or tending to agree as set out below in order of agreement achieved:

Spatial ambition	% in agreement
Green space and planting	90%
Public realm	85%
Optimising the topography	82%
Improved pedestrian crossings	82%
Enhanced existing linkages	80%
Car Park rationalisation	79%
Potential new linkages	73%

5.24 Before agreeing to approve the SRF, Cabinet will be asked to particularly consider the final recommendations of the consultant team with regard to developing a refreshed regeneration programme for Macclesfield Town Centre. Recommended Strategic Actions are set out in the draft SRF and further detail is given in the accompanying Delivery Plan, produced following the consultation and set out at Appendix D to this report. Again, some of the draft actions set out in the consultation version of the report have been amended following the responses for the consultation. For example, further detail has been added about what is suggested should be covered by the suggested parking strategy and an additional suggestion to consider the development of a 'green plan' has been added.

5.25 The consultants are very clear that actions recommended for consideration should not be viewed as a 'to do' list for the Council and that the Council will simply not be able to deliver many actions. The strategic actions and Delivery Plan should therefore be viewed as a guide to all those wishing to

contribute to driving forward the regeneration of the town centre, including public, private, community and voluntary organisations.

- 5.26 Whilst members can see the detail of the recommendations set out in the SRF and Delivery Plan in the appended documents, some of the key recommendations are:

- 5.26.1 Setting a clear vision and driving the agenda - having worked up the SRF, the team advise that Cheshire East now both drive the overall direction of travel for all stakeholders but also focus on action on the ground, developing key projects including public realm improvements and new development on Council owned land.
- 5.26.2 Land Assembly – Giving consideration to whether the Council or its partners such as Homes England should acquire sites or buildings in order to be able to unlock a larger opportunity or to tackle an existing eyesore that is distracting from the town centre
- 5.26.3 Site Preparation – Recognising that if sites are to be brought forward additional works may be required such as demolition, acquisition, relocation of tenants, land reclamation, due diligence and gaining planning permission
- 5.26.4 Seeking Funding - Establishing appropriate resources to support the implementation of the projects. This will include fronting bids for funding and lobbying as has already commenced with recent bids being submitted for both Future High Street Funding and High Street Heritage Action Zone funds.
- 5.26.5 Engagement and lobbying - Local, regional and national lobbying by Cheshire East Council to raise the profile of Macclesfield and its potential. This will be in both the public and private sector. The importance of harnessing the passion of the local community is also recognised and ongoing engagement with all stakeholders to keep them update on what's happening in Macclesfield suggested including a programme to launch the actions that the Council is going to take to support delivery of the SRF to local residential, businesses and developers/investors.
- 5.26.6 Working with the private sector - To support them to deliver proposals which align with the agreed SRF. This could include efficient consideration of planning applications, joint funding bids, support engagement with key partners such as Homes England or Historic England. It could also include targeting developers to promote opportunities they could get involved in as well as seeking partners to support delivery on site in the Council's ownership
- 5.26.7 Bidding for resources - The Council has already started to bid for sources of funding to support the delivery of the SRF. An Expression of Interest was made in the Future High Street Fund in March 2019. Although, Macclesfield was not selected to progress to the next stage

of bidding, a further Expression of Interest has now also been submitted for a High Streets Heritage Action Zone in the town centre. As other potential sources of funding arise the consultants recommend the Council continue to consider opportunities where Macclesfield meets the criteria.

- 5.27 Additionally, the Delivery Plan sets out additional approaches which have been successful in other area and recommended for consideration by the Council in moving forward in Macclesfield:

5.27.1 Identifying 'go-to' person for the town centre - the person would be known by developers and investors as someone to engage with when they identify opportunities and then they could point interested parties to the right person within the Council or external partners in order to progress their ideas efficiently. This would demonstrate that Macclesfield not only has a vision, but it is a place to do business.

5.27.2 Establishing a delivery team made up of representatives from key departments - who would meet on a regular basis to discuss progress and unlock barriers to progress. Consideration could be given as to whether a series of working groups need to be established to drive delivery and maintain momentum, or whether existing groups can take responsibility for the tasks. Clear outcomes for the groups would be required and timescales.

5.27.3 Creating a place-led/project based action group - recognising the benefits of joint working between the public and private sector. This could draw upon some of the partners who are already active in the town and have supported the preparation of the SRF.

- 5.28 Having set out many actions to be considered, both by the Council and other stakeholders, the Delivery Plan then recommends a number of priority next steps to move the delivery of the SRF forward. These are specifically identified below for clarity.

5.28.1 Car Parking Review and Regeneration focused Car Parking Strategy – Subject to suitable resources being identified, it is recommended that a detailed car parking review and strategy for car parking across the town centre is commissioned to include, inter alia:

- identification of the current quantum, location, function and pricing provision of car parking (including disabled parking, resident permit parking, on street as well as off street provision, signage etc.);
- recommendations on appropriate quantum, location, and pricing mechanism for different types of parking to meet the needs of visitors, workers and residents moving forward;
- identification of opportunities for releasing any car parking sites for redevelopment whilst taking full account of the needs of existing residents, visitors and workers and future anticipated demand;
- identification of other ways parking management can better support

the vitality of the town centre.

5.28.2 Town Centre Movement Strategy - Subject to suitable resources being identified, it is recommended that a town centre focused movement strategy is commissioned. This would identify ways to support enhanced movement through the town by foot, cycle and motor vehicles, to ensure that everyone is able to move around the town efficiently focusing on decreasing the dominance of vehicles, and encouraging walking and cycling, including reconsideration of TROs in the central area to reclaim more of the public arena for people to enjoy. This would not duplicate the existing Macclesfield Movement Strategy which is more focused on vehicle movement and congestion pinch points on the highway network.

5.28.3 Development of public realm/greening projects - Subject to suitable resources being identified, it is recommended that public realm/greening designs are developed for key streets which focus on pedestrian experience, greening and enhancing sustainability, taking account of potential increases in longer term maintenance costs, and the preparation of business cases for delivery funding.

5.28.4 Market Options Appraisal - Subject to suitable resources being identified it is recommended that work is commissioned to appraise options to address the existing underperforming town centre market offer (indoor and outdoor).

5.28.5 Design Guidance - If existing sites are identified as suitable for release for development, to commission design guidance/development frameworks to set out the Council's expectations around new development quality, materials, massing, heights etc. to potential investors.

5.28.6 Town Hall Appraisal – Subject to suitable resources being identified, it is recommended that options to enable greater use of the space in the Old Town Hall are considered.

5.29 Cabinet will be asked to approve the post consultation version of the SRF for publication.

6. Implications of the Recommendations

6.1. Legal Implications

6.1.1. There is no statutory requirement to produce a Strategic Regeneration Framework and there should not be any direct legal implications arising from its approval.

6.2. Finance Implications

6.2.1. Cabinet will not be asked to commit to the delivery of specific major capital projects stemming from the SRF, rather they will be asked to agree to officers pursuing the recommendations in the Delivery Plan.

Funding will need to be applied for following normal Council budget setting procedures.

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. More specifically it supports the delivery of the regeneration ambitions for Central Macclesfield set out in LPS 12 in the CELPS.

6.4. Equality Implications

6.4.1. An Equality Impact Assessment screening has been undertaken. A link to that assessment is provided in Section 9. Any individual proposals stemming from the strategy will be subjected to Equality Impact Assessments where appropriate.

6.5. Human Resources Implications

6.5.1. There are no identified implications as a result of this report.

6.6. Risk Management Implications

6.6.1. The approval of a strategy will raise expectations that the Council will commit resources to the regeneration of Macclesfield Town Centre in the form of future capital projects and work which may generate revenue funding. Whilst each project and initiative would be considered in more detail as part of normal funding allocation processes, it must be understood that stakeholders will anticipate financial support for projects going forward. Dependant on other financial commitments, it may not be possible to finance projects from Council resources and the Council cannot ensure funding from other sources. There are therefore risks around reputation if stakeholders' expectations are raised.

6.6.2. To mitigate risks associated with this it is important to be clear of the level of commitment at every stage and to seek to ensure expectations are managed and not raised unrealistically.

6.7. Rural Communities Implications

6.7.1. Macclesfield town centre, being one of largest in the borough, serves not only the residents of Macclesfield but many of the villages and rural populations that live in the surrounding rural areas. Securing the regeneration of the town centre therefore indirectly supports the rural communities in the north east of the borough.

6.8. Implications for Children & Young People/Cared for Children

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 although in pursuing projects which will increase walking in the town centre and reduce vehicle dominance, positive health implications could result..

6.10. Climate Change Implications

6.10.1. The Council has committed to becoming Carbon Neutral by 2025 and to encourage all businesses, residents and organisations in Cheshire East to reduce their carbon footprint. Supporting strong and healthy town centres is key to minimising the need to travel by private motor vehicle. Town Centres are generally, relatively well served by public transport compared to alternative destinations such as out of town retail parks. Additionally town centres act as a hub for a wide range of facilities and services in one location, facilitating people to combine activities without unnecessary travel. The Town Centre Movement Strategy recommended as a next step flowing from the SRF would be focused on discouraging driving through the town centre and encouraging walking and cycling.

7. Ward Members Affected

- 7.1 The geographical focus of the Macclesfield Town Centre SRF falls within Macclesfield Central Ward. Ward councillors are Cllr Liz Braithwaite and Cllr Ashley Farrall.
- 7.2 Macclesfield town centre is however used by residents and visitors from a far wider area and the prosperity of the town centre has implications for the wider economy. This report thus has implications for many of the wards across the north of the borough.
- 7.3 Local Members were invited to a briefing during the development of the pre-consultation SRF in December 2018 and their views taken into account at that time.
- 7.4 A further all Members briefing was held in July 2019 on Macclesfield regeneration particularly focused on briefing new members. Additionally a specific meeting with Central Macclesfield ward members focused on the SRF was held in late July 2019. Further minor changes have been made to the draft SRF following that meeting.

8. Consultation & Engagement

- 8.1 The draft Strategic Regeneration Framework was developed having regard to views of local stakeholders gathered via a variety of means. The draft document has been subjected to a full public consultation exercise whilst still at a formative stage. The process of engagement and consultation in developing this document are set out in some detail in **Appendix A**.
- 8.2 The consultants have carefully considered each response received and produced a report outlining how representations have informed the final

form of the document. The consultants report on the consultation is set out at **Appendix B**.

- 8.3 Any proposals stemming from the SRF would be subject to separate public consultation if required following normal procedure.

9. Access to Information

Appended Documents:

Appendix A: CEC Statement of Consultation

Appendix B: Cushman and Wakefield Report on Consultation

Appendix C: Macclesfield Town Centre Strategic Regeneration Framework
(post consultation current version showing tracked changes
from consultation draft)

Appendix D: Recommended Delivery Plan

Links:

[2011 Place Shaping Consultation Headline Results](#)

[CELPS 2017](#)

[SADPD \(Consultation Draft\) 2018](#)

[Cabinet Report 12th September 2017](#)

[PH Decision 16th August 2018](#)

[PH Decision 31st January 2019](#)

[Equality Impact Assessment](#)

10. Contact Information

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

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