

Macclesfield Town Centre Strategic Regeneration Framework

Environment & Regeneration Overview and Scrutiny Committee

Jo Wise, Strategic Regeneration Manager (North)

16th September 2019

Presentation Contents

- Purpose
- Process
- Content

Purpose

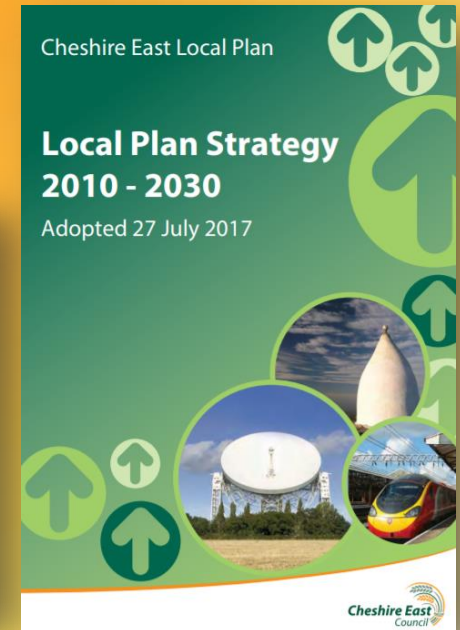


Outcome 2 - Cheshire East has a strong & resilient economy

Outcome 4 - Cheshire East is a green & sustainable place



Priority Action 3 "to ensure that Crewe and Macclesfield, our largest towns, are developed and revitalised"

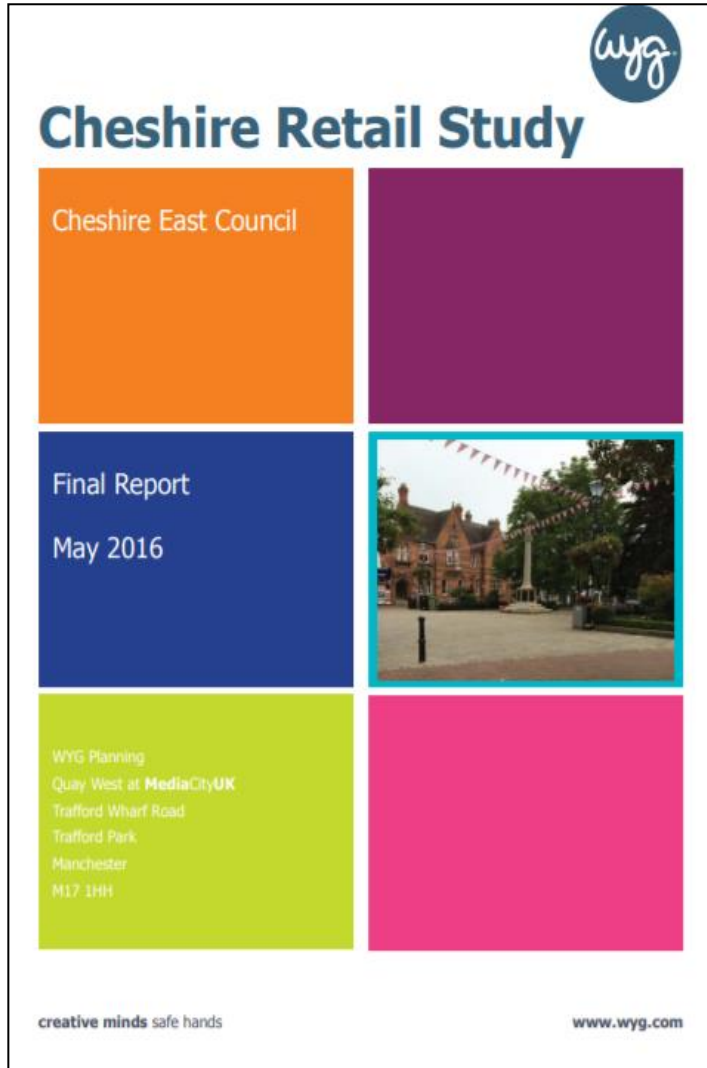


Within the area identified as Central Macclesfield, the council will look to maximise opportunities for improvement and regeneration

Working for a *brighter future* together

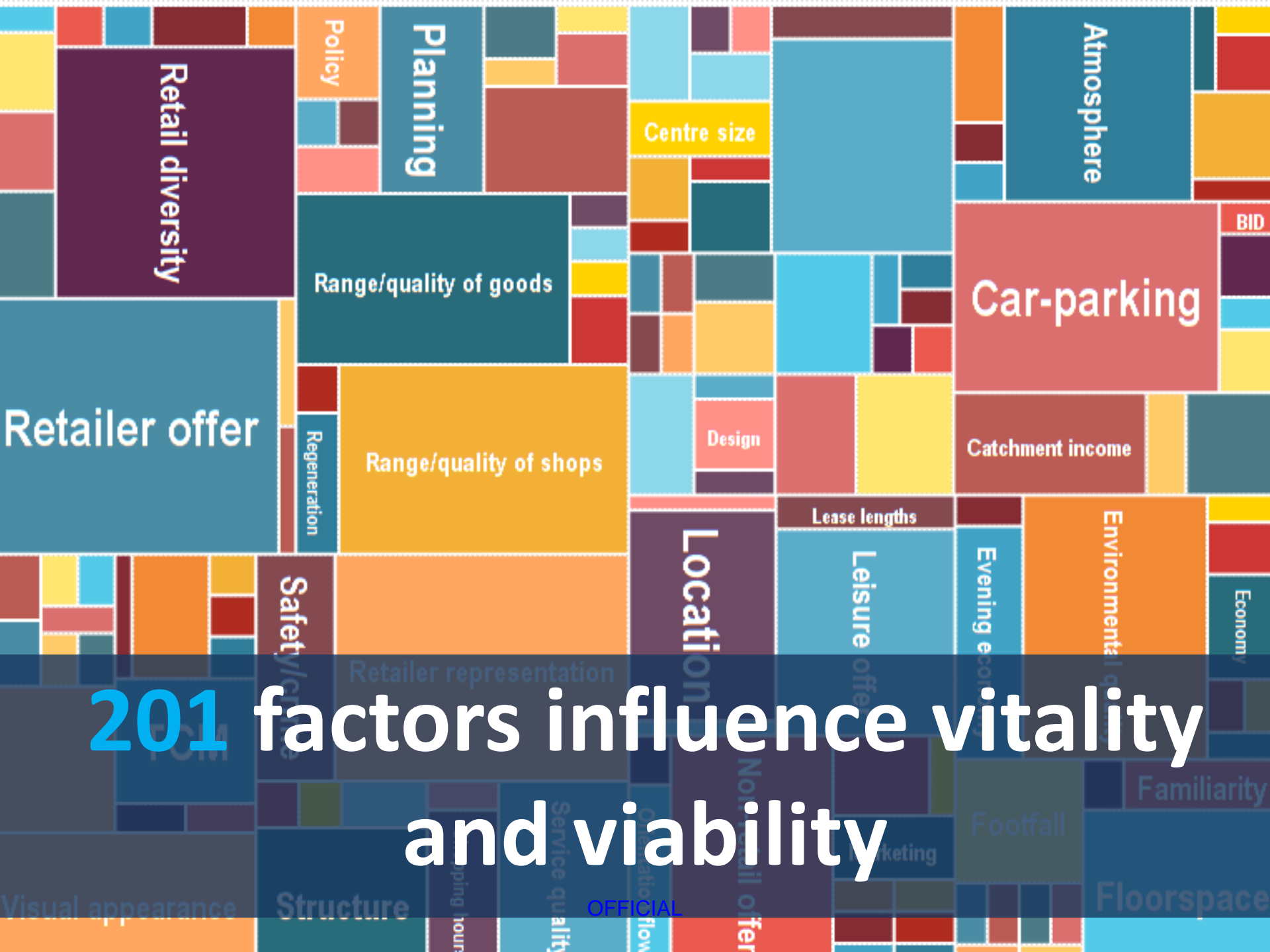
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‘Macclesfield
Overall, whilst there are
some positive signs of
health, the centre does
need intervention to
address its existing
deficiencies’ Cheshire Retail Study 2016

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201 factors influence vitality and viability

A whole range of different people have a vested interest in the town centre, but no one actually has control over that town centre.

Ojay McDonald, Chief Executive of the Association of Town and City Management

High streets are complex, contested places.

Institute of Place Management

That high streets are subject to so many forces of change means we cannot just hope for the best.

Institute of Place Management

Bidding authorities will need to set out their vision for regenerating the town centre area

Future High Streets Fund



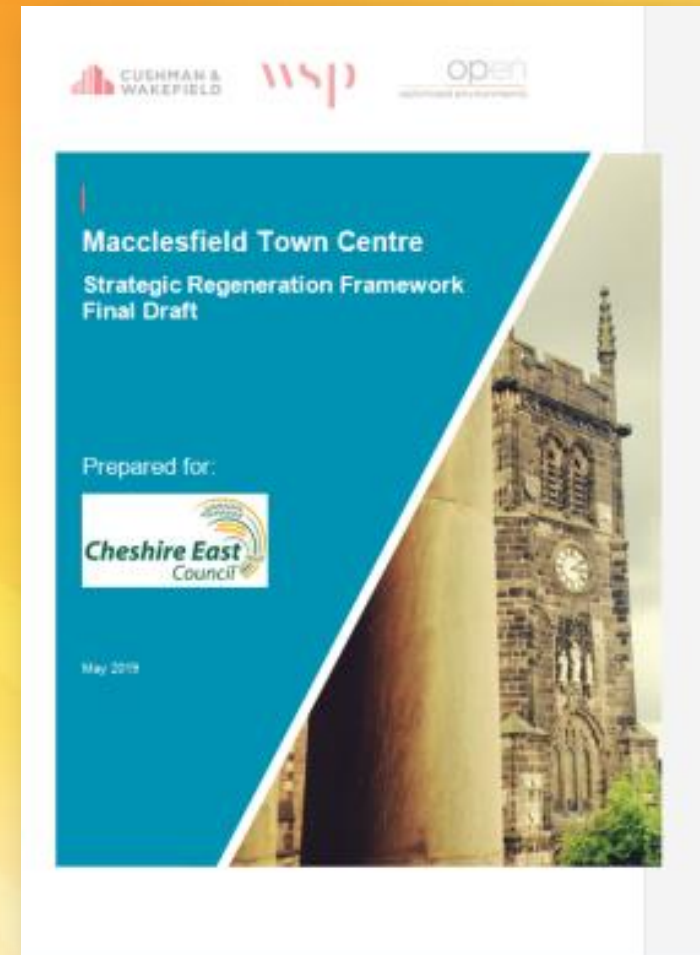
Ministry of Housing,
Communities &
Local Government

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Taking account of the context: stakeholders aspirations, market conditions, spatial characteristics, research and intelligence, to:

- **Set out a fresh vision for the town centre**
- **Set high level objectives for the town centre**
- **Identify major regeneration opportunities**
- **Determine a viable, deliverable, prioritised strategy for regeneration**



Oct- Jan

Feb-Mar

Apr-July

Sep

Oct

Data
Gathering

First Draft
Public Consultation

Refinement

Scrutiny

Cabinet



Process ...

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SRF Content

Vision

Macclesfield - a town that celebrates its quirkiness*.

Green, creative, connected and social. A home to innovators, entrepreneurs and independents.

Thriving, diverse, distinctive and inclusive. Rich in heritage and culture, with outstanding employment opportunities and nestled in stunning countryside

Cherishing its past, striving for a sustainable future

* Quirky “unusual in an attractive and interesting way.”

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SRF Content

Objectives

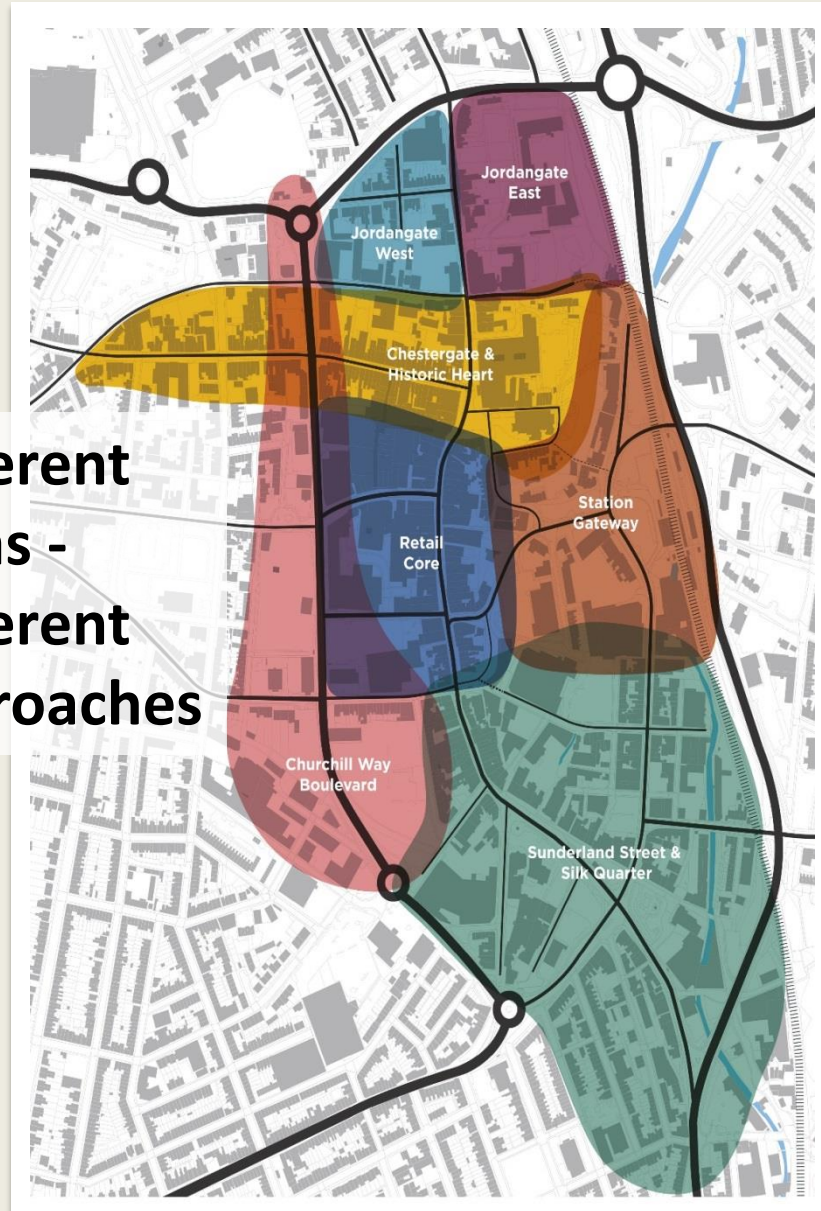
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- Grow our town centre population
 - Grow and diversify our leisure, **cultural** and evening economy
 - **Enhance the retail offer**
 - Make more of our connectivity
 - Support businesses to create jobs and develop skills (**rephrased**)
 - Harness our distinctiveness
- 2
- 1
- Cherish our historic buildings and repurpose our underutilised assets
 - Enhance the town centre environment
 - Raise aspirations and change perceptions

Content

Overarching
Vision &
objectives

Different
areas -
Different
approaches



Priorities

Next
Steps

- Questions & discussion
- Comments & suggestions for consideration by Portfolio Holder