



Macclesfield Hospitality Action Group

Dear Helen,

We write in reference to our support of the application for a premises license at Proper Sound, 8 Chestergate, Macclesfield, SK11 6BA.

As our action group was put together at the start of the pandemic we feel we have managed to get under the skin of Macclesfield's retail and hospitality offering and have been successful in creating some spaces around the town that are either under development or have been a complete success. This has been managed through consultation of businesses, residents and general users of the town centre.

As part of our journey it has become apparent that the high street in Macclesfield is changing rapidly. The closure of big stores and the general closure of retail as we knew it is something that we as users of the town centre must support.

It is well known that the high street is a changing environment and to survive we must adapt and allow for changes that may be what some people find slightly out of the ordinary. However should we not take appropriate action to secure the use of existing shops and other retail outlets we run the risk of our town centres turning ghostly and not functioning for residents, businesses and tourists alike.

Macclesfield is a unique town with amazing access to the countryside along with a hugely vibrant independent traders scene. We must build on this in order to continue to attract outside, private, investment and watch our town grow and turn in to the jewel in Cheshire's crown.



In terms of the support we have for this project we understand that Proper Sound are trying to achieve. A simple, kicked back, environment for music lovers, fashion lovers and people who want a good coffee to make use of a new indoor and outdoor space which will allow for the community around it to thrive. The application for an alcohol license is to enable them to run temporary events or to let customers browsing the retail side to pay for a beer.

With a host of retail and hospitality operations around the venue we do not see how this would do anything but benefit the area and provide a further shop that is not closed and is adding to the vibrancy of the area.

From speaking to James and Lucie, they have assured us that what they are trying to offer is a relaxed environment where drinkers will not be in the establishment for extended periods and that the extended gathering of people is not something that they are trying to achieve. We also understand that they have experience in running hospitality venues in the past with zero issues.

We know that Macclesfield is on the cusp of becoming great and in particular the high street being a really unique place in Cheshire and the Northwest as a whole. We feel that Proper Sound would only benefit the area, the town and the ongoing regeneration of the high street for Macclesfield.

We hope that James and Lucie are successful in their application and look forward to supporting them in the future

Sincerely, Andrew & Becky Thompson, Macclesfield Hospitality Action.