

EQUALITY IMPACT ASSESSMENT – MACCLESFIELD TOWN CENTRE



Section 1: Description

Directorate	Economic Growth and Prosperity		Lead officer responsible for assessment		Fiona Seddon	
Service	Regeneration and Major Projects		Other members of team undertaking assessment		Gareth Roberts Craig Wallace	
Date	February 2014		Version		1.0	
Type of document (mark as appropriate)	Strategy	<u>Plan</u>	Function	Policy	Procedure	Service
Is this a new/existing/revision of an existing document (mark as appropriate)	New Development					
Title and subject of the impact assessment (include a brief description of the aims, outcomes , operational issues as appropriate and how it fits in with the wider aims of the organisation) Please attach a copy of the strategy/plan/function/policy/procedure/service	<p><u>Macclesfield Town Centre Regeneration - Redevelopment Churchill Way, Macclesfield (also known as Silk Street Redevelopment)</u></p> <p>This is a multi-million pound comprehensive mixed-use scheme that includes a department store, a multi-storey car park, 20 retail units, restaurants, multiplex cinema, residential units, a new public square and enhanced public realm. Cheshire East Council is a major land owner within the scheme. The Council has entered into a Development Agreement with Wilson Bowden Developers who have put forward a Scheme proposal that is sustainable and will add to the vitality and viability of Macclesfield Town Centre. Planning consent for this Scheme was granted in September 2013.</p> <p>Macclesfield has been prioritised by the Council as a key location for investment and economic growth and this scheme contributes to the regeneration of Macclesfield Town Centre, providing a much needed catalyst to an area that is in decline. This development will deliver important public benefits including significant investment in the town, new jobs and environmental improvements.</p> <p>This development will play a vital role in delivering the <i>Macclesfield Town Centre Vision</i>, which sets out a shared approach by the Council, the Make it Macclesfield Forum and others, to drive further regeneration and investment in the town and build on it's strengths .</p>					

The development is a core element of the Central Retail Quarter, but it does not sit in isolation to other recent and planned investments. This includes the Council's own financial commitment to enhancing the public realm and streetscape in the town centre, with other £750k identified for initiatives between 2012 and 2016.

This proposal accords with, and is complementary to the following Council Plans and Strategies:

Ambition for All: Sustainable Communities Strategy 2010-2025

- Harness emerging growth opportunities;
- Create a climate attractive to business investment;
- Revitalising Macclesfield;
- Encourage environmentally sustainable living.

Cheshire East Corporate Plan 2011-2013

- Objective 2: Grow and develop a sustainable Cheshire East: foster economic growth and regeneration through providing the right environment for businesses to grow.
- Objective 4: Enhance the Cheshire East Environment

Cheshire East Economic Development Strategy

- Objective 1: Ensure that Cheshire East maintains and enhances its role as a 'knowledge economy';
- Objective 3: Raise the profile of Cheshire East and 'sell' the assets and opportunities of the area.
- Objective 4: Facilitate economic growth through progressing schemes that will create jobs and improve the attractiveness of the area as a place to invest, live and visit;

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	- Objective 5: enable a first-class quality of life for all our communities.
Who are the main stakeholders? (eg general public, employees, Councillors, partners, specific audiences)	Cheshire East Council, Wilson Bowden Developments, private interests within the Scheme to include residents and businesses, Make it Macclesfield Forum, users of the Council owned Senior Citizens Hall, other residents, other businesses, public and Councillors.

Section 2: Initial screening

Who is affected? (This may or may not include the stakeholders listed above)	All of the above to varying degrees. Main affected are users of a Senior Citizens Hall owned by the Council which is to be demolished as part of the Scheme and significant buildings / land needed to facilitate the Scheme.
Who is intended to benefit and how?	<p>Macclesfield as a whole – public and private sector, the community and visitors. Economic, environmental and social benefits are cited in the Council's CPO Report and accompanying Statement of Reasons to be considered by Cheshire East Cabinet on 4th March 2014. In summary:</p> <p><u>Economic Benefits:</u></p> <ul style="list-style-type: none"> • Modern units will attract retail and leisure operators to help the ongoing decline of the town centre increasing footfall benefitting existing businesses • The Scheme will create much needed jobs into the area where there are record levels of claimants for Job Seekers Allowance above the national average • It is anticipated that the Scheme will act as a catalyst to stimulate further inward investment <p><u>Environmental Benefits:</u></p> <ul style="list-style-type: none"> • Enhanced appearance with a new public square where people can meet and socialise, increasing pride of place and public perception of the town centre • Enhanced pedestrian experience along Churchill Way and Exchange Street improving connectivity whilst retaining reasonable movement patterns • Improved signage

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	<p><u>Social Benefits</u></p> <ul style="list-style-type: none"> • Significantly enhanced retail offer to better cater for the retail needs of the whole community – retailers will provide comparison goods which are not currently available in the town centre • Enhanced town leisure offer and opportunities for socialising in the evenings as well as during the day • Enhanced public realm with new street, spaces, seating and meeting places, designed to meet the requirements of the Equalities Act • Improved facilities will make the town centre more attractive as a residential location encouraging further development and population growth
Could there be a different impact or outcome for some groups?	<p>Yes. A comprehensive programme of public consultation and stakeholder engagement has been undertaken to ensure the Scheme reflects local needs and the needs of those with protected characteristics.</p> <p>Extensive consultation has taken place in respect of the Wilson Bowden Planning Application; the Macclesfield Economic Masterplan prepared by CBRE; the Arts, Communities and Heritage Strategy undertaken by Capital Symonds and Hamilton Projects which identified the preferred option for the replacement Senior Citizens Hall.</p>
Does it include making decisions based on individual characteristics, needs or circumstances?	<p>Yes. This specifically affects older people's needs as the demolition of the Council owned Senior Citizens' Hall to facilitate the Scheme has resulted in the need to replace these facilities. The decision making process has resulted in an Arts, Communities and Heritage Strategy for Macclesfield Town Centre being commissioned by Cheshire East Council. This has taken into account the needs and requirements of the Senior Citizens Hall users to identify new facilities –the outcome of this piece of work identified the preferred option to be sited within the Town Hall complex. A Macclesfield Local Members Working Group was set up to oversee, monitor and scrutinise the findings in the Strategy and updates are given by the consultants at regular intervals. It should be noted that Wilson Bowden Developers have agreed to contribute approx £1M towards the replacement facilities. The Scheme has a programme of work which will includes a transitional plan to ensure a suitable facility will be available before the existing Hall is demolished.</p>
Are relations between different groups or communities likely to be affected? (eg will it favour one particular group or deny opportunities for others?)	<p>Yes, for the better and more inclusive. As mentioned above the Arts, Communities and Heritage Strategy identified the Town Hall complex as the preferred option for the replacement Senior Citizens' Hall. This would provide the current User Groups with a larger facility and would also benefit other older people groups and community groups with a completely new facility. Throughout the process of identifying options for the replacement facilities the consultants created a User Group of the</p>

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			current Hall and their views and ideas have been taken into account with regard to location and design. So in conclusion the proposal – far from favouring one particular group or denying opportunities for others – will actually provide opportunities for more people and more groups. Consultation continues.									
Is there any specific targeted action to promote equality? Is there a history of unequal outcomes (do you have enough evidence to prove otherwise)?			Yes. Targeted action has taken place to promote equality by means of the Strategy and the consultation processes.									
Is there an actual or potential negative impact on these specific characteristics? (Please tick)												
Age	X	<u>Y</u>	N	Marriage & civil partnership	Y	<u>N</u>	Religion & belief	Y	<u>N</u>	Carers	Y	<u>N</u>
Disability - See below		Y	N	Pregnancy & maternity	Y	<u>N</u>	Sex	Y	<u>N</u>	Socio-economic status – see below	Y	N
Gender reassignment		Y	<u>N</u>	Race	Y	<u>N</u>	Sexual orientation	Y	<u>N</u>			
What evidence do you have to support your findings? (quantitative and qualitative) Please provide additional information that you wish to include as appendices to this document, i.e., graphs, tables, charts										Consultation/involvement carried out		
										Yes	No	
Age	The demolition of the Senior Citizens Hall to facilitate the Scheme will affect the users of the Hall and a replacement facility is required – as detailed above.											
Disability	There is no evidence that the Scheme will specifically negatively impact on this issue. The design of the new street will comply with the requirements of the Equalities Act.											
Gender reassignment	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.											
Marriage & civil partnership	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.											
Pregnancy & maternity	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.											
Extensive Consultation as referred to above carried out												

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Race	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.	
Religion & belief	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.	
Sex	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.	
Sexual orientation	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.	
Carers	There is no evidence that this Scheme will specifically positively or negatively impact on this issue.	
Socio-economic status	There is no evidence that this Scheme will specifically positively or negatively impact on this issue except those cited above regarding economic, environmental and social. benefits.	