

There's no Place like
Macclesfield

**A 5 year Vision, Strategy and Action Plan
for the revitalisation of Macclesfield**

Consultation Draft



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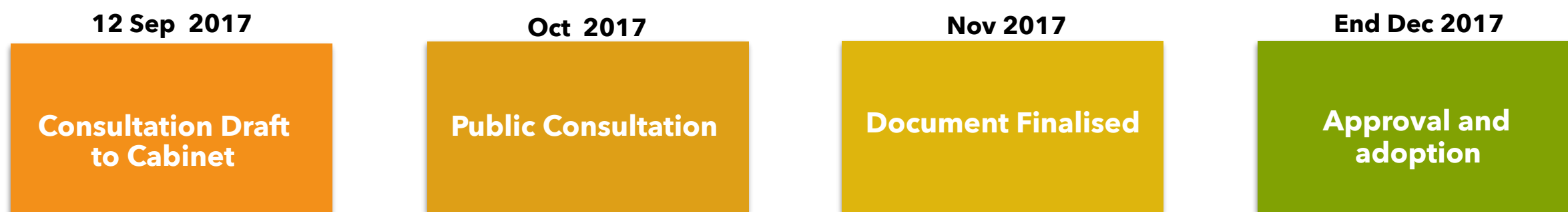
Preface

This is a CONSULTATION DRAFT of a strategy document that outlines how the Council proposes to drive forward the revitalisation of Macclesfield Town Centre.

Key to the Council's strategy is the belief that our best chance of success lies with collaborative working with other stakeholders who have the resources and ability to deliver projects with the potential to significantly help our regeneration ambitions.

A critical component of the proposed consultation on this draft document officers will therefore be meetings with key local stakeholders, including but not limited to: Macclesfield Town Council, Eskmuir Securities, Ask Real Estate, Peaks and Plains Housing Association, and the Silk Heritage Trust; with a view to seeking their support and endorsement of the vision and strategy this document contains and their contribution to the associated Action Plans.

The anticipated timeline for the production, consultation and adoption of the document is set out below.



Once finalised and formally adopted this document will replace the Macclesfield Town Centre Vision of January 2014.

What's the issue?

Macclesfield already offers many advantages for residents and businesses. Only 25 minutes by train from central Manchester, easily accessible from Manchester Airport, and only 1hr 45 from London Euston, yet, with the unique advantage of being nestled between the idyllic rolling landscape of the north Cheshire Plains and the breathtaking beauty and attractions of the Peak District. Add to those locational advantages outstanding schools, a rich legacy of heritage assets, a strong community spirit and sense of identity, a growing cultural and arts base, the hugely popular monthly artisan 'Treacle Market', and committed major employers; it's hardly surprising that Macclesfield's hinterlands contain some of the most desirable postcodes in the country.

But, despite these many advantages, there are some aspects of the town which cause concern. The town centre in particular, like numerous others the length and breadth of the country has struggled to maintain vitality and viability as consumers increasingly engage digitally and spend less in traditional brick and mortar high street stores. Across the UK, retailers have responded to these changing consumer spending habits, adapting their strategies to invest in a stronger online presence and closing less profitable stores. This in turn, has driven up vacancy rates on many high streets. Whilst Macclesfield town centre has not fared as badly as many, it has by no means been immune to the challenges, suffering from reduced footfall and an increased number of empty retail units.

We recognise the mismatch between the current town centre offer and the aspirations of many local people. We understand that people are concerned when they see vacancies in their town centre. We know many local people want to see a better range of shops and services, and, we appreciate the importance of the town centre as the heart of the community.

Of course, we share local residents aspirations to see the town centre reinvigorated to become a place we can all be proud of.

So, what are we trying to achieve?

Macclesfield is a unique town, with a proud history and great potential. We want to ensure it has a strong, vibrant and resilient economy, and all the facilities and qualities necessary to attract highly skilled people who can support that economy. In short we want it have a quality of place that make it a highly desirable place to live, work and visit.

The regeneration of the town centre is a key area of focus for the Council's for a number of reasons:

- We know the town centre is of particular concern to local residents;
- We know market conditions are currently particularly challenging for town centre businesses at the moment;
- We believe it has considerable untapped potential;
- We recognise that it serves or has the potential to serve, the whole town, so if we can improve the town centre everyone can benefit; and, critically,
- We recognise that the town centre is in many ways the 'shop window' for the town and the quality of the town centre can influence perceptions of the town as a whole. Perceptions affect investment decisions, so, ensuring the town centre thrives and projects a quality of place that showcases the town in its best light, is therefore critical to the economic prosperity of the wider area.

Like local residents, we want to see footfall rising and the town centre to be vibrant, busy with people utilising local services. We want to see fewer vacancies and to hear and see that local businesses are viable, sustainable and thriving. We want people to choose to visit the town, to enjoy the experience and to want to return.

We do not view the town centre in isolation, however. Our ambitions and our plans for the town centre are directed by our overarching strategy to enhance the quality of place across Cheshire East by: delivering the right type of houses in the right places; supporting businesses to grow; growing the skills of our workforce and working to retain and attract highly skilled people; investing in digital and transport infrastructure; developing our heritage, cultural and leisure offer; prudently managing and enhancing green areas and countryside; and protecting valued characteristics of all areas. More locally our strategy for the town centre has regard to the planned growth of Macclesfield's housing stock through developments such as those planned at South Macclesfield Development Area and the Kings School sites, and our desire to support growth in key growth industries such as life science, recognising that to attract the talent needed at sites such as Alderley Park and Astra Zeneca we need not just homes but all the amenities to offer a real quality of lifestyle.

Some of the specifics we want to address in the town centre are:

- We know that town centre businesses need to see footfall levels in the town centre increasing to give them the confidence that staying or investing in Macclesfield is the sensible thing to do. We want to do what we can to help draw more people into the town centre, not just throughout the day but into the evening, so that businesses dependant on footfall can not just survive but thrive.
- We understand that the current housing, leisure, retailing and cultural offer may have limited appeal for the talented, geographically mobile, younger generation we need to attract if we are to ensure businesses such as those at Alderley Park have the local talent pool they need to thrive. We want to increase centrally located housing which will be affordable to those young, energetic, talented people and to enhance the town centre leisure, retail and cultural offer to ensure Macclesfield can offer the quality of life that will attract them.
- We recognise there are issues with the quality of the public realm and maintenance and management of the town centre and that this influences perceptions of the town. We want to do more to address this.
- We understand the huge value of local heritage and culture and the challenges faced by those struggling to conserve and utilise heritage buildings. Whilst our powers and resources are limited, we recognise the importance of doing whatever we can to support owners to find sustainable futures for those buildings.
- We recognise that today people need convenience and that it may not be as convenient to get into and around the town as some other competing locations. We want to do more to ensure the town centre is a convenient, as well as desirable place, so it is more attractive as an option for local people meeting day to day needs.

What are we doing about it?

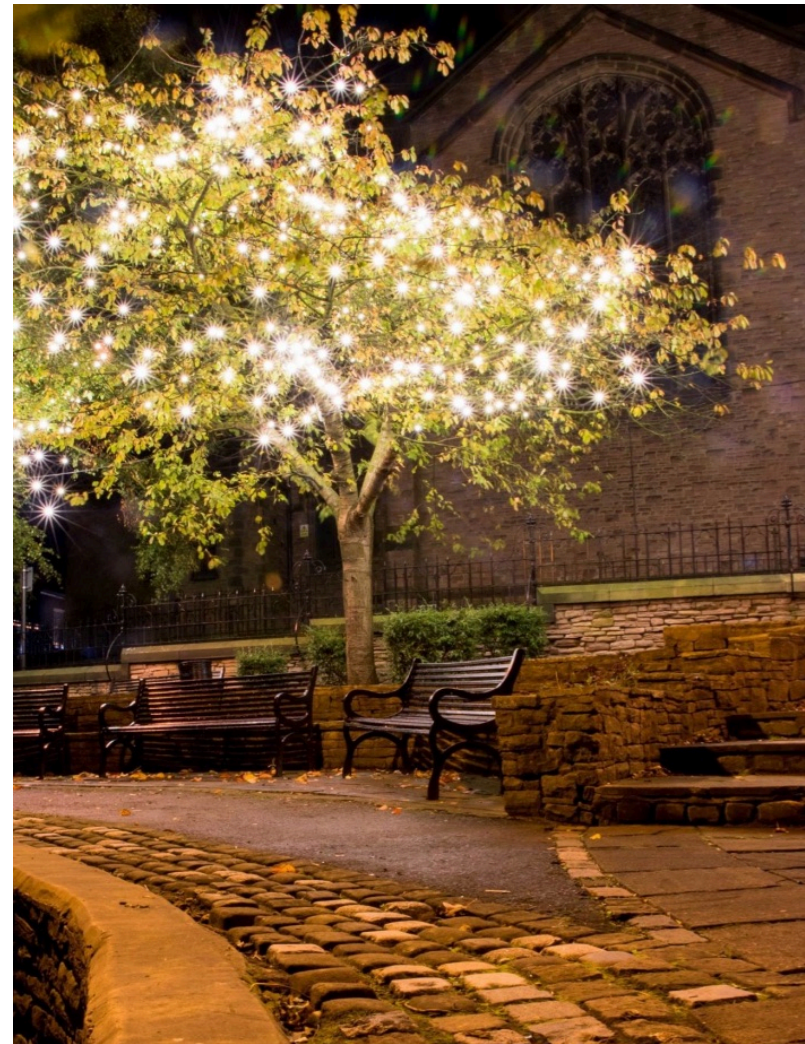
We have recognised these issues for some time, but unfortunately there is no simple toolkit for town centre regeneration. Whilst it may seem obvious what should be done, coming up with ideas is the easy part. Delivery is far more difficult.

The Council and a number of other key organisations are pressing ahead with projects which together should make a substantial difference. With the planned new cinema and restaurants, an extended and refurbished Grosvenor Centre, more in-town apartments, and improvements to the public realm, people will have new reasons to visit and spend time in the town centre, and businesses will see, that Macclesfield is a place to invest. Whilst we know more needs to be done to revitalise the town centre, it is vital that we follow through these existing pipeline projects to delivery. When people see changes happening on the ground, confidence that Macclesfield is a place on the ascent will grow.

We are also exploring other potential projects. There are quite literally hundreds of things which we could consider trying to do, and many which local people have suggested. However, we do not control the town centre, do not own the perceived problem sites and cannot make people spend their disposable income in their home town, rather than online or out of town. We have to focus on those initiatives which we have the powers and resources to influence and those which will bring the most benefits. With limited and finite resources it is vital we focus our efforts wisely, ruthlessly prioritise, and do not allow ourselves to be diverted from progressing those projects which will have the most positive impacts. So whilst we are and will continue to press ahead with projects we believe will really help revitalise the town centre, we cannot do everything that everyone may want.

We also recognise that we do not have all the answers. Alongside progressing existing projects and developing further pipeline projects, we are therefore also looking to increase our evidence base to ensure we have more data and a better understanding of the way the town centre functions and the areas where we can realistically make the biggest difference. That way future decisions regarding new projects will be informed by facts and evidence, not just perceptions.

Of course, whilst we know where we want to head, have a clear sense of direction and have mapped out a route, we don't know what obstacles or opportunities might arise to change our plans. There are many factors affecting town centres outside our control. We therefore see it as essential that we remain flexible and agile and able to adapt our plans as we learn more and as circumstances inevitably change.



Collaboration is key

Cheshire East Council has resources, powers and land that it can use strategically to lead the delivery of the vision set out in this document. However, no one organisation can deliver a thriving town centre alone. Whilst the Council is and will continue, to do whatever it can to enhance the town's fortunes, the future success of the town centre is dependent on all of us.

Research clearly indicates we are more likely to be successful if we work to a shared vision, a clear agreed strategy, and an action plan with defined responsibilities for delivery. With this in mind, the Council proposes to work collaboratively with other key delivery partners who want to commit to working together to create the synergy which will ensure Macclesfield thrives.

In order to facilitate key delivery organisations moving forward together effectively to deliver our vision for vital and vibrant town centre, it is intended that a Town Centre Collaboration Board be established, chaired and led by Cheshire East Council, comprising representatives of those organisations who are delivering clearly defined projects and initiatives to revitalise the town centre and are prepared to commit to collaborative working.

The Collaboration Board will comprise representatives from each partner organisation providing a mechanism for ensuring each organisation can effectively communicate with others as they move forward to deliver their specific projects. The Board will provide a forum for sharing knowledge to support other partners to help deliver the town centre vitality that we all want to see.

Board governance and membership has been suggested based on our understanding of current key projects and initiatives. The make up and governance of the Board will remain under review to be adapted as we move forward together but it is intended that membership be restricted to organisations who have committed resources to the delivery of specific defined projects, to ensure the focus of the Board remains on delivery.

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Collaboration Board



Our Strategy

Our existing and planned activity can be summarised into **5 strategic themes** :

Invest in Macclesfield;
Cherish Macclesfield;
Enjoy Macclesfield;
Enhance Macclesfield;
Macclesfield for Business.

The following section outlines why we feel each theme is key to our strategy, sets out projects already being pursued to progress that theme, and identifies additional activities we are looking to progress over the next 5 years.

It is important however to be clear that planned activities, distinct from those already ongoing, may not have funding at the present time and are by no means set in stone. Rather the intention is that they be seen as a starting point to be explored, refined and added to as we move forward.



1 Invest in Macclesfield



It is clear that towns like Macclesfield can no longer rely solely on their retail offer alone to attract the footfall necessary for the town centre to be vital and vibrant. We are therefore working to make the town centre less reliant on retail, by looking to attract investment in leisure, food and drink, cultural, business, and of course, residential development, to increase vitality both through the day and into the evening.

By redeveloping or repurposing currently under-utilised sites and buildings there are opportunities not just to broaden the mix of uses but also to increase the intensity of development, to raise the density of people living, working and enjoying leisure time in the heart of the town, bringing the footfall and vitality that is needed to ensure the town flourishes.

A key strand in our strategy is therefore to look to attract investment to redevelop or refurbish land and buildings which are currently underutilised for a wide range of town centre uses which can together bring a vibrant mix of activity to the town centre at different times of day and night.

Encouraging investment in in-town living is of course a key part of this work with clear and significant benefits for the wider town. The proximity of public transport hubs and the employment, retail, leisure and social amenities of the town centre, allow residents of in-town developments to walk to amenities, utilise public transport options and be less reliant on cars, in turn allowing less 'suburban' higher density developments, more affordable and attractive to a younger market. Since attracting young professionals is important to the economy of the borough, this has far reaching potential benefits for our local economy.

It is also important to recognise the fact that we need to seek to ensure there is adequate land for other town centre uses too. If we do not we will most likely face being unable to resist pressure for out of town development which will harm rather than help our efforts to revitalise the town centre.

Collectively, we will continue to strive to unlock opportunities for appropriate development and investment which will enhance the diversity of the existing town centre offer and increase the density of town centre activity.

Invest in Macclesfield Ongoing Activity

ACTIVITY	LEAD	TIMESCALE	DELIVERABLES	RESOURCES
Progressing plans for new multi screen cinema and restaurant development to reduce leakage of local people to Manchester	Ask Real Estate	Anticipated early 2019	Enhanced leisure offer. Multi screen cinema	Requires £20M investment
Making two Local Development Orders to enable residential development in underutilised parts of the town without the need for a specific planning permission	CEC Planning/Housing	Summer 2017	Increased in-town living. Circa 120 new residential units.	TBC
Progressing proposals for a new in-town living development on the former Georgian Mill site, at Park Green	Peaks & Plains	TBC	Increased in-town living. Anticipated 67 new residential units.	TBC
Expanding, refurbishing and reformatting part of the Grosvenor Centre to attract an enhanced range of occupiers.	Eskmuir Securities	Anticipated 2018	Enhanced retail offer. Long standing vacant building reused.	Requires £15M investment

Invest in Macclesfield Potential Activity

Through the forthcoming CEC Site Allocations & Development Policies Document (SADPD), review existing planning policies to allow for a more flexible range of main town centre uses	CEC Strategic Planning	2017-18	Planning policies which promote a town centre less reliant on retail	No additional
Assess whether a local threshold should be set triggering the need for an impact assessment for development proposals involving town centre uses outside of the Primary Shopping Area and reflect this within SADPD.	CEC Strategic Planning	2017-18	Planning policies which better protect town centre vitality & viability	No additional
Produce a Development Site Prospectus to increase awareness of development opportunities & pursue opportunities to unlock central sites for appropriate town centre uses.	CEC Assets & Regeneration	2018-19	Prospectus and redeveloped sites	TBC
Investigate potential for increasing development around Station area in particular given the importance of this gateway.	CEC Regeneration	2018-20	TBC	TBC
Investigate economic impact of hotel development and explore and pursue options for enhancing overnight stay offer if anticipated beneficial impacts justify	CEC Cultural Economy/Town Council	2018-20	TBC	TBC

1 Proposed cinema and restaurant led development - Ask Real Estate
(Concept Drawings still under development)



2 Enhancing the retail offer- Grosvenor Centre Expansion- Eskmuir Securities



3 In town living proposal - Peaks & Plains scheme



4 & 5 Local Development Orders being progressed to facilitate residential development



2 Cherish Macclesfield



Whilst we know investment is absolutely critical to revitalising Macclesfield, equally we know that having a strong identity is important not just because local people are rightly proud of Macclesfield's culture and heritage but also because, when faced with competing destinations, both visitors and investors can be swayed towards locations with a distinct appealing environment and a rich cultural offer. Protecting and reinforcing distinct place and cultural identity is therefore a critical theme in our town centre revitalisation strategy.

Macclesfield has many unique heritage buildings and an historic town core which give the town a unique sense of place. Widely loved by local stakeholders and undoubtedly of real value in defining Macclesfield's distinct identity, these assets are however expensive to maintain and utilise. We understand that unless heritage buildings generate sufficient income to cover the often elevated costs of running them, they can quickly become vulnerable to deterioration. Whilst the fortunes of such built assets are largely dependant on their owners, we will do what we can within our powers and the limitations of available resources to ensure the conservation and sustainable management of the towns valued heritage.

We also see that Macclesfield's identity stems not just from its built heritage but from the collective memories, experiences and stories of its community. We believe that Macclesfield is known as a town of generous, open minded, innovative people, with a strong history of tolerance, enterprise, creativity and artistic endeavour, proud of its heritage and passionate about its future. We know that is something special which, alongside the town's more physical heritage assets, give Macclesfield its unique 'personality'.

We know we must be careful to ensure that whatever we do to try and revitalise the town we ensure our actions do not dilute Macclesfield's unique identity but instead protect and showcase all that is uniquely Macclesfield.

We also realise the importance of positive and distinctive brand development and marketing which reinforces Macclesfield's unique sense of place and identity. We are all potential image makers for the town. We will ensure that we do everything we can to ensure Macclesfield's unique and appealing personality is positively promoted and that we tackle negativity which can be so damaging to perceptions. We know it is very easy to criticise but much harder to make positive change. Positivity breeds positivity, and positive press coverage and positive attitudes are vital if we want people to believe in Macclesfield as a place to invest, to live, to work to spend.

Cherishing, protecting, and reinforcing Macclesfield's unique positive qualities and ensuring these are effectively marketed to ensure the town finds and projects a positive, distinctive voice in a highly competitive environment is therefore a key strand in our revitalisation strategy.

Collectively, we will continue to cherish those things which contribute to Macclesfield's unique identity and will undertake further work to pursue their conservation, promotion and marketing whilst working together to ensure we all promote Macclesfield's positive attributes and avoid counterproductive negativity.

Cherish Macclesfield Ongoing Activity

ONGOING ACTIVITY	LEAD	TIMESCALE	DELIVERABLES	RESOURCES
Heritage Asset Regeneration Plan (HARP) commissioned to identify options for the sustainable future management and use of priority heritage assets in the town centre	CEC Regeneration	Anticipated completion August 2017	Identification of priority heritage assets. Building condition surveys, heritage assessments, and options appraisals for top 5 to assist owners in finding sustainable futures.	Study cost £60K
Identifying options for raising awareness of Macclesfield's unique heritage and culture identity as part of wider investment projects e.g. public realm investment	CEC Regeneration	Ongoing	Raised awareness of heritage and cultural assets and value	Part of capital investment programme
Developing plans to enhance Macclesfield's Museums	Silk Heritage Trust/ CEC Cultural Economy	2017-2022	Enhanced museum offer. Better utilised and conserved heritage buildings	TBC

Cherish Macclesfield Potential Activity

Develop investment plan to ensure effective conservation and enhanced utilisation of heritage assets within the control of the Council such as the Old Police Station and Butter Market.	CEC Regeneration	2018	Heritage buildings within CEC control better conserved and utilised	TBC
Explore the scope for improving Macclesfield's competitive position through brand and marketing strategy development, to spread the word that Macclesfield is a great place to live, work and play stressing its unique cultural personality alongside traditional selling points such as locational benefits.	CEC Regeneration /Cultural Economy	2018	Clear brand identity and marketing strategy	TBC



3 Enjoy Macclesfield



We value the huge contribution events can make to the vitality and viability of the town. Macclesfield hosts a number of exemplar events organised by passionate, visionary members of the local community. The monthly artisan Treacle Market and the Barnaby Festival in particular, have had huge impact in promoting Macclesfield as a creative, convivial, community focused town, drawing significant visitor numbers to boost town centre vitality. In 2017, Macclesfield also hosted its first garden festival adding to the towns events programme. The town also offers a range of permanent cultural options such as local theatre, a truly unique single screen cinema which offers live screenings of national theatre, opera and ballet in addition to film releases, and the Macclesfield Museums with their collections focused on the town's rich heritage as a creative, entrepreneurial and industrious centre for the silk industry but also extending to Egyptian mummies and a local celebrity in the form of a giant panda!

We recognise the economic as well as social value of events and cultural enterprise and both Cheshire East Council and Macclesfield Town Council employ officers whose role is to work with event organisers to facilitate them as far as resources allow. We know however that there are challenges facing those who want to add to the towns event programme. Understanding the various permissions required to enable events to be put on in public places is not easy, particularly as Macclesfield's main outdoor event space, Market Place, is also an adopted highway. Ensuring events are coordinated and not competing is also a challenge and we recognise the importance of publicising and marketing events to ensure they have maximum impact in bringing people into the town centre.

We want to do more to make it easier for people to put on events in the town centre recognised events as hugely important to the prosperity of the town centre.

We also recognise that although Macclesfield is a traditional market town, setting aside the hugely popular monthly Treacle Market, the more regular market offer, would benefit from fresh thinking.

Collectively, in addition to existing activities to support events, we will look to clarify and coordinate support for event organisers and to work with partners to explore how events, markets and activities can be enriched to encourage additional visitors to the town centre

Enjoy Macclesfield Ongoing Activity

ONGOING ACTIVITY	LEAD	TIMESCALE	DELIVERABLES	REOURCES
Supporting and coordinating central Macclesfield based events such as Treacle Market, Barnaby Festival and Garden Festival	Town Council/ Heritage, Arts and Culture Forum	2017-22	Public events attracting associated substantial footfall	Varies
Development of coordinated, easily accessible events calendar	Town Council	2017 then ongoing	Easily accessible events calendar promoting events to local people and visitors	TBC

Enjoy Macclesfield Potential Activity

Supporting expansion of events programme with consideration given to grant package for town centre events	CEC Cultural Economy/ Town Council	Ongoing	Increased number and size of events	TBC
Establish clear advice pack for potential events organisers wishing to hold events in the public domain	CEC Cultural Economy / Town Council	2017	Up to date, clear , accessible guidance on procedure	TBC
Review markets and develop action plan to improve market offer	CEC Strategic Commissioning/ ANSA	2017-2018	Clear plan for the indoor and outdoor markets	TBC
Town Centre WiFi	Town Council	2018	TBC	£20,000
Digital Displays	Town Council	2018	TBC	£25,000

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Images Barnaby, Treacle, Garden festival etc

4 Enhance Macclesfield



Having listened to local stakeholders we understand that people do not want to see wholesale transformation of the town centre but rather carefully considered interventions which highlight the positive and target specific problem areas.

In specific parts of the town the condition and appearance of the public realm is an issue. Where areas of public realm are unattractive, do not function effectively and are in prominent locations they can have a serious negative impact on visitors and potential investors perceptions. We believe that positive first impressions increase the likelihood of return visits so it is important to try and target these problem areas.

We recognise that localised traffic congestion is also a problem and understand that congestion will put people off visiting and enjoying the town. We also know that in some areas signage is inadequate, and the town can be difficult to navigate for people who do not know it really well. We also recognise the likely benefits for town centre businesses if we can get people out of their cars and walking between different areas of the town centre and the need to improve the pedestrian experience to achieve this.

Recognising these issues, a key thread of our strategy is to enhance the appearance, functionality, and legibility of key pedestrian as well as vehicular routes all in a way which embraces creativity and reinforces Macclesfield's unique sense of identity. In addition to seeking out resources to address issues on public highways and land in our ownership, the Council will also use its powers to tackle prominent private poorly maintained sites, as well as unauthorised advertisements and development spoiling the appearance of key routes and gateways, using full enforcement powers where necessary.

We will continue to pursue projects to refine and enhance the public realm and infrastructure of the town to improve perceptions and the visitor experience, targeting the town centre, gateways and key routes

Enhance Macclesfield Ongoing Activity

CURRENT ACTIVITY	LEAD	TIMESCALE	DELIVERABLES	RESOURCES
Developing creative concept designs for public realm enhancements on key town centre streets to support decisions on potential aspirational future public realm investments	CEC Regeneration	2017-2019	Clear understanding of high level costings for aspirational public realm	TBC
Developing and delivering Phase 1 public realm enhancements within Primary Shopping Area	CEC Regeneration/ Transportation	2018-19	Enhanced public realm within part of Primary Shopping Area	£1.4M
Grant assisting shop front enhancements in Park Green, and lower Mill St	CEC Regeneration	2017-2019	Enhanced appearance of target area	circa £60K
Pursuing funding for delivery of highway schemes in Macclesfield Movement Strategy	CEC Strategic Highways	2017-2022	Reduced congestion at highway pinch points	TBC
Review of opportunities to refine town centre parking to aid town centre revitalisation.	CEC Transportation	2017-2018	Enhanced visitor experience	TBC

Enhance Macclesfield Potential Activity

Development of a 3-5 year programme of further phases to public realm enhancement programme	CEC Strategic Highways/ Transportation	Business Case 2017/18 for CEC Medium Term Financial Strategy Delivery from 2019/20	Significant enhancement of legibility, pedestrian experience, targeted area of the town centre	TBC
Targeted maintenance /enforcement regime	CEC Highways /Planning	2017-2022	Enhanced appearance of the town centre	TBC
Installation of feature lights in town centre trees	Town Council	2017-2019	Enhanced appearance and ambiance	£50K
Development of a Town Centre Information and Communication Package to significant enhance town centre legibility	CEC Regeneration	Before 2022	Improved image, identity and user experience	£2-3M

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Image of public realm proposals, A boards to be tackled via enforcement etc.

5 Macclesfield for Business



We recognise the significant and ongoing challenges faced by town centre businesses competing with out of town retail destinations and rapidly increasing competition from e-retailing. We also recognise that Macclesfield seems to be attracting a concentration of certain types of businesses such as creative and digital.

Sometimes the extent of local council's abilities to influence factors affecting businesses viability and decision making is misunderstood. Central government sets business rates and private landlords set rents. These things cannot necessarily be influenced by the Council or any other local stakeholder concerned about the town centre. Whilst acknowledging that there are restrictions on resources and local powers, the Council as well as a number of other local organisations such as Enterprising Macclesfield and the Macclesfield Chamber of Commerce are committed to helping businesses prosper, to provide a variety of local business support and to working to assist growth sectors.

We recognise that it is important to regularly review the support available for business and to consider whether there is a case for new ways of working or new interventions. There appears to be no current strong business led partnership in Macclesfield and there may be significant benefits for local business in exploring options around this whether through a formal Business Improvement District or other mechanism. Similarly we recognise we have little data and a relatively scant evidence base to inform our understanding of the way the town operates and what more any of us can do to support town centre businesses.

Part of our strategy is therefore focused on gathering data to inform how we can make Macclesfield a better town for business both in traditional town centre sectors and key growth areas.

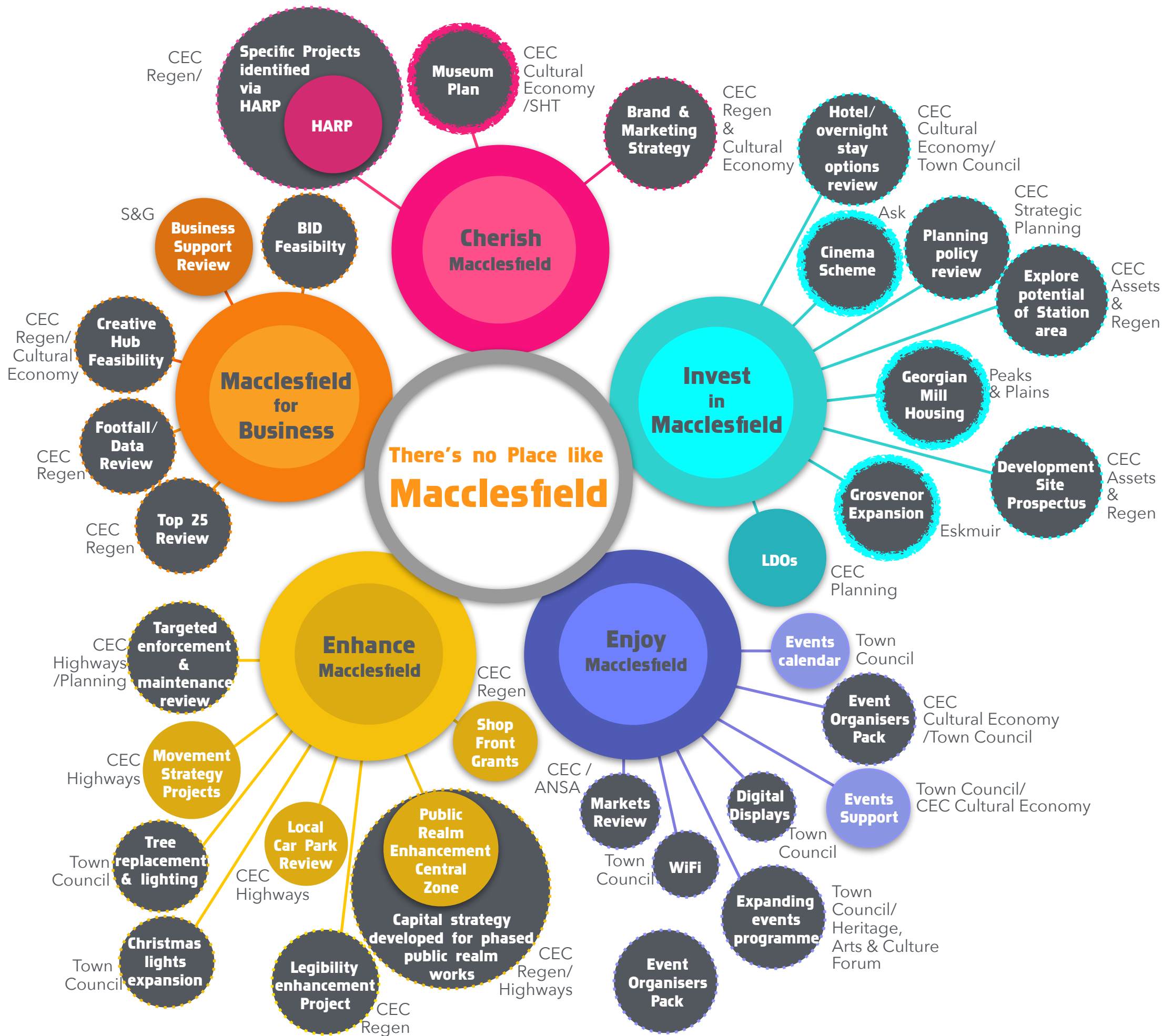
Collectively, we will look for improved sustainable means of supporting businesses to invest in Macclesfield and support the vitality and viability of the town centre

Macclesfield for Business Ongoing Activity

PROPOSED ACTION	LEAD	TIMESCALE	DELIVERABLES	RESOURCES
Business Support Review	CEC Skills & Growth Company	Autumn 2017	Identification of options for refining and enhancing business support	Within existing CEC revenue budgets
Exploration of feasibility and likely benefits of a BID for Macclesfield Town Centre.	Town Council	2018	TBC	BID Feasibility study £10K Anticipated start up costs £50,000

Macclesfield for Business Potential Activity

Pursue options for gathering reliable and detailed footfall and other key data to enhance understanding of issues and opportunities in the town centre.	CEC Regen	2018	Intelligence on pedestrian activity, identifying peaks and hot spots to identify opportunities for realigning the offer to	TBC
Review top 25 factors which can be influenced locally	CEC Regen	2017	Intelligence on likely most beneficial routes to successful action	TBC
Exploration of opportunities and business case for assisting creative industries to locate in and around the town centre	CEC Cultural Economy/Regeneration	2017-20	Increased occupation by growth employment sector	TBC



Activity Overview

Legend

- Funded CEC Project
- Current Project led by other stakeholder
- Identified desirable Project without current funding

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