Environment and Regeneration Overview and Scrutiny

Date of Meeting: 15 July 2019

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

Portfolio Holder: Jo Wise – Strategic Regeneration Manager (North)

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 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. Recommendation/s

That the Committee:

2.1 Review the draft Strategic Regeneration Framework for Macclesfield Town Centre and the associated Reports on Consultation.

2.2 Provide feedback 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 Recommendation/s

3.1. The attached Strategic Regeneration Framework has been developed by external consultants to provide clear direction for the delivery of the regeneration ambitions for Macclesfield Town Centre set out in the adopted Local Plan.

3.2. It 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 that the final SRF be recommended to Cabinet for approval alongside recommended actions to progress the delivery of priority projects stemming from the SRF in September 2019.

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 the town centre;

4.2.4 Potential opportunities for growth, including those associated with HS2, remaining unrealised.

5. Background

5.1 Macclesfield is one of the 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 of the Borough, whilst its counterpart Crewe is the principal centre serving the south. Crewe and Macclesfield, as the borough’s two Principal Town’s, are key to the Council’s aspirations for growth and prosperity and the success of the borough is dependent on the success of both these centres.

5.2 The Local Plan recognises 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, including at Park Green.

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.

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 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.

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 Whilst the issues the centre is currently facing and the need to address these and deliver on the ambitions set out in the Local Plan are generally understood, an agreed strategy to unlock the potential is needed. Clearly, not all concerns raised can realistically be tackled at the local level - business rates set by the central government for example are outside the Council’s control. Additionally, even at the local level, many factors contributing to town centre health are in the hands of other local stakeholders - rents charged on private properties for example are not something the Council can control. To have maximum impact on the town centre it is therefore important to both focus effort on the things that can be changed at the local level, and to try to work collaboratively with other stakeholders who can impact on factors which the Council cannot.
5.8 In an effort to identify the best strategy for the town centre the Council has sought external expert advice from a multi-disciplinary team. A team were found with experience in developing regeneration strategies in other areas. The lead consultants, Cushman and Wakefield for example, advised Trafford Council in developing their strategy for Altrincham Town Centre.

5.9 The consultant team were commissioned to develop an initial draft Framework which:

- Took account of local stakeholders views;
- Ensured ‘strategic fit’ with existing key strategies and policy documents such as LPS12 of the Local Plan (CELPS);
- Was evidence based;
- 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 new emerging opportunities.

5.10 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 with experience in a variety of sectors. Drawing on their extensive professional knowledge, the consultant team then developed a ‘Consultation Draft Strategic Regeneration Framework’ for public consultation purposes.

5.11 On 31st January 2019, the Portfolio Holder for Housing, Planning and Regeneration approved the 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.
5.12 The public consultation resulted in the submission of 264 responses. 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. A brief overview of some of the key findings from the consultation is given below at 5.13 - 5.19.

5.13 Respondents were asked how strongly they agreed or disagreed with the following draft vision for the town centre:

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Macclesfield - a town that celebrates its quirkiness.
Green, creative and connected. 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.
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A large proportion (79%) ‘strongly agreed’ or ‘tended to agree’ that this is a good vision for the town centre, with just 12% in disagreement.

5.15 Eight draft objectives for the town centre were set out and respondents were asked to rank these in order of priority. The following list orders those objectives as ranked by respondents from most to least important.
1. **Enhance the town centre environment** - making it greener, more distinctive and a celebration of local creativity.

2. **Cherish historic buildings and repurpose underutilised assets** - to diversify our offer and attract a wide range of occupiers to the town.

3. **Grow and diversify the leisure 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. Building upon our existing impressive events calendar.

4. **Support economic growth aspirations** - our strategic location makes Macclesfield a great base for small and medium sized businesses to co-locate and collaborate with each other and the world class businesses 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 residential accommodation 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.
5.16 A number of character areas were identified within the town centre and respondents asked to rank these areas in priority order for regeneration, and to consider whether they agreed with suggested aspirations for each area. The location of those character areas is set out in the plan overleaf. The draft aspirations for each area, the percentage of respondents agreeing with those suggested aspirations, and how residents ranked those areas as priorities for regeneration is set out below.

5.16.1 Chestergate & Historic Heart

Ranked 1st priority for regeneration by consultation respondents.

Character area draft aspirations:
a) Enhancing what is already there through refurbishment and re-use of historic buildings, including conversion and reutilisation of upper floors for apartments.

b) 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.

c) Market Place should continue to be the heart of the town centre and opportunities for further culture and event activities in this location explored.

Agreement with aspirations: 87%.

5.16.2 Retail Core

Ranked joint 2nd priority for regeneration by consultation respondents.

Character area draft aspirations:

a) Continuing to function as the main retail core, but recognising that consolidation of retail and reuse of existing units and 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.

b) Enhancing legibility along key routes via reducing car dominance, enhancing cycling and pedestrian movement and improved way finding and signage.

c) 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.

d) Unlocking development potential on Exchange Street Car Park and creating new open space to enhance the setting of the Sunday School, if possible.

Agreement with aspirations: 74%

5.16.3 Station Gateway
Ranked joint 2\textsuperscript{nd} priority for regeneration by consultation respondents.

Character area \textit{draft} aspirations:

a) Rationalisation and consolidation of the existing proliferation of surface parking with decked or multi-storey provision explored, either in existing car parks or other alternative locations in this locality, to unlock opportunities in this area as a focus for leisure whilst ensuring adequate parking remains.

b) 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.

Agreement with aspirations: 76%

\textbf{5.16.4 Sunderland Street & Silk Quarter}

Ranked 4\textsuperscript{th} priority for regeneration by consultation respondents

Character area \textit{draft} aspirations:

a) To grow a vibrant mixed use area incorporating residential, boutique retail, employment, leisure and evening/night time economy uses characterised by distinctive independents.

b) To reutilise heritage buildings and include references to the areas rich past within the silk trade in modern uses.

c) To seek to reduce the volume of traffic on Sunderland Street redirecting, unnecessary traffic onto the Silk Road if possible.

d) To take opportunities to open the River Bollin when new development presents these.

Agreement with aspirations: 81%

\textbf{5.16.5 Churchill Way Boulevard}

Ranked 5\textsuperscript{th} priority for regeneration by consultation respondents.

Character area \textit{draft} aspirations:

a) 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.
b) Supporting new residential infill development to boost in town living opportunities whilst enhancing the ‘broken’ frontage to Churchill Way.

c) Consolidation of existing parking in this area, considering options such as decking on Duke Street car park.

Agreement with aspirations: 74%

5.16.6 Jordangate West and East

Ranked 6th priority for regeneration by consultation respondents.

Character area draft aspirations:

a) Enhancement of parking facilities in Jordangate car park, public realm, signage and infill development along the Jordangate axis.

b) Continued predominance of employment uses to the west of Jordangate, with refurbishment of existing property, and if viable new development for employment uses.

c) The development of a residential area to the east of Jordangate should the existing employment uses become surplus to requirements.

Agreement with aspirations: 74%

5.17 The draft SRF further sets out a draft 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 in line with the development principles set out in the Local Plan at LPS 12.

5.18 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:

<table>
<thead>
<tr>
<th>Spatial ambition</th>
<th>% in agreement</th>
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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 weighing the points made in representations against the context of all other responses as well as the wider policy and strategy context and drawing on the professional expertise of the team. A report provided by the consultants, sets out the 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.

Changes made to the draft document following the public consultation are set out below although this list is by no means exhaustive.

5.20.1 Changes to the vision to make reference to the importance of the town centre as a place for the community to socialise and the desire to see the past cherished whilst a sustainable future is embraced.

5.20.2 Changes to the draft objectives to place greater emphasis on the importance of cultural as well as food and drink uses in the town centre, the importance of ensuring the town centre offer is distinctive, and to reflect the emphasis placed by many respondents on improving the public realm, on sustainability, and on greening the town centre.

5.20.3 An additional objective has been added to enhance the retail offer with an emphasis on improved quality, independents and diversity rather than quantum.

5.20.4 Clearer reference in the aspirations for the Station Gateway to the need to ensure sensitivity to the views and character in this area, to make clearer references to aspirations to reduce vehicles in this area and to clarify that development here would not be solely focused on leisure but would seek to provide a hub of business, residential and leisure activity aligned to the Local Plan.

5.20.5 More specific reference to aspirations to enhance the public realm and character of the retail core and removal of suggestions that Exchange Street car park could be a good location for development, in recognition of the responses from the consultation regarding the

<table>
<thead>
<tr>
<th>Green space and planting</th>
<th>90%</th>
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<tr>
<td>Public realm</td>
<td>85%</td>
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<tr>
<td>Optimising the topography</td>
<td>82%</td>
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<td>Improved pedestrian crossings</td>
<td>82%</td>
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<td>Enhanced existing linkages</td>
<td>80%</td>
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<tr>
<td>Car Park rationalisation</td>
<td>79%</td>
</tr>
<tr>
<td>Potential new linkages</td>
<td>73%</td>
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importance of this particular car park to those using major stores such as Tesco, M&S and Iceland in preference to out of town destinations.

5.20.6 Further explanation of the aspiration to reduce traffic in the Sunderland Street locality to make it clearer the suggestion is not to completely remove vehicles.

5.20.7 Specific reference to an action to undertake a comprehensive parking strategy which considers the utilization, location, quality and cost of parking across the town as well as residents permits, and disabled parking.

5.20.8 Specific reference to Christ Church, to recognise its importance as a heritage asset which needs to be conserved and an asset which could help support town centre regeneration, although it lies slightly outside the area of focus of the Framework.

5.20.9 Specific reference to a suggestion to explore the development of a ‘green plan’ to bring together various aspirations for the public realm.

5.21 The consultants suggested post consultation version of the Strategic Regeneration Framework, is set out at Appendix C. Officers are still working through this document and it is possible it may be slightly revised prior to presentation to Cabinet.

5.22 Before agreeing to approve this document 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.

5.23 Recommended Strategic Actions are set out on page 43 of the draft SRF. The consultants are very clear that these should not be viewed as a ‘to do’ list for the Council and that the Council will simply not be able to deliver these strategic actions without the support of numerous stakeholders. The strategic actions 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.

5.24 The consultants will additionally be providing a Delivery Plan to provide a ‘route map’ forward for all those stakeholders wishing to collaboratively progress town centre regeneration. This draft Delivery Plan, attached as Appendix D, sets out recommendations on governance and delivery structures, identification of priority actions, recommendations on communication and engagement, potential sources of funding to support delivery, recommendations on monitoring and evaluation to measure success, and consideration of risk to the successful delivery of the SRF and how this could be mitigated.

5.25 The Delivery Plan advises that successful delivery of the SRF will require Cheshire East to lead and identifies potential roles and responsibilities that
the Council could take in this respect including:

5.25.1 **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.

5.25.2 **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

5.25.3 **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

5.25.4 **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.

5.25.5 **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.

5.25.6 **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

5.25.7 **Bidding for resources** - The Council has already started to bid for sources of funding to support the delivery of the SRF. A bid was made to the Future High Street Fund in March 2019. As other potential sources of funding arise the consultants recommend the Council continue to consider opportunities where Macclesfield meets the criteria.

5.26 Additionally the Delivery Plan sets out additional approaches which have been successful in other area and should also be considered by the Council in moving forward in Macclesfield:
5.26.1 Identified ‘go-to’ person for the town centre - the person would be known by developers and investors as someone to engage with when the 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. This would clearly have revenue implications but is flagged for consideration.

5.26.2 Establishment of 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.

5.26.3 Creation of 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.

5.27 The Delivery Plan further outlines some of specific partners the Council should seek to maintain regular dialogue with to help realise the vision for the area including: Homes England, Cheshire and Warrington LEP, Historic England, developers, private sector partners with interests in the areas such as Eskmuir, Arighi Bianchi and Astra Zeneca, Macclesfield Town Council, and local groups such as Silk Heritage Trust and Make it Macclesfield.

5.28 Having set out details of many actions which should 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 to ensure Members are clear on next steps to be taken, assuming the recommendations set out at the beginning of this report are agreed.

5.28.1 Car Parking Review and Regeneration focused Car Parking Strategy – subject to suitable resources being identified, to commission a detailed car parking review and strategy for car parking across the town centre 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; identifying 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, to commission work to 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 and to decrease the dominance of vehicles, including reconsideration of TROs in the central area to reclaim more of the public arena for people to enjoy.

5.28.3 **Development of public realm/greening projects** - Subject to suitable resources being identified, developing public realm/greening designs 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, commissioning work to appraise options to address the existing underperforming town centre market offer (indoor and outdoor).

5.28.5 **Design Guidance** - Dependant on the findings of the car parking review, 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** – Exploring options to enable greater use of the space in the Old Town Hall.

5.29 Cabinet will be asked to approve the post consultation version of the SRF for publication and to agree to officers driving forward the Delivery Plan to progress the regeneration of the town centre subject to adherence to normal finance and procurement rules and in accordance with agreed schemes of delegation.

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 has been undertaken to ensure all protected groups have been represented in those consulted on the draft SRF. 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.

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 and their views taken into account at that time.

7.4 A further all Members briefing will have been held prior to this report being considered by Scrutiny.

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 recommended final version)
Appendix D: Recommended Delivery Plan

Links:
2011 Place Shaping Consultation Headline Results
CELPS 2017
10. Contact Information

10.1. Any questions relating to this report should be directed to:

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Job Title: Strategic Regeneration Manager (North)
Email: jo.wise@cheshireeast.gov.uk