



MACCLESFIELD TOWN CENTRE

RECOVERY PLAN



**Final Recommended Version
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The Recovery Working Group is made up of the following individuals working on Town Centre Recovery for several organisations:

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We also wish to extend our thanks to all the residents and businesses that filled in the surveys, and to thank those who attended one of the 5 fact finding sessions. Your views have been invaluable and have helped to shape the plan.

Further thanks to all those individuals, businesses and groups that shared, promoted and supported the group, helping to reach as many people as possible.

Executive Summary

The COVID-19 Pandemic has had a significant impact upon the way in which we approach our daily lives and in particular how we utilise our town centres. In Macclesfield, we have tried to ensure that the Town Centre remains a safe and vibrant place to visit, and that town centre businesses and other organisations can be sustainable into the future.

As the Pandemic continues to evolve and develop, we felt it necessary to develop a Town Centre Recovery Plan that sets out objectives and actions to move towards this sustainable and safe recovery of Macclesfield Town Centre in the short term. The following Plan is shaped by the High Streets Taskforce COVID-19 Recovery Framework¹, and a range of research and consultation work undertaken by a Working Group², with it having the following principles:

1. The Plan is shaped by true partnership working – it has been put together by a Working Group of Cheshire East Council, Macclesfield Town Council, Make it Macclesfield, Peaks and Plains Housing Trust, Community and Voluntary Services Cheshire East, and the Silk Heritage Trust; and in cooperation with local residents and businesses through surveys and fact finding sessions;
2. The Plan is about all types of recovery – it is about delivering economic, social, environmental, cultural, and community benefits for Macclesfield Town Centre and the people of the Town;
3. The Plan is about Town Centre recovery, but the objectives and actions will have much wider impacts for Macclesfield and its surrounding areas;
4. The Plan is focused upon change – it is about realising the potential of the Town Centre and also contributing towards other issues such as the climate emergency;
5. The Plan is focused upon the short term and focused specifically on the response to COVID-19 – it is about supporting our businesses and people to be quickly re-invigorated, but not at the expense of safety;
6. The Plan is about ambitions – it is about using short term response to support the much wider addressing of challenges such as unemployment which will come our way. Whilst the focus is short term the plan process has enabled a number of longer term aspirations to be identified (these are detailed in section 5);
7. The Plan is about improving communication – it is about raising awareness of and promoting the vibrancy of Macclesfield Town Centre;
8. The Plan is about thinking about the economy differently, placing people at the heart of Town Centre recovery as opposed to physical regeneration.
9. The Plan is fluid and flexible – it recognises that the Pandemic is ever-changing and our plan will need to adapt accordingly.

The following therefore sets out the context to the Plan, the Baseline position as to how COVID-19 has affected the Town Centre, and our objectives and actions moving forward. Please note this is the final recommended version of the Plan, to be put forward for endorsement by each of the organisations represented on the Working Group. It is intended that it will remain a working document to be updated as appropriate as we progress with the implementation.

¹ <https://www.highstreetstaskforce.org.uk/COVID-19-recovery/>

² <https://www.macclesfield-tc.gov.uk/macclesfield-town-centre-recovery-working-group/>

1. Introduction and Context

This section introduces the Macclesfield Town Centre Recovery Plan, the context to its development and the way in which it has been developed.

1.1 The challenges facing our Town Centre(s)

Over the course of the last ten years, town centres across the UK have sought to rejuvenate themselves in response to challenges and opportunities associated with reduced footfall, increased levels of vacancy of retail units, the changing way in which consumers utilise them, and the economy generally. A flourishing town centre is vital to the economic viability of a town and its surrounding areas.

In Macclesfield, there has been a particular focus upon re-purposing the Town Centre, with the introduction of an artisan market, work on the public realm, the regeneration of retail areas and premises, and the re-utilisation of assets (amongst many other things). Some of these activities have been successful in improving the Town Centre, its perception and use; with others less so.

The COVID-19 Pandemic presents our town centres, towns and local economies with a new and renewed challenge. Lockdown restrictions and the new way of life, which citizens and businesses need to respond to, have had significant implications for how town centres are used and their vitality and viability moving forwards. Footfall and use has fallen significantly, with retailers and cultural and hospitality venues, in particular finding it difficult to survive economically.

Whilst Macclesfield has been impacted less than many towns, these historical and contemporary challenges have impacted on the confidence of residents, and particularly the most vulnerable, to return to the Town Centre; in the sustainability of businesses based in the Town Centre; and in the general look and feel of the Town Centre. Whilst this clearly has a bearing on the Town Centre, this will also have a significant knock-on effect on the local economy of Macclesfield and its surrounding areas.

1.2 Towards a Town Centre Recovery Plan for Macclesfield

The above challenges and opportunities facing the Town Centre have been the key context to producing this Town Centre Recovery Plan for Macclesfield. The Plan seeks to detail the main ways and actions that need to be undertaken to ensure that Macclesfield Town Centre becomes safe for all residents, is repurposed, and is viable for the town, its residents and communities, its businesses and its voluntary and community sector organisations. This is effectively what we mean by 'recovery'. The Plan has been developed by two primary groups.

First, a Town Centre Recovery Working Group has been responsible for shaping the context to, the structure of, and the objectives of the Plan. The representatives of the Working Group have included: Macclesfield Town Council, Cheshire East Council, Make It Macclesfield, Peaks and Plains, Community and Voluntary Services Cheshire East and Silk Heritage Trust.

Second, and through a series of fact-finding sessions, a wider group of retailers, hospitality organisations, residents, cultural organisations, digital businesses, cooperatives, and voluntary and community sector organisations (amongst others) have been responsible for shaping the actions.

This co-produced approach means that the Town Centre Recovery Plan for Macclesfield is not owned by one individual organisation or entity. Instead its objectives and actions, and its implementation are the responsibility of all the organisations involved, and the residents of the Town and its surrounding areas. Everybody can and needs to play their part in the recovery.

1.3 The High Streets Task Force Framework

Many towns across the UK are facing the same challenges as Macclesfield in responding to the ongoing COVID-19 Pandemic. The Plan has therefore been informed and shaped by national practice in the form of the High Streets Task Force COVID-19 Recovery Framework and particularly its four stages of:

- **Crisis** – the ‘crisis’ stage focuses on how town centres and place managers act immediately, supporting and helping stakeholders through the initial stages of the crisis;
- **Pre-recovery** – the ‘pre-recovery’ stage is a crucial step towards building collective capacity and moving towards more reflexive forms of place governance and coordinated leadership;
- **Recovery** – we have already seen, at the crisis stage, the enormous creativity and ingenuity of individuals and businesses – and we must ensure this is nurtured in the recovery stage, and not side-lined in an attempt to go back to how things were. However, there will be an immediate need to react quickly in order to revise plans that do not work;
- **Transformation** – the ‘transformation’ stage points at the conscious attempt to improve the place – to do more than recover but to innovate and address new challenges, such as climate change, decarbonisation, economic inequality, and social justice.

1.4 Methodology and the content of the Macclesfield Town Centre Recovery Plan

The development of the Macclesfield Town Centre Recovery Plan has used a range of methods to gather knowledge and information. This methodology has been driven by the Working Group, with strong emphasis placed upon the input of the array of stakeholders described earlier. The methodology has included:

- A review of what Cheshire East Council and Macclesfield Town Council have already done in response to the Pandemic, and to support the sustainability of the Town Centre, in particular;
- A survey of Town Centre businesses – this was undertaken both electronically and through face-to-face visits to Town Centre businesses (responses were received from 79 businesses);
- A survey of Residents – this was undertaken electronically with the 586 responses including the perspectives of residents of not only Macclesfield, but surrounding areas such as Bollington and Sutton;
- A series of online fact-finding sessions with retailers, hospitality organisations, cultural and digital organisations and residents. In total 23 people attended the fact-finding sessions.
- A forum and focus group and stakeholder sessions held on 21st January 2021 attended by 65 people.

We have used the above methods to shape the following sections of the Macclesfield Town Centre Recovery Plan. **Section 2** sets out the baseline position for the Plan, drawing upon the review, the surveys, and the fact-finding sessions, as described above. **Section 3** utilises this baseline evidence to set out overarching objectives and actions for the Plan, as well as detailing next steps for finalising the Plan. **Section 4** details a delivery plan covering each objective and action and who will be involved in delivering them. **Section 5** details additional ideas that emerged from the forum and focus group which are more longer term in their nature and not necessarily the remit of this Recovery Plan, (we felt it important to capture them as part of this Plan.)

2. Our Baseline Position

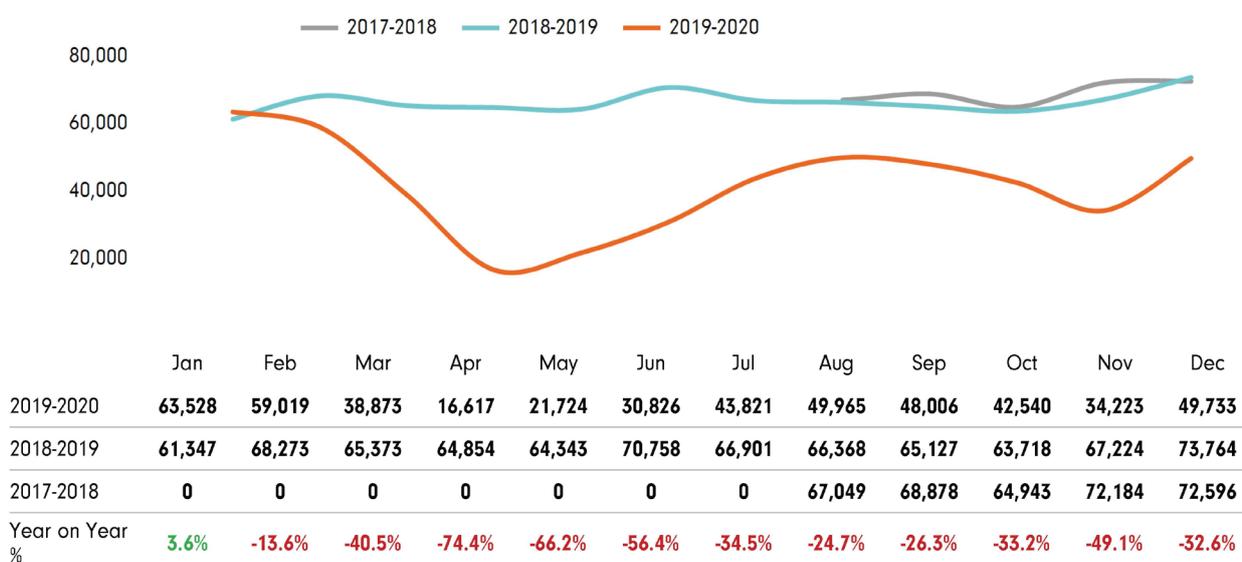
This section of the Macclesfield Town Centre Recovery Plan, sets out the baseline position. This is framed by data, wider strategy, a review of responses to COVID-19 so far, and surveys and fact-finding sessions with businesses and residents as to the emerging impact of COVID-19 and as to what needs to happen with the Town Centre to enable it to recover into the future.

2.1 The Data

It is important to note right at the outset of this baseline position section that this Macclesfield Town Centre Recovery Plan has not been produced in isolation. It is framed by a wider range of strategic documentation and plans at the Cheshire and Warrington LEP, Cheshire East Council and Macclesfield Town Council levels. It has also been shaped by data, and a particular emphasis on footfall. The chart below details levels of footfall change over the last 12 months.

Footfall - rolling 12 months

The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2019-2020 period with the 2018-2019 period i.e the figure for December compares December 2020 to December 2019

2.2. The Response so far by Working Group Members

Cheshire East Council (CEC) has been working across all services since the Pandemic began to support local residents and the local economy in multiple ways. There is public access to a monthly Cheshire East Cabinet report outlining the COVID-19 response, and a summary of the December report is attached at Appendix 1. Some key examples relevant to town centre recovery are:

- CEC has administered multiple grant schemes to support local businesses, paying out grants worth over £120M to businesses in the borough.
- Working with the Cheshire & Warrington LEP, CEC has helped to plan and deliver a series of virtual jobs fairs – Cheshire Works4U – to give employers with vacancies a platform to promote these to a wide pool of potential applicants.
- CEC has installed traffic management measures in many town centres to encourage and facilitate social distancing.
- The Regulatory Services Team has worked throughout the pandemic guiding and advising businesses of all varieties in how to meet new COVID-19 safety requirements when reopening.
- The Regeneration Service has taken out advertising space in local newspapers encouraging people to shop safe and shop local for Christmas.

Macclesfield Town Council (MTC) has already undertaken a number of activities to respond to the challenges presented by COVID-19, and to seek to improve the Town Centre (A full response is detailed in Appendix 2).

- In direct response to COVID-19, the Council has provided grants to organisations providing support to residents, such as in the provision of food; and has reshaped many proposed events so they could be held virtually.
- MTC has introduced a whole new format for Christmas and New Year festivities.
- MTC has sought to improve the public realm of the Town Centre, through increasing the number of Rangers, and through art installations, for example.
- MTC are seeking to ensure that this Town Centre Recovery Plan aligns with their wider Strategic Plan and particularly its objectives around Town Centre regeneration.

Make It Macclesfield (MIM) has built on its Silk Road Project to further relationships and bring benefits for Macclesfield. Back in late March and early April when the first wave of the COVID-19 epidemic was spreading fast it rapidly became clear that local supplies of personal protection equipment (PPE) were failing to meet the needs of community.

At that critical moment MIM was contacted by three separate organisations with strong Anglo-Chinese connections, each offering to supply, free of charge, substantial quantities of Chinese manufactured PPE, to assist the Macclesfield community as it fought to control the virus. The three organisations were a consortium of groups and companies in Xi'an wishing to assist the town at the far end of the Silk Road, the UK Shaanxi Chinese Association and UK-based Chinese sculptor, JJ Xi.

The first of several shipments arrived from the Xi'an consortium at the height of the first wave and was gratefully received by East Cheshire Hospice. Later shipments, primarily of much needed face masks were received over a period of several weeks and MIM elicited the support of the Macclesfield Town Community Sports Trust staff to distribute them to Care Homes in the area that were struggling to control the Virus amongst their vulnerable residents.

Macclesfield Museums has worked hard to support vulnerable residents during this pandemic. Grant funding from Cheshire East Community Fund and Response Fund has supported an extension of the work with older people. This funding has helped them make and deliver Art Packs for hundreds of local people who are self-isolating or vulnerable and their carers; these Packs have been distributed in partnership with Macclesfield Live Well at Home and Macclesfield SMILE.

The Old Sunday School remained open during the autumn and the Trust has continued to support partnerships with the social enterprise Scoop & Scales to provide food services for local people; and with Project Inc to provide creative learning activities for vulnerable young people. Grant funding from Arts Council England enabled the Trust to commission local artists and organisations to work with local people in creativity and storytelling.

Throughout the pandemic the emphasis of the **Peaks and Plains Housing Trust** has been on their customers. Very early on they refocused their services to concentrate on emergency repairs while more routine work inside had to take a back seat due to social distancing restrictions. Peaks and Plains also moved staff onto outdoor estates work and ensured that their income team were well-resourced to cope with the increase in the numbers of customers moving on to Universal Credit.

By June 2020 they had:

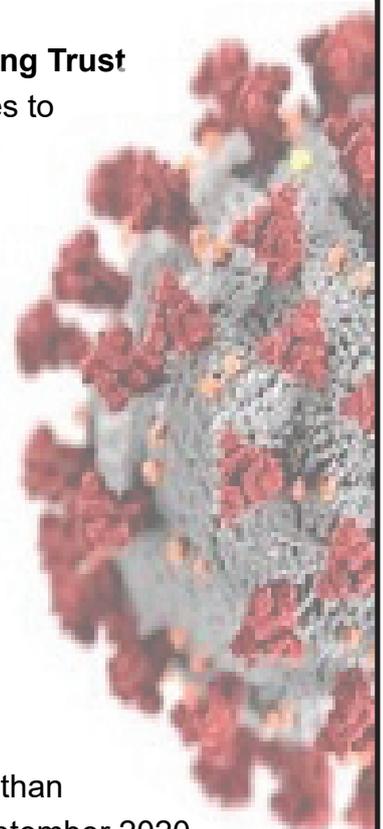
- Made over 800 calls to those tenants they knew lived alone and helped to arrange food parcels where necessary.
- Handled 250 requests for food parcels.
- Completed 1214 emergency, urgent or outside repairs.
- Helped 100s of customers with benefit advice and made 3545 calls to customers who needed support with their rent.

Peaks and Plains have also worked with their community partners more than ever, including Hope Central, Silklife Foodbank and Age UK. On 2nd September 2020 Peaks and Plains held an online Sunderland Street Forum, to which all our stakeholders and businesses were invited – they heard how hospitality partners, in particular, were struggling to find economically sound ways to reopen. During December, Peaks and Plains suppliers and staff delivered donations of food, toys and winter warmer packs to their most vulnerable tenants and those families who are in need.

Community and Voluntary Services Cheshire East

CVSCE is the independent Voice of the Sector. Along with providing COVID-19 specific support and advice we have continued to provide funding and governance support to Voluntary Sector organisations in Cheshire East. Since 1st April 2020 we have:

- Set up a COVID-19 guidance section on our website with 57 areas of support
- Delivered 74 Events and training sessions attended by 452 people from 178 organisations. This includes a Voluntary Sector recovery conference and a Community buildings event focused on responding to COVID-19
- Supported 50 organisations to secure £596,708 of funding.
- Provided 1-2-1 advice to 263 organisations. During this last year we have had a focus on supporting the mental health and wellbeing of staff and volunteers in voluntary sector organisations
- Worked with Macclesfield Town Council on town based voluntary sector support and response to COVID-19.
- Represented the views and impact of COVID-19 on the voluntary sector to strategic partners locally and sub-regionally through collating and sharing intelligence.



2.3 The Survey Findings

The full analysis of the findings of both the resident and business surveys are detailed in Appendix 4. The following emerged as common themes from both surveys, and things which we will explore further in Section 3, in terms of objectives and outcomes. In no particular order the most dominant themes emerging from the surveys were:

Supporting Local Business: During the pandemic people have been forced to spend more time closer to home and many have relied on their local high street and local businesses more during the pandemic than they have for many years. Both residents and business surveys indicated a strong desire amongst respondents to see this continue with a real focus on supporting local smaller independent businesses, through 'shop local' initiatives or similar.

Car Parking Charges: Businesses and residents alike welcomed the lifting of local town centre parking charges during the Pandemic and would like to see some form of free or reduced parking charges reinstated in the longer term, for example via a free after 4pm campaign or similar.

Safety messages and enforcement: The results indicate that some people are certainly put off visiting the High Street because they are nervous about the risk of COVID-19. People not wearing masks and not social distancing make other people nervous.

Advertising, marketing and improved communication (digital & non-digital): Businesses and residents alike identified scope for enticing more people into the town centre via clear, accessible communications on such things as opening times, services and goods on offer, and indeed wider marketing of what's going on in the Town Centre and reasons to visit.

Outdoor Space: A very strong message which has come out of both surveys is that people want to see outdoor space and the public realm used more and used differently. The results indicate a strong desire to see outdoor space used more for outdoor seating, to support the hospitality sector, for events and generally by the community, for more than simply walking or driving through the Town Centre.

Transport and Movement: The survey results indicate that many people want to see their Town Centre less dominated by vehicles with pedestrian and cyclists given greater priority.

Business survey respondents also highlighted the need for:



Financial support e.g. rent, business rates, grants



Working together/sharing best practice

Underpinning the feedback there was also a general desire to improve collaboration, communication and cooperation to help the town centre recover both in the short-term and the longer-term.

2.4 The Fact-Finding Session Findings

The fact-finding sessions were designed to complement and supplement the resident and business surveys and their findings, as outlined above and to identify key ideas to enable Macclesfield Town Centre to recover. We explore these ideas in far more depth in Section 3, but it is worth summarising them here in terms of the baseline position (these are expanded upon in Appendix 3):

- There is a need for more green spaces in the Town Centre.
- Existing Town Centre assets, both indoors and outdoors, should be used more effectively, including community space.
- Town Centre safety education should be provided around distancing, mask-wearing, and sunflower lanyards.
- There is a need for better communication generally, and about Town Centre events and businesses specifically.
- There needs to be a 'buy-local' campaign.
- There needs to be a more central public Town Centre toilet provision.



3. Overarching Objectives and Actions

This section of the Macclesfield Town Centre Recovery Plan, sets out its overarching objectives and accompanying actions. These are framed by the four elements of the High Streets Taskforce COVID-19 Recovery Framework (Crisis, Pre-Recovery, Recovery and Transformation) and have been developed using the evidence gathered and detailed in Section 2.

3.1 Crisis

CRISIS:

To work in partnership to provide support to the Town's most socially isolated and vulnerable residents

- a. Undertake continued engagement work with town centre residents, particularly workers to keep up to date with their needs and a focus on unemployment and schemes available to support
- b. Use existing schemes such as 'People Helping People' to support vulnerable residents, both those living in the Town Centre and elsewhere. Encourage and support resilience and continued ability to deal with future Crisis

3.2 Pre-Recovery

PRE-RECOVERY:

To make the Town Centre a safe place to live, work, shop and engage with (adapting measures as the crisis develops and circumstances change)

- c. Building upon existing schemes such as 'Shop Safe Shop Local', undertake an education campaign around mask wearing and social distancing, with a key focus on the sunflower lanyard

3.3 Recovery

RECOVERY:

To provide assets, businesses, voluntary and community with the required support to re-open

d. provide new toilet facilities

To encourage 'Shop Local' schemes

h. Develop Shop Local Campaign and Scheme, building on existing practice

To develop a dedicated site for 'what is happening in Macclesfield' and communicate more effectively what is happening in the Town Centre

l. Create a central list of businesses and their offer, together with events and activities

m. Create a list of Community spaces to use and rent

To develop means through which businesses, cultural venues, and other organisations can present their offers and activities virtually

e. Potentially bring together existing mechanisms such as Macc App and Treacle Traders to build a Macclesfield Website to promote the town

f. explore opportunities to develop Macclesfield heritage, culture, and art trail

g. Develop retail and business network for Macclesfield and building upon existing networks such as Marketing WAM

To provide the conditions that enable outdoor social gathering (within guidance requirements)

i. Set up a sub-group to explore the potential of developing outdoor hospitality facilities and use of space

j. Explore the possibility of bringing together all town centre events 'kit' including market stalls and provide power points in public spaces to enable further events

k. Host a Community Fair/Festival/Eco-summit

To communicate the safety measures local businesses and others are taking to ensure people can support the Town Centre safely

n. Further promotion of this to wider community and places of work, utilising existing mechanisms

3.4 Transformation

TRANSFORMATION:

To open up vacant units and space for new and different uses

- o. Pursue and engage with absentee landlords
- p. Explore possible usage of the Town Hall and other assets in the town for new uses
- q. Develop more attractive shop front support scheme

To work in partnership to address the employment challenges posed by COVID-19

- r. develop a Delivery Cooperative
- Inform residents of schemes to help them find employment e.g. New Leaf, Journey First

To develop a volunteer programme that compliments the existing Rangers

- s. Develop centralised volunteering programme

To improve the appearance and public realm of the Town Centre to make a more welcoming and inclusive environment

- t. Support wider active travel activities and linkages to wider sustainable transport policy
- u. Create more green spaces in the Town Centre in the longer term
- v. Support parking improvements

4. Delivery Plan for Actions

This section of the Macclesfield Town Centre Recovery Plan, sets out a Delivery Plan for the implementation of the actions. These actions were discussed in further depth at a forum and focus group held on 21st January 2021. The following tables detail the actions and the stakeholders that are provisionally pursuing them in the future. The forum was open to anyone, and 65 people attended with a mixture of residents, businesses, public sector organisations, and voluntary and community sector.

4.1 Crisis

Objective	Actions and Activities	Progress	Next Steps	People Leading
<p><i>To work in partnership to provide support to the Town's most socially isolated and vulnerable residents</i></p>	<p>a) Undertake continued engagement work with town centre residents, particularly workers to keep up to date with their needs and a focus on unemployment and schemes available to support</p>	<p>- Increased communications with residents with a focus on providing what residents need e.g. information on employment New Leaf, and a social media campaign to impart information</p>	<p>- Set up a communications sub group - Audit digital/physical comms channels - Raising the profile of the voluntary sector and looking at increasing/training up volunteers - Think about connections with groups like U3A</p>	<p>- Facilitated by MTC - Comms group - Comms group and Community Response group</p>
	<p>b) Use existing schemes such as 'People Helping People' to support vulnerable residents, both those living in the Town Centre and elsewhere. Encourage and support resilience and continued ability to deal with future crisis</p>	<p>- CEC People Helping People support continues - MTC has invested in bespoke support for the voluntary sector to support resilience - MTC increased grant to Citizens Advice Bureau for next year to cope with an expectation of increased demand</p>	<p>- Develop case studies of people that have accessed such support. - Create a summary of services for local media promoted through various comms channels</p>	<p>- Comms group and Community Response group - Comms group</p>

4.2 Pre-Recovery

Objective	Actions and Activites	Progress	Next Steps	People Leading
<p><i>To make the Town Centre a safe place to live, work, shop and engage with (adapting measures as the crisis develops and cirumstances change)</i></p>	<p>c) Building upon existing schemes such as 'Shop Safe Shop Local', undertake an education campaign around mask wearing and social distancing, with a key focus on the sunflower lanyard</p>	<ul style="list-style-type: none"> - MTC kicked off Shop Local Campaign - Voluntary sector are actively promoting the lanyards, still need to ensure broader understanding - CEC pre-Christmas adverts in Macc Express covered Shop Safe and Shop Local messaging. CEC issued press release pre-Christmas urging people to shop local 	<ul style="list-style-type: none"> - Continue with local campaigns as appropriate - Refer to action (h) 	<ul style="list-style-type: none"> - Comms group

4.3 Recovery

Objective	Actions and Activities	Progress	Next Steps	People Leading
<i>To provide assets, businesses, voluntary and community with the required support to re-open</i>	d) Provide new toilet facilities	<ul style="list-style-type: none"> - Site at Exchange Street identified, currently with solicitors as to who owns the sub soil - Changing places toilet desired at Shopmobility, working with CEC to plan for this 	- Continue to pursue a location for a new facility	- MTC
<i>To develop means through which businesses, cultural venues and other organisations can present their offers and activities virtually</i>	e) Potentially bring together existing mechanisms such as Macc App and Treacle Traders to build a Macclesfield Website to promote the town	- No progress	- Refer to action (a) , audit of current comms platforms	- MTC
	f) Explore opportunities to develop Macclesfield heritage, culture and art trail	<ul style="list-style-type: none"> - MTC have awarded Barnaby a grant to develop a trail on the proviso there is strong community engagement and involvement - CEC have applied for funding from Avanti Community Grant Fund for development of an art trail from the train station - funding decision outstanding 	- Link in with existing art and culture group facilitated by CEC	- CEC & MTC
	g) Develop retail and business network for Macclesfield and building upon existing networks such as Marketing WAM	- No progress	- Set up a comms channel/ mailing list for local businesses	- MTC
<i>To encourage 'Shop Local' schemes</i>	h) Develop Shop Local campaign and scheme, building on existing practice	<ul style="list-style-type: none"> - MTC have started this - needs to continue with more engagement from the business and the community - CEC pre-Christmas adverts in Macc Express covered Shop Safe and Shop Local messaging. CEC issued press release pre-Christmas urging people to shop local 	<ul style="list-style-type: none"> - Continue with current campaigns as the opportunity arises - Explore resurrecting Totally Locally 	<ul style="list-style-type: none"> - MTC & CEC - Comms group

4.3 Recovery cont.

Objective	Actions and Activities	Progress	Next Steps	People Leading
To provide the conditions that enable outdoor social gathering (within guidance requirements)	i) Set up a sub-group to explore the potential of developing outdoor hospitality facilities and use of space	- CEC, MIM and MTC have done exploratory work, as yet no fixed plan. Many constraints with Market Place as it is a highway - Temporary traffic regulation order being progressed by CEC to facilitate alfresco use of parking spaces by Pizza Express and adjacent businesses during recovery	- Set up outdoor hospitality sub group - Explore public opinion on greater pedestrianisation in the town centre	- MTC and CEC Macclesfield Hospitality Association and Treacle Market to be included in the group - MTC and CEC
	j) Explore the possibility of bringing together all town centre events 'kit' including market stalls and provide power points in public spaces to enable further events		- Hospitality sub group (see action (i)) to explore further - Review and consider options to explore further market offering	- Hospitality group - Hospitality group
	k) Host a community Fair/Festival/ Eco-summit	- ECO-summit in progress with MTC and Macctastic leading	- Environment sub group to be set up and work alongside existing ECO-summit group	- MTC with Macctastic and Environment champions from Working Group
To develop a dedicated site for 'what is happening in Macclesfield' and communicate more effectively what is happening in the Town Centre	l) Create a central list of businesses and their offer, together with events and activities	- No Progress	- Pursue the expansion of the mailing list created under action (g) to provide more in depth information about businesses and their offer (requires business support) - Explore options such as information points to communicate to those who don't use the internet/social media	- Comms group - Comms group
	m) Create a list of community spaces to use and rent	- CVS has a list of some community space, however it needs to be expanded to include those who may not be in voluntary sector organisations	- Community Response group to explore and identify potential community spaces	- Community Response group

4.3 Recovery cont.

Objective	Actions and Activities	Progress	Next Steps	People Leading
<i>To communicate the safety measures local businesses and others are taking to ensure people can support the Town Centre safely</i>	n) Further promotion of this to wider community and places of work, utilising existing mechanisms	<ul style="list-style-type: none"> - CEC and MTC currently communicate safety messages as they change via social media and website - MTC have introduced 20 hand sanitiser stations to local businesses in the Town Centre 	<ul style="list-style-type: none"> - Refer back to action (a) - Creation of posters and banners to promote further 	<ul style="list-style-type: none"> - Comms group - Comms group

4.4 Transformation

Objective	Actions and Activities	Progress	Next Steps	People Leading
<i>To open up vacant units and space for new and different uses</i>	o) Pursue and engage with absentee landlords	- No Progress	- Promote pop up shop available in Grosvenor Centre - Engagement with absentee landlords to be explored as part of the wider regeneration strategy (see longer term actions)	- MTC
	p) Explore possible usage of the Town Hall and other assets in the town for new uses	- MTC looking to transfer South Park Pavillion and have appetite to acquire other assets in the town	- To be explored as part of the wider regeneration strategy (see longer term actions)	- MTC & CEC
	q) Develop more attractive shop front support scheme	- No Progress	- To be explored as part of the wider regeneration strategy (see longer term actions)	
<i>To work in partnership to address the employment challenges posed by COVID-19</i>	r) Develop a Delivery Cooperative. Inform residents of schemes to help them find employment e.g. New Leaf, Journey First	- Local delivery service which started out with Scoop & Scales and Treacle Market looking to grow.	- To work with ELOV with a view to rolling out on a larger scale - Map and promote employment support schemes across Macclesfield - Explore and communicate opportunities for retraining and volunteering	- MTC - Comms group - Comms group and Community Group
<i>To develop a volunteer programme that compliments the existing Rangers</i>	s) Develop centralised volunteering programme	- MTC have commissioned CVS to support people who wish to volunteer to assist the Council in Macclesfield	- Scope the potential for town ambassador programme	- MTC

4.4 Transformation cont.

Objective	Actions and Activities	Progress	Next Steps	People Leading
<i>To improve the appearance and public realm of the Town Centre to make a more welcoming and inclusive environment</i>	t) Support wider active travel activities and linkages to wider sustainable transport policy	- CEC have been awarded modest grant funding for promoting active travel across the borough. 7 schemes were progressed with the first tranche of funding, 2 of which were in Macclesfield - One altered the Traffic Regulation Order to allow cycling in the town centre pedestrian zone, and the other focuses on introducing 20mph zone around the Ivy Lane/Ivy Road area. Proposals for the second tranche which may include active travel cycling schemes will be looked at in March 2021	- To be explored as part of the wider regeneration strategy (see longer term actions)	- CEC
	u) Create more green spaces in the Town Centre in the longer term	- CEC delivered on new pocket park outside the bus station, MTC working in collaboration to support maintenance	- Pursue conservation area appraisal and conservation management plan for town centre conservation area - Explore options for increasing more greenery in the public realm as opportunities arise	- MTC working with CEC, will be open to consultation of key stakeholders at the appropriate time - CEC
	v) Support parking improvements	- CEC have engaged in a car park and travel consultation	- Pursue options for introducing EV charging points - Explore possibilities for increased cycle storage provision in the town centre	-MTC and CEC -MTC and CEC

5. Concluding Thoughts

This section of the Macclesfield Town Centre Recovery Plan details some of the key issues that were identified through the Plan development process but were not directly included in the tables in Section 4. It also details how the implementation of the Plan will move forward in the coming months.

5.1 Wider Considerations

The purpose of this Macclesfield Town Centre Recovery Plan is to identify actions that can be addressed in the short-term and which directly link to the challenges posed to the Town Centre by the COVID-19 Pandemic. That means that the objectives and actions detailed in Section 4 are framed by these parameters.

As we have progressed with the surveys, fact-finding sessions, and the forum and focus groups, many stakeholders have suggested ideas and actions that will potentially contribute to Town Centre and the wider regeneration of Macclesfield in the longer-term. However, these ideas have not always met the parameters of being short-term and directly linked to recovery from the Pandemic. We don't wish to ignore these ideas, so the following section details them and provides a commentary upon where these fit with wider regeneration activities.

- Tourism – stakeholders have mentioned the lack of reference to Tourism in the Plan. The Working Group believes that Tourism is a cross-cutting theme and increased tourism will be a longer term outcome of many of the actions. There are therefore no specific actions around Tourism.
- Sport – stakeholders mentioned the need for reference to sport facilities in the Plan. Whilst recognising the importance of this to the health and well-being of residents, the Working Group felt that this is not necessarily in the remit of this Plan, as many facilities are located outside of the Town Centre. This will however be picked up in the wider strategy and activities of Cheshire East Council and Macclesfield Town Council.
- Regeneration of Castle Street and Chestergate – stakeholders suggested ideas around pedestrianisation and the wider regeneration of specific streets in the Town Centre – Castle Street and the currently non-pedestrianised part of Chestergate. The most common request being for more restrictions on the hours the pedestrian zone is open to vehicles. CEC are already pursuing long term public realm schemes for Castle Street, Chestergate and Market Place and will work closely with MTC to ensure local input into developing such schemes and to test wider public opinion on greater vehicle restrictions.
- Sustainable Transport – stakeholders suggested ideas around a Park and Ride to Macclesfield Forest and other local destinations. The Working Group felt that whilst this was a good idea, it was much longer term in its nature and linked to other activities around Active Travel and Sustainable Transport.
- Markets and Events – stakeholders suggested that more Markets and Events could be held in the Town Centre. The action around town centre 'kit' will assist with this, but the Working Group felt that further conversations were required with existing Markets, Retailers, and Hospitality Organisations before pursuing further. It would also need to link to the existing Cheshire East Council approach to Markets.

5.2 Moving the Plan Forward

The development of this Macclesfield Town Centre Recovery Plan has been informed by both the Working Group and residents, businesses, public sector institutions, and voluntary and community sector organisations, and we would like to continue with this cooperation in its delivery. The Plan is a 'live' document and will be updated over the coming months and as actions continue to be progressed and implemented. In terms of governance:

- The Working Group will continue to meet on a monthly basis to discuss progress with action and to have ongoing conversations around resource identification.
- Three new sub-groups will be set up on the themes of Communication, Community Response, and Outdoor Eating and will have responsibility on delivering actions relating to them. They will be accountable to the Working Group and will feedback progress during Working Group Meetings.
- Actions around arts and culture and the eco-summit will link into existing groups in Macclesfield, and the Working Group will also seek updates from them.

The Macclesfield Town Centre Recovery Plan is for all residents of Macclesfield and its surrounding areas. We want everyone to benefit from a functional and vibrant Town Centre. However, the Working Group is fully aware that the COVID-19 Pandemic has had an adverse impact on particular groups in society, notably young people, those from Black and Minority Ethnic (BAME) backgrounds, and those that are already socially excluded. As we move the Plan forward, we will seek to ensure that the voice of these groups continues to be heard, and that the actions address challenges associated with digital exclusion and youth unemployment, for example.



Appendix 1 – Cheshire East Council COVID-19 Response

Cheshire East Council has been responding to the COVID-19 Pandemic since March 2020.

A comprehensive report is presented to Cabinet each month and can be viewed via the Council's website. Below is a brief overview of some of the most significant responses:

- Created the People Helping People service working collaboratively with voluntary, community, faith and social enterprise sector partners and local volunteers to channel community based support to meet the needs of local residents who find themselves isolated without family, friends or a support network. The service is delivered for the local community, by the local community, with options including: Telephone support; signposting to local and national services equipped to meet specific support needs; access to essential food and medical supplies; access to priority online shopping slots; regular friendly phone calls.
- Supporting the national contact tracing system through a Cheshire East local contact tracing team, assisting the NHS in rolling out mass vaccination via for example identification of potential local vaccination centres and distributing Personal Protective Equipment.
- Launching a COVID-19 Community Response and Recovery Fund allowing not-for-profit organisations to apply for funding up to a maximum of £5,000 for local projects, which meet local need such as lunch clubs, food distribution, foodbank services and meal delivery services.
- Providing support to the Adult Social Care Market including delivering infection prevention control training and distributing funds from the Infection Control Fund.
- Responding to increased demand and needs in many core services stemming from the pandemic.
- Mobilisation of systems to enable provision of free school meals during half term, sending out weekly online surveys to all childcare providers to support the Department of Education in tracking the impact of restrictions and lockdowns, providing intensive support to schools around implementation of DfE guidance and establishing an Action Hub to support better use of IT in remote learning in schools.
- Distribution of vouchers on behalf of the Department of Work and Pensions under the COVID-19 Winter Grant Scheme to support those most in need with the cost of food, energy (heating, cooking, lighting), water bills and other essentials.
- Working with landlords trying to avoid increases in eviction rates, signposting assistance available to those in arrears.
- Working with those who had planned events in the borough to support the development of risk assessments, redesign or cancellations.
- Distributing multiple new business grants and designing multiple local grant schemes to get available funding out to businesses in need including Small Business Grants, Retail Hospitality and Leisure Grants, Coronavirus Discretionary Grant, Local Restrictions Support Grants, Additional Restrictions Grant, with over £90M paid out in 2020.
- Delivering traffic management measures and signage to facilitate safe social distancing in town centres.

Appendix 2 – Macclesfield Town Council Response

COVID-19 Response

- MTC have provided grants to all of the seven ward groups who are supporting the community with food parcels, hot meals and care packages. MTC made immediate grants of £2,000 to each organisation and have subsequently provided a further £2,000 to each organisation as they develop their responses. MTC have also made two grants of £2,000 to the East Cheshire Hospice. Many of the MTC Councillors have been supporting their local groups by volunteering in their communities.
- MTC have worked with a local film maker to make videos about the seven ward organisations activities to support their communities and shared these on social media.
- The Mayor held a Summer Summit bringing together all voluntary and community organisations to thank them for their work and MTC are looking to further develop how they can support the voluntary sector in Macclesfield.
- MTC held a social media campaign on World Mental Health Day, showcasing all the Mental Health Services available from local voluntary sector groups with more than 30,000 engagements.
- MTC have reshaped many of their events for an on-line and virtual audience including VE Day Celebrations and Britain in Bloom and also the Town Council's involvement in Barnaby, Armed Forces Day and Pride. They have also adapted the Welly Walk and Nature Needs You for a virtual audience.

Christmas and New Year

- MTC provided Christmas events in a totally new format to include a digital Tree of Light, a shop window advent trail, a showcase for local businesses to encourage people to shop local.
- The Magic Lanterns sound and light projections have been re-scheduled due to COVID and will hopefully increase footfall into the Town Centre sometime in the New Year.
- MTC have made a significant financial investment in the Christmas package of measures which also include additional festoon lights.
- To ensure that residents and visitors to the Town Centre continue to feel safe, MTC have provided 20 hand sanitiser stations.
- MTC are promoting #keepitmacc, #shoplocal and #bettertogether on social media highlighting local businesses, charities and events and encouraging people to get their Christmas gifts and food locally.

Public Realm Improvements

- MTC have increased the Town Ranger Service from 1 ranger to 2 ½ rangers and continually receive positive feedback about the flower displays, cutting back of trees and bushes, street sign cleaning and the general tidying up of grot spots in Macclesfield. In line with their focus on protecting the environment, MTC Town Rangers now have an electric van.
- MTC have also agreed additional street lighting for Backwallgate in response to concerns about parts of the Town Centre being poorly lit.
- MTC's latest art installation provides a visual welcome for visitors arriving at Macclesfield train station with an artwork which features landmarks from the town. This unique piece of art reflects our rich historical heritage and was designed with help from local school children and college students.

Resources Review

- In addition to additional ranger support MTC have introduced a new post.
- The Events and Communications Officer/Town Centre Manager started in November and will increase the council's capacity to support events and communications and regenerate the Town Centre and to support the delivery of the council's strategy for Town Centre Regeneration.

MTC Strategic Plan

- MTC Strategic Plan includes a section for Town Centre Regeneration which covers in town living, vacant properties, signage and legibility and conservation issues.
- MTC have discussed ideas such as an enterprise arcade or makers market and have agreed to fund a Town Centre Conservation Area Review.
- The Town Centre is a key part of Macclesfield's economic recovery and it is used by residents from all seven wards the Town Council covers and also by residents from beyond the Town Council boundaries who shop, work and enjoy leisure activities and our unique heritage.

Appendix 3 – Key Findings of Fact-Finding Sessions

23 people attended in total. Each group summarised their desired actions for the working group to consider to be part of the Recovery Plan.

Retail

- Shop local campaign now including some cross promotion
- Education around mask wearing
- List and promote available community spaces to use and rent

Cultural and Digital

- Access to public spaces is so important – both indoor and outdoor. We need to move away from the separation of events that happen inside and out and make both easily accessible
- Consideration of what the town centre is for:- gatherings and wellbeing. Thinking about the town as a creative venue - exploring the whole of Macclesfield as a creative space

Hospitality

- Deliveries – opportunity to support some establishments with sustainable and environmentally ethical delivery
- Look at outdoor spaces/eating spaces with the opportunity to have different pop-up bars and eateries. Continue to improve the public realm and potentially extend to Sunderland Street
- Communication and collaboration – increase communications and what different establishments are doing, plus what funding is available to establishments from the Government

Residents

- More in town green spaces to sit outdoors and socialise and eat food. Christchurch was suggested as a possible place
- Spruce up and use Market Square more creatively to attract visitors
- Educate and promote sunflower lanyards so bars, shops etc know what they mean
- More noticeboards in town to say what's going on and important messages from both councils. Do not rely on just online information
- More collaboration across all sectors. Clean team and litter picking was given as an example as where people were not sure how to join in and help

Appendix 4 – Resident and Business Survey Report



Macclesfield Town Centre Recovery Working Group

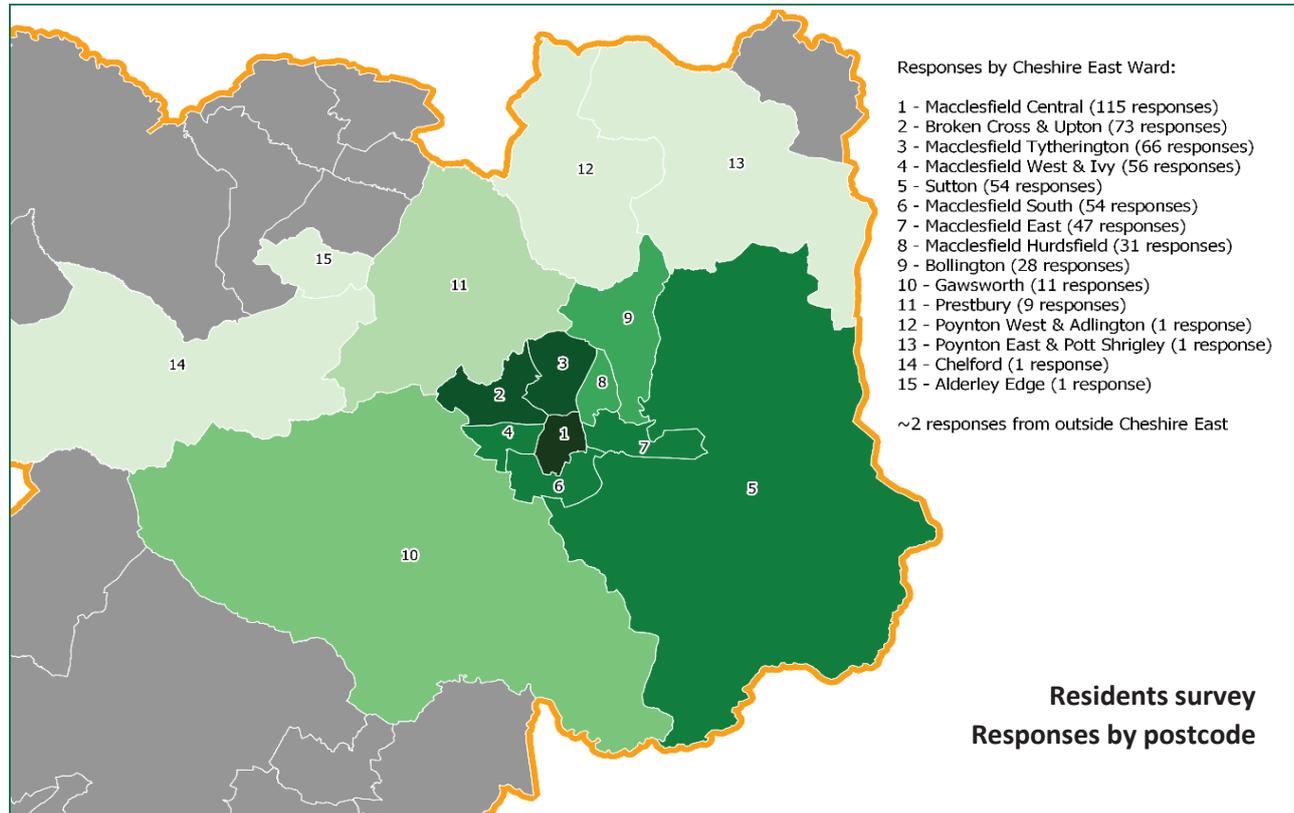
Resident and Business Surveys 2020

Summary of results

Residents Survey Results

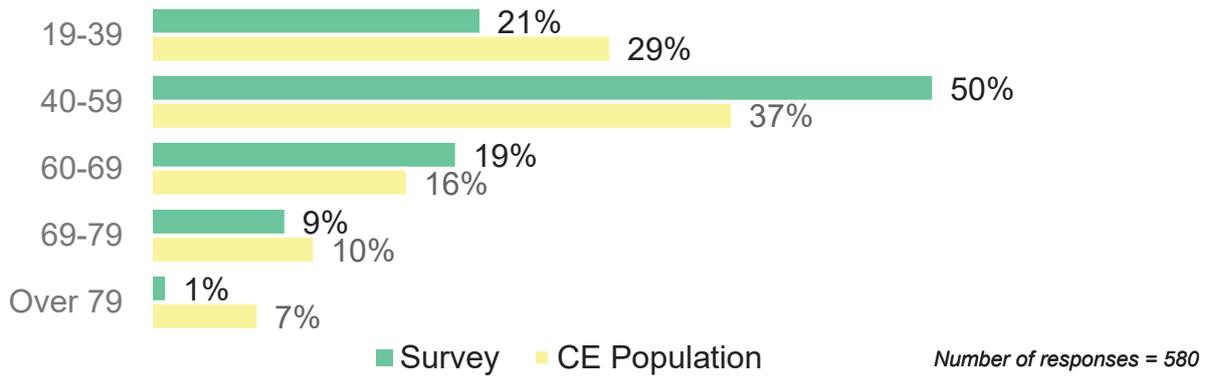
Respondents and their use of the town centre

The geographical spread of respondents to the resident's survey is shown below. A very significant majority live in Central Macclesfield or immediately adjoining wards



Additionally, respondents were asked to identify which age group they fell into. As shown below, half of the respondents who answered this question fell into the 40-59 age group (6 respondents did not answer this question).

Age group breakdown of respondents



On average, responses indicated that during the period of the survey (6 weeks up to 31st October 2020 i.e. prior to the second lockdown) respondents were visiting the town centre:

- 1-3 times a week (411 respondents, 71%)
- 4-5 times a week (42 respondents, 7%)
- Over 5 times a week (14 respondents, 2%)
- Not at all (115 respondents, 20%)

The main reasons for visits cited were:

- Shopping (454 respondents, 40%)
- Services (240 respondents, 21%)
- Hospitality (240 respondents, 21%)
- Healthcare (200 respondents, 18%)

35% of respondents rated the experience of visiting the town centre as excellent or good, with 46% rating it as acceptable, and 19% rating it as poor.

How would you currently rate the experience of visiting the town centre?

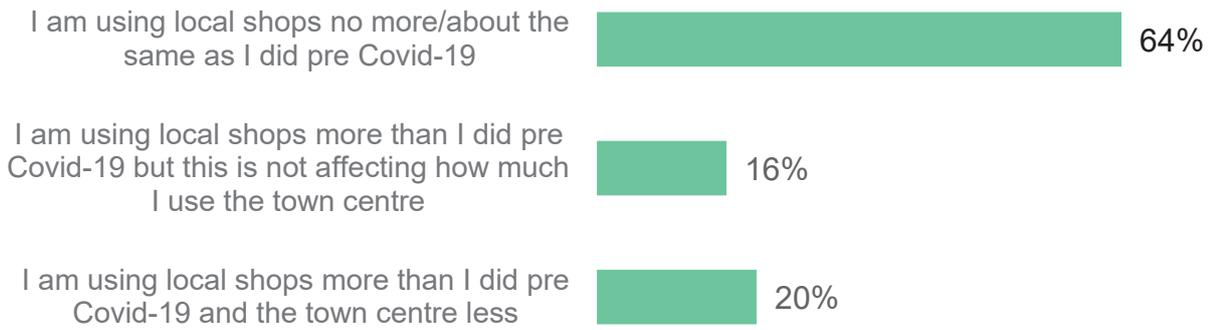


Number of responses = 572

Impacts of Covid-19 on use of the town centre

Around 20% of respondents stated they are using the town centre less now than they were before Covid-19.

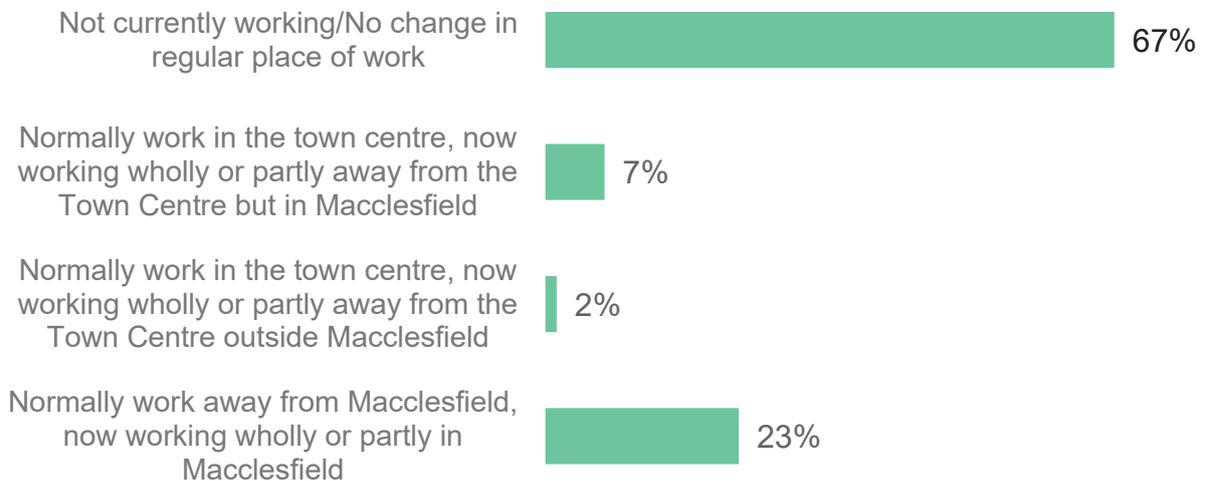
Are you using shops local to your home more rather than visiting the town centre?



Number of responses = 575

Around 9% of respondents who stated they work in Macclesfield town centre pre the pandemic, now say they work away from the town centre to some extent.

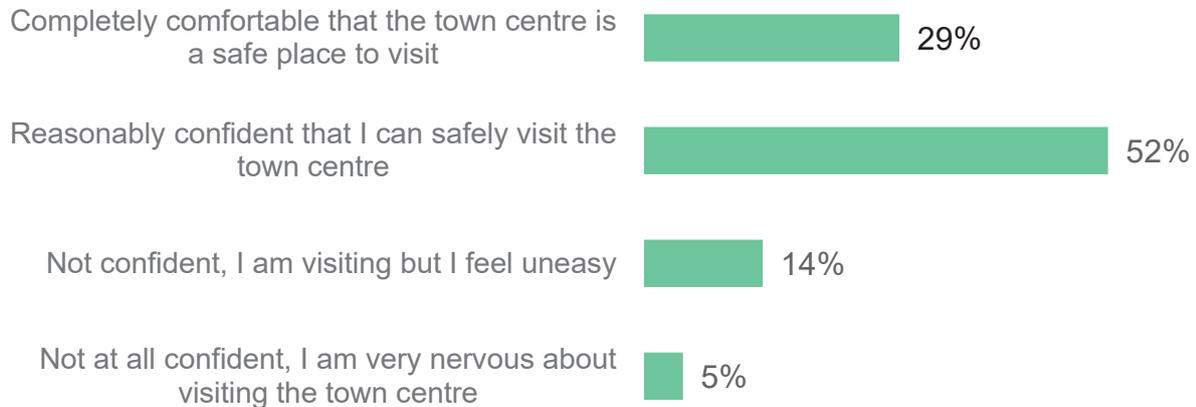
If you are employed how has your regular place of work changed and how has that affected your ability to visit Macclesfield town centre?



Number of responses = 443

Residents were asked how confident they felt in visiting the town centre safely. Whilst the majority of respondents (81%) felt either completely or reasonably confident that the Town Centre was safe to visit, 19% (75 people) were not confident and felt uneasy or very nervous.

How confident do you currently feel that you can visit the town centre safely?



Number of responses = 582

In general terms concerns over safety were split into Covid-19 safety issues and non-Covid-19 safety issues and are summarised below:

Covid-19 issues

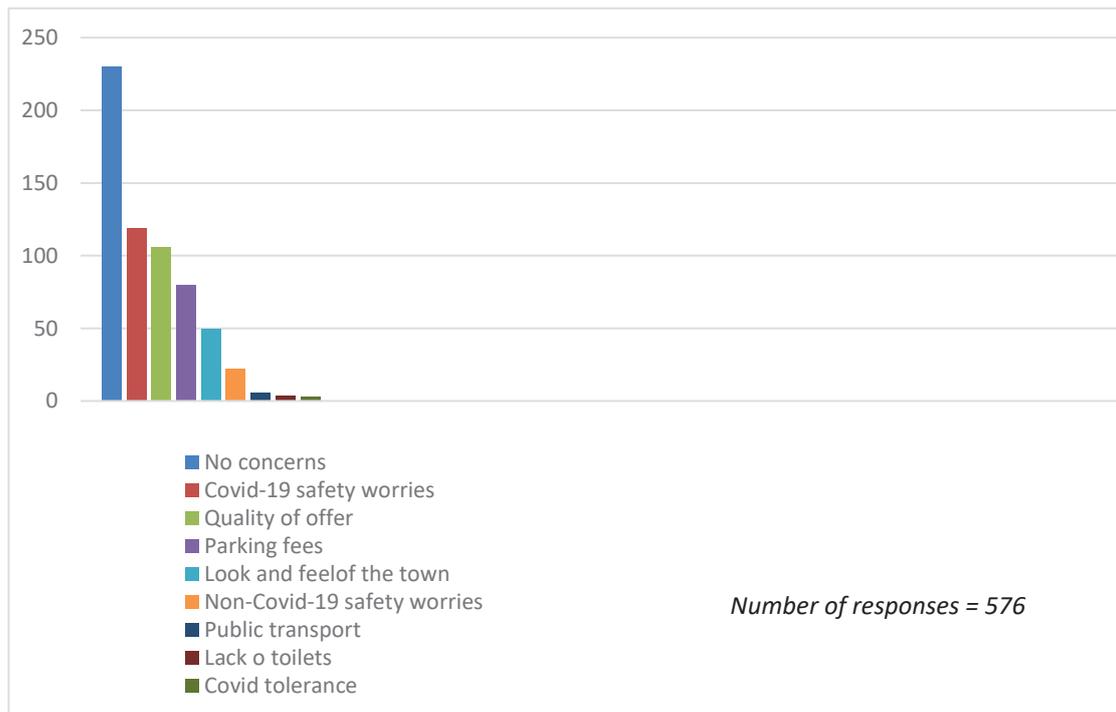
- Lack of social distancing and lack of enforcement
- Non-mask wearers
- Inconsistent rules in shops and hospitality venues
- Crowds of people 'hanging about'

Non-Covid-19 issues

- Traffic/cyclists in pedestrian areas
- Homeless
- No police presence
- Drug users

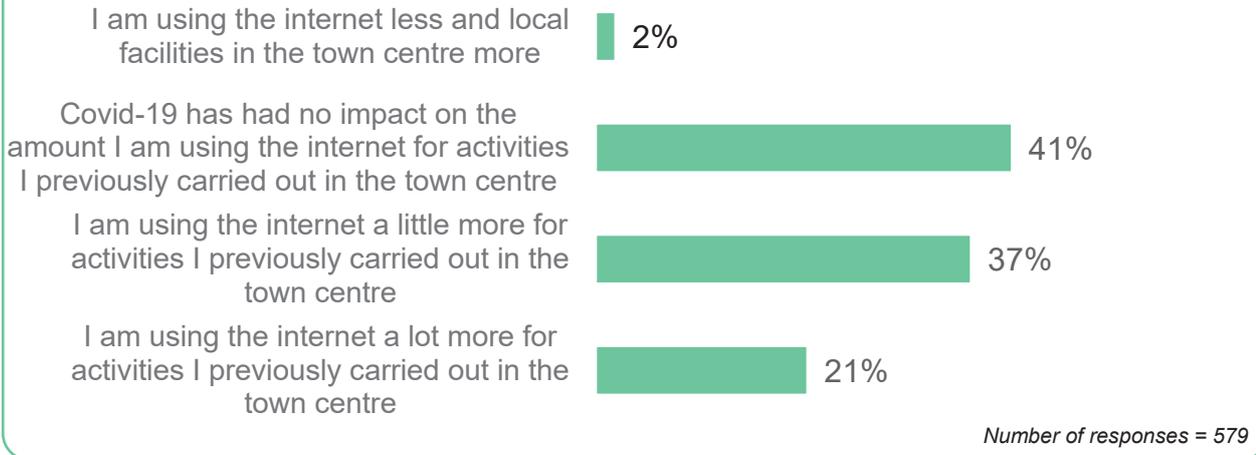
When residents were asked whether there were any factors currently preventing or discouraging them from visiting the town centre, 59% of people said there were. The most common factor referenced for discouraging visits was Covid-19 safety concerns.

Are there any factors which are currently preventing you or discouraging you from visiting the town centre?



Around 58% of respondents stated they were using the internet more now for activities they used to carry out in the town centre.

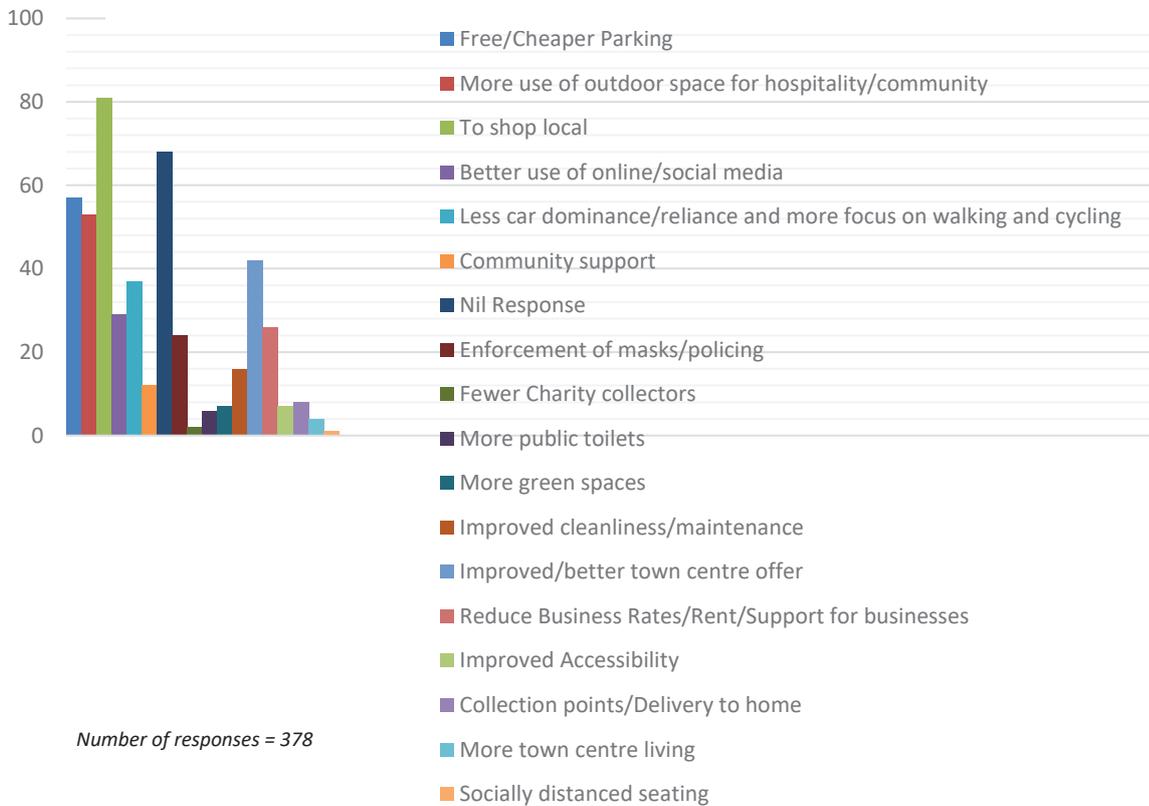
How much are you using the internet for activities you carried out in the town centre pre Covid-19?



Learning from Lockdown and boosting town centre footfall

Respondents were also asked about lessons to be learnt from lockdown. The most popular category of responses related to people shopping more locally/supporting local businesses

What do you think we can learn from lockdown to improve the town centre?



Respondents were asked what might make them use the town centre more. This generated a wide range of suggestions many of which would not be deliverable within the remit of short to medium term recovery, but which are nonetheless a useful indicator of residents views on how they would like the town centre to develop in the longer term, to be considered by the various organisations represented on the Working Group.

The most common general categories of responses related again to shop local campaigns or similar, cheaper parking, better use of outdoor space for hospitality and community use, an improved town centre offer (range of shops etc), less car dominance/greater priority for walking and cycling, and better advertising/marketing and social media. It is also clear from the results that a significant number of number of people do feel nervous about a return the high street and more measures to make people feel comfortable with returning whilst Covid-19 is still prevalent may be beneficial to support people to return to the town centre.

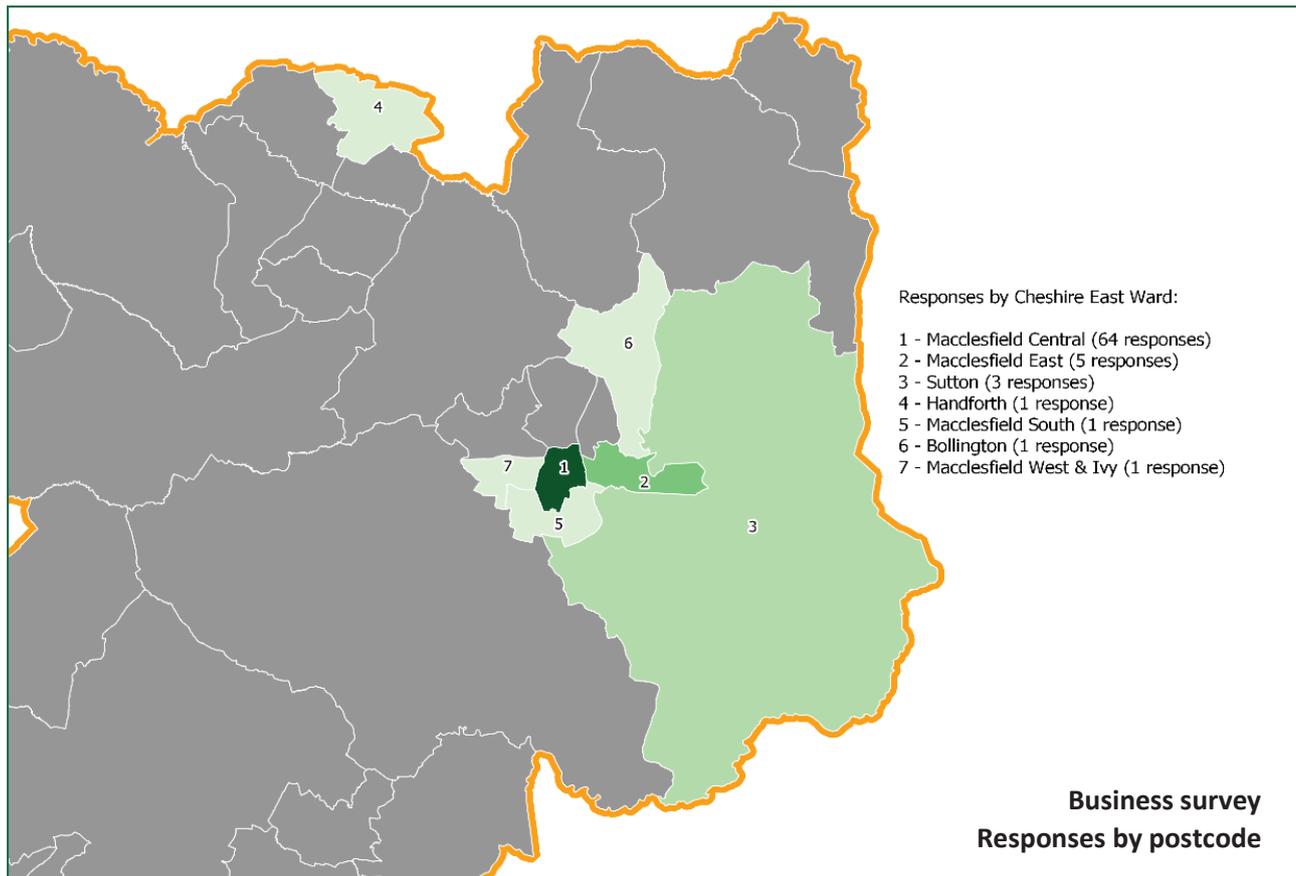
What would make you use the town centre more ?



Business Survey Responses:

Respondents

The following map illustrates the geographical spread of the respondents for the business survey. Respondents were largely from Macclesfield Central Ward which broadly covers the town centre



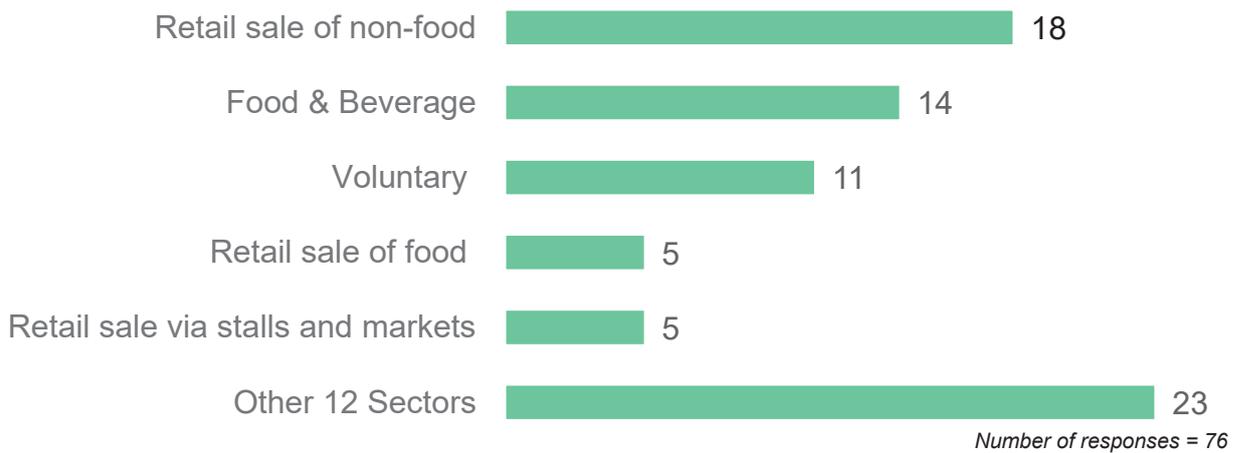
When asked to categorize their business by sector, the most populous sectors among the 76 respondents (2 respondents not answering this question) were as follows:

- Retail sale of non-food (18 responses, 24%)
- Food & Beverage (14 responses, 18%)
- Voluntary (11 responses, 14%)
- Retail sale of food (5 responses, 7%)
- Retail sale via stalls and markets (5 responses, 7%)

The remaining 30% of responses is divided among the following additional sectors:

- Accommodation/Hospitality
- Real Estate
- Clothing
- Education
- Barber/Hair and Beauty Salon
- Professional, Scientific, Legal & Technical
- Human Health and Social Work
- Information & Communication
- Other Service Activities
- Arts, Entertainment & Recreation
- Finance & Insurance

Which Sector does your Business fall into?



Respondents were additionally asked how many people their business currently employed (including furloughed staff). As shown below, a majority of respondents represented businesses employing 5 or less staff:

- 1 to 2 employees (28 respondents, 36%)
- 2 to 5 employees (24 respondents, 31%)
- 6 to 10 employees (16 respondents, 21%)
- 10 to 25 employees (4 respondents, 5%)
- 25 to 50 employees (4 respondents, 5%)
- Over 50 employees (1 respondent, 1%)

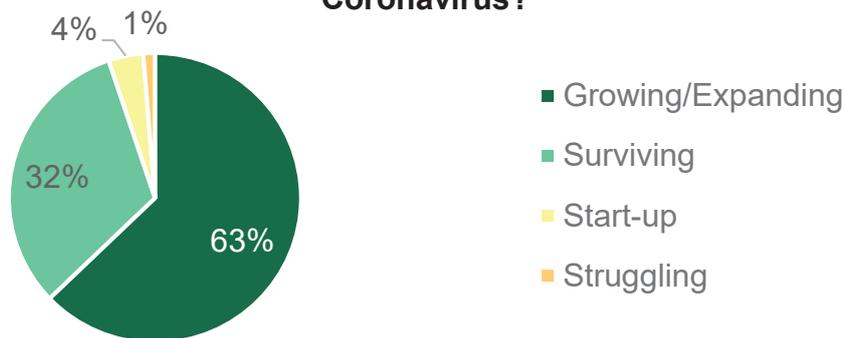
How many people are currently employed by the business including the owner(s) and furloughed staff?



Impact on business

When asked to describe the 'stage' their business was in before the COVID-19 pandemic, a majority of respondents said their business was 'growing/expanding' (49 respondents, 63%). This is followed by 25 respondents (32%) who indicated their business was struggling even before the COVID-19 pandemic.

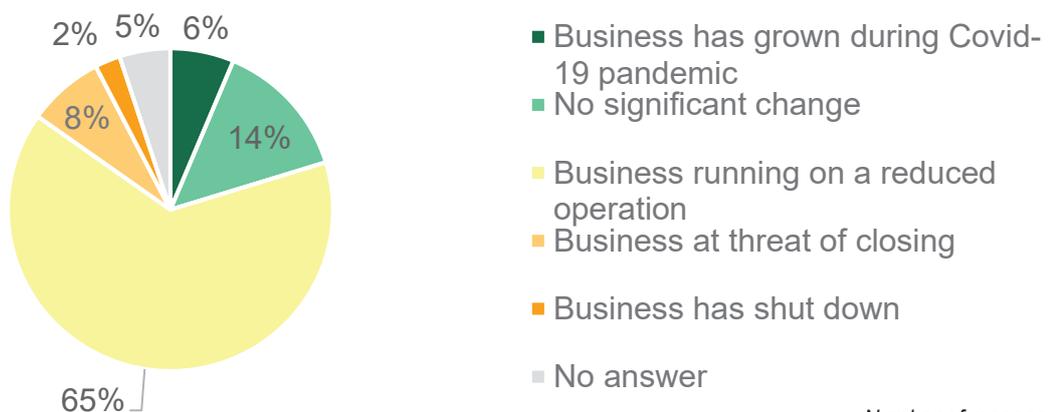
Which of the following best describes the stage the business was at BEFORE Coronavirus?



Number of responses = 78

In comparison, when asked to describe the current position of their business, a majority of respondents said their business was 'running on a reduced operation' (51 respondents, 65%). Additionally, 16 respondents (20%) said either their business had experienced no change during the COVID-19 pandemic or had even grown during this time. However, 8 respondents (11%) indicated that their business was a threat of closing or had already closed.

Which best describes the CURRENT position of the business?

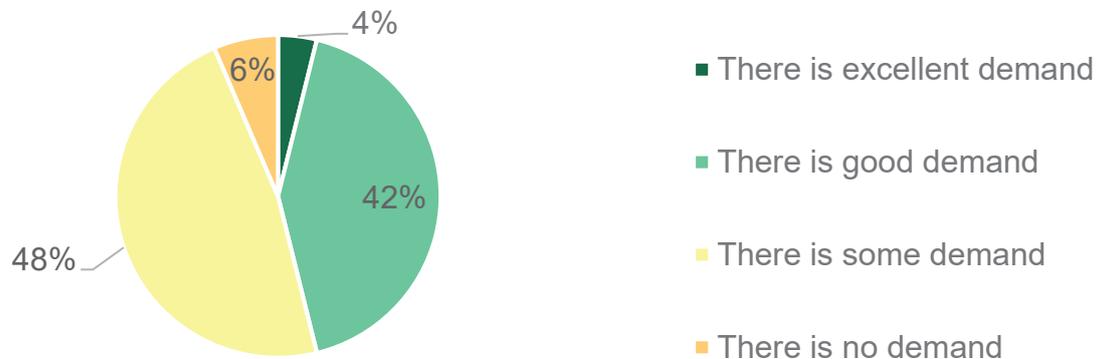


Number of responses = 79

On the impact of the COVID-19 pandemic and the demand for their products and services, respondents were roughly split between those experiencing 'some demand' (37 respondents, 47%) and those experiencing 'good demand' (33 respondents, 42%).

Additionally, there are 3 respondents (4%) who indicated they were experiencing 'excellent demand' and 5 respondents (6%) who are experiencing 'no demand'.

What impact has Coronavirus had on demand for products and services?



Number of responses = 78

"After we re opened the high street seemed busy but as we could only have two to four customers in you just saw customers walking away after a few minutes..."

"... 2 stylists in per day, with hourly clients only... Reduced income because of reduced days in salon."

A few businesses had moved some of their operations on-line, were taking orders by telephone, and were providing take-away and home-delivery services.

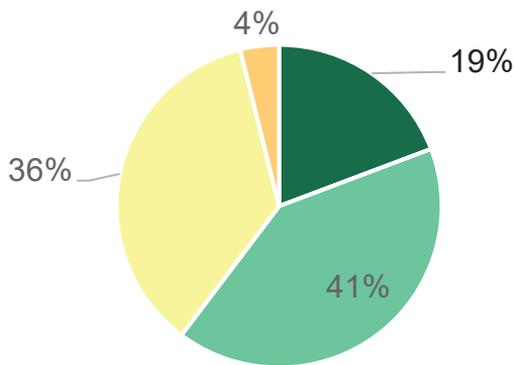
"We delivered sessions via zoom during lockdown which meant we could reach people and reduce feelings of isolation and loneliness. We definitely will consider Zoom sessions in future planning."

"Some better practice and ways of working adopted which we will keep."

"We take a lot more orders over the phone, via FaceBook page and via email Less people walking into shop."

Looking forward 12 months, respondents' confidence in their business was mixed. 60% said they were either 'reasonably confident that the business will recover' or 'confident that the business will do well in the future'. However, 28 respondents (36%) said they were 'not confident, see the business continuing but struggling' and an additional 3 respondents (4%) said they were 'not at all confident, see business folding'. 'Running on a reduced operation' included the impact of implementing government Covid guidance e.g. less capacity in shops/bars; reduced hours; appointments only due to social distancing requirements.

How confident do you feel about the health of your business **LOOKING FORWARD 12 months?**



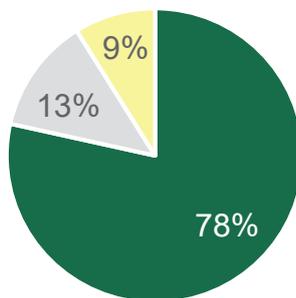
- Confident that the business will do well in the future
- Reasonably confident that the business will recover
- Not confident, see the business continuing but struggling
- Not at all confident, I see the business folding

Number of responses = 78

Impact on staff

The vast majority of respondents (62 responses, 78%) indicated that their business intended to retain all furloughed staff when government funding is removed. However, 7 respondents (9%) indicated they did not plan to retain all staff and an additional 10 respondents (13%) did not answer this question.

Do you plan to retain all furloughed staff when government funding is removed?



- Yes
- No answer
- No

Number of responses = 79

The vast majority of business respondents (66, 85%) indicated that they have not had to make any staff redundant, as a result of the COVID-19 pandemic. However, 6 respondents (7%) indicated that they had made at least 1 staff member redundant, as a result of the COVID-19 pandemic. Additionally, 6 respondents (8%) did not answer this question.

- 1 staff redundancy (1 respondent, 1%)
- 2 staff redundancies (3 respondents, 4%)
- 3 staff redundancies (1 respondent, 1%)
- 4 staff redundancies (1 respondent, 1%)

Looking Forward

Looking forward 12 months, a majority of business respondents were either 'not confident' (30 respondents, 39%) or 'not at all confident' (25 respondents, 32%) in the health of the town centre. However, 15 respondents (19%) said they were only 'reasonably confident that the town centre will recover'.

Additionally, 1 respondent (1%) indicated they were 'confident that the town centre post Covid will be better than pre Covid' and a further 2 respondents did not answer this question at all.

When asked for ideas to support the recovery of town centre business there were 4 dominant themes:

- More ongoing financial support for businesses
- Reduced price town centre parking
- Better use of outdoor space for hospitality/events etc
- Better advertising/marketing and online presence for local businesses

"The need for more funding coming in is so imperative right now"

"Makers markets and free to access public events can draw people into the town, then accessible cafe's and eateries with outside seating would again encourage people to stay."

"Local businesses need to act as a community, promoting each other, and making good use of social media etc."

"Better shared marketing and joined up programming."

Appendix A: Residents Survey



Make it
Macclesfield



PEAKS & PLAINS
Housing Trust



Macclesfield Town Centre Recovery Working Group - Residents Survey

Introduction

Purpose of this survey

A new Town Centre Recovery Working Group has been established to develop and lead an integrated Covid-19 recovery plan for Macclesfield Town Centre with the purpose of boosting town centre footfall, vitality and viability whilst respecting all safety requirements and guidance to ensure the safety of people within the town centre.

The Working Group comprises a small group of members led by Macclesfield Town Council and Cheshire East Council who are working to gather views, feedback and ideas from wider town centre stakeholders including town centre businesses and Macclesfield residents.

We are conducting a survey to establish a baseline position and to better understand current issues which may be impacting on the ways people are using, or being dissuaded from using, the town centre.

Your feedback will be considered and collated with that of other respondents and analysed by the Working Group with a view to identifying objectives and actions which may be taken to support the safe recovery of the town centre.

A summary/transcript of all feedback received will be published on the Cheshire East Council website and Macclesfield Town Council Website.

Giving your feedback

Please complete this survey by 11:59pm on 31st October 2020.

For any queries about this survey, e.g. if you would like to receive this questionnaire in an alternative format, or submit your response in a different way, please contact clerk@macclesfield-tc.gov.uk.

Your confidentiality is assured

Any personal information you supply will remain strictly confidential, and will be used in line with the Data Protection Act 2018. To find out more about how we use your information see our [privacy policy](#).

(CEC Research and Consultation Team Privacy Notice-

https://www.cheshireeast.gov.uk/council_and_democracy/council_information/consultations/research-and-consultation-team-privacy-notice.aspx)

How often are you currently visiting the town centre on average per week?

Please tick one box

- Not visiting at all
- 1-3 times
- 4-5 times
- Over 5 times

Thinking about your visits to town in the past month, what were they for?

Please tick all that apply

- Shopping (food, clothes, hardware etc)
- Services (Hairdresser, beautician, financial and legal services etc etc)
- Healthcare (GP, dentist, chemist, advice service etc)
- Hospitality (Pub, restaurant, café etc)
- Other (please specify):

How would you currently rate the experience of visiting the town centre?

Please tick one box

- Excellent
- Good
- Acceptable
- Poor

How confident do you currently feel that you can visit the town centre safely?

Please tick one box

- Completely comfortable that the town centre is a safe place to visit
- Reasonably confident that I can safely visit the town centre
- Not confident, I am visiting but I feel uneasy
- Not at all confident, I am very nervous about visiting the town centre

Any other comments?

Are there any factors which are currently preventing you or discouraging you from visiting the town centre?

Please tick one box

- No
- Yes (please specify):

Are you using shops local to your home more rather than visiting the town centre?

Please tick one box

- I am using local shops no more/about the same as I did pre Covid-19
- I am using local shops more than I did pre Covid-19 but this is not affecting how much I use the town centre
- I am using local shops more than I did pre Covid-19 and the town centre less

If you are employed how has your regular place of work changed and how has that affected your ability to visit Macclesfield town centre?

Please tick one box

- Not currently working/No change in regular place of work
- Normally work in the town centre, now working wholly or partly away from the Town Centre but in Macclesfield
- Normally work in the town centre, now working wholly or partly away from the Town Centre outside Macclesfield
- Normally work away from Macclesfield, now working wholly or partly in Macclesfield
- Other (please specify):

How much are you using the internet for activities you carried out in the town centre pre Covid-19?

Please tick one box

- I am using the internet less and local facilities in the town centre more
- Covid-19 has had no impact on the amount I am using the internet for activities I previously carried out in the town centre
- I am using the internet a little more for activities I previously carried out in the town centre
- I am using the internet a lot more for activities I previously carried out in the town centre

Making improvements

What would make you use the town centre more?

Please write in below

What do you think we can learn from lockdown to improve the town centre?

Please write in below

Please return to Town Clerk, Macclesfield Town Council, Macclesfield Town Hall by
31st October

Thank you for your response

Appendix B: Business Survey



Macclesfield Town Centre Recovery Working Group - Business and Voluntary Sector Survey

Introduction

Purpose of this survey

A new Town Centre Recovery Working Group has been established to develop and lead an integrated Covid-19 recovery plan for Macclesfield Town Centre with the purpose of boosting town centre footfall, vitality and viability whilst respecting all safety requirements and guidance to ensure the safety of people within the town centre.

The Working Group comprises a small group of members led by Macclesfield Town Council and Cheshire East Council who are working to gather views, feedback and ideas from wider town centre stakeholders including town centre businesses and Macclesfield residents.

We are conducting a survey to establish a baseline position and to better understand current issues which may be impacting on the ways people are using, or being dissuaded from using, the town centre.

Your feedback will be considered and collated with that of other respondents and analysed by the Working Group with a view to identifying objectives and actions which may be taken to support the safe recovery of the town centre.

A summary/transcript of all feedback received will be published on the Cheshire East Council website and Macclesfield Town Council Website.

Giving your feedback

Please complete this survey by 11:59pm on 31st October 2020.

For any queries about this survey, e.g. if you would like to receive this questionnaire in an alternative format, or submit your response in a different way, please contact clerk@macclesfield-tc.gov.uk.

Your confidentiality is assured

Any personal information you supply will remain strictly confidential, and will be used in line with the Data Protection Act 2018. To find out more about how we use your information see our [privacy policy](#).

CEC Research and Consultation Team Privacy Notice-
https://www.cheshireeast.gov.uk/council_and_democracy/council_information/consultations/research-and-consultation-team-privacy-notice.aspx

Which Sector does your Business fall into?

Please tick one box

- Retail sale of food (including groceries, specialty food)
- Retail sale of non-food (communication & household equipment, cultural & recreation,...
- Retail sale via stalls and markets
- Retail trade not in stores, stalls or markets
- Food & Beverage (restaurants, pubs)
- Manufacturing
- Construction
- Motor Trades (including wholesale, retail trade and repair)
- Transport & Storage (including Postal)
- Accommodation/Hospitality (Hotels, Hostels, Other Accommodation)
- Information & Communication
- Finance & Insurance
- Real Estate (Property)
- Professional, Scientific, Legal & Technical
- Business Administration and Support Services
- Education
- Human Health and Social Work
- Arts, Entertainment & Recreation (Performing arts, libraries, museums, sports facilities,...
- Other Service Activities (repair of computers & household goods, personal service...
- Voluntary (charity shop, voluntary service)
- Other (please state):

What is your business postcode?

Please write in below

How many people are currently employed by the business including the owner(s) and furloughed staff?

Please tick one box

- 1-2
- 2-5
- 6-10
- 10-25
- 25-50
- Over 50

Impacts of Covid-19**Do you plan to retain all furloughed staff when government funding is removed?**

Please tick one box

- Yes
- No

Have any employees (both part time & full time) of the business been made redundant as a result of Covid-19?

Please tick one box

- No
- Yes (please specify how many):

Which of the following best describes the stage the business was at BEFORE Coronavirus?

Please tick one box

- Start-up
- Growing/Expanding
- Surviving
- Struggling

Which best describes the CURRENT position of the business?

Please tick one box

- The business has closed
- The business is in a critical condition. There is a good chance the business will have to close
- The business has shut down until conditions change
- The business is running but on a reduced operation
- The business has not been significantly affected by Covid-19
- The business has grown during the Covid-19 pandemic

Any other comments:

Current demand

What impact has Coronavirus had on demand for products and services?

Please tick one box

- There is excellent demand
- There is good demand
- There is some demand
- There is no demand

Have your business practices changed during lockdown (e.g. home delivery) and if so do you think your business practices will be changed permanently by Covid-19?

Please tick one box

- No
- Yes (please explain):

Business confidence

How confident do you feel about the health of your business LOOKING FORWARD 12 months?

Please tick one box

- Not at all confident, I see the business folding
- Not confident, see the business continuing but struggling
- Reasonably confident that the business will recover
- Confident that the business will do well in the future

Any other comments:

How confident do you feel about the health of the town centre as a whole LOOKING FORWARD 12 months?

Please tick one box

- Not at all confident, I imagine the town centre will decline
- Not confident, I think the town centre will struggle to maintain pre-Covid levels of health
- Reasonably confident that the town centre will recover
- Hopeful that the Town Centre will be better post Covid than pre Covid
- Confident that the town centre post Covid will be better than pre Covid

What do you think is needed to support the recovery of your town centre business?

Please write in below

If you would like to review any of your answers please go back and do so now, otherwise please click the "Submit response" button below to finish the survey.