



MACCLESFIELD TOWN COUNCIL

ANNUAL REPORT 2024





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Introduction



We are pleased to present our Annual Report for the year 1st April 2023 to 31st March 2024.

This report serves as a summary of all the Town Council has achieved over the last year.

Macclesfield Town Council Values and Strategy

To act as a focus and catalyst for community empowerment, driving Macclesfield forward and promoting it as a centre for commerce, retail, administration and tourism, providing and supporting inclusive and sustainable services and constantly working towards continuing improvement for residents, businesses and visitors to Macclesfield. Taking into account the climate emergency and in all considerations, services and actions seeking to make Macclesfield a greener and more sustainable town. The Town Council's strategic objectives form part of a living document that is revisited and revised on a regular basis and can be found on the council website www.macclesfield-tc.gov.uk/macclesfield-town-council-strategy-2023-2027/

The Mayor of Macclesfield's Annual Report

Cllr Chris Wilcock was elected as Mayor of Macclesfield on 15 May 2023. Chris is supported by his wife, the Mayoress, Katie Wilcock, as well as his daughter Sarah who is lovingly known as Mini Mayoress.

His Mayoral theme was 'Live Macclesfield Love Macclesfield.' Chris chose this theme after living in Macclesfield and being a Councillor for a number of years. He has seen many wonderful things happen in the town, and he has seen the town come together as a whole, the people in it, what they do as a community and what they can do for the town.

Cllr Wilcock selected East Cheshire Hospice and East Cheshire Eye Society as the charities to benefit from his support in 2023/4. They are both charities very close to his heart and he has enjoyed working with them to hold events, raise money and also raise their profile.

Fund raising events have included; two family bingo sessions, a quiz, a wreath making workshop, dinner and auction.

In addition to promoting Macclesfield, the Mayor has attended many events and engagements, business openings and prize-givings. Visits to local businesses, schools, care homes, concerts and theatre performances have also been part of the Civic Diary.



**“Live
Macclesfield,
Love
Macclesfield”**

The Mayor of Macclesfield's Annual Report

Cllr Wilcock has been busy this year visiting many businesses, charities, schools and community groups as Mayor. Towards the beginning of the civic year he visited Park Lane School to present a voucher and some equipment for the students to use. He knew the school from his younger days as his mum was a midday assistant there and he was impressed with how the school had grown.

Macclesfield Majestic Theatre Group is another group that Cllr Wilcock has visited and it is wonderful to see so much local talent; from the experience of the older performers to the enthusiasm of the younger ones - it looks like the theatre is in good hands going forward.

Cllr Wilcock would like to finish off by saying it has been a pleasure to be able to serve the whole of Macclesfield this civic year and being welcomed at so many events, thank you to the Mayoress and mini Mayoress, Deputy Mayor and Mayoress, fellow councillors and the town council staff who work tirelessly for the residents of Macclesfield.

Cllr Chris Wilcock, Mayor of Macclesfield



YOUR Town Councillors



Hurdsfield
Councillor Sarah Bennett-Wake



Broken Cross & Upton
Councillor Chris Wilcock



Broken Cross & Upton
Councillor Ruth Thompson



West & Ivy
Councillor Mike Hutchison



Tytherington
Councillor Emma Gilman



West & Ivy
Councillor Alift Harewood MBE



Tytherington
Councillor David Edwardes



East
Councillor Mick Warren



Central
Councillor James Barber



South
Councillor Neil Puttick



Central
Councillor Sandy Livingstone



South
Councillor Fiona Wilson

DID YOU KNOW?

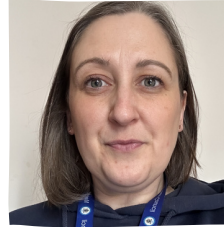
That all 12 of our
Town Councillors are
volunteers.

They do not get paid for the
work they do for the Town
Council and they each put in
an average of 200 hours a
year

Officers of Macclesfield Town Council



Town Clerk
Laura Smith



Comms Officer & Town Centre Manager
Abigail Sherratt



Assistant Town Clerk
Helena Gowler



Events Officer
Rachael Higham



Admin & Governance Manager
Nicola Mellor

Macclesfield Town Rangers



James Hughes

Lead Ranger - Damon Bayley

Shaun White



Macclesfield Town Council Community Engagement & Events

SPRING events

Bikeathon

Run by Allgood Cycling, with support from local organisations including the Town Council, and profits raised going to Just Drop In, a local charity for young people. Over 200 people signed up to take part in one of the three Cheshire based routes on what turned out to be a gloriously sunny day. Local shops and businesses were invited to participate in a voucher scheme for the finishing goody bags, so overall a great effort from many across the town.



Easter

Easter brought with it more sunshine, and a busy day in Macclesfield Town Centre with footfall at almost 12.5k compared to 8.5k the weekend before. The day was concentrated around the Market Place, with giant bubbles, a circus act, free daffodils, Easter crafts courtesy of ArtSpace and a town wide Easter trail involving 32 local shops and businesses in search of baby bunnies. Oh and of course we had a giant inflatable panda too!



Party In the Pews

In May crowds flocked to Christ Church for the sold out Party in the Pews Festival, organised by Puffer Fish Press and supported by funding from Macclesfield Town Council. Amongst other things MTC funding allowed the festival to host free activities in the church grounds for non ticket-holders. Visitors travelled from as far afield as Sheffield and Birmingham to visit the festival and sold-out accommodation in the town centre. Headliners included Badly Drawn Boy and The Futureheads along with a mix of other local and national talent.



SUMMER events

MACC-POW!

First hosted as a one-day event in 2016 MACC POW! has since grown to a multi-day, town-wide festival with creators and visitors from all over the world making the trip to Macclesfield to take part. In 2023 MACC-POW! was nominated for best comics event worldwide in the Tripwire magazine awards, alongside significantly larger festivals such as the San Diego Comic Con, New York Comic Con, and the Lake Como Comic Art Festival. MTC has been a long-time supporter of MACC-POW! and we look forward to seeing it grow and evolve for many years to come.



Barnaby

2023 saw the return of Barnaby Festival's in-person parade (rather than virtual) for the first time since 2018. With over 100 groups taking part in the parade, plus an art trail across the town shining a light on talent from within Macclesfield, and a listening tent in the ground of St Michaels to gather feedback from those attending, it was great to see Barnaby back on the Macclesfield events calendar.

Pride

Pride remains one of the most well attended events in Macclesfield with over 18k flooding the streets of town with rainbow colours. From stage acts in the Market Place, storytelling, photography exhibition, karaoke, to an information hub and a parade, Pride brought the town together and showed a united front.



SUMMER events

Do Something Summer

Every Wednesday for the six weeks of the school summer holidays we welcomed Granelli's ice cream van into the Market Place, dragged out the deckchairs, threw up the gazebos and prepared to Do Something! Not every child gets to go away for the summer holidays so we wanted to make sure there was plenty of activity to break up the (slightly damp) six weeks, with something different each Wednesday to entertain and inspire. We also teamed up with our partners all across the town with free art classes being hosted at the Silk Museum on Saturdays and lots of different free activities taking place at the Macclesfield Library and the Grosvenor Centre. These were all collected on the Town Council website under the Do Something Summer brand and across our social media so it was nice and easy for families to find some free entertainment from week to week.

Some families even showed up every Wednesday to Do Something new and left with lots of stories to report back at the start of the new term.

MTC 2023 Do Something Summer Activities

- Street Photography
- Chalk Art
- Kite Making with ArtSpace
- Comic Art with Marc Jackson
- Treasure Trail
- Circus School



AUTUMN events

Nature Needs You

Following on from the success of the event in 2022, the 2023 Nature Needs You continued to grow. Involving more community groups such as Save Danes Moss, Friends of West Park and Grow Macclesfield, as well as the Silk Museum and RSPB Wildlife Explorers. The day lets children and families experience nature in ways they may not have before, such as building bird boxes, making prints with paint and pinecones, and handling some rather large creepy crawlies. With all activities including facepainting being offered for free, families were reminded that there is no such thing as bad weather, and that the event would go ahead even in the rain and to remember their wellies!



Eco Summit

Running alongside Nature Needs You, summarising the Council's green initiatives and strategy for 2023, and setting the scene for the 2024 event which will focus on green transport.



Halloween

Who you gonna call? The Ghostbusters parked up outside the Town Hall for Spooky Saturday in 2023 to make sure any wayward ghouls didn't get out of hand. The town centre trail was again proving popular with more than 40 local businesses taking part and all 300 maps given out to keen pumpkin-hunters! ArtSpace offered some spooky crafts in the Grosvenor and the day opened with a scream thanks to the Sylk Dance zombie flash-mob.

AUTUMN events

Remembrance & Armistice

Always sombre events but well supported in the town, this year was no different. There was a short service outside the town hall for Armistice on Saturday 11th November, during which members of the public and staff from local businesses were able to observe the national 2 minute silence.

The Remembrance Sunday parade which was organised in conjunction with the Royal British Legion office in Macclesfield, saw record numbers turn out despite the damp weather. Local groups and ex-service personnel, paraded through the centre of town to observe a beautiful service at the Cenotaph, followed by the taking of the salute at the Town Hall by The Mayor of Macclesfield, Cllr Chris Wilcock, and Deputy Lieutenant, Eleanor Underhill.



WINTER events

Step Into Christmas

It was clear the town was ready to get into the festive spirit when they turned out in huge numbers for this year's Step Into Christmas event. The day opened with Macclesfield Youth Brass Band playing carols around the Christmas tree before the Party In The Pews take-over of the main stage providing live music all afternoon. Walking through town you might have been met by jugglers, Victorian carol singers or close-up magic before bumping into the long legs of the Christmas stilt-walkers. As always Silk FM were on hand to host the afternoon, introducing the Mayor of Macclesfield to open the event and Father Christmas himself to close the day out. It was a crisp and cold day so luckily R&G's Beer Vault had set up stall in the Market Place to provide hot mulled wine and cider to enjoy under the beautiful Christmas lights. the afternoon, introducing the Mayor of Macclesfield to open the event and Father Christmas himself to close the day out. It was a crisp and cold day so luckily R&G's Beer Vault had set up stall in the Market Place to provide hot mulled wine and cider to enjoy under the beautiful Christmas lights.

It certainly felt like a busy day but what did the figures say? It turns out 19,476 people turned out to enjoy the festivities that day, making that an increase against not just the previous two years but even against the last pre-Covid year, 2019.

They say Christmas comes earlier every year and that's certainly true for us as we're already putting together our plans for Step Into Christmas in Macclesfield 2024!



WINTER events

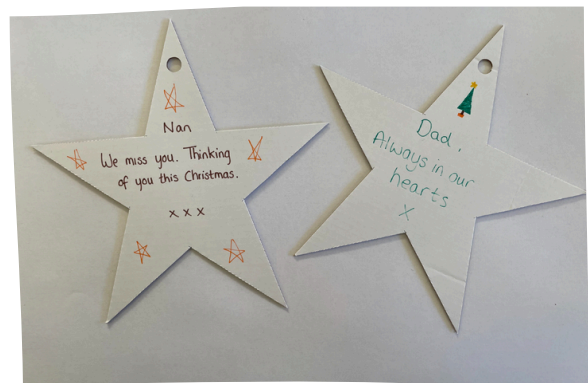
Advent Window Trail

Something that has become a firm favourite with the people of the town is the Advent Window Trail. Organised by the Town Council, 2023 saw a record breaking 54 businesses, groups, shops and mini galleries taking part. This year the theme was snowman/snowmen and everyone was able to use their creativity to give their window a special twist - as long as it had a snowman in it, they were free to decorate their window however they wanted. A paper trail map was available from the Visitor Information Centre, who gave out over 250 in the weeks before Christmas.



Tree of Light

The most poignant part of the Town Council's Christmas programme is always the Tree of Light ceremony. A yearly occurrence, giving residents of the town a moment to reflect and remember loved ones who have passed. This year more stars than ever were hung on the tree, decorated with memories of those who could not share the festive period, and a non-religious celebrant was invited to be part of the ceremony.



WINTER events

Twilight Market

A new twist on an old favourite, this year Late Night Shopping became the Twilight Market. For the last few years shoppers had enjoyed socialising under the giant heated tipi with a variety of street food and live music. This year we wanted to retain those popular elements that brought such a fun festive buzz to the Market Place and take things to the next level. Working with local makers market Made In Macc we were able to bring more than 15 independent and unique traders into the market for an afternoon and evening of shopping and community. A good day was had by visitors and vendors alike with multiple traders ending the evening completely sold out! Students from Whirley School kicked off the event at 2pm with a selection of carols, followed by members of the Macclesfield Music Society and local singer/songwriter Ben Gorb closed out the evening with an atmospheric selection of festive tunes.



WINTER events

Lantern Parade

For the second year running Macclesfield came out in force to help banish the winter blues and push back the night by taking part in the Macclesfield Lantern Parade.

ArtSpace and the Silk Museum once again ran lantern making workshops in the run up to the event both for the general public and with local community groups such as Just Drop In and East Cheshire Hospice. This year as the public gathered outside the Silk Museum waiting to set off they were entertained by glowing hula hoop and juggling performances before the giant Ghost Caribou arrived to lead them away and the parade began. The Caribou delighted passers by by cheekily looking in shop windows and bending down to greet bystanders whilst leading the parade to Christ Church where the crowd were treated to a surprise reappearance of the giant inflatable light-up lobster who greeted them outside the Town Hall at last year's parade.

Once at Christ Church members of the parade were able to warm up with a free hot drink inside the Church. Despite the uncertain weather the support for the day was evident with more than 240 lanterns made at the Silk Museum just on the afternoon of the event and more than 700 with the ArtSpace and Silk Museum workshops overall!



WINTER events



Lunar New Year

The celebrations in Macclesfield were attended by more people than previous years, filling the Market Place and the route of the parade down to the URC.

This year an authentic Chinese dragon chased the pearl around the square accompanied by a band of drummers from All Hallows. The zodiac animals created by Macclesfield Community Artspace, including this year's dragon, then made their way to Park Green.

The URC played host to crafts from Artspace and members of the public were also able to taste a number of traditional Chinese food items, many of which have specific meanings.

This year the Silk Museum was also involved, emphasising the links between China and Macclesfield and the silk industry in the town. The museum hosted Tai Chi sessions run by Master Xiaglin Li, demonstrations by traditional Chinese musicians, and members of the public could also try their hand at Chinese calligraphy.

WINTER events

Comic Art Exhibition at the Silk Museum

Amazing Fantasy #15:

The First Appearance of Spider-Man

As a satellite event of the popular Macc-Pow festival we were excited to work with Macc-Pow and the Silk Museum to showcase some extremely rare and important comic art in Macclesfield. *Amazing Fantasy #15* was the first comic to feature the now famous Marvel superhero Spider-Man. Through special arrangement with the Lakes International Comic Book Festival we were able to exhibit these original-sized copies of the artwork, which allows the viewer to see all the detail involved with bringing the edition to life: complete with Steve Ditko's penwork and Stan Lee's pencil notes. The copies are so detailed you can even see the white-out and eraser marks! The exhibition at the Silk Museum was only the second time these remarkable artefacts had been seen outside of the US and will be the last time they'll be seen in the UK for quite sometime as they are due to be shipped to a collection in mainland Europe. To celebrate this MTC helped to put on the Spidey-Saturday launch event, where people were free to view the exhibition, meet some real-life giant spiders with Rent-a-Beast, attend a Superhero workshop with Room For Comics, transform into their favourite superhero with the Face Painting Queen and loads more. The exhibition ran for two weeks during the museum's opening hours and was extremely well attended for the duration.



MOVE MORE MACCLESFIELD



Park Fit

Park Fit has been going since 2019. A collaboration between Macclesfield Town Council and local Personal Trainer Matthew Rigby, sees a free 45 minute fitness session being run every week during term time.

Park Fit takes place at All Hallows during the winter months, and moves to the beautiful location of South Park during the spring, summer and early autumn.

Session content varies week to week, and predominantly focuses on using the participants own body weight. Matt can tailor exercises to suit participants fitness levels or to accommodate them should they have any injuries.

Occasionally Matt will bring equipment such as kettle bells, or use the equipment already located in South Park.

Session numbers inside range from 10-18 and numbers outside range from 20-35, with a core group attending each week including a contingent from ROAR.

Street Sports

Until October 2023 Street Sports ran three times a week in three different locations – Banbury Park, Becks Lane and South Park.

A variety of sports are covered, providing 2 hours of outside fun for children in a safe environment.

Over the year numbers at Becks Lane and South Park slowly decreased and a decision was made to only continue with Banbury Park through the winter of 2023.

Companies were invited to tender for the provision to recommence in 2024, and a new street sports programme will launch in April 2024.



Community Grants

In 2023/24, Macclesfield Town Council supported a wealth of organisations and a huge variety of deserving projects in the town via community grants. From providing youth club equipment or welcoming Ukrainian refugees to the town, the grants go to a multitude of worthy causes. The Town Council have three levels of grants. Micro grants are up to £100 and are for small start up ideas for one off projects or for the start of a longer term idea. Small grants are up to £250 and large grants are up to £2,000. Each group that applies for a grant is able to access a bespoke package of support from the Council's partner organisation CVSCE. Here is a list of the grants given out this financial year:

Organisations	Amount Awarded	What grant will be used for
Moss Rose Scouts	£2000	Storage for equipment
Macclesfield College	£2000	Outdoor table tennis table
Just Drop In	£830	Have Your Say day for young people
Child Safety Media	£2000	Crucial Crew child safety event
Cre8	£2000	Equipment for cooking project
Macclesfield Civic Society	£240	Awards ceremony
St Barnabus Church	£2000	New flooring
Royal British Legion Macclesfield	£120	Additional names on the war memorial
Park Lane School	£653.95	Sensory room
Macclesfield Armed Forces Veterans Breakfast Club	£500	Hearing loop
Macc Wild	£1818.88	New equipment including strimmers
MHA Communities Cheshire East	£908	Lunch Club

Weston Friends	£200	Groups and breakfast club
Space 4 Autism	£1740	Social club for young people with ASC
Roe-naissance	£1950	Plants for the gardens at Christchurch
Mersey Rivers Trust	£715	Environmental event at Riverside Park
Macc Pride	£2000	Towards the Macc Pride event
Friends for Leisure	£2000	Drama project for young people with disabilities
Bollington Girl Guides	£250	Inter-railing Trip
Brookfield Lane Allotments	£825	Structure to be used for events
Silk Heritage Trust	£1720	Education project
Circus Starr	£1200	Inclusive Big Top event
Macclesfield Harriers	£1997.72	Throwing equipment
Bolling Valley Partnership	£1010	Educational event
Hurdsfield Phoenix FC	£2000	New kit for new members
Friends of West Park	£250	Events in the park
Silklife Foodbank	£2000	Nappy packs for new parents

Grant example 1

Macclesfield Harriers - £1997.72

Please describe how your grant was used:

We purchased; javelins, discus, hammer, shot puts and throwing safety signage.

How many people benefited from your project/activity or attended if it was an event?

We had an introduction to throws event on Saturday 29th July which was open to the community and was attended by 30 people who all did 2x 60 min sessions trying 2 different throws each. We have also been using the lovely new equipment every week at Macclesfield Harriers training sessions on a Tuesday and Thursday evening.

What was the outcome of your grant?

The enthusiasm and excitement about throws has definitely been reinstated with both athletes and coaches. It has a new lease of life that we hope to maintain going forward.

What have you learned from this project?

The difference it makes giving people good tools for the task in hand. We have had more athletes wanting to do throws at Harriers than for as long as we can remember.



**INTRODUCTION
TO THROWS**

**Come and try Hammer, Shot Put,
Discus and Javelin**

Saturday 29th July 2023 2pm-4pm
at Macclesfield Athletics Track, SK10 4AF

Anyone welcome aged 9+ so bring the whole family!

To sign up scan the QR code and
fill in the form:



Grant example 2

Circus Starr - £1200

Please describe how your grant was used:

Your generous donation has made it possible for 60 vulnerable and isolated children in Macclesfield to come to our relaxed and inclusive Big Top circus show held at Macclesfield Rugby Club on the 14th June 2023. During our 2023 spring tour we visited 33 different towns from the midlands up to the north of England, moving the Big Top every other day to provide over 23,000 children free access to our spectacular circus show. Our Big Top is fully accessible and over the tour we have made live performance possible to over 570 wheelchair users. We are the only UK Big Top and theatre circus to provide a mobile changing places toilet, also incorporating BSL signed performances and touch tours at 13 of the towns we have visited.

How many people benefited from your project/activity or attended if it was an event?

The grant from Macclesfield Town Council helped us to bring together children and families who have a barrier to accessing live performance due to disability, illness, social isolation, or financial constraints and opened the magical world of live circus performance to them. A circus displays various beautiful art forms, as well as providing comical entertainment. We know how life changing the arts can be, and that is why we strive to make it available for everybody no matter what obstacles they may face. The tickets for our event were distributed between Park Royal Pre-School, Children's Ward, Cheshire Carers, Space 4 Autism, Be You Crew, East Cheshire Hospice, Heatherbrae, Park Lane School, East Cheshire Council - Children with Disabilities Team, and The Bridge End Centre, along with many others. Over the two performances on the day, we were able to reach out to more than 670 children and families, with 30 wheelchair users able to access the event on the day, from the Macclesfield area.

What was the outcome of your grant?

The grant awarded from Macclesfield Town Council was used to cover the cost of 60 vulnerable and isolated children from the Macclesfield area coming to our two relaxed and inclusive Big Top performances. As mentioned above, over 670 children and families had the opportunity to experience all that live performance has to offer.

What have you learned from this project?

Macclesfield Rugby Club is a first-class venue for our Big Top. The field is easily accessible for our circus visitors, with plenty of onsite parking available. Both performances were well attended on the day, showing a good demand for our event - the good weather certainly helped. It was lovely to have the Mayor in attendance for the first show, as well as some councillors too.



Grant example 3

Macc Pride - £2000

Please describe how your grant was used:

It was used to put on our main Pride Event in the Town Square.

How many people benefited from your project/activity or attended if it was an event?

14,500 approx. came through the town square on the day according to your camera count. Also, in our hub base in the Grosvenor Centre, we had over 500 people on the same day. We also have fringe events during and at the end of the day in a variety of pubs and venues but I have no figures for these.

What was the outcome of your grant?

The grant was totally used and we did have to bolster the final amount but this was anticipated.

What have you learned from this project?

Macclesfield never ceases to amaze me! The community spirit over the intergenerational activities can, and is thriving. As a member of the LGBT+ community we are visibly becoming more accepted in our Macclesfield community along with other marginalized groups. EG: Wheelchair users and people with other disabilities and conditions.



CVSCE

In 2021/22 CVS Cheshire East participated in a year-long project to facilitate and support Macclesfield Town Council in offering support to the Voluntary, Community, Faith Sector (VCFS), to develop a VCFS network for Macclesfield and encourage and enable volunteering in Macclesfield.

This partnership continued into 2022/23 and was renewed again in 2023/24 and has seen CVS offer bespoke packages of support to each organisation that applies for a Town Council grant, as well as assisting the Town Council with formalising its volunteer programme, and offering governance and funding support.

A full report can be found here www.macclesfield-tc.gov.uk/community/cvs-partnership/





Volunteers

Volunteers

Events are a big part of what the Town Council delivers for the town. Officers of the Town Council attend the events in a working capacity, but in order to keep things running smoothly, the Town Council also relies on a vital team of volunteers. Volunteering with the Council is not about replacing paid staff, but about complementing and adding value to the work we already do. Volunteers bring specialist knowledge and skills to their roles and the Council recognises that some of the work it does would not be possible were it not for volunteers.

In 2023/24 we have had volunteers taking on some of the following roles;

- Road Closure Stewards. Almost all the Town Council events require a road closure, so this is a key role.
- Refreshments Coordinator. Armistice and Remembrance are very sombre but well attended events, and the Town Council provide refreshments to Members, the clergy, dignitaries and representatives from the Royal British Legion.
- Set-Up and Decorations. Some of our volunteers have a flair for set-dressing and eye for what looks good, and dress our rooms and stalls, others help us move tables and gazebos.
- Ad-hoc jobs. Other roles which needed filling throughout the year include; stringing the stars for our Tree of Light ceremony, handing out copies of the Halloween trail map, and playing a key role in ensuring all the children had a great time seeing Santa in the Town Hall grotto.





Local Service Delivery

Macclesfield Town Council is one of 11 Town Councils in Cheshire East. The Town Council was founded in 2015 and provides the most local tier of government for Macclesfield working within the legal framework set out for Town and Parish Councils, to enhance and supplement services and to recognise and promote local initiatives. The Town Council also has a role in voicing the views and concerns of residents and making sure these are heard.

Town Centre

The Town Centre remains a key focus for the Town Council and Cllr Fiona Wilson, Town Centre Champion for the Town Council provides some background on how Macclesfield Town Council can and does help the town.



People often comment on the changing nature of the businesses in the Town Centre. Some think there are too many coffee shops and ask why we aren't doing more to try and get big chains or clothes shops to come to the town, or why we don't reduce rents or rates.

The Town Council doesn't own any buildings in the town centre and the owners of new shops and cafes don't need the permission of the Council (or Cheshire East Council) to open in Macclesfield. Neither are the Council's responsible for setting rents, which are the responsibility of private landlords, nor do we set the Business Rates, which are the responsibility of the Government. The vast majority of income from business rates also goes directly to Government and not to Cheshire East or to the Town Council.

However, there is a great deal that we do to support local businesses and to encourage visitors to our town.

As mentioned in this Annual Report, we run a number of events with the aim of increasing footfall into the Town Centre, we provide grants to other organisations who run events in town such as Macclesfield Bikeathon, Pride, Macc-Pow and Party in the Pews. We have our Town Rangers who keep the florals looking lovely and grot spots at a minimum which in turn makes the town more welcoming and a nice place to be.



Partnership working is another key thing for us and we continue to work with Cheshire East Council, Macc Hospitality Action, Macclesfield Museums, CVS and Peaks and Plains Housing Trust on Town Centre Recovery and Regeneration. We have applied for and been successful in receiving a number of central Government funded grants specifically for certain projects such as the Welcome Back Fund which paid for deck chairs, gazebos and planters and the UK Shared Prosperity Fund which will pay for our upcoming Museum on the Street project.

Provision of clean and central town centre toilets were another point raised by many residents in Macclesfield and the Town Council are extremely proud that we were able to put £110,00.00 to that project to pay for the creation of the toilets inside the Cheshire East owned Indoor Market.

Totally Locally

Totally Locally is a proven initiative that has deep-rooted respect for the independent businesses that make towns unique. The Town Council were keen to resurrect the scheme which has been dormant in Macclesfield for a number of years. But the rules around Totally Locally state that it has to be run by the businesses for the businesses - which makes sense!

Cue Yvonne Lennard, co-proprietor at Artmaggadon Tattoo Studio on Church Street. She made the mistake of engaging Town Centre Manager Abi in conversation and is now responsible for pulling everyone together as part of the local Totally Locally Macclesfield campaign. Here is what she had to say -

Totally Locally Macclesfield is not merely a marketing campaign; it's a heartfelt celebration of the independent shops that define the character of our town. Our aim is to inspire and empower our fellow residents, fostering a sense of enthusiasm and pride for the hidden gems they have right at their doorstep. Our message is clear: it's incredibly easy to invest in Macclesfield and secure a brighter future for all.

At the heart of our initiative is addressing a significant issue in our community: the need to raise awareness about the remarkable economic impact of seemingly small actions. For example, if each adult in Macclesfield were to spend just £5 per week in our town, this would translate into an astonishing £11.1 million annually.

One of the primary issues we are working to alleviate is the changing public perception and evolving shopping habits. In an era of convenience and online shopping, it's crucial to remind our residents of the immeasurable value of local, independent businesses. We aim to rekindle the spirit of buying locally, supporting our neighbors, and preserving the essence of our town.

"We are passionate about highlighting what makes Macclesfield special, and we want to share that uniqueness with our residents."

Glow Up Grants

In June the Town Council launched it's Glow Up Grant scheme.

The idea was to provide local businesses with the opportunity to apply for a grant of up to £1000 to carry out works to the frontage of their shops whether that be a new coat of paint, an upgraded sign, or a window decoration.

Businesses which jumped at the chance include

Yas Bean

Violet Salons

Cheshire Cat

Cafe Mustard

The Clayrooms

Isoana

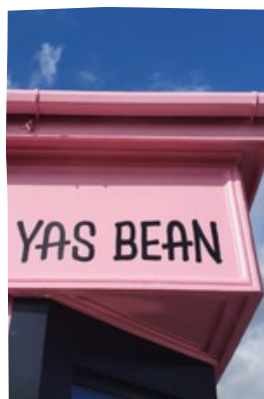
Mujer Boutique

Rolph & Co

Jola Designs

Artmageddon

Yas Bean decided on shiny new, more modern signage for the front of their shop on Buxton Road



Violet Salons put their grant towards planters for the front of their business on Chestergate

Toilets

Back in 2022 Macclesfield Town Council committed £110,000 to the development of new public toilets in Macclesfield town centre. The Town Council worked with Cheshire East Council to completely upgrade the existing traders toilets in the Indoor Market so that they could be made accessible to the public.

In November 2023 the toilets were opened and include a brand-new Changing Places Toilet, a new unisex toilet/baby changing facility, as well as male and female toilets for public use. Over 14.6 million people across the UK are disabled and of those 250,000+ require a Changing Places Toilet. Changing Places Toilets (CPTs) include equipment such as hoists, changing benches and privacy screens to support those who need additional help, and for Macclesfield to now have one of these toilets will be life changing for a number of families.

The opening of the toilets, was welcome news for shoppers and visitors to the town, particularly in the run up to the festive period. It is worth noting that 72% of disabled people will avoid visiting a location due to a lack of suitably accessible toilet facilities.

Local mum Fiona Walton, whose son Charlie lives with additional needs, was thrilled at this new addition to the town centre. "Having an official Changing Places toilet right in the heart of the town centre will mean the world to us and other families alike that are affected with special and additional needs. There will be no more disappointment of opening the door to a 'disabled' toilet only to find a standard toilet with a few grab rails. No more straining and risking our own bodies lifting someone that cannot get up for themselves. No more lying our child on a toilet floor. No more cutting our outings short as there are insufficient facilities. Thank you so much, you have made a lot of peoples lives a lot easier."

Councillor Fiona Wilson, Macclesfield Town Council's Town Centre and Regeneration Champion, said "It was very important to the Town Council that the new public toilets would be accessible to all. Mum Fiona Walton came to full Council and spoke passionately about the need for a Changing Places toilet and the lack of accessible play equipment in the parks. We listened and are thrilled that Fiona's son Charlie, now has toilet facilities available to use in the Town Centre and that there are now 3 accessible roundabouts in West Park, South Park and Victoria Park plus an accessible see-saw in South Park. Many families will benefit from these facilities making life better. Thank you to Cheshire East Council and Ansa, for all their work and input."



Public Toilets
are available in the Indoor Market
(located inside the Grosvenor Centre)

Monday - Saturday
9am - 5pm

The facility includes a brand-new Changing Places Toilet, a new unisex toilet/baby changing facility as well as male and female toilets for public use.



Changing Places Toilets (CPTs) are a large facility that have the right equipment, including a changing bench and hoist to support disabled people that need assistance.



South Park

Exciting progress has been made on the South Park Pavilion project this past year. Planning permission secured, a public consultation held, and a loan applied for construction. Beyond serving quality coffee and food, the pavilion aims to foster community with versatile spaces for various needs. From sourcing local ingredients to offering room hire for educational workshops and weddings, birthdays etc., it aims to be a hub for connection. Income will come from the café, room hire, and events.

The pavilion's prime location ensures minimal competition and high foot traffic, making it the top choice for visitors. It signifies an investment in Macclesfield's future, serving as a vibrant community hub for various events.

Additionally, the Council is committed to enhancing park amenities, including clean toilets and an accessible Changing Places facility. Prioritising inclusivity, the goal is to create a welcoming environment for all community members as demonstrated by the Town Council funding accessible play equipment in South and West Park.



CONSULTATION KEY INSIGHTS

There have been 3 major consultations around the park and the pavilion since 2014. (all supporting information can be found at www.macclesfield-tc.gov.uk)

2014 - S:Park consulted approximately 500 people in the park.

2022 - Macclesfield Town Council (MTC) conducted 4 days of face to face consultation in the park, asking the public to choose their favourite designs and to give feedback. Over 700 people took part



2024 - In January, MTC held a public consultation on; the subject of getting a public works loan to build the pavilion and increasing the precept. 537 residents of Macclesfield responded, with the consultation reaching over 14k people through social media, and posters/radio/newspapers and public events designed to reach those who don't use the internet

2014

Questions asked of the public during this phase included

What do you like least?

- 14% said the Pavilion needs opening and upgrading
- 13% said no toilets
- 8% said no refreshments
- 3% said no shelter
- 2% said not enough going on/no events
- "The park feels unloved."

How do you think the Pavilion could be used?

- 36% said cafe
- 15% said meeting space
- 5% said indoor activities/sports
- 5% children's/youth club
- 3% would like to have a childrens party in the Pavilion
- Others include; shop, parents/tots group, shelter, function room, wedding venue, chill area, teaching

2022

A total of 730 questionnaires were completed across 4 events. Of that 730, almost 94% were in favour of investment in the pavilion.



691 people (almost 95%) responded to say that would love the pavilion to have a cafe



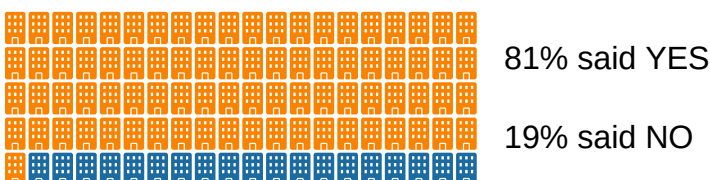
Respondents were questioned about their preferred design for the pavilion, with 2 designs being favoured, which led to to an amalgamation taking the best of both.



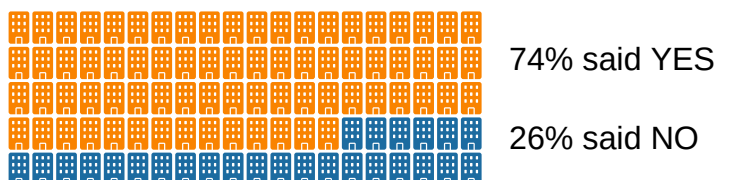
2024

Two questions were asked of the public

Are you in favour of the Town Council continuing ahead with the building of a new South Park Pavilion



Are you in favour of going ahead with the South Park Pavilion if it includes a council tax precept increase of 10% (£5.21 per year which is 43p per month for band D households) for the purpose of the loan repayments?



Parks and Play Equipment

Part of the Town Council budget each year is specifically for the addition to and redevelopment of the parks around Macclesfield. In 2023/2024 the Town Council focused on three main projects

Early in November 2023 an accessible roundabout was installed in Macclesfield's West Park. A duplicate of the one the Town Council paid to be installed in South Park, the roundabout is a welcome addition to the park, allowing wheelchair users to freely use the equipment. The Town Council also paid for a new gate to be installed from Sainsburys into the park which would accommodate double buggies and power chairs.



Work will start in 2024 at Ash Grove Park where a zip wire, tree house and park benches will be installed

Macclesfield Town Council committed funding towards a new BMX pump track at Windmill Street Park on the edges of South and East wards.



In November a consultation was held with users of the track. The contractors and local Councillors, and the track was finished at the end of December and is enjoying regular use.



Ward Budgets

Ward budgets this year were once again wide and varied as ward Councillors are much more familiar with the issues and needs of residents living in their wards. There are many diverse projects, showing how unique each ward can be. The following are the various projects with a couple still in progress;

West & Ivy - Goal posts and netball post put up on the Weston Park

Tytherington - Trees are to be planted in public areas

Hurdsfield - Transport for residents of Harry Lawson court, after school club at Green in Corner and a defib for Victoria Park

East - Defib outside The Wharf public house

Broken Cross - Ward budget paid for a Christmas tree at the local community centre and for various ward events



Did you know?



Did You Know?

The Town Council ran 24hrs of FREE workshops over the summer holidays covering everthing from chalk art to comics and circus skills

This ensured that all children in Macclesfield had the opportunity to do something they could tell their new teachers about in September




Did You Know?

The Town Council funded places for 28 vulnerable children to attend 910 hours of summer holiday camps in 2023 provided by **Macclesfield FC Community Sports Trust**



You said, we did!

You said Some crafts at your events for older kids would be great

At Christmas our partners Artspace held some craft sessions for older children, which were well received and we hope to have different activities during our events this year

We did



You said It would be great if we could get involved in the wildflowering around town

In March the Town Council held a recruitment event for Green Volunteers. Around 30 people completed an application form, and the first volunteers are due to help in April 2024

We did



You said It would be good to get information sent to our email about events

We listened and have set up a mailing list so that people can keep up to date with events, news and goings on www.macclesfield-tc.gov.uk/sign-up-to-our-mailing-list/

We did



You said The town is desperately in need of public toilets - when will we get some!

The Town Council allocated funds of £100k towards the new toilets which have now opened inside the Indoor Market

We did



You said Why not offer alternatives to free parking, to encourage people to leave their cars at home?

The Town Council has partnered with **D&G Buses** to provide free bus transport in Macclesfield on the days that the Town Council runs it's free events

We did




Suppliers

The Town Council strive to use local providers/suppliers wherever possible. Since January 2023 we have worked with;

ANSA	Macclesfield Football Club
Bailey Audio	Macclesfield FC Community Sports Trust
Bar Twenty Seven	Macclesfield Lawnmower Services
Brown & White	Macc Youth Brass Band
Canalside Radio	Matthew Rigby PT
Chelford Farm Supplies	Marc Makes Comics
Cherry Blossom Bakery	Monocle Cafe
Cheshire Lock and Safe	Moss Lane Pet Food Supplies
Chris Hickey Magician	Oak Nurseries
Christ Church	Olympus Trophies
Classworx	Outer Limits
Darren Lloyd and the Dixie Land Duo	Painters Supply Limited
Dinahs	Party in the Pews
Dolly Daydream	Peak Active Sports
ELOV	PR Jones
Everybody Leisure	R&G Beer Vault
Flour Water Salt	Richard Delaney
Flower House	Rolph & Co Photography
For Me and For You	Shenton Garden Supplies
Four Oaks Nurseries	Silk Brass
Granellis	Silk FM
Grosvenor Centre	Spiveys Web
John Potts	St Michaels Church
Libbys Pumpkin Patch	Stump Up
L&J Print	Tatama
Lord of the Pies	Technikk
Macclesfield Community Artspace	The Dolls House Art Gallery
Macclesfield Football Club	Visitor Information Centre
Macclesfield FC Community Sports Trust	Viva La Tipi

#SupportLocalMacc

Museum on the Street

Macclesfield Town Council successfully gained funding from the UK Shared Prosperity Fund for an exciting project, called 'Museum on the Street.'

This initiative will bring the town's rich history and unique character to life through informative boards scattered across the town centre. From historical facts to quirky stories like the invention of the deckchair, the trail will engage visitors and residents alike. With both digital and paper trails to be available, the project aims to promote local attractions such as the unique Paradise Mill while providing educational opportunities. Stay tuned as we embark on this journey and consult on suggestions of what could be included.





Green Achievements

Bloom

After winning GOLD at the Northwest in Bloom awards in 2022, in the Small City category (all to do with the size of the population), the committee and volunteers were keen to equal that result in 2023.

This year the committee not only entered the town as "Macclesfield in Bloom", but also put in additional entries in separate categories such as the "Small Retail" area of Upper Market Place, where the beautiful planters outside R&G's Beer Vault, Plums Kitchen and Five Clouds Tap & Bottle create a wonderful green space for people to sit and enjoy food and drinks from our local vendors, plus East Cheshire Hospice and St Albans Primary School who have worked with Food 4 Macc and Macc Wild Network to create food beds, a reading circle and plant trees.

The team attended the award ceremony at the end of October and came away with:

GOLD in the **Pocket Park** category for the Ian Curtis pocket park

GOLD in the **Small Retail** category for the Upper Market Place area outside the bars/restaurants

GOLD in the **Small City** category

Chair Janet Jackson MBE had this to say *"I am so proud of everyone whose contributions to Macclesfield in Bloom helped us achieve this Gold award. From our Rangers, to the shops who keep their hanging baskets and planters looking so lovely, to the schools and community groups who work so hard to bring colour, biodiversity and sustainability to our town. This is a well deserved award and we plan on continuing our good work with another fantastic entry next year."*



Rangers

The Macclesfield Town Ranger service which was started in 2019, continues to go from strength to strength, with three full time rangers on the team.

The rangers take on a number of tasks, either allocated by council officers as part of a programme of ongoing works, or suggested by members of the public via the rangers social media page.

They cover everything from cleaning hard to reach areas such as road signs, ginnels and grot spots, they repair street furniture, as well as dedicating time to planting and maintaining the beautiful displays around town.

The ranger team were a big part of our Britain in Bloom entry, and a lot of the work would not have been done without them.

They also play an integral part in our events, helping to move the wonderful zodiac animals from Art Space to the town centre, and helping to drop off traffic cones for road closures.

Macclesfield Town Ranger Service

BEFORE

AFTER



Clear, Tidy & Repair

www.macclesfield-tc.gov.uk

Wildflowering Project

For the last couple of years, the Town Council have been trialing wildflower areas across the town.

2022 saw the roundabout at Sainsburys in the centre of town wildflower, and feedback was so positive that the following year we expanded the number of areas.

2023 saw the roundabout again being sown with wildflower seed, as well as land at Pexhill Road, and at the back of the bus station, in what was quite a dry barren area.

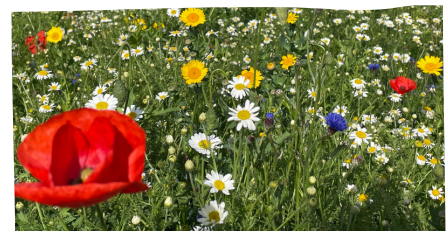
The results from all areas was phenomenal, and resulted in members of the public asking for wildflower areas near to them.

Councillors were asked to suggest areas on their wards, which were then checked for suitability and then approved by Highways.

In total, 7 areas are being added to the project this year. This is in addition to the areas at Pexhill Road and Sainsburys Roundabout.

The area at the bus station, is being left as a pilot plot to see what potentially comes back this year without sowing any further seed.

The other areas, will be sown with mixture of perennial and annual seed. This will ensure vibrancy and a good display of flowers and colour, but will also introduce the idea of the areas becoming sustainable and will overall reduce costs going forward, as less seed will be needed in each future year.





Finances

The Precept

Each year Macclesfield Town Council undergoes a budgeting exercise to determine the difference between its expected income and projected expenditure. This difference is the precept, and this is added as an additional amount to resident's Council Tax bills. The precept enables the Town Council to provide, manage and run the services that it delivers for the people of Macclesfield. The level of precept paid by each household is determined by the Council Tax banding of that property, and it is usual to use band D properties as the example.

How much has it gone up this year?


The precept has increased by an extra £12.50 per year for a band D property. If your property band is lower (A-C) your increase will also be lower. The total amount which now goes to the Town Council for a band D property is £64.56 a year, or £5.38 a month.

Why the increase?











This year the Town Council will be taking out a Public Works Loan to pay for the new South Park Pavilion. The decision on this went to public consultation in January/February 2024 and the responses were overwhelmingly in favour. This is responsible for 10% of the increase with the remaining amount being split over various projects, additional staffing and cost increases such as gas and electricity.

The total amount of the precept is still amongst the lowest in our area and considered very good value for money. The precept paid by residents in a band D property in Knutsford is £78.61, Crewe is £92.34 and Nantwich is £155.46 per year.

Here is how your £5.38 per month will be spent across the year

Over £40k in community grants given out, funding for the Citizens Advice Bureau, and volunteer support		55p	Christmas tree and lights on Chestergate and Mill Street		14p
Move More Macclesfield (Street Sports and Park Fit) and Youth Activities		12p	Special projects		32p
Green spaces, parks, public realm flowers, allotments		82p	Three Town Rangers		58p
FREE events throughout the year such as Lunar New Year and Easter		35p	Loan repayments for the South Park pavilion project		43p
Administration of the council including office rent and energy costs, additional storage and staffing.		£1.54	Remembrance and Armistice public services		2p
Funding of services such as Visitor Information Centre, CCTV, free town wifi and funding donating to the Silk Museum		39p	Promotion of Macclesfield and communication of town council services		6p

The figures below show where the increases have come from. This is per month for a band D property.

Increase for 2024/25			Increase for 2024/25		
Over £40k in community grants given out, funding for the Citizens Advice Bureau, and volunteer support		1p	Special projects		10p
Move More Macclesfield (Street Sports and Park Fit) and Youth Activities		1p	Three Town Rangers		3p
Green spaces, parks, public realm flowers, allotments		9p	Loan repayments for the South Park pavilion project		43p
FREE to attend events throughout the year such as Lunar New Year and Easter		3p	Promotion of Macclesfield and communication of Town Council services		3p
Administration of the council including office rent and energy costs, additional storage and staffing.		22p	Funding of services such as Visitor Information Centre, CCTV, free town wifi and funding donated to the Silk Museum		10p

Acknowledgements

Macclesfield Town Council would like to thank everyone who has put time and effort into making Macclesfield a great place to live, work, or visit.



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