



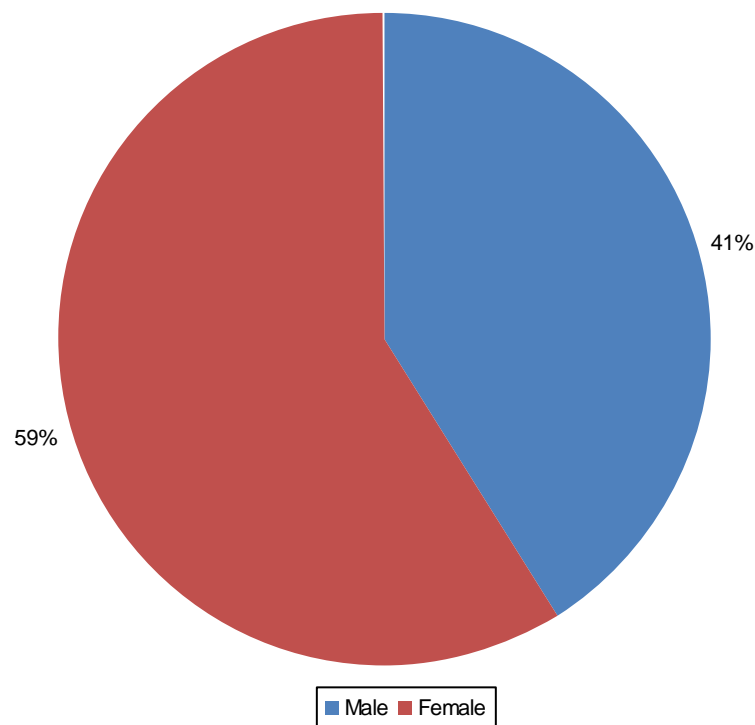
# Content & context

- Methodology
- Respondents
- What people said
- What this means

# Questions asked

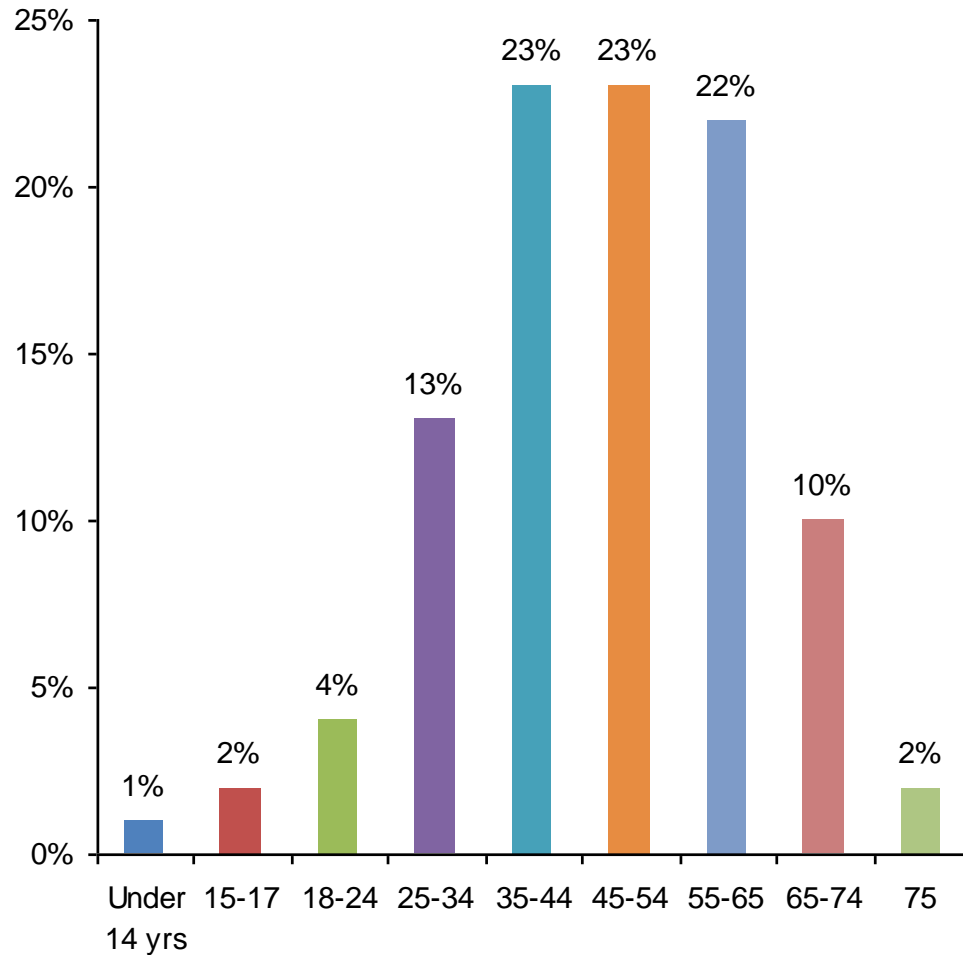
- How much do you think the following would improve Macclesfield town centre..?
- If the following were available in the centre of Macclesfield approximately how often do you think you would use them?
- What is your opinion of [the proposals] - do you think they are...?
- Demographic profile, including postcode, age, employment status and estimated disposable income

# Respondents: gender & age

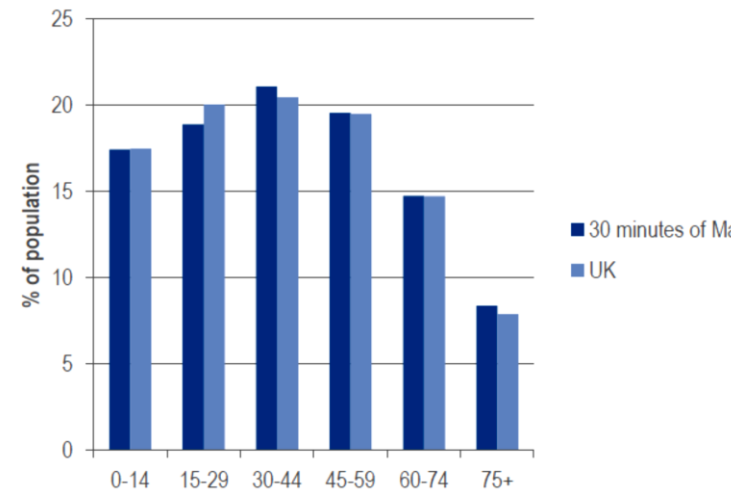


	0-14	15-29	30-44	45-59	60-74	75+
Male	75,600	66,000	90,700	81,900	59,500	27,900
Female	71,400	93,400	87,100	83,000	64,900	42,900
Total	147,100	159,300	177,800	164,900	124,400	70,800

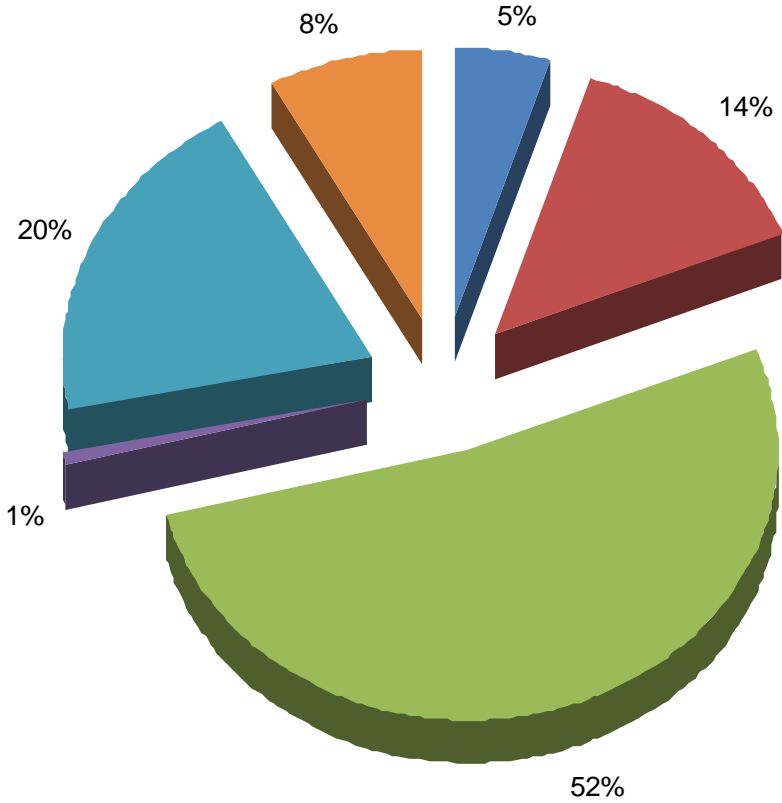
Age distribution in Macclesfield in numbers



### Respondent Age



# Employment Status

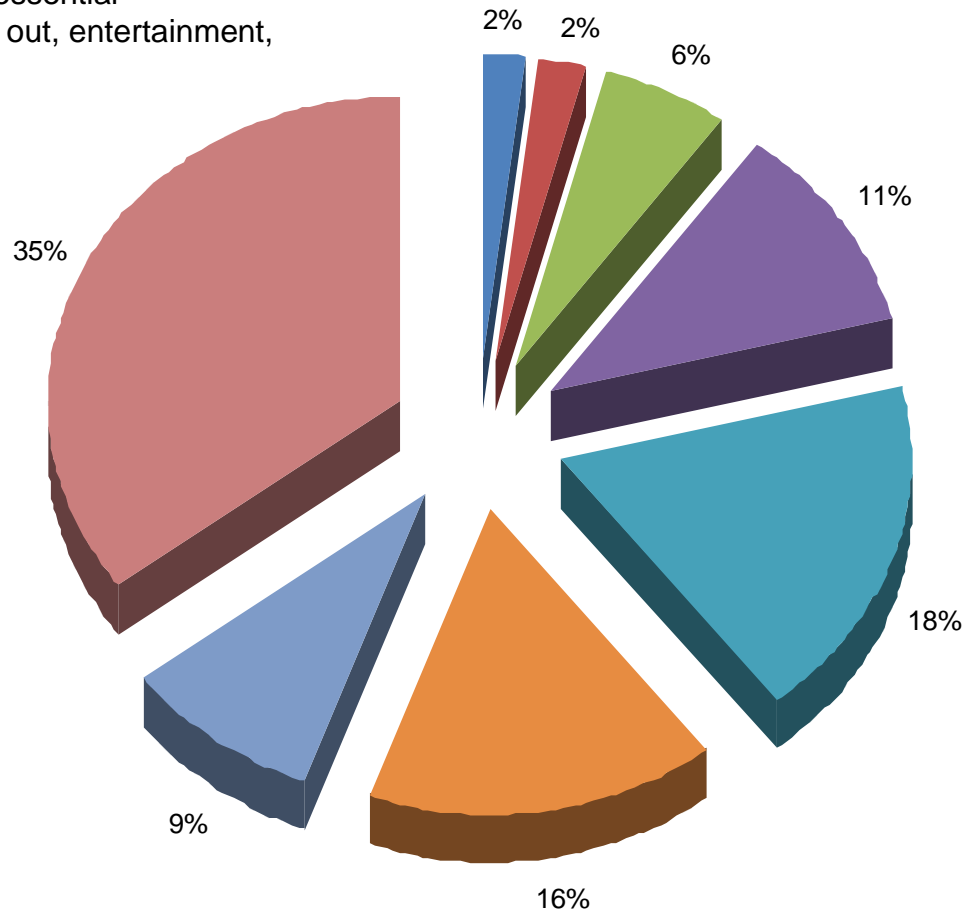


Student/in full time education	Working part time (under 30 hours a week)
Working full time (30 hour a week or more)	Unemployed
Retired	Other

Base: Student/in full time education (n=39), Working part time (under 30 hours a week) (n=105), Working full time (30 hour a week or more) (n=385), Unemployed (n=7), Retired (n=147), Other (n=58), Sample Size = 741

## Average weekly disposable Income

“Roughly how much do you have available each week for nonessential items such as leisure, dining out, entertainment, fashion purchases etc?”



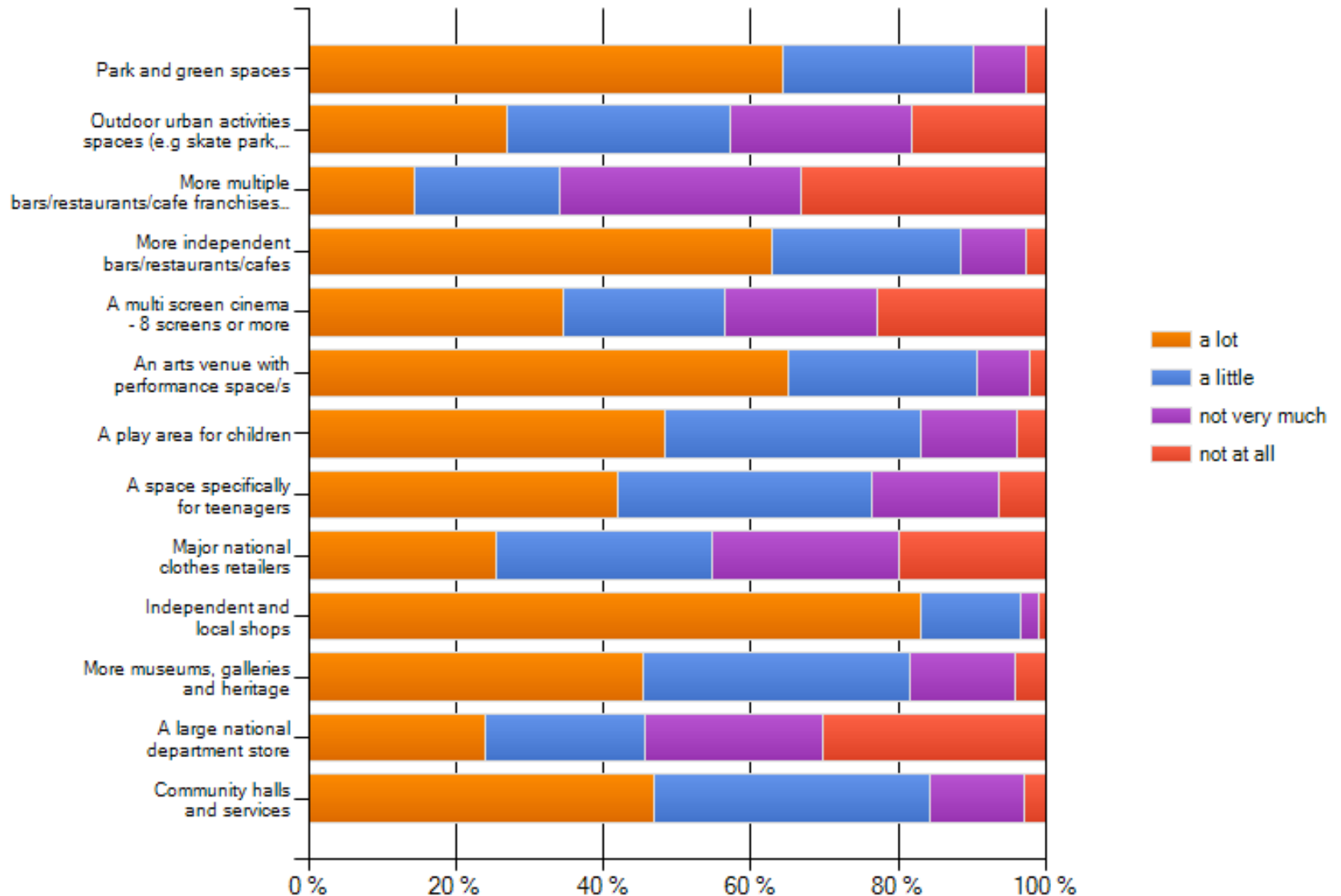
■ Less than £5 a week ■ £5 - £9.99 ■ £10-£19.99 ■ £20-£29.99 ■ £30-£49.99 ■ £50-£74.99 ■ £75-£99.99 ■ £100 or more

Base: Less than £5 a week (n=13), £5 - £9.99 (n=16), £10-£19.99 (n=42), £20-£29.99 (n=77), £30-£49.99 (n=123), £50-£74.99 (n=109), £75-£99.99 (n=62), £100 or more (n=238), Sample Size = 680

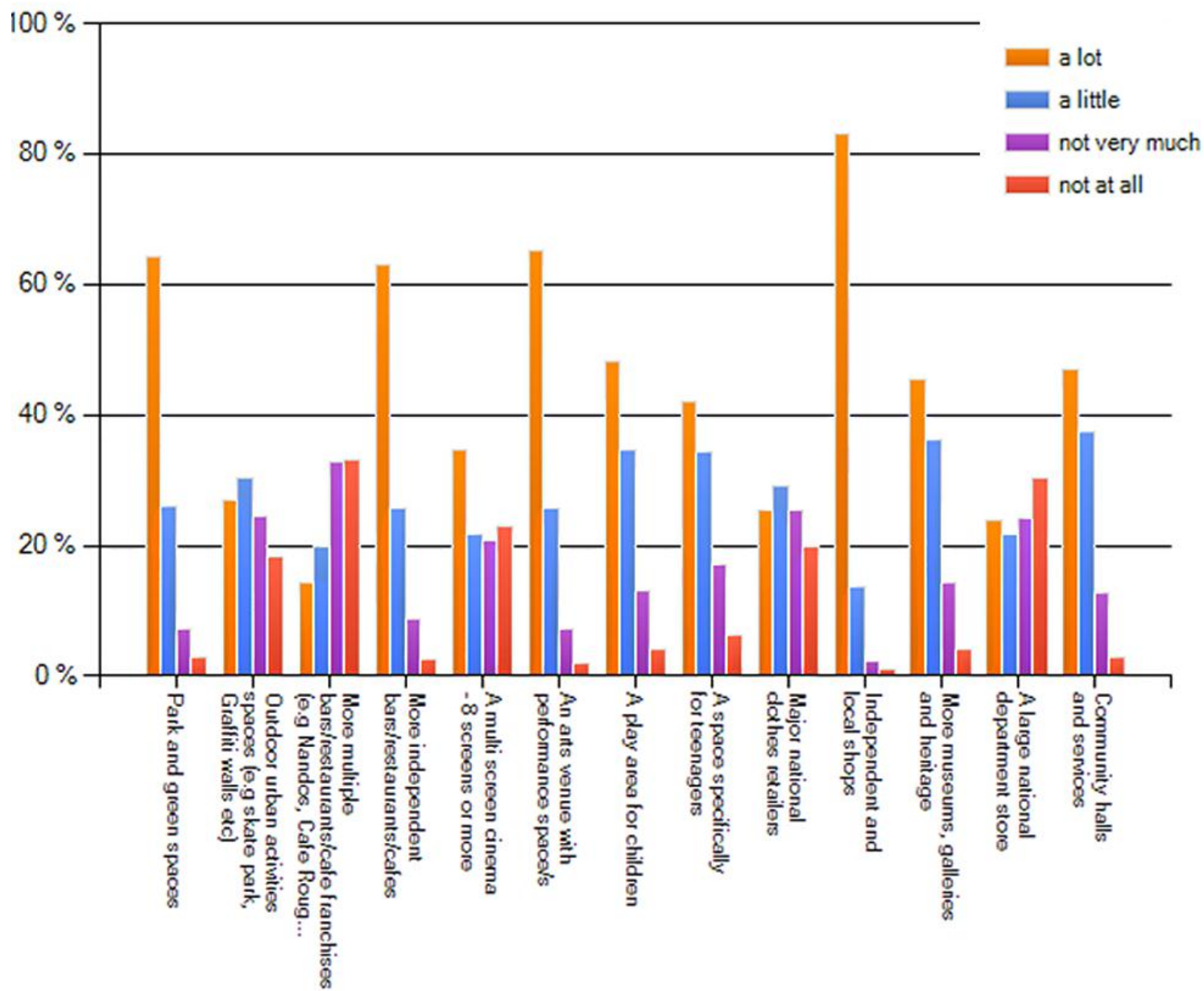
# Responses



## How much do you think the following would improve Macclesfield town centre:

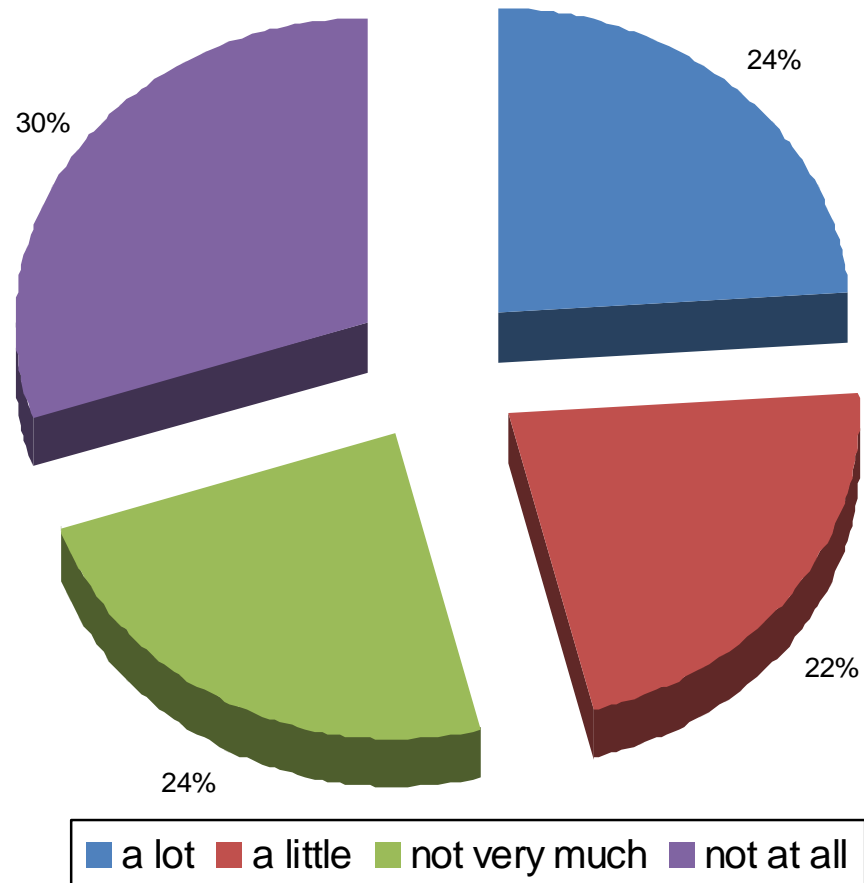


## How much do you think the following would improve Macclesfield town centre:



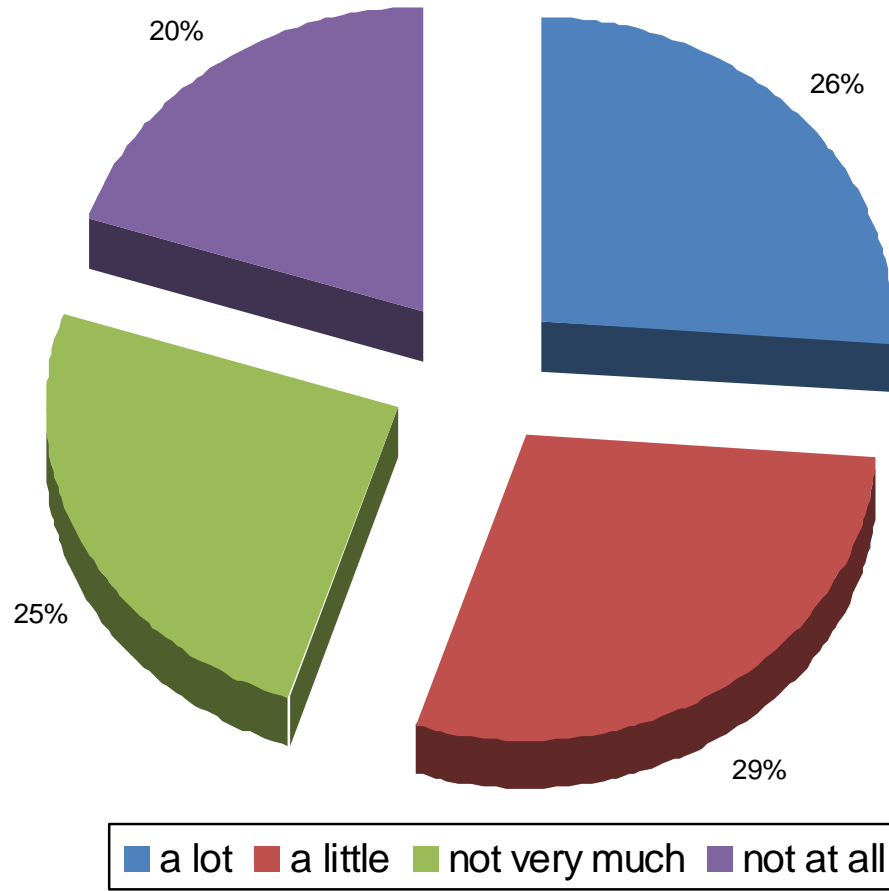
Retail

## A large national department store



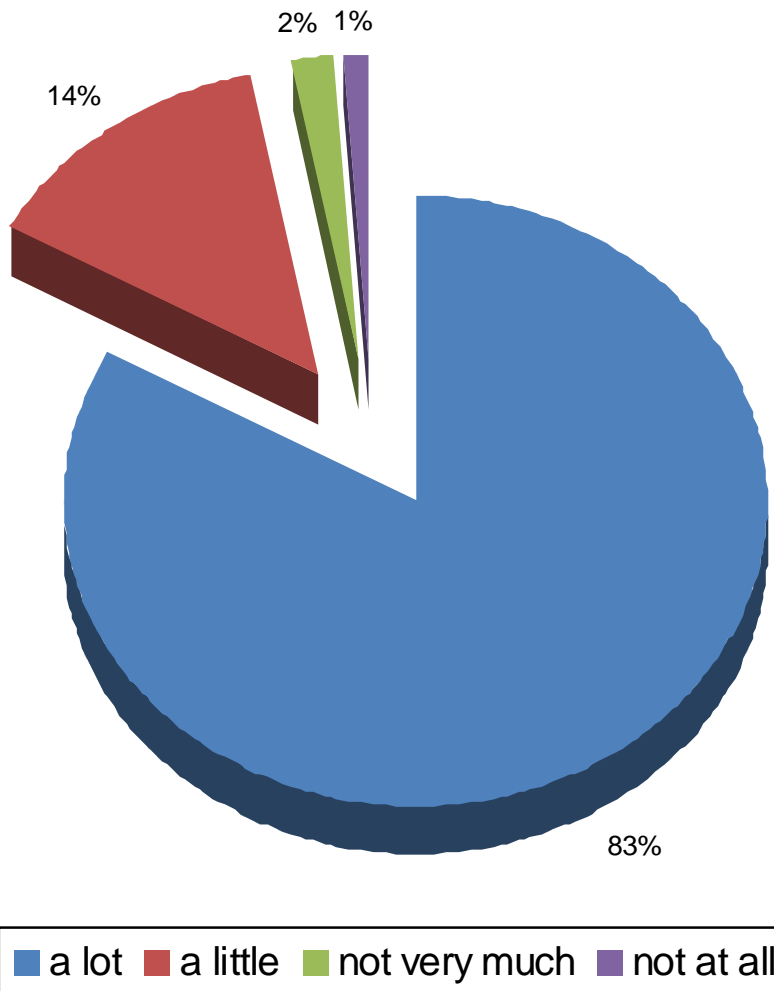
Base: a lot (n=181), a little (n=164), not very much (n=182), not at all (n=230), Sample Size = 757

# Major national clothes retailers



Base: a lot (n=189), a little (n=216), not very much (n=188), not at all (n=148), Sample Size = 741

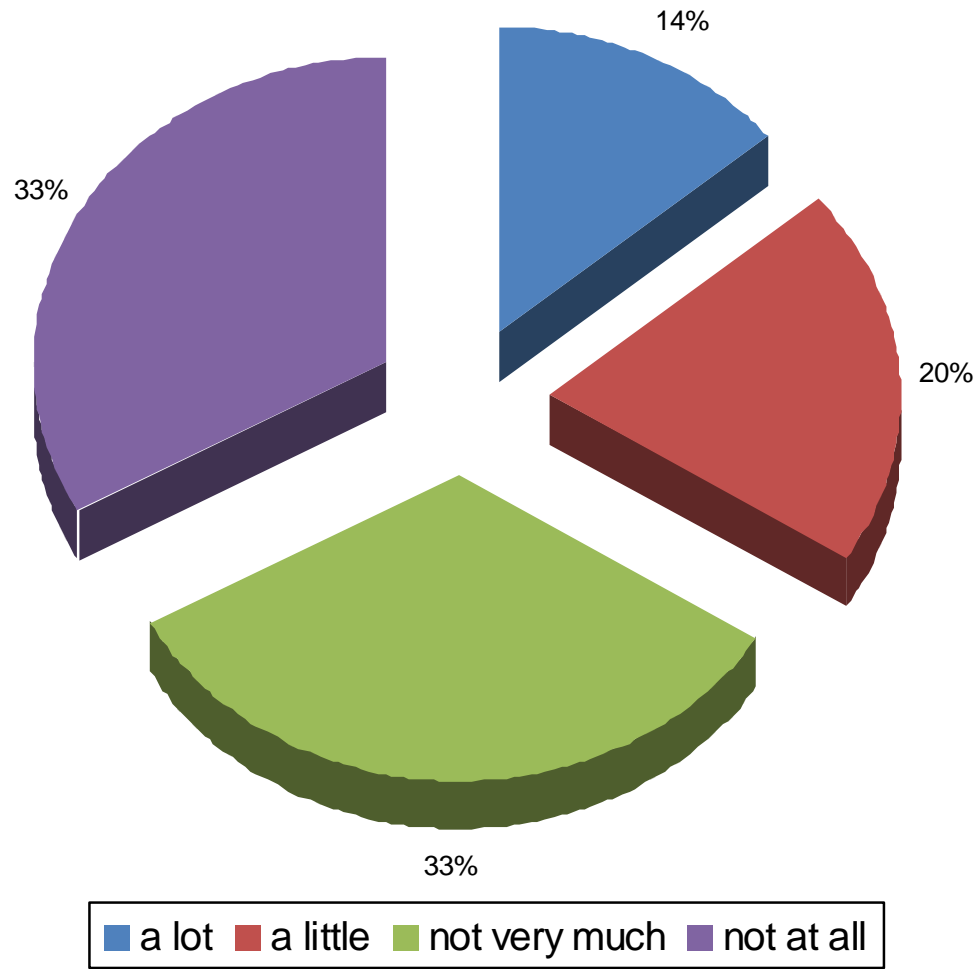
## Independent and Local Shops



Base: a lot (n=626), a little (n=104), not very much (n=18), not at all (n=7), Sample Size = 755

Food & Drink

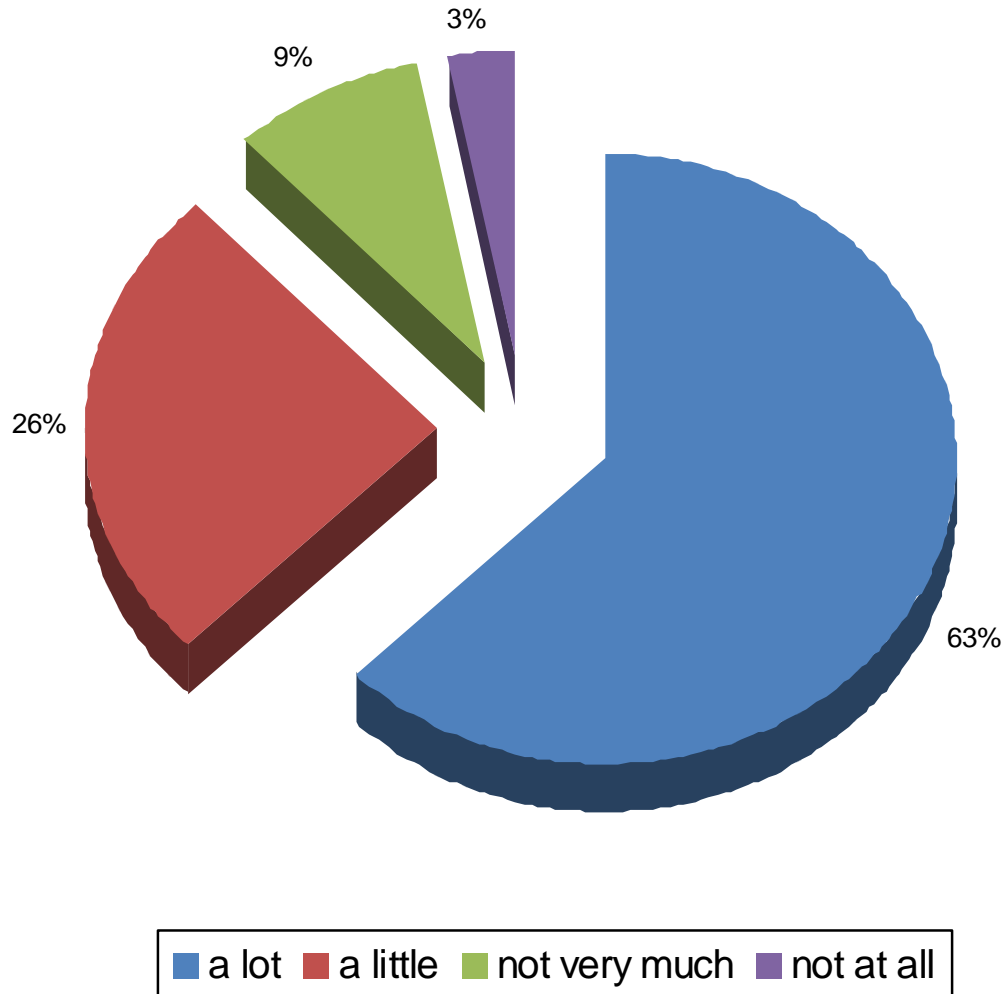
## More multiple bars/restaurants/cafe franchises



Base: a lot (n=107), a little (n=148), not very much (n=247), not at all (n=249), Sample Size = 751



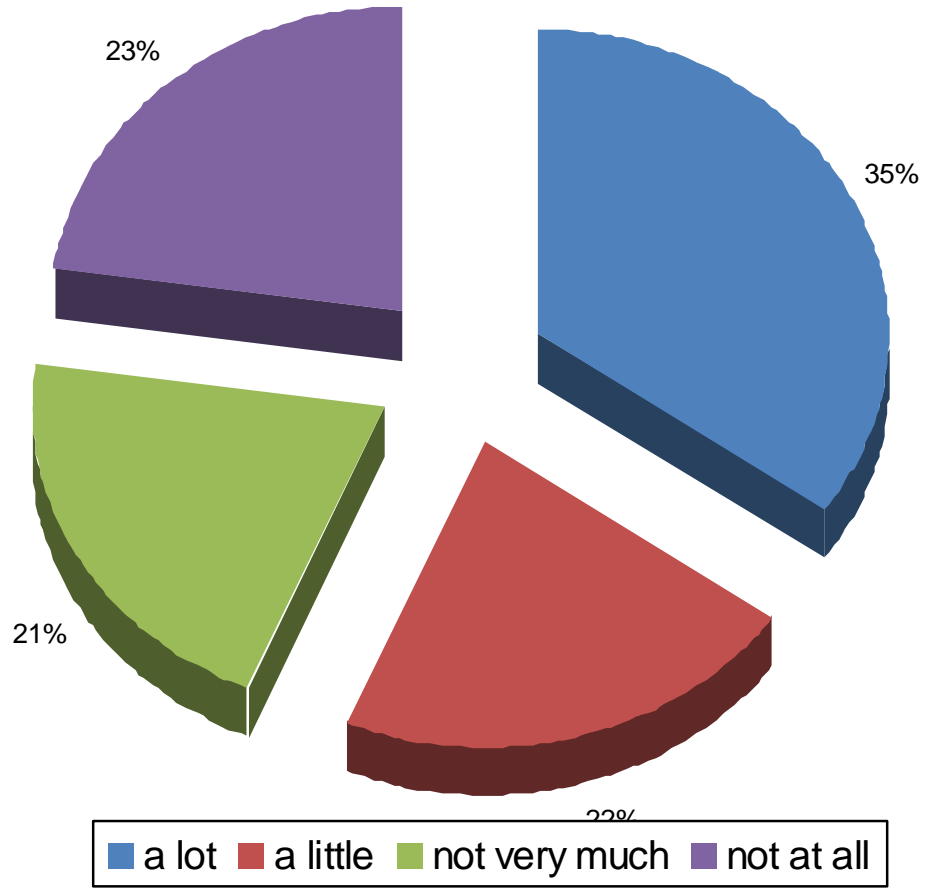
### More independent bars/restaurants/cafes



Base: a lot (n=475), a little (n=193), not very much (n=67), not at all (n=20), Sample Size = 755

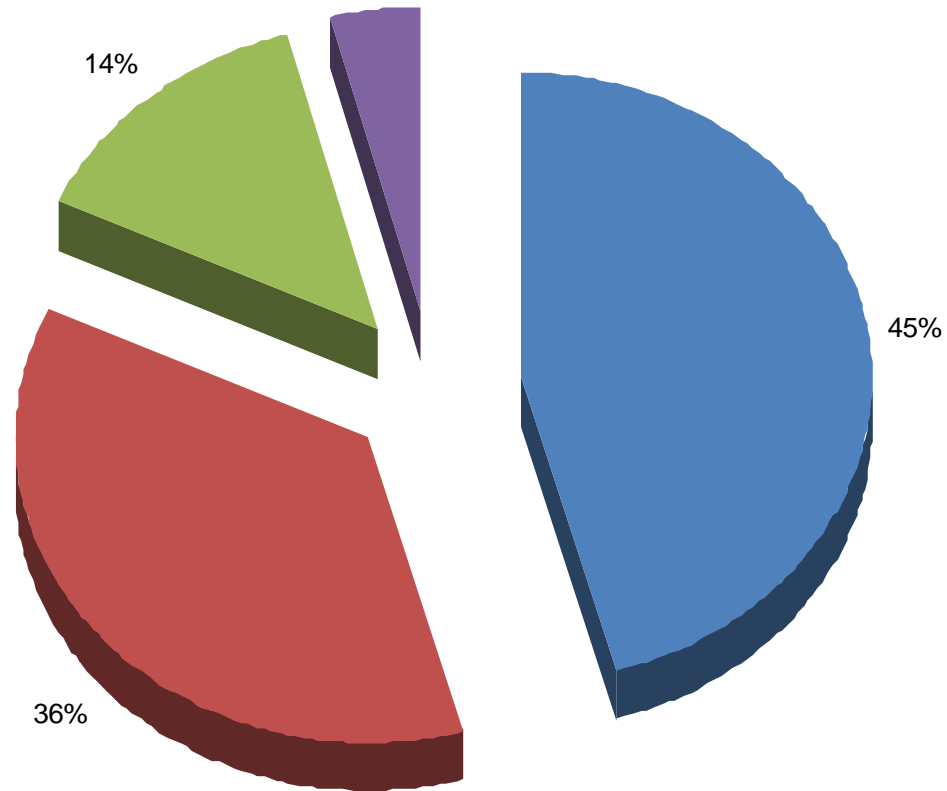
Arts & entertainment

### A multi screen cinema - 8 screens or more



Base: a lot (n=261), a little (n=164), not very much (n=156), not at all (n=173), Sample Size = 754

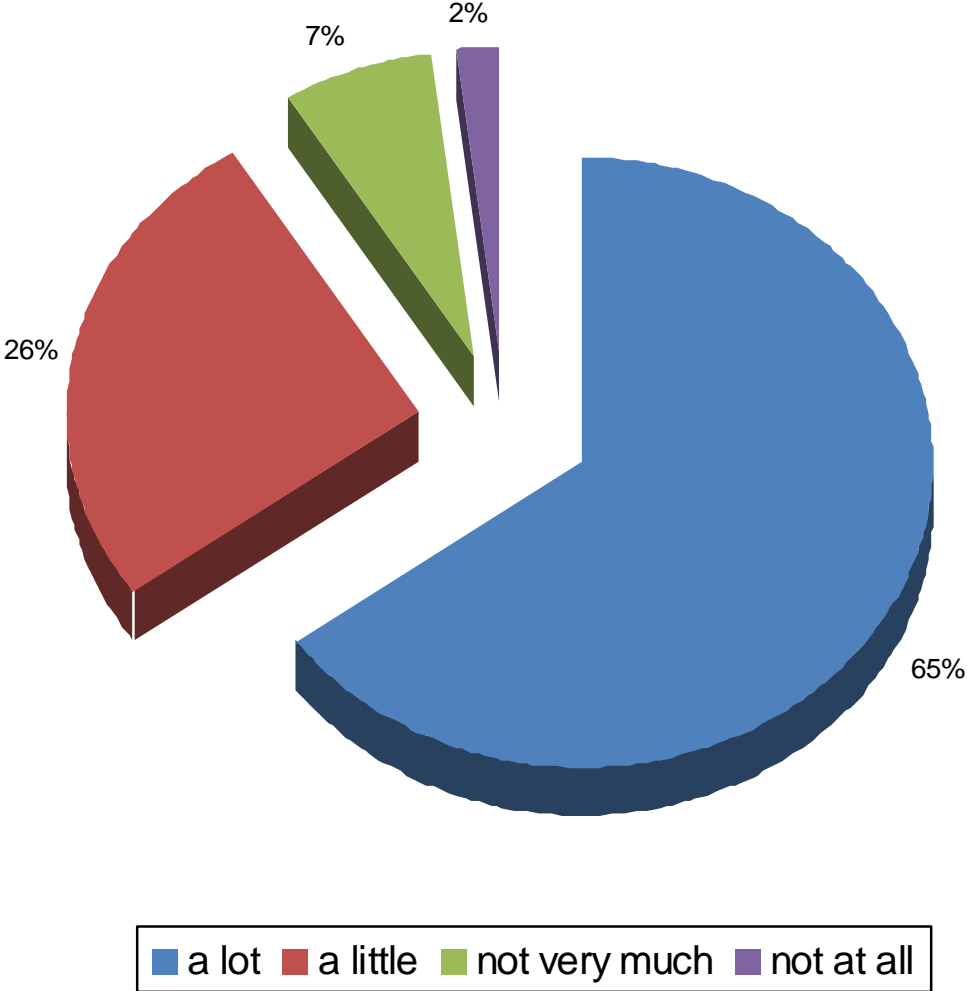
### More museums, galleries and heritage



■ a lot ■ a little ■ not very much ■ not at all

Base: a lot (n=341), a little (n=271), not very much (n=107), not at all (n=32), Sample Size = 751

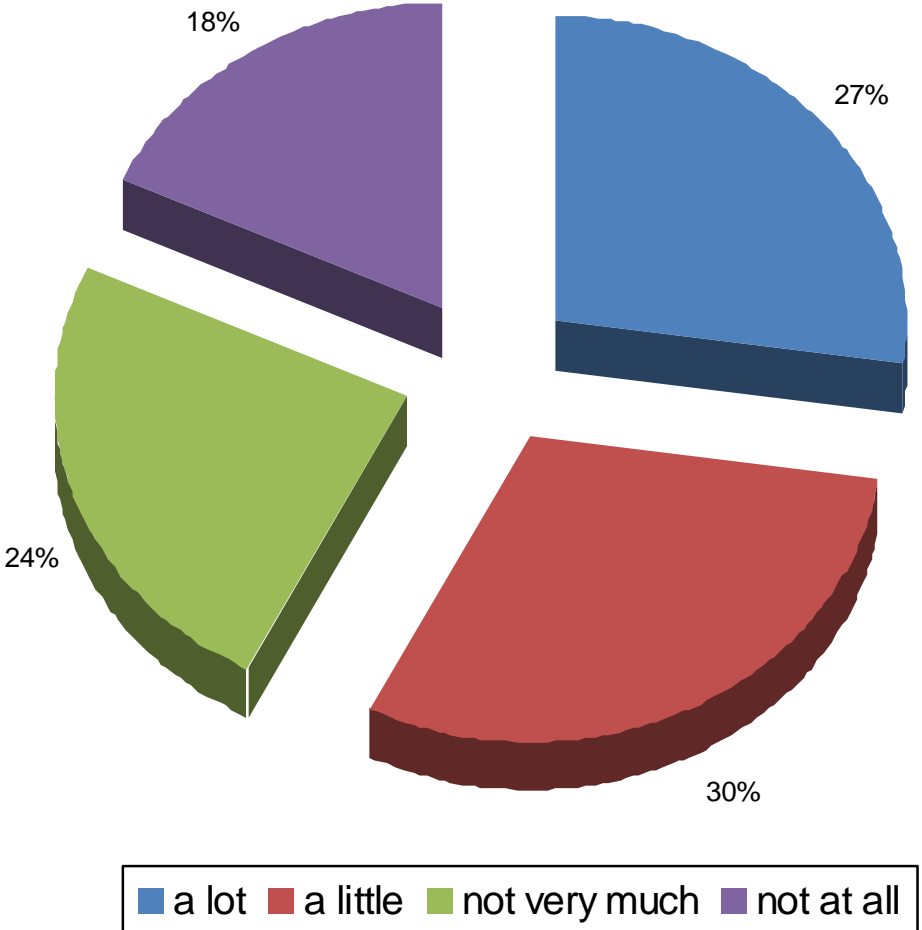
### An arts venue with performance space/s



Base: a lot (n=491), a little (n=193), not very much (n=55), not at all (n=16), Sample Size = 755

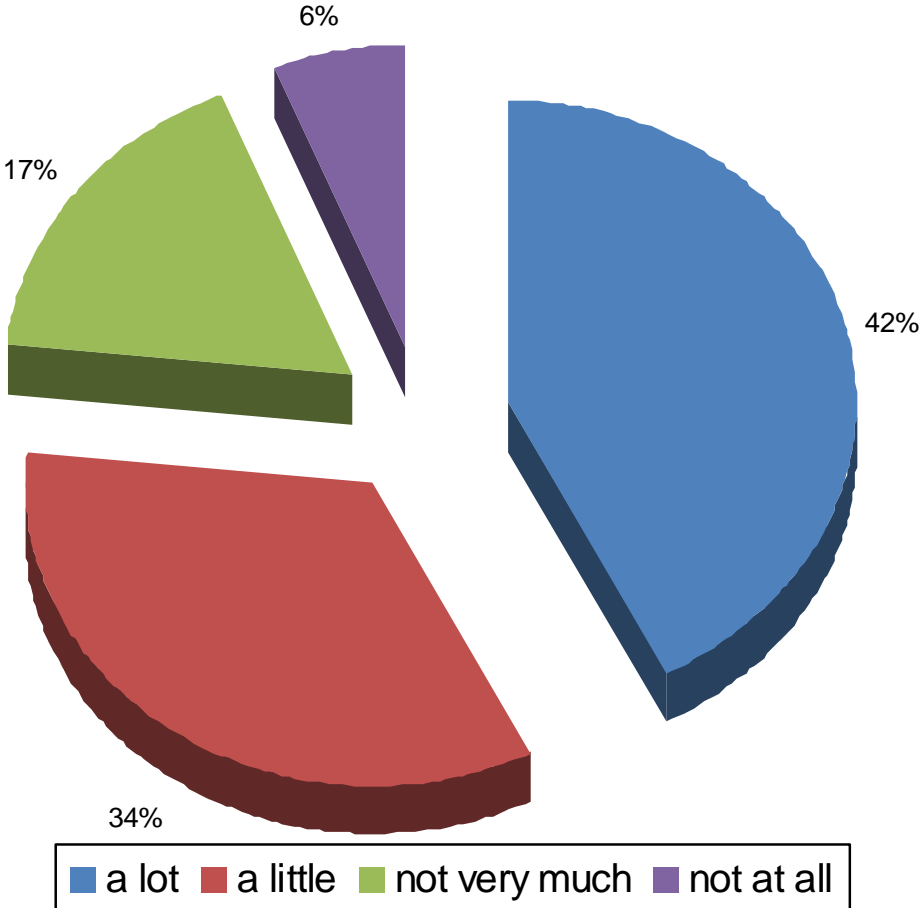
# Community Spaces

# Outdoor and Urban activities



Base: a lot (n=201), a little (n=228), not very much (n=183), not at all (n=137), Sample Size = 749

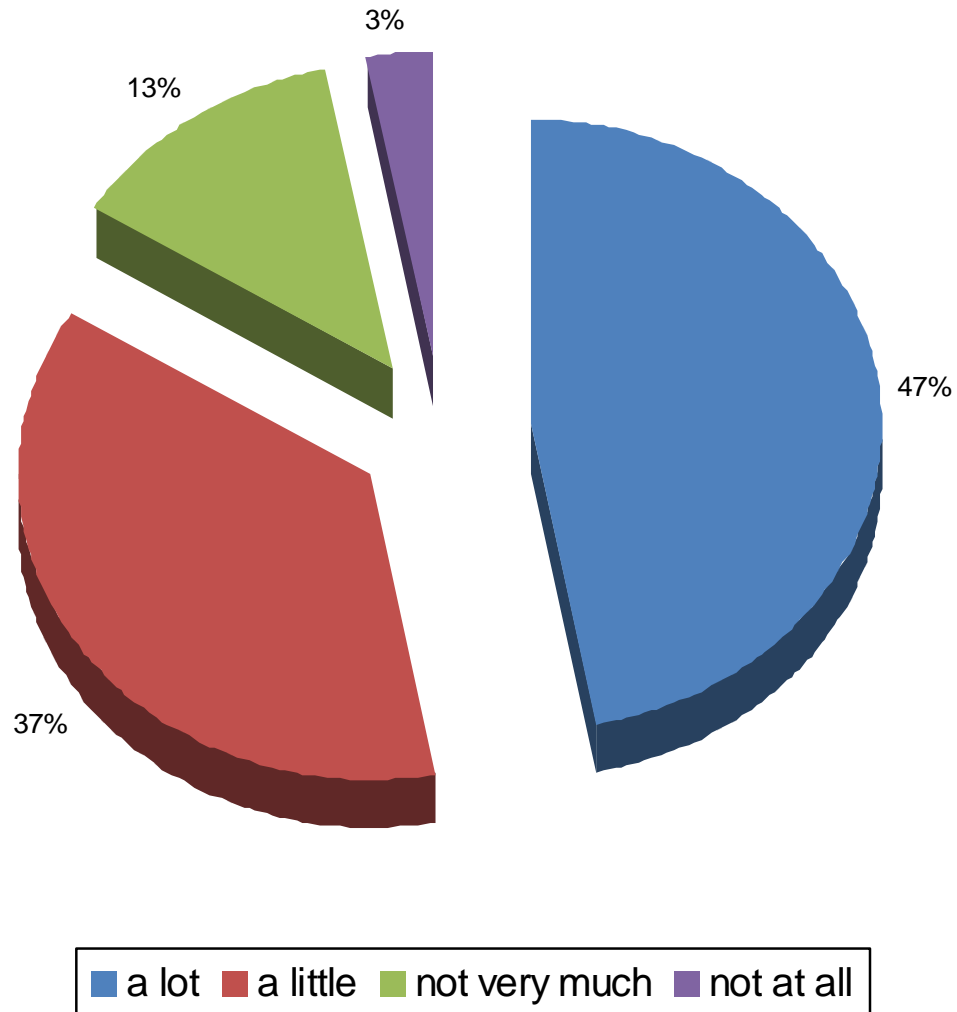
# A space specifically for teenagers



Base: a lot (n=316), a little (n=259), not very much (n=129), not at all (n=48), Sample Size = 752

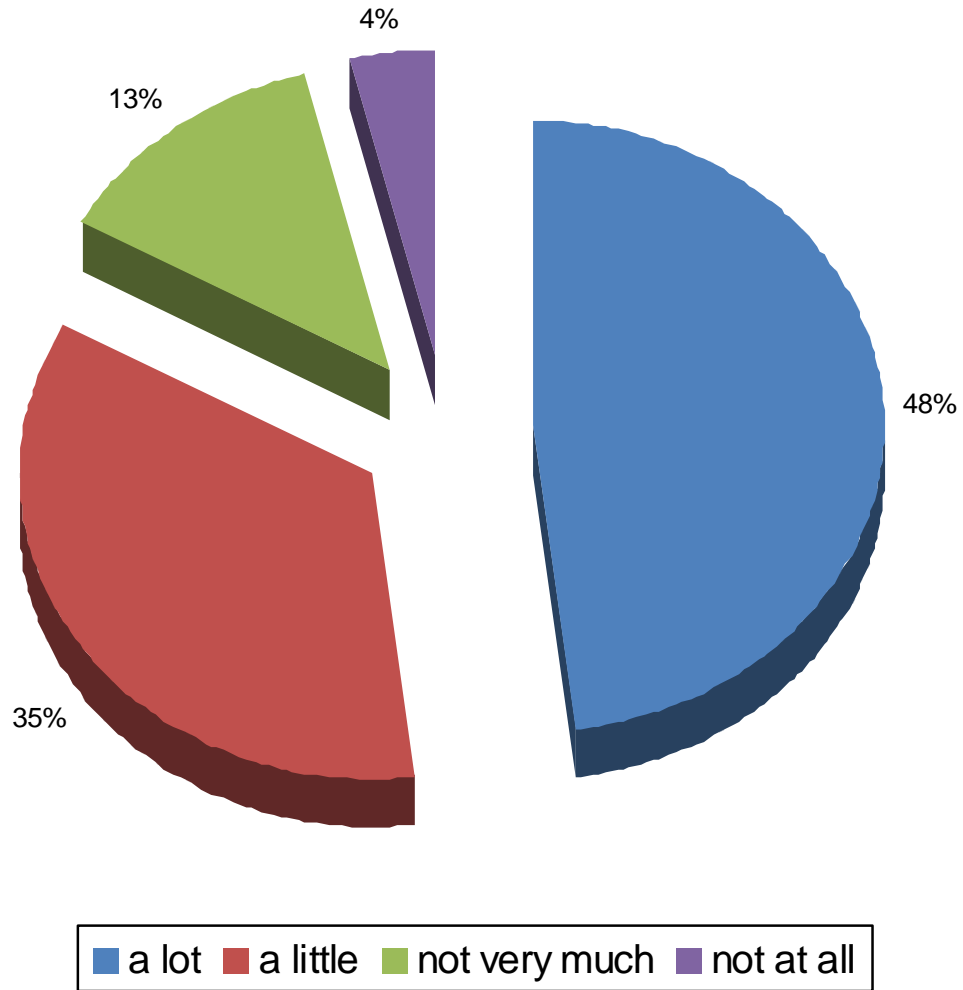


# Community halls and services



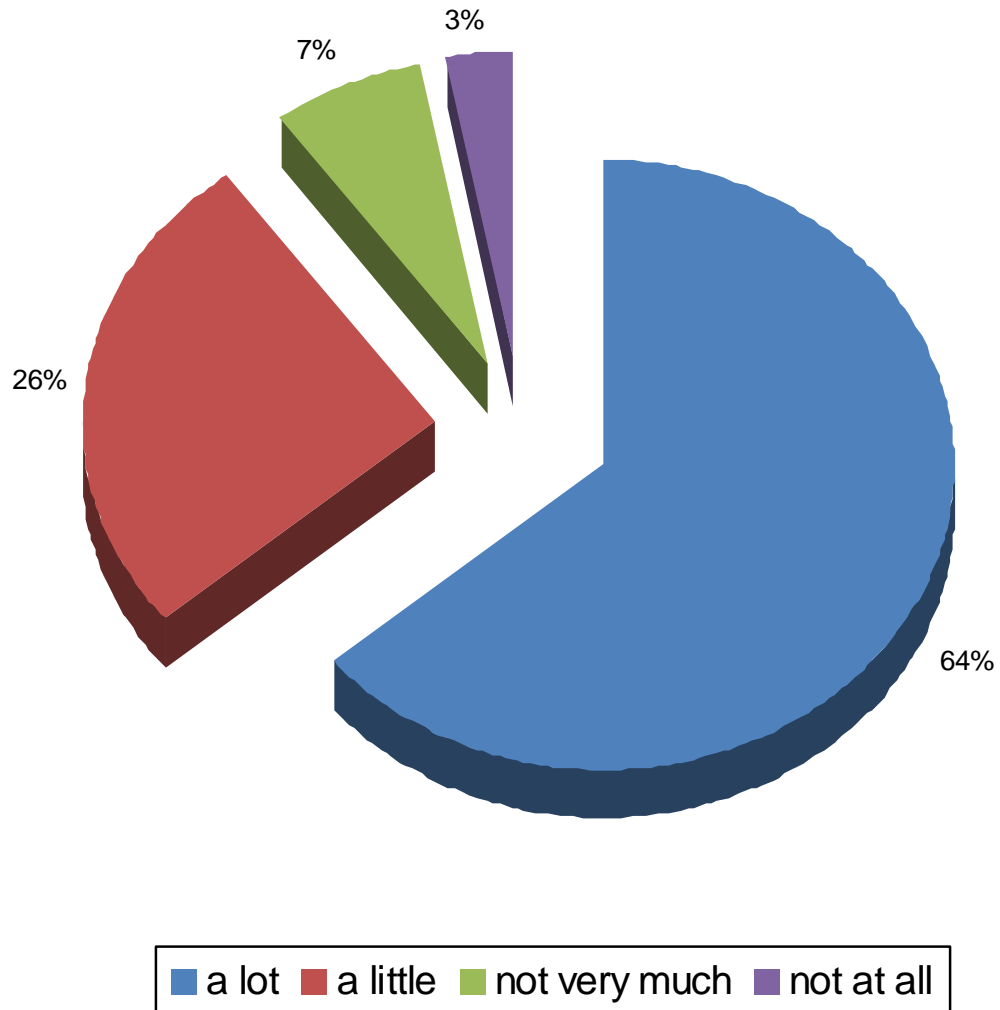
Base: a lot (n=353), a little (n=281), not very much (n=96), not at all (n=22), Sample Size = 752

## A play area for children



Base: a lot (n=359), a little (n=258), not very much (n=97), not at all (n=30), Sample Size = 744

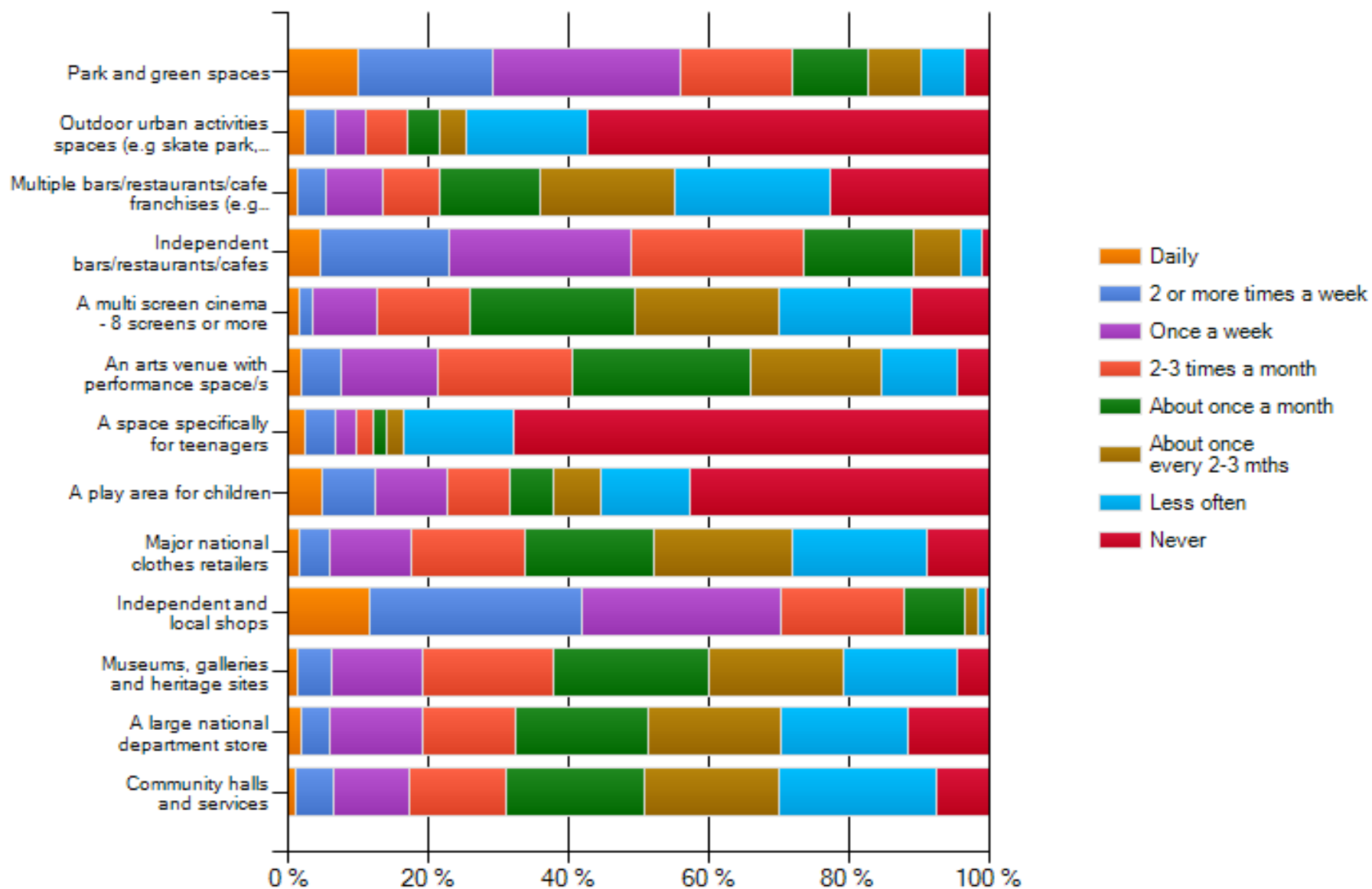
## Park and green spaces



Base: a lot (n=481), a little (n=194), not very much (n=53), not at all (n=21), Sample Size = 749

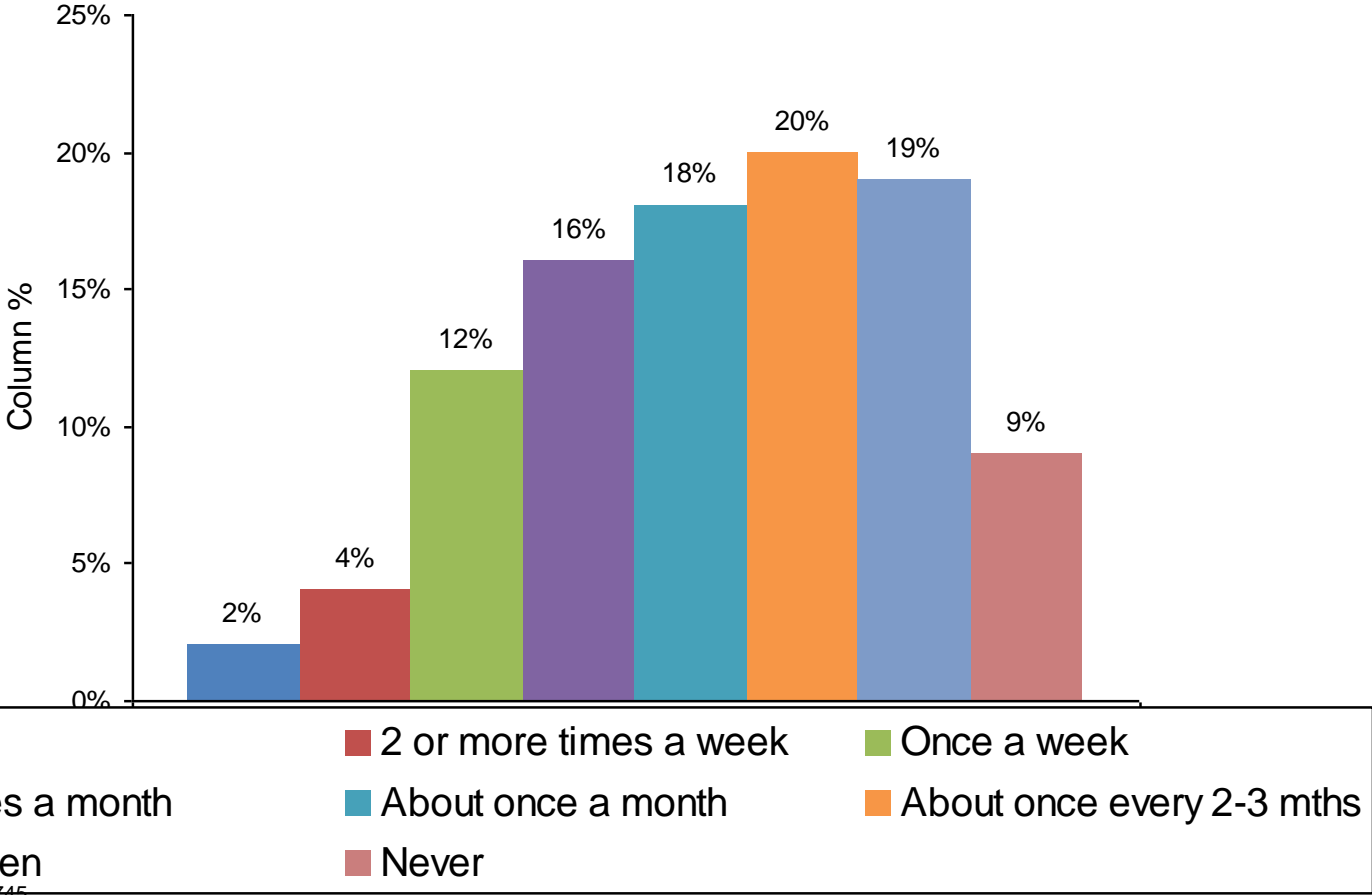
Frequency of use

## If the following were available in the centre of Macclesfield approximately how often do you think you would use them?

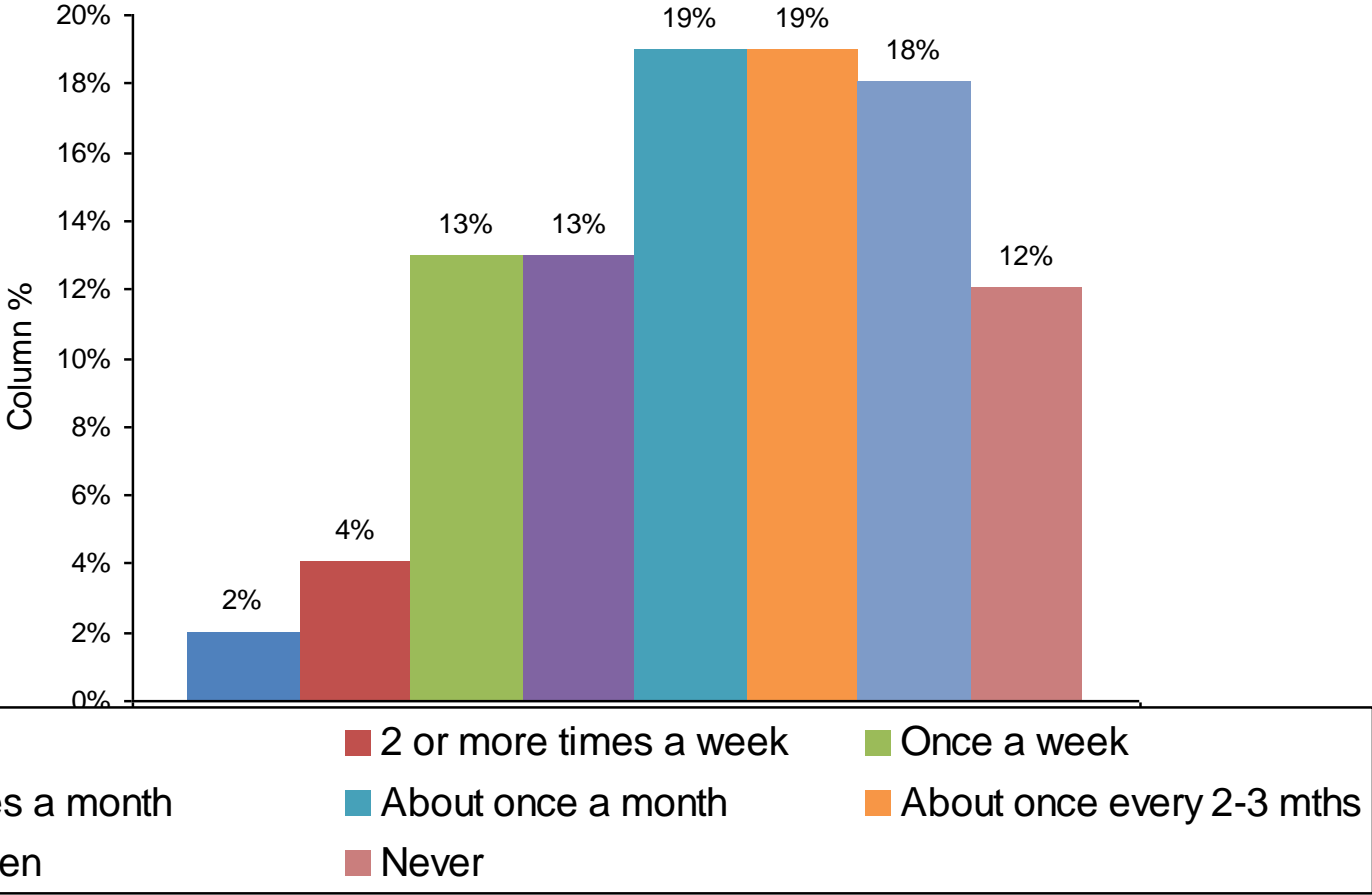


Retail

# Frequency: Major national clothes retailers



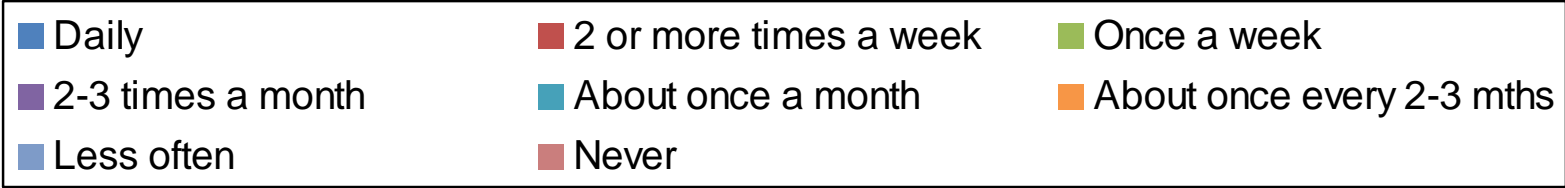
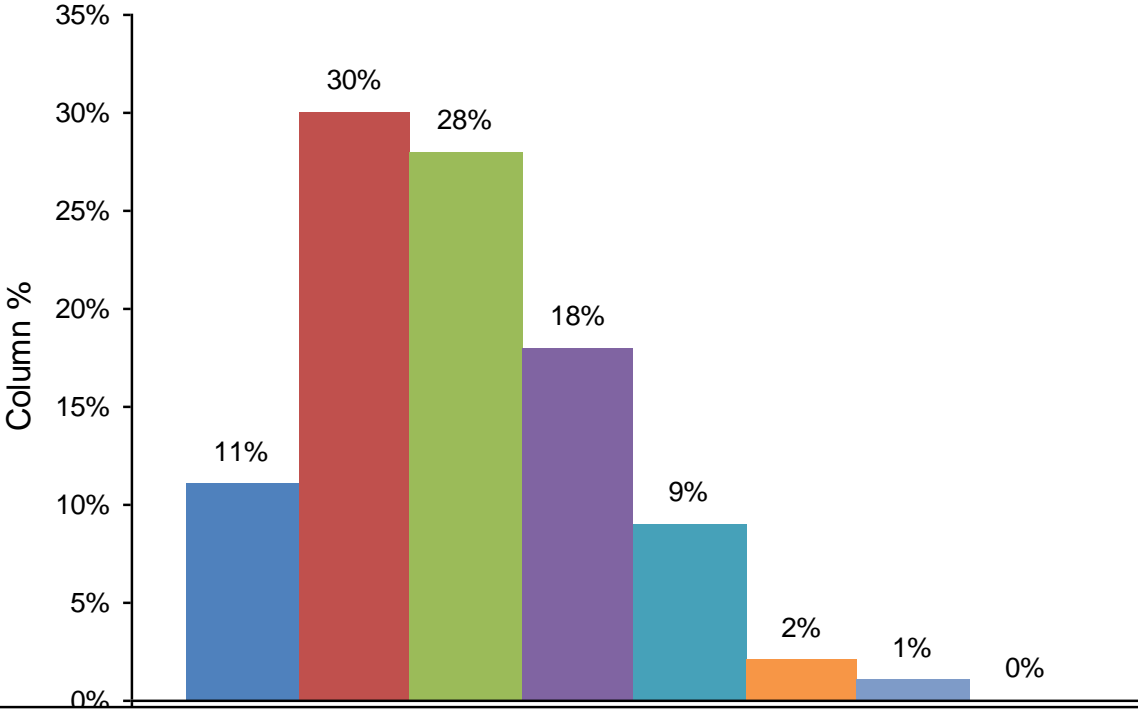
# Frequency: A large national department store



Sample Size = 753

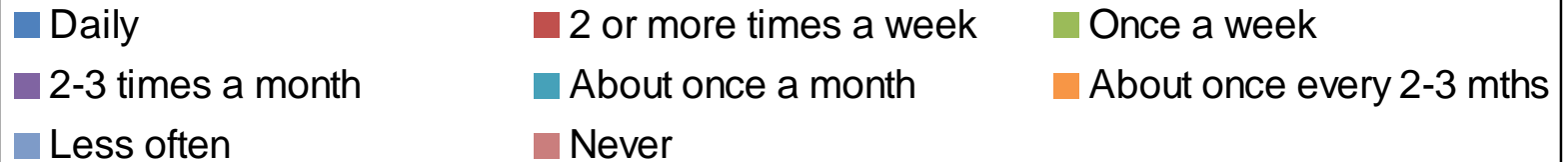
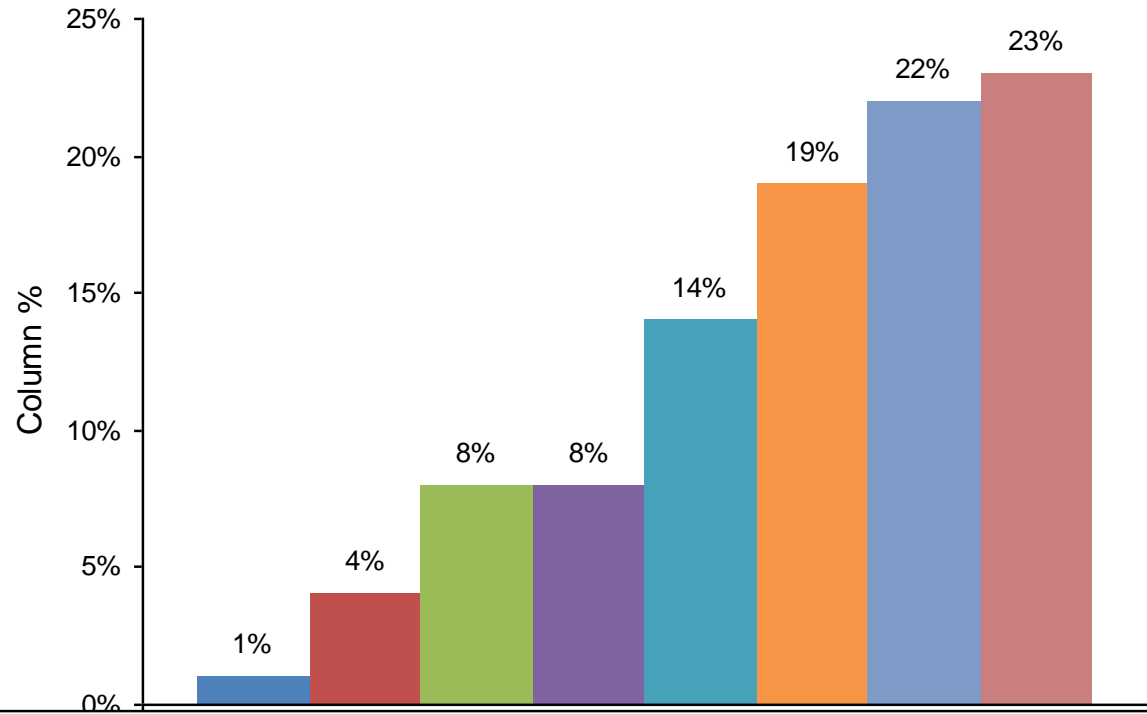


### Frequency: Independent and local shops

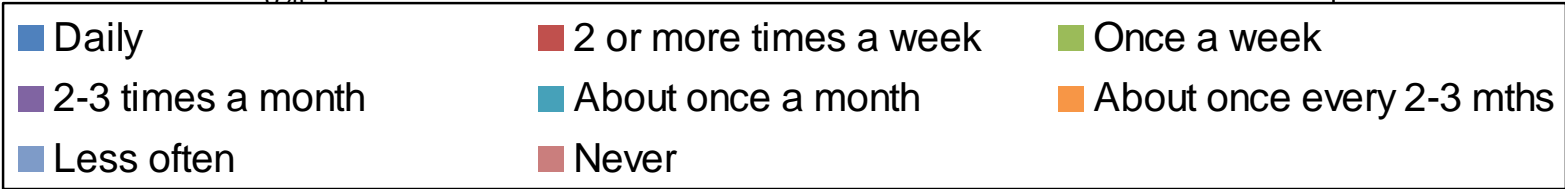
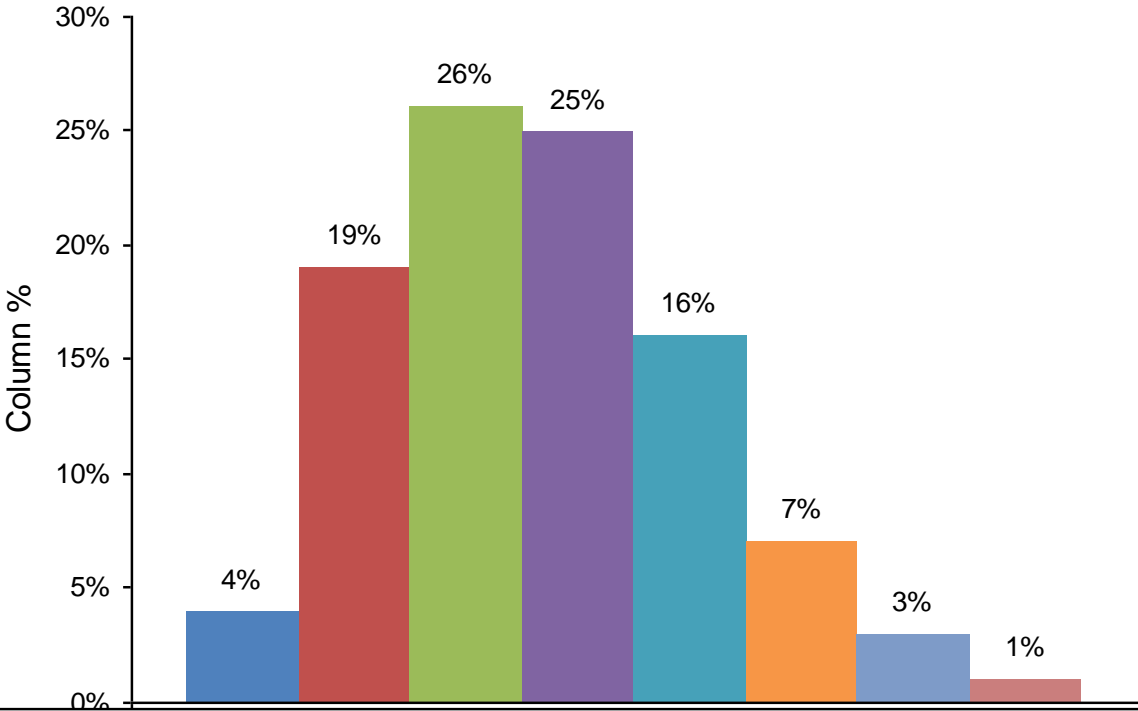


Food & Drink

## Frequency: Multiple bars/restaurants/cafe franchises



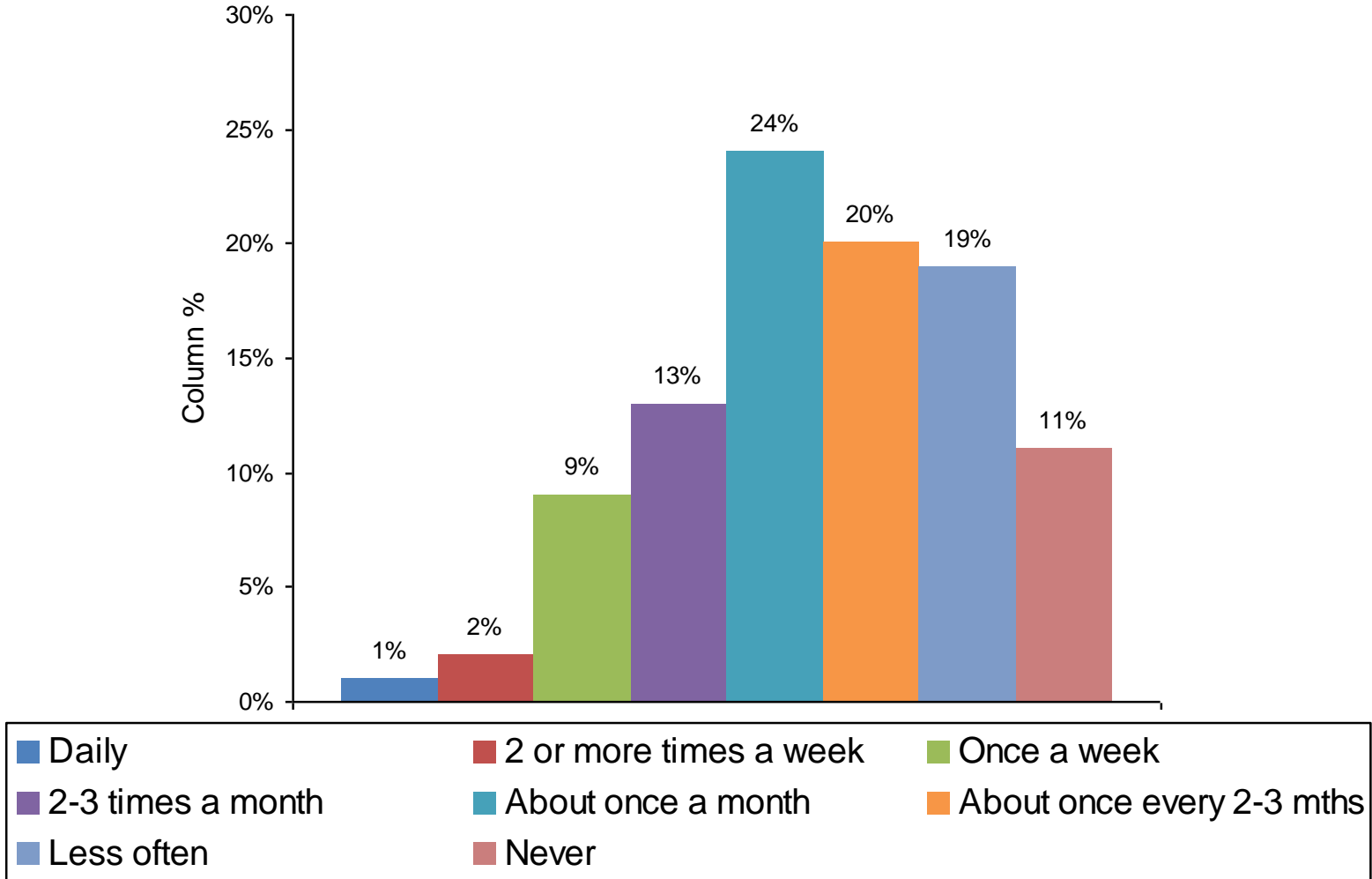
### Frequency: Independent bars/restaurants/cafes



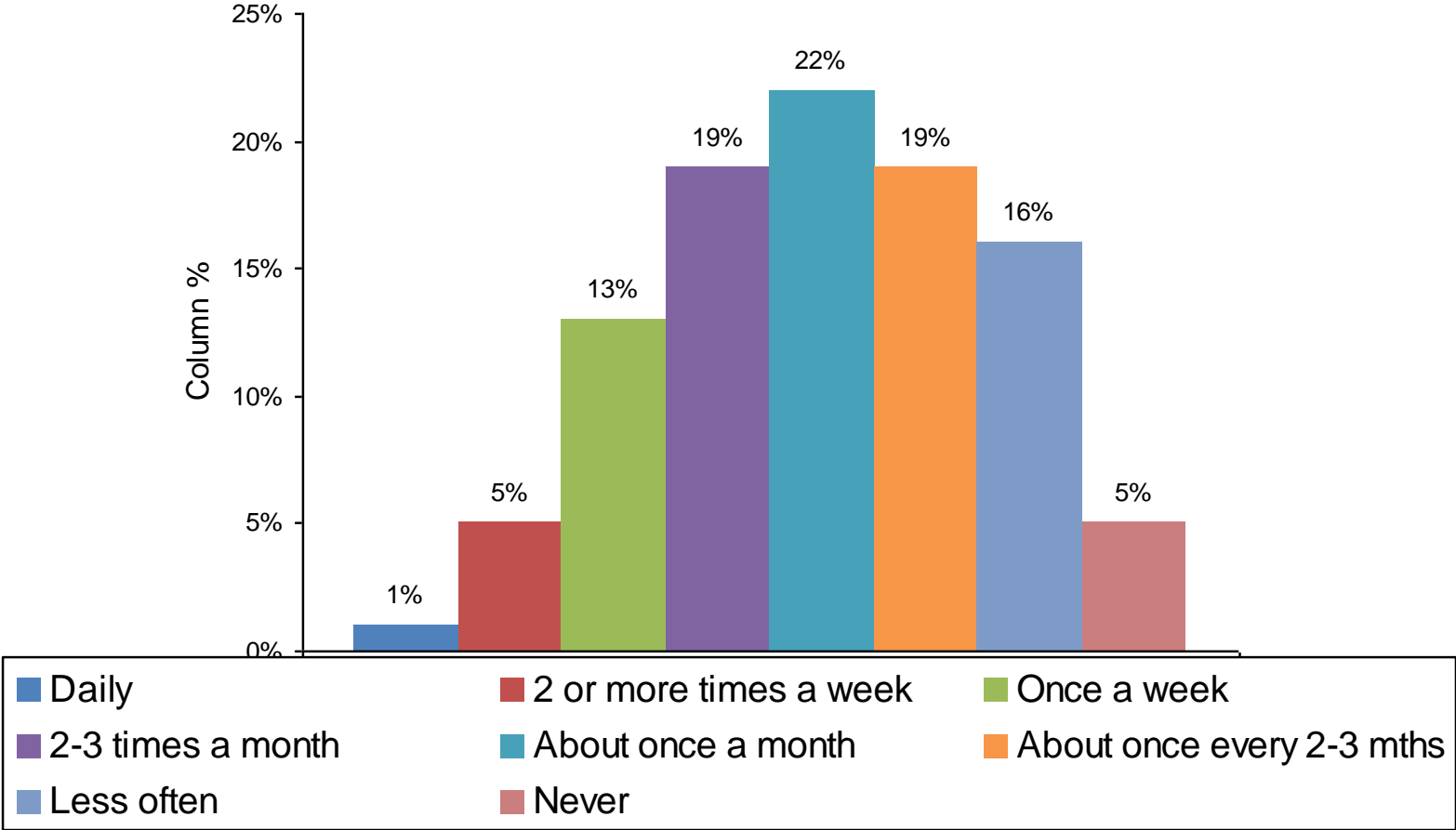
Sample Size = 758

# Arts & Entertainment

### Frequency: A multi screen cinema - 8 screens or more

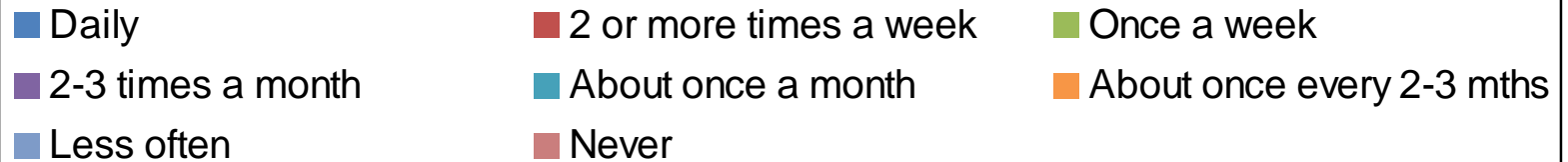
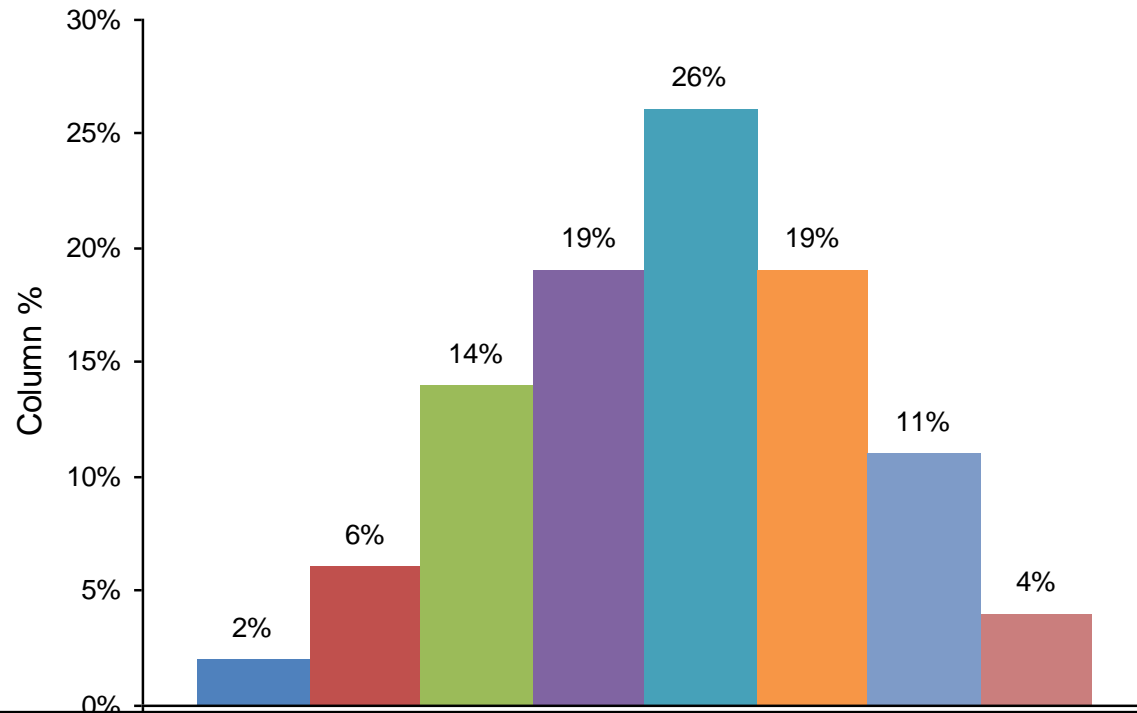


# Frequency: Museums, galleries and heritage sites



Sample Size = 754

## Frequency: An arts venue with performance space/s

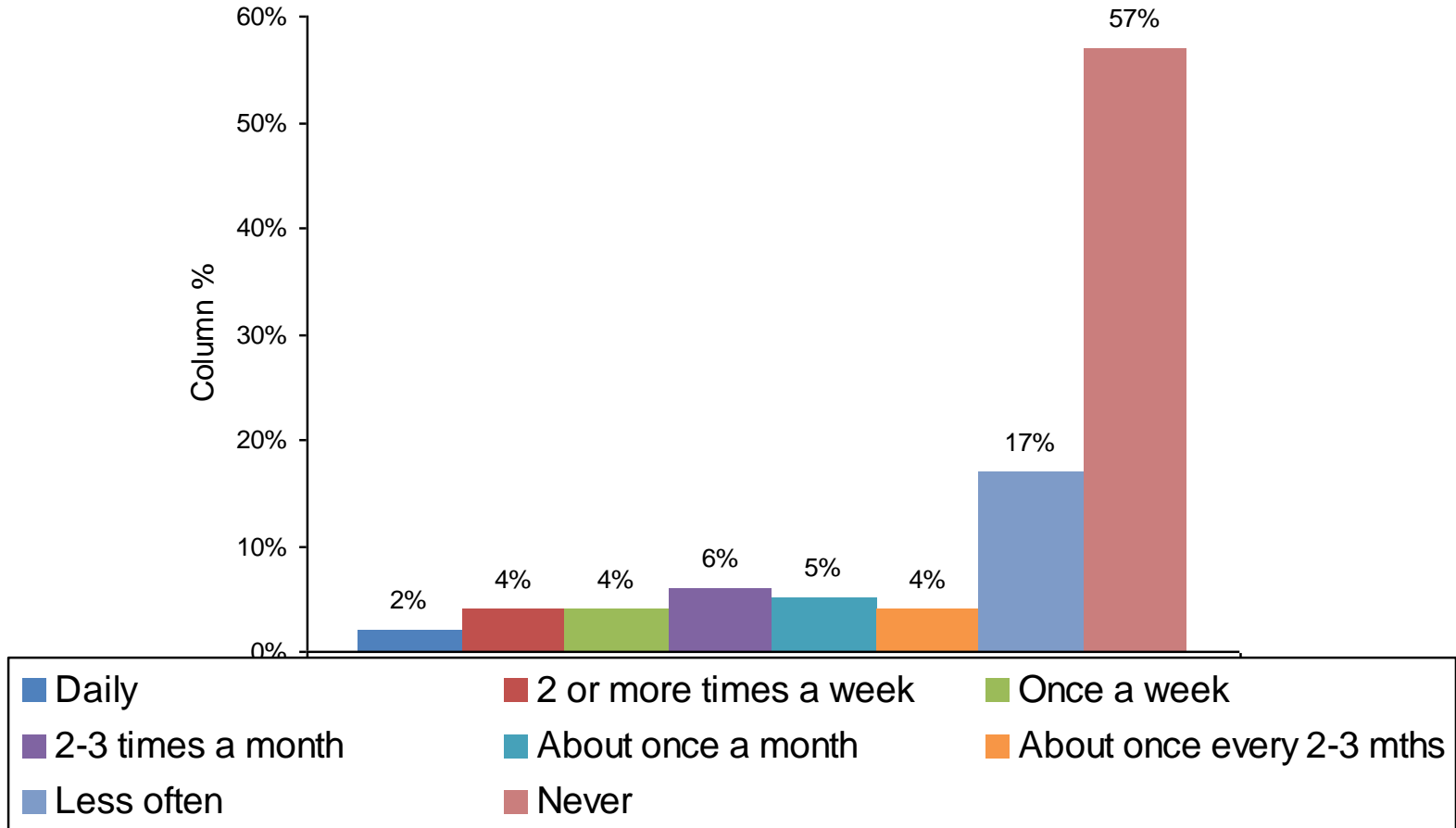


Sample Size = 758

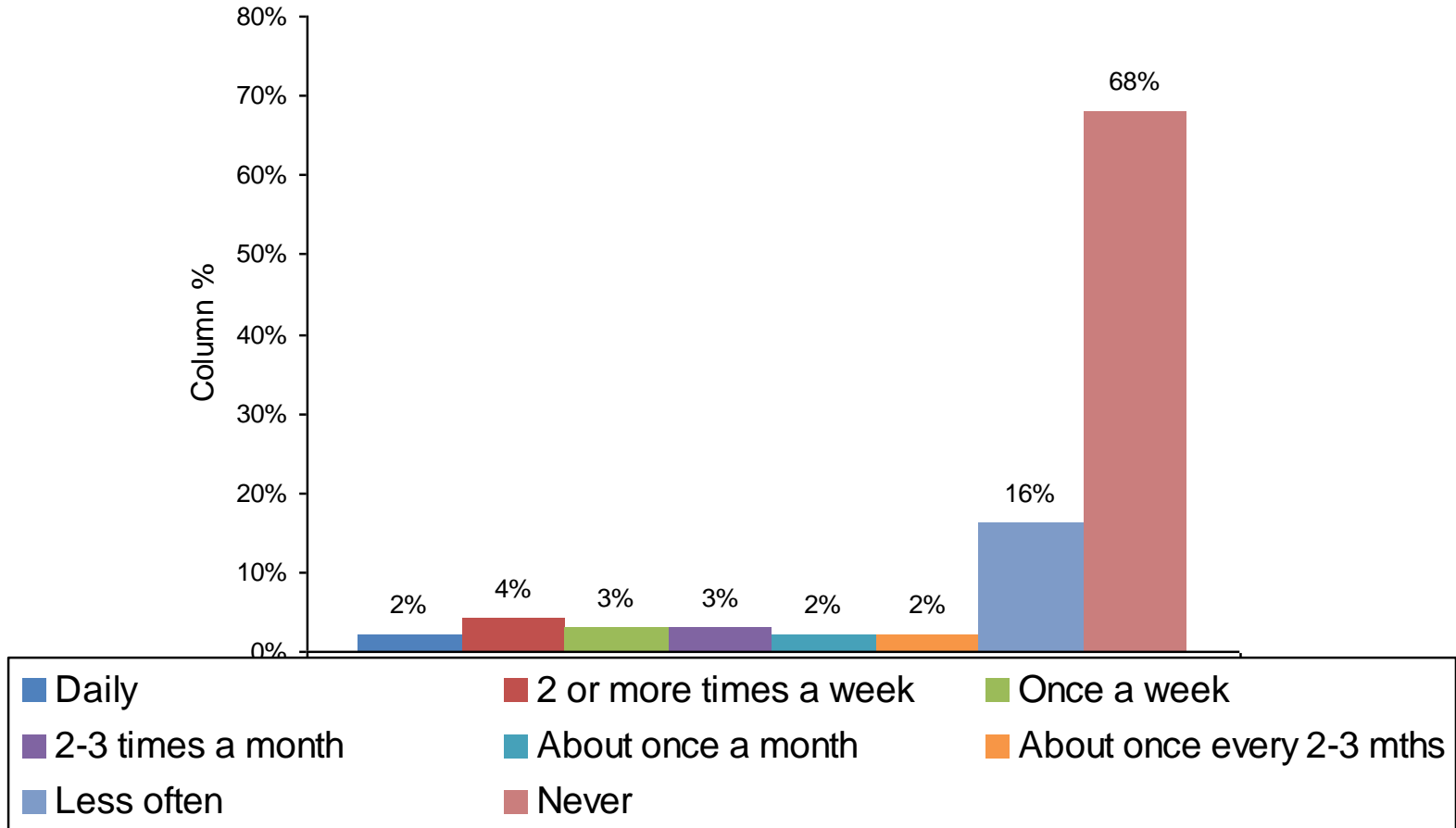


# Community Spaces

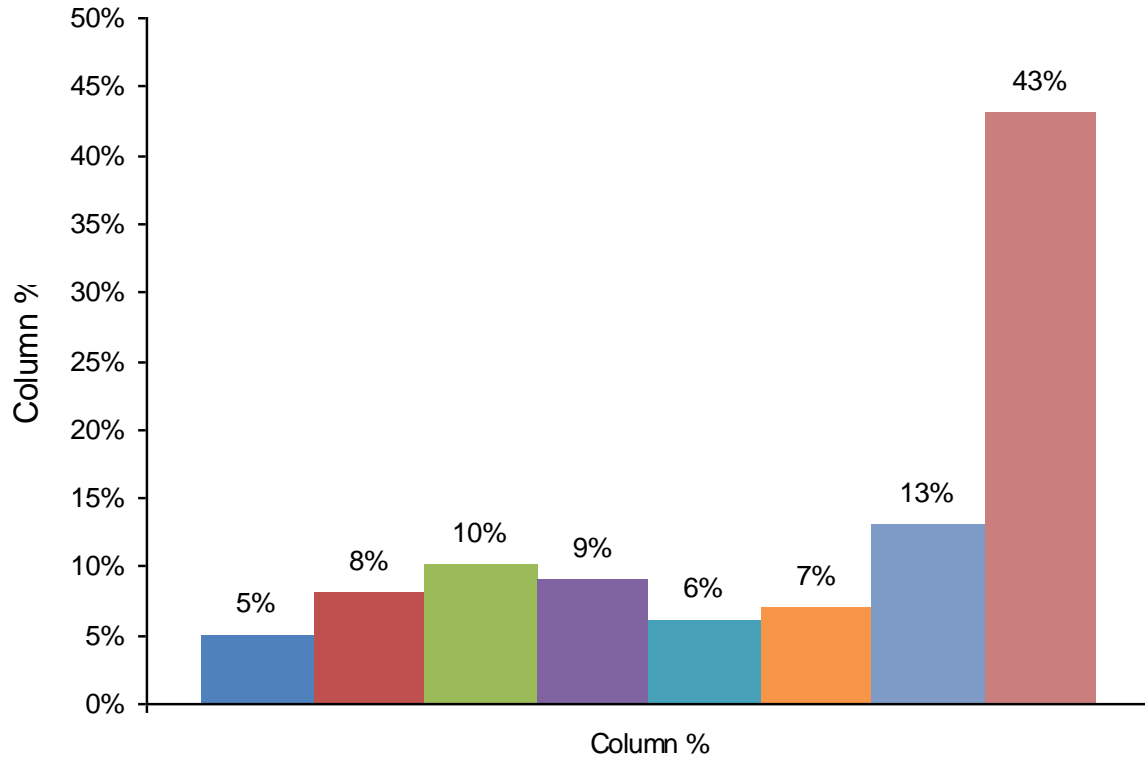
# Frequency: Outdoor urban activities spaces



# Frequency: A space specifically for teenagers



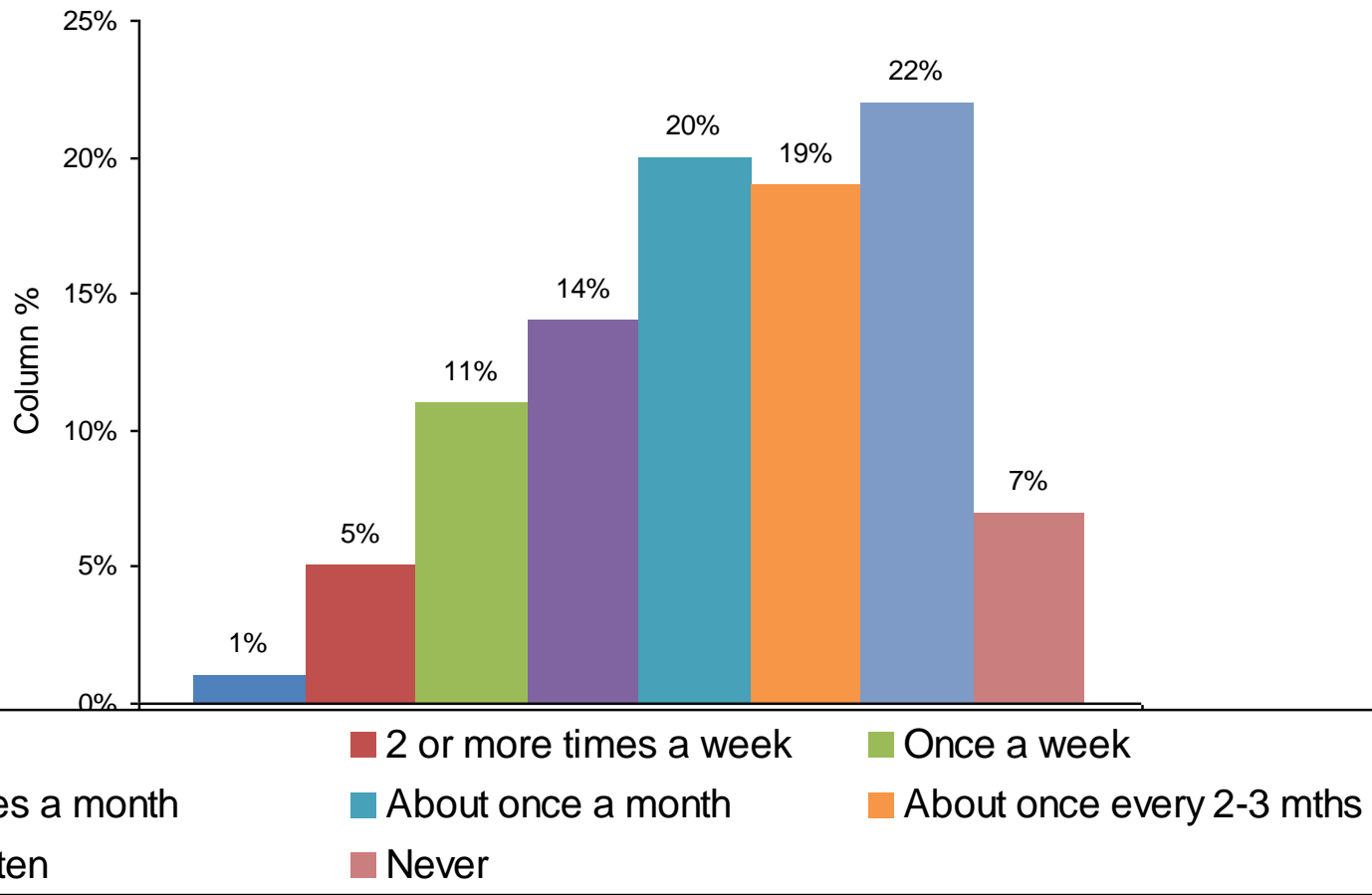
### Frequency: A play area for children



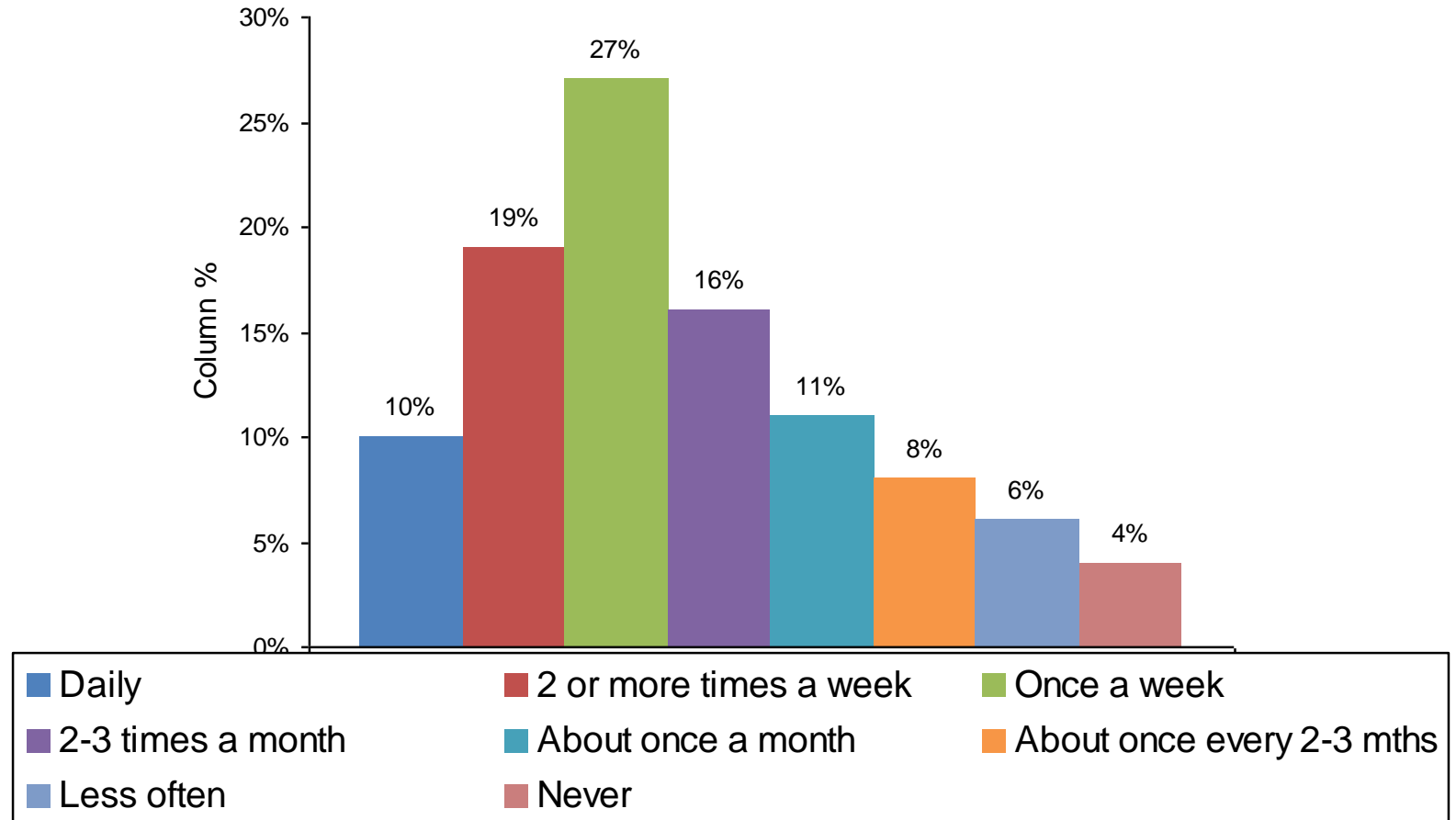
Daily	2 or more times a week	Once a week	2-3 times a month
About once a month	About once every 2-3 mths	Less often	Never

Sample Size = 749

### Frequency: Community halls and services



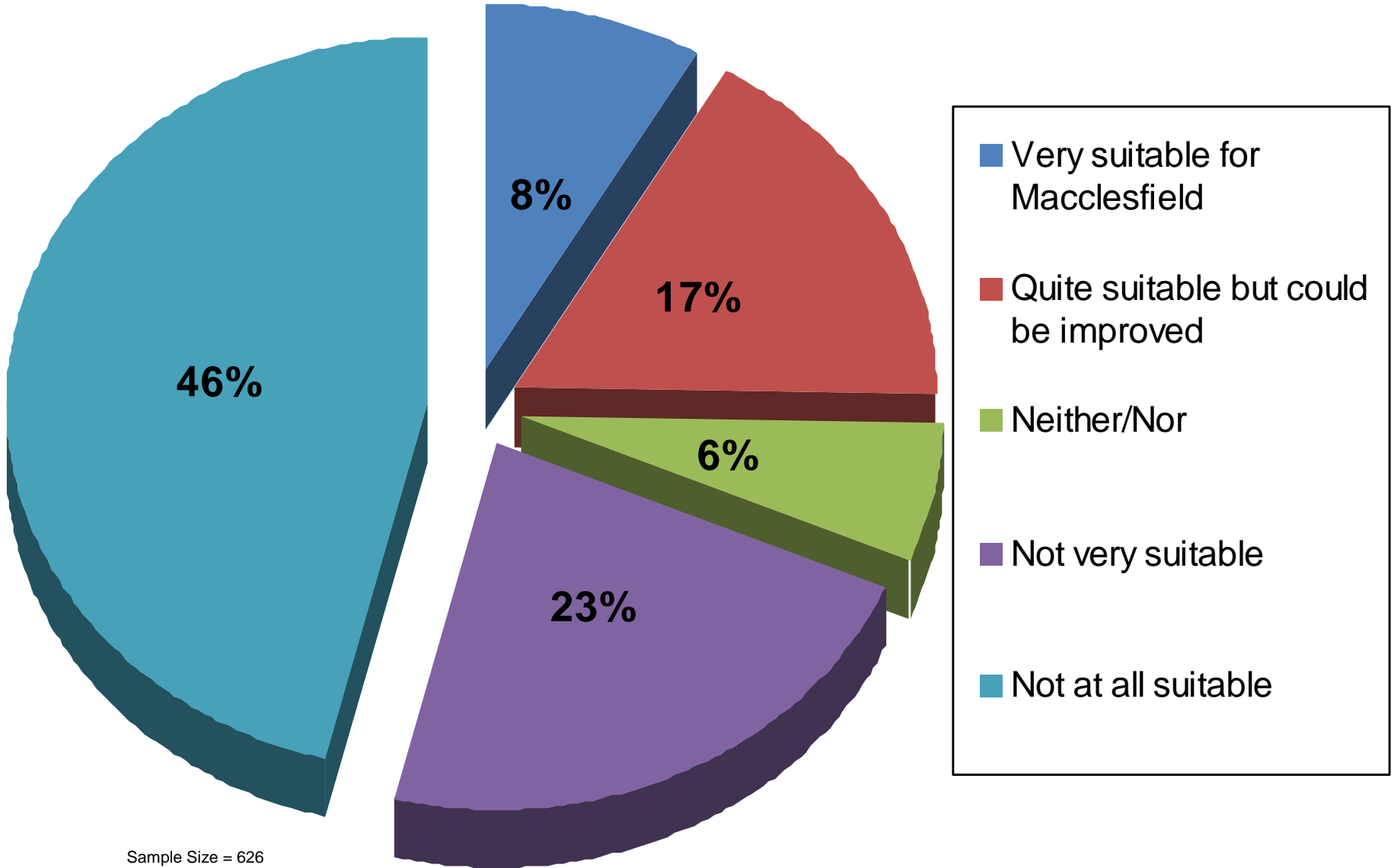
## Frequency: Park and green spaces



Sample Size = 755

# Views on the proposals

# Opinion of Plans



Sample Size = 626

Respondents Included = 83%, Filter Applied



# Reasons given

Lose identity – <b>clonetown</b> - same as others	19
Poor design - <b>ugly</b> - unsympathetic architecture	15
<b>Out of scale</b> - too big - overbearing	13
The need to focus on <b>independents</b> - local businesses	13
Retain tradition – <b>heritage</b> - character	12
Should use & improve <b>existing assets</b> and premises	7
Moving & splitting <b>town centre</b>	6
Concern re <b>loss</b> of green space - views skyline	5
The town <b>needs something</b> – in need of updating	5
<b>Parking</b> concerns	5
<b>Risky</b> - too many empty shops already	4
Already out of date - potential <b>white elephant</b> - obsolete	3
A <b>market town</b> not an city - urban centre	3
Don't <b>want to be like Stockport/Altrincham/Wrexham</b>	3
Will <b>ruin</b> town	3
Too corporate - <b>too many big stores</b> - chains	3
Poor timing - retail climate - recession	3
Doesn't address <b>existing eyesores</b> – e.g. Craven House/TJ Hughes	3
<b>Unnecessary</b> – not needed	2
Cinema should be away from Town Centre	1

# Conclusions

- **Greater demand for independents** than multiples within the retail and food & drink sectors
- They are likely to be used more frequently, creating a **vibrant town centre 7 days** a week
- Existence value & altruism: interest in different uses and amenities in the town centre – spaces for children and young people, green space **even if they are not something they themselves would use**
- Concerns over Wilson Bowden plans - considered **unattractive, out of scale and inappropriate for today's retail environment**
- Originality and distinctiveness – “why be like Stockport”? **Need to protect, identify and nurture what is different rather than simply provide more of the same**