

**Bollington Town
Council**

**Community and
Environment
Meeting**

Enclosures

8th February 2022

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**Minutes of the Meeting of the
Community & Environment Committee
held as a virtual meeting on Teams.
At 7.00pm on Tuesday 11th January 2022**

Those Present:

Members with voting rights:

Town Mayor; Cllr Johanna Maitland (JM)

Cllrs: Ken Edwards (KE), Mark Fern (MF), James Nicholas (JN) and Sara Knowles (SK).

Town Clerk: Julie Mason

Chair: Cllr Johanna Maitland

Public: Two members of the public – including Cllr J Snowball.

Cllr Judy Snowball had written a report on the effluent still being present in the River Dean. She had also spoken to the resident who had complained about the lack of car parking permits for carers visiting houses in Bollington where parking was restricted.

She has noted as a member of Bollington 2030 that a member had queried the minutes.

A resident of Bollington had started work at 'Springboard Cheshire' and was attending to ask BTC to promote and engage with them on the works they are carrying out across Cheshire East. It was a charitable organisation and funded by the European Social fund, and part of Career Connect. There was a 13-week programme available to people who were struggling to get back into the workplace and an employment advisor who would support and mentor each individual. They also had £375,000 available to support relevant companies. There was support for mental health concerns and the general wellbeing of the clients.

She wished to liaise with BTC and asked for a room to be available to see the community of Bollington.

It was noted Springboard Cheshire were advertising on Facebook websites, noticeboards, and churches. She wished to be added to BTC page.

To receive and approve apologies for absence: Cllr Roland Edwards due to holidays

To receive any Declarations of Interest: None declared

CE 01/22 To receive and confirm the minutes of the Community Services & Environment Committee meeting held on the 9th of November 2021.

The Committee **RESOLVED** to approve the minutes as a correct record.

CE 02/22 To receive updates from the minutes.

The Clerk noted that the request for the costings for the lettering on Greg's fountain had not been received but she would defer it until the next financial year as there was no budget.

There was also a discussion of the horticultural budget and Cllr KE asked if snowdrops could be considered this year and Cllr SK asked if native bulbs could be planted in the shaded areas e.g., on the recreational ground and around Poolbank car park.

Resolved Cllr JN would consider the requests.

CE 03/22 To receive the minutes from the Events Working Group held on 20th December 2021 and to resolve to accept the recommendations.

It was noted the Civic Dinner would be cancelled this year due to restrictions.

As the Events and Mayoral Officer had resigned the next Events Committee would be confirmed in February by the Clerk.

Resolved the minutes were accepted.

CE 04/22 To receive the report from Cllr S Knowles on the parking permits for NHS workers to private residents.

Cllr Sara Knowles looked into the guidance on the Cheshire East Council website regarding Carers' permits. There is an option for residents who need in-home care to apply for a carer's permit - the resident must apply, not the carer. Details of how to apply can be found on the CEC website at <https://www.cheshireeast.gov.uk/car-parks-and-parking/parking-permits/residents-street-permits.aspx>. Other permits are available, such as parking dispensations, but some of them are chargeable. Cllr JN confirmed that the carer permits are free of charge.

The Mayor thought it was very good there was something available, but we needed better clarity to share with the community.

Resolved the item would be deferred until the next meeting.

CE 05/22 To receive the minutes from Bollington 2030 on 24th November and consider the meeting with the Mayor, Cllr JS and the Clerk on 14th December 2021.

Due to a member of the working group disputing the minutes they were not accepted and would be deferred until the next meeting.

It was noted there was a meeting scheduled for 26th January and they could be amended here.

The Mayor briefed the committee on the meeting with Transition Bollington. It was noted that those in the roles of chair and treasurer have announced they are stepping down. The group has not named the replacements yet. The open spaces which they managed at the TH and CH were being given back to the TC with a view for their input. There was an offer from the local organisation 'Tree House' to assist with these spaces and Transition had supported their input as their ideas had been very good and environmentally positive.

Resolved this would be deferred to Full Council to consider.

CE 06/22 To receive the minutes from Business, Economy & Tourism on the 18th November 2021

Cllr SK asked if the car parking charges in Bollington would be revisited and Cllr JN reported this time, they had been dismissed but there was no assurance the consultation would not be revisited in the near future.

Resolved the minutes were accepted by the Committee.

It was noted the next meeting was on the 27th January 2022.

CE 07/22 To receive a written report from Cllr J Snowball of the effluent reported entering the River Dean and the meeting with Mr. D Rutley MP

The report was accepted by the committee and Cllr JS kindly agreed to continue taking the lead on the issue to take the situation to a conclusion.

CE 08/22 To receive an update on the launch Community Resilience Plan.

Cllr S Knowles reported that due to Covid restrictions the launch of the Resilience Plan at the Civic Hall had not gone ahead, and she asked if it could be presented at the Town Assembly in March. The committee discuss the options.

Resolved the Working Group would present it to the public in February as a stand-alone event and Cllr SK would arrange for the document to go on the website with the Clerk.

CE 09/22 To consider the Council becoming involved with Springboard Cheshire

The Committee discussed the comments made in the public form time and generally agreed it was a very positive action group to have active in the Community.

It was agreed the Clerk would make contact to support enabling the group to operate in Bollington and provide a venue.

CE 10/22 To agree the use if the Town Council van and the Wardens for the Well Dressing Event in July.

The well dressing group had requested that they had the support of the Town Wardens together with the van over the Well Dressing weekend.

Resolved the Council would allow the van and the wardens to assist the Well Dressers for the agreed weekend.

CE 11/22 To consider other locations for an EVC chargers in the Town

Members discussed the successful installation of the EVC project on Poolbank car park and the opening event. It was agreed other sites needed to be identified but it was a project for 2023/24 and the usage figures on the existing site did need to be considered.

CE 12/22 To receive a written report on the Fire Service and make recommendations.

Resolved the report was accepted by the committee.

CE 13/22 To receive the report submitted from the PCSO on Police, Crime and Disorder.

Resolved the report was accepted by the committee.

CE 14/22 To receive an update on the leaflet for Bollington as inspired by Poynton Town Council from Cllr RE

Deferred

CE 15/22 To consider a request for a road closure in April to commemorate the Duke of Edinburgh

Cllr MF gave a brief background on the request to commemorate the life of the Duke of Edinburgh. He agreed that maybe April was too soon to organise but he would make contact with the resident and bring it back to the Events Working Group.

CE16/22 It was noted the next meeting would be held at the Town Hall on the 08/02/22 @ 7pm.

The meeting closed at 8.35pm

From: AIRQUALITY <[REDACTED]>
Sent: 14 January 2022 15:56
To: [REDACTED] Town Clerk [REDACTED]
Subject: [OFFICIAL] Cheshire East Air Quality Update

Good Afternoon

The purpose of my email is to update the Town Council in relation to air quality.

Last month we published our [Annual Status Report](#) for 2021, which sets out results of monitoring, discusses trends in air quality data and outlines strategies employed by Cheshire East to improve air quality, including any progress with regards to actions contained in the Council's Air Quality Action Plan. I would just point out that the 2021 Annual Status Report covers the 2020 calendar year. It is an annual requirement to report both our monitoring results and our air quality work to Defra using their prescribed template.

Furthermore following on from the public and statutory consultation last year, we have also published our [Air Quality Action Plan 2020-2025](#), which has been accepted and approved by Defra. Within the Action Plan, you will find details of both the general and specific Air Quality Management Area measures put forward and a timescale for delivery. The measures within the Plan are specifically aimed at NO₂ reduction, as this is the dominant source of pollution within Cheshire East. However, the measures will significantly and positively help in the reduction of particulate matter. Measures particularly focus on vehicular emissions from road transport as this is the dominant source of air pollution within the Borough.

A new updated plan was required, due to the declaration of two new AQMAs in 2019 and the revocation of seven existing AQMAs early in 2021. The Action Plan will be reviewed every five years as a minimum, with progress on identified measures reported annually within the Annual Status Report.

We have also been working on air quality awareness and you may have seen some of our visuals during campaigns on social media. Our updated [awareness page](#) is a good place to start when looking at ways we can all help improve air quality.

Finally if you have any questions or would like to speak to the team, then please do not hesitate to contact us.

Many thanks

[REDACTED] (she/her) BSc (Hons), MSc, Dip Acoustics, MCIEH, AMIOA | Cheshire East Council

Senior Enviro [REDACTED]

Mobile: [REDACTED] Email: [REDACTED] Cheshire East Council, CW4 9EF

[REDACTED]

[REDACTED]

Bollington Tourism & Visitor Economy Plan 2021-30



Cllr Sara Knowles April 2021

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Foreword

The COVID-19 pandemic and Climate Emergency have required us as a community to reimagine our social and economic life, re-think our strategy for recovery and review the sustainable development goals that will safeguard our community and environment. The health and wellbeing of our residents is to be prioritised alongside creating opportunities for economic recovery, safe social and cultural spaces and the continued enjoyment of the local natural environment and industrial heritage - for residents, business owners and visitors alike.

This plan builds on the foundations set by the Destination Bollington group which has been meeting since 2007 to support the development of a tourism plan for Bollington and has recently been subsumed into the new Economy, Business and Tourism Working Group. On behalf of the Town Council I would like to thank Graham Barrow and the Destination Bollington team for their work on the Tourism Plan.



In 2021 the Town Council's priorities include supporting economic and social recovery from the COVID-19 pandemic, developing its status as a Transition Town and responding to the Climate Emergency, with an aspiration to be carbon neutral by 2030. With this transition we will be seeking to leverage community-led, collective and sustainable approaches that build community resilience and foster equality, diversity and inclusion. Today's plan emerges from more recent consultation with a wide range of community working groups, clubs, businesses, other organisations and residents. It is intended as a working document that adapts to the creative input and evolving vision and needs of our community.

Councillor Sara Knowles, 5th April 2021

Introduction

This plan outlines the objectives, context, proposed Visitor Product, steps towards developing an appropriate marketing and brand strategy and how to address required investment. It also presents a number of actions to be taken forward as Step 1 of implementation of this plan during April-October 2021 by the Town Council, Working Groups and other stakeholders. The plan should be developed in consultation with a diverse range of stakeholders as outlined below. Step 2 of the plan is to continue to monitor the impacts of tourism and review priorities and practicalities as the economy and society recover from the impacts of the COVID-19 pandemic and develop an appropriate marketing and brand strategy for Bollington's visitor economy. Step 3 will allow for ongoing review and refinement of the plan to take us to 2030 and beyond. These steps are outlined in more detail at the end of this plan. The involvement of multiple working groups, individual community members and business owners will be integral to the continued review, development and delivery of this plan.

Objectives

The main objectives of this document are to:

1. Set the context for the plan and outline its guiding principles;
2. Outline the visitor product and how to deliver it sustainably and with a collective, community-centred approach;
2. Provide guidance for short term action for economic recovery from the COVID-19 pandemic and medium-longer term pathways to growth of the visitor economy.

Groups to be consulted

Arts Centre
Bridgend Centre
Bollington 2030
Bollington Civic Society
Bollington Festival
Bollington Health & Leisure
Bollington Town Council
Business owners (mainly hospitality, retail, health, fitness & wellbeing business owners & via Love Bollington Business and Love Bollington Market)
Events and Civic Functions
Equality, Diversity & Inclusion Working Group
Friends of Bollington Rec
Friends of Bollington Towpath
Macclesfield Town Council
Marketing Cheshire
Marketing Manchester
Pott Shrigley Parish Council
Prestbury Parish Council
Rainow Parish Council
Residents Associations e.g. Waterwheel Estate, Hamson Drive etc.

Context

As we emerge from the COVID-19 lockdown economic and business growth is re-starting. The pandemic has accelerated change and stimulated innovation and the diversification of businesses in response to economic and social change. We have already witnessed numerous businesses respond to the pandemic-induced changes e.g. with many hospitality businesses adapting their business models and environments to make their services covid-19 secure by offering takeaway services, creating pop ups, outdoor dining spaces and the opening of new businesses in the town in response to demand e.g. florists.

The Council-led Bollington Business Forum has offered advice and support to local businesses on government funding to support business dormancy and recovery throughout the lockdown period. The Council will continue to do this via the newly-formed Economy, Business and Tourism Working Group into which the Business Forum and Destination Bollington were subsumed in April 2021.

It is now time to support economic and social recovery and review what we can do better as a Council working together with the community to revive the visitor economy in a way which is sensitive to the current and future wellbeing of our community and environment.

The Foundations for Visitor Economy Growth

1. Working groups, community-led initiatives and the voluntary sector

The Town Council, related working groups and other community-led initiatives are well-positioned to facilitate collaborative approaches to addressing the current and future challenges posed by the impacts of tourism. The leadership and collaboration of these groups will help support the health and wellbeing of the community alongside safeguarding our local countryside, industrial heritage and local environment. Numerous community groups stand out in their work towards the wider goals of enhancing community life and sustainably managing resources e.g. Transition Bollington, Friends of Bollington Rec and the Equality, Diversity and Inclusion Group (a longer list of these groups is above on pages 2-3). The development and delivery of a tourism/visitor economy plan should draw upon the knowledge, skills and insights of these groups while focusing on the ultimate aim to sustainably manage tourism and have a positive impact on local business growth, creating and safeguarding local employment, economic development and community life. This plan will be led by the newly-formed (2021) Economy, Business & Tourism Working Group.

2. Destination Bollington's Tourism Plan

The Destination Bollington group was formed in 2007 to develop and deliver a tourism plan for Bollington. This led to several initiatives and projects that enhanced the offer for visitors including signage, visitor information, the installation of heritage trails, an annual walking festival and included ideas to develop the Clarence Mill and canalside area into a retail and visitor attraction. The plan

(2015, 2020) provides a useful reference point on which we can build our 2021-30 plan with fresh regard for the current, post-pandemic challenges and opportunities.

3. Transition Bollington

Bollington has an active Transition group concerned with leading on initiatives to promote sustainability, resilience and social-environmental harmony in our community and local economy. The group leads on initiatives such as edible planting, sustainable power and energy, plastics and waste management and generally developing healthier, more resilient, connected and caring ways of being and acting. Bollington is a Transition Town and there is opportunity to promote this more actively and integrate it into our branding, marketing and Visitor Economy plan.

4. Bollington 2030

Bollington 2030 is a working group concerned with the developing the future resilience of the town and responding to the Climate Emergency. Its objectives interlink with the work of many other working groups including Transition, Emergency Resilience, Transport & Travel and Equality, Diversity & Inclusion. Its purpose is to develop and deliver a strategy for Bollington to achieve carbon neutral status and enhanced resilience against future threats by 2030 – important considerations for the development of this plan.

5. Media coverage and recent profiling of Bollington

Bollington has received high profile, positive media coverage in recent years, not least via articles in The Times featuring Bollington as one of the best places to live and raise a family. During the COVID-19 lockdown, Bollington saw an increase in visitors seeking to experience our local countryside - it is likely that this awareness of Bollington has been raised via social media postings about its beauty spots and attractions. While the recent increased visitor numbers indicate an opportunity to reap economic benefits, there have been several negative impacts to the local countryside (litter, fires being lit in woodland, footpath damage, parking in residential areas and increased traffic) that will need to be managed and addressed via this plan.

Guiding principles

The vision for this plan is to have a thriving and much-enhanced visitor economy that is upheld by the principles of:

1. A healthy community
2. A sustainable, carbon-neutral environment
3. Inclusivity - representing the community's main concerns, priorities and diversity as expressed by individuals and multiple working groups
4. Bollington as a Transition Town
5. Project planning with identified and committed investment (see the section on Investment below and Appendix 1 – Project Proposal Template).

The Visitor Product

The visitor product shall focus on a number of elements which, when combined, provide a unique offering that reflects the character of Bollington in terms of countryside, industrial heritage, hospitality, sports, arts and culture. As a Transition Town, community, individual wellbeing, alongside sustainability, are at the heart of this. Bollington's location on the edge of the Peak District provide opportunity for marketing purposes to be regarded as a 'Gateway to the Peak District'.

The product comprises five main elements:

1. Fitness Health & Wellbeing
2. Food, Drink & Shopping
3. Arts and Culture
4. Events & Attractions
5. Accommodation.

Fitness, Health and Wellbeing

Walking, running and cycling

Bollington's location on the edge of the Peak district provides extensive opportunities for walking, running and cycling. For cyclists heading from Manchester and Cheshire East towns towards the Peak District, Bollington is a convenient and attractive stop-off point. Bollington also offers numerous scenic and challenging trail running routes and the annual (September) Gritstone Grind Ultra Marathon Race provides an aid station at Oakenbank Lane. The 35-mile Gritstone Trail route, stretching from Kidsgrove to Disley passes through/near Bollington at White Nancy, Ingersley Vale, Oakenbank Lane and the Hedgerow area. The 190-mile Peak District Boundary Route also passes near Bollington. This makes Bollington a potential stop-off point for hikers needing overnight accommodation and can be marketed by accommodation providers for this purpose and by hospitality businesses as a convenient stop-off point for refreshments for runners, walkers and cyclists passing through the area or using it as a start/destination point.



The Middlewood Way, a 10-mile disused railway route from Marple to Macclesfield is a key attraction for walker, runners and cyclists alongside the Macclesfield Canal towpath that runs parallel to it in places. Cycle hire facilities are provided by Bollington Bikes and Boats at the wharf off Grimshaw Lane.

Sports facilities and events

Bollington offers a range of sporting facilities including:

- High standard football pitches (known as ATAX) at Bollington Health & Leisure (BHL)

- A swimming pool and gym facilities at BHL
- Facilities for outdoor tennis at BHL and the Recreation Ground
- A bowling green at the Recreation Ground
- A cricket pavilion and pitch at the Recreation Ground and Kerridge Cricket Ground.
- Dancing classes at Bollington Civic Hall
- Yoga, pilates and other wellbeing and mindfulness classes and services at BHL and Mother Nature Sanctuary.

Bollington has a community-focused running club, Bollington Harriers, that organises running events e.g. an annual Bollington 10k event in collaboration with BHL and the Bollington 3 Peaks Fell Race. During the Covid-19 lockdown, several virtual running events were organised by the club that attracted visitors to Bollington from nearby areas and generated interest in it as a destination for runners.

The cricket clubs, Bollington United Football Club and bowling clubs organise events that attract visitors to the town and use local facilities.

Bollington also has a number of sports and fitness trainers who are uniquely placed to offer their personal training as part of a wider Visitor Product.



Action: Ensure the various stakeholders mentioned above, including working groups concerned with paths, transport and highways, Bollington Harriers and other fitness and wellness business owners contribute to the development of this plan at Steps 1 & 2 as outlined on page 13. To be actioned by the Economy, Business & Tourism Working Group.

Health, beauty and personal care services

There are several businesses in the town offering health and beauty treatments including hairdressers, barbers, beauticians and therapists. Some of the customers travel to Bollington to use these services. There is potential to enhance the marketing of these services by offering them as part of the Visitor Product, presenting health and beauty services marketing alongside opportunities to enjoy the outdoors, local food, drink and retail and spa treatments/days offered by local providers.

Action: *The Economy, Business & Tourism Working Group to consult and support businesses in developing a collaborative approach to service and retail marketing.*

Food, drink and shopping

Bollington offers a wide range of food and drink via its restaurants, cafes, pubs, takeaways and food shops. These could be showcased more prominently as part of the visitor product. The Love Bollington market comprises stalls selling the wares of local artisans and usually takes place monthly at different locations across the town. The market has grown considerably over the past 5 years and would benefit from having a suitable, sheltered location from which it can safely trade. The market has been trading online as a virtual market during the covid-19 lockdown.

Action: *Local businesses to consider collaborating to develop a joint offer such as a discount or voucher scheme that mutually promotes businesses that can benefit from visits to Bollington from health and beauty /retail / hospitality clients. This could be led by a local business leader or business networking group. To be led by Economy, Business & Tourism Working Group.*



Arts and culture

Bollington's Arts Centre offers a programme of performing arts and exhibitions each year and plays an integral role in developing and supporting the 4-6 yearly Bollington Festival, one of the longest-standing volunteer led festivals in the UK that attracts performers and visitors from around the UK. Bollington hosted its inaugural TEDx event at the Arts Centre in 2019, co-created by the local creative and digital business community and providing profile for Bollington on the global TED.com platform.

There are numerous opportunities to extend the arts offering to the outdoors. There are plans to install an Arts Trail around Bollington.



There is growing interest in staging outdoor performances following the successful '12 Gigs of Christmas' that took place as a socially-distanced event in several outdoor locations in December 2020 and other locally-organised music events. Other creative events that have taken place recently include the Bolluminations (home-based window art) and annual Scarecrow competition run by Bollington Town Council.

An art gallery, Northern Makes operates from Clarence Mill and various artisan wares are promoted and sold by Love Bollington Market and other enterprises. The Civic Hall has also hosted exhibitions in the past.

Action: *Obtain feedback from the Arts Centre, related societies and local artists/performers e.g. on plans to develop indoor and outdoor attractions and events in the next 1-5 years and the resourcing/planning support required.*

Events and attractions

Bollington's main attractions include its parks, industrial heritage, walking/cycling routes and events.

Bollington's main parks

Bollington Recreation Ground is a main attraction. The Green Flag status park offers an open space flanked by woodland and the River Dean. Its facilities include tennis courts, a bowling green, playing fields, a cricket pitch, tarmac pathways, toilets, a cricket pavilion and a trailer offering hot food takeaways. Nearby are a playground for older children and a skateboard park with a ball games area. There is car parking at the site and The Vale pub is close by and has an outdoor seating area accessible from the Recreation Ground. The Friends of Bollington Rec is a local interest group concerned with the management and enhancement of the Recreation Ground and has been meeting monthly since February 2021.

The Coronation Gardens on Palmerston Street is an enclosed playground surrounded by woodland and designed for younger children. The Memorial Gardens opposite hosts the cenotaphs and provides attractive gardens, walkways and seating areas. This area benefits from being close to the Palmerston Street shops, restaurants, pubs and takeaways and the Pool Bank Car Park. There has been discussion about the possibility of installing an outdoor table tennis facility and Mother Nature Sanctuary (located opposite) hosting events for parents and younger children outdoors.

Action: *Continue to discuss and review the facilities and maintenance of these 2 main parks e.g. via Friends of Bollington Rec and consider whether the Memorial Gardens and Coronation Gardens needs a similar working group.*

Industrial and cultural heritage and the Discovery Centre

Bollington has a rich industrial heritage based on farming, mining, quarrying and the paper and textiles industries. Several mills were established and operated in the area from 1800s to 1990s – some of the structures have survived and been redeveloped for residential or commercial purposes, most notably Clarence Mill and Adelphi Mill. Clarence Mill hosts the Discovery Centre, a small museum that charts Bollington's history and hosts information and artefacts that tell its story. There is opportunity to re-brand the Discovery Centre as Bollington Museum and Tourist Information Centre and enhance its offer



and future-proof its management.

The Bridgend Centre has co-ordinated heritage trail activities in the past and this could be further developed working with other groups and partners e.g. Bollington Harriers organises run routes defined by local landmarks e.g. Bollington's 6 Chimneys and Bollington's (38+) old pubs and these could be mapped and promoted for tourism purposes.

Actions: *Explore the possibility of renaming the Discovery Centre to reflect its functions as a museum and tourist information centre. Explore funding options e.g. via Visit Britain, Marketing Cheshire for designated Tourist Information Centres. Obtain input on this plan from other groups including The Bollington Civic Society, Bridgend Centre and Bollington Harriers.*

The Civic Centre

The Civic Centre occupies a large site close to Bollington Recreation ground and provides a hall with kitchen facilities suitable for hosting larger indoor events such as dance classes, exhibitions, meetings and conferences. The library occupies a large ground-floor space that could be re-purposed to offer a range of services alongside book lending e.g. to music/vinyl lending etc such as meeting spaces and hot-desking for businesses and students and a café.

There is an extensive outdoor area that could be developed to host small outdoor meetings and be redesigned and planted to create a more attractive and wildlife-friendly environment supported by community intervention e.g. via Transition Bollington. The development of the area could serve a dual purpose for supporting local community meeting needs as well as attracting business visitors.

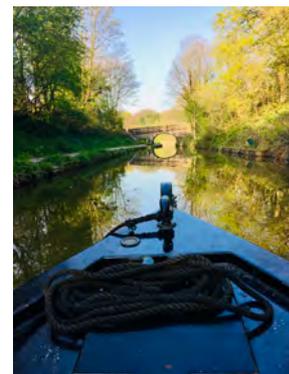
The promotion of the Civic Centre as space for hire for weddings, parties, classes and conferences would help to attract more visitors to the centre while also generating income for the Town Council to support the costs of maintaining and developing the site.

Action: *Form a working group to develop a plan to repurpose and enhance the indoor and outdoor facilities at the Civic Hall and its marketing. This should include the identification of financial investment and volunteer support to develop and maintain the indoor and outdoor spaces.*

The Macclesfield Canal

The Towpath is attractive to walkers and the area in Bollington and Kerridge offers moorings and a marina. The Clarence Mill area with Café Waterside, Northern Makes and other businesses is a particularly attractive as a destination for visitors and is in close proximity to other retail and hospitality outlets and the Recreation Ground.

Action: *Consult the Friends of Bollington Towpath and Canals and Rivers Trust for an update on plans to develop and maintain the area.*



The Middlewood Way

The disused railway line is an attractive route for walking, running and cycling that connects the towns of Macclesfield. Bollington, Poynton and Marple and several other small settlements along the 10-mile route. At Bollington the viaduct creates an attractive vantage point across the town and surrounding countryside and the Adlington Road car park provides an access point for visitors with toilet facilities and the nearby Recreation Ground and Vale pub. The stretch between Bollington and Macclesfield has lighting and there have been plans to extend the lighting scheme.

Action: Consult Cheshire East Council and local interest groups/ Cllr Roland Edwards for an update on plans to develop and maintain the area.

Seasonal and themed events

Bollington Festival

The Bollington Festival is a major event for the town, attracting visitors from across the UK. Since 1964 it has been held every 4-6 years and includes a selection of local bands and artists as well as nationally recognised performers. It is entirely run by volunteers and supported by donations and grants. It is a registered charity and can only happen because of the support of the community and is thought to be the only festival that is run in this way in the whole of the UK. The festival has been responsible for the formation of several local community groups including The Bollington Brass Band, The Festival Photography Group and Bollington Light Opera Group, who continue to grace the stages year after year. The last festival took place in 2019 and plans are underway to host the next festival.



Action: Obtain an update on plans from the Cllr John Stewart who is the Council's representative on the Festival committee.

Christmas in Bollington

Bollington has traditionally hosted an annual Christmas light switch on event in late November and a Christmas Eve Carols event and attracted large gatherings of up to 2000 people. In 2020 the events could not take place in this way but 12 socially-distanced gigs took place at various sites across the town during December. This has given rise to re-thinking future Christmas events, their format and locations. The Christmas Working Group or Council Events Committee will co-ordinate a new programme of events, taking into account the objectives of this plan.

Action: Revive the Christmas Working Group with a view to planning Christmas events and engaging wide community participation in the planning and delivery of the programme (Events Committee to action).

Other events and festivals

Working groups such as the Equality, Diversity and Inclusion group and the Friends of Bollington Rec organise events that can feed into the seasonal/annual events programme.

Action: All working groups to report on events planning that can support the objectives of this plan.

Hospitality and accommodation

Bollington offers a range of restaurants, cafes, pubs and takeaways that attract visitors from outside the town.

Bollington and nearby Pott Shrigley and Rainow have a number of B&B/AirBnB options and there are 2 local hotels - Hollin Hall in Kerridge and Shrigley Hall Hotel in Pott Shrigley. There are currently no camping facilities in Bollington. Canal boats can moor in Bollington near Clarence Mill and Adelphi

Mill. There is opportunity for local hotels and B&Bs to market their accommodation in the light of the wider visitor product outlined above.

Action: Consult the business community to identify all the current B&B/Guest House offerings. Liaise with hotels to discuss how they can work with the community to develop and offer the Visitor Product, possibly themed around health, fitness and wellbeing (Cllrs Jon Weston & Sara Knowles to action).

Connectivity and Infrastructure

Connectivity and infrastructure pose challenges for the town in managing its visitor economy. These are briefly outlined below with suggested working groups to define the priorities and planned actions.

Traffic management and impacts

Increased visitor traffic will pose pollution and parking problems. The aim should be to encourage visitors to arrive on foot, bike or public transport. Existing parking facilities should be signposted. Proposals for new parking sites would need to be supported by an investment plan (see below) and take into account the context and guiding principles above.

Action: Transport & Highways Committee to comment on the above and offer guidance and support.

Public transport

Transition Bollington have conducted a public transport survey and report that can inform future planning.

Action: Transition Bollington to offer guidance and recommendations based on their survey and report and provide support in delivering the recommendations.

Signage, maps and information

Destination Bollington influenced the installation of tourism signage. There is a need to improve visitor information including:

- updating maps and business/service information, ensuring this is posted on notice boards, at/outside the library and the Town Council website;
- re-branding the Discovery Centre as Bollington Museum and Tourist Information Centre, to clarify its purpose and signpost visitors to the visitor attraction and information service;
- ensuring local businesses are able to digitally signpost their services e.g. registering their business on Google so it appears on Google Maps;
- installing visually attractive banners e.g. on lamp posts that can inform the public about events and initiatives taking place in the town.

Action: To be discussed by Economy, Business & Tourism Working Group & Community Services & Environment Committee and in relation to promotion of events and other initiatives by other working groups.

Toilets

The ongoing management of the facilities and promotion of the 'You can use our loo' scheme by local hospitality businesses should fall under the responsibility of the Economy, Business & Tourism Working Group, Community Services & Environment Committee and the Friends of Bollington Rec group.

Litter management

The ongoing review of the management of litter and dog waste should fall under the responsibility of the Community Services & Environment Committee and the Friends of Bollington Rec group.

Path management (including the towpath)

Path management is more difficult to co-ordinate due to varied land ownership. Where possible the Council can liaise with landowners and supporting groups e.g. Friends of Bollington Towpath, Canals and Rivers Trust, Friends of the Peak District Boundary Route, Cheshire East Council.



Ambience (planting, lighting and the public realm)

The planting of flowers, plants and bulbs is regularly reviewed by the Town Council. Transition and the Friends of Bollington Rec. 2000 daffodil bulbs were planted in late 2020 around Bollington which created a spectacular Spring floral show in various locations across the town and new planting schemes are underway via Town Council-supported community initiatives.

Lighting schemes in business and residential areas can be presented to the Town Council with a clear proposal for how the scheme will be financed and maintained (see template at Appendix 1). A very good example of this has been submitted (April 2020) by Café Waterside with a view to developing a Canalside lighting scheme funded by local business owners and maintained by volunteers. The Town Council will continue to review its budget to support seasonal lighting schemes e.g. for Christmas.

Action: Town Council to review planting and lighting scheme proposals including via Planning and the Christmas Working Group. Planting schemes to be reviewed by Transition, Friends of Bollington Rec and Community Services and Environment. Local businesses, particularly the larger ones, could be encouraged to sponsor planting schemes in highly visible areas e.g. at the main road entrances to Bollington and at the Bollington Road / Silk Road roundabout.

Cycle hire and storage

Cycle hire facilities are currently available from Bollington Boats and Bikes at Adelphi Wharf. There has been research conducted by Transition Bollington that indicates there may be demand for cycle storage facilities and maintenance services – this could pose a business opportunity for a local provider.

Action: Proposals to develop a cycle hire/maintenance/storage service can be submitted to the Town

Council (see Appendix 1); comment/input required by Transition Bollington and local business networks.

Seating and picnic areas.

There are several sites around the town where seating is provided e.g. in the Recreation Ground and other parks, and on the Middlewood Way. A review of demand and current and potential new sites should be undertaken, led by Community Services and Environment Committee, Transition Bollington and Friends of Bollington Rec. This should include the triangular area at the junction between Bollington Road and Ashbrook Road, close to the new Tesco site – Tesco could be approached to sponsor the redevelopment of the area that would benefit from re-paving, new seating, litter bins and planting.

Action: *The Town Council and working groups, e.g. Transition, to identify sites that could be enhanced through planting and new seating areas and develop a proposal for businesses to sponsor enhancement of the sites with new seating, planting, lighting etc.*

Marketing and brand

In the medium long term (see Next Steps below) a visitor economy/tourism marketing strategy will be needed to include a Brand for Bollington that captures the town's uniqueness and story. Many towns and cities develop brands that support the marketing of their visitor economy and commercial investment, so there are many examples to refer to and experience to glean from. The brand should be developed as facilitated process with community-wide input from a diverse range of viewpoints. The brand development and marketing needs to take into account the importance of attracting visitors and investment that are sustainable and sensitive to the concerns and needs of local residents and businesses and which our existing infrastructure can take. It will be important to define who ideally we want to attract as visitors (profiling), how they travel here (bearing in mind our carbon reduction ambition) and how we market our Visitor Product to them.

It will be important to obtain input from strategic marketing partners including Marketing Cheshire; Marketing Manchester; Visit Britain as well as from our community working groups including Transition and local businesses including Bollington's marketing and branding agencies.

Action: *Form a working group to develop the Marketing and Brand strategy. This should include representatives from a range of working groups and include as a diverse range of people from the community (residents and businesses) with regard to age, gender, ethnic background, occupation etc and include at least one local marketing/branding agency or practitioner. Marketing Cheshire, Marketing Manchester and Visit Britain should also be consulted as part of this project. Cllrs Sara Knowles & Jon Weston to lead.*

Investment and resourcing

The resources of Bollington Town Council are limited and the delivery of the plan will require investment from a range of sources that can be guided and supported by the Council and co-ordinated by the community and its working groups. It is recognised that some of the projects may require planning permission and local authority funding. Project proposals relating to this plan should be submitted to the Town Council and outline the investment required including:

- private investment

- public sector infrastructural investment e.g. from Cheshire East Council
- public sector funding including grants
- fundraising
- commercial sponsorship including donation of expertise and resources
- volunteering of time and expertise
- individual donation of other resources.

A template to guide planning is provided in Appendix 1.

Next steps

Immediate next step: The first draft of the plan was presented to the Community Services and Environment Committee on 27th April and the first meeting of the Economy, Business & Tourism (EBT) Group in May 2021. It has been accepted as a suitable plan and will be reviewed regularly by the EBT Group.

STEP 1 – Short term actions	STEP 2 – Visioning, planning and implementation	STEP 3 – Review and develop
<i>April – October 2021</i>	<i>October 2021 – December 2022</i>	<i>January 2023-30</i>
<p>Deliver the actions as defined above to support business and social recovery from the pandemic and create the foundations for growth of the visitor economy.</p> <p>Activate community and working group involvement in the planning and design of the plan via meetings/facilitated online events (or face-to-face when possible) that encourage collaboration.</p>	<p>Encourage community members/businesses to develop and deliver plans to enhance the offer for visitors and economic growth potential (building on the actions undertaken at Step 1/above).</p> <p>Continue to review the impact of tourism on the local economy and community life. Ensure the plan is aligned to future resilience needs and Bollington 2030 and Transition objectives.</p> <p>Develop the marketing and brand strategy based on monitoring the impacts of tourism, rate of economic recovery and community response to the plan.</p>	<p>Review the Visitor Economy and Tourism plan regularly and continue to build relationships with investors and other stakeholders to support infrastructural projects.</p> <p>Ensure the plan is refreshed and developed by a diverse range of working groups representing social, economic and environmental needs of the town.</p>

Appendix 1 – Template for project proposals

Project name:
Project leader/working group name: Project start and end date:
Objectives:
Potential environmental impacts:
Potential community/social impacts:
Potential economic impacts e.g. jobs safeguarded, jobs created, investment in infrastructure, increased business profitability
Resources and investment required: Human resources (time, consultancy, expertise – paid/voluntary – please define requirements and how they will be sourced?) Financial investment required sum (withbreakdown as required): Source of financial investment (edit as applicable and comment on stage of agreement on the investment by stakeholders): <ul style="list-style-type: none">• Private investment• Public sector infrastructural investment e.g. from Cheshire East Council• Public sector funding including grants and loans• Fundraising• Commercial sponsorship including donation of expertise and resources• Volunteering of time and expertise• individual donation of other resources.
Any other important information/comments (supporting documents can be attached e.g. research, planning permission, agreements, grant application information)
Please return the completed project proposal to info@bollington-tc.gov.uk