



Macclesfield

Make it Macclesfield Public Meeting  
Friday 20<sup>th</sup> May 2016

**Make it**  
Macclesfield



Macclesfield

# Agenda



- Introduction – Clare Hayward
- Town Centre Update – Jo Wise
- Leisure-led Development – Ask Real Estate
- King’s School Update
- Enterprising Macclesfield – Tim Shercliff
- Macclesfield College: Maxim Business Training – Jane Jones
- Macclesfield’s Road Infrastructure – Paul Griffiths
- Barnaby is Back!!!!
- Closing Remarks – David Rutley and Clare Hayward

**Make it**  
**Macclesfield**

Welcome  
Clare Hayward

## Macclesfield Town Centre Vision

**Jo Wise**



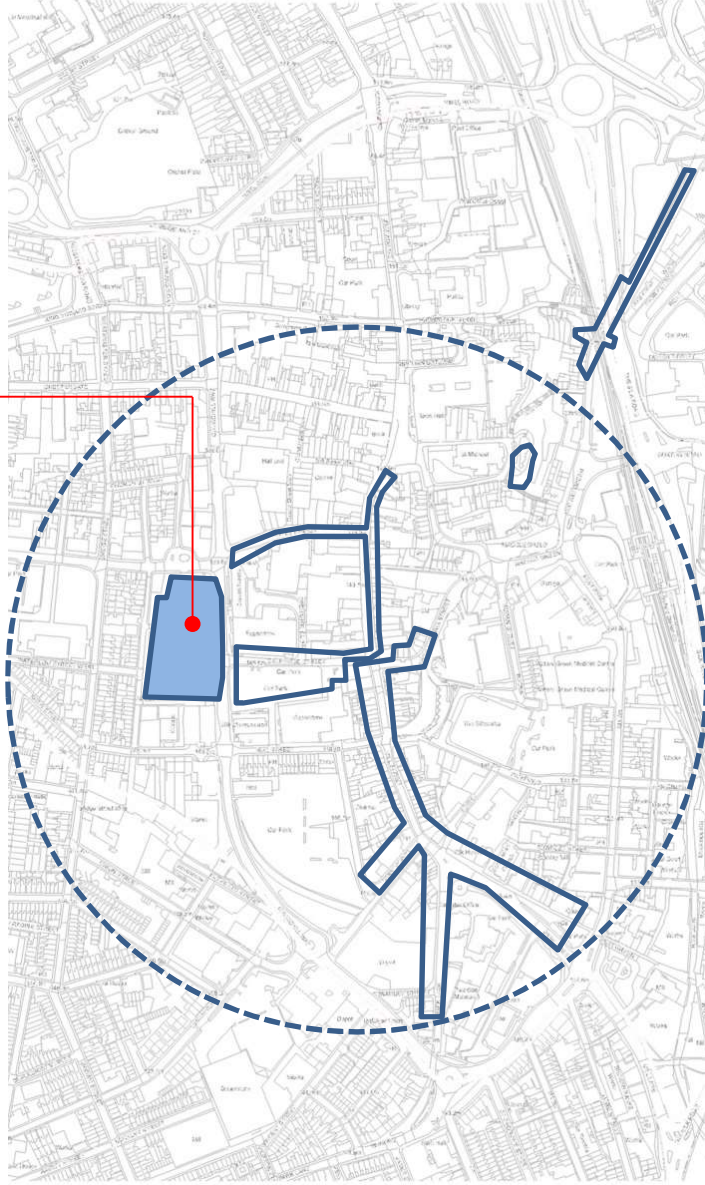


# Macclesfield Town Centre

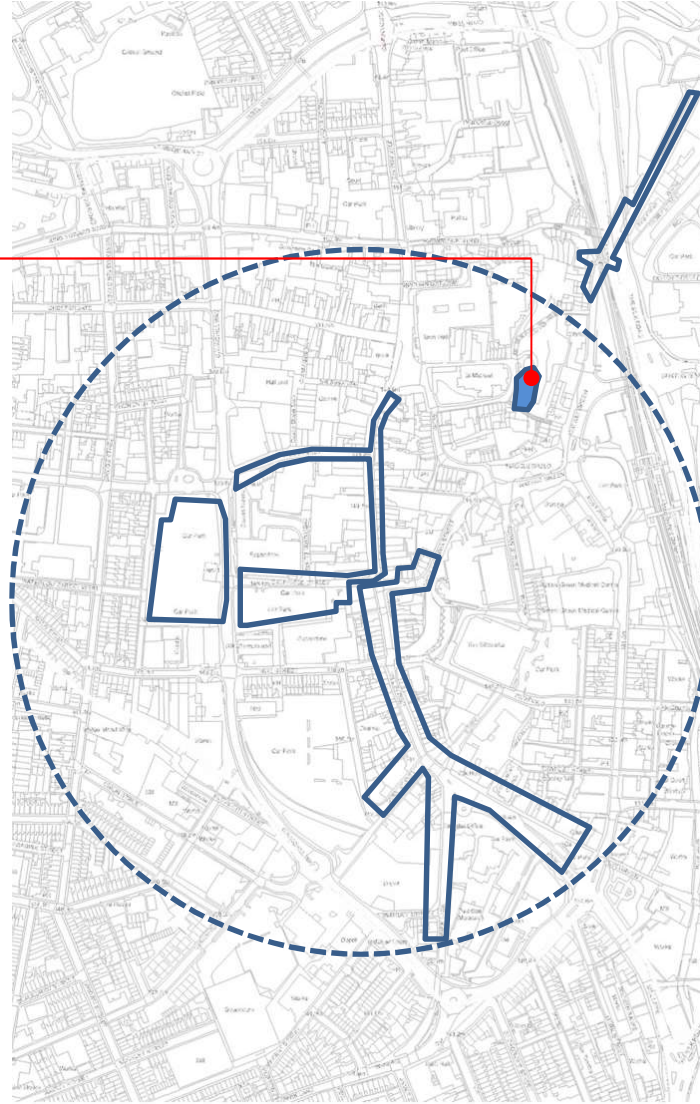
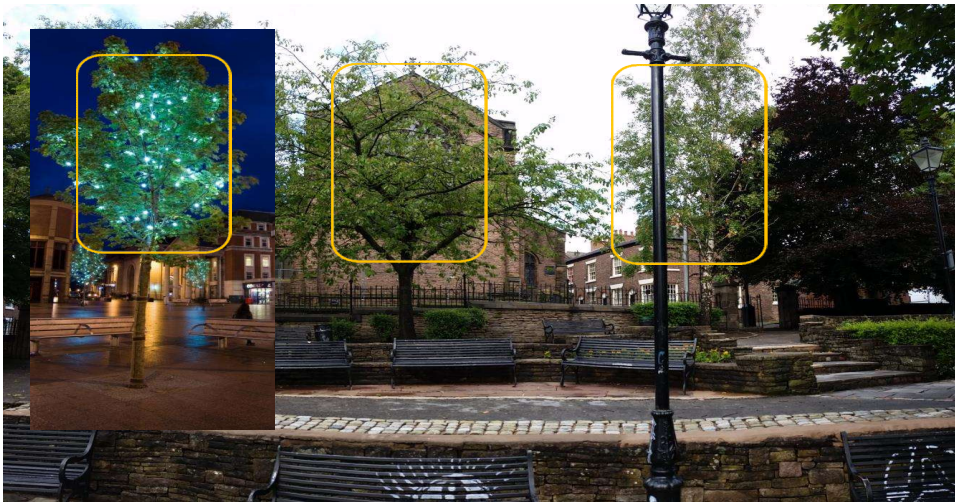


## Regeneration Projects

May 2016

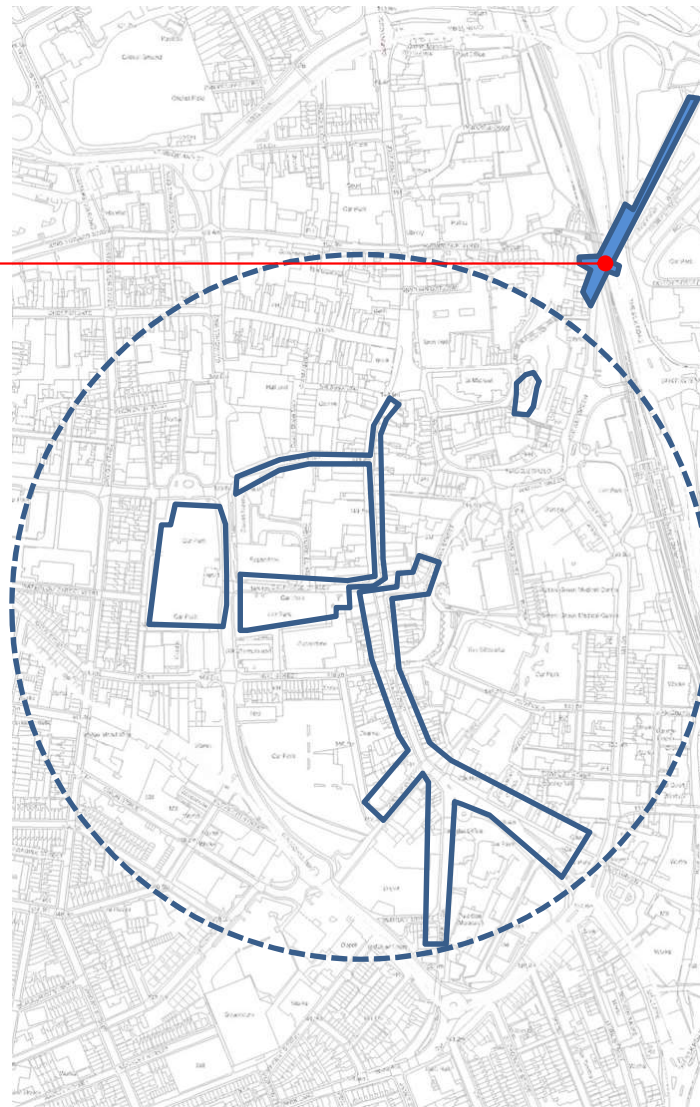


**cinema**



**Public**

**realm**  
**Sparrow Park**



**Public**

**realm**  
**Waters Project**





### Museum Visit

Mon, January 11

A fascinating visit was had to the Silk Museum and Paradise Mill, where Sue Hughes kindly spared her valuable

News



News

### Arighi Bianchi

December 18, 2015

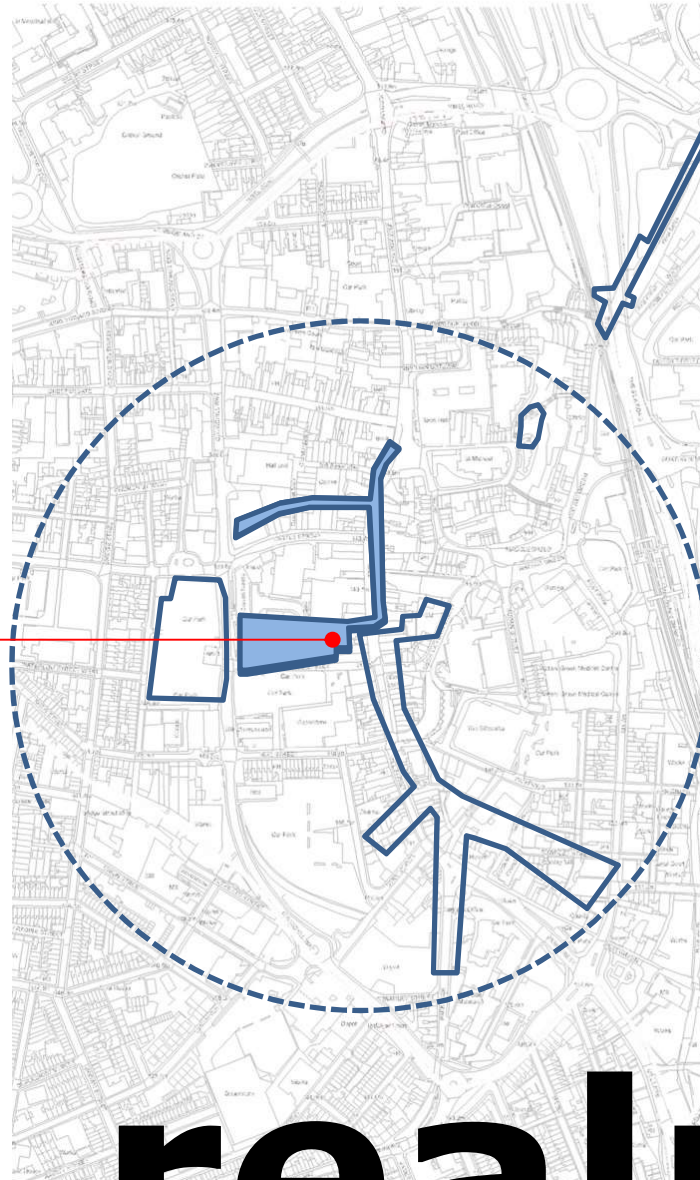
We began talking to Arighi Bianchi about our commission and how they can play a part during this project, the image is a view from



Glassball

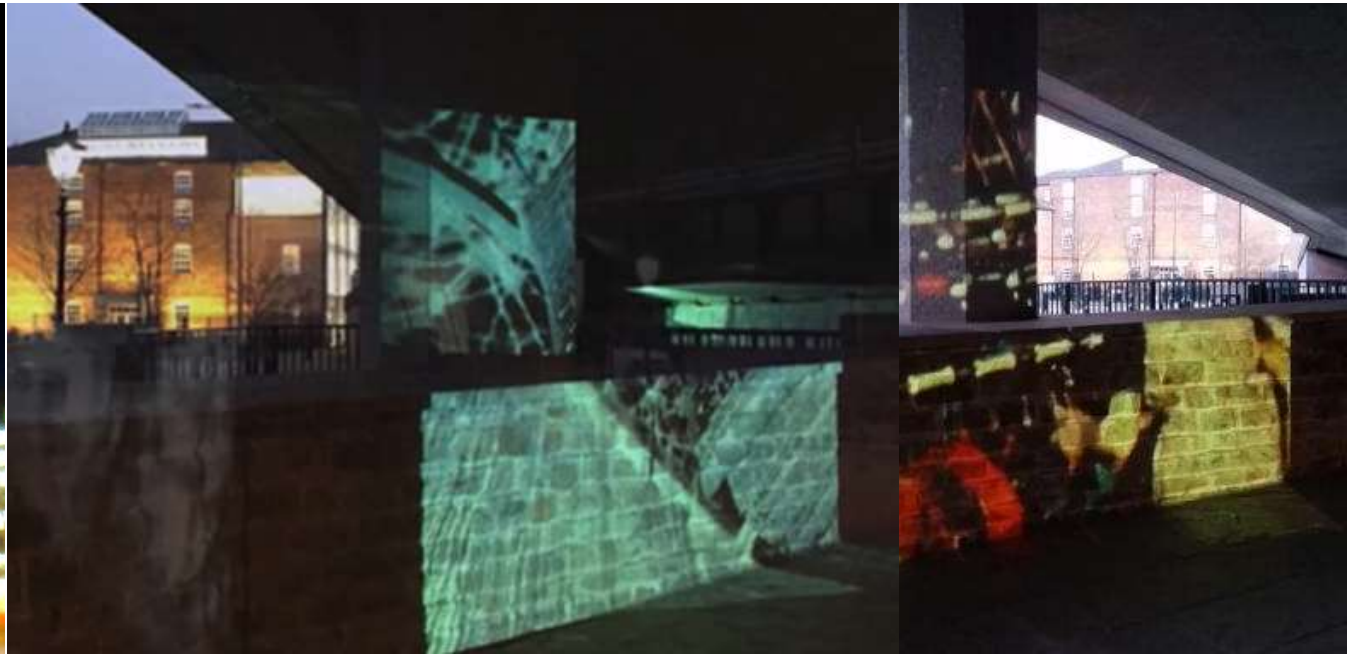
ARIGHI BIANCHI





**Public**

**realm**  
**next project**

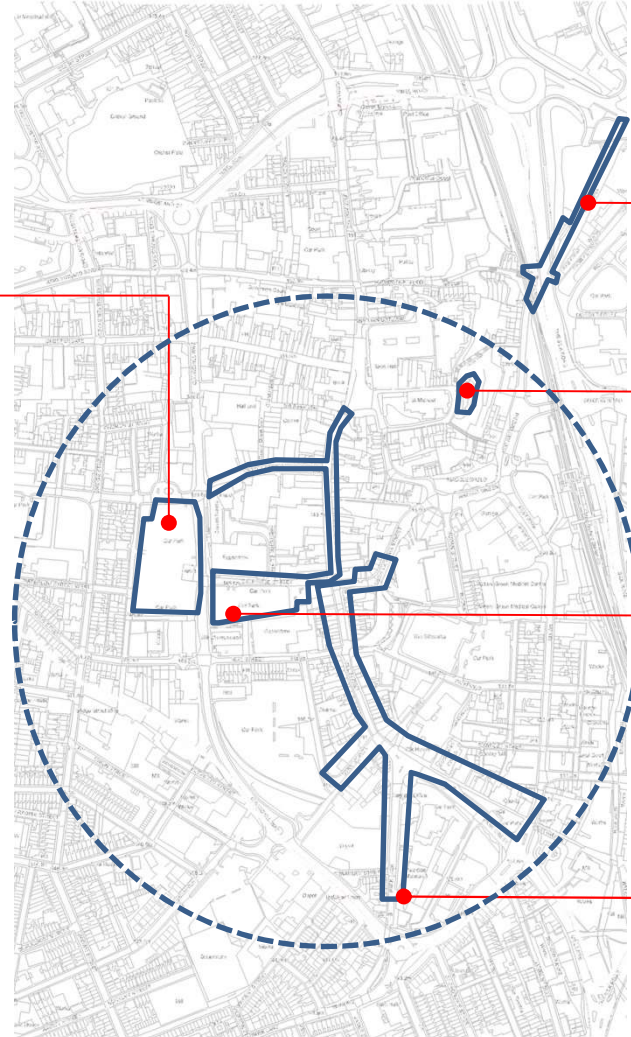


**Possibilities**



# context

# cinema





ask

Innovative, imaginative, award-winning,  
creative and flexible.

# ASK

CREATING PLACES FOR PEOPLE

**A NEW LEISURE DEVELOPMENT FOR  
MACCLESFIELD TOWN CENTRE**

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# INTRODUCTIONS

Leon Guyett, Development Director  
Ask Real Estate

Ben Sykes, Partner  
Faulkner Brown



Dan Davies, Director  
Metis Real Estate



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# COMPANY OVERVIEW

- **FORMATION:**
- **CORE BUSINESS:**  
developer
- **THE BRAND:** Market leader in commercial development and urban regeneration, focusing on office and leisure sectors
- **THE PORTFOLIO:** 20 projects comprising over 3 million sq ft, generating total development value of £800 million
- **COMMITMENT:** to innovation and excellence in design – a key differentiator in winning new business

# SELECTION OF LEISURE PROJECTS DELIVERED

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# LEOPOLD SQUARE

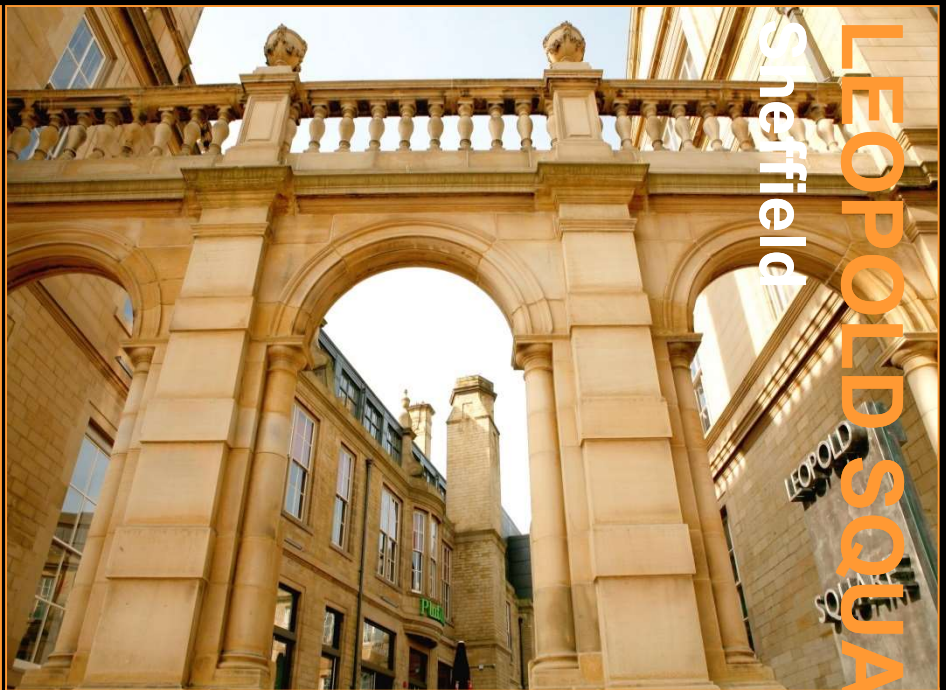
- Sympathetic conversion and redevelopment of group of Victorian listed buildings
- 90,000 sq ft comprising boutique hotel and 8 bar/café/restaurants around public square
- Award winning new quality leisure destination for Sheffield
- End value £21m

LEOPOLD SQUARE  
Sheffield



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Leopold Square  
Macclesfield

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# EDEN SQUARE

- Creation of new shopping and residential area to spearhead wider regeneration of town centre
- Delivered over two phases and anchored by 50,000 sq ft
- 20 new retail units, 76 apartments, public library, 600 space car park and public realm enabling wide range of community events and activities
- End Value £50m

# EDEN SQUARE Urmston



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Urmston  
EDEN SQUARE



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# FIRST STREET

- 20 acre leisure-led regeneration scheme
- Joint Venture with Manchester City Council - 3m sq ft masterplan approved
- First Street North completed May 2015 comprising:
  - 60,000 sq ft culture facility for HOME
  - 208 bed 4\* Melia hotel
  - 700 space MSCP
  - 9 café bar/restaurants
  - Extensive public realm



# FIRST STREET Manchester



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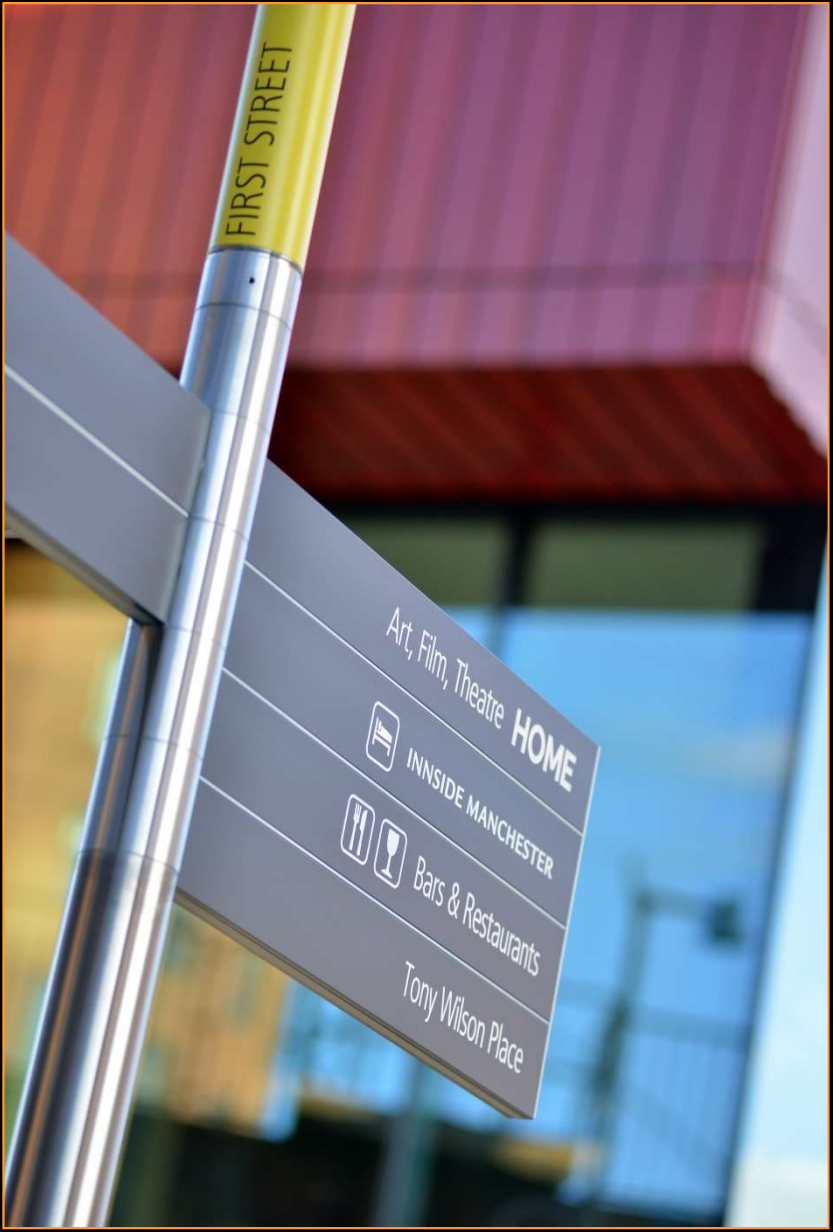
# FIRST STREET Manchester



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# FIRST STREET Manchester



CREATING PLACES FOR PEOPLE





FIRST STREET  
Manchester

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CREATING PLACES FOR PEOPLE



# WHY ASK FOR MACCLESFIELD?

- Market leader in town and city developments across North West region
- **Able to demonstrate flair, delivery and operational expertise**
- Key principles – well designed, high quality schemes delivered in partnership

- Our approach differentiates from typical 'clone' schemes
- Experienced in leading public consultation communications
- Well funded



**Manchester Evening News**

**Ask Real Estate sells majority stake to Carillion**

13:48, 7 JAN 2016  
 UPDATED 15:41, 7 JAN 2016  
 BY [SHELINA BEGUM](#)

The Manchester-based property developer, which has been behind prominent projects including First Street development, said it will aim to create a £500m pipeline of commercial property development schemes throughout the Northern Powerhouse region, following the deal.

**NEWSLETTER** ASABOUTIRKSTON.CO.UK DECEMBER 2007

**A BIRD'S EYE VIEW BEHIND THE HOARDINGS**

**CAR PARK RE-OPENS FOR CHRISTMAS**

Worried that car park (adjacent to the police station car park and accessed from Park Road) would be over capacity until the new year following discussions with residents, the Greater Horwath and Associates, and will serve as a temporary short-term car park with a two-hour waiting period.

ASK Developments and the Council worked closely with the contractor Carillion to re-arrange the layout and use of the site to allow the range of work and have carefully considered how to manage the site as a community asset. Significant discussions have been made to allow them to reopen the car park until January 20th, 2008.

Julie Macfarlane, Development Director for ask, said: "It is a tremendous relief and we have listened carefully to concerns of the local people and residents in the run-up to Christmas. Both ask and the Council are pleased to work with the local community to find a solution, and although there is an additional cost incurred in preparing for reopening the car park for Christmas we are happy to make this investment as we have done our best to accommodate everyone."

**CREATING PLACES FOR PEOPLE**

**TRAFFORD BOROUGH COUNCIL** **ask**

CREATING PLACES FOR PEOPLE





# WHY MACCLESFIELD FOR ASK?

- Strong demographic profile with affluent catchment population
- Town has keen sense of identity and areas of distinctiveness
- Easily accessible with good transport links
- Gateway to Peak District – visitor magnet
- Council committed to delivering the vision
- Landmark opportunity - potential to maximise economic benefits

# PROGRESS SINCE APPOINTMENT

- Conclusion of negotiations with Council
- Instruction of lawyers
- Anchor tenant discussions
- Heads of Terms agreed with cinema
- Responses to occupier interest
- Discussions with contractors

# NEXT STEPS

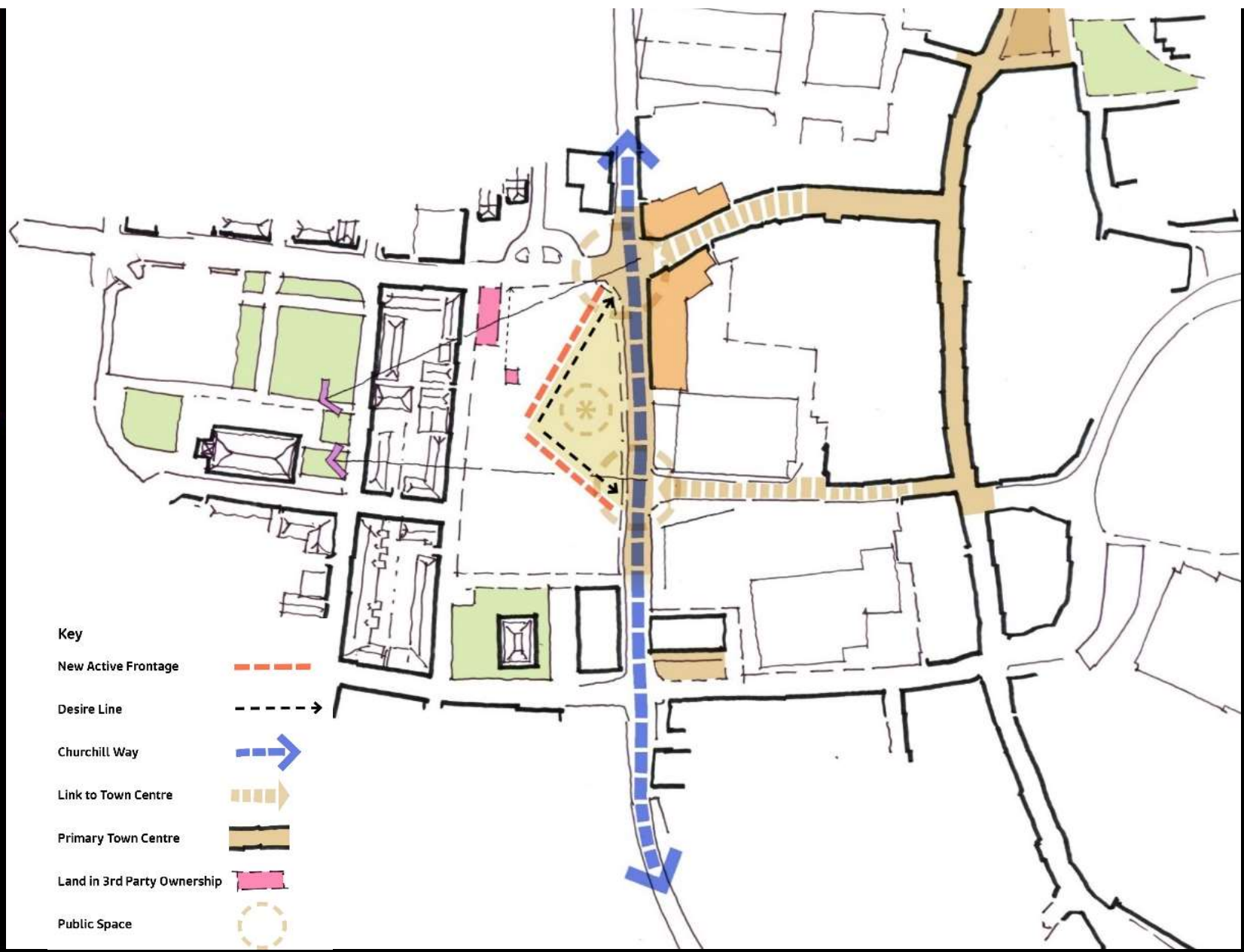
- Exchange contract with Council
- Design development
- Community engagement
- Prepare and submit planning application
- Contractor appointment
- Exchange contract with anchor tenant
- Scheme delivery – Spring 2018

# PROPOSALS

- 6 screen cinema
- 6 restaurants
- Café pod
- Retail unit
- High quality, intimate public realm



# WHY CHURCHILL WAY?

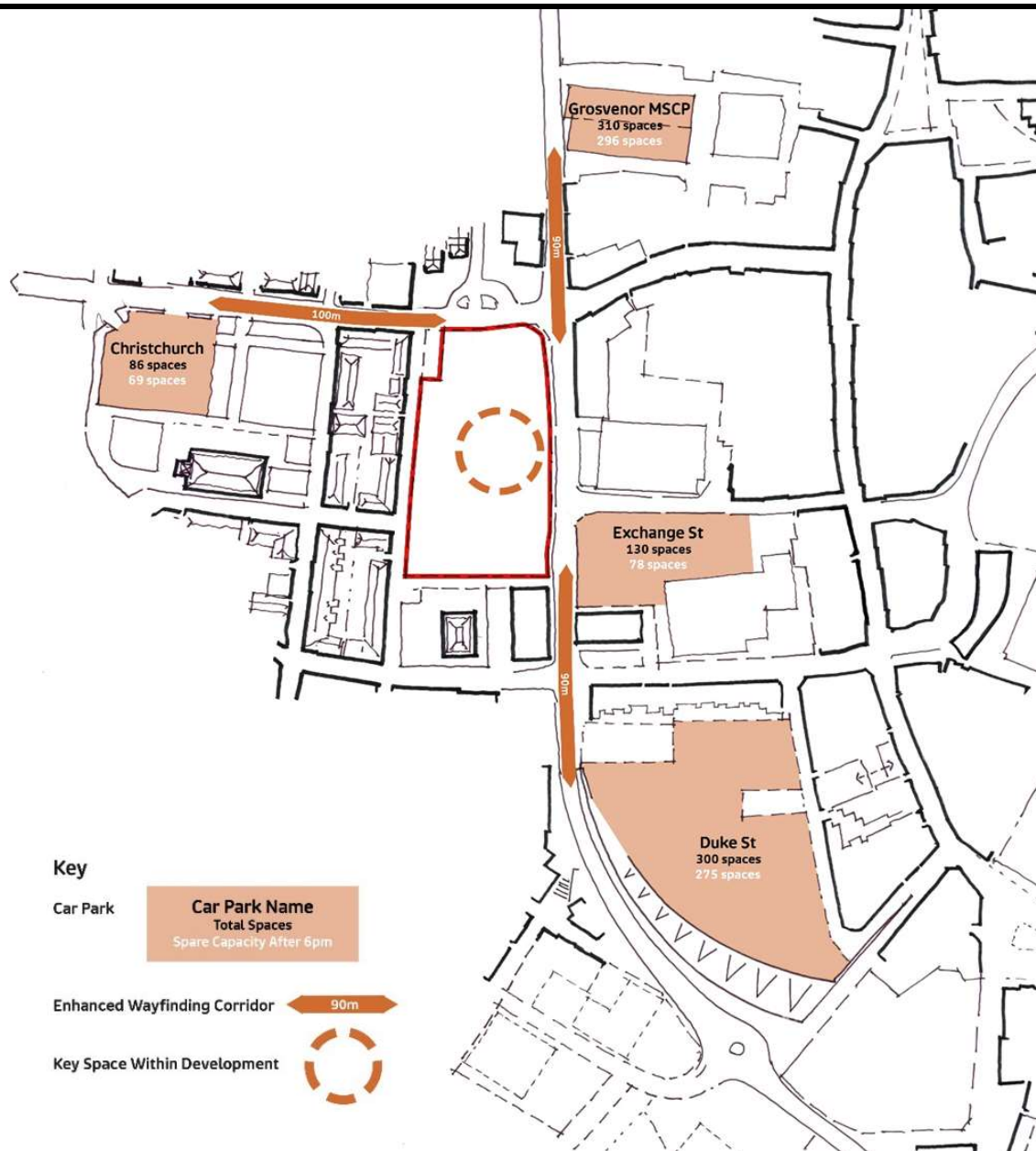


- Key
- New Active Frontage
  - Desire Line
  - Churchill Way
  - Link to Town Centre
  - Primary Town Centre
  - Land in 3rd Party Ownership
  - Public Space

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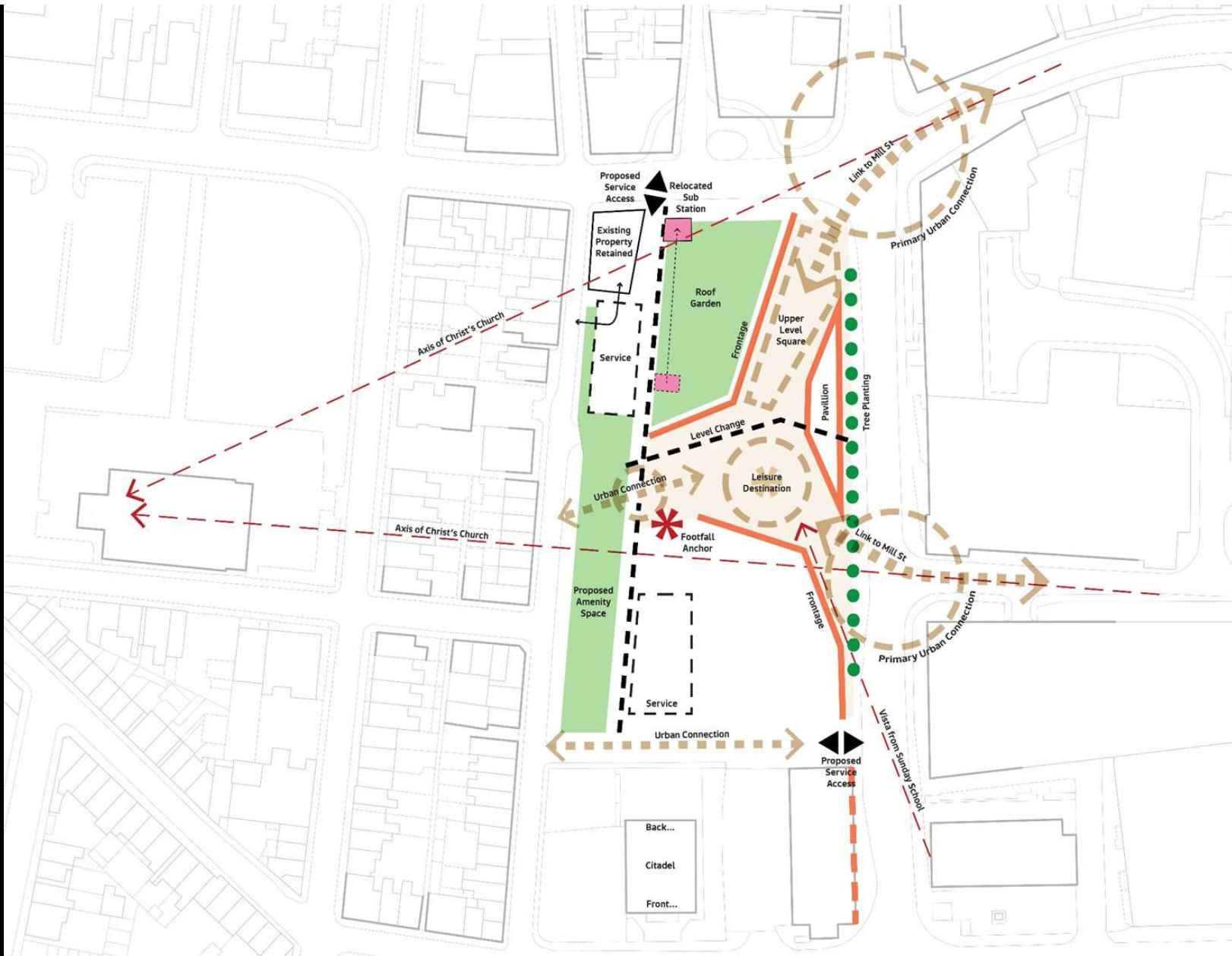
# OUR APPROACH



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# OUR APPROACH



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# THE MASTERPLAN



Composite Ground Floor (+146 AOD/+151 AOD)

## Key

### Accommodation (Composite Ground Floor)

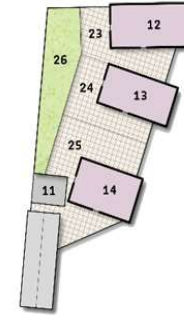
- 1 Unit 1: 3,000sqft Restaurant (lower/entrance level)
- 2 Unit 2: 3,000sqft Restaurant (lower/entrance level)
- 3 Unit 3: 3,000sqft Restaurant (lower/entrance level)
- 4 Unit 4: 2,000sqft Restaurant (upper level)
- 5 Unit 5: 1,000sqft Coffee Shop (upper level)
- 6 Unit 6: 3,500sqft Restaurant
- 7 Unit 7: 3,500sqft Restaurant
- 8 Unit 8: 5,000sqft Retail Unit
- 9 Cinema Entrance Foyer
- 10 Cinema Service Area
- 11 Existing Sub Station

### Accommodation (Other Floor Levels)

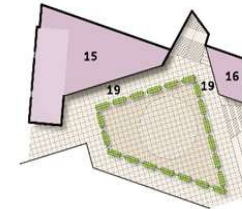
- 12 Unit 1: 1,000sqft Restaurant (upper level)
- 13 Unit 2: 1,000sqft Restaurant (upper level)
- 14 Unit 3: 1,000sqft Restaurant (upper level)
- 15 Unit 4: 3,500sqft Restaurant (lower/entrance level)
- 16 Unit 5: 500sqft Coffee Shop (lower level)
- 17 22,000sqft Six Screen Cinema (upper level)

### External Space (All Floor Levels)

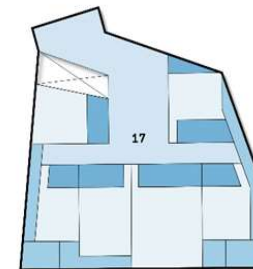
- 18 Main Public Spaces
- 19 Outdoor Dining Spaces
- 20 Restaurant Service Area
- 21 Community Green Landscaped Space
- 22 Key Crossing Junction
- 23 Roof Terrace to Unit 1 Restaurant
- 24 Roof Terrace to Unit 2 Restaurant
- 25 Roof Terrace to Unit 3 Restaurant
- 26 Green Roof



Roof Garden (+156 AOD)



Units 4 and 5 Ground Floor (+146 AOD)



Cinema First Floor (+151 AOD)



# THE MASTERPLAN



Composite Ground Floor (+146AOD/+151 AOD)

## Key

### Accommodation (Composite Ground Floor)

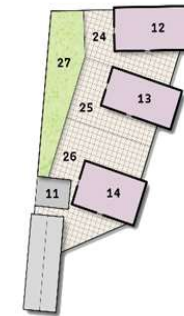
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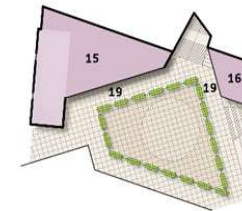
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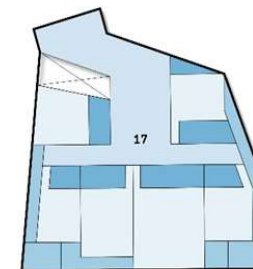
- 18 Main Public Spaces
- 19 Outdoor Dining Spaces
- 20 Restaurant Service Area
- 21 New Terraced Housing
- 22 New Apartments
- 23 Key Crossing Junction
- 24 Roof Terrace to Unit 1 Restaurant
- 25 Roof Terrace to Unit 2 Restaurant
- 26 Roof Terrace to Unit 3 Restaurant
- 27 Green Roof



Roof Garden (+156 AOD)



Units 4 and 5 Ground Floor (+146 AOD)



Cinema First Floor (+151 AOD)

# THE MASTERPLAN



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THE MASTERPLAN  
Concept image



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# THE MASTERPLAN

Modelling



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# THE MASTERPLAN

Modelling



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# WHY IS LEISURE IMPORTANT?

Threat of internet shopping....10% of retail spend is online and is expected to double in the next 10 years



A recent CACI article shows that

*“Consumers who use catering spend approximately 48% more on retail goods than those who don’t”*

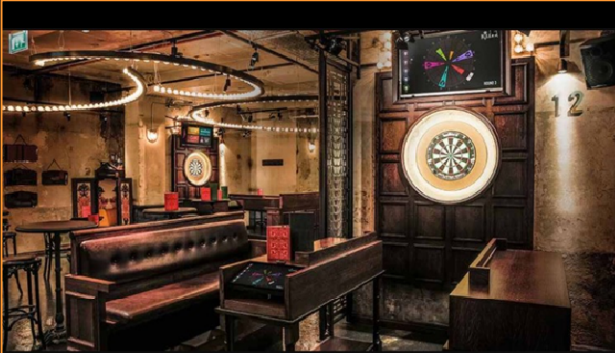
# WHAT WAS LEISURE?



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# WHAT IS LEISURE NOW?



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# WHAT IS LEISURE NOW?

Growth of the casual dining sector



London brands expanding into the regions



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# MACCLESFIELD

## Pre-marketing direct approaches



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THE KING'S SCHOOL IN MACCLESFIELD

  
**King's**



**Make it**  
**Macclesfield**



An introduction to  
Enterprising Macclesfield

**Tim Shercliff**



Enterprising  
Macclesfield



Jane Jones



**Maxim**  
*Business Training*

**Apprenticeships  
and the benefits to  
today's businesses**



# Macclesfield College



- Macclesfield is a £15 million turnover college.
- It benefits from a strong reputation both locally and regionally.
- One state-of-the-art campus in a central location.
- 2,949 courses offered during Academic Year 2015/16.
- More than 30 high quality apprenticeship programmes offered via Maxim Business Training.
- It works with 25 active Awarding Bodies across the United Kingdom.





## Background on Macclesfield College and Maxim Business Training

**Maxim**  
Business Training

Macclesfield College 



# Maxim

*Business Training*

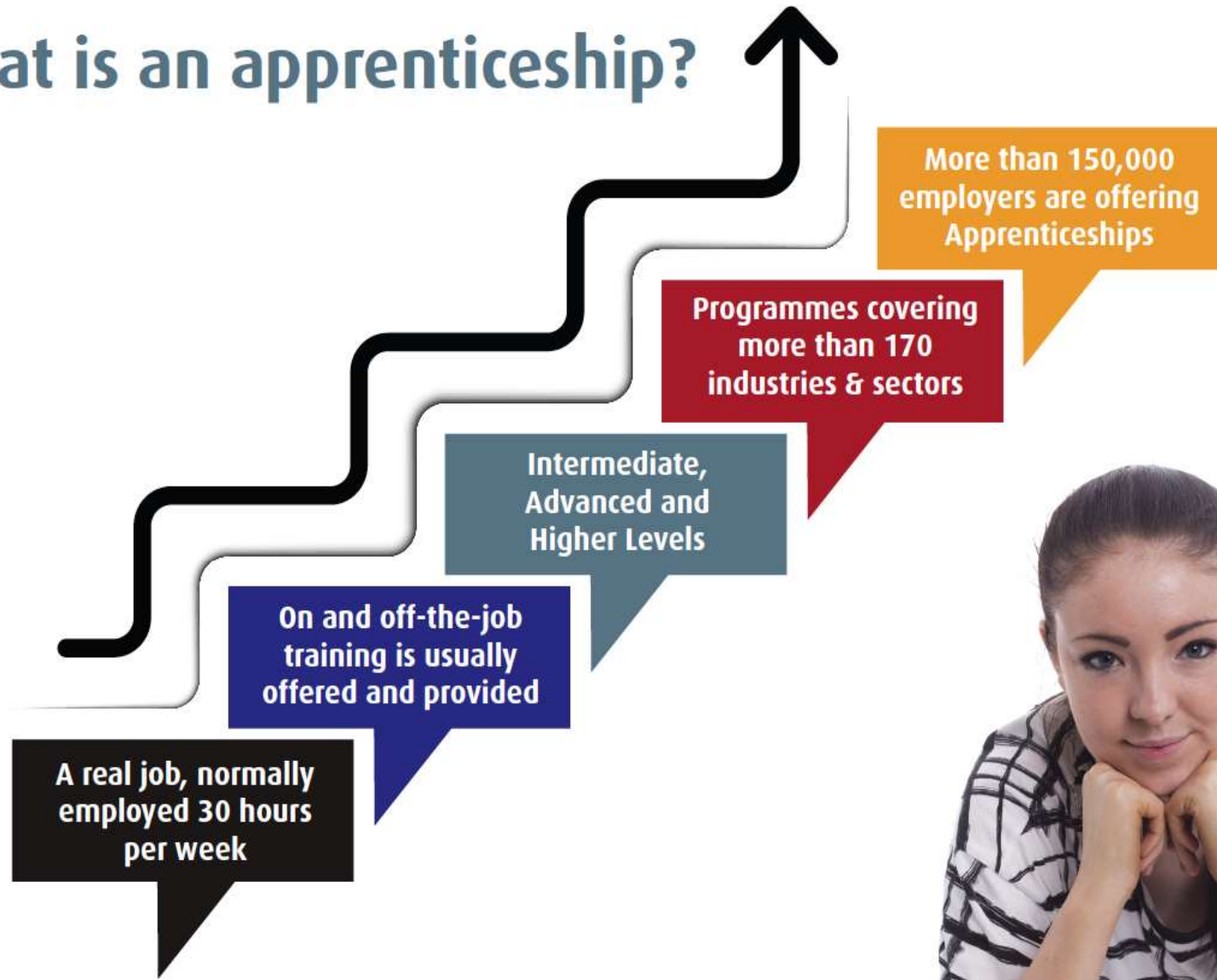


# Background on Apprenticeships

- An apprenticeship is a real job with a contract of employment, that enables the candidate to earn while they learn and plan for their future.
- After finishing, 85% of qualified apprentices stay in employment, with an impressive 64% remaining with the same employer.
- In recent studies, it was found that 32% of ex-apprentices receive a promotion within 12 months of finishing their programme.
- Employers think that qualified apprentices are 15% more employable than those with other qualifications, according to new research.



# What is an apprenticeship?



# What's in it for your business?

- Significant reduction in training and recruitment costs.
- Increase in productivity and positive impact on your bottom line.
- The development of a skilled, motivated and qualified workforce.
- Improvements to your customer service results.
- Provides a tangible financial return on your initial investment.
- Properly addresses skills gaps and shortages within your business or organisation.
- Helps you to motivate and encourage your workforce to achieve more.



# Maxim

*Business Training*

- Bespoke and tailored apprenticeships delivery.
- High quality, calibre team.
- National delivery options.
- Access to different funding streams.
- Drive and enthusiasm to work with companies on the trailblazers.
- Joint PR putting your company at the forefront of skills.



Any questions?



# Thank You



# Highways & Transport in Macclesfield

**Improving our infrastructure**

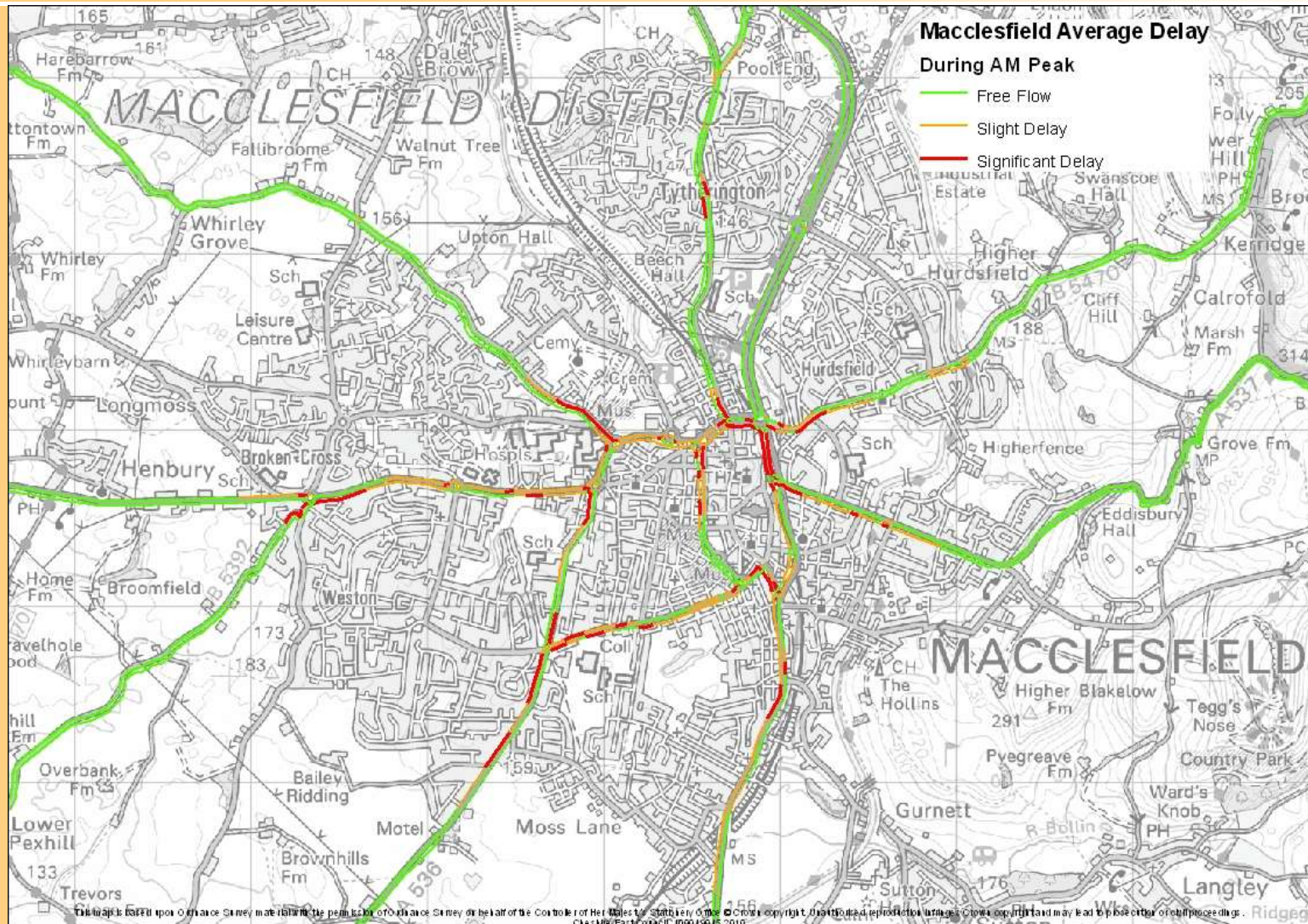
Paul Griffiths,  
Infrastructure Delivery Manager



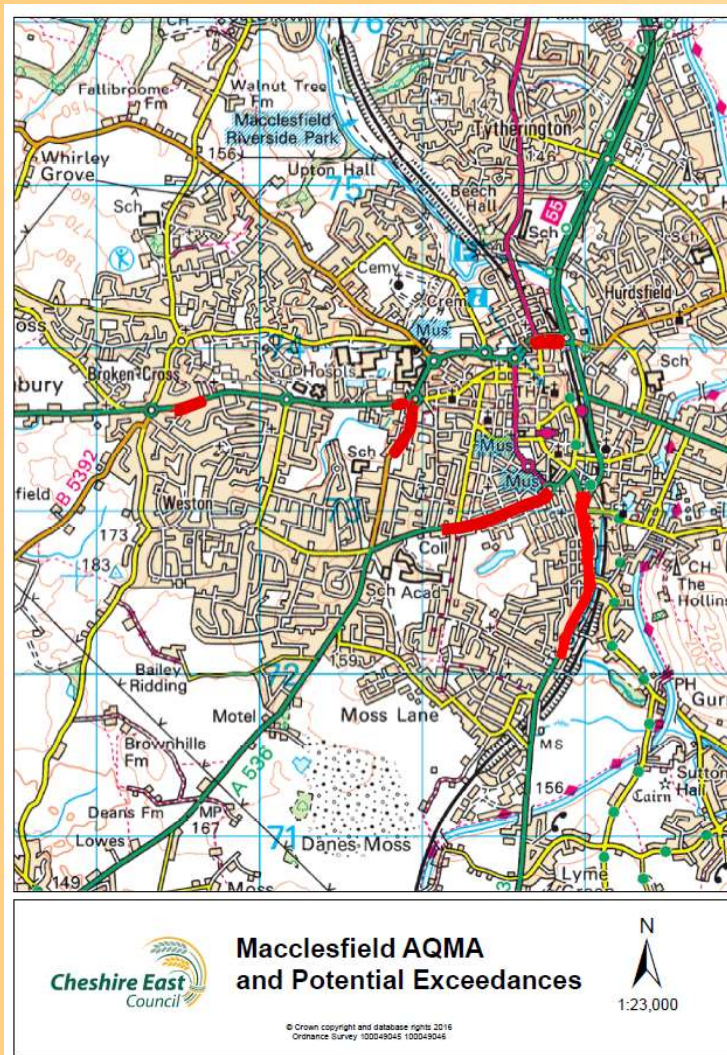
## 1. Current transport situation

- **Traffic congestion is experienced in rush hour; similar to many urban areas across the Borough.**
- **In comparison to most City centres and the adjacent Greater Manchester conurbation, congestion is relatively low.**
- **Public Transport network is second biggest in the Borough, 70% commercially operated.**
- **Relatively good North-South rail services.**
- **Poor highway links to Motorway network.**

## 2. Typical Traffic.....



## 2. Related Air Quality issues..



*CEBC are currently undertaking a detailed study of Air Pollution in the town following monitoring data that reveals potential exceedances of the EU limit value for Nitrogen Dioxide in a number of areas. If these exceedances are confirmed it could lead to the declaration of further Air Quality Management Areas. The study will be completed by July 2016 and published shortly thereafter.*

### 3. Future Development Pressure (2010 - 2030)



Site	Dwellings		Employment Site Area	Food Retail Gross Floor Area
	Houses	Apartments		
Central Macclesfield	350	150	0	0
South Macclesfield Development Area	1,050	0	5 Ha	5,000 sqm
Fence Avenue	250	0	0	0
South West Macclesfield (accessed off Congleton Road)	300	0	10 Ha	0
South West Macclesfield (accessed off Chelford Road)	200	0	0	0
Gaw Lane End	300	0	0	0
Whirley Road	150	0	0	0
Existing employment sites	0	0	1.83 Ha	0
<b>Total</b>	<b>2,600</b>	<b>150</b>	<b>16.83 Ha</b>	<b>5,000 sqm</b>

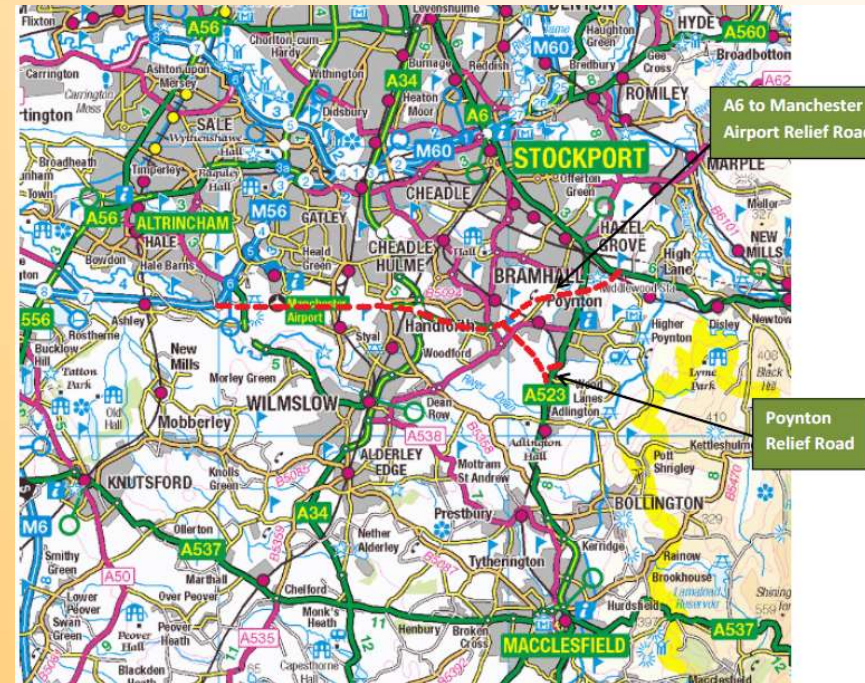
Plus commitments (615) and completions of (835). **Total 4200**

- Local Plan highlights need to restrict development in Green Belt.
- SW Macc area shown as Safeguarded land for the future (post plan period). Opens prospect for future link road.

## 4. Improving Access to/from Macclesfield



Congleton Link Road (open c2020)

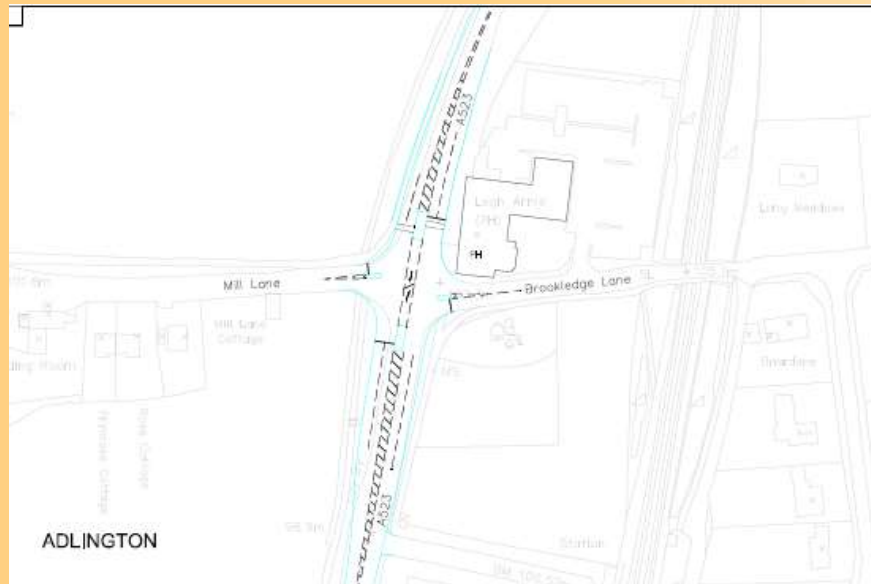


Poynton Relief Road and A6-Airport Link Road (open c2019)

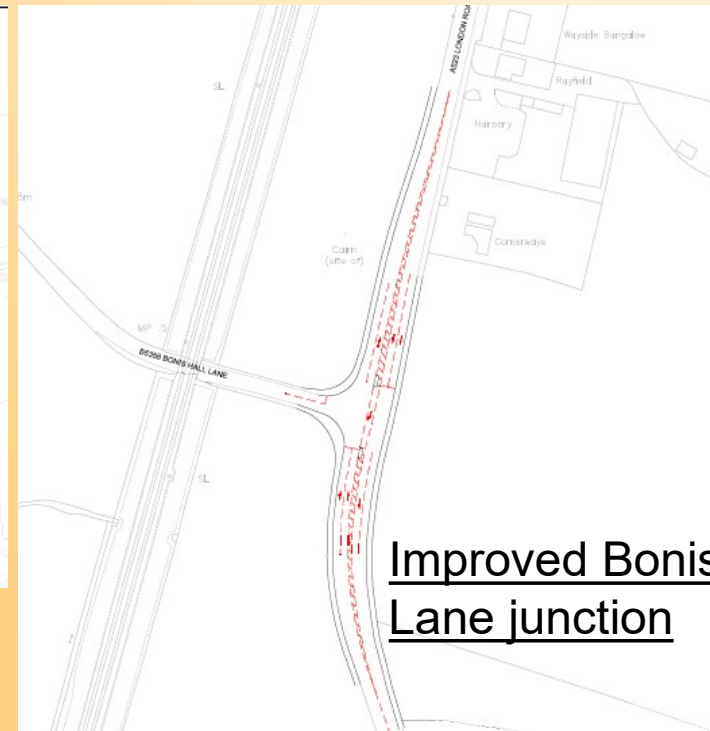
Committed schemes with Government funding; improving access to Macclesfield from both the North and South.

## 5. Improving Access to/from Macclesfield – A523 improvements

- As part of Poynton Relief Road, improvements planned to A523 (Macclesfield to Poynton) corridor.....



Improved Adlington X roads



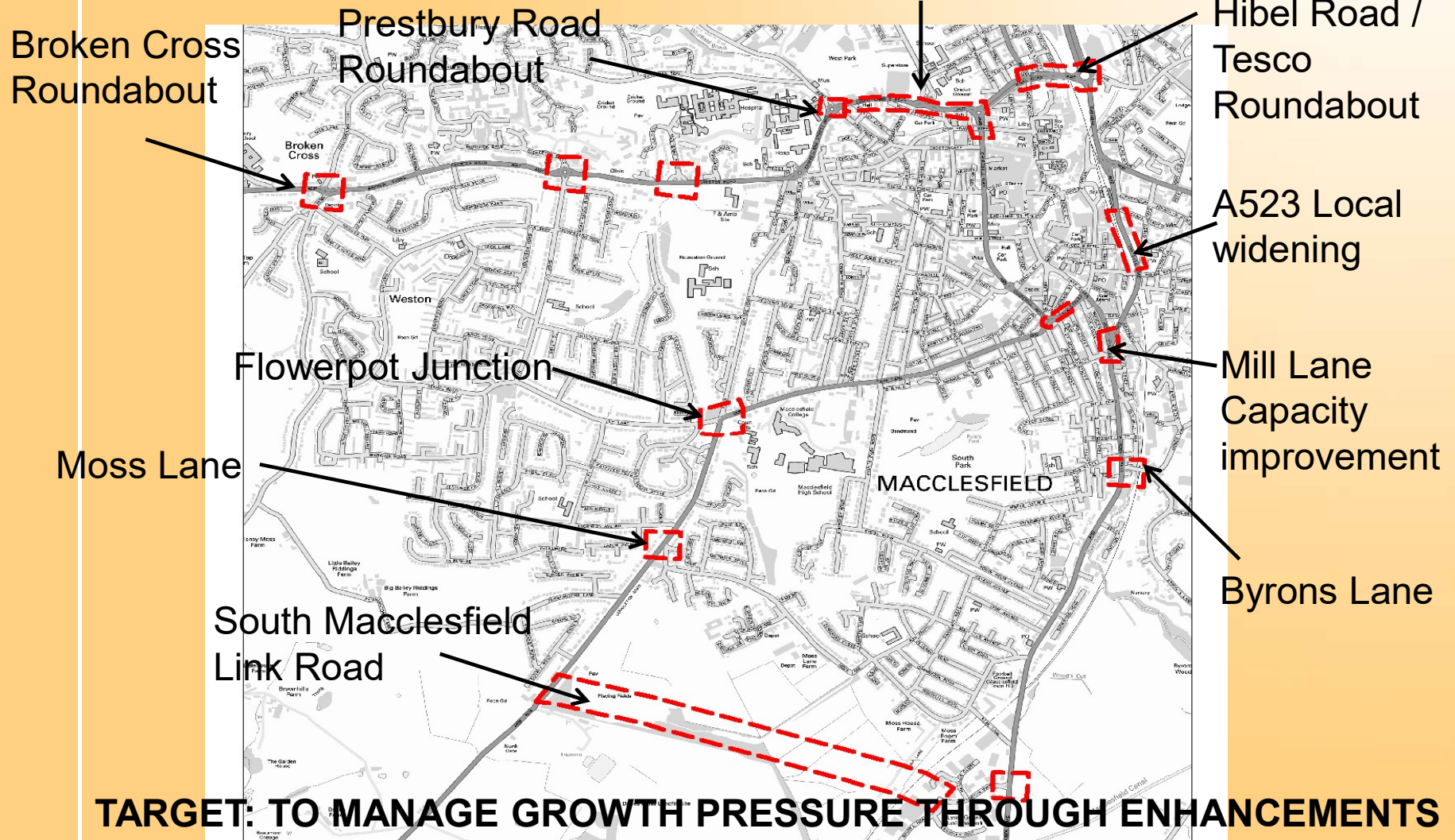
Improved Bonis Hall Lane junction

- A refresh of the cross boundary transport study (SEMMMS) is under way to review what future investment should be prioritised: both in public transport and new transport infrastructure.

# 6. Making the most of existing infrastructure



Cumberland Street  
Capacity improvements



# 6. Highway Mitigation Measures

Location	Scheme Description
Silk Road	<ul style="list-style-type: none"> <li>- Silk Road / Hibel Road junction and Hibel Road improvements</li> <li>- A523 Silk Road and Mill Lane minor lining and widening improvements, and coordination of signals</li> </ul>
Chester Road	<ul style="list-style-type: none"> <li>- A537 Chester Road / Ivy Road roundabout improvements</li> <li>- A537 Chester Road / Fieldbank Road junction improvements</li> <li>- Broken Cross roundabout improvements</li> </ul>
Cumberland Street	- Cumberland Street corridor capacity improvements
Churchill Way	- Provision of right-turn filter at junction with King Edward Street
Congleton Road	- Flowerpot junction improvements
Park Lane	- A536 Park Lane / Churchill Way roundabout improvement and Park Lane widening
Prestbury Road	- Prestbury Road / Cumberland Street roundabout improvements
Byron's Lane	- Signal optimisation and/or upgrade
Moss Lane	- Signalisation of existing junction with Congleton Road



## 7. Local Schemes



- Priorities for early delivery:

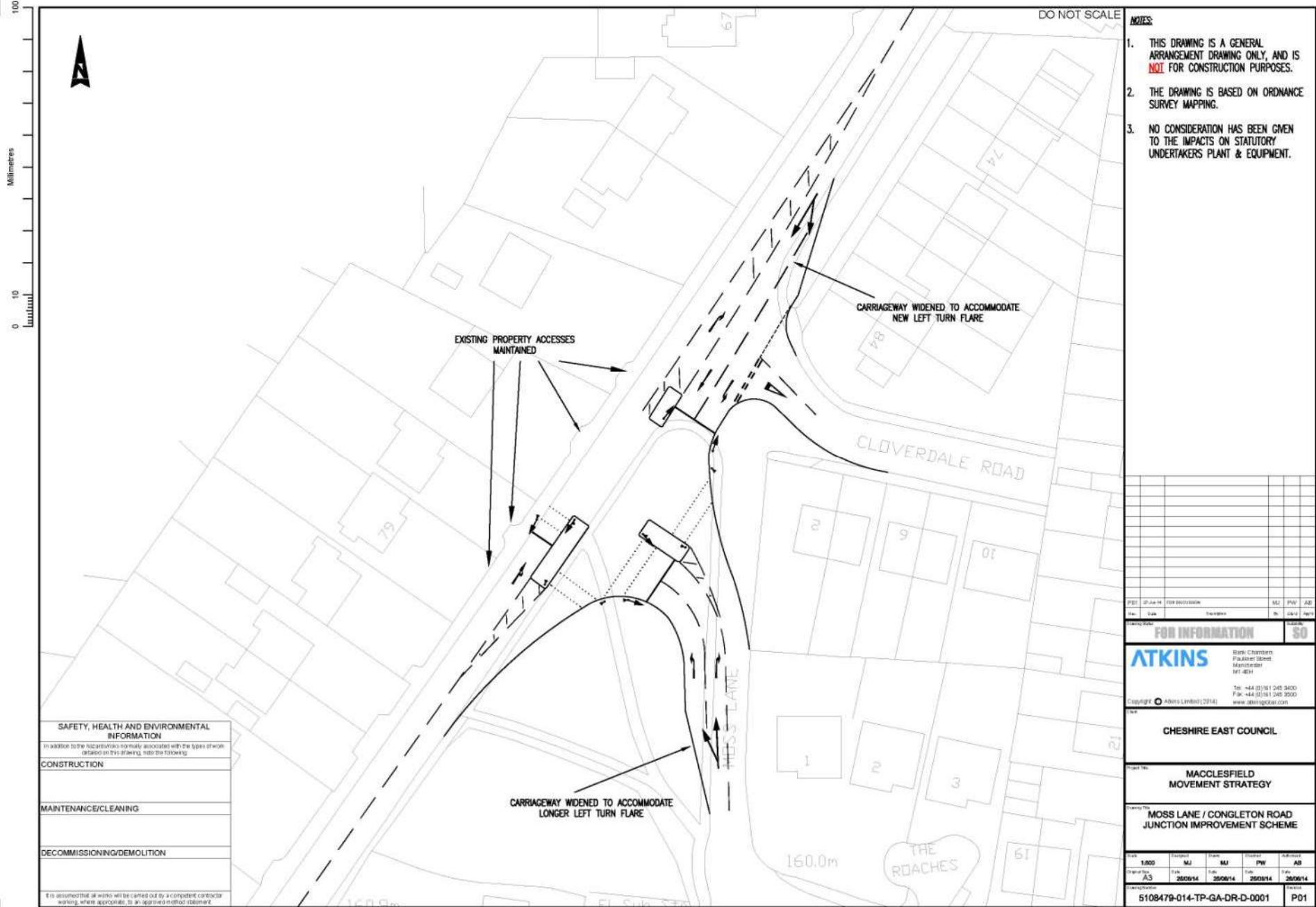
A536 Congleton Road / Park Lane junction – ‘The Flowerpot’

Moss Lane / Congleton Road

Silk Road Lane Markings

Mill Lane Northbound Capacity Improvements

- **Based on ease of delivery / impact and emerging phasing of development**
- **Currently developing a ‘Movement Strategy’ to target additional investment in sustainable travel, building on already strong foundations.**
- **CEC FUNDING of £6.1m allocated towards improvements; plus developer contributions.**



DO NOT SCALE

- NOTES:**
- THIS DRAWING IS A GENERAL ARRANGEMENT DRAWING ONLY, AND IS **NOT** FOR CONSTRUCTION PURPOSES.
  - THE DRAWING IS BASED ON ORDNANCE SURVEY MAPPING.
  - NO CONSIDERATION HAS BEEN GIVEN TO THE IMPACTS ON STATUTORY UNDERTAKERS PLANT & EQUIPMENT.

Millimetres  
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**SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION**

In addition to the precautions normally associated with the types of work detailed on this drawing, note the following:

<b>CONSTRUCTION</b>
<b>MAINTENANCE/CLEANING</b>
<b>DECOMMISSIONING/DEMOLITION</b>

It is assumed that all works will be carried out by a competent contractor working, where appropriate, to an approved method statement.

REV	DATE	BY	CHKD	APPD

**FOR INFORMATION** **50**

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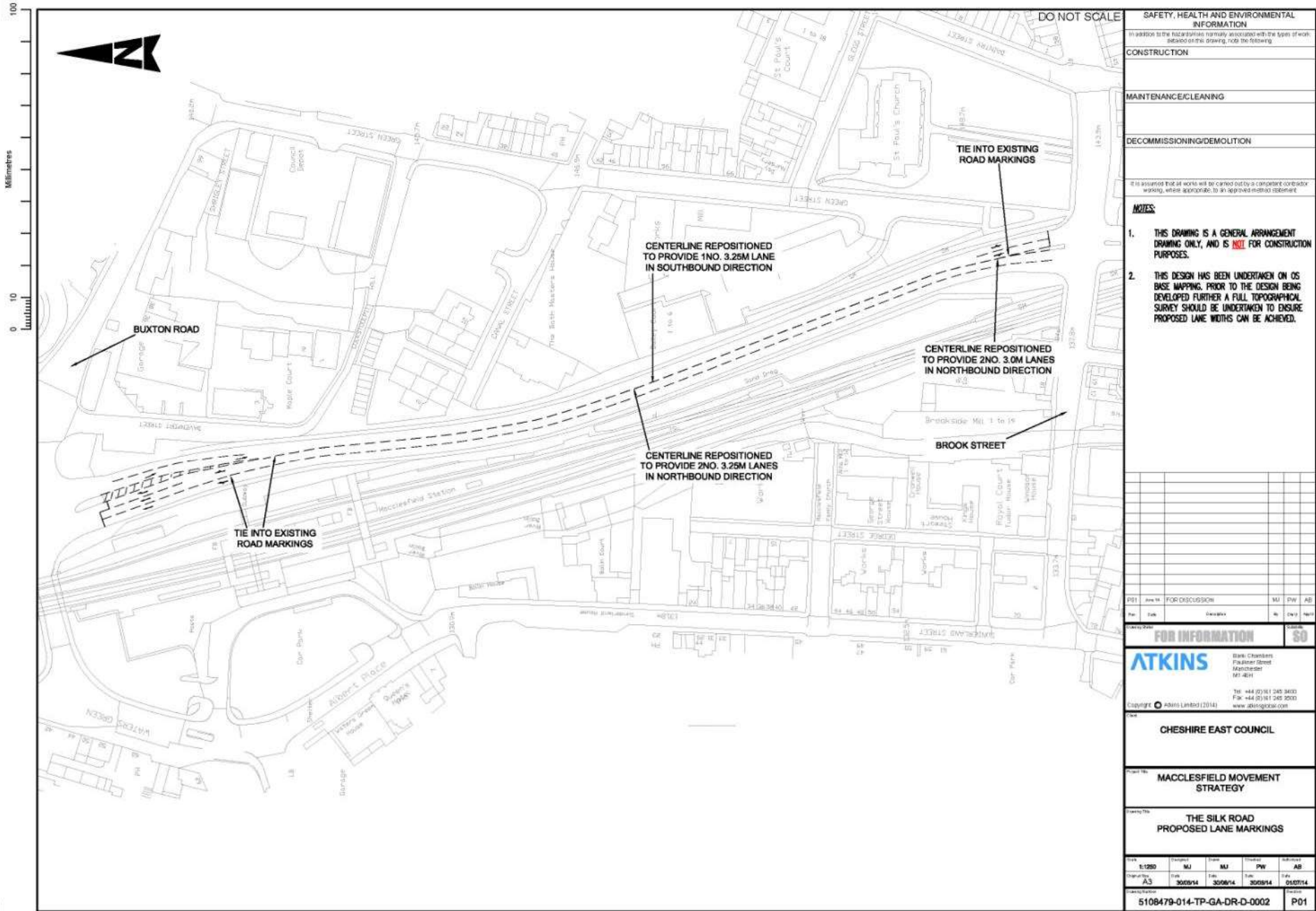
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**CHESHIRE EAST COUNCIL**

**MACCLESFIELD MOVEMENT STRATEGY**

**MOSS LANE / CONGLETON ROAD JUNCTION IMPROVEMENT SCHEME**

Scale	1:200	Drawn	MJ	Checked	MJ	Approved	PW	Address	AB
Drawing No.	A3	Date	26/09/14	Date	26/09/14	Date	26/09/14	Date	26/09/14
Drawing/Revision	5108479-014-TP-GA-DR-D-0001	Sheet	P01						



**SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION**

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2. THIS DESIGN HAS BEEN UNDERTAKEN ON OS BASE MAPPING. PRIOR TO THE DESIGN BEING DEVELOPED FURTHER A FULL TOPOGRAPHICAL SURVEY SHOULD BE UNDERTAKEN TO ENSURE PROPOSED LANE WIDTHS CAN BE ACHIEVED.

P01	Rev 01	FOR DISCUSSION	SU	PW	AB
File	Date	Description	By	Drawn	Checked

**FOR INFORMATION**

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 Fax: +44 (0)181 245 2500  
 www.atkinsglobal.com

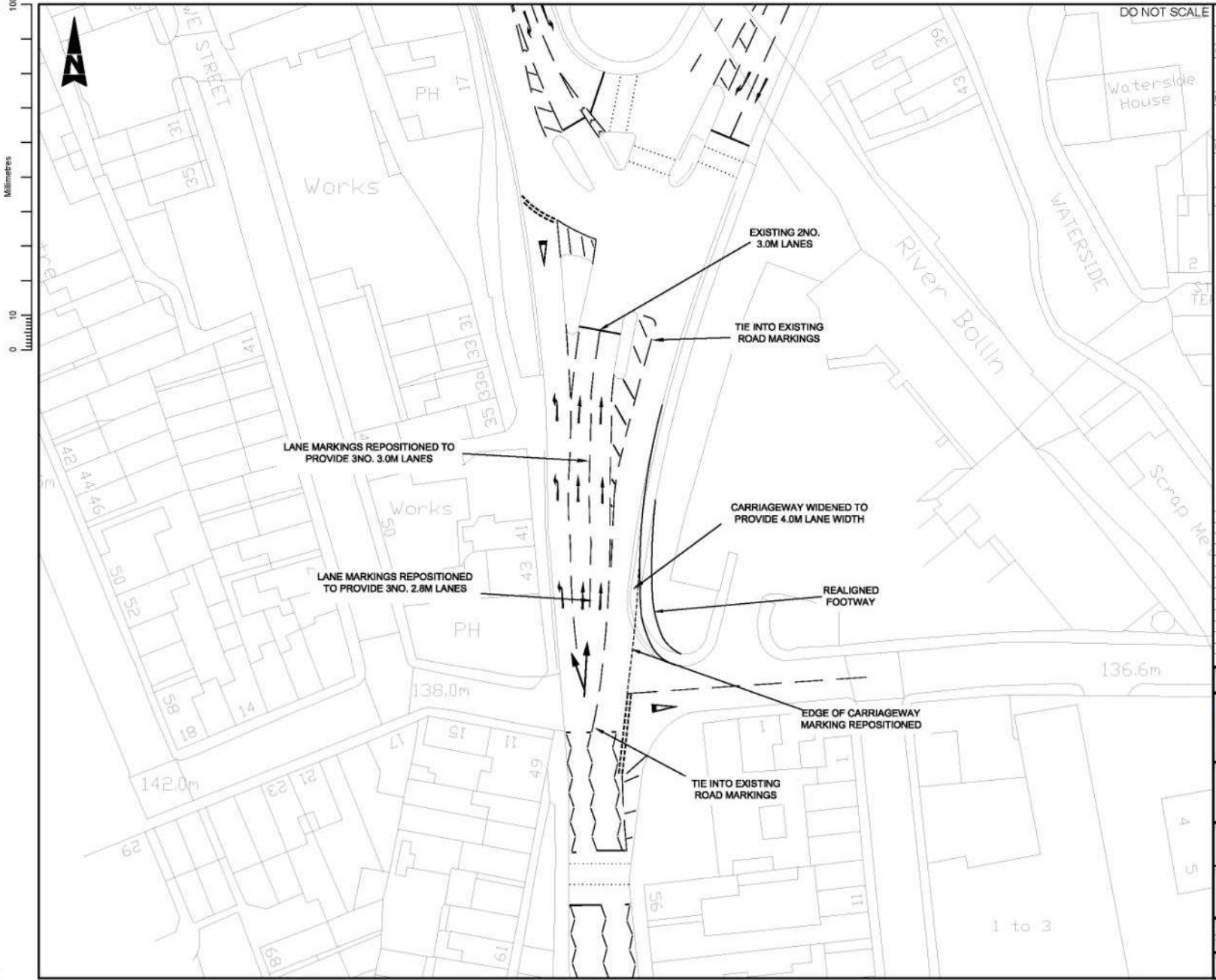
**CHESHIRE EAST COUNCIL**

**MACCLESFIELD MOVEMENT STRATEGY**

**THE SILK ROAD PROPOSED LANE MARKINGS**

Drawn	Checked	Drawn	Checked	Approved
1:1280	MJ	MJ	PW	AB
Design No.	AS	3008/14	3008/14	3008/14
Drawn Date				
5108479-014-TP-GA-DR-D-0002				P01

Millimetres  
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<b>DO NOT SCALE</b>		<b>SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION</b>																
In addition to the hazard details normally associated with the types of work detailed on this drawing, note the following:																		
<b>CONSTRUCTION</b>																		
<b>MAINTENANCE/CLEANING</b>																		
<b>DECOMMISSIONING/DEMOLITION</b>																		
It is assumed that all works will be carried out by a competent contractor working, where appropriate, to an approved method statement.																		
<b>NOTES:</b>																		
1. THIS DRAWING IS A GENERAL ARRANGEMENT DRAWING ONLY, AND IS <b>NOT</b> FOR CONSTRUCTION PURPOSES.																		
2. THIS DESIGN HAS BEEN UNDERTAKEN ON OS BASE MAPPING. PRIOR TO THE DESIGN BEING DEVELOPED FURTHER A FULL TOPOGRAPHICAL SURVEY SHOULD BE UNDERTAKEN TO ENSURE PROPOSED LANE WIDTHS CAN BE ACHIEVED.																		
3. NO CONSIDERATION HAS BEEN GIVEN TO THE IMPACT ON STATUTORY UNDERTAKERS PLANT AND EQUIPMENT.																		
<table border="1"> <tr> <td>PREP</td> <td>DATE</td> <td>FOR INFORMATION</td> <td>MJ</td> <td>PW</td> <td>AB</td> </tr> <tr> <td>Rev</td> <td>Date</td> <td>Description</td> <td>By</td> <td>CAV</td> <td>Appr</td> </tr> </table>		PREP	DATE	FOR INFORMATION	MJ	PW	AB	Rev	Date	Description	By	CAV	Appr	<table border="1"> <tr> <td colspan="2"><b>FOR INFORMATION</b></td> <td><b>SO</b></td> </tr> </table>		<b>FOR INFORMATION</b>		<b>SO</b>
PREP	DATE	FOR INFORMATION	MJ	PW	AB													
Rev	Date	Description	By	CAV	Appr													
<b>FOR INFORMATION</b>		<b>SO</b>																
<p>Bark Chambers Fulmer Road Marlborough Wiltshire</p> <p>Tel: +44 (0)181 240 3400 Fax: +44 (0)181 240 3500 www.atkinsglobal.com</p>		<p>Copyright © Atkins Limited (2014)</p>																
<b>CHESHIRE EAST COUNCIL</b>																		
<b>MACCLESFIELD MOVEMENT STRATEGY</b>																		
<b>PROPOSED MILL LANE NORTHBOUND CAPACITY IMPROVEMENTS</b>																		
Scale	1:500	Drawn	MJ	Checked	PW	Approved	AB											
Signature	A3	Date	05/07/14	Date	05/07/14	Date	05/07/14											
Drawing Number	5108479-014-TP-GA-DR-D-0003					Revision	P01											

# Government Funding



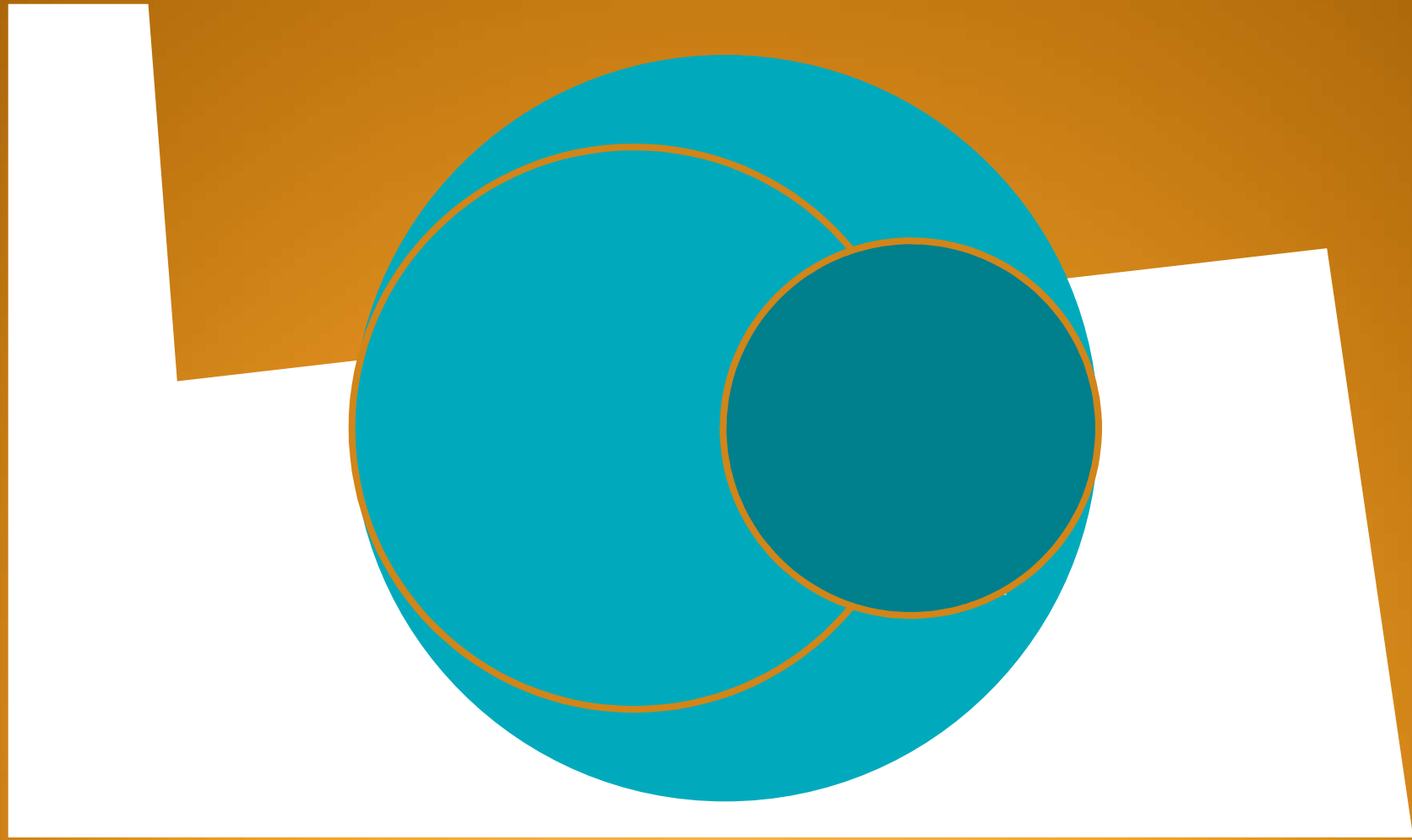
- Subject to LEP support, A bid to be made for Local Growth Funding to deliver the wider package of highway improvements.
- What are your priorities?

## 5. In Summary





Lynne Jones  
Karl Wallace



**BARNABY FESTIVAL 2016**

17–26 JUNE







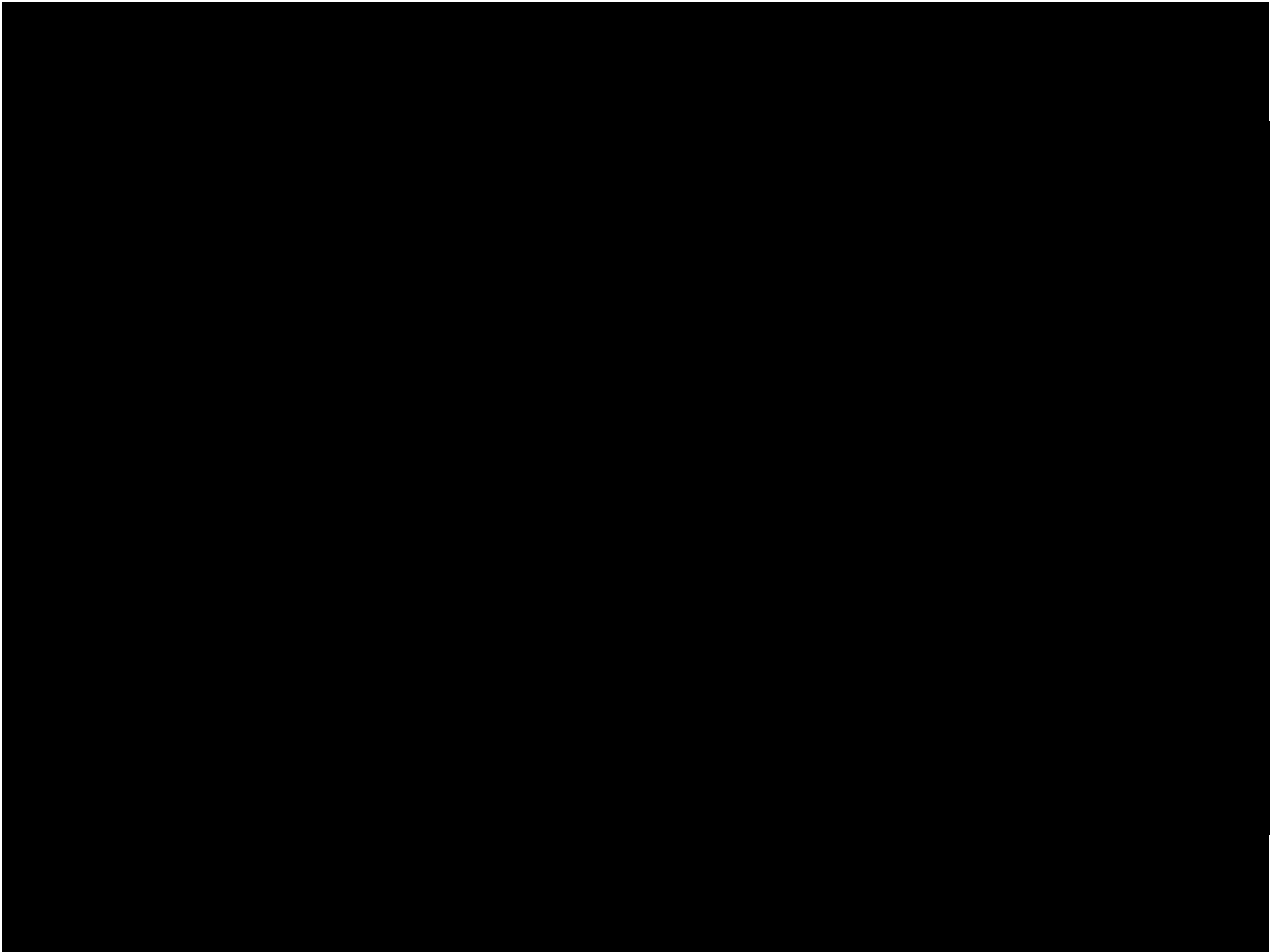






**LA  
LUNE**

18 - 25 JUNE 2016  
BARNABY FESTIVAL  
MACCLESFIELD



The poster features a central image of a full moon with the text 'LA LUNE' overlaid. The background is a dark, starry sky with a vertical strip of light-colored, textured material (possibly wood or fabric) running through the center. Several white stars are scattered across the dark background.

# LA LUNE

18 - 25 JUNE 2016  
BARNABY FESTIVAL  
MACCLESFIELD

**TICKETS ON SALE NOW!**  
<http://barnabyfestival.org.uk/la-lune>

**Make it**  
**Macclesfield**

Closing Remarks

Clare Hayward/David Rutley