Putting Macclesfield on the modern Silk Road map

GRAHAM BARROW
Macclesfield Silk Heritage Trust
About me

- Trustee of the Macclesfield Silk Heritage Trust
- Heritage and Tourism Consultant with TEAM Tourism Consulting and with Imagemakers
- Former Director of the UK national Centre for Environmental Interpretation
- Partner in TEAM (China) based in Xi’an
- Resident of Macclesfield for over 25 years
- Travelled half of the Silk Road for 6 weeks in 2010 through China, Kyrgyzstan, Tajikistan and Uzbekistan
Location of Macclesfield
Macclesfield

- Former mill town in Cheshire, population 52,000
- Silk buttons were first made in the 16th century
- First water powered mill came in 1744
- Had some 70 silk mills by the 1830s
- Art College established in 1879
- Town’s football team nicknamed “the Silkmen” formed in 1874

- Macclesfield Silk Heritage Trust established in 1987
Macclesfield School of Art
Macclesfield Silk Museum
Largest Silk Pattern Book Collection in the UK (possibly in the world)
Our Strategy for Macclesfield

- Use silk and the modern Silk Road brand as a central feature of the town’s regeneration
- Create a Silk Quarter in the town with an attractive environment and a blend of old and new buildings
- Develop a national centre for silk, including a rejuvenated and extended silk museum and art gallery
- Establish Macclesfield as the western end of the modern Silk Road
Our Strategy for Macclesfield

- Form links with Xi’an and Shaanxi Province in China (the eastern end of the Silk Road)
- Build an iconic cocoon theatre/art gallery
- Aim to attract national and international visitors
- Launch a new programme of skills training for silk weaving and crafts production
- Get the support of the UNWTO Silk Road Programme
The Silk Roads
ancient and modern
Make it Macclesfield Logo
Silk Road Planning Guide
Paul Wilson
UNWTO Silk Road Project Visits Macclesfield
Macclesfield visits Xi’an
Special event in Xi’an

THE NEW SILK ROAD JOURNEY

FOCUSING ON THE CREATIVE INDUSTRIES

CULTURE AND BUSINESS COOPERATION FORUM

Hancheng Wetlands Ecotourism Project Signing Ceremony

韩城湿地生态旅游项目签约仪式
Aims and aspirations

- Opportunity for growth in business and tourism
  为商业和旅游业提供增长机会

- Build relationships between Cheshire East and Shaanxi Province
  在东彻斯特和陕西省之间建立关系

- Long term relationships between Macclesfield and Cheshire East as a Silk Road destination
  在东彻斯特和麦克尔斯菲尔德之间建立以新丝绸之路为目的地的长期合作伙伴关系

- Unique collaboration between the UK and China - a simultaneous / mirrored building project
  英国和中国同步/镜像建设项目的独特合作经历
Silk Goods Made in Macclesfield
Macclesfield Silk Quarter

1. Silk Centre
   Silk Museum extended into former mill, gallery and office space and public areas.

2. Cocoon
   Redevelopment and arts centre, including theatre, gallery and public areas.

3. Duke's Square
   Redevelop former nightclub, create new public square with open space up to Silk Square. Duke's Court to be opened up. New public space and open area.

4. Depot Mill
   New build residential block with apartments and offices on the site of Silk House.

5. Savings Bank
   Redevelop former bank, retain façade of the former savings bank, new buildings.

6. Hotel
   New build hotel on the site of the former Duke's Court, new public area.

7. Park Green
   New green space incorporating existing public areas, new public places and enhanced public realm.
Cocoon Theatre
Silk Roads Festival and Conference in 2014 or 2015
Thank you

Graham Barrow

Email: grahambarrow@team-tourism.com
Tel: +44 (0) 1625 573807