



## PRESS RELEASE

### Macc2020 wins government backing to create a Green Deal Masterplan for Macclesfield

Macc2020, Macclesfield's Transition Town group, has been awarded a major grant from the Department of Energy and Climate Change (DECC) for its ambitious project to maximise the impact of the Green Deal in Macclesfield.

The **Green Deal** is a flagship government project that aims to stimulate economic regeneration by decarbonising the built environment. By making our homes, business premises and public buildings energy and resource efficient, more comfortable to live in, healthier and less expensive to run, DECC estimates over 250,000 new jobs will be created in the insulation industry alone. Described as the greatest civil engineering challenge since WW2, the extensive eco-retrofitting programme promoted through the Green Deal will make existing buildings less damaging to the environment, more resilient to increases in fossil fuel costs, and fit for the 21st Century.

The government's Local Energy Assessment Fund (LEAF) grant will enable Macc2020 to deliver a comprehensive GD strategy for Macclesfield, based around three core themes:

- **Communication and engagement:** events and materials to help people, businesses and organisations understand how the Green Deal works and how it could help them save money and carbon emissions.
- **Research and information:** a comprehensive survey of the town's buildings to understand how much money and carbon we could save through the Green Deal; a reference library of energy efficiency studies to help homeowners work out which is the best approach for them; and a local renewable energy options appraisal.
- **Planning for green growth:** A strategy developed with key partners (including Cheshire East Council and Macclesfield College) to ensure that Macclesfield gets the maximum possible benefit from the Green Deal's potential for increased employment and economic development.

"We're really excited about the opportunities created by this grant," said Macc2020 Chairman, David Gooda. "Cheshire East has one of the biggest carbon footprints per person in the country, and we hope that the work we will now be able to undertake will kick-start a programme to improve the town's energy efficiency in a way which benefits local people and local business."



Funded by DECC

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### Notes to editors:

The voluntary steering group for the Macc2020 Green Deal Masterplan is David Gooda, Eliot Warrington and Mike Rance. For more information on Macc2020 and the Green Deal please email [macc2020mail@googlemail.com](mailto:macc2020mail@googlemail.com)