

Report to: Events and Town Centre
Management Committee



Report Ref: E1902
Meeting Date: 1st July 2019
Agenda Item: 8
Prepared By: Town Centre Manager

Subject: Town Centre Manager's Report

1.0 TOWN CENTRE MANAGEMENT UPDATE

1.1 BUSINESS IMPROVEMENT DISTRICT

A detailed email was sent to all town centre businesses in early June. The email contained detailed overview of BIDS including a link to last year's presentation. At the end of the email the businesses were asked to vote YES or NO whether they wished for the Knutsford Town Council to progress the BID to feasibility study. The Town Centre Manager will report back to the committee with the results once the survey is closed.

1.2 GB HIGH STREET OF THE YEAR

The Town Centre Manager is leading a submission to enter the above awards in the Champion High Street Category. The deadline for entries is midnight on 4th July. Help has been provided from Jonathan Farber and Rachel Bishop.

1.3 BENCHMARKING

The Town Centre Manager has undertaken a small programme of benchmarking with the help of Knutsford Hosts. However, it has been increasingly difficult to get volunteers to undertake this considerable task and it is considered that a budget should be allocated for future benchmarking programmes. A full report will be in the next committee meeting.

1.4 FLASH FASHION KNUTSFORD

This event took place on 17th May and was a collaboration between fashion shops facilitated by the Town Centre Manager. 15 shops took part with competitions, models, raffles, personal shopping, beauty pop-ups. The event was successful with one shop reporting a trebling in turnover compared to a 'normal' Saturday.

1.5 KNUTSFORD BUNNY HOP

This took place on Easter Saturday with sponsorship from Bella Marketing, Mere Day Nursery, Little Waitrose and Mr Simms. The sun shone and around 40 businesses took part and 250 completed entry forms. The Town Centre Manager spoke with businesses after the event and the consensus was that the event should be moved to a Saturday before the Easter holidays to maximise participation. In

addition it is suggested that a bookmark is printed saying 'I completed the Bunny Hop 2020' to encourage children to complete the whole trail.

1.6 PUB IN THE PARK

This was held in The Lambing Shed between 7-9 June and 'Knutsford' had a small, complimentary stand staffed by officers, volunteers and Cllrs Malloy and Coan. The stand promoted all things Knutsford including Taste Knutsford and Knutsford Music Festival.

1.7 TASTE KNUTSFORD

The following tours have been held since the last report:

Friday 1 st Feb	4	Saturday 2 nd Feb	10
Friday 5 th April	4	Saturday 9 th March	14
Friday 10 th May	10	Saturday 6 th April	5
		Saturday 11 th May	4
		Saturday 25 th May (private)	13
		Saturday 15 th June	12

A meeting was held between the Town Centre Manager and Richard Milkins of Cheshire East Council/ Marketing Chester and Cheshire early in June, this resulted in him providing sponsorship to produce a 'Taste Knutsford' version of the shopping map. This will be distributed to the usual channels and via Gateway Cheshire.

New recruits to the tour are Rose and Crown, The Tea Room and The Courtyard Coffee Shop. The Town Centre Manager is holding talks with the new owners/managers of The Freemasons and The Old Sessions House.

1.6 DEMENTIA FRIENDLY TOWN

PCSO Pountain and has now been briefed on the above and The Town Centre Manager will be working with PCSO Pountain and Paula Lambe of The Friendship Café to re-start this initiative.

1.7 60 KING STREET

The Town Centre Manager is working with different business sectors of the town to use the window space in 60 King Street to promote their businesses and reduce the impact of the empty unit. The intention is that this will rotate through different businesses including fashion, florists for the RHS Show, art galleries etc. It is planned to use it as an exemplar with other landlords to encourage them to do the same.

1.8 RHS TATTON SHOW

A meeting was held in late June with award winning florist Ian Lloyd and RHS judge at the Forum of Private Business. This was a workshop for any business who wishes to enter the RHS Shop Display

competition. Promotion has started to the businesses to enter both the public and RHS competitions. Knutsford Market Hall is taking place for the first time.

The RHS has agreed, for the first time, to allow the Town Council to send copy and photos to promote the town to be included into an email they send to their mailing list.

1.9 FLOWERS IN WALLWOOD

Around 20 schools and nurseries are taking part in this event with flowers 'planted' in Wallwood throughout the duration of the show. RHS judges will be visiting the display as well.