

Report to: Events and Town Centre
Management Committee



Report Ref: E1907
Meeting Date: 30th September 2019
Agenda Item: 10
Prepared By: Town Centre Manager

Subject: Late Night Shopping Event

1.0 BACKGROUND

The Town Centre Manager met with members of Knutsford One and they were keen to host a late-night shopping night on Thursday 5th December. 2019 has been a difficult year for UK retail generally and Knutsford is not immune to this with the current vacancy rate around 6%. This event is to encourage residents and visitors alike to shop in Knutsford, to reinforce the message that much of their Christmas shopping can be done locally and promote that many *bricks and mortar* shops also offer a click and collect or online service

2.0 THE EVENING

The shops in the town centre will stay open until 8pm. There will be Father Christmas, a local choir and a chestnut seller funded by Knutsford One. To encourage footfall into the shops all shoppers will be given a raffle ticket for a prize draw with any purchase from a participating shop. Prizes have yet to be finalised but will include a beauty, home wear and dinner, bed and breakfast at any Flat Cap Hotel. This raffle will be drawn by the Town Mayor on the steps of The Courthouse.

It is also intended for the evening to offer beauty and hair sessions, wreath making workshops, mulled wine and food tastings and a gift-wrapping service. Knutsford Market Hall will also stay open. The evening will be organised by Knutsford One with facilitation and support from the Town Centre Manager.

The evening will be promoted by via social media, the retailers themselves and press releases.

However, for the evening to be successful this promotion needs to be complemented by a leaflet and poster campaign to ensure reach across all demographics. It is requested that the committee considers supporting the event by funding this. The posters would reflect the branding of the council's Christmas event marketing for 2019. The costs for this are:

Design of leaflet and poster	£180
Print (10,000)	£150
Leaflet delivery	£350
Total	£680

Door to door distribution of the leaflet is recommended to maximise reach and, on the reverse, could promote council events.

Whilst the committee does not have specific provision for these costs, it is set to deliver the Pumpkin Path £400 under budget thanks to sponsorship from local businesses and generated an additional £80 surplus on the production of the 2019 shopping map.

3.0 RECOMMENDATION

The committee should consider the support of the initiative as outlined and within the approved budget.