

**Report to:** Events and Town Centre  
Management Committee



**Report Ref:** E1911  
**Meeting Date:** 25<sup>th</sup> November 2019  
**Agenda Item:** 7  
**Prepared By:** Town Centre Manager

**Subject:** Town Centre Manager's Report

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### **1.1 High Street Hero**

The Town Centre Manager successfully nominated Peter Murray of Pulse of Perfumery for GB High Street's High Street Award. The awards ceremony (which has been postponed due to the election) is to take place on 23<sup>rd</sup> January in Edinburgh. This award is part of GB High Street Awards run by Department for Housing, Communities, and Local Government and is a national award with strong competition. The Town Centre Manager is still pursuing feedback regarding Knutsford's submission in the High Street of the Year category.

### **1.2 TASTE KNUTSFORD**

The following tours have been held since the last report:

October 4 <sup>th</sup>	10
October 30 <sup>th</sup>	10 (private tour)
November 1st	8
November 2 <sup>nd</sup>	7

The scheduled tours have now stopped to re-start in February and the Town Centre Manager is concentrating on promoting gift vouchers over this period and private tours.

The new VisitCheshire.com Taste Knutsford map has been printed and is currently being distributed.

### **1.3 PUMPKIN PATH**

The above took place on 31<sup>st</sup> October and was extremely successful. A planning meeting will take place in early January with key event supporters to examine feedback and ideas for 2020. The event has become hugely popular with reach far beyond Knutsford and it was reported families visited from Birmingham and Leek. Whilst great for the event it is important to balance its popularity with the impact on the shops during the evening.

### **1.4 NABMA Market Awards**

The Town Centre Manager will be entering Knutsford Market Hall in the Britain's Best Small Indoor Market category and has been urging the public to vote for the market as well via a poster, media and

social media campaign. The deadline to vote is November 30<sup>th</sup> with winning markets announced on 30<sup>th</sup> January.

### **1.5 Late Night Shopping**

The Town Centre Manager is working closely with retailers to hold a late-night shopping event on Thursday 5<sup>th</sup> December. There has been a strong support for this event from retailers with around 55 staying open until 8pm that night (excluding bars and restaurants). Promotion is via a leaflet drop, posters, social media plus shop led promotion.

A full entertainment programme is arranged for the evening with Knutsford Beats, Mereside Brass, Abi Chetham and Father Christmas. A raffle ticket will be given with any purchase made in a shop with a prize draw on the steps of The Courthouse at 8pm. All Councillors are invited to come along and support their local high street.