

Report to: Events and Town Centre
Management Committee

Report Ref: E1914
Meeting Date: 27th January 2020
Agenda Item: 7
Prepared By: Town Centre and Marketing Officer



Subject: Town Centre Management Report

1.1 TASTE KNUTSFORD

A total of £2,115 worth of Taste Knutsford vouchers were sold over the Christmas period which was more than double the previous year.

Current 2019/20 tour ticket sales

February 7 th	4
February 8 th	10
March 6 th	2

Current 2020/21 tour ticket sales

April 3 rd	2
May 15 th	4
July 4 th	2
October 3 rd	2

1.2 PUMPKIN PATH

A planning and review meeting is scheduled to take place and the Events Officer will report back to the committee for the March 23rd committee meeting.

1.3 LATE NIGHT SHOPPING

The footfall for the above was disappointing despite a thorough marketing campaign and a full evening's content from Knutsford Town Council. A full review will take place at the next Knutsford One meeting but the general consensus is to have similar content (offers, raffles, entertainment) at a Saturday in spring to coincide with the last of the free parking Saturdays.

1.4 DIGITAL KNUTSFORD

The Town Centre and Marketing Officer is currently looking at options for providing a digital app and/or website to enable those who work away from town but want to shop local can. A survey has been shared on social media in conjunction with ShopAppy. However, the Town Centre and

Marketing Officer is looking at all options available. A detailed report will be ready for 23rd March meeting.

1.5 TOTALLY LOCALLY

The Town Centre and Marketing Officer has contacted the independent retailers with view to setting up 'Totally Locally' (or similar) in Knutsford. This is a marketing programme to cross promote shops in the town centre and encourage local spending.

1.6 RETAILER TRAINING

The Town Centre and Marketing Officer is to offer a series of Retailer Leadership sessions kindly run by Kevin Jardine of the Retail Excellence Partnership commencing in March.