

REPORT TO EVENTS WORKING GROUP TOWN CENTRE MANAGEMENT REPORT

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Agenda Item 6
Prepared by Town Centre and Marketing Officer



1.0 RE-OPENING OF KNUTSFORD TOWN CENTRE

Sarah Jane King photography spent the day in Knutsford on April 12th and returned to photograph the market hall on April 13th. These photographs perfectly captured the spirit of the day and can be accessed via Knutsford Town Council website or Sarah Jane's website - <https://www.sarahjanekingphotography.com/knutsford-opening>

Sarah Jane will return to Knutsford to capture the re-opening of indoor hospitality and leisure on the 17th of May and the re-opening of The Market Café on May 18th. It is envisaged these will form part of a future exhibition.

The TCMO is also working with John Horsley, an amateur photographer to produce a 'memory book' of photographs of the independent shops who survived the pandemic and returned to open in Knutsford. This book will be held at the Town Council offices, possibly loaned to Knutsford Heritage Centre. It is also envisaged individual prints and possibly whole books could be sold.

2.0 TOWN CENTRE VACANCY RATES

The town centre vacancy rate currently stands at 6%. There have been several new businesses opening (or about to open) in the town centre since lockdown and these include:

1. D13
2. Le Clinique Aesthetics
3. Cheshire House Bar & Grill
4. Spot on Knutsford
5. Paint
6. King & Allen Bespoke Tailoring
7. Deliveroot (Knutsford Market Hall)
8. Silk Mill Menswear (Knutsford Market Hall)
9. The Market Café (changed hands and re-opening on May 18th)
10. Petite Pomme (in the process of opening)
11. Moore Tech & Medical Engineers Recruitment (above the former Santander)
12. Car Deal Reviews (above the former Santander)

The TCMO is currently in the process of visiting all new businesses.

3.0 FLOWERS IN WALLWOOD/RHS TATTON SHOW

The TCMO has contacted all the local pre-schools, nurseries, primary schools, and retirement/care

homes to gauge participation in the above. So far, the response has been positive with many welcoming a chance to take part in a positive and fun community project. The Town Ranger has already assembled the flowers which will be distributed to those taking part in the next few weeks. It is envisaged that the flowers will be placed in the town centre, not Wallwood, to encourage footfall in the town. A map will also be produced. The flowers should be in place a week before the flower show.

The RHS Flower Show returns on Wednesday 21st July to Sunday 25th July and all town centre retailers have been written to and encouraged to participate in the floral walk competition (both council and RHS). The theme for this year is Love.

4.0 TOWN CENTRE FOOTFALL

The footfall figures for Knutsford for March and February were as follows:

Knutsford	National Benchmark
February – 25%	-61%
March - 21	-34.5%

As far as the TCMO is aware this is the last benchmarking figures from CEC. The TCMO is planning to do a footfall/benchmarking survey for Knutsford Market Hall in June. A wider town one (and a market one) is planned for November 2021.

5.0 KNUTSFORD VOUCHER

£330 worth of Knutsford Vouchers were sold in March. TCMO will be increasing the promotion of the vouchers over the coming months and encouraging new business to accept them to. Deliveroot have already signed up. It is interesting to note several local employers buy them as staff rewards. To date, £7050 worth of vouchers have been sold. All £5000 of £10 have been sold with £2050 worth of £5 sold. So far, £2360 worth of vouchers have been redeemed.

6.0 TOWN CENTRE TALK

The second issue of the above has been distributed to community groups, retirement, and sheltered housing as well as the library and Knutsford Market Hall.

7.0 TASTE KNUTSFORD

The TCMO has started the slow re-launch of the above with the first tour scheduled to re-start on Friday July 2nd (although a private tour is potentially to be held on June 26th). All dates are now on the website and two new tour venues are Copper 29 and Cheshire Quality with Wine and Wallop set to return. Bookings are slowly being made, but the TCMO will be doing some sponsored social media posts over the coming weeks.

8.0 SAY HI TO THE HIGH STREET

Cheshire East Council's poster and media campaign has now been launched. CEC recognises the Town Council already have a poster campaign in place, although the TCMO will use #sayhitothehighstreet in social media posts. The short town centre video should be launched very shortly. The speech bubble has been given out to local retailers to use.