

REPORT TO EVENTS WORKING GROUP

WELCOME BACK PACK

Report Reference E-21-04
Meeting Date 17th May 2021
Agenda Item 9
Prepared by Town Centre and Marketing Officer



1.0 BACKGROUND

To encourage shopping local and welcome people back to Knutsford it is proposed a Knutsford branded shopping bag is produced and given away on Saturday 26th June (potentially the first Saturday after restrictions are completely eased). The bags would aim to provide shoppers with information about the town that may be new to them and encourage visitors to the town centre on the day.

2.0 THE PROPOSAL

It is proposed 200 branded bags are produced and filled with marketing literature including Taste Knutsford, Music Festival, Market Hall flyer and the Knutsford Shopping Map. The TCMO will also include a limited number of promotional items from local retailers and Knutsford Heritage Centre.

One shopping bag will contain a golden envelope which will contain a £50 worth of Knutsford Vouchers. The bags will be handed out by volunteers across the town centre and it is also proposed this day will be a free parking day in Knutsford on the Silk Mill, King and Princess Street car parks. The TCMO is also looking at local choirs and/or buskers to be in the street to add a festival feel to the day. The 'hi' speech bubble sign from CEC #sayhitohighstreet will also be given out to local retailers for their own and customer use.

3.0 FINANCIAL COSTS

The cost for the production of 200 tote bags, printed to one side with a three-colour design would be £424. A local design agency has offered to provide the design work at no cost. Including the cost of the Knutsford Voucher prize, the total cost would therefore be £474 and drawn from the Town Centre Marketing budget.

4.0 DIRECTION REQUESTED

Members are asked for their views on the proposal.