

REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE

KNUTSFORD SHOPPING BAG



Report Reference E-21-10
Meeting Date 13th September 2021
Agenda Item 8
Prepared by Town Centre and Marketing Officer

1.0 BACKGROUND

On July 31st 200 bespoke Knutsford tote bags were distributed free (filled with goodies) to lucky shoppers as part of a 'welcome back' initiative. The feedback was very positive and there were requests for these bags to be produced so people can buy them. In addition, there has been additional positive feedback on social media with regards to buying these bags.

2.0 PROPOSAL

It is proposed to order 500 shopping bags. The bags design will match the design of the Welcome Back Pack with a small edit of the strapline from to 'Our High Street is Alive' (as opposed to keep our high street alive)

It is envisaged the bags will be launched in October in time for the autumn/Christmas shopping season. To date four shops have agreed to stock them: Hal Whittaker (30 SOR), Cheshire Quality (10 wholesale), Mr Simms (50 SOR), The Tea Room (50 wholesale). The TCMO is also in talks with Knutsford Heritage Centre. The emphasis will be on buying them in the town centre although they will be available to buy at Knutsford Town Council Offices.

3.0 FINANCIAL COSTS

The cost to produce 500 tote bags, printed to one side with a three-colour design would be £850, creating a unit price of £1.70 (ex VAT). They would be sold to retailers at £2.30 (ex VAT) with a retail price of £3.50 (inc VAT). If all bags are sold a minor surplus of £300 would be realised for the Town Council to offset expenditure on town centre initiatives.

4.0 DECISION REQUIRED

The committee should consider the proposal.



The Welcome Back Bag