

REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE
TOWN CENTRE MANAGEMENT REPORT

Report Reference E-21-18
Meeting Date 24th January 2022
Agenda Item 6
Prepared by Town Centre and Marketing Officer



1.0 KNUTSFORD CHRISTMAS ADVENT

24 videos showcasing independent Knutsford shops were unveiled in a 'Christmas Advent' on Facebook and Twitter. The Mayor of Knutsford led the Christmas Eve advent. The videos have a 'decent' viewing rate with the lowest viewed 190 times and the highest 808 (at the time of writing)

2.0 SAY HI TO THE HIGH STREET/WELCOME BACK FUND

Cheshire East Council, using the Welcome Back fund, have produced a Christmas video for each town. The Knutsford video was circulated early December and has currently was viewed over 2.3k times.

The TCMO and Town Clerk have been liaising with Cheshire East about the purchase of gazebos, deckchairs, folding tables and chairs to be used for future events. The deckchairs have been delivered to the Council Offices and the gazebos will follow in due course. The Town Clerk has also been discussing additional planters.

A series of adverts in the Knutsford Guardian promoting Christmas events were also paid and booked for by Cheshire East.

3.0 TOWN CENTRE VACANCY RATES

Fatface will be closing in January. Hot Cocoa and Kampai have opened on King Street. The Canine Cutting Club has opened in one of the units in what was Broadbents with the remaining units set to be open early in the new year. This has meant the vacancy rate is fairly stable at just over 5.

4.0 TOWN CENTRE FOOTFALL

Cheshire East Council is still receiving footfall figures from Visitor Insights and for Knutsford they are as follows –

September	40% increase compared to September 20 16% increase compared to September 19
October	38% increase compared to October 20 20% increase compared to October 19
November	32% increase compared to November 20 8% decrease compared to November 19

5.0 KNUTSFORD VOUCHER

A total of 59 £5 vouchers and 102 of £10 vouchers have been sold in the run up to Christmas (November/December). Hot Cocoa, Detaljer and I Vape have been added to the scheme.

118 £5 vouchers and 146 £10 vouchers have now expired (expiry 31/12/2021). As previously agreed, these can be redeemed with the council by businesses up to 3 months after the expiry date.

6.0 TASTE KNUTSFORD

The first tour of 2022 takes place in January as a private tour for eight. A further private tour takes place in February (for 10) and the first public tour is February 5th with 7 people currently booked on.

Hot Cocoa has joined as a venue.

7.0 TOWN CENTRE VISITOR MAP

The map was produced and distributed in time for the Christmas Markets.

8.0 SANTA IN THE SHOP

This family friendly took place in December with 78 number of entries received. A live prize draw took place on Facebook with prizes from Waterstones, Mr Simms, Diamond Nails and Hal Whittaker

9.0 HANDOVER

Although the TCMO replacement has yet to be recruited, the current TCMO has written numerous manuals and a month-by-month guide to assist the Town Clerk in the interim and the permanent replacement. Pending work, the TCMO will come back to handover once the new TCMO is in place