

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

Report Reference E-22-01
Meeting Date 13th June 2022
Agenda Item 7
Prepared by Town Centre and Marketing Officer



1.0 TOWN CENTRE INITIATIVES

A social media plan is being developed to feature local businesses for upcoming holidays/events. This will include greater use of video.

The Town Centre and Marketing Officer is currently working with fashion retailers on Flash Fashion Knutsford which will take place on 9th July to coincide with national fashion week.

2.0 TOWN CENTRE VACANCY RATES

Since the beginning of the year, Knutsford has had three new shop openings: Havwoods on Regent Street, Willow Bridal on Princess Street and Doggo General Store on King Street.

Saving Grave events has also moved into the redeveloped Station House.

There are now approximately 10 vacant retail premises in the town centre.

3.0 TOWN CENTRE FOOTFALL

Cheshire East Council provided footfall figures for Jan-Apr 2022 are as follows:

January	53% increase compared to January 2021 19% decrease from January 2019
February	22% increase compared to February 2022 12% decrease from February 2019
March	15% increase compared to March 2021 8% decrease from March 2019
April	5% decrease compared to April 2021 3% decrease from April 2019

4.0 KNUTSFORD VOUCHER

A total of 11 £5 vouchers and 34 £10 vouchers have been sold since the beginning of January. Unredeemed vouchers to the value of £1,985 are now past the expiry date plus three months (expired before 07/03/2022).

5.0 KNUTSFORD MARKET HALL

The architect for the refurbishment of Knutsford Market Hall has now spoken to traders and has been in to take some measurements.

In April we welcomed the newest trader at Knutsford Market Hall, Sabrina's Baby Boutique.

Morgan Edwards are in the process of refurbishing their new shop on King Street. They will be leaving the Market Hall at the end of the summer. Plastic Free Weigh is currently looking for a new operator.

Some enquiries for new stalls have been received and a decision on applications will be taken at the end of June.

6.0 TASTE KNUTSFORD

There have been 7 tours to date in 2022 with a total of 69 guests. Feedback has continued to be positive.

The Cheese Yard is no longer is taking part and Hot Cocoa are temporarily out while the shop is undergoing some work. Kampai are interested in joining and the Town Centre and Marketing Officer is in the process of recruiting other recently opened businesses onto the tours.