

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

Report Reference E-22-13
Meeting Date 3rd April 2023
Agenda Item 7
Prepared by Town Centre Manager



1.0 FLASH FASHION KNUTSFORD

Planning for the above initiative is well underway with the following shops taking part

- Glamorous
- Willow Boutique
- Chalk 33
- Milania Fashions
- Blossom Boutique
- Cocaranti
- Paris Boutique
- The Edit Boutique
- Kanoa Living
- Redress at Dexter and Jones
- Thrifty Ginger at Cancer Research
- Zapatos
- Roberta Redefined pop up at Cocaranti and Willow

There will be a catwalk show run by Laura Davies of Smook Styling at the Lost and Found. Additional shops including Pulse of Perfumery, Hot Cocoa and Clare and Illingworth are providing content for the goody bags and sunglasses for the fashion show. There will be a selfie frame in Cotton Shop Yard. The leaflet is currently being finalised and should be distributed in the next couple of weeks.

2.0 TENNER TRAIL

The 'Tenner Trail' replaces the previously organised 'Fiver Fest' and runs from 3rd April to 15th April and the following shops are taking part:

- Arthur Lee
- Clare and Illingworth
- Clarity Contemporary Jewellery
- Courthouse Cheshire
- Cranford Café
- Detaljer
- Evuna
- Giovanni's
- Hot Cocoa
- Kanoa Living

- Knutsford Olde Sweet Shoppe
- Lost and Found
- Morgan Edwards
- Outside the Box Therapies
- Roberta Beauty Redefined
- Tatton Perk
- The Angel
- The Beauty Club
- The Tea Room
- Willow Boutiques

The offers range from pizza, burger and a beer to a massage and silver earrings. The TCM has noticed that running our own offer affords the council more flexibility and the rise from a 'fiver' to a 'tenner' means more establishments are taking part. However, despite asking numerous times 'essential shops' such as butchers and fruit and vegetables are missing. This means the TCM will promote the trail as 'Easter treats' as opposed to help with cost of living.

3.0 FAMILYFEST

This initiative is in its initial planning stages and is a collaboration between the council and Mini and Moi, Nxstep Gym, Knutsford Olde Sweet Shoppe and Hal Whittaker. The concept is to provide a free (or very minimal charges) day out for families in Knutsford during the summer holidays. Ideas include:

- Joe Wicks style workout
- Sporting challenges
- Activities in shops (story telling, face painting, art classes)
Characters in shops (Woody from Toy Story etc)

The majority of events will be in existing town centre premises (Waterstones, Library etc) with the Scout Hut being used for a afternoon children's party and possibly the sporting challenges.

The date is to be confirmed but will possibly be August 5th or 12th.

Promotion will be via leaflet, posters and social media.

4.0 BUSINESS SKILLS WORKSHOPS

The first series of workshops are nearing the end with Helen Rogers of Knutsford Admin hosting a Canva workshop on 21st March.

The last one takes place on April 17th covering visual merchandising. The TCM will be reviewing the content, delivery and times of the workshops with businesses in late April. This will be to gauge subject relevance and whether zoom is a preferred option. Some businesses with families struggle with evening meetings

5.0 SHOPPING CHAMPIONS

The above videos are continuing with 12 videos completed so far. They are proving a cost effective and uncomplicated way to promote town centre businesses. The TCM will continue with the videos throughout the year.

6.0 TOWN CENTRE MAP

The TCM is currently proofreading the first draft of the town centre map (printed DL publication) and expects the map to be printed in early April.

7.0 TASTE KNUTSFORD

A successful press tour for the above took place on March 16th. Representatives from the following took part –

- Manchester Evening News
- Knutsford Guardian
- Scope Out Cheshire
- Cheshire Living
- Taste Cheshire
- Scene in Knutsford
- Phat Cupcake

All venues took part so both the tour and the town were showcased. There has been additional exposure on social media since the tour with further written articles and blogs to be added. Cheshire Living and Cheshire Life also wish to attend a public tour to interview tour guests.

Rose and Crown have returned to the tour with Wine and Wallop returning once their Mexican menu has been finalised.

A private tour for June 8th has been reserved with numbers to be confirmed.

8.0 MAKERS MARKET

Fisher German have confirmed that the bollards on Regent Street cannot be lowered for each Makers Market. The TCM had a meeting with the organisers of the Makers Market and permits are being issued for Regent Street residents by Cheshire East. The Makers Market will be bearing this cost although they are seeking a resolution directly with CEC. The TCM has chased for an updated risk and fire assessment too.

9.0 KNUTSFORD VOUCHER

The TCM and Communications Officer have started to distribute the new point of sale for the above to the existing shops. The new owners of the Rose and Crown have joined the scheme as has Flock of Arts.

10. BENCHMARKING

A programme of benchmarking in the town centre has been planned as follows:

A series of town centre benchmarking will take place on the following dates

Dates	Activity
June 14 th and 17 th	Visitor surveys and footfall counts
September 13 th and 16 th	Footfall counts only
December 6 th and 16 th	Visitor surveys and footfall counts
March 14 th and 16 th	Footfall counts

The TCM will be writing a questionnaire and collating feedback. Market Hall benchmarking will take place at a later date.

11. TOWN CENTRE SNAPSHOT AND VACANCIES

The town has welcomed the following:

- Milania Fashions (next door to Pulse of Perfumery)
- Aperture on 115 King Street
- Koi Fusion (formerly Copper 29, this is Kampai's new venture)
- Kampai is due to re-open as an Italian called Mamma Mia
- Sigiriya now has the keys to the former Martin's Newsagent and expects to open in 4-5 months' time
- Grandad's Attic, a barber and Nyx Cat Crystals have opened in Knutsford Market Hall
- Callum Heslop Hair has opened in part of the former Broadbents building

Mowgli street food have putting a planning application in for the former Barclay's building.

Closures since the last report are as follows:

- Cheshire Quality
- Belvedere Interiors
- Not a Box Interiors

Techno Type will also be closing at the end of April. This is due to personal reasons and Kate Kindred and team have been at pains to stress this is nothing to do with cost of living or the trading on the high street. However, this is a big loss to Knutsford.

Vacancy rates currently stand at approximately 6.5%.