

# REPORT TO TOWN CENTRE COMMITTEE STRATEGIC PLAN UPDATE REPORT



**Report Reference** T-23-17  
**Meeting Date** 29<sup>th</sup> January 2024  
**Agenda Item** 10  
**Prepared by** Town Clerk

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## 1.0 BACKGROUND

As part of the committee's role in overseeing the implementation of the council's strategic plan, it considers an update report at each meeting outlining progress on delivering the current year action plan.

## 2.0 DECISIONS REQUIRED

The committee should

- a) Review the progress on implementing the agreed action plan to date (section three)

### 3.0 TOWN CENTRE COMMITTEE ACTIONS REPORT 2023/24 JANUARY 2024

	A Ref	O Ref	Action	Lead Officer	Target Date	Status	Committee Update
	TOW01	TC1	Establish a Town Centre Masterplan working group	Town Clerk	10/07/2023	Complete	
	TOW07	TC3	Deliver successful alfresco dining evenings	Town Centre Manager	22/07/2023	Complete	
	TOW06	TC3	Deliver successful Knutsford Family Fest	Town Centre Manager	05/08/2023	Complete	
	TOW04	TC3	Deliver a successful Knutsford at Home initiative	Town Centre Manager	16/09/2023	Complete	
	TOW02	TC1	Develop a project plan for the creation of the masterplan.	Town Clerk	31/10/2023	Started	SPF funding for feasibility studies has taken priority due to funding timescales.
	TOW05	TC3	Deliver a successful autumn Knutsford Flash Fashion initiative	Town Centre Manager	31/10/2023	Complete	
	TOW12	TC5	Complete a business confidence survey to identify where support is needed	Town Centre Manager	31/10/2023	Complete	
	TOW16	S5	Update the Markets Strategy and action plan	Town Clerk	13/11/2023	Complete	Tabled to committee meeting.
	TOW08	TC3	Increase promotion of the Knutsford Voucher	Town Centre Manager	30/11/2023	Complete	Marketing Plan for 2024 now in place.
	TOW09	TC3	Increase promotion of Taste Knutsford	Town Centre Manager	30/11/2023	Complete	Marketing Plan for 2024 now in place.
	TOW13	TC5	Identify areas where businesses could benefit from shared resources	Town Centre Manager	30/11/2023	Complete	
	TOW03	TC2	Secure a timeframe from Cheshire East Council for the feasibility assessments of the From Top to Bottom Street Proposals	Town Clerk	31/12/2023	Complete	To be delivered under SPF funded work.
	TOW10	TC4	Secure agreement from Cheshire East Council for coach parking at the bus station	Town Clerk	31/12/2023		Output of parking review includes making provision for coach parking at the bus station. To be followed up following final approval.
	TOW14	TC5	Develop an annual programme of business support workshops for local businesses	Town Centre Manager	31/12/2023	Complete	

TOW11	TC4	Implement the coach friendly town initiative	Town Centre Manager	31/03/2024		
TOW17	S5	Secure a renewed licence for the operation of an outdoor market	Town Clerk	31/03/2024		