

REPORT TO TOWN CENTRE COMMITTEE

ENGAGEMENT WITH TATTON PARK

Report Reference T-23-19
Meeting Date 22nd April 2024
Agenda Item 7
Prepared by Town Clerk



1.0 BACKGROUND

It was reported at the last meeting that regular meetings between the Town Council and management at Tatton Park had been set up, with an initial meeting having been held in November and a follow up meeting scheduled for March. Following this March meeting, Tatton Park rescinded the offer to meet with the council quarterly and instead wished to only meet as part of wider engagement meetings with parish councils. Following further correspondence, it was agreed that in addition to the June meeting which would focus on RHS, a further meeting would be held with the council and thereafter a review take place of how Knutsford/Tatton Park can work together. There will continue to be engagement between Tatton Park and the council, predominantly via the Town Centre Manager.

2.0 PRIORITIES FOR ENGAGEMENT

It is obvious that seeking too broad a range of actions or too swift an escalation in engagement will likely not be productive and it is therefore suggested that the committee considers directing priorities for engagement with Tatton Park.

A recent visitor survey was conducted, and the 32 responses are currently being collated and reviewed. A preliminary review of data suggests that the main opportunities for encouraging visitors to visit Knutsford when visiting Tatton Park are provision of information on visiting Knutsford within Tatton Park (e.g. maps) and there being a reason to visit Knutsford (e.g. an event or activity /pull to the town centre). 20/32 said they would be more likely to visit Knutsford if there was a shuttle bus between Tatton Park and the town centre, this would not be a 'quick win'.

Suggested priorities for the current year are:

- Securing permission to install a visitor information panel in Tatton Park
- Identifying some form of collaboration that links the town and Tatton Park for visitors and encourages cross-visits
- Tatton Park providing information on visiting Knutsford to its mailing list and on its website – linked to the Discover Knutsford launch
- Improved information sharing around events taking place in Tatton Park to discuss any arising/potential impacts on the town

3.0 DECISIONS REQUIRED

The committee should determine priorities for engagement and improved working with Tatton Park.