

REPORT TO TOWN CENTRE COMMITTEE STRATEGIC PLAN UPDATE 2024-2025



Report Reference T-24-14
Meeting Date 20th January 2025
Agenda Item 8
Prepared by Town Clerk

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.

The Corporate Peer Challenge identified the need to review the strategic plan and realistic number of actions that can be completed within any period. The precise process for this review is currently to be determined but will likely be undertaken in March/April. It is suggested that the committee may wish to indicate priority for existing actions, that it would be prudent to wait until the wider review before making changes to the current (or next) year action plans.

Section three includes updates in respect of whether actions are likely to be completed by the end of the current plan year (ends April 2025).

2.0 DECISIONS REQUIRED

The committee should review the progress on implementing the agreed action plan to date (section three).

3.0 TOWN CENTRE COMMITTEE ACTIONS REPORT 2024/25 JANUARY 2025

	Origin	A Ref	O Ref	Action	Lead Officer	Target Date	Status	Committee Update
	24/25	TOW21	TC4	Deliver a successful Knutsford Flash Fashion event in Spring	Town Centre Manager	18/05/2024	Complete	
	24/25	TOW28	TC11	Implement the Take a Seat campaign	Town Centre Manager	31/05/2024	Complete	
	23/24	TOW02	TC1	Develop a project plan for the creation of the masterplan.	Town Clerk	31/10/2024	Started	Completion of this action is expected by the end of the civic year.
	24/25	TOW24	TC7	Deliver successful Knutsford Family Fest	Town Centre Manager	11/08/2024	Complete	
	24/25	TOW22	TC5	Trial 'slow Sundays' alfresco dining events	Town Centre Manager	31/08/2024	Complete	
	24/25	TOW18	TC1	Undertake consultation on the output of the SPF funded feasibility studies of the From Top to Bottom Street report	Town Clerk	30/09/2024	Deferred	The output of this work has not created specific proposals for further public consultation. Further consultation will be undertaken as part of developing the masterplan.
	24/25	TOW20	TC3	Deliver a successful Knutsford at Home event	Town Centre Manager	30/09/2024	Complete	
	24/25	TOW29	TC4	Develop a Knutsford visitor/destination website (SPF funded)	Town Centre Manager	30/09/2024	Complete	Website due to launch in September.
	24/25	TOW30	TC5	Develop a Tourism Strategy and arising action plan (SPF funded)	Town Centre Manager	30/09/2024	Complete	Presented to committee.
	24/25	TOW31	TC6	Support partner tourism destinations with tourism strategy (SPF funded)	Town Centre Manager	30/09/2024	Complete	
	23/24	TOW17	S5	Secure a renewed licence for the operation of an outdoor market	Town Clerk	30/09/2024		Request submitted to CEC, awaiting response.
	24/25	TOW27	TC10	Implement the Knutsford Feeding Charter	Town Centre Manager	31/12/2024		This action may be completed by the end of the current plan year, but is considered a lower priority.
	24/25	TOW25	TC8	Subject to feedback from 2024, deliver a successful Wellness Week	Town Centre Manager	31/01/2025	In progress	

24/25	TOW19	TC1	Complete specific project plan aims (once agreed) to further the TCMP	Town Clerk	31/03/2025		Whilst the project plan will be developed, significant progress is not expected by the end of the plan year.
24/25	TOW26	TC9	Develop initiatives which support local shopping	Town Centre Manager	31/03/2025	Complete	Initiatives implemented in the current plan year include
24/25	TOW32	TC7	Develop relationship with Tatton Park and implement activity to promote Knutsford to TP visitors	Town Centre Manager	31/03/2025	Started	
24/25	TOW33	TC5	Deliver a programme of business skill workshops	Town Centre Manager	31/03/2025		Due to other priorities (primarily around the development of Discover Knutsford) this action has not been resourced and will not be completed by the end of the current plan year.
24/25	TOW34	TC6	Investigate shared utility contract options	Town Centre Manager	31/03/2025		“
24/25	TOW35	TC7	Provide recruitment strategy support to local businesses	Town Centre Manager	31/03/2025		“
23/24	TOW11	TC4	Implement the coach friendly town initiative	Town Centre Manager	31/03/2025		Due to a lack of response from CEC, this action will not be completed by the end of the current plan year.