

REPORT TO TOWN CENTRE COMMITTEE

TOURISM STRATEGY ACTION PLAN BUDGET

Report Reference T-25-28
Meeting Date 13th April 2026
Agenda Item 8
Prepared by Tourism and Marketing Officer



1.0 BACKGROUND

At the last committee meeting, the committee approved a tourism strategy action plan. The 2026/27 financial year budget includes additional financial provision for delivery of the tourism strategy actions. This report overviews the intended use of this budget.

The allocated £10,000 Tourism Strategy (925/4300 – Marketing and Publicity) budget has been directed towards both ongoing and immediate priority actions for the 2026 period. Developments arising from the Tatton Park partnership, the newly established Christmas Business Working Group, and other collaborative initiatives have been incorporated into the budget framework to ensure alignment with the Tourism Strategy actions scheduled for delivery within the current year.

Under Action DA5, which seeks to review and rationalise, where possible, the range of channels and sources of online visitor information, it is recommended that a comprehensive review of the user experience of the Discover Knutsford website be undertaken. To maximise the return on the Shared Prosperity Fund investment in the website, it is important to address any outstanding technical issues and to update content and structure in line with user behaviour observed over the past 18 months. This will ensure that the site architecture remains fit for purpose and that search engine optimisation is fully realised. Given the specialist and time-intensive nature of this work, it is proposed that this activity be commissioned externally.

The commissioning of a new photographic library has been tendered and awarded.

2.0 PLANNED BUDGET UTILISATION

The following table outlines the actions and planned budget allocation. The allocations may vary through the year depending on costs and opportunities.

Tourism Strategy Action and detail	% of Budget	Projected
DA1 Develop and implement a brand strategy to maximise benefits and impact of new identity	0.0%	£0
1. Brand management of Discover Knutsford is in action using the brand guidelines. Ensure continuous training of brand management to ensure brand identity remains strong.		
DA 5 Review and rationalise where possible the multiple channels and sources of online visitor information	22.0%	£2,200
1. Website review and Refresh		£2,000

<i>DK website review with consumer and internal user</i>		£0
<i>Maintenance and upgrade of website and SEO work</i>		£2,000
2. Key Social Media messages boosted posts		£200
<i>Outsource some key social media design (key messages such as getting here, architecture, general Knutsford)</i>		£100
<i>Boost above posts</i>		£100
PW4 Nurture a mutually beneficial relationship with Tatton Park by identifying the right contact and agreeing channel and regularity of communication	11.0%	£1,100
1. Maps and leaflets to drive footfall into Knutsford in the TP information centre		£350
<i>Design of struts and card</i>		£300
<i>Print of struts/ cards</i>		£50
<i>Add rotating Offers to website</i>		
2. Static Map in Tatton Park		£750
<i>Adjust design to spec of TP map</i>		£250
<i>Print of map to match spec of TP map</i>		£500
PW5 Build on recent new partnerships i.e. Cheshire County Show.	3.5%	£350
1. Start conversations w Cheshire Show in June 26 for '27 event to ensure a productive contra deal		
2. Tatton Park Food Fortnight explore opportunities		
3. Foodies Festival		
DA3 Develop multi-channel marketing campaign and Schedule	21.5%	£2,150
1. Explore Taste Shop Love poster Campaign (last all year)		£1,500
<i>Poster Design</i>		£450
<i>Print</i>		£100
<i>Distribution (reciprocal)</i>		£0
<i>Install additional poster boards (to allow space for reciprocal)</i>		£750
<i>Social media design campaign</i>		£100
<i>Social media ads</i>		£100
2. Christmas Campaign (in collab with business working group)		£600
<i>Contribute to the brochure to allow space to support the Christmas Campaign</i>		£400
<i>Social media design campaign</i>		£100
<i>Social Media boosted posts</i>		£100
<i>Enhance the Christmas experience in Knutsford across December (as discussed in working group). Could include collaborating with BID for additional Park and Ride Days, Elf trail, Carol Singers, Buskers, Carol Services, Theme, Advent Windows, Gingerbread House comp in windows, Link to nighttime economy.</i>		£700 (Promotional Events Budget)
3. Social media schedule to reflect the content pillars.		£50

AD1 Identify and capitalise on major events that pass through or take place near Knutsford such as national sporting events or regional attractions such as Lapland UK, to drive footfall, encourage town centre visits and position Knutsford as an attractive add on visit.	2.0%	£200
Redeemable Offers (identify events to do this with)		
Social media campaigns to tie in with events (for example specifically targeted to tie in with Lapland UK)		£100
Boosted posts or google ads targeting groups specific to events		£100
PW1 Map key stakeholders and potential partners and review existing relationships and identify demands on time	22.5%	£2,250
Visit Cheshire and Cheshire Signature partnership		£1,700
Additional extras with VCC (Advertising Whats on either Explore Taste Shop Love or Christmas)		£350
Design work for above		£200
AD2 Create visitor information packs to place in local hotel rooms, Air BnB's, Tatton Park accommodation and The Heritage Centre.	12.5%	£1,250
1. Creation of Visitor Information Pack		£550
<i>Design (tri fold DL design to pair with the map with a belly band)</i>		£400
<i>Print</i>		£150
2. Creation of Visitor Information Stand at Knutsford Railway Station		£700
VE1 Undertake a review of businesses within the town that sit within the visitor economy and baseline	0.0%	£0
Research and identify businesses to undertake a SWOT analysis.		
Identify gaps in Knutsford's offer and work with landlords to actively pursue those businesses.		
Target gaps as pop ups in the market to use as a test ground.		£0
Contingency	5.0%	£500

3.0 DECISION REQUIRED

Noting that the allocations may vary through the year depending on costs and opportunities, the committee should consider the outlined plan and provide feedback to officers.