

REPORT TO TOWN CENTRE COMMITTEE

STRATEGIC PLAN UPDATE AND ACTION PLAN

2027/28



Report Reference T-26-07
Meeting Date 28th September 2026
Agenda Item 12
Prepared by A Keppel-Green, 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.

Ahead of setting the budget, the committee should also agree actions for the 2027/28 civic/financial

2.0 REVIEW OF CURRENT YEAR ACTIONS

Ref	Action	Lead Officer	Target	Status /Committee Update
T01/26/ TC1	Deliver a Town Centre Masterplan	Town Clerk	Mar-27	Verbal update to be given.
T02/26/ TC4	Delivery of Tourism Strategy Actions	Town Centre Manager	Mar-27	In progress.
T03/26/ TC4	Implement the coach friendly town initiative	Town Centre Manager	Mar-27	Pending transfer of bus station.
T04/26/ TC6	Delivery of promotional events programme	Events Manager	Mar-27	Knutsford Fashion Week and Family Fest held. Some Christmas activity may be undertaken, and Wellness Week in the new year.
TOW9/2 3/TC1	Secure a renewed licence for the operation of an outdoor market	Town Clerk	Dec-26	Chasing CEC Assets Dept for a reply.

3.0 ACTION PLAN 2027/28

The following priority objectives fall within the committee's responsibilities:

Ref	Objective
TC1	Develop and implement a Town Centre Masterplan incorporating the objectives of the Town Centre Vitality Plan
TC2	Work with Cheshire East Council to implement the From Top to Bottom Street proposals on traffic movement and parking
TC4	Develop and implement a Tourism Strategy to increase the number of visitors to Knutsford

The following business as usual objectives fall within the committee's responsibilities:

Ref	Objective
TC3	Deliver a programme of initiatives to increase footfall into the town centre
TC6	Deliver an annual programme of events designed to promote footfall to the town centre

The following action plan is suggested for consideration. The committee should consider what actions it wishes to see delivered in the next action plan year.

Objective	Action
TC1	Deliver the Town Centre Masterplan
TC4	Delivery of Tourism Strategy Activity
TC4	Implement the coach friendly town initiative
TC6	Delivery of promotional events programme (currently planned to be Knutsford Fashion Week, Knutsford at Home and Wellness Week)

4.0 DECISIONS REQUIRED

The committee should:

- a) Note the current year action plan set out in section two
- b) Agree an action plan for 2027/28