

# Knutsford Town Council

Town Clerk: Adam Keppel-Green

Council Offices, Toft Road, Knutsford, Cheshire, WA16 6TA

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## DEVELOPMENT OF A KNUTSFORD TOURISM STRATEGY AND SUPPORT FOR LOCAL VISITOR ATTRACTIONS

### BACKGROUND

Knutsford is a small market town located approx. 14 miles south of Manchester and 24 miles east of Chester. The Town has a strong town centre and is located on the doorstep of Tatton Park, a major local visitor destination. Knutsford itself has a small number of local attractions, events and historical connections/heritage links (e.g. Elizabeth Gaskell).

There is currently no umbrella tourism strategy or research to understand how the public (non-residents) view Knutsford as a place to visit especially when compared to other similar market towns. The Town Council is keen to work with partners to develop Knutsford's tourism offer to bring footfall to the town centre and support the local economy.

Informal research found that many visitors to Tatton Park do not know Knutsford is on its doorstep and the Town Council believes Manchester, with a population of almost 600,000 is an untapped weekender tourist resource.

Most of Knutsford's visitor attractions are charities/community run, such as Knutsford Heritage Centre which is a small charity and facility operated entirely by volunteers.

### PROJECT SCOPE

The primary objective of this work is to develop a Knutsford Tourism Strategy to guide the Town Council and partners on work to develop Knutsford's tourism offer. This should include (as a minimum):

- Market research on current perceptions of Knutsford (from non-residents)
- SWOT analysis of Knutsford's current tourism offer
- Benchmarking Knutsford against similar towns in Cheshire and the wider area
- Developing a future vision for Knutsford as a tourist destination with recommendations for immediate, medium- and long-term implementation
- Recommendations for tourism offers

Alongside this we wish to provide specific support to key local visitor attractions and develop guidance/advice for them in enhancing their visitor offer. The objective of this is to increase visitor numbers and income for these attractions to support their ongoing sustainability. This



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could be an annex to the Tourism Strategy or specific guidance documents for the attractions. This guidance would include specific SWOT/gap analysis of each attraction and development of recommendations. As a minimum this will involve a visit to the attraction and a meeting with the manager/coordinator. This will be for:

- Knutsford Heritage Centre
- Brook St Heritage Site
- Tabley House
- Cuckooland
- Knutsford Little Theatre
- St John’s Church, St Cross Church and Knutsford Methodist Church

## BUDGET

Up to £15,000.

## QUOTE SUBMISSIONS

The deadline for submission of quotes is Friday 1<sup>st</sup> March 2024.

All quotes should be submitted by email to: [sandra.curties@knutsfordtowncouncil.gov.uk](mailto:sandra.curties@knutsfordtowncouncil.gov.uk).

The submission should comprise:

- 1) Quotation of a fixed price for delivery of the required services, itemised as appropriate.
- 2) Company background including experience of key personnel
- 3) Submission of two reports prepared by the company to a similar brief
- 4) Proposed timeline and project milestones

## EVALUATION PROCEDURE

All submissions will be evaluated based on the table below. A decision will be made w/c 11<sup>th</sup> March 2024.

Aspect	Points Awarded	How Measured
Perceived Quality	A score out of 70 will be allocated to each bid based on the perceived quality of the bid, where 70 indicates the proposal perfectly meets requirements and delivers high quality output and a score of 0 indicates poor quality or failure to meet requirements.	Quality of submission pack. Quality of submitted reports. References.
Price	A score out of 25 will be allocated to each bid where the lowest priced bid will be awarded 25 points.	Quoted price.



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Locality	An additional 5 points will be awarded to companies based in Cheshire, 3 for companies based in the North West.	Registered address.
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## CONTACTS

Lead contact for the project is:

Sandra Curties, Town Centre Manager

[Sandra.curties@knutsfordtowncouncil.gov.uk](mailto:Sandra.curties@knutsfordtowncouncil.gov.uk)

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