Written by Len Thomson
Thursday, 14 May 2009 09:53 - Last Updated Thursday, 11 February 2010 16:57

Additional Businesses show their support for Knutsford Business Club Free 2 Hour Parking Initiative provided Customers make purchases of at least £10.00 from their businesses. To accommodate businesses who found that this margin was insufficient on their product margins to be able to participate in the scheme,
suggestions have been made to raise the amount to £20.00 spent in participating companies. Some suggested that their could be different levels of spend for purchases made from participating businesses to suit their business model.

The Cherry Tree Gallery, Dolland & Aitchinson and Clare & Illingworth Opticians, think that this would encourage others to join the 2 hour free Parking offer. The idea was first mooted to encourage additional footfall in Knutsford.
Businesses were invited to join the Free Parking Initiative which will offer to refund parking fees on valid tickets for purchases of £10 or more at participating companies. To date Agape, Amyris, Bellissimo Art, Casa Tapas, Clare & Illingworth Opticians, Cherry Tree Gallery*, Cross Keys, Dolland & Aitchinson, Dressing Room, John Fletcher Solicitors, John Rees Jewellers, Lemon Tree, Lithotech Printers, Summerhouse, Techno Type, Wendy Diddams Optometerist & Zane Lewis Hairdressers
have agreed to participate in the promotion of refunding parking fees for up to 2 hours, provided purchases are made from the above businesses. The aim is to try and provide a more relaxed time window in which to sample the unique opportunities that Knutsford offers its customers. This will be particularily relevant to businesses, restaurants, bridal shops, opticians, hair salons where customers need more than the 20 minutes to 30 minutes offered by the restricted on street parking spaces.
*Companies where the offer of a refund will be on purchases of £20.00 or more.

Businesses attending the next meeting of the Knutsford Business Club on the 14th July, held at the An
gel on King Street at 6.00pm
will be asked about their views. So if you feel strongly, or have any additional views on the subject you are invited to make your views heard at the meeting.

Car Parking for up to 2 hours at the following locations will be refundable under the offer:
King Street Main Car Park, Silk Mill Street Car Park, Old Market Place Car Park, Princess Street Car Park and Tatton Street Car Park.
Please note the free short stay, no return, designated street parking spaces are not included in this initiative.

Initially, Customers who have made purchases in the participating businesses who have made a purchases of more than £10.00 or £20.00* will be asked if they have come by car and where

they have parked. Once it is ascertained that they have parked in one of the car parks listed above the customer will be offered a refund on their parking fee to cover up to 2 hours which currently means that the maximum refund amount will be
90 pence on the new costs that will be introduced from 01/04/09. Tickets will not be required to be shown to be eligible for this discount at present. In the longer term it is hoped that businesses can lobby the Council to provide the same machines that print vouchers as in Booths Car Park. This is something that the Knutsford Business club would pursue in the coming months.

Customers will be able to 'have their say' by selecting any of the statements below that they would like to see happen in Knutsford regarding Parking when the fee is refunded.

It is hoped that more businesses will wish to join the initiative in the coming weeks. For more information or for enquiries regarding joining the initiative to try and encourage more shoppers to visit Knutsford, contact Bryan Stuart on 01565 633703