

Report to: Events Committee

Report Ref: E1901
Meeting Date: 1st July 2019
Agenda Item: 7
Prepared By: Deputy Town Clerk



Subject: Knutsford Music Festival

1.0 BACKGROUND

Knutsford Music Festival was launched in 2017 as a community music festival taking place across a weekend in June. The festival is a combination of council organised events (including Folk at the Theatre coordinated by Mark Radcliffe, three evening performances and the free open-air Music on the Moor event) and a host of performances and events organised by local businesses.

The Events committee approves the budget and overall direction for the council organised events and the detail of its organisation is undertaken by officers in consultation with a working group of members.

The festival has organically developed with a commensurate increase in officer workload meaning that a not insignificant portion of officer time from January to June is focused on planning and promoting the festival.

It is proposed to expand the working group to include non-members to bring in additional skills (e.g. PR, social media, contacts in the music industry) and those with a general interest in the festival. Through involving more people in the working group some of the workload can be spread reducing the workload for officers. All key decisions would still be made in consultation with the councillors on the working group, with operationally important work still being undertaken by officers.

The event is becoming increasingly popular and drives visitors to the town which is extremely important in these challenging times for the High Street. Anecdotal feedback suggests that events such as the music festival are part of the reason families settle in the town due to the vibrant community feeling they create.

2.0 PROPOSED CHANGES

There have been some suggested amendments to the terms of reference to incorporate the proposed changes to the working group membership, these are contained in Annex A.

It is intended that the dates, budget, key venues and headliner been confirmed earlier than previous years whilst availability is better. It is intended a full report, prepared in conjunction with the working group would be presented to the committee at the September meeting.

3.0 INITIAL FEEDBACK ON 2019 EVENT

Feedback received from the public to date has been overwhelmingly positive, received both on social media and in person at the events to Officers and Members present. A couple of comments have been received about more promotion being carried out offline and as a result a mailshot to all Knutsford resident in conjunction with one of the regular Market Hall promotions will be planned for 2020.

It is noted that ticket sales for some events were lower than anticipated given the high calibre of artists.

Members are encouraged to provide feedback at the meeting which will be recorded for consideration by the working group to shape proposals for 2020.

4.0 DECISIONS REQUIRED

The committee should consider the revised terms of reference for the working group and appoint three members to the same.

ANNEX A: WORKING GROUP TERMS OF REFERENCE

1.0 The Working Group shall comprise:

- a. At least three councillors, determined by the Events Committee
- b. External members co-opted by the working group
- c. The Deputy Town Clerk in an advisory capacity

Councillor membership to be reconfirmed / changed by the Events Committee at its first meeting at the start of a new Mayoral year.

2.0 At its first meeting (or first in a new Mayoral year) the working group members shall:

- a. Review these terms of reference
- b. Appoint a councillor as Lead Member

3.0 In line with the task set by the Council, the purpose and remit of the working group is to:

- a. Develop proposals for the 2020 Music Festival for consideration by the committee
- b. Work with officers to coordinate the 2020 Music Festival, acting as a forum to develop the detailed programme and plans for the festival

4.0 The group does not have delegated powers to make decisions or commitments on behalf of the Events Committee nor should exceed its purpose and remit (above) without the Event Committee's sanction to a change to this Terms of Reference

5.0 The group reports to the Events Committee.

6.0 The group shall provide timely reports to the parent body in the following manner:

- a. Written or verbal reports as necessary

7.0 Meetings of the working group are not usually but may be public meetings.