

## **Report to:** Events Committee

**Report Ref:** E1903  
**Meeting Date:** 1<sup>st</sup> July 2019  
**Agenda Item:** 9  
**Prepared By:** Town Centre Manager



**Subject:** Pumpkin Path

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### **1.0 BACKGROUND**

This event is now a firm fixture on the Knutsford event calendar and attracts both local families and visitors across the North West.

Last year's event was hugely successful with the Wallwood 'scary wood' and fancy-dress competition proving extremely popular. The market hall took part for the first time with games, food, face painting and mulled wine and was a huge draw.

The participation of Tesla and Knutsford Beats was successful – the former providing a photo opportunity with 'Gary the skeleton' in the front seat.

### **2.0 OUTLINE OF 2019 EVENT**

The Town Centre Manager has reviewed feedback from businesses, visitors and members from last year's event. It is proposed that the event will not change substantially from 2018 but will include a few tweaks as follows:

- 1) Younger families will be encouraged to visit between 4pm-5:30pm with older families and teenagers from 5:30pm-7pm. Visitors will be reminded via social media and press releases that this is a family friendly event and adult themed costumes are not appropriate. Whilst this may not be fully successful it may serve to reduce the number of overly 'scary' costumes seen last year.
- 2) A 'trick' element to be introduced. Shops involved will be offering tricks not just treats which is a traditional part of Halloween. This will reduce the burden on shops to provide sweets all night as even with sponsorship some shops reported spending £200 on sweets and still running out.
- 3) Increase the number of lost children desks from 2 to 4
- 4) A marshall to be placed at the top of Silk Mill Street to help control traffic near the market hall
- 5) An 'I survived the Pumpkin Path 2019' bookmark will be given to those who finish the Pumpkin Path.

- 6) The dancing show was in the wrong part of King Street and if to take place this year will be in the Wallwood end, where the street is wider.

A footfall survey will be undertaken to ascertain visitor numbers for future planning.

The road closure points and lost children desk (point for children to come to if they become separated from their parents with wristbands available for parents to write their telephone number on for the children to wear) will be manned by a combination of volunteers and officers and any assistance from members is greatly appreciated.

The budget for the event is a total spend of £2,750 with a sponsorship target of £250. This covers the costs of entertainment, traffic management, publicity and first aid cover.

£200 sponsorship has already been confirmed and the Town Centre Manager is in discussions for sponsorship (in kind) towards the marketing and road closure costs. Participating businesses fund their own treats. Collection buckets will be on the entrance points/lost children desks seeking donations towards the cost of the event.

### **3.0 ROAD CLOSURES**

To ensure the safety of the large number of children participating and to maintain access for residents to their homes on Thursday 31<sup>st</sup> October the following closure is proposed from 3pm to provide time for cars to leave the street:

- a) Minshull Street closed fully.
- b) King Street closed from junction with Church Walk to Drury Lane. Two-way access allowed at the top of King Street for residential access into Drury Lane. Access via Church Walk to King Street Car Park.

No parking cones and signage would be put in place along King street from Tatton Park to Drury Lane, along with usual closure signage at various points and fencing / signage along King Street access points. Additional signage at King Street junction with Drury Lane warning drivers of two-way traffic ahead. Signage would also be placed by Adam's Hill and Canute Place giving warning of road closures and additional signage in King Street car park and Moorside.

Social media and community notice boards will be utilised to provide as much warning as possible of the closures and affected residents will be written to.

### **4.0 RECOMMENDATION**

It is recommended that the committee approves officers organising the event as outlined and within the approved budget.