

Report to: Events and Town Centre
Management Committee



Report Ref: E1909
Meeting Date: 30th September 2019
Agenda Item: 7
Prepared By: Town Clerk

Subject: Knutsford Music Festival 2020

1.0 BACKGROUND

Knutsford Music Festival was launched in 2017 and has become a popular town event. The event has taken place across a weekend in June and comprised a number of key events organised by the town council and numerous 'fringe' events organised and hosted by local businesses.

The Music Festival working group has met twice since the previous committee meeting to discuss arrangements for the 2020 event which this report outlines. The working group considered the suggestion made at the previous committee meeting to broaden the event into more of an arts festival, it was agreed that the focus should remain as a music event.

2.0 PROPOSED 2020 EVENT

The working group proposes that the event take place across the weekend of the 12th to 14th June 2020. Following feedback at the previous committee meeting to increase the availability of free events, the working group proposes to alter the format of the 2020 festival by the council not hosting three events across the Friday, Saturday and Sunday evenings. Instead, the festival would comprise:

- a) Three nights of Folk at the Theatre
- b) Music on the Moor
- c) Music on the Heath
- d) Business/community hosted events
- e) Busking in the town centre

Mark Radcliffe has confirmed availability to host Folk at the Theatre. This would take place in the Little Theatre on the Friday and Sunday but in St John's Church on the Saturday to increase capacity as a key event. The Saturday event replaces the council's previous 'main event'.

Music on the Moor would return in a similar format to previous years. This has proven to be a popular event, greatly helped by two years of fantastic weather. The event takes place on the Saturday afternoon and would again comprise music workshops, live music on a stage and a craft tent. The event would also include a small number of stalls providing refreshment and entertainment. These would generate a small income towards the event and be in compliance with the Friends of the Moor policy on events on the Moor.

Music on the Heath would be modelled on Music on the Moor, hosted on the Heath on a Sunday with a focus on classical music. The event would comprise a stage hosting a range of classical performances, a workshop to enable people to experience classical instruments and a small number of stalls to provide an income to offset some costs. Options would be explored for an orchestra to close the afternoon/evening and links would be formed with organisations such as the Knutsford Youth Orchestra and Clonter Opera.

Local businesses and community organisations would again be encouraged and supported to host a range of events across the weekend with a musical theme; in 2019 there were 21 such events.

A busking 'stage' would be set up at a suitable place in the town centre and a programme of buskers coordinated to provide entertainment throughout the day. The idea is that this will link with a national charity to encourage buskers to volunteer their time for the event and to generate publicity.

The option of having a piano available in the town centre for people to play with some local pianists booked to perform at different times is also being explored.

3.0 MARKETING AND SPONSORSHIP

The working group has agreed that the overall design of the music festival literature will be brightened to reinforce the family friendly nature of the festival. The working group will be exploring options for maximising the reach of the event by promoting it more in neighbouring towns and increasing visibility within the town centre.

Options are being explored to increase the town council's presence at its events, such as banners at the outdoor events.

Sponsorship packages will be developed to maximise sponsorship income and offer sponsors the opportunity of promoting themselves at the outdoor events.

4.0 DECISIONS REQUIRED

It is recommended that the committee approves the outline plan for the 2020 Knutsford Music Festival and authorises officers to organise the event in consultation with the working group.