

Report to: Events Committee

Report Ref: E1920
Meeting Date: 27th April 2020
Agenda Item: 10
Prepared By: Town Centre and Marketing Officer



Subject: Flowers in Wallwood

1.0 BACKGROUND

Following the success of last year's first *Flowers in Wallwood* the Town Centre and Marketing Officer is proposing to repeat the event in 2020 adding local care and nursing homes to the list of participants as well as schools and nurseries. It is also recommended that most of the flowers are placed across the town centre, rather than just in Wallwood, to create additional and much needed footfall in the town.

2.0 THE EVENT

The Town Centre and Marketing Officer has 24 participants willing to take part in this year's event. This includes 19 schools and nurseries and 4 care or nursing homes plus The Friendship café. All but one school from last year's list of participants are taking part, many happy to add another flower to their collection.

The Town Ranger has been consulted throughout the planning of this event and is happy to make and deliver the flowers as per last year. The Town Centre and Marketing Officer has identified locations in the town centre where a flower could be safely planted and carefully removed. At present there is overwhelming support from the surrounding businesses for this 'event' to be in the town centre and it is seen as complimenting any 'floral walk' displays. The Town Ranger will ensure the flowers are safely placed, securely made and removed. There is an inherent risk of vandalism, but it is considered this should not prevent such community activities. Last year none of the flowers were vandalised.

The event was planned to coincide with the RHS Tatton Flower Show which has now been cancelled. The flowers were to be decorated by these groups reflecting the RHS Tatton theme which is 'Love' or 'Summer of Love' and then 'planted' in town. It was envisaged the school's flowers will be scattered around the town centre and the flowers made by the care or nursing homes in Wallwood. The flowers in Wallwood would be more readily accessible to those who made them and the flowers in the town centre would encourage footfall in the town. There would have been ample opportunity for PR before, during and after the event.

The Town Centre and Marketing Officer is envisaging the 'event' will now take place later in the year and would programme the event once current restrictions are lifted. It could coincide with autumn with a trail of flowers in town (decorated more autumnal or Halloween in theme) to capitalise on the

resurgence of support for shopping local and to encourage footfall – possibly with a WeAreKnutsford theme.

3.0 FINANCIAL IMPLICATIONS

The cost to assemble 24 flowers is around £186.00 (the price of Willow can fluctuate). The Town Centre Manager has secured sponsorship from two local businesses which will cover the full costs and allow for the production of a small map showing the locations of the flowers and the floral walk displays. This will help promote the town and give added promotion to the sponsors.

4.0 DECISIONS REQUIRED

The Committee should consider if they are happy for the project to proceed as detailed.