

# REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE BUNNY HOP 2021



**Report Reference** E-20-05  
**Meeting Date** 11<sup>th</sup> January 2021  
**Agenda Item** 9  
**Prepared by** Events Officer

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## 1.0 BACKGROUND

The Bunny Hop is an annual Easter trail event which has been organised by the Town Council since 2018. The event is a popular trail format event where cardboard bunnies are placed around the town centre which families search for and write down the letter each one holds. Completed forms are submitted to the council for a prize draw. Extra activities are usually planned for the event including face painting, activities at the Market Hall and competitions or activities with local businesses.

The 2020 Bunny Hop was cancelled as it fell during the first national lockdown.

## 2.0 2021 EVENT PLAN

The event is traditionally held on Easter Saturday and as such the date for the 2021 event will be Saturday 3<sup>rd</sup> April 2021. This trail event, though similar to the Pumpkin Path, does not experience the same large turnout and has been run as a more casual event where attendees enjoy the trail in a steadier stream over the one day. Whilst the Pumpkin Path was held over a week in 2020 it is considered that that this is not necessary for the Bunny Hop as it traditionally experiences lower attendance and could therefore still be comfortably held on a single day. Timings on the day could be lengthened from 10am – 2pm to 10am – 4pm to allow an extra two hours for attendees to enjoy the event and a longer running period to avoid any potential crowding within a shorter window (though crowding has not occurred with this event in the past).

Plans for the event could follow arrangement of the basic event featuring the trail and prize draw only or could also include some additional entertainment where this would comply with Covid-19 regulations. Following the 2020 plans, an Easter Bunny character could roam the town and take socially distanced photos with families and let families know where they can find free Easter balloons dotted around the town centre, plus help provide clues to the locations of the bunnies. The Events Officer will discuss plans with businesses to see if arrangements could be made for aspects of the event to safely return to the 2021, such as the planned Easter Bonnet Competition at Mr Simms and the Easter Bake Off at The Tea Room, assuming these could be socially distanced or perhaps take place in an outdoor setting.

Activities at the Market Hall are usually held during the event including face painting, balloon modelling and Breakfast with the Easter Bunny; the Events Officer will discuss plans with the Town Centre and Marketing Officer to discuss if anything could be safely arranged for the 2021 event.

The precise plans for the event will depend on the tier Cheshire East is in at the time of the event and

can be formulated in more detail as the event approaches.

### **3.0 FINANCIAL IMPLICATIONS**

The committee has a gross budget of £500 with a sponsorship target of £250. The Events Officer will be reaching out to potential sponsors with the aim of obtaining sponsorship, though the committee should note that obtaining sponsorship is likely to be more challenging in 2021 due to the ongoing economic impact of the coronavirus restrictions for small businesses. As per the Christmas Cracker Trail, in place of seeking donations of prizes from businesses it is suggested that three £10 Knutsford Vouchers are given instead.

Without sponsorship the cost of the event would be £250; comprising £220 for design and print and £30 for prizes. If sponsorship can be obtained a further £120 would be spent on balloons and an Easter Bunny costume.

The design for the entry form and poster would need to be commissioned soon, so these funds would be committed once the design work has begun (£125). The other costs would not need to be committed until much closer to the event, meaning only £125 would be at risk of loss from the budget should the event need to be either postponed or cancelled due to local tier systems or a future lockdown period.

### **4.0 DECISIONS REQUIRED**

It is recommended that the committee approves the outlined plans for the 2021 event.