

REPORT TO EVENTS AND TOWN CENTRE
MANAGEMENT COMMITTEE
COUNCIL EVENTS CALENDAR 2021



Report Reference E-20-13
Meeting Date 15th March 2021
Agenda Item 8
Prepared by Events Officer

1.0 BACKGROUND

On 22nd February the government announced a roadmap out of lockdown which will see restrictions begin to ease from 29th March. The roadmap will allow events to proceed from 12th April with limitations on capacity allowing for 1,000 people or 50% capacity in indoor venues and 4,000 or 50% capacity in outdoor venues from May. The roadmap hopes to remove the need for limitations on social contact from 21st June, which would allow events to proceed from this point with no capacity limitations.

This report aims to offer an update to the committee on the status of events planned for 2021 in line with the roadmap.

2.0 KNUTSFORD BUNNY HOP (APRIL)

The Knutsford Bunny Hop is the council's annual Easter themed trail, which is traditionally held on Easter Saturday; the 2021 event was scheduled for Saturday 3rd April. Following the announcement of the government's roadmap out of lockdown, the Events Officer took soundings from committee members and it was agreed that in line with the roadmap the 2021 event be cancelled. The council incurred no costs in cancelling the event as the council's graphic designer waived their fees for the aborted work.

The Events Officer and Town Centre and Marketing Officer have discussed options for an online Easter themed event which would still help to promote local businesses. Instead of the Bunny Hop the council would hold an 'online bunny trail' where a bunny toy is placed in a participating shop and a photograph shared on social media via the Bunny Hop page and the Knutsford Virtual High Street group. The public can then guess which shop it is and a winner will be selected at random from the correct guesses; the winner would receive a small Easter egg as a prize which they could collect from the council offices or we would seek a volunteer to deliver to their home (Knutsford only). We would run the online trail for around a week or 10 days prior Easter. The minimal cost for the toy and Easter eggs would be taken from the Bunny Hop budget.

3.0 KNUTSFORD MUSIC FESTIVAL (JUNE)

A separate report pertaining to Knutsford Music Festival has been provided to the committee.

4.0 ART TRAIL (JULY)

The Events Officer and Town Centre and Marketing Officer have discussed plans for the new art trail and propose the trail take place across a weekend with dates set for 10th and 11th July. The dates will be confirmed with businesses who wish to be involved and with local artists who would like to be featured in the event. Once availability has been ascertained the Events Officer will begin promoting the event in the spring.

5.0 KNUTSFORDIAN III (JUNE/JULY)

The Events Officer and Town Centre and Marketing Officer have discussed plans for the return of the Knutsfordian exhibition and propose the launch night for the exhibition be held in late June or early July with provisional dates set as 24th June or 1st July. The exhibition will then either run at the venue for a few days following the launch or the portraits will be moved to the windows of some town centre businesses so the portraits can be viewed in more of a trail format. Once the availability of the relevant parties has been ascertained the event date would be set as one of these dates or moved to a nearby date within July.

6.0 TOWN AWARDS (SUMMER TBC)

The committee previously agreed to postpone the Town Awards nomination process and awards ceremony to the early summer. The Town Clerk and Acting Civic Events Officer will make arrangements to commence the process and set a date for the awards in due course.

7.0 YOUNG ARTIST OF THE YEAR (SEPTEMBER)

The Events Officer and Cllr Houghton have discussed launching the Young Artist of the Year competition in 2021; the competition would launch in September when schools return for a new academic year. The competition would comprise two categories: a 'Young Artist' category focussing on those of secondary school age and a 'Junior Artist' category focussing on primary school age. Submissions would be accepted between September and November and a judging night with shortlisted entries would be organised for December where a judging panel would select a winner and runner up for each category. Winners would receive a cash prize to be used toward creating future art and a small art related prize could be sourced for the runners up. A small marketing campaign will be organised to promote the competition. Specific dates for the event will be set later in the year.

8.0 KNUTSFORD PUMPKIN PATH (OCTOBER)

The Pumpkin Path should be able to proceed as normal on 31st October as the roadmap does not affect this.

9.0 CHRISTMAS EVENTS (NOVEMBER/DECEMBER)

The Christmas Events should be able to proceed as normal on 27th and 28th November 2021 (Christmas Market and Lights Switch On) and 4th December (Crib Service and Lantern Parade) as the roadmap

does not affect this. As agreed by the committee the Events Officer has made some preliminary arrangements for Christmas 2021 including some arrangements for the Santa Parade and Switch On events. All arrangements are tentative agreements only and no fees will be incurred. A further update regarding this event will be provided to the committee at the July meeting.

10.0 MAKERS MARKET (TBC)

The roadmap sets out that from April 12th non-essential retail will be allowed to reopen and this includes outdoor markets.

The first Makers Market that could take place would therefore be Sunday 4th May, followed by 6th June. The 4th July market would be the first after the removal of the social distancing requirements when the market could return to its ordinary size and format.

The committee has previously agreed that the SLA for the Makers Market be amended to pass the cost of the road closures for the Makers Market to the organiser (£200 per month) so it is taken into account when determining the council's profit share. The organiser has tentatively agreed to this for when the markets return to normal but not whilst they are held on the car parks; the organiser has stated that the markets since August have not covered costs and as such there has been no profit to be shared with the council for those markets.

The committee should consider:

- a) at what point it wishes the market to return and the format
- b) if the market returns on the car parks whether to cover the road closure cost

11.0 DECISIONS REQUIRED

The committee should:

- a) note the roadmap out of lockdown and its impact on the council's events calendar
- b) consider whether any amendments to the calendar are required at this stage
- c) consider the return of the makers market