

REPORT TO EVENTS WORKING GROUP KNUTSFORD MUSIC FESTIVAL 2021

Report Reference E-21-05
Meeting Date 17th May 2021
Agenda Item 10
Prepared by Events Officer



1.0 BACKGROUND

Knutsford Music Festival is the council's annual music festival held traditionally in June and celebrating local talent. At the last meeting the committee resolved to postpone the festival to August to allow the event to proceed safely due to uncertainty of holding a large event in June. It was agreed out of meeting that the new dates for the event be 13th – 15th August 2021.

2.0 UPDATE

Since the last committee meeting, the Events Officer has worked to arrange the 2021 line-up. Festival partner Mark Radcliffe agreed to come back on board to organise one larger night of folk music for 14th August and the Events Officer has organised a second night of folk music to be held 13th August; both events will be held at St John's Church due to the larger capacity it allows which will also better enable social distancing should that be necessary at the time of the event.

Arrangements for Music on the Moor to be held on the afternoon of Saturday 14th August have been made, with a full line-up of musicians booked for the acoustic stage and the return of Drumroots African Drumming workshop to the event which has proven very popular in the past and the Events Officer is exploring options for a potential second workshop to attend the event. A small number of local refreshment traders have been invited to attend the event.

A small collection of performances will take place around the town centre by local musicians and choirs to brighten up the town centre during the festival weekend and offer free entertainment to shoppers with the intention that this will further drive footfall to the town during the event period.

It is planned that tickets will go on sale for the two headline evening events after 17th May when it is better known what steps will be taken in the near future in accordance with the government's roadmap out of lockdown; this will allow the council greater security in confidently putting tickets on sale should restrictions ease as planned and reduce the risk of having to offer refunds from sales being launched too early should roadmap stages be pushed back.