

REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE 2022 EVENTS PROGRAMME UPDATE

Report Reference E-21-21
Meeting Date 21st March 2022
Agenda Item 6
Prepared by Events Officer



1.0 KNUTSFORD BUNNY HOP

Knutsford Bunny Hop is set to return next month on Saturday 16th April. It will be the first time the event has returned in 2 years due to the pandemic. The event will be held from 11am – 4pm and will feature the trail where families find the bunnies hosted by local businesses, as well as other activities including face painting in the market hall and an Easter Bonnet competition in Mr Simms.

The event has been sponsored by Mere Day Nursery who have now supported the event for many years and is on track to be delivered well within budget.

2.0 KNUTSFORD ART TRAIL

The second year of the Art Trail will take place on Saturday 2nd April. The event will feature more displays inside town centre businesses than last year, with a dozen signed up to host displays from local artists during the event. There will also be a children's craft workshop inside Knutsford Library, a collaborative art project hosted by local artist Louise Crawford for adults and children to all add a small section to a larger art piece which will be Knutsford themed, with the view to display this somewhere centrally after the event. There will also be an exhibition at Egerton Place (previously Marshalls House) during the event. The event runs from 10am-4pm on the Saturday only this year.

3.0 KNUTSFORD MUSIC FESTIVAL

Plans are on track for Knutsford Music Festival 2022 which will be held from 10th – 12th June 2022. All headline artists are booked and ticket sales launched on 1st March, with a total 123 tickets sold so far across five headline events. The headline events for this year's festival are as follows:

- Three folk nights Fri-Sun in partnership with Mark Radcliffe
- Friday Night Blues – Friday 10th June
- A Brief History of Music – Sunday 12th June (a semi-comedic event which runs through 600 years of music)

Music on the Moor will return on Saturday 12th June from 12-4pm, with craft and music workshops booked. Other performances will be held across the town centre all weekend as per last year's festival and businesses will take part in the fringe festival.

4.0 KNUTSFORD FOOD AND DRINK FESTIVAL

The date for our new Food and Drink Festival has been set as Saturday 13th August. Current plans are

to include an indoor market inside St John's Church and an outdoor 'arena' on Silk Mill Street featuring street food and drink stalls, a seating area and a small stage with live music.

Local businesses will be involved offering masterclasses and tasting sessions, so far three businesses have signed up after initial communications last week.

We are also exploring options for a 'Best in Cheshire' competition, similar to Taste Cheshire's 'Best Sausage in Cheshire' which would run as part of the event.

Applications opened inviting local traders to apply to trade at the event in March and this will remain open until the end of May.

5.0 TOWN AWARDS

The date for the Annual Town Meeting and Town Awards is set as Wednesday 4th May. Nominations opened earlier in March with the deadline set as Friday 15th April.

The awards are sponsored again by the Forum of Private Business.

6.0 RE-FRESH KNUTSFORD

The date for this year's Re-Fresh Knutsford has been set as Saturday 10th September, to run from 1-3pm. Detailed planning will commence in the summer.

7.0 KNUTSFORD PUMPKIN PATH

This year's Pumpkin Path will return to Halloween evening, with the event set to run from 4-7pm on Monday 31st October. Detailed planning will commence in the summer.

8.0 KNUTSFORD CHRISTMAS MARKET

This year's Christmas Market will be held on Saturday 3rd and Sunday 4th December 2022. Detailed planning will commence in the summer.

9.0 SEASONAL EVENTS FLYER

To cut down on use of paper for large quantities of flyers promoting events, we are trialling a seasonal events flyer for 2022 which will be released and printed quarterly to promote spring, summer, autumn and winter events collectively on a booklet flyer. The flyers will include other town events such as the Royal May Day, Beer Festival etc. to offer an overview of events in Knutsford at that time. The cost of production of the flyer will be drawn from the existing marketing budgets within event cost centres.