

REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE
EVENTS UPDATE REPORT

Report Reference E-22-12
Meeting Date 6th February 2023
Agenda Item 11
Prepared by Events Officer



1.0 KNUTSFORD BUNNY HOP

Knutsford Bunny Hop will return on Easter Saturday, 8th April 2023 from 10am to 4pm. There are no road closures for the event. Families can find 10 bunnies hidden around the town centre which all have a letter pinned to them, all the letters together spell a hidden phrase which this year will be 'EASTER EGGS' and they can submit their finished entry form to enter our prize draw.

There will be additional activities throughout the event including the return of the Easter Bonnet Competition held in partnership with Knutsford Olde Sweet Shoppe which was very popular last year. There additionally will be balloon modelling in the Market Hall, as well as other activities and competitions around town.

So far one sponsor for £100 has been secured and the Events Officer is seeking a second sponsor for £150.

2.0 KNUTSFORD MUSIC FESTIVAL

Knutsford Music Festival is set to return between 9th to 11th June 2023. The festival will feature a variety of events held in venues across the town including headline events organised by the Council and the fringe festival featuring events held by local businesses.

A programme of folk shows is set to feature once again in partnership with Mark Radcliffe, as these have proved a success over the last few years. There will be three main events Friday to Sunday with a pre-festival 'opening' night on Thursday 8th June at Knutsford Little Theatre. The Friday and Saturday events will be held at St John's Church in the evening, with a Sunday matinee style event at the Little Theatre on Sunday afternoon to trial a new format for the shows.

Music on the Moor will return on Saturday 10th June between 12-4pm featuring live music, activities and workshops. There will not be refreshment vendors this year after feedback for the last two years trialling this was that it has not been successful for the traders.

Friday Night Blues will feature again this year after it sold out in 2022, this is likely to be held again at Brook Street Chapel Hall however the Events Officer is currently looking at all possible venues.

The Events Officer has been exploring the possibility of featuring a Classical event after a two year hiatus however it is proving challenging within the allocated budget so may not be possible. The Events Officer is also exploring the possibility of partnering with a local business to host an open mic night on either the Friday or Saturday night as these have been popular in the past.

Following successes in 2022, the council will operate three bars (at the Friday and Saturday folk nights and the Friday Night Blues event) to generate additional income to support the event budget. In partnership with Tatton Brewery, the Beer Naming Competition will again take place as pre-festival engagement, this will be launched in early March.

The Events Officer has currently confirmed one for a £500 sponsorship package and is exploring other sponsorship opportunities.

3.0 REFRESH KNUTSFORD

The date for ReFresh Knutsford has been set as Saturday 9th September. The event will be organised by the Communications Officer as a community engagement activity.

4.0 KNUTSFORD PUMPKIN PATH

The date for this year's Knutsford Pumpkin Path has been set as Tuesday 31st October 2023. Further details will be provided to the committee during the summer.

5.0 CHRISTMAS EVENTS

The date for this year's Knutsford Christmas Market have been set as Saturday 2nd and Sunday 3rd December 2023. Further details will be provided to the committee during the summer.

The Crib Service date has been set for the following week as Saturday 9th December 2023.

Following the removal of the budget, there will be no bi-annual Lantern Parade.

6.0 YOUNG ARTIST OF THE YEAR COMPETITION

This is currently still ongoing due to a delay in the previous plans to hold an awards evening in November. A date is set for the judging panel to review all entries in early February and an awards evening will be scheduled for soon after once this has been set with Vermilion Art Galleries.

7.0 MISCELLANEOUS

The Events Officer is currently undertaking research and talks to explore the options for re-launching both the Art Trail and Food and Drink Festival with a focus on the Art Trail to explore options for bringing this back in 2024. A further update will be provided to the committee later in the year for consideration.