

REPORT TO EVENTS AND TOWN CENTRE MANAGEMENT COMMITTEE

YOUNG ARTIST OF THE YEAR COMPETITION

Report Reference E-22-15
Meeting Date 3rd April 2023
Agenda Item 10
Prepared by Events Officer



1.0 BACKGROUND

Knutsford Young Artist of the Year Competition was launched in 2022 as an opportunity to highlight young talent in our community. The competition launched in July with an aim to present awards in November, however due to unforeseen circumstances the competition was delayed and instead wrapped up in February 2023.

Children who live or study in Knutsford were invited to submit artwork in two categories, one for ages 4-11 (primary school ages) and one 12-18 (secondary school ages); runners up and winners were selected in each category and presented with certificates by the Mayor at a special awards evening hosted at Vermilion Art Gallery.

2.0 FEEDBACK

40 entries were received to the competition, which is a fair number for the first trial. There was a noticeable discrepancy in the number of entries for the older category and as such we would need to engage this age group better if the competition were to run again.

Feedback from parents of children who had entered has been very positive, stating that their children really enjoyed taking part and that they all enjoyed attending on the night so their children could view the artwork in a real gallery.

The delays in the competition were not ideal and did result in the competition lasting a long time between July 2022 – February 2023.

Hosting the awards evening at Vermilion Art Gallery on Stanley Road Industrial Estate worked well as it was the perfect setting for an art themed event. The gallery staff displayed the artwork brilliantly and provided some lovely decorations for the event. It also allowed the business to promote itself which helps to support one of our independent town centre galleries.

3.0 RECOMMENDATION

It is recommended that the competition repeats, however that the timings of the competition could be amended to tie in with future Art Trail events, which the council will hope to repeat in 2024.

Therefore, the competition could launch late Autumn 2023 with a view that entries would be reviewed early 2024 and an awards evening could be held around April 2024 to tie in with the week of the Art Trail and help to create an art themed week in Knutsford.