

REPORT TO EVENTS COMMITTEE

KNUTSFORD ART TRAIL 2024

Report Reference E-23-03
Meeting Date 2nd October 2023
Agenda Item 7
Prepared by Events Officer / Town Clerk



1.0 INTRODUCTION

In 2021, the council launched Knutsford Art Trail – a new event designed to celebrate local art. The event featured exhibitions and displays inside town centre businesses and venues. The first event was held in 2021 as COVID restrictions on events were lifting and the 2nd edition of the event ran in 2022. The event had a moderate success with the exhibitions and the displays inside businesses proving more problematic. The decision was taken not to hold the event in 2023 to allow a revised proposal to be developed and the event relaunched for 2023.

This report outlines research undertaken by officers and a proposal for the re-launched event.

The objective for the event is to encompass art for all ages and promote that *Art is for All*. This is an opportunity to remove stereotypes and create an inclusive event promoting new skills and interests. The intention would also be to focus on sustainability throughout the event and avoid using disposal items and create pieces that can be used within the home or consumed on the day.

2.0 EVENT PROPOSAL

It is proposed the event run across three days – Friday-Sunday on the first/second weekend of July. This moves it from its previous spot of April when the weather should be warmer and near the end of the school year.

The event would comprise a range of activity at venues across the town centre. This would include:

Exhibitions

A series of exhibitions (7-12) to ‘pop up’ in both traditional gallery settings and local businesses/venues. These will feature art that is available to purchase and will include at least one hour per day whereby the artists are at the venue to chat to customers and those on the trail. This would involve working with local artists and groups, such as the Knutsford Photographic Society.

The event would also feature the exhibition for the *Knutsford Young Artist of the Year* competition.

Workshops and Immersive Art

A ‘photobooth’ style set up in a venue which allows visitors to create a selfie style photograph which is emailed to them immediately and collated and sent to the host (KTC). This set of images could then be used to create a larger image/collage to be displayed in a window and used as future marketing for the art trail. This would be free of charge to the public.

A number of individual workshops, some ticketed (with a cost) others free/open. Different workshops would target different ages. These would include things such as:

- Food Art (e.g. coffee art, pizza portraits, chocolate art)
- Textile and print making
- Floristry
- Traditional/alternative arts
- Willow Weaving
- Candle Making

A caricaturist would be hired for the town centre. The precise model is to be determined, but they could pay to participate (charging for the caricatures), or be paid and collect donations towards the cost of the event/charity.

Art 'buskers' would be sourced to undertake activity in the town centre.

Children's Trail

This would be in keeping with the theme of the trail and would involve children completing a trail card. This should be in line with the exhibition venues to promote further exploration into the venues and visiting the artwork in situ.

Other

Ticketed evening events would be explored with hospitality venues, for example performances (spoken word, poetry, theatre) and talks from industry professionals. These would be ticketed. A small craft market for local producers could also be explored.

3.0 BUDGET

The following budget has been included within the draft committee budget for 2024/25.

Expenditure

Contractors	£1,500
Marketing (Inc photography)	£ 900
Event Costs (materials, volunteer refreshments etc)	£ 600
<u>Total</u>	<u>£3,000</u>

Income

Sponsor income	£ 500
Workshop income	£ 500
<u>Total</u>	<u>£1,000</u>

Net Expenditure **£2,000**

3.0 DECISION REQUIRED

The committee should consider the proposal as outlined and consider whether to launch a new version of the Art Trail as proposed.