

REPORT TO EVENTS COMMITTEE

COUNCIL 50TH BIRTHDAY CELEBRATIONS

Report Reference E-23-04
Meeting Date 2nd October 2023
Agenda Item 6
Prepared by Events Manager / Town Clerk



1.0 INTRODUCTION

Knutsford Town Council was officially created in 1974, as part of the local government reorganisation which dissolved the former Knutsford Urban District Council (1895-1974). In 2024, the council will therefore celebrate its 50th Birthday / Anniversary, a significant milestone that presents opportunity to highlight the role the council has played in the community for the past 50 years.

Section Two covers four proposed activities/events to mark the occasion, they are intended not to be self-indulgent and are framed as an opportunity to bring the community together whilst recognising the difference the council has made to the town. It is proposed that this activity is focused over four months from May to August 2024.

In addition, a special anniversary logo would be created to feature across all council literature in 2024.

2.0 PROPOSED ACTIVITY

2.1 EXHIBITION AT KNUTSFORD HERITAGE CENTRE

The Town Clerk has discussed with Knutsford Heritage Centre holding an exhibition on the history of the Town Council. This could comprise a series of exhibition boards documenting the role the council and its members have played across the previous five decades. The exhibition would open with an official opening in May 2024 and run for three months (recommended by Knutsford Heritage Centre).

2.2 CIVIC DINNER

An informal dinner inviting former Mayors (and/or surviving Consorts/Mayoresses), and current and former councillors and officers and civic dignitaries. This would be a celebration of the work of the council and an opportunity to thank those involved in its work and could be operated as a fundraising event for the Town Mayor's charities. The event could capture some content of former councillors talking about their time on the council for a video to be shared online.

The event could be held at Toft Cricket Club, precise timing to be confirmed but likely June/July.

2.3 COMMUNITY BIRTHDAY PARTY FUN DAY

The committee has agreed to explore hosting an annual community day on the open space at

Longridge as an opportunity to bring the wider town together in this part of the community. It is suggested that a trial of this is held in the form of a 'birthday party' on a Saturday in August. It would take place on the green space at Longridge/Boothfields, running on an afternoon from 12pm to 5pm.

The event could include an assortment of entertainment/activity including live music, face painting, family entertainment such as a magician and balloon modeller, small fayre type games such as 'hook a duck' and a climbing wall. An option to also include a dunk tank for people to pay a small amount to 'dunk' the Town Mayor (and other willing volunteers) could also be considered.

The event could include some catering from local businesses (e.g. a coffee van and ice cream), a BBQ run by Knutsford Scouts and a beer tent operated by Knutsford Beer Festival. These could be operated on the basis of a portion of proceeds going to support the event. A cake competition could be held (make the town a birthday cake) and sold/given out to attendees as part of the event. It could potentially include some other "village show" type activity (floral arrangement, craft etc)

The event would be free for the community and aim to bring the town together.

2.4 50 THINGS TO DO ACTIVITY

This initiative would aim to encourage people to explore more of their town, targeted at children/families. A booklet would be created listing 50 things to do in Knutsford which people can do and complete each page the booklet – for example, visit the library, meet the Town Mayor¹, drawing the obelisk, visiting the site of St Helena's and going for a swim at the Leisure Centre². Each activity would be designed to be free/low cost to ensure there are minimal barriers to participation. The booklet would be given out to children via the schools and available to collect from the Council Offices, Market Hall, Library and Heritage Centre.

Completing a page would involve (variably) collecting a sticker or a stamp, a brass rubbing, drawing a picture or answering a question. Once completed, the booklets can be submitted to receive a certificate and entry into a prize draw.

3.0 BUDGET

The following have been included in the draft committee budget.

Exhibition Costs – gross expenditure of £1,100, sponsorship of £250, net expenditure £850. This would cover the costs of refreshments for the opening event and the cost of the design, print and mounting of the exhibition boards to the Heritage Centre's recommended specification and publicity of the event.

Civic Dinner – if operated as a Mayoral Fundraising event, this would not come under this committee budget and would deliver a moderate surplus towards the Mayoral Fundraising activities for the civic year.

Community Fun Day – gross expenditure of £5,000 with income of £2,000 (donations from stalls/vendors and sponsorship), net expenditure £3,000. This would cover the costs of promotion

¹ The Town Mayor would carry a stamp with them when undertaking events, and times would be arranged for them to visit schools too.

² Knutsford Leisure Centre has agreed a token for a free swim could be included within the booklet.

and event delivery (hire of entertainment etc).

50 Things – gross expenditure £2,500, with sponsorship income of £1,000, net expenditure £1,500. This would fund the printing of the booklets, production of the stamps/stickers and certificates.

The total net budget for the activity is £5,350.

4.0 DECISION REQUIRED

The committee should consider the proposed programme of activity to mark the council's 50th anniversary.