

REPORT TO EVENTS COMMITTEE STRATEGIC PLAN UPDATE REPORT AND 2025/26 ACTION PLAN



Report Reference E-24-06
Meeting Date 30th September 2024
Agenda Item 8
Prepared by Town Clerk

1.0 BACKGROUND

As part of the committee's role in overseeing the implementation of the council's strategic plan, it considers an update report at each meeting outlining progress on delivering the current year action plan.

The committee is also required to agree an action plan for the 2025/26 civic year.

2.0 DRAFT 2025/26 ACTION PLAN

The following objectives have been assigned to the Events Committee:

REF	Objective
H2*	Work with partners on events and initiatives which celebrate and promote the town's heritage
TC6	Deliver an annual programme of events designed to promote footfall to the town centre
C5	Deliver an annual programme of events designed to bring the community together

The action plan is based on the current resolved positions with respect the council's events calendar. The committee should consider if there are further actions under each objective which it would like to see delivered in 2025, for example minor events (subject to available budget and programme) or the development of proposals for events in 2026/27 for committee consideration.

2.1 H2 – HERITAGE EVENTS

We will continue to celebrate, interpret and bring focus on the town's heritage to help the wider community understand the town's past. This will include organising heritage focused events and delivering projects which link to our history.

Suggested activity for 2025/26:

- Develop the programme of activity for Heritage Open Days 2025

2.2 TC6 – TOWN CENTRE FOOTFALL EVENTS

We already host a range of successful events which we know are greatly valued by the community. We will continually review our events programme to ensure it remains popular,

effective and brings something to the local community. When planning new events, we will strive to balance the benefit of the event against any disruption the event may cause, particularly to residents living within the town centre.

Suggested activity for 2025/26:

- Host the Knutsford Music Festival, Paint Knutsford, Knutsford Christmas Market a Rural Touring Arts event and Christmas Light Switch On

2.3 C5 – COMMUNITY EVENTS

As well as bringing visitors into Knutsford to support the town centre, we'll ensure our events programme also aims to bring the wider community together and support other events which do the same.

Suggested activity for 2025/26:

- Host the Knutsford Pumpkin Path, Bunny Hop and Crib Service
- Host the Young Artist of the Year Competition
- Host an outdoor cinema event
- Host Picnic in the Park

3.0 DECISIONS REQUIRED

The committee should review the progress on implementing the agreed action plan to date (section four) and agree an action plan for 2025/26 (section two)

4.0 EVENTS COMMITTEE ACTIONS REPORT 2024/25

	Origin	ARef	ORef	Action	Lead Officer	Target	Status	Committee Update
	24/25	EVE11	H2	Deliver a programme of activity for Heritage Open Days 2024	Events Manager	15/09/2024	Complete	
	24/25	EVE12	H2	Host an exhibition on the history of the Town Council as part of the 50th anniversary celebrations	Town Clerk	15/05/2024	Complete	
	24/25	EVE13	TC6	Host the Knutsford Music Festival	Events Manager	16/06/2024	Complete	
	24/25	EVE14	TC6	Host the Knutsford Christmas Market and Christmas Light Switch On	Events Manager	01/12/2024	Started	
	24/25	EVE15	TC6	Investigate options for a re-launched Knutsford Food and Drink Festival	Events Manager	30/09/2024	Deferred	The events team suggest that this action is deferred to the following year to allow greater consideration to be given to it.
	24/25	EVE16	C5	Host the Knutsford Pumpkin Path	Events Manager	31/10/2024	Started	
	24/25	EVE17	C5	Host the Crib Service	Events Manager	07/12/2024	Started	
	24/25	EVE18	C5	Host the Bunny Hop	Events Manager	19/04/2025	Started	
	24/25	EVE19	C5	Host the Young Artist of the Year Competition	Events Manager	31/03/2025		