

REPORT TO EVENTS COMMITTEE

RECENT AND FORTHCOMING EVENTS: JULY 2025

Report Reference E-25-01
Meeting Date 7th July 2025
Agenda Item 7
Prepared by Events Manager



1.0 INTRODUCTION

Since the previous committee meeting (April 2025) the following events have taken place:

- Bunny Hop – 19th April
- Flash Fashion – 17th May
- Knutsford Music Festival 5th – 8th June

The upcoming events in the current calendar year are:

- Movies on the Moor – 11th July
- Family Fest – 10th August (T)
- Paint Knutsford – 17th August
- Picnic in the Park - 14th September
- Pumpkin Path – 31st October
- Christmas Light Switch On – 15th November
- Christmas Market Weekend – 29/30th November

Events marked (T) are delivered through the Town Centre Committee. Outline plans for the upcoming events will be provided in the report below to brief committee members.

2.0 REVIEW OF RECENT EVENTS

2.1 BUNNY HOP

Another dry sunny day made this year's event very successful and the town had a really lovely atmosphere all afternoon. The businesses that displayed a bunny all got involved nicely and some businesses including POP perfumery and Satya Sanctuary went above and beyond by getting dressed up as part of this year's theme, Willy Wonka.

There was a good turnout for the Easter Bonnet competition and there were also themed characters that wandered around town handing out chocolates and providing photo opportunities. This was kindly provided to us by Noodle Performing Arts School free of charge. All in all, this event no doubt increases footfall throughout the town centre and engages with the local children with relatively low cost.

2.2 KNUTSFORD MUSIC FESTIVAL

This year's event was the most successful festival held to date with just shy of 700 tickets sold across the four days. Some new branding was introduced this year alongside some new music to encourage a wider demographic to attend. This seemed to be successful, however the Events team feel that we could start to introduce further genres of music to widen the scope. Below is a breakdown of the ticket sales

- Thursday 5th June – Katherine Priddy at St Johns Church (sold out - 250)
- Friday 6th June - AMC Gospel (138 tickets sold)
- Friday 6th June – An Evening of Irish Revelry (sold out – 100 tickets sold)
- Saturday 7th June – Blues Night with Vincent Flatts Band (84 tickets sold)
- Sunday 8th June – Great Big Folk Singalong (80 tickets sold)

In addition to these events, Music on the Moor took place on Saturday 7th June and although it was a very wet start, the sun did eventually shine and it was a success. Changing the timing of this event to move slightly later in the day is up for consideration next year and also some onsite branding for the Moor. Alongside the organised events, a number of venues within the town centre held fringe events throughout the 4-day period, and despite the weather, some reporting sales higher than NYE. The Sunday also included Alfresco dining on King Street which again, had some spells of wet weather but all venues involved were very pleased with the outcome of that event.

3.0 FORTHCOMING EVENTS

3.1 MOVIES ON THE MOOR

This open air cinema event will be taking place on the evening of Friday 11th July. There will be two screenings, a family friendly film of Sing at 4.30pm followed by a later showing of an over 12s film, The Goonies at 8pm.

The council will be running a bar and refreshments available throughout the night. Officers are currently sourcing sponsorship for this event. This event is weather dependant and will be rescheduled if there is heavy rain.

3.2 PAINT KNUTSFORD

This event is the new art themed event. Local artists can enter the competition beforehand and choose a location to paint or draw within central Knutsford. A trail map will be produced of all entrants' location to allow town centre visitors to watch the artwork being produced. All art will then be displayed in the Market Hall and winners will be chosen by a judging panel. This will run along side Knutsford Young Artist of the Year and Alfresco dining on King Street on Sunday 17th August. We currently have 14 registrations for this event and locations chosen include The Moor, Ruskin Rooms and The Heath.

4.0 DECISIONS REQUIRED

Feedback on the Bunny Hop and Music Festival is invited from the committee.