

# REPORT TO EVENTS COMMITTEE

## RECENT AND FORTHCOMING EVENTS JUNE 2026

**Report Reference** E-26-01  
**Meeting Date** 22<sup>nd</sup> June 2026  
**Agenda Item** 7  
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### 1.0 INTRODUCTION

Since the previous committee meeting (April 2026) the following events have taken place:

- Knutsford Fashion Week
- Knutsford Music Festival

The next events in the programme are:

- Knutsford Movies on the Moor
- Knutsford Picnic in the Park
- Paint Knutsford
- Knutsford Heritage Open days
- Knutsford Pumpkin Path

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 KNUTSFORD FASHION WEEK

Knutsford Fashion Week took place on 16th May and was, from an event perspective, a very successful event with 16 businesses taking part. The event ran smoothly from a logistical standpoint, with no operational issues reported. Overall delivery was well coordinated, and the event was well received by participating businesses.

This event report will be fully reviewed in the Town Centre Committee meeting.

#### 2.2 KNUTSFORD MUSIC FESTIVAL

##### Pre Event

It has been suggested that marketing activity should commence earlier in the delivery cycle for future years, as marketing assets were not received until approximately four weeks prior to the festival. An earlier start to marketing activity would support a longer promotional window and may improve advance ticket sales across the programme.

## Ticketed Events

The 2026 festival programme achieved strong attendance levels with 510 tickets sold from a total capacity of 601, representing an overall occupancy rate of 85%. Gross ticket revenue across the five principal ticketed events was £10,676. Two events sold out completely (*True Foxes supported by Edwina Hayes* and *Latino Sounds at The Market Hall*). *The Country Collective* also performed strongly, achieving 93% capacity.

*The Country Collective* was identified as a slower-selling event in advance of the festival and was subsequently moved from St John's Church to a smaller venue. The Little Theatre was chosen as a suitable alternative and was able to accommodate the performance effectively. All ticket holders were notified of the venue change via email-indicating that communication was effective and well managed. The scheduled support artist for *The Country Collective* withdrew on the Wednesday prior to the event and the Events Manager secured a local replacement artist at short notice to ensure continuity of the programme. The change of artist resulted in four refund requests

Overall, pre-event planning and contingency arrangements enabled the programme to proceed with minimal disruption, supporting the smooth delivery of the festival.

*Mark Radcliffe presents an evening with Ranagri* generated the highest ticket revenue (£4,191.00) and accounted for almost 40% of total ticket income.

Overall, the figures demonstrate strong audience engagement and continued support for the festival, with attendance levels providing a positive basis for future programme development.

Event	Tickets Sold	Capacity	Occupancy	Income
Rip Roaring Success	78	100	78%	£1,467
Mark Radcliffe presents an evening with Ranagri	178	240	74%	£4,191
The Country Collective	93	100	93%	£2,138
Latino Sounds at The Market Hall	61	61	100%	£978
Closing Night – True Foxes supported by Edwina Hayes	100	100	100%	£1,901
<b>Total</b>	<b>510</b>	<b>601</b>	<b>85%</b>	<b>£10,676</b>

## Audience Feedback - Ticketed Events

A total of 32 audience feedback responses were received across the festival's paid programme. Feedback was overwhelmingly positive, with attendees particularly praising the quality of performances, atmosphere and value for money.

Key findings:

- 4.7/5 average overall event satisfaction.
- 4.8/5 average rating for performance quality.
- 97% felt the events represented good value for money.
- 94% would recommend the festival to others.
- 91% are very likely to attend future festival events.

Audience comments consistently highlighted the high calibre of artists, the welcoming atmosphere

and the opportunity to enjoy quality live music in local venues. Areas for improvement identified by attendees included:

- Additional toilet facilities and improved seating comfort at St John's Church
- Better ventilation and cooling within the Little Theatre.
- Ticketing enhancements, including seat selection and reduced booking fees for multiple tickets.
- Increased marketing and promotion, particularly beyond the town centre and to younger audiences.

Feedback suggests the festival continues to deliver a high-quality programme that is valued by audiences and supports strong repeat attendance. Future improvements should focus on venue comfort, visitor facilities and wider audience development.

### **Music On the Moor**

Music on the Moor was successfully delivered on Saturday 6<sup>th</sup> June, with favourable weather conditions contributing to strong attendance throughout the afternoon. The event featured performances from The Leaping Frogs, Karamba Samba, local Gosia and Pomona Park, all of which were very well received by attendees and helped create a vibrant atmosphere across the site.

The event was supported by local businesses and organisations, including Dough Guys and Old Country Sweets, alongside the event's principal sponsors. Additional attractions included the council's licensed bar, free crafts provided by Knutsford Crafts, a Knutsford Scouts BBQ and Dirt Pie Guitars.

The event attracted a diverse audience and received positive feedback from attendees, performers and traders. Overall, Music on the Moor was considered a significant success and remains an important part of the festival programme and the town's cultural offer.

### Music on the Moor Feedback

Feedback to date suggested the introduction of a screen at future Music on the Moor events to promote upcoming town centre activities, provide event information and display lyrics for community sing-along sessions. It is considered that the cost associated with hiring and operating a screen would not represent sufficient value for money when weighed against the anticipated benefits.

It was noted that there were opportunities to further promote other town events at Music on the Moor, such as Paint Knutsford, Movies on the Moor and Alfresco Dining, through on-stage announcements. This feedback has been considered and it is intended to explore opportunities to increase the visibility of upcoming events through enhanced event branding, including the use of branded barrier covers and promotional signage.

Overall feedback on the event was very positive. Attendees praised the atmosphere, live music, food vendors, and the range of activities available. The availability of alcohol-free options at the bar was also well received.

It was noted that weather conditions have a significant impact on attendance and the overall event experience, with previous years being affected by poor weather.

One area for improvement identified was the provision of additional toilet facilities. Given the size and popularity of the event, additional public conveniences would help enhance the visitor experience and will be factored in for 2027.

### **Other Events**

In addition to the ticketed programme and Music on the Moor, the festival included two free community performances:

- Knutsford Beats Choir performances in the town centre on Saturday.
- Arthur's Class Act steel band performances on The Moor on Sunday.

A performance was also arranged in Knutsford Market Hall. These activities helped broaden the festival's reach beyond ticket holders and contributed to the overall atmosphere within the town centre.

### **Performance Against Budget**

The 2026 Knutsford Music Festival delivered a strong programme across multiple venues and generated on target income through ticket sales, sponsorship, bar sales and trader fees. The income/expenditure for the event is currently being finalised, but is projected to be c. £3k under budget.

Subject to the direction of the committee, it is intended to utilise this underspend to invest in infrastructure which will support future events, namely:

- the purchase of a mobile bar unit which would improve the presentation and operation of bar facilities across council events, helping to enhance the overall visitor experience and event offer. It is intended to commission Knutsford Men's Shed to create this (supporting the Town Mayor's charity).
- purchase of branded barrier covers for use across its events programme. These could be used throughout the year to promote upcoming events, enhance event branding, and improve the visual appearance of event spaces. These will help indicate to visitors that events are operated by the town council. The barrier covers would provide a reusable marketing asset that could be adapted to promote different events within the council's annual calendar, helping to increase awareness of future activities and strengthen the overall visibility of the Town Council's events programme.

### **Positive outcomes**

- Ticket sales met the £10,000 target.
- Marketing costs remained within budget.
- Sponsorship support and trader pitches at MOTM helped offset costs.
- The bar operation provided a valuable secondary income stream.
- The net direct costs were under budget

### **Looking ahead to 2027- 10<sup>th</sup> year anniversary**

Looking to the 2027 event, it is planned the festival would continue to work with Mark Radcliffe, recognising the strong audience engagement and positive contribution he brings to the programme. To maximise the value of equipment hired for use within the church, the 2027 programme will look at

including two larger headline events within the venue, increasing utilisation of the space and improving value for money.

Festival dates will be scheduled at least two weeks before or after the likely dates of Knutsord Beer Festival to avoid overlap in promotional periods and support stronger ticket sales for both events. The festival will continue to develop its partnership with Knutsford Hosts, their support plays an important role in event delivery and enhancing the visitor experience.

To strengthen marketing activity, all marketing assets will be finalised and received a minimum of six weeks prior to the festival launch, allowing for a longer and more effective promotional campaign. Marketing activity will also be reviewed with a view to expanding promotion beyond Knutsford to audiences within a 40-mile radius. Officers will explore opportunities to increase awareness of the festival through a combination of physical marketing, including flyer distribution and promotional materials in neighbouring towns and villages, alongside paid, geographically targeted digital advertising. The aim will be to attract new audiences, increase regional awareness of the festival, and further strengthen ticket sales across the programme.

Music on the Moor will remain a key part of the festival programme and will continue in its current format. The revised horseshoe layout was well received and will be retained for future events.

Additional staffing capacity will be introduced for future festivals, either through increased team resource or the development of a bank staff provision. This will provide greater operational resilience during peak periods and support the effective delivery of the festival programme.

### **3.0 FORTHCOMING EVENTS**

#### **3.1 MOVIES ON THE MOOR**

Movies on the Moor will take place on Saturday 11th July, running alongside the business led initiative, Family Fest. The event forms part of the town's wider summer programme and is designed to provide a free, family-friendly outdoor cinema experience.

Three films will be screened throughout the day, with the first film commencing at 1.30pm. The middle screening will be a *People's Choice* film, selected via a public vote conducted on the council's Facebook page, helping to encourage community engagement and participation.

The event will include a sweets and popcorn stall operated as a mayoral fundraiser, alongside a council operated bar. Food will also be provided by April's Kitchen, who will attend with their food truck on site, offering a range of catering options for attendees.

To support visitor comfort and event infrastructure, portable toilet facilities will be provided on The Moor for the duration of the event. Stable Minds have been asked if they would like to attend with the sensory tent, unfortunately due to staffing and financial issues they have politely declined.

The BID has been contacted and they are hoping to provide extra deck chairs for the event.

The event is sponsored by NFU Mutual. Additional income has been generated through the sale of advertising space shown on the big screen between film screenings, contributing to overall event revenue.

Overall, Movies on the Moor is designed to enhance the Family Fest offering, increase dwell time on The Moor and provide an accessible community cinema experience supported by local partners and income-generating opportunities.

### **3.2 PICNIC IN THE PARK**

Preparations for Picnic in the Park, which will take place on 26th July at St Helena's Field, are progressing well. The event is designed as a free, family-friendly community event and will feature a range of entertainment, activities, food vendors and community organisations.

The programme of activities will include a performance of *Rapunzel* by Wrongsemble Theatre, a climbing wall provided by Venture Out, a community dog show supported by Grounded Manchester and a craft tent delivered by Knutcraft (subject to confirmation).

Food and refreshment provision will include the Scouts BBQ, an ice cream van, Grounded Coffee Trike and the Town Council licensed bar. The mayor is also having a 'Splat the Mayor' stand.

Several local organisations and community groups have also been invited to participate, including The Welcome, Scouts Sweet Stall, Girl Guides, Knutsford Community Medics and Knutsford Care Community, who will be providing outdoor gym demonstrations and free blood pressure checks. Additional participation is anticipated from Just Drop-In, Knutsford Bake Club and Great Places, subject to confirmation.

The event is expected to provide a varied programme of activities for residents and visitors whilst supporting local community groups and organisations.

### **3.3 PAINT KNUTSFORD**

Paint Knutsford will take place on 16th August, running alongside the second Al Fresco dining experience of the year, helping to create a vibrant town centre atmosphere and encouraging visitors to engage with both the creative and hospitality offer throughout the day.

Registrations are already open, with 15 participants currently signed up. The 2025 event generated strong interest and participation, which in turn attracted significant sponsorship. This year, sponsorship income will be used to further enhance and elevate the overall event offer. Sponsorship has been secured from Tatton Perk, Cygnet, and King Street Dental.

Knutsford Heritage Centre is hosting an exhibition of all artwork produced during Paint Knutsford for two weeks following the event.

A live art facilitator will deliver two art classes at 11.00am and 1.30pm. These sessions will be paid workshops, offered at a relatively low cost to encourage participation. The classes will take place in Wallwood and will be themed around movement.

In addition, the council will host a dedicated children's art area on The Moor, providing a range of creative activities for younger participants. Arthur Lee's have kindly donated wallpaper to be used as large-scale drawing surfaces within this space.

Local art galleries in Knutsford have also been contacted to explore potential involvement or supporting activity linked to the event, helping to further strengthen connections with the town's cultural organisations.

### **3.4 HERITAGE OPEN DAYS**

The annual national festival will take place from 11th to 20th September. Participants have already registered via the Heritage Open Days (HOD) website, including St John's Church, Knutsford Ghost Walks, and a talk by Jenny Collins on Knutsford Workhouse.

Officers are currently in discussions with several historic properties regarding the possibility of opening their doors for tours during the festival period. A resident at Marble Arch has confirmed their participation and will be offering one tour during the festival. This remains an ongoing area of development as the programme continues to be shaped.

Tabley House and the Heritage Centre have also confirmed their participation. Officers are in talks with St Cross Church to accommodate tours of the bell tower, and are exploring the option of hosting a weaving demonstration on the lawn outside the Council Offices.

The developing programme reflects strong early engagement from local heritage organisations and contributors, with further additions expected as planning progresses.

### **3.5 KNUTSFORD PUMPKIN PATH**

Pumpkin Path will take place on Friday 30th October, with King Street closed to traffic for the duration of the event. This is currently in the very early planning stages, and further information will be issued to businesses in the coming weeks outlining how they can participate and get involved.

More details regarding event timings, activities, and operational arrangements will be confirmed as planning progresses.

### **4.0 DECISIONS REQUIRED**

The committee is invited to provide additional feedback on Knutsford Music Festival to inform planning for the 2027 event.

The committee should note arrangements for upcoming events and provide any further direction and suggestion.