

REPORT TO EVENTS COMMITTEE

KNUTSFORD SUMMER OF SPORT PROPOSAL

Report Reference E-26-04
Meeting Date 5th October 2026
Agenda Item 7
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1.0 BACKGROUND

In setting the 2026/27 events programme, the committee resolved that the idea of a “Festival of Sport” event be explored for 2027. This report presents a proposal based on this for a town-wide sporting initiative to take place in summer 2027.

The proposed initiative, provisionally titled ‘Knutsford Summer of Sport’ would aim to bring together local sporting clubs, fitness organisations and community groups to promote participation in sport and physical activity.

The proposal was initially discussed at an informal events meeting attended by members. A provisional 2027 events calendar has also been developed to consider how the initiative could fit within the wider programme of events.

2.0 PROPOSED EVENT

2.1 EVENT OBJECTIVES

The proposed Summer of Sport would provide an opportunity to promote the wide range of sporting and physical activity opportunities already available within Knutsford.

The objectives of the event would be to:

- Encourage residents of all ages to become more physically active
- Promote health and wellbeing within the community
- Raise awareness of local sports clubs, fitness providers and community organisations
- Encourage new participants and support local clubs in attracting new members
- Reduce social isolation by providing opportunities for residents to participate in activities within their community
- Strengthen links between local sporting organisations
- Provide a coordinated platform through which local clubs and organisations can promote their activities

The initiative would also provide an opportunity to showcase the breadth of sporting opportunities available locally and encourage residents who may not currently participate in organised sport to try something new.

2.2 PROPOSED FORMAT

The proposal is for the initiative to operate over a six to eight-week period between May and August 2027, with precise dates to be confirmed.

Rather than the council delivering a large number of individual sporting events itself, the proposed approach would be to coordinate and promote activities already being delivered by local organisations.

Participating clubs and organisations would be invited to submit details of activities taking place during the programme. The council would coordinate the programme and develop a dedicated promotional campaign to bring the individual activities together under the Summer of Sport banner.

It has also been suggested that the programme could conclude with a flagship community event, potentially including a children's fun run, family activity morning or similar accessible event.

The final format would be dependent on the level of interest from local organisations and the resources available to the council.

2.3 ATTENDANCE AND POTENTIAL IMPACT

At this stage, it is not possible to provide an accurate predicted participation/attendance figure as this will depend on the number of organisations taking part and the activities offered.

The potential reach of the initiative could be significant if a broad range of local clubs and activity providers participate. The six to eight-week format would also provide residents with multiple opportunities to take part, rather than relying on attendance at a single event.

3.0 FINANCIAL CONSIDERATIONS

A simple forecast budget has been prepared by the Events Manager and is included at Appendix A. This provides an initial indication of the potential costs associated with delivering the initiative.

Initial expenditure is likely to include marketing and promotional activity, with potential costs associated with the creation of a dedicated programme, printed promotional materials, digital marketing and any signage or promotional resources required.

If a concluding flagship event is taken forward, additional expenditure would also need to be considered, depending on the format chosen.

Initial research will be undertaken into potential funding and sponsorship opportunities. However, sponsorship should not be relied upon as the primary source of funding, particularly as one of the aims of the initiative is to support smaller local clubs and organisations that may have limited resources, and which may be seeking sponsorship themselves.

The forecast budget will be reviewed and updated once there is a clearer understanding of the level of interest and the final format of the initiative. The budget in the appendix is included within the draft committee budget presented.

4.0 KEY ISSUES AND CHALLENGES

There are several issues that will need to be considered before the proposal can progress.

4.1 STAFFING CAPACITY

The most significant issue to be considered is staffing capacity. The council's summer programme is already well developed, and the existing team operate at (and at times marginally above) capacity during this period. Coordinating an additional six to eight-week initiative would create additional work in relation to administration, communication, marketing, programme development and event coordination.

The Council would therefore need to consider whether additional staffing resources are required or whether existing events and activities could be adjusted to accommodate the initiative. Appendix B details an estimated breakdown of the staffing hours required. 215 hours are estimated, over a 6 month period this equates to around 9 hours per week.

4.2 PARTICIPATION

The success of the initiative would depend heavily on sufficient participation from local sporting organisations. If there is limited interest, the programme may not provide sufficient variety or value to justify the resources required to coordinate it.

Initial engagement is therefore an important first step should the committee choose to implement the event.

4.3 SCHEDULING

The proposed May to August period already contains a significant number of council events and community activities.

The Summer of Sport would need to complement the existing events programme and avoid unnecessary duplication; it will also be important to consider messaging/advertising capacity within this period with multiple events/activities being promoted.

4.4 FUNDING

As exploration of the event continues, further work would be undertaken to develop the budget requirement. Opportunities for external funding and sponsorship should be explored, but the initiative should be designed so that it remains viable without relying entirely on sponsorship income.

5.0 CONCLUSION

The proposed Summer of Sport provides an opportunity for the Town Council to bring together local sporting organisations and promote participation in physical activity across the town.

The initiative could provide benefits for residents by increasing awareness of local opportunities, encouraging participation and supporting health and wellbeing. It could also provide valuable promotional opportunities for local clubs and help strengthen relationships between sporting organisations.

However, the success of the initiative would depend on sufficient participation from local

organisations and the council having the capacity and resources to coordinate and promote the programme effectively.

It is therefore recommended that the proposal is considered alongside the initial engagement with local organisations. Feedback from local organisations, alongside consideration of staffing, scheduling and financial implications, will allow the council to determine whether the initiative should be progressed further.

6.0 DECISIONS REQUIRED

The Events Committee should:

- a) Decide whether the proposed Summer of Sport should proceed and be included in the 2027 events programme
- b) Consider and approve the forecast budget set out in Appendix A, and any additional budget required should the final format of the initiative change
- c) Consider the staffing and resource requirements associated with delivering the initiative; specifically, should the committee wish to take it forward whether it would seek additional staffing resource to enable it to be added to the programme, or remove another event from the programme
- d) Consider how the initiative can be accommodated within the existing 2027 events schedule and the capacity of the events team
- e) Agree any further actions required to enable the initiative to progress.

APPENDIX A: EVENT BUDGET

SIX-WEEK SUMMER OF SPORT PROGRAMME

Activity	Budget
Leaflet and Promo material design	£400
Print	£250
Photography across six week period	£600
Contingency	£200
Total expenditure	£1,450

CONCLUDING EVENT

Activity	Budget
Additional signage	£200
Event equipment/hire	£500
Entertainment/ activities	£700
First Aid	£200
Toilets	£300
Total Expenditure	£1,900

INCOME

Activity	Budget
Sponsorship	£300
Concluding event bar	£500
Concluding event vendors	£200
Total Income	£1,000

Notes

This is an initial forecast budget and is intended to provide an indication of the potential costs associated with the proposed Summer of Sport initiative. Costs are indicative at this stage and will be dependent on the final format, number of participating organisations and activities delivered.

The budget assumes that participating sporting clubs and organisations would provide the majority of activities at their own venues and using their existing resources.

The Town Council's expenditure would therefore primarily relate to coordination, marketing and promotion of the overall initiative.

The costs associated with a concluding community event are shown separately, as this element of the proposal has not yet been finalised. These costs would only be incurred if the Council decided to include a final flagship event within the programme.

APPENDIX B: ESTIMATED STAFF TIME

Task Group	Total Hours
Initial planning and project development	12
Engagement with sports clubs, fitness providers and community organisations to develop programme and present initiative, follow up communication, queries and participant confirmations	32
Collating activities and developing the programme	12
Developing programme branding and promotional brief	10
Gathering content and images for marketing materials	18
Marketing and social media campaign	20
Website, event listings and programme updates	6
Sponsorship and funding research and liaison	5
Budget management and income tracking	6
Ongoing liaison with participating clubs and providers during the programme	10
Managing schedule changes, queries and operational issues	10
Planning the concluding community event	15
Booking suppliers, traders, toilets, first aid etc. for concluding event	8
Event paperwork (risk assessments, site plans, briefing notes)	8
Volunteer coordination and rota management	8
Concluding event set-up, delivery and pack down	18
Post-event administration, evaluation and reporting	8
Miscellaneous	8
Total Estimated Hours	214

Notes:

It is estimated that approximately 215 hours of staff time would be required to coordinate and deliver the Summer of Sport programme.

These hours would be shared across the events, administration and marketing teams, although the majority of the workload would sit within the Events and marketing departments.

The estimate includes planning and coordination, liaison with participating organisations, administration, marketing support, ongoing management throughout the programme and delivery of the concluding community event. The final staffing requirement will depend on the level of participation and the final format of the programme.