

REPORT STATEMENT

REPORT PURPOSE:

To consider co-funding the Macclesfield in May/Party in the Pews event at Christchurch, May 27-28th 2023

AUTHOR: Events team

Background

The current organiser Jo Anne Lowes has previously run two highly successful music and art festivals under the same name at Christchurch, which combined have raised over £2000 for the Christie Charitable Fund.

In previous years the festival has taken place over 3-4 days and would be attended by over 1000 people each year. The festival provided business opportunities to six independent stalls, five food and beverage outlets and showcased artwork by Macclesfield college, Oldham college and Manchester college students, IDST and the Macclesfield Community ArtSpace. The festival has agreements in place to provide these opportunities again

Party in the Pews has nearly 2000 followers on Facebook and the announcement of the new date for 2023 gaining a highly positive response in terms of likes and comments.

Previous acts which have performed at the festival include Peter Hook and the Light, Toploader and Buzzcocks. Footage from the festival featuring Peter Hook has now been viewed over 1500 times online.



Current situation

The 2023 festival is pitched as a new combined music event with Jo Lowes and Roenaissance. Event organisers (Jo Lowes and Roenaissance) would like to work with Town Council events staff to deliver this event.

The Event Organiser (Jo Lowes and Roenaissance) would be responsible for booking bands, hiring equipment & specialist staff needed including PA, lighting desk, sound engineers and toilets. The Event Organiser will also recruit train and manage all stewards.

With support from the council the ticket cost could be reduced, from £30 to £20 per day, with discounted tickets for children to make the event more accessible for families. A Family ticket (2 adults, 2 children) could also be offered for £50.

For this price customers would have access to eight bands per day inside the church with live music from 2pm to 11pm plus the six acoustic acts outside the church in the community space from 1pm – 8pm. The acts appearing outside will be free to attend, a ticket will only be needed to go inside the church and see the main headline bands.

In comparison to previous years the event will run at reduced cost; the reduction of the event from 3-4 days to two and the lower tech demands of this year's acts would significantly reduce tech and other hire costs for the 2023 event.

An approximate costing of this year's event came to £10,340,

Cost Breakdown

Toilets hire with Stu's Loo's	£790
Tickets and Wrist bands with PrintMyTickets	£150
Artists catering	£500
Artists Fee's	£6400
Tech hire including tech team	£2500

Based on ticket sales alone around 200 tickets per day would need to be sold for the event to break even – this is in line with previous ticket sales and is expected to be achieved. Additional revenue can be provided by business sponsorship, food and drink site sales and the Roenasissance-run bar. Any and all profits will be invested in the regeneration of Christ Church as a dynamic community event space.

Decision required

The committee are asked to consider if they would be willing to enter into a Service Level Agreement with Jo Lowes and Roenaissance - including to partially fund Party in the Pews to the amount of £3000, with this money being earmarked for hired PA system and updating the church power sockets.

The PA hire quote is £2500

The power upgrade quote is £480 plus vat

The current sockets are only able to take a 3 pin plugs, large events need 3 phase access to power. Previously the festival has had to hire in 2 generators at a cost of over £1000 to cover these power needs. Not only would upgrading the current power system be a less expensive option it would be significantly greener and provide a permanent solution to make the church more viable for other events and outside hirers in the future.