

Party in the Pews 2023

Benefits and impact of the festival

For the first time the festival 2023 sold out the full weekend and covered all its costs. Thanks to the council grant we could offset costs and introduce cheaper children's tickets. 50 family weekend ticket were sold.

The festival booked a mix of acts that would never normally play Macclesfield and gave a bigger platform for local acts.

Although the actual cost of the festival was more than anticipated, the business model we use, means more advanced ticket money coming in, goes towards investing in further bands or activities to make the festival bigger and better.

- We invested more in advertising this year which contributed to the sell out.
- We booked more bands
- We extended children's activities including:
 - £300 to Artspace for children's crafting activities.
 - £200 to Marc Makes Comics to do events for children.
- More toilets were ordered due to the sell-out numbers expected.

Outcomes

- 500 tickets sold.
- Approx. an extra 400 attended the free outdoor activities
- According to our ticket provider Skiddle we had attendees from Macclesfield, Manchester, Stoke, Leeds, Birmingham and Sheffield coming to the areas for the weekend.
- This was linked to all rooms being sold out at Travel Lodge, Premiere Inn and all of Booking.com too, which put money back into local economy.
- Attendees were also able to go to Treacle Market before Sundays event.
- The festival worked with over 60 students from Macclesfield college and Manchester college having students both as performers and work experience.
- Local brewery Red Willow, brewed a special beer called Macc Rocks, which sold out. This was great publicity for both the festival and local brewery. They also provided the beer for the can bar providing income for the brewery rather than using a generic national brand.
- The Christ Church made £1400 by running a can bar inside which will be invested in putting on more community events. The church also had the power supply fixed to a 3 phase plug which will provide them more versatility as a venue in the future.
- Volunteers ran the whole event which gave them brilliant experience.
- Pre events and post Party in the Pews Events were held at local venues CineMac and outside Red Willow and the Fountain which were extremely well attended.
- Outlets to sell physical tickets included local shops e.g Proper Sound and Hadfields which promote local businesses.

- All promotion materials included the Macclesfield Town Council logo, and thanks to the Council for funding. Main post line up tagging the council and with artwork with the council logo had 11.5k of engagement, including 57 shares. Final video of headliner Futureheads has had 9.5k views
- Interest in the Church as a venue is growing, for example we have been approached about staging a play about the life of Ian Curtis in September, this has been due to seeing what the space is capable of. The play has already sold out in Manchester and is touring from October.

Festival 2024

The festival will be back in 2024 with over half the line-up including headliners confirmed and 100 weekend tickets have been sold.

We will also:

- Next year we will not be using Skiddle for the tickets instead we will use Cinemac ticket system, so they will keep the fee investing in Cinemac as a local venue.
- We will have other local outlets selling tickets again so they can keep the booking fee.
- The festival would like to extend into the grass area of Christ Church, this area would be open to the public and would include more free children's activities, catering and free live music.
- We will again be working with Macclesfield College providing work experience at the event for music students and running design briefs with media students.
- We will be brewing a special beer again with a local provider.
- All traders will again be local, giving local traders employment opportunities.
- We will continue to promote all parties involved.
- New for 2024 we want to offer keepsake reusable plastic festival cups. These would reduce single use plastic and can be used as advertising space for local businesses and the council's logo. Any not used can be used by Christ Church the rest of the year and at other events the external bar company attends.

Proposal for MTC

For *Party in the Pews 2024* we would like to request funding which would add to the accessibility, sustainability and community spirit of the event. Funding these additional expenses will also mean that the festival can offer an affordable ticket price, particularly for families and children.

1. The festival would like to spend money again on disabled access toilets, this time supplying more toilets to take care of the increased capacity outside. **£400**
2. The festival would also like to invest in a PA and portable outdoor stage to develop the outdoor free to event section of the festival. This would be used by Macclesfield college again and other local artists. It can be used by community groups that use the church throughout the year and is more financially viable than hiring a PA for outside every year. Buying a PA is the equivalent of 3 years of hiring costs.
Proposed purchase LD Systems MAUI 11 G2 Column PA System X 2 Speaker = **£1518**
3. 2 days St Johns Ambulance cover 2 x 10 hours approx. **£560**

4. Henshaws waste management, again increasing the number of bins to take care of the increased capacity outside and getting a more reliable method of disposal of waste **£300**
5. Artspace materials and volunteer expenses to cover free activities outside for children **£400**
6. x600 reusable branded festival pint cups which can have the festival and council logo printed on **£700**

TOTAL: £3878