

Pews in the Pews 2024 Report

By Jo Lowes, *Choose Macc* Founder

Benefits and impact of the 2024 festival

- SOLD OUT FULL WEEKEND! 400 tickets sold.
- Approx. an extra 400 attended the free outdoor activities
- Local company Cinemac was the ticket provider. They benefited from the booking fee and reported attendees from Macclesfield, Manchester, Stoke, Leeds, Birmingham Liverpool, Wigan, Sheffield and even Scotland coming to the areas for the weekend.
- This was linked to all rooms being sold out at Travel Lodge, Premier Inn and all of Booking.com too, which put money back into local economy.
- Audience also attended Treacle Market along with various local establishments putting money in the local economy.
- 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.
- All promotion materials included the Macclesfield Town Council logo, and thanks to the Council for funding.
- Main social media post tagging the council and with artwork with the council logo had 11.5k of engagement, including 57 shares. Final video of headliner The Slow Readers Club has had 10K of views
- The amount of rubbish and recycling was halved due to the reusable cups. Left over cups have since been used at 1261 festival and can be used for free at community events.
- The festival booked a mix of acts that would never normally play Macclesfield and local acts which had the opportunity to play a bigger platform than usual.



The festival also purchased a stage from ArtSpace to be used in the outdoor space.

Based on this instead of using funding to hire an outdoor PA the festival used the money along side festival ticket sale money to purchase a PA. This was a far more cost effective solution and has had long term benefits.

Since the festival the PA has been used for free at Red Willow, Proper Sound and Cinemac cinema to lower the cost of the venues running events.

The PA was also used as Part of the 1261 Festival which meant the Levelling Up funding went further and could be used to fund more acts. It was used as part of the Macc Pride events and the PA will also be used for the Mayors charity *Battle of the Bands* at Cinemac raising money for ArtSpace and Space 4 Autism.

The stage purchased was also used for 1261 Festival and other music events around the town.

Looking ahead

As the council is already aware due to several factors Christ Church is no longer viable as a venue for PITP moving forward. We don't want to lose the amazing support and momentum the festival has generated so would like to stage a 2-day event in South Park in May 2025, rebranding to *Party in the Park* with the hope to then move on to *Party in the Pavilion* in 2026.

The first day would be original live music and the second would be screening family friendly films making use of the erection of the stage / sound / lighting toilets / general event infrastructure for 2 days. A full plan and request for funding will be put in for next Services Committee meeting.