

## **Report Purpose:**

1261 Afterparty Case Studies

### **Proper Sound**

The recent 1261 event in Macclesfield was a tremendous success for our business, offering both immediate financial gains and long-term benefits that have strengthened our position in the local community. Unlike many town centre events that focus on daytime activities and cater primarily to children—often resulting in limited benefits for our business due to the abundance of similar offerings—the night-time element of the 1261 festival proved to be particularly impactful. By drawing in a diverse adult crowd, the event created a vibrant atmosphere that directly benefited our venue.

#### **\*\*Increased Footfall and Revenue\*\***

During the weekend of the event, our turnover more than doubled compared to a typical weekend, bringing it up there with our busiest weekends when we host our own events. This increase was driven by the substantial footfall generated by the festival, which attracted a diverse crowd eager to explore the local businesses involved. While other town events are valuable and contribute positively to the community, the 1261 festival stood out by directly drawing more patrons into our venue, turning an ordinary weekend into one of our most successful. The event's focus on music and culture resonated with our target audience, allowing us to fully capitalize on the increased traffic.

#### **\*\*Enhanced Social Media Engagement and Visibility\*\***

One of the most impactful outcomes of the 1261 event was the surge in our social media engagement. The promotion, including tags and shares by the event's organizers and participants, particularly those with larger followings, significantly broadened our reach. This digital exposure not only increased our follower count but also led to higher engagement rates, with more likes, shares, and comments than usual. The ripple effect of these interactions extended beyond the immediate audience, spreading our brand's visibility across wider networks and attracting new customers to our venue.

#### **\*\*Economic Boost to the Local Economy\*\***

The festival not only benefited individual businesses like ours but also had a ripple effect on the broader local economy. The increased footfall meant that many visitors spent money at a variety of establishments—restaurants, cafes, shops, and more—contributing to the overall economic vitality of Macclesfield. Events like 1261 help keep local revenue within the town, supporting jobs and sustaining local enterprises.

#### **\*\*Strengthening Macclesfield's Identity and Appeal\*\***

By celebrating Macclesfield's musical heritage, the 1261 festival played a key role in enhancing the town's cultural identity. Such events help position Macclesfield as a

destination that offers unique experiences, attracting not only locals but also visitors from surrounding areas. This strengthens the town's appeal and can lead to increased tourism, benefiting a wide range of local businesses and services.

**\*\*Fostering Community Spirit and Collaboration\*\***

The festival created a unique atmosphere where attendees could freely move between different businesses, fostering a sense of community and collaboration. People often discussed where they had been and where they were headed next, highlighting the connectedness that the event promoted. This kind of cross-business interaction not only benefited all involved but also reinforced the cultural significance of music in our town. The shared success of the event demonstrates the potential for future cooperative efforts that can further enhance the town's cultural landscape. Events like 1261 serve as a catalyst for building stronger relationships between businesses, community groups, and the council, all of which are essential for long-term town development.

**\*\*Supporting the Council's Strategic Goals\*\***

The success of the 1261 festival aligns with key strategic goals that the council prioritize, such as promoting local culture, supporting small businesses, and enhancing the quality of life for residents. By continuing to support such events, the council can demonstrate its commitment to these goals, showing tangible results that benefit the entire community.

**\*\*Long-Term Benefits and Vision for Future Opportunities\*\***

Beyond the immediate financial gains, the 1261 event positioned our venue as a prime destination for future events. The overwhelmingly positive response from attendees, both online and in person, has laid the groundwork for sustained growth. Many who visited during the festival have already expressed interest in returning, asking about future events and expressing enthusiasm for the unique vibe and concept we offer. This event has not only boosted our business in the short term but also enhanced our reputation within the community, setting us up for continued success.

Additionally, it was a great opportunity for all businesses to network and collaborate, helping to elevate the town as a whole. At Proper Sound, we are brimming with ideas to help Macclesfield stand out and are always keen to be involved in initiatives that support our community. The festival showcased Macclesfield's ability to host well-organized, culturally significant events, setting a precedent for sustainable growth in the local events sector. This could lead to a regular calendar of festivals and events, each building on the success of the last, ensuring continuous economic and cultural benefits for the town.

In summary, the 1261 event was a significant success for our business, providing considerable financial, social, and cultural benefits. The increased visibility through social media, coupled with the enhanced community engagement and economic impact, demonstrated the power of well-organized, venue-based events in driving business growth and fostering a vibrant local culture. We look forward to continuing

to work with the council and other businesses to create more opportunities that will help Macclesfield thrive.

### **Cinemas Cinema Venue Friday 28th and Sunday 30th**

UK cinema numbers are at an all time low due to combination of lack of huge blockbusters and the cost of living crises. This has been even more detrimental for independent cinemas. 3 weeks previous to the festival cinema had their worst commercial week to date with less than £100 being taken. This will not cover building rental or staff wages. Losing Cinemas would mean for local people would have to travel to Stockport or Didsbury which is hugely inconvenient and financially excluding.

The weekend of the 1261 festival the cinema quadrupled taking and had x 20 the usual audience. This hugely increased sales in concessions which quadrupled to cinema takings. Thanks to Choose Macc booking the level of high calibre acts that it also allowed us to have conversations with artists booking agents about further concerts in future so we can continue using the space as a multi purpose venue. These events will help save the cinema's future by giving it an additional financial stream. The cinema also employed 10+ people which secure their jobs. There is also no other venue of its size in Macclesfield which means we can develop the music industry within the town. We have also seen an increase in cinema audiences after the festival as when people visited the cinema for the gigs held over the weekend they became aware of the films the cinema had to offer and came back. Our social media reach also increased from 2.5k of followers to over 3K which was also due not only to the extra visitors but the extensive advertising and social media campaigning that Choose Macc carried out. Other events advertised on our website also had an increase in sales too. We have also seen the benefit of working with Macclesfield town council as we will now be hosting a battle of the bands for the Mayoral charity in September which will again raise profits through the sale of concessions. Overall our involvement in terms of financials, raised profiles and audience feedback in the 1261 festival was huge and beneficial.

### **Facebook feedback**

The acoustic performance on Sunday night with Ally from the Virginmarys and Tommy from Space was absolutely brilliant it's brilliant to see acts like this on our door step. Please Cinemas carry on putting on gigs'