

Macclesfield in May Festival 2026 – Executive Summary

Proposed Date: Saturday 23rd May 2026

Funding Requested from MTC: £4,160

2025 Festival Highlights

- First free-to-attend event in the new Market Place location.
- 13,787 visitors – a 46.5% increase on the previous week's footfall.
- Full occupancy at local hotels; strong trade for Market Place businesses.
- All traders sourced from Macclesfield/Cheshire East.
- Educational partnerships with 60+ students from Stockport and Manchester Colleges.
- Local brewery collaboration (Macc Rocks beer – sold out).
- 2,000 reusable cups reduced waste and promoted local sponsors.
- Entirely volunteer-run – strong, experienced team in place.
- £6,000 raised through sponsorship, Kickstarter, and trader fees.

2026 Plans

- One-day festival due to Town Hall availability – extended hours (11am–10pm outdoors, midnight indoors).
- Music-focused programme with national and local acts; more art/events around town.
- Support for other venues to run linked events using festival equipment free of charge.
- Free to attend, maintaining accessibility.

Objectives

- Bring nationally recognised music acts to Macclesfield.
- Boost the local economy by attracting visitors from outside the area.
- Prioritise local traders – pitch fees help fund acts.
- Expand children's activities and community engagement.
- Continue partnerships with colleges and schools for work experience.
- Increase reusable cups from 2,000 to 3,000 units.
- Maintain strong promotion featuring MTC logo.

Funding Breakdown (MTC Contribution Request – £4,160)

Item	Cost
Acts contribution (total £5,000)	£2,000
Sound/PA hire with noise monitoring	£850
Community medics (2 staff)	£360
Public liability insurance	£300
SIA security support	£350
Children's entertainment contribution	£300

Why Support This Festival

- Proven track record: high attendance, strong local economic impact.
- Exceptional value – major cost savings through owned equipment, sponsorship, and volunteer workforce.
- Builds Macclesfield's cultural reputation while supporting local businesses and creatives.