

MTC Funding Report

Macclesfield in May 2026

Joanne Lowes

Total funding of £4,160 was received towards the Macclesfield in May event which was held on 23rd of May 2026. Funds were received in two separate payments in advanced of the festival in light the majority of costs needing to be paid months in advance of the festival.

Original requested **MTC Service User Agreement**

The requested funding was as following, with notes in red when the amount or intended used changed.
We do have invoices / receipts if needed.

Item	Cost
Funding towards costs of acts The rest will be covered from traders and sponsorship with the aim of spending 5K on the line up The final line up cost £8,000 which was enabled by additional funds raised through adverting and merch sales. This strengthened the line up and we were able to include Badly Drawn Boy a Mercury Award winning artist, The Boo Radleys who have had a number one single and top 10 album and Fever Dream Kills who's line up has previously supported Pink at Wembley stadium.	£2000
Sound Engineer and PA with noise monitoring a requirement by Cheshire East This cost was less than anticipated at £650 due to us offering OSB the hire company an advertising space in our program. OSB also provide all the needed safety barriers for the event too. The £200 was spent on a second hard drum kit which was used as a back line kit for the festival. For the rest of the year is being used as a practice and live kit by two bands at Fallibroome academy. Drums are a huge expense for young bands so this is a brilliant community asset for young people in Macclesfield. This has also been used at community events Choose Macc put on such as 1261 Post Parade Party at Park Green and the charity event for Cardiac Risk in the Young at Bollington Tap. Hiring a drum kit is £100 per event so moving forward this is an excellent saving and asset for future events.	£850
Community Medics first aiders. New total became £420 Based on 2025 numbers I increased the amount to 3 first aiders	£360
Public liability insurance	£300
SIA security to support volunteers – a requirement by Cheshire East	£350
Children's activities This changed to be focussed on music-based activities. Whilst children's outdoor games were available and free in St Michael's church yard I wanted the impact of funding to be more long term. With this in mind a battle of the bands was held at Fallibroome Academy with the winner gaining a slot at the festival. A graphics workshop to redesign the festival artwork was run by me at Macclesfield College. Artwork was then displayed at the gallery space at RedWillow. Also funding was used to provide materials for an arts and craft workshop for students from Oldham college to create stage decorations.	£300
Total	£4,160

The predicted total cost of the event was £10,000 the final amount increased to just over £13,000 after successful fundraising which was spent on further developing the quality of band bookings as described above. I also added in hire in toilets as we had feedback that there were not enough toilets at the 2025 festival.

The rest of the festival was funded by sponsors, advertisers and traders, increasing their reach to our attendees on the day and also through our free programme, festival posters and social media posts.

Moving forward the cost of the festival is expected to be around £15,000 due to moving to a two day music line up. Based on discussions with traders and sponsors all business involved in 2026 wish to remain involved for the 2027 event and are willing to pay higher fees due to the festival now being two days.

Review of Booked Acts

The priorities for bookings acts were as follows:

1. To include a range of musical genres for mass appeal: The line up included Rock, indie, folk, punk, pop and Drum and bass. The attendance figures and social media feedback overwhelmingly support the booked festival line up.
2. To genre local bands and youth bands to give them a larger platform to perform, give them the opportunity to support acts which would normally only be possible if they travelled to Manchester or Stoke, to keeping home grown talent in Macclesfield. Fine Lines and Lazybones are a local acts as were all the DJs and Locus were from Fallibroome Academy.

Quote Alvari Rostron lead guitar Locus band and Fallibroome Academy student. 'Performing at the Macc in May 2026 festival was an incredible milestone for our band. As our first official gig outside of school concerts, it was a massive step up and a fantastic experience. Opening the stage was a huge honour, we had many of our school friends in the crowd to support, which was awesome. We gained so much confidence and practical live-performance experience from this event, and we are incredibly grateful for the opportunity. This is just the beginning of our live music journey, and we can't wait for the next stage!'



3. To include women, LGBTQ and world majority acts on the line up as they currently represent less than 30% in music and festival lineups. Fine Lines, Fever Dream Kills and Naomi Kalu all fulfilled this. The festival is now a registered KeyChange festival which is a nationally recognised industry list that honours diverse line ups and programming. The festival is also part of the Safer Gigs for Women Network due to its consistent approach to crowd management and supporting of women in public places.
4. To include a touring band that would normally include a ticket fee so local low-income families can still experience quality live music. Our headliner this year was Mercury Award winning artist Badly Drawn Boy whose concert tickets would usually cost £35 per person to attend.

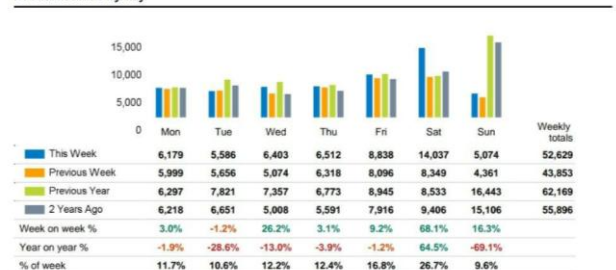
These will remain my priorities when booking acts for 2027.

Review of audience attendance

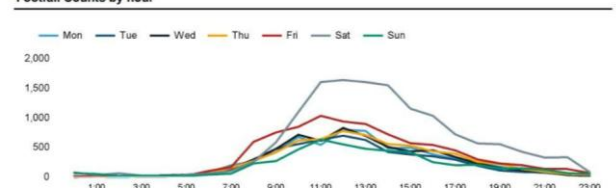
Attendance: In 2025 according to the town centre number count footfall was 13787.

In 2026 this rose to 14,037 which is 68% more than a usual Saturday in Macclesfield Town Centre.

Footfall Counts by day



Footfall Counts by hour



Benefits to businesses involved

The number of traders were increased to 8 in 2026 in line with our expected footfall. Traders paid a pitch fee which helped fund the festival. All traders were independent businesses from the Macclesfield or Cheshire East area. All reported record profits and want to be involved in 2027. We had the same previous two local independent breweries RedWillow and Bollington plus new trader for 2026 this SiDa Cider.

Quote from Tim Jones Bolling Brewery Community and Brand Manager

"We have worked with Jo (Choose Macc) on many occasions now, and hope to do so on many more. Macc in May was a huge opportunity to put ourselves and our Macclesfield-made products in front of a new audience in Macclesfield. We also hugely raised the brewery's social media profile which will have a lasting effect on our local business. We were proud to be a part of the fantastically talented community we have in this town; both on and around the stage, and amongst the other vendors. We look forward to doing the same again in 2027."

Quote from David Lamb, Director, SiDa Cider

"Macc in May 2026 was a fantastic opportunity for SiDa Cider, and one we were very happy to support as totally independent Macclesfield-based business.

The festival significantly boosted our profitability whilst also giving us a valuable platform to showcase our products to a much wider audience than usual.

It allowed us to engage with new customers, raise awareness of our brand, and build lasting connections that have continued beyond the event. The exposure and footfall made a real difference to our business, and we would very much welcome the opportunity to be involved again in the future."

They also reported a huge 345% increase in their social media reach.

Businesses in the Town Centre not directly involved with the festival also were filled during the day and reported benefits with overwhelming support to continue the festival in 2027.

Quote from Rosie Fryer (Owner) R&G's Beer Vault

'Macc In May brought in a huge number of people to Macclesfield town centre for what was an amazing music focussed celebration. The work that went into organising and creating up a line-up of incredible acts (including a Mercury Prize winner) is not to be under-estimated.

As a local independent business, we highlighted and promoted the event to all of our customers. We saw a significant increase in our takings for the actual day, which equalled a 45-60% increase on an average Saturday, with no specific events.

It is also worth noting that this event was an opportunity to showcase the strong independent hospitality and creative scene in Macclesfield. With many people visiting from outside the area, it created a really positive impression.

We happily endorse future music-led events in Macclesfield, a rising tide lifts all ships.'

Once again all rooms were sold out at Travel Lodge, Premiere Inn and all of Booking.com within Macclesfield, which puts money back into local economy.

The festival again paid for acts for local venue MASH for Friday night festival lunch gig party to increase their revenue and include them in the festival weekend.

An after part was also held at Cinemac with DJ Clint Boon from the Inspiral Carpets which again increased Cinemac's profits.

In addition to this the following businesses were sponsors / advertisers and have confirmed they will support the festival in 2027 as they believed the sponsorship package offered was both reasonable in price, good value for money and beneficial to them.

Your views are way up

Your views were up 345% compared to the previous month! Your content is really getting noticed.

Views last month



You shared 2 more posts than the previous month, which helped improve your views.

Factory Carpets and Beds
MADDS Theatre
Wood Fire Fames
Hogbens Property Services
Macclesfield College
Hadfields
Cinemas
Redwillow Macclesfield
Fountain Park Green
Visit Macclesfield
Kycker
Narwhal Records
Quiet Cat Bookshop
Bombay Flavours
Kycker
Proper Sound
RGM

Volunteers and employees

As well as paying bands a fair market rate the festival does now employ 8 people including:

- DBS light and sound technicians
- First aiders from Community Medics
- SIA security to support volunteers stewards
- Print Possible independent local printing firm for all posters and merch

Myself and the rest of the team are volunteers. This provides excellent live event experience which can then be used to gain employment.

Angela Moore festival volunteer.

'I've volunteered with Jo at Macc in May and previously at Party in the Pews and it was a great experience. I've since used this on my CV to gain paid employment at other festivals and events. This year I was hired to man the disabled viewing platform at Britfest and I would have never gained this role with the previous experience and reference I gained with Jo. I will also be a paid steward for the Manchester Day Parade and artist liaison for Kendal Calling. There are clear benefits to volunteering at Macclesfield in May in terms of the audience size and calibre of bands you get to work with.'

Aiming for a sustainable festival

We had 3,000 reusable cups printed which reduced single use plastic, provided a keepsake for attendees and were used to promote local business and sponsors and included the Macclesfield Town Council logo. The small number of left over cups have since been used at 1261 after parade party, at Treacle Market, at a school fund raiser and a Scout camp. All traders were also requested to use recyclable materials and removed their own rubbish. Additionally in terms of aiming to create a green sustainable festival I again worked with One Project food waste project to provide food for volunteers.

No Ordinary Weekend Proposal July 9th 10th 2027**Moving forward**

After the last few years holding the festival in May I came up against a date clash with there being no available weekends in May when we could take over Marketplace. So looking at the amazing summer of events already being held around Macclesfield the second weekend in July was the most appropriate and it means we can start the summer in style by bringing amazing music back to the centre of Macc. The name No Ordinary Weekend came from the event being something genuinely different. The festival is a huge amount of work and has quickly become Macc's biggest original music event which is something that me and the rest of the volunteers are incredibly proud of. Plus the fact we are able to make the festival for free for everyone to attend and keeping it completely non profit means it has an even bigger positive impact to the local community.

So the festival will be back in 2027 for No Ordinary Weekend July 9th and 10th and we will again be applying for Council support. The funding and support was genuinely vital to the festival to cover costs of the basic infrastructure of the event. The festival will be changing to a two day event as building the stage and setting up a full hire in PA and lighting rig is genuinely too much for volunteers to do in one day. As volunteers we genuinely started the build at 6am and finished the pack down at 1am. Therefore the music will start 5pm Friday and finish at 10pm. Then start again at 3pm on Saturday and finish at 10pm. The festival will again use my stage which saves the festival a hire fee of £2000 over the two days.

Permission and Road closures have already been sought and granted from Cheshire East for the two day event and Andrew Latham has confirmed I can continue planning the event.

All traders and sponsors have been told the cost involved will rise due to it being a two day event and still very much want to work with the festival so I am confident I can raise the additional funding needed.

In terms of promoting the council as part of the funding agreement we will again be getting 3000 reusable plastic cups which will have the council logo on them.

We will continue to promote / tag / use the council logo and mention the funding on all publicity and mention in all media.

Again provide a 3000 print run free program of all set times and activities which would include a council advert to publish their up and coming events.

Item	Cost
Funding towards costs of acts The rest will be covered from traders and sponsorship with the aim of spending an additional 8K on the line up	£2000
Sound Engineer and PA with noise monitoring a requirement by Cheshire East Last year's cost was £650 with an advert in the program. I would use OSB events hire again and off set some cost with a sponsorship deal, with an early booking discount the two day cost has been quoted at £1200 this will again include safety barriers.	£1100
Community Medics first aiders. This years New total became £420 Based on 2025 numbers I increased the amount to 3 first aiders, this would be doubled for a two day event.	£720

Public liability insurance This will also increase due to the two day event	£450
SIA security to support volunteers – a requirement by Cheshire East This will also increase due to the two day event and security over night will be required due to the stage being left up over night.	£700
Youth activities This will again focus on art and music-based activities. It will include battle of the bands with schools and art and craft workshops supplies.	£300
Toilets to includes disabled access toilets While we have sought permission for audience to use local business we did hire toilets this year to add additional toilet facilities. This year cost was £375 for the two day hire the cost will be £550	£550
Total	£5820

I am aware I am requesting a large sum of money but for a funding investment of £4,160 Macclesfield in May delivered a festival to Macclesfield Town Centre worth over £13000 with a footfall of 14,037 which I'm sure the Council will agree is excellent value for money. I am happy to discuss and amend the amount requested.