

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community & Environment		
MEETING DATE AND TIME	28 July 2022 7.00pm	LOCATION	Town Hall
REPORT FROM	Jackie MacArthur - Communities and Marketing Manager and Deputy Chief Officer On behalf Congleton Town Council's 750 Year Celebration Working Group		
AGENDA ITEM REPORT TITLE	19 Update on the 750 Year Celebration Activities		
Background	<p>This year Congleton is celebrating 750 years since the Town gained its first charter.</p> <p>This paper has been written to record and inform councillors of the events that have already taken place, and to update on events still being planned and organised. The paper is for information.</p>		
Further information	<p>Beating the Bounds - A 10 mile walk around the boundaries of Congleton using accessible footpaths. Date: Sunday April 10th 2022 - walked by just under 300 people.</p> <p>Cost: £647</p> <p>Feedback: Successful day, some raised funds for local charities. £250 raised through entrance fees (£1) for the Town Mayor's charities. As a legacy there is a self-guided Beating the Bounds Walk in the Tourist Information Centre</p> <p style="text-align: center;">****</p> <p>Lamppost Banners on Mountbatten Way and West Street - 33 banners erected for a year along Mountbatten Way and on West Street Roundabout to help decorate the town.</p> <p>Cost £7857— cost raised by sponsorship of 31 flags £7750 - no Town Council funds</p> <p style="text-align: center;">****</p> <p>Banners on shops in the Town Centre</p> <p>This project was carried out by Congleton Community Projects and the funds raised by a grant from a National Heritage Grant. Congleton Town Council paid for the fitting and items needed for the fitting to walls.</p> <p style="text-align: center;">****</p>		

Appointing an Ale Taster - Advertised for the role first authorised in 1272.

Interviewed 4 people (28 applied). Appointment gained national interest with coverage on ITN, Channel 5, BBC NW, Radio Stoke, National Guardian, Cheshire Life as well as lots of local press. Costume gifted by Jenny Unsworth.

No costs involved in the appointment.

Jubilee Picnic in the Park 2nd June 2022 although not part of the 750 Year celebrations, this was part of the package when the Town Council gave a separate budget head for 750 Year events.

Cost £4464 (£1500 grant money- £240 in pitch sales) - **Cost to Town Council £2924**

Amazing day in the park to celebrate the Queen's 70th jubilee. Estimated 7,000 attendees. Free entry, lots of positive coverage on social media and in the press.

Living History Event – Behind Closed Doors 4th – 10th July 2022. – an event to help people to understand what life in Congleton would have been like in 1272 and how the town may have looked.

Attended by 400 school children, plus 50 people at the preview, 80 at a ticketed talk on the Friday evening and 220 at a public open session on Saturday 10th July.

Star of the show was a wonderful diorama imagined by Jenny Unsworth, created by Jenny and friends and family and sponsored by Jenny and John Unsworth,

A video has been made of the diorama which we hope to show at Committee.

Cost £4157 - minus ticket and brochure sales.

Ale Trail -using the Ale Taster to promote real ale sellers in Congleton – to launch early August.

Producing a leaflet and creating some attention for the 29 venues that sell real ale in Congleton.

Cost Estimated at £800

Medieval Festival in Congleton Park - 13th August 12-6pm

Centre piece to the celebrations - Jousting, falconry displays, 15-foot smoke breathing dragon, axe throwing, fire dancing, medieval music, giant craft tent, dragon quest, food and drink stalls. This promises to be a really memorable day in Congleton Park. Free Tickets available via Eventbrite (3,000) and Congleton Information Centre (2,000). Keeping the marketing simple as we would like this celebration to be aimed at our local residents.

Estimated cost: Once fee pitches and programme sales obtained £10k

	<p style="text-align: center;">*****</p> <p>Medieval Banquet – 30th September</p> <p>Celebration in Congleton Town Hall. Tickets £32. 60 tickets already accounted for. It is anticipated that this event will cover its costs via ticket sales.</p> <p style="text-align: center;">*****</p> <p>Beer Festival – 29- 30 October</p> <p>This is still in the planning stage but being worked out in anticipation of the event making a profit which can be set against the 750 Year Celebration budget.</p> <p style="text-align: center;">*****</p> <p>Medieval Council – November 10th 7-9pm</p> <p>This will round up the year-long events and will also serve as a thank you to the many people and sponsors who have helped to make the year possible.</p> <p>Cost: Anticipate £500 may be required</p> <p style="text-align: center;">*****</p> <p>Funds have also been used on general promotion for the event – Charter Bear, bunting for the Pedestrian area, leaflets, posters, shop front vinyl and banners.</p> <p style="text-align: center;">*****</p> <p>Congleton Information Centre invested in merchandise – tea towels, mugs, fridge magnets, posters, pin badges, keyrings, pens and pencils – most of which are selling well.</p>
Financial implications	This project is currently on budget
Environmental Considerations	As will all events, efforts are being made to be sustainable.
Equality and Inclusivity considerations	Every effort is being made to make sure that events are inclusive and that there are no barriers to anyone who wishes to attend an event.
Proposal	<p>To note the report and to write a letter of thanks to Jenny and John Unsworth for the remarkable diorama that they sponsored for Congleton.</p> <p>To seek a permanent home for the diorama before the autumn so that it can be kept in Congleton.</p>