
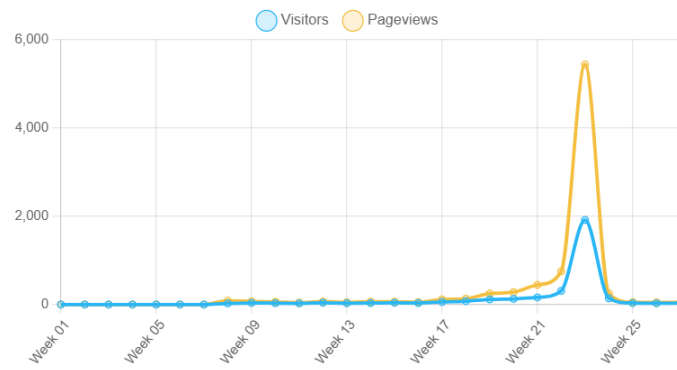


CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community		
MEETING DATE AND TIME	17th July 2025 7 pm	LOCATION	Town Hall
FROM	Cathy Dean, Communities and Admin Manager		
AGENDA ITEM REPORT TITLE	12 Food and Drink Festival 2025		
BACKGROUND	The Congleton Food and Drink Festival has been a vibrant celebration of culinary delights and community spirit since its inception. This flagship event, previously organised by Congleton Community Projects, came back to Congleton Town Council under the leadership of Events Manager Rachel McCarthy.		
SUMMARY	<p>The 15th annual Food and Drink Festival took place on 8th June, 10:30 am until 4:30 pm.</p> <p>Road closures were in place on Mill Street, Swan Bank, Market Street, Moody Street and High Street. Where possible, we blocked all entrances into the festival with vehicles to act as a physical barrier. An extra 10 blue badge parking spaces were created on Mill Street, 4 or 5 vehicles used these.</p> <p>In total, we had 55 stalls, 24 gazebos and 12 trailers, which generated an income of: Total - £7336</p> <p>Independent Street also held a market in the CMQ market area, which complemented the main festival on the High Street. The footfall seemed to be busy all day</p> <p>Thanks to the event sponsors CMQ, Independent Street, Beartown Brewery and Bridestone Shopping Centre. Sponsorship generated - £1550</p> <p>Marketing:</p> <p>CTC team rebranded the festival, creating a new logo, website, banners, leaflets and maps.</p>  <p>Food & Drink website - https://foodanddrinkfestival.net/ - website stats from year to date:</p>		

Insights



Compare

👁️ Pageviews	8.4K
2.2 pageviews per session	
📄 Sessions	3.8K
00:01:08 per session	
👤 Visitors	3.1K
98.2% are new visitors	
🏠 Bounce Rate	26.9%
1388 visitors bounced	

No data available for comparison

Facebook Page – 2.6K likes • 2.9K followers

Insights

Learn how your Page is performing.

Last 90 days: 8 Apr-6 Jul ▼

[See all](#)



169,799 ↑ 4,025%

Views ⓘ

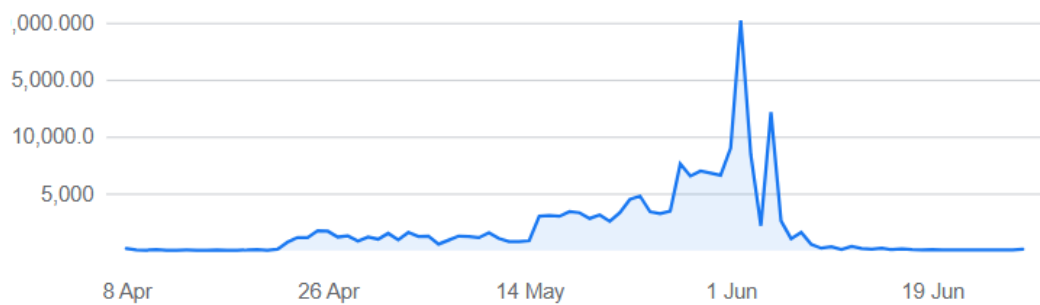


1,325 ↑ 3,387%

Interactions ⓘ



↑
net fol



Recent ads

Completed • 2 Jun

...

View results

Website visitors
 Bread Making Workshops! Congleton'...

11,865
 Views

6,338
 Reach

212
 Link Clicks

\$39.98
 Spend of
 \$8.00 per day ⓘ

Completed • 19 May

...

View results

Event responses
 🎉 Don't Miss Congleton Food & Drin...

42,471
 Views

17,847
 Reach

664
 Event responses

\$85.86
 Spent out of
 \$93.00 ⓘ

Volunteers

The event could not run without our team of volunteers, thanks to the Congleton Rotary for providing volunteers. And Alison Wright, who managed a team of 8 volunteers from VAC (Volunteer Action Congleton). In total, we had 26 volunteers (including 6 councillors), 7 staff members and 4 streetscape operatives.

The information point at Congleton Town Hall coordinated all activities on the day, which worked well.

PLANS 2026

The 16th Congleton Food and Drink Festival will take place on 7th June 2026.

Plans for 2026 include making better use of the Town Hall, potentially by creating a kids' zone or soft play area. The space also offers valuable shelter in case of rain and has generated interest from visitors wanting to look around, making it a great opportunity to promote room hire.

Providing electricity for stallholders continues to be a challenge. Many traders are experienced with events that do not offer power. For 2026, we are considering not providing electricity and are researching the option of hiring quiet generators as an alternative.

Also looking to expand stalls down Mill Street to complete the circle with the market quarter.

Financial Implications	<p>Under the Tourism cost centre, the approved budget for events and their promotions is £18,000. Included in the £18,000 is £6,000 for the Food and Drink Festival, which came from a reduction of the grant budget to Congleton Community Projects, who historically have run the festival.</p> <p>The current outcome for Food & Drink is:</p> <table><tr><td></td><td>Budget</td><td>Actual</td><td>+/-</td></tr><tr><td>Income</td><td>£0.00</td><td>£8,916</td><td>£8,916</td></tr><tr><td>Expenditure</td><td>£6,000</td><td>£11,667</td><td>(£5,667)</td></tr><tr><td>Outcome</td><td></td><td>Surplus*</td><td>£3,249</td></tr></table> <p>* Due to be committed to future events</p>		Budget	Actual	+/-	Income	£0.00	£8,916	£8,916	Expenditure	£6,000	£11,667	(£5,667)	Outcome		Surplus*	£3,249
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Outcome		Surplus*	£3,249														
Environmental Implications	<p>Steps are being taken to reduce the carbon footprint around events through sustainable signage, waste collection and agreements with those exhibiting or selling at the events.</p>																
Equality and Diversity Impact	<p>Event guidance is followed where possible to improve accessibility for all. The events team works with the Equal Access advisory group. Creating events where all members of our community feel welcome, engaged and connected is the aim of all CTC events.</p>																
DECISION REQUESTED	<p>To note the report and plans for 2026.</p>																