

**CONGLETON TOWN COUNCIL**  
**COMMITTEE REPORTS AND UPDATES**

<b>COMMITTEE:</b>	<b>Community Committee</b>		
<b>MEETING DATE AND TIME</b>	<b>18<sup>th</sup> June 2026</b> <b>7 pm</b>	<b>LOCATION</b>	<b>Congleton Town Hall</b>
<b>REPORT FROM</b>	<b>Rachel McCarthy, Town Centre and Events Manager</b>		
<b>AGENDA ITEM REPORT TITLE</b>	<b>11</b> <b>Food &amp; Drink Festival 2026</b>		
<b>BACKGROUND</b>	<p>The annual Food &amp; Drink Festival attracted thousands of visitors to the town centre, making it one of the most successful festivals to date. A total of 90 stalls participated, an increase from 72 in 2025, with many traders reporting strong sales and several selling out before the end of the event.</p> <p>Town centre businesses benefited from increased footfall, with shops, cafés, pubs and hospitality venues experiencing high levels of trade throughout the day. The festival programme included street entertainment, family activities and a free Kids Zone in the Town Hall.</p> <p>The free Beartown Bus service, funded by the Town Council, recorded 550 passenger journeys and helped support sustainable travel to and from the event. This represented a significant increase in passenger numbers compared with a typical operating day.</p> <p>Feedback from traders, visitors and partners was overwhelmingly positive. The event was supported by a dedicated team of volunteers, sponsors and partner organisations, whose contributions were instrumental to its success.</p> <p>Planning for the 2027 Food &amp; Drink Festival is now underway, date reserved 6<sup>th</sup> June 2027.</p> <p><b>Security</b> - The only negative on the day was 3 troublemakers, clearly intoxicated, who were verbally abusive to staff, volunteers and some stall holders. The individuals in question had to be watched and the police were called out twice, once at 8am and again around lunch time. The Police Officers did move them on, but they soon circled back to the event.</p>		
<b>FINANCIAL CONSIDERATIONS</b>	<p>£10,000 budget</p> <p>Sponsorship letters sent out, £2000 received from local business sponsors.</p>		
<b>EQUALITY CONSIDERATIONS</b>	<p>The event was designed to be inclusive and accessible to all members of the community. It featured diverse performers and participants, accessible facilities, sensory-friendly activities, free transport and free entertainment to reduce barriers to attendance.</p> <p>Staff and volunteers promoted a welcoming environment, with feedback gathered to help improve accessibility and inclusion at future events.</p>		
<b>ENVIRONMENTAL CONSIDERATIONS</b>	<p>All vendors were asked to take rubbish home and use eco-friendly packaging. We will aim to provide separate bins for recycling and general waste.</p>		
<b>DECISION</b>	<p>To note the report and confirm support for the 2027 event.</p>		