



The Hive Events & Marketing Report April 2021

Annual Statement

The Hive have put together a dedicated Events and Marketing Team with appropriate local and commercial experience to organise, manage and promote events and community activities within the local community.

We have developed clarity of our purpose as a community resource through the following mission and vision statements;

Our Mission

Is to be the most respected community events organisation in Cheshire, passionate about improving the quality of life for local residents.

Our vision

We will provide and manage cultural venues, resources, volunteers, and know-how to help deliver projects and events, which inspire, engage and involve local residents and which celebrate our creative community, culture and heritage.

Marketing activity 2021

The marketing team will be focussed on promoting safe events throughout 2021 and will be using physical posters and printed media, local press and social media to promote events.

We have been focussed on creating a new brand with the former De Bees building now being known as the Hive, and the Hive will be presented as a broader organisation than just the building itself. We will also be focussed on promoting the Hive as a first-choice partner for music and events across Cheshire, both within the building and promoting activity within other centres and locations in the local community.

The marketing team is also currently revising and upgrading the website to reflect the new visual branding and messaging and to provide a more interactive website with booking and ticketing capability for all types of events.

We will also be promoting opportunities for artists and talent to use the facilities or our know-how to gain learning and experience and will provide opportunities for artists to play, or be part of exhibitions, festivals, and projects in the area. We will also continue to encourage input, ideas and hands on help from members, shareholders and volunteers, in order to make it a truly community based facility.

2021 Events



After the hold-up due to the pandemic, we are now planning for the re-opening of the Hive building in phases and have a schedule of activity and events for 2021.

The key focus for Spring and Summer will be outdoor events and at the moment the Hive have 8 outdoor events planned where we will be running events or will be partnering and supporting others to run events. The events planned thus far are as follows;

| Event | Date | Notes |
|-----------------------------|---------------|--|
| Grand Opening | May 29-31 | Music and entertainment in the new The Hive Courtyard |
| Folks and Boats | June 18-20 | At the King's Lock (replaces Folk and Boat for this year) |
| Delamere Street | June 26-27 | Partnering with St John's Church on a community street fayre |
| On the Fringe | July 30-Aug 1 | Winsford wide event initiated and promoted by The Hive |
| Off Cut | July 30 | One off Friday night concert as part of Fringe celebrations |
| Salt Towns' Rally | Aug 20-30 | Partnering with local councils to celebrate local waterways |
| Winsford Waterside Festival | Aug 27-30 | Finale of Salt Towns' Rally at Winsford marina – music and stalls TBC |
| Christmas Street Festival | Nov 26 | Partnering with council and community to deliver a traditional festive celebration |

It is hoped that, should the roadmap out of lockdown be successful, we will organise further outdoor events in the Courtyard area, and if the refurbishment runs to plan, we may be able to hold indoor concerts activities and events before the end of this year.