



CASH WOBBLE FOR HOBBLE ON THE COBBLES

...As this popular free festival becomes "too successful & too expensive"

Despite the bitterly cold and wet weather of late, plans are well underway in organising the local summer music festivals for 2011, which are already shaping up to be another bumper year for live music in Aylesbury.

However, despite the continued growth, success and popularity of the town's favourite event **Hobble on the Cobbles** (and 'Buckinghamshire's largest free all-day music festival'), organisers have found it increasingly difficult to turn this free event into a viable activity due to added commercial pressure, political 'red-tape', added costs and severe budget cuts in this global economic climate.

Since HOTC relaunched in 2006 after a break of 28 years, 'Hobble on the Cobbles' has hosted bands including **Scouting For Girls, FiSH, Marillion, Eddie & The Hot Rods, John Otway, The Original Sinners**, and **Kajagoogoo** to name but a few.

Stuart Robb, Managing Director of local events company "Aylesbury Showcase" and exclusive organiser's of HOTC explains "***...we are extremely proud of what we have achieved over the past five years, as this is now one of the biggest events in the Aylesbury calendar.***

One of my many personal highlights was having Fish and Marillion perform together again on the Market Square stage in 2007, (something which no-one else has managed to achieve in over 20 years, and something which will probably never happen again).

Another highlight which stands out for me, was organising a 300-strong static display of custom-built motorcycles, courtesy of The Chopper Club, who attended the festival in 2008; the year Eddie & The Hot Rods performed on the main stage. We closed and reserved the whole of the top-floor of the Civic Centre car park to host this fantastic free display for the public to enjoy".

Stuart adds "***It was inevitable that as the event grows and becomes even more popular year on year, that it will eventually 'outgrow' the Market Square, so in essence we've become a victim of our own success!***



We're certainly NOT saying this is the end of HOTC, but due to added costs and current budget cuts, it really has made this event difficult to sustain in this economic climate, and unless we are able to secure a main sponsor/s to assist in the funding of the event, then we shall be forced to postpone the 2011 free festival. Hopefully HOTC will be back in 2012, but we'll have to wait and see..."

Stuart continues *"We are very keen to hear from any local companies or businesses, who may be interested in getting involved, and supporting or sponsoring HOTC 2011 or 2012, if they want to see this wonderful event continue in Aylesbury"*.

**For all the latest news and information visit AylesburyShowcase.co.uk
or contact the organisers' direct at: office@AylesburyShowcase.co.uk**

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