

# Crewe Town Council

## Marketing and Events Committee

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## Minutes of the Meeting held on Tuesday 10<sup>th</sup> November 2020

This meeting took place on the Zoom platform due to the Covid-19 restrictions. The meeting was live-streamed on YouTube.

**In attendance** Councillors Cosby, Dunlop<sup>1</sup>, Faddes, Houston, Messent, Jill Rhodes, Straine-Francis  
Also present was Cllr Walton

**20/03/01 To receive apologies for absence**  
No apologies were received.

**20/03/02 To note declarations of Members' interests**  
No declarations of interest were raised.

**20/03/03 Public Participation**  
*A period not exceeding 15 minutes for members of the public to ask questions or submit comments.*  
There were no questions or statements made.

**20/03/04 To confirm and sign the Minutes of the Marketing and Events Committee meeting held on Tuesday 8th September 2020**  
**RESOLVED:** That the Minutes of the previous meeting are approved and signed as an accurate record.

**20/03/05 To review the year to date financial position for the Marketing and Events Committee**  
The Marketing and Events Officer updated Members on the YTD financial position of the Committee.

Members **noted** the update.

**20/03/06 To receive an update with regards to the proposal from Blitz Fireworks to redeploy 290 meters of icicle lights and 4 Christmas motifs (Over-Roads) to new locations in the town centre**  
The Events Officer briefed Members with regards to the outcome of the discussion with Blitz Fireworks – that no action was to be taken due to cost implications.

Members **noted** the update.

**20/03/07 To receive and consider an update with regards to Lumen 2020 and the overall Lumen Programme**  
The Events Officer updated Members with regards to the Lumen Programme and the possible options in light of the current Government restrictions.

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<sup>1</sup> Cllr Dunlop joined the meeting at 19:09hrs  
Chair's initials.....

Members **noted** the update.

**RESOLVED:** to postpone the entire Lumen programme to Lumen 2021 (November 2021).

**RESOLVED:** that the Lumen budget (cost centre 352/4274) is earmarked to support the delivery of the event in November 2021. It was agreed also **not** to amend the Marketing and Events Committee draft budget 2021/22.

**20/03/08 To receive an update with regards to Lumen LightLab project**

The Events Officer updated Members on Lumen LightLab project.

Members **noted** the update.

**20/03/09 To receive an update from the Events Officer on Remembrance Service 2020**

The Events Officer updated Members with regards to the Crewe Remembrance Service 2020.

Members **noted** the update.

**20/03/10 To consider a change of format for the SpareParts delivery for Traction 2021 and to give a clear directive based on a draft programme proposal**

The Events Officer briefed Members on the updated SpareParts proposal for trAction 2021

Members **noted** the update.

**RESOLVED:** that the SpareParts's proposal will be reviewed later in January, in the understanding that will be updated with more options for Members to consider together with a clear draft programme.

**20/03/11 To receive an update with regards to the £750,000 awarded from the Town Fund to improve the Lyceum Square in Crewe**

The Marketing and Events Officer updated Members on the item.

Members **noted** the update.

**20/03/12 To consider to approve the start of a procurement process for adopting the Crewe Town Brand as detailed in the report attached**

The Town Clerk briefed Members on the item.

Members **noted** the update.

**RESOLVED:** that the procurement for adopting the Crewe Town Brand is approved, in the understanding that the chosen agency proposal will be considered and approved by this committee prior to implementation.

**20/03/13 To note the date of the next Marketing and Events Committee meeting: Tuesday 26<sup>th</sup> January 2021<sup>2</sup>**

Members **noted** the update.

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<sup>2</sup> Meeting ended at 20:14hrs  
Chair's initials.....