**Crewe Town Council**

**Marketing and Events Committee**

1 Chantry Court,

Forge Street,

Crewe,

Cheshire,

CW1 2DL

[www.crewetowncouncil.gov.uk](http://www.crewetowncouncil.gov.uk)

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**Minutes of the Meeting held on Thursday 12th September 2019**

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| ***Present*** | Councillors Cosby, Dunlop, Faddes, Messent, Morrisey, Jill Rhodes, Roberts |
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|  | In attendance: Simona Garnero (Marketing and Events Officer), John Malam (Bltiz), Sam Javid (ArtReach) |
| ***19/01/01*** | **To elect a Chair and Vice-Chair[[1]](#footnote-1)** |
|  | Members ***resolved*** to elect Councillor Cosby and Faddes as Chair and Deputy Chair respectively |
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| ***19/01/02*** | **To receive apologies for absence** |
|  | Apologies were received and accepted from Councillors Keefe, Houston, Howes and Straine-Francis |
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| ***19/01/03*** | **To note declarations of Members’ interests** |
|  | Cllr Roberts declared an not pecuniary interest in items 7-8-9-10-11-12-13-14-15  Cllr Jill Rhodes declared a not pecuniary interest in item 8-9  Cllr Faddes declared a not pecuniary interest in item 8-9 |
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| ***19/01/04*** | **To note the Terms of Reference of the Marketing and Events Committee** |
|  | Members ***noted*** the Terms of Reference of the Marketing and Events Committee |
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| ***19/01/05*** | **To confirm and sign the minutes previous meeting** |
|  | The Minutes of the previous meeting were agreed and signed as an accurate record. |
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| ***19/01/06*** | **Public Participation**  *A period not exceeding 15 minutes for members of the public to ask questions or submit comments* |
|  | There were no questions asked. |
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| ***19/01/07*** | **To receive an update from John Malam (Blitz) on the Crewe Lights Scheme** |
|  | John Malam (Bltiz) updated Members on the Crewe Lights Scheme.  Members ***noted*** the update. Members ***noted*** the need of extra funds for this year due to the demolition of the Royal Arcade and the need to install alternative power supply for the scheme. Members resolved to request F&G to allocate an extraordinary budget to cover to face these costs.[[2]](#footnote-2)  Members ***resolved*** to create a Christmas Light Scheme WG to work out a 5 years plan for the Crewe Christmas Light Scheme |
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| ***19/01/08*** | **To receive an update from Samuel Javid (ArtReach) on Lumen 2019 and Lumen programme** |
|  | Samuel Javid (ArtReach) provided an update to Members of the Town Development Committee regarding Lumen 2019 and Lumen Programme[[3]](#footnote-3)  Members ***noted*** the update.[[4]](#footnote-4)  Members requested the Marketing and Events Officer to liaise with the supplier to consider availability and costs for a two days Lumen event. Once ready, the proposal will then be circulated and discussed from F&G or Full Council and an ad hoc budget will be allocated toward the event |
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| ***19/01/09*** | **To receive and consider an update on Impulse (WaveField) and on the Arts Council England funding bid led by QuaysCulture** |
|  | The Marketing and Events Officer updated Members with regard to the WafeField project.  Members ***noted*** the update. |
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| ***19/01/10*** | **To review the year to date financial position for the Marketing and Events Committee** |
|  | Members ***noted*** the update. |
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| ***19/02/11*** | **To receive and consider an update on the Events Programme 2019/2020** |
|  | Members ***noted*** the update.  Members requested the Marketing and Event Officer to consider options to support the CTC Social Media activity with the help of a supplier or ad hoc resources and requested this item to be discussed during the next Marketing and Events Committee[[5]](#footnote-5) |
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| ***19/01/12*** | **To receive an update on trAction 19** |
|  | The Marketing and Events Officer provided an update on trAction 19.  Members will send their feedback on trAction 19 to the Marketing and Events Officer. |
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| ***19/01/13*** | **To receive an update on Crewe Remembrance Service** |
|  | The Marketing and Events Officer briefed Members with regards to the Crewe Remembrance Service.  The Marketing and Events Officer also highlighted that this year the Local Police will not be responsible for the traffic management during the Service, and the Council will have to appoint a supplier for the job.  The update ***was noted*** by Members. |
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| ***19/01/14*** | **To receive and consider an update on Crewe Place Brand project** |
|  | The Marketing and Events Officer briefed Members updated Members on the selection process followed by the Place Brand WG to appoint the awarded agency to develop the Crewe Place Brand Project.  Members ***resolved*** to delegate the Marketing and Events Officer the authority to sign a contract with the awarded agency.  Members ***resolved*** to allocate an extra budget of £15,000 (within the 460/4276 cost centre) to support the project and its outcomes |
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| ***19/01/15*** | **To consider a proposal from Minerva to match-fund the ‘Cheshire’s Popular Entertainment Routes’** |
|  | The Marketing and events Officer updated Members on the Minerva’s proposal to match- fund the ‘Cheshire’s Popular Entertainment Routes’ project.  Members ***resolved*** to match fund the project with a budget of £5,000 |
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| ***19/01/16*** | **To receive an update regarding hosting the BBC One Show – Children in Needs in Crewe** |
|  | The Marketing and Events Officer briefed Members on the BBC One Show – Children in Need Challenge opportunity.  Members ***resolved*** to support the project and to refer the matter to the F&G Committee or Full Council, to allocate a budget up to £5,000 towards the event |
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| ***19/01/17*** | **To consider a proposal to become a Paper-free Committee** |
|  | The Marketing and Event Officer briefed Members on a proposal to become a Paper-Free Committee.  Members ***noted*** the update and ***resolved*** to move towards paper free distribution of committee agendas.    The Marketing and Events Officer will contact Members of the Marketing and Events Committee to request their preference in regards electronic or paper agenda packs, and for their preference to be actioned for all future M&E Committees. Whether needed, Members should be offered an IT refresher training to access committee papers though Crewe Town Council website. |
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| ***19/01/18*** | **To note the date of the next meetings – Tuesday 22nd October, Tuesday 21st January, Tuesday 10th March** |
|  | Members ***noted*** the dates of the next meetings**[[6]](#footnote-6)** |

1. Meeting started at 19.00 hrs [↑](#footnote-ref-1)
2. John Malam (Blitz) left the meeting at 20.04 hrs [↑](#footnote-ref-2)
3. Cllr Jill Rhodes left the meeting at 19.56hrs [↑](#footnote-ref-3)
4. Samuel Javid (ArtReach) left the meeting at20.04hrs [↑](#footnote-ref-4)
5. Standing orders were suspended at 21.00hrs [↑](#footnote-ref-5)
6. Meeting finished at 21.55 hrs [↑](#footnote-ref-6)