**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)

Tel: 01270 756975

**Minutes of the Meeting held on Tuesday 22nd October 2019**

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| ***Present*** | Councillors Cosby, Dunlop, Faddes, Morrisey, Roberts[[1]](#footnote-1) |
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|  | In attendance: Simona Garnero (Marketing and Events Officer),Edwina Rigby (Temporary Events Officer), Steve Harding (Crewe FC), Ann Gaffney (Creative Crewe) |
| ***19/02/01*** | **To receive apologies for absence [[2]](#footnote-2)** |
|  | Apologies were received and accepted from Councillors Messent, Keefe, Houston |
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| ***19/02/02*** | **To note declarations of Members’ interests** |
|  | None declaration of interests were raised |
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| ***19/02/03*** | **To confirm and sign the minutes of the meeting held on 12th September 2019** |
|  | The Minutes of the previous meeting were agreed and signed as an accurate record |
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| ***19/02/04*** | **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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| ***19/02/05*** | **To receive and consider a proposal for a ‘Crewe Fun Run’ from Steve Parker -Crewe FC** |
|  | Steve Harding gave Steve Parker apologies and updated Members on the ‘Crewe Fun Run’ event planned for May 2020.  Members ***noted*** the update and ***resolved*** to support the event with £2,500. In return, Crewe FC agreed to list Crewe Town Council as main sponsor of the event and include the logo in all marketing material. Crewe FC agreed to donate to CTC 100 tickets for the run that will be distributed to Premium Pupil School Children in order to make the event more inclusive for the all community of Crewe. To support this principle, Members ***requested*** Officers to work with business and community group to donate ticket to enable more kids in Crewe to take part to the event[[3]](#footnote-3). |
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| ***19/02/06*** | **To receive and consider a proposal for regular events in Crewe from Ann Gaffney – Creative Crewe** |
|  | Ann Gaffney, Carol and Glynn Sutton (Creative Crewe) briefed Members on their proposal for regular events in Town next year.  Member noted the brief and resolved to support in principle the project as part of their commitment to encourage footfall in town centre. Members resolved to allocate a budget of £4,500 toward the project. The support agreed will be divided as follow:   1. Members agreed to support the events of April, May, June and July (£2,400), 2. They will then re-consider their commitment towards the project on May on the basis of the success of those first two events (after the analysis of a midterm report)[[4]](#footnote-4) |
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| ***19/02/07*** | **To receive and consider an update on the Lumen Programme from Edwina Rigby** |
|  | Edwina Rigby updated Members on the Lumen Programme.  Members ***noted*** the update[[5]](#footnote-5) |
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| ***19/02/08*** | **To receive and consider an update on the Crewe Remembrance Service from Edwina Rigby** |
|  | Edwina Rigby briefed Members on the Crewe Remembrance Service.  Members ***noted*** the update |
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| ***19/02/09*** | **To receive and consider an update on the ‘BBC One Show – Children in Need’ event from Edwina Rigby** |
|  | Edwina Rigby updated Members with regards to the ‘BBC The One Show – Children in Need’ event on Monday 11th November  Members ***noted*** the update. |
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| ***19/02/10*** | **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 |
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| ***19/02/11*** | **To consider matters related to the draft budget for the Marketing and Events Committee for the forthcoming financial year 2020 / 2021** |
|  | The Marketing and Events Officer briefed Members on the DRAFT budget for the Marketing and Events Committee for the forthcoming financial year 2020/21.  Members amended the ***proposed*** draft budget and ***resolved*** to submit the budget to the Finance and Governance Committee for consideration |
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| ***19/02/12*** | **To receive and consider an update on Crewe Place Brand project** |
|  | The Marketing and Events Officer briefed Members updated Members on the Crewe Place Brand Project and on the appointment of Hemingway Design to lead and deliver the project.  Members ***noted*** the update. |
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| ***19/02/13*** | **To receive and consider an update from the Christmas Light Working Group** |
|  | The Marketing and Events Officer briefed Members with regards to the first meeting of the Christmas Light Working Group.  Members noted the update. |
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| ***19/02/14*** | To note the date of the next meetings –**Tuesday 21st January, Tuesday 10th March** |
|  | Members ***noted*** the dates of the next meetings**[[6]](#footnote-6)** |
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1. Arrived at 1915hrs [↑](#footnote-ref-1)
2. Meeting started at 1906 hrs [↑](#footnote-ref-2)
3. Steve Harding left the meeting at 1934hrs [↑](#footnote-ref-3)
4. Left 2003hrs [↑](#footnote-ref-4)
5. Joe left the room at 2036hrs – back2037hrs [↑](#footnote-ref-5)
6. Meeting finished at 2201 hrs [↑](#footnote-ref-6)