**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 10th November 2020**

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

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| ***In attendance*** | Councillors Cosby, Dunlop[[1]](#footnote-1), Faddes, Houston, Messent, Jill Rhodes, Straine-Francis |
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|  | Also present was Cllr Walton |
| ***20/03/01*** | **To receive apologies for absence** |
|  | No apologies were received. |
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| ***20/03/02*** | **To note declarations of Members’ interests** |
|  | No declarations of interest were raised. |
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| ***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. |
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| ***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. |
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| ***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. |
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| ***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. |
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| ***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.  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. |
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| ***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. |
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| ***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. |
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| ***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. |
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| ***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. |
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| ***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. |
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| ***20/03/13*** | **To note the date of the next Marketing and Events Committee meeting: Tuesday 26th January 2021[[2]](#footnote-2)** |
|  | Members ***noted*** the update. |
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1. Cllr Dunlop joined the meeting at19:09hrs [↑](#footnote-ref-1)
2. Meeting ended at 20:14hrs [↑](#footnote-ref-2)