

Crewe Town Council
Marketing and Events Committee

1 Chantry Court,
Forge Street,
Crewe,
Cheshire,
CW1 2DL

www.crewetowncouncil.gov.uk

Tel: 01270 756975



7th March 2022

To: **Members of the Marketing and Events Committee**

Dear Councillor,

You are summoned to attend the meeting of the **Marketing and Events Committee** to be held at **7.00pm** on **Monday 14th March 2022**.

In the interests of maintaining Covid 19 safety, adherence to guidance and to facilitate appropriate public access, the meeting will be recorded and shared on the Crewe Town Council youtube.com channel

Yours sincerely,

Pete Turner
Town Clerk

Agenda

1. To receive apologies for absence
2. To note declarations of Members' interests
3. Public Participation
A period not exceeding 15 minutes for members of the public to ask questions or submit comments. Any member of the public wishing to participate should email events@crewetowncouncil.gov.uk by 4.00 p.m. on the day of the meeting, providing their name, email address and an indication of the subject of their question or comment. Alternatively, your comments or questions can be submitted in advance and read to the committee at the meeting by the clerk.

Attendance at the meeting in person is permitted, but space is limited and you are asked to consider if you might be able to access the meeting virtually in consideration of available space and associated government Covid-19 safety guidance. Please feel free to contact the office to discuss this in more detail if you would like to.

4. To confirm and sign the Minutes of the Marketing and Events Committee meeting held on Monday 31st January 2022 (*attached page 3*)

5. To review the year to date financial position for the Marketing and Events Committee (*attached page 7*)
6. To consider and inform the Marketing & Events Committee Business Delivery Plan for 2022/23 (*attached page 9*)
7. To consider and approve the direction for the Queens Platinum Jubilee celebrations (*attached page 13*)
8. To seek agreement from members regarding the date of the Crewe Christmas Light Switch On 2022 (*attached page 23*)
9. To seek agreement from members regarding the date of the next Lumen Festival of Light event in Crewe (*attached page 25*)
10. Member Items
 - i. Consideration to support the delivery of Armed Forces Day 2022 – Cllr Dennis Straine-Francis
11. To note the proposed date of the next meeting Monday 20th June 2022 – location and format of the meeting to be confirmed subject to government Covid-19 safety guidance and restrictions at that time

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MINUTES of the meeting 31st January 2022

In attendance :

Cllr Joe Cosby	Cllr Tom Dunlop	Cllr Martin Edwards
Cllr Hazel Faddes	Cllr Marilyn Houston	Cllr Jill Rhodes
Cllr Dennis Straine-Francis		Cllr Ben Wye

ME/21/4/1 1. To receive apologies for absence
Cllr Jamie Messent
Cllr Phoenix Morrissey

ME/21/4/2 2. To consider the co-option of Cllr Edwards to the committee.

RESOLVED: That Cllr Edwards is co-opted to the committee.

ME/21/4/3 3. To note declarations of Members' interests.
None.

ME/21/4/4 4. Public Participation

- The following question was submitted by email by a member of the public:
"Last autumn the Town Council put out a tender for an artist to create a festive themed shop window trail. Can you tell me why this project was abandoned and were any monies paid out to the artist?"

The following response was given:

In October 2021 as part of the planning for the Christmas programme we advertised an artist opportunity to develop and deliver a Christmas trail activity in Crewe Town for Crewe based artists via our website, social media, and the Crewe Cultural Forum.

Only one artist applied, given the timeline we were unable to re advertise the opportunity and therefore did not move ahead with the activity. No artist was contracted or payment awarded.

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- ME/21/4/5** 5. To confirm and sign the Minutes of the Marketing and Events Committee meeting held on Monday 1st November 2021.
- RESOLVED:** That the minutes are approved as a true record of the meeting.
- ME/21/4/6** 6. To review the year to date financial position for the Marketing and Events Committee. The report was noted.
- ME/21/4/7** 7. To consider and inform the Marketing & Events Committee Business Delivery Plan for 2022/23.
- RESOLVED:** Subject to further review at the next meeting of this committee:
- i. That the draft service delivery plan and associated spend within the approved 2022/23 budget is recommended to be approved by Council
 - ii. That all associated spend and procurement is delivered within the council's governance
 - iii. That all ongoing work, actions and outcomes are reported regularly to the associated committees and council where relevant
 - iv. That undefined aspects of delivery are progressed through the appropriate governance, committee or council for further development and definition for later approval.
- ME/21/4/8** 8. To receive evaluation feedback on Lumen and Christmas 2021. The evaluation report was received and noted. Members discussed at length the future delivery of Lumen and a Christmas programme.
- RESOLVED:** That the Lumen event is separated away from Christmas and that an options appraisal for Christmas events and Lumen delivery is provided to this committee for consideration at its next meeting.
- ME/21/4/9** 9. To consider and approve the direction for the Queens Platinum Jubilee celebrations.
- RESOLVED:**
- i. That the Jubilee Tapestry funding application is submitted and, if successful, the project is progressed to completion.
 - ii. That the opportunity for a beacon lighting ceremony is explored for delivery in Queens Park (to be updated to the next meeting of this committee.
 - iii. That the delivery of a video to mark the jubilee is approved, in line with the Christmas video tone and light heartedness.
 - iv. That the community "street" parties are researched and potentially mapped to understand what is deliverable.
 - iv. That to allow time for planning and costing of activity listed above and for the relevant arrangements to be implemented via delegated authority to the Chair of the Marketing and Events Committee Cllr Joe Cosby, with updates presented at forthcoming Marketing and Events Committee.

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ME/21/4/10 10. To seek agreement from members regarding a programming contribution for International Women's Day 2022.

RESOLVED:

- i. to purchase a series of literature to the value of £2,210 and donate to all primary schools within Crewe.
- ii. To provide a presentation video to be used in schools as an alternative to an in-person assembly presentation.

ME/21/4/11 11. To note the date of the next Marketing and Events Committee meeting – **Monday 14th March 2022 at 7pm.**

Meeting Closed at 8.42pm

Chair Cllr Joe Cosby

Clerk R Rhodes

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	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Marketing and Events								
<u>350 Events</u>								
4252 Remembrance	2,020	4,698	5,000	302		302	94.0%	
4259 Community Events	0	843	13,000	12,157		12,157	6.5%	
4271 Event Matching Fund	0	0	17,500	17,500		17,500	0.0%	
4273 Event Sinking Fund	0	0	5,000	5,000		5,000	0.0%	
4285 Cultural Hub	0	0	10,000	10,000		10,000	0.0%	
Events :- Indirect Expenditure	2,020	5,541	50,500	44,959	0	44,959	11.0%	0
Net Expenditure	(2,020)	(5,541)	(50,500)	(44,959)				
<u>352 Christmas Programme</u>								
4274 Lumen	7,273	73,423	70,000	(3,423)		(3,423)	104.9%	
4275 Infrastructure (Christmas)	47,015	51,716	70,000	18,284		18,284	73.9%	
4283 LightLabACE	0	(1,207)	0	1,207		1,207	0.0%	
4992 Sinking Fund	0	0	10,000	10,000		10,000	0.0%	
Christmas Programme :- Indirect Expenditure	54,288	123,932	150,000	26,068	0	26,068	82.6%	0
Net Expenditure	(54,288)	(123,932)	(150,000)	(26,068)				
<u>460 M&E Projects</u>								
4276 Place Branding	0	8,229	17,000	8,771		8,771	48.4%	
4325 CTC Social Media/PR	0	0	10,000	10,000		10,000	0.0%	
M&E Projects :- Indirect Expenditure	0	8,229	27,000	18,771	0	18,771	30.5%	0
Net Expenditure	0	(8,229)	(27,000)	(18,771)				
Marketing and Events :- Income	0	0	0	0			0.0%	
Expenditure	56,308	137,701	227,500	89,799	0	89,799	60.5%	
Movement to/(from) Gen Reserve	(56,308)	(137,701)						
Grand Totals:- Income	0	0	0	0			0.0%	
Expenditure	56,308	137,701	227,500	89,799	0	89,799	60.5%	
Net Income over Expenditure	(56,308)	(137,701)	(227,500)	(89,799)				
Movement to/(from) Gen Reserve	(56,308)	(137,701)						

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Agenda Item 6

Report Statement

Meeting: Marketing & Events Committee, 14th March 2022

Report Purpose: To provide a business and work delivery plan for 2022/23 based on the approved budget and corporate strategy

Version Control: v2

Author: Events & Communications Manager

Report Summary

To ensure effective and efficient delivery of the council's services, this report sets out the delivery plan based on the approved budget for 2022/23, the Crewe Town Council Corporate Strategy and direction from this committee.

Once approved, the business delivery plan will enable the council to progress agreed work, with clear reporting and ongoing direction from council and committees.

Background

The 2022/23 budget setting process began in July 2021 with council approving a schedule for member engagement and committees informing the draft budget based on the 2021/22 budget.

The schedule provided the draft budget for individual members to inform as well as committee agreement and onward recommendation to council.

The 2022/23 budget was approved by council on 7th December 2021 and Cheshire East Council informed of the associated precept requirement.

Position

The Marketing and Events committee budget for 2022/23 is £233,000.

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Equality Impact

Services delivered across the community

Sustainability Impact

Provision of a Business Delivery Plan ensures clarity of work schedule, transparency of council projects and services and provides the maximum amount of time to facilitate delivery.

Community Impact

Approval of a business delivery plan allows for efficient delivery of services to the community.

Governance

Crewe Town Council Financial Regulations
Crewe Town Council Financial Risk Assessment
Crewe Town Council Corporate Strategy
Crewe Town Council Terms of Reference
Localism Act 2011 s 1-6

Financial Impact

The business delivery plan allows for the delivery of services within the approved budget. Unallocated sums will be returned to council or delegated committee for approval once defined and agreed by the committee.

The below table displays the budget headings and a description of the delivery costs. Some costs are as yet undefined and will be required to be returned to council or the delegated committee for later approval once defined.

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	BUDGET HEADING	VALUE	DESCRIPTION	Details for approval
Events				
	Queens Platinum Jubilee Activity	TBC	Beacon Ceremony Schools Tapestry Project Street Party Packs	June 2022 Source of funds to be defined and approved Value of funds to be defined and approved
	Community Events & Summer Programme	29,000	Summer Activity Programme Emergency Services Day Heritage Open Days International Womans Day	July / August 2022 £ 20,000 September 2022 Value £ 5,000 September 2022 Value £ 2,000 March 2023 Value £ 2,000
	Remembrance	5,000	Remembrance Events	November 2022 Value £5,000
Event Match Funding	Establish Community Awards	10,000	Crewe Community Awards	March 2023 £ 10,000
Christmas Programme	Lumen	60,000	Lumen Event	End of Jan/ Feb 2023? Value £60,000
	Infrastructure (Christmas)	60,000	Christmas Lights	November / December 2022 Value £60,000
	Christmas Activities	25,000	Christmas Light Switch On	November 2022 Value £25,000
	Sinking Fund	20,000	Christmas Lights	To EMR at year end Value £20,000
M&E Projects	Event Seed Funding / Income Generation	24,000 45,000	What Makes Us Crewe? Monster Trail	Ongoing Value £25,000 October 2022 Value £25,000

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Resource Impact

Approval of the business delivery plan reduces the time burden on members, committees and officers

Consultation/Engagement

All projects requiring engagement will meet their obligations and record and report accordingly

Wards Affected

All

Conclusions

To enable the effective and efficient delivery of council's committed services, the delivery plan above should be recommended to council for adoption (subject to any changes made at committee) within the governance of the council for 2022/23. In doing this, the majority of the council's service delivery programme will be clearly identifiable in a single reference document.

1. Consideration Sought

- i. That the above service delivery plan and associated spend within the approved 2022/23 budget is recommended to be approved by Council
- ii. That all associated spend and procurement is delivered within the council's governance
- iii. That all ongoing work, actions and outcomes are reported regularly to the this committee and council where relevant.
- iv. That undefined aspects of delivery are progressed though the appropriate governance, committee or council for further development and definition for later approval.

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 14th March 2022.

Report Purpose: To provide an update on plans for the Queens Platinum Jubilee.

Version Control: v1

Author: Events and Communications Manager.

Report Summary.

This report will enable members to be updated on and discuss the Queens Platinum Jubilee activity.

Background.

On 6th February this year Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee, marking 70 years of service to the people of the United Kingdom, the Realms and the Commonwealth.

To celebrate this unprecedented anniversary, national events and initiatives will take place throughout the year, culminating in a four day UK bank holiday weekend from Thursday 2nd to Sunday 5th June. The bank holiday will provide an opportunity for communities and people throughout the United Kingdom to come together to celebrate the historic milestone.

The four days of celebrations will include public events and community activities, as well as national moments of reflection on The Queen's 70 years of service, including:

Thursday 2nd June.

The Queen's Birthday Parade (Trooping the Colour): Over 1,400 parading soldiers, 200 horses and 400 musicians will come together in the traditional Parade to mark The Queen's official birthday, usually held on the second Saturday in June.

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Beginning at Buckingham Palace, the Parade will move down The Mall to Horse Guard's Parade, joined by Members of the Royal Family on horseback and in carriages. The Parade will close with the traditional RAF fly-past, watched by The Queen and Members of the Royal Family from the Buckingham Palace balcony.

Platinum Jubilee Beacons: The United Kingdom's long tradition of celebrating Royal Jubilees, Weddings and Coronations with the lighting of beacons will be continued to mark the Platinum Jubilee. Over 1,500 beacons will be lit throughout the United Kingdom, Channel Islands, Isle of Man and UK Overseas Territories.

For the first time, beacons will also be lit in each of the capital cities of the Commonwealth countries to celebrate The Queen's Platinum Jubilee.

The Principal beacon will be lit in a special ceremony at Buckingham Palace.

Saturday 4th June.

The Derby at Epsom Downs: Her Majesty The Queen, accompanied by Members of the Royal Family, will attend the Derby at Epsom Downs.

Platinum Party at the Palace: The BBC will stage and broadcast a special live concert from Buckingham Palace that will bring together some of the world's biggest entertainment stars to celebrate the most significant and joyous moments from The Queen's seven decade reign.

Sunday 5th June.

The Big Jubilee Lunch: Every year since the idea began in 2009 The Big Lunch has encouraged communities to celebrate their connections and get to know each other a little bit better, coming together in a spirit of fun and friendship. In 2022 The Big Lunch will bring the Jubilee celebrations into the heart of every community.

People are invited to share friendship, food and fun with neighbours as part of the Platinum Jubilee celebrations. A Big Jubilee Lunch can be big or small - street party or

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picnic, tea and cake or a garden barbeque. The Big Lunch provides tips and ideas for hosting an event. Over 1400 people have registered to host Big Jubilee Lunches so far, with events being planned across the length and breadth of the country.

The Platinum Jubilee Pageant: Artistic performers, dancers, musicians, military personnel, key workers and volunteers will unite to tell the story of The Queen's 70 year reign in an awe-inspiring festival of creativity. The London based Pageant will combine pomp and ceremony, street arts, theatre, music, circus, costumes as well as cutting-edge visual technology, drawing on talent from every part of the United Kingdom and across the Commonwealth.

Forming an important part of the Platinum Pageant, the 'River of Hope' section will comprise of two hundred silk flags which will process down The Mall, appearing like a moving river. Primary and secondary school children are invited to create a picture of their hopes and aspirations for the planet over the next 70 years. A selection of these creations will be transferred on to silk flags, which will be carried by secondary school pupils in the Pageant.

The artwork for the flags will be focused on climate change and incorporate the children's messages for the future. Teachers from applying schools will be provided with step-by-step guides to creating a beautiful digital artwork with their students, of which 200 will then be selected for the flags. The selected artwork will also be shown up and down the country on screens as part of the Jubilee celebrations.

Current Position.

This report sets out a number of options for Crewe Town Council to explore a programme of community activity to Celebrate the Queen's Platinum Jubilee (see table below). A presentation during the committee meeting will go through the activity and costs in more details to allow for discussion and agreement.

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Proposed Activity	Date	Proposed Location
<p><u>Beacon Lighting Ceremony – Option One.</u></p> <p>Large Community event within Municipal Square. Including:</p> <p>Projection onto Municipal building.</p> <p>Choir performance</p> <p>Poetry reading</p> <p>Piper</p> <p>Beacon Lighting Ceremony</p> <p>Civic speeches</p> <p>Local memories of the Queen visiting Crewe</p>	<p>Thursday 2nd June 2022</p>	<p>Municipal Square</p>
<p><u>Beacon Lighting Ceremony - Option Two.</u></p> <p>Heritage Centre– Invite event</p> <p>Small event with guest invite list. (Link in with the Our Queen, Our Crewe id ACE funding successful)</p> <p>Reception (drinks non-alcoholic and canapés)</p> <p>Choir performance</p> <p>Poetry reading</p> <p>Piper</p>		<p>Crewe Heritage Centre</p>

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<p>Beacon Lighting Ceremony</p> <p>Civic speeches</p> <p>Up lighting – Red, White and Blue</p>		
<p><u>ACE project – Our Queen, Our Crewe project.</u></p> <p>To work with four community groups across Crewe to explore how the Queen has and continues to influence and impact our lives here in Crewe, our sense of identity, belonging, beliefs and our civic pride.</p> <ul style="list-style-type: none"> • A series of artist led creative community workshops • The creation of four new piece of artwork – The Crewe Platinum Jubilee Banners • A community exhibition and sharing / celebration event • Project Evaluation 	<p>April – August 2022</p>	<p>Artist workshops – Across Crewe</p> <p>Exhibition – Heritage Centre</p>
<p>Tree Planting – All Crewe Schools.</p> <p>To donate a tree to each Crewe school to mark the Queens Platinum Jubilee.</p>	<p>Across June</p>	<p>All Crewe Schools.</p>

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<p>The Queens Wardrobe – Schools competition.</p> <p>To run a schools competition to design an outfit for the Queen for her Platinum Jubilee.</p> <p>Artwork to be used as part of the CTC Platinum Jubilee promotion.</p> <p>Winner to receive £100 gift voucher for a new outfit.</p>	Across May	Crewe Primary Schools
<p>To support the Friends of Queens Park to deliver a community event.</p> <p>(Proposal attached)</p>	Friday 3 rd June	Queens Park, Crewe
<p>Union Jack Bunting</p> <p>Crewe Town – Install June 1st and leave up across Summer.</p>	1st June – 1 st September	Crewe Town Centre
<p>Queen Platinum Jubilee lamppost and bollard decoration</p>	1st June – 1st September	Crewe Town Centre
<p>The Queen visits Crewe video.</p> <p>A behind the scene’s look into the Queens preparations for the Platinum Jubilee – out and about around Crewe Town.</p>	<p>April – Filming</p> <p>End Of May – Live on the socials</p>	<p>Social Media Campaign.</p> <p>Crewe and beyond.</p>

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<p>To work with the students from Staffordshire University to produce a film for social media.</p>		
<p>Queens Jubilee Flag Memorial Square</p>	<p>June 2nd – June 5th 2022. Queens Jubilee Flag Platinum Jubilee Flag The Flag Shop</p>	<p>Municipal Square – CEC</p>
<p>Community Party Packs. To provide up to 70 community party packs to support the community to come together and participate within the Big Lunch on Sunday 5th June. (Example party packs attached)</p>	<p>Available from May for communities to use across the 2nd -5th June 2022.</p>	<p>Across Crewe</p>
<p>Crewe Artisan Market To host an artisan market made up of 40 stalls within Crewe Town or the Crewe Heritage Centre.</p>	<p>Saturday 4th June. 11am – 4pm</p>	<p>Crewe Town Heritage Centre</p>
<p>Yarn storming – Community Group</p>	<p>2nd – 5th June 2022.</p>	<p>Across Crewe</p>
<p>Royal Throne and Dress Up</p>	<p>Monday 30th May – Sunday 5th June 2 x Throne</p>	<p>Crewe Library</p>

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	Royal dress up, Crowns and props Link into Library activity – crown making workshops and Jubilee coffee morning.	
Choirs and Brass Band performance – deck chairs etc	Saturday 4 th June – 11am – 3pm	Memorial Square

Stainability Impact.

The Queen Platinum Jubilee is an opportunity to come together and celebrate 70 years of the Queen Reign, activities have been developed to ensure participation and engagement across the whole of the Crewe community.

The activity will increase levels of civic provide and build social capital across Crewe.

Economic sustainability

Is supported through appropriate budgeting and seeking the most cost effective means of delivery through consideration of internal delivery against competitive procurement and measurement of service.

Opportunities to apply for external funding have also been identified in order to maximize value for money for the Crewe Community.

Community Impact

The development of a programme of community focused activity to mark the Queens Platinum Jubilee will have a positive impact upon the Crewe community by bringing people together, providing opportunities to participate within shared experiences and joining in with a national celebration building civic pride and social capital.

Governance

The national celebrations to mark the Queens Platinum Jubilee, Crewe’s Cultural Strategy, Cheshire East’s Cultural Framework, Crewe’s Audience Development Strategy and Crewe Town Brand, Crewe Community Plan.

Financial Impact

Any approved costs to be drawn from ear marked reserves approved that relate to the 2020/21 unspent budget.

Resource Impact

Officer time and budget allocation.

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Consultation/Engagement

The programme of activity has been developed in line with national communication from Buckingham Palace and is in line with the programme of national celebrations and also by exploring evaluation feedback from previous Crewe events.

Wards Affected

All wards able to engage with the proposed activity.

Consideration Sought

- To agree the activity Crewe Town Council moves forward with.
- To allow time for planning and costing of activity listed above and for the relevant arrangements to be implemented via delegated decision making with the Chair of the Marketing and Events Committee Cllr Joe Cosby, with updated presented at forthcoming Marketing and Events Committee.
- To Approve the associated spend, or recommend to council if above this committee's authority.

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 14th March 2022.

Report Purpose: To discuss and agree a date for the Crewe Christmas Light Switch On 2022.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report will allow the Marketing and Events Committee to discuss and agree a date for the Crewe Christmas Light Switch on 2022.

Background.

Due to Covid-19 the Crewe Christmas Light Switch on event has not taken place for two years. Now covid-19 restrictions have been lifted Crewe Town Council can plan for a 2022 Christmas Light Switch on event within Crewe Town.

Current Position.

In the Marketing and Events Committee on 31st January 2022 members agreed to separate the Christmas and Lumen events.

The Christmas Light Switch On event has traditionally taken place on the last Friday in November. To continue with the tradition this year's Christmas Light Switch on would take place on Friday 25th November 2022.

Option One

To continue with tradition and have the Christmas Light Switch On event during the evening of Friday 25th November 2022.

Option Two

To have the Christmas Light Switch On event on Saturday 26th November 2022, maximizing opportunity to attract a Christmas market to Crewe Town from the afternoon onwards.

Stainability Impact.

The Crewe Christmas Light Switch On event brings together the Crewe community, it's a

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highlight of the towns event calendar boosting community spirit and kicking off the Christmas season.

Economic sustainability.

Is supported through appropriate budgeting and seeking the most cost effective means of delivery through consideration of internal delivery against competitive procurement and measurement of service.

Community Impact.

The Crewe Christmas Light Switch On attracts a high footfall into Crewe Town, providing an opportunity for communities come together for a shared experience and for Crewe Town businesses to open late and attract Christmas shoppers.

Governance.

Crewe Cultural Strategy, Cheshire East's Cultural Framework, Crewe's Audience Development Strategy and Crewe Town Brand, Crewe Community Plan.

Financial Impact

The budget allocated for the 2022 Christmas Light Switch on event is £25,000.

There will also be opportunity for Crewe Town Council to develop sponsorship packages aimed at Crewe businesses who wish to support the event financially.

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

Evaluation from previous Christmas Light Switch On events has been taken into account when making the decision to move forward with a Christmas Light Switch On event including additional activity such as a Christmas Market.

Wards Affected

All wards able to engage with the Christmas activity.

Consideration Sought

For the Marketing and Events Committee to agree the date of the Crewe Christmas Light Switch On 2022 and associated spend for delivery within the business delivery plan and approved budget for 2022/23

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 14th March 2022.

Report Purpose: To discuss and agree the dates for the next Lumen Festival of Light event in Crewe.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report provides an opportunity for members to discuss and agree the dates for the next Lumen Festival of Light event in Crewe.

Background

LUMEN is an outdoor light event in Crewe Town Centre, established in 2018. The event works within the context of Cheshire East's Cultural Framework, Crewe's Audience Development Strategy and Crewe's Cultural Strategy, supporting town regeneration, economic development and community objectives. The event was established the following aim's at its core.

- Contribute towards the economic development of the town centre by creating experiences and developing an evening economy
- Attract visitors to the town
- Involve local residents in participation
- Raise local pride of Crewe
- Change the perception of Crewe, develop its reputation as a vibrant place

LUMEN, Crewe's Festival of Lights was established when Crewe Town Council made the decision to have a festival event as the light switch-on event in the lead-up to Christmas. Art Reach were awarded the contract as the event producers for 2018, and again in 2019.

The original objectives of the Festival of Lights are set out below:

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- To enhance the profile of Crewe as an innovative and forward thinking cultural centre;
- To work closely with hard to reach and diverse communities to enable meaningful participation with the event;
- To animate the town centre and to create a distinctive, family friendly, ambience distinguishing from other towns;
- To make the celebrations inclusive and to facilitate the meaningful participation of people of all races, religions, age groups and socioeconomic backgrounds;
- To create an iconic event with significant appeal that will help attract visitors domestically and internationally, supporting growth in the visitor economy.

In 2020 Blackpool Illuminations were commissioned to develop and deliver a one night light festival with performance. Due to Covid-19 the festival was postponed until 2021. Due to the ongoing impact of Covid-19 this years Lumen Festival will be in the form of a 16 night self-guided illuminated arts trail – Lumen Lite.

The 2021 Lumen Lite activity took place between the 26th November – 12th December 2021, from 5pm – 9pm.

Current Position

In the Marketing and Events Committee on 31st January 2022 members agreed to separate the Christmas and Lumen events.

Traditionally both Christmas and Lumen have been delivered as a join event however evaluation from previous Lumen events has identified confusion from audiences as to why the event is not Christmas themed.

Separating the events also allows:

- Crewe Town Council to develop a winter events programme with opportunity to increase footfall into Crewe Town as audiences will have opportunity to attend two events rather than one.
- Increased opportunity to apply for external funding to develop the Lumen event moving forward, if separated from the Christmas activity.

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Option One

To move Lumen into January boosting footfall into Crewe Town Centre during what is normally a quiet period.

Proposed date - Friday 28th January and Saturday 29th January 2023.

Option Two

To move Lumen into February Half Term, boosting footfall into Crewe Town Centre during what is normally a quiet period whilst also maximising opportunity to deliver activity within half term.

Proposed date – Friday 17th February and Saturday 18th February 2023.

Stainability Impact

To develop a high quality programme of work will enable the town council to explore funding via Arts Council England moving forward.

Economic sustainability

Is supported through appropriate budgeting and seeking the most cost effective means of delivery through consideration of internal delivery against competitive procurement and measurement of service.

Community Impact

Lumen Festival of Lights is a well-attended festival within the Crewe events calendar, driving footfall into Crewe Town Centre.

Governance

Crewe Cultural Strategy, Cheshire East's Cultural Framework, Crewe's Audience Development Strategy and Crewe Town Brand.

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Financial Impact

Any approved costs to be drawn from the 2022/2023 Marketing and Event budget.

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

Evaluation from Lumen 2019 and 2021 has been considered when exploring the new dates for the event.

Wards Affected

This programme of work will benefit all Wards.

Consideration Sought

For members to discuss and agree the date for the next Lumen Festival of Light event in Crewe.