

Crewe Town Council
Marketing and Events Committee

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

www.crewetowncouncil.gov.uk

Tel: 01270 756975



CREWE
TOWN COUNCIL

25th October 2021

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 1st November 2021**.

In the interests of maintaining Covid 19 safety, adherence to guidelines 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. To ensure Covid 19 compliance and safety, attendance numbers will be strictly limited and we request that you seek to follow the meeting on the council's youtube.com channel. You can submit your comments and questions in advance to be read out at the meeting; email townclerk@crewetowncouncil.gov.uk (to arrive by 3pm on that date of the meeting).

Physical attendance at the meeting is currently discouraged due to restrictions and guidance associated with the prevention of the spread of Covid-19. Attendance for public participation may be facilitated via Zoom, if necessary and notified in advance of the meeting.

4. To confirm and sign the Minutes of the Marketing and Events Committee meeting held on Monday 19th July 2021 (**attached**)
5. To review the year to date financial position for the Marketing and Events Committee (**attached**)
6. To consider and approve a Crewe Town Council Events Strategy and Action Plan (**attached**)
7. To receive and consider an update on Lumen Festival of Lights 2021 (**attached**)
8. To receive and consider an update on Christmas activity 2021 (**attached**)
9. To seek agreement from members regarding the future direction of cultural events, including Chinese New Year (**attached**)
10. To receive an update on the Crewe Remembrance Sunday Service (**attached**)
11. To receive an update on the Arts Council England Lumen LightLab application (**attached**)
12. To receive an update on the Tree of Service (**attached**)
13. To consider and inform the budget setting process for 2022/23 financial year (**attached**)
14. To note the date of the next Marketing and Events Committee meeting – 31st January 2021.

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Minutes

In attendance: Cllr Hazel Faddes Cllr Tom Dunlop Cllr Phoenix Morrissey
Cllr Joe Cosby Cllr Dennis Straine-Francis Cllr Ben Wye

ME/19/7/1 To receive apologies for absence
Cllr Jill Rhodes; Cllr Marilyn Houston

ME/19/7/2 To note declarations of Members' interests
Cllr Straine Francis declared a non-pecuniary interest in agenda item 9 as a member of the Royal British Legion

ME/19/7/3 Public Participation
None present and no comments or questions received

ME/19/7/4 To confirm and sign the Minutes of the Marketing and Events Committee meeting held on Monday 24th May 2021
RESOLVED: That the minutes are approved as a true record of the meeting

ME/19/7/5 To review the year to date financial position for the Marketing and Events Committee
The Report was noted.

ME/19/7/6 To receive an update with regards to the Crewe Place Brand delivery plan
The report was noted.

- ME/19/7/7** To receive an update with regard to Lumen 2021
The report was noted: Await the programme proposals from Blackpool Illuminations (Sept 2021), to be sent to Cllrs for approval.
- i. To agree the most appropriate option for the Christmas Light Switch On Event 2021
RESOLVED: Option three is approved, to progress to programming and full costings.
- ii. To agree the development of a Lumen Festival of Lights Development Programme and the associated budgeted spend of £12,000 (To be recommended to council for approval)
RESOLVED: Approved to move forward with a Lumen Development Programme.
- iii. To approve a 'Christmas in Crewe' What's on Guide
RESOLVED: Approved to move forward and work with partners to develop the 'Christmas in Crewe' What's on Guide and the associated budgeted spend of £2,500.
- iv. To approve a Community Participatory Programme as part of the Christmas 2021 activity
RESOLVED: Approved to move forward to develop a programme of community focused Christmas activity and the associated budgeted spend of £10,000.
- v. To agree to officer identifying and initiating discussions with Crewe Town stakeholders and other interested parties who could develop collaborative activity for Lumen Festival of Lights and Christmas activity.
RESOLVED: Approved to develop collaborative activity across the Lumen / Christmas programme, budget requirement to be informed at the next committee meeting.
- ME/19/7/8** To receive and consider an update with regard to Spareparts Festival 2021
The report was noted. Event paperwork submitted to Cheshire East Council for a 'yes in principle', with event communications going out over the next week.
- ME/19/7/9** To receive a verbal update regarding an event to commemorate VJ day.
The verbal update was noted; Cllrs updated on the VJ day service taking place in Queens Park on the 15th August 2021.
- ME/19/07/10** To consider the budget setting process for 2022/2023 financial year.
The report and update was noted; Cllrs updated on budget proposals for 2022/ 2023, to continue conversation in the next committee meeting.
- ME/19/07/11** To note the date of the next Marketing and Events Committee meeting: Monday 20th September 2021. Location and/or the format of the meeting as yet to be confirmed, based on the guidance and regulations at that time.

Crewe Town Council
Marketing & Events Committee Monday 19th July 2021.

Meeting Closed at 8:20pm

Chair Cllr Joe Cosby
Clerk R Rhodes

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CREWE TOWN COUNCIL DRAFT BUDGET REQUIREMENT CALCULATION 2021/22

	2020/21 Budget expenditure	2020/21 Budget Income	2021/22 Draft Budget Expenditure	2021/22 Draft Budget Income	NET OPERATING EXPENDITURE & INCOME 2021/22	Spend to date
MARKETING AND EVENTS COMMITTEE						
350	Events					
4252	5000		5000		5000	364
4259	13000		30000		30000	390
4271	17500		10000		10000	0
4273	5000		0		0	0
	Festival Event (will leverage funding)	0	0		0	0
	Cultural Hub	10000	0		0	0
352	Christmas Programme					
4274	70000		60000		60000	0
4275	70000		60000		60000	0
4992	10000		20000		20000	0
460	M&E Projects					
4276	17000		1000		1000	8229
	Funding/Income generation		30000		30000	
4325	10000		0		0	0
Total M&E Committee Costs						
	227500	0	216000	0	216000	8983

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 1st November 2021.

Report Purpose:

- To seek consideration from members to move forward with the development of a (draft) five year Event Strategy and Action Plan for delivery between 2023 – 2028.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report identifies the need for a Crewe Town Council Events Strategy and Action Plan.

Position

Crewe Town Council delivers a programme of events and festivals throughout the year including TrAction, Remembrance, Christmas and Lumen however there currently is no Event Strategy or Action Plan in place.

The recent appointment of an Events and Communications Manager has increased both capacity and skill set allowing for the development of a five year Event Strategy and Action Plan. Identifying opportunities to develop a varied range of events and festivals across Crewe.

By developing a five year event strategy it will:

- Provide a clear direction for the development of a future events programme within Crewe.
- To improve the sustainability of events moving forward.
- Provide an opportunity to develop and build a varied events programme across Crewe including cultural, heritage, community, sporting events and festivals.
- Increase participation opportunities across Crewe for communities and young people.



- Allow Crewe Town Council to identify funding / revenue streams via funders, sponsorship and ticketed events - providing greater value for money.
- Enhanced partnership working.

Sustainability Impact

The introduction of an event strategy will allow the council to develop and deliver a programme of sustainable events with participation at their core and a focus on revenue generation via funders, sponsorship and ticketed events.

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 development of a five year Event Strategy will allow Crewe Town Council to develop a programme of sustainable events with participation at their core.

Governance

Crewe Cultural Strategy, Crewe Town Council Community Strategy and Crewe Town Council Heritage Strategy.

Financial Impact

TBC

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

We will consult with the Crewe community and partners to inform the direction of the Events Strategy. Linking in with the Crewe Community Programming Group.

Wards Affected

This programme of work will benefit all Wards.



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Consideration Sought

- Agreement from members to move forward with the development of a (draft) five year Event strategy. For delivery between 2023 – 2028.

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 1st November 2021.

Report Purpose: To update members on the Lumen Festival of Light programme 2021.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report provides members with an update on the Lumen Festival of Light Programme and costings for the 2021 festival.

Background / Position

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:

- 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.

The total cost of the contract was £52,000.

Lumen Festival of Lights 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.

Participants will be able to download or pick up a printed version of a Lumen Lite guide , including trail map and information for each light installation in advance of their visit.

Dates

26th November – 12th December 2021

Timings

5pm – 9pm

Artistic Programme

- The agreed theme for Lumen 2021 is ‘Discovery’.
- A programme, including images and a description for each artwork has been attached separately (A breakdown of artwork and location has been provided below).



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Location	Artwork	Google Map Link
Municipal Building (Projector on Memorial Square)	Moon Folk projection	Crewe, England - Google Maps
Prince Albert Street	Forest of the Future	Prince Albert St - Google Maps
Christ Church	Colour my World	Crewe St - Google Maps
Christ Church	Spaceman	Moss Square - Google Maps
Lyceum Square	TBC	Heath St - Google Maps
Lyceum Theatre	Panto themed Backlit Stained-Glass Window Vinyl	Heath St - Google Maps
Victoria Street	Dr. Who TARDIS	2 Victoria St - Google Maps
Market Square	Aqualux	1 Queensway - Google Maps
Queens Way	We Love Crewe Light Boxes	13 Queensway - Google Maps 19 Queensway - Google Maps
Crewe Market Hall	Festoon Lanterns	Inside the market Hall
Hill Street	TBC	Hill St - Google Maps
Crewe Court	Chorus TBC	South Cheshire Magistrates' Court - Google Maps

Additional Art Installations.

We are currently exploring the feasibility of also programming Chorus by Ray Lee into the Lumen Lite programme. [Chorus \(invisible-forces.com\)](http://Chorus(invisible-forces.com))

Crewe would host the artwork for four evenings at the start of Lumen Lite (dates to be confirmed).

The Chorus team have agreed a space next to the Crewe Courts, permission is currently being sought to use the space.

The cost of the artwork, including oncosts will be approximately £9,500.

Costing to also include the following infrastructure.

Power	TBC
Additional Lighting	TBC
Security – Patrols	TBC
Barriers	TBC
Road Closures (Hill Street)	TBC
Lumen Lite Trail Map and guide	TBC
Delivery of Communications Plan	TBC
Evaluation film	TBC

Sustainability 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.

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.

Consultation/Engagement

Evaluation from Lumen 2019 has been considered when developing the Lumen programme for 2021.

Wards Affected

This programme of work will benefit all Wards.

Consideration Sought

- For members to agree the programme for Lumen Lite 2021
- For members to discuss the additional artwork options and extra costs.

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 1st November 2021.

Report Purpose: To provide an update for the 2021 Christmas programme.

Version Control: v2

Author: Events and Communications Manager.

Report Summary

This report will enable members to explore the 2021 Christmas programme.

Background.

During the Marketing and Events Committee meeting on the 19th July 2021, due to the ongoing impact of Covid-19 members agreed to move forward with:

Option Three - A family focused immersive experience bespoke to Crewe

Option Three would provide an alternative experience to the traditional Christmas Light Switch On event, equally as magical for audiences of all ages to attend and will signal the start of the Christmas Season.

Position.

This paper therefore sets out a number of options for the Crewe Town Christmas Programme 2021.

Crewe Christmas Light Switch On.

To produce a digital switch on via short video celebrating the Crewe Town Christmas Light Switch on. Starring Crewe Town Mayor Cllr Tom Dunlop with a local narrative.

The opportunity to support the production of the short film has been forwarded to the film students at Staffordshire university.

To be launched online on Thursday 25th November 2021. With a teaser campaign building up to the social media launch.



Crewe-mas Saturdays.

Each Saturday in the run up to Christmas – 27th November, 4th, 11th and 18th December 2021.

A family-focused festive programme of activity has been developed, including walkabout performance, local artist workshops, story time sessions, face painting, live music and interactive activity. A copy of the programme has been attached for reference.

An application for free parking over the four Saturdays has been submitted to Cheshire East Council.

The creation of the ‘Christmas in Crewe’ What’s on Guide (alongside partners).

To work alongside partners across Crewe Town to develop a digital ‘Christmas in Crewe’ What’s on Guide.

(Estimated costs £2500)

Stainability Impact

To develop a high quality programme of work will enable the town council to explore funding opportunities moving forward.

The UK Government has set out the next phase of unlocking the UK on July 19th 2021. Although the Government has indicated the easing of covid-19 measures, when programming and planning events moving forward it will be important to consider the implications of any potential local rise in covid -19 cases due to new or existing variants and the implications of local restrictions.

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 development of a programme of family friendly Christmas activity will have a positive impact upon the Crewe community. Driving footfall into Crewe Town Centre and changing perceptions of the town.

Governance

Crewe 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.

- £22,000 from the Events and Marketing Budget
- £8,000 from the Animation Budget

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

Evaluation from previous Christmas Light Switch On events has been taken into account when programming the Christmas activity.

Wards Affected

All wards able to engage with the Christmas activity.

Consideration Sought

To update members on the programme of activity for Christmas 2021 in Crewe Town Centre.

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 1st November 2021.

Report Purpose:

- To seek agreement from members regarding the future direction of cultural events, including Chinese New Year.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report will allow members of the Marketing & Events Committee to agree a direction for cultural events moving forward.

Position

Crewe Town Mayor Cllr Tom Dunlop has requested the council explore the feasibility of developing and delivering a programme of activity for Chinese New Year 2022.

At present Crewe currently doesn't have a culturally diverse programme of events. A programme of community-led activity would bolster the Crewe events calendar, whilst bringing communities together, educating participants on the customs and traditions of the wider Crewe Community.

Option One.

To identify partners and develop a proposal including costings for a programme of activity celebrating Chinese New Year 2022.

Option Two.

Working with the Crewe Community Programming Group (Once Established) to identify and develop a programme of cultural events which are relevant to led by the community. With a view of event delivery from 2023 onwards.

Sustainability Impact

Option two offers the most sustainability impact through engaging with the broader Crewe Community to co-create a programme of relevant cultural activity.



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.

To also work alongside residents to identify opportunities draw down funding.

Community Impact

This programme of work will have a beneficial impact on communities by providing opportunities to work alongside Crewe Town Council to have a say, to be part of the decision making process ensuring that any programming of cultural activity is relevant to them and the wider Crewe community.

The programme of work will also provide opportunities for participants to develop new skills and build networks throughout the Crewe community.

Governance

Crewe Cultural Strategy, Crewe Town Council Community Plan, Crewe Town Council

Financial Impact

CTC budget allocation - £2000 for Chinese New Year activity.

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

To identify community representatives via the *Crewe Community Programming Event Group*.

Wards Affected

This programme of work will benefit all wards.

Consideration Sought

Consideration sought by members to move forward with option one or option two.



REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 20th September 2021.

Report Purpose: To provide an update and overview of the planning for the Crewe Town Remembrance Service.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report will provide members with an update and overview of the planning for the Crewe Town Remembrance Service.

Background.

Crewe Town Council manages the Crewe Town Remembrance Service, working in partnership with the Royal British Legion.

The Remembrance Service will take place on Sunday 14th November 2021 at the Cenotaph in Memorial Square, Crewe Town, 10am – 1pm.

The Remembrance Service normally attracts upwards of 3500 people from across the Crewe Community.

Programme.

The programme for the Remembrance Service will include:

- A Parade
- A Service by Father John Xavier Leal
- Wreath Laying Ceremony
- A Minutes Silence
- Refreshments (invited guest) at Market Hall.



Position

In 2020 the Remembrance Service was a small invite only event due to Covid-19. Moving forward into 2021 there still remains a degree of uncertainty with regards the pandemic therefore planning will be based on the following:

Option A.

- A full Remembrance Service including parade, wreath laying, live music and refreshments.

Option B.

- A reduced Remembrance Service only. (No parade, live music or refreshments)

Option C.

- A reduced invite only service (wreaths laid in advance, no parade, live music or refreshments)

Schools Engagement.

To better engage with schools and to provide an opportunity for young people to participate within the Remembrance Service on the 11th November 2021, the town council will work with the Royal British Legion to develop and deliver a schools service.

Both primary and secondary schools from across Crewe will be invited to attend the service and lay a wreath.

Sustainability Impact

To work alongside partners the Royal British Legion to develop and deliver a programme of sustainable activity.

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 annual Remembrance Service is a popular event within Crewe attracting upwards of 3500 people.

Governance

Crewe Cultural Strategy, Cheshire East's Cultural Framework, Crewe's Audience Development, Crewe Town Councils Community Plan, Crewe Town Council Heritage Strategy.

Financial Impact

Any approved costs to be drawn from community event
Budget - £5000.

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

Crewe Town Council have consulted and worked with the Royal British Legion to develop and the deliver the event.

Wards Affected

All wards able to engage with the Remembrance Service.

Consideration Sought

To update the Marketing and Events Committee on the planning for the Remembrance Service.

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REPORT STATEMENT

Meeting: Marketing and Events Committee, Monday 1st November 2021.

Report Purpose:

- To update members on the Arts Council Funded Lumen Light Lab project.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report provides members with an update for the Lumen LightLab project.

Background / Position

Lumen LightLab was a professional development programme for Cheshire based artists ran in conjunction with Crewe's Festival of Light Lumen.

The programme of work was funded by Arts Council England, with the total budget being £15,000.

In 2018, local artists expressed the desire to create digital work that would be showcased at Lumen with the potential to also tour artworks throughout the Light Up the North Network. Although local artist opportunities were created it was evident there was a gap in knowledge and experience to turn ideas into reality. Crewe Town Council therefore worked with the team at Blackpool Illuminations and Lightpool to develop LightLab.

Cheshire based artists were invited to apply for a place on development programme, in total ten artists were chosen by the LightLab Steering Group (made up of Events Officer from Crewe; Creative Director for Lightpool; Head of Blackpool Illuminations; Head of Arts, Blackpool, Cultural Economy Manager from Cheshire East).

From Thursday 29th Oct to Friday 30th October 2020 the successful artists participated in an intensive 2-days training, tours and masterclasses in Blackpool, which included:

- A guided tour of Lightworks, Lightpool Festival, Blackpool Illuminations and exhibition 'The Lights' at the Grundy Art Gallery.
- Masterclasses and talks where cohort meet established artist/s working in the light festival field.



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- Presentations on different aspects of making this kind of work by sector professionals from Lightpool, Blackpool Illuminations, the Grundy Art Gallery and LUTN

After the participants returned to Cheshire they were invited to submit a design to be considered for further R&D in response to a brief focused on the theme of Lumen. This strand of the development programme included.

- Three artists were selected to develop their design and receive £1500 fee each.
- The Steering Group also agreed additional funding from the £5k materials budget to be distributed between the three artists based on the needs of their designs.
- 2 mentoring days each per artist were made available
- Public exhibition of design proposals.

Unfortunately due to Covid-19 Lumen 2020 was postponed, however the event will be taking place over 16 evenings in November / December 2021. We will therefore include the following activity within Lumen 2021.

- All three commissioned artworks will be included within Lumen arts trail.
- Opportunity for artists to be showcased on Lumen social media and website.

Sustainability Impact

The programme of work provided Cheshire based artists with an opportunity to learn new skills and also network nationally with established light artists and organisations.

Development programmes such as LightLab are important for the sustainability of Lumen.

Economic sustainability

The programme of work was funded by the Arts Council.

Community Impact

Supporting local artist development opportunities will enable Crewe Town Council to commission local programme's of work which are relevant to Crewe.

Governance

Crewe Cultural Strategy.

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Financial Impact

The programme of work was funded by the Arts Council.

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

Engagement was via the Crewe Cultural Forum.

Wards Affected

This programme of work will benefit all Wards via Lumen Festival of Lights.

Consideration Sought

To update the members on the completion of the programme of work.

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Marketing and Events Committee.
1st November 2021

Agenda Item 13



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REPORT STATEMENT

Meeting: Marketing and Events Committee Monday 1st November 2021.

Report Purpose: To provide an update and overview of the planning for the Tree of Light Service.

Version Control: v1

Author: Events and Communications Manager.

Report Summary

This report will provide members with an update and overview of the planning for the Crewe Town Tree of Light Service.

Background.

Crewe Town Council manages the Tree of Light Service, working in partnership with Orbitas.

The Tree of Light Service will take place on Friday 3rd December 2021 at Crewe Cemetery, from 5.30pm.

The Service normally attracts upwards of 1500 people from across the Crewe Community.

Programme.

The proposed programme for the Tree of Light Service includes:

- Service by Rob Wykes
- Lighting of the Memory Candle
- Choir Performance by Kate Cubley Choir
- A reading / poetry
- Lighting of the Tree of Light.

Position

In 2020 the Tree of Light Service was cancelled due to Covid-19.

Moving forward into 2021 there still remains a degree of uncertainty with regards the pandemic therefore planning will be based on the following:



Option A.

- A full Tree of Light Service including live music.

Option B.

- A reduced online Tree of Light Service only. Stars distributed and hung on the tree.

Sustainability Impact

To work alongside partners Orbitas to develop and deliver a programme of sustainable activity.

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 annual Tree of Light Service is a popular event within Crewe attracting upwards of 1500 people.

Governance

Crewe Cultural Strategy, Cheshire East's Cultural Framework, Crewe's Audience Development, Crewe Town Councils Community Plan, Crewe Town Council Heritage Strategy.

Financial Impact

Any approved costs to be drawn from community budget.
Budget - £6000.

Resource Impact

Officer time and budget allocation.

Consultation/Engagement

Crewe Town Council have consulted and worked with Orbitas to develop and the deliver the event.

Marketing and Events Committee.

1st November 2021

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Wards Affected

All wards able to engage with the Tree of Light Service

Consideration Sought

To update the Marketing and Events Committee on the planning for the Tree of Light Service.