

Crewe Town Council

1 Chantry Court
Forge Street
Crewe Cheshire
CW12DL

T: 01270756975

www.crewetowncouncil.gov.uk



CREWE
TOWN COUNCIL

6th March 2023

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 6:00pm on Tuesday 13th March 2023. The meeting will be held at the **Crewe Town Council offices, 1 Chantry Court, Crewe, CW1 2DL**.

In the interests of maintaining 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,

Peter Turner
Town Clerk
Crewe Town Council

Agenda

- 1** To receive apologies for absence
- 2** To note declarations of Members' interests
- 3** To confirm and sign the minutes of the Marketing and Events Committee meeting held on 10th January 2023
- 4** Public Participation

A period not exceeding 15 minutes for members of the public to ask questions or submit comments in relation to the published agenda items. Any member of the public wishing to participate should email support@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. Please feel free to contact the office to discuss this in more detail if you would like to.

- 5** To review the year to date financial position for the Marketing and Events Committee and business delivery plan progress
- 6** To consider and inform the Marketing & Events Committee Business Delivery Plan for 2023/24
- 7** Christmas Lights Switch On Evaluation Data
- 8** Operation Summer Evaluation
- 9** To receive a report relating to the installation of the Knife Angel monument in Crewe
- 10** Crewe Town Council Events Strategy
- 11** Social media and communications engagement
- 12** To note the proposed date of the next meeting Monday 12th June at 6pm.

Agenda Item 3

Crewe Town Council: Marketing and Events Committee

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CREWE
TOWN COUNCIL

In attendance: Cllr Joe Cosby Cllr Tom Dunlop Cllr Martin Edwards
Cllr Ben Wye Cllr Dennis Straine-Francis

MINUTES of the meeting of 10th January 2023

- ME/22/4/1** To receive apologies for absence
Cllrs Clark, Houston, Messent & Rhodes
- To note declarations of Members' interests
- ME/22/4/2** None
- ME/22/4/3** To confirm and sign the minutes of the Marketing and Events Committee meeting held on 1st November 2022
RESOLVED: That the minutes are approved as a true record of the meeting
- ME/22/4/4** Public Participation

A period not exceeding 15 minutes for members of the public to ask questions or submit comments.

An email was received asking the following question:

June 22nd 2023 marks the 75th anniversary of the arrival of Windrush to the UK. Since many people from Caribbean countries made Crewe their home in the 1950s, will the Town Council be holding any events to celebrate this occasion?

The clerk responded that the Community Officer was in contact with representative community groups who are considering what activities they would like to progress. We await details from the groups and will return to committee with proposals and costings as and when available.

The committee expressed support for the idea and principle of supporting activities associated and would also welcome any input from anyone who is interested in or connected to this.

RESOLVED: That the committee receives an update report at the next opportunity

Agenda Item 3

ME/22/4/5 To review the year to date financial position for the Marketing and Events Committee
The financial information was noted.

ME/22/4/6 To consider and inform the Marketing & Events Committee Business Delivery Plan for 2023/24

RESOLVED:

- i. That the draft Business Delivery Plan was supported in principle
- ii. That the remaining Jubilee EMR is assigned to Coronation activities, with details to follow for consideration.
- iii. That feasibility and proposals for a music event are developed and brought to committee for consideration

7 To consider the Lumen Lights Event
Members discussed at length the positive principle of the event but also the need to ensure value for money

RESOLVED:

- i. That the event scheduled for February is cancelled due to concerns about value for money relating to the available programme and budget.
- ii. That the remaining budget associated is placed within the Strategic Events EMR

8 Without Walls Network

RESOLVED: That membership of this group is not progressed at this point but may be considered again in the future.

9 Bringing the Knife Angel to Crewe

RESOLVED:

- i. That a budget of £15,000 is allocated to the project from the 4288 460 – Event Match Funding budget line.
- ii. That the preference for siting on Memorial Square is consulted with local veteran and military representative groups

10 Crewe Town Council Events Strategy

RESOLVED: That the principle of development of an events strategy as drafted is approved with the committee seeking a mix of event scale and locations as well as themes (such as music, local artists, heritage, youth and children, independent businesses (eg Makers Market), Real Ale Festival/Trail, festivals, Crewe Day, community-led activities, film/animation)

11 Social media and communications engagement
The report was noted.

12 To note the proposed date of the next meeting Monday 13th March at 6pm.

Meeting closed at 7.09pm

Chair Cllr J Cosby
Clerk P Turner

Crewe Town Council Current Year

Agenda Item 5

Detailed Income & Expenditure by Budget Heading 17/02/2023

Month No: 10

Committee Report

	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	900	5,992	5,000	(992)		(992)	119.8%	
4258 Heritage Activities	0	207	0	(207)		(207)	0.0%	207
4259 Community Events	0	41,717	29,000	(12,717)		(12,717)	143.9%	12,666
4271 Event Matching Fund	0	0	10,000	10,000		10,000	0.0%	
Events :- Indirect Expenditure	<u>900</u>	<u>47,915</u>	<u>44,000</u>	<u>(3,915)</u>	<u>0</u>	<u>(3,915)</u>	<u>108.9%</u>	<u>12,872</u>
Net Expenditure	<u>(900)</u>	<u>(47,915)</u>	<u>(44,000)</u>	<u>3,915</u>				
6001 plus Transfer From EM Reserves	0	12,872						
Movement to/(from) Gen Reserve	<u>(900)</u>	<u>(35,043)</u>						
<u>352 Christmas Programme</u>								
4274 Lumen	0	11,250	60,000	48,750		48,750	18.8%	
4275 Infrastructure (Christmas)	985	6,877	60,000	53,123		53,123	11.5%	
4287 Christmas Activities	895	20,757	20,000	(757)		(757)	103.8%	
4992 Sinking Fund	0	0	20,000	20,000		20,000	0.0%	
Christmas Programme :- Indirect Expenditure	<u>1,880</u>	<u>38,884</u>	<u>160,000</u>	<u>121,116</u>	<u>0</u>	<u>121,116</u>	<u>24.3%</u>	<u>0</u>
Net Expenditure	<u>(1,880)</u>	<u>(38,884)</u>	<u>(160,000)</u>	<u>(121,116)</u>				
<u>460 M&E Projects</u>								
4288 Event Seed Funding/Income Gene	500	500	29,000	28,500		28,500	1.7%	
M&E Projects :- Indirect Expenditure	<u>500</u>	<u>500</u>	<u>29,000</u>	<u>28,500</u>	<u>0</u>	<u>28,500</u>	<u>1.7%</u>	<u>0</u>
Net Expenditure	<u>(500)</u>	<u>(500)</u>	<u>(29,000)</u>	<u>(28,500)</u>				
Marketing and Events :- Income	0	0	0	0			0.0%	
Expenditure	3,280	87,299	233,000	145,701	0	145,701	37.5%	
Net Income over Expenditure	<u>(3,280)</u>	<u>(87,299)</u>	<u>(233,000)</u>	<u>(145,701)</u>				
plus Transfer From EM Reserves	0	12,872						
Movement to/(from) Gen Reserve	<u>(3,280)</u>	<u>(74,427)</u>						
Grand Totals:- Income	0	0	0	0			0.0%	
Expenditure	3,280	87,299	233,000	145,701	0	145,701	37.5%	
Net Income over Expenditure	<u>(3,280)</u>	<u>(87,299)</u>	<u>(233,000)</u>	<u>(145,701)</u>				
plus Transfer From EM Reserves	0	12,872						
Movement to/(from) Gen Reserve	<u>(3,280)</u>	<u>(74,427)</u>						

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REPORT STATEMENT

Meeting: Marketing & Events Committee 13 03 2023
Report Purpose: To provide a draft Business delivery Plan for the committee budget 2023/24
Version Control: v1
Author: Clerk

1. Report Summary

The report makes consideration possible for the first draft of a business delivery plan for the committee.

The delivery plan sets out some potential projects for delivery and seeks direction from committee for additional or alternative events and activities that could be explored and delivered.

2. Background

The council sets a budget following consideration of committees and expected delivery. The Marketing and Events Committee considered the budget and the recommended budget definitions and levels were approved as part of the council's 2023/24 budget at the meeting of council on 6th December

3. Position

The committee budget is set out in the table below and a draft of potential spend is given

	BUDGET HEADING	APPROVED BUDGET VALUE (£)	DESCRIPTION	DEFINED SPEND ALLOCATION (£)
	Community Events & Summer Programme	49,000	Summer Activity Programme Heritage Open Days International Women’s Day Armed Forces Day Operation Autumn Operation Christmas Windrush Crewe Works 180 Providing activities and resources relating to Crewe Works and industrial heritage	July / August 2022 £ 25,000 September 2023 Value £ 8,000 March 2024 - Value £ 2,000 June 2023 - £1,000 October 2023 - £1,000 December 2023 - £1,000 June 2023 - £1,000 July-Sept 2023 - £10,000
	Event Match Funding	10,000	LY2 Programming	£5,000 – support initial activity at LY2 £5,000 As Yet Undefined - requiring further definition and associated consideration and approvals

	BUDGET HEADING	APPROVED BUDGET VALUE (£)	DESCRIPTION	DEFINED SPEND ALLOCATION (£)
	Strategic Event	60,000	To deliver a stand alone large-scale event as yet to be defined	As Yet Undefined - requiring further definition and associated consideration and approvals
Christmas Programme	Infrastructure (Christmas)	60,000	Christmas Lights	November / December 2023 Value £60,000
	Christmas Activities	25,000	Christmas Light Switch On event and supporting activities	November 2023 - Value £25,000
	Sinking Fund	10,000	Christmas Lights	To EMR at year end Value £10,000
M&E Projects	Event Seed Funding / Income Generation	15,000	Bringing steam locomotives to Crewe	July – August 2023 - £12,000
	TOTAL	229,000		
Ear Marked Reserve	Strategic Events (EMR)	£44,635	Potentially Monster Trail – awaiting confirmation of availability and viability.	As Yet Undefined - requiring further definition and associated consideration and approvals
	Coronation Event (EMR)	£10,680	To provide a coronation event in Queens Park	£10,680 for a Coronation picnic event in Queens Park to include for infrastructure costs, such as marshals/security, toilets, waste, activities, site clearance – supporting the event to be delivered by Friends of Queens Park.

4. Equality Impact

All services are delivered within the council's diversity and equality governance and legislation

5. Sustainability Impact

Events are developed and delivered with the aim of social and environmental sustainability.

Economic sustainability is sought through community involvement and budget setting.

6. Community Impact

The delivery of activities is for the benefit of residents, businesses and visitors to Crewe. Engagement in events is seen as a positive opportunity for community involvement and enjoyment.

7. Governance

Crewe Town Council Financial Regulations
Crewe Town Council Corporate Strategy
Localism Act 2011

8. Financial Impact

Delivery of the business delivery plan will seek to manage the spend associated with this committee up to £229,000 for 2023/24, with potential for income generation through grants.

9. Resource Impact

The Events manager time is dedicated to the delivery of events through the year
Councillors are engaged along the process and other officers provide some operational support on the day of events.

10. Consultation/Engagement

Events should include for the opportunity of feedback and evaluation to inform future delivery.

11. Wards Affected

All

12. Conclusions

A business delivery plan for the committee budget provides clarity for delivery as well as oversight for ongoing output and opportunity for review and informing services.

13. Consideration Sought

The committee is asked to consider the business delivery plan and recommend to council the anticipated associated spend.

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Primary Survey [?](#)

Crewe Christmas Lights 2022 E-survey

Compared with [?](#)

Census Data: England

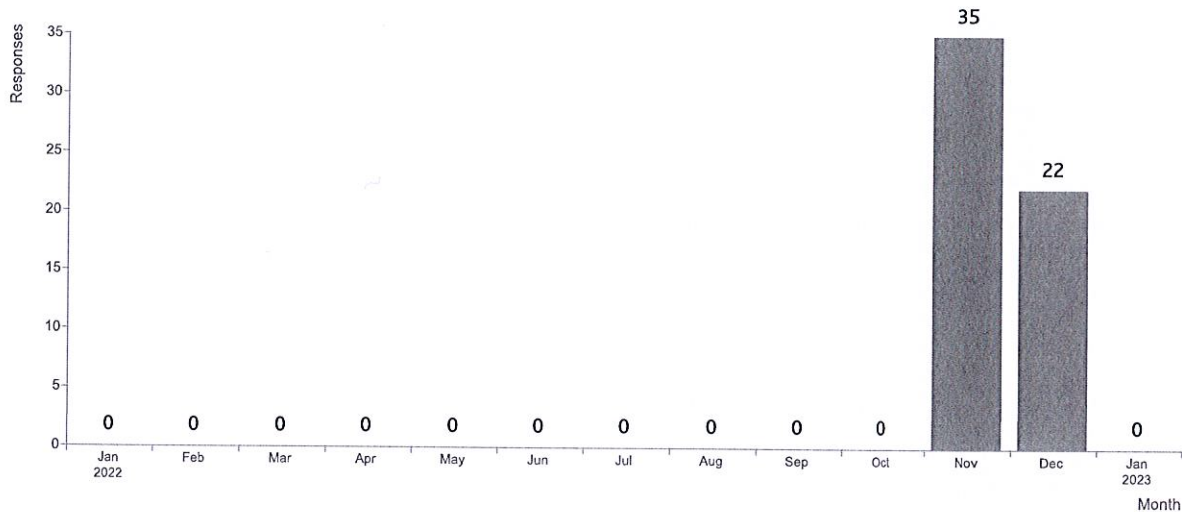
Timeframe [?](#)

All responses

SURVEY SUMMARY

This shows the number of responses submitted over a given timeframe. If no timeframe is used, only the last 12 months are shown

Please note, the metrics shown in this dashboard are subject to change once cleaned for reporting purposes.



Your survey data

Jan 2022	0% (0)
Feb	0% (0)
Mar	0% (0)
Apr	0% (0)
May	0% (0)
Jun	0% (0)
Jul	0% (0)
Aug	0% (0)
Sep	0% (0)
Oct	0% (0)
Nov	61% (35)
Dec	39% (22)
Jan 2023	0% (0)

Your organisation's survey responses were last updated on 19 Dec 2022. This figure is updated on a weekly basis and excludes respondents under the age of 16

Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

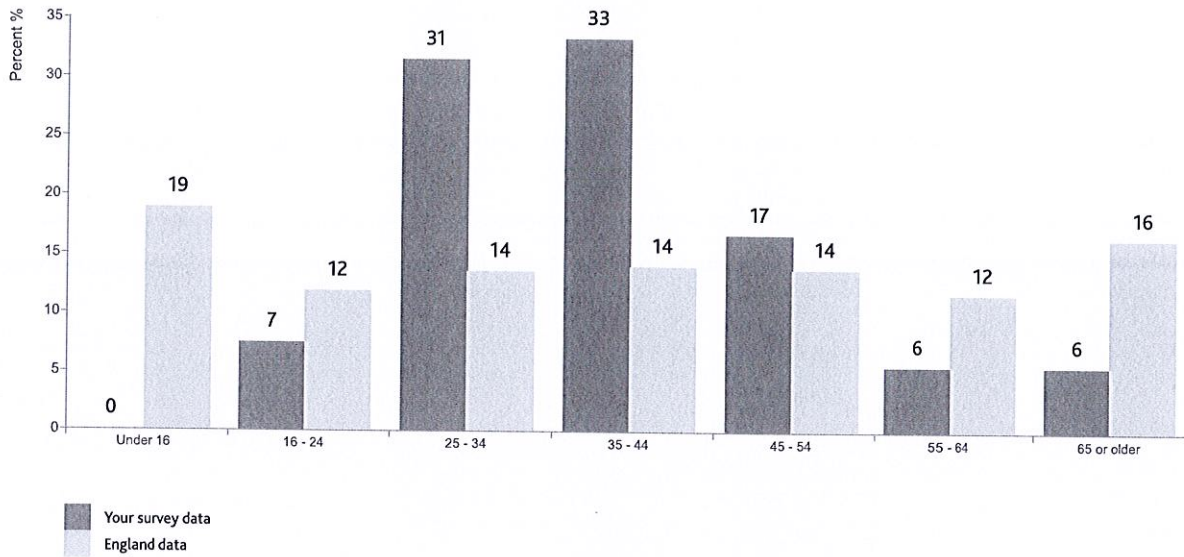
Census Data: England

Timeframe

All responses

AUDIENCE AGE GROUP

Which of the following age groups do you belong to?



	Your survey data	England data
Under 16	0% (0)	19% (10,022,836)
16 - 24	7% (4)	12% (6,284,760)
25 - 34	31% (17)	14% (7,160,102)
35 - 44	33% (18)	14% (7,435,050)
45 - 54	17% (9)	14% (7,279,910)
55 - 64	6% (3)	12% (6,169,269)
65 or older	6% (3)	16% (8,660,529)



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

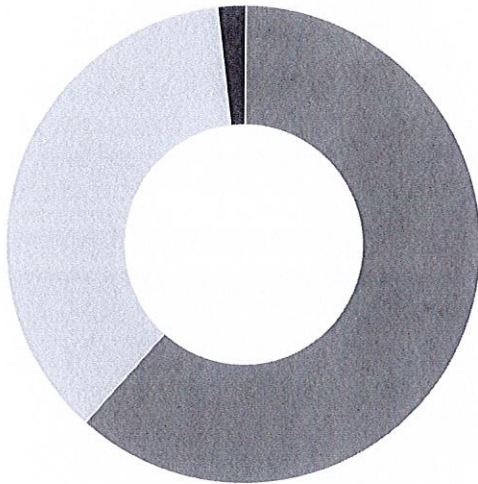
Census Data: England

Timeframe

All responses

GENDER

Which of the following best describes how you think of your gender identity?



- Female
- Male
- In another way

Your survey data

Female	62% (32)
Male	37% (19)
In another way	2% (1)



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey [?](#)

Crewe Christmas Lights 2022 E-survey

Compared with [?](#)

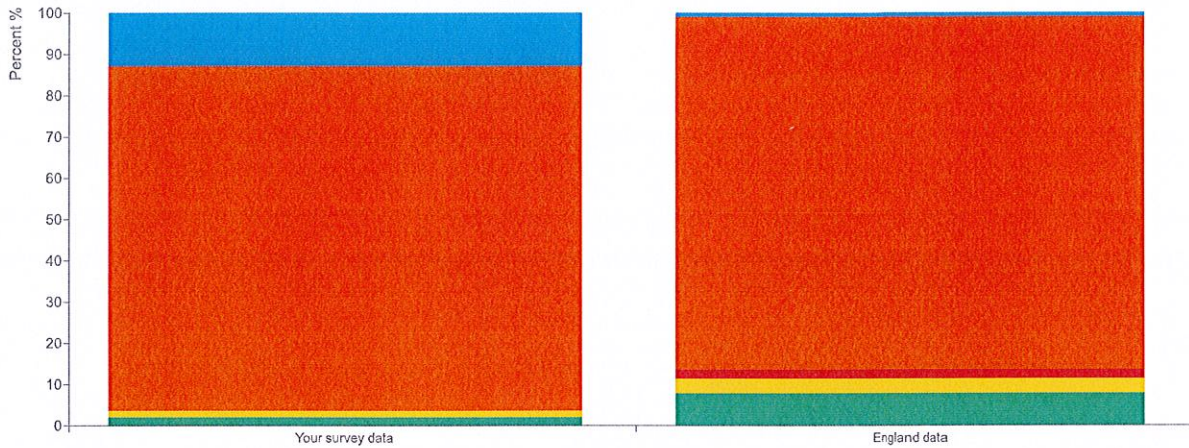
Census Data: England

Timeframe [?](#)

All responses

ETHNICITY

What is your ethnic group?



- Asian or Asian British
- Black or Black British
- Mixed: Multiple ethnic background
- White
- Other

Your survey data

Asian or Asian British	2% (1)
Black or Black British	2% (1)
Mixed: Multiple ethnic background	0% (0)
White	83% (45)
Other	13% (7)



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey ⓘ

Crewe Christmas Lights 2022 E-survey

Compared with ⓘ

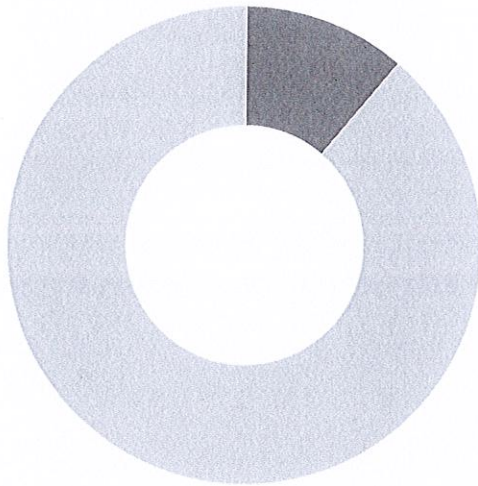
Census Data: England

Timeframe ⓘ

All responses

LIMITING DISABILITY (SOCIAL MODEL)

Do you identify as a D/deaf or disabled person, or have a long-term health condition?



Yes
No

Your survey data

Yes	11% (6)
No	89% (48)



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Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

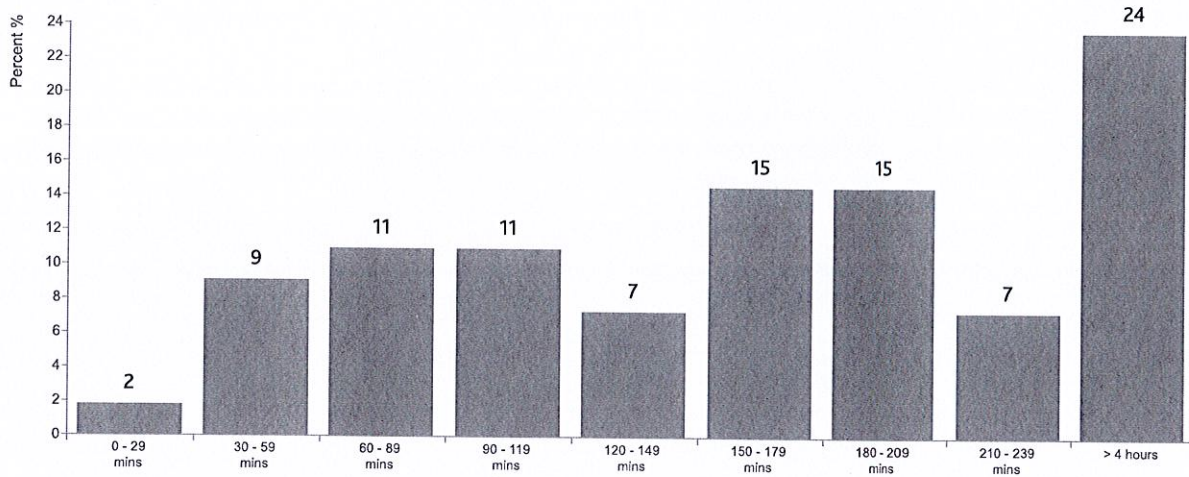
Census Data: England

Timeframe

All responses

TYPICAL DWELL TIME

How long did you visit for?



Your survey data

0 - 29 mins	2% (1)
30 - 59 mins	9% (5)
60 - 89 mins	11% (6)
90 - 119 mins	11% (6)
120 - 149 mins	7% (4)
150 - 179 mins	15% (8)
180 - 209 mins	15% (8)
210 - 239 mins	7% (4)
> 4 hours	24% (13)



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey ?

Crewe Christmas Lights 2022 E-survey

Compared with ?

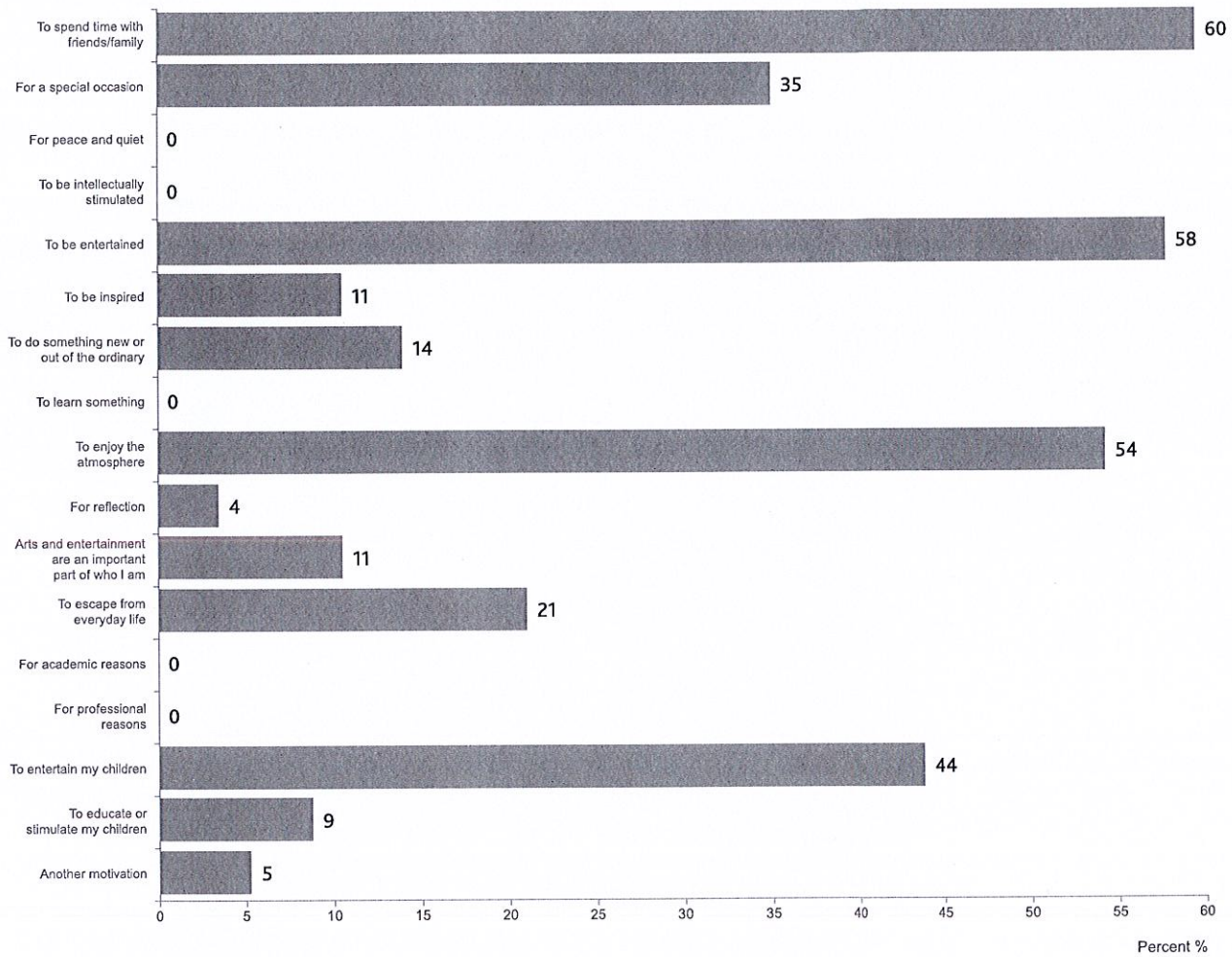
Census Data: England

Timeframe ?

All responses

MOTIVATIONS (ALL)

Which of these describe your motivations for visiting today?



To spend time with friends/family

For a special occasion

For peace and quiet

To be intellectually stimulated

To be entertained

To be inspired

To do something new or out of the ordinary

To learn something

To enjoy the atmosphere

For reflection

Arts and entertainment are an important part of who I am

To escape from everyday life

For academic reasons

For professional reasons

To entertain my children

To educate or stimulate my children

Another motivation



Find out more about your survey respondents on Audience Finder Answers.

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Based on your current selection there is no data to compare your data against

MOTIVATIONS (MAIN)

Which of these was your main motivation for visiting today?

Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

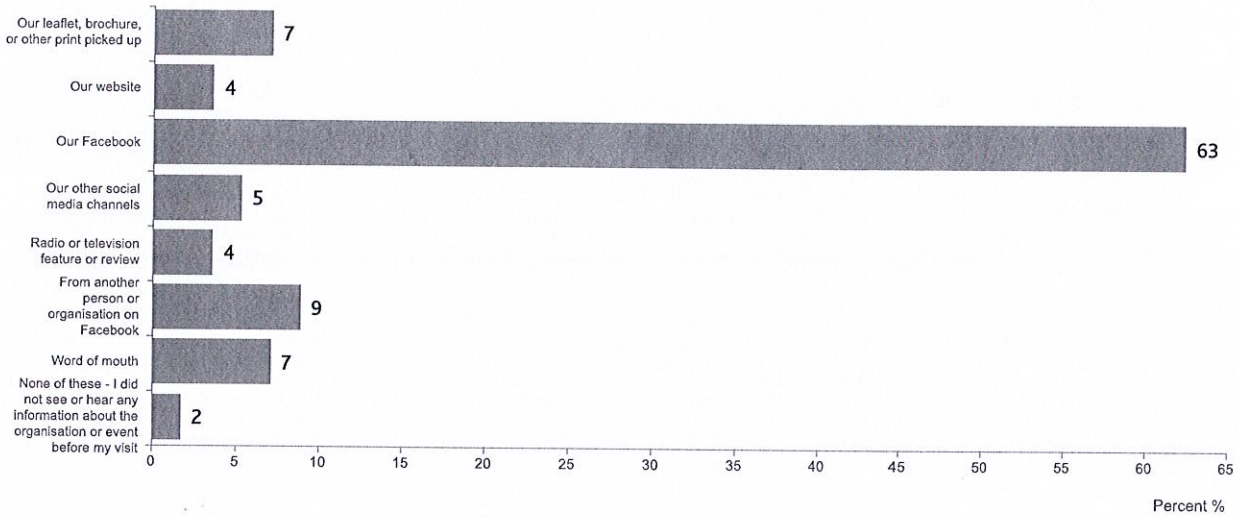
Census Data: England

Timeframe

All responses

GENERAL COMMUNICATIONS

Which of these gave you the strongest encouragement to visit?



Our leaflet, brochure, or other print picked up

Our website

Our Facebook

Our other social media channels

Radio or television feature or review

From another person or organisation on Facebook

Word of mouth

None of these - I did not see or hear any information about the organisation or event before my visit



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey ?

Crewe Christmas Lights 2022 E-survey

Compared with ?

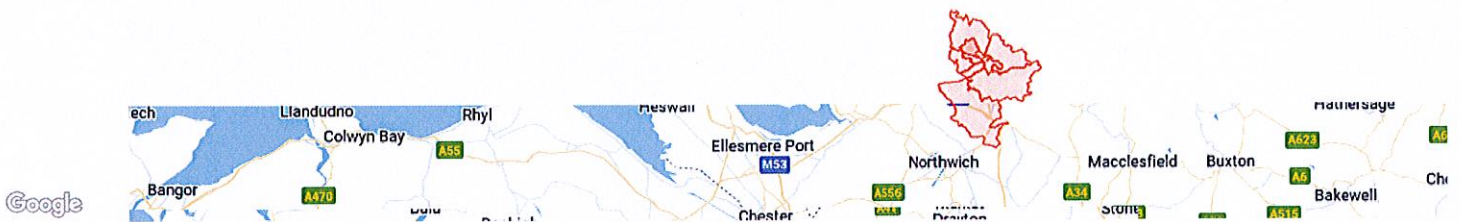
Census Data: England

Timeframe ?

All responses

RESPONDENT LOCATION

This chart displays the number of people within each postal sector that have completed a survey with a valid postcode.



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

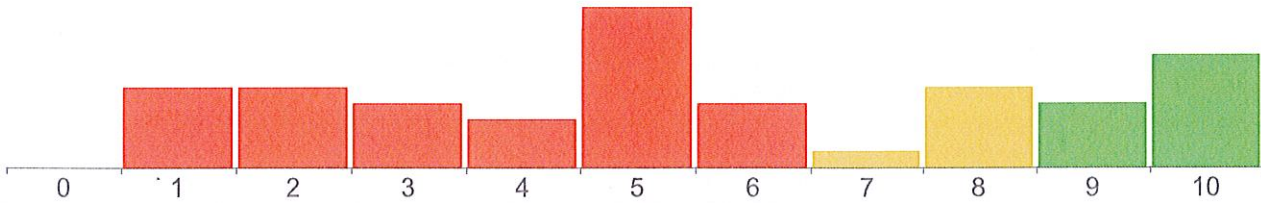
Census Data: England

Timeframe

All responses

NET PROMOTER SCORE

How likely is it that you would recommend [org] to a friend, family member or colleague?



Not Likely

NET PROMOTER SCORE: -42

23% promoters - 65% detractors

Your survey data

0% (0)
10% (5)
10% (5)
8% (4)
6% (3)
21% (10)
8% (4)
2% (1)
10% (5)
8% (4)
15% (7)



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Primary Survey [?](#)

Crewe Christmas Lights 2022 E-survey

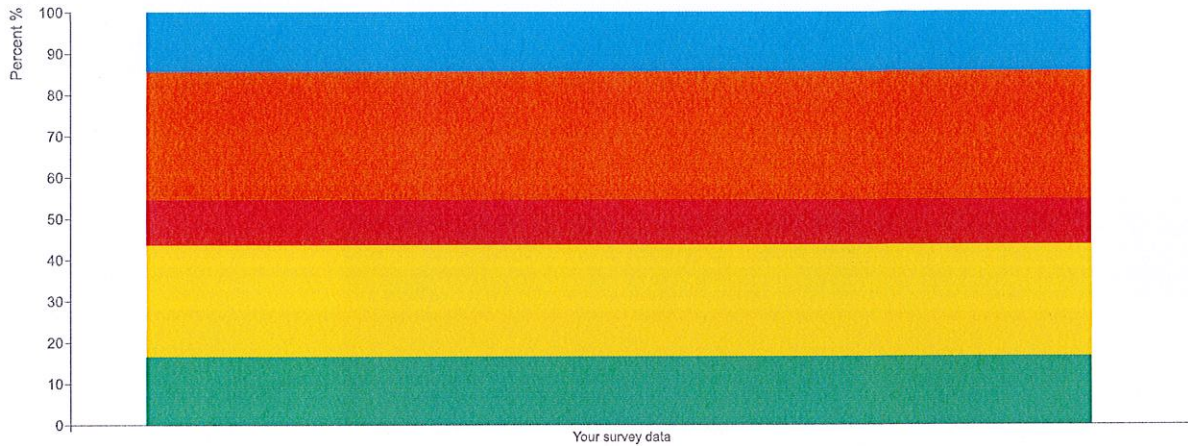
Compared with [?](#)

Census Data: England

Timeframe [?](#)

All responses

QUALITY OF EXHIBITION



- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know/Not applicable

Your survey data

Very good	16% (9)
Good	27% (15)
Neither good nor poor	11% (6)
Poor	31% (17)
Very poor	15% (8)
Don't know/Not applicable	0% (0)



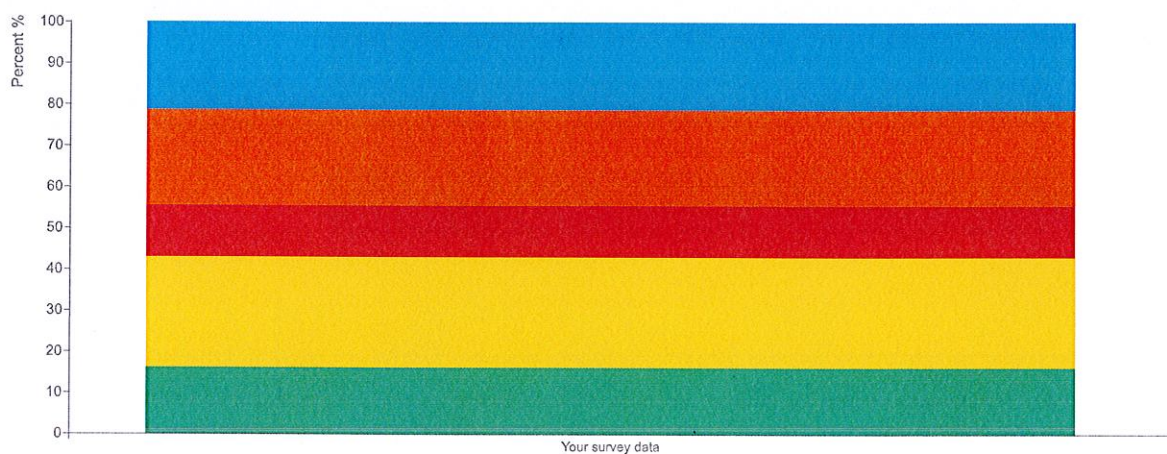
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Based on your current selection there is no data to compare your data against

THE WHOLE EXPERIENCE



- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know/Not applicable

	Your survey data
Very good	16% (9)
Good	27% (15)
Neither good nor poor	13% (7)
Poor	23% (13)
Very poor	21% (12)
Don't know/Not applicable	0% (0)

Based on your current selection there is no data to compare your data against

Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

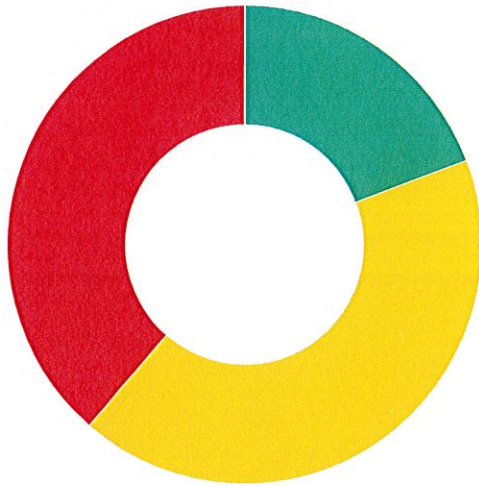
Census Data: England

Timeframe

All responses

PREVIOUS ATTENDANCE

Have you visited [org] before?



- First Timers
- Last visit more than a year ago
- Visited on another occasion in the past 12 months

First Timers

Last visit more than a year ago

Visited on another occasion in the past 12 months



Find out more about your survey respondents on Audience Finder Answers.

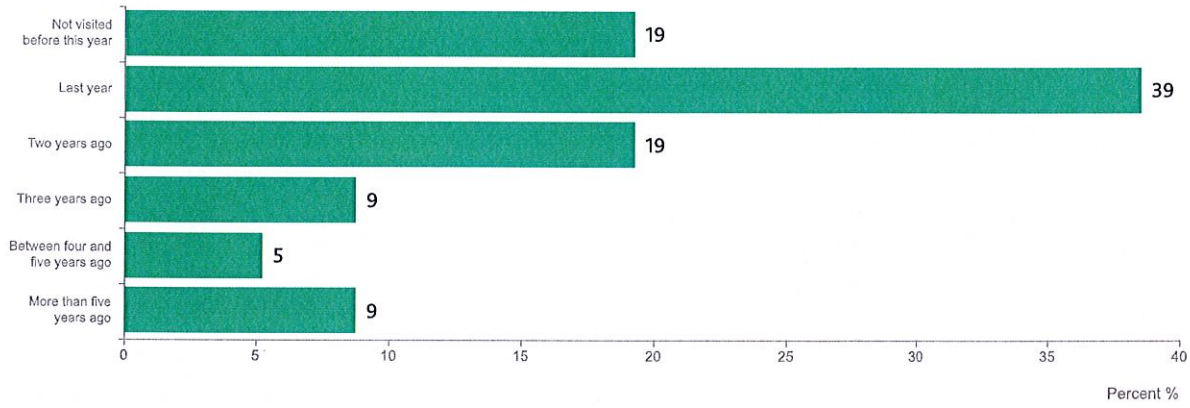
[Visit Audience Finder Answers](#)

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Based on your current selection there is no data to compare your data against

PREVIOUS ATTENDANCE (WHEN)

When was your last visit before this year?



	Your survey data
Not visited before this year	19% (11)
Last year	39% (22)
Two years ago	19% (11)
Three years ago	9% (5)
Between four and five years ago	5% (3)
More than five years ago	9% (5)

Based on your current selection there is no data to compare your data against

Primary Survey ?

Crewe Christmas Lights 2022 E-survey

Compared with ?

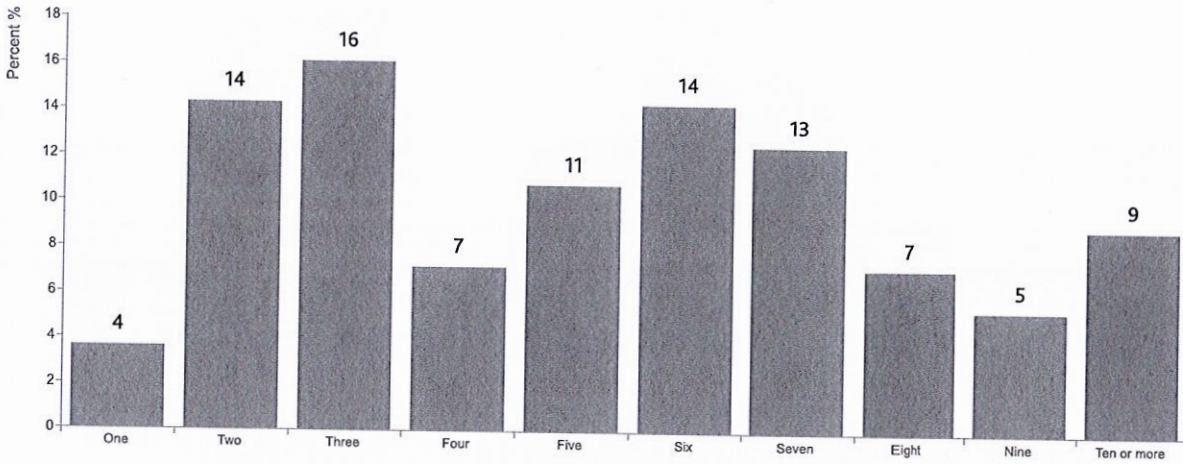
Census Data: England

Timeframe ?

All responses

GROUP SIZE

How many people are you visiting with (including yourself)?



Your survey data

One	4% (2)
Two	14% (8)
Three	16% (9)
Four	7% (4)
Five	11% (6)
Six	14% (8)
Seven	13% (7)
Eight	7% (4)
Nine	5% (3)
Ten or more	9% (5)



Find out more about your survey respondents on Audience Finder Answers.

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Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

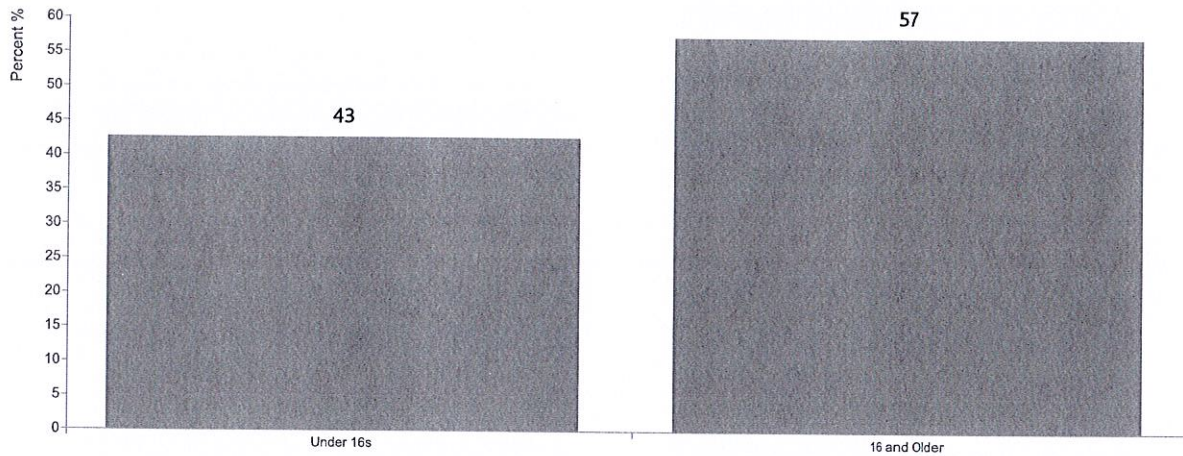
Census Data: England

Timeframe

All responses

GROUP AGE PROFILE

How old are the people you visited with?



Your survey data

Under 16s	43% (104)
16 and Older	57% (140)



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Primary Survey

Crewe Christmas Lights 2022 E-survey

Compared with

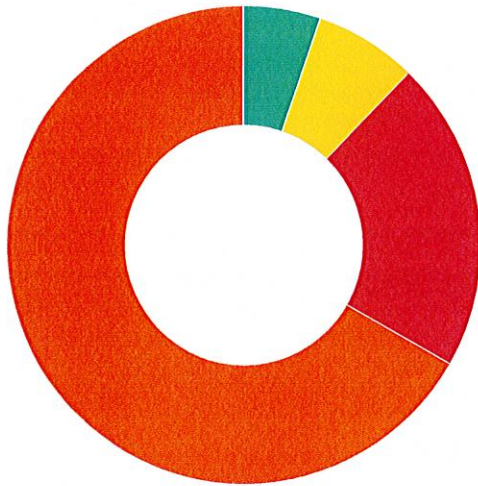
Census Data: England

Timeframe

All responses

GROUP TYPE

How many adults/children did you visit with?



- Single adult
- With child/children only
- With other adult(s) only
- With other adult(s) and child/children

	Your survey
Single adult	5% (3)
With child/children only	7% (4)
With other adult(s) only	21% (12)
With other adult(s) and child/children	67% (38)



Find out more about your survey respondents on Audience Finder Answers.

[Visit Audience Finder Answers](#)

Your organisation's survey responses were last updated on 19 Dec 2022. This figure is updated on a weekly basis and excludes respondents under the age of 16

Based on your current
selection there is no data
to compare your data
against

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Operation Summer! Community Conversation Report

Ros Beddows and Lynne Ball

All the Small Things

September 2022

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All the Small Things - Who we are

All the Small Things CiC is a collective of community practitioners, passionate about seeing people transform their localities in creative and innovative ways. We are:

- locally rooted (based in Shelton) and accountable to local people, working mainly in Staffordshire and surrounding areas
- committed to positive social change and working for a more socially just, caring, safe and cooperative society
- a local hub for Community Organising, community asset sharing and peer mentoring in North Staffordshire

We have been involved in various projects throughout the area, including research on Hardship and Poverty for the Hardship Commission, National Listening Campaign for Joseph Rowntree Foundation and providing training and support on using creative and participative methods of engagement. We have a strong focus on what is important to the community and personal safety.

Background

Operation Summer! was a new community programme and a pilot project within Crewe, running from 25th July – 31st August 2022. The aim was to provide a programme of free-to-access diversionary activities for local families with children aged 2 – 12 years, during the summer holidays. This would help to bring families together from across Crewe to participate within a shared experiences and build community connections.

Activities took place across five locations within Crewe including:

- Christ Church
- Queens Park
- Crewe Heritage Centre
- Lyceum Square
- Crewe Library

All the Small Things was commissioned to develop and deliver a programme of community conversations aimed at families, including young people aged 2-12 years, who participated in the Operation Summer! activity programme. Operation Summer! was a pilot programme, which allowed for a 'test and explore' approach enabling families to participate in a programme of high-quality activities across five community locations and for community conversations to be had, recorded and used to inform the future direction of the project.

Method

Following initial discussions with the project lead and other colleagues, to ensure that we had a clear understanding of the project and agreed outcomes, we developed a programme of community conversations aimed at families including young people aged 2-12 years participating in the Operation Summer! activity programme. The team are experienced in Participatory Action Research

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and Community Organising with extensive experience of engaging with people and families on a variety of projects. We used a research framework based on the listening aspects of both these approaches and designed a delivery toolkit using creative methods.

We identified, from the advertised programme of planned activities, which were the best dates and times for us to arrange community conversations across all five locations. The programme of Community Conversations is attached at Appendix 1.

We set up a temporary base, with a 'picnic in the park theme', where we could get to know visiting families and start conversations with them. Working in a flexible manner, and acting on initial thoughts and feedback, we reviewed our questions and methods to ensure that we get the most helpful responses from participants. We also talked to people who chose not to participate to identify any issues or potential reasons for this. We liaised with the project lead and other partners to ensure that we were meeting the needs of the brief, not duplicating or missing any key areas that conversations should include. Our way of working fitted well with the test and explore approach and we addressed the three main areas of focus:

1. Participant Impacts – we used community conversations to explore and identify the impact Operation Summer! was having on programme participants (young people and adults) to inform the future direction of the project.
2. Community Co Creation - our approach supported the vision of developing future programmes through a model of co-creation by listening, learning and preparing to plan with local families.
3. Building Sustainable Networks - We used methods to help to bring together families from across Crewe to participate, share experiences and build community connections. We also explored how these connections can be encouraged and supported to build sustainable networks.

'Picnic in the Park'

We designed creative methods to collect people's opinions and experiences, including visual tools. Working with a 'picnic in the park' theme we used paper tablecloths, paper plates and bunting to encourage participants to engage with conversations and share their feedback and ideas enable diverse people to express their views and help us record what we hear. These methods are particularly important to break down barriers, that people often experience in consultation especially literacy. They encouraged conversation through informality and helped to explore these issues.

In this way we created opportunities for communities to engage in conversations about their experience of the summer activities and their future aspirations for summer activities for families in Crewe. We hosted ten opportunities for community conversations and provided resources that helped participants to contribute their ideas about their needs and feelings about the programme and what living in Crewe has to offer.

The questions were deliberately open to start or continue conversations and included:

- what do you love about Crewe?
- what would you like to change or improve?

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The answers were displayed on heart shaped bunting for love and triangles for change and were displayed as bunting (see photos).

Findings

There was a great atmosphere at all the locations and people enjoyed getting involved in a wide range of arts and activities. They were pleased to talk to us on the whole with a few exceptions where they were eating or moving between activities. We altered our approach to avoid this and tried to choose places that were en route or next to activities. In addition the use of hi-vis and lanyards was a good idea and meant that people spotted us easily and gave us "official permission".

We had conversations with over 100 people who were mostly in small groups with friends and family members. There was good representation of all ages from small babies to grandparents. There were lots of examples of intergenerational activities taking place.

Our opening questions were:

- What brings you here today?
- Have you visited the venue before?
- What other events have you attended withing Crewe over the past year?

There were a variety of answers including:

- Leaflet from school
- Social media
- Website
- Word of mouth
- Invited by friend or family member
- Did not know and just turned up

We gave out a lot of leaflets to people who did not have them and noticed that copies were also available at some of the venues.

Most people had visited the area before, especially the park. Some people had travelled in, from neighbouring areas, especially to take part.

People stated that the range of activities was better than last year. A few had been to the theatre over the last year, or an earlier event at the park. but most had not attended other events during the last year. Many told us that they were planning to come to some of the other summer activities or, towards the end of the period, were repeat attenders having been to earlier events.

People were very happy to be at the events particularly as they were free and available to all. Many adult attendees sought us out and wanted us to pass on their thanks. In view of how pleased they were it was difficult to progress conversations beyond this point initially. People were more inclined to come up with ideas and suggestions during the last couple of weeks.

We were unable to collect details of people who were interested in becoming more involved in this area due to issues with GDPR and lack of appropriate forms. However, we were able to signpost those who were interested to social media.

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Key issues and themes

We identified key issues and themes that emerged using robust social research analysis methods, recording what we heard on the creative tools and through note taking.

- Access to activities - free or low cost activities for families were important at all times but particularly during school holidays and in current economic circumstances. Having activities at a variety of sites was also helpful. Lots of adult family members have been very grateful for the range of free activities on offer.
- Fun with family and friends - people enjoyed chances to meet together and enjoy experiences with others
- Inclusive - the balloon man in the park, “old fashioned games” at the Heritage Centre and at the park, and chalking at Lyceum Square were particularly popular for all ages to enjoy together. All were welcome and there were no age barriers

For future opportunities people mostly wanted more of the same. They liked having a planned programme of activities and were very happy with what was on offer. Around 80% of adults preferred the written leaflet to carry around with them. Some of these and others were happy to look for information online.

Potential barriers and suggested improvements include:

- Not knowing about events in advance so clear communication at an early date using both printed material and online information
- It would be helpful to have some free or subsidised food and drink available perhaps linking up with local shops or charities
- At busy times there was a long queue at the café in the park and the toilet facilities in several venues needed more attention e.g. running out of toilet paper, paper towels and liquid soap
- Having activities on the same days meant that parents who worked were unable to attend
- The Lego club was very popular and the sessions filled up quickly. It was the only activity that you were required to book so it would be helpful to have more slots available
- Having a base for evaluation and conversations to be carried out

Recommendations for future action based on main areas of focus

1. Participant Impacts – participants definitely wanted to see more of the same activities during school holidays in the future. There were several requests for activities involving animals, treasure hunts, music and some sports-based activities.

2. Community Co Creation – many adults and families would be willing to get involved and help to plan future activities. A call out via social media should encourage those interested to join in.

3. Building Sustainable Networks - these community connections could be built on the community co-creation outlined above and included partners who have already participated and others e.g. local businesses, shops and charities.

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Appendix 1

Programme of Community Conversations



Date	Venue	Community Conversations Activity
Wednesday 3rd August	Christ Church Heritage Centre Crewe Library	At least two of the events. Have mini conversations with attendees and plan mobile feedback activity to leave at venues Listening
Thursday 4th August	Queen's Park	Start Picnic in the Park and try out methods: paper plates, bunting and tablecloths
Wednesday 10th August	Heritage Centre Library	Try out mobile feedback activity and collect comments on bunting
Thursday 11th August	Queen's Park	Display bunting and engage in longer and more in- depth conversations
Tuesday 16th August	Lyceum Square Crewe Library	Mobile feedback and short conversations
Thursday 25th August	Queen's Park	Display overview of community conversations, using tablecloth and paper plates, to check out findings with attendees
Wednesday 31 st August	Queen's Park	Final display of bunting and paper plates

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Evaluation Report – Creative Crewe- Operation Summer

We were delighted to be supported by Crewe Town Council which enable us to take part in Operation Summer. We delivered a quality event every Wednesday for 6 weeks in the school summer break. We themed each week and that helped us focus on suitable activities that fit the theme and provide variety and fun for all ages. The weather was kind and although we moved to The Heritage Centre for Week 5, the promised rain did not arrive! We used our own evaluation forms and tried to get a good size sample at each event. Several families were regular visitors and we recognised this and targeted the new faces when we could. It is fair to say, sometimes we were too busy to set time aside to do this. We have copied them for the Town Council's own records and these are available on request.

'Craft at Christchurch- Operation Summer'

Weds 27th July- Theme 'In the Garden' -a range of activities to promote interest in the garden and the outdoors in general. We provided fun activities led by us and our volunteers to include Potato and Cress Heads, Scarecrow Building, Bug Hotels, Windchimes, Dream Catchers, Hook a Duck, Skittles, Garden Dominoes and Hopscotch.

Special Guest: Matthew Plant- a sing a long workshop of fun, family songs. His fee was forwarded to the Ukrainian Fund at St Marys School.

Weds 3rd August- Theme 'Transport' – we had fun and developed skills involved in the use of and understanding of transport to include junk modelling, building blocks, making a village with road signs, road safety poster creations, cars, roads, bridges and trees, houses.

Special Guest- PCSO and bike stamping, road safety, cycle proficiency. Unfortunately, despite booking this via their online system, no one came!

Weds 10th August -Theme- 'My Home'- a range of activities encouraged appreciation of the family home and creation of items to add to it which included vegetable printing, and the children made their own lunch which included fruit kebabs and filled wraps. They also were involved in felt making and artwork. We had a story corner and Sheila Blackburn from Friends of the Park came along and read to the children. Her fee was donated to Parkinson's Society.

Special Guest- Chloe's Cakes- she showed the children how to ice buns and biscuits, using their ideas, colours, and decorations. This was very popular!

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Weds 17th August- Theme- Sport' - a range of activities promoted interest in movement and fun to include a family circuit, making champion medals, designing a football top, cheerleader pompoms, basketball game and football nets, garden games, races.

Special Guest- Fitness Instructor-Emma Wilkinson- led a family session of exercise and fun. The power failed and the Lifestyle Centre kindly loaned us a portable speaker.

Weds 24th August-Theme- 'A Day at the seaside'- a fun day that brought the beach to Crewe and included creating beach huts, painting pebbles, beach games, sand pit, Boules, Croquet, Velcro Bats, Bean Bags, bunting making, fish craft.

This was the day we moved to The Heritage Centre due to a wet day forecast.

Weds 31st August- Theme- 'Showtime Party'- a celebration of dance, music and party games and fun- the final date- Stage Making, Disco and Karaoke, Fancy Dress, party hat making, mask making, pasta jewellery.

Special Guest- X Academy- taught an exciting street dance routine and Matthew Plant returned with the Peace Choir. Power not available so Stacey brought her own system.

Points to mention:

The equipment loaned to us was great. Quality deck chairs, folding chairs, bistro table and gazebos. When we asked for a third gazebo to provide extra shade, it was added. The Lifestyle Centre kindly loaned us some trestle tables each week and often sent their staff to deliver and collect which was appreciated. Being able to store some of our items in the Church was a great advantage although our cars still groaned every week with the materials that we brought along to suit the various themes.

All the parents, grandparents and childminders greatly appreciated the whole programme and spoke to us about how good it was and at nil cost.

The Crewe Town Council officers and the Rangers were always on hand when we needed them and were encouraging and helpful.

Learning Points:

The Heritage Centre was the least attended and least comfortable. The noise levels in the room affected our conversations with the children and some of the activities already there were not the safest and our volunteers tried their best to supervise these safely although they were not in the Creative Crewe offer. The Heritage Centre volunteers were welcoming and helpful on arrival but did not stay to supervise their activities as planned.

First Aid- was a disaster really. The early dates clashed with the Games in Birmingham and as First Aiders tend to be freelance, they had all gone to work there instead. We had no one on Day 1 and a patchy shared service where one man split his time between us at Christchurch and the Heritage Centre. He was not visible enough and spent time on his phone and did not engage at all.

Christchurch- a lovely venue and we want to be part of the plans for the continued use. The foliage was cut down ready for our first day and will need constant strimming to keep it under control. The power was an issue for week 4 and 6 and getting access to rectify it was problematic. The coping stones around the flower beds are very loose and we masked this with where we placed the chairs etc. The paving outside is unsafe and will be worse in the bad weather.

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PCSO- we will get the name of the specific office for the area next time and contact them directly.

The highest attendance was 'My Home' and we wondered if that was due to the provided lunch. A few people we had not seen before came along and left shortly after lunch. We did encourage bringing picnics and only a few families did that.

It was very warm on each of our days, and we did have bottled water in cool boxes which we were able to direct people to if they asked. We were surprised that families often had no drinks with them of their own despite the heat.

Risk Assessment:

This was completed ahead of time and reviewed weekly dependent on the activities, weather, number of people attending and ratios of volunteers.

Finance:

We have kept records of our expenditure which is available on request.

Publicity:

We took photos and forwarded them to the Town Council after each event. These were added to by the official photographer. We used Facebook to publicise and shared details of the other activities on the programme with families. Most were aware from the brochure that was distributed to the schools.

Conclusion:

We thoroughly enjoyed Operation Summer. It is our 10th year next year and we hope to be involved in many activities to help us celebrate our success and commitment. We would welcome opportunities to support any further plans that the Town Council has.

With thanks,

Creative Crewe

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CREWE
TOWN COUNCIL

REPORT STATEMENT

Meeting: Marketing & Events Committee
Report Purpose: To provide information related to the Knife Angel installation
Version Control: v1
Author: Regeneration Manager

1. Report Summary

The Knife Angel is a project which is being jointly funded between CTC – O&I and M&E committees, Crewe Police and Cheshire East Council. This report outlines progress to date and a summary of key issues which require further consideration and input from members.

2. Background

The project was reported to members at January's O&I meeting. Since then there have been developments to the plan and a greater understanding of some of the issues around it. Funding has been committed by O&I to the level of £6500 and by M&E to the level of £15,000, to cover costs associated with delivery, installation, security and as far as possible programming. Additional funds of £19,700 have also been committed by Safer Cheshire East partnership for delivery. In the absence of an events manager, the project is being jointly managed within CTC by the Regeneration Manager and Town Clerk, with support from PH Productions.

3. Position

Following the last meeting the Clerk signed an agreement with the British Ironworks, to host the Knife Angel in May this year. The loan of the monument has been agreed, subject to a deposit of £4000 to the Ironworks. This is returnable on delivery of the project according to agreed requirements and the onward delivery of the monument in good condition to the next host town. The Angel will be forwarded by Bradford Youth Justice Team and following its time in Crewe, will be sent to Peterborough Cathedral.

The monument is a unique art piece and as such is to be insured to a value of £1,000,000. The Clerk has sought insurance cover from the market and has extended cover with the Council's regular provider, Zurich. As the item is bespoke, other insurers were not prepared to cover without the addition of all standard insurance, which was not deliverable. Alternatives are still being sought but at the time of writing, the Insurer has required an excess of £50,000 which the Town Council will have to underwrite.

Due to the urgency of meeting legal deadlines for road closures and event bookings, officers had to make commitments to dates before being provided with details of other towns in the programme. As contacts have been established with the previous and following host towns, some logistical issues have come to light meaning that the previous town will have to take the monument down before the end of their calendar month. As a result some agreement is being

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negotiated around storage and related costs.

In preparation for arrival of the Angel, additional crowd barriers to the value of £489 have been purchased in order to restrict access to the statue.

As requested by members, the location for the Angel to be displayed has been confirmed with Cheshire East Council as Memorial Square. The Royal British Legion have been informed and consulted on the installation. They have thanked the Town Council for providing the opportunity to discuss the matter with them.

Programme:

The related programme is to be further developed but will include:

April 2023 – Perceptions theatre company - 10 performances in Crewe secondary Schools
Workshops on gangs and knife crime – 3 focused workshops with smaller groups in secondary schools.

02/05/23 Knife Angel installed on Memorial Square.

03/05/23 Opening event with presence of MP, Police Commissioner and Civic Dignitaries.

As the event is within the Local Election Purdah period, visible input from members will be limited at this point.

04/5/23 – 30/05/23

Community activities

Promotion of knife amnesty and availability of amnesty bins

Primary school workshops led by Crewe Police

Lessons in schools based on prevention of knife crime.

30/05/23 Farewell ceremony, awarding of certificates etc.

31/05/23 Knife Angel removed and forwarded to Peterborough Cathedral.

4. Equality Impact

Project is part of a national campaign to reduce violent crime, which affects people from all walks of life in its many guises from street violence to domestic violence.

Crewe Central and Crewe South report the highest levels of violent crime in Crewe therefore any impact in tackling aggressive behaviour reducing ownership of knives will have a positive impact on the communities most affected.

5. Sustainability Impact

Intention of the project is to strengthen partnerships in tackling violent crime, and in education

6. Community Impact

Project targeted to achieve social change. Also presents an opportunity for the community to have 'ownership' of an iconic piece of art, attracting people to visit Crewe.

7. Governance

Crewe Town Council Corporate Strategy 2022-24 – 'A town to live in, a town to enjoy, a

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community with pride.’

8. Financial Impact

Expenditure from allocated budget 2022/23 £21,500, combined with match funding £19,700

9. Resource Impact

Officer time and resource in logistics, engagement and communications.

10. Consultation/Engagement

The project will create community conversations and comments. Consultation is under way with individuals and local organisations to ensure that local experiences are learned from and taken into account, and to obtain support and input into activities.

Engagement with the RBL has taken place regarding the siting of the monument on Memorial Square.

11. Wards Affected

All wards will be affected with the educational programme in schools and the opportunity to visit the town centre to see the Angel.

12. Conclusions

The installation of the Angel and meeting the conditions of the Agreement signed with the Ironworks is presenting a number of challenges in delivery. It has become apparent that this is a project which has not been entered in to by any other Town Council therefore this will prove to be a pilot for lower tier authorities.

Officers are working with other host towns to share information and resources and the project should create a catalyst for improved partnership working, providing benefits for the community beyond what will be a six week programme.

Discussions and communications with past host sites has indicated that the project is routinely an operational challenge, but ultimately a positive value for the community and the town.

13. Consideration Sought

i. To note the deposit of £4000

ii. To note the additional Insurance cover required and excess of £50,000

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EVENTS STRATEGY



Version Control

Author	Events Manager	Contact email	events@crewetowncouncil.gov.uk
Owner	Marketing & Events Committee	Contact email	events@crewetowncouncil.gov.uk
Version Date	13/03/2023	Version	Document status
			Draft
Committee approval		Council approval	
Review History			

Strategic Alignment:

Crewe Town Council Corporate Strategy:

- ✓ A town to Live In
- ✓ A Town to Work In
- ✓ A Town to Enjoy
- ✓ A Community With Pride
- ✓ A Council To Deliver

Consultation & Distribution record

	Date	Details
Committee Chair		
Council Leader		
Committee		
Council		
Stakeholders		
Community		

Introduction

Crewe has a rich history of hosting outstanding events. These events play a big part in making Crewe the place to Live, Work & Enjoy. Events make a contribution to our local economy through expenditure in the local area, and through the supply chain.

They provide recreational opportunities for residents and contribute to strong, resilient communities by providing the chance for people to volunteer. At their biggest, events give Crewe a raised profile, boosting inward investment and visits to the town.

The town enjoys a thriving and engaged community which is keen to express its individuality as well as welcome ideas for contemporary events from around the country. Crewe Town Council is seeking to build on these elements to develop a culture of active delivery of events in partnership with the community, agencies and businesses and delivering our ambition to make Crewe the place to Live, Work & Enjoy.



Cllr Joe Cosby,
Chair of the Marketing & Events Committee

Our Strategy

We will deliver, attract and support events that contribute to the council's ambition that Crewe is the place to Live, Work & Enjoy.

Events have a part to play in delivering the council's ambitions, particularly under the A Place to Live, A Place to Work, A Place to Enjoy themes.



We will prioritise events which can have a measurable impact on:

- Meeting Crewe Town Brand Values
 - Community participation
 - Work towards sustainability and onward delivery
 - Represent Crewe's heritage, culture and community
 - Economic benefit
 - increased inward investment
 - Delivery of the council's corporate strategy
 - Increasing Crewe's profile at regional and national levels
 - Audience scale, spread of interests and diversity
 - Opportunities to understand our audience
 - Increase or sustain dwell times and return visits

Creating the right environment to nurture and support events

Providing a supportive environment which facilitates the creation, production and development of events is an essential part of the success of this strategy. This means working in partnership across the council, its strategic partners, with other community partners and event professionals to ensure success.

Event professionals should have a consistent experience of the council.

The development of events should reflect the feedback from our audiences, but also seek opportunities to attract additional audiences with other priorities.



Supporting key existing events and new events with council resource or relevant advice and guidance

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In determining if the council will support a particular event with resources (either money or people, or both) we will assess the measurable impact the event could have. This means that unfortunately we will not be able to support all proposals for events. We will provide high quality advice and guidance to external promoters to make hosting their event in Crewe as simple as possible.

Our audiences - evaluation and audience engagement has revealed that those attending our events prioritise time with family; entertainment and atmosphere; looking for entertainment for kids; and value for money.

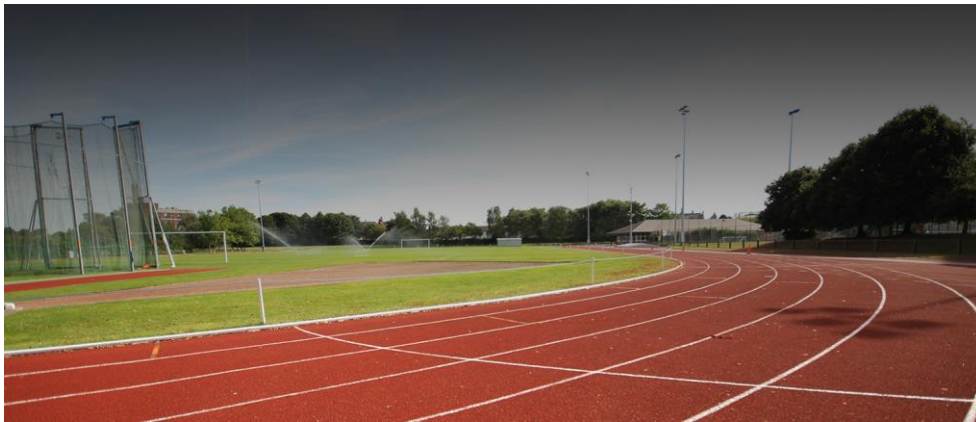
Maximising the potential of our venues

We have great venues in Crewe, including numerous town centre areas, Queen's Park and bespoke sports venues, which can provide us with a competitive edge.

We will use these to promote Crewe, through direct delivery and to potential event organisers, promoters, governing and sporting bodies.

By working together across the council and in partnership with others we will provide a unique offer and enable Crewe to be one of the best destinations for events.

We will work towards building and enhancing relationships across stakeholders and venues, seeking to highlight shared priorities as well as potential positive outcomes.



Event Types

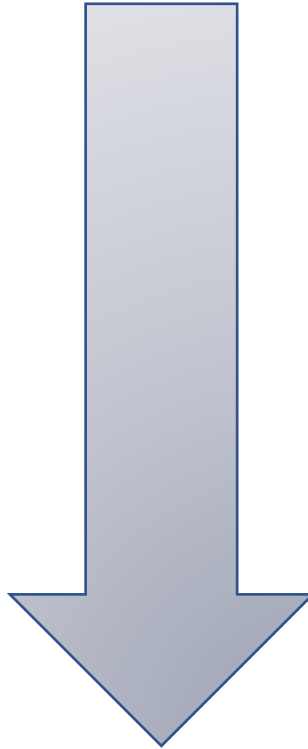
There are many different types of event with different aims and outcomes. In broad terms, however, these can be categorised into three tiers.

Tier One Events

These events could have a national profile. They bring major economic benefit to Crewe and usually require significant operational support from the council. It is likely they require council financial contributions and are most often delivered in partnership with others.

In the past, these events have included Traction, Lumen and Chalk it Up, but could also include new events of scale, such as live music and entertainment festivals, sporting events.

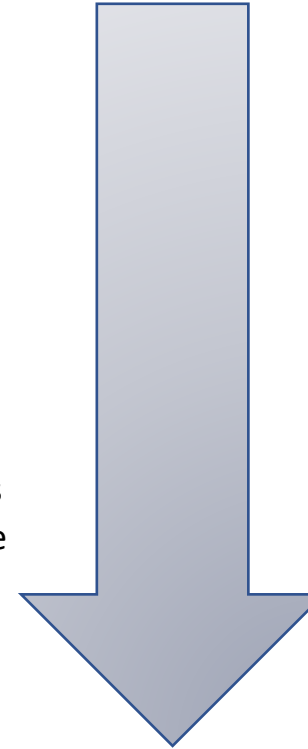
They support the development of associated infrastructure as well as the general main principles of the council's corporate strategy



Tier Two Events

These are large events with a regional/sub-regional profile. They bring significant economic or social benefit and usually require operational and financial support from the council. Alternatively, these events directly support the strategic objectives of Council's Corporate Strategy.

These events include Christmas Lights Switch On, Larger events in parks, the town's main act of Remembrance, feature markets, Operation Summer (and other seasonal programmes)



Tier Three Events

These are events which have a local profile. Often these are routine business for council services and are supported as such. They are unlikely to have additional council financial support (other than that already budgeted)

These events include events organised by community partners, one off small scale events in the town centre or other focus areas of Crewe, seasonal walk about acts, commemorative events, civic events.

Promoting Crewe as an events destination of choice

We will promote Crewe as a great place to host and promote events. This means we will actively seek out opportunities to host events which fit our strategy. We will ensure that we market Crewe and its venues in line with the Communications Strategy, reaching the right audiences and promoting events in Crewe consistently.



We will take advantage of links with businesses and other agencies to create opportunities for them to host or sponsor events in Crewe. We will create bespoke events marketing materials and content which will assist in promoting Crewe as a destination of choice for the hosting of events.

How We Work

Marketing & Events Committee

The delivery of our strategic objectives needs officers across the council to work together. The Committee will oversee decision-making about the council's involvement in particular events and ensure Tier One and Two events in particular, are appropriately reviewed.

Whilst the committee oversees the events strategy, the ultimate responsibility for the safety of any event lies with the event organiser(s). The Events Manager (or updated role description) will ensure any partners and/or key personnel from multiple agencies with sufficient experience, competence and technical knowledge can advise on the safe delivery of events.



The Event Safety Advisory Group (ESAG – overseen by Cheshire East Council) supports event organisers from both the council and other organisations.

The Events Manager

The council has an Events Manager. The role of the Events Manager is varied but includes: Providing a single point of contact to external event organisers. In order to provide a seamless experience for event organisers it is essential that the council makes it as simple as possible for them to hold their event in Crewe. The Events Manager will work with organisers to connect them with the services of the council and CEC and advise them of the requirements for hosting their event. While services, particularly regulatory services required to fulfil a statutory role in the delivery of events, will carry out their functions as normal, the Events Manager will be the single point of contact within Crewe Town Council for event organisers and promoters.

Provide expert management of council-organised events

The Events Manager is experienced in producing events and will work with the services of the council to ensure that our events are delivered successfully. The Events Manager will be responsible for the maintenance of suitable project plans for all council-led Tier One and Tier Two events. The Events Manager will be directly responsible for informing corporate communications elements of events, coordinating the specialisms required within council communications (although not finally responsible for communications). For Tier Three events which are considered as business as usual and are organised by the council (examples include the Tree of Light and acts of remembrance), the Events Manager will be available to advise services, provide event specific technical support and documentation (eg Event Management Plans and RAMS) but will not normally directly project manage these events.



Funding events

In bidding to host Tier One and some Tier Two events, we must be clear about how the event contributes to the strategic aims of the council. This will inform decision-making. For most of these events, the council will be required to commit financial or staffing resource and so the proposed benefits should be clear and measurable.

We will exploit all opportunities to utilise grant funding where possible to assist in funding events.



Working in partnership

We will work closely with partners (including the Cultural Forum and potential BID for Crewe) to ensure a joined-up approach to decision-making about Tier One and Tier Two events. Additionally, working alongside and commissioning third sector groups in Crewe can add value to the events calendar and will be a form of ongoing event delivery. This joined-up working is essential to achieving the strategic objectives of the council and contained in The Plan for Crewe



Measuring impact

In order to ensure events in Crewe are contributing directly to the council's ambition and Corporate Strategy they should be rigorously evaluated.

Sponsorship

Sponsorship can be effective in assisting with event funding. However, we must be clear with potential sponsors what benefits the opportunity brings them and provide them with robust evaluation of the event impact.

Implementing this strategy

A number of actions require to be taken forward, overseen by the Marketing & Events Committee. In particular, a detailed events action plan requires to be developed to ensure the aims captured in this strategy are achieved. Net Promoter Scores have been identified as very low in the past following evaluation. The raising of these scores will become a Key Performance Indicator (KPI) for events delivery, identified through formal evaluation.



The plan should set out:

- A list of events within the themes identified by the Marketing & Events Committee
- An approach to developing and maintaining a register of venues
 - How objectives are set and evaluated to make decisions about events
 - An approach to reviewing existing events to ensure they continue to meet the strategic objectives. This includes consideration of events led by the council's partners and their alignment with the strategy
 - How sustainability of events will be demonstrated
 - Resource forecasting
 - Funding sources and application opportunities.
 - Identification of target audience(es) and role of events in Crewe and to the wider population

Event Themes

Music events

- ✓ Large scale
- ✓ Local bands
- ✓ Festival

Family events

- ✓ Operations Summer (and Easter and Autumn)
- ✓ Christmas Lights Switch on
- ✓ Multi-cultural events

Cultural Events

- ✓ Previously Lumen and Traction – what next?
- ✓ Local artistic producers
- ✓ Street Art



Social & Civic

- ✓ Acts of Remembrance & Commemoration
- ✓ Mayoral

Sport Events

- ✓ Cycling
- ✓ Exhibition and Display events

Heritage events

- ✓ Heritage Centre
- ✓ Engineering
- ✓ Social history
- ✓ Heritage Open Day
- ✓ Vehicles

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Social Media Statistics for Crewe Town Council

January 2023 overview

Highlights

- Facebook:
 - 42 new followers (4,502 in total)
 - A reach of just over 26,000
 - 1,151 likes (an increase of 112% on last month)
 - 208 comments (an increase of 114% on last month)
 - 577 link clicks
 - 2,389 page views (an increase of 41% on last month)

- Twitter:
 - 10 new followers (4,365 in total)
 - 1,030 profile visits (an increase of 19% on last month)
 - Nearly double the number of impressions than last month

- Instagram:
 - 9 new page followers (392 in total)
 - 103 likes and reactions (an increase of 41% on last month)
 - 36 profile visits

- You Tube
 - 4 new uploaded videos
 - 124 views
 - 7.4 hours of watch time (an additional 1.8 hours of viewing time on last month)
 - 2 new subscribers (38 total subscribers)
 - 63 unique viewers during the month

Commentary

January has been a good month for our social media accounts, with increased engagement and new followers gained on each platform.

Our Crewe Town Council Facebook account in particular has seen significant growth, with 42 new followers and substantial engagement in the form of likes and comments. We aim to promote discussion and facilitate feedback from the community through our account and this is very encouraging.

Despite Twitter's recent challenges with large numbers of users leaving the platform, we have still gained new followers and seen a rise in the number of profile visits.

Instagram is continuing to grow slowly in followers. However, there has been a notable increase of 41% in the number of likes and comments on last month, which indicates that our account followers are engaging well with our content.

Top three social media posts with the most engagement for the month:

1. Crewe Street Signs for #HeritageTreasures day
2. Crewe Works Exhibition "watch this space" post
3. January Crewe Historical Society meeting post

Heritage has been a focus for the month across our social media and the posts have gone down well with our followers, as reflected in the above list. We have planned a monthly "Back in the Day" feature, which will start in February, to promote this interest in the history of Crewe further.

Top three most watched videos on our You Tube channel for the month:

1. The Crewe Factory Girl heritage video (published May 2022)
2. Full Council Meeting (December 2022)
3. Marketing and Events Committee (January 2023)



Social Media Statistics for Crewe Town Council

February 2023 overview

Highlights

- Facebook:
 - 17 new followers (4,519 in total)
 - A reach of 18,400
 - 483 likes
 - 117 comments
 - 311 link clicks
 - 2,016 page views

- Twitter:
 - 7 new followers (4,372 in total)
 - 634 profile visits

- Instagram:
 - 11 new page followers (403 in total)
 - 54 likes and reactions
 - 40 profile visits

- You Tube
 - 1 new uploaded video
 - 47 views
 - 1 hour of watch time
 - No new subscribers (38 total subscribers)
 - 35 unique viewers during the month

Commentary

February has been a quieter month for our social media accounts (which we often see with a school holiday in the month), however, we have continued to gain new followers on Facebook, Twitter and Instagram.

Top three social media posts with the most engagement for the month:

1. The return of the Makers Market to Crewe
2. The next Crewe Historical Society meeting
3. The new feature “Where in Crewe?”

The new “Where in Crewe?” photo feature launched in February. We have used partial images supplied by our volunteer photographer Peter Robinson to promote discussion about features and buildings throughout Crewe. We are hoping that this will engage our followers and start conversations. The first post featured Crewe Station.

We also launched our new monthly “Back in the Day” feature last month, which will focus on historical happenings in Crewe throughout the years. This feature has been planned in conjunction with Mike Christelow, using material from his Then and Now Crewe Facebook page. The first post featured the Three Lamps.

Top three most watched videos on our You Tube channel for the month:

1. Operations and Improvements Committee (Jan 2023)
2. Community Plan Committee (Jan 2023)
3. Crewe Christmas Lights switch on video