

Crewe Town Council

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CREWE
TOWN COUNCIL

Monday 5th June 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 Monday 12th June 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.**
 - i. To elect a Chair of the Marketing & Events Committee
 - ii. To elect a Vice Chair of the Marketing & Events Committee
- 2.** To receive apologies for absence
- 3.** To note declarations of Members' interests
- 4.** To confirm and sign the minutes of the Marketing and Events Committee meeting held on Monday 13th March 2023.
- 5.** 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.

6. To review the year to date financial position for the Marketing and Events Committee.
7. To receive an update relating to progress towards the business delivery plan as it relates to this committee.
8. To receive an update on Operation Summer planning progress
9. To review request to support Pride 2023 event
10. To receive an update on The Knife Angel
11. To discuss and consider strategic events funding allocations
12. Social media and communications
13. To review website upgrade report
14. Member items
[None]
15. To note the proposed date of the next meeting is Monday 11th September at 6:00pm.

Agenda Item 4

ME/22/5/8 Operation Summer Evaluation

Noted

ME/22/5/9 To receive a report relating to the installation of the Knife Angel monument in Crewe

Noted

ME/22/5/10 Crewe Town Council Events Strategy

RESOLVED: That the draft Events Strategy is recommended to council for approval

ME/22/5/11 Social media and communications engagement

Noted

ME/22/5/12 To note the proposed date of the next meeting Monday 12th June at 6pm.

Cllr Joe Cosby was thanked for his service as a councillor and time as Chair of the committee.

Meeting closed at 6.48pm

Chair Cllr Joe Cosby

Clerk P Turner

Detailed Income & Expenditure by Budget Heading 05/06/2023

Month No: 1

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>								
1999 Miscellaneous Income	10,000	10,000	0	(10,000)			0.0%	
Events :- Income	10,000	10,000	0	(10,000)				0
4258 Heritage Activities	15,487	15,487	0	(15,487)		(15,487)	0.0%	15,487
4259 Community Events	12,220	12,220	49,000	36,780		36,780	24.9%	3,820
4271 Event Matching Fund	0	0	10,000	10,000		10,000	0.0%	
Events :- Indirect Expenditure	27,707	27,707	59,000	31,293	0	31,293	47.0%	19,307
Net Income over Expenditure	(17,707)	(17,707)	(59,000)	(41,293)				
6001 plus Transfer From EM Reserves	19,307	19,307						
Movement to/(from) Gen Reserve	1,600	1,600						
<u>352 Christmas Programme</u>								
4274 Lumen	0	0	60,000	60,000		60,000	0.0%	
4275 Infrastructure (Christmas)	0	0	60,000	60,000		60,000	0.0%	
4287 Christmas Activities	0	0	25,000	25,000		25,000	0.0%	
4992 Sinking Fund	0	0	10,000	10,000		10,000	0.0%	
Christmas Programme :- Indirect Expenditure	0	0	155,000	155,000	0	155,000	0.0%	0
Net Expenditure	0	0	(155,000)	(155,000)				
<u>460 M&E Projects</u>								
4288 Event Seed Funding/Income Gene	133	133	15,000	14,867		14,867	0.9%	
M&E Projects :- Indirect Expenditure	133	133	15,000	14,867	0	14,867	0.9%	0
Net Expenditure	(133)	(133)	(15,000)	(14,867)				
Marketing and Events :- Income	10,000	10,000	0	(10,000)			0.0%	
Expenditure	27,839	27,839	229,000	201,161	0	201,161	12.2%	
Net Income over Expenditure	(17,839)	(17,839)	(229,000)	(211,161)				
plus Transfer From EM Reserves	19,307	19,307						
Movement to/(from) Gen Reserve	1,467	1,467						
Grand Totals:- Income	10,000	10,000	0	(10,000)			0.0%	
Expenditure	27,839	27,839	229,000	201,161	0	201,161	12.2%	
Net Income over Expenditure	(17,839)	(17,839)	(229,000)	(211,161)				
plus Transfer From EM Reserves	19,307	19,307						
Movement to/(from) Gen Reserve	1,467	1,467						

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REPORT STATEMENT



CREWE
TOWN COUNCIL

Meeting: Marketing & Events Committee - Monday 12th June 2023
Report Purpose: To provide an update relating to the progress towards the business delivery plan as it relates to this committee.
Version Control: V1
Author: Events Manager

1. Report Summary

To provide an update to members on the progress of the business delivery plan.

2. Background

The Marketing & Events Committee approved the business delivery plan attached for the year 2023-24.

3. Position

The committee budget is set out in the table below

	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.

- i. **Coronation Event**

We have supported The Friends of Queens Park by committing £9676.00 and officer time to enable them to deliver a Coronation Picnic in the Park event. A Coronation event was successfully delivered on Sunday 7th May 2023 at Queens Park Crewe and pulled in a high number of attendees from Crewe and Surrounding areas.
- ii. **International Women's Day**

We have begun conversations with Motherwell, the leading Crewe based charity for women and girls with the view of supporting them to deliver an International Women's day event and exhibition by committing £2000.00. A second meeting to review and agree their proposed activity is planned to go ahead in June/July.
- iii. **Armed Forces Day**

We have supported RBL and Crewe Armed Forces Veterans by committing £1000.00 to enable them to deliver an Armed Forces Day event due to take place on Saturday 24th and Sunday 25th June 2023. The day will show support for the men and women who make up the armed forces community.
- iv. **Windrush**

The 22nd June will mark the 75th Anniversary of the arrival of the passengers of the Empire Windrush from the Caribbean to the UK. We have supported O.C.E.A.N Cheshire Community Group by committing £1000.00 to enable them to deliver a Windrush event in Crewe Market Hall on Saturday 17th June 2023. The day will celebrate the contributions and achievements of the Windrush generation and their descendants.
- v. **Heritage Open Days**

Planning for Heritage Open Days is well underway, 16 events are currently confirmed across the week from 8th September to the 17th September. A further 10 events are in development and there are 14 stall holders confirmed for the heritage fair. Please refer to Operations & Improvements Committee for a more detailed report on heritage open days.
- vi. **Crewe Works 180 Exhibition Supporting Activities**

This summer, starting 1st July an exhibition will open at Crewe Heritage Centre to mark 180 years of Crewe works. Plans for the exhibition and supporting activities are well underway including the loan of a 1054 coal tank, locomotives from Locomotive Services TOC Ltd, heritage trails and workshops. Please refer to Operations & Improvements Committee for a more detailed report on Crewe Works 180 Exhibition supporting activities.

vii. **Christmas Infrastructure**

The provision of the town centre Christmas Lights infrastructure and displays is provided via a contract with the suppliers. This contract comes to an end after this year's provision and as such a procurement exercise is required for future delivery.

A tender pack will be provided (currently being drafted) and advertised publicly (including the government Contract Finder website) this summer, with a closing date for submissions in early January. The successful tender will be appointed for a term of 3 or 5 years (depending on responses).

viii. **Christmas Programme**

Planning for The Christmas light switch on has begun for Saturday 25th November 2023. An events application has been submitted to Cheshire East Council.

The Makers Market who run the monthly artisan market in the town centre have been invited to hold an additional market on the day of the Christmas Light Switch on.

We have looked in to bringing a temporary ice rink to the town centre over the Christmas period however we have found this would be out of budget.

We have begun to identify live music acts, activities and entertainment for the event.

Proposed Christmas Light Switch on programme subject to availability and costings:

Time	Location	Activity
12:00pm – 5:00pm	Memorial Square, Earle Street, Prince Albert Street	Christmas Light Switch on (5:00pm) Live music, family activities and entertainment
4:30pm	Hill Street	Lantern Parade
12:00pm – 5:00pm	Market Square, Market Street, Victoria Street	Makers Market
11:00am – 2:00pm	Crewe Library	Craft activities with Creative Crewe
12:00pm – 5:00pm	Market Hall (TBC)	Santa's Grotto and post box Christmas Market

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
Crewe Town Council Events Strategy

8. Financial Impact

Up to £229,000 for 2023/24, with potential for income generation through grants.

9. Resource Impact

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

10. Consultation/Engagement

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

11. Wards Affected

All

12. Conclusions

Update provided on all areas of the business delivery plan that have been delivered or

are in the progress.

13. Consideration Sought

To make members aware of projects delivered during this financial year.



REPORT STATEMENT

Meeting: Marketing & Events Committee - Monday 12th June 2023
Report Purpose: To provide an update on Operation Summer
Version Control: v1
Author: Events Manager

1. **Report Summary**

To provide an update to members on the progress of Operation Summer planning.

2. **Background**

Operation Summer is a family focused holiday activity programme. Based on the findings of the evaluation of operation summer 2022, this years programme will:

- Provide free to access, accessible, high quality and family focused summer activities that reduce the financial burden on parents and guardians that participating in extra-curricular activities can bring.
- Reduce learning loss over the summer and provide opportunities for young people to achieve the benefits that participating within extra-curricular activities can bring.
- Represent Crewe’s heritage, culture and community by collating activities commissioned by both Crewe Town Council and partner organizations in order to work towards sustainability of future delivery.
- Deliver more of the same or similar activities to operation summer 2022 in a range of different locations.
- To raise awareness of Crewe Town Council’s brand and encourage positive engagement.

The budget for Operation Summer is £25,000.00

3. **Position**

Operation Summer Programme

Operation Summer will run from 24th July – 31st August at Queens Park, Crewe Library, Christ Church and Crewe Heritage Centre. A variety of different accessible, family friendly events and activities have been planned to appeal to a range of different interests.

Agenda Item 8

Pop up in the Parks will also run throughout the summer, every week activities will be available in 3 wards on a Monday, Friday and Sunday, with the activity (and park) changing every 4 weeks on a rolling basis.

Other organizations such as Cheshire East Council, Crewe Lyceum, Crewe Market Hall have been invited to feature their summer activities in the operation summer promotion.

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Operation Summer Programme			
	Day	Location	Activities
24/07/2023	Monday	Crewe Library	Lego Club
25/07/2023	Tuesday	Crewe Library	Marc Makes Comics Cartoon Workshop
26/07/2023	Wednesday	Christ Church	Creative Crewe Craft Activities, Chess Club
26/07/2023	Wednesday	Crewe Library	Friendship Bracelet Workshops
26/07/2023	Wednesday	Heritage Centre	Free entry to heritage centre, Giant Board Games, Heritage Workshop
27/07/2023	Thursday	Crewe Library	Mako Create Workshops x 3 Stop Motion, Code-a-Sphero, Video Game Design
31/07/2023	Monday	Crewe Library	Lego Club, Free Style Lego available throughout the day
01/08/2023	Tuesday	Crewe Library	Lets Lego Session
02/08/2023	Wednesday	Crewe Library	Ready Steady Rocket Challenge
02/08/2023	Wednesday	Heritage Centre	Free entry to heritage centre, Giant Board Games, Heritage Workshop
03/08/2023	Thursday	Queens Park	Bubble Man, Circus Skills Workshop, Nature Activities, Story Teller
03/08/2023	Thursday	Crewe Library	Circus Skills Workshops
07/08/2023	Monday	Crewe Library	Lego Club
09/08/2023	Wednesday	Crewe Library	Dreamcatcher Workshop
09/08/2023	Wednesday	Christ Church	Creative Crewe Craft Activities
09/08/2023	Wednesday	Heritage Centre	Free entry to heritage centre, Giant Board Games, Heritage Workshop
10/08/2023	Thursday	Queens Park	Mother nature walk about, Carnival Arts Workshop, Nature Activities, Story Teller
10/08/2023	Thursday	Crewe Library	Tom Palmer Football Workshop
14/08/2023	Monday	Crewe Library	Lego Club
15/08/2023	Tuesday	Crewe Library	Mad Science Workshop
15/08/2023	Tuesday	Crewe Library	Lets Lego Session
16/08/2023	Wednesday	Christ Church	Creative Crewe Craft Activities
16/08/2023	Wednesday	Crewe Library	Ready Steady Rocket Challenge
16/08/2023	Wednesday	Heritage Centre	Free entry to heritage centre, Giant Board Games, WW1 Workshop
17/08/2023	Thursday	Crewe Library	Matt Buckingham Author Event
21/08/2023	Monday	Crewe Library	Lego Club
23/08/2023	Wednesday	Crewe Library	Friendship Bracelet Workshop

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<i>23/08/2023</i>	Wednesday	Christ Church	Creative Crewe Craft Activities
<i>23/08/2023</i>	Wednesday	Heritage Centre	Free entry to heritage centre, Giant Board Games, Heritage Workshop
<i>24/08/2023</i>	Thursday	Queens Park	Bubble man, The Hare and The Moon Outdoor Theatre Performance, Nature Activities, Story Teller
<i>30/08/2023</i>	Wednesday	Crewe Library	Doodle Day
<i>30/08/2023</i>	Wednesday	Heritage Centre	Free entry to heritage centre, Giant Board Games
<i>31/08/2023</i>	Thursday	Crewe Library	Board Game drop-in session, Chess Club

In addition to the above supporting partners are delivering the following events that will be free to access and will be advertised alongside operation summer:

<i>22/07/2023</i>	Saturday	LY2	Street art/ floor murals supported by Creative Champions
<i>29/07/2023</i>	Saturday	LY2	Creative Consultation with Wild Rumpus
<i>30/07/2023</i>	Saturday	LY2	Creative Consultation with Wild Rumpus
<i>02/08/2023</i>	Wednesday	Queens Park	National Play Day
<i>05/08/2023</i>	Saturday	LY2	Circus House
<i>12/08/2023</i>	Saturday	LY2	Music Showcase
<i>19/08/2023</i>	Saturday	LY2	Autin Dance
<i>19/08/2023</i>	Saturday	Queens Park	Celebrating Diversity Event Ocean and Creative Champions
<i>20/08/2023</i>	Sunday	LY2	Family Film Screening (before Makers Market)
<i>20/08/2023</i>	Sunday	LY2	Live Music 4:00pm onwards
<i>26/08/2023</i>	Saturday	LY2	Creative Consultation with Wild Rumpus
<i>26/08/2023</i>	Saturday	LY2	Lyceum Lites performance

Operation Summer Marketing and Communication

A communications plan has been developed to raise awareness of operation summer and will include:

- Operation summer brand assets will be created that can be used in future years and adapted for Operation Easter, Autumn and Christmas. These will be in keeping with the Crewe brand guidelines and will include an operation summer logo, location icons and activity icons.
- Up to 10,000 copies of a Operation Summer What's on Guide will be produced as a A5 tri-fold leaflet, along with A4 Posters and feedback postcards. The leaflets will be distributed to all Crewe Primary Schools, Crewe Library, Crewe Market Hall, Crewe Lifestyle Centre, places of worship, community organizations and other services families use in the area.
- Digital content including an operation summer webpage, a social media campaign running from 26th June utilising all Crewe Town Council social media platforms. Organic and paid posts will be scheduled to ensure we reach all areas of the community including audiences that aren't currently engaged.
- Other organizations, networks and listing
- A press release will be sent out the week commencing 3rd July to local press and media.

4. **Equality Impact**

The service is delivered within the council's equality and diversity policies

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
Crewe Town Council Events Strategy

Agenda Item 8

Crewe Town Council: Marketing & Events Committee

8. **Financial Impact**

The Budget for operation summer is £25,000 of approved funding. the programme is expected to be delivered within budget.

9. **Resource Impact**

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

10. **Consultation/Engagement**

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

11. **Wards Affected**

All wards will be affected with activities being delivered in a range of locations throughout the town.

12. **Conclusions**

Over 45 free to access events and activities are currently planned for operation summer with more in development. This will be of huge benefit to the community over the summer holidays by reducing the financial burden summer can bring to families while reducing learning loss.

13. **Consideration Sought**

To make members aware of the progress of operation summer planning.



CREWE
TOWN COUNCIL

REPORT STATEMENT

Meeting: Marketing & Events Committee – Monday 12th June 2023
Report Purpose: Crewe Pride 2023 funding request
Version Control: v1
Author: Events Manager

1. **Report Summary**

To give members opportunity to consider supporting Crewe Pride 2023.

2. **Background**

Pride 2023 will take place over the month of June, the moth will support and celebrate the LGBTQ+ community and their rights while promoting equality, diversity and acceptance.

Crewe based organization Body Positive will be holding a Crewe Pride 2023 event at Crewe Market Hall and in LY2 on Saturday 8th July 2:00pm – 10:30pm. This will be a family friendly, community event that will be free to attend. The event will feature a parade around the pedestrianized area of the town centre, live music and entertainment, market and community stalls and much more.

Stage Line UP



3. **Position**

All entertainment and stall holders have been booked and a communications plan have been developed for the event. The total event budget is £15,000.00. Body positive have received donations form local organizations including Radius and Cheshire East Public Health.

The event organizers have requested less than 10% funding support from Crewe Town Council of £1424.00.

4. **Equality Impact**

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

This event supports and celebrate the LGBTQ+ community and their rights while promoting equality, diversity and acceptance.

5. **Sustainability Impact**

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

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
Crewe Town Council Events Strategy

8. **Financial Impact**

£1424.00 from M&E projects budget

9. **Resource Impact**

Officer time.

10. **Consultation/Engagement**

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

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Crewe Town Council: Marketing & Events Committee

11. **Wards Affected**

All

12. **Conclusions**

Supporting equality, diversity and inclusion in the Crewe community is an important, continual effort that requires a continual focus and supporting this event would have a positive impact on the community.

13. **Consideration Sought**

To give members the opportunity to approve funding Crewe Pride 2023.

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REPORT STATEMENT

Meeting: Marketing & Events Committee - Monday 12th June 2023
Report Purpose: Knife Angel project update
Version Control: v1
Author: Events Manager

1. **Report Summary**

The Knife Angel project was a jointly funded project between Crewe Town Council O&I and M&E committees, Crewe Police and Cheshire East Council. This report outlines the outcome based on the data we have received and collated to date and a summary of next steps which require further consideration and input from members.

2. **Background**

Over the month of May Crewe hosted the Knife Angel monument on memorial square. Funding was 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 funding was also committed by Safer Cheshire East partnership for delivery as well as in kind funding and support from partners.

3. **Position**

The Knife Angel visit to Crewe has been a memorable and successful community event that has demonstrated the impact partnership working and the use of art and culture to communicate important messaging can have on the community. We are still waiting to receive a lot of the project data but so far the outputs delivered are:

- Opening Ceremony on Wednesday 3rd May – approx. 250 attendees
- Closing Ceremony on Tuesday 30th May – approx. 350 attendees
- Multiple community engagement activities provided by partner organization most days in May
- Peace Service on Sunday 21st May with Churches together faith group
- Successful knife amnesty carried out by Crewe Police team
- 30 schools were engaged through primary school workshops led by Crewe Police team, resources provided to schools to deliver lessons based on prevention of knife crime and perception Theatre Company delivered shows and workshops in all Crewe High Schools on Knife Crime
- 45 community groups, local organizations and businesses engaged with the project plus individuals
- Huge creative response from a variety of individuals and organizations

- Referrals and connections between services and new service users
- New working relationships between organizations
- Connections with other areas where expertise will now be shared, for example the anti-knife crime work taking place on Burton Upon Trent being shared with Cheshire Police
- Raised the profile of memorial square as a town centre outdoor events space
- Brought in new visitors to the town
- Increased foot traffic in Crewe Town Centre (awaiting data)

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 behavior reducing ownership of knives will have a positive impact on the communities most affected.

The service is delivered within the council's equality and diversity policies.

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
Crewe Town Council Events Strategy

8. **Financial Impact**

£15,000 from 22/23 M&E budget

9. **Resource Impact**

Large amount of Officer time in logistics, engagement and communications.

10. **Consultation/Engagement**

The project has created community conversations and comments. Consultation is under way with individuals and local organizations to ensure that local experiences are learned from and taken into account, and to obtain support and input in to future projects. The project has received positive feedback from the community with many community members asking for more opportunities like this for Crewe.

11. **Wards Affected**

All

12. **Conclusions**

The project has been a positive value for the community and town, through creating a huge opportunity for community engagement, partnership working and communication of important messaging. The Knife Angel has provided an opportunity to enjoy and experience public art for people living in the borough while increasing visitors from outside of the area.

13. **Consideration Sought**

The knife Angel contract strongly encourages towns that host the Knife Angel to also host the Manchester Bee. A date to host the Bee should be set within 6 months of having the Knife Angel.

The Manchester Anti-Violence Bee Monument is the first UK sculpture to be made entirely of firearms, all firearms used to create the bee have been collected from the streets of Manchester and were collected as part of the GMP's 'Forever Amnesty'. The worker bee is an important symbol signifying workers, something we feel will resonate with the Crewe community. The bee inspires the idea that together, we are stronger and can achieve incredible goals as a society. There are many other connections that could be made to the symbolism of the bee for an extended programme of work that links in to a range of sectors and interests.

Following the overwhelming success and response from the community to the Knife Angel project we believe the need to suppress violence is a continual effort that requires a continual focus and that hosting the bee would have a positive impact on the community and town.

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i. To consider if further public art installations or trails that communicate important messaging and provide community engagement opportunities are worthwhile and work should be done towards looking in to this further.

ii. To consider if further work towards bringing the anti-violence bee to Crewe.

iii. To consider allocation of £50,000 of earmarked reserve to bringing the anti-violence bee monument to Crewe in May 2024.





CREWE
TOWN COUNCIL

REPORT STATEMENT

Meeting: Marketing & Events Committee - Monday 12th June 2023
Report Purpose: Strategic Event funding allocations
Version Control: v1
Author: Events Manager

1. Report Summary

To give members the opportunity to consider strategic event funding allocations and discuss options and seek approval of allocating up to £6,500 to evaluation of summer 2023 events and activities.

2. Background

Strategic events budget of £60,000 is as yet undefined and requires further definition, associated consideration and approvals.

3. Position

£60,000 of M&E strategic events budget is as yet undefined and required further definition and associated consideration and approvals.

Strategic events options to consider and approve further work towards:

- i. Music event – Consideration of a weekend music festival working in partnership with indoor and outdoor venues in Crewe.
- ii. Community event or series of events – Consideration of a celebration of Crewe’s diverse culture and heritage, taking influence from what Crewe has been throughout history and what it is today with links to the Crewe brand.
- iii. Additional Christmas Activity – Consideration of additional Christmas infrastructure such as a temporary ice rink.
- iv. Temporary public art programming with associated community engagement – Consideration of more public art installations or trails throughout the year that communicate important messaging and provide community engagement opportunities following the success of the Knife Angels visit to Crewe and the overwhelming response from the community.

This report also seeks approval to allocate up to £6,500 to evaluation of summer 2023 events and activities.

4. Equality Impact

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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
Crewe Town Council Events Strategy

8. **Financial Impact**

- i. Up to £6,500 Evaluation of summer 2023
- ii. Up to £50,000 Strategic events allocation

9. **Resource Impact**

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

10. **Consultation/Engagement**

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

11. **Wards Affected**

All

12. **Conclusions**

Strategic events budget of £60,000 is as yet undefined and requires further definition,

Agenda Item 11

Crewe Town Council: Marketing & Events Committee

associated consideration and approvals. This is an opportunity for members to consider different options provided and make suggestions as to how the budget should be allocated.

13. **Consideration Sought**

To give members opportunity to consider and direct and approve M&E 2023/24 Strategic events budget allocations.

- iii. Up to £6,500 Evaluation of summer 2023
- iv. Up to £50,000 Strategic events allocations

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Social Media Statistics for Crewe Town Council

April 2023 overview

Highlights

- Facebook:
 - 113 new followers (4,740 in total)
 - A reach of nearly 46,000 people
 - 1,116 likes (a decrease of 35% on last month)
 - 253 comments (a decrease of 37% on last month)
 - 196 link clicks (a decrease of 27% on last month)
 - 2,194 page views

- Twitter:
 - Gained 5 followers (4,372 in total)
 - 1,309 profile visits

- Instagram:
 - 23 new page followers (437 in total)
 - 159 likes and reactions (an increase of 94% on last month)
 - 66 profile visits (an increase of 113% on last month)

- You Tube
 - 0 new uploaded videos
 - 35 views
 - 1.2 hours of watch time
 - 16 unique viewers during the month

Commentary

We saw a dip in engagement on Facebook during April, but we often see this trend during school holidays. We have, however, gained 113 new followers, which is a significant number.

We have gained 5 followers on Twitter (which goes against current trends on that platform for decreasing numbers of followers as people leave the platform).

We have continued to gain followers on Instagram, with 23 new followers during April. We also experienced a significant increase in engagement (94%) on Instagram for the month with 159 likes and reactions to our posts.

We did not upload any new You Tube videos during April due to no meetings being held.

Agenda Item 12

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

1. The launch of the Poppy Crafting project
2. 91 stalls for Makers Market announcement
3. St Michael's dance troupe award

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

1. Crewe Women at War (June 2022)
2. Marketing and Events Committee (September 2022)
3. The Crewe Factory Girl (May 2022)



Social Media Statistics for Crewe Town Council

March 2023 overview

Highlights

- Facebook:
 - 108 new followers (4,627 in total)
 - A reach of 64,502 (an increase of 250% on last month)
 - 1,719 likes (an increase of 256% on last month)
 - 399 comments (an increase of 241% on last month)
 - 270 link clicks (a decrease of 13% on last month)
 - 3,021 page views (an increase of 50% on last month)

- Twitter:
 - Lost 5 followers (4,367 in total)
 - 1,588 profile visits (an increase of 150% on last month)

- Instagram:
 - 11 new page followers (414 in total)
 - 82 likes and reactions (an increase of 52% on last month)
 - 31 profile visits (a decrease of 23% on last month)

- You Tube
 - 4 new uploaded videos
 - 57 views (an increase of 21% on last month)
 - 4.4 hours of watch time
 - Lost one subscriber (37 total subscribers)
 - 39 unique viewers during the month

Commentary

March has seen a big jump in engagement and interaction on our Facebook account. We have gained over 100 new followers, had an increased reach of 250% with our posts and have seen nearly a 250% increase in both likes and comments. (We made two big announcements in March (Knife Angel and Crewe Works Exhibition) which created a lot of 'buzz'.)

In line with general social media trends, we have lost followers on Twitter but we have still had a significant increase in the number of profile visits which suggests that our content has been engaging people and prompting them to interact.

We continue to slowly gain followers on Instagram and it is encouraging to see that our likes and reactions on this platform have increased by 52% on last month.

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

1. The announcement of the Knife Angel visit
2. The announcement of the Crewe Works 180 exhibition
3. The Crewe Makers Market March visit

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

1. Operations and Improvements Committee (March 2023)
2. Finance and Governance Committee (February 2023)
3. Planning Committee (March 2023)



CREWE
TOWN COUNCIL

REPORT STATEMENT

Meeting: Marketing & Events Committee - Monday 12th June 2023
Report Purpose: To request an upgraded Crewe Town Council website
Version Control: v1
Author: Communications Officer

1. **Report Summary**

The report seeks to request an upgrade to the existing Crewe Town Council website.

2. **Background**

The current Crewe Town Council website was updated as part of the council's rebranding in the summer of 2021, prior to the appointment of the Communications Officer who is responsible for managing and updating the content. Since that time, the initial website has been reviewed and re-ordered to improve user navigation and content provision and it has become apparent that there are a number of issues with the technical functionality of the website.

3. **Position**

The website has been created using WordPress and a significant element of the design is a module called Oxygen Builder. This is a module which is supposed to offer users enhanced design features and powerful Search Engine Optimisation options.

However, there have been a number of issues using the Oxygen Builder module:

- It is not particularly intuitive, resulting in increased staff time and resource in working around problems
- The website version and the mobile version do not exactly mirror each other which can cause some confusion
- The functionality does not always allow us to make the content changes we would like
- Technical changes have needed to be made by an external web developer, rather than in-house due to the complexities
- Required updates to the Oxygen module (for web safety and to improve functionality) are not straightforward to implement and can disable aspects of the website or make content disappear

Unfortunately, It is not possible to make website amendments without using Oxygen Builder and we do not actually require the enhanced design features that Oxygen is supposed to offer. We have investigated the possibility of removing the module and reverting to a WordPress basic website, however, this would be a significant undertaking and might not actually be feasible (as the website was initially designed around the module and initial investigation has resulted in a

large amount of website content disappearing).

The designers of Oxygen Builder have recently announced a replacement product, so there is also doubt over whether it will continue to be maintained/developed in the foreseeable future.

We have been advised by a web developer that it would be more cost-effective to build the back office aspect of the website using the Drupal system (rather than WordPress) which would be more fit for purpose as it is:

- Better for accessibility
- Has more features built in
- Is much more flexible and user friendly

The value of having a the website built to our specifications:

- The Communications Officer would be able to manage and develop the website in-house resulting in:
 - less need for outside technical support
 - reduced associated costs of external support
 - increased Communications Officer staff time and resource
- Ability to run our own technical updates
- Fit for purpose functionality which would suit what we require at the appropriate level

Risks/disadvantages of not upgrading the website:

- Decreasing functionality
- The website not fulfilling our requirements and limiting our activities
- Continued requirement for paid external web support
- Impact on Communications Officer capacity
- Web security issues due to being unable to run updates

4. **Equality Impact**

The service is delivered within the council's equality and diversity policies.

5. **Sustainability Impact**

Social sustainability – a fit for purpose website would provide more up-to-date and continuous information and would take up less Communications Officer time.

Economic sustainability – although a newly-developed bespoke website would have an initial up-front purchase cost, ongoing costs would be reduced as we would be able to undertake more of the maintenance and development work in-house and would be less reliant on external provider costs for technical work.

6. **Community Impact**

A fit for purpose website would better serve Crewe's community and its residents as it would be easier to navigate, maintain and develop. Relevant and timely information would be easier to access and organise.

7. **Governance**

Crewe Town Council Corporate Strategy

Crewe Town Council: Marketing and Events Committee
Local Government transparency Regulations

8. **Financial Impact**

An estimated one-off cost of £2,000 rebuild the website. An ongoing annual support package of up to £1,000 per annum (excluding VAT) would be required.

9. **Resource Impact**

Communications Officer time.

10. **Consultation/Engagement**

The website provides ongoing consultation and engagement opportunities and acts as a communication mechanism for the community which it serves.

11. **Wards Affected**

All.

12. **Conclusions**

1. That the current Crewe Town Council website does not have the required functionality
2. That the Oxygen Builder module creates a number of issues that take Officer time and resources to resolve
3. That Oxygen is not intuitive or easy to learn and as a result external contractor expertise is required to maintain and develop the website (incurring costs)
4. That we do not require the level of enhanced design features that Oxygen is supposed to offer
5. That a website built using Drupal would be more accessible, offer more relevant features and would be more user-friendly, enabling more in-house maintenance and development

13. **Consideration Sought**

- i. That members consider the approval of the website rebuild to assist with ongoing maintenance and sustainability

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