

**Crewe Town Council**

1 Chantry Court  
Forge Street  
Crewe Cheshire  
CW12DL

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**[www.crewetowncouncil.gov.uk](http://www.crewetowncouncil.gov.uk)**



**CREWE**  
TOWN COUNCIL

**Tuesday 23<sup>rd</sup> January 2024**

**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 30<sup>th</sup> January 2024. 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 Monday 6<sup>th</sup> November 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](mailto: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
- 6** To receive an update relating to progress towards the business delivery plan as it relates to this committee.
- 7** To note the findings of the summer 2023 events evaluation report.
- 8** Draft Marketing & Events Committee Business Delivery Plan 24/25
- 9** Social media and comms update
- 10** It is recommended that Committee considers a resolution under Section 1 of the Public Bodies (Admission to Meetings) Act 1960 to exclude the public and representatives of the press from the meeting during the consideration of Item 10 on the grounds that matters contain sensitive information and by reason of the confidential nature of the business being transacted.
- 11** To receive an update on the public realm Christmas Lighting procurement.
- 12** To note the proposed date of the next meeting Monday 19<sup>th</sup> March at 6pm.

## Agenda Item 3

CreweTownCouncil: Marketing and Events Committee

### Crewe Town Council

1 Chantry Court  
Forge Street  
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**CREWE**  
TOWN COUNCIL

### Minutes of the Members of the Marketing and Events Committee 6<sup>th</sup> November 2023

In attendance: Cllr Edwards, Cllr Faseyi, Cllr Graham, Cllr Mackay, Cllr Mortimer, Cllr Jill Rhodes, Cllr Wye

**ME/23/3/1.** To receive apologies for absence

Cllr Chapman, Cllr Straine-Francis

**ME/23/3/2.** To note declarations of Members' interests

No members interests declared.

**ME/23/3/3.** To confirm and sign the minutes of the Marketing and Events Committee meeting held on Monday 11th September 2023.

**RESOLVED:** That the minutes are approved as a true record of the meeting

**ME/23/3/4.** 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.

None

**ME/23/3/5.** To review the year to date financial position for the Marketing and Events Committee.

The year-to-date financial position was noted by members.

**ME/23/3/6.** To receive an update relating to progress towards the business delivery plan as it relates to this Committee.

**RESOLVED:**

- i. That the update of the business delivery plan is noted.
- ii. That identifying 4 dates in April – September 2024 for the 4 music events is approved.

### Agenda Item 3

- iii. That advertising for expressions of interest seeking potential options for a large scale cultural event project for delivery using the Strategic Event EMR is approved.
- iv. That £10,000 of the Strategic Event EMR being allocated to the newly created Bicentennial Event EMR is approved

**ME/23/3/7.** To provide members with an update on bringing the Manchester Anti-Violence Bee to Crewe in May 2024.

**RESOLVED:**

- i. Members noted the update on the Anti-Violence Bee.
- ii. That £20,000 allocation of 23/24 strategic events budget for bringing the Anti-Violence Bee to Crewe in May 2024 is recommended to Council for approval.

**ME/23/3/8.** To consider bringing a soapbox derby to Crewe in July 2024 to celebrate Crewe Day.

**RESOLVED:**

- i. That an allocation of £30,000 of 23/24 Strategic events budget is recommended to Council to sponsor Krazy Racers bringing a soapbox derby to Crewe in July 2024 to celebrate Crewe day.
- ii. That operational detail is subject to confirmation, such as an options appraisal for locations, with consideration for benefitting the town centre by increasing footfall and further details on event management and RAMs.

**ME/23/3/9** To receive an update on recommendation for UK Shared Prosperity Funding (UKSPF) for Crewe Town Centre Arts Development and Trail project.

**RESOLVED:**

- i. Members noted the recommendation to award UKSPF to Crewe Town Council.
- ii. Members approved £2000 match finding from the 23/24 seed funding.

**ME/23/3/10.** M&E Committee Budget Setting 2024/25

**RESOLVED:** That the draft budget is recommended to Council for adoption within the Council Budget for 2024/25

**ME/23/3/11.** Social media and Communications update

Members noted the update on social media and communications.

**ME/23/2/12.** Member items

None

**ME/23/2/13.** To note the proposed date of the next meeting Tuesday 30<sup>th</sup> January at 6:00pm.

Members noted the date and time of the next meeting.

### Agenda Item 3

Meeting closed at 18:52pm

Chair: Cllr Martin Edwards

Clerk: R Mason

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## Detailed Income &amp; Expenditure by Budget Heading 18/01/2024

Month No: 9

Committee Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
<b><u>Marketing and Events</u></b>								
<b><u>350 Events</u></b>								
1995 Event income	0	700	0	(700)			0.0%	
1999 Miscellaneous Income	0	10,000	0	(10,000)			0.0%	
Events :- Income	<b>0</b>	<b>10,700</b>	<b>0</b>	<b>(10,700)</b>				<b>0</b>
4258 Heritage Activities	0	20,351	0	(20,351)		(20,351)	0.0%	20,351
4259 Community Events	138	59,048	49,000	(10,048)		(10,048)	120.5%	14,083
4271 Event Matching Fund	0	5,000	10,000	5,000		5,000	50.0%	
Events :- Indirect Expenditure	<b>138</b>	<b>84,398</b>	<b>59,000</b>	<b>(25,398)</b>	<b>0</b>	<b>(25,398)</b>	<b>143.0%</b>	<b>34,434</b>
<b>Net Income over Expenditure</b>	<b>(138)</b>	<b>(73,698)</b>	<b>(59,000)</b>	<b>14,698</b>				
6001 plus Transfer From EM Reserves	0	34,434						
<b>Movement to/(from) Gen Reserve</b>	<b>(138)</b>	<b>(39,264)</b>						
<b><u>352 Christmas Programme</u></b>								
4274 Strategic Event	10,000	10,000	60,000	50,000		50,000	16.7%	
4275 Infrastructure (Christmas)	0	0	60,000	60,000		60,000	0.0%	
4287 Christmas Activities	180	6,556	25,000	18,444		18,444	26.2%	
4992 Sinking Fund	0	0	10,000	10,000		10,000	0.0%	
Christmas Programme :- Indirect Expenditure	<b>10,180</b>	<b>16,556</b>	<b>155,000</b>	<b>138,444</b>	<b>0</b>	<b>138,444</b>	<b>10.7%</b>	<b>0</b>
<b>Net Expenditure</b>	<b>(10,180)</b>	<b>(16,556)</b>	<b>(155,000)</b>	<b>(138,444)</b>				
<b><u>460 M&amp;E Projects</u></b>								
4288 Event Seed Funding/Income Gene	0	5,506	15,000	9,494		9,494	36.7%	5,240
M&E Projects :- Indirect Expenditure	<b>0</b>	<b>5,506</b>	<b>15,000</b>	<b>9,494</b>	<b>0</b>	<b>9,494</b>	<b>36.7%</b>	<b>5,240</b>
<b>Net Expenditure</b>	<b>0</b>	<b>(5,506)</b>	<b>(15,000)</b>	<b>(9,494)</b>				
6001 plus Transfer From EM Reserves	0	5,240						
<b>Movement to/(from) Gen Reserve</b>	<b>0</b>	<b>(266)</b>						
Marketing and Events :- Income	<b>0</b>	<b>10,700</b>	<b>0</b>	<b>(10,700)</b>			<b>0.0%</b>	
Expenditure	<b>10,318</b>	<b>106,460</b>	<b>229,000</b>	<b>122,540</b>	<b>0</b>	<b>122,540</b>	<b>46.5%</b>	
<b>Net Income over Expenditure</b>	<b>(10,318)</b>	<b>(95,760)</b>	<b>(229,000)</b>	<b>(133,240)</b>				
plus Transfer From EM Reserves	<b>0</b>	<b>39,674</b>						
<b>Movement to/(from) Gen Reserve</b>	<b>(10,318)</b>	<b>(56,086)</b>						

18/01/2024

**Crewe Town Council Current Year**

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10:21

**Detailed Income & Expenditure by Budget Heading 18/01/2024****Month No: 9****Committee Report**

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent	Transfer to/from EMR
Grand Totals:- Income	0	10,700	0	(10,700)			0.0%	
Expenditure	10,318	106,460	229,000	122,540	0	122,540	46.5%	
<b>Net Income over Expenditure</b>	<b>(10,318)</b>	<b>(95,760)</b>	<b>(229,000)</b>	<b>(133,240)</b>				
plus Transfer From EM Reserves	0	39,674						
<b>Movement to/(from) Gen Reserve</b>	<b>(10,318)</b>	<b>(56,086)</b>						





**CREWE**  
TOWN COUNCIL

Crewe Town Council: Marketing & Events Committee

**REPORT STATEMENT**

Meeting: Marketing & Events Committee – Tuesday 30<sup>th</sup> January 2024  
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	Delivered - July / August 2023 (87 events delivered underbudget, £3,000 of underspend reallocated to operation autumn activities) £ 25,000
			Heritage Open Days	Delivered under budget September 2023 Value £ 8,000
			International Women's Day	March 2024 - Value £ 2,000 (local charity Motherwell have submitted a proposal to deliver this event)
			Armed Forces Day	Delivered June 2023 - £1,000
			Operation Autumn	27 activities and events Delivered - October 2023 delivered under budget  £1000 awarded to Creative Crewe to Deliver events  (£3,000 of operation summer underspend reallocated and £4000 of Crewe works 180 underspend reallocated to create a budget of £7,000 for operation autumn 2023 activities)
			Operation Christmas	Delivered December 2023 - £1,000 –

			Windrush  Crewe Works 180 Providing activities and resources relating to Crewe Works and industrial heritage	Letters to father Christmas  Delivered June 2023 - £1,000  Delivered underbudget July-Sept 2023 - £10,000 (£4,000 underspend reallocated to operation Autumn)
	Event Match Funding	10,000	LY2 Programming	£5,000 allocated – support initial activity at LY2  £5,000 As Yet Undefined - requiring further definition and associated consideration and approvals
	<b>BUDGET HEADING</b>	<b>APPROVED BUDGET VALUE (£)</b>	<b>DESCRIPTION</b>	<b>DEFINED SPEND ALLOCATION (£)</b>
	Strategic Event	60,000	To deliver a stand alone large-scale event as yet to be defined	£6,500 allocated to Evaluation of Summer Activity Programme that can be used to support future projects and funding opportunities  £20,000 allocated to bringing the anti-violence bee to Crewe in May 2024.  £30,000 allocated to bringing a Soapbox Derby Event to Crewe in July 2024 for celebrate Crewe Day

				£3,500 – undefined
Christmas Programme	Infrastructure (Christmas)	60,000	Christmas Lights	Delivered November / December 2023 Value £60,000
	Christmas Activities	25,000	Christmas Light Switch On event and supporting activities	Delivered November 2023 underbudget- 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		£2,000 allocated as match funding for the UKSPF Funded Arts Development and Trail Project.  £1424 allocated to Crewe Pride 2023. Delivered June 2023  £11,576 - Undefined – was

				allocated for bringing steam trains to Crewe Heritage Centre in summer 023
	TOTAL	229,000		
Ear Marked Reserve	Strategic Events (EMR)	£89,475	Seeking definition	£10,000 to be allocated to a newly created Bicentennial Event EMR  £79,475 undefined. - requiring further definition, members approved officers advertising for expressions of interest seeking potential options for a large scale cultural event project for delivery in 24/25 using the Strategic Event EMR.
	Coronation Event (EMR)	£10,680	To provide a coronation event in Queens Park	£10,680 for a Coronation picnic event in Queens Park delivered with Friends of Queens Park in May 2023.

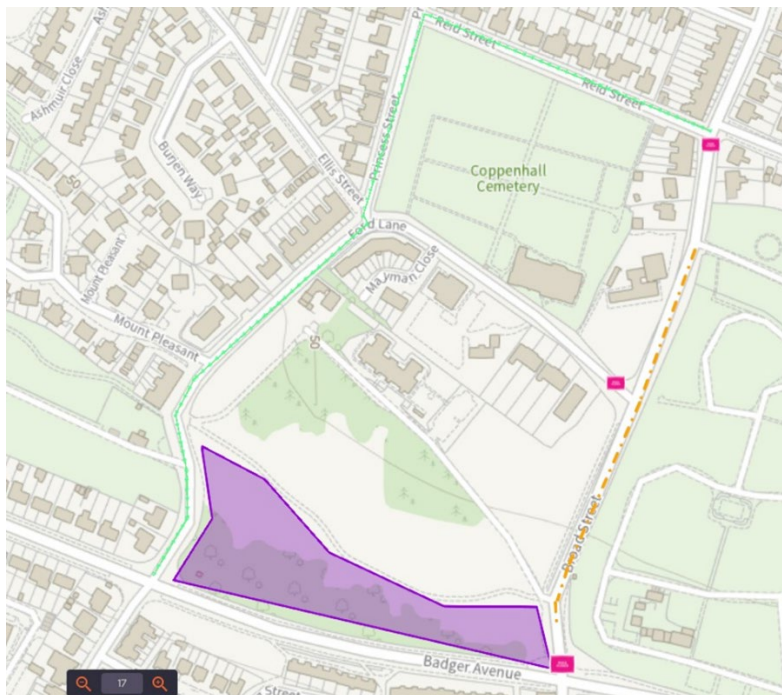
**i. Anti-Violence Bee**

Planning meetings with Crewe Policing Team, Cheshire East Safe Street Partnership and British Iron Works have begun. The event application to host the bee on Memorial Square for the month of May has been submitted to Cheshire East council.

Crewe Policing team have agreed to take a lead on the community engagement aspect of the project and have a presence on the square with their safer streets bus. Officers are working to develop a comms and Marketing plan for the bee.

**ii. Crewe Crazy Races – Crewe Day Celebration**

As directed by members in the last M&E committee meeting on Monday 6<sup>th</sup> November, all details on event management and RAMS have been provided and a locations appraisal has been carried out. Following site visits to a number of locations with suitable size hills in the town with the Crazy Races Team and the Events Manager, Broad Street has been identified as the most suitable location for the pit and track. The Track will be from the top of Brooklands to the Broad Street junction that adjoins Badger Avenue.



Broad Street is the closest suitable location to the town centre meaning there is potential for driving foot traffic in to the town centre before and after the event. The section of Broad street that will be used doesn't have many residential properties and as the event is on a Sunday it will not cause any disruption to the operations of local businesses, organizations and facilities.

“Badger Park” the green space off Broad Street/Badger Avenue will provide the

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perfect space for the event space where stalls, rides and activities will be positioned. The Screen will also be positioned on badger park, providing all attendees with a good view of what's happening on the track throughout their visit to the event. Spectators will also have a great view of the track from the wide pavement either side of Broad Street.

The event has had a hugely positive response through social media, local and regional press including Cheshire Live, BBC Radio Stoke and BBC West Midlands. This is reflected through the excitement of the community and the high number of teams that have already signed up or shown an interest in signing up. Many teams that are interested but haven't signed up yet are waiting more details on the location. We plan on doing a location announcement shortly which we expect to generate a lot more interest in the event.

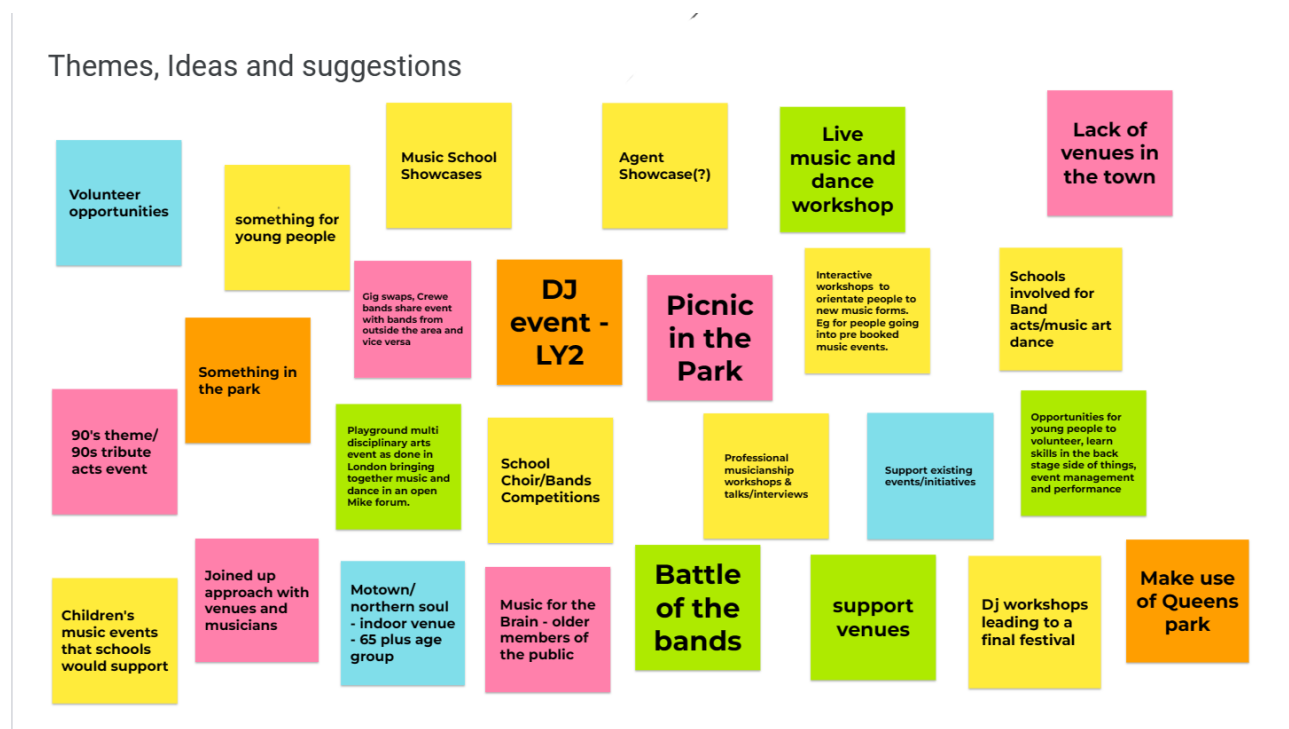
The screenshot shows a BBC News article. At the top, there's a navigation bar with 'NEWS' and various news categories like 'Home', 'Israel-Gaza war', 'Cost of Living', etc. The main headline is 'Soapbox race expected to boost charity funds'. Below the headline is a photograph of several people in colorful clothing pushing a soapbox car on a road. The article text below the photo mentions that previous events have visited Shrewsbury, Northwich and Wolverhampton, and that the race is set to visit Crewe next year. The author is identified as Richard Price, BBC News, West Midlands, and the date is 8 December 2023.

The screenshot shows a CheshireLive event listing. At the top, there's a search bar and filters for 'All events', 'All dates', and 'Location'. Below this is a large photograph of a soapbox race event with a crowd of spectators and colorful soapbox cars. The caption below the photo reads: 'Krazy Races will be held in Crewe in 2024. Pictured: The 2023 event in Northwich. (Image: Karl Brooks Photography)'.

The screenshot shows a Facebook post from Crewe Town Council, published by Suzanne Thomas on 7 December 2023. The post title is 'Soapbox Derby comes to town: Krazy Races Crewe Day Celebrations announced for 2024!'. The text of the post describes the event, which is a free-to-attend soapbox derby on Sunday 14th July 2024. It mentions that the event will raise funds for local charities and includes activities like trading, entertainment, and food stalls. The post also provides information on how to get involved and a link to the event website. At the bottom of the post, there are two photographs showing soapbox cars racing down a street lined with spectators. The post has 132 likes, 114 comments, and 96 shares.

### iii. Music Events

Over the last few months the events manager has carried out consultation activities with the community including conversations, workshops and online opportunities with stakeholders from venues in the town, those working in the music industry as suppliers, technicians and musicians, youth groups, Cheshire College South and West, volunteer groups working in green spaces and those who enjoy volunteering or attending music events.



Above are the ideas that have come out of the consultation process so far. The events manager has begun to follow up the suggestions, themes and ideas that came up the most however onward engagement is proving difficult.

Delivery of these events is dependent on community engagement and input, unfortunately so far the community haven't engaged with the opportunities that have been made available to them. A considerable amount of community engagement and mobilization is required to get these events off the ground which is not achievable with the current amount of officer time available making these events a risk. Additional capacity is required to deliver these events to a high standard within the identified timeframe. Contracting a freelance individual or organization with some of this budget to add capacity may be the answer to this

So far we have one event confirmed and other ideas are progressing.



Confirmed:

**Picnic in the Park**

**Sunday 2<sup>nd</sup> June 2024, 12:00pm – 6:00pm**

**Queens Park**

A FREE family orientated event with local music acts on throughout the afternoon. Attendees will be encouraged to bring their own picnics to make the event accessible to families at what can already be a costly time of year with summer half term and the lead up to summer school holidays.

Following the success of the Coronation Picnic in the park we will be working in partnership with the Friends of Queens Park group who have agreed to support with planning and delivery of the event. When liaising with the friends of Queens Park group the events manager has also mentioned the need for supporting the local music scene through providing opportunities for upskilling volunteers and supporting those working in the music industry. FOQP have offered to work anyone who may like to use the event as a case study in order to develop future delivery.



Other events that work has been done towards include:

### **Young People Event**

There may be opportunity to develop a music event with the Lyceum youth engagement team that links in to the newly announced “New Wave” program for young people as part of heritage open days. Lyceum were accepted in to the programme this week, now that they have been accepted conversation about this can begin. If we are able to work with the lyceum to tie these initiatives together this will bring the capacity, skills and knowledge we need to work with a youth audience.

Music lecturers from Cheshire College South and West and youth groups have been consulted to help gain an understanding of how young people would want to be involved in an event like this. We will continue to work with organizations like these to develop the event over the coming months.

### **New Wave**

New Wave is an annual training and development programme that takes a small cohort through a structured programme focused on working with young adults to develop new, innovative Heritage Open Days events.



### **Support for the music scene in Crewe**

Based on the consultation that has been carried out so far it is clear that support for the music scene in Crewe and the supporting infrastructure is needed. There are a lot of venues and music industry professionals based in Crewe that have a lot of ideas and insights but currently don't have the knowledge, skills and confidence to programme music events of their own.

For now based on an already busy events calendar the best approach to this is to provide opportunities for development through programming live music events in venues that are already set up for this and using them to offer opportunities for upskilling through volunteering.

In future years I would suggest a festival style event that focuses on development of Crewe's music scene but this does require further consultation and research.

Conversations are underway with Crewe Market Hall and the use of LY2 is also being considered for delivering one or more of the standout themes that have been suggested so far such as a multidisciplinary event like a music and dance event.

**iv. Makers Market**

Crewe Makers Market has been well received by the Crewe Community and visitors to the town centre from outside of the area. After taking a short break in January Crewe Makers Market 2024 will relaunch in February 2024. Officers have been working closely with the Makers Market to develop a comms and marketing plan for the 2024- 2025 markets. Over the last 12 months the makers market have found the lack of transport links in to the town centre on a Sunday and the lack of other facilities in the town centre challenging.

To help relaunch the 2024 Makers Market they have requested we fund some additional town centre animation and marketing for the February and March markets.



**v. Community Awards Scheme and Event**

Due to changes and absences in the team the Community Awards Scheme that needs to be in place to support a Community Awards Event is not developed enough for the event to go ahead in March 2024 as originally planned.

Members are asked to consider moving this event to a date in October 2024 to allow time for the awards scheme to be finalized.

**vi. UKSPF Crewe Arts Development & Trail Project Update**

In July 2023 Crewe Town Council submitted an expression of interest to the UK Shared Prosperity Fund for £90,000 to fund a Crewe Town Centre Arts Development and Art Trail project, including funding for a person/organization to deliver the project and a trail that will be developed with the community while developing cultural skills, best practices and breaking down barriers to sustainable cultural delivery in Crewe. £2,000 of match funding for the project was approved in the marketing and events committee meeting that took place on Monday 6<sup>th</sup> November 2023.

Crewe Town Council has been awarded a grant of £90,000 under the UKSPF for the project to be delivered by the end of March 2025.

On the 5<sup>th</sup> December a tender notice was posted with a deadline of 5<sup>th</sup> January 2024 to find a suitable delivery person or organization. We received 5 tender submissions which were scored by councilors and officers.

Counterculture Partnership LLP were the highest scoring tender and have been awarded the contract to deliver the project. Counterculture will bring a wealth of experience and knowledge to the project that they have gained through comparable projects with Rochdale's Culture and Leisure trust, Port Sunlight Village Trust, Historic England, The Victoria and Albert Museum, Sheffield City Council, Thanet District Council and many others.

Meetings between Crewe Town Council and Counterculture Partnership LLP have begun and we have begun to work through the following suggested timeline.

*Beginning in February 2024 leading to the presentation of a final arts trail in February 2025 and report by end of March 2025 we suggest the following timeline and plan:*

**February – March 2024**

**Phase 1: Stakeholder Mapping, Initial Summary Report and Vision**

*Outputs: Initial report comprising stakeholder mapping, analysis of existing activity and assets, detailed project plan and evaluation impact framework.*

**April – July 2024**

**Phase 2: Community Consultation and Codesign**

*- Relationship building and community consultation as detailed in our methodology. This may include creative workshops and interventions to build relationships and garner insight.*

## Agenda Item 6

*- Creative research, development, and options paper for the resulting development phase programme (We will agree a realistic approach to activities coproduction or commissioning of the arts trail within resources available that will yield the most impact based on*

*Outputs: Detailed segmented report that identifies the needs and barriers to access for cultural engagement and capacity building in Crewe along with recommended development activity plan and concept for an arts trail including community involvement and coproduction approaches through to commissioning, design and delivery.*

### **August to December 2024**

#### **Phase 3: Delivery of Activities, Events, Commissioning and Design of the Arts Trail**

- Project Management and event management of agreed engagement and capacity building activity as identified through consultation*
- Launch any commissions or coproduction projects that will result in the delivery of the arts trail*
- Documentation of activity, learning and evaluative data to inform the development of the toolkit and final report.*

*Outputs: Engagement activity, codeveloped content for the arts trail, photographic and evaluative documentation*

### **January to February 2025**

#### **Phase 4: Delivery and Launch of the Arts trail**

- Interpretation production, Installation and snagging of the arts trail*
- Launch events and engagement with communities of practice and critical friends engaged throughout the project*

*Outputs: Delivery of an arts trail, related launch and engagement activity, photographic and evaluative documentation*

### **March 2025**

#### **Project Completion**

- Summative evaluation, analysis and report writing*
- Final version of project report completed and associated conclusions including funding advice for project legacy.*

*Outputs: Final Project Report*

### vii. Christmas Lights Switch On 2023 Update

A successful Christmas Light Switch on event was delivered underbudget on Saturday 25<sup>th</sup> November 2023..

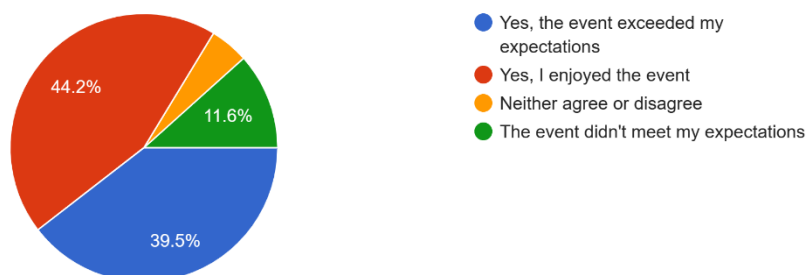
The feedback we have received has been overwhelmingly positive,

Based on the footfall data we have received for the town centre on that day and the same day on other weeks we estimate **the event welcomed 6000 to 7000 visitors** throughout the day.

We have had 43 responses to the Christmas Lights Switch on e-survey.

Out of those 43, **39.5 % said that the event exceeded their expectations, 44.2% said they enjoyed the event**, 4.7% neither agreed or disagreed that the event met their expectations and only 11.6% said that the event didn't meet their expectations.

Did the event meet your expectations for a town Christmas Lights Switch On event?  
43 responses



The evaluation tells us that the community would like to see a bigger Christmas Market in future years, would like to see more made of the lantern parade and would like us to try and avoid other key events in the town in future years. Unfortunately avoiding other programming can prove difficult due to how far in advance we need to start planning our events.

Our audience really enjoyed the interactive performative elements of the event such as the walk about acts, they enjoyed seeing community performance such as school choirs and they enjoyed the Christmassy atmosphere created in the town. People also enjoyed having that switch on moment which we will look at making slightly later in future years based on feedback.

## Agenda Item 6

What was your favourite part of the event?

43 responses

It was all good better than last year. Polar bear was good. The 2 on stilts was good. The 2 people in balloons was good.

Entertainers- stilt walkers, Santa, polar bears

Polar bear

Markets and polar bear etc

The polar bear was amazing

Rides and hot chocolate

Switch the lights

writing letters to Santa

The atmosphere

The town looking busy for once

The polar bear

Christmas market stalls and acts on the stage

The actual switch on & writing letter to santa

The Theatre group

Matt Terry perform !! And lights switch on

The whole thing was very well organised, I can't pick one thing

The switch on

we all enjoyed the day, the grandkids loved it.

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Planning is already underway for next years Christmas Lights Switch On. Based on this years evaluation and feedback we are looking at Saturday 30<sup>th</sup> November 2024, 2:00pm – 7:00pm.

The events manager will be advertising for expressions of interest for a market operator in the next few months to enable us to make the Christmas Market bigger this year. Plans are also underway to develop the lantern parade further.





**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**

- I. To make members aware of projects delivered during this financial year.
- II. To help relaunch the 2024 -2025 Makers Market members are asked to consider allocating £1,500 of 23/24 strategic events budget to town centre animation and relaunch marketing for the February and March Makers Market Sundays.
- III. Members are asked to consider moving the Community Awards Event that was due to take place in March 2023 and allocated budget to September 2024 to allow time for the community awards scheme to be developed further.



**CREWE**  
TOWN COUNCIL

**REPORT STATEMENT**

Meeting: Marketing & Events Committee  
Report Purpose: To provide member with an update on Crewe Summer Events Programme Evaluation Report 2023  
Version Control: v1  
Author: Events Manager

1. **Report Summary**

Crewe Summer Events Programme Evaluation Report 2023

2. **Background**

Crewe Town Council commissioned The Audience Agency to undertake an evaluation of the summer programme of events, exhibitions and activities. This builds on work done earlier in the year which took a retrospective view of the impact of Knife Angel.

3. **Position**

We have received the final version of the Summer Events Programme Evaluation Report from Audience Agency who conducted evaluation activities over the summer that fed in to this report across the knife Angel, Operation Summer, Forging History: Crewe Works 180 Exhibition and Heritage Open Days.

The report gives us some brilliant audience, marketing, perception and visitor experience insights that will be used to influence future planning.

For example **62%** of our operation summer audience strongly agreed that having free to access activities during school holidays has reduced the financial impact of school holidays.

**41%** of visitors to the Knife Angel said that they strongly agree that seeing and participating in activities and events made them feel proud to live in Crewe.



# Crewe Town Council

## Summer Events Programme Evaluation Report 2023



*Front cover image: performance at Queen's Park Crewe 2023*

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## About the programme

Crewe Town Council worked with partner organisations including Crewe Heritage Centre, Creative Crewe, Crewe Libraries, Crewe Lyceum and Cheshire East Council to deliver a programme of free summer events for families and residents in Crewe and beyond.

**Operation Summer:** a programme of free summer events across the town. Free events were held in a range of spaces across the town including Queens Park; Crewe Library; Crewe Heritage Centre; Christ Church and Lyceum Square.

**Forging History:** temporary exhibition at Crewe Heritage Centre from 1st July to 10th September 2023. The exhibition celebrates the 180th anniversary of the Grand Junction Railway Engineering Works moving from Edge Hill to Crewe.

**Heritage Open Days:** national scheme to promote heritage engagement which takes place during the 8th-10<sup>th</sup> of September. Crewe's programme included 9 tours/walks, 5 open buildings, 6 exhibitions, a local history fair, 2 workshops and 5 festivals/music performances.



Images clockwise from top left: Creative Crewe workshop at All Saints; Forging History exhibition at Crewe Heritage Centre; Workshop as part of Forging History; Cemetery tour, part of Heritage Open Days.

## About this report

Crewe Town Council commissioned The Audience Agency to undertake an evaluation of the summer programme of events, exhibitions and activities. This builds on work done earlier in the year which took a retrospective view of the impact of Knife Angel.

The following report summarises key findings from research which was undertaken with visitors and attenders at a range of events across the town. The report is presented as an executive summary, which draws together the key findings of the combined data. The combined data also include Knife Angel, which was an event that took place in May 2023, but formed a significant part of Crewe Town Council's annual programme.

This is presented alongside a breakdown of each event which follows in the main body of the report and is accompanied by charts and tables.

This report is authored by Zoe Papiernik-Bloor with analysis undertaken by researcher Darcey Henderson.

### Evaluation aims

- Offer evidence of Crewe Town Council's leadership role.
- Provide an overview of who is engaging and opportunities for audience development.
- Identify opportunities that could form the basis for priorities of a place partnership.

Against each programme strand outcomes were identified and considered as part of the evaluation approach. This ensured that for each programming strand, the impact could be considered individually and overall.

These are identified as:

#### **Forging History**

- Help people build their understanding of the town's heritage – key message is we are a railway town but also a railway engineering town which a lot of people don't always understand.
- Build civic pride.
- Sell Crewe's Heritage as something people should be proud of.
- Crewe exists because the Works were established here – the town grew out of the Works and didn't exist before the move.

- The Works were the largest in the world and built industrial engineering skills that drew other businesses to Crewe.
- The Works is still active today.
- We want to capture stories & memories.

### **Operation Summer**

- Provide free access, accessible, high quality, and family focused summer activities, which reduce the financial burden on parents/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 of participating in extra-curricular activities.
- Represent Crewe's heritage, culture and community by collating activities commissioned by both Crewe Town Council and partner organizations 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.
- To give the community the opportunity to experience things they wouldn't usually get to on their doorstep and create community pride.

### **Methodology**

The following methodology was used to evaluate the summer events programme.

#### **Visitor surveys**

The Audience Agency set up a visitor e-survey which included standardised questions such as demographics which enable benchmarking across the wider Crewe Town programme.

#### **Monitoring data**

Monitoring data was collected by different project partners relating to their project deliverables such as number of visitors, attenders and numbers of events delivered.



## Reading this report

### Sample size and margin of error for audience surveys

Analysis in the report is based on survey responses collected through face to face and online surveys between July to September 2023.

A total of 122 survey responses were collected over this period, giving an overall margin of error of  $\pm 9\%$  at the 95% confidence level. The margins of error are larger for questions which fewer respondents answered, and smaller where results deviate from 50%.

### Audience Spectrum profile

From survey responses and other postcode data collected from audience members and participants 63 valid UK postcodes were collected, from which the Audience Spectrum, Mosaic and location analysis in this report are based.

Audience Spectrum is a powerful arts, culture and heritage-specific geodemographic profiling tool developed by The Audience Agency. Audience Spectrum describes the British population in terms of their attendance, participation and engagement in the arts, culture and heritage, as well as behaviours, attitudes and preferences at arts, museums and heritage organisations.

It has been built to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector, and is an update to and replacement of the Arts Audiences: Insight segmentation system.

The British adult population is broken into 10 categories based on their attendance at, and participation and engagement with, the arts, culture and heritage. More widely, these segments can be grouped into 3 categories – high engagement, medium engagement and lower engagement.

To find out more and to view the pen portraits for each segment visit: [www.audiencefinder.org/spectrum](http://www.audiencefinder.org/spectrum)

### Mosaic

Mosaic is a cross-channel consumer classification system which segments the population into 15 groups and 66 types that helps you to understand an individual's likely customer behaviour. To find out more about Mosaic and to view the pen portraits for each segment visit:

<https://www.theaudienceagency.org/insight/mosaic>

## Reading the tables

The tables in the report and appendices show the size of each group, type or segment within your data and compares this to the size of that group, type, or segment within the population of your chosen area (referred to in this report as the base area). The index figures show whether each is over- or under-represented in the visitor profile compared to the base population - i.e., whether there are certain segments/groups/types who are found in larger or smaller proportions amongst your respondents than in the wider population.

An index of 100 occurs where the proportion of a group in your respondents' profile exactly matches the size of that group within the base population.

An index over 100 indicates this group is over-represented in your respondents' profile compared to the population of the base area. Indexes of 110 or over are highlighted, with the index being coloured **red**. An index of less than 100 indicates this group is under-represented in your respondent profile compared to the population. Indexes of 90 or under are highlighted, with the index being coloured **blue**.

## Mapping and location analysis

The maps in this report show the location of your respondents based on your data. It should be noted that the postcodes used to create these maps usually reflect where each respondent lives, not necessarily where the person has travelled from that day (for example they may have commuted from a location closer to the venue or been visiting whilst on holiday). On **pinpoint maps**, each respondent is plotted on the map. This is mapped at postcode level - it is worth noting that a postcode, on average, covers approximately 15 households, and if multiple respondents share a postcode they will only appear as one dot on the map. A pinpoint map is useful for getting an idea of the scale and general distribution of your respondent, especially where the dataset being mapped is relatively small. **Penetration maps** show which postal sectors contain the highest proportions of respondent shown as a percentage of the overall population of the sector.

## Executive Summary

### Reach

- **Operation Summer 2023** included 90 free events and activities provided for families within Crewe, reaching 5,000 (tbc) participants.
- **Forging History** for the period July 1<sup>st</sup> to September 10<sup>th</sup>, 2023 (29 days opening), there were 758 adults, 110 children, 529 concessions and 238 family admissions (covering 2 adults and up to 3 children), in addition to 2363 free admissions.
- This indicates that up to 3,998 people attended the exhibition (based on family size of 4 people) or 4,474 people based on a family size of 5.
- This is a 172% increase on the same period from 2022 (Total – 1,471 tickets sold).
- The **Heritage Open Days** programme attracted 7,210 visitors across all the events.

### Overall visitors

- Overall survey respondents identified as 52% Female and 48% Male, which aligned with the local and wider population data (50% Female, 50% Male: Crewe, 51% Female, 49% Male: Cheshire East).
- Overall, most respondents were in the 35-44 age category (29%), being overrepresented in the sample compared to the local Crewe population (13%). 20% of respondents aged 65 and older (17% Crewe); and 18% of respondents were aged 25-34 and 45-54. The most underrepresented age band was aged 16-24 which accounted for 1% of responses but accounts for 11% of the local population.
- 3% of respondents were people of colour, and 97% were White (92% Crewe)
- 19% of respondents said they identified as a D/deaf or disabled or had a long term health condition. This compares to 24% of people in Crewe.
- Most people attended the events with others (83%), with friends/family accounting for the largest proportion of 'others' (95%).
- Mixed groups (attending with other adults and children) accounted for over a third of respondents (36%); with 16% attending with children only. Adult-only groups made up 29% of attendees and single adults 19% overall.

### Audience Spectrum Profile

Audience Spectrum can be used as an indicator for how likely the population is to engage with arts, heritage, and culture. By understanding who engaged in the events, you can better understand who didn't engage and what you may be able to do in the future.

The top 3 Audience Spectrum profiles of overall respondents were Trips & Treats (20%); Frontline Families (20%) and Home & Heritage (18%), together these accounted for 58% of all respondents.

### Mosaic

Mosaic is a consumer segmentation model devised by Experian, it can be used to understand more about the behaviours of the population based on their income and spending habits.

The top 3 mosaic profiles of overall respondents were Senior Security (15%); Aspiring Homemakers (14%) and Family Basics (13%).

### Location

Almost all respondents lived in the UK (98%) with Cheshire East being the most represented local authority, accounting for 71% of respondents. 3% were from Cheshire West and Chester and 2% from Staffordshire Moorlands, Newcastle-under-Lyme, Stoke-on-Trent (6% overall North Staffordshire). 2% of respondents were from each of Nuneaton and Bedworth, Wigan and Bolton. Small numbers of respondents were from as far afield as Edinburgh, Glasgow, Conwy and Dorset.

### Motivations

60% of respondents indicated their motivation was to 'Spend time with friends/family'; 44% 'To entertain my children' and 31% 'To enjoy the atmosphere'.

### Communications

The majority of respondents indicated that they'd heard about the event, exhibition or activity before via Facebook (42%) with 39% saying they'd heard about it via 'Word of Mouth'. These were the main sources of communications, although others indicated that they'd heard about it from a range of other sources including: leaflet (13%); website (7%); social media (6%) and specifically twitter (2%).

### Perception

Respondents were asked about their perceptions of Crewe before and after their attendance at the event, exhibition and activity. Overall, prior to attending, 40%

indicated that they had a somewhat to very positive opinion of Crewe. 37% indicated a neutral opinion and 23% a somewhat to very negative opinion.

Following their engagement overall, 53% of respondents indicated that they had a somewhat (33%) to very positive (20%) opinion of Crewe. 30% indicated a neutral opinion and 17% a somewhat to very negative opinion. Overall, there was a movement from neutral/negative to positive perception of 13%.

### **Net Promoter Score**

Net Promoter Score (NPS) is an index ranging from -100 to 100 that measures the willingness of audiences to recommend an event to others. It is used as a proxy for gauging the audience's overall satisfaction and loyalty to the event.

The NPS score overall was 67 which is considered very good.

### **Visiting Crewe**

22% of respondents had used food and drink facilities in the town during their visit. 20% saw or attended another event in relation to the event they had attended, with 11% having seen a related exhibition. 17% had used community facilities including the library, lifestyle centre and heritage centre and 11% had used the shopping facilities. 26% had done something else like a visit to Queen's Park or attended a beer festival.

Most respondents visited the town centre weekly (29%), with 21% monthly and 21% annually. 11% visited the town centre daily.

Over half (54%) of respondents had taken part in another event in Crewe Town Centre before in the previous months. 32% of respondents indicated that it was their first visit. Others had visited before but not recently.

### **Impacts**

Impacts are reported in the main body of the report due to being individual for each exhibition, event and activity.

### **Comments & Feedback**

The following comments are summarised from individual events and presented in this way as they relate specifically to each event. Key comments have been identified to indicate a range of sentiments about the events programme. A full list of literals can be located in Appendix 1 and word clouds in individual event analysis.

### **Forging History**

*a very enjoyable and educational experience.*

*daughter loves the little train, but we need more like this in the town.*

*hearing stories and experiences first-hand is invaluable. I'm in awe of the careers of some that we've spoken to. It's so important to keep those memories alive.*

*It exceeded expectations particularly good for grandad of the group. brought back memories of working on the new high-speed trains in the 70s.*

*love all the interactive activities for the kids.*

*loved the steam train and miniature railway, need a park and ride to go to the retail park.*

*Please can you do these events every year very good for the community.*

*If I could recommend improvements, I would opt for guided tours explaining the history and more locomotive visits. Also, child centric activities videos of history animation or stories.*

*Needs some info and someone to talk to us.*

*The exhibition was mediocre and barely scratched the surface of Crewe's railway history.*

### **Operation Summer**

*good to attract lots of visitors, it's very good. great*

*entertainment for the family*

*Great the have stuff on for the children.*

*keeps them entertained happily something different to do.*

*Needs more advertising not just FB Like in Nantwich mums or Crewe hub. Needs more advertising.*

*Pleased for the kids sad for Crewe town centre though. These events are important for the area.*

### **Heritage Open Days**

*It's fantastic to see such an investment to Crewe. some*

*availability not great - the signal box etc.*

*Theres a lot here I didn't know about. Well*

*organised and friendly people,*

*Well planned and organised for exhibitors - very thorough support and back up from CTC.*



## Individual Event findings

### Operation Summer

- 77% of respondents identified as Female and 23% as Male, which may be indicative of the gendered caring roles during school holidays.
- Overall, most respondents were in the 35-44 age category (42%), being overrepresented compared to the local Crewe population (13%). 24% of respondents aged 25-34 and 16% of respondents were aged 55-64.
- 10% of respondents said they identified as a D/deaf or disabled or had a long-term health condition. This compares to 24% of people in Crewe.
- All Operation Summer respondents attended the events with other people (100%), attending with friends/family.
- Mixed groups (attending with other adults and children) accounted for almost two thirds of respondents (60%); with 30% attending with children only. Adult only groups made up 10% of attendees.

### Forging History

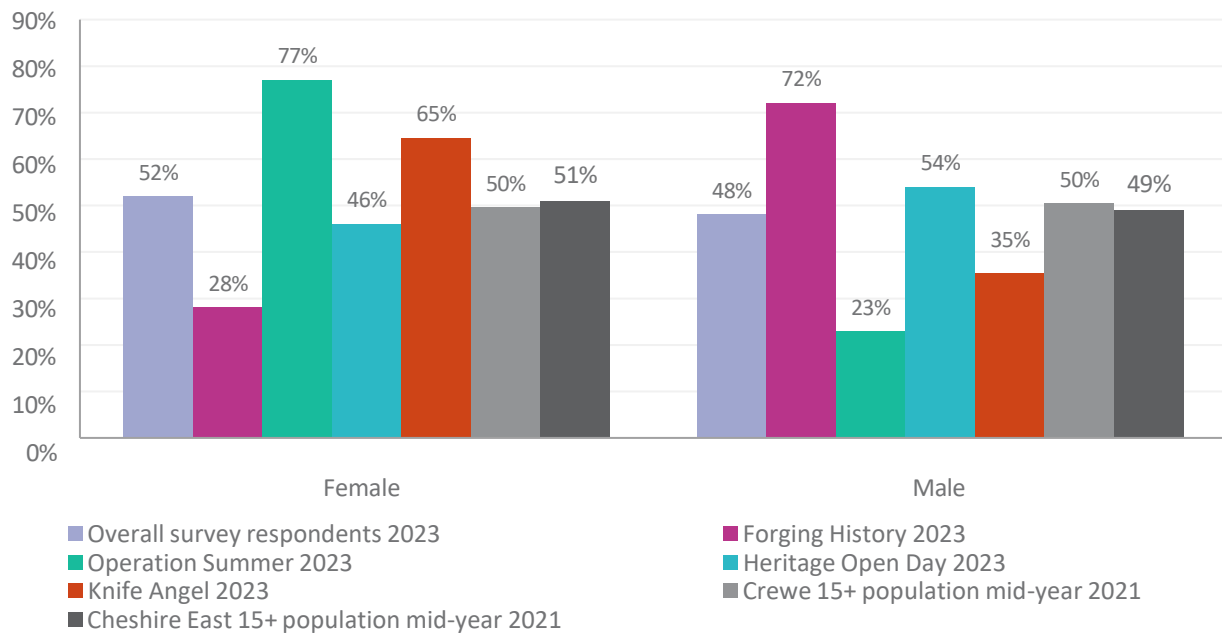
- 72% of survey respondents identified as Male and 28% as Female, with males being overrepresented as part of exhibition visitors.
- Overall, most respondents were in the 45-54 age category (30%), being overrepresented compared to the local Crewe population (14%). The other significant age band was those aged over 65, accounting for 26% of respondents (17% Crewe). 15% of respondents were aged 35-44 and 55-64. The most underrepresented age band was respondents aged 16-24 which accounted for 2% of responses.
- All respondents of Forging History survey were White (92% Crewe).
- 25% of respondents said they identified as a D/deaf or disabled or had a long-term health condition. This is in line with the local population (24%).
- 76% attended the events with other people, with friends/family accounting for the largest proportion (97%).
- There was a mixture of group types with 47% attending with other adults, and 18% attending with other adults and children. Only 5% attended with children only. Single adult visitors accounted for almost a third of visitors (29%).

## Heritage Open Days

- 46% of survey respondents identified as Female and 54% Male.
- 4% of respondents were people of colour, and 96% were White (92% Crewe), alongside Knife Angel, Heritage Open Days (HOD) attracted the most diverse visitor profile.
- 27% of respondents identified as a D/deaf or disabled or had a long-term health condition, compared to 24% of people in Crewe. Again, this is the most diverse profile of all the events programmed.
- Most people attended the events with other people (60%), with friends/family accounting for the largest proportion (71%). HODs also attracted those in an organised group which accounted for 14% overall.
- Heritage Open Days alongside Forging History were most likely to attract single adults (42%), and 17% on mixed groups (attending with other adults and children).
- For Heritage Open Days specifically, several respondents were part of the exhibiting organisations these included: CAMRA; CEBC - Crewe Library; Churches; COOP; Crewe historical soc; Crewe Town Road; Friends of Queens Park and NRAG.

## Demographics Gender

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



Base: 118/46/48/24/79/56,246/398,765

Margin of error: 9%/13%/12%/20%/11%/0%/0%

## Age

What is your age?



Base: 96/46/50/79/89,065/398,722

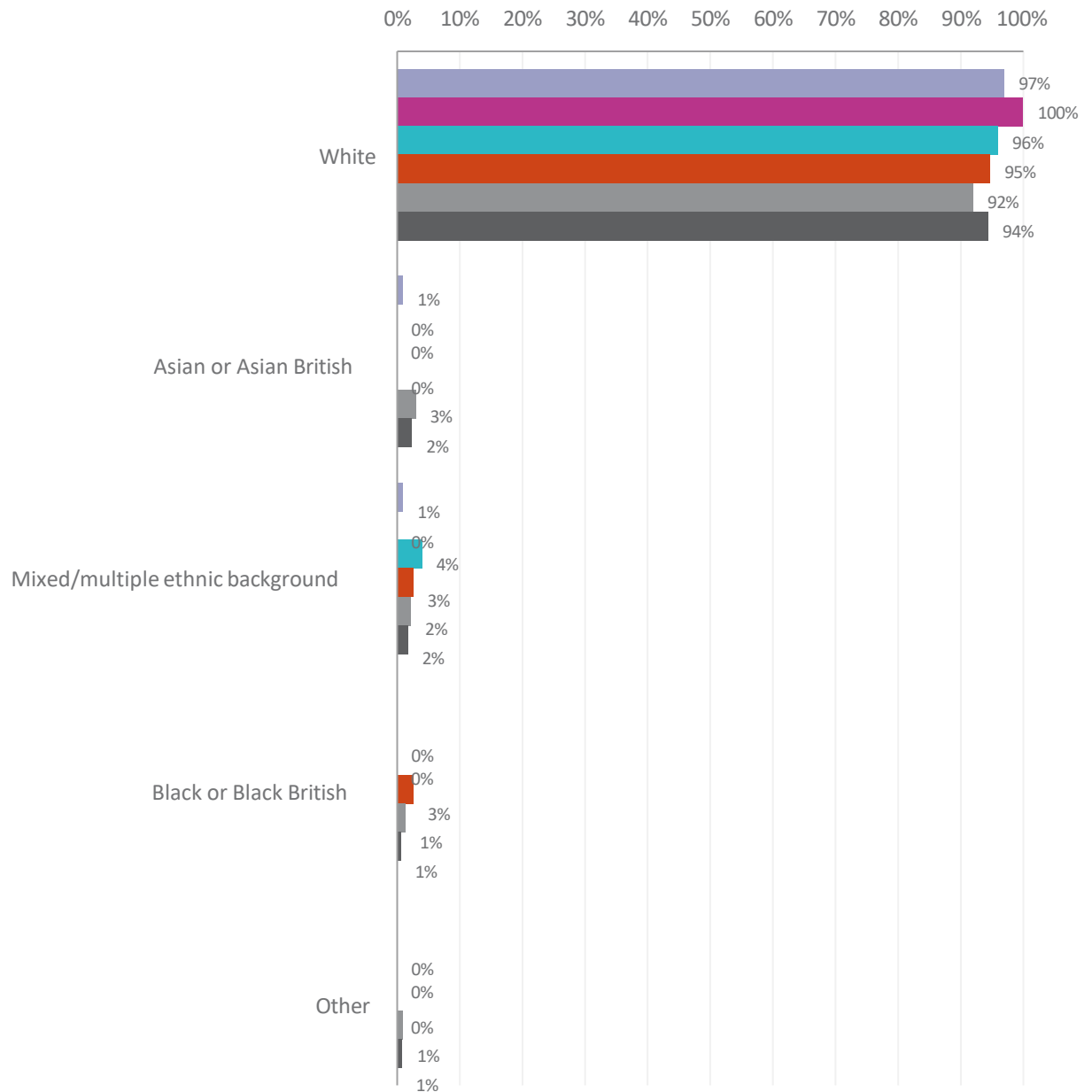
Margin of error: 8%/10%/12%/9%/0%/0%

Note: There were not enough responses from Heritage Open Day to be included here. Also note that for Crewe

*District, these first two age groups are actually Under 15 and 15-19.*

## Ethnicity

What is your ethnic group? - Grouped



■ Overall survey respondents 2023  
■ Heritage Open Day 2023  
■ Crewe 15+ population mid-year 2021

■ Forging History 2023  
■ Knife Angel 2023  
■ Cheshire East 15+ population mid-year 2021

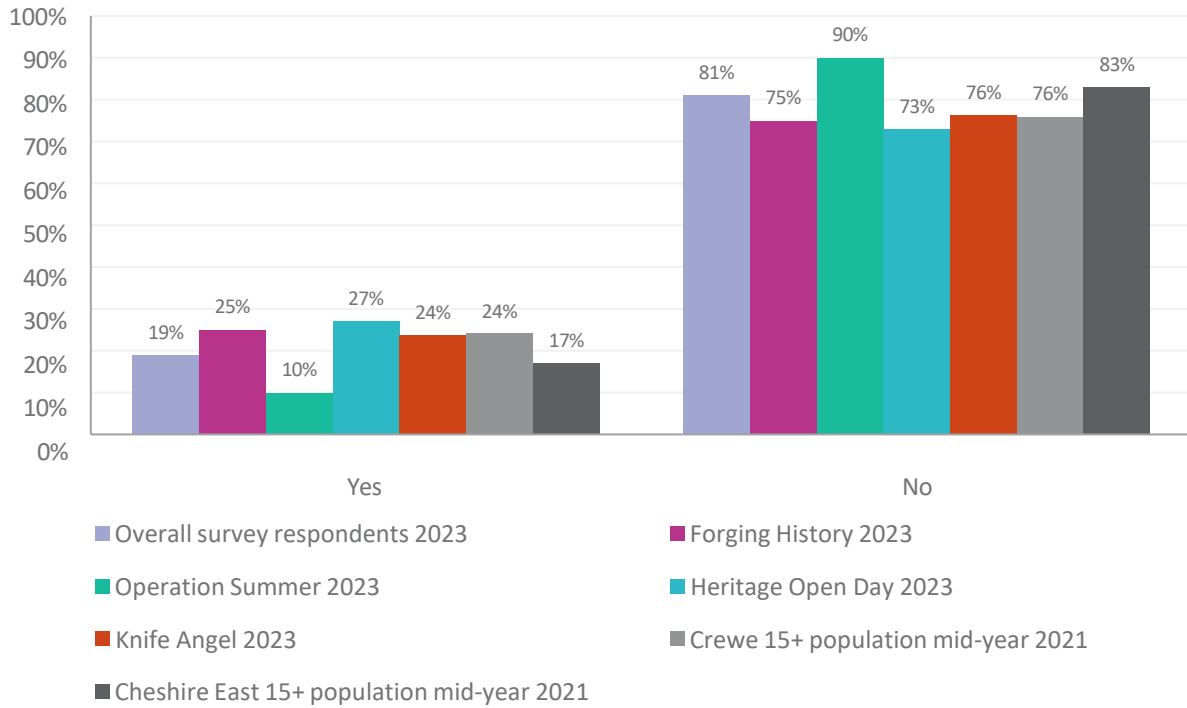
Base: 72/46/24/76/88,990/398,772

Margin of error: 4%/0%/8%/5%/0%/0%

Note: There were not enough responses from Operation Summer to be included here.

## Disability

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

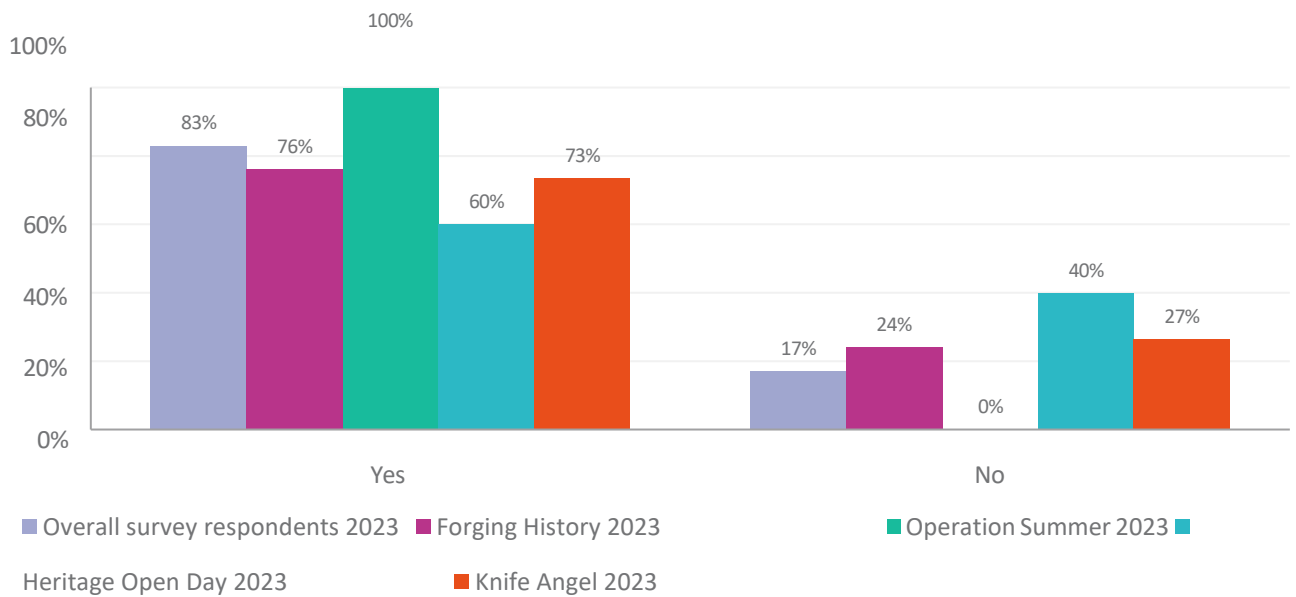


Base: 114/44/48/22/76/88,989/398,772

Margin of error: 7%/13%/8%/19%/10%/0%/0%

## Group Composition - Group Type

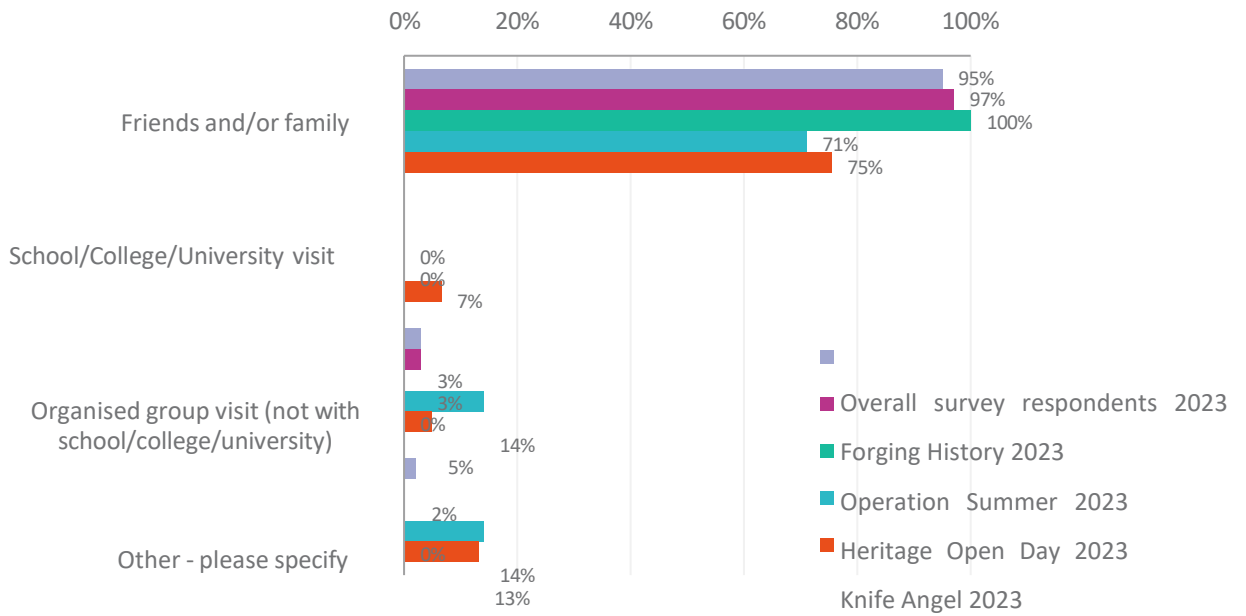
Did you visit with other people?



Base: 121/45/51/25/83

Margin of error: 7%/12%/0%/19%/9%

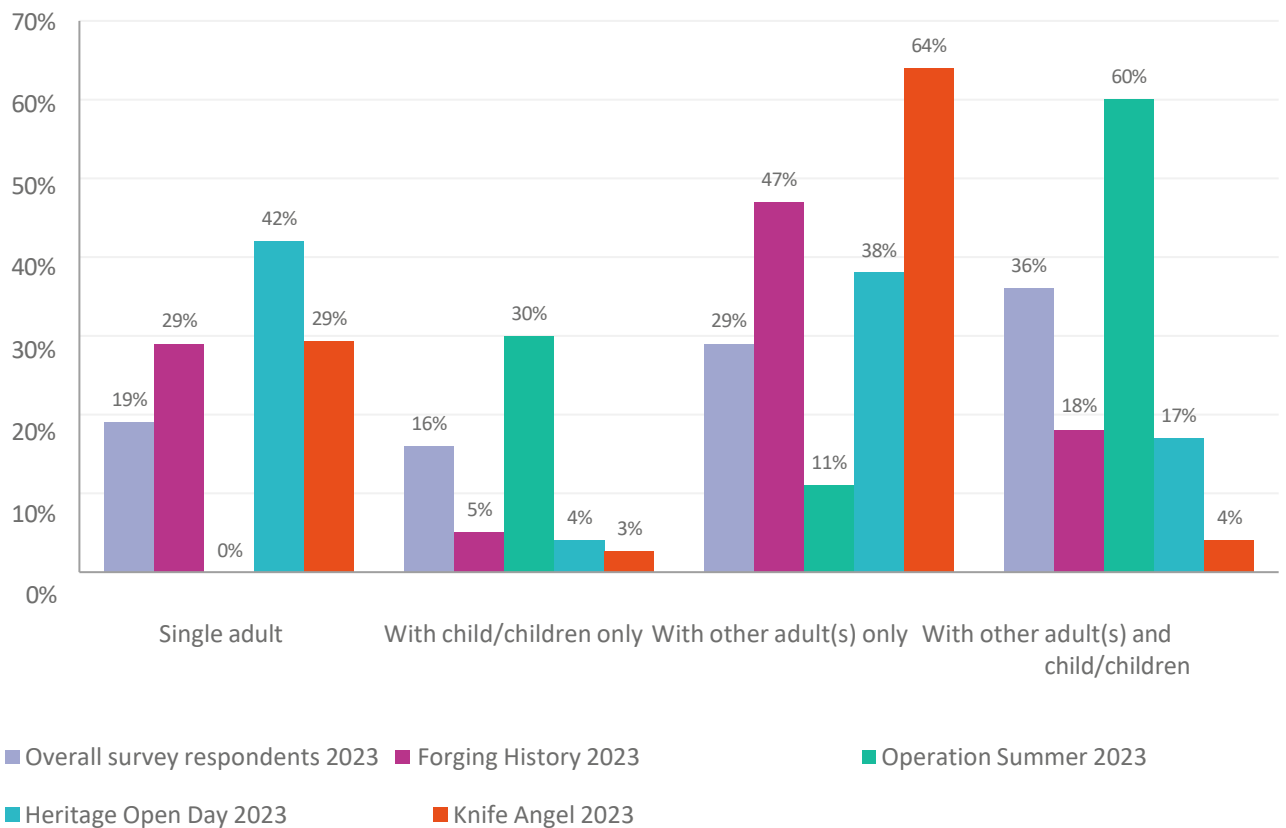
*Who did you attend with?*



Base: 95/32/49/14/61

Margin of error: 4%/6%/0%/24%/11%

How many adults/children did you visit with?



Base: 109/38/47/24/75



*Margin of error: 9%/16%/14%/20%/11%*

### Visitor Frequency

#### Operation Summer

- Overall, 37% of respondents attended Operation Summer events weekly and 4% monthly. A third (31%) of visitors attended or planned to attend only one Operation Summer activity.
- The most popular location was Queen’s Park (98%), with other venues having a similar level of popularity.

#### Forging History

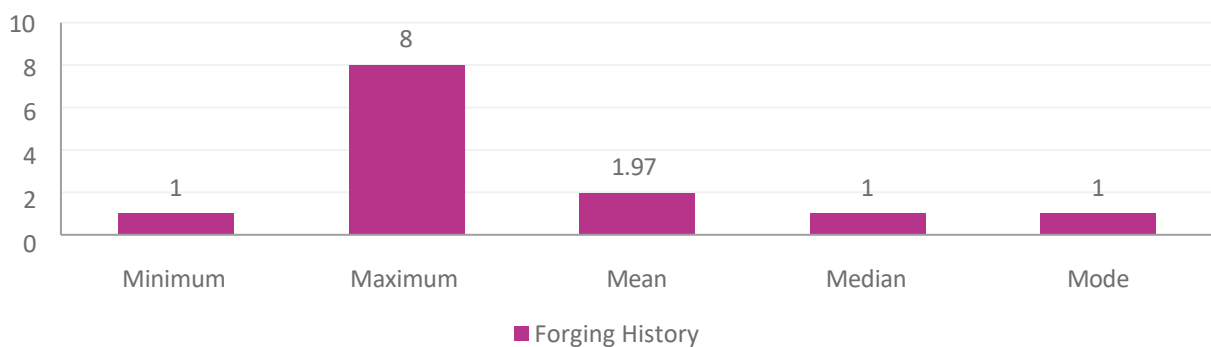
- Visitors on average attended twice during the exhibition period (1.97 times), with the maximum number of visits by a respondent given as 8 times.

#### Heritage open Day

- The majority of people attending Heritage Open Days were attending at visitors (56%). 36% were attending as a local group, club or society.
- For 60% of visitors this was their first visit to a Heritage Open Day in Crewe. 40% had attended before.
- The majority of visitors had visited Crewe Heritage Centre in the previous 12 months (48%). This indicates that there is a large cross over of regular attenders who had also attended Heritage Open Days.
- Most visitors who had previously attended Crewe Heritage Centre had visited on average twice in the previous 12 months. The maximum number of visits was 4.

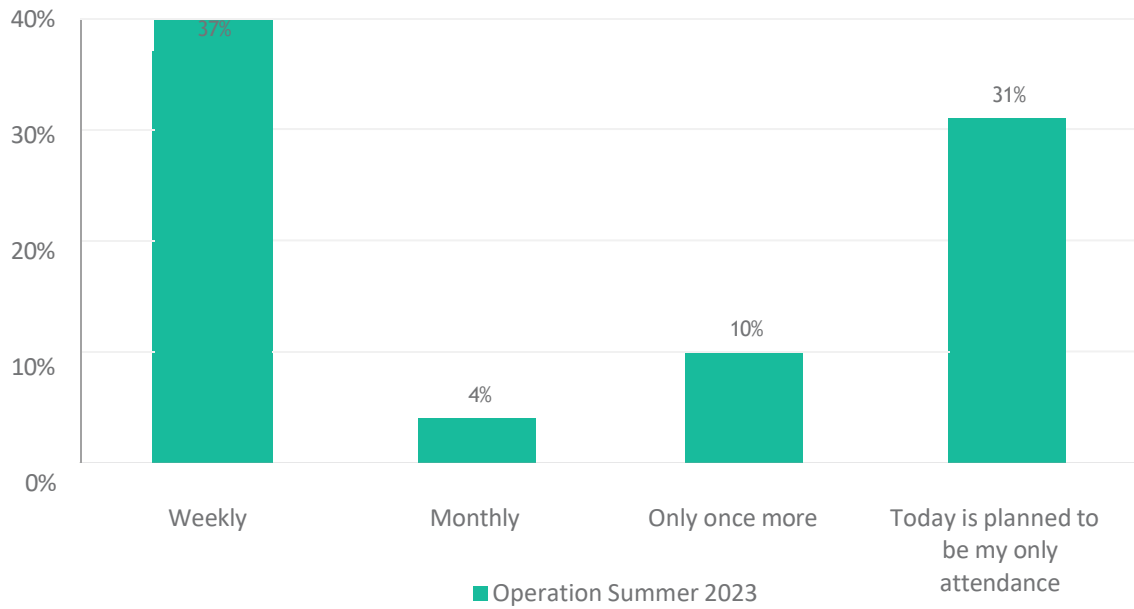
### Forging History

How many times did you visit or do you plan to visit Forging History between July and September 2023?



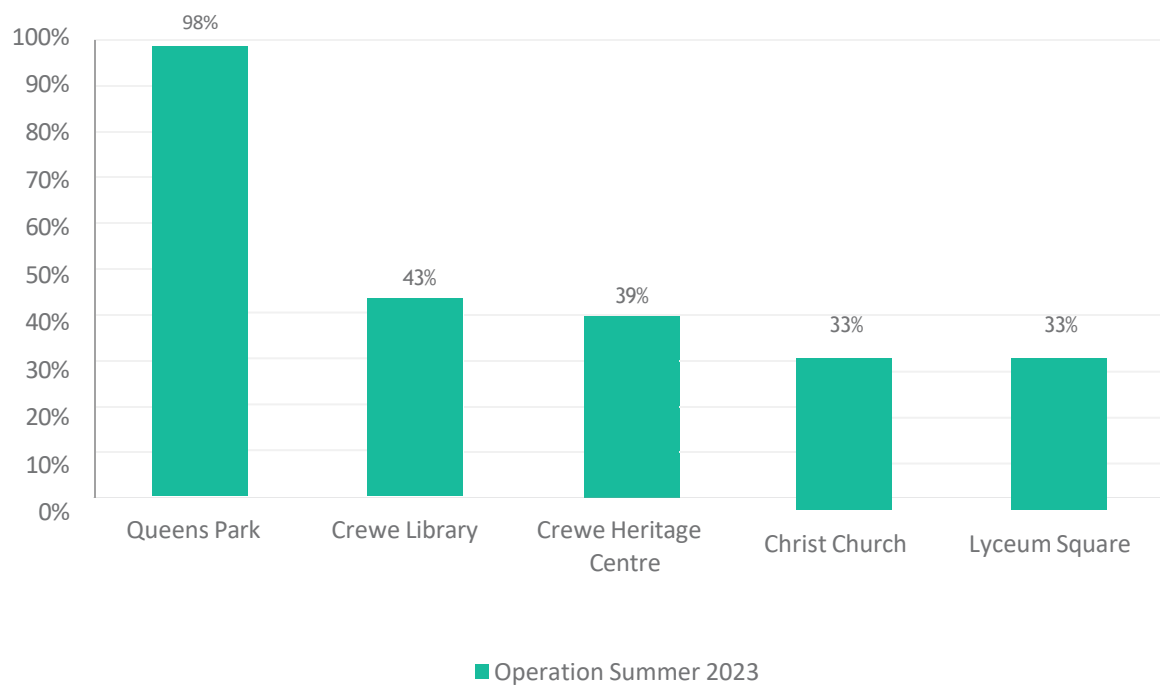
Operation Summer

How frequently did you/do you intend to attend Operation Summer activities between July and August 2023?



Base: 49

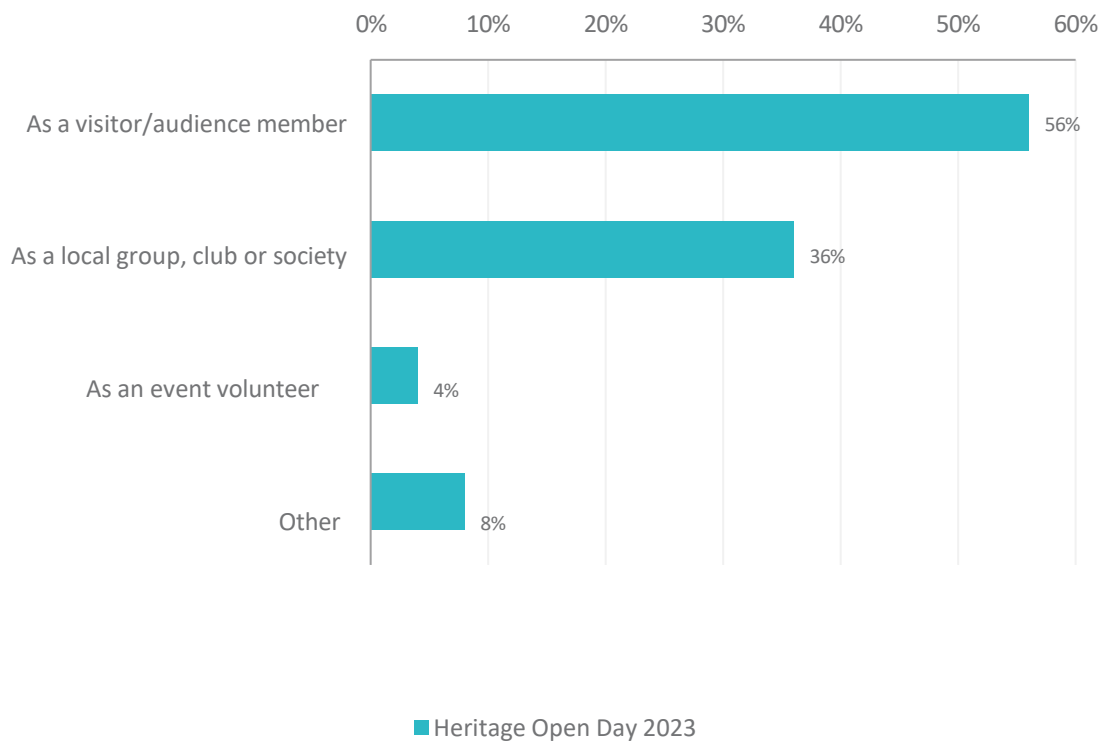
Which of the following locations have you or do you plan on attending Operation Summer activities?



Base: 51

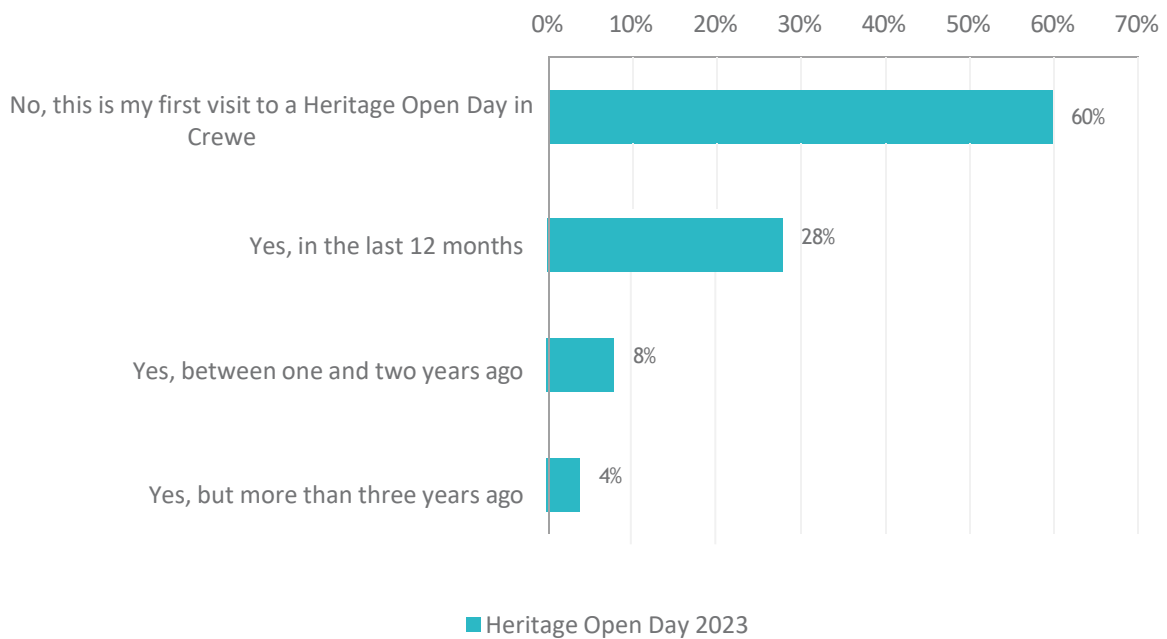
Heritage Open Day

Are you here today in any of the following capacities? (Tick all that apply)



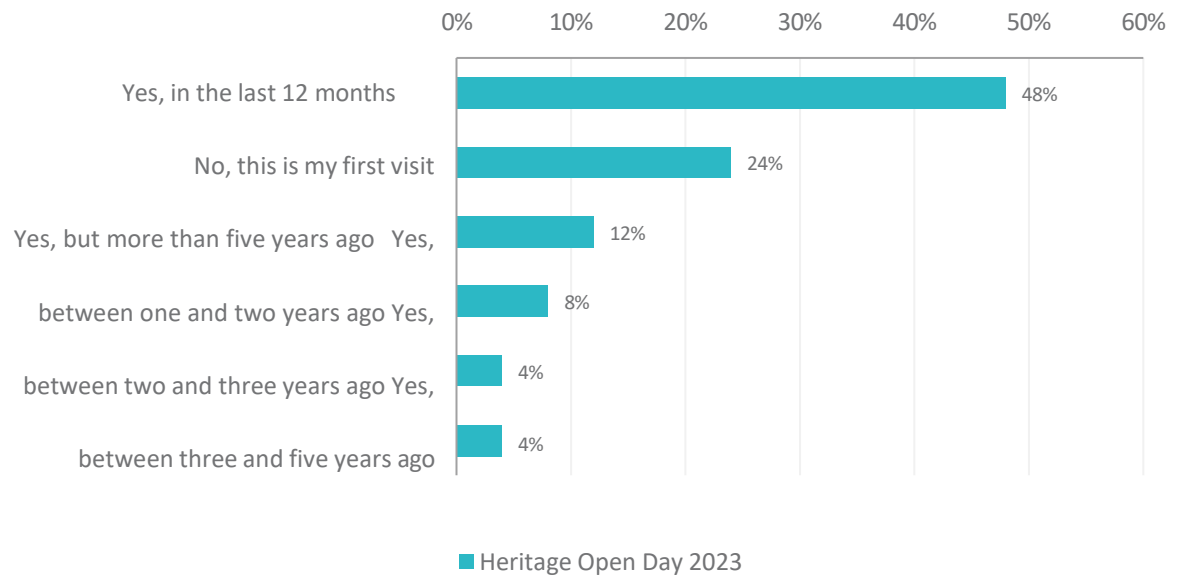
Base: 25

Have you attended a [activity] event in Crewe before? (Tick one only)



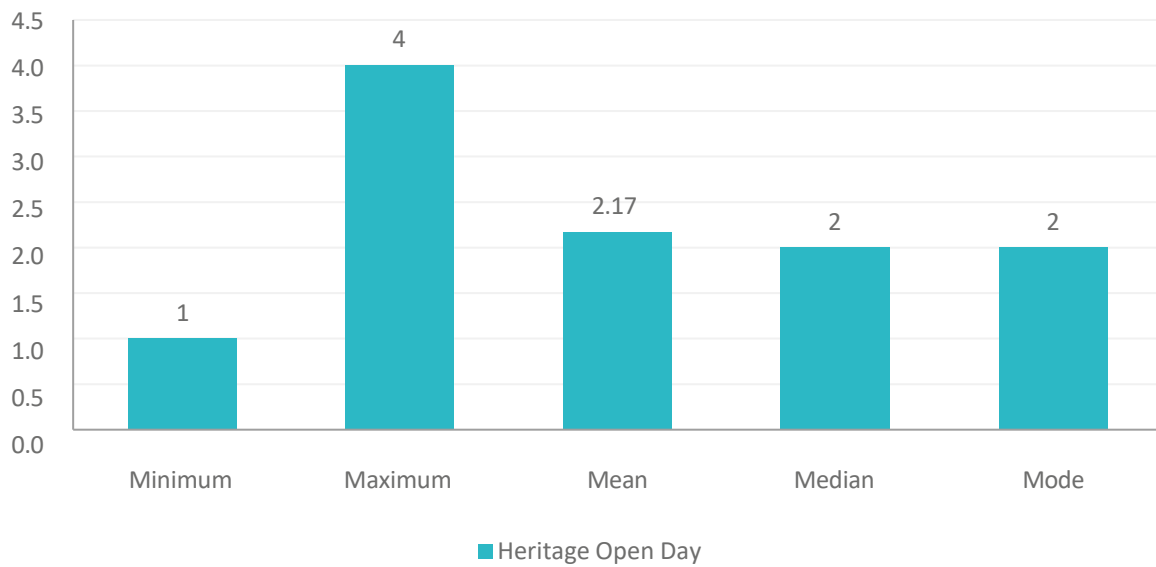
Base: 25

Have you visited Crewe Heritage Centre before today?



Base: 25

(If yes in the last 12 months) Including today, how many times have you visited Crewe Heritage Centre in the last 12 months?



Base: 12

## Audience Spectrum Profile

Audience Spectrum can be used as an indicator for how likely the population is to engage with arts, heritage, and culture. By understanding who engaged in the events, you can better understand who didn't engage and what you may be able to do in the future.

The top 3 Audience Spectrum profiles of overall respondents were Trips & Treats (20%); Frontline Families (20%) and Home & Heritage (18%), together these accounted for 58% of all respondents.

- **Trips & Treats:** Suburban households, often with children, whose cultural activities usually are part of a day out or treat (*Medium engagement*)
- **Frontline Families:** Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (*Lower engagement*)
- **Home & Heritage:** Conservative and mature households who have a love of the traditional (*Medium engagement*)

The most overrepresented audience spectrum segments were Commuterland Culturebuffs (11% overall, cf. 8% Crewe) and Home & Heritage (18% overall cf. 13% Crewe). The most underrepresented segments compared to the Crewe population were Up Our Street (8% overall, cf. 10% Crewe); Frontline Families (20% overall, cf. 27% Crewe) and Kaleidoscope Creativity (2% overall, cf. 2% Crewe).

## Mosaic

Mosaic is a consumer segmentation model devised by Experian, it can be used to understand more about the behaviours of the population based on their income and spending habits.

The top 3 mosaic profiles of overall respondents were Senior Security (15%); Aspiring Homemakers (14%) and Family Basics (13%).

- **Senior Security:** Elderly people with assets who are enjoying a comfortable retirement.
- **Aspiring Homemakers:** Younger households settling down in housing priced within their means.
- **Family Basics:** *Families with limited resources who have to budget to make ends meet.*

The most overrepresented groups were Country Living (5% overall cf. 2% Crewe); Senior Security (15% overall cf. 8% Crewe) and Suburban Stability (10% overall, cf. 8% Crewe).

The most underrepresented groups were Modest Traditions (4% overall, cf. 6% Crewe) and Transient Renters (10% overall, cf. 15% Crewe).

### **Operation Summer**

The top 3 Audience Spectrum profiles of overall respondents were Trips & Treats (26%); Frontline Families (29%) and Commuterland Culturebuffs (17%), together these accounted for 82% of all respondents.

The top 3 mosaic profiles of overall respondents were Aspiring Homemakers (19%) Transient Renters (12%) and Domestic Success (12%).

### **Forging History**

The top 3 Audience Spectrum profiles of overall respondents were Dormitory Dependables (26%); Frontline Families (17%) and Home & Heritage (14%), together these accounted for 67% of all respondents.

The top 3 mosaic profiles of overall respondents were Suburban Stability (24%); Senior Security (15%) and Family Basics (12%).

### **Heritage Open Days**

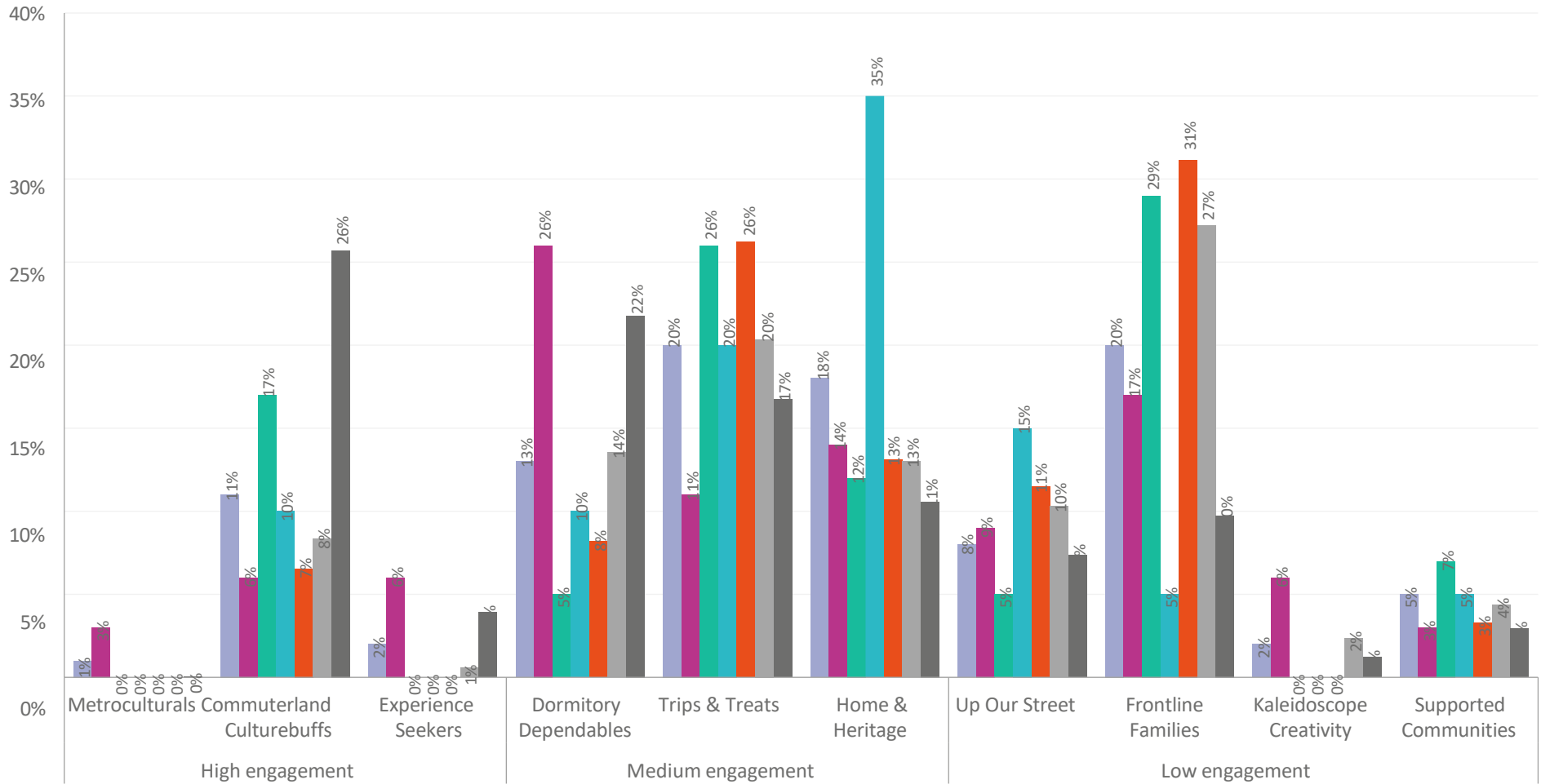
The top 3 Audience Spectrum profiles of overall respondents were Home & Heritage (35%); Trips & Treats (20%) and Up Our Street (15%), together these accounted for 70% of all respondents.

The top 3 mosaic profiles of overall respondents were Senior Security (25%); Aspiring Homemakers (20%) and Prestige Positions (15%).

**Audience Spectrum**

Audience Spectrum segment		Overall survey respondents 2023	Forging History 2023	Operation Summer 2023	Heritage Open Day 2023	Knife Angel 2023	Index (Overall vs Knife Angel 2023)	Crewe 15+ population mid-year 2021	Index (Overall vs Crewe)	Cheshire East 15+ population mid-year 2021	Index (Overall vs Cheshire East)
		%	%	%	%	%		%		%	
High engagement	Metroculturals	1%	3%	0%	0%	0%	9,999	0%	9,999	0%	1,603
	Commuterland Culturebuffs	11%	6%	17%	10%	7%	168	8%	132	26%	43
	Experience Seekers	2%	6%	0%	0%	0%	9,999	1%	345	4%	51
Medium engagement	Dormitory Dependables	13%	26%	5%	10%	8%	159	14%	96	22%	60
	Trips & Treats	20%	11%	26%	20%	26%	76	20%	98	17%	120
	Home & Heritage	18%	14%	12%	35%	13%	137	13%	138	11%	170
Low engagement	Up Our Street	8%	9%	5%	15%	11%	70	10%	78	7%	109
	Frontline Families	20%	17%	29%	5%	31%	64	27%	74	10%	205
	Kaleidoscope Creativity	2%	6%	0%	0%	0%	9,999	2%	85	1%	166
	Supported Communities	5%	3%	7%	5%	3%	153	4%	114	3%	172
<i>Unclassified</i>		-	-					-		-	
<b>Base</b>		<b>97</b>	<b>35</b>	<b>42</b>	<b>20</b>	<b>61</b>		<b>72,473</b>		<b>327,100</b>	

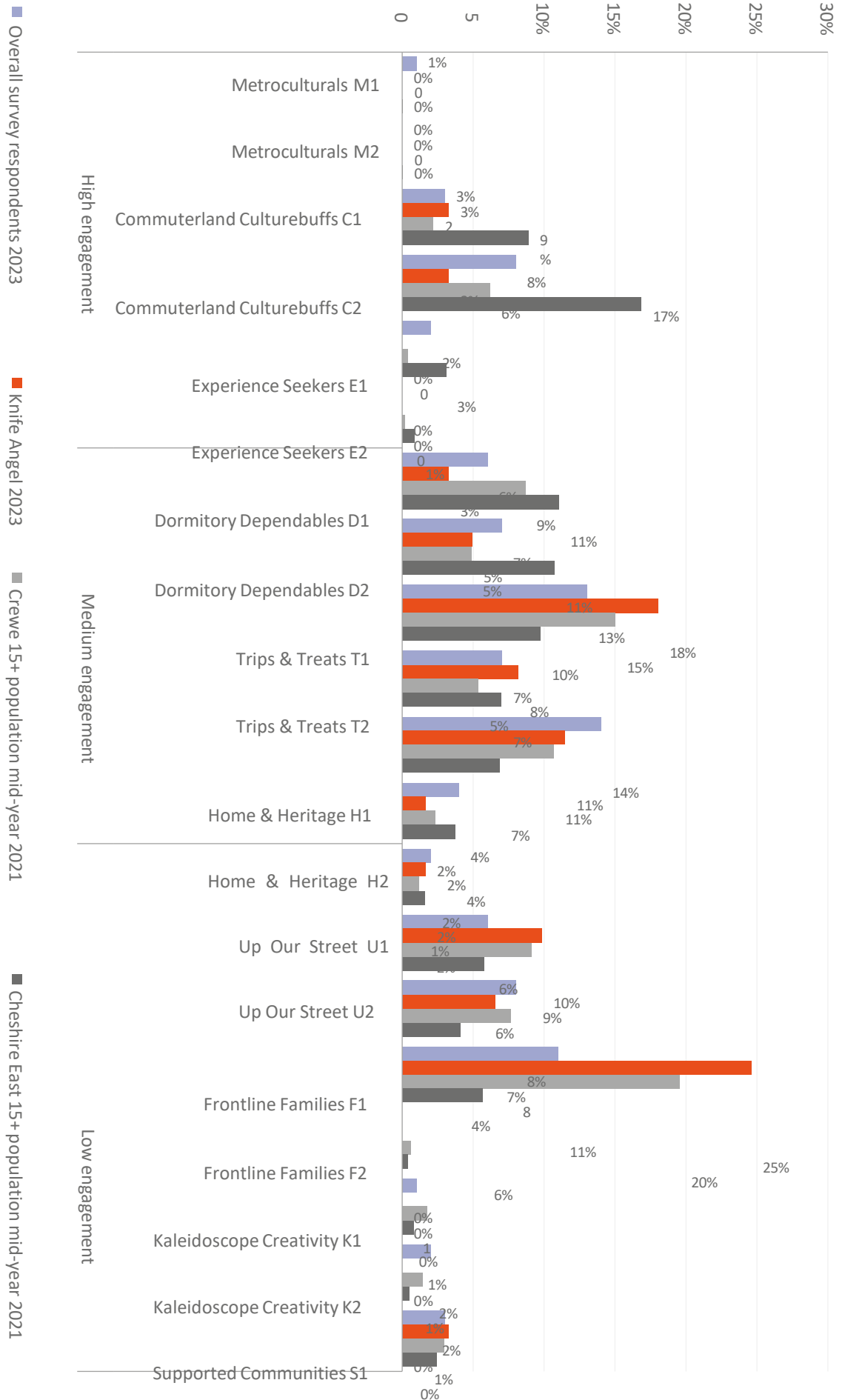




- Overall survey respondents 2023
- Forging History 2023
- Operation Summer 2023
- Heritage Open Day 2023
- Knife Angel 2023
- Crewe 15+ population mid-year 2021
- Cheshire East 15+ population mid-year 2021

**Audience Spectrum subsegment**

Audience Spectrum subsegment		Overall survey respondents 2023	Forging History 2023	Operation Summer 2023	Heritage Open Day 2023	Knife Angel 2023	Index (Overall vs Knife Angel 2023)	Crewe 15+ population mid-year 2021	Index (Overall vs Crewe)	Cheshire East 15+ population mid-year 2021	Index (Overall vs Cheshire East)
		%	%	%	%	%		%		%	
High engagement	Metroculturals M1	1%	0%	0%	0%	0%	9,999	0%	9,999	0%	3,989
	Metroculturals M2	0%	0%	0%	0%	0%	100	0%	100	0%	0
	Commuterland Culturebuffs C1	3%	7%	0%	3%	3%	92	2%	139	9%	34
	Commuterland Culturebuffs C2	8%	10%	10%	3%	3%	244	6%	129	17%	48
	Experience Seekers E1	2%	0%	0%	0%	0%	9,999	0%	496	3%	65
	Experience Seekers E2	0%	0%	0%	0%	0%	100	0%	0	1%	0
Medium engagement	Dormitory Dependables D1	6%	5%	5%	3%	3%	183	9%	69	11%	54
	Dormitory Dependables D2	7%	0%	5%	5%	5%	142	5%	144	11%	65
	Trips & Treats T1	13%	19%	15%	18%	18%	72	15%	87	10%	133
	Trips & Treats T2	7%	7%	5%	8%	8%	85	5%	131	7%	100
	Home & Heritage H1	14%	7%	30%	11%	11%	122	11%	131	7%	204
	Home & Heritage H2	4%	5%	5%	2%	2%	244	2%	171	4%	107
Low engagement	Up Our Street U1	2%	0%	5%	2%	2%	122	1%	167	2%	125
	Up Our Street U2	6%	5%	10%	10%	10%	61	9%	66	6%	104
	Frontline Families F1	8%	10%	5%	7%	7%	122	8%	105	4%	196
	Frontline Families F2	11%	19%	0%	25%	25%	45	20%	56	6%	194
	Kaleidoscope Creativity K1	0%	0%	0%	0%	0%	100	1%	0	0%	0
	Kaleidoscope Creativity K2	1%	0%	0%	0%	0%	9,999	2%	57	1%	121
	Supported Communities S1	2%	2%	5%	0%	0%	9,999	1%	140	0%	414
	Supported Communities S2	3%	5%	0%	3%	3%	92	3%	102	2%	123
<i>Unclassified</i>		-	-					-		-	
<b>Base</b>		<b>97</b>	<b>35</b>	<b>42</b>	<b>20</b>	<b>61</b>		<b>72,473</b>		<b>327,100</b>	



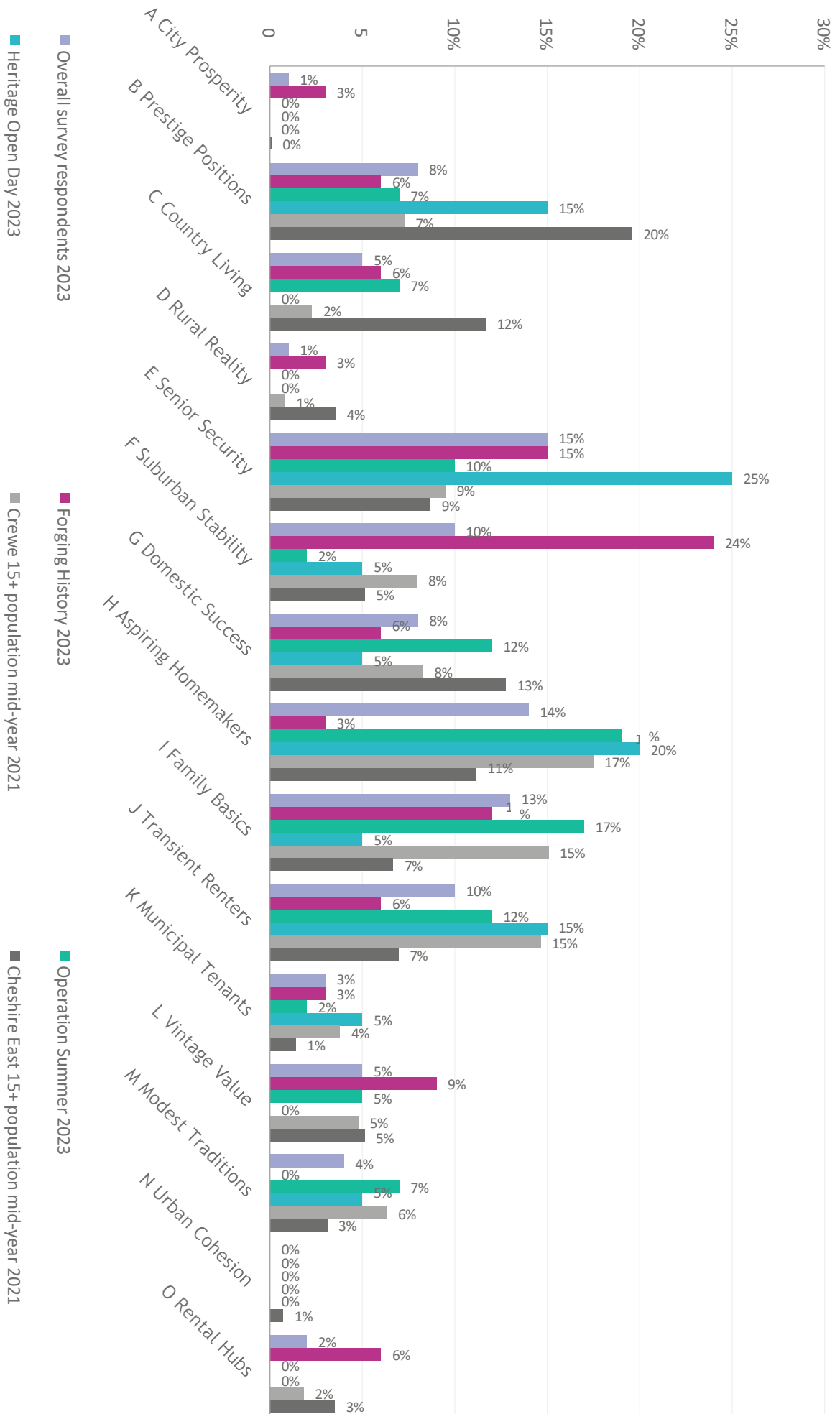
25

Supported Communities S2

3%  
3  
2%

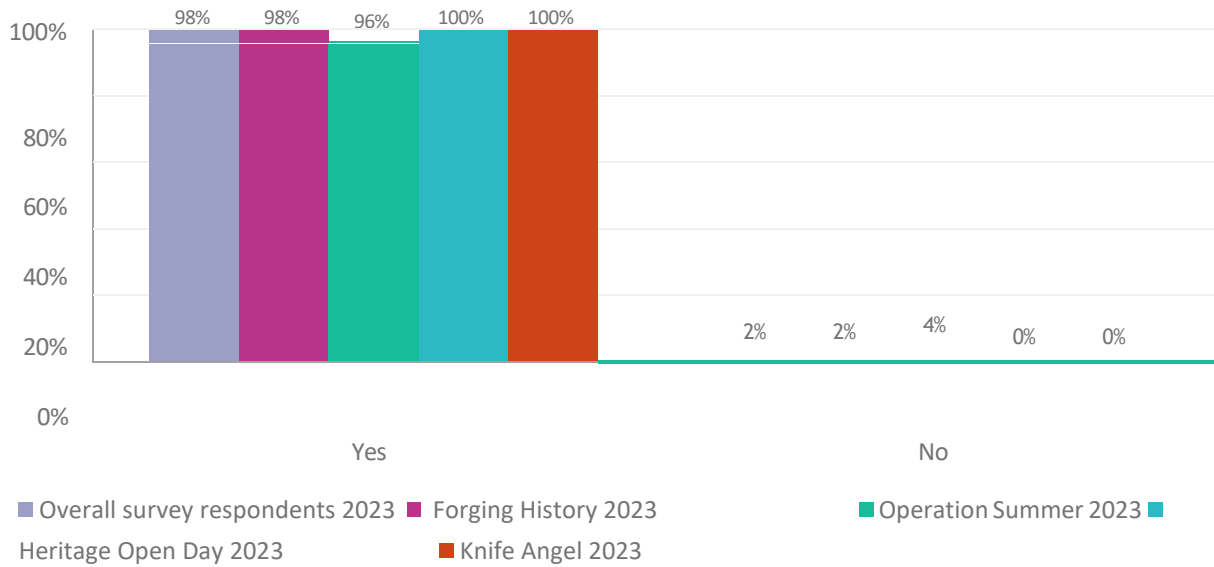
Mosaic Profile

Mosaic Group	Overall survey respondents 2023	Forging History 2023	Operation Summer 2023	Heritage Open Day 2023	Crewe 15+ population mid-year 2021	Index (Overall vs Crewe)	Cheshire East 15+ population mid-year 2021	Index (Overall vs Cheshire East)
	%	%	%	%	%		%	
A City Prosperity	1%	3%	0%	0%	0%	9,999	0%	1,276
B Prestige Positions	8%	6%	7%	15%	7%	110	20%	41
C Country Living	5%	6%	7%	0%	2%	220	12%	43
D Rural Reality	1%	3%	0%	0%	1%	124	4%	28
E Senior Security	15%	15%	10%	25%	9%	158	9%	173
F Suburban Stability	10%	24%	2%	5%	8%	126	5%	195
G Domestic Success	8%	6%	12%	5%	8%	97	13%	63
H Aspiring Homemakers	14%	3%	19%	20%	17%	80	11%	126
I Family Basics	13%	12%	17%	5%	15%	86	7%	195
J Transient Renters	10%	6%	12%	15%	15%	68	7%	144
K Municipal Tenants	3%	3%	2%	5%	4%	79	1%	215
L Vintage Value	5%	9%	5%	0%	5%	104	5%	98
M Modest Traditions	4%	0%	7%	5%	6%	63	3%	129
N Urban Cohesion	0%	0%	0%	0%	0%	0	1%	0
O Rental Hubs	2%	6%	0%	0%	2%	110	3%	57
<i>Unclassified</i>	-	-			-		-	
<b>Base</b>	<b>96</b>	<b>34</b>	<b>42</b>	<b>20</b>	<b>72,683</b>		<b>328,058</b>	



## Geography

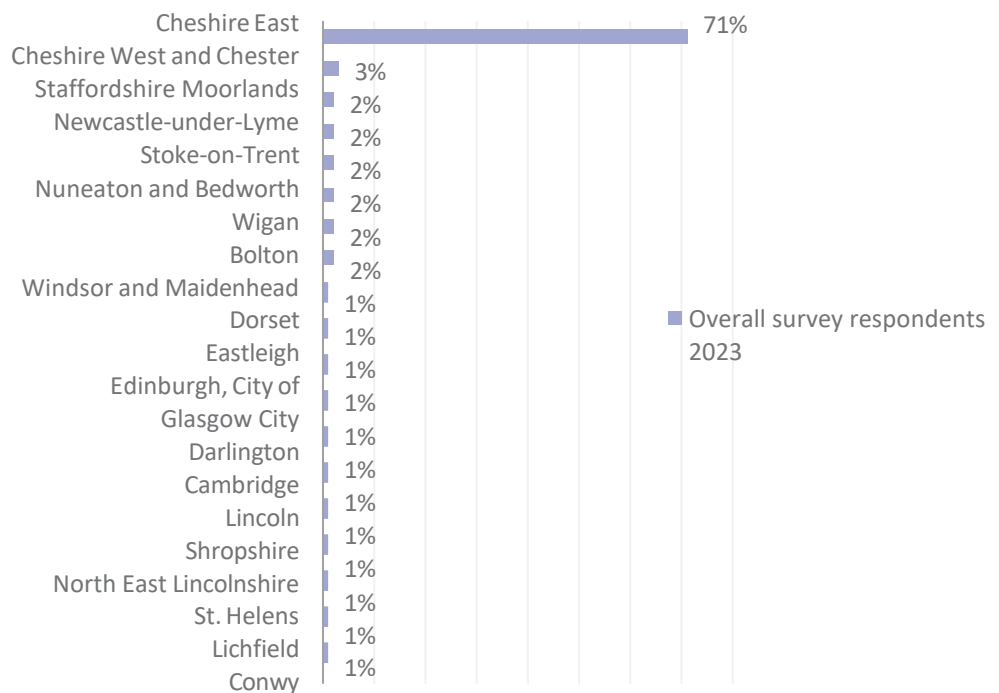
Do you live in the UK?



Base: 122/46/51/25/83

Margin of error: 2%/4%/5%/0%/0%

### Local Authorities – Overall survey respondents 2023



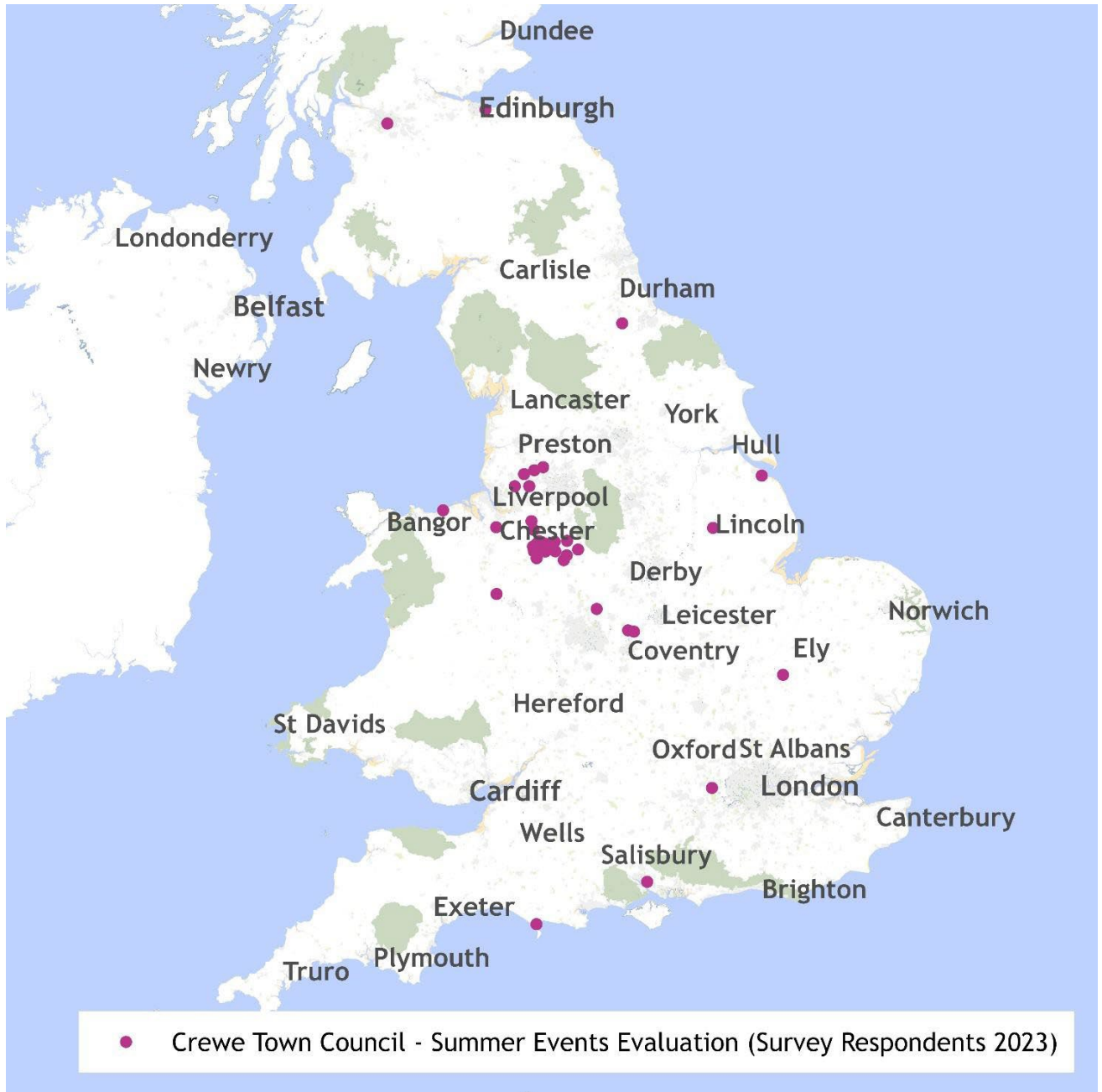
Base: 97



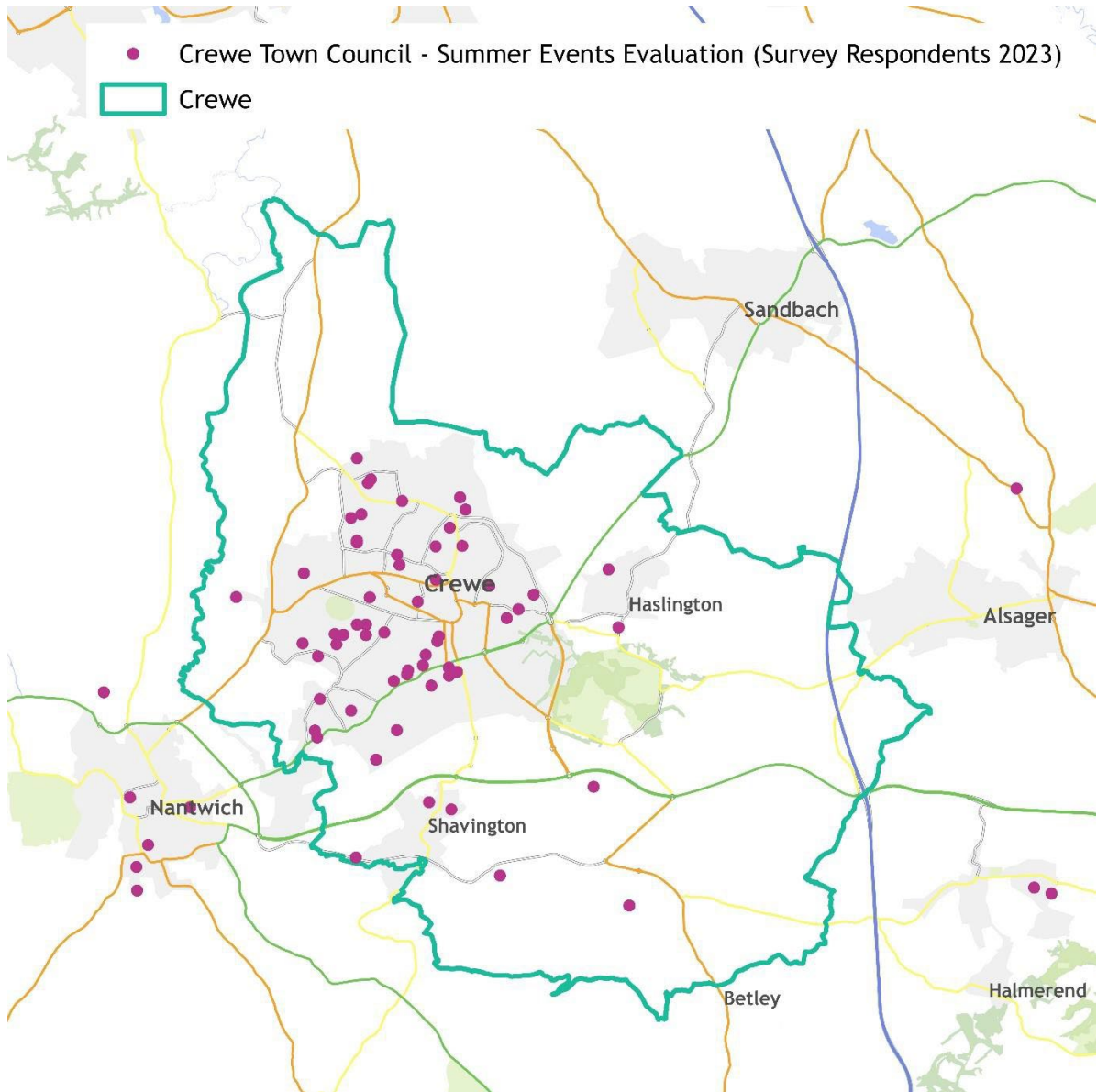


### Map

Pinpoint map – Combined survey respondents 2023 – UK zoom



Pinpoint map – Combined survey respondents 2023 – Crewe zoom



## Motivations & Communications

### Operation Summer

- A significant 82% of Operation Summer attendees indicated their motivation was to 'Spend time with friends/family' and 'To entertain my children'.
- Individual motivations included: *'Feed the wildlife'*, *'For our lads to meet before starting school'*.
- Most respondents indicated that they'd heard about the event, exhibition or activity before via Facebook (42%) with 32% saying they'd heard about it via 'Word of Mouth'.
- A couple of people also mentioned leaflets in school bags: *'In my Childs school bag from school'*.

### Forging History

- 54% of Forging History visitors indicated their motivation was to 'Spend time with friends/family'; and 43% indicated it was 'To learn something'. 33% indicated that it was 'To enjoy the atmosphere' and 30% 'To do something new or out of the ordinary'.
- There were a range of additional motivations noted by respondents, these included an interest in trains and local history and a relationship with Crewe Works or current workers on the railways.
- The main source of information was via 'Word of Mouth' (44%), with Facebook being very popular (40%) and 'Something else about the organisation or event' noted as another core source (27%).
- Respondents noted several other ways they'd heard about the exhibition like the Council website, the Health Centre, and via local radio (Radio Stoke).

### Heritage Open Days

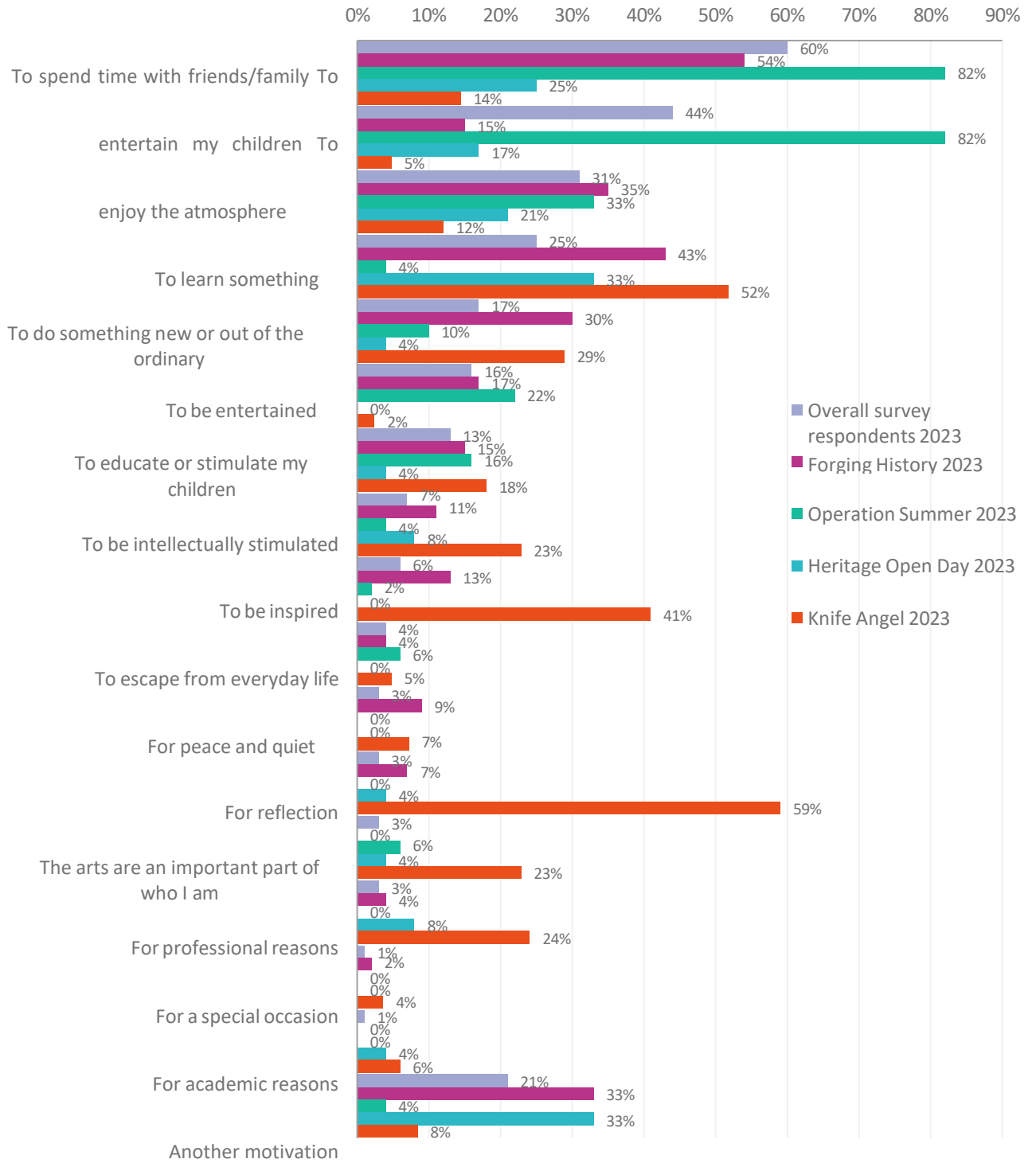
- 33% of Heritage Open Day visitors indicated their motivation was to 'To learn something' and 25% was 'To spend time with friends and family'.

- Some respondents were also exhibitors and therefore their motivations included attending to support their stand and share more about local history.
- The main source of information was via 'Word of Mouth' (44%), with Facebook receiving popularity as well (40%) and leaflet, brochures or other print picked up being noted as another core source (20%).

## Motivations & Communications

### Motivations

Which of the following describe your motivations for visiting [organisation/event] today?

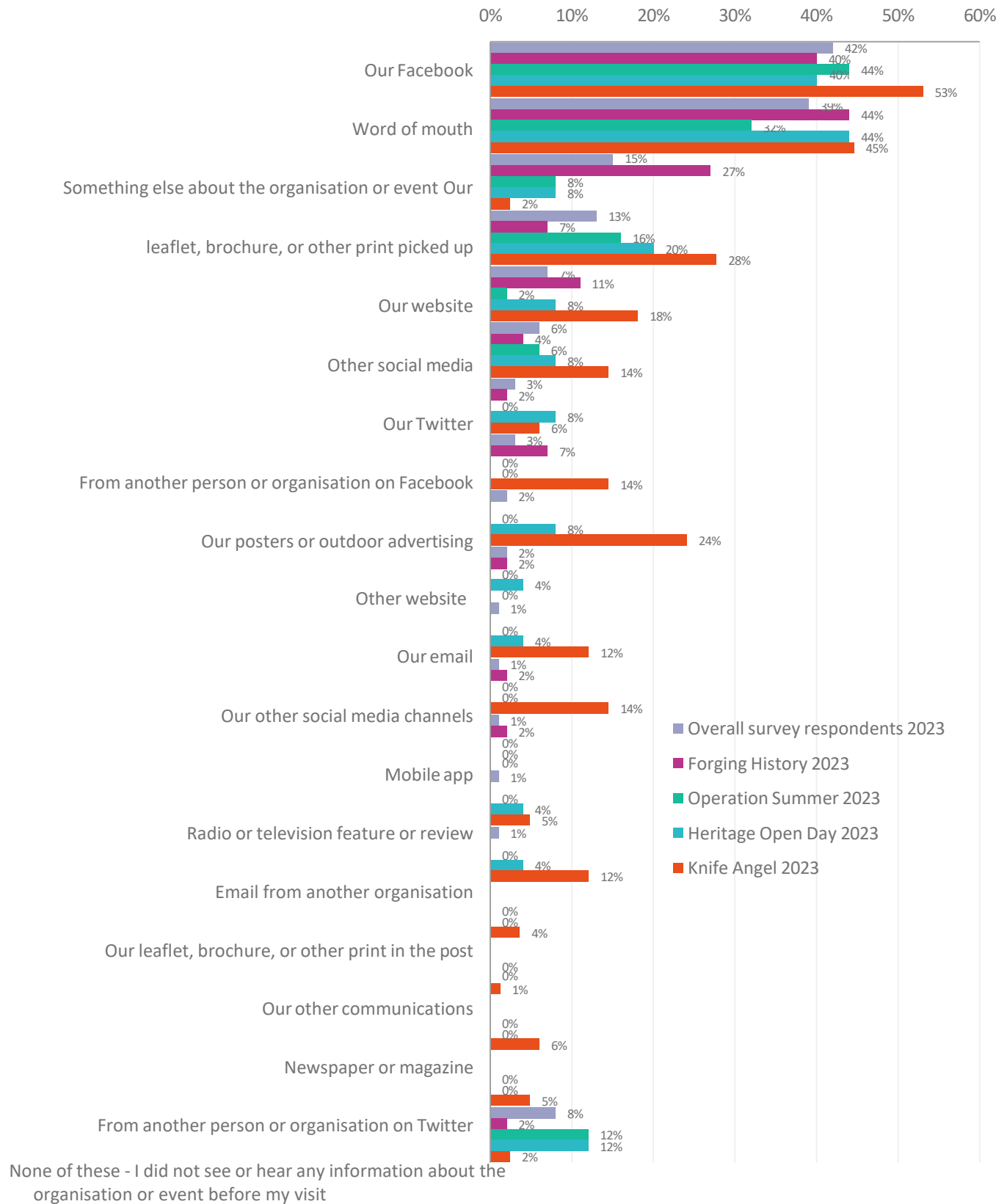


Base: 121/46/51/24/83

*Margin of error: 9%/14%/13%/19%/11%*

Communications

Which of the following had you seen or heard before your visit today?



Base: 120/45/50/25/83

*Margin of error: 9%/15%/14%/19%/11%*



## Visitor Experience

### Operation Summer

- Operation Summer attendees were overall very satisfied with the quality of the events and activities, with 100% rating them as 'Very good' (65%) or 'Good' (35%)
- Regarding getting to and from the event, 96% rated it as being 'Very good' to 'Good'. And 4% as neither good nor poor. The physical access was also considered to be excellent with 100% agreeing (good to very good).
- The locations of the events were rated positively with all respondents rating the events as 'Very good' (78%) or 'Good' (22%).
- In surveys of this type, we tend to discover that 'Finding out about the event' is always an area of improvement and further consideration. For Operation Summer, 60% of respondents considered marketing as 'Very good' and 20% 'Good', however 6% considered it 'Poor' and 4% 'Very Poor'.
- Overall, the whole experience was consider 'Very Good' (76%) and 'Good' (24%) meaning that all respondents rated their engagement positively.

### Forging History

- Visitors to Forging History were also equally pleased with their experience, with 95% rating the quality of the events/activities as 'Very good' (47%) and 'Good' (48%) and 67% considering the quality of the installation good or very good. 33% rated the quality of the exhibition to be poor. We cannot distinguish between the permanent collection display and the temporary exhibition which utilised the same space.
- Regarding getting to and from the event, 93% rated it as being 'Very good' or 'Good', the location (98%) and physical access (100%) were equally positively rated.
- Respondents were broadly happy with 'Finding out about the event' with 87% indicating a 'very good' or 'good' response. 11% rated it as neither good nor poor.
- Overall, the whole experience was positive (96%), with 'Very Good' (57%) and 'Good' (39%) ratings.

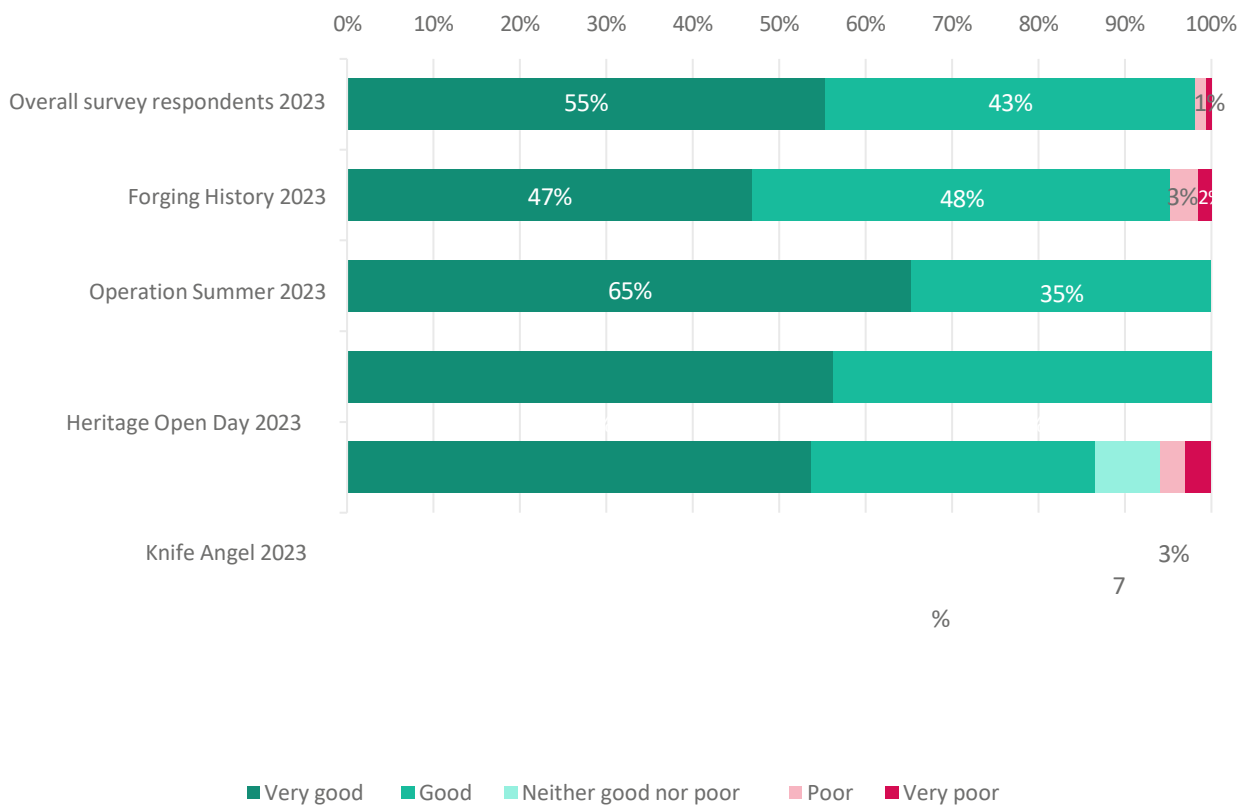
### Heritage Open Days

- All (100%) Heritage Open Day attenders were very pleased with the quality; getting to and from (96%), 93%, the location (100%) and physical access (96%) of the event.
- Against respondents were broadly happy with 'Finding out about the event' with 91% indicating a 'Very good' or 'Good' response. 4% rated it as 'Neither good nor poor' and 4% as 'Poor'.
- Overall, the whole experience was positive (100%), with 'Very Good' (56%) and 'Good' (44%) ratings.

### Visitor Experience Event

#### ratings

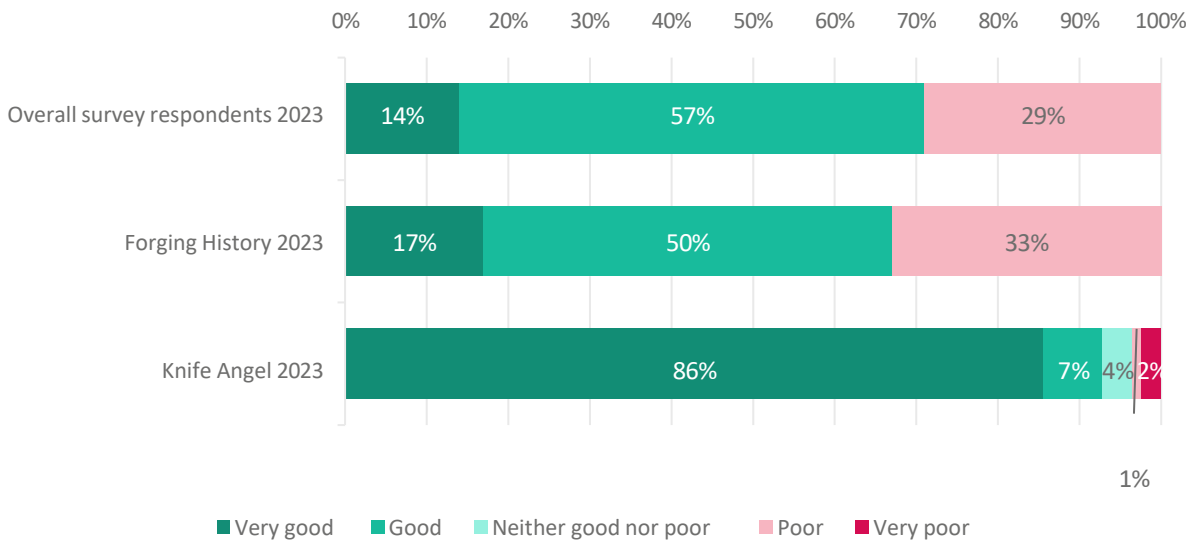
*How would you rate the following? Quality of events and activities*



*Base: 161/64/49/48/67*

*Margin of error: 8%/12%/13%/14%/12%*

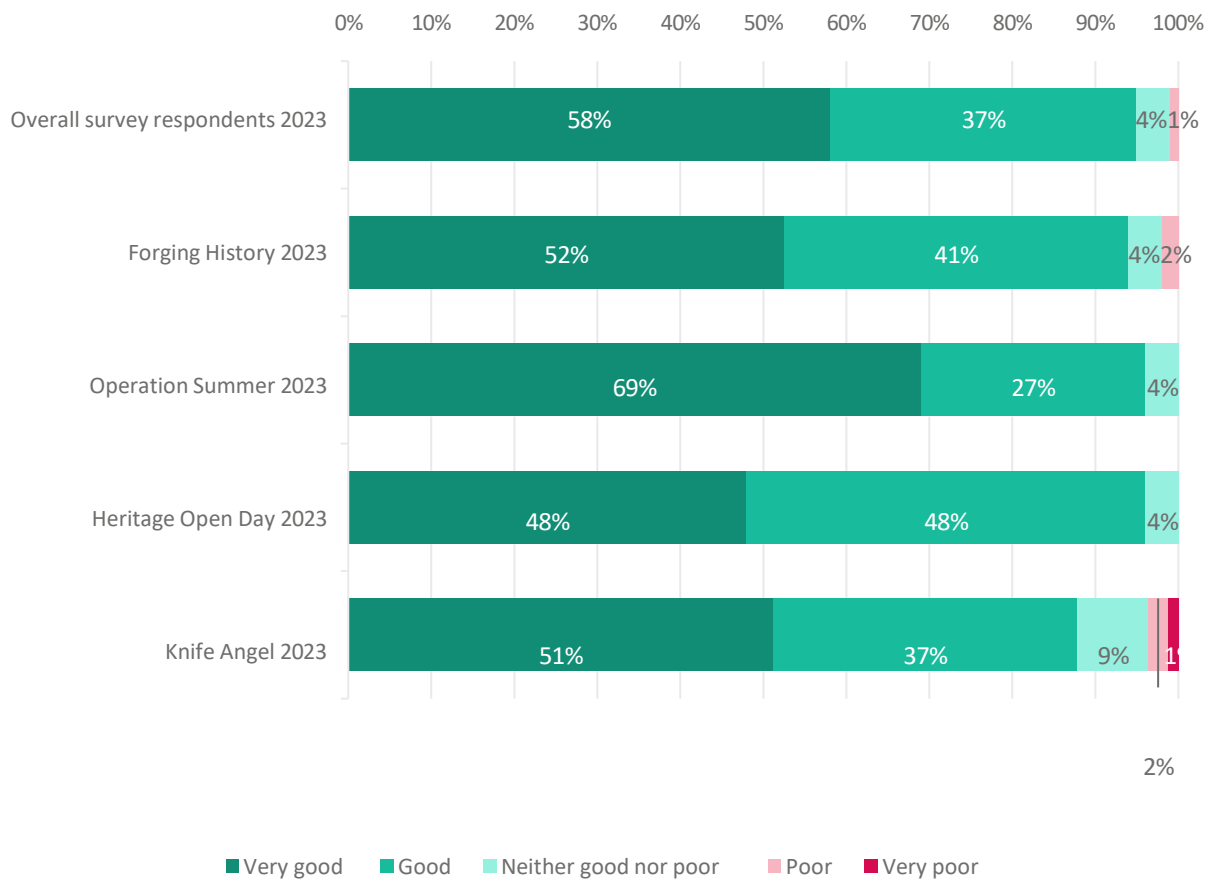
Quality of the installation



Base: 7/6/83

Margin of error: 37%/40%/8%

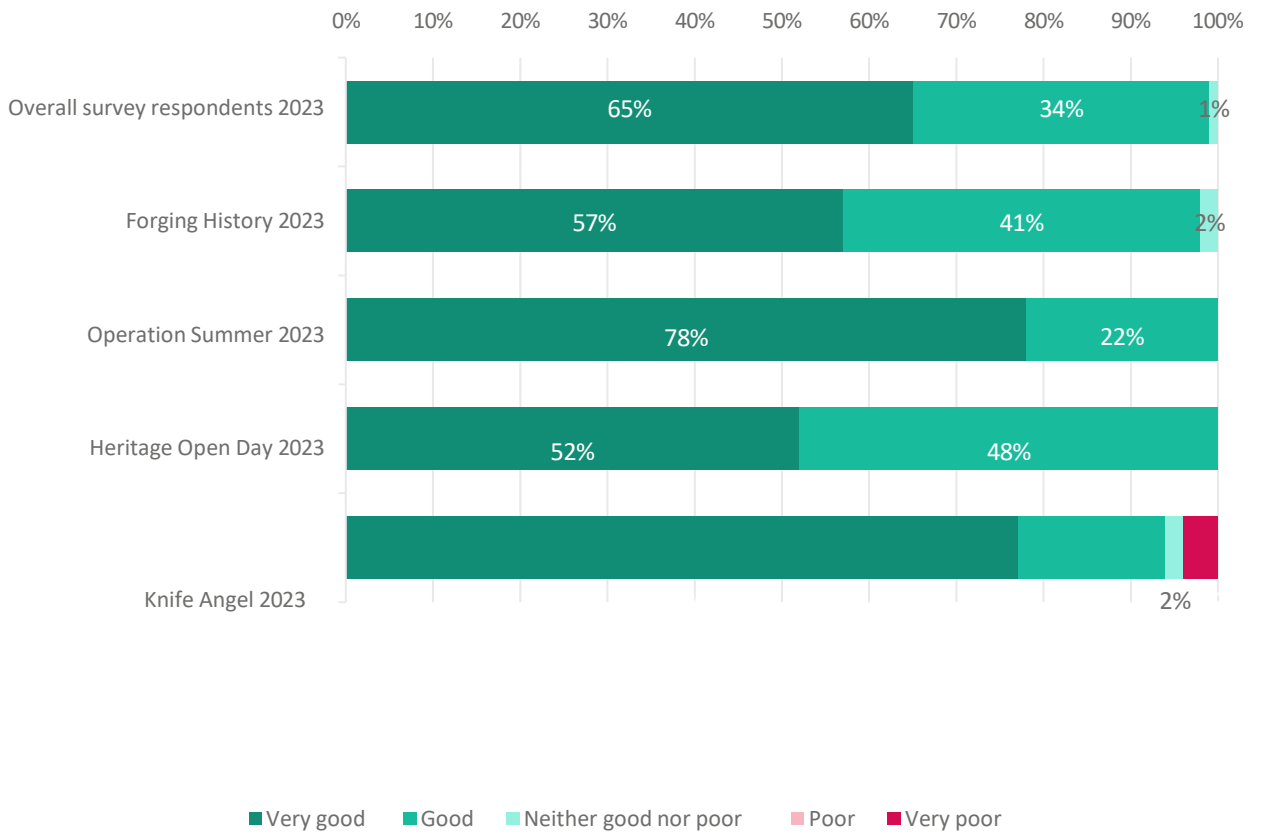
Getting to and from [event]



Base: 120/46/51/23/82

*Margin of error: 9%/14%/13%/20%/11%*

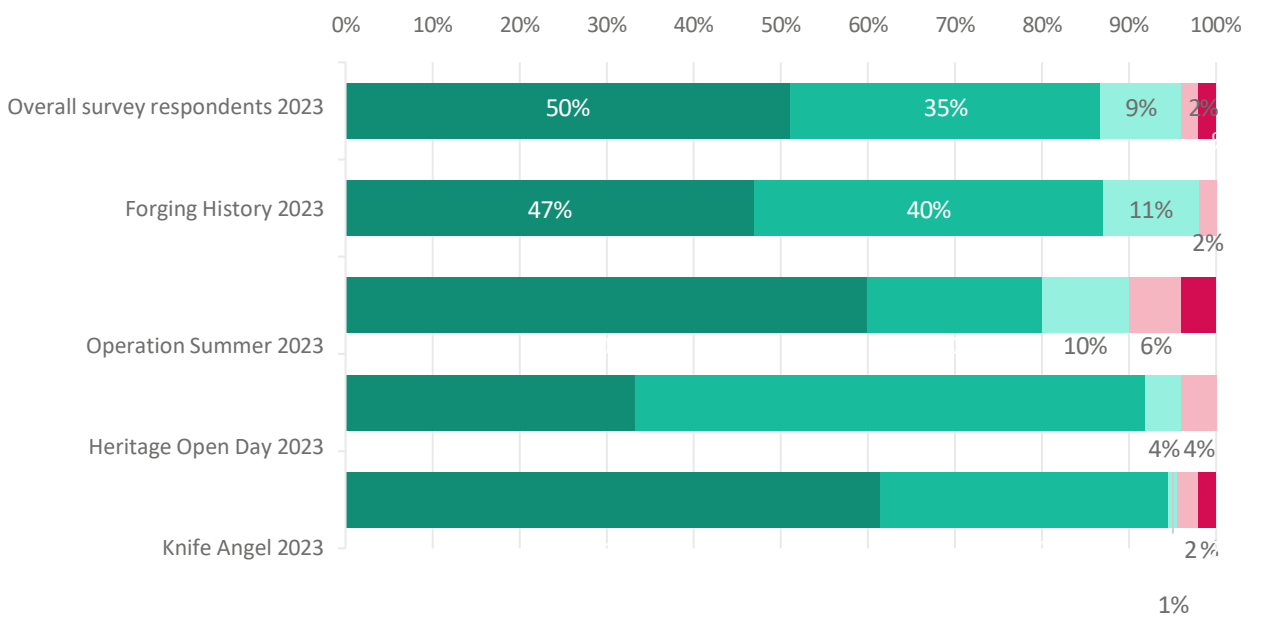
*The location of [event]*



Base: 122/46/51/25/83

Margin of error: 8%/14%/11%/20%/9%

*Finding out about [event]*

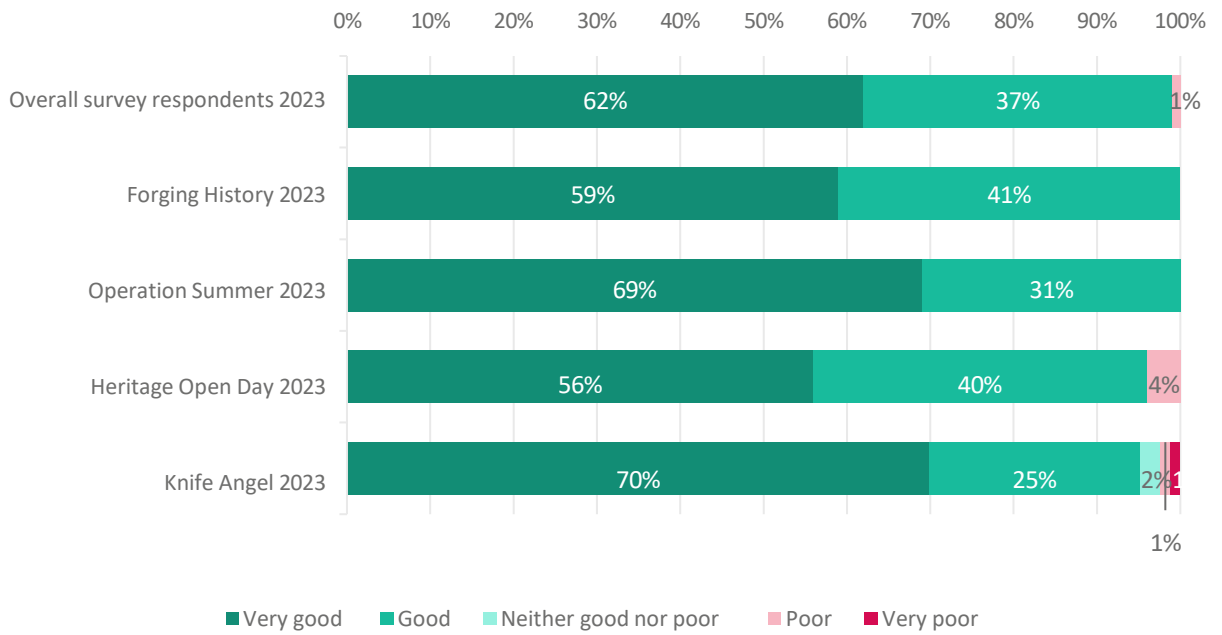


■ Very good ■ Good ■ Neither good nor poor ■ Poor ■ Very poor

*Base: 122/46/51/25/83*

*Margin of error: 8%/14%/11%/20%/9%*

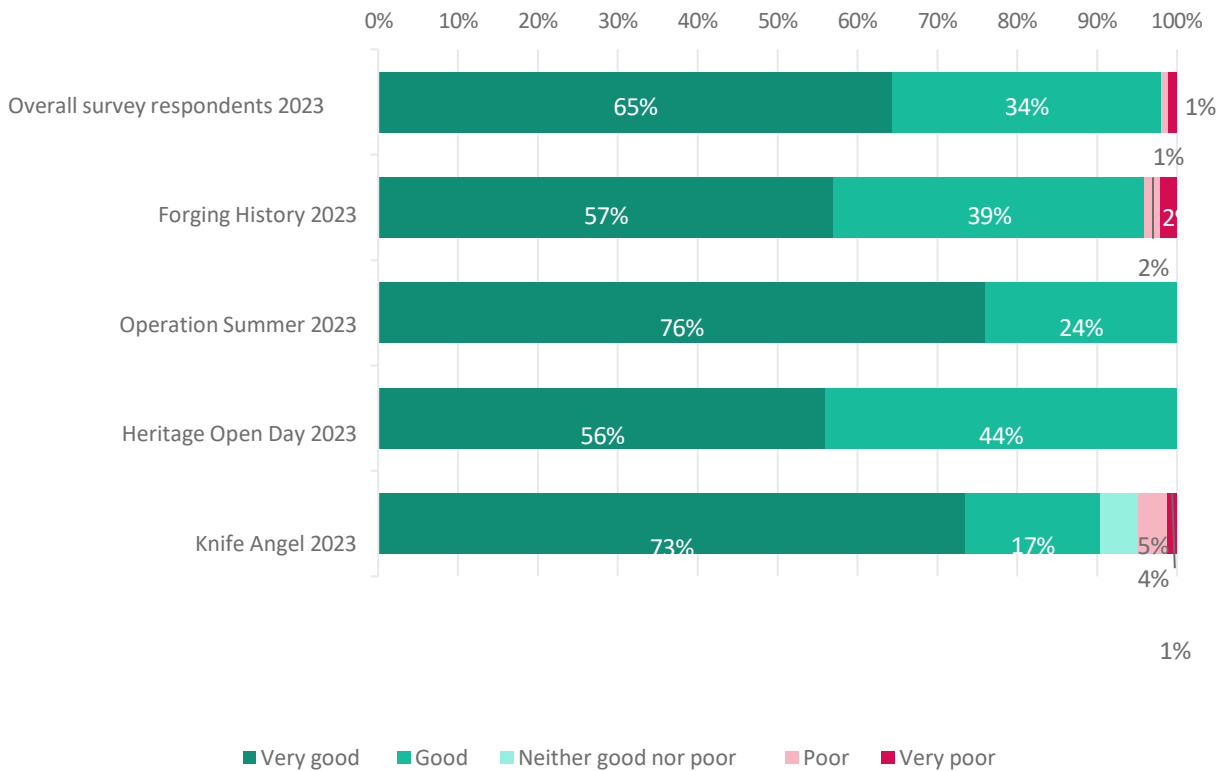
Physical access in and around the site



Base: 122/46/51/25/83

Margin of error: 9%/14%/13%/19%/10%

The whole experience



Base: 122/46/51/25/83



*Margin of error: 8%/14%/12%/19%/9%*

## Impacts

There are some shared impacts across projects, and some which relate specifically to each event. These have been summarised to understand the impact of the exhibition, event or activity.

### Operation Summer

The overall impact of Operation Summer was positive, with high levels of positive agreement across a range of impacts.

- **Financial** – 90% of respondents said that having access to free Operation Summer activities has reduced the financial impact of the summer holidays (62% strongly agree, 28% agree)
- **Quality** – 96% of respondents said that having access to accessible, high-quality events in Crewe is important to them (63% strongly agree, 33% agree)
- **Learning** – 81% said that seeing/participating in Operation Summer activities has given them ways learn together as a family (57% strongly agree, 24% agree)
- **Location** – 88% said that having a range of event locations across Crewe town means accessing events more easily (57% strongly agree, 31% agree)
- **Role of Crewe Town Council** – 90% agreed that Crewe Town Council brought good quality art to Crewe Town (49% strongly agreed, 41% agreed)
- **Pride** – 75% said that seeing/participating in Operation Summer activities made them feel proud of living in Crewe (31% strongly agree, 44% agree)
- **Inspiration** – 78% said that seeing/participating in Operation Summer activities made them feel inspired – (37% strongly agree, 41% agree)
- **Participation & community engagement** – 81% said that Crewe Town Council encourages participation in community life through arts events (48% strongly agree, 33% agree)

### Forging History

- **Local Heritage** – 93% said that seeing/participating in Forging History helped them to understand more about Crewe's heritage as a railway town (41% strongly agree, 52% agree).
- **Global Heritage** – 84% said that seeing/participating in Forging History helped them to understand more about the international importance of Crewe Works and its role in establishing the area (44% strongly agree, 40% agree)

- **Awareness** – 82% said that they had developed a greater awareness of the activity of Crewe Works in the present (44% strongly agreed, 38% agreed)
- **Pride** – 82% said that seeing/participating in Forging History made them feel proud of the town’s history (44% strongly agree, 38% agree)
- **Sharing learning** – 74% said that following their engagement, they would have a conversation with someone about their experience of Forging History (43% strongly agree, 31% agree).
- **Participation and community engagement** – 80% said that Crewe Town Council encouraged participation in community life through artistic events (40% strongly agree, 40% agree).

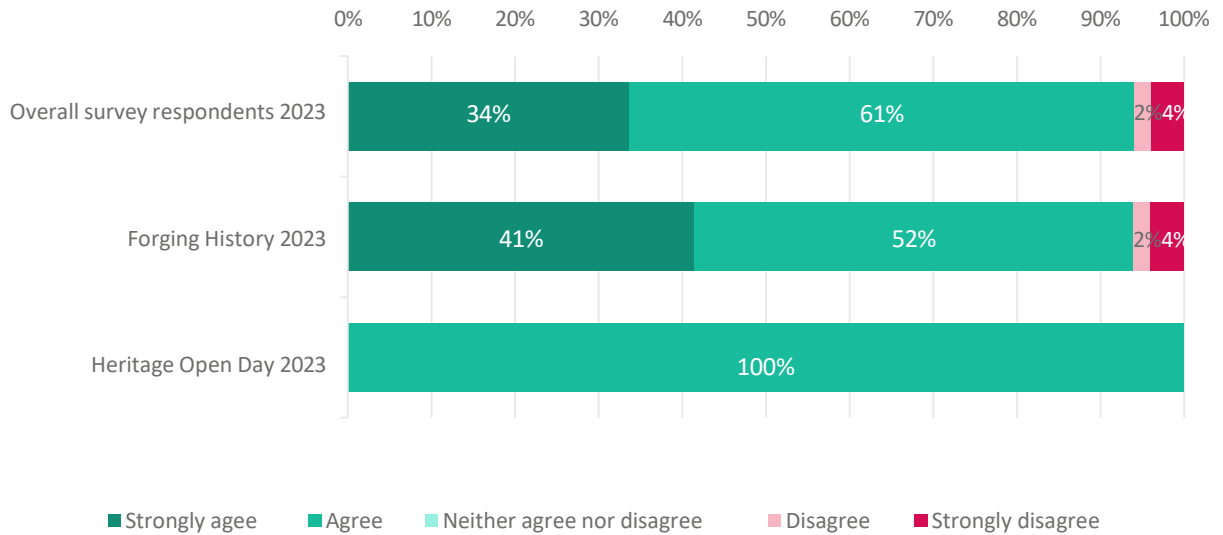
### Heritage Open Days

- **Local Heritage** – All respondents agreed that seeing/participating in Heritage Open Days helped them to understand more about Crewe’s heritage as a railway town.
- **Global Heritage** – 91% said that seeing/participating in Heritage Open Days helped them to understand more about Crewe’s heritage as a railway town.
- **Pride** – All respondents said that seeing/participating in Heritage Open Days made them feel proud of the town’s history.
- **Sharing learning** – 90% said that they will have a conversation with someone about their experience of seeing/participating in Heritage Open Days
- **Participation and community engagement** – All respondents agreed that Crewe Town Council encourages participation in community life through artistic events.

**Event Impact**

*Thinking about the event where you spent most of your time, to what extent would you agree or disagree with the following statements?*

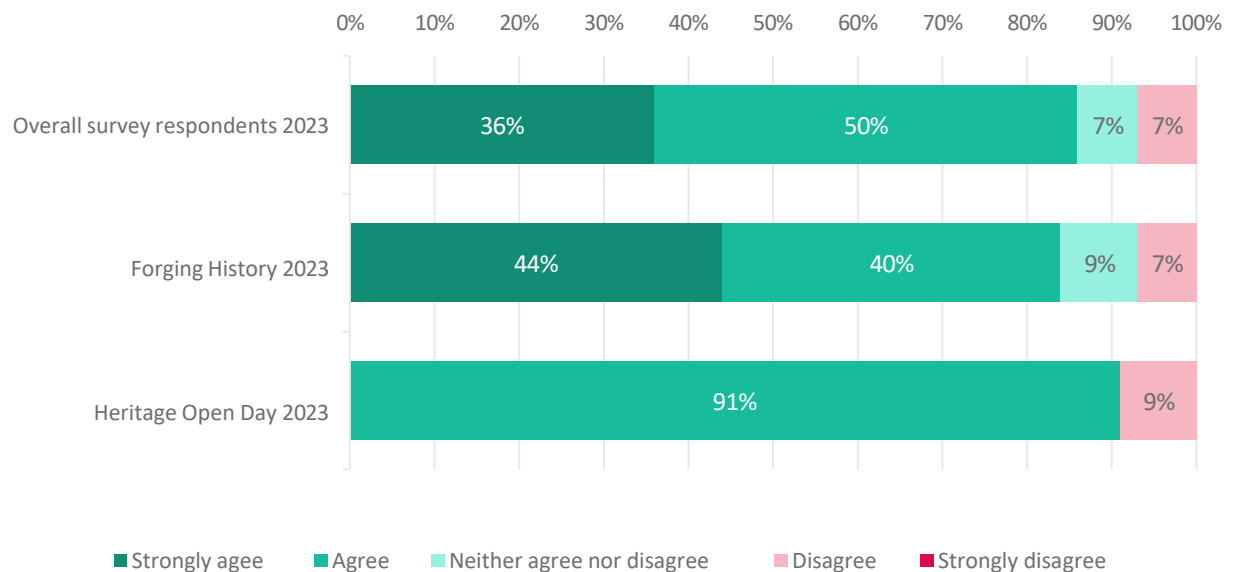
*Seeing/participating in [event] helped me to understand more about Crewe’s heritage as a railway town.*



Base: 56/46/10

Margin of error: 13%/14%/0%

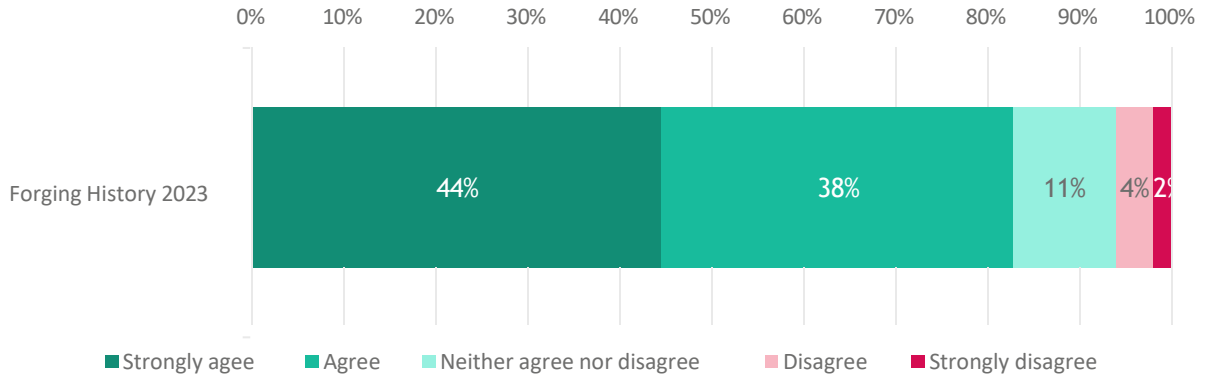
*Seeing/participating in [event] helped me to understand more about the international importance of Crewe Works and its role in establishing the area.*



*Base: 56/45/11*

*Margin of error: 13%/15%/17%*

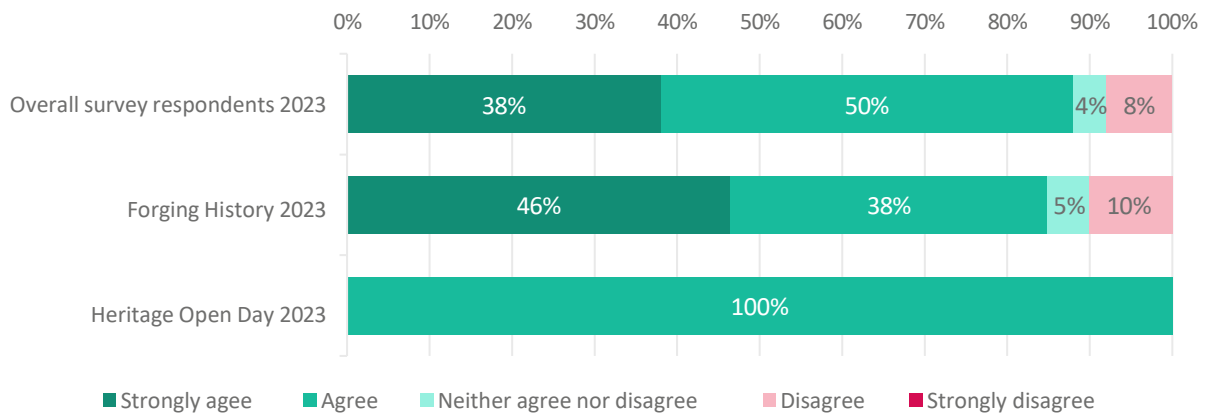
*I have developed a greater awareness of the activity of Crewe Works in the present.*



Base: 45

Margin of error: 15%

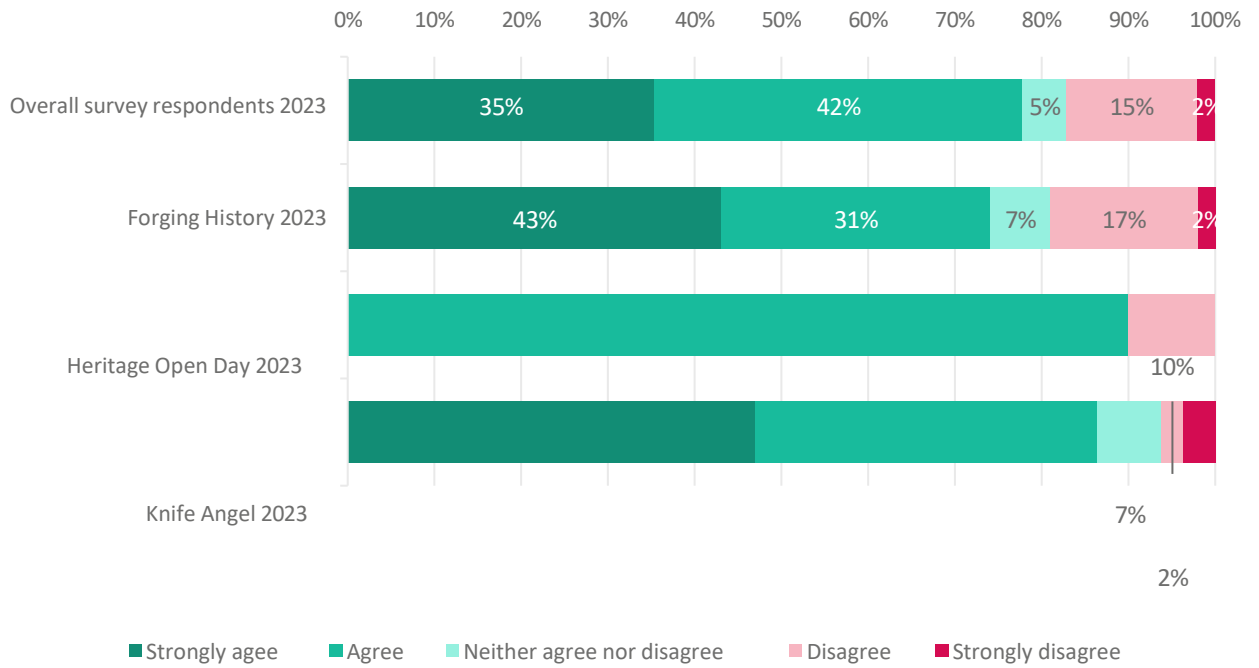
*Seeing/participating in [event] made me feel proud of the town's history.*



Base: 48/39/9

Margin of error: 14%/16%/0%

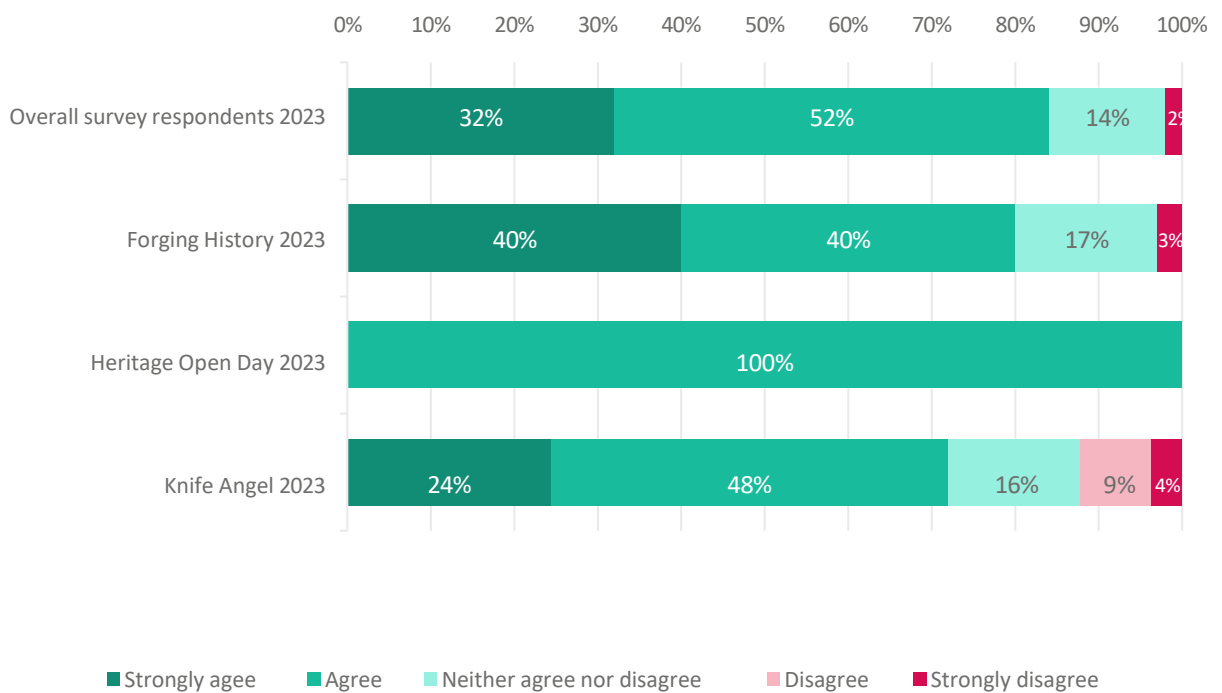
*I have/will have a conversation with someone about my experience of seeing/participating in [event]*



Base: 52/42/10/81

Margin of error: 13%/15%/19%/11%

*Crewe Town Council encourages participation in community life through arts events*

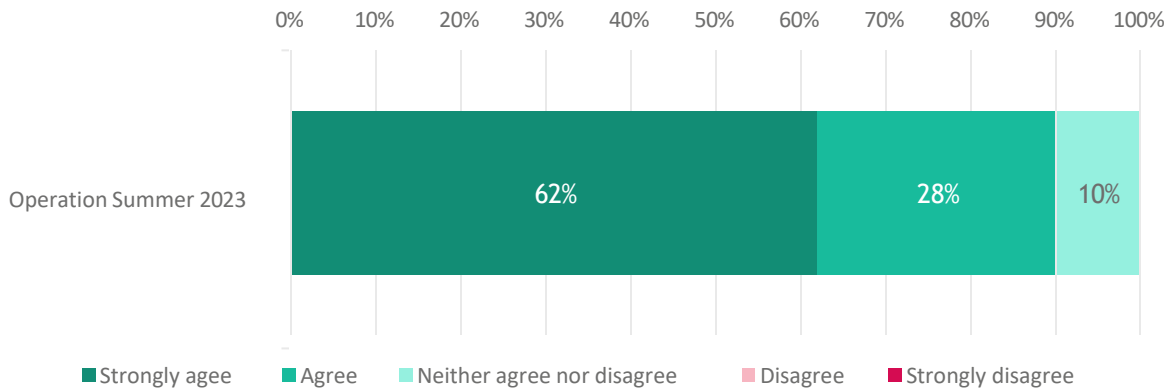


Base: 44/35/9/82

*Margin of error: 15%/16%/0%/11%*

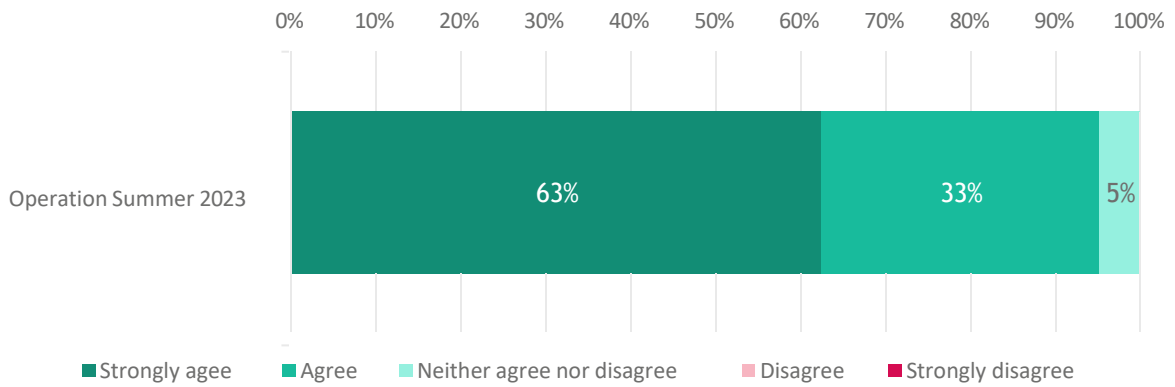


*Having access to free Operation Summer activities has reduced the financial impact of the summer holidays.*



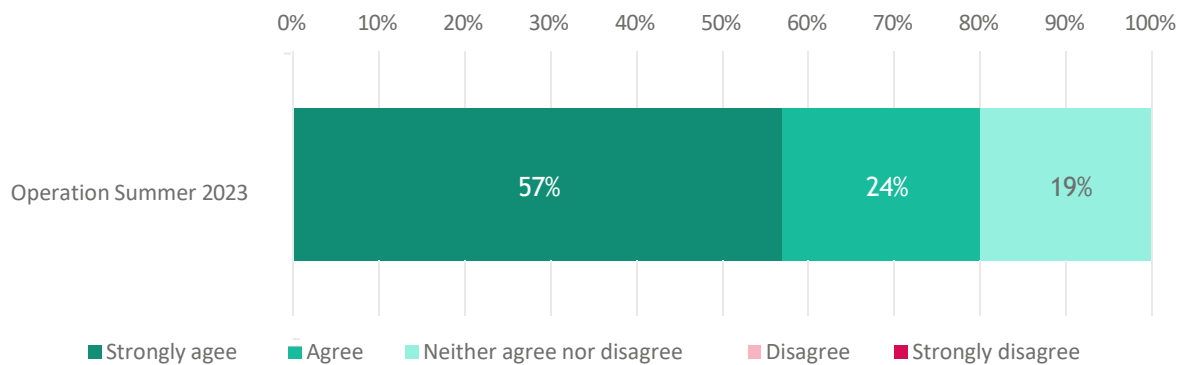
Base: 39 / Margin of error: 15%

*Having access to accessible, high-quality events in Crewe is important to me*



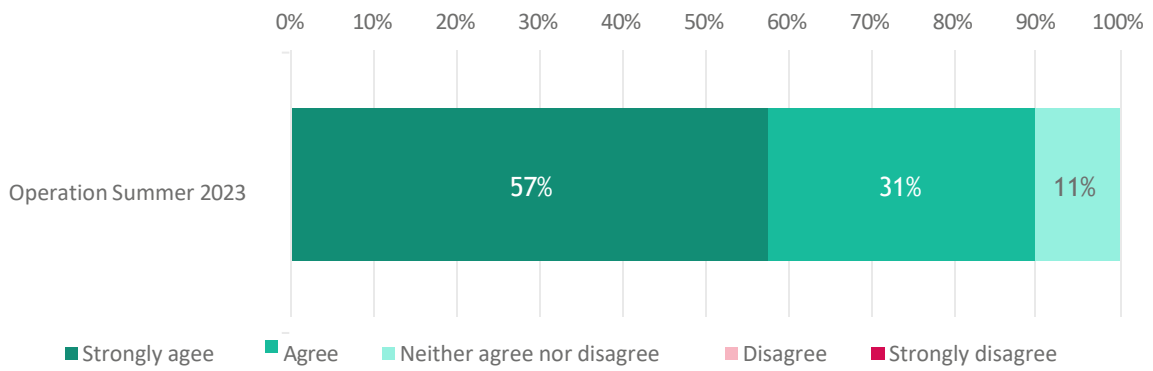
Base: 40 / Margin of error: 15%

*Seeing/participating in Operation Summer activities has given us ways learn together as a family.*



Base: 37 / Margin of error: 16%

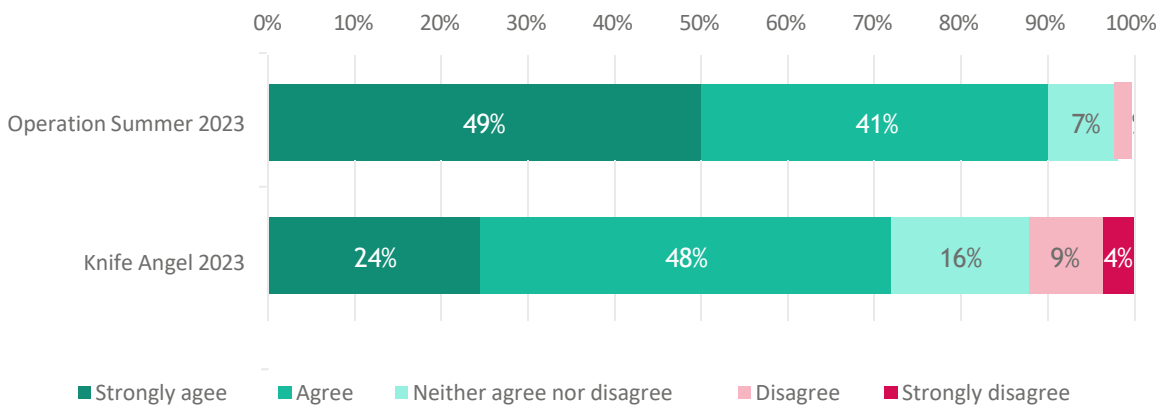
*Having a range of event locations across Crewe town means I can access events more easily*



Base: 35

Margin of error: 16%

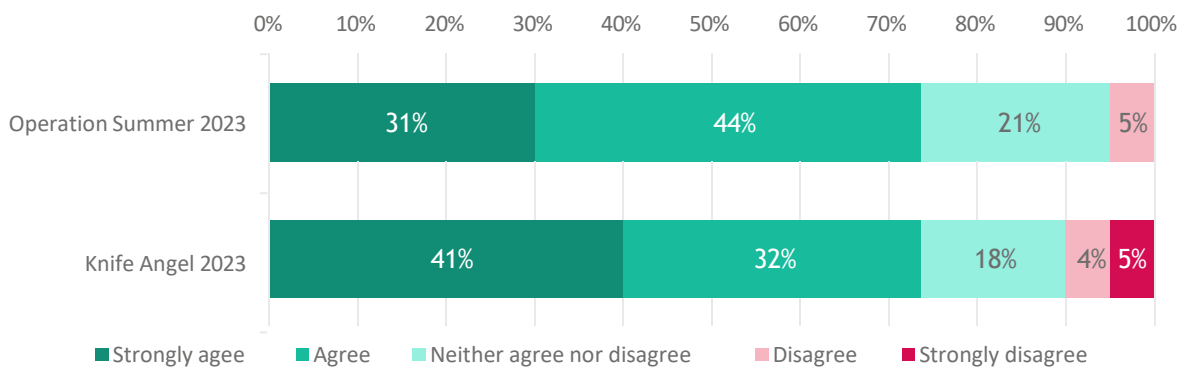
*Crewe Town Council brings good quality art to Crewe Town*



Base: 41/82

Margin of error: 15%/11%

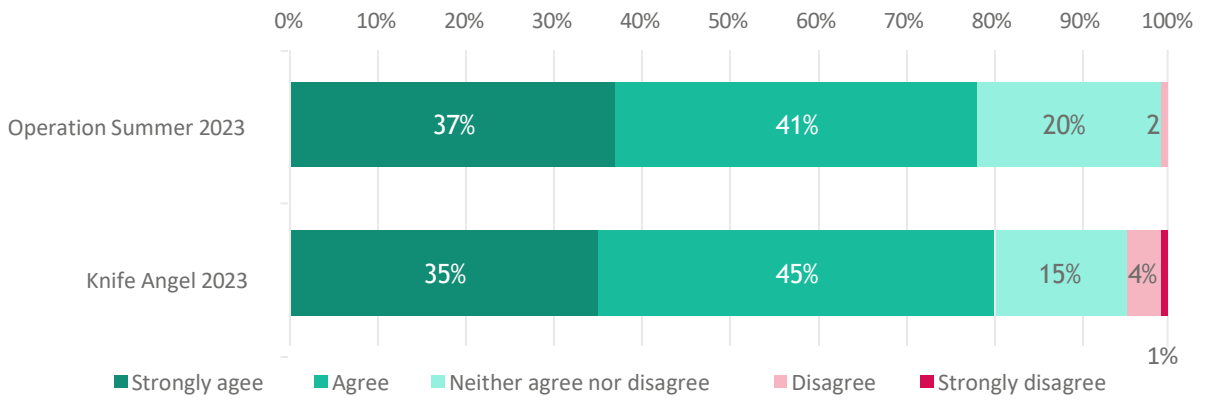
*Seeing/participating in Operation Summer activities made me feel proud of living in Crewe*



Base: 39/78

Margin of error: 16%/11%

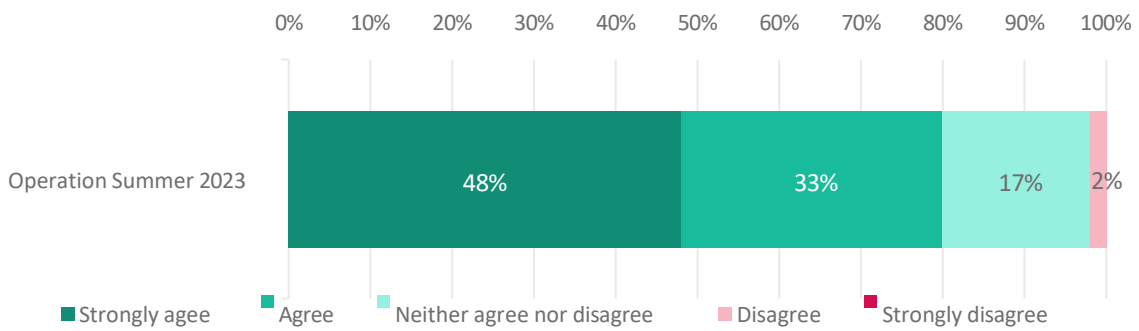
*Seeing/participating in Operation Summer activities made me feel inspired*



Base: 41/80

Margin of error: 15%/11%

*Crewe Town Council encourages participation in community life through arts events*



Base: 42

Margin of error: 15%

## Visiting Crewe Operation

### Summer

33% saw or attended another event in relation to the event they had attended, and 19% had attended another related talk or workshop. 17% had used community facilities including the library, lifestyle centre and heritage centre. However fewer Operation Summer attenders had used food and drink (11%) or shopping facilities (3%) in town. This may be due to the location of some of the events.

Operation Summer attenders were less frequent visitors to the town centre than overall survey respondents. The majority visited the town centre weekly (24%), with 18% monthly and 27% annually.

Over half (53%) of respondents had taken part in another event in Crewe Town Centre before in the previous months.

### Forging History

23% of respondents had used food and drink facilities in the town during their visit and 23% used community facilities. 20% just came to look at the exhibition. Forging History visitors were more likely to use the shopping facilities (17%) compared to Operation Summer and Heritage Open Days.

Half of Forging History visitors visited the town centre weekly and half monthly, indicating the importance of the relationship between the Heritage Centre and the town centre economy.

Forging History visitors were most likely to have engaged with another event in the town centre over the previous 12 months (67%).

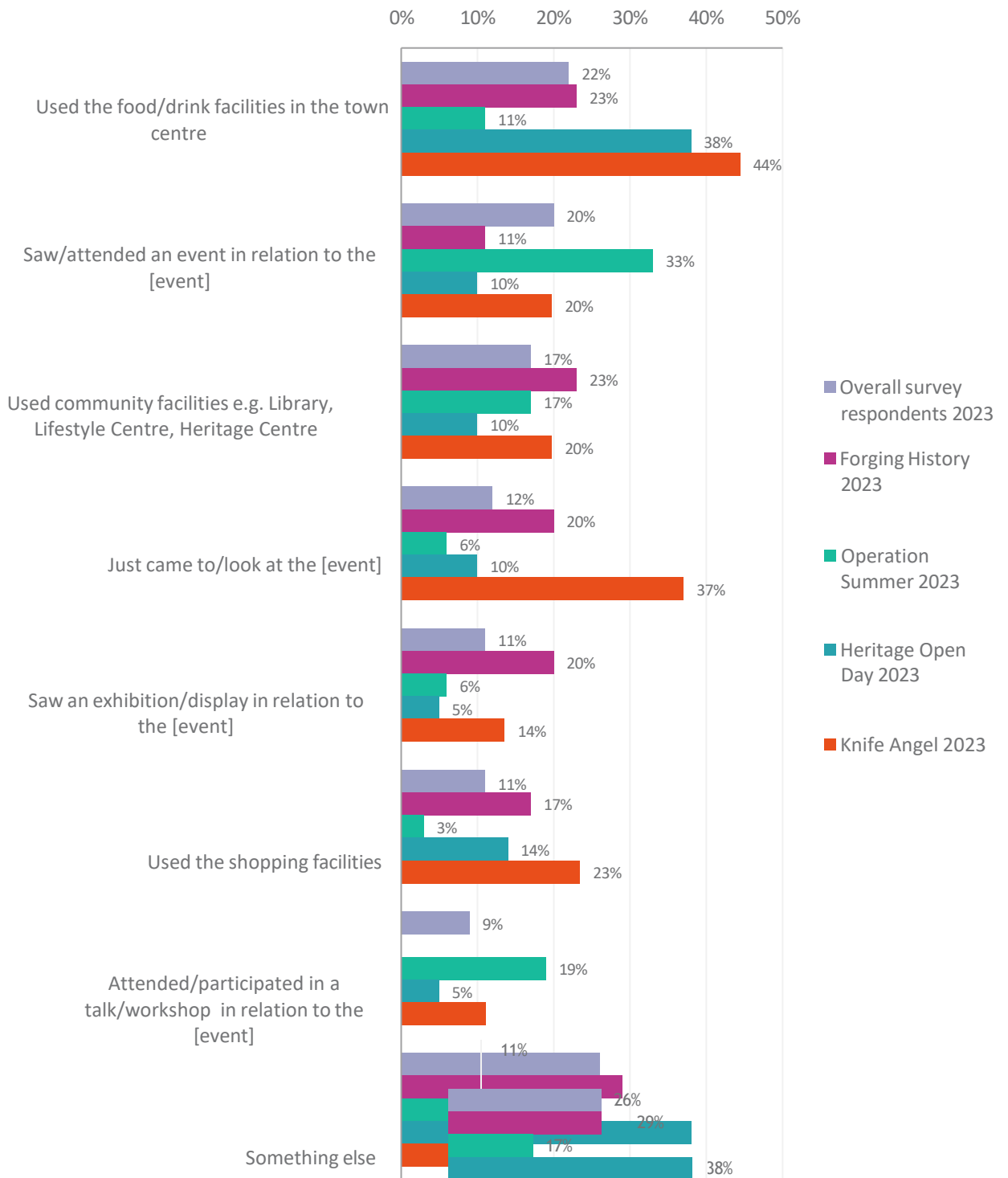
### Heritage Open Days

38% of respondents had used food and drink facilities in the town during their visit, similar to responses from those attending the centrally located Knife Angel installation (44%). 19% saw or attended a talk or workshop in relation to the event they had attended and 17% had used community facilities.

Heritage Open Day visitors were most likely to visit the town daily (35%) or weekly (29%) compared to the other events.

## Visiting Crewe

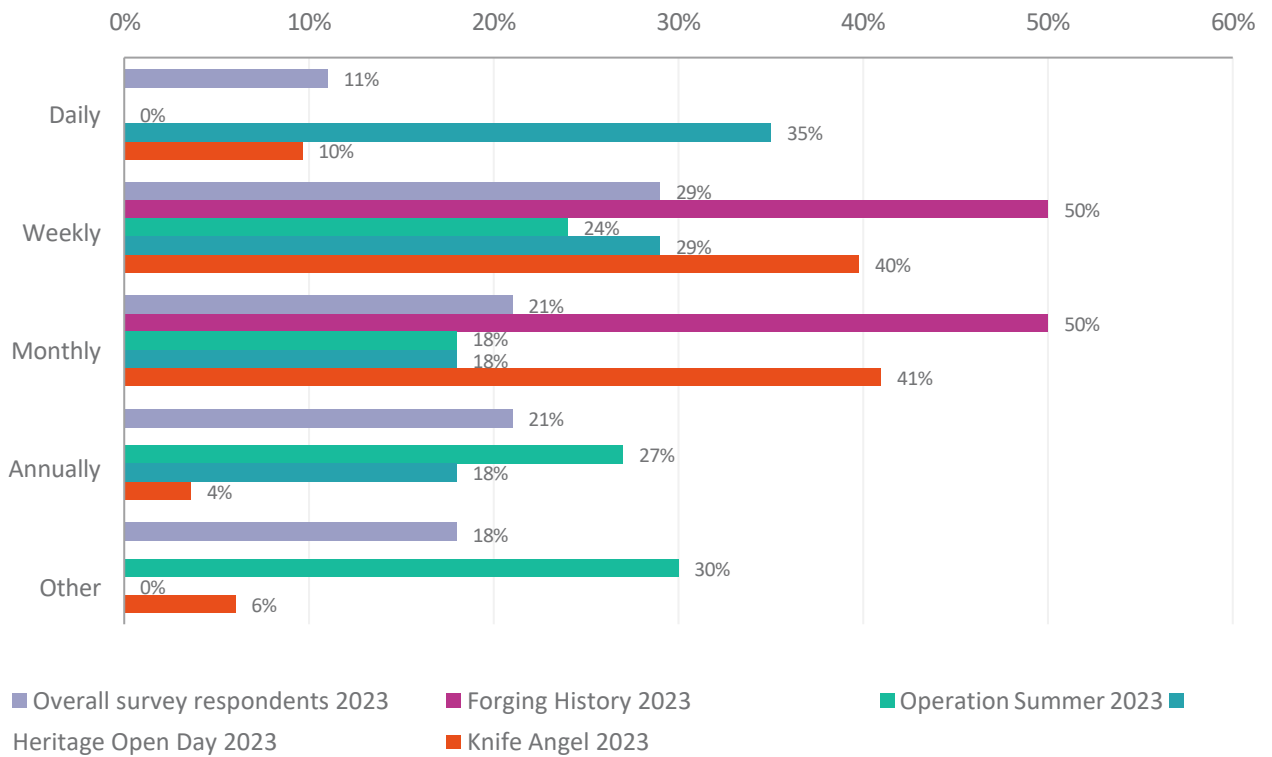
What else did you do during your recent visit to Crewe to see/visit the [event]?



Base: 92/35/36/21/81

Margin of error: 9%/15%/15%/21%/11%

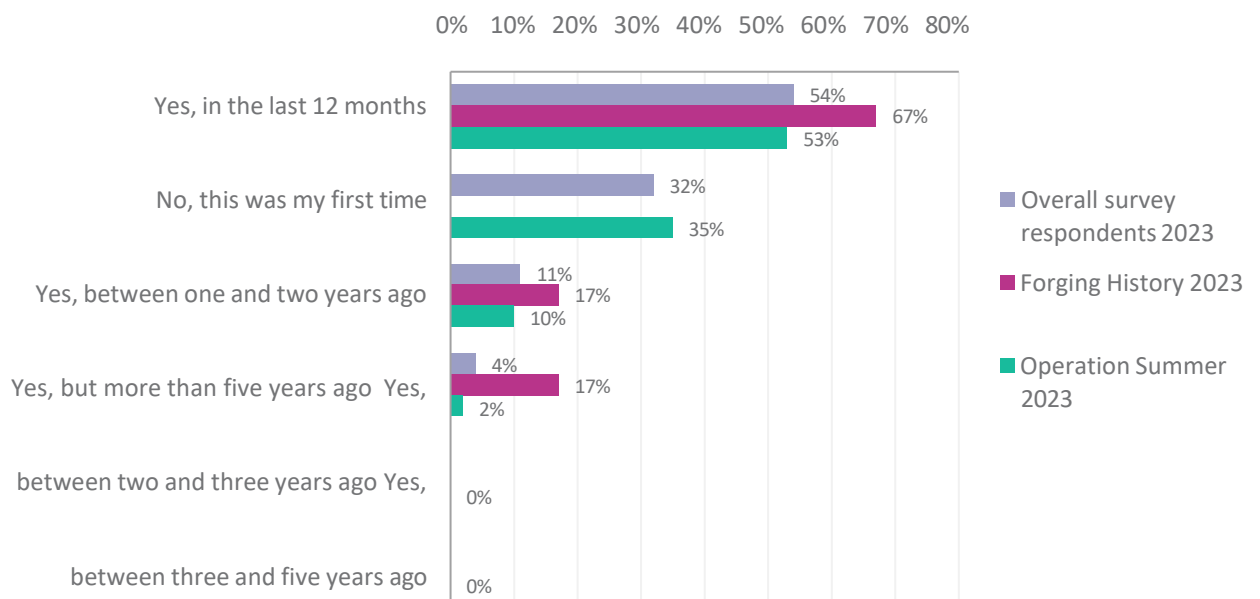
How often do you visit Crewe Town Centre? (Tick one only)



Base: 56/6/33/17/83

Margin of error: 12%/40%/16%/23%/11%

Prior to this year, had you attended another event in Crewe Town Centre before?



*Base: 57/6/51*

*Margin of error: 13%/38%/14%*

## Perception and Net Promoter Score

### Operation Summer

Overall, prior to attending, 45% indicated that they had a somewhat to very positive opinion of Crewe. 27% indicated a neutral opinion and 28% a somewhat to very negative opinion.

Following their engagement overall, 55% of respondents indicated that they had a somewhat (35%) to very positive (20%) opinion of Crewe. 22% indicated a neutral opinion and 24% a somewhat to very negative opinion. Overall, there was a movement from neutral/negative to positive perception of 10%.

The NPS score for Operation Summer was 66.

### Forging History

Prior to attending Forging History, 33% indicated that they had a somewhat to very positive opinion of Crewe. The majority 46% indicated a neutral opinion and 22% a somewhat to very negative opinion.

Following their visit to the exhibition, 51% of respondents indicated that they had a somewhat (31%) to very positive (20%) opinion of Crewe. Neutral perceptions had decreased to 36% (-10%) and only 13% had a somewhat to very negative opinion, a decrease of 9%. Overall, there was a movement from neutral/negative to positive perception of 18%.

The NPS score for Forging History was 64.

### Heritage Open Days

As part of the national events programme Heritage Open Days, 43% respondents indicated that they had a somewhat to very positive opinion of Crewe. 39% indicated a neutral opinion and 17% a somewhat negative opinion. There were no very negative opinions from Heritage Open Day attender's pre-visit.

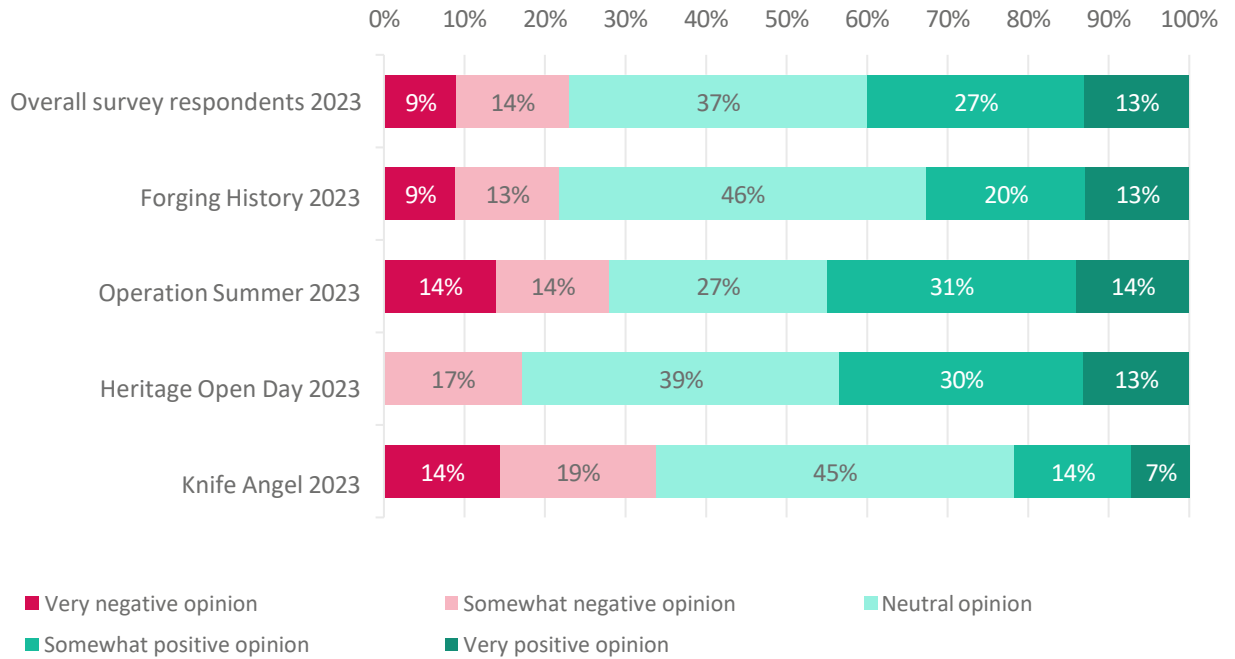
Following their visit to the events, 54% of respondents indicated that they had a somewhat (33%) to very positive (21%) opinion of Crewe. Neutral perceptions stayed almost the same at 38%, and only 8% had a somewhat negative opinion (8% decrease). Overall, there was a movement from neutral/negative to positive perception of 9%.

The NPS score for Heritage Open Days was 72, the second highest overall with Knife Angel having a higher NPS at 76.



Perception

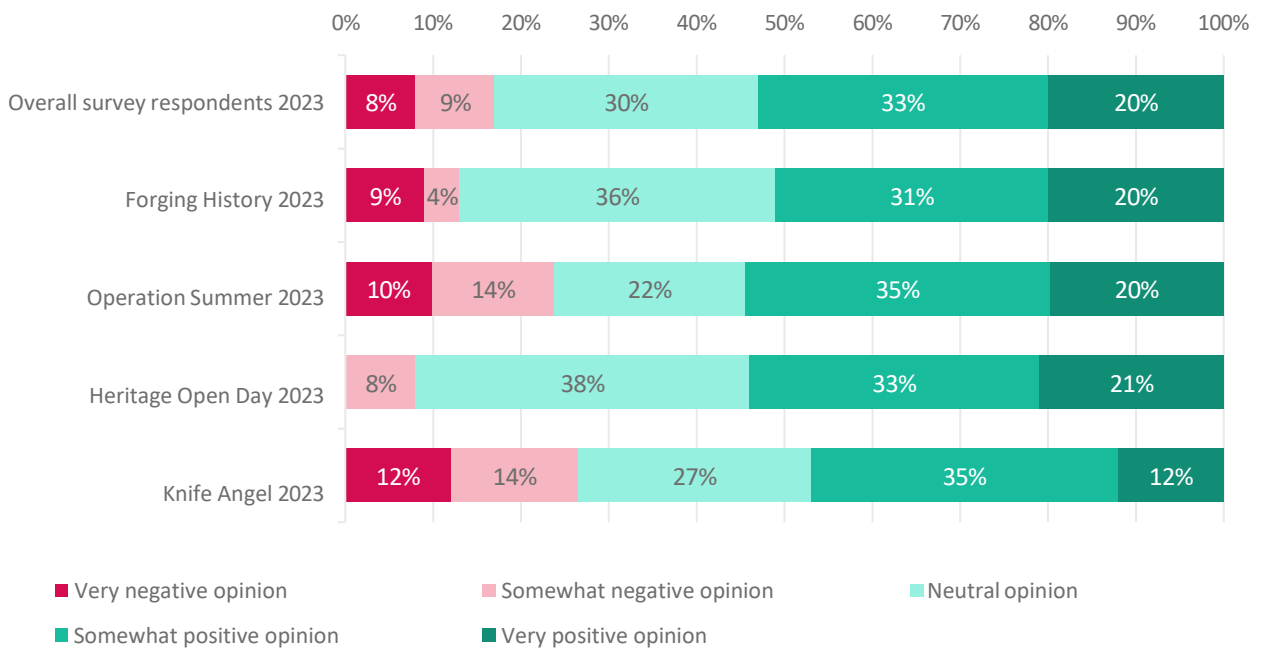
What was your perception of Crewe before your recent visit?



Base: 120/46/51/23/83

Margin of error: 9%/14%/13%/20%/11%

Following your recent visit to Crewe, what is your perception?



Base: 120/45/51/24/83

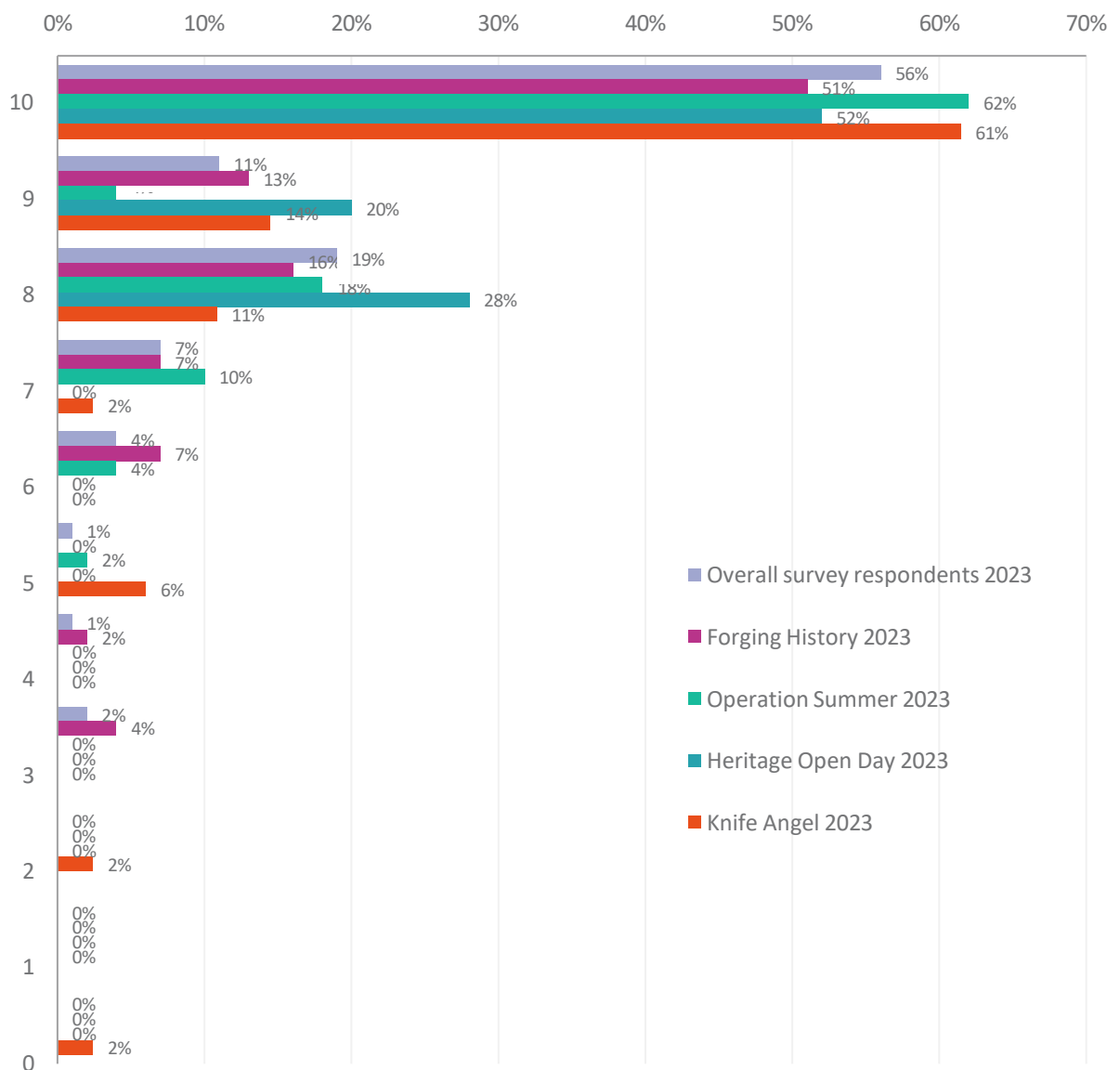
Margin of error: 8%/14%/13%/19%/10%

### Net Promotor Score

Net Promoter Score (NPS) is an index ranging from -100 to 100 that measures the willingness of audiences to recommend an event to others. It is used as a proxy for gauging the audience’s overall satisfaction and loyalty to the event.

Respondents are asked to rate on an 11-point scale the likelihood to recommend. Based on their rating, respondents are then classified in 3 categories: Detractors (rating 6 or less), Neutrals (rating 7-8) and Promoters (rating 9 or 10).

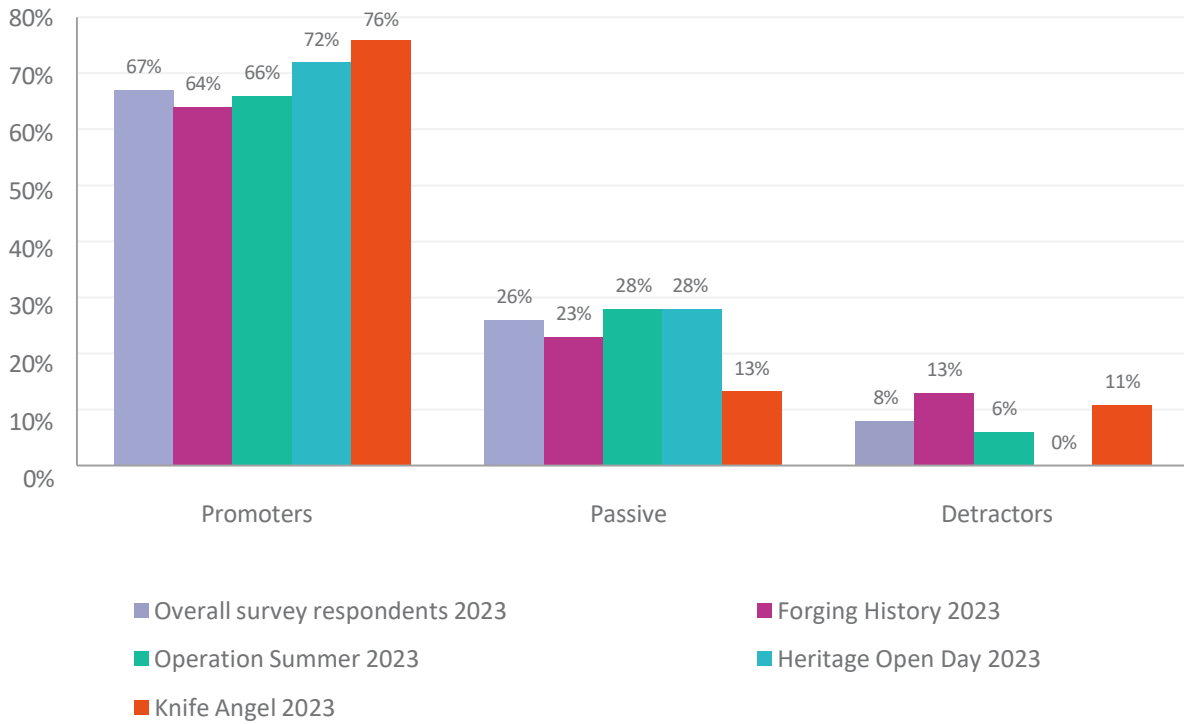
*On a scale of 0-10, how likely is it that you would recommend [activity] to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely?*



Base: 120/45/50/25/83

Margin of error: 9%/15%/13%/20%/10%

The NPS is determined by subtracting the percentage of respondents who are detractors from the percentage who are promoters. At one end of the spectrum, if when surveyed, all of the respondents gave a score lower or equal to 6, this would lead to a NPS of -100. On the other end of the spectrum, if all of the respondents were answering the question with a 9 or 10, then the total Net Promoter Score would be 100.



Base: 120/45/50/25/83

Margin of error: 8%/14%/13%/18%/9%

Comments and Feedback Forging

History

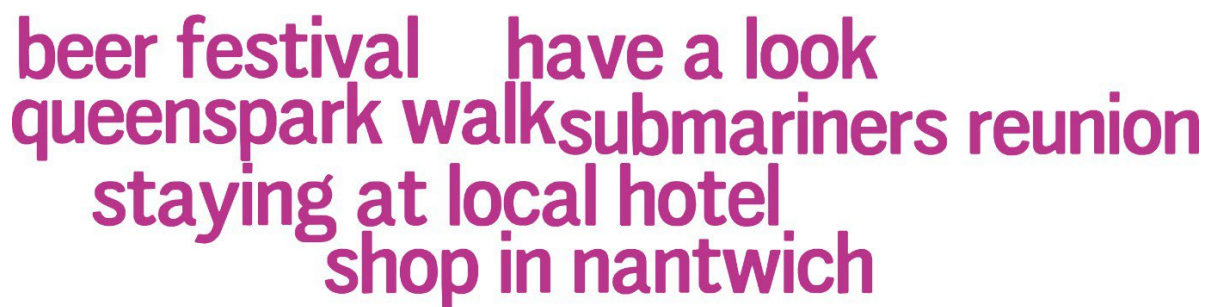
How else did you hear about the organisation or event?



Which of the following describe your motivations for visiting [organisation/event] today?



What else did you do during your visit?



*Is there anything else you would like to say about your recent experience?*

People seemed to really enjoy learning about the history of Crewe and the local railway.

Respondents emphasized that their children in particular enjoyed the visits. It was also mentioned that more activities like this should occur in Crewe and some suggested that it would be very helpful to include more guided tours even from people who had worked in the railway. A few respondents had higher expectations of the exhibition.

Is there anything else you would like to say about your recent experience?

A disappointed that the last main line locomotive 91035 to be built in Crewe works was not on display the loco is on display in Scotland!

a very enjoyable and educational experience

daughter loves the little train, but we need more like this in the town

friendly people

good for the history of Crewe

good time and good active

hearing stories and experience firsthand is invaluable. I'm in awe of the careers of some that we've spoken to. It's so important to keep those memories alive.

I come here all the time

If I could recommend improvements, I would opt for guided tours explaining the history and more locomotive visits. Also, child centric activities videos of history animation or stories.

It exceeded expectations particularly good for grandad of the group. brought back memories of working on the new high-speed trains in the 70s

it would be good to have a ex local railway worked talking about the past.

kids loved the miniature train

love all the interactive activities for the kids

love the history info and the trains

loved it

loved the steam train and miniature railway, need a park and ride to go to the retail park.

Need more like this to keep Crewe works alive

needs some info and someone to talk to us.

Please can you do these events every year very good for the community

reminds me makes me sad

The exhibition was mediocre and barely scratched the surface of Crewe's railway history.

the history is the railway, not the town

These events are good for the people of the town who like to know more of its history.

V. Interesting and informative thank you

Whilst not wishing to denigrate the volunteers, the exhibition was a disgrace and bore little relevance to Crewe Works or its history.

*Do you have any stories or memories about living in Crewe you wish to share?*

Most of the respondents who replied to this question had a close relative who had worked/is working at the railway. These people mentioned that the visit sparked nostalgic emotions and memories from their childhoods. Most respondents also mentioned that Crewe needs more activities like this, since they feel like the town centre has declined over the years.

**Do you have any stories or memories about living in Crewe you wish to share?**

Probably too many to count. My grandad worked on the trains. He was a fireman and had the privilege to work on the royal train. Although he passed when I was 4 the stories have been passed down and I'm incredibly proud to have those. My husband has already had a long career in the rail industry, something that also means a lot to me. The railway is a family and those links run deep.

Always Brought up around railways and actually work on the railway myself. growing up I attended open days at the heritage centre, Crewe works where my dad has worked for 40+ years and also rolls Royce

Crewe carnival. coming to heritage centre as a child having a father as a train driver, we were allowed to look at the cabs of trains which was very exciting.

Crewe has gone downhill badly since grand junction retail park opened. They should have built a tram/railway like the docklands light railway to join up station GJRP, Town centre Bentley and Leighton hospital. I used to live in Ruthin north Wales and used to visit Crewe market on a Monday. We loved the theatre of people selling pottery and meat.

Crewe Park is lovely, need a one-way traffic system. it's a bottle neck. Buses are good now very reliable.

I attended a 2-year course at SVCC for engineering I also attempted to get a job at LNWR heritage s a steam loco engineer but was unsuccessful.

Is it possible to put a lifetime of memories into a small box. What a stupid idea

My dad worked on the railways he worked very hard

my husband and I were both born in Crewe in the 1950s. Our memories are of a wonderful town to be brought up in. Community spirit, doors left open for neighbours to pop in etc. Unfortunately, we've seen a big decline in Crewe over the years, the town centre in particular. However, we still live in the area. coming here today has made us remember what a great place it was to grow up in and privileged to have seen Crewe at its best.

we need to remember how Crewe was, very lovely and cared for, needs more investing and more exhibitions like this one

### Operation Summer

Is there anything else you would like to say about your recent experience?



Note: a respondent suggested more advertising is needed not just on Facebook but Nantwhich mums or Crewe hub as well (too long of a response to fit in the word cloud)

### Heritage Open Day

Which of the following describe your motivations for visiting [organisation/event] today?



Is there anything else you would like to say about your recent experience?



## Appendix 1: Literal responses

### Forging History Literals

What website did you see information on?
local council and heritage
How else did you see or hear about the organisation or event?
been before
Enthusiast - fb - google
Health centre
I'm local
internet and local news
knew about it came before
local news, internet and chronicle
my husband created the soundscape for the exhibition
radio stoke
seen from train and googled for directions
we googled it
We're local so just knew
Which of the following describe your motivations for visiting [organisation/event] today?
Why else did you visit?
dad worked for the railway
enjoyment
entertainment
group member worked for Crewe works
I want to find photos of myself as I used to work here
I work on a railway
interested in local history
love history
love trains and history - welcome environment
our son loves trains and has wanted to got for a while
rail enthusiasts
Son loves
to learn about the history
trains
What else did you do during your visit?
beer festival
have a look
we shop in Nantwich
Queens Park walk was brilliant
submariners reunion
we are staying in the area at a local hotel
Is there anything else you would like to say about your recent experience?



A disappointed that the last main line locomotive 91035 to be built in Crewe works was not on display the loco is on display in Scotland!
a very enjoyable and educational experience
daughter loves the little train but we need more like this in the town
friendly people
good for the history of Crewe
good time and good active
hearing stories and experience first hand is invaluable. I'm in awe of the careers of some that we've spoken to. It's so important to keep those memories alive.
i come here all the time
If I could recommend improvements, I would opt for guided tours explaining the history and more locomotive visits. Also child centric activities videos of history animation or stories.
It exceeded expectations particularly good for grandad of the group. brought back memories of working on the new high speed trains in the 70s
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kids loved the miniature train
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loved the steam train and miniature railway, need a park and ride to go to the retail park.
Need more like this to keep crewe works alive
needs some info and someone to talk to us.
Please can you do these events every year very good for the community
reminds me makes me sad
The exhibition was mediocre and barely scratched the surface of Crewe's railway history.
the history is the railway, not the town
These events are good for the people of the town who like to know more of its history.
V. Interesting and informative thank you
Whilst not wishing to denigrate the volunteers, the exhibition was a disgrace and bore little relevance to Crewe Works or its history.
<b>Do you have any stories or memories about living in Crewe you wish to share?</b>
Probably too many to count. My grandad worked on the trains. He was a fireman and also had the privilege to work on the royal train. Although he passed when I Was 4 the stories have been passed down and I'm incredibly proud to have those. My husband has already had a long career in the rail industry, something that also means a lot to me. The railway is a family and those links run deep.
Always Brought up around railways and actually work on the railway myself. growing up I attended open days at the heritage centre, crewe works where my dad has worked for 40+ years and also rolls Royce
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Is it possible to put a lifetime of memories into a small box. What a stupid idea

My dad worked on the railways he worked very hard

my husband and I were both born in crewe in the 1950s. Our memories are of a wonderful town to be brought up in. Community spirit, doors left open for neighbours to pop in etc. Unfortunately we've seen a big decline in crewe over the years, the town centre in particular. However we still live in the area. coming here today has made us remember what a great place it was to grow up in and privileged to have seen crewe at its best.

we need to remember how crewe was, very lovely and cared for, needs more investing and more exhibitions like this one

**Operation Summer Literals**

How else did you see or hear about the organisation or event?

In my Childs school bag from school

from Childs school they gave us a leaflet about activities

Which of the following describe your motivations for visiting [organisation/event] today?

Why else did you visit?

Feed the wildlife

For our lads to meet before starting school.

What else did you do during your visit?

Army tanks

C/R

military event

visited queens park pop up in the park

Is there anything else you would like to say about your recent experience?

at least they are trying but we need more shops in the town centre

bubbles are lovely

dogs off leads/but park is always enjoyable

entertainment is v.good

free is good

Glad I've been here, kids enjoying it

good to attract lots of visitors, its very good.

great entertainment for the family

Great the have stuff on for the children

I would like to know about it before

its a lovely park and great for free

Its great

keeps them entertained happily something different to do

lovely bubbles and fun

lovely day. I didn't expect it to be this good.

lovely family fun

lovely place for an event

more of this please

My child is happy
Needs more advertising not just FB Like in Nantwich mums or crewe hub.
Nice day and nicely organised
No Needs more advertising
No its so good its free
Pleased for the kids sad for Crewe town centre though
the town is dead
these events are important for the area

**Heritage Open Days Literals**

Who did you attend with?
club
Stand staff

Are you here today in any of the following capacities?
Cheshire Archies and local studies stand

(If attending with a local group, club or society) Please name the organisation you represent.
CAMRA
CEBC - Crewe Library
Churches
COOP
crewe historical soc
Crewe Town Road
friends of queens park
nrag

What website did you see information on?
NUB News

How else did you see or hear about the organisation or event?
Provided information used in event planning

Which of the following describe your motivations for visiting [organisation/event] today?
Why else did you visit?
Attend stand
Camera team
Demonstrate COOP history
exhibitor
I encourage an interest in local history
Not visiting forging history, came for heritage open days stall.
to exhibit
to exhibit for heritage open days on behalf of queens park

What else did you do during your visit?
Already been to the retail park
CAMRA TEAM
filled in this form
house
I live here
may go to Tesco
Is there anything else you would like to say about your recent experience?
brilliant - its free
EXCELLENT - Lot of trouble
I live here - say no more.
Its fantastic to see such an investment to crewe.
local press don't get a local crewe chronicle- where would I find it. needs to be posted through letter box
none yet nice welcome from the manager
pleased it was free and hope you get vol.
some availability not great - the signal box etc
Theres a lot here I didn't know about
We need to always remember the history of it, its a railway town.
Well organised and friendly people
Well planned and organised for exhibitors - very thorough support and back up from CTC
Do you have any stories or memories about living in Crewe you wish to share?
crewe needs to be a proper market town/sad its gone
grandad was a train driver
hard to make friends - 10 yrs to be friendly with neighbours
History of queens park and so many visitor memories.
My grandad was a train driver loved his stories
The market hall is no use to me with a wife suffering from depression - the noise.

## Contacts

[hello@theaudienc](mailto:hello@theaudienc)

[eagency.org](http://eagency.org)

[www.theaudience](http://www.theaudience)

[agency.org](http://agency.org)

Registered in  
England & Wales  
8117915 Registered  
Charity No. 1149979

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  
Crewe Town Council Heritage Strategy

8. **Financial Impact**

£6,500 of 23/24 strategic events budget.

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 the outcome of the summer events evaluation report.

13. **Consideration Sought**

To note the update on the outcome of the summer events evaluation report.

BLANK



CreweTownCouncil: Marketing & Events Committee

## REPORT STATEMENT



Meeting: Marketing & Events Committee – Tuesday 30<sup>th</sup> January 2024  
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 ensure effective and efficient delivery of the Marketing and Events Committee, this report sets out the delivery plan based on the approved budget for 2024/25 and in accordance with the Events Strategy document.

To be formally adopted at Full Council Meeting on 26<sup>th</sup> March 2024.

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

### 2. Background

After consultation with the committee the budget for 2024/25 was approved on 6<sup>th</sup> November 2023.

### 3. Position

The committee budget for 24/25 is: £229,000

<b>Draft Business Delivery Plan</b>				
	<b>BUDGET HEADING</b>	<b>APPROVED BUDGET VALUE (£)</b>	<b>DESCRIPTION</b>	<b>DEFINED SPEND ALLOCATION (£)</b>
Community Events and School Holidays Programme		<b>£50,000</b>	<p><b>School holidays activity programme</b></p> <p><b>Animation – to add value to makers markets and other key moments throughout the year</b></p> <p><b>Heritage Open Days</b></p> <p><b>Armed Forces Day</b></p> <p><b>Crewe Pride</b></p> <p><b>International Women’s Day</b></p>	<p><b>£32,000 – Programme of activities to be delivered across school holidays throughout 2024 – 2025</b></p> <p><b>£6,000 – To be delivered throughout 2024/2025</b></p> <p><b>£8,000 – To be delivered September 2024</b></p> <p><b>£1000 – June 2024</b></p> <p><b>£2000 – June/ July 2024</b></p> <p><b>£1000 – March 2024</b></p>
Strategic Event	<b>Strategic Events</b>	<b>£60,000</b>	<b>4 x Music Events</b>	<p><b>Up to £15,000.00 allocated to delivering a Picnic in the Park at Queens Park in June 2024</b></p> <p><b>Consultation has indicated that the other events should be:</b></p>

				<ul style="list-style-type: none"> <li>- <b>Youth Event</b></li> <li>- <b>Live Music and Dance Event in the town centre</b></li> <li>- <b>Support for music acts</b></li> </ul> <p><b>Delivery of these events is dependent on community engagement and input, unfortunately so far the community haven't engaged with the opportunities that have been made available to them. A considerable amount of community engagement and mobilization is required to get these events off the ground which is not achievable with the current amount of officer time available making these events a risk. Additional capacity is required to deliver these events to a high standard within the identified timeframe. Contracting a freelance individual or organization with some of this budget to add capacity may be the answer to this.</b></p>
Christmas Programme	<b>Infrastructure (Christmas)</b>	<b>£60,000</b>	<b>Christmas Lights</b>	<b>£60,000 – To be delivered November/December 2024</b>
	<b>Christmas Activities</b>	<b>£27,000</b>	<b>Christmas Lights Switch On Event and Supporting Activities</b>	<b>£27,000 - To be delivered November/December 2024</b>
	<b>Sinking Fund</b>	<b>£10,000</b>	<b>Christmas Lights</b>	<b>£10,000 – To be moved to EMR at year end if unused</b>

M&E Projects	<b>Events Sustainability</b>	<b>£12,000</b>	<b>Capacity building through upskilling – volunteer support and training, toolkits</b>	<b>£2,000 – To be delivered throughout 2024</b>
	<b>Evaluation</b>	<b>£10,000</b>	<b>Ongoing digital and face to face evaluation and foot traffic counting for events throughout 2024 – 2025</b>	<b>£10,000 – To be delivered throughout 2024/2025</b>
	<b>Makers Markets Business Rates</b>	<b>£3,500</b>	<b>Cheshire East Council have begun charging business rates for feature markets, as this is a community event contracted by Crewe Town Council we are hopeful that they will reconsider this decision.</b>	<b>£3,500 – To be delivered in 2024/2025</b>
				<b>£6,500 – Undefined – potentially to be used to contract a bid writer for future events and cultural projects based on research and evaluation of 23/24 and 24/25.</b>
	<b>Total:</b>	<b>£229,000</b>		
Ear Marked Reserve	<b>Strategic Events (EMR)</b>	<b>£79,475</b>	<b>Undefined – requiring further definition, members approved officers advertising for expressions of interest seeking potential options for a large scale cultural event project in 2024/2025 using strategic event</b>	<b>To advertise for expressions of interest for potential options for a large scale cultural event in 2024/25.</b>

	<b>Anti-Violence Bee (EMR)</b>	<b>£20,000</b>	<b>EMR</b>  <b>Members approved an allocation 2023/2024 Strategic event budget to bringing the anti-violence bee to Crewe in May 2024</b>	<b>£20,000 – To be delivered in May 2024</b>
	<b>Crewe Crazy Races – Crewe Day Celebration (EMR)</b>	<b>£30,000</b>	<b>Members approved an allocation of 2023/2024 strategic event budget to bringing a Soapbox Derby event to Crewe in July 2024 to celebrate Crewe Day</b>	<b>£30,000 – To be delivered in July 2024</b>
	<b>Total:</b>	<b>£129,475</b>		
Grant Funding	<b>UKSPF Funded Crewe Arts Development and Trail Project</b>	<b>£90,000</b>	<b>Crewe Arts Development and Trail project, that will be developed with the community while developing cultural skills, best practices and breaking down barriers to sustainable cultural delivery in Crewe.</b>	<b>£90,000 – to be delivered by the end of March 2025</b>
	<b>Total:</b>	<b>£90,000</b>		

## Draft Events Calendar 2024/2025

	Monthly themes/Keydates & moments	Markets	Animation for markets suggestions	Events	Projects	Christmas Lighting	Events/ Projects to be defined
April	Eid al-Fitr Spring school holidays World Heritage Day 18th April Earth Day Passover St Georges Day	Makers Market	Earth month		UKSPF Arts Trail and Development Project Feb 2024 - March 2025 related events will happen throughout the year with a launch event in the Autumn of 2024 add ons to the project include - artwork on green boxes, mural on the side of CTC building, legalcy planning and finding advice/ support for follow on projects		One off large scale cultural event to be defined - date to be defined
May	May Day World Laughter Day Star Wars day Cinco De Mayo Eurovision International Museum Day May Half Term Bank Holiday	Makers Market	Mitts and Makers Comp	Anti-Violence Bee			
June	Pride month Fathers Day World Environment Day Eid-ul Adha Summer Solstice Make Music Day	Makers Market		Music Event 1 - Picnic in the Park Armed Forces Day			
July	Crewe Day Wimbledon Windrush Olympics & Paralympics summer school holidays begin	Makers Market	Summer sports theme - steam sports on LY2	Crewe Crazy Races Crewe Pride			
August	Olympics & Paralympics School Holidays August bank Holiday	Makers Market	summer theme - pop up beach on LY2? Music?	Operation Summer (target: 100 activity sessions) Music event 2 - LY2/market hall? Makers Market sunday?			
September	Zero Waste Week Autumn Equinox	Makers Market		Heritage Open Days Music Event 3 - possibly HODs New Wave young peoples event Heritage Fair		Installation	
October	Black History month Rosh Hashanah October Half Term Halloween The Day of the Dead	Makers Market	Autumn theme	Community Awards Event Operation Autumn (Target: 30 activity sessions)			
November	Diwali Guy Fawkes Night Remembrance St Andrews Day Christmas	Makers Market	Christmas	Remembrance Sunday Christmas Lights Switch on		Christmas lights in operation	
December	Advent Begins Bodhi Day Winter Solstice Christmas Day Hanukkah New Years Eve	Makers Market	Christmas	Tree of Light Service			
January	New Year Twelfth Night					Derige	
February	Chinese New Year Valentines	Makers Market					
March	St Davids Day Easter World Book Day International Womens Day Mothers Day St Patricks Day Spring Equinox	Makers Market		International Womens Day			

**Draft Events and Marketing Budget for 2024/2025** – approved by Marketing and Events Committee  
 Monday 6<sup>th</sup> November 2023

	<b>2023/24 Budget expenditure</b>	<b>2024/25 Draft Budget Expenditure</b>
<b>Events</b>		
Community Events & Summer Programme	49000	50000
Strategic Event	60000	60000
<b>Christmas Programme</b>		
Infrastructure (Christmas)	60000	60000
Christmas Activities	25000	27000
Sinking Fund	10000	10000
<b>M&amp;E Projects</b>		
Event Seed Funding/income generation	15000	0
Events Sustainability	10000	12000
Evaluation	0	10000
<b>Total M&amp;E Committee Costs</b>	<b>229,000</b>	<b>229,000</b>

#### **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 2024/25, £129,475 of EMR and £90,000 of UKSPF Grant Funding, with potential for additional 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**

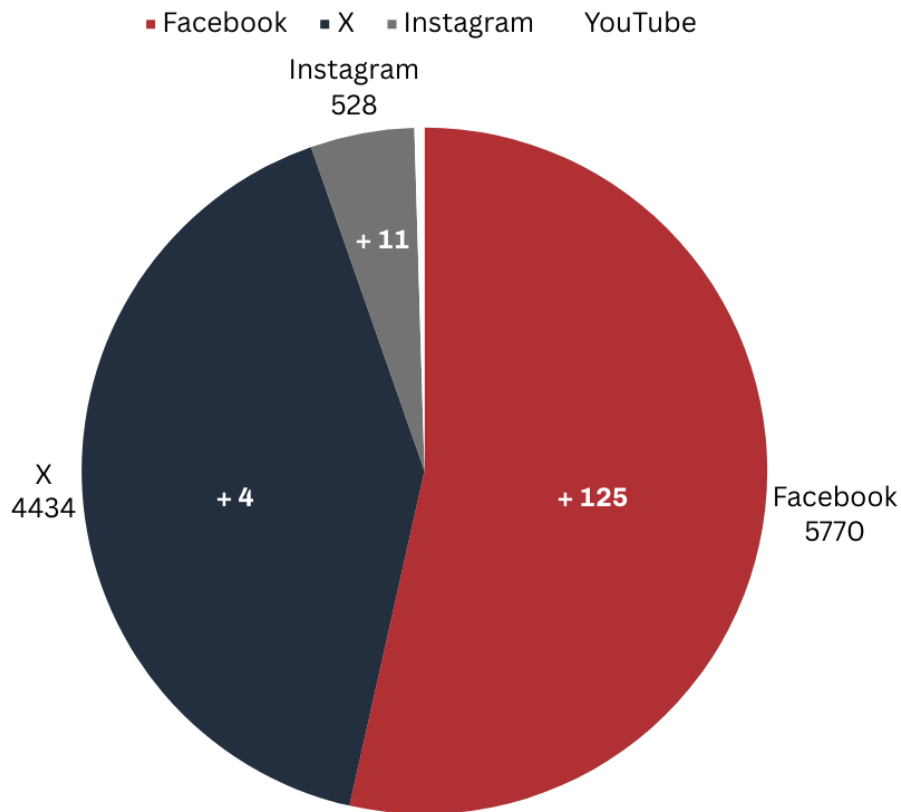
Use of existing budget and officer time.

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## Social Media Statistics for Crewe Town Council

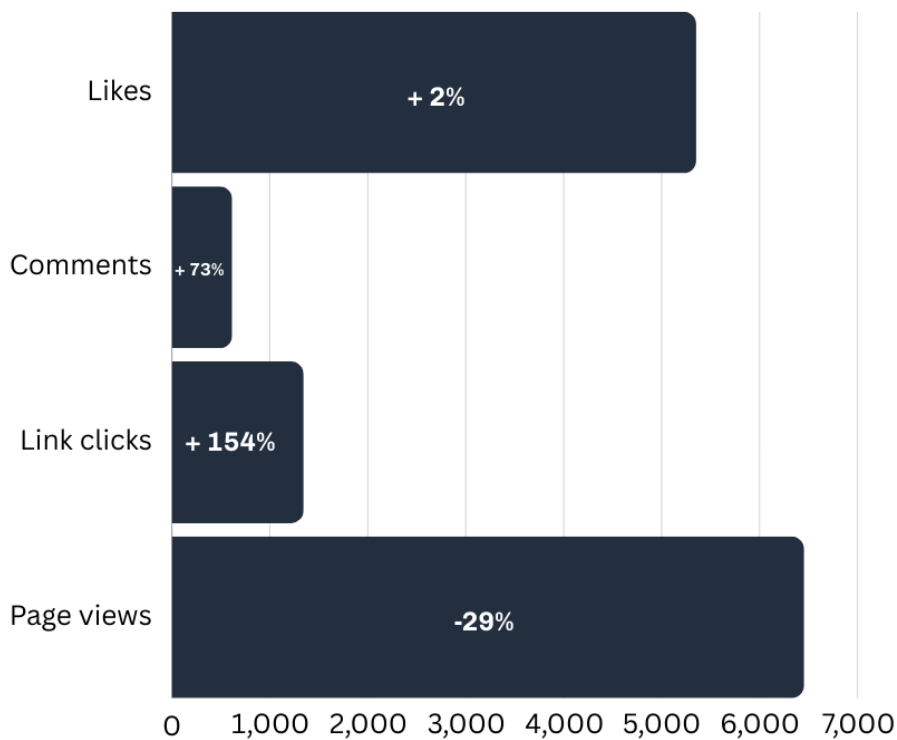
### December 2023 overview



### December 2023 - Number of followers by social media platform and number change since previous month

#### Highlights

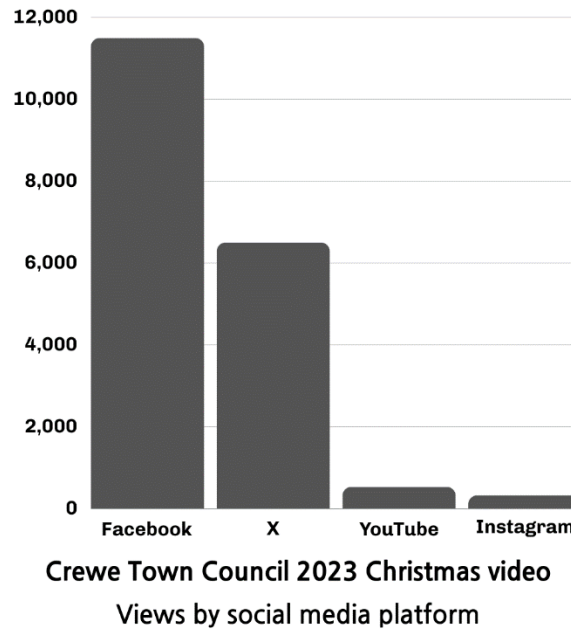
- Facebook:
  - Number of posts: 57
  - 125 new followers (5,770 in total)
  - A reach of over 114,000 people (an increase of 41% on previous month)
  - 5,353 likes (an increase of 2% on previous month)
  - 616 comments (an increase of 73% on previous month)
  - 1,345 link clicks (an increase of 154% on previous month)
  - 6,455 page views (a decrease of 29% on previous month)



## December 2023 - Types of engagement on Facebook and % change on previous month

- X (formerly Twitter):
  - Number of posts: 42
  - Gained 4 followers (4,434 in total)
  - 151 link clicks (an increase of 287% on previous month)
  - 46 retweets (an increase of 254% on previous month)
  - 63 likes (an increase of 21% on previous month)
- Instagram:
  - Number of posts: 24
  - 11 new page followers (528 in total)
  - 103 likes and reactions (a decrease of 61% on previous month)
  - 79 profile visits (a decrease of 45% on previous month)
- You Tube:
  - 2 videos uploaded during the month
  - 627 views (an increase of 318% on previous month)
  - 25.2 hours of watch time (an increase of 486% on previous month)
  - 506 unique viewers during the month (an increase of 391% on previous month)

- Coal for Christmas Crewe Town Council festive film:
  - 18,858 total views
  - 456 likes
  - 81 shares



## Commentary

Following on from the fantastic month for social media in November (thanks to the Christmas activity and Remembrance Service) December also experienced a month of high engagement, with only Instagram showing a slight dip in likes and reactions to posts compared to Facebook, X and YouTube. In fact, Twitter experienced a surge in engagement for the month (link clicks, likes and shares) and YouTube saw our highest viewing figures and unique viewers to date thanks to the Crewe Town Council Christmas video (533 views).

We have gained new followers across all social media platforms again this month.

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

1. Krazy Races event announcement
2. "Coal for Christmas" Crewe Town Council Christmas video launch
3. Sloth Saturday Christmas activity

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

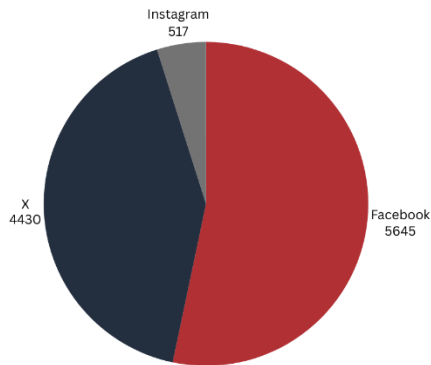
1. "Coal for Christmas" Crewe Town Council Christmas video (533 views)
2. Full Town Council Meeting 05/12/23 (36 views)
3. Crewe 2021 Christmas video "Make Crewe Sparkle" (8 views)

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## Social Media Statistics for Crewe Town Council

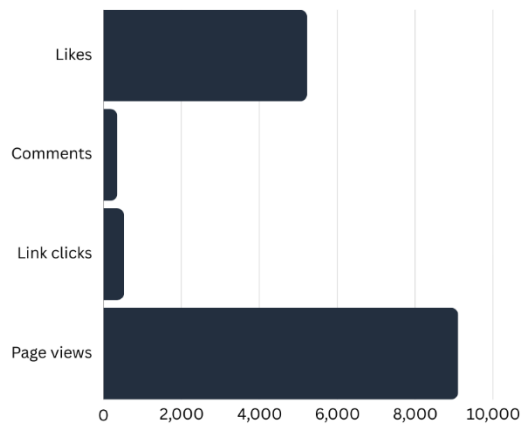
### November 2023 overview



Number of followers by social media platform  
November 2023

### Highlights

- Facebook:
  - Number of posts: 77
  - 238 new followers (5,645 in total)
  - A reach of over 81,000 people (an increase of 133% on last month)
  - 5,226 likes (an increase of 578% on last month)
  - 356 comments (an increase of 58% on last month)
  - 530 link clicks (an increase of 80% on last month)
  - 9,106 page views (an increase of 116% on last month)



Types of engagement on Facebook  
November 2023

- X (formerly Twitter):
  - Number of posts: 51
  - Gained 4 followers (4,430 in total)
  
- Instagram:
  - Number of posts: 39
  - 17 new page followers (517 in total)
  - 264 likes and reactions (an increase of 190% on last month)
  - 144 profile visits (an increase of 136% on last month)
  
- You Tube
  - 3 videos uploaded during the month
  - 150 views (an increase of 44% on last month)
  - 4.3 hours of watch time (a decrease of 37% on last month)
  - 103 unique viewers during the month (an increase of 72% on last month)

## **Commentary**

November has been a fantastic month for our social media engagement, thanks to the Christmas Lights Switch On activity and Remembrance Service.

We have gained new followers across all social media platforms – especially on Facebook, with 238 new followers, as well as a sizeable rise on post reach and an increase in likes of almost 600% over the month on the platform!

Instagram has also seen a noticeable rise in engagement and profile visits during November, with X remaining fairly static.

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

1. The Christmas Community Lantern Parade video
2. Inka the Polar Bear video
3. Remembrance Sunday Service post and photographs

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

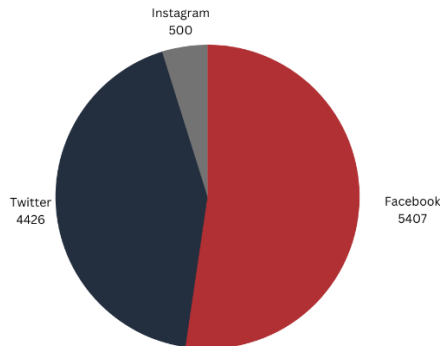
1. Christmas Lights Switch On video 2022
2. 2021 “Make Crewe Sparkle” Christmas Lights switch on film
3. Crewe Remembrance Day Parade 2021





## Social Media Statistics for Crewe Town Council

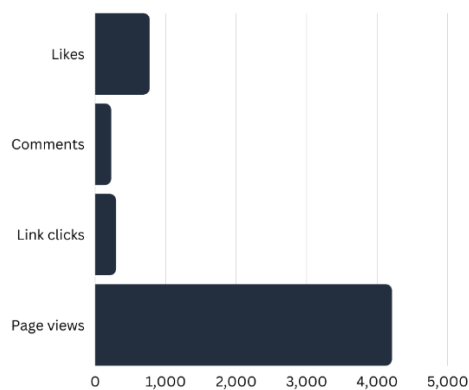
### October 2023 overview



Number of followers by social media platform  
October 2023

### Highlights

- Facebook:
  - Number of posts: 71
  - 64 new followers (5,407 in total)
  - A reach of over 34,500 people
  - 771 likes (a decrease of 40% on last month)
  - 225 comments (an increase of 14% on last month)
  - 294 link clicks (a decrease of 11% on last month)
  - 4,209 page views (a decrease of 9% on last month)



Types of engagement on Facebook  
October 2023

- X (formerly Twitter):
  - Number of posts: 59
  - Gained 16 followers (4,426 in total)
  
- Instagram:
  - Number of posts: 25
  - 10 new page followers (500 in total)
  - 91 likes and reactions (a decrease of 4% on last month)
  - 61 profile visits (an increase of 20% on last month)
  
- You Tube
  - 2 videos uploaded in October
  - 104 views (a decrease of 32% on last month)
  - 6.8 hours of watch time (an increase of 5% on last month)
  - 60 unique viewers during the month (a decrease of 49% on last month)

## **Commentary**

New followers have been gained on all social media platforms again in October – and we have reached 500 followers on Instagram! Likes and link clicks on Facebook are down from September, however, comments and shares are up. This is mainly due to the Operation Autumn communications promoting the free activities on offer during October half term.

Engagement and reach has remained fairly consistent on Instagram and YouTube has seen an increase in the amount of total viewing time and total number of subscribers.

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

1. Tree of Light availability of stars announcement
2. Ping Pong Parlour profile
3. Operation Autumn announcement

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

1. Operation and Improvements Committee (published October 2023)
2. Christmas Lights switch on video (published December 2022)
3. Planning Committee (published October 2023)