

Crewe Town Board

Agenda

Date: Friday, 16th October, 2020

Time: 9.30 am

Venue: Virtual Meeting

1. **Apologies for Absence**

To receive any apologies for absence.

2. **Declarations of Interest**

To receive any declarations of interest.

3. **Minutes of the previous virtual meeting including actions** (Pages 3 - 10)

To approve as a correct record the minutes of the previous virtual meeting held on 18 September 2020 and to consider and note the actions from the virtual meeting.

GOVERNANCE ITEMS

4. **Appointment of Vice Chairman**

To appoint a Vice Chairman of the Crewe Town Board.

5. **TIP Sub-Group**

To receive a verbal overview of the TIP Sub-Group of the Crewe Town Board.

(Simon Yates to present-10 Minutes).

6. **Communication & Engagement Sub-Group and Communications Update**
(Pages 11 - 12)

To receive a written update of the Communication & Engagement Sub-Group along with a communications update.

(Carol Young to present-10 Minutes)

OTHER ITEMS OF BUSINESS

7. **Strategic Update from Cheshire East Council**

Contact: Sarah Baxter
Tel: 01270 686462
Email: sarah.baxter@cheshireeast.gov.uk

To receive a verbal update from the Director of Director of Growth & Enterprise.

(Peter Skates to present-10 Minutes)

8. **Forward Planning**

To give consideration to items of business for future virtual meetings.

9. **AOB**

To put forward any others items of business.

10. **Date of Next Meeting**

To confirm the date of the next meeting as 13 November 2020 commencing at 9.30am.

Membership: John Adlen, Andy Butler, Rick Carter, Paul Colman, Jasbir Dhesi, Reverend David Edwards, Sally Hepton, Mark Hills, Doug Kinsman (Chairman), Adam Knight, Councillor Nick Mannion, Dr Kieran Mullan MP, Councillor Jill Rhodes, Dr Matt Tyrer and Simon Yates

CHESHIRE EAST COUNCIL

Minutes of a virtual meeting of the **Crewe Town Board**
held on Friday, 18th September, 2020

PRESENT

D Kinsman (Chairman)

J Adlen, A Butler, R Carter, P Colman, Reverend D Edwards, J Dhesi, A Knight, Councillor N Mannion, Dr K Mullan MP, Councillor J Rhodes and S Yates

ALSO PRESENT

Kim Cooper, Natalie Fenton, Lindsay Lewis, Pete Turner and Martin Wood.

OFFICERS IN ATTENDANCE

Sarah Baxter, Democratic Services Officer
Jez Goodman, Development & Regeneration Delivery Manager
Frank Jordan, Executive Director - Place
Peter Skates, Director of Growth & Enterprise
Carol Young, Senior Investment & Interim Programme Manager

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Mark Hills and Dr Tyrer. It was noted that Rod Thompson would act as a substitute for Dr Tyrer. In addition it was noted that Sally Hepton and Martin Wood would join the virtual meeting slightly later.

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 MINUTES OF THE PREVIOUS MEETING INCLUDING ACTIONS

That the minutes of the virtual meeting held on 21 August 2020 be approved as a correct record.

The Chairman, Doug Kinsman went through the list of actions from the previous meeting. The following actions were still ongoing:-

Cheshire East Council Delegations to enable delivery of the town strategy and investment plan were being considered in a draft paper for Cheshire East Council Cabinet in November.

In respect of Board membership, it was necessary to ensure retail involvement in the development of the TIP and in the regeneration of the town centre. It was reported that a number of retailers had been contacted.

In respect of the master spreadsheet of Crewe projects, the Chairman confirmed he had included the information sent to him by Peter Skates and had amended the spreadsheet however it was yet to be circulated.

(ACTION DK)

Once the amendments had been made the spreadsheet would be distributed to the Board. It was agreed that CEC would maintain the spreadsheet.

In respect of the accelerated funding submission it was confirmed that no response had been received to date and that this was expected for the end September.

In respect of the interim bus station options and timescales it was reported that discussions were ongoing with Arriva and officers tabled a number of proposals to incentivise Arriva to do some of the repairs. An update would continue to be provided to the Board.

At the previous meeting, the Chairman was asked to contact ARUP to see if they were able to provide examples of good use of data analysis and intelligence to inform town investment plans. He confirmed he had contacted ARUP in the last few days, and it was anticipated that examples would be provided in the next few weeks.

In terms of the Transport, Highways and infrastructure briefing this was being arranged and dates would be confirmed for Board members.

(ACTION PS)

Hatch had been asked to put forward a representative to sit on the meeting once the date had been agreed.

(ACTION DK)

In terms of the master planning list it was reported that Chris Jackson had produced a document for the shadow board listing all of the key strategies. A number of documents had been identified which was thought might be useful to include. It was agreed that these would be circulated to the Board as background information.

(ACTION ALL)

The Board was asked to think of a list of key stakeholders to engage with for interviews, which could be given to the consultants once appointed.

(ACTION ALL)

4 FINAL DRAFT TERMS OF REFERENCE

Consideration was given to the revised draft Terms of Reference.

RESOLVED

That the draft terms of reference be approved.

5 SUPPORT SERVICES

Frank Jordan, the Executive Director-Place confirmed that secretariat support for the Board had been agreed and that Sarah Baxter, Democratic Services Officer at Cheshire East Council would provide this for future meetings of the Board. In addition all information relating to the Board including future agendas would be published on the Council's website.

Further to this he informed the Board that Carol Young, the Senior Investment & Interim Programme Manager at Cheshire East Council would provide the policy and communication support to the Board.

6 SUB-GROUPS

The Chairman explained that there was some urgency in creating two specific sub-groups which had not been discussed at the previous meeting but raised in subsequent meetings with Hatch. Several towns had created Towns Investment Plan Development Groups (TIPDG). It was suggested that something similar should be established to work in conjunction with Hatch. It was proposed and agreed that Simon Yates would chair this sub-group.

Information on the membership, its term of reference, its purpose, how often it would sit etc would need to be considered. It was reported that a meeting on Monday was taking place and this matter could be considered further as to how the TIP would potentially work and how it would report back into the main Board.

The second sub-group which needed to be set up urgently was a Communication and Engagement Sub-Group which would work hand in hand with Hatch. Discussions had been ongoing with colleagues and Lindsay Lewis and Carol Young, Senior Investment & Interim Programme Manager at Cheshire East had agreed to assist with this and a further update would be provided later on in the meeting. Work on formalising how the sub-group would report back to the main Board would also need to commence as soon as possible.

It was felt important to ensure engagement with the wider community if possible and careful thought needed to be given as to how this could be achieved. In addition it was important to obtain the views of young people and engage them in all of the different sub-groups. This was equally true of the voluntary and the faith sectors.

The Chairman welcomed the Town Board's thoughts on how this could be moved forward. It was also agreed that further sub-groups would need to be established in particular to focus on the town centre.

The Chairman advised that he needed to engage with Hatch and ask for feedback on what the membership of the sub-groups from the other towns was like and what reporting structures were in place. Once this information was provided, he explained he would write out to everyone to confirm how many people would sit on the sub-groups, who from the Board may wish to sit on them and so forth. Outside of the Board, work would commence on the establishment of a town centre regeneration working group. How this would work and how it would be represented needed to be discussed outside of the Board.

(ACTION DK)

7 TOWN INVESTMENT PLAN PROGRAMME UPDATE

Jez Goodman, the Development & Regeneration Delivery Manager attended the virtual meeting and gave an update in respect of the Town Investment Plan.

Within the update he explained that three tenders had been received with the Hatch consortium supported by Hemmingway Design being unanimously supported by the Board. It was felt by the Board that Hatch had considerable experience particularly as they were already working on other town investment plans in the UK, including Barrow and Preston. Whilst it was acknowledged the fee for their services was higher than their competitors, and higher than what was originally budgeted for, their methodology processes were significantly better.

The first stage was to submit the Town Investment Plan by the end of January 2021. Following on from this the second stage would be engagement with Government around the town deal. There was an option to break at the end of the first stage if that was the decision. The second stage would be more open ended.

8 STRATEGIC UPDATE FROM CHESHIRE EAST COUNCIL

Frank Jordan, the Executive Director-Place and Peter Skates, Director of Growth & Enterprise attended the virtual meeting and gave a presentation to the Board.

The presentation was split into three sections, infrastructure including information on the HS2 and the A500, Crewe town centre with specific reference to the Royal Arcade and bus station, the Crewe markets, the proposed Accelerated Towns Fund Project and the history centre.

The final part of the presentation related to the Communications Plan and 3d mapping.

In relation to the Royal Arcade Scheme, there had been detailed engagement with the Crewe Town Board (CTB) on the scheme and this had led to some key changes to the programme and the nature of the proposed development agreement which was currently being renegotiated with the provider. The key benefit of the changes would be that it enables confidence regarding the delivery of key components of the scheme such as the bus station, car parking and public realm.

CEC provided assurance that the CTB would continue be engaged as the programme develops.

Further questions were asked in respect of the position of the High Street Fund and if the bid was successful how would this impact on the town centre and whether discussions to close the Police station in Crewe had progressed and further.

It was confirmed that engagement with the Police was ongoing and the situation was being closely monitored. As soon as any further information became available it would be reported to the Board.

It was anticipated that an announcement from the MHCLG would be due in November in relation to the FHSF.

The Chairman asked if a detailed timetable could be presented to the Board as it might assist the members instead of the generalised timetable put forward. Given the time constraints officers were asked to give consideration to the provision of a detailed timetable. The Chairman took confidence in the comments made by the Director that the Council was pushing hard to move forward with the signing of the development agreement. He also felt that in the last nine weeks considerable progress had been made and this should not be overlooked.

(ACTION FJ)

9 COMMUNICATIONS AND PUBLIC RELATIONS

Due to time constraints it was agreed that this update would be circulated by Carol Young to members of the Board after the virtual meeting.

(ACTION CY)

10 FORWARD PLANNING

Due to time constraints it was agreed that any items for the forward plan would be circulated separately after the virtual meeting.

(ACTION DK)

11 DATE OF NEXT MEETING

RESOLVED

That the date of the next meeting be held on Friday 16 October 2020 commencing at 9.30am.

The meeting commenced at 10.00 am and concluded at 10.48 am

D Kinsman (Chairman)

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Meeting Actions from previous meeting

#	Action	Owner	Status
1	Board Membership LL and PC to pull together a list of potential nominations to vacant positions on the Town Board, focussing on the retail area. A number of retailers had been contacted.	LL/PC	Update on 16 th Oct
2	LL to continue with Marketing Cheshire, regarding the marketing and promotion of the Board.	LL	Ongoing
3	LL to continue to explore long term options for website creation.	LL	Ongoing
4	CEC to bring forward proposal for website presence on CEC website until new web created.	FJ	Update 16 th Oct
5	In respect of the master spreadsheet of Crewe projects, the Chairman confirmed he had included the information sent to him by Peter Skates and had amended the spreadsheet however it was yet to be circulated. DK Would do this after the meeting.	CEC	Ongoing-To be managed by CEC
12	In respect of the interim bus station options and timescales it was reported that discussions were ongoing with Arriva and officers tabled a number of proposals to incentives Arriva to do some of the repairs. An update would continue to be provided to the Board.	PS	Ongoing
13	PS to put together a plan to outline the steps and timescales involved in the bus station and multi-storey car park.	PS	Ongoing
14	At the previous meeting, the Chairman was asked to contact ARUP to see if they were able to provide examples of good use of data analysis and intelligence to inform town investment plans. He confirmed he had contacted ARUP in the last few days and it was anticipated that examples would be provided in the next few weeks.	DK	Ongoing
15	DK to write to the Board after the meeting today, with the paper on subgroups and will request feedback from the Board. Board members to respond.	ALL	Completed
16	Transport, Highways and infrastructure briefing for CTB to be arranged.	PS	Date confirmed for 2 Nov

17	The Board to think of a list of key stakeholders to engage with for interviews, which could be given to the consultants once appointed.	ALL	This has been superseded as Hatch have already discussed this with them and have asked to send in any potential stakeholders
19	Subgroups-SY to chair Towns Investment Plan Development Groups (TIPDG).	SY	Established
20	Subgroups-DK advised that he needed to engage with Hatch and ask for feedback on what the membership of the subgroups from the other towns was like and what reporting structures were in place. DK to write out to everyone to confirm how many people would sit on the subgroups, who from the Board may wish to sit on them and so forth.	DK	Ongoing
22	Detailed timetable for Royal Arcade to be presented to the Board as it might assist the members instead of the generalised timetable put forward.	FJ	Ongoing
23	Communication Update.	CY	On the agenda
24	Any items for the Forward Plan to be circulated after the meeting.	DK	Ongoing

BRIEFING PAPER
Town Board for Crewe

Item no.6

Date of Meeting: 16 October 2020**Report Title:** Communication & Engagement Sub-Group and Communications Update**1.0. Crewe Town Board Communications and Engagement Sub-group**

- 1.1. At the last meeting on 18th September the Town Board discussed the formation of a set of sub-groups as part of the proposed governance structure which would initially support the development of the Town Investment Plan but could also help to drive future longer-term regeneration in Crewe.
- 1.2. The Board agreed that one of these proposed sub-groups will be focussed on communications and stakeholder engagement. It is intended to be an operational group bringing together key messaging for Crewe across the partner organisations and working with consultants to support the consultation process.
- 1.3. It is intended that the Crewe Town Board Communications and Engagement Sub-group will incorporate the Crewe Town Council Place Brand and Marketing Sub-group along with representatives from Cheshire East Council Communications Services and the Crewe Town Board.
- 1.4. A number of actions are already in process to support the aims and objectives of the group.

2.0. Putting a Communications Plan in place

- 2.1. The proposal is that Cheshire East Council, Crewe Town Council and the Crewe Towns Board Communications and Engagement Sub-group work together on a joint plan to support the development of the Town Investment Plan and also showcase the key projects in progress.
- 2.2. Fortunately, we are not starting from scratch as there are a number of resources that we are able to draw upon including the Cheshire East Council Communications Team work on key messaging for Crewe and the Crewe Town Council Place Brand and Marketing working group.
- 2.3. Thinking about forward planning it will be important to link all the good work to date with some consistent key messaging and the Crewe Branding Strategy, for example 'Getting things done together'.
- 2.4. Initial thoughts include hosting a dedicated web page for the Town Board on the Cheshire East website; collating and regularly updating a timetable of projects, milestones and events to help with communications planning; and producing a monthly information bulletin to help keep people informed and on message.

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3.0. Linking to wider campaigns

- 3.1. A strong message that all partners are signed up to provides the opportunity to feed this in to and take advantage of wider campaigns by joining up on media releases where possible and appropriate.
- 3.2. For example, the Local Enterprise Partnership are investing in a campaign to promote their new vision, formation of a new advisory commission and work to support economic recovery post-covid. They will be looking for local good news stories from across Cheshire and Warrington, therefore there is great opportunity to showcase the work going on in Crewe to a wider audience.

4.0. Establishing a web presence

- 4.1. It is important to allow public access to the work of the Town Board, not only to comply with government requirements but to also provide information and foster support and traction for projects and activities. The ideal place for this would be via a website.
- 4.2. Whilst the Town Board may decide to develop a bespoke website going forward, a short to medium term solution has been provided by hosting on the Cheshire East Council website. This allows access to Town Board papers and also offers a dedicated web page providing access to further information on the Board, its projects and activities.

5.0. 3D Video Production as a communications aid

- 5.1. The investment planned for Crewe is significant but can be difficult to visualise so with this in mind the Council has commissioned a CGI animation production. This short film is being designed to illustrate the scale of the investment in Crewe and bring the proposed projects to life.
- 5.2. It builds upon some of the animation work already created by the Cultural Forum and for the Royal Arcade development and it is hoped to be a useful promotional tool for many audiences from local residents and businesses in Crewe to potential new investors.

6.0. Next Steps

- 6.1. Revise and agree membership, Town Board representation and Chair
- 6.2. Set purpose and Terms of Reference
- 6.3. Agree objectives
- 6.4. Report back to the Town Board

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