

Crewe Town Board

Agenda

Date: Friday, 7th May, 2021

Time: 9.30 am

Venue: Virtual

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** (Pages 3 - 10)

To approve as a correct record the minutes of the previous virtual meeting held on 9 April 2021 and to consider and note the actions from the virtual meeting.

OTHER ITEMS OF BUSINESS (1 Hour 55 Minutes)

4. **Towns Fund Progress Update - (5 minutes) - DK**

To receive an update on the progress on the Towns Fund.

5. **Towns Fund Next Steps for Project-(20 Minutes)-CJ**

To consider the next steps.

6. **Presentation on the History Centre-(30 Minutes)-HP**

To receive a presentation on the History Centre.

7. **Funding Update-(20 Minutes)-CJ**

To receive a funding update on the Levelling Up Fund, Community Renewal Fund and other funding opportunities.

8. **Communication & Engagement Sub-Group Update (10 Minutes)-DE/RH** (Pages 11 - 14)

To receive a report on the Communication & Engagement Sub-Group.

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

9. **Sub-Groups Update (10 Minutes)-DK/SY**

To receive a sub-groups update.

10. **Strategic Update from Cheshire East Council (10 Minutes)-PS**

11. **Covid-(5 Minutes)**

To discuss COVID-19 in terms of approach and information sharing.

12. **AOB-(5 Minutes)**

To put forward any other items of business.

13. **Date of Virtual Next Meeting**

To confirm the date of the next meeting as 4 June 2021 commencing at 9.30am.

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

CHESHIRE EAST COUNCIL

Minutes of a virtual meeting of the **Crewe Town Board**
held on Friday, 9th April, 2021

PRESENT

Doug Kinsman (Chairman)

John Adlen, Rick Carter, Paul Colman, Reverend David Edwards, Mark Hills, Guy Kilminster, Adam Knight, Councillor Nick Mannion, Dr Kieran Mullan MP, Councillor Jill Rhodes and Simon Yates

OFFICERS IN ATTENDANCE

Sarah Baxter, Democratic Services Officer
Jez Goodman, Development & Regeneration Delivery Manager
Rhiannon Hilton, Communications Officer
Dr Charles Jarvis, Head of Economic Development
Hayley Kirkham, Head of High Growth City
Andrew Ross, Director of Highways & Infrastructure
Peter Skates, Director of Growth & Enterprise
Carol Young, Policy & Partnerships Officer

82 APOLOGIES FOR ABSENCE

Apologies for absence were received from Andy Butler, Kim Cooper, Jasbir Dhesi, Sally Hepton, Frank Jordan, Lindsay Lewis and Martin Wood.

83 DECLARATIONS OF INTEREST

There were no declarations of interest.

84 MINUTES OF THE PREVIOUS VIRTUAL MEETING

RESOLVED

That the minutes of the virtual meeting held on 5 March 2021 be approved as a correct record. The Chairman went through the list of actions from the previous virtual meeting and updated members on the status of each action accordingly.

Further to this the Chairman reported that unfortunately Cheshire East Council's submission bid for funding from the Economies for Healthier Lives Fund had been unsuccessful. It was noted that irrespective of the availability of funding further exploration would be undertaken to try to progress some of the projects using underspend from the Public Health

grant. This would be discussed further with officers from Cheshire East Council within the next few weeks.

In addition the Chairman reported that the planning application for a 5G mast for Edleston Road SF, Edleston Road, Crewe, which had been included as an item on the agenda at the previous meeting had been refused.

85 TOWNS FUND PROGRESS UPDATE - (5 MINUTES) - DK

The Chairman provided a verbal update in relation to the position regarding the Towns Fund. In addition he advised that negotiations had taken place with Hatch as a result of an overrun on stage one funding. It was agreed half of the requested amount would be shared. Cheshire East Council had applied for further additional capacity funding to complete stage two. He confirmed this additional funding had been received.

Further discussions would now take place between the Chairman, Cheshire East Council as the Accountable Body Hatch and to determine independently what additional work was required which would then enable the Board to negotiate with Hatch for final pricing for stage 2 but it had been made explicitly clear there could not be an overrun on stage 2.

Whilst an announcement on the TIP would be taken in due course it was reported that the Board should look at preparing a strong marketing and PR campaign and work on this had already commenced. In addition a desktop analysis with the individual projects had been ongoing so members were assured work was taking place in the background whilst a decision was awaited. Members were also advised an additional Board meeting might be required once an announcement came through on the TIP should the full amount not be allocated.

RESOLVED

That the update be noted.

86 HS2 UPDATE & DISCUSSION (60 MINUTES) - CEC

John Adlen, Growth Director at the LEP and Andrew Ross, the Director of Highways & Infrastructure at Cheshire East Council attended the virtual meeting and gave a presentation on the Cheshire & Warrington HS2 growth corridor and the progress made so far in respect of proposals relating to the Crewe hub.

Members of the Board made comments and raised questions in respect of the following:-

- The funding gap and how this would impact on the reality of what could be delivered;

- The changes taking place within Crewe and what impact this would have on the Mill Street corridor;
- The development of the Lidl supermarket was welcomed as the area around Mill Street was now more open;
- Office space within Crewe should target high skilled occupations;
- How would the advantages and benefits of the proposals for Crewe be communicated to local stakeholders;
- Who would be responsible for promoting the development of Crewe nationally;
- Concerns insufficient investment would lead to a 'second class' Crewe;
- Discussions were ongoing with Government and final decisions were yet to be made;
- Recognised the need to promote the fact that the hub was the only one of its kind located in the North of the country;
- Whilst the Board saw HS2 as beneficial, vast areas of Cheshire East were against it.

RESOLVED

That the updates be noted.

87 LEVELLING UP FUND (15 MINUTES) - DK

Consideration was given to a report on the Levelling Up Fund alongside the UK Community Renewal Fund and the Community Ownership Fund. In addition Dr Charles Jarvis, Head of Economic Development at Cheshire East Council provided further background information on the various funding regimes available.

It was noted that a meeting was scheduled to take place next week with Dr Charles Jarvis, Dr Kieran Mullan MP, Andrew Ross and Peter Skates to further discuss the proposals on the Levelling Up Fund. It was suggested that conclusions from these discussions could be presented to members at a future meeting of the Board.

RESOLVED

That the report be noted.

88 SUB-GROUPS (10 MINUTES) - DK/ SY

Consideration was given to an update on the position regarding the sub-groups.

In respect of the Transportation sub-group the Chairman informed members that he would be circulating a letter inviting nominations for representatives to sit on the Transport Forum in order to progress the sub group. It was agreed this approach should be adopted for the all other sub-groups.

RESOLVED

That the contents of the report be endorsed.

89 STRATEGIC UPDATE FROM CHESHIRE EAST COUNCIL (10 MINUTES) - PS

Peter Skates, the Director of Growth & Enterprise attended the virtual meeting and gave a verbal update on the following:-

- Royal Arcade – Following a consultation and event undertaken by Peveril, work had been undertaken to appraise the feedback obtained. The planning application was on schedule and due to be submitted at the end of the month.
- Crewe market hall – Work was being undertaken to open the hall on 19 May subject to the lockdown road map remaining unchanged. In addition work had been taking place in the background in respect of testing the acoustics within the market hall for live events. One test at the end of March had been publicised on social media and a further Facebook live event was scheduled to be held on 17 April at 7pm for anyone interested in observing. In response to the Chairman's question about the number of units let it was confirmed that 14 out of the 17 were now occupied.
- Post 12 April when hospitality was scheduled to reopen-Cheshire East Council were in the process of undertaking a campaign promoting 'Say hi to the hight street' in order to bring vitality back into the town centre as a result of non-essential shops being allowed to reopen from 12 April. Officers at the Council were working closely with Crewe Town Council in terms of this campaign.

Adam Knight attended the virtual meeting and gave a verbal update in respect of Lyceum Square. He reported that there had been a slight delay to arriving at Riba stage 3, however this was not considered an issue in terms of timescales and plans remained on course for the planning application to be submitted by end of month. He thanked everyone for their feedback on the stage 2 presentation boards.

RESOLVED

That the update be noted.

90 COVID (5 MINUTES) - DK

There was no further update in respect of this matter.

91 AOB (5 MINUTES) - DK

Reverend David Edwards informed the Board that the Communication & Engagement sub-group were in discussions with Crewe Town Council for

them sub-group to host the Crewe place brand on the Town Council's website.

92 DATE OF NEXT VIRTUAL MEETING

RESOLVED

That the date of the next virtual meeting take place on Friday 7 May 2021 commencing at 9.30am.

The meeting commenced at 9.30 am and concluded at 11.53 am

D Kinsman (Chairman)

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Meeting Actions from the virtual meeting held on 9 April 2021

#	Action	Owner	Status
1	Any items for the Forward Plan to be circulated after the meeting.	DK	Ongoing
2	Definition of Sub-groups-That further discussions in respect of the submission bid to the LEP and heritage centre take place outside of the meeting. Update-It was reported that work was continuing with the heritage centre and proposals were in place jointly funded by CEC, the Town Council and the heritage centre a to establish a new governance structure. CJ and JA met after the last meeting and an outline case had gone to the LEP around alternative uses for the town centre. Update-The pre-election period had pushed applications to the June LEP strategy meeting.	KM, JA, DK/CJ	Ongoing
3	Youth representation on the Board. Discussions to take place outside of the Board. This matter had been considered at the previous virtual meeting whereby it was agreed that a task and finish group be established in terms of what the Board wanted from youth representation and the group would present back their findings to the Board within the next few months.	SH/AK	Ongoing
4	Levelling Up Fund-Dr Charles Jarvis, Dr Kieran Mullan MP, Andrew Ross and Peter Skates to discuss the proposals further on the Levelling Up Fund. Conclusions from these discussions to be presented to members at a future meeting of the Board.	CJ/KM/PS	Ongoing
5	Sub-Groups-The Chairman informed members that he would be circulating a letter inviting nominations for representatives to sit on the Transport Forum in order to progress the sub-group. It was agreed this approach should be adopted for the all other sub-groups.	ALL	Ongoing

BRIEFING PAPER

Town Board for Crewe

Version 3

Date of Meeting: 7th May 2021

Report Title: Communications and Engagement Sub-Group update

1.0. Introduction

- 1.1. The Communications and Engagement (C&E) Sub-Group meets monthly to support the Crewe Town Board (CTB) communications and stakeholder engagement activity.
- 1.2. Achievements to date include:
 - Development of a C&E Strategy adopted by the CTB in January 2021
 - Agreement on key messaging and a 'boiler plate' that can be used to support all C&E activity
 - An agreed protocol for C&E activity, including sign off procedures for communications and press releases
 - Production of a number of press releases to support the work of the Board currently managed by Cheshire East Council
 - Creation of the new CTB website which has been live since January 2021 and is currently managed by Crewe Town Council (CTC)
 - Development of a social media plan with a monthly schedule of proactive messaging currently hosted by Cheshire College
- 1.3. The CTB is asked to approve the approach recommended by the C&E Sub-Group in two areas of work:
 - 1.3.1. On the completion and agreement of the C&E Strategy, the CTB for a Communications Plan to be developed looking forward to key project milestones and C&E opportunities for the Board to be involved in
 - 1.3.2. A proposal to host the assets of the Crewe brand and associated branding filter on the CTB website was raised in AOB at the last CTB meeting and received some general agreement with a view to more detail being provided at the next CTB meeting

2.0. Development of a Communications and Engagement Plan

- 2.1. A copy of the latest draft of the Plan has been circulated to CTB members.
- 2.2. The Plan presented sets out progress so far on pulling together the forward plan of projects and key milestones that are known to the group. It may be difficult to set out a full plan until we are able to talk about the TIP and its projects.
- 2.3. It will be a living document, being constantly updated to respond to changing timescales, new opportunities and projects.
- 2.4. As the plan develops, there may be further discussion required to agree what can be done within the scope of existing resource and what should be prioritised by the Board.

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3.0. Crewe Brand Filter

- 3.1.** The Town Council and Crewe brand steering group have recognised some priorities and deliverables for development of the brand:
- Spread the knowledge, develop buy-in, and build local ownership
 - Embed the Place Brand into decision making (using a brand filter)
 - Create a structure and process for place brand management (brand filter and narrative)
 - Build an asset bank
 - Share good news stories
 - Investigate new placemaking events and boost the impact of existing events using a brand filter
 - Get more joined up as a town
- 3.2.** The Crewe Brand is a great asset that should be available for as many people as possible to use. However, interpretation of the branding needs to be managed to ensure that the guidelines and integrity are maintained
- 3.3.** The intention is for the branding guidelines and associated 'brand filter' to be available on line. This will enable anyone wanting to use the brand to access the guidelines and then test if their interpretation is 'on brand' by passing it through a filter check list. Any applications of the brand that do not pass the filter process will be able to open up a discussion with CTC (the brand manager) to see how the use could be modified to better meet the guidelines.
- 3.4.** The Town Board as a partner has a major role to play in supporting the brand delivery plan and at the last CTB meeting, members agreed in principle to hosting the assets of the Town Brand on the CTB web site.
- 3.5.** The details are being finalised, but the intention would be to create a new header section on the web site entitled 'Crewe Place Brand' which will provide:
- A public section with brand filter toolkit and free download of Crewe logo
 - A private area of the website for partners to access and download the brand guideline and assets
 - An accessible and user-friendly brand filter checklist document for use by brand users
- 3.6.** CTC will manage all aspects of the budget, content and development of the additional pages within the Crewe Brand delivery plan so the cost of adding the extra pages to the website and the administration involved in managing the brand filter will be covered by CTC.

4.0. Recommendations to the Board

- 4.1.** Review and agree to the approach set out in the communications plan and associated matrix acknowledging that this will be a living document
- 4.2.** Agree in principle to the proposal to host the Crewe Brand assets and brand filter tool on the CTB website and for the C&E Sub-Group to review the proposal when full details are available and enable the pages to be installed as soon as possible

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