

# Crewe Town Board

## Agenda

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**Date:** Friday, 3rd December, 2021  
**Time:** 9.30 am  
**Venue:** Virtual Meeting via Microsoft Teams

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1. **Apologies for Absence (1 Minute)**  
To receive any apologies for absence.
2. **Declarations of Interest (1 Minute)**  
To receive any declarations of interest.
3. **Minutes of Previous meeting (3 Minutes) (Pages 3 - 8)**  
To approve as a correct record the minutes of the previous virtual meeting held on 5 November 2021.
4. **Presentation from Apollo Buckingham (1 hour)**  
To receive information from Apollo Buckingham.
5. **Good Governance Workshop Review (20 Minutes)**
6. **Towns Fund Progress Update (10 Minutes)**  
To receive an update on the progress on the Towns Fund.
7. **Public Forum (5 Minutes)**  
To receive an update on the plans for the public forum.
8. **Sub-Groups Update (5 Minutes)**  
To receive a sub-groups update.
9. **Communication & Engagement Sub-Group Update (10 Minutes)**  
To receive an update from the Communication & Engagement Sub-Group and a Social Media Communications Presentation.

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10. **Strategic Update from Cheshire East Council (15 Minutes)**

To receive an update from the Director of Growth & Enterprise.

11. **AOB (5 Minutes)**

To put forward any other items of business.

12. **Date of Next Virtual Meeting**

To confirm the date of the next meeting as 7 January 2022 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, Guy Kilminster and Simon Yates

## **CHESHIRE EAST COUNCIL**

Minutes of a meeting of the **Crewe Town Board**  
held on Friday, 5th November, 2021 at Virtual Meeting via Microsoft Teams

### **PRESENT**

D Kinsman (Chair)

Andy Butler, Rick Carter, Paul Coleman, Reverend David Edwards, Sally Hepton, Guy Kilminster, Dr Kieran Mullan MP and Councillor Jill Rhodes.

### **ALSO PRESENT**

Lindsey Lewis and Pete Turner

### **OFFICERS IN ATTENDANCE**

Jez Goodman, Development & Regeneration Delivery Manager  
Rhiannon Hilton, Communications Officer  
Dr Charles Jarvis, Head of Economic Development  
Karen Shuker, Democratic Services  
Peter Skates, Director of Growth & Enterprise

### **69 APOLOGIES FOR ABSENCE (1 MINUTE)**

Apologies for absence were received from Jasbir Dhesi Mark Hills, Adam Knight, Martin Wood and Carol Young.

### **70 DECLARATIONS OF INTEREST (1 MINUTE)**

There were no declarations of interest.

### **71 MINUTES OF PREVIOUS MEETING (3 MINUTES)**

#### **RESOLVED**

That the minutes of the virtual meeting held on 1 October 2021 be approved as a correct record. The chair went through a list of actions from the previous virtual meeting and updated members on the status of each action accordingly.

### **72 TOWNS FUND PROGRESS UPDATE (30 MINUTES)**

Dr Charles Jarvis provided an update on the Towns Fund which included confirmation that submission had taken place on the 5<sup>th</sup> October. A meeting with officials and feedback provided following submission had been positive.

The Project Sub-Group would be meeting next week with its purpose being to keep a track on progress with business cases and their appraisals.

There had been a series of meetings with HATCH to ensure that they and officers were aware of their roles and responsibilities to deliver the business cases.

**RESOLVED**

That the update be noted.

**73 PUBLIC FORUM UPDATE (30 MINUTES)**

A Sub-Group had been set up which consisted of communications and engagement officers, the chair and vice-chair of Crewe Town Board. This followed feedback from previous board meetings around the desire to hold a public event to promote the positive work being undertaken.

Following the final meeting of the sub-group, it had been decided that Crewe Market Hall would be an ideal venue for the event, but, due to the timescales and limited days that the hall would be available before Christmas this would not be feasible. A further proposal to use one of the spare units within the Market Hall was agreed, using it as an exhibition stand to engage with the public to showcase the individual projects. Discussions are taking place with the Market Hall with regards to availability and potential dates that might be suitable. This would also need to take account the support that would be required from Board members council officers and any other resources that would be required to support such an event. The Board welcomed the proposal and agreed that further work around communications was required which would also include extending the invite to the media to encourage engagement.

In addition to the public event, given the ambition for Crewe, and its development, there was a discussion in respect of taking the opportunity to hold a larger stakeholder event to promote Crewe and its development. Board members agreed it would be a good idea in principle, however timing of the event would need to consider any funding bid announcements.

The Board agreed that further thought would need to be given on how to promote investing in the regeneration of Crewe to businesses and the opportunities this would provide. A proposal for a town centre forum group was put forward and it was noted that there had been a Town Centre Working Group set up previously which had been forced to stop due to the pandemic. It had involved stakeholders who looked at key issues around investment and town centre activities. The board thought it would be useful to either rekindle this group or develop something similar.

**RESOLVED**

That further discussions be held to develop a commercial focus event in spring 2022.

**74 SUB-GROUPS UPDATE (20 MINUTES)**

**RESOLVED**

Due to time constraints an update on Sub-Groups would be provided at the December meeting.

**75 COMMUNICATION & ENGAGEMENT SUB-GROUP UPDATE (15 MINUTES)**

Reverend David Edwards provided an update on the Communication & Engagement Sub-Group which included confirmation that the TIP had been published on the website and encouraged board members to go and view it.

Squeaky Pedal had commenced work on the videos and poems, two of the four videos that had been commissioned had been completed which would be edited in the next week.

A briefing paper had been created following discussion in previous meetings in respect of key messaging and responses, ahead of the public forum taking place in the future. This would be circulated to members as a working document and feedback would be welcomed.

**RESOLVED**

That the update be noted.

**76 STRATEGIC UPDATE FROM CHESHIRE EAST COUNCIL (10 MINUTES)**

Peter Skates gave a verbal update in respect of the following

Great British Railways HQ – There had been an announcement of a proposal for the Great British Railways national headquarters would be based outside of London. At full council a notice of motion was expressed that Crewe should go forward as a location. A steering group and four sub-groups had been set up to support any requirements and an update would be provided in due course.

Crewe Bus Service Improvement Plan – funding had been identified to support the shop mobility fit out within the Royal Arcade development.

A committee report providing an update on the town centre regeneration, including detail on all the investment going into Crewe, ideas for Macclesfield and the surrounding areas and what the Council's role has

been in getting businesses active again after covid would be going to the Economy & Growth Committee on the 30<sup>th</sup> November.

LS2 – The contractor to carry out the works had been appointed, along with an artist who would be engaging with residents and stakeholders in respect of the development and design of the artwork for the square.

Consultation had now closed following the recent engagement events with stakeholders in respect of the planning application for the square. Determination on the application would follow at the end of November with a view to the work commencing in January 2022 and it being completed around Easter, subject to external factors, such as the weather and building supplies.

The Council's Cultural and Economy team had been working on an event programme with the Town Council for when Lyceum Square was open.

**RESOLVED**

That the update be noted.

**77 AOB (5 MINUTES)**

The Chair informed the board that Cheshire East Council Increasing Equalities Commission Team had liaised with the Town and Country Planning Association to set up a free workshop to deliver a 20-minute neighbourhood which was due to take place on the 24 November 2021.

External parties had expressed an interest in presenting to the Board which included, Carbon Policies at CEC, Carbon Neutral Crewe, Apollo Buckingham, and Cheshire Community Fund.

**RESOLVED** That:-

- (1) The details of the workshop would be circulated following the meeting;
- (2) Apollo Buckingham be invited to the December meeting.

**78 DATE OF NEXT VIRTUAL MEETING**

**RESOLVED**

That the date of the next virtual meeting take place on Friday 3 December 2021 commencing at 9.30am.

The meeting commenced at 9.30 am and concluded at 11.45 am

D Kinsman (Chair)

**Meeting Actions from the virtual meeting held on 5 November 2021**

#	Action	Owner	Status
1	<p><b>Sub-groups</b>  <b>Transport Green &amp; Blue</b>            Having monthly meetings. There is a need to ensure the forum remains strategic.</p> <p><b>Sports and Open Spaces</b>            The chair had written to officers, councillors and other reps who wanted to be involved in the forum. An inaugural meeting would need to be scheduled with core groups before inviting others to sit on the forum.</p>	KM, JA, DK/CJ	Ongoing
2	<p><b>Youth representation on the Board.</b>            A meeting had taken place which had included creating an action plan, identifying the role of the group, along with organisations which would need to be contacted.</p>	JD	Ongoing
3	<p><b>Communication and Engagement Sub</b>            The TIP had been published on the website.</p> <p>Squeaky Pedal had commenced work on the videos and poems, two of the four videos that had been commissioned had been completed which would be edited in the next week.</p>	DE	Ongoing
4	<p><b>Terms of Reference</b>            Charles Jarvis to send note round in respect of amended wording in the terms of reference for the appointment of chair/vice chair and annual appraisal process.</p>	CJ	Ongoing
5	<p><b>GP Social Prescribing Funding –</b>            A second-round bid had been submitted on 22 October 2021.            12 successful areas out of the 38 would receive the feasibility funding. Not likely to hear anything until early December.</p>	GK	Ongoing
6	<p>Items to be considered for future Board Meetings:</p> <ul style="list-style-type: none"> <li>- Parking Consultation Strategy</li> <li>- Sponsorship Opportunities – ADHD Society</li> </ul>	DK	Ongoing

	<ul style="list-style-type: none"><li>- Housing challenges</li><li>- Private Inward Investment</li><li>- Cheshire Community Fund</li><li>- Apollo Buckingham</li><li>- Carbon neutral</li></ul>		
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