

# Crewe Town Board

## Agenda

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**Date:** Friday, 2nd June, 2023  
**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 14 April 2023.

4. **Crewe BID (40 Minutes)**

To receive a presentation on the above.

5. **Towns Fund Performance Report (35 Minutes)**

To receive a detailed update on the Towns Fund and Accelerated Funding Project & review their status prior to submission of the six monthly Performance Report to DLUHC.

6. **Communications and Engagement Sub-Group update, including Marketing Crewe (20 Minutes)**

To receive an update from the sub-group, including further details on the progress of Marketing Crewe.

*Report to follow*

7. **Strategic Update from Cheshire East Council (20 Minutes)**

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

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8. **AOB (5 Minutes)**

To put forward any other items of business.

9. **Date of Next Virtual Meeting**

To confirm the date of the next meeting as 7 July 2023 commencing at 9.30am.

**Membership:** John Adlen, Andy Butler, Rick Carter, Paul Colman, Jasbir Dhesi, Sally Hepton, Mark Hills, Doug Kinsman (Chairman), 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, 14th April, 2023 at Virtual Meeting via Microsoft Teams

### **PRESENT**

Doug Kinsman (Chair)

John Adlen, Rick Carter, Paul Colman, Jasbir Dhesi, Sally Hepton, Guy Kilminster, Councillor Nick Mannion, Dr Kieran Mullan MP, Councillor Jill Rhodes and Simon Yates

### **ALSO PRESENT**

Madeleine Abbey, Ellie Cox, Peter Turner, and Lindsay Lewis

### **OFFICERS IN ATTENDANCE**

Jez Goodman, Development & Regeneration Delivery Manager  
Rhiannon Hilton, Communications Officer  
Hayley Kirkham, Cheshire East Council HS2 Programme Director  
Karen Shuker, Democratic Services Officer  
Peter Skates, Director of Growth and Enterprise  
Carol Young, Policy and Partnerships Officer

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

Apologies for absence were received from Andy Butler, Mark Hills, Charles Jarvis and Martin Wood.

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

There were no new or updated declarations of Interest, other than those already on file.

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

#### **RESOLVED**

That the minutes of the virtual meeting held on 3 March 2023 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.

### **74 TOWNS FUND PROGRESS UPDATE & PROJECT REVIEW (30 MINUTES)**

The board received an update from Jez Goodman, Development and Regeneration Manager. The request submitted to reallocate the funds from the Lyceum Powerhouse project following its withdrawal had been agreed and those funds had been allocated across the remaining nine

projects to bolster those projects and ensure that they could still deliver the outcomes and impacts anticipated.

Flag Lane Baths – There had been some delays in respect of the pre-construction service agreement, but this would still be completed within the Towns Fund timescales.

Cumberland Arena – This was progressing in terms of planning with it expected to be an officer decision rather than planning committee decision.

Mill Street Corridor – This was progressing well, and consultations had taken place earlier with residents and wider stakeholder earlier in the year.

Youth Zone Project – There had been some slippage due to not being able to have access to Oak Street car park until the completion of the new multi storey car park at the Royal Arcade but this would not have a direct impact on the overall delivery of the project.

LY2 – Co-funding from other sources was being followed up.

Mirion Street – Discussions were ongoing in respect of the amount to be received from the Youth Investment Fund.

Jubilee Project – The consultation period in respect of the disposal of a public open space was delayed due to the purdah period around the elections and this would commence following the election on the 4 May.

Pocket Parks – the project had been successful in securing £400k funding which had been the target. The money would need to be spent by the end of March 2024.

**RESOLVED:**

That the update be noted.

**75 PLACE GOVERNANCE - ROLE OF THE TOWN BOARD (45 MINUTES)**

Following the towns fund projects now reaching the delivery stage the board had a discussion in respect of the role of the Board going forward. The projects, although important, would only play a small part in addressing the issues in Crewe. To maximise the opportunities in Crewe two areas that would need to be addressed: -

- 1) **Place leadership** – the structure already existed in Crewe Town Board, but it was felt that there needed to be more buy in from partners, better collaboratively working with a single strategy and more coherency and cohesiveness in what is delivered in Crewe and;
- 2) **Better civic engagement and community involvement** – This would need to be looked at from a grass roots level rather than the top-down approach.

The board agreed that currently there was a lack of a long-term strategic vision which identified the role and responsibilities for each local stakeholder based in Crewe. The board needed to oversee the vision and development of Crewe and not just oversee the projects of the Towns Fund.

Although there was work being undertaken by different partners in Crewe there needed to be better connectivity, communications, and linkages on briefing the community on progress.

It was agreed that it would be useful to get an external perspective to evolve the structure and work better in partnerships and there was learning to be had from the Institute of Place Management and other organisations.

**RESOLVED:**

That the update be noted.

**76 MARKETING CREWE (20 MINUTES)**

The board had a discussion in respect of what was required to market Crewe successfully. It was acknowledged that there were two main elements which needed to be considered: -

- 1) Internally - organisations, business, community, voluntary sector;
- 2) Externally - wider marketing – selling Crewe and how to put Crewe on the map

The Board recognised that there was not enough funding or resourcing across the whole of the borough and that setting up a separate body which did not have the same resource issues would be the best way forward.

A paper and presentation would be brought forward to the June meeting outlining on how this may work.

**RESOLVED:**

That the update be noted.

**77 STRATEGIC UPDATE FROM CHESHIRE EAST COUNCIL (15 MINUTES)**

Peter Skates, the Director of Growth & Enterprise attended the meeting and gave a verbal update in respect of: -

Royal Arcade – Phase one in respect of the bus station and the multi storey car park was progressing. A report on the challenges around phase 2 would be brought to the board at the June meeting, ahead of a presentation to committee in July.

Hayley Kirkham, HS2 Programme Director provided a synopsis of the outcome of the Select committee following the withdrawal of the petition by Cheshire East Council after accepting a package of commitments and assurances from both HS2 Ltd and the Government, which collectively would provide a better outcome for Cheshire East and its communities.

A whole suite of assurances for HS2, commitment in changes to design of scheme or mitigations/enhancements to manage impact of construction on the network had been secured. The benefits on getting assurances would mean that works would be able to start immediately. There would be further opportunity to influence the scheme and to petition the Bill as it progresses through Parliament.

**RESOLVED:**

That the update be noted.

**78 AOB (5 MINUTES)**

There was no other business.

**79 DATE OF NEXT VIRTUAL MEETING**

**RESOLVED**

That the date of the next virtual meeting take place on Friday 2 June 2023 commencing at 9.30am.

The meeting commenced at 9.30 am and concluded at 11.42 am

D Kinsman (Chair)

## Meeting Actions from the virtual meeting held on 14 April 2023

#	Action	Owner	Status
1	<p><b>Communication and Engagement Sub-Group</b> The concept of marketing Crewe structure would be taken forward and discussions to be had outside the Board.</p> <p><b>Update: A paper and presentation would be brought forward to the June meeting.</b></p>	DK/CY	Ongoing
2	<p><b>Anti-Social Behaviour – Crewe Market Square</b> The Chair would write to the SKEP Group The group included the anti- social behaviour team who were responsible for safety around Crewe town centre and John Dwyer, the Police Crime Commissioner</p> <p><b>Update: A letter to the SKEP Group had been sent asking for a meeting to discuss looking at anti-social behaviours, safety and security in the town centre.</b></p>	DK	Ongoing
3	<p><b>Board remit</b> Chair and Vice-Chair to put something together on options for the board moving forward and bring back to board members for discussion.</p> <p><b>Update: need to look at recruiting 2 new board members to replace David Edwardes &amp; Adam Knight)</b></p>	DK/SY	Ongoing
4	<p><b>Towns Fund Project</b> The TIP subgroup would start to look at the planned spend on projects and what it was that it would be expected to see by the end of the calendar year. A report would be brought back to the board.</p>	SY	Ongoing
5	<p><b>Royal Arcade – Phase 2 Challenges</b> Royal Arcade –A report on the challenges around phase 2 would be brought to the board at the June meeting, ahead of a presentation to committee in July.</p>	PS	Ongoing

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