

CHESHIRE EAST COUNCIL

Minutes of a meeting of the **Crewe Town Board**
held on Friday, 5th September, 2025 at Virtual Meeting via Microsoft Teams

PRESENT

Tony Davison (Chair)
Simon Yates (Vice-Chair)

Kate Blakemore, Andy Butler, Rick Carter, Paul Colman, Sally Hepton,
Doug Kinsman, Councillor Nick Mannion, Graham McKnight, Connor Naismith
MP and Councillor Jill Rhodes

OFFICERS IN ATTENDANCE

Peter Skates, Director of Growth and Enterprise
Charles Jarvis, Head of Economic Development
Jez Goodman, Development and Regeneration Delivery Manager
Sam Jones, Democratic Services Manager

36 APOLOGIES FOR ABSENCE

Apologies for absence were received from Ian Moston, Jasbir Dhesi, Guy
Kilminster, Jackie Dow and Phil Cresswell.

37 DECLARATIONS OF INTEREST

There were no declarations of interest other than those already on file.

38 MINUTES OF PREVIOUS MEETING

That the minutes of the previous virtual meeting held on 1 August 2025 be
approved as a correct record.

It was noted that Members of the Crewe Town Board had met with Market
Asset Management Ltd in connection with the Crewe Market Hall ensuring
that the venue continued to attract customers and ensure its longevity as
an asset with Crewe. In addition, the Chair had met with the Chief
Executive Officer of Cheshire East Council to discuss their concerns
regarding staffing levels and delivery of projects.

39 APPOINTMENT OF VICE CHAIR

The Chair consulted Board Members on their nominees for the position of
Vice Chair of the Crewe Town Board for the next year.

RESOLVED (Unanimously):

That Simon Yates be re-appointed as the Vice Chair of the Crewe Town Board for the next year.

40 CREWE TOWN CENTRE REGENERATION / ROYAL ARCADE

Members received an update on the Crewe Town Centre Regeneration and Royal Arcade project.

The Board were updated that the Phase 2 development would address the interim use of the cleared site to create a more attractive and useable outdoor space. The scheme was likely to remain in place for 3-5 years and would be fully funded by the UK Shared Prosperity Fund.

The Board were updated that the Council's Economy and Growth Committee would receive a [report](#) on 09.09.2025 which would make recommendations on the Crewe Town Centre Regeneration project:

- Providing a general Crewe Town Centre regeneration update
- Addressing elements relation to future vision for Crewe and the Crewe Town Board
- Proposed approach to the future development on council-owned town centre sites, through a pre-development agreement with a specific developer.

It was noted that if the recommendations in the report were approved then business cases for future development options would be developed. It was noted that the Council were in discussion with a developer with a view to the redevelopment of the Phase 3 site which would be for 200 – 300 homes in the town centre and would also include ground floor business and retail premises.

RESOLVED:

That the updates be noted.

41 REPURPOSING OUR HIGH STREET FUND SCHEME UPDATE

Members received an update on the Repurposing Our High Street Fund scheme.

Members were updated that there were 19 organisations which had opened as a result of the Repurposing Our High Street Fund scheme, with a further three which were awaiting opening, and five which were currently progressing applications, over a range of industries.

It was noted that of the grant of £581,864, a total of £343,164.98 had been used to date to support 22 businesses and created 36 jobs. There was £238,699.02 remaining which was hoped to support an additional 20 businesses. It was expected that a deadline for applications would be December 2026.

It was noted that the grant had also funded eight window vinyl covers in closed buildings to promote the area and improve the visual appearance of Crewe town centre.

RESOLVED:

That the updates be noted.

42 CREWE BID

Members received an update on the progress of the Crewe BID from Matt Deeley, Greville Kelly and Adam Gerrard.

Members were updated that the Crewe BID was looking to deliver via three core themes:

- A better Crewe experience
 - o Crewe-on-Sea
 - o Rail Ale Trail
 - o Scare Crewe – A Halloween to Remember
 - o Town of Festivals
 - o Say Hello to Crewe
 - o Investment and animating Christmas 2025
- Cleaner, Greener and Safer
 - o Street deep cleans
 - o Replacement of roadside banners
 - o New planters for the Victoria Centre
 - o Support for drug prevention projects
 - o Expansion of the SCOOT (Stamp Crime Out Of Town) radio network
 - o Safe Spaces projects with White Ribbon to support women's safety
- Stronger Business Connections
 - o Promoting Crewe as a place to invest through the One Crewe partnership
 - o More training and upskilling for levy payers
 - o Stronger links with colleges, universities and major employers

It was noted that the Crewe BID was developing stronger and more impactful partnerships, growing a pipeline of investment and the marketing team were driving forward the [Discover Crewe brand](#) and growing the levy payer reach.

Members were updated on Crewe BID highlights to date which had received positive feedback from residents:

- Pride 2025
 - o Best attended town centre Pride to date

- Discover Crewe-On-Sea
 - o In partnership with Crewe Town Council
 - o Over 1500 in attendance over 3 days
 - o Attracted local media
- Business Crime Reductions Partnership
 - o Driving force behind the relaunch of SCOOT with Cheshire East Council and Cheshire Police
 - o Providing a fully funded DISC app to businesses
 - o Drug sniffer dog investment across the BID area
- Customer feedback and civic pride
 - o Visible shift in reactions on social media
 - o Poppies installed along Nantwich Road and GJRP to support TC installations and unite the BID area

The importance of promoting Crewe, the BID and Discover Crewe via traditional media was noted, as well as utilising local companies where possible to market and promote Crewe.

The Board were updated that the Crewe BID's finances would be available after their Annual General Meeting on 11.09.2025.

RESOLVED:

That the updates be noted.

43 TOWNS FUND PERFORMANCE UPDATE

The Board received an update on several of the Towns Fund Projects and Programme Management updates from Jez Goodman, Development and Regeneration Manager, and individual project sponsors.

Youth Zone – Plans for hoarding panels were being reviewed due to additional requirement for road closure to install.

Pocket Parks – Official opening after the furniture installation in September / October 2025 for Lime Tree Avenue and Samuel Street Pocket Parks.

Jubilee / Wishing Well - Still awaiting planning application determination.

Southern Gateway – Main works completed, but route cannot open until mid / late September due to delay in steel fencing.

Mill Street Corridor – BT Openreach fibre cables had been located under the surface at different depths to plans which may cause delays.

Warm and Healthy Homes – CCTV surveys awaiting completion.

RESOLVED:

That the updates be noted.

44 **DEVOLUTION UPDATE**

The Board received an update on devolution in Cheshire and Warrington.

The [Cheshire and Warrington Joint Committee](#) approved recommendations on 29.08.2025 to recommend to their three Full Council meetings that a decision be taken on devolution in Cheshire and Warrington for a Combined Authority, with Cheshire East Council's [Full Council](#) meeting being held on 17.09.2025.

RESOLVED:

That the updates be noted.

45 **AOB**

Access to sports – Board members noted the importance of access to sports facilities for children in Crewe and resolved to look how to encourage sports enterprises to utilise existing spaces within Crewe to improve access for children and parents.

46 **DATE OF NEXT VIRTUAL MEETING**

To confirm the date of the next meeting as 03.10.2025 commencing at 09:30am.

The meeting commenced at 9.30 am and concluded at 11.50 am

Tony Davison (Chair)