

Crewe Town Board

Agenda

Date: Friday, 7th July, 2023
Time: 9.30 am
Venue: Virtual Meeting via Microsoft Teams

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 2 June 2023.

4. **Towns Fund Progress Update & Project Review (30 Minutes)**

To receive an update on the Towns Fund and Accelerated Funding Projects & review their status.

5. **Strategic Update from Cheshire East Council (1 hours 10 minutes)**

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

6. **Communications and Engagement Sub-Group update, including Marketing Crewe (10 Minutes)**

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

7. **AOB (5 Minutes)**

8. **Date of Next Virtual Meeting**

To confirm the date of the next meeting as 4 August 2023 commencing at 9.30am.

For requests for further information

Contact: Karen Shuker

Tel: 01270 686459

E-Mail: karen.shuker@cheshireeast.gov.uk with any apologies

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, 2nd June, 2023 at Virtual Meeting via Microsoft Teams

PRESENT

Doug Kinsman (Chair)

Andy Butler, Rick Carter, Paul Colman, Sally Hepton, Guy Kilminster,
Councillor Nick Mannion, Councillor Jill Rhodes and Simon Yates

ALSO PRESENT

Peter Turner, Lindsay Lewis

OFFICERS IN ATTENDANCE

Dr Charles Jarvis, Head of Economic Development
Karen Shuker, Democratic Services Officer
Peter Skates, Director of Growth and Enterprise

OTHERS IN ATTENDANCE

Daniel Lindsay, Ekosgen
Ian Harvey, Groundwork
Greville Kelly, Groundwork

Prior to the core business meeting the chair congratulated both Councillor Mannion and Councillor Rhodes on their successful re-elections and continuing membership of Crewe Town Board.

Congratulations was also given to Crewe Town Council and the success of the knife angel sculpture and the programme of events that surrounded that initiative along with the Makers Market.

1 APOLOGIES FOR ABSENCE (1 MINUTE)

Apologies for absence were received from John Adlen, Jasbir Dhesi, Jez Goodman, Rhiannon Hilton, Mark Hills, Dr Kieran Mullan MP, Martin Woods, and Carol Young.

2 DECLARATIONS OF INTEREST (1 MINUTE)

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

3 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.

4 CREWE BID (40 MINUTES)

Greville Kelley and Ian Harvey from Groundwork (BID Consultants) provided the board with a presentation in respect of a private sector led proposal for a Business Improvement District in Crewe connecting Crewe town centre, Grand Junction Retail Park, and Nantwich Road. The project would be funded by Crewe Town Council and the BID's vision would cover three themes: -

1. A better Crewe experience
2. Cleaner, Greener, Safer
3. Connecting Crewe's Business Communities

The draft plan for the Business Improvement district would be open for consultation to businesses until 22 June 2023 with a ballot on the BID proposal taking place in November 2023. If successful, implementation would commence in 2024.

RESOLVED:

That the presentation be noted.

5 TOWNS FUND PERFORMANCE REPORT (35 MINUTES)

Daniel Lindsay, Ekosgen provided an update on the Towns Fund performance. There had been meetings with the project leads to review the latest position for each project in respect of spend to date, forward expenditure profile, profile of outputs and key project risks.

Flag Lane Baths

- Targeted completion date of August 2024
- Value engineering work is ongoing

Cumberland Arena

- Expected completion June 2024.

Mill Street Corridor

- Completion date of March 2026.

Warm and Healthy Homes

- Still awaiting confirmation of dedicated Project management resource.

Historic Centre Public Realm

- Expected completion March 2025.
- Match funding is confirmed

Repurposing our High Streets

- Formal launch of the scheme is expected in July 2023.

Pocket Parks

- FCC funding approved (subject to grant agreement)

Valley Brook Corridor

- Expected completion August 2025.

Youth Zone

- Expected completion is February 2025.

RESOLVED:

That the update be noted.

6 COMMUNICATIONS AND ENGAGEMENT SUB-GROUP UPDATE, INCLUDING MARKETING CREWE (20 MINUTES)

The board received an update from Paul Coleman, South Cheshire Chamber of Commerce in respect of the requirement for an independent 'organisation' to be established to provide marketing and communications for Crewe.

The South Cheshire Chamber of Commerce would establish the 'Marketing Crewe' vehicle with Crewe Town Board overseeing the strategic direction of 'Marketing Crewe'. It was felt that 'Marketing Crewe' would have the following benefits:

- Enhance the town's profile
- Attract investment
- Support local businesses
- Promote tourism
- Faster collaboration
- Engage and inspire the community

RESOLVED:

That the update be noted.

7 STRATEGIC UPDATE FROM CHESHIRE EAST COUNCIL (20 MINUTES)

Peter Skates, the Director of Growth & Enterprise attended the meeting and gave a verbal update in respect of Phase 1 Royal Arcade which was on course to be completed by January 2024.

RESOLVED:

That the update be noted.

8 AOB (5 MINUTES)

Board recruitment Process

The Board received an updated job description for board members along with a timeline for the recruitment of new members. The board welcomed the amendments to the job description and agreed that it was important to reach as wider a pool of people as possible.

Further amendments following feedback from the board would be made to the job description which would then be circulated to board members. An advert would be created and circulated with a view to holding interviews in July 2023.

RESOLVED:

That following the amendments to the job description being included, the job description would be circulated to board members.

9 DATE OF NEXT VIRTUAL MEETING

RESOLVED

That the date of the next virtual meeting take place on Friday 7 July 2023 commencing at 9.30am.

The meeting commenced at 9.30 am and concluded at 12.10 pm

Councillor D Kinsman (Chair)

Meeting Actions from the virtual meeting held on 2 June 2023

#	Action	Owner	Status
1	Communication and Engagement Sub-Group The concept of marketing Crewe structure would be taken forward and discussions to be had outside the Board.	PC	Ongoing
2	Anti-Social Behaviour – Crewe Market Square The Chair wrote to Richard Christopherson, Local Area Partnership Manager in April in respect of the Boards concerns and was awaiting a response. Guy Kilminster would chase this up.	DK	Ongoing
3	Board remit Amendments would be made to the job description following the board meeting and circulated to board members.	CJ	Ongoing
4	Towns Fund Projects The next tip subgroup agenda to include an item on looking at what would be achieved now that it was clearer in respect of where the projects were going over the next 12 months.	SY	Ongoing
5	Royal Arcade A presentation would be brought to board following it being presented to the chief Executive and Corporate Leadership team in June and before the report is discussed at Economy & Growth committee in July.	PS	Ongoing

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