

Following major recent and ongoing investment in Crewe's infrastructure, including the advancement of plans for the town centre and the HS2 Hub station, the regeneration of Crewe has started and £22.9m of Levelling Up funding from central government has been allocated through 'Towns Fund'.

The Board is therefore in a strong position and is delivering on projects that will improve accessibility, increase footfall, and enhance perceptions of the town.

With so much activity taking place, Crewe Town Board was established to provide oversight of the Towns Fund programme. This Board has been active and responsible for the shortlisting, selecting and oversight of nine projects. A new chair and up to three new board members are being sort as the three-year terms have now come to an end.

The Town Board for Crewe:

- Provides strategic input and oversight of strategies and action plans which promote the long term economic, physical, environmental, cultural and social development of Crewe.
- Informs key investment and funding decisions taken by any individual stakeholder

The Board comprise of up to 17 members, reflecting the different types of stakeholders required to support effective working whilst representing the different interests of the town. These include the MP for Crewe & Nantwich and representatives from Cheshire East Council, Crewe Town Council and Cheshire & Warrington Local Enterprise Partnership, representatives of the business sector and anchor institutions.

The Board meets on the first Friday of the month and is supported by officers from the Economic Development Service at Cheshire East Council. It is the intention that the Board will also host a public forum on an annual basis.

These initial appointments will be for an initial period of 12 months, to be reviewed by the Board.

ROLE DESCRIPTION FOR CHAIR, CREWE TOWN BOARD

1.0 Role Purpose

- 1.1 To provide leadership of the Board and ensure its effectiveness in all aspects of its role. To support the Board in developing the strategic direction and priorities that will deliver the objectives of the Board and its stakeholders.
- 1.2 To be an effective external advocate of the Board in public and with local, sub-regional and national stakeholders, as well as being a credible advocate in both print and broadcast media.

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2.0 Role Inputs and duration

- 2.1 Time commitment as Chair is an average of 2 days per month but flexibility is needed around availability, often at short notice. This is a 3-year appointment but will be reviewed by the Board on an annual basis.

3.0 Remuneration

- 3.1 This post will not receive remuneration, but the Board will consider the scope for payment of out-of-pocket expenses, as appropriate.

4.0 Main Accountabilities

- 4.1 To provide overall leadership of the board.
- 4.2 To help set the strategic direction and priorities of the Board.
- 4.3 To set the tone of openness and debate for the board of the Board.
- 4.4 To preside over board meetings and ensure that time in meetings is used productively, managing conflicts of interest as needed.
- 4.5 To ensure and require complete, timely, accurate and relevant information is placed before the board and its committees to allow the board to reach informed conclusions.
- 4.6 To build and ensure that effective relationships are maintained with key stakeholders.
- 4.7 To ensure the performance of the Board is effectively scrutinized.
- 4.8 To maintain an overview of economic and strategic issues that might impact on Crewe

5.0 Key Skills and Attributes

- 5.1 To be a passionate champion of Crewe.
- 5.2 Ability to work effectively, and represent the views of the board, in an environment where local elected representatives are drawn across the political spectrum.
- 5.3 Strategic mindset.
- 5.4 Appreciation of the issues in the area, including economic development, business, infrastructure, and the local political landscape.
- 5.5 High level listening skills, ensuring that all internal and external stakeholders have their say and feel that they have been listened to.
- 5.6 Ability to access, build and maintain strong and effective networks and working relationships across sectors and at all levels.
- 5.7 High level influencing, relationship, and stakeholder engagement skills.
- 5.8 Open to difference, with strong listening and questioning skills.
- 5.9 Ability to generate confidence and trust, by embodying those characteristics.

6.0 **Required Experience/Background**

- 6.1 Experience of chairing meetings comprising senior people with strongly held views.
- 6.2 A demonstrable knowledge of Crewe.
- 6.3 A recognition of how the public and private sector should work in partnership to deliver the Board's ambitions.
- 6.4 Understanding of the need to be held to public scrutiny.
- 6.5 Able to demonstrate they are well networked at senior levels locally, and regionally/ nationally.

ROLE DESCRIPTION FOR BOARD MEMBER, CREWE TOWN BOARD

1. Role Purpose

- To provide a strategic overview of the work of the Board, and oversight and delivery of the Towns Fund Projects. To support and deliver on the Boards objectives.
- To be an effective external advocate of the Board in public and with local, sub-regional and national stakeholders.

2. Role Inputs and duration

- 2.1 An average of 1 day per month but flexibility is needed around availability, often at short notice. This is a 3 year appointment but will be reviewed by the Board on an annual basis.

3. Remuneration

- 3.1 This post will not receive remuneration, but the Board will consider the scope for payment of out-of-pocket expenses, as appropriate.

4. Main Accountabilities

- 4.1 To help set the strategic direction and priorities of the Board.
- 4.2 To set the tone of openness and debate for the board of the Board.
- 4.3 To preside over board meetings and ensure that time in meetings is used productively, managing conflicts of interest as needed.
- 4.4 To ensure and require complete, timely, accurate and relevant information is placed before the board and its committees to allow the board to reach informed conclusions.
- 4.5 To build and ensure that effective relationships are maintained with key stakeholders.
- 4.6 To ensure the performance of the Board is effectively scrutinized.
- 4.7 To maintain an overview of economic and strategic issues that might impact on Crewe

5. Key Skills and Attributes

- 5.1 To be a passionate champion of Crewe.
- 5.2 Ability to work effectively within a Board structure,
- 5.3 Strategic mindset.
- 5.4 Appreciation of the issues in the area, including economic development, business, infrastructure, and the local political landscape.
- 5.5 Ability to access, build and maintain strong and effective networks and working relationships across sectors and at all levels.
- 5.6 High level influencing, relationship and stakeholder engagement skills.
- 5.7 Open to difference, with strong listening and questioning skills.
- 5.8 Ability to generate confidence and trust, by embodying those characteristics.

6 Required Experience/Background

- 6.1 Experience of being a board member (However the Board is open to people who have not previously sat on a board to be considered as a board member if they can demonstrate they willing to be mentored).
- 6.2 A demonstrable knowledge of Crewe.
- 6.3 An understanding of public/ private sector partnerships and how they operate.
- 6.4 Understanding of the need to be held to public scrutiny.
- 6.5 Able to demonstrate they are well networked at senior levels locally, or regionally