

# 03

In which we  
take our findings  
thus far to the  
businesses and  
people of Crewe to  
gain further insight  
and develop ideas  
for the town's with  
design in public.

# CONSULTATION

Traffic  
Management

Insert a small band  
that does no replacement  
for removal items

Know  
Don't  
Know

If you could only change one  
thing in Crewe what would it be?

GET RID OF  
MOTOR VEHICLES  
FROM THE CENTRE  
OF THE TOWN  
AND REPLACE  
WITH BICYCLES

triple  
green  
spaces  
more of this

Bus Station

Bottom & Sator  
Cycle Routes

Knock down  
Queensway

The traffic  
System

Raise  
aspirations

TRAM  
LINE  
STATION  
TO  
CENTRE

DEFEATIST  
OUTLOOK!

LACK OF  
AMBITION  
AMONGST  
LOCAL PEOPLE

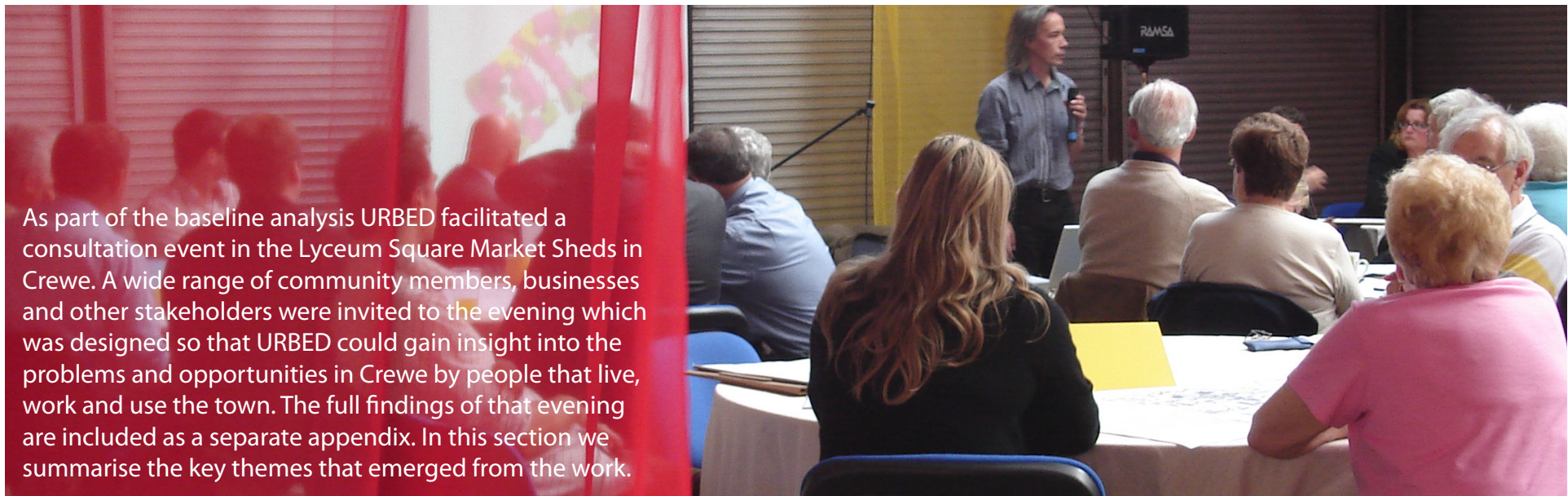
Do some  
Royal A





DISCUSSIONS





As part of the baseline analysis URBED facilitated a consultation event in the Lyceum Square Market Sheds in Crewe. A wide range of community members, businesses and other stakeholders were invited to the evening which was designed so that URBED could gain insight into the problems and opportunities in Crewe by people that live, work and use the town. The full findings of that evening are included as a separate appendix. In this section we summarise the key themes that emerged from the work.

### Strengths

The good things about Crewe:

- Civic square
- Railway history and infrastructure
- It is a manageable human scale and compact
- People and community spirit
- Good transport communication to the countryside
- Lovely theatre - The Lyceum
- Well maintained
- War memorial
- Prime location and potential
- Open spaces in the town centre
- Queens park
- Relatively low unemployment
- Choice of indoor and outdoor shopping
- Bentley
- University, Agricultural college and South Cheshire college

### Weaknesses

The bad things about Crewe:

- The bus station
- Poor bus service-particularly after 5pm
- Road congestion
- No notable core
- No residential in the centre
- Lacking identity and pride
- Not enough jobs for those coming out of university
- No cohesion between areas
- Limited cultural diversity of shops
- No museum or art gallery
- No evening economy, area is dead after 5pm
- Anti-social behaviour
- Poor signage
- Too many super markets in the centre
- Ashamed of history, does not celebrate Joseph Locke
- Fixed in negative mindsets
- Poor disabled access
- Car parking taking away identity of the town

### Changes

What Crewe needs to do to change:

- Take pride in its history
- Note and illuminate its historic buildings
- Needs a complete plan
- Link and zone uses, critical mass of uses
- Wow architecture
- Highlight sustainability
- City allotments/ green roofing
- Traffic management and infrastructure
- Needs landmark buildings
- Make Crewe more attractive for businesses
- Make it a key shopping destination
- More greener spaces
- Pull old in with the new
- Cohesion to the centre





BRAINSTORMING



**What are the biggest challenges Crewe faces in the future?**

Top 3 (from 56 responses):

- Transport and link the centre to all communities
- Identity
- Being proud of Crewe and Visitors

**What is your favourite place in Crewe town centre?**

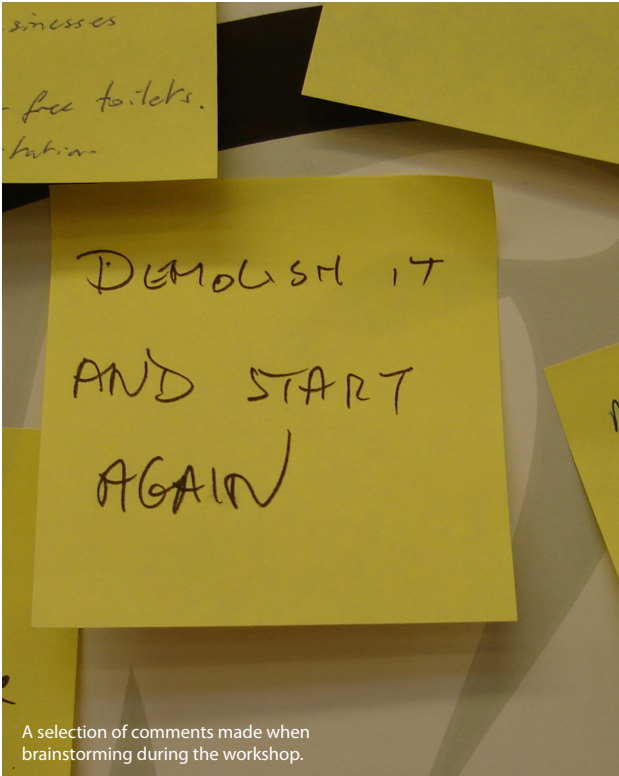
Top 3 (from 49 responses):

- Municipal square
- Jubilee gardens
- Marks and Spencer

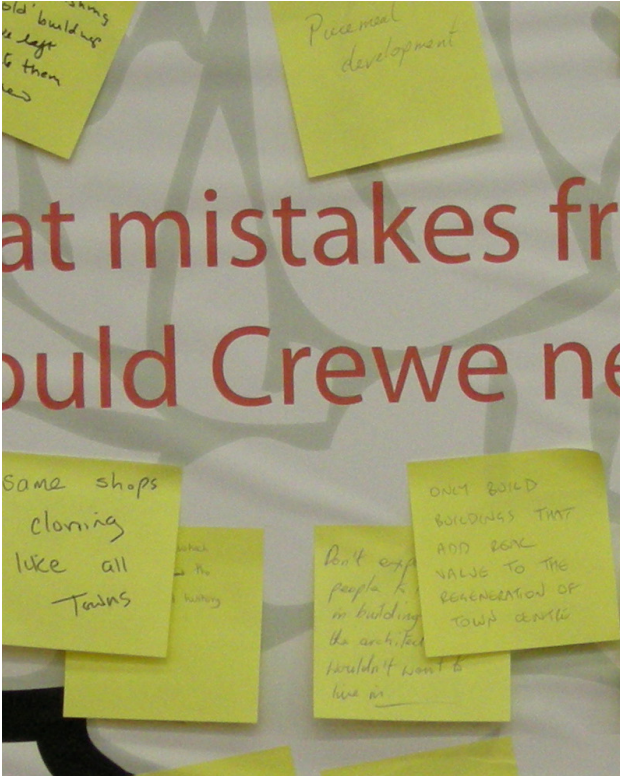
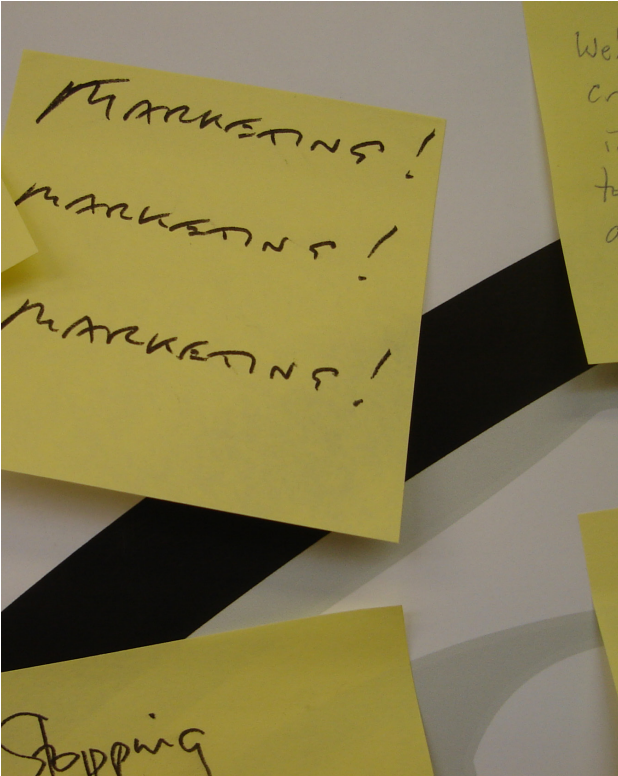
**What mistakes from the past should Crewe never repeat?**

Top 3 (from 47 responses):

- Stop demolishing old buildings and heritage
- Lack of vision
- Lack of consultation



A selection of comments made when brainstorming during the workshop.



**What is unique about Crewe? How can plans enhance character?**

Top 3 (from 54 responses):

- Railway heritage
- Major railway town and unique position in the UK
- Industrial and engineering history

**If you could change only one thing in Crewe what would it be?**

Top 3 (from 47 responses):

- Reduce traffic levels
- Raise aspirations
- Improve the market

**If you had a magic wand what changes would you make to Crewe?**

Top 3 (from 51 responses):

- Bring back original buildings, old houses and residential accommodation in the centre
- Redesign infrastructure and improve access
- Demolish and start again





**DESIGNING**



One of the groups discussing possibilities for the future of the town centre.



The final session of the workshop mapped the issues and priorities people had raised in the first two exercises. Each group undertook a hard and soft exercise which sought to map which areas contributed positively to the town and should be retained and highlighted areas that were not functioning well and could be considered for future interventions. Ideas for new linkages and neighbourhoods were also mapped.

We used the plans alongside our analysis to identify the opportunities for change, the barriers and to develop a diagnosis for the town. The work with the communities of Crewe on this evening formed was important and informed the eventual design solutions.

Presentation from another group on areas for key interventions, retentions and new ideas for the town centre.

