

Cheshire East Council

Cabinet

Date of Meeting:	6 th December 2016
Report of:	Frank Jordon, Executive Director - Place
Subject/Title:	Bentley Development Framework and Masterplan
Portfolio Holder:	Cllr Don Stockton, Portfolio Holder for Regeneration

1. Report Summary

- 1.1 Bentley Motors is an iconic and internationally recognised British brand that has been based at its headquarters at Pyms Lane in Crewe for more than 70 years. Employing more than 3,600 people, the site is also Crewe's largest single employer, making it a central feature of both the local and sub-regional economy. The site also accounts for over £1bn of UK exports each year.
- 1.2 A draft Development Framework and Masterplan has been developed by Bentley Motors which seeks to set out their long term aspirations, and how they may be achieved in spatial terms. This long term vision has been developed to "create an internal campus where manufacturing, design, research and development, and engineering operations are fully integrated within a single site with seamless connectivity that enables the efficient flow of people, goods and services."
- 1.3 Managed by The Skills and Growth Company and with input from across the Council, the Masterplan seeks to set out the important design, development and planning policy considerations which will be used in the determination of future planning applications relating to the Bentley Motors site.
- 1.4 This report seeks endorsement of the Framework and Masterplan as a consultation document, to be subjected to a period of public consultation and review. Following a period of public consultation, it is intended that the document be reviewed and returned to Cabinet for final approval.

2. Recommendations

Cabinet is recommended to:

- 2.1 Approve the attached Development Framework and Masterplan (Appendix 1) for the purposes of consultation with the public in accordance with the draft Statement of Public Consultation set out at Appendix 2.

- 2.2 Note that a report on the outcomes will be reported once completed.
- 2.3 Note the proposed consultation activities contained within the draft Statement of Consultation contained in Appendix 2.
- 2.4 Agree to delegate the approval of the consultation questionnaire to the Portfolio Holder for Regeneration, Don Stockton.

3. Other Options Considered

- 3.1 The following options have been considered as alternatives to that recommendation:

Option	Reason for Discounting
No Development Framework and Masterplan	Under this scenario it is likely that Bentley Motors will continue to develop the site but in an ad-hoc and piecemeal fashion. It is likely that this would make it harder to attract future investment by the company with a subsequent impact on the local economy.
Bentley develops masterplan for site in isolation from the Council	This option would not be undertaken in consultation with the Council which could result in the Council's requirements, as the Local Planning Authority, not being incorporated which may lead to future delays in considering planning applications relating to the site. This in turn could impact negatively on investment decisions relating to the site.

4. Reasons for Recommendation

- 4.1 Bentley's operation at the Pyms Lane site in Crewe is of paramount importance to the local, regional and national economies.
- 4.2 The Development Framework and Masterplan ensures consideration in relation to local and national planning policy, appropriate standards and requirements for any future development can be clearly set out to guide any future planning applications.
- 4.3 The articulation of these standards and their use in development management considerations will reduce the time and uncertainty associated with any future planning applications, therefore, facilitating future investment in the site.

5. Background/Chronology

- 5.1 The Pyms Lane site is home to all of Bentley's life cycle of operations including design, research and development, engineering, and production, and has benefitted from significant investment by the company in recent years. The company's announcement in 2013, which confirmed that the world's first ultra-luxury SUV would be developed at the site, secured an investment of more than £800m in Crewe.
- 5.2 In addition to investment in the site itself, Bentley has also supported the creation of the Crewe Engineering and Design University Technical College (UTC), and its provision of apprenticeship opportunities to the local community. Alongside these direct benefits, the nature of Bentley's production

and logistics approach means that more than 80 suppliers are located within a 50mile radius of the site, with subsequent benefits to local employers and suppliers the Borough and neighbouring areas.

5.3 The draft Development Framework and Masterplan seeks to demonstrate how Bentley Motors long term aspirations could align with the regeneration ambitions for Crewe in light of the opportunity afforded by HS2.

5.4 The document seeks to set out the important design, development and planning policy considerations which will be used in the determination of future planning applications relating to the Bentley Motors site. Considerations are set out with regard to areas such as:

- Accessibility
- Highways
- Design Standards
- Environmental Sustainability
- Landscape and Visual Impact

5.5 Key considerations are:

5.5.1 The Masterplan provides a clear demarcation of Bentley Motors aspirations within a developing part of Crewe. By providing a clear potential future site boundary, the Masterplan gives increased clarity between the aspirations for Leighton Green development site to the north, and Bentley's future growth ambitions. Most of the land identified within the campus is owned by Cheshire East Council and would be subject to detailed negotiations going forward.

5.5.2 The Masterplan document sets out proposed changes to the Highways network including road closures that would be necessary by the anticipated proposals. This would likely be subject to an application through the Town & Country Planning Act on the back of future Bentley proposals. The proposed closures of parts of Pyms Lane and Sunnybank Road are critical to the creation of the Bentley Campus and to facilitate future increases in production. Detailed highways modelling of these potential closures has been undertaken, and has identified that short-term mitigation is required to strengthen the local network. It is intended that future network development, linked to the regeneration in Crewe, will provide for the longer term requirements of the area.

5.5.2 The Pyms Lane Household Waste Recycling Centre is identified within the proposed campus. There are no plans to close this facility and any future change to it would have to be consistent with the household waste and recycling requirements of Crewe, and would require a future approval.

5.6 As Bentley is a major employment site within the Borough, the site's future is likely to be of significant interest to the local community both in the surrounding area and more widely. It is important to ensure that views of local people and indeed statutory and other key technical consultees are sought and views taken into account before the document is progressed to be used in determining planning applications. It is proposed that a draft Framework and

Masterplan be presented for public consultation over a minimum of 6 weeks which will commence following Cabinet on the 6th December 2016.

- 5.7 As set out in the draft Statement of Consultation contained in Appendix 2, the document will be made available in a range of formats in public buildings and online, and will be advertised in the press in line with the Council's Statement of Community Involvement.
- 5.8 Following the consultation, the Framework will be reviewed by officers in light of the representations received and will be re-submitted to Cabinet for final approval for Development Management purposes in Spring 2017. The following indicative timeline is proposed:

Cabinet approval to commence public consultation	6 th December 2016
Public consultation period	January 2017 – February 2017
Final Cabinet approval of Framework and Masterplan	Spring 2017, subject to outcome of consultation.

6. Wards Affected and Local Ward Members

- 6.1 The site is located within Crewe St Barnabas Ward (Cllr Damian Bailey)

7. Implications of Recommendation

7.1 Policy implications

- 7.1.1 The Framework is fully aligned with the submission draft of the Local Plan Strategy, as well as the NPPF and retained Crewe and Nantwich Borough Plan as appropriate. The Framework is also cognisant of the ambitions set out in the Government's Strategy for the automotive industry, 'Driving Success – A Strategy for Growth and Sustainability in the UK Automotive Sector' (2013).
- 7.1.2 The Framework is also complementary to the following corporate policies:
- The Council's Three Year Plan
 - Outcome 2: *Cheshire East has a strong and resilient economy*
 - Priority 1: *Local Economic Development*
 - Change Project 1.3 *Investment to support business growth.*
 - Ambition for All: Sustainable Communities Strategy 2010-2025:
 - Priority 2 - Create conditions for business growth
 - Harness emerging growth opportunities;
 - Create a climate attractive to business investment.

In delivery of the Masterplan we will work to maximise opportunities to meet Priority 5 - Ensure a sustainable future, though sustainable transport access and enhancement of open space.

7.2 Legal Implications

7.2.1 There are no immediate legal implications arising from Cabinet approving the recommendations as set out in paragraph 2 of this report. However, the Council needs to be mindful of its duty to consult and the following basic principles must be adhered to when consulting:

- a. Consultation must be undertaken at a time when proposals are still at a formative stage
- b. It must include sufficient reasons for particular proposals to allow those consulted to give intelligent consideration and an intelligent response
- c. Adequate time must be given for this purpose
- d. The product of consultation must be conscientiously taken into account when the ultimate decision is taken.

7.3 Financial Implications

7.3.1 As the delivery of the Masterplan progresses, there will be financial implications related to Cheshire East assets within the proposed campus. These will be subject to separate future negotiations and approvals.

7.4 Equality Implications

7.4.1 The recommendations do not have any direct equality implications.

7.5 Rural Community Implications

7.5.1 The recommendations do not have any unique implications for rural communities.

7.6 Human Resources Implications

7.6.1 The recommendations do not have any direct human resources implications.

7.7 Public Health Implications

6.1.1. The recommendations do not have any direct public health implications.

7.8 Implications for Children and Young People

7.8.2. The recommendations do not have any direct implications on children and young people.

7.9 Other Implications (Please Specify)

6.1.2. There are unlikely to be any other implications other than those identified above.

8 Risk Management

The following risks have been identified:

Risk	Mitigation
Changes to the highway network that form part of the Masterplan could cause disruption to the network and to local residents.	Highways modelling has been undertaken to ensure the correct level of mitigation is put in place before any significant changes to the network are put in place.
Significant future development in this area of Crewe will add strain to the highway network	A package of highways improvement works has been put forward to build resilience in the network; this includes two new highways routes to support development and growth in north west Crewe.
Lack of coordination with the other key development sites in Crewe	The Project Board overseeing delivery of the Masterplan includes stakeholders from Spatial Planning and the Council's Development Co. Engine of the North – this will ensure a coordinated approach to delivery of the Masterplan.
Conflict between Household Waste site and ambition for western gateway to the Bentley campus.	The Council will work with Bentley Motors to reduce the impact of the site on the ambitions for the campus.

9 Access to Information/Bibliography

Further information can be found at the following sources:

- Appendix 1 – Bentley Draft Development Framework and Masterplan (Consultation Draft)
- Appendix 2 – Draft Statement of Community Involvement

10 Contact Information

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