

Cheshire East Council

Cabinet

Date of Meeting:	9 th May 2017
Report of:	Frank Jordan – Executive Director of Place
Subject/Title:	Bentley Masterplan and Development Framework
Portfolio Holder:	Cllr Don Stockton, 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 4,000 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 Development Framework and Masterplan (Appendix 1) has been developed which seeks to set out the long term aspirations of Bentley Motors, and how they may be achieved in spatial terms.
- 1.3 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 site.
- 1.4 At Cabinet in December 2016, it was agreed to consult on a draft of the vision in order to inform future planning applications and determine whether the Council would endorse the Development Framework and Masterplan.
- 1.5 This consultation has concluded and consultation report has been prepared (Appendix 2). It has demonstrated that there is local support for the growth of Bentley Motors, but the consultation has also highlighted a range of concerns from the local community.
- 1.6 As a result of the consultation the Development Framework and Masterplan has been strengthened to reflect many of the concerns raised during the consultation. However, further considerations will need to be factored into any future planning application or other approvals processes to deliver the vision.

2. Recommendation

- 2.1 Cabinet is recommended to endorse the Development Framework and Masterplan produced by Bentley Motors, as the basis of their future ambitions in Crewe.

3. Other Options Considered

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

Option	Reason for Discounting
Reject endorsement of Development Framework and Masterplan	<p>The endorsement by the Council will ensure that the Masterplan is a material consideration in planning, and will make it more likely to attract future investment by the company with a subsequent benefit to the local economy.</p> <p>The endorsement of the Bentley Motors Development Framework and Masterplan does not restrict the authority in carrying out its duties through the planning system, including the right to refuse future application proposals relating to the scope of this plan.</p>

4. Reasons for Recommendation

- 4.1 The Bentley Development Framework and Masterplan has been through a comprehensive consultation process, which has highlighted a range of issues which need to be taken into account by Bentley Motors if they are to pursue their vision of a campus environment.
- 4.2 The endorsement of the Bentley Motors Development Framework and Masterplan does not at a later date prevent the Authority, through its planning duties, from exercising its right to refuse future planning application proposals relating to the scope of this plan. Any planning application will also need to have regard to wider policy implications and guidance related to the strategic development of Crewe and surrounding area.
- 4.3 The consultation process has highlighted a range of issues and concerns regarding the vision of the Development Framework and Masterplan. These issues will need to be addressed once the full detail is available following submission of a planning application. More respondents support than object to the vision of a 'campus', and a substantial majority of respondents support the growth of Bentley Motors.
- 4.4 As a result of the consultation, there have been the following changes to strengthen the Development Framework and Masterplan:
- **Process:** Additional clarity has been provided around the status of the Masterplan and its process, in order to clarify that there is a detailed planning and highways process that must be undertaken before any changes can be made.
 - **Drivers:** Additional information has been provided under the drivers for change to demonstrate the need for a flexible and adaptable space.

- Highways: Further narrative to demonstrate an understanding of the traffic pinch points identified through the consultation, and inclusion of the Marshfield Estate in the mitigation map.
 - Car Parking: Statement from Bentley Motors that they are working to minimise the occurrences of off-site parking and reduce the impact on surrounding neighbourhoods.
 - Sustainable transport: Further detail is provided of Bentley's aspirations to support sustainable transport.
 - Phasing: Additional clarity is provided around the shorter and longer terms solutions proposed.
- 4.5 Other concerns raised within the Consultation Report (Appendix 2) will need to be considered as part of any future planning application or other approvals required to deliver the vision. This report has been shared with Bentley Motors and relevant Council departments.

5. Background

- 5.1 The Pym's Lane site is home to all of Bentley's operations including design, research and development, engineering, and production, and has benefitted from significant investment by the company in recent years. In addition to investment in the site itself, Bentley has supported the development of its workforce and relationships with the local community; establishing strong links with the local schools and colleagues and being a prime sponsor of Crewe Engineering and Design University Technical College (UTC). They also utilise more than 80 suppliers within a 50 mile radius of the site.
- 5.2 The Bentley Development Framework and Masterplan details the vision of Bentley Motors Ltd to create an industrial 'campus' in Crewe to safeguard and support future growth.
- 5.3 In order for Cheshire East Council to decide whether to endorse this vision, a consultation was required. This consultation would enable local residents and stakeholders to state their views on the vision, and also input into Bentley Motors' plans at an early pre-planning stage.
- 5.4 The consultation was over a 6 week timescale between the 3rd January 2017 and 14th February 2017. During this consultation 369 formal submissions were received using the printed questionnaire and an additional 10 letters received.
- 5.5 In addition to the consultation, local councillors held a local community meeting and submitted a written response to the consultation. All points raised in the letter and questionnaires resulting from this meeting have been included in the consultation analysis.
- 5.6 Given the early stage of development of this vision, the consultation asked two quantitative questions on the principles of the campus and growth of Bentley Motors, and importantly allowed for an open response to ensure that all issues were captured. Overall the consultation showed that;

- 70% of respondents indicated that they would tend to support or strongly support the growth of Bentley Motors.
- 48% of respondents supported the creation of the campus, whilst 39% objected. This response was polarised between those strongly supporting and strongly objecting.

5.7 Submissions were broadly positive in supporting the growth of Bentley Motors, however the majority of responses outlined the following issues:

- Congestion due to development of the Bentley campus and closure of parts of Pyms Lane and Sunnybank Road.
- Continued provision of sustainable travel to and around the Bentley Site, including provision and safety of walkers and cyclists.
- Parking by Bentley employees on neighbouring residential streets.
- Phasing of road closures with other improvements or works across Crewe.
- Impact on emergency vehicle access within and around the site.
- Access to household waste and recycling facilities.

5.8 All comments have been reviewed and responded to in the consultation report and has resulted in a number of changes being made to the Development Framework. The consultation report has been provided to Bentley Motors to inform any future planning applications made for the site.

6. Wards Affected and Local Ward Members

6.1 The site is located within Crewe St Barnabas Ward.

7. Implications of Recommendation

7.1 Policy implications

7.1.1 The Framework is fully aligned with the Local Plan Strategy, as well as the National Planning Policy Framework 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) and the Industrial Strategy Green paper (2017).

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 consideration will be give 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 recommendation of this report. The endorsement of the Bentley Development Framework and Masterplan does not pre-determine any future approvals required to deliver Bentley Motors vision, such as those required through the planning system.

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 recommendation does not have any direct equality implications.

7.5 Rural Community Implications

7.5.1 The recommendation does not have any unique implications for rural communities.

7.6 Human Resources Implications

7.6.1 The recommendation does not have any direct human resources implications.

7.7 Public Health Implications

7.7.1 The recommendation does 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)

7.9.1 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, this modelling will need to be reviewed in light of any detailed planning application submitted by Bentley Motors.
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 included stakeholders from Spatial Planning and the Council's Development Company Engine of the North – this ensured a coordinated approach to delivery of the Masterplan. Going forward the vision for Bentley will require incorporation into regeneration activity in Crewe.
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 Development Framework and Masterplan
- Appendix 2 – Consultation Report

10 Contact Information

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