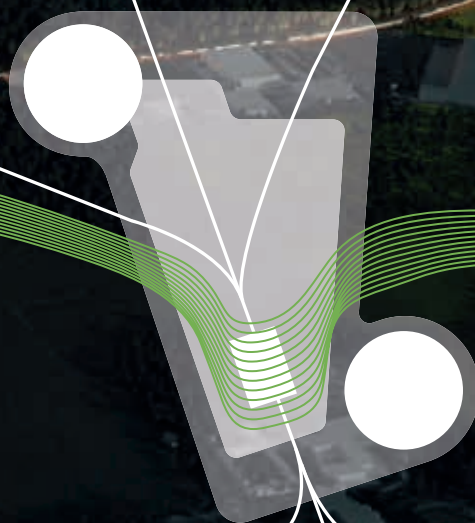


# Crewe

## HS2 Hub Draft Masterplan Vision

October, 2017





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# Foreword

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Crewe Hub



LCR



THE  
CONSTELLATION  
PARTNERSHIP

hs2



ARUP CBRE



## FOREWORD

The arrival of HS2 to Crewe in 2027 provides a unique opportunity for transformational growth across South Cheshire and North Staffordshire. Building on Crewe's existing connectivity, a fully integrated hub station in the town together with enhanced HS2 connectivity will see the benefits of HS2 spread across the North West, West Midlands and North Wales, and bring almost 5 million people within an hour's journey.

Crewe is a town which was built on the back of the Victorian investment in the railways. The Council and its partners have similarly high ambitions for Crewe and the wider area in the UK's next rail revolution. We have developed a comprehensive HS2 Framework and Masterplan Vision for Crewe which demonstrates our vision for the town to capitalise on the opportunity that HS2 and a Crewe hub station provides. The Masterplan Vision covers some 120 hectares of land around the proposed hub station and provides a framework to reinvigorate the town centre, create a new commercial hub around the station housing over 350,000m<sup>2</sup> of new commercial floorspace and deliver an additional 7,000 new homes by 2043.

The draft Masterplan Vision builds on the Council's track record of delivering infrastructure and development in Crewe and sets the conditions for future growth via a framework that is agile and responsive.

Cheshire East Council are committed to working with partners to deliver a programme in advance of the arrival of HS2. This level of physical change, combined with further investment in skills, will change the lives of residents and beyond. I believe it will also inspire the school children of today to believe in the future of the town and the opportunities it will provide them in the future. In short, these proposals are truly

transformational.

The impacts of a Crewe hub station will not just be seen in the town itself. I am working with partners across the Constellation area to develop a compelling HS2 Growth Strategy to demonstrate how an enhanced level of HS2 connectivity to the region can deliver transformational growth and regeneration across South Cheshire and North Staffordshire. Similarly, Growth Track 360, linking Crewe to the West and Wales, is demonstrating how an enhanced hub station can stimulate growth through the Mersey-Dee axis and into North Wales.

I am delighted to share this future vision for Crewe and seek your views on your ambitions for Crewe built on the back of this once in a lifetime opportunity that HS2 offers to the town.

Councillor Rachel Bailey  
Leader of Cheshire East Council



# The Vision

HS2 connectivity, strong governance and partnerships, a commitment to new physical and social infrastructure, and a renewed relationship to the landscape underpin a revolutionary step-change in the development of Crewe.

As part of the best performing region in the UK outside of the South East, Crewe will offer over 120 hectares of development land near the proposed Crewe HS2 Hub Station. Situated in the heart of the UK's high-speed rail and motorway network, the area will offer nearly 2.4 million square metres of new development floorspace, supporting the creation of up to 37,000 new jobs by 2043 and making Crewe one of the UK's key destinations for growth and investment.

# The Opportunity

- THE GATEWAY TO THE NORTHWEST
- THE LINK BETWEEN THE NORTHERN POWERHOUSE AND THE MIDLANDS ENGINE.
- READY TO LEVERAGE HS2'S ARRIVAL IN 2027
- ON THE CUSP OF TRANSFORMATIONAL CHANGE
- AT THE CENTRE OF THE CONSTELLATION PARTNERSHIP
- ALREADY DELIVERING SUBSTANTIAL GROWTH AND INFRASTRUCTURE INVESTMENT

**WHEN ITS AMBITIOUS PLANS ARE REALISED, CREWE IS SET TO SIGNIFICANTLY EXPAND IN SIZE WITH NEW JOBS, NEW HOMES AND NEW COMMUNITIES.**



# Outcomes

\*The future outcomes demonstrate the potential capacity for gross additional space, homes, jobs and GVA that could be added to the Crewe economy by 2043 based on a high-growth scenario. The future figures presented are cumulative - equal to the existing figure plus potential growth.



CURRENT

£1.1bn



FUTURE

£2.9bn



107,000m<sup>2</sup>



595,000m<sup>2</sup>



23,000



60,000



3,500



10,600

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# Introduction

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High Speed 2 is shaping economic growth across the UK. When the decision was taken to include Crewe on the HS2 route, it cemented the town's significant growth potential. Crewe has the ability to deliver substantial numbers of new jobs and new homes, capitalising on its unique location with 360 degree connectivity on the UK's road and rail network.

Crewe is already home to world-renowned companies in the fields of advanced engineering and manufacturing as well as business and finance. It provides access to a highly-talented workforce and renowned institutions, making the town and its surrounding landscape an incredibly attractive investment proposition.

The last 180 years of Crewe's history is defined by its relationship with the railways. It only had a population of seventy people until the arrival of the Grand Junction Railway company in the late 1830's. Crewe then saw a boom in engineering and railway industries, which grew around the railway junction, creating jobs and economic opportunity. Yet, the town's residential heart and high street developed just over 1km to the north of the station, away from the heavy industry.

Thus, Crewe has two primary complementary growth areas, the station hub and the town centre, each with their own unique advantages to create new jobs and new homes; and both these primary locations support other development areas across Crewe.

In the future, these two centres will deliver renewed growth. The hub will be the commercial heart, whilst the town centre will cater to the community with a reinvigorated high street, retail, culture and leisure uses. These historically disparate centres will be brought together with a movement and open space network celebrating the quality and character of the Cheshire countryside through a beautifully landscaped route. Areas of residential, commercial and light industrial development adjacent to these centres, such as Leighton West, Basford and Crewe Green, have significant capacity for growth which complement that of the centres.

Crewe is an ambitious town. It is a town that wants to deliver economic growth far exceeding business as usual. Crewe wants to use HS2 as a catalyst to drive regeneration and change, develop its identity and competitive advantage for inward investment, and ensure that businesses and residents will share in the many benefits East Cheshire's plan can deliver.

To drive the delivery of new jobs, new homes and a super connected Crewe, the following is needed:

- 1. CREWE NEEDS THE RIGHT STATION, ONE WHICH IS CAPABLE OF STOPPING 5 - 7 HS2 TRAINS PER HOUR ON EACH SIDE OF THE ROUTE. THIS CAPACITY IS THE ONLY WAY THAT CREWE CAN SUPPORT ITS UNPRECEDENTED GROWTH OPPORTUNITY AND ENHANCE ITS POSITION AS ONE OF THE BEST REGIONALLY CONNECTED STATIONS IN THE COUNTRY;**
- 2. DELIVER ENABLING INFRASTRUCTURE LINKING THE STATION LOCALLY AND REGIONALLY, TO ALLOW THE OPPORTUNITIES DELIVERED BY HS2 TO BE REALISED OVER THE SHORT, MEDIUM AND LONG TERM;**
- 3. PROVIDE A SUPER-CONNECTED PLACE WITH SUPERFAST BROADBAND AND EXCELLENT PUBLIC TRANSPORT;**
- 4. DELIVER A GREEN INFRASTRUCTURE PLAN TO LINK THE COMPLEMENTARY CENTRES WITH A GREEN CORRIDOR THAT WILL PROMOTE WALKING, CYCLING AND LOCAL ECONOMIC ACTIVITY;**
- 5. PROVIDE A HIGH-QUALITY STATION ENVIRONMENT THAT SETS THE BAR FOR DEVELOPMENT AROUND THE STATION AND BEYOND AND PROVIDES AN EXCEPTIONAL GATEWAY TO THE CONSTELLATION PARTNERSHIP AND NORTHERN GATEWAY.**





A world class station



An integrated green network



A reinvigorated town centre



Connected centres



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# At the Centre of the Constellation Partnership

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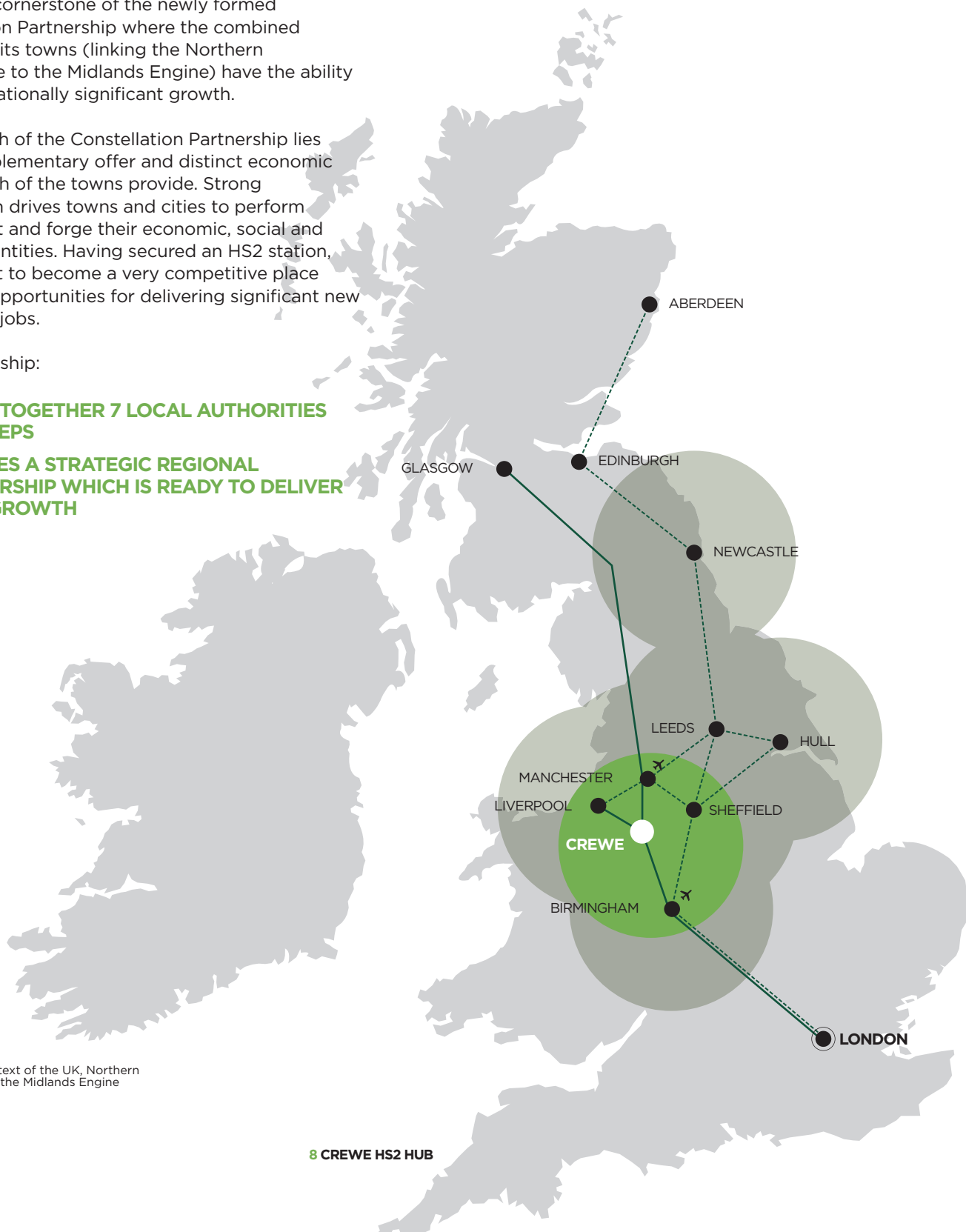
## THE PARTNERSHIP

Crewe is a cornerstone of the newly formed Constellation Partnership where the combined strength of its towns (linking the Northern Powerhouse to the Midlands Engine) have the ability to deliver nationally significant growth.

The strength of the Constellation Partnership lies in the complementary offer and distinct economic profiles each of the towns provide. Strong competition drives towns and cities to perform at their best and forge their economic, social and physical identities. Having secured an HS2 station, Crewe is set to become a very competitive place with clear opportunities for delivering significant new homes and jobs.

The Partnership:

- **BRINGS TOGETHER 7 LOCAL AUTHORITIES AND 2 LEPS**
- **PROVIDES A STRATEGIC REGIONAL PARTNERSHIP WHICH IS READY TO DELIVER GOOD GROWTH**



Crewe in the context of the UK, Northern Powerhouse and the Midlands Engine



## COMPETITIVE CREWE

Crewe wants to become much more than a railway interchange and wants to use the HS2 opportunity to capture interest from the development market. As part of the Constellation Partnership, it is taking a leading role in setting the conditions for growth and prosperity across the region.

In association with its key partners in the Constellation Partnership, Crewe:

- **WILL LEVERAGE HS2 TO BENEFIT ITS ALREADY DYNAMIC BUSINESS ENVIRONMENT;**
- **WILL IMPROVE CONNECTIVITY BOTH LOCALLY AND REGIONALLY;**
- **IS COMMITTED TO CREATING SUSTAINABLE PLACES;**
- **IS DRIVEN BY HIGH-QUALITY DESIGN AND CONSTRUCTION;**
- **IS COMMITTED TO CREATING A QUALITY OF LIFE THAT ENHANCES THE APPEAL TO ENTERPRISE AND EMPLOYEES AND PROVIDES IDEAL FOUNDATIONS FOR BUSINESS.**

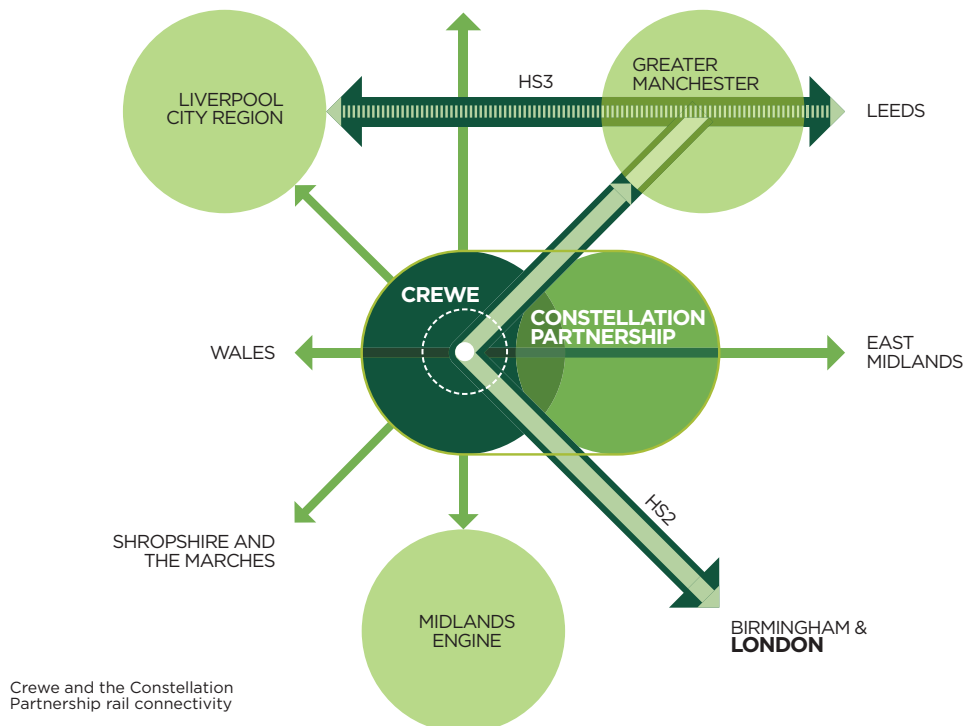
## CONNECTING MORE THAN CREWE

**1.3 MILLION** PEOPLE OVER 30 MINUTES CLOSER TO BIRMINGHAM

**1.5 MILLION** PEOPLE OVER AN HOUR CLOSER TO LONDON

**46 MINUTES** REDUCTION IN JOURNEY TIME FOR BIRMINGHAM TO CHESTER JOURNEY

**400,000** PEOPLE OVER 30 MINUTES CLOSER TO MANCHESTER



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# Crewe Today...

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## CREWE'S PEOPLE & PLACE

Crewe is the largest town in Cheshire East with a population of 73,000. The vast majority of residents - over 47,000 - are of working age. It has a younger and more diverse population than the rest of Cheshire East.

Both Cheshire East and Crewe anticipate population growth to 2030 at around 11% through 'business as usual' modelling. Yet the potential to deliver large scale growth across population, employment and homes will become a reality as HS2 arrives in the town.

The economic make-up of Crewe is varied and differs from the rest of Cheshire East. There are pockets of deprivation, set against highly-skilled industries and world-class engineering and manufacturing brands. This presents some challenges, but also excellent opportunities.

## CREWE'S BUSINESS

Crewe Station is already one of the most important interchanges on the UK rail network. It provides strategic linkages not only to London, the West Midlands and Scotland, but also to Wales, East Midlands and a number of the key major regional airports. Major employers such as Bombardier and Bentley call Crewe their home.

- **CREWE CURRENTLY SUPPORTS AROUND 23,000 WORK-BASED EMPLOYEES**
- **IT IS HOME TO AROUND 5,000 BUSINESSES (PREDOMINANTLY IN PROFESSIONAL SERVICES, DISTRIBUTION AND LOGISTICS AND ADVANCED ENGINEERING)**
- **IN 2014, GROSS VALUE ADDED PER HEAD IN CHESHIRE EAST WAS £29,984. THIS IS HIGHER THAN GVA PER HEAD FOR ENGLAND (£25,367)**
- **SINCE 2000 THE GVA PER HEAD IN CHESHIRE EAST HAS CONSISTENTLY EXCEEDED THAT OF THE NORTH WEST, ENGLAND**





## UNPARALLELED CONNECTIVITY

Crewe is already one of the best connected places in the UK. Its USP is its excellent 360° rail connectivity along with direct access to the M6, with further road infrastructure improvements on the way.

The arrival of HS2 in Crewe will connect the Northern Powerhouse and the Midlands Engine, allow access to two major airports in half an hour, and provide access to four out of the five best performing UK cities in under one hour. HS2 from Crewe will bring people to:

- **LONDON IN 55 MINUTES**
- **BIRMINGHAM IN 28 MINUTES**
- **MANCHESTER IN 21 MINUTES**



Crewe classic rail & HS2 connectivity

The feeling of excitement and anticipation for HS2 in Crewe and the surrounding environs is palpable. It is well established that the project is going to deliver short, medium and long term benefits if a realistic and deliverable plan is

# Liverpool

# The North

# Manchester





## INVESTMENT IN ITS ENABLING INFRASTRUCTURE

Crewe wants to deliver new jobs and new homes. In order to do this, investment is needed in its transport infrastructure. These improvements will also ensure that local and regional opportunities presented by the arrival of HS2 can be capitalised upon.

A series of projects have been identified, including:

- New and refurbished bridges
- Improvement of roadways and roundabouts
- Pedestrian and cycling improvements
- Public transport improvements



## **A HIGH-QUALITY STATION ENVIRONMENT THAT SETS THE BAR HIGH FOR DEVELOPMENT AROUND THE STATION AND BEYOND**

Crewe has a massive opportunity to deliver transport oriented development, with a commercial cluster adjacent to the station, delivering new jobs, new homes and a new community. Crewe does not want to miss out on

this once in a lifetime opportunity to reshape the identity of Crewe as a quality place to live and do business.





## A SUPER-CONNECTED PLACE: BOTH TRANSPORT AND DIGITAL

Crewe has the potential to realise a new cluster of high-performing and innovative companies, capitalising on its strong history in advanced engineering and manufacturing as well as its developing educational offerings. This means

that Crewe needs to be super-connected to markets and sectors through both transport and world class digital infrastructure.





## CREATION OF GREEN CORRIDORS WHICH INTEGRATE THE STATION INTO CREWE AND CONNECT IT TO THE TOWN CENTRE

Crewe sits in the heart of the Cheshire countryside. Yet central areas within the town lack the qualities of rich open space and natural beauty found in the surrounding landscape. Green corridors between the town centre and Crewe Hub Station will begin to address this

issue and are an essential component in the first phase of development. They will help the town to prepare for the arrival of HS2, improving not only physical links, but creating value for existing and future development.







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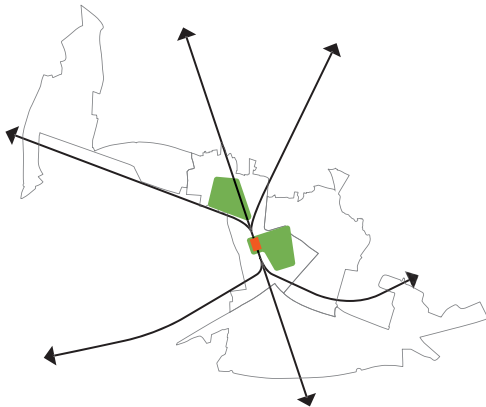
# 7 Key Masterplan Vision Moves for Crewe

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There are seven Key Moves which help Crewe to realise its future development potential. They are the flexible backbone of the physical regeneration of Crewe, allowing multiple development outcomes, and creating the agility required to respond to market changes, land availability and new investment.

HS2 is a crucial component enabling the transformation of Crewe. It will change the way people live, work, visit and experience Crewe. Future development here will tie together major connectivity improvements to a high-quality urban environment to secure Crewe's wider

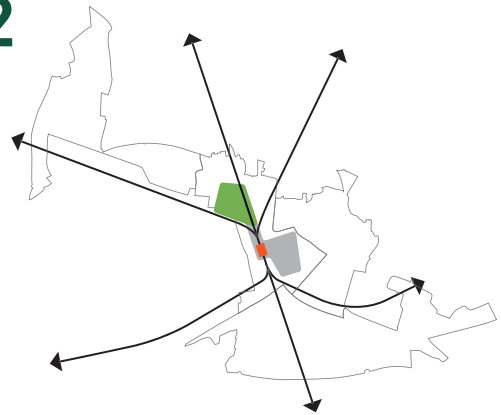
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## COMPLEMENTARY CENTRES

Two complementary centres, Crewe Town Centre & Crewe Hub, each provide a unique offer.

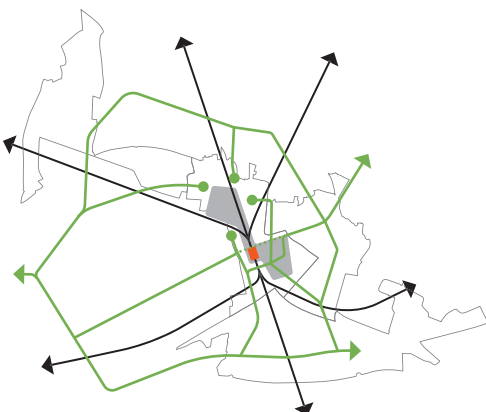
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## REINVIGORATE THE TOWN CENTRE

The Town Centre is revived with additional cultural, leisure and mixed residential uses.

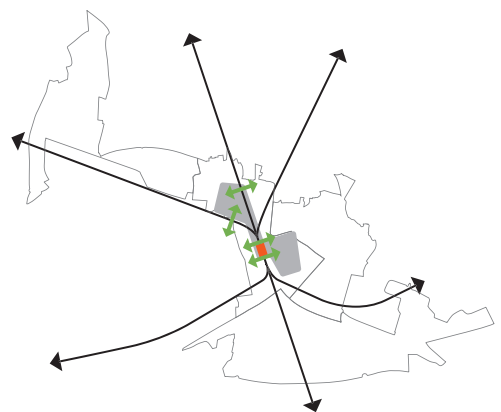
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## RATIONALISE THE ROAD HIERARCHY

The transformed movement network allows easy access to and from the station, while reducing vehicular traffic in the town.

4



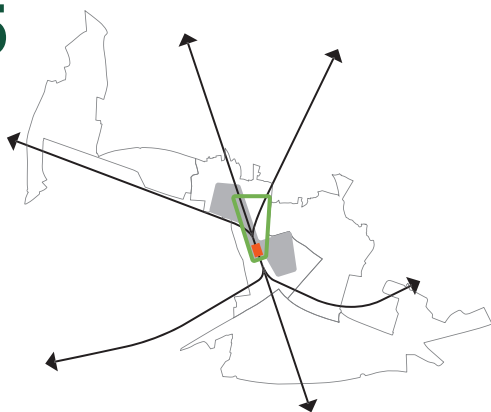
## IMPROVE PERMEABILITY OF THE RAIL CORRIDORS

Permeability through railway corridors is improved using new and updated infrastructure.



regeneration and uplift. New open spaces in central Crewe, connections linking the station and town centre and access to the wider countryside will reshape Crewe's identity into a healthy, vibrant and connected part of Cheshire.

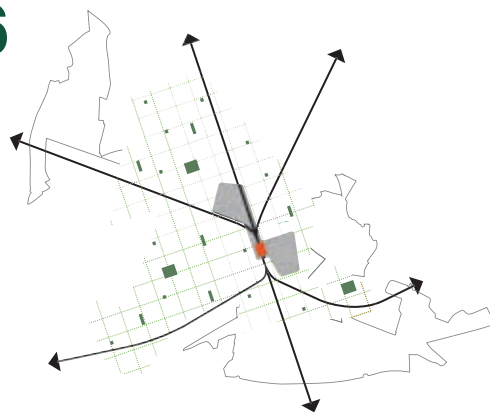
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#### **CREATE CLEAR LINKS BETWEEN TOWN & STATION**

The Town Centre and Crewe Hub is connected with enhanced, multi-modal routes and provides improved connectivity to the countryside.

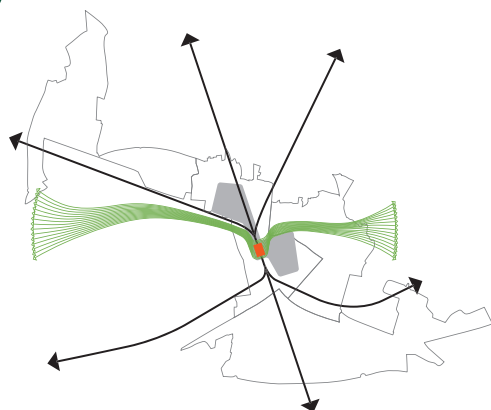
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#### **LINK NEIGHBOURHOODS, ASSETS & CENTRES VIA AN INTEGRATED GREEN NETWORK**

Existing and new pieces of open space are better linked with streets and routes to create an integrated green network east to west and north to south.

7



#### **UNIFY THE STATION & TOWN WITH THE CHESHIRE LANDSCAPE**

Landscape is drawn into the centre of Crewe to provide amenity, improve the perception of the town and support value increases; it also creates opportunities for residents to connect to the wider area.

# 2 Complementary Centres, 1 Crewe

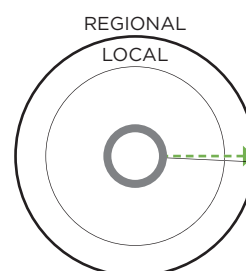
Crewe is envisaged as a town with two distinct centres: the existing Town Centre and Crewe Hub.

The Town Centre will be bolstered by additional retail offerings and a range of cultural, education and leisure uses; a pedestrian-friendly environment with space and amenities to support civic life. A reintroduction of residential uses will help to increase vitality, and add to the night-time economy.

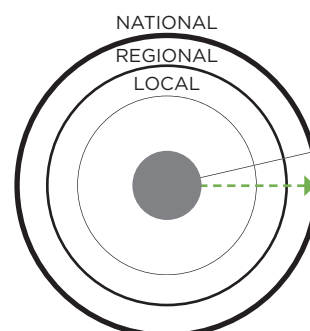
Crewe Hub will be home to regionally significant employment opportunities, creating an environment where businesses and residential developments can take advantage of the enhanced connectivity offered by HS2. A diversity of spaces, plot sizes and land uses will create a setting which attracts a wide range of businesses and residents.

To ensure that the two centres complement each other, and benefit from each other's success, legible connections will be created linking the Town Centre, Crewe Hub, Grand Junction Retail Park, and Mill Street, the most direct route between the Hub and Town Centre.

## CREWE TOWN CENTRE

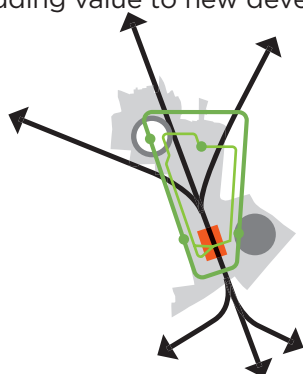


## CREWE HUB



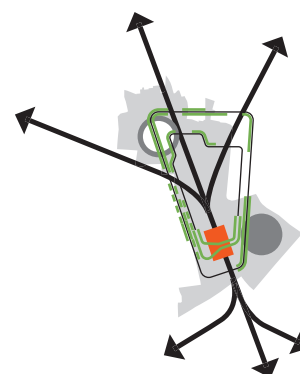
## TWO LOOPS

- A Rapid Transit loop (potentially employing autonomous vehicles) links the Town Centre, bus station, Crewe Hub, the station and Grand Junction Retail Park;
- A “Green Loop” provides a quieter, healthier movement corridor for pedestrians and cyclists adding value to new development.



## ACTIVITY

- Both loops vary in intensity and activity throughout their course. Areas of highest intensity will be focussed in the centres;
- A secondary level of activity is proposed along Mill Street with new frontage and active programmes.

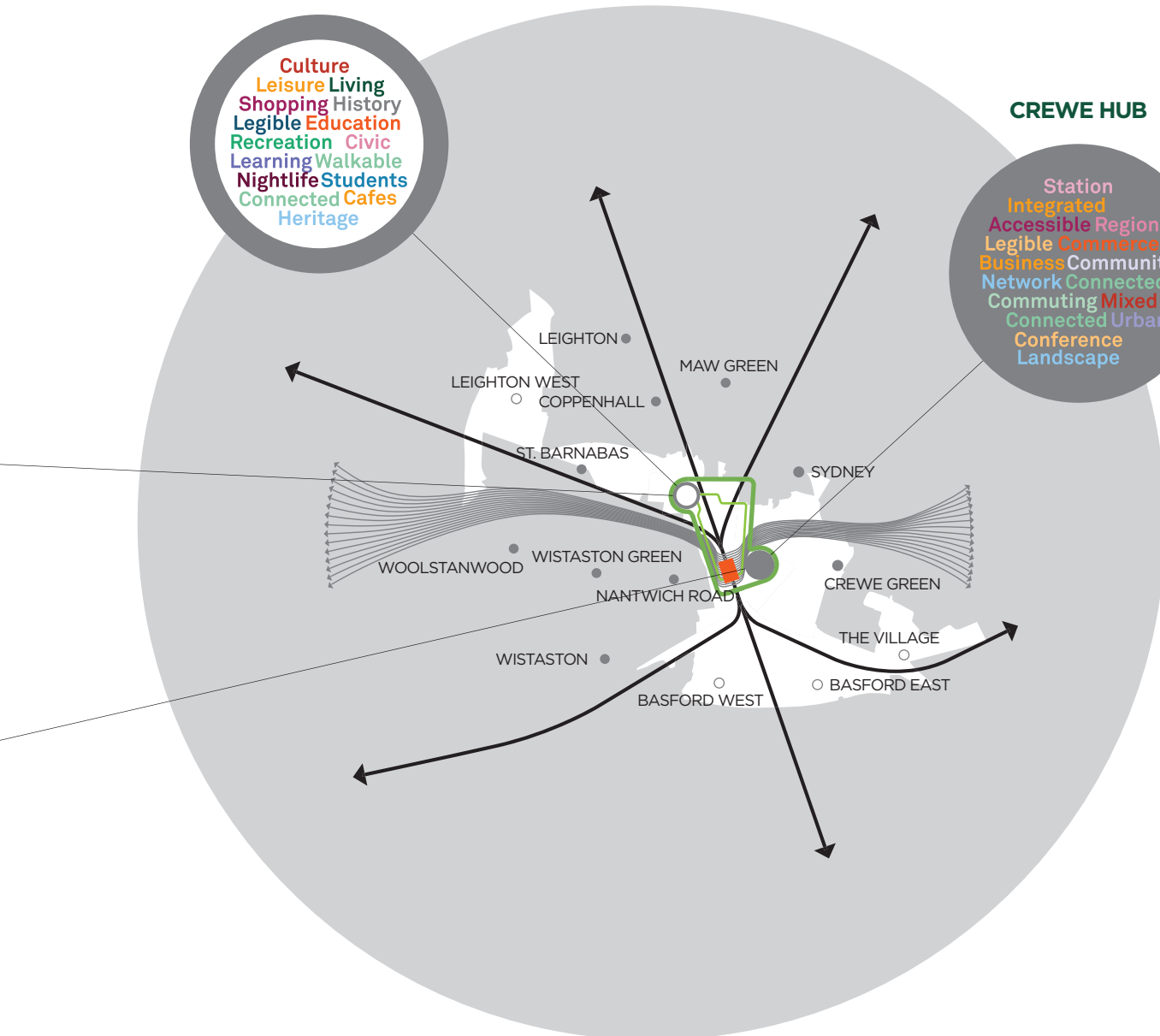




## CREWE TOWN CENTRE



## CREWE HUB

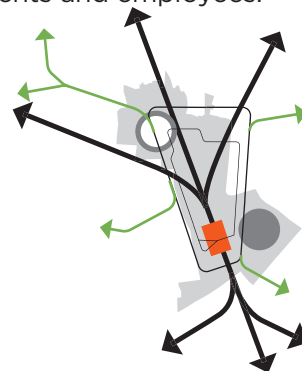
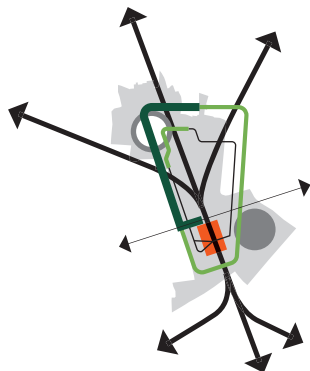


## PHASING

- The first phase of the loops will improve the connection between the Town Centre and station;
- Later stages will unlock development in the central area of Crewe, ensuring that Crewe as a whole benefits from improved transport.

## FURTHER EXPANSION

- In the future, Leighton Hospital, the Bentley Campus, South Cheshire College, and new residential communities will all be linked into the network;
- Linking these assets will reinforce sustainable commuting options for increasing numbers of residents and employees.



# Masterplan Vision

## Development Areas

The Masterplan Vision focuses on four key areas of growth, comprising approximately 920ha.

### 1. LEIGHTON & BENTLEY

The site is characterised by Bentley's expanding production and corporate headquarters, Leighton Hospital, and the successful Marshfield Bank Employment Park. Much of the remainder of the site is composed of Leighton West.

### 2. CREWE HUB & TOWN CENTRE

Crewe Hub is set to become a vibrant place consisting of significant commercial and residential mixed use developments all within walking distance of the HS2 station. The growth and regeneration of the Town Centre focuses on retail and leisure, education and the eventual reintroduction of residential uses. Both of these central areas will take advantage of an integrated public space and movement network.

### 3. CREWE GREEN

This site is partly comprised of the expanding Crewe Business Park. The southern area of the site includes a portion of the successful Crewe Gates Industrial Estate and provides a significant number of jobs through a variety of businesses. While development land is limited, it is set to provide 150 new homes, and businesses will benefit greatly from proximity to the Hub station.

### 4. BASFORD

Adjacent to the A500 with direct access to the M6, much of the site is covered by an extant outline planning permission for housing totalling more than 1800 homes. Logistics, industrial and light industrial uses planned in the area are set to take advantage of the sites excellent access and recent infrastructure upgrades.

