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1. INTRODUCTION

Bentley Motors is an iconic and internationally recognised British brand that has been based at its headquarters in Crewe for more than 70 years. Bentley’s headquarters is an advanced manufacturing site that is home to Bentley’s life cycle of operations including design, research and development, engineering and production.

The Crewe site employs more than 4,000 people and is Crewe’s largest single employer; representing a significant driver of the wider North West economy and leader in UK luxury car manufacturing. It is now critical that Bentley is able to develop its Crewe site to create a headquarters that can maintain a global competitive edge, realise Bentley’s vision to design and build new model lines and meet the needs of a modern integrated advanced manufacturing business.

THE BENTLEY MOTORS DEVELOPMENT FRAMEWORK AND MASTERPLAN

This Development Framework and Masterplan has been prepared to provide a framework which will underpin the development and support a vision for the future growth of Bentley in Crewe. It has full regard to adopted and emerging local planning policies, national planning policy and the surrounding site context. In summary, this document:

1. Presents a vision for the future development of Bentley’s Crewe site, and sets out the context that will underpin this growth;
2. Sets out the important design and development considerations, planning policy and processes for the determination of future planning applications at Bentley;
3. Provides the rationale and drivers for the growth of Bentley’s Crewe site; and
4. Provides a Masterplan which articulates the expansion of the Bentley’s Crewe site into the future.

BENTLEY IN CREWE

Bentley began car production in Crewe in 1946 and the site remains at the heart of Bentley’s global business. Since Bentley’s acquisition by the Volkswagen Group in 1998, investment in Bentley’s Crewe site has seen the number of employees in Crewe rise from 1,500 in 1998 to more than 4,000 today.

In 2013, Bentley announced that it would proceed with the development of the world’s first ultra-luxury Sports Utility Vehicle (“SUV”) at its Crewe site, the company’s fourth model line. The SUV created around 1,000 jobs across the UK and secured an investment of more than £800 million at the Crewe Headquarters.

As part of this business growth, Bentley is investing a further £40 million into its Crewe site as part of a phased expansion that will see the development of a new Engineering Technical Centre, Design Building and Business Building adjacent to its manufacturing operation. These new facilities could house 1,300 Bentley engineers and be integral in bringing future product to the market.

Bentley’s investment demonstrates its ongoing commitment to Crewe, the region and the UK manufacturing sector. It is now imperative that the Crewe site has the scope to be adapted and extended in order to maintain Bentley’s success and secure jobs and inward investment into Crewe for the long term.



Bentley Car Production

1. INTRODUCTION



Proposed Bentley Campus (Source: Google Maps)

DRIVERS FOR CHANGE

The Bentley site in Crewe has developed organically for the last 70 years. Due to recent growth and a successful new model line, Bentley has exciting expansion plans that have led to focus on assessing, rationalising and planning for the future of the Crewe site.

An assessment of the current site against Bentley's vision for the future has led to the identification of a number of operational issues that require a review of the existing site configuration. This review of the existing site has been driven by the following:

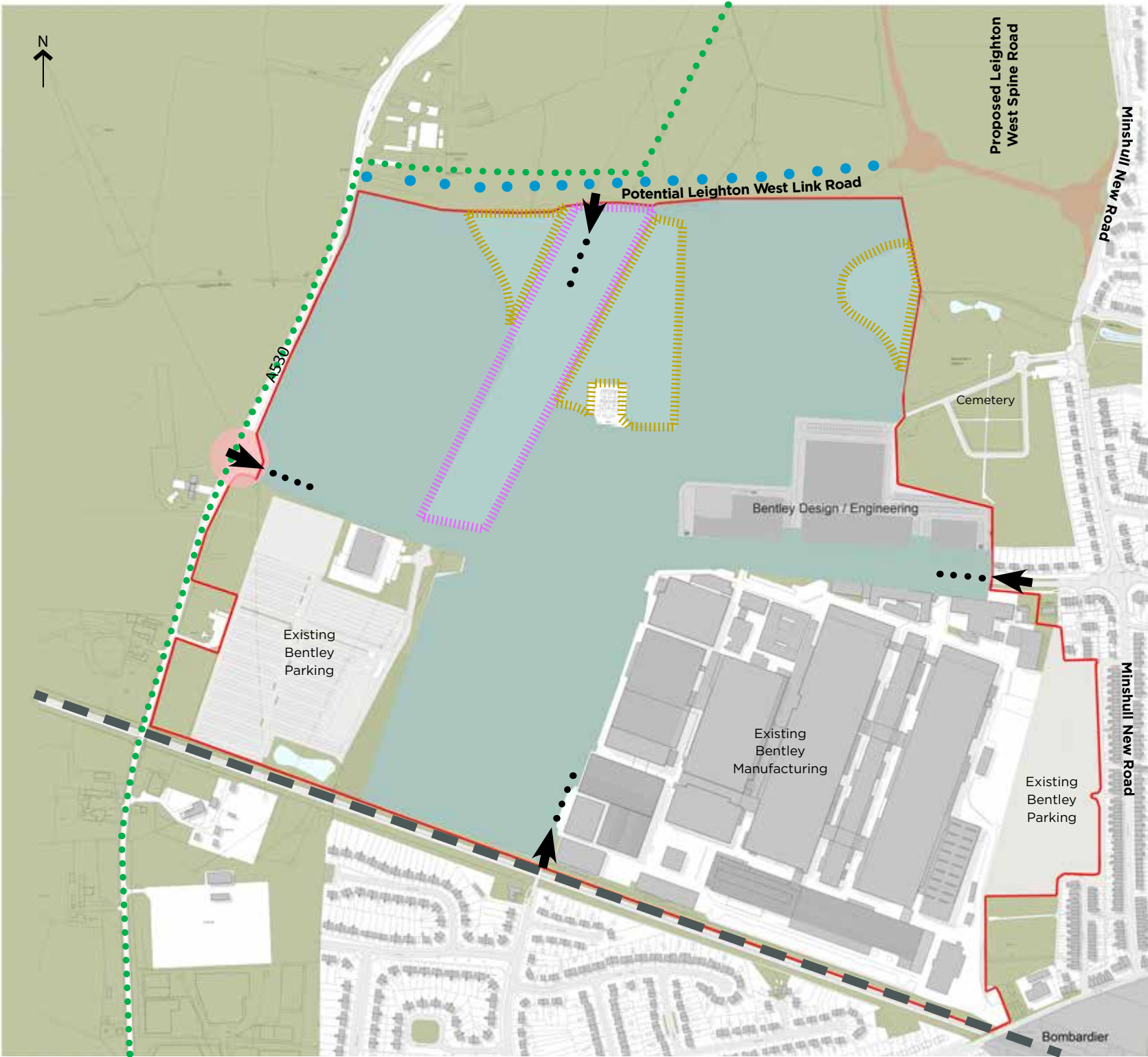
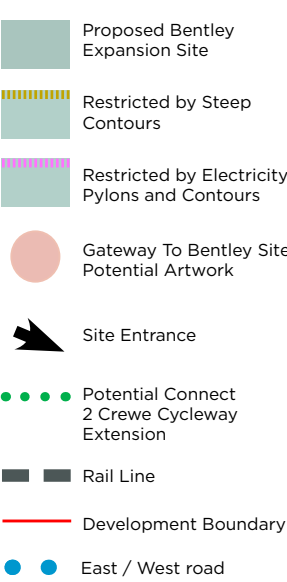
1. The need to expand existing operations including, the development of new manufacturing, technical and design floorspace to deliver Bentley's growth plans;
2. A lack of physical connectivity that separates the core manufacturing activities (south of Pym's Lane) and the future Engineering Technical Centre, Design Centre and Business building (north of Pym's Lane). Pym's Lane creates a significant barrier between these elements of the site that restrict(s) the flow of people, goods, services, materials and overall efficiency across the site;
3. Increased requirements for security;
4. A wider disconnect across the current site hampered by the existing road network and a lack of accessibility and permeability. The site is currently split into 3 parts by two roads (Pym's Lane and Sunnybank Road);
5. The need to identify new areas of car parking to support the expansion of the site and potential new jobs;
6. The presence of non-contributory uses close to the site which limit or impede Bentley's on-site operations, such as the Council Waste and Recycling Facility that borders Pym's Lane and Middlewich Road and CHK Holdings PLC (to the north of Pym's Lane). These uses will prevent the realisation of the vision for an integrated internal campus and prevent the expansion of Bentley's operations; and
7. A vision to better showcase Bentley's history to customers and the public by developing a flagship Bentley Car Museum at the Crewe site.

THE OPPORTUNITY

Bentley is committed to remaining a quintessentially British brand that is recognised globally for quality, innovation and luxury. To support this, Bentley must develop its Crewe Headquarters into a site that can support the company’s ambitious growth aspirations and deliver Bentley’s new product lines. The Crewe Headquarters must seamlessly integrate Bentley’s traditional manufacturing operations with its innovative design, engineering, research and development and business sectors. To achieve this integration, the Crewe site must be fully integrated and connected as part of a single working site; in order to facilitate increased communication, the sharing and fostering of ideas.

Bentley’s vision illustrates its long term commitment to Crewe and the North West. Planned expansion, along with challenges in the current site, provide a unique opportunity to develop a holistic plan to support the future development of the Bentley site at Crewe. The Masterplan for the site seeks 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. This Development Framework and Masterplan for the Crewe site has been developed to deliver a rationalised operational site that is more efficient, secure and productive; can grow and expand in line with Bentley’s aspirations; and will generate significant new investment in the local economy. The core components of the Masterplan will deliver:

- New manufacturing expansion land to increase the capacity of existing manufacturing operations and support growth;
- Technical, engineering and design space that will enhance Bentley’s research and development capabilities and support Bentley’s position at the cutting edge of advanced manufacturing;
- A self-contained internal Bentley site, achieved via the closure of Pym’s Lane (this does not include the closure of the eastern most part of Pym’s Lane that is accessed by 12 existing dwellings and Ashbank Court) and Sunnybank Road north of the railway, to improve production efficiency and security within the site;
- Better internal connectivity and permeability across the site to improve the flow of people, materials and products;
- New car parking and ancillary development to support the growth of the site, potential new jobs and further alleviate parking pressure on local streets;
- An aspiration to create a Bentley Car Museum that will showcase the history of the iconic Bentley brand and increase visitation and tourism in Crewe and the region; and
- An ambition to relocate the existing Waste and Recycling Centre and current CHK Holdings PLC to allow for future expansion of the site northwards. The relocation of these uses would deliver a fully integrated and internal site that is secure and fully under the control of Bentley.



Masterplan (Original Source: Pro Map)



Crewe Market Hall

BENEFITS TO CREWE AND THE REGION

The growth and development of the Bentley site will deliver exceptional benefits to Crewe and the region; generating employment growth, attracting inward investment and supporting the expanding innovation, advanced manufacturing and knowledge based industries in Cheshire East. It is a driver of the Crewe High Growth City agenda and is key element of Crewe becoming the Gateway to the Northern Powerhouse. Realising Bentley's vision in Crewe will support:

- The growth aspirations of Crewe as a key driver in the Northern Gateway Development Zone, driven by the advanced manufacturing sector and the arrival of a new HS2 hub in Crewe;
- A more efficient, secure and productive Bentley site that can realise the company's aspirations for growth;
- Investment in knowledge based industries and advanced manufacturing;
- New jobs for Crewe and the region;
- Significant inward investment into the region;
- Flow on investment and job creation in the supply chain; and
- An aspiration for a new Bentley Museum that will increase tourism to Crewe and the region.

BENTLEY MOTORS DRAFT DEVELOPMENT FRAMEWORK AND MASTERPLAN

2. BENTLEY MOTORS



Bentley Motors is a global brand that is synonymous with British innovation and manufacturing. Bentley has been manufacturing its cars in Crewe since 1946, where it has utilised the highly skilled local workforce and developed into an integral part of the local community. Today, Bentley employs more than 4,000 workers in Crewe and feeds a supply chain of more than 80 companies in the local area. Bentley is crucial to the local economy and has recently demonstrated its commitment to the region by investing £800 million in developing its brand new luxury SUV, the Bentley Bentayga, at Crewe.

BENTLEY: EARLY HISTORY

In 1919, Bentley’s founder W.O. Bentley established Bentley Motors at 16 Conduit Street, London; before moving operations to Oxgate Lane, Cricklewood and producing the first Bentley car, the EXP 1, in 1919. In 1931, Bentley was acquired by Rolls-Royce and production moved to Nightingale Road in Derby, where production spanned six years.

BENTLEY IN CREWE

The Crewe factory was built in 1938 to manufacture the Merlin engine, which powered the Spitfire and Hurricane fighters, as well as the Lancaster Bomber. At its peak in 1943 around 10,000 people were employed at the site, with 26,065 engines built between 1938 and 1946. Car production commenced at Crewe in 1946 and the first Bentley to roll off the production line was the Mark V1.

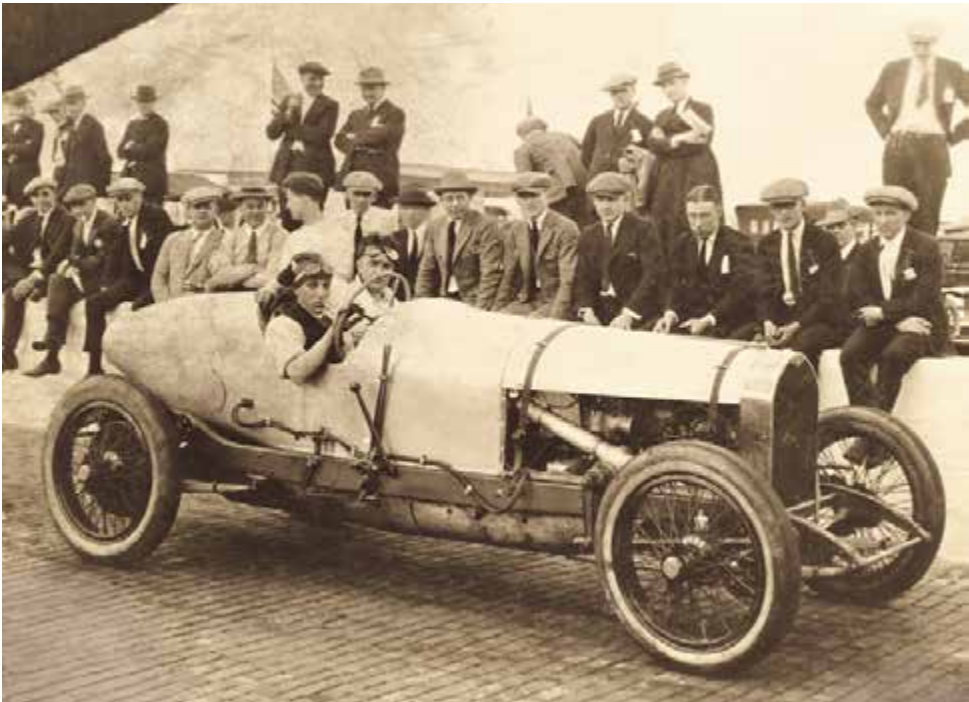
Crewe provided Bentley with unrivalled access to a local community of highly skilled engineers and mechanics who had migrated to the region. This saw the rapid rise of both the Bentley brand at Crewe between the 1950s and 1980s, which required the continual expansion of its factory operations to meet new demand.

By the late 1980’s, the global success of Bentley was characterised by the popularity of models such as the Mulsanne and the Continental. In 1998, Bentley was acquired by the Volkswagen Group which served to add resources, new technologies and even greater impetus to the momentum of the Bentley renaissance.

Volkswagen’s acquisition of Bentley led to a £500 million investment in the Crewe site and the development of a new Bentley. This investment underlined Bentley’s commitment to Crewe and its intention to maintain a thoroughly British bloodline. Following this and subsequent investments, employee numbers in Crewe have grown significantly, from 1,500 in 1998 to more than 4,000 today.

In November 2015 the Bentayga, the first ever Bentley SUV, left the production line in Crewe. The car is part of a £800 million investment programme and the project has created 1,500 UK jobs over the four year development period since the initial concept stage; and reaffirmed Bentley’s commitment to Crewe and the region.

Today, the Crewe site produces approximately 10,000 cars each year. Bentley has continued to invest in world-class manufacturing facilities, including a state of the art 7,500 sqm Body-in-White facility that opened in 2010 and a new Business Building, proposed Engineering Technical Centre and Design Centre.



1920s 3-litre



1950s Bentley R-Type

INVESTMENT IN THE COMMUNITY

In addition to its direct investment in Crewe and its status as a key employer in the region, Bentley is a major investor in the local community. Bentley supports and advocates a number of education, training and volunteer programmes in Crewe, including:

Training & Talent Development

Bentley offers extensive training programmes, from improving technical expertise to personal skills and self-management. Bentley's trainee programmes support and develop talent for the future and have been awarded with National Training Awards by the Skills Funding Agency.

Apprenticeships

Bentley has offered apprenticeships to the local community for over four decades as well as development programmes for graduates and undergraduate placements. 2015 saw the largest intake of trainees in the company's history, with 63 apprentices being recruited.

UTC Crewe

Bentley Motors is playing a pivotal role in a new University Technical College, opened in Crewe in September 2016. This new College offers an exciting and inspiring education for young people seeking a pathway to employment and further education. At the Crewe Engineering and Design UTC, students are able to draw on expertise from a range of partners to ensure the academic and practical learning activities. The collaboration with UTC Crewe forms the next step in Bentley's focus on talent development and continuous improvement.

Community Engagement

Bentley works collaboratively with local charities and is proud to be a founder of the Cheshire Community Foundation. The Foundation manages the Bentley Fund, focusing on projects working with health, education, children and social deprivation located within 20 miles of Bentley's Crewe site. Established in 2012, the Bentley Fund has invested £100,000 in supporting more than 20 grassroots community organisations.

Recently Bentley has partnered with the Care2Save Charitable Trust and St Luke's Hospice based in Winsford to work on two innovative fundraising campaigns. The company has donated two Bentley Continental GTs in order to raise funds to support palliative care in Cheshire and throughout the world.

As part of the trainee programmes at Bentley all Apprentices, Industrial Placement Students and Graduates are asked to volunteer in the local community. In 2015 over 140 trainees participated, volunteering a combined total of over 800 hours to four community projects. Bentley is also working with Cheshire Connect to match skilled Bentley colleagues with local charities that can benefit from their expertise.

South Cheshire College

Bentley apprentices learn their craft at a dedicated apprenticeship training facility based at training provider Total People within South Cheshire College. Bentley is providing its own experts who are customising the curriculum for the programme with focus on trim, wood, paint and mechatronics.

Rotary

July 2016 saw the inauguration of the Bentley Cheshire Rotary Club. With support from Bentley and the local Crewe and Nantwich Weaver Rotary Club, the Bentley Cheshire Rotary Club is run by Bentley volunteers. The club brings together likeminded people from the across the company to make a positive impact in the local community.

SUPPLY CHAIN

Bentley benefits from having an integrated production and logistics approach, and results in the majority of its key components being manufactured in Crewe. The incorporation of a logistics centre adjacent to the main production hall has also reduced parts handling by around 30%, saving £3.5 million per year in the process and eliminating thousands of deliveries by road.

As part of its supply chain, Bentley currently supports more than 80 suppliers that are located within a 50 mile radius of the factory. This indirect investment in the local community is critical to the vitality and operation of businesses in the local area.



Crewe Engineering & Design UTC

BENTLEY'S FACTS AND FIGURES

- Employs 4000 People
- Produces around 10,000 handcrafted cars each year. Around 90% of the cars (over £1billion worth) are exported, creating valuable income for the UK.
- Bentley has 700 suppliers from 32 countries and six continents. 82 suppliers are located within a 50 mile radius of the factory. A good piece of the supply chain is located near Crewe which has a hugely positive economic impact on the local area.
- Each Bentley car is unique and it takes from 104 hours up to 399 hours to build a Bentley from start to finish, depending on the model. The Mulsanne takes 399 hours to finish and 200 of these are dedicated to hand crafting the interior. Bentley's dedication to keeping this British tradition alive creates a high demand for manual labour, as these processes are not replaced by machines. This in turn creates significant employment in the local area, and will continue to generate new jobs as production volumes increase.
- Over the four year period from the initial concept stage of the Bentayga over 1,500 UK jobs have been created.
- In 2013 Bentley installed over 20,000 roof mounted solar PV panels. They have the ability to produce enough power to cover over 1,200 households or up to 40% of Bentley's power demand. The solar panels utilises an area of 3.45 hectares of otherwise unused roof space. The initiative increases the use of renewable energy sources, reduces yearly CO2 emission by over 2,500 tonnes, and relieves strain on the local power network.



Bentayga

3. STRATEGIC CONTEXT

As the largest town in south Cheshire, Crewe is already the area’s primary population centre, with a population of 83,000, and is a major economic hub. Its 5,000 businesses include concentrations of professional services, distribution and logistics, and advanced engineering built on its rich car manufacturing and rail heritage.

GROWTH ASPIRATIONS FOR CREWE

Crewe evolved around the growth of the railways in the early 1830s, with the opening of the station in 1837 and the first works in 1840. As a result, the population grew dramatically from around 1,800 inhabitants in 1837 to 40,000 by 1871¹. Although the end of the 19th century witnessed a slowing down of growth in the railway industry, Crewe retained its rail-industry expertise and importance as a major rail junction and centre for locomotive building and repair.

Today, the town is recognised as a hub of advanced rail and automotive manufacturing, and is home to major international and national firms such as Bentley Motors, OSL Rail, Bombardier and Chevron Racing. The town is a hot spot for the automotive sector in Cheshire East which employs over 4.5 times more than the average for England and Wales².

Established as a major railway hub, Crewe remains a significant railway interchange on the West Coast Main Line with over 2.65 million passengers changing trains per year . On 30th November 2015, the UK Government announced its decision to route the section of HS2 to Manchester via Crewe with an investment of £5 billion to deliver the section from Fradley to Crewe; with an HS2 hub station at Crewe six years earlier than planned. By capturing the wider economic benefits for the Northern Gateway Development Zone area spanning Cheshire East, Cheshire West & Chester and North Staffordshire, the HS2 superhub is expected to create over 120,000 new jobs over a 25-year period across this new economic zone⁴.

A core principle of Cheshire East Council's planning policy and strategic vision is the development of Crewe as a ‘High Growth City’, which identifies the town as a spatial priority and core location for growth⁵. As part of the ‘High Growth City’ concept, the Council’s vision is that by 2030, as a gateway to the Northern Powerhouse, Crewe will be a nationally significant economic centre; one of the leading advanced engineering and manufacturing centres in England; and a sought-after place to live and do business in the UK. Crewe will be recognised for its 360° connectivity, vibrant and diverse knowledge based economy; high quality communication and sustainable transport linkages; many physical development opportunities; attractive heritage, environmental and cultural assets that contribute to liveability; and its high quality image and perception generated through strong leadership⁶.

SUB-REGIONAL CONTEXT

Crewe's 360° transport connectivity and its established business base places it at the heart of ambitions to grow the sub-regional economy in Cheshire and Warrington and wider Northern Gateway Development Zone. The Cheshire and Warrington LEP’s Strategic Economic Plan recognises that Crewe is a focal point and hub for regional connectivity and provides an unrivalled opportunity for growth and economic development.

With 4.9 million people within one hour’s travel of the town, future sub-regional growth is focused on the potential provided by the Northern Gateway Partnership, maximising the wider economic benefits from a super hub HS2 station at Crewe sitting at the centre of a strategic road and rail network.

Crewe plays a central role in the LEP’s ambition that by 2030 Cheshire and Warrington will be:

- An economy of £35 billion with GVA per head 115% of the UK average; and
- Home to an additional 100,000 residents, 75,000 new jobs and 70,000 new homes⁷.

AUTOMOTIVE MANUFACTURING CONTEXT

At a national level, the growth of the UK’s advanced manufacturing capabilities continues to be a priority. With regard to automotive manufacturing, Britain is already the fourth largest vehicle producer in Europe, making 1.58 million vehicles in 2012. Every 20 seconds a car, van, bus or truck rolls off a UK production line and over 80% of these are exported to more than 100 countries⁸.

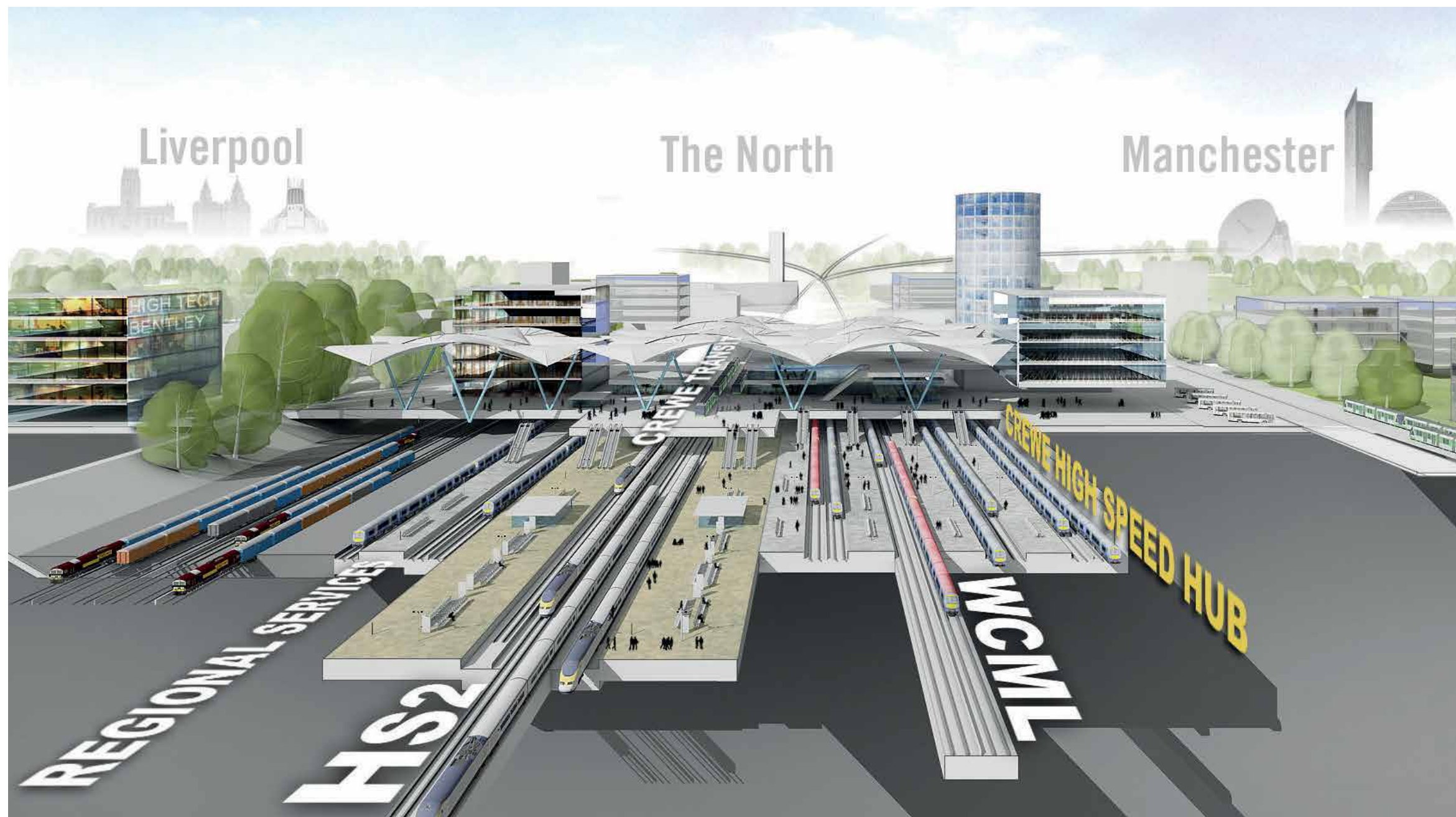
The Government’s Industry Strategy, ‘Driving Success – A Strategy for Growth and Sustainability in the UK Automotive Sector’ sets out a shared vision for the UK automotive manufacturing industry which is:

- Diverse, dynamic, growing and globally competitive.
- Making a large and increasing economic contribution to employment and prosperity in the UK.
- Supported by a highly skilled workforce and a strong supply chain.
- Inspiring young people to pursue rewarding careers in engineering and manufacturing.

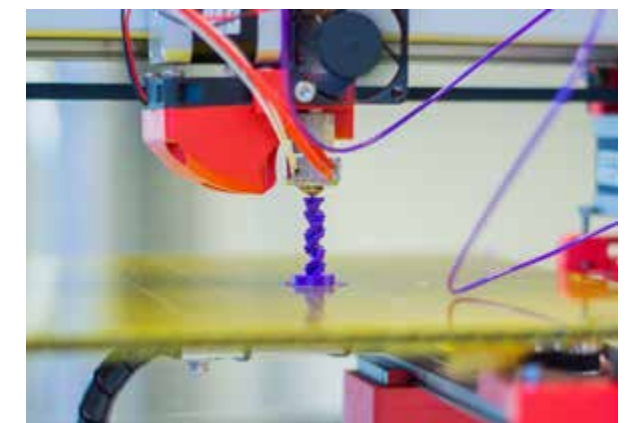
At the regional level, the North West is the second most significant automotive cluster in the UK, employing 16,200 people and accounting for 12% of the UK’s total automotive manufacturing sector. Globally significant operations extend from General Motors at Ellesmere Port, JLR at Halewood, Leyland in Lancashire, and Bentley Motors in Crewe⁹.

At the heart of the Northern Powerhouse, there is a regional ambition to grow and strengthen this existing cluster as part of wider efforts to expand the advanced manufacturing base in the region.

¹ Cheshire East Council (2011), ‘Cheshire East Local Development Framework: Crewe Snapshot Report’
² Cheshire East Council (2015), ‘Get Yourself Well Connected’
³ Office of the National Rail Regulator (2013), ‘Station Usage Estimates 2014-2015’
⁴ HS2 (2015), ‘HS2 Phase Two: East and West, the Next Steps to Crewe and Beyond’
⁵ The All Change for Crewe: High Growth City Strategy (2013)
⁶ Cheshire East Council (2014), ‘Local Plan Strategy (Submission Version)’
⁷ Cheshire and Warrington Local Enterprise Partnership (2014), ‘Strategic Economic Plan and Growth Plan for Cheshire and Warrington’
⁸ Department for Business, Innovation and Skills (2013), ‘Driving Success – A Strategy for Growth and Sustainability in the UK Automotive Sector’
⁹ Automotive Council (2016), ‘UK Automotive Sector Overview’



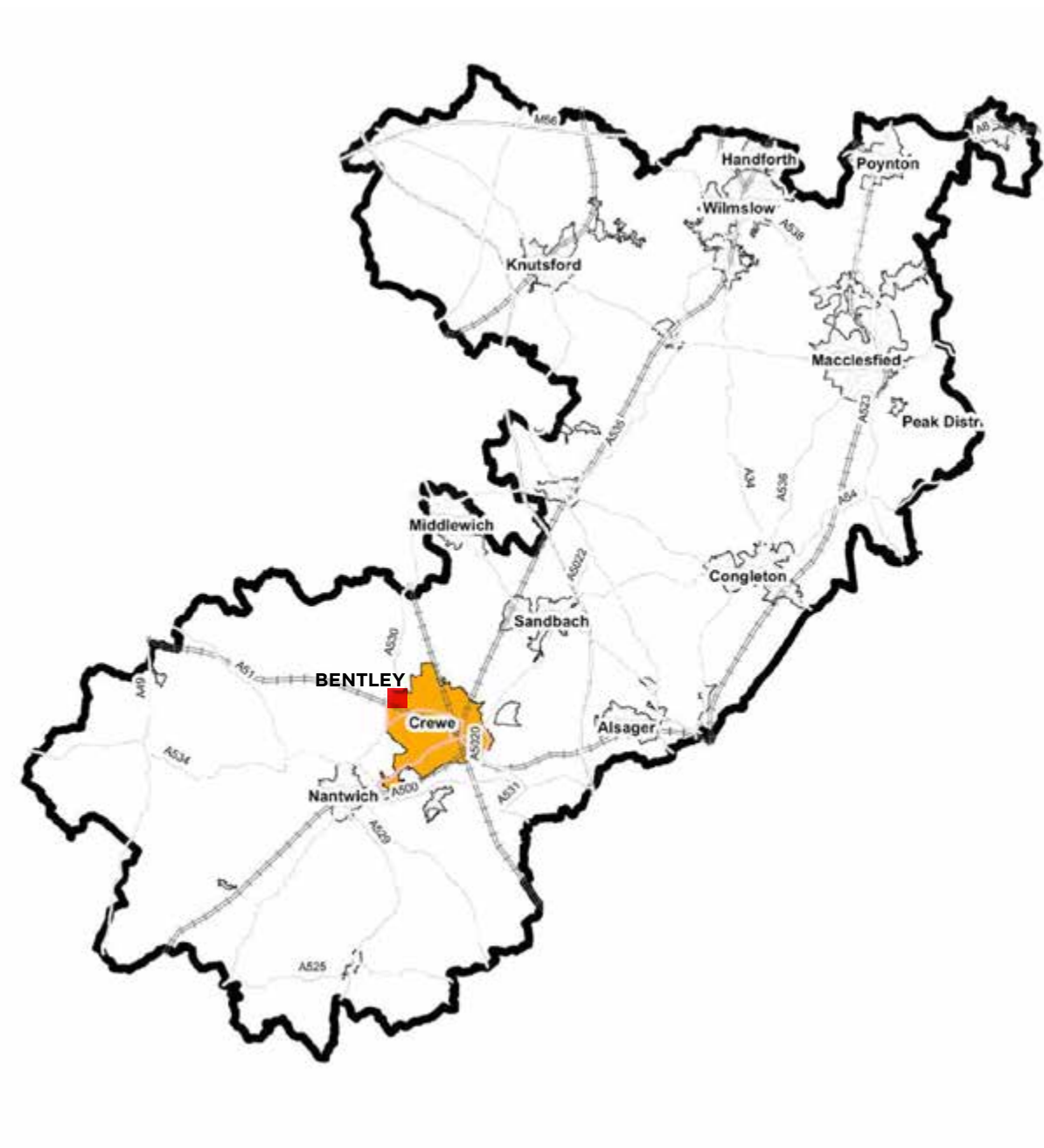
HS2 Hub Station, Artists Impression



Engineering

4. BENTLEY AT CREWE

The Bentley site is located on the north western edge of the Crewe urban area, approximately 2.2km from Crewe Town Centre. The site is home to the full spectrum of Bentley’s car manufacturing and distribution operations; including design, engineering, manufacturing, quality, and sales and marketing. The current site has vehicular access via Pym’s Lane with direct access from the west provided by Middlewich Road (A530).



Strategic Location of Site in CEC (Source: Cheshire East Council web portal)



Site Location to West of Crewe (Source: Google Maps)



Site Plan Showing Existing Uses (Original Source: Pro Map)

SITE CONTEXT

The site itself is dominated by the existing manufacturing plant which extends to some 350,000 square metres and is located at the south east of the site. This contains the heart of Bentley's car manufacturing operation and also its Reception and front of house facilities. Directly opposite the existing manufacturing operation is the site of Bentley's new engineering, design and business centres, which include:

- A 7,200 square metres Business Building provides office and business space to support Bentley's core operations.
- A 32,148 square metres Engineering and Technical Centre ("ETC") which will contain a workshop and technical centre to support the development of Bentley products. Planning permission was granted on the new ETC in May 2016 (Application Number: 16/0341N).
- A 6,500 square metres Design Centre that will be a hub for innovation and knowledge. Planning permission was granted on the new Design Centre in May 2016 (Application Number: 16/0341N).

To the west of Sunnybank Road and the existing manufacturing operations is Bentley's primary area of car parking; which extends westwards between Sunnybank Lane and Middlewich Road. Directly adjacent to Sunnybank Road is the Legends Health and Sports Centre which provides private sports facilities for use by Bentley's employees.

To the north of Pym's Lane, adjacent to the proposed Engineering Technical Centre and Design Centre, is the manufacturing premises owned by CHK Holdings PLC. Further to the east, bordering Middlewich Road, is the Cheshire East Council owned Waste and Recycling Centre.

- ENGINEERING
- PARKING
- MANUFACTURING / WORKSHOPS
- SPORTS FACILITIES (LEGENDS)
- DEVELOPMENT BOUNDARY

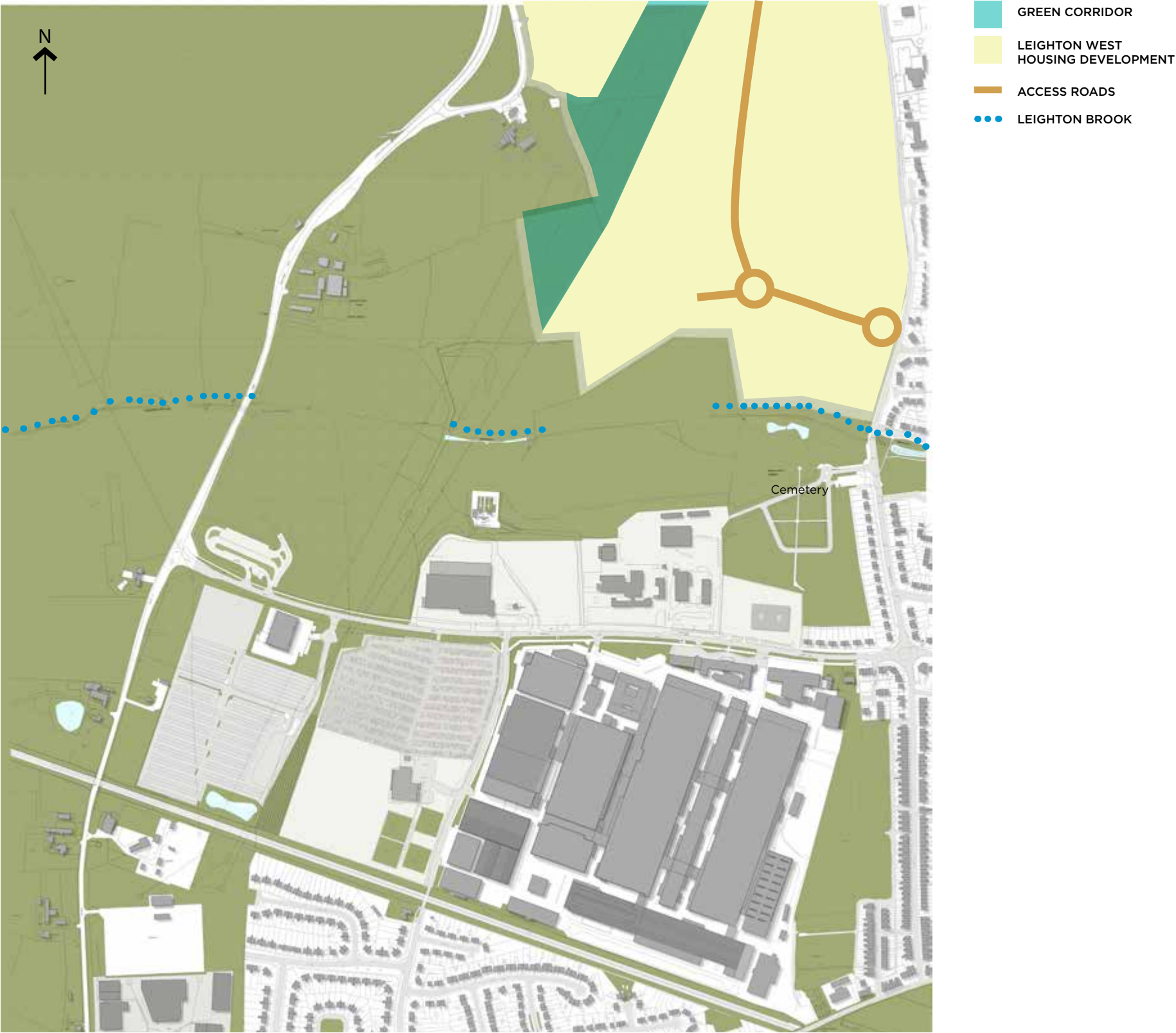
CONTEXT: CURRENT AND PLANNED USES

The site is situated on the edge of Crewe in a location that is characterised by a mix of employment uses, suburban residential uses on the periphery of the town and open countryside beyond the established urban boundary. Key surrounding land uses include:

North

To the north of the site is the proposed Leighton West urban extension, which spans an area from Bentley in the south to Leighton Hospital in the north. Leighton West is planned to accommodate up to 850 new homes and 5 hectares of employment space, which is planned to support Bentley as a key site for the development of automotive research, development and supply¹⁰. The Leighton West development proposes a significant new spine road that will connect Minshull New Road (immediately to the north of Bentley) with Leighton Hospital and Smithy Lane to the north west of the site.

- The Meadow Brook Cemetery (north east), which is a 5 hectare site that was opened in 2009 and is accessed from Minshull New Road.
- Leighton Brook, which runs east to west approximately 100m to the north of the proposed ETC expansion.



Plan Showing Leighton West Development Area (Original Source: Pro Map)

¹⁰ Cheshire East Local Plan Strategy Proposed Changes (Consultation Draft), March 2016, Site CS3



Residential properties to the east of the site



CHK Building on Pym Lane

East

The east of the site is characterised by established residential uses. Twelve residential properties front onto Pym Lane immediately adjacent to the Bentley site, which reflect the character of existing post-war housing estates around Badger Avenue and Minshull New Road that are typical of the outer suburban areas of Crewe.

South

The immediate southern boundary of the development area is bounded by the Crewe to Chester heavy rail line. To the south of this, is an established area of post-war semi-detached housing around Sunnybank Road and a major electricity transmission station adjacent to Middlewich Road. The site is connected to this residential area via an existing single lane railway bridge on Sunnybank Road. Further to the south and west, there are a range of commercial and industrial premises stretching southwards along Middlewich Road.

West

Middlewich Road serves as the current settlement boundary for Crewe. Land to the west of Middlewich Road is characterised by countryside and farmland outwards towards the River Weaver and a local water treatment plant.



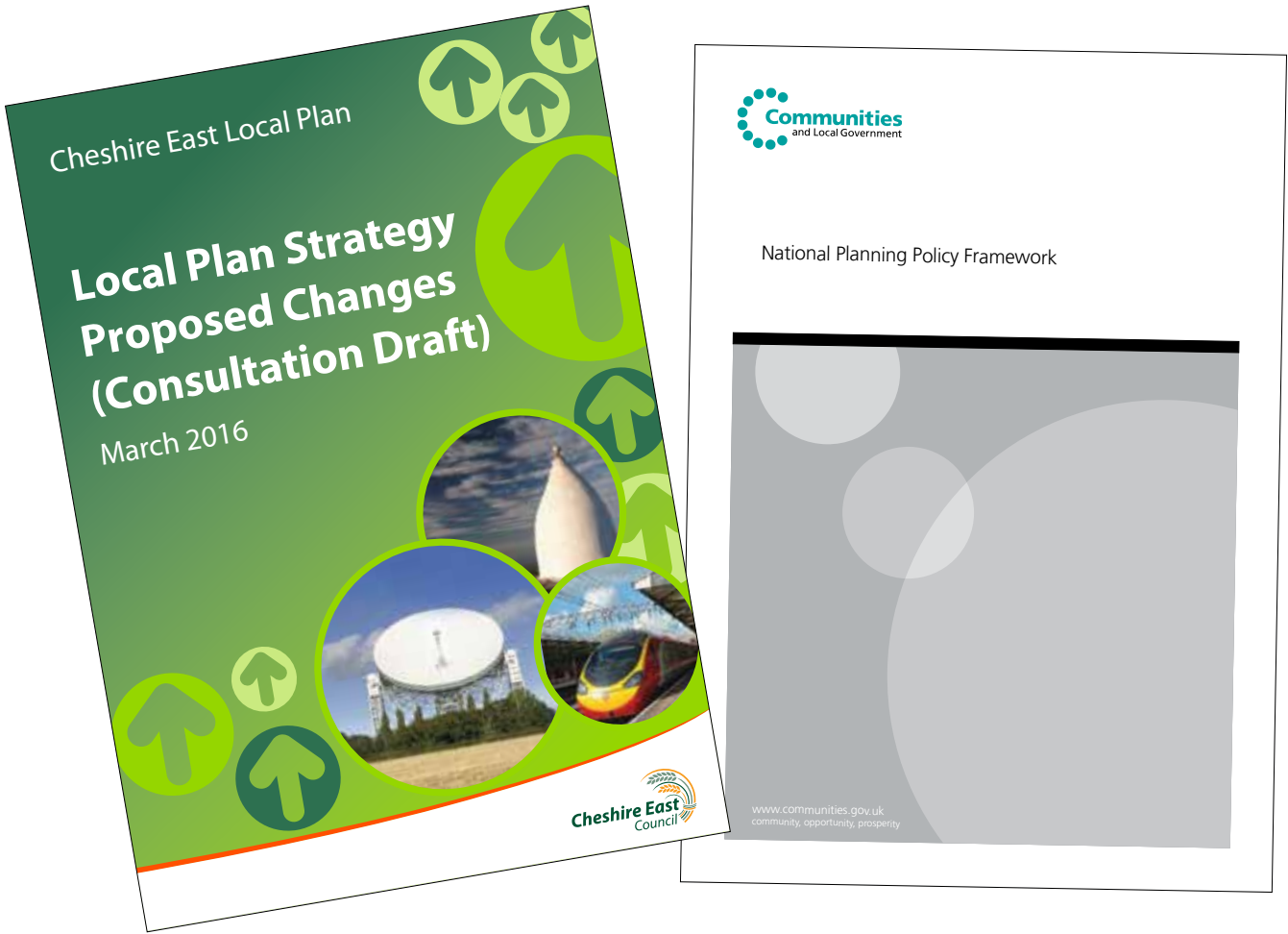
Pym Lane

This section seeks to provide an outline of the key planning policies that have been considered to formulate a set of development principles and develop a masterplan for the Crewe site. It is not intended as a comprehensive account of relevant planning policy and should be read in addition to the detailed requirements found in the adopted and emerging Cheshire East Development Plan.

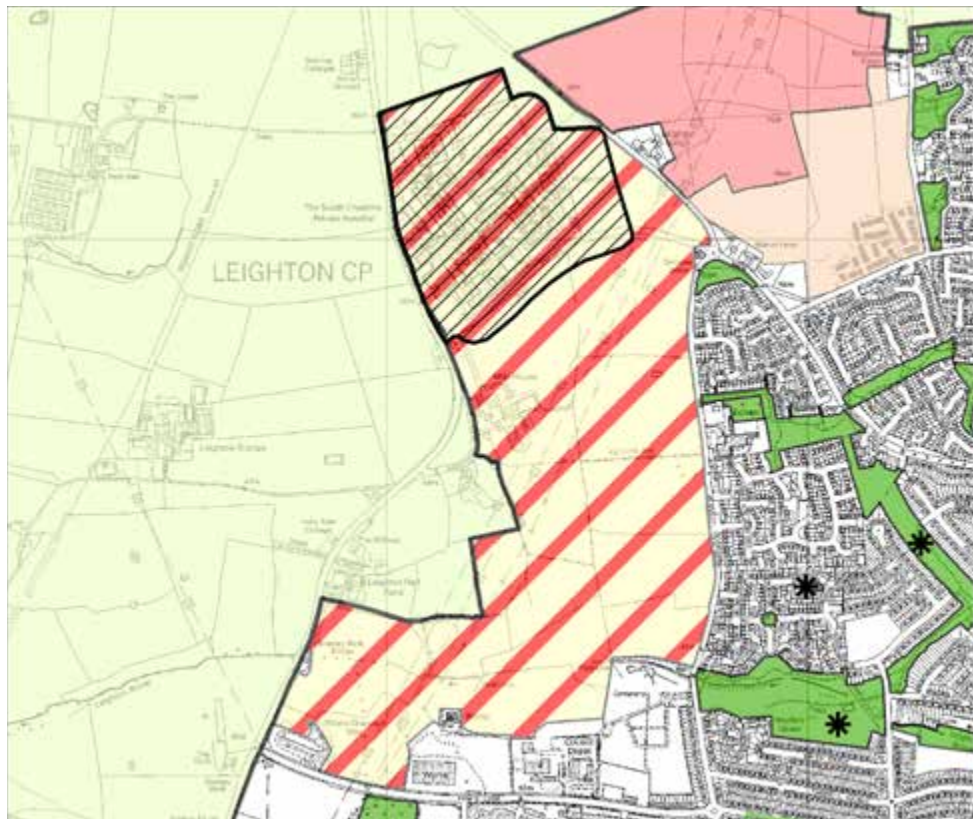
Any planning applications for development of the Bentley site must be determined in accordance with the adopted local development plan unless material considerations indicate otherwise. Until the adoption of the Cheshire East Local Plan Strategy (CELPS), the adopted development plan covering the site remains the “saved” policies of the 2005 Crewe and Nantwich Borough Local Plan (CNBLP). In March 2012 the National Planning Policy Framework (NPPF) came into effect and whilst the CNBLP policies are still applicable, they should be weighed in planning decisions according to their degree of consistency with the NPPF.

In February 2014, it was resolved that the CELPS (Submission Version) be given weight as a material consideration for development management purposes with immediate effect. Following two rounds of examination hearing sessions in 2014 and 2015, the Council published its Local Plan Strategy Proposed Changes Version in March 2016. The saved policies of the CNBLP are relevant when determining applications for development on this site; however, given the advanced stage of the emerging policy framework, significant weight can now be attached to the current version of the CELPS. In addition, the following supplementary documents provide more detail on how policies in the development plan can be practically implemented, and are likely to be material in determining planning applications:

- Section 106 (Planning) Agreement SPG 2004
- CEC Employment Land Review (2012)
- CEC Economic Development Strategy (2011)
- Town and Country Planning (Environmental Impact Assessment) Regulations 2011



Front Cover of Cheshire East Local Plan Strategy and the National Planning Policy Framework



Key	
	Leighton Hospital Land Requirements
	Housing and Employment Sites
	Equipped Children's Playgrounds
	Protected Open Space
	Areas within Crewe and Nantwich Settlement Bdys
	Formal Open Space and School Playing Fields
	Housing Commitments
	Informal Open Space
	Leighton Hospital
	Leighton West Country Park
	New Woodlands Planting and Landscaping
	Open Countryside Outside Settlement Boundaries

Key	
	Informal Open Space
	Formal Open Space and School Playing Fields
	Allotments
	Settlement Boundary

POLICY CONSIDERATIONS

The Crewe Site

The Cheshire East Local Plan Strategy recognises Bentley as a Strategic Employment Area that is of paramount importance to the Borough's economy. The CELPS also promotes Leighton West (as illustrated opposite) as a major strategic housing and employment site to the north of Pyms Lane. Leighton West is identified for complementary employment uses that will support the ongoing development and expansion of Bentley's advanced manufacturing activities.

The site is an established employment area that sits within the settlement boundary in the Crewe and Nantwich Borough Local Plan, as illustrated across. Elements of the site, such as the Legends Sports Club, are also allocated for formal open space, informal open space and allotments (policies RT1 and RT5).

LAND USE

The National Planning Policy Framework states that *"to help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century"*.

In Cheshire East, it is the Council's vision that by 2030 and beyond, the Borough will be an economically prosperous area, with a well-educated and skilled labour force benefiting from a strong and diverse employment base and high employment levels. Strategic Priority 1 (Promoting economic prosperity by creating conditions for business growth) in the emerging CELPS states that *"such economic prosperity will be delivered by providing a viable and flexible supply of quality employment land and premises...to enable existing businesses to grow.. and to create new and retain existing jobs"*.

CNBLP Policy E.4 (Development on Existing Employment Areas) welcomes proposals for new employment development, for the re-use, redevelopment or intensification of the use of land within existing employment areas. This is supported by the emerging CELPS Policy MP1 (Presumption in Favour of Sustainable Development).

In addition, emerging CELPS Policy CS3 recognises that the Leighton West site's *"close proximity to Bentley provides an opportunity for the creation of an automotive hub which will provide new employment opportunities and expand the automotive related investment in Crewe and the wider area"*. This is a key policy which supports the expansion of Bentley operations northwards into the Leighton West development area.

Cheshire East Local Plan Strategy Proposed Changes (March 2016):
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Crewe and Nantwich Replacement Local Plan (2011) Proposals Map Extract:
(Digitally produced by ESR Cartography Ltd, Maidenhead, SL6 8BR)

DESIGN STANDARDS AND AMENITY VALUE

Whilst the NPPF supports a presumption in favour of sustainable development, it is important to ensure that new development does not have an adverse impact on the surrounding environment.

CNBLP Policy BE.2 (Design Standards) and emerging CELPS Policy SE1 (Design Development) require new development to be of a high standard of design and to enhance the built environment, whilst respecting the pattern, character, and form of the surroundings. The NPPF reiterates this, encouraging developments which establish a strong sense of place and reflect the identity of local surroundings whilst not preventing innovative design. Development proposals will be required to demonstrate the highest levels of commitment to quality of materials, finishes and detailing, and provide good quality hard and soft landscaping as an integral part of any proposals.

Proposals for larger and more complex designs are encouraged to undertake a Design Review for example through Places Matter and to adapt proposals accordingly in line with emerging CELPS Policy SE1

In addition, CNBLP policy BE1 (Amenity) requires that development proposals are compatible with surrounding land uses, and do not prejudice the amenity of future occupiers or the occupiers of adjacent property by reason of overshadowing, overlooking, visual intrusion, noise and disturbance, odour or in any other way.

With particular regard to employment developments, policy SD2 (Sustainable Development Principles) of the emerging CELPS expects proposals to create an attractive and successful place to work, with minimum impact on the surrounding area.

ACCESS, TRANSPORT AND PARKING

CNBLP policies BE1 (Amenity) and BE3 (Access and Parking), and emerging CELPS policies SD1 (Sustainable Development in Cheshire East) require that proposals must demonstrate that they deliver safe vehicular access and egress arrangements, and do not prejudice the safe movement of traffic on surrounding roads or have an adverse impact on neighbouring uses. In order to achieve this, the surrounding highway network needs to be able to accommodate any traffic growth associated with Bentley expansion up to 2030.

The site is currently in close proximity to a number of existing bus routes including Routes 1A and B from Crewe Bus Station to Nantwich; Route 42 from Congleton to Crewe; and Route 78 from Nantwich to Rode Heath.

CNBLP policies Tran 2, 3, and 5, and emerging CELPS policies SD1 and CO1 encourage development proposals to include the provision of sustainable transport options including extended and improved public transport provision, pedestrian routes, and facilities to encourage cycling through cycle routes and cycle parking. In addition, emerging CELPS policy promotes the maximising of opportunities for access and deliveries to employment developments via a range of sustainable transport options, including rail.

CELPS policy CO4 (Travel Plans and Transport Assessments) requires that all major development proposals that are likely to generate significant additional journeys are accompanied by a Transport Assessment and, where appropriate, a Travel Plan.

As appropriate, the Council will negotiate with developers in order to secure commuted payments towards providing or improving public transport, pedestrian, or cycle access to a major new development.

Under CNBLP policy Tran 4, proposals will also need to demonstrate that the needs of people with disabilities have been considered, particularly with regards to site layouts, the relationship between buildings and their car parking areas, and pedestrian priority schemes.

In line with CNBLP policy Tran.9, any proposals generating increased demand for car parking will be required to provide car parking spaces for the minimum operational needs of the development. Any proposals affecting existing car parks should be supported by a Parking Strategy which clearly sets out how future parking needs will be met for the site as a whole, taking account of the anticipated growth in activity on site.



Surrounding Roads



NATURAL ENVIRONMENT

Policy SE8 (Renewable and Low Carbon Energy) and SE9 (Energy Efficient Development) in the emerging CELPS, in addition to CNBLP policy BE2 (Design Standards) encourage the development of renewable and low carbon energy schemes and those developments which follow the principles of the Energy Hierarchy and seek to achieve a high rating under schemes such as BREEAM (for non-residential developments) and CEEQUAL (for public-realm development). Opportunities to improve energy efficiency by means of building type, orientation, and layout should, therefore, be considered in any proposals.

With regard to environmental impact, CNBLP policy NE17 (Pollution Control) specifies that all development proposals should ensure that, where appropriate, measures are taken to prevent, reduce, or minimise pollution both with regard to water, air or noise impacts. Where appropriate, planning conditions and/or obligations may be used to prevent or minimise any adverse impact of new developments on the surrounding area.

The location of the site near to the historic Leighton West landfill means that strict controls will be exercised and permission will not be granted for any development where there is considered to be a substantial risk to the development from contamination and other impacts as set out in CNBLP policy NE21 (New Development and Landfill Sites) and emerging CELPS policy SE12 (Pollution, Land Contamination and Land Instability). Proposals on or near where there is contamination, or good reason to believe that contamination is present, should include a site assessment, and development will not be permitted unless practicable and effective measures are taken to treat, contain, or control contamination. Further information on mitigation measures can be found at CNBLP policy BE6 (Development on Potentially Contaminated Land).

Given the site's close proximity to Leighton Brook, which includes some areas of flood risk, consideration of mechanisms to assist the permeability of the land for storm drainage and the use of sustainable drainage systems (SUDS) should also be included within any proposals. This is supported by CELPS policy SE13 (Flood Risk and Water Management). CNBLP policy BE4 (Drainage, Utilities and Resources) also requires that adequate and appropriate drainage of foul and surface water be considered in any new development.

High voltage power lines cross the site from the south west to the north which require an easement of 30m to the nearest building. Engagement with the relevant utility companies should be held as any proposals are developed.

Leighton Brook

LEISURE PROVISION

There are sports facilities provided for use by Bentley employees at the Legends Health and Sport Centre. The CNBLP seeks to ensure the retention and continued use of such sports facilities (Policy RT1 and RT17). The emerging CELPS contains similar policies (SC1 and SC2), although these are more aligned to the requirements of the NPPF (paragraph 74), which requires sports facilities to be protected from development unless they have clearly been shown to be surplus to requirements, or would be replaced by equivalent or better provision, or the development is for alternative sports and recreational provision, the need for which clearly outweighs the loss.

Any future planning applications involving either loss or replacement of sports facilities should be informed by a robust sports needs assessments aligned to the requirements of the NPPF (paragraph 73). The Local Planning Authority would be statutorily required to consult with Sport England regarding any proposals which might affect the playing fields or areas used as playing fields in the last 5 years, including the football pitches and the associated field space around them. Government advice is that Sport England should also be consulted on a non-statutory basis regarding proposals affecting any other sports facility which would include proposals affecting any indoor provision and the tennis courts. Any future planning applications for development which affect existing sports facilities would be discussed with Sport England and the Local Authority at the earliest opportunity.



Legends

S106 REQUIREMENTS AND CIL

Proposals for any new development will be expected to make appropriate contributions, via Section 106 Agreement or via Community Infrastructure Levy (CIL) contributions to offset impacts of the proposed development on physical, social, community, and environmental infrastructure. In accordance with CIL Regulations, contributions will only be sought where they are necessary to make any development acceptable in planning terms, and will be directly related to the development, and fairly and reasonably related in both scale and kind.

Any planning application should be supported by suggested Heads of Terms for a S106 Agreement. Further guidance on the contributions likely to be sought can be found in the Supplementary Planning Guidance on S106 Agreements.

This Development Framework and Masterplan has been prepared to support Bentley’s vision for the Crewe site. It has been developed with full regard to the existing physical limitations of the site, national and local planning policy and the context of the surrounding area. The following section provide a summary of the key design and development principles that will inform future development of the Crewe site.

In accordance with the planning policy context set out in Section 5, the following key design and development principles provide the framework within which will be used to inform and shape the future development of the Bentley site:

Key Principle 1: Highways

The surrounding highway network needs to be able to accommodate traffic growth anticipated with any expansion proposals up to 2030 and access to the Bentley site needs to be afforded on all four sides. Future elements of the development which may generate significant amounts of movement will be supported by a Transport Statement or Transport Assessment in accordance with Paragraph 32 of the National Planning Policy Framework.

New developments will need to demonstrate that opportunities for sustainable transport have been considered, and that safe and suitable access to the Crewe site can be achieved. Any Transport Assessment will also require consideration of transport improvements, where possible, to limit any significant impacts of development.

Specific highway capacity assessment modelling work has been completed to provide a forecast of the highway and traffic conditions following the delivery of any development, including the identification of appropriate transport mitigation to ensure that the proposed development is acceptable. This will be particularly relevant in the context of the planning application which requires the closure of Pym’s Lane and Sunnybank Road to fully understand the impact of displacing any traffic on to alternative routes.

Key Principle 2: Accessibility

Any increase in activity on the site should be used to maximise opportunities for access and deliveries by a range of forms of sustainable transport. It is expected that proposals will include appropriate improvements to public transport, pedestrian, and cycle access, and that these will be clearly set out in an accompanying Travel Plan. Additionally, any future development proposals will have the potential to link into and support any future rapid transit initiatives in the west of Crewe.

Any development should seek to maximise connections for cyclists to the Connect2Crewe to Nantwich Greenway.

An aspiration for Bentley and the Crewe site is to support the future options for a rail head and freight connection that would link the site to the West Coast Main Line and, ports. Any development proposals will need to be cognisant of these aspirations.

Key Principle 3: Design Standards

Any proposals should deliver development of a quality and character appropriate to its position and the immediate and wider landscape setting. Proposals should demonstrate the highest levels of commitment to quality of materials, finishes, and detailing, and provide good quality hard and soft landscaping as an integral part of any proposals.

Key Principle 4 – Environmental Sustainability

Renewable and low carbon energy schemes, and opportunities to improve energy efficiency should be inherent in any proposals. In addition, measures to prevent, reduce, or minimise pollution both with regard to water, air, or noise, should be a high priority, particularly in areas of the site in close proximity to residential properties and other sensitive receptors.

Key Principle 5 - Car Parking

Any new development will be required to provide car parking spaces to meet the minimum operational requirements of Bentley. A Parking Strategy will accompany any proposals which affect existing car parking provision, and will clearly articulate how future parking needs will be met.

Key Principle 6 – Landscape and Visual Impact

The existing site is well established as a manufacturing facility in the emerging CELPS and does not have any significant landscape features. Development should consider the impact of an expansion of the site northwards into land to the south of Leighton West. As development is brought forward in this area, it should be sensitively designed to ensure that the impact on landscape features, such as Leighton Brook, is minimised.

Key Principle 7 - Ecology

There are no areas designated on account of their ecological value on or within the vicinity of the site. As such, it is not considered that the Masterplan will generate any major ecological impacts. However, as elements of the site come forward for development, such as land surrounding Leighton Brook, advice from a qualified ecologist and requisite Ecological Assessments will be required to understand any potential ecological impact and mitigation requirements.

Key Principle 8: Sports Facilities

Both Bentley and the Masterplan are fully cognisant of the requirements of Sport England as a statutory consultee. Any development or future planning applications resulting in the loss of existing sports facilities would be discussed in full consultation with Sport England.

Key Principle 9 - Ground Conditions

The underlying bedrock across the site comprises Sidmouth Mudstone, and the superficial deposits comprises Devensian Till with a strand of Alluvium Clay associated with Leighton Brook. There are two historic landfills located within and directly adjacent to the site boundary. It is not considered that the ground conditions on site will have any significant impact on the proposed growth aspirations for the site. However, as elements of the Masterplan are progressed, ground investigations would be required to fully understand any potential constraints in relation to contamination and ground conditions.

Key Principle 10 - Amenity

Any new development will need to be sensitively designed and delivered to ensure that impacts in relation to amenity are fully considered. Development proposals should consider the impact on existing and future surrounding land uses of amenity impacts such as overshadowing, overlooking, visual intrusion, noise and disturbance, odour.

A comprehensive and coherent Development Framework and Masterplan for the future development of Bentley’s Crewe site presents a significant opportunity to support the development and expansion of one of the UK’s premier car manufacturers. This Development Framework provides the first step in delivering the platform on which to realise Bentley’s vision to create new jobs and attract new investment to Crewe, by delivering an integrated and secure headquarters. This section sets out the core components of the Masterplan and rationale that underpins the need for change at Crewe.

DRIVERS FOR CHANGE

The current Crewe site was established in 1938 and has subsequently been developed via a series of physical expansions driven by a growth in operations and demand. Significant growth in the past 15-20 years (with the number of employees at Crewe rising from 1,500 to 4,000 since 1998) and current investment through the development of the Bentley Bentayga SUV has led to a critical need to undertake a holistic review of the site.

It is clear that, in order to support the long term and sustainable growth of Bentley in Crewe, the current site requires rationalisation and forward planning to accommodate future operations. The core elements that are crucial to sustaining the future development of the site are:

1. Identifying and delivering new land for future technical and manufacturing operational expansion;
2. Increasing permeability, connectivity and security across the entire site; and
3. Site rationalisation and a reorganisation of existing uses.

DEVELOPMENT OPPORTUNITIES

1. Operational Expansion

Bentley’s significant investment in Crewe requires new land, floorspace and ancillary uses to be identified to support Bentley’s future aspirations. In summary, a review of Bentley’s requirements identifies a critical need for the following uses:

- Technical, design and engineering floorspace to ensure Bentley remains at the cutting edge of innovation and advanced manufacturing;
- Manufacturing expansion floorspace/land to support increased capacity and productivity;
- Office floorspace to support Bentley’s HQ operations; and
- Car parking to support potential employee growth.

2. The Need for an Integrated Site

It is imperative that as the site expands, a disconnect is addressed between the core manufacturing activities (south of Pyms Lane) and the future Engineering Technical Centre, Design Centre and Business uses (north of Pyms Lane). Pyms Lane creates a significant barrier across the site that has the potential to disrupt the flow of people, goods, materials and services.

In order to address this disconnect, to improve security and productivity on the site and to facilitate the development of a truly integrated campus; the following requirements have been identified as critical to meeting these objectives:

- Internalising the site via the closure of Pyms Lane and Sunnybank Road to increase site security, improve the flow of products and to create a true campus environment as operations on the site grow. The closure of Pyms Lane would extend from Middlewich Road to the last of twelve properties that front Pyms Lane, to ensure that access to these properties from Minshull New Road is retained.
- Improve connectivity and permeability across the wider site to ensure that uses are integrated and accessible.

3. Site Rationalisation

As part of Bentley’s aspiration to create a campus environment, it is important to consider uses on site which do not support this expansion or vision. As such, a review of the site area has considered the rationale for acquiring and relocating the following uses:

- The Council owned Waste and Recycling Centre – the ambition of Bentley Motors is to include this area as part of campus environment. This will better enable expansion of manufacturing operations northwards, and create an environment that fully supports a new Bentley Museum at the gateway to the site adjacent to Middlewich Road. It is currently owned and operated by Cheshire East Council, so realising this ambition would require suitable alternative provision to be put in place
- CHK Holdings PLC (to the north of Pyms Lane) - to support the closure of Pyms Lane and to identify potential land for future expansion. The relocation and/or acquisition of CHK would allow Bentley to fully integrate its internal site and create a secure campus environment, whilst allowing Bentley to fully realise the vision to create a hub of design and engineering innovation to the north of Pyms Lane.



Aerial Plan (Source: Google Maps)

DESCRIPTION OF THE EXISTING HIGHWAYS NETWORK

Primary Route Network:

Bentley is located in north west Crewe and the company's current facilities lie to the north and south of Pym's Lane and to the east and west of Sunnybank Road. Pym's Lane forms a continuation of Badger Avenue which represents one of four routes that provide western connections into and out of Crewe. The other three existing routes are provided by

- i) Flowers Lane to the north of Leighton Hospital;
- ii) West Street / Coppenhall Lane immediately south of Pym's Lane (and additionally Valley Road); and
- iii) Nantwich Road to the south offering connections to / from Nantwich.

The A530 (Middlewich Road) is the principal route to the west of Crewe and offers connections to Middlewich to the north and Nantwich to the south. It also provides access to Leighton Hospital.

Sunnybank Road runs from Coppenhall Lane, at its southern end, over the railway and through to the Bentley factory, terminating at Pym's Lane.

Another significant east-west route is Victoria Avenue (leading into Wistaston Road) which runs due east from its signalised junction with Coppenhall Lane straight to the southern margin of the Town Centre at its junction with the far end of Dunwoody Way.

The alternative north-south route to the A530 (Middlewich Road) is Minshull New Road. It joins Barrows Green Roundabout to the north with West Street to the south. It forms a roundabout at its junction with Pym's Lane/ Badger Avenue.

The network described above is shown in the Plan to the left.

STRATEGIC HIGHWAYS NETWORK IMPROVEMENTS

The creation of an enlarged, secure campus for Bentley has the closure of Pyms Lane (e.g. the parts which do not provide access to residential properties or other non-Bentley interests) and the northern section of Sunnybank Road at its heart. Therefore, this Masterplan describes how any issues resulting from the two road closures will be positively addressed.

Significant improvements are already planned by the Council in order to improve the current local highways network in the surrounding area. These will reduce congestion currently experienced on the existing network, and also support the delivery of the development identified within the Cheshire East Local Plan Strategy. The proposed Bentley campus north of Pyms Lane lies within the Local Plan Strategic Site CS3 of Leighton West.

A major highway scheme is planned to facilitate the delivery of the development of site CS3 identified within the Local Plan - the Leighton West Spine Road. It will start at the main entrance to Leighton Hospital and connect with Minshull New Road at Rolls Avenue. The Leighton West Spine Road therefore provides an opportunity to deliver enhanced access to the Bentley campus in the future.

Implications of the Road Closures

It should be noted that there are three destinations for traffic situated on Pyms Lane. They are:

- Bentley Motors;
- The Council Depot, which has been sold to Bentley and will become part of the Bentley expansion and internal campus; and
- The Household Waste Site.

Given that Bentley currently employs more than 4,000 workers in Crewe, a significant level of traffic on Pyms Lane is directly associated with Bentley. Notwithstanding this, logically some existing traffic along Pyms Lane will be ‘through’ traffic.

Detailed traffic surveys have been undertaken to gain a clear understanding of the function of Pyms Lane and Sunnybank Road and the implications of closing sections of these roads to deliver the objectives of the Masterplan.

As well as the surveys, the Council has undertaken detailed highway network modelling to assess the implications of the road closures, and to understand the rerouting of through, non-Bentley traffic which currently uses Pyms Lane. This work looks at the short term and also the longer term to 2032 (including the growth in traffic, both from the Bentley expansion and delivery of the Cheshire East Local Plan).

As a result of this detailed modelling work, it has been concluded that, in the short term through the delivery of junction and corridor improvements at identified pinch points, the existing highway network can accommodate the traffic diverted from Pyms Lane and Sunnybank Road.

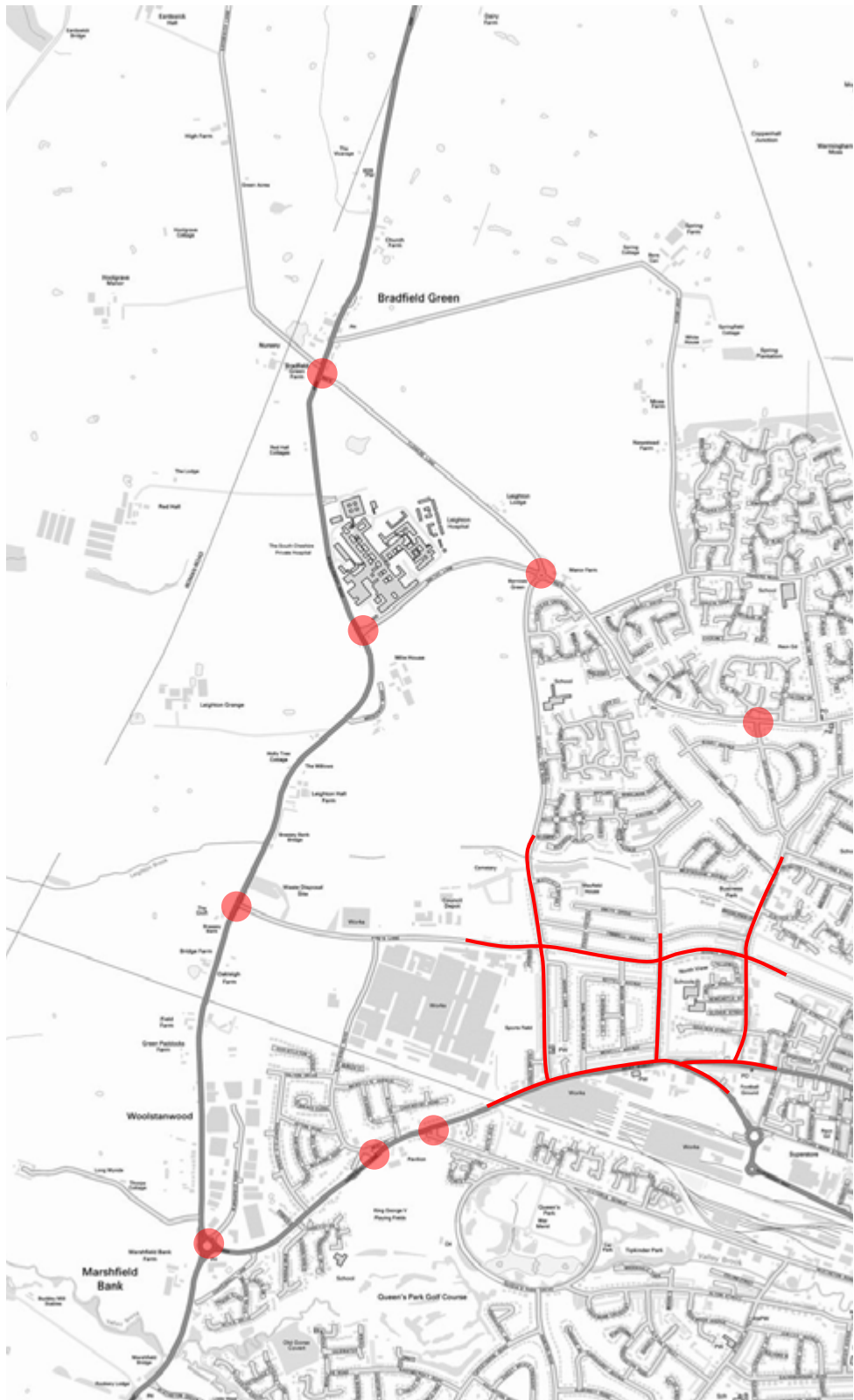
In the longer term, with the delivery of wider growth in the area, more significant mitigation would be required. The Council is looking at options for a new east-west link which ties in to the proposed Leighton West Spine Road. This is discussed in more detail below.

There are two existing bus routes which travel along Pyms Lane adjacent to Bentley. The number 78 route travels from Nantwich to Alsager (via Leighton Hospital and Sandbach) and the number 1 a and 1b route provides connections between Nantwich and Crewe (via Leighton Hospital). The bus routes would be easily locally diverted with no significant adverse effects in terms of serving the local community and journey times.

The current pedestrian activity along the sections of roads which will be closed and amalgamated into the Bentley site is mostly associated Bentley employees moving between different parts of the existing site. This is a function of the lack of journey destinations which are located to the west and north within walking distance. In any event, convenient alternative pedestrian routes exist. The Masterplan will also tie in to the Councils aspirations to provide new high quality cycle routes, which connect in to existing networks and new development.



Pyms Lane



Locations for Highway Capacity Assessment:
(www.ordnancesurvey.co.uk/opendata/licensing.html)

SHORT TERM HIGHWAYS MITIGATION MEASURES

The plan across identifies the locations within which highway capacity assessments are required. This work would inform where improvements will be necessary to offset the impact of any traffic increases associated with the road closures in the short term.

The types of measures required have been identified for each particular location and will be devised in detail following full investigation. Types of possible improvements include:

- New traffic signing;
- Changing priorities;
- Remodelling junction geometry;
- Parking restrictions with provision of off-street parking; and
- Localised highway widening.

In terms of timescales, it is anticipated that the earliest that the highways works could begin is during the Summer of 2017. The programme will also take into consideration the proposed replacement of the STET Railway Bridge on the A530, to the south-west corner of the Bentley Campus by Network Rail, which is also programmed to take place in Summer 2017.

FUTURE EAST - WEST LINK ROAD DELIVERY TO SUPPORT LOCAL PLAN DEVELOPMENT

The predicted traffic figures for 2032 indicate the need to provide a high-quality east-west Link Road to the north of Bentley to accommodate the traffic that would be generated by the new development envisaged within the Council's Local Plan Strategy.

The only options for an east-west Link Road lie to the north of the proposed Bentley campus, within the Leighton West Strategic Site CS3. Three corridors for the routes have been identified but only the southernmost is considered appropriate because of the unsuitability of the other two corridors due to land and access constraints. Preliminary designs have been conducted on nine different routes within the southern corridor. The optimum route selected connects Middlewich Road in the west with the future Leighton West Spine Road in the east. To the west of the new Cemetery and Minshull New Road, the new Link Road could form the northern boundary of the Bentley campus.

The proposed Link Road will carry the bus routes displaced from Pym's Lane and will provide the opportunity to deliver a northern entrance to the Bentley Campus. Hence, alongside connectivity benefits, these further advantages would be secured:

- A sustainable travel option is continued to be offered for the Bentley workforce in terms of public transport with the Link Road being future-proofed for any mass-transit service beyond the Local Plan timescale;
- The opportunity for the proposed Leighton West Spine Road to provide access to the future Bentley campus is realised;
- A northern entrance to the Bentley site, along with entrances at Pym's Lane and at Sunnybank Road will support travel to work on foot and by cycling. There is already an effective Cycle Scheme operated by Bentley which will be supported by the masterplan; and
- A southern entrance to the Bentley Campus at Sunnybank Road.
- Similarly, the strong local culture in Crewe for cycling to work will be supported.

The new Boulderstones Railway Bridge on the A530 will be widened to accommodate the extension of the Connect 2 Cycleway from Nantwich to the Bentley Campus, and beyond to Leighton Hospital. The Masterplan makes provision for Connect 2 to be routed along the western and northern boundaries of the campus before heading north to the Hospital via the new east-west link road.

BENTLEY MOTORS DRAFT DEVELOPMENT FRAMEWORK AND MASTERPLAN

8. THE MASTERPLAN

Bentley is committed to remaining a quintessentially British brand that is recognised globally for quality, innovation and luxury. To support this, Bentley must develop its Crewe Headquarters into a site that can support the company’s ambitious growth aspirations and deliver Bentley’s flagship new product lines.

To deliver Bentley’s aspirations, a Crewe Headquarters of the future must seamlessly integrate Bentley’s traditional manufacturing operations with its innovative design, engineering, research and development and business sectors. To achieve this integration, the Crewe site must be fully integrated and connected as part of a single working site; in order to deliver a cutting edge, secure, efficient and productive advanced manufacturing facility.

THE MASTERPLAN VISION

Bentley’s vision is to create a modern and efficient campus incorporating manufacturing, design, engineering and administrative functions into a single estate which is easily identifiable as Bentley and will represent their brand and their aspirations. This will create hubs of activity and knowledge sharing within the site helping to develop a dynamic and innovative community within the Bentley business.

The plan is a long term approach, partly due to the existing manufacturing facilities being spread around the existing site and the logic in retaining business continuity whilst developing the efficiency required in such a manufacturing plant.

The vision has begun to be realised through the development of a new car showroom (CW1), the construction of the new Business Building and the planning application for a new Engineering Technical Centre, Design Centre and Engineering Workshop which showcase the new outward looking, progressive face of Bentley.

The manufacturing site internally is also starting to go through significant change, leading to a more efficient, structured manufacturing process. New Painted Body Store and Paint Shop amendments are part of a detailed and complex series of changes that will carry through a number of years and integrate with the whole Bentley site.

In order for Bentley’s aspirations to be fully realised however, there is a wider plan of expansion and integration. In order to create an integrated single site, the closure of both Sunnybank Road and Pyms Lane is essential as these roads currently split the Bentley site in to three distinct and disconnected plots. Should these closures be achieved a true campus environment will be created to enable Bentley to showcase itself as the world class hub of design, engineering and manufacturing that the brand represents. This will ensure that Bentley can attract and retain the best talent from around the world and locally.



Bentley, Engineering Technical Centre CGI



Topping out Ceremony - New Business Building 25 Pyms Lane



Porsche Sculpture, Zuffenhausen Roundabout



CW1 House

DESIGN CONSIDERATIONS AND OPPORTUNITIES

Bentley's aspirations are to portray a more contemporary façade in terms of its business to help generate a younger customer profile to go with the typically more mature existing base. This goes hand in hand with creating a facility which will draw in the best design and engineering talent in the industry to complement the existing local specialisms.

The existing site consists of a mix of bland industrial and brick buildings together with a locally listed Art Deco Style building which houses the main visitor's reception. The building has been modified over the years to provide a more appealing aesthetic with a rendered central portion and a large glazed canopy. None of the buildings are of significant interest architecturally.

New buildings therefore will create the scale and character of the Bentley site rather than echo the loose historic context of the site.

The first part of this evolution of the site was the CW1 House (Bentley Showroom) located at the west end of Pyms Lane. This building is a glass box in a contemporary style with very simple clean lines and an engineered aesthetic. Bentley see this as the first in their new vision for the site. Following this the newer buildings forming the Engineering Technical and Design Centre currently submitted for planning follow a similar style with large areas of glass clean lines and with additional large scale regular white cladding details. The Business Building also follows a similar style with the white and grey colouring of the Engineering Technical Centre and a simple shape.

Whilst future buildings are likely to follow this style it is noted that a building style is not necessary or even ideal for creating a single site. In fact variety creates interest and diversity and therefore a balance of homogeneity and variation should be considered for expansion particularly for non-manufacturing buildings.

The arrival experience is extremely important to Bentley and is likely to be created at the west end of Pyms Lane. This could be in the form of a sculpture, bridge and or a new island on the junction of the Pyms Lane and A530. This will provide a clear gateway in to the site and an opportunity to deliver an iconic piece of art or structure that will convey civic pride and confidence.

Currently soft landscaping within the site is sporadic in nature, and mostly located adjacent to Pyms Lane. Portions can be utilised by staff as amenity space. However, with the requirements of security around the site, particularly with the existing boundary fences, this is limited in nature and usability. The newly proposed buildings to the north are more open to Pyms Lane, without a full line of fencing to the frontage. However, this has resulted in landscaping design being more defensive, used as a barrier rather than for the use of staff or for pure aesthetics. Once Pyms Lane is included within the site, the landscaping opportunities will be far greater. An integrated, fully considered design can be developed which will soften the approaches to the buildings and help tie the current and future developments together.

The major opportunity here is to help develop the image of Crewe and the wider area into a modern conurbation which encourages new business and industry and is able to outwardly reflect that in architectural design. There is no doubt that the proposed buildings will change the character of this area but this should be seen as a wider benefit in every aspect bringing a vitality and modernity to this part of the town.

New designs within the Masterplan area need to respect the open views and topography of the locality but consideration must also be made of the industrial nature of many of these views including the Bentley manufacturing site itself and the proliferation of large electricity pylons and cables running through the site which add considerably to the industrial aesthetic.

New and existing residential areas are located to the north and east of the site therefore the scale of proposed developments within the Masterplan need to respond to these accordingly in scale and nature. The layout of the expansion and choice of buildings will also reflect the use hours of work emissions and noise. Industrial functions will be located further from the residential areas.

THE MASTERPLAN RESPONSE

The closure of Pyms Lane and Sunnybank Road are critical to the realisation of the Masterplan. The fracturing of the Bentley facility by these roads is currently a major disadvantage to the business in terms of logistics, the presentation of the site and the efficient collaboration and exchange of ideas across the wide spectrum of skills on site.

The closure of these roads will enable the wider Masterplan aspirations to really have an impact on the way that Bentley works on a day to day basis as well as its outward appearance to the world. A high level of architectural design and planning will be needed to integrate the disparate uses of buildings and spaces in to a cohesive development. From the juxtaposition of the existing buildings, together with the newer proposals, it suggests that the central hubs and focus of the masterplan should be located along the line of this road which splits manufacturing and design within the site.

The recent planning application reacts to this with the larger Engineering Technical Centre forming the building in the centre of the site. This building is seen as important visually to Bentley as it will form the centrepiece of the site. Lower buildings lie either side to reflect not only the residential buildings to the east, but also the significance of the Engineering Technical Centre Building. New buildings within the wider development are likely to be lower rise, retaining the height in this central part.

The reason for the closure of Pyms Lane is clear to see in this vision, but equally, the closure of Sunnybank Road is integral. In the first instance, the closure of Pyms Lane leaves the Sunnybank road as redundant as it will have no destination, but the expansion of the manufacturing facilities require the processes to carry over what is essentially a barrier and bottleneck in the flow of car assembly.

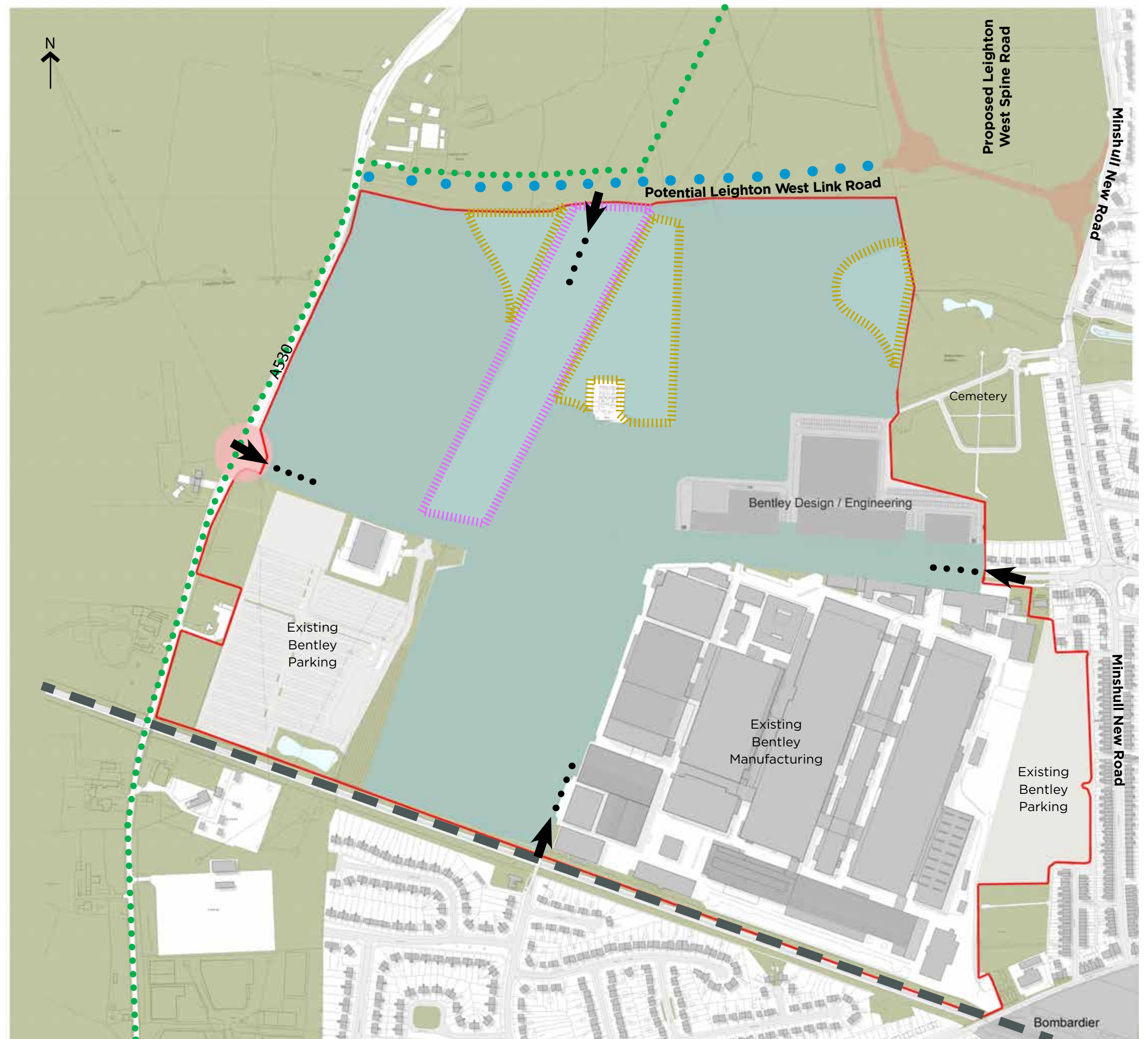
The site to the north of the proposed Engineering Technical Centre development is planned for additional Bentley fleet carparking. Currently, cars are stored around the site anywhere that can be found as suitable due to space limitations. During the remodelling of the manufacturing facilities, these spaces will become fewer and with the increase in production and, therefore additional space is required to store cars on site safely and securely.

To the north and east of the site (north of Pyms Lane), where the CHK Holdings and Waste Facility are currently located, an opportunity exists to further develop Bentley’s engineering, design and manufacturing operations into the future. The development of these sites will contributed to a more integrated, secure and comprehensive campus environment.

Further north, there is potential for future long term expansion of the Bentley Campus up to a new link road. The proposed link road would connect Middlewich Road with a new Leighton West spine road that connects Minshull New Road with Leighton Hospital and the A520 to the north.

Overall, the Masterplan and vision provides a long-term framework for the future development of Bentley’s Crewe site. Whilst indicative in nature, the Masterplan sets out how the integration of the wider site could deliver a true Campus style environment that will support and secure the long term growth of Bentley in Crewe.

- Proposed Bentley Expansion Site
- Restricted by Steep Contours
- Restricted by Electricity Pylons and Contours
- Gateway To Bentley Site Potential Artwork
- Site Entrance
- Potential Connect 2 Crewe Cycleway Extension
- Rail Line
- Development Boundary
- East / West road



(Original Source: Pro Map)

9. CONCLUSIONS

This Development Framework and Masterplan provides the platform to deliver a modern advanced manufacturing operation which supports Bentley as the world's leading manufacturer of luxury cars and a core component at the heart of the Crewe's economy. The vision for the site will seamlessly integrate Bentley's traditional manufacturing operations with its innovative design, engineering, research and development and business sectors.

To support the vision and long term and sustainable growth of Bentley in Crewe, the current Crewe site requires reorganisation and review to make it fit for the purposes of a modern integrated design and manufacturing operation. In summary, this Development Framework and Masterplan will support the delivery of:

- 1. New land for future technical and manufacturing operational expansion;**
- 2. The closure of Pym's Lane and Sunnybank Road to support the integration of design, engineering and technical disciplines with the existing manufacturing operations and the wider site to create a campus environment; and**
- 3. A rationalised site, via the relocation and a reorganisation of existing uses to enable the potential of the current site to be realised.**

Realising the vision for the site is imperative in consolidating the future of Bentley in Crewe. It is critical to supporting more than 4,000 workers and more than 80 supply chain businesses that depend on the continued operation and growth of Bentley Motors in Crewe and across the region.

It is anticipated that the development of a secure, efficient, integrated and productive Bentley site will continue to deliver exceptional benefits to Crewe and the region by generating employment growth, attracting inward investment and supporting the growing base of knowledge driven industries in Cheshire East. Endorsing and ultimately delivering this Development Framework and Masterplan will ultimately support:

- The growth aspirations of Crewe as a key driver in the South of Cheshire East, driven by the advanced manufacturing sector and the proposed arrival of a new HS2 hub in Crewe.**
- A more efficient, secure and productive Bentley operation that can realise the company's aspirations for growth.**
- Investment in knowledge based industries and advanced manufacturing.**
- Potential new jobs for Crewe and the region.**
- Major inward investment into Crewe and the wider region.**
- Flow on investment and job creation in the supply chain.**
- An aspiration to create a new Bentley Museum that will increase tourism to Crewe and the region.**



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THE MASTERPLAN PROCESS

Working in conjunction with Bentley, the Council has produced this draft Development Framework and Masterplan for public consultation. This public consultation will run for six weeks and will be undertaken in line with the Council's Statement of Community Involvement. The purpose of this consultation is to seek the views of the local community and other key stakeholders on the guidance contained in this document, and the masterplan proposals. Anyone wishing to make representations should do so via the Council's website.

Once all comments have been received, these will be considered by the Council and any necessary revisions will be made to the Development Framework and Masterplan. Once amended, the revised document will be put before the Council's Cabinet for final approval and endorsement. Following this, the document will be used as a consideration in the determination of any future planning applications made in respect of the site.

SUBMISSION OF FUTURE PLANNING APPLICATIONS

The Council operates a pre-application advisory service which all applicants are encouraged to utilise, particularly for major developments. This will confirm the precise information requirements in terms of supporting information, studies and technical assessments, as well as the scope of any Environmental Impact Assessment (EIA). Further guidance on likely application requirements can also be found at Appendix A.

The Council will expect applicants to demonstrate effective engagement with the local community, parish and town councils, and other key stakeholders including statutory and non-statutory bodies as appropriate. The steps taken and their influence on the submitted scheme should be submitted with any planning application as part of the Statement of Community Involvement.

Timeline
1 The Development Framework and Masterplan is put out to Public Consultation for 6 weeks. ↓
2 All comments received from the public are considered by the Council. ↓
3 The Development Framework and Masterplan is reviewed and revised where necessary based on the comments received. ↓
4 A Final Development Framework and Masterplan put before the Council's Cabinet for final approval. ↓
5 If the Development Framework and Masterplan is endorsed, it will become a material consideration in determining future planning applications.





APPENDIX A

PLANNING DOCUMENTATION

THE FOLLOWING DOCUMENTS ARE LIKELY TO BE REQUIRED TO ACCOMPANY FUTURE PLANNING APPLICATIONS.

- PART 1 APPLICATION FORMS
- CERTIFICATE OF OWNERSHIP
- LOCATION PLAN, SCALE 1:2500, SITE EDGED RED, OTHER LAND IN SAME OWNERSHIP EDGED BLUE
- EXISTING AND PROPOSED SITE PLANS
- EXISTING AND PROPOSED FLOOR PLANS AND ELEVATIONS
- STREET SCENE PERSPECTIVES
- ENVIRONMENTAL STATEMENT*
- TREE SURVEY AND TREE REPORT
- LANDSCAPE AND VISUAL IMPACT ASSESSMENT
- LANDSCAPE MASTERPLAN
- LANDSCAPE DESIGN REPORT (TO INCLUDE A LANDSCAPE STRATEGY AND LANDSCAPE DESIGN PRINCIPLES FOR EACH DEVELOPMENT AREA AND OTHER SITE COMPARTMENTS - PARKLAND, WOODLANDS, ETC)
- ECOLOGICAL REPORT(S)
- PLANNING STATEMENT
- DESIGN AND ACCESS STATEMENT
- HERITAGE STATEMENT
- SUSTAINABILITY STATEMENT
- FRAMEWORK TRAVEL PLAN
- TRANSPORT ASSESSMENT
- DRAINAGE AND FLOOD RISK REPORTS
- CONTAMINATED LAND REPORTS
- EMPLOYMENT LAND REPORT
- SPORTS NEEDS ASSESSMENT
- STATEMENT OF COMMUNITY INVOLVEMENT
- VIABILITY APPRAISAL
- DRAFT LEGAL AGREEMENT

The Council's validation checklist can be found on the Council's website at the following link:-

http://www.cheshireeast.gov.uk/environment_and_planning/planning/planning_application_advice/making_a_planning_application/what_do_i_need_to_submit.aspx

***ENVIRONMENTAL STATEMENT**

The ES is a legal requirement for large development proposals. It is a means of drawing together, in a systematic way, an assessment of a project's likely significant environmental effects. This helps to ensure that the importance of the predicted effects, and the scope for reducing them, are properly understood by the public and the Council. Environmental Statements tend to be highly technical and lengthy documents. To make these more accessible to the non-professional reader there is a requirement for a Non-Technical Summary to also be submitted. The Environmental Statement should describe the likely environmental effects of the redevelopment both during demolition and construction works and also when the development is complete. It should look at issues such as Transportation and Access, Noise and Vibration, Air Quality, Ground Conditions and Contamination, Surface Water Resources and Flood Risk, Visual Impact, Archaeology and Cultural Heritage, Ecology, and Cumulative Impacts. Measures which have been taken to avoid or reduce negative effects to the environment (i.e. mitigation measures) are identified where necessary.

