

# Cheshire East Council

## Cabinet

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<b>Date of Meeting:</b>	7 <sup>th</sup> November 2017
<b>Report of:</b>	Frank Jordan, Executive Director of Place
<b>Subject/Title:</b>	Crewe HS2 Masterplan
<b>Portfolio Holder:</b>	Cllr Rachel Bailey, Leader of Cheshire East Council

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### 1. Report Summary

- 1.1. The arrival of HS2 to Crewe provides a once in a lifetime opportunity to deliver nationally significant economic growth and regeneration. An enhanced Crewe hub station could be the catalyst to deliver transformational regeneration and growth to Crewe and support the long term success of the town and its residents. However, these benefits can only be delivered with the right growth and regeneration framework in place in advance of the arrival of HS2. Without a Masterplan Vision and framework in place for Crewe, the town would not be able to realise the true benefits that HS2 affords for the town, Cheshire East Council and the Constellation Partnership.
- 1.2. The purpose of this report is to seek Cabinet authorisation to launch a consultation on the draft HS2 Masterplan Vision for Crewe. The draft Masterplan vision provides a strategic framework for the town showing how development and infrastructure interventions can be delivered over time to capture the local growth and transformative benefits of HS2 and the Crewe hub station. The draft Masterplan Vision shows how HS2 could be a catalyst for growth and regeneration for Crewe. Crewe will benefit significantly from transformational change but this will also support residents in surrounding towns and rural areas who will benefit from the enhanced retail, leisure, employment and education offer of Crewe that the Masterplan Vision will support.
- 1.3. The draft Masterplan Vision is predicated on Government delivering a rail infrastructure solution that is capable of serving at least 5-7 stopping high speed trains per hour with direct high speed rail services to Manchester and Birmingham as well as London. The Crewe hub station design is also vital for the Crewe HS2 Masterplan Vision and needs to have a high quality design that can set the standard for development in Crewe in the future and promote quality of place in the towns and rural areas across south Cheshire. The outputs of the draft Masterplan Vision will also inform the

Constellation Partnership Growth Strategy and help to demonstrate the full potential the Crewe HS2 Hub Station could deliver to the whole of the sub-region and beyond. The Constellation Partnership comprises of the following partners:

- 1.3.1. Cheshire East Council
  - 1.3.2. Cheshire West and Chester Council
  - 1.3.3. Stoke-on-Trent City Council
  - 1.3.4. Newcastle-under-Lyme Borough Council
  - 1.3.5. Stafford Borough Council
  - 1.3.6. Staffordshire Moorlands District Council
  - 1.3.7. Staffordshire County Council
  - 1.3.8. Cheshire and Warrington LEP
  - 1.3.9. Stoke-on-Trent and Staffordshire LEP
- 1.4. This report also seeks the approval and authorisation of Cabinet to the proposed consultation and stakeholder engagement plans as set out in the report.

## **2. Recommendation**

- 2.1. It is recommended that Cabinet:
- 1) Authorise the Executive Director of Place to commence a full public consultation on the draft Masterplan Vision for Crewe.
  - 2) Authorise the Executive Director of Place to enter into engagement with key stakeholders groups regarding the draft Masterplan Vision.
  - 3) Approve the use of the draft Masterplan Vision to inform the Crewe Hub Station Campus Integrated Study including the hub station design
  - 4) Note the potential future consideration of any necessary changes to planning policy that may be required to support the implementation of the Masterplan Vision.
  - 5) Note that a final Masterplan for Crewe will be presented to Cabinet following any responses from the public consultation being received.

## **3. Other Options Considered**

- 3.1. The arrival of HS2 to Crewe brings a unique opportunity for growth and transformation across the town, south Cheshire and the wider sub-region. A transformational hub station at Crewe will directly serve the towns and rural areas across South Cheshire and be a key interchange station for the North West. Evidence from elsewhere shows the importance of planning for the arrival of high speed rail in order to capitalise fully on this opportunity.

The draft Masterplan Vision considers the full spectrum of urban design, planning, regeneration, infrastructure, transport, social infrastructure, public realm and services issues that are needed to deliver sustainable plan-led development.

- 3.2. The masterplan Vision area extends from Leighton West in the North and West, to Basford in the South. The Central area includes the hub station area and the town centre. The spatial proposals are based on a strategic framework and a set of regeneration objectives that are underpinned by a strong economic case that support housing and jobs growth.
- 3.3. Another purpose of the draft Masterplan Vision is to promote the potential of Crewe to the developer, investor and occupier markets. Without a comprehensive Masterplan Vision for the area surrounding the Crewe Hub Station it will be difficult to promote opportunities and importantly provide a supportive context to investment proposals

#### **4. Reasons for Recommendation**

- 4.1. The recommendations above have been made to enable Crewe, the towns and rural areas of South Cheshire and the wider sub-region to realise the maximum growth and regeneration benefits that the arrival of HS2 affords. This builds on the significant achievements to date of Crewe being recognised as a key hub on the HS2 network; the commitment to build a Crewe hub in 2027, rather than 2033; and, the creation of the Constellation Partnership to enable the benefits of HS2 to be spread across the wider sub region.
- 4.2. The Crewe HS2 Masterplan Vision supports three of the Councils corporate outcomes (2,4 and 5)
  - 4.2.1. Outcome 2: Cheshire East has a strong and resilient economy. The Crewe HS2 Masterplan will support almost 40,000 new jobs over the next 30 years in Crewe alone and will facilitate economic growth across the surrounding towns in Cheshire East.
  - 4.2.2. Outcome 4: Cheshire East is a green and sustainable place. The Masterplan directly relates to this outcome through:
    - Connections to the Cheshire Landscape that will open up Crewe's existing green infrastructure and bring this into the heart of the town centre and station
    - Integrating the green network will support sustainable transport modes across Crewe and create green open spaces across the town.
  - 4.2.3. Outcome 5: People live well for longer. The draft Masterplan will support enhanced quality of place and quality of life. By supporting

sustainable transport and enhancing the culture leisure and recreational offer in Crewe the Masterplan will encourage healthy lifestyle choices as well as providing a variety of local employment opportunities

## **5. Background/Chronology**

- 5.1. In January 2013 the then Secretary of State for Transport, the Rt Hon Patrick McLoughlin MP, announced the initial preferred line of route and station options and the first round of public consultation ran until the end of January 2014.
- 5.2. On 30 November 2015 the Secretary of State made the decision on the final preferred option for the Line of Route for Phase 2a, from Fradley to Crewe and to the delivery of a hub station in Crewe town. This announcement followed a long campaign led by the Council and the Cheshire and Warrington LEP to bring HS2 to Crewe in recognition of the wider socio-economic benefits it would deliver not only to Crewe but also to the sub-region.
- 5.3. In November 2016, an HS2 Command Paper stated that the preferred location of any hub station in Crewe would be at the existing railway station. Network Rail will now only consider this single location as it progresses through its investment study for the Crewe hub.
- 5.4. On the back of the Phase 2a Line of Route announcement in 2015, the Council, jointly with the Homes and Communities Agency and HS2 Growth Partnerships, appointed a consultancy team to develop a comprehensive masterplan for Crewe with work commencing in May 2016. The draft Masterplan Vision considers the full spectrum of urban design, planning, regeneration, infrastructure, transport, social infrastructure, public realm and services issues that are needed to deliver sustainable plan-led development.
- 5.5. The draft Masterplan Vision is a framework document which sets this long term vision for the urban landscape and built environment of Crewe on the back of the arrival of HS2. Delivery of the Masterplan Vision will start years ahead of the arrival of HS2. Although much of the growth in Crewe will not be seen until HS2 Phases 2a and 2b arrive in 2027 and 2033 respectively it is important that the process of regenerating the Town Centre and progressing development around the station campus area begins now and that momentum builds prior to HS2 arriving in order to safeguard the longevity of the Town Centre and to create the conditions to maximise the impact of HS2.
- 5.6. The Crewe Masterplan Vision sets this journey over the next 25 years from delivering early wins to enabling future development from HS2 and securing long-term prosperity for the town. It builds upon the Crewe Town Centre Regeneration Framework which was consulted on in the Summer of

2015 and the recent investments in the town centre to support future growth, including:

- A £15m investment in the Crewe Lifestyle Centre
- A £15m investment in the Crewe University Technical College
- Over £30m committed to other town centre regeneration projects including the Royal Arcade development and bus station

5.7. These form part of the Council's ambitious regeneration plans for the town centre and are supported by a series of short and medium term initiatives and plans which support the ambitions of the draft Masterplan Vision.

5.8. The draft Masterplan Vision also builds on the Council's recent investments in the local road network will support the growth ambitions of the draft Masterplan Vision and Constellation Growth Strategy. These include:

- Over £40m invested in the local highway network to improve connections to the A500 and M6 from the station and town centre
- A £7.4m investment in the Crewe Green Roundabout
- A £10.5m investment in the Sidney Road Bridge

5.9. The draft Masterplan Vision is important not only to Crewe but also to the neighbouring towns and rural areas including Sandbach, Nantwich and Middlewich. Crewe will be reinforced as the key transport, commercial, retail and leisure centre for south Cheshire and will promote growth and prosperity in these surrounding areas.

5.10. This report seeks Cabinet approval to enter into engagement with key stakeholders and to commence a public consultation on the draft Masterplan Vision. The consultation will allow local residents and businesses to provide feedback on the vision and key moves of the Masterplan.

5.11. The proposed strategic consultation on the draft Masterplan Vision provides the opportunities for residents, businesses and other stakeholders to provide feedback on the Council. Acting on this feedback may require changes to be made to the Masterplan Vision. The feedback will be reflected by the Council and a final Masterplan will be presented to Cabinet.

5.12. The draft Masterplan Vision plays an important role in the Constellation Partnership's HS2 Growth Strategy with Crewe being the key transport hub of the Constellation area. The Masterplan Vision will provide key infrastructure priorities of the Growth Strategy that are needed for the benefits of the Crewe hub to reach the wider Constellation area.

5.13. The draft Masterplan Vision will also be a vital document to inform the Crewe hub station design to be developed through the Crewe Hub Station

Campus Integrated Study to ensure that the preferred hub station design integrates with the wider proposals and vision for Crewe.

- 5.14. With a world class HS2 hub station, transformed town centre and an enhanced retail, culture leisure and employment offer, Crewe will attract residents from across the borough.

## **6. Wards Affected and Local Ward Members**

- 6.1. Cllr Irene Faseyi, Crewe Central
- 6.2. Cllr Suzanne Brookfield, Crewe East
- 6.3. Cllr Clair Chapman, Crewe East
- 6.4. Cllr Joy Bratherton, Crewe East
- 6.5. Cllr Mo Grant, Crewe North
- 6.6. Cllr Dorothy Flude, Crewe South
- 6.7. Cllr Steven Hogben, Crewe South
- 6.8. Cllr Jill Rhodes, Crewe West
- 6.9. Cllr Brian Roberts, Crewe West
- 6.10. Cllr Damian Bailey, Crewe St Barnabas
- 6.11. Cllr Derek Bebbington, Leighton
- 6.12. Cllr Steven Edgar, Shavington
- 6.13. Cllr John Hammond, Haslington
- 6.14. Cllr David Marren, Haslington
- 6.15. Cllr Martin Deakin, Alsager
- 6.16. Cllr Rod Fletcher, Alsager
- 6.17. Cllr Derek Hough, Alsager
- 6.18. Cllr Rachel Bailey, Audlem
- 6.19. Cllr Simon McGrory, Middlewich
- 6.20. Cllr Michael Parsons, Middlewich
- 6.21. Cllr Bernice Walmsley, Middlewich
- 6.22. Cllr Penny Butterill, Nantwich North and West
- 6.23. Cllr Arthur Moran, Nantwich North and West
- 6.24. Cllr Peter Groves, Nantwich South and Stapeley
- 6.25. Cllr Andrew Martin, Nantwich South and Stapeley
- 6.26. Cllr Gill Merry, Sandbach Elworth
- 6.27. Cllr Gail Wait, Sandbach Ettiley Heath and Wheelock
- 6.28. Cllr Sam Corcoran, Sandbach Heath and East
- 6.29. Cllr Barry Moran, Sandbach Town
- 6.30. Cllr Steven Edgar, Shavington
- 6.31. Cllr Sarah Pochin, Willaston and Rope
- 6.32. Cllr Margarat Simon, Wistaston
- 6.33. Cllr Jacqueline Weatherill, Wistaston
- 6.34. Cllr Janet Clowes Wybunbury
- 6.35. Cllr John Wray, Brereton Rural
- 6.36. Cllr Michael Jones, Bunbury

## **7. Implications of Recommendation**

### **7.1. Policy Implications**

- 7.1.1. A major national project such as HS2 has national policy objectives. Addressing the development impacts of a project of this scale will cover many of the Council's policy areas.
- 7.1.2. The development of plans to regenerate Crewe, supports a wide range of Council policy areas. The impacts of these plans support some of the most deprived wards within the Borough.
- 7.1.3. The draft masterplan Vision will help inform the mechanisms to deliver all or some of the objectives of the Masterplan. The Council are currently working with specialist legal advisors to support the policy implications of the Masterplan.
- 7.1.4. Following consultation, the Crewe Masterplan will be adopted by the Council in due course.

### **7.2. Legal Implications**

- 7.2.1. The implementation of the Masterplan Vision of this scale may have some legal implications on the Council.
- 7.2.2. The Council's legal services will continue to work closely with specialist external legal advisors and the project team to provide detailed advice in relation to all other legal matters associated with the delivery of the Masterplan including the Local Plan and associated Infrastructure Delivery Plan.

### **7.3. Financial Implications**

- 7.3.1. The draft Masterplan Vision has been procured by the Council and delivered in partnership with HS2 Growth Partnership and the Homes and Communities Agency, both of whom have contributed to the cost of the Masterplan.
- 7.3.2. The Council's contribution towards the cost of the Crewe HS2 Masterplan has been funded from the High Growth City earmarked reserve including all materials for the strategic consultation.
- 7.3.3. Delivery of the Masterplan Vision may require capital investment from the Council to deliver key infrastructure schemes and to enable land for development. New funding mechanisms that can provide a funding stream to support any Council investment decision will be explored in the Constellation Growth Strategy and the Crewe Hub Station Integrated Study



#### **7.4. Equality Implications**

7.4.1. The draft Masterplan Vision sets out an approach to creating growth and prosperity for Crewe and the wider region whilst focusing on delivering quality places where people choose to live, learn, work and play.

7.4.2. The draft masterplan Vision includes proposals that will deliver a vibrant mix of good quality and well connected communities and business districts supported by a strong culture, leisure, retail and green and open space offer.

7.4.3. The draft Masterplan Vision accords with the Cheshire East Equalities and Diversity Policy in that it seeks to ensure that all residents, communities and businesses, existing and new, are able to contribute to and benefit from economic success

#### **7.5. Rural Community Implications**

7.5.1. The draft Masterplan vision focusses on delivering 'Quality of Place' for Crewe with a strong green and open space network that can be easily accessed. This helps to demonstrate the contribution that the rural area makes to 'quality of place', and to help change perceptions of Crewe within Cheshire East

7.5.2. Crewe will play an important role for the wider rural communities including the surrounding market towns. The arrival of HS2, the implementation of the Masterplan Vision for Crewe and the wider Constellation Growth Strategy will improve wider connectivity and deliver more employment, retail and leisure opportunities to support the boroughs rural communities.

7.5.3.

#### **7.6. Human Resources Implications**

7.6.1. Implementation of the Masterplan Vision will require significant resources with wide-ranging skills which includes, amongst others, planning, regeneration, strategic infrastructure, highways, policy, finance and legal.

7.6.2. The implementation stage will require dedicated resources to deliver. This will include dedicated resources from the council and potentially third party resources whom possess the specialist skills required to deliver the Masterplan.

#### **7.7. Public Health Implications**

7.7.1. The Crewe Masterplan Vision, and Cheshire East Council's commitment to it, can have significant impacts upon the health of the



communities in Crewe, as well as the wider region, through the design of and access to such quality environments, supporting a positive mental and physical wellbeing impact as people are more likely to be proactive in enjoying the quality places within which they live or that they are visiting.

7.7.2. The draft Masterplan Vision has a strong emphasis on developing an integrated green network in Crewe and promoting walking and cycling to access the station and town centre. The creation of a green infrastructure network and a move towards sustainable transport modes for shorter distance journeys will support longer term public health benefits.

## **7.8. Implications for Children and Young People**

7.8.1. The Crewe HS2 Masterplan Vision and wider Constellation Partnership Growth Strategy will provide economic outputs including the number of new jobs that can be supported in the local area and the growth sectors. Therefore the successful implementation of the Masterplan and Growth Strategy will have a positive impact on the local employment options for Children and Young People.

7.8.2. The Crewe HS2 Masterplan Vision and Growth Strategy will support the delivery of local jobs, skills development opportunities and local housing that will provide a competitive offer to attract and retain a local skilled workforce with a focus on young people.

## **7.9. Other Implications (Please Specify)**

7.9.1. None identified

## **8. Risk Management**

8.1. The Phase 2a Hybrid Bill only supports a modest investment in Crewe and deliver only 2 HS2 trains per hour to London only. Whilst we are providing a strong case for an enhanced station at Crewe which can accommodate 7 HS2 trains per hour also serving Manchester and Birmingham there is a risk that the Government does not deliver the rail infrastructure at Crewe that the Masterplan is predicated on.

8.2. **Mitigation:** The Crewe Hub Station Campus Integrated Study sees the Council working with Network Rail and Government to develop an enhanced solution for the Crewe hub that would deliver the HS2 connectivity that is essential to deliver the ambitions. This means the Council is in a position to influence the Crewe hub solution.

8.3. There is a risk that HS2 will be cancelled in its entirety or that Phase 2 does not get delivered meaning that Crewe does not have the level of HS2 connectivity to support the full Masterplan.

- 8.4. **Mitigation:** The Council is working closely with HS2 and Government to ensure we are kept up to date with the latest plans and programme and are supporting HS2 and Government to progress the parliamentary process that will provide the certainty of delivery.
- 8.5. There is a risk that the expectations of local residents and businesses are not well managed and the Council does not get local support to the Masterplan.
- 8.6. **Mitigation:** Delivery of the Masterplan Vision is a long term project over the next 25 years with several phases of development and the Council will engage with key stakeholder groups as set out in the consultation plan as in Appendix 1.
- 8.7. The proposed strategic consultation on the Masterplan provides the opportunities for residents, businesses and other stakeholders to provide feedback on the Council.
- 8.8. The adoption of the Masterplan may be delayed if there are significant responses from the public consultation and acting on this feedback may require changes to be made to the Masterplan.
- 8.9. **Mitigation:** The proposed engagement with key stakeholder groups during the consultation period will provide the Council with an early insight into the views of key stakeholders.

## **9. Access to Information/Bibliography**

- 9.1. Please contact report author

## **10. Contact Information**

Contact details for this report are as follows:

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