

# Appendix 1: Consultation and Stakeholder Engagement Plan

## Draft Crewe HS2 Masterplan Vision

### Introduction

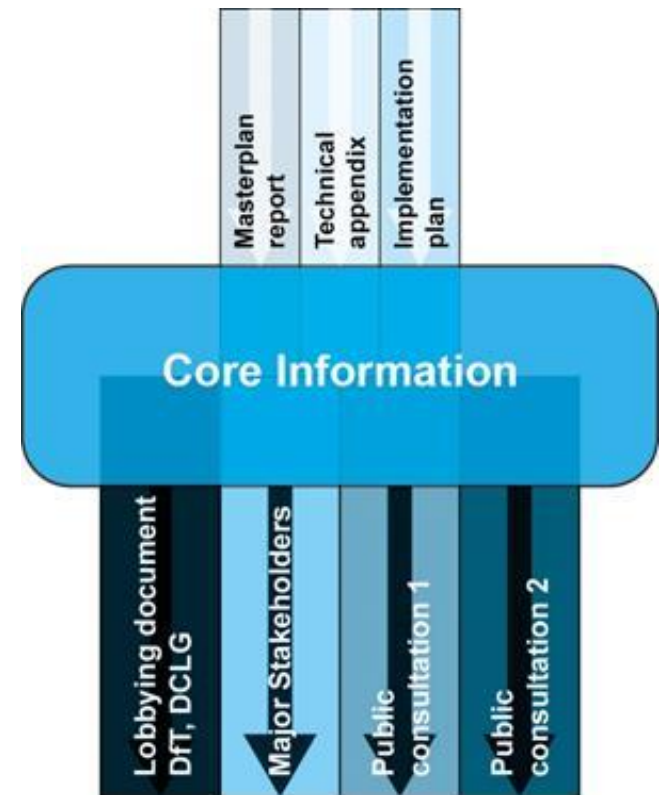
The draft Crewe HS2 Masterplan Vision is expected to be subject to a strategic consultation in November 2017. This paper sets out how the Council proposes to engage with key individual stakeholders and stakeholder groups both before and during the consultation event.

### Preparation

All consultation will be based upon a core set of information as set out below which draws on the technical masterplan material:

Common base of information for all consultations:

- Crewe needs to be HS2 ready
- Vision for Crewe – dual approach to creating growth and prosperity aligned to the good growth ambitions of the Constellation Partnership:
  - Crewe Town Centre and Crewe Hub: Two Connected Centres, One Crewe with unifying infrastructure and landscape strategies
- Context – regional, local
- Masterplan areas
- Objectives
- High-level outcomes



## September 2017

The first stage of consultation will be political engagement including local and central government. Political engagement will include the strategic masterplan elements as well as more detailed proposals.

A lobbying document targeted will be sent to key Government Ministers in July with engagement with key Ministers and officials will follow.

There will be initial individual briefings for the Cabinet Member for Planning and Housing (responsibility for the Crewe Masterplan), the Leader of the Council and Cabinet Member for Regeneration and Assets. These will be followed by a PowerPoint presentation to Informal Cabinet at the end July.

## October– Mid-November 2017

At this stage the draft Masterplan Vision will not be in the public domain therefore stakeholder engagement would be limited to bilateral dialogue with key stakeholders. At this stage the consultation document would not be released.

Those groups intended to be included in this category are:

- Key CEC Senior officers
- Crewe members
- Crewe Town Council
- South Cheshire Business Council
- Major Landowners within the masterplan area whom will be impacted by the proposals

Material for political/ business organisations will be based upon the PowerPoint presentation presented at MIPIM Cannes 2017.

With landowners there will be sensitivities about impact, particularly around the HS2 Hub station, but at this point details of proposals will not be shared in part because until the integrated study runs its course there cannot be certainty around acquisition / relocation. It may be possible to discuss informally that there is potential for change in these locations (a reasonable assumption given the scale of change / investment) but as more work needs to be done no firm conclusions can be reached. Discussion with landowners will be informed by work currently underway by CBRE to develop knowledge of landownership, land owner intentions and potential approaches to acquisition / collaboration. The dialogue would be led by either the Executive Director of Place, the Director of Growth and Regeneration or the Director of Strategic Infrastructure and Highways. In certain circumstances, dialogue may be led by another senior officer where they have a particularly strong relationship with the landowner.

Engagement with key CEC officers will be at a more detailed stage whereby sensitive information can be shared. Engagement will be via a presentation and workshop with key senior officers across the following services:

- Planning
- Strategic Infrastructure and Highways
- Regeneration
- Culture and rural economy
- Assets
- Legal

### End- November 2017 (Strategic Consultation launched)

A strategic public consultation on the draft HS2 Masterplan Vision will be launched following authorisation from Cabinet and is expected to last approximately 4-6 weeks.

This will use a consultation document which will be approved by cabinet on the 7<sup>th</sup> November 2017 and a dedicated web page and consultation response portal will be set up. The strategic consultation approach is set out below. It will follow the below outline:

Public Consultation 1	
Strategy	Introduce Masterplan vision and objectives and understand the public's views on these and what the public see as the priority outcomes for future Crewe
Information required	Overarching vision and objectives of Masterplan. Non-technical information from the executive summary and relevant diagrams forming a consultation document.  Some visual aspects of Masterplan (promotional material)
Desired outcome	Obtain public buy in on the Masterplan vision and objectives.  Public's priority outcomes match with Masterplan outcomes.

Key Messages	<ul style="list-style-type: none"> <li>• Crewe needs to be HS2 ready</li> <li>• Vision for Crewe – dual approach to creating growth and prosperity: Crewe Town Centre and Crewe Hub: Two Connected Centres, One Crewe with unifying infrastructure and landscape strategies</li> <li>• Explanation of Masterplan scenario areas</li> <li>• Explanation of Masterplan objectives</li> <li>• Explanation of outcomes – maximising benefits of connectivity and infrastructure, rebranding, building on established sectors, unlocking productivity benefits, improved public realm, movement and offer.</li> <li>• Overview of Seven Key Moves</li> <li>• Overview of Future Crewe</li> <li>• Aim of creating a major centre around an upgraded HS2 station (high-level)</li> <li>• Explanation of The Constellation Partnership and linkages to other work</li> </ul>
Consultation Methods	Consultation document, Council's website / press release / public exhibition or display / leaflets or brochures / newsletters / social media platforms
Timeframes	After consultation with major stakeholders scheduled September 2017 – end October 2017 (6 weeks)

### Early 2018 (Consultation 2 launched)

It is proposed to undertake this as part of the Phase 2 of the Local Plan consultation planned for early 2018. At this point it is likely that partners will be becoming, or will be committed to the station design and therefore firmer proposals can be set out for the area around the station. It is therefore proposed that at this point prior to public consultation potentially impacted parties are pre consulted so they are aware of the proposals. Cabinet / portfolio holder approval will be sort for consultation material prior to commencement.

The main advantage of this approach is that it embeds the Masterplan into the statutory planning framework in 2018 which has distinct timing advantages over other approaches which are likely to take longer to deliver. However may be some issues in connection with the Local Plan strategy (which doesn't assume HS2). These will need to resolved prior to commencement of the consultation.

The table below summarises the material /approach:

<b>Public Consultation 2 (Local Plan Phase 2)</b>	
Strategy	Introduce key plots and key interventions and understand if the public consider there to be any additional regeneration priority areas to make Crewe HS2 ready
Information required	<p>Non-technical information.</p> <p>Range of Masterplan maps – land use / phasing / key sites / movement / open space</p> <p>Visual representations of proposed interventions</p> <p>Promotional material</p>
Desired outcome	Obtain public buy in on the Masterplan proposals
Key Messages	<ul style="list-style-type: none"> <li>• Crewe needs to be HS2 ready – how this links to the key sites and interventions</li> <li>• Vision for Crewe – dual approach to creating growth and prosperity: Crewe Town Centre and Crewe Hub: Two Connected Centres, One Crewe – explanation of Masterplan scenario overview</li> <li>• Explanation of key plots – linkages to other work including Crewe Town Centre Regeneration Delivery Framework</li> <li>• In light of Masterplan objectives, strategies have been developed – Explanation of strategy for movement / open space / land use / temporary solutions</li> </ul>
Consultation Methods	Council's website / press release / public exhibition or display / leaflets or brochures / newsletters / social media platforms
Timeframes	After completion of the Phase 1 public consultation (early 2018)