

Economic Growth Scrutiny Panel

Agenda
Item:

A.3

Meeting Date: 5th September 2019
Portfolio: Economy, Enterprise and Housing
Key Decision: No
Within Policy and Budget Framework No
Public / Private Public

Title: St Cuthbert's Garden Village Progress Update
Report of: Corporate Director of Economic Development
Report Number: ED.28/19

Purpose / Summary:

To update the Panel on progress of the planning and delivery of St Cuthbert's Garden Village, including the key next steps in advancing the project across 2019.

Recommendations:

To note progress on the project and scrutinise the proposed Engagement Plan relating to forthcoming public consultation on the draft masterplan options.

Tracking

1. BACKGROUND

- 1.1** St Cuthbert's Garden Village (SCGV) has its origins in the adopted Carlisle District Local Plan 2015 – 2030, which identifies land to the south of the City (referred to as Carlisle South via Policy SP 3) for growth for a major mixed-use development focussed on housing. The project was accepted into the Government's Garden Villages, Towns and Cities Programme in January 2017. With the potential to develop up to 10,325 new homes, alongside new employment opportunities and a wide range of supporting community infrastructure, SCGV is the most northerly and the largest of the current garden villages nationally.
- 1.2** Project governance was established at the inception of the work at which point four key project strands were identified comprised of Masterplanning; Plan Making; Carlisle Southern Link Road; and Delivery. The Governance arrangements include a now well-established cross-party Members' Advisory Group.
- 1.3** Following the conclusion of Stage 1 masterplanning in February 2019 governance arrangements were updated. A multi-disciplinary Vision and Quality Project Group has been set up tasked with ensuring that the masterplan and the Local Plan are positively challenged to seek the highest possible quality of place. A Plan Making Group has also been set up to coordinate Local Plan development with the masterplanning outputs. A Strategic Partnering Board at a senior level between the City and County Councils demonstrates a significant strength in joint working and the alignment of the Garden Village and Carlisle Southern Link Road.
- 1.4** Good progress continues to be made to date in advancing the project, including moving into Stage 2 of the masterplanning, underpinned by robust and ongoing public and stakeholder engagement. Progress has been aided by a series of successful capacity funding bids via the Government's Garden Villages programme, with a 2018/19 award of £300 000 in March. The Council has submitted a bid for £620 000 for the 2019/2020 period.
- 1.5** The project is increasingly complex as interdependences between the individual project strands come to the fore. Report ED 06/19, taken to the Executive in February 2019, sets out the key stages of work for masterplanning, local planning and delivery across the year ahead.

2. PROGRESS ACROSS 2019

- 2.1** Significant progress has been made in 2019 with highlights including:

- Stage 1 Masterplanning concluded;
- Stage 2 Masterplanning commissioned and underway;
- Successful £102 million bid from the Housing Infrastructure Fund (HIF) towards the construction of the Carlisle Southern Link Road (CSLR);
- £300 000 Garden Village and Town Capacity Funding awarded;
- 2019/20 Garden Village and Town Capacity Funding bid submitted;
- Selected as one of six new sites to participate in the Healthy New Towns Learning and Implementation Events project;
- Momentum in engagement with a wide range of stakeholders.

2.2 Arup with Hive Land and Planning were appointed in February 2019 to lead on Stage Two masterplanning, followed by the appointment of AECOM to undertake the statutory Sustainability Appraisal and the Habitats Regulations Assessment. A further study to help us understand Viability and Deliverability is being undertaken by Aspinall Verdi. Further work engaging with landowners is being aided by Hive Land and Planning. A well-attended briefing session for landowners, agents and developers was held in July.

2.3 The award of HIF funding in February has been significant in providing certainty about the release of land for development of the Garden Village. The bid was submitted by Cumbria County Council with significant input from St Cuthbert's Garden Village team.

2.4 Public and stakeholder engagement has continued with both workshops and dialogue covering a range of areas. Young people have continued to be involved on the theme of 'what makes a place great to live in', with the Schools' Council (pupils from local primary schools), and students from Carlisle College giving a different demographic perspective of how the new communities could look and feel. Local Parish Councils continue to be actively involved.

3. KEY NEXT STEPS

3.1 Masterplanning

3.2 Stage 1 masterplanning focussed on concept proposals and a vision for SCGV with receipt of Gillespie's final report in February. This report is published on our web-site.

3.3 Procurement of Stage 2 Masterplanning saw consultants appointed by 22nd February 2019. Arup with Hive Land and Planning are working to develop a Masterplan Framework for St Cuthbert's, taking forward the Vision and Concept work already completed and providing the technical detail that will inform and support the preparation of a development plan document for SCGV. This will include the identification and selection of site allocations and land use designations as well as detailed strategic drainage, movement and green infrastructure frameworks.

3.4 Specifically, Stage Two Masterplanning aims to test and evolve the outcome of earlier work and will develop a more detailed Masterplan that will cover:

- Land use – expressing the location, extent, type and mix of development including housing, commercial, retail, community and other uses.
- Movement and access – highlighting new and enhanced routes to create a well-connected place for walking, cycling, public transport and other vehicles.
- Green and blue infrastructure – identifying the location and function of new and enhanced green and blue spaces across the area.
- Urban design – defining important gateways, focal points, views and frontages.

3.5 Stage 2 Masterplanning will follow a broadly five-stage process, starting at the initial inception and ranging through to the finalisation of the completed Masterplan Framework. As of the date of this report the Council has received both the Baseline report (Stage 1) and the Option Development and Testing plans and report (Stage 2a) which will be presented at the panel meeting. Both these reports will shortly be subject to public consultation as set out below.

3.6 The outcomes from the consultation exercise, which will be from a wide range of sources including the surrounding communities and statutory stakeholders, will inform the next stage of masterplanning which will be the development of a preferred option. Once the preferred option has been agreed internally, it will need to be tested against a number of factors including fit with the vision, drivers and principles, and viability and feasibility from a land assembly perspective. The preferred options will also be subject to transport modelling, a drainage assessment, health impact assessment and utilities assessment.

3.7 Plan Making

3.8 The Council remains committed to preparing a separate Development Plan Document for SCGV to be known as the St Cuthbert's Garden Village Local Plan.

This reflects recognition of the need for a robust planning framework given the scale of development and the ambitions for quality not least given garden village status.

- 3.9** The core of the SCGV Local Plan will be the masterplan and hence there is a clear interdependency between these two project strands. As the outputs of Stage 2 Masterplanning start to emerge the work is being used to inform the scope of policies and strategic objectives that will be used to guide development in the Garden Village area.
- 3.10** The Local Plan will ultimately include site allocations to provide the right amount of homes, sufficient and appropriate land to provide a range of local and more strategic employment allocations and areas designated as district centres where the right conditions will be created to provide retail, leisure, health and other community uses. The Plan will also ensure that the natural environment that will be created within and between the new communities is designed to the highest quality, delivered at the right time, and protected from future harm.
- 3.11** The Local Plan will also have to make provision for the right infrastructure to support the proposed level of development, and safeguard any land required to support the development of this infrastructure. It will guide the phasing of all these measures setting out what should be developed and by when in order to ensure that new homes are adequately served by community, transport and utility infrastructure.
- 3.12** The Council's Local Development Scheme (LDS), a statutory document which must be used to give the public an indication of the timescales across which planning documents are to be prepared, has been updated to reflect modest slippage in the currently published programme. Executive approved the LDS in June 2019. Adoption of the Local Plan is envisaged in September 2021.
- 3.13** The Local Plan will be underpinned by a broad range of evidence studies, the most recent of which were published in Spring this year and which comprise heritage work on Brisco and the Housing Market Demand and Capacity Assessment. A Strategic Housing Market Assessment update which looks at affordable housing need across the District has also been completed in July 2019, with the outputs of this work directly helping to inform affordable housing policies likely to feature within the SCGV Local Plan.
- 3.14 Carlisle Southern Link Road**

3.15 To realise the full scale and ambition of SCGV, and to improve strategic connectivity between east and west, a new link road connecting Junction 42 of the M6 and the A595 is proposed. The Carlisle Southern Link Road (CSLR) has been given priority within the Cumbria Infrastructure Plan and has received endorsement as part of Transport for the North's Strategic Local Connectivity Workstream. A business case was submitted to the Government's Housing Infrastructure Fund (HIF) in September 2018 and a successful outcome was announced in February 2019 with an award of £102 million. This together with an additional £10 million from local contributions will ensure the deliverability of the CSLR.

3.16 A planning application for the CSLR is expected to be submitted in October 2019 and construction is scheduled to commence in 2021 with completion and opening in 2023. A continuation of seamless joint working between the Garden Village and the CSLR is required as the detailed design for the road is finalised. This reflects a need to ensure that the detailed design is informed from a placemaking perspective particularly at a number of critical points where the route directly interfaces with planned garden village development.

3.17 Delivery

3.18 As a Garden Village, there is unanimous recognition and national expectation that St Cuthbert's should be a unique and high-quality development, with three high level aims:

- The delivery of high quality homes and jobs needed in the area over the long term to enable the growth ambitions of Carlisle and the Borderlands;
- The comprehensive provision of infrastructure for transport and telecommunications, education, health, community and cultural infrastructure required to create sustainable communities; and
- Ensuring the creation of quality places including the conservation and enhancement of the natural and historic environment, including landscape, together with an effective long-term approach to local stewardship.

3.19 It is recognised that to implement these ambitions, in addition to a robust planning framework, there needs to be a dedicated focus on delivery, particularly for strategic infrastructure. There will be a need to review the various delivery options which could range from an entirely private sector led approach to a dedicated public sector led model, across 2019, with a desire to have identified a preferred approach towards the year end.

3.20 To support project delivery Aspinall Verdi has been appointed to undertake a district wide baseline study of land values and development costs to underpin a potential

Community Infrastructure Levy. The consultants will also prepare a specific viability assessment for the Garden Village. As part of the governance structure for the Garden Village, the Land and Delivery Project Group will take the operational lead on progressing the delivery strategy and ensuring the coordination of all of the work strands relating to this area.

- 3.21** Further technical expertise is required to support the next stages of landowner engagement with an intention to establish a series of landowner forums. Hive Land and Planning are assisting in this work area.

4. CONSULTATION

- 4.1** Progress to date has been underpinned by robust, extensive and innovative engagement with this having added clear value to the vision and concept proposals for the Garden Village. This has included community engagement, dialogue with key stakeholders including infrastructure providers, dialogue and facilitated sessions with the local Parish Councils and with Members including via the dedicated Members' Advisory Group. The Schools' Council and Carlisle College students have also been actively engaged.
- 4.2** The next key stages of the project will continue to be subject to robust and extensive engagement building on the work done to date and evolving to reflect on lessons learnt. Scrutiny Panel and the Member Advisory Group are recognised as valued sounding boards for helping to inform communication and engagement strategies, with comments on proposed approaches always welcomed and genuinely always aiding robustness.
- 4.3** The dedicated St Cuthbert's Garden Village web site is being updated and refreshed in advance of the forthcoming consultation. An Engagement Plan for the draft options for the Garden Village has been drawn up and is appended to this report. The Plan aims to set out the aims of the engagement, what methods will be used, key engagement materials, venues, dates and times. We would welcome members' thoughts on this plan.
- 4.4** This period of engagement formally starts on 2nd September and runs for 6 weeks. In order to ensure that the final masterplan framework for the Garden Village is robust it is essential to develop and test alternative spatial options, alongside setting the scope of policies that could be included in the St Cuthbert's Local Plan. Each of the options sets out a different approach, for example with regards to the required amount of land, density of development, and feel and character of the place.

- 4.5** Community and stakeholder feedback together with ongoing development of evidence, such as viability work, together with the Sustainability Appraisal and the Habitats Regulations Assessment will all help to shape the preferred option for the garden village, which will form the next step in the masterplanning process.

5. RISKS

- 5.1** A dedicated risk register is kept and regularly reviewed as part of the overall project management approach. The main risk continues to be centred on the continued availability of adequate resourcing (in terms of both staff time and budgetary provision) for undertaking the technical work and further engagement needed to maintain momentum and progress of each of the key project strands. Key to managing this will be the continued availability of Government capacity funding, the latest bid being made in July 2019.
- 5.2** The overriding risk is that a failure to plan for the growth of St Cuthbert's will result in growth occurring to the south of the city in a much more fragmented and incremental nature. Such an approach would prejudice the delivery of the necessary infrastructure needed to support new communities; impact on the sustainability and overall quality of place; undermine strategic ambitions; and risk not delivering the mix of development needed nor at the pace required.

6. CONCLUSION AND REASONS FOR RECOMMENDATIONS

- 6.1** Good progress continues to be made with both the planning and delivery aspects of St Cuthbert's Garden Village. With Stage 2 Masterplanning well underway, together with viability work, landowner engagement and Local Plan development. 2019 is a busy and critical stage in the evolution of the project. Given the nature and profile of the SCGV project, it is important that Members continue to keep abreast and are comfortable with both the progress of the project and the future direction of travel. Scrutiny of the engagement plan at the advent of an important consultation on draft masterplan options should add significant value to efforts to engage as many and as wide a spectrum of people and interests as possible.

7. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES

- 7.1** St Cuthbert's Garden Village will have a significant influence in terms of shaping how Carlisle will grow and function long into the future. Accordingly, it will have a significant, direct and positive impact on a number of Carlisle Plan priorities including:

- “supporting the growth of more high quality and sustainable business and employment opportunities” – through identifying new sites for development and opportunities to better balance the local economy;
- “addressing Carlisle’s current and future housing needs” – through being the single largest development site and therefore contributor to supply across the latter stages of the current Local Plan period and much of the next one, including affordable and specialist housing;
- “working more effectively with partners to achieve the City Council’s priorities” – through recognition that the scale of the project requires the input, commitment and direct support of a wide array of stakeholders and partner agencies.

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Appendices attached to report: *Appendix 1 – Stage 2 Masterplanning – Draft Options: Engagement Plan*

Note: in compliance with section 100d of the Local Government Act 1972 the report has been prepared in part from the following papers:

- ED 02/19 Report to EGSP on Garden Village progress update.
- ED 06/19 Report to Executive on Garden Village key next steps.

CORPORATE IMPLICATIONS:

LEGAL – ultimately any resultant Development Plan Documents will need to be approved in accordance with Article 4 of the Constitution and the Budget and Policy Framework. Consultants and persons/companies delivering work packages will need to be procured in accordance with the Council’s Contract Procedure Rules and contracts properly documented as appropriate.

FINANCE – The Council’s Medium Term Financial Plan and budgeting for 2019/20 has identified that the Garden Village project is a key priority for the City with Council funding being allocated to supplement the Capacity Funding bids received and awaited. Further commitments have also been included in the proposed 2019/20 budget for future allocations towards the Carlisle Southern Link Road.

EQUALITY – None

INFORMATION GOVERNANCE – No information governance implications.



Carlisle St Cuthbert's Garden Village

Stage 2 Masterplanning – Draft Options

Engagement Plan

1. Background:

- 1.1 St Cuthbert's Garden Village (SCGV) refers to the area introduced through the Carlisle District Local Plan 2015-2030 as 'Carlisle South'. The area was shown on the Plan's Key Diagram and described in Policy SP3 as a *"broad location for growth for a major mixed use development, focusing on housing"*. The area is now being progressed as a garden village following the project's successful inclusion in the Government's Locally Led Garden Village programme.
- 1.2 Owing to the intended scale of the opportunity, which comprises of up to 10,000 new homes including new employment development; community facilities; and a new southern link road, Local Plan Policy SP3 sets out that development of the area will be guided by a masterplan that will be approved as a Development Plan Document (an additional and area based 'Local Plan'). It is proposed that this is known as the St. Cuthbert's Local Plan.
- 1.3 Masterplanning is being progressed in two stages. Stage One concluded in late 2018 with the publication of a Concept and Vision Report. The key outputs of this work were a vision, key guiding principles to shape future planning and delivery and the identification of a preferred concept option as to where and how development should be progressed.
- 1.4 Work commenced on Stage Two Masterplanning in February 2019. Stage Two is concerned with the identification of a preferred option for a masterplan framework for the site, the primary purpose of which will be as a planning instrument to guide future more detailed masterplans and design stages. It will also act as a material planning consideration to help de-risk and bring forward development proposals that will deliver against the vision and objectives for the Garden Village.

1.5 Stage One was subject to significant public and stakeholder engagement across 2018 with detailed reports of the engagement outputs published and available on the St Cuthbert's Garden Village website. The opportunity was also taken in 2018 to consult on the proposed scope of the SCGV Local Plan.

1.6 Engagement to date has added significant value to the early visioning and masterplanning stages, justifying the decision to significantly exceed minimum statutory engagement requirements. These efforts have been recognised by Homes England and others in the national Garden Villages programme as best practice. There remains a commitment to continue such an approach.

2. Purpose of Stage 2 Masterplanning 'Options' Engagement:

2.2 Engagement on the second stage of masterplanning and specifically 'options' for a framework masterplan is aiming to commence on Monday 2nd September 2019 and run for a period of six weeks until Monday 14th October 2019.

2.3 The specific objectives of the engagement are to:

- reaffirm and refine the vision for SCGV and the key guiding principles being used to inform ongoing masterplanning;
- inform the refinement of options to ultimately aid the identification of a preferred option;
- inform an updated scope of the St. Cuthbert's Local Plan, fulfilling the requirements of Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended); and
- raise awareness / profile of the St. Cuthbert's Garden Village project.

3. Target Audience:

3.1 Previous engagement has reaffirmed that the scale of St Cuthbert's is such that it is of interest to a wide spectrum of stakeholders both within Carlisle and the wider region.

3.2 Building on the success of previous engagement efforts, this latest stage of engagement will aim to be as inclusive as possible. Activities will continue to be tailored to help secure feedback with a distinction made between organisational stakeholders and the general public. Engaging young people will continue to be key given the delivery of a new garden village will span several decades and therefore accommodate Carlisle's next generation. So too will be engaging the resident population within the areas which will be subject to significant change over the coming decades.

4. Reaffirmation and Refinement of the Vision

- 4.1 Stage One Masterplanning provided a vision and nine key guiding principles for SCGV. The guiding principles are intended to guide the future development of homes and neighbourhoods and outline what will make St Cuthbert's a unique, inspirational and desirable place to live, work, grow up and grow old in. The principles took into account current best practice and referenced lessons learnt from across the UK and wider world in the creation of successful living environments.
- 4.2 As ongoing masterplanning develops a better understanding of the site constraints and opportunities, and the world around us continues to change, it is imperative that the vision and guiding principles are revisited to ensure they remain relevant and reflect the desired ambition of Carlisle and key stakeholders.
- 4.3 A key objective of this latest engagement is to secure meaningful feedback which can help reaffirm and where appropriate refine elements of the vision for St. Cuthbert's and the key guiding principles. Feedback at this stage will be important given that the vision and guiding principles will be used to help drive masterplanning forward towards a preferred masterplan framework option across the remainder of 2019.

5. Refinement of Strategic Framework Options

- 5.1 In order to ensure that the final masterplan Framework for SCGV is robust it is essential to develop and test alternative spatial options. Each of the options are driven by different but equally important placemaking drivers and each gives rise to different spatial implications, including for example the required amount of land, density of development and the feel and character of place.
- 5.2 The selection of a preferred option will be influenced by public and stakeholder feedback alongside ongoing technical assessments such as viability appraisals, sustainability appraisal, landowner engagement and other evidence based technical assessments. It is likely that the preferred option will be a hybrid of elements across all options and therefore a key focus of the engagement will be on capturing what elements people like and dislike for each as well as a greater understanding of what is likely to work well.
- 5.3 Whilst some of the options modestly depart from elements of the Stage One Concept Plan, this is a consequence of the placemaking drivers employed and/or a need to ensure a critical mass of c.10,000 new homes. Importantly the options are at this stage exactly that, with a reasonable degree of distinction between to help stimulate discussion about the drivers behind each.

6. Updated Scope for the SCGV Local Plan

- 6.1 To fulfil Regulation 18 of the relevant Town and Country Planning regulations which govern local plan making, the City Council must

(a) notify each of the bodies or persons specified in paragraph (2) of the subject of a local plan which the local planning authority propose to prepare, and

(b) invite each of them to make representations to the local planning authority about what a local plan with that subject ought to contain.

- 6.2 The Council fulfilled this requirement in January 2018 by way of setting out the intended scope of the St. Cuthbert's Local Plan within a dedicated consultation document. Comments were then invited on the intended scope.
- 6.3 It was made clear in January 2018 that the intended scope of the Local Plan was that envisaged at that time, but that the scope would be subject to continuing refinement as masterplanning and visioning work progresses and to reflect ongoing engagement.
- 6.4 Following the completion of the Stage One visioning and masterplanning work, and the establishment of key guiding principles to shape future planning, it is considered timely and appropriate to seek the views of the public and stakeholders on an updated scope of the SCGV Local Plan.
- 6.5 The updated scope of the SCGV Local Plan will be set out in a short document which alongside the scope explains the intended role and hence purpose of the local plan including making clear the intended timescales for its preparation. Comments will then be invited on the scope principally by way of asking people whether they agree with the intended scope of the St. Cuthbert's Local Plan and/or whether they consider that its policy coverage should be widened.

7. Raising Awareness:

- 7.1 A key underlying objective of all engagement efforts is to raise awareness and the profile of the St Cuthbert's Garden Village project. This in turn will help to maximise interest in the project and grow the audience which can be engaged in the future.
- 7.2 A proactive approach to utilising already strong media interest in the project will be pursued to generate significant initial awareness. Editorial and advertisement coverage across publications will assist such efforts, with a strong push through social media utilising a dedicated hashtag. Efforts will be made to sustain activity and interest across the 6 week engagement period and thereafter.
- 7.3 The dedicated St. Cuthbert's website remains the primary means of disseminating information and capturing feedback on the project as it progresses, including the current engagement opportunity. Accordingly, there will be a significant pushing of this web address through advertising, social media and its inclusion on promotional materials to be distributed at engagement events. Importantly there is also a feature upon the website where anyone with an interest in the project can register to be notified of key updates.

- 7.4 A distinctive brand was developed for the inaugural launch of the SCGV project and first major engagement opportunity in early 2018. This included a logo, design style and colour palette. The brand, now supported by branding guidelines to ensure the correct and consistent application, will continue to be deployed across engagement materials to aid the longevity of project awareness by way of it being instantly visually recognised.
- 7.5 Stakeholders known to have a potential interest in the area, including those listed in the Council's Statement of Community Involvement, will be directly notified of the engagement opportunity by email / letter. This includes those who have taken advantage of the ability to self-register their interest via the St Cuthbert's Garden Village website. All landowners will also be notified directly via a bespoke letter / email in so far as up to date contact details are available.
- 7.6 Flyers, posters and adverts in the press will, alongside the web and social media, be used to communicate specific opportunities to get involved such as public drop in events.
- 7.7 The digital banner on the Civic Centre will also be used to highlight this latest engagement opportunity and to push people to find out more.

8. Summary of Engagement Activities:

- 8.1 Methods of engagement will include:
- Staffed public drop in events
 - Facilitated stakeholder workshops
 - Facilitated Parish Council workshops
 - Facilitated and targeted land owner workshops
 - Virtual Exhibition
 - Online survey
 - Bespoke (external) Design Review Panel
 - Ad-hoc one to ones as requested
 - Duty-to-cooperate meetings with adjoining District Councils
- 8.2 The promotion of such opportunities will follow the approach detailed in the preceding section of this plan.
- 8.3 Cumbria County Council have confirmed a willingness to provide staff and material at each of the core public drop in events to be able to provide updates on the Carlisle Southern Link Road. This will see the continuation of excellent joint working and is important given that the public and other stakeholders see the two projects essentially as one.

9. Key Engagement Materials

- 9.1 Core documents at the heart of the Options engagement will be:

- Stage 2 Masterplanning Options Report and associated Options Plans;
- Stage 2 Masterplanning Baseline Report;
- SCGV Local Plan Scope and Context Report; and
- Summary leaflet.

- 9.2 Key documents will be available to download from the SCGV website. Copies will also be made available at the Council's Civic Centre Offices and principal libraries within the District. Copies will also be deposited in each of the Member Group Rooms within the Civic Centre Offices.
- 9.3 The summary leaflet will provide key headline information in a printed format which people can take away from drop in events to help try and increase response rates. It will contain a summary of key headline information to communicate what this stage of engagement is about and importantly signpost people to how they can get involved and have their say.
- 9.4 Materials produced for public drop in events, principally in the form of pull up banners, will aim to draw out and summarise key headline information from the above documents including a summary of the 'story so far' leading to this current stage of the work. Reference copies of the core documents will also be made available at all engagement events.

10. Feedback

- 10.1 Feedback will be encouraged principally via the use of an online survey to be accessed via the St. Cuthbert's dedicated website. There will also be the option to email comments to stcuthbertsgv@carlisle.gov.uk.
- 10.2 At public drop in events each large copy of an Option Plan will be accompanied by a large SWOT analysis sheet which will function like a 'graffiti wall', enabling the public to add to it and equally see what others have said. Being structured around the principles of a SWOT analysis should aid the options process by drawing out what people like and dislike about each and capturing what concerns and/or excites them in a more constructive manner. A similar approach will also be employed with respect to facilitated workshops with the Parish Councils.
- 10.3 All additional engagement events will always be approached with a clear strategy in place which seeks to ensure that it captures meaningful outputs which can be fed into the options refinement process.
- 10.4 Post the engagement a report summarising feedback will be prepared and made publicly available.

11. Landowner Engagement:

- 11.1 Good relationships have been established to date with key landowners across the area. Previous efforts have seen all landowners written to providing key updates as well as one-to-one meetings having occurred with those identified as being key landowners relative to the size and more precise location of their landholdings.
- 11.2 Hive Land and Planning consultancy were engaged in May 2019 to support the Council with landowner engagement across 2019. This reflects that landowner engagement will continue to intensify as more detailed masterplanning outputs emerge, enabling landowners to see more definitively how their land features and/or is affected by the emerging options. Good working relationships with the County Council's team leading on the land owner engagement for the Carlisle Southern Link Road have been established, given the need to ensure efforts are coordinated.
- 11.3 There is a critical need to engage landowners specifically on the stage two masterplanning options. Landowners are therefore to be invited to workshops which aim to bring them together grouped around the four key settlements of Cummersdale, Durdar, Brisco and Carleton. This will enable options to be discussed in a more collective manner which is important given the need for landowner collaboration if comprehensive development is to be achieved.
- 11.4 All landowners will be offered and able to draw upon one-to-one meetings to discuss any specific concerns in a more confidential environment.

12. Key Messages:

- 12.1 All engagement activities and conversations should be progressed against the backdrop of the following key messages:
- St Cuthbert's Garden Village (SCGV) is an ambitious mixed proposal that aims to be innovative and ground breaking, that could include the development of just over 10,000 new homes, new employment opportunities, community facilities and a new Carlisle southern link road.
 - Planning positively for the opportunity now should act to ensure that Carlisle can continue to grow across the longer term via a plan led and comprehensive approach which seeks to create strong communities well supported by the timely delivery of necessary supporting infrastructure.
 - A new Carlisle Southern Link Road is an integral part of the St. Cuthbert's project, helping to open land up for development and ensure the strategic connectivity required is in place
 - The February 2019 announcement of £102m Housing Infrastructure Funding for the Carlisle Southern Link Road is dependent on the realisation of housing at St Cuthbert's Garden Village and as such there is a critical dependency between the SCGV and CSLR projects.
 - Further information on the CSLR is available from <https://www.cumbria.gov.uk/cslr/>

- Development of the area will be guided by an additional and specific Local Plan – the St Cuthbert’s Garden Village Local Plan – which will operate alongside the Carlisle District Local Plan (2015-2030).
- Masterplanning for SCGV is being progressed in two stages. Stage One concluded in late 2018 and provides a vision; key guiding principles and a concept framework for how the area should be developed.
- Stage Two masterplanning commenced in February 2019 and will seek to test the outputs from Stage One against more detailed evidence and ultimately provide a more detailed strategic masterplan framework for the site.
 - Stage Two reviews and adds to the baseline evidence base and draws on the vision, key principles and findings from engagement to date to prepare a number of options for a strategic masterplan framework.
 - The options presented for the strategic masterplan framework are exactly that at this stage and there is genuinely scope to shape and influence their evolution towards a preferred option.
 - Stage Two masterplanning is expected to conclude in March 2020.
- St. Cuthbert’s is a long-term project, the planning of which will take several years and the subsequent delivery of which will span several decades.
- There will continue to be plenty of opportunities for the public, stakeholders and landowners to get involved and help shape the future of the area including on a preferred strategic masterplan framework and draft versions of the SCGV Local Plan as it emerges.
- The City Council continue to work with key public sector partners in progressing SCGV including Cumbria County Council, Homes England, Cumbria Local Enterprise Partnership, Environment Agency and United Utilities.