

PLANNING BACKGROUND INFORMATION

Approached Hauxton Parish Council – November 2004

- Bayer CropScience Ltd and representatives met with Tony Allison and Graham Turnbull of Hauxton Parish Council on 2 November 2004 to inform the Council that the Company were going to be considering options for the future of the site.
- Regular contact was maintained during the preparation of the consultation exhibition and after the event.

Submitted Written Representations to the South Cambridgeshire District Local Development Framework Preferred Options Reports – November 2004

- Bayer CropScience Ltd submitted representations to the Preferred Options Reports stage of the South Cambridgeshire District Local Development Framework:

Public Consultation – January 2005

- In order to enter a dialogue with the general public and stakeholders it was decided that the most appropriate method of relaying the information on the options being considered was to hold a public exhibition. This was organised in association with the Hauxton Parish Council and the local District Councillor.

Community Notification

- The local community was informed of the public exhibition primarily through a letter box drop of leaflets the week before the exhibition detailing the dates, times and venues where the exhibition would be on view
- Approximately 1,900 households received leaflets in the villages of Harston, Hauxton and Little Shelford.
- A newspaper article was printed in the Cambridge Evening News on Wednesday 19 January 2005 drawing attention to the exhibition.

Dates and Venues

- The public exhibition was held on two consecutive days at two local venues.
- On Wednesday 19 January 2005 the exhibition was held at Hauxton Village Hall for a 7 and a half hour period from 1:30pm to 9pm.
- On Thursday 20 January 2005 the exhibition was on display at the Bayer CropScience Ltd Sports and Social Club on the Bayer CropScience Ltd site between 1:30pm and 9pm.
- Both the venues were selected as they were felt to be accessible and were generally known to those people who were invited to the exhibition.
- The public exhibition was on display from early afternoon until 9pm to try to allow as many people to attend as possible.

The Presentation Material

- The exhibition was formed of two identical sets of four 'story boards'. The boards, which contained text, diagrams and maps, and photographs, explained the justification for carrying out the consultation exercise at the time, the existing position of the site and then provided details of the proposed options and the next stages of the process.

- A preferred option was not promoted so as to allow attendees to form their own conclusions.
- In addition, a colour leaflet summarising the exhibition and consultation exercise details was available for attendees to read at the exhibition and to take with them when they left.
- Representatives of Bayer CropScience Ltd and members of the consultant team including planners, a highway engineer and an environmental consultant were available to explain the options in more detail if attendees had any questions.

Enabling Feedback

- The primary aim of the exhibition as a public consultation exercise was to stimulate discussion of the proposed options and to find out the community's opinions.
- To do this formal feedback forms were available at the exhibition.
- Attendees then had the option of either filling in comments and leaving them in a 'comments box' at the exhibition or returning completed forms by post.
- As an alternative, an e-mail address was provided on the feedback form to which the community could send comments on the proposed options.

Attendance

- In total 188 attendees signed the visitor's book but in addition there were a number of people who did not sign the book but attended.
- Bayer CropScience Ltd believes, with some confidence that approximately 300 people attended the public exhibition in total.
- The attendees were a mix of local residents, interested parties and representatives from organisations.

Responses and Feedback

- The reaction to the exhibition, options and consultation process was favourable.
- There was genuine local support for the mixed-use scheme (residential and employment) on the site to the east of the A10 and for a hotel and sport/leisure uses to the west of the A10.

Feedback of Exhibition Comments to Community

- Bayer CropScience Ltd provided a summary of the consultation responses and details of the next stages of the review process in early March 2005 that were included in a local newsletter distributed to local residents.

Submitted Written Representations to the South Cambridgeshire District Local Development Framework Pre-submission Documents – July 2005

- Based on the findings of the public consultation Bayer CropScience Ltd submitted representations to the next stage of the South Cambridgeshire District Local Development Framework promoting a mixed-use redevelopment of the site.

Other Consultations

Bayer CropScience Ltd have also been in continued consultation with a number of other parties over the last 12 months regarding the future of the site including the

District Council, County Council, Environment Agency, Cambridgeshire County Highways and the Cambridge Preservation Society.