

REPORT TO: Environmental Services Portfolio Holder 19 September 2016
LEAD OFFICER: Mike Hill, Director of Health and Environmental Services

**OUTLINE COMMUNICATIONS & ENGAGEMENT STRATEGY
BAYER CROPSCIENCE SITE HAUXTON – WASTE WATER TREATMENT WORKS**

Purpose

1. To enable the Portfolio Holder to consider an Outline Communications & Engagement Strategy attached as Appendix 'A' for the forthcoming redevelopment and remediation works at the Bayer CropScience Site Hauxton.
2. This is not a key decision but has been brought for consideration.

Recommendations

3. It is recommended that the Portfolio Holder agrees the approach set out in the Outline Communications & Engagement Strategy.

Reasons for Recommendations

4. Agreement of the approach will initiate the engagement with the Developer and other regulatory parties to form a detailed Communications & Engagement Strategy.

Background

5. The Former Bayer CropScience site is located along the A10 on the outskirts of Hauxton. Since the 1940s the site was used for the production of agrochemicals including pesticides and herbicides, which over time have contaminated the soil and ground water. Due to the risk posed to the groundwater and nearby watercourses, the site was determined as Contaminated Land in 2003 by SCDC under Part IIa of the Environmental Protection Act 1990 and designated a Special Site for regulation by the Environment Agency. The site must now be remediated and cannot be left in its current form as it poses a potential threat to the Riddy Brook and River Cam.
6. The Main Site was remediated during 2010-2011 and, due to the size and technical complexity of the site, extensive communication and engagement was required between regulatory specialists, the Developer and their specialists and also the community.
7. Various forms of communication were used, with some proving more effective than others. The timing of such communications proved to be a key factor in determining how successful they were and whether the community felt that they were being kept well informed. Such communications were generally reactive according to events taking place.
8. The Waste Water Treatment Works (WWTW) site has now come forward for remediation.

Considerations

9. A planning application has now been submitted to SCDC for the redevelopment and remediation of the WWTW site.
10. This is an opportunity to set out from the start how to effectively manage communication and engagement with developers, regulatory parties and the community, drawing on the experience gained during the remediation of the Main Site.
11. Effective multi agency working arrangements provide a mechanism for the sharing of information and updates on a regular basis so that all parties can keep up to date and prepare for upcoming phases of work. A multi agency approach provides a platform for collaborative work in relation to preparing information for the community.
12. The preparation of a Communications & Engagement Strategy at application stage, prior to commencement of works on site, will ensure that all parties start working together to prepare the necessary information to keep the community well informed. This proactive approach will ensure that the community have an understanding of what will be happening on site prior to commencement of works.

Options

13. The Portfolio Holder has the option to agree or not agree the approach in the Outline Communications & Engagement Strategy

Implications

14. The Outline Strategy sets out the approach for developing a full Communications & Engagement Strategy. With the development of a full strategy from the onset, and a multi agency approach, the community should be well informed and have a reasonable understanding of what the works will entail.
15. There are no direct financial, legal, staffing, equality and diversity, climate change, community safety or other key issues arising out of agreeing to the approach.
16. An effective and proactive Communications and Engagement Strategy will however mitigate the risk of SCDC and its partners being overwhelmed with queries over the application with consequent negative implications on service and potential reputational damage.

Consultation responses (including from the Youth Council)

17. Consultations have been carried out with partner agencies; the Environment Agency and Public Health England, who support the approach and will be an integral part of the strategy.

Effect on Strategic Objectives

Objective A – Support our communities to remain in good health whilst continuing to protect the natural and built environment: (iii) Ensure our new and established communities provide thriving, healthy, safe and attractive places to live.

18. The recommendations will contribute directly to the achievement of the council's strategic objective by effectively managing communication and engagement with developers, regulatory parties and the community, drawing on the experience gained during the remediation of the Main Site.

Background Papers

Where [the Local Authorities \(Executive Arrangements\) \(Meetings and Access to Information\) \(England\) Regulations 2012](#) require documents to be open to inspection by members of the public, they must be available for inspection: -

- (a) at all reasonable hours at the offices of South Cambridgeshire District Council;
- (b) on the Council's website; and
- (c) in the case of documents to be available for inspection pursuant to regulation 15, on payment of a reasonable fee required by the Council by the person seeking to inspect the documents at the offices of South Cambridgeshire District Council.

Planning application reference: S/2184/16OL Demolition of structures, remediation and redevelopment for up to 32 dwellings with new areas of open space, associated infrastructure and other associated works - Former Waste Water Treatment Facility, Cambridge Road Hauxton

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