

From: [REDACTED]
Sent: 21 November 2023 11:48
To: Policy Consultation
Cc: [REDACTED]
Subject: Alcester Town Council- response to: Stratford-upon-Avon Gateway Masterplan Framework SPD: Public Consultation

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Good morning

The Planning Committee met by video conference last night, Monday 20 November 2023, and wish to commend SDC on the quality of the SuA Gateway Masterplan Framework SPD Consultation document both in terms of presentation and ease of reference.

Alcester Town Council looks forward to this scheme being built out.

Please would you be kind enough to acknowledge receipt.

With many thanks

Kind regards

Sarah Duran
Deputy Town Clerk
Alcester Town Council

Please note I work Monday- Wednesday 9am-5pm and Thursday mornings 9am-1pm.



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From: Planning Policy <Planning.Policy@stratford-dc.gov.uk>

Sent: Thursday, October 19, 2023 9:46 AM

To: [REDACTED]

Subject: Stratford-upon-Avon Gateway Masterplan Framework SPD: Public Consultation

Dear Sir/Madam

Stratford-upon-Avon Gateway Masterplan Framework Supplementary Planning Document (SPD)

Public Consultation – Thursday 19 October to 5.00 pm Friday 1 December 2023

I am writing to inform you that the District Council has prepared a draft Stratford-upon-Avon Gateway Masterplan Framework Supplementary Planning Document (SPD). This document provides additional guidance on the interpretation and implementation of Policy TC.5 of the adopted Stratford-upon-Avon Neighbourhood Plan and Site Specific Proposal SUA.6 in the emerging Site Allocations Plan (SAP) which look to redevelop the site for a mix of uses including visitor attractions and accommodation, retail and commercial uses, residential, leisure, community and educational facilities, and an improved public realm. The SPD also provides guidance on the interpretation and implementation of Policy AS.1 of the adopted Stratford-on-Avon District Core Strategy.

The Gateway site has been identified by the Shakespeare Birthplace Trust as a suitable location for a new museum and visitor attraction celebrating the life, works and times of William Shakespeare. The proposed World Shakespeare Centre (WSC) will anchor a broader mix of town centre uses on the Gateway site and provide a complementary addition to Shakespeare's birthplace and his other family homes in the town, the Royal Shakespeare Company (RSC), and other cultural attractions around the town.

The SPD provides a framework to guide the re-development of the Gateway site. It is one of a number of Supplementary Planning Documents (SPD) that accompanies the Core Strategy. The SPD will bridge the gap between the planning policies and proposals that are set out in the Core Strategy, Neighbourhood Plan and the emerging SAP and will help to co-ordinate delivery of development that will create a new World Shakespeare Centre and other uses.

The consultation document can be viewed on the District Council's website at: www.stratford.gov.uk/gatewayspd

It is also available to inspect at the District Council offices, Elizabeth House, Church Street, Stratford-upon-Avon CV37 6HX and at Stratford-upon-Avon Library and all District libraries during normal opening hours.

The Council will also be hosting two drop-in events at Stratford-upon-Avon Library where Officers will be available to answer questions and provide information face to face on the following dates:

- **Thursday 26th October from 1.00pm to 5.00pm**
- **Saturday 4th November from 11.00am to 2.00pm**

How to Comment

Comments are invited on any aspect of the SPD.

- Responses can be made via an on-line comment form using the link above; or
- by downloading a form and emailing it to policy.consultation@stratford-dc.gov.uk; or

- by post to: Planning Policy, Stratford-on-Avon District Council, Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6HX; or
- by handing it in at the District Council offices in Stratford-upon-Avon.

What happens next

The comments submitted during the consultation period will be assessed and the SPD will be amended as appropriate prior to its adoption by the Council. Once adopted, the SPD will be used by the Council to help deliver the re-development of the Gateway site and help Officers make decisions on future planning applications on the site.

Comments must be received by the District Council by **5.00 pm on Friday 1 December 2023.**

Yours faithfully

John Careford
Head of Development
Stratford-on-Avon District Council

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