

World Class Stratford - Strategy Group Meeting

12 December 2005

Present – Mark Abrams – in the chair, Sushma Soni (AWM)

Juliet Short, Paul Ogden, Trevor Askew (SDC)

George Atkinson, Chris Saint, John Deegan (WCC)

Tony Bird, Tony Brooker (STP)

Adviser

Jeff Ligo – project co-ordinator

Apologies – from Kevin Cordray

Les Topham (SDC) arrived near the end of the meeting

1 Previous meeting

The notes of the last meeting of the Strategy Group of 17 October were noted.

2 Project Director

Trevor reported that Paul had been appointed as project director for *World Class Stratford*. He would be focussing on a full time basis on the *World Class Stratford* initiative. Mark congratulated Paul on behalf of the Group and welcomed him to the meeting.

3 Phase 1 bid

Paul reported on the development of the full Phase 1 bid. It was planned to lodge the bid with AWM by 10 January 2006. Quite a bit of work needed to be done to ensure the bid satisfied the conditions imposed when AWM endorsed the outline application.

Work was proceeding with gathering a sufficiency of evidence to demonstrate the necessity of the *World Class Stratford* project. In particular, Mark highlighted the need to ensure that the actions required to evidence the support for the bridge are undertaken to mitigate the risk of failure of part of the bid to fail.

The need for sub-regional destination management was also emphasised to ensure that the entire visitor experience would be world class.

If the bid was received by 10 January it was anticipated that final approval could be given by 21 March 2006.

4 The Vision for Stratford-upon-Avon

The public consultation exercise on the Vision was due to close on 20 December. There had been a good response to the questionnaire and the various events that had been arranged. Nearly 50% of the membership of Stratford Town Management Partnership had completed a questionnaire.

Paul reported that the response to the consultation exercise would be considered by the Avon Area Community Committee and District Council's Executive before going to the Council for adoption before the end of March.

5 Appointment of consultancy to develop the Urban Design Framework (UDF)

The short list for this appointment had been agreed with the Working Group.

Interviews were to take place on Friday 16 December. Les, Juliet, Tony Brooker,

Sushma and Paul would represent the Strategy Group. Other partners had been invited to send representatives.

The tender prices were within the available budget. WCC (£50k), Stratford Town Trust (£25k) and Shakespeare Birthplace Trust (£10k) had all agreed to make financial contributions to the cost of the UDF. The balance would be met by SDC. It was hoped the Town Council (10k) and the Arts Council might also agree to make contributions.

The District Council's Executive would take a final decision following the recommendation of the interviewing group on 16 January.

Various members of the Group expressed concern about the prospect of planning applications coming forward for the development of key sites whilst the UDF brief was being carried out. The Council in dealing with such applications would have to consider carefully the extent to which the emerging UDF was a relevant planning consideration.

6 Living Landmarks – The Big Lottery Fund

The Living Landmarks Expression of Interest was being developed and would be submitted by the due date of 6 January 2006

The bid was centred on the redevelopment of the Leisure centre to deal with four key elements

- A community support centre
- A regeneration of leisure services
- A centre for tourism
- A cultural centre
- A major contribution to the natural environment by taking account of the Warwick Road land and the riverside setting

The Group stressed the importance of ensuring that the bid spelt out clearly how this related to the whole *World Class Stratford* project, a point that had been raised made by the Working Group at its meeting last Friday.

9 Communications

Paul updated the Group on the latest communications developments

- Presentations had been made to the RSC Community Forum, the Town Trust and to senior managers at the RSC
- The £2k contribution to the RSC to assist with the launch of the Complete Works Festival had been money well spent. Paul outlined the scale of the launch in New York and Washington DC
- The visit by Nick Paul, the chair of AWM had been a great success thanks to the careful planning and support
- Newsletters were regularly published keeping everyone up to date

7 Timetable

The Group noted the current timetable.

Items in *italics* achieved

Date	Activity/event	Comment
August 2005	<i>Vision agreed as basis for public consultation</i>	<i>Achieved</i>
September 2005	<i>Outline Application to AWM for funding to implement projects in Waterfront Master Plan</i>	<i>Achieved and approved</i>
October 2005	<i>Draw up a select list for Master planning Consultancy</i>	<i>Achieved</i>
October/November	<i>Public consultation on Vision</i>	<i>Consultation closes on 20 December</i>
December 2005	Full Application to AWM for implementation of World Class Stratford (Phase 1)	Target now 10 January 2006
January/February 2006	Appointment of consultants	16 January 2006
March 2006	Adoption of Vision	Slipped from original Feb 2006 target
March to December 2006	UDF consultancy exercise	All the tenders propose a 9 month period is appropriate
November 2007	Commencement of works on way marking - the first of the Phase 1 components	
December 2006	Application to AWM for funding to implement World Class Stratford (Phase 2)	
January 2007	Commencement of works on Waterfront alongside implementation of RSC redevelopment	January 2007
March 2007	Adoption of UDF as a Supplementary Planning Document	This has slipped from Dec 2006 because timetable for master Plan is now 9 months
April 2007	Approval of Phase 2 funding application	

8 Date of next meetings

The next meeting would take place on Monday, 30 January 2006 between 5 – 7pm

Venue Studley Garden Centre

Items

Meet the UDF consultants - Current position on UDF bid - Report from Working Group

Jeff Ligo, Project Co-ordinator, Wednesday, 14 December 2005

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