

World Class Stratford

Strategy Group Meeting

16 August 2005

Present – Mark Abrams – in the chair, Sushma Soni (AWM)
Les Topham, Juliet Short, Trevor Askew (SDC)
George Atkinson, Christopher Saint, Julie Crawshaw (WCC)
Tony Bird, Tony Brooker (STP)

Advisers

Kevin Cordray – communications consultant

Jeff Ligo – project co-ordinator

1 Previous meetings

The notes of the last meeting of the Strategy Group of 21 June were noted. It was agreed that the communications had not been finally approved at the last meeting and we would return to the subject of communications later in the meeting.

2 Structure and Governance document

The amendments inserted following the last meeting were agreed.

The following amendments were also agreed

- Kevin Cordray and Jeff Ligo would act as advisers to the Group
- The sentence “The Vision Group will work with the Strategy Group to achieve a vibrant, world-class town that meets the needs of residents, businesses and visitors alike” be added at the beginning of the document.
- The words “b) Take ownership of the overall programme of delivering “World Class Stratford” be deleted in the section headed “Stratford on Avon District Council”.
- The contact list be completed with the details of all members of the Group.

3 Phase 1 bid

Work was continuing on the development of the outline bid. The Group considered including within the bid a project to re-locate the Tourist Information facility but it was agreed that this was a project that required a large amount of analysis and consultation and could not be incorporated in the Phase 1 bid without unacceptable delay.

A further meeting was to be held with AWM and the applicants at the end of the month, which it was hoped would resolve outstanding issues.

A new outline bid form had been introduced which allows a shorter and simpler appraisal which looks at four areas only:

- 1) Project description
- 2) Suitability of Applicant
- 3) Adherence to Regional Economic Strategy
- 4) Value for money

The anticipated timescale was that the bid would be lodged with AWM by no later than 12 September with a decision by AWM towards the middle of October.

4 The Vision for Stratford-upon-Avon

The Group were informed of the work of the Vision Group, which would result in a draft vision being placed before the Avon Area Community Committee on 25 August. The Group considered the draft Vision statement which had been prepared for that meeting and agreed that the following observations be passed on at this stage so that the Vision Group could consider incorporating them prior to the public involvement and engagement exercise.

- Reference should be included to the Warwickshire Strategic Plan alongside the Stratford District Community Plan
- The words “within the region” be deleted from bullet 2 of the “objectives” section
- The word “administration” be deleted and “other benefits for the town” be inserted in the same bullet point
- The Objectives section be amended to reflect more accurately the Priorities identified later in the statement

In addition it was considered important to append a paragraph to the Vision statement. This statement should make it clear that the World Class Stratford initiative, did not have a remit to deliver the whole of the Vision, but was focussed on improving the quality of the town by delivering investment and projects, which secured a high quality public realm, appropriate development of key sites and improved transport and communication arrangements which reflected the priorities identified in the Vision, with the possibility for funding from Advantage West Midlands (Regional Development Agency) for the relevant areas within the Regional Economic Strategy and Visitor Economy Strategy.

<http://www.advantagewm.co.uk/downloads/west-midlands-economic-strategy.html>

<http://www.advantagewm.co.uk/news/west-midlands-visitor-economy-strategy-launched.html>

5 Communications

The Group agreed that it was essential that communications relating to World Class Stratford were properly co-ordinated. Kevin Cordray outlined the need to ensure that all partners could be contacted at all times to respond to draft press releases or be available to comment in a positive way on the role of the Group.

The Group agreed to his suggestion that he prepare a revised timetable and communications plan for the consideration of the Working Group.

- In the meantime Kevin would begin to communicate with the wider Group of stakeholders via a fortnightly email to ensure everyone was aware of the progress being made.

5 Masterplanning consultancy

Trevor Askew reported that there had been a strong response to the OJEC notice seeking Expressions of Interest for carrying out the masterplanning work.

The County Council had confirmed financial support for the exercise and he was working with other partners to secure contributions.

6 Timetable

The Group approved the timetable below as a guide to the progress of the project.

<i>Date</i>	<i>Activity/event</i>
25 August 2005	Vision agreed as basis for public consultation
By 12 September 2005	Outline Application to AWM for funding to implement World Class Stratford (Phase 1)
September/October 2005	Draw up a select list for Master planning Consultancy
September/October 2005	Public consultation on Vision
December 2005	Full Application to AWM for implementation of World Class Stratford (Phase 1)
January/February 2006	Appointment of consultants
March to September 2006	Master planning consultancy
September 2006	Publication of draft master plan
December 2006	Adoption of Master plan as Supplementary Planning Document
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
April 2007	Approval of Phase 2 funding application

6 Date of next meetings

The consensus was that the Garden Centre was an appropriate venue for the meeting.

Meetings would commence at 6pm and conclude no later than 8pm.

The meeting scheduled for 27 September would be cancelled.

The next meeting would take place on Monday, 17 October between 6 – 8 pm

Venue Studley Garden Centre

Agenda items for 16 August

- Phase 1 Bid – current position
- Update on Communications
- Appointment of masterplanning consultants – current position

Jeff Ligo

Project Co-ordinator

Wednesday, 17 August 2005

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