

World Class Stratford - Strategy Group Meeting

30 January 2006

Present – Mark Abrams – in the chair, Sushma Soni (AWM)
Les Topham, Juliet Short, Trevor Askew, Paul Ogden , (SDC)
Chris Saint, John Deegan (WCC)
Tony Bird, Tony Brooker (STP)

Advisers

Jeff Ligo – project co-ordinator
Kevin Cordray – communications consultant

Apologies – from George Atkinson (WCC)

1 Previous meeting

The notes of the last meeting of the Strategy Group of 12 December 2005 were noted.

2 Project Management

Paul circulated a written report on the project activity and the upcoming key issues.

It was agreed that the work regarding exploring business incubation opportunities did not relate to the *World Class Stratford* project.

3 Phase 1 bid

Paul reported that the detailed bid had been submitted by the January 10 deadline (just!). AWM was now in the process of appraising the bid and there would now be a period where the appraisers would look at the bid and, if necessary, require further clarification from the Partnership.

It was hoped that if all further requests could be dealt with in a timely manner the bid could go to the decision making group of AWM on March 21.

Mark congratulated the team who had prepared the bid both on the quality of the bid (required to meet the exacting standards of AWM) and achieving the deadline set by the Strategy Group.

4 The Vision for Stratford-upon-Avon

Paul reported that the Stratford Vision Group and the Stratford Area Community Committee had now amended the draft Vision for Stratford-upon-Avon in the light of extensive public consultation. The Vision was due to go to the SDC Executive in February and ultimately to the Council for adoption as policy.

The relationship of the Vision document to the *World Class Stratford* project was again discussed. It was important that the Vision was shared by the individual partners represented in the Strategy Group and, where reservations existed, that these were communicated to the Group.

The Group recognised that some elements of the Vision at the present time seem to be over-ambitious in terms of achievability. However, the Vision reflected the wishes the people of the town and its hinterland and in those circumstances it was important that these elements remain.

Reservations relating to the Vision did not invalidate it – merely under-scored the difficulties in some instances of moving forward with it. The Vision had been incorporated into the tender document for the UDF and the consultants were being asked specifically to produce a more detailed long term vision document based on their appreciation of the overall position.

Paul Ogden agreed to write to WCC and STMP requesting that they formally consider the Vision document.

Members of the Strategy Group were strongly urged to review the Vision document very carefully with their respective organisations and provide relevant feedback.

5 Meeting Urban Practitioners – the appointed consultants

The remainder of the meeting involved meeting and hearing from Urban Practitioners (Anthony and Jane) and their partner, Allies and Morrison (Tim).

Mark set out the background to the establishment of the *World Class Stratford* partnership and emphasised the importance of this consultancy exercise to the overall success of the *World Class Stratford* initiative. Stratford needed a roadmap to establish itself as a world class venue for the appreciation of the world's most famous literary figure.

In their presentation the consultants were able to assure the Strategy Group of their appreciation of the importance of the project. Urban Practitioners had assembled a strong team with a mass of experience. They were planning to deliver both a document that satisfied the statutory planning context and an exciting visionary proposal that took account of the long-term aspirations of the Strategy Group.

The consultants were also able to give very positive messages about the nature and extent of the public involvement and engagement processes during the UDF exercise. The importance of this was emphasised by a number of members of the Group. It was important that everyone was engaged not just the 'usual suspects'.

Equally reassuring was their commitment to fully engage and inform the private sector in this important initiative. They recognised that external investment from the private sector was key to the overall success of the *World Class Stratford* project and they intended to ensure that leading companies were fully aware of the opportunities that their work will identify.

The project was now underway and the plan was to complete the exercises by late November early December 2006. A detailed Implementation Plan was currently being discussed with partners and would be agreed shortly by the Technical Group supervising the project.

6 Date of next meeting

To be arranged once the timetable for the UDF has been agreed. The next meeting will consider the draft Issues and Options paper to be prepared by the consultants following their assessment and consideration of all the baseline data and material.

7 Timetable

Whilst the timetable at the meeting was not discussed it has been revised and included here for the sake of completeness.

Items in *italics* achieved

Date	Activity/event	Comment
<i>August 2005</i>	<i>Vision agreed as basis for public consultation</i>	<i>Achieved</i>
<i>September 2005</i>	<i>Outline Application to AWM for funding to implement projects in Waterfront Master Plan</i>	<i>Achieved and approved</i>
<i>October 2005</i>	<i>Draw up a select list for Master planning Consultancy</i>	<i>Achieved</i>
<i>October/November</i>	<i>Public consultation on Vision</i>	<i>Consultation closed on 20 December</i>
<i>December 2005</i>	<i>Full Application to AWM for implementation of World Class Stratford (Phase 1)</i>	<i>Target now 10 January 2006 Achieved</i>
<i>January/February 2006</i>	<i>Appointment of consultants</i>	<i>16 January 2006 Achieved</i>
February to December 2006	UDF consultancy exercise Detailed project plan in course of preparation	Consultants hope to complete exercise by no later than early Dec
March 2006	Adoption of Vision by Stratford DC	February 2006 – should be achieved
21 March 2006	Approval of detailed bid by AWM	
March/April 2006	Bancroft Gardens/Recreation Ground – Progress procurement process for detailed design work	
November 2006	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)	This is bound to slip as UDF not due to December
January 2007	Commencement of works on Waterfront alongside implementation of RSC redevelopment	The start date will depend on tying the work in with RSC project
March 2007	Adoption of UDF as a Supplementary Planning Document	This may now be accomplished earlier as consultants intend to carry out statutory consultation as part of their work
April 2007	Approval of Phase 2 funding application	Bound to slip – see above

8 Advisers

Jeff and Kevin were thanked for their work on the project.

Jeff Ligo, Project Co-ordinator, Tuesday, 31 January 2006
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