

**World Class Stratford Strategy Group**  
4 pm Wednesday 7 June 2006 at Elizabeth House

Notes of Meeting

Present:	Sushma Soni (Chair) -	Advantage West Midlands (AWM)
	Karen Yeomans -	ditto
	Cllr Chris Saint -	Warwickshire County Council (WCC)
	Cllr George Atkinson -	ditto
	John Deegan -	ditto
	Tony Bird -	Stratford Town Management Partnership
	Tony Brooker -	ditto
	Trevor Askew -	Stratford on Avon District Council (SDC)
	Paul J Ogden -	ditto
	Cllr Les Topham -	ditto
	Cllr Juliet Short -	ditto
	Roger Dowthwaite -	CSWP
Apologies:	Mark Abrams -	Advantage West Midlands (AWM)
	Julie Crawshaw -	Warwickshire County Council

**1. Minutes of 3 May 2006**

Agreed. Matters arising but not elsewhere on the agenda:

Potential land acquisitions – Trevor Askew to arrange a specific meeting with AWM (SS and KY)

TA

**2. Minutes of Joint Strategy & Working Group meeting of 5 May 2006**

Noted, with the following corrections:

- Julie Crawshaw (WCC) initials shown incorrectly as JF
- Cllr Juliet Short – was also present
- Apologies – add Cllr G Atkinson

**3. UDF – role of and relationship with Strategy Group, timescales and consultation plan, next steps/project programme**

3.1 SS introduced the item by expressing concerns that some members of the Strategy Group (SG) had regarding the fast pace of the UDF work and the lack of opportunities for the SG to have a meaningful input. It was noted that the election 'purdah' period, and practical diary issues had not helped matters.

It was pointed out that the arrangements were consistent with what was agreed at the previous meetings and the project was only at the draft 'issues and opportunities' stage but was not entering the stage of developing a draft framework, which required greater strategic steer.

**ACTION**

	<b>ACTION</b>
<p>Prior to this meeting, and in response to these concerns, the following amended arrangements had been agreed:</p> <ul style="list-style-type: none"> <li>▪ Cllr Topham, Trevor Askew and Paul Lankester were to meet key personnel at Urban Practitioners (UP) on a regular basis, the first of these meetings having taken place on 31 May.</li> <li>▪ SG to have a detailed meeting with UP on 11 July to enable a full input to the development of the draft strategy</li> </ul>	<p>LT/TA/PL</p>
<p>3.2 A revised copy of the latest timetable and consultation plan was presented to the SG. It was noted that PJO had not approved the latest version of the consultation plan, which needed additional consultation activities including:</p> <ul style="list-style-type: none"> <li>a) with young people and</li> <li>b) with businesses and members of the community who cannot make daytime events.</li> </ul> <p>(a) and (b) were both supported by the SG. (b) to be arranged as early as possible in July, in partnership with the Stratford Town Management Partnership.</p> <p>The SG were invited to pass any further comments on the plan to PJO.</p>	<p>ALL</p>
<p>3.3 PJO clarified that the UDF would be presented in two documents,</p> <ul style="list-style-type: none"> <li>(i) would be formally adopted as a Supplementary Planning Document (SPD) and therefore had to be within reasonable conformity to the Local Plan and</li> <li>(ii) a visionary aspirational document that could give clear direction to the future development of policy. This document would be innovative and extensively illustrated to demonstrate the vision.</li> </ul>	
<p>3.4 In response to questions, reassurance was given re deliverability:</p> <ul style="list-style-type: none"> <li>1) CBRE Philips were part of the UP team to specifically assess and advise the work.</li> <li>2) A form of 'Value Framework' approach would be used to analyse economic impact and enable a prioritisation process. SS referred to good practice at the Camp Hill scheme. PJO/SS to develop the matter with UP.</li> </ul>	<p>PJO/SS</p>
<p>3.5 It was agreed that greater emphasis should be given to advanced strategic land acquisition in advance of any public showing of a draft framework. TA agreed to progress an early meeting with AWM.</p>	<p>TA</p>
<p><b>4. Review of Strategy and Working Groups</b></p>	
<p>4.1 <u>Strategy Group</u> Following an extensive debate, it was noted that the project was now entering a new phase, which may result in new areas of expertise being needed on the SG. However, as the SG had been successful in achieving progress to date, any changes should build on the current arrangements, which should remain in place for at</p>	

	<b>ACTION</b>						
<p>least 3-6 months, and then be reviewed. Chairmanship was discussed, noting that AWM may be placed in a difficult situation as the key funder. It was agreed to progress this discussion separately when Mark Abrams was present.</p>	TA/SS						
<p>4.2 <u>Revised Working Group Arrangements</u> The proposed revised arrangements were discussed and supported in principle. The proposed 'DMP' Group needed to ensure it included CSWP, rather than AWM, input. It needed a different name e.g. 'strategic marketing' and should build on the existing partners, involving Warwick District Council and the Stratford Town Management Partnership.</p>	PJO/SS						
<p>It was noted that the UDF Project Group was already meeting, the next meeting being 21 June at 2pm at Elizabeth House. All members of the SG were welcome to attend. PJO to send a further reminder of this date.</p>	PJO						
<p>4.3 <u>PR and Communications</u> It was noted that Preston Witts had been engaged by SDC on a 3-month basis to concentrate on local PR matters during the delicate consultation stage.</p>							
<p>4.4 <u>Strategic Project Coordinator/Executive Director role</u> <i>PJO offered to leave the meeting at this point, but was requested to remain.</i></p> <p>Following a detailed discussion it was agreed that the current arrangements had successfully delivered the project to date. Other than increased strategic input referred to in 3.1 above, the current arrangements should continue.</p>							
<p>4.5 It was noted that there are other key pieces of work outside of the current project, which needed development and resourcing. It was agreed that the Working Group should be asked to look for gaps and develop options to address issues for consideration by the SG.</p>	TA						
<p><b>5. Dates of forthcoming SG meetings:</b> This was revised to 5pm on 11 July when the UDF would be the main agenda item.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 40%;">10 August at 5pm</td> <td>Elizabeth House, Room 002</td> </tr> <tr> <td>11 September at 5.30pm</td> <td>ditto</td> </tr> <tr> <td>10 October at 5pm</td> <td>ditto</td> </tr> </table>	10 August at 5pm	Elizabeth House, Room 002	11 September at 5.30pm	ditto	10 October at 5pm	ditto	
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PJO/jag – 13 June 2006

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