

STRATFORD-UPON-AVON TOWN COUNCIL

AIMS & OBJECTIVES TASK & FINISH GROUP MEETING

14 JANUARY, 2020

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Present:  
Councillors

Cleeve	Jackson
Coles	Mackenzie
J Fradgley	Mayor Rolfe (ex-officio)
I Fradgley	Warren-Howles
How (Chairman)	

Clerk: Town Clerk with Deputy Town Clerk in attendance

In Attendance: Mr Mark Haselden, Chairman of former NDP Steering Group

Apologies: Councillors Alcock, Dowling, Dyer, Fojtik, Taylor and Wall

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27) Notes from the meeting held on 19 November, 2019

These were approved as a correct record.

28) Delivering the Policies and Projects of the Neighbourhood Development Plan – Phases One, Two and Three

28.1 TC Project 1 - Town Centre Strategic Partnership

Mark Haselden provided an overview of the project, outlining the key aims and objectives for its inclusion in the Plan.

- A lot of thought went into the Town Centre Strategy and how it works in planning terms;
- We started with three main anchor points – M&S, Debenhams and Rother Market, which we believed would drive footfall throughout the town. Anchor points are conventional and strategic in town centre planning nationally;
- A successful town centre must have a balance between attracting and satisfying residents/visitors/businesses;
- Going forward, there must be a degree of understanding of what we already have;
- What is missing is a clear understanding of where it is heading. What is the objective in the long term?

- Open discussions with landlords to encourage a mix of retailers and independent shops which will make Stratford-upon-Avon a more interesting place to visit;
- What infrastructure will be required?
- Discussions will need to be re-opened the key stakeholders identified in the Project (which should now include Bell Court), in recognition that in many of the organisations there is now a change in personnel since the consultation stages;

It was suggested that the delivery of this Project should be approached in three phases:

### **Stage 1**

Have a clearer understanding of what we are aiming to do and have a 'first cut' at vision;

### **Stage 2**

Sense check it – start talking to partners in order to define it;

### **Stage 3**

Implementation stage.

Although undoubtedly Stratford-upon-Avon Town Council takes ownership of the Plan, it was agreed that the Council must identify or put in place adequate and appropriate financial and manpower resource to facilitate and drive things forward. Time and focused commitment cannot be underestimated.

The officer for Infrastructure and Sustainable Communities at Warwickshire County Council, Aaron Corsi, and the Stratford BID Director, Joe Baconnet, were identified as useful contacts to have as participants at the outset and the Town Clerk was tasked to approach both individuals and invite them to the next meeting (10 March, 2020 at 5:00pm).

### **NOTE:**

***I have had a long conversation with Aaron this morning. He was unbelievably positive and very keen to actively engage and help deliver. I have a meeting with him at the Town Hall on Tuesday 21 January at 2:00pm. The BID Director will be joining us and SDC officer, John Careford, has been invited.***

28.2 TC Project 5 - Improving the Balance between vehicles, pedestrians and cyclists

- Mark explained that the vision for the town was a move towards a more pedestrian/cycle friendly town;
- Widening pavements;
- Changing the configuration of the Barclays Bank roundabout to create a shared space;
- 20mph speed limits, motorists aware that they are driving amongst pedestrians, rather than pedestrians having to dodge vehicles;
- Implementing the experimental closure on High Street.

It was agreed that the Town Clerk would discuss this Project with WCC's Officer for Infrastructure and Sustainable Communities before writing formally to Warwickshire County Council to ascertain where these projects appear in their Strategic Plan and when they will be implemented.

Taking this forward it was suggested that it would be helpful to have representatives from the Stratford Society and the Town Transport Group round the table.

### 28.3 CLW Project 2 - Promoting New Strategic Green Open Spaces

The vision was for more green spaces in the town, explained Mark. It is anticipated that developments on the edge of the town will have green space, and that these open spaces should link from one development to another creating an accessible 'green necklace' around the town.

- Councillor J Fradgley advised that the Climate Change Emergency Panel are already looking into this;
- Old hedges on new developments are being retained and must be logged;
- Sustained project to plant as many additional trees as possible;
- Need to establish the principle of being able to go around Stratford-upon-Avon in green spaces;
- Opening dialogue with land owners to link the privately owned areas to the public footpath chain;
- Ensuring that the Core Strategy is aligned with these principles;
- Planning Consultative Committee to respond collectively and formally to SDC consultations on the Core Strategy;
- If necessary, the NDP must be tweaked to remain up to date.

John Careford at Stratford-upon-Avon will be approached to discuss this Project and be invited to the next meeting.

29) Date, Time and Venue of Next Meeting

The Chairman proposed and it was agreed that the Aims & Objectives meetings would alternate between focusing on the NDP and the Council's other A&O's identified at previous meetings:

Town Hall, 18 February, 2020 at 5:00pm – Non NDP;

Town Hall, 10 March, 2020 at 5:00pm – NDP.

*The Chairman declared the meeting closed at 6.22pm.*