

TOWN CENTRE STRATEGIC PARTNERSHIP MEETING

Thursday 24th November 2022 at 2pm

Held via Zoom

MINUTES Pages 1-4

Present:

Accessible Stratford represented by Elizabeth Dixon

Royal Shakespeare Company represented by Emma Gibbons and Rachel Sharpe

Shakespeare Birthplace Trust represented by Rachael O'Connor-Boyd

Stratford-upon-Avon Town Council represented by the Town Clerk and Cllr Richard Vos

Stratforward BID represented by Diane Mansell

Stratford District Council represented by Joanne Bozdoganli, and also attended by Cllr Jenny Fradgley

Shakespeare's England represented by Helen Peters

Stratford Town Trust represented by Sara Aspley (Chair)

The Stratford Society represented by John Scampion (Vice Chair)

Town Transport Group represented by Colin Stewart

Warwickshire County Council represented by Dave Ayton-Hill, Catherine Marks, Aaron Corsi, and also attended by Cllr Kate Rolfe and Cllr Tim Sinclair.

Advent Communications represented by Sam Jackson

Clerk to the Strategic Partnership: Margo Galvin

Apologies for absence: John Careford (Stratford District Council), Cllr Gill Cleeve and Cllr Tony Jackson (Stratford Town Council), Tim Aucott (Shakespeare Birthplace Trust), John Stacey (Bell Court)

Not present: Stephen Rumble (WCC)

1. Actions and Minutes from the meeting held on 27th October 2022

Action 1: 27.10.22 - It was noted that Cllr Sinclair had updated the slides from the first vision workshop and the Committee Clerk had circulated these.

There were no matters arising and the minutes were approved.

2. Update on LUF

Dave Ayton-Hill advised that the LUF bids are still being progressed and an announcement is expected before Christmas.

3. Town Transport Group – update on recent TTG activity from Colin Stewart

Review of the LTP4 draft: the TTG concluded in its review that a long-term transport plan is needed for Stratford. This would ensure that short-term actions are not just ‘sticking plasters’ for transport issues and support the vision that the Strategic Partnership is creating for the town.

Following a discussion between Colin, Sara Aspley and John Careford it was agreed that Sara would write to Cllr Seccombe at WCC on behalf of the Strategic Partnership asking to get a long-term transport plan under way. The letter’s overall purpose was to demonstrate that the Partnership is working with partners on transport issues and trying to find new solutions. It set out the Partnership’s origin and purpose, the importance of maintaining Stratford’s economic viability within the wider county and the impact of not having a strategic transport plan for the town.

A reply to the letter was received from Dave Ayton-Hill advising that the LTP4 was deliberately high-level and that there will be an action plan that incorporates local schemes. WCC recognises the desire for an integrated transport plan for Stratford and will be happy to work with the town on this, although it cannot provide funding.

Review of the sustainable parking plan options assessment report – the TTG had carried out a thorough review of this and had responded that the strategic intention for parking in the town was unclear. It was noted that some of the options (e.g. Park and Ride) had been discarded early on due to congestion and constraints in the town. Congestion needs to be relieved for initiatives such as Park and Ride to work.

Review of the Stratford Western Relief Road (West of Shottery Relief Road) - it was noted that there is a lot of misinformation about this scheme as many people think it’s an estate road when, in fact, it is a 50mph link road, like Trinity Mead and Severn Meadows. As such, it is potentially a significant link road in the town’s future transport plan. (Colin later circulated an email to Partnership members clarifying the key points about the relief road.)

Meeting with Cllr Wallace Redford (transport holder at WCC), Cllr Tim Sinclair and Cllr Kate Rolfe - Colin met with the Councillors at Clopton Bridge in late October to observe the current congestion issues. The TTG emphasised to the Councillors that the traffic signals proposal for the bridge is flawed and proposed lower cost alternatives that might help solve some of the problems. Cllr Wallace Redford agreed to organise a roundtable to discuss this. To date, nothing further has been heard.

Dave Ayton-Hill advised that the public consultation on the draft local transport plan closed on 20th November and had generated around 300 responses. The results should be available in early 2023.

4. Feedback from Vision Workshop 2: 'Creativity and Arts' - 8th November

Cllr Sinclair advised that the second workshop had generated some excellent ideas which had been consolidated into four main outputs:

1. Create and deliver a long-term arts plan, led by the community - potentially appointing an Arts Development Officer to co-ordinate
2. Encourage art everywhere in the town – making it accessible to all
3. Stage a regular 'event of scale' and of national significance, with all arts disciplines involved
4. Establish a centrally location community arts hub

(It was noted that these outputs may cross over with outputs from the 'Great Vibe' workshop, to be held in early December.)

The Chair thanked everyone who had attended this session, both from within and outside the Strategic Partnership. She will ensure external participants are kept informed of progress.

ACTION 1: 24.11.22 - Committee Clerk to circulate the latest version of the slides, incorporating output from session 2, with these minutes.

The next vision sessions will take place on Tuesday 6th December ('Great Vibe') and 10th January ('Ease of Movement') at the Town Hall.

5. Stratford-upon-Avon prospectus/vision document

The Chair referred to the links to the Shrewsbury and Leamington town centre documents¹ that she had circulated with the agenda (it was noted that neither document was easy to read online). It was noted that Leamington's document is a vision document, produced internally, while Shrewsbury's is a Master Plan, produced externally. Therefore, the documents serve different purposes. Cllr Sinclair felt that the work he is leading with the vision workshops falls in line with Leamington's model.

Both towns had received funding to help develop their documents. Leamington's took 18 months to produce and went out for public consultation. Stratford will need similar resources to create its own prospectus which must have a clear purpose i.e. to drive inward investment to the town. It should also align with the Neighbourhood Development Plan (NDP) and the BID's business plan. Caroline Nash will review the NDP (which was adopted in 2018) and consider how it might fit into the proposed prospectus and if it needs updating.

¹ https://issuu.com/wdcprintroom/docs/leamington_town_centre_vision_str
[Shrewsbury Masterplan Vision • Shrewsbury Big Town Plan](#)

ACTION 2: 24.11.22 - Caroline Nash to review the NDP

ACTION 3: 24.11.22 - ALL to familiarise themselves with the NDP (to be circulated with these minutes)

6. Future structure of the Strategic Partnership

The Strategic Partnership Chair and Vice Chair will meet with Cllr Andrew Day and Mark Lee at the Leamington Development Board to discuss their operating model. The Chair will report back at the December Strategic Partnership meeting.

7. Communications

Sam Jackson advised that the press release announcing Sara's role as Chair of the Strategic Partnership had been covered by the Herald and the Observer, and online.

He noted that news items generated on behalf of the Strategic Partnership must relate to its vision. Originally, Advent Communications had been asked to draft the vision document, discussed under item 5 above. The agency is still happy to be involved with this work.

The Chair commented that the vision must be defined and agreed before the Strategic Partnership can issue communications. Cllr Vos reiterated the need for a Strategic Partnership project manager to be appointed to help drive this work because if there is no news to communicate there is a risk that public confidence in the Partnership will drop away; the public wants to know what the Partnership is doing. The Chair commented that, currently it would be difficult to draft a meaningful job description for this role. Leamington and Shrewsbury might be able to advise, although it was noted that the Partnership does not currently have any contacts at Shrewsbury. Catherine Marks offered to provide resources in early 2023 to help with this piece of work..

ACTION 4: 24.11.22 - The Chair to follow up with Catherine Marks regarding establishing links with Shrewsbury.

8. Any Other Business - dates and format of future Strategic Partnership meetings

It was felt that hybrid meetings will not work for the Partnership and that future meetings should either be held face-to-face or via Zoom. It was proposed and agreed that quarterly face-to-face meetings should take place, with the rest of the meetings to be held via Zoom.

ACTION 5: 24.11.22 - The Chair and Committee Clerk to agree and communicate future meeting dates.

*The next meeting of the Strategic Partnership will be on
Thursday 15 December at 2pm via Zoom.*