

Stratford-upon-Avon Strategic Partnership
Consultation Workshop
Stratford-upon-Avon Gateway Masterplan SPD
Thursday 22nd June 2023



Stratford-upon-Avon Town Council
Sheep Street
Stratford-upon-Avon
CV37 6EF

AGENDA

Aims and objectives of the workshop:

- To inform the partnership group of Stratford-upon-Avon District Council's progress towards developing a masterplan framework and SPD document for the Gateway site;
- To explore high level issues and opportunities pertaining to the project;
- To inform further work on the masterplan framework and SPD;
- To outline next steps.

Programme:

1. Introduction and overview of the project	20 mins
2. The World Shakespeare Centre concept	10 mins
3. General Q+A	15 mins
4. SWOC Analysis (Strengths, Weaknesses, Opportunities, Challenges)	30 mins

The group will break into four sub-groups (a member of the consultant design team will chair each group). Each group / table will be equipped with a flip chart and markers, and tasked with addressing and recording their responses to the four following questions:

- **Strengths**
What are the strengths (e.g. positive attributes) of the Gateway Site in relation to the town centre?
- **Weaknesses**
What are the site's weaknesses (e.g. negative attributes)?
- **Opportunities**
What opportunities does the Gateway site offer to the town centre?
- **Challenges**
What challenges need to be addressed in order for the opportunities to be realised?

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| 5. Each group to present back their findings to the wider group | 20 mins
5 mins / group) |
| 6. Outline of next steps by Tony Perks | 10 mins |