

AGENDA MANAGEMENT SHEET

Name of Committee	Stratford on Avon Area Committee
Date of Committee	18th January 2006
Report Title	World Class Stratford
Summary	This paper informs Members of the progress of World Class Stratford, an Advantage West Midlands backed initiative, aimed at bringing about physical improvements to the infrastructure of Stratford-upon-Avon for the benefit of residents and visitors.
For further information please contact	Julie Crawshaw Regeneration Projects Tel. 01926 418621 juliecrawshaw@warwickshire.gov.uk
Would the recommended decision be contrary to the Budget and Policy Framework?	No/Yes
Background Papers	Stratford-upon-Avon Waterfront Masterplan

CONSULTATION ALREADY UNDERTAKEN:- *Details to be specified*

- | | | |
|---|-------------------------------------|--|
| Other Committees | <input type="checkbox"/> | |
| Local Member(s)
(With brief comments, if appropriate) | <input checked="" type="checkbox"/> | Councillor Mrs J Dill-Russell – no comments to make
Councillor R Hyde
Councillor M Perry |
| Other Elected Members | <input checked="" type="checkbox"/> | Councillor G Atkinson – comments noted and incorporated |
| Cabinet Member
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member) | <input checked="" type="checkbox"/> | Councillor C Saint – comments noted and incorporated |
| Chief Executive | <input type="checkbox"/> | |
| Legal | <input checked="" type="checkbox"/> | I Marriott – comments noted and incorporated |
| Finance | <input type="checkbox"/> | |

- Other Chief Officers
- District Councils
- Health Authority
- Police
- Other Bodies/Individuals

FINAL DECISION **YES/NO** *(If 'No' complete Suggested Next Steps)*

SUGGESTED NEXT STEPS :

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

**Stratford on Avon Area Committee
19th December 2005**

World Class Stratford

**Report of the Strategic Director of
Environment and Economy**

Recommendation

That Members note the contents and comment on progress to date.

1. Introduction

- 1.1 Following the completion of the Stratford-upon-Avon Waterfront Masterplan, the document that was published by Stratford on Avon District Council as Supplementary Planning Guidance a year ago, the two authorities entered into discussions with Advantage West Midlands about funding for the proposals in the Masterplan. These included improvements to the public realm along the river corridor from the Leisure Centre to Holy Trinity Church.
- 1.2 Advantage West Midlands, although excited about the proposals, felt that there was still more work to be done, and invited the two authorities to extend their visioning process to encompass the whole of the town, a process to be known as World Class Stratford. After negotiations, it was agreed that a funding application for elements of the Waterfront Masterplan be made before the wider visioning process had been completed.

2. World Class Stratford

- 2.1 World Class Stratford embraces all the key organisations in the town, and is being developed under a defined structure as described below.
- 2.2 Firstly, a Strategy Group chaired by Mark Abrams Director for Coventry and Warwickshire at Advantage West Midlands which has Member and Chief Officer representatives from the County Council, the District Council and the private sector through the Town Management Partnership. These are:-
- (i) Mark Abrams, Director for Coventry and Warwickshire, Advantage West Midlands.
 - (ii) Councillor George Atkinson, Chair of Stratford on Avon Area Committee, Warwickshire County Council.

- (iii) Councillor Chris Saint, Economic Development Portfolio Holder, Warwickshire County Council.
 - (iv) Councillor Les Topham, Stratford on Avon District Council.
 - (v) Councillor Juliet Short, Stratford on Avon District Council.
 - (vi) John Deegan, Strategic Director of Environment and Economy, Warwickshire County Council.
 - (vii) Trevor Askew, Corporate Director of Operational Services, Stratford on Avon District Council.
 - (viii) Tony Bird, OBE, The Bird Group of Companies.
 - (ix) Tony Brooker, Brooker Properties Limited.
- 2.3 Secondly, a Working Group which has officer representation from the Town, District and County Councils, the Royal Shakespeare Company, the Shakespeare Birthplace Trust, the Stratford Town Trust and others. The Working Group receives consultation information from other individuals including the Stratford Vision Group that, in line with several of the larger towns in the District, was set up before World Class Stratford got underway.

3. Phase One Bid

- 3.1 The Phase One Bid to Advantage West Midlands is for just under £5million for the projects in the Waterfront Masterplan most closely associated with the development of the Royal Shakespeare Company's theatres. These are the Bancroft Gardens re-design, the rationalising of the car parking on the Recreation Ground, a way-marking scheme, the access only scheme to Waterside and Southern Lane, and a new pedestrian and cycle bridge.
- 3.2 The Bancroft Gardens, a highly used amenity, will benefit from a re-configuration to assist with pedestrian movement and encourage visitors to explore more widely around the town. The District Council, which owns the land, will lead on the project, and will shortly be engaging landscape architects to work up a detailed design. The District Council will also lead on the work to the car park on the Recreation Ground, relocating the over-spill car parking and improving the environment to the north of the Recreation Ground.
- 3.3 The proposal for the way-marking signage scheme has come from the Renaissance Group, which in itself came from the Stratford Market Town Health-check process from two years ago. The scheme is relatively inexpensive, but should bring with it real benefits in directing visitors around the town.
- 3.4 The proposed river bridge and the 'access only' scheme to Waterside and Southern Lane will be led by the County Council as the Highway Authority. The bridge will be subject to a Royal Institute of British Architects (RIBA) led competition, commencing in the Spring of 2006. The competition process will include a considerable amount of public consultation. It is important to note that the current proposed location is downstream from the position originally proposed in the Waterfront Masterplan. It is currently being suggested that the bridge be placed on the bend in the river, between the theatres and the church, near the existing ferry crossing. The ferry would then be relocated to a position closer to the theatre. A visualisation will be displayed at the meeting.

- 3.5 Outline approval of the bid was announced in October 2005. During the first three months of 2006, Advantage West Midlands will be considering the full application, with a view to funds being available from April 2006.

4. Urban Design Framework

- 4.1 A key part of World Class Stratford is the development of an Urban Design Framework, which will be a document similar to the Waterfront Masterplan, but covering the whole of Stratford-upon-Avon. The cost of the work is circa £300,000. Warwickshire County Council is contributing £50,000 to the project, the Stratford Town Trust £25,000 the Birthplace Trust £10,000, with the balance being met by the District Council. It is hoped that the Stratford-upon-Avon Town Council and the Arts Council may also make a contribution.
- 4.2 An advertisement was placed in the European Journal to attract the leading urban design/engineering partnerships. Over 20 expressed an interest. Interviews with four were held, with representatives from the County Council on the panel. Negotiations are underway at the time of writing with the winning consultants, prior to their appointment being announced.
- 4.3 The Urban Design Framework process will take up to a year, including a detailed public consultation process. The winning consultants will be guided by an officer client group. Once complete, it is hoped it can be adopted as a Supplementary Planning document by the District Council.

5. Phase Two Bid

- 5.1 The adoption of the Urban Design Framework will hopefully lead to a Phase Two Bid to Advantage West Midlands for significant sums of money. It is hoped that something in the order of £20 million will be applied for, leveraging in up to another £80 million from private investment.
- 5.2 The programme of works will extend for many years ahead. Phase One may not be complete until 2010, with Phase Two following on. Further reports on the progress of the projects will be brought to the Committee as the scheme progresses as necessary.

JOHN DEEGAN
Strategic Director of Environment and Economy
Shire Hall
Warwick

2nd January 2006