



NEWS RELEASE

25 July 2007

Stratford District Council adopts final amendments to World Class Stratford Masterplan

Urban Design Framework to become Supplementary Planning Guidance

A full meeting of Stratford District Council this week (Monday 23 July) voted to adopt final amendments to the World Class Stratford Urban Design Framework (UDF), the document which forms the masterplan for the multi-million pound upgrading and improvement to key areas and facilities in the town.

The decision now means that proposals contained in the UDF, developed in partnership with Warwickshire County Council and Stratford's Town Management Partnership, have been adopted as Supplementary Planning Guidance by the District Council.

Councillor Les Topham, leader of Stratford-on-Avon District Council and chairman of the World Class Stratford Strategy Group, said that the decision was a significant milestone in the timetable towards substantial and much-needed improvements taking place.

“By adopting the Urban Design Framework the council has accepted the detailed proposals developed by the World Class Stratford Strategy Group that will guide the long term enhancement of the town. No one should underestimate how important this project will be for the continued prosperity and economic stability of Stratford. We now have a once-in-a-generation opportunity to safeguard and secure the future and I am delighted that the great majority of members have given their endorsement to this process.”

Councillor Chris Saint, Economic Development Portfolio Holder for Warwickshire County Council, also welcomed the decision, saying: “This is a positive and far-reaching decision that paves the way for a clear vision for the town. By adopting the UDF as Supplementary Planning Guidance, the District Council has made a long term commitment to the improvement of Stratford and to working closely with the County Council, Advantage West Midlands and other partners to turn the vision into reality.”

The UDF is a detailed and comprehensive document which forms the blueprint for the multi-million pound, long-term and sustainable upgrading of Stratford in a way that adds to and improves the town, while respecting and preserving its unique character.

The next, and final stage of political adoption of the UDF will come when it goes before a meeting of Warwickshire County Council's Cabinet on Thursday 6 September.

Cattle Market decision

During a closed session of Monday's District Council meeting it was decided not to ratify a bid for the potential purchase by the District Council of the Cattle Market site.

"There are confidentiality aspects involved with this matter that prevent me from going into specific detail, but circumstances have changed to the extent that putting forward a bid would have potential risks associated with it for the public purse, which we did not feel comfortable in taking," explained Cllr Topham.

"It's disappointing that on this occasion we were not able to proceed but I still believe the site can and will play an important role in the future development of the town," he added.

Ends

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About World Class Stratford

The World Class Stratford vision comprises:

- Facilitating the development of Stratford as a centre of excellence for a range of functions, including education, culture, leisure and tourism
- Ensuring Stratford remains as one of the country's pre-eminent cultural destinations by improving the quality and variety of the visitor experience to world-class standards
- Ensuring that Stratford meets the challenge to be the most significant and rewarding place for experiencing Shakespeare's legacy and genius
- Affirming the perception of Stratford's unique qualities and attractiveness by seeking to achieve World Heritage Site status
- Improving the ways Stratford's historical, architectural and landscape heritage is conserved, interpreted and presented
- Identifying and maintaining a strong sense of place and local distinctiveness in all new development
- Ensuring an adequate supply of affordable housing
- Identifying how to co-ordinate new developments and public spaces to create a distinctive whole, integrated with the existing fabric of the town
- Improving the publicly accessible areas and their connectivity within Stratford in order to enhance the visitor experience and create an environment that will support business growth and job creation
- Working with partners to improve traffic movement in and around Stratford and create an effective public transport interchange