

Notes from the Stratford Society/Business Improvement District

Transport & Parking Group Meeting

10am Wednesday 7 September

Present: Roger Bennett (WCC), Elizabeth Dixon (AS), Jenny Fradgley (STC, SDC), Chris Gregory (Stratforward), Ian Heggie (SS, Chair), Martyn Luscombe (Stratford Voice), Robin Sankey (SS), Pat Whitehouse (Retailers), Yvette Widdowfield (SDC).

1. **Apologies:** Roger Davies (SS), Keith Lloyd (STC), Kate Rolfe (WCC).
2. **Minutes of 11 June** were agreed.
3. **Matters arising** were covered in the Agenda.
4. **STC representative:** Cllr Keith Lloyd has officially joined the group.
5. **Lucy's Mill:** ML reported that Lloyd Beesley (LB) had met residents about the bridge who in principle agreed with the proposals and had been invited to become partners in the project. He suggested a feasibility study, based on a terms of reference prepared by Sustrans, costing around £10K. The meeting urged him to speak to WCC, as minuted previously, followed by STC and, when practical, to make a presentation to the Community forum. Concerns were expressed about the £10 K cost – was it sufficient to complete a credible study. *RB will explore likely cost of study with WCC.*
6. **Historic Spine Signage survey:** Paper prepared and used as the basis for an on-site walk with RB (WCC). Agreed changes would be addressed as necessary but the temporary signage will be removed shortly. No extra funding available apart from emerging High Street proposals for which funding was being sought. CG asked for clarification on timing of High Street project. RB said it was likely to be advertised in December with implementation next April but dependant on possible objections and the joint WCC/SDC Area Committee reaction to them. Review likely to be undertaken of the electronic parking signage which was nearing the end of its life. This would be carried out in the next 18 months which was felt to be too far away. It should be linked in with completion of Historic Spine project planned for 2016. *Further survey on signage in Greenhill, Bridge and Sheep Streets proposed by IH and JF.*
7. **Systems Thinking Project:** IH reported on good progress. YW described naming and branding car parks to ensure motorists approaching the town could find them on a map (where is Unicorn Meadow?) and were directed to the nearest spaces. Proposed changes to car park tariffs include having a single tariff, together with new all day, 24 and 72 hour rates, but overall proposed changes have to be revenue neutral (i.e., overall revenue has to remain the same). Different payment options were being considered to embrace new technology. A final paper will be produced for consideration by Cabinet. The SDC web site map has been updated to show all car parks – both public and private – and a further development should show the charging regime when the cursor was held over each car park.

It was suggested that the Town Ambassador scheme, previously run by STMP, should be re-instated for training CEOs (parking attendants) and others. *CG to*

discuss with his Board with a view to Stratforward becoming the 'organisers'. Agreed it would be a useful tool.

8. **Residents Parking Survey:** Agreed that the proposed STC follow-up survey should cover all areas of the town, not just Old Town and Albany Road. JF hoped the survey could be distributed, as previously, with the next STC newsletter.
9. **Stratford Society:** A reminder that all of the group's information, including agendas and minutes, is now regularly posted on the SS web site.
10. **WCC P&R / Coach Study:** The final reports on the feasibility studies have now been prepared and presented to the Steering Group. *ED has obtained copies of the reports and electronic copies of both Final Reports and Executive Summaries will be circulated to all members of the T&P group and will be discussed at the next group meeting.*
11. **Future meeting dates:** IH to distribute for agreement.
12. **Candidates for Chairman:** IH suggested, since he had been Chairman for 11 years (first under the SS, then the STMP and now SS/BID), consideration should be given to others. Following Jonathan Birkett's resignation from Stratforward, a new Vice Chairman should also be appointed. Agreed that IH is the best person for the role and that CG should be Vice Chairman.
13. **AOB:** None.

Next Meeting: Wednesday, 12 October.