Appendix 3 - SUMMARY OF THE PROPOSALS

The Working Party has met three times since it was re-convened with each meeting have a specific purpose. The first to introduce the process and to emphasize the success of the partnership working in the delivery of the previous masterplan. The second, to review the outcomes of the SWOT analysis and agree the priorities for moving forward. The third, to table outline proposals and to seek a broad group consensus moving to a wider consultation process on the identified priorities. Though the SWOT analysis identified more weaknesses than strengths, it also identified a greater range of opportunities than threats. The Working Party has focused on the opportunities and has quickly come to an agreed position for on a potential 10-year development plan for St. Mary's Lands.

The consultants, Plincke have facilitated a number of workshops with the key stakeholders, including council officers, to ensure that the proposals represent a realistic development strategy that can command local respect. It needs to be recognized that these are outline proposals and that considerable development of the ideas will be required to ensure that the scheme comes to fruition. Core elements of the Working Party's proposals include:

1. Access Improvements: improved footpath connections in the southwest corner between Gog Brook and the stables and better way marking of footpaths generally across the site. Reason: to ensure that access is improved from the southwest and footpaths are more clearly designated across the site.
2. Playing Field Improvements: improved drainage via soakaways to the two pitches on the Common. Reason: to support increased use and access to sports.
3. Flood Alleviation: ensure that the storm water retention basins are keep free of silt. Reason: to preserve the maximum capacity of the flood alleviation works.
4. Expansion of the Caravan Club: consider the possibility of using the stables horsebox / coach park as a location for expansion of the caravan club when not being used on race days. Reason: to provide an opportunity at peak times, such as Bank Holidays, to have increased caravan provision.
5. Corp of Drums: investment into the building's repair to maintain a fit a for purpose facility. Reason: to support a community facing organization meet the needs of up=grading its built facilities.
6. Community Hub: seek to expand the role of Warwick Racing Football Club as a community hub that incorporates play for ranges of toddlers to early teens in an accessible and well-supervised location. Reason: to create a much needed play facility accessible to the Forbes Estate

and encourage a pathway to sport by linking play and active sports on a shared site.

7. Multi-use Games Area: provide a junior level all-year round games area for a variety of sports including netball and 5-aside football. Reason: to expand the sporting opportunities on the site and in particular an all season facility.
8. Hotel Development: the working party have identified a location for a hotel development that all can support. The proposed location would enjoy views over both the Cricket Ground and the racecourse / Common. It would utilise the long-stay parking and potentially incorporate part of the racecourse facilities. The proposed form is an L shape configuration to mitigate a single long façade and could incorporate a health club and conferencing facilities. Synergy with a conference style hotel and the utilization of facilities at the racecourse is seen to be high. The proposed location would be a catalyst for up-grading the streetscape of Hampton Road and making improvements to a walking / cycling route via the racecourse to the town centre. Reasons: to support the economic vitality of the town centre. It must be noted that the hotel demand is primarily a Council objective and is not being proposed by the Jockey Club though they have expressed an interest in joining the Council in reviewing a development proposal.
9. Surfacing the Long-Stay Car park: complete the surfacing of the long-stay car park. Reason: to support the hotel development and ensure that there is a net increase in properly surfaced parking.
10. New Cycle Link: a new 'Permissive' cycle path linking up the existing cycle path network by creating a link through the racecourse. Though the route is a not public rights of way and the public do not have a legal right to use it, it will complete an important gap in connecting other public rights of way. As permissive paths are not public rights of way, the racecourse may impose conditions on its use, such as times of use and closures on race days. The current outline agreement is that the route would be open on non-race days from 7.30am to 7.30pm. Reason: to link an existing gap in the current cycling network and encourage cycling.
11. Expansion of the Caravan Club: the rationalistaion of existing buildings on the caravan club site would enable an increase in caravan pitches and improved amenity. Reason: to meet the needs of the club to expand without encroaching outside of its current hedged enclosure.
12. Entrance Improvements: undertake a comprehensive improvement scheme to the entrance, including new turnstiles building that could also serve as an information point, small café and toilets, public realm improvements, signage and tree planting. The relocation of the site manager's accommodation would improve the views and amenity value. Reason: to enhance the quality of the public realm within the Conservation Area and improve the visual amenity.

13. Increased Short Stay Parking: extend the short-stay car parking provision to provide an additional 30-spaces. Reason: to rationalize the current arrangement of hard surfaces, to compensate for the loss of 10-spaces to create the new cycle route (20-spaces net gain) to provide additional parking close to the town centre in preparation for the loss of spaces at Linen Street multi-storey car park.
14. Improve the Frontage to Hill Close Gardens: undertake landscape improvement works to the frontage of Hill Close Gardens more in keeping with the characteristics of the town edge. Reason: to better promote the gardens and create an environment that is sensitive to their Grade II* status (a site of more than special interest).
15. Improvements to the Golf Centre: consider options for improving the golf centre including re-modeling the golf-driving range, replacement club house building and a small area of car parking directly opposite the facility. Reason: to maintain the range of sports available in the town, to ensure that the facility is fit for purpose and to develop synergy with other potential developments such as the hotel development.
16. Cycle Link: enhance the footpath and create a cycle route connection via St. Mary's Lands to connect with Warwick Parkway station and the Birmingham Road cycle way improvements. The scheme will require the minor adaptation of the existing footbridge over the railway. Reason: to support sustainable travel options and increase the accessibility between the town centre and Warwick Parkway.
17. Enhance the Reservoir: integrate the reservoir as a potential landscape feature into the Jubilee Woods area. Reason: to increase the biodiversity of the site and enhance the landscape and visual amenity.
18. Comprehensive Management Plan Review: update the management plan with recommendations for smaller scale improvements, such as improved seating, information boards, and management to support increasing the site's biodiversity. The proposals can also address the needs of the model aeroplane flyers for an improved grassed takeoff / landing strip. Reason: to ensure that the management plan is reviewed periodically and updated to meet the needs of users as these evolve and to ensure that the landscape character is preserved. The management plan review will update the changes in the site since its first production in 2003, including the extension of the Conservation Area and designation as a Local Nature Reserve

In summary the masterplan represents a balanced response to the opportunities and threats posed at St. Mary's Lands. It recognizes the need to invest in developments that support the wider economy, such as the hotel

and expansion of the caravan club but that these developments must respond to the sense of place and the multi-purpose sporting, recreational and leisure use of the open space. The need to plan for the replacement of obsolete facilities, in particular at the Golf Centre and turnstiles building affords the opportunity to significantly address the poor quality and often ad-hoc decisions of the past with an approach that is more in keeping with the Conservation Area. Common ground has been found on all these issues across the range of interests represented by the Working Party. This high level of consensus provides the Council with the confidence that the scheme is ready and deserving of a wider public consultation process to keep members of the public informed of the proposed developments.

Appendix 4 - OUTLINE OF THE CONSULTATION STRATEGY

The members of the St. Mary's Lands Working Party have developed an updated masterplan upon which they all agree to be a constructive way forward. The Working Party recognize that whilst there is still much to do to test the content of the masterplan, it would be beneficial to more widely consult on the masterplan at this juncture to build awareness of the proposals and seek additional input. The proposed form of the consultation has been agreed with the Working Party and it is hoped that the members of the Working Party will play a direct role in the consultation. The purpose of the Working Party being involved in the consultation is an important element in re-establishing the partnership approach that was a key success in the previous masterplan's delivery. The group has agreed to four key stages of consultation as follows:

i. A presentation event to launch the masterplan proposals to key stakeholders including Council Members, Town Council, Chamber of Commerce and Civic Societies. (wk 1) followed by press releases announcing the details of the project.

   The purpose of the event is to build project awareness among key stakeholders and to identify what potential synergy might exist with other initiatives through information sharing.

ii. An article spread in the (Warwick Courier?) setting out the main content of the masterplan including how to find more about the scheme and the dates of the exhibition drop-in. (wk 2)

   The purpose of the article is to ensure that a large audience is made aware of the proposals and that the consultation event is well publicised.

iii. A drop-in exhibition event over a weekday evening and a weekend in the town centre (venue to be agreed), attended by representatives of the Working Group and with displays of the proposals. A means of capturing the feedback of the attendees will be made, such as a short comment cards and more detailed questionnaires.

   The purpose of the event is to enable more detailed comments and views to be gathered from the general public. (wk 3)

iv. An on-line version of the proposals will be downloadable from the WDC website and simple on-line questionnaire to record comments and feedback. The on-line version will be published broadly

concurrent with the (Courier?) article spread (wk 2) and remain on-line for up to 6 weeks.

The purpose of this type of consultation is to make the proposals available to those who wish to comment but who are either unable to attend the drop-in exhibition or prefer to access the information digitally.

The four stages of the consultation over a 6-week period is seen to be appropriate given the importance of the St. Mary's Lands project and this 'multi-layered' approach is intended to engage with a broad cross-section of the community. The results of the consultation will be written up for the Executive Members review.

Appendix 5 – Next Steps

1. Short term actions

- Liaison with regards the working group, allow for two number extra meetings, one prior to the consultation exercise beginning (to endorse the and changes / development of proposals before consulting & consider how the steering group is involved in the consultation) and one after the consultation to review the outcomes and plan the way forward. Including prior-preparation and materials: 18 hours @£90 = £1,620.00
- Attendance at the stakeholder event meeting and preparation of material to present.
  6 hours @£90 = £540.00
- Liaison with key council officers, including planning and economic development to set out the initial risk assessment for the hotel development: 8 hours @£90.00 = £720.00
- 2 X Site meetings (WDC and Hill Close Gardens) and WDC, Racecourse, FoSML to develop signage, access improvements and preferred locations for seating / interpretation. 10 hours @£90.00 = £900.00.
- Scheme development of cycle lane options and extension to car park at main entrance, 10 hours @£90.00 + 8 hours @£50.00 = £1,300.00.

Total fee for these immediate next stages: £5,080.00 inclusive of expenses but excluding vat (£19,965.00 in total) which can be funded from the existing sum for the work on the scheme of £20,000.

2. Project Management – there is a need for a role to maintain the consultation process, working with the key stakeholders, and acting as the point of coordination for the individual project elements, including liaison with planning and statutory consultees. It is possible to see that the time allowance will vary over the coming months and that it may be best to agree a maximum number of hours per week and reconcile the actual amount used on a monthly basis. In effect the role would be similar to a secondment to the Council to act as its representative to coordinate the project development. It is estimated that it would need an estimated 6-hours a week, equating to £540 a week. Based on a 46-week year, that would equal £24,840.00 for the next year. This ought to be sufficient time to finalise the project details and have a clearer definition of timescales, costings and funding sources whilst any early wins could be well progressed within the next year period.

It is suggested that in order to maintain momentum that an exemption from the Code of Procurement is sought to maintain Plincke's services in

this role in which it has performed exceptionally well. There is no funding for this work which would be needed from the Council's Contingency Budget or Service Transformation Reserve.

3. Design services to progress details of the projects. It is likely that the masterplan will be delivered incrementally via a series of smaller projects as and when the funding is available and in some cases following planning consents. The Council requires design assistance to develop the technical aspects of these contract packages to achieve cost certainty, approvals, obtain tenders and act as the Council's agent during the on-site phase. Alongside the development of the masterplan, some early quick wins are envisaged. These can be developed over the next 18 months and help build momentum behind the plan. The projects that can be progressed are likely to include the implementation of the cycleway connection (Hampton Road to Saltisford Brook), the creation of additional car parking at the Saltisford Brook car park and public realm enhancement works at the main entrance alongside the development of design ideas for the new Racecourse turn stiles building. In addition to these three projects, other aspects of the masterplan may require more detailed design proposal to assist with feasibility testing and funding applications over the next 12-months. It is likely that the design services will involve a lead design consultant who may bring in specialist skills such as highways and traffic design as and when needed as sub-consultants to minimise the costs to the Council of separate procurement processes. The fees for design services can be based on a percentage of the actual project costs. Whilst it is hard to estimate the order of fees at this stage, a preliminary budget of £50,000 would go a long way to delivering the quick wins in the next 18 months.

In terms of procurement, it is appropriate to run a tender process in the next 2 - 3 months to appoint a design consultant. This work is similarly unfunded and would need to come from the Contingency Budget or Service Transformation Reserve.