

SUDBURY STEERING GROUP

Working towards a shared vision for Sudbury: "A local destination town, providing leisure, shopping, cultural experiences and a night time economy"

AGENDA

FRIDAY 5th JUNE 2015

4.00 PM – 6.00 PM

THE PAVILION, THE BRIDGE PROJECT

1. Welcome **Simon Barrett – Chair**
2. Apologies
3. Notes from 20th March 2015 meeting and matters arising
4. Election of Vice Chair and term for Chair and Vice Chair
5. The role and terms of reference of the Steering Group and current membership
Simon Barrett/Lindsay Barker
6. Reviewing current and setting future priorities for 2015/2016 - Simon Barrett
7. Vision: Heritage and Tourism Strategy for Sudbury – Mark Bills
Destination Management Organisation & Wool Town initiatives – how these can complement a Heritage and Tourism Strategy for Sudbury and how does the Steering Group want to be involved – Lindsay Barker
8. Vision: Wider vision for Sudbury and future engagement with Local Plan – Lindsey Barker
9. Update from Sudbury Town Team – Chris Storey
10. Update on Belle Vue House & former swimming pool site – Lindsay Barker/Sue Dawes
11. Bus Station looking at alternatives – Suzanne Buck
Linking to Hamilton Road Quarter Regeneration site – Lindsay Barker
Community Engagement – Bus Station options and HRQ – Lindsay Barker/Sue Dawes
12. Date of next meeting

**SUDBURY STEERING GROUP MEETING,
THURSDAY 5th JUNE 2015
MAIN NOTES AND ACTIONS**

In Attendance

Steering Group Members:

Simon Barrett (SBa) - BDC Ward Member
Lesley Ford-Platt (LP) – Sudbury Market Town Partnership
Mark Bills (MB) – Gainsborough House
Lorna Hoey (LH) – Sudbury Society
Suzanne Buck (SB) – Suffolk County Council
Chris Storey (CS) – Chamber of Commerce
John Sayers (JS) – Suffolk County Council

Advisory / Support Officers.

Lindsay Barker (LB) – BDC/MSDC
Sue Dawes (SD) - BDC/MSDC
Jacqui Howells (JH) STC
Melanie Yolland (MY) – BDC/MSDC

Invited Guests

James Finch – SCC Cabinet Member for Roads & Transport
Kathryn Grandon – BDC Ward Member, Hadleigh Steering Group

Items under Part 1

1. Welcome by Chair and round table introductions

2. Apologies – Colin Spence, John Sayers attended as substitute. No member representative from Sudbury Town Council, representative still to be elected.

3. Notes from 20th March meeting agreed. No matters arising.

4. Election of Vice Chair and term for Chair and Vice Chair

David Holland was appointed Vice Chair and the term of appointment for Chair and Vice Chair would be a 12 month period.

See presentation for agenda items 5, 6, 7, 8 and 11 on the following [link](#)
See SCC presentation for agenda item 11 on the following [link](#)

5. The role and terms of reference of the Steering Group and current membership

Update position in terms of membership and role provided by Sba and LB (see link above)

6. Reviewing current and setting future priorities for 2015/2016

Update on current project priorities provided by Sba with some thoughts on future focus. (see link above)

Action: Group members to feed back at next meeting priorities for discussion and consideration

7. Vision: Heritage and Tourism Strategy

MB provided an update on Gainsborough's House current marketing together with its growth plans and future lottery bid reminding the group that Gainsborough's House should not be looked at as an island with its identity needing to be tied to the town. To aid success of the bid to funders, including Lottery and potentially New Anglia LEP the project needs to be part of a wider town strategy with bigger infrastructure being included as well as the cultural offer and felt it would be good for the Steering Group to develop a vision and action plan. This joint up approach could provide the catalyst for pulling funds to Sudbury.

Gainsborough's House bid to lottery is expected October 2015.

It was acknowledged that Gainsborough's House and Sudbury's profile has been raised at Parliament by James Cartlige MP.

It was agreed that MB's idea should be embraced and that a small group is formed to take this forward quickly ensuring collaboration with Essex and the Dedham Vale & Stour Valley who have produced the "Managing Masterpiece Project"

Action: Small team meeting outside of this meeting MB to initially progress. Small group to take this forward to include, Simon Barrett/David Holland, Nick Ward, Heritage BDC and Robin Drury, Sudbury Society who will call on other people as and when appropriate.

Feed back to Steering Group at appropriate time.

Destination Management Organisations (DMO's)

A brief update was provided by LB main points being it was for the tourism industries to work out boundaries for DMO's with options open. These would sit below the Suffolk Branding with joint packaging. Confirmation that a DMO would need to be wider than Sudbury itself.

A new appointment for a dedicated officer to progress DMO's in Babergh and Mid Suffolk has been agreed for a period of three years.

Agreed: Once the officer is in post for them to attend a future meeting to update and involve the steering group as appropriate.

(see link above)

8. Vision: Wider Vision for Sudbury and future engagement with Local Plan

LB provided an overview of where Babergh is with the Local Plan Process and asked the Steering Group if it felt a wider vision for Sudbury is needed and what role it wanted to take. (see link above)

Agreed: Steering Group want to support and shape a wider vision recognising this needs to involve more people outside of this group, nevertheless the steering group has an important role to play.

The Group was keen to encompass a mechanism for Sudbury town and surrounding area in

the Planning Framework which doesn't tie us up for years such as an AAP or Neighbourhood Plan might do.

It was also felt the importance of the bypass and timescale together with impact on how the town centre would develop and accommodate growth is considered as part of this work.

The Steering Group was happy for BDC to work on this outside of the meeting and report back.

Actions:

A task and finish piece of work should be undertaken, to identify Steering Group part to play in Local Plan going forward.

LB to ask Bill Newman (BDC Spatial Strategy) to put a proposal together for sharing with Steering Group and others to see what it might look like.

9. Update from Sudbury Town Team

CS provided an update on Town Team activities, work ongoing with the Taste of Sudbury Event with a call for volunteers to help on the day. Currently a replacement for Jan Osborne on the Management Team is being pursued.

10. Update Belle Vue House and former swimming pool site

An update was provided by LB in capacity of landowner side, ACV interest to bid received and validated which has now enacted the second part of the moratorium period which ends on 2nd October. The bid will follow the same evaluation process to those received during the open tender process. BDC will make its decision shortly after 2nd October

11. Bus Station – looking at alternatives linking to Hamilton Road Quarter

SBU presented the alternative concept options for bus station (see presentation link above)

The sole purpose for looking for alternative concept option is to facilitate the regeneration of the Hamilton Road Quarter the current location is a barrier to development and impacts on viability. LB advised if support to resite the bus station is received a programme of future works can be put together to help develop Hamilton Road Quarter.

Following a discussion on the concepts the Steering Group confirmed its preferred option to be Option 7 – split option Gt Eastern Road and Girling Street.

Agreed: That an exhibition outlining the preferred Option 7 should be undertaken early July, a two week exhibition which will show the options considered and explain the reason for the preferred option. Further work on developing the option combined with objectives of Policy SD06 is undertaken by SBU.

Actions:

**SD to book Town Hall for venue and agree dates with Steering Group Chairman
SD in liaison with SBU to prepare exhibition material for Steering Group comments.
SBU to provide a programme and indicative timescales for SCC to progress further option 7.**

Update – Exhibition dates confirmed 2nd July – 17th July with venue being Sudbury Town Hall.

Launch 2nd July @ 2pm followed by 4pm Steering Group meeting to focus on Exhibition and received feedback from members of the public.

12. Date of next meeting 2nd July (alternative date to 3rd July)

Short Agenda to focus on Exhibition

Agenda items identified for next meeting will now be covered at the September meeting. These include: Work plan, Heritage and Tourism Strategy, DMO's and Town Centre Workshop – following retail study findings.

Signed as true record

Dated