

Stratford Neighbourhood Plan Topline Survey Results 2013

1190 were returned from Stratford-upon-Avon residents during June and July 2013 via online, dropping them in to the Town Hall or District Council offices, or returning them via Freepost.

Topline results are shown in the same order as how the questions and options were asked and are yet to be put in rank order.

1. Are you? PLEASE TICK ONE BOX ONLY.

572 (49%) *Male*

600 (51%) *Female*

2. What was your age in YEARS last birthday? PLEASE TYPE IN BOX.

Up to 24	20 (2%)
25-34	48 (4%)
35-44	117 (10%)
45-54	193 (17%)
55-65	272 (23%)
66-74	329 (28%)
75 plus	180 (16%)

3. How long have you and your family lived in YEARS in Stratford? PLEASE TYPE IN BOX.

Up to 10	126 (11%)
11-20	255 (22%)
21-30	226 (19%)
31-40	166 (14%)
41-50	153 (13%)
More than 50 years	243 (21%)

4. Please enter the number of MALES in your household in each age group. PLEASE TYPE IN BOXES BELOW.

0-4	87 (6%)
5-10	62 (5%)
11-15	63 (5%)
16-17	40 (3%)
18-24	68 (5%)
25-44	184 (13%)
45-59	249 (18%)
60-64	157 (11%)
65-74	289 (21%)
75-84	141 (10%)
85+	39 (3%)

Please enter the number of FEMALES in your household in each age group. PLEASE TYPE IN BOXES BELOW.

0-4	72 (5%)
5-10	56 (4%)
11-15	70 (5%)
16-17	37 (3%)
18-24	66 (5%)
25-44	197 (14%)
45-59	272 (20%)
60-64	141 (10%)
65-74	298 (21%)
75-84	142 (10%)
85+	37 (3%)

5. What is your postcode? PLEASE TYPE IN BOX BELOW.

To follow

HOUSING

Stratford-upon-Avon is a wonderful place to live, set in attractive countryside. As a result people chose to settle here which creates demand for housing. Over the last few years this has resulted in a lot of development creating urban sprawl and problems with infrastructure. The age profile of Stratford is also different from the Country as a whole, with a shortage of residents in the 18-35 age range.

The role of a Neighbourhood Plan (NP) is not to prevent future development. The District Council will decide how many houses will be built in Stratford during the plan period but this NP is a mechanism for Townspeople to influence where development should go and to set design priorities.

We are suggesting that new homes should be built on "brownfield" land which has already been developed (e.g. by regenerating the canal area) instead of building on greenfield sites.

6. There are 6 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 3 boxes only to indicate which are the highest priority to work towards first.

- 545 (47%) *Identify suitable sites for the housing allocation for Stratford-upon-Avon as required by the Stratford-on-Avon District Core Strategy*
- 548 (48%) *Provide a wide range of different housing types across all tenures to suit the demographic requirements of Stratford-upon-Avon*
- 445 (39%) *Provide a greater range of affordable housing*
- 804 (70%) *Integrate new housing into the character and appearance of the Town and the immediate environs of the proposed development*
- 312 (27%) *Integrate sustainable and safe design in new development*
- 566 (49%) *Promote development that enhances the canal as a desirable feature of the town*

7. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
Make best use of land by regenerating already developed ("brownfield") land for housing before building on open fields	1129 (98%)	12 (1%)	13 (1%)
Minimise housing development on the edge of the town	847 (76%)	115 (10%)	154 (14%)
Prevent housing development in back gardens	754 (67%)	190 (17%)	187 (17%)
Minimise the need to use the private car by providing pedestrian and cycle access to services	906 (79%)	122 (11%)	116 (10%)
Provide housing which attracts younger people and families in the 18 to 35 age group	708 (62%)	139 (12%)	295 (26%)
Provide a wide range of housing types	901 (80%)	91 (8%)	138 (12%)
Developments of more than 9 dwellings to incorporate a minimum of 35% affordable housing	513 (45%)	397 (35%)	220 (19%)
All new development in Conservation Areas to respect the layout, design, character and appearance of its surroundings	1087 (95%)	31 (3%)	25 (2%)
All new development in Stratford Town and Alveston to agree with the existing Town Design Statement and Village Design Statement respectively	800 (71%)	36 (3%)	287 (26%)
Housing density and building heights to reduce towards the edge of town	856 (75%)	79 (7%)	204 (18%)

Development sizes should be limited to 80 houses unless accompanied by a master plan which delivers substantial benefits	963 (84%)	77 (7%)	101 (9%)
All new residential development to be designed in accordance with the Lifetime Homes Standard 2010 and be designed in accordance with the advice in 'Safer Places - Secured by Design'	741 (66%)	22 (2%)	367 (32%)
Relocate inappropriate uses and development from the canal side to more appropriate locations	805 (71%)	88 (8%)	233 (21%)
Concentrate new development along the canal primarily as residential and mixed use	788 (69%)	130 (11%)	217 (19%)
Provide a continuous corridor along the canal incorporating landscaping and pedestrian and cycle access	1026 (89%)	42 (4%)	83 (7%)
New development to front onto the canal to enhance appearance and make a safer environment	935 (82%)	69 (6%)	136 (12%)

8. Please type in the box below any alternative “suggested solutions” you may have in relation to housing.

455 comments

EMPLOYMENT

Stratford-upon-Avon currently enjoys relatively high levels of employment. We would like this to continue as the town grows. The NP focus is therefore on retaining existing employers in the town as well as attracting additional high value-added employment.

The Employment Land Study in 2011 recommended that there is a need for additional employment land in the form of a business park in Stratford-upon-Avon. One solution would be for the development of a business park close to the A46 and the new railway station. This would be an opportunity to remove un-neighbourly or poorly sited uses from current industrial estates near the Town Centre and relocate them to a more sustainable location. It would also allow lorries to access these businesses directly from the A46 without passing through town.

9. There are 4 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 2 boxes only to indicate which are the highest priority to work towards first.

863 (76%) *Attract high quality employment and re-invigorate the employment opportunities in Stratford-upon-Avon*

704 (62%) *Provide land for businesses displaced from unsuitable locations in the Town and retain major employers in Stratford as they grow or their requirements change*

210 (19%) *Reduce travel distances*

404 (36%) *Capitalise on Shakespeare and the Town's international brand recognition for employment creation*

- 10. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...**

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
Encourage the provision of good quality buildings in accessible and sustainable locations	1006 (91%)	25 (2%)	72 (7%)
Support the creation of a Business Park in the outskirts of the town close to good transport links and the A46	787 (71%)	193 (17%)	132 (12%)
Support mixed use residential with small offices and studios as appropriate, such as live/work units	699 (63%)	178 (16%)	225 (20%)
Support appropriate development which creates employment connected with culture, media or tourism	833 (75%)	79 (7%)	202 (18%)

- 11. Please type in the box below any alternative “suggested solutions” you may have in relation to employment.**

287 comments

TOWN CENTRE

Stratford has an historic town centre with a rich past. Its heritage comes from being a market town as well as being the place of Shakespeare's birth. In many ways the town centre works and is successful. It remains popular with its residents, its tourists and theatre lovers.

The NP needs to ensure that future development is conducted in a coordinated manner to support retail, protect the town's heritage and encourage tourism without being dominated by it; a town that residents and visitors can access, move about in and enjoy.

12. There are 5 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 2 boxes only to indicate which are the highest priority to work towards first.

822 (71%) *Ensure the Town is a flourishing shopping and commercial centre*

696 (60%) *Protect Town Centre Heritage*

181 (16%) *Tourism*

448 (39%) *Access and Moving Around*

126 (11%) *Housing in the Town Centre*

13. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
Ensure a coordinated approach to retail development	1030 (91%)	17 (2%)	82 (7%)
Improve Rother market area to draw footfall through Town Square	830 (74%)	104 (9%)	182 (16%)
Support amended proposals for Town Square, if submitted, which are good quality and compatible with an historic town centre	961 (85%)	67 (6%)	99 (9%)
Support proposals, if submitted, to extend Town Square into the existing car park if another car park is provided nearby	555 (49%)	346 (31%)	227 (20%)
Prioritise shopping in Sheep Street (north side) Wood Street and Greenhill Street	649 (58%)	157 (14%)	315 (28%)
New developments to include designated shopping units (or areas) for independent local traders	918 (81%)	79 (7%)	139 (12%)
Limit out of town retail development and do not permit additional out of town supermarkets	911 (80%)	160 (14%)	74 (6%)
Designate the Birmingham Road frontage from Windsor Street to the Maybird Centre as an Environmental Improvement Area. This would be limited to residential, hotel and amenity use (including cafés and restaurants) and include pavement widening, tree planting and easier pedestrian and cyclist movement	990 (86%)	92 (8%)	66 (6%)
Planning permissions for development within the town centre must meet design standards recommended by a Local Design Panel (to include members with experience of architectural practice and conservation of historic buildings)	1043 (91%)	28 (2%)	73 (6%)
Adopt the principle of shared space or other solutions resulting in more equal sharing of space between pedestrians, cyclists and traffic (e.g. exclude vehicles from some streets at certain times of the day)	818 (72%)	197 (17%)	118 (10%)

Introduce parking policies which favour town centre retail	964 (86%)	77 (7%)	83 (7%)
Where parking (including on street parking) is displaced from the town centre an equivalent number of spaces must be provided within easy walking distance from the town centre shops	941 (83%)	94 (8%)	104 (9%)
Ensure adequate on street parking is retained	817 (71%)	215 (19%)	111 (10%)
Encourage conversion of first floor premises to residential use and support inclusion of housing as part of Town Centre developments	867 (79%)	79 (7%)	146 (13%)

14. Please type in the box below any alternative “suggested solutions” you may have in relation to the town centre.

503 comments

HERITAGE

Stratford-upon-Avon is probably the best known heritage market town in the country. A number of heritage considerations have been addressed in the sections above. However, further considerations, which do not fall into the above categories, have been identified during the course of consultation.

15. There are 3 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 1 box only to indicate which is the highest priority to work towards first.

523 (47%) *Protect the buildings included along the route from The Birthplace in Henley Street to Holy Trinity Church (known as "the Historic Spine")*

293 (26%) *Recognise and Protect other areas of historic interest within the Town*

297 (27%) *Protect the attractiveness of the Bancroft and Memorial Gardens*

16. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
All buildings identified as falling within the Historic Spine to be protected from unsympathetic development	1113 (97%)	11 (1%)	25 (2%)
The shops, houses and any other property facing into the Historic Spine to be restricted re: paint, signage, external blinds and any street furniture	978 (86%)	64 (6%)	100 (9%)
Minimise road signage in the Town Centre	852 (75%)	129 (11%)	156 (14%)
Any new developments to be sympathetic to the surroundings	1115 (97%)	7 (1%)	22 (2%)
Retain free access to the open spaces between the RSC theatres and Gower memorial	1102 (96%)	6 (1%)	36 (3%)

17. Please write in the box below any alternative “suggested solutions” you may have in relation to heritage.

297 comments

ENVIRONMENT, SUSTAINABILITY AND OPEN SPACES

Stratford's green spaces are the single most important thing that people like about the town. We are therefore suggesting that existing green and open spaces need to be protected and improved, with measures to safeguard and enhance the town's biodiversity and natural environment - in particular the River Avon corridor and the town's trees.

This Plan also needs to look ahead to likely changes in future years - such as the implications of climate change, possible flooding and drainage problems, energy efficiency and sustainable construction.

- 18. There are 7 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 3 boxes only to indicate which are the highest priority to work towards first.**

- 831 (72%) *Ensure adequate open space and green areas*
- 583 (51%) *Improve open spaces and green areas*
- 595 (52%) *Maintain the town's natural environment and protect its biodiversity*
- 356 (31%) *Ensure high quality sports facilities are available within the town*
- 106 (9%) *Ensure new development is adapted for climate change*
- 604 (53%) *New developments should address any flooding or drainage problems*
- 274 (24%) *Encourage energy efficiency and sustainable development*

- 19. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...**

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
Protect existing green spaces	1135 (99%)	4 (0%)	9 (1%)
Provide open space in new developments	1055 (93%)	23 (2%)	55 (5%)
If possible, green spaces should connect to other green spaces	859 (76%)	55 (5%)	217 (19%)
Provide new food growing space, such as allotments	708 (63%)	104 (9%)	314 (28%)
Include specific proposals in the plan for improvement of existing open spaces and green areas	980 (87%)	26 (2%)	118 (10%)
Safeguard and enhance the town's biodiversity and natural habitats including the River Avon and local wildlife sites	1086 (95%)	12 (1%)	43 (4%)
Protect existing trees and plant new ones	1097 (96%)	14 (1%)	35 (3%)
Ensure suitable play provision within new housing developments	931 (82%)	43 (4%)	157 (14%)
Secure additional sports facilities for young people	834 (74%)	58 (5%)	239 (21%)
Require climate change risk assessment of new developments	692 (62%)	120 (11%)	305 (27%)
Ensure new developments include a sustainable drainage strategy	1044 (92%)	14 (1%)	77 (7%)
New developments should include proposals for exceeding minimum requirements for sustainable construction	773 (69%)	66 (6%)	279 (25%)
Encourage the local generation of renewable and low carbon energy	802 (71%)	83 (7%)	237 (21%)

- 20. Please type in the box below any alternative "suggested solutions" you may have in relation to the environment, sustainability and open spaces.**

272 comments

INFRASTRUCTURE

Stratford’s road system dates from the middle ages and the town suffers from congestion. It has a partial ring road where the A46 carries traffic to the north-west of the town, but all traffic from the south and east has to pass through the town centre. Further improvements to town centre junctions are needed, and the volume of through traffic through the town needs to be addressed.

Bus services within the town are generally good, but the lack of a bus station leads to vehicles lying over in the main streets of the town centre. It is also important that there are good inter-changes between different modes of transport – in particular at the town’s railway stations.

House building in Stratford has not been matched by the provision of school places. With more housing development planned, it is important that school provision keeps pace with the changes in population.

- 21. There are 4 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 2 boxes only to indicate which are the highest priority to work towards first.**

918 (80%) *Reduce congestion on Stratford’s roads*

430 (38%) *Provide suitable connections between parts of the town for pedestrians and cyclists*

367 (32%) *Improve transport services*

513 (45%) *Ensure adequate provision of school places*

- 22. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...**

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
Implement improvements at important town centre junctions	995 (90%)	29 (3%)	81 (7%)
Investigate options for reducing traffic on Clopton Bridge	1033 (91%)	35 (3%)	66 (6%)
Ensure roads are accessible to all	759 (70%)	120 (11%)	213 (20%)
Plan for an accessible bridge at Lucy’s Mill	710 (63%)	181 (16%)	232 (21%)
Improve pedestrian and cycle links between parts of the town	870 (78%)	60 (5%)	182 (16%)
Enhance town centre rail links and expand rail services	861 (77%)	116 (10%)	146 (13%)
Create a coach and bus hub	950 (84%)	73 (6%)	114 (10%)
Improve car parking and park & ride facilities	811 (72%)	111 (10%)	197 (18%)
Plan and allocate land to provide additional school places	805 (72%)	82 (7%)	233 (21%)
Ensure land available if expansion of services at Stratford Hospital	948 (84%)	35 (3%)	142 (13%)

- 23. Please type in the box below any alternative “suggested solutions” you may have in relation to infrastructure.**

448 comments

LEISURE AND WELLBEING AND COMMUNITY

Stratford-upon-Avon, as a major tourist destination, has theatres, restaurants, and cafes in the town centre. It has, however, fewer facilities for young people and families. Stratford's recent dramatic expansion in housing has also created a deficit in community and leisure facilities.

Stratford's population age profile is above the national average. This places a strain on the fixed budgets for health care.

- 24. There are 4 objectives that have been identified following the initial consultation phase. To help prioritise, please tick up to 2 boxes only to indicate which are the highest priority to work towards first.**

424 (37%) *To encourage physical activity in the population*

447 (39%) *Improve leisure in Stratford-upon-Avon*

789 (69%) *Protect and improve healthcare provision*

547 (48%) *Improve community facilities*

- 25. The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...**

	<i>Agree</i>	<i>Disagree</i>	<i>No View</i>
Make better provision for walkers and cyclists in transport plans	929 (82%)	59 (5%)	140 (12%)
Encourage teenagers and older people to find suitable physical activity that is accessible at a reasonable cost	934 (83%)	43 (4%)	151 (13%)
Protect, enhance and expand public paths and rights of way	1058 (93%)	19 (2%)	64 (6%)
Create a circular route around Stratford incorporating trees, new footpaths and cycle paths, which is suitable for all users	982 (86%)	48 (4%)	116 (10%)
Improve the Town's Leisure Centre	823 (73%)	65 (6%)	247 (22%)
Improve and enhance heritage sites to benefit locals as well as the tourism industry	938 (83%)	37 (3%)	159 (14%)
Encourage and promote family friendly activities for children and young teenagers	897 (79%)	36 (3%)	205 (18%)
Encourage and promote leisure for the elderly	885 (78%)	48 (4%)	205 (18%)
Improve evening leisure facilities for young people	927 (82%)	41 (4%)	165 (15%)
Improve healthcare infrastructure and promote link between health and local planning	986 (87%)	27 (2%)	122 (11%)
Contributions required from developers to fund additional community venues, in particular to prevent the elderly being socially isolated	984 (87%)	50 (4%)	103 (9%)

- 26. Please type in the box below any alternative "suggested solutions" you may have in relation to leisure and wellbeing and community.**

312 comments