

Responses to Representations made on the Pre-submission Draft Stratford Neighbourhood Development Plan

Policy TC1

Representations: Total received 31

Number in Support: 19, Neutral: 12, Against: 0

Summary of Representations:

The comments indicate that this policy is generally agreed with a variety of specific suggestions about what might be done. The suggestions serve to re-inforce the need for an ongoing examination of issues critical to the economic well-being of the town. They should be considered once the Town-wide strategic marketing partnership is established.

Modification Proposed:

Despite the general support for the intentions of this policy from residents, the matter falls outside the remit of a Neighbourhood Development Plan to enforce as a policy. However, to retain the initiatives contained within it, this policy will be converted to a project (TC Project 1). An additional section will be included in plan (Appendix 1) setting out how projects will be funded.

Individual Representations and Steering Group Responses

Code Number	Full Name	Organisation represented (where applicable)	Policy TC1	Neighbourhood Plan Steering Group Response
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Statutory Consultees' Comments

1001	Stratford District Council	Statutory Consultee	<p>Policy appears to be aspirational and/or dependent on other local authorities to undertake, and should therefore be set out in a separate section of the Plan.</p> <p>All key stakeholders would need to be on board and supportive but also needs to represent multi-disciplinary issues covered by section and policies.</p>	<p>Noted. Policy has been re-designated as a "Project" (TC Project 1) in the Submission Draft of the NDP.</p>
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Agents and Developers' Comments

502	Stratforward BID		<p>The Board of Stratforward BID Ltd support policy TC1 and feels that Stratforward is best placed to provide the strategic lead for the town centre for the duration of the current BID term to March 2019. In the event of a successful re-ballot in subsequent years we would envisage this role continuing.</p>	<p>Offer of support noted. Stratforward will need to consider the details of the constitution of the body, in particular whether it might be set up as a separate company limited by guarantee. That initial setting up process might also consider the membership and indeed keep it under review from time to time. In default of</p>
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				Stratfordforward discharging the administrative role it would fall to the Town Council under the terms of this policy.
507	JLL re: Gateway One	Developer's Agent	<p>This policy is in principle welcomed, as it seeks to improve the perception and image of the town, the visitor experience, and the levels of foot fall/spend per visitor and associated infrastructure.</p> <p>The Gateway opportunity site should be able to assist in meeting some of these objectives over the life of the Neighbourhood Plan.</p>	This is supportive.
514	Stansgate Planning re Town Trust		<p>The Town Trust is supportive of raising the profile of the town and would be pleased to be involved.</p> <p>Notwithstanding this, the policy is not clear how a Town Centre Strategic Partnership led by a Town Centre Manager will be formed and whilst the explanation provides more detail on bodies that might be involved how will it work, what will the mandate of the Partnership be? For example, are stakeholders voted for and how do additional stakeholders get involved that are not listed.</p>	<p>Offer of support noted.</p> <p>The mandate will be as stated in the issues in TC Project 1. Those issues will need to be confirmed by all the constituent bodies.</p>

Residents' Comments

013	Rosanna Dymoke-Grainger		<p>Good idea, interesting to hear how they will make their presence known to residents in the town, not just visitors. It's important that the type of shops we have here are right for the area. It's a strange mix of</p>	<p>Supportive. Increasing independents in the town centre will be likely to be a policy aim of the partnership.</p>
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			big chain shops and some boutiques. I'd personally prefer to have a more unique feel to the town, with more independent shops. I worry that the main shops take up the 'main drag' of our high streets, meaning we lose the feel of a market town. A feel like they have in Alcester for example would be lovely.	
022	Quentin Willson		Intolerably draconian parking regulation is driving away visitors and residents. They go to Leamington or Solihull because they can park. When parking revenue generation prevents consumer activity it won't be long before the town becomes empty. SDC need to manage their socially destructive parking policies.	Noted; this is a concern which is expected to be kept under continuous review by the parking advisory body in TC Project 9.
024	Michaela Willson		Town centre cost £25 to visit because I always get a parking ticket. There's not enough time to do any shopping because of warden so I go to Solihull	Parking policies are covered in Policy TC Project 9.
038	Amanda Waters		Support	Supportive.
040	Mark Dickin		Widening of footpaths is well and good BUT the materials should be changed so that broken uneven pavements become a thing of the past; trips and falls by residents / visitors are traumatic and costly. Claims on SDC for injury are costly and avoidable.	This requirement is within the remit of the Stratford District Council. See earlier comment.
050	Andrew McLauchlin		Stratford's heritage, its main attribute and the reason the town attracts tourists worldwide is completely ruined by traffic. Ask the tourists! They cannot believe that cars take precedent over heritage! The most popular and heritage-laden Bridge Street, High Street, Sheep Street, Union Street and Waterside	The aim of this plan is to protect the town's heritage; it addresses all these issues. INF Project 1 prepares the ground for taking traffic out of the town as well as seeking to ease congestion.

			<p>have become little more than congested car parks. Suffocating the historical atmosphere of the town. The other main streets, especially Wood Street, Rother Street and Greenhill Street and of course the Clopton Bridge and Gyrotory are clogged with heavy traffic. Buses have to use Bridge, Wood and Greenhill Streets. There is no coach station!. It is unbelievable that this problems has been allowed to continue and fester for years with great 'plans' always mere tinkering impotently around the edges! Will this one be the same? Apparently so!</p>	<p>Judgments need to be taken on parking policies in the light of contemporary evidence about the town's economy and congestion and public transport which is what that the advisory group in TC Project 9 will be expected to do. The bus operators in Stratford, as elsewhere, are against the use of bus stations situated away from the key areas of pedestrian footfall.</p>
056	Martyn Luscombe	Stratford Voice	<p>We support the proposed formation of a Town Centre Strategic Partnership and the issues it should address. We consider that membership should include representation from residents, or residents' groups, in addition to the bodies listed.</p>	<p>The Town Council will take note of this comment.</p>
057	Trevor Honychurch		<p>Why consider the old Town centre and the Maybird as different places? Clearly the Town centre will never compete with free parking at the Maybird where the major national stores should be based. The Town should offer a greater range of smaller shops. Needs coordinated approach by Owners and Councils to offer realistic start up rents/costs for first two years.</p>	<p>Noted. These are matters that need to be considered by the partnership.</p>
078	Melanie Jane Forse		<p>I would stress the need to support independent businesses. Stratford has no identity as a shopping centre as it is full of chain shops and tea rooms; we need to diversify</p>	<p>Supportive - see above.</p>

080	Roger Francis Harris	Friends of Lucy's Mill Bridge	The town should have a proper museum so that it's heritage, history and diversity can be celebrated other than just Shakespeare.	Noted. Policy TC10 promotes a cultural and learning quarter which might be a suitable location for a museum.
081	Nicholas Oliver		I am pleased to see the aim of improving the cyclist and pedestrian experiences.	Supportive.
085	James Furness		<p>The following is a copy of a letter I wrote to the Herald back in April. Until now, I had now idea about this website or a working group which covers the bulk of the points I raised in my letter. Is ask that you consider the following letter and the points I make in your consultation process: York House, 17 Rother Street, Stratford-upon-Avon, CV37 6NB 5th April 2015 James Furness 4 John Street Stratford upon Avon Warwickshire CV37 6UB Dear Editor, I wrote the following in the hope that it might reach out to those who can make a difference and drive thoughts and ideas forward in a positive direction.</p> <p>Undoubtedly it may also provoke discussion. If you choose to publish it I respectfully ask that my name and address be removed. I am happy for my name and email to be supplied upon request. Stratford is good but what could be done to make it great? In recent years town centres, Stratford included, have become tired and a wash with empty shops and poorly used spaces. Stratford has the draw of the Bard and his related tourist attractions but we should not only target our Shakespearean visitors but look to cater for locals and visitors from the surrounding area. There is an abundance of coffee shops and restaurants in the town but very few of these seem to</p>	<p>Noted. Some of these points are addressed in other policies within the Town Centre and Infrastructure sections of the NDP.</p> <p>The plan recognises the changes in shopping patterns affecting the town and the problems of traffic flow and congestion. Policies are included in the plan to address both problems.</p> <p>Town Square is a development which is likely to attract young people; there is a degree of conflict between policies to maintain and encourage housing in the town centre and the suggestion of additional nightclub use; Greenhill street is the subject of a "tidying " policy- TC5 and TC Project 2; Wood Street has been identified as a street where shopping use should be protected; it is not within the range or</p>

		<p>care about the locals and give the impression of a "get them in, take their money and get them out" establishments. As per many town centres up and the country the shopping experience is suffering thanks to out of town retail parks. Whilst we need to accommodate, care for and consider our elderly residents we also need to ensure that the town is thriving and desirable for future generations. Night life in the town is scarce and this will only drive the younger generation away in years to come. I believe a successful town should mirror the philosophy of life in that it should have a measured and balanced approach to work, rest and play whilst catering for all ages. So if I were to describe Stratford as great I'd like to see the following: 1) Traffic flow and congestion sorted out with the highest of priorities. 2) Town Square redeveloped to include a nightclub venue. 3) Greenhill Street to be tidied up and to "tie in" with the town 4) Wood Street to be tidied up and to "tie in" with the town 5) Limit the number of charity shops - I understand they pay little or no business rates and subsequently add little value to the town. 6) Train connections to/from London and Birmingham to be faster, more frequent and with earlier starts and later finishes. 7) More high street shopping i.e. Topshop, Next, River Island, John Lewis 8) Kwikfit to relocate out of town and site redeveloped to suit surroundings. 9) Younger chain restaurants to include: Yo Sushi, Gourmet Burger Kitchen, Chiquito's, Nando's 10) Bards walk, to be tied into the new town square development. 11) Old Red Lion Court to Waterside to be tidied up and made more</p>	<p>competence of a planning policy to specify the particular users of shops nor secure their re-location;</p>
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			obvious to shoppers. 12) IF Bhs is to close the site to be utilised as an Anchor Shop such as John Lewis. 13) The barns adjacent to Bridgeway Carpark and the Pen and Parchment to be demolished and a more suitable red bus area and taxi rank to be established. I thank you for your time and assistance in this matter and respectfully ask that you advise me if you chose to publish my "wish list". James Furness +447977150997	
086	Jenny Fradgley		Leadership will be paramount, and partnership working key to making this approach work and the Town Council is the body to facilitate and lead	Supportive. Explanatory text to policy states Town Council will be responsible for setting up the Town Centre Strategic Partnership.
095	Eric Ward		Excellent idea	Supportive.
108	Cheryl Aubrey	Work at The Fourteas, 24 Sheep Street.	Football would be increased if parking and traffic were not such huge issues, lots of areas of the town suffer from pavements in bad state of repair and this reflects the first appearances of the town. Great ideas in the policy, Town centre manager would hopefully do a better job than Stratforward	Supportive. Traffic policies are addressed elsewhere. The state of pavements is a concern but not within the scope of this plan except where they will be improved as a consequence of a project - eg the improvement of Bridge Street.
119	Liz Thompson, Director of Communications	Royal Shakespeare Company	We are again grateful for the explicit reference to the Royal Shakespeare Theatre in the introduction to this section and applaud the expectations of the plan here. We strongly welcome the idea of a Town Centre Partnership and will certainly be delighted to be included in it. We strongly support Stratforward (or any successor body as its current term is to 2019) leading it.	The Town Council will take note of this offer of support.

125	Mandy Last		Stratford used to have a large amount of small, independent retailers in all sectors e.g. greengrocers, bakeries, gift shops, ironmongers etc. Now it is overrun with cafes, restaurants a lot of which close down within a year. There are only so many cups of coffee a visitor can drink. The only other shops that tend to stay open are the large national chains, the designer outlets that are well out of the price range for most people and charity shops. We need more seating & public toilets	Generally supportive. The partnership is expected to support independent businesses and improve the visitor experience.
143	Chris Strangwood		The council needs to consider what Stratford is. At present it's a tourist town and I can't see that changing it is not a place designed for the residents.	This plan is based upon maintaining a balance between the interests of residents and visitors. It does, however, recognise that visitors contribute significantly to our economy and to our facilities.
173	Neil Williams		You only need to read the comments in the local newspapers or social media to realise that peoples' views on Stratford are not as good as we'd like. Too often the complain of the untidy streets and parks, expense, plus the congestion.	These are some of the issues the partnership will need to consider. Congestion is also addressed elsewhere in the NDP.
174	Sarah Eglin		Agree	Supportive.
205	Trevor Bruce		If the town centre can be closed off to private cars, then the streets can be improved to create a much more inviting experience for visitors. More space to walk/cycle, no noise & pollution, more greenery, open terraces will ensure more people choose to go to the town centre rather than the commercial centres on the outskirts.	Noted. Improving the general ambience in this way will be a product of other policies in this plan and will be expected to be among the continuing objectives of the partnership. Closing off the town centre to traffic is not

				considered to be achievable during the plan period given the strong preference within the town to maintain access for vehicles.
212	David Tucker		Whilst broadly supporting the TCSP, it is to be hoped that there is recognition which supports local residents in the District visiting the Town Centre for shopping needs and makes appropriate provision for easy parking as the loss of these year-round customers would further hinder the viability and range of shopping within the Town Centre.	Noted. This comment needs to be considered by the partnership.
215	Portia Hazel Conn		I would welcome more traffic free areas in town centre especially High Street and please resolve the Henley street traffic free responsibility. Please consider more Moro traffic free areas but allow more cycle traffic.	Noted. Other policies are designed to achieve this outcome.
217	Karen Wild	Stratforward Business Improvement District Ltd	The Board of Stratforward BID Ltd support policy TC1 and feels that Stratforward is best placed to provide the strategic lead for the town centre for the duration of the current BID term to March 2019. In the event of a successful re-ballot in subsequent years we would envisage this role continuing.	We note this supportive response.
230	Mark Taylor		Parking in Stratford-upon-Avon town centre should be restricted to CV37 permit holders only, so that a genuine living town centre can begin to return.	Noted. This is a matter for the Parking Advisory Body in TC Project 9
257	Bennet Carr, Headmaster	King Edward VI School	Town Centre Strategic Partnership's As one of the largest employers in the Town Centre, and custodians of one of Stratford-upon-Avon's most	The Town Council will take note of this offer of support.

			important building, we would welcome the opportunity to join a partnership of key stakeholders.	
295	Cllr Charles Bates		Page 37, Policy TC1. There's no information/explanation as to how funding will be generated to pay for the Town Centre Partnership.	Funding options and approaches will need to be considered by the Town Council as the ultimate stewards of the plan once it has been approved. Funding of the Town Centre Partnership and other projects will be addressed in more detail in the submission draft of the NDP.