



# Stratford-upon-Avon neighbourhood plan

Your Town, your Plan... it's time to write the future

## Questionnaire

Please tick the appropriate box or answer in the space provided. If you require further copies of the questionnaire, as more than one person in the household wishes to complete it, they are available from the Town Hall or online at <http://www.ourstratford.org.uk>. The deadline for completion of this questionnaire is **MONDAY 22<sup>ND</sup> JULY 2013**.

If you require alternative formats of this questionnaire (larger print, audio copy), please contact Elizabeth Dixon on 01789 263141.

**Q1 Are you...?**

Male

Female

**Q2 What was your age on your last birthday?**

PLEASE WRITE IN BOX

Years

**Q3 How long have you and your family lived in Stratford?**

PLEASE WRITE IN BOX

Years

**Q4 Please enter the number of people in your household in each age group.**

PLEASE WRITE IN BOXES BELOW

Age group	0-4	5-10	11-15	16-17	18-24	25-44	45-59	60-64	65-74	75-84	85+
Male											
Female											

**Q5 What is your postcode?**

PLEASE WRITE IN BOX

## 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) before building on greenfield sites.

**Q6** 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.

<i>Identify suitable sites for the housing allocation for Stratford-upon-Avon as required by the Stratford-on-Avon District Core Strategy</i>	<input type="checkbox"/>
<i>Provide a wide range of different housing types to suit the demographic requirements of Stratford-upon-Avon</i>	<input type="checkbox"/>
<i>Provide a greater range of affordable housing</i>	<input type="checkbox"/>
<i>Integrate new housing into the character and appearance of the Town and the immediate environs of the proposed development</i>	<input type="checkbox"/>
<i>Integrate sustainable and safe design in new development</i>	<input type="checkbox"/>
<i>Promote development that enhances the canal as a desirable feature of the town</i>	<input type="checkbox"/>

**Q7** 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimise housing development on the edge of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prevent housing development in back gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimise the need to use the private car by providing pedestrian and cycle access to services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide housing which attracts people in the 18 to 35 age group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a wide range of housing types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developments of more than 9 dwellings to incorporate a minimum of 35% affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All new development in Conservation Areas to respect the layout, design, character and appearance of its surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All new development in Stratford Town and Alveston to agree with the existing Town Design Statement and Village Design Statement respectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing density and building heights to reduce towards the edge of town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development sizes should be limited to 80 houses unless accompanied by a master plan which delivers substantial benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relocate inappropriate uses and development from the canal side to more appropriate locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concentrate new development along the canal primarily as residential and mixed use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide a continuous corridor along the canal incorporating landscaping and pedestrian and cycle access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New development to front onto the canal to enhance appearance and make a safer environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q8** Please write in the box below any alternative “suggested solutions” you may have in relation to housing.

### 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.

**Q9** 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.

- |  |                          |
|--|--------------------------|
| <i>Attract high quality employment and re-invigorate the employment opportunities in Stratford-upon-Avon</i>   | <input type="checkbox"/> |
| <i>Provide land for businesses displaced from unsuitable locations in the Town and retain major employers in Stratford as they grow or their requirements change</i> | <input type="checkbox"/> |
| <i>Reduce travel distances</i>   | <input type="checkbox"/> |
| <i>Capitalise on Shakespeare and the Town's international brand recognition for employment creation</i>  | <input type="checkbox"/> |

**Q10** The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...

	Agree	Disagree	No View
Encourage the provision of good quality buildings in accessible and sustainable locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support the creation of a Business Park in the outskirts of the town close to good transport links and the A46	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support mixed use residential with small offices and studios as appropriate, such as live/work units.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support appropriate development which creates employment connected with culture, media or tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q11** Please write in the box below any alternative “suggested solutions” you may have in relation to employment.

## 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.

**Q12 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.**

<i>Ensure the Town is a flourishing shopping and commercial centre</i>	<input type="checkbox"/>
<i>Protect Town Centre Heritage</i>	<input type="checkbox"/>
<i>Tourism</i>	<input type="checkbox"/>
<i>Access and Moving Around</i>	<input type="checkbox"/>
<i>Housing in the Town Centre</i>	<input type="checkbox"/>

**Q13 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Rother market area to draw footfall through Town Square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support amended proposals for Town Square, if submitted, which are good quality and compatible with an historic town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support proposals, if submitted, to extend Town Square into the existing car park if another car park is provided nearby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prioritise shopping in Sheep Street (north side) Wood Street and Greenhill Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New developments to include designated shopping units (or areas) for independent local traders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limit out of town retail development and do not permit additional out of town supermarkets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduce parking policies which favour town centre retail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure adequate on street parking is retained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Encourage conversion of first floor premises to residential use and support inclusion of housing as part of Town Centre developments

  

**Q14** Please write in the box below any alternative “suggested solutions” you may have in relation to the town centre.

## HERITAGE

Stratford-upon-Avon is probably the best known heritage market towns 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.

**Q15** 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.

- |   |                          |
|---|--------------------------|
| <i>Protect the buildings included along the route from The Birthplace in Henley Street to Holy Trinity Church (known as “the Historic Spine”)</i> | <input type="checkbox"/> |
| <i>Recognise and Protect other areas of historic interest within the Town</i>   | <input type="checkbox"/> |
| <i>Protect the attractiveness of the Bancroft and Memorial Gardens</i>  | <input type="checkbox"/> |

**Q16** 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The shops, houses and any other property facing into the Historic Spine to be restricted re paint, signage, external blinds and any street furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimise road signage in the Town Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any new developments to be sympathetic to the surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retain free access to the open spaces between the RSC theatres and Gower Memorial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q17** Please write in the box below any alternative “suggested solutions” you may have in relation to heritage.

## 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.

**Q18** 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.

<i>Ensure adequate open space and green areas</i>	<input type="checkbox"/>
<i>Improve open spaces and green areas</i>	<input type="checkbox"/>
<i>Maintain the town’s natural environment and protect its biodiversity</i>	<input type="checkbox"/>
<i>Ensure high quality sports facilities are available within the town</i>	<input type="checkbox"/>
<i>Ensure new development is adapted for climate change</i>	<input type="checkbox"/>
<i>New developments should address any flooding or drainage problems</i>	<input type="checkbox"/>
<i>Encourage energy efficiency and sustainable development</i>	<input type="checkbox"/>

**Q19** 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide open space in new developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If possible, green spaces should connect to other green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide new food growing space, such as allotments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Include specific proposals in the plan for improvement of existing open spaces and green areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safeguard and enhance the town’s biodiversity and natural habitats including the River Avon and local wildlife sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protect existing trees and plant new ones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure suitable play provision within new housing developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secure additional sports facilities for young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Require climate change risk assessment of new developments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure new developments include a sustainable drainage strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New developments should include proposals for exceeding minimum requirements for sustainable construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage the local generation of renewable and low carbon energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20** Please write in the box below any alternative “suggested solutions” you may have in relation to the environment, sustainability and open spaces.

## 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.

**Q21** 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.

<i>Reduce congestion on Stratford’s roads</i>	<input type="checkbox"/>
<i>Provide suitable connections between parts of the town for pedestrians and cyclists</i>	<input type="checkbox"/>
<i>Improve transport services</i>	<input type="checkbox"/>
<i>Ensure adequate provision of school places</i>	<input type="checkbox"/>

**Q22** The following suggested solutions have been identified to deliver the objectives mentioned above. Do you agree or disagree with the following...

	Agree	Disagree	No View
Implement improvements at important town centre junctions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investigate options for reducing traffic on Clopton Bridge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure roads are accessible to all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan for an accessible bridge at Lucy’s Mill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve pedestrian and cycle links between parts of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhance town centre rail links and expand rail services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a coach and bus hub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve car parking and park & ride facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan and allocate land to provide additional school places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ensure land available if expansion of services at Stratford Hospital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q23** Please write in the box below any alternative “suggested solutions” you may have in relation to infrastructure.

## 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 budgets for health care.

**Q24 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.**

<i>To encourage physical activity in the population</i>	<input type="checkbox"/>
<i>Improve leisure in Stratford-upon-Avon</i>	<input type="checkbox"/>
<i>Protect and improve healthcare provision</i>	<input type="checkbox"/>
<i>Improve community facilities</i>	<input type="checkbox"/>

**Q25 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage teenagers and older people to find suitable physical activity that is accessible at a reasonable cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protect, enhance and expand public paths and rights of way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a circular route around Stratford incorporating trees, new footpaths and cycle paths, which is suitable for all users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the Town’s Leisure Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve and enhance heritage sites to benefit locals as well as the tourism industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage and promote family friendly activities for children and young teenagers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage and promote leisure for the elderly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve evening leisure facilities for young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve healthcare infrastructure and promote link between health and local planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contributions required from developers to fund additional community venues, in particular to prevent the elderly being socially isolated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q26 Please write in the box below any alternative “suggested solutions” you may have in relation to leisure and wellbeing and community.**

Thank you for completing this questionnaire. Your views are appreciated. Please return the questionnaire in person to Stratford Town Hall, the Stratford-on-Avon District Council offices at Elizabeth House or return to the following FREEPOST address (no stamp required); Stratford District Council, FREEPOST CV2468, Consultation Unit, Elizabeth House, Church Street, STRATFORD-UPON-AVON, CV37 6BR