

STRATFORD NEIGHBOURHOOD PLAN 2013

COMMENTS MADE IN ALTERNATIVE SUGGESTED SOLUTIONS

EMPLOYMENT

Only build when needed, not add to the pool of premises	1
There are already Industrial units off Birmingham road and in Timothy's Bridge Road and Masons Road. Do we need any more in the current climate, there are still many empty units	1
A business park does nothing for the centre of the town, we already have Timothy's Bridge Road and several small ones to the south	1
Very concerned at suggestion to plant business parks on Greenfield sites just outside of town - any employees would end up driving there. Existing light industrial spine of Mason road and Timothy's Bridge Road are absolutely fine for the office and light industry provision they used to represent - they are just as accessible from main routes, and local employees could then actually walk or cycle to work safely	1
The town already has an easily accessible business park, no requirement to build yet another or relocate	1
Use current sites without clogging up A3400/A46!	1
Why oh why put more businesses by the Birmingham Road - already a nightmare - try top of Alcester Road or try - shock horror - the back of Waitrose (how dare we suggest the other side of the bridge for this use) RING ROAD and the only local traffic through the town	1
Avoid repeat of Timothy's Bridge Road development which remains significantly under-occupied after more than 10 years	1
I am concerned that the shops etc in the town lose out to the huge business parks - that all we have left are coffee/eating places and tourist shops	1
More specific info is needed about location of business park before I could offer support. If it is proposed to locate it in the field opposite Heron Lane I would strongly object.	1
Leamington Spa has flourished, even with this economic climate, with forward thinking, development of technology parks and business areas, capitalising on the proximity to the M40. Should we follow suit integrating the desire to work and live in an enviable area of the country.	1
Moving businesses out of town will not help. It will not create jobs.	1
Displaced businesses should first be directed to Brownfield land on the outskirts of town. Live/work units should be legally retained as such, and not permitted to change into large dwellings with less employment function.	1

A business park is a wrong idea. It encourages dispersal from the town. Stratford already has unused buildings which should be the starting location for new businesses which will be relatively small scale. Businesses that require spacious warehousing are unsuitable for Stratford.	1
Make use of existing industrial units.	1
Create a business park near the new rail station. More businesses out there and then use the land they were using (e.g. Timothys Bridge road) for residential development - a much better place to site 800 houses than Shottery.	1
We already have park & ride and Stratford parkway. Business development should be alongside these on land which is unused.	1
Don't overdo the business parks!	1
Business parks created as long as it looks like the one on the A439 - hidden, pretty and no disturbance to drivers going by.	1
I do not agree if outside the A46 boundary as this will be on Greenfields and will encourage developers to build beyond A46. Stratford is a market town not a sprawling city	1
Rent out the units/buildings that already exist on Brownfield sites, rather than encourage new development on Greenfield sites	1
It all makes sense but not sure how you make businesses around	1
Business parks are great in principle but in reality can cause huge traffic congestion; become isolated areas for people to work within (i.e. popping out for lunch - no use if stuck in traffic) public transport not reliable way to get around. Result: units soon become vacant. Huge waste of money	1
A new business park is a good idea but I am concerned about the location. The site at the end of the Birmingham Road is hilly and building here would cause possible flooding problems with runoff from the hills down into the Bishopton hamlet area. The area at the end of the Alcester Road would be my perfect option	1
I support the proposal for out of town business park but the proposal off the Birmingham Road is not suitable due to the hilly geography. It would be more appropriate if located off the Alcester Road, especially if the Shottery New Road/development is created.	1
Little concerned about the business park by the A46. This would be good as long as it is only for business and not going to extend the town boundaries. It would also need to be well screened and attractive buildings	1
Roads like those off Birmingham Road could be redeveloped as smart town house developments and businesses like car dealerships could be relocated on a new car retail park by a business park. Also move all the builders, merchants, Orbit etc to the new business park	1
1) Creation of business park with links A46. 2) Land can be made available for canal from housing now!	1
Have to be careful here, 'Business Park' as a lot of people conjures up the idea of a 'Science Park' - as was the 'in' word in the 90's, do you mean industrial estate?	1

The employment land study uses over optimistic growth assumptions. My suggestion is that the neighbourhood plan requires these to be validated before any building on green space is permitted. I do not agree a business park is required on green space which will contradict the environment objectives of the plan	1
Ensure that existing premises are filled before building more to stand empty!	1
I would be totally opposed to another new industrial estate, especially on Greenfield sites. There are numerous empty industrial units in the town notably at Bishopton which has equally good transport access from the A46. If these empty units are not occupied within six months, the site should be subject to CPO and re-designated for housing. In the council's core strategy plan, the surplus industrial land vastly exceeded that which is supposedly needed. Please use that before blighting more Greenfield sites!	1
Please keep industrial and retail parks well out of town	1
The business units down Timothy's Bridge Road which are presently vacant should be utilised before creating yet another business park	1
The creation of a business park should be in close conjunction with enhanced library education particularly in vocational areas	1
Make better use of already built but empty business locations	1
Business park could be a good idea if well planned and sited but we should avoid too much displacement of enterprise from the town itself - and potential sprawl on the edge of town. Could an existing 'Brownfield' site be designated as an 'enterprise zone' instead	1
It is important to maintain a good mix, but with the expansion of the town, as business park must be sited with care, or problems are created later (Maybird/Tesco)	1
There are many empty buildings across the town and these should be encouraged to be rented out first. If development of a business park is completely necessary, then it should only be built on a brownfield site. However office units are built and then not let out, i.e. along Timothy's Bridge Road. I agree though, that potential employers should be encouraged to set up business in the town.	1
I would not like to see large business parks on the edge of Stratford unless they blend in with the character and appearance of the town and its cultural heritage. With Shakespeare being so high profile, I believe this area of employment will naturally evolve and continue to be a part of this wonderful town; thus, I believe additional types of employment opportunities should be encouraged, but they must enhance and not look out of place as people enter the town.	1/13
Provide industrial sites other than offices only to suit small businesses that reduce outside space. Plots could be provided to purchase freehold on a design and build basis for occupation only not for resale on a speculative basis sites could be in 25-1 area in size. Our current premises is located in Masons Road but we would support a move to a new business park on the outskirts of town - example Vale Park in Evesham	1/13

Need manufacturing rather than services. Also need research. Already a business park on Timothy Bridge Road, this was supposed to be the be all and end all position. Rail links park and ride etc	1/13
Agree with business park above. Ban lorries from using the town centre/Bridge for deliveries at off peak time	1/3
Build the new cinema and re-do town square. Put in a Nandos, Yo Sushi etc	10
Need to attract more small shops in town instead of out of town large supermarkets. Town square to be covered in upstairs, opened up for small shops. Similar in a small way to Solihull. Tourists would be attracted to use facilities more	10
Make Town Square a little haven of craft industries.	10
Demolish Town Square and offer relocation of existing retail units there into the centre of town to get rid of the growing number of empty shops. Offer reduced rates to encourage independent retailers to come into town. Reduce parking fees for those who work in town.	10
Turn town square into a vibrant and useful shopping mall. Put a roof on it! Have a space dedicated to local schools and colleges as a performance space	10
Get John Lewis to take over town square as this would provide employment and attract visitors to the town. Reduce business rates!	10
regenerate the town square with emphasis on nightlife and eateries, using examples such as brindley place and the mail box in Birmingham, somewhere local people can go and also for visitors who stay overnight in the town to enjoy. Having this would not only improve employment within the community it would also raise awareness of stratford as a nightspot in surrounding areas such as Leamington and Warwick.	10/13
Employment needs to be encouraged within the town centre as well as business parks as the town centre is becoming empty! Please do something urgently with the Town Square - it is an abomination to have such a good asset to the town so empty - the local authority should take action against the owner for allowing it to become this way perhaps through compulsory purchase as many of the units have been empty for years!	10/13
Reduce business rates. Offer tax breaks for new businesses starting up in town. Have a joined up promotional strategy for Stratford - there are too many organisations doing the same thing. Develop Stratford as a centre of excellence for the arts - not just Shakespeare - invest more into the arts to help promote the town. Have a good quality town museum / visitor centre as a focus for the town - perhaps flatten Bell Court and put it there the a food market and small quality retail shops of very high quality	10/17
There are plenty of empty shops in the town centre and in particular in the town square. I feel we should enable small businesses to use these feasibilities with reduced rates to encourage them to be filled.	10/17
Patrol wardens should be employed to patrol park areas to monitor public behaviour and prevent vandalism, littering etc and call police to deal with any infringement of the law: 'Zero tolerance'	11
I obviously approve of 'culture' but let's stick with the RSC and The Swan Orchestra. For 'Art' we are lucky to have Compton Verney	11

We desperately need an arts centre that provides for residents of all ages and for visitors. The employment opportunities are wide ranging for the young within the arts.	11
Stop the RSC from offering only 0 hours contracts that don't benefit people. They receive a lot of government funding and should ensure that they are responsible employers. The Shakespeare Birthplace trust has a stranglehold on the town which prevents it moving forwards. More cultural activity not connected to Shakespeare would attract a more vibrant crowd.	11
Information centre to provide leisure and business information staffed by well trained well qualified staff hub for all elements. Housing, Business, Environment, Culture, Leisure	11
Stratford lacks culture and media from the SOA population. We have to travel to Coventry, Pershore, Evesham, Bromsgrove, and Birmingham to gain access to a wider variety. Having suitable venues would encourage many more tourist stopovers massively increasing tourist related employment, use of train services and the time to shop between culture and leisure activities	11
Encourage the Tyseley based railway museum to move to the derelict site to the north east of Stratford town station as it would provide employment and a family friendly tourist attraction.	11
How about a bowling alley, ice skating, roller skating for business, people and tourists!	11
Make it easier for people to start their own business. Invest money into training people who don't have skills. Develop an area that would allow a bowling alley multiplex to be built	11
Develop the football ground off masons road instead of a site off the A46	11
Invest substantial funds in supporting an out of town showground and Large event venue to stage major events attracting more money into the area. For example Long Marston Airfield , a venue capable in size of staging major events, but, because of lack of investment and development offering third rate infrastructure. Attracting major shows and concerts to the area would have a huge beneficial effect on the local economy	11
Remember a medieval market town with important historical connections - Guild College estates and Shakespeare's birthplace and life. Continuing light industry would also help the local economy - business parks on outskirts a good idea	12
Remember Stratford was a market town! Encourage small holdings and allotments if possible	12
Keep the character of Stratford and reduce modern out of character buildings	12
Stratford has not really exploited Shakespeare connections. Aim for more high quality office space. Look at using education provision as a means of enticing new firms.	12
No heavy industries allowed in Stratford	13
More scope for young people to find work	13
Provide jobs for all abilities and ages	13
Improve internet connectivity, encourage online businesses and services to build on town's famous name without putting pressure on traffic	13

This town is 'not' a theme park and therefore requires other forms of employment or opportunities for enterprising people to work from	13
Industry! We already have culture, media and tourism. Another ploy for the white elephant. Park and ride, why don't SDC use this instead?! We, the shoppers can then use it and bring in income to the independent shop units proposed	13
High tech industries should be attracted as a priority in addition to tourism	13
Make it easier for residents to obtain employment in agriculture	13
Need to diversify employment base. Over concentrating on non essential activities will ultimately be self-defeating due to recession. Stratford, as a whole needs more manufacturing rather than services, so more space for small/start up workshops and a few larger factories	13
Attract business that will employ existing population not to encourage new residents	13
Expand Stratford's business base so we are not dependant on tourism	13
We need more employment for people over 40 years old	13
Developments providing unskilled and semi skilled employment are the priority not media culture etc	13
There should be more 'arts' based employment opportunities linked to the theatre	13
Need more light industry and jobs unconnected with tourism, service sector	13
Encourage light industry, not just offices.	13
Attract another employer akin to the size of NFU mutual to provide huge employment potential, rather than small businesses employing only a few people.	13
Fund local apprenticeships to small family firms from town trust money.	13
Not everybody will be a high flyer, so a good range of employment opportunities are required.	13
Support development of ecommerce, to create hub of excellence in the town, and support local suppliers through creation of network of producers, with financial incentives. e.g. start up grants, council tax discounts.	13
This is fine but to be a sustainable town we need a diversity of employment opportunities and not be so reliant on Shakespeare and tourism.	13
Encourage and support micro business to start up in homes - help them grow. Work with the college to identify and support students with viable business ideas to start and grow their business in the town.	13
Do not move inappropriate businesses just to make Stratford look better.	13
Encourage small, independent businesses that can employ local people, especially young people, instead of people commuting in.	13
Brand ' Stratford ' as high tech location with good world access but high quality of life.	13
Strong focus on the creation of work and training opportunities for young people in the town, to avoid the drift of young people away from the town, and it ends up as a retirement community.	13
Encourage media such as Ragdoll.	13

Manufacturer should be a high priority as this creates across the board jobs and away from part time no jobs.	13
We need to facilitate the employment of artists and crafts people who need studio spaces and a venue to display a sell work. We also need an art gallery suitable for touring exhibitions.	13
Work which includes apprenticeships and jobs for 16-22 year olds and training. Give priority and every assistance to all employers who are overly engaged in training	13
Develop units to enable (home start) at a low rental for 2 years and then move them out to be replaced by new clients (2yr contracts). To make this work, would need 10 units and expand as needed.	13
I do not agree that sites deemed unsuitable are necessary so more work should be done on integration not moving businesses. Whilst tourism is a major factor in the town economy more work needs doing to help unrelated businesses	13
Promote blue chip companies like Jaguar/Dyson. You need engineering production not all will look after hotels and shops for visitors from other side of the globe. Stratford people need to work in Stratford. Manufacturing as in Detroit USA is no longer viable same can happen to BARD enterprise	13
We may be a tourist town but we and the country need to manufacture things. We have lost most of our major manufacturers. Our location is good we should promote it more	13
Manufacture of goods should be a priority as this will reduce traffic. People going to work outside of Stratford to Warwick/Leamington/Coventry/Redditch can work in Stratford	13
Encourage local businesses and industry	13
Please attract high quality, interesting companies which in turn attract a better/diverse work force. Don't de insecure of current distribution centres moving out. Replace them with a business type which is in keeping with the history of the town e.g. RSC, culture, media	13
Encouragement of local traditional industries. Apprentice positions made at local firms, employers with quota of local employees to be set	13
The focus should be on providing good quality employment so that those educated and resident in the town can afford the available housing	13
Less emphasis on tourism related employment and focus on high quality manufacturing and sustainable employment for local people	13
Try to reduce the need to commute	13
Culture, media and tourist employment is too susceptible to the economy/recession etc, more mixed jobs/opportunities are needed. The town is already so subject to tourism that local residents have a bad quality of life	13
Employment should be included in the form of industrial units for all large projects (including Shottery)	13
Encourage internships and voluntary work for young persons to give them an idea about work and to give employers the opportunity to evaluate their work	13

Businesses should provide better training opportunities, such as apprenticeships.	13
Give priority to jobs for local young people	13
Focus on non-tourist employment to re-balance the town's industry problems. Tourist employment can take care of itself.	13
We should have a local plan for dealing with unemployment. There is widespread scope for pulling together those who cannot find work with community care and maintenance of our infrastructure i.e. work that is increasingly unlikely to be done within normal budgets.	13
Apprentice schemes with existing businesses to encourage school leavers and unemployed a chance to retrain or gain experience.	13
Make sure there are apprentice-ships available to enable young people to learn a trade	13
1. Create some employment by employing individuals to train staff at restaurants/hotels etc what good customer service looks like to allow them to qualify for a Stratford customer service standard/award. Some staff locally let tourists/locals down -not great attitude 2. Build international links-US Asia-RSC etc 3. Stratford could be a much bigger base of teaching English as a foreign language attracting more visitors and creating employment	13
Employment connected with Stratford's culture must be permanent not just seasonal	13
Employers who will employ older people would be an advantage because the town has a large older population. Many of the over 60's still have to work - they need employment opportunities just as young people need employment opportunities.	13
It is presumed that employment is ok in the town but my experience suggests otherwise. We need to rebuild our manufacturing base again so we can offer apprenticeships in engineering, construction etc for the people with low academic achievement who cannot find jobs in IT or customer services. The Masons road area has been devastated by the reduction in manufacturing for which Stratford used to be famous.	13
Stratford already has low unemployment, so there is no pressing need to strive for a growth agenda - that leads to growth for the sake of growth, with undesired consequences	13
Encourage the development of Stratford Hospital plans by SWFT. The success of a new hospital would provide good opportunities for flexible employment	13
Not really applicable as I am out of touch with the current situation. Would be nice to help young people learn trades and new skills.	13
Grow good quality long lasting employment not tied to tourism which can fluctuate. Also jobs in tourism e.g. hotels are poorly paid and are usually filled by incomers	13/14

The major attraction to this Town is the Shakespeare link , do we truly enhance the full potential of this i don't think so without it Stratford would be just another riverside location in the midlands. Apart from the re-furbishment of the RSC there has been little development or change in the CBD for some reason you guys made a concerted effort to move the demographics of the Town away from the CBD. Perhaps instead of a Park&Ride or a Maybird you could have already had a business park which would have created more employment and retained the retail emphasis in the CBD (central business district) where it belongs. BAD PLANNING!	13/19
No Shakespeare theme park or similar tacky ideas	14
Live/work units have been developed in various parts of the country and are not successful	14
Stratford is in competition with Birmingham, Leamington, Rugby etc for business yet fails to capitalise on its unique characteristics as a major cultural destination	14
Stratford's main income is from tourism, more effort should be put into helping this industry.	14
When creating employment connected with tourism encourage tasteful tourism, not the Disney like approach, to re-establish our heritage, which is why tourists came here in the first place.	14
Not to keep relying on Shakespeare as a selling point. This is becoming disillusioning to visitors returning after several years ago	14
Further the gift of Shakespeare tourism	14
Stratford needs to develop a mixed economy. Low grade tourism is not a sustainable solution. The Warwickshire region is rich with talent in areas such as digital media, games technology, industrial design, all aspects of culture and entertainment We should be working with Coventry and Warwickshire LEP and other government organization to secure funding in the way more far sighted councils are doing. We should forge closer links with relevant departments of universities building upon existing relationships with Birmingham university, building better links with growing and far sighted universities such as Coventry and Warwick and using the Shakespeare/literary connection to attract overseas universities to establish research satellites in Stratford	14
Very important not to rely solely on tourism, but attract more commerce (and light industry) to the town.	14
Do not rely on tourism. We must attract more commerce and light industry to Stratford-upon-Avon.	14
Send the 'development' to Leamington, Coventry etc. Where there are jobs and make Stratford as attractive as possible to foreign tourists. It is surely vital to reduce the amount of unnecessary traffic in the town - particularly the queues of commuters in the morning and evening	15
Do we really need a business park? Please don't build on green land. Warwick and Leamington surely have space on their business parks, it's not too far away. We need to offer tourists more including decent pavements to walk on (Bridge Street) and space at bus stops. We need to consider young tourists	15
Don't need business parks - need jobs for local people who have a trade - and definitely don't need any more development near Bishopton roundabout. Green space being taken away too fast. Business parks mean more commuters coming in	15

There is not a big shortage of employment in Stratford so building a new business centre would require a) people to commute into Stratford and b) increase pressure on already over stretched housing and infrastructure	15
To use Long Marston army camp as business park	15
Concentrate on what we've got (Shakespeare)	15
As we continue to have high levels of employment then if it isn't broke don't fix it!	15
The disused airfield between Lower Quinton and Long Marston would make an ideal situation for business and housing for all Stratford's needs	15
HRI - Warwick is an ideal site for technology development	15
No development if possible	15
Stratford is special because of Shakespeare, so it is vital to keep that special identity, rather than changing it with a town that is just like everywhere else	15
fully utilise existing business parks and commercial areas before creating new	15
There is no need to develop a business park north of the A46. There is a large amount of vacant commercial space in the town already. The provision of a business park north of the A46 would entail building on greenfield and would be a precursor to more development extending outwards to Pathlow and Wilmcote.	15
The charm IS working IN Stratford, not stuck on some business park, furthermore, the workers can then shop on their lunch hour.	15
There is not room for a new business park near the A46. Greenfield sites should not be used for this. Too many green fields have already disappeared to development in recent years.	15
Again, you can't develop any business park without sorting out the Birmingham Road. Not all the employees on an A46 business park will come from the north of Stratford and it currently takes up to 40 minutes to cross town now at peak times.	15
It is already stated that Stratford has high employment levels so although the general idea of a business park on the A46 appears to be a reasonable one I fail to see how moving existing businesses out of town will attract business in, how big is this park going to be! I suspect the land left behind is already earmarked for housing!!	15/13
Surely there already business parks ? Are all units used? Birmingham Road can not cope with more traffic!	15/21
Development of affordable shop/business premises within the town centre to eliminate empty unsightly shop premises. Encourage town centre business enterprise. Empty shops and vacant premises in Bell court reflects badly on town image, especially for tourism market	16
Fill vacant shops/premises with businesses that last longer than a few weeks - sort out cost of rent/rates of businesses	16
Ensure plenty of smaller offices available in town centre to encourage commerce which will pull footfall into town.	16
1st floor level would be ideal for studio live/work units (see Q8 suggested solutions) above	16
Creation of low rent, small unit, crafts village in the town	16

Need to attract larger employers to the area... many people have to commute long distances to work at present which has a knock on effect on vitality of town during week days	16
Need to attract engineering/manufacturing companies back into the town. Many skilled workers have been made redundant in recent years, and there is no suitable alternative employment for them locally.	16
Whilst Stratford is predominantly tourism-based, with a heavy reliance on the retail sector to provide employment, these aspects are low-grade employment and more traditionally based industries should be actively pursued. We once boasted: A brewery, heavy engineering and a plethora of locally owned industry, however, over the years various bodies have watch them slip away, believing that the tourism industry was the way forward, perhaps a fresh look at industry might be worthy.	16/13
More concerted effort to encourage businesses to remain in the town centre e.g lower business rates, rents etc. Encourage small business	16/17
Reduce rates to encourage new businesses and support existing businesses	17
Our bus services are rubbish. Many residential areas are not properly served by buses. Make it easier for people to get in and out of and around Stratford. Make getting to work easier	17
Smaller shops with less rent, to keep town centre interesting and profitable	17
Reduce business rates - if necessary increase rate on the high value residential homes to offset loss of rate income. Offer business rate incentives to new start up companies	17
Reduce rental on premises so more encouragement for small independent traders to move into town centre thereby reducing risk of Stratford becoming a clone town	17
Encourage small businesses to set up in the town centre through rent initiatives/ other help to build interest in the commercial side of Stratford which would help and encourage employment for the benefit of local people	17
Rateable values should encourage start up businesses.	17
Rent free year on empty shops/offices in town centre to tidy town up and get busy again.	17
Reduce rates, or do anything it takes, to encourage shops and businesses in town. Keep shops, cafes, restaurants and pubs in business = jobs.	17
Reduce business rate if it means shops remain open.	17
Reduce business rates - so many small shops open, then close due to high rates. Reduce price of town parking so shops will survive longer and reduce number of boarded up premises i.e. Bell Court.	17
The council could provide low rent offices for start ups or small businesses zoned by sector e.g. for the arts and media with cafes and meeting rooms to aid communication and cross fertilisation of ideas. This has been very successful in London.	17
All of these questions are 100% self serving designed to support your agenda. No adequate support for different approaches. Cut down rip off parking charges which killed town. Reduce rates and taxes.	17
Lower the rateable value to encourage new businesses	17

Good rate and rents to encourage take up of land provision	17
Reduce rents and rates in the town centre to encourage tenants. Are all office buildings used? Do not build more if they are likely to remain empty. Do something with building on corner of B'ham Road/Clopton Road, empty for years	17
Attract companies into Stratford by offering lower rates or rents and council tax	17
The rates in the town centre need to be reduced so that there are less empty shops and more independent shops. Stratford is becoming a town centre of cafes and sandwich shops and restaurants. Give local people a chance to start up their own business without such high overheads	17
Provide small rentable space for startup businesses on any new commercial area	17
As I would for all Town Councils in the country, I would suggest the Council look at the high cost of business rates and rent to aim to keep employers in the town centre from closing down.	17
Keep rents in Town low to encourage more business's in the town centre	17
Reduce rents or offer more flexible rent packages (e.g. first 3/6 months free for start-up businesses) in Council owned properties. Set up a new themed business centre to encourage new businesses in media/creative industries area, possibly exploiting RSC link. Work closely with LEP (Local Enterprise Partnership) - not mentioned in the plan - to link their support and possible grants for new businesses with new business centre/more flexible rents packages to encourage start-ups.	17
Whatever is done, it has to be as cheap as possible as the cost to businesses of land / rent / rates are so expensive, it is prohibitive. This especially affects "low value" businesses who are the ones who would employ the 18-35 age group.	17
Use reduced rents to encourage businesses to take up empty shops. Discourage chain shops and promote individual shops to make the town a more attractive and unique shopping centre.	17
Reduce business rates	17
SDC to review the business rates and press for improved broadband supply in the area.	17
Charge lower rents for a period of time so that businesses can get established and grow.	17
Charge lower rents for a set period so that businesses can get established and grow.	17
In order for the town centre to thrive, the rent needs to be reduced consistently, rather than as a carrot dangled for a short period of time, this in turn would encourage new businesses to stratford & thus increase employment further.	17
Drop the rents on the town centre shops, so that more businesses can actually afford them. Thus moving a business in a creating employment. Would hate to count how many empty building their are currently in town, because of rent increases etc.	17/13
Tidy up the train station. It's the first and last impression for many and it's a dump	18

All employers/employees need better rail links to be able to develop and access employment opportunities in Stratford	18
I personally think the infrastructure of the Stratford Parkway Station was a waste of money and now to look to build things around it to try to justify its existence. This indicates un-caring planning from nameless unaccountable individuals who have seemingly unlimited access to the town's people council tax money. We will never have any real 'say' in the towns development until this irrational planning ceases, but I fear it's too late	18
More trains to Stratford upon Avon railway station during week days	18
Need to look at this as part of the big picture, not address as a single issue i.e. what effect would a business park have on people getting to those places of work. Need public transport connections.	18
Need to locate where there are good public transport links (or where such links will be provided) to reduce car dependence.	18
Who actually works in Stratford that live here, have free transport to local businesses	18
Travel distance is not the issue. My work is only 10 miles from SuA, but it takes me 2 hours by public transport. It is the lack of co-ordination of different transport methods, and the unrealistic notion that work starts a 9 and ends at 5 that are the problem.	18
Out of town employment will also have better travel/parking so be better environmentally	18/20

<p>Improve Park and Ride services so they are accessible from all entries into Stratford (there are no services accessible from Warwick Road) and encourage/reward local businesses to use these facilities. Put an electronic sign up like the one in use on the road to Wotton Wawen as the road painted sign (on road to A46) is often obscured by traffic and it is not clear where the depot is. I used the service to work in town centre but at personal cost instead of parking free in town which would add to traffic, pollution and leave fewer spaces for tourists who are beneficially for local economy. These systems work well in Nottingham and York. You could incorporate a bus drop off/pick up at this park and ride for National Express or tourist buses as well as incorporating an industrial park/supermarket for those who do not want to cross through town to Tesco/Aldi or Morrison's, or the bridge to Waitrose. The burnt out houses on Birmingham Road are an eyesore and present a negative view of the town to those entering from this direction (they may already be pessimistic if they have been caught in the long queues). The restaurant on the corner does not benefit because of this and has changed hands three times since I have lived in the area. I would suggest a change of use for this area or making it accessible for deliveries away from Henley Street and Bridge Street (unload at back of shops). Many businesses whose owners I have come to know personally have gone into administration or had to downsize because of spiralling rent costs. Would we rather have empty shops (I'm thinking the old Lakeland and few shops on Wood Street that have sat empty) than reducing costs to sustain a business in the town that can only reap benefits for the town. The larger corporations are managing but we are putting smaller independents out of business. Instead we could encourage initiatives for locals during the winter months where trade has slowed considerably more than summer months, as the Food of Love do (offer locals 20% off). With sluggish economy this will encourage people to spend in their local area and the money can be used to benefit the community.</p>	18/20/17
Encourage the use of public transport to reduce bottleneck in traffic.	18/21
We need good retail and tourist attractions actually in the town centre, as retail parks take away trade from the town, as we are seeing now due to the footfall and empty shops. Too many cafes.	19
Empty shops in town should be encouraged to find tenants. Introduce penalties e.g. full council tax for empty shops.	19
Pop up shops in empty shops, especially in summer (aimed at tourists) and Christmas time. Gives local youngsters possibility of trying out their ideas in retail	19
Keep them in town. Our town is dying, business' closing.	19
be vigilant in protecting existing businesses and do not be seduced by large corporations and national chains promising the earth when there are good existing businesses eg: cinemas	19
Reduce car parking tariffs in the town centre to encourage people to shop in the town rather than the Maybird Centre, or potentially introduce free residential parking in some town centre car parks. Additionally, make full use of retail units in town as many are empty; if all of these were put to use this would encourage small business and increase employment in Stratford.	19/20

Business land has been sacrificed to low density employment like supermarkets and hotels. No more business land to be allowed to be converted to residential use, mix business with residential developments and bring jobs to the people not vice versa.	2
Stop cars parking on pavements and make more wider parking spaces for people in wheelchairs. Also, where possible make shops easier to get into.	20
Ensure there is adequate parking for business premises. We employ 100 people most drive in from Leamington, Kenilworth, and Redditch. If they cannot park, they will not come, we will have to go no point building a business park without parking. That would be a business "no park".	20
I avoid towns where I have to park and ride. Have more town centre parking for workers and customers	20
Provide free or low cost parking for town centre workers. Park and Ride not always the answer	20
Don't allow any more shops to close. The town is dying and you have kicked it with the parking charges.	20
Any new business should have enough parking for all employees to stop this silly practice of parking in residential areas	20
Encourage use of park and ride more. Encourage and facilitate more independent shops by lowering rates if shops are unused	20/17
Reduce income tax to 10% for all self employed. This would give a fair system an more far revenue to HMRC CBI have proved this, Digby Jones was ignored by politicians as they are way to slimy to have the truth stand in their way. Make all sure school leavers are literate. A great number of British adults have literacy and numeracy skills of primary school children despite the huge sums spent on education. Ignore Shakespeare for now and concentrate on a ring road, bus station, pedestrianisation, good town centre shops . Stratford is a lovely riverside market town first, we need to ignore all of the rhetoric from the RSC etc and make it less of a 'plastic' place to live and more of a 'real' place. It should be compulsory for council employees and members to use of park and ride instead of their own 'Animal Farm' style approach to car parking!	20/27
Stratford has major congestion issues for people who work here. All areas roads are completely blocked at rush hours.	21
Vast majority of Stratford residents do not work in town - they commute to Birmingham, Coventry and beyond. Reducing traffic chaos is a number 1 priority.	21
Need to study proposals in light of traffic plans, housing, etc	21
Improving transport infrastructure, primarily through building ring roads would remove local congestion increasing employment by encouraging tourism and enabling easy road access. Who wants to visit an attractive town when it is overwhelmed with traffic jams and parked cars?	21
Need mixed focus - not just media, culture, tourism. Need out of town business parks. Need to stop lorries/large vehicles going into centre	21/13

Stratford is a lovely place to live, we don't need lots of new businesses, people are happy commuting - so improve transport (roads) and access to London (train)	21/18
Stratford needs better rail and road access if employers are to treat it seriously. Witness the number of people driving to Warwick Parkway or Banbury to use rail links to London or Birmingham. Without a ring road and new river crossing, congestion will stifle investment	21/18/25
It's linked to the retail situation in next section. Also the town can only support so much development (as in expansion) and existing facilities should be supported and improved, with incentives if needed.	21/22
Consideration needs to be given as to how heavy commercial vehicles can be routed from Banbury and Shipston Roads to new A46 business park without going through the town. This needs extension of ring road but without huge development	21/25
Provide more schools, dentists, doctors etc. to cope with all the new housing.	22
Build up links with a nearby University and encourage a campus development near the town	22
More cycle friendly environment to enable people to get to work without a car. I use my bike to go to work every day and would like it to be safer	23
Make cycling to work an option which it is not now	23
Fill up existing business/technology park spaces, e.g. Banbury Road, parallel with developing a new business park by A46. Create cycle paths and walk ways to business parks from town and parkway station.	23/24
If a business park is built on the A46 side of town, provide road access from the south of the town without having to drive through the town. i.e. a bypass north - south.	25
Once new river bridge and road links completed firms and employment will follow	25
Upgrade the infrastructure including a new bridge to save wasted time in traffic jams on the Clopton Bridge and Birmingham Road, morning and night - particularly during term time for schools	25
Relieve traffic congestion at Clopton Bridge with a proper ring road and bridge to the north. Remove lost hours and fuel in cars/vehicles going nowhere	25
Maybe you could ensure that gardeners are capable of cultivating rose gardens, and would never dream of replacing beautiful flowering trees with dripping lime trees? Also toilet attendants, so that we might have public toilets once more, where they are needed.	28/31
The neighbourhood plan should see a complete plan addressing town centre needs of accommodation, business, retail, local and tourist entertainment - solutions to traffic flow and parking cost are needed to enhance employment	3
Emphasis should be on attracting new investment opportunities. There has been too much discouragement of investors in the past	3

A lot of disused commercial buildings in and around town which needs development in order to attract businesses in high tech industries e.g advanced engineering, IT, and therefore attracting employment, especially the graduate market.	3
Ensure no repeat of the enlarged Maybird Centre which has ruined the town centre Lots of empty business sites around Timothy Bridge Road area should be used first before any more buildings built	32
Stratford is becoming unaffordable to young people either to rent or buy, meaning that they would have to travel into Stratford for employment on already overused infrastructure.	5
Aim to remove over tall buildings which make the landscape and view of Stratford. site call centre for example	6
Minimise the proportion of apartments in the Brownfield development area - optimise proportion of low rise houses. Ensure that public realm commitments are not lost and are delivered	6
More business premises simply supports your constant need of putting up more houses here.	7
This plan seems to assume that we all think growing the town is a good idea. Growing the town is manifestly not a good idea and especially if there is no local work, all we are doing is becoming a dormitory town for Birmingham and Coventry. I do not agree that we need to grow with more housing at all. The character of the town should be protected and that means smaller businesses of quality should be prioritised.	7/13/16
I do not support any new developments or buildings	7/15
Leave Stratford-upon-Avon as it is as a tourist attraction with no more development	7/15
No business should be located / relocated on land that is of benefit to wildlife. Existing business sites should be developed/redeveloped before new sites are sought.	9
Think about putting Business park near Tiddington and give Bishopton a break	
How are businesses to be 'displaced' from unsuitable locations - who will pay the bribe/compensation?	
Allow NFU mutual to develop (or use as car parks) their green land at Tiddington and Ryon Hill	
Encourage discipline in the home so that school leavers are actually employable - no good having 6 'A' levels if there is no work ethic	
Support small independent business and start ups to promote new employment creation	
Develop a local radio station with DAB frequency	
Ensure that employers pay an adequate salary to staff - Stratford manages to offer very high living costs coupled with extremely low levels of pay	
Recognise the role of voluntary services, work experience, mentoring and volunteering helping to get people back into work.	
Obviously creating housing solutions essential to meeting employer and employee needs.	
Is employment an issue in Stratford?	
Too many outsiders taking the local jobs. Lowering standards in town.	
Tell the Shakespeare birthplace trust to employ more people and rely less on cheap voluntary labour.	

It appears to me that there is a need to encourage business into the area. If you increase housing as planned, people will be looking for work that might not be there.	
Put seminars into schools - highlighting the many types of work within town and explain how to live when school finishes.	
Excellent	
Encourage employment for the school leavers, therefore encouraging them to stay in the town, therefore increasing the young theme	
Don't be afraid of SOA getting larger, more residents helps the local community!	
Raise council tax to an amount that is sensible, we are biggest old folks home in England. Many are very rich	
Take the town unequivocally up market to give it an unmistakable USP. There are plenty of towns around appealing to the mediocre	
How many people live in Stratford actually work in Stratford? Not a lot me thinks. Solution - Make existing properties available for those in work. Less so for those who won't. Tough times - get tough!	
We need to do as much as we can to help the young people to train so that they can find work	
Employers to pay a 'living wage'	
Support reuse of buildings. Buildings along end of Birmingham Road from Guild Street are boarded up - not only unsightly but also very sad to see.	
I wish I did have a suggestion! A bit more help from the JC? But that's not relevant!	
A support centre for small business owners, drop in centre with meeting rooms that can be used	
Develop stronger links and incentives to employers	
Hold regular support meetings for local businesses offering advice and support. Over the last year I have witnessed at least 9 long serving businesses go bust or relocate.	