



## Stratford-upon-Avon neighbourhood plan

[www.ourstratford.org.uk](http://www.ourstratford.org.uk)

20 June 2013

Dear ,

### **Neighbourhood Plan Proposes Regeneration of Canal and Mason's Road Areas**

I would like to ensure you are aware of the emerging Stratford Neighbourhood Development Plan, and I enclose an introductory leaflet. A Neighbourhood Plan is a key component of the Government's Localism Act which came into effect in April 2012, setting out a series of measures to shift power away from central government and towards local people. It enables local people to shape the development of the community in which they live for the next twenty years and can guide, for example, where new homes and offices should be built, and what they should look like; how green spaces ought to be protected or enhanced; and how new infrastructure is handled.

Stratford-upon-Avon Town Council has mandated a Steering Group, of which I am the Chairman, to develop a Neighbourhood Plan for Stratford-upon-Avon and the Group includes representatives from Stratford's business, civic and residents' organisations and numerous volunteers with appropriate skills. The Steering Group has consulted local people, and Working Parties have been developing objectives to meet the wishes of the townspeople covering Housing, Jobs, Heritage, The Town Centre, Open Spaces, Infrastructure, and Community, Leisure and Wellbeing. Open Days are being held at the Town Hall on Sunday 30 June and Monday 1 July to outline possible solutions to the challenges the Town faces, though the detail is also on our website, [www.ourstratford.org.uk](http://www.ourstratford.org.uk)

One very strong feeling is that any new housing in Stratford should be concentrated on brownfield, or previously developed, sites rather than on greenfield land on the periphery of the town, and that there are commercial and industrial uses located in the town that are now either of poor quality or in inappropriate locations and this particularly applies to some of the land adjacent to the canal from Birmingham Road and towards Shottery Brook. One of our solutions is to support the creation of a new Business Park (or Parks) on the outskirts of the town, and close to the A46 for better accessibility, which would allow existing businesses to move from these inappropriate locations, and to provide good quality facilities for new employment opportunities to be set up. We would then encourage and support the redevelopment of the land vacated by businesses for housing and suitable non-residential uses while creating a vibrant and attractive canal-side development.

A number of businesses are already actively seeking such a move, but we recognise that there are substantial hurdles to overcome regarding land acquisition and the financial implications for both leaseholders and freeholders. I would welcome your views on whether you would be interested in pursuing the idea for your business or

Stratford-upon-Avon Neighbourhood Development Plan facilitated by  
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property and I or a member of the Steering Group would be very happy to discuss the issues with you. You can contact me on Tel: 07831 409589 or via the Town Council at the Town Hall, Sheep Street, Stratford-upon-Avon CV37 9QW. Tel: 01789 269113. Meanwhile please look at our website [www.ourstratford.org.uk](http://www.ourstratford.org.uk) and if possible, come to our Open Days at the Town Hall on Sunday 30 June from 11:00am-5:00pm or Monday 1 July from 1:00pm to 8:00pm. One of our Steering Group members will be pleased to go through our proposals with you.

I look forward to hearing from you, or perhaps meeting you later this month.

Yours sincerely

Mark Haselden  
Chairman of the NDP Steering Group