

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

### Policy E3

Representations: Total received 11

Number in Support: 4

### Modification Proposed:

Only the minor modifications noted in the responses below and any needed to remain consistent with the Core Strategy and the NPPF are proposed.

### Individual Representations and Steering Group Responses

Code Number	Full Name	Organisation represented (where applicable)	Policy E3	Neighbourhood Plan Steering Group Response
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Statutory Consultees' Comments				
1001	Stratford District Council	Statutory Consultee	Does not allow for any conflicts with other policies which go against the balancing exercise of pros & cons of proposals.	Do not see any conflicts and it is proposed to retain the current wording as the wording does not prevent a balancing exercise.
1004	WCC – Public Health		Public Health Warwickshire supports Policy E3 as it supports sustainable economic growth which aligns with current good employment opportunities the area offers.	Supportive

Residents' Comments				
057	Trevor Honychurch		Agreed	Supportive
056	Martyn Luscombe	Stratford Voice	Proposals for substantial, permanent art installations should be subject to public competition and consultation	This policy is concerned with the provision of services and facilities to support culture, media and tourism rather than art installations.
124	John Brennan		There is no more need for tourism services especially Hotels - tourism is declining, and Stratford needs to diversify.	Tourism, especially longer stay requiring good quality hotel accommodation, is being promoted.
028	Gordon Harrington		This low key statement requires a higher priority. There needs to be more emphasis on the financial/job creation benefits of tourism, with proper recognition of the risk to this of increasing traffic congestion and the real damage to Stratford's heritage aspects resulting from poorly located housing developments (e.g. Shottery).	<p>The NDP is not responsible for promoting the benefits of tourism.</p> <p>Various policies within the NDP, recognise the need to accommodate increased traffic.</p> <p>Responsibility for the allocation of sites for housing development rests with the Stratford District Council. Details are contained within the Core Strategy.</p>

170	Peter Emmerson		<p>This policy should be strengthened with wider references to the Creative Industries. The current references to Culture, Media and Tourism are too bland. With its existing brand image and concentration of creative skills in both large employers (particularly the RST) and smaller businesses, the town is ideally placed to develop entrepreneurial activities in areas such as video and software design, as well as more traditional creative arts. The visual arts are not mentioned; yet there is already a concentration of visual artists and crafts people working in the town and wider neighbourhood area , as is seen every year during the Warwickshire Open Studios event. There is also a strong, supportive infrastructure in the form of Escape Arts and Stratford VisArts. An imaginative policy to support this group (for example with reduced rents, business rates etc. could, in time, lead to the creation of a location similar to the Jewellery Quarter in Birmingham (if on a smaller scale) which would in itself become a visitor attraction.</p>	<p>The NDP is aiming to provide the framework within which the strategy suggested would be supported.</p>
228	John Campton		<p>Too much emphasis on tourism etc. at the expense of resident's quality of life. It is a relatively small market town which is positively heaving with hordes of visitors - no more.</p>	<p>Within the constraints of the national planning process and the need to maintain vibrancy within the town, the NDP provides the necessary checks and balances.</p>
095	Eric Ward		<p>Very strongly agree</p>	<p>Supportive</p>

119	Liz Thompson, Director of Communications	Royal Shakespeare Company	We welcome recognition of the value of cultural, media and tourism services with the Neighbourhood Area, the explicit acknowledgement of the value of the town's association with Shakespeare and the Theatre and the support for development which creates or maintains employment in this sector. As the theatre is specifically referenced, we ask that the plan references the Royal Shakespeare Company or Theatre. We also suggest the text includes 'a destination for visitors to its historic houses, cultural offer, and attractive riverside setting. We note there is a strong relationship between jobs and public transport and traffic management in the town - and employment cannot be looked at in isolation from the need to provide suitable, reliable and cost-effective options, particularly for lower paid workers.	Supportive. The title of RST/RSC will be checked.
201	Graham John Nicholson	The Inland Waterways Assoc. (Warks branch)	Would not wish to see excessive weight given to tourism	The NDP provides a balanced approach which recognises the realities of the situation.