

ISSUE – TRANSPORT AND ACCESSIBILITY

The Issues and Options document provides the overall definition and background to this particular issue. The identification of the issue to form an essential part of the Core Strategy is justified by key evidence set out in Table 1 and from the consultation responses to the Issues and Options document.

Desirable outcome by 2026

The Community Plan sets out clear desirable aims about where the District wants to be in 2015. It is likely that these aspirations would continue to be relevant to the period up to 2026. It wants

- visitors to the town of Stratford-upon-Avon to increasingly arrive in the town centre by modes of transport other than the private car
- Short journeys within the built up area by people living in the town to be increasingly made on foot, by cycle or by public transport;
- Transport be made available to enable people to get to services, activities, employment, training and facilities;
- Fewer people killed and injured in road traffic accidents - road safety.

Furthermore, the Local Transport Plan's (LTP) priorities for transport include tackling congestion and better air quality. The LTP expires in 2011. The LDF will need to respond to any new priorities that may emerge through the review of the LTP.

Existing evidence base relating to the issue

A lot of information has been gathered to inform decisions about this issue. Table 1 below set out the current state of transport and accessibility issues, the underlying trends and the sources of that information. Like any information, this will need to be constantly updated and any implications fed back into the LDF process.

Table 1

| Issue/Challenge: | Current State: | Trends: | Source of Information: |
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| Management of Transport | <ul style="list-style-type: none"> • 70.4% of people travel by car, 3% by public transport, 2.6% by bicycle and 9.4% walked. • There is general lack of public transport in rural areas. • There is lack of evening bus service with associated social exclusion • High car ownership. 86% of households have access to a car. About 47% have 2 cars or more. This is amongst the highest in the country. 6,400 households do not have a car. • Traffic has increased 11% over the last 10 years (up until 2006) • There are 9 District Council managed car parks with total capacity of 2413. Currently there is about 1066 pay and display on street parking bays. There is 720 space park and ride. Noticeable commuter parking in residential streets, effective parking enforcement. | <ul style="list-style-type: none"> • Recent increase in bus patronage. Annual bus patronage figures for 2004/05 was 11.1m compared to 10.7m in 2003/04. • National figures show a decline in usage. • Traffic growth continues to increase. • There is local perception of increased congestion • Major investment in parking supply and enforcement, • Improved access through (Urban Traffic Management and Control (UTMC) and signage. • Overall number of spaces increased but in the form of park and ride • Patronage in the use of park and ride continue to increase. • Number of road accidents in Warwickshire reduced by 10% between 1994 and 2004. Within this data, number killed or seriously injured reduced by 28%. • Increased traffic volume, | <ul style="list-style-type: none"> • Census 2001, • the Community Plan, • Local Transport Plan (LTP), • Local Time Tables, • Parish Plans, • Demand Management Study. • County Council Traffic Data • Resident surveys. • Parking studies • Stratford Major Schemes Bid, • Parking Services information packs, • County Council. • National Statistics • Warwickshire Road Casualty Data (2004), |

| Issue/Challenge: | Current State: | Trends: | Source of Information: |
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| | <ul style="list-style-type: none"> • In 2004 there were 485 road accidents in the District. • Casualty rate per 1000 population is 6.16 (2004), which is above national average of 5.02 and Warwickshire average of 5.77. • In 2003, 182 people were killed or seriously injured in road accidents in the District • Capacity at certain junctions are at or near limit, • There is increased congestion particularly during peak hours. • increased maintenance cost, • unacceptable safety figures. • A significant proportion of traffic in Stratford originates and ends in Stratford. Through traffic is only a small proportion of the overall traffic in the town. | <ul style="list-style-type: none"> • reduced number of accident • better managed on street parking. | |

The existing evidence base presents some clear issues to be addressed. This includes lack of public transport, congestion, road safety and the management of demand and supply of parking. It is expected that if these issues are addressed successfully, it could have a significant positive impact towards achieving the desirable goals set out above.

The Issues and Options document was the subject of an extensive public consultation exercise and a summary of the responses received and its analysis is set out in tables 2 and 3 below.

Analysis of Response received

Representations were received on specific questions to address the issues. These are analysed under each of the questions asked.

Question 17: Should more investment be made in improving the road network in the District?

Table 2

| Answer to parent question | Comments made on question | Response |
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| 98% said yes | No specific schemes in mind but the Trust would welcome opportunity to be consulted on future proposals. | An answer to the parent question demonstrates a clear and overwhelming support for more investment towards improving the road network in the District. |
| 2% said no | <p>Wherever possible, hard standing should be provided at bus stops to enable buses to draw in off the road as to not interrupt traffic flow. Shelters should also be provided.</p> <p>Relief roads are needed e.g. through Kineton to take traffic heading to the motorway and relieve the village centre.</p> <p>Develop the network to a level which accommodates the needs of residents and businesses alike.</p> <p>Programme to deliver Stratford Western relief road should be in Core Strategy.</p> | <p>Analysis of the responses does not require any modifications to the issues identified in the Issues and Options document. However, there are clear specific schemes that are suggested to improve the road network and highlight the importance of the issue. Key amongst the suggested proposals is a ring road in Stratford, relief road/bypasses for example in Kineton, road maintenance and enforcement of road restrictions such as weight restrictions.</p> |

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| | <p>Council should incorporate the package of measures associated with SWRR</p> <p>Not necessary unless development creates opportunity/ need.</p> <p>HA, WCC and SDC should explore the possibility of joint traffic modelling.</p> <p>Relief roads will increase traffic movements and require development to fund them - see CPRE investigation into such projects. Reduce cars in centre through park and ride and small car parks on entry roads.</p> <p>Not everyone can walk, cycle or use public transport especially when carrying shopping.</p> <p>Maintain and repair roads and pavements.</p> <p>Extend 30mph limit.</p> <p>Restrict access on specific roads to certain classes of vehicle.</p> <p>Build Ring Roads.</p> <p>A published and robust preventative maintenance plan needs to be developed.</p> <p>Better maintenance.</p> <p>Businesses need by-passes if needed.</p> <p>De-clutter roads. Police to enforce road signs more. Improve minor roads surfaces.</p> <p>Weight restrictions on village roads, 20mph limit in villages. This will increase road safety and reduce CO2 emissions.</p> <p>Significantly improved road maintenance by WCC might encourage more tourism and certainly save money in the long term.</p> | <p>There are some responses which suggest that relief roads would rather increase traffic movement.</p> |
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| | <p>Maintain present network better, except for priority improvements to improve safety.</p> <p>Maintenance, speed control.</p> <p>Introduce cycle lanes, reduce speed limit, traffic calming, better access and frequency to public transport.</p> <p>There is always scope for improvements, e.g. traffic lights at A448/A435 junction at Sernal Ash to reduce rat running.</p> <p>Ring road around Stratford, bus lanes in Birmingham road, A46 dual carriage way from Stratford to Alcester.</p> <p>Maintenance, especially in rural areas.</p> <p>Better maintenance. Proactive safety.</p> <p>Complete Stratford by-pass.</p> <p>Maintenance and slow signs for villages.</p> <p>Interconnecting Stratford to the motorway will benefit commerce and tourism and benefit the whole district.</p> <p>A ring road around the town of Stratford which would alleviate traffic problems. An additional bridge over the Avon into Stratford town. HGVs should be prohibited or time restricted including delivery vehicles.</p> <p>Regular maintenance, potholes, safety improvements, bypasses for villages with trunk roads through them</p> <p>B and C roads need adequate re-surfacing,</p> <p>Studley by pass would reduce traffic congestion.</p> | |
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| | <p>Except new road bridge in SUA and protect Clopton Bridge with weight restriction. Investment in roads is not consistent with need to reduce car use. Maintenance, park and ride and public transport should have higher priority.</p> <p>Radial routes into/ out of SUA town centre need improvement.</p> <p>Importance of maintenance. Park and ride schemes also important.</p> <p>Transport should not dictate where we local development and services: employment opportunities should. Lower speed limits, removal of traffic humps.</p> <p>No need to improve existing roads if we get a radial by-pass of Stratford town.</p> <p>A proper By-Pass</p> <p>Only maintenance and traffic calming.</p> <p>East bypass of SOA. Via Barford Bypass to Longbridge.</p> <p>Provision of a further river crossing at least 3 miles upstream of Clopton bridge.</p> <p>Fewer potholes, good surfaces. Safety on A46</p> <p>New bridge out of town less pressure on Clopton Bridge.</p> <p>Build suitable networks to support new communities.</p> <p>More by-passes around villages, introduce weight limits to control HGV's passing through villages.</p> <p>Stratford southern by-pass to be completed, new bridge across the Avon near Clopton Bridge. Lower speed limits in villages and on some main roads.</p> | |
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| | <p>A third road bridge.</p> <p>New river road bridge and complete ring road.</p> <p>Pedestrianise Stratford town centre.</p> <p>Additional river crossing, ring road.</p> <p>Sort out longbridge island, Stratford west relief road, remove bollards in Albany road.</p> <p>SUA By-pass is essential.</p> <p>Southern by-pass for SUA will reduce traffic congestion and pollution in town. Need to stop building houses where the route</p> <p>Stratford bypass - Banbury Road - Ingon Manor Lane, Studley Bypass. Weight restriction on Clopton Bridge.</p> <p>Full by-pass and a bridge east of SUA.</p> <p>Make up edges of roads especially in rural roads where modern traffic has exceeded the width of the original road.</p> <p>Road surface type should be improved for quietness. Where new development is proposed roads should be safe,</p> <p>Currently roads built many years ago are still considered OK which is not really.</p> <p>The restoration of the full length of the former rail line south of Stratford station to the existing Long Marston railhead should be supported in the core strategy. This would mean safeguarding the route in the core strategy.</p> <p>Rail line is currently being extended north from Toddington in Gloucestershire</p> | |
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| | <p>towards Broadway and the opportunity for a significant service at least for tourism purposes possibly more certainly exist.</p> <p>Improvement to help increase access to local services.</p> <p>Village bypass, greater use of trains</p> <p>Improvement to avoid congestion at peak times, especially on certain arterial routes/ junctions and to improve road</p> <p>Proposals suggested in the UDF should be supported together with relief road and new river crossing. Reducing volume of traffic in centre will enhance heritage attraction.</p> <p>The traffic chaos caused whenever parts of the town centre are closed show the need to improve the road network - And definitely prior to any town pedestrianisation.</p> <p>The Arden Street, Birmingham Road, Clopton Road traffic light need adjusting as at busy times it can be impossible to cross from Clopton Road to Arden Street.</p> <p>Improve cycle and walking provision especially to schools. Re-open railways. Electronic speed aware signs in villages.</p> <p>Full Stratford ring road to encourage and facilitate employment and tourism</p> <p>Complete ring road round Stratford.</p> <p>Bypasses all around Stratford.</p> <p>Studley bypass</p> <p>Only major roads.</p> <p>SWRR</p> | |
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| | <p>Better upkeep.</p> <p>Western bypass for Stratford. Car parking throughout the District.</p> <p>Bypass round Stratford including a new river bridge.</p> <p>Eastern and Western bypasses.</p> <p>Ring road, road bridge, ban lorries from centre after 8am</p> <p>Provision of a second river bridge, complete ring road and bus station.</p> <p>Efforts made for reducing the need to bring cars into Stratford.</p> <p>Except by-pass for Studley, traffic calming and HGV designated routes. Avoid inappropriate rural commercial development should be resisted if will create large volumes of traffic.</p> <p>Road maintenance and junctions.</p> | |
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Question 18: Should improvements be made to public transport services

Table 3

| Answer to parent question | Comments made on question | Responses |
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| <p>65% said Yes</p> <p>35% said</p> | <p>No specific scheme in mind, but would like to see integrated, affordable public transport system, especially catering for people most in need.</p> | <p>Most of the responses received relate to improvements to public transport operational issues such as the frequency of</p> |

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| <p>No</p> | <p>Reopening rail line south of Stratford, Transport Interchange at town rail station, a proper bus station</p> <p>Investment into footpath network to encourage people to access local facilities by footpath, This would require the provision of well-designed new path links within and between towns and villages.</p> <p>Waterways can play a role in transportation of waste materials from transfer station to reprocessing and recycling.</p> <p>Wherever possible, hard standing should be provided at bus stops to enable buses to draw in off the road as to not interrupt traffic flow. Shelters should also be provided.</p> <p>Promote bus/rail services to reduce commuting by car.</p> <p>Expand rural bus network and investigate opportunities for new railway stations. More co-ordination needed at interchanges between service stations.</p> <p>Development obligations could generate funding to increase bus frequency.</p> <p>Frequency and feasibility to make them a genuine alternative to a car.</p> <p>Bus services from larger centres to rural areas should be improved. Should be a linkage between bus and rail to increase opportunities to take longer trips by rail.</p> <p>Vital to protect Stratford to Cheltenham railway formation with a view to long term re-opening of the route. Passenger and freight railways demand continue to grow.</p> <p>Better information on availability of buses should be readily available in the form of timetables which include maps showing stops. This would at least</p> | <p>bus and rail services, free public transport service, provision of adequate information, affordable bus service, faster trains that stops at small stations, bus and train services that run in the evenings, bus services serving key service locations.</p> <p>Other key comments relate:</p> <ul style="list-style-type: none"> • the reinstatement of the railway line from the south of Stratford Station to Long Marston railhead and improvement to other rail infrastructure such as rail stations; • A bus/rail interchange at Stratford Station; • Parking issues, including park and ride at the south of Stratford, enhance parking facilities at rail stations; and • The opening of small rail stations in the District. <p>The use of developer contribution to improve public transport is mentioned.</p> <p>There was no comment that dismisses transport in general or public transport in particular as an issue.</p> |
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inform the public of services available to them and would encourage use.

Low-pollution buses should link shopper car parks and the centre to allow pedestrianisation of the centre. Coach/ bus park near station, allowing coaches parties to transfer to smaller buses to tour Shakespeare properties.

Subsidised travel throughout the day.

Also bus services to Coventry Hospital. Assume traffic will be controlled in Stratford - bring back the electric tram. Push network rail on their plans for Birmingham Line, encourage Chiltern to make Stratford a hub, encourage community buses.

Difficult as buses too slow to be useful.

Rail - a new station near Harbury - Bus - more direct service to local towns from villages - sadly no suggestions on funding.

Focus on bus services, regular services at key times for rural communities.

Provide feeder bus services that bring people from smaller villages into larger centres fed by main routes.

Integration of bus/rail connections-as in most modern European countries.

Re-use of old railway systems, improve connecting services.

Adequate and safe railway stations. Make sure station buildings are in use.

Need for integration of services, e.g. provision for local return bus services.

Rail is good. Rural areas need regular and smaller buses. Need for cross country liaison.

You cannot adequately service rural communities.

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| | <p>Bus station with facilities on cattle market site.</p> <p>Re-instate Stratford, L-Marton railway line.</p> <p>Use of rail ways between two towns.</p> <p>Reinstating a train line from Stratford to Redditch, Evesham and other large local towns.</p> <p>Park and ride south of river.</p> <p>Improved links from railway station by bus to town and surrounding residential areas and beyond</p> <p>Re-open Stratford to Cheltenham line.</p> <p>Bus-rail integration. Re-open Stratford-Honeybourne line. Develop Stratford-Warwick-Coventry line as core local rail offer. Seim-fast rail service Stratford-Birmingham hourly via Claverdon, Dorridge, Solihull.</p> <p>Improved and extended parking spaces at railway stations</p> <p>Very difficult for rural and small towns folk to get to hospitals at Warwick/ Coventry from s.warks by bus/rail.</p> <p>Already good train service to Birmingham but needs limited stop trains and evening services. More trains to Solihull. A fast Stratford-L Spa - Coventry - Birmingham Airport service would be very successful in reducing car commuting. Rail link to Honeybourne route should be safeguarded, but only reopened if national funding available. Rural bus services are unlikely to be able to replace car - perhaps future development should be concentrated on primary bus routes.</p> <p>Bus services that arrive in main centres to allow people to catch trains.</p> | |
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| | <p>More trains should stop at small stations such as Wilmcote. Accessibility to stations need to be improved – better footpaths, cycle storage facilities, designated car park especially at Wilmcote where parked cars cause danger and the parking could also serve tourist attractions.</p> <p>Increase frequency of services. Favourable pricing for the elderly.</p> <p>Improve rail services and reinstate Honeybourne line. Bus service satisfactory.</p> <p>Trains to run later in the evening, some direct buses to Alcester/Leamington/Coventry.</p> <p>Later services between Birmingham and Stratford. Reinststate line to Honeybourne.</p> <p>Local buses e.g. through Shottonery</p> <p>Train bus interchange. Smaller low-emission buses.</p> <p>Integrate bus and train.</p> <p>Availability, improvement of connecting services i.e. bus services across the county and with rail services.</p> <p>More trains linking other districts/cities.</p> <p>Free public transport into urban centres and ban cars correspondingly. Public transport to be of good quality.</p> <p>Rail services adequate, village buses need to be supported and developed.</p> <p>Rail, regular and later services to Birmingham and Coventry. Bus, new bus station, reliable buses are preferable than regular ones.</p> | |
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| | <p>Increase rail services to Birmingham and Leamington.</p> <p>Need a bus station as buses stopping in Wood and Bridge St cause congestion.</p> <p>Improve Stratford station by removing need for passengers to carry luggage over footbridge.</p> <p>Park and ride for rail links to Birmingham and London. Extend rail services into evenings. Hop on hop off bus services to villages, post offices and other deliveries.</p> <p>Reinstate railway lines, smaller buses.</p> <p>Bus services to be kept at affordable prices, with increased services during the tourist season.</p> <p>Better quality railway station linked to a bus station in SUA. Restoration of direct buses and trains to Oxford, better services to Cheltenham, Malvern, Hereford.</p> <p>Build bus station opposite railway station. Later trains to Birmingham.</p> <p>Rural interconnection to larger settlements after 7pm. Greater use of P&R by installation of at least a second P&R base south of river</p> <p>Co-ordinated travel centre on the site of the cattle market.</p> <p>Late services to and from London and Birmingham.</p> <p>To encourage more people to visit and increase range of prospective employees.</p> <p>More comfortable and to reflect community needs.</p> | |
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| | <p>Support restoration of rail line Stratford to Long Marston. Vital to safeguard route in LDF policies. Rail freight can remove significant numbers of lorry movements to alleviate congestion and is predicted to increase.</p> <p>Increase number and frequency of bus services within rural areas to reduce car dependency and reduce congestion.</p> <p>More regular services with focus on larger settlements so people can access those services.</p> <p>Concerned that transport section makes no reference to the need to restore the Stratford - Long Marston railway. The route in its entirety should be protected from Stratford network rail station to the Long Marston railhead in accordance</p> <p>1. More frequent trains to Leamington, Birmingham and London 2. Make the charge for the park and ride per car rather than per person to encourage greater use.</p> <p>Rail ok. Village buses should be more frequent.</p> <p>re-open old railways.</p> <p>Extend Stratford railway southwards. Bus service to link with rail. Extend services into evening and subsidise.</p> <p>More buses.</p> <p>Rail services are stuck in traditional modes. Smaller more frequent services required.</p> <p>Reliable services, timetables and tickets.</p> <p>Reduce prices on rail travel.</p> | |
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| | <p>More buses.</p> <p>Later rail and bus services from SUA to Birmingham, Leamington and Warwick and to villages from SUA, esp. at weekends.</p> <p>Better and additional rail services. Focus on provision of park and ride buses.</p> <p>Smaller buses, more frequently. Links from station to town and beyond by bus.</p> <p>They should run on time.</p> <p>Bus service to hospitals.</p> <p>Linked up rail and bus station.</p> <p>rail services with late night services from Birmingham.</p> <p>Faster train to Birmingham. Evening train service. Direct trains to Solihull, Coventry and Birmingham airport.</p> <p>Bus services to local areas. On-time train service direct to London to assist local business and tourism.</p> <p>Improvements to public transport allowing access to market towns from neighbouring smaller villages. LDF should recognise that SUA is not a service centre for two thirds of the district and that many people wish to access local facilities located in other districts.</p> <p>Provide direct bus services between main towns, supplement with shuttle bus services within larger towns and linking buses to smaller villages.</p> | |
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Responses to the above two questions clearly reveals support for both investment in improving the road network and public transport. Whereas investment in roads and public transport can be relevant to different problems at different location, they can be two different approaches in their own right to addressing the key problem of congestion. Where both approaches can comparatively be effective solutions to a problem, it would be important to prioritise which of them should be adopted as the preferred approach. A key test would be the effectiveness of the solution and its sustainability with respect to impact on the environment and its long term implications. It may also be reasonable to have a sequential approach to the analysis of the alternative solutions when considering how to deal with a particular transport problem such as congestion. Three Options can be drawn from this assessment. They are listed as Options 1, 2 and 3. A sustainability Appraisal Framework has been used to examine the relative impacts of these three approaches on a variety of sustainability indicators. In doing this analysis, it is important to emphasise that the three approaches are not mutually exclusive. It is important to stress that measures such as road safety, better integration of services and modes of transport and the effective management of parking are complementary measures to support each of the Options.

Alternative Options for consideration

Three basic Options can be drawn from the representations received to the above questions plus other information considered. These are:

- Option 1 - road building as a main means of reducing congestion with effective maintenance of the existing road network and enforcement of traffic restrictions and measure to improve road safety and effective management of parking;
- Option 2 - Improvements to public transport infrastructure and its effective operation as the main element of transport strategy, including the effective maintenance of existing road network, enforcement of traffic restrictions, measure to improve road safety and effective management of parking including the provision of park and ride and an enhancement of parking associated with public transport nodes.
- Option 3 – emphasis on public transport, walking and cycling but with new road building schemes supported where clearly justified in order to improve the character and function of communities and the effective operation of the economy.

Table 4 assesses the likely impacts of the above options on the key indicators of the Sustainability Appraisal Framework. This assessment has been used to inform the preferred.

| | (Option 1) | (Option 2) | Option 3 | Commentary |
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| Factors | | | | |
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| Consistency with national policy | - | + | + | National policy set out in PPG13 seeks to influence a shift from car based travel to public transport, walking and cycling because of their environmental, health and social benefits. The effectiveness of this approach in reducing congestion is proven in many situations. Road building is considered essential in some circumstances but only as a last resort when demand management measures are proven to be ineffective. Building more roads could potentially encourage more use of the car without necessarily reducing congestion. National policy also seeks to promote social inclusion. Although there is high car ownership in the District, about 6400 households do not have access to a private car. Public transport, walking and cycling offers an alternative means of transport to services, social interaction, jobs and facilities etc. Option 3 provides a good balance of protecting the environment, improving the health of the individual etc. whilst at the same time recognising the significant role that road building can play in reducing congestion at certain circumstances. Option 3 also makes a significant positive contribution towards delivering national policy and has the potential to enhance the local economy as well. Options 1 and 2 have relative merits in their own right. However, Option 1 can potentially exacerbate social exclusion and encourage car use contrary to the objectives of national policy. This is more so the case in a rural district such as Stratford-on-Avon with settlements widely dispersed. It is unlikely that Option 2 alone would be able to deal with the transport problems of the District if significant levels of development were to be expected. |
| Consistency with regional policy | - | + | + | Regional policy is consistent with national policy. Same comments as above therefore applies. |
| Consistency with Community Plan and Corporate Strategy | - | + | + | The Community Plan promotes a move away from the use of the car in Stratford. It encourages the use of public transport, walking and cycling. Options 2 and 3 in this regard perform |

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| | | | | better than Option 1 and will make a significant positive contribution towards achieving this objective. Indeed, Option 1 could be contrary to the aims of the Community Plan. |
| Consistency with response to Issues & Options consultation document | + | + | + | Response to the Issues and Options consultation document strongly favours both road building and improvements to public transport. In particular, a ring road around Stratford and the reinstatement of the railway line south of Stratford Station to Long Marston railhead are specifically mentioned. All three Options are supported by the consultation responses in varying degrees. |
| Participation – scope to contribute to decision-making | 0 | 0 | 0 | No impact |
| Crime – reduce crime/anti-social behaviour and fear of crime | 0 | 0 | 0 | No impact |
| Health – provide facilities and promote healthy lifestyles | 0 | + | + | Walking and cycling has significant health benefits. Option 2 and 3 will make a positive contribution in this regard than Option 1. |
| Poverty – tackle disadvantage | 0 | + | + | Options 2 and 3 will offer genuine alternative travel modes to people without access to the private car and facilitate social inclusion. In this regard, they could make a positive contribution towards tackling disadvantage in the community. |
| Access – improve services and opportunities | + | + | + | There is no doubt that all the options could improve access to services. However, the means of accessibility that would be created by Option 2 and 3 will be more sustainable than Option 1 |

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| Culture & recreation – increase participation | 0 | 0 | 0 | No impact |
| Housing – provide good quality and affordable homes | 0 | 0 | 0 | No impact |
| Population – balance needs of residents and visitors | - | + | ++ | A significant proportion of the population do not have access to the private car. Option 1 could exacerbate social exclusion for such people. Options 2 and 3 could meet the diverse needs of the population by offering credible alternatives modes of travel. Option 3 does so whilst also catering for the car user. |
| Historic and cultural heritage – preserve and manage assets | 0 | 0 | 0 | No impact |
| Landscape and townscape – character and appearance | - | 0 | 0 | The consequences of road building can be environmental damaging, in particular its impact on the general landscape of the area. Option 1 would relatively have more adverse impacts on the character and appearance of the landscape. |
| Environmental assets – natural and built | - | ++ | + | The consequences of road building can be environmental damaging, in particular its impact on the general landscape of the area and implications on climate change by increased use of the car. Option 2 and 3 could have a positive impact on climate change although Option 2 could have greater positive impacts. |
| Biodiversity – ecology and habitats | - | 0 | - | The consequences of road building can be environmental damaging when not comprehensively planned and impacts fully assessed, in particular impact on the biodiversity of the area. It has the potential to disturb habitats. |

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| Land use – optimise use of brownfield land | 0 | 0 | 0 | No impact |
| Urban development – high quality environments | - | + | + | Building more roads could lead to increase in car use and associated increase in pollution to the detriment of the environmental quality of an area. On the other hand, emphasis on walking and cycling could help improve the environmental quality of the area as emphasised in Options 2 and 3. |
| Stewardship – encourage local responsibility | 0 | 0 | 0 | No impact |
| Pollution - minimise air, water and soil pollution | - | + | + | Building more roads as in Option 1 could lead to increase in car use and associated increase in pollution to the detriment of the environmental quality of an area. On the other hand, emphasis on walking and cycling as in Options 2 and 3 could help improve the environmental quality of the area. |
| Climate change – minimise District’s contribution | - | + | + | Building more roads could lead to increase in car use and associated increase in pollution to the detriment of the environmental quality of an area. On the other hand, emphasis on walking and cycling could help improve the environmental quality of the area. |
| Flood risk – avoid increasing risk | 0 | 0 | 0 | No impact |
| Energy – increase efficiency and use of | - | ++ | + | Emphasis on public transport, walking and cycling will help reduce the use of energy. Road building could lead to increase in car use and consequent increase in energy use. |

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| renewable sources | | | | |
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| Conservation – reduce consumption of natural resources | - | ++ | + | Option 2 performs well with respect to energy consumption and thereby has positive impact on efficient use of natural resources than Options 1 and 3. Option 1 could increase consumption of natural resources. |
| Standards – design and construction of buildings | 0 | 0 | 0 | No impact |
| Planning – sustainable locations and use of infrastructure | - | ++ | + | See energy above |
| Transport – encourage modal shift from use of private car | - | + | + | Options 2 and 3 would encourage a shift from car based travel to environmentally sustainable alternatives such as walking and cycling. |
| Waste – reduce consumption and increase re-use and recycling | 0 | 0 | 0 | No impact |
| Local sourcing – goods and materials | 0 | 0 | 0 | No impact |
| Growth – achieve sustainable economic growth | + | + | ++ | All options have the potential to achieve economic growth. However, economic growth associated with Option 3 would be more sustainable. |

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| Employment – opportunities suited to workforce | 0 | 0 | 0 | No impact |
| Investment – assist prosperity | + | + | + | All option would have positive impact on the economy and assist prosperity. Option 3 would achieve it in a comprehensive but sustainable manner. |
| Skills – engage in learning and skills development | 0 | 0 | 0 | No impact |
| Innovation – encourage culture of enterprise | 0 | 0 | 0 | No impact |
| Technology – promote new technologies | 0 | 0 | 0 | No impact |
| Responsibility – local organisations and agencies | 0 | 0 | 0 | No impact |
| Tourism – enhance visitor experience | + | ++ | ++ | It is the aim of the tourism strategy of the District to encourage sustainable forms of tourism where public transport, walking and cycling are used as the main means of transport. Option 2 and 3 will have significant positive impacts towards this objective. |

Preferred Option

Option 3 is promoted as the preferred Option. Option 3 is: emphasis on public transport, walking and cycling but with new road building schemes supported where clearly justified in order to improve the character and function of communities and the effective operation of the economy.

In tackling congestion, reducing adverse environmental impact, promoting economic growth and encouraging accessibility in the District the general approach to transport policy would emphasise on the provision of public transport, walking and cycling infrastructure but with new road building schemes supported where clearly justified in order to improve the character and function of communities and effective operation of the economy. Example of where a road building scheme can be justified is the Stratford Western Relief Road in relation to West of Shottery development. This approach will be complimented with effective management of the demand and supply of parking, better integration of services and improvements to the existing road network. Although road building as a tool to combat congestion has a significant place in the approach to transport policy, it would be pursued only when it has been demonstrated that improvements to public transport, walking and cycling is not appropriate, sufficient and effective enough to deal with the transport problem and/or road building is the only likely solution to deal with that particular problem in that particular area. Continuous improvements to the existing network and improvements to road safety and parking would also compliment cases where some road building scheme are identified.

Specific routes will be safeguarded for public transport, walking, cycling and road building schemes where proven to be necessary.

In Stratford-upon-Avon, priority will be given for further supply of parking spaces in the form of park and ride. Further provision of spaces at the town centre will be considered as a last option.

Policy will seek to ensure that development does not significantly exacerbate the level of congestion to unacceptable levels.

More fundamentally, spatial distribution of development and facilities and services will continue to take into account its implications of transport and accessibility.

The reasons for the preferred approach:

- consistent with national, regional and local transport objectives/policy;
- supported by consultation response;
- would contribute positively towards healthy lifestyles;
- would help tackle disadvantage by promoting social inclusion;
- provide sustainable access to services/facilities by all relevant modes;
- improve environmental quality;
- has less impact of on the use of resources;
- would better facilitate modal shift away from private car use; and
- encourage sustainable economic growth and tourism.

Reasons for rejecting Option 1

Potential relative negative impacts on:

- biodiversity;
- air pollution;
- climate change;
- energy consumption; and
- the aim to influence a shift from car based travel to walking, cycling and public transport.
- Social inclusion.

Reason for rejecting Option 2

Option 2 has significant environmental benefits. But may not be sufficiently comprehensive to deal with all the transport problems of the District, in particular, when there is a need for significant development. It might not deliver significant economic benefits as in Option 3.

ISSUE - DESIGN AND DISTINCTIVENESS

The Issues and Options document sets out the definition and overall context for this issue. Its importance of being included in the Core Strategy is confirmed by the importance that the community attaches to its heritage, reducing the fear of crime and the quality of the environment. The protection of the quality of the built environment is one of the key concerns of many parishes in the District. This is borne out from Parish Plans so far adopted by the Council. The following key baseline data set out in Table 5 confirms this.

Desirable Outcome by 2026

A natural and built environment that is equally as attractive as it is now. New development will be more efficient in the use of energy and resources including the use of renewable energy and existing dwellings will have installed energy efficiency measures (Community Plan).

Existing evidence base relating to the issue

The existing database concentrates more on the District's heritage and assets, landscape and their underlying trends. They emphasise the need to protect/enhance these assets to maintain the heritage of the area.

Table 5

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| <p>Preserving Landscape and Townscape Quality</p> | <ul style="list-style-type: none"> • Cotswolds Area of Outstanding Natural Beauty (AONB) covers part of District. • There are Local Environmental designations such as Special Landscape Areas reflecting the distinctive landscape character of the Feldon, Arden, Cotswolds Scarp Slopes, Parklands and Leam Valley. • There is also Areas of Restraint designated in the Local Plan to protect their inherent openness and their contribution to the character and setting settlements. • There are about 76 designated Conservation Areas. • There are 11 parks and gardens of Special | <ul style="list-style-type: none"> • Climate change is an increasing threat to landscape. • Changes to agricultural practices continue to be a significant threat to landscape. • There is increasing debate about the need for locally designated areas. • Local concerns about the decline in the quality of our landscape often related to the quality of recent developments. • Recent CABI ongoing housing audit found that nine out of ten | <ul style="list-style-type: none"> • Local Plan, • Countryside Quality Counts, • Community Plan, • State of the Historic Environment – West Midlands, • English Heritage Buildings at Risk Register Facts and Figures (2005). • Heritage Counts Report 2006. • <i>Warwickshire landscape guidance</i> |
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| | <p>Historic Interest in the District and 83 Scheduled Ancient Monuments. There are about 1,270 ancient monuments in the west midlands region as a whole.</p> <ul style="list-style-type: none"> • There are also about 3000 listed buildings in the District whose protection is of important significance to the District. There are about 359 listed buildings in Stratford-upon-Avon alone. There are 34,000 listed buildings in the west midlands region. • It is estimated that the number of listed buildings at risk increased by 1.6% in the West Midlands, the highest for any region (2005 figures). • In April 2006, West Midlands had 34,363 listed buildings of which 607 were listed Grade 1 and 2,162 were listed 11*. • There were 1474 Scheduled Ancient Monuments in the region in August 2006. • There are 6 Registered Historic Battlefields. • There were 749 Conservation Areas in 2006. • There were 152 Registered Historic Parks and Gardens in the Region. • There are about 11 Parks and Gardens of Special Historic Interest in the District. • There are about 85 Scheduled Ancient Monuments in the District. • There are about 76 Conservation Areas in the District. • There were 193 building at risk in the region in 2006. • West Midlands have one of UNESCO World Heritage site: The Ironbridge Gorge World Heritage site in Shropshire. | <p>new developments failed to measure up on design standards (nationally).</p> <ul style="list-style-type: none"> • ODPM BVP1 2005/06 specifies three indicators. Percentage of conservation with up to date character appraisal, total number of conservation areas, and percentage of conservation areas with published management proposals. Council will be taking these into account. • There is evidence of some building at risk. | |
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| | <ul style="list-style-type: none"> Based on Citizen Panel Results of 2002, 7.7% had contacted the Heritage and Design Section of the District Council and of this 25% were related to development affecting listed buildings and conservation areas. 70.7% of them thought that the advice given to them was clear and easily understood. 50% of respondents thought that the District Council was effective in improving the build environment and protecting the historic environment. | | |
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The exiting base evidence requires improvement to design standards to measure up to at least national design expectations. The District is washed with a number of conservation areas, listed building etc. A design framework that seeks to preserve this heritage would be important part of any preferred package.

One of the frequently expressed priorities of Parish Plans is the need to preserve the character and appearance of the local area. It is expected that there will be continuity of those features that makes a place distinctive when new development occurs.

Analysis of public consultation on the issues and options stage

Representations were received on specific questions relating to issues concerning design and distinctiveness. Analysis of representations is set out in Table 6.

Question 10 – Do you think new development should reflect the character of the local area?

Table 6

| Answer to parent question | Comments made on question | Analysis of response |
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| <p>90% said Yes</p> <p>10% said No</p> | <p>High standards of design required, especially in the countryside and villages. Any design should respect the local vernacular in terms of materials, scale, proportions and layout.</p> | <p>There is no doubt that most people who responded wants to see high quality design of development that is sympathetic to the character of the area. However, they also</p> |

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| | <p>New products and materials can assist greatly with this. Achieve energy conservation through design</p> <p>New development should reflect the character of the local area. Therefore character appraisals need to be undertaken.</p> <p>All development should have regard to local character but in some areas the local vernacular is poor and should not be re-inforced by similar development.</p> <p>But without stifling innovation as stated in PPS1. In order to reflect the local character it is not necessary to replicate detailed form or appearance.</p> <p>But new development cannot be perceived as inherently bad.</p> <p>No is also ticked</p> <p>Development should not be approved simply because it appears sustainable, but does need to be much more innovative in terms of construction and insulation materials.</p> <p>Through design guidance and scrutiny of design and access statements.</p> <p>Shouldn't have iconic structures, keep traditional designs and materials for example red brick. Houses should reflect this and apartments like battery cages avoided.</p> <p>Similar in scale and design to existing, use local materials. Microgeneration measures acceptable outside historic cores. However, development should be considered in light of the requirements of PPS3. The character of the existing urban grain should not preclude or stifle contemporary differing design</p> | <p>wish to see that this should not prevent innovation and making design to fit its purpose.</p> <p>A clear message is given about the need for design to incorporate sustainability measures such as energy efficiency and supply.</p> <p>The need for public involvement in the design process is also expressed.</p> <p>The representations do not reveal any expression of whether or not there should be a choice between good or bad design or indeed a philosophical or intellectual debate about the distinction between various forms of design. Most of the comments reinforce the issues set out in the Issues and Options paper. There are therefore no distinctive options to a design approach for the District that can be derived from the consultation process.</p> <p>PPS1 and the Local Plan Review both emphasises the need for high quality design that reflects the character of the local area and the Core Strategy should seek to develop policies to achieve that.</p> <p>The available evidence from other sources as indicated above would require a policy approach to protect and enhance the historic heritage of the District.</p> |
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| | <p>Sensible and balanced adherence to aesthetic needs and energy conservation needs.</p> <p>Land store exterior walls can be built with modern insulation internal walls and other features.</p> <p>Architects and designers are capable of designing in sympathy with local character.</p> <p>New housing should respect historic pattern of the settlement, local architectural styles and principles of sustainability.</p> <p>In many places high densities are typical of the built heritage and should be encouraged.</p> <p>The Cotswolds AONB Board's landscape Character Assessment and associated Landscape Character Strategies and Guidelines should be used to siting and suitability of development.</p> <p>substitute respect for reflect. More work to be done on design. see question 36</p> <p>Sensible design rather than quirky novelties.</p> <p>Building materials can be modern but allow for external blending. Architects should be trained in this.</p> <p>The design and technology are largely in place already. We need to raise the minimum standards required of new buildings and recognise/accept this will raise concerns but pay dividends in the long term</p> <p>Take into account all Parish plans/VDS. Consider solar panels to rear of buildings.</p> | <p>The fear of crime has been identified as a priority issue to be addressed in the core strategy. The analysis of responses to this issue is set out in Table XX. In the main, respondents feel that the planning system through its design approach could have a role to play in assisting to reduce the fear of crime in the District. It is felt that designing out crime as a key design principle should be included in the preferred option for design and distinctiveness. This would be the appropriate section for dealing with this matter.</p> |
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| | <p>Give local communities more say in the balance between local character, energy conservation and public safety.</p> <p>By ensuring that new energy products are designed to blend. Design in harmony with the character of the area. Grants and requirements for insulation and solar panels. CCTV.</p> <p>Development needs to be compatible with existing character but with flexibility to take advantage of modern materials and methods. Local opinion should be taken into account.</p> <p>More notice of local plans, involve Parish councils in early stages of any development.</p> <p>More emphasis on local materials especially in stone villages. Historic rural construction is expensive and carbon intense. Design alternatives using renewable timber/ steel/ glass quicker. Prefab, reduce cost and recycle.</p> <p>Responsibility for planning authority. Stop developers knocking down houses with large garden and them rebuild a mini housing estate.</p> <p>Ensure new energy techniques blend with traditional characteristics.</p> <p>The character of the local area is defered by the development that has accrued throughout history, by ensuring new materials and methods are used the character will develop.</p> <p>Using loose monitors and architecture. Can be incorporated together. By designs from competent and sympathetic architects</p> | |
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Draw on vernacular character of local buildings in all new development in villages, specifying key features such as glazing bars on windows. Materials, double glazing and insulation standards should not conflict with this.

Traditional street layouts are better for public safety than some modern forms. Discourage gates, exterior lights and high walls around houses. In work on historic buildings, protecting character should outweigh reducing heat loss with measures which harm the historic value.

External appearance of building materials has little or no bearing on energy use or safety
Use local materials, better design constraints new design can still compliment older buildings.

New development should be similar in scale and design to surrounding, and use local materials. Sensitive microgeneration in all but core historic areas. Targets set for reducing emissions and recycling. SDc should support green energy solutions and insulation programmes in council projects and permits. Reduce lighting but not at expense of public safety.
Materials that blend with local area.

But new development cannot be perceived as inherently bad.

The use of reclaimed materials and local design should be encouraged., and thought given to climate change and environmental issues.

By proper consultation with communities.

Think about the way in which the bridge issue at Stratford and the tower for the new RSC theatre have been mishandled.

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| | <p>Recent design standards in Stratford inadequate. Take more care of light pollution but use lighting as a means of public safety.</p> <p>Prevent developers focussing only on profits. By not building houses on top of each other. Use of local materials, thick walls, smaller windows, and thatched roofs fits with traditional design, It is too late now-see the totally unsympathetic development of Trinity Mead estate. Matching existing local character with energy conservation. Not 'jam' houses in, energy conserving is very important e.g solar panels.</p> <p>Traditional architecture can be compatible with environmental design.</p> <p>Sympathetic building materials- diversity of design is not a bad thing. Timber framed houses. Through a Design Guide.</p> <p>Modern architecture can fit well with traditional buildings.</p> <p>As consultation document.</p> <p>Modern design can be very good and incorporate best energy conservation. Do not want a "theme town".</p> <p>Engage an intellegent consultant. By the use of good design and workmanship.</p> <p>If necessary for individual cases ignore energy conservation - the</p> | |
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| | <p>effect on the world in the future is minimal.</p> <p>is it possible to put insulation and heritage-style double glazing into old buildings.</p> <p>See above - public safety is embraced in planning legislation. New development should enhance not reflect</p> <p>By not allowing developers to destroy existing houses to build larger number purely for profit.</p> <p>What do you mean by public safety measures.</p> <p>Have to preserve the Distinct nature of the area.</p> <p>New development has to reflect styles of architecture Using same building materials externally to achieve aesthetic balance. There is no reason why good design cannot take these two points into account</p> <p>Should respect not reflect, which does not require adopting local architectural styles. Core Strategy should support high quality design which adds to existing character and distinctiveness of the local area. This suggests all new development should reflect the vernacular and could stifle innovative design New development should respect rather than reflect distinctive character of Stratford.</p> <p>Guidance notes about types of development the District would encourage How do you reconcile development and character when you allow monstrosity such as the development at the gyratory and cutting</p> | |
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down 40 trees at the Bancroft.

Positive consultation with developers backed up by the power to insist

Up to the designers. Possible to blend old and new successfully. Match extensions to existing buildings and allow sufficient parking. Design must move on, although with some thought to Stratford's historic past.

Character is subjective and is a dangerous notion. For example, Stockton has a majority of small terraced and semi detached houses and not enough larger homes.

Avoid pastiche architecture and do not inhibit high quality but non-traditional architecture.

Need to develop 21st Century Heritage. New design fit for purpose not just pastiche,

Not imitation tudor, but lovingly built and functional. Not estates of little boxes that locals can't afford.

Reduce density.

Bare minimum is all we can handle now.

Local housing and employment needs, climate change, local facilities e.g. shops. Look to future not just the past.

Local area characteristics as defined by materials. Does not go against energy conservation.

A well built house will solve public safety issues

Designers and architects need to receive the right brief.
Internal insulation. Solar panels sympathetically sited.

Don't see a major problem here.

Yes and No . No if its means pastiche. Modern materials and designs should be permitted. Insofar as scale is concerned the answer is Yes.

Allow better designed properties. Recent development is poor - boring and dull.
Unless a building is cutting edge, minimalist and ultra-modern. Keep external appearance the same but use architects who are sympathetic and competent with modern materials.

Designs to reflect the area. Avoid over- large homes.
Traditional materials, pitched roofs but incorporating energy conservation and public safety measures.
Just need good architecture and planning.
Better design, not mass production.
In keeping with modern materials and local assistance.

Developers should build to higher levels of Code for Sustainable Homes. Principles of 'Secured by Design' should be implemented which do not conflict with local character e.g. as described in Village Design Statements.

Compatible design and use of matching materials and density.
Using local materials (which has an added economic value); avoid incorporating sub urban type design to development in market towns and villages

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Preferred Option

The design of all forms of development will have to be of high quality reflecting the distinctive character of the locality without undermining innovation and the functionality of the development. The design of development should have at its core the following key considerations:

- sustainability – energy efficiency, use of renewable energy resources, use of local materials and effective water management should be central to the design of building and development in general.
- Adaptability and creativity – peoples' needs change over time and the design of buildings should be creative enough to allow for easy adaptation to the changing functional needs of the use/user.
- Distinctiveness and contextualisation – design of development should have a context within the wider locality that it sits and how they relate to each other. Embedded in this is the need for continuity of key design features that makes a place distinctive.
- Respect for heritage – the District is washed with heritage, in particular, buildings of historic and architectural importance. The setting of these building should be protected so as to continue to enhance the heritage of the area.
- Accessibility – development should be accessible to its users and by all forms of relevant modes of transport.
- Crime prevention - designing out crime and reducing the fear of crime, including the use of Section 106 Agreements to implement crime preventative schemes.

Reasons for preferred option

PPS1 require all forms of development to be of high quality. This is more so the case with increasing densities of development and with more emphasise on the reuse of previously developed land. Development is for a purpose and it is imperative that design of development is fit for purpose to meet the functional needs of the use and the user. The design of development should also reflect the reality of changing demands and aspirations. The pace of change makes it imperative that buildings are designed to be adaptive to changing circumstances. The fear of crime is an important emotive issue amongst people in local communities. The design of schemes and the way they relate with their locality, in particular, the form of landscaping, networking and lighting has positive impact on the fear of crime. Climate change is a pressing environmental issue of the generation. Design should not only be aesthetically correct but also environmentally in tuned to minimise energy and water use and general use of resources. The District is washed with buildings of architectural and historic importance that needs to be protected. The economy of the District is intrinsically linked to its heritage and it is

important that it is protected and enhanced. Development has limited use if they are inaccessible. However, it is important that they are accessible in a sustainable manner by all relevant modes such as walking and cycling. The preferred option seeks to bind these factors together to achieve high quality design.

Alternative Options rejected – None

PPS1 clearly emphasises the role of design in facilitating sustainable development. It requires planning authorities to plan positively for the achievement of high quality design for all development. It is therefore a requirement for all form of development to achieve high quality design. Secondly, there is no evidence from the available information including the consultation responses questioning the need for good quality design as an appropriate policy objective to pursue or that there are distinctive alternative options to the need for high quality design.

ISSUE – PUBLIC CONFIDENCE AND SAFETY

The Issues and options document provides the overall definition and background to this issue. The identification of this issue to form an essential part of the Core Strategy is justified by the following key evidence. It is one of the key issues identified in the Community Plan as priority for action. Although actual crime figures in the District are low compared to other parts of the County, the fear of being a victim of crime is very high. This situation undermines people's confidence in their day to day lives.

Desirable Outcome

Desirable aims set out in the Community Plan about where the District wants to be by 2015 are:

- remain amongst the 25% of districts with the lowest crime levels in the country;
- increased public confidence in both market towns and rural areas;
- fewer people killed and injured in road traffic accidents

Existing evidence base relating to the issue.

The issue is identified in the Community Plan. Evidence to support the issue can be found in many of the other topic areas such as transport, periodic household surveys etc.

Analysis of public consultation on the Issues and Options stage

Representations were received on specific questions related to issues concerning public confidence and safety. Analysis of the representations is in Table 7.

Do you think that more could be done through the planning system to improve public safety?

Table 7

| Answer to Parent Question | Comments made on questions | Response to questions |
|--|---|--|
| <p>68% said yes</p> <p>32% said No</p> | <p>Development near to water should over look it and facilitate access.</p> <p>Use secure by design principles.</p> <p>The biggest issue is the fear of crime rather than actual victim of crime. Specific strategies to address this should be informed by the community safety strategy. The LDF should seek to ensure that methodologies such as designing out crime are adopted as part of development proposals and where possible the Council should seek to promote a mix of uses within the town centre to encourage a diverse range of users, especially during the evening.</p> <p>Use newly acquired powers to stop cars parked close to junctions and bend in residential areas obscuring vision for both pedestrians and other cars.</p> <p>Address graffiti.</p> <p>Provide adequate sporting and social facilities for young. In theory a good idea, in practice more difficult. Difficult to balance with good design. see question 36</p> <p>Do you mean safety from crime, accident or carelessness? Street lighting on new developments, safer parking in towns. Experiment with 20mph road safety schemes and designate some country lanes for the use of walkers, cyclists and horseriders only with access for residents.</p> | <p>Generally speaking, the responses received do not reveal any clear distinctive alternative approaches to achieving the stated goals. Specific measures have been suggested to deal with the issue, but the choice of scheme to be introduced would depend on the specific issue and the location to be targeted.</p> <p>There is no doubt from the responses received that the District Council would have to work in partnership with other agencies and organisations such as the Police Service and the County Council to achieve the stated goals. However, it is also clear that the LDF has a significant role to play in reducing the fear of crime and designing out crime. Many of the respondents think that the planning system has a role to play to improve public safety. About 68% of respondents think that the planning system can do more to improve public safety. One means of doing that as suggested in the responses is formulating policies to design out crime and promote a</p> |

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| | <p>Footways/ cyclepaths. Speed controls.</p> <p>More police and CCTV. Parents of vandals responsible, police focus on e-crime.</p> <p>20 mph speed limits in residential areas where pedestrians vulnerable or where road conditions & junctions are particularly unsafe.</p> <p>Speed reducing measures obstructions are required in estates. Shipston road needs speed reduction from roundabout to 30mph. Improve footpaths and cycle lanes. Traffic speed control. reduce traffic speed.</p> <p>More police presence across the District. Clearer road signs and additional cycle ways</p> <p>Minor need only in this district, and if prioritised could harm local character.</p> <p>Already planning out crime policies. The suggestion that previous improved access beyond the site could be complicated as beyond landowners control and may not be available</p> <p>Alcohol restricted zones in Alcester/Studley.</p> <p>More sensible lighting in back streets/parks, without causing light pollution.</p> <p>Better partnership working with parish/police.</p> <p>Traffic safety - separation of pedestrians, cyclists and vehicles with dedicated cycle paths and pedestrian crossings.</p> <p>Design of new development - adequate community facilities inc youth clubs, playing fields, shops, pubs, avoid out-of-sight areas and disperse social housing.</p> <p>Crackdown on speeding motorists.</p> | <p>spatial strategy that reduces the fear of crime. For example, it is thought that by promoting mixed use developments in certain circumstances at certain locations you encourage a diverse range of users, especially in the evening to improve the vitality of the area. Public involvement in formulating policies to deal with crime reduction and the fear of crime is also emphasised as important. Developer contributions through Section 106 Agreements can be secured to implement crime preventative measures as part of a development scheme.</p> <p>In this regard, it is appropriate for the Core Strategy to include policies that emphasises a form of design approach that enhances people's emotional safety and confidence in their neighbourhoods.</p> <p>Many of the responses relate to road safety concerns. It is felt that this could best be dealt with in detail under transport issues.</p> <p>The manner in which the planning system relates to the education service is also important. In particular, by identifying measures to improve road safety amongst the youth i.e. safer routes to schools etc.</p> |
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| | <p>Support any measures to reduce 'fear of crime'. Greater presence of police. Need to stop vandalism in Henley in Arden. Give police more freedom to do their job.</p> <p>More pedestrian crossings but then these cause more congestion. Provide shops in suburbs of Stratford.</p> <p>Design developments with short cuts of pedestrians and cyclists. CCTV. More pedestrian areas and road calming. Simplify and improve road markings, too many and they are contradictory.</p> <p>Too many road accidents due to poorly laid out junctions.</p> <p>Ban heavy traffic in Stratford during day. Pedestrianise town centre.</p> <p>Generally adequate, increase CCTV, More police, 20mph limit in urban areas, enforce speed limits.</p> <p>Far better provision of cycle lanes and cycle parking.</p> <p>Planning applications should address infrastructure, school shops, public transport and community services</p> <p>30 mph on Shipston Road. More speed reducing obstructions on many roads.</p> <p>Include the Police more into the planning procedure</p> <p>Give guidance requiring good quality design including Secure by Design guidance.</p> <p>What about a travelling public consultation that really listened to residents views. Recent consultations (not only SDC) have undermined public confidence that anyone is listening.</p> | |
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| | <p>Don't know. S106 used for traffic speed control. Pavements on all new development. Use cul-de-sacs to discourage rat runs.</p> <p>Better street lighting.</p> <p>Police on the beat providing a visible presence.</p> <p>Speed limits, one way streets, pedestrian areas, speed humps.</p> <p>Better air quality measures - don't allow housing in areas exceeding government limits.</p> <p>Secure by design. Use secured by design. Don't know.</p> <p>Avoid development with narrow dark alleys and underground footways. Increase street lighting.</p> <p>Build more roads to take traffic out of Stratford centre. police, clearer road signage, cycle ways. Greater separation of pedestrians from road traffic. Awareness from email.</p> <p>Traffic calming, speed reduction, cycle paths and footpaths along major routes are essential.</p> <p>Enforcement on speeding and parking. Lighting, CCTV and design out alleyways.</p> <p>There are other things that can and should be done - the PACT initiative is an example. More proactive policing for instance will help avert the fear of crime</p> | |
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Preferred Option

The role of the Core Strategy in addressing this particular issue is predominantly covered by the design and distinctiveness and transport topics. A preferred approach has been suggested under these issues which seek to design out crime and improve road safety. Also suggested is the use of developer contributions in the form of Section 106 Agreements to implement road safety and crime prevention measures as part of the development proposals.

ISSUE – LOCAL SERVICES

The Issues and Options document sets out the definition and overall context for this issue. Its importance as an issue is confirmed in the Community Plan and Parish Plan.

Desirable outcome by 2026

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Existing evidence base relating to the issue

Support for the provision of appropriate level of services and the retention of existing ones is highlighted in the visions for Alcester, and Shipston-on-Stour. Similarly, most of the frequently raised issues in Parish Plans often related to local services, in particular, the retention of existing local services.

Analysis of public consultation on the Issues and Options stage

Representations were received on specific questions relating to issues concerning local services. Analysis of this is in Table 8.

Do you think local services should be retained and improved wherever possible?

Table 8

| Answer to parent question | Comments made on question | Analysis of response |
|---|---|--|
| 35% said Yes 65% said No | People should be encouraged to use their local footpath network to reach local facilities. This would require new paths within and between settlements. Libraries, community hospitals, post offices. Allow development in rural areas to support facilities. Post offices should be retained. | The limitations of the planning system in service provision and improvement within market economies are clear. However, there is no doubt that the planning system has a significant role to play in developing policies that seek the retention of existing services at their existing locations and also promote its provision through allocation strategies |

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| | <p>Transport, local shops, surgeries. Convenience shops, medical facilities, schools, sports and recreation facilities.</p> <p>Local services should be retained where possible but planning cannot force private businesses to operate where they are not viable.</p> <p>Transport, schools, post office, local housing.</p> <p>Local services of an appropriate size and type e.g. post office, local shop, can help prevent unnecessary travel.</p> <p>Small independent shopkeepers are important to Stratford. They need to be protected from the pressure of large conglomerates.</p> <p>Already overloaded in SUA. Resist removal of further hospital and policing services and provide more school places.</p> <p>Services for rural parts need to be prioritised so the environmental impacts of individual service users are minimised.</p> <p>Public transport.</p> <p>Village and sub urban shops. Some post offices run from schools.</p> <p>Create an incentive for villages in danger of losing all services to come together to form a social enterprise</p> <p>NHS dentists, doctors. Library, doctors outpatients and small surgery units, maternity, taxi buses/ local transport, youth facilities, village halls, schools and post office. local post offices and village stores.</p> <p>Reduced council taxes on premises. Carers for older people, local transport provision. Shops, post offices, village halls, mobile libraries, doctors surgeries,</p> | <p>and developer contributions. A number of specific suggestions are made by the comments received about how the planning system could be used to improve services. Key amongst them includes encouraging residential development in villages, resisting the change of use of existing services and promotion of new services.</p> <p>There are a range of services which local people would like to have which the District Council would need to engage with its partners to facilitate their delivery.</p> <p>Transport services that actually meet community needs is clearly a key priority to be drawn from the responses received. The Council will need to work with the County Council, the voluntary sector and service providers to find tailor-made solutions to this problem.</p> <p>There are other services that the Council might have to play a leadership role in lobbying central government to facilitate their provision. However, it is essential for the LDF to concentrate on what it does best and do that effectively to ensure that local services are available in the community as a whole.</p> <p>It is surprising to note that a significant majority, about 65% of the respondents thought that local services should not be</p> |
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| | <p>chiropractors.</p> <p>Village shops-grants/revive vital villages. Post Offices, contest planned closures they are a service not a political account. Pubs ensure that the last pub in a community remains, revive 'the pub is the hub' strategy.</p> <p>Funding and LA support for community centres, clubs, societies etc.</p> <p>More resources to Parish councils. Share IT and administration.</p> <p>Medical services should include NHS dentists. Provide school buses. Post Offices maintained. More police and CCTV.</p> <p>Promote services such as shops, post offices & libraries on the basis of "use it or lose it".</p> <p>Health care, transport and small local retailers. Helped by subsidies and targetting of resources. Any valid service, schools, post office, pubs etc Particular shops/post offices in the villages. Post offices, local shops and services. Buisness rate relief, advertising</p> <p>restraints of future supermarket developments,</p> <p>SDC should fund community centres clubs, especially for young. Local schools, doctors libraries.</p> <p>Cut down on travel and maintain a community spirit.</p> <p>Schools, Library, Old people youth clubs/facilities.</p> <p>Support any local retail shops with reduced business rates. NHS, Dental facilities, state-run nurseries, post office services, medical facilities all of which would be supported by local usage. Retain village schools and local volunteer fire stations. Retain sub-post offices and give more roles such as banking and road tax payment.</p> | <p>retained or improved wherever possible. The only reason that can be attributed to this response is that people are acutely aware of the limitations of the planning system with respect to service provision in market economies.</p> |
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| | <p>Casualty units needed within district hospitals.</p> <p>If we got any services I would like to keep them</p> <p>Services should be supported by a certain level of population such as schools, post offices, doctors surgeries, newsagents. Increase housing delivery would aid in providing increased population to support these services</p> <p>Post offices, intergrated services e.g. one stop shops with libraries.</p> <p>This question is too broad. SDC should provide high standards of service but provided this is affordable.</p> <p>Bus services from villages to major centres. Local services should be retained where possible but planning cannot force private businesses to operate where they are not viable.</p> <p>Post office at wotton hall very important, especially for the elderly.</p> <p>Difficulties/lack of public transport to alternatives. SDC should work with local communities to retain and install local shops and post offices.</p> <p>Recycling facilities provided and use enforced. Transport. Local bus services can be very effective if run to scheduled timetable. Local buses e.g. through Shottery Local emergency services within 10 minutes of majority of population. Preserve post offices.</p> <p>Help vulnerable groups. Transport subsidies. Stratford hospital. Transport, medical services, post offices. Medical and social services, youth services. Stop demise of post offices, should be a supermarket, primary school and doctors surgery south of the river. Recycling, refuse collection and litter collection. Post offices, need to diversify in the services offered. Health centres with</p> | |
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| | <p>doctors on call 24/7 and independent care service for elderly and vulnerable to protect them from bullying by council workers. Village shop, post office, surgeries and buses.</p> <p>Improved residential parking, hospital facilities, traffic management.</p> <p>Increase secondary school provision in Stratford or children have to travel out to school.</p> <p>Make sure services can cope with the influx of residents moving onto new housing estates.</p> <p>Public transport. Community centres, post offices, local shops, opportunities for young people. Hospitals, transport, schools, educational.</p> <p>Need to maintain good local bus services at affordable prices.</p> <p>Essential for existing good doctors surgeries to be maintained.</p> <p>rural post offices. Post offices in rural communities. Doctor's surgeries and small shops must be included at planning stage in new housing estates.</p> <p>Public transport, SUA bus station.</p> <p>NHS hospital for SUA.</p> <p>Encourage local shops with low rates and rents. Prevent out of town retail parks. rural transport, mobile library, community bus and rural pick up systems running to enable people to get to work and visit the larger towns after 1pm. Local small businesses. You succeeded in killing off the little small local shops with business rates</p> | |
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| | <p>Additional development in rural settlements would help support the viability of community facilities and services.</p> <p>Post office - expand services available e.g. car tax. Social care is of great importance to all members of society. Social workers/ health workers/ district nurses can all keep people in their homes. Where not social housing must be provided As lack of local facilities identified in Issues and Options document.</p> <p>But land use planning can influence only to a limited degree. Policies preventing conversion of facilities can be too blunt. Services that support/ serve the local community. This can be achieved through new investment in a diverse range of services.</p> <p>Encourage joint use of space e.g parish council office, library, parish/school hall all attached to the school as in Bidford.</p> <p>Shops should be a requirement on all major developments and some sort of community hall/facility 2. Bus routes altered and if necessary subsidised for two years to get people to use them</p> <p>General stores, newsagents, post office helped by start up grants or ongoing subsidies.</p> <p>Support clubs and meeting places as these are essential to a community. Greater support through Council Tax for all village post offices, schools, churches, village halls, playing fields. Post office and local store.</p> <p>Encourage innovative combinations such as a pub providing post office and shop facilities.</p> <p>Embrace benefits of the computer age for service delivery.</p> <p>Focus for local services should be e.g. health. Social and nursing services.</p> | |
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| | <p>Transport for hospital, doctor and dentist. Buse services to local markets and evening services.</p> <p>Allow people to burn rubbish.</p> <p>Buses Post offices, shops, stores, banks. Consider ultra low rates. Local transport, post offices, access to healthcare.</p> <p>Need to control change of use from business to residential carefully. Financially support buses. Transport, post offices, local shops. post offices, range of shops, surgeries, schools. Wherever and whenever only constrained by finance. schools, bus services, shops, post offices. Dentist, doctor, nhs especially south of river. Post offices critical. Local transport, shops, doctors.</p> <p>Weekly refuse collections.</p> <p>health policity and education</p> <p>Bus and rail transport, police on the streets and medical services.</p> <p>District council services must reflect what council taxpayers can reasonably afford.</p> <p>Schools, village shops with Post office, bus routes. Minimum facilities should be shop/ post office, village hall and pub.</p> <p>Need to give shops as much protection as possible e.g. against conversion to residential.</p> <p>Preserve small shops, pubs and post offices in villages,</p> <p>Encourage large retail chains to set up "trading posts" with mix of shop,</p> | |
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| | <p>pub, petrol station and use their buying power to keep costs low.</p> <p>The RSS Review will look at rural services. There is no evidence of what is essential but health care, access to transport are important.</p> | |
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Options Identified

The following options have been identified based on the available information.

Option 1 – promote concentration of services in Stratford-upon-Avon and the Main Rural Centres

Option 2 – promote concentration of services in the smaller villages of the District

Option 3 – promote the provision of services comparable to the size and function of the settlement.

All the above options would be complemented by a robust framework to retain and protect existing services as far as possible.

Table 9 assesses the likely impacts of the above options on the elements of the Sustainability Appraisal Framework to inform the preferred Option.

Table 9 - Elements of Sustainable Development/Schemes Compatibility Matrix

Table 9

| | Option 1 | Option 2 | Option 3 | Comments |
|---------------------------------|----------|----------|----------|---|
| Consistent with regional policy | + | - | + | National planning policy seeks to concentrate most new development in the main settlements where services and facilities are relatively available. It also promotes rural renaissance to sustain rural economic growth. Concentration of services in rural areas could undermine the regeneration of the main urban areas and can be costly and unsustainable because they may lack the critical population mass to sustain some of these facilities. Option 3 offers an opportunity to meet the needs of all parts of the district in a sustainable manner because |

| | Option 1 | Option 2 | Option 3 | Comments |
|---|----------|----------|----------|--|
| | | | | promotion will be aligned to the size and function of the settlement. |
| Consistent with community plan and corporate strategy | + | - | + | See comments on consistency with national policy |
| Consistent with responses to Issues and Options consultation document | + | + | + | All the options are well supported by the responses received during the Issues and Options consultation period. However, it is also clear that the same level of services cannot be provided in each of the settlements in the District. Option 3 is the only option that meets need in a layered manner according to the functionality and size of the settlement. |
| Participation – scope to contribute to decision making | 0 | 0 | 0 | No impact |
| Crime – reduce crime/anti social behaviour and fear of crime | + | + | ++ | The provision of services and facilities provide opportunity for social interaction and some for local residents to engage in. This would have significant positive impact on anti-social behaviour and reduce the fear of crime. Option 3 would perform better than the other two options. |
| Health – provide facilities and promote healthy lifestyles | + | + | ++ | See comments on crime above |
| Poverty – tackle disadvantage | - | - | + | Concentration of services either in the larger settlements or in the smaller villages will disadvantage some people, particularly those who do not have easy access to the services. With limited public transport facilities, concentration of services will socially disadvantage those without access to the car. Option 3 promotes some level service provision across the district. |
| Access – improve | +- | + | + | See comments on access |

| | Option 1 | Option 2 | Option 3 | Comments |
|---|----------|----------|----------|--|
| services and opportunities | | | | |
| Culture and recreation – increase participation | +- | + | + | See comments on access |
| Housing – provide good quality and affordable homes | 0 | 0 | 0 | No impact |
| Population – balance needs of residents and visitors | 0 | + | + | Spreading the provision of services across the District in a manner that is sustainable will assist in balancing the needs of residents and visitors, particularly, for those without access to the private car. |
| Historic and cultural heritage – preserve and manage assets | 0 | 0 | 0 | No impact |
| Landscape and townscape – character and appearance | 0 | 0 | 0 | No impact |
| Environmental assets – natural and built | 0 | 0 | 0 | No impact |
| Biodiversity – ecology and habitats | 0 | 0 | 0 | No impact |
| Land use optimise use of brownfield land | 0 | 0 | 0 | No impact |
| Stewardship – encourage local responsibility | +- | + | + | The provision of local services wherever they are at the local level will encourage local responsibility and pride. Such responsibility will be much more felt across the district with |

| | Option 1 | Option 2 | Option 3 | Comments |
|---|----------|----------|----------|--|
| | | | | Option 3. |
| Pollution – minimise pollution | - | + | + | Stratford is a large rural district with settlements spread in a widely disperse manner. The concentration of services in a few urban areas could exacerbate the need to travel and distance travelled often by car. This has the potential to increase pollution. Options 2 and 3 offer a potential to minimise the need to travel and consequently minimise pollution. |
| Climate change – minimise district's contribution | - | + | + | See pollution above |
| Flood risk – avoid increasing risk | 0 | 0 | 0 | No impact |
| Energy – increase efficiency and use of renewable resources | - | + | + | See pollution above |
| Conservation – reduce consumption of natural resources | - | + | + | See pollution above |
| Standards – design and construction of buildings | 0 | 0 | 0 | No impact |
| Planning – sustainable location and use of infrastructure | + | + | + | All the options could have a positive impacts on the location and use of infrastructure, in particular, social infrastructure. |
| Transport – encourage modal shift from use of private car | - | + | + | See pollution above |

| | Option 1 | Option 2 | Option 3 | Comments |
|---|----------|----------|----------|--|
| Waste –reduce consumption and increase re-use and recycling | 0 | 0 | 0 | No impact |
| Local sourcing – goods and materials | + | ++ | ++ | The spread of services in local areas that are sustainable and viable would help local sourcing of goods and material. All the Options would support local sourcing of goods but in different degrees. |
| Growth – achieve sustainable economic growth | +- | + | + | The provision of local services and facilities has ripple effect on economic growth. The concentration of services in the Main Rural Services would assist in promoting economic growth in those areas. However, it could potentially undermine the growth of the rural areas. |
| Employment – opportunities suited to workforce | + | + | + | The provision of services and facilities has significant positive benefits for workforce. They are able to enjoy these services without the need to travel or travel long distances. |
| Investment – assist prosperity | + | + | + | See growth above |
| Skills – engage in learning and skills development | 0 | 0 | 0 | No impact |
| Innovation – encourage culture and enterprise | +- | + | + | Provision of services at the local level has the potential to generate local involvement and responsibilities and consequently, encourage culture and enterprise. |
| Technology – promote new technologies | +- | + | + | See innovation above |
| Responsibility – local organisation and | + | + | + | See innovation above |

| | Option 1 | Option 2 | Option 3 | Comments |
|---------------------------------------|----------|----------|----------|---|
| agencies | | | | |
| Tourism – enhance visitor experience. | + | ++ | ++ | The services that the District has and continue to provide are important to attracting visitors into the District. All the Option will have positive impacts in this regard because they have the potential to provide services be it with different locational preferences. However, Options 2 and 3 has the potential to spread tourism beyond Stratford town to other parts of the District in line with the provisions of the Tourism Strategy of the District. |

Preferred Option

Option 3 is identified as the preferred option. Option 3 is to promote the provision of services comparable to the size and function of the settlement.

The Policy approach will be to promote the provision of services across the district. However, the scale, nature and level of provision will be comparable to the size and function of the settlement. The policy will also seek a presumption in favour of retaining existing local services and community facilities at their existing locations unless it can be demonstrated that:

- there is no reasonable prospect for the use continuing on the site or the building continuing to be used for an alternative community use,
- there are overriding environmental benefits for the service/facility to be discontinued at that location,
- the community has expressed a wish for the service or facility to be discontinued e.g. Opportunity to provide enhanced alternative/replacement service or facility elsewhere.

Furthermore, the policy will seek the provision of services and facilities as an essential community infrastructure which should be an integral part of development. Where feasible this will be secured by conditions or Section 106 Agreements. The scale and level of this provision will take into account the scale of the development proposal, the extent of community need and the size of the settlement and the ability of the community to support it.

Reasons for the preferred option

Local services are essential to creating sustainable communities. The decline of local services particularly in the rural areas of the District in recent years is apparent. Consequently, distances travelled to access many services continue to increase with negative implications on climate change. Public transport is relatively lacking in the remote parts of the District and most journeys are made by car. A significant proportion of the population particularly the elderly and the young do not have access to the private car and are increasingly becoming socially isolated. In many rural villages, local services and facilities are centres of social hub that engenders community spirit amongst residents. Policies that seek the retention of these facilities/services at their existing locations will assist (recognising that there are other influential factors) in curbing this declining trend in services in the District with positive impacts on climate change and social inclusion.

The need to promote the provision of services across the district is important to reduce the need to travel and improve upon the well being of local residents. However, it is acceptable for sustainability and viability reasons that not all settlements could and indeed should have the same level and scale of services without any account taken of their size and function. Different settlements perform different functions. It is appropriate to promote services comparable to the function of the settlement.

Development such as housing and employment could potentially put additional pressure on existing services. It is therefore justified to seek developer contribution towards improving existing facilities and service or to provide new ones. The population of the District and indeed nationally keep changing both in terms of its numbers and its nature. The core strategy should provide a positive framework which is flexible enough to adapt to the changing needs for services and facilities of the people.

Alternative options rejected – Option 1 and 2

Reasons for rejecting Option 1

Option 1 has the potential to increase the need to travel and distance travelled predominantly by car because of the spatial disposition of settlements in the District and lack of public transport in many parts of the District. Consequently, it could have negative impacts of pollution and climate change. It would exacerbate social exclusion particularly for those who live in remote villages without access to a private car. There are no obvious benefits to and no significant public support for the closure and decline of local services.

Reasons for rejecting Option 2

It would be financially difficult to provide the same level and scale of services and facilities in each of the settlements of the District. Even if provided, it would be difficult to sustain their viability because most settlements would lack the critical mass of population to support such services. The approach could undermine the functionality of some groups of settlements, particularly the larger settlements.

ISSUE: LIFELONG LEARNING AND SKILLS

Desirable Outcomes by 2026

Create a total learning community where everyone has the opportunity to experience the enjoyment of learning (Community Plan).

Existing Evidence base relating to the issue

It is identified as a key priority in the Community Plan

Analysis of public consultation on the Issues and Options stage

Representations were received on specific questions relating to issues concerning Lifelong Learning and Skills and its analysis is set out in Table 10.

Do you think it is important to improve facilities for education and training?

Table 10

| Answer to parent Question | Comments made on question | Analysis of response |
|---|--|---|
| 52% said Yes 48% said No | <p>Emphasis should be given to the training of tradesmen by means of full term apprenticeships-not just a short term training course of a few weeks.</p> <p>Facilities to meet needs of local residents in appropriate locations in district.</p> <p>Given general (e.g natural) reluctance to enter hospitality sector it needs an integrated approach almost in the form of apprenticeship.</p> <p>Tradesmen needed. Revitalise apprenticeship schemes</p> <p>Development of Harbury Cement Works site for education site for flora and fauna, and a centre of non-motorised watersports training. Facilities to be linked to local schools.</p> | <p>Although the Community Plan identifies this as a priority issue, a significant number of respondents, some 48% do not think that it is important to improve facilities for education and training. Having said that, the question related to the planning system's ability to improve facilities for education and lifelong learning and it is not surprising that people have expressed their views in the way that they did because of the apparent limitations of the planning system to achieve this goal.</p> |

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| | <p>not really, only by persuading youngsters to stay in education longer and benefit from greater opportunities touched on in 21 above.</p> <p>Use village halls and local learning centres.</p> <p>College outreach centres and subsidised lifelong learning courses.</p> <p>Work experience, partnerships between business and commerce. –</p> <p>Education in respect for society.</p> <p>Lifelong education.</p> <p>Need for co-ordination between employers, the LEA and colleges to address skill gaps. Apprenticeship schemes should be encouraged.</p> <p>Sad to see less adult education facilities.</p> <p>More work experience and partnerships between business and commerce.</p> <p>Respect for elder generation.</p> <p>Use of new technology to minimise rural isolation.</p> <p>Sufficient.</p> <p>More accessible centres to enable all individuals to pursue and develop skills and interests.</p> <p>Support new spaces for theatre within community centres and schools throughout the district.</p> <p>Leave as it is as it seems to be working</p> <p>Accessible hours and cost.</p> <p>Most important is adequate provision for local children to attend schools near home. Should also support those who left school without</p> | |
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| | <p>qualifications/ vocational training, but not nebulous concept of learning for all.</p> <p>We see no evidence that employers are discouraged from setting up in Stratford due to a lack of skills.</p> <p>BMIHT are hoping to expand education and training facilities at Motor Centre and would like a supportive policy context.</p> <p>AML and JLR require highly skilled and educated workforce so welcome initiatives to improve facilities for education. They already have close links with schools, colleges and universities in the area.</p> <p>Need to stick to priorities of community plan.</p> <p>Academic education sufficient. Need for further focus on vocational training especially craft training by specialists.</p> <p>The allocation of social housing should depend on tenants' willingness to use training facilities.</p> <p>Polish language lessons.</p> <p>Sufficient spaces in local schools. Organise walking buses to schools.</p> <p>Already satisfactory.</p> <p>Provide sixth form facility at Shipston High School.</p> <p>Greater partnership between the business/commercial sectors to create employment and life-long learning.</p> <p>More practical training facilities for technical skills as well as universities.</p> <p>Gear developments to modern day employment requirements.</p> <p>Allow more local children to attend Grammar schools.</p> | |
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| | <p>More secondary school space in SUA and larger grammar schools.</p> <p>Adequate already.</p> <p>Reduce cost of classes.</p> <p>Further education needs covering areas such as the countryside, the local environment, horticulture, care of wildlife. Not just computerised technology.</p> <p>Provide either new schools or more classrooms for existing schools everytime more housing is planned.</p> <p>Lower fees for lifelong learning courses. Better funding and longer opening for libraries.</p> <p>College courses and hands on training</p> <p>Diversity courses available at stratford college</p> <p>Wide range of easily accessible courses.</p> <p>Courses for countryside/countrywide eg drysone walling and hedgelaying,</p> <p>Maintenance of ditches, brooks and ponds. These are desperately needed.</p> <p>Ultimately there will be a return to the countryside, if we are determined to reduce imports.</p> <p>Ditches are important for wildlife and water carrying.</p> <p>Support additional education facilities to help improve local skills.</p> <p>Not a land use planning matter Not known.</p> | |
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| | <p>Advertise what is available and be proactive with encouragement</p> <p>Local evening and day courses.</p> <p>Make transport available to attend evening classes</p> <p>Seem more than adequate now.</p> <p>New homes - broadband /IT connections to allow working from home.</p> <p>Encourage links between schools and business. Encourage vocational training.</p> <p>More classes in life and occupational skills.</p> <p>Invest in schools. Encourage distance learning by building dwellings with office space.</p> <p>Lobby for internet improvements.</p> <p>Local businesses should be encouraged to give apprenticeships. Elderly should be able to access leisure in local centres.</p> <p>Improve access rather than the facilities themselves.</p> <p>Make better use of school facilities. Use of school premises for extended learning</p> | |
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Preferred Option

Partnership working with other agencies such as the County Council to promote lifelong learning will need to be encouraged. In particular, developer contributions sought to mitigate development impacts will be made to reflect the educational needs of the community including lifelong learning. The District Council will continue to liaise with the County Council and other education providers to assess the spatial implications of their educational strategies and promote its development.

Alternative options rejected – None

Lifelong learning and skills is critical to ensuring a strong economic base for the local economy. The provision of life long quality education facilities and availability of opportunities to learn skills throughout the life of residents is critical to both the economic and social quality of the District.