



CITIZENS' PANEL RESULTS NOVEMBER 2014

FINAL REPORT

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Stratford-on-Avon District Council
March 2015**

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APPENDICES

Q2. Please write in the box below any alternative priorities you may have in relation to a flourishing local economy or make any comments on the priorities above. (169 comments)

Q4. Please write in the box below any alternative priorities you may have in relation to people and their environment or make any comments on the priorities above. (156 comments)

Q6. Please write in the box below any alternative priorities you may have in relation to responsible community leadership or make any comments on the priorities above. (66 comments)

Q7. Please write in the box below any general comments you may wish to make on the draft corporate strategy. (69 comments)

Q11. Are there any regular articles about the work of the District Council you would like to see included in "Stratford View"? (143 comments)

Q24a. On your last visit what were the main activities you did when visiting the park? - If other, please specify (28 comments)

Q25i. For the following aspects of the Bancroft Gardens and Recreation Ground, how would you rate the following - Please add any comments here to expand on your answers above. (128 comments)

Q30a. Is this the best location to hold the Stratford Farmers market? - If no please suggest an alternative location (20 comments)

Q35a. Is this the best location to hold the Stratford Craft market? - If no, please suggest an alternative location. (9 comments)

Q41a. Is this the best location to hold the Southam market? - If no, please suggest an alternative location. (7 comments)

Q43a. If you answered "do not visit markets" in Q42, what are your reasons? - If other, please specify. (72 comments)

1.0 Introduction

The Council has a Citizens' Panel, which contains a representative sample of people living in the District of Stratford-on-Avon. By surveying this Panel, it is possible to obtain views and opinions broadly representative of local residents. The following results are from the November 2014 Panel survey.

2.0 Methodology

1179 questionnaires were sent to the SDC Citizens' Panel – 496 by email and 683 in the post. 485 were returned with 20 also returned for reasons such as gone away. A response rate of 42% was achieved.

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases, anomalies appear due to "rounding".

The term "base" in the tables and charts refer to the number of responses to a particular question.

3.0 Summary of Results

Corporate Strategy

- Over three-quarters of Panel respondents (78%) indicated that to “work with our partners to ensure that new development provides the necessary schools and transport infrastructure for local residents, especially the working population” was the most important priority in this objective.
- Seven out of ten respondents (71%) indicated that to “embrace the landscape and environmental protection provided by our Core Strategy when considering new development” was the most important priority in this objective.
- Over seven out of ten respondents (73%) indicated that to “work with our partners to improve the District’s infrastructure including broadband, transportation, education, utilities and emergency services” was the most important priority in this objective.

Stratford View

- 57% of respondents received a copy of Stratford View, the District Council’s publication, 20% said they did not receive a copy, 16% could not remember and 8% receive it but do not want it.
- Four out of ten read all or nearly all of it, 30% read most of it, and 17% read a few articles and 11% just glance at it.
- 58% of those surveyed wish to receive the same amount of printed information as presently.

Independent Living

- Some households where there are vulnerable and/or elderly people benefit from the reassurance of a lifeline alarm that can alert people. 29% were aware that SDC is able to offer advice and make arrangements to get a lifeline alarm installed at a cost to the householder.
- A third of respondents are aware that the District Council is able to offer advice to help people to live more independently.

Individual Electoral Registration / Democracy

- 56% had seen or received information on the move to Individual Electoral Registration, many by letter
- 96% vote at the Parliamentary elections, 86% at the district elections and 77% at the County.
- 69% know who their district councillor is.

SDC Wheeled Bin Cleaning Service

- 11% of those responding use a wheeled bin cleaning service.

- Almost a third indicated they would use a Council service. Asked if £2.50 per clean would be good value for money, 71% said yes.

Bancroft Gardens and Recreation Ground

- Two-thirds of the Panel had visited the Bancroft Gardens or the Recreation Ground in Stratford in the last 12 months.
- The main activities were to enjoy the flowers and trees, see birds and wildlife and exercise.
- Accessibility and the grass areas were aspects rated highly, with the toilets more likely to be rated poor.

Markets

- 41% shop or visit the Stratford-upon-Avon Market (Farmers'/Antique/Craft) held every fortnight on Saturdays in Rother Street. 83% were happy with the number of stalls, 78% the quality and 74% the variety. 46% always visit the surrounding retail outlets as well and 93% feel it is the best location to hold the market.
- 26% shop or visit the Stratford-upon-Avon Craft Market held every week on Sundays on Waterside between Easter and Christmas. 93% were happy with the number of stalls, 85% the quality and 82% the variety. 37% always visit the surrounding retail outlets as well and 94% feel it is the best location to hold the market.
- 53% intended to/have visited the Christmas Market in Stratford-upon-Avon having been moved back to Bridge Street as a pilot for five Thursdays from November 20th to December 18th 2014.
- 6% shop or visit the Southam Market on Tuesdays. 42% were happy with the number of stalls, 75% the quality and 45% the variety. 33% always visit the surrounding retail outlets as well and 55% feel it is the best location to hold the market.
- Asked in general, 73% looked for a variety of stalls, 44% the appearance of the stalls and 35% their accessibility.
- Those not visiting the markets did not go because of the goods on offer (35%). 19% felt they do not offer value for money.

4.0 Results in Detail

4.1 SDC Corporate Strategy 2015-19

Respondents were asked to choose the priorities that should be looked at first when delivering the new Corporate Strategy.

Key Objective 1 - A flourishing local economy

*The Council will work with partners and local businesses to create jobs through **business retention, growth and new inward investment** from the UK and abroad. The Council will encourage local businesses to remain and grow and welcomes new business investment.*

The Council will continue to assist in delivering an increase in economic prosperity in helping to create jobs for residents, and supporting businesses to grow and expand.

Over three-quarters of Panel respondents (78%) indicated that to “work with our partners to ensure that new development provides the necessary schools and transport infrastructure for local residents, especially the working population” was the most important priority in this objective.

Table 1: There are 6 priorities that have been identified for this objective. To help prioritise, please tick up to 3 boxes only to indicate which are the highest priority to work towards first.

Key Objective 1 – A flourishing local economy	Nos.	%
Work with our partners to ensure that new development provides the necessary schools and transport infrastructure for local residents, especially the working population	363	78
To positively embrace the Local Enterprise to influence its plans, priorities and impact upon our District. Maximise the use of National funding opportunities such as the City Deal and Regional Growth Fund to boost business opportunities in our area	291	62
To encourage new small businesses throughout the district through the provision of business incubation units and other focused initiatives	268	57
To support further development of the Broadband Infrastructure across our district which will assist businesses with the connections they require	257	55
Maintain on-going support for the Local Destination Management Organisation, Shakespeare’s England	94	20
Provide more land for business use in line with the proposals within the Council’s Core Strategy	43	9
Base: (All respondents) (468)		

169 comments were made when asked for alternative priorities or comments and these are shown in full in the appendix. Common themes at the forefront were to support local business, the transport infrastructure, high business rates and bad traffic.

Key Objective 2 - People and their Environment

The Council will work with partners to protect the character of the environment and support activities to improve the **health and wellbeing of our local communities**.

Seven out of ten respondents (71%) indicated that to “embrace the landscape and environmental protection provided by our Core Strategy when considering new development” was the most important priority in this objective.

Table 2: There are 6 priorities that have been identified for this objective. To help prioritise, please tick up to 3 boxes only to indicate which are the highest priority to work towards first.

Key Objective 2 – People and their Environment	Nos.	%
Embrace the landscape and environmental protection provided by our Core Strategy when considering new development	339	71
Ensure the Crime and Disorder reduction strategy actions are delivered	282	59
Maintain quality leisure facilities District wide, with particular emphasis on enhancing facilities in Alcester and completing the refurbishment of Stratford-upon-Avon Leisure & Visitor Centre	212	45
Minimise the amount of waste going into landfill	188	39
Promote Health and Wellbeing including playing an active role in the Warwickshire Health and Wellbeing Board	181	38
Facilitate the delivery of housing targets including working with developers to identify suitable land and locations for developments and ensuring 35% affordable housing provision	172	36
Base: (All respondents) (476)		

156 comments were made when asked for alternative priorities or comments and these are shown in full in the appendix.

Common themes at the forefront were the transport infrastructure and the roads infrastructure.

Key Objective 3 - Responsible Community Leadership

The Council will **support our communities** and the diversity of local interests within them. When opportunities arise, we shall embrace innovative solutions to provide the best results for residents and the Council.

Over seven out of ten respondents (73%) indicated that to “work with our partners to improve the District’s infrastructure including broadband, transportation, education, utilities and emergency services” was the most important priority in this objective.

Table 3: There are 6 priorities that have been identified for this objective. To help prioritise, please tick up to 3 boxes only to indicate which are the highest priority to work towards first.

Key Objective 3 – Responsible Community Leadership	Nos	%
Work with our partners to improve the District’s infrastructure including broadband, transportation, education, utilities and emergency services	348	73
Identify opportunities to improve access to local services, especially for those in remote communities	213	45
Seek opportunities to work with our partners to achieve benefits for our residents. Expand our programme of sharing service with other councils	211	44
Speak up for residents locally and nationally so that local communities are in a better position to help themselves	211	44
Ensuring that we manage our assets to meet the needs of our communities and services and where appropriate delivering commercial returns	197	41
Supporting vulnerable people especially those becoming homeless, those adjusting to benefit changes and those needing supported accommodation	194	41
Base: (All respondents) (477)		

66 comments were made when asked for alternative priorities or comments and these are shown in full in the appendix.

Common themes at the forefront were the transport infrastructure and the roads infrastructure.

67 comments were made when asked for any general comments on the draft corporate strategy and these are shown in full in the appendix.

4.2 Stratford View

Stratford District Council provides all residents with our publication "Stratford View" twice a year, with information about our services and news about the Council. Nearly six out of ten residents (57%) stated that they received a Stratford View, with 8% stating that they do not wish to receive copies of the publication.

Table 4:

Whether residents receive a copy of "Stratford View"	2014	
	Nos	%
Yes	317	57
No	110	20
Cannot remember	88	16
I receive a copy, but do not wish to have the Stratford View if I had a choice	42	8
Base: (All Respondents) (2014: 481)		

Four out of ten residents read all or nearly all of Stratford View, a similar figure to that in 2007. Results are comparable generally with 2007.

Table 5:

Extent to which residents read "Stratford View"	2007		2014	
	Nos.	%	Nos.	%
Read all or nearly all of it	219	41	134	40
Read most of it	150	28	101	30
Read a few articles	85	16	57	17
Just glance at it	77	14	36	11
Don't look at it at all	5	1	2	1
Cannot remember	1	0	6	2
Base: (Those who receive Stratford View) (2007: 537) (2014: 336)				

58% of respondents now prefer to receive the same amount of printed information as they do now. This compares to 67% in 2007. There has been a rise in those wanting more printed information from the Council than at present, 17% in 2014 compared with 10% in 2007.

Table 6:

Whether you prefer to...	2007		2014	
	Nos	%	Nos	%
Receive more printed information from the Council than at present	57	10	79	17
Receive the same amount of printed information as presently	375	67	272	58
Receive less information than at present	45	8	31	7
Request specific information as and when needed	86	15	85	18
Base: (All Respondents) (2007: 563) (2014: 467)				

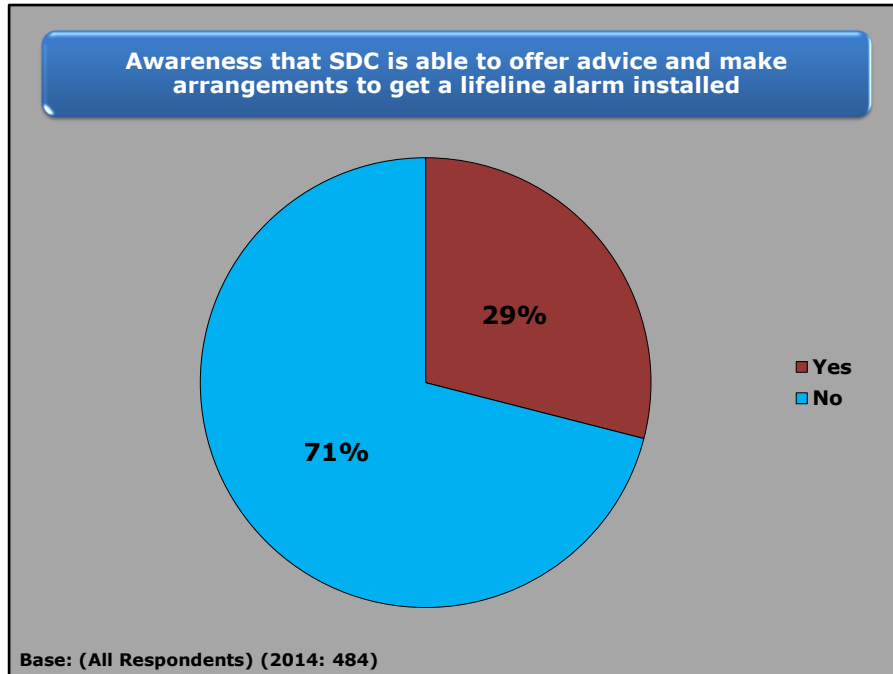
143 comments were made in respect of any regular articles, they wished to see and these are included in the Appendix.

4.3 Independent Living

Some households where there are vulnerable and/or elderly people benefit from the reassurance of a lifeline alarm that can alert people.

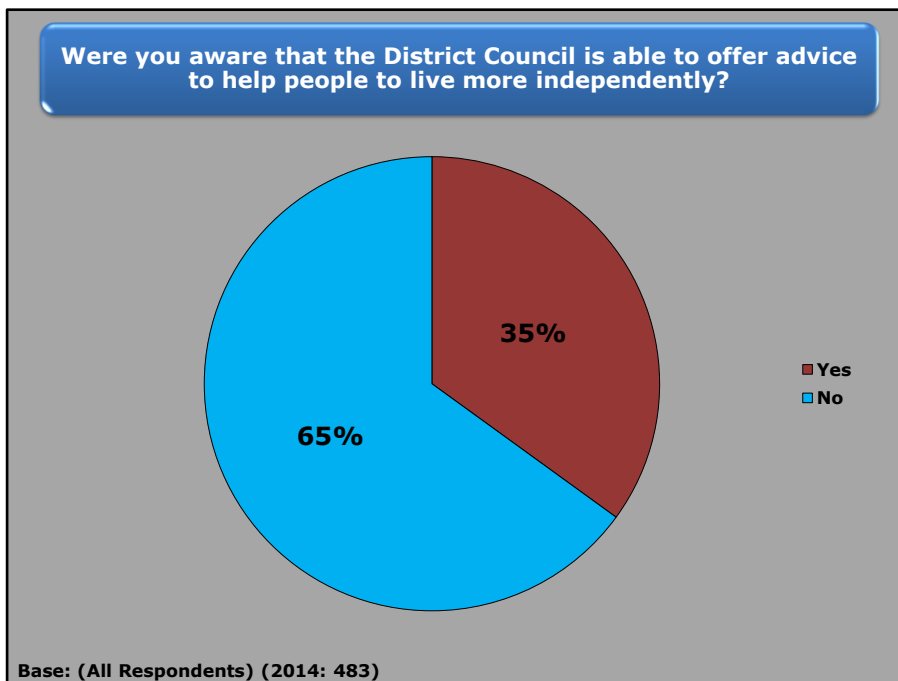
29% of respondents were aware that SDC offered advice and could make arrangements for a lifeline alarm to be installed.

Chart 1:



There are a number of low cost, non-technological items that help people live independently in their own home. Almost two-thirds of respondents (65%) stated that they were unaware SDC offered advice regarding independent living.

Chart 2:

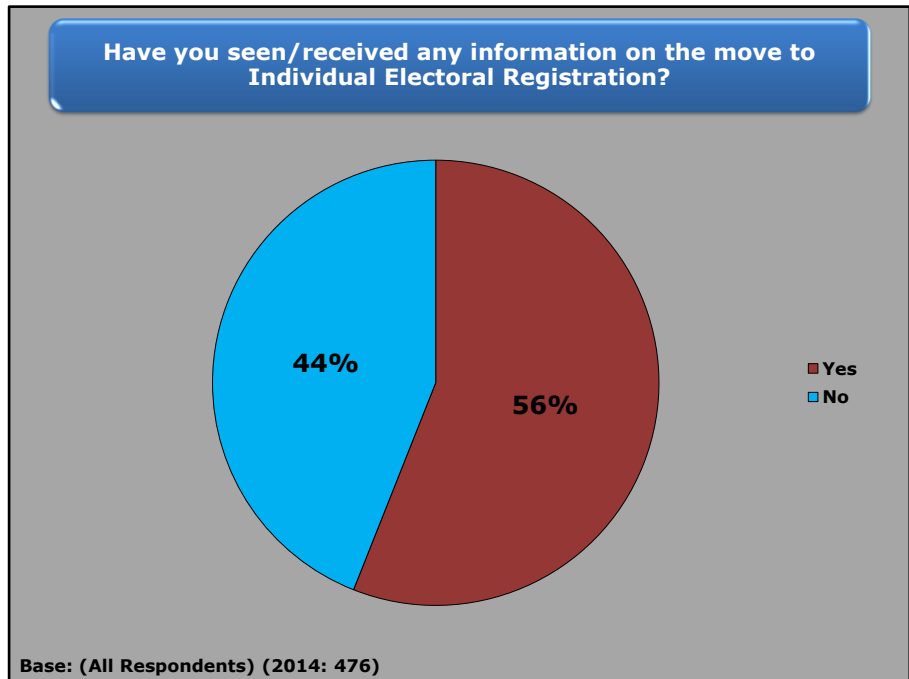


4.4 Individual Electoral Registration/Democracy

In June 2014, the way SDC register to vote changed. Everyone is now responsible for registering themselves instead of one person registering everyone who lives at their address. This system is known as Individual Electoral Registration. The new system is more secure as details are matched against other Government records.

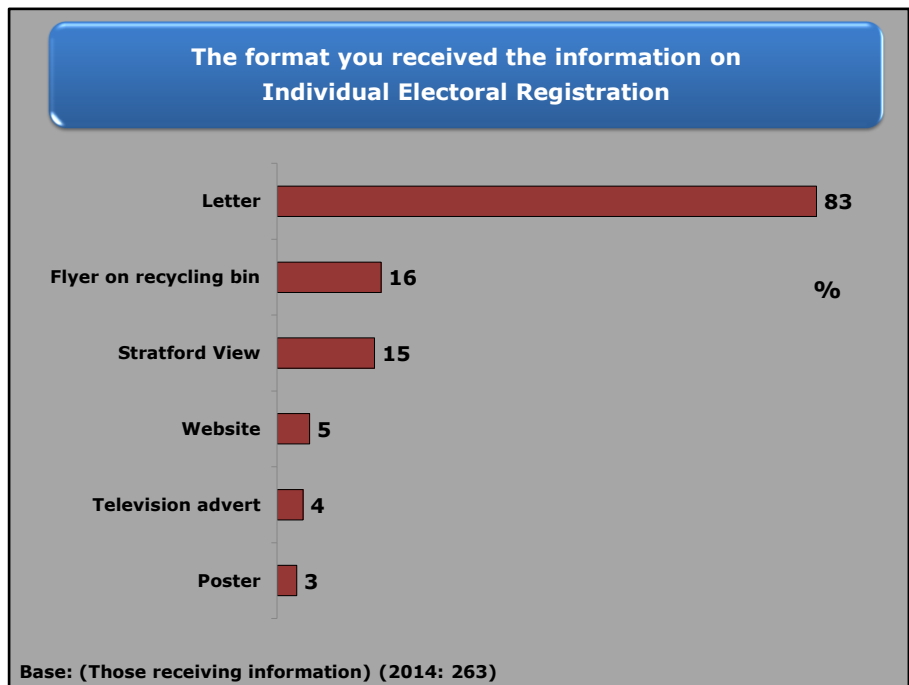
Over half (56%) of respondents have received information on the move to Individual Electoral Registration, versus 44% who hadn't.

Chart 3:



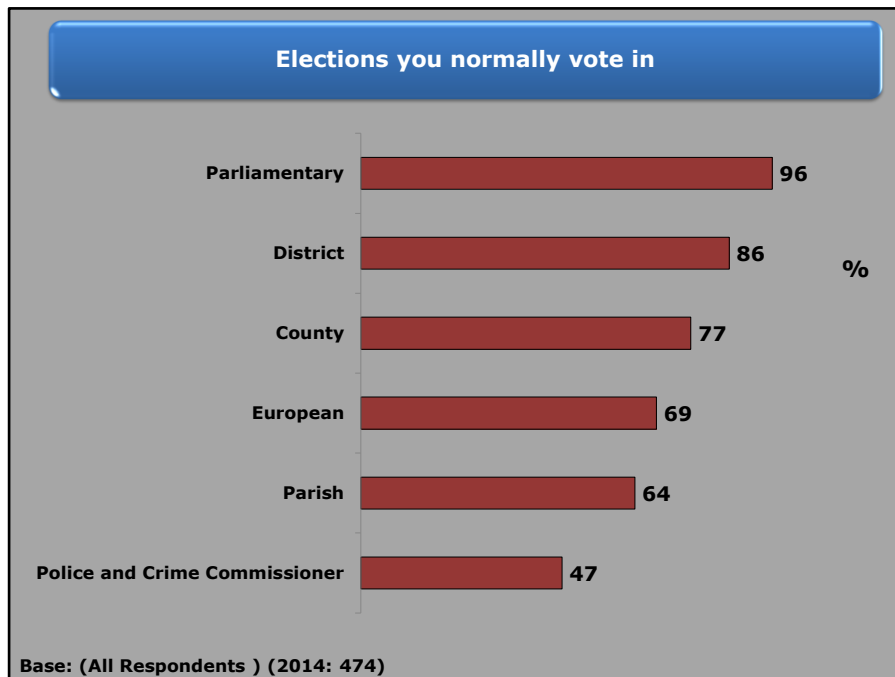
More than three quarters of respondents (83%) received the information via a letter, with only 3% claiming to see posters. 16% remembered that a flyer had been put on recycling bins.

Chart 4:



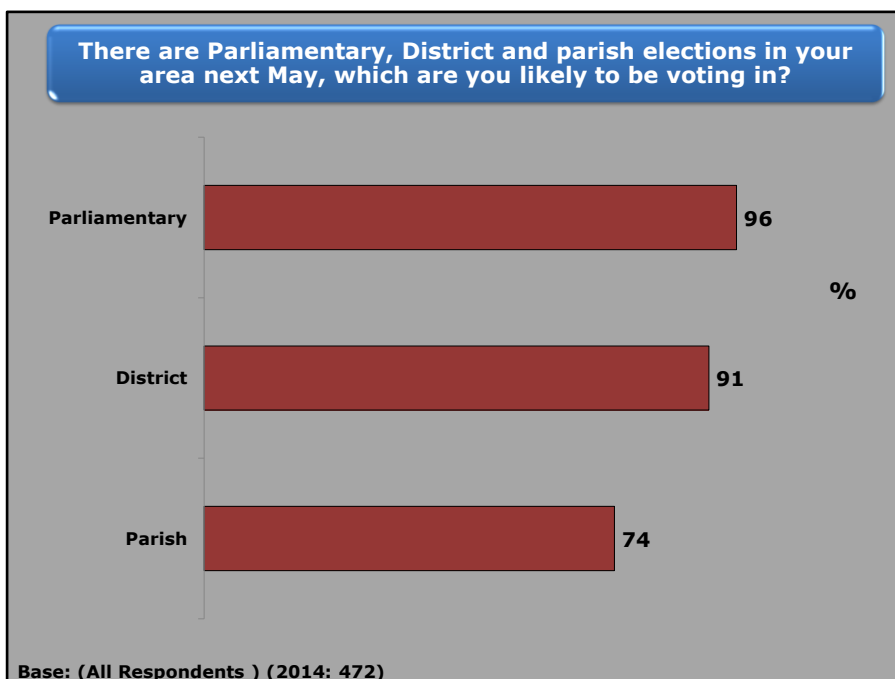
When asked what elections respondents usually voted in, the majority (96%) stated Parliamentary, with District coming just behind (86%). The election that received the least interest was the Police and Crime Commissioner at 47%, although this election had only been held once so far.

Chart 5:



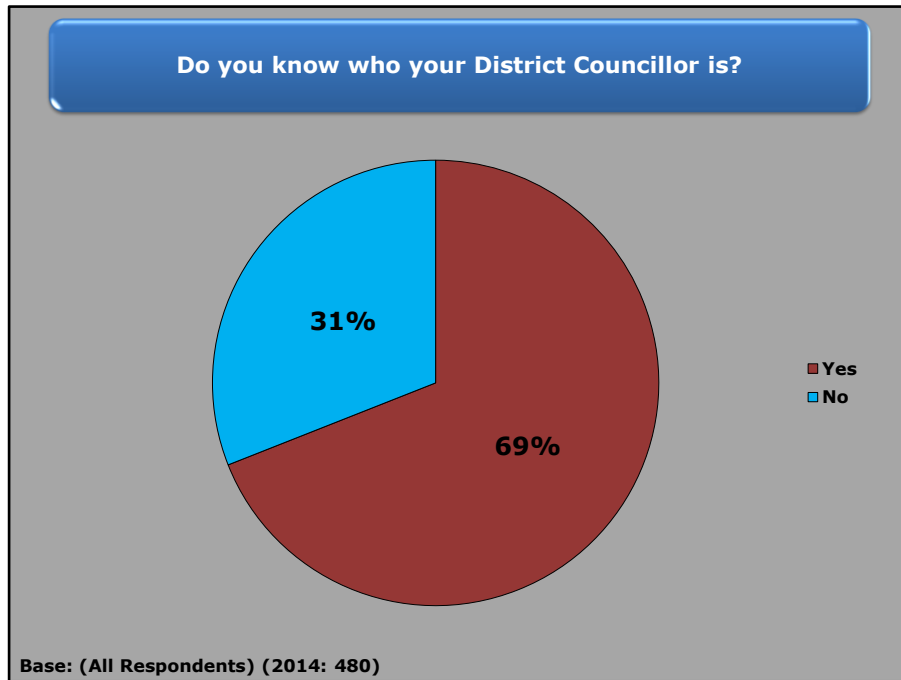
Panel members in May 2015 are very likely to vote in the Parliamentary (96%) and District (91%) elections. Three-quarters feel they will vote at a Parish election if held.

Chart 6:



Around seven out of ten respondents (69%) knew who their District Councillor was, but a third (31%) did not.

Chart 7:

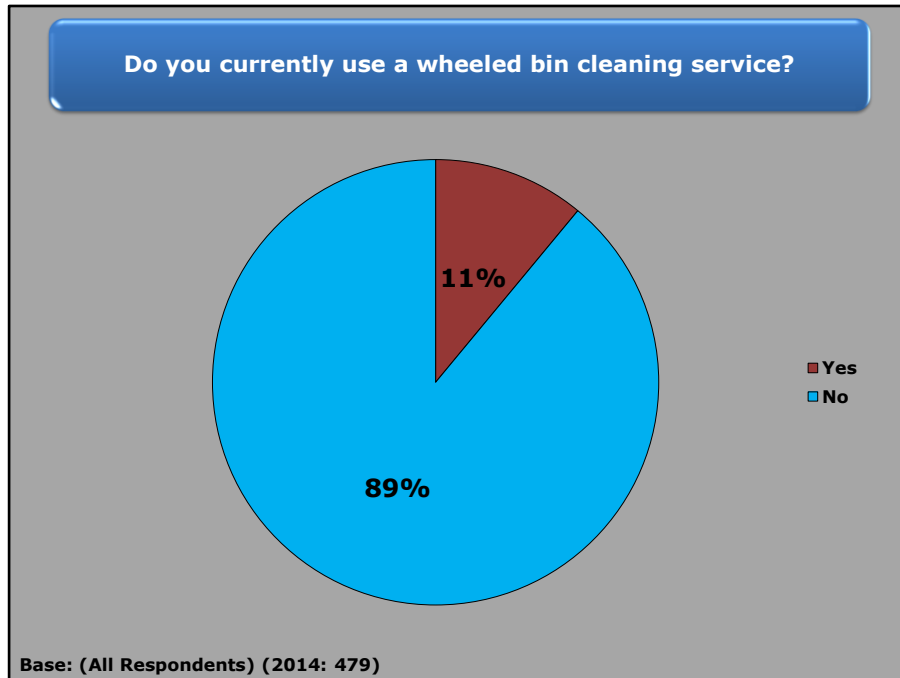


4.5 Stratford District Council Wheeled Bin Cleaning Service

SDC are looking into the possibility of offering a cleaning service for the wheeled bins. Residents would be able to pay per clean and book it either on-line via our website or by telephoning the Contact Centre.

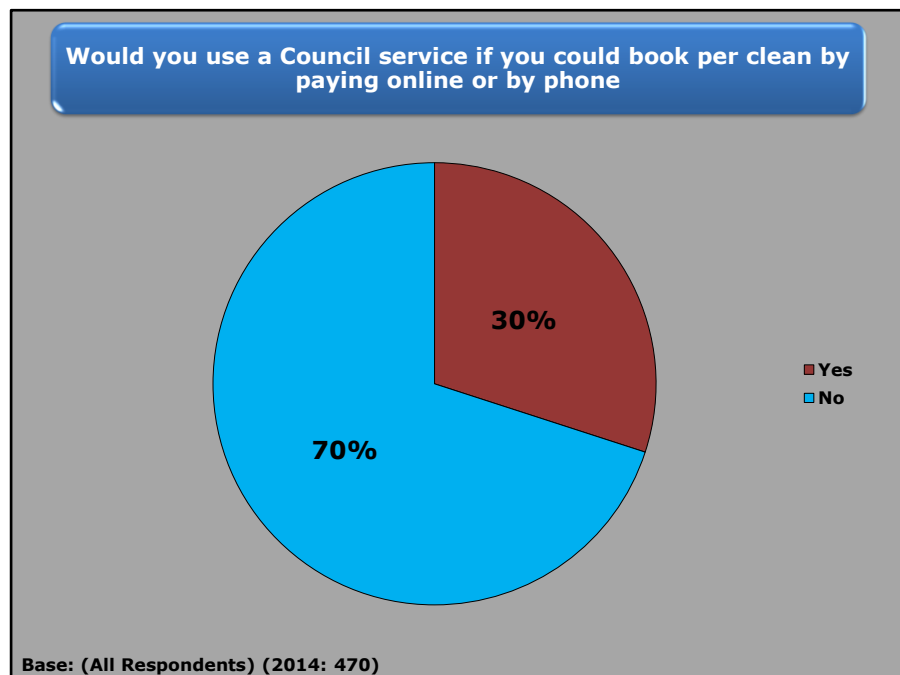
Almost nine out of ten respondents (89%) stated they did not currently use a wheeled bin cleaning service.

Chart 8:



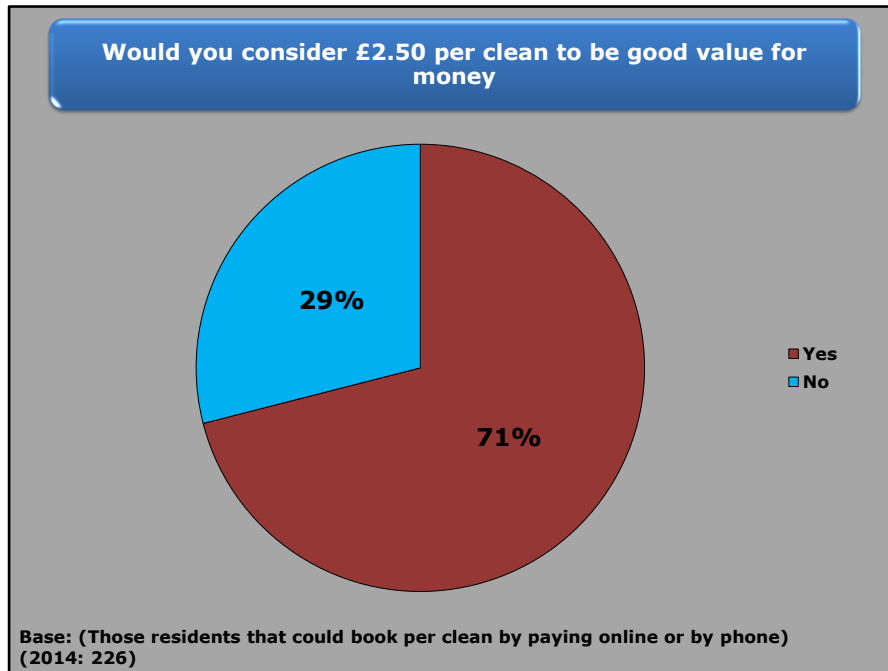
When asked if they would use a wheeled bin cleaning service if the Council offered this service, 30% stated that they would if you could book per clean by paying online or by phone.

Chart 9:



Of those who would book per clean by paying online or by phone, 71% thought that £2.50 per clean is good value for money.

Chart 10:



For those who felt £2.50 was not good value for money, over half (54%) felt between £1 and £2 to be acceptable. 19% thought it should be free.

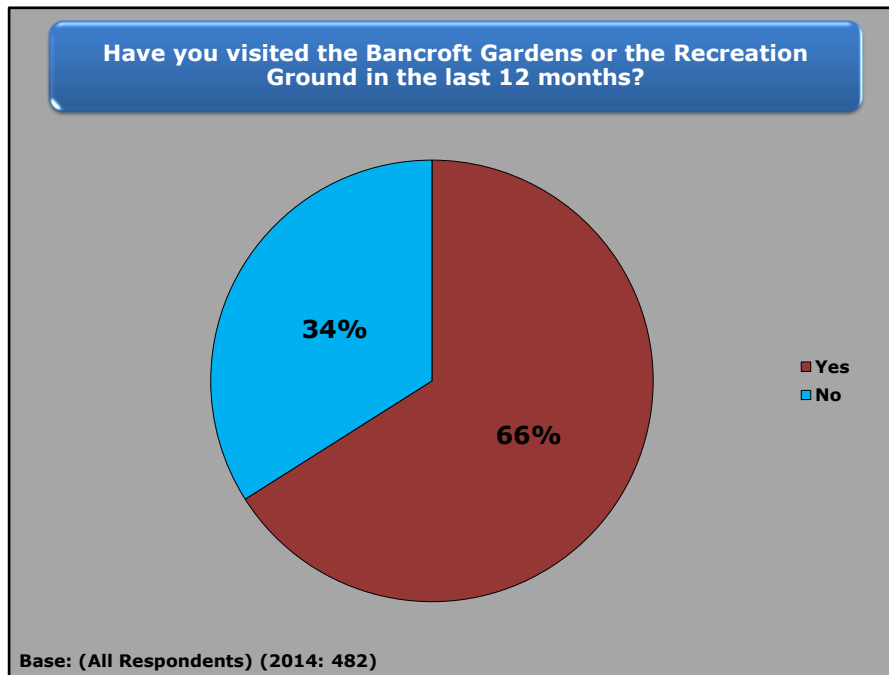
Table 7:

What amount would you consider to be value for money?	Nos	%
Free	15	19
£1-£2	42	54
£3-£4	7	9
£5-£6	7	9
£7+	3	4
Do it yourself	4	5
Base: (Those not happy with £2.50) (78)		

4.6 Bancroft Gardens and Recreation Ground

66% of respondents asked have visited the Bancroft Gardens or Recreation Ground in the last 12 months, compared to 34% who have not.

Chart 11:



The main activity was people passing through with 67% doing so. Respondents enjoyed the flowers/trees next with 43% and seeing the birds/wildlife was also popular at 31%. The other activities are included in the appendix.

Table 8:

Main activities taken part in when visited the park	Nos	%
Passing through	221	67
Enjoy flowers/trees	140	43
See birds/wildlife	102	31
Exercise	97	30
Meet friends	91	28
Attend event in the park	91	28
Visit play area	84	26
Eat/drink	83	25
Walk the dog	46	14
Business	4	1
Other	32	10
Base: (Those visiting) (328)		

Out of all of the aspects of the Bancroft Gardens or Recreation Ground, accessibility came out top with 90% stating very good or good. 74% rated the standard of the grass as good or very good and the flowers and shrubs were also rated highly.

Over a quarter of respondents felt the toilets and recycling facilities were poor or very poor.

Table 9:

How do you rate the following...	Very good	Good	Neither good nor poor	Poor	Very poor
Accessibility	145 (45%)	145 (45%)	20 (6%)	7 (2%)	2 (1%)
Seating	44 (14%)	120 (38%)	102 (32%)	37 (12%)	14 (4%)
Toilets	23 (8%)	90 (32%)	91 (32%)	59 (21%)	21 (7%)
Litter and bins	28 (9%)	138 (44%)	107 (34%)	39 (12%)	4 (1%)
Recycling Facilities	13 (5%)	49 (20%)	121 (49%)	48 (20%)	14 (6%)
Outdoor Gym and Play Area	37 (16%)	115 (49%)	75 (32%)	8 (3%)	1 (0%)
Grass	64 (20%)	169 (54%)	49 (16%)	23 (7%)	8 (3%)
Flowers and Shrubs	64 (21%)	145 (48%)	61 (20%)	27 (9%)	10 (3%)
Base: (Those visiting Bancroft Gardens & Recreation Ground) (328)					

128 comments were made on the Bancroft Gardens and Recreation Ground and these are included in the appendix.

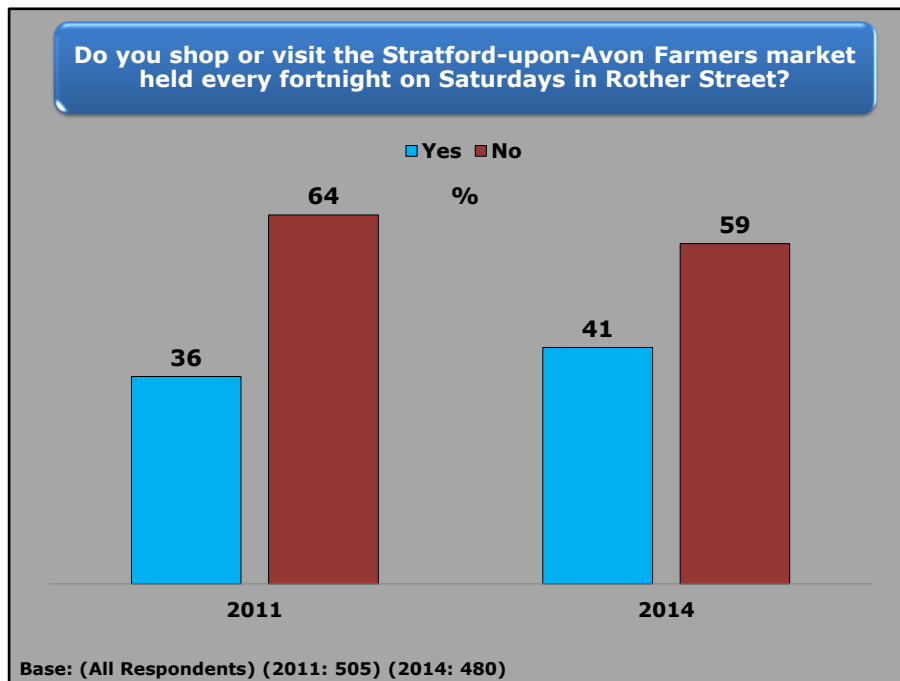
4.7 Markets

SDC wished to obtain views on the weekly markets that are held in both Stratford-upon-Avon and Southam. Other markets are held in the district, but they are not currently held every week.

4.7.1 Stratford-upon-Avon Market (Farmers'/Antique/Craft)

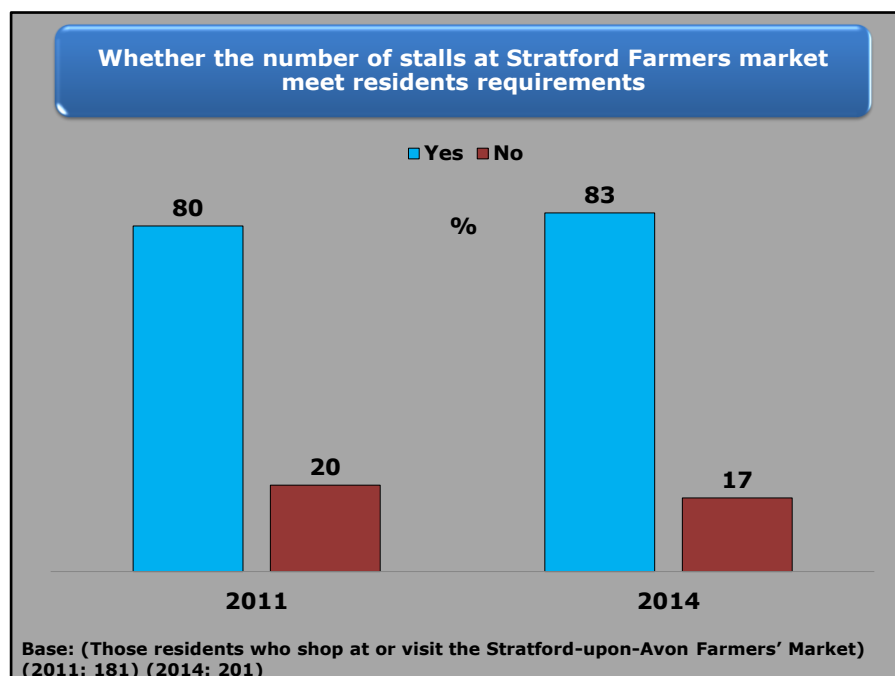
More respondents attended the Farmers'/Antique/Craft Market in 2014 (41%) than in 2011 (36%).

Chart 12:



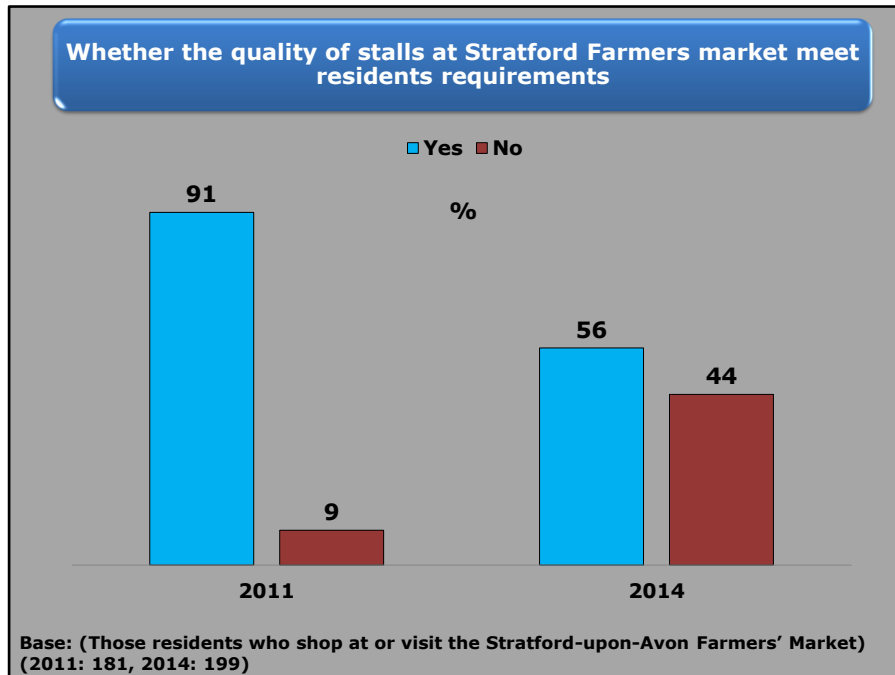
In 2011, 80% of respondents felt the number of stalls met their requirements, when asked again in 2014 this had risen to 83%.

Chart 13:



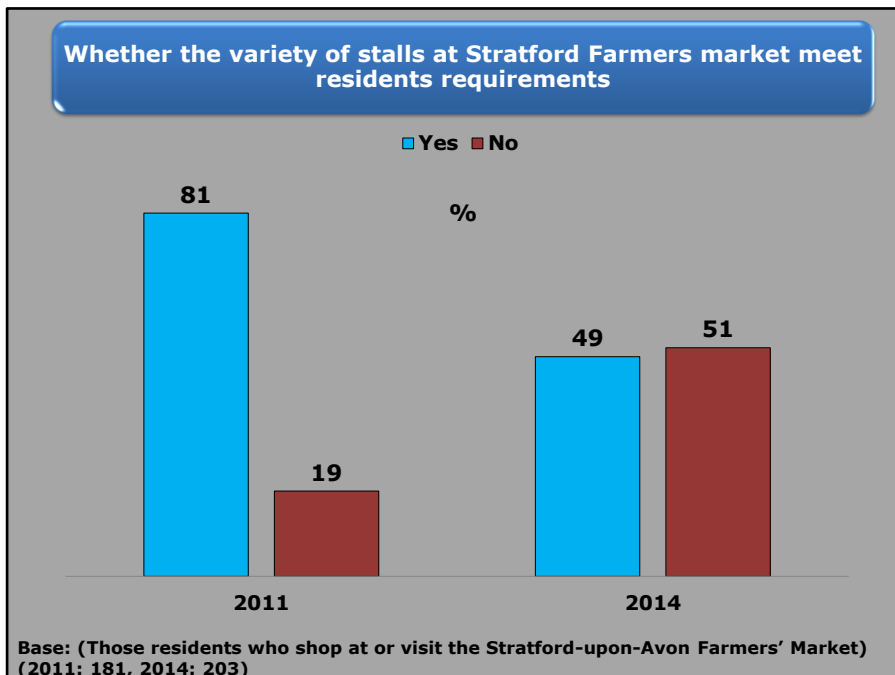
In 2011, 91% of respondents stated that they were happy with the quality of stalls; this figure has dropped dramatically in 2014 to 56% of respondents stating they were happy.

Chart 14:



81% of respondents in 2011 said the variety of stalls met their expectations. However this has significantly dropped in three years as 49% of respondents now feel the variety of stalls meets their requirements.

Chart 15:



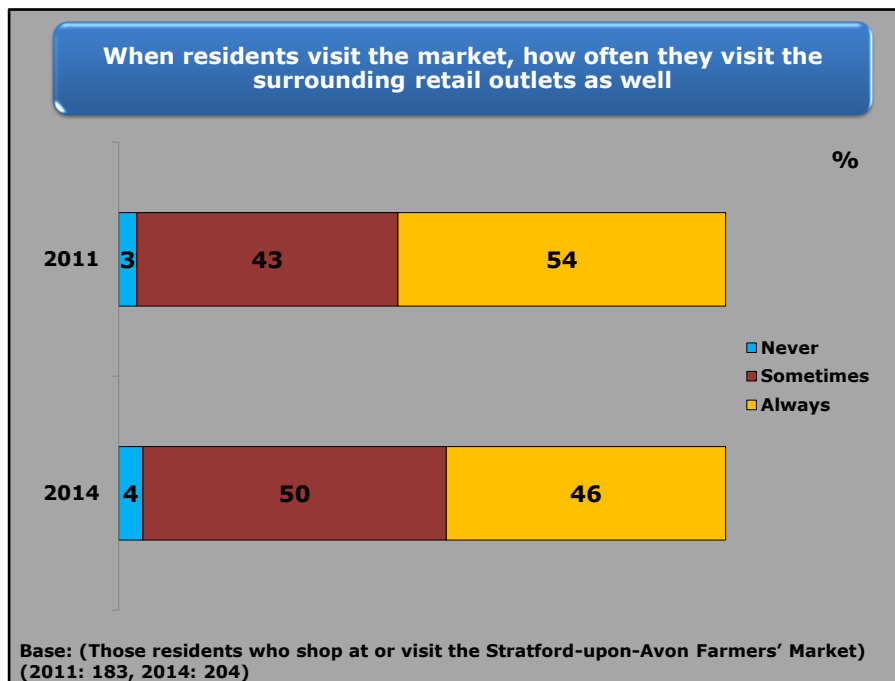
When asked how much respondents spent on a visit to the market, a third stated up to £10, with a quarter spending up to a fiver and a further quarter up to £20.

Table 10:

How much do you think you spend on a visit to this market?	Nos	%
Up to £5	43	24
Up to £10	60	33
Up to £20	43	24
Up to £25	8	4
More than £25	20	11
Other	13	4
Base: (Those visiting Stratford Farmers Market) (182)		

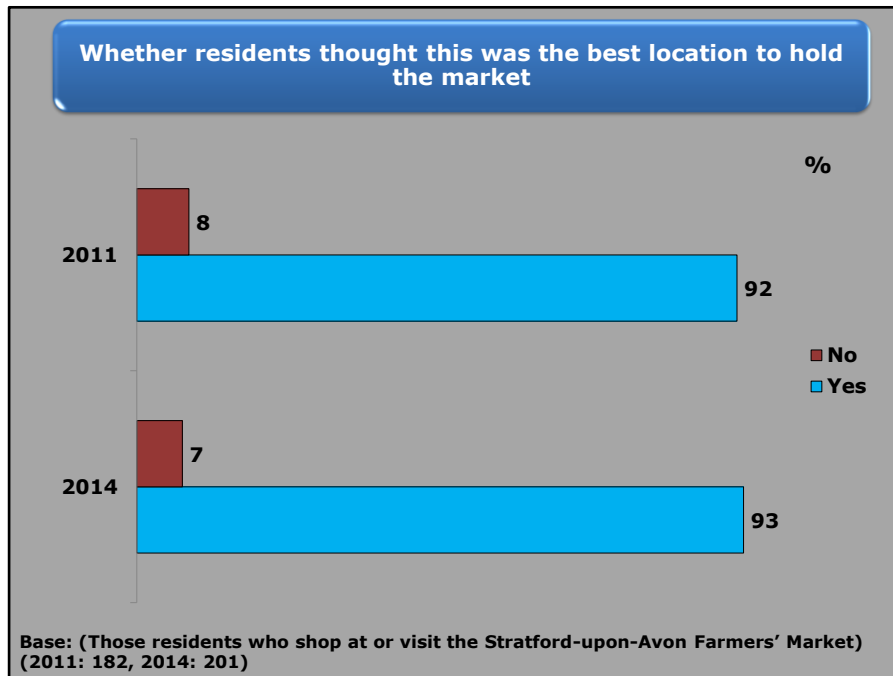
In 2014, just under half of respondents (46%) stated that they always visited the surrounding retail, compared to 2011 where 54% would always go around.

Chart 16:



93% of residents in 2014 thought it was the best location to hold the market; this is 1% more than in 2011. 20 respondents made comments as to alternative locations and these are included in the appendix.

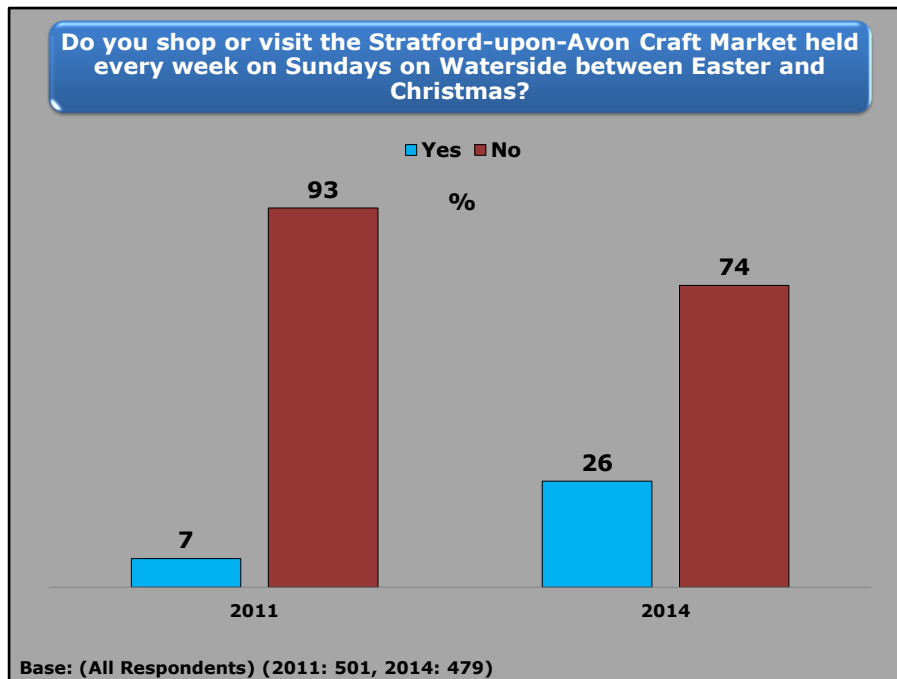
Chart 17:



4.7.2 Stratford-upon-Avon Craft Market on Waterside

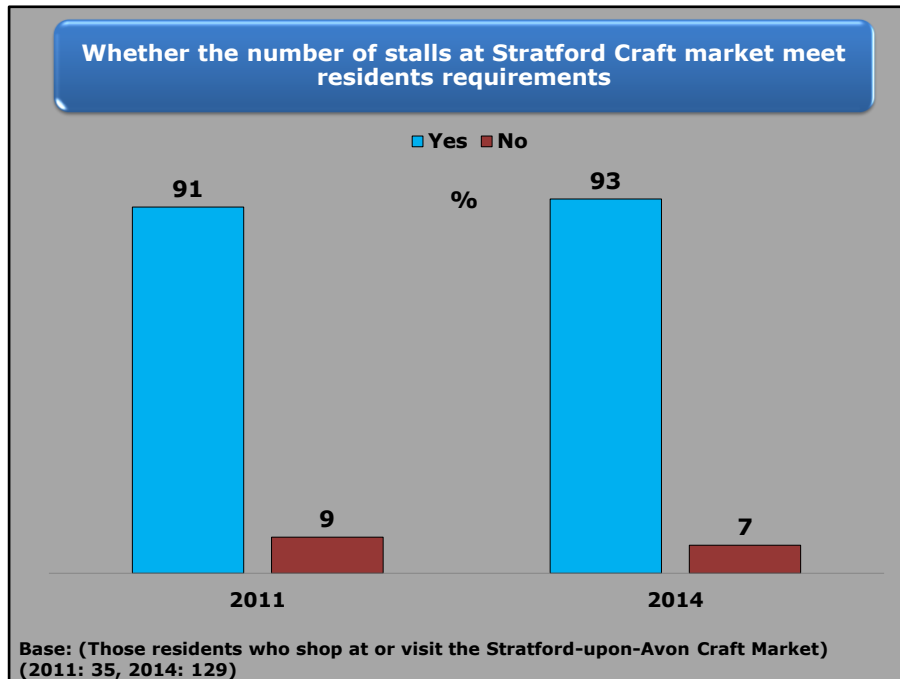
In 2011, 93% of respondents visited the Craft market compared to 74% in 2014, a drop of 19 percentage points.

Chart 18:



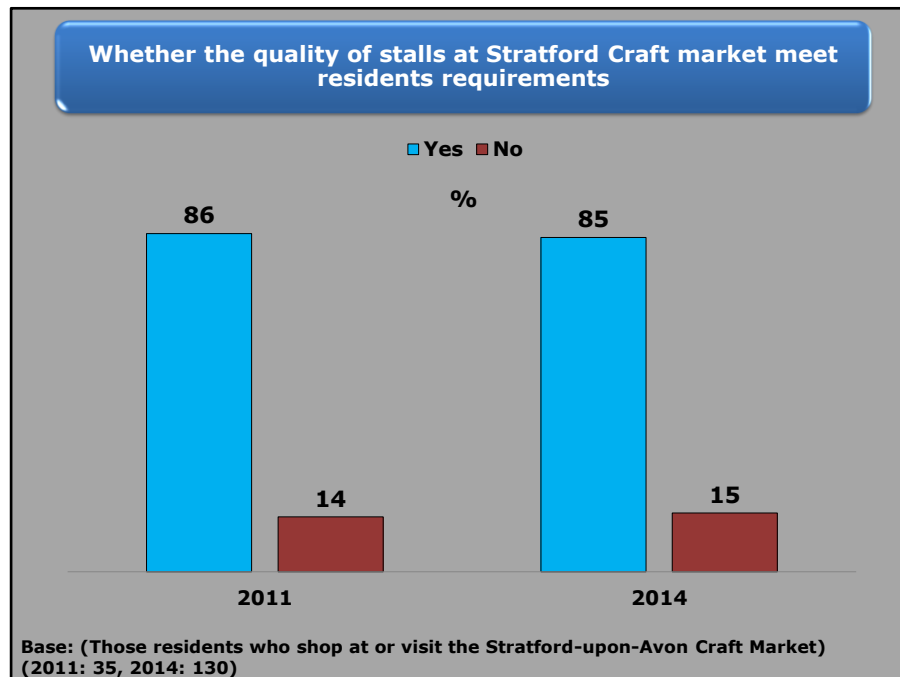
93% stated that the number of stalls met their requirements; this was 2 percentage points higher than in 2011.

Chart 19:



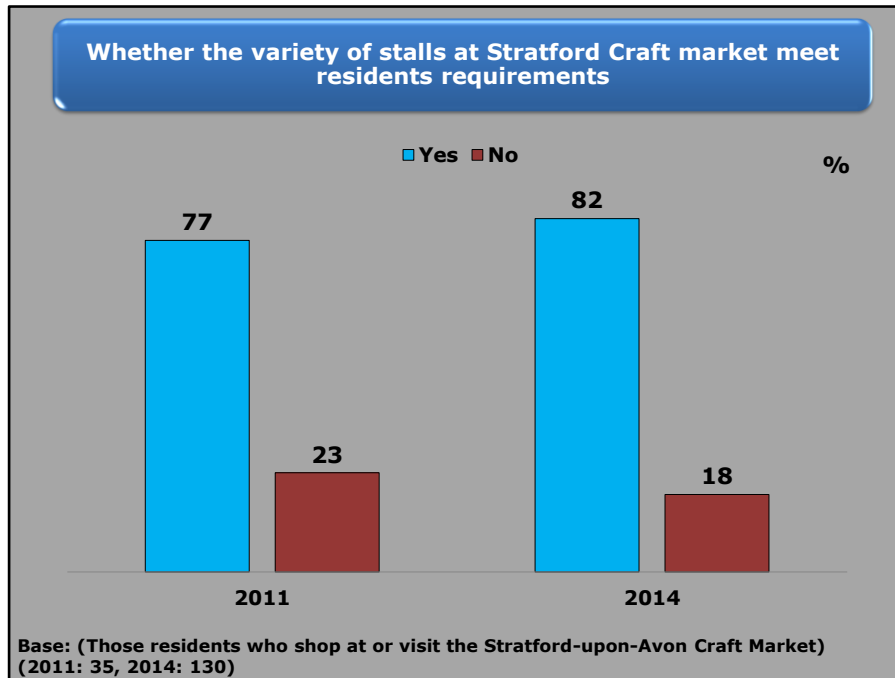
85% of respondents stated in 2014 that the quality of stalls at Stratford Craft Market met their requirements, the figure almost the same as 2011.

Chart 20:



There was a 5 percentage point increase on whether the variety of stalls met their requirements when comparing 2014 with 2013, 82% versus 77%.

Chart 21:



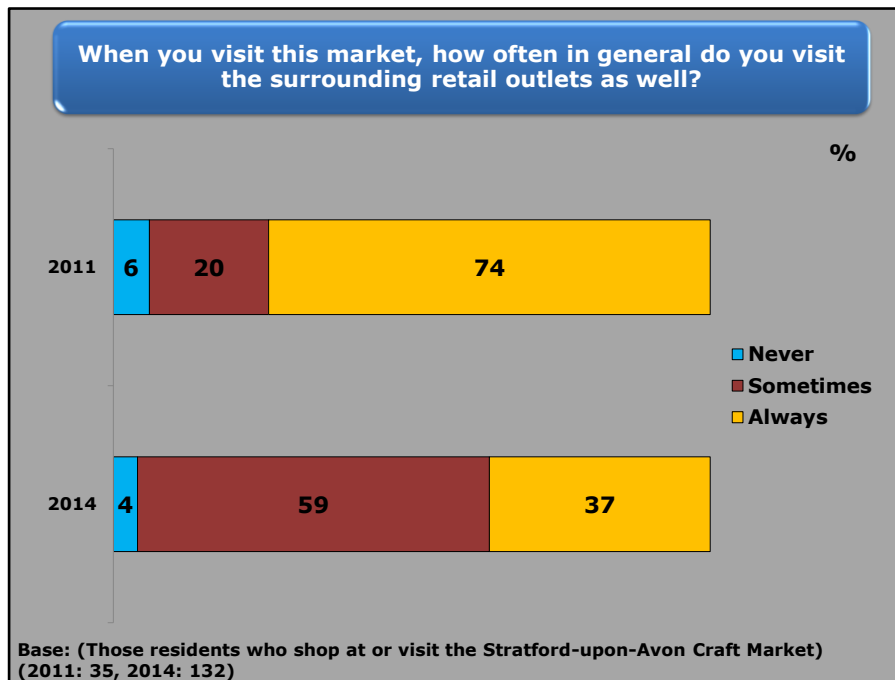
30% of respondents thought they spent up to £5 when visiting this market, a quarter spent up to £10 and a fifth up to £20.

Table 11:

How much do you think you spend on a visit to this market?	Nos	%
Up to £5	32	30
Up to £10	27	26
Up to £20	22	21
Up to £25	3	3
More than £25	14	13
Other	7	7
Base: (Those visiting Stratford Craft Market) (105)		

In 2011, 74% of respondents stated that they always visited the retail area after visiting the market; in 2014 this figure had dropped significantly to 37%.

Chart 22:



When asked if this is the best location to hold the market, the results came out identical as 94% stating yes with 6% saying no. 9 comments were made when asked for an alternative location and these are included in the appendix

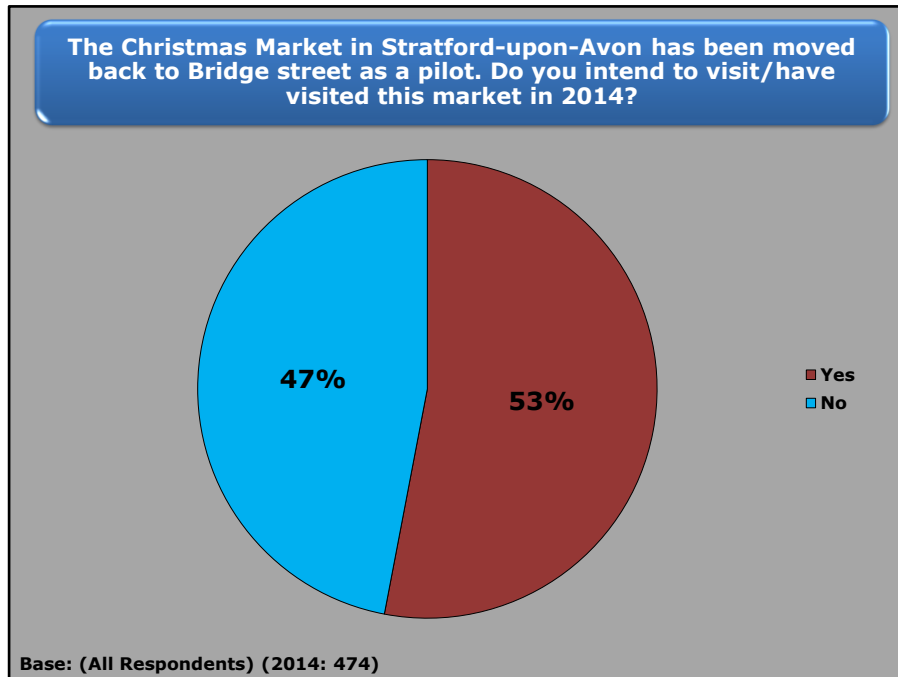
Chart 23:



4.7.3 Christmas Market in Stratford

Just over half (53%) of those surveyed stated that they would/or had visit(ed) the Christmas market after being moved back to Bridge Street.

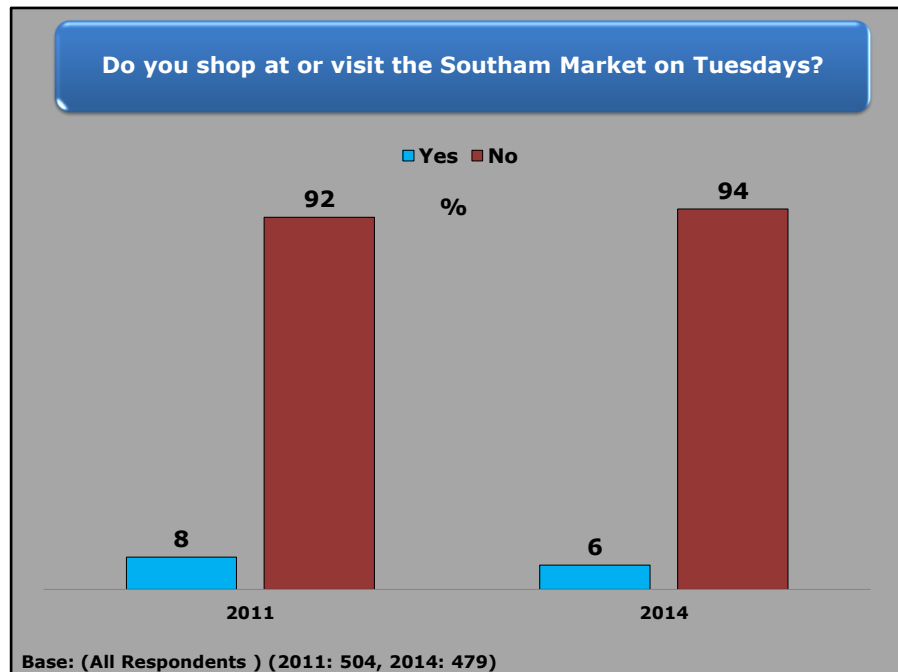
Chart 24:



4.7.4 Southam Market

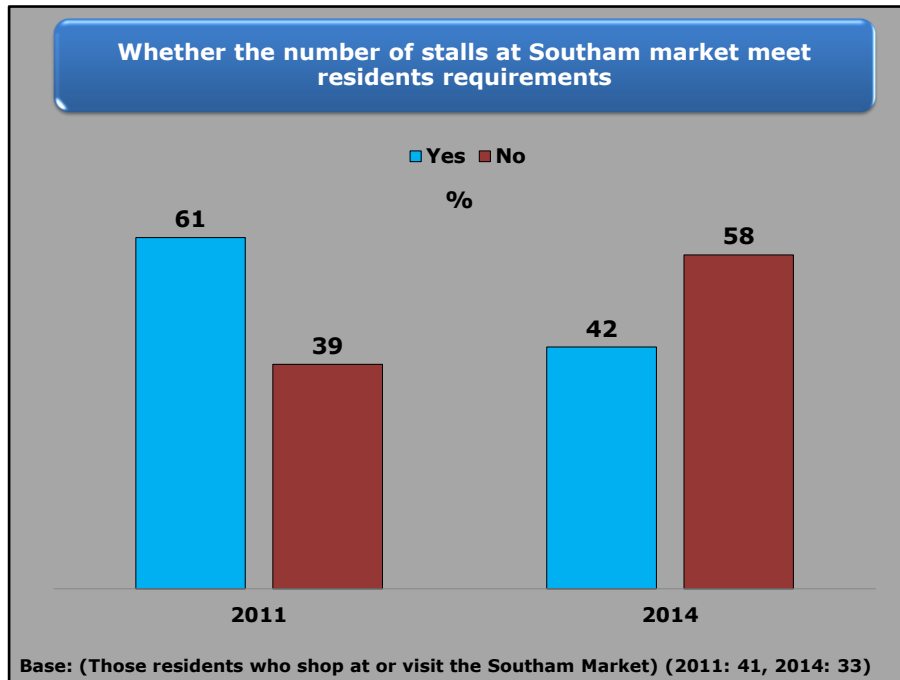
6% of respondents had visited Southam Market on Tuesdays in 2014.

Chart 25:



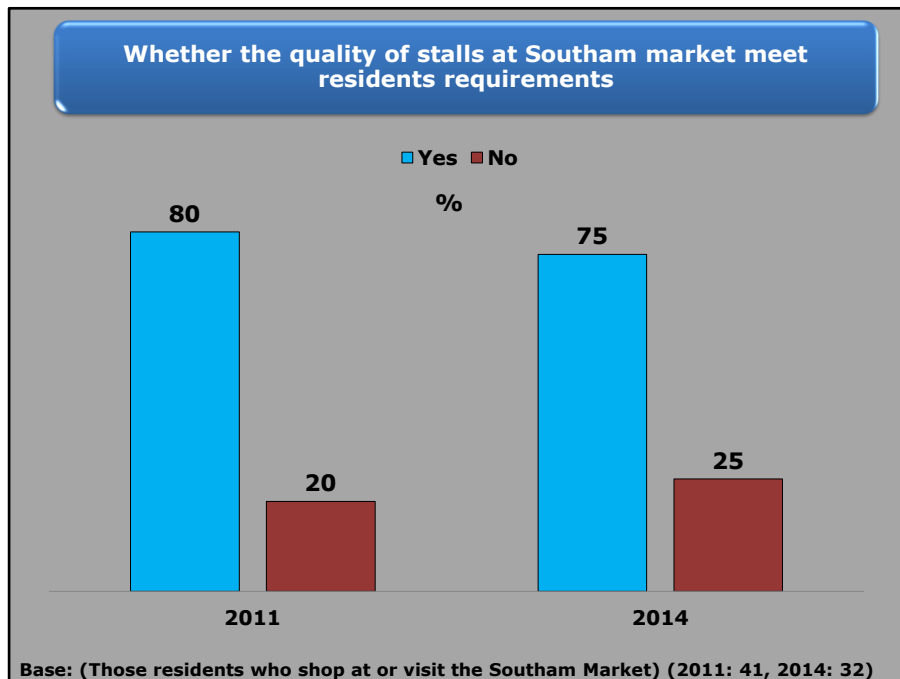
Of those visiting Southam Market, 42% felt the number of stalls met their requirements representing a 19 percentage point decrease from 2011.

Chart 26:



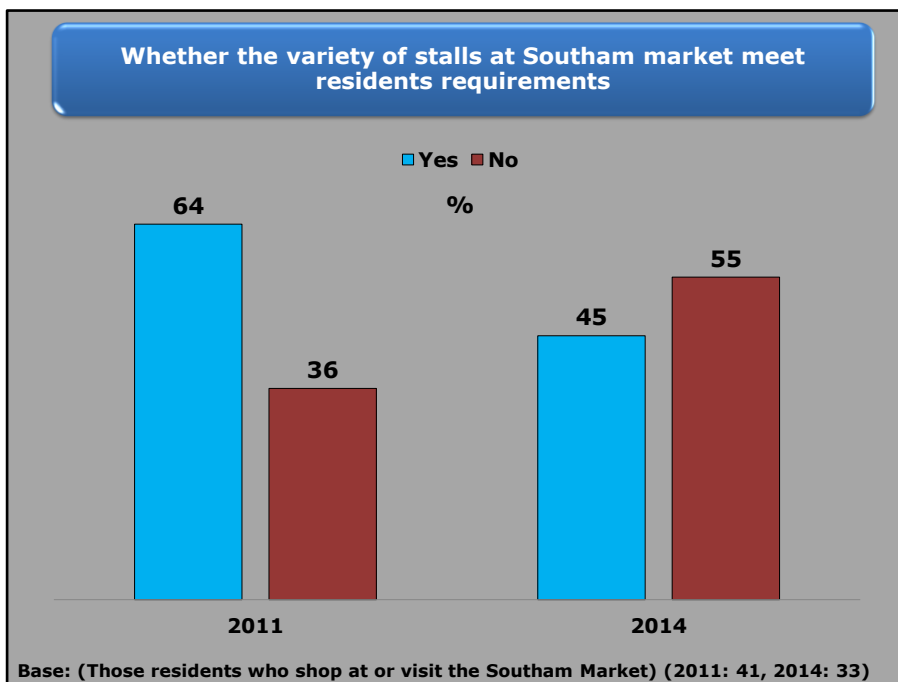
Respondents believe that the quality of stalls have dropped as 80% stated they were satisfied in 2011 and this figure has now dropped to 75% in 2014.

Chart 27:



Under half (45%) of respondents felt the variety of stalls met their requirements, a 19 percentage point drop on 2011.

Chart 28:



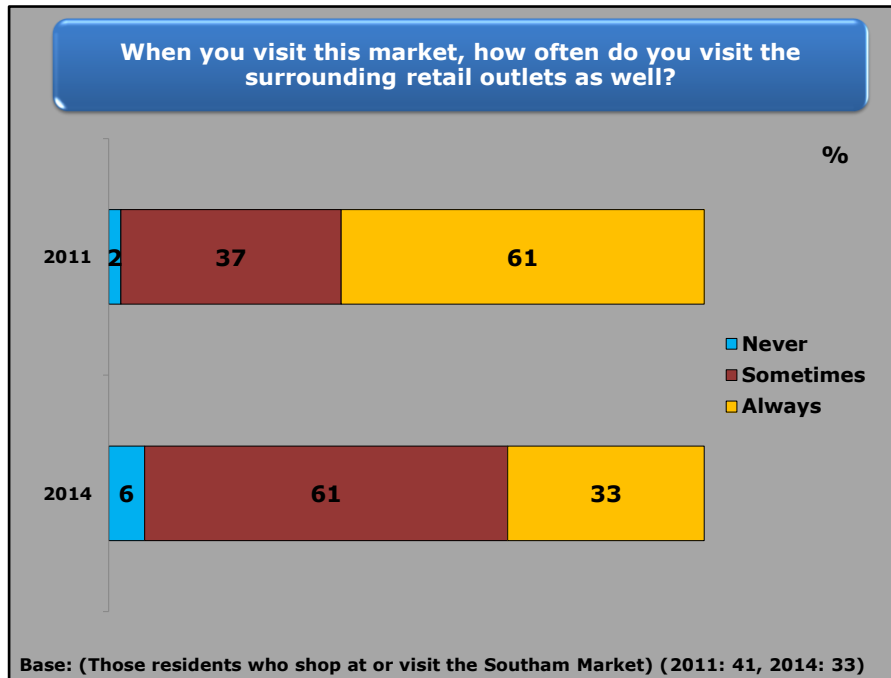
Three in ten respondents (29%) both stated up to £5 and up to £20, for what they spent on a visit to this market.

Table 12:

How much do you think you spend on a visit to this market?	Nos	%
Up to £5	9	29
Up to £10	6	19
Up to £20	9	29
Up to £25	1	3
More than £25	3	10
Other	3	10
Base: (Those visiting Southam Market) (31)		

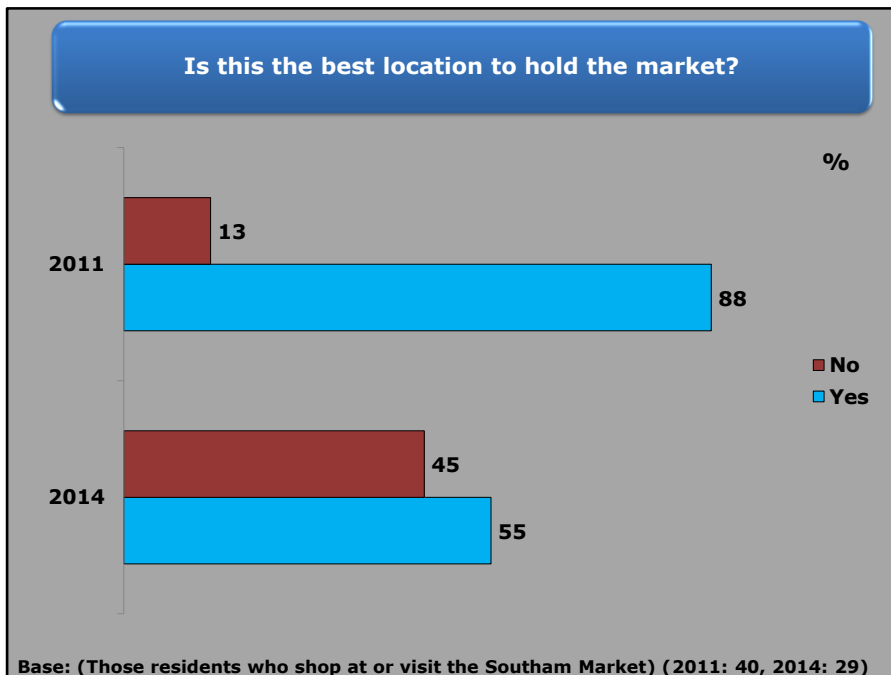
Less people always go to the surrounding retail outlets after visiting Southam Market, as shown with a figure of 61% in 2011 against 33% in 2014.

Chart 29:



Just over half (55%) of respondents stated that it was the best location to hold Southam market. Seven Panel members made alternative suggestions for locations and these are shown in the appendix.

Chart 30:

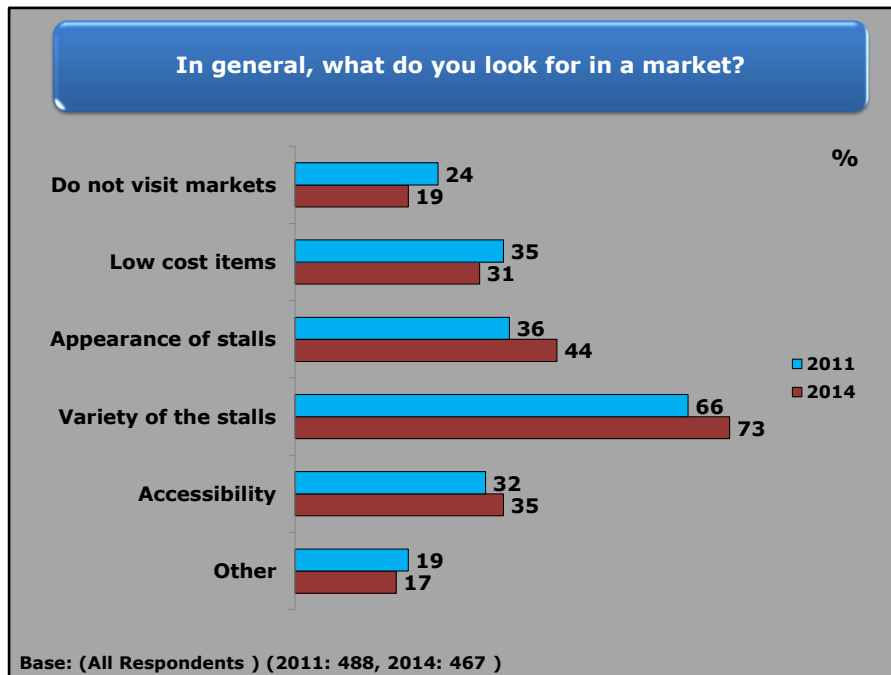


4.7.5 General Questions on Markets

When asked what they look for in a market, the highest percentages are the variety of stalls with 73% in 2014 and 66% in 2011.

Some priorities have changed over the 2 years with the appearance of stalls becoming more important (44%) and having low cost items being less important (31%).

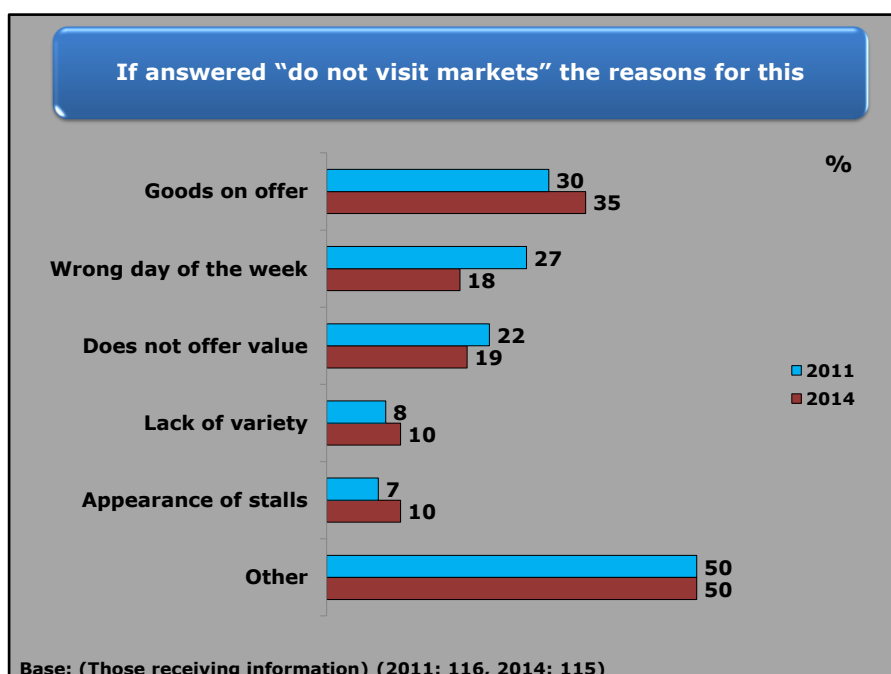
Chart 31:



When asked why respondents did not visit the markets, 50% stated other reasons which are listed in the appendix.

The goods on offer has become a main reason why they do not visit with 35%, with the wrong day of the week (18%) becoming less of a reason.

Chart 32:



APPENDICES

Q2. Please write in the box below any alternative priorities you may have in relation to a flourishing local economy or make any comments on the priorities above. (169 comments)

The easy flow of traffic throughout the area-road works coordinated.
Solve traffic chaos before expanding school provision, business and housing with providing sufficient car parking.
I find it very depressing that Stratford has become a more tourist town. Shopping for locals are poor, most I know go further afield. Access to it and traffic in horrendous. The mix of shops are poor, some dreadful gimmicky rubbish shops. Hardly any well-known stores. Hairdresser's paradise it would appear. All around the old town square. H & M is dreadful. Nigh time in Stratford, no atmosphere-a ghost town.
I do think it is important support local businesses for example; Bakers, Butchers, Grocers, Fishmongers etc. Instead of allowing national big companies for example; Tesco! To buy land and open their shops and take business away from local traders.
(A, B &C) all three are vital. The business brains and opportunities within Stratford should be more fully utilised.
It is vital citizens feel they have a voice in decision making influencing results of consultation.
Why discriminate between the working population and the rest. Alternative, provide the infrastructure the rest will be attracted if that is correct. I.e. Bus Station-Transport Interchange, economical use of transport, integration of rail, coach, car and cycle routes.
Not at the experience of the landscape and mature trees, protection is important to country and environment.
There appears to be an unfulfilled opportunity for marketing as part of Shakespeare's England. Not only our beautiful towns and villages but the unique and readily accessible Warwickshire if you like. Also we need to highlight the great diversity and proliferation of stores, supermarkets and I believe possibly more accessible than you might find in the average city. In fact I'd like to put my name to this:- Jim Hanthorne B49 5HX
To ensure villages are not over populated.
There has been a lot of housing developments and I do not think the infrastructure to suggest this has been enough. Community centres, Adult learning, School places (without over-loading existing schools), apprenticeships.
Transport infrastructure does not support local growth.
Make it easier to get about i.e. transport routes, cycle accessibility over Lucy Hill Bridge.
Transport and infrastructure problems should be resolved before increasing business and housing growth.
The town desperately needs a transport plan, both short and long term to provide the road system, rail links, bus station and parking necessary for both the present and the future. It should be derived to be implemented in stages as funds become available. It should be a top priority for the planners in Warwick County Council.
Current plans to improve traffic management in Stratford on Avon are important and deserve maximum priority. Support of small businesses through sensible rents is vital to develop Stratford.
To vigorously pursue re introduction of rail link between Stratford and Honeybourne to encourage more use of rail travel and to alleviate traffic congestion and promote tourists.
Promote activities and protect the heritage facts of the area to attract more tourism. Focus on arts/theatre and the supporting infrastructure.
Re open Honeybourne-Stratford railway with station at Long Marston. Stop building houses without services such as schools etc.
To use the funding wisely and to make sure it's used where it's meant to be used.
I think it's a very good idea to encourage small business throughout the district, through doing this helps people to work together and help businesses improve.
Some firms of entertainment i.e. bowling indoor forms of entertainment so we have further jobs plus somewhere to spend free time as Stratford seems lacking in things except pubs for the general public.
To keep our schooling at a premium as this is the ongoing future of our town and district.

With all new houses being built we need new roads to cope with all the extra cars, Stratford needs a by-pass to the west and Studley needs a by-pass from Alcester to Garcote Hill.
Ensure that any development is facilitated by existing infrastructure and only agree to development outside of what criteria when new infrastructure is to be created at the same time. The council to incentives businesses that actively offer and grant apprenticeships to the regions young.
Build new river bridge above Clopton Bridge and bypass the town. Stop development on the Birmingham Road until traffic is sorted. Set up a great transport link with Birmingham Airport.
Get what we have now working well=broadband and schools etc. Ensure this is an attractive place to promote/support economic growth. Support new enterprises=partnerships.
These initiatives are important but what seems to be overlooked is that the most important business is farming so that we in this small island can feed ourselves and agricultural land should never be sacrificed especially as there are many Brownfield sites and empty shops which should be acquired by the council and converted to residential use.
The provision of future employment within the town/district must be a priority otherwise Stratford becomes a 'fashionable' commuter centre for employment nuclei in Birmingham and Coventry. All the new housing will simply provide commuters to other places. We are poorly served in regard to high grade technical education-perhaps due to the Shakespeare influences, but the arts have limited employment prospects. We have been misled as a nation into reducing 'manipulation' and this must be addressed. Our education is too elitist and does not provide 'employability' prospectus. My experience shows mathematics and the science are not emphasised sufficiently locally.
To provide greater flexibility for rail transportation to and from the Southern areas of the country directly, particularly from Stratford upon Avon town station.
Planning permission for development in villages.
To promote support to companies offering part time/half time work to mothers with partners who need to work to support same. To offer opportunities to older and/or retired residents to participate in helping in the community i.e. support in libraries, arts projects etc. and provide support to them, as well as recognition, such as 'Citizen of the year in...'. Ensure that when entering into new development partnerships, that the said partner does not renege on the conditions offered (i.e. schools) as they seem to be doing and getting away with!
1. To promote apprenticeships for people of all ages, not limiting any support to those 25 and younger. 2. Make use of Brownfield sites - do not allow developers to buy up land and not apply for planning permission within 1 year.
The focus needs to be sustaining ability. There is already enough land allocated for business use; it needs to be used, not left empty. Favourable business rates could be a trigger, especially for small businesses.
Would like cable TV. It seems to be available on main roads. Even though those are about 20 houses in our short road, there was no cable installed.
Small business must be encouraged back into Stratford town centre. (Not more coffee shops!!)
Education and skills should align with business development so recruitment can be sourced locally whenever possible.
We really don't need more roads for access to Stratford upon Avon unless it's for new major developments.
Ensure efficient local transport and traffic movement.
Minimise effects of gypsy sites on residents and businesses.
2. Many local companies are restricted by non-availability of land in which to expand and therefore strengthen the economy locally. 5. We have this incredible asset on our doorsteps we need to maximise its potential in any and every way possible. 6. As this is a significantly rural area, the increased availability of broadband is a huge benefit to businesses and this is increasingly the preferred method of buying/selling transactions.
I have no strong views on Q1
Make sure adequate roads are provided prior to any domestic or commercial development
Regeneration of Brownfield sites and redundant buildings as opposed to new build on

Greenfield sites.
Initiate a massive home building effort stimulation the building trade will create, 1. Jobs (lots of jobs) 2. Business will move in to service the new residents 3. With a thriving new development service jobs will be created. And prospects of self-employment. Investment is the only way to progress.
I think that the smaller local businesses should be helped more by having a lower rent to pay. The town centre needs to be a haven for businesses-lower rent may help.
We need to ensure we keep our town centre attractive to visitors and investors. We need to support local businesses in town centre to flourish, perhaps reducing rates and supporting them with rent would be a start. It is only then we should look to encourage other businesses to come and invest otherwise we will just be building a large housing estate with none of the focus or charm we are famous for.
Improved transport infrastructure is vital if our district is to flourish and meet the needs of residents and businesses in 21st century.
Encourage local businesses/relatives to be able to set up in town, not out of town. Maybird. Transport infrastructure needs considering along with free parking.
It is really important that there is a close link between business development, house building and transport.
To create local jobs in the villages etc. like manual street cleaning, keeping road signs clean and readable, keeping foot paths clear of overgrown grass and hedgerows.
Stratford should be an interesting town for visitors-from a shopping point of view. It is not at the moment, the Birmingham Road is very poor town square dreadful and Bridge Street not very good. Henley Street is along the right lines-We should have a town like Brighton with the Lanes to Tunbridge Wells etc. Lots of small interesting shops for all our visitors.
Ensure that banks within the district lend money to potential credit worthy entrepreneurs to sustain growth.
How many years have we been waiting for a bus station!!
This is not an alternative but the development plans to provide necessary schools and transport also needs to include enough health services-not just GP's but also community nurses and health visitors!!
A decent public transport system so young or non-driver who live in Studley can work in Stratford. No Sunday buses, last bus 1800hrs terrible.
Sort out the mess of traffic on Birmingham Road-Arden Street-Evesham Road. This must be done to get persons from outside the area.
People and families should be the core of the district plan. This means more employment opportunities and sufficient housing for the district population-both are presently insufficient and need expansion.
We do not want to live on an industrial suburb of Birmingham or other cities and towns. This is a beautiful part of the country and should remain so. Small businesses can soon become very much larger and all present identity could be lost, as has happened in some places. People who live in cities need open countryside with areas where they can roam, if they so wish and where wild life can flourish.
To reduce the business/shop rents, owned by the local authority to the minimum, in order to allow new young shops to survive and develop.
Address the issue of traffic congestion-ongoing for 50 years, only solution seems to be more traffic lights which make matters worse. As there is still no core strategy for restricting building is there a separate core strategy involving land for business?
Create all initiatives forum, not necessarily increasing productivity either.
Comments on work with partners... Concerns that housing development in local villages are not doing enough to develop local schools, local village centres and local village businesses thus keeping the heart of villages alive.
Transport has to be improved as it's currently horrendous for the working population. Encouraging more business is only going to increase this problem of the roads congestion. Why has the railway redevelopment stalled, now traffic limits are in a terrible position. Can they not be turned off at nights/whilst through road is not open?
More local adverts for associated business.
To encourage more properties also businesses such as a vitally needed chemist and general

stores for provisions also a more activity centre for young and aged people, as in my case I have great difficulty in walking so for a small fee transport to and from a local activity for a few hours would be excellent. I am not the only person down the bottom of this estate who feels the same.
Provide affordable childcare so that parents who want to work can do so knowing that childcare exists for preschool children and at the start and end of the school day so that parents working 9-5.30 can feel confident their children are supported.
Speed up the planning process.
All the above points are of = value to keep Stratford upon Avon growing in the right direction-But this will be hard to achieve until a new road system (by-pass) is built, another main road bridge is constructed to reduce complete grid lock in and around this lovely town. Year after year it is getting worse.
Do nothing that will make the road traffic congestion worse. Plan ahead instead of always reacting afterwards. The council has an appalling record of creating problems due to a total lack of forward thinking.
Shop owners must be encouraged to reduce their rents to allow small businesses to open and maintain a High Street presence. Business rates should be reduced accordingly. Eliminating empty shop units must become a priority. Maybe a penalty could be introduced on owners of units unoccupied for more than 6 months. No change to retail parks, but don't allow any further developments.
To re-open the RLY line south of Stratford to Honeybourne for fast connections to Oxford and South and Long Marston for business growth, affordable housing, a new Western Bypass.
As above
Too much building going on spoiling the county town Stratford. Too much expansion into greenbelt expansion is making difficulty in enough doctor's surgeries and schools and facilities for old people.
There is a need for an in town covered retail shopping area, with products for local people not just tourist shops.
Greater opposition to developers. Stratford has already lost its reputation as a flourishing market town. Speedier work on core strategy is essential.
We are opposed to providing more land for business use. We wish to retain current green space-use empty spaces (and there are many) in town e.g. empty retail units-they detract from the town.
Tackle the number of empty shops/business units in the town. Make use of these before creating new spaces.
Work with existing small business and local shops and support village centres.
Plans need to cover the whole district and not just a few select heavily utilised areas.
Support more apprenticeships.
The local economy cannot thrive without a work force, preferably living locally, so the council should insist on the inclusion in housing planning applications of small affordable flats/houses. All planning for retail and business units should include the same-empty space above shops is wasted space!
A good environment is good for business. Bad planning can also be bad for business.
When so many people can work from home on computers why keep building office blocks and premises-so resulting in many standing vacant. Why are high rents driving local small businesses to close? Is it because many premises are owned by people in, say, London who believe Stratford to be a wealthy town?
Other than small incineration units, of which we have enough, broadband and the DMP are important too along with the top 3.
Affordable letting of business properties at associated fees.
Easier access to support for people trying to set up a small business from home.
Could do with more social and private housing.
Make sure we work as one voice not lots of separate ones.
The infrastructure of the whole area especially broadband, roads and services needs considerable improvement before any further development of business or domestic properties. The whole area, but especially the A3400/A34 is virtually grid locked now for

much of the daytime.
Ensure all towns and villages have sufficient broadband speed and business rates reflect sole trader, company position i.e. support new stats and new comb up to say 3 years old.
Policy on business rates to encourage new businesses particularly in town centres. Local plan to include all developments in keeping with nature of the district.
I think we need to hugely improve pedestrian and cycle access to the town in order to reduce traffic and make businesses more accessible. Parking costs are too high and the traffic is gridlocked. The council rejected the housing proposal for Long Marston that would have provided more education facilities and improvements to the infrastructure that would have been a huge boots so now it is up to them to prove why they did this and what they are going to do about it too.
Before Stratford can flourish the serious problems with the road structure must be sorted out. This is vital and I can't see the sense in any of the other proposals until this has been addressed and a solution found.
Essential transport/road network/traffic issues are resolved- this must be of paramount importance before much of the other work required can follow on. PLEASE PRIORITISE!!
The most important thing is to lower rents and business rates within the town and encourage businesses that the town needs NOT more gift shops, building societies or opticians.
Encourage the development of enterprises that take advantage of the Shakespeare legacy. Improve parking and infrastructure to accommodate tourists.
Organize the planning department so that National targets for processing applications are met, that would give a massive boot to the building industry and save millions in costs lost by time delays.
We need up market businesses and a major store such as John Lewis. Less fast food outlets and more commercial and manufacturing businesses.
The success of all the priorities depends on getting transport right and movement more effective than it is at the moment.
Provide more funding for activities outwith of S-on-Avon itself i.e. in the other towns and villages in the district.
Business rates should be reduced for small businesses
There are already adequate buildings and land for business use within the area. They need to be affordable to rent and maintain. There are too many empty shops within the high streets and too many empty public houses, shops and post office buildings within the rural communities. We need less new housing until we can sustain each community with business.
Ring Road to speed up transport requirements
Perhaps lower rents on shops in town so there are not so many empty giving the impression of a ghost town, which cannot be good for the local economy
A minor point in relation to the larger strategy but sorting the exorbitant parking charges and parking restrictions for people who work in Stratford would help- I factored the cost of an annual parking pass into having a job in town as the cost is so significant.
Whilst we do need to encourage business growth, we also need to ensure adequate affordable & social housing for people. It is no good if new businesses encourage more people to live in the area if that means less housing for those already living in the area.
The transport infrastructure must include parking - as a lot of people tend to use out of town businesses because it's easier/cheaper to park.
We need to be careful of how many retirement developments are allowed in the area Alcester in particular seems likely to be overwhelmed and we need a mixed age population to flourish
Radically improve traffic flow through and around Stratford. Many people, myself included, find it easier and sometimes quicker to shop in Leamington, Warwick or even Banbury. Give our local businesses a chance.
Removal of the plague of 50mph speed limits that make commuting and driving a chore
Reduce the business rate to encourage small businesses on the shopping streets
. Traffic flow problems in Stratford itself need urgent attention. . Publicise more widely the wonderful Park & Ride service so that more people use it and do not try to bring their vehicles into the, already, congested town centre. . More visitor friendly parking - i.e. free

parking on Sundays, or, a minimal charge of £1, also on Sundays. Make it easier and desirable for people to visit & shop in Stratford. . Follow the example of the Maybird Centre where there is ample free parking.
I feel passionately about ensuring that new developments ensure that the infrastructure and schools are adequately equipped to cope. New developments need to happen but the wider impact needs to be attended to.
Free on street parking in town to help small businesses.
Business Rate Relief or revision is an absolute priority Provision of a bypass on the A435 around Studley would make the world of difference to the area's economy Provision of information to businesses and householders in the area is insufficient and needs to be improved in order to ensure all stakeholders are aware of the opportunities available nowadays
Lower town centre rents to encourage small businesses to return to the town centre. The dearth of shops is harming our opportunity to continue to be a 'destination' for those interested in more than Shakespeare.
SDC is almost invisible to the C&W LEP. We have missed out on infrastructure projects, inward investment and transportation opportunities. This needs to be remedied as a matter of urgency. My comment is not based upon Stratford herald comment but good understanding do regional development processes and funding. Get your act together!
It is still slow for a town like Stratford
SUPPORT FOR AN OLDER WORKFORCE.... The event to launch PRIME's report 'The missing million: illuminating the employment challenges of the over 50s' The report found that 1.5 million 50 to 69 year olds have been pushed out of work through ill-health, redundancy and forced early retirement, which is disastrous for the individual through loss of earnings, as well as for the UK economy more widely. However, the research found that if we maintain an older workforce, it will give an £88 billion boost to the economy, improve older people's wellbeing and help young people into employment. ...and SOCIAL ENTERPRISES "Social enterprises are businesses that trade to tackle social problems, improve communities, people's life chances, or the environment. They make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community". Point 4 above in your list of priorities is extremely important as SME's provide the majority of new job opportunities.
Traffic is a problem in the centre of the town. Suggest the centre is closed off to private vehicles from 10am to 05pm. Busses, taxis and bicycles should be allowed all day. Lorries for deliveries only. Have heard from several small businesses that their rates are very high, and judging from the many empty units, I suggest making the rates more attractive. This would include better road network around the town.
Shops on short-term leases selling cheap goods (e.g. picture frames, carpets) do nothing to enhance the shopping ambiance and are often an eyesore. We have no local greengrocer, baker, fishmonger to encourage us to come into town and perhaps spend money on other things while there. We are very lucky to retain one small independent butcher, but for how long? High business rates as well as competition from supermarkets have caused many of these essential small businesses to close. Could there not be a tax reduction for shops selling the essentials of life?
Our primary employers in this town are either the NFU or the tertiary / service sector. It would be good if some other actual enterprise options were available to people. This is an expensive place to live (house costs are astronomical) and wages do not match the real cost of living here. The road network / infrastructure is not up to dealing with the traffic we have so that would need to be improved to make commuting into / out of the town easier.
The Birmingham Road needs sorting out with the dreadful traffic build up. Building should be restricted to brownfield sites in the first place to keep Stratford as green as possible.
Ensure that planned road initiatives that are designed to enhance access to the Rover Jaguar plants at Lighthorne are brought forward as soon as possible.
Business rates are just far too high for start-up or new businesses; they receive nothing in return, no refuse collection, no water, electricity or gas. How is that tax benefiting the small businesses? What can or will SDC do to help these businesses?
Firmly against making more land available for even more developments within the Stratford area

Improving transport is vital. The road network is not coping
Better parking for locals (free) who are here 365 days a year
Traffic congestion, particularly on the Birmingham Road, is a disincentive for anyone coming to Stratford whether for business or pleasure.
Transport - employment opportunities are no good if people can't get to them
We must do something about local roads infrastructure: Most people have to agree that our roads (Notably Birmingham Road) are proving to be a major factor in costs caused by delays, frustration and ultimately a deciding factor in attracting new business or losing existing businesses.
the main priorities are for schools since we don't have enough to cater for present population to stop the over development of Stratford we are already overcrowded, especially along Birmingham road Stratford has lost its Shakespearian identity
Let's concentrate on Stratford upon Avon maintaining its current businesses there is little logical requirement to continue building new business properties when existing property is not fully utilised.
Flourishing local economy is being hampered by traffic congestion. Relieving this and preventing it from getting worse must be a major priority.
Access to town for cars, road network is often choked, slow to move. Too many traffic lights & crossings around Bridge foot & Birmingham road
Invest in faster and more frequent rail links with cities such as Birmingham and London.
Ensure the rural environment is protected; concentrate development which increases lorry movements in appropriate areas. Push for changes to minimise business rates.
The traffic flow around the town, especially Banbury Road/Clopton Bridge and of course Birmingham Road needs urgent attention. The number of traffic lights is excessive along the Birmingham Rd. The Waitrose roundabout works well as a roundabout - don't add lights there or traffic has to wait even when nothing is coming. Do all the traffic lights have to be 24hrs? Around the gyratory and along Birmingham Rd, these could be turned off after 7 in the evening. There used to be no lights at all on the gyratory and cars just filtered in. This would work and save money too.
Forge closer links with international businesses in district and encourage further education partnerships, community partnerships, business enterprise zones nearby and promote relationships
Reduce business rates Cut environmental rules that have become fashionable
The support of start up for small business should be a priority working with The Prince's Trust would be a good way to do this in a positive manner.
Improve transport infrastructure - to ease congestion, especially thro Stratford.
Ensuring a viable transport strategy and systems that does not deter or alienate both business and residents.
Improve traffic flow management. The present system is so badly flawed it must cost the local economy hundreds of thousands of pounds in lost time
In my mind it is no use trying to get new business into the area unless you improve the INFRASTRUCTURE.
Encourage more shops for local people in the town instead of more and more coffee shops and cafes for visitors. Would like to see thriving butchers, bakers and greengrocers. Improve public transport for local areas including evening busses.
IMPROVE ACCESS & THROUGHFLOW FOR TRAFFIC PARTICULARLY AROUND BRIDGEFOOT, CLOPTON BRIDGE & BIRMINGHAM RD. THERE ARE TOO MANY TRAFFIC LIGHTS/CROSSINGS CONFLICTING WITH ONE ANOTHER. WE OFTEN GO ELSEWHERE TO DO LOCAL SHOPPING BECAUSE OF FRUSTRATION OF QUEING ETC - LOSS OF REVENUE TO SDC
The area is overdeveloped both for residential and business and has lost its rural attraction. The attraction for tourists is increasingly less as the area has not preserved its market town attraction. As a result of forty years of poor planning decisions and a belief that the world adores Shakespeare!! Stratford is a mess and as a result of poor parking, poor shopping, poor markets, too many houses, too many traffic lights and too many people I make every effort not to come into the town for anything! When I think what a nice little market town it was when I came in 1967 and consider the appalling mess now - the SDC must take the blame for most of this mess.

make car parking free in the town centre to encourage people to shop in the town centre and compete with out of town centres
1) Broadband and Mobile outside the main towns is still either very poor or non-existent which is pretty disgraceful considering we're now in the 21st Century - many more people work from their home office but restricted or non-existent signal makes this very challenging - so people are forced to get in their cars and go to towns. The service providers won't invest unless they are more or less forced to - local government has to push this conjunction with the Oftel/Ofgem, etc. 2) Try and encourage new development around villages - not just towns - spread the population out more.
Give smaller locations the respect that is due them not just the major towns i.e. Stratford Warwick. This means give some of the moneys back to the people who pay their monies to central governments.
The District Council seems in practice to be more concerned with enforcing regulations than welcoming new businesses or initiatives to provide retail accommodation
My main priority would be to sort out traffic problems. The routes in and out of Stratford are a total disaster and getting worse. We need expert planners to sort out this mess
Stop any further domestic or commercial development until the failing infrastructure is sorted i.e. road, schools, traffic congestion, pollution and preservation of the heart of Stratford and surrounds until the birthplace of Shakespeare preserved and enhanced. Stratford on and upon Avon should have been a 'mecca' for Shakespeare bringing in high quality tourism, income and pleasure. Not repeat not an overspill from Birmingham and Solihull etc. by people desperate to get away from the 'creeping cancer of immigration' and all that is within it crime, drugs, violence and pressure on the infrastructure. Stratford District Council has failed and is continuing to fail
The success of Stratford economically depends on the desirability of the town as a high quality residential and tourism centre serving other nearby commercially based centres. Care should be taken not to spoil the town itself by planning too much commercial growth within its boundaries which will only increase its failing road systems use. More efforts should be made to upgrade the design quality and increase the landscaping not only within the existing housing as well. The amount of housing can only increase the towns prosperity providing it is of the highest possible design quality
Good transport links essential. Remove unnecessary parking restrictions in shopping areas
Ensure broadband improvements reach the smaller rural communities as well as MRC's and LSV's. This will support rural businesses and also employed people in those communities who wish to work from home on some days of the week to reduce travelling/commuting burdens and to help with childcare issues
Flourishing local economy depends not only on the working population but also on the semi-retired populations. Retired population's contribution to growth is this: Internet - distant perhaps rather than local. Good local transport, encourages local spend. Where the transport has been axed, allow over 60's to travel with school buses before 9.00am. No bus- no travel - no spend - lost/no growth
Try to ensure that allowing the development of new businesses does not become counterproductive for the existing businesses of a community e.g. large supermarket killing off individual shops and then the other businesses to dependant
To have a flourishing local economy the business rates payable in the town centre should be as low as possible
The Council should at long last make plans to take control of random planning applications. The fact that the extra traffic from new houses development will cause the town to be grid locked which is a disaster for residents and tourists and therefore business ventures will fail
Transport infrastructure really needs looking into possible funding in part
Cut rates. Stratford is beginning to look like every other town in the UK, as only the big multinationals can afford the absurd rates. Cut them and let new businesses that are independent flourish
For business to flourish the local community needs to retain and attract a positive workforce. I feel there is a little encouragement in the educational systems for young business potential
Give opportunity for more entertainment opportunities such as an ice ring, some night clubs, other than strip clubs for people to be able to dance at as this is a good experience so keep youngsters fit and older people too. Make prices cheaper by lowering tax on premises for

small businesses
For a flourishing local economy you need 'people'. Easy access and good parking. Our parking is fairly good, access is very bad. From Birmingham and Solihull etc. the main roundabout, 30 minutes from the roundabout to centre 30 minutes plus, 'it is for three quarters of a mile' take out costly traffic lights put in low cost maintenance free mini roundabouts. p.s. I have just arrived back from Istanbul, New York and Italy, they all have them and the work to improve traffic flow and cost nothing
Looking at Stratford in particular - to encourage a thriving community both business and social, then access from the town itself has to be improved - especially. The Birmingham road for vehicular traffic - currently it puts people coming to the town when they know they will have a struggle getting in and out

Q4. Please write in the box below any alternative priorities you may have in relation to people and their environment or make any comments on the priorities above. (156 comments)

Ensure imaginative development-good design not rows of identical housing. Ensure open spaces are protected. Ensure wildlife corridors exist to protect species and habitat.
The very first priority is to solve the road chaos in and around Stratford before contemplating more houses.
Transport improvements to rural areas to allow more direct routes e.g. link Warwick and Henley by a direct bus link. There are 'black spots' where only very intermittent transport is available. This would be a logical development prior to the development of housing, (difficult to attract working people to use public transport if they have to go a rural tour of villages to arrive at their destination which could have taken say 10 minutes by direct main road).
I have applied for planning permission to build a z bed bungalow in our garden (84 acres) to give an affordable home to my daughter and grandchildren (15 months old) who are presently living with me. I was very disappointed that the council turned down the application as my daughter is a single parent, works full time and wants to remain in Studley where she attended school and wants her daughter to do the same. Due to the rising cost in housing this is her only chance to get onto the housing ladder. Why would Stratford council have any objections I do not understand. If they turn us down again when we re-apply. I will have to sell my house (I've lived in Studley all my life-downsize and try to help her out to get a start and she will be forced to leave Studley and more to a cheaper area (Redditch) to live.
To clean up roundabouts at Southam so you can see what is coming, the banks area all overgrown and centre of roundabouts is over grown.
The Leisure centre is a disgrace. The pool is vile. I won't use it and don't take my children there after a series of verruca and them standing soaking wet with hair on the floor wrapped around their feet. YUK!
SDC must get their local plan completed, as too many communities in Stratford District are having inappropriate planning/developments due to SDC's slowness. Stratford District needs a local plan to stop inappropriate development and keep 'Stratford on Avon District special', it is important that the character of our settlements and the landscape is retained.
There needs to be more provision for special educational needs children. I live in Southam and I have an autistic child, 2nd there could be so much more tailored to his (and other disabled children's) needs. Trampolining for example. I think you should look at Southam as well as Alcester and Stratford!
A. To ensure adequate transportation and planning is undertaken and adopted for the future. B. To conform in conjunction with (A), C. Regardless of any budgeted limitations, to ensure the police are given the full support, to conduct their duties effectively.
Essential the visual impact of all developments upon the landscape is fully considered.
The term affordable housing is misleading. Difficult to find people within district that can afford affordable housing. Closing the stable door after the horse has bolted comes to mind. Very important for protection environment and country.
Housing growth cannot continue without damage to Greenfield sites and without investment in roads and schools the area is losing identity.

I know it is not possible but in the interests of existing residents. Major housing developments should be delayed until we have major transport improvements in place.
Housing for new starters is in short supply. Planning objectives should not be unduly influenced by the wealthy vocal few.
Promote rural England and city charm. Push back on the growth of supermarkets and shopping centres.
Recognise that there are needs outside of Stratford and Alcester. For instance Bidford is expanding again and again without an increase in support facilities including for health and wellbeing. A few shrubs doesn't cut it. Bidford needs a sports hall minimum and a swimming pool preferably.
Emphasise re developments of canal quarters. No more loss of fields for housing.
Good idea to maintain leisure facilities in Alcester and Stratford brings income in. Always think about protecting land when a new development is on the books. Keep crime and disorder to a low level as possible.
To please build some bungalows as they are like gold dust on the social housing sector. I live in a 2 bed flat that would be more suitable for a young family and put us older section more for our needs. I.e. security.
As always to be able to use our waste products in a more productive attitude.
It is crucial that SDC collaborates with and informs health planners and providers.
Write a Stratford plan so that Downing Street will not over rule all planning referrals. Pedestrianize central Stratford, provide 60 minutes free parking around centre to ensure no fall of in local business.
Housing developments are not having being throughout. The roads are jammed all the time. I no longer shop in Stratford or go to parks because getting there is such a pain. The town is ruined with too many ugly housing developments. I do go to Leisure Centre to play badminton and cannot believe how badly it is being run. As a club we have used this facility since it opened. Now it's a joke, in a match we are playing with nets with huge holes in them. The lighting is not designed to play badminton. Then to top it all they have fans running in the ceiling you can imagine what that does to a feather shuttle! During the latest debacle we are told that at times we can only have 1 court, reasons are hard to understand as courts are standing empty. Surely someone can take this all in hand, we have not had a reduction in charges, so cannot understand councils policy.
Please stop building new houses. Stratford is being ruined by the number of new developments with no new infrastructure, i.e. schools/doctors etc. There are far too many new houses and for who?
As I live in Southam I cannot understand why our local authority has not put up 7.5ton limit on all roads leading into our town centre unless delivery vehicles only. There is a bypass around our town, but lorries that have no reason to enter our town. But just pass through are dangerous to pedestrians etc. I am a former lorry driver and know it was a godsend when bypasses were built around towns. So please consider 7.5ton limit on each approach roads into town centre unless delivery vehicles thank you.
Our beautiful environment should be preserved for future generations. More consideration with adjoining authorities such as Warwick DC as many of our residents work outside the area. The core strategy as proposed does not appear to 'Embrace the landscape...' only Brownfield sites infilling and empty shops should be used for the achieving of housing targets.
Any developments in the village must not overload the services and traffic in those villages.
One appreciates that a priority ought to be that dealing with housing targets. For whatever reasons the absence of a proper housing policy takes effective action in this area away from local government and Stratford without a core strategy over the past decade has given us a poor scope for development. On the question of landfill surely cooperation with adjacent authorities could lead to waste being burnt as a fuel to produce electricity! Much of crime is not recorded properly.
Pay strict attention to over populating the rural districts and not using existing spaces which are used by the population for any form of leisure activities.
Encourage fitness in all age levels by insuring competition challenges to all towns/villages within SDC and offer shield and small prize. (Some could be done for promoting recycling of

<p>refuse). Ensure all schools introduce a domestic science course which encourages cooking , general hygiene, sewing, first aid, washing, ironing etc. and economy (i.e. balancing accounts of cheque book). All skills needed in day to day life and are essential to learning how to have balanced meals and a healthy lifestyle. It is quite possible that you could get people from the retired age range to teach such subjects on a part time basis.</p>
<p>Ensure that whenever possible old people in need of car have the option to remain in their own homes, or at least move to car facilities in or close to their home community.</p>
<p>Emphasis needs to be on leisure and culture, especially outside Stratford upon Avon. Housing development is an issue for us all in South Warwickshire; affordable housing needs to be affordable for local people. It also needs to be available more widely in the area.</p>
<p>Provide better facilities for school children to walk or cycle to school.</p>
<p>Would like local PSO's reinstated. Nothing further to ad.</p>
<p>More visible use of CPSO's around the town centre to stop begging and on street drinkers.</p>
<p>Addressing traffic congestion will reduce pollution and have a beneficial impact on people and their environment-particularly in the town centre and around schools.</p>
<p>New developments should not be built on farmers green fields. How can you do crime and disorder reduction when the police are being reduced in size? Waste plastic should all be recycled including plastic bags.</p>
<p>I feel the fact that the district does not improve the cycle ways which are poorly maintained and in some places non-existent this would encourage more people to use their bikes and leave the car at home thus promoting health and easing traffic congestion.</p>
<p>Ensure local landscape is preserved.</p>
<p>3. Whilst agreeing the need for homes and business premises in the district more attention needs to be paid to using existing lapsed sites for both, and the proximity to existing infrastructure. This would ensure both cost reduction and less objection by residents which ultimately adds cost. 6. Distribution of much clearer advice leaflets when refuse is collected as many remain very unsure what is recyclable as packaging changes for both homes and businesses.</p>
<p>The police force are invisible in Southam.</p>
<p>We need to make sure that the housing targets, whilst important do not alter the village life of smaller communities. It also needs to address the need for affordable housing to keep local kids in their own villages. Landscape and environment should be main considerations too. This is a very complex thing but communities and environments need to be protected streams, woods, hedges, ponds etc. Also traffic noise, light pollution-all need to be very carefully thought (Kineton lady speaking here) out.</p>
<p>However only if Brownfield sites are used. New housing builds on green belt and rural areas is opposed to when there are Brownfield sites which are seemingly overlooked. Now housing must also be supported by adequate infrastructure, schools, hospitals etc.</p>
<p>I feel that mental health issues need to be given a top priority for vulnerable residents. There are many people in Stratford District struggling and suffering with a whole host of issues, unsure or unable to ask for the night support and help. These are the unseen or overlooked people who deserve the very best care.</p>
<p>The town does not provide enough for teenagers. The council should plan with a bit more thought i.e. the footpaths around the recreation ground and bandstand etc. were re done with loose chippings making it very hard for pushchairs and wheelchairs even though we provide a good deal of entertainment in this area during the summer. It is the little things which ruin the town.</p>
<p>New housing development at present, are presenting/creating havoc with our traffic problems and pressure on schools, health service provision etc.</p>
<p>Ensure that house building is in sustainable locations having regard to jobs. Transport and other infrastructure.</p>
<p>Outlaw free plastic bags.</p>
<p>With the housing development there should be better transport to and from all major towns including help for both young and old!</p>
<p>I do believe that Stratford has enough housing and that the infrastructure cannot cope.</p>
<p>For a good environment is it please make sure all foot pavements in town are properly</p>

repaired.
A traffic plan should be top priority.
Maintain green belt in Earlswood area.
Please make sure to protect green field sites.
The councillors in particular xxx should be ashamed that the 'Core Strategy' highlighted frequently in this questionnaire is once again delayed, leading to a free for all amongst developers continuing to destroy Greenfields countryside sites.
Improve the public's environmental awareness-in fact, treat this as a priority.
Effective traffic management, especially in residential areas near schools.
Comments on 'Maintain quality leisure facilities' police concentrates of formal leisure centres which should be privatised-more should be done to support local small leisure groups i.e. tennis clubs, canoe club-bowls etc. Provide more social activities in village halls.
Provide bins for better segregation of recycled goods e.g. separate paper and plastic and metal cans from glass.
Never mind facilities in Alcester and Stratford for looking after the people who take time to do things for you, as in this questionnaire. We in the outland borders of Stratford on Avon deserve a little consideration in my book.
Focus on play areas for children of all ages across the district. Not just focussing on Stratford and Alcester. Outdoor play equipment stimulates plan and imagination. I think Broadway is a beacon in what is possible.
Build a bus station with shelter for passengers.
Pavement safety for example lots of places where uneven surfaces are a hazard to people with: walking sticks, impaired vision, child buggies. What happened to the Clopton Bridge the surface now has puddles! Where are the pretty lights on the floor level? Whoever did this work was paid to do a good job! Perhaps they should try again (free of charge!)
See Q2.
The wording of the questions is a prime example of meaningless jargon, with the questions phrased to put a positive spin on the council's theoretical aims.
Maximise the use of Brownfield sites for housing.
The limitation of recycling is a major concern. I lived abroad in Spain where all types of plastics are recycled. The CC should now reconsider its current contracts and insist that new treatment facilities are provided within 2 years. This will greatly reduce landfill and encourage those who still aren't sure about what can be recycled, to do so.
Consider housing developer's application together when several applications submitted for small villages and neighbouring areas rather than individual basis.
The core strategy needs to be implemented as soon as possible to protect the environment.
Several years ago I revealed my professional suggestions after 20yrs tipping supervising features in the local midweek newspaper. I received no response or even my suggestions to reducing land fill thought the UK or in fact, what the suggestions were! (Such was interest) it applies today (as then) as a very real genuine, urgent, workable, concrete nature!
We need safe environment; we never see a police man cycling or walking round. No feeling anymore security, we need more care in the community for increasing number of old people in town.
Higher presence of traffic wardens/monitor sensible parking in Studley at school hours. Opposite the public car park in Studley is ridiculous. Higher presence of Police in Studley over the dark nights again particularly round the public car park/play area.
Please could we have double yellow lines down Bridgetown Road and speed humps. The street becomes very crowded with cars, all day parking. Traffic is too fast and we need to slow it down.
Develop a meaningful strategy which discourages land-grabbing and wholly inappropriate development proposals in conservation or agricultural areas such as Welford on Avon. An absence of such a core strategy has led to a free for all from developers; with little regard vis a vis protecting the character of the environment.
We are very strongly opposed to the constant pressure to develop gardens, fields, green spaces. We believe this very adversely affects health and wellbeing of many people/local communities. It's a character already present!

Stop rapid/excessive developments when a village has reached its housing target. Stop developers blackmailing communities.
With funding cuts ensure the health and wellbeing of those most at risk are met e.g. homeless, those leaving prisons, mental health services etc.
We live outside Stratford, but travel in by car for most of our shopping and other facilities. Traffic congestion is very bad. Birmingham Road is often grid-locked. If this cannot be sorted out, we may shop elsewhere.
Opportunities for young people to get jobs and housing. Protect greenbelt and village communities.
Provision of affordable housing should not be limited to 35%.
The council states that whilst development is inevitable it is important that the character of our settlements and the landscape is retained. Warm words which everyone will support-But it must now be backed up by action-no more approvals of inappropriate edge of village/town housing development. Stronger emphasis on local vernacular, no more housing developments that might have been built in Birmingham or Brighton. Each village has individual character that must be respected by developers and others, even if that comes at a price (i.e. less profit for commercial developers). If the core strategy is to be rigorous then the council must not be scared of rejecting weak and inappropriate proposals. If the above are not pursued with vigour, then the Council's environmental strategies are meaningless.
We need more affordable housing with no exceptions on large developments.
The provision of footpaths and way making is excellent, but more should be done to keep open paths that are closed/blocked by land owners.
1. No solar power in fields. 2. Ensure infrastructure can cope with new housing projects.
I would like the footpaths to be more level for the disabled I believe this would be of great benefit for disabled people some of the footpaths are very high if they were reduced in height the car access to drives would be not so uneven. This could be looked at in the future developments. Some are very painful to walk on in my district of Harbury.
Joined up thinking.
No more, building. Think of the poor wildlife.
Whilst there is a need for increased housing, Brownfield sites should be prioritised. Building larger developments increases greatly traffic movements and stretches the infrastructure. Building needs to be more sympathetic to each area and not just the maximum houses on a site giving maximum profit. The accommodation needs to be of sufficient size.
Development encouraged for family homes and not apartments that end up as buy to let properties.
Don't stick horrible modern buildings in the middle of old timbered building. Southam prime example (new building) eyesore.
Education - we need a new secondary school.
I would like to see affordable housing specially built to ensure that the elderly could continue to live independent lives. So often the emphasis is on the young with most of the retirement housing being too highly priced.
Improve the quality of life of people living and working in Stratford. Avoid over development.
The council must be very careful with housing development not to spoil the countryside. Any development must be balanced with business opportunities and premises and transport links. Overdevelopment like Birmingham Road, with little thought to traffic issues has been a particular and spectacular failure to take a holistic view.
We need to seriously reconsider the housing needs in south Warwickshire, there appears to be an over estimation for the number of dwellings needed to support local jobs and indigenous growth. we will only place further pressure on the existing infrastructure by accommodating a 'commuting' population
Don't simply assume that more is better. Quality first.
Shipston-on-Stour leisure facilities are very badly designed and are inadequate for the huge growth in the town. Loyalty to the leisure centre is not rewarded. The protection of the environment and landscape is clearly not a priority within the area as some of the planning decisions have proved.

To see all villages with good road access grow by at least 10% say every 10 years
Instead of refurbishing yet again the leisure centre, give Wellesbourne the facilities they need, especially now that the village is over twice the size. And Stratford needs a better traffic info structure; it doesn't need any more houses until this is sorted.
Facilities/services for families- not a lot going on for children, particularly pre-school children. Facilities/services for older people so they can maintain independence and not become isolated.
I personally feel that the first should be the main priority. The others are of lesser importance.
The District has to have its Core Strategy in place urgently without it the first priority cannot be delivered. It seems developers are trying to build expensive houses all over the District without any thought being given to the related infrastructure
A by-pass for Studley.
Ensure all new housing development takes account of green belt and preserves boundaries between neighbouring boroughs. to avoid large new towns which are out of character with the ethos of our green county
Prioritise improving the infrastructure of roads and railways around Stratford.
Increase the cycling route network in the region to encourage commuting by bike and reduce the danger for cyclists on our roads
It should be remembered that this area is a rural one and that this is why it is so sought-after. If we over-develop or develop unsympathetically, we risk eliminating the very reason for developing at all.
Encourage all new development and planning applications to include environmentally friendly proposals including green energy solutions to reduce the impact of such development on the environment.
NOT more housing
More police presence issuing fixed penalties for anti-social behaviour
Re promoting health and wellbeing - support for those of us (our community group is called Sunny Side Up) dedicated to tackling social isolation and loneliness in older people. This requires people of vision - in short supply!
Planned housing in the Stratford area and surrounding villages should be, where possible, in small groups of houses rather than the 400 or so houses often planned with little thought apparently given to the infrastructure of the area.
Extensive building of cycle paths, these don't need to be with hard surface, could just be with a sand and gravel mixture, as you see in many areas on the continent. Many roads have space along the side of the roads to establish these cycle paths (Evesham Road to Bidford for example). A health check is offered by the GPs for older people, but why don't they listen to the lungs or check the skin for signs of potential skin cancer.
A more extensive local bus service would reduce road traffic and mean cleaner air. An extension of bus time-tables recognising that people need them for more than school attendance or shopping. Being able to socialise and travel safely to out of hours club and society activities of which Stratford has so many, are essential for people's mental and emotional good health, especially older people
I think Stratford has had an immense amount of development with every available green space in the town being eaten up by housing, in fill everywhere. As with my previous answer, the road / transport infrastructure has not been developed to meet that. Park & Ride for actual residents of the town or commuters is neither practical not desirable. The queues over Clopton Bridge, up the Banbury Road, along the Evesham Road and the bypass at rush hour are horrendous and get worse year-on-year.
Southam has embraced provision of new housing to help with meeting the targets set and needs further upgrades in infrastructure to assist in coping with the increased population, such as a review of proposed on street parking arrangements. There is a very wide main street which would adapt to echelon parking in Coventry Street thus enhancing the ability of passing traffic to stop and shop.
Ensure brown field sites are developed before green fields.
Reduce traffic congestion/speed/volume through villages

<p>Please ensure we are policed locally. A police officer is a citizen who is locally appointed. It goes against the grain a little when resources are centred around Leamington and Stratford is becoming a forgotten town. There are way too many 'drunks' sitting around in town, these people need to be dealt with and helped if they will accept it. Fly tipping is a problem that neither the council or police seem to be able to address. How hard can it be to catch them and prosecute?</p>
<p>Availability of leisure facilities needs to be spread more evenly across the community. Stratford is not ideal for many - hard to reach in the Summer and expensive parking.</p>
<p>Stop giving planning permission for projects that have a huge effect on resident's quality of life and happiness. Your home is supposed to be your sanctuary and reward for all you hard work each week. Often these proposals are to the benefit of only a small number of people but of huge detriment to a vast amount of people. E.g. the gypsy site planning permission in Broom. One couple (at the moment) will benefit from cheap homes, way below what anyone else would have to pay in Broom, and the other residents have their properties fall in value and the situation may make them unsaleable. What a lot of stress for people who have mortgages to pay!</p>
<p>To improve access to medical facilities (including doctors and nurses) to ensure the populous remain healthy</p>
<p>Increase leisure facilities district wide, with particular emphasis on areas where housing development is proposed/already agreed</p>
<p>more facilities for disabled or mentally ill to much housing in Stratford already</p>
<p>We do not require further housing; soon the entire district will become another city. The mass house building is detrimental to a town of massive historical importance.</p>
<p>The environment is being badly affected by pollution from the cars stuck in traffic jams in Stratford. There should be more incentive for people to use the park and ride, e.g. by lowering the cost of parking there.</p>
<p>Look at opportunities to increase the provision of flats in the town centre, i.e. above shops and offices, perhaps also within Town Square redesign. Improve the environment by reclaiming footpaths for pedestrians, prosecuting cyclists and illegal parking on footpaths.</p>
<p>Having a vast housing estate with no corner shop, doctors, local school (that is one that the majority of pupils can access by foot) spoils the area. Non-estate, brown field sites should be considered first, then smaller estates with amenities.</p>
<p>Further development of leisure facilities throughout county to make them more accessible to the villages remote from Stratford</p>
<p>Every opportunity should be taken to improve health education and prevention to keep people healthy and out of hospital.</p>
<p>Protect the Green Belt.</p>
<p>The present recycling operation is inefficient. It needs better management particularly on the recycling of plastics. This area of Stratford's recycling centre is disorganised. Look at the Canadian model which seeks to separate at least three types of plastic</p>
<p>Prioritise number 1,2,3,4 and 5, must be to improve the Birmingham road .</p>
<p>We need more affordable housing in the area. Cycle paths need to be greatly improved and traffic needs to be reduced with a proper by pass that links right through to the end of the Alcester road taking traffic out of the centre and Birmingham road. This links with better public transport.</p>
<p>In smaller towns and villages new housing developments have put schools under increasing pressure with a number of new children attending, but the schools having to be accommodated in the same premises.</p>
<p>What core strategy!! Leisure facilities first need to achieve quality ! Before enhancement the existing management of cleanliness etc. is debateable.</p>
<p>Encourage more large houses to reflect demand not just smaller ones. look at more character schemes through design guides</p>
<p>People and their environment would significantly benefit from farmers showing more flexibility to local residents walking on their land - unfortunately, they often take an aggressive stance towards the public, blocking off designated walking routes (a favourite for regular walkers and dog owners) and doing all they can to discourage the public on their land. To some extent this is understandable because people misbehave or show carelessness</p>

(leave gates open, drop litter, etc.) - but this can be mitigated by well-maintained walking areas, good (and reasonable) signage, and enforcement of laws against bad behaviour (both by farmers and walkers alike). Encourage people to get out into the country and their health and wellbeing will benefit - plus it will help the local trade (shops and pubs, etc.)
Embracing the landscape and environmental protection etc. should involve working with developers and providers of business units and aim to produce affordable housing but the framework should be within protecting the landscape and environment
More leisure facilities are needed in Stratford for teenagers and young people of the area. In particular ten pin bowling, ice skating etc. nearest facilities Leamington
The Council must get a grip of the ludicrous number of approvals for housing development. The number is unsustainable and if all go ahead Shakespeare's England as a tourist destination will be a thing of the past! - what happens to economy if the roads and infrastructure fails - as it will - se Birmingham Road
Milton Keynes is an example of how a town can be planned as a forest with housing within it. There are great opportunities to green up 'the existing town' and this should become a top priority for the Council in order to neutralise the impact of too much new development at one time.
Ensure that developer actually use and comply with the 'Stratford design guide'
SDC have failed spectacularly in HSG development so far they have not provided infrastructure, green areas, community facilities of any description e.g. community shop, kick about areas. Over 1000 houses built with none of these facilities even though houses are together miserable!
I don't know what the Warwickshire health and Wellbeing board is
Clearly define county burdens and their accountabilities e.g. villages that share borders with Warwickshire. Ever an increasing challenge to take ownerships! Very frustrating e.g. Which ford - Warwickshire & Oxfordshire e.g. Organ/body donor/emergency health care
With particular reference to Shipston-on-Stour and the environmental protection and delivery of housing targets. Both are so important but at odds in Shipston because housing development will create further problem with flooding due to surface water from new roads and hard standing running straight to the river. To put in place the auto flood measures such as water capture and special porous surfaces will increase the building costs, must be affordable housing. To allow further development without ensuring these expensive flood protective measures would in my opinion be a failure by the council to implement the key objective 2 above
Working with the people of Stratford and local communities come before developers listen to the people!
Traffic yet again
Stratford biggest problem is traffic which need to be resources better public transport planning and lining up of car parking on minor road to avoid part in offices in the town centre
The core strategy should consider more the value and potential of maintaining our local village. These village are an aid to the local towns in attracting tourists and revenue
Our roads 69, main roads cannot cope with any more traffic. More houses more traffic
Could more not be made from tourism - Stratford/Shakespeare, a natural magnet for the tourist, we need an attraction that would encourage a greater spend of their money. A theme park maybe (no doubt a hot potato) but something that would bring in new money to area and swell the lounges
Housing especially ensuring 35% affordable housing provision are a priority, but landscape selection and protection of green spaces won't be always kept in the forefront for the longer term. The knock on affect, where there are large housing developments, will see more overcrowded roads, pressure on schools and medical provisions to the detriment of community life. Too much too quickly perhaps
Provide transport to leisure facilities from outlying villages

Q6. Please write in the box below any alternative priorities you may have in relation to responsible community leadership or make any comments on the priorities above. (66 comments)

You need to hear listen to and embrace the resident's wishes and needs!
(A, B & C) all very necessary. To improve means of communication with residents, probably through Stratford Views.
Essential that financial considerations do not override the public interests.
Traffic volumes through the village of Horsford excess of diversion signs regularly. Pedestrian crossing recess dangerous for elderly and disabled to cross to Shop and garage. Excess, speed of traffic through the village. Crossings slow speed down and register care to drivers.
Consider integrating the areas emergency services fire, ambulance and police vehicles and personnel into one central building covering a defined radius. Depending on the area size would mean one or more buildings. This should reduce operating costs with fewer buildings and combining the office operating staff should help with the communication and service.
The council should not only manage, but be seen to manage assets, etc. It should streamline its system to reduce waste particularly with costs incurred through unnecessary planning appeals and tribunals.
Learn from cities and towns Bristol and Bath.
Work closely with County Council and Town Councils with a view to removing this tier of local government.
Would like to see links to Warwick/Leamington and Redditch without having to go via Stratford or Birmingham as I live in Henley in Arden as I don't drive.
I think Stratford council needs to look after its self and local very local partners and supporting vulnerable people improve access to local services.
A real need for more school places.
Rural broadband is very slow or mostly non-existent for postcode CV47 9QB making very difficult to run a farm. All government forms now come in on internet only. Mobile and phone reception is very poor to non-existent and government forms need mobile identification.
Demonstrate an active recognition of the cost of council intentions and ensure that all projects undertaken deliver the proposed reactions and most outcomes specifically and regularly. e.g. Has the introduction of bins proven to be a financial areas and how have these benefits been covered
Become open, honest and trustworthy. No secret meetings with developers or other wasted interests.
Stratford has lost many good manufacturing units so that the ratio of retired persons to working persons has grown. In turn simple occupation of housing has recurred with loneliness of the elderly being an increasing problem. With an ageing population increasing in its train comes further stress on social and health services often offered to persons with low pensions/income. We must learn from earlier mistakes e.g. the selling of the hospital to become a hotel and the failure to have a central train/bus interchange of substance.
The prospect of fewer councillors and integrated local councils is it of concern if that means that councillors will represent larger areas, more people and thus become less widely known in the community.
It is very important to remember about remote/isolated communities.
More support for elderly who wish to live in their own houses.
Speaking up for residents should not have to be ticked as a priority. It should be at the heart of everything done for the community.
Promote small businesses in the town like Stratford had in the 60's and 70's.
Better provision for care for the elderly is required. Less welfare for immigrants and unemployed.
Better much better public transport must be provided. Last buses at 6.00pm at night is a ridiculous situation.
There are very many people in Stratford District who need the very best care, support and

<p>help with housing, benefit and mental health issues who aren't receiving what they need. Stratford is a very rich district, however there are many such as myself whose household income is less than 12000 per annum. There are people with no roof over their heads. There are people who have no one to turn to. Who's helping, supporting and caring for the heavily burdened people in the district.</p>
<p>See Q2 and Q4.</p>
<p>Community leaders should speak to the people.</p>
<p>Improve local transport to villages. Many are dependent on these services to shop and access post offices.</p>
<p>Sorry I can't reduce to 3!!</p>
<p>The leadership in Wootton Warren appears very good and much better than many other places that are read or hear about through the media e.g. collection of various kinds of water and the wheeled bins. The collectors and the fact we have those who pick up litter left by others, is that the village is left cleaner. However, most people who live here also pick up litter (e.g. paper, cigarette ends), clear any left in the front of the houses. This is usually from passing vehicles or takeaways.</p>
<p>Fuel more needs to be done to improve local infrastructure. Very slow broadband in villages!! Need more local opinion schools within 5 miles on residence. Agree senior schools children can be bussed in but not under 11's.</p>
<p>Provide system to monitor wellbeing of handicapped people, make sure they are aware of how local government help.</p>
<p>Support smaller communities so that all parts of the district feel that SDC understands them.</p>
<p>More announcements publicity e.g. via local newspapers of planned developments etc.</p>
<p>Long Marston, Welford, Long Quinton etc. No gas! Still (expensive) Kerosene oil!</p>
<p>Social care for vulnerable elderly population, given Stratford's profile is significantly higher than the national average.</p>
<p>Commercial returns are welcome, but not at the expense of council tax payers. Visitors and other non-residents will be the source of such income.</p>
<p>Broadband speeds are often below 1 megabyte in the more remote communities and it is often the same places that have no or limited transport.</p>
<p>Public transport to smaller communities is not good; it is very hard to access things without driving.</p>
<p>Make sure you are not repeating yourself. There is too much re-inventing the wheel.</p>
<p>We need to ensure services are maintained proudly announcing council tax staying the same whilst reducing departments such as planning is not a way forward, some investment is needed.</p>
<p>Build more community housing.</p>
<p>Sorting out the roads is still the key in my mind. It must come first.</p>
<p>The management of assets is increasingly important and each should be looked at to see if retention of the asset is in the interests of residents or should some be hived off to private ownership</p>
<p>How do you assess community needs?</p>
<p>We need more emphasis on allowing rural communities to help themselves and less emphasis on the towns. The rural areas are forced to pay extortionate sums of money for little return. Rates and council tax needs to be organised so that the people who reap the most pay the most.</p>
<p>Several organisations have need for a central meeting place in Stratford as their members do not have transport. Usually the poorest and least able members of Society. Council should work with other bodies, i.e. Police whose offices in Stratford are central and are hardly used since relocation of the Police to Leamington. I am sure there may be others that 'red tape' prevent compromise on use of premises.</p>
<p>It would appear that local communities have no say in how their villages are being used and in filled with the vast amount of housing development. It is generally felt that the Council are only interested in providing land to developers despite the fact there are numerous petitions asking not to increase housing stock in a number of areas.</p>

Sort out the congested driving nightmare that is Stratford and stop putting in more and more traffic lights.
Surely some of the above go almost without saying, the first two points in particular and perhaps the last? Not quite sure what the last point means. Think there should be more emphasis on older people who make up, as you say yourselves, a higher percentage of the population than is the norm elsewhere. A focus group on this subject would be useful.
Improving the Districts infrastructure for broadband, transport, education, utilities and emergency services must also essential to the community leadership. This should be fundamental to the council and not an opt in or out option.
Pass more ownership of funding to the local community
no comment
I believe much of this type of work could best be left to voluntary groups, thus hopefully reducing some of the demands on the local budget.
Look at ways to reduce local government staffing levels which at present seem to be growing. Cuts could be achieved by sharing services with other councils. This would produce savings for residents.
Non Stratford Town need helping
Supported housing for vulnerable adults with mental illness. In general more affordable housing in central areas of the town. Help with food banks, support for citizens advise bureau and other agencies helping the vulnerable
Generally, it's better for communities if they operate in relatively small units (villages) - so whilst the towns exist and should be supported as required, the future is really about putting investment and effort into encouraging villages and small towns to prosper. For this to succeed the smaller communities need access to infrastructure (see above).
Think about where vulnerable people are rehomed not by elderly people and people with children who could be affected by drug addicts etc.
I give Parish Councils full support in relation to planning. Understand that the proposed core strategy will expire in 2031 develop and rolling programme to be ready for that event
The Council is being lead, they are not being leaders. A far more forward thinking role must be undertaken together with a far more 'aggressive' current role
'Nike' principle - Just do it! Broadband is a no brainer, so why include in the priority list? Flexibility and adaptability in the local services for remote communications. List and raise awareness of the so called remote communities!!
I would have liked to tick all six boxes but one thing seem important to all six - good FAST broadband and I feel that this is the priority the Council should address for all key objectives 2 and 3
Council leadership seems to be non-existent regarding planning and traffic problems. They are failing the community
Hard to balance all the needs with limited funds but Health, education, care, transport and business support
Leadership has to be seen to be effective and individuals in charge need to be appraised during their tenure that their input/output at least meets the set standard but hopefully well exceeds it; report should be available come elections so voters can see that those they vote for are good for the community not just good at campaigning!
All the priorities are of significance but every individual will have their individual views of their importance. Co-operation between community leaders where there is genuine conflict of interests is the only way to reach a realistic compromise within Councils and politicians at all levels. One gets the impression that local views are often overturned by Westminster directives and there is not appeal
Listen to the wishes of the electorate, this should not just be a paper exercise

Q7. Please write in the box below any general comments you may wish to make on the draft corporate strategy. (69 comments)

A lot of the areas are lendable good luck!
Key objective 3 I would hope that the council would always seek to provide the best results for residents so I don't think this sentence is necessary. Also the council should seek the best solutions innovative or not-where required.
A vital and worthwhile exercise.
Local people are becoming aware of the danger of private interests taking precedence over public considerations. (See letters in local newspapers).
If you did not do any of the above how do you think the council would be viewed?
Maintain small villages and do not overpopulate. Provide good health care services for all.
Recognise there is life beyond Stratford and Alcester!! Support the substantial communities in Bidford, Wellesbourne, Studley and Shipston.
Have a plan in case the Gaydon protest wins through. Long Marston must then come on line to avoid further development on green fields.
I do not believe it is a LA job to try to emulate organisations set to make profit. This LA job is to provide a public service to fill voids not covered by private sector to remain fortunate in community.
I think you have got some good strategies to keep residents supporting some good ideas you are thinking about keep everyone working together. Good luck.
Also makes being a Parish Councillor very difficult as communications come in by internet if and when working only. Nearest green box 5km away in Morton Village. Need a new green box on crossroads A423/Shakers Lane.
Get major business involved e.g. Jaguar, Land Rover etc.
See answer to Question 4.
The draft corporate strategy is at least five years too late. Increasing care must be given to planning. Questions:- 1. Will the hospital developments be sufficient for Stratford if its population increases not the present rate? 2. If the developers around the town railway station cannot meet property constraints originally set the powers of compulsory purchase should be used. 3. The town square: we have a cinema so why not provide additional facilities of a leisure nature-skating rink?
Why does the SDC vote to build a large scale housing development on GREEN land when a better located BROWN site is available for the population expansion required?
Good overall but would like to see some more emphasis on developing a safer community especially for elderly and vulnerable living away from well-populated areas.
Get it signed off, now!
4. The districts infrastructure is CORE! This is a sector that constantly need review and support as the needs of the residents change and become more or less urgent. 6. Many communities are keen to help themselves but find either council funding is not available or the legislation relating to self-help is tenuous.
I have no strong views.
Get involved! And invest in the future or we'll all have no future.
There needs to be more frequent buses to and from Ettington and the crowding of the school bus from Ettington to Stratford at 8.10am. It is very dangerous due to people standing so there needs to be more buses running before there is a horrible accident or even get a double Decker bus. It's the same on the evening too on the 4.20pm bus home.
None.
It looks like a lot of committee work but will it lead to action? Not just talk!
Strategy needs to be implemented without further delay! Traffic lights on the south of the river will not help traffic flow as the bridge and the Birmingham Road and no problems that needed to be sorted. More houses on the south of the river will only add to this problem. Widening Banbury Road is ridiculous and won't help-please do not cut down any more trees-especially the truly willow.
I think most concerns are covered and I complement our councillor's work very hard on

<p>behalf of the village. They are always ready to listen to any problems, which may occur (e.g. parking or pavements). They will deal with them quickly and are mostly successful, although the people who cause this are often very impolite and often rude to put it mildly! All of our councillors are well known and support us as much as possible. Many thanks to you all.</p>
<p>It is well written and composed, and if it can be made to work and succeed, it will provide to be born in favour of the people, community, and the council</p>
<p>Do not feel local village views are taken into account when UDC strategy is considered. The town orientated. Please consult, listen to parish councils.</p>
<p>The strategy should focus on all parts of the district, not just on major connotations of Stratford and Alcester. Strategy needs to include measures for success and be specific, measureable and achievable and time based (i.e. what will happen and by when). Some of the priorities seem really woolly.</p>
<p>Nothing clear as it in the local papers. Only letters to the editor and reports of meetings by the various anti committees.</p>
<p>I'm not sure that people really understand what this is. I have a fair idea but not convinced I understand why there needs to be one!</p>
<p>Long Marston, Welford, Long Quinton. No sufficient, mobile telephone signal!</p>
<p>The priorities are 'high level', so have little practical meaning without further explanation as to how objectives might be realised.</p>
<p>More focus on protective what makes (or made) our district special. Protect green spaces from such aggressive housing development.</p>
<p>Seems very woolly and vague. More detail needed to make informed decisions.</p>
<p>The summary asset out overleaf just about as muddled as you can get. A strategy cannot provide a vision and people and their environment cannot be as objective. And the vision statement isn't a vision statement. Dearie dearie me!</p>
<p>The lack of housing strategic plan is a disgrace as an joke=developers paradise, residents hell which will ruin the town.</p>
<p>It's too long winded. Too many people have a finger in the pie. Nobody will take ownership.</p>
<p>Get on with it.</p>
<p>TO EASE TRAFFIC CONGESTION BY THE DEVELOPMENT OF A NORTH - SOUTH BY PASS</p>
<p>The fundamental issue is the current forecast for population growth in South Warwickshire, in particular the pressure from central government to see growth along the M40 corridor. It is essential that the level of growth in South Warwickshire has the necessary infrastructure in place first to accommodate any new development. An approach by all political parties to central government to argue a case that if they wish to see the level of growth in South Warwickshire then special funding is needed. The present 'piecemeal' approach of granting planning consent to new developments with some infrastructure proposals may prove to be costly in both financial and environmental terms in the long run, especially in the absence of an approve core strategy.</p>
<p>It's all about delivery. There must be a delivery programme for the strategy.</p>
<p>Feel it has been going on too long and seems not be achieving goals.</p>
<p>We need to ensure that elderly people (a growing population) feel safe and secure in the knowledge that Stratford District council will meet their needs in their latter years when they are no longer able to care for themselves or contribute to the community</p>
<p>My only comment is that it must be produced urgently a further delay until mid-2015 seems unacceptable if the ongoing march of the builders is to be stopped. I think the Council should be wary of giving planning permission for any large scale developments unless it meets the requirements of the core strategy</p>
<p>I support the work being done in this respect</p>
<p>It needs to focus on at the very least maintaining the current provision, if not improving it</p>
<p>Traffic congestion overzealous parking wardens and a total lack of police presence are our main concern</p>
<p>It sounds fine - but will residents actually see clearly identifiable benefits and improvements to their lives and the town? The most important things for most people are a home and a job, where appropriate. Also important is for people to feel that a Council consists of human</p>

beings who have some real understanding of their needs.
Don't know if the following comment belongs here. In the afternoon when the schools finish the town centre turns into a mayhem. Children have no consideration in sharing the pavement; I have almost been run into in a pedestrian crossing where cars had stopped when two pupils came racing on their bikes. At the bus stop in Wood Street it is almost impossible to get through in the afternoon as the pupils are occupying the whole of the pavement. All this should be talked about in the schools.
Full implications of increased traffic resulting from ALL developments in my opinion has not been carried out. It appears that the effects of developments are taken in isolation. This includes schools and doctors surgery capability to cope with extra numbers
Local residents' views and interests must remain the main priority of the Council
my main comment is Stratford is being over developed for the benefit of the few we have gone from a beautiful Shakespearian town to a sprawl
We need to bear in mind that we need to maintain the market town aspect of Stratford and keep the developers at bay!
Make better use of resident's feedback thro media such as this - needs more publicity.
Unimaginative. Fragmented. Misguided
INCREASE IN HOUSING AND BUSINESS MUST BE ACCOMPANIED BY MORE ROBUST AND TIMELY IMPROVEMENTS TO INFRASTRUCTURE INC ROADS SCHOOLS DOCTORS SURGERYS ETC
The SDC should stop trying to be all things to everyone and concentrate on providing the basic required services in an efficient manner at minimal cost. They should not be encouraging further input of people or business. Common-sense is needed and many rules and regulations dictated by the EU should be acknowledged and ignored like the rest of Europe does.
resources should be targeted with outcomes monitored and evaluated
I'm not sure what you have here is a strategy - see some comments is CAPS - for example, you state that 'The Council recognises the need to: - Keep Stratford-on-Avon District special. (THAT'S NOT A STRATEGY - IT'S AN AIM) - Our District is a much valued environment in which to live, work, visit and thrive. While development is inevitable, it is important that the character of our settlements and the landscape is retained. - Support local businesses. - A strong local economy will support our communities through the provision of jobs and prosperity. - Support an ageing population. - This section of our population is significantly higher than the national average, and we must ensure our services support their needs. - Reduce costs. - We live in a period of continued austerity the Council will need to ensure that it continues to deliver improvements in securing value for money. AGAIN, THESE ARE NOT STRATEGIES - THEY ARE STATEMENTS OR AIMS. WHAT I WOULD LIKE TO READ IS SOME THOUGHTS AND IDEAS RELATED TO YOUR PERCEIVED GOALS AND OBJECTIVES. GOALS BEING WHAT YOU WANT TO ULTIMATELY ACHIEVE AND OBJECTIVES BEING THE THINGS THAT CAN CONTRIBUTE TO STATED GOALS. I CAN EXPLAIN MORE DETAIL IF YOU WISH - MY E-MAIL IS xxx
I think draft corporate strategy is a meaningless phrase with little relevance to the general community. The RDS should have clear aims and objectives which relate to things which impinge on people's lives e.g. Transport infrastructure, waste disposal, helping disadvantaged in the community
See Q2
Be forward looking and proactive, do not let events overtake you e.g. disaster of no core strategy and no 5 year land supply
The building and proposed building of new housing seems to be happening at a fast pace. The infrastructure to support this should also be looked at to keep pace
Draft corporate strategy seems to cover 80% of the community. The often 20% can also be satisfied by grabbing the simple 'low fruit' solutions! E.g. piggy backing on school buses for the over 60's before 9am. Cuts in library have affected remote communities provisions need to be in place for e-books etc./training etc.
The corporate strategy as taken to long as let developer in. Also it as cause uncertain to people who run business in affected areas with myself
Seems a wide range of strategies covering most important issues in our district

get it done and so do the job your paid for
Not able to comment - have no personal expertise
You don't listen to the views of the people

Q11. Are there any regular articles about the work of the District Council you would like to see included in "Stratford View"? (143 comments)

Updates on e.g. how the planning policy is progressing.
Refuse/recycling services. Leisure offers. Car parking offers.
To receive earlier notification of future traffic/road plans, re to improve transportation and reduce the current level of congestion problems, i.e. present housing developments.
Sometimes we have difficulty in receiving the Stratford Midweek and Shipston Forum which are very helpful.
To be updates as to costing of programmes approval.
Independent!
No
Support for local clubs/societies.
Update about the leisure centre schemes to promote exercise for children/families-obesity.
Details on Q12 and Q13 below
I would like to see updates on planning issues and the start of play re significant development contracts such as the woefully slow development in the station area.
Reduce costs by printing less.
No
I feel Stratford view in its present format is an unnecessary waste. The info could be better received online and through libraries etc. or even at the request of individuals.
How joint working is reducing costs.
I am not convinced this is little more than ego trips for councillors!
About looking after crime in the district.
More of the ins and outs of housing strategies.
Improving rural broadband.
Always need to know the actions that are being looked at and attended to in our town and district.
Planning permission
Stratford car parks and parking, including charges, times etc.
Reviews of projects undertaken by the Council which include both long and short term measures of success with particular emphasis on securing values which should be evident.
Yes, progress on initiatives if suggested. Especially the Council strategy on housing.
To get real listen to what is wrong and do something about it.
The councils attempts to control or reduce costs.
1. Important to remind people who the councillors are and who are the portfolio holders. Note the need to publicise SCAN from lost reviews. 2. The new emphasis should be on the changing provision of services like those in the library sector. 3. Changes in public transport within the town need constant review.
Progress of the plans to re-open the rail link between Stratford railway station and Honeybourne.
Can't the information be sent electronically?
Local housing development and business development plans. These plans seem to keep altering.
The councils work with voluntary/leisure/heritage groups e.g. The Roman Museum n Alcester!
Better use of internet to communicate action proposed and agreed by various committees i.e. minutes of meeting published, council website to be made more user friendly.

Have never seen it, but would like to.
Meet the people section to explain their jobs.
A one paragraph update on each of the three key objectives.
I would like to read the view of managers of different major departments in the council to understand their ideas in their five year plan.
Articles geared to the remoter parts of the district e.g. Upton.
Planning strategies, especially in relation to roads and housing.
Having not received a copy of Stratford View I have difficulty commenting to this question, I feel a clear, concise approach is best giving people valid information on how they can access this uppermost.
I leave all similar publications in my guest room
It appears to be supported by too much advertising. Whilst this may be required to offset costs the magazine should be to communicate with the public. More info, less ads.
I'd like there to be a section like a day in the life of... so that more people can feel connected to the District Council and that the council worker chosen can be appreciated and recognised for the hard work they do.
The council should talk to locals.
Exactly how you spend money-broken down far more, Pensions? staff benefits, travel etc.
Features on different voluntary groups contributing to community, especially in the villages.
We would love to receive Stratford View in Earlswood. Living in Earlswood we do not hear about events etc.
Perhaps receive ordinary people's questions as members of the council on various aspects even if they are controversial.
Traffic congestion solutions for peak hours.
A CV and breakdown of our local councillors work experience, professions and interests.
Is it cost effective.
Provide more informative detail e.g. what happens to our re
More localised pages because to be honest, I don't really care so much about what's going on in Stratford and elsewhere - more where I live.
1. More articles relating to Wellesbourne. 2. Care strategy. 3. Impact of continued high level of development across District traffic implications and seeming complacency of County Council and Government; where occupants are expected to work. 4. High density houses and space starvation of shoebox houses. 5. Retrospective planning applications, variations and lack of enforcement of conditions. 6. Presentation of green open spaces in towns and villages. 7. Planning/maintenance of trees (especially fruit trees) within conservation area.
None I follow.
Where you have improved congestion throughout the area.
Not able to answer.
Too many are repeated and generalised.
Road works.
Facts
Planning matters
Public transport details.
Less planning permission to everyone their uncle! Making many wealthy others in convenience and expense!
More about any local charity work taking place.
I would prefer an electronic version, rather than wasting money on printing/postage.
Regular information on development and progress of core strategy.
Traffic congestion winter and summer.
Prefer online.
More detail about planning committee.

Regular piece from conservation officers in planning department, how the districts heritage is being actively preserved and managed. A feature explaining why it is almost impossible to meet/speak to a council officer would be most welcome. Why only email contact? Why no direct dial? Why no access to departmental dreams?
Examples of the working out of your policies and priorities. In 2011 we said that we would improve x and though the rate of improvement has been affected by y in Alcester for example we now have z there are some pictures and comments by residents
Save printing costs by emailing it.
Crime.
more publicity given to help and advice for elderly especially transport needs also help advice to move into smaller accommodation
Go on-line to save money, allow individuals to request a paper version.
No, View publication is in my opinion a waste of our funds.
No. The comments are always too general and give too little real information.
planning is always of concern/interest to all and regular updates of problems or policies would be helpful
More factual economic information.
Needs more info on the rest of the district - currently too Stratford centred.
Emails instead?
Less Stratford based as over 80% seemed too much for whole area. I live an hour's drive from Stratford.
Would rather it was sent electronically as I try to be more environmentally friendly, but appreciate that some people are not on Internet
I would be happy to receive any information via email, as I expect a lot of people would.
send electronically
Regular updates about the core strategy
I would like more on recycling - particularly how things are recycled
Give residents a choice to receive communications electronically.
MAYBE A BETTER DIRECTORY OF 'WHO TO CONTACT IF' ALSO E MAIL ADDRESSES BUT A BIT MORE SPECIFIC THAN WE HAVE AT PRESENT
Success stories and challenges in order to better understand the financial constraints and thus why decisions are made
Core strategy. Traffic planning.
Providing articles are not full of Government Jargon I can accept that the Stratford View can be quite informative.
Email newsletters rather than paper
I would be interested to see a regular article on how efficiently the local Parish & Town Councils work, how they utilise their funds, how many staff are employed and what these staff do.
It would be nice to see where my Council Tax is being spent from the point of view of those at the point of delivery.
I have never received a copy and don't believe that posting to every house is value add. Copies should be available at strategic points but also at strategic points there should be a web address that can be scanned by mobile app to review on line.
Traffic improvement updates.
How it assist communities outside Stratford on Avon town - e.g. Alcester, Studley etc.
Inappropriate and complete waste of money
Why does council tax rise when facilities do not improve?
What about articles about residents whose lives have been improved with the help of the District Council?! Glad to see you're trying to improve the cost of parking - surely essential to attracting people to the centre of town however much the Council may earn from it. Think Stratford View could be laid out in a 'cleaner', less messy, rather more contemporary way. It's not bad but think a better layout would induce more residents to read it (if they're

not)!
Regular emails listing available information that can be downloaded if wanted. Less printed matter - expensive and often binned. Need an option to opt out of printed matter so that those who want to keep paper can continue to receive it
If articles were posted in the library, in the council house and other public places, you could save on paper and print.
I have never seen a copy of the Stratford View but would like to be included if not already expenses councillors claim and how many hours they put in
Core Strategy Plan re housing development
Never received this publication. Not heard of any neighbours receiving it either.
Improving areas around Stratford with before and after photos.
Would prefer to receive information by email
I like the leaflet on what the council spend our council tax on. Other than that I don't want anything else.
Full details of planning decisions.
No, I find it a waste of time.
Regular articles about the serious traffic problems in the town and solutions being considered. E.G why is the Alcester Road/Birmingham Road link not open?
no
A thorough view of how the Council believe they add value. If this was a corporate organisation the controls on finance and return of investment would be scrutinized, I do not believe the Council offers value for money.
Staff job descriptions + where they fit into SDC structure.
Comment - don't print unless people specifically ask. Email.
I object to ratepayer's money being used to disseminate propaganda. I do not think it should be delivered at all.
Perhaps pieces about notable achievements of different service areas
Please make more use of the local papers to tell us what you are doing, what you have achieved and where more needs to be done. Regular news will engage the community. Also you should be replicating this on a news page on your website.
Each District Councillor should be the subject of featured article that enables us to get to know our councillors better.
Overviews of latest initiatives covering core areas affecting Stratford and surrounding districts.
Ongoing progress with local initiatives currently being undertaken in the district
A detailed set of accounts, simplified in layman's language, setting out clearly spending targets against actual spend. This along with a list of services; bin collection rota etc. All this information could be sent in the form of a letter without the expense and spin of the Stratford View
No need to print it email it when appropriate
Relationships with large corporate bodies and developers.
The Stratford View is a huge waist on money.
All aspects of the work clearly explained would be interesting to read about
I would like to see where the future of Stratford is going, proposals and strategies moving forward. Also to hear about current success stories and real resident feedback.
planning for the town growth
Relating to Q10, think about what you want to achieve with things like the 'Stratford View' - if it's to inform, use the web site to communicate - use videos, conduct interviews, go out into the community and interview people - post the feedback online - use the local papers to promote special interest ideas. In short, use technology to communicate - printed matter is still important to some people, but is increasingly becoming less so -as for regular articles, once you've decided what your strategy is, keep it updated and encourage on-going feedback - then you'll have real interaction between the community and the council staff ..

Accentuate the positive improvements made in parallel with this survey
Suggest you add a leaflet to the Council Tax Bill letter setting out how to access the Stratford View as an on-line resource, instead of sending it in the post to all residents
More articles on the quality of the design of new housing and its landscaping
No
The cost effect on proposed/implemented savings and information from people who have been affected
Information about public transport options - e.g. bus links to Stratford Parkway station
E books - remote communities
No
Would like more information on how planning approvals are given
More about public transport and more information on residents car use
Grass cutting services - timetable of when they should be cutting grass verges etc.
The council meeting minutes for us to read
Don't forget outlying village who are under SDC when making decisions about Stratford's future! We want to be included in a wider way
Who votes which way in council meetings

Q24a. On your last visit what were the main activities you did when visiting the park? - If other, please specify (28 comments)

Played bowls at the bowls club on the rec.
Feeding swans
Family reunion.
Parking
I have like Stratford done loads of work driving diggers in Stratford for council and firms.
Grandchildren
Went for a walk
Parking
Lack of nearby parking for the disabled a problem.
Once to take grandchildren to play area.
Part of a nice walk around town.
Fundraising, Hospice, Santa run.
Work
Just walking
Access to theatre.
Taking friends to visit.
View restaurant very good.
Shakespeare's birthday celebrations, Lady Godiva model.
Look at planting
Bring visitors to area.
Lunchtime break-nice space.
Canoeing, unicycle, to enjoy canal/riverside activity. To fire a rocket with parachute attached.
I sit on my mobility scooter and read and listen to street entertainers
Sea cadets
Charity Meeting at The View
Showing French visitors around
Attending the Theatre

Taking elderly wheelchair bound relative for fresh air and above

Q25i. For the following aspects of the Bancroft Gardens and Recreation Ground, how would you rate the following - Please add any comments here to expand on your answers above. (128 comments)

I greatly regret the changes which were made to this area as it is my opinion that it is now devoid of character, also a missed opportunity to make more of the Shakespeare connection.
I do wish they would leave the trees alone; it looks bare where they have been removed.
It would be nice if you could remove the drunks and druggies.
No dog bins, need to tell dog walkers they can use normal bins if they double bag.
Regret recent changes. Effect now rather Spartan.
Grass in general not kept short enough. Gym area etc. When cuttings are long and left in heaps not always obvious what area you're walking through!
Need to improve accessibility of Lucy Hill Bridge
I have been very impressed by the re developed Bancroft Gardens/Theatre area.
I would like to see backs on all the benches, most people are elderly that use the seats; it is not comfortable without backs.
Bancroft Gardens need more flower beds in the central grassed area and the gravelled area next to the river need to be cleaned more often.
Charging for toilets is a disgrace. Bins often overflowing.
Generally very good, litter picking along the tramway could be improved.
Always see dogs in the play area, even though there is signage.
Both are excellent facilities and credit to DC officers.
Stratford is a nice place to come to.
More toilets but this a fantastic part of Stratford and for families.
When the garden are at the most busy it is hard if you require finding a seat. The park always looks pretty but maybe themes could be used when I was in the gardens last bins were very full.
Needs more seating in the summer months.
We never see a park keeper, he could be a help for information of facilities.
It's always clean and tidy.
Lighting on Bridge to Bancroft poor
Need more seats. You need to improve traffic flow around Shell garage / across to car parks.
It was ruined when it was changed 2000.
There used to be flowering/blossom trees now gone. Parts of the garden resemble a desert.
I have never visited either so cannot comment.
See the band stand used for music events.
Do not visit enough to comment.
Don't remember recycling facilities.
Litter can be a problem particularly if bins are not emptied often enough.
More benches with backs more day/recycling bins more general waste bins more flower displays.
Too often commercial use if the recreation ground is at odds with residents use of the area e.g. Food Festivals which may bring in money but at detriment to grass, wildlife and accessibility.
The grass obviously gets a hammering.
This is a really nice area for residents and visitors alike. Good parking. Well lit in the evening.
Parking not good, a long way to walk, flowers shrubs and grass, not as good as they used to be, too much paving.

Excellent spacious well-kept area credit to all concerned.
I think we're very lucky to have such beautiful, well maintained areas to walk through, enjoy and admire. I very much appreciate the maintenance and the people whose job it is to make these areas so lovely.
Access poor on paths round rec for pushchairs and wheelchairs-chippings awful. Not enough seating. At events-not enough toilets, dirty and no tissue and not enough bins the rubbish is overflowing.
We need far more flower displays on Bancroft/Waterside in season. We need also to attack all littering.
Not enough seating around Bancroft. More benches required by the river, both Bancroft and Recreation Ground. Too few bins-too infrequently emptied.
More bins please, especially around the RSC gardens! Near the Brass Pressing Centre-lots of people now using the gardens and the nearby river.
Bancroft Gardens were gardens-now the flowers and shrubs are on a par with the Maybird development.
End result after re-furbishment is better than expected.
I don't know really how it has to be changed into a symmetrical display-it was lovely and natural before it was not money well spent and could have been improved with much less!!
Very good band, band stand in season. Good idea to provide deckchairs on £2 cost for a day.
Plant shrubs to define slab corners so that people do not cut corners.
Bancroft Gardens acts as a Leisure lung between the car parks and the theatre and it is a small part of gods heaven to walk through their everyday of my life, surrounded by life in all forms, whatever weather
Traffic only one way in and one way out when using car to park in Bancroft Gardens.
Not sufficiently familiar with facilities to offer comment.
Good at showing of plants to their best effect all year.
Gardens by Canal Basin look sad and dreary.
Not enough seats in large paved areas these are not in same street as the old layouts. Another huge waste of public money like the ground lights over foot bridge.
Seating-functional, modern, lacking character (much prefer wooden seating in Leamington. Toilets-good by butterfly farm on Waterside. Poor on playground, long queues, city in height of summer. Recycling.
Too much paving since redevelopment of Bancroft.
The planting by the Basin looks very untidy and not very cheerful.
Toilets are (payable) access! E.g. 20p Not everyone carries change or money!
More bins needed, could we put split bins in for food waste/recycling?
We are very lucky to have such a well-kept facility.
Not enough toilets open. Flowers and shrubs good in the summer but need more colour in spring.
We are not regularly visiting garden, we felt it was not right and a waste of money to destroy the trees.
The area has not recovered from the loss of the beautiful flowering and cherry trees in the name of world class Stratford.
Some benches in need of cleaning/maintenance. Backless ones not suitable.
Not enough seating. If we have to pay for access to toilets they could at least be clean and smell clean! Need more bee loving shrubs and flowers.
I would like to see more wildflowers supporting bees and butterflies and more bushes and shrubbery, providing cover for the birds, hedgehogs and other wildlife in decline. Protection for wildlife.
Huge improvement from what area was like a few years ago.
Please could at least one flower bed be a wildlife/bee friendly mix instead of bedding plants. Very important as an example to gardeners.
Why are the artistic lights on Tramway Bridge no longer working? These were an interesting

feature that linked Bancroft and the Recreation Ground.
I prefer it with more grass.
Access to the recreation ground via Shipston Road can be difficult on weekends.
Never heard of this Bancroft Gardens.
Very unfriendly, unregulated, poor value.
The area is generally well kept especially lack of litter when one considers the high volume of visitors using this facility.
The litter collection trucks wreck the grass adjacent to the footpaths. This creates muddy quagmires and damages the facilities.
Gardens are only accessible if you come to them from that side of Stratford
I really enjoy my time spent in Bancroft and meet lots of lovely tourists
I was very upset to see children skate boarding on the firemen's memorial.
There are not nearly enough litter bins on the 'rec, and absolutely no dog poo bins between the Bancroft and the church. Also there should be litter bins near the football pitches on the rec and at least 2 dog poo bins either side of the pitches
The recycling facilities are not obvious. The area could be improved with the planting of flowers.
It's a concrete desert
Too much concrete and not enough gardens
As a resident in the middle of town I cycle through the above nearly every day. Have noticed that the litter clearing has improved immensely over the past year. Not too impressed with the flowers and shrubs but realise that ducks pose a problem. Great area for people to congregate!
If the cost of parking were reduced again we might get more people coming to visit the area.
The redevelopment has been very tastefully carried out and I commend whoever at the Council who was responsible as it looks very nice. The planted area is particularly pretty in the Summer.
Not nearly enough trees on the Bancroft Gardens, way too much concrete. 'Gardens' is now a misnomer and they have been spoiled for future generations.
Vehicle access to and especially from the Rec Grounds is diabolical at times.
I preferred the gardens how they were before the trees were taken down - it all looks a bit too open now.
The footbridge leading to / from the Gardens is clearly marked as 'No Cycling'. In 20 years of using this bridge I have NEVER seen a cyclist walk across. Either enforce the by-law or remove the signs.
There are few conventional seating facilities. Traditional benches, with backs, would be a welcome addition for residents and visitors alike. Many people - residents and visitors, are attracted to the gardens especially in the summer months but there are not enough seats and it is not always possible or desirable to sit on the grass. Many people perch on the small walls surrounding the flower beds or the walls near the theatre and this gives a poor impression.
Removing the roses and replacing them with stone was a terrible move. There isn't much sense in calling Bancroft Gardens a garden.
The toilets in the playground are fantastic but others are not as nice (at the bandstand end) or are not free (on waterside which is very problematic when out with children and on a low income) There are not enough dog bins and recycling facilities on the Rec are not obvious.
Improving area, gradually improving from the devastation that was the revamp. recent SDC initiatives good, new market etc. should use otherwise useless town guides to enforce cleanliness
A number of people on Trip Advisor comment favourably on this area. This is incomprehensible to me! It seems very bare and boring, no idea where they're finding the 'beautiful flowers' (generally very good in Stratford), there's a lack of trees and worst of all, the small dying conifers trapped in metal rectangles everywhere. They've been dying since the place was 'revamped'. Very sad and embarrassing. (I'm referring to the area directly in front of the theatre - and please don't ask me my opinion of the bland, boring exterior of the

<p>theatre!). What a tragedy. Please do something about it all - it lacks the 'wow' factor. I sometimes wonder what on earth people who visit from the other side of the globe think of it all. Also toilets on Waterside too visible. What an extraordinary place to put them. It all lacks chic, elegance and oomph. The revamping needs revamping. Gardens should be glorious and this area isn't.</p>
<p>planting is rather dull</p>
<p>It's not as decorative as it used to be - more grass areas to look worn out by the end of the summer. More flower beds and seats would be welcome</p>
<p>The Bancroft Gardens are losing the bare, basic look they had when first 'improved'. Like many, I miss the flowering trees and suspect that the cost of clearing up the leaves was an unpublicised factor in their removal. Beyond the theatre all seating has been removed and I am too old to sit on the grass. Perhaps this is the RSC's remit.</p>
<p>I would like to see a park warden around occasionally to stop trees etc. being damaged and also to see that younger children are not stopped from using the play equipment with too old teenagers just lounging on the swings etc.</p>
<p>It is a pity that the very large proportion of our council tax is not spread more evenly across the district to some of the smaller towns such as Southam which seems to get very little attention from SDC despite a very active self-help community.</p>
<p>Stratford Marathon excellent organisation and great community event.</p>
<p>Not sure about the Elizabethan plants in the flower beds near the Gower Memorial (they may have been interesting in the 17th century - but not now).</p>
<p>I'm still annoyed that the council spent so much on Bancroft to make it look almost identical to how it looked before. I know nothing about the details but people talked about the Councillor who lead the project owned a garden centre and assumptions were made that weren't complimentary</p>
<p>Walk ways and some of the footpaths require cleaning and general maintenance. Flower beds should be more prolific to maintain and support the status of Stratford Upon Avon, for Residents and especially visitors.</p>
<p>Not aware of recycling bins on the rec</p>
<p>It used to be a pretty area of trees and flowers where you could shelter under a tree from the rain or the sun. It was very tranquil and relaxing. Now it just looks cold and concrete. There's normally nowhere to sit.</p>
<p>the recreation is always used by tourists too busy for locals when main events are being staged the conveniences supplied struggle to cope</p>
<p>Parking is too expensive in Stratford for us to go regularly to the Bancroft.</p>
<p>Seats need backs + arms (regardless of them being used by sleepers). Bin emptying times need adjusting at the weekends, particularly in summer.</p>
<p>Wasn't aware of recycling but that could be me. Bins get very full in summer but they are emptied regularly and there are lots of them which is good.</p>
<p>Local byelaws need to be clearly displayed and enforced. Bancroft area needs better seating and ball games etc. should be limited to the Recreation ground. Itinerant selling of goods should be banned and buskers should abide by the existing code regarding noise levels. I would prefer a ban on amplifiers. We could then enjoy more pleasant surroundings.</p>
<p>Bancroft Gardens is bleak in winter since the alterations that accompanied the theatre rebuilding and sparse at other times. Seating is inadequate and uncomfortable. Large trees are much missed, shrubs are enclosed in grim cage and flower beds are fine. The charm of the international gifted lamp posts has disappeared. The Rec. is adequate, and walks both sides of the river are pleasant. Better provision of, and directions to, public loos would help an ageing and infirm population.</p>
<p>Lucy Mill footbridge needs improvement to enable bikes and the less able to use. A few more waste bins are needed around the recreation ground ideally splitting recycling items. Remove the trench that runs through part of the recreation ground near to bowling green. Mini golf site needs investment and improved landscaping Footpath that runs along river beyond Lucy mill needs some shingle on it and needs cutting back more regularly.</p>
<p>pleased to see wild plants and flowers being used in the beds</p>
<p>Bancroft is often let down by the presence of vagrants , aggressive begging and being abusive</p>

There is far too much hard landscaping in Bancroft gardens. As far as I am aware there is no single spring bulb in the main area of the garden (except in the cultivated beds). Surely this could be achieved at minimal cost and little maintenance. A few more flowers and shrubs would be a good idea as well.
The Bancroft needs much more seating. People perch on edges of raised flower beds and often leave their food packaging in the bushes. The litter bins can often be overflowing after a busy summer's day. More bins, including clearly marked recycling bins, and more frequent emptying would avoid littering to some extent.
Over all I find the Bancroft very BLAND.
These are lovely open areas which can be enjoyed by all. More seating/picnic tables would be nice. In general I am impressed with the maintenance of our open spaces
The seating is lacking, in fine weather people sit on the grass in the summer. But other than this there is no shelter. It's nice to sit by the river; there should be extra seating there.
it would be a lovely addition to light up the tress at night by the river opposite the theatre other towns do it and it would encourage more people to visit the area in the day too
We often use Theatre toilets. I have not counted these in my valuation. Some planting is imaginative but apart from old established trees there is little to make a judgement of good. Bins are collected regularly which is good but struggle to cope with peak demand
Flowers and shrubs look like weeds. Please go back to English flowers which were colourful and very attractive, pansies, roses, geraniums etc. are pretty. Thistles are not
Very disappointed at the non-return of all the civil donated lampposts
More seating would be useful during peak seasons
Insufficient flowers and shrubs
I wasn't aware this area was called Bancroft gardens and Recreation ground - had to google them before answering
I didn't like the re-vamped Bancroft Gardens and still don't
The lovely flower displays that used to be around the Bancroft have now been replaced by expensive slabs
When an event they were disgusting. Weekends in high summer or bank holidays very bad and no one was on hand to clean them. A very bad and disgusting reminder of a weekend in Tatford
Didn't see items marked n/a

Q30a. Is this the best location to hold the Stratford Farmers market? - If no please suggest an alternative location (20 comments)

Bancroft, currently causing congestion/no parking
Town Square/Sheep Street
Waterside.
Henley Street
Think it is fine
Waterside
On the recreation ground.
Use of the town square until it's improved.
Waterside
Bridge Street (but this would involve pedestrianisation!)
Railway Station! (Car park) Due to parking!
Recreation ground.
Waterside
Bancroft Gardens- the market is grotty and the stalls are of poor quality. Get someone to visit Loughborough Market to have a look at a decent town market.
Waterside
Nearer to the riverfront

water front
Waterside - but Greenhill St shops would object.
Not sure, however as a Market it appears hemmed in / lacking space, I'm sure there is more local producers/crafter looking for stalls to sell their wares.
Close the high street and put it there.

Q35a. Is this the best location to hold the Stratford Craft market? - If no, please suggest an alternative location. (9 comments)

Henley Street, Town Square, Wellesbourne
Don't like shopping on Sundays.
Bancroft
It is awful-please get rid of it.
Too crowded to enjoy it in present spot.
Rother Street makes Stratford tacky.
Due to parking
See Q30a
Bridge Street

Q41a. Is this the best location to hold the Southam market? - If no, please suggest an alternative location. (7 comments)

Yes parking easier.
Fine where it is, as it is central.
Bridge Street is not the place for markets-traffic chaos ensues. Use Rother Street/Waterside only.
Coventry Street
needs more space and stall variety
market Hill
Main High Street

Q43a. If you answered "do not visit markets" in Q42, what are your reasons? - If other, please specify. (72 comments)

Mainly because I have concerns over product origin and traceability of food stuffs. On a more personal level they hold no interest for me as the S on A market is just like all the others. I would welcome a traditional Shakespearean themed market to give interest for tourists.
General lack of quality, on most stalls.
Involved in other activities.
Age, mobility.
Poor quality items on stalls all very predictable items.
We don't like markets which just sell cheap rubbish.
Traffic problems need sorting out.
Car parking problem
If I am in the town I will have a look and sometimes buy things. I do not visit markets because they are there!
Many stalls and products are expensive versions of products and services in Waitrose!
Needs to be as good as a small town French market.
Difficulty of congestion.
No parking for Stratford people.

Seldom go to markets because of their location compared with our alternatives.
Only attend market on rare occasions, no particular reason.
I try not to shop on a Sunday. Do not like often markets for the purchase of food particularly meat, fish and dairy products. There ought to be undercover market!!
Unsure of quality and reliability of products sold.
Lack of transport
Old age and physical effort required.
No local market in Alcester, never visit Stratford specifically for market.
Don't visit as much as I would like because of full time work.
As per Q42.
Traffic chaos caused by Bridge Street Market at Christmas-puts me against using the market at all.
Not interested in products.
I am single as quantities are an issue at farmers market but do sometimes go. I really don't need crafts etc. It's for those in places when on a day out or holiday
I go to Wellesbourne Market. Cheap and I can walk there.
Traffic congestion at its worst on Fridays and Saturdays.
See answer on question 37
Because the town shops are struggling to keep open. How many empty shops are there?
Not interested in shopping.
Transport, bus passes available, but walking a little difficult, instead. 82 years old.
Prefer shops, less crowded if shopping early. Often too cold in winter.
Difficult, I am 86 and disabled.
Only visit Stratford for theatre, river and shopping in the central area.
Have impression markets offer tat or cheaper end of market place.
Markets are too far away from our village.
Bad accessibility.
Local produce, small businesses.
I only visit markets on special occasions always afraid of defective goods on returns.
Cannot walk.
Prefer a one stop shop
I work 8-5 Monday to Friday and I'm too busy at weekends to attend such events
do not understand why they are important to the council
Live in Wellesbourne and don't usually shop out of the village.
Not easy to park
Generally forget which day it's on and I'm not in town on the right day
Stratford parking is a disgrace this is killing of proper shops also markets are doing the same shop rates rents are too high
Can't be bothered
I am over seventy and buy very little other than food!
Unsteady on my legs (old and decrepit!).
It is simply not a good market & requires vast improvement.
Too old and decrepit!
Just not my preference
Parking is a nightmare when markets on in town, can't be bothered dodging other people especially tourists in a congested area, it's not pleasurable!
Prefer to do other shopping
Not easy to get around these days

cost of parking
I doubt many of the market traders are local and so we are not supporting local trade. I don't like shopping
Not particularly interested in markets
I tend only to visit markets if I am in the right place at the time they are on, and am then interesting in all on offer
Possibility of counterfeit goods and no exchange/guarantee facility. Do traders pay tax?
Don't get chance to visit on right days. Transport to Stratford is poor from Stretton on Fosse
Please ,on more markets in Bridge Street
ACCESS - TRAFFIC
Have no need to visit markets
Too much hassle trying to get to the location, park and then the quality of products is not that good
No interest
Would not make a special visit. if there I would look around
Get things in supermarket easier
I strongly disapprove of market in Bridge street because of the traffic problems it causes
Not there to do so, no time, but great for others to have
Inconvenience/cost of parking