

# Stratford-upon-Avon Town Centre Proposals: Frequently Asked Questions

This document will be updated throughout the consultation to include new frequently asked questions as we receive them.

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## Overview and background to the proposals

### 1. What are the Stratford-upon-Avon town centre proposals?

The Stratford-upon-Avon Town Centre Proposals are ideas developed by Stratford-upon-Avon Town Council and Warwickshire County Council which build on suggestions in Stratford's Neighbourhood Plan and the experiences and feedback on the Covid-19 temporary measures introduced in 2020 to support social distancing. The proposals are designed to deliver the following vision:

A town centre which is full of life and meets the needs of our local community, businesses, and visitors. There will be less traffic in the centre, making it safer and more inviting for pedestrians and cyclists. More people will be attracted to the town centre and will spend longer and more money in the local economy. This will be done in a way which respects the historic nature of the town centre's streets and buildings.

The proposals cover the following streets/areas:

- **Bridge Street** – Between Waterside and High Street Roundabout
- **High Street** – Between Sheep Street and Henley Street
- **Union Street** – Between Bridge Street and A3400 Guild Street

### 2. What are the objectives of the proposals?

The proposals aim to achieve the following objectives:

- To provide a safe environment for people to walk and cycle in the town centre.
- To improve air quality in the town centre.
- To support and enhance the local economy.
- To protect the historic built environment.

### 3. When will the proposals be delivered?

At this stage we cannot provide a clear timeline for the project. The proposals do not have funding and consequently there is no certainty the project will go ahead. Should funding be secured we would expect it to take between two and three years to deliver the proposals, however these timescales will be reliant on a range of factors. The 20mph speed limit introduced as a temporary measure in 2020 to support social distancing will be kept. The County Council is looking to make the temporary 20mph

permanent soon subject to a separate consultation which is due to be carried out in 2022.

**4. Will the proposals have to look exactly like the plans shown?**

The current design shows the aspirations of Warwickshire County Council, Stratford-upon-Avon Town Council, and the Stratford Town Centre Strategic Partnership, but these are not set in stone. We will use the feedback we receive from the consultation to help us determine the design we should move forward with, and this will be further refined during the detailed design stage

**5. What has been done so far?**

We started this work in early 2021 with the help of specialist urban design consultants PJA, building on the ideas set out in Stratford's Neighbourhood Plan and the feedback on the temporary measures introduced in June 2020 as part of the response to Covid-19. Working closely with key partners and stakeholders in the town centre we have developed a proposal for Bridge Street, High Street and Union Street. We have discussed the proposals with a range of stakeholders including members of the Town Centre Strategic Partnership, Police and Fire & Rescue services, bus operators, taxi licensing, event organisers and retailers to gather their views on the proposals. We would now like feedback from the wider community and town centre users to help us make decisions on our next steps.

In June 2021, we submitted a funding application to the Levelling Up Fund with the aim of securing the money needed to deliver the proposals. This was unsuccessful, but we are expecting there to be a further opportunity to bid to the Levelling Up Fund.

**6. Are the plans supported by any technical work?**

The proposals are still at an early phase of development but have been informed by traffic modelling and the input of urban designers, highway engineers and stakeholders including the emergency services, bus operators and event organisers. We are carrying out this consultation to understand wider views on the proposals and to inform our next steps. Additional technical work will be carried out in the future to support any further development of the proposals that is required.

**7. How do the proposals address the climate emergency?**

The main principle of the scheme is to improve the balance between vehicles, cyclists, and pedestrians within the town centre. By doing this we expect to encourage more people to travel to the town centre on foot or by cycle and to reduce the number of local trips made by car resulting in a small reduction in carbon dioxide emissions.

## The consultation

### 8. Why are you running this consultation when the project has not got funding?

Warwickshire County Council submitted a funding bid to the government's Levelling Up Fund in the summer of 2021. The bid was unsuccessful, and we do not currently have funding to deliver the proposals. We are continuing to work on the proposals so that we are in a better position to bid for future funding opportunities that may arise. Understanding what the wider community and town centre users think about the proposals is a key part of developing the design.

### 9. How will you ensure the consultation is accessible to people who do not have access to the internet?

We will be promoting the consultation widely and making paper copies of the survey and supporting information available to those who require this. Paper copies are available by telephoning 01926 412395 or by email: [contactcommunitiesgrp@warwickshire.gov.uk](mailto:contactcommunitiesgrp@warwickshire.gov.uk). Public drop-in sessions are being held where you can find out more about the proposals and put any questions you have to the design team.

Date	Time	Event	Location
Friday 1 April	9am – 4pm	Public drop-in session	The Friday Market Rother Street, CV37 6LP
Saturday 2 April	10am – 4pm	Public drop-in session	Stratford-upon-Avon Town Hall Sheep Street CV37 6EF
Monday 4 April	1pm – 7pm	Public drop-in session	Stratford-upon-Avon Town Hall Sheep Street CV37 6EF

### 10. Who can take part in the consultation? Can I tell other people to take part?

We welcome opinions and feedback from all members of the public. We would like to hear from people who live, work, study, do business, or visit the town. Your views, opinions and insight are valuable to us and will help shape the project. Please share the link to the online survey with anyone you think would be interested in taking part.

[www.warwickshire.gov.uk/ask](http://www.warwickshire.gov.uk/ask)

## **The overall approach to the town centre proposals**

### **11. Do the proposals include Wood Street?**

No changes are proposed to Wood Street, however, the wide central walkway to be provided on Bridge Street will make it easier for pedestrians to walk between Wood Street and Bridge Street. The Bridge Street / Wood Street roundabout will be altered by introducing an oval shaped roundabout which will include a new pedestrian crossing through the centre of the roundabout to connect Henley Street to the central walkway on Bridge Street. The design will also make it easier for pedestrians to cross Wood Street and move between High Street and Henley Street. The traffic modelling suggests that there will be a reduction in traffic volume on Wood Street.

### **12. What impact will the proposals have on traffic in the town?**

Traffic modelling has been carried out by specialist consultants to assess the impact of the proposals on traffic in Stratford-upon-Avon and surrounding areas. This included tests which compared expected traffic conditions in 2031 with and without the proposals. The tests took account of future traffic growth and changes to the road network. The full traffic modelling assessments are available for you to review alongside a summary document.

The modelling work concluded that:

- Significantly less traffic will use Bridge Street, High Street, Union Street and Wood Street due to measures such as road narrowing, raised tables and pedestrian priority which will put drivers off using these streets.
- Traffic will re-route onto roads on the edge of the town centre, including Guild Street, Arden Street and Grove Road resulting in more traffic on these roads and some journeys taking longer. However, the modelling suggests these impacts would be acceptable because the delays would not be significant, and the affected roads are more suited to carrying traffic than the town centre routes. The modelling also suggests that the proposals would result in more traffic using Waterside and Sheep Street, but that this impact is not considered to be particularly significant.

### **13. Will I still be able to drive through the town centre?**

Yes, you will, however High Street will be closed to traffic daily between 11am and 4pm and pedestrians will have greater priority in the town centre. The roads on Bridge Street and High Street will be narrowed and there will be a series of courtesy crossings on raised tables where motorists are encouraged to give way to pedestrians.

### **14. Will the town centre be pedestrianised?**

The proposals do not pedestrianise the town centre, however it is proposed to close High Street to all traffic except emergency vehicles daily between 11am and 4pm. Outside of these hours High Street will be open to all vehicles. Starting the closure at

11am is consistent with the arrangement on Henley Street and reopening the road at 4pm will help traffic flows during the afternoon peak travel period. Restricting the closure to the middle of the day should also help businesses which require deliveries. Bridge Street and Union Street will remain open to traffic.

Traffic modelling was carried out to review options for restricting traffic in the town centre. This work assessed the traffic impacts during the morning and afternoon peak travel periods of making High Street one-way, closing High Street to traffic, and closing Bridge Street to all traffic except buses. Closing Bridge Street was shown to have a significant impact on traffic movement in the town and was therefore not taken forward. The assessments showed that even with High Street and Bridge Street open to traffic the proposals would result in traffic rerouting from the town centre to alternative routes which would increase travel time and delay on some journeys within the town. Introducing traffic restrictions on High Street during peak travel times resulted in greater delays and whilst these were not excessive, it was felt it would be better to keep High Street open to two-way traffic during the peak periods. The modelling did not assess travel impacts outside of the peak travel periods, but it was concluded that High Street could be closed to traffic between 11am and 4pm when traffic levels would be lower.

**15. Will these measures delay people from accessing emergency services?**

We have reviewed the proposals with Warwickshire Fire and Rescue and Warwickshire Police and both organisations are supportive. We will continue to engage with the emergency services as the proposals develop.

**16. How many parking spaces will be reallocated as part of the scheme?**

The table below summarises the changes to parking in the town centre. The proposals reduce the number of blue badge spaces available on Bridge Street, High Street and Union Street from the current 14 spaces to 11 spaces between 11am and 4pm but provide 15 spaces between 4pm and 11am. If the proposals go ahead, we will seek to allocate an additional 3 existing on-street parking spaces close to the town centre to blue badge parking. The proposals remove all general on-street parking from Bridge Street, High Street and Union Street (46 spaces between 8am and 6pm and 60 parking between 6pm and 8am).

Street	Parking spaces -current arrangement	Parking spaces - final Covid-19 temporary arrangements	Parking Spaces - proposed
Bridge Street	26 parking spaces + 3 blue badge spaces	10 parking spaces	0 parking spaces
High Street	8am to 6pm: 11 parking spaces + 5 blue badge spaces	8am to 11am: 11 parking spaces + 5 blue badge spaces	11am to 4pm: 0 parking spaces (when closed to traffic)
	6pm to 8am: 25 parking spaces + 5 blue badge spaces	11am to 6pm: 0 parking spaces 6pm to 8pm: 25 parking spaces + 5 blue badge spaces	4pm to 11am: 4 blue badge spaces (when open to traffic)
Union Street	9 parking spaces + 6 blue badge spaces	2 parking spaces + 7 blue badge spaces	11 blue badge spaces
TOTAL	8am to 6pm: 46 parking spaces + 14 blue badge spaces	8am to 11am: 23 parking spaces + 14 blue badge spaces	8am to 4pm: 11 blue badge spaces
	6pm to 8am: 60 parking spaces + 14 blue badge spaces	11am to 6pm: 12 parking spaces + 7 blue badge spaces 6pm to 8pm: 37 car parking spaces + 14 blue badge spaces	4pm to 8am: 15 blue badge spaces

**17. Will the changes to traffic and parking have a negative impact on businesses in the town centre?**

We are keen to hear what business owners think about the proposals. There is compelling evidence from other parts of the country which shows that improving the look and feel of streets and investing in walking and cycling encourages more visitors and that people arriving on foot or bicycle spend more time and money in the area. Transport for London has helpfully brought together the latest evidence, research, and findings on the economic benefits of walking and cycling on the following website:

[Transport for London: Economic Benefits of Walking and Cycling](#)

**18. Do the proposals include cycle parking?**

It is intended that the proposals will include secure cycle parking, the location of which will be considered in later phases of the design process. One potential location is the wide central space proposed for Bridge Street and we ask a question in the consultation about how people would like this space to be used.

**19. How will the scheme effect bus users?**

There will be no real change for bus users because of the scheme. Buses will continue to travel along and use bus stops on Wood Street and Bridge Street. Consideration was given to introducing bus shelters and other facilities for bus passengers, but it was considered that there was insufficient space to provide these.

**20. How many taxi rank spaces will be made available as part of the scheme?**

The proposals provide a 9-space taxi rank on Union Street. This will replace the existing taxi ranks on Bridge Street and Union Street which between them provide space for 10 taxis. The proposals locate the Union Street taxi rank on the western side of the street to make it easier for passengers to safely enter and leave the vehicle from the passenger side doors. The current taxi rank on Union Street is on the eastern side of the street.

**21. What support are you giving to people with protected characteristics such as disabilities as part of the scheme proposals?**

The proposals will introduce significant changes to the way the streets are laid out and to how people move around. We want to ensure that the proposals allow everyone to access, use and enjoy these streets, including people with protected characteristics such as disabilities. We would like to know whether you think the proposals will create any equalities or other impacts, and if so, what these might be and how you think they will affect you or other people. We would also like you to tell us if you have any ideas on how we could overcome or reduce these impacts. During the consultation we will ask for feedback and input from groups and organisations representing people with protected characteristics.

**22. Will the proposals remove kerbs?**

No, the proposals suggest that a 60mm kerb height is provided. This is based on recommendations published by the Chartered Institute of Highways and Transportation (CIHT) in the 'Creating better streets: Inclusive and accessible places – Reviewing Shared Space' report which provides recommendations on designing streets. Kerbs will distinguish between pavements and the road and will help give greater confidence to visually impaired people.

**23. What type of landscape features are you proposing?**

We are keen to introduce landscape features to bring the natural environment into the town centre and to make the space more pleasant for people. The plans currently show planted trees, but this is not fixed. There are a range of options for introducing landscape features such as using moveable planters or hanging baskets. Feedback from event organisers such as the Mop Fair and markets has indicated that permanent landscape features such as trees planted in the ground would have an impact on events.

**24. Will electrical points be provided to support events such as the Mop Fair and markets?**

The proposals are at an early stage of development and at this point do not include detailed elements such as electrical points. Event organisers have asked us to consider providing electrical points to reduce the need to use batteries and generators for power and we will do this during the later design phases.

## **Bridge Street**

**25. Where will the Christmas Tree which gets put on the Bridge Street / High Street roundabout be located?**

The proposals change the shape of the roundabout and introduced a new pedestrian route through the centre of the roundabout where the Christmas tree, a key feature in the town in the run up to Christmas, is normally placed. There will be space for the Christmas tree in the new roundabout design or it could be located elsewhere within the town centre.

**26. Will it still be possible to have the poles on Bridge Street which are used to display flags during events and by Stratford in Bloom and the Christmas lights?**

Yes, the current proposals could include sockets to enable poles to be placed in the central walkway in Bridge Street for displaying flags during events and for use by Stratford in Bloom and the Christmas lights. The proposals are still at an early stage of development and at this point we have not considered how this will be provided in detail.

## **High Street**

**27. How will traffic be stopped from using High Street?**

A decision has not been made on how drivers would be prevented from using the street when it is closed but options are available and include using signs, street furniture, barriers, or bollards.



## Next steps

### **28. How will residents and businesses be kept informed on the progress of the scheme?**

Updates on progress with the project will be provided on the following website:

[www.warwickshire.gov.uk/majorconstructionprojects](http://www.warwickshire.gov.uk/majorconstructionprojects).

### **29. Who is responsible for delivering the proposals?**

Warwickshire County Council as highway authority will be responsible for delivering the proposals but will continue to work closely with Stratford-upon-Avon Town Council, Stratford-upon-Avon Town Centre Strategic Partnership, and other partners.

### **30. Who will pay for the project?**

Stratford-upon-Avon Town Council and Warwickshire County Council are trying to secure external funding to pay for the proposals. A bid was submitted to the government's Levelling Up Fund (LUF) in June 2021 but was unsuccessful. It is unlikely that the proposals will go ahead without external funding. It is expected that there will be a further opportunity to bid to the LUF later this year or alternative funding streams may become available. Some local match funding may be required to contribute towards the overall cost of the scheme.