

Stratford-upon-Avon Town Centre Proposals: Public Information Document

Overview

What is the consultation about?

Stratford-upon-Avon Town Council and Warwickshire County Council have been working together on ideas for what Bridge Street, High Street and Union Street in Stratford-upon-Avon could look like in the future, building on ideas originally set out in the Stratford-upon-Avon Neighbourhood Plan. We want to improve the look and feel of the town centre and make it easier and safer for people to move around on foot or bicycle, as well as benefiting bus users.

We would like your feedback on our proposals which include measures that:

- Prioritise pedestrians and cyclists over motorised traffic.
- Give more space to pedestrians and make it easier for people to move around.
- Discourage traffic from using town centre streets.
- Create a more attractive and pleasant space for people to be in.
- Remove all on-street parking, other than for blue badge holders.
- Retain the existing level of bus provision.

We do not have funding to deliver the proposals in full but carrying out this consultation will help us develop and improve the proposals and put us in a better position to bid for any new funding opportunities. A funding submission to the Levelling Up Fund in summer 2021 was unsuccessful, but there may be future opportunities to bid to the Levelling Up Fund or other funding streams.

Why are we consulting?

We would like feedback from the wider community and town centre users on the proposals to help us make decisions on our next steps. We would like you to tell us what you think about the proposals, what you feel works and does not and how the proposals could be improved. We are still at an early stage in developing these proposals and your input will help shape our plans and designs.

How you can feedback

- The consultation will open on Thursday 24th March 2022 and close on Sunday 5th June 2022.
- Where possible, please submit feedback online via the survey available at www.warwickshire.gov.uk/ask
- If you would like a paper copy of the consultation or need it an alternative format such as Easy Read or help completing the survey, please contact us by phone on 01926 412395 or by email: contactcommunitiesgrp@warwickshire.gov.uk.

- You can also send your feedback directly to Warwickshire County Council by email tpu@warwickshire.gov.uk or in writing to Stratford Town Centre Consultation, Warwickshire County Council, Transport Planning, Shire Hall, Warwick, CV34 4RL.
- You can also feedback at our information events. We will capture any feedback given at these events, but we strongly encourage you to also submit a written response using the survey.

Information events

We are running a series of face to face and online information events where you can find out more about the proposals and ask any questions you may have.

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
Wednesday 6 April	7pm – 8.30pm	Online presentation and question & answer session	Online – Microsoft Teams. Visit www.warwickshire.gov.uk/ask for joining information.

The online information event will be recorded and made available after the event on www.warwickshire.gov.uk/ask.

Next Steps

Once the consultation closes, the County Council and Town Council will carefully consider the feedback received and a consultation report will be prepared which outlines the consultation process and analyses and summarises the feedback received. A report setting out the findings from the consultation and recommended next steps will be presented to Warwickshire County Council’s Cabinet for consideration later in the year.

Setting the scene – Stratford-upon-Avon town centre

Stratford’s town centre today

Stratford-upon-Avon's historic town centre has a wide variety of leisure and shopping experiences for residents, those who work or study in the town and visitors. The town centre also offers a range of services as well as employment, business, and educational opportunities.

Like many towns the centre is facing challenges. Online shopping and the growth of retail parks has meant less people visit town centres and many are struggling. Covid-19 has brought these issues forward.

Stratford town centre is dominated by wide roads which support through traffic and on-street parking, but squeeze pedestrians onto narrow pavements which regularly become crowded. The traffic creates noise and air pollution as well as safety concerns, but much of this traffic could use alternative and more appropriate routes.

By improving the pedestrian and public space in the town centre and reducing the amount of traffic we hope to create a more pleasant environment which people are attracted to visit to spend more time and money. We also want to encourage more people to choose to walk or cycle to the town centre in preference to driving.

Examples elsewhere in the country show that if more space is given to walking and cycling and less to cars this can encourage more people to spend time and money in these areas. 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](#)

Background to the proposals

The proposals we are asking you to comment on build on ideas outlined in the Stratford-upon-Avon Neighbourhood Development Plan. Neighbourhood Plans set out how local communities want the places in which they live and work to develop and are considered when planning and other local decisions are made.

Stratford's Neighbourhood Plan has the vision of making 'Stratford-upon-Avon, Tiddington and Alveston even better places to live, work or visit.' It includes an objective to 'improve access and movement within the town centre' and a proposal to promote schemes in Stratford-Upon-Avon town centre which 'improve the balance between vehicles, pedestrians, and cyclists'. The Plan was formally adopted in 2018 following a local referendum in which 91% of voters supported the Plan.

The Neighbourhood Plan's suggested improvements to Bridge Street and High Street include:

- Widening the pavements and narrowing the roads.
- Improving the public space and landscaping.
- Introducing a 20mph speed limit.
- A 6-month experimental pedestrian priority area on High Street with no access for vehicles between 11am and 4pm except for emergency vehicles, taxis, and blue badge holders.
- Maintaining 2-way traffic on Bridge Street, but with car parking, taxi ranks, and bus stop bays redesigned.
- Redesigning the Bridge Street and Wood Street roundabout to help pedestrians.

Covid-19 measures

In June 2020 temporary measures were introduced across the town centre to support social distancing as part of the response to Covid-19. This provided an opportunity to trial some of the ideas proposed in the NDP. The temporary measures included:

- Closing High Street to traffic between 11am and 6pm.
- Providing pedestrians with more space on Bridge Street. Initially all parking on Bridge Street was removed, but approximately 10 spaces were later reinstated at the request of businesses and local residents.
- An extended taxi rank and additional parking for blue-badge holders was provided on Union Street.
- A 20mph speed limit.

The measures were introduced by Warwickshire County Council following engagement with key partners and kept under regular review to ensure the scheme remained suitable and appropriate to local needs and conditions. The measures were modified several times and the feedback on the later arrangements was generally supportive of the additional space given to pedestrians and cyclists on Bridge Street and High Street. The temporary 20mph speed limit is still in place and the County Council is looking at making this permanent subject to a separate consultation process which be carried out during 2022.

Development of the current proposals

Stratford-upon-Avon Town Council and Warwickshire County Council started work on these proposals in early 2021, building on the ideas set out in the Neighbourhood Plan and the experience of and feedback on the Covid-19 measures. The proposals have been developed to deliver the following vision and objectives and seek to address the challenges facing the town centre and grasp the opportunities which are available.

Vision:

Our vision is a town centre which is full of life and meets the needs of our local community, businesses and visitors. There will be less traffic, making it safer and more inviting for pedestrians and cyclists. More people will be attracted to the town centre and will spend 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.

Objectives:

- Provide a safe environment for people to walk and cycle in the town centre.
- Improve air quality in the town centre.
- Support and enhance the local economy.
- Protect the historic built environment.

Specialist urban design consultants PJA were appointed to support the work and initially four high level concept design options were prepared based on street types identified in the 2018 Chartered Institute of Highways and Transportation publication 'Creating better

streets: Inclusive and accessible places'. These options are summarised below, and further information and plans are available in the Stratford-upon-Avon Town Centre Proposals Development Report.

Option 1 – Enhanced Street

An enhanced street follows a traditional street design but with improved public space and a simpler less cluttered layout. For Stratford, this option involved widening pavements, maintaining all traffic movements, redesigning the parking and bus bays on Bridge Street, relocating the taxi rank from Bridge Street to Union Street and improving the public space and landscaping. It also involved redesigning the Bridge Street High Street roundabout to help pedestrians move between High Street and Henley Street.

Option 2a – Informal Street

Informal streets have less or no formal traffic controls such as signs, line markings and signals and a less obvious distinction between pavements and roads than found on traditional street layouts. Waterside and Lower Henley Street / Meer Street in Stratford could be classified as informal streets. This design commonly has regular courtesy crossings where drivers are encouraged to stop or slow to allow pedestrians to cross. The layout helps to reduce the speed and dominance of traffic. For Stratford, this option was like the enhanced street option (option 1) but with less formal road markings and lower kerb heights.

Option 2b – Informal Street with wide central space

This option was presented as a variation to option 2a with the addition of a wide central pedestrian space on Bridge Street to echo a historic arrangement of the street in which a row of buildings known as Middle Row were in the centre of Bridge Street. To accommodate the walkway the remaining parking on Bridge Street was removed with the blue badge parking relocated to Union Street.

Option 3 - Pedestrian Priority Street

In these streets pedestrians can freely move within the street and motorists are made to feel that they are a guest. This type of street design often has a level surface and does not clearly distinguish between space for motorists and other users. Such streets can deliver low traffic volumes and speeds. Upper Henley Street in Stratford is an example of a pedestrian priority street. For Stratford, this option was like option 1 but with the introduction of a level surface across Bridge Street with patterns on the surface to guide vehicles. The concept design also proposed closing Bridge Street to traffic between 11am and 4pm.

The four concept designs were discussed with the Town Centre Strategic Partnership (TCSP), a working group involving local Councils, businesses and interest groups and option 2b, the informal street with wide central space was selected as the preferred option for further development.

This option was refined in response to feedback from the TCSP and subsequently from other key organisations and groups in the town including emergency services, transport operators, business representatives and event organisers to reflect their feedback. In addition, the design was amended to take account of technical work including traffic modelling carried out to support the preparation of a funding bid to the Government's Levelling Up Fund which was submitted in June 2021. The following changes have been made to the original Option 2b concept design:

- **Bus provision:** The original option 2b concept design had buses stopping in the carriageway in the flow of traffic. This would have maximised the space available for pedestrians but delayed traffic which would have had to wait for passengers to get on and off buses. It would also have been difficult for bus operators because buses would not have been able to wait at the stops. Dedicated bus laybys were reintroduced to allow buses to pull in. One of the spaces within the layby on the western side of the street is shown as being available for deliveries.
- **High Street:** In the original option 2b concept design High Street was open to through traffic but following the positive feedback on the daytime closure introduced as part of the temporary Covid-19 measures to support social distancing and traffic modelling it was decided the town centre proposals should include closing High Street to through traffic daily between the hours of 11am and 4pm. 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 evening peak travel period. A decision has not been made on how drivers would be prevented from using the street when it is closed, but options include using signs, street furniture, barriers, or bollards to stop traffic entering the space.
- **Union Street:** The taxi rank was moved to the western side of Union Street to allow passengers to safely enter and leave taxis from the passenger side doors whilst the blue badge parking has been moved onto the eastern side to enable drivers to access vehicles from the pavement.
- **Union Street:** A ban on right turns from Union Street onto A3400 Guild Street was introduced in response to traffic modelling which showed that vehicles attempting to turn right onto Guild Street would create queues on Union Street which would extend back to Wood Street and High Street. Following discussions with stakeholders it is proposed to permit buses, taxis, and emergency vehicles to make this right turn.

The proposals we are consulting on

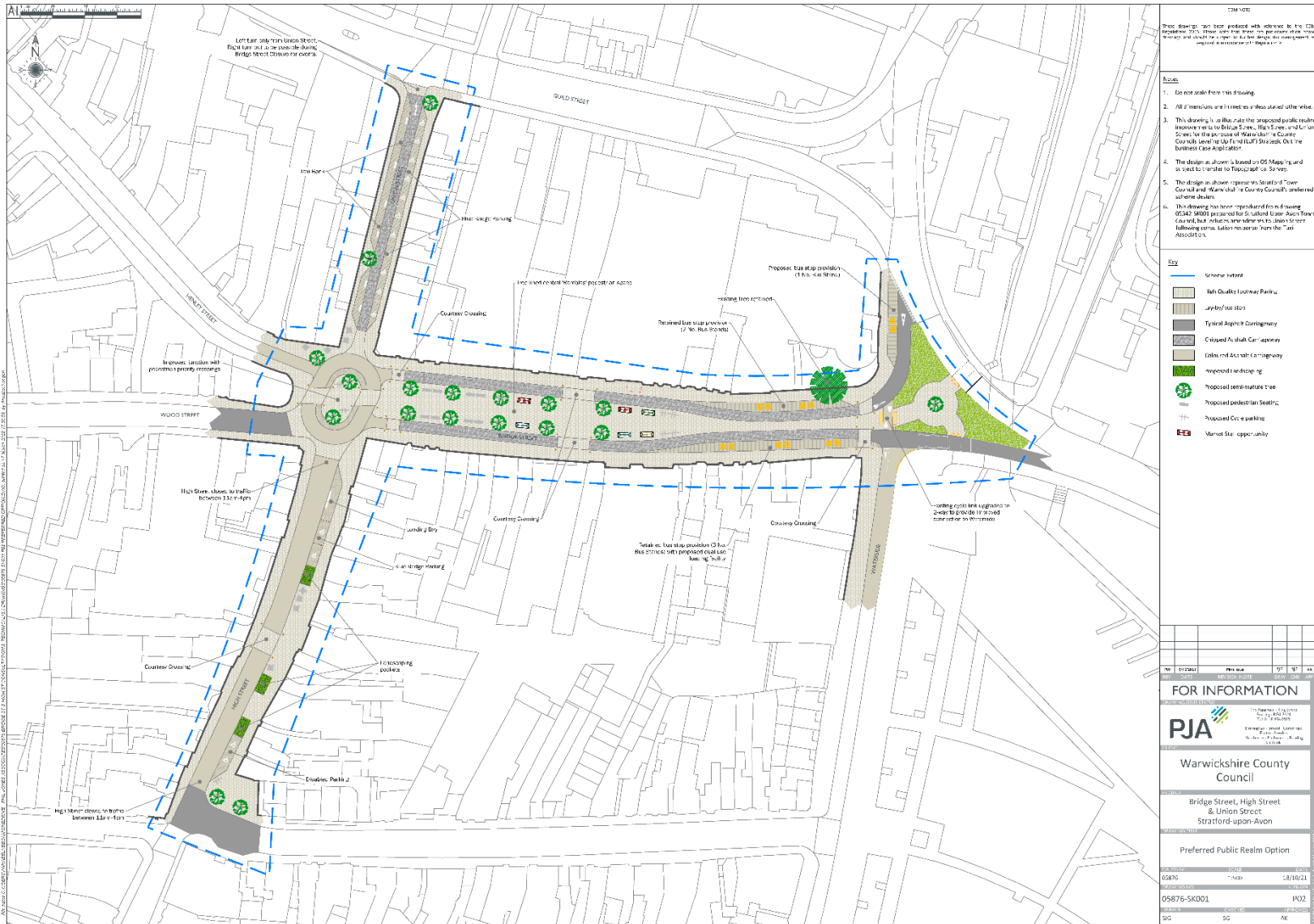
The proposals make changes to three key streets in the town centre:

- Bridge Street, between Waterside and the roundabout with High Street.
- High Street, between Sheep Street and Henley Street.
- Union Street, between Bridge Street and A3400 Guild Street.

The key features of the proposals are:

1. Traffic will still be able to travel through the town centre and buses will continue to use Bridge Street, however priority will be given to pedestrians and cyclists.
2. A wide central walkway will be created on Bridge Street to provide more space for pedestrians and a better connection between Henley Street and Waterside, using space created by narrowing the road, removing parking, and relocating the taxi ranks to Union Street.
3. High Street will be closed to traffic daily between 11am and 4pm and the pavements widened on both sides of the street. General parking will be removed, but some blue badge spaces will be available when the street is open to traffic. Some small, landscaped areas could be provided on the street.
4. The shape of the Bridge Street / High Street roundabout will be changed to improve movement between Henley Street and High Street and a new pedestrian crossing through the centre of the roundabout will be provided to connect Henley Street to the central walkway.
5. Pedestrians will have more opportunities to safely cross the road. New courtesy crossings will be provided where drivers are expected to give way to pedestrians, whilst narrower roads, reduced kerb heights and lower vehicle speeds and less traffic will make it easier for pedestrians to cross in other locations.
6. The 20mph speed limit introduced in 2020 to support social distancing in the town centre will be kept. The County Council is looking to make the temporary 20mph speed limit permanent subject to a separate consultation process which is due to be carried out during 2022.
7. To prevent long traffic queues forming all vehicles except emergency vehicles, taxis and buses will be prevented from turning right from Union Street onto Guild Street.
8. The overall appearance and feel of the streets will be like Waterside with low kerbs, attractive surfaces, and some appropriate planting.
9. The town centre will be more suitable for cycling. The proposals are consistent with LTN 1/20 which is the best practice guide for developing high quality cycling infrastructure.
10. Bus stops will be kept on Bridge Street.

Plan showing Stratford Town Centre Proposals Key Features



The proposals in more detail

The proposals suggest the following changes are made to each of the streets:

Bridge Street

- A wide central walkway will be created in Bridge Street. This will be created by narrowing the road and removing all parking and taxi ranks, totalling 26 car parking spaces, 3 blue badge parking spaces and 9 taxi rank spaces. Blue-badge parking and taxi ranks will be available in Union Street.
- The central walkway will provide an uninterrupted walking route between Henley Street and Wood Street at one end of Bridge Street, and Waterside at the other. The walkway could have other uses such as seating, small landscape features, cycle storage or market stalls.
- Raised courtesy crossings (where drivers are encouraged to give way to pedestrians) will replace the existing Puffin crossings located at either end of Bridge Street. An additional courtesy crossing will be provided halfway along Bridge Street.
- The Bridge Street and High Street roundabout will be redesigned to make for better general pedestrian flow and improved pedestrian movement from High Street to Henley Street. It will include a pedestrian courtesy crossing through the centre of roundabout which will connect Henley Street to the central walkway.
- Bus access and stops will be maintained, with one bus bay on the southern side of Bridge Street also being available for loading. Consideration was given to introducing bus shelters and other facilities for bus passengers, but it was felt that there was insufficient space to provide these.
- The proposals will help cyclists to turn right from Bridge Street onto Waterside.

Visual impression showing how the current town centre proposals could change Bridge Street



High Street:

- High Street closed to traffic daily between the hours of 11am and 4pm except for emergency vehicles. Starting the closure at 11am is consistent with the arrangement on Henley Street and reopening to traffic at 4pm will help traffic flows during the evening peak travel period. A decision has not yet been made as to how the street closure will be affected but options include using signs, street furniture, barriers, or bollards to stop traffic entering the space.
- The road will be narrowed, and pavements widened on both sides of the street.
- It is proposed to lay a buff colour road surface like the surface on Waterside.
- Courtesy crossing (where drivers are encouraged to give way to pedestrians) will be provided at either end of the street and halfway along the street.
- To create the space needed to widen the pavements, the existing pay and display parking (11 spaces) and free evening parking (additional 14 spaces) will be removed.
- 4 blue badge parking spaces will be available between 4pm and 11am. Currently there are 5 blue badge parking spaces.
- 1 loading bay is provided at the northern end of High Street with access between 4pm and 11am
- Small landscape areas could be provided with outdoor seating and potential use by hospitality outlets.

Visual impression showing how the current town centre proposals could change Bridge Street and High Street



Union Street:

- An extended taxi rank will be provided with space for approximately 9 taxis. The existing taxi rank has space for 3 taxis. The extended taxi rank will replace the existing taxi ranks on Bridge Street with an overall reduction of 1 space. The taxi rank will be moved to the western side of Union Street to allow passengers to safely enter and leave the vehicle from the passenger side doors.
- The eastern side of Union Street will be dedicated to blue badge parking with the parking extended towards Guild Street which provides 11 spaces. The spaces will be relocated to the eastern side of Union Street, allowing vehicle drivers to enter and leave the vehicle safely from the driver's side doors.
- Vehicles will be prevented from turning right from Union Street to Guild Street, except for emergency vehicles, taxis, and buses. This is necessary because traffic modelling indicates that right turning traffic would struggle to find sufficient breaks in the traffic on Guild Street to pull out and cause queues on Union Street which would extend to High Street and Wood Street.

What the proposals mean for different users:

Pedestrians

The proposals will provide pedestrians with more space. The wide central walkway proposed for Bridge Street will provide an uninterrupted walking route between Henley Street, Wood Street, Bridge Street and Waterside. High Street will be traffic free between 11am and 4pm and the pavements on either side of High Street will be widened.

The proposals should make it easier and safer for pedestrians to cross the roads. Courtesy crossings where drivers are encouraged to stop for pedestrians will be provided at locations across the town centre and will replace the existing puffin crossings which are located at either end of Bridge Street.

In addition, the carriageways will be narrower meaning pedestrians have less distance to cross and it is expected that there will be significantly less traffic in the town centre. Furthermore, the introduction of the central walkway on Bridge Street means pedestrians will only cross one lane of traffic at a time when crossing Bridge Street. We are keen to hear people's views on these changes, particularly the proposal to remove the puffin crossings and we will discuss this matter with groups representing people with disabilities to understand their views on this.

Cyclists

Retaining the 20mph speed limit and reducing traffic in the town centre will make these roads safer and more attractive for cycling. We also want to provide improved cycle parking. The proposals will enable cyclists to turn right from Bridge Street directly onto Waterside, a movement which is not currently permitted.

The proposals have been reviewed against guidance set out in LTN 1/20 which is the best practice guide for developing high quality cycling infrastructure. The assessment, which was carried out by specialists at PJA who formed part of the team which wrote LTN1/20, found that the scheme met the guidance.

At an early stage in developing the proposals consideration was given to whether a segregated cycle track could be provided on Bridge Street. This option was discounted, because it would have significantly reduced the space which could have been given to pedestrians and because the proposals improved the environment for cycling.

Bus users

There will be no real change for bus users because of the scheme. Bus access will be maintained on Bridge Street with bus laybys provided on either side of the street.

Traffic modelling suggests that journey times within the town centre will improve as traffic on Bridge Street, High Street, Union Street and Wood Street reduces and this should help control bus service journey times and reliability.

Consideration was given to introducing bus shelters and other passenger facilities on Bridge Street, but it was felt there was insufficient space to provide these.

Taxi users / drivers

The proposals relocate the Bridge Street taxi rank to Union Street where the existing taxi rank will be extended to provide space for 9 taxis. This is an overall reduction of one space compared to current provision across Bridge Street, High Street and Union Street. It is proposed to relocate the taxi rank on Union Street from the eastern to the western side of the road. This will allow front seat passengers to exit and enter the taxi from the pavement which should be safer than the current arrangement. Taxis will be unable to enter High Street between 11am and 4pm when it is closed to all traffic.

Street	Taxi rank spaces – current arrangement	Taxi Rank Spaces – final Covid-19 temporary arrangements	Taxi Rank Spaces – proposed
Bridge Street	7	0	0
High Street	0	0	0
Union Street	3	7	9
TOTAL	10	7	9

Figures are approximate based on an estimate of the number of vehicles able to use the space allocated to taxi ranks.

Motorists

The key changes for motorists are as follows:

- Bridge Street, High Street and Union Street will have narrow lanes and courtesy crossings with raised surfaces at which drivers will be expected to give way to pedestrians. In addition, it is proposed to retain the 20mph speed limit introduced in

2020 as part of the Covid-19 temporary measures. These changes are expected to make the town centre less attractive to drivers and lead to traffic diverting to alternative roads which are more suited to carrying traffic, but which may involve slightly longer journeys.

- High Street will be closed to traffic between 11am and 4pm.
- Motorists will be unable to turn right from Union Street onto Guild Street. This will apply to all vehicles except for emergency services, buses, and taxis. The restriction will prevent queues on Union Street which at busy times would extend onto Wood Street and High Street. The queue would be caused by drivers struggling to find a sufficient break in the traffic on Guild Street to safely turn right. Drivers who need to travel east along Guild Street from Union Street would need to turn left onto Guild Street and 'U-turn' at the roundabout with Windsor Street and Birmingham Road.
- A reduction in on-street parking within the town centre, the details of which are set out in the table below.

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

Many people value the convenience of parking in the heart of the town centre, particularly if they want to quickly pick something up from a shop, such as a prescription. We think the benefits of using the space currently allocated to parking to create more space for pedestrians outweighs the impacts associated with removing parking. On-street parking encourages people to drive into the town centre and uses a lot of space whereas improving the streets for pedestrians should encourage more visitors and encourage more people to walk or cycle to the town centre instead of driving.

Alternative parking options are available in the town, including free parking for up to an hour in the Bridgeway multi-storey car park. We understand that many people cannot walk long distances and we have therefore prioritised maintaining parking for blue badge holders over general pay and display parking. 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. Additional blue badge parking is available at other locations in the town centre, including in the service area between Sheep Street and Bridge Street, as well as on Sheep Street, Henley Street and Rother Street. All these locations are well used.

Warwickshire County Council and Stratford-on-Avon District Council are currently preparing a sustainable parking strategy for the town to consider how parking should be provided in the future and hope to consult on options for the strategy later in 2022. An assessment of future demand for parking has been carried out and the expectation is that the strategy will seek to ensure that there is no overall loss of parking supply across the town but that the location of parking may change. Currently there is sufficient parking availability across the town most of the time.

Businesses

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](#)

The proposals provide potential opportunities for businesses, for example hospitality outlets could make use of the outdoor spaces on High Street and the proposed central walkway on Bridge Street could have a range of performance and commercial opportunities such as vending stalls. The closure of High Street during the daytime and wider proposals may affect deliveries to businesses located in the town centre. A combined bus / loading bay will be provided on Bridge Street and a loading bay on High Street will be accessible between 4pm and 11am when the street is open to traffic.

Town centre events

Feedback from event organisers such as the Mop Fair and markets has indicated that changes to the street layout such as the introduction of the central walkway and landscape features could create challenges for events. For example, planted trees would make it difficult to position some of the large fair rides that form part of the Mop Fair. The plans show some trees, which could be planted in the ground or in moveable planters. Other ways that landscape features could be introduced to enhance the appearance of the streets include moveable planters or baskets. We are keen to understand people's views on landscape features within the town and the survey includes questions on this matter.

The impact on traffic

Traffic modelling has been carried out to understand how the proposals will affect traffic in the town. This work is detailed in a technical report and a summary document has been provided. The work indicates 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 concludes 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.

Evidence of similar projects suggest that the proposals would encourage more people to walk or cycle to the town centre if they live locally and that this would bring about a small reduction in the amount of traffic on the town's roads. This is explained in the traffic modelling reports.

Additional Information

A set of information documents have been provided below to explain the background and thinking that has led to the current proposal and to help you understand how the proposals could affect you. The documents are:

- Stratford Town Centre Proposals Frequently Asked Questions document. This will be reviewed and updated in response to feedback received
- Stratford Town Centre Proposals Development Report
- Stratford Town Centre Proposals Equalities Impact Assessment
- Stratford Town Centre Proposals traffic modelling report and summary document.

You may also find it useful to refer to the following core supporting documents which set out the policy basis for the town centre proposals:

- [Warwickshire County Council Plan 2022-2027](#)
- [Stratford-on-Avon District Core Strategy 2011-2031](#)
- [Stratford-upon-Avon Neighbourhood Plan](#)
- [Warwickshire Local Transport Plan](#)
- [Stratford-upon-Avon Area Transport Strategy](#)