



Warwickshire County Council

Stratford-Upon-Avon

**Stratford-upon-Avon Town Centre Proposals – Consultation
summary analysis report for LUF bid**

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I Introduction

I.1 Overview

- 1.1.1 PJA have been commissioned by Warwickshire County Council (WCC) in their capacity as local highway authority, to support the next stage of stakeholder and public consultation for proposals to improve Stratford-upon-Avon town centre.
- 1.1.2 A funding bid submitted to central Government's Levelling Up Fund (LUF) in June 2021 was unsuccessful. WCC intends to submit a further bid to the second round of the LUF which has a closing date in July 2022. Understanding what the wider community and town centre users think about the proposals through consultation is a key part of developing the design and will contribute to the round 2 LUF submission.
- 1.1.3 A consultation on the proposals took place between March 24th, 2022, and June 5th 2022. This report describes how the consultation was carried out, provides analysis of the quantitative feedback received and sets out the key themes to emerge within the qualitative responses. Due to the volume of responses received and short timescale between the consultation closing and the deadline for the submitting the Levelling Up Fund bid, it has not been possible to provide detailed analysis on the qualitative responses. A more detailed analysis report will be prepared once the Levelling Up Fund bid has been submitted.
- 1.1.4 The proposals to improve Stratford-upon-Avon Town Centre seek to create a town centre which is full of life and meets the needs of the 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.
- 1.1.5 The proposals affect three core streets in the Town Centre:
- Bridge Street
 - High Street
 - Union Street
- 1.1.6 The key features of the proposals are as follows:
- 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 permanent soon subject to a separate consultation 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 similar to 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.

1.1.7 The objectives of the consultation were to:

- Raise awareness of the scheme proposals and ensure people have access to accurate information.
- Provide a platform for a conversation about the proposals with stakeholders including residents, businesses and town centre users.
- Generate feedback and input into the design proposals at an early stage to inform the design process, ensure stakeholder views are considered.
- Increase confidence in the scheme purpose and design process.



2 Background

2.1 Overview

2.1.1 This section of the report will outline the background to the project including the stakeholder engagement completed prior to the launch of public consultation in March 2022.

2.1.2 The scheme designs have built on proposals outlined in the made Neighbourhood Development Plan and have been developed with input from key stakeholders including members of the Town Centre Strategic Partnership (TCSP) and engagement with other bodies and organisations including the emergency services, bus operators and town centre event organisers. The TCSP¹ is a working group involving local Councils, businesses and interest groups.

2.1.3 The scheme also builds on the temporary road space reallocation measures introduced from the summer of 2020 to support safe social distancing which remained until July 2021 when retail was fully reopened. These measures were developed and refined across this period with the input from stakeholders and the wider community. The temporary measures essentially trialled some of the proposals such as the widening of pavements and daytime closure of High Street, and overall, the measures received a positive response.

2.2 Stakeholder Engagement

2.2.1 Since January 2021, the design team have undertaken a comprehensive programme of engagement with key stakeholders, including TCSP members. The engagement process has included:

- design workshops;
- meetings with key officers and organisations;
- site visits; and,
- presentations.

2.2.2 Stakeholder engagement and partnership working will remain central to the continued development of this project.

2.2.3 Prior to public consultation, early engagement with key stakeholders was undertaken to ensure that any potentially controversial issues had been addressed as far as possible prior to further public exposure. To enable this, a series of meetings were undertaken with the following stakeholders:

- Town Centre Strategic Partnership;

¹ The membership of TCSP comprises Stratford-upon-Avon Town Council, Stratford-on-Avon District Council, Warwickshire County Council, Stratford BID, Royal Shakespeare Company, Shakespeare Birthplace Trust, Shakespeare's England, Stratford Town Transport Group, Stratford Society, Stratford Town Trust and Accessible Stratford.



- Warwickshire Police
- Stratford District Council including Taxi Licensing
- Warwickshire Fire and Rescue Services
- Accessible Stratford
- Bob Wilson Funfairs
- Boots Retail
- Bus operators Stagecoach and Johnsons
- Bell Court
- LSD Promotions – market and town centre events operator
- Stratford-upon-Avon Christmas Lights Company
- EQulP – Warwickshire Equality and Inclusion Partnership
- Stratford BID
- Warwickshire Property & Development Group
- Warwickshire County Council including officers from Road Safety Engineering, Highway Maintenance, Street Lighting, Public Transport, Transport Planning and Place & Partnership.

2.2.4 Several key themes were raised in these meetings:

- There was a positive reaction to the proposals, with all stakeholders agreeing that improvements to the town centre are required;
- The Emergency Services raised a concern that the daytime closure of High Street to traffic could, depending on how the closure was implemented, impact on their service;
- Concerns regarding the loss of disabled parking on High Street during the hours the street would be closed to traffic;
- Concerns proposals for permanent landscape features on Bridge Street could impact on events;
- Concerns that removing on-street parking on Bridge Street could negatively impact the economic success of retail units on the street as people would be more likely to visit out of town shopping centres;
- Confirmation from public transport operators that the initial proposals were compatible with the existing bus service provision;
- Potential issues surrounding the use of 60mm kerb heights which could negatively impact stalls erected for the markets and other events.

2.2.5 The scheme proposals have built on ideas originally set out in the Neighbourhood Development Plan and have been developed with the input of key stakeholders. Wider consultation provides an opportunity to obtain and understand the views and needs of a wider set of stakeholders and the



public and ensure these are considered within the design process. Stakeholder engagement and partnership working will remain central to the continued development of this project.



3 Public Consultation Methodology

3.1 Overview

3.1.1 This section of the report sets out the methodology undertaken for the public consultation.

3.2 Consultation Programme

3.2.1 Formal public consultation was launched on the 'ask.warwickshire.gov.uk' website, on the 24th March 2022, lasting just over 10 weeks and concluding on 5th June 2022. People were invited to provide feedback in any of the following ways:

- Completing an online survey (preferred method).
- Completing a paper copy of the survey.
- Sending feedback directly to WCC by email or in writing
- By requesting the survey in alternative formats such as easy read or large font.

3.3 Consultation Material

3.3.1 To help people respond to the survey, the following supplementary information to the survey was provided:

- Public Information Document
- Plan showing key features of the proposals
- Frequently Asked Questions Document
- Stratford Town Centre Proposals Development Report
- Equality Impact Assessment
- Traffic Modelling Full Report
- Traffic Modelling Summary

The following policy documents were also highlighted to provide background context to the proposals:

- Warwickshire County Council Plan 2022-27
- Stratford Upon Avon Core Strategy
- Stratford Upon Avon Neighbourhood Development Plan 2011-2031
- Warwickshire Local Transport Plan 2011-2026
- Stratford Upon Avon Area Transport Strategy.



3.4 Consultation Activities

3.4.1 The consultation was supported with a series of public events which provided the public with the opportunity to ask questions and discuss the proposals with members of the design team:

- Public drop-in session at the Friday Market, held on 1st April 2022 between 9:00 and 16:00
- Two staffed public exhibitions in the Town Hall held on:
 - 2nd April 2022 between 10:00 and 16:00
 - 4th April between 13:00 and 19:00
- An online presentation and ‘Question and Answer’ session held on 6th April between 19:00 and 20:30.
- A drop-in session for businesses held at the Stratford BID offices 6th April between 10:00 and 16:00

3.4.2 To support the consultation and ensure strong representation of seldom heard groups, in particular individuals who identify as having a long-term illness or disability, the Warwickshire Equality & Inclusion Partnership (EQuIP) was commissioned to deliver the following three bespoke activities and prepare a report detailing their findings:

- To promote the online survey to their networks, including to two key target groups; those under the age of 25 and people with a disability or long-term condition
- Focus groups with disability groups, including young people with disabilities (particularly mobility) coupled with face-to-face and telephone interviewing.
- Engagement with defined disability groups with a neurodiversity focus, including young people.

3.4.3 EQuIP’s analysis report was not available at the time of preparing this summary report and is therefore not included in this consultation evaluation.

3.5 Promotional Plan

3.5.1 The following communication channels were used to publicise the consultation:

- Social media, particularly Next Door and Facebook where geo-advertising enabled localised messaging as well as using Council and partners’ social media channels;
- Online broadcast – publicised beforehand on social media;
- Websites, including; Warwickshire County Council, Stratford-on-Avon District Council and Stratford Town Council websites;
- Media relations including the Stratford Herald;



- Newsletters and e-Newsletters such as Warwickshire Means Business, Stratforward BID Consumer Newsletter, Equality & Inclusion Partnership fortnightly E-bulletin;
- Exhibition in the vacant Debenhams shop front from 8 April in the centre of Stratford-upon-Avon;
- Newspaper advert in Stratford Herald;
- Incorporation of a QR code into all exhibition materials / advertisements;
- Posters and fliers distributed across Stratford;
- Alerts sent to 1435 Ask Warwickshire subscribers;
- Alerts sent to a comprehensive list of stakeholders including parish councils, transport operators, education establishments, tourism providers / destinations, hospitality sector, local groups and organisations. This was forwarded on to the taxi trade by taxi licensing;
- Verbal briefings including to Warwickshire County Council elected members, Town Centre Strategic Partnership, Town Council meeting and Stratford Town Transport Group;
- Letter sent to 4,353 blue badge holders living in Stratford-on-Avon District;
- Promotion by internal and external partners through their communication channels. Partners included; Warwickshire Association of Local Councils, Warwickshire Community and Voluntary Action, Stratford BID, Child Friendly Warwickshire.



4 Key Findings

4.1.1 In total, 949 respondents completed the survey. Out of these responses, 939 were completed online, with a further 10 responses received via paper questionnaire.

4.1.2 Overall, more people agreed with the proposals for the town centre than disagreed. Participants were asked 'to what extent do you agree or disagree with the overall proposals', and of the 930 responses to this question 33% (n=303) strongly agreed, with a further 29% (n=274) expressing agreement. In contrast, 20% (n=190) strongly disagreed, with a further 11% (n=99) disagreeing. A further 7% of respondents (n=64) stated they neither agreed nor disagreed with the proposals.

4.1.3 There was more support than opposition for the proposals for each of the streets included within the project. In terms of agreement (either agreed or strongly agreed) and disagreed (either disagreed or strongly disagreed); the following was recorded based on those respondents to each of the questions:

- Out of 940 responses, 61% (n=573) agreed or strongly agreed with the overall proposals for Bridge Street. 31% (n=291) strongly agreed with a further 30% (n=282) agreeing. In contrast, 31% (n=287) disagreed or strongly disagreed, of which 19% (n=182) strongly disagreed whilst 11% (n=105) disagreed.
- Out of 934 responses, 61% (n=572) agreed or strongly agreed with the overall proposals for High Street. 32% (n=301) strongly agreed whilst 29% (n=271) agreed. In contrast, 30% (n=280) disagreed or strongly disagreed. Out of these, 20% (n=191) strongly disagreed whilst 10% (n=89) disagreed.
- Out of 932 responses, 61% (n=586) agreed or strongly agreed with the overall proposals for Union Street. 27% (n=248) strongly agreed whilst 34% (n=320) agreed. In contrast, 25% (n=235) disagreed or strongly disagreed. 16% (n=151) strongly disagreed whilst 9% (n=84) disagreed.

4.2 Vision

4.2.1 Two-thirds of respondents strongly agreed or agreed with the vision for the town centre. 39% (n=367) strongly agreed, with a further 28% (n=262) agreeing. In contrast, a quarter of respondents disagreed or strongly disagreed. The number of respondents strongly disagreeing was 15% (n=144), with a further 10% (n=97) disagreeing.

4.3 Objectives

4.3.1 The majority of respondents agreed with the objectives for the town centre, with all objectives receiving at least 75% agreement:



- Out of 940 responses, over three quarters of respondents strongly agreed or agreed with the objective to provide safe walking and cycling conditions. 48% (n=450) strongly agreed, 28% (n=267) agreed. 7% (n=69) strongly disagreed, with a further 7% (n=67) disagreeing.
- Out of 935 responses, just over three-quarters of respondents strongly agreed or agreed with the objective to improve air quality. 46% (n=433) strongly agreed, with a further 30% (n=279) agreeing. In contrast, 5% (n=50) strongly disagreed, with a further 4% (n=42) disagreeing.
- Out of 938 responses, over three quarters of respondents strongly agreed or agreed with supporting the local economy. 48% (n=453) stated they strongly agreed, with a further 29% (n=268) agreeing. In contrast, 8% (n=78) strongly disagreed with a further 5% (n=47) disagreeing.
- Out of 937 responses, the majority agreed with protecting the historic built environment. 50% (n=466) strongly agreed, with a further 29% (n=268) agreeing. In contrast, 5% (n=43) strongly disagreed with a further 5% (n=49) disagreeing.

4.4 Bridge Street

- 4.4.1 Out of 938 responses, over two-thirds of respondents (66%, n=619) agreed or strongly agreed with the plans to create a wide central pedestrian space on Bridge Street. Out of these, 39% (n=364) strongly agreed and 27% (n=255) agreed. In comparison 26% (n=245) disagreed or strongly disagreed. Out of these, 18% (n=171) strongly disagreed and 8% (n=74) disagreed.
- 4.4.2 Respondents were asked how they would like to see the proposed central space utilised and were able to select multiple options from a list or make other suggestions. Out of 808 responses, the most popular options were landscaping such as trees or planters (78%, n=629) and providing seating areas (75%, n=610). The least popular options from the provided list were market stalls (27%, n=218) and street vendors (28% n=224).
- 4.4.3 Out of 924 responses, 63% (n=582) agreed or strongly agreed with the proposals to narrow the road width on Bridge Street. 29% (n=270) agreed with the proposals, with a further 34% (n=312) strongly agreeing. In contrast, 26% (n=234) disagreed or strongly disagreed. Of these, 8% (n=72) disagreed and a further 18% (n=162) strongly disagreed.
- 4.4.4 Out of 935 responses, 58% (n=539) agreed or strongly agreed with the proposal to remove parking from Bridge Street. Out of these, 37% (n=347) respondents strongly agreed and 21% (n=192) agreed. In comparison, 10% (n=94) disagreed, and 25% (n=230) strongly disagreed with the removal of parking from Bridge Street.
- 4.4.5 Out of 930 responses, 64% (n=594) stated they agreed or strongly agreed with the relocation of taxi ranks to Union Street. Out of these responses, 38% (n=351) strongly agreed and 26% (n=243) agreed. In contrast, 18% (n=167) disagreed or strongly disagreed of which, 7% (n=62) disagreed and 11% (n=105) strongly disagreed.



- 4.4.6 Out of 929 responses, just over half (n=478) agreed or strongly agreed with the proposals to replace puffin crossings with courtesy crossings at either end of Bridge Street. Of these responses, 25% (n=228) strongly agreed and 27% (n=250) agreed. In contrast 26% (n=239) disagreed or strongly disagreed with this proposal, with 15% (n=136) strongly disagreeing and 11% (n=103) disagreeing. In addition, 23% of respondents (n=212) neither agreed nor disagreed.
- 4.4.7 Out of 927 responses, 63% (n=587) agreed or strongly agreed with the proposals to provide courtesy crossings halfway along Bridge Street. Of these responses, 30% (n=277) strongly agreed with this proposal and 33% (n=310) strongly agreed. In contrast 29% (n=173) disagreed with 11% (n=105) strongly disagreeing.
- 4.4.8 Out of 931 responses, more people agreed or strongly agreed with redesigning the Bridge Street and High Street roundabout (n=526) than people who disagreed or strongly disagreed with the proposal (n=186). Out of these responses, 31% (n=284) strongly agreed whilst 26% (n=242) agreed. In contrast, a fifth (n=186) disagreed or strongly disagreed. 6% (n=59) disagreed whilst a further 14% (n=127) strongly disagreed. A significant number of people, 24% (n=219) neither agreed nor disagreed with the proposal.
- 4.4.9 Out of 931 responses, over half (n=498) agreed or strongly agreed with enabling cyclists to turn from Bridge Street onto Waterside. Of these, 32% (n=294) strongly agreed, and 22% (n=204) agreed, in contrast, just under a quarter (n=206) disagreed or strongly disagreed. Out of these responses, 14% (n=128) strongly disagreed and 8% (n=78) disagreed. A further 24% (n=227) neither agreed nor disagreed with this proposal.

4.5 High Street

- 4.5.1 Out of 927 responses, 61% (n=569) agreed or strongly agreed with closing High Street to traffic daily from 11am to 4pm. Of these, 38% (n=354) strongly agreed and 23% (n=215) agreed. In contrast, 31% (n=291) disagreed or strongly disagreed. Out of these responses, 22% (n=203) strongly disagreed and 9% (n=88) disagreed.
- 4.5.2 Respondents were asked if they had a preference for how they would like to see this closure implemented. Out of the 853 respondents who answered this question, the largest number of respondents 53% (n=453) selected rising bollards. The least favoured option was signs with enforcement using cameras, with 9% (n=87) selecting this option.
- 4.5.3 Respondents were asked their views on narrowing the road to widen the pavements on either side of High Street. In response to this question, 67% of 925 respondents (n=616) agreed or strongly agreed. Of these, 43% (n=395) strongly agreed and 24% (n=221) agreed. In contrast, 25% (n=233) disagreeing or strongly disagreeing. Out of these responses, 16% (n=151) strongly disagreed and 9% (n=82) disagreed.



- 4.5.4 Respondents were asked for their views on a proposal to lay a buff-coloured road surface. Out of 925 respondents, 22% (n=202) agreed and 27% (n=246) strongly agreed with the proposal. In contrast 5% (n=46) disagreed with a further 14% (n=130) strongly disagreed. A further 33% (n=301) neither agreed nor disagreed with the proposal.
- 4.5.5 Out of 922 responses, 62% (n=576) agreed or strongly agreed with providing courtesy crossings at either end and halfway along High Street. Of these, 29% (n=268) strongly agreed and 33% (n=308) agreed. In contrast, 21% (n=190) disagreed or strongly disagreed. Out of these responses, 12% (n=109) strongly disagreed and 9% (n=81) disagreed.
- 4.5.6 Views on the proposal to remove all general parking on High Street, including free evening parking on High Street were relatively evenly split. Out of 924 responses, 48% (n=446) agreed or strongly agreed with the removal of all general parking, of which 32% (n=293) strongly agreed and 16% (n=153) agreed. In contrast 42% (n=388) disagreed or strongly disagreed, of which 28% (n=255) strongly disagreed and 14% (n=133) disagreed.
- 4.5.7 Out of 919 responses, 56% of respondents (n=515) agreed or strongly agreed with providing four blue badge parking spaces along High Street between the hours of 4pm and 11am. Of these responses, 29% (n=266) strongly agreed and 27% (n=249) agreed. In contrast, 23% (n=211) disagreed or strongly disagreed. Of these responses, 14% (n=132) strongly disagreed and 9% (n=79) disagreed. It was interest to note that 21% (n=193) neither agreed nor disagreed.
- 4.5.8 Out of 911 responses, 55% (n=504) agreed or strongly agreed with providing one loading bay on High Street between the hours of 4pm and 11am. Of these responses, 21% (n=192) strongly agreed and 34% (n=312) agreed. In contrast, 17% (n=156) disagreed or strongly disagreed. Of these responses, 11% (n=103) strongly disagreed and 6% (n=53) disagreed. A further 28% (n=251) neither agreed nor disagreed.
- 4.5.9 Finally, out of 921 responses, the majority of people 70% (n= 644) agreed or strongly agreed to small landscape areas provided on High Street which was previously occupied by on-street parking. Of these responses, 42% (n=383) strongly agreed and 28% (n=261) agreed. In contrast, 15% (n=138) disagreed or strongly disagreed, with 10% (n=93) strongly disagreed and 5% (n=45) disagreeing.

4.6 Union Street

- 4.6.1 Out of 930 responses, the majority of respondents (57%, n=532) agreed or strongly agreed to an extended taxi rank on Union Street. Of these responses, 22% (n=204) strongly agreed and 35% (n=328) agreed. In contrast, 18% (n=165) strongly disagreed or disagreed. Of these responses, 10% (N=90) strongly disagreed and 8% (n=75) disagreed. In addition, 25% (n=233) neither agreed nor disagreed.



4.6.2 Out of 930 responses, the majority of respondents (64%, n=597) agreed or strongly agreed to relocate blue badge parking from Bridge Street to Union Street. Of these responses, 29% (n=273) strongly agreed and 35% (n=324) agreed. In contrast, 16% (n=146) disagreed or strongly disagreed. Out of these, 10% (n=95) strongly disagreed and 5% (n=51) disagreed. In addition, 20% (n=187) of respondents neither agreed nor disagreed.

4.6.3 Views on banning right turns from Union Street to Guild Street were relatively split. Out of 923 responses, 46% (n=421) of respondents agreed or strongly agreed with the ban with 23% strongly agreeing (n=216) and 22% agreeing (n=205). This compared to 35% (n=325) who disagreed or strongly disagreed with the proposal of which 23% strongly disagreed (n=216) and 12% disagreed (n=109).

4.7 Further Comments

4.7.1 There was significant consistency in the issues raised by respondents and considerable repetition in the main issues raised in response to questions which invited comment on the proposals. Key themes to emerge were:

- Improving active travel facilities for walking and cycling is welcomed;
- Discontent of banning right turn from Union Street to Guild Street;
- Discontent of the clustering of blue badge parking on Union Street;
- Belief and concern that the scheme proposals would result in additional traffic on distributor roads around Stratford-upon-Avon.

4.7.2 Considering equality issues and impacts is also key to ensuring the scheme is beneficial to everyone. The main areas raised by respondents were:

- The proposals should consider the needs of people with disabilities;
- Urge to consider the accessibility of Stratford-upon-Avon for vulnerable and isolated groups, with a particular focus on current affordability of transport;
- Stressed that the scheme design considers the needs of all ages of town centre users; from school aged children to older citizens;
- Urge to consider other / non-vehicle road users (e.g., pedestrians, cyclists).



5 Response Analysis

5.1 Overview

- 5.1.1 This section presents the responses collected via an online consultation held via the Ask Warwickshire (ask.warwickshire.gov.uk) portal and a paper version of the consultation supplied on request. The consultation was open to members of the public and stakeholders between 24th March 2022 and 5th June 2022.
- 5.1.2 949 responses were received: 939 through the online consultation and 10 from the paper version of the survey.
- 5.1.3 It is important to note that this consultation report is a summary of the consultation survey responses received only. Given the short timescales between the consultation closing and the deadline to submit a Levelling Up Fund bid, no detailed analysis has been conducted on the qualitative responses received as part of the consultation, but key themes to emerge as part of the qualitative responses have been set out. It should also be noted that the report does not summarise or provide any analysis of emails or letters sent to the County Council in response to the consultation., More detailed analysis of the consultation feedback will be conducted once the Levelling Up Fund bid has been submitted.
- 5.1.4 **It is important to note that all values presented in this report have been rounded to the nearest whole percentage.**

5.2 Representation

- 5.2.1 Appendix A provides an overview of the representation of responses compared to the equivalent Warwickshire figures. This shows that there was an underrepresentation of respondents who were aged between 18 – 24 (2% of total survey respondents, compared to 10% for Warwickshire as a whole). Moreover, 17% of respondents who answered the survey identified as having a long-standing illness or disability which is broadly in line with Warwickshire figures where 20% of the population have a long-standing illness or disability. Caution is required when analysing the responses which, whilst being indicative of the views of the local population, cannot be seen as a full representation of the total population.

5.3 About You

- 5.3.1 Respondents were asked their main reason for responding to this survey and their typical mode of transport to Stratford-upon-Avon. The responses to these questions are presented below:
- 5.3.2 Respondents were asked what their main reason was for completing the survey. Table 5-1 gives a breakdown of the responses.



Table 5-1: Main reason for completing the survey

Reason for completing survey	Number	%
I am a local resident who lives in Stratford-upon-Avon	652	68.7
I am providing a response on behalf of an organisation	11	1.2
I am responding on behalf of a business based in Stratford-upon-Avon (please specify below)	6	0.6
I work in or near to Stratford-upon-Avon	36	3.8
I am a student in or near to Stratford-upon-Avon	2	0.2
I visit Stratford-upon-Avon, for example to use the town centre services and facilities such as shopping, hospitality, entertainment or visitor attractions	200	21.1
Other...	42	4.4
Total	949	100

5.3.3 The figures in the above table indicate that 69% (n=652) of all respondents stated they were a local resident living in Stratford-upon-Avon. In terms of those who stated they were providing a response on behalf of a business, these included Bridgetown Primary School, Dunchurch Parish Council, Guide Dogs, Royal Shakespeare Company, Friends of the Earth, Stratford Town Trust, Stratford Cycle Forum, Accessible Stratford, Stratford Climate Action and Stratford-upon-Avon Town Transport Group. Of those respondents who stated 'other', this included respondents who stated they were residents of specific areas in Warwickshire as well as respondents with disabilities.

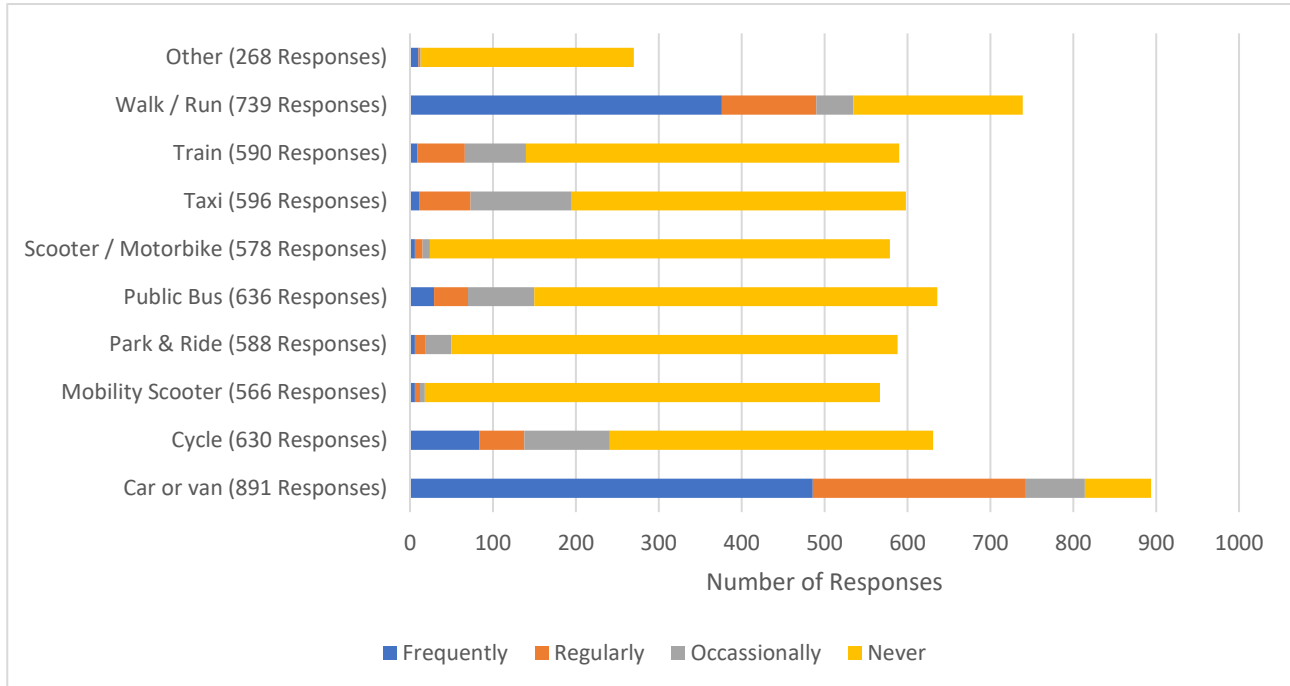
5.3.4 Respondents were asked whether and how frequently they used various modes of transport to travel to Stratford-upon-Avon town centre. Respondents could select from the options frequently (once a week or more), regularly (once a month or more), occasionally (once a year) or never. This question wasn't completed in full by all respondents with the number of respondents who gave a response to each option as follows:

- Car or van (891 responses)
- Cycle (630 responses)
- Mobility scooter (566 responses)
- Park & Ride (588 responses)
- Public Bus (636 responses)
- Scooter / Motorbike (578 responses)
- Taxi (596 responses)
- Train (590 responses)



- Walk / run (739 responses)
- Other (268 responses)

Figure 5-1: Frequency of travel to Stratford-upon-Avon town centre



5.3.5 Figure 6-1 indicates that of the 891 respondents who answered the question concerning travel frequency by car/van, 55% (n=486) stated they frequently travel to Stratford-upon-Avon using a car or a van. The next most common form of transport was walking and running, where of the 739 responses to this question, 51% (n=376) stated they travelled by this mode frequently. In terms of 'other' comments made in relation to other forms of transport, 13 respondents said they used other forms of transport not included in the list provided. Of these, the most noted responses were push scooters and wheelchairs.

5.3.6 Respondents who use a car, van, scooter or motorbike were asked where they normally park in Stratford-upon-Avon. The results in Table 5-2 show that of the 885 responses received to this question, only 9 respondents (1%) stated they park at the park and ride facility, with 36% (n=322) stating they parked in another car park where you are required to pay. Locations given by the 109 respondents who stated they parked in an 'other' location to those provided in the list included taking advantage of free time limited parking at the Maybird Centre and Morrisons, as well as parking in blue badge designated areas.



Table 5-2: Parking preference in Stratford-upon-Avon for respondents who use a car, van, scooter or motorbike (n=885)

Location	Number	%
At the Park and Ride	9	1.0
In another car park where you are required to pay	322	36.4
In a staff car park	21	2.4
On street using Pay and Display	131	14.8
On street free parking in a time restricted area	123	13.9
On street in an area without restrictions	33	3.7
Bridgeway Motorcycle Park	8	0.9
At a friend/family residence	28	3.2
Other...	109	12.3
I don't travel to Stratford-upon-Avon by these methods	101	11.4
Total	885	100

5.4 Vision and Objectives

5.4.1 At the beginning of the survey, respondents were informed of the vision for the proposals, which was as follows:

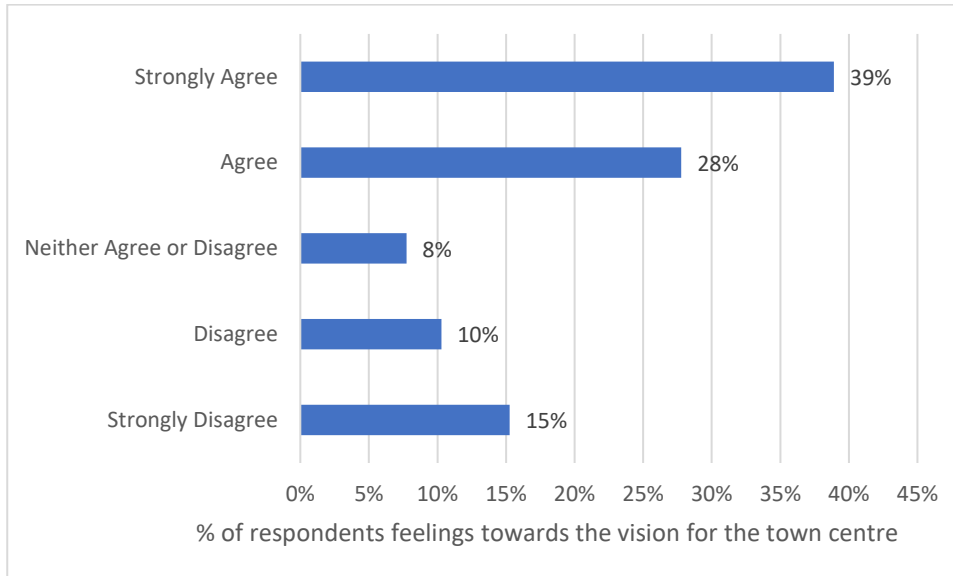
Our vision is a town centre which is full of life and meets the needs of our local community, businesses and visitors. There will be less traffic, making it safer and more inviting for pedestrians and cyclists. More people will be attracted to the town centre and will spend more money in the local economy.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

5.4.2 Respondents were asked for their views on the vision and overall, there was considerable support for this. As Figure 5-2 shows, of the 943 respondents who answered this question, over two thirds of respondents either strongly agreed or agreed with the vision of the proposals. The number of respondents strongly agreeing was 39% (n=367), with a further 28% (n=262) agreeing. In contrast,



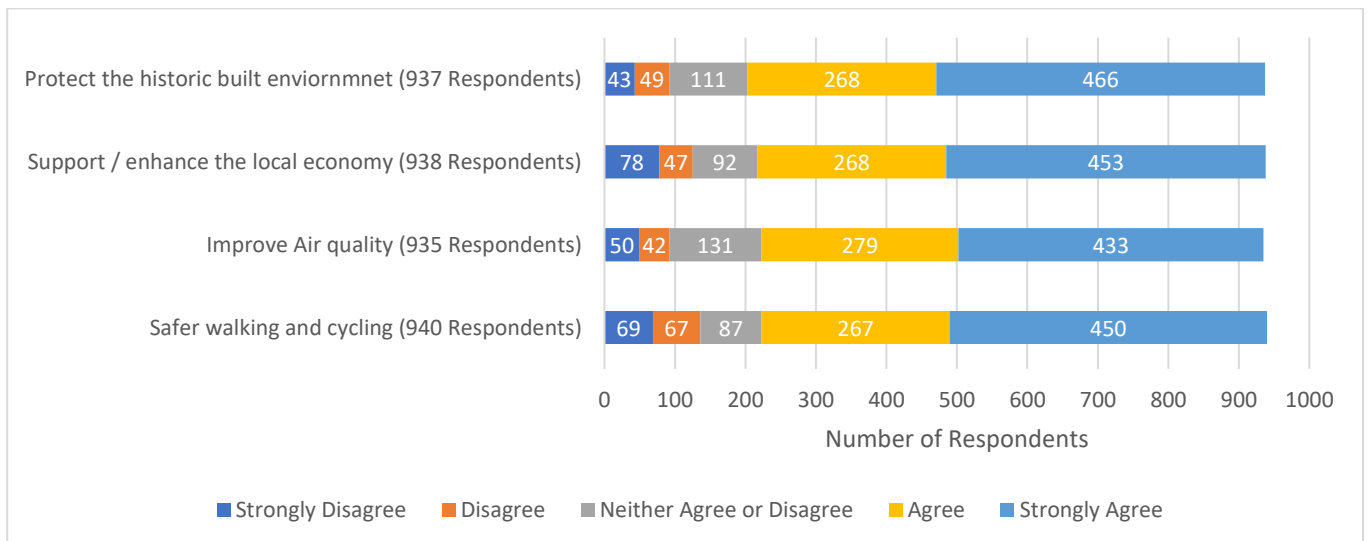
a quarter of respondents disagreed or strongly disagreed. The number of respondents strongly disagreeing was 15% (n=144), with a further 10% (n=97) disagreeing.

Figure 5-2: To what extent do you agree or disagree with the vision for the town centre proposals?



5.4.3 Respondents were asked to consider the information provided about the objectives of the proposals and to then state their level of agreement. As Figure 5-3 shows, each of the objectives was strongly agreed or agreed with by the majority of respondents, with all objectives having at least 75% support.

Figure 5-3: Feelings towards town centre objectives



5.4.4 Respondents were invited to make any other comments they had about the vision and objectives. In total 486 comments were received to the open question concerning the vision and 305 comments were received to the open question concerning the objectives. Comments tended to



reflect the overall positive response to the quantitative questions about the visions and objectives and reiterated people support and reasons for their support. However, other respondents did take the opportunity to raise concerns.

5.4.5 In terms of 'other' ideas to consider in relation to the vision, common themes that emerged from respondents were:

- Concern with the high number of vacant retail units;
- The need to establish a diverse shopping offer;
- Maintaining parking throughout the town centre, particularly for people with long standing illnesses or disability;
- Incorporating public transport into the vision statement;
- Incorporating 'green infrastructure' such as trees, plants etc. into the vision statement.

5.4.6 In terms of 'other' ideas to consider in relation to the objectives, common themes that emerged from respondents generally concerned:

- Incorporating 'removing through traffic' as an objective of the proposals;
- Making reference to providing a town centre for local residents and tourists in unison;
- Increased focus on the natural environment e.g. trees, planting, biodiversity.

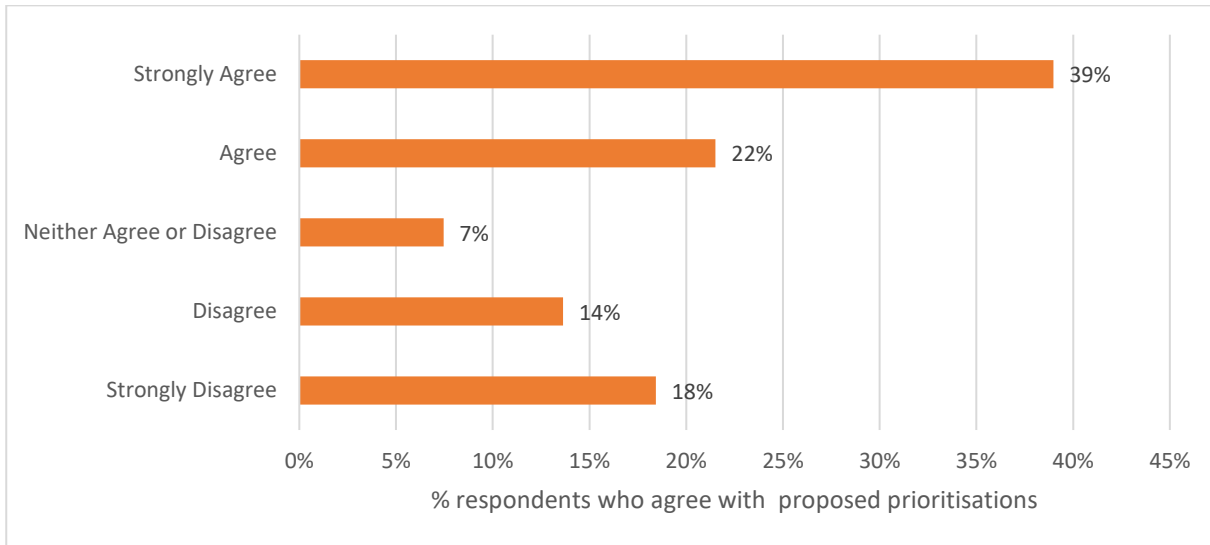
5.5 Overall approach to the Town Centre Proposals

5.5.1 Following this, respondents were asked a series of questions concerning the overall design principles which are integral to the proposal and would be incorporated across the scheme design. Detailed questions on each of the three locations were then asked in subsequent questions.

5.5.2 Firstly, respondents were provided with information that highlighted how the scheme will prioritise walking and cycling, followed by public transport and then motorists. Respondents were asked to what extent they agreed with this approach. 939 responses were received to this part of the question. As Figure 5-4 shows, there was more agreement than disagreement with the proposed prioritisation with 39% (n=367) strongly agreeing with the proposals, and a further 22% (n=202) agreeing. In contrast, 18% (n=172) strongly disagreed, with a further 14% (n=128) disagreed.



Figure 5-4: Agreement with proposed prioritisations



5.5.3 577 responses were received from respondents when asked to provide additional comments concerning the proposed prioritisations. Many respondents took this opportunity to pledge their support for such prioritisation, highlighting the safety improvements for pedestrians that such prioritisation would bring to the town centre. Other key themes identified were:

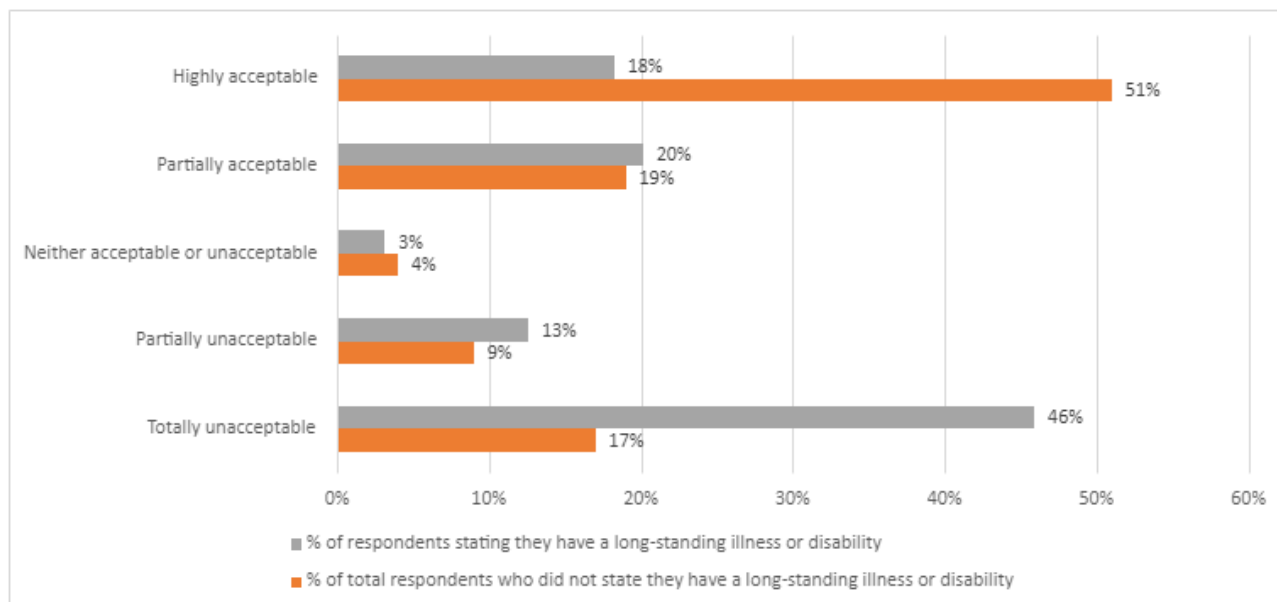
- Importance of referencing health and fitness as part of the prioritisation of walking and cycling
- Queries relating to the priority given to accessibility to the disabled and elderly community
- Elevation of the position of public transport within the prioritisation.

5.5.4 Respondents were then asked for their views on the proposal to remove all general parking from Bridge Street, High Street and Union Street as well as making changes to blue badge parking. Of the 942 responses to this question, 61% (n=576) found the proposal either highly or partially acceptable, of which 43% (n=404) found the proposal highly acceptable and 18% (n=172) partially acceptable. In contrast 35% (n=327) found the proposal totally or partially unacceptable, of which 26% found it highly unacceptable (n=242) and 9% (n=85) partially unacceptable. In addition 4% (n=39) found the proposal neither acceptable nor unacceptable.

5.5.5 Figure 5-5 shows that there was a higher level of acceptance of the proposals for changing parking amongst respondents who stated they did not have a long-standing illness or disability than those who did. Of the 672 respondents who stated they did not have a long-standing illness or disability and answered this question 51% (n=344) found the proposal highly acceptable and 19% (n=126) partially acceptable, compared to 17% (n=115) who said it was totally unacceptable and 9% (n=58) partially unacceptable. In contrast, cross-tabulation showed that of the 159 respondents who stated they did have a long-standing illness or disability and answered this question, 18% (n=29)

stated they found the proposal highly acceptable, 20% (n=32) stated they found it acceptable, in contrast to 13% (n=20) who found the proposal totally unacceptable and 46% (n=73) unacceptable.

Figure 5-5: Acceptability of parking changes



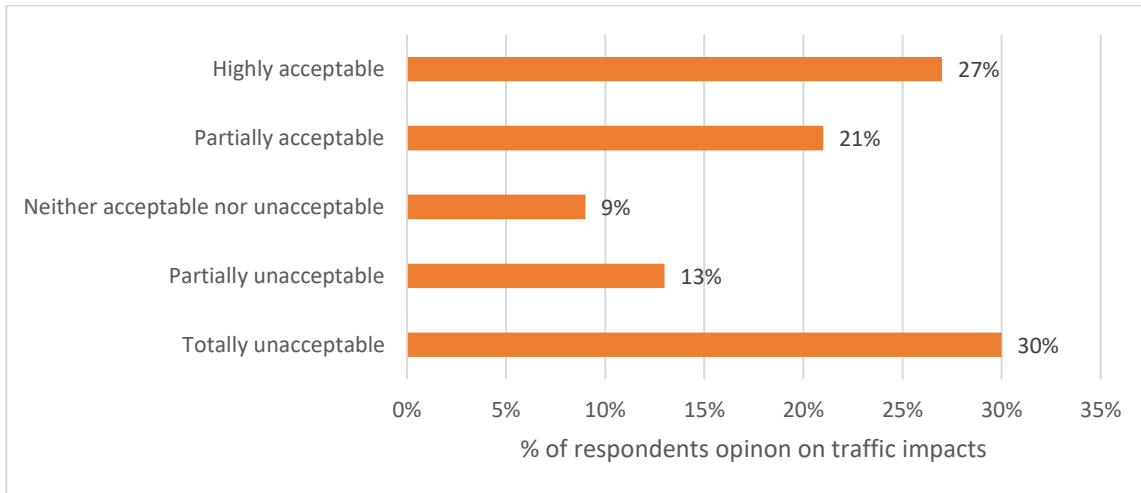
5.5.6 Following this question, respondents were given an opportunity to provide any additional comments on the acceptability of the proposed parking changes. 617 responses were received, with common themes emerging being:

- The importance of maintaining good provision of blue badge parking;
- Maintaining some short, on-street parking provision for quick visits such as prescription collection;
- Providing sufficient parking space in proximity to Bridge Street for the elderly.

5.5.7 Respondents were then provided with information concerning the traffic modelling results which suggest proposals will reduce traffic in the town centre and result in more traffic on other roads. Respondents were asked to what extent they found this approach acceptable. Views on the acceptability of traffic impacts associated with the scheme were relatively equally split. Of the 938 respondents who answered this question, 30% (n=284) respondents stated the impacts were totally unacceptable, with a further 13% (n=118) respondents finding the impacts partially unacceptable. In contrast, 27% (n=255) of respondents were highly accepting of these impacts, with a further 21% (n=201) partially accepting of the impacts.



Figure 5-6: Feelings on traffic impacts



5.5.8 Respondents were provided with the opportunity to expand on their responses concerning the traffic impacts. 601 responses were received to this part of the question, with the following key themes being derived:

- Concern that traffic is already an issue on surrounding roads;
- Acceptance that such measures are required to improve conditions for walking and cycling in the town centre.

5.5.9 Respondents were then provided with information concerning the overall design approach to the scheme. This included:

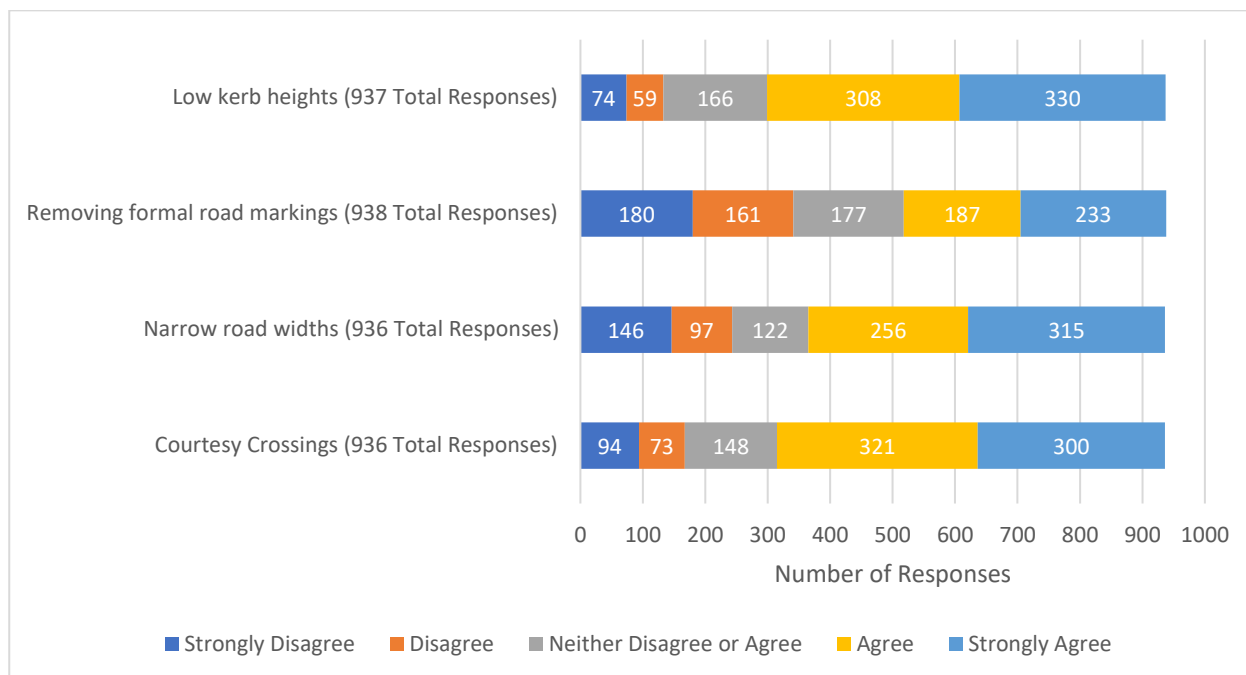
- Courtesy crossings (936 responses were received to this part of the question);
- Narrow road widths (936 responses were received to this part of the question);
- Removing formal road marking (938 responses were received to this part of the question);
- Low kerb heights (937 responses were received to this part of the question).

5.5.10 As highlighted in Figure 5-7, more respondents agreed with each design approach than disagreed. The design approach with the highest level of agreement was providing lower kerb heights, with 68% of respondents to this question (n=638) stating they agreed or strongly agreed with this principle. Out of these, 35% (n=330) strongly agreed and 33% (n=308) agreed. In contrast, 14% (n=133) disagreed or strongly disagreed. 8% (n=74) strongly disagreed whilst 6% (n=59) disagreed.

5.5.11 The design principle with the lowest level of agreement was the removal of formal road markings to which 45% of respondents (n=420) either agreed or strongly agreed with 36% (n=341) disagreeing or strongly disagreeing.



Figure 5-7: Feelings on design approach

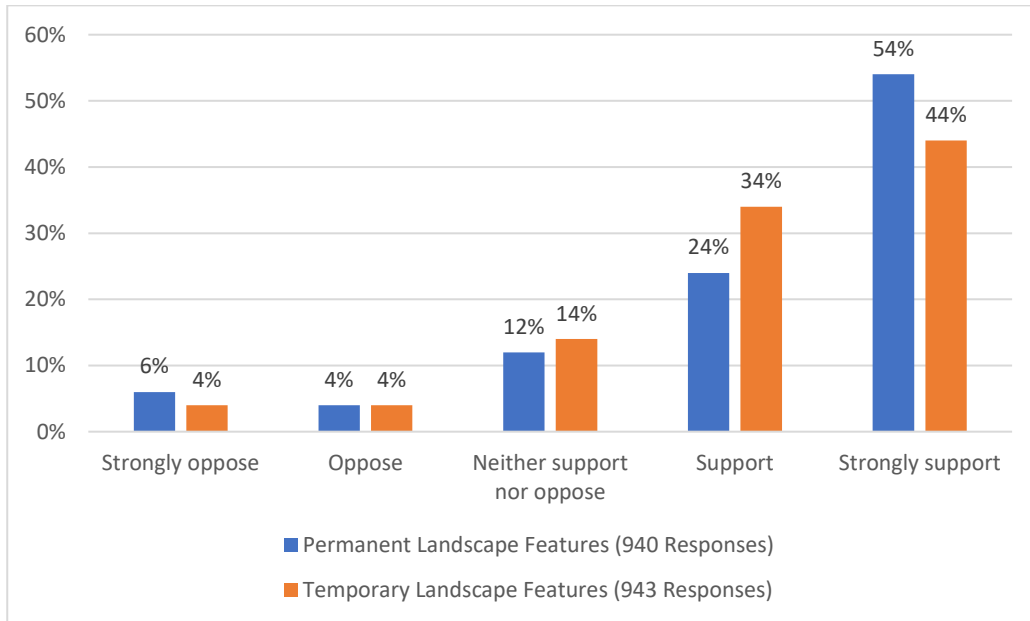


5.5.12 Respondents were then provided information concerning the potential for landscape features to be provided across the scheme. Respondents were asked if they support or oppose the provision of permanent landscape features. 940 responses were received to this part of the question, with the most common response being strongly support (54%, n=503). In total, 78% (n=730) of respondents either strongly supported or supported this proposal. In contrast, 10% of respondents (n=95) either opposed or strongly opposed the provision of permanent features.

5.5.13 Similarly, respondents were asked to identify their level of support for temporary landscape features, which could include planters or hanging baskets in the town centre. 943 responses were received to this question, with 78% of respondents (n=736) either supporting or strongly supporting the provision of temporary landscaping, and 72 respondents (8%) stating they opposed or strongly opposed to such measures.



Figure 5-8: Feelings on permanent & temporary landscaping



5.5.14 Respondents were given the opportunity to explain their answers further concerning the overall approach to the town centre proposals. 365 comments were received from respondents. Many respondents returned to expressing their support for the scheme or raising issues already presented or discussed in previous questions to emphasise their comments. Common themes emerging from responses included:

- Greening the town through additional trees, flowers and shrubs;
- Future operations of events such as the Mop Fair must be considered;
- Expand scope of scheme further to incorporate further pedestrian enhancements;
- Further consideration around courtesy crossings and driver awareness.

5.6 Bridge Street

5.6.1 Following questions concerning the overall design of the proposals, the next section of the questionnaire asked tailored questions on each of the three streets that the proposals seek to reimagine. The following information was provided about the scheme on Bridge Street:

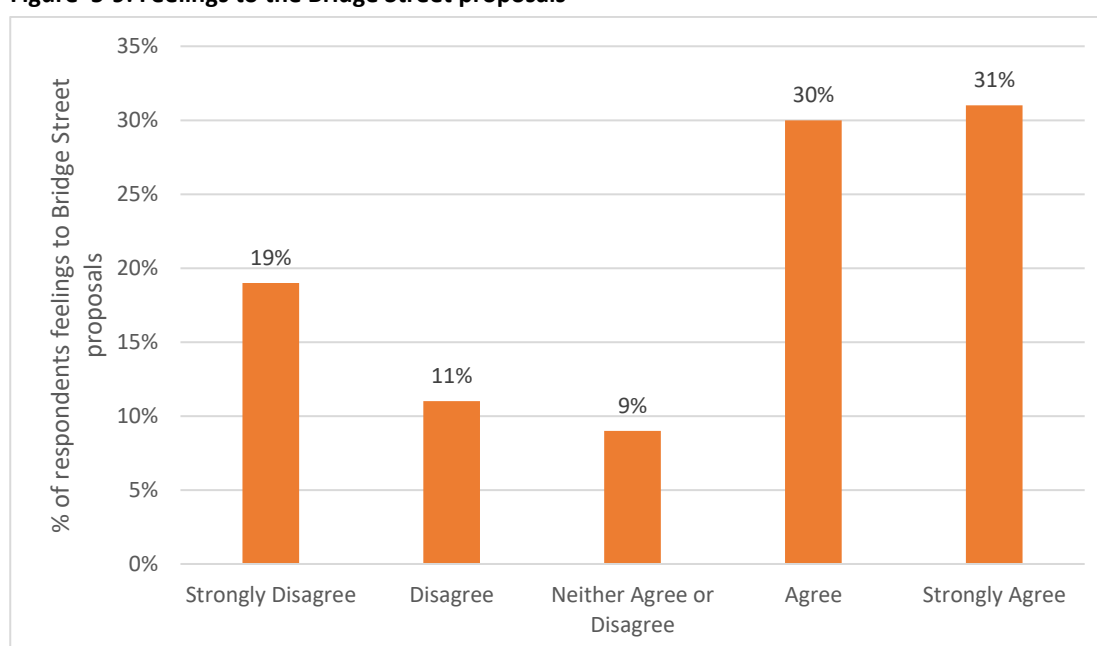
- A wide central walkway will be created in Bridge Street. This will be created by narrowing the road and removing all parking and taxi ranks, totalling 26 car parking spaces, 3 blue badge parking spaces and 9 taxi rank spaces. Blue-badge parking and taxi ranks will be available in Union Street.



- 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.
- The taxi ranks will be relocated to Union Street.

5.6.2 Firstly, respondents were asked to what extent they agree or disagree with the overall proposals for Bridge Street. As Figure 5-9 shows, of the 940 respondents who answered this question, 61% (n=573) of respondents agreed or strongly agreed with the proposals. Out of these responses, 31% (n=291) strongly agreed whilst 30% (n=282) agreed. In contrast, 30% (n=287) disagreed or strongly disagreed with the proposals. 19% (n=182) strongly disagreed whilst 12% (n=105) disagreed.

Figure 5-9: Feelings to the Bridge Street proposals



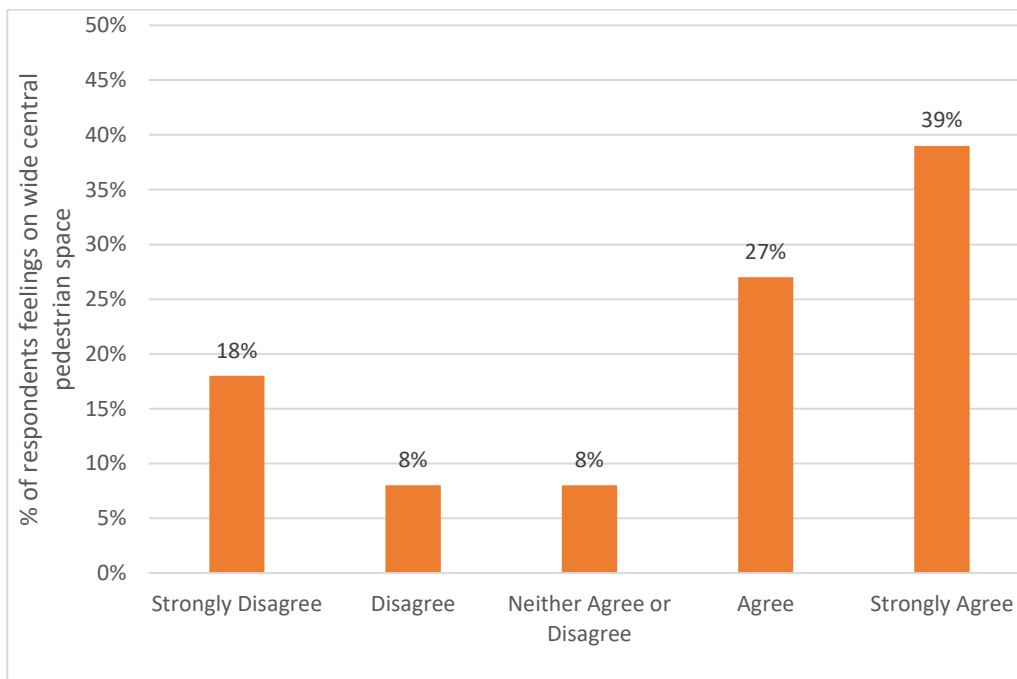


5.6.3 Following this question, respondents were invited to provide further comments on the proposals, providing a chance to explain why they agreed or disagreed with the proposals. 484 responses were received, with many respondents using this chance to reinforce their support for the scheme, and to comment on the aesthetic improvements that the scheme will bring. A range of other themes were raised in response to this question:

- A view that the proposals will greatly improve the environment, providing more space for pedestrians which the current street arrangement fails to provide;
- Concern over the lack of parking on Bridge Street, particularly for those who are elderly or have mobility issues;
- Concern that discouraging through traffic on Bridge Street and the loss of parking will reduce business custom;
- Support for the wide central walkway, but concerns that the walkway outside shops is too narrow.

5.6.4 Respondents were asked to state the extent they agree or disagree with the creation of a wide central pedestrian space.

Figure 5-10: Feelings on wide central pedestrian space

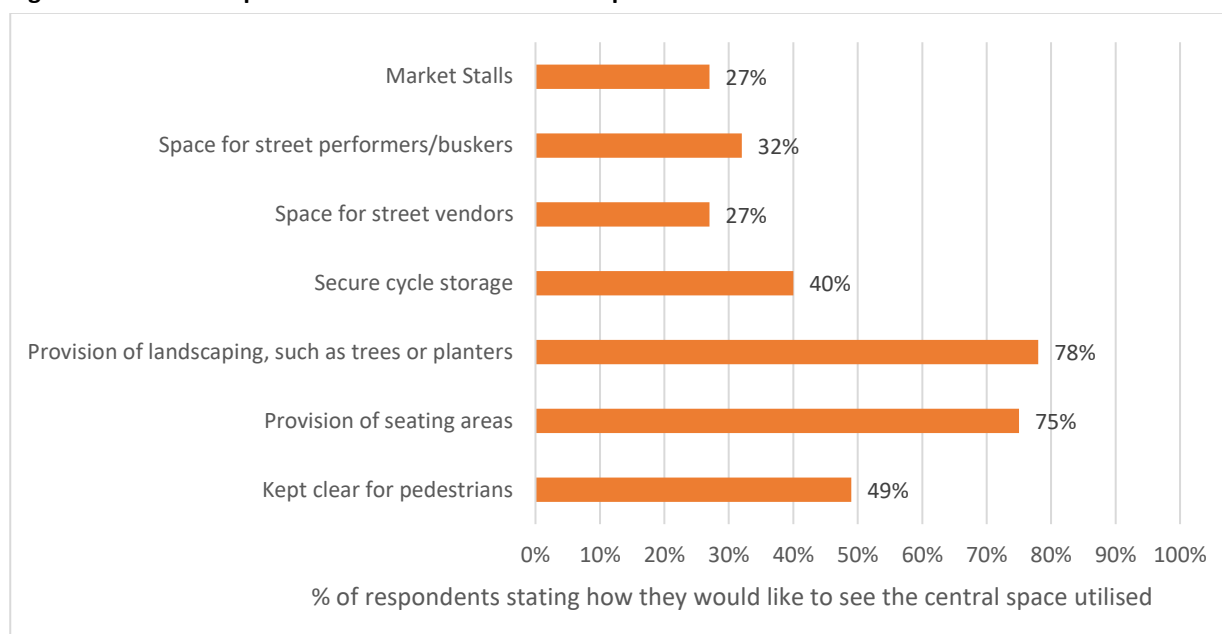


5.6.5 As Figure 5-10 shows, the majority of the 938 respondents who answered this question (66%, n= 619) agreed or strongly agreed with the creation of this space. Out of these, 39% (n=364) strongly agreed whilst 27% (n=255) agreed. In contrast, 26% (n=245) disagreed or strongly disagreed. Out of these responses, 18% (n=171) strongly disagreed whilst 8% (n=74) disagreed.



5.6.6 Following this question, respondents were asked how they would like to see the central space proposed for Bridge Street utilised. 808 responses were provided to this part of the questionnaire, with a strong preference for the space to provide landscaping such as trees or planters (78%, n=629) and seating areas (75% n=610). The least preferred option was for the space to be used for market stalls, with only 27% of respondents (n=218) stating this option.

Figure 5-11: How respondents would like the central space used



5.6.7 Respondents were then asked further questions concerning the design of Bridge Street regarding the following proposals:

- Narrow road width (924 responses were received to this question)
- Remove parking (935 responses were received to this question)
- Relocate taxi ranks (930 responses were received to this question)
- Replace puffin crossings with courtesy crossings (929 responses were received to this question)
- Provide courtesy crossing halfway along the Street (927 responses were received to this question)
- Redesign Bridge Street and High Street roundabout (931 responses were received to this question)
- Enable cyclists to turn from Bridge Street onto Waterside (931 responses were received to this question)

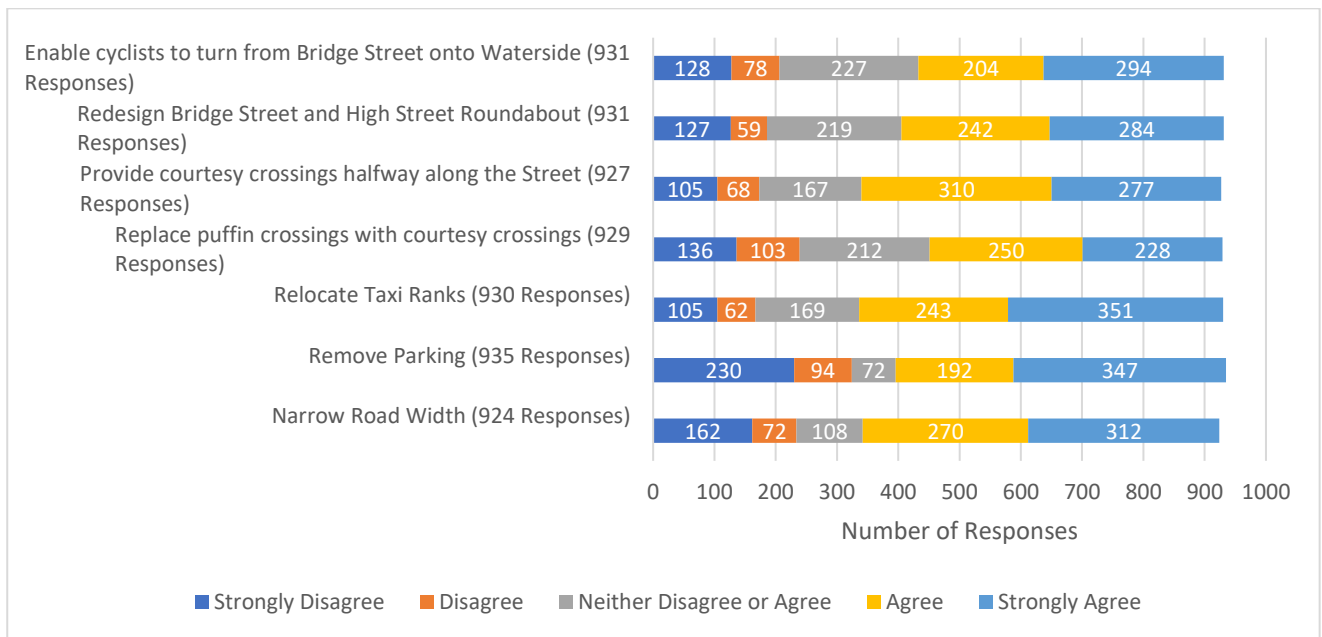
5.6.8 Overall, more people supported each design principle for Bridge Street than did not.



5.6.9 The least preferred option was replacing puffin crossings with courtesy crossings. Of the 929 responses to this question, 15% (n=136) strongly disagreed, 11% (n=103) disagreed. In contrast, 25% (n=228) strongly agreed and 27% (n=250) agreed. A further 23% (n=212) neither agreed nor disagreed.

5.6.10 Figure 5-12 provides an overview of respondents' agreement to each of the proposals for Bridge Street.

Figure 5-12: Feelings towards proposals for Bridge Street



5.6.11 Finally, respondents were asked if there were any other comments, they would like to make on the proposals for Bridge Street. 307 responses were received, with many respondents taking this opportunity to reiterate comments made previously e.g., removal of blue badge parking spaces. Other key themes that were discussed were:

- Additional cycle friendly measures to be incorporated on Bridge Street e.g., cycle lane;
- Concern over drivers' awareness for courtesy crossings;
- Potential for the proposals to 'go further' i.e., making Bridge Street one way / remove all vehicular traffic.

5.7 High Street

5.7.1 Following questions concerning Bridge Street, the following information was provided about the scheme on 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

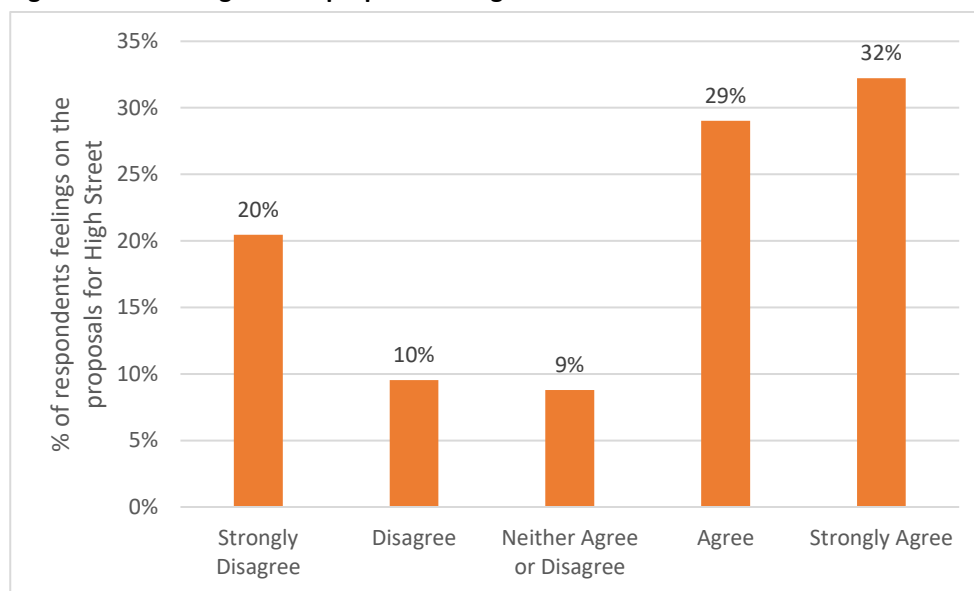


reopening to traffic at 4pm will help traffic flows during the evening peak travel period. A decision has not been made on how drivers would be prevented from using the street when it is closed, but various options are available including signs, street furniture, barriers or bollards.

- The road will be narrowed, and pavements widened on both sides of the street.
- Laying a buff-coloured road surface similar to that used on Waterside.
- Courtesy crossings (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 and free evening parking will be removed, totalling the removal of 25 car parking spaces.
- 4 blue badge parking spaces between 4pm and 11am. Currently there are 5 blue badge parking spaces.
- 1 loading bay is provided at the northern end of High Street. Loading will only be permitted daily between 4pm and 11am.
- Small landscape areas could be provided with outdoor seating and potential use by hospitality outlets.

5.7.2 Firstly, respondents were asked to what extent they agreed or disagreed with the proposals for High Street. Figure 5-13 shows, of the 934 responses to this question, 32% (n=301) strongly agreed, 29% (n=271) agreed. In contrast, 20% (n=191) strongly disagreed and 10% (n=89) disagreed.

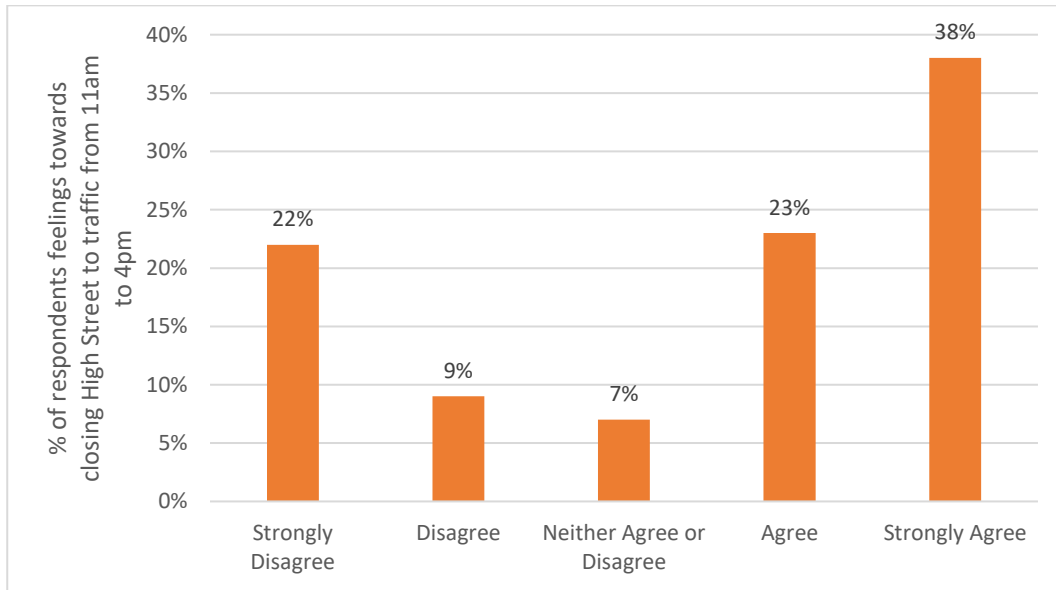
Figure 5-13: Feelings on the proposal for High Street



5.7.3 Respondents were asked to consider the closure of High Street to traffic daily from 11am to 4pm. As Figure 5-14 shows, out of 927 responses to this question, 38% (n=354) strongly agreed, 23% (n=215) agreed. In contrast, 22% (n=203) strongly disagreed and a further 9% (n=88) disagreed.

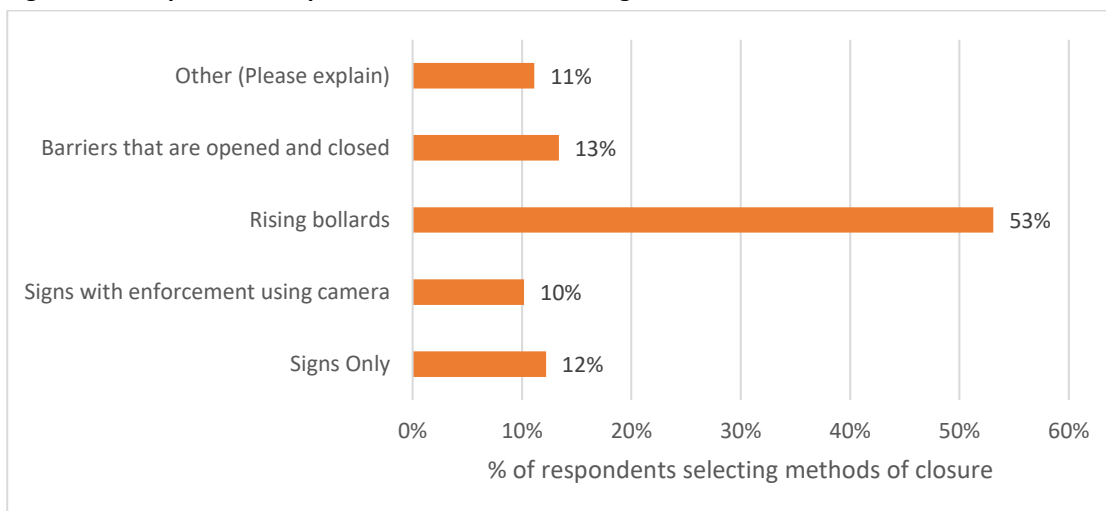


Figure 5-14: Feelings towards proposal options on High Street – Close High Street to traffic daily 11am to 4pm



5.7.4 Relating to the proposals to close High Street, respondents were asked how they would like to see closures implemented if such measures were introduced. Only one option could be selected. Of the 853 responses, the option to receive the highest level of support was rising bollards, with 53% of respondents (n=453). There was then a broadly even divide for the other options to close High Street, as evidenced in Figure 5-15. Some respondents who selected ‘other’ took this opportunity to state that they did not agree with closing the High Street. However, ‘other’ measures suggested included ornate gates, plant bollards or vehicle defence bollards.

Figure 5-15: Opinion on implementation method for High Street closure

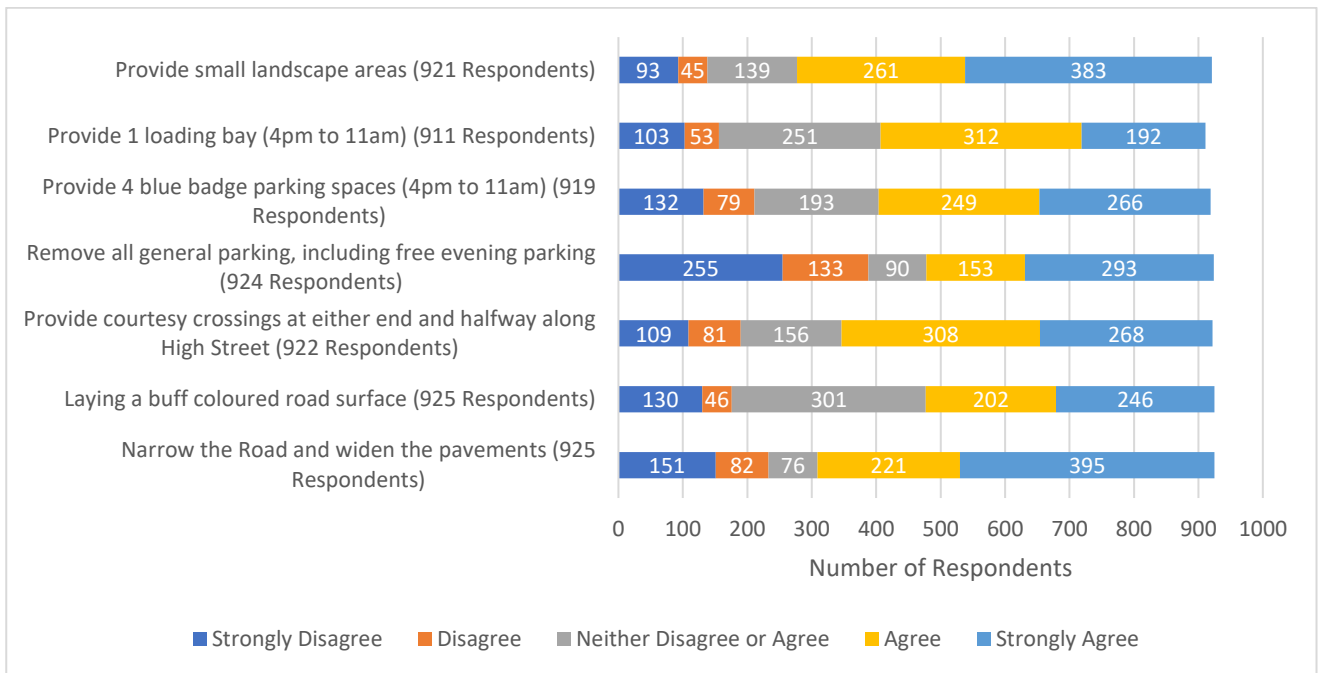


5.7.5 Respondents were also asked several specific design questions relating to the measures to be incorporated on High Street.



- 5.7.6 In response to narrowing the road and widening the pavements on High Street, two-thirds of respondents agreed or strongly agreed with this proposal. Of the 925 respondents, 43% (n=395) strongly agreed, 24% (n=221) agreed. In contrast, 16% (n=151) strongly disagreed and 9% (n=82) disagreed.
- 5.7.7 In relation to laying a buff-coloured road surface, of the 925 respondents, just under half of respondents agreed or strongly agreed with this proposal. 27% (n=246) strongly agreed, 22% (n=202) agreed. In contrast, 14% (n=130) strongly disagreed and 5% (n=46) disagreed. In addition, 33% (n=301) neither agreed nor disagreed.
- 5.7.8 More respondents agreed with providing courtesy crossings at either end and halfway along High Street than disagreed. Of the 922 responses, 29% (n=268) strongly agreed, 33% (n=308) agreed. In contrast, 12% (n=109) strongly disagreed and 9% (n=81) disagreed.
- 5.7.9 Concerning the removal of all general parking, including free evening parking, just under half of respondents agreed or strongly agreed with this proposal. Of the 924 responses, 32% (n=293) strongly agreed, 17% (n=153) agreed. In contrast, 28% (n=255) strongly disagreed and 14% (n=133) disagreed.
- 5.7.10 More respondents agreed or strongly agreed with the proposal to provide 4 blue badge parking spaces on High Street between 4pm to 11am than disagreed or strongly disagreed. Of the 919 responses, 29% (n=266) strongly agreed, 27% (n=249) agreed. In contrast, 14% (n=132) strongly disagreed and 9% (n=79) disagreed. A significant number of people, 21 (n=193) neither agreed nor disagreed.
- 5.7.11 More respondents were in favour of providing 1 loading bay on High Street than opposed. Of the 911 respondents to this question 21% (n=192) strongly agreed, 34% (n=312) agreed. In contrast, 11% (n=103) strongly disagreed and 6% (n=53) disagreed. A significant number of people, 28% (n=251) neither agreed nor disagreed.
- 5.7.12 Finally, a majority of the 921 respondents agreed or strongly agreed with the provision of small landscape features. 42% (n=383) strongly agreed, 28% (n=261) agreed. In contrast, 10% (n=93) strongly disagreed and 5% (n=45) disagreed.
- 5.7.13 Figure 5-16 presents the extent of agreement and disagreement with each of the design proposals for High Street and shows that the proposal with the highest level of agreement was the provision of small landscape features. The removal of general parking had the least number of respondents in agreement, however more respondents agreed with the proposal than disagreed.

Figure 5-16: Feelings towards proposal options on High Street



5.7.14 Respondents were asked if there were any other comments they would like to make on the proposals for High Street. 313 responses were received to this question. Many of the respondents took this opportunity to reinforce their support for the measures on High Street and/or to mention topics already discussed, such as the implementation of the High Street closure. Other key themes highlighted by respondents included:

- The closure of High Street to traffic was welcomed by respondents;
- Respondents wanted to see an expansion of blue badge parking spaces;
- Potential to transform High Street into a one-way street;
- Respondents stressed the importance of ensuring materials reflect the town centre’s rich history.

5.8 Union Street

5.8.1 Following questions concerning High Street, the following information was provided about the scheme on 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 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

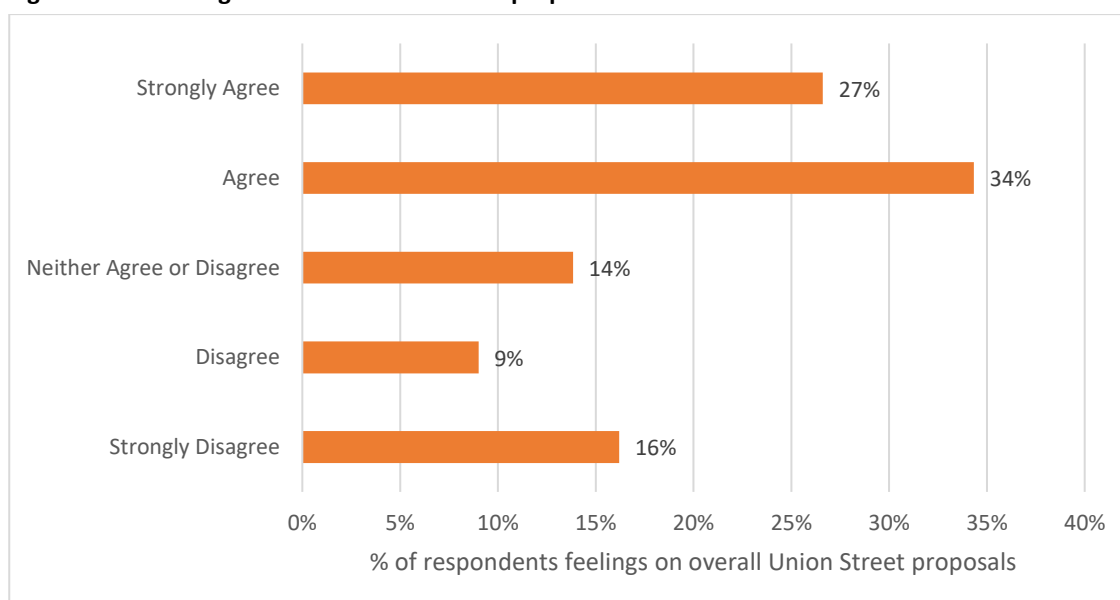


eastern side of Union Street, allowing drivers to enter and leave the vehicle safely from the driver's side doors.

- 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 indicated that right turning traffic would struggle to find sufficient breaks in the traffic on Guild Street to pull out and that this would lead to queues forming on Union Street which would extend to High Street and Wood Street.

5.8.2 Respondents were asked whether they agreed or disagreed with the scheme proposals for Union Street. Figure 5-17 below shows that the majority of the 932 respondents (61%, n= 568) either agreed or strongly agreed with the proposals. In contrast, 235 respondents (25%) disagreed or strongly disagreed with the proposals.

Figure 5-17: Feelings on overall Union Street proposal



5.8.3 Respondents were then asked to identify their level of support for the following specific design proposals for Union Street:

- Extended taxi rank on Union Street
- Locating blue badge parking on Union Street
- Banning right turns from Union Street to Guild Street (except for emergency vehicles, taxis and buses).

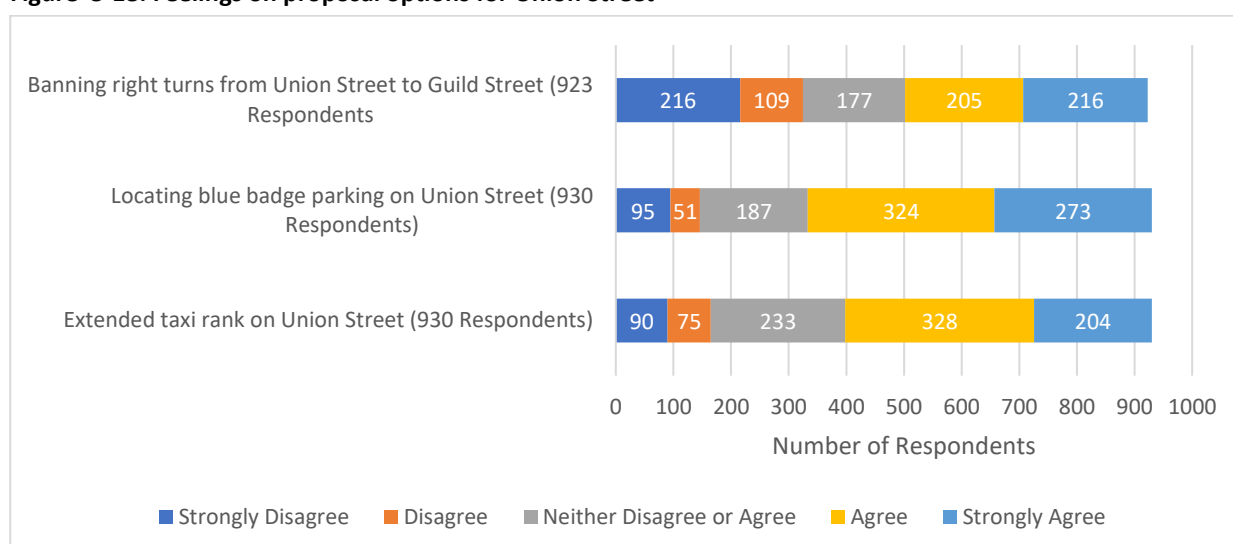
5.8.4 In relation to the extended taxi rank on Union Street, just over half of the 930 respondents agreed or strongly agreed. 22% (n=204) strongly agreed, with a further 35% (n=328) agreeing. In contrast, 10% (n=90) strongly disagreed with a further 8% (n=75) disagreeing. 25% (n=233) neither agreed nor disagreed with the proposal.



- 5.8.5 Locating blue badge parking on Union Street was generally agreed with by the majority of respondents, with just under two thirds of respondents agreeing or strongly agreeing. Of the 930 responses, 29% (n=273) strongly agreed, 35% (n=324) agreed. In contrast, 10% (n=95) strongly disagreed with a further 5% (n=51) disagreeing. A significant number of respondents, 20% (n=187) neither agreed nor disagreed.
- 5.8.6 Cross-tabulation of the analysis has shown that of the 160 respondents who stated they had a long-standing illness or disability and answered the question concerning locating blue badge parking to Union Street, 63% (n=100) agreed or strongly agreed. In contrast, 23% (36) disagreed or strongly disagreed.
- 5.8.7 Concerning the banning of right turns from Union Street to Guild Street, this proposal drew the most divide between respondents of the Union Street proposals. Out of 923 responses, 23% (n=216) strongly agreed with this proposal, with a further 22% (n=205) agreeing. However, 23% (n=216) strongly disagreed, with a further 12% (n=109) disagreeing. This shows that an identical number of respondents stated they either strongly agreed or strongly disagreed with this proposal, although there was variation in the number agreeing or disagreeing.
- 5.8.8 Cross-tabulation of the results shows that the 474 respondents who stated they frequently use their car to travel to Stratford-upon-Avon, were more likely to state that they disagreed or strongly disagreed with the banning of the right turn (44%, n=207) than the 82 respondents who stated they frequently cycle (29%, n=24).
- 5.8.9 Figure 5-18 presents the extent of agreement to the aforementioned design proposals for Union Street. This shows that the locating of blue badge parking on Union Street had the highest level of agreement, with the banning the right turn from Union Street onto Guild Street having the lowest level of agreement.



Figure 5-18: Feelings on proposal options for Union Street



5.8.10 Finally, respondents were asked if there were any other comments, they would like to make on the proposals for Union Street. 210 responses were received, with the following key themes derived:

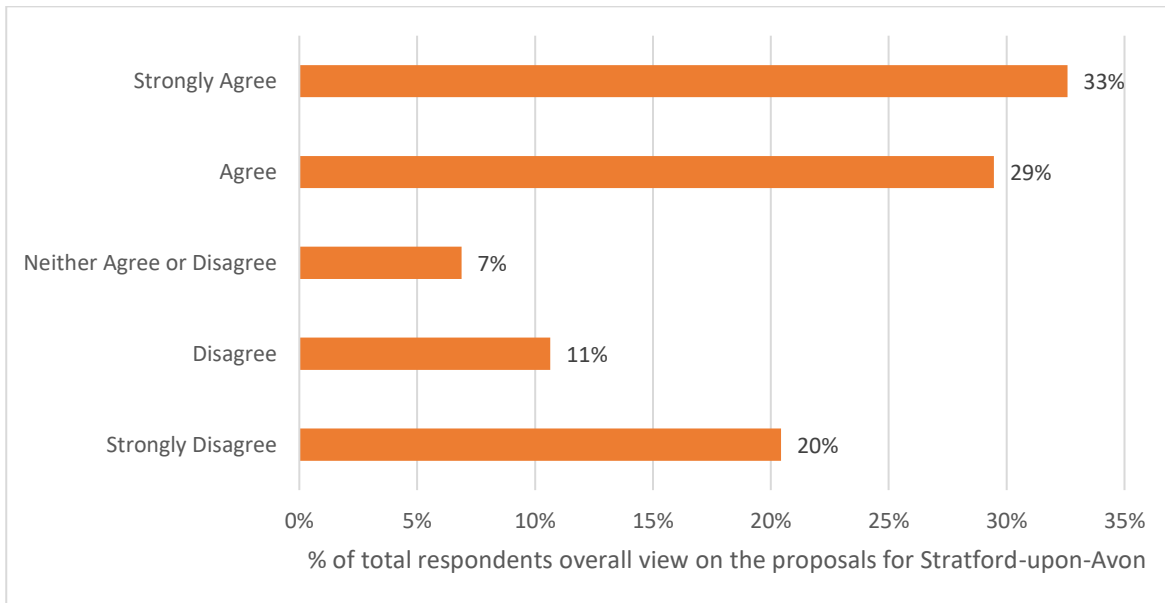
- Potential to incorporate taxi rank at other locations across the town and provide additional space on Union Street for blue badge parking;
- Comments querying the practicality of banning the right turn from Union Street to Guild Street;
- Concern relating to the distance from key amenities for blue badge holders;
- Concern relating to the practicality of provision of blue badge parking on Union Street given its gradient.



5.9 Overall Proposals

5.9.1 Following the location specific questions, respondents were asked to what extent they agreed or disagreed with the overall proposals. As shown in Figure 5-19, of the 930 responses to this question, 62% of respondents (n=577) agreed or strongly agreed with the proposals for the Town Centre. Out of these responses, 33% (n=303) strongly agreed, with a further 29% (n=274) agreed. In contrast 31% respondents (n=284) either strongly disagreed or disagreed. Out of these responses, 20% (n=190) strongly disagreed and 11% (n=99) disagreed.

Figure 5-19: Overall view on the proposals for Stratford-upon-Avon



5.9.2 Cross-tabulation of the results concerning respondents' views on the overall proposals showed that:

- Of the 23 respondents who stated they were aged between 18 – 24, 74% (n=17) stated they agreed or strongly agreed with the proposals. This was higher than amongst the 73 respondents who stated they were aged 75+ (49%, n=36). However, this cross-tabulation analysis must be treated with caution due to the low response rate of those aged between 18 – 24.



- Of the 161 respondents who stated they had a long-term illness or disability, 36% (n=58) respondents stated they agreed or strongly agreed with the proposals, with 57% (n=91) stating they disagreed or strongly disagreed. Compared to the 674 individuals who did not state they had a long-standing illness or disability, 71% (n=478) stated they agreed or strongly agreed, with 21% (n=143) disagreeing or strongly disagreeing.

5.9.3 Respondents were asked if there were any equalities or other impacts that should be taken into consideration as part of developing these proposals. 338 respondents answered this question, with the following key themes being derived:

- Sensory impact of the wide scale changes;
- Concern for individuals with limited mobility who do not qualify for a blue badge permit;
- Use of materials for paving needs to be coherent;
- Additional signage would be useful concerning any changes.

5.9.4 Finally, respondents were asked if they had any further comments, they wanted to share with WCC and if there are any further issues or considerations that should be taken into account. 272 responses were received to this question, with many taking the opportunity to reiterate their support for the scheme, whilst others repeated previous comments surrounding the lack of parking spaces as part of the proposals. Other key themes that respondents would like to see incorporated into the proposals included:

- Addition of electric vehicle charging points;
- Dedicated cycle lanes;
- Increased provision for public transport;
- Additional seating throughout scheme proposals for resting.



6 Equality and Diversity Analysis

- 6.1.1 The online survey asked respondents to complete information regarding equality and diversity. The results are set out in Appendix A. To summarise, there was an under-representation of young people (aged 18 – 39 years) (18.3% of respondents to the survey were aged between 18-39, whilst the equivalent figure for Warwickshire is 32.1% according to ONS Population Estimates for 2020 and an over-representation of those aged between 65 and 74 (18% of respondents to the survey stated they were aged 65 and over compared to the equivalent figure for Warwickshire of 13.2%.
- 6.1.2 Representation of individuals who stated they had a long-term illness or disability was broadly representative of the population of Warwickshire, with 17% of respondents to the questionnaire stating they had a long-term illness or disability, with the equivalent figure for Warwickshire being 20.1% according to Census 2011.



7 Additional Comments and Feedback

7.1.1 In addition to the survey responses, 7 direct responses were also received from a range of organisations. These included: Guide Dogs, Stagecoach Midlands, Sustrans, Warwickshire County Council, Stratford-on-Avon District Council, Stratford Society and Stratford Cycle Forum. The overriding sentiment of correspondents was positive towards the proposals for Stratford-upon-Avon. However, the following concerns and issues were raised (most of which were also raised by respondents in the online survey):

- Potential to instal; guidance paving leading to courtesy crossings and incorporating blister paving at these locations to assist individuals with sight loss;
- Concern relating to courtesy crossing through the Bridge Street and High Street roundabout, with a preference to retaining signalising crossings which provide additional safety for people with sight loss;
- Suggest installing segregated pedestrian and cycle routes to reduce conflict;
- Concern over the practicality of one bus bay on Bridge Street to be utilised for loading;
- Perception that low kerb heights may cause a trip hazard;
- Potential to incorporate better management of storm water runoff through the proposals;
- Issue of suitable space available for taxis on Union Street given requirement to be wheelchair accessible vehicles, resulting in the available space declining to 7 spaces;
- Potential to incorporate electrical vehicle charging points along Union Street for taxis.

7.1.2 Moreover, 50 direct responses were received from individuals, raising the following concerns and issues:

- Concern over the loss of parking, including blue badge parking on Bridge Street and High Street. Particular concern was raised over the loss of parking outside of Marks & Spencer's and Boots.
- Concern of clustering blue badge parking in one location, limiting the access to facilities;
- Potential confusion over the limited access to High Street for vehicles;
- Concerns that if facilities provided are acceptable for services vehicles for local businesses.



8 Summary and Conclusions

- 8.1.1 Overall, the consultation feedback has enabled identification of key priorities and areas of concern and provided constructive feedback which will help the design team to improve the proposals as design progresses.
- 8.1.2 This report has presented the findings from the analysis of responses to the Stratford-upon-Avon Town Centre proposals consultation. The survey received 939 responses online, with a further 10 responses being provided via a written survey. This represented a broad range of organisations and stakeholders that contributed their thoughts and views either directly or via the survey suggests a significant level of interest in local transport, especially from the wider public, community/voluntary sectors and key stakeholders. Moreover, targeted engagement has been conducted with groups with protected characteristics, mainly:
- Focus groups with disability groups, including young people with disabilities (particularly mobility) coupled with face-to-face and telephone interviewing.
 - Engagement with defined disability groups with a neurodiversity focus, including young people.
- 8.1.3 Whilst these reports are not available at the time of writing, direct feedback from this engagement has been positive.



Appendix A Representation of Responses

Theme		Total number of responses (949)	%	Warwickshire	Source
Age	Under 18 (16–17-year-olds)	4	0.4	2.6	ONS Population Estimates 2020 (16 and over)
	18 – 24	23	2.4	9.6	
	25 - 39	151	15.9	22.5	
	40 – 49	158	16.6	15.3	
	50 – 59	204	21.5	17.4	
	60 – 64	94	9.9	7.2	
	65 – 74	171	18.0	13.2	
	75 +	73	7.7	12.2	
	Prefer not to say	59	6.2		
	Not Answered	12	1.3		
Disability	No	674	71	79.9	Census 2011 – Day-to-day activities limited
	Yes	161	17	20.10	
	Prefer not to say	95	10		
	Not Answered	19	2		
Ethnicity	Asian or Asian British - Indian	2	0.2	2.90	ONS – Census 2011 over 16
	Asian or Asian British - Chinese	1	0.1	0.5	
	Other Asian Background	1	0.1	0.8	
	Black or Black British - African	1	0.1	0.4	
	Other Black Background	1	0.1	0.1	
	Mixed - Asian and White	8	0.8	0.3	
	Mixed - Black African and White	1	0.1	0.1	
	Mixed - Black Caribbean and White	1	0.1	0.3	
	Other Mixed Background	4	0.4	0.2	
	White British	773	81.5	89	
	White Irish	10	1.1	1.1	
	Gypsy or Traveller	1	0.1	0.1	
	Other White background	31	3.3	3.3	
	Prefer not to say	89	9.4		
	Not Answered	25	2.6		



Gender	Female (including trans female)	439	46.3	51	ONS Population Estimates 2020 (16 and over)
	Male (including trans male)	359	37.8	49	
	Non-binary / agender / gender-fluid	6	0.6		
	Prefer to self-describe	13	1.4		
	Prefer not to say	82	8.6		
	Not Answered	50	5.3		
Religion	Buddhism	9	0.9	0.3	ONS – Census 2011 over 16
	Christianity	363	38.3	66.3	
	Hinduism	1	0.1	1	
	Judaism	4	0.4	0.1	
	Spiritualism	10	1.1		
	No religion or belief	378	39.8	22.7	
	Prefer not to say	134	14.1		
	Not Answered	40	4.2		
Sexual Orientation	Asexual	28	3.0		
	Bi/bisexual	23	2.4		
	Gay man	25	2.6		
	Gay woman / lesbian	5	0.5		
	Heterosexual / straight	610	64.3		
	Pansexual	6	0.6		
	Other (please state)	6	0.6		
	Prefer not to say	183	19.3		
	Not Answered	63	0.0		
Transgender	Yes	4	0.4		
	No	820	86.4		
	Prefer not to say	81	8.5		
	Not Answered	44	4.6		