

Stratford-upon-Avon Vision-led Integrated Transport Strategy and Action Plan

This strategy aims to create an integrated transport solution for Stratford-upon-Avon (SuA) that will deliver an improved environment for residents and visitors alike, while making journeys into and through the town easier and more efficient. Building on the approved Neighbourhood Development Plan (NDP), the strategy will help to revitalise the town centre by removing and relocating traffic, while increasing use of sustainable forms of transport.

This plan is the result of papers presented by the Town Transport Group (TTG) in 2022, which identified the issues, and a workshop held in March 2024 to prioritize solutions. Specific actions are proposed to deliver the plan. For some longer-term solutions, actions are proposed which need to be taken in the short-term in order to progress these solutions to be ready to apply for funding when future funding streams become available.

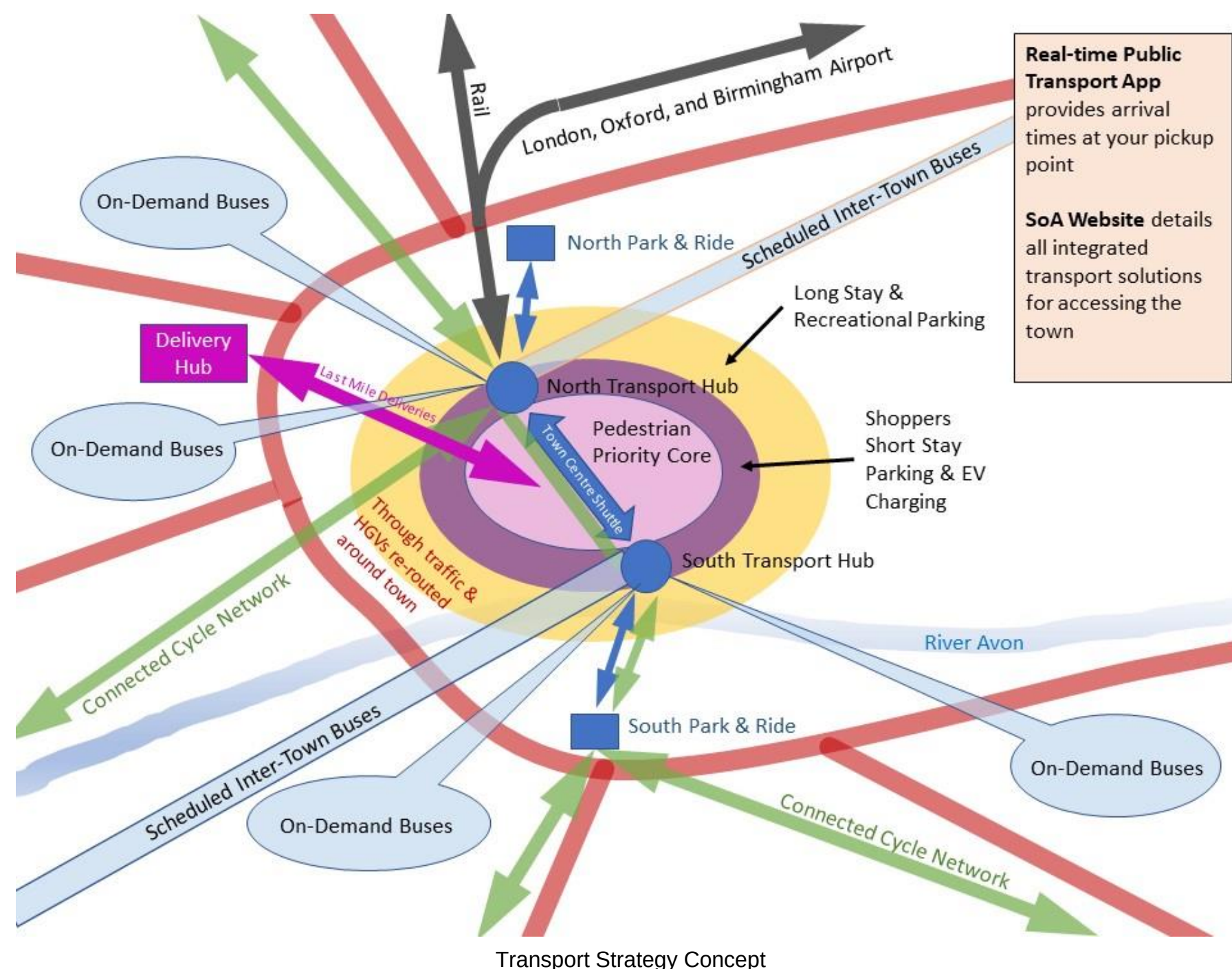
The Transport Vision for Stratford-upon-Avon is for:

- a town that is easy to access and move about in; for all, no matter what their purpose, length of stay, or arrival and departure times.
- has a pedestrianised core which provides a safe, pollution free, and welcoming environment, which presents the town's heritage and assets in the best possible way.
- with multi-modal transport solutions, including both public and private modes, active travel and "last mile" solutions, designed to provide the access to, and mobility around, the town.

In order to deliver this vision over time, this Integrated Strategic Transport Plan includes various long and short-term interventions which complement each other and provide a workable set of journey solutions for travellers.

The plan comprises actions to:

- Increase the use of active travel:
- Restrict access to and through the town centre for vehicles particularly HGVs.
- Increase the use of Park & Ride:
- Increase bus / public transport usage:
- Increase train usage and impact:
- Reduce the impact of delivery vehicles:



Intervention	Objectives <i>(NDP = Neighbourhood Development Plan quote & reference)</i>	Comments	Actions
Town Bypass	To remove through and peripheral traffic from town centre routes as proposed in NDP Objective 10C To remove HGVs from Clopton Bridge, and allow a weight limit to be applied. To facilitate the delivery of pedestrian priority town centre core To improve the Environment in the town centre and river area (reducing pollution, noise, and visual intrusion) by reducing traffic and congestion To promote the vitality and commercial viability of the Town Centre - <i>NDP Objective 7A</i> To improve access and movement within the Town Centre - <i>NDP Objective 7E</i> To improve the Balance Between Vehicles, Pedestrians and Cyclists - <i>NDP TC Project 5</i> To calm traffic on access roads in the interests of safety, convenience and environmental improvement - <i>NDP Objective 10E</i> To create a Well-connected South Warwickshire, in support of the principles defining the South Warwickshire Local Plan (SWLP) To benefit the economy of the town, by improving access to the town's business parks from the highway network To facilitate the completion of Meon Vale mixed use development (housing and distribution warehouses), and Long Marston Garden Village To facilitate trips from the new employment site SSB.2 (Land south of Alcester Road, west of Wildmoor Roundabout) to areas south of the River Avon To improve access to employment sites along Shipston Road To support the delivery of the Core Strategy, in relation to areas south of the River Avon To provide easy access from south of the river to SuA Parkway Station for sustainable onward journeys	Over 21,000 vehicles a day cross through the town over the Clopton Bridge including an HGV of 5 of 6-axles approximately every 4 minutes, on road that is only 5.5m wide, causing serious congestion in the town. A 2016 report concludes that a western bypass provides the most benefits as it connects to the strategic road network at the A46 (which is to be upgraded by National Highways). This provides for directions to both the west / M5, and the north and east via the M40. A number of options for a western bypass appear potentially viable, however, no evidence has been found of a route options study being carried out which would compare potential options including costs, environmental impact, visual intrusion, cost/benefit analysis, etc. The planning application for a SWRR adopts a route which crosses the widest part of the River Avon flood plain, and is consequently on structure for over 1km, increasing the cost per kilometre, and creating considerable visual intrusion.	= 1st Priority = 2nd Priority - Commission a route alternatives study for a town bypass / distributor, including demand, benefits, environmental impact and cost/benefit analysis, in accordance with standard Department for Transport guidance. The study brief would include delivering an output of a preferred option, leading to public consultation, in readiness to apply for funding.

Intervention	Objectives (NDP = Neighbourhood Development Plan quote & reference)	Comments	Actions = 1st Priority = 2nd Priority
Parking	To redistribute traffic destined for the Town Centre with appropriately sited car parking which avoids congested routes and cross town trips - <i>NDP Objective 10D</i> To reduce parking in the town centre (except Blue Badge), to facilitate pedestrian priority town centre core To improve the Environment in the town centre To promote the vitality and commercial viability of the Town Centre - <i>NDP Objective 7A</i> To improve access and movement within the Town Centre - <i>NDP Objective 7E</i>		- Restructure and identify car parking locations separately for Long Stay and Shoppers, providing an inner circle for shoppers and outer circle for longer stays. - Introduce “pay on exit” for all car parks to promote longer visitor stays - Reduce car parking charges (including ‘Park & Ride’) after 6 pm - Implement pedestrian priority of town centre to make better use of car parks and Park & Ride - Create website with types and prices of all car parks clearly shown (include private car parks) - Create "Event " parking strategy - Create coach drop-off and parking plan - Develop parking design principles for new town centre developments
Active Travel	To make walking, wheeling, and cycling the popular choice for short to medium distance journeys To improve pedestrian and cycle connectivity - <i>NDP Objective 10F</i> To establish safe and connected cycle-to-school routes To improve the Environment in the town centre and river area (reducing pollution, noise, and visual intrusion),by reducing traffic To provide safe and accessible active travel crossings of the River Avon to connect south and north of the river, in accordance with NDP INF2 To improve the Balance Between Vehicles, Pedestrians and Cyclists - <i>NDP TC Project 5</i> To facilitate cycling in the Town Centre - <i>NDP TC Project 6</i> To deliver on WCC's top Transport Priority - Active Travel	The LCWIP (Local Cycling & Walking Infrastructure Plan) for Warwickshire includes a series of active travel interventions for SuA.	- Prioritise LCWIP schemes so that funding can be sought - Create scheme to encourage cycling to school - Create scheme for safe and accessible river crossing at Clopton Bridge - Create scheme for accessible river crossing in Lucy's Mill area to also connect Greenway to Trinity Mead - Provide safe and secure cycle parking in town centre, at schools, and railway stations.

Intervention	Objectives (NDP = Neighbourhood Development Plan quote & reference)	Comments	Actions
Park & Ride	To relieve congestion in the town To redistribute traffic destined for the Town Centre with appropriately sited car parking which avoids congested routes and cross town trips - NDP Objective 10D To facilitate the delivery of pedestrian priority town centre core To improve the Environment in the town centre and river area (reducing pollution, noise, and visual intrusion),by reducing traffic To promote the vitality and commercial viability of the Town Centre - NDP Objective 7A To improve access and movement within the Town Centre - NDP Objective 7E To improve the Balance Between Vehicles, Pedestrians and Cyclists - NDP TC Project 5	The existing Park & Ride is a much under used facility, however Park & Ride is seen to operate effectively in other locations. A number of actions are proposed to increase usage.	= 1st Priority = 2nd Priority - Increase service operating time to 7 days / week, including toilet facilities - Arrange operating hours to match night-time economy, RSC shows, and events - Position the charging point at significantly less than on-street and town car parks - Provide good quality well signed route to town centre for walking, wheeling, & cycling - Actively promote Park & Ride, including in all literature and marketing for businesses, theatre and events. - Improve signing to Park & Ride from major routes - Include parking vouchers with event tickets - Include discount vouchers for events and attractions with parking - Include train option from SuA Parkway to Town Centre Train Station in addition to bus. - Provide SuA school students with free rail travel from SuA Parkway to Town Station for school drop-off & pick-up - Re-open or re-locate South-Eastern Park and Ride
Buses	To encourage and increase the use of public transport to access the town To reduce the environmental impact of journeys to and through the town To improve public transport opportunities - NDP Objective 10G To promote Enhanced Bus and Coach Facilities - NDP INF Project 9		- Simplify journey planning, and ticket purchase, for all services (scheduled & DRT) and combined journeys, by implementing an easy to use single point planning and purchase portal. - Install real-time bus information at major bus stops. - Incorporate and enhance the UBUS service within the WCC DRT services to promote its use for all demographics, without degrading the service provided to current users. - Investigate the potential to improve traffic signalling so that the queue buses are in is given priority - Provide bike parking at rural bus stops - Improve the environment at bus stops to include shelters as appropriate - Re-introduce the London coach service - Upgrade to low carbon buses

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Trains	To encourage the use of public transport to access the town To reduce the number of vehicle journeys and hence the environmental impact of journeys to and through the town To improve public transport opportunities - <i>NDP Objective 10G</i> To preserve and enhance Rail Links and Services - <i>NDP INF Project 8</i> To provide visitors to the UK with a viable alternative to visit SuA without using private vehicles To promote the vitality and commercial viability of the Town Centre - <i>NDP Objective 7A</i> To respond to potential town centre investors concerns that the lack of rail connectivity to the town, particularly from London, and the Birmingham airport is holding them back	Current rail connectivity to SuA is poor, especially for visitors and tourists. While upgrading rail infrastructure for increased frequency can be expensive, there appear potential opportunities to extend existing services which would provide a direct connection to London, one change to Birmingham Airport, and easier access to the wider UK rail network.	- Increase train frequency to 3 per hour from SuA to Birmingham - Extend London Paddington to Oxford trains to SuA via Leamington, to provide a direct 2 hourly service from London to SuA - Extend Nuneaton-Coventry-Kenilworth-Leamington Spa train service to and from Stratford-upon-Avon, to provide a 2 hourly service connection to Coventry with one change to Birmingham Airport, HS2, and West Coast Main Line (London & North-West) - Provide facilities at Stratford Parkway Station - Re-open SuA to Honeybourne line
Transport Hubs	To provide continuity of journeys by providing locations to interchange between modes of transport. To improve public transport opportunities - <i>NDP Objective 10G</i>	Transport hubs provide an efficient way of transferring between transport modes, to create a more seamless and secure total journey. In the case of SuA, this would include Bus, DRT (Demand Responsive Transport), Long Distance Coach, Taxi, Cycling, and pedestrians, with addition of rail at the northern hub.	- Create northern transport hub at SuA Railway Station, with connectivity to town centre - Investigate potential for southern transport hub between southern end of Bridge Street and the canal bridge.
Journey Planning	To encourage the use of public transport To improve public transport opportunities - <i>NDP Objective 10G</i>		- Create SuA Website to provide details of all integrated transport options to access the town. - Implement an easy to use single point journey planning and purchase portal for public transport ticket purchase, for all services. - Create real-time Public Transport App to provide arrival times at your pickup point