

Stratford Vision Group

The 2020 Vision for Stratford-upon-Avon

Mission statement

We will work together to achieve a vibrant, world-class town that meets the needs of residents, businesses and visitors alike. We are committed to ensuring that, by 2009, the town will achieve World Heritage status as formal recognition, throughout the world, of the importance of Stratford-upon-Avon.

Context

In commissioning a Masterplan reflecting our Vision we want to ensure that, when produced, the Masterplan enjoys the widespread support of the people of the Stratford on Avon district and the Stratford Community Partnership.

The plan will provide the basis for the regeneration of the town to create a vibrant, sustainable mixed-use urban area capable of attracting and providing a world-class experience for all.

The Masterplan will complement the Stratford District Community Plan, and all statutory plans; including the Local Plan, the Transport Strategy and the Waterfront Masterplan, which are already in place as documents approved by partners.

Objectives

The objectives of the Vision are to: -

- Ensure Stratford upon Avon provides an excellent quality of life for its residents, businesses and visitors;
- Facilitate the development of Stratford-upon-Avon as a centre of excellence for a range of functions within the region, including health, education, sport, culture, leisure and tourism, retail, business and administration;
- Ensure Stratford-upon-Avon remains as one of the country's pre-eminent cultural destinations by improving the quality and variety of the visitor experience to world-class standards;
- Ensure that Stratford-upon-Avon meets the challenge to be the most significant and rewarding place for experiencing Shakespeare's legacy and genius;
- Affirm the perception of Stratford-upon-Avon's unique qualities and attractiveness by achieving World Heritage Site status;
- Better conserve, interpret and present Stratford-upon-Avon's historical, architectural and landscape heritage;
- Identify and maintain a strong sense of place and local distinctiveness in all new development;
- Ensure an adequate supply of affordable housing;
- Identify how to co-ordinate new developments and public spaces to create a distinctive whole integrated with the existing fabric of the town;
- Identify suitable development that is sustainable, mixed-use, distinctive, high quality, attractive and reduces the need to travel.

Priorities

• Design

We will ensure that the future development of Stratford-upon-Avon is coherent in design terms, paying proper respect to the history, culture and landscape of the town. Key sites within the town will be identified with clear design principles established.

The design approach will encourage a strong sense of local distinctiveness and identify how new developments and public spaces can come together to create a distinctive whole, integrated with the existing fabric of the town.

• Transport

We are committed to achieving, within Stratford-upon-Avon, a town that provides a balance between the needs of pedestrians and the motor car, particularly in the town centre and in the area of the Waterfront and theatres. We will identify the options for delivering this aspect of the Vision in the short, medium and longer term including the potential to develop an overall ring road, including a new road bridge over the River Avon, to improve traffic movement in and around the town.

We will encourage local people to walk and cycle into town and the use of “clean” energy public transport providing access to the town.

We are committed to the development of an effective public transport system including an interchange in the town, and better transportation links with regional airports and major cities.

• Local Economy

We will secure and enhance the local economy by the creation of new jobs and the securing of others.

Our priority for improving our visitor economy is to focus on delivering a high quality experience for all our visitors, maintaining a sustainable balance between day and overnight visitors with the average spend per visitor significantly increased.

We will develop our evening economy and improve visitor information services.

We will explore the potential to establish a conference venue within the town.

We will identify future opportunities for town centre retailing and encourage high quality inward investment.

We will maximise the creation and retention of jobs across the business economy to better retain our young people when they have completed full-time education.

We will encourage and promote widespread ‘hospitality’ training to ensure that there is a positive welcome to Stratford-upon-Avon for visitor and resident alike.

• Public realm

We will create safe, attractive public realm for all with better amenities and an enhanced environment for the pedestrian and cyclist.

We will create within Stratford a public realm that is easily accessible and links effectively together all the streets, squares and open spaces within the town centre.

We will enhance the role of the River Avon and the canal, improving links with the town centre and with the countryside through strategic “green” corridors.

We will create new and improved leisure, walking and cycling opportunities.

- **Potential investment**

We recognise that the Vision for Stratford-upon-Avon is both ambitious and long-term. We will work with partners in the public and private sector to attract investment to fulfil the aspirations of our Vision.

Public engagement and involvement

There will be effective public engagement and involvement. This will ensure that the wider Stratford-upon-Avon community (including hinterland parishes) is taken into account, as well as the vast array of stakeholders within the town.

We recognise that transforming Stratford-upon-Avon, in accordance with our Vision, is a multifaceted task requiring high standards of partnership working. Part of our Vision is to set those standards to ensure that there is real enthusiasm for change and the reasons for it.

We do not want the public to be on the sidelines but in the centre of the action.

Vision Group

25 July 2005

(Draft prepared by Jeff Ligo - Project co-ordinator, World Class Stratford – following meeting of the Vision Group on 25 July 2005)