“Public transport and active travel will be the natural first choice for our daily activities. We will use our cars less and be able to rely on a convenient, cost-effective and coherent public transport network.”

Grant Shapps, Secretary of State for Transport
Connecting Stratford

Who We Are

This plan has been developed by a group of longstanding local transport campaigners, and is supported by the following groups:

- Stratford Climate Action
- Stratford Cycle Forum
- Shakespeare Line Promotion Group

We are independent of both Councils and transport companies
Connecting Stratford
Introduction

This Sustainable Transport Plan is compatible with existing proposals of the Stratford Transport Strategy and the Stratford-upon-Avon Town Neighbourhood Development Plan. But we aim to go further, to integrate these proposals into an overarching plan for sustainable transport in Stratford town and the surrounding area.

We intend to present this plan to the District and County Councils and urge them to use it as basis for their future transport developments.
Connecting Stratford
Need for an Integrated Plan

The Existing Stratford Area Transport Strategy contains many positive policies such as:

- Improving the infrastructure and facilities for cycling and walking.
- Revising the function and design of town centre streets to reduce traffic and improve the public realm, including providing better conditions for pedestrians and cyclists.

These proposals are incorporated in our vision for a sustainable future in the town centre.

The goal of net zero GHG emissions requires not just incremental improvements, but transition to a new model for transport. We need a vision of the transport system for Stratford as a whole, to serve as a plan for the future. This plan is no substitute for the detailed studies necessary for transport policy. But detailed studies need a vision to guide them.
Connecting Stratford
Key Strategies for 2030

Re-allocating road space
The allocation of road space to discourage the use of single occupancy private cars in favour of the delivery of a public transport system with connecting bus and train services.

Transforming Stratford town centre
The creation of a network of pedestrian/cycle priority streets and public spaces accessed by high quality cycling routes and public transport from the outer urban area and the whole District.

Prioritising active travel
The promotion of active travel – walking and cycling will be prioritised. It will become the way most people get around their locality most of the time, supplemented by an efficient public transport system.

Managing demand through parking measures
Those visiting the town by car will be directed to car-parking facilities outside the town centre. Parking within the town will be discouraged except for essential purposes and for blue badge holders.
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Key Objectives

Reduce carbon emissions

Reduce traffic & congestion

Avoid new road building such as the South Western Relief Road

Transform Stratford Town Centre

Promote walking and cycling

Re-opening of the Stratford to Honeybourne rail line to give full access to the national rail network

A fully connected bus service
The existing transport system results in the following percentages of people commuting using active travel in Stratford:

- 4% public transport*
- 2% cycle*
- 10% walk*

Friends of the Earth recommends that Stratford-on-Avon sets a target of 40% of people commuting by public transport, cycling, and walking by 2030.

*Source: Friends of the Earth
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Existing Long-distance Transport

- Rail network link to and from the south of the UK remains disconnected
- Disused rail route connecting the south is protected in SDC Core Strategy for potential re-opening
Connecting Stratford - Rail
The advantages of re-opening the Long Marston line

Three catchments based on railway stations, to serve the areas indicated, south, east and north of the town:

- Transport volume from south of Stratford is directed to Long Marston Parkway
- Stratford Central Hub manages central Stratford transport demand
- Stratford Parkway Hub manages north and west transport demand

South access to national rail network provides direct services with:

- Oxford,
- Reading (& Heathrow Airport)
- London Paddington (12 miles shorter route)
- Evesham, Worcester, South Wales and the South West

Note: Any railway reopening would include the protection of the Greenway and the enhancement of Greenway facilities
Connecting Stratford
Cycling to Villages

➢ Cycle routes on classified (A & B) roads to be segregated from cars for safety
➢ Improve facilities to increase proportion of journeys by bike
➢ Improved road surface, signage & markings
➢ Safety provisions at roundabouts & junctions

Benefits of improved cycle routes:
➢ Reduced volume of car traffic
➢ Less need for new roads
➢ Less pollution
➢ Encourages health & fitness
Stratford upon Avon Parkway

➢ New central pedestrian / cycle priority area with 20mph speed limit
➢ New cycle / pedestrian bridge over Avon parallel to Clopton Bridge

Connecting Stratford
Reducing town centre traffic

➢ New central pedestrian / cycle priority area with 20mph speed limit
➢ New cycle / pedestrian bridge over Avon parallel to Clopton Bridge

➢ Cycle Networks to provide additional facilities and accessibility for cycling.
➢ Cycle Networks to establish key corridors not only through the central area but as a means of bringing commuters, shoppers etc. from the urban fringe into the town; also to help with trips to schools, hospitals etc.

➢ All but essential vehicular traffic to be discouraged from entering the cycle / pedestrian priority area
➢ No on-street parking in pedestrian priority area except for disabled parking
➢ Car parks restricted to areas which can be easily reached from the ‘inner ring road’ of Guild Street, Birmingham Road, Arden Street and Grove Road
➢ Buses & cycles given priority over cars on radial routes into town centre from hubs
➢ Hire bicycles to be available at all hubs with drop off/pick up stations at agreed designated locations within the town
➢ Cycle parking to be available at all hubs
Connecting Stratford

Future Action

We call on Warwickshire County Council and Stratford District Council to adopt an integrated transport strategy along the lines of this plan, to coordinate future transport developments in and around Stratford upon Avon and ensure they are compatible with a plan for traffic reduction that will make it possible to achieve net zero greenhouse gas emissions.