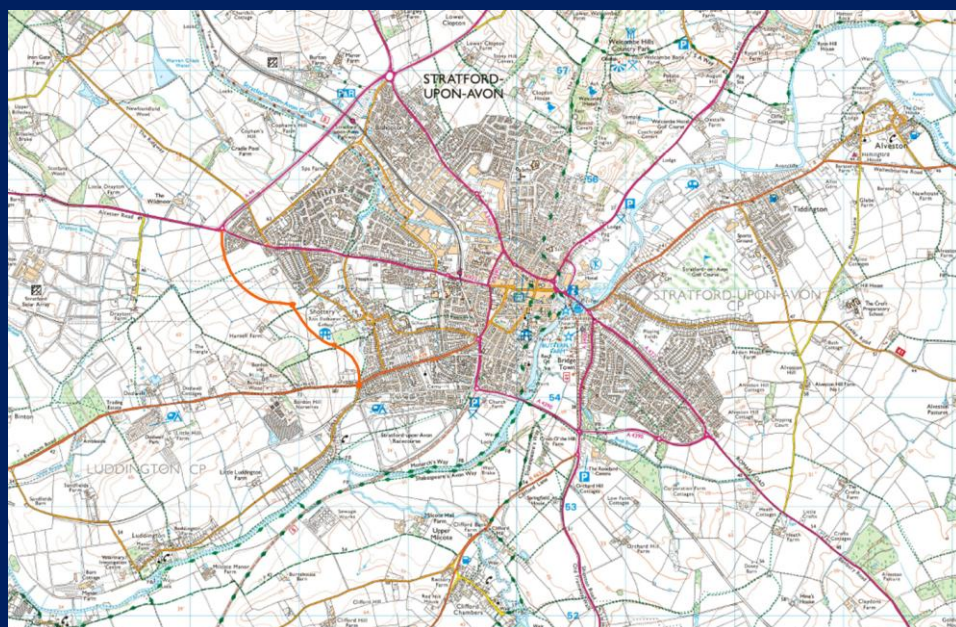


Stratford-upon-Avon Vision-led Integrated Transport Strategy and Action Plan

Local Transport Needs and Challenges



Stratford-upon-Avon Town Transport Group (TTG)
3 & 2024

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:

The diagram illustrates the Transport Strategy Concept, centered on a Pedestrian Priority Core. This core is surrounded by a North Transport Hub and a South Transport Hub. Key features include: North Park & Ride, South Park & Ride, Scheduled Inter-town Buses, On-Demand Buses, Delivery Hub, Connected Cycle Network, Long Stay & Recreational Parking, Shoppers Short Stay Parking & EV Charging, and River Avon. A Real-time Public Transport App is shown providing arrival times at pickup points, and the SuA Website details integrated transport solutions for accessing the town.

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

Aims

- To be clear what Stratford-upon-Avon wants and needs
- To build on the approved Neighbourhood Development Plan (NDP)
- To provide input to the South Warwickshire Local Plan

Outcomes

A set of Actions that will:

- Deliver an improved environment for residents and visitors alike,
- While making journeys into and through the town easier and more efficient.
- Help to revitalise the town centre by removing and relocating traffic, while increasing use of sustainable forms of transport.

Transport Vision

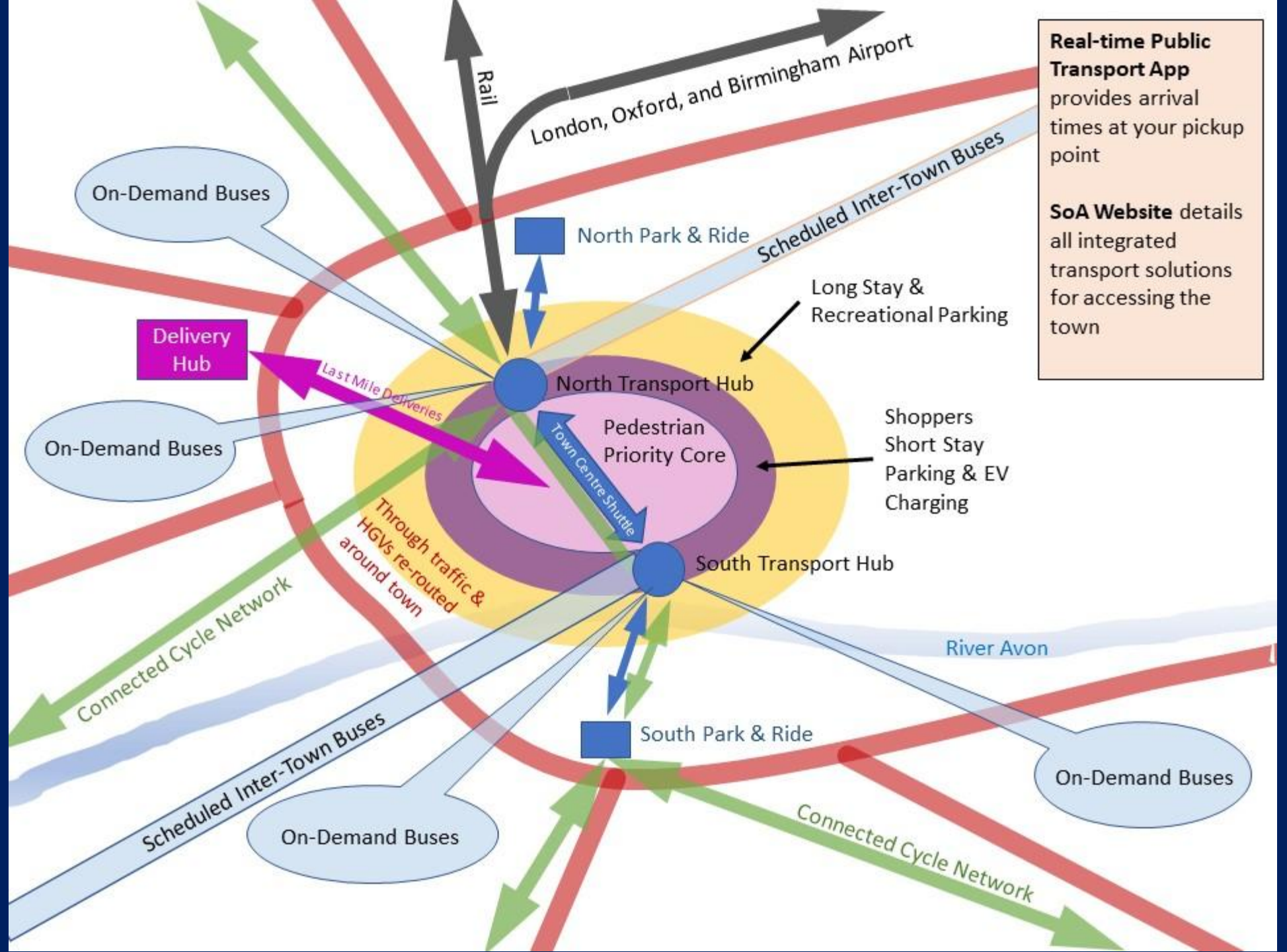
- a town that is easy to access and move about in; for all, no matter what their purpose, length of stay, or arrival and departure times.
- has a pedestrianised core which provides a safe, pollution free, and welcoming environment, which presents the town's heritage and assets in the best possible way.
- 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.

The plan aims to deliver the vision by:

- ◆ Increasing the use of active travel
- ◆ Restricting access to and through the town centre for vehicles, particularly HGVs
- ◆ Increasing the use of Park & Ride
- ◆ Increasing bus / public transport usage
- ◆ Increasing train usage and impact
- ◆ Reducing the impact of delivery vehicles

Enacting the Vision

Transport Strategy Concept



Action Plan

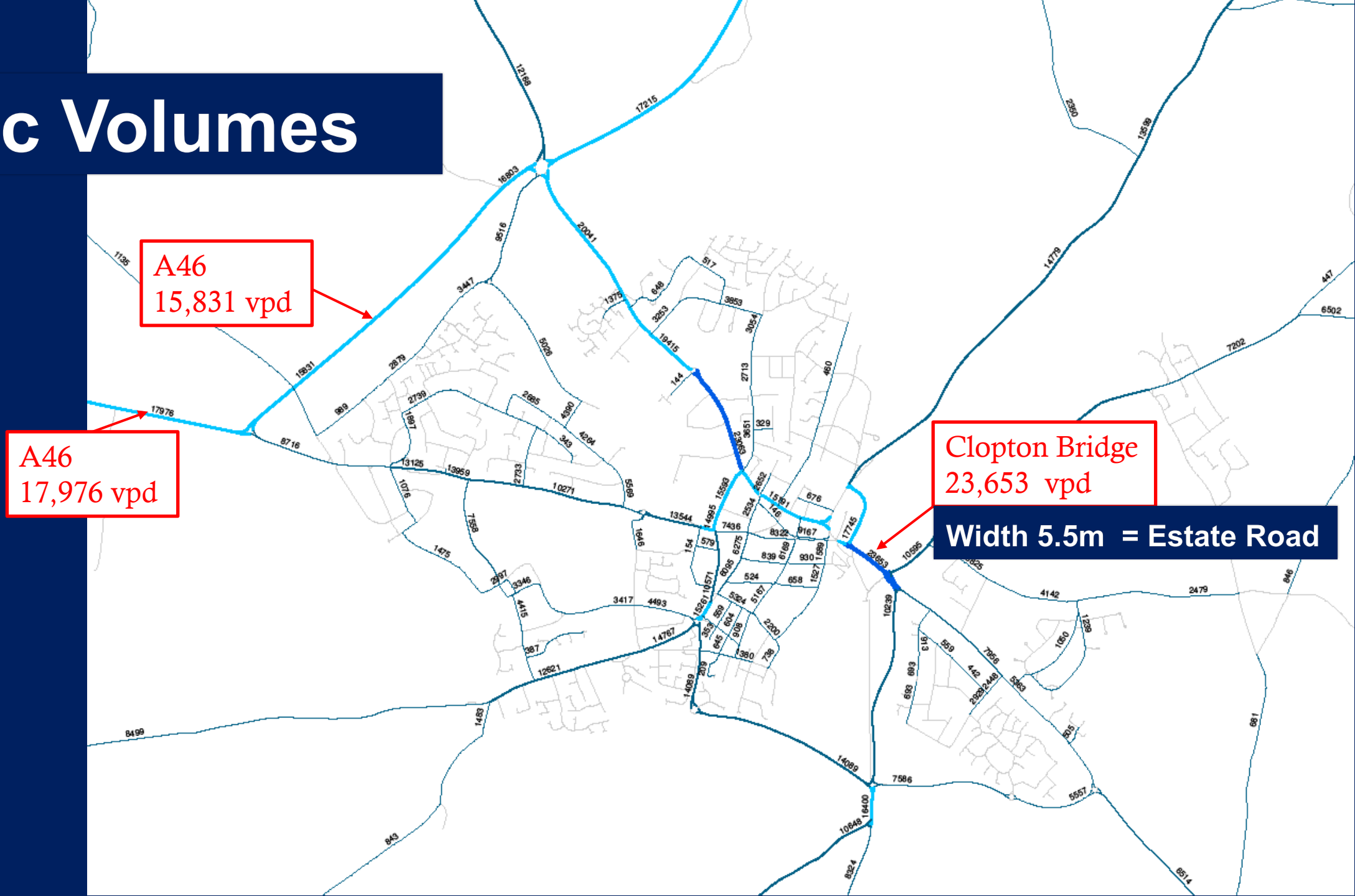
Interventions:

- Town Bypass
- Parking
- Active Travel
- Park & Ride
- Buses
- Trains
- Transport Hubs
- Journey planning

Stratford-upon-Avon Vision-led Integrated Transport Strategy and Action Plan			Stratford-upon-Avon Town Transport Group (TTG) 3.6.2024
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	Over 21,000 vehicles a day cross through the town over the Clopton Bridge including an HGV of 5 of 6-axes approximately every 4 minutes, on road that is only 5.5m wide, causing serious congestion in the town.	<div style="display: flex; justify-content: space-between;"> <div style="width: 150px;"> <p>Legend:</p> <ul style="list-style-type: none"> Red = 1st Priority Yellow = 2nd Priority </div> <div> <p>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.</p> </div> </div>
	To remove HGVs from Clopton Bridge, and allow a weight limit to be applied.	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.	
	To facilitate the delivery of pedestrian priority town centre core	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.	
	To improve the Environment in the town centre and river area (reducing pollution, noise, and visual intrusion) by reducing traffic and congestion	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.	
	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		
	To calm traffic on access roads in the interests of safety, convenience and environmental improvement - NDP Objective 10E		
	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			

- Re-introduce the London coach service
- Upgrade to low carbon buses

Traffic Volumes



A46
15,831 vpd

A46
17,976 vpd

Clopton Bridge
23,653 vpd

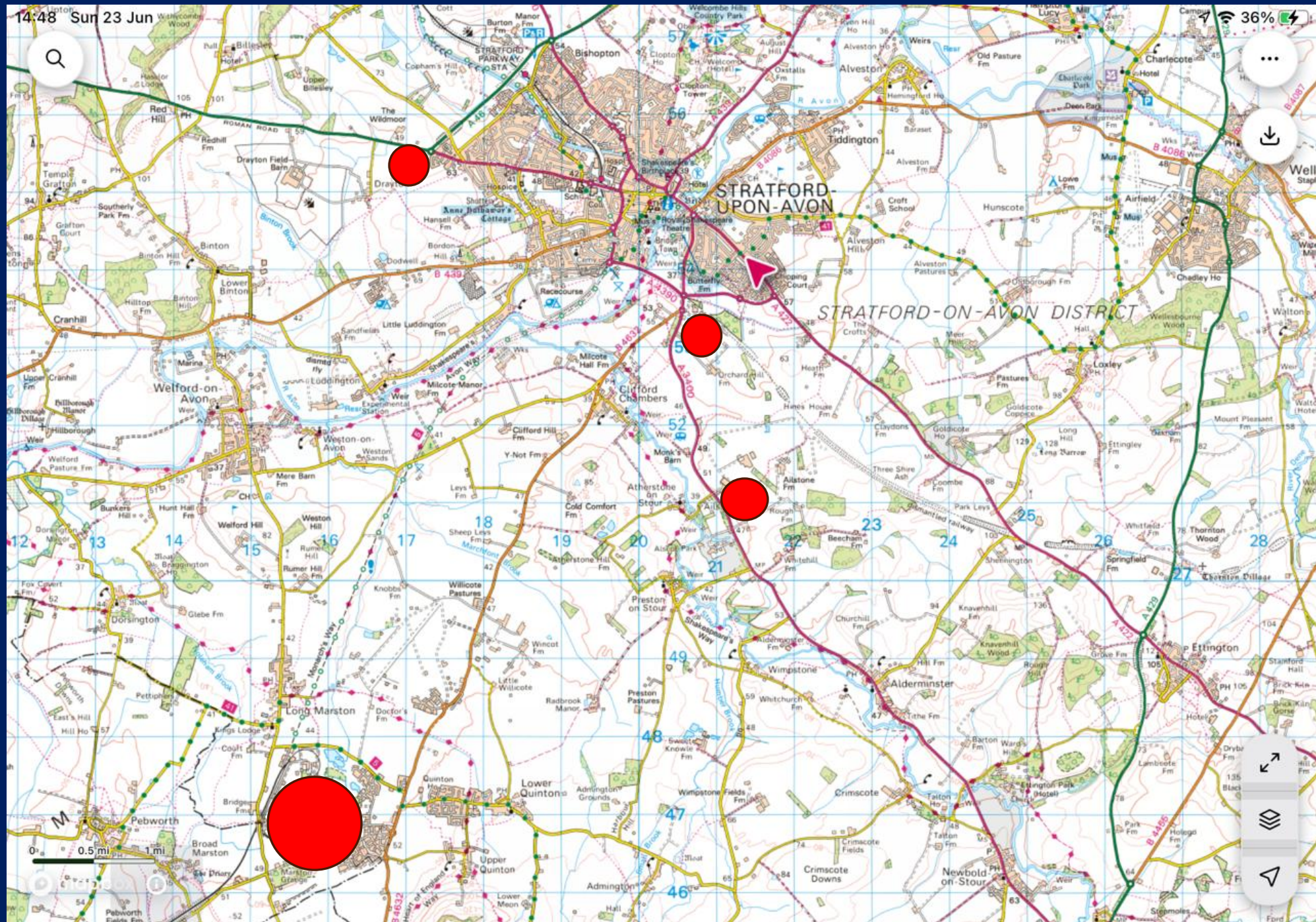
Width 5.5m = Estate Road

HGVs *(2007 data!)*



- ◆ Over 180 5 & 6 Axle HGVs cross Clopton Bridge per Day, on road that is only 5.5m wide, causing serious congestion in the town.
- ◆ 73% of HGVs approaching the town from Warwick Road cross Clopton Bridge

Business/ Industrial Parks



Meon Vale Business Park

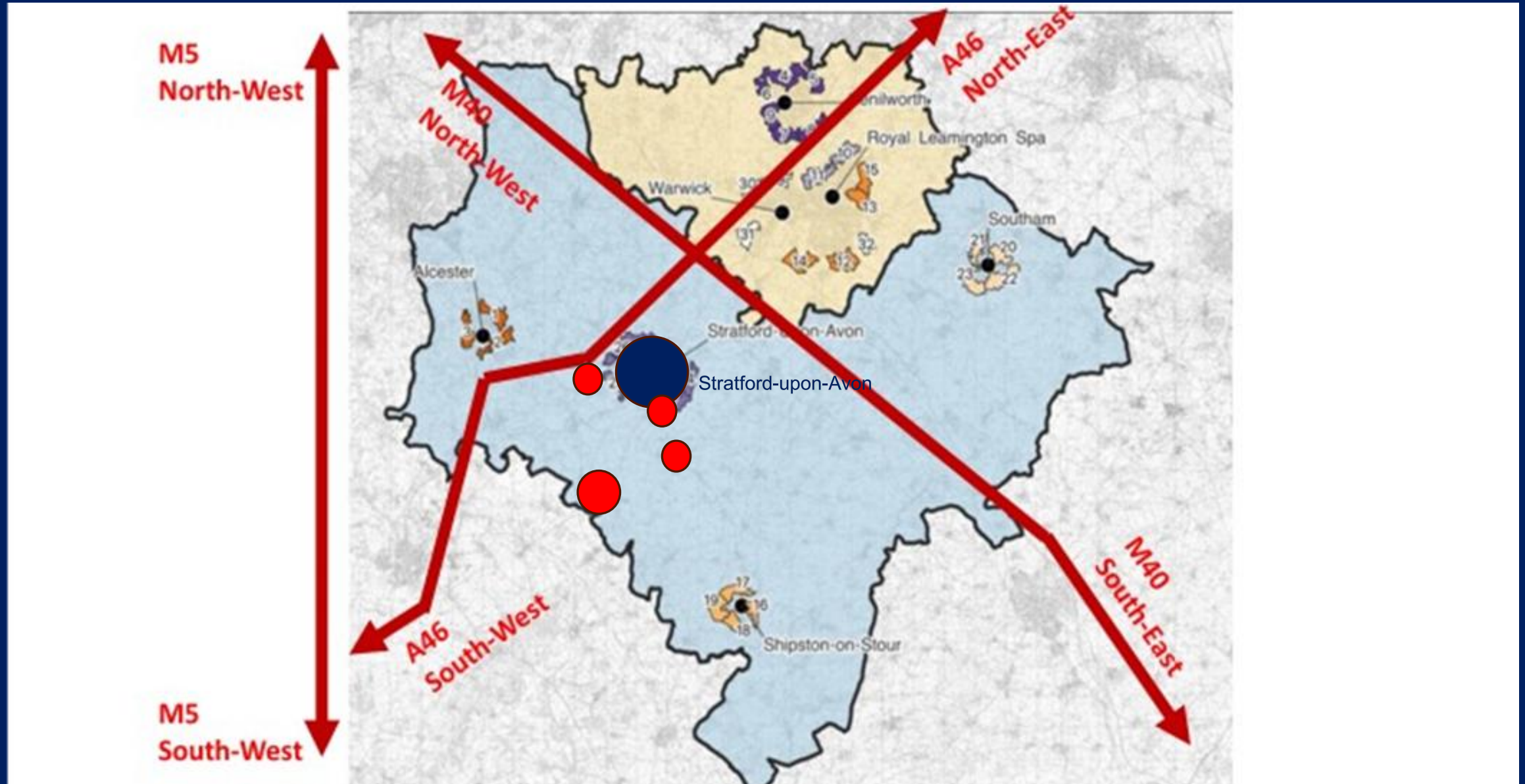
900,000 sq ft of industrial & logistics warehouse and office space.

St Modwen
“Easy Access to M40, M42 and M5”



(Photograph St Modwen)

Vehicles need access to the Strategic Road Network



Bypass

A bypass is needed to remove traffic from the town centre, to improve the environment and allow more space for active travel options.

Public transport and active travel will not resolve the HGV problem.

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.



Conclusions

- ◆ Over 21,000 vehicles a day cross through the town over Clopton Bridge
- ◆ An HGV of 5 or 6 –axles crosses approximately every 4 minutes
- ◆ 2016 Transport Report concludes a Western Bypass provides the most benefits as it connects to the A46. This provides for directions to the west (M5), and north and east via M40.
- ◆ The current route of the SWRR crosses the widest part of the River Avon flood plain, 1/3rd on structure, hence expensive and intrusive.
- ◆ A number of route options appear viable, but no evidence has been found of a route options study.
- ◆ **Key action** is to undertake a Route Alternatives Study in accordance with DfT guidance
- ◆ Connectivity and coordination with A46 upgrade works are vital