



# Vision for Stratford

## ~ Consultation on Priorities

We are keen to find out which of the priorities identified in the Vision for Stratford 2020 are the most important. In each section you are asked to indicate which are the most important priorities to you (this will create a "priority wish list").

### Design and Housing

**Q1** For the following two priorities, please indicate using a rating of 1 to 5, where 1 = not at all important and 5=very important, how important they are to you.

- a) When designing the future development of Stratford, pay proper respect to the history, culture and landscape of the town
- b) Ensure an adequate supply of affordable housing

### Transport

**Q2** For the following six priorities, please indicate by ticking up to three boxes only, which are the most important to you.

- a) Encourage more local people to walk and cycle into Stratford
- b) Have a transport plan 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
- c) Develop an overall ring road around Stratford
- d) Build a new (additional) road bridge over the River Avon to benefit the town
- e) Deliver an effective public transport system for the town that would incorporate a Bus Rail Interchange, based at the current Railway Station
- f) Increase the amount of "clean" energy public transport accessing the town

### Local Economy

**Q3** For the following eight priorities, please indicate by ticking up to four boxes only, which are the most important to you.

- a) Secure and enhance the local economy by the creation of new jobs and securing existing jobs
- b) Deliver a high quality experience for all visitors to Stratford (getting a balance between the number of day and night visitor's and getting visitors to spend more)
- c) Develop the town to have a vibrant evening economy
- d) Improve the provision of visitor information services within the town
- e) Explore the potential to establish a conference venue within the town
- f) Identify future opportunity for more town centre shops and encourage high quality investment in the town e.g. department stores
- g) Create jobs across all business types to keep the young people in Stratford after completing full-time education
- h) Encourage and promote "hospitality" training to ensure a positive welcome to Stratford-upon-Avon for both visitors and residents

## Public Accessible Areas

**Q4** For the following four priorities, please indicate by ticking up to two boxes only, which are the most important to you.

- a) Create safe, attractive public accessible areas for all, with better amenities and enhanced environments for the pedestrian and cyclist
- b) Link more together the streets, squares and open spaces within the town centre
- c) Make more use of the River Avon and the canal, improving links with the town centre and with the countryside through "green" corridors
- d) Create new and improved leisure, walking and cycling opportunities

## Overall

**Q5** Of the 20 priorities listed above, please identify which are the top three most important to you? (Please write in the boxes below the question number and the letter referring to the priority)

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**Q6** Please make any comments you may have about the Vision for Stratford in the box below or add any additional priorities you feel should be included.

**Q7** What is your age?

- |          |                          |             |                          |
|----------|--------------------------|-------------|--------------------------|
| Under 25 | <input type="checkbox"/> | 45 to 54    | <input type="checkbox"/> |
| 25 to 34 | <input type="checkbox"/> | 55 to 64    | <input type="checkbox"/> |
| 35 to 44 | <input type="checkbox"/> | 65 or older | <input type="checkbox"/> |

**Q8** Are you ...

- |      |                          |        |                          |
|------|--------------------------|--------|--------------------------|
| Male | <input type="checkbox"/> | Female | <input type="checkbox"/> |
|------|--------------------------|--------|--------------------------|

**Q9** Please tick all the appropriate boxes that best describes what Stratford town is to you..

- |                                     |                          |  |                          |
|-------------------------------------|--------------------------|--|--------------------------|
| Stratford is where I live           | <input type="checkbox"/> | Stratford is a place I visit               | <input type="checkbox"/> |
| Stratford is my place of work       | <input type="checkbox"/> | Stratford is where I go to school/college  | <input type="checkbox"/> |
| Stratford is where I shop regularly | <input type="checkbox"/> | Stratford is where I go for my leisuretime | <input type="checkbox"/> |
| Other, please specify in box below  | <input type="checkbox"/> |  |                          |

**Q9** Please write in your postcode in the box below.

Please return to the following Freepost address (no stamp required) to Stratford-on-Avon District Council, FREEPOST CV2468, Chief Executive's, Elizabeth House, Church Street, Stratford-upon-Avon CV37 6BR.

The closing date for the return of the questionnaire is **WEDNESDAY 7 DECEMBER 2005**