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“... such stuff as dreams are made on ...”

Our vision for  
 a World-Class Stratford-upon-Avon



## Our vision for a World-Class Stratford-upon-Avon

A multi-million pound scheme to bring Stratford-upon-Avon up to world class status is underway. Proposals are being drawn up to turn the vision into reality, after which an 'urban design framework' document will be commissioned which will set out the guidelines on what is being proposed and where.

The parties involved in the project are: Stratford-on-Avon District Council, Warwickshire County Council, Stratford-upon-Avon Town Council, Stratford Town Management Partnership, Stratford Society Stratford Town Trust, Police, Royal Shakespeare Company, Birthplace Trust, Advantage West Midlands, Community Forum, parish councils in the surrounding area, South Warwickshire Housing Association, South Warwickshire Primary Care Trust, Stratford Racecourse, Central Trains, Chiltern Trains, Stratford College, The Chamber of Commerce, Stratford Manufacturers Association, South Warwickshire Tourism, Hotel and Catering Association.

### Public consultation

We do not want the public to be on the sidelines but in the centre of the action. There will therefore be widespread public engagement and involvement. We recognise that transforming Stratford-upon-Avon, in accordance with our Vision, is a multifaceted task requiring high standards of partnership working.

### 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.

### Our Objectives

The objectives of the Vision are to ensure Stratford-upon-Avon: -

- provides an excellent quality of life for its residents, businesses and visitors
- is a centre of excellence for a range of functions
- remains as one of the country's pre-eminent cultural destinations
- is the most significant place for experiencing Shakespeare's legacy
- achieves World Heritage Site status
- conserves its historical and architectural heritage
- maintain local distinctiveness in all new development
- ensures an adequate supply of affordable housing
- integrates new development with the existing fabric of the town
- identifies high quality sustainable development and reduces the need to travel
- enhances visitor experience and supports business growth
- improves traffic management to support economic development of the town



## Our 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.

### Transport

We are committed to achieving 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 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.

### 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.

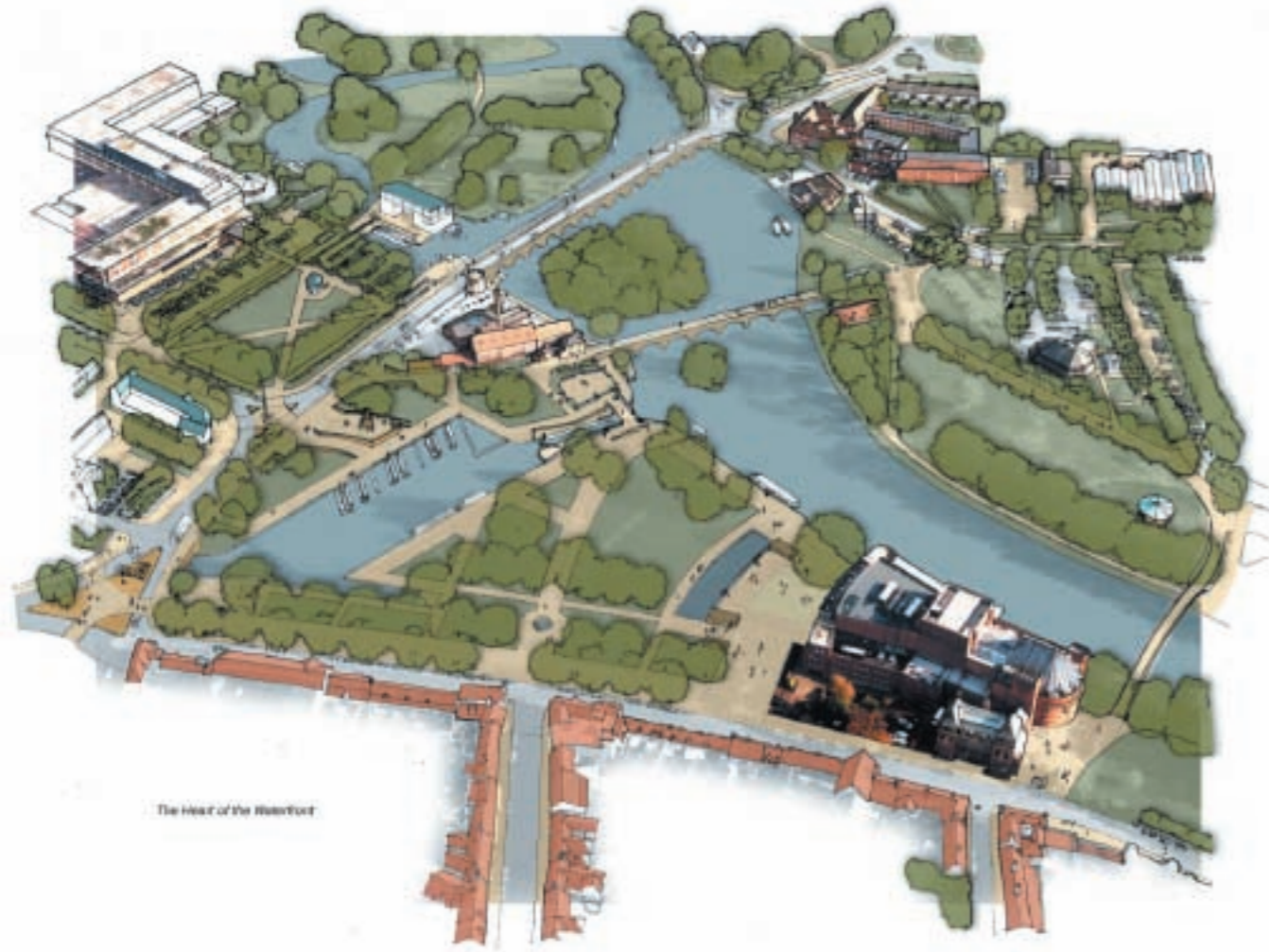
### Public Accessible Areas

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

### 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.





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