

**AGENDA MANAGEMENT SHEET**

**Name of Committee** Cabinet

**Date of Committee** 23rd November 2006

**Report Title** World Class Stratford - New Bridge Proposal

**Summary** The report attached to this short Cabinet report as **Appendix A** from the Stratford Area Committee meeting on 22nd November 2006, outlines the results of the public consultation on the five concept designs for a new pedestrian and cycle bridge over the River Avon, and recommends that Cabinet agree to recommend to full Council that they approve Scheme B for further development and the working up of a detailed design.

**For further information please contact** Mandy Walker, Manager  
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**Would the recommended decision be contrary to the Budget and Policy Framework?** Yes/No

**Background Papers** None.

**CONSULTATION ALREADY UNDERTAKEN:-** *Details to be specified*

Other Committees  Stratford on Avon Area Committee, 20th September 2006, 22nd November 2006.

Local Member(s)  Councillor Mrs J Dill-Russell } for information  
(With brief comments, if appropriate) Councillor R Hyde }  
Councillor M Perry }

Other Elected Members  Councillor P Barnes } for information  
Councillor M Jones }  
Councillor P Morris-Jones }

Cabinet Member  Councillor C Saint – I have been fully involved  
(Reports to The Cabinet, to be cleared with with the consultation process and recognise the  
appropriate Cabinet Member) need for further work.

Chief Executive  .....

- Legal  S Duxbury - agreed
- Finance  C Holden - agreed
- Other Chief Officers  .....
- District Councils  .....
- Health Authority  .....
- Police  .....
- Other Bodies/Individuals  .....

**FINAL DECISION**                      **YES/NO**      *(If 'No' complete Suggested Next Steps)*

**SUGGESTED NEXT STEPS :**

*Details to be specified*

- Further consideration by this Committee  .....
- To Council  Future meeting.
- To Cabinet  Further report in the New Year.
- To an O & S Committee  .....
- To an Area Committee  Further report in the New Year.
- Further Consultation  .....

**Cabinet – 23rd November 2006**

**World Class Stratford – New Bridge Proposal**

**Report of the Strategic Director for  
Environment and Economy**

**Recommendation**

That Cabinet, having considered the contents of the attached report recommends that full Council be asked to:-

- (i) Approve Scheme B for further development, leading to the working up of a detailed design, followed by public consultation.
- (ii) Request that issues of concern raised through the consultation process are given further consideration as part of working up a detailed design.
- (iii) Agree that the project be added to the Capital Programme

That Council notes that Area Committee and Cabinet will receive further reports in the New Year prior to any decision being made about the submission of a planning application.

**1. Background**

- 1.1 Members will recall from previous reports to Cabinet that the County Council is a partner on the World Class Stratford project.
- 1.2 The attached report to Stratford on Avon Area Committee (see **Appendix A**), which meets the day before Cabinet (22.11.06), sets out the status of the new pedestrian and cycle bridge proposal, which is one of five Phase 1 proposals of the World Class Stratford project. The report gives details on the outcome of the recent public consultation and Judging Panel.

**2. Conclusion**

- 2.1 That Cabinet, having considered the contents of the attached report recommends that full Council be asked to:-
  - (i) Approve Scheme B for further development, leading to the working up of a detailed design, followed by public consultation.

- (ii) Request that issues of concern raised through the consultation process are given further consideration as part of working up a detailed design.
- (iii) Agree that the project be added to the Capital Programme

That Council notes that Area Committee and Cabinet will receive further reports in the New Year prior to any decision being made about the submission of a planning application.

JOHN DEEGAN  
Strategic Director for Environment and Economy  
Shire Hall  
Warwick

15th November 2006



- |                          |                                     |  |                         |
|--------------------------|-------------------------------------|--|-------------------------|
| Legal                    | <input checked="" type="checkbox"/> | S Duxbury<br>P Fairweather<br>D Carter | } Comments incorporated |
| Finance                  | <input type="checkbox"/>            | .....                                  |                         |
| Other Chief Officers     | <input type="checkbox"/>            | .....                                  |                         |
| District Councils        | <input type="checkbox"/>            | .....                                  |                         |
| Health Authority         | <input type="checkbox"/>            | .....                                  |                         |
| Police                   | <input type="checkbox"/>            | .....                                  |                         |
| Other Bodies/Individuals | <input type="checkbox"/>            | .....                                  |                         |

**FINAL DECISION**                      **YES/NO**      (*If 'No' complete Suggested Next Steps*)

**SUGGESTED NEXT STEPS :**

*Details to be specified*

- |   |                                     |                             |
|---|-------------------------------------|-----------------------------|
| Further consideration by this Committee | <input type="checkbox"/>            | .....                       |
| To Council                              | <input checked="" type="checkbox"/> | 12th December 2006          |
| To Cabinet                              | <input checked="" type="checkbox"/> | 23rd November 2006          |
| To an O & S Committee                   | <input type="checkbox"/>            | .....                       |
| To an Area Committee                    | <input checked="" type="checkbox"/> | Further report in New Year. |
| Further Consultation                    | <input type="checkbox"/>            | .....                       |

**Stratford on Avon Area Committee - 22nd November 2006**

**World Class Stratford – New Bridge Proposal**

**Report of the Strategic Director for  
Environment and Economy**

**Recommendation**

That Members, having considered the contents of this report, recommend to Cabinet that :-

- (i) Cabinet approves Scheme B for further development, leading to the working up of a detailed design, followed by public consultation.
- (ii) The issues of concern raised through the consultation process are given further consideration as part of working up a detailed design.

That, subject to the decision of Cabinet on 23rd November, a further report is brought back to Area Committee, followed by Cabinet in the New Year, prior to any final decisions being taken and any planning application being made.

**1. Background**

- 1.1 Members will recall from the report to the 20th September meeting, that an extensive public consultation has been undertaken over the last two months, running from 27th August to 27th October. Using a range of formats, including seven manned exhibition days, 2,486 people have responded to the consultation.
- 1.2 Members may also recall, that the origin of the new bridge proposal came from the Transport Strategy review in 2003. This was also the subject of an extensive consultation involving public exhibitions, workshops and meetings with stakeholder groups. Although marginal, more people responding to the consultation at that time were in support of the proposed new bridge than against it.
- 1.3 Subsequently, in 2003, the proposal for a new bridge was carried forward into the Waterfront Masterplan, a planning document approved by Stratford District Council as Supplementary Planning Guidance.
- 1.4 The World Class Stratford project is seeking to improve the financial performance of Stratford-upon-Avon for the benefit of local residents and

businesses. A key aim is overall social, environmental and economic enhancement. Stratford-upon-Avon is important to the regional economy and it has to be recognised that visitor numbers are in decline. It is because of this significant economic role that Advantage West Midlands (AWM) is willing to contribute funding, which would normally be spent in much less prosperous areas of the region. The town is an important gateway destination and improvements will benefit long term not only the region but also the United Kingdom.

- 1.5 The development of the World Class Stratford project, has enabled the two local authorities to bid for AWM funding to implement the Waterfront masterplan, and at the same time to look ahead to developing a new vision for longer term improvements to the town.
- 1.6 The bridge is 1 of 5 projects which make up the World Class Stratford Phase 1 proposals. The other four are:-
  - (i) Improvements to the Bancroft Gardens.
  - (ii) Improvements to the Recreation Ground.
  - (iii) Signage and Waymarking improvements and
  - (iv) Improvements to Waterside and Southern Lane.
- 1.7 The Phase 1 proposals, along with the Royal Shakespeare Company's proposals to redevelop the Theatre , are intended to upgrade and improve the Waterfront, enhancing facilities and renewing tired infrastructure.
- 1.8 £5 million has been secured from AWM, of which £1.8 million is ring fenced for the bridge. The total cost of the bridge proposal is £2 million, with WCC contributing £200,000. The total cost of phase 1 is £7 million.
- 1.9 Against the background of previous consultation and the adopted Waterfront Masterplan, the current consultation was not intended to be a simple yes/ no poll, but to allow people to consider concept designs and comment on the potential impact a new bridge may have, addressing issues of aesthetics, material and location. The questionnaire did however also allow for people to say if they were opposed to the idea of a bridge and to give reasons why.

## 2. Outcome of the Public Consultation

- 2.1 The County Council commissioned consultants Turner and Townsend to carry out a public consultation on the proposed new bridge. A copy of their report is attached to this report at **Appendix A**. Table 1 below shows overall, out of 2,486 respondents to the consultation exercise carried out by Turner and Townsend, 1,103 (44%) are in favour of the bridge, compared with 1383 (56%) against. A small number of questionnaires were set aside by the consultants on grounds of being null and void due to obscene language, nil responses to questions, those that were scored out with no text and one set of 13



questionnaires which suggested duplication (came in by post on the same day and looked to be written by the same hand).

**Table 1: All Respondents**

Total Nos Questionnaires	For Bridge	Against Bridge
2,486	1,103	1,383

- 2.2 The consultant's report (**Appendix A**, paragraph 4.2) suggests that there is a need to separate out those responses which they have categorised as 'non-participatory' or 'protest' papers. These papers are those questionnaires where no comments, other than 'no' or 'none' have been given. Of the 2,486, questionnaires, 1,254 are categorised by the consultant's report as protest papers or non-participatory and 1,232 as non-protest or 'participatory group data'.
- 2.3 As set out in the consultant's report, if those questionnaires with no information other than a 'no' or 'none', are separated out, of the 1,232 participatory group papers, 1,103 support the bridge (89.5%) and 129 are opposed (10.5%).
- 2.4 Whilst the analysis carried out by the consultants with regard to the 'protest papers' is of note, your officers do not believe that these 'papers' can be disregarded in totality. They also acknowledge Partner's concerns (AWM and SDC) that these papers should not be disregarded. Therefore your officers are not looking to rely on these figures as evidence for there being overwhelming public support for the bridge. Clearly it is more difficult to assess the merits of any objection to the bridge in the 1,254 papers where there is simply a 'no' response recorded as it is impossible to determine whether the objection is one of principle or one which could be overcome with positive action as regards the project as whole. Nevertheless, due regard must be had to these papers not least because the Council was committed to an open consultation process which as well as inviting comments on bridge design also invited participants to say if they were opposed to the bridge.
- 2.5 In terms of design preferences, design B is the most liked by respondents(45%), with design A as the least liked, as table 3 shows:-

**Table 3: Design preferences:**

Design	Like	Dislike
A – crescent shape	15.7%	25.6%
B – more traditional	45%	14.4%
C – leaf shape	25.2%	21.8%
D – ribbon shape	17.9%	33.9%
E – suspension style	18.2%	36.4%

- 2.6 Some points to note. It is evident that the majority of people responding are residents (57%), only a minority are visitors (17%), and 26% preferred not to say. The geographical spread of respondents shows 81% from Warwickshire,

18% nationwide and only 1% international. (See **Appendix A**, paragraph 3.3.2, for maps). Respondents also covered a range of age groups, with the majority over 40:

**Table 4: Age Profile**

Under 16	3.9%
16-24	7.4%
25-40	22.6%
41-60	33.9%
60+	32.2%

54% of respondents were male, 46% female.

- 2.7 In terms of the most effective methods of consultation , 1430 questionnaires were handed in during manned events (57%), 790 by post (32%) and 266 via internet (11%). Given that over 50% of responses were received at the manned events, this shows a successful outcome for this method of consultation.
- 2.8 A series of stakeholder meetings was also held with 13 different interest groups (detailed in **Appendix B**), to highlight the consultation and encourage participation. At these meetings a range of views were expressed. In summary the views included:-

**Negative:-**

- (i) No support for the principle, not needed.
- (ii) Requested additional information, including access arrangements into the recreation ground and Waterside/Southern Lane.
- (iii) Concerns re cycle/pedestrian conflict on the bridge.
- (iv) Too much emphasis on recreational cycling, need to increase commuter cycling.
- (v) Concerns over cost and maintenance.
- (vi) Need for lighting to ensure safe use at night and also wider community safety concerns.
- (vii) Additional justification needed based on movement numbers and links to wider transport infrastructure.
- (viii) Concerns over role of the bridge as part of a wider movement strategy, need to consider all existing links across the Avon and new proposal together.
- (ix) Concern that non residents being asked to participate in consultation.

**Positive:-**

- (i) Support consultation process, resident and visitor inclusive.
- (ii) Overall support for the proposal, new opportunity for Stratford.
- (iii) General support for change across the town, including bridge as part of wider World Class Stratford.
- (iv) Need for new modern architecture.
- (v) Will comment when a detailed design is drawn up.
- (vi) In favour but need to consider negative impacts and need to mitigate.

(vii) Get on with it, just build it.

Section 3 below addresses the concerns raised. At all the stakeholder meetings attendees were asked to fill in questionnaires.

- 2.9 In addition, 18 comments have been received by email, including 14 not in support and 4 in support. Issues of concern raised are covered in section 3.
- 2.10 It is evident that overall a wide range of views have been presented, including a proactive anti bridge campaign, led by Stratford Voice. Staff have discussed the bridge proposal with members of the group, both individually and formally with committee members at a stakeholder group meeting, however they declined the invitation to join staff inside the marquees at the manned events. The group have also put forward an alternative bridge proposal, which is discussed in section 5 below. It should be noted also that the group handed out literature to people entering the events, some of which was factually incorrect.
- 2.11 The consultation has clearly attracted considerable public comment and has been successful in engaging with a wide range of people of varying ages and interest groups from across the town and beyond.
- 2.12 A cross section of comments are as follows:-

'Waste of public money'	'Be brave and bold, Stratford needs something new and positive'
'Unnecessary and expensive'	'Stratford needs the bridge - listen to the 'silent' majority'
'Carbuncle on the landscape'	'Excellent opportunity to revitalise waterside, improve access to the recreation ground and introduce new and innovative architecture to Stratford'.

### **3. The Key Reasons of Opposition to the Bridge Proposal and the Council's Responses are Set Out Below:**

- 3.1 **Visual impact, including need to protect views from the Tramway bridge –** Visual impact is clearly subjective. A key consideration is to protect the views of Holy Trinity Church and the historic river setting, with a design that does not detract, but enhances the environment. The views of Holy Trinity Church, can be seen from only one point on the Tramway Bridge. If the bridge goes ahead, we would work closely with the design architects to protect the views and we are confident that a solution could be found which would not detract from the setting of Holy Trinity Church, would have minimal impact on existing views and could potentially open up two new views for people to enjoy.
- 3.2 **Need has not been established –**

- (a) The need was established back in 2003, as part of the Transport Strategy Review and subsequent inclusion in SDC's Waterfront Masterplan.
- (b) The overriding aim as identified in the Transport Strategy Review is to provide a sustainable transport solution for Stratford with the bridge improving pedestrian and cycle access, assisting movements between the recreation ground and residential areas to the south, on to the theatre and into the town centre.
- (c) The new bridge would help to disperse people from the Bancroft Gardens and Tramway bridge areas, which are heavily used in peak periods, by providing a direct link into the recreation ground, opening up a new circular walk, for visitors and residents alike, which would encourage movement along the river and increase footfall into the recreation ground, from the Theatre, town and Holy Trinity church.
- (d) The new bridge would link into the Sustrans national cycle network, providing a much improved safe cycle route, (cycling is prohibited on the Tramway bridge and there are steps at Lucy's Mill bridge ) with appropriate lighting. It would provide a new route for commuter cyclists, as well as for recreation and visitor cyclists, along with a safer route to schools in the town centre and beyond.
- (e) The new bridge would provide improved access between both sides of the river for wheelchair users and people pushing prams and families.
- (f) From an economic perspective the bridge would be a landmark feature in its own right, with the potential of attracting more visitors to Stratford-upon-Avon.

3.3 **Cost** - The approximate £2 million cost is realistic for this type of major infrastructure project.

3.4 **Impact on Swans** - The County Council has consulted with the Royal Society for the Protection of Birds regarding impact on swans and other bird life. Their detailed response, which highlighted the need to avoid structures with cables and wires, did form part of the Jury Panel's consideration. Any final bridge design would need to ensure no such structures were included. Additional consultation with local wildlife groups would also be carried out, on a detailed design, if the Council decides to proceed.

3.5 **Need to consider wider transport issues and infrastructure** – the need to consider wider movement and transport issues, including the potential for a new vehicular bridge over the river and scope for improvements to existing bridges including Lucy's Mill, is recognised. As part of the World Class Stratford project, work has already started to identify key movement issues around the town. These will feed into a review of the transport strategy in the New Year. The proposed pedestrian/cycle bridge is consistent with current County Council policy and strategy.

- 3.6 **Uncertainty of Links Either Side into Recreation Ground and Southern Lane, Particularly for Cyclists, no Details on Land Take.** The consultation is focussed on concept designs and therefore detailed access arrangements leading to and from the bridge, including size of land take, have not yet been worked up. These details will be available as part of a detailed design, should the County Council decide to proceed. As part of examining improvements to Waterside and Southern Lane, we are currently examining how the link into town would best be achieved, recognising some cyclists concerns for direct access into town. It is certainly the intention that from the new bridge cyclists would be able to access Waterside/Southern Lane both right and left, to provide a direct route into town and avoid the need for accessing via old Town. The proposals for Waterside and Southern Lane will be made available for consultation in due course.
- 3.7 **Urbanisation of the Recreation Ground and Increased Parking.** The District Council, who own the recreation ground and car park have stated they do not intend to urbanise or increase parking on the recreation ground.
- 3.8 **It will put the Ferryman out of Business.** The ferry, which operates for eight months of the year, is owned by Stratford District Council. It will be relocated to a new site adjacent to the Royal Shakespeare Theatre. This new location is likely to increase footfall and patronage for the ferry. The current ferry operator is publicly supportive of the proposed new bridge and relocation of the ferry.

#### **4. Examination of Alternative Location, Lucy's Mill Bridge**

- 4.1 Several people have suggested that Lucy's Mill bridge be revamped as an alternative to the new bridge and Stratford Voice have also submitted plans for an alternative bridge proposal, based on Lucy's Mill bridge being upgraded.
- 4.2 The steps at each end of the Lucy's Mill Bridge do not allow cyclists, wheelchair users and push chairs to access the bridge. Proposals have been put forward by the public during the consultation to make this bridge compliant with the Disability Discrimination Act 1995 (DDA) and suitable for cyclists either as a replacement for the new bridge or in addition.
- 4.3 Lucy's Mill Bridge is 600m away from the proposed new footbridge and would therefore, add 1.2km to the proposed circular walk. Lucy's Mill Bridge is therefore, geographically removed from the focal point of waterside improvements and the need for an improved direct link from the recreation ground into the town centre. However, the County Council recognised the need to consider improvements to the existing bridge and have undertaken a feasibility study to see if it is possible to improve the bridge and access to it.
- 4.4 The feasibility has shown that access to the eastern side of the bridge from the Recreation Ground can be achieved. However, there is insufficient room to construct an access ramp on the western side (Town side) without acquiring land from private properties. The residents in the area have indicated that they would oppose any such improvements that affect their property. It is considered that acquiring land via Compulsory Purchase Order would not be successful.

- 4.5 It is concluded that improving Lucy's Mill Bridge to comply with DDA requirements is not feasible.

## **5. Recommendation of Judging Panel**

- 5.1 The Judging Panel met on 9th November. Having considered a technical appraisal of all designs and having received five presentations, the Panel agreed that scheme B was their preferred choice. Scheme B was designed by Ian Ritchie Architects/Schliach Bergermann and Partner. The Panel also proposed that any appointment should be subject to further exploration of a number of technical issues. They also considered that in the event that the County Council cannot be satisfied on these technical matters then further consideration should be given to schemes C and E.

## **6. Other Surveys**

- 6.1 Three other organisations have conducted their own surveys, with different questions and coverage. Stratford Herald -at the time of writing the results are being analysed, BBC Coventry & Warwickshire – which shows at the time of writing 52% people in favour, 48% against the new bridge proposal, and Liberal Democrat Councillors in Stratford, who contacted all households within the town and received 2600 survey responses, showing 37% people indicating there 'should be another pedestrian/cycle bridge across the River Avon' and 63% indicating no there should not, amongst other questions. Without further information, it is difficult to assess the extent to which outcome of these external surveys can be relied upon and whether they are truly representative of the views of Stratford residents. However, they may be used to illustrate the divergence of views that exist.

## **7. Stratford District Council**

- 7.1 Stratford District Council will be considering the proposal at a special meeting of their Council, date of which has yet to be confirmed.

## **8. Conclusion**

- 8.1 The outcome of the consultation has shown that there are a number of people who are opposed to the bridge as a matter of principle. The actual number whose concerns could not be overcome through bridge and environmental design is, however, difficult to determine because no reasons for objections were given. It is also of note that from the Council's consultation results the views of the people of Stratford are very much in the balance when it comes to the bridge. With 44% in favour and 56% against there is neither overwhelming public support for or opposition to the bridge.
- 8.2 Of those that responded to the consultation process with comments, a much larger number were in favour of the bridge. The comments made through the consultation process have however raised some general issues of concern (Set out at paragraph 2.8 above) and these will be taken into account should the Council decide to move ahead with more detailed design proposals.

- 8.3 The issue of duplication is acknowledged as being a difficult one to counter. Turner Townsend have been asked to look at this in more detail and to provide further analysis to the Director for Environment and Economy of both duplicate and protest papers.
- 8.4 As may be expected, opposition to and support for the bridge are finely balanced. The consultation results do not show an overwhelming result, one way or another. The outcome of the public consultation exercise is certainly important when deciding whether to go ahead with the bridge project, however it is only one of a number of factors that must be taken into account. In recommending to the Committee that the Council proceeds to the next stage in relation to the bridge, the following issues have been weighed against the outcome of the public consultation process:-
- (i) The fact that the bridge is part of the Waterfront Master Plan and is a key part of the World Class Stratford Phase 1 proposals - a major partnership initiative aimed at delivering economic, environmental and social enhancements for the town, which will contribute to sustained viability and ensure Stratford is able to compete as an important regional and national gateway.
  - (ii) The intention that the bridge, combined with improvements to the Bancroft Gardens, the Recreation Ground, Signage and Waymarking, and Waterside and Southern Lane, will help upgrade and improve the Waterfront, enhancing facilities and renewing outworn infrastructure.
  - (iii) The need to provide a sustainable transport solution for Stratford, improving pedestrian and cycle movements between the recreation ground and residential areas to the south, on to the theatre and into the town centre.
  - (iv) The need to assist dispersal of people from honey pot areas of Bancroft Gardens and Tramway.
  - (v) The benefits of creating a new circular walk, for visitors and residents alike, increasing movement along the river and increasing footfall into the recreation ground, from the Theatre, town and Holy Trinity church.
  - (vi) The benefits of providing a much improved safe cycle route, for school children, recreational and commuter cyclists, with links into the Sustrans national cycle network, and improved access for wheel chair users and people pushing prams.
  - (vii) The added benefits to the local economy that could be generated from a new landmark feature, attracting more visitors to Stratford.
  - (viii) The fact that of the approx 25,000 population of Stratford District less than 3,000 responded to the Council's consultation process.

8.5 As a result of these considerations, on balance officers are recommending that Scheme B is further developed, working up a more detailed design proposal which would be the subject of further consultation. Scheme B was favoured by most respondents who responded on their design preferences. Although the preference for Scheme B was not overwhelming at 45% it gained significantly more support than the other options (the nearest other option being Scheme C at 25%). Many of the concerns raised have been around lack of detailed design. Further development of a concept and scheme will provide information to address the concerns and consultation on a detailed design would then follow.

## **9. Recommendation**

9.1 In the light of the above considerations, Members are asked to recommend to Cabinet that:-

- (i) Cabinet approves Scheme B for further development, leading to the working up of a detailed design, followed by public consultation.
- (ii) The issues of concern raised through the consultation process are given further consideration as part of working up a detailed design.

Members are also asked to note that, subject to the decision of Cabinet on 23rd November, a further report will be brought back to Area Committee, followed by Cabinet in the New Year, prior to any final decisions being taken and any planning application being made.

JOHN DEEGAN  
Strategic Director for Environment and Economy  
Shire Hall  
Warwick

15th November 2006





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**A World Class  
Stratford-upon-Avon**

**Proposed Pedestrian &  
Cycle Bridge – A report  
on consultations**

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Rev	Originator	Approved	Date
1.0	Dr. Rama Isaiah		7 <sup>th</sup> September 2006
1.1	Dr. Rama Isaiah		2 <sup>nd</sup> November 2006



## Executive Summary

Warwickshire County Council commissioned Turner & Townsend to carry out and deliver a public consultation on the proposed new pedestrian and cycle bridge in Stratford-upon-Avon. World Class Stratford is a long term vision for Stratford-upon-Avon combining development opportunities with environmental improvements to bring about a social and economic enhancement to the town. Phase 1 of the World Class Stratford Project is aimed at upgrading the waterfront areas as the waterfront is not only the setting of the Royal Shakespeare Company with an investment of over £100m, but the river and its surroundings are a major asset to the town. The proposed pedestrian and cycle bridge is one of the five projects of the first phase of World Class Stratford Projects.

An inclusive consultation process held over summer 2006 consulted with a range of stakeholders, residents and visitors to the town through manned and unmanned exhibitions and over the internet. The four public exhibitions had a combined footfall of over 6000. There were over 2500 questionnaires received as part of the exhibitions and displays, by post and the internet. The main task of the consultation team was to engage with the public on the bigger picture, communicating and gathering views on the concepts. The questionnaire was also designed to get the maximum interaction from the respondents so as to get an informed opinion. **Maximum communication and engagement from respondents being the main objective, the comprehensive answers from the questionnaires and their analysis was to be the main deliverable of the consultation exercise.** Based on this it was necessary to separate out the non-participatory ones or those who were at the various events only to register a protest vote from the participatory ones who may or may not have been opposed to the idea of the bridge, but were engaged enough to give constructive criticisms and reasoning for their choices. Such a separation amounted to about 56% of the respondents being opposed to the bridge and not wanting to be a part of the consultation process with 44% being supportive. Of the 44% who were involved 89.9% registered their choices of the bridge designs, whilst 10.1% were against the bridge but gave their reasons for their opposition, most of which have now been or being addressed.

The topic of the proposed pedestrian and cycle bridge is a highly debatable and emotive one for the residents of Stratford-upon-Avon. The topic of the bridge has been in the public arena through earlier consultations both for the Local Transport Strategy and the Waterfront Masterplan in 2003. The need, justification and benefits it can bring to the town have also often been in the public domain. However, as the preparation for the consultation events took place, it was apparent that a strong and local group were inclined to turn the consultation into more of a 'yes' or 'no' vote for a bridge rather than the intended wider engagement and consultation with the public. Whilst many of the objections in the main have or are being addressed, the economic issue of addressing declining tourist trends and its associated impacts have to be dealt with. It is in this overall



regeneration context that the bridge is seen - capable of fuelling the renaissance that is currently taking place in Stratford-upon-Avon, with the results of the consultations focusing on the five short listed designs resulting from the competition held by the Royal Institute of British Architects.

The consultations have attracted over 2500 respondents from both residents and visitors to Stratford-upon-Avon with nearly 60% handed in during the consultation events. Nearly 81% of the respondents were from Warwickshire County, the rest of UK was about 18.7% with the international respondents being less than 1%. Of those that responded, nearly 60% were residents with about 17% being visitors. Of the 1232 respondents engaged with the process it is clear that Design B is the most preferred followed by Design C. The remaining designs all received lower levels of support with Designs A being the least liked. Design B is also seen as the least disliked design.

The highest age group that responded was the age range of 41 – 60, followed by the over 60 age group, then 25 – 40 age range. The gender ration was about 55% males to 45% females. The location of the bridge and the aesthetics of the bridge were important considerations for about half the respondents, whilst a third thought that the materials used was an important consideration.

In terms of ranking the four 'quality of life' factors in order of importance most appear to believe that the 'aesthetics, setting and surroundings' of the bridge are the most important, followed by 'accessibility'. 'Stratford-upon-Avon as a tourist destination' has been prioritised lowest of the four options. In terms of usage of the bridge, walking appears to be the most popular.

The participation and the interest the proposed bridge generated both in terms of engaging with consultative process and viewing the designs and associated displays, or in terms of being totally against it with no chance of a further dialogue has been a challenge when balancing emotions and history with economics and development!



## 1 Introduction

Turner & Townsend have been commissioned by Warwickshire County Council to carry out and deliver the public consultation on the proposed new pedestrian and cycle bridge for Stratford-upon-Avon. The main objective of the consultation was to display and communicate with the visitors to the consultation events, the five short-listed designs for the pedestrian and cycle bridge.

The five designs on display were the result of a competition held by the Royal Institute of British Architects. The displays were intended not only to give visitors to the events an opportunity to view the schemes, but also to give written feedback so that it could be fed to the jury panel who would consider the public's comments alongside a technical appraisal of the five bridge designs. The consultation period was to run from the end of August, through September till the end of October 2006.

Stratford-upon-Avon is a unique market town. In recent years visitor numbers have been dropping and with strong competition from neighbouring towns and destinations, the town is in need of investment and a 'breath of new life'. World Class Stratford is an area wide long-term vision for Stratford-upon-Avon. An Urban Design Framework is being developed to address issues relating to the development quality and character of the town and its environment.

The idea and support for a new bridge originated from consultations carried out for Warwickshire County Council's Local Transport Strategy and the Waterfront Masterplan Strategy in 2003. Public consultation for the Local Transport Strategy endorsed among others the need for the bridge with 46% supporting the proposal, 40% against and 19% neither for nor against. The two strategies connected the redevelopment opportunity afforded by the Royal Shakespeare Theatre redevelopment and this led to a funding application to the Regional Development Authority – Advantage West Midlands by both Stratford District Council and Warwickshire County Council. Subsequently, the World Class Stratford project aimed at upgrading not only the waterfront areas, but the river, its surroundings and the town itself is a major economic boost to the town.



## 2 Turner & Townsend's Brief

### 2.1 The Requirement

The key aim was to carry out an effective public consultation on the new bridge proposals that had been submitted and short-listed by the Royal Institute of British Architects as part of a competition run by them. Specifically the requirement for the consultation was to:

- Extensively engage and consult with a wide range of members of the public and stakeholders over the months of August, September and October 2006 on the five short-listed designs, holding manned and unmanned public exhibitions in suitable venues/locations;
- Analyse and report back from the consultation events, the perceptions, views and feedback received summarising the public's comments on the 5 design concepts, detailing extent of consultation and key findings.

### 2.2 Context

Phase 1 of the World Class Stratford Project is aimed at upgrading the waterfront areas. The waterfront is not only the setting of the Royal Shakespeare Company with an investment of over £100m, but the river and its surroundings are a major asset to the town.

Phase 1 of the World Class Stratford Project contains five projects:

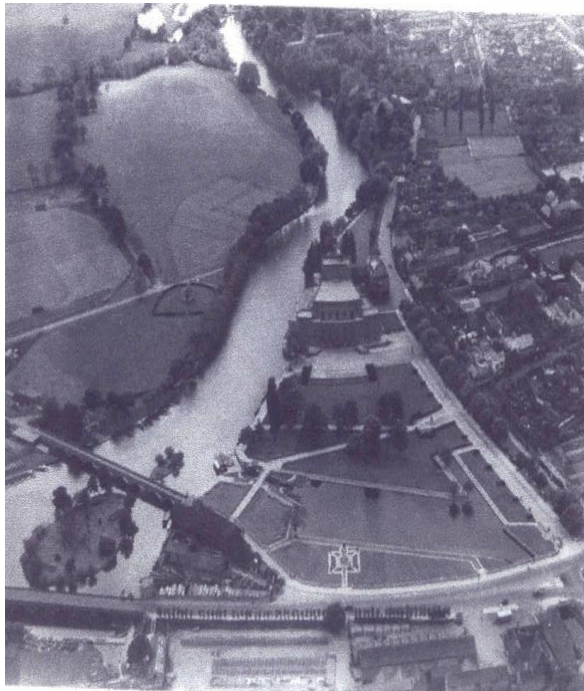
- Bancroft Garden Improvements
- Recreation Grounds
- Improvements to Waterside and Southern Lane
- Pedestrian Signage Scheme
- Pedestrian and Cycle Bridge

Substantial funding has already been secured from the Regional Development Agency, Advantage West Midlands towards the World Class Stratford Projects. Of the total £7m public sector funding secured for Phase 1, £2m has been ring-fenced for the pedestrian and cycle bridge.

The topic of the proposed pedestrian and cycle bridge is a highly debatable and emotive one for the residents of Stratford-upon-Avon. The topic of the bridge has been in the public arena through earlier consultations both for the Local Transport Strategy and the Waterfront Masterplan in 2003. The need, justification and benefits it can bring to the town have also often been in the public domain. Graphically, as the photographs below demonstrate, that while the passage of time has made its impact on the development of



the town, the connections between river banks along the watercourse of the river Avon have predominantly remained the same; thus adding a great burden to movement patterns be they by car, pedestrians, cyclists, push chair or wheel chair users.

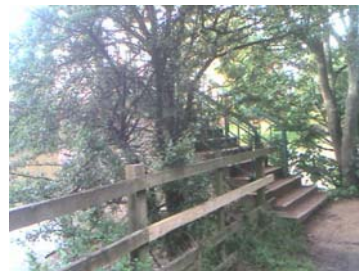


**Stratford-upon-Avon in the 1930's**

Photo Credit: Taken from: Proposed Waterfront Walk with arches under the bridge: – Pre-feasibility Study, Stratford-upon-Avon District Council 2003

**Stratford-upon-Avon in the 2000's** Photo Credit: Taken from: Response to the Consultation on the Stratford-upon-Avon Waterfront Masterplan & Preliminary Public Realm Proposals for the RSC Development, RSC January 2003

Currently, the Tramway Bridge and the Lucy's Mill Bridge are the two options for pedestrians, cyclists and other users. As the photographs below show, the steps on Lucy's Mill Bridge make it quite unsuitable for Cyclists, Wheelchair and push chair users.



**Lucy's Mill Bridge**

As for the Tramway Bridge, an Outline Justification Working Paper on the Recreation Ground Car Park Access and New Footbridge by Ove Arup & Partners in 2003 states:

*'The existing Tramway Bridge is only 3.2m wide and with people taking time to look out over the river, the effective width is reduced to 2m. Analysis of video tapes of pedestrian movements over the bridge show a maximum rate for flow is in the region of 2800 people per hour ...*

*Using the standard level of service criteria ... it is evident that the level of service ... is at the top end of LOS C, indicating that the facility is at its*





*maximum reasonably comfortable capacity at busy times. This LOS can be described as 'there is a high probability of conflict requiring frequent adjustment of speed and direction to avoid contact...considerable friction and interaction between pedestrians is likely to occur'.*

*Because of its locality and the views that the bridge affords of the River Avon and the activity on the river there is a desire for people to stop and to enjoy the experience. This will on occasions reduce the level of service to D. At this level of service there is a probability of intermittently reaching critical density causing momentary stoppages of flow'.*

Provision for cyclists crossing the River Avon is poor. They either have to use the Clopton Bridge used by all the vehicular traffic or the 1.2m narrow cantilevered footway on the north side of the Clopton Bridge which is also shared by pedestrians. Cycling on Tramway Bridge is banned although cyclists use it!

The proposed bridge is seen as an important enhancement to the local transport network. More importantly, it will:

- Provide pedestrians and cyclists with a new route as well as an improved access over the river;
- Provide better facilities for disabled, those with push chairs and young families;
- Provide an opportunity for people to utilise the whole of the Recreation Ground and also provide an easier route to Holy trinity Church;
- Facilitate wider recreational enjoyment of open spaces through better access and dispersal of pedestrians, especially relief of pedestrian congestion around Bancroft area;
- Offer residents and those walking from parking and other surrounding areas an attractive route to the theatre and into the town centre;
- Provide a circular scenic walk along the river;
- Provide an important link into the national cycle network;
- Provide an opportunity to bring new architecture into Stratford; and
- As a new landmark development, not only provide new views and vantage points from the bridge, but as a landmark feature be an attraction in its own right and make Stratford more attractive to tourists, local visitors and residents alike.



## 3 Consultation Strategy

The consultation was designed to be held over the months of August, September and October 2006. It was designed to be as inclusive as possible. A wide range of organisations, community groups and stakeholders were included as part of the consultation process, in addition to the residents and visitors to the town. This also included representation from those members of the community who do not support a new bridge. For example, 'Stratford Voice', a local resident/community group who are opposed to the idea of the bridge was also given the opportunity to participate at the public exhibition events.

### 3.1 Methodology

Consultation events included both manned and unmanned exhibitions in addition to presentation to key stakeholder groups. The initial discussed and agreed strategy was to have three manned events and four unmanned events. Locations for the manned events were selected and agreed based on the criteria that the locations had to be easily accessible, DDA compliant, in public buildings/spaces and at times and dates that could attract maximum participation. Based on this and availability within the planned timescale, Bancroft Gardens, Henley Street and Morrison's Supermarket Car Park were chosen for the manned exhibitions. The Bancroft Gardens event was planned on a public holiday during the August Bank holiday, Henley Street event on a public holiday Sunday and working day Monday, whilst the Morrison's event was held on two working days – Thursday and Friday (these being the two most busiest days of the week for the supermarket!). The first two events were held during the day from 11.00am – 4.00pm whilst the third event was from 3.00pm – 8.00pm so as to encourage people outside the normal office hours.

Unmanned events were held at four public libraries in and around Stratford-upon-Avon and again venues were chosen based on availability of the dates for the display of exhibition material. Following are the consultation dates and venues:

- 27<sup>th</sup> & 28<sup>th</sup> August 2006, 11.00 – 16.00 at Bancroft Gardens
- 3<sup>rd</sup> & 4<sup>th</sup> September 2006, 11.00 – 16.00 at Henley Street
- 14<sup>th</sup> & 15<sup>th</sup> September 2006, 15.00 – 20.00 at Morrison's Supermarket Car Park
- A moving display at the following libraries between the dates 27<sup>th</sup> August – 27<sup>th</sup> October 2006
  - Stratford-upon-Avon Library and Information Centre
  - Shipston-on-Stour Library and Information Centre
  - Wellesbourne Library and Information Centre
  - Southam Library and Information Centre



- Additionally questionnaires with information directing public to the various manned and unmanned exhibitions were placed at:
  - Stratford-upon-Avon District Council Offices
  - Stratford-upon-Avon Town Council Offices
  - Stratford-upon-Avon Civic Hall
  - Stratford-upon-Avon Information Point (near Bridgefoot)
  - SDC Leisure Centre (near Bridgefoot)
  - Royal Shakespeare Theatre

During the consultation period, and at various stakeholder events, it became apparent that a large section of local stakeholders would have preferred a public exhibition on a Saturday and in response to this need an additional event was organised on Saturday 21<sup>st</sup> October 2006 between 11.00am and 4.00pm.

The following list shows the range of people invited/consulted. A detailed list of stakeholder consultations is included in the appendix 1.

Community Groups	Local Retailers
Voluntary organisations	Stratford Town Management Partnership
Schools/children	Stratford Town Trust
FE College	Stratford Birthplace Trust
Tourists	Stratford & Warwick Waterways Trust
Residents	SUSTRANS
Disabled People	Cycle Groups
Key individuals & stakeholders	Bus/ taxi operators
Youth Clubs / Forums	British Waterways
Royal Shakespeare Theatre (RST)	English Heritage
RST Community Forum	Stratford Society

Displays at the manned exhibitions consisted of the A1 photomontages of the five short-listed designs submitted to the Royal Institute of British Architects along with location map for the proposed bridge and salient points on each of the five designs. These were supplemented with information supporting the need and justification of the bridge, views from various points along the river and a display of the World Class Stratford vision to set the context. Similar displays were prepared in A3 formats for the unmanned exhibitions at the libraries. Presentations to key stakeholder groups (invited audience), was done using both the graphic displays and audio visual presentations.

There was also opportunity to see and comment on the designs electronically using the form on the Warwickshire County Council web page; and links were also made to the existing World Class Stratford web page. Press- newspaper, radio and TV coverage were included through various press briefings issued by the Warwickshire County Council.

All the graphics and other material prepared for the exhibition events along with the 5 bridge designs are shown in Appendix 2.



### 3.2 The Questionnaire

The questionnaire was designed to be as inclusive as possible. Question related not only to the specific designs, but, respondents were also given the opportunity to express their opinions on what they thought were important considerations for a pedestrian and cycle bridge, desires on the quality of life indicators, potential needs the bridge responded to and the demographical questions on gender, age bracket, if they were a visitor or resident to the town in addition to the specific option of if they would use the bridge or not. A copy of the questionnaire is attached in Appendix 3.

### 3.3 Consultations events and process

World Class Stratford is about Stratford being a key 'gateway' destination bringing benefits not only to the region, but improving the financial performance of Stratford-upon-Avon for the benefit of local residents and businesses – bringing an overall social and economic enhancement. Visitor numbers to Stratford-upon-Avon have had a long term trend of decline. The resultant under performance is detrimental to the region and has long-term implications for economic and environmental well being of the town.

Getting all these messages across, along with the need to address declining visitor numbers to Stratford-upon-Avon, provision for new developments and visitors alike, and addressing socio-economic and pedestrian and cyclist movement patterns were integral to the public consultation. The main task of the consultation team was to engage with the public on the bigger picture, communicating and gathering views on the concepts. The questionnaire was also designed to get the maximum interaction from the respondents so as to get an informed opinion. **Maximum communication and engagement from respondents being the main objective, the comprehensive answers from the questionnaires and their analysis was to be the main deliverable of the consultation exercise.** This is further strengthened by the fact that the concept of a new bridge is included in the Stratford 2020 – A vision for Stratford-upon-Avon and the County Council's Local Transport Strategy 2003 and indeed the Waterfront Masterplan that has been adopted as Supplementary Planning Guidance.

As the preparation for the consultation events took place and press briefs were sent out to the various media, it became apparent that a strong and vociferous local group were inclined to turn the consultation into more of a 'yes' or 'no' vote for a bridge rather than the intended wider engagement and consultation with the public. Moreover, it was observed at each of the manned public consultation events they were discouraging residents from seeing any of the displays and encouraging them to go straight to the questionnaire and register their protest by answering only the last question on page one of the questionnaire. i.e. *'If you do not like any of the designs, or are opposed to the idea of a new bridge, please give your reasoning'* and draw a line through the rest, thus hindering the main objective of the consultation and engagement process. The group also distributed leaflets to show why they were opposed to the bridge; many of them not factual and



correct. For example, at the very first event, one of the points on their leaflet was about the closure of the ferry, which is totally untrue as the ferryman is very supportive of the scheme and his support in the form of his presence at one of the events and quotes were part of many a press brief and information leaflets.

In an attempt to understand the opposition to the bridge, reasons and tactics employed, there is a need to explore the issue further. Some of the key reasons for objections have been set out below:

1. **'A waste of Public Money'** – Firstly it has to be said that there was uncertainty and lack of understanding from the 'group as to how the project was to be funded, with locals believing that they would be carrying the burden locally or losing other local benefits as a result of funding for the bridge. However, funding for the bridge has already been applied for by both the Stratford-upon-Avon District Council and the Warwickshire County Council following the two earlier consultations on the Local transport Strategy and the Waterfront Masterplan in 2003 and secured from the Regional Development Agency AWM on the basis of the economic benefit that will be gained by the regeneration of the waterfront.
2. **'No demand for a bridge'** – Some viewed the bridge purely from its functionality and could see no compelling argument for a bridge in the location proposed and beyond this had fears that it may lead to development of the recreation grounds for car parking or even residential development. This was quickly responded to by both the Stratford District Council and the County Council who confirmed there are no such plans and if anything parking in this area will be reduced in favour of park and ride schemes further out of the town centre.
3. **'Visual Impact'** – Increasingly, modern bridges are being used as part of regeneration projects to make bold architectural and cultural statements. This was inherent within the brief for this bridge, as a result some of the designs looked very imposing in the way they were depicted as they were presented to best exhibit the architectural merit of the bridge as part of the competition. To set the bridge in context a photomontage was produced to show the impact of the bridge when viewed from the Tramway bridge. It can be seen that the bridge will not be an imposition on the landscape, and is hardly visible from the Tramway Bridge, and in the essence of the brief should retain the value of having an iconic structure as part of the World Class Stratford projects.
4. **'The money should be spent on Lucy's Mill Bridge'** – Lucy's Mill bridge is further down stream, at least 600m away from the site of the proposed bridge and out of the World Class Stratford Projects area. To include it at this stage would dilute the impact of the waterfront regeneration and thereby not achieve the regeneration benefits that the World Class Stratford projects are set out to achieve. However, there was a clear message coming from supporters and objectors alike that Lucy's Mill Bridge is in



desperate need of improvement. The current bridge is accessed by steps on either side which makes it unusable by people in wheelchairs and unsuitable for pushchairs and cyclists. The creation of a new bridge does not preclude improvements to Lucy's Mill Bridge and if anything will help the argument to improve access as the waterfront becomes more popular. The County Council is considering the proposal for Lucy's Mill Bridge put forward by 'Stratford Voice'.

5. **'The Ferry would be put out of business'** – The proposal is to relocate the chain ferry closer to the theatre, and the operator is very much in support of this proposal, and the idea of a new bridge enhancing the waterfront as a tourist attraction. The ferry itself must be seen more as a tourist attraction than a serious crossing point for locals, therefore its proposed new location should enhance trade, setting it more centrally to the busiest area. The ferry also operates only for 8 months of the year.
6. **'A protest vote'** – While many of the reasons for not wanting a bridge could be understood, including those locals who simply didn't want change and didn't want to increase visitor numbers, there were those who were objecting simply because they were dissatisfied with other schemes in the town, these included:
  - Park and ride
  - Traffic Congestion
  - A dilution of the Window Street retail scheme

**Summary of Objection** – It appeared difficult for people to project themselves to 2020 and see the bridge in context of a regenerated Stratford-upon-Avon. Stratford-upon-Avon has no negative stereotype to overcome; it is a popular visitor town and has many existing attractions. There is perhaps more work required to show how an iconic project can not only increase national attention but become part of a local identity. A successful scheme can help lend credibility to further projects in the area. This can increase the confidence of funding bodies for the future, as well as encouraging direct private investment.

Many of the objections above in the main have or are being addressed. The economic issue is an important one for the town and its region. In an overall regeneration context, it is sometimes seen that some economic, developmental, cultural attractions or even services and infrastructure facilities, and in this case the pedestrian and cycle bridge, may not generate income in their own right. But these need to be seen in the larger regeneration context as loss-leaders capable of fuelling the renaissance that is currently taking place in Stratford-upon-Avon.



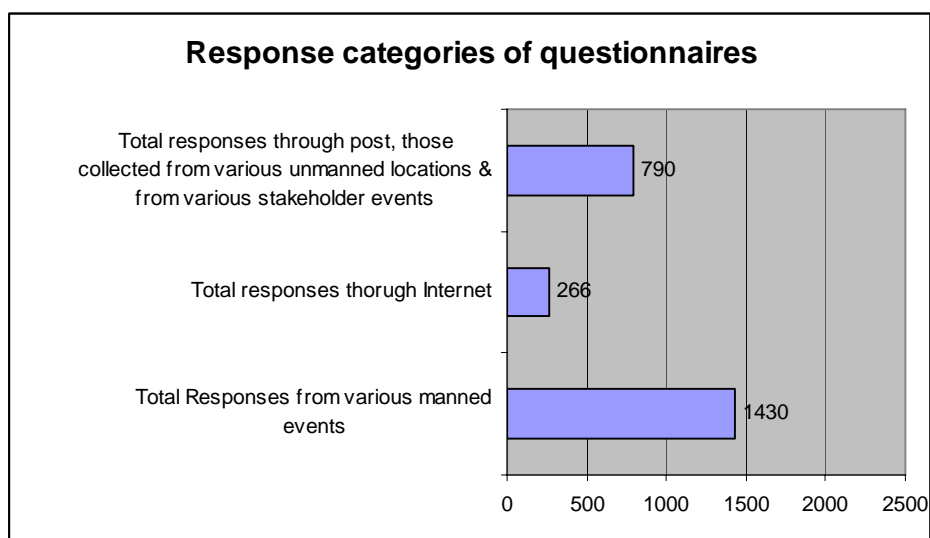
## 4 Responses, assumptions, data analysis and observations

### 4.1 Responses

The consultation has attracted over 2500 responses from both residents and visitors to Stratford. Of the overall total only 2486 questionnaires were analysed, the rest set aside as null or void due to reasons of obscene language, nil responses to questions, those that were scored out with no text and one set of 13 questionnaires to show an example of duplication. The example questionnaires all came by post, on the same day, and look to be written with the same hand using different pens. It is stressed that only the 13 have been kept aside as an example to illustrate duplication, as it is physically impossible to check all questionnaires for handwriting etc when the mail is opened by different people at different times.

There have been other issues of duplication, e.g., when the same residents attended each of the consultation events and completed questionnaires at each of the events, but these have been taken into account and not excluded. However it has to be noted that many handfuls of questionnaires were taken by many members of the public, often more than what could be assumed as being taken for immediate members of the family. In a couple of instances, there had been requests for questionnaires in hundreds, but the requests were denied. The rationale being that the questionnaires did not have the full details of each of the proposals and were against the objective of the consultation which was to engage with the public giving them an opportunity to view details on each of the schemes.

Of the 2486 questionnaires analysed, 1430 (57%) were handed in during the consultation events, 790 (32%) by post and 266 (11%) through internet. The over 50% response at the consultation events is seen as a fairly successful outcome of engaging with the public.



## 4.2 Assumptions

As described earlier, the 'protest vote' or those not wanting to be engaged with the consultation process have been a consistent feature in all the consultation events. It was therefore necessary to separate out the non-participatory ones or those who were at the various events only to register a protest vote from the participatory ones who were still opposed to the idea of the bridge, but were able to give constructive criticisms and reasoning for their opposition. Therefore questionnaires with no information on the first page but just a line across or those that were written 'No' or 'None'... were treated as protest votes, whilst those with comments or reasoning were treated as non-protest votes. An example of each of them is shown below.

The image shows two examples of questionnaire forms titled "NEW PEDESTRIAN & CYCLE BRIDGE, DESIGN PROPOSALS STRATFORD-UPON-AVON".

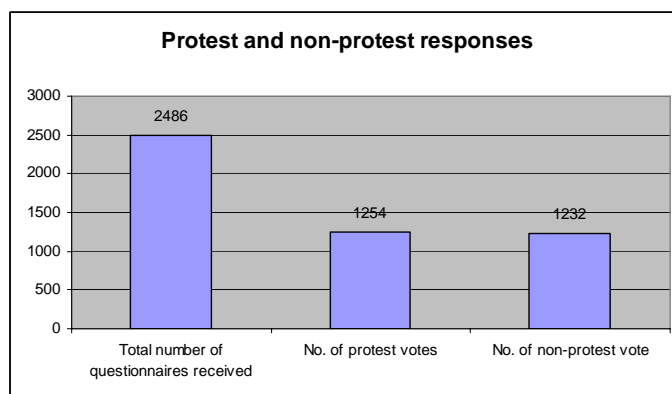
The left form is titled "YOUR CHANCE TO COMMENT" and contains five questions. A diagonal line is drawn through the entire form, indicating a protest vote. The questions are:
 

- Which entry/entries do you like and what do you like about them?
- Which entry/entries don't you like and what do you dislike about them?
- What are your views on the location of the proposed bridge?
- Do you have any other comments?
- If you do not like any of the designs, or are opposed to the idea of a new bridge please give your reasoning.

The right form is also titled "YOUR CHANCE TO COMMENT" and contains the same five questions. It has handwritten responses:
 

- Question 1: none
- Question 2: All of the bridges interrupt the existing view of the river & the church. A, C, D and E are particularly disturbing/dominating.
- Question 3: The location will encourage visitors to go straight to the east & avoid the town, which will have a negative impact on income. Also, the location will encourage more traffic across the river which will cause more congestion.
- Question 4: The display and the sign a bridge to create a circular route - we already have one via Lugs Hill. Please see my comments dated 11 June (consultation phase).
- Question 5: We don't need a bridge - it will ruin the business view of the town & damage the town. I would rather my money be spent on reducing congestion in the town & providing more facilities for residents, incl. via bus.

Whilst analysing the questionnaires, they have been analysed both as a whole by including all and also by separating the protest ones from the non-protest ones. The like and dislike figures for the bridge designs have been compiled from the non-protest questionnaires showing from them the number who were opposed to the bridge.

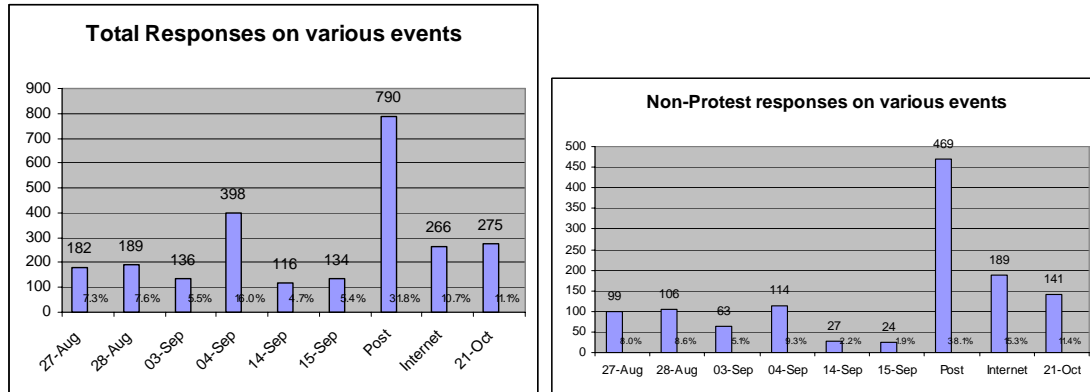




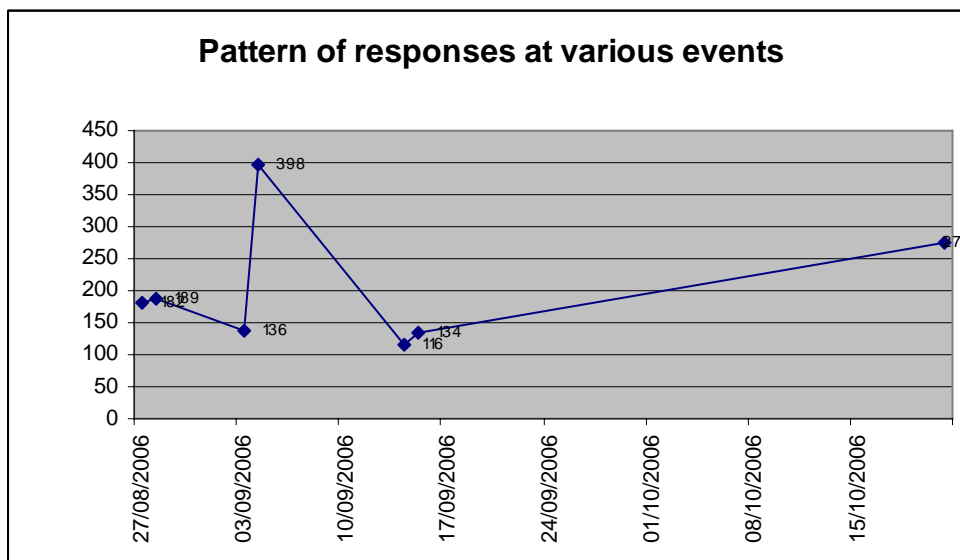
### 4.3 Data Analysis and Observations

#### 4.3.1 Patterns of consultation response and receipt

Response for various events was as follows:



Total no of questionnaires	2486	100.0%	1232	100.0%
27-Aug	182	7.3%	99	8.0%
28-Aug	189	7.6%	106	8.6%
03-Sep	136	5.5%	63	5.1%
04-Sep	398	16.0%	114	9.3%
14-Sep	116	4.7%	27	2.2%
15-Sep	134	5.4%	24	1.9%
21-Oct	275	11.1%	141	11.4%
Post	790	31.8%	469	38.1%
Internet	266	10.7%	189	15.3%

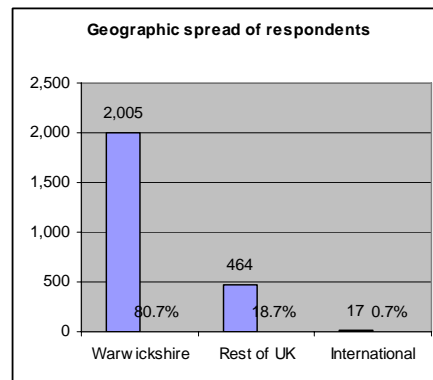
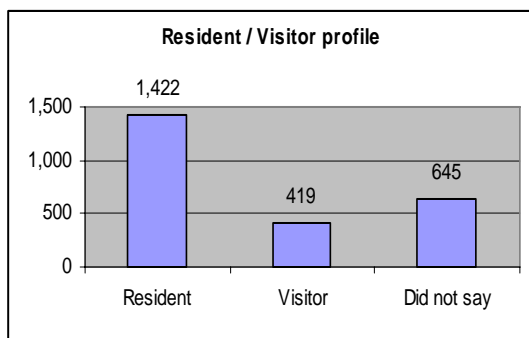


The figures above are intended to show the distribution of response rates and to see if the choice of day or venue had affected the responses. The highest response rate has been on Monday 4<sup>th</sup> September which is a working day and Henley Street seems to have attracted

a high number of respondents. It is also worth noting that the length of the consultation period did not have an adverse affect on the response rates considering that on Saturday 21<sup>st</sup> September the response was still more than most of the other days.

**4.3.2 Geographic spread, resident/visitor profile and other demographics**

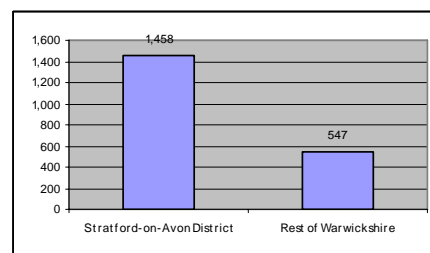
The consultations have attracted 2486 respondents from both residents and visitors to Stratford-upon-Avon. Of those that responded, 1422 (57%) were residents, 419 (17%) were visitors and 645 (26%) preferred not to say. Nearly 81% of the respondents were from Warwickshire, the rest of UK was about 18.7% with the international respondents being less than 1%.

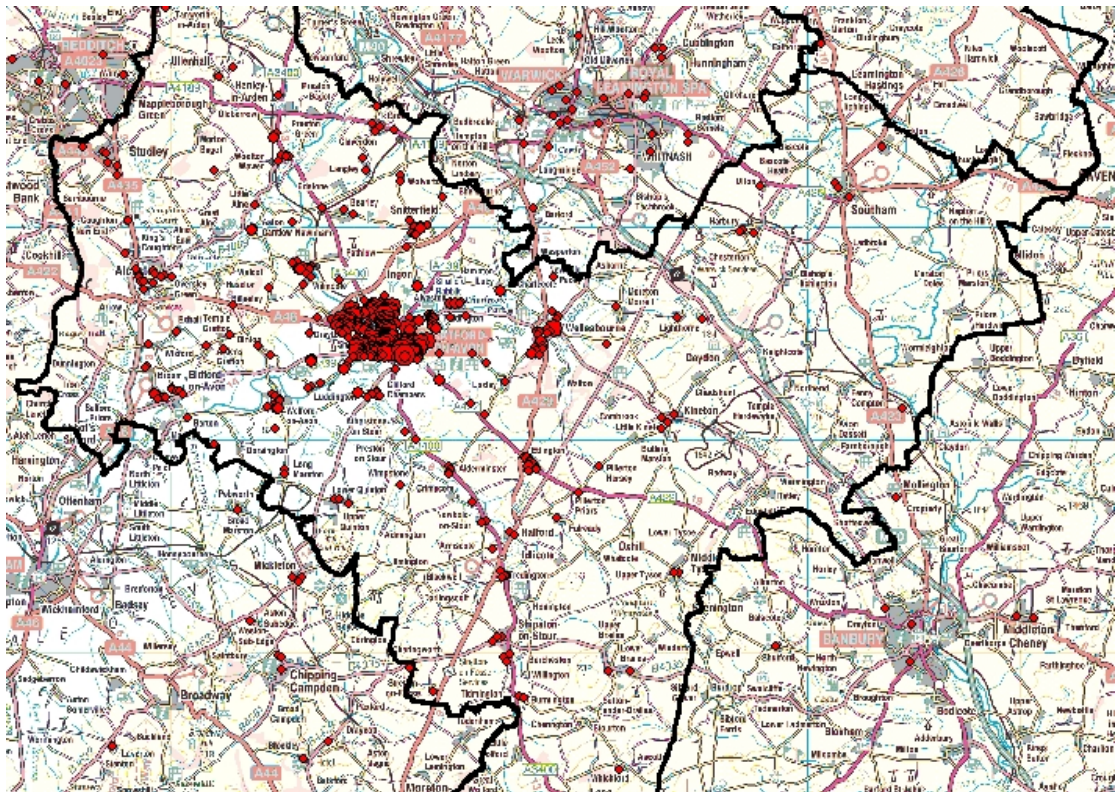


Many respondents live in Stratford-upon-Avon town and district and their locations are shown graphically in greater detail.



**Respondents to the consultation from Stratford-upon-Avon Town Centre**





**Respondents to the consultation from Stratford-upon-Avon District**

The consultation was responded to by 1337 (54%) males and 1149 (46%) females and covered a range of age groups:

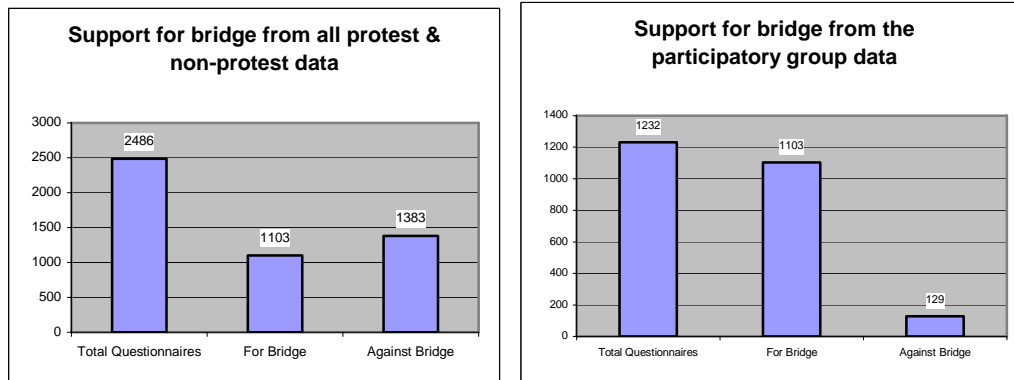
Age group	No. of respondents	
Under 16	97	3.9%
16 - 24	183	7.4%
25 - 40	562	22.6%
41 - 60	843	33.9%
60+	801	32.2%

**4.3.3 Public’s opinions on the proposed bridge**

As said earlier, the main task of the consultation team was to engage with the public on the bigger picture, communicating and gathering views on the concepts. **Maximum communication and engagement from respondents being the main objective, the comprehensive answers from the questionnaires and their analysis was to be the main deliverable of the consultation exercise.** Hence the opinions registered range from those not entering into a dialogue at all, to those though not in favour of the bridge expressing their choice if there was to be a bridge to those liking one or more designs.

Based on this it was necessary to separate out the non-participatory ones or those who were at the various events only to register a protest vote from the participatory ones who may or may not have been opposed to the idea of the bridge, but were engaged enough to give constructive criticisms and reasoning for their choices. Such a separation amounted to

about 56% of the respondents being opposed to the bridge and not wanting to be a part of the consultation process with 44% being supportive. Of the 44% who were involved 89.9% registered their choices of the bridge designs, whilst 10.1% were against the bridge but gave their reasons for their opposition, most of which have now been or being addressed.



It is quite important to view the two separate figures to show the number of people who were considered in the participatory group in spite of not supporting the bridge. It has been stressed earlier that engagement with constructive criticism was the main objective, and from that point of view, some comments from those who were opposed to the bridge, but entered into a dialogue through the questionnaire rather than a mere 'no' are listed below.

- *This is the simplest and least obtrusive*
- *If we have to have a bridge this is the best*
- *The best of an unnecessary lot because it uses natural materials.*
- *The only entry I like is C but even though I don't want any changes by the riverside. It is already beautiful*
- *B be the only one with a decent degree of subtlety, But frankly I don't like any of them or the location enough to see justification as for this unnecessary bridge*
- *In the event that the majority want a bridge it should be the least obtrusive B*
- *I think it will ruin the view and it is too much money when it could be used to make Strafford pedestrianised or make the original bridge wheelchair usable.*
- *I like the designs but I do not want to see any of them over the River Avon.*
- *The designs are of no importance as the location is completely unacceptable. The tram bridge is already there for car parkers in the recreation ground - why do you need another so close.*
- *Don't feel the idea of a bridge is a good one, but if there has to be one- the least obtrusive is the better one.*
- *No. RSC wants it, no one else.*

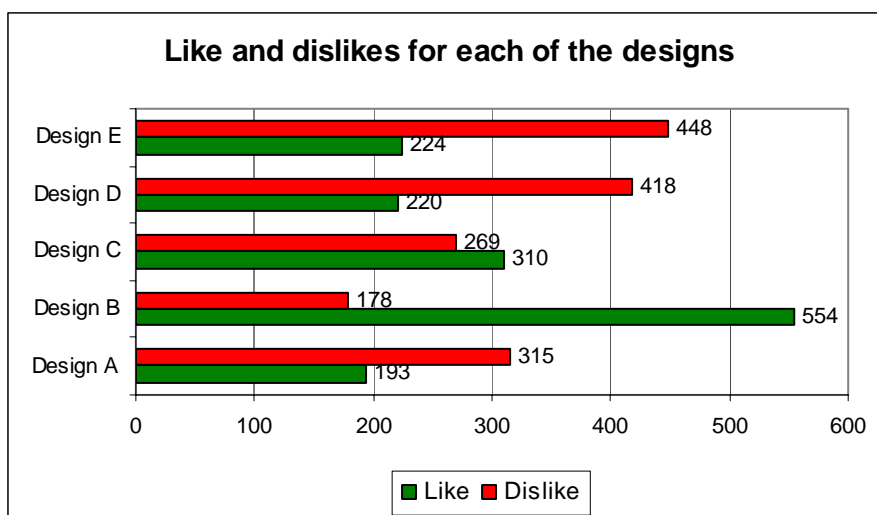


### 4.3.4 Likes and Dislikes for each of the Designs

Design B appears to be the design that is liked the most by respondents, selected by 45% of respondents as a design they like. It is followed by Design C, selected by 25.2% of respondents. The remaining designs all received lower levels of support with Designs A being the least liked. Design B is also seen as the least disliked design, with only 14.4% of respondents stating a dislike for it.

	Like	Dislike
<b>Design A</b>	15.7%	25.6%
<b>Design B</b>	45.0%	14.4%
<b>Design C</b>	25.2%	21.8%
<b>Design D</b>	17.9%	33.9%
<b>Design E</b>	18.2%	36.4%

Design B and Design C are the only designs where there are more respondents in favour of them, than against them. It appears that Design A is the least liked design.



### 4.3.5 Other Considerations

Almost one out of two respondents (45%) thought that both the location of the bridge and the aesthetics of the bridge were important considerations, whilst one out of three respondents (229.9%) thought that the materials used is an important consideration.

Respondents were asked to rank four 'quality of life' factors in order of importance. The indicators were:

- Ease of accessibility and movement in and around the town centre, and the facilities the town has to offer;
- Stratford-upon-Avon as a tourist destination;
- Promotion of sustainable development / 'green' – pedestrian and cycle routes in and around Stratford-upon-Avon;



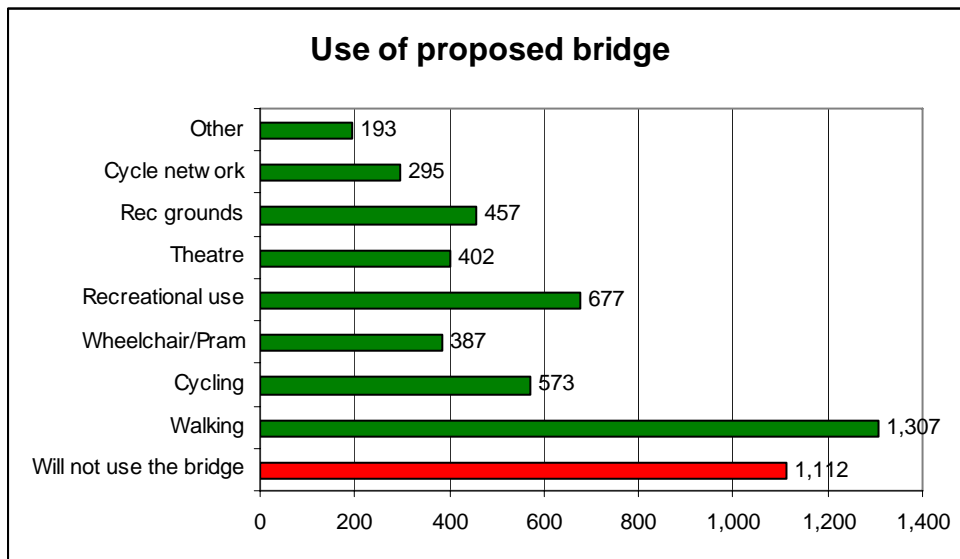
- Aesthetics, setting and surroundings.

The table below shows how respondents ranked each factor in order of importance, 1949 respondents responded to this question.

	Accessibility	Tourism	Sustainability	Aesthetics
1 <sup>st</sup> (Most important)	30%	6%	15%	49%
2 <sup>nd</sup>	28%	10%	31%	31%
3 <sup>rd</sup>	29%	24%	32%	15%
4 <sup>th</sup> (Least important)	13%	59%	22%	5%

Respondents appear to believe that the ‘aesthetics, setting and surroundings’ of the bridge are the most important, followed by ‘accessibility’. ‘Stratford-upon-Avon as a tourist destination’ has been prioritised lowest of the four options.

Respondents were asked what they would use the bridge for. Whilst walking appears to be the most popular use for the bridge with 53% respondents, 45% of respondents stated that they would not use the bridge.



## 5 Comments about the various schemes:

People were asked to comment on more than one scheme or all if they preferred. This is the reason for many similar comments for and against any or all of the bridge designs, as they could apply to all. However, the data has been scanned to ensure that appropriate comments for each of the designs are included at the risk of repeating individually for each of the schemes.

### 5.1 Typical Comments on Design A

- Scheme A simple construction not intrusive
- Simple and small does not take over the areas
- Can see straight through it
- Fits gently in to the surrounding - not making a huge statement - but effective
- If we have to have a bridge this is the best
- Boring
- Not aesthetically pleasing
- Too bland and impairs view
- Too big, dislike, design out of place
- Dislike design - A
- A is boring
- A is just silly. They are too blunt
- Look awful, takes up too much space. Will the bridge be de-iced in winter?
- Do not like any of the other bridges as they are ugly and very dominating of the environment.
- A ugly
- All too modern, destroy view of river, do not fit in with current bridge
- Awful; if we are going to have this bridge forced upon us it may as well be a subtle one.
- A Looks like a motorway footbridge
- All the others - though some look really good - would completely alter the scenery, destroy the view
- They are all eyesores and do not compliment the surroundings - these modern designs juxtapose the riverside and look terrible
- A is just very silly



- Too much length of bridge for the space - A
- A - Too intrusive and clever
- Too Cumbersome and obtrusive-A,
- A is too linear (plain) and looks too elaborate, not in keeping with the setting
- Too modern and obtrusive, Not clear what it will look like from side view, too modern interesting design but too obtrusive for SuA
- Far too complicated looking therefore out of character. A is far too much.
- None really - Interfere with view down river, consequences on the recreation ground. Their design would be too intrusive
- the others not in keeping with the town and heritage
- Obtrusive and over designed A , look like a motorway
- Too overpowering would completely spoil the nice view of the river.
- They are all inappropriate and unsuitable. Simply hideous A terrible sham for Stratford

## 5.2 Typical Comments on Design B

- Scheme B - Unobtrusive and functional.
- B is best because it is not over powering it is more delicate, smaller and fits in with surroundings. Please go for this one
- Simple and small does not take over the areas
- In the event that the majority want a bridge it should be the least obtrusive B
- Can see straight through it
- Fits gently in to the surrounding - not making a huge statement - but effective
- If we have to have a bridge this is the best
- Clean lines graceful appearance the spire enhances the church
- Least Obtrusive - B
- Simple, Don't Distract from view
- Bold and very attractive Beautiful and Natural
- Low profile nice aesthetics, unique makes a statement without feeling out of place. Good design, like timber and sustainability not sure about parapets sloping inwards
- Blends in
- B be the only one with a decent degree of subtlety, But frankly I don't like any of them or the location enough to see justification as for this unnecessary bridge
- B Simplicity
- As it is the smallest and less noticeable of the choices





- If I had to choose one it would be B, but only because view around it makes it look pretty too metallic looking
- B - Simple, not obtrusive will look similar in 10,20, 50 years time
- Looks more like a natural bridge - shows more of the Background landscape
- This is the simplest and least obtrusive
- Pleasing to the eye
- Scheme B only, because its so light and suits the environment most, blends good into the natural environment
- This is the only bridge which looks discreet so I feel it least imposes on the beautiful view
- None of them really fit in with the scene - they will ruin one of the town's most famous sights. B is the best but still far from perfect
- B-Least obtrusive if a bridge is going to be built
- Simple functional not intrusive ease of accessibility
- If it is as "see through" as it appears it seems the least obtrusive- particularly re the view through to Holy Trinity Church Spire
- It has a 'Traditional' feel with a lightness which makes it almost Ethereal, the least obtrusive
- Different, may get bottle neck at corner and is not a quick route
- Graceful, unobtrusive
- This bridge has a shape which is pleasing - it is light and does not conflict with the view of the church spire. Looks pleasant in the evening too
- Unobtrusive, Blends with local environment light
- Simple, aesthetically pleasing as far as can be gleamed
- Simple, not obtrusive, easy access doesn't appear to detract from the overall view
- A and B they are most in keeping with the area
- B-because it is not obtrusive and goes with the town
- B Simple elegant Need for bridge agreed
- This design will weather much better than the others in 20 years time, will not look that much different
- Mainly because it is more traditional
- Makes a statement but not too intrusive
- Blend with environment, least environmental impact
- Comments against the bridge were:



- Don't like any, none blend in with bridges already there and river not big enough to take them
- Boring
- They are not aesthetically pleasing
- I dislike the fact of building the new bridge and also with the RSC project changing the old good look of the town
- Do not like any of the other bridges as they are ugly and very dominating of the environment.
- All too Modern, destroy view of river, Do not fit in with current bridge
- All the others - though some look really good - would completely alter the scenery, destroy the view
- They are all inappropriate and unsuitable.
- I dislike B because its boring
- Too conventional

### 5.3 Typical Comments on Design C

- It is very modern and I think Stratford needs something modern as everything here is old fashioned.
- Design C, Leaf Design
- Scheme C - would allow a good atmosphere if used for entertainment
- Provides space for sitting, meeting up and brings modern touch to river
- Bold and very attractive Beautiful and Natural
- Interesting additional focal point
- Very nice design, very contemporary. It looks like a big boat. Very nice design
- Scheme C, low visual impact exciting design
- The only entry I like is C but even though I don't want any changes by the riverside. It is already beautiful
- I like C because it is modern and it looks nice.
- C is Beautiful
- C Provides "meeting" space as well as primary role as thoroughfare
- C the look and the fact that you can sit on it and I like the colour
- They are aesthetically pleasing
- C looks good
- Very Modern but in keeping with the environment due to the use of wood and leaf type shape.



- The bridges have an imaginative design. C has the least impact on the view which is important
- C is modern & stylish and would not ruin the landscape and plenty of room for all
- The best of an unnecessary lot because it uses natural materials.
- Comments against the bridge were:
- Do not like any of the other bridges as they are ugly and very dominating of the environment.
- All too Modern, destroy view of river, Do not fit in with current bridge
- All the others - though some look really good - would completely alter the scenery, destroy the view
- They are all inappropriate and unsuitable. Simply hideous A terrible sham for Stratford
- Too conventional
- C - out of scale for setting
- C too clever, too overpowering for this location. We are not London City.
- Look Awful, Takes up too much space. Will the bridge be de-iced in winter
- C totally out of place
- I think C is awful and in particular disgusting. If we are going to have this bridge forced upon us it may as well be a subtle one.
- A Looks like a Motorway footbridge, C - very chunky
- They are all eyesores and do not compliment the surroundings - these modern designs juxtapose the riverside and look terrible
- C is ugly for no functional purpose,
- Stylish but taking up too much space - C,
- C - difficult to say as no side view,
- Too Big - C,
- C much too heavy in shape and materials.
- Too elaborate, not in keeping with the setting
- Too modern and obtrusive, Not clear what it will look like from side view, too modern interesting design but too obtrusive for SuA
- Far too complicated looking therefore out of character..
- None really - Interfere with view down river, consequences on the recreation ground. Their design would be too intrusive
- The others not in keeping with the town and heritage
- Obtrusive and over designed C



- Too overpowering would completely spoil the nice view of the river.
- I don't like C because it is like the millennium bridge and it will wobble too much
- Would help to see bridge from along river i.e. how it fits in to surroundings seems too large and dominating
- Because it is showy
- Too complicated, detracts from view, C- don't want people lingering
- It is too wide and looks ugly
- C, Too flash will deteriorate aesthetically with time
- C, does not fit at all with the feel of the town - far too modern Stratford needs to focus on the hugely important and powerful part of the town
- Don't like C at all
- Much too modern looking for the character of the immediate area and town in general
- Too Conspicuous too in your face, ugly
- C- Too modern
- C it is too obtrusive and does not blend in with the surroundings or the essence of Stratford as a whole
- C is too bulky

#### 5.4 Typical Comments on Design D

- Bold and very attractive Beautiful and Natural
- They are aesthetically pleasing
- D has a radical design
- I like D because of the way that it twists
- Low profile nice aesthetics, unique makes a statement without feeling out of place. Good design, like timber and sustainability not sure about parapets sloping inwards
- D is imaginative and striking B is more prosaic but fits location well
- Imaginative and neat design low key design, relatively unobtrusive modern and easy of access
- I like it because it twists and turns
- I like it because it twists and has an aluminum bench
- It blends old with new simple with hints of classic old bridge design
- Comments against the bridge were:
- all the others - though some look really good - would completely alter the scenery, destroy the view



- They are all inappropriate and unsuitable. Simply hideous a terrible sham for Stratford
- D too clever, too overpowering for this location. We are not London City.
- Look Awful, Takes up too much space. Will the bridge be de-iced in winter
- D ugly
- D awful C If we are going to have this bridge forced upon us it may as well be a subtle one.
- A Looks like a Motorway footbridge, D too obtrusive,
- They are all eyesores and do not compliment the surroundings - these modern designs juxtapose the riverside and look terrible
- D is obtrusive,
- Too big and 'clumpy', taking up too much space -D,
- D- Beautiful design but too big and intrusive for the Avon,
- Weird Shape - D,
- Much too heavy in shape and materials.
- Too elaborate, not in keeping with the setting
- Too modern and obtrusive, Not clear what it will look like from side view, too modern interesting design but too obtrusive for SuA
- Far too complicated looking therefore out of character.
- None really - Interfere with view down river, consequences on the recreation ground. Their design would be too intrusive
- Not in keeping with the town and heritage
- Obtrusive and over designed D
- Too overpowering would completely spoil the nice view of the river.
- Too complicated, detracts from view, C- don't want people lingering
- D Too flash will deteriorate aesthetically with time
- D does not fit at all with the feel of the town - far too modern Stratford needs to focus on the hugely important and powerful part of the town
- D- Dominates the Landscape.
- Much too modern looking for the character of the immediate area and town in general
- Too Conspicuous too in your face, ugly
- D - too modern
- D is aesthetically unpleasing
- All the others apart from C I dislike, the fact of building the new bridge and also with the RSC project changing the old good look of the town



- Too Big Dislike design out of place
- Scheme D Too obtrusive
- Too Overpowering
- Does not fit in with concepts of the town
- Very Modern I like the look of it
- Scheme D Too futuristic not in keeping with surroundings
- D the look it doesn't blend in too modern
- D- To Elaborate
- D is intrusive into the local area
- D in particular visual qualities too extreme

## 5.5 Typical Comments on Design E

- They are aesthetically pleasing
- Clean lines graceful appearance the spire enhances the church
- Most Striking - E
- Simple, Don't Distract from view
- Simplest and functional
- Comments against the bridge were:
- E just silly. Too blunt
- Look Awful, Takes up too much space. Will the bridge be de-iced in winter
- E awful If we are going to have this bridge forced upon us it may as well be a subtle one.
- E- very dated another motorway footbridge
- They are all eyesores and do not compliment the surroundings - these modern designs juxtapose the riverside and look terrible
- E is perfect for a Sea Town - ridiculous for Stratford
- Elegant but don't want another spire - E
- Ghastly - E
- E is horrible, church spire should be the focus
- Too elaborate, not in keeping with the setting
- Too modern and obtrusive, Not clear what it will look like from side view, too modern interesting design but too obtrusive for SuA



- None really - Interfere with view down river, consequences on the recreation ground. Their design would be too intrusive
- the others not in keeping with the town and heritage
- E looks like a motorway
- Too overpowering would completely spoil the nice view of the river.
- E Too flash will deteriorate aesthetically with time
- E does not fit at all with the feel of the town - far too modern Stratford needs to focus on the hugely important and powerful part of the town
- Much too modern looking for the character of the immediate area and town in general the "Spire" on E is especially ridiculous for location
- To Conspicuous too in your face, ugly
- E- not Appropriate
- unpleasing E do not like the mast
- E is intrusive into the local area
- E- designs are too heavy
- Do not like any of the other bridges as they are ugly and very dominating of the environment.
- All too Modern, destroy view of river, Do not fit in with current bridge
- Not a 'clean' design in appearance and too elaborate, Pinnacle is too obtrusive, although the bridge is neat
- E is too in your face
- E looks like a motorway bridge
- The tower will detract from the church spire spoil the view also too long
- Too modern for Stratford
- E - could be dangerous for the swans flying through
- No Spire
- Far too disruptive of the environment and the skyline
- The spire is disgusting and out of place



## 6 Conclusions

The consultation process held over summer 2006 consulted with a range of stakeholders, residents and visitors to the town through manned and unmanned exhibitions and over the internet. The interest it generated, turnout and responses received have exceeded expectations.

The consultation has achieved its objective in communicating with the public the five short listed designs for the proposed bridge and from the responses received; Design B is clearly the most favoured. However, some observations as part of the whole process are worth noting. Whilst the topic of the bridge has been in the public arena through earlier consultations both for the Local Transport Strategy and the Waterfront Masterplan in 2003, there still remained questions and doubts on the need for it. These questions have surfaced quite strongly during the consultation process. And though the 'brief' for the consultation was to consult on the five designs, the need to justify the bridge itself has been a constant challenge during the consultation process.

It can be said that this has emphasised the need for both the Stratford District Council and the Warwickshire County Council to communicate and emphasise to its residents the wider picture, justification and benefits economic development can bring to the town; and more importantly what *'World Class Stratford'* would mean. The bridge is only one of the five projects of the first phase of World Class Stratford. Its place and importance in helping to deliver the Stratford 2020 vision, Urban Design Framework, RSC development, Waterfront Masterplan and the Local Transport Strategy is to be highlighted and communicated widely to as many stakeholders as possible.

The consultation is to gauge the public response to the five designs. The results obtained from the consultation are to be presented to the panel of judges who will look at it alongside the technical assessment of the designs and make a recommendation for the next steps in the consideration of the bridge.





## APPENDICES

### 1 List of Stakeholder Meetings

***World Class Stratford Strategy Group***

11<sup>th</sup> September 5:30pm  
Elizabeth House

***RST Community Forum***

12<sup>th</sup> September 6:00pm  
Elizabeth House

***WCC Stratford Area Committee***

20<sup>th</sup> September 4:30pm  
SDC Offices

Town Council – 26<sup>th</sup> Sept, 6:15pm

Waterfront Taskforce – 27<sup>th</sup> Sept, 2:00pm

***Senior Citizens & Disabled People***

SCAN, 2<sup>nd</sup> October 11:30am

***Community Interest Groups***

Stratford Voice, 3<sup>rd</sup> October location tbc, 6:30pm

***Stratford Town Management Partnership***

10<sup>th</sup> October 7:30am  
Wildmoor Spa, Stratford

Shakespeare Birthplace Trust , 3pm 10<sup>th</sup> Oct @ Mary Arden's House, Wilmcote

***Young Stakeholders***

KES  
Shottery Girls Grammer,  
Stratford High School 11<sup>th</sup> Oct

***Transport Stakeholders***

16<sup>th</sup> Oct, 6:30pm Town Hall  
(Sustrans, cycle groups, ferry operator, Stratford & Warwick Waterways Trust, British Waterways, walking groups, Stratford Boat Club, Marina and Avon Navigation Trust)

Stratford Society - 12pm 16<sup>th</sup> Oct, Stratford Town Hall

Town Trust - 18<sup>th</sup> Oct, 9:30am

***Tourism Group***

South Warwickshire Tourism South Warwickshire Association of Tourist Attractions

***RST Staff Forum***

20<sup>th</sup> October, 11am, SDC offices





**Scheme A**

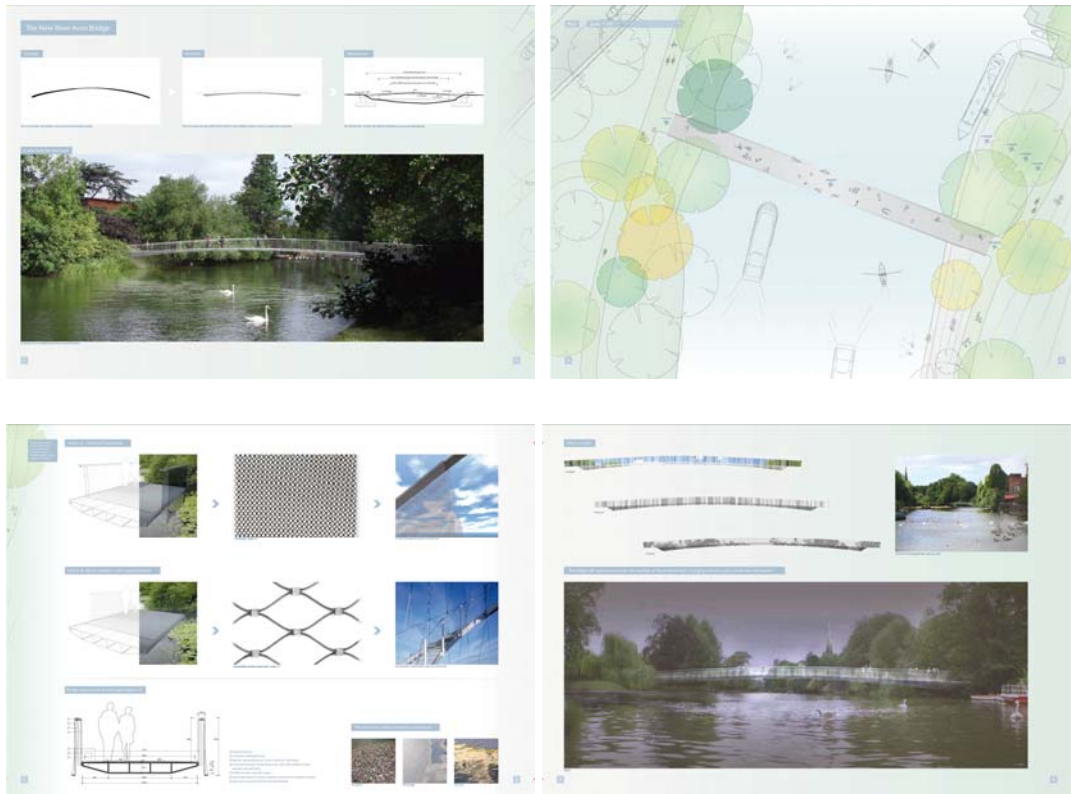


**Salient Points**

- A crescent form with a light touch, tracing the sun's trajectory, rising along the riverbank to the east and passing over the river in a sweeping arc before disappearing in the trees to the west.
- A sculptural form wholly above water. Treads very lightly on each bank, with minimum disturbance to the existing waterfront, rather than being founded with a heavy footprint on the riverside.
- Calm and respectful – Its dynamic structural form focused on a single inclined support rising from the water to lift the curved form and allow river passage beneath and offer deck for the user to enjoy expansive views of the Church, Theatre and Waterfront.
- Woven into the landscape, bold, sensitively detailed, quietly elegant, sweeping form that respects the existing natural environment and aims to retain the qualities that make it special.
- A place to meet, stop and appreciate the views and promote interaction with river and surrounding environment.



## Scheme B

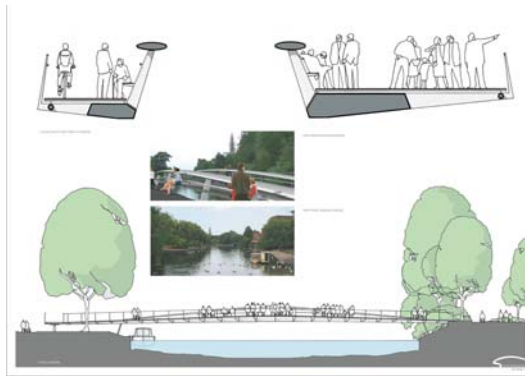
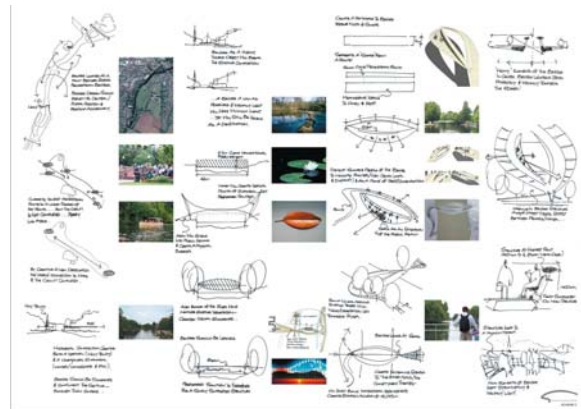
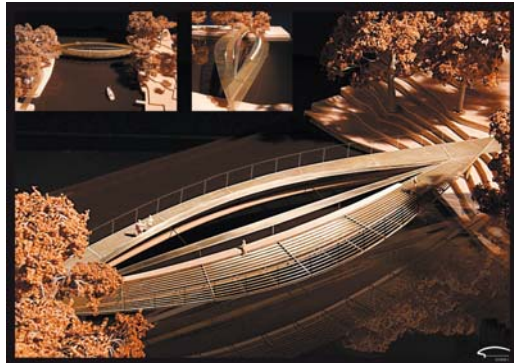


## Salient Points

- This bridge has the most slender and shallow structural arch that is technically possible to meet the flood and boat clearance requirements.
- It is as flat as possible to allow easy access for all with bank level landings to minimise ramps on the river bank. It never exceeds a gradient of 1 in 20.
- This bridge is simple, minimises disruption to the landscape and provides a direct route.
- It is designed for aesthetic longevity by being a product of the act of crossing a river, and not from transient ideas of 'style' or expressive structural gymnastics.
- It is made of stainless steel to resist abuse and to be low maintenance, and whose surface is dimpled by shot-peening to allow a soft reflection of the ambient light that falls upon it.



Scheme C

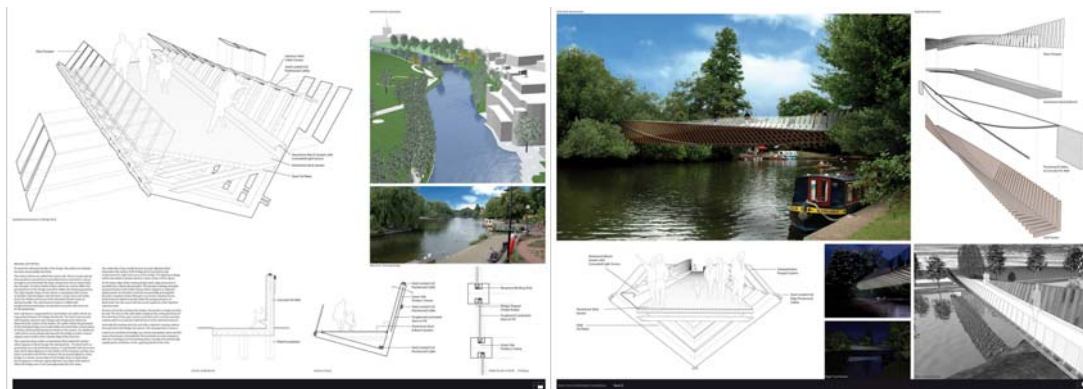


Salient Points

- Minimal visual impact on historic views, complementing and enhancing the overall ambience.
- A low rise solution with minimal physical impact on existing environment. The main structural elements do not rise above eye level at the centre before tapering down to deck level, thus facilitating views towards and away from Holy Trinity.
- Visually light and elegant structure in the image of a leaf gently held over the water in a simple, understated manner.
- A thoroughfare, place to meet, sit and 'watch the world go by' and a bridge in two parts – a 2.5m wide direct and efficient non-segregated cycle and pedestrian route and a contrasting 2.5m meandering space providing for groups, impromptu performances...
- Unique design specific to Stratford-upon-Avon complementing its unique movement and distribution pattern.



**Scheme D**

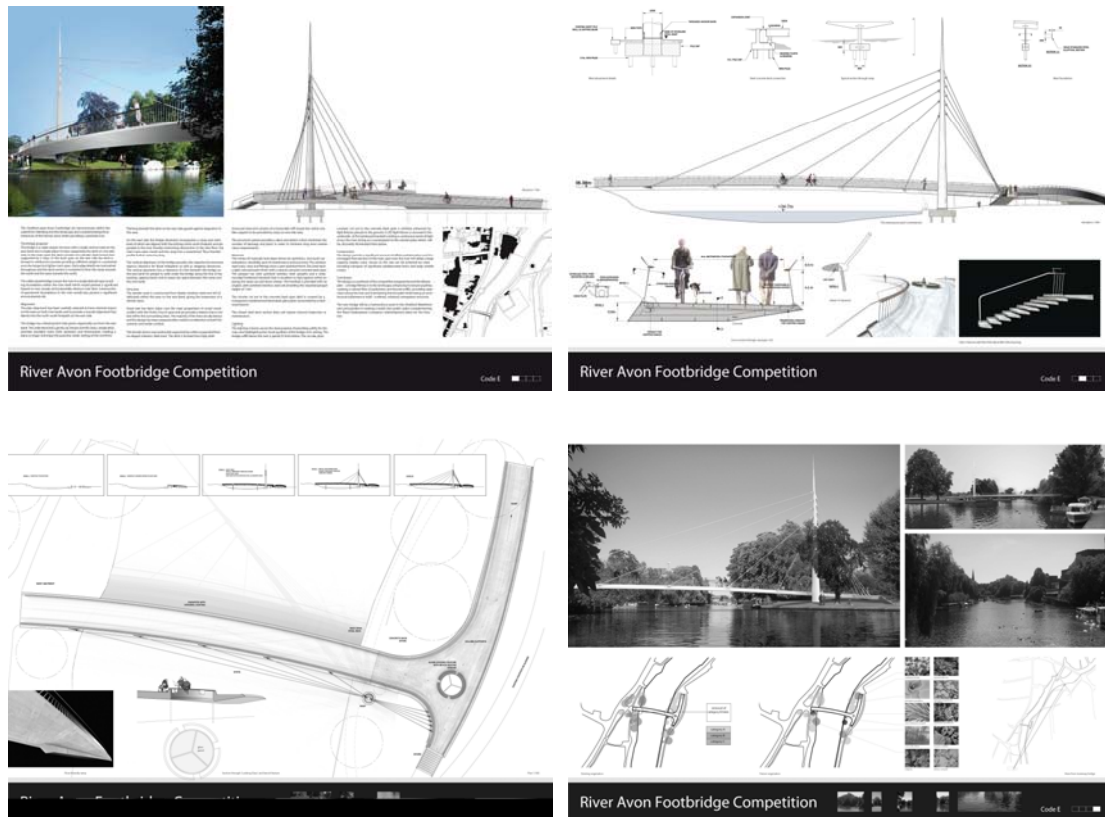


**Scheme D**

- **Appropriate:** Our design is restrained and simple. Its pure and elegant lines do not detract from the tranquillity of the site as a bold arch or tall pylon might do.
- **Contextual:** In response to Stratford's historic half-timbered buildings, the bridge is created from a succession of structural timber frames which are strung across the Avon to form a twisted timber 'ribbon' which connects and unifies the two banks.
- **Dramatic and Elegant:** The design is dramatic and visually light. It is a simple but curvaceous form with a fluidity highly evocative of graceful movement.
- **Unique and Iconic:** Internally the twisting structure provides a uniquely dynamic varying volume through which the bridge user passes. Externally the form provides an iconic presence as a destination on the circular pedestrian loop.
- **User Experience:** The shape of the bridge responds to key views up and downstream and provides integral seating for pedestrians to appreciate new vistas to the riverfront.



## Scheme E



## Salient Points

- This is a design that sits harmoniously within the riverside environment, blending into the landscape and complementing the architecture of the historic town whilst providing a new icon without obstructing views along the river.
- It has a flowing form that grows organically out of the east bank, bowing gently upstream with a clean, open deck to provide excellent uninterrupted views both upstream and downstream and creating a place to linger and enjoy the peaceful, idyllic setting of the river.
- The bridge crosses in a single delicate span avoiding foundations in the water to as to keep the river as open as possible and minimise any hazard to river vessels.
- The slender tapering mast is constructed from duplex stainless steel and sits delicately within the trees on the east bank, giving the impression of a slender spire to complement the historic Holy Trinity Church.
- The bridge will be finished with the highest quality materials, including stainless steel parapets, a timber handrail and subtle lighting to gently illuminate the way across the river and accentuate the delicacy of the scheme.



## Background information on the bridge proposal

### Warwickshire County Council

#### View of the Bridge from the Tramway Footbridge



#### World Class Stratford

Stratford-upon-Avon is a unique market town. 'A World Class Stratford' is the vision for the town and will look at how Stratford will provide an excellent quality of life and healthy economic environment for residents, business and visitors in future years. In recent years visitor numbers have been dropping and the town is in need of investment, with strong competition from other towns and destinations.

The new bridge is one of five projects included in World Class Stratford which provide improvements to the Bancroft Gardens, Recreation Ground, Waterside and Southern Lane, a signage scheme and the new bridge. This is the first phase of the new investment which aims to improve the waterfront areas of Stratford, the river being such a major asset to the town. If this is successful, further funding will be attracted for improvements for the short, medium and long terms.

#### The reasons for a new bridge

It will provide:

- a new pedestrian route to the town, theatres, schools and beyond
- a new, safe and easily accessible cycling route
- better facilities for disabled, those with pushchairs and young families
- relief of pedestrian congestion around Bancroft area
- the opportunity for people to utilise the whole of the recreation ground and provide an easier route to Holy Trinity Church
- an opportunity to bring new architecture into Stratford
- new views from the bridge itself towards the theatre
- a landmark feature which will be an attraction in its own right

The bridge will also provide an alternative route to the Tramway Footbridge and Lucy's Mill Bridge, and be located approximately 600m from Lucy's Mill Bridge. And finally, to reiterate, there are no plans to increase car parking on the recreation ground or 'unbanise' the green space.

#### Quotes

*"As many of our members work within the retail sector, the increase in visitor movement that the proposed new bridge will bring into the town from the recreation ground, can only be seen in a positive light"*

Stratford-upon-Avon Town Management Partnership

*"The proposed bridge will provide an excellent opportunity to revitalise Waterside and to improve access to the Recreation Ground. It will also be great to introduce new and innovative architecture to Stratford"*

Tom Hegarty, age 18, Stratford resident

*The proposals are the best thing that Stratford has had for a long time. The new bridge will provide the most fantastic views of the river, similar to those that can be seen from the Ferry, which only operates for part of the year and will close for the winter at the end of October. It will help disperse pedestrians from the Bancroft area and alleviate congestion on the Tramway footbridge"*

Sam Gee, Stratford Ferry Operator



Produced by designprint





3 The Questionnaire

Warwickshire County Council

**With respect to the design of any Pedestrian and Cycle Bridge, what in your opinion are important considerations?** (tick appropriate response)

Location  Materials  Aesthetics  Others ..... (list)

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**List your priorities of 'quality of life' indicators in order of importance** (1 – 4, 1 being of most importance)

Ease of accessibility and movement in & around the town centre & the facilities it offers

Stratford-upon-Avon as tourist destination town

Promotion of sustainable development / 'green' – pedestrian and cycle routes in and around Stratford-upon-Avon

Aesthetics, setting and surroundings

**ABOUT YOU**

Are you ...? (circle appropriate response)

Male / Female      Age Profile: under 16    16 – 24    25 - 40

Resident / Visitor      40 – 60    over 60

Post Code .....

**Would you use the proposed bridge for:** (tick those applicable)

Walking

Cycling

Wheelchair and/or Pram access

Recreational Use

As a main link to other surrounding facilities, e.g

Theatre

Recreation Grounds

Cycle Network

Other (please specify) .....

Will not use the bridge

**NEW PEDESTRIAN & CYCLE BRIDGE PROPOSALS, STRATFORD-UPON-AVON**



The designs you are looking at are schemes created by five top architects and engineers in the country. They are part of a consultation process running to the end of October to gather views of the public and local stakeholders on the five proposals.

The displays are a part of a competition organised by the Royal Institute of British Architects, for a world-class pedestrian and cycle footbridge in Stratford-upon-Avon. The idea and support for a new bridge originated from Warwickshire County Council's Local Transport Strategy consultation in 2005.

The displays are not only to give an opportunity to view the schemes, but also to give written feedback.


We would like to hear from you about the main things that you like about any or all of the schemes and also what you do not like about them.

Please use the questionnaires and feedback forms provided to register your views and make your voice heard. You can also comment online at: [www.warwickshire.gov.uk/stratfordbridge](http://www.warwickshire.gov.uk/stratfordbridge) or email: [stratfordbridge@warwickshire.gov.uk](mailto:stratfordbridge@warwickshire.gov.uk)

**CONSULTATION DATES & VENUES**

27th & 28th August 2006, 11.00 – 16.00, Bancroft Gardens  
 3rd & 4th September 2006, 11.00 – 16.00, Henley Street  
 14th & 15th September 2006, 15.00 – 20.00, Morrisons Car Park

27th August – 27th October 2006 at the following locations:  
 Stratford-on-Avon Library & Information Centre  
 Shipston-on-Stour Library & Information Centre  
 Wellesbourne Library & Information Centre  
 Southern Library & Information Centre



**NEW PEDESTRIAN & CYCLE BRIDGE PROPOSALS, Stratford-Upon-Avon**



**NEW PEDESTRIAN & CYCLE BRIDGE DESIGN PROPOSALS STRATFORD-UPON-AVON**

**YOUR CHANCE TO COMMENT**

Each entry has a letter in the bottom right hand corner. Place the letter(s) of the entries you are commenting on here ↓

<p><b>Which entry/entries do you like and what do you like about them?</b></p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="font-size: x-small;">(Please continue overleaf if necessary)</p>	
<p><b>Which entry/entries don't you like and what do you dislike about them?</b></p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="font-size: x-small;">(Please continue overleaf if necessary)</p>	
<p><b>What are your views on the location of the proposed bridge?</b></p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="font-size: x-small;">(Please continue overleaf if necessary)</p>	
<p><b>Do you have any other comments?</b></p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="font-size: x-small;">(Please continue overleaf if necessary)</p>	
<p><b>If you do not like any of the designs, or are opposed to the idea of a new bridge please give your reasoning</b></p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="font-size: x-small;">(Please continue overleaf if necessary)</p>	



#### 4 Some Typical Comments on Location of the Bridge

- A good idea to alleviate some of the congestion on the Tramway bridge
- A great location.
- A lot of rubbish has been said about the "iconic" views of down the river (from the Tramway Bridge) on the proposed bridge one could look downstream towards the church and upstream towards the tramway bridge and "stop and stare". You can't see the church from the Tramway Bridge!!! go and see
- A most appropriate choice but good luck to the ferryman as he deals with potentially increased river traffic.
- About right in visual and functional terms.
- Acceptable as it appears to have low impact on the classic view along the river. However, I would like to have the opportunity to comment on the bigger picture - what are the plans for developing the rec?
- Access to the theatres is important
- Agree with the location.
- Allows better circulation of people from the Rec into town.
- An excellent location
- An obvious location
- As I understand it the proposed location of the bridge is adjacent to the RSC close to where the ferry operates at present. I believe this is an appropriate location, and will provide suitable access to the town centre
- as long as it doesn't take away from the present views - it seems fine. As long as Ferry does not lose custom and can keep the tradition.
- As long as the ferry man is happy, I am
- As no details of the exact locations and access arrangement are given, comment is difficult.
- As there is a ferry nearby there is a clear need for a crossing at this point.
- Attractive
- Access routes, awful, horrible, desecration from all views, risk to swans, loss of recreation ground to car parking
- It would be a travesty for any bridge to be built in the proposed location thus spoiling the loveliest view in England
- A bridge at the proposed location will spoil the best known view of Stratford from the tramway bridge down the river to Holy Trinity. The money spent on this bridge could be better used for the following: Keeping Stratford clean, and tidy. Projects to attract visitors and residents alike. Solving ongoing and frustrating parking problems.



- A bridge in this location would completely ruin the river side walk and view. It would change the feel of this part of Stratford negatively. A park and ride on the south of the river would be much more appropriate.
- A bridge is not needed here. There is a perfectly good location, replace the existing bridge by Lucy's Mill.
- A bridge is not needed here. There is a perfectly good location, replace the existing bridge by Lucy's Mill.
- A bridge is not required here. Certainly do not want cyclists on a narrow bridge - bad enough on Tramway Bridge
- A site closer to or replacing the concrete footbridge would have been better aesthetically. But perhaps unable to accommodate ramps
- A travesty
- A waste of time and taxpayer's money. It is a scheme once again designed to woo the tourists, not for the people who actually live here.



## 5 Typical Other Comments

- A bridge should be built. It will be loved as soon as its open
- A lot of elderly people live near Lucy's Mill, these would find easy access from a wonderful new bridge without having to tackle oncoming traffic in southern lane, especially in disability buggies.
- I can see no need for a footbridge/cycle bridge.
- We have already lost swathes of our Recreation Ground to overflow car parking. Despite all their assumptions there would be a danger that the RST takes over more and more overflow car parking on the 'Rec'.
- The new proposed bridge will not make a scrap of difference to the congestion around Clopton Bridge.
- As much car parking as possible should be accommodated at a new car park along Warwick Road, all carefully landscaped
- Degradation of the current vista.
- Unnecessary as usage will not justify the cost.
- Upgrading Lucy's Mill bridge would be more beneficial to both cyclists and pedestrians wishing to cross the river lower than the tramway.
- No need for it, improve current bridges to allow cycles. It was ok to propose a minitram to go over the current bridge two years ago. Why can't it now be upgraded to allow cycles.
- It is only approx hundred metres to current bridge. Even the laziest of sloth's can make that!
- Circular walking route already exists. Upgrade current bridges and emphasise the existence of the walk which takes in Holy Trinity and the rec.
- How can it be argued that a new bridge will give a new perspective? The River is only about 20m wide. It isn't exactly the forth bridge is it.



## 6 Some Typical Comments on opposition to the bridge

- Totally unnecessary, spend the money improving Clopton and Lucy Mill. Put in disabled access if deemed necessary. Probably cost a lot less than £2million
- Unnecessary expense - we have a traditional footbridge only a few metres from any of the new site.
- A further intrusion into the historic nature of the town
- 2 foot bridges are ample (plus ferry)
- 2 road bridges, one ferry and Tramway Bridge and one footbridge cope with traffic quite adequately and consistently with usual amenity.
- A bridge here would be inappropriate due to the spoiling of a historic and world renowned view of Stratford and the Avon. Unnecessary as there are already two bridges that could be improved and enhanced for a much lower cost providing a circular walk/ride top both sides of Stratford, without spoiling present amenities.
- A bridge in this position would be vandalism, it like vandalism is not wanted
- A bridge is not necessary. It will be an eyesore, and is not needed.
- A complete waste of money. Use the funds for something useful
- A completely hideous idea
- A cycle route is needed from south to north and vice versa, will it be linked in to enable people to reach the Greenway for example?
- A heritage site, the Avon at Stratford is not to be commercialised for the sake of cyclists.
- A modern, out of place bridge would be a structural abomination to such a historic town.
- None of the proposed bridges. TRY AGAIN and look at the architecture surrounding Stratford.
- a new bridge in the position suggested, would open up the recreation ground car park in evenings, has been abused by car joy riders in the past, the present barriers seemed to have eliminated this problem, to open up the car park for theatre use will only bring joy rider problems back



**Stratford on Avon Area Committee –**

**22nd November 2006**

**World Class Stratford – New Bridge Proposal**

**STAKEHOLDER GROUP MEETINGS**

- |     |  |                         |
|-----|--|-------------------------|
| 1.  | World Class Stratford Strategy Group   | 11.9.06                 |
| 2.  | RST Community Forum  | 12.9.06                 |
| 3.  | Stratford Town Council   | 26.9.06                 |
| 4.  | Waterfront Task Force  | 27.9.06                 |
| 5.  | Senior Citizens & Disabled Forum   | 2.10.06                 |
| 6.  | Community Interest Groups, Stratford Voice                                   | 9.10.06                 |
| 7.  | Stratford Town Management Partnership  | 10.10.06                |
| 8.  | Shakespeare Birthplace Trust   | 10.10.06                |
| 9.  | Young Stakeholders, including<br>Shottery Grammar School<br>& Stratford High | 6.10.06 and<br>11.10.06 |
| 10. | Transport & Tourism Stakeholders   | 16.10.06                |
| 11. | Stratford Society  | 16.10.06                |
| 12. | Stratford Town Trust<br>cancelled at their request                           | 18.10.06                |
| 13. | RST Staff Forum  | 20.10.06.               |
| 14. | Earlswood Community Forum  |                         |