

**Date of issue:** 19 November 2008

## **Middle Quinton ECO-town MEDIA INFORMATION**

### **BARD TRANSPORT CLAIMS SELECTIVE, IGNORE MAJOR INFRASTRUCTURE INVESTMENT AND BENEFITS FOR STRATFORD**

Claims made by BARD on traffic forecasts for Middle Quinton are selective and misleading and ignore the major infrastructure benefits the eco-town would deliver for Stratford, according to developers St.Modwen and the Bird Group.

Figures quoted by BARD from the developers' Transport Assessment report are based on traffic projections *without any mitigating factors* being taken into consideration and are therefore out of context and designed to alarm the public.

John Dodds, regional director for St. Modwen said:

"Stratford upon Avon is faced with a potential housing target of 10,100 new homes over the next 10 years, the roads in and around the town are going to get busier, with or without the eco-town. Maintaining the current status quo is not a realistic option.

"If Middle Quinton is approved we are proposing significant mitigating measures, notably the construction of the Stratford Western Relief Road and the 'missing link', which would deal with extra journeys to and from the Eco-Town, deliver the much-needed Stratford by-pass and reduce existing congestion in the town centre."

Tony Bird OBE, chairman of the Bird Group added: "The alternative to an eco-town is for piecemeal development in and around local villages which would inevitably cause localised congestion and open up rat runs but provide no certainty in timing or funding the major infrastructure needed to deal with the problem either locally and in and around Stratford.

"Middle Quinton would provide innovative transport solutions by investing many millions of pounds into an improved roads infrastructure and public transport services for Stratford. The local authorities are most unlikely to be able to do this in the foreseeable future and smaller residential development would not generate the money needed for the required level of investment.

“People living in Stratford would benefit considerably from our proposed measures, which would relieve current congestion in the town. Our proposed completion of the missing links to Stratford’s bypass will provide an alternative route for HGVs to the A46 and M40 and provide Stratford District Council with the opportunity of banning commercial vehicles from using Clopton Bridge.”

Middle Quinton would also be delivering a 10 minute guided bus to connect Stratford station with Honeybourne Station where the Cotswold line is being dual tracked in 2010. This will result in highly improved public transport to and from Stratford for residents of the town, workers, as well as tourists and visitors. This would help the current decline in tourist numbers.

Far from being ‘buried in glossy brochures’ as claimed by BARD, the traffic forecasts prepared for DCLG have been published on the Middle Quinton website and the issue was discussed at a recent Stakeholder Forum, at which BARD representatives were present.

The report provides information for traffic forecasts associated with the eco-town. Among the key points are:

- Confirmation that construction of the Stratford Western Relief Road and the ‘missing link’ between the Relief Road and the Southern Relief Road **‘could fully mitigate the effects of traffic generated by the eco-town’ in and around Stratford-upon-Avon**. These measures are part of the developers’ proposed infrastructure contribution for Middle Quinton
- These improvements could help **remove existing through traffic** from Stratford town centre, easing congestion and improving the overall environment
- the local link roads **have sufficient capacity** to accommodate the forecast traffic increases (the B4632 is a former A road)
- the **Highways Agency** has confirmed in writing that the potential traffic impacts along the strategic road network would not present any major barriers to the development of the eco-town
- easy walking and cycling access to schools and community facilities in Middle Quinton would drastically **reduce ‘school run’** and shopping journeys by car, which are major causes of congestion during term times
- In terms of external car journeys, the report predicts there would be approximately **20 additional traffic movements per minute** on the external highway network during the morning peak hour and approximately 25 during the afternoon peak hour. These journeys would be **two-way movements** into and out of the eco-town
- Traffic projections for **Evesham suggest only 3.3 additional** vehicle movements per minute in the town during the afternoon peak hour by 2026

- **public transport services**, including the proposed bus-tram link along the Greenway to Stratford, would account for more than one-in-five (22%) of all journeys
- **improved rail links** to Honeybourne would provide the eco-town and Stratford with direct commuter and tourist connections to London, Oxford and the west country

Contrary to BARD claims, there would be reduced construction traffic using the local road network. Suppliers would be encouraged to use the existing rail link into Long Marston for delivery of bulk materials including bricks, timber and aggregates.

The Strategic Transport Assessment puts forward traffic projections based on a fully-operational town of 6,000 homes and associated community and business users in 18 years time, in 2026.

**-ENDS-**

For further information, please contact:

**St. Modwen**

Charlotte McCarthy  
PR Manager  
M: 07970 949 914  
T: 0121 222 9400  
E: cmccarthy@stmodwen.co.uk

**St Modwen & The Bird Group**

Mark Harrison  
T: 01295 690 003  
M: 07776 182 506  
E: harrisons@ndirect.co.uk