

St Modwen/Bird Group, Middle Quinton

Free Bikes And The Greenway Protected As Middle Quinton Developers Reveal Updated Transport Plans

The developers of the proposed new ECO town at Middle Quinton have released further details of the plans to provide an integrated, sustainable transport plan for the area.

St Modwen and the Bird Group, who are developing the site, have commissioned Capita Symonds to undertake the assessments of the potential transport solutions. As well as providing each resident of Middle Quinton with a bike to encourage sustainable travel within the town the team have also examined a number of innovative new options to ensure an environmentally friendly transport policy is pursued.

Sam Carson of Capita Symonds said:

“It is very important to develop a site that can provide for non-car transit. That is why we are supporting the re-establishing of the Stratford to Honeybourne rail link, potentially connecting the local area with the main line and access to surrounding towns and cities without the need to drive.

We also recognise that the car is a reality in modern life. One of the biggest causes of pollution is when stationary traffic forms in the town centres. That is why we are exploring ways we can contribute towards the missing link of bypass surrounding Stratford. We aim to take traffic off the old bridges in the town centre and onto free flowing roads surrounding the town.”

The plans come after a successful public exhibition, where almost 500 residents of Stratford, Evesham, Chipping Campden and the surrounding area viewed development proposals for Middle Quinton.

John Dodds, Regional Director of St Modwen, commented:

“The public exhibitions showed a real interest in the transport element of our proposals. Therefore we are keen to provide local people with as much information as possible about our sustainable transport plans, including the exciting rail opportunity and the commitment to retain the Greenway for local people to enjoy.”



The commitment to re-establish the rail link has been welcomed by the Shakespeare Line Promotion Group. Its secretary, Alan Bevan, said:

“The 1996 Halcrow Fox Rail Study established that it was perfectly feasible to reinstate a single line track from Stratford-upon-Avon station. I am pleased that it is under consideration and support the plans for Middle Quinton to provide an environmentally sustainable development that can encourage more rail use.”

The new town will develop 6,000 homes with approximately 30% of these being aimed at key workers and those seeking affordable houses. Almost 500 local residents attended the recent series of exhibitions held in and around Stratford-upon-Avon with over 150 submitting feedback comments.

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Notes for editors

Capita Symonds are one of several consultants retained to work on detailed plans for the Middle Quinton vision. They have several offices in the UK and specialise in a wide array of development competencies, including flooding, drainage, railways and ground investigations.

The Shakespeare Line Promotion Group has recently celebrated its 100 year anniversary. It aims to provide rail users with a useful source of information for those travelling along the Shakespeare Line between Stratford-upon-Avon and Birmingham. It also campaigns to improve the services on this line, as well as to increase rail use generally.

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