

2. WIDER CONTEXT

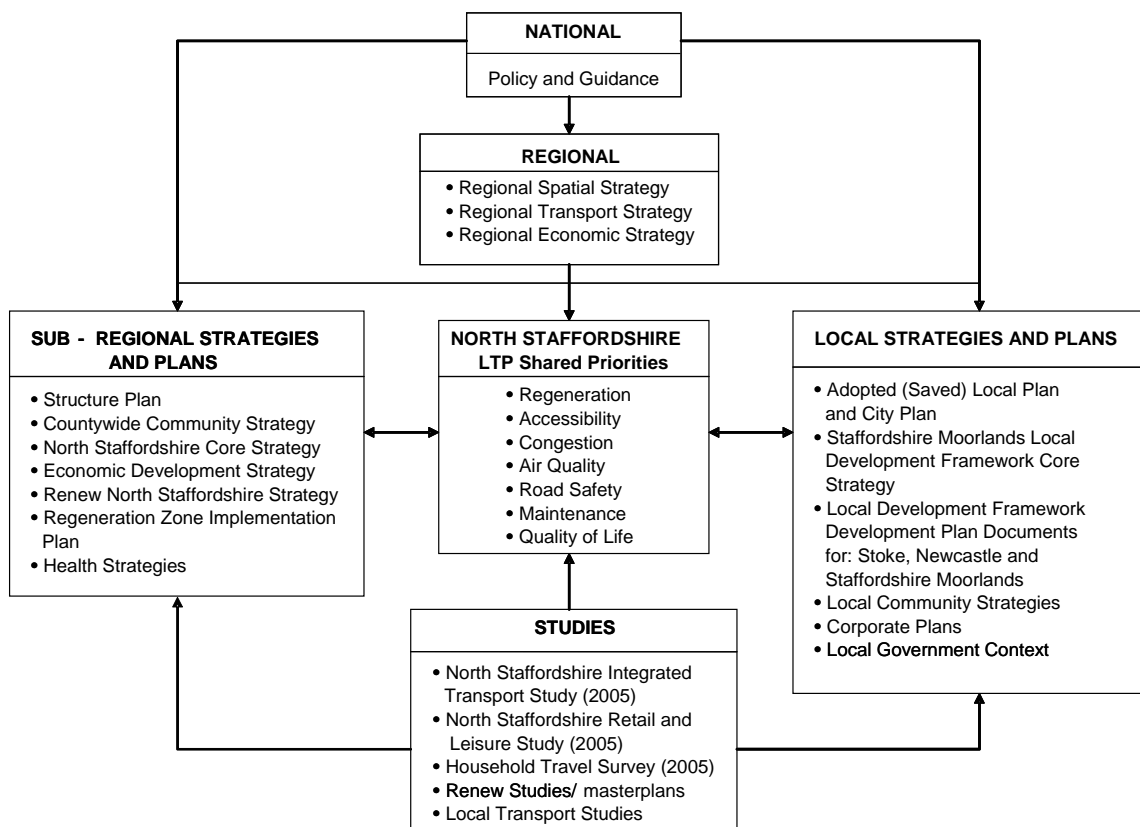
2.1 Introduction

The aim of this section is to clearly identify:

- The links between the LTP and other local, sub-regional and regional strategies and how they influence one another.
- Consistency with national and regional transport policy.
- Cross boundary partnerships.
- Partnerships with other transport providers.
- How LTP1 and other supporting studies have influenced this plan.

The flow diagram in Figure 2.1 summarises all the linkages with the LTP. Each element of the diagram is explained within this chapter.

Figure 2.1: Linkages with the LTP



CHAPTER 2: WIDER CONTEXT

2.2 National perspective

In July 2004, the Department for Transport (DfT) issued a new White Paper on The Future of Transport. The overall objective of this White Paper is to “balance the need to travel with the need to improve quality of life”.

Specific initiatives include:

- Reorganisation of the rail industry.
- Better traffic management to ease congestion.
- The need to hold a debate on road pricing.
- Increased road capacity in certain locations, together with measures to manage demand.
- Encouragement to develop Quality Bus Contracts (QBC) with bus operators to improve local bus services.
- Shared decision-making between regional and local stakeholders.
- Integration of transport decision-making with other local, regional and national policy decisions.

DfT has also issued guidance on the preparation of LTP2. This is structured around several shared transport priorities agreed between Government and the Local Government Association:

- Tackling Congestion.
- Delivering Accessibility to Essential Services & Facilities.
- Ensuring Safer Roads.
- Better Air Quality.
- Improving Quality of Life.

In addition to these priorities there is a shared regeneration agenda, with ODPM supporting the Renew (North Staffordshire Housing Market Renewal Pathfinder) and DTI, through AWM, supporting the Regeneration Zone.

Another key theme in the guidance is identifying best value for money solutions and, where possible, making best use of existing capacity and infrastructure. It emphasises the need for careful monitoring with local targets, trajectories and indicators.

The ODPM communities agenda contained within ‘Sustainable Communities: people, places and prosperity’ highlights the need for thriving and diverse local economies, well connected communities and environmentally sensitive communities. The LTP will contribute to the objectives of this agenda.

The Department of Health White Paper (2004), ‘Choosing Health: Making healthy choices easier’ sets out the Government’s aspirations to tackle health inequalities. It reinforces the need to deliver health improvement at both the national and local level. The LTP will contribute to the objectives of this White Paper.

CHAPTER 2: WIDER CONTEXT

2.3 Regional perspective

Regional Spatial Strategy

Regional Planning Guidance for the West Midlands was approved in June 2004 and converted to the Regional Spatial Strategy (RSS) for the West Midlands (RPG 11) in September 2004.

In the period to 2021 the aim is to reverse out migration from Major Urban Areas including the North Staffordshire conurbation. The Regional Spatial Strategy indicates that the conurbation should be the focus for sustainable investment to secure the renaissance of the urban heart of North Staffordshire.

Table 2.1 shows the extent to which the delivery of the LTP priorities will influence the delivery of Regional Spatial Strategy transport policy themes.

Table 2.1: Impact of the LTP priorities on Regional Spatial Strategy policy themes

Regional Spatial Strategy Transport Policy Themes	Regeneration Local Economy	Accessibility	Congestion	Air Quality	Safety Fear of Crime	Maintenance / Management	Quality of Life
Developing accessibility and mobility to support the Spatial Strategy							
Reducing the need to Travel							
Walking and cycling							
Promoting travel awareness							
Public transport							
Strategic park and ride							
Car parking standards and management							
Demand management							
Management of national and regional transport networks							
Freight							
Airports (access to)							

Key

High Impact
 Medium Impact
 Low Impact
 No impact

More specifically, Policy T12 in the Regional Spatial Strategy sets out the priorities for investment in the North Staffordshire area listed in Table 2.2.

CHAPTER 2: WIDER CONTEXT

Table 2.2: Regional Spatial Strategy Priorities for Investment

Regional Spatial Strategy Priorities for Investment	Main LTP Chapter in which the RSS priority is addressed
Behavioural change initiatives	Chapter 7: Tackling Congestion
West Coast Mainline Strategy – Stoke Station is a key national destination. Infrastructure improvements in the LTP have been completed	Chapter 2: Wider Context
M6 Widening/Junction 11A-19 improvements – The Highways Agency sponsor this scheme which is supported by the Local Highway Authorities except for current proposals for M6 Expressway.	Chapter 2: Wider Context
Local Congestion Charging Studies	Chapter 7: Tackling Congestion
A500 Stoke Pathfinder Project (under construction)	Chapter 7: Tackling Congestion
A50 Trentham Lakes junction (under construction)	Chapter 7: Tackling Congestion
Improved public transport network in North Staffordshire	Chapters 6, & 7, Appendix D: Improving Accessibility Tackling Congestion Bus Strategy
Retention and development of local services including links between local regeneration areas and areas of opportunity	Chapter 5: Supporting Regeneration
Enhancement and development of rural public and community transport	Appendix D: Bus Strategy
Development of improved road network management and prioritisation	Chapters 7 and 11: Tackling Congestion Looking After the Transport Network

The Regional Spatial Strategy is accompanied by a monitoring regime which has been taken into account in designing the LTP monitoring programme to avoid unnecessary duplication and ensure efficiencies of information gathering and data analysis. This is dealt with in Chapter 13: Performance Management.

Regional Transport Strategy

The Regional Transport Strategy (RTS) is aligned with the Regional Spatial Strategy and incorporates policies to deliver the following transport priorities and is supported by a Regional Transport Delivery Plan (RTDP) published in March 2005:

- Promote a change of hearts and minds.

CHAPTER 2: WIDER CONTEXT

- Make best use of the existing regional transport network.
- Provide a comprehensive public transport system that serves the urban areas.
- Improve access to Birmingham International Airport and the NEC.
- Ensure that the West Midlands is a reliable hub to serve international, national and regional connections.

Regional Economic Strategy

The West Midlands Economic Strategy and Action Plan 2004 – 2010 “*Delivering Advantage*” was published in 2004. The strategy’s vision is that by 2010:

“The West Midlands is recognised as a world class region in which to invest, work, learn, visit and live and the most successful in creating wealth to benefit all of its people”.

The Regional Economic Strategy sets out 13 challenges that need to be addressed if economic growth is to continue in the West Midlands, including the following transport challenge:

“The need to address the inadequacies of our transport infrastructure through partners developing innovative ways to create the sustainable, world-class transport system we need.”

The Regional Economic Strategy directs its resources to Regeneration Zones and High Technology Corridors. North Staffordshire is designated as a Regeneration Zone based on the fact that about half of the North Staffordshire LTP Super Output Areas are in the top 20% most deprived in England, as indicated in Table 2.3.

Table 2.3: Breakdown of Index of Multiple Deprivation 2004

North Staffs LTP Super Output Areas	Total Super Output Areas	Worst 10%	Worst 20%
Stoke-on-Trent	160	48	33
Newcastle-under-Lyme	69	2	10
Staffordshire Moorlands	11	0	0
Total	240	50	43

The key aim of the approach is to increase economic activity and employment levels within these relatively deprived areas and strengthen links between areas of need and areas of opportunity. The delivery of the LTP’s key objectives will help to achieve this key aim. In particular, there is a clear direct relationship between the aims of the Regional Economic Strategy and the following LTP objectives:

- Improve access to jobs and local facilities (**Improving accessibility**)
- An effectively managed transport network (**Tackling congestion**)
- Create an environment for investment (**Supporting regeneration**)
- Improve conditions for the efficient movement of goods (**Supporting regeneration**)
- Maintain all adopted transport network assets (**Looking after the transport network**)
- Enhance quality of the environment (**Improving quality of life**)

2.4 Sub-regional strategies and plans

Introduction

The LTP area is covered by a plethora of administrative boundaries reflecting the areas of responsibilities of regeneration drivers and service providers. Fortunately, partnership and collaborative working is now firmly entrenched within the culture of North Staffordshire and all stakeholders are working towards the agreed aim of securing the sustained regeneration of the conurbation.

Staffordshire and Stoke-on-Trent Structure Plan 1996-2011

The Structure Plan was adopted in 2002. It was prepared jointly by Staffordshire County Council and Stoke-on-Trent City Council and proposes a broad planning framework for the area. Since its adoption major changes have been made to the planning system as a result of the Planning and Compulsory Purchase Act 2004. Structure Plans and Local Plans are being replaced by Local Development Frameworks comprising of a combination of statutory and non-statutory documents called Local Development Documents.

During the 'transition' period between the two systems, the Structure Plan will be 'saved' for three years and will therefore continue to be the adopted strategic land use policy document until September 2007. One of the key objectives of the Structure Plan is to develop a more sustainable integrated accessibility strategy. This strategy complements the shared priorities and key objectives of this LTP as shown in the Table 2.4.

CHAPTER 2: WIDER CONTEXT

Table 2.4: Impact of LTP priorities on Structure Plan objectives

Components of the Structure Plan Key Objective: 'Develop a more sustainable integrated accessibility strategy'	Regeneration Local Economy	Accessibility	Congestion	Air Quality	Safety Fear of Crime	Maintenance / Management	Quality of Life
Promoting measures which will reduce the use of the private car							
Moving towards a development pattern where settlements become increasingly self-contained, less reliant on commuting and with a real choice of more sustainable transport modes							
Making more provision for convenient and attractive access for people with disabilities and for walking and cycling in safety							
Seeking to ensure adequate attractive, integrated public transport services							
Reducing the movement of freight by road, including minerals and waste							
Directing resources to a package of measures which would help relieve congestion, support economic regeneration initiatives, minimise adverse environmental impacts, continue to seek reduction in accidents and provide facilities which encourage the use of alternative modes of transport, namely walking, cycling and public transport, thereby improving the quality of life for local communities							

Key

High Impact
 Medium Impact
 Low Impact
 No impact

Structure Plan Transport Policy T1A emphasises the high priority that is given to sustainable transport in Staffordshire and Stoke-on-Trent. This Plan fully supports Policy T1A which encourages the efficient use of existing infrastructure by all types of transport, but recognises the advantages of moving towards the use of more sustainable transport modes within a vibrant economy.

Structure Plan Policy T1A:

Development proposals should be located, sited and designed so that the most convenient, safe and attractive choice of transport mode is progressively:

- (a) avoidance of unnecessary travel
- (b) walking and cycling
- (c) public transport, with rail preferred to road
- (d) and finally, private vehicles

CHAPTER 2: WIDER CONTEXT

Community Strategy – ‘Shaping the Future of Staffordshire 2005 - 2020’

The overall ‘Vision’ of the Strategy, which covers the whole of Staffordshire and Stoke-on-Trent, is that:

‘Staffordshire will be a place where local communities are enabled to develop in places where people want to live, work, visit and invest, now and in 2020.’

This Vision will be achieved through the Stoke-on-Trent and Staffordshire Strategic Partnership through action plans related to the key priorities, which are:

- Enhancing the **voice and profile** of Staffordshire within the West Midlands region as well as nationally, within Europe and internationally.
- Developing strong and sustainable **rural communities** by improving access to services, opportunities and the number and quality of jobs available, while also protecting and enhancing the environment.
- Integrating and sustaining **transport**.
- Improving **health and social** care.
- Supporting the growth of the local **economy and encouraging prosperity** (including learning and skills) for the benefit of individuals, employers and communities
- Sharing **data and information** to underpin the strategic priorities of the Strategy.

It complements the Community Strategies at District and Borough level by focusing on those issues which are best achieved at the county level. It also links to the Community Strategy for the City of Stoke-on-Trent, to ensure that Staffordshire as a whole benefits from the shared ambition of the Partnership.

The Community Strategy will provide a framework for all other plans and strategies in Staffordshire, such as the LTP. The LTP will therefore play an important role in the delivery of the Community Strategy’s transport theme and will also have some impact on the delivery of the other priorities as indicated in Table 2.5.

CHAPTER 2: WIDER CONTEXT

Table 2.5: Impact of LTP priorities on Community Strategy key priorities

Countywide Community Strategy Key Priorities	Regeneration Land Economy	Accessibility	Congestion	Air Quality	Safety Fear of Crime	Maintenance / Management	Quality of Life
Voice and Profile							
Rural Communities							
Transport:							
Improved accessibility to everyday facilities, particularly for those without a car.							
Integrated transport and greater sustainable travel choices.							
Improved safety for all travellers, especially on roads.							
Effectively maintained transport assets.							
A protected and enhanced natural environment.							
health and social							
economy and encouraging prosperity							
data and information							

Key

High Impact

Medium Impact

Low Impact

No impact

Draft North Staffordshire Core Spatial Strategy

The Core Spatial Strategy will form part of the Local Development Framework and is being prepared jointly by Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council to ensure consistency of approach at a strategic level throughout the conurbation. It is expected that it will be adopted by 2007/08.

The Core Strategy sets out the long-term vision, spatial principles and strategic aims for the sustainable regeneration of the majority of North Staffordshire to 2021. Once adopted, it will provide:

- An interpretation of the West Midlands Regional Spatial Strategy at the sub-regional level.
- The context for preparation of other more detailed local development documents.
- A material consideration in the determination of planning applications.

A core transport policy has been included in the draft document which is consistent with the key objectives of this Plan. The following Core Strategy 'Vision' is the same as the North Staffordshire Economic Development Strategy:

“North Staffordshire will become the City Region of Choice for one million people by 2021”

CHAPTER 2: WIDER CONTEXT

The delivery of all the LTP priorities and objectives will help to achieve this vision and the following Spatial Principles that have been identified in the Draft Core Strategy:

- SP1 Enhance and reinforce North Staffordshire's role as a key regional gateway, with Stoke-on-Trent City Centre as the primary commercial focus and Newcastle-under-Lyme Town Centre as a complementary and thriving strategic centre within a balanced and strong North Staffordshire economy.
- SP2 Create vital, vibrant and distinctive town centres with complementary roles to play.
- SP3 Create a greener North Staffordshire by maintaining and improving its network of canals, green spaces and parks to provide the setting for high quality development of homes, employment and leisure opportunities and to foster a more sustainable way of life.
- SP4 Improve accessibility and linkages throughout North Staffordshire for local residents and visitors.
- SP5 Renewal of the urban and rural areas to enable people to live close to their work and leisure and community facilities, and to benefit from the best of urban and rural living including high density, mixed use development near the city centre, Newcastle town centre and other centres and in areas that are accessible by public transport.

The key Strategic Aims in the Draft Core Strategy that are linked to reducing the need to travel and improving travel choice are as follows:

- SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA3 To focus any appropriate development in rural areas on brownfield sites within the larger settlements to reduce the need to travel and to protect the rural environment.
- SA12 To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.

North Staffordshire Integrated Economic Development Strategy

The 'Vision' of the North Staffordshire Integrated Economic Development Strategy is that **'North Staffordshire will become the city-region of choice for one million people by 2021'**.

The Vision is driven by the current reality that the North Staffordshire conurbation is failing to fulfil its potential as a major sub-regional centre for the West Midlands. The ambition for the conurbation is that by 2021 it will have successfully repositioned itself to the extent that it has become a destination of choice for investors, for businesses, for workers, for shoppers, for learners and for people seeking leisure and cultural experiences. It will have achieved those ambitions to the extent that the natural catchment area for the conurbation extends to cover one million people located not only in the wider North Staffordshire sub-

CHAPTER 2: WIDER CONTEXT

region, but also its neighbouring areas of Staffordshire, Shropshire, Derbyshire and Cheshire.

The Economic Development Strategy recognises that the following ‘opportunities’ need to be embraced to achieve this vision:

- (1) To create in the City Centre and Newcastle Town Centre two attractive and vibrant locations for new business investment, particularly in terms of retailing, education, leisure, entertainment, culture, office and residential development.
- (2) To harness and develop the creative and knowledge assets of North Staffordshire to develop high value business growth, and in particular investment in new growth sectors of medical technology, healthcare and creative industries.
- (3) To increase economic value by improving the productivity and knowledge intensity of existing economic strengths whilst attracting new functions to the conurbation, especially in services.
- (4) To capitalise on North Staffordshire’s geographical position and its people and productive asset base to become a business and population fulcrum for Staffordshire, the West Midlands and North West England.

The delivery of the LTP will have an impact on ‘Opportunities’ (1) and (4)

Opportunity (1): Thriving Urban Centres & Supporting Locations

The quality of the transport network will have an impact on the accessibility, vitality, viability and image of the principle urban centres – Hanley and Newcastle-under-Lyme. Examples of how the LTP will influence ‘Opportunity (1)’ are as follows:

- Enhancing the accessibility of urban centres by all modes of transport will help to ensure a competitive advantage over rival centres.
- The image of the town will be improved by:
 - Providing high quality transport provision especially at main arrival points.
 - An attractive, safe, convenient and well-signed pedestrian environment within the town centres.
 - High quality links between business locations, public transport interchanges and town centres with an emphasis on sustainable modes to help minimise congestion problems.

Opportunities (4): North Staffordshire as a Business & Population Fulcrum

The close position of the conurbation to key national transport infrastructure (e.g. M6 motorway, West Coast Main Line, East Midlands, Birmingham and Manchester airports) creates a range of development opportunities for the area.

The delivery of the LTP in line with the objectives of Housing Market Renewal will also help to achieve Opportunity (4) by:

- Improving accessibility between the labour market within Renew areas and employment opportunities, and thus helping to reduce social exclusion.
- Improving accessibility to training and educational establishments.

CHAPTER 2: WIDER CONTEXT

Renew North Staffordshire Strategy

Housing Market failure resulted in North Staffordshire being designated as a Housing Market Renewal Pathfinder in April 2002. 67,000 properties and 147,000 residents are within the North Staffordshire Renew areas shown on Figure 1.1.

Renew's 20 year programme (launched in 2004) is expected to bring more than £2 billion investment to restructure the conurbation. Renew's intervention strategy endorsed by the Office of the Deputy Prime Minister aims to:

- Balance the supply and demand for housing.
- Provide a quality housing stock.
- Work to achieve sustainable neighbourhoods.
- Retain and stabilise the conurbation's population base.
- Support radical improvements to the environment and urban form.
- Promote social cohesion.

The LTP will play its full role in helping to deliver this strategic initiative as resources permit, by supporting appropriate transport improvements in Renew areas that help to achieve both Renew and LTP objectives. Examples of this partnership working are given in Chapter 5: Supporting Regeneration.

Extensive master-planning work has commenced in many areas of North Staffordshire as part of the Intervention Programme which includes the following areas;

The four first phase Areas of Major Intervention in the neighbourhoods of:

- City Centre South
- Middleport/ Burslem
- Meir
- Knutton /Cross Heath (including Lower Milehouse)

Four more major intervention areas are proposed at:

- Hanley East
- Hanley North West
- Stoke
- South Shelton

Six general renewal areas are proposed for smaller neighbourhoods which are generally next to the major intervention areas but which are in better condition. The focus here will be on retaining housing, environmental regeneration and providing alternative homes to people who move from major intervention areas. These areas are:

- Burslem Park
- Birches Head
- Chesterton
- Normacot
- Tunstall
- Smallthorne
- Dresden

All of these regeneration initiatives will be translated into sustainable policies and Development Plan Documents within the Stoke and Newcastle Local Development Frameworks.

CHAPTER 2: WIDER CONTEXT

Regeneration Zone Implementation Plan

Regeneration Zones are a key delivery mechanism through which Advantage West Midlands delivers the Regional Economic Strategy. The North Staffordshire Regeneration Zone is one of six such Zones in the region and covers the urban area of Newcastle-under-Lyme and Stoke-on-Trent.

The long-term remit for the Zone is to:

- Raise employment levels.
- Increase business activity.
- Improve the quality of life in the most deprived areas of the region.

The North Staffordshire Regeneration Zone's aim is to ensure that:

“North Staffordshire is a successful and rewarding place in which to work and invest, an exciting place to visit with an increased quality of life for all”

This remit complements the sub-regional vision and objectives of the draft North Staffordshire Core Spatial Strategy, Economic Development Strategy and Community Strategy. The delivery of the LTP key objectives will influence the delivery of this long-term strategy.

Health Strategies

The North Staffordshire conurbation is covered by four separate Primary Care Trusts (PCT) each of which have produced their own Local Delivery Plans (LDP). These set out a three year rolling programme of health improvement and healthcare and identify the progress expected for each priority area over the planning period. This is also supported by a financial strategy which sets out how the main priority areas will be funded. In addition there are two acute hospital trusts providing health care which produce their own business plans. These are the North Staffordshire University Hospital NHS Trust and the North Staffordshire Combined Health Care NHS Trust.

In general the main interaction with the local authorities is through links with social care and education. However the major new combined hospital site currently under construction funded through a PFI required considerable discussions between the Trust and the City Council over the layout of the site, planning issues and transport and highway issues. The site will be well served by public transport services which pass through the site and which link it to many parts of the conurbation. Bus stops have been provided, and covered and secure cycle parking is also available for staff.

To support the statutory health care process the Local Strategic Partnerships for Stoke and Newcastle have both identified health as a separate pillar in their structures. For example, the Stoke LSP has a Healthy City Partnership chaired by the Director of Public Health and includes membership from the City Council and various health agencies. A Health Inequalities Strategy for Stoke-on-Trent is being developed which will identify priorities for action including health determinants such as housing, transport and poverty and monitor progress on actions. A similar system exists for the Newcastle LSP.

CHAPTER 2: WIDER CONTEXT

The recently submitted Local Area Agreement for Stoke-on-Trent also identifies health as a key issue and actions and projects will be coordinated through the Healthy City Partnership. Key issues which will be supported by the North Staffordshire LTP include improving access to healthcare by examining travel arrangements and/or the location of health facilities and the development of physical activity strategies. Both of these are picked up in Chapter 6: Improving Accessibility and health issues are considered in Chapter 10: Enhancing the Quality of Life.

2.5 Local strategies and plans

The delivery programme, and LTP objectives and targets, are consistent with the full range of local policy aims and objectives described below.

Adopted (saved) Local Plans and City Plan

Local Plans and the City Plan will be 'saved' and, together with the adopted Structure Plan, will continue to be the main document for the determination of planning applications until the Local Development Frameworks are in place.

Newcastle-under-Lyme Local Plan

Newcastle-under-Lyme Local Plan 2011 was adopted in October 2003. The overall aim of the Local Plan is:

To help the Borough develop, in a sustainable way, to meet the needs and aspirations of its residents and businesses and improve the quality of life for all. Key objectives relevant to transport include:

- To ensure that future development is as sustainable as possible, avoids pollution and conserves natural assets.
- To enable access to the widest range possible of shopping and commercial services for the resident population.
- To reduce the need to travel while increasing accessibility for all.
- To help to provide a safe, efficient highway network and improve the viability of public transport.
- To encourage the use of public transport, cycling and walking.
- To provide a suitable environment for the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities.

Staffordshire Moorlands Local Plan

The current Local Plan for the District was approved in 1998. The general objective of the Local Plan is to balance the need for development with conservation and with the need to reduce harmful emissions which are produced by wasteful travel patterns.

The Revised Policies and Proposals document produced in July 2003 as part of the Local Plan Review will form the basis of work now being carried out on the Local Development Framework.

CHAPTER 2: WIDER CONTEXT

Stoke-on-Trent City Plan

The Stoke-on-Trent City Plan 2001 was adopted in September 1993. The overall aim of the Local Plan reinforces the Structure Plan policy of urban regeneration, placing emphasis on achieving economic development and increasing the attractiveness of the City.

Whilst acknowledging improving trunk road access the City Plan cited problems with local transport including congestion, accidents, a poor environment due to traffic in town centres and housing areas, and poor access to some employment and development areas hindering business operation and holding back development. To address these problems its main aims included:

- Improving access from the motorway and trunk road network to the main existing and proposed employment areas.
- Improving public transport.
- Improving the environment of town centres by means of relief roads.

Predictions for traffic increase implied a level of future peak hour congestion that could not be solved by highway improvement alone, and even if sufficient resources were to be available, the required highway schemes would have had an unacceptable environmental impact and be unfair to those without access to a car. The City Plan therefore aimed to meet future travel demand by a 'balanced strategy' containing appropriate highway schemes and also promoting other modes of travel such as rail, bus, cycle and walking.

Local Development Frameworks

There is close working between land use and transport disciplines within North Staffordshire to ensure that transport-related policies within Local Development Documents are consistent with the objectives of this LTP. In addition to the joint Newcastle / Stoke Core Spatial Strategy and the Staffordshire Moorlands Core Strategy, it is essential that there is consistency between the LTP and other Local Development Documents being produced by all three planning authorities covering site specific allocations of land and Area Action Plans.

Newcastle-under-Lyme

The priority will be the following five Area Action Plans, based around the areas of activity under Renew North Staffordshire:

- Newcastle Town Centre.
- Knutton and Cross Heath.
- Silverdale.
- Galleys Bank and Kidsgrove Town Centre.
- Chesterton.

Staffordshire Moorlands

There are no Area Action Plans proposed within the North Staffordshire LTP area.

CHAPTER 2: WIDER CONTEXT

Stoke-on-Trent

Four Area Action Plans are being prepared for Stoke-on-Trent covering:

- City Centre and Etruria Road corridor.
- City Centre South and University Quarter.
- Burslem, Etruria Valley and Middleport.
- Meir.

These have been prioritised to reflect the commitments and first phase Areas of Major Intervention (AMI) set out in the Renew Prospectus. Further Area Action Plans will be prepared to support future AMIs.

The Council are preparing a Development Portfolio addressing housing, retail and employment development in the City outside of the Inner Urban Core area. There will be a further series of documents providing generic topic based guidance and further area based Local Development Documents as required.

Local Community Strategies

Local Community Strategies complement the Countywide Community Strategy 'Shaping the Future of Staffordshire 2005-2020'.

Newcastle-under-Lyme

The Community Strategy for Newcastle borough was developed via the Local Strategic Partnerships made up of the public, private, community and voluntary sectors. The six priorities include:

- Safer communities should experience less crime and fear of crime, where vulnerable people are protected and the stigma attached to perceived high crime areas is reduced.
- Everyone should have equal access to good education, learning and cultural opportunities that will enable them to fully contribute to a thriving economy and benefit from increased prosperity.
- Communities should be fully engaged and involved in planning and decision making, resource allocation and service development and delivery.
- Services, information and advice should be more accessible, integrated and responsive to the needs of local neighbourhoods.
- Every one should have an equal opportunity and the necessary resources to improve their health, well being and quality of life.
- Every resident in the Borough should have an affordable home suitable to his or her needs and live in a high quality environment.

Staffordshire Moorlands

The Community Strategy has been developed through the Staffordshire Moorlands Local Strategic Partnership (LSP), called "Moorlands Together" which was established in 2002 and comprises 50 local public, private, voluntary and community organisations, with established task groups and channels of communication. The Community Strategy sets

CHAPTER 2: WIDER CONTEXT

out the Council's aims to promote economic, social and environmental well-being by contributing to sustainable development and 'making life better for everyone' in the District. Transport issues cut across the key Community Ambitions which are:

- That the environment is protected and improved and it is an attractive, enjoyable place to be.
- That it is a safer place in which to live, work and visit.
- To improve the health and well-being of all the community and to reduce inequalities in health across different groups.
- That local areas and towns are regenerated and that everyone has a decent home environment.
- That everyone is able to learn, train and develop throughout their lives.
- The community is able to shape the Moorlands and its future.
- To ensure that everyone who wishes has access to services, learning opportunities, health provision and leisure activities in a way that is effective and sustainable.

Stoke-on-Trent

The Local Strategic Partnership is a group of health and learning providers, police and probation agencies, voluntary, community and environmental organisation, local businesses and the City Council. The Local Strategic Partnership's vision for the city is that 'by 2014 Stoke-on-Trent will be a thriving and diverse city where people want to live, work and study'. Local transport runs through the Local Strategic Partnership's ambitions to achieve the vision by:

- Fostering a Healthier City.
- Encouraging a Safer City.
- Inspiring a Learning City.
- Developing a Wealthier City.
- Creating a Green City.
- Ensuring a Strong Sense of Community.

Corporate Plans

Staffordshire County Council

The Staffordshire County Council's Corporate Strategy 2006/09 sets the long-term vision for the County Council which is to make Staffordshire a 'great place to live, work, visit and invest'. It will assist in the delivery of the Community Strategy, '*Shaping the Future of Staffordshire*' and reflects the blocks of the Local Area Agreement (from April 2007).

Stoke-on-Trent City Council

The City Council is committed to improving the lives of local people through a vision of "Making Stoke-on-Trent a better place for all to live, learn, work and enjoy".

The Corporate Plan details what is being done to achieve this vision. Since the provisional North Staffordshire LTP was published the strategic priorities have been updated because over the last three years there have been changes in what local people and the Government want us to deliver. The revised strategic priorities are:

CHAPTER 2: WIDER CONTEXT

- Creating a vibrant city with thriving communities.
- Building a safer city.
- Delivering better outcomes for children and young people.
- Promoting health and independence.
- Managing resources and delivering value for money.

The contribution of this LTP to achieving the aims of Staffordshire and Stoke-on-Trent Corporate Strategies is summarised in Table 2.6.

Table 2.6: Contribution of LTP to Corporate Aims

Corporate Plan Aims	Contribution of North Staffordshire LTP	Relevant LTP Priority
Children and Young People	<ul style="list-style-type: none"> • Reducing road traffic accidents involving children • Helping children to stay healthy, by encouraging more walking and cycling • pedestrian and cycling training in schools 	Accessibility Quality of Life Travel Safety
Healthier Communities	<ul style="list-style-type: none"> • Increasing physical activity by encourage more walking and cycling • Partnership working between transport providers and health partners 	Accessibility Quality of Life
Safer Communities	<ul style="list-style-type: none"> • Reducing all categories of road traffic accidents • Tackling the root cause of accidents rather than their symptoms • Improving Community Safety • Supporting neighbourhood renewal 	Travel Safety Regeneration Quality of Life Accessibility Maintenance
Economic Development and Enterprise	<ul style="list-style-type: none"> • Improving access to jobs and local facilities • Effectively managing the transport network • Creating an environment for investment • Improving conditions for the efficient movement of goods • Maintaining all adopted transport network assets • Enhancing quality of the environment 	Accessibility Congestion Regeneration Maintenance
Sustainable Communities	<ul style="list-style-type: none"> • Land use and transport integration • Improving access to transport network and local facilities • Supporting neighbourhood renewal 	Accessibility Regeneration
Managing resources and delivering value for money.	<ul style="list-style-type: none"> • Prioritisation and delivery of the capital programme • Maintaining all adopted transport network assets 	Maintenance

Local Government Context

Comprehensive Performance Assessment

The Comprehensive Performance Assessment (CPA) is the mechanism through which local authorities' services are assessed and ranked, allowing for comparisons to be made between different authorities. Transport falls within the environmental block of the CPA, and it is assessed via a number of Best Value Performance Indicators, namely the condition of roads, the number of bus passenger journeys, satisfaction with information

CHAPTER 2: WIDER CONTEXT

and bus services, and the number of pedestrian crossing. In addition to this, the LTP's Annual Progress Reports are also taken into account.

Local Area Agreements

Local Area Agreement (LAA) will be negotiated between local partners and the Government by April 2007. This Agreement will be structured around four national themes: children and young people, safer and stronger communities, healthier communities and older people, and economic development.

The Stoke-on-Trent LAA was submitted to the Government in February 2006 and will help to coordinate local service delivery to meet the strategic objectives. It includes several opportunities for interfacing with the North Staffordshire LTP including meeting road traffic casualty targets (Safer and Stronger Communities), encouraging walking and cycling (Healthier Communities), and improved public transport access to jobs and training (Economic Development). The LAA incorporates other funding sources including the Neighbourhood Renewal Fund and the Local Public Service Agreement (LPSA). Staffordshire County Council and Stoke-on-Trent City Council have signed new LPSA's for the years 2006/07 to 2008/09 and both include transport targets. Staffordshire have continued with a road safety target which will aim to reduce Child KSIs and all KSIs two years sooner than originally intended. Stoke-on-Trent City Council have opted for a target to deliver a greater use of local bus services to help meet overall congestion targets.

Value for Money

The Service Review Programme will identify options for improving Value for Money within services for the benefit of customers either through increasing quality or performance within existing resources (or a proportionately lower increase in resources) or sustaining quality and performance at existing levels for a reduction in resources.

The Equality Standard for Local Government

The City and County Councils are currently working towards level three of the Equalities Standards. As part of this, the Councils will need to demonstrate that it has undertaken comprehensive consultation with stakeholders, it has set objectives for service delivery based on impact and needs assessments, and that it is developing monitoring systems to track these objectives. These actions will enable the Councils to mainstream equalities into service delivery for all aspects of its work. The LTP takes into account the Equal Opportunities Commission 2005 Working paper entitled 'Promoting gender equality in transport'.

2.6 Supporting studies

North Staffordshire Integrated Transport Study (NSITS)

This study was commissioned to develop the long-term framework for transport planning in North Staffordshire. The study considered:

- All travel modes
- All land-use considerations
- Linkages with other regeneration strategies
- Short, medium and longer term solutions

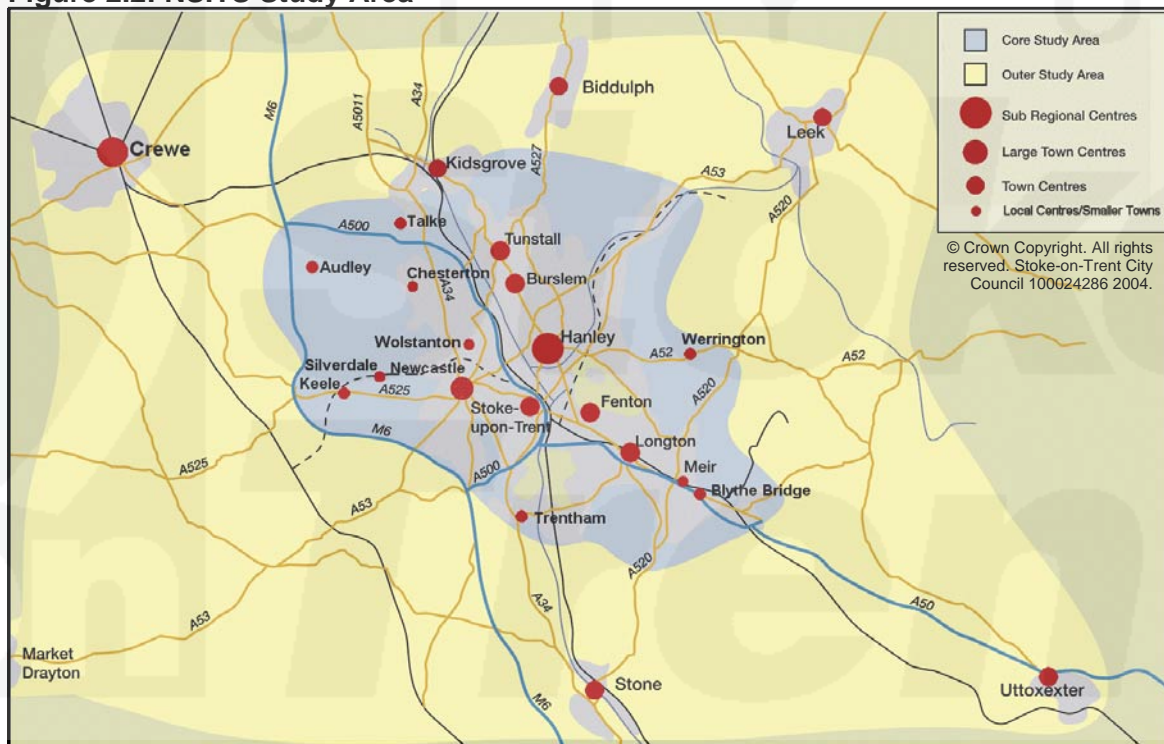
CHAPTER 2: WIDER CONTEXT

The study was undertaken by Halcrow transport consultants and managed by a Steering Group including representatives from Advantage West Midlands, Stoke-on-Trent City Council, Staffordshire County Council and the Highways Agency, all as the funding partners. In addition, the Steering Group included the Government Office for the West Midlands, Newcastle-under-Lyme Borough Council, Renew North Staffordshire, North Staffordshire Regeneration Zone, First Plc, North Staffordshire Chamber of Commerce and Industry, and an environmental specialist from Staffordshire University.

A wider reference group was also identified, including over 500 key stakeholders. These included representations from transport users groups, transport providers and operators, business and commerce, local planning authorities, tourism, health, education and the voluntary sector.

The core study area covers the North Staffordshire urban conurbation as shown on Figure 2.2. A wider area roughly equivalent to the Stoke-on-Trent journey to work area was also considered because of the impact of commuters and visitors to the conurbation.

Figure 2.2: NSITS Study Area



The study was closely aligned with:

- The major regeneration programmes of the Housing Market Renew Pathfinder project (Renew North Staffordshire) and the North Staffordshire Regeneration Zone.
- The North Staffordshire Integrated Economic Development Strategy.
- The emerging North Staffordshire Core Spatial Strategy for the Local Development Frameworks.
- The Regional Planning Guidance for the West Midlands.
- Highways Agency Route Management Strategies for the A500 and A50, and M6 (Junction 11a to Junction 20).

CHAPTER 2: WIDER CONTEXT

It also takes into account the outcome of the West Midlands to North West Multi-Modal Study (the MidMan Study) and the future plans of the Strategic Rail Authority.

The study approach involved:

- Collation and review of data and information on the current transport position across North Staffordshire using existing and new data.
- Development of analytical and technical tools including a multi-modal transport model.
- Use of existing data and the multi-modal transport model to understand the current problems, opportunities and issues.
- Use of the multi-modal model to predict conditions to 2021 to understand future problems, opportunities and issues.
- Consultation on problems, issues and potential solutions with the wider reference group to ensure that the “measured” assessment is the same as the perceived issues.
- Strategy development and appraisal.
- Identification of possible strategy components and combinations in consultation with the wider reference group.
- Strategy refinement and reporting.

Outcome of the Study

The study provides a sound analysis of local transport problems and opportunities and a strategic basis for the North Staffordshire Local Transport Plan, building on the existing North Staffordshire Transport Strategy in the Stoke-on-Trent and Staffordshire Local Transport Plans that were published in July 2000. This detailed evidence base has been a crucial component in the development of this LTP.

An appraisal of a wide range of possible solutions was carried out in terms of their feasibility, cost and acceptability. These options are described in Chapter 3: Strategy Development.

Following detailed consultation and technical analysis, the study recommends a strategy which improves overall accessibility by all modes. In the shorter term it concentrates on improving the transport “offer” to the travelling public with Park and Ride, improved and reliable bus services and greater travel choice for local residents, commuters and visitors. The Strategy however also recognises that these improvements alone will not resolve the transport problems of congestion and poor public transport accessibility. Accordingly it recommends the introduction of congestion charging in the long-term (after 2016) to help achieve modal shift, decongest the road network, and provide the required funding and subsidy for transport improvements.

North Staffordshire Retail and Leisure Study

The study provides an in-depth look at the main centres in the administrative areas of Newcastle-under-Lyme and Stoke-on-Trent to identify need for further retail and leisure land use development. It also looks at local and out of town shopping facilities and the role these centres play in meeting the retail and leisure needs of the people in the area.

The study identifies the primacy of Stoke-on-Trent City Centre and the inherent requirement to create a retail heart for the city, with the need to broaden the offer into a wider range of products and services in line with other centres of similar size. It has also

CHAPTER 2: WIDER CONTEXT

recommended potential growth in Newcastle town centre over the short, medium and long term and has identified the requirement for modest growth within the other towns identified within the hierarchy of centres to meet local need and regeneration aspirations.

The North Staffordshire Retail and Leisure Study forms part of the background evidence required to support the preparation of Development Plan Documents for the Stoke-on-Trent and Newcastle-under-Lyme Local Development Frameworks. In particular the strategic policies for retail development set out in the North Staffordshire Core Spatial Strategy and more detailed policies and site specific proposals incorporated within the Development Portfolios and Area Action Plans.

Household Travel Survey 2005

A household travel survey was jointly conducted in the autumn of 2005 by Staffordshire County Council and Stoke-on-Trent City Council. This involved the delivery of over 11,500 questionnaires to selected households in accordance to a sample frame developed in partnership with the Department for Transport. Questions were asked on household characteristics, car ownership, usual mode of travel to work, school, and shopping, and a travel diary was provided for more detailed investigation of people's travel patterns. People were also asked for their preferred LTP measures to deal with particular problems.

A good response was received across the two Councils with over 40% of people returning their forms. This was helped by a prize draw to encourage people to return their forms. The results were analysed using SPSS and have been validated against other known sources of data such as the Census to ensure that it is representative.

Initial results have confirmed many of the trends and observations made elsewhere and highlighted some new and interesting statistics. Some of these have been included in the Strategy Development chapter. These include:

- Car ownership confirmed at 29% and travel to work by car is 78%.
- 6% of respondents said that they cycled at least several times a month compare with the Census figure of 1.6% cycling to work.
- Bus travel in general is regularly used by around 21% of respondents compared with the 2001 Census figure of 10% travelling to work by bus.
- Congestion is identified as a serious problem for 50% of respondents.
- Road safety is the top ranking shared priority across North Staffordshire.
- The top four preferred measures to reduce traffic impact are better public transport, better road efficiency, park and ride and walking/cycling measures.

Whilst it was not the intention to use the data to generate LTP targets at this stage the information will prove extremely useful to help support the strategies being employed. The relative cheapness of the survey lends itself to being repeated every two years. This will allow the authorities to build up a time series of data which would be used to develop strategic outcome targets in future LTP documents.

Renew Studies and Masterplans

The Revised Prospectus for the Housing Market Pathfinder (Renew) has been submitted to ODPM for consideration. This builds on the master planning work that Renew has

CHAPTER 2: WIDER CONTEXT

sponsored with areas of major intervention at Middleport, City Centre South, Meir and Knutton & Silverdale. Further details are included in Chapter 5: Supporting Regeneration.

Local Transport Studies

A number of local transport studies have been carried out recently within North Staffordshire for the purpose of informing both the LTP and the development of regeneration strategies. The general aims of the studies were to provide an overview of the existing transport situation, identify transport constraints, carry out consultation exercises with appropriate bodies and develop appropriate solutions in accordance with the policies of the LTP and the aims of the major regeneration programmes of North Staffordshire RENEW (Housing Market Pathfinder) and the North Staffordshire Regeneration Zone.

These studies will therefore provide a further level of detail at a local focus and provide an appropriate evidence base for the development of schemes to facilitate the delivery of the LTP strategy. They will also allow the early involvement of the local community in the development of these schemes.

The particular aims and recommendations of the transport studies carried out for Burslem town centre, Stoke-upon-Trent town centre and Normacot General Renewal Area are outlined below.

Burslem Town Centre Transport Study

The primary aim of the recent transport study for Burslem town centre was to build on the recommendations of previous studies for the area which had resulted in the production of the Burslem Masterplan and Urban Design Action Plan and was adopted as Supplementary Planning Guidance in June 2004. The main strategic aims of the Masterplan included the improvement of accessibility, travel choice, safety, the economy and the quality of life in the town centre.

The recent study therefore involved a comprehensive transport and travel audit of the town centre, appropriate consultation with the Burslem Regeneration Company and other local stakeholders and the development of a set of proposals which would achieve the City Council's transport and regeneration objectives.

The study was completed in April 2005 and identified that bus services and infrastructure within, and to, Burslem town centre is generally good, however, cycle activity is low which is probably due to the lack of a comprehensive, integrated cycle route network in the vicinity of the town centre. Furthermore, traffic currently dominates the area with the busy A50 and B5051 forming a crossroads within the town centre which results in significant congestion, severance and, hence, reduced quality of the pedestrian environment. A number of accident clusters were also identified along the A50.

The preferred option recommended by the study therefore included the pedestrianisation of the B5051 Market Place, with general east-west traffic re-routeing via links to the north and south of the town centre, improvements to increase capacity and improve safety at key junctions affected by the re-routeing of traffic, the implementation of a dedicated bus and cycle only route along Market Place north and improvements in parking facilities, especially, for the mobility impaired. The results of the study have also informed the Area

CHAPTER 2: WIDER CONTEXT

Action Plan within the Local Development Framework for the Burslem, Middleport and Etruria Valley Area of Major Intervention.

Stoke-upon-Trent Town Centre Transport Study

The key aims of the Stoke-upon-Trent town centre transport study were to identify current transport issues and problems within the town centre, carry out appropriate consultation with local stakeholders and members of the public and develop a set of outline transport options which would inform the development of the LTP. The proposed transport options had to be developed within the context of regeneration policies, other strategies and studies that are being progressed in relation to the town centre, in particular the wider NSITS.

The study was timed to report well before the completion of the A500 Pathfinder Project. The study will therefore help to achieve the objectives of the Pathfinder Project by maximising improvements to local transport across the trunk road into Stoke-upon-Trent and help the project act as a catalyst to the town centre. Furthermore, the study will also feed into the development of wider master plans for the Stoke Area of Major Intervention (AMI).

The study was completed in August 2005 and identified that bus services and infrastructure are generally good, however, from the extensive consultation exercise carried out it was found that the location of bus stops and lack of clear destination signing can be confusing to people. It also reported that the existing one-way system is confusing with a number of accident clusters identified at numerous junctions throughout the area. This is also exacerbated by traffic congestion also being identified as an issue on several routes within and approaching the town centre. Cycle flows in the area are low which may be attributed to the lack of cycle facilities and cyclists having to share the same road space with heavy and fast traffic flows. The needs of pedestrians were also identified as needing more consideration.

The study recommended a number of transport options which achieved the objectives of the City Council and which could be implemented over various timescales depending on the availability of funding. In summary, all of the options included various degrees of traffic management measures, improvements to pedestrian and cycle facilities, the upgrading of bus infrastructure (including the provision of real time information and clear signing), a review of the signing of routes and the rationalisation of car parking facilities in the area. The more major elements of the proposed options include the implementation of the Stoke town centre bypass and conversion of the one-way system to a two-way system.

Normacot General Renewal Area Transport Study

The main aim of the transport study for the Normacot General Renewal Area (GRA) was to carry out a detailed analysis of the current transport situation in the area, carry out appropriate consultation with local residents and provide a set of outline transport options for the improvement of the area. This work would also be part of a much wider assessment which would feed into the development of a Masterplan to improve the physical environment and urban streetscape of the area in order to inform RENEW and assist with the development of the Housing Market Renewal strategy for the Normacot GRA. The study completed in May 2005 and the study report is being used by Council staff to work up local improvements.

2.7 Joint working

Highways Agency

The Highways Agency has been actively involved in the underlying work leading to the preparation of the LTP. They were a key contributor of the NSITS steering group and representatives from the Network Management division of the Birmingham office will be involved in the ongoing delivery of the LTP.

HA staff have also been consulted in terms of the impact of Highway Agency proposals on the plan area, and the impact of LTP objectives and proposals on the trunk road network. This is an ongoing area of work as the HA are a key consultee on planning applications received by the authorities.

The Route Management Strategies for the A500/A50 and also the M6 developed by the HA during 2005 involved representation from the local authorities. The next step is the production of Route Action Plans.

The Highways Agency's Targeted Programme of Improvements included two key schemes in the North Staffordshire area. The A500 Pathfinder scheme involves the grade separation of the City Road and Stoke Road roundabouts on the A500 and Stoke-on-Trent City Council are an active partner in the planning and delivery of this scheme. The works are due to complete in the Summer of 2006 and the benefits to road safety, accessibility and improving local congestion should be felt widely across the conurbation. Likewise the A50 grade separated junction improvements near Trentham Lakes employment site will be completed during 2006. This will allow full and easy turning movements into the site which currently has over 2,000 employees on it.

The proposed improvements to the M6 between junctions 11 and 19 will have a direct bearing on North Staffordshire as it would lead to increase opportunities for inward investment. Both Councils are key stakeholders and have made comments to the Highways Agency on the widening options considered so far. Both authorities have confirmed their preference for the widening proposals as specified in the Midman multi-modal study report. Following the necessary traffic modelling of the widening options, the Government will make a decision on the preferred scheme to taken forward for public consultation. The process is expected to be lengthy and thus it is unlikely that a start on works will take place in the next five years.

Rail Industry

Though the City and County Councils are not directly responsible for rail services in this area they recognise that the attractiveness of rail can be improved by local action through the LTP. This includes improving access to stations by all modes of transport by providing taxi, cycle and bus facilities and by assisting in improving the signage to the station for motorists. Details of specific measures are included in the Chapter 6: Improving Accessibility.

The West Midlands Route Utilisation Strategy (RUS) examines how train services could be improved over the next few years through making best use of available capacity and making timetabling adjustments. The West Coast Main Line and Stoke station have

CHAPTER 2: WIDER CONTEXT

already seen considerable investment in the past few years and therefore significant investment is not planned for North Staffordshire in the RUS. Both the City and County Councils have been stakeholders in the production of the West Midlands RUS. Discussions are currently taking place with the DfT over the Stafford to Stoke service and how this can be maintained and improved.

The Crewe to Derby line is a Community Rail Partnership line and a steering group of partners is endeavouring to work with the Train Operating Company (TOC) to develop the service and facilities, and to encourage people to use the service. A part time Community Rail Officer has been appointed, jointly funded by all the partners, with the role of identifying ways of marketing the rail service, identifying possible service and infrastructure improvements, and obtaining funds from other sources to help with both of these actions. A more strategic aspiration is to reinstate the service to Nottingham and Manchester Airport without affecting reliability and levels of service to local stations.

The local authorities will continue to monitor rail use and to coordinate local people's views on rail travel through travel surveys and use this information to inform the rail bodies.

Bus Operators

Both the City and County Councils work closely with bus operators to secure bus service improvements in the area. A number of services operated by the area's largest operator First are provided under a Quality Bus Partnership (QBP) agreement with both authorities and Newcastle Borough Council. This partnership has contributed to the large number of fully accessible vehicles now operated by First and to improvements to bus stops. The QBP is to be continued, with the emphasis to link it to new strategies such as the Punctuality Improvement Partnership (PIP) and Intelligent Bus Priority (SPRITE) Initiative which are currently being developed, producing a 'showcase' corridor approach with significant bus priority. It is also intended to extend the QBP concept to include service information, driver standards and customer care elements.

The PIP will involve both the City and County Councils and First developing and funding a programme of regular punctuality surveys, with a joint commitment to seek to remedy those factors identified as causing delays to bus services.

The SPRITE initiative is a multi-million pound project which both authorities and First are developing to provide enhanced bus priority at traffic signals, together with real-time passenger information for passengers. Key corridors have been identified which link in with the QBP and PIP agreements to ensure that resources are targeted at specific bus routes to maximise the impact of improvements.

First also have a Service Stability Agreement with both the City and County Councils, with all parties committing to give prior notice of intended service changes and the operator seeking to reduce the number of times per year that they amend services.

The City Council has worked with operators to introduce a PlusBus scheme for Stoke-on-Trent Railway Station, and the same partners are currently developing a multi-operator ticket.

CHAPTER 2: WIDER CONTEXT

Bus operators are consulted on proposed highway schemes which may impact on bus services. Meetings are held to discuss major schemes such as the A500 Pathfinder Project and City Centre re-development proposals.

Officers from both authorities have a very good working relationship with all operators which it is felt has helped to engender a positive attitude within the industry in North Staffordshire.

Other Local Authorities

The North Staffordshire LTP area lies at the northern extreme of the West Midlands Region. This plan is by its nature cross-boundary document being jointly developed by Staffordshire County Council, and Stoke-on-Trent City Council. Both authorities have a long history of working closely together on transport issues. The LTP area was formerly the North Staffordshire Package Area and in the 1st round of Local Transport Plans was covered in the LTPs of both authorities under the umbrella of the North Staffordshire Integrated Transport Strategy.

The joint LTP will be overseen by the North Staffordshire Local Authorities Partnership that comprises the Political Group Leaders and Chief Executives of Stoke-on-Trent City Council, Staffordshire County Council, Newcastle-under-Lyme Borough Council, and Staffordshire Moorlands District Council. This Group will be supported by Officers from Staffordshire, Stoke, Newcastle Borough District Council and Staffordshire Moorlands District Council, together with representatives from the Highways Agency, Advantage West Midlands, Renew, Regeneration Zone, North Staffordshire Chamber of Commerce and public transport operators.

To facilitate cross boundary work at the Regional Level, Staffordshire and Stoke are members of the West Midlands Regional Transport Group, along with officers of the region's other Highway Authorities along with representatives of the Regional Assembly, Highways Agency, Strategic Rail Authority, Centro, Birmingham International Airport and Government Office for the West Midlands. The group is responsible for the development of the regions transport strategy and sharing good practice in planning and delivery. It is supported by a number of other topic related groups such as the Regional Road Safety Liaison Group and Travelwise groups. A range of joint projects and promotions have been undertaken across the region facilitated by these groups

At an inter-regional level Cheshire, Staffordshire and Stoke-on-Trent have met regularly to discuss cross-boundary issues. This group has now been extended to include Shropshire. There are many area of joint transport interest to consider. One area of mutual interest is access to the University Hospital of North Staffordshire, situated on the border of Stoke and Newcastle. The hospital is the sole provider of acute general hospital services to a population of approximately half-a-million living in an area of approximately 15 miles radius. The Hospital is also one of four major tertiary centres in the West Midlands, along with Birmingham, Coventry and Wolverhampton, providing a range of specialist services to a population of around 3 million in Staffordshire, Cheshire and Shropshire. Along with the hospital trust it is hoped that we will be able to examine travel and accessibility problems to this site as part of our accessibility planning work.

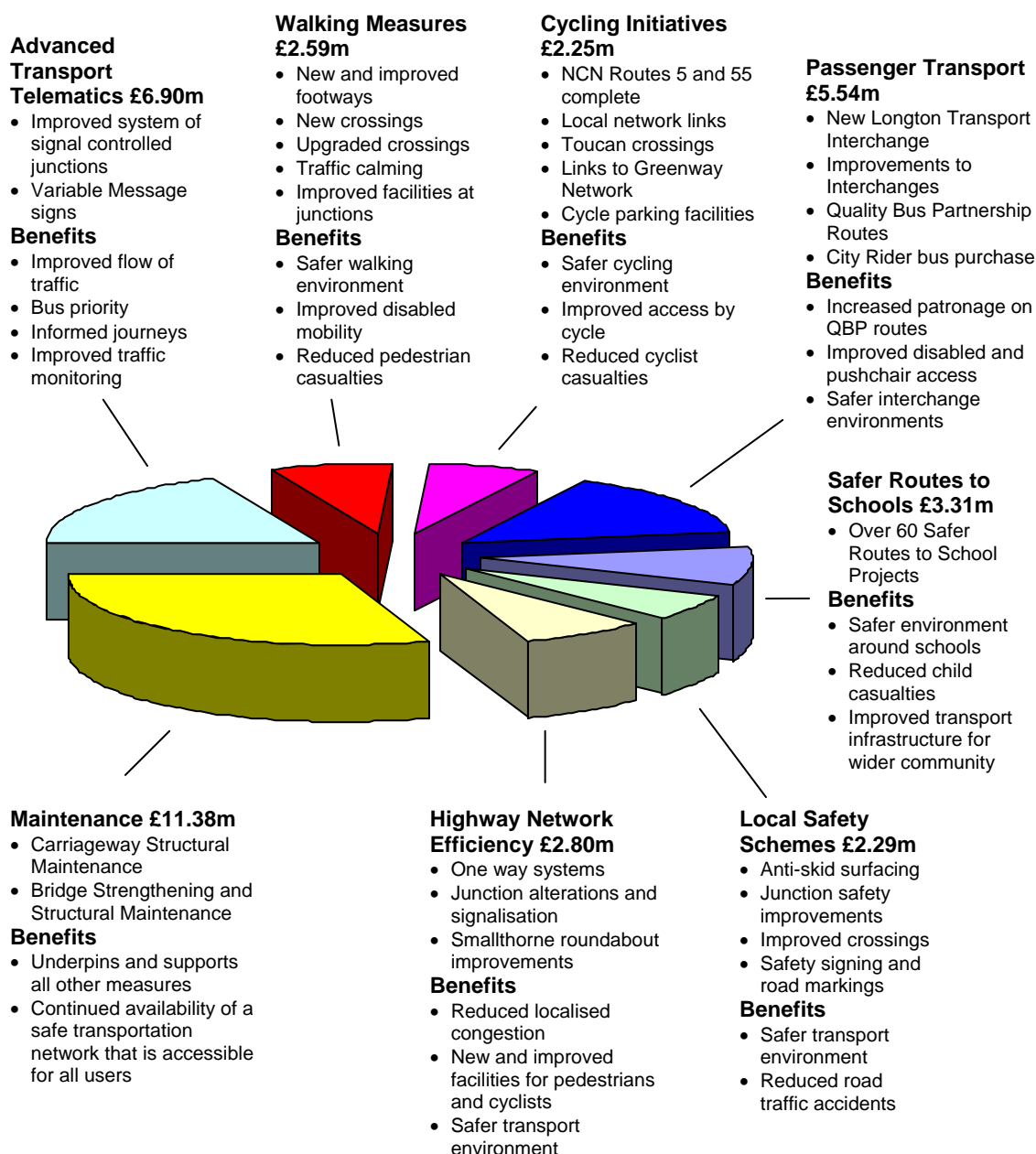
Local Authorities also work together to achieve the outcomes of the MidMan study. For example, Cheshire County Council, Stoke on Trent City Council, Staffordshire County Council, Highways Agency, Manchester Airport and Greater Manchester Passenger Transport Executive have worked together to develop proposals for C-Net Regional Bus Network.

2.8 First Local Transport Plan achievements

During the five years to March 2006, Staffordshire County Council invested over £3.5m in North and Stoke-on-Trent City Council over £37m on a wide range of transport schemes resulting in significant improvements to the transport network covered by this North Staffordshire LTP.

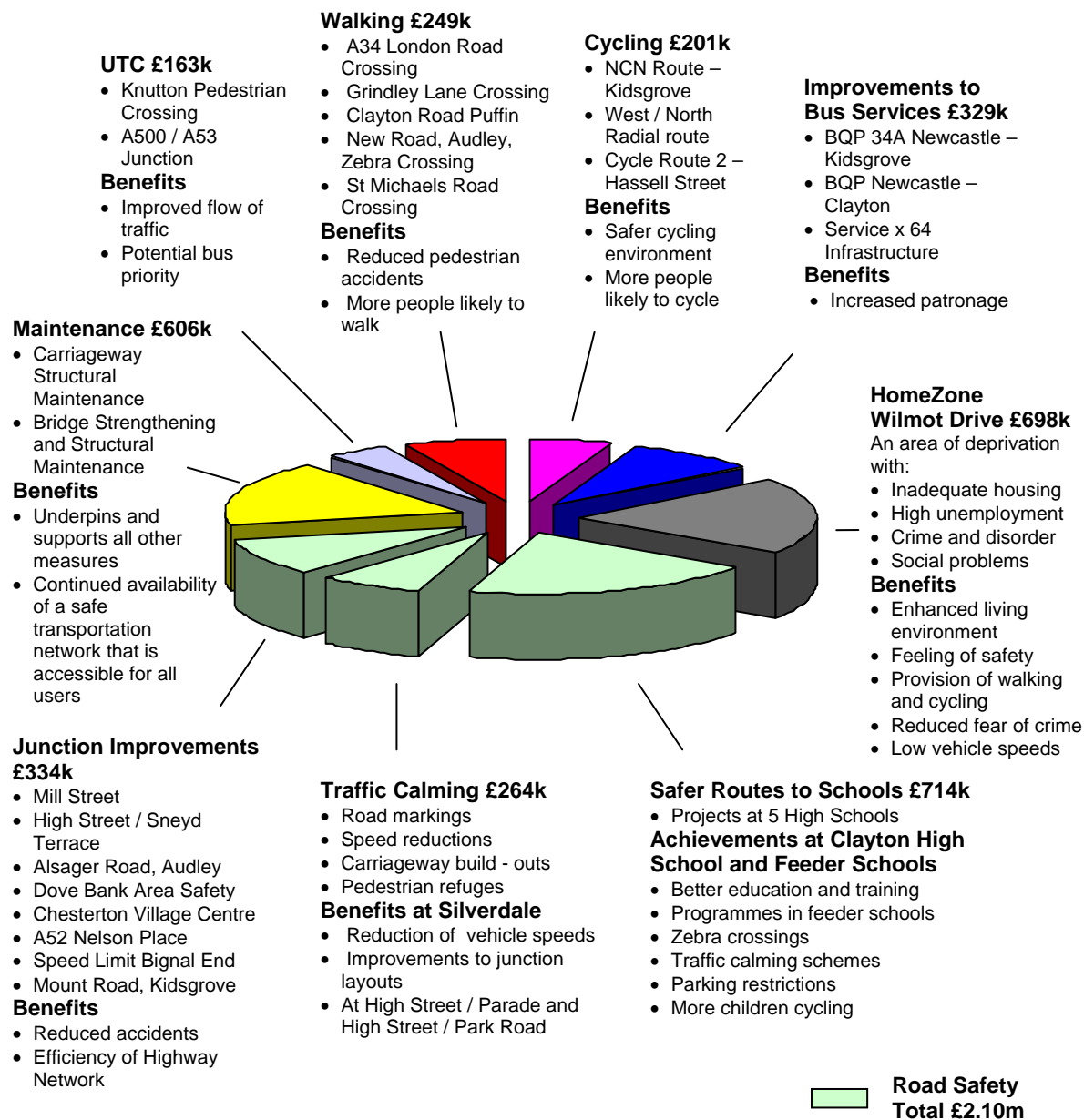
Figures 2.3 and 2.4 provide a summary of the benefits of this investment. Further and more detailed information regarding the improvements which have been made over the course of the first LTP will be provided in the 2006 Delivery Reports.

Figure 2.3: Stoke-on-Trent LTP 2000–2006 Achievements



CHAPTER 2: WIDER CONTEXT

Figure 2.4: Staffordshire LTP 2000–2006 Achievements in North Staffordshire



CHAPTER 2: WIDER CONTEXT